Spotify®

Micro Site
Redesign

SMAD 308

KUK **JOO**

SEPTEMBER **2015**

Introduction

"Music is the movement of sound to reach the soul for the education of its virtue." - PLATO

Spotify has been excel in providing enjoyment of music to people. It finds all the music and creates personal playlists. Spotify is very popular to college student, it's convenient and cost effective. However, it still does not have micro site for college students when they are the major consumers of Spotify.

Since Spotify's main service page has to satisfy the general customers, it fails to provide trend and interactivity appropriate for college students. My Spotify micro site will most definitely cater to college students, it let them share their playlists, view who and where users playlist is being liked, earn points to receive prizes.
Goal is to give them Interactivity, stay connected and share something cool.

Research

content
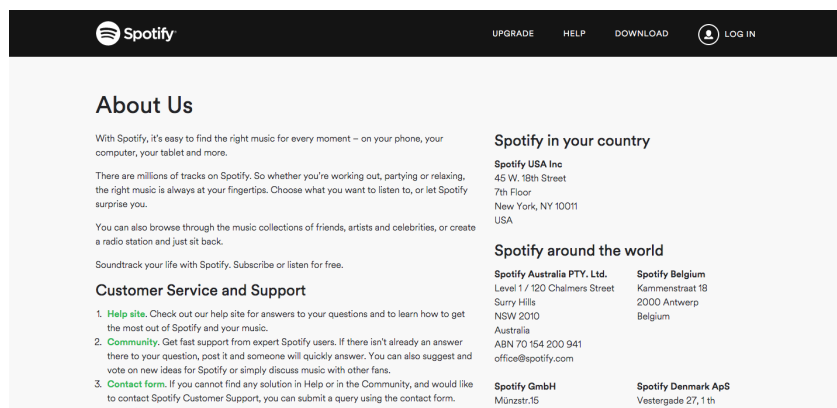
Spotify is definitely the most popular web site for college student, but it's content isn't good enough in my opinion. Spotify fails to promote its biggest attention grabber, the personalized playlists and ability to share them online. This should be focused and marketed specifically to college students because they love to stay connected anywhere and every-where..

Lastly, there weren't enough functionality in the website, something that college students could click on, view, and interact.

