Research (*current project*) : this one, where you will get familiar with these 3 personas, UX problems and starting to think about solutions

Tasks

After reviewing the business' goals at the end of last quarter, the Research team wants to identify if we have an opportunity to make users' stream more content. They have identified a challenge which they think is worth exploring: "Improve how Spotify users find music to listen to."

With this in mind, the UX Research team gathered data and conducted user interviews. Here are a few personas that illustrate different chunks of the user base for this challenge:

- Alex, student, wants to find better focus while he studies. Persona Alex, User Journey Map
- Michelle, nurse practitioner, wants to discover new genre. Persona Michelle - User Journey Map
- Regina, retired, wants to build a library of saved songs based on her tastes. Persona Regina, User Journey Map

These fictional characters are here to help to keep your focus on solving ONE problem.

This exercise focuses on the Spotify **desktop app** experience. If you don't have it yet, you can download it for free here: www.spotify.com/download — note that the download will start automatically by clicking this link.

0. Empathize & define opportunities for improvement
mandatory

With this first assignment, you are trying to understand who you are designing for and how you can make their experience more delightful or reduce the fiction. To achieve this, you need to set aside your assumptions. You are not the user, you cannot anticipate their behavior and needs. And from this experience, you can define where/when this is room for improvement without being distracted by your gut feelings.

- Read the personas from above, choose one of them.
- Read their user journey map.
- Assuming you are this person, follow and reproduce each step of their journey.
- Make a list of all the opportunities for improving this experience.

Things you should have collected:

- The persona and user journey map you have chosen
- A list of opportunities for improvements

Post only blog post here for all tasks

Persona: Alex, student
Persona's problem: Wants to find better focus while he studies

Make a list of all the opportunities for improving this experience.

The opportunities are not solutions to solve Alex need, they simply presents the blocking points for his problem. They come from his User Journey Map.

Unsure to start the research by clicking on 'Browse' tab.
After entering key words in the search bar, Alex looks at the results page but the playlists are not directly displayed.
When he finds the playlists in the list of results, the results are limited at 3 playlists which is not enough.
After accessing the page for the playlists inside the list of results, Alex have to read playlists' title and find it difficult to pick

1. Sketch: challenge assumptions and generate ideas

Based on what you have learned from the first task, you will now generate as many ideas as you can. Good or bad, you want them ALL.
You are now in a brainstorming mode: think outside the box. Have you thought about the worst possible idea? Sketch it as well.
Don't aim for perfect sketches—aim for ideas in quantity. Draw by hand, on a whiteboard or on paper. Remember to take a photo of each idea.

Things you should have collected:

- Photos of your sketched ideas
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I- Generate Ideas:

Une fois les mots clefs saisie. Apparition d'un sommaire avec les différentes catégories comme les playlists. Pour y accéder un cliquant sur le sommaire.

Ajouter des filtres (Avec ou sans lyrics, tempo, style de musique)

Barre de recherche avec une auto-complétions / menu déroulant

Ajout du texte 'Browse by music style' Pour être plus précis que 'Browse'

Algo pour recommander des playlists du même genre

Une fois les mots clefs saisies dans la barre de recherches. Afficher plus de 3 playlists dans l'onglet playlists.

Ajouter une description en dessous de la playlist

Legend for the ideas:

Stares at results

Sees the playlist section with only 3 results
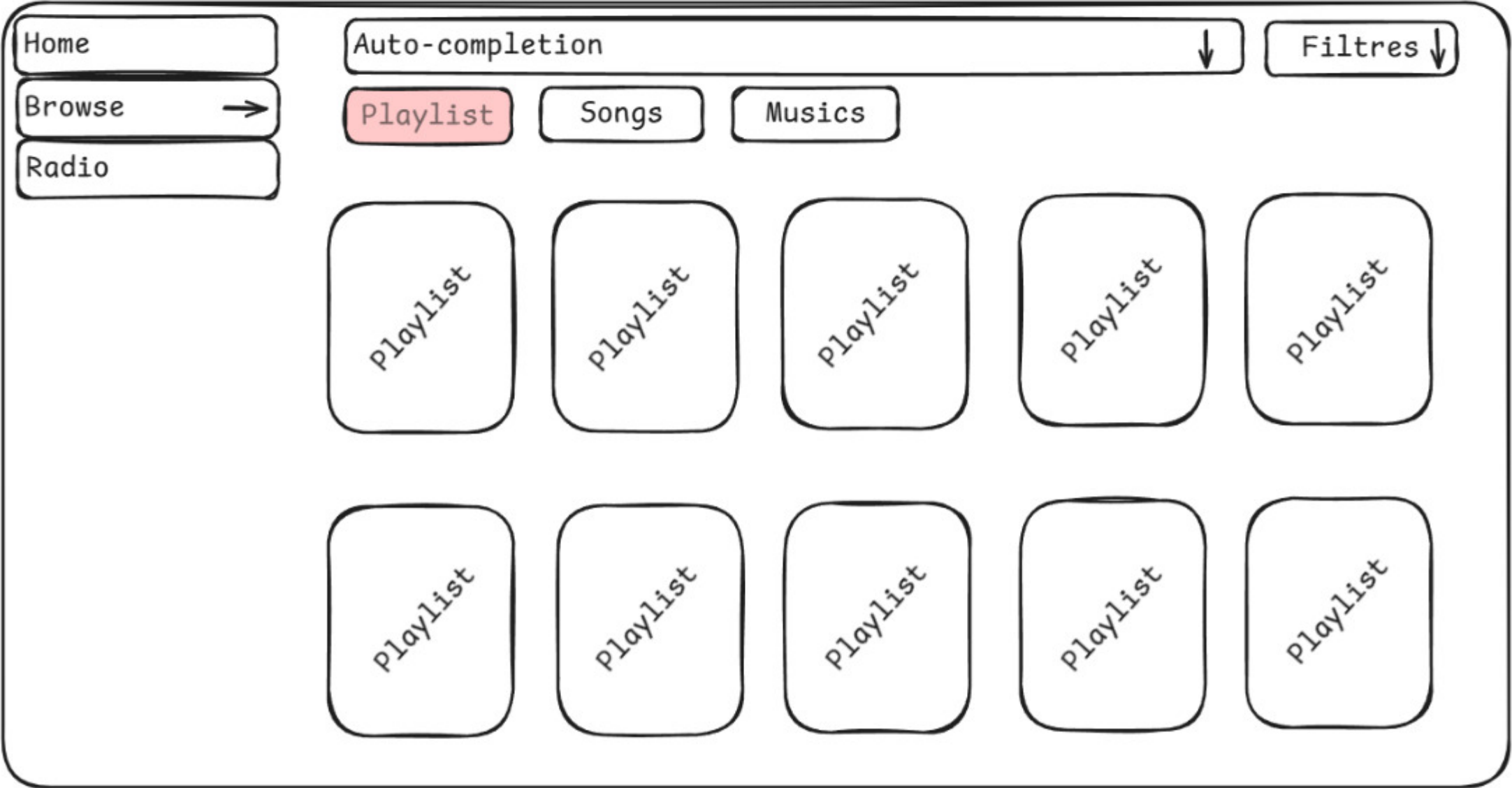
Reads playlists' titles
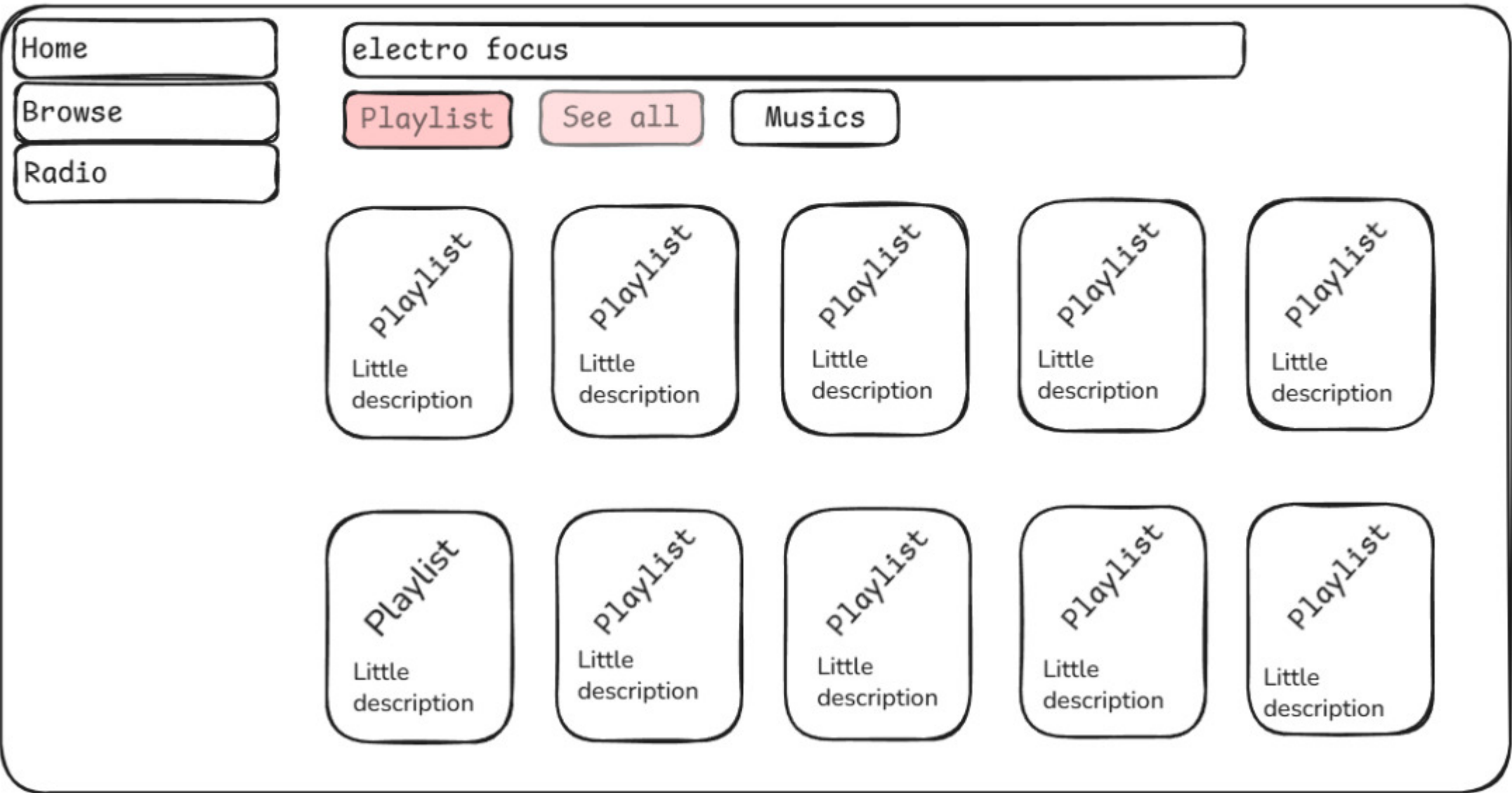
II- Sketched Ideas:

idea 1 : improved search bar
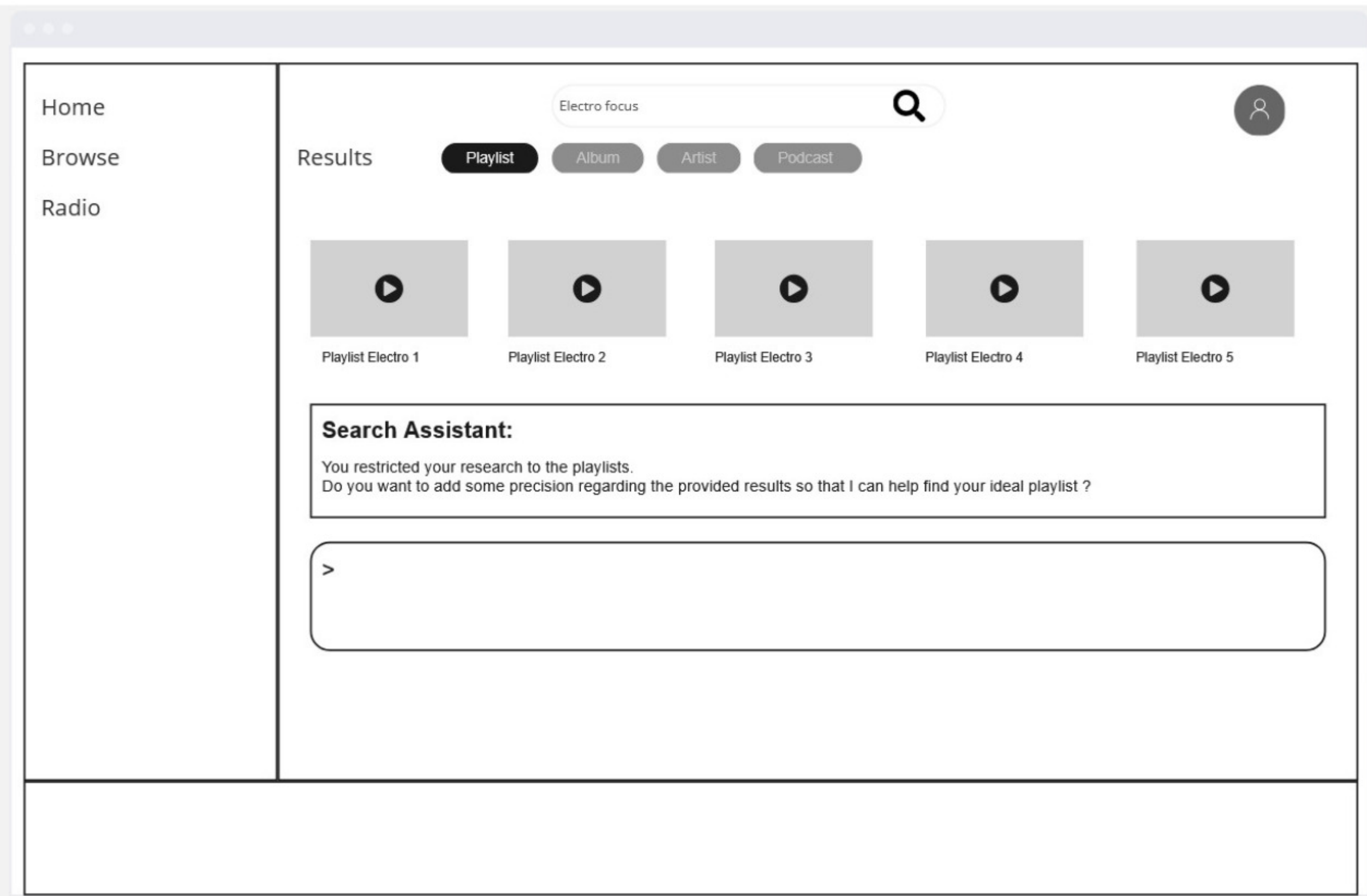
idea 2 : Add a playlist description

