iTunes

Survey

Assignment #5

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February 17, 2004

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Executive Summary

To assess the functionality, ease of use, and overall satisfaction of the iTunes application a survey was administered to a population of 624 potential iTunes users. The survey was made available for the week of February 7 through February 13, 2005. During that time we received a total of 98 responses (or 15.7% of those exposed to the survey).

Overall, users found iTunes more than easy to use and are more than satisfied with it, giving it an average rating of 4.29 and 4.4, respectively, out of 5.

The Respondents

The majority of respondents were students between the ages of 22 and 35, with a nearly even split of respondents younger than 22 and older than 35. Responses were evenly split along gender lines. 93% of the respondents considered themselves comfortable or very comfortable with computer applications in general. Just over half of the respondents had music libraries with more than 1000 songs, while 7 of the 94 respondents were extremely heavy users with more than 10,000 songs in their music libraries. The sampled population represented a variety of length of experience with iTunes, with a range fairly evenly spread from 0-6 months all the way to 24+ months.

iTunes Assessment

Respondents reported that they most frequently used the music play and organize features of iTunes. Of the 15 features rated by respondents, *listening, browsing, searching and organizing music* were the only ones with an average usage frequency rating of at least half the time. In addition, respondents also rated these features at least *easy to use*.

With the lone exception of *listening to music*, the features that respondents rated easiest to use (*listening to music using party shuffle, accessing the iTunes Music Store, importing music from CD, making playlists, and syncing with iPod or other MP3 player*) were not those that respondents actually claimed to use the most. Listening to music appears to be both the easiest and most frequently used feature.

None of the average ease of use ratings actually expressed a negative opinion about a feature, so the most difficult features noted (*change the quality or encoding for importing CDs, making smart playlists, burning MP3 or data CDs, printing jewel case insert or song/album lists*) were at worst rated between *No Opinion* and *Easy to Use*, with the lowest receiving a rating of 3.52 out of 5.

There were three iTunes features (*change the quality or encoding for importing CDs, making smart playlists, burning MP3 or data CDs, printing jewel case insert or song/album lists)* for which over 10% of respondents indicated that they were not previously aware that the feature existed. Since tools such as printing case inserts or changing encoding format for CDs represent the more complex functionality available in iTunes, this result may indicate that the majority of respondents focus their use on iTunes' basic features.

The lower usage of some features may also indicate that iTunes' simple interface does not sufficiently alert users to the existence of the more advanced tools that are available users - this may point to a usability or findability problem.

Overall, the ease of use of individual features did not seem to have a strong correlation with the frequency of their actual use. It appears that, as people who use iTunes increase the number of songs in their music library, they continue to grow incrementally more satisfied with the product, rather than less. There is little consensus among users as to which feature is least well liked, while iTunes' major features: organizing music, buying music, syncing with the iPod, and burning CDs seem to be very popular.

No single area in the product stands out as having particular usability problems.

iTunes Product Description

iTunes is a digital music application that allows both Windows and Mac users to create and manage their own music library on their computer. Users can rip songs from their favorite CDs to store as MP3s in their digital music library, make their own mixes by creating customized play lists, including smart play lists, and they can then burn them to CD. While listening to music, users can watch visualizations either in the iTunes window or as full screen. iTunes also interfaces easily with iPod, Apple's popular MP3 player, for simple transfer of music from the computer to the iPod. A unique feature of iTunes is the iTunes® Music Store where users can search for and buy music for 99 cents a song without having to subscribe to anything. iTunes can be downloaded free from the Apple website - www.apple.com.

iTunes Target Population

iTunes is targeted to people using computers running MacOS X, Windows 2000 or Windows XP. In addition anyone who listens to, organizes, or downloads digital music is part of the target population. There are no specific demographic targets identified.

Survey Goals

To assess the functionality, ease of use, and overall satisfaction of the iTunes application a survey was developed and delivered to users. Specifically we were interested in determining:

- Users' awareness of key features
- How frequently they made use of these features
- How easy to use they found these features
- What users like most, least, and felt was missing from the application
- How long they have been using iTunes
- The size of their music library
- Users' general comfort level using computer applications
- General demographic information

In addition we were curious if there was any relationship between either the length of time a user has been using iTunes or the size of their music library and how they rated it for ease of use and overall satisfaction.

