



Introducing Ambiance



**Music discovery beyond
the algorithms**

Ambiance

/the character and atmosphere of a place/

The Brief

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

Alex Freeman, __ Spotify

The Process



DISCOVER

DEFINE

DEVELOP

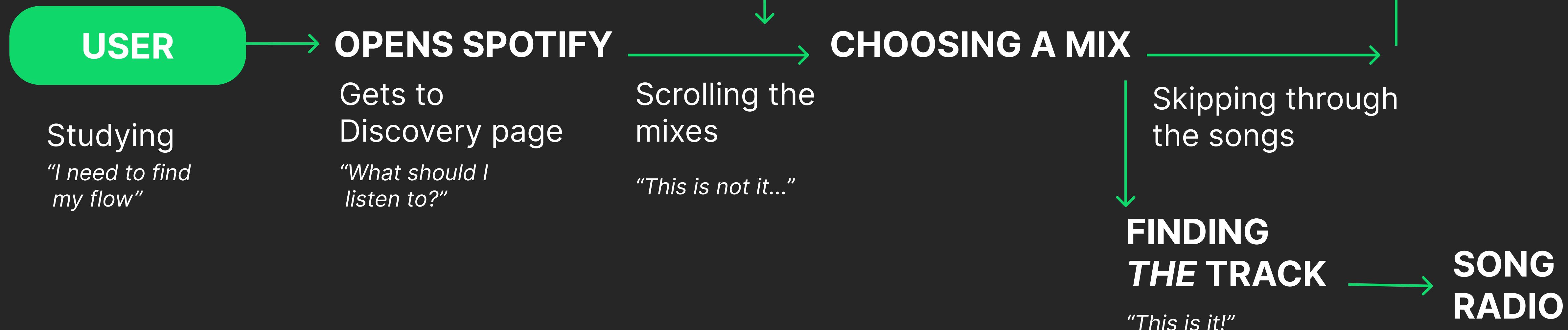
DELIVER

Research & Observations

- We began with discussing our top-of-mind ideas from the brief:
- The launch of programmable buttons for iOS, how can Spotify ride the wave of these?
- The risk of doom-scrolling on Spotify when trying to find the right song for the right moment.
 - The first page you land on when opening the app is the “Discover” page.
 - A lot of different options to explore.
 - This is problematic in certain contexts: when driving a car, having a focused study session, socializing and so on.
- From our own experience, the best “flow” arises from Spotify Song Radio, i.e. a playlist of songs based on a song of your choice.



Mapping



PROBLEM STATEMENT

Spotify listeners tend to get caught in the “choosing a playlist” loop which causes frustration as it takes time and focus away from what they were doing.



How might we?

How might we create a more
conscious experience for
music discovery and
listening when trying to find
the right **ambience**?



