

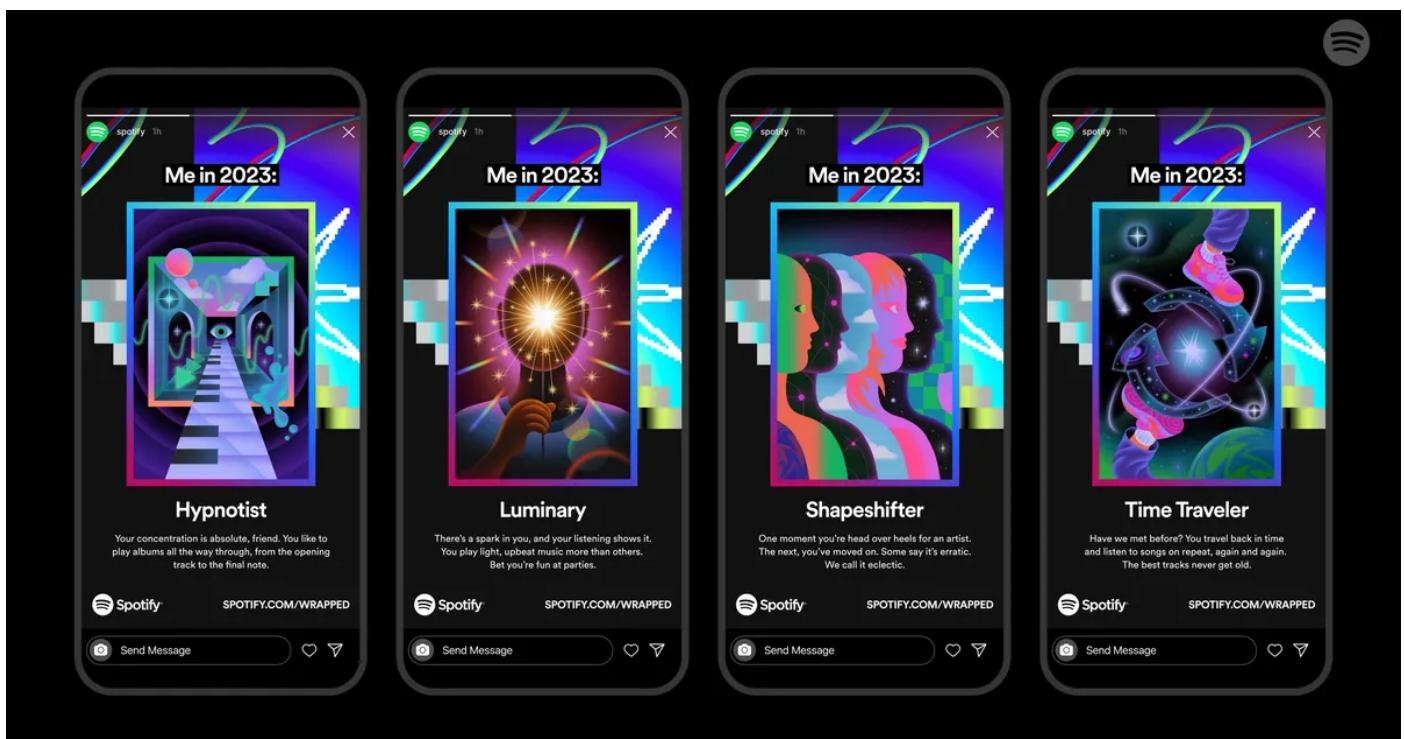
Spotify Wrapped Bonus Principles

BONUS CONTENT



