

Practicing on JIRA

What is the Feature

Increase the number of new customers who sign up for Spotify.

- 1) Research and analyze the competition.
What are other music streaming services doing to gain new customers? What are their strengths and weaknesses?
- 2) Define the target audience
Who are we trying to acquire with this new feature? What are their needs and pain points?
- 3) Develop customer acquisition strategies.
Based on the research and analysis, develop strategies for acquiring new customers. This could include things like offering free trials, creating targeted ads, and partnering with other businesses
- 4) Development of the feature
Writing the code, Unit testing and integration testing, Performance testing
- 5) Design and implement feature
This could involve creating a new landing page, developing a new user onboarding process, or adding new features to the Spotify app
- 6) Test and measure the feature
It is important to test and measure its performance to see if it is effective at acquiring new customers. This may involve tracking metrics such as sign-up rate, conversion rate, and customer retention

Feature Breakdown

| Feature Title | Description | JIRA Ticket |
|---|--|---|
| Research and analyze the competition | Research and analyze the competition to identify their strengths and weaknesses, and to learn from their customer acquisition strategies | https://nayem123.atlassian.net/browse/SF-1 |
| Define the target audience | Identify the people who are most likely to sign up for Spotify and understand their needs and wants | https://nayem123.atlassian.net/browse/SF-2 |
| Develop customer acquisition strategies | Based on the research and analysis, develop strategies for acquiring new customers | https://nayem123.atlassian.net/browse/SF-3 |
| Development of the feature | Writing the code, Unit testing and integration testing, Performance testing | https://nayem123.atlassian.net/browse/SF-4 |
| Design and implement feature | This could involve creating a new landing page, developing a new user onboarding process, or adding new features to the Spotify app | https://nayem123.atlassian.net/browse/SF-5 |
| Test and measure the feature | It is important to test and measure its performance to see if it is effective at acquiring new customers | https://nayem123.atlassian.net/browse/SF-6 |