Brainstorming

Yujia etch

Concept based on individual ideas

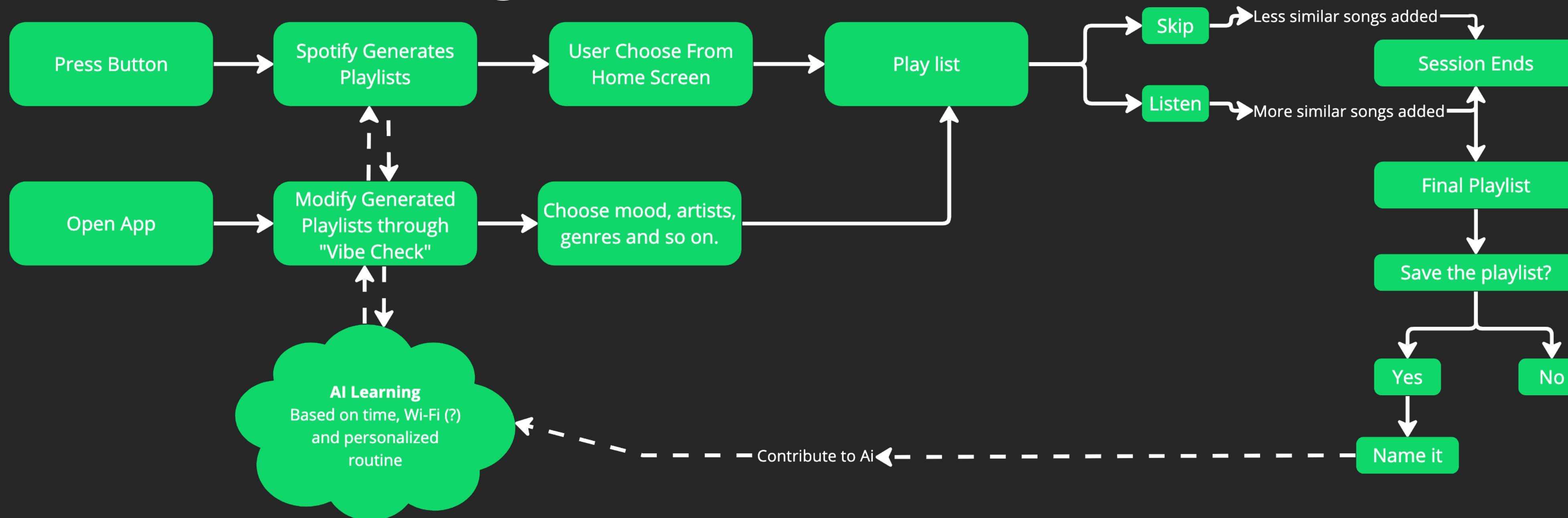
Combining the use of the programmable button (explicit signals) with the introduction of a new surface using AI to give you recommended playlists based on time and your location (implicit signals), and own chosen preferences (explicit signals).



Brainstorming

Yujia
etch

User mapping





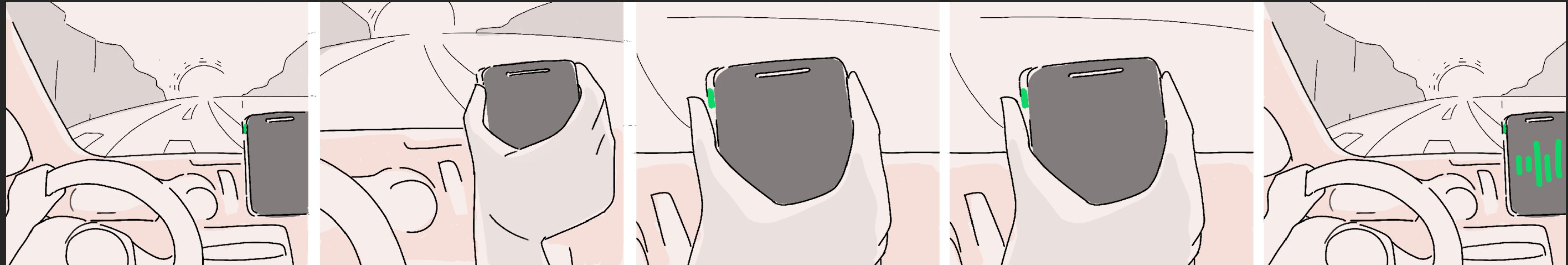
A more **conscious listening** experience,
allowing the user to **directly influence**
their recommendations while staying in
the moment.

