Spotify

By- Likhit Yadav

Goal: Increase listening time on Spotify

Problem

As a user I find it very **difficult to keep up with listening to Podcasts on Spotify**. Due to a busy schedule I have less time & can't find good podcasts and also can't commit to a large form podcast of +35minutes.

Who is facing this problem?

Riya Gupta

Meet Dr. Riya, a 24-year-old medical doctor with a passion for lifelong learning and a dedication to her patients. Despite her busy schedule, Riya always makes time for professional development and staying up-to-date on the latest medical research. In her spare time, she enjoys listening to podcasts to learn about other topics than her own medical profession.

Goals
- Complete listening to podcasts
- Learn about new topics

Frustrations
- Time crunch
- Can't find good topics to listen to

Wants & Needs
- Easy access to interesting topics.
- Take less time to listen to a podcast.
- Find more value for the premium she pays for.

Product Brief

Spotify is a digital music streaming service that provides access to millions of songs, podcasts and videos from artists around the world. It offers personalized playlists, a variety of music. Users can listen for free with ads, or upgrade to a premium subscription for ad-free listening and additional features.
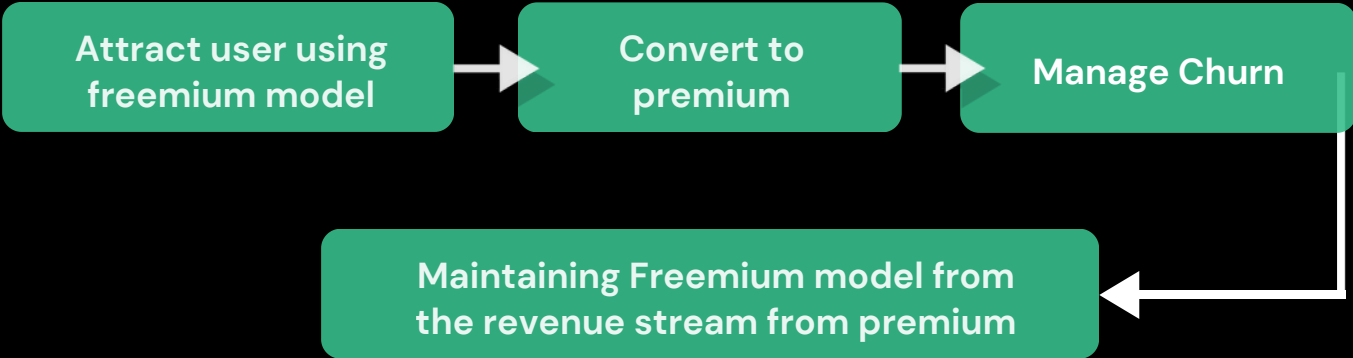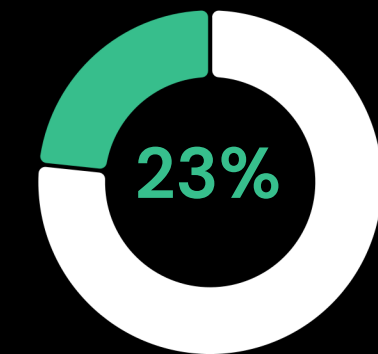
Key metrics

