

KID'S MUSIC STREAMING

CASPSTONE 3 INTERVIEW FINDINGS

Participants Demographics

- Gender: 4 Females, 1 Female Child, 1 Male Child 9
- Age range: 25-34, 7
- Locations: USA, Israel, Germany

Approach

- Remote Interviews. Participants were recruited via Discord.
- Participants were asked a total of about 18 questions (including the demographics)

Participant's # of Kids

- Participant 1: 3
- Participant 2: 1
- Participant 3: 1
- Participant 4: 0 (Planning for kids + extensive Kids Experience)

Goal of study

- Gain in depth, qualitative insights into parents experience with parental controls and their kid's streaming.
- Discover any patterns within the findings

Key Findings

- All of the participants understand that music has a great impact on kids' lives
- The main tasks that the parent's kids perform while streaming are choosing songs from playlists while doing daily activities like drawing, playing games, and car rides.
- 50% of Participants say that their kids are prone to both listening and creating music.
- 75% of participants mentioned that protecting their children from explicit content makes kid-friendly streaming worthwhile. another parent mentioned how her son was simply enjoying himself.
- As mentioned by Participant 4, protecting kids' mental health is a key motivator for parental controls.
- 50% of parents' kids do not yet know that their music is parentally controlled. However as mentioned by Participant 3, old kids 10+ feel like their freedom is being restricted which is very important.
- 75% of negative experiences while streaming pertained to exposure to explicit content
- 100% of parents don't find anything confusing about parental controls
- 100% of participants have a positive feeling about educated music experiences for kids.
- The child participants both like to explore new genres of music.
- The main sources of children's music come from recommendations online and what they hear around them whether it's both negative or positive.

Participant

Additional Feedback

Naomi B.

- "Music to get us into a specific mood, and sometimes I'll even put on sleepy music to help them fall asleep."
- "They see us on our phones all day long and it's great to give them a positive outlet to also use devices. "
- I Limit the song choices by setting a playlist they can choose from since they can't yet all read fluently, this works for us for now
- I think that's a great idea! Music is such a powerful learning tool.

Briana H.

- "I feel that music helps my daughter focus better and boosts her creativity."
- There were a couple of times where my daughter was listening to a song that had cuss words in it. I had to explain to her why those songs were not for her to listen to.
- Privacy is important to Briana
- "I think this will be a great way to improve my child's vocabulary, listening and social skills."

Shari C.

- " I think music is a good way for them to express themselves. "
- "He likes to have access to songs he likes."
- Her son finds songs from Movies or TV shows. Others from school that are trending.

Alina M.

- "As a teacher, I find songs a very useful tool for educational purposes, such as practicing a foreign language."
- "This prevents children from listening to adult content and putting their mental health at risk."
- "For children (especially 10-12 years old), parental control may seem like a restriction on their freedom."

SUMMARY

At the end of this interview, I got a better understanding that parents (particularly moms) understand the impact music has & want to protect their children from adult music exposure. This also confirms how in-demand child music safety is in the world. Younger kids don't understand what parental controls are but older kids do. Because of these findings, I believe the product should incorporate not only what parents value in music safety but interests and activities that align with their children at particular age ranges. The app has the potential to be either music-making or simple streaming. My next move is to ideate *the what & the how* of a product that fits both parents' and kids' needs.