Amazon Next Summary

1. Our customers are senior citizens aged 55+, comprising over 19% of Spotify users.

2. We identified their accessibility challenges through research on age-related cognitive impairments, interviews, and usability studies, highlighting difficulties in navigation, memory recall, and interface complexity.

3. The redesigned app enhances usability through a simplified UI, larger buttons, and voice-assisted navigation. Our sequence flow diagram models user interactions, including an interactive tutorial for onboarding, a hum-to-search feature for song recall, and a memory vault for saving frequently played songs.

4. We are redesigning Spotify's interface with an adaptive accessibility mode, allowing users to toggle a simplified view tailored to their needs.

5. This solution directly addresses seniors' usability challenges by providing an intuitive layout, guided assistance, and memory-supporting features, ensuring they can enjoy music effortlessly and independently. By bridging the accessibility gap, we enhance engagement and inclusivity within the platform.