456 M+
Monthly Active User

195 M+
Premium Subscribers

137 M+
App Downloads

Revenue generation

Attract user using freemium model → Convert to premium → Manage Churn

Maintaining Freemium model from the revenue stream from premium

User Survey Insights
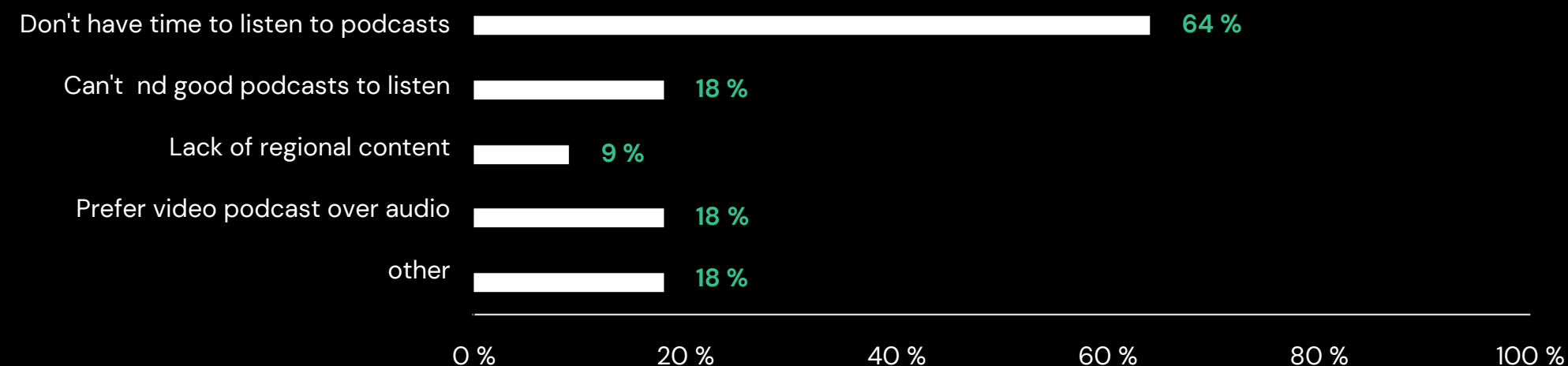
23%

Users prefers podcast over Music

64%
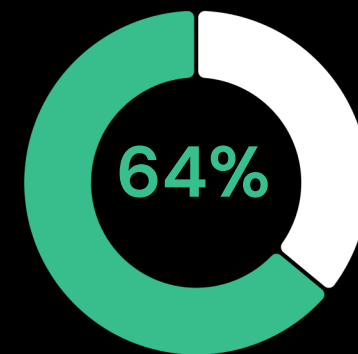
Users couldn't listen to podcast due to paucity of time.

55%
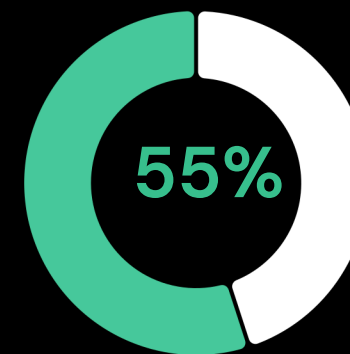
Users find Podcasts to be too long.

What are the problems you face while listening to Podcasts?

Problem	Percentage
Don't have time to listen to podcasts	64 %
Can't nd good podcasts to listen	18 %
Lack of regional content	9 %
Prefer video podcast over audio	18 %
other	18 %

0 %   20 %   40 %   60 %   80 %   100 %

- **52%** use Spotify as their platform to listen Podcasts.
- **67%** users would prefer a shorter podcast format.
- **100%** users have left a podcast halfway at least once.

Secondary Research

- **67%** users preferred **Topic** over **Length.**

- Though **64%** user face time crunch listening to podcast but **100%** of them don't feel so while listening to music.

- Revenue in the Music, Radio & Podcast segment is projected to reach **US$1,059.00m in 2022** for India.

- The age demography of **18–35** are the primary userbase of Spotify.

Job To Be Done

As a Podcast listener I want to listen to & find good podcasts & complete episodes, So that I can learn more about things in a short time.

Pitch

Value generated by solving this problem

For Business

Increase in Average Listening time

As amusic streaming business , the Average Listening Time is a very important metric, it indicates that apart form DAU and MAU the **users are actually interacting with the content which in turn justifies the user's interest in the service provided by the business.** Increasing this metric will ultimately lead to increase in revenue either in form of Premium subscribers or acquisitio n of new users of freemium.
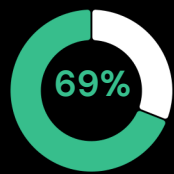
69% Users don't listen to Podcasts but love listening to songs on Spotify, thus creating a great opportunity to revamp the Podcast space & make it more aligned to what user's need.
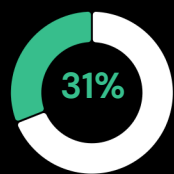
31% Users don't pay for Spotify premium because they believe that the benefits don't justifies the cost, thus creating an opportunity for the business to provide value for the users to pay for the premium subscription.

For Users

Itallows usersto more easily find and listen to the content that they are interested in and helps podcast creators to better understand and engage with their audience. Additionally, by improving the podcast experience for users, Spotify can increase it's user engagement and retention, leading to better overall user satisfaction.

