

Product School Final Project



Spotify



Search



Marcel Patrick Alves Shimabukuro



- Albums
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- Contents:**
- Classic Acoustic
- Early Alternative
- Troca
- Radio NOVA / FIP
- Cafezinho
- o Set2017
- Musicas de Publ
- rock 70,80,90's
- Sunset Martini

+ New Playlist



PLAYLIST

Contents:

Today I will talk about:

Created by: Marcel Patrick Alves Shimabukuro - 0 songs, 0 sec

PLAY



FOLLOWERS
0

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+	1- Spotify's Business Model	2017-08-08	3:33
+	2- The Challenges / Company Goals / The Question	2017-08-08	3:05
+	3- Personas: The Mainstream Users and his Pain Points > Opportunity	2017-08-08	3:38
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+	8- Success Metrics	2017-08-12	3:09
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			1:14

REFRESH



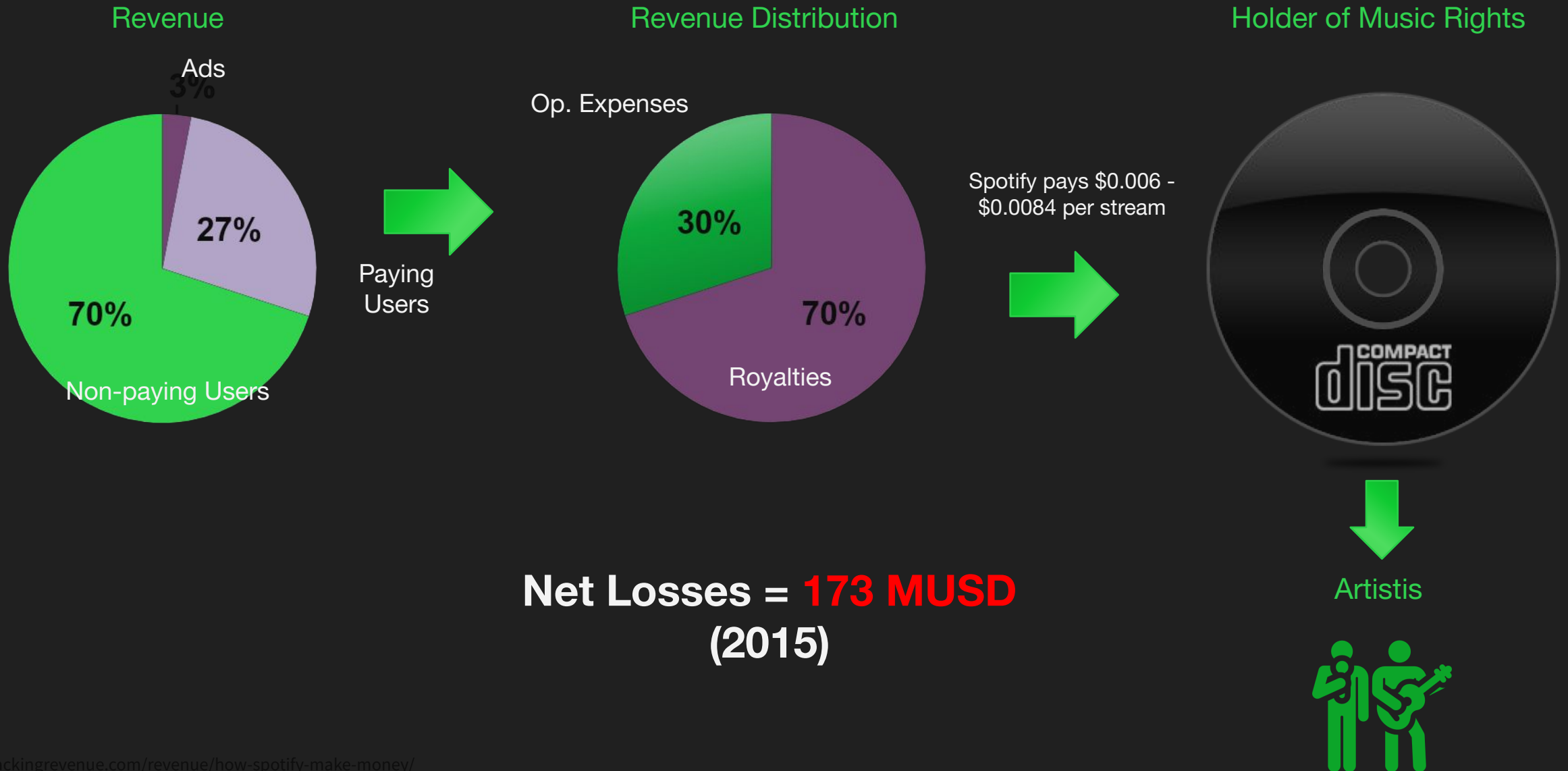
I Feel It Coming - Acoustic
Matt Johnson



1:46 2:06



1- Spotify's Business Model



2- Company's Goals



How can Spotify make more money and be profitable ???

2- Company's Goals

1- Acquisition:

New Premium Users

AND

2- Conversion:

Free to Premium

(+ value for the Premium account, not only ads free!)



