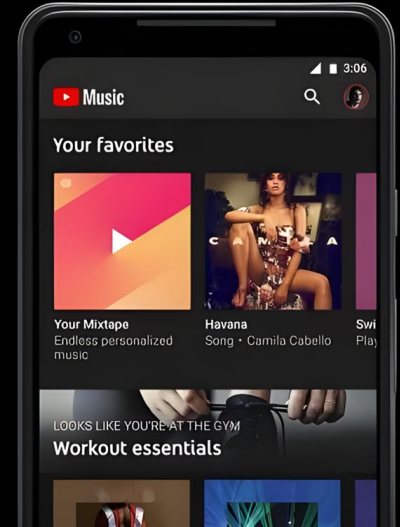


Product Teardown Recommendation Feature of



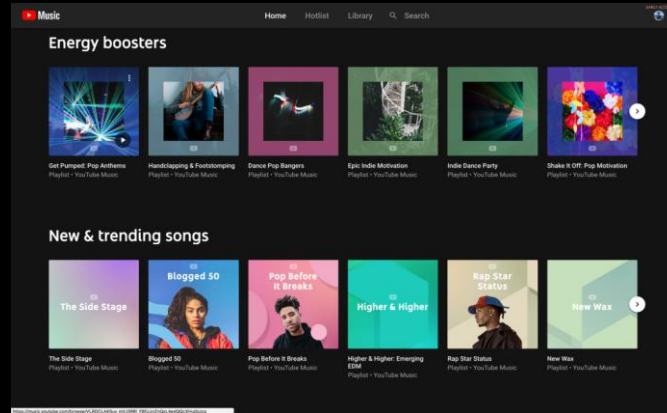
**Your new
music streaming
service is here**



by Ribhav Raghav Sharma

Product Overview

- 🎵 YouTube hits PLAY on music streaming in 2018 🎵
- 🎧 An endless jukebox of tunes - 100M+ official songs & more
- 🔍 Search for beats, artists, remixes galore 🧑
- 📱 Stream on mobile & desktop apps - no song is out of reach
- 🎧 Smarter mixes brewed just for you based on your listening 🧠
- 📺 Recent tune-ups - higher quality, Spotify imports & more 🔊
- 🎵 Your new streaming obsession—competes with Spotify & Apple



Journey So Far

100M+ Tracks available
To Download / Stream

80M+ Paid Subscribers

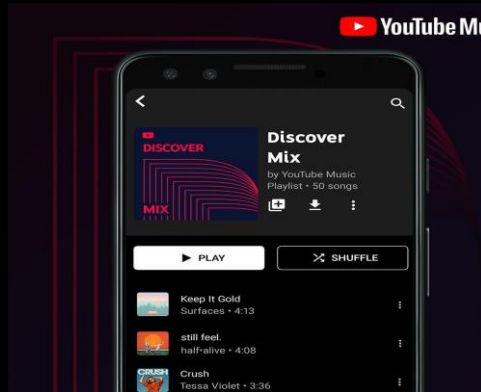
4.1 ★★★★★
4M+ Reviews

1B+ Downloads till now

YouTube Music generated
around \$6 billion

Feature Overview Recommendation

- 🤖 A.I. DJ(Machine Learning) spins suggestions tuned just for you
- 🏠 "Home" serves personal mixes - Discover hot new beats 🎵
- 🔍 "Explore" unearths rising stars, viral charts, hidden gems
- ▶️ Autoplay crafts endless playlists fit for your ears 🎧
- 📻 Artist & Song Radio - Instant stations perfect for every vibe
- 🔀 Some recs hit, some miss - but A.I. improves over time 📈
- 🎧 Music discovery heaven - Finds jams you'll love and then some 🙌

