



Dawson Gyllenhammer | DSGN 310 | Fall 2022 | WWU

1.0 | Project Brief

What is being asked of us?

Project Description |

- In the larger UI/UX industry, Designers rarely get the liberty of building a digital product from the ground-up. Rather, designers are most often tasked with updating an existing product, and implementing new content into a sea of existing features.
- Over the course of this quarter, our task was to redesign an aspect of an existing digital product, learning how to implement a new, innovative & original feature into an existing design system.
- This project was very holistic, and built around the Industry of IxD, or interaction design. As a result, this project includes extensive research, defining problems, conducting user interviews & usability testing, as well as extensive concepting & design iterations.
- The ethos of this project was very centered on the process of designing for the user, or human-centered design.
- The final deliverable for this project was this case study, as well as a revised and interactive product prototype built entirely in *Figma*.

Why Spotify? |

- I chose Spotify for my re-design because I use it so often, and I have such a strong emotional attachment to this product. I find that being able to build a collection of music on this app is highly rewarding, and the customization features it offers would allow me to implement really interesting design solutions in this project. Furthermore, because I'm so attached to this product, there were already plenty of ideas in my head as to how it could be improved. However, over the course of this project, I tried my best to prioritize "the user" over my own personal interests.

1.0 | Project Phases

Task 1 |

- Conduct product research, do competitor benchmarking, build objective statements to guide research, and form research hypotheses.

Task 2 |

- Conduct 4 interviews to collect demographic information. Use that information to build 3 user personas that guide your research.

Task 3 |

- Conduct online user surveys to gather more product information, and use that research to build 2 user journey maps.

Task 4 |

- Build and cluster how-might-we questions, and write out prioritized goals centered around the user, the brand, and the business. Use these goals to build a priority matrix, and then build a concise 1-sentence product statement.

Task 5 |

- Build out a site map of the product. Then, write 3 hypothetical scenarios for your user personas, and construct task flows for these scenarios.

Task 6 |

- Sketch out wireframes of the product re-design, and use these to build a Lo-Fi prototype of the product in Figma. Then, set up a usability feedback form for this prototype.

Task 7 |

- Conduct moderated usability tests with 5 participants using your Lo-Fi prototype.

Task 8 |

- Build a style board for your brand, and use user feedback from the previous week to construct a Hi-Fi prototype in Figma. Build another usability feedback form for this next iteration.

Task 9 |

- Conduct usability tests for your Hi-Fi prototype, and perform 2 peer reviews on other students' Hi-Fi prototypes.

Task 10 |

- Build a final problem statement and a final solution statement for your product re-design. Then, create a 3rd and final prototype for your product in Figma.

1.1 | Company Info & Background Research

Direct Primary Competitors |

- Amazon Music, Apple Music, Youtube Music, Tencent Music, Pandora, Soundcloud & Deezer
- Spotify owns 38.8% of the market share
- Indirect Competitor: Youtube

Target Audience, User Base & Demographics |

- 433 million monthly Spotify listeners, & 182 million users have Spotify Premium.
- Europe (32%), North America (22%) & Latin America (22%) make up 76% of Spotify's user base.
- 56% of listeners are Male, 44% of listeners are Female
- Over 46% of listeners use spotify on a daily basis.

Origin Story & History |

- Service Launched in 2008
- Founder: Daniel Ek

Spotify Goals, Mission, & Values |

- **Mission:** unlock the potential of human creativity.
- **Value:** give millions of creative artists the opportunity to live off of their art.
- **Goal:** allow billions of fans the opportunity to enjoy and be inspired by the musicians they stream.
- Company Interest in Sustainability & Lowering Carbon Emissions.

Brand Guidelines |

- Spotify's design guidelines help developers integrate Spotify content & metadata into their platforms.
- Attribution: Any Spotify metadata used on a platform should be accompanied by the Spotify logo, which contains their wordmark & icon.
- Album & podcast artwork should not be altered from the format displayed on the application, ie. It should not contain play button overlays, & it shouldn't be cropped or have rounded edges.
- Displays showing a shelf of a user's Spotify content should not be seated next to content from other streaming services.
- Overall, any Spotify content used by developers should emulate the information hierarchy, composition, color palette and iconography of the original streaming service.

Services & Features |

- Music Streaming, Podcast Streaming & Video Streaming Services
- Free streaming services, as well as Spotify Premium for \$9.99/Month, and Spotify Family for \$15.99/Month
- Feature: recommended radios and playlists based off of your previous listens.
- Feature: Spotify remote group sessions & group playlists allow for music-sharing between listeners.
- Feature: Spotify Wrapped re-caps your most listened-to songs, artists & genres over the course of 1 year.

Product Touchpoints | Desktop, Mobile app, Smart TV

10.1 | Problem Statement

- Throughout my work on this project, the main problem I tackled with Spotify is its under-developed social media features. Based off the data I gathered, I noticed that many users were complaining it was hard to check in on what their friends were up to, especially on the mobile version of Spotify. This is a big deal, considering another poll I gathered confirmed that the majority of users use their mobile phone as their primary device for accessing Spotify content. Furthermore, another poll confirmed that the majority of people follow their friends on Spotify, implying that there is an urgent desire for interpersonal connection that is not being met on the current version of Spotify.
- Another problem I tackled, which relates strongly to the under-developed social media feature, is issues with public and private content. After taking a poll, it became clear that the majority of users found it hard to quickly determine which of their playlists were public or private. This is a huge problem, considering another poll determined most users privatize a certain portion of their saved playlists.

10.2 | Solution Statement

- The solution I created was a new page that appears in the primary navigation of Spotify, a page called “Profiles.” This page would serve as the social media component of the app, where users are able to interact with all of their friends and check in on what they are listening to. Rather than resorting to an infinite-scrolling feed that users post to, each user has their own fully customizable Spotify Board.
- The “Friends” page was created to indicate which friends are actively using the app, as well as to offer a quick and easy way to see what other users have been recently listening to without having to individually click on each profile. This page also exists as a means to navigate to other user’s Spotify Boards.
- On the “Your Board” page, there is a wide variety of customization options available. On the very top of the page shows the users name, as well as a profile photo and a background photo of their choosing. Then, below that title card is all the saved content. The idea of the Spotify Board is that it clearly displays all of your public content, in the same order other users will view this content. This gives users complete clarity over what other users can see on their profile.

10.3 | Process Summary

My hypothesis, and how it changed.

Initial Focus |

- At the beginning of this project, the feature I mainly focused on was Spotify's "Your Library" feature. My initial hypothesis was that the Spotify Library was confusing to navigate for most users, & as a result I centered this feature as the component of the app that needed re-designing.

Early Research & Realizations |

- However, after conducting my first few rounds of user research (both in-person interviews & Google Form submissions) it became clear to me that many users found the Library feature relatively intuitive to navigate. However, the questions I asked did bring up other issues, which were related to issues in the Spotify Library, but could possibly require an entirely new feature.

New Problems |

- From my research, it seemed that users found it difficult to discern their public playlists from their private playlists, and users also felt that it was difficult to connect with their friends and followers, especially on the mobile version of Spotify.

Questions |

- The main problem I was facing was that the Spotify Library is a very intricate and complicated feature on the app, and adding new content to this feature was very hard to visualize. I kept asking myself; how could I solve these user issues in a way that was clear and intuitive, when the Library feature is an inherently complicated page on the Spotify app?

Solutions |

- After thinking it over, I decided that the Spotify Library would not be a good place to connect with friends and share your public content with them. Instead, I decided that these issues would require an entirely new page in the primary navigation, and that page was going to be called "Profiles."

Conclusion |

- While at the start of this project I was planning on re-designing the navigation features in the Spotify Library, after actually listening to the needs of users, I instead decided to implement an entirely new social media feature to the app, which ended up solving some issues found within the Library along the way.

1.2 | Competitor Benchmarking

	Spotify	Apple Music	Youtube Music	Amazon Music	Pandora	Soundcloud
Customer Reviews	4.8/5, 23M ratings	4.7/5, 188K ratings	4.7/5, 880K ratings	4.8/5, 1.9M ratings	4.8/5, 9.1M ratings	4.5/5, 180K ratings
Services	Music streaming, video streaming, & podcasts	Music streaming, video streaming, radio streaming	Music streaming, video streaming	Music streaming, podcasts, video streaming	Music streaming, podcasts	Music streaming, podcasts
Design Aesthetics (main page)	Simple Icons. Dark mode theme by default, green play buttons as accent (#1DB954)	Simple Icons, Has light mode set as default, salmon accents on icons (#f94c57)	Simple Icons. Dark mode theme by default, no accent color visible	Simple Icons. Dark mode theme by default, has baby blue accents on icons (#0DBFF5)	Simple Icons. Has light mode set as default, blue accents on menu bar (#00A0EE)	Simple Icons. Light mode by default, with accents of bright orange (#ff8800)
Tone of Voice	Modern, minimalist, sleek. Green communicates balance, safety, & freshness.	Modern, minimalist, sleek. Salmon communicates friendliness, self-expression & fellowship.	Modern, minimalist, sleek. Red of logo communicates passion & excitement.	Modern, minimalist, sleek. Light blue communicates calmness, trustworthiness, tranquility.	Modern, minimalist, sleek. Blue communicates calmness, serenity & orderliness.	Modern, with a more playful UI. Orange communicates creativity, enthusiasm, & optimism.
Price & Subscription Levels (Users)	(Free) \$0.00/mo (Premium) \$9.99/mo (Student) \$4.99/mo (Duo) \$12.99/mo (Family) \$15.99/mo	(Radio) \$0.00/mo (Voice) \$4.99/mo (Student) \$5.99/mo (Individual) \$9.99/mo (Family) \$14.99/mo	(Youtube) \$0.00/mo (Student) \$4.99/mo (Premium) \$9.99/mo (Family) \$14.99/mo (Annual) 99.99/yr	(1-device) \$4.99/mo (Unlimited) \$8.99/mo (Annual) \$89/yr	(Free) \$0.00/mo (Plus) \$4.99/mo (Student) \$4.99/mo (Military) \$7.99/mo (Premium) \$9.99/mo (Family) \$14.99/mo	(Free) \$0.00/mo (Go) \$4.99/mo (Student) \$4.99/mo (Go+) \$9.99/mo
Strengths of Overall Experience (5 Star Reviews)	Great variety of songs, lyrics-display feature, playlist building, downloadable songs.	Playlist building, Slick design, lyrics update, lossless audio quality, Crossfade between songs.	Good customer service, does it's function, has better free version than others, offline downloading.	Integration of Alexa voice interaction, Good selection, no commercials (on payed tier), downloadable songs.	Enjoyable free streaming, playlist & radio building, good selection.	Downloadable songs, less restrictive to underground musicians, personalized song recommendations.
Weakness of Overall Experience (1 Star Reviews)	Lots of ads & lack of freedom in free version, music recommendation AI sucks, dislike of large tile displays.	Bad UI on the iPad, lots of bugs i.e. the "play next" feature, lag/delay with added songs, doesn't stand out from competition.	Glitchy, no lyrics tab, freezes often, hard to navigate, drama over replacing "Google Play" streaming service.	Constant ads for music unlimited, Glitchy song playing, low personalization, confusing UI	Some songs only available on radio, Song-playing glitches & crashes, long ads, limited skips (free version), & Plus tier is still limiting	Bad Search results, paywalls, playlist & queue glitches, premium-only songs, bad UI on mobile.

1.3 | Objective Questions/Statements

Focus: Spotify's "Your Library" feature

Who? |

- Who prefers the Library feature as the first place to navigate for music?
- Who would avoid the Library feature on Spotify? What are their motivations for using other navigation methods?

What? |

- What does the "Your Library" feature do for users? What does the Library do well?
- What are some pain points while navigating the Library feature?
- What elements of personalization could be improved in the "Your Library" feature?
- What subscription level/payment plan makes the Library feature most enjoyable?

When? |

- When do people use the Library feature, compared to the Home & Search features? At what instances?
- When would a user typically start using the Library feature in Spotify? Would a 1st-time user open it?

Where? |

- Where are people when they access the Library feature of Spotify? How does this location influence its use?
- Where is the library feature most often used: the mobile app, the desktop, or on a smart tv?

Why? |

- Why would users use the Library feature? Why do they click on that tab (as opposed to just searching, streaming by genres, or navigating from the Home menu)?
- Why would someone recommend the Library feature to another user? What makes the feature likable?

How? |

- How do most users navigate through the Library feature?
- How should the library feature be organized to minimize confusion?
- How often are people using the Library feature?
- How do people of different subscription levels utilize the "Your Library" section.

1.3 | Research Objectives

Focus: Spotify's "Your Library" feature

Objective 1 |

- Determine the expectations of users entering the "Your Library" feature. What does their mental model look like when they click on it? What are they expecting to find and how are they expecting to find it?

Objective 2 |

- Examine how Spotify's personalization/customization features are incorporated into the "Your Library" feature. How could the Library feature be further customized? What personalization features are necessary, and which are more trouble than they are worth?

Objective 3 |

- Determine how the current organization, categorization, & information hierarchy of the Library feature influences the user's experience with their playlists & liked content. How could navigating this feature be made easier and more enjoyable? how could personalized navigation help /harm ones experience with their saved content in this feature? How might this experience differ on different devices?

1.4 | Hypothesis

Focus: Spotify's "Your Library" feature

Hypothesis Cluster 1 |

- People find the current organization of the "Your Library" feature confusing & hard to navigate.
- Spotify users new to the application would find the Library feature even harder to navigate.
- Users switching to Spotify from a different streaming service may be more frustrated with navigating the "Your Libraries" section than other users.

Hypothesis Cluster 2 |

- Simplifying and enlarging the navigation buttons would help users navigate the Library feature.
- Incorporating a green active button in the "Your Library" navigation would better communicate what page the user lands on.

Hypothesis Cluster 3 |

- The "Your Libraries" feature could be easier to navigate after re-structuring the customization options offered.
- Users would benefit from more personalization options in their library, such as an option to incorporate some color-coding, as well as the option to form collections that contain multiple playlists.

Hypothesis Cluster 4 |

- Music streaming services are structured very similarly to one another, to the point that they all look the same to most users.
- Spotify has enough of a fan base that it could benefit from a UI redesign that sets it apart from other music streaming services.
- Spotify's UI re-brand would be easier to adjust to if it used the mental models of other streaming services as a jumping-off point.

1.1-1.4 | Works Cited

"About Spotify." Spotify, 27 July 2022, <https://newsroom.spotify.com/company-info/>.

"Design Guidelines." Spotify for Developers, <https://developer.spotify.com/documentation/general/design-and-branding/>.

"Get Music Premium." YouTube, YouTube, https://music.youtube.com/music_premium.

Hughes, John. "Spotify Competitors Analysis : Music Giants to Watch out For." Business Chronicler, 27 Sept. 2022, <https://businesschronicler.com/competitors/spotify-competitors-analysis/>.

Joe, Curtis. "How Much Is Spotify Premium?" Android Authority, 19 Sept. 2022, <https://www.androidauthority.com/how-much-is-spotify-premium-3088090/>.

Ruby, Daniel. "Spotify Stats 2022 - (Facts, Data, Infographics)." Demandsage, 16 Sept. 2022, <https://www.demandsage.com/spotify-stats/>.

Shepherd, Jack. "23 Essential Spotify Statistics You Need to Know in 2022." The Social Shepherd, <https://thesocialshepherd.com/blog/spotify-statistics>.

"Upgrade to Pandora Plus or Premium." Pandora Help, https://help.pandora.com/s/article/Upgrade-to-Pandora-Plus-or-Pandora-Premium-1519949306612?language=en_US.

2.1 | Interview Script

Focus: Spotify's "Your Library" feature

Lead-in |

- I'm currently gathering information about Spotify and its general interface, in hopes I can redesign some features to make it more user-friendly.
- In my research, there are no stakes here, I'm just trying to gather some information for a class.
- Before we start, do you have any questions for me?
- Also, would you mind if I make an audio recording of this conversation? It won't be used for anything beyond personal research.

Intro |

- First off, I just wanna gather some demographic information. You can also choose not to answer any particular question.
- What's your age? Could you describe your occupation, or what industry you're in? How comfortable are you using technology? What state do you live in? What are some of your favorite hobbies, if any?
- What version of Spotify do you have?

General Questions |

- When did you first discover Spotify? How did you learn about it?
- How often do you find yourself using Spotify?
- What emotions tend to come up when you're using Spotify?

Specific Questions |

- What device do you most often open Spotify with? Is there any particular reason you use this device?
- Would it be possible for you to open Spotify while we're talking?
- On Spotify, what's your experience been with building playlists?
- How do you go about listening to music when you're alone? How about with other people?
- If you look up into the navigation section, what's your experience navigating Spotify's "Your Library" feature?
- When you open your Spotify library, what's your experience been with getting to your favorite playlists?
- How have you found the experience of trying to share playlists with others? Either in person or through the share feature?
- Have you ever been jealous of any features on other music platforms? If so, which ones?
- What's your experience with navigating your liked songs? How about navigating to find your podcasts?
- I think I'm about done. Do you have anything else you'd like to share?

2.1 | Interview #1; Liam (Spotify)

Intro/Demographics |

- Age: 22, Occupation: Music Production, in the music industry. Quite tech-savvy. Location: Washington State. Hobbies: witchery & alternative spiritualism, as well as making music.

General Info |

- Started using Spotify in 2014, as an early user. Came over from iTunes.
- Uses Spotify daily, multiple times a day.
- He loves to curate playlists, and distill music into a sophisticated collection.
- Comes to Spotify out of convenience, and he also posts music to Spotify as an artist. He, as a user, is both the listener and the musician.
- He is, arguably, an expert in this field.
- He says that Spotify has very few features to help promote music on their platform.
- He has Spotify Premium.

Specific Info |

- He uses Spotify on mobile, most often uses it while doing an activity, i.e. yoga, studying, working out.
- Building playlists is highly rewarding to him, but searching within a playlist is confusing to navigate, & he hates the feature where Spotify recommends songs to add. He likes to make his own choices about music.
- He builds playlists for multiple functions. He usually only searches for new music when studying, and is very loyal to musicians he already appreciates.
- He finds it a bit confusing to navigate Spotify's Library feature. Was confused why "Liked Songs" is a playlist instead of a separate collection.
- Finds the landing page of the Spotify Library hard to navigate, and does not like that it automatically sorts by most recent.
- He really likes the shared playlist feature, but finds it very hard to figure out how to make collaborative playlists.
- He was jealous of the queue features in Apple Music. On Spotify there is one button, but on Apple Music there's multiple queue options.
- He rarely uses liked songs, and only goes through it when building playlists.
- He usually just uses the search feature instead of the Library feature to find podcasts, because it's quicker. He thinks the "saved episodes" feature is weird.

2.1 | Interview #2; Elinor (Apple Music)

Intro/Demographics |

- Age: 21, Occupation: pursuing a career in Education. Reasonably tech-literate for her age, but "nothing crazy."
- Location: Washington State. Hobbies: reading, writing, listening to music, and doing craft projects.

General Info |

- Started using Apple Music in Junior year of high school. Transitioned over to it from iTunes after her friends recommended it to her.
- Uses Apple Music, multiple times a day.
- Uses Apple Music out of convenience, and because a lot of her friends have it. She likes that she can view their profiles and see what they are listening to.
- She has an Apple Music student account, which is the Equivalent of a Spotify Premium student account.

Specific Info |

- Opens Apple Music on her phone most of the time, because she has her phone on her the most and she likes using the platform in many different locations.
- She likes that Apple puts their Podcasts on a separate platform, because she comes to music and podcasts in different situations. She argues it's confusing to have them both on the same platform.
- Enjoys building playlists, but wishes that Apple Music offered recommended songs like Spotify does.
- When alone, she likes to listen to both playlists and full albums. She likes that in Apple Music you only have to save 1 song for an album to appear in "Saved Albums," while in Spotify you have to save every song on an album before it appears in your library.
- When listening with others, she tends to build a queue of songs. She likes the features offered in the Apple Music queue, such as the "play next" feature and the "shuffle queue" feature.
- She finds it easy to navigate through her own music Library. She likes how her "added songs" appear as a collection separate from her playlists.
- She sometimes plays her added songs on shuffle, instead of playlists.
- Doesn't share playlists super often, and was unsure if Apple Music allows for collaborative playlists. She's tried and failed to use such a feature.

