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## **THESIS TITLE**

Product, Marketing Research and Development of  
Vinylook Mobile Application

Study programme: Applied Informatics (ISM)

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Prague, June 2019

## **Declaration**

I hereby declare that I am the sole author of the thesis entitled “Product, Marketing Research and Development of Vinylook Mobile Application“. I duly identified all citations. The used literature and sources are stated in the attached list of references.

Prague 27.06.2019

Ljubinkovic Jana

## **Acknowledgement**

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## **Abstract**

New technologies continue to form the direction for music creation and distribution. In particular, the new approach to digital streaming services, like Spotify or AppleMusic made some of the music formats become obsolete. Nevertheless, in the digital era we are experiencing the revival of one of the “outdated” music formats, vinyl records. The vinyl record sales as well as the number of vinyl lovers ‘dropping the needle’ are growing steadily. Present Master Thesis focuses on Product, Marketing research and Development of a mobile application intended to solve the problem of vinyl lovers and collectors to find rare or certain record they seek. Present paper is divided into three parts, which are Literature Review, Problem Research and Solution. Within those parts the present paper involves initial product discovery with problem interviews and Jobs-To-Be-Done to understand what to build from the whole vision, and followed by the product development and actual launch to market. The main aim is to identify problems associated with vinyl exchange, determine the need of a centralized place for records commerce and to introduce a solution in a form of mobile application called Vinylook.

## **Keywords**

Vinyl, Records, Records Exchange, Mobile Application, Customer and Product Discovery

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# Introduction

Present Master Thesis intends to provide product and marketing research on the topic of vinyl records exchange, followed by the development of the mobile application. The main aim of the work is to determine the need to establish a centralized place for vinyl purchase/exchange, in particular the mobile application, which will provide easy search of a wanted vinyl. The Thesis consists of three parts: Literature review, Problem Research and Solution. First part provides a clear overview of the literature to support the idea that record sales are on the steady rise for past years, which gives an opportunities for business ideas. Followed by the theoretical part describing the methodology used for both customer and application development. The part dedicated to problem research consists of the initial product discovery with competitive analysis for the future Vinylook, JBTD and Ethnographic interviews, which helped to understand what to build from the whole vision. After the key problems were established, the third part of the thesis begins: solution architecture. First, I correlated key problems to future mobile application features, intended to solve those problems. Afterwards I designed a product prototype representing a simple user experience to identify key features. Prototype was followed by the actual application development, which was intended to show how the problems raised in second part were solved by mobile application launch. The thesis focuses on adoption and active usage rather than feature completeness, while paying attention more to the state of art experience, bringing the product from design to interaction.

# 1 Theoretical Part

## 1.1 Literature Review

Nowadays, in spite of the fact that we live in a digital era, we are still experiencing a huge popularity of vinyl records and music labels that specialize exclusively on vinyl production. This reawakened demand for vinyl signalizes a paradox how physical music format returned in the digital epoch. This is due to the rise of popularity of vinyl in electronic music production as well as the home listeners. As mentioned in the article 'The Holdouts: An Exploration of Vinyl-Only Labels in the Digital Age' by Philip Sherburne: "Major labels, such as Hard Wax, Mount Analog, Phonica and etc., started gradually releasing unofficial records, that don't look like made 'out of the factory' ." This can be seen in the boom of underground electronic music, where DJs use these unofficial tracks and mix them in order to make a unique set. DJs that are truly passionate about their music and will always strive to seek that rare track (usually on vinyl) to produce the unique sound, mixing the "unmixable", as one may think - the outdated vinyl and the electronic tunes. The success of electronic music and the use of unofficial records also shows the rise of 'global audience hunger for quirky, experimental and some may call it, odd dance music. "Before, shops were like, "That record is a bit weird, we can't sell it,"" says Stefan from only vinyl label Sex Tags Mania. "Now, they're like, "Wow, that record is really weird! Give me 40 copies!" (Sherburne, 2016) Often labels that are truly committed to production and appreciation of music specialize in producing vinyl only records. Fabian Bruhn, who runs Aniara label (Sweden) in the above-mentioned article passionately, explains, "There is something very significant to that sacrifice. The same thing goes for vinyl, compared to digital. It would be easier to put it out digitally, but if you do that, it would have less value. Vinyl record is considered to be the iconic object because of being a part of the dual process as it requires related materials which makes the whole ritual even more special. We are able to feel and experience the iconicity of the vinyl due to the relational process between the "material affordances and entanglements of vinyl". (Bartmanski & Woodward, 2016) Therefore, in choosing to use vinyl, you devote yourself to this long process. You put work in, and then something precious appears." Talking about vinyl becoming a luxury product and a status symbol, it's worth mentioning words of Kevin McHugh, famous DJ, who in reaction to prevalence of digital sound of late 2000s established a vinyl-only label, Delft. In the article, he describes vinyl as "luxury product. It caters to a very specific niche audience of elite people." There is no doubt in the fact, that vinyl has become a lifestyle and a part of culture, being the part of the clubbing lifestyle as well. People go to clubs, festivals and afterwards to the record store to buy those they admire. Uniqueness of the record, which makes them highly collectable due to the tangible nature of the product. People are usually attracted to the artwork on the cover of the record, which actually played a big role in the ongoing and rekindling popularity of the record. (Yochim & Biddinger, 2008.) Music collectors can be usually very emotionally attached to own collections, and the fact that records are tangible; it allows others to observe and admire those collections.

While sales of compact discs fall in sales from 2009, the complete opposite is happening to vinyl records, which from 2007 are being sold more and more in US. (Richter, 2014) After 2007 the vinyl's revival is becoming more and more evident. Rolling Stones announced the vinyl comeback in 2011 with an article titled "Vinyl sales increase despite industry slump." In 2012 Eric Felten from the Wall Street Journal declared the rebirth of vinyl publishing the article titled "It's alive! Vinyl makes a comeback." In 2013, the New York Times published "Weaned on CDs, they're reaching for vinyl" (Kozinn 2013), and then same newspaper publishes in 2014 "Watch out i-Tunes. Vinyl still lives" (Sisario 2014).

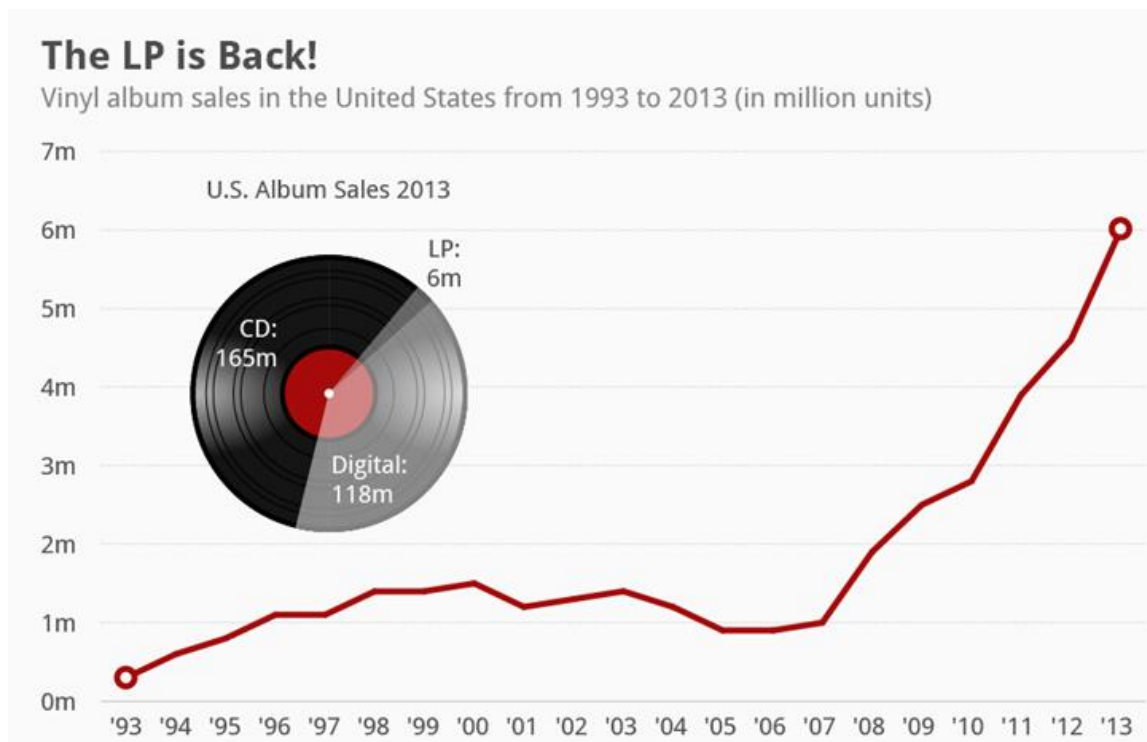


Figure 1. Vinyl album sales in the United States from 1993 to 2013 (Source: Richter, 2014)

According to data from the International Federation of Music Industry (IFPI), the total sales of vinyl records increased by 23.5% year on year in 2006 (57% in the Czech Republic). Revenues amounted to CZK 563.6 million dollars. The revenue from the sale of vinyl records is comparable to that of YouTube video streaming, which earned CZK 553 million dollars last year. Along with the sale of vinyl records, total revenue from digital services is also increasing by almost 18% worldwide, while CD sales are falling in the long-run. Speaking of the Czech Republic, here the Czech national group of the International Federation of the Music Industry (ČNS IFPI) recorded the return of vinyl records in 2014 in the statistics of recorded recordings on physical media. (Dedera, 2017) In the following 2015, the number of vinyl records sold increased to 70 thousand, last year to 110 thousand pieces.



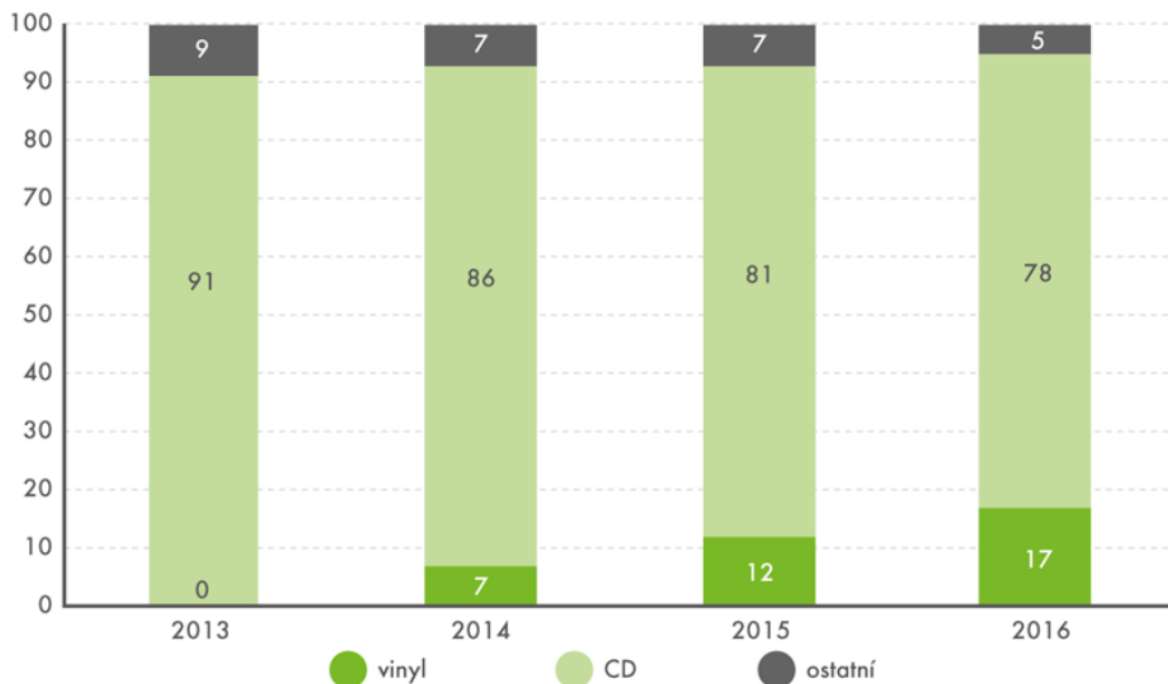


Figure 2. Share of vinyl records (%) in physical music sales in the Czech Republic, 2013–2016, (Source: Czech International Federation of the Phonographic Industry statistics)

Music market revenue has changed dramatically in recent years. According to the IFPI report for 2018, there is interest audiences move from downloads and fixed media to streaming. Conversely, download profits are falling. Revenues of CD sales dropped even by 23%! CDs today account for only 14.1% of the market. These results will please that vinyl records, which were usually around three percent of the market ten years ago, significantly increased their share. In 2018 they accounted for 6.7% in the Czech Republic. (Svet Vinylu, 2019) And if a man roams the second-hand bookstore, he certainly noticed that almost all of the frequently visited departments with old vinyl grew up in almost all of them. No wonder. It's a strange pleasure when you take a black disc into your hand and put it in the turntable. When you start the handset and hear the first tones. No beautiful CD, no Deezer, or Spotify will replace the beautiful sound colour. And now, when they come out in re-editions on vinyl, the most important albums of the past sixty years, one can finally enjoy whatever it is to enjoy it has a taste

Nevertheless, taking all the above said into consideration the following can be highlighted as driving the vinyl sales:

- DJ coming back to mixing with vinyl due to the boom of unofficial releases and experimental style of electronic music.
- Home listeners and collectors

Many DJs buy huge amounts of vinyl, but hardly take them out of the house. Common thing for DJs can also be hiring an assistant to manage their vinyl: from buying, taking care and sometime even caring it where needed. Therefore, the main driver of vinyl sales is still the home listeners, however vinyl market is among the fastest growing area in music sales. (Bartmanski & Woodward, 2016) Vinyl was, is and will always be admired for countless reasons, including devotion, romanticism and a kind of ritualism in the essence of listening to

vinyl. Fans of LPs appreciate the non-sterile sound of records and a big package, as the artwork is a big part of whole appreciation of analogue sound.

Present Master Thesis reports on the results of ethnographic research investigating vinyl records, means of buying them and vinyl offer saturation. The main aim of the Master Thesis is to determine whether there is a need of establishing a centralized place for vinyl purchase/exchange, in particular the mobile application which will provide easy search of a wanted vinyl. As it was previously described, there is an ongoing trend or need for rare vinyl records, which can hardly be traced. Either they are forgotten somewhere on a dusty attic, other being passed from generation to generation without even being listened. Statistic below shows that vast amount (45%) of people who actually own turntables don't even listen to it.

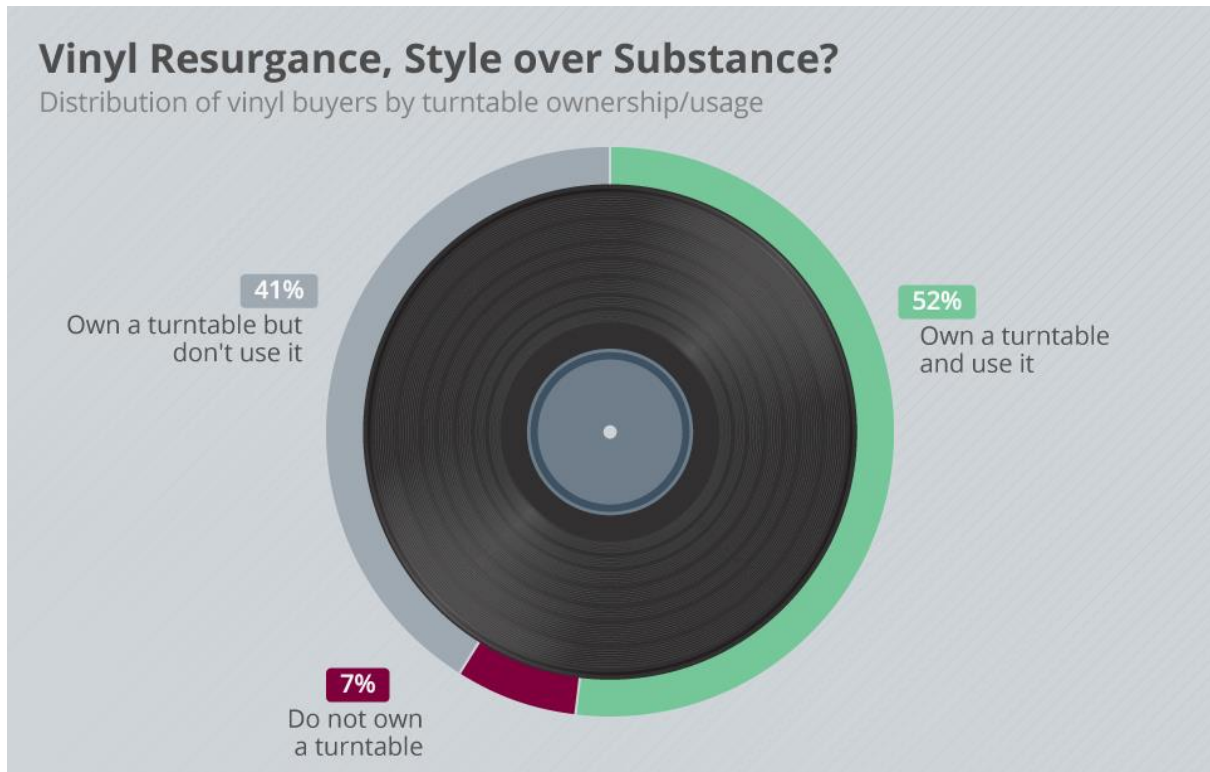


Figure 3. Distribution of vinyl buyers by turntable ownership usage; (Source: Wagner, 2018)

Therefore, we can experience a need of a centralized place where unused records can be a real treasure.

Roy Shuker introduced in his book an idea of record collecting being a social practice, as he has found that record collectors did so because it was a form of common interest between friends and family. He is confident that the revived position of vinyl records happened because vinyl is in some way an 'ongoing project of identity, taste and personal history'. (Ellis, 2017) Furthermore, it is widely discussed (Borschke, 2011) that analogue record collection is a unique music library, which shows us the relation of two completely different technologies and the experience of their mutual support. There are enormous amounts of singles with the material that has never been released in digital form, having that in mind it is evident that those records symbolize the treasury of the modern musical tradition. That being said we understand that vinyl being preferred among other music formats due to its' perception of authenticity, whereas digital music is associated with complete inauthenticity (Fernandez & Beverland 2018). Considering the above mentioned and statistics provided in the present section into consideration, I am confident that vinyl is here to stay as a form of emotional attachment while this love for analogue will be passed from generation to generation, despite the enormous popularity of digital. Basically, the vinyl refuses to die, on the contrary "the more virtual the

music consumption was becoming, the more visible is the vinyl‘ revival in mainstream“ (Bartmanski & Woodward, 2016).

## 1.2 Product Discovery Methodology

Product discovery begins with general abstract idea leading to the final solution. The idea of a client who has a problem, the idea in the form of “let’s make such a cool thing that everyone will like”, an idea about a business model or an idea about a market. Any idea is a hypothesis that needs to be turned into a fact through the search for evidence, be it experiment, research, observation or expert opinion. But a good idea about the product is still an idea about the problem of the client, which the future product should solve.

