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# USER RESEARCH REPORT



## Introduction to Athens Abbreviated

Athens Abbreviated is a podcast dedicated to the stories of the real people of Athens, GA. Each short episode features an individual in the community telling their own story and what makes Athens their home. It's a condensed slice of life (an *abbreviation*, if you will) and an insight into what makes this town one of the cutest, quirkiest cities around.

## Target Market

- 18-55
- Educated
- Regular podcast users and occasional users
- Athens Natives
- UGA Community

## Recruitment

A survey was distributed to known target market participants via email or text message. The sample size included working professionals in Athens, UGA students, and Athens retirees.



## Procedures

The user test was distributed as a three-part survey.

### PART 1: Pre-Listening Survey

- Questions were geared towards general podcast usage
- Genres, Episode Length, Platforms

### PART 2: Listening to Episode 1 of Athens Abbreviated

- Users were instructed to listen to the 10 minute episode
- All users were wearing earbuds or airpods rather than by speaker or in a vehicle

### PART 3: Post-Listening Survey

- Questions were geared towards the episode and Athens Abbreviated
- Satisfaction, Content, Quality all on a 1 to 5 scale
- Users were asked to briefly explain their answers
- Likes and Dislikes
- Asked what the users want to hear in future episodes

## Tools

### Three-part Survey

- Google Forms  
(<https://docs.google.com/forms/d/1emu2whfXqyJgw0iNE20iiLEAyVWwCDFa44q4wS4wl9w>)
- Full-length episode podcast sample
- Headphones (user supplied)

## Findings

### Pre-Listening Findings

- Of the 15 participants surveyed, 73% prefer 15-30 minute podcast episodes.
- 73% of respondents listen to the “Storytelling” genre of podcasts. That’s good news for this storytelling podcast.
- 93% of respondents get their podcasts on Apple Podcasts.
- There were very mixed findings when it came to ads. Only 33% responded that they “Always skip podcast ads.” This indicates there is definitely value in paid advertising on podcasts.

### Post-Listening Findings

- Overall satisfaction with the episode was high. 73% ranked it a 5, and 27% ranked it a 4. (Scale from 1 to 5)
- There was a large differentiation when it came to sound and production quality. 40% of those surveyed had no issues, however the remaining 60% had minor or major issues with audio quality.
- 67% were satisfied with the episode length.
- 87% responded that they would subscribe to this podcast.

## Quantitative Insights

“The little blurbs about people being referenced were noticeably different quality and stuck out a little as more high-quality.”

“...appreciated the callouts to other Athens folks being referenced, but they were clearly add-ins that felt a little out of place. Of course it's harder to anticipate and prepare, but I think as much as possible doing those quick little explanations for the listeners (and addressing listeners who may not know this info feels totally natural) will flow a little better, but know it's not always possible on the spot.”

“not sure how I feel about the \*inserted\* voice clips. I get that it's showing you like editing in post but not sure if it adds much (like when you said this man is like the Bono of athens)”

**Weakness:** Interviewing skills and preparation

**Opportunity:** Prepare better and think about the audience during the interview

“Wish the audio quality was a little clearer. It was fuzzy at times.”

“Could smooth a few transitions, but overall great sound.”

**Weakness:** Sound quality

**Opportunity:** Explore using better microphones, ensure a quiet recording location

“I love me some Athens but think interviewing people's opinions like this, something for entertainment, gets tough to hold for too long. Little tidbits that people can listen to to be entertained or learn something about their town are perfect.”

“Long enough to get the feel of it, but not too long to lose interest”

**Strength:** Length of episode is just right for content

## **Next Steps**

With four future episodes to develop, this user research is critical. Athens Abbreviated should be closer to 15 minutes long, as indicated in both the pre- and post-listening surveys. Production quality MUST be addressed by raising sound quality and refining interviewing skills. Athens Abbreviated will also take the respondents' ideas for future episodes into consideration.

## **Link to Survey Results**

<https://docs.google.com/spreadsheets/d/16omf0AEnkeR6bkkzIVwhthnoplQr9k6LYfki77YlTh8/edit#gid=0>