3 most popular use cases

1. Search for a specific song
2. Play something in your library → No Change
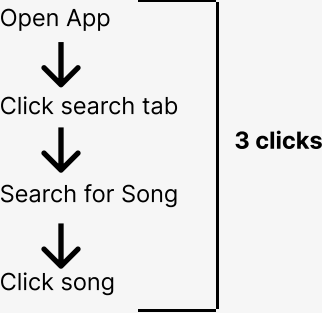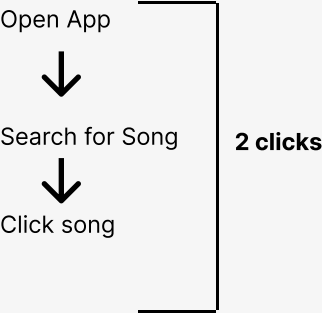3. Browse new music

1. Search for a specific song
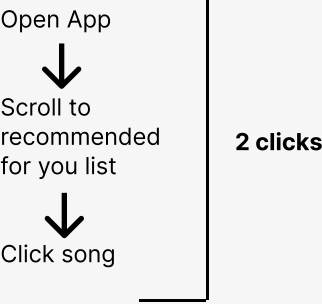
Old Design

Open App

↓

Click search tab

↓

Search for Song

↓

Click song

3 clicks

New Design

Open App

↓

Search for Song

↓

Click song

2 clicks

Impact: Hundreds of Millions of clicks are saved DAILY

3. Browse new music

Old Design

Open App

↓

Scroll to recommended for you list

↓

Click song

2 clicks

New Design

Open App

↓

Click song (no need to scroll)
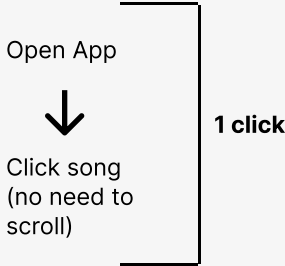
1 click

Impact: Millions of clicks are saved DAILY

Other UX benefits:

• Recent searches are directly on the home screen → a popular use case is saved a click

• Concerts moved to a separate tab, a nice feature, but not nearly as popular as a use case → space is better used

• Profile is moved to the footer → better grouped with other tabs rather than library filters

UI Benefits:

• Green blue background, none of the existing UI seems Spotify specific, this use of color gives the UI identity

• The "playing" widget has the background of the existing songs album, making playing music a more personalized experience for each user