Solution approach

To getauser to actually complete listening to a full podcast we have to **make the option of finding and choosing good topics easily and timely available** for the user. So that we hit at least one of the avenue of either interest of favorability of time.
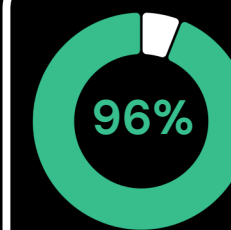
96% When given a choice users chose that they will also prefer quality of the topic over the length of the podcast.

For this we'd have to ;

- Make the topic finding easy for the user.
- Make the content more catchy & according to the interest of the user.
- Make the content available to the user on their favorable time.
- Create value for premium subscribers.

Solutions & Prioritization

Spotify Bucks

- Gamify the content listening exercise by giving out **in-app tokens for completing songs/podcasts** on the app.
- Earn a certain number of tokens and **get a 5% off** on the next premium subscription.
- Has a **world-wide scoreboard** to see the top scorers in the world.
- The idea applies the **gamification technique**s to nudge users to use the app.

Spotify Bytes

- **Short form (1-3+minutes) audio bytes** taken directly from the podcast specifically those that conveys the interesting part or the important topic of the said podcast.
- Users can **listen to the Byte and choose if they want to listen** t o the whole podcast.
- Since according to the survey user prefers Topic over Length but also cannot complete the full podcast, this **can help the user to choose topic of their liking in short time** thus mostly leading to a higher probability of completion.
- Based on Nir Eyal's **Hook Model.**

Spotify Goals

- Featurefor the user to **set goals where they can set the number of podcasts/chapters they want to complete** in a day/week/month etc.
- location based notification feature to **remind user to listen/complete a podcast whenever the app detects that you are travelling**/at home/working out /going to sleep etc.?

SOLUTIONS	Ease of use	IMPACT	Increase in listening time	SCORE(avg)
SPOTIFY BUCKS	5	2	3	3.3
SPOTIFY BYTES	4	3	4	3.6
SPOTIFY GOALS	3	3	2	2.6

Prototype

There is a slight Ui/Ux redesign of the home page to make the **Spotify Bytes** feature more effective.

Home button takes you back to the app landing page.

Search option is moved to right hand side corner to provide easy access for the user to search content.

The user clicks on the Spotify app button and lands on this Home page

My Library icon is moved to the top banner to facilitate easy access as well to make space for the Spotify Bytes icon in the bottom banner

Good Evening

Music   Podcast

No time to die Soundtrack

Jennifer Lopez

Galway Girl

Ed Sheeran Mix

No Lie

Bad Guy Billie Eilish

Recently Played

Selena Gomex Mix   Taylor Shift Mix   Ed sheeran Mix

Try something else

Agust D, Steve Aoki, BTS, Lil Nas X, Coldplay   Top 50 GLOBAL Your daily updates of the most played tracks rig...   Ed sheeran, The Kid LAROI, David Guetta,...

Home   Bytes   Search

Step-1

Home   Bytes   Search

The redesign of bottom banner is done based on **Nir Eyal's Hooked Model**, with the **Spotify Bytes** icon strategically **positioned in the center as a Trigger** for the user just like that of **YouTube shorts or Instagram reels icon**.

Clicking on the **Spotify Bytes icon** will take the user to a new page that will work as landing page for **Spotify Bytes.**

The Hook Model is a **framework for designing products that create long-term user engagement**. It consists of four stages: t**rigger, action, variable reward, and investment.** Through repetitive cycles of these stages, products can create habits and become an integral part of users' daily lives

Overview   Problem Validation   Problem Analysis   **Solution**   Metric   Potential
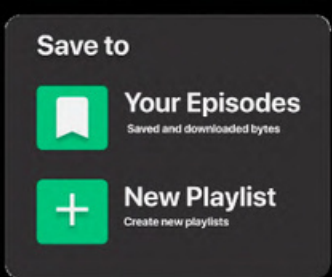
Pitch

Prototype

The idea behind Spotify Bytes is a series of swipe-able screen which contains a 5 mins audio bytes from the main podcast. (not a trailer) The Byte's screen look like as provided in the wireframe. These audio bytes are AI/ML generated suggestions based on the user's like or similar to the content they usually listen to. The user can Right or Left swipe according to access more Byte content.

Right Swipe

Left Swipe

The SAVE option will enable the user to save a byte they like but want to save for later. Clicking on this option will open a popup menu and from there the user can select where they want to save it in the Library.

