

Listen to Design Of UX On Spotify

Your Library

Playlists

Podcasts

Albums

Artists

Recents



Liked Songs

Playlist • 1 song



V.K

Artist



Hilary Duff

Album • Hilary Duff



Stud

Playlist • Dwitika Diah Pangestuti



Scary Things (Noice Original)

Podcast • NOICE



Matcha Mood



White Sweet Love feat. CLIFF EDGE (instru

byA-Me, Cliff Edge

Verified Artist

Kelly Clarkson

7,100,000 monthly listeners



Follow



Made by Dwitika Diah Pangestuti

Popular

1



Since U Been Gone

Video

780,297,523

3:08

2



Stronger (What Doesn't Kill You)

Video

686,020,174

3:41



0:02

5:02

10 Rules of Good UX

Teacher by Cinthya Mohr,

Sr. UX Manager @ Google



Contents for User Experience (UX)

Familiarity & Intuitiveness

Clarity & Simplicity

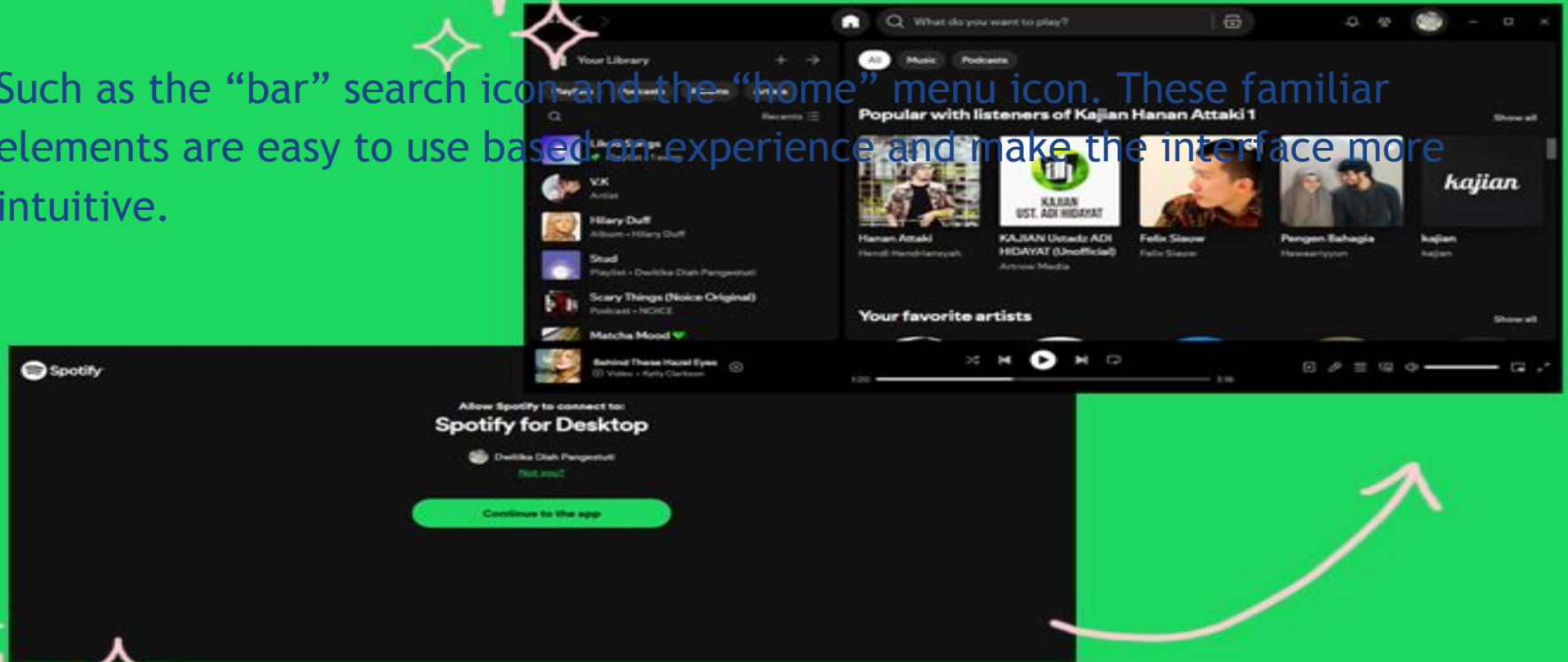
Responsiveness & Feedback

made by



Familiarity & Intuitiveness

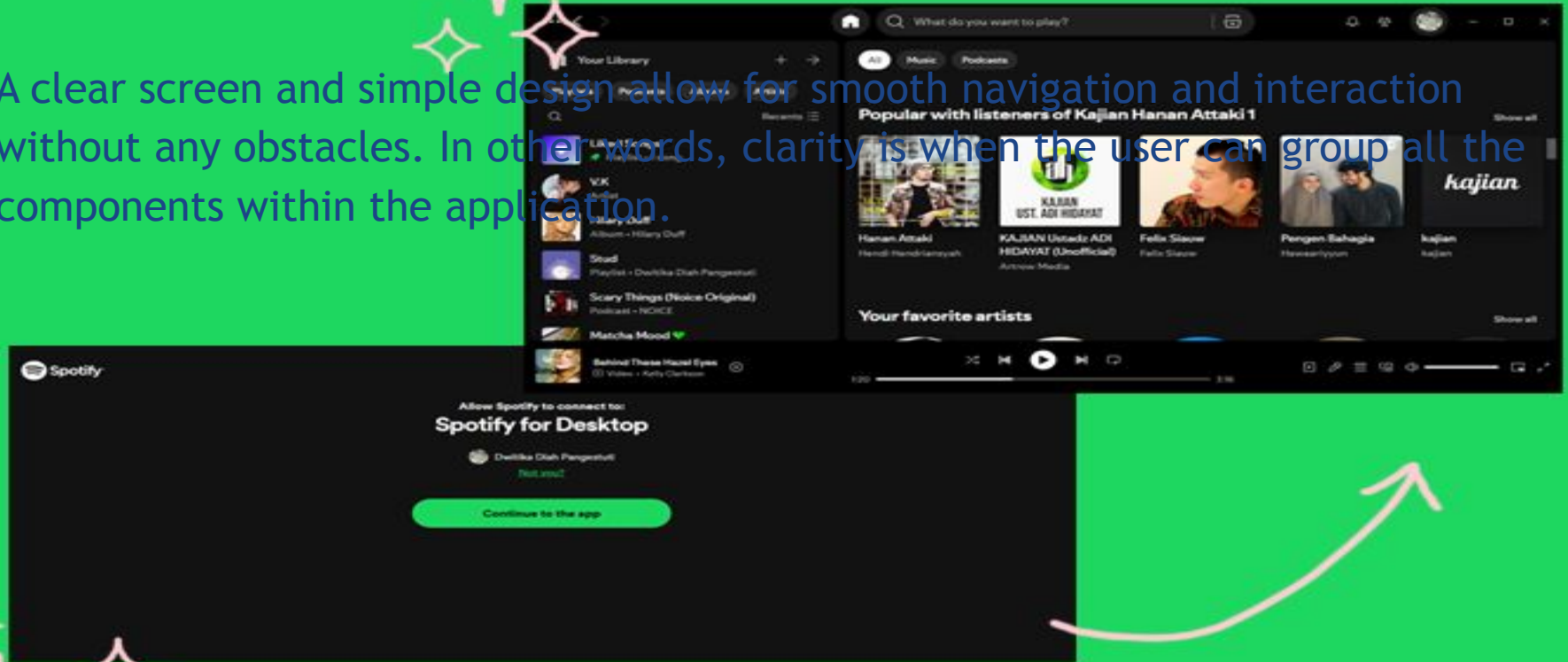
Such as the “bar” search icon and the “home” menu icon. These familiar elements are easy to use based on experience and make the interface more intuitive.