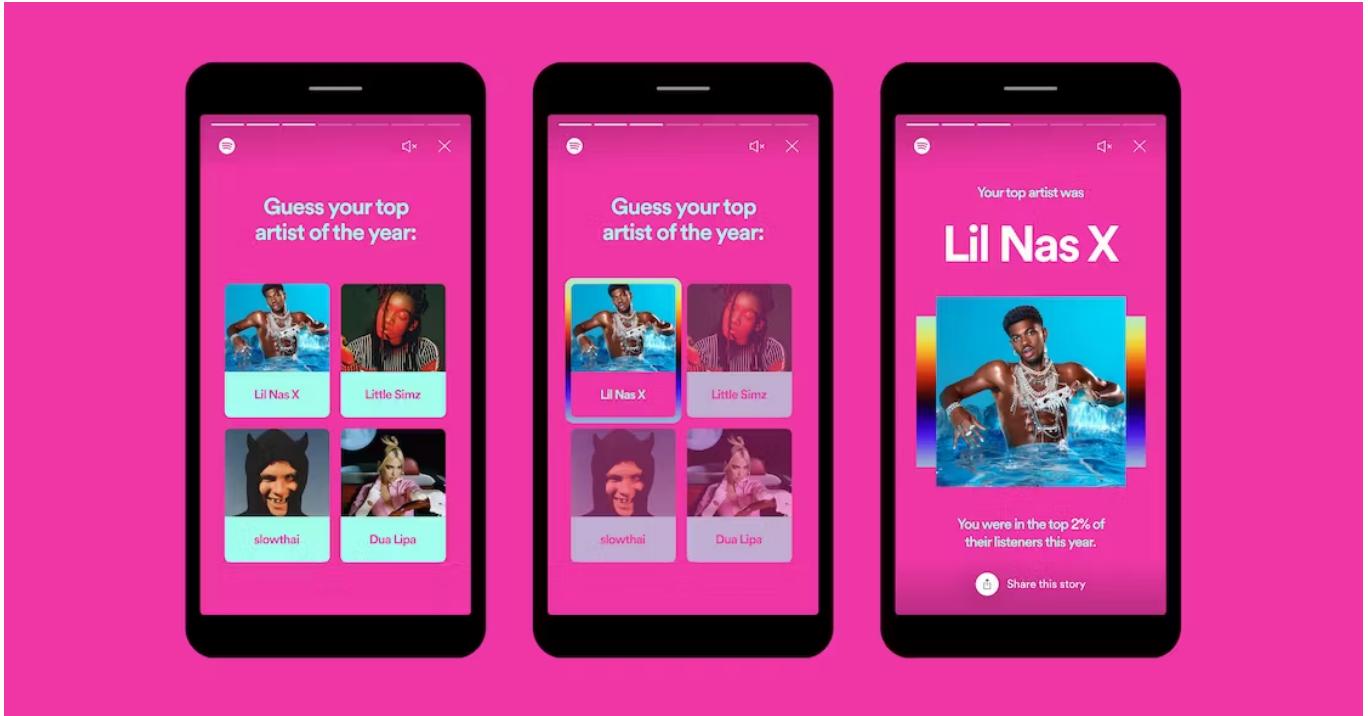
👁️ 4 bonus psychological principles used in Spotify Wrapped

