

Team Sigma

● APPROACH OF REDESIGN

JANUARY 2025



Understanding the Need for Accessibility in Music Apps

As Spotify's user base continues to expand, individuals aged 55 and older now account for a significant portion of its audience—over 19% according to 2023 data. However, some users within this demographic may face challenges in navigating complex interfaces or accessing features with ease. This highlights an opportunity to transform Spotify into a more accessible and inclusive platform by addressing these usability barriers.

Why Redesign Spotify for Senior Users?

By addressing usability barriers such as navigation and memory-related challenges, the platform can better accommodate diverse cognitive needs. This initiative aligns with universal design principles, fostering inclusivity while enhancing user satisfaction and engagement across generations.



The Importance of Accessibility



Equal Access and Inclusivity

Accessibility ensures that everyone, including those with disabilities or age-related limitations, can access Spotify's services, promoting inclusivity and preventing discrimination.



Enhanced User Experience

Accessibility features improve usability not only for people with disabilities but for all users, resulting in a more seamless and enjoyable experience for everyone.



Expanding Audience Reach

By meeting accessibility standards, Spotify can attract a larger and more diverse audience, including individuals with visual, auditory, cognitive, or motor impairments. This is particularly relevant as the older demographic grows.



Strengthened Market Position

Prioritizing accessibility can expand Spotify's reach, making it more appealing to older generations, a growing and often underserved audience.

Key Insights from Senior User Interviews



Interviewees

- Participants: 3 senior citizens (ages: 69, 72, 78)
- Background: Retired teacher, engineer, and artist.



Technology Uses

- Technology is used primarily for communication, hobbies, and information gathering.
- Comfort with apps varies:
 - 33% feel confident with familiar apps.
 - 67% experience challenges with new or poorly designed interfaces.



Memory-Related Challenges

- All participants reported difficulty recalling songs, artists, or playlists.
- Strategies for finding songs:
 - Relying on family (33%), online searches (33%), or asking others for help (33%).
 - Most do not utilize app features like playlists or favorites effectively.



Accessibility Preferences

Desired features:

- Voice commands (67%).
- Larger buttons (100%).
- Reminders for most-played or recently searched songs (100%).
- Interest in mood-based or nostalgia-driven playlists (100%).
- High demand for simple navigation tutorials and uncluttered interfaces.

Identify the Core Issues



1

Navigation Challenges/Unclear Layout

Senior users face significant challenges navigating and fully utilizing music apps like Spotify due to memory impairments, unclear layout and non-intuitive interfaces.

2

Memory Impairments

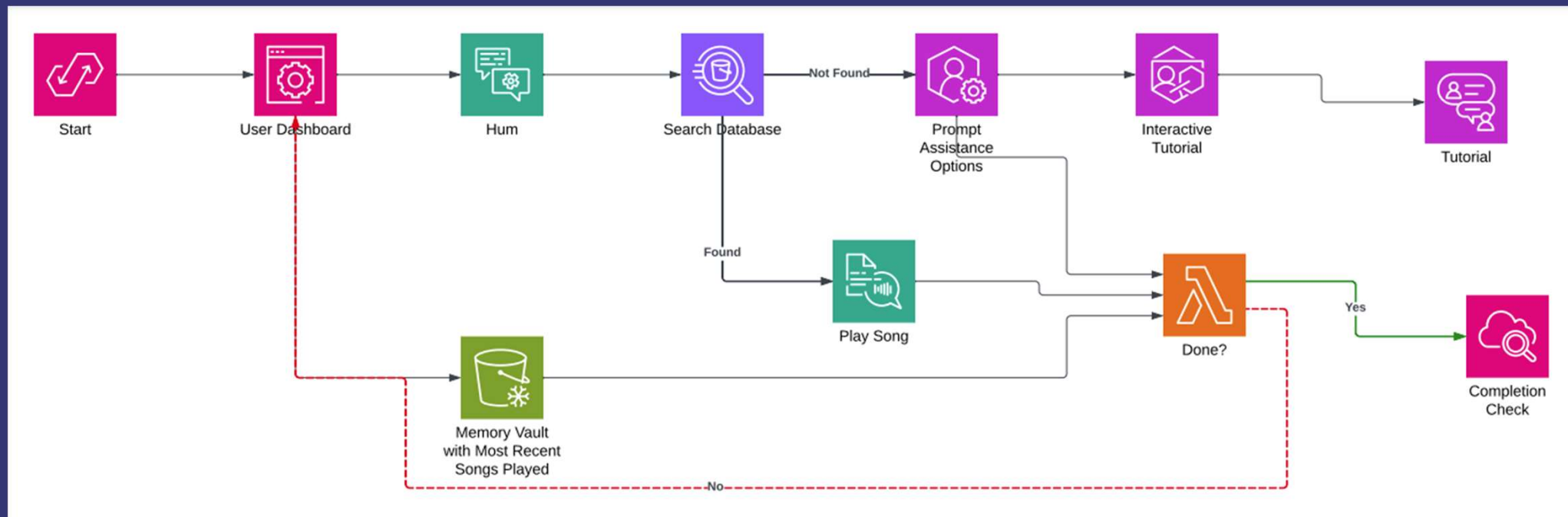
They struggle to recall songs, artists, or playlists and often find app features confusing or lack of accessibility.