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Clarity & Simplicity

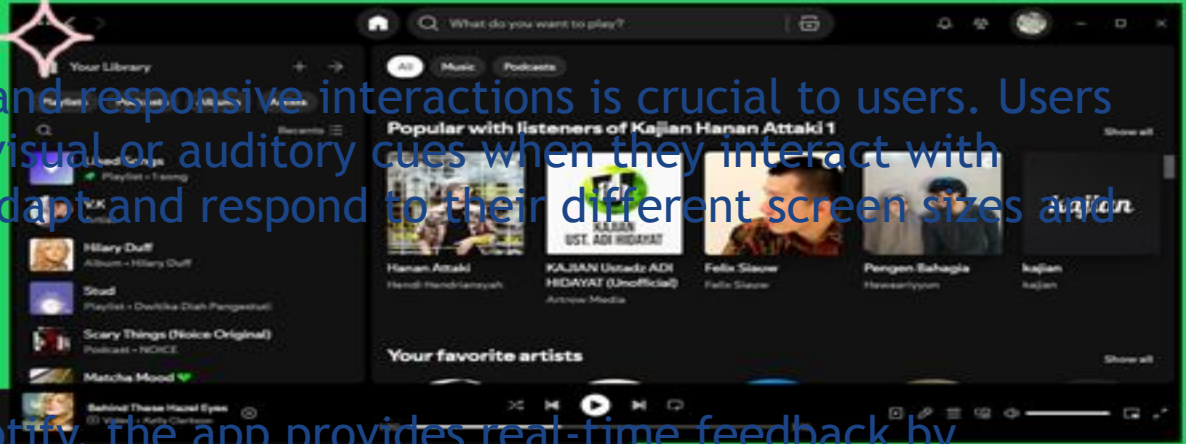
A clear screen and simple design allow for smooth navigation and interaction without any obstacles. In other words, clarity is when the user can group all the components within the application.



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Responsiveness & Feedback

Providing timely feedback and responsive interactions is crucial to users. Users should receive immediate visual or auditory cues when they interact with elements that seamlessly adapt and respond to their different screen sizes and devices.



When playing a song on Spotify, the app provides real-time feedback by displaying song indicators (previous, pause, next) and artist indicators. These visual cues reassure users that their songs are being processed and keep them informed about the music.

Contents for User Experience (UX)

Consistency & Standards

Holistic Brand Voice

Focus on the User

made by



Consistency & Standards

The application's design and behavior should follow established design standards, providing a coherent experience for users.

Spotify uses a consistent icon type and style on every playlist-related menu, such as queue, share, playlist, etc.

The navigation and layout of playlists are consistent across all types of Spotify playlists, whether they are manually created playlists by users or playlists that are automatically made by Spotify.



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Holistic Brand Voice

Spotify's brand voice is reflective of its target market, user satisfaction, users on Spotify (active or passive), and function, which separates it from the competition.

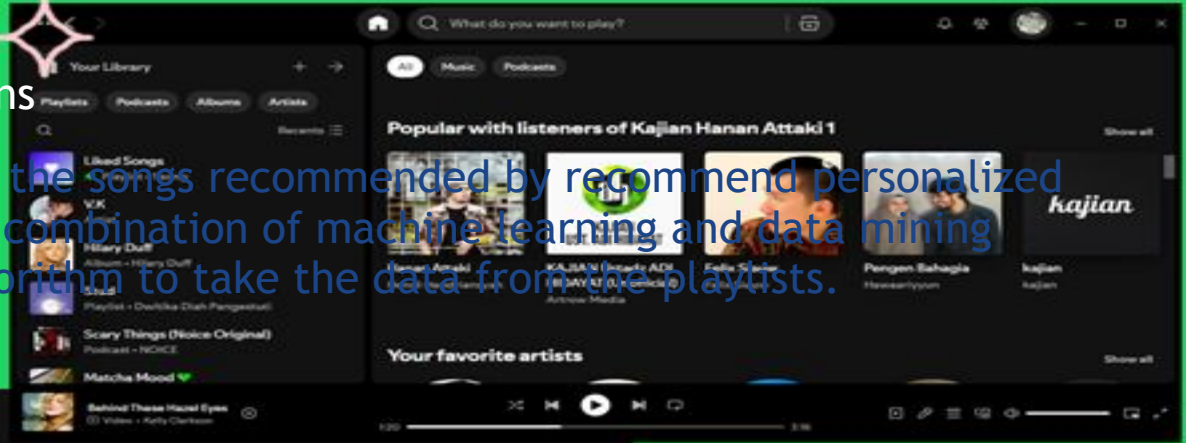


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Focus on the User

Personalized Recommendations

Spotify uses users to listen to the songs recommended by recommend personalized playlists. This is done using a combination of machine learning and data mining techniques by the Spotify Algorithm to take the data from the playlists.



