**SPOTIFY**

**Persona**

1. Music Lovers: People looking for easy access to their favorite tracks and artists.
2. Discoverers: Users who enjoy exploring new music and podcasts.
3. Casual Listeners: Individuals who want hassle-free background music or podcasts while working or relaxing.

**User Experience (UX)**

1. Simple Navigation: Easy-to-use interface for searching and playing music or podcasts.
2. Personalized Playlists: Automatically curated playlists like *Discover Weekly* tailored to user preferences.
3. Offline Mode: Allow premium users to download songs for playback without internet.
4. Cross-Device Support: Seamless transitions between devices, like phones, tablets, and smart speakers.
5. Social Sharing: Enable users to share playlists and songs with friends.

**Key Features**

1. Search and Browse: A fast and intuitive search for music, artists, albums, and podcasts.
2. Custom Playlists: Create and save personal playlists.
3. Recommendations: Suggested songs or podcasts based on listening history.
4. Free and Premium Tiers: Free with ads; premium for ad-free experience, offline mode, and higher-quality audio.

**Success Metrics**

1. Engagement: Daily Active Users (DAU) and Average Listening Time per session.
2. Retention: Day 1, Day 7, and Day 30 retention rates.
3. Monetization: Subscription conversion rate from free to premium users.
4. Satisfaction: User ratings, reviews, and Net Promoter Score (NPS).

**Priorities**

1. Enhance music discovery with smarter recommendations.
2. Improve offline playback performance.
3. Expand content library with exclusive podcasts and regional music.