

01 Spotify APP

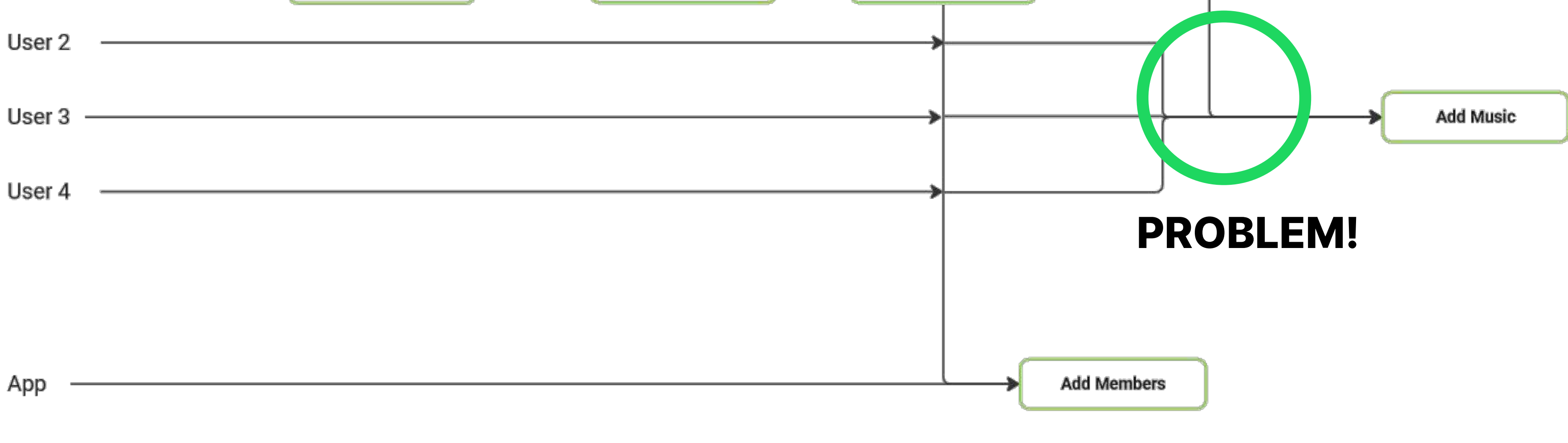
AI SESSIONS

CHALLENGE

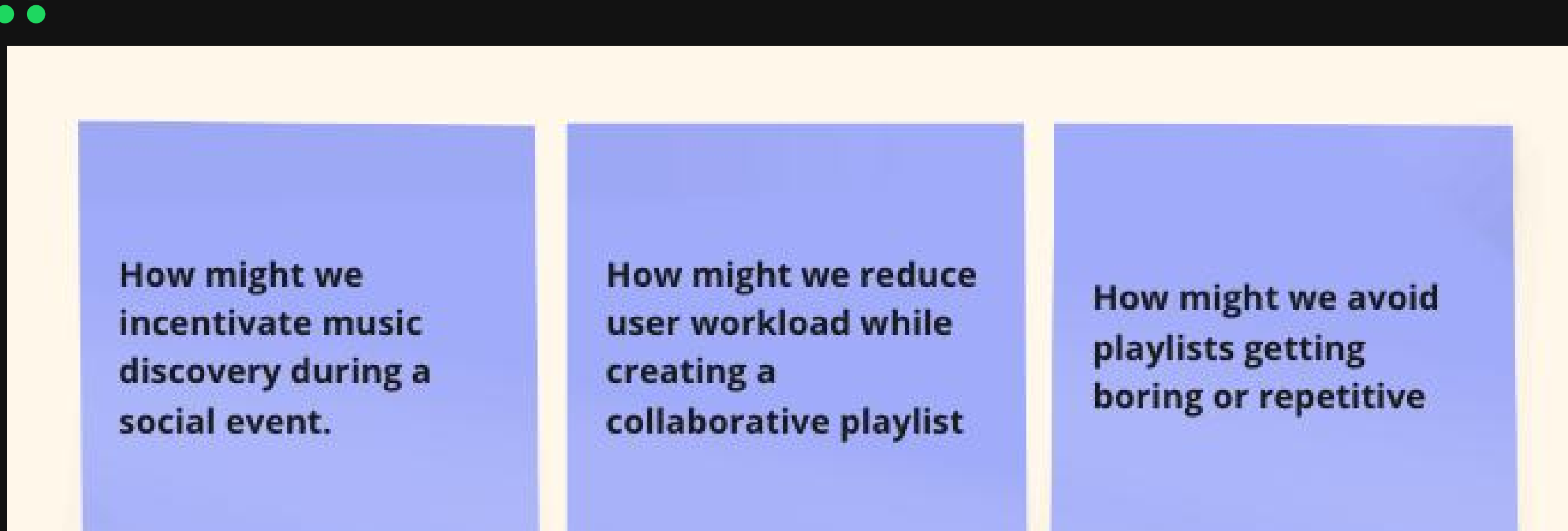
How might Spotify better serve music discovery behaviours using AI on new or existing surfaces based on both implicit and explicit signals?

MAPPING

User Workflow



HOW MIGHT WE...?

