

Spotify Notes Pitch

What problem are we trying to solve?

MORE AVENUES FOR COMMUNITY

Spotify has a small suite of social features, but there aren't many options for users to interact. It's difficult to connect with other users through music.

"Music in the past has been much more social. Now everybody is listening by themselves via headphones. For most of my friends I couldn't even say what they are listening to exactly."

- u/Mechanical_Monkey on r/truespotify

EMPOWER USER DISCOVERY

Public playlists are a key way for users to discover new music, but they're difficult to find and clunky to search for.

"I feel like I want more quality playlists made by real people but it feels hard for me to discover them. Why doesn't Spotify have a way of promoting user playlists? Does anyone else feel this way?"

- u/ McLovintheSucculent on r/truespotify

Spotify is built on
discovery for users by
users.

Let's help them help
each other.

Introducing Notes

Share your thoughts the old-school way:
sticky notes tucked into album sleeves.

AN ENHANCED, CURATED PLAYLIST

Noted Playlist

whats poppin

a playlist of 2024 r&b pop songs!

for days when u just wanna lie in bed and stare at the ceiling

Eric Lin • 50 songs, about 3 hrs 30 min • 888 likes

#bedroom pop #2020s #late night

Tags

For easier search, organization, and description of your playlists

Highly Recommended Songs

The must-listen songs that encapsulate your playlist

Recents

#	Title	Album	Length
1	BMF	SOS Deluxe: LANA	3:01
2	Love Me Not	Bird's Eye	3:33
3	Real Man	This Is How Tomorrow Moves	2:41
4	drinks or coffee	rosie	2:13
5	Dandelion	Dandelion	3:23

Notes

A short comment to tell your friends why this song MUST be SOTY

HUMAN RECOMMENDATIONS AUGMENTED BY ALGORITHMS

A new tab to explore
Notes

The screenshot shows a dark-themed interface with a navigation bar at the top featuring tabs: All, Music (highlighted), Noted, Podcast, and Audiobooks.

Noted Playlists for Songs You've Been Loving

smooth and chill kpop!
25 songs, about 1 hrs 30 min • 888 likes
#kpop #chill #groovy

upbeat driving indie hits
12 songs, about 45 min • 888 likes
#indie #chill #romantic

songs to sing in the car
25 songs, about 1 hrs 30 min • 888 likes
#kpop #chill #groovy

Highlight Focus
Noted recommendations based off Highlighted tracks

Popular #bedroom pop Noted Playlists

basic 2017 indie bedroom pop
aleksandra • 270 songs • 1,627 likes
basically just good vibes and dreamy stuff that makes u feel like ur floating in ur room at 2am... perfect for when ur feeling soft and maybe a lil sad but in a cute way ✨

“songs that make you think about life”
henna • 134 songs • 888 likes
just a bunch of dreamy bedroom pop for when u need to zone out and think about life n stuff. good for late night drives, watching rain hit ur window, or questioning why u still think ab...

Tag Focus
Noted recommendations based off your favourite tags

Tag Discovery
Browse Noted playlists based off their tags

Recommended Tags for You

#pop #kpop #2000s #main character #yearning

Why Notes?

SPOTIFY IS A MUSIC PLATFORM FIRST

Notes is a non-intrusive solution that adds to existing Spotify features. Core users won't find their user flow disrupted, while social users will find it easy to access.

LOWER ENGINEERING EFFORT

Notes is based on many existing features such as moods/genres, playlist likes, playlist metadata, and recommendation algorithms.

FAMILIAR IMPLEMENTATION

Favourites, comments, and tags are all familiar features implemented simply and effectively.

Is there a market?

Users love social playlists and sharing their music tastes.

40K+

MAUs of a Last.fm bot on Discord

20%

Increased user engagement from Collaborative Playlists

400M

Spotify Wrapped 2022s shared on Social Media

62%

Discord users connecting to Spotify

Q2 2025

PRODUCT DISCOVERY

Refine the product spec following more user interviews, data analysis, design critiques, and prototyping.

Focus on additional social features: how to share noted playlists, how it should interact with search, recommendation algorithms.

H2 2025

DEVELOPMENT, USER TESTING

Engineering work and QA testing. Engage in user interviews with live-data prototypes to make sure the recommendations and search algorithms work.

Q1 2026

INITIAL LAUNCH

Rolling launch with more and more users allowed to create noted playlists. Promote through influencers, social media, advertisements.

Keep track of the following metrics:

- Notes created
- Noted playlists listens
- Playlists shared
- New music listened to through Noted Playlists

Q2 2026+

FURTHER IMPROVEMENT

Consider adding more features based off user engagement, including collaborative noted playlists, comments and likes on notes, notes as part of individual songs.

Go-To-Market Strategy

01 INTRODUCTION

A rolling launch to test how real users interact with Noted playlists. Allow all users to see and interact with Noted playlists, but allow a growing amount of Premium users to create to gradually grow system load.

02 MARKETING

Reach out to music influencers to create their own Noted playlists. Promote these playlists to increase user engagement, increase visibility. Highlight features to share Noted playlists with friends.

03 BUILD COMMUNITY

Continue promoting Notes through community events and increased visibility. Highlight users that build highly liked Noted playlists. Encourage artists to add Notes to their own releases and playlists.