idea 3 : research assistant

Idea 1: Improved search
bar

Home	Auto-completion ↓	Filtres ↓
Browse →	Playlist Songs Musics	
Radio		

Playlist Playlist Playlist Playlist Playlist

Playlist Playlist Playlist Playlist Playlist

Idea 2: Description

Home	electro focus
Browse	Playlist See all Musics
Radio	

Playlist — Little description
Playlist — Little description
Playlist — Little description
Playlist — Little description
Playlist — Little description

Playlist — Little description
Playlist — Little description
Playlist — Little description
Playlist — Little description
Playlist — Little description

Idea 3 : research assistant

2. Decide: choose the idea to elaborate

Gather in groups based on the persona you have chosen. Everyone should present their ideas and the group should help you to choose the best idea to explore in the next phase.
- As the speaker, briefly pitch the opportunities you have found from the user's journey and show your sketched ideas.
- As a reviewer, if you think your peer has made an assumption, question it.
    - Example: If you hear *"The user will right-click on the song and [...]"*, ask *"Will the user know that they should right-click?"*:

Things you should have collected:
- Photo of chosen solution
- Text explaining: "Why did you and your team choose to explore this idea over the other ones?"
- There are no bad ideas: list all initials ideas with pros/cons for each that make you or your team decide which way you want to take

We chose the first idea, the search bar with filters, categories and auto-completion
We chose it because it brings together everything Alex wants and also the fears he has.

Conclusion:
With improved search functionality and an intuitive interface, Alex could find suitable playlists in just a few clicks. These adjustments would help transform his study sessions into productive and enjoyable moments, while reducing frustration caused by distractions.