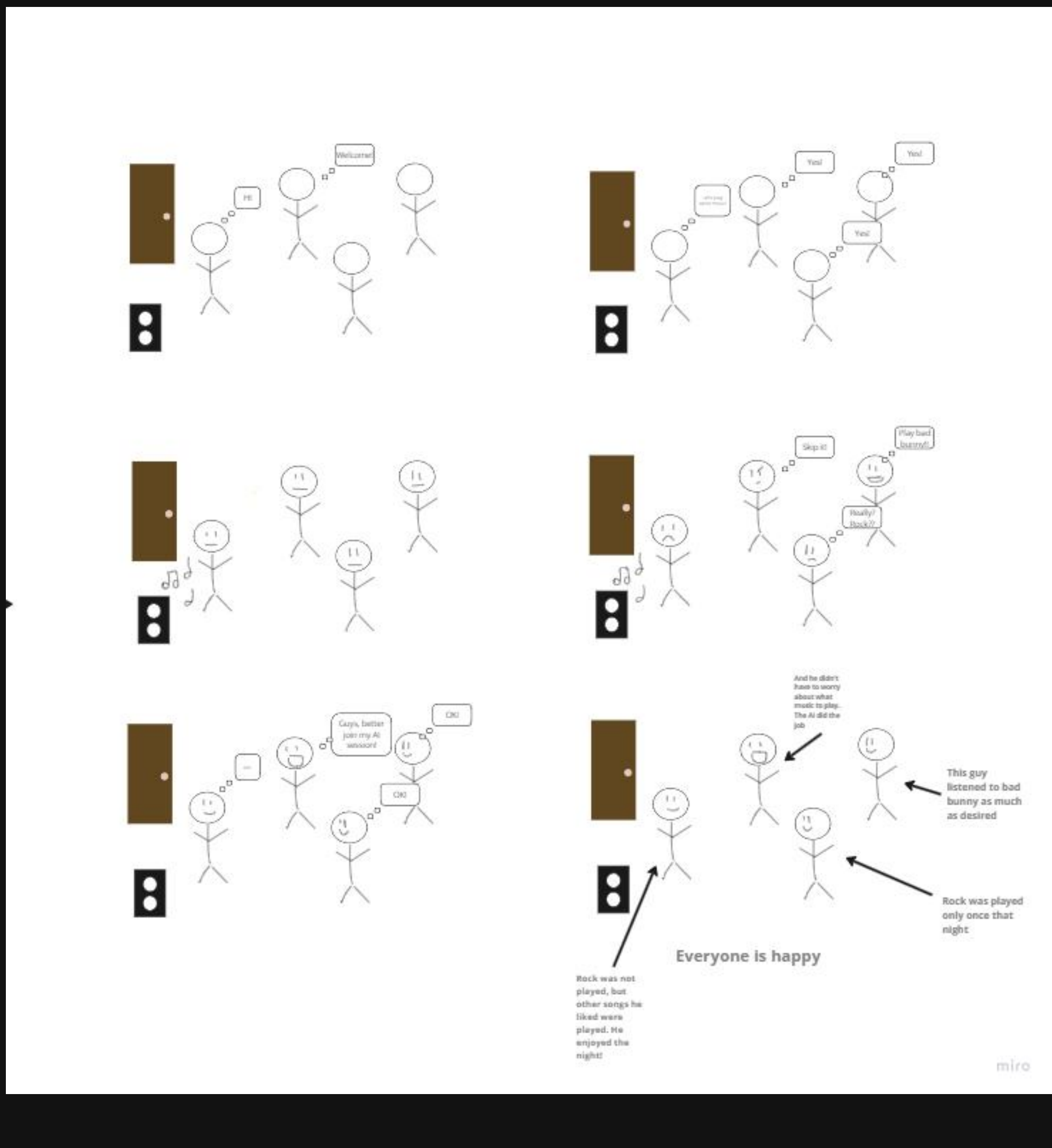


BRAINSTORMING OUTCOMES