### Analysis of client’s problem

Rob Fitzpatrick, in fact, one of the authors of Customer Development and one of the founders of the same area, had a very interesting story about a person who wakes up in the morning, listens to the radio, goes up to the second floor, turns on the light and shoots himself. Then he asks the question: what actually happened there, why did he shoot himself? And, in fact, there may be a bunch of guesses and a lot of stories. In fact, the story is very simple. This is the lighthouse keeper, who forgot to turn on the lighthouse in the evening, woke up in the morning, listened to the radio, realized that from the fact that he forgot to turn on the lighthouse, there was a shipwreck, went up, still turned on the lighthouse and shot himself. This is a real story on which it is already possible to start a business. We need to pull out the real facts from the users' heads, understand what is happening in their lives, how they solve certain problems and what motivates them in order to help them in this and solve their problem, if they really have it. There are many ways to check how much the product is needed by the market and whether the market needs it at all. The first way is the easiest: launch the product on the market and see what happens. For example, we released and received some sales. Why are as they are, who do we sell to, why the users buy the product? - Answers to these questions may not exist at all. The second way to investigate the product demand on the market is through crowdfunding. Crowdfunding is basically the following: not launching the product, but instead making a presentation about it and asking for the investment for product development upfront. There are several platforms for crowdfunding, and the most famous one – Kickstarter. Nevertheless, the rule is if you want to sell, you need to attract – and for attraction having financial resources is a mandatory prerequisite. Therefore, the Kickstarter campaign, the crowdfunding campaign, does actually allow to determine if the market has a place for the innovative product, but this is an expensive way to do so (Help.kickstarter.com 2019). And the last, but not least way for Customer Definition are interviews, the method which will be used in the present Master Thesis. A simple, understandable, inexpensive way to talk to people, find out what's in their minds, what motivates them and if there is an actual need in the innovative product.

Within the first part of the thesis, when formulating a **hypothesis about the client's problem**, I try to find confirmation and non-repudiation of the same problem. I will study the market to how the problem is solved now (direct and indirect competitors), conduct interviews with the potential customers in order to form a client profile as the outcome and confirm the problem. At the same time, I am trying to estimate the volume of the potential market in which

the product will play. Moreover, this volume should be considered not by the client profile, but by the problem profile. Here, the distinction between good and bad data is important. (Fitzpatrick, 2013)

Interview is a kind of qualitative research that does not focus on statistical measurements, but relies on the understanding, explanation and interpretation of empirical data. The algorithm for constructing a *problem interview* script is designed to improve the quality of research of potential customers or product users by:

- The correct structure problem hypothesis definition, including the profile of the respondent, his problems, the causes of the problem and his motivation;
- The transparent relationship between the hypothesis of the problem and the flow of interview questions;
- Separate the question of whether they should confirm or reject the hypothesis, and questions designed to look for insights;
- Focusing on open questions and use cases, instead of closed questions and descriptions of ideal behaviour

The *interview* is part of the Customer Development methodology, which helps verify the customer segment and test the business model. In the present Master Thesis for Customer Development I will use Problem Interviews. Problem interview – is an interview where a hypothesis exists which needs checking in order to learn about non-obvious problems of customers. The interview replaces focus groups and standard polls, or begins to supplement them. Even large corporations use this approach because it allows them to quickly and cheaply gain market knowledge and also collect primary data for expensive marketing research. Non-formal interviews are a specific method of gathering information, in which there is only a topic and a goal. There is no specific survey design. This makes it possible to identify the underlying motives of consumer actions, to study both rational and irrational reasons for his consumer behaviour. In practice, non-formalized interviews are used in conducting qualitative research. Individual non-formalized interviews are conducted one-on-one with the respondent in the form of a dialogue, while the respondent has the opportunity to make detailed statements on the task being studied.

Any interview process should include the following 5 components:

#### *Segment selection*

Any group of people with a similar set of needs, problems and benefits forms the client segment. The trick is that there is no need to invent it - people themselves go astray in segments, looking for like-minded people. Therefore, the task of the marketer is reduced precisely to the search for an existing social group, with the closest possible set of motives. A very interesting example was described in the book „The Mom Test“ by Rob Fitzpatrick. If we imagine we are developing a fitness app, many people would just start interviewing young men and women who want to stay fit. Nevertheless, this segmentation is too broad and we won't be getting any meaningful data. On the other hand, the author suggests going after a rather smaller group: employed men age 18-25 who are preparing for a marathon next year, people would require a much more specialized training and diet plans (Fitzpatrick, 2013). That's where we come with our application to help.

### *Hypothesis and goal formulation*

Hypothesis, goal or problem of the interview - are statements that determine the object of study. The object of study – consumers, how they live and behave, what motivates them? Without the presence of the hypotheses, there is no point in going to communicate, because you will not know what exactly you need to check and what questions to ask. Therefore, this stage is perhaps the most important. The correct formulation of the problem and motivation should always include a certain metric that can potentially be measured. This metric is the basis of the “swing” on one side of which the current person’s behaviour is found, which constitutes the problem and, accordingly, lowers this metric, and on the other, the goal which the person seeks, i.e. the value of the metric that the person wants to achieve.

### *Creating a script with interview questions*

Projective and stimulating techniques are widely used in qualitative research - unstructured, non-directive ways of asking questions that help the researcher uncover motives, beliefs, attitudes, preferences, values, satisfaction levels, respondents' problems, etc. regarding products or brands. Projective techniques help to overcome such communication difficulties as verbalization of feelings, relationships, etc., as well as revealing latent motives, implicit attitudes, repressed feelings, etc. Interviews find the greatest use in studying:

- Consumption patterns, consumer behaviour and choice factors;
- Attitudes towards products, brands and companies;
- The degree of satisfaction with existing products;
- Purchase motives

Equally important is the qualitative research played in the development of new products, where these studies allow you to:

- find out if there is a niche for a new product in the market under study;
- Identify attitudes towards new products (or product concepts).

### *Search for segment representatives for an interview*

As it was previously noted and learnt from product discovery literature (Blank, 2017; Cagan, 2017, Christensen 2016) it is important to focus on small groups of target customers to get meaningful data for product discovery. For the purpose of the Master Thesis, my aim was to interview the segment representatives of music lovers. I was interviewing people in café's where there are usually live music performances, music shops (preferably with vinyl records) and outdoor music festivals.

### *Analysis of respondents' answers and actualization of vision*

In process of results analysis the transfer of verbal speech to written text takes place. The recording that is translated from the sound form into the text is called a transcript. It is absolutely necessary for analysing and interpreting the text, as you look at the interviews in different directions, quickly find the quotes you need, etc. After the records were transferred to transcripts, the most important part of results interpretation takes place. All the quotes from

recipients must be analysed, and from those Major Findings must be brought out for further problem definition which will be solved by the future mobile application.

Having discussed the tools gathering new information about customers, I would like to move on to discussing a way how to structure the data, so it is effectively used and understood. One of the tools that allows to do so quite comfortably and quickly is an Empathy Map. Empathy map is a tool for visualizing our knowledge of the client and his needs and characteristics, which was developed by David Gray, author of *The Connected Company* and *Gamestorming*, and is actively used by “startups” around the world.

It is important to know your customers in order to create products they want to buy. There comes the idea of Minimum Viable Audience. Nothing starts with the product, it starts with the customer. This means that all media being created – all contribute to attracting audiences. The need to recognize the desires, hopes, needs and fears of the audience will grow. Firstly, the picture of the world of the client is built, and then the selling of what the client really wants can start.

A famous quote says: *“Nobody cares how much you know until they know how much you care.”*

Therefore, the goal is to *empathize* with the customer for as much as possible.

## **Product Value Definition**

The formulation of a **hypothesis of value**, for which Value Proposition Canvas method will be used, goes right after formulation of client’s problem hypothesis. The value hypothesis is not equal to the product itself, the product is only a means of achieving this value (the same value can be delivered by several different products). At the same time, value testing cannot take place in isolation from the terms of the offer, since price is an integral part of value: if you offer exactly the same product as a competitor, but cheaper, most likely you give customers a greater value (other things being equal). (Osterwalder, 2014) At one price, your hypothesis of value can be confirmed, while at another, it can turn out to be refuted.

The price for a future product is determined by its **business model**: how we get revenue, what costs, how we interact with customers, etc. The market entry strategy is directly related to the business model, because you need to understand exactly what channels to attract customers to use and how much the customer will cost, because depending on the chosen business model, the product economy may not converge at all and the break-even point will never be passed.

A confirmed value hypothesis and a balanced business model lead us to a **product / market fit**, which then gives us an opportunity to build a prototype to test the hypothesis of a solution to deliver the value to the end customer. Prototype does not necessarily have to be an IT product, but also a mock up to show key features for future product. When it comes to designing an interface of an application or any other IT product, user experience (UX) should be the primal focus. *User experience* - is the user's perception and response resulting from the use and / or future use of a product, system or service. Thus, prototypes are a means of measuring the effectiveness of design and allow to:

- Evaluate interactions in the product interface
- Learn how the product can be perceived by the user
- Gen an economical way of understanding and developing the product

In simple words, prototype is a simulation of the final product. This is a layout that can have any degree of accuracy. The main purpose of prototyping is to check how consistent the user's path is and to identify obstacles that may arise in the course of his interaction with the product. Prototype development is an integral part of the UX design process. To ensure a good user experience with the product and reach the ultimate goal of the project, designing a prototype in one form or another is highly recommended. In addition, a demonstration of interaction with the prototype helps to present the future product to the client and to find a common language when creating UX design. Prototypes for Vinylook application within the Master thesis was developed by me firstly in Adobe Photoshop and afterwards in software for real-time prototyping called Balsamiq Mockups. I realized that the second software is much easier to use and provides more quick and representative results, than Photoshop, which is more powerful, but less appropriate for rapid prototyping.

The professionalism of product management at the Product Discovery stage is to minimize time to market while minimizing the risks of finding a product / market fit.

The whole process of product discovery in present thesis will be done according to proposed model by Osterwalder, whereas the three main stages must be in place. Please note, that testing of each stage is out of the scope of the present thesis. The first stage, which will be done right after the customer interviews are finished and analysed is Problem-Solution fit. After the interview analysis the main deliverables are customer pains, gains and jobs, which form an evidence of what needs to be fulfilled by the future application. As soon as we have that evidence we are addressing those pains, gains and jobs with designing the value proposition. The second stage is about customers positively reacting on the problems and the value proposition itself. (Osterwalder, 2014). During present phase I will strive to prove that the proposed value proposition is valid and is ready for the next stage, Business Model fit. The third stage occurs when we are able to prove that the proposed business model is profitable and has its place on the market.

## 2 Product and Market Research

The growing popularity of vinyl being established in previous chapter, I will move on to actual problem research in the present chapter to determine a need for a centralized platform for vinyl exchange.

### 2.1 Customer Definition

Present part of the Product and Market Research is dedicated to Customer Discovery. In particular, it includes the development of the script for ethnographic interview, the results of the interview as well as the creation of Customer Profile in the form of Empathy map. The Customer profiles will be described after the Major Findings of the interview will be settled.

#### 2.1.1 Customer Interviews for Product Discovery

**Goal of the script** is to understand:

- Do people listen to music and do they tend to pay for it
- Are there people listening to vinyl records
- Do people know where to buy vinyl records, if so, where do they buy them
- Have the people experienced problems when wanting to buy a specific record nearby
- What are the biggest obstacles of buying vinyl

**First Script questions:**

*Table 1. Script №1*

1. What was the last time you listened to music?
2. Which music have you listened?
3. Can you tell about your last experience of listening to music? (What do you want to get from listening to music/ why do you listen to music?)
4. Where have you listened to it (place, location)?
5. What means are you usually using for listening to music? (Additional question: What platform have you used?)
6. Have you or your friends ever bought a vinyl? For whom, where?
7. Do you or any of your friends use/listen/collect vinyl records?
8. Do you know any ways of buying a vinyl nowadays?
9. Have you encountered any problems/difficulties/obstacles when listening to music?
10. Are you willing to pay for music?



After the results of the first survey were evaluated it was decided to conduct a second survey to get more insight to the topic. During the actual interviews, some questions were modified and some additional asked as the context allowed.

The **Second Script questions** are as follows:

*Table 2. Script №2*

1. Have you ever bought a vinyl?	
<i>Yes</i>	<i>No</i>
2. How many vinyl records do you own?	2. Do you know anyone in your surroundings who buys or collects vinyl records?
3. How often do you buy records?	3. What would encourage you to buy a vinyl record?
4. Do you own a turntable?	
5. Why do you think people nowadays listen to vinyl?	
6. Why do you think people like the sound of vinyl so much?	
7. How important do you think is the artwork on a record?	
8. How important is the price of a record to you?	
9. Do you have a preference for where you purchase your records?	
10. Why do you think vinyl record sales are on the rise?	

Both scripts are made for the qualitative research to identify possible problems and opportunities to support the idea of the need to develop an application for vinyl records exchange. In total 70 people were interviewed for the present research.

## **Major Findings**

The present part of Customer research intends to provide insights from the ethnographic interviews being done. The interviews performed were all voice interviews that were afterwards transcribed. The whole transcripts are available in the Annexes, having in mind that people who did not approve (give informal consent) were not quoted, and therefore only main points of conversations exist. Each major finding is supported by the actual quote from the interview, and represent evidence to the problem of finding a specific vinyl record.

Table 3. Interview major findings

Finding	Supporting quote from interview
<b>People buy vinyl records or at least know people who do</b>	<p><i>“Yes, I know more than a few that has a great collection. I myself have a few, but I do not have a record player.”</i></p> <p><i>“Yes, very often, last time I think, it was a gift, but my friends buy them wherever they go. I do it too.”</i></p> <p><i>“Yes, I have bought more than 150 second hand vinyl, mostly from Online or second-hand music stores.”</i></p> <p><i>“I have, for my dad as he likes it and has a player for it.”</i></p> <p><i>“Yes, I bought couple of times as a gift.”</i></p> <p><i>“Yes, I am buying regularly in shops in Prague.”</i></p> <p><i>“My friends DJs buys vinyl.”</i></p> <p><i>“Yes, my friend is an avid fan so he has collection</i></p> <p><i>“Some of my friends do, and we all sometimes listen to them together.”</i></p> <p><i>“No, but I would like to buy it in future. I’ve seen vinyl markets in different counties of Europe, there was a really big choice and they were cheap. “</i></p> <p><i>“I collect vinyl preferring known classics.”</i></p>

	<p><i>“Yes, In a club. It was a small party. I really liked the DJ, he was mixing old vinyl and it sounded very funky.”</i></p> <p><i>“I used to have a friend who collected vinyl and had a record player with him. I was always liked a thought of having vinyl, but I do not have a recorder to play them on.”</i></p> <p><i>I get vinyl for my uncle as he has massive collection, but I also have couple of my dad’s vinyl</i></p> <p><i>“Both me and my friends. I appreciate music on vinyl more than in digital format, it’s more tangible for me. “</i></p> <p><i>“Me, I got big collection.”</i></p> <p><i>“I do own a collection of more than 80-90 records.”</i></p> <p><i>“The only one I bought new was at the gig, the band stop playing and then you could buy the vinyl and get it signed. That is the only time I bought a new one actually. ”</i></p> <p><i>“Yes, my grandparents have many records. They actually have fairy tales on them, which they used to play me when I was young”</i></p> <p><i>“I own a collection about 30 records.”</i></p>
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	<p><i>Actually, the office manager, where I currently work, has many. Her husband is really into vinyl and they are spending lots of money on that. “</i></p> <p><i>“When I was a kid my father had vinyl. My friends DJs buys vinyl.”</i></p>
<p><b>If wanting to buy a specific vinyl records, not sure where to look for it</b></p>	<p><i>“Don’t know, need to google.”</i></p> <p><i>“Unfortunately, I do not.”</i></p> <p><i>“I like buying vinyl from vintage shops, and when I go there to buy many times I am not able to find something that I have in my mind. “</i></p> <p><i>“Online, because it’s hard to find something specific in a store.”</i></p> <p><i>“I would probably ask for the recommendation of the place. As I am not really sure where would one buy them. I would probably go to store, more than online, because I like to touch the thing I am buying.”</i></p> <p><i>“I would definitely google and see.”</i></p>
<p><b>People have some vinyl records at home, that do not know what to do with</b></p>	<p><i>“My former female friend collected a huge vinyl from her mom and other relatives, don't know what to do with them anymore.”</i></p> <p><i>“My parents, umm, I think there is a vinyl player in the loft, so yes, I could potentially take that, but I don’t know. It makes me sad actually, they used to listen to music so much.”</i></p>

	<p><i>“And right now, I am thinking to get the gramophone from my grandma to have it in my flat, because they have it and don’t use it.”</i></p> <p>Interviewer: And nobody’s using those records, I guess?</p> <p>Interviewee: <i>“No, they are just on the shelves collecting dust.”</i></p> <p>Interviewer: So, your parents, they are collecting vinyl?</p> <p>Interviewee: <i>“No, not anymore. That’s initially my father’s collection.”</i></p> <p>Interviewer: You father has them at home, but is not listening to them?</p> <p>Interviewee: <i>“No.”</i></p>
<b>People prefer buying online</b>	<p><i>“I would go online. “</i></p> <p>„Mostly I buy it online on so obstacle for me is to go to physical shop. “</p> <p><i>“If I want something specific, I would go to Discogs. Or if you go out, just buy in random vintage/record store. “</i></p> <p><i>“Online definitely will be easier as vinyl shops are mostly closed when I am finished after school or work.”</i></p> <p><i>“ If I would need something specific, I would definitely look it in the app. Applications are for everything and I buy online very often, But I tried to look online for records, and there were only new records, which were really expensive. So, if there was a vinyl app with good prices, I would definitely try.”</i></p>

	<p><i>"I would definitely google and see."</i></p> <p><i>"Not really, I bought records at many different places. However, whenever when I want to buy anything, I first google it. "</i></p> <p><i>"Not really. However, as a matter of the fact all records I own, I ordered online. Usually from record labels directly or eBay and Facebook. "</i></p>
<b>People are not aware of a centralized place for buying vinyl</b>	<p><i>"I heard of bands releasing albums in vinyl so there is something for sure but don't know specifics. Most likely, you can find an online shop that would deliver."</i></p> <p><i>"eBay/Amazon should have a list of such offers from those who get huge bunches of old vinyl from their grand-father/mother. In digital you could buy everything for sure. In my hometown was a special music shop when I was at school, not sure if it exists now."</i></p> <p><i>I'm sure, internet should help. But I've never visited any vinyl marketplace</i></p>
<b>Major obstacle of buying/listening to vinyl records, is not owning a turntable</b>	<p><i>"I used to have a friend who collected vinyl and had a record player with him. I was always liked a thought of having vinyl, but I don't have a recorder to play them on. "</i></p> <p><i>"The difficulty for me would be having a vinyl player, 'cause I actually wanted to buy one. I think I would go to the shop and buy the vinyl."</i></p> <p><i>"Well, at the moment I'm not buying records, as I don't have a turntable at the moment here with me, it's in my home country. "</i></p>

	<p><i>“Well, for a good quality sound you need a good quality player, and at the moment I don’t have it. Therefore, as I don’t have a turntable, I don’t buy the records.”</i></p> <p><i>“I don’t have a turntable, but If I had I would definitely buy a lot of records.”</i></p> <p>Interviewer: Now you don’t buy records so often, but what would encourage to buy records more often?</p> <p>Interviewee: <i>“If I had a turntable.”</i></p> <p><i>“I prefer music streaming as I can do it anywhere I want - at work, doing sports, home. Probably, I would like to try listening vinyl on it if I had a turntable.”</i></p> <p><i>“No, but a family member owns one. However, he does not really use it. ”</i></p>
<p><b>Most people purchase vinyl on vintage stores or on Ebay/Amazon</b></p> <p><i>(problem of no centralized place )</i></p>	<p><i>“If I want something specific, I would go to discogs. Or if you go out, just buy in random vintage/record store. “</i></p> <p><i>“It’s should be kind of a vintage shop, which are usually expensive and have limited choice. “</i></p> <p><i>“I like buying vinyl from vintage shops, and when I go there to buy many times I am not able to find something that I have in my mind. “</i></p> <p><i>“I bought them in charity shops or I did buy a few on eBay”</i></p>
<p><b>Price is a common obstacle to buy vinyl</b></p> <p><i>(vinylook offers people to buy/ exchange secondhand vinyl, which are cheaper)</i></p>	<p><i>“The obstacle, I guess, would be knowing the best places to get them. Or get, like, the type of music that I would want.”</i></p>

	<p><i>"It's should be kind of a vintage shop, which are usually expensive and have limited choice."</i></p> <p><i>"Buying in the shop work for me, but obstacle is the price."</i></p> <p><i>"So, if there was a vinyl app with good prices, I would definitely try."</i></p> <p><i>"I bought one and it was scratched. So, I think it was problem with delivery. I buy it in shops thought but the price is always an obstacle."</i></p>
<p><b>Second-hand records are widely in demand</b></p> <p><i>(solution: Vinylook place for exchange between people)</i></p>	<p><i>"Yes, I am actually thinking to go to bazars and markets to find some used vinyl records, as I think there can be some rare interesting records. And of course, cheaper ones. "</i></p> <p>Interviewer: So, if someone was selling used records online, would you buy them?</p> <p>Interviewee: <i>"Definitely."</i></p> <p><i>"I think markets are great for such kind of goods - you can find a unique thing, even though it is used. "</i></p> <p><i>"There are still a couple of stores, then there are used vinyl at markets, which I usually attend, and I guess you can buy them online"</i></p> <p><i>"Yes. I was buying mostly in stores and markets with used vinyl, rarely in official stores."</i></p>



<p><b>Artwork is an important part of selling vinyl</b></p> <p><i>(feature of uploading a picture of records, instead of only specifics)</i></p>	<p><i>“Me, I would definitely, I would consider buying an unknown record if I find cover appealing.”</i></p> <p><i>“If I want something particular, probably I would just go for it. But if I’m going for some random thing, probably artwork (the cover) would affect my choice.”</i></p> <p><i>“It’s (the artwork) very important. Nevertheless, the music is crucial when buying. “</i></p> <p><i>“Very important, it can catch an eye easily.”</i></p>
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#### *Major findings summary:*

The ethnographic interview was intended to detect whether there is a place for a vinyl records exchange mobile application. I would like to draw attention to the following facts being discovered during the ethnographic interview. It was noticed that majority of people buy or use records or know at least one person who does so. Majority of people see the trend of vinyl records revival, and observe the problem of high prices to newly released records. Quite the amount of people possess old records and turntables at home. Furthermore, many of the responders agreed that there is possibility of selling them. Many DJs interviewed highlighted that sometimes it is very hard to find a record they seek for the acceptable price. DJs beginners who have limited budget do not wish to overpay for records, moreover prefer buying second-hand rare old records especially to find unique sound and pay for it reasonably. The trend for second-hand vinyl records is definitely present, vinyl lovers are usually purchasing the records on flea markets and bazaars. Hereby many noted that if they are searching for something specific, they prefer just to google or go directly to Ebay and Amazon. Therefore, if wanting specific record majority goes online, which is good sign for idea of Vinylook. Many people who never bought records are actually appealed to them, mostly due to the artwork on the cover. The artwork is an important part of the record and many responders agreed to have emotional attachment to their collections. Nevertheless, only small amount of responders agreed to buy records sometimes just because of the cover, mostly the good cover can catch an eye but not be the matter of decisions. Overall, interview results are satisfying as the problem of people not being able to find a specific rare vinyl exists, furthermore, people are becoming more and more interested in exchange of second-hand vinyl online. The intention of the ethnographic interview was fulfilled, and the need for centralized vinyl exchange mobile application was established.