User Research

Spotify conducts user research studies that focus on specific user segments. In one study, participants used the Spotify app to improve their English pronunciation and relax daily activities.

Contents for User Experience (UX)

Collaborate

Test & Iterate

**Have a Clear
Product Strategy**

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Collaborate

You can collaborate with Spotify users by making a playlist collaborative, which allows multiple people to add, delete songs, and rearrange:

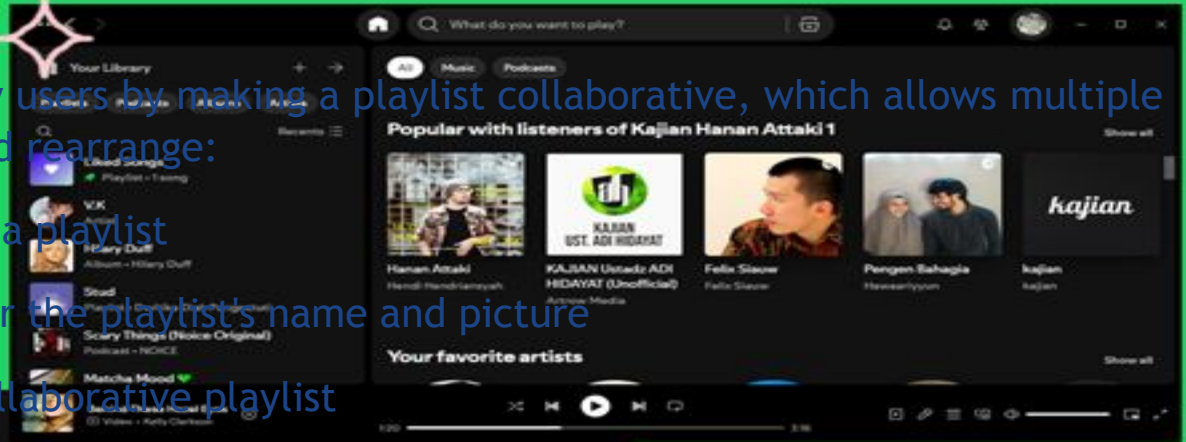
Open Spotify and find or create a playlist

Click or tap the three dots under the playlist's name and picture

Select Make Collaborative or Collaborative playlist

Invite others to collaborate by sharing the playlist via a link, text message, or social media

You can make a collaborative playlist using both the mobile and desktop apps, and you don't need a Premium subscription.