1. Identity Cards: Barnum-Forer Effect



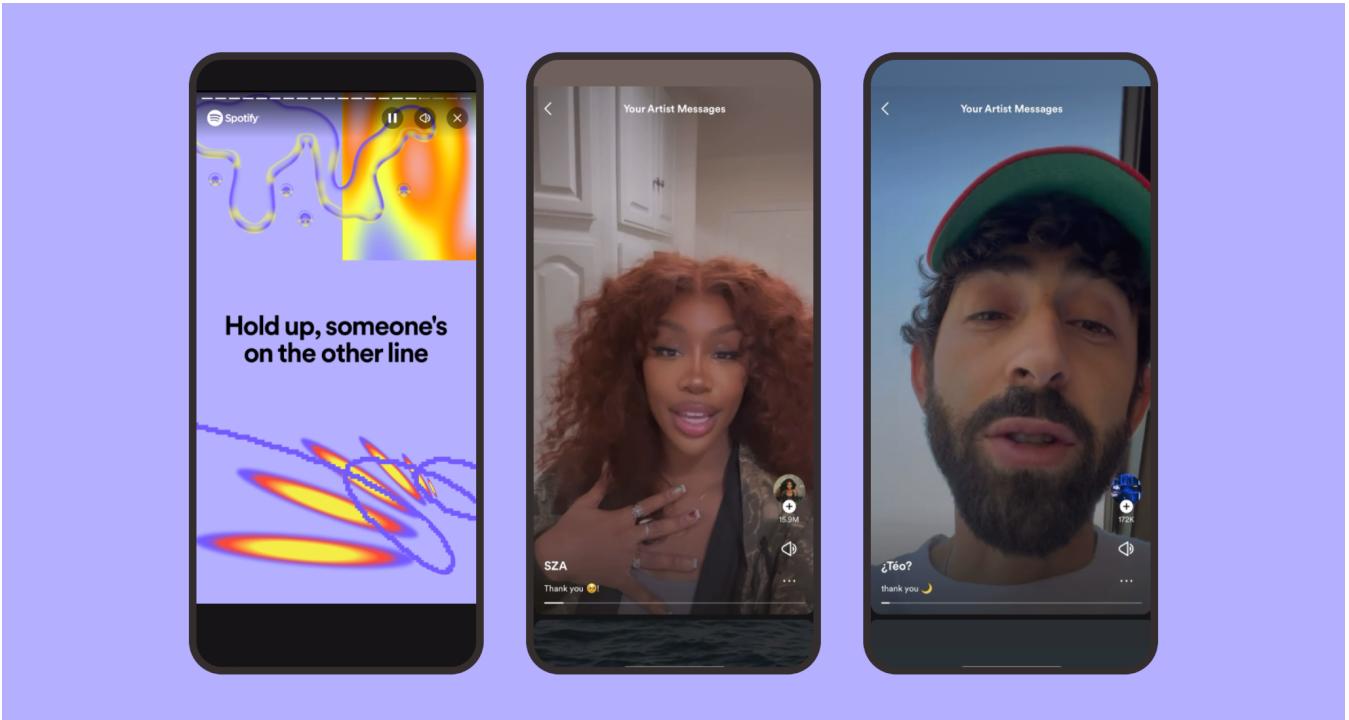
In 2022, Wrapped introduced **identity cards** inspired by personality assessments. They would tell you what kind of music listener you were (e.g. *Time-Traveler*, *The Replayer*, *Vampire*, and *Alchemist*), and were on the **nose about their inspirations** as they included codes that resembled the Myers–Briggs Type Indicator. These types of personality-based identifiers are popular because **people have an innate drive to understand themselves and use identity to differentiate from others**. But the **Barnum-Forer Effect** is hugely at play here, as the identity personas take advantage of the fact that most people believe in **generic personality descriptions** that are **supposedly tailored to them**.