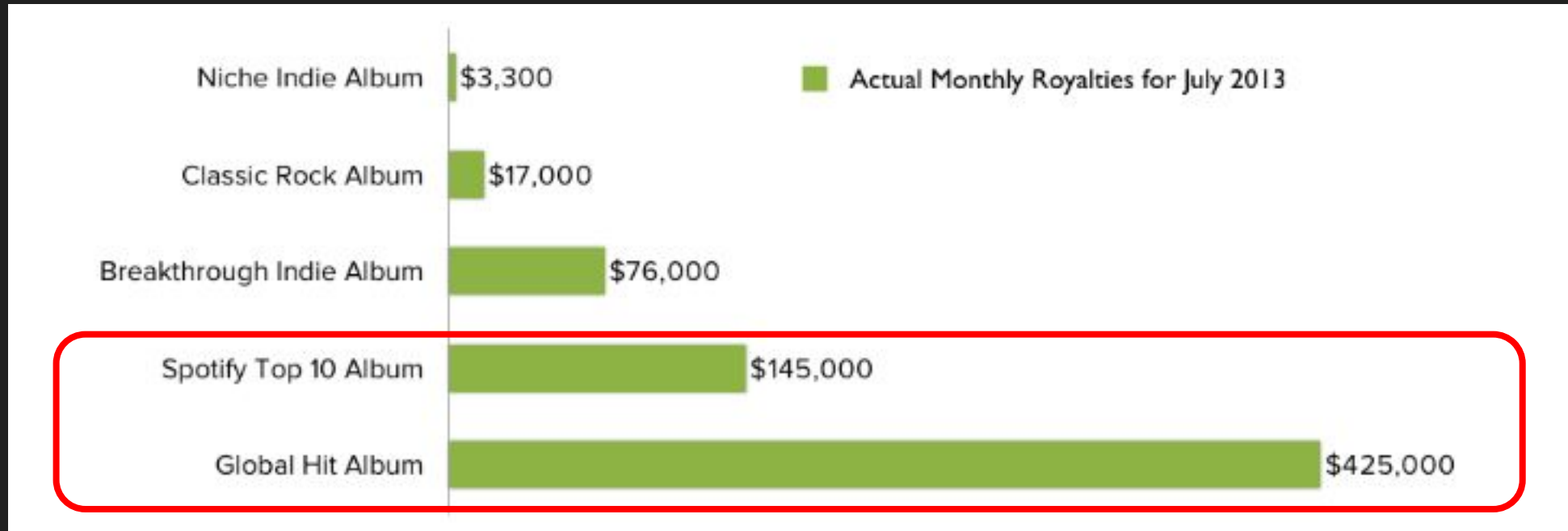
3- Personas

What type of user to target ???



3- Personas

(quantity of streams) x (royalty fee per stream) = Total Royalties \$



Mainstream music accounts for the bulk of the streams in Spotify.

3- Personas

How can Spotify attract mainstream listeners ???



3- Personas: Field Research

What Jake cares about?

- Being up to date with the latest hits
- Listening to the artists he likes
- Hanging out with friends
- Being fit, exercising , running working out

**This is Jake
(mainstream listener)**



What Jake doesn't care about?

- Discovering new music
- Getting to know new artists
- Making customized playlists

Mainstream listener insight gathered during face-to-face interview:

**Mainstream
listener's Problem:**

"I listen to radio a lot but sometimes it's annoying cuz they always play the same songs."

4- The Feature V.1

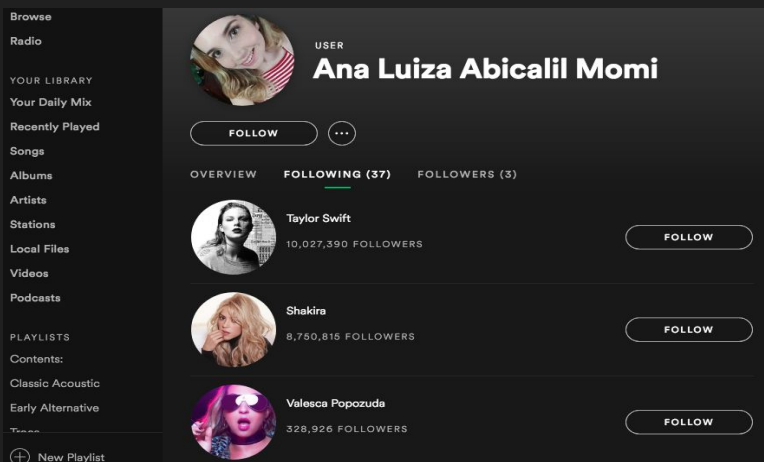
Automated remixes of songs based on user activity ???