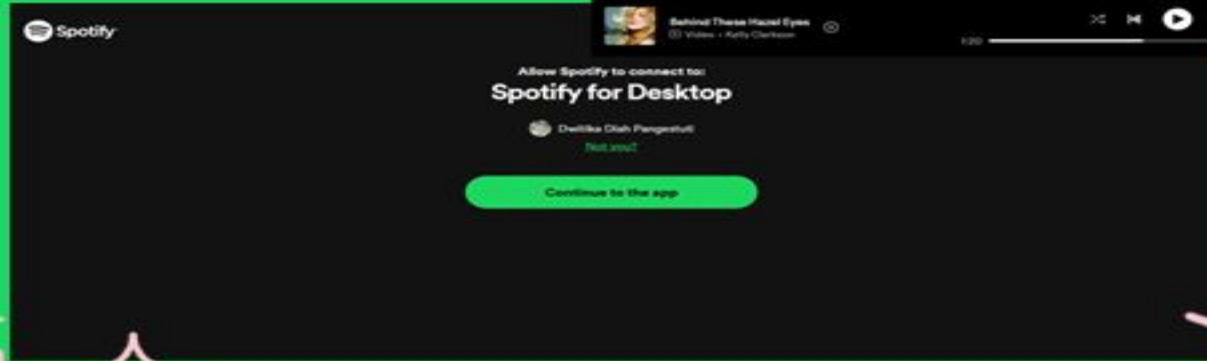
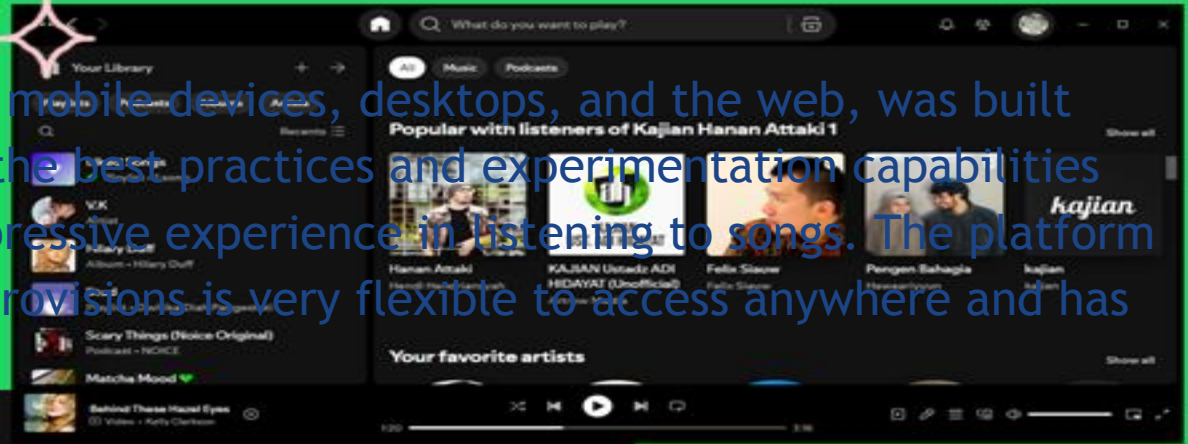


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Test & Iterate

Spotify can be accessed on mobile devices, desktops, and the web, was built with the aim of improving the best practices and experimentation capabilities for all users to have an impressive experience in listening to songs. The platform was created without user provisions is very flexible to access anywhere and has free access.



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Have a Clear Product Strategy

Primary success metrics:

Increase in the number of songs listened to per session.

Increase in the number of playlists shared by users.

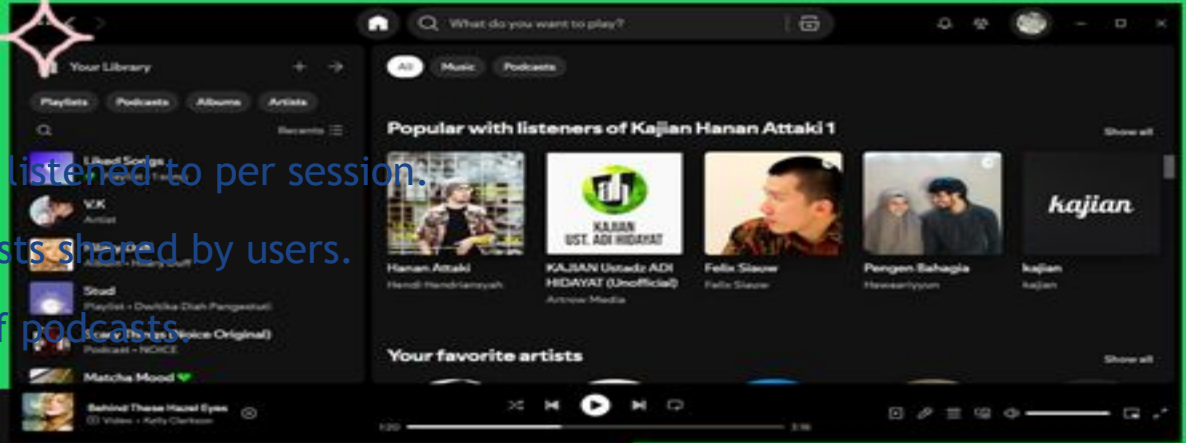
Increase in the average rating of podcasts.