Survey Methodology

Having determined the information that we were interested in gathering and given that there was no demographically defined target audience for the iTunes application we decided to sample across a population we felt had ready access to computers and was likely to use iTunes. To this end we focused primarily on two groups to whom we had access:

1. School of Information student, staff, and faculty (441 people) – Group 1
2. Friends, family, and coworkers (183 people) – Group 2

We broke this sample population down into students, both undergraduate and graduate, and non-students in order to better track response rates for the population. The breakdown is shown in Figure 1.
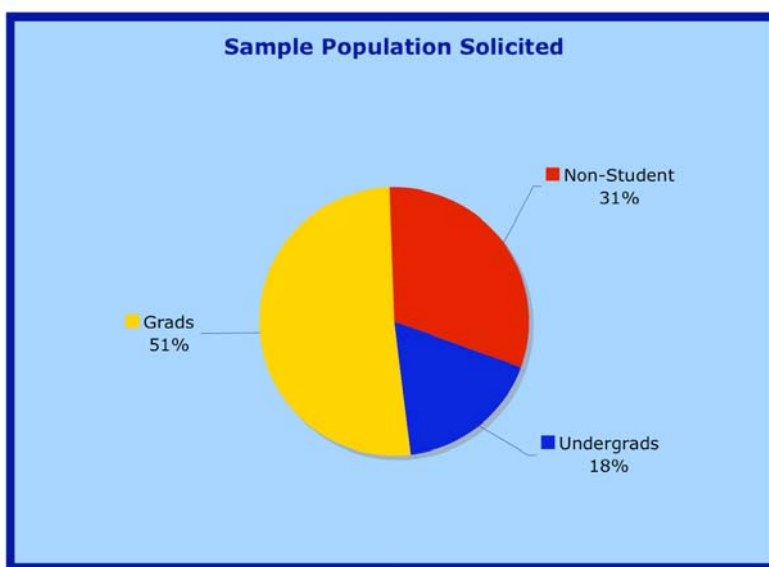

Figure 1

Each team member conducted a search for existing questions and scales that would allow us to assess the functionality, ease of use, and overall satisfaction of iTunes. We then met to draft our initial questions and went through an iterative process of revising the questions, scales, and ordering until we had an initial question set prepared.

The initial set of questions we developed (see Appendix 3) was used to generate the initial survey using SurveyMonkey[1]. Once the initial survey tool was prepared, it was tested on two individuals not involved in the creation or design of the survey. These individuals were asked to take the survey and then asked to answer a few questions and provide comments about the survey. The feedback they provided led to a final revision of not only some of the questions, but also the answer choices and scales in use. The final survey can be seen in Appendix 1.

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[1] http://www.surveymonkey.com/

We chose to deliver the survey on-line over the web via SurveyMonkey. In order to make people aware of the survey emailed Group 1 and a portion of Group 2 encompassing 549 people. For the remaining 75 people in Group 2, which was comprised of undergraduate student staff of Campus Computing Sites, a link to the survey was posted in their Conferencing On the Web (COW)[2] by one of their supervisors.

The survey was made available for the week of February 7 through February 13, 2005 in order to allow enough time for analysis and report generation. During that time we received a total of 98 responses.

We are unsure what portion of the sample population are either past or current users of the iTunes application. So while the survey was exposed to as many as 624 people, we are uncertain as to the number of people to which it actually applied.

Survey Results

We received a total of 98 responses (or 15.7% of those exposed to the survey). A total of four surveys were discarded since the respondents only answered the first two questions, which did not provide enough meaningful information to be analyzed. There were five surveys that the respondent did not finish, and ten surveys where the respondent did not answer one to three of the questions. These surveys were included in the analysis since the exclusion of these responses does not impact the overall usefulness of their survey data. As such all subsequent analysis is based on a total of 94 survey responses (or 15.1% of those exposed to the survey).

In terms of response rate for the given sample population solicited, graduate students provided the best response rate. The response rate for each population is shown in Table 1.

	# of surveys sent	# of responses	Response Rate
Non-Student	194	18	9.3%
Undergraduate	112	12	10.7%
Graduate	318	59	18.6%
Total	**624**	**94**	**15.1%**

Table 1: Population Response Rate

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[2] Sites' student staff are required to read COW during their shifts, and all students have at least 1 shift per week.

About the respondents

Gender

Responses to the survey were evenly split along gender lines, with 7% of respondents either not responding to the question or not identifying their gender. A complete breakdown of respondent genders is shown in Figure 2.
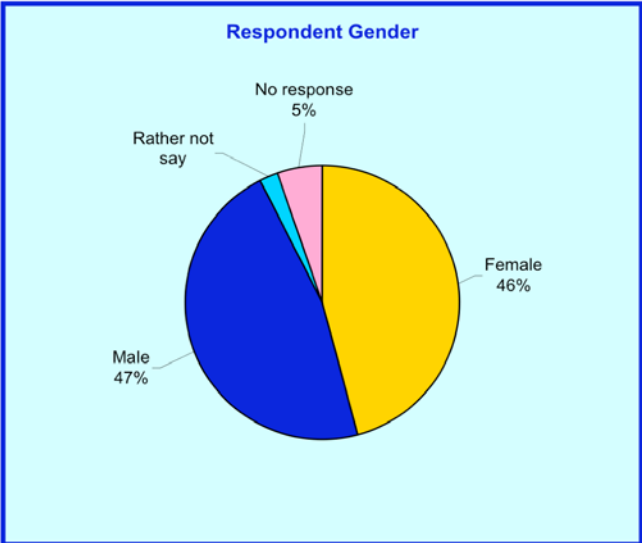