5- MVP and Validation

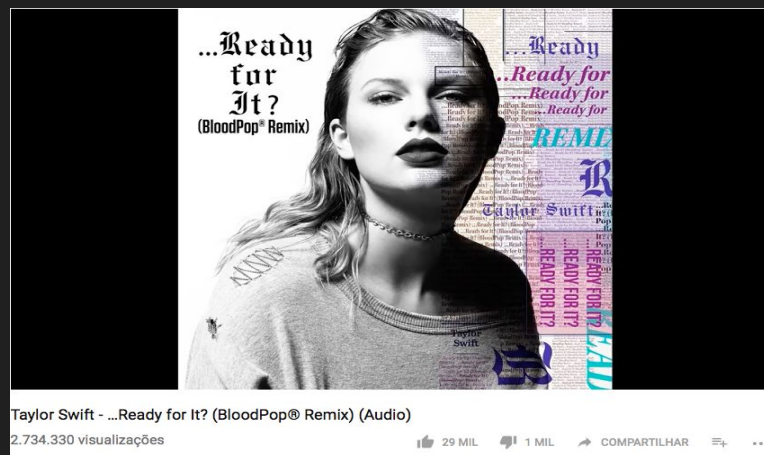
1

Stalked friends' Spotify accounts



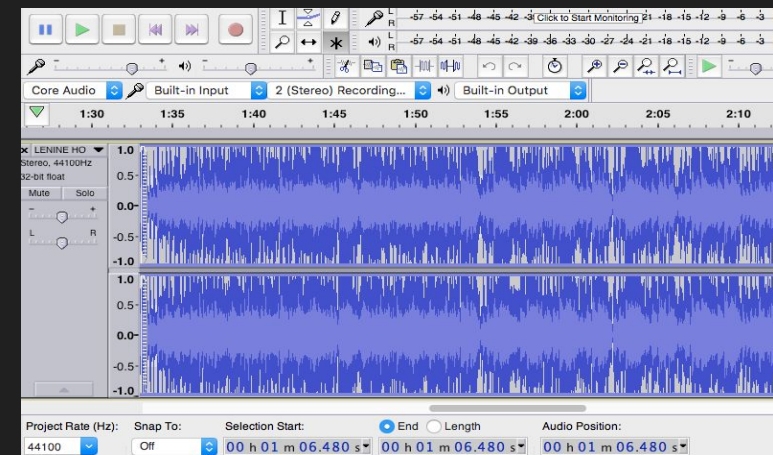
2

Searched on YouTube for remixes of their favorite artists



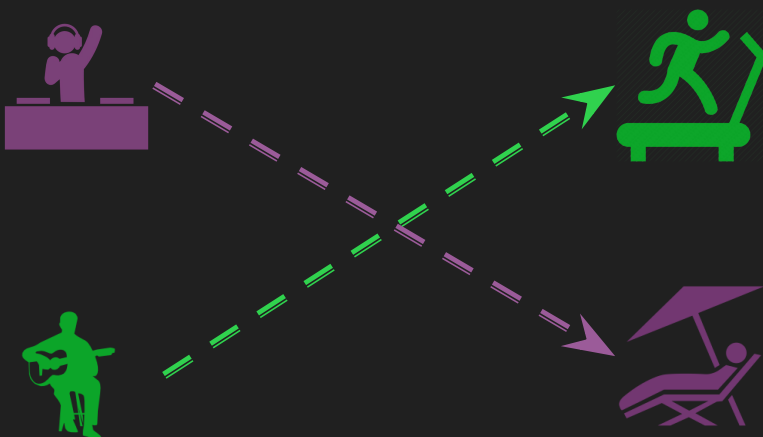
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Changed songs tempo and equalization on Audacity



4

Chilled versions for fast songs
Fast versions for chilled songs



5

Chilled versions > relaxing moment
Fast versions > for workout



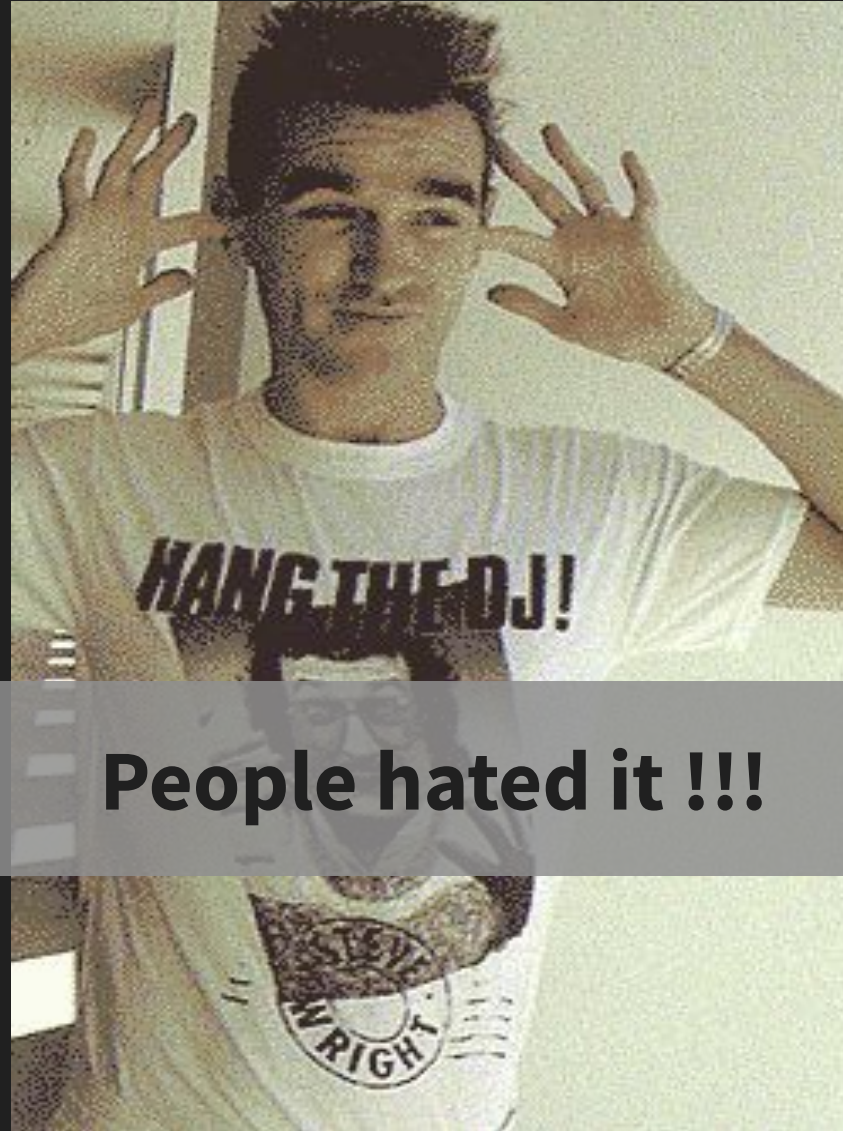
6

Testing Hypothesis:

People will listen to remixes if they fit the mood of their current activity.