2.1 | Interview #3; Jemma (Spotify)

Intro/Demographics |

- Age: 21, Occupation: Student Journalist. Reasonably tech savvy for her age. Location: Washington State.
- Hobbies: watching movies, playing soccer, & hanging out with friends.

General Info |

- Started using Spotify in middle school.
- Uses Spotify daily, multiple times a day.
- She comes to Spotify for comfort. She likes to listen to the same collection of music as a comfort tool.
- She likes the aspects of Spotify that feel like social media. She likes that she can gather recommended music from others and from the algorithm.
- She has Spotify Premium.

Specific Info |

- She opens Spotify on her phone most of the time. She likes that you can personalize your playlists more on desktop, and is confused why you can't personalize it more on mobile.
- She doesn't build playlists super often. She prefers to listen to playlists made by Spotify or by other users, as opposed to curating them herself.
- She prefers to search for artists using the search feature, or to shuffle Spotify radios. She likes that Spotify recommends music to her.
- When listening to music alone, she uses the "shuffle liked songs" feature pretty often. However, when listening with others she doesn't shuffle her liked songs, because it's too much of a gamble what song pops up. She either adds liked songs to queue or turns on an artist radio when listening with others.
- She likes following friends so she can steal their music and playlists. She likes following people with "good taste" and listening to what they listen to.
- She doesn't use the Spotify library as much as other users, as she doesn't build many of her own playlists.
- She doesn't listen to many podcasts on Spotify.
- When you open the Spotify Library, it automatically sorts by most recent listens. She didn't realize until today that there's a button to change the library's organization, because the navigation is unclear.
- She found that her library was full of some random stuff when she opened it.

2.1 | Interview #4; Sophia (Spotify)

Intro/Demographics |

- Age:27, Occupation: Part-time student, & photographer working at student publications. Considers herself somewhat tech-literate. Location: Washington State. Hobbies: Loves to paint portraits in oil paint.

General Info |

- Started using Spotify in 2016. She transitioned to Spotify over from Apple Music because she felt it was the more popular platform.
- Uses Spotify Daily, multiple times a day.
- She uses Spotify as a way to enhance a boring task, such as studying, or cleaning, or waiting for the bus, etc.
- She doesn't like that people are starting to treat Spotify like it's a social media.

Specific Info |

- Opens Spotify on her phone the most, because she always has it with her.
- She doesn't use the shared playlist feature, because she prefers that her music taste remains private. She prefers not to use features that make Spotify feel like a social media, because she doesn't want her music taste to turn into a public persona.
- She doesn't want to feel judged by her music taste, she just wants to listen to what she likes.
- She prefers to keep her playlists private, but it's sometimes unclear which content is private and public.
- She tends to shuffle her liked songs playlist, as she enjoys that the liked songs feature is private from other people.
- She usually searches to find her favorite podcasts, or sees them on the home screen. She didn't know where to find her favorite podcasts from the Library feature.
- She can find her favorite playlists by clicking the playlist button in the navigation.
- Overall, she wishes it was clearer what content is being shared to friends that follow her profile. It's hard to differentiate between public and private content.
- When listening to music with other people, she prefers to find music from her playlists because they're pretty well-curated.
- She isn't jealous of the features on other streaming services, because she doesn't know about them.

2.2 | Research Themes

Diverse Use |

- There are so many different ways to use the same product. Each user's personal relationship with their music deeply influences how they use the interface of the Spotify Library.

Social Media Aspects |

- Spotify users have the opportunity to interact with other users while they stream music. This allows for opportunities to collaborate and bond around music, but it also places pressure on listeners to develop a certain music taste for others. While people have the opportunity to make their playlists public or private, it's often quite confusing what playlists your friends can or can't see.
- Not all users want their music to be a public experience.

Passion |

- All 4 users I interviewed pay for premium versions of their streaming services, and all 4 of them listen to their music on a daily basis. I hypothesize that users with such a love for their music will be very passionate about any significant changes made to Spotify's user interface. The stakes are high here.

Confusion |

- Amongst the users I interviewed, the Spotify Library feature does indeed seem somewhat hard to navigate. Some users mentioned turning to the home page or the search feature to find what they needed, specifically because the Library was not intuitive to navigate at times.

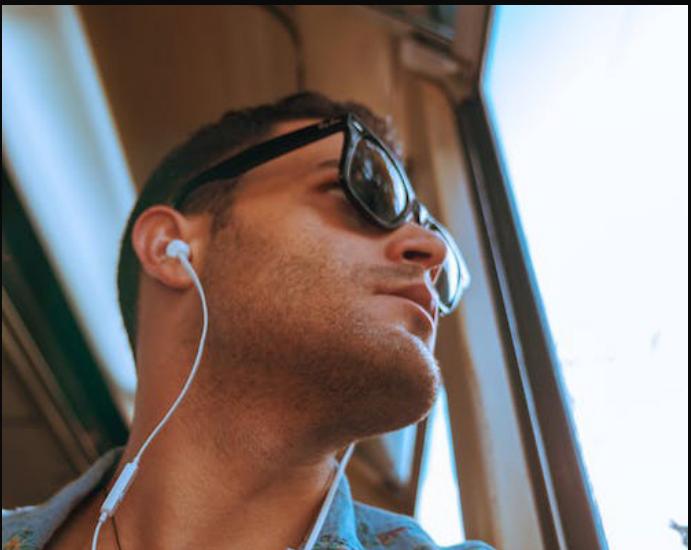
Similar Streaming Services |

- From my research in tasks 1 and 2, its clear to me that most of these music streaming services provide users with a very similar collection of features. As a result, I hypothesize that changing even the smallest of features could lead people to choose Spotify over a different streaming service.

Mobile! |

- All of the users I interviewed mentioned how they used Spotify's mobile app the most because they always had their phone on them. As a result, I'm planning to focus my product redesign on the mobile app's interface.

2.2 | Persona 1; Cole Jacobs (He/Him)



Quote |

- "When I listen to music, I'm trying to curate and distill my own specific taste. My playlists are an extension of my personality."

Demographic |

- Age: 30
- Works at a publishing house in Phoenix, Arizona.
- Technical Skill: reviews books sent in for publishing.
- Married to his wife, Joan. Been married for 2 years.
- Goals: To make it out of the city, & start settling in the suburbs. Maybe even have children.
-

Attributes |

- Music is an essential part of his identity
- He likes making music choices for himself, so he won't rely on an algorithm to tell him what to like.
- A self-proclaimed audiophile; he cares about a quality sonic experience.
- Music-listening is more than a hobby, it's a mode of self-expression.
- Cole sees music as a social currency; the discography he listens to, and the music others listen to, is a very important component of someone's personality.
- This user practically lives in the Library feature, creating and editing their playlists until they are perfect.
- He loves creating collections of music, and values any customization options available when making playlists.
- He enjoys building collaborative playlists with people who share his refined taste in music.
- Cole likes to listen to music as a singular, focused task. Rather than listening to music while multi-tasking, he likes to intentionally listen to music, without distraction.
- He only likes sharing music with a small trusted group of people that have a similar taste.

2.2 | Persona 2; Syndey Collins (She/Her)



Quote |

- "Music is my great escape, I couldn't live without it."

Demographic |

- Age: 25
- Works for a tech startup in Seattle, and is new to her industry.
- Technical Skills: Recently graduated as a Computer Science major. Very tech savvy.
- Single, living in the suburbs outside of Seattle.
- Commutes to work every day.
- Goal: to fall in love in the city. A very romantic personality.

Attributes |

- Considers herself a very casual listener. She's not interested in developing any sort of "taste," She just likes what she likes.
- This user listens to a small collection of music, and rarely expands beyond a small collection of songs. She returns to these songs for comfort.
- She builds playlists, but she prefers to keep these playlists private.
- This user tends to listen to music on her commute to work, or while she's studying. She uses music as an accessory to another event.
- She enjoys shuffling artist radios, or listening to her own music.
- Because she doesn't care about music taste, she prefers to keep the music she listens to more private. She's not super interested in sharing music with others.
- She doesn't like to share playlists or follow other Spotify users. She doesn't like to treat the app like it's a social media platform.
- She prefers to keep her music private. Its her place to escape and find comfort, its not something that needs to be shared.
- She also listens to many podcasts on the app, and alternates between music and podcasts depending on her mood.

2.2 | Persona 3; Riley Bennet (He/Him)



Quote |

- “Whats your Spotify? You should send me a song!”

Demographic |

- Age: 19
- Recent high school graduate, moving to college next fall.
- Technical Skills: Straight-A student in high school, with an interest in History.
- Recently broke up with his high school boyfriend, Tony.
- Goal: to determine their major within the next year, as they're going to UCSB as an undeclared major.

Attributes |

- He sees Spotify as both a music streaming service and a social media platform.
- He loves to follow his friends on Spotify, and see what they are listening to on any given day.
- He tends to like visiting the playlists of his friends and saving them to his library.
- He also likes to listen to pre-made playlists built by Spotify.
- He loves building collaborative playlists, as well as using Spotify blend to make mixed playlists with his friends.
- He loves the Spotify Wrapped feature, and every year he posts his on Instagram and asks their friends for their wrapped.
- He loves listening to new music, and likes when Spotify recommends songs. He loves listening to artist radios, and casually listening to releases.
- He has a million liked songs, and they build playlists that they like sharing with others.
- He listens to music whenever, but prefers to listen with friends.
- He loves to get music recommendations from anyone and everyone he knows.
- He listens to music that matches his vibe/aesthetic, rather than worrying too much about taste.

3.1 | Spotify User Survey

Link |

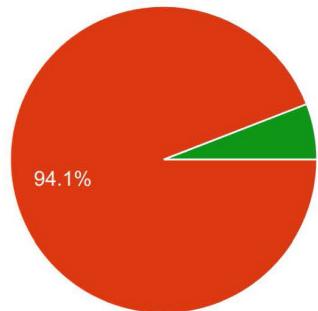
- <https://forms.gle/LAqbFJGzTCBCRUkd8>

Description |

- The following pages display data gathered from a google form questionnaire about Spotify and it's user interface.
- Data was gathered from 17 different Spotify users.
- The description shown to those who clicked on the form stated: "Hello! My name is Dawson Gyllenhammer, and in one of my university classes I have to re-design a portion of Spotify's current user interface. In this survey, I intend to gather some data about Spotify users and their current satisfaction with its features. This survey is anonymous, and shouldn't take more than 6 minutes to solve. Any responses are much appreciated. Thank you so much!"

What is your age?

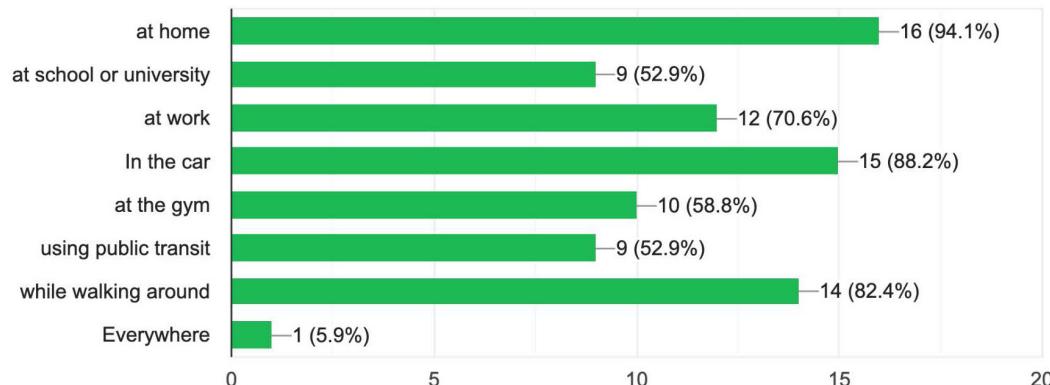
17 responses



- 18 and under
- 19-24 y/o
- 25-29 y/o
- 30-39 y/o
- 40-49 y/o
- 50-59 y/o
- 60+ y/o

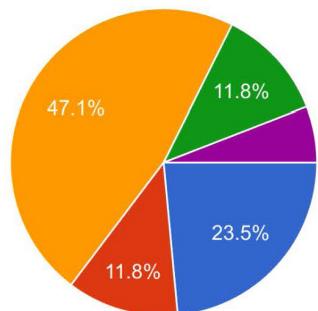
Where do you find yourself using Spotify?

17 responses



What are your preferred pronouns?

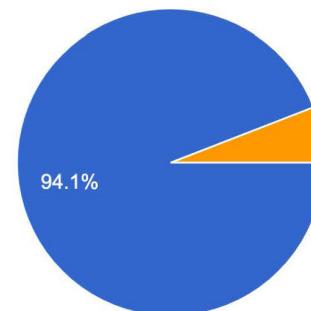
17 responses



- He/Him
- He/They
- She/Her
- She/They
- They/Them

What device do you open Spotify on the most?

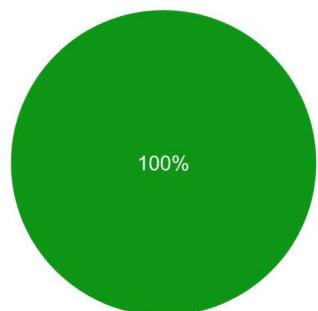
17 responses



- Mobile Phone
- Tablet
- Desktop
- Smart TV

How often do you use Spotify?

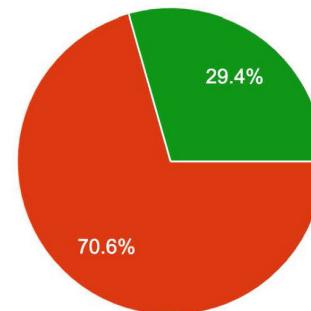
17 responses



- Rarely, only on occasion.
- Once a week
- A few times a week
- Every day

What version of Spotify do you have?

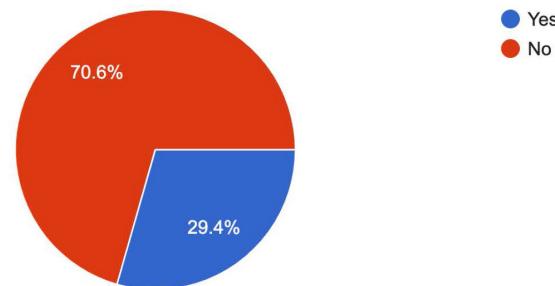
17 responses



- Spotify Free
- Spotify Premium/ Spotify Student
- Spotify Duo
- Spotify Family

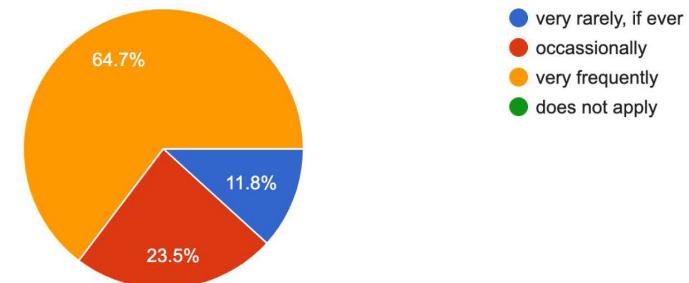
Have you used Spotify as an artist/musician?

17 responses



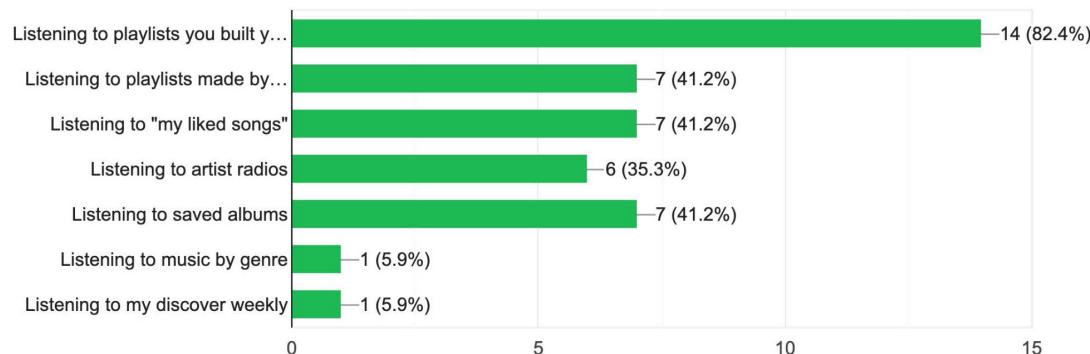
How often do you listen to Spotify playlists you built?

17 responses



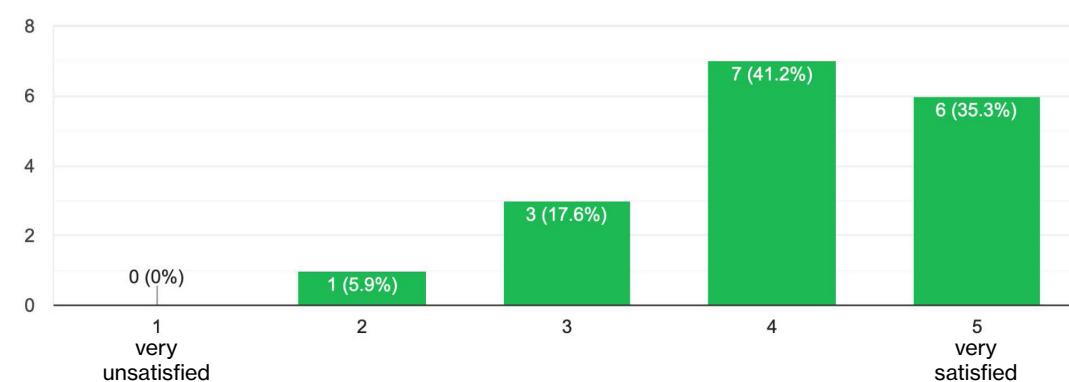
Select your favorite method(s) of listening to music on Spotify

17 responses



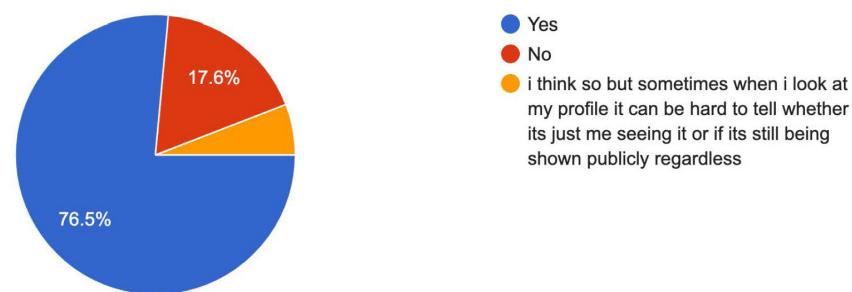
Rate your satisfaction level with the current playlist-building features on Spotify

17 responses



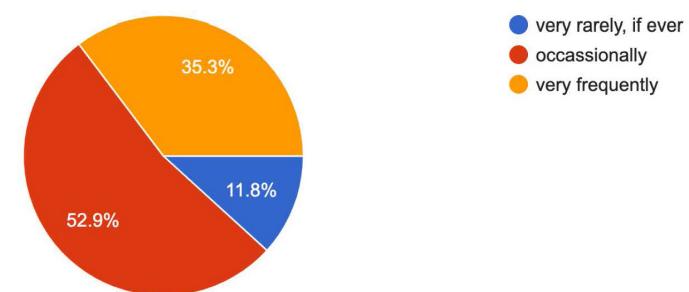
Do you know how to make your playlist's private?

17 responses



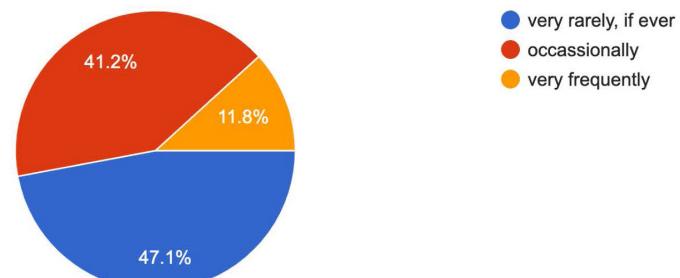
How often do you listen to playlists made by Spotify or other users?