Secondary success metrics:

Increase in the number of users who discover new music through social connections.

Increase in the number of activities completed by voice commands.

Increase in the number of users who listen to a podcast after reading reviews.

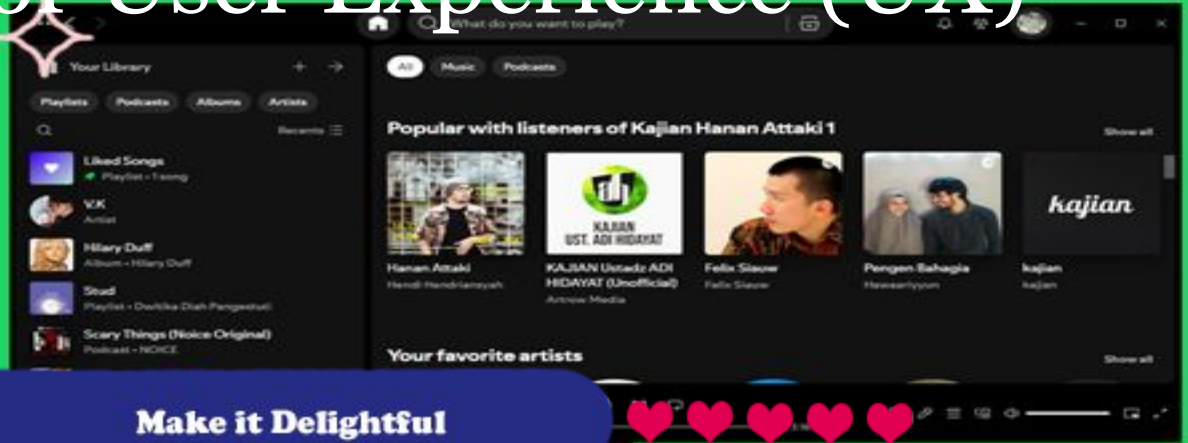


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Contents for User Experience (UX)

V



Make it Delightful



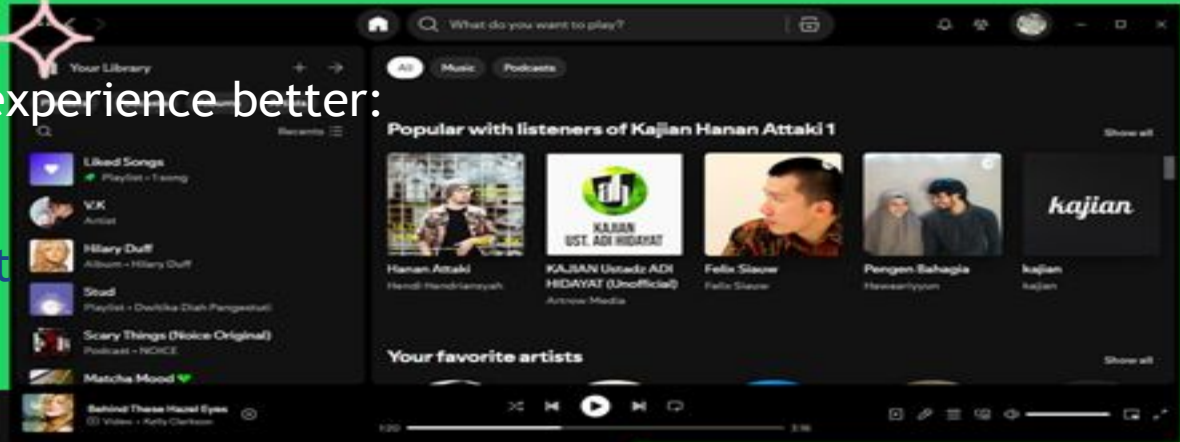
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Make it Delightful

Spotify features make me experience better:

1. Spotify Connect
2. Spotify-curated Playlist
3. Spotify Podcasts
4. Smart Shuffle
5. Change My Playlist Cover Image
6. Create Collaborative Playlists with My Friends
7. Find the Lyrics to My Favourite Songs



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Thank You



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