(even if the remix is a completely different style from the original version)

5- MVP and Validation



People hated it !!!

5- MVP and Validation: Qualitative Research

“At first **I was really annoyed** because I really don’t like remixes !”

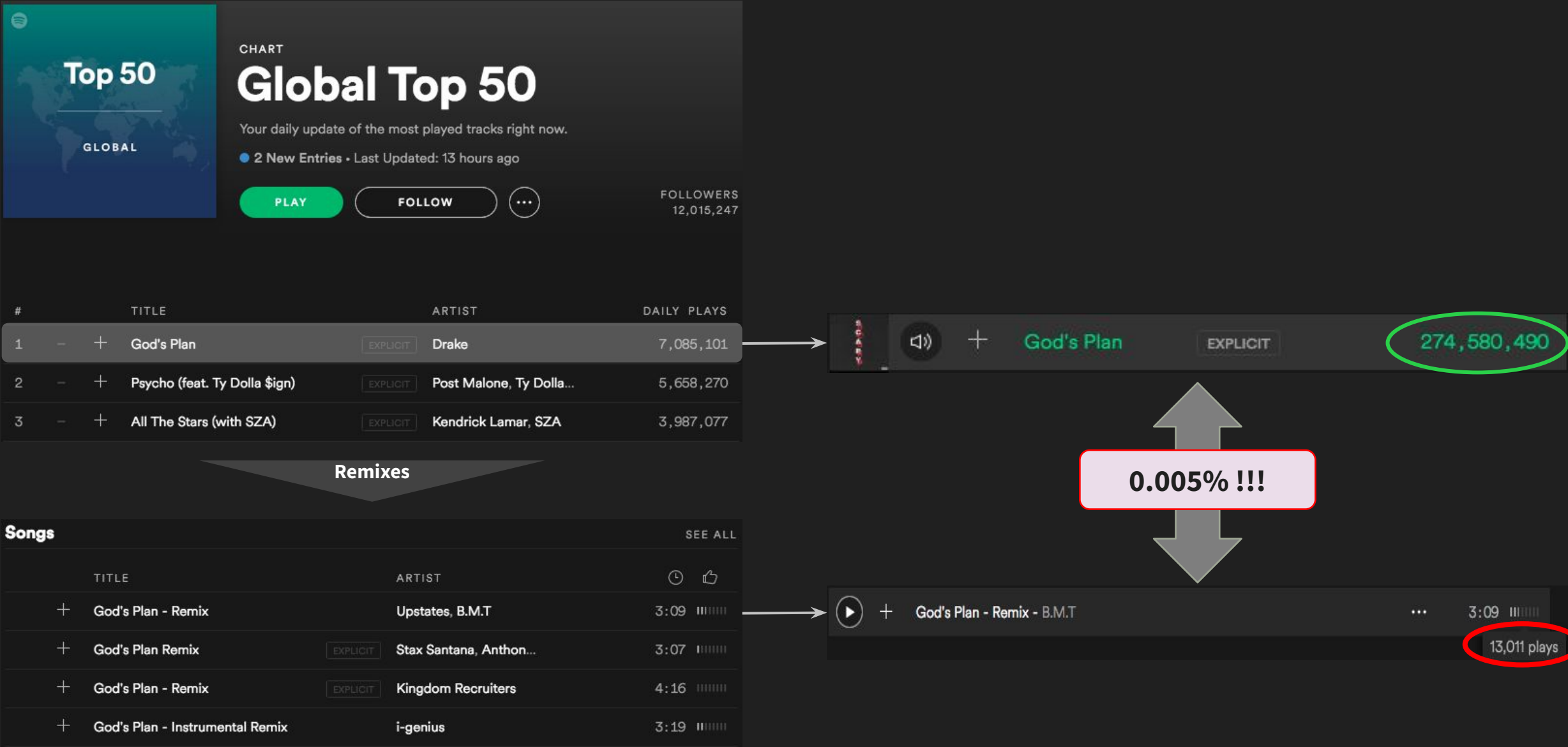
“On the **beginning it was strange**. It pushed my brain out of its comfort zone.”

“Some covers are good but **The Doors on bossa nova** version is out for me!”

“The remixes boost the songs but were a **little tiring**. I prefer the originals.”

“I don’t know. There are only a few remixes that I like. **I like to listen to the originals**. I’m a bit picky on that.”

5- MVP and Validation: Desk Research





But ...

There was one thing they liked:

5- MVP and Validation

Liked that songs matched their activities!

“The songs were adequate to the moment. **It seems more fun to do the activities** listening to them. It cheers me up!”

“I liked the experience of listening to it while working out. **It was very stimulating.**”

“Regarding the slow songs **I could really relax** while listening. It gave me peace and made me connect with my feelings. ”

6- The Feature V.2

K.I.S.S. : Keep it Simple, Stupid !!!