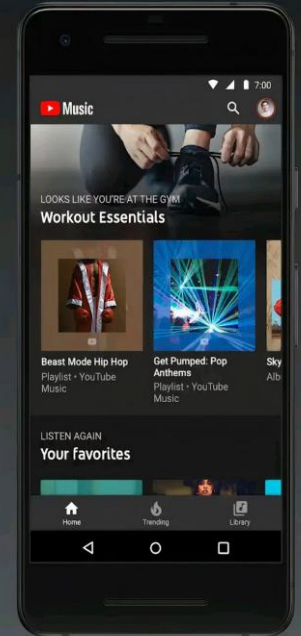


 YouTube Music

Explore the week's top music with Charts

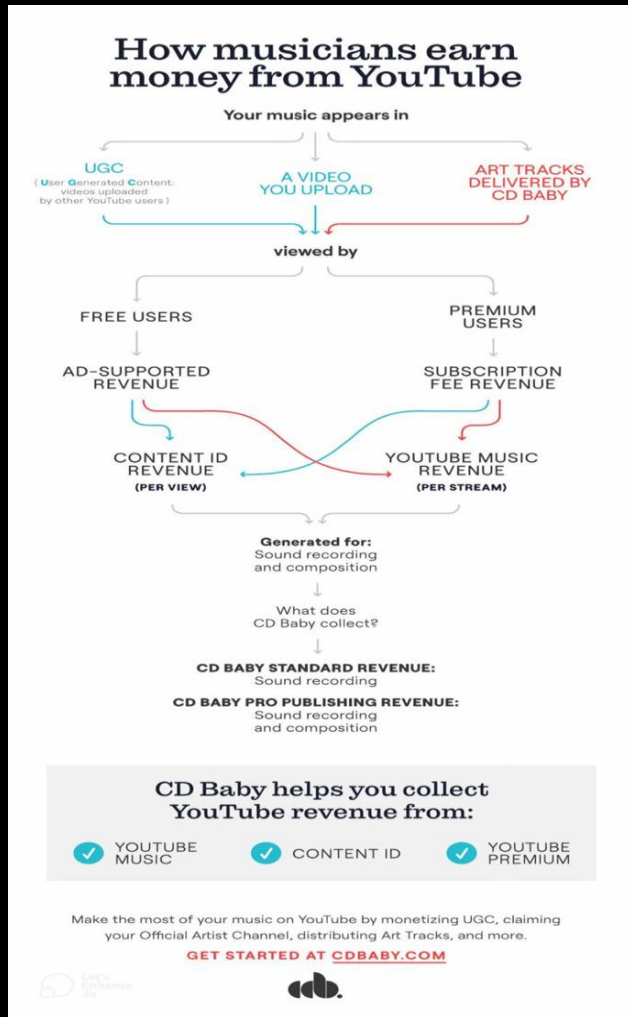
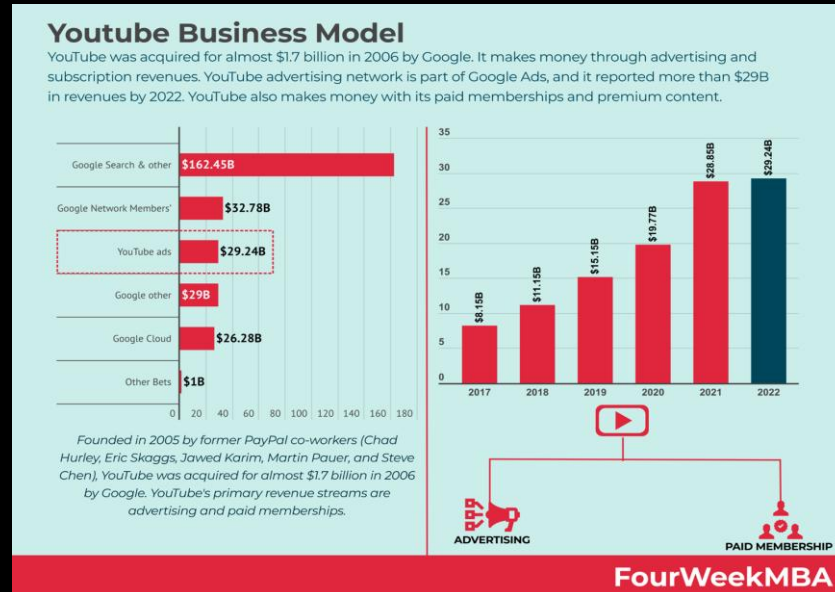
Check out the top songs, videos and artists from around the world

Recommendations based on taste, location & time of day



Business Model of Youtube Music

- 💰 Dual revenue - ads & subscriptions 🌱
- 🎧 Free tier has ads, Premium ad-free for \$9.99/mo- downloads & bg play included!
- 📺 Over 80M subscribers - major subscription revenue.
Part of Google's music money machine.
- 🔥 Gaining on Spotify & Apple with higher Premium engagement - users stream 30% more.
- 💰 \$30 billion+ paid to music rights holders via ads since 2016 🌱 📺



User Personas



Devesh The Student (Free User)

Goals :

🎧 Boundless free music - massive catalog at \$0 🎵

🎵 unleash for every vibe - studying, parties, relaxing nonstop 🎵

Pain Points:

🚫 Frequent ad interrupts disrupt free listening

⏮️ Limits on skips & replays in free tier

📶 No offline mode or high-quality audio



Deepika The Audiophile (Premium User)

Goals :

🔊 Pristine lossless sound quality

🔍 Flawlessly produced tracks to discover

Pain Points :

❌ Mobile listening lacks ideal audio setup.