17 responses



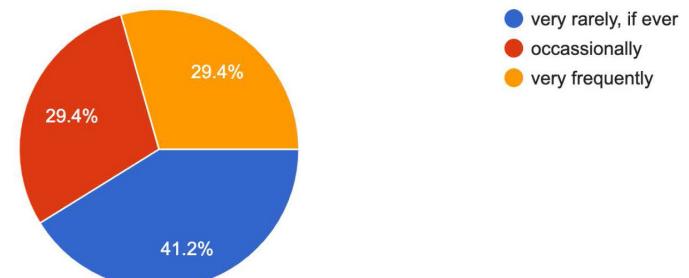
How often do you listen to music by genre on Spotify?

17 responses



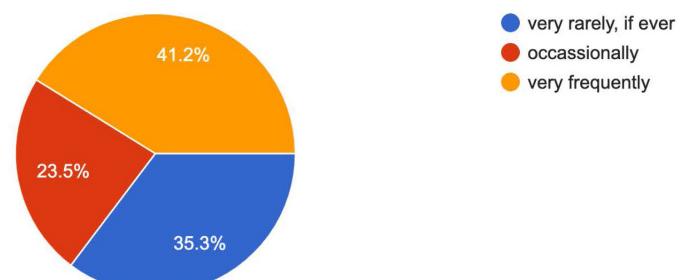
How often do you listen to Podcasts on Spotify?

17 responses



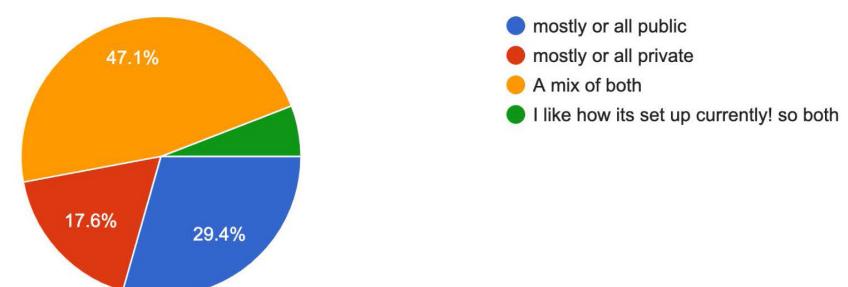
How often do you listen to your liked songs on Spotify?

17 responses



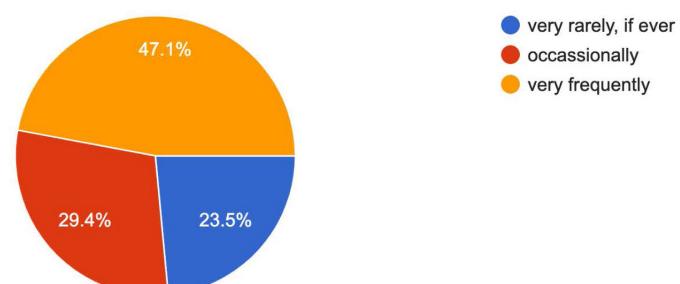
Do you prefer your playlists and saved songs to be public or private?

17 responses



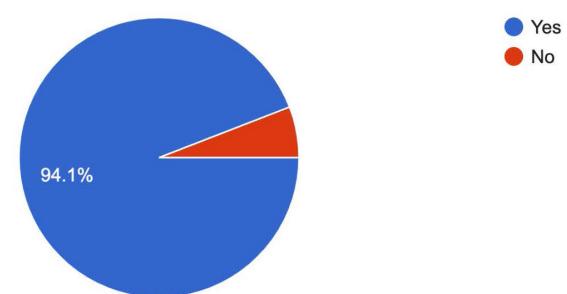
How often do you listen to entire albums when on Spotify?

17 responses



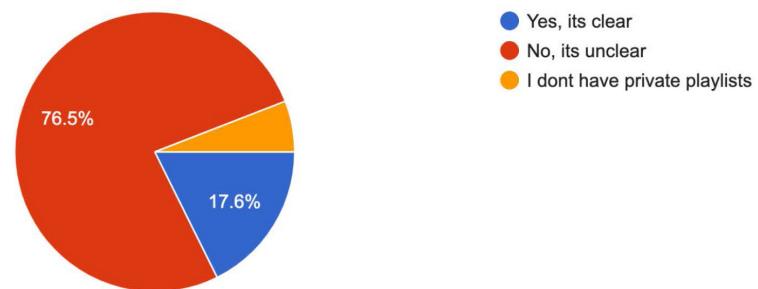
Do you follow your friends and/or other users on Spotify?

17 responses



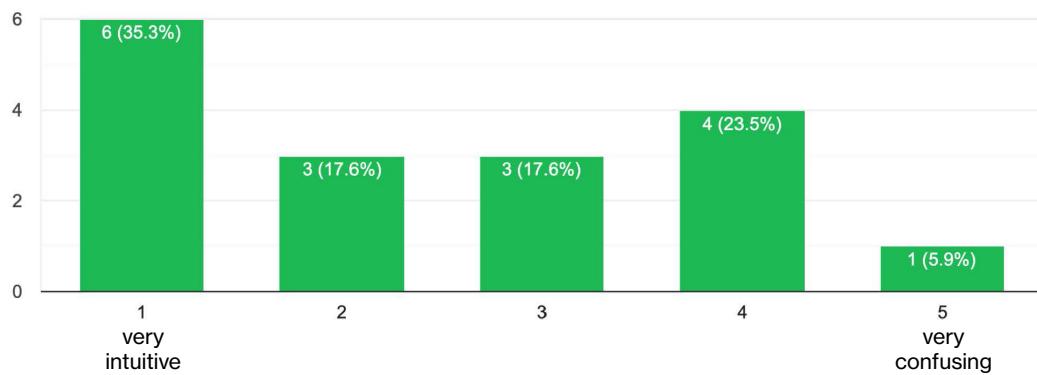
When in your Spotify Library, is it clear to you which of your playlists are private?

17 responses



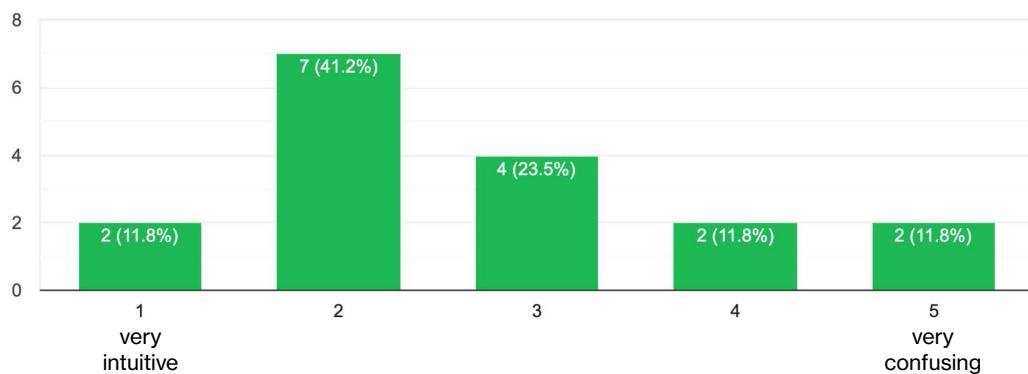
Rate your overall experience with navigating Spotify on desktop (if applicable)

17 responses



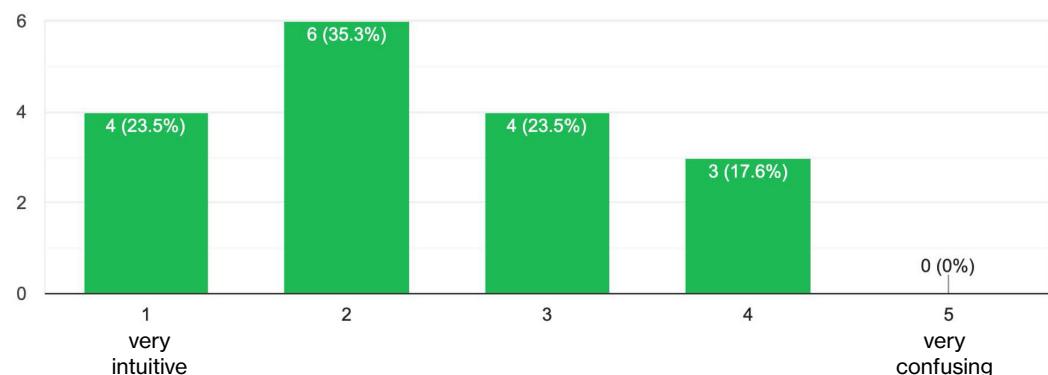
Rate your overall experience with navigating Spotify on a mobile device (if applicable)

17 responses



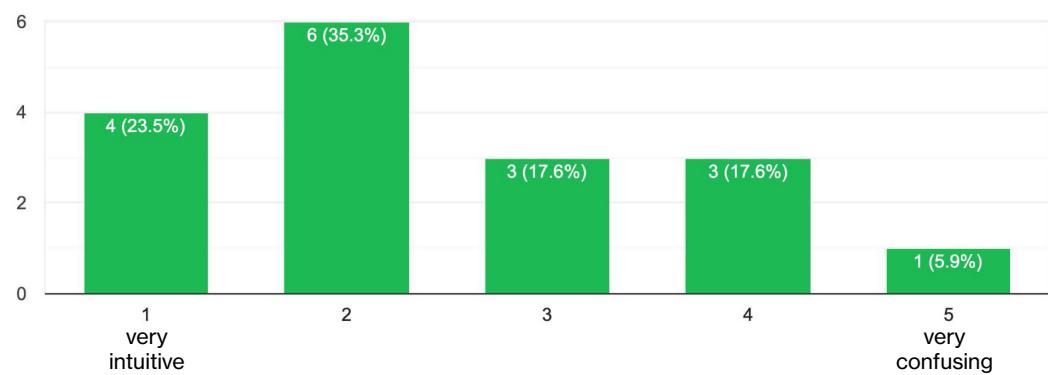
Rate your experience with navigating your own Spotify library on mobile.

17 responses



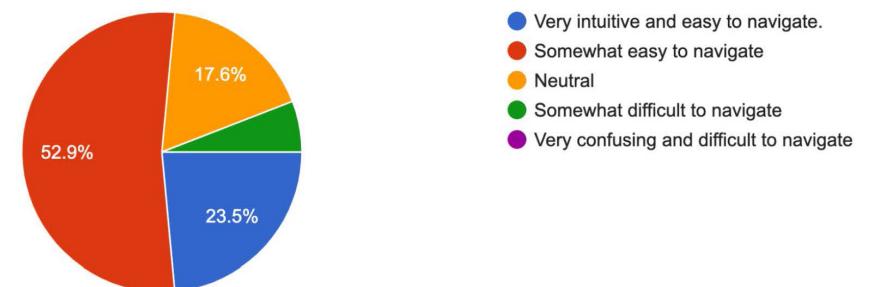
Rate your experience with navigating your own Spotify library on desktop.

17 responses



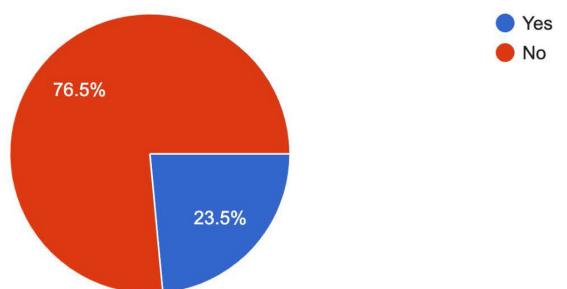
How do you feel about the organization of playlists and saved content in your Spotify Library?

17 responses



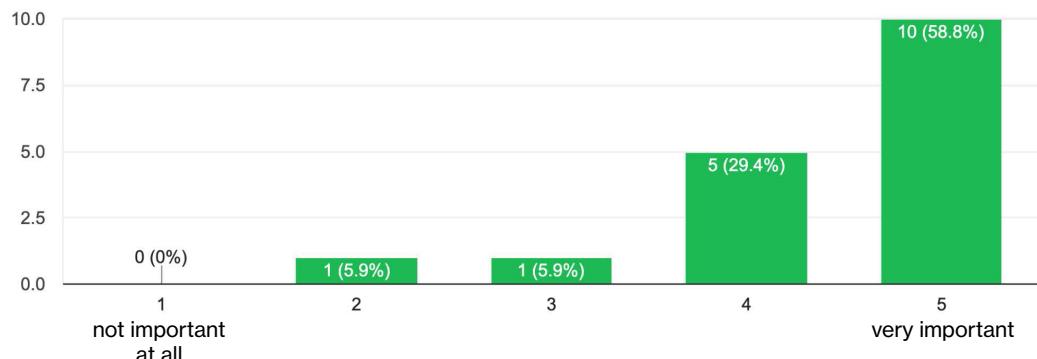
Do you use the pin feature to organize your playlists/podcasts?

17 responses



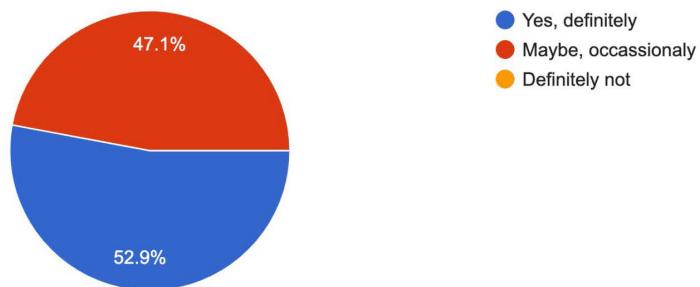
How important is your music taste to your personality?

17 responses



Hypothetically, if there was a customizable "collections" feature that allowed you to group multiple playlists together, would you use such a feature?

17 responses

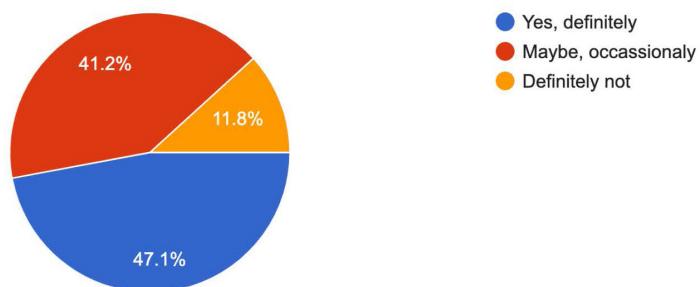


What is your profession, major, or field of interest?

Musician, Anthropology, Audio technology, Psychology, Environmental Designer, Mortuary Science, Design, Art, Biochemistry, Sociology, Design, Photography, Japanese, Journalism, Special education, Graphic Design, Music

Hypothetically, if there was a feature that allowed you to color-code the playlists in your Library, would you use such a feature?

17 responses



Is there any particular feature that you wished Spotify offered? (optional)

possibly being more social with friends listening activity, having more of a personal weekly listening recap, better variety of new music suggestions on homepage, or better suggestions for similar music tastes (often spotify suggests "new" or "similar" albums that i've already listened to repeatedly)

More options to interact with friends

Choose to go into car view. It doesn't work with my stereo connection but I do prefer it while driving and would like to turn it on.

Being able to customize the swipe options on mobile. When swiping left it likes the song and saves it to your "liked songs" playlist. I'd like to be able to customize the swipe feature to delete songs if I swipe left to make it easier to delete music I don't want in my playlist anymore.

fixing the shuffle button so i can shuffle until i'm satisfied. Being able to see your spotify stats on the app

You can see your friends list/activity on computer but not on mobile

Being able to change playlist photos on mobile

More reliable shuffle button. Sometimes it automatically doesn't shuffle.

It were more social on mobile

A Recently played feature

3.1 | Data Analysis

Intuitive Navigation |

- The data was much more scattered than I expected when it comes to how intuitive Spotify's interface is. However, in all data sets, the data was skewed toward the intuitive side. This data surprised me, as I thought it would skew toward confusing.
- However, the fact that the data was so scattered still indicates that there are pain points keeping many users from labeling the interface as "very intuitive."

Open-Ended Question |

- Multiple users stated that they wished there were more opportunities to interact with friends/other users on their mobile device. They want the mobile Spotify to act as a social media, so they can see what their friends are listening to, share music easier, etc.
- Multiple users also requested more customization options on mobile, such as the ability to change playlist covers and customize swipe controls.

New Feature Approval |

- 100% of users said they would occasionally to frequently use the "collections" feature I proposed.
- 88.3% of users said they would occasionally to frequently use the "color-coding" feature I proposed.

Daily Use |

- 100% of users reported that they use Spotify daily
- If we combine this with demographic information, we could hypothesize that Spotify users age 19-24 are very reliable and consistent users.

Majority Data |

- 94.1% of users use Spotify on mobile the majority of the time.
- 100% of respondents have a paid subscription to Spotify. No reported users used the free version.
- 94.1% of users follow their friends on Spotify, indicating that the app could benefit from more social media features.
- 82.4% of users (14/17) stated that listening to their own playlists was their favorite method of listening to music. Furthermore, 64.7% of users listen to their own playlists very frequently, and 23.5% of people listen to them occasionally. This indicates to me that this is a very important feature to most people.
- 76.5% of users report that it's unclear which of their playlists are private, which is a pretty big problem if you use Spotify as a social platform. Especially considering 64.7% of users want either some or the majority of their playlists to be private.
- 76.5% of users do not use the pin feature, indicating that it isn't a super well-received organizational feature.

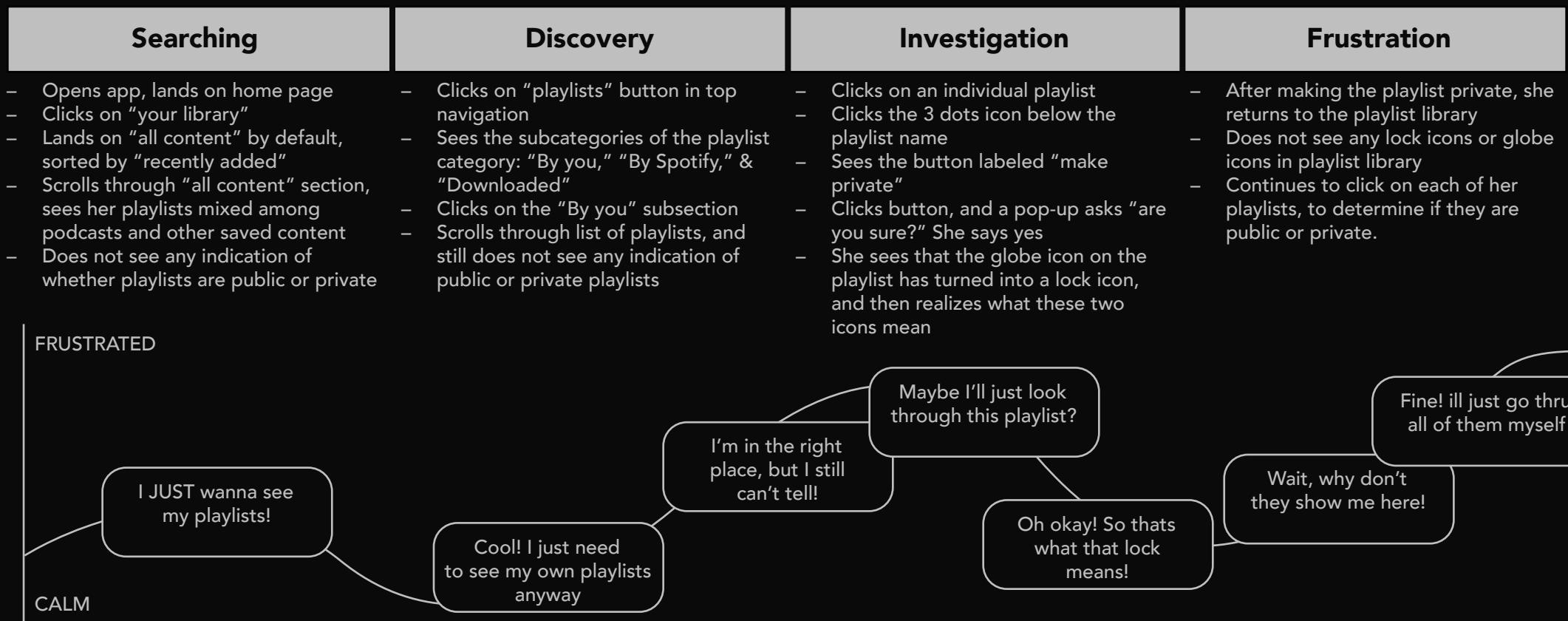
3.2 | User Journey Map #1

Persona: Sydney Collins |

- **Context:** Sydney wants to figure out which of her playlists are public or private.
- **Motivation:** Sydney wants to know which playlists her Spotify friends can and can't see.
- **Pain Points:** Sydney doesn't remember super well how to make playlists private on the mobile version of Spotify.
- **Mental Models:** Sydney takes privacy very seriously when it comes to her music.