6- The Feature V.2

Deliver the core benefit for the mainstream listener:

The songs they like > right for that moment



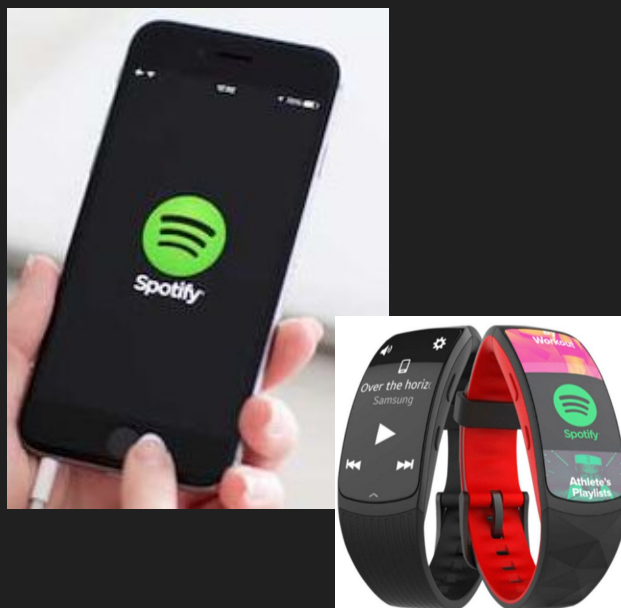
Spotify Now!

6- The Feature V.2

Only the top charts
(updated daily)



Pair with cellphone and wearable to
get current activity.

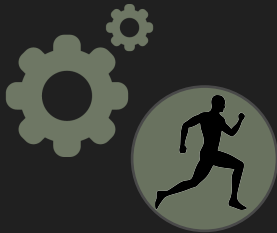


Right music for the right moment!



Automatically downloads
songs to your device when
in WIFI

6- The Feature V.2



Time and Daylight

7:00 am

Location

24hr Fitness

Moving speed

7 mph

Body movements

Constant up and down

Energy expenditure

Normal

Body temperature*

98

Heart rate*

120 bpm

Stress level*

Low

Jake is on the treadmill !



Top 50

USA

CHART

United States Top 50

Your daily update of the most played tracks in United States right now.

1 New Entry • Last Updated: 16 hours ago

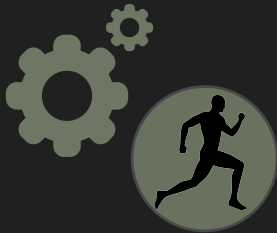
PAUSE

FOLLOW

...

#		TITLE	ARTIST
1	- +	God's Plan	<div>EXPLICIT</div> Drake
	 - +	Psycho (feat. Ty Dolla \$ign)	<div>EXPLICIT</div> Post Malone, Ty Dolla \$ign
3	- +	All The Stars (with SZA)	<div>EXPLICIT</div> Kendrick Lamar, SZA
4	- +	Look Alive (feat. Drake)	<div>EXPLICIT</div> BlocBoy JB, Drake
5	- +	Stir Fry	<div>EXPLICIT</div> Migos
6	- +	Mine	<div>EXPLICIT</div> Bazzi
7	- +	Pray For Me (with Kendrick Lamar)	<div>EXPLICIT</div> The Weeknd, Kendrick Lam...

6- The Feature V.2



Time and Daylight

8:00 pm

Location

Montgomery Station

Moving speed

50 mph

Body movements

Still

Energy expenditure

Low

Body temperature*

97

Heart rate*

80 bpm

Stress level*

High

Jake is commuting
back home after a
long day of work !



Benefits

- The songs you like at the right moment!
- No need to make playlists.
- No need to search on your wearable.
- No need to manually download songs.
- No need to keep skipping.

Price Positioning

Free

- ✓ Browse songs, artists and playlists
- ✓ Create your own playlists
- ✓ Unlimited skips
- ✓ Ads free
- ✓ Download songs to your device
- ✓ Spotify Now!

US\$ 0

Spotify Now!

- ✓ Browse songs, artists and playlists
- ✓ Create your own playlists
- ✓ Unlimited skips
- ✓ Ads free
- ✓ Download songs to your device
- ✓ Spotify Now! (only top charts)

US\$ 4.99

Specific subscription with intermediate price point
(Acquire / Convert mainstream users)

