

# KID'S MUSIC STREAMING

## SURVEY FINDINGS

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### Participant Demographics

- Gender: 4 Females
- Age range: 25-34,35-44
- Locations: USA, Israel
- Parent/Guardian 3/4 Family Friend 1/4

### Approach

- Remote survey via google forms, participants were recruited via Discord.
- Participants were asked a total of 18 questions (including the demographics)

### Participant's # of Kids

- Participant 1: 0
- Participant 2: 1
- Participant 3: 3
- Participant 4: 2

### Goal of study

- Gain quantitative insights into the target audience and projected problem
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### Key Findings

- Top streaming services used by the participants were YouTube Kids, Spotify (Normal), and Apple Music.
- I found it interesting that Participants' 3 kids use the voice-activated system Google Home
- 50% of Participants heard about their music apps from social media; 25% were recommended from family or friends; 25% heard from their place of work.
- Most of the participant's kids use a mobile device to stream music (75%) while 50% use a tablet
- 50% of participants' kids use daily while the other 50% use a few times per week
- Parents are pretty satisfied with their current apps however 75% are looking or interested in improved listening services for their kids
- The top concerns of parents are safety from explicit content and lack of parental control.
- Another concern I found interesting and very important was volume levels
- 75% of parents are currently paying for subscriptions
- 75% of parents would be willing to only pay \$1-\$5 for a subscription while 50% \$6-\$10
- 75% of parents value: Pricing, Music selection, personalization, and safety & privacy.

## SUMMARY

After this survey, I gained a better understanding of what parents use, how they use them, and what they value in a music streaming product. In a real-world setting, I believe that designing a product in a market where parents are comfortable with what they already have will be a challenge. However, If parents are getting improving parental controls, kid first safety design practices, at better prices there's definitely a good chance of parents switching over to another product.