Goals/Expectations |

- Sydney expects that this information won't be very difficult to find.
- Sydney's goal is to understand what parts of her discography her friends have access to.



- Pain Point: The library opens up on "all content" by default, but it does not show that explicitly
- Opportunity: Include an active "all content" button in the navigation when opening the library
- Pain Point: The playlist button doesn't include a button to navigate through public and private playlists
- Opportunity: Add "public" and "private" subcategories to the playlist category
- Pain Point: It's unclear that the globe and lock icon indicate public v. private
- Opportunity: Include a small label below these icons that say "public" or "private"
- Pain Point: Users can't tell if their playlists are public or private from the playlist menu
- Opportunity: Include the lock and globe icons next to each playlist in the library, so you don't have to click on each playlist to tell.

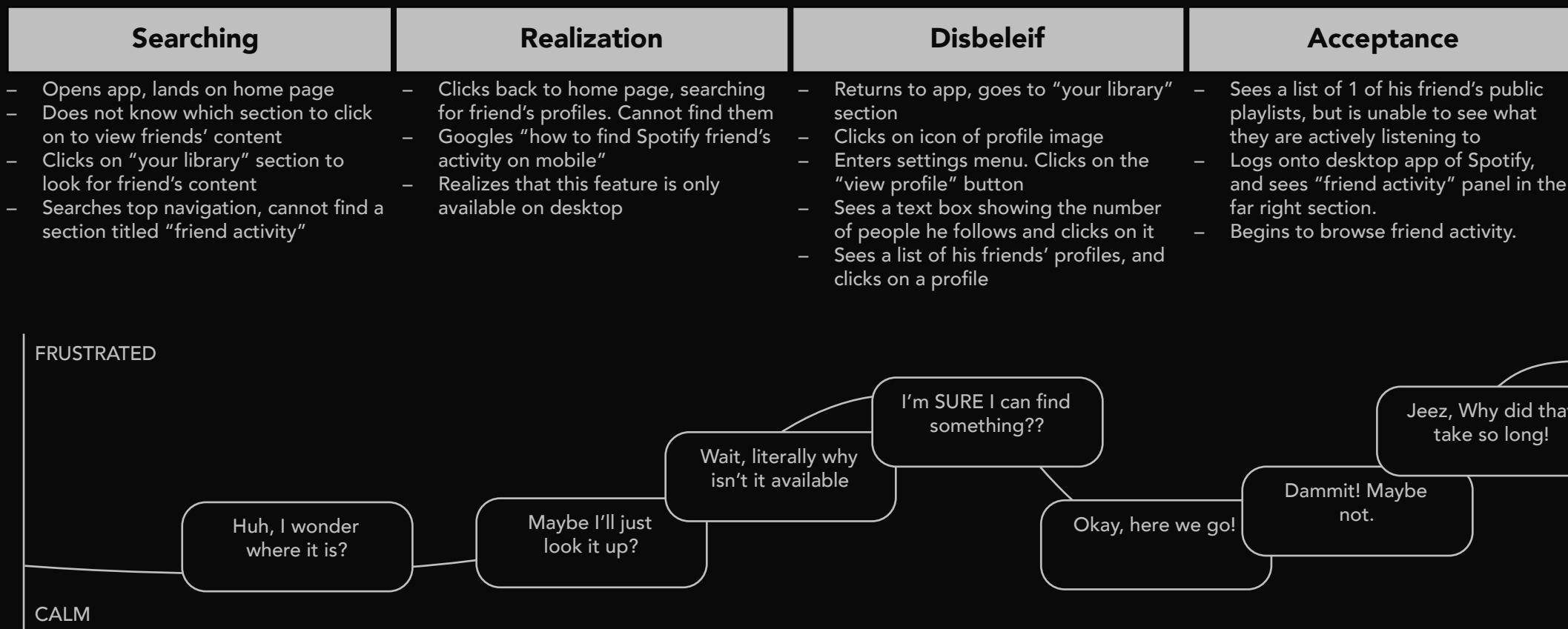
3.2 | User Journey Map #2

Persona: Riley Bennet |

- **Context:** Riley wants to figure out what his Spotify friends are up to on his phone.
- **Motivation:** Riley wants to share songs with his friends, and get music recommendations from them.
- **Pain Points:** Riley usually checks out his friends' accounts on his desktop, and it may be different on mobile.
- **Mental Models:** Riley thinks of Spotify as more of a social media for music.

Goals/Expectations |

- Riley expects to find his friend's content quickly and efficiently.
- Riley's goal is to access his friend's music over the next few minutes.



- Pain Point: It's unclear which section one would find their friends profiles
- Opportunity: Include a fourth button on the navigation titled "profiles"
- Pain Point: friend activity is not available on desktop
- Opportunity: add the "friend activity" feature to the mobile app
- Pain Point: takes a lot of searching and navigation to find followers on mobile
- Opportunity: include a "friends" section on the home page, to find list of followers quicker
- Pain Point: users have to switch platforms to view their friend activity.
- Opportunity: add the "friend activity" feature to the mobile app

4.1 | How-Might-We's

Clusters |

- Based off of the data I've gathered and the user journey maps I've created, some major themes I've gathered are issues surrounding few social-media features on mobile, issues surrounding privacy, & issues surrounding navigation through the Spotify Library.

Sociability/ Social Media |

- *Problem:* Multiple users wished they were able to connect with friends more on the mobile version of Spotify. They wanted to find other users' profiles easier, see what they were listening to, and share playlists more easily.
- *POV:* Listeners that treat Spotify like a social media need to exchange saved content with friends *because* they want to see what their friends are listening to, and give and receive music from one another.
- #1: *How might we foster greater connectivity for social-media driven listeners so that they can develop meaningful and long-lasting connections on the platform?*
- #2: *How might we make friend profiles easier to find for social-media driven listeners so that they can foster connections more quickly and intuitively?*
- #3: *How might we make playlist sharing more intuitive for social-media driven listeners so that they can more easily exchange meaningful collections of music with one another?*

Privacy |

- *Problem:* Multiple users reported issues with privacy, with overall confusion on what their friends can see on their profile, as well as little clarity on which playlists are public or private.
- *POV:* Listeners that are concerned with privacy need to understand which of their content is privatized so that they understand what parts of their library are being shared with friends.
- #1: *How might we make privacy settings more clear to daily listeners so that they can have more agency in deciding what content to share?*
- #2: *How might we display the profiles of daily listeners so that they can understand what content their friends can and can't see?*

(Continue on Next Page)

4.1 | How-Might-We's (Cont.)

Navigation |

- *Problem:* Daily users reported a wide variety of opinions regarding how easy the Spotify Library is to navigate. Considering 100% of the reported users used Spotify daily, it's likely that they got used to the confusing components of the UI after frequent use. However, some issues I've found are issues with the structure of the navigation, as well as few personalization options to make the library easier to sort.
- *POV:* Listeners that build playlists *need to* find their saved content easily and intuitively *because* the playlists that they build are very important collections of content that they will return to again and again.
- #1: *How might we* provide more frictionless navigation on the Spotify Library *for* users building playlists *so that* they can access their own Spotify content in a quick and timely manner?
- #2: *How might we* offer more personalization options *for* users building playlists *so that* they can get further gratification when building, organizing and personalizing the content in their library?
- #3: *How might we* make different types of saved content easier to differentiate *for* users listening to both music & podcasts *so that* they can find the type of content they want when they want it?

4.2 | Prioritized Goals

User Goals

To connect with their friends on the Spotify Platform.

To control what saved content they share with other Spotify users.

To build and customize their own Spotify library whenever they choose.

To share content both directly and indirectly with other users.

To find the saved content they seek to find as quickly as possible.

Brand Goals

To provide an interface that exchanges information clearly between users.

To clearly communicate privacy policies and settings to users.

To offer seamless and helpful customization features to users.

To make the process of collecting and sharing content equally intuitive.

To recommend music and content that matches the taste of the user.

Business Goals

To foster a greater sense of connectivity between users.

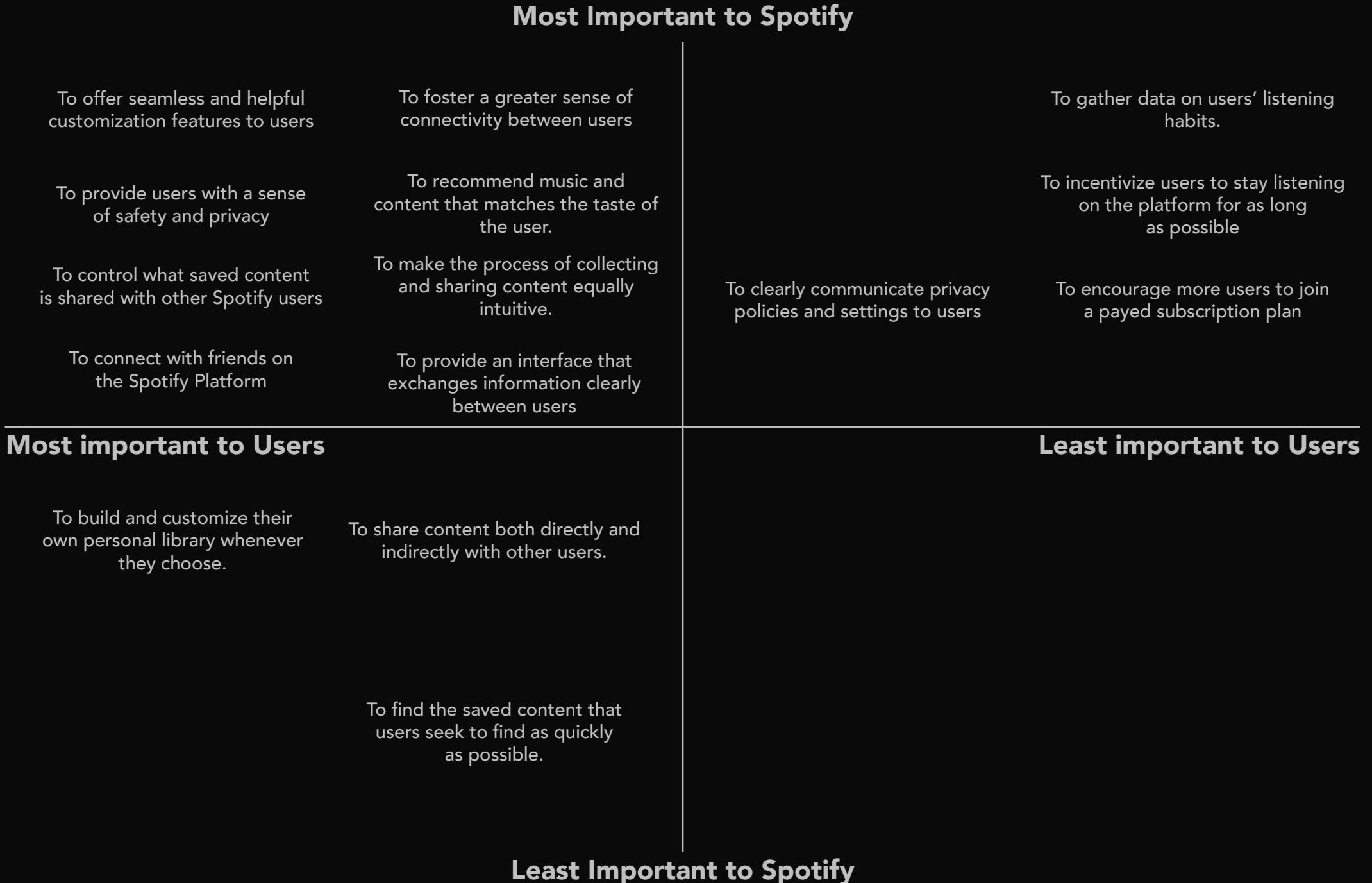
To provide users with a sense of safety and privacy.

To encourage more users to join a payed subscription plan.

To incentivize users to stay listening on the platform for as long as possible.

To gather data on users' listening habits.

4.2 | Priority Matrix



4.3 | Product Statement

Title: the “Profiles” feature.

Product Statement |

- For more sociable Spotify listeners who want to share their favorite content with all of their buddies, the new “profiles” feature is a social-media category on Spotify that allows users to organize and curate their favorite playlists onto a public feed for all of their followers & friends.
- This feature offers far more opportunity for customization, interaction, & human connection than any of the social media features present on Apple Music platforms.
- This feature interacts with the current “Spotify Library” feature, but modifies the presentation of it’s public content to make it more intuitive to navigate & social-media friendly.

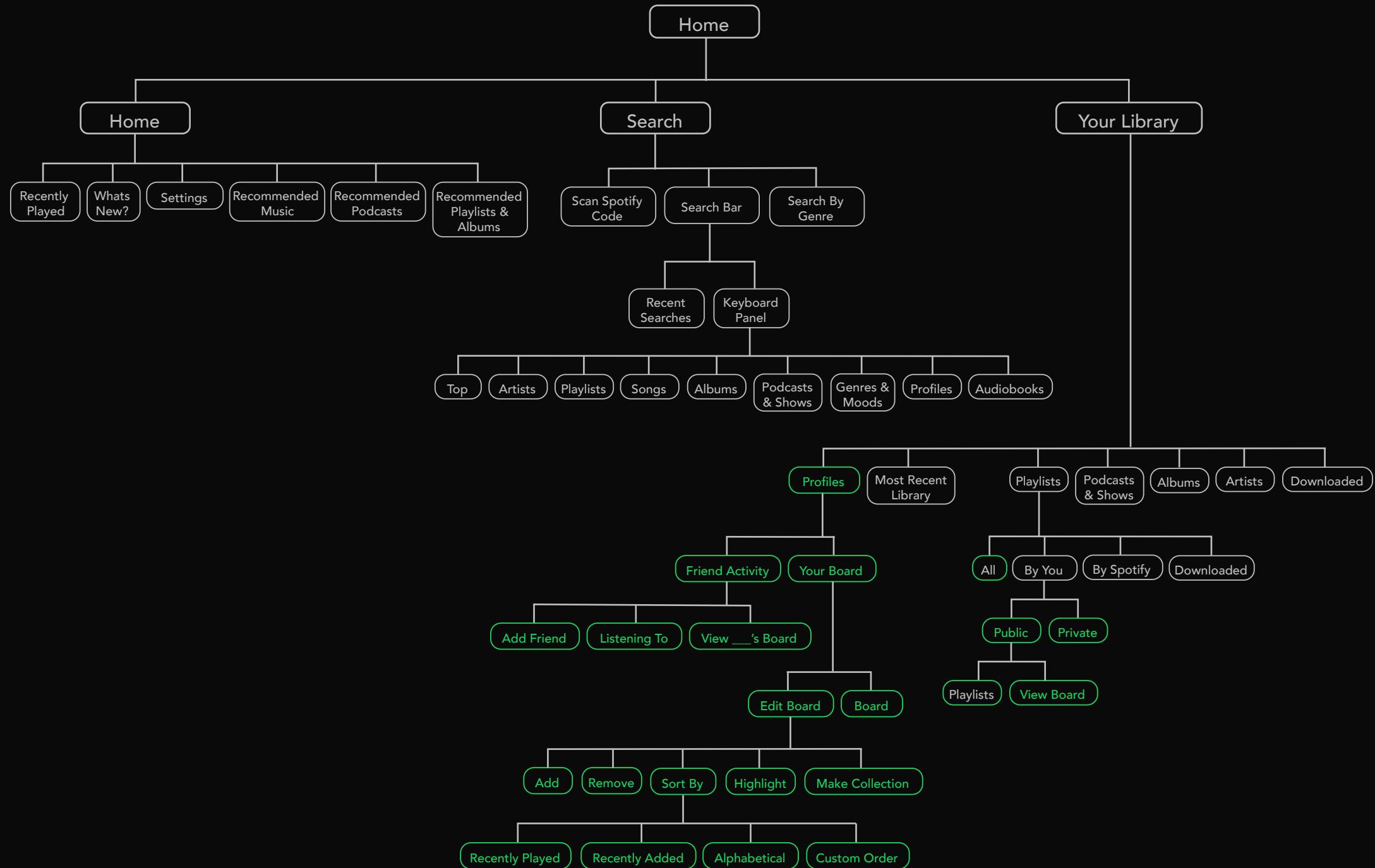
Implemented Features |

- Feature 1*: A “profiles” on-boarding feature that allows you to decide whether you want a public or private account. This is useful for users who prefer to follow their friends but keep their own music private.
- Feature 2: A friends’ feed category, which lists all of your friends profiles as well as what they are actively listening to on their Spotify. Clicking on their profile will bring you to your friend’s Spotify board.
- Feature 3: Spotify boards, which is the space you post your public playlists. You will also be able to group multiple playlists into public collections*. Upon opening the profile feature, your public playlists will be listed in order of when they were made. However, you are able to re-organize the playlists in whatever order you want. You also have the option to color-code/highlight/pin your most important playlists, or the ones that you’re most proud of, to share with the world. Unlike other forms of social media, these boards will *not* utilize a like system or any infinite scrolling feed.
- Feature 4: A chat feature that allows you to share playlists and other saved content, as well as send and receive messages to the people you follow.
- Feature 5: A button to privatize playlists, therefore removing it from your public board.
- Feature 6: Option to customize playlist photos on mobile.

*Once I started constructing this product in the Lo-Fi Stage, many of these features were either removed or replaced with something more intuitive. This list of features represents an early brainstorm of the product.

5.1 | Site Map

Product Specifics: Spotify Premium on Mobile



5.2 | Scenarios

Scenario 1 | Riley

- Riley Bennet is a very extroverted person, and he loves to see what his friends are up to at any given moment in the day. When he is on Spotify, he likes to keep up with his friends by seeing what they are listening to. He likes all of the social-media aspects of the app, because he thinks that music is something that should be shared amongst friends as a way to foster deeper connections with people. Upon opening the mobile version of Spotify, Riley's goal will be to view what his friends are currently listening to, as well as view his friend's saved content. He expects to find this content with ease.