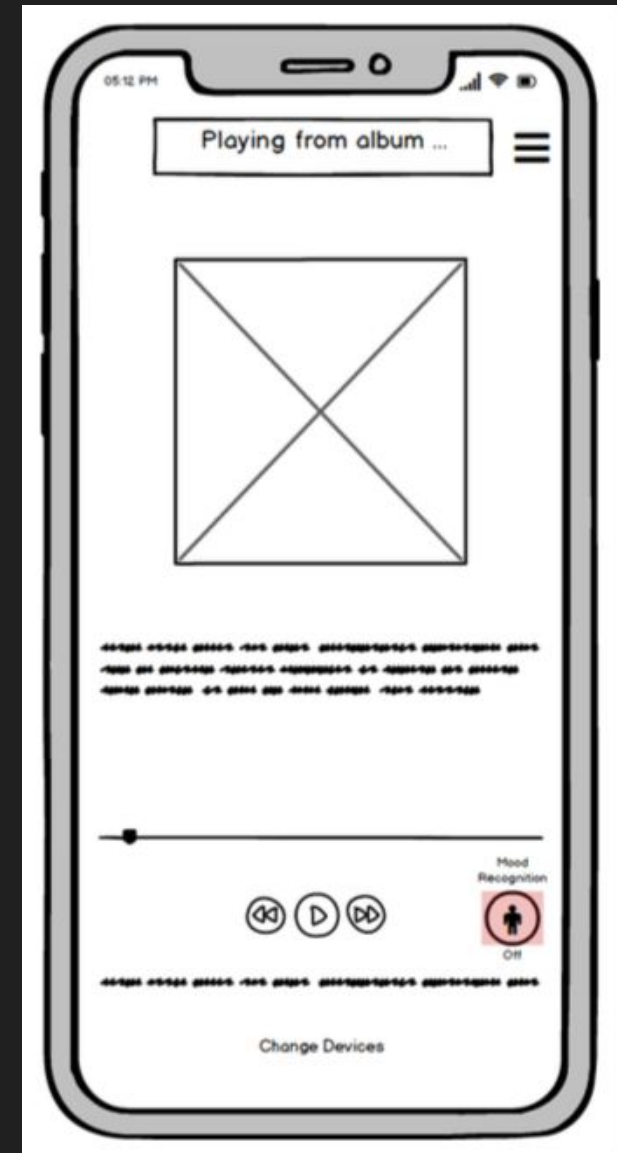
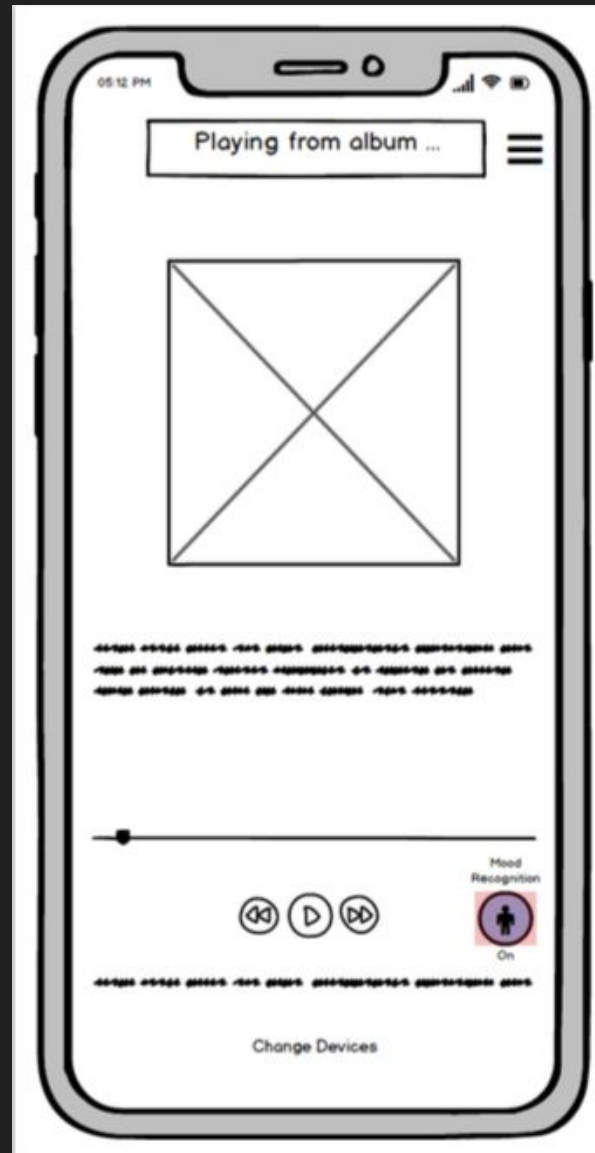
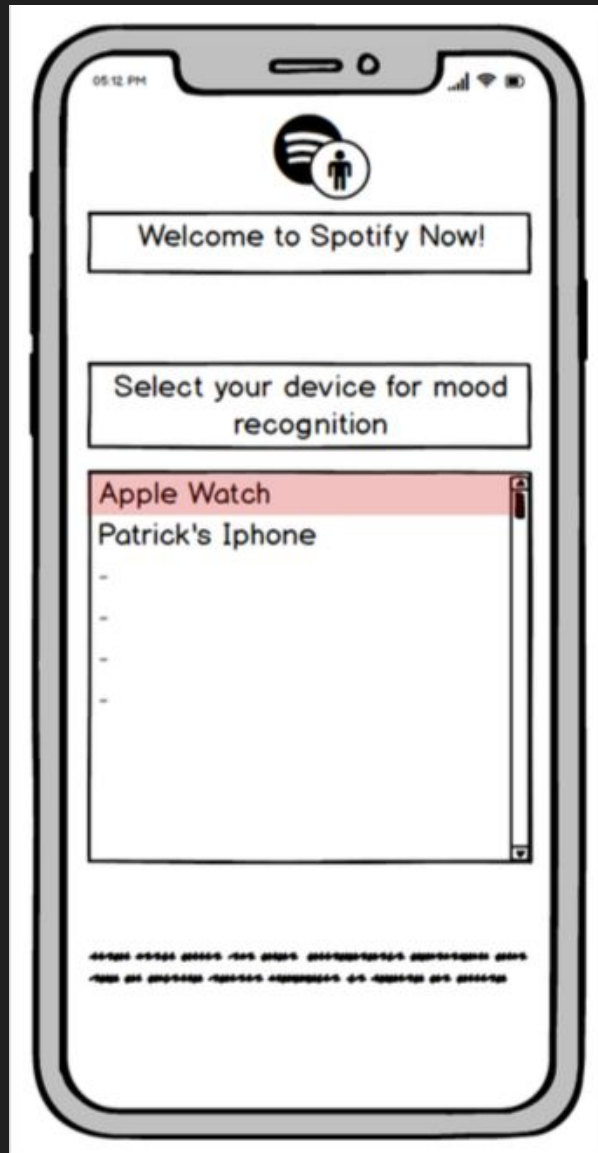
Premium

- ✓ Browse songs, artists and playlists
- ✓ Create your own playlists
- ✓ Unlimited skips
- ✓ Ads free
- ✓ Download songs to your device
- ✓ Spotify Now! (complete Spotify catalog)