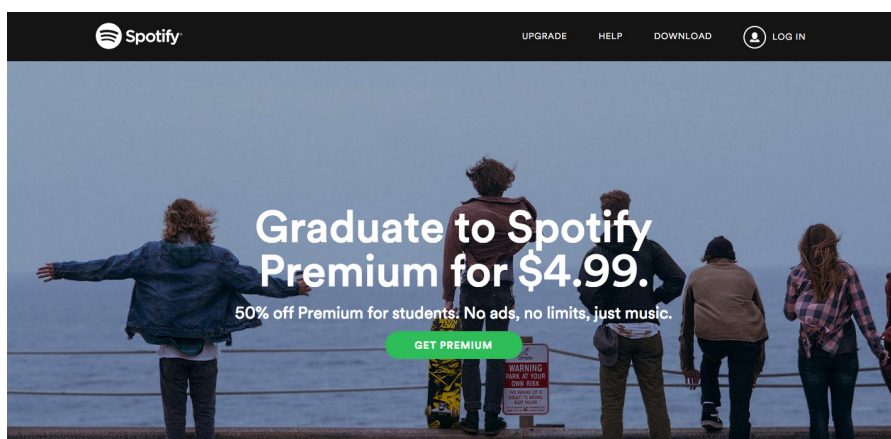# Research

visual analysis
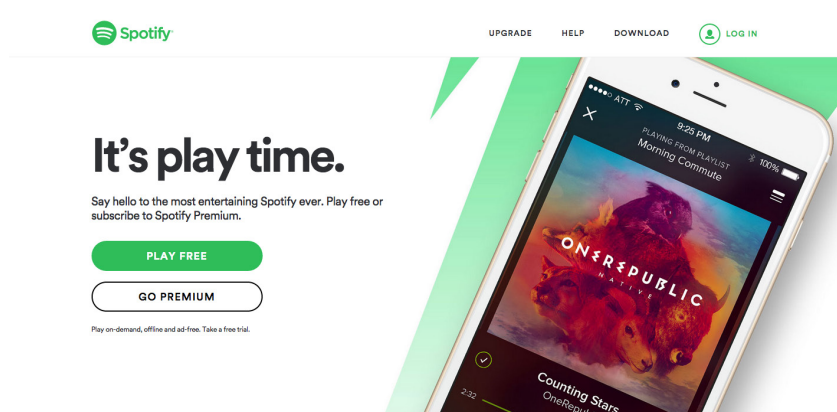
Spotify has up-to-date web site, with its simple and clean layout. However, I personally think that it's not young, hip and trendy enough. College students' instant gratification game is unbelievable, so having visually attractive design is a must.

Research

inspiration

Spotify's main site has inspired me with its simple and clean layout; also I wanted to stay consistent with the typography, logo, icon and colors.

Typography

Proxima Nova Alt
Proxima Nova

Colors

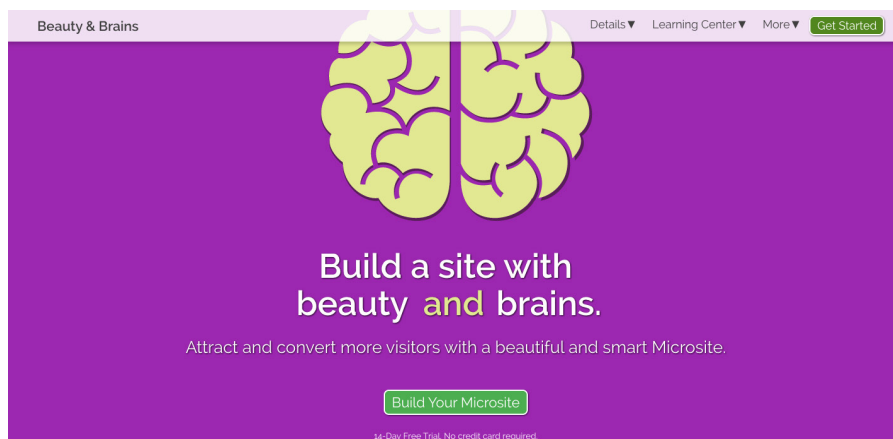|				
#1ed760	#235100	#80ad00	#FFFFF	#000000

Research
inspiration

Microsite.com, visually impacted me with its use of one color to create ingenious visual design.

Use of single page website is not only creative and trendy but also convenient to use. Especially for microsite where it does not include that many pages. This means creating an extra navigation is not necessary.

Research

inspiration
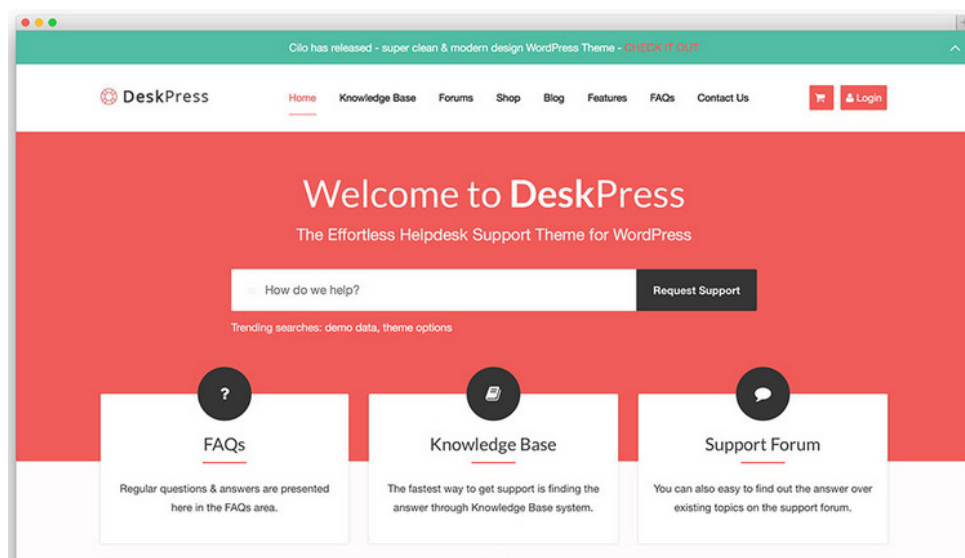
DeskPress confirmed my idea of using one color. Furthermore, I really liked separate columns on the home page to tell the users what the site is bout without having another about page. In my opinion that's time efficient. The college students who visits this site knows what Spotify is, doesn't have to mention it again.

