

A collection of thoughts and ideas I've had about Spotify:

1. Data Analysis on the Discover Weekly 11.12.2017:

I think it would be interesting to evaluate the success of Discover Weekly's. In my experience, some people love their Discover Weekly's and find a lot of songs they like while others feel like the songs don't reflect their music taste at all.

I think an accurate measurement of a Discover Weekly's success would be through a heuristic that measures the number of songs that either get saved into the library or added to a playlist - placing increased weight on songs added to a playlist (I believe adding a song to one of your playlists is the ultimate compliment you can give a song).

In addition to measuring the success of these Discover Weekly's, it could improve the algorithm which determines which songