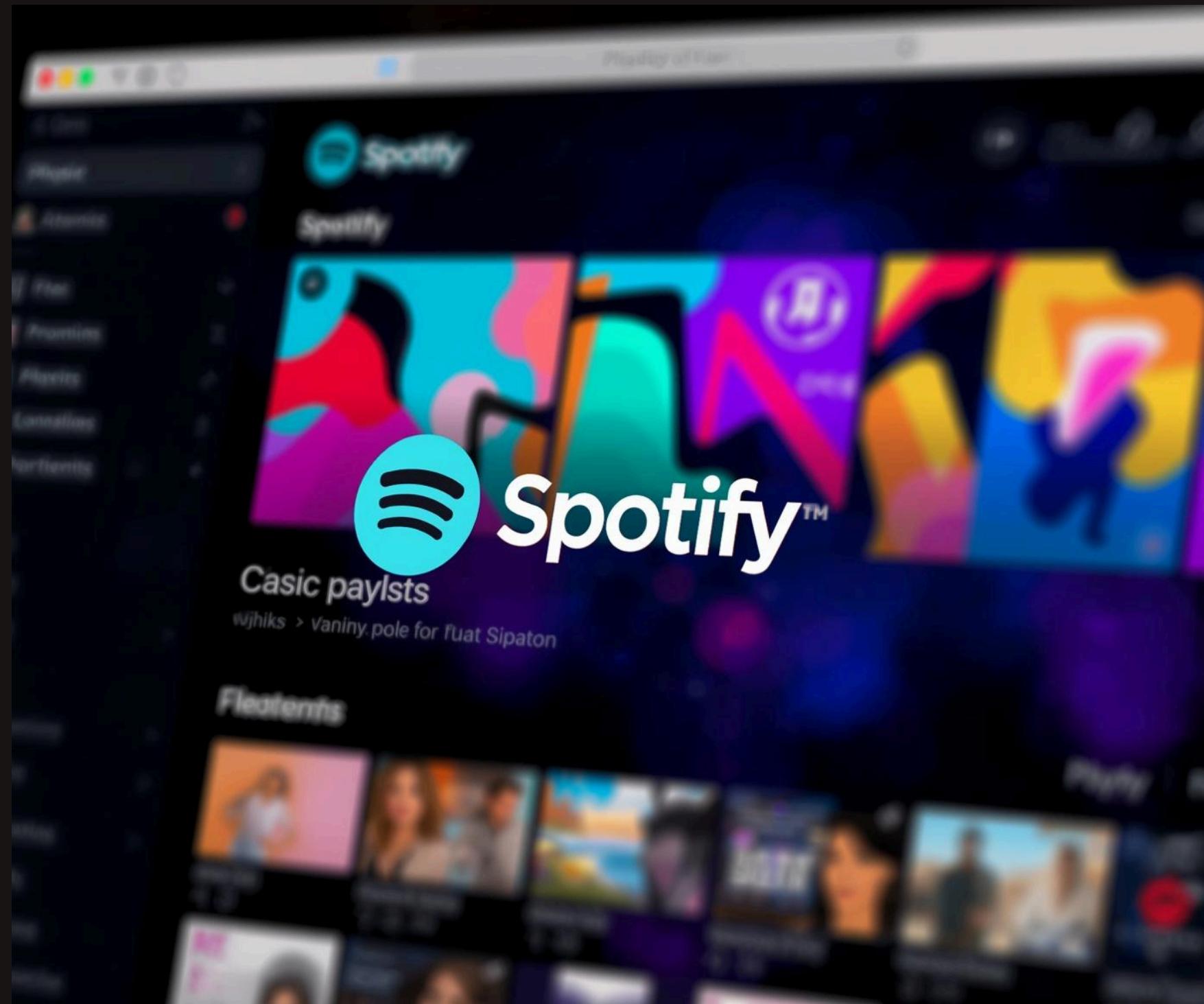


# Reimagining Music Discovery

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PREETI GAHLOT

NEW WAY FOR MUSIC DISCOVERY

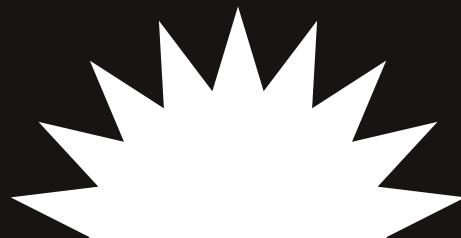
# Where this idea comes from

PO Problem = Fresh music discovery is difficult due to repetitive recommendations.