This section houses the short description of the Byte being displayed on the screen. this section also houses the Ratings by other user to create a sense of confidence in customer that the content is popular.
It also displays the Genre as well as the frequency of uploads by the Podcast creators.
The user can further tap on the section area to get a more detailed version of this info

Click to like the Byte, user can also double tap on the scree to like it. The use of Like button is to generate data about user's likes & dislikes and then use AI/ML to suggest similar content.

Save to
Your Episodes
Saved and downloaded bytes
New Playlist
Create new playlists

Increase or decrease volume

step-2

If the user is interested with the topic clicking here will take them to a new page where they can listen to the whole podcast .
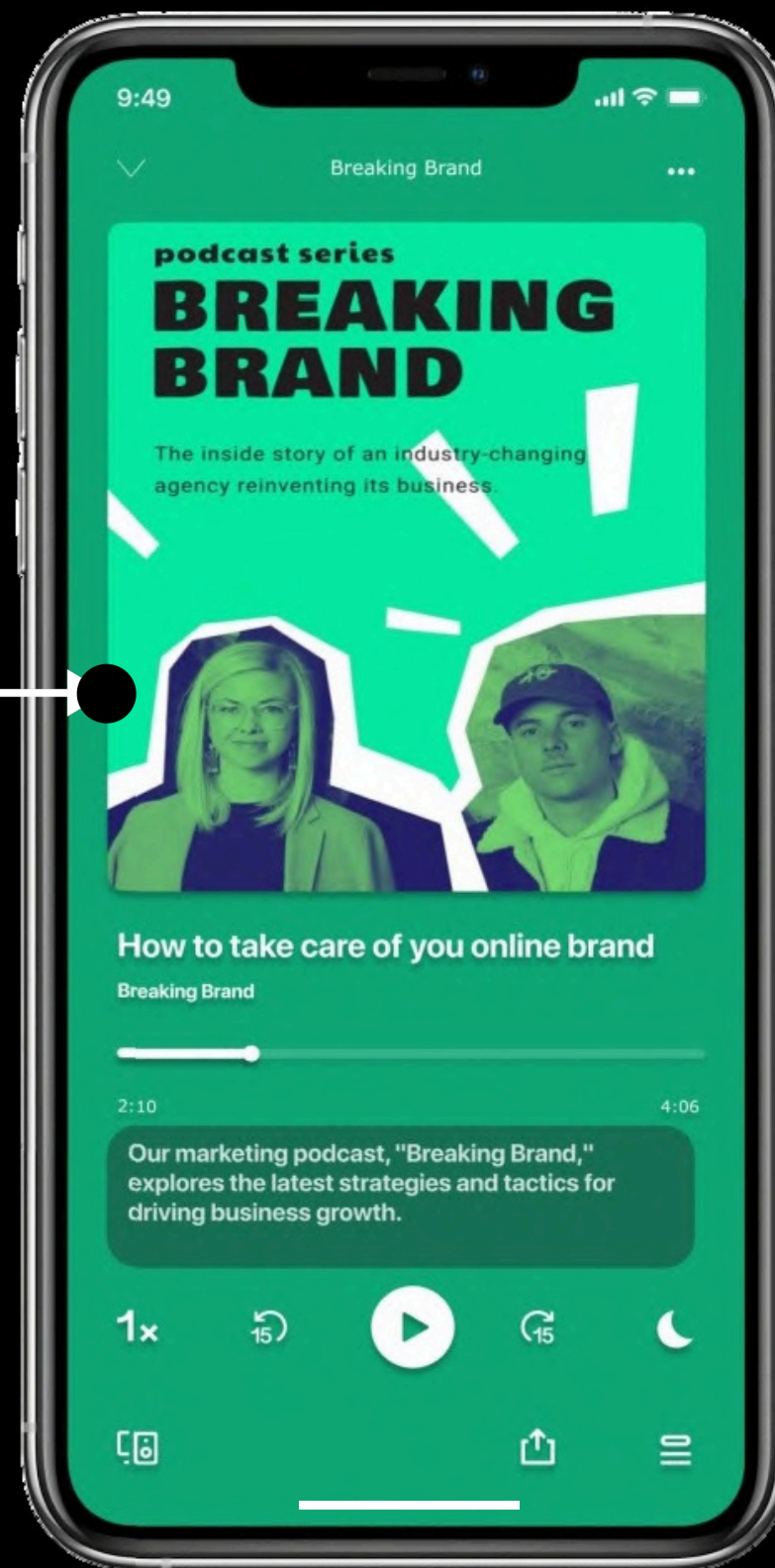
Spotify Bytes Landing Page

Prototype

User Journey

Once the user clicks on the option of **Listen to the full episode**, the user is sent to this page which is **the original podcast screen of the Original Spotify App**.
I've just **added a description section** just below the time seek to make information about episode readily available.