## Customer Profile

After the interview was finished I decided to compile the results in a visually comprehensive way. The present part of Customer Definition study is dedicated to detailed description of those whose problem we are trying to solve. As the outcome of the study, we are getting profiles of clients / users / buyers. For customer profile definition I chose the method of empathy map, where I integrated the main insights from interview results. Basically, it is a template for describing the psychological portrait of the client/ user/ buyer. The main task is „to be in other person’s shoes“ in order to understand his world in the context of a product. A portrait consists of several blocks: a description of the person, what the person needs to do, what the person sees, what the person says, what the person does, what the person hears, what the person thinks and feels (pains and values). For the mentioned purpose the Empathy map below was created using a free tool for real-time dashboard creation MIRO (<https://miro.com>)



Figure 4. Empathy Map (Source: Author)

During empathizing stage while conducting problem interviews data was gathered and then analysed, afterwards the Empathy map was created.

Let's now analyse the created map and give detailed description for each of the segments:

### 1. WHO are we empathizing with?




In the present segment we are dealing with a problem of modern vinyl lovers, to get better understanding of their position and how they are influenced in current situation. Main target audience are the three following groups:





- Music lovers

- DJs mixing with vinyl records
- Record collectors
- New enthusiasts
- Digger-turned dealers
- Sceptics of music streaming

For the purpose of better understanding of customer profiles, imaginary personas of potential customers of Vinyllook were created:

Table 4. Personas

Persona		Quote
 <p><b>Nostalgic collector</b></p>	<p>She is a teacher, librarian and blogger. She is passionate about everything vintage, retro and kitsch.</p>	<p><i>"I just like listening to music in the way it was intended to be heard."</i></p>
 <p><b>Audiophile</b></p>	<p>He is an owner of record label that releases rare limited edition vinyl, often, previously unreleased, recordings.</p>	<p><i>"Vinyl is like a ritual in a way. People say it's for granddads but that's just nonsense. There are so many artist who bring love of vinyl across ages. "</i></p>
 <p><b>The new buyer</b></p>	<p>She is an architect, who was collecting CDs for over 10 years and bought first turntable this year.</p>	<p><i>"I collected CDs for long time, but now I changed to vinyl. I really like that there are so many new releases and I'm an architect interested in the visual design and artwork of vinyl records."</i></p>

 <p><b>The young enthusiast</b></p>	<p>He is 17, and unlike his many peers, he is completely opposing to streaming music formats in favour of vinyl.</p>	<p>“I have been collecting records for a year now and I think it is the best music format!”</p>
 <p><b>Digger-turned dealer</b></p>	<p>He is a vinyl lover and has a small shop for vinyl and a big collection of rare unreleased records.</p>	<p><i>“I noticed that people prefer and appreciate vinyl more and more these days. Holding a vinyl is incomparable with holding and iPhone and scrolling in search for the artist or song. It’s in human nature to like things that we can see, touch and hold.”</i></p>
 <p><b>Sceptic of new music formats</b></p>	<p>He is music lover, who has a big collection in his garage. He doesn’t like</p>	<p><i>“I remember as a child buying my first record, I was so excited, rushed home to finally drop the needle and here it out. The fact that what was great about music is taken away still bothers me and I am loyal to the real analogue sound.”</i></p>
 <p><b>Digger-turned DJ</b></p>	<p>She is a DJ who likes all sorts of genre, and like mixing them to create unique sound.</p>	<p><i>“As a DJ I find vinyl the best music format to work with. Artwork helps me find the certain vinyl from my collection, and quickly flip it over whenever I am mixing. The other reason why I prefer vinyl, as I like to find rare records and sounds form 50s and 60s, and this can be found exclusively on vinyl.”</i></p>

## **2. What do they need to DO?**

Present part of the scheme is dedicated to getting understanding of potential actions that would solve the overall problem of getting vinyl records discussed in present master thesis. Later in present paper the future Vinylook features and users' actions to be taken will be discussed in more detail using Jobs-to-be-done methodology. Nevertheless, I will highlight those actions here as well. There are two different user roles to be present in Vinylook app: sellers and buyers. Therefore, the actions are offering vinyl records to the market and searching for the same respectively. During problem interviews it was defined that people would like to be able to sell unwanted vinyl or turntables, as they got them from parents, and some of them don't use them at all. On the other hand I observed that many people have old turntables at home, but still don't buy records too often, the obstacle being mostly the price of the record. As they are not sure where to look for it, they usually order new ones from Ebay/Amazon which can be pricey. One of the main feature of Vinylook being definition of search radius, users should be able to define acceptable distance of records search to be able to find something nearby their homes, offices etc. Along with that comes the obvious feature of browsing available records and adding to Wish list an item that yet doesn't exist in the marketplace. Furthermore, the users should be able to have a chat with the seller, as soon as wanted item matches with the newly added item to marketplace.

## **3. What do they SEE?**

The recent trend of coming back to the musical roots and 'dropping the needle' which brought back to many people sense of nostalgia and forgotten feeling and atmosphere of old time evolves and will be evolving according to statistics and articles discussed in literature review chapter of the thesis. The people are what makes the society, and all trends are immediately visible. Moreover, many people are highly influenced by any trend that is going on at that moment. So is for records, people observe the comeback of old-school style of listening to music, remember memories from the past and wish to try it out again. Furthermore, with hipsters being all around us, who are usually fond of everything vintage and old-school, the trend is seen everywhere on streets, bars, cafes etc. In addition, there were many responders who noted being pleasantly surprised seeing DJs using vinyl records while performing a music set.

## **4. What do they SAY?**

The audience of people interested in records discussed in first part of the empathy map usually have similar thoughts in this matter. This goes without saying that the most popular trend is when it comes to shopping is the online shopping itself. Almost all responders were confident in saying that they mostly buy online. This goes for records as well, as nobody is willing to go too far in search of the wanted vinyl. Nevertheless, music enthusiasts will always be obsessed with getting the one and only, and usually rare vinyl which would be hard to find going from shop to shop. Another common obstacle of buying records is the price itself. Newly released official records are usually rather expensive, and for some it is a big investment to buy new records. Furthermore, DJs and digger-turned dealers are interested in those old rare vinyl, that probably is not being produced anymore, but there is still a chance that somebody somewhere

has that certain vinyl and doesn't need it. That's where Vinylook comes to match those people for the mutual aim of vinyl exchange and creates a unique environment for music enthusiasts.

## **5. What do they DO?**

The problem interview revealed many facts that I was already aware about, but also some of results that I was honestly speaking hoping to get, but not sure if I could. Nevertheless, the majority of the interviewed weren't quite sure about the place where would they go to buy a record. Of course, these were the people not regular buyers, who would probably purchase it as present. However, that fact that people don't know about these places gives a lot of hope to a product like Vinylook. I observed that it is extremely common that people would usually google where to go, or just order from Amazon or EBay. Apart from that, the popular places for record purchase are second-hand and vintage shops, flea markets and bazaars, places where 'one man's trash becomes another man's treasure'. Another very important factor discovered during interviews is that people not only buy records for music, but also as home decoration. One of the responders noted that she is really into the artwork on records, and decorates her own café with those.

## **6. What do they HEAR?**

It's a natural behaviour to be affected by information spread out by the others around, it is not a rule but happens very often.

## **7. What do they THINK and FEEL?**

Overall, looking into all the described segments, I should summarize them into two main points that can characterize the main purpose of launching Vinylook mobile application. Let's firstly discuss Pains to be relieved from the consumer by using Vinylook application.

### **Pains**

Taking into consideration factors being said by the interviewed, i can say with confidence that due to the inability to complete find the special record to complete the collection, one can be frustrated and can feel overwhelmed by the information available online and need to go door to door to search for it. Customers don't want to spend time on window shopping when needed something specific, furthermore don't like spending a fortune on a new record.

### **Gains**

In order to understand Gains for the customer when using Vinylook, we should compare the as-is and to-be situation, in particular parts „*What do they DO*“ (5) and „*What do they need to do*“ (6). The customer is satisfied at the moment when he finds the records he wanted with the following two conditions being acceptable: price and distance. It goes without saying that if the customer would find a record online, which is sold by another user and is close by compared to buyer's defined distance in Vinylook he will be satisfied and will definitely save time. All in all, as seen in the Empathy Map above by using Vinylook the user will save time compared to buying in retail and get satisfaction from being able to find the record by good price and close by.

## Problem formulation

Having the interviews major findings settled and Customer Profile created, I would like to emphasize the problems I discovered during Customer Definition stage:

*Table 5. Problems definition*

Problem	Description
Inability to find specific record	People who buy records are usually passionate music lovers and collectors. They usually seek to find a specific record to fit in their collection. Such need is very poorly satisfied, when searching offline, going door-to-door in the stores or markets. Users need a place where they can easily search for a specific vinyl ideally nearby.
Excessive distance	Nowadays people are used to buying everything online. We live in a world where couch shopping is prevailing going to real shops.
Problem of high prices	Vinyl records offered on official sites are new ones, and sometimes very pricey. During the survey it was discovered that major obstacle to regular vinyl purchase is actually the price.
Not having turntable	Many people desire of buying vinyl records, nevertheless they do not do it because of not having a turntable. This is understood that without a turntable it is meaningless to have records.

I would like to address the abovementioned problems with features present in mobile application Vinylook, where vinyl lovers' community will be established.

## 2.2 Market Research

As the Customer dimension was clearly defined and described in the previous parts of the present chapter, I shall move on to Market Research to analyse market entry possibilities of Vinylook. Present part consists of the analysis of competitors followed by the analysis of product value and the actual value proposition.

### 2.2.1 Competitors Analysis

The following chapter is the analysis of direct and non-direct competitors of the future Vinyllook. These are all platforms that offer vinyl records, and what can be considered as a marketplace.

#### Direct Competitors

Tables presented in the following part consist of information of potential direct competitors to Vinyllook. Each table represents details of each competitors in terms of: estimated visit volume (recorded for May 2018), the distribution of visitors, basic features and user reviews and concerns. Traffic (estimated volume of visits) was calculated using SimilarWeb tool (<https://www.similarweb.com/>)

Top 10 of direct competitors is as follows:

#### 1. Discogs ([www.discogs.com](http://www.discogs.com))

Table 6. Discogs

	Type	Estimated visit volume	Visitors from:	Features	User reviews and concerns
Website	Online Marketplace & Exchange Platform	54.4 M	<ul style="list-style-type: none"> <li>- 56.60 % United States</li> <li>- 10.36 % United Kingdom</li> <li>- 4.17 % Canada</li> <li>- 3.53 % Brazil</li> <li>- 3.20 % France</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Want list</li> <li>✓ Offers</li> <li>✓ Vinyl community</li> <li>✓ Barcode scanner</li> </ul>	<p><i>‘Doesn’t support Russian language’</i></p> <p><i>‘Requires log-in everyday’</i></p>
Mobile Application		N/A		<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Want list</li> <li>✓ Offers (not clear distinction between seller and buyer)</li> <li>✓ Vinyl community</li> <li>✓ Barcode scanner</li> </ul>	<p>- Overall want list and collection functions are not very obvious and user-friendly</p> <p>-lots of logging problems</p>

**Summary:** Discogs is a very popular website for vinyl trading, nevertheless the app is not fully done yet. Most of website features are not supported by the app. There are lots of negative reviews from customers regarding the app.



## 2. VinylMePlease (<https://www.vinylmeplease.com>)

Table 7. VinylMePlease

	Type	Estimated visit volume	Visitors from:	Features	User reviews and concerns
Website	Online Marketplace	719.5K	<ul style="list-style-type: none"> <li>- 56.60 % United States</li> <li>- 10.36 % United Kingdom</li> <li>- 4.17 % Canada</li> <li>- 3.53 % Brazil</li> <li>- 3.20 % France</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Newsletter</li> <li>✓ Sell your own record (but in the store!)</li> <li>✓ Gift certificates</li> </ul>	N/A

### Summary:

- Very user-friendly site
- Well organized discovery of new music/records
- There is no mobile application

## 3. EIL (<https://eil.com/index.asp>)

Table 8. EIL

	Type	Estimated visit volume	Visitors from:	Features	User reviews and concerns
Website	Online Marketplace	533.6K	<ul style="list-style-type: none"> <li>- 27.20 % United Kingdom</li> <li>- 18.17 % United States</li> <li>- 5.56 % Brazil</li> <li>- 4.96 % France</li> <li>- 4.95 % Germany</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Offer</li> <li>✓ Vinyl community</li> </ul>	N/A

**Summary:**

- very poor site
- low level user-friendliness

#### 4. Sound Stage Direct (<https://www.soundstagedirect.com/>)

Table 9. Sound Stage Direct

	Type	Estimated visit volume	Visitors from:	Features	User reviews and concerns
Website	Online Marketplace	308.0K	<ul style="list-style-type: none"> <li>- 74.26% United States</li> <li>- 9.38% Canada</li> <li>- 3.10% Georgia</li> <li>- 1.46% Korea Republic</li> <li>- 1.30% United Kingdom</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Vinyl community</li> <li>✓ Equipment trade</li> <li>✓ Wish list</li> <li>✓ Vinyl gift certificate</li> </ul>	N/A

**Summary:**

- Very user-friendly site, nevertheless very low traffic.
- Site supports wish list
- No possibility to sell your own vinyl
- Limited in genre selection (mostly rock)

#### 5. Dusty Groove (<https://www.dustygroove.com/>)

Table 10. Dusty Groove

	Type	Estimated visit volume	Visitors from:	Features	User reviews and concerns
Website	Online Marketplace	533.6K	<ul style="list-style-type: none"> <li>- 27.20 % United Kingdom</li> <li>- 18.17 % United States</li> <li>- 5.56 % Brazil</li> <li>- 4.96 % France</li> <li>- 4.95 % Germany</li> </ul>	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Offer</li> <li>✓ Vinyl community</li> </ul>	N/A

## Summary:

- Simple website
- No mobile app
- No wish list
- Possibility to exchange/sell vinyl only in the brick and mortar store

Overall, having described all direct competition of Vinyllook I would like to note that Discogs is the only and main direct platform that has what it takes to compete with Vinyllook. On the other hand, Discogs is a musical community that supports practically all music formats, and Vinyllook was developed to fill the niche for vinyl lovers only.

## Indirect competitors

As Direct competition was described in the previous chapter, i shall move on to analysing indirect competition. Following the template of the direct competition analysis, I will describe the indirect competitors by taking into consideration: the type of the business, estimated visit volumes (calculated for May 2018), distribution of visitors and users reviews and concerns, if such would exist.

1. Facebook Marketplace (<https://www.facebook.com/marketplace/>)

Table 11. Facebook marketplace

	Type	Estimated visit volume	Visitors from:	Features
Website	Online Marketplace	22.9B (for Vinyl section)	Globally most popular place for buying/exchanging vinyl	✓ Search ✓ Sell your own vinyl ✓ Online community

2. Amazon [https://www.amazon.com/music-rock-classical-pop-jazz/b/ref=nav\\_shopall\\_cd\\_vinyl?ie=UTF8&node=5174](https://www.amazon.com/music-rock-classical-pop-jazz/b/ref=nav_shopall_cd_vinyl?ie=UTF8&node=5174)

Table 12. Amazon

	Type	Estimated visit volume	Visitors from:	Features
Website	Online Marketplace	2.4B (for Vinyl section)	Globally popular marketplace	✓ Search ✓ Sell your own vinyl ✓ Online community (connection to social media)

3. Ebay [https://www.ebay.com/b/Vinyl-Records/176985/bn\\_1860303](https://www.ebay.com/b/Vinyl-Records/176985/bn_1860303)

Table 13. Ebay

	Type	Estimated visit volume	Visitors from:	Features
Website	Online Marketplace	1.1 B (for Vinyl section)	Globally popular marketplace	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Sell your own vinyl</li> <li>✓ Online community (connection to social media)</li> </ul>

4. Reddit <https://www.reddit.com/r/vinyl/> , <https://www.reddit.com/r/VinylReleases/>, <https://www.reddit.com/r/VinylDeals/>

Table 14. Reddit

	Type	Estimated visit volume	Visitors from:	Features
Website	Online Marketplace	1.1 B (for Vinyl section)	Globally popular marketplace	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Sell your own vinyl</li> <li>✓ Online community</li> </ul>

5. Bonanza [https://www.bonanza.com/items/search?q\[filter\\_category\\_id\]=176985](https://www.bonanza.com/items/search?q[filter_category_id]=176985)

Table 15. Bonanza

	Type	Estimated visit volume	Visitors from:	Features
Website	Online Marketplace	1.1 B (for Vinyl section)	Globally popular marketplace	<ul style="list-style-type: none"> <li>✓ Search</li> <li>✓ Sell your own vinyl</li> <li>✓ Online community</li> </ul>

As for many e-commerce businesses nowadays Facebook, Ebay and Amazon are greatest competitors.

## Local competitors

The following list contains local competitors, brick-n-mortar stores located in Prague. I have visited each of those shops and had a chat about potential partnerships. I got three verbal approvals which are stores № 2, 3, 4, 5. Based on the discussion it was planned that initial product prototype will include data base of vinyl records of each store into the search feature in Vinyllook. Vinyllook will include both search for new and used vinyl, which will allow the user to find the closest possible item nearby.