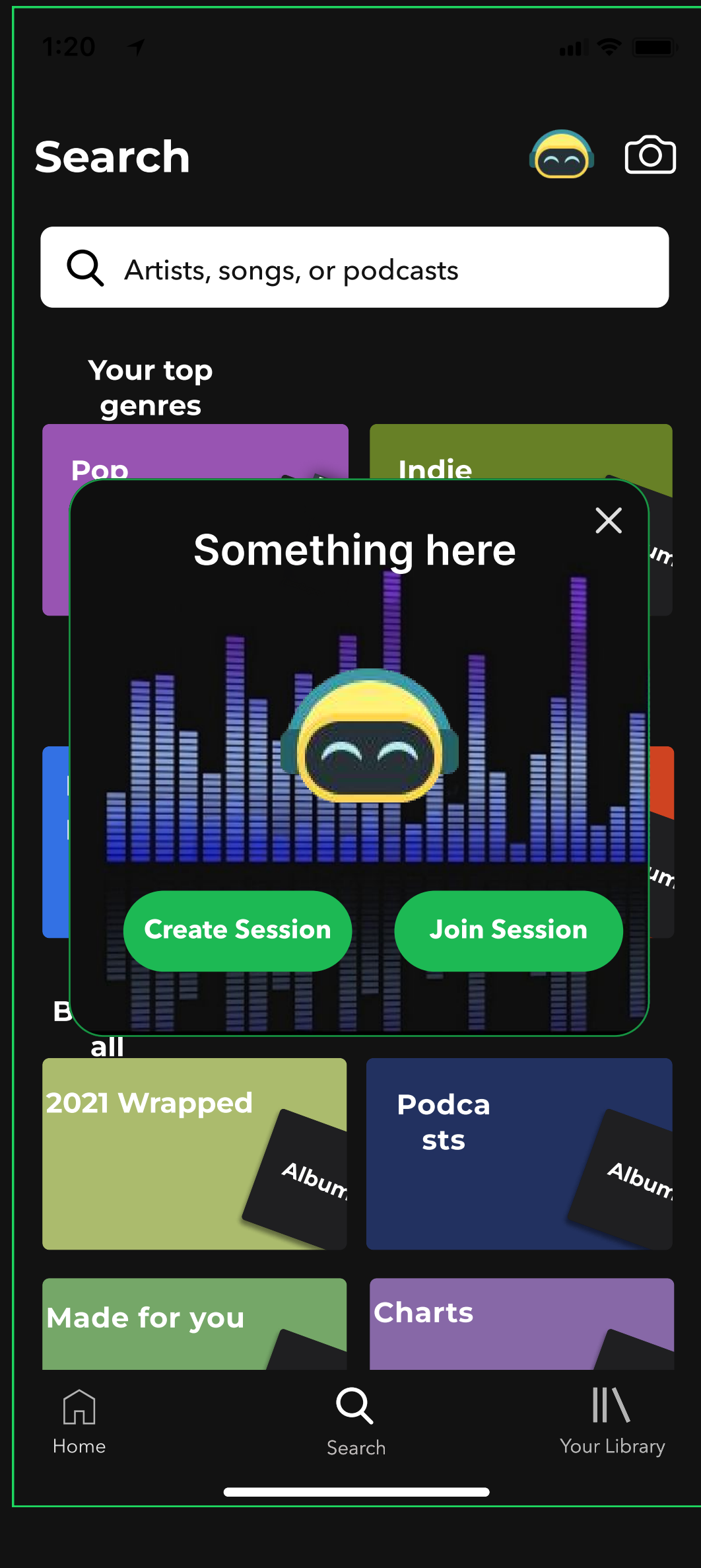
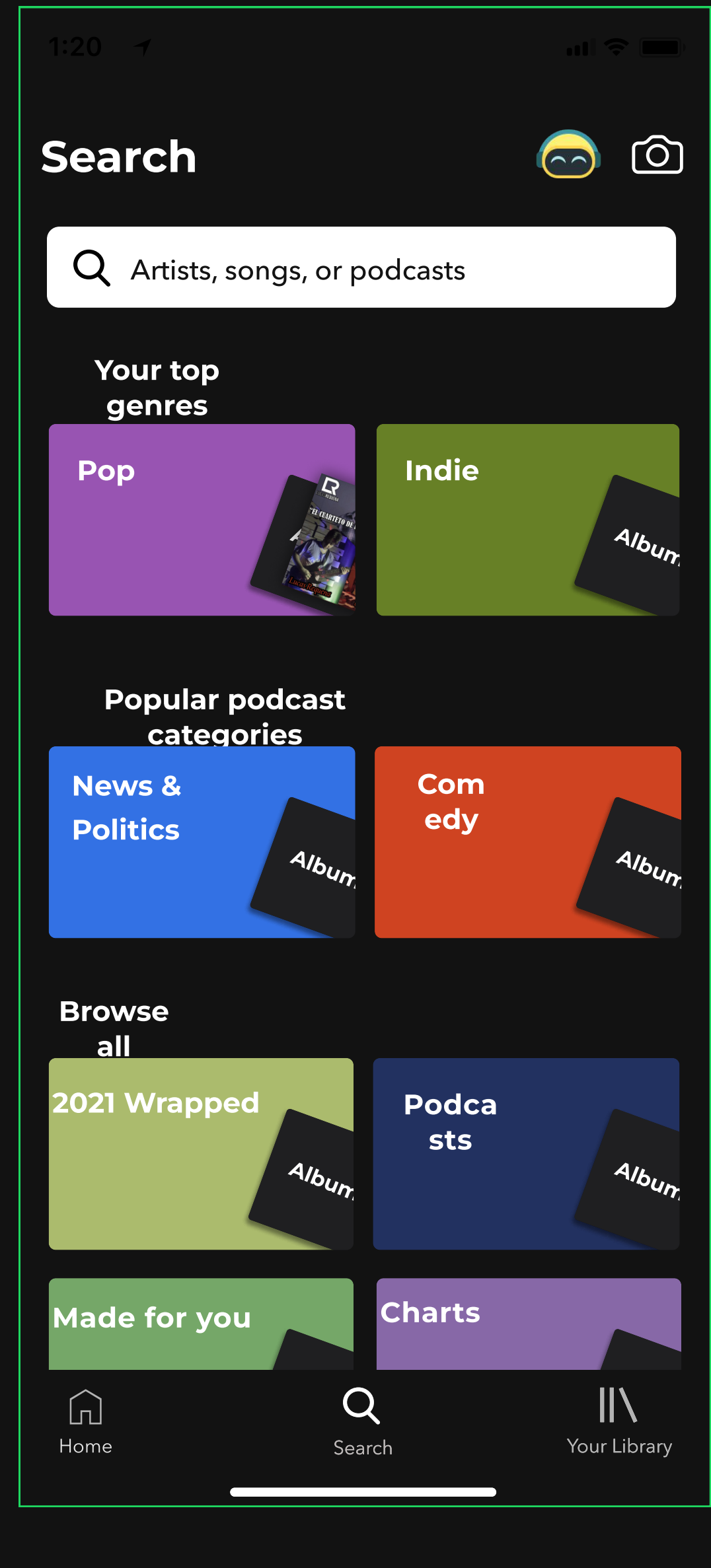