User Stories

Caleb W. Choi

School	James Madison University
Age	24
Hometown	Oakland, CA
Internet Experience	9/10
Primary Uses	Youtube, Canvas and Amazon
Access Point	PC, Android
Why Spotify	Likes to make friends with the same taste of music.

Josh J. Lee

School	James Madison University
Age	22
Hometown	Seoul, South Korea
Internet Experience	2/10
Primary Uses	Facebook, Pinterest and Twitter
Access Point	Mac, iphone
Spotify for	Wants to get many fans to receive point for prizes.

Wireframes
desktop homepage
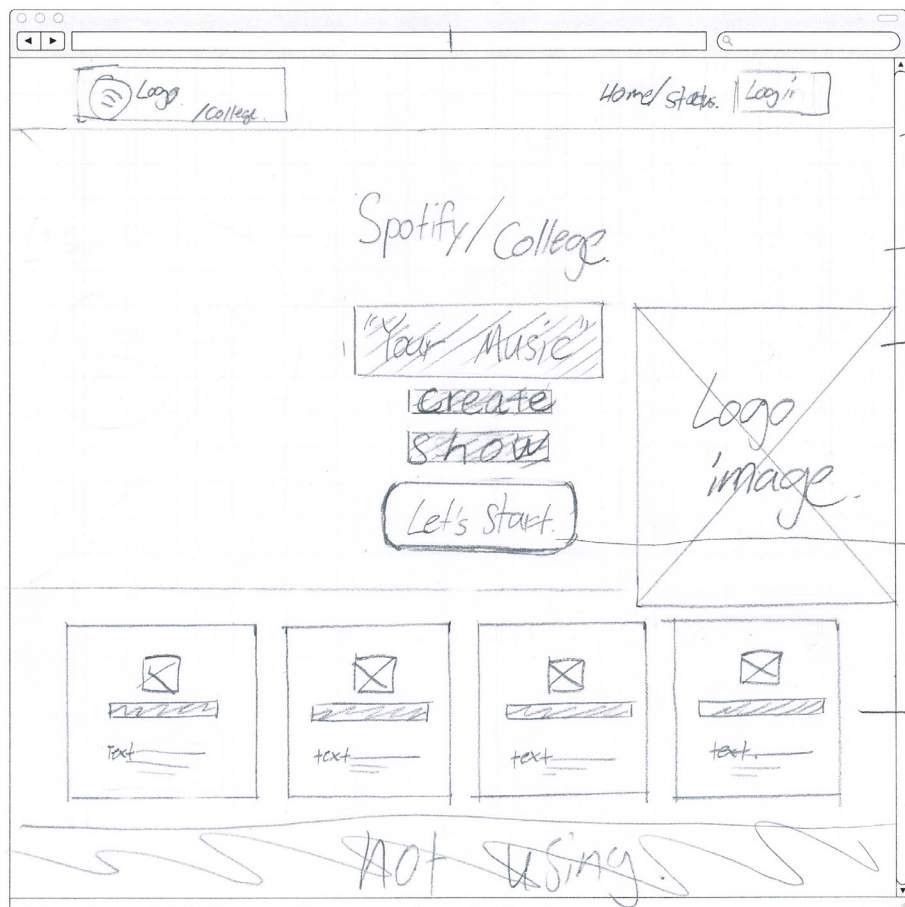
Functionality : Users can navigate by scrolling (single page website), they can also click on each columns to learn more.