🔊 Audio quality inconsistent when streaming.

🧠 Spotify has better music recommendations.



Naman The Artist (Music Band)

Goals :

🎤 Distribute songs to gain new listeners

📁 Build loyal fanbase & earn through streams

Pain Points:

Gaining listeners? Uphill battle feels impossible!

Listener insights? 📊 No data to spark creativity! 💡

Buried by biased algos! 🤖 The struggle is real!

User Personas



Devesh The Student (Free User)

Improvements :

- 🎓 Affordable student subscription plan! Save those 🍀!
- ⏮️ Unlimited skips & replays for free users! 🎧
- 🔊 Higher audio quality in free tier! Pump up those beats! 🎧
- 📶 Robust offline mode for downloads! Listen anywhere! 📱
- 📚 Student-friendly playlists for studying, parties & dorm life! 🎵



Deepika The Audiophile (Premium User)

Improvements :

- 🎧 Expand lossless hi-res catalog! Audiophiles rejoice!
- 📱 Improve mobile audio quality! Crisp tunes on-the-go!
- 🔊 Curated hi-fi playlists! Pristine quality beats!
- 🎧 Recommendations for niche genres! Obsessive listening bliss!
- 🔧 Advanced audio customization tools! Dial in that perfect sound!
- 🔕 Distraction-free audio mode! Immersive listening experience!



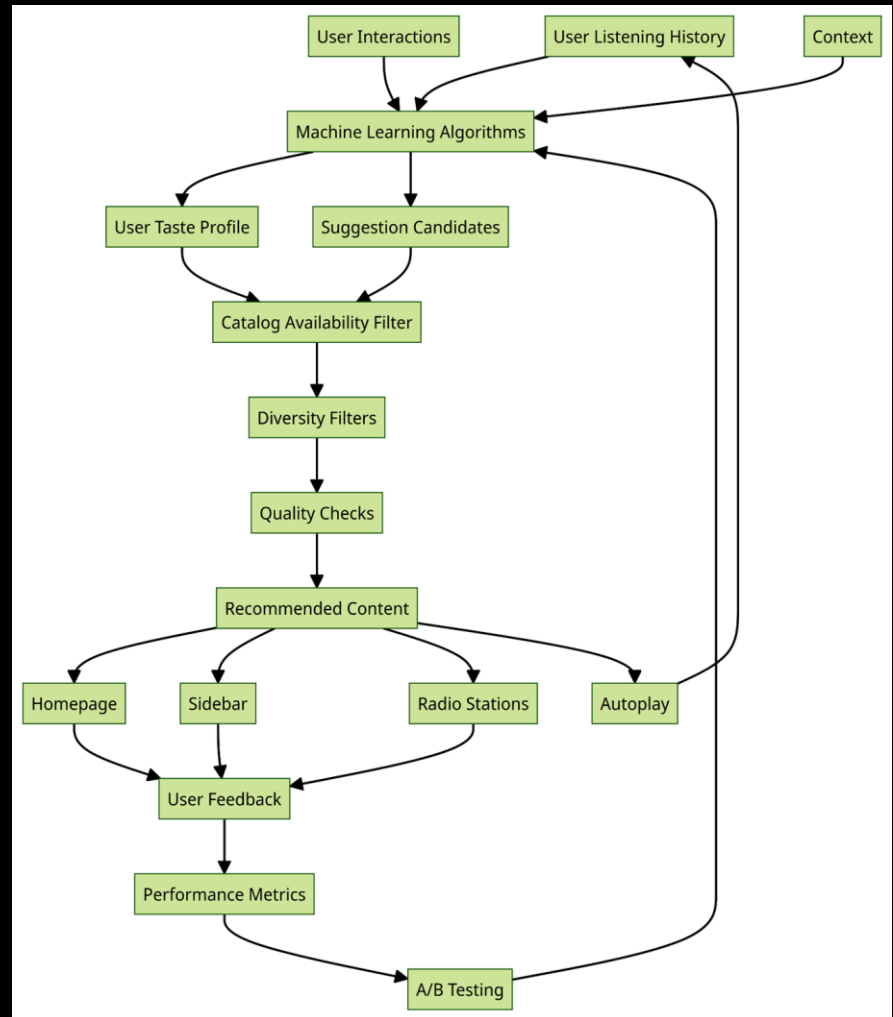
The Artist Naman (Music Band)