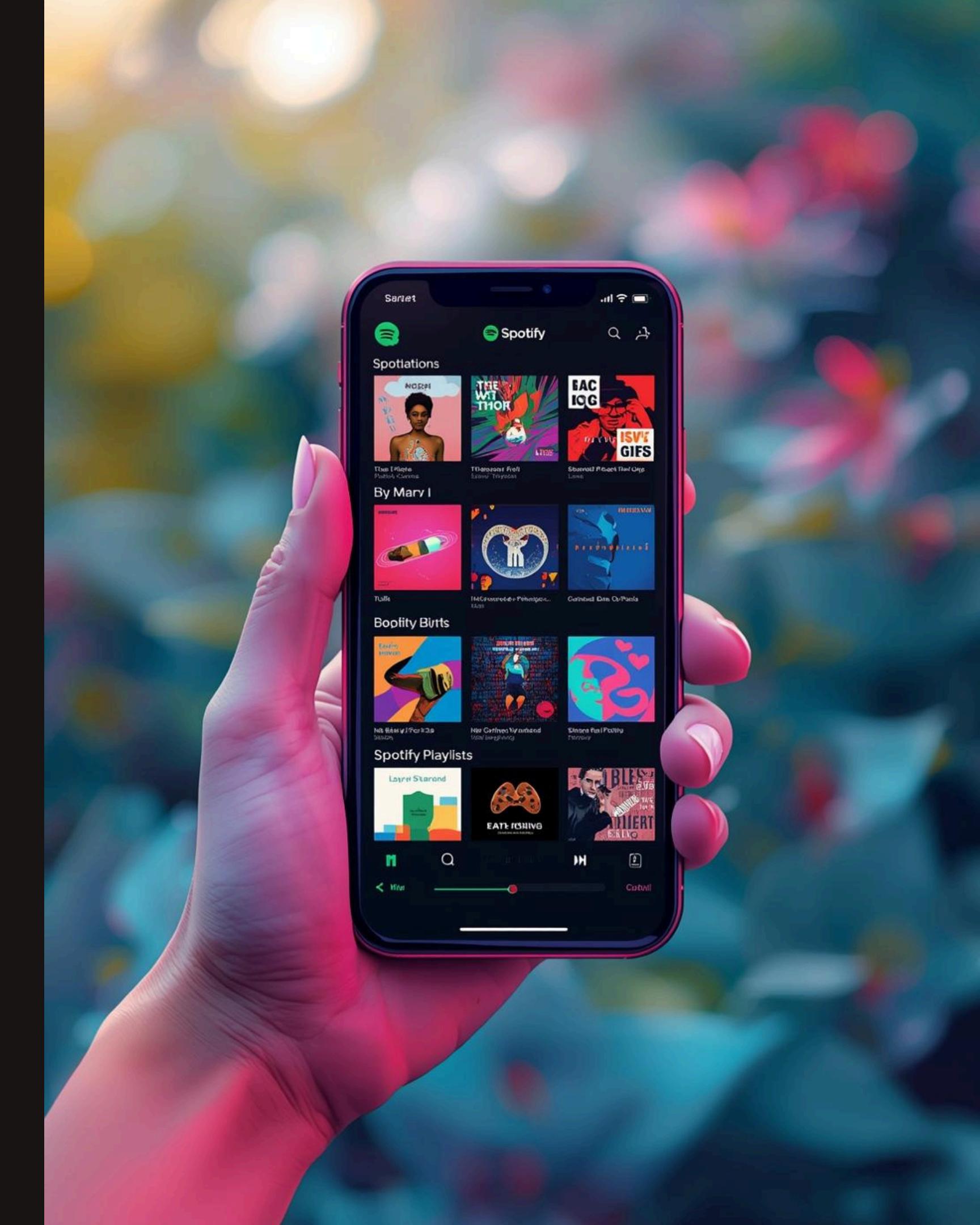
(After users interview, Survey and PIF framework, Po problem was discovered)

## List of Solutions:

- Explore Electronic Hub
- Out-of-the-Box Sound
- Fresh / New Sounds Discovery
- One - Tap - Surprise Me (30-sec Preview Based)
- Boost Your Track
- Dig Deeper Into Your Sound
- Music Boost Campaign
- Submit Hub (User-led discovery)
- Advanced Filters



Problem → Solutions → RICE → Selected Feature



# RICE Score = (Reach × Impact × Confidence) ÷ Effort

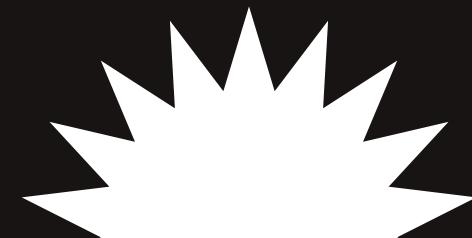
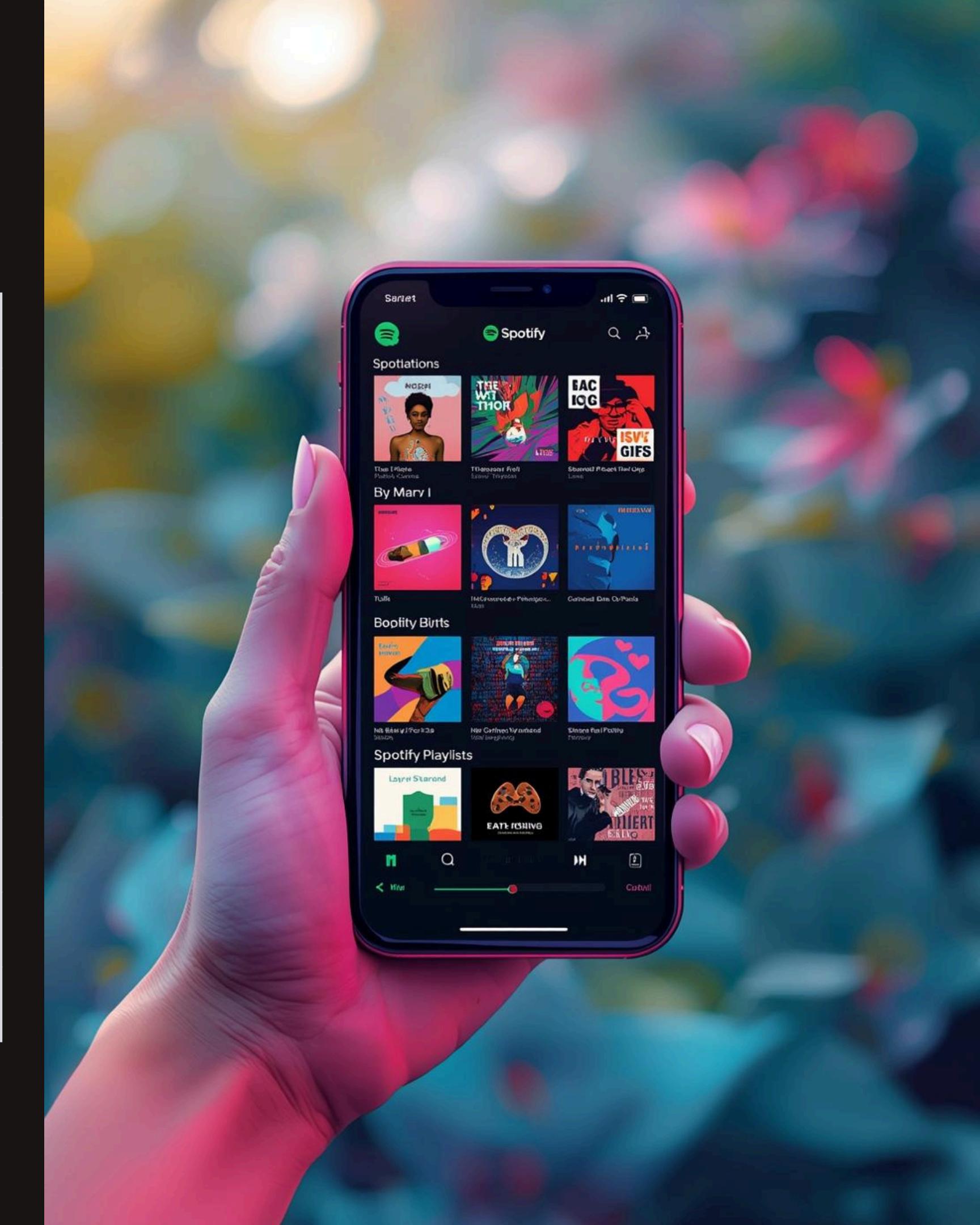
Reach: 1 = Few users | 2 = Some users | 3 = Many users