Figure 2

Age

The majority of respondents (79%) were between 22-35 years of age with a nearly even split of respondents younger than 22 or older than 35. A complete breakdown of respondent ages is shown in Figure 3.
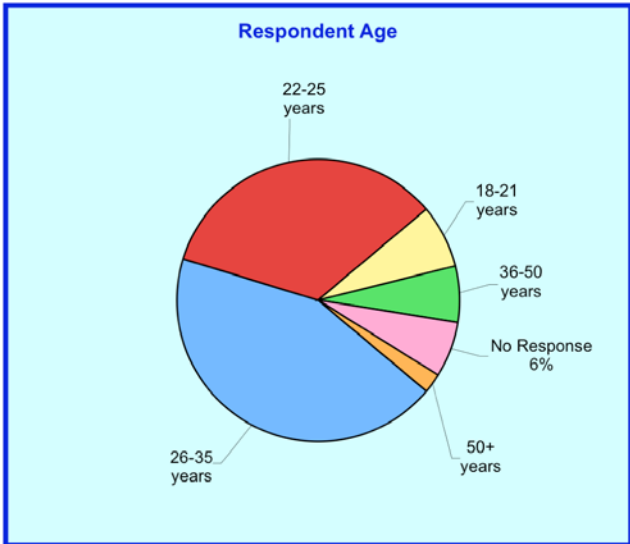
Figure 3

Student Status

We received nearly twice as many responses from graduate students as we did from undergraduates and non-students combined. A complete breakdown of respondents by current school status is shown in Figure 4.

Respondent's Student Status

Non-student 19%
Undergrad 13%
No Response
Grad 63%
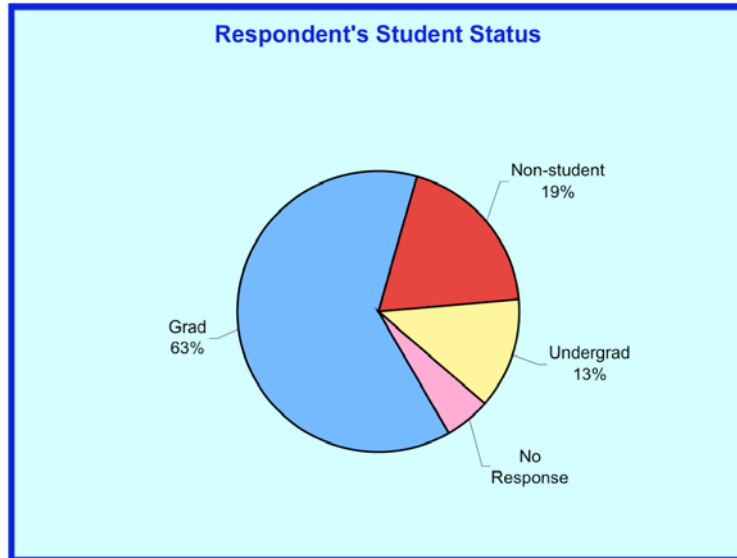
Figure 4

Comfort level using computer applications

93% of respondents rated their level of comfort using computer applications as comfortable or very comfortable, with a single respondent providing a rating of uncomfortable or very uncomfortable. A complete breakdown of respondent's comfort level in using computer applications is shown in Figure 5.

Respondent's Level of Comfort Using Computer Applications

Comfortable 26%
Very comfortable 67%
No Response 6%
Very uncomfortable 1%
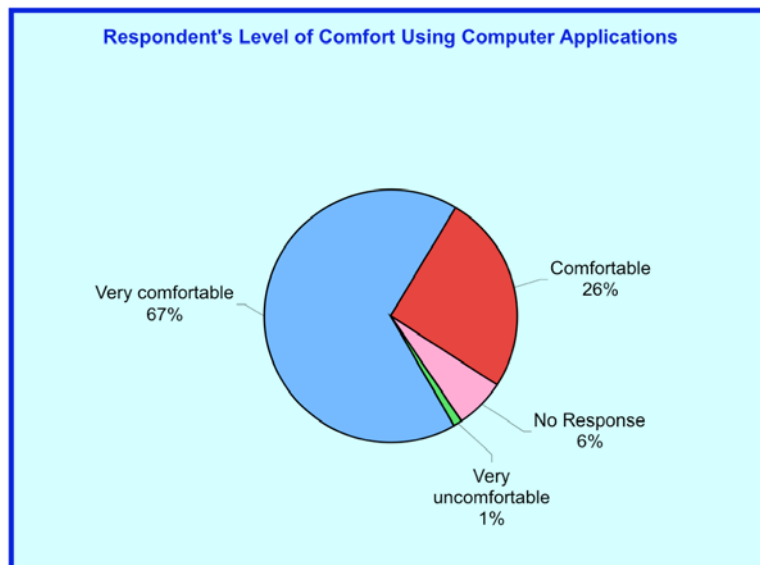
Figure 5

About iTunes usage

How big are respondents' iTunes music libraries?