Local brick-n-mortar vinyl shops based in Prague:

1. Gram Records <http://www.gramrecords.cz/>
2. MUSICLAND <http://www.musicland.eu/>
3. Phono.cz <https://www.phono.cz/>
4. Music Bazaar <http://www.bazar-cd.cz/>
5. Rekomando <http://dayafter.cz/cs>, <http://www.polipet.cz/>
6. Bontonland <https://www.bontonland.cz/>

## 2.2.2 Analysis of product value

### Value Proposition

The competitiveness of a company in a market is determined by the unique value proposition it creates for its customers. However, quite often, when developing products and services, companies lose sight of such an important moment as the perception of these goods and services by consumers.

Creating a unique value proposition requires a deep understanding of the needs, problems, environment, and daily activities of the consumer, his worries and sources of joy. This is, first of all, focusing not on the product, not on how we can better sell our product, but on the client's problems, on how the product can help the client solve his problems. In order to understand the value of the product, one must put themselves in customer's shoes pain and gains of their job (Osterwalder, 2014). Moreover, the value proposition of the product relieves pain and creates gain for the customers. The moment when the needs and wants of customers are defined, next step is to develop components of the product. Thus, it allows to identify and design the value proposition.

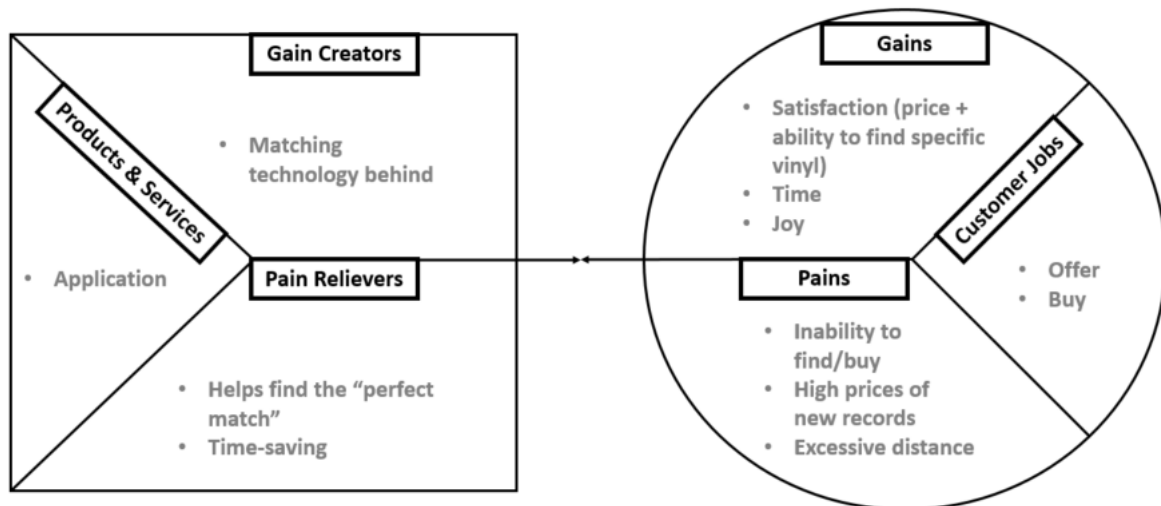


Figure 5. Value Proposition Canvas (Source: Author)

Value proposition canvas is a graphical way to create value propositions. Structurally, it consists of two parts: the client segment (circle) and the product segment (square). Each part is divided into three blocks that describe the specific characteristics of the customer or features of the product. (Osterwalder, 2014) The circle placed on the right of the canvas, being a client segment, describes the motivation to buy. It consists of three entities:

- Customer Jobs
- Pains
- Gains

These three customer entities answer the question: Why customer uses the product?

In our case with Vinylook, customer faces a problem of inability to find/buy certain record. He also suffers from high prices of records in official stores. Also, the customer is not willing to pass excessive distances to buy records. Customer is willing to sell a vinyl he does not need anymore.

The product is described on the left of the canvas, in the square:

- Products and services: what your value proposition actually consists of (products and services);
- Help factors: a description of exactly how the product solves problems (pain relievers);
- Benefit factors: a description of exactly how the product allows you to achieve gain (gain creators).

In case of the product Vinylook, Gain creator is the application and the matching technology behind. Pain is relieved when the perfect match is made and time on record search minimized.

## Market Entry Strategy

A business model is a method by which an organization generates revenue, it is the conceptual structure that supports the viability of Vinyllook. In simple words, the business model explains how an organization makes money. Business model canvas is sometimes called a “one-page business plan” because it illustrates in a graphical and easy understandable way all aspects of the business plan. Overall, the canvas below is a summary of all aspects of business model being discussed in more detail in previous chapters (2.1, 2.2). Vinyllook is a C2C business model that requires the following:

- Finding potential buyers and sellers and having them meet and match within the application
- Creation of trust between the customers
- Commission fee for successful matches
- Development of the technology behind

Let’s look at dimensions one by another to understand the Big Picture. First of all, key partners are music stores and online stores. As it was previously mentioned in chapter 2.2.1 some of the local stores in Prague were already contacted for future partnership. However, establishing those partnerships is out of the scope of the present thesis. The Problem (described in chapter 2.1) was discovered after the customer definition was finished. The problem discussed is being solved by the mobile application Vinyllook (chapter 3). The unique value proposition consisting of product and customer segments have been discussed in previous chapter “Value proposition”, and is basically offering a unique opportunity to buy/exchange rare vinyl records to vinyl lovers, collectors and antique stores and resellers.

<b>KEY PARTNERS</b> <ul style="list-style-type: none"><li>• Music stores</li><li>• E-stores</li><li>• Music websites &amp; applications</li><li>• <i>Famous musicians</i></li><li>• <i>Music production houses</i></li></ul>	<b>PROBLEM</b> <ul style="list-style-type: none"><li>• Finding a vinyl you need (rareness, uniqueness)</li></ul>	<b>VALUE PROPOSITION</b> <ul style="list-style-type: none"><li>• Unique opportunity to buy/exchange rare vinyl</li></ul>	<b>CUSTOMER RELATIONSHIP</b> <ul style="list-style-type: none"><li>• Advertisement on different music events</li></ul>	<b>CUSTOMER SEGMENT</b> <ul style="list-style-type: none"><li>• Vinyl lovers</li><li>• DJs</li><li>• Audiophiles</li><li>• Collectors</li><li>• New enthusiasts</li><li>• Stores “Antique”&amp; Resellers</li></ul>
	<b>SOLUTION</b> <ul style="list-style-type: none"><li>• Mobile Application</li></ul>		<b>CHANNELS</b> <ul style="list-style-type: none"><li>• App store</li><li>• <i>Google store</i></li></ul>	
<b>COST STRUCTURE</b> <ul style="list-style-type: none"><li>• Research and distribution</li><li>• Marketing</li><li>• Shipping</li></ul>			<b>REVENUE STREAMS</b> <ul style="list-style-type: none"><li>• % of Transactions</li></ul>	

Figure 6. Business Model Canvas (Source: Author)

The Canvas represents the main idea of how Vinyllook works, but some of the items are out of scope for present project. Some of the points mentioned in the canvas as contacting musicians and production houses is planned for the future, as well as Shipping is not yet included in the

application. Furthermore, Vinylook is at the moment available only for iOS operating system, and launch in Google store is planned for the future releases.

Talking about ways of monetization I chose the pricing model based on 5 % commission fee on successful transactions most suitable for Vinylook, proven to be most popular and suitable pricing model for such matchmaking business model (De Mey, 2017). Matchmaking business model – is the business model that brings buyers and sellers together, while Vinylook being the matchmaker does not own anything that is being exchanged within the application. Example of successful matchmaking companies are Uber, Airbnb, TaskRabbit etc.

Furthermore, out of the scope of present project but definitely planned for future Vinylook updates, I would like to implement subscription model in addition to matchmaking commission fee. The user will subscribe and each month get some amount of randomly chosen vinyl from the chosen genre/ artist or just newly released ones (this will be chosen by the user if wanting to go for subscription option). However, this model will be implemented after the first model is proven viable and in-app purchase introduced.

Going back to the matchmaking, I would like assess viability of Vinylook business model by the framework developed by Growth Institute (Mullins, Growth Institute). Present framework includes asking a matchmaking model 4 questions to understand if it is able to fund the business: what is the connection being made between seller and buyer? Do the customers have an easy way to connect without Vinylook (Are they fragmented?)? (Mullins, Growth Institute) Is there an equal number of buyers and sellers? And lastly, is it possible to keep growth simultaneously, so buyers or sellers don't outgrow each other? Answering the aforementioned questions, I would like to emphasize that at the moment there is no vinyl exchange community similar to Vinylook, where you can sell, buy or exchange records. Therefore, the present business model is creating a new connection that does not yet exist, meaning that the customers are fragmented. I consider that it is possible to keep growth of both sellers and buyers simultaneously, as user can play both roles at the same time, while the ever growing need to exchange records will be there. Myself personally collect vinyl, and still have some records that I don't listen anymore. Hereby, the person can both buy and sell vinyl, therefore Vinylook will be able to grow both segments in parallel. As the viability of business model is assessed I would like to move on to calculation of costs that are needed for future improvements and maintenance of the application.

Future application infrastructure maintenance costs are minimal and consist of server infrastructure and application development costs. All human costs for application and server development are not taken into consideration as I will either continue development by myself or delegate it to a partner.

#### *Server Infrastructure Cost:*

- Cloud server instance for hundreds (potentially thousands) of users ~**\$10-\$20** per months
- Web domain ~**\$20** per year

#### *Application Development Cost:*



- AppStore (Apple) subscription: **\$99/year**

Taking into account present number of users, which is 38 gathered in 1 month without any marketing strategy, I estimate having 600-800 users after a year after having marketing activities. Having in mind total cost for year around \$200 and 700 users, taking 7% commission fee from each transaction in case of 500 successful matches (as for 38 users till now there are 24 matches ~ 70%) of matches and average price of a vinyl \$35. A rough estimation of revenue taking into account minimum of successful matches for a year will be: \$1025. Nevertheless, this was calculated in a manner that one user is able to have on match, but in real life a buyer can buy more than one item, and some sellers will have more than 1 records to sell. Furthermore, having in mind future local partners which don't have catalogues online will be interested in partnerships and in-app advertisements will greatly contribute to funding of the business.

## 3 Solution

### 3.1 Brief for the project

Table 16. Scope of the project

<i>What problem are we solving and why?</i>	Vinylook solves the problem of inability to find a certain/rare vinyl in a wanted area or region.
<i>Job Stories</i>	<ul style="list-style-type: none"> <li>- When <b>&lt;I want a certain record&gt;</b> I want to <b>&lt;easily find&gt;</b>, so I can <b>&lt;get it&gt;</b>.</li> <li>- When <b>&lt;searching for record&gt;</b> I want to <b>&lt;find it nearby&gt;</b> so I can <b>&lt;own the record as soon as possible&gt;</b>.</li> <li>- When <b>&lt;wanted record is not available on market&gt;</b> I want <b>&lt;to be notified&gt;</b>, so I can <b>&lt;buy it as soon as it appears on market&gt;</b>.</li> <li>- When <b>&lt;do not need a record&gt;</b> I want to <b>&lt;be able to upload it quickly&gt;</b>, so I can <b>&lt;sell it&gt;</b>.</li> <li>- I want to be able to <b>log-in</b></li> <li>- I want to be able to <b>log-out</b></li> <li>- As a buyer I want to <b>be able to negotiate with a seller</b></li> </ul>
<i>How will we measure success?</i>	<ul style="list-style-type: none"> <li>- <b>Percentage of successful matches</b> between buyers and sellers for vinyl disks quarterly</li> <li>- <b>Number of advice requests</b> per active user within one month</li> <li>- <b>Average wait time</b> to a successful deal on vinyl disk after creating an offer</li> <li>- <b>Monthly number</b> of new users</li> <li>- <b>Quarterly earnings</b> per each active user</li> <li>- <b>Rating of the application</b> by users in the store</li> <li>- <b>Percentage of uninstalls</b> of the app</li> </ul>
<i>Scope</i>	<ul style="list-style-type: none"> <li>- Focus on product adoption, rather feature completeness.</li> <li>- Focus on Czech coverage</li> <li>- Branding</li> <li>- Market Research</li> <li>- UX/UI research</li> <li>- Create database</li> <li>- Sell/buy requests</li> <li>- In-app search</li> <li>- Vinyl match feature</li> <li>- In-app chat</li> <li>- Launch beta version</li> </ul>

<p><i>Out of scope (Future perspectives)</i></p>	<ul style="list-style-type: none"> <li>- Partnership with online marketplaces or vinyl shops</li> <li>- UX/UI testing</li> <li>- Marketing Activities</li> <li>- New payment methods</li> <li>- Localization of the app</li> <li>- Release web-version</li> <li>- Record collection subscription (3 records a month of chosen genre)</li> <li>- International coverage</li> <li>- Deliver constant updates</li> <li>- Payment implementation (?)</li> </ul>
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The solution to problems discussed in previous chapter is presented in present Master Thesis as a mobile application called “Vinylook”, which is considered as a unified place for records exchange. The main aim of the app is to match the seller and the buyer of vinyl records based on offers and wish lists added by users. There are two kinds of roles of a user of Vinylook: sellers and buyers. The user has an option to upload a record that he wants to sell. On the other hand another user can search a vinyl, and add it to a wish list, which is basically a list of specific records that a user wishes to find. When record that one is selling matches with an item added to a wish list are automatically added to a conversation where they can proceed to actual record transaction. With this being said, **key features** of Vinylook are the following:

- Quick search
- Placing offer/request
- Filtering by region

The full list of Vinylook features are presented in table below. All features are described in a way of “Job Stories“ (Collins, 2017) . This method was chosen instead of “Personas” as it is a known fact that products don’t match people, they match problems. In this way, I am solving a problem of inability to find rare/certain vinyl online in a wanted distance from any location. Therefore, the features and job stories (When **<situation>** I want to **<motivation>** So I can **<outcome>**) behind those features are following:

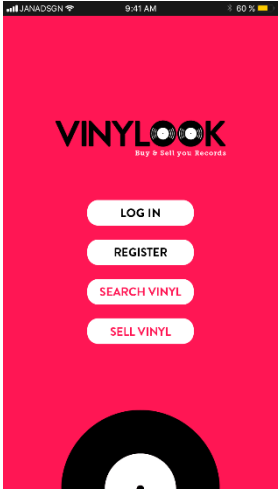
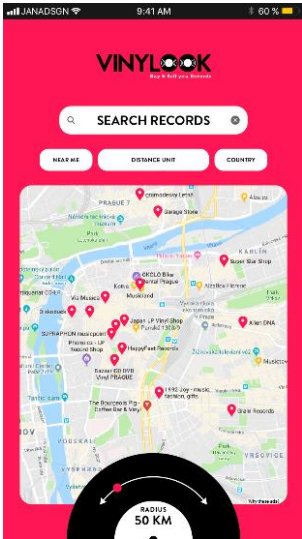
Table 17. Features description

Feature	Job Story	Description
Quick Search	When <b>I want a certain record</b> I want to <b>easily find</b> , so I can order.	<p>Quick search feature works even if users is not logged in. This is developed in this way for two reasons:</p> <ol style="list-style-type: none"> <li>1) So users can see what can Vinylook offer while making minimum effort</li> <li>2) So users can quickly see if there is a certain record available. This was made to prevent critics, who would need to go through registration, and not find anything which is not best UX.</li> </ol>

<i>Definition of radius</i>	When <b>searching for record</b> I want to <b>find it nearby</b> so I can <b>own the record as soon as possible</b> .	The Definition of Radius feature allows users to search records in wanted area. This offers a user to see exactly where wanted records on the map by chosen area are.
<i>Wish list</i>	When <b>wanted record is not available on market</b> I want <b>to be notified</b> , so I can <b>buy it as soon as it appears on market</b> .	Wish list feature is intended for user to create a list of wanted items by selecting them as favourites during search. As soon as other user offering the same record appears on market, users will be matched and transaction carried out.
<i>Sell a record</i>	When <b>do not need a record</b> I want <b>to be able to upload it</b> quickly, so I can <b>sell</b> it.	Simplicity is the main attribute of Vinylook. It takes only two steps to upload a record to market, after completing registration. The user only needs to upload a picture directly from the phone, and specify following details: <ul style="list-style-type: none"> <li>- Name</li> <li>- Genre</li> <li>- Year</li> <li>- Address (where record is physically)</li> <li>- Price</li> </ul>
<i>Log-in</i>	As a user I want to be able to <b>log-in</b> .	The log-in is presented on the first page when the product is installed. Without logging in user is able to search the product, but adding items to wish list requires log-in. Same goes for selling a record, in order to finish uploading the item, user needs to finish log-in.
<i>Register</i>	As a user I want to be able to <b>register</b> .	The registration is presented on the first page when the product is installed. Without registering in user is able to search the product, but adding items to wish list requires log-in. Same goes for selling a record, in order to finish uploading the item, user needs to finish the registration.
<i>Messages and Conversation (in-app chat)</i>	As a buyer I want to <b>be able to negotiate with a seller</b>	Messaging is available for users only in case they match. The notification for starting the conversation is displayed automatically, as the offer or wish list that triggers the matching appears.

## 3.2 Problem-Solution Fit

Table 18. Problem-Solution Fit

Problem	Solution (Supporting feature)	Feature description
<i>Inability to find specific record</i>	Quick Search 	Quick search allows the user to insert text and find any records available in the database. When a wanted record is found a user can tap and see whether a certain record is available on the market (added by any of the users). In case it hasn't the user is able to add a wanted record to wish list.
	Wish list	Wish list is basically list of all records that a user marked as favourite. It is intended to keep track of any newly added record in order to find a match. As soon as buyer and seller are matched, the process of vinyl purchase begins.
<i>Excessive distance</i>	Radius Definition 	The search feature in Vinylook enables radius limitation in order for customer to be able to search available vinyl in an accessible distance from home.

<i>Problem of high prices</i>	Second-hand vinyl exchange	Due to the fact that records available on Vinylook are exclusively ones added by other users, the prices are lower new once available in official stores. In this way the price is places by the seller, but is also negotiable afterwards in the conversation after the “match” of users.
<i>Not having turntable</i>	Turntable advertisement banners	Vinylook will definitely include advertisements with close by places to purchase turntables to make the chance of record selling bigger within Vinylook.

### 3.3 Product prototype

Prior to development of Vinylook, the main UX was developed to display the functions of the future application. First, the prototype version №1 was developed, and after detail review it was updated to the prototype version №2 (see screenshots below).