Impact: 1 = Low | 2 = Medium | 3 = High

Confidence: 1 = Assumption-based 2 = Some evidence 3 = Strongly supported (research / logic)

Effort: 1 = Low | 2 = Medium | 3 = High

Feature Idea	Reach	Impact	Confidence	Effort	RICE Score
Out-of-the-Box Sound	2	3	3	3	6
Fresh / New Sounds Discovery	3	2	3	2	9
Explore Electronic Hub	2	3	2	2	6
One Tap - Surprise Me (30s Preview)	3	3	3	2	13.5
Boost Your Track	1	2	1	3	0.6
Dig Deeper Into Your Sound	2	3	2	2	6
Music Boost Campaign	2	2	3	2	6
Submit Hub	2	3	1	3	2
Advanced Filters	1	2	2	3	1.3



Problem → Solutions → RICE → Selected Feature

# User Problem - Music discovery feels repetitive

(Algorithms over-optimize for familiarity, not exploration)

User face boredom



Lack of freshness



User churn risk



Poor discovery results in lower user satisfaction and retention.



# Spotify lacks an intentional discovery mode



Current Spotify → algorithm-led  
Opportunity → user-led exploration

# “Surprise Me”

A smart way to discover outside your usual taste bubble.

The screenshot shows a dark-themed mobile application interface. On the left, a sidebar menu includes "Fresh Beats" (Discover New Music), "DISCOVERY" (Home, Surprise Me, Dig Deeper), "YOUR MUSIC" (Search, Library), and "LIKED" (1 notification). The main content area features a "FRESH DISCOVERY" section titled "Escape the Algorithm Loop". It describes the feature as discovering fresh, non-repetitive music from new artists and releases. Below this are two buttons: "Surprise Me" (highlighted) and "Dig Deeper". Further down, there's another "Surprise Me" button with the subtext "Discover fresh music with 30-sec previews". To the right, a "Dig Deeper" section is shown with a sub-section titled "Smart filters" and "Deep discovery". At the bottom, a "Fresh Drops" section displays a track by "Midnight Pulse" titled "Neon Dreams" with a progress bar at 3:54. A navigation bar at the very bottom includes icons for back, forward, and search.

