

Recomenders

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Spotify recomender

Scenario Design

1. Target users for spotify are any music/podcast listeners. the focus is mostly those who stream music/podcasts online.
2. The key goals of spotify is to make an environment of easy to access music and podcasts for the listener to stream.
3. Spotify helps achieve this goal through a recomender mostly devised through a discover weekly playlist where Spotify gives a 2hr long playlist of similar music that you listen too. It also provides similar artist recommendations on each artists page.

Reverse Engeneering the recomender.

for starters it is clear that Spotify keeps track of liked songs and songs in your library. Additionally it uses data for followed artists to recomend any new releases as well as local shows happening in your area. additionally for certain playlists there is a dislike and skip functiona and there is data collected on skipped songs repeated songs and how long a song is listened to before a skip.

Recomendations

Personally I would like to see spotify recomend songs that are listened to frequently by friends. Spotify has an interesting friending function that I do not think is fully fleshed out. It would be great to have playlists and songs recomeneded to you as well based on what your friends may be listening too to broaden the scope of the recomender because I find when I am using spotify my recomendations start to pidgeon hole my playlist to one specific genre so broadening the recomendations may be better.