3

Limited Accessibility Features/Assistance

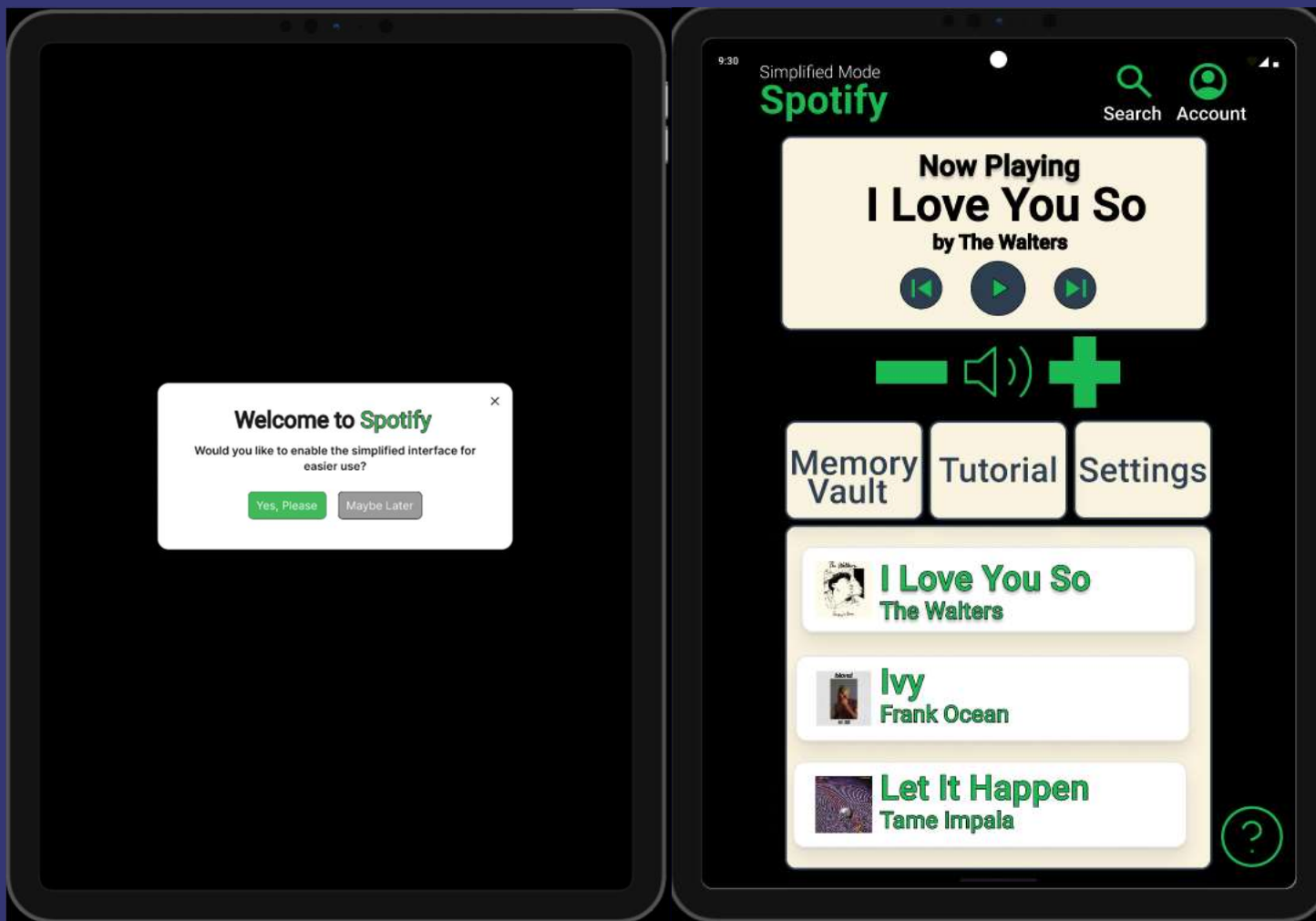
Current technology fails to address their specific needs, such as clear layout, memory aids, and accessible design elements, resulting in frustration and limited engagement with the music platform.