Ambiance

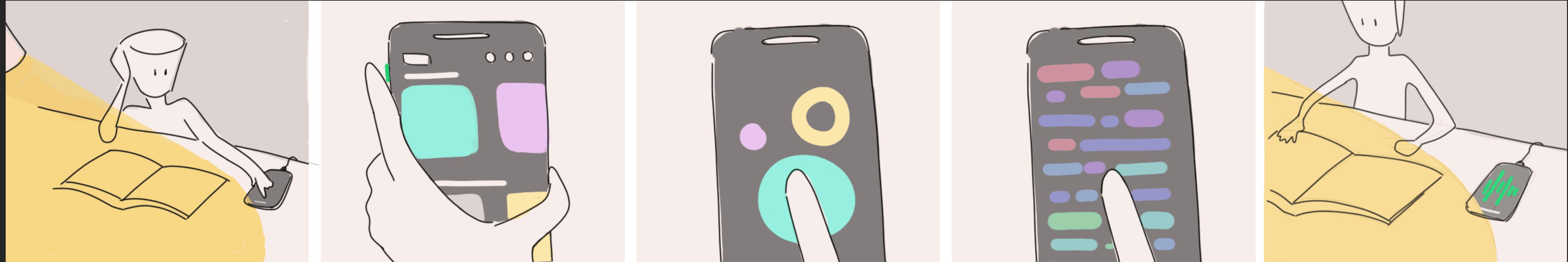
A new kind of AI recommendations



Story Board



Quick start OR



Customize your ambience

Get in on the Action button.

The all-new Action button is a fast track to your favorite feature. Once you set the one you want, just press and hold to launch the action.

