

Spotify's problem



Music streaming is competitive but it is more competitive when you consider all the other ways people can listen to music.

Opportunity Space

People want to know what is hot before it's hot. Spotify can take advantage of the data it has on songs to create a feature that easily keeps users update on what's popular.

Andrew

32 year old | Mechanic



“It’s hard to keep up with my Cum-bias while living in the US and working all the time.”

Average daily consumption of music: 9 hours

Top genres: Hip-hop, Indie rock, and Cumbias

Listens to music mostly: At work

Finding new music is:

A hassle  Fun

Knowing about music trends is:

A hassle  Fun

Karen

20 year old | Nursing student



“I want music that can pump me up for my workout that’s not old”

Average daily consumption of music: 3 hours

Top genres: Pop, EDM, Hip Hop

Listen to music mostly: At the Gym

Finding new music is:

A hassle  Fun

Knowing about music trends is:

A hassle  Fun

Jeffrey

28 year old | Barista



“I would tell you about my favirite band but you probably never heard of them”

Average daily consumption of music: 6 hours

Top genres: Shoe Gaze Rock, Disco revival,Vaporwave

Listen to music mostly: On the bike ride home

Finding new music is:

A hassle



Fun

Knowing about music trends is:

A hassle

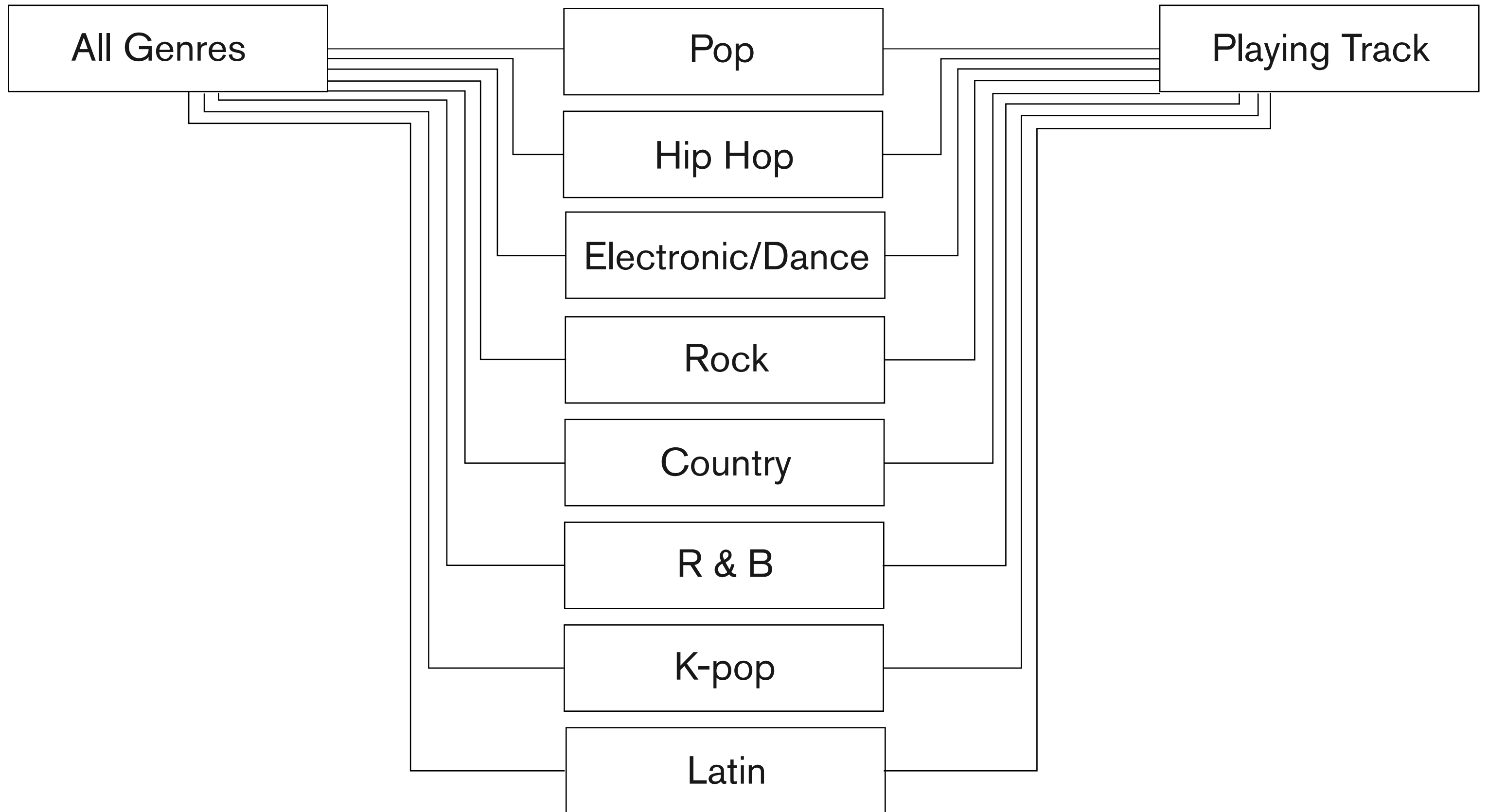


Fun

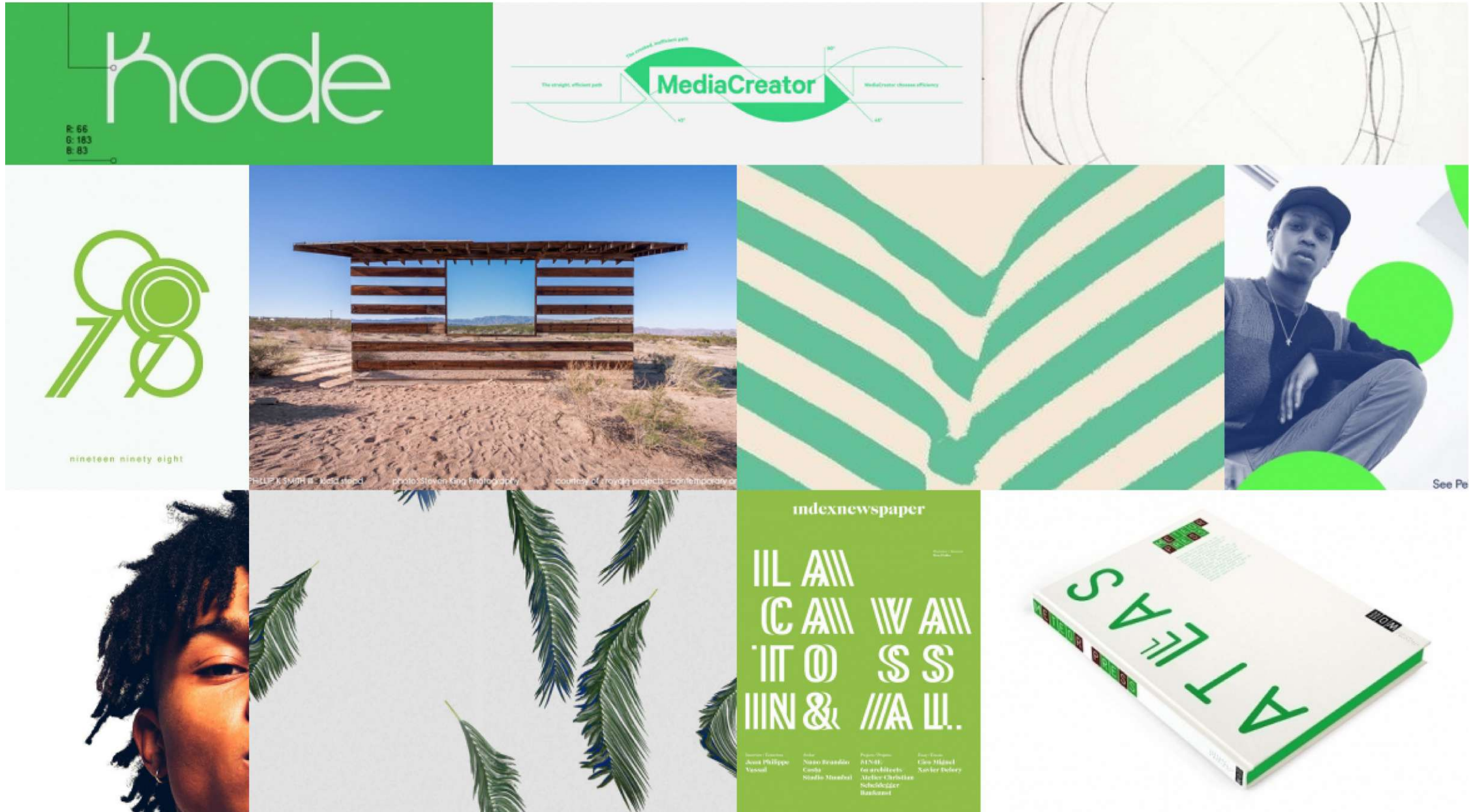