Wireframes

desktop interior
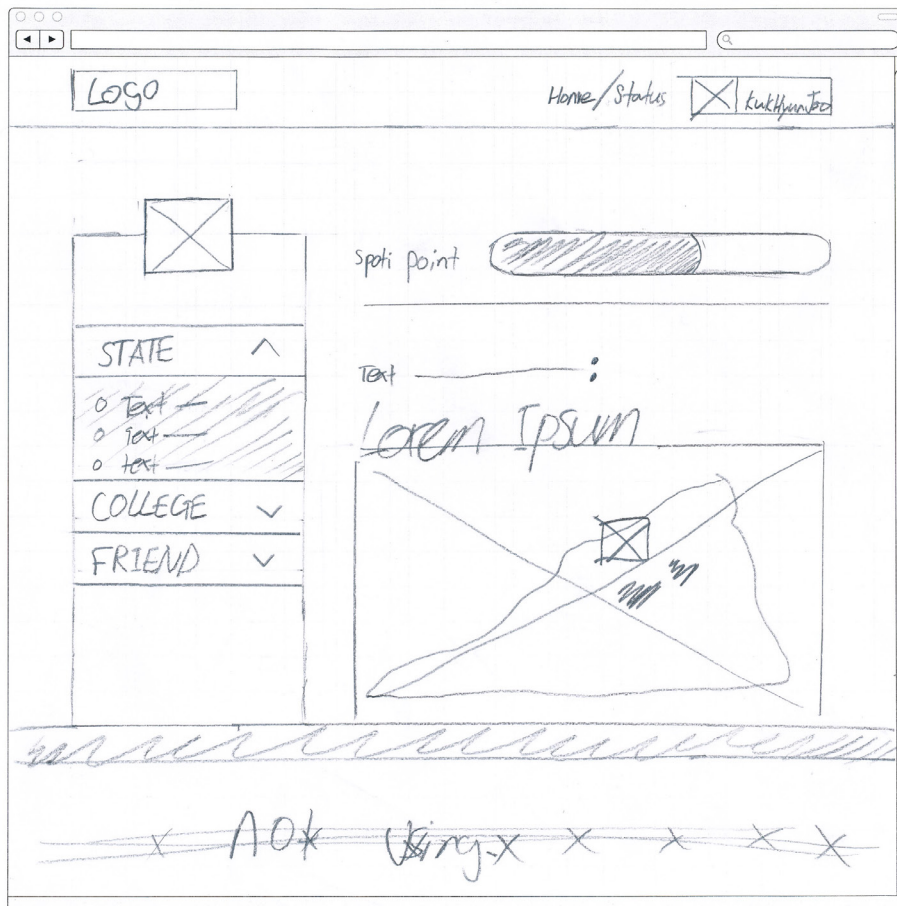
Functionality : On the leftside, there's category that provides