2. Interactive Quizzes: Gamification, Curiosity Gap



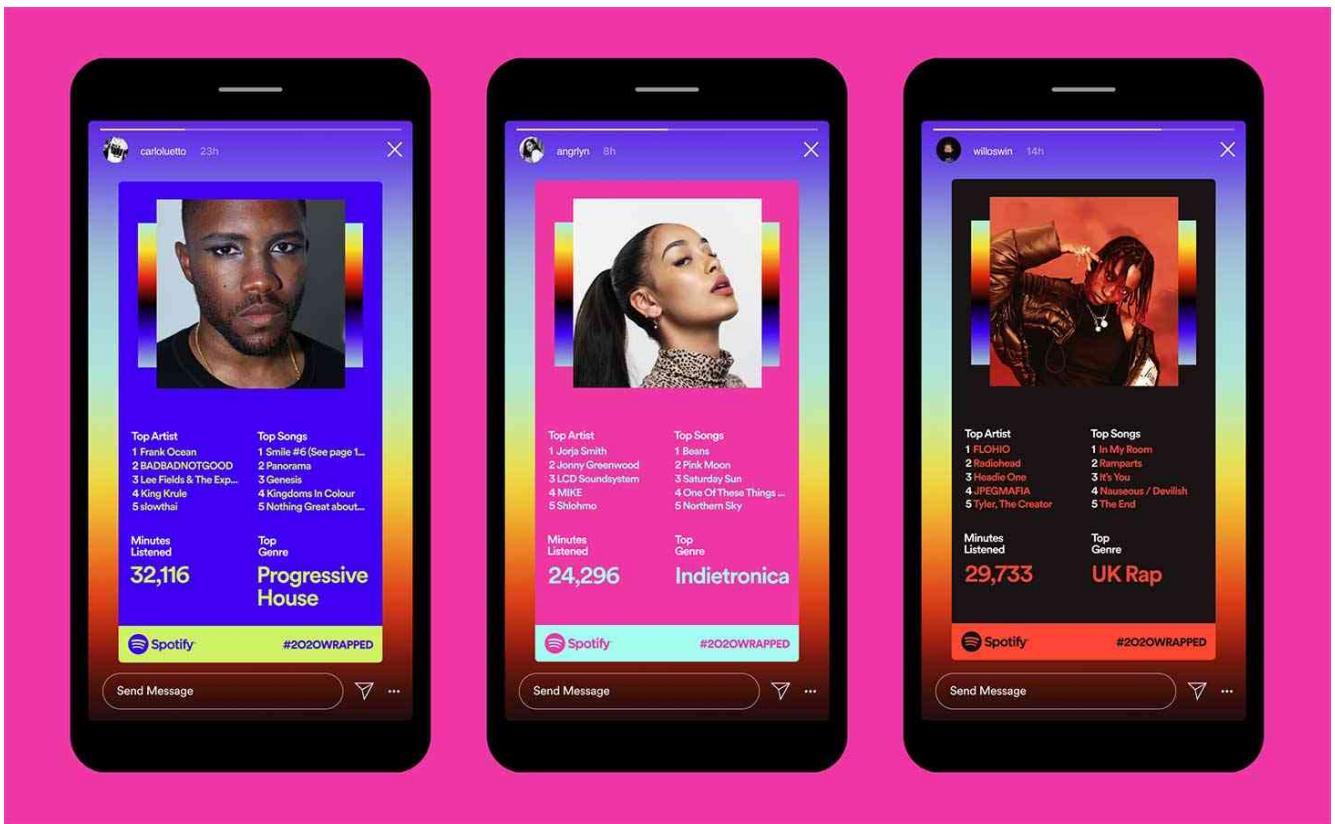
In 2020, Wrapped had a feature that quizzed people into guessing which decade, artists, and genres they most listened to that year. The interactivity helped to **invite people to engage with their Wrapped results** more deeply. It's almost a shame this has been removed from more recent years in favor of a more **passive watch-only experience**, lacking now in the kind of gamification that seeks to close the Curiosity Gap opened by asking the questions that people have about their listening data.

3. Artist Video Messages: Authority Bias, Belonging, Social Proof



Spotify flexed its power in 2023 by giving people what *felt* like a very personal thank-you message, strengthened by the **handheld phone video format of a lot of the videos**, from their top artists. This allowed all the *Swifties* who got a message from Taylor Swift to feel seen and thus united (*Belonging*) in their fandom. Seeing these well-known artists using Spotify Wrapped (*Social Proof*) as a **vehicle to express gratitude cemented Wrapped's position as the mainstream player of yearly music recaps**.

