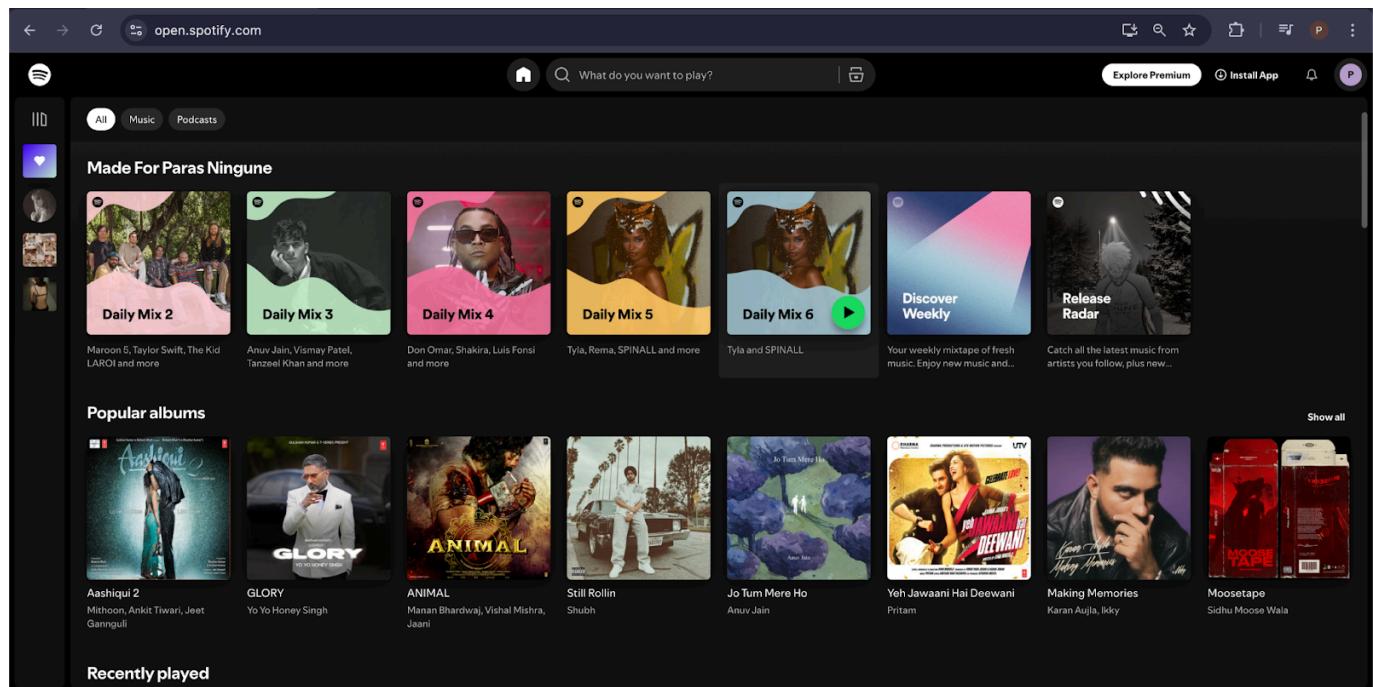


1) Strive for Consistency:

Example: Consistent layout, colors, and fonts

Explanation: The Spotify Web Player maintains consistent colors, fonts, and design elements across the platform. For example, the main navigation menu on the left (containing Home, Search, Your Library) uses a uniform color scheme and typography, making it easy for users to navigate the interface without confusion. Icons are clearly labeled and placed in intuitive locations, ensuring a smooth and cohesive user experience.



2) Enable frequent users to use shortcuts:

Example: Quick access to recent playlists

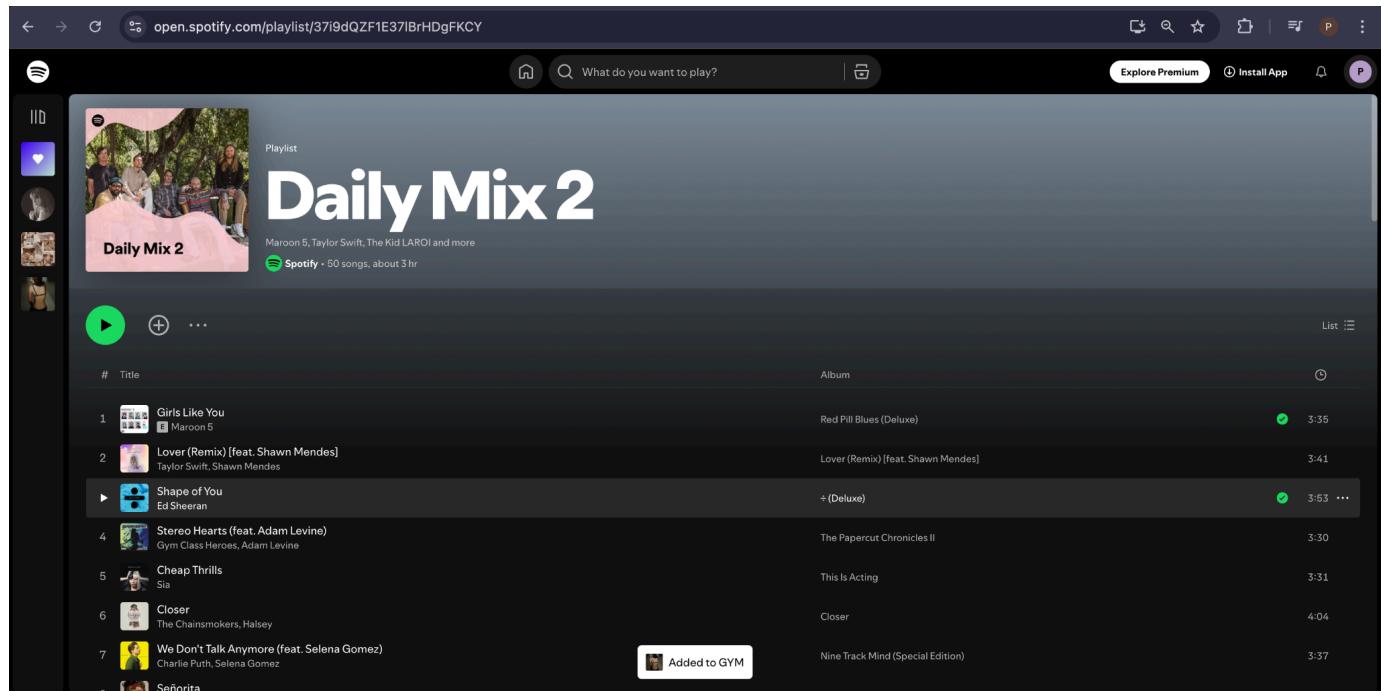
Explanation: On the Spotify Web Player, frequent users can quickly access their recently played playlists and albums from the home screen. Instead of navigating through multiple menus, users are presented with shortcuts to their most recent activities, providing a seamless experience that reduces the time needed to resume listening to their favorite tracks.

The screenshot shows the Spotify Web Player interface. At the top, there's a navigation bar with icons for back, forward, search, and account. Below it is a header with a home icon, a search bar containing 'What do you want to play?', and buttons for 'Explore Premium' and 'Install App'. On the far right is a purple profile picture. The main content area is titled 'Recently played' and displays a grid of items. From left to right, the items are: 'Taylor Swift' (Artist), 'Liked Songs' (7 songs), 'Alibi (with Pablo Vittar & Yseult)' (Sevdaliza, Pablo Vittar, Yseult), 'Hips Don't Lie (feat. Wyclef Jean)' (Shakira, Wyclef Jean), 'Daily Mix 1' (Pritam, Shankar-Ehsaan-Loy, Sachin...), 'GYM' (By Paras Ningune), and 'Aaj Ki Raat (From "Street 2")' (Sachin-Jigar, Amitabh Bhattacharya). Below this grid, there are four sections: 'Company' (About, Jobs, For the Record), 'Communities' (For Artists, Developers, Advertising, Investors, Vendors), 'Useful links' (Support, Free Mobile App), and 'Spotify Plans' (Premium Individual, Premium Duo, Premium Family, Premium Student, Spotify Free). At the bottom, there are links for Legal, Safety & Privacy Center, Privacy Policy, Cookies, About Ads, Accessibility, and a copyright notice: '© 2024 Spotify AB'.

3) Offer Informative Feedback:

Example: Song Addition to Playlist

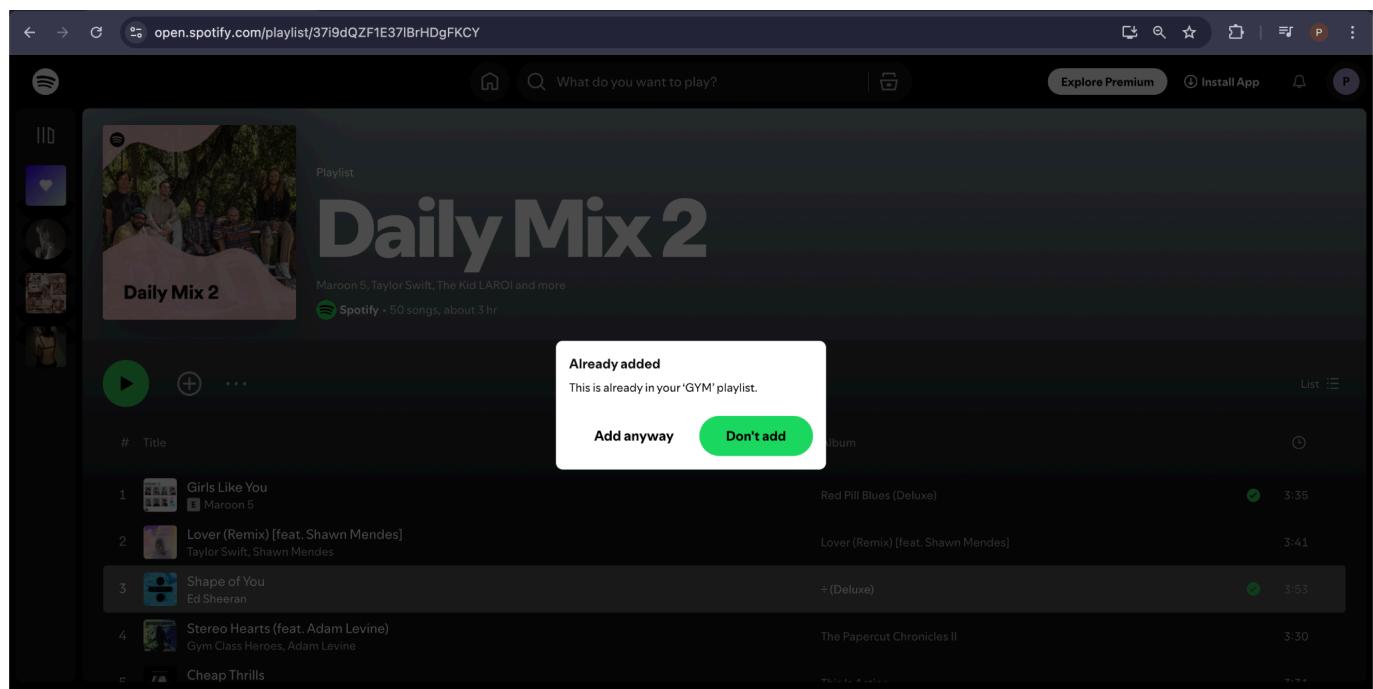
Explanation: When a song is added to a playlist in Spotify, a confirmation message is briefly displayed at the bottom of the screen. This message includes the name of the playlist where the song was added, providing immediate feedback to the user. The feedback is designed to reassure users that their action was successful without requiring them to navigate to the playlist itself.



4) Offer error prevention and simple error handling:

Example: If the song cannot be added to a playlist

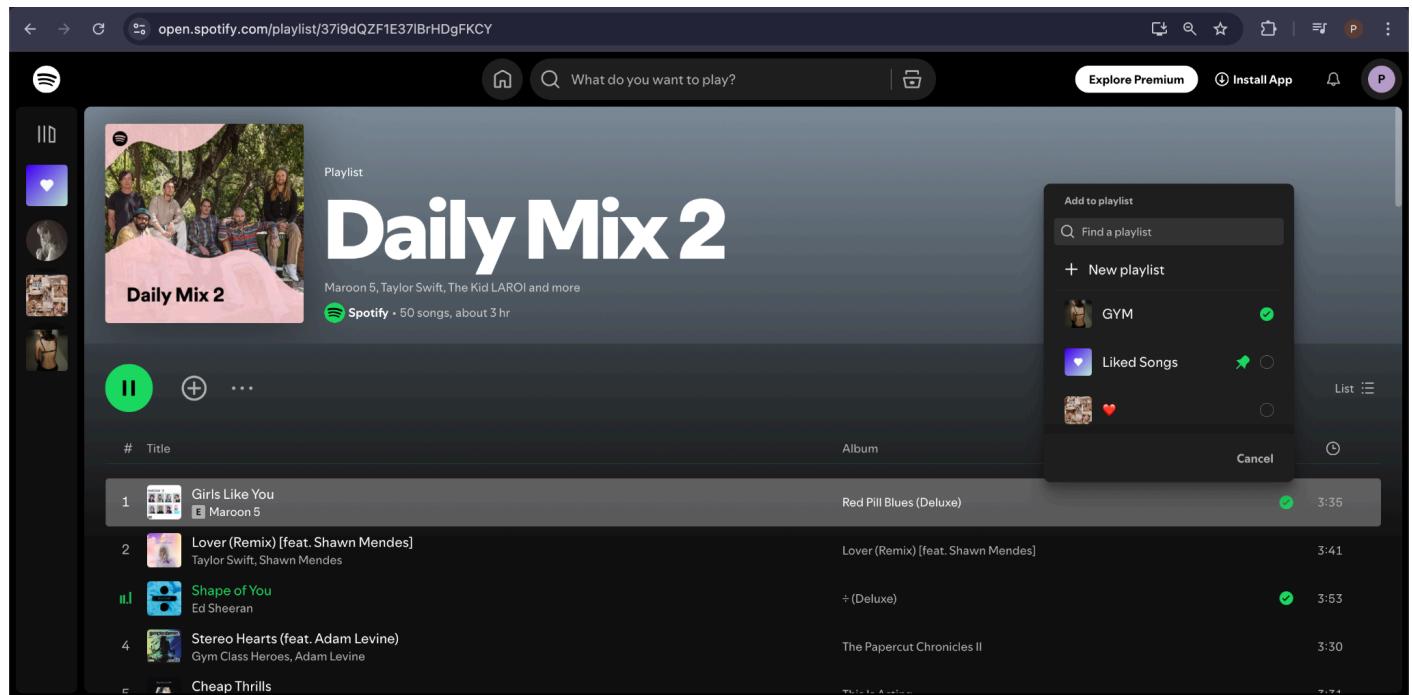
Explanation: While trying to add a song to a playlist, if the Spotify server is unavailable or there is an issue with the playlist (e.g., playlist is full or inaccessible), an error message is shown to the user. This message informs them of the problem and provides options to retry the action or troubleshoot the issue.