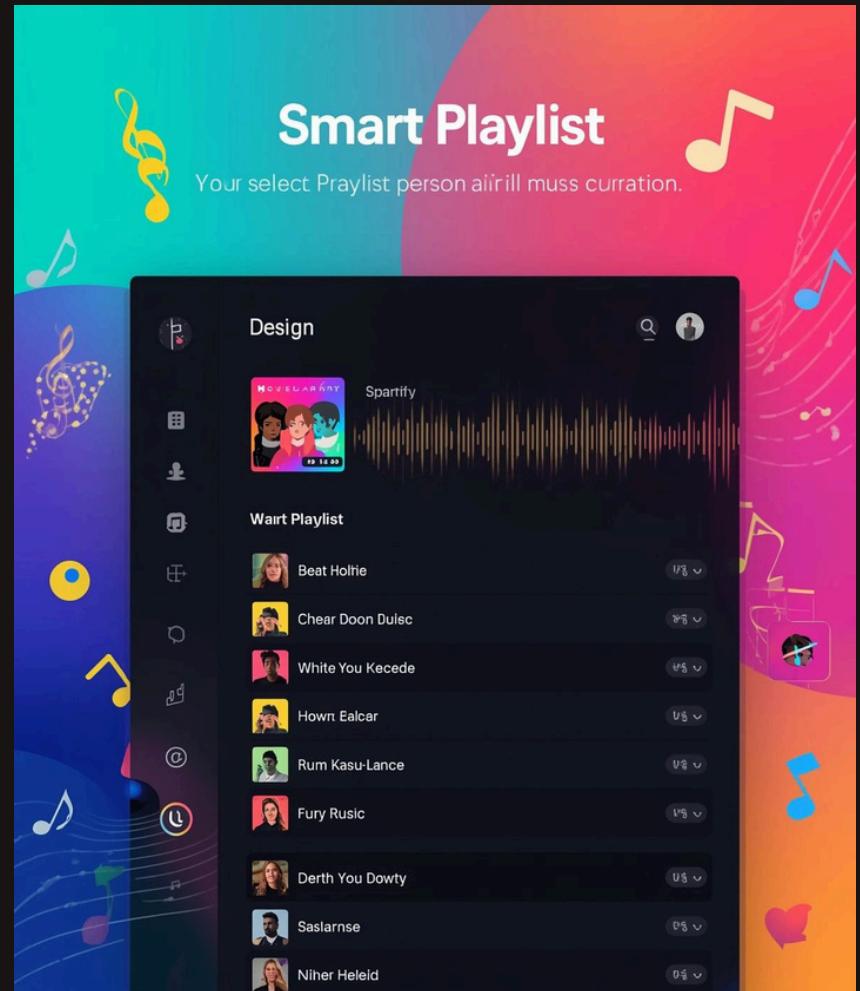


## Quality Discovery

Delivers a quick preview of new tracks, reducing skip fatigue and aiding discovery

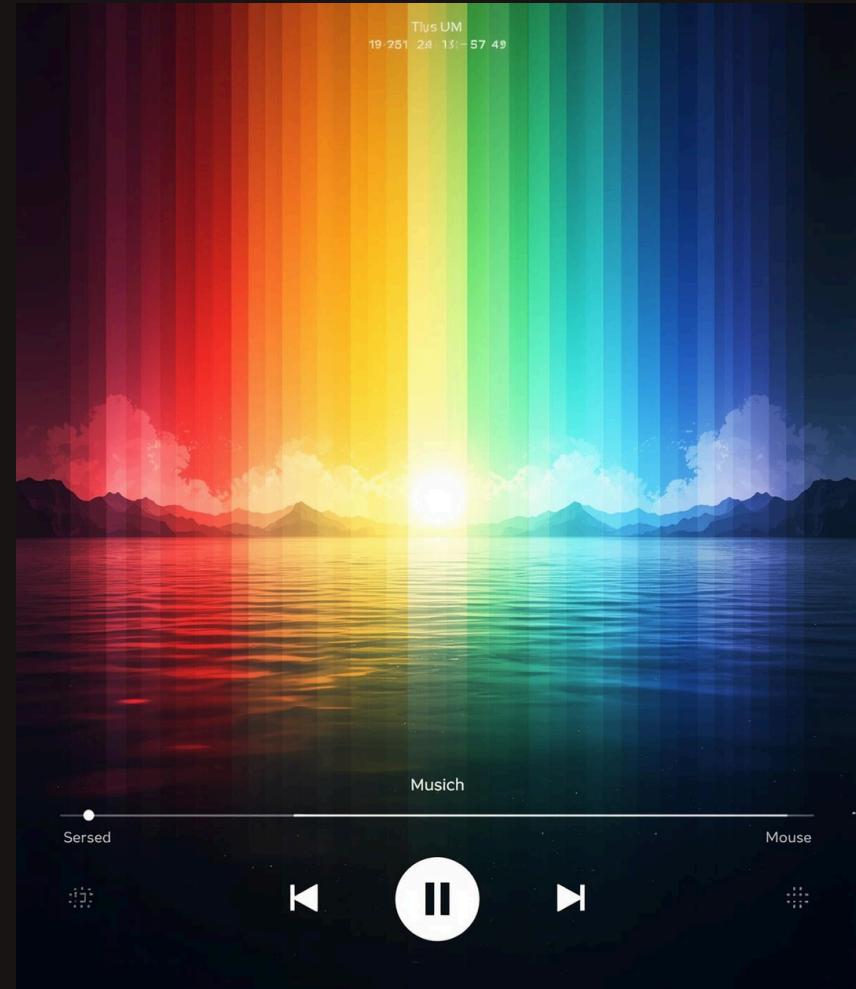
# Key Features

Surprise Me is a one-tap discovery feature that recommends intentionally unexpected music - outside a user's usual listening patterns - while still staying contextually relevant.



## Problem It Solves

- Spotify recommendations over-optimize for familiar & popular tracks
- Users experience discovery fatigue
- Finding something new but relevant requires manual effort
- Music exploration becomes predictable, not exciting



# Key Features

Surprise Me is a one-tap discovery feature that recommends intentionally unexpected music - outside a user's usual listening patterns - while still staying contextually relevant.

