| vice used for analysis: (on iPhone 8  | 3)  |  |  |   |
|---|---|--|--|---|
| YouTube Music   | YouTube   | Pandora (have Pandora Premium)                                       | Apple Music (songs on iphone/itunes)                       | Spotify   |
| 1 Open app  | Open app  | Open app   | Open app   | Open app  |
| 2 Click on favorite artist graphic  | Searches for artist   | Already starts playing what you were<br>listening to previously      | Goes to playlist on Home Screen                            | Goes to Library   |
| Presented with screen that categorizes<br>artist (top songs, albums, singles, videos,<br>featured on playlists, "fans might also<br>3 like", about) |   |  | Clicks "+ new playlist"                                    | Clicks "+new playlist"  |
| 4 Uses songs section  | Scrolls to select video   | Before pressing "search", selects songs<br>category from top bar     | Adds title and description (if desired)                    | Titles list (given the option to do this late   |
| 5 Clicks "see all"  | Picks song and uses three dots on right side  | Scrolls through songs and selects choice                             | Clicks "+ add Music"                                       | Clicks "create"   |
| 6 Scrolls through top songs list  | Clicks "save to playlist"   | Brought to page with song info                                       | Searches Library   | Taken to new playlist screen  |
| Picks song a uses three dots on right 7 side  | Prompted with pop up from bottom of<br>screen where you can pick from playlists<br>already made (on YouTube or YouTube<br>music), watch later, or you create a new<br>playlist. | Clicks three dots  | Chooses from categories (artists, albums, songs, genres)   | Clicks "add songs"  |
| 8 Clicks add to playlist option   | Clicks "+ new playlist"   | Prompted with options  | Goes to songs  | Uses Search bar   |
| 9 Prompted with My Playlists pop up   | Inputs Title  | Selects add to playlist  | Scrolls through songs                                      | Types on artist   |
| 10 Clicks "+ New playlist"  | Chooses between public, unlisted and private options for playlist creation  | Clicks "+new playlist"   | Cliks + symbol on right of each song<br>to add to playlist | Taken to page with categories (popular<br>songs, albums, singles, compilations,<br>appears on, see more)                    |
| 11 Inputs Title   | Clicks create   | Taken immediately to playlist page                                   | Taken back to playlist Title page                          | Selects see more under popular songs  |
| Chooses between public, unlisted and 12 private options for playlist creation   | Clicks Library icon to get to playlists   |  | Clicks "Done"  | Scrolls through songs   |
| 13 Clicks create  | Scrolls to playlist on Library screen   | Page gives option to search songs, add, take off and delete playlist |  | Clicks "+" symbol   |
| Prompted with small bottom bar to go<br>14 immediately to view playlist<br>15 Clicks Library icon to get to playlists                               | Selects playlist to look at songs collected   | Select "Done" completes playlist editing                             |  | Prompted with confirmation it was adde<br>and taken back to playlist search bar pag<br>(row 10)                             |
|   |   |  |  | Presented with related songs under<br>search bar to add from with multiple<br>swipe pages based on your listening<br>trends |
| 16 Goes to playlists in Library   |   |  |  | Exits search bar page using "x" symbol  |
| 17 Selects playlist to look at songs collected  |   |  |  | taken to playlist page (row 8)  |