This can be considered the **end result of the Spotify Bytes' User Journey.**

Making the process of **nding a podcast , liking the content & completing it made easy** and intuitive is the solution I've designed here.

Step-1

The user clicks on the Spotify app and lands on the new redesigned app screen, here they **click on the Bytes button** in lower banner to open the new Spotify Bytes' page

Step-2

Landing on the Bytes' screen the user is presented with an **auto-played sound byte from a podcast** based on their interest. The user can **Right Swipe** or **Left Swipe** to seek content of their liking. If the user listens to a Byte and is interested then they can click on **Listen to the full episode** button or click on the **Save** button to save it to a playlist and listen later.

Step-3

The **user then ultimately ends up on the generic Podcast playing screen,** here the user can listen to the full episode & can use other default features as well.

9:49

Breaking Brand

podcast series

BREAKING BRAND

The inside story of an industry-changing agency reinventing its business.

How to take care of you online brand

Breaking Brand

2:10   4:06

Our marketing podcast, "Breaking Brand," explores the latest strategies and tactics for driving business growth.

1x

Step-3

Overview   Problem Validation   Problem Analysis   **Solution**   Metric   Potential

Pitch

Metrics to be measured

Type	Metric	Rationale
NSM	• The number of full episodes that are played by users after listening to Bytes.	• By tracking this metric, we can measure the success of the feature in achieving its primary goal, and identify areas for improvement and optimization.
Adoption Metric	• The number of users that selected the Bytes feature once / the number of users that listens to content. • No of users that continue to use this feature. • No of New user Sign-ups after learning about this feature.	• the understand if the user has even once used the feature or not. • To learn about the customer that frequently use this feature and why. • To learn if this feature has lead to new user adoption or not
Engagement Metric	• Total number of Bytes played/user/month • Total number of Bytes played / Session / user • No of swipes user made to see content.	• Helps to analyze if the feature is successfully used by the user or not. • How many bytes are played on an average per session by the user. • Helps analyze the success of the swipe feature.
Performance Metric	• Full episode playback time • Bytes playback time • Error rates	• This metric measures how long it takes for a full episode or Bytes to start playing after a user selects it. • Helps you to understand if error occurs during playback
Revenue Metric	• the number of users who upgrade to a paid subscription after using the feature.	• captures the success of the feature in converting users to paid subscribers, and provides an indication of how well the feature is performing in terms of generating revenue for the app
Satisfaction Metric	• CSAT Score for Spotify Bytes feature.	• Measures the customer satisfaction of the users with the review system after launch of Spotify Bytes.

Pitch

Pitfalls & Mitigation

Pitfalls	Mitigation
User confusion: If the feature is not intuitive or easy to use, it could cause confusion and frustration for users. This could lead to low user satisfaction and adoption of the feature.	A detailed step-by step journey can be shown & explained to the user's who are using this feature for the rst time.
Limited content: If the feature only offers Bytes from a limited number of podcasts, it could reduce the value of the feature for users and make it less appealing. This could lead to low user engagement and retention.	Spotify should promote this feature to content creators as well so that they can use this feature to increase their engagement as well as susbcribers
Performance issues: If the feature has performance issues, such as slow loading times or playback delays, it could negatively impact the user experience and make the feature less enjoyable to use.	To avoid performance issues, we can invest in high-performance servers and infrastructure, and regularly test and optimize the performance of the feature.

Future prospects

Further down the line if this feature is a success certain additional features which were mentioned before like **Spotify Bucks** or **Spotify Goals** can be integrated with this feature to make it more interactive as well **gamify** the experience & in turn help achieve the user needs more efficiently. I can also be later monetized by **advertising** to users who engage with the short-form audio bytes

Pitch