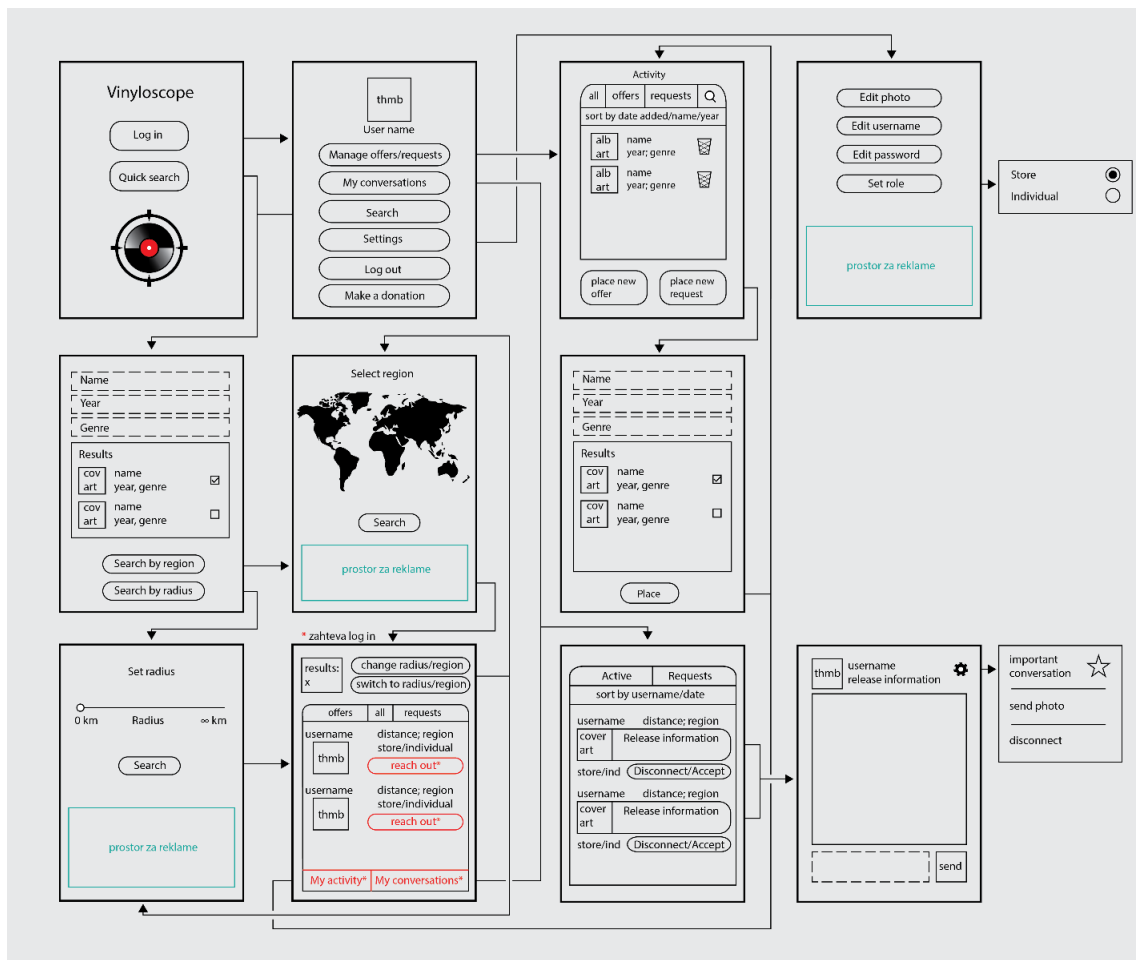


Figure 7. Prototype version N°1 (Source: Author)

Now, let's look closely at the first prototype I developed. All features planned for the Vinylook application are here: log-in, offers & requests, search, wish list etc. Nevertheless, this was the first attempt to display the idea that I had in my head, therefore I tried to make input of every possible thing I remembered. Nevertheless, having read the „Lean Startup“ by famous entrepreneur Eric Ries I decided to make changes to my prototype. The advice that I followed was: „when in doubt – simplify“ (Ries, 2011), which was in the first chapter of the book called ‚Vision‘. Having that in mind, I reduced number of pages (links within the application) and interactions that the user needs to do in order to reach the aim: to search or to sell. Therefore, I made all features available as a demo to the unregistered user, meaning that he can search or start selling the record, without the need to register immediately. The user should be able to see all the features without the need to log in, however the actual purchase or finishing the record upload is impossible without the log in. The updated, simplified, prototype is below, where customer is able to perform the whole UX without the need to log-in.

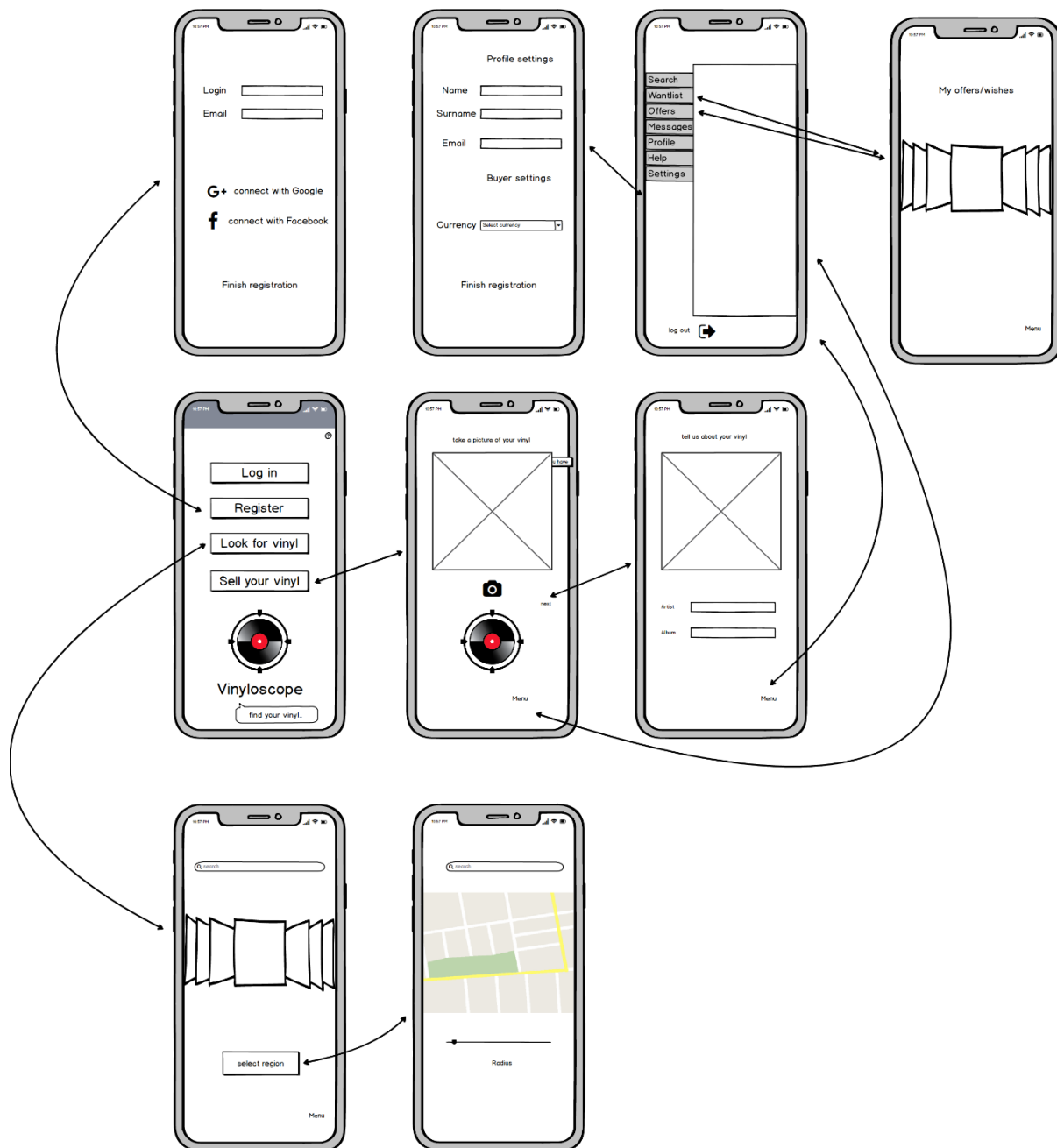


Figure 8. Prototype version №2 (Source: Author)

### 3.4 Application design prior to development

Prior to the development of the mobile application, the design is crucial. Jumping to code without clear picture of the design is equal to building a building without a clear architecture plan. Every product screenshot was developed in Adobe Illustrator to represent each of Vinylook features. Please see product designs as follows:



## 1. Log-in page:



Figure 9. Log-in page (Source: Author)

On present page user can perform the following:

- Log-in, if previously registered.
- Register a new account.
- Without being logged in, the user is able to perform quick search until the wanted vinyl is found. As soon as he wants to add the vinyl to wish list, which allows him to upload his “wish” the user will be asked to log-in in order to continue.
- If users is not registered, by clicking on “Sell vinyl”, he will be redirected to page for vinyl upload. After the vinyl characteristics have been inserted, the user will be automatically asked to sign-up in order to finish vinyl upload.

## 2. Registration

Registration page is similar to log-in and has four fields for user to fill in: Username, Email address, Password and Password confirmation.

The image shows a mobile application registration screen. At the top, a status bar displays 'JANADSGN', '9:41 AM', and '60 %' battery. The background is a solid magenta color. In the center, the 'VINYLOOK' logo is displayed in black, with the tagline 'Buy & Sell you Records' in a smaller font below it. Below the logo, there are four white, rounded rectangular input fields stacked vertically, labeled 'USERNAME', 'EMAIL ADDRESS', 'PASSWORD', and 'CONFIRM PASSWORD'. Below these fields, the text 'CONNECT WITH' is followed by the Facebook 'f' logo and the Google+ 'G+' logo, separated by the word 'OR'. At the bottom of the screen, there is a large, stylized black and white graphic of a vinyl record's center hole and outer edge.

Figure 10. Registration page (Source: Author)

After the registration is completed user is asked to log-in afterwards he is redirected to Profile management page (3):

### 3. Profile management

After the log-in is completed the user is redirected to his profile, where there are links to both search and sell vinyl, as well as link to management of offers, requests and conversations. The user is able to both search and sell records from this page, which will afterwards will be added to offers & requests as pending items. The button with a link to make a donation is also planned to be placed in profile management.

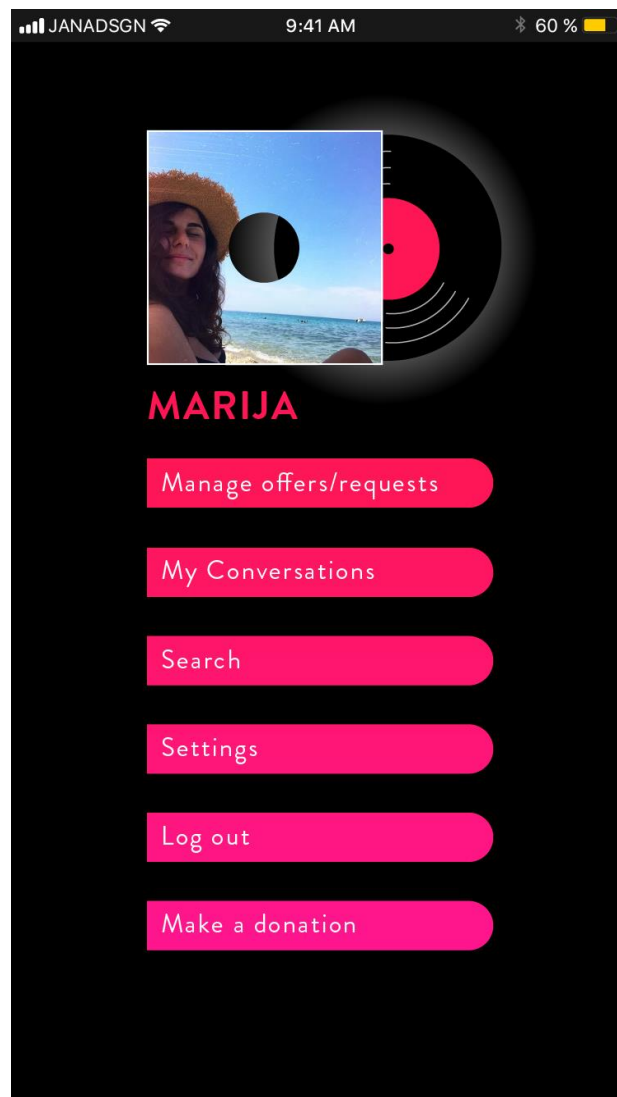


Figure 11. Profile management (Source: Author)

## 4. Search Records

The search of records is intended for a user to find a wanted records from our database and see whether it is available on the market. Wanted vinyl is added to favourites (feature not presented in design screenshot, exists in the actual application)

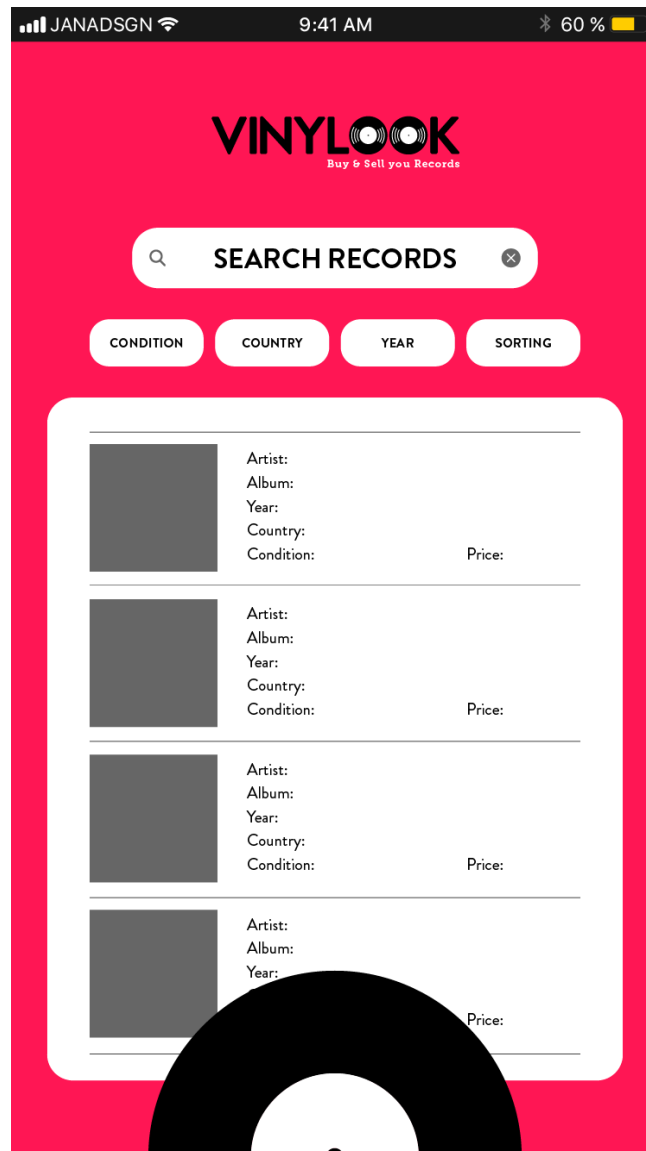


Figure 12. Search records (Source: Author)

## 5. Definition of search radius

One of the crucial features of Vinylook is the actual definition of search radius. It was discovered earlier in interviews that many people want to find a specific vinyl somewhere nearby as they are not eager to wind around in many shops for a wanted item. Therefore the map filtering was introduced:

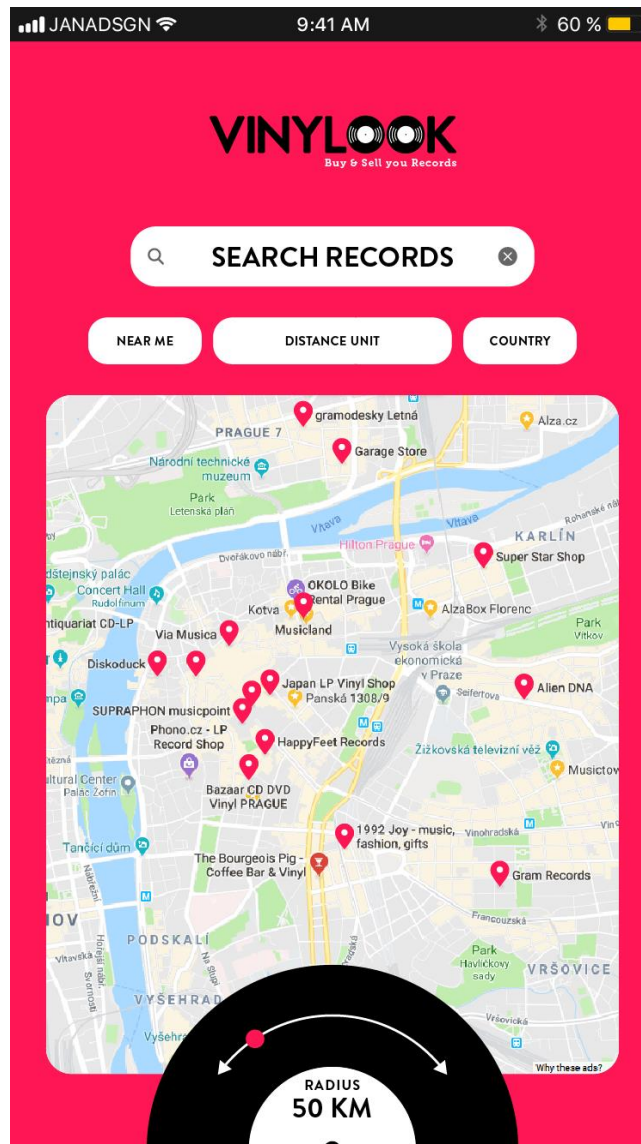


Figure 13. Definition of search radius (Source: Author)

## 6. Sell a record

Apart from searching a records, user also has an opportunity to upload a record to sell. This is done by uploading a picture and filling out main characteristics of the vinyl (Name, Artist, Year, Genre, Condition, and Address)

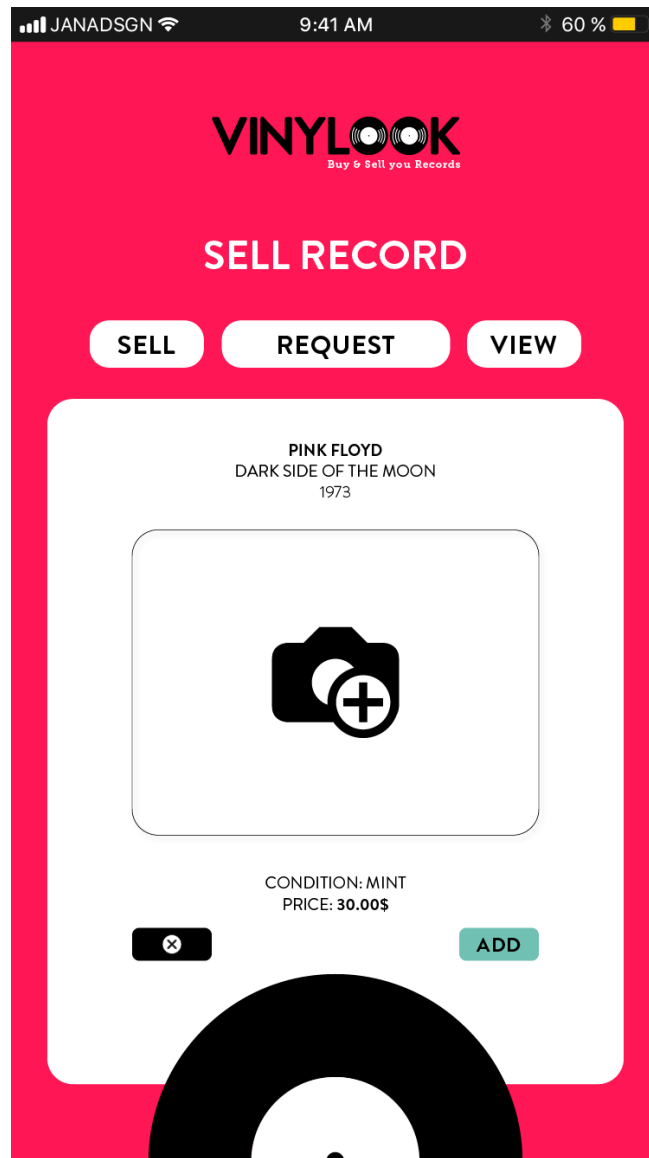


Figure 14. Sell a record (Source: Author)

## 7. Conversations

When a wanted vinyl was added to wish list and the same appeared on the market, added by another user: the buyer is notified and is redirected to negotiate with the seller. The conversation itself is presented on the left screenshot, while all messages are on the right side.

