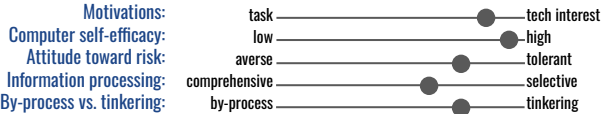# Journey that led Abi to leaving a 3-star review on Spotify

Age: 28
Pronouns: She/Her

Background: Abi is a software developer and enjoys listening to music.

Insight: Abi has tried multiple music platforms, she prefers apps that are seamless and offer customizable options and reliable service. She gets frustrated with frequent crashes or glitches.

Experience Factors

Motivations:	task ———————●—	tech interest
Computer self-efficacy:	low ———————————●	high
Attitude toward risk:	averse ————————●——	tolerant
Information processing:	comprehensive ————●———————	selective
By-process vs. tinkering:	by-process ———————●—	tinkering

Legend

— Baseline satisfaction
— Abi's satisfaction
■ Satisfaction above baseline
■ Satisfaction below baseline

Phases

Discovery & Initial Use | **Regular Usage** | **Long Term Engagement or Departure**

Actions

- Downloads and installs the app.
- Encounters ads and runs out of skips.
- Ads persist, and runs out of skips again.
- Purchases premium but faces song selection issues.
- Experiences app crashes and login issues.
- Issues persist, cancels premium.

Reactions

- Creates personal playlists
- Feels frustrated by interruptions.
- Considers upgrading to premium.
- Disappointed with the premium experience.
- Feels frustrated and helpless.
- Leaves a final review expressing dissatisfaction.

Thoughts / Experience

"To tell you the truth guys I preferred Spotify Stations it's easier to customize playlists based on the individual artists."

"A great resource for music and podcasts, BUT constantly deciding to randomly stop or start, podcasts are a pain to stream - need to have a new episodes feed that works. I'm paying for this! You need a widget that works, and to fix all the issues with Android auto."

"I really like Spotify, I don't have problem with ads but shuffle and only 6 skips per hour is sooooo annoying! I neither want to pay for Spotify premium nor switch to another app, and this makes Spotify really hard to use."

"Great way to find and listen to all types of music and get introduced to new artists. But the fact that I can't listen to the song I want to without buying the premium service is extremely annoying."

"The app start to crash very often, at this point it doesn't start anymore."

"I'm having the same issues as some of the last reviews, Spotify keeps pausing 3-4 times a song. It's very frustrating and I've starting using another service. Hopefully they can get this problem resolved asap."

Opportunities

- Reduce the length and frequency of ads
- Add more song skips when an ad is listened to
- Make a button to listen to an ad to add more skips
- Target the ads so they are more interesting rather than annoying

- Reduce the length and frequency of ads
- Target the ads so they are more interesting rather than annoying
- Improve app stability and performance

- Add exit survey
- Enhance app stability
- Add more flexible Premium price plans
- Add new features users wish to see