1. Use **voice search** and simplify the steps to join one collaborative list (like airdrop)
2. An event playlist: Be able to connect to the playlist at an event, **based on proximity**
3. AI will add music to the playlist, **based on the music preferences of the members** of the playlist
4. Reduce workload through **automatic connection**. Might lead to unexpected people joining
5. Some kind of voting system or queue / **Voting System to skip songs** → >50% people need to vote for a song to be skipped
6. Maybe it can be a new type of **AI DJ not a playlist**
7. Music is **dependant on event mood** → Constant tracking
8. Music is **dependant on participants tastes** → Spotify recognizes the favourite songs some participants have in common
9. Participants can **know which song is being played at the moment** (even though they are not the ones playing the playlist)

STORYBOARD



PROTOTYPE

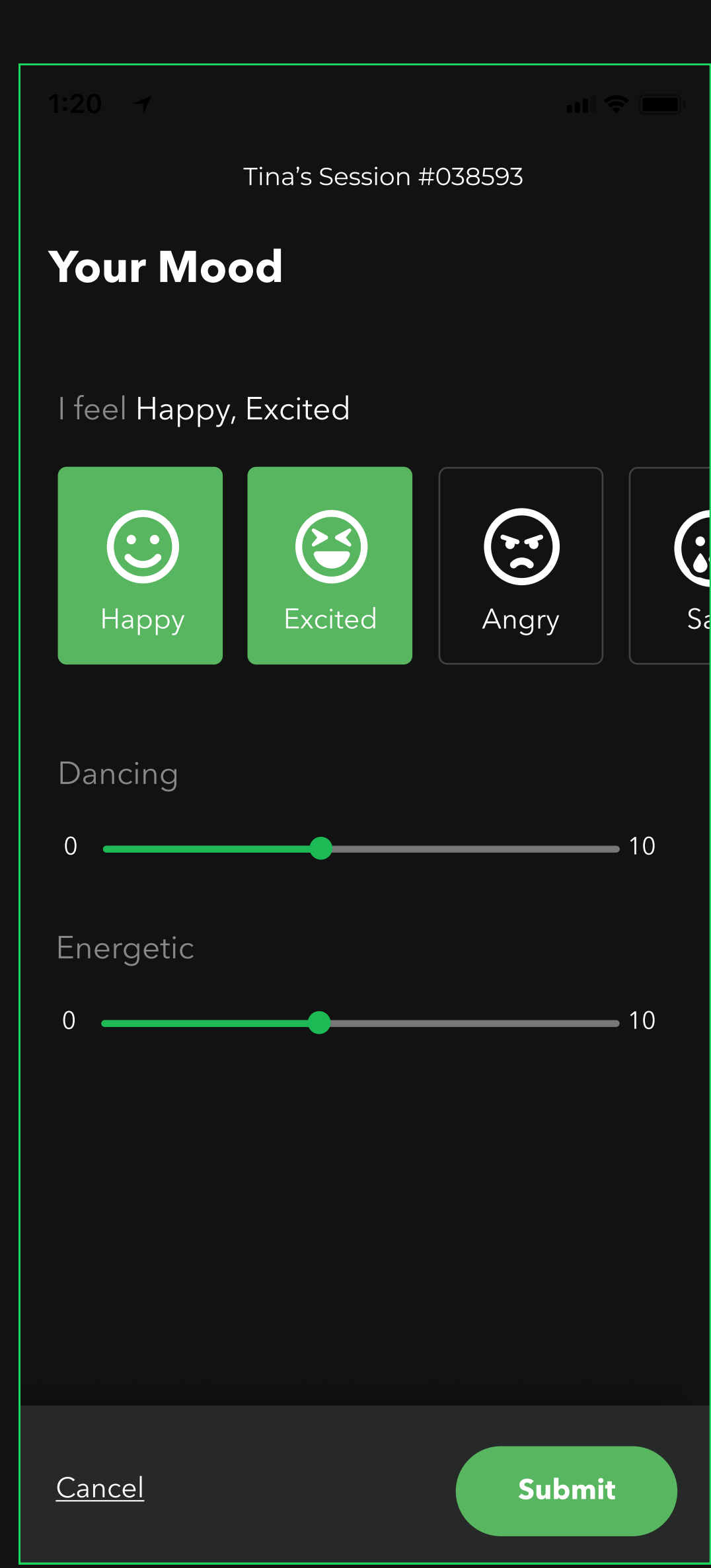
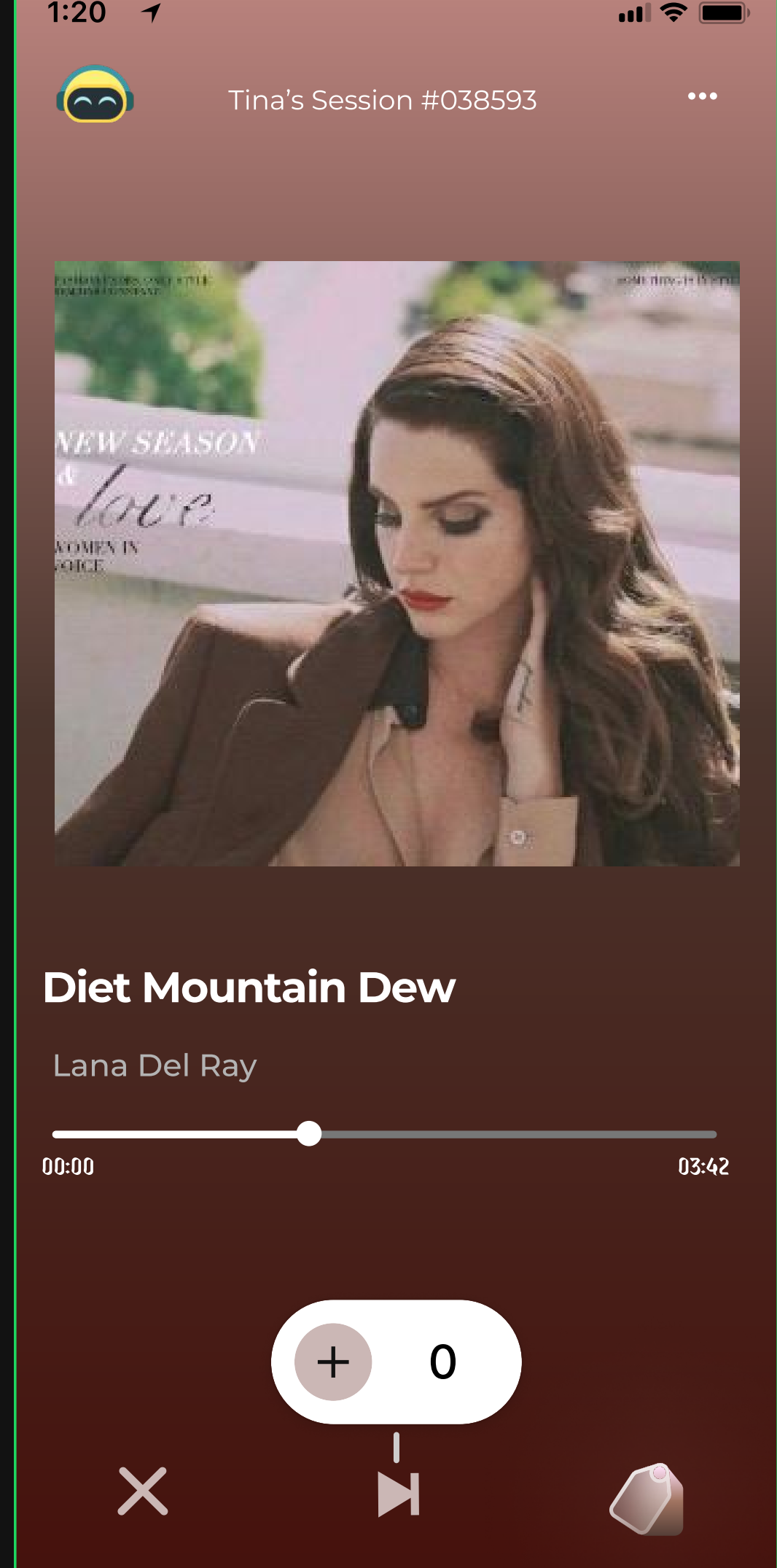
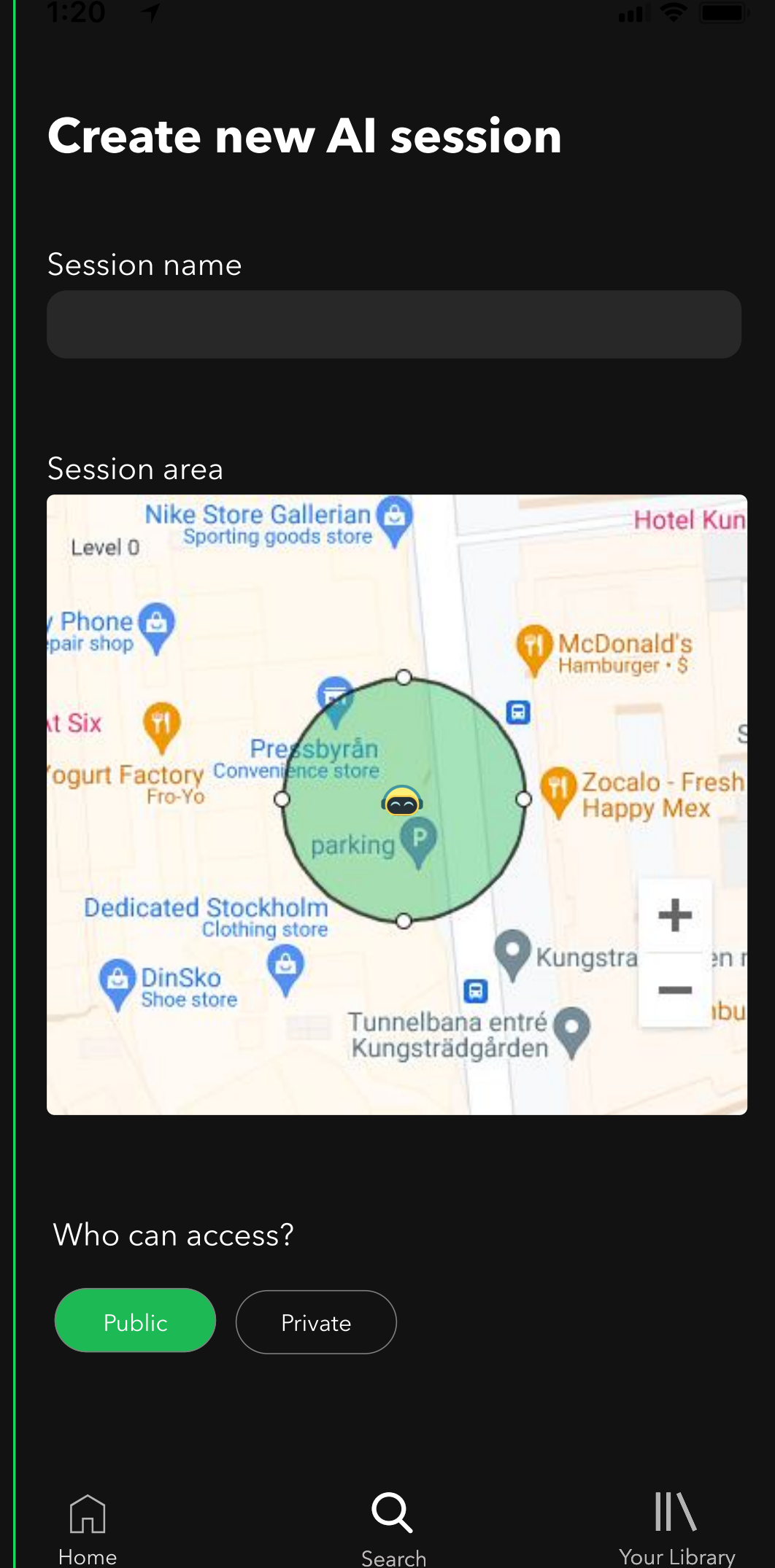