Pop Bubbles

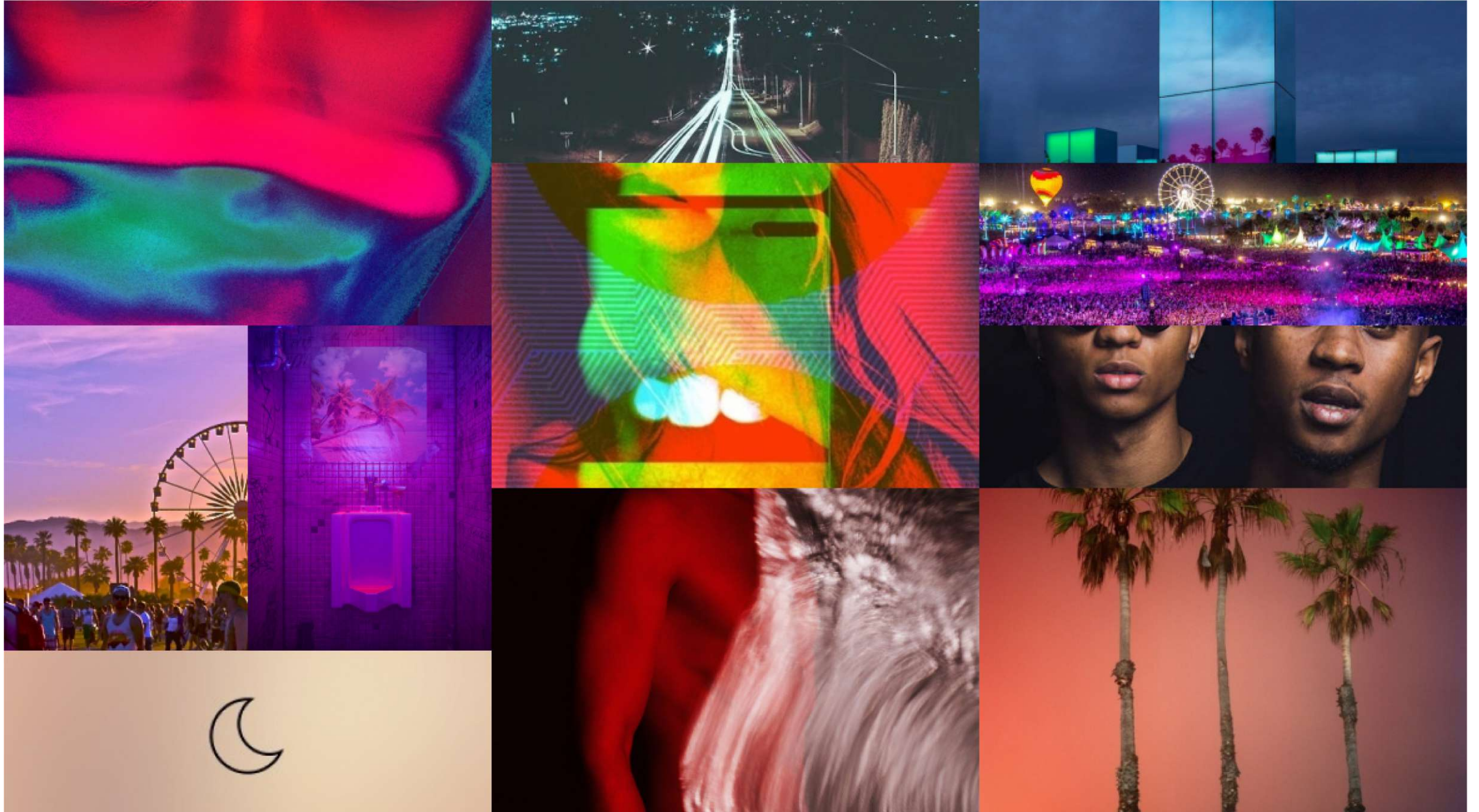
Information Architecture



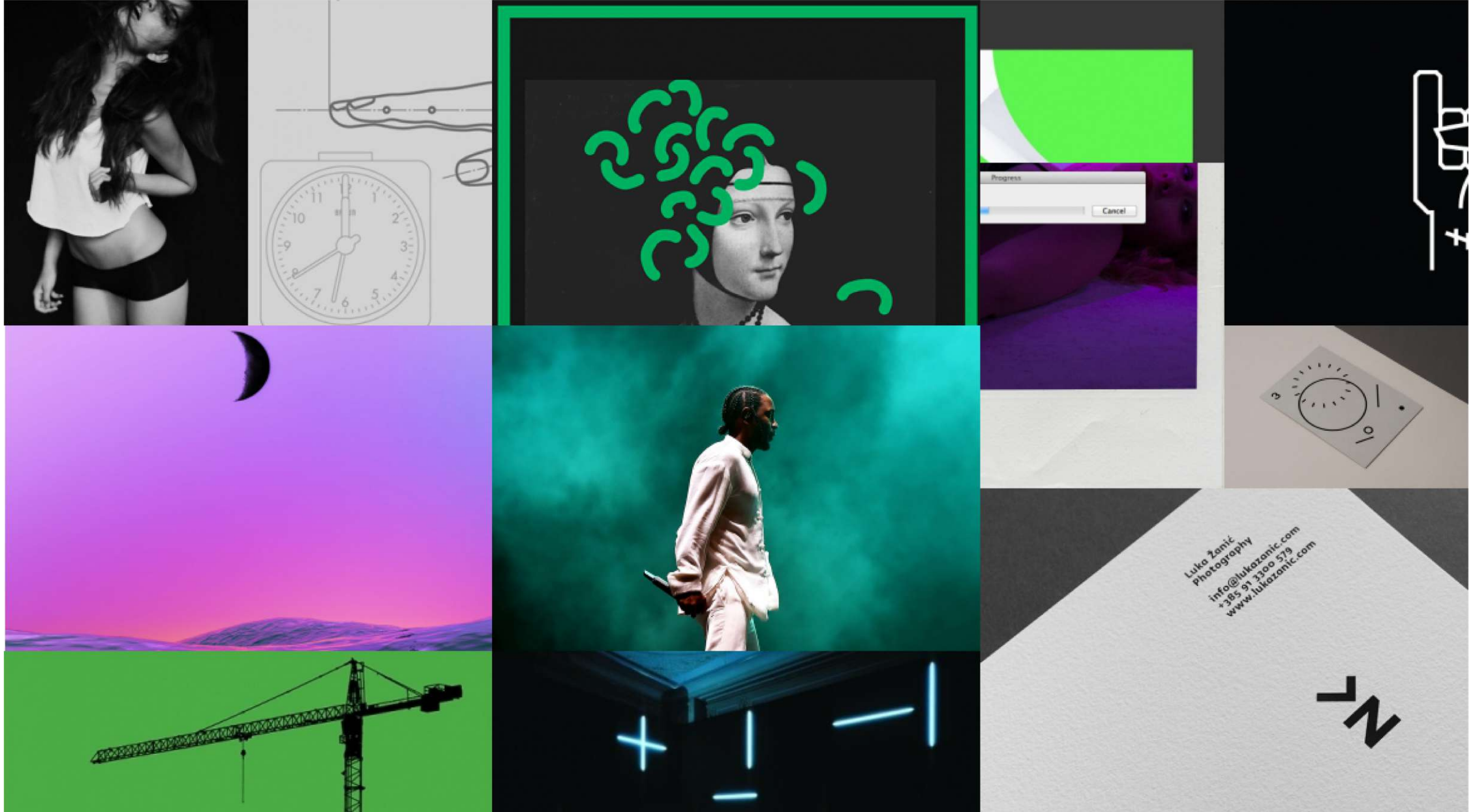
Mood Boards



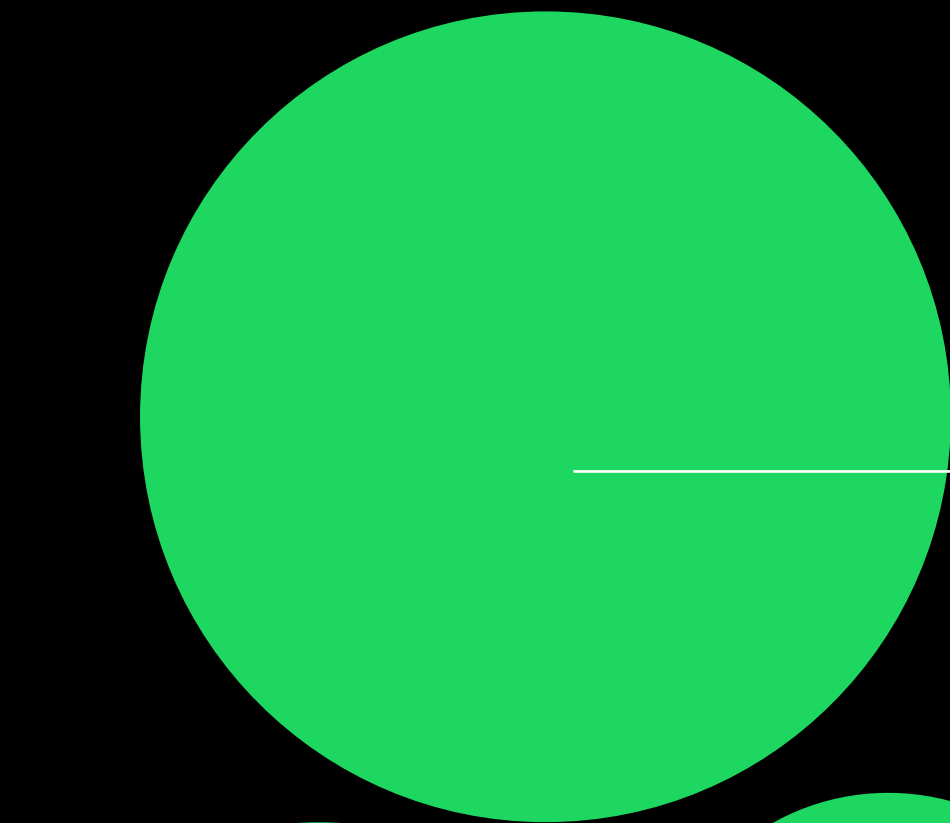
Mood Boards



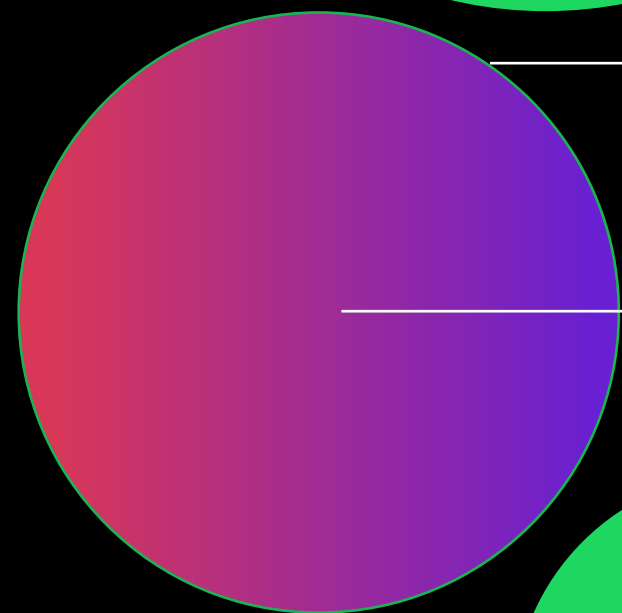
Mood Boards



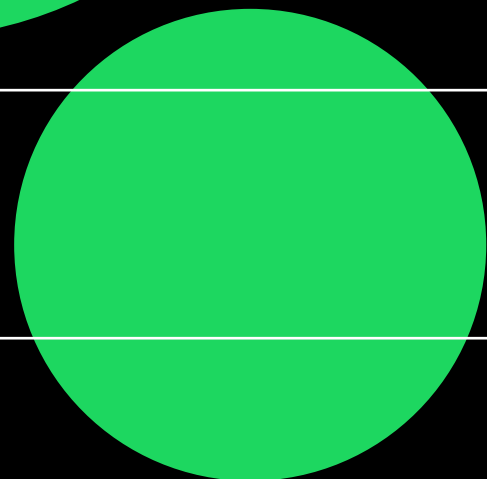
Style Tiles



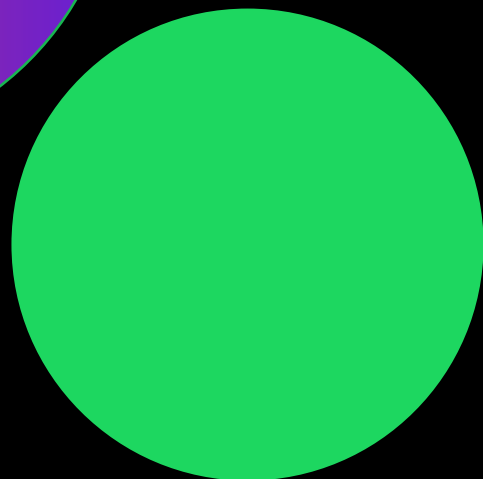
Songs are displayed as bubbles on a page. The Diameter of the bubble is determined by the current popularity of the song



1 pixel solid light blue border



Bubbles' hover state reveal the track name and artist.



Play State



Play state keeps hover state visible but also adds rotating animation in the back to signify to the user it's state of play more clearly.

Style Tiles



Icons appear in black over an opaic grey.



Music player bar has a light green back-ground

Font: Roboto

Color Scheme:

With contrasting color



Relative Color Scheme:



Wireframes