 Silent mode

 Spotify

 Camera

 Flashlight

 Voice Memo

 Translate**

 Magnifier

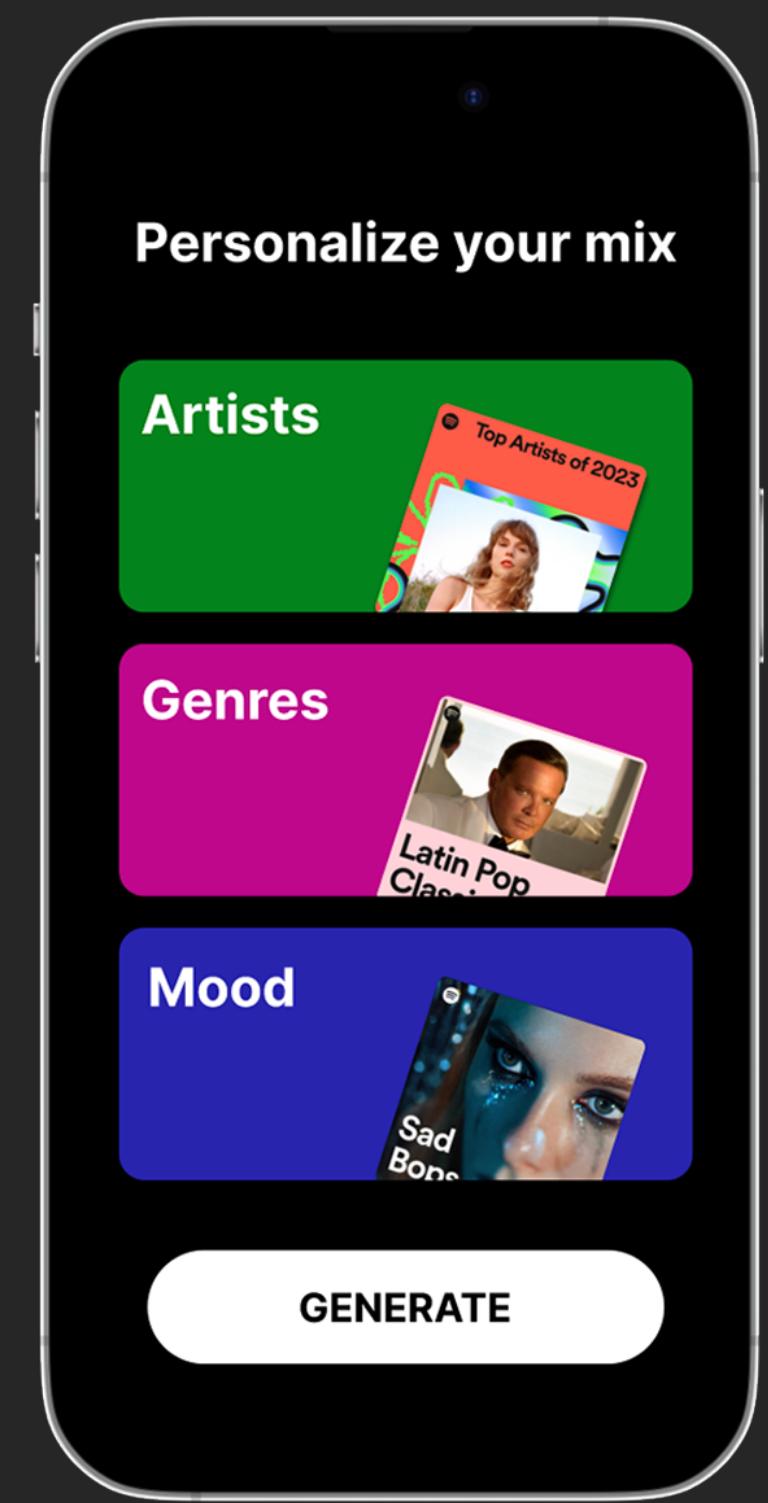
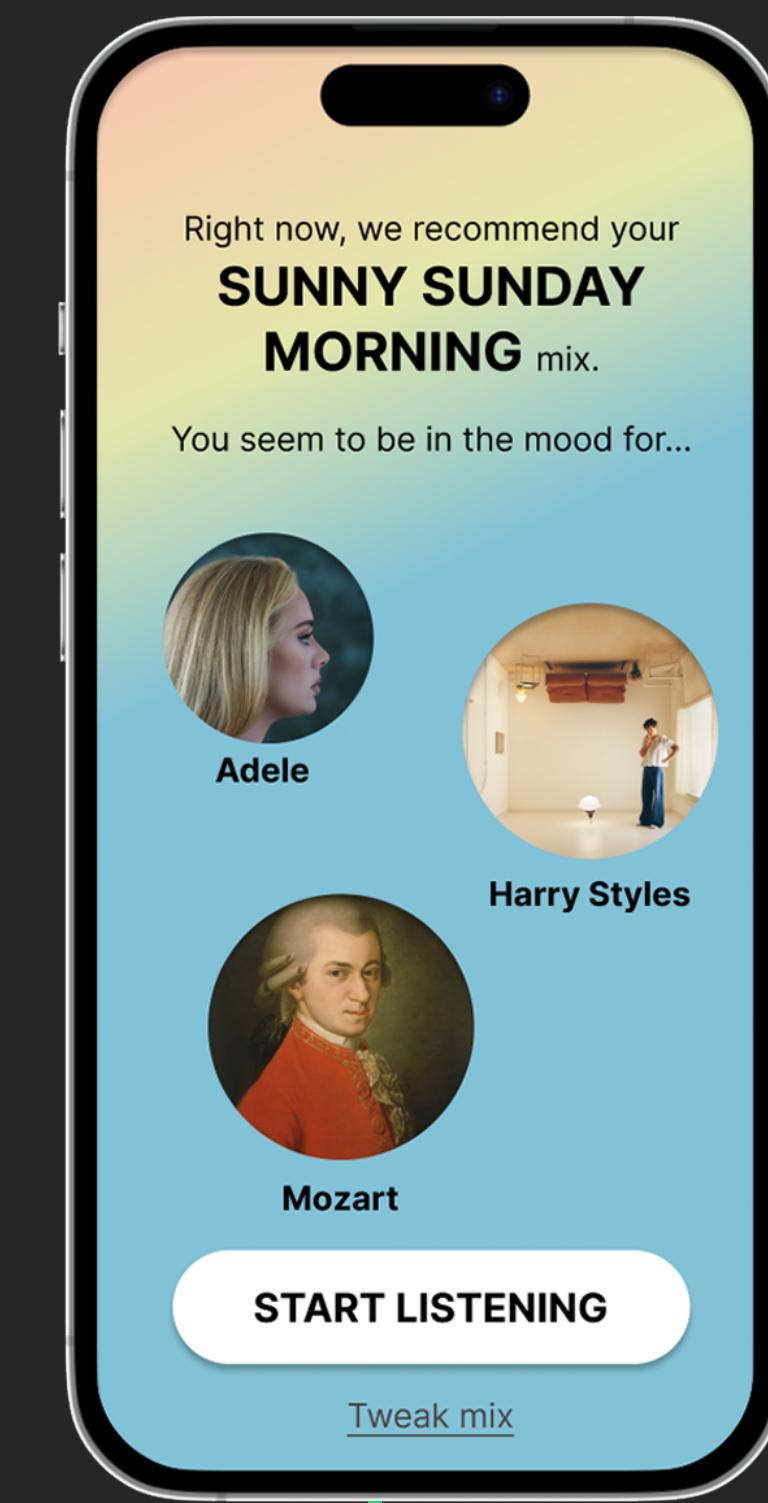
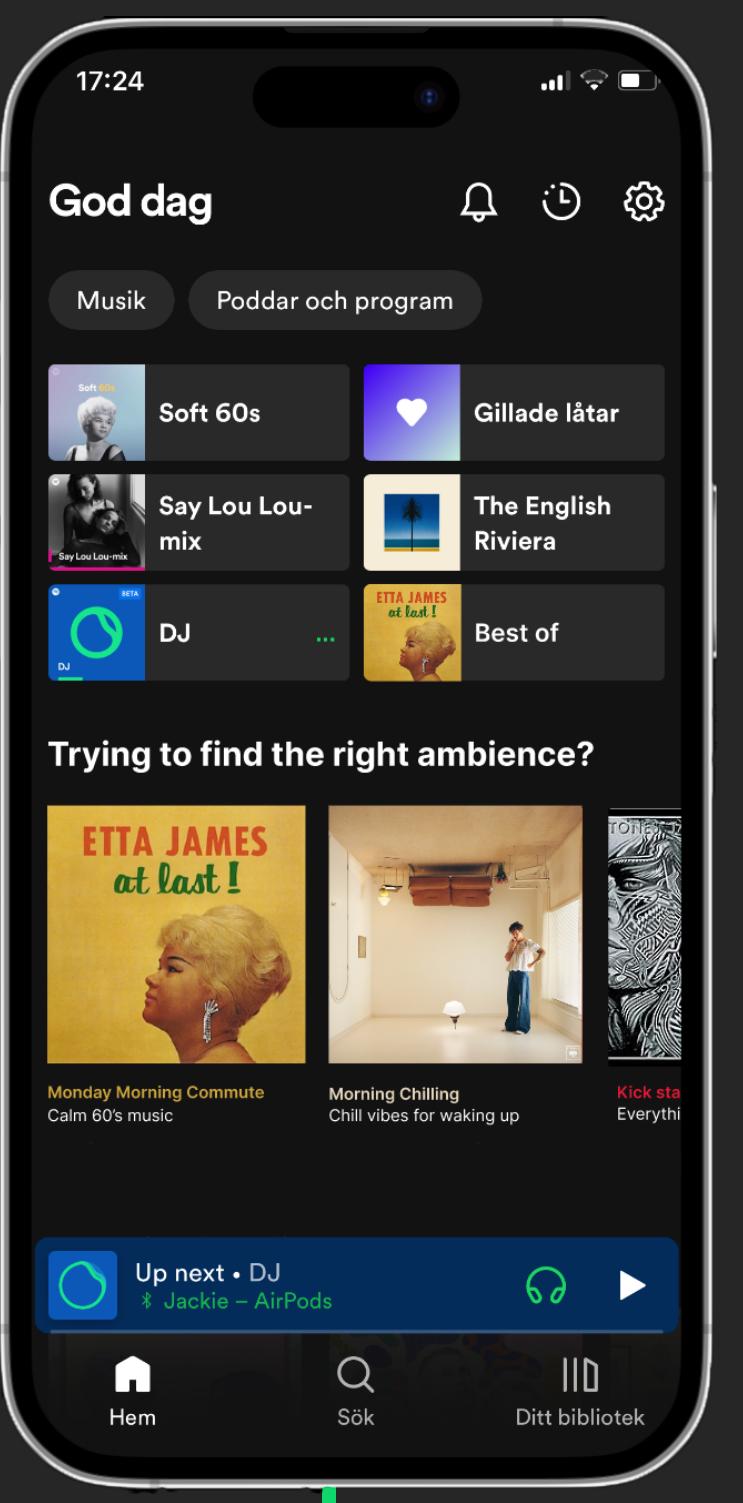
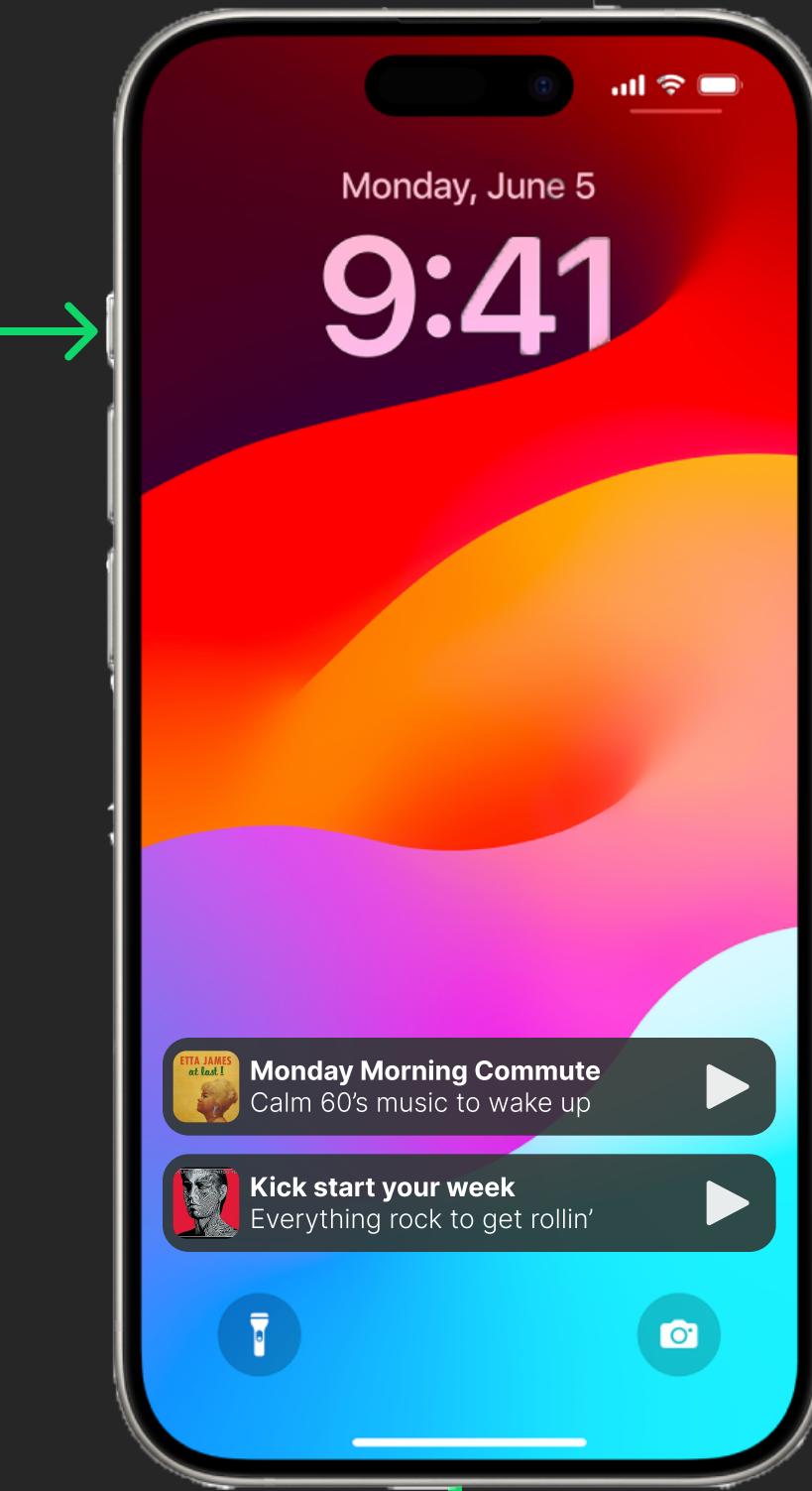