LANDING PAGE:
The spotify app starts as regular but now the page shows the AI Session button on the top-right corner.

AI SESSION BEGIN MENU:
A small menu is layered on top of the landing page. This menu allows users to either create or join an AI Session.

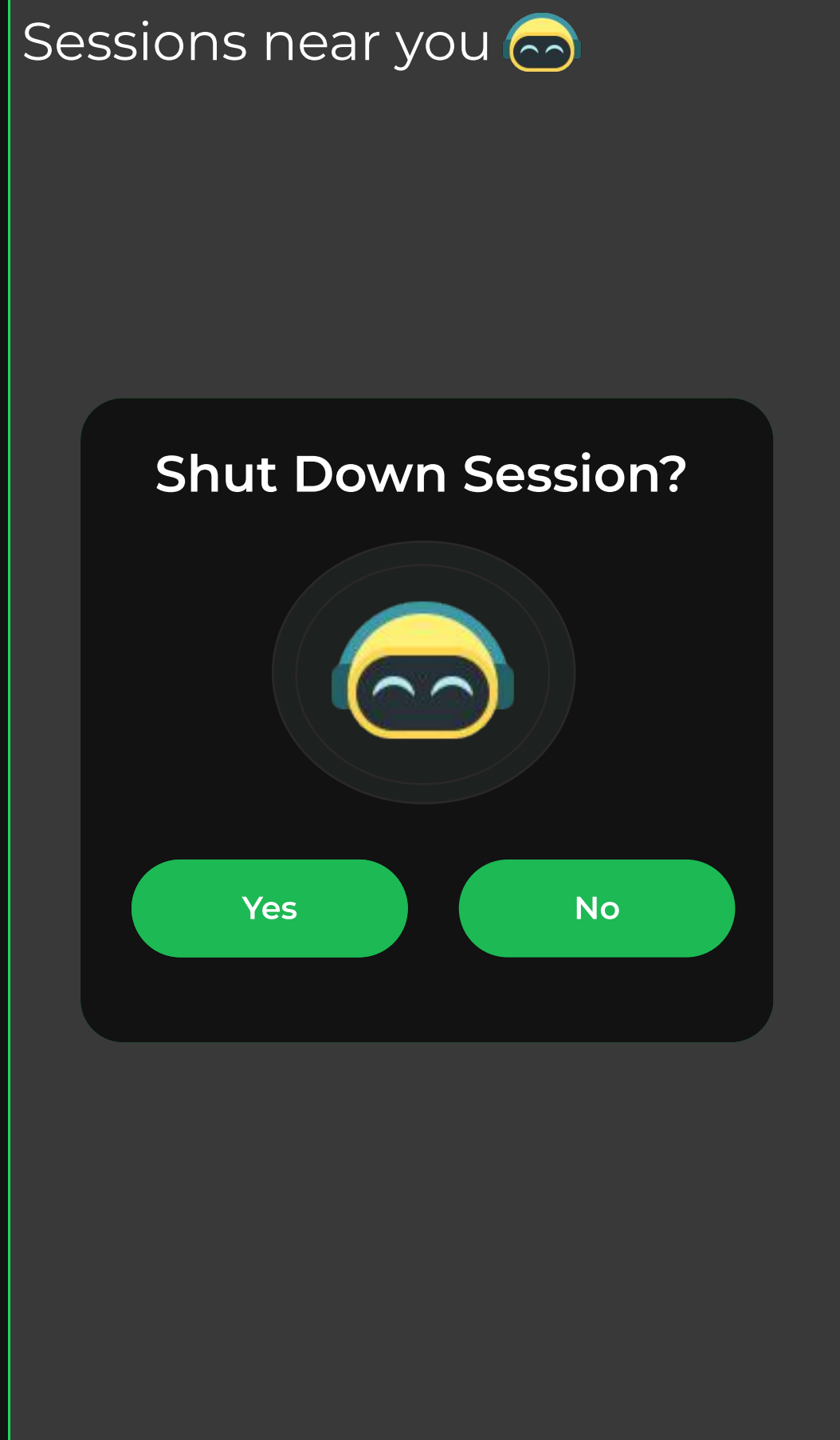
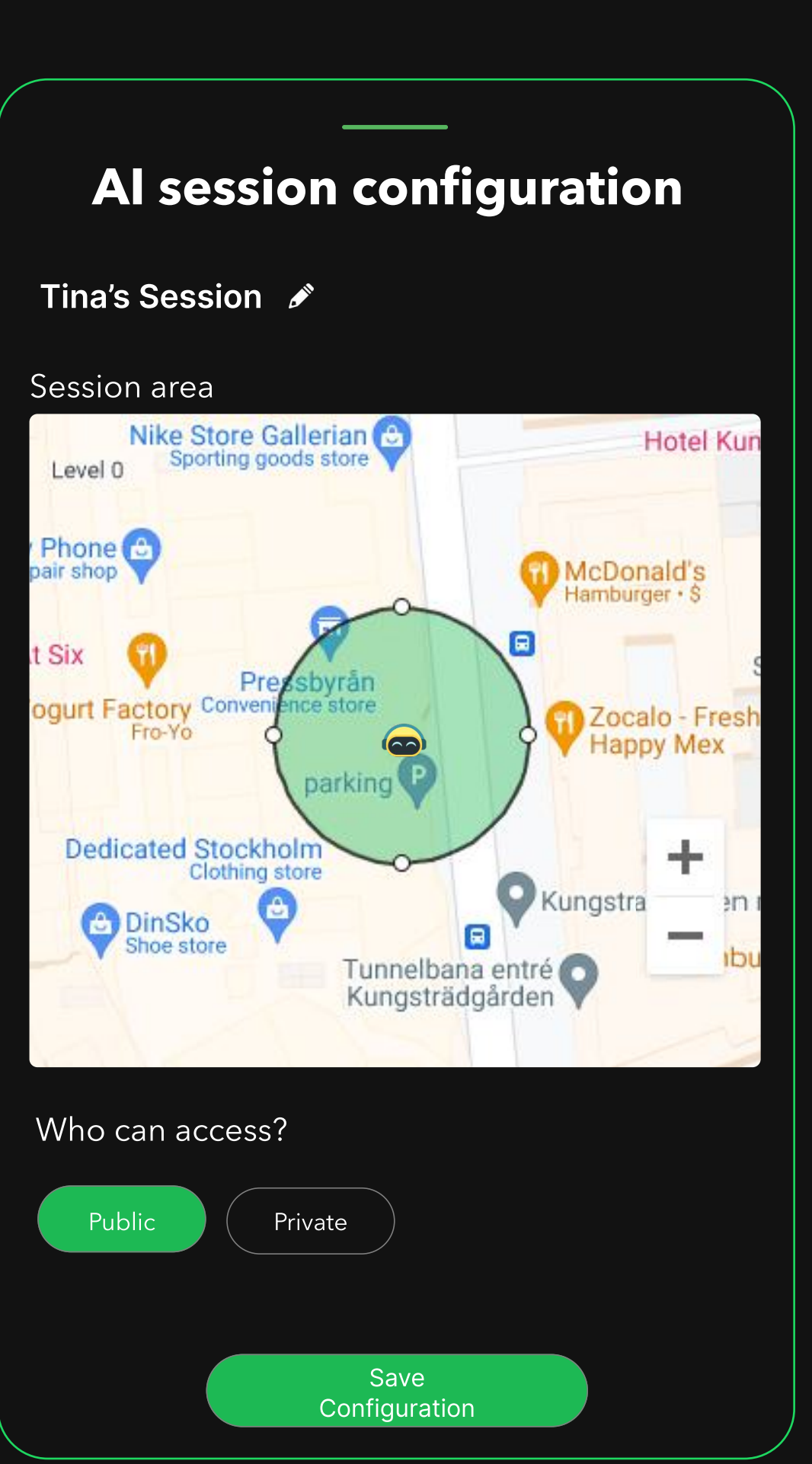
CREATE SESSION PAGE:
The menu allows the user to give the session a public name, select the area where users can request to join, and select if the session is public or private. If private, users will have to give a password to join.