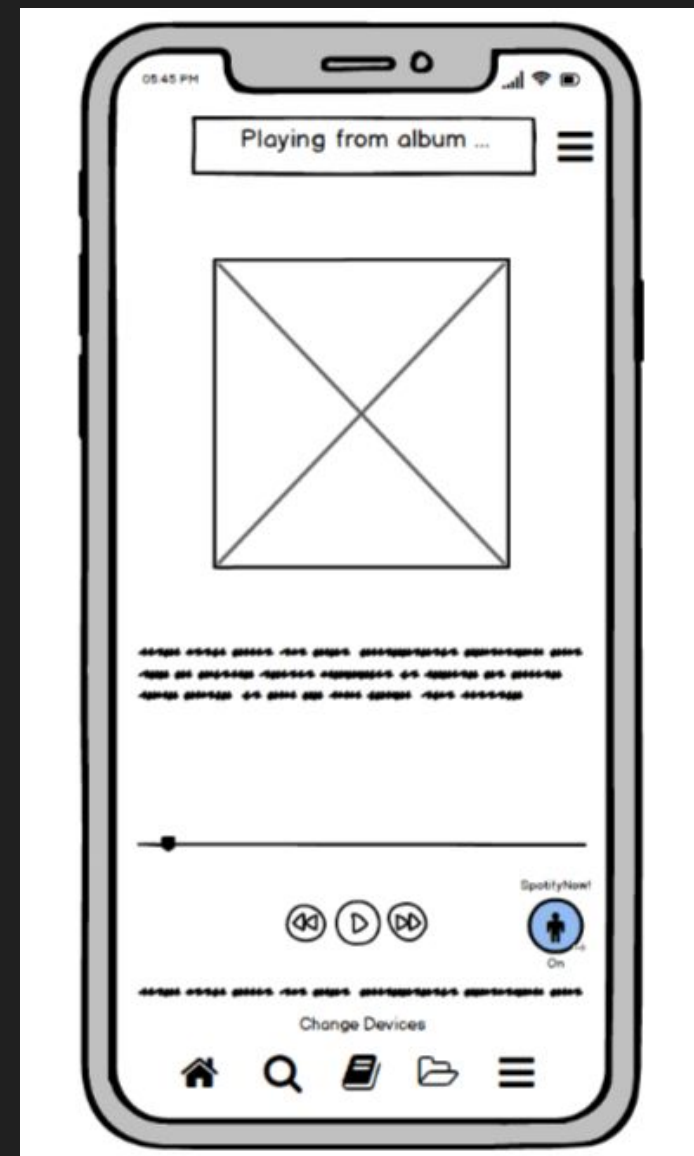
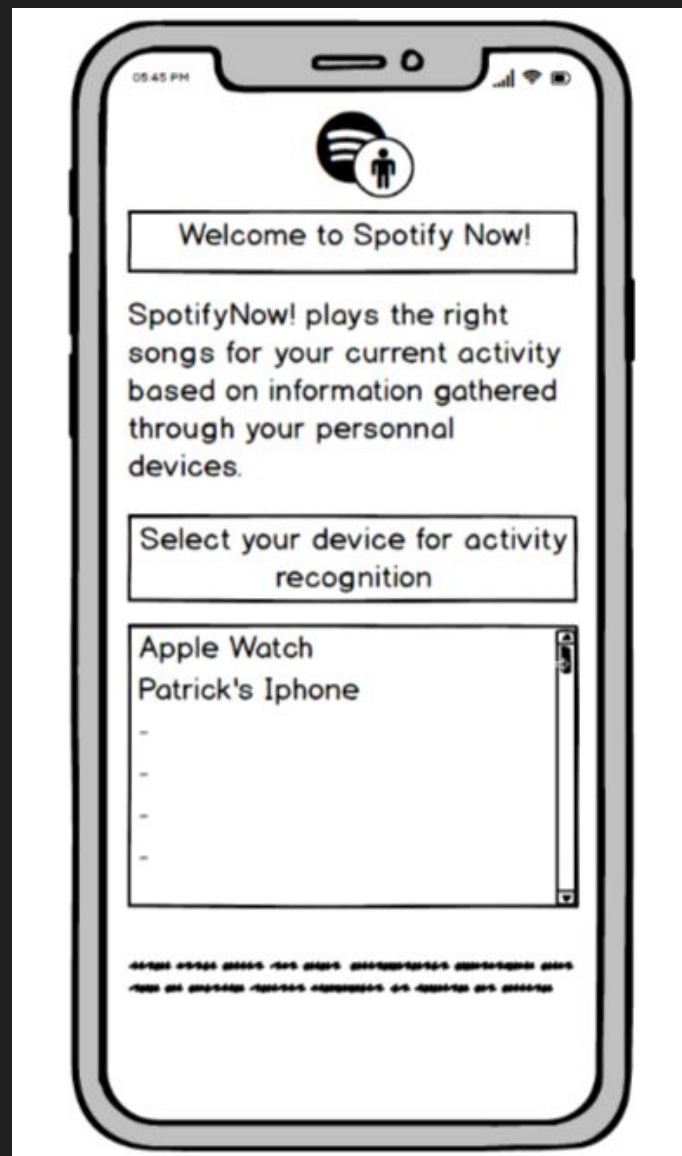
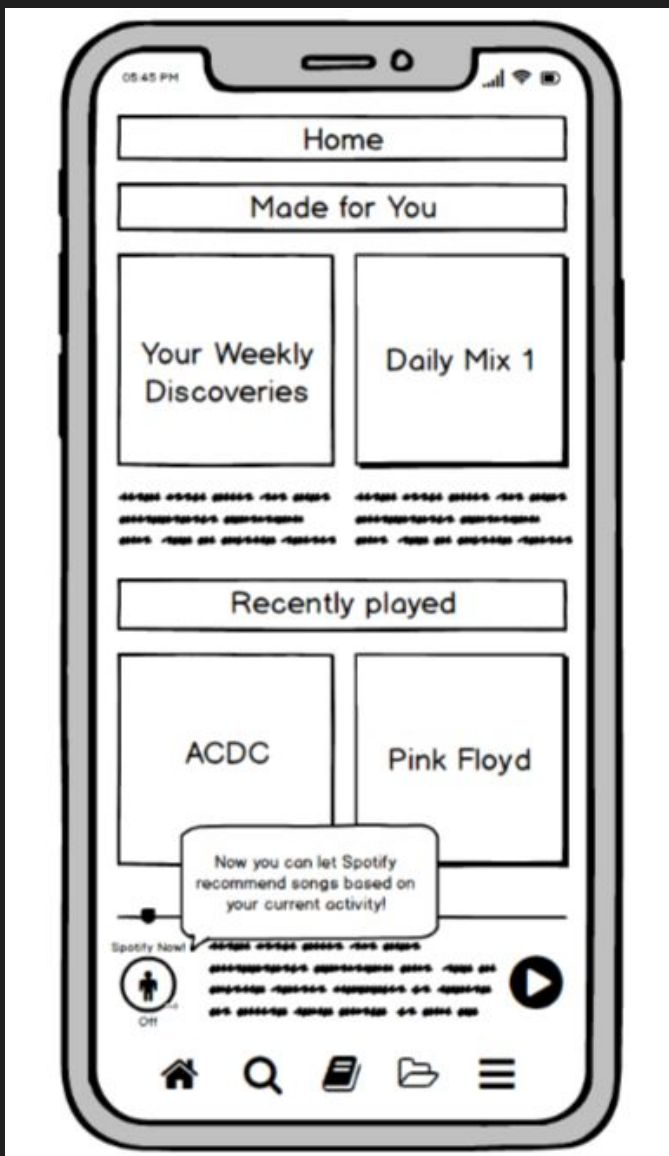
* Targeting all types of listeners

