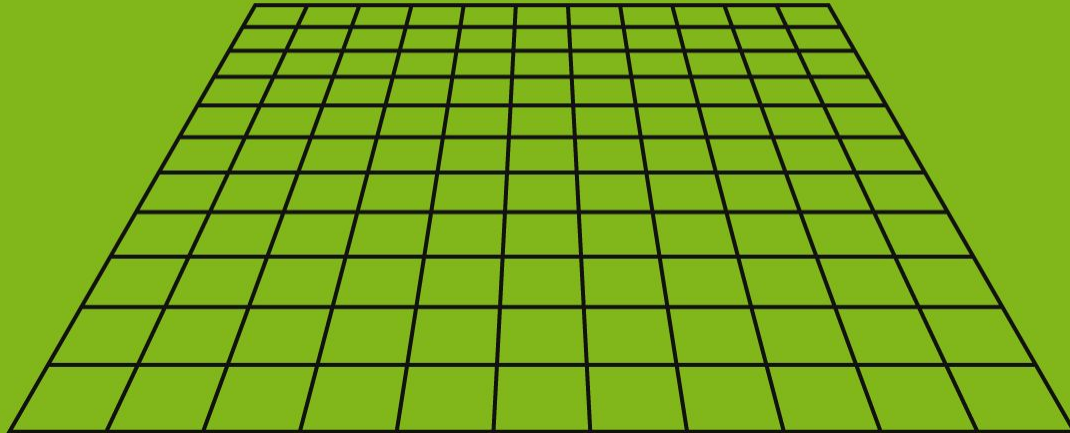


NEW RELEASES



Spotify's Next Innovation



GROUP 27
DECISION DOSSIER



**ALEX
BENSON**



**ANDREW
LESHAK**



**CRYSTAL
MEJIA**

Meet Our Team



GROUP 27
DECISION DOSSIER



**EVAN
ROMAN**



**LINDSEY
EVERSON**



**KATIE
FERRARO**

MB/A

See Our Ideas






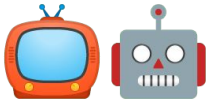

Concert
Experience


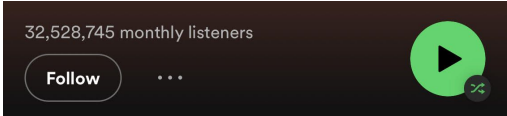






Travel
Mode






Jukebox

<h1>Concert Experience</h1>	<p>Improve the way fans interact with their favorite artists when on tour, whether it's through an in-person concert or an experience from the comfort of their couch</p>	
<h2>OPTION #1</h2>	<h2>OPTION #2</h2>	<h2>FOR BOTH</h2>
<p>Buy an IN-PERSON concert ticket through the Spotify app (no redirects to external sites)</p> 	<p>Buy an AT-HOME concert ticket through the Spotify app (at reduced cost)</p> 	<p>Access to additional in-app content, such as:</p> <ul style="list-style-type: none"> • Backstage video content • Private playlist with HQ audio recordings of the concert setlist • Bonus video/audio artist content, such as studio appearances, cover performances, collabs with other artists, etc.
<p>Get IN-PERSON event perks, such as early entrance, special access to a Spotify tent with free drinks/snacks from participating sponsors, artist meetups, exclusive merch, etc.</p> 	<p>Access to a live stream of the concert (front row experience without the front row price or over-priced venue beer)</p> <p>Potential for VR feature</p> 	

Concert Experience	Currently, Spotify has concert recommendations based on location, but links out to different ticketing apps.	
CURRENTLY	HOW IT'LL WORK	ONE STEP FURTHER
<p>Spotify has it's current ticket functionality hidden in the app/web-interface and is not user-friendly. Users have to know to type "concerts" in the search bar.</p>  <p>Our idea would require the ticketing and concert schedule feature to be more prominent in the UI/UX and keep the user in-app until the purchase is completed.</p>	<p>Users would navigate to their favorite artist and there would be a "ticket" button, similar to the "follow" button.</p>  <p>Clicking the "ticket" button would show a list of venues the artist is playing at, allow the user to buy tickets within the Spotify app, and then "unlock" additional at-home and in-person concert perks.</p>	<p>In addition to algorithmic music recommendations, there could be algorithmic concert recommendations.</p> <p>Users would receive "You might like X artist based on your Y listening habits. They are performing near you this weekend. Get your tickets here!"</p> 

Travel Mode	Help music-obsessed users choose their next vacation destination in a unique, fun way as we enter post-pandemic life and travel starts resurging	
HOW IT'LL WORK	PARTNERSHIPS	ONE STEP FURTHER
<p>Through a combination of algorithmic recommendations and a music + travel quiz, Spotify can provide users with ideas for their next vacation.</p> <p>The quiz would focus on favorite artists, as well as travel preferences. The results would feature locations where users can see one of their favorite artists, or similar artists, and align with the user's travel style.</p> <div data-bbox="227 867 519 965">  </div>	<p>Spotify could partner with travel companies like AirBnB, Marriott, or Delta Airlines to create vacation packages.</p> <p>Similar to "Pack Up + Go", Spotify could offer a "surprise" vacation option where the destination is a mystery.</p> <p>Partnerships with car rental companies is also an option, with Spotify creating a road trip playlist for the user.</p> <div data-bbox="807 888 1118 987">  </div>	<p>In combination with the ticket feature proposed previously, the user would be able to see Spotify's curated vacation packages, and be able to purchase accompanying concert tickets.</p> <div data-bbox="1398 670 1688 768">  </div>

Jukebox	Personalize customer's music experience, no matter the location, by purchasing Rockbot and building in-app capabilities so users control the music within a venue	
CURRENTLY	ROCKBOT	ONE STEP FURTHER
<p>Whether it's at a taproom, restaurant, coffee shop, or even airport lounge with family and friends, the one thing that always seems to be missing is that perfect soundtrack.</p>  <p>Companies, such as Spotify, are offering businesses new ways to enhance the overall customer experience, including what music customers get to listen to while out and about.</p>	<p>Rockbot is a leading music provider for businesses. With over 18M songs licensed and the ability to let customers request songs, Rockbot recognizes the importance of cultivating the right atmosphere with music.</p> <p>Combined with Spotify's unique ability to personalize streaming, this updated digital jukebox could take Spotify everywhere and replace "Touch Tunes".</p> 	<p>With \$19.3M in revenue in 2021, Rockbot is the B2B sound systems market leader.</p> <p>They have APIs already created to integrate with Spotify.</p> <p>Spotify's listeners combined with Rockbot's technology, makes this a seamless and small risk purchase that will fully enhance the Spotify listener's experience through every aspect of their lives.</p> 



THANK YOU!