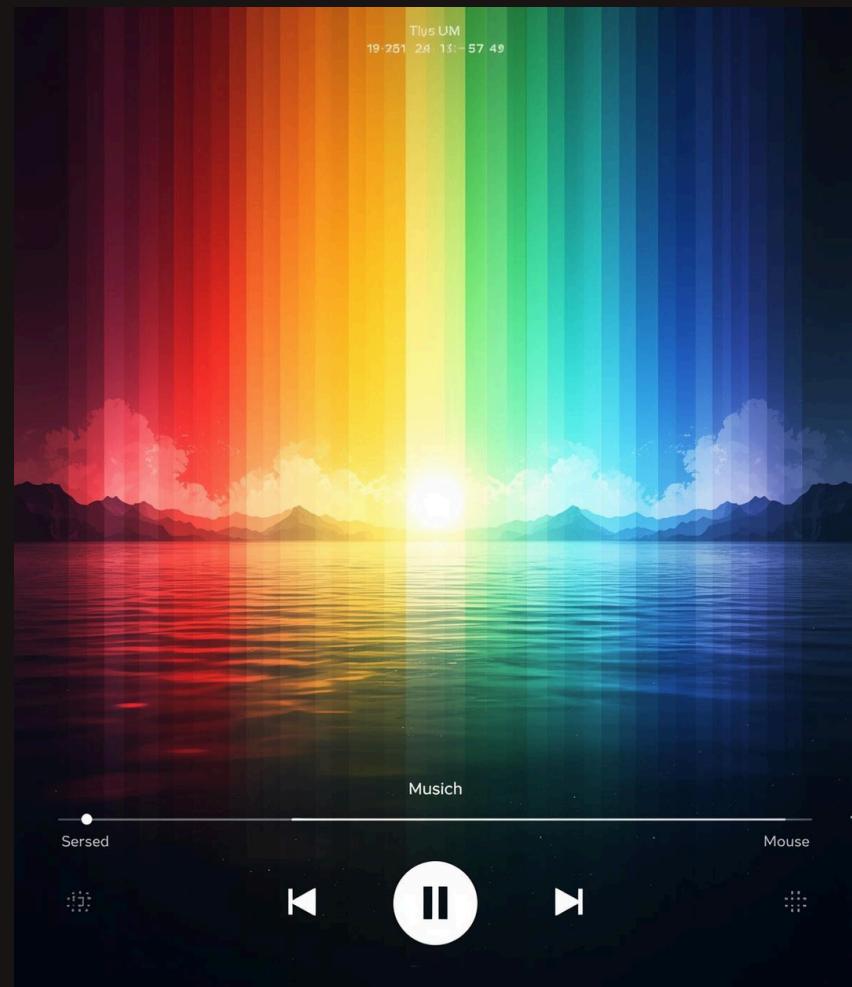
## One-Tap “Surprise Me”

### Button

- Placed on Home / Search
- No filters or setup required
- Instant discovery experience

### Why it matters:

- Reduces friction to zero → maximum adoption



### Mix of :

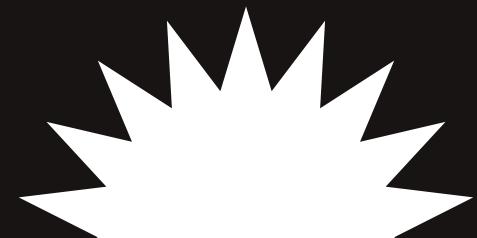
- Adjacent genres
- Emerging artists
- Less-played tracks
- Avoids top-chart repetition

### Why it matters:

Surprise without losing relevance

# Go Check Out

<https://fresh-tune-finder.lovable.app>



FRESH DISCOVERY

## Escape the Algorithm Lock

Discover fresh, non-repetitive music from new artists and releases. No more hearing the same tracks on repeat.

Surprise Me

Dig Deeper



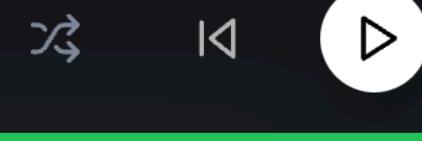
Surprise Me

Discover fresh music with 30-sec previews

### Fresh Drops



Midnight Pulse  
Neon Dreams



3:54

Thank You for Your  
Attention