users to navigate what status they want to check. It will show them the result along with the image, and image has color demographic graph to show where it's being liked or listened.
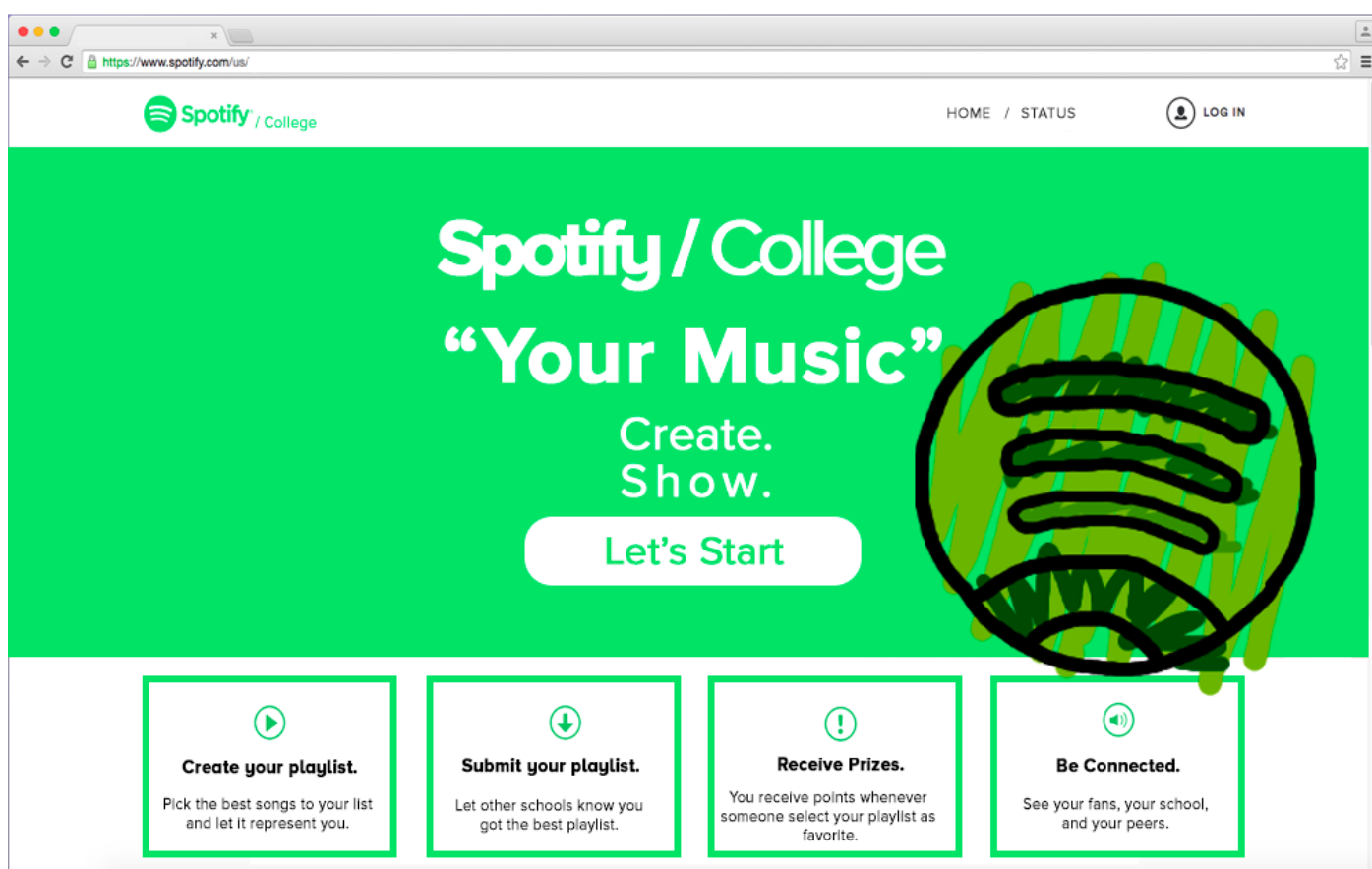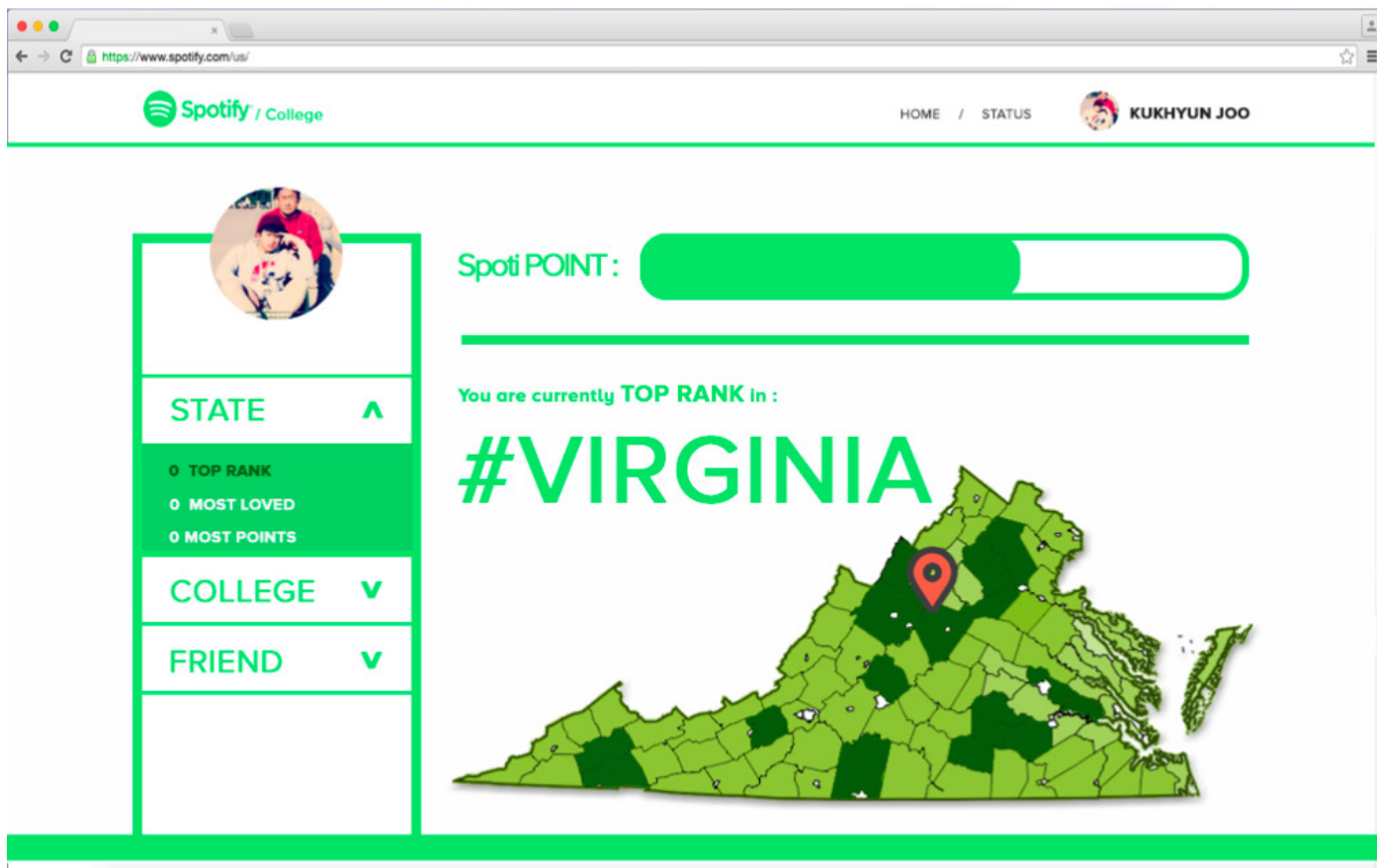
Wireframes