Scenario 2 | Sydney

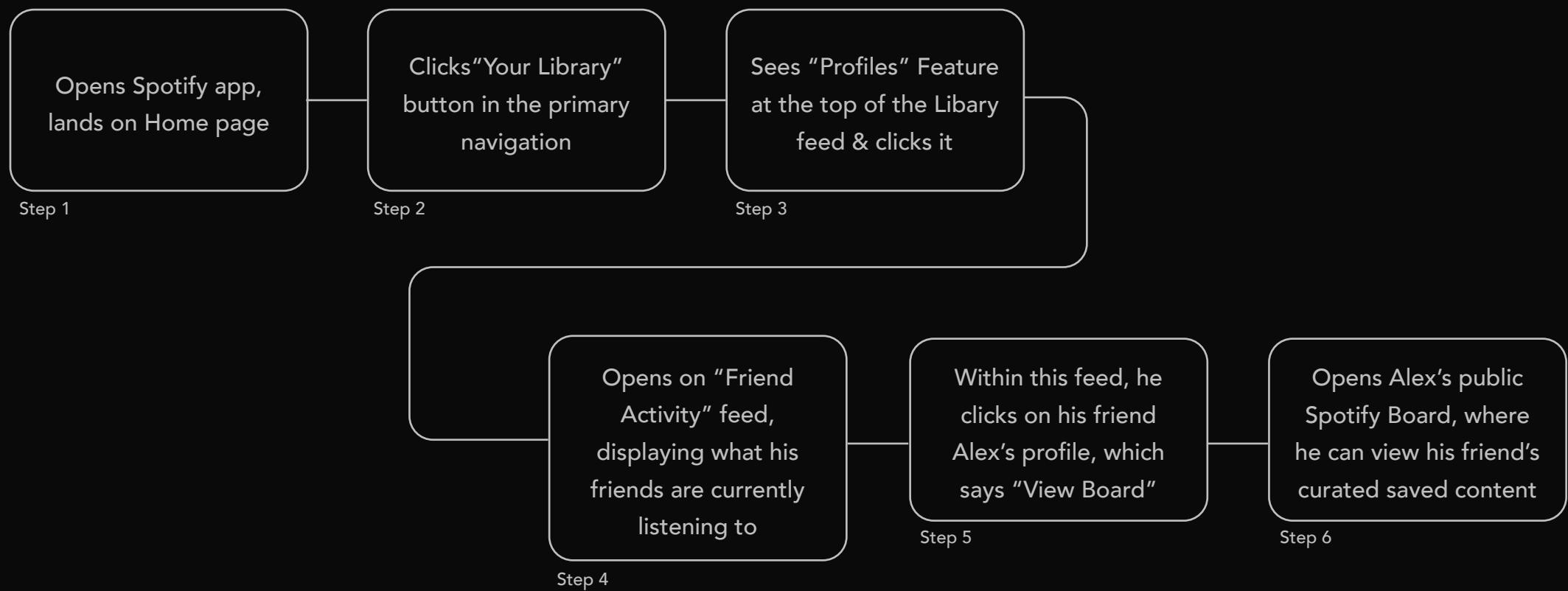
- Sydney Collins thinks herself to be a very private person. When she listens to music, she prefers that most of her listening habits are cut off from other people. When she is on Spotify, she prefers to listen to music freely & playfully, without having to worry about what her friends think about her taste. While she still follows her friends on the Spotify platform, she prefers that they only see a select few playlists from her library. Upon opening the mobile version of Spotify, Sydney's goal will be to determine which of her Spotify content is public or private from other users. Her expectation is that this content will be hard to find, as it had been difficult to find in the past.

Scenario 3 | Cole

- To Cole Jacobs, music is an integral part of his personality. He considers music taste to be something you distill and curate, and he also believes that the music someone listens to says a lot about who they are as a person. The friends he follows on Spotify share a similar mindset about music-listening, and the importance of building taste. When he is on Spotify, he spends most of his time building his playlists, in a very intentional manner. With this new Spotify update, he has taken an interest in the Spotify Boards feature. Upon opening the mobile version of Spotify, Cole's goal is to view his own Spotify Board and customize it, in hopes that he can display and prioritize the playlists he is most proud of for the public sphere. Cole is very excited about this feature, and expects it to be a very satisfying process.

5.3 | Task Flow 1

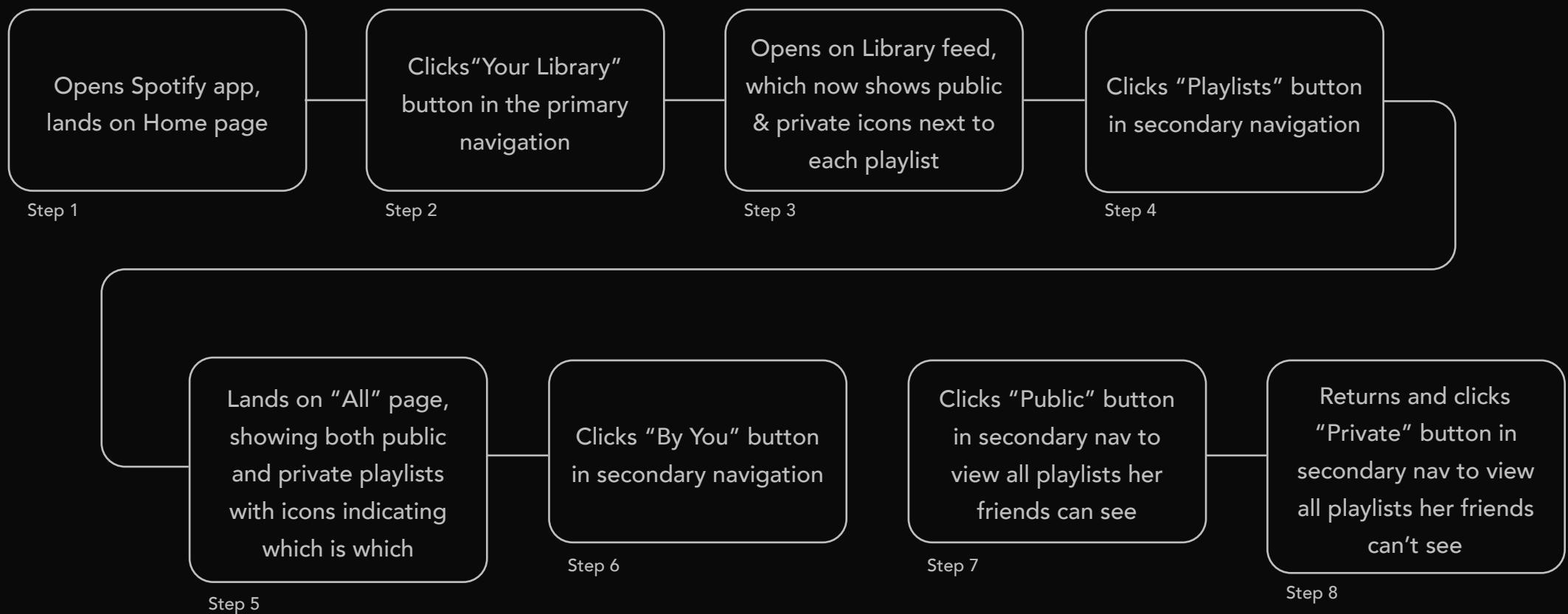
User | Riley



*This task flow was built when I still thought I was gonna embed the Profiles feature within the Spotify Library. In the final version, the Profiles feature is in a completely separate section.

5.3 | Task Flow 2

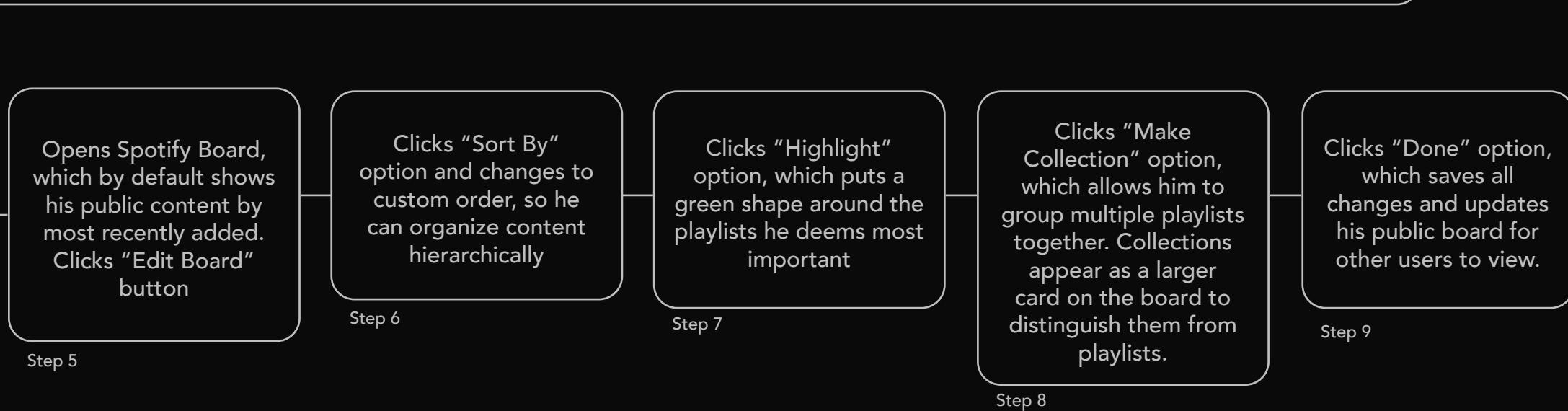
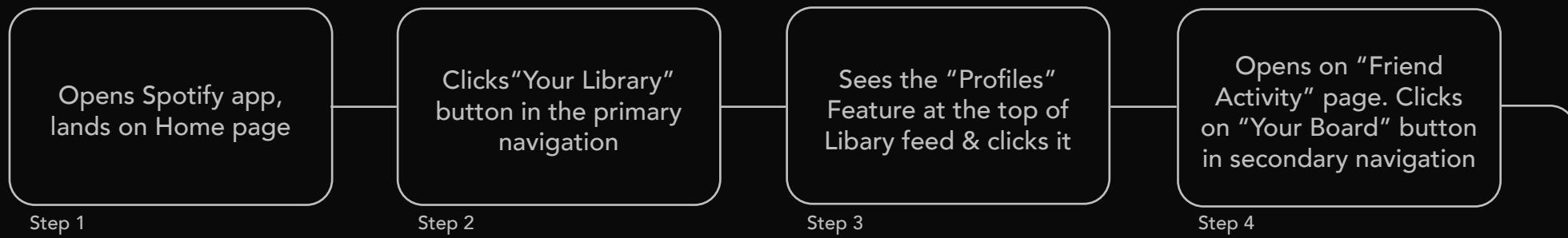
User | Sydney



*Again, I decided to shift away from building any features in the "Your Library" section by the time I entered the Lo-Fi stage.

5.3 | Task Flow 3

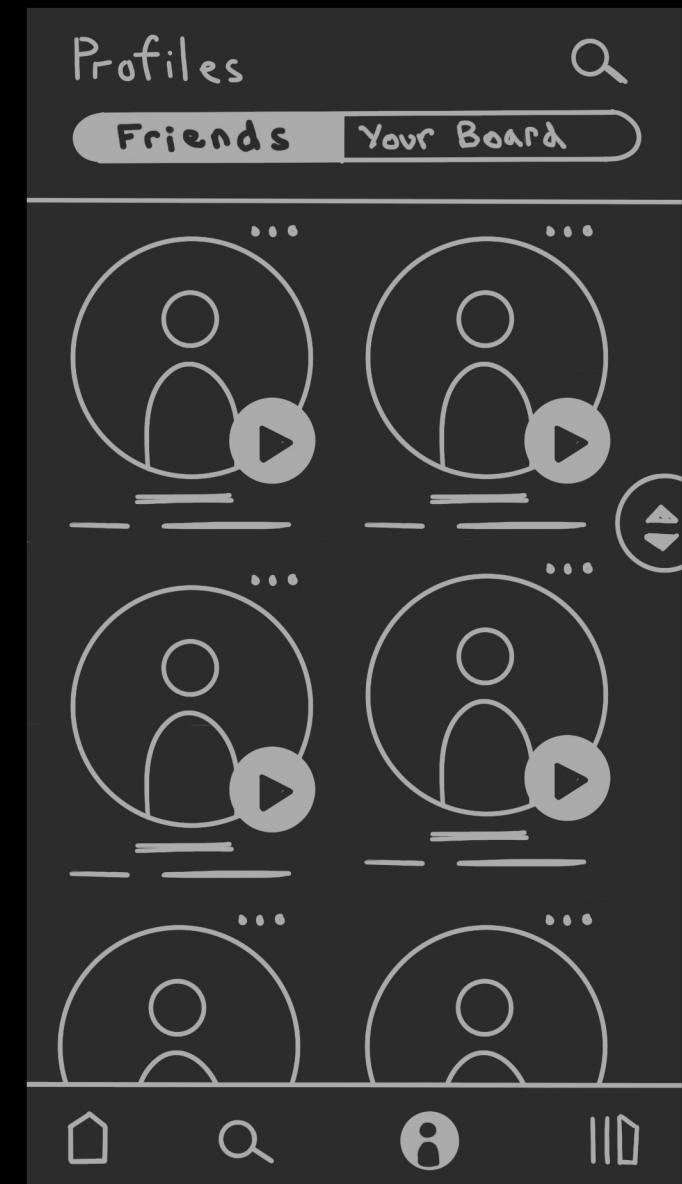
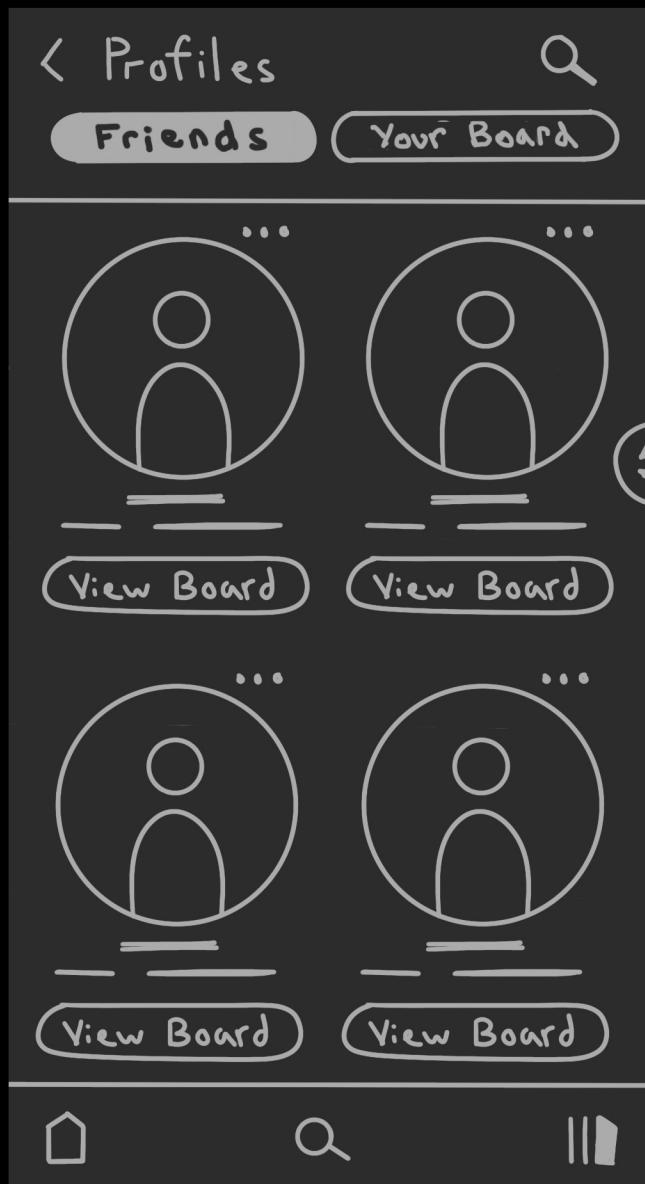
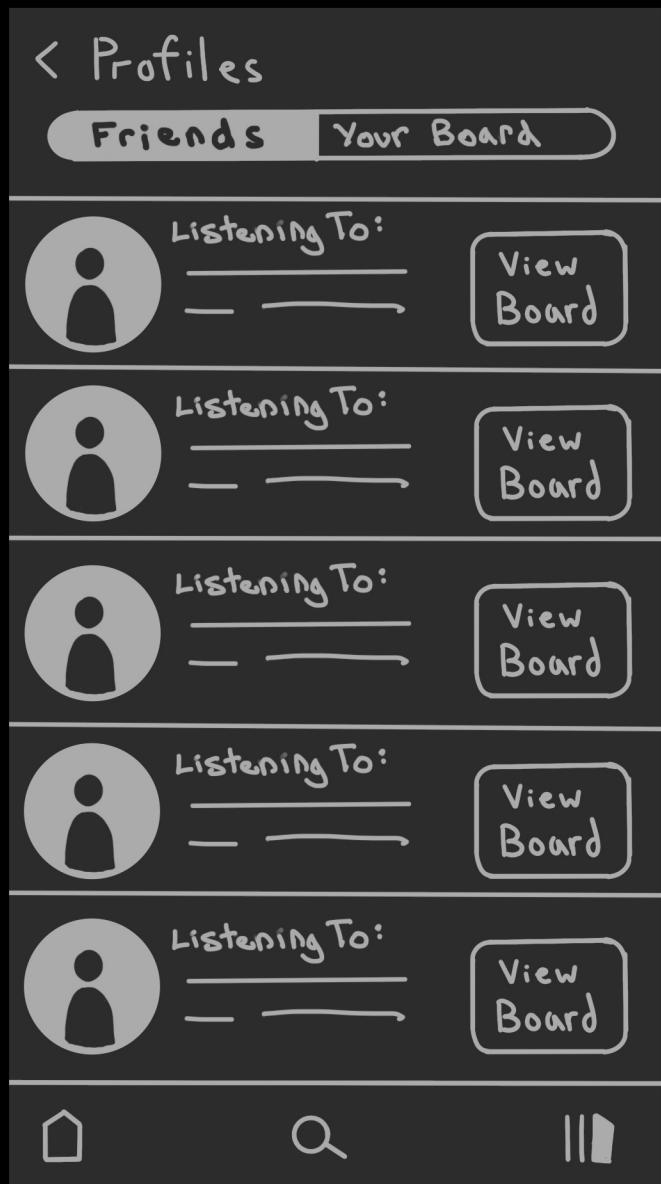
User | Cole



*Once I entered the Lo-Fi Stage, I found that the "collections" feature was not worth adding, because it was redundant with how the Playlist category already functioned on the Spotify Board.

