

## Introduction:

Hello, we are graduate students from the University of Michigan. We are designing an app for content creators to have an integrated platform to manage their data, interact and learn. We would really like your input.

## Questions:

1. How long have you been creating content and which industry are you part of?
  - a. How many followers do you have right now ?
2. Which social media platform are you most active on?
  - a. Are you actively creating content on one social media platform or do you just stick to one?
  - b. How many times per day do you need to switch between different platforms as a content creator? Which platform features would you like to have merged?
3. Do you have an agent managing your content, collaborations, revenue and data?
  - a. If not, which platform do you use to self-manage your content?
  - b. If yes, how much do you spend on a service that takes care of that for you?
4. How do you analyze the success or failure of your content based on user engagement?
  - a. What are the things you do in the days after uploading your video?
  - b. If you have the habit of analyzing background data, what are the benefits and shortcomings of your existing data analysis platform?
  - c. How can backend data analysis help you improve the quality of your work?
5. In addition to your usual field content, do you ever think about broadening your target audience?
  - a. If yes, what is your current strategy to engage with users who are not a part of your target audience?
6. What do you think of setting up a professional profile for your past work?
  - a. If we set up the profile, Would you like recommendations for collaborations and sponsors based on the data we generate?
7. Please sort the following six aspects in descending order of importance :
  - a. Professional profile.
  - b. Interaction between content creators.
  - c. Collaborate.
  - d. Learning Modules.
  - e. Traffic Analysis.
  - f. Touchpoint for third parties (Sponsors, PR and Marketing Agencies)
  - g. Other aspects you think is important: \_\_\_\_\_
8. Is there anything else you'd like to share? Either something I haven't asked or that you'd like to expand upon.