54.3% of respondents have an iTunes music library of greater than one thousand songs, with 86.3% of these 1000+ song folks having fewer than 10,000 songs. A complete breakdown of respondents' library size is shown in Figure 6.
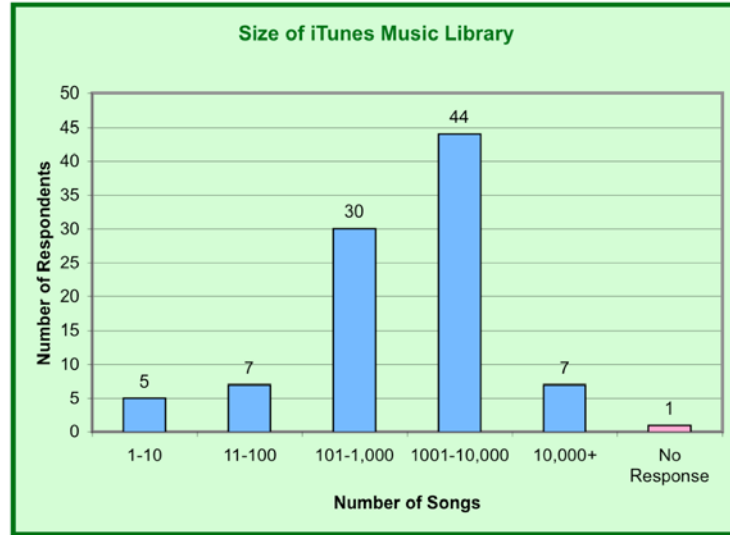
Figure 6

How long have respondents been using iTunes?

iTunes has been available for just over four years, having been released in January 2001. Of our respondents, 44.7% have been using it less than one year; 28.7% have been using it between one and two years; and 26.6% have been using it over two years. A complete breakdown of the length of time respondents have been using iTunes is shown in Figure 7.

Figure 7

About iTunes

How frequently do respondents use and how easy to use are selected iTunes features?

Table 2 shows the average of the ratings provided by respondents on their frequency of use and how easy to use to use they found various iTunes features. For frequency of use, a rating of 1 represents a 'never use' response and 5 represents a 'use every time I use iTunes' response. For ease of use, a rating of 1 indicates 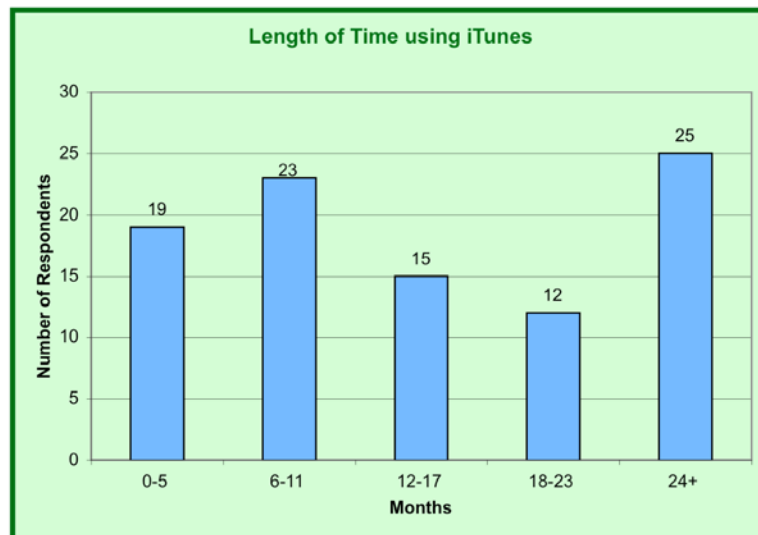'very hard to use' and a rating of 5 indicates 'very easy to use'. As is evident from Table 2, a higher frequency of use rating does not necessarily predict an equally high ease of use rating for that feature. Printing jewel case inserts or song/album lists is an excellent example of a feature that is used relatively infrequently (1.29), but is still rated 'easy to use' (4.00).