Design for Accessibility



USER FLOW DIAGRAM - FIGJAM

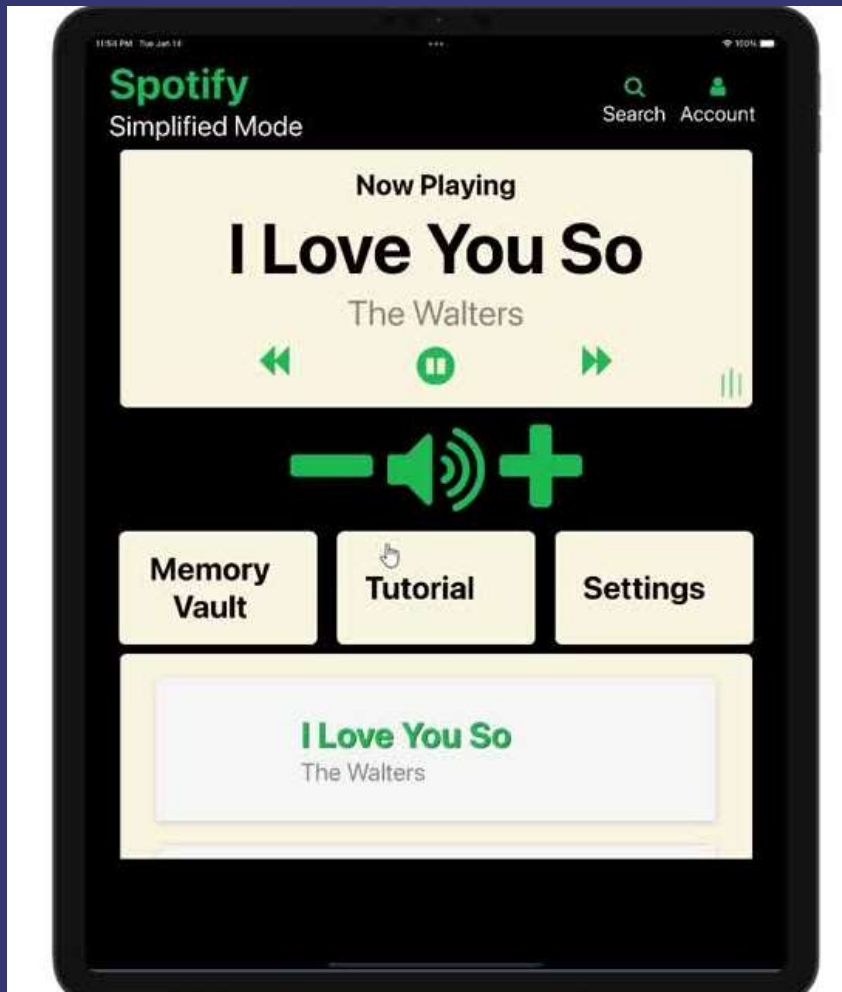
Product of an Inclusive Approach



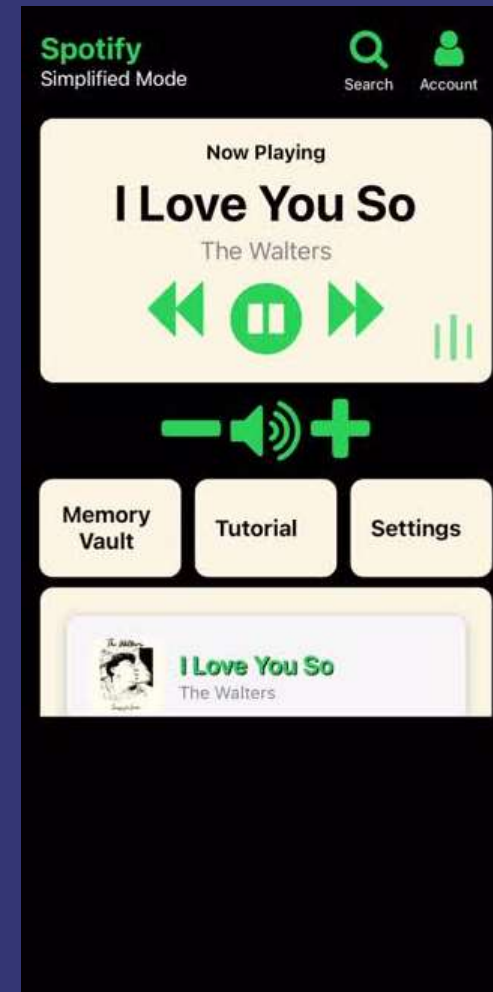
- The redesign follows the similar blueprint of universal remotes, ensuring a simplified, intuitive layout with larger, easy-to-use buttons.
- Raising accessibility improves usability for older audiences, and making navigation effortless.
- A memory vault allows users to easily access favorited and past-listened songs, minimizing the struggle of recalling favorite songs.
- Features like voice commands and hum-to-search help users find songs even if they forget titles.
- By promoting accessibility and ease of use, the redesign raises independence, engagement, and inclusivity in music listening for seniors.

From Idea to Implementation

TABLET UI DEMO



PHONE UI DEMO



Source Code:

GitHub:
https://github.com/Charlesnorris509/Codepath_X_AmazonNext_Design_Challenge/tree/main/Application/spotifyRedesign

Expo Snack:
<https://snack.expo.dev/@victorgoog/spotifyredesign?platform=ios>

React Native mobile app
implementation, tested
with Expo.dev

Thank You