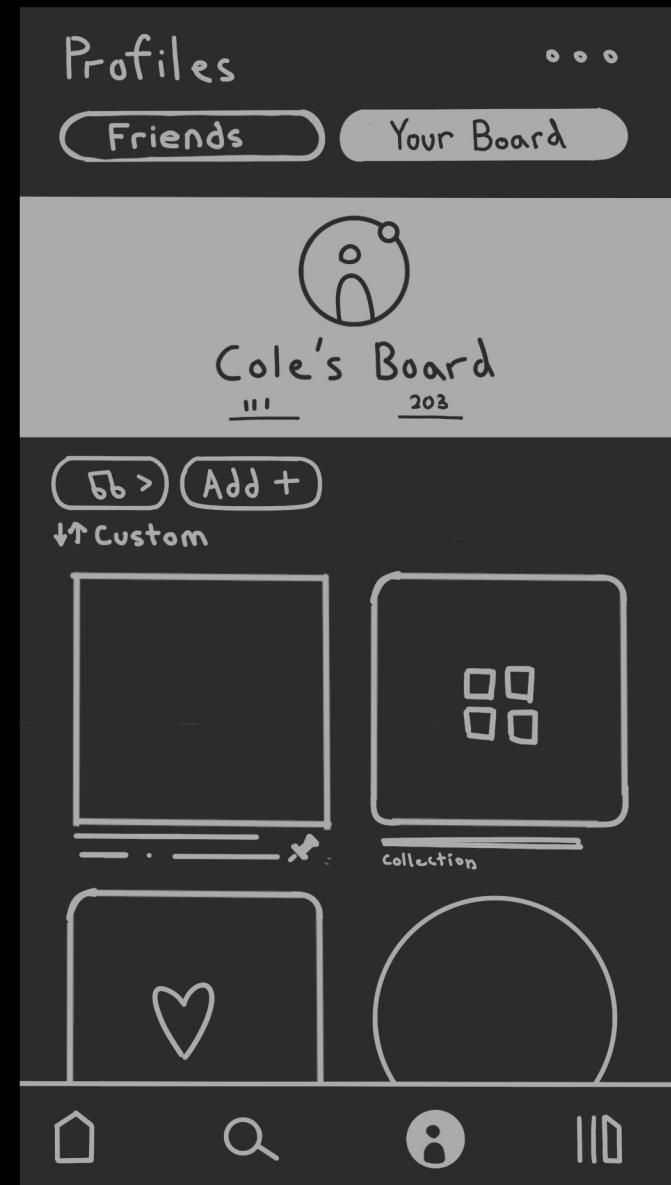
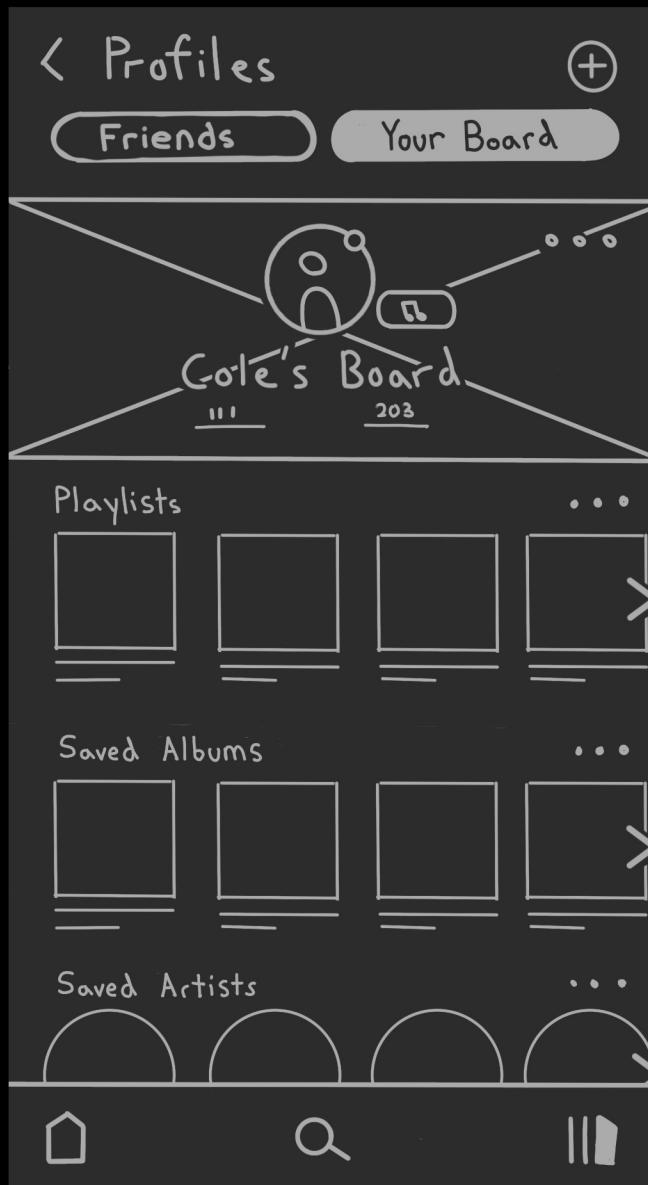
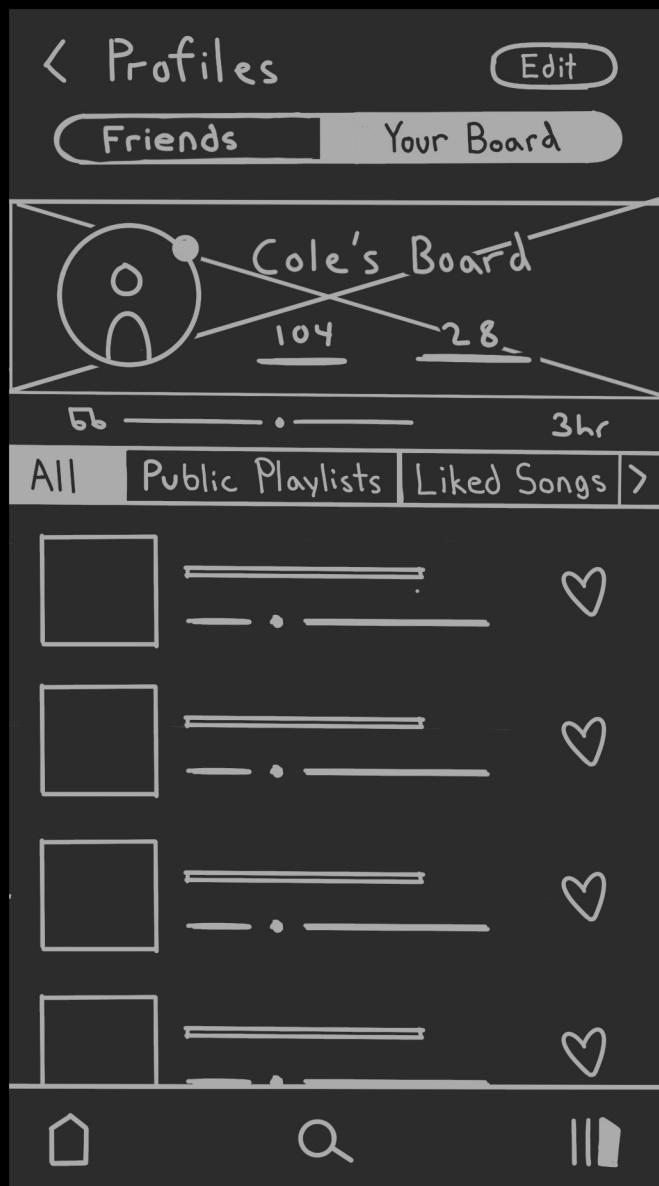
6.1 | Wireframe 1

Screen | Friend Profiles



6.1 | Wireframe 2

Screen | Your Board/View Friend Board



6.2 | Lo-Fi Prototype Screens



6.2 | Lo-Fi Prototype Screens (Cont.)



7.1 | Usability Testing Script

Introduction

- Hey! so I'm gonna send you some links, before you open them, I'm gonna give you a little brief on the purpose of this interview.
- So, the Figma prototype I've sent you is a Spotify redesign regarding a new feature called "Profiles." This tab would serve as a social media component to the platform, where users could see what their friends were listening to, as well as share and organize all of their public Spotify content onto their own "Spotify Boards."
- You can now open the prototype, and as you navigate through, I'll request you go slow and think out loud, verbally clarifying why you are making each decision.

3 Tasks

- Task 1: Navigate to the "Your Boards" tab, and then toggle back to the "Friends" tab.
- Task 2: Go to a friend's Spotify Board, click a "View All" button, and then navigate back to the "Friend's" page.
- Task 3: Go to your own Spotify Board, click the "+" button, and then return to the "Your Board" page.

Free Talk

- Is there any confusion you faced while navigating through the prototype?
- Are there any buttons you saw that confused or disoriented you?
- Having seen this, do you have any suggestions on what else you'd like to see in this product?
- Any other comments?

Google Feedback Form

- The following slides display the Google Forms responses I received from the 5 people I interviewed.

Reviewer Full Name

5 responses

Carl Gyllenhammer

Reese Gyllenhammer

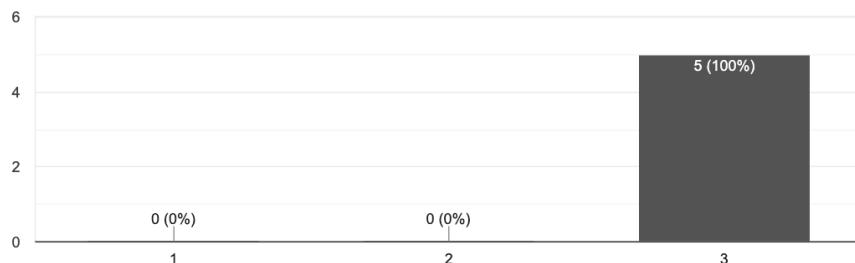
Elinor Hendricks

Jemma Alexander

Liam McFarland

Overall Concept Was Easy to Understand

5 responses



Comments

4 responses

The flow of the pages were initiative.

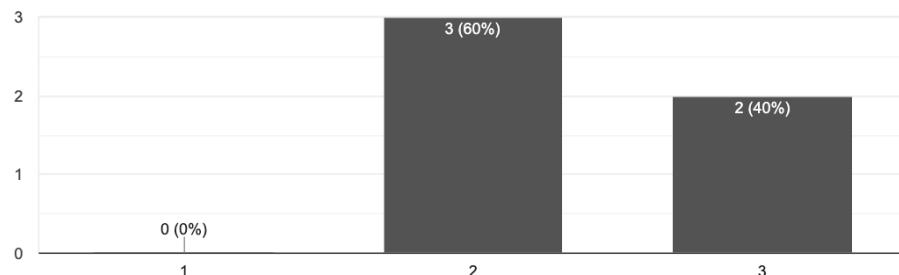
Every direction was extremely clear

Super easy to navigate, very clear buttons and actions you can take

Laid out well and understandably. Was very obvious where my and my friends' information was. The layout of the profiles made logical sense, with the playlist listed first then albums and artists. The "view all" buttons were clear, as was the edit button.

Level of Product Differentiation (from original and competitors)

5 responses



Comments

4 responses

I am not familiar with these products so I have no frame of reference.

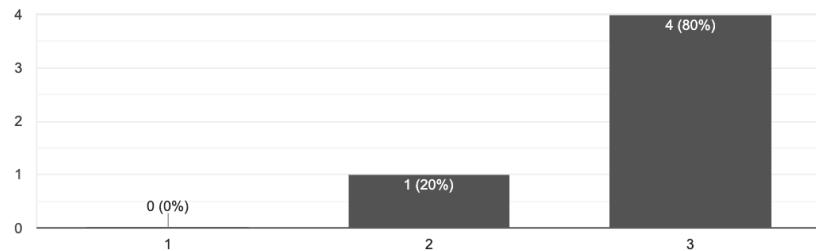
I'm a bit torn because this seems like this is exactly how Spotify SHOULD work, but this is not how it works, so it is different from the original product but it is also not super different from soundcloud.

Very different than current Spotify design, some similarities to Apple Music, but still new

I enjoyed that it was social media without the addicting part of social media. It drives you to check your friend's profiles and listening choices without the endless scroll. I have always thought one should be able to see what their friends were listening to on Spotify mobile, not just desktop. This gave me that options with a much cleaner layout. It makes Spotify more personal, it is about you and your friends rather than cluttered with their suggestions. This will also allow people to share music more easily and create more listeners for artists.

Level of Forward-Thinking Innovation

5 responses



Comments

3 responses

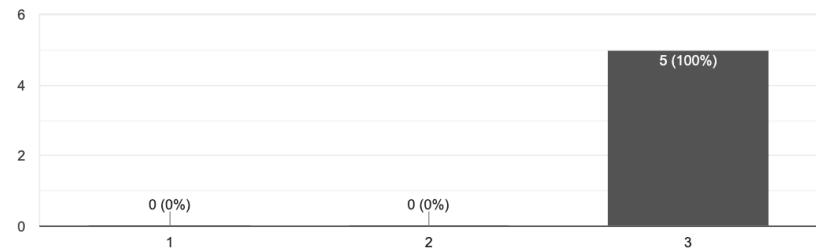
So similar to the last answer, I have no good frame of reference.

great use of music as a form of social media

There was something lacking in Spotify that was addressed with this model. It supports consumers and what they want and is manageable and easy to understand. It makes one want to use Spotify more and in new, more communal ways.

Tasks Were Easy to Accomplish

5 responses



Comments

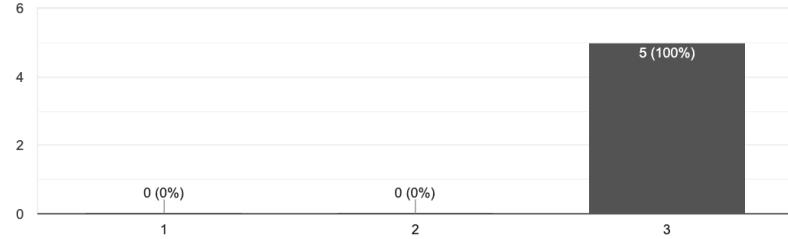
2 responses

All the tasks asked where obviously from the lay out and buttons.

Very clear, obvious buttons.

General User Flow Through Product (Clear Steps / No Dead Ends)

5 responses



Comments

3 responses

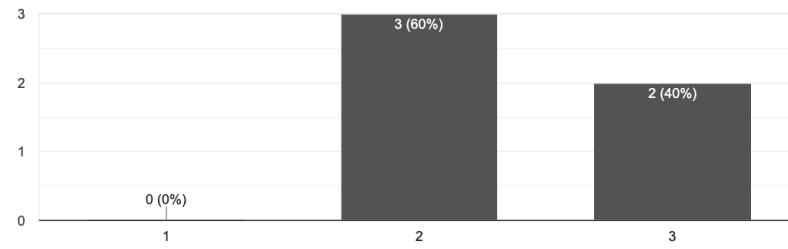
Everything worked with no issues.

Very clear steps!

I was never searching for a button

Overall Layout Structure/Hierarchy/Organization

5 responses



Comments

4 responses

It was generally good but there were one or 2 things that seemed redundant.

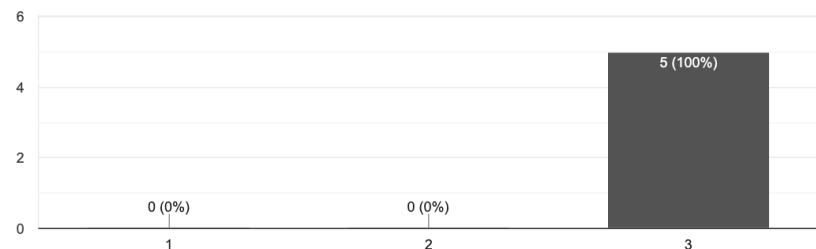
Well organized, easy to understand

All made sense. Especially the Friends who were online being shown first. I am curious if this would change one's homepage and library. The contents of one's public board and library will likely overlap in a strange way. Might mean one is used a lot less, or not at all by some users.

would the three playlists at the top of the profile be based on date created, or would the user be able to choose specific playlists to pin?

Buttons/Links/Icons Finger-Friendly

5 responses



Comments

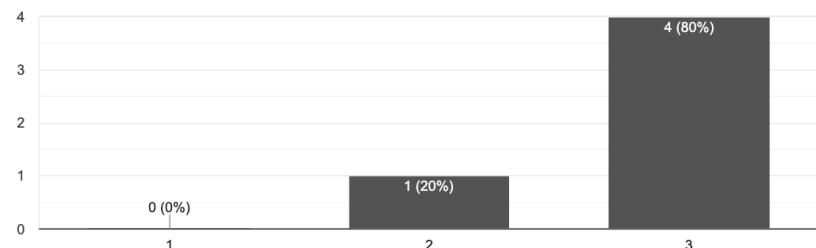
2 responses

Clearly labeled buttons and links, easy to exit pages and move around

I also think it would be cool if you could slide between Your Board and Friends, not sure if that's how it's imagined.

Quality and Quantity of Content

5 responses



Comments

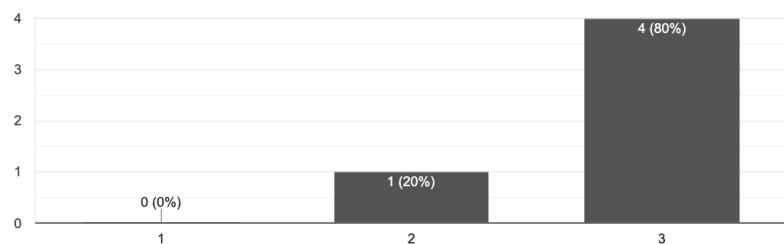
2 responses

I think the quality of what was shown was fantastic but I wish that the edit button was implemented according to how I thought it should be (which Dawson said he was in agreement with)

Simple but useful and fun.

Main Navigation/Menu is Easily Identifiable and Clear

5 responses



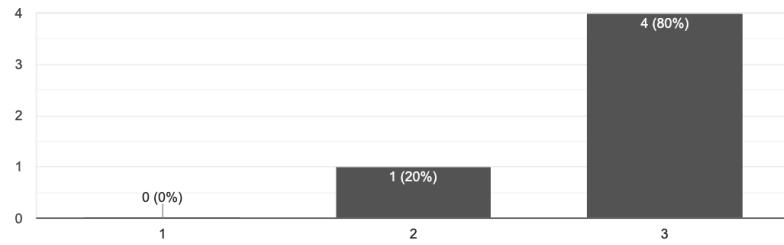
Comments

1 response

tabs at top of friends page a little confusing for mobile

Navigation/Menu is Consistent

5 responses



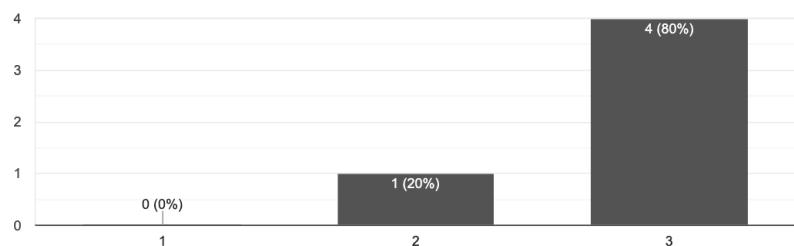
Comments

1 response

I had a few suggests for updated but overall a pretty consistent presentation.

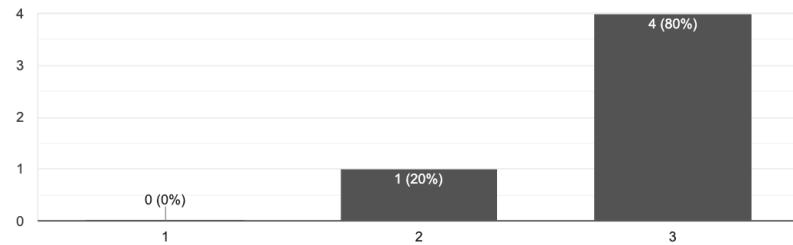
Headings/Icons/Buttons are Clear and Descriptive

5 responses



Headings/Icons/Buttons are Clear and Descriptive

5 responses



Comments

2 responses

I wish that the edit button was more fully flushed out. Its use seems clear, to re-order the modules on the grid, but when I clicked it and was taken to the playlists page I became irritated

Would definitely use!

Comments

2 responses

I wish that the edit button was more fully flushed out. Its use seems clear, to re-order the modules on the grid, but when I clicked it and was taken to the playlists page I became irritated

Would definitely use!

Any Additional Overall Comments

2 responses

This is so smooth I was surprised to see that Spotify does not already work like this for social media

Was curious about a more social media-centered idea, with a feed. I personally don't need another feed in my life but for Spotify, as a company, it could be successful. I really liked that users' current song was displayed directly below their names.

7.1

Usability Test Feedback

Interviewees | Carl, Reese, Jemma, Elinor, & Liam

Task Completion

- All 5 interviewees were able to accomplish all three tasks without much confusion or complaints.
- **Task 1:** Everyone understood in task 1 that the "Friends" and "Your Board" tabs were mutually exclusive, and it was clear which was active. Liam did mention that the button type felt *a little out of place on mobile*, and Jemma also mentioned that you should be able to *swipe* from one tab to the other as well.
- **Task 2:** All interviewees seemed to understand that each "view all" button was associated with different categories/groupings of content, and all interviewees found the back button almost immediately.
- **Task 3:** All interviewees found the plus button quickly and knew how to return back to their own board from the add screen.