4. Social Media Posts: *Spotlight Effect*

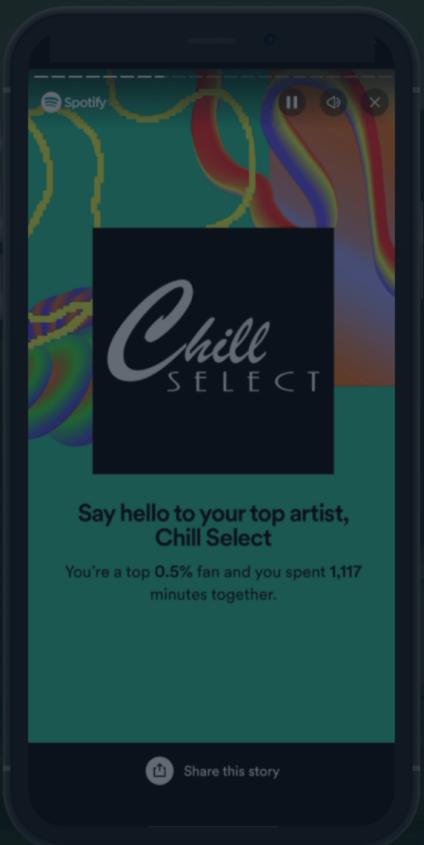


The growing popularity of Spotify Wrapped has to be accredited to the viral nature of lots of people sharing their results on social media. We noted in the case study that by seeing this intensity of social media posts, people will likely succumb to the *Bandwagon Effect*, causing them to want to do the same – but it's important to note how the sharing is even triggered in the first place. Wrapped relies heavily on the ***Spotlight Effect***. By **over-indexing on the amount that other people care about what our artistic tastes are**, Spotify Wrapped results provide us with the perfect presentation formats to share with the world how good our tastes actually are.

5 Psychology + UX Insights from the case study

PSYCHOLOGY

2. Anticipation



Say hello to your top artist,
Chill Select

You're a top 0.5% fan and you spent 1,117 minutes together.

 Share this story

#PSYCHOLOGY INSIGHT

Variable Reward

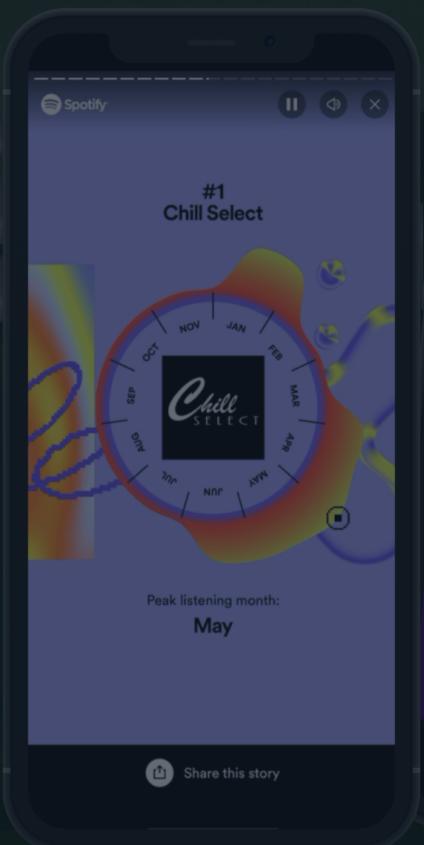
People especially **enjoy unexpected rewards.**¹

Not knowing who your top artists, songs, etc., will be is one of the **key ingredients** in Spotify's Wrapped success.

