

"Play Music": User Motivations and Expectations for Non-Specific Voice Queries

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Voice speakers have become a common way for listeners to access music.

Despite the risk, users make **non-specific queries** for music.

These queries don't provide much info about what a user wants to hear.



What are the user motivations and expectations for these voice queries?

Method

Semi-structured interviews with 17 Spotify users

All owned voice devices and made a non-specific query prior to study

Questions included user scenarios and sample utterances as prompts

Analyzed transcripts using Braun and Clarke [1] 6-step framework and thematic analysis [2]

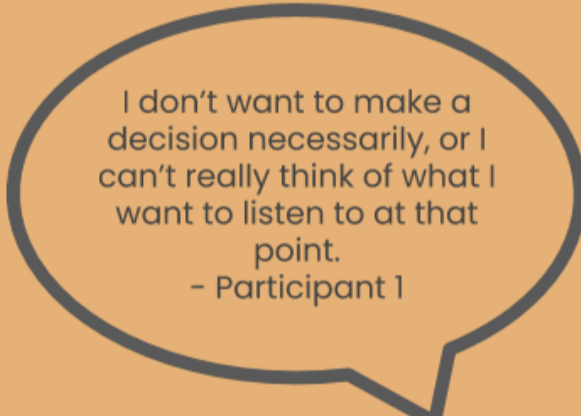


Results

Theme 1: Tradeoff between effort and control

Participants were willing to give up control when they needed to have their hands-free.

Non-specific queries offer less control but require less cognitive effort.



Theme 2: Expectations for Personalization



Participants made non-specific voice queries:

- When they thought that the system based recommendations off past behavior
- When they were in the mood to explore

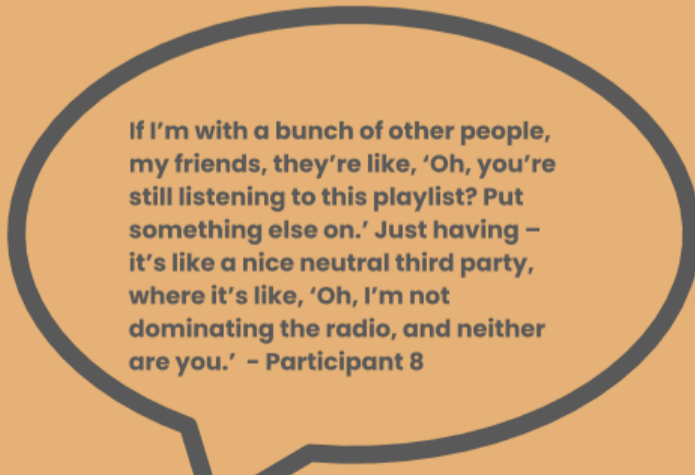
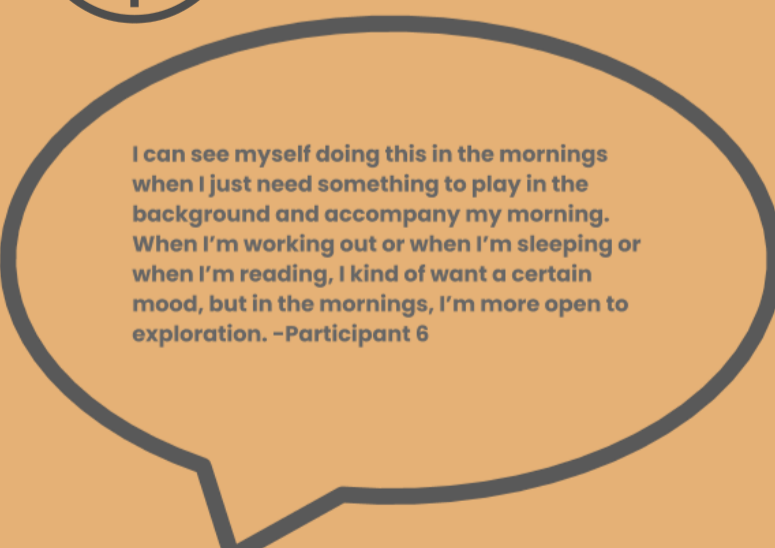


They avoided non-specific voice queries:

- When they had something specific in mind
- When they were in the mood for familiar music

Theme 3: Context and User Motivation

User context affected user motivation to make non-specific queries



How can voice assistants support non-specific voice queries?

Contextualize results using text-to-speech

Leverage linguistic cues

Create better results for exploration by incorporating semantic structures



REFERENCES

1. V. Braun and V. Clarke. Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2):77-101, 2006.
2. S.B. Merriam. *Qualitative Research in Practice: Examples for Discussion and Analysis*. Jossey-Bass Inc, Hoboken, NJ, 2002.