Fun Ideas

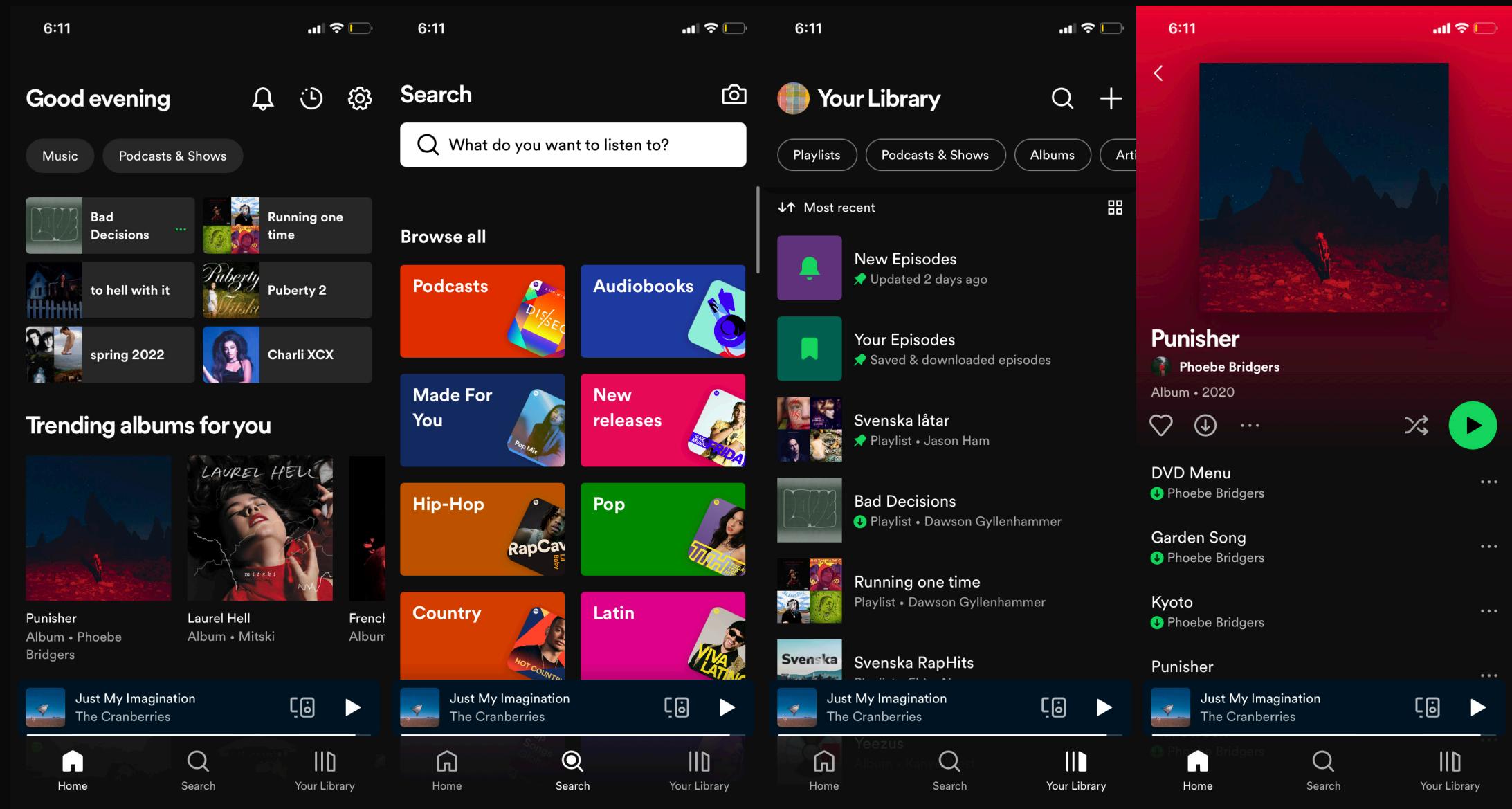
- Could incorporate a special stacked-profiles icon on the friends page for when friends are in a group session with other users.
- Could Incorporate Spotify Wrapped onto user's spotify boards.
- Could Incorporate a friend radio feature, where you could shuffle all the saved content another user has posted onto their board. It would be signified by a green arrow.

Other Feedback

- Carl mentioned that the image icon next to the "Profiles" title-case was confusing, as it makes the title look like a click-able button, and it's unclear where that button would lead considering the "Your Board" tab was located below it already. He recommend I remove the icon for clarity.
- There was general debate over how the "edit" button would function on the "your board" page, considering the 3-dot icons fulfill a similar function of editing content. It was proposed that the edit button could be used to help sort and re-organize different content cards, as well as re-organize the order of content groupings on your board. Reese proposed that clicking it will cause the board cards to shake similar to when apps are being deleted off of an IOS interface.
- It was recommended that I add a search icon to the "Your Boards" page, in case you want to search your own public library for content.
- Liam mentioned that there are a lot of different directions I could go with determining what 3+ cards make it onto the board. He mentioned how incorporating the pin feature could be used to "pin things to the board"
- People seemed to understand that the green dots on the friends page signified an active user.
- On the friends page, people suggested that the 3 dots next to each user could allow you to unfollow the user, block the user, or share the user with others.

8.1 | Styleboard Screenshots

Product: Spotify Mobile UI, November 2022



8.1 | Brand Guidelines

Source | "Design Guidelines." Spotify for Developers, <https://developer.spotify.com/documentation/general/design-and-branding/>

Color Palettes

- Green | #1DE954 
- White | #FFFFFF 
- Black | #191414 
- Light Grey | #b3b3b3 
- Dark Grey | #535353 

- Album background color | extracted from album artwork

Official Logo & Icons



Fonts

- Official Font: Spotify Circular
- Fall back Fonts: DM Sans & Helvetica Neue

Row/Shelf Guidelines

- Recommended content will appear in rows or shelves.
- Never show more than 20 items in a content set.
- Shelves should contain headlines that name the unique content/ groups of content in that shelf.

General Display Guidelines

- Do not overlay content on top of album artwork.
- Do not round corners of cards containing album artwork or playlists.
- Cards containing song artists and user profiles are cropped as a circle.
- Cards that contain audiobooks, podcasts, genres and liked songs will have rounded corners.
- Secondary navigation buttons appear as fully rounded buttons.
- Recommended content on the top of the home screen is contained in rectangular cards with a dark grey background color.

UI Kit

- After looking through multiple Figma UI Kits built specifically for Spotify, I've found icons most consistent with the current Spotify UI thru the [Lo-Fi Wireframe Kit by Dave Witley](#). Setting the stroke width from 2pts to 1.5pts helps make the UI more consistent with Spotify's.
- Source | [https://www.figma.com/file/JngBuPo7lw852Urtk7LROc/Lo-fi-Wireframe-Kit-\(Community\)?node-id=243%3A1&t=D5WU3tckyB2ECOiu-1](https://www.figma.com/file/JngBuPo7lw852Urtk7LROc/Lo-fi-Wireframe-Kit-(Community)?node-id=243%3A1&t=D5WU3tckyB2ECOiu-1)

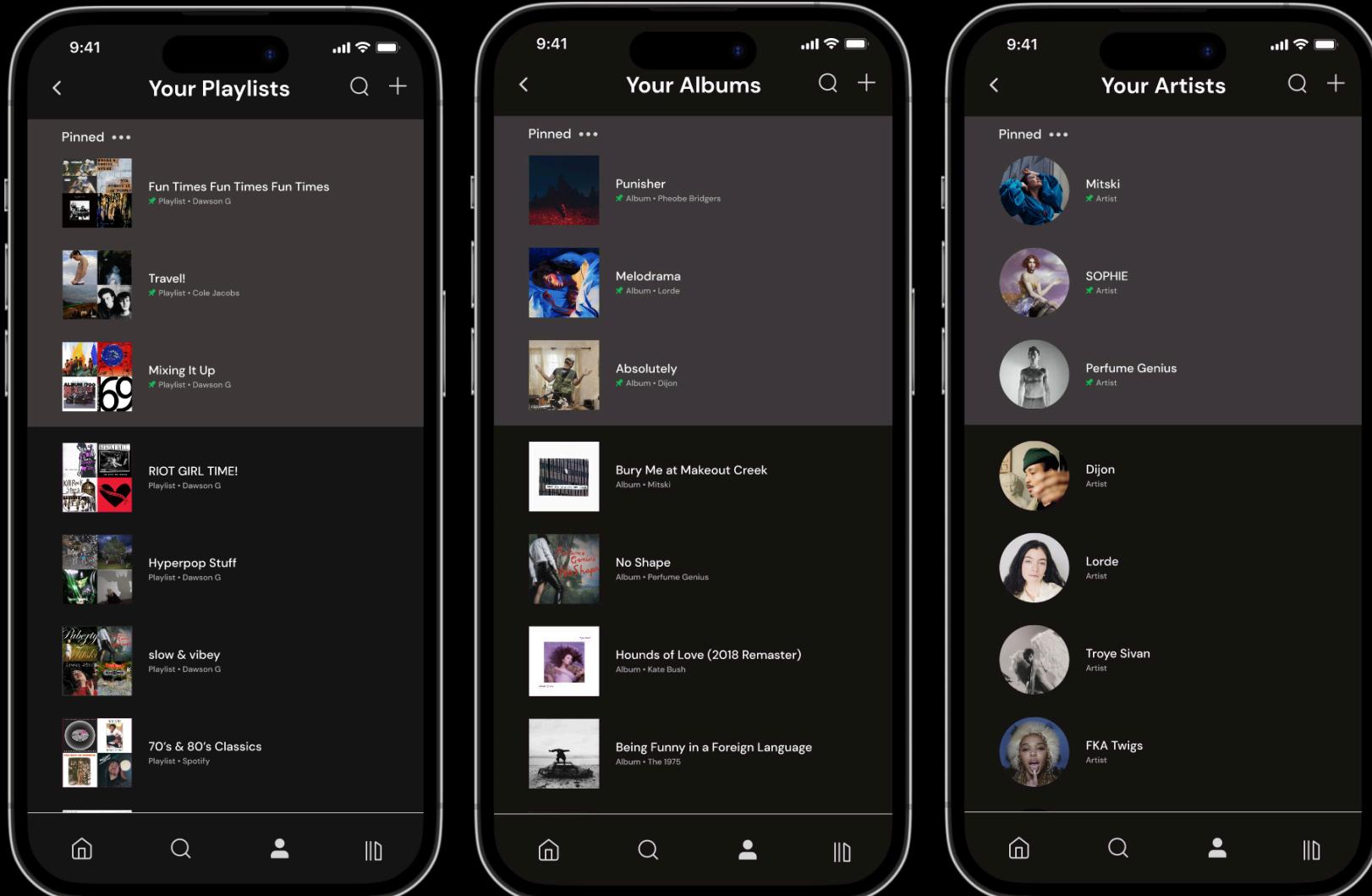
8.2 | Hi-Fi Prototype Screens

Main Screens



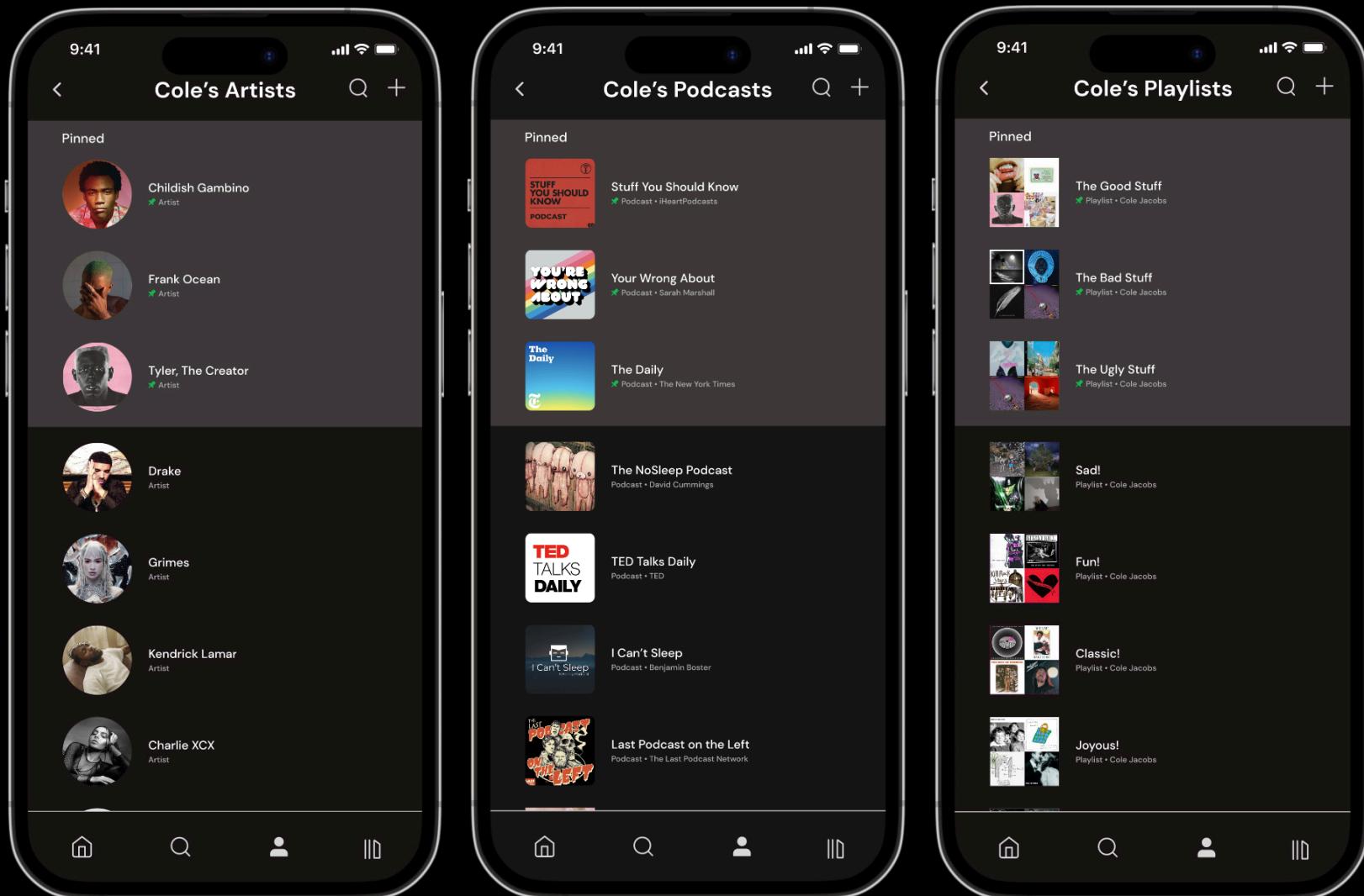
8.2 | Hi-Fi Prototype Screens

"Your Board" Content Screens



8.2 | Hi-Fi Prototype Screens

"Cole's Board" Content Screens



8.2 | Hi-Fi Prototype Screens

Edit Button & Add Button Screens



Reviewer Full Name

5 responses

Reese Gyllenhammer

Liam McFarland

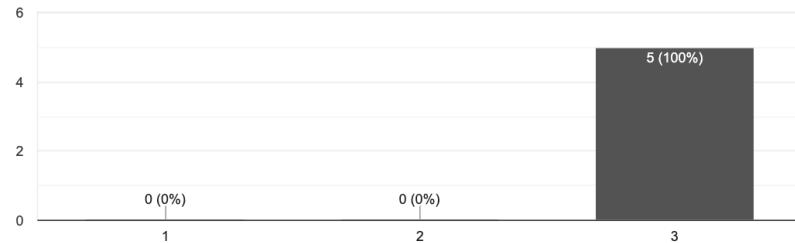
Isaac Robertshaw

Elinor Hendricks

Duncan Bennett

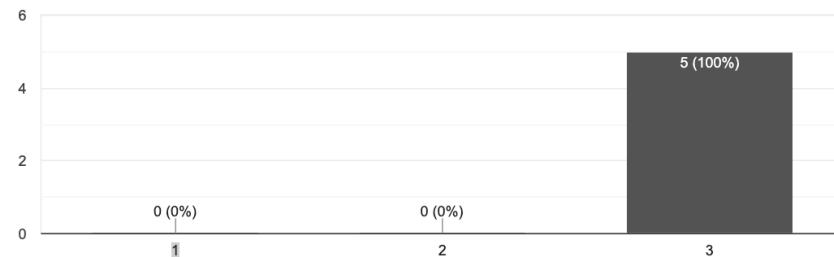
Level of Product Differentiation (from original and competitors)

5 responses



Overall Concept Was Easy to Understand

5 responses



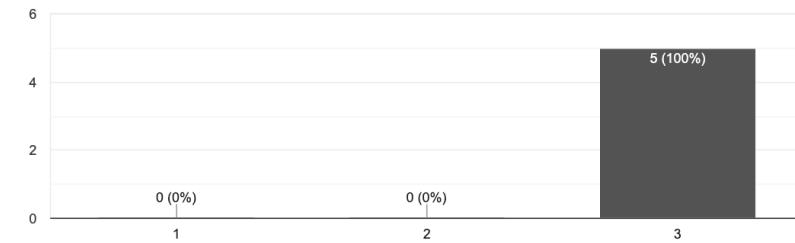
Comments

1 response

At first I was confused why you couldn't navigate to other tabs to see the rest of the app, but focusing in on a showcase of the new social feature was a good direction and really well put together.

Level of Forward-Thinking Innovation

5 responses



Comments

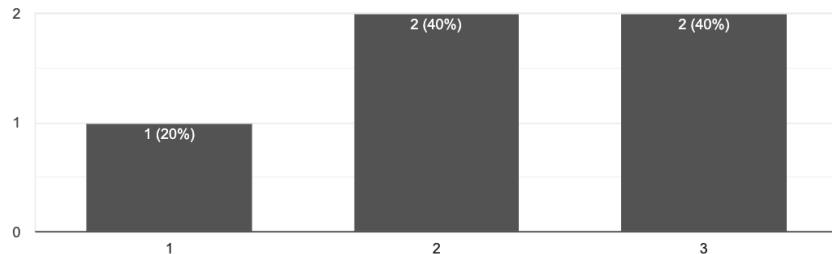
2 responses

Spotify really needs this feature. It makes the app feel much more social and provides a sense of listening together.

I really like the idea of being able to curate a collection of music for myself and others, Pinterest-style. Spotify already I think has the best social features for a music platform, but this is a thoughtful expansion of that.

Tasks Were Easy to Accomplish

5 responses



Comments

4 responses

This is a major overhaul of Spotify, adding an extremely complex feature. This is not an easy task to accomplish.

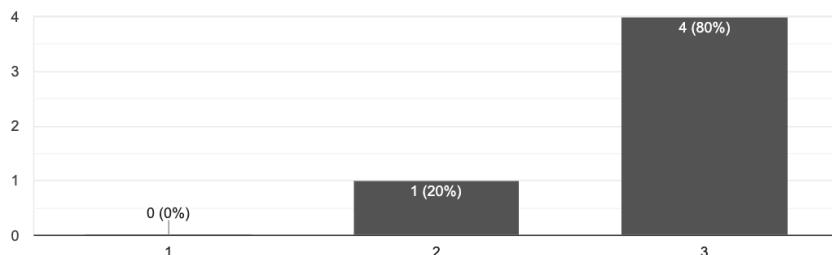
i wanted to click on cole's photo to go to his account

I was able to go through very fast

I had no trouble navigating to the task objectives, however, it would be nice if the final steps had some interactivity after locating them. Just being able to click the button, even if it leads to nowhere, would be enough.

General User Flow Through Product (Clear Steps / No Dead Ends)

5 responses



Comments

3 responses

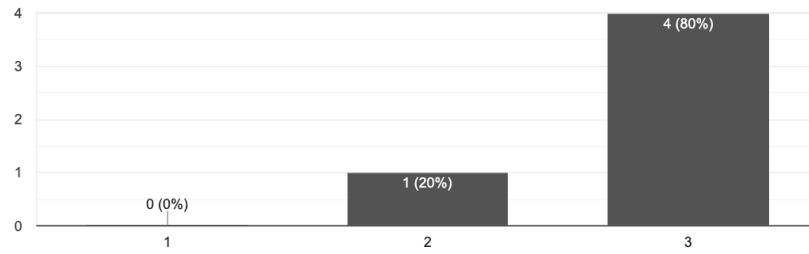
The user flow is very simple to understand in the way it has been laid out. There are many open ended question which Dawson had to solve, and he has done very well with this.

didn't feel stuck or lost, intuitive

I would technically classify some of the pop-up menus as dead ends, but navigation overall was clear.

Overall Layout Structure/Hierarchy/Organization

5 responses



Comments

3 responses

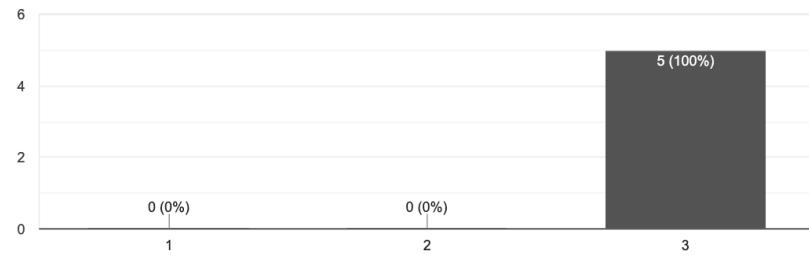
I had one small complaint about the "Profiles" page. When prompted to block a user, my instinct was to open the users page and try to block them from there. In reality there were three dots on the "Profiles" page that would have done this action for me, though I completely missed it.

I love the pinned albums, artists, etc.

Clean, organized, reminiscent of the Spotify people know, but different enough to be intriguing.