Improvements :

- 📊 Robust analytics on fans and performance
- 🌟 Priority for new releases and videos
- 👤 Custom partnerships and promotions
- 🆕 Special featured artist sections
- 📞 Direct contact with personal artist rep
- 💰 Higher royalty payouts



Flowchart Of Youtube Music Recommendation System



User Journey

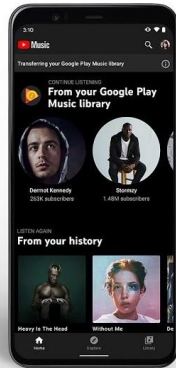


Intrigued after seeing eye-catching billboards and sleek YouTube Music ads across town, the user decides to explore and experience the service for themselves.

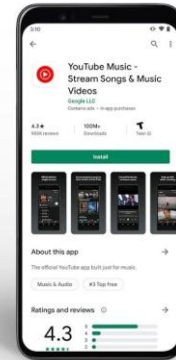


The user delights in exploring YouTube Music's vivid soundscapes, eager to journey through diverse artists, albums and playlists.

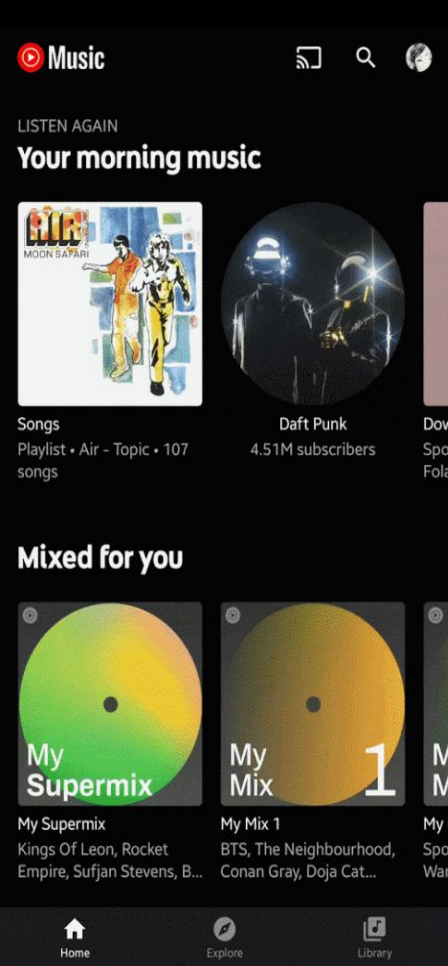
Start exploring and listening to your music