	Frequency of Use Average Rating	Ease of Use Average Rating
Importing music from CD	2.98	4.51
Change the quality or encoding for importing CDs	1.86	3.52
Making Playlists	2.88	4.46
Making Smart Playlists	2.12	3.87
Burning audio CDs	2.52	4.27
Burning MP3 or Data CDs	1.96	3.91
Printing jewel case insert or song/album lists	1.29	4.00
Syncing with iPod or other MP3 player	2.53	4.44
Accessing the iTunes Music Store	2.71	4.55
Listening to music	4.41	4.78
Listening to music using Party Shuffle	2.34	4.56
Sharing your music with other iTunes users	2.21	4.10
Organizing music	3.13	4.07
Searching for music in your library	3.31	4.34
Browsing music in your library	3.62	4.33

Table 2: Frequency and ease of use ratings

The features, which respondents identified as being most frequently used, are shown in Table 3. All of these most frequently used features are involved in the actual playing of music and manipulation of songs within iTunes–none of them relate to importing or burning music. Of the 15 features rated by respondents, these four were the only ones with an average frequency of at least half the time (3). Thus, users appear to use iTunes most often for actually listening to their music. In addition, respondents also rated these features at least 'easy to use'.

	Frequency of Use Average Rating	Ease of Use Average Rating
Listening to music	4.41	4.78
Browsing music in your library	3.62	4.33
Searching for music in your library	3.31	4.34
Organizing music	3.13	4.07

Table 3: Most Frequently Used Features

It is very interesting to compare the features rated most frequently used with those rated easiest to use. Table 4 illustrates the six features that were all rated 4.4 or above according to ease of use (where 4 was considered 'Easy to Use' and 5 was considered 'Very Easy to Use'). With the lone exception of listening to music, the features that respondents rated easiest to use were not those that respondents actually claimed to use the most (see Table 3). Listening to music appears to be both the easiest and most frequently used feature.

	Frequency of Use Average Rating	Ease of Use Average Rating
Listening to music	4.41	4.78
Listening to music using Party Shuffle	2.34	4.56
Accessing the iTunes Music Store	2.71	4.55
Importing music from CD	2.98	4.51
Making Playlists	2.88	4.46
Syncing with iPod or other MP3 player	2.53	4.44

Table 4: Easiest Features to Use

Table 5 highlights the least frequently used iTunes features. While all the features shown were rated with an average frequency of use somewhere between 'Half the Time' and 'Rarely', none were considered 'Hard to Use'. In fact, three of the six listed were considered 'Easy to Use' (an ease of use rating of 3) or better. Many of these less frequently used features represent more advanced iTunes functionality, such as making smart playlists rather than simple playlists or changing the quality or encoding when importing music from CD.

	Frequency of Use Average Rating	Ease of Use Average Rating
Printing jewel case insert or song/album lists	1.29	4.00
Change the quality or encoding for importing CDs	1.86	3.52
Burning MP3 or Data CDs	1.96	3.91
Making Smart Playlists	2.12	3.87
Sharing your music with other iTunes users	2.21	4.10
Listening to music using Party Shuffle	2.34	4.56

Table 5: Least Frequently Used Features

Table 6 highlights the features respondents rated most difficult to use. None of the average ease of use ratings actually expressed a negative opinion about a feature, so the 'most difficult' ones shown in Table 6 were at worst rated between 'No Opinion' and 'Easy to Use.' It is interesting to note that those features with the lowest ease of use ratings are also features that respondents claimed to use less frequently (see Table 5). However, since features that were rated easiest to use showed only slightly higher average use rates, it may not be possible to infer that ease of use actually affects frequency of use.

	Frequency of Use Average Rating	Ease of Use Average Rating
Change the quality or encoding for importing CDs	1.86	3.52
Making Smart Playlists	2.12	3.87
Burning MP3 or Data CDs	1.96	3.91
Printing jewel case insert or song/album lists	1.29	4.00

Table 6: Most Difficult to Use Features

Unknown Features

There were three iTunes features for which over 10% of respondents indicated that they were not previously aware that the feature existed (see Table 7). These features were printing jewel case inserts or song/album lists, changing the quality of encoding for importing CDs, and making smart playlists. Each of these three features can also be found in the list of those rated most difficult to use and the list of those least commonly used by respondents who knew about them. Since tools such as printing case inserts or changing encoding format for CDs represent the more complex functionality available in iTunes, this result may indicate that the majority of respondents focus their use on iTunes' basic features. However, it could also indicate that its

simple interface does not sufficiently alert users to the existence of the more advanced tools that are available.

Feature/Function	Number of Respondents Unaware of its Existence
Printing jewel case insert or song/album lists	19
Change the quality or encoding for importing CDs	14
Making Smart Playlists	11
Sharing your music with other iTunes users	8
Syncing with iPod or other MP3 player	4
Burning MP3 or Data CDs	3
Listening to music using Party Shuffle	3
Making Playlists	2
Burning audio CDs	2
Accessing the iTunes Music Store	2

Table 7: Unknown Features in iTunes

What is respondents' overall satisfaction with iTunes?

Of those responding, 95% said they were either satisfied or very satisfied with iTunes.