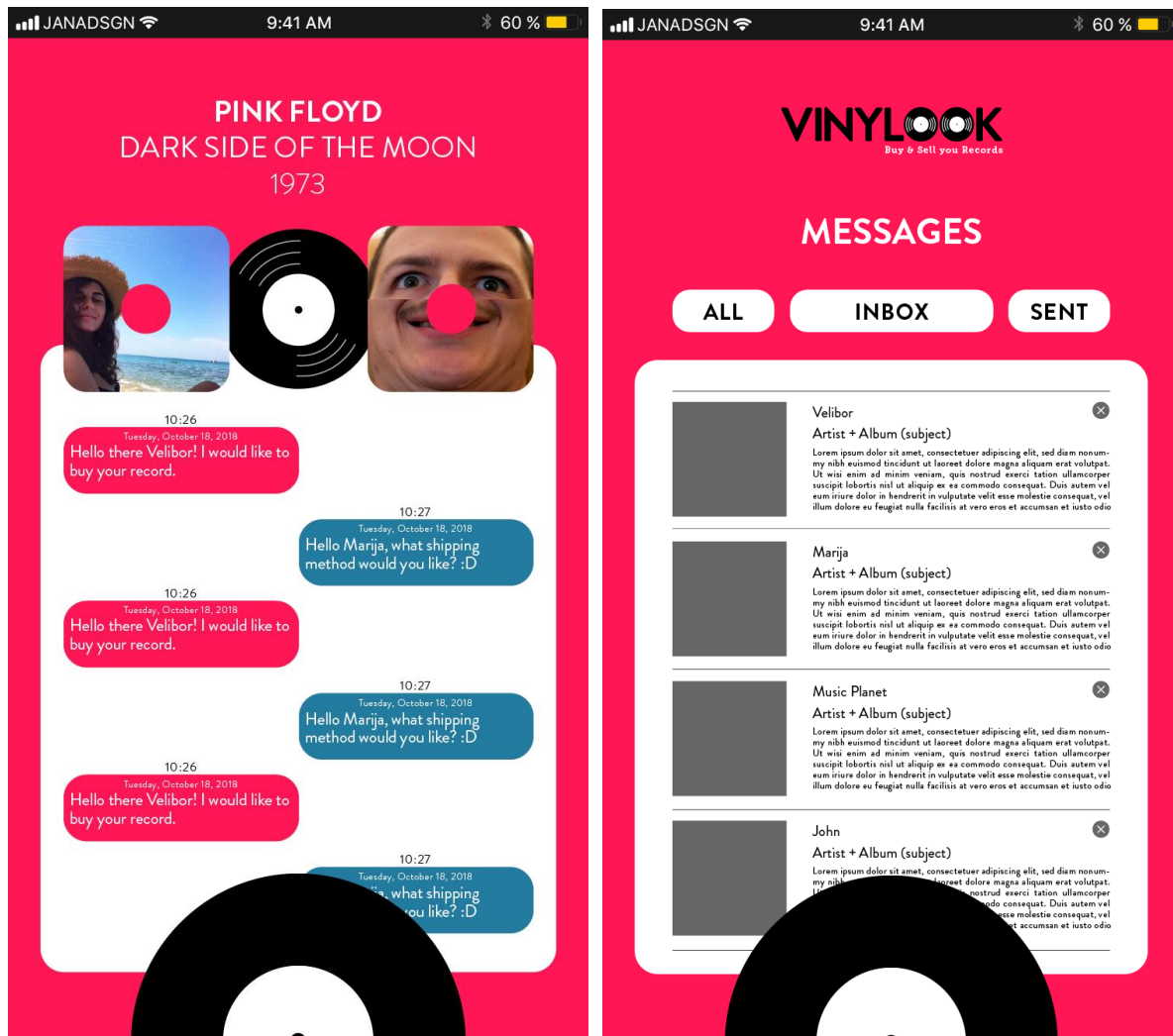


Figure 15. Conversations (Source: Author)

## 8. Manage offers/requests

The link to Offers and Requests Management is placed in the profile page. The Offers & Requests page simply shows all the activity, including all the items that a user uploaded for sale or added as a wanted item to wish list. It is just an overview all records that are managed by one user.

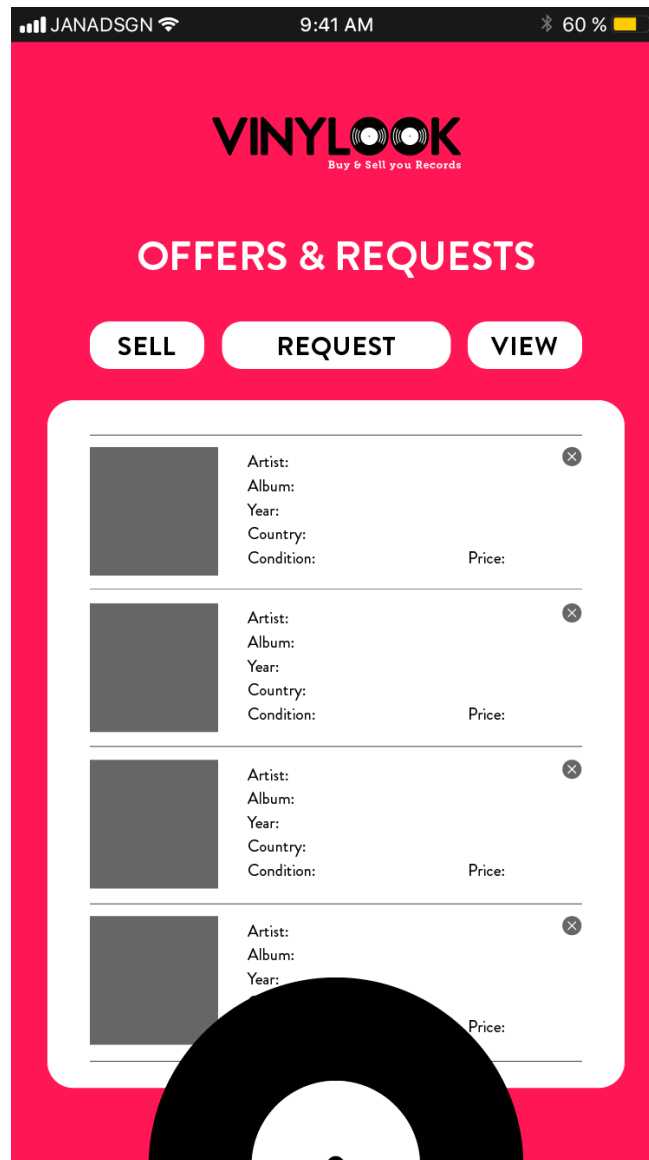


Figure 16. Manage offers/requests (Source: Author)



# Results

The following chapter represents the final results of the thesis: Vinylook application demonstration itself and the results of usage. The development of Vinylook is done, and it is available for iOS operating system on the server, publicly available by the link: <https://s3.us-east-2.amazonaws.com/com.vinyl.app/01/index.html>

Vinylook has been successfully launched and the statistics showing the amount of users, successful matches, vinyl records added for sale that Vinylook has at the moment were collected. Statistics are presented on a Dashboard below:

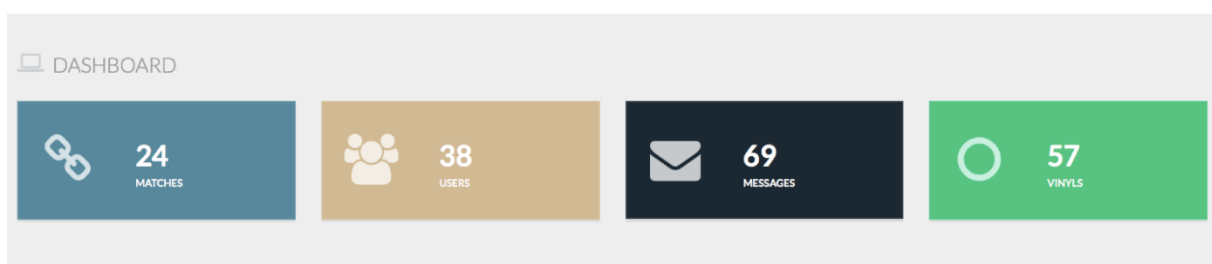


Figure 17. Vinylook analytics dashboard (Source: Author)

As you can see from screenshot Vinylook is successfully used by 38 users. By now there were already 24 matches, therefore 24 successful transactions, where needed vinyl was found for the user who searched, and the vinyl was sold by the user who offered. In total there were 69 conversations and 57 vinyl records were added for sale to Vinylook marketplace. Below the list of all Vinylook users is presented, however the credentials were encrypted to protect privacy and confidentiality of the customers.

## USERS

#	User ID	Email
1	591375...	***@seznam.cz
2	33101a...	***@yandex.com
3	341178...	***@gmail.com
4	bebeb5...	***@outlook.com
5	d0c5fc...	***@seznam.cz
6	164312...	***@outlook.com
7	51fd07...	***@gmail.com
8	13191e...	***@outlook.com
9	545538...	***@yahoo.com
10	f2c141...	***@outlook.com
11	a76eed...	***@gmail.com
12	1addb9...	***@seznam.cz
13	f9934a...	***@seznam.cz
14	ca8b93...	***@gmail.com
15	b875b1...	***@seznam.cz
16	418897...	***@yandex.com
17	77b1bf...	***@yahoo.com
18	d8c226...	***@yahoo.com
19	ef25d7...	***@yahoo.com
20	eb7b94...	***@yahoo.com
21	69e1a2...	***@yahoo.com
22	dde02f...	***@gmail.com
23	953be0...	***@seznam.cz
24	ba82a0...	***@gmail.com
25	580271...	***@gmail.com
26	356278...	***@yahoo.com
27	641876...	***@gmail.com
28	358194...	***@gmail.com
29	170375...	***@seznam.cz
30	874610...	***@seznam.cz
31	871022...	***@yandex.com
32	5529ab...	***@gmail.com
33	cd43ad...	***@seznam.cz
34	aa2301...	***@seznam.cz
35	6ff0b4...	***@yahoo.com
36	f30d09...	***@gmail.com
37	86696b...	***@yahoo.com
38	8e4607...	***@yahoo.com

Figure 18. List of users (Source: Author)

## Use Case

The Use case of users matching in order to perform vinyl exchange will be presented as follows. Use case will be performed from sides of two users. The first user will play a role of buyer, while the other one will be selling the vinyl record. User №1 will perform following actions:

1. Registration
2. Search vinyl record: *John Lee Hooker – It Serve You Right To Suffer (1966)*
3. If the vinyl is not already available in marketplace add *John Lee Hooker – It Serve You Right To Suffer (1966)* to Wish List
4. Wait for item to appear in marketplace

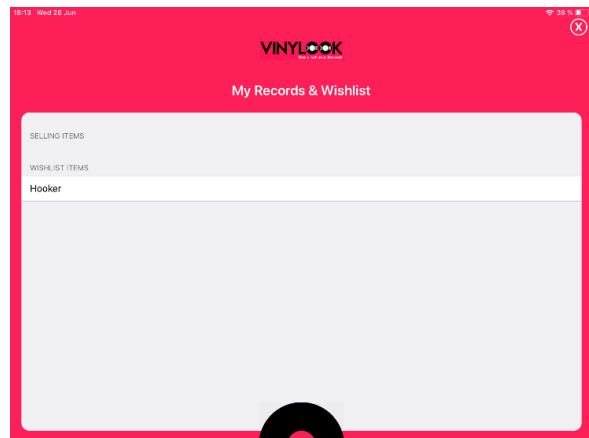
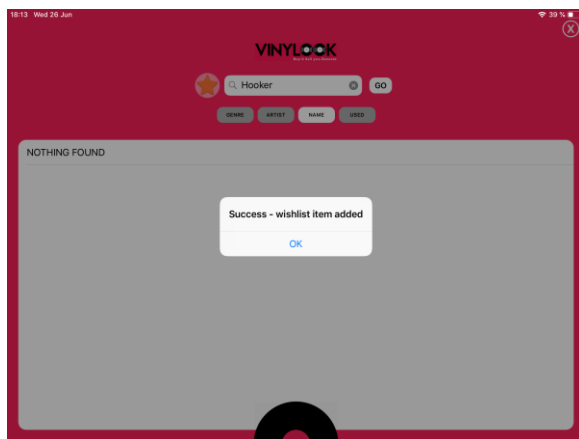
User №2 will do the following:

1. Register
2. Add *John Lee Hooker – It Serve You Right To Suffer (1966)* to Wish List to be sold
3. Wait to see if anyone is interested.

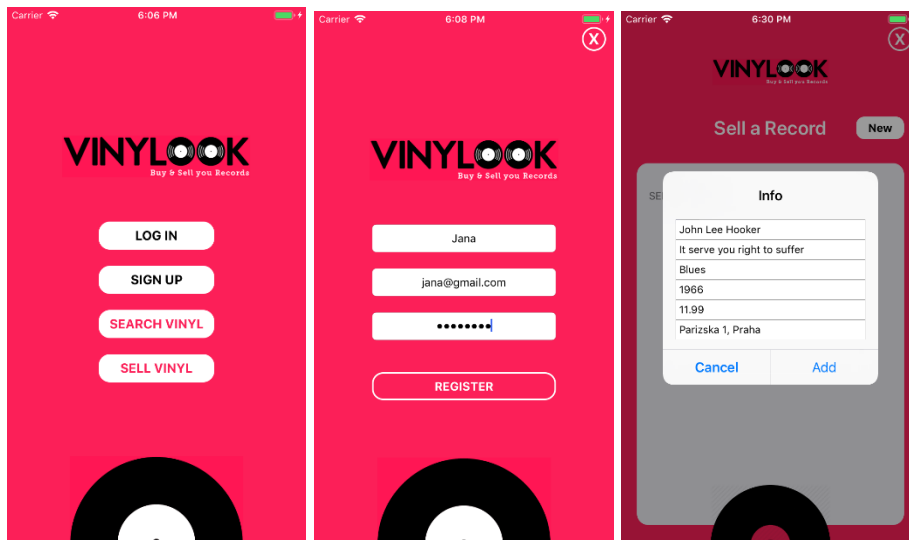
Screenshots of the whole process between the users are below:

### User №1 (iPad user):

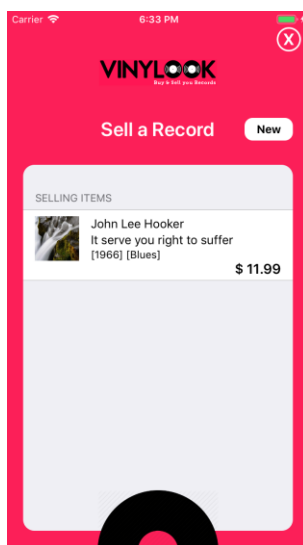
User №1 adds wanted item to Wish list and checks the Wish list page to check, whether item was added:



**User №2 (iPhone user):** Registers and adds the vinyl *by John Lee Hooker for selling*:



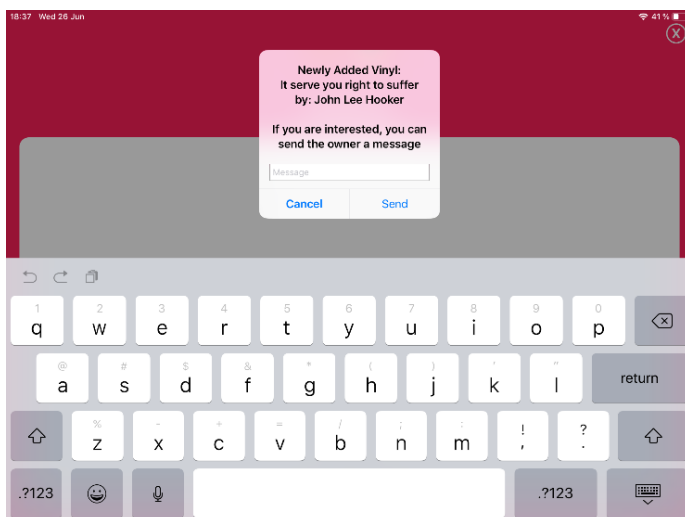
And he checks whether the item was added:



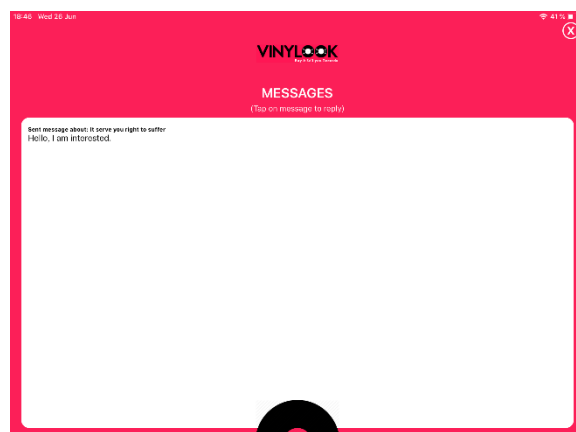
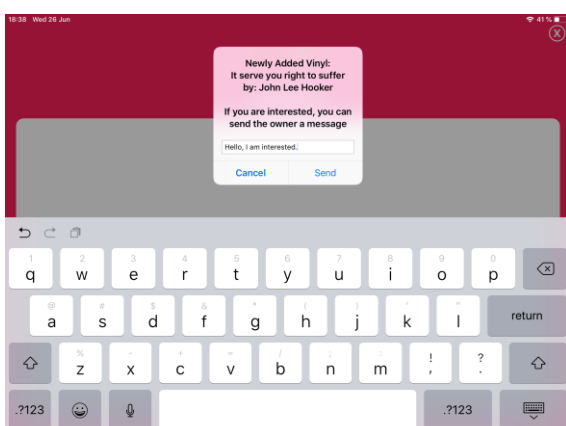
As soon as the User №2 (iPhone user) added the vinyl to sell, the first one (iPad user) gets notification, that “Possible wish list item was added”



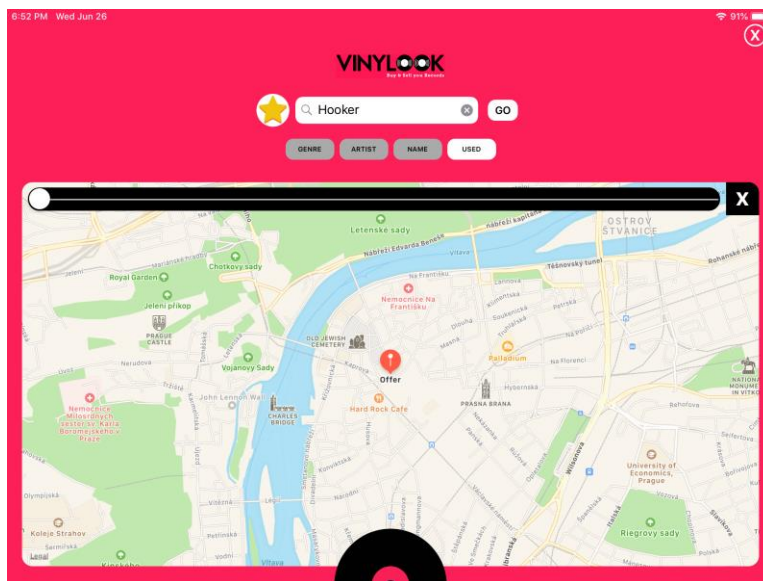
He clicks on the notification, and is redirected to the conversation part to send the other user a message in order to talk about the vinyl:



He got the message, and is able to reply.



The matching happened, and the person wanting a specific vinyl found the record and is able to get it. While the other one is able to successfully sell it. The vinyl added by User N°2 is added to the marketplace and available on the map:



Hereby, the Use case of two people playing different roles in Vinylook was presented and whilst users were able to find each other and perform vinyl record exchange.

# Conclusion

Present Master Thesis provided product and marketing research on the topic of vinyl records exchange, followed by the development of the mobile application. The main aim, which was to determine the need to establish a centralized place for vinyl purchase/exchange and to develop and launch the mobile application Vinylook, was completely fulfilled. Firstly, in chapter 1.1 I provided an overview on vinyl market trends, where a major trend of vinyl revival was discussed. Afterwards in the part 1.2 I gave explanation to the methodologies to be used for Product and Customer discovery, including customer development frameworks followed by the ethnographic interview and market research. Product and Market Research were done results have showed proof and evidence that my hypothesis was correct. Second part of the Master thesis contained customer, product and market research and provided evidence that there is actually a need for centralized place for vinyl exchange and raised a problem to be solved by development of Vinylook. The developed application has proven to solve problems raised in the research part of the Master Thesis and the results are present in the third chapter of the present thesis. Vinylook was successfully launched and use case provided in last part showed the actual process of people matching for purpose of vinyl exchange. As planned, I focused on adoption of the application rather than feature completeness, and hereby confirm to already have 38 users using the app, with 24 successful matches and 57 records added to the marketplace.