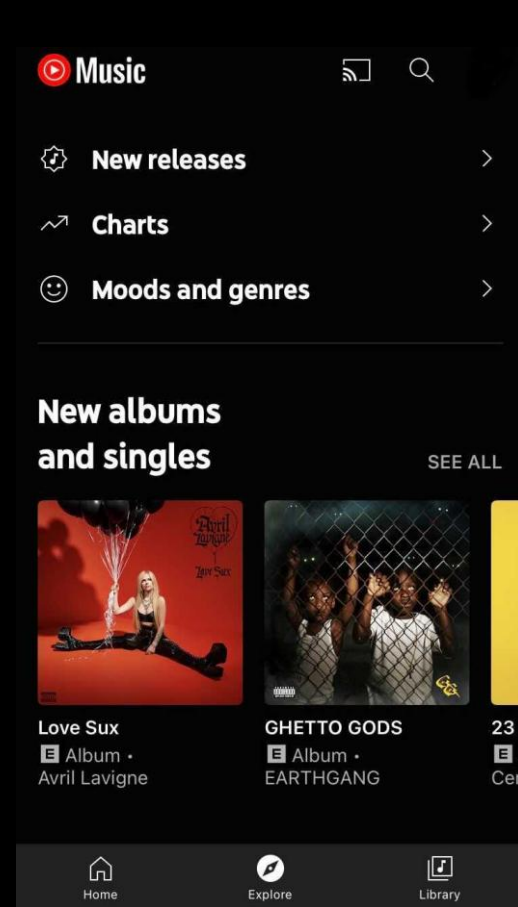
Get the YouTube Music app



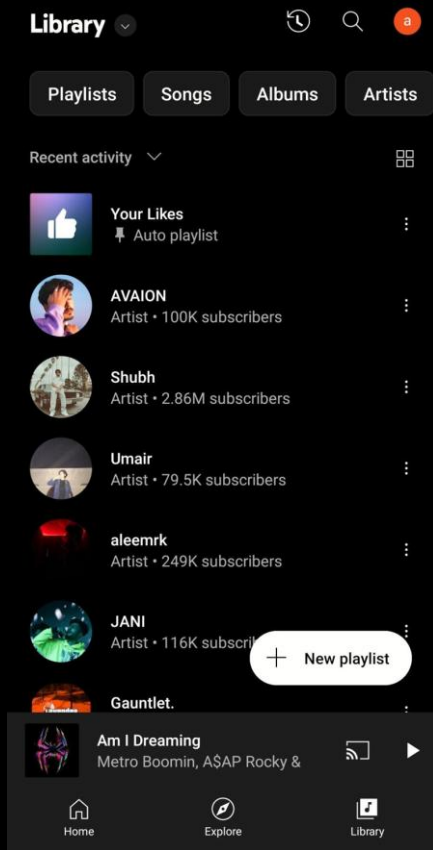
Eager to start listening, the user rushes to the Play Store, tantalized by the prospect of downloading the slick YouTube Music app right to their phone for on-the-go musical enjoyment.



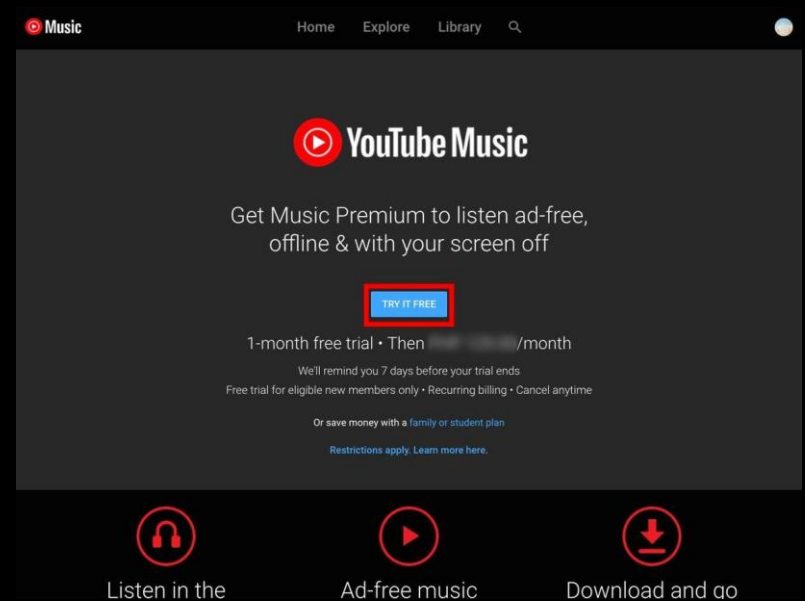
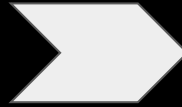
Impressed by how the app recommends music tailored specifically to them, the user is happy when YouTube Music puts together personalized playlists just for them, using algorithms to select songs based on the individual user's listening history and how they use the app.



Venturing into uncharted musical waters, the user is delighted when the Explore tab starts unveiling new artists, albums, and songs tailored for them to discover based on their listening patterns - hidden auditory gems they may come to cherish or curiously cast away as their journey continues.



Like a musical treasure chest, the Library tab dazzles the user by unveiling all their favorited songs, hand-crafted playlists, beloved artists, and listening history, displayed with the care of a dedicated archivist preserving the most valuable compositions to be passed down through the ages.



After joyously reveling in days of musical discovery across YouTube Music's vast sonic landscapes, the siren song of the premium subscription tempts the user with its promise of uninterrupted listening perfection – ad-free freedom awaits, if they so choose to embark on this enhanced odyssey.