Buttons/Links/Icons Finger-Friendly

5 responses



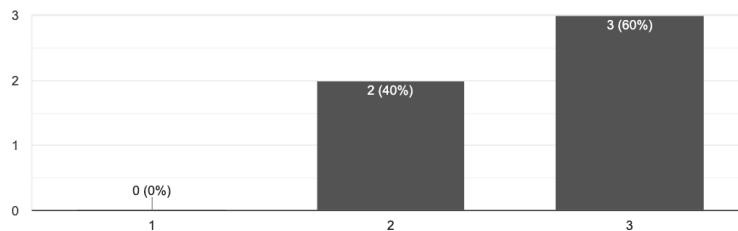
Comments

1 response

Nothing to say; every button makes sense.

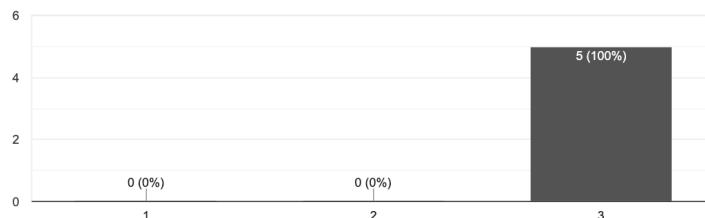
Quality and Quantity of Content

5 responses



Navigation/Menu is Consistent

5 responses



Comments

2 responses

layout feels on brand and generally easy to use

It's a lot to ask, but as a user, I want to see how the rest of the app looks, even if it's not interactable. Maybe a mock home screen? Just to look at? The content that is there is high quality.

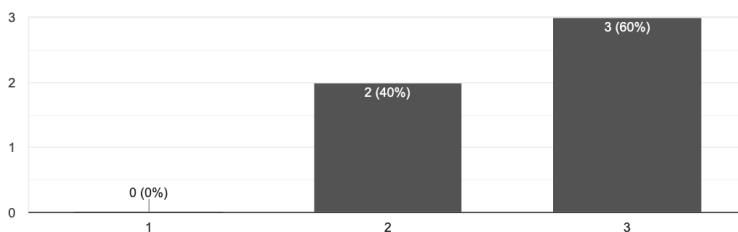
Comments

1 response

Dawson is very interested in keeping the global navigation consistent, which is illustrated by re-purposing the same button in global navigation for different tasks on different pages, which is very intuitive to a user. The only critique I had was the uselessness of a plus button in the global navigation that we could remove.

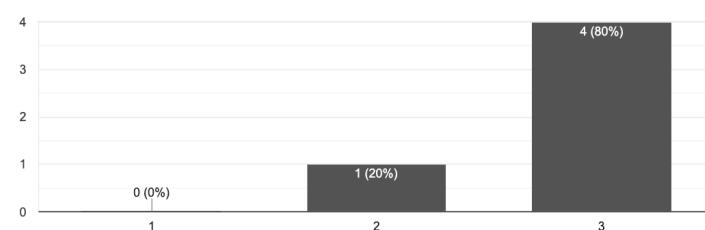
Main Navigation/Menu is Easily Identifiable and Clear

5 responses



Headings/Icons/Buttons are Clear and Descriptive

5 responses



Comments

2 responses

I think that this has the biggest room for improvement. On the "Your profile page" I had quite a few gripes. The "Add" button intended for adding new modules to the profile page looks exactly like the circles of the artists module, so my mind immediately thought I could only add artists. When scrolling back to the top of the page, I noticed three dots in the profile header background image, which I felt would be a much better place to bury the "Edit modules button". Dawson suggested instead a long flat button between the profile header and the first module. This presented the question of how to actually move modules around on the page. We both like the idea of a drag and drop interface, but had a few questions surrounding how that would work in figma. The original idea was a long press on the screen to begin an "edit animation" where modules could dance around, similar to how iphone allows users to edit the home screen.

I'm wondering if the switch at the top (for friends/your board) could be more obvious. Most social platforms have a clear distinction between your profile and those of others. Often they are in different tabs entirely. I don't think you need to do that here, but make sure the switch is clear.

Comments

2 responses

We discussed being able to change your profile photo by tapping on the picture, and decided that a plus icon on the profile photo would remind users of the "online" or "inactive" circle that is on other users profile photos on the "Profiles" page.

This is more personal taste, but I prefer larger text, especially on small sub-headers like the playlist labels and the "what are people listening to" bits. Even on larger phones it might cause some squinting.

Any Additional Overall Comments

2 responses

This is an extremely ambitious project and is a feature that many people including myself would love on the platform. The quality of this design looks fantastic, and the functionality is careful and well thought through. Any critiques on the product are nothing but nits. This is extremely high fidelity, and very intuitive / fun to work with.

It's really good! (We have to leave comments in Figma too, so a lot of those are redundant and basically just repeating what I wrote here, sorry!)

9.1 | Hi-fi Test Feedback

Moderated | Reese, Elinor, & Liam

Unmoderated | Duncan & Isaac

Moderated Task Completion

- All 3 moderated interviewees were able to accomplish all three tasks without much confusion or complaints.
- *Task 1:* Everyone was able to search through all 3 sections of Cole's saved content. However, Liam and Elinor both wanted to click on Cole's profile photo to view his board.
- *Task 2:* All users were able to navigate through their own Spotify content, and all users were able to find some sort of plus icon on the "Your Board" page to add more content. There was, however, questions about whether the three dots and the plus button could accomplish the same task of editing saved content.
- *Task 3:* Liam successfully found the "block user" button on the friend's page, but Elinor & Reese first tried to find the block user button after clicking into another user's board. I should definitely add the block user button within a friend's board as well. All users were then able to find the button to change their profile picture, but both Liam and Elinor first clicked on the profile picture to try changing it. I'll consider making this photo clickable, as well as incorporating a plus icon next to the photo to indicate it's a change-profile-picture button.

*I was not able to integrate most of the feedback I was given between this Hi-Fi stage and my final product. All of this feedback is very useful for down-the-road iterations, but there was simply not enough time to implement all of the feedback I was given.

Other Feedback

- Reese brought up the question; "What if a user wants to pin more than 3 items in any category to their board?" After much debate, we decided that limiting users to 3 pinned items per category makes sense over allowing users to pin unlimited items, because the pin feature would lose its function if you were able to pin all saved items to your board. The scarcity entices users to be selective of their favorite content, which adds more excitement to the experience.
- Reese also mentioned; "What if a user wants to pin less than 3 items in a category?" I decided that users should be able to do that, and that the saved 1 or 2 pinned cards would be centered within the section.
- It was also mentioned that I should remove the global plus button and re-locate the plus icon on "Your Board" to a more prominent spot. Perhaps place the plus in a button right beneath the profile pictures.
- Throughout the interviews, I realized that the list of saved content beneath the pinned content in each category should have a sort by button, indicating if the rest of the content in this category is organized by recent, by artist, or by a custom order.
- When clicking on the three dots next to each section in "Your Board," Reese mentioned that I should simplify and re-organize the pop-up options, as well as incorporate an "add" button within this pop-up.
- Someone suggested upping the smaller text sizes.
- Someone else requested I further build out some of the buttons in the pop-up menus.

10.4

Final Prototype Screens

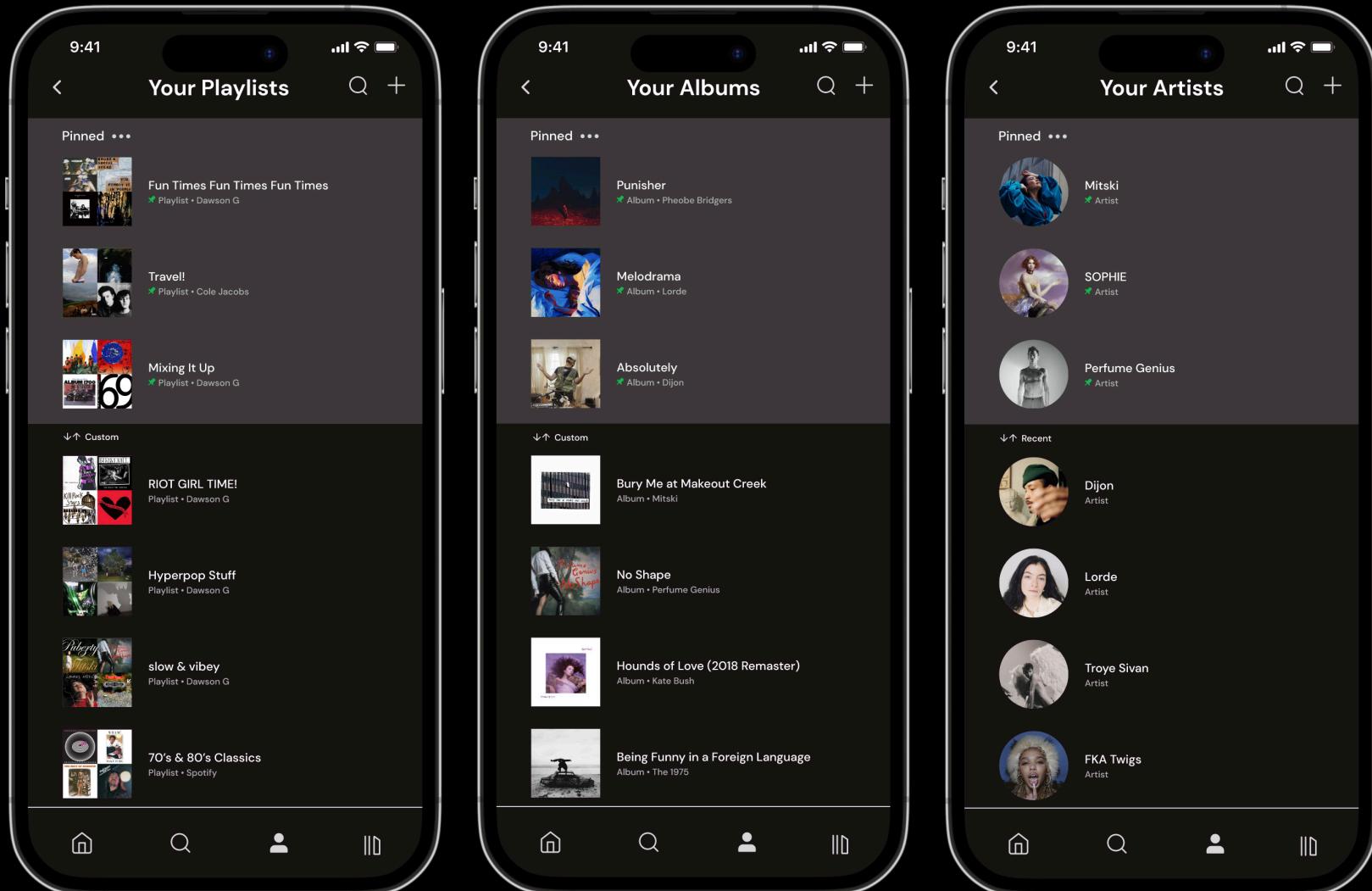
Main Screens



Link | [https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2\(F\)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55](https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2(F)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55)

10.4 | Final Prototype Screens

"Your Board" Content Screens

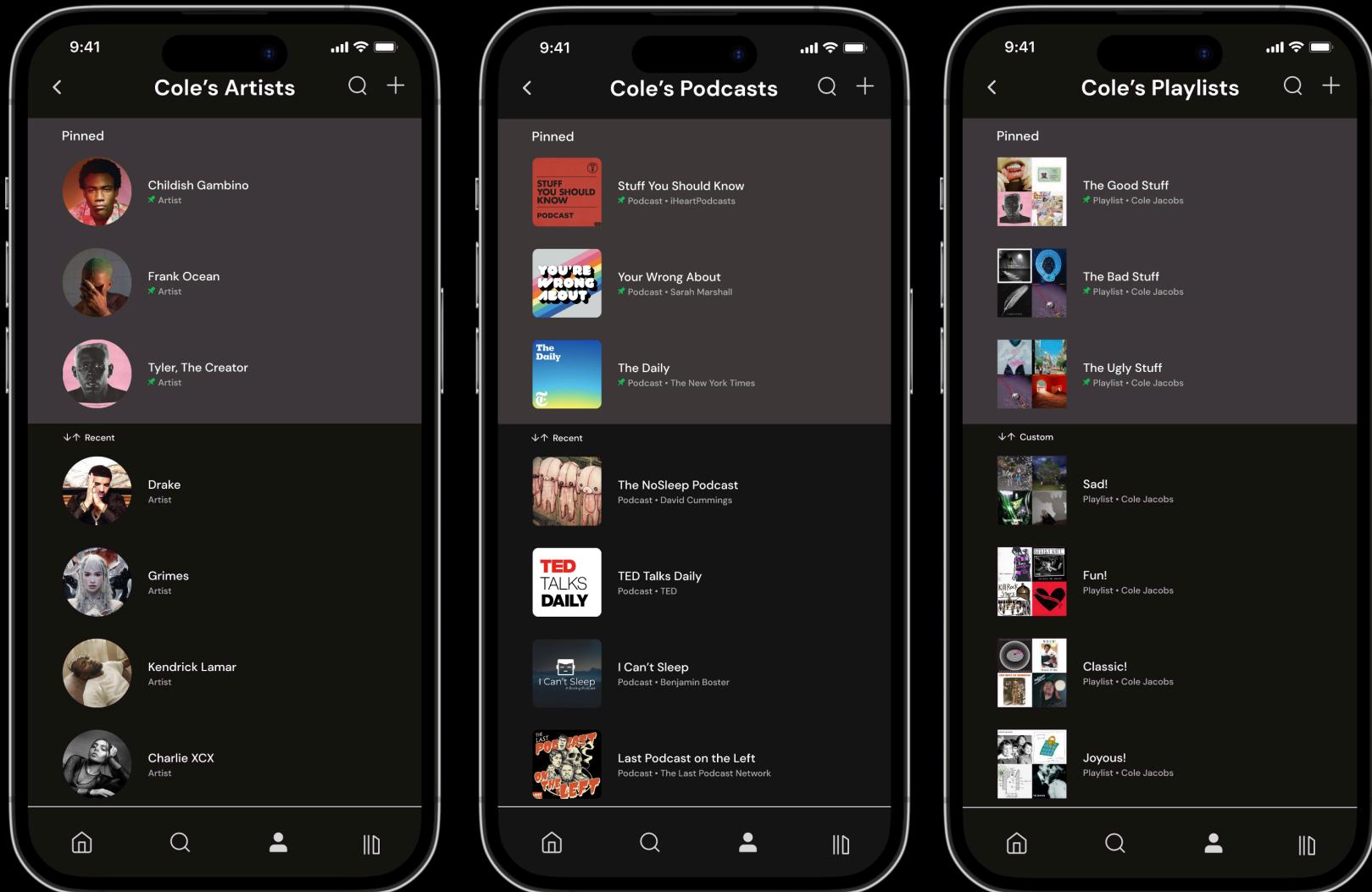


Link | [https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2\(F\)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55](https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2(F)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55)

10.4

Final Prototype Screens

"Cole's Board" Content Screens



Link | [https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2\(F\)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55](https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2(F)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55)

10.4 | Final Prototype Screens

Edit Button & Add Button Screens



Link | [https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2\(F\)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55](https://www.figma.com/proto/N1W6WFkFCAqsWbHQqDjobd/Hifi-version2(F)?node-id=1%3A55&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A55)

11.1 | Final Product Scenario

Persona | Cole Jacobs

Cole's Journey | Friends Page

- Cole opens his phone, and wonders what his friend Sydney is listening to.
- He opens the profiles page button in the primary navigation, and it opens on the friends tab. He navigates to her friend Sydney's profile photo, and sees that she was last online 3 hrs ago, and the last song she listened to was "3/3" by *The Japanese House*.
- Curious about her favorite albums, Cole taps "View Board" under Sydney's profile photo, and is brought to Sydney's Spotify Board.
- Cole scrolls down Sydney's board until he finds the category "Saved Albums." He sees her 3 pinned albums on her board screen, but he wants to view the rest of her saved albums.
- Cole taps "View All" within this category, and is brought to a screen listing all of her saved albums. The top section of the screen shows her 3 pinned albums, and the section below that shows the rest of her albums, which are organized by most recently added. He looks through all of her saved albums, and decides he wants to add an album to his own Spotify Board.
- Cole backs out of Sydney's Board, returning to the Friends page. When he's there, he realizes he's still following his ex. He taps the 3 dots next to her profile, and clicks "Unfollow User," removing her from this page.

Cole's Journey | Your Board

- Cole navigates to the Your Board tab, which opens up his own Spotify Board. He first notices that he doesn't like his background photo, so he clicks the three dots on the title card and clicks "change background photo." He selects a different photo from his camera roll, and it appears in the background.
- Cole scrolls down and realizes that his saved albums are on the 3rd row of his board. Wanting to display his saved albums on the top of his Board, he clicks the 3 dots next to this category and taps "Bring to Top." Now, his saved albums appear as the top section on his board.
- Cole then clicks the "View All" button in the saved albums category, and he enters a list of all his saved albums. He then clicks the plus icon within this screen, and searches for the album he wanted to add. He finds it, and it appears in the list of albums.
- Cole decides he wants to pin this album to his board, so he swaps out one of the pin slots for the album he just added. When he clicks back, this album now appears as one of the 3 pinned cards on his Board screen.
- When he's back on the "Your Board" screen, Cole notices his saved podcasts are on his board. He decides that he doesn't want his podcasts to be public content, so he clicks the three dots next to this category and selects "Hide Content." His podcasts disappear from his Board.

11.2 | Challenges & Reflections

Challenges |

- Over the course of this project, I had to overcome a wide variety of challenges. I did not anticipate how much effort it would take to build a project like this.
- My first major challenge was getting used to who I was designing for in this project. As a graphic design major, I am pretty used to the idea of working with a client and building a design around the needs of that specific client. However, once design starts to be built for the "user," it takes a whole different way of thinking to begin designing for that many people. The idea of design turning into a cyclical conversation between the designer and the end user really threw my head for a loop.
- In this project, another one of the main challenges for me was getting used to interviewing people. I found it quite hard to make in-person interviews feel natural and easy, and in the early weeks I kept accidentally asking leading questions in awkward moments of silence. It wasn't until the later weeks that I began to feel more natural while conducting usability interviews.
- Another major challenge for me was the sheer quantity of content within this project. There were so many steps, and each step built on top of the previous step, and at times this project felt very overwhelming. It wasn't until the early prototyping stages that I started to feel confident about how this project would turn out.

Reflections |

- I feel like I learned so much about UX and IxD over the course of this project, and I feel like I obtained a very comprehensive overview of what this field looks like and how it operates.
- I was glad to learn Figma in the last few weeks of this project. I found it to be a very intuitive and well built tool, and my understanding of Adobe Software made learning the basics quite a quick process.
- Over the course of this project, I finally understood how essential research is within the field of UI/UX work. Research and conducting usability tests informs the design in such a direct and intentional way.
- In hindsight, I feel like this project also helped me understand why such a large team is needed to build this kind of work. Making digital products clear and intuitive for all users in all locations is an extremely complex mission, and it requires a lot of different disciplines.
- I also feel like I gained a better understanding of what design iterations look like when building a digital product, starting with Lo-Fi versions and moving to more refined Hi-Fi versions.
- My favorite part of this project was definitely making the prototype interactive and clickable. Seeing your vision come to life, and being able to share that with others in a very tactile way, that was the most rewarding part of this project for me.

11.3 | Future Trend Integration & Future Goals

Successful Integrations |

- While building this project, I was able to successfully integrate the future trend of *Customization & Personalization* into my final product.
- While Spotify already has some personalization features integrated into their platform, I added even more personalization features within the "Your Board" feature. Practically every component of your Spotify Board is completely customizable, and the organization of all content on this page is entirely dependent on the personal tastes of each user.
- I was also clearly able to integrate a *social component* into this design, considering my feature centers around social media and sharing public Spotify content with your friends.

Future Integrations |

- One future trend that would integrate well with the "My Board" feature is a voice UI component. Being able to say "Hey Spotify, add this to my saved albums" or "Hey Spotify, remove this from my saved podcasts" would make the process of customization that much more intuitive and seamless.

Room For Growth |

- If I had another few weeks to build out this prototype in Figma, i'd likely try and implement some swiping animations or tap-and-hold animations that would make customizing the Spotify Board feel more dynamic and less clunky. I'd also probably build out a few more friend Boards, in an attempt to show off the extensive variety of customization options available through this feature.

Thank You!