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# Annexes

## First Round of Interviews

-- First participant --

Interviewer: What was the last time you listened to music?

Interviewee: *Today*

Interviewer: Which music have you listened?

Interviewee: *"I listened to House on Spotify."*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Umm depends on what I'm doing. So, like, I guess if I am working I would listen to something to keep me focused. Then, I also like to go out to listen music to have fun. Listen to good music, live. Does that make sense?"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"Toronto, It was a NY party."*

Interviewer: In a club?

Interviewee: *"Yes, In a club. It was a small party. I really liked the DJ, he was mixing old vinyl and it sounded very funky."*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"My phone"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes, couple of my friends are collecting. I want to start collecting, but for now there is no point for me as I don't have my place and don't have place to store them. But, I do like and one of my friends, she collects and sometimes we gather and listen to them together."*

Interviewer: What about your parents?

Interviewee: *"My parents, umm, I think there is a vinyl player in the loft, so yes, I could potentially take that, but I don't know. It makes me sad actually; they used to listen to music so much"*

Interviewer: Have you encountered any problems/difficulties/obstacles when listening to music?

*"The price"*

Interviewer: Where would you buy them?

Interviewee: *"If I want something specific, I would go to Discogs. Alternatively, if you go out, just buy in random vintage/record store."*

## **-- Second Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"Hour ago."*

Interviewer: Which music have you listened?

Interviewee: *"R'n'B, Soul"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ why do you listen to music?

Interviewee: *"It's when I want to relax and focus"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"At university. I usually listen to m"*

Interviewer: What means are you usually using for listening to music? (What platform have you used?)

Interviewee: *"I usually listen to music on some device, phone with headphones."*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"I used to have a friend who collected vinyl and had a record player with him. I was always liked a thought of having vinyl, but I do not have a recorder to play them on."*

Interviewer: Have you encountered any difficulties to get to music? Alternatively, what would be the obstacles of getting vinyl, apart from the record player?

Interviewee: *"The obstacle, I guess, would know the best places to get them. Or get, like, the type of music that I would want."*

Interviewer: Yes, specific type, it is hard to just go to a store and find it.

Interviewee: *"It is should be kind of a vintage shop, which are usually expensive and have limited choice. "*

### **-- Third and Fourth Participants --**

Interviewer: What was the last time you listened to music?

Interviewee1: *"Now, on headphones."*

Interviewee2: *"Literally now on headphones I just took it out"*

Interviewer: Which music have you listened?

Interviewee1: *"Drum'n'bass, boogie overally – different genres"*

Interviewee2: *"I prefer electronic music, some EDM"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ why do you listen to music?

Interviewee1: *"Keep entertained, motivated and focused"*

Interviewee2: *"Not to be distracted. But I listen to music without lyrics for full concentration"*

Interviewer: Where have you listened to it (place, location)?

Interviewee1: *"Motion (festival) on Friday and it was boogie night on Wednesday."*

Interviewee2: *"Went to club last Friday"*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee1: *"Headphones mostly"*

Interviewee2: *"Headphones and speakers"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee1: *"I have, for my dad as he likes it and has a player for it"*

Interviewee2: *"I get vinyl for my uncle as he has massive collection, but I also have couple of my dad's vinyl records"*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee1: *"Mostly I buy it online on so obstacle for me is to go to physical shop."*

Interviewee2: *"I like buying vinyl from vintage shops, and when I go there to buy many times I am not able to find something that I have in my mind."*

**-- Fifth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"5 minutes ago"*

Interviewer: What would be the means that you usually use for listening to music?

Interviewee: *"Streaming services and phone when outside, speakers at home."*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Ah, it's not why, I just can't not listen to music. "*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"On the way to university."*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"No, I don't think so."*

Interviewer: What would be the difficulties if you wanted to buy a vinyl?

Interviewee: *"The difficulty for me would be having a vinyl player, 'cause I actually wanted to buy one. I think I would go to the shop and buy the vinyl."*

**-- Sixth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"Yesterday"*

Interviewer: Which music have you listened?

Interviewee: *"Hip-hop"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ why do you listen to music?

Interviewee: *"Most of times I am listening to music just to hype myself up. Yes, especially when I am in a happy mood I listen to music."*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In my room. "*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"I used speakers. "*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Nobody that I know. "*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee: *"Um, I don't have an answer."*

Interviewer: But if somebody asked you, that they really want a vinyl for their birthday, where would you search for it?

Interviewee: *"I would search online. "*

## **-- Seventh and Eighth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee1: *"Earlier today"*

Interviewee2: *"Today"*

Interviewer: Which music have you listened?

Interviewee1: *"Indie rock"*

Interviewee2: *"Reggaetón"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee1: *"Majority of the day I listen to music to focus and keep the mood going"*

Interviewee2: *"I listen to music mostly when I am driving, sort of not to be bored and for time to pass quicker"*

Interviewer: Where have you listened to it (place, location)?

Interviewee1: *"At University with headphones"*

Interviewee2: *"In my car"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee1: "Speaker for me"

Interviewee2: "I use both speaker and headphones"

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee1: *"Both me and my friends. I appreciate music on vinyl more than in digital format, it's more tangible for me. "*

Interviewee2: *"I had a lot as I used to collect them, not now, but I wish to start again."*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee1: *"Buying in the shop work for me, but obstacle is the price."*

Interviewee2: *"In the place where I live we don't have many vinyl shops. So if I need I buy it in nearest city as delivery to my city is quite expensive."*

#### **-- Ninth and Tenth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee1: *"An hour ago"*

Interviewee2: *"In the morning"*

Interviewer: Which music have you listened?

Interviewee1: *"Grime"*

Interviewee2: *"Probably R'n'B"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee1: *"Enjoyment, relaxing"*

Interviewee2: *"I listen to music in the morning while getting ready just to focus and feel time."*

Interviewer: Where have you listened to it (place, location)?

Interviewee1: *"Library for concentration"*

Interviewee2: *"Library"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)



Interviewee1: *"Speakers"*

Interviewee2: *"Speakers as well"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee1: *"Me, I got big collection."*

Interviewee2: *"My friend have it and but it."*

Interviewer: What would be the difficulty when wanting to buy a vinyl?

Interviewee1: *"I bought one and it was scratched. So, I think it was problem with delivery. I buy it in shops thought but the price is always an obstacle."*

Interviewee2: *"Online definitely will be easier as vinyl shops are mostly closed when I am finished after school or work."*

## **-- Eleventh Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"Last night. "*

Interviewer: Which music have you listened?

Interviewee: *"Fleetwood Mac/Rock"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Well, I listen it to influence my mood, or to accompany me in any activity"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In the bedroom"*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"Normally, well a speaker"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes. I buy them by myself as well"*

Interviewer: How do you go about doing this?

Interviewee: *"The only one I bought new was at the gig, the band stop playing and then you could buy the vinyl and get it signed. That is the only time I bought a new one actually. "*

Interviewer: And what about the old ones?

Interviewee: *"I bought them in charity shops or I did buy a few on Ebay"*

Interviewer: So when would you use online purchase and when would you go to the shop to get a record.

Interviewee: *"If I just wanted to browse, didn't really know what I want, I would go to a rough trade and flip through and see what cover looks most appealing, frankly."*

Interviewer: And if you wanted something specific?

Interviewee: *"I would go probably to Ebay or Amazon."*

## **-- Twelfth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"I think it was earlier today"*

Interviewer: Which music have you listened?

Interviewee: *"Minimalist"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"I was working and needed stuff on background. Usually I listen for enjoyment."*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"At work. "*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: *"Headphones"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"I know one, I guess. I know people are buying them, but cannot think of someone on top of my head."*

Interviewer: Do you know any ways of buying a record?

Interviewee: *"I would go to the shop, but If I want something specific, I would google it. "*

Interviewer: What would be the biggest obstacle of getting a record or generally buying records? Why do you think people do not buy records?

Interviewee: *"Portability, CDs and tapes were once killed by the downloading, but it's coming back."*

Interviewer: Or if you think in a way of getting the record?

Interviewee: *"I think people do not like to go to shops anymore, do they? "*

### **-- Thirteenth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"Today, couple of minutes ago. "*

Interviewer: Which music have you listened?

Interviewee: *"It was indie rock band. "*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Well, I usually listen to music to, well, feel happy, to get hyped or to chill. Or of course, when studying, it would be just depressing without music"*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In my living room"*

Interviewer: What means are you usually using for listening to music? (Additional question: What platform have you used?)

Interviewee: *"Usually speakers"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes, I have many vinyl records. And a lot of my friends buy vinyl as well. Some of them have their own pubs, so they are collecting records for work, others just for leisure. Also, my father has a record player, so I've got a collection, on my own"*

Interviewer: Do you know any ways of buying vinyl?

Interviewee: *"Well the obvious way would be to go to the vintage store, or basically whenever you go down the street and you see a record shop you stop and buy it. But that tells you a lot about it, as it's usually buy chance. "*

Interviewer: Have you encountered any /difficulties/obstacles when listening to music?

Interviewee: *"If I want to find a record, and if I want something specific, I couldn't just go around random shops for finding that specific record. In addition, those vintage shops usually have random records, as they are just donated records from other people, or just people selling their records. So, I would probably try to find it on Ebay or just google where to find it."*

#### **-- Fourteenth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: *"Few hours ago"*

Interviewer: Which music have you listened?

Interviewee: *"Blues, jazz"*

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: *"Most of time is just to relax. Also, I want to find new music. As usual in music, you would like something and repeat it, repeat it. So for me it is important to find something new. There are some apps that I use to search new music. It gives recommendations based on my listening history and for me that is the thrilling part of listening to music."*

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"In my room"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: *"In my home speaker, but right now most of time use mobile phone"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"Yes, some of my friends. But I personally do not buy them"*

Interviewer: And if you wanted to, how would you search/buy a vinyl?

Interviewee: *"I think in bookshops, vintage stores. It can be expensive as well, so best option would be some flea markets. However, It could be hard to search there for something specific. I think also second hand stores. "*

**-- Fifteenth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: "Five minutes ago"

Interviewer: Which music have you listened?

Interviewee: "Bollywood"

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: "Helps me concentrate on studies"

Interviewer: Where have you listened to it (place, location)?

Interviewee: "In my room"

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: "Speaker, downloaded music"

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: "I haven't. But some of my friends did."

Interviewer: Do you know ways of getting a vinyl?

Interviewee: "You can go to a store, you order online. I would just google it. "

Interviewer: What would be the biggest obstacle of getting a record?

Interviewee: "People don't know I think of a one place to get them. You need to really be into it and know all the places where to buy. I think anybody like me , would be lost if quickly needed to buy a specific one. "

**-- Sixteenth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: "Today"

Interviewer: Which music have you listened?

Interviewee: “Just something random on youtube”

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: “I think it’s depends on what I am doing that day. Music would just accompany me in anything I want to do. If I want to focus, concentrate, be happy or party. ”

Interviewer: Where have you listened to it (place, location)?

Interviewee: “On my phone”

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: “Laptop and speakers”

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: “Actually not me, but one of my friends is a passionate collector. ”

Interviewer: Do you know any ways of buying a vinyl nowadays?

Interviewee: “I guess some stores that sell it.”

Interviewer: What would be the biggest obstacle when buying a record? If you want something specific?

Interviewee: “It would be hard to play them. First of all, you need a record player. I think I would just go to some shop and ask if they have it.”

## **-- Seventeenth Participant --**

Interviewer: What was the last time you listened to music?

Interviewee: “*Today, in the morning.*”

Interviewer: Which music have you listened?

Interviewee: “*Melodic techno*”

Interviewer: Can you tell about your last experience of listening to music? What do you want to get from listening to music/ Why do you listen to music?

Interviewee: “*For me music is mostly motivator and I get satisfaction from it.*”

Interviewer: Where have you listened to it (place, location)?

Interviewee: *"Well it was club on Friday, party at my place on Saturday"*

Interviewer: What means are you usually using for listening to music? (additional question: What platform have you used?)

Interviewee: *"I prefer headphones"*

Interviewer: Have you or your friends ever bought a vinyl? For whom, where?

Interviewee: *"I bought vinyl for girlfriend as a present as she's into that"*

Interviewer: Do you know any ways of buying a vinyl nowadays?

Interviewee: *"Sure, I bought couple of vinyl online on eBay and in brick'n'mortar shop but it was rather random choice while online was more specific."*

Interviewer: What would be the biggest obstacle when buying a record? If you want something specific?

Interviewee: *"In my opinion vinyl records are pricy but as gf likes it – I have no other choice"*

<i>Participant No</i>	<i>1. What was the last time you listened to music?</i>	2. Which music have you listened?	3. Can you tell about your last experience of listening to music? (What do you want to get from listening to music/ Why do you listen to music?)	4. Where have you listened to it (place, location)?	5. What means are you usually using for listening to music? (additional question: What platform have you used?)	6. Have you or your friends ever bought a vinyl? For whom, where?	7. Do you or any of your friends use/ listen/ collect vinyl?	8. Do you know any ways of buying a vinyl nowadays?	9. Have you encountered any problems/ difficulties /obstacles when listening to music?	10. Are you willing to pay for music?
18	Today	Progressive rock	While going to work	Outside	Smartphone - android (Google music)	Yes, as a present for friends or relatives	I don't but several of my friends do	Special vinyl stores	Voice Advertisement while listening to music	Yes but not too much
19	Today	Hip-Hop	Inspiration and Motivation	At Home	Youtube	No	Yes	Amazon	Yes	Yes
20	This morning	Hip-hop	The lyrics, the meaning and the mood	Subway	Apple Music	I did buy it couple of times as a present	Some friends do	Don't know, need to google	not all songs are available in Apple Music	Not more than 5\$ per month



21	today	morning - Slipknot, afternoon - Tchaikovsky (Swan Lake)	1 - to protect from office noise 2 - to protect from transport noise 3 - to wake up in the morning 4 - to make boring activity not so stressful	office, car, <b>home</b> , public transport	yandex.music, my own tablet (just music player on Android with my mp3 collection)	yes, online shops	yes	internet, or specific offline shops	advertising	for hardcopy - of course. for access to the online store/library - not so much money as for hardcopy
22	I listen to music every single day. For work I listen to soothing Jazz music and when I am off work I like to listen to a lot of old school hip-hop.	I listen to R&B, Hip-Hop, Rap, Jazz, Instrumentals, Bachata, Merengue.	I listen to music to help me cope with my current environment. When I drive I tend to listen to rather aggressive music because I am a defensive driver. When I am working I like to listen to calm music so that I can feel relaxed while doing tedious tasks.	Boston, MA	I use Apple music, Youtube, Spotify	No, I have not.	I am not sure if they do, but I doubt it.	Unfortunately, I do not.	No problems at all.	Yes, I subscribe to Apple Music and before that I had Spotify
23	Today	Rap, pop, electronic	To relax	Work	Apple Music	No	No	No	No	Yes

24	Today	Beyonce	I listen to music in underground	Underground	Online sources	Nope	Some of the friends	No	Ads	Never
25	5 minutes ago;)	It was Foals - late night (check it out ,it's cool)	Last time I listened to woke up in the morning asap	Home	Spotify / Soundcloud / YouTube	No,just thought about it couple of times,but didn't buy it	Couple of my friends use/listen it	Nope,but basic options of buying goods always available(physical/ online shop)	Programs bugs(everywhere). And in Spotify ,there is a problem ,that not all songs available there. A lot of really good remixes of songs missed or songs of small artists (this songs I can find on Sound Cloud)	Sure,but not big amounts

26	5 minutes ago	Mix of recommended to me music, last one was classical music	Because I don't like open space noise and music helps me to relax a bit doing my work	Office, my desk, in headphones	In the office I'm using of course headphone, but at home I'm using my cool (and loud) Bluetooth speakers	When I was a school my classmate bought vinyl as gift for his girlfriend who was "neformalk a" as well as he was "neformal"	My former female friend collected a huge vinyl from her mom and other relatives, don't know what to do with them anymore	Ebay/Amazon should have a list of such offers from those who get huge bunches of old vinyl from their grand-father/mother. In digital you could buy everything for sure. In my hometown was a special music shop when I was at school, not sure if it exists now.	At my home neighbor was complainin g about loud noise a few times when I was listening to the music at the late evening.	I have paid Spotify subscription which I could use on all of my devices, so I'm already paying for music, but I don't want to pay more.
27	1 hour ago	Tech house	I was cleaning so I needed something to run in the background, I hate when it's quiet. + I can dance then.	Home	Phone & Soundcloud	For our other friend, at a vinyl/CD store	Some of my friends do, and we all sometimes listen	There are still a couple of stores, then there are used vinyl at markets, and I guess you can	I don't have speakers right now so that sucks. Also if I am walking with	When the prices are proportionate to my salary, sure!

							to them together	buy them online	headphones in, I feel like my other sense have to make up a lot for the lack of hearing	
28	Yesterday	Nigerian pop	My husband turned on music to dance with our daughter. Nigerian pop is not a kind of music that we love, but it brings back memories of vacations in Cameroon.	Home	Google play music on my Android phone	No, but I keep a lot of old ones, that my parents (or probably grandparents) used to listen	I know some people, most of them are DJs. But none of my close friends does	I'm sure, internet should help. But I've never visited any vinyl marketplace	No	Not only willing, but actually paying on a monthly basis
29	Last night	The latest Arctic Monkeys album- Tranquility Base Hotel	I was cleaning my apartment and wanted to listen something that will bring nostalgia	My apartment	I used Spotify and listened to it on my laptop's speakers	Yes. for themselves, for others in music stores and in stores where you can find used vinyl	Yes, I know more than a few that has a great collection. I	Online, in store, on reverb.com	Sometimes. Too bad speakers, no internet connection, bad quality on YouTube, Bluetooth	I am subscribed to Spotify and occasionally i would buy a CD. I'm planning in investing

		and Casino				(flea markets, etc.)	myself have a few, but I don't have a record player.		headphone s that are cutting the connection .	into a record player, so I hope to start buying vinyl as well. Manny of musicians and bands that I like are printing vinyl and I would like to have them. They sound good, look good, feel good and smell good.
30	15min ago	Radio music	I want to get good thoughts and energy	At home	SoundCloud, Deezer	Yes, not sure from where, maybe some Belgrade vinyl shop...	Yes, lots of them, I personall y don't	Online, or in some rare vinyl shops on your trips	No, if it's good music	Yes

31	Now	Rap/hip hop	Background music and talking with friends. Depends of situation.	My house	You tube	Yes. Vinyl shop	No	Internet orders or shop	No	Yes
32	3 min ago	Rap( hip-hop)	I listen to it for many reasons, but i think they all are connected to my emotions	At my room	I have few defert speakers, i rarely use headphones	Yes, very often, last time i think it was a gift, but my friends buy them wherever they go. I do it too	Yes they do	Going to vinyl shops, or ordering it online	No	Yes
33	Today	Soul	Motivation	Home	Hifi, computer	For myself, for friends, in other countries	Yes I do, yes they do	Vinyl stores, internet	Loudness	Yes
34	I am listening to it right now.	Indie Rock, Arctic Monkeys	To relax my mind after a long day.	Everywhere, whatever i do wherever i go, i listen to music everyday.	Mostly Spotiffy	Yes, i have bought more than 150 second hand Vinyl, mostly from Online or second	Yes, many of them.	Mostly online, or by visiting Music stores.	Almost every time!	Yes

						hand music stores.				
35	Today	Rock	Music cheers me up or helps me to relax	Home	Youtube	My sister for father, online	I listen sometimes	Online shops(collectomania.ru)	I don't think so	No
36	Listening now	Monolink - Burning Man Set	To cheer up	In my bed, Velehradská 7	Spotify, Soundcloud, Youtube	Yes, online	Yes	Yes	Not really	Yes
37	An hour ago	Minimal techno	I listened for mood up pre-work out	In my room	Motivation for the day-SoundCloud	Yes, he bought from a vinly store	A friend of mine collects	I would go online	Not really	Sometimes
38	Today	Deep house	To have balance, enjoy the ambience	Home	Youtube	Yes for a friend as bday present, some shop at narodni trida	Yes at least 2	Online and at shops	Nope	No