5) Permit easy reversal of actions:

Example: Liking and Unliking a Song or Album

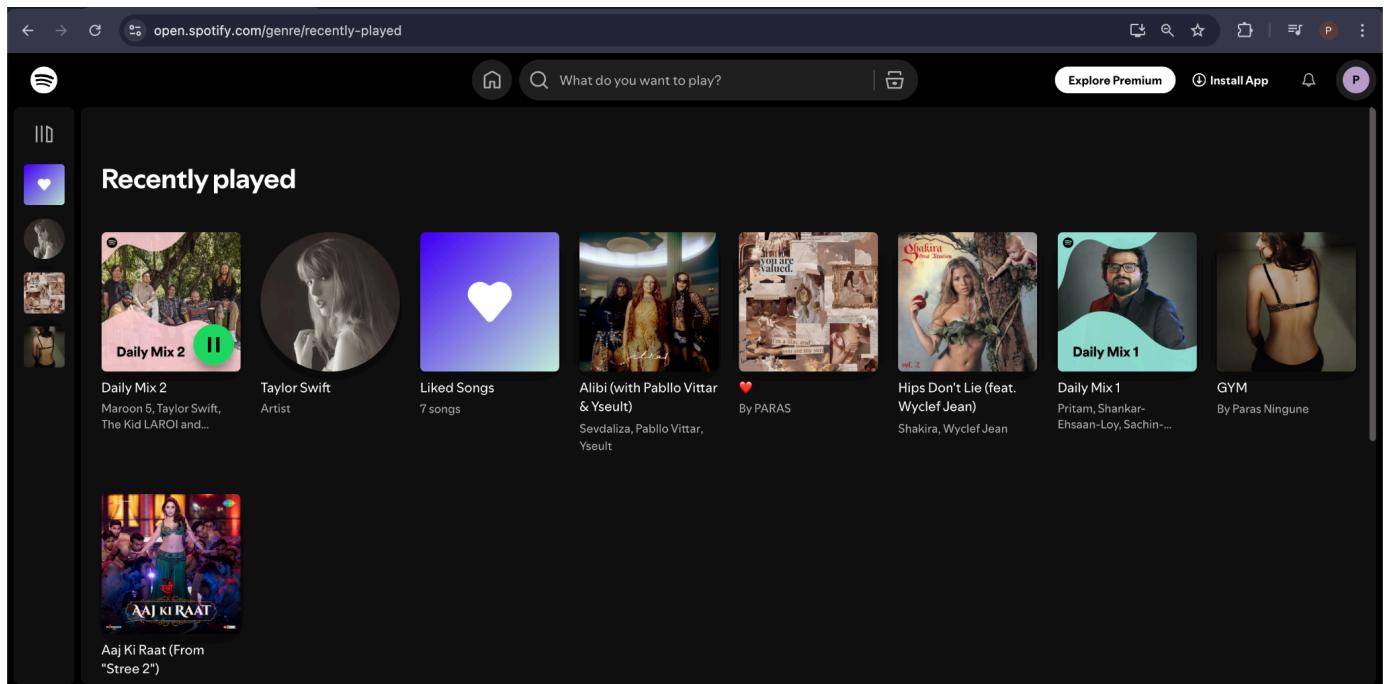
Explanation: Spotify allows users to express their preferences by liking songs, albums, and playlists. When a user likes a song or album, they can simply click the heart icon next to the track or album title. The heart icon fills in, indicating that the item has been added to their "Liked Songs" or library for easy access later.



6) Reduce Short-Term Memory Load:

Example: Recently Played Section

Explanation: Spotify helps users reduce the burden on their short-term memory by maintaining a “Recently Played” section. This section automatically tracks and displays the songs, albums, playlists, and podcasts that users have recently listened to. By keeping a visible record of their listening history, Spotify ensures that users can easily return to their favorite tracks without having to remember specific song names or search manually.



7) Support Internal Locus of Control:

Example: Play Queue and Playback Controls

Explanation: Spotify's web player provides users with full control over their listening experience through the Play Queue and playback controls. Users can easily modify their current play queue by adding, removing, or rearranging tracks, allowing them to decide the order in which they want to listen to songs. Additionally, users can skip, pause, or repeat songs according to their preferences, without any external influence dictating how they interact with their music.

These features support the internal locus of control by empowering users to actively manage their music playback, ensuring they are always in charge of their listening journey.