¹ Variable Reward, Growth.Design

PSYCHOLOGY

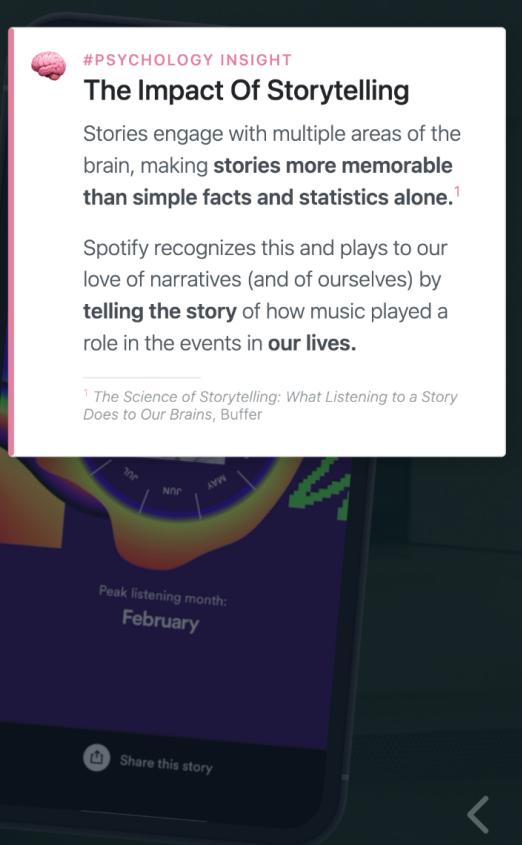
3. Storytelling



#1
Chill Select

Peak listening month:
May

 Share this story



Peak listening month:
February

 Share this story

#PSYCHOLOGY INSIGHT

The Impact Of Storytelling

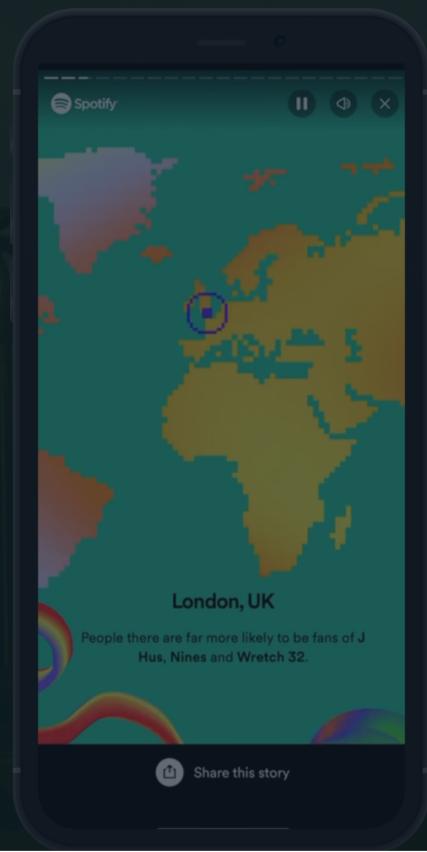
Stories engage with multiple areas of the brain, making **stories more memorable than simple facts and statistics alone.**¹

Spotify recognizes this and plays to our love of narratives (and of ourselves) by **telling the story** of how music played a role in the events in **our lives.**

¹ The Science of Storytelling: What Listening to a Story Does to Our Brains, Buffer

PSYCHOLOGY

4. ❤️ Delighters



#PSYCHOLOGY INSIGHT

Delighters

Spotify Wrapped comes in **new graphic styles** and **animated stories** every year,¹ using the fact that people **remember playful pleasures better.**²

¹ Making Moves: Designing Motion for 2022 Wrapped, Spotify Design
² Delighters, Growth.Design

PSYCHOLOGY

5. 📊 Numbers



#PSYCHOLOGY INSIGHT

Framing

By **associating** the time spent on Spotify with **past memories**—Spotify **frames the data positively.**¹

Compare this with **how you feel** when you see high numbers on **Screen Time**.



Not so uplifting, right?

¹ The Behavioral Science Behind Spotify Wrapped's Viral Success, The Design Lab

6. Social Value



The increased popularity of Spotify Wrapped has been encouraged by the **Bandwagon Effect** — where people start doing something because everyone else seems to be doing it.¹

Plus, it's a way to **be seen for who we are** since music reflects part of our identity.

¹ What Is the Bandwagon Effect? Why People Follow the Crowd, Investopedia

Top Songs

- 1 Raindrops (Ins...)
- 2 WAIT FOR U (f...
- 3 3 Headed Goa...
- 4 It's Crazy - Sin...
- 5 Only 1 (Interlu...

Top Genre

UK drill



The Redesign

If you're looking for inspiration

DESIGN SUGGESTION

Before you go...

After crunching all this data,
we realized you missed out on one of
the top hits in your favorite genre:

Mystery
Song

Listen to song

--this!



Want to use psychology to build better products?

If you're looking for more ways to sharpen your product skills using psychology, check these out:



Product Psychology Course.

If you want to learn how to use psychology to create better experiences for your customers, check out our course:
<https://growth.design/course>



Cognitive Biases Cheatsheet.

100+ cognitive biases and design principles that affect your product experiences. Tons of product examples, tips, and checklists to improve your user experience:
<https://growth.design/psychology>

—Dan Benoni & Louis-Xavier Lavallée



Exercises.

Level up your product skills with bite-sized exercises to do on your phone every week:
<https://growth.design/exercises>

—Dan Benoni & Louis-Xavier Lavallée