39	An hour ago	Minimal techno	I listened for mood up pre-work out	In my room	Motivation for the day-SoundCloud	Yes, he bought from a vinly store	A friend of mine collects	I would go online	Not really	Sometimes
40	listening now	electronic, melodic techno	I find music more like catalyst which supports my mood depending on situation	Home	Spotify, Soundcloud, youtube. Sometimes using ipod as I have some digital collection as well	I bought it as a present to my friend	Yes, my friend is an avid fan so he has collection	brick n mortar stores or trying to find it on ebay,amazon	low quality (less problem nowadays), unavailability of vinyl format (or my lack of knowledge where to find it:)	for sure within reasonable limits
41	Just now at work	Concentration music	At work I use it for concentration outside work to get relax and have fun	everywhere - work, travel, home	YouTube, Spotify, TuneIn	Me not, one friend of mine bought It as present in Prague	No, as far I as I know	Special shops	Only if I don't have internet I cant listen to my Spotify	No
42	Today morning	English pop rock	To change my mood, get energized and get ready for working day	In public transportation	Online sources i.e Spotify, Youtube	Yes, from flea market	Yes	Yes, music shops, flea markets, online shops.	Yes, internet connection , phone battery, absence of	Yes



									headphone s etc.	
43	This morning	random songs from "Disturb ed" band	pleasure / relaxation / induce or enhance a certain personal mood	on the train	phone (Android)	No	No	No	No	Yes - just very specific creations/al bums/artist s that interest me, and not overall as a service which should be kept free (within certain limitations ofc)
44	today	mix	improve mood / give energy / calm down	on my way to work	spotify	yes, from internet	yes	internet / media shops	no	yes

45	Today	Indie	Relaxation endorphin production	- work	Spotify, youtube	Friends have but not sure from where	Friends	I heard of bands releasing albums in vinyl so there is something for sure but don't know specifics. Most likely you can find an online shop that would deliver	no	yes
46	today	Parov Stelar	I have better feeling, sometimes to suppress ambient sound	work, commuting	youtube, spotify	no	no	no	Bad internet connection :)	on a subscription basis yes, I am not buying specific interpret
47	Today	Imagine Dragon - Natural	Awesome	On the go - mobile headsets	Amazon Music (Amazon Prime subscription)	No.	No	No	No	Yes. Very limited amount

48	Today.	Deep house.	Its about good, soulfull mood to achieve, and mostly to hear melody in = like ethnic or classic instriments sounds.	Prague, at work.	Youtube, record pools.	Yes. On the sunday fair.	Yes, myself using vinyl, but not so often.	Fairs, stores, online shops.	Sometimes when the needle gets weared off, or vinyl itself is kind of oldish.	Yes, depends what type of the music is + how much it will cost. I prefer to have music to have it permanentl y (not renting them as spotify or apple ,usic) for vinyl or mp3 => to keep them locally (phisycally).
49	this morning	Hip hop	It makes me happier and ready to start the day.	On my way to the office.	YouTube	When I was a kid my father had vinyl. My friends DJs buys vinyl.	Not me.	I would buy it online or find a vinyl store.	No service :)	Not really.

50	Currently I am listening	Daft Punk - Giorgio By Moroder	It makes me more focus to work	<a href="https://www.youtube.com/watch?v=5m4ZkEqQrn0&amp;list=RDMMyo4pmauhugo&amp;index=11">https://www.youtube.com/watch?v=5m4ZkEqQrn0&amp;list=RDMMyo4pmauhugo&amp;index=11</a>	youtube, soundcloud, gramophone	Yes. Daft punk. from Amazon.com	yes	yes. Amazon is great source.	Not really	Yes
51	Yesterday in the evening	Rock	I want to relax listening to music, calm down nerves	<b>Home</b> , but prefer to go to concerts	Collections of cd and vinyl	Have bought for myself in shop in Prague	I collect vinyl preferring known classics	Well, shop and online on resellers site	Too old vinyl for example, low internet speed	Yes, sure
52	I listen to music almost every day	Random, however I prefer Hip-hop / Rap	I need music once I am on my way to work or backwards. It helps me to get my thoughts elsewhere and refocus on different stuff.	<b>At home</b> , public transport, car	iMusic, YouTube	in the early 2000th, one of my friends brought me a vinyl to listen. We had a player, so we've listened to Jazz music. I was young enough, so I enjoyed the whole	Not really.	Online I guess and I know a shop in the city center.	No, nowadays music is available for everyone thanks to the internet.	I believe it's a good investment

						process of playing a vinyl.				
53	5 days ago	Cronos Quartet	Ambient	Home	Youtube	No	No	Yes	No	Yes
54	Yesterday	Classic music (Franz Liszt - Liebestraum - Love Dream)	To get inspired, to refresh my mind	Library	If it is offline, then Apple Music. for online listening I am using YouTube	No, but I would like to buy it in future. I've seen vinyl markets in different counties of Europe, there was a really big choice and they were cheap	No unfortunately	vinyl markets	I don't download all music I like on my phone, so sometimes when I want to listen to particular composition, it is impossible to do it without internet	Yes, of course

55	Today in the morning while taking a shower	Techno and electronic music	Usually music reflects my mood, but also it happens that it serves as a background to create a chilling effect	If we are talking about last time - at home, in the bathroom	I use Apple Music	Not really, but I was thinking about buying it in Bontoland (I guess I wrote the name of the store correctly)	Not really	Yes, there are a lot of vintage stores where you can buy them even in the city center	Music is everywhere, you do not need to listen some composition to listen music, sound of your heartbeat is also a music, it is all about your perception	Yes of course, I think it is fair to buy license music, I pay monthly for my Apple Music
56	Yesterday night	Electronic	To get meaningful moments and enjoy melodies	Home	Soundcloud-pc	Yes, vinyl shops mostly and friends	Yes	Shops, record labels via e-shopping	Yes, many times	I would prefer it to be free
57	Today	Mix (pop, electro, rap...)	Just as a background noise; sometimes to cheer me up	<b>Home</b> or on the way to work/university	Apple Music	Never	No	Internet	No	Yes

## Second Round of Interviews

-- Fifty-eighth participant --

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Actually, not yet, but I'm planning to!"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"My grandparents own some vinyl records, and some friends yes. Actually, the office manager, where I currently work, has many. Her husband is really into vinyl and they are spending lots of money on that. "*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"Well, I already think it's pretty cool. And right now, I am thinking to get the gramophone from my grandma to have it in my flat, because they have it and don't use it. And after that I would start buying more vinyl. Also, there is a bunch of records on their attic, so I should check that one as well. "*

Interviewer: So, your grandparents have records at home and they are not using them?

Interviewee: *"Yes, they have many of them. They actually have fairy tales on them, which they used to play me when I was young"*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Because it's cool. You know... it's just ... going back to the history. Basically, for people it's cool to buy something that is vintage. "*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"I think some of songs actually sound better on vinyl. I can actually imagine, like, a whole atmosphere, you know, like jazz spinning on the records, or some old rock, like The Beatles, or something. So, I think the sound is better, that if you would just put it from a normal phone, and it doesn't have that atmosphere, you know. ... I have a feeling like you can feel and touch the music. Even the scratching, a little bit of this 'bad noise', actually makes the sound even more nice and appealing. "*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Actually, I don't think that much. If you would like to pick something, which is better not by the appearance, but because you know it already by the content. If I would want something special the artwork doesn't matter, but if I am just looking around, then maybe a good cover could be appealing. "*

Interviewer: How important is the price of a record to you?

Interviewee: *"Actually, I was checking the prices, and was really surprised to see that records are pretty expensive. I didn't think it would be that much, especially old songs. And what was also surprising that new bands are still producing music on vinyl. But, yes, the price is important, it's always important. I think that If you want a record, you are still going to buy it."*

Interviewer: Would you consider buying an old/used vinyl?

Interviewee: *"Yes, I am actually thinking to go to bazars and markets to find some used vinyl records, as I think there can be some rare interesting records. And of course, cheaper ones. "*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"I think I would look around in stores to see, but otherwise if there would be an app especially for that I would see, and there is a good price, why not. If I would need something specific, I would definitely look it in the app. Applications are for everything and I buy online very often, But I tried to look online for records, and there were only new records, which were really expensive. So, if there was a vinyl app with good prices, I would definitely try."*

## **-- Fifty-ninth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"No"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"No"*

Interviewer: Do you or your parents have a turntable at home?

Interviewee: *"Yes, couple of them and a bunch of vinyl records from my parents"*

Interviewer: And nobody's using them, I guess?

Interviewee: *"No, they are just on the shelves collecting dust."*

Interviewer: What would encourage you to buy a vinyl record?

Interviewee: *"Maybe a different quality in sound, maybe see the difference."*

Interviewer: Why do you think people nowadays listen to vinyl?



Interviewee: *“Well, trends are coming back we all know. So, that might have an act on that. And for that feeling of some nostalgia, to come back to the old days. “*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *“I never really got that, I don’t understand why. “*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *“It would not be crucial, as If I were to buy a vinyl, I would buy it for music, not for the artwork on it.”*

Interviewer: How important would be the price of a record to you if you would ever buy it?

Interviewee: *“Well, I’m not really in the field, so I don’t know what the price range is. “*

Interviewer: If somebody would ask you to buy a vinyl for him/her where would you search?

Interviewee: *“Well, I would check vinyl shops online, look the location up and go check it out. If I don’t find anything I would just look online. “*

#### **-- Sixtieth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *“Yes, I have.”*

Interviewer: How many vinyl records do own?

Interviewee: *“More than 60.”*

Interviewer: How often do you buy records?

Interviewee: *“Well, at the moment I don’t buy them.”*

Interviewer: What is the obstacle of you not buying them?

Interviewee: *“Well, at the moment I’m not buying records, as I don’t have a turntable at the moment here with me, it’s in my home country. “*

Interviewer: So, your parents, they are collecting vinyl?

Interviewee: *“No, not anymore. That’s initially my father’s collection.”*

Interviewer: You father has them at home, but is not listening to them?

Interviewee: *“No.”*

Interviewer: Why do you think people nowadays buy vinyl?

Interviewee: *"I would still do it. I don't know, the sound it makes. Old-school, that's my thing."*

Interviewer: If you were to go to a shop or buy a vinyl specifically how important would be the artwork (the cover) of the vinyl?

Interviewee: *"Doesn't matter for me. My collection is just based on music."*

Interviewer: How important is the price of a record to you?

Interviewee: *"If that vinyl is something that I really want to get, then the price wouldn't matter. Of course within the normal price limitations, usually I buy records for 50-60 bucks."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Firstly, I would go to stores, door to door looking (but not more than 4-5), and If I don't find what I'm looking for then I will search online."*

#### **-- Sixty-first participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"No"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"Only my aunt, but she didn't collect them. She just had any at home from her parents."*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"Umm, I don't think so."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Maybe they miss the old times. And maybe sometimes the music there is clearer than listening from phone."*

Interviewer: If by any change you were to buy a vinyl, could you describe the process of search?

Interviewee: *"Well, first of all, I would go to EBay and Amazon, to see if I can find there and then maybe I would go to shop."*

**-- Sixty-second participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: "Yes."

Interviewer: How many vinyl records?

Interviewee: *"I do own a collection of more than 80-90 records."*

Interviewer: How often do you buy records?

Interviewee: *"I used to buy them a lot back in UK, now not so much."*

Interviewer: What is the biggest obstacle of you buying them?

Interviewee: *"Well, for a good quality sound you need a good quality player, and at the moment I don't have it. Therefore, as I don't have a turntable, I don't buy the records."*

Interviewer: So, you own a turntable?

Interviewee: *"Yes, I own two of them back in UK."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Well, some people think that vinyl records are coming back to class, and is becoming in a fashion way. But, what people don't understand is that vinyl has one of the best quality of music when it comes to music."*

Interviewer: So, you buy vinyl because of the sound?

Interviewee: *"Definitely"*

Interviewer: Do you plan to buy them more here?

Interviewee: *"Here, in Czech Republic, no. Because there is not a big variability of records to buy, and as me being a student, I cannot afford that right now."*

Interviewer: So, if you were to buy a vinyl where would you search?

Interviewee: *"If I wanted to buy a record, I would most probably buy a new one in the shop. Because sometimes online they sell scratched records. So, for me buying online is acceptable only if the delivery of records will be carried out carefully and records will be protected from scratches."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Well, the cover is not that important. I always buy vinyl based on artists, not the artwork."*

Interviewer: Why do you think vinyl record sales are on the rise?

Interviewee: *"Well, I guess it became trendy because of hipsters. Maybe many people just think It's just cool to listen to them. Trends are coming back!"*

**-- Sixty-third participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes, for present."*

Interviewer: So, you don't buy them for yourself? You don't have your own collection?

Interviewee: *"I don't."*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"I know two people. One of them really likes them, and has a big collection. Another one, I'm not sure about."*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"Maybe circle of friends, who are interested in them, collecting, listening regularly."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"I think because of quality music and quality of sound. Coming back to something vintage, and good experience. Maybe some nostalgia as well."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"Because it's something natural, not technical, let's say."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Me, I would definitely, I would consider buying an unknown record if I find cover appealing."*

Interviewer: How important is the price of a record to you?

Interviewee: *"It depends for which reason. But if I really like how It looks, and music, it doesn't matter for me."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"I would probably ask for the recommendation of the place. But I know there is one shop in the centre. I would probably go to store, more than online, because I like to touch the thing I am buying."*

**-- Sixty-fourth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"No"*

Interviewer: Do you know anyone in your surroundings who buys or collects vinyl records?

Interviewee: *"Yes, a lot. My two close friends are very big fans of it, and they are buying on regular basis."*

Interviewer: What would encourage to buy a vinyl record?

Interviewee: *"I don't have a turntable, but If I had I would definitely buy a lot of records."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Because it's cool. I really like it, I like how It looks and the whole experience of listening to them. Plus, the sound is much different. And visually it looks classy to play the records."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"If I want something particular, probably I would just go for it. But if I'm going for some random thing, probably it would affect my choice."*

Interviewer: How important is the price of a record to you?

Interviewee: *"Well, I don't really know the prices, but I would pay for example 50 euro for a record."*

Interviewer: If you were to go a buy a record, where would you search?

Interviewee: *"I would definitely google and see."*

**-- Sixty-fifth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes"*

Interviewer: How many vinyl records do you own?

Interviewee: *"About 30."*

Interviewer: How often do you buy records?

Interviewee: *"I was buying the often in one period, but now I stopped."*

Interviewer: So, you don't buy them so often at the moment, but what would encourage to buy them more?

Interviewee: *"If they would cheaper."*

Interviewer: Do you own a turntable?

Interviewee: *"Yes."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Because of the 'hipster moment'."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"It sounds warmer and it has special feel because of cracking sound. It's also romantic in a way."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"It's very important. Nevertheless, the music is crucial when buying. "*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"On bazars and markets, second-handed vinyl records."*

Interviewer: So, if someone was selling used records online, would you buy them?

Interviewee: *"Definitely."*

**-- Sixty-sixth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes."*

Interviewer: How many vinyl records do you own?

Interviewee: *"About 5-6."*

Interviewer: How often do you buy records?

Interviewee: *"Very rarely."*

Interviewer: Do you own a turntable?

Interviewee: *"No, I don't."*

Interviewer: Why do you think people nowadays buy vinyl?

Interviewee: *"Because of the love to music, and decoration. That's why I bought it, I decorated some parts of my mar with colourful records."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"Because it has that old-school sound with scratches, a warm sound all in all."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Very important, it can catch an eye easily."*

Interviewer: So, if you were looking for a vinyl, would it be easier if you see something that looks 'cooler', or you would buy them only for music?

Interviewee: *"Well, maybe I would try some different music if I see that the cover is 'cool'. The music that I don't know."*

Interviewer: Now you don't buy records so often, but what would encourage you to buy records more often?

Interviewee: *"If I had a turntable."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Online, because it's hard to find something specific in a store."*

Interviewer: Why do you think vinyl record sales are on the rise?

Interviewee: *"Old stuff is becoming more trendy and likable these days."*

**-- Sixty-eighth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"I bought a vinyl only once. It was during university time, a birthday gift for my friend."*

Interviewer: What would encourage you to buy records?

Interviewee: *"I prefer music streaming as I can do it anywhere I want - at work, doing sports, home. Probably, I would like to try listening vinyl on it if I had a turntable."*

Interviewer: Why do you think people nowadays buy vinyl?

Interviewee: *"My personal opinion is that listening vinyl records feels more pure and genuine than music on electronic device, as it represents the union of physical media and sound."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"What about the artwork, I can say for sure it plays a role for me. The image sets a certain mood and reflects what is inside. Also, the artwork on the record can be a purchase factor for me - probably it's silly but I would buy a vinyl with a nice image on it."*

Interviewer: If you were to buy a vinyl, where would you search?

Interviewee: *"I think markets are great for such kind of goods - you can find a unique thing, even though it is used."*

**-- Sixty-ninth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes, I own about 10 records"*

Interviewer: How often do you buy records?

Interviewee: *"Not that often, once every few months"*

Interviewer: What would encourage you to buy them more often?

Interviewee: *"If I especially like an album. I never buy vinyl records of albums I haven't listened to."*



Interviewer: Do you own a turntable?

Interviewee: *"No, but a family member owns one. However, he does not really use it."*

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"It gives them a feeling of being more connected to the music."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"It is an authentic sound, and it represents the opposite of musical hyper production."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"A good artwork is not essential, but a well made one can be really appealing."*

Interviewer: How important is the price of a record to you?

Interviewee: *"I tend not to buy massively overpriced records."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Not really, I bought records at many different places. But whenever when I want to buy anything, I first google it."*

Interviewer: Why do you think vinyl record sales are on the rise?

Interviewee: *"People like the authentic sound of vinyl. And if you listen to vinyl records on a turntable, you have to put a bit more effort and appreciation towards the record and the artist, compared to some other mainstream music formats, and music lovers like that feeling of committing to music."*

## **-- Seventieth participant --**

Interviewer: Have you ever bought a vinyl?

Interviewee: *"Yes."*

Interviewer: How many vinyl records do you own?

Interviewee: *"At the moment I own about 20 records."*

Interviewer: How often do you buy records?

Interviewee: *"Not too often, but I am making a quality selection."*

Interviewer: Do you own a turntable?

Interviewee: "Yes"

Interviewer: Why do you think people nowadays listen to vinyl?

Interviewee: *"Some people were always listening to vinyl, but it was a bit neglected for a period of time. I think that digital era now has reached it's peak and, to some extent, it didn't fulfil the expectations of many people so they turn back to vinyl for that different sound that it has. Others maybe feel nostalgia for a time they didn't even live in, or just follow it as trend, but in the end everyone has their own reason."*

Interviewer: Why do you think people like the sound of vinyl so much?

Interviewee: *"There is a big difference between digital and analogue sound waves. Listening vinyl on a good sound system makes the music sound much more lively and present."*

Interviewer: How important do you think is the artwork on a record?

Interviewee: *"Quite. An attractive artwork can trigger interest while you're going through the crates in a record store, and you might end up discovering something new."*

Interviewer: How important is the price of a record to you?

Interviewee: *"Couldn't say. I would naturally like to see prices decrease, but the amounts that are being produced today, and in this economy, simply don't allow it."*

Interviewer: Do you have a preference for where you purchase your records?

Interviewee: *"Not really. However, as a matter of the fact all records I own, I ordered online. Usually from record labels directly or eBay and Facebook. "*