mobile wireframes
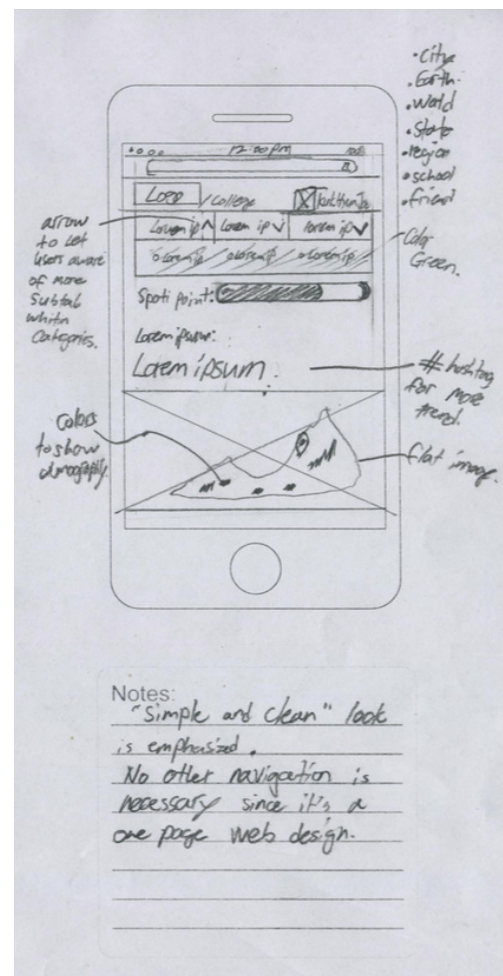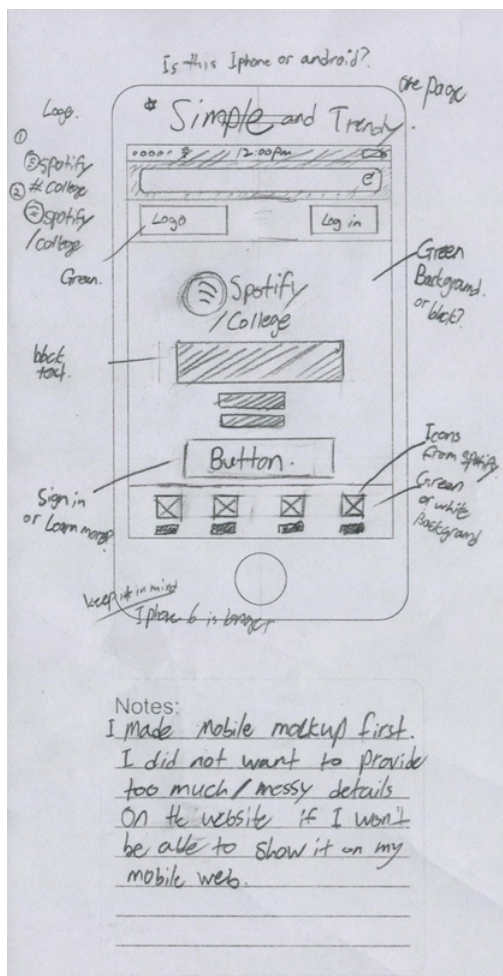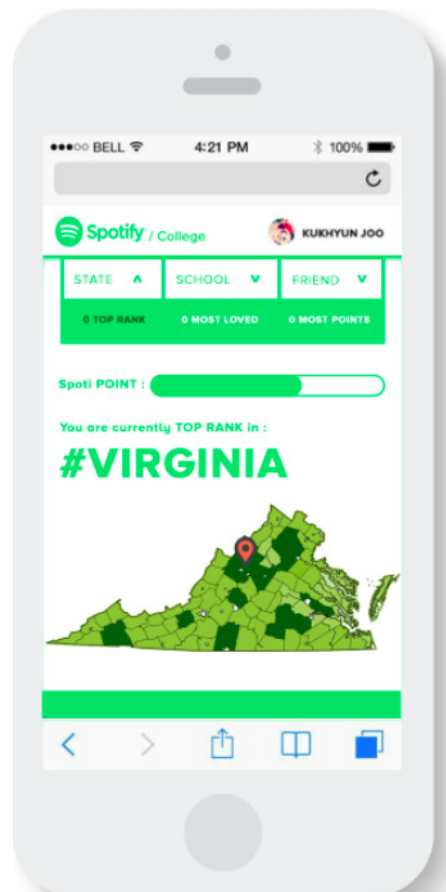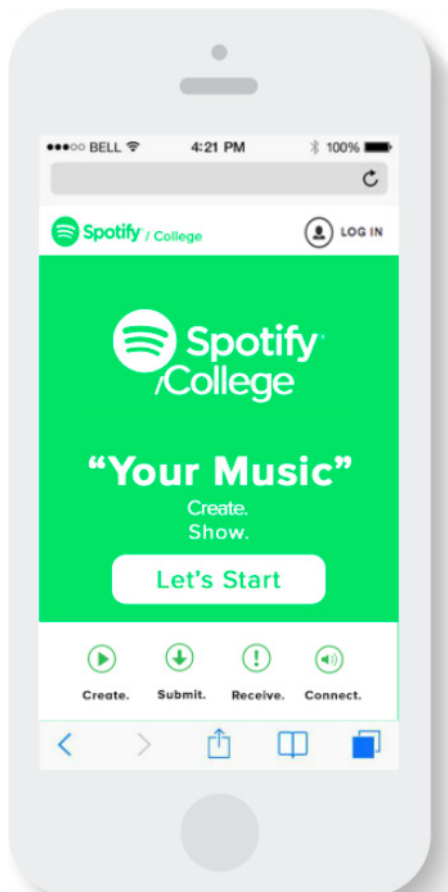
Designs

desktop homepage

Designs

desktop interior

Designs

mobile visual designs

Spotify /College