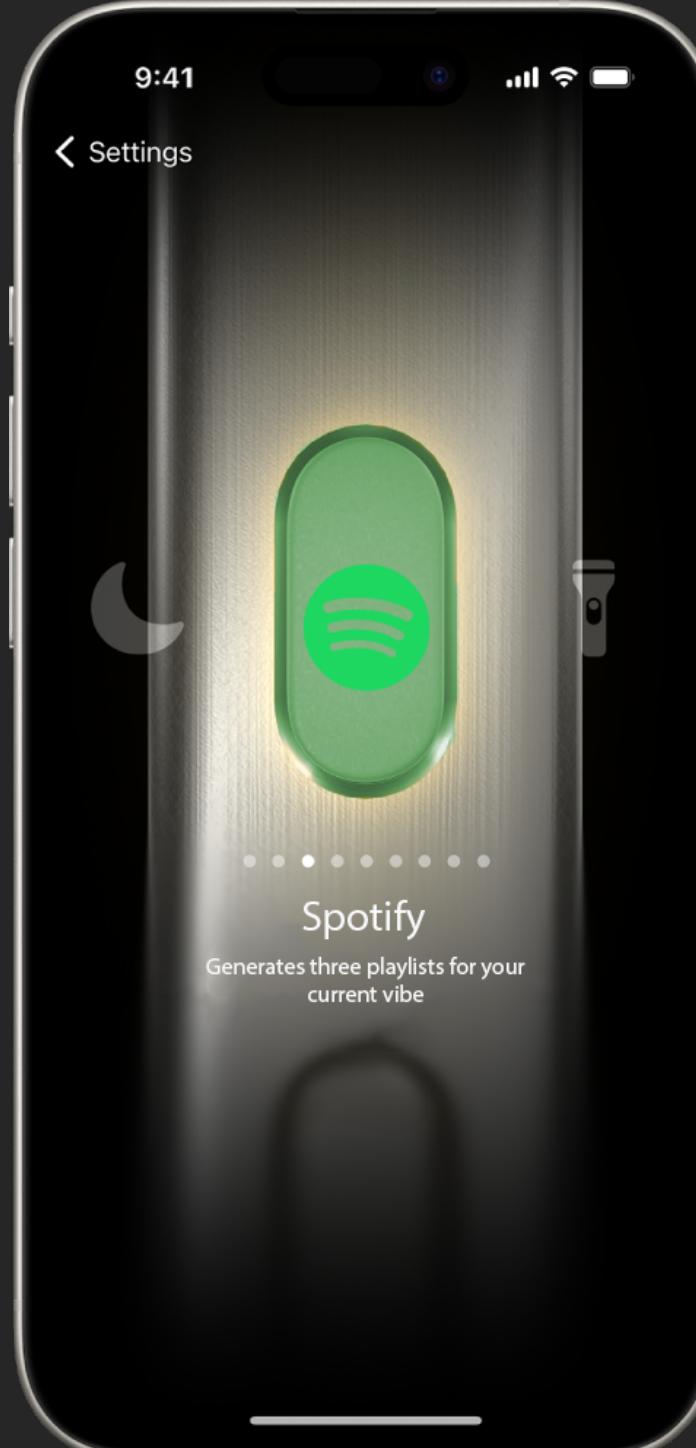
 Shortcut

 Accessibility



The Action Button is perhaps the biggest hardware upgrade the iPhone line has received in years. It's not a particularly advanced piece of technology, it's literally just a button, but its programmability lets you use your iPhone in completely new ways.

- The Verge



Spotify pre-programmed button function.

Start listening without opening the app.

Leveraging Ai for tailored mixes based on time, location and routine.

Ambiance in the spotlight.

Vibe Check.
A function to include the user in the making of the Ambience mixes.

Choose mood, genre and artists.

Ambiance

/the character and atmosphere of a place/

Scan the QR code to
test the prototype.