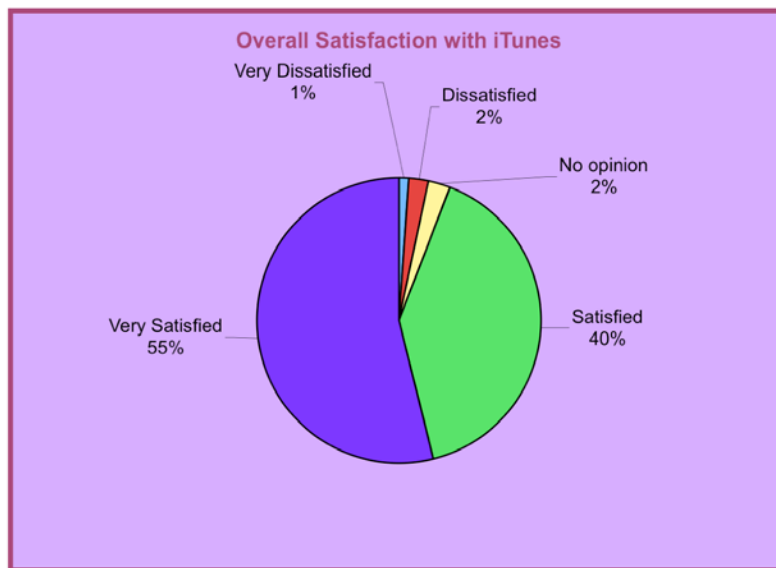**Figure 8**

What respondents told us about iTunes

The responses to the open-ended questions were varied. We coded the responses into ten categories that represented the most common responses given. A number of responses were unique and therefore an appropriate category was not found. As such these were categorized as 'Other'. Some responses were double coded. For example, responses mentioning playlist features were coded as both organizing and listening to music while responses mentioning access to other music sources were coded as both acquiring and listening to music. The results of this coding are presented in Table 8.

	FEATURES		
Coded as	**Most Liked**	**Least Liked**	**Missing**
Acquiring music	21	6	4
Can't think of anything	0	6	14
Creating CDs	12	0	2
Ease of Use	8	0	0
Editing music	0	0	4
Finding music	17	0	0
Listening to music	42	12	5
Organizing music	40	5	9
Other	47	55	29
User Interface	0	6	0

Table 8: Open-ended Response Coding

Overall users like the way they can organize their music. One respondent said it was, "Pretty easy to sort and organize your library." More people liked this feature than disliked it. Another common theme to note is with the encoding of music files. iTunes does not allow users to convert music downloaded from the iTunes Music store directly into MP3 format, which in turn makes it challenging for users to play this music on another player without first burning it to CD and re-importing it as an MP3.

A number of users desired functionality for iTunes to play other music formats and download into other formats in order to be more compatible with other applications on the market. Other than this encoding issue, the iTunes Music Stores appears to be a big hit. People like the low cost large selection of music offered. Respondents said, "I can preview 30 seconds of a song before I buy it, great when I'm not sure which version I want", "I like that I can buy a song at a time, I can pay as I go and I don't have to have a monthly subscription!", "I like how easy it is to download a song from the music store."

Another point to note is that while many people liked smart playlists, they also offered ways to make them better by their responses. People want more freedom with their party shuffles. For instance one respondent said, "have the party shuffle be tempo-specific if desired." They want to add other organizational categories with which to create their smart playlists, rather than the ones provided by iTunes. A couple comments from the respondents include, "better organize library

w/hierarchical play lists" and "I would like to be able to create hierarchical playlists and more complex smart playlists."

What did respondents say they most liked about iTunes?

The most frequent answer was "Organizes Music." A lot of people liked the way that iTunes organized their music above anything else that iTunes does. Other popular answers were "the music store", "creating playlists", "syncing with iPod", "burning CDs", and "searching." All of these were mentioned more than ten times each.

What did respondents say they least liked about iTunes?

The most frequent answer was that "syncing with iPod can be confusing." This response is interesting due to the fact that syncing with the iPod was noted as one of the easiest to use features of iTunes. Other frequent responses for this question were "awkward display", "encoding and playing other music formats is confusing", "Party shuffle not randomized well", and "hard to manage music." Again, this last response seems to contradict earlier feedback that organizing music was the most liked feature, and here also the least liked.

What did respondents say was missing from iTunes?

The most frequent response was "I can't think of anything." We can infer that most users like iTunes the way it is and cannot think of features to add. Some other responses are "mix/edit music", "create playlist hierarchies", and "play other music formats." One interesting item to note is that there were a number of features mentioned that already exist in iTunes, which could point to a usability or findability problem with these features. For instance the following features desired by these respondents are already a part of iTunes:

- "I would like iTunes to be able to check/get all music that you've ever purchased"
- "I want a 'stop' feature instead of pause"
- "I would like to be able to move songs around so that when I create an audio CD they play in the order I like."