MAIN AI SESSION PAGE:
Inspired in the Spotify music track page, it shows which track is being played. From here, you could either leave the session, vote to skip the song, or give feedback.

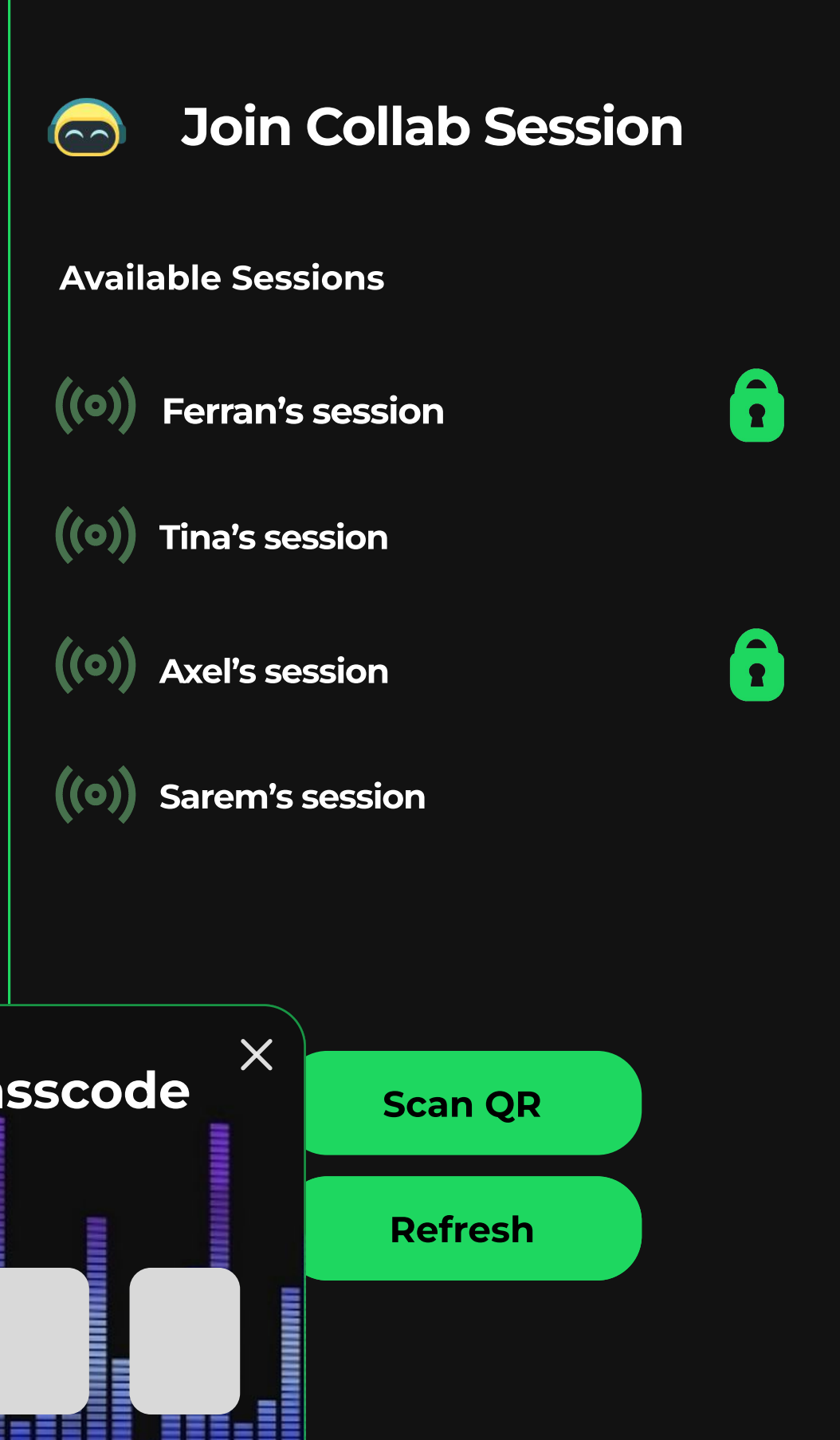


MOOD PAGE:
The AI DJ will inquire about the user's mood, energy level, and dancing desire to fine-tune the music sampling accordingly.

CONFIGURATION PAGE:
The AI configuration can be modified at any time by the host.



CLOSE SESSION:
Page where to end the AI DJ Session



JOIN COLLAB SESSION
Users can join AI sessions within their proximity. These sessions can be either public or private, with the latter requiring an access code for entry.