US\$ 9.99

7- Mock-ups: SpotifyNow! Account

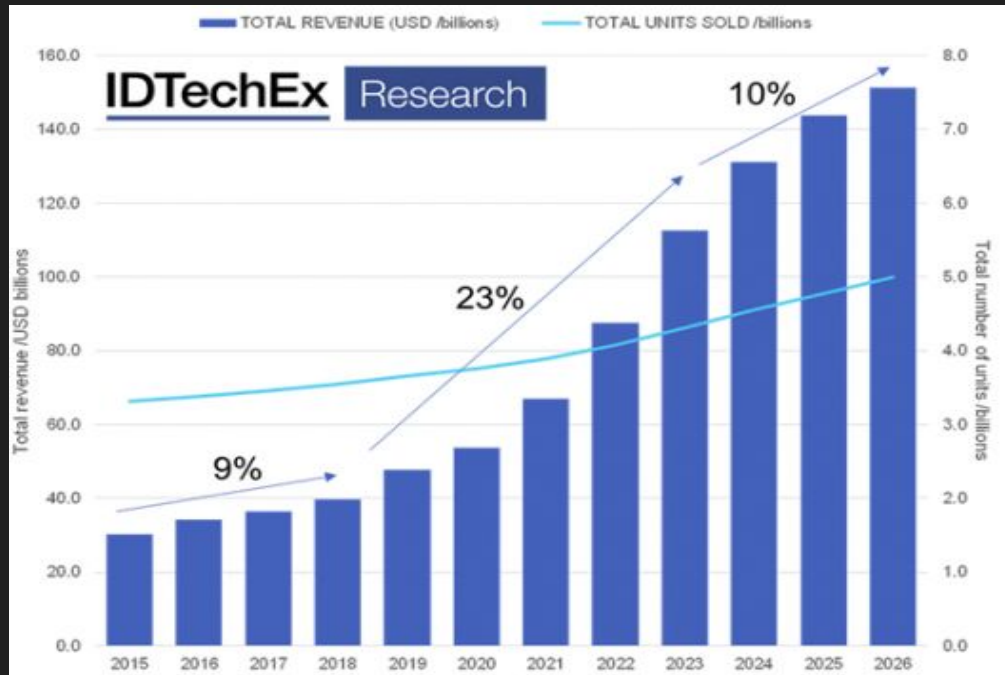


7- Mock-ups: Premium Account



Momentum for wireless?

The market for wearable technology will reach a yearly growth of 23% (2019-2023)



Spotify could make a smartwatch, fitness band ... even earphones

Commentary: A job posting indicates Spotify hardware is coming. Would it go on ears, wrist, or possibly eyes?

<https://www.cnet.com/news/could-spotify-make-a-smartwatch-fitness-band-or-other-music-wearables/>

<https://www.smartinsights.com/digital-marketing-strategy/wearables-statistics-2017/>

Need to dig more into:

- Larger sample for qualitative research: + one-o-one interviews
- Quantitative research
- New testing hypothesis 1: “Mainstream listeners appreciate the fact that they don’t need to create lists or skip for the right song.”
- New testing hypothesis 2: “Mainstream listeners have the same tastes for workout, chill out music etc.”



Thank you !!!