Impact of library size and length of iTunes usage

Overall satisfaction appears to increase as both the size of the users music library and the length of time they've used iTunes increases. The average ratings for frequency of use and ease of use also increase with the size of the music library, but this trend is not repeated for increasing length of time using iTunes. The findings are detailed in Table 9.

	AVERAGE RATING		
	Frequency of Use	Ease of Use	Satisfaction
Size of library			
1-10	1.35	3.56	3.25
11-100	2.45	4.20	3.71
101-1,000	2.65	4.22	4.39
1,001-10,000	2.91	4.35	4.60
10,000+	2.60	4.43	4.67
Length of time used			
0-5 months	2.33	3.94	3.81
6-11 months	2.57	4.05	4.18
12-17 months	2.83	4.49	4.54
18-23 months	2.96	4.30	4.73
24+ months	2.85	4.57	4.76
Overall Ratings	**2.69**	**4.29**	**4.40**

Table 9: Impact of Library Size & Length of Use

Summary

Our sample population focused on student iTunes users between the ages of 22 and 35. 93% of the population considered themselves comfortable or very comfortable with computer applications in general. Just over half of the respondents had music libraries with more than 1000 songs, while 7 of the 94 respondents were extremely heavy users with more than 10,000 songs in their music libraries. The population represented a variety of length of experience with iTunes, with a range fairly evenly spread from 0-6 months all the way to 24+ months.

Overall, users appear to be satisfied with iTunes. The lower usage of some features indicates that iTunes users may not be aware of the full functionality of the application - this may point to a usability or findability problem. In addition, these more complex features are also rated least easy to use, although none were actually rated difficult to use on average. Overall, the ease of use of individual features did not seem to have a strong correlation with the frequency of their actual use. It appears that as people who use iTunes increase the number of songs in their music library, they continue to grow incrementally more satisfied with the product, rather than less. There is little consensus among users as to which feature is least well liked, while iTunes' major features: organizing music, buying music, syncing with the iPod, and burning CDs seem to be very popular. No single area in the product stands out as having particular usability problems.

Appendices

Supporting information for the survey tool and data collected can be found in the following appendices.

Appendix 1: Survey Tool (Final Version)

iTunes User Satisfaction Survey

We are evaluating the iTunes music application for a class project for SI 622.

We appreciate your taking this short survey. While you do not need to actively purchase music from the iTunes music store to complete this survey, you should either use or have used the iTunes application.

This survey is geared to assess user satisfaction with the iTunes application and should take less than 10 minutes to complete. All responses will be confidential. If you have questions regarding this survey, please email si622cde@ctools.umich.edu.

Thanks in advance for your input and your valuable time.

About iTunes...

Approximately how many songs do you have in your iTunes music library?

1-10	11-100	101-1,000	1,001-10,000	10,000+

How long have you been using iTunes?

0-5 months	6-11 months	12-17 months	18-23 months	24+ months

About iTunes... (feature use frequency)

How often do you use the following functions or features when you use iTunes?

	I didn't know iTunes did that	Never	Rarely	Half the time	More often than not	Every time
Importing music from CD						
Change the quality or encoding for importing CDs						
Making Playlists						
Making Smart Playlists						
Burning audio CDs						
Burning MP3 or Data CDs						
Printing jewel case insert or song/album lists						
Syncing with iPod or other MP3 player						
Accessing the iTunes Music Store						
Listening to music						
Listening to music using Party Shuffle						
Sharing your music with other iTunes users						
Organizing music						
Searching for music in your library						
Browsing music in your library						

About iTunes... (feature ease of use)

How easy to use are the following functions or features of iTunes?

	I don't use this	Very Hard to use	Hard to use	No Opinion	Easy to use	Very Easy to use
Importing music from CD						
Change the quality or encoding for importing CDs						
Making Playlists						
Making Smart Playlists						
Burning audio CDs						
Burning MP3 or Data CDs						
Printing jewel case insert or song/album lists						
Syncing with iPod or other MP3 player						
Accessing the iTunes Music Store						
Listening to music						
Listening to music using Party Shuffle						
Sharing your music with other iTunes users						
Organizing music						
Searching for music in your library						
Browsing music in your library						

About iTunes... (feature feedback)

What features of iTunes do you like best?

What features of iTunes do you like least?

What else would you like to be able to do with iTunes?

Overall, how satisfied are you with iTunes?

1 - Very Dissatisfied	2 – Dissatisfied	3 – No opinion	4 – Satisfied	5 - Very Satisfied

About You... (demographics)

What is your gender?

Male	Female	Rather Not Say

What is your age?

18-21 years	22-25 years	26-35 years	36-50 years	50+ years	Rather Not Say

What is your level of comfort using computer applications in general?

1 - Very uncomfortable	2 - Uncomfortable	3 - No opinion	4 - Comfortable	5 - Very comfortable

What is your current year in school?

Not currently a student	Undergraduate	Graduate

Appendix 2: Survey Data

The following list is the key to the column headers of the attached raw data file. Open-ended responses (Q5, Q6, & Q7) are presented in their entirety following the raw data.

(ID)   Survey Identifier
(Q1)   Approximately how many songs do you have in your iTunes music library?
(Q2)   How long have you been using iTunes?
(Q3)   How often do you use the following functions or features when you use iTunes?
        (F1)   Importing music from CD
        (F2)   Change the quality or encoding for importing CDs
        (F3)   Making Playlists
        (F4)   Making Smart Playlists
        (F5)   Burning audio CDs
        (F6)   Burning MP3 or Data CDs
        (F7)   Printing jewel case insert or song/album lists
        (F8)   Syncing with iPod or other MP3 player
        (F9)   Accessing the iTunes Music Store
        (F10)   Listening to music
        (F11)   Listening to music using Party Shuffle
        (F12)   Sharing your music with other iTunes users
        (F13)   Organizing music
        (F14)   Searching for music in your library
        (F15)   Browsing music in your library
(Q4)   How easy to use are the following functions or features of iTunes?
        (F1)   Importing music from CD
        (F2)   Change the quality or encoding for importing CDs
        (F3)   Making Playlists
        (F4)   Making Smart Playlists
        (F5)   Burning audio CDs
        (F6)   Burning MP3 or Data CDs
        (F7)   Printing jewel case insert or song/album lists
        (F8)   Syncing with iPod or other MP3 player
        (F9)   Accessing the iTunes Music Store
        (F10)   Listening to music
        (F11)   Listening to music using Party Shuffle
        (F12)   Sharing your music with other iTunes users
        (F13)   Organizing music
        (F14)   Searching for music in your library
        (F15)   Browsing music in your library
(Q5)   What features of iTunes do you like best?
(Q6)   What features of iTunes do you like least?
(Q7)   What else would you like to be able to do with iTunes?
(Q8)   Overall how satisfied are you with iTunes?
(Q9)   What is your gender?
(Q10)   What is your age?
(Q11)   What is your level of comfort using computer applications in general?
(Q12)   Which best describes you?

Appendix 3: Survey Tool (Initial Draft)

iTunes User Satisfaction Survey

About iTunes... (user assessment)

Approximately how many songs do you have in your iTunes music library?
  1-10
  1-100
  11-100
  101-1,000
  101-500
  501-1,000
  1,001-10,000
  10,000+

How long have you been using iTunes?
  0-6 months
  7-12 months
  13-18 months
  19-24 months
  25+ months

How often do you use the following functions or features when you use iTunes?

	I didn't know iTunes did that	Never	Rarely	Sometimes	More often than not	Every time I use iTunes
Ripping CDs						
Change the quality or encoding for ripping CDs						
Making Playlists						
Making Smart Playlists						
Burning audio CDs						
Burning MP3 or Data CDs						
Printing CD jackets						
Syncing with iPod or other MP3 player						
Accessing the iTunes Music Store						
Listening to music						
Listening to music using Party Shuffle						
Sharing music						
Organizing music						
Searching for music in your library						
Browsing music in your library						

How satisfied are you with the following functions/features of iTunes?

How well do the following features/functions of iTunes meet your needs?

	1-Very Unsatisfied	2-Unsatisfied	3-Neutral	4-Satisfied	5-Very Satisfied
Ripping CDs					
Change the quality or encoding for ripping CDs					
Making Playlists					
Making Smart Playlists					
Burning audio CDs					
Burning MP3 or Data CDs					
Printing CD jackets					
Syncing with iPod or other MP3 player					
Accessing the iTunes Music Store					
Listening to music					
Listening to music using Party Shuffle					
Sharing music					
Organizing music					
Searching for music in your library					
Browsing music in your library					

What do you like best about iTunes?
What features of iTunes do you like best?

What do you like least about iTunes?
What features of iTunes do you like least?

What feature or functionality is missing from iTunes?
What would you like to be able to do with iTunes, but can't presently?

Overall, how satisfied are you with iTunes?
> 1-Very Unsatisfied
> 2-Unsatisfied
> 3-Neutral
> 4-Satisfied
> 5-Very Unsatisfied

What is your gender?
      Male
      Female
      Rather Not Say

What is your age?
      18-21 years
      22-25 years
      26-35 years
      36-50 years
      50+ years
      Rather Not Say

What is your level of comfort using computer applications in general?
      1-Very uncomfortable
      2-Uncomfortable
      3-Neutral
      4-Comfortable
      5-Very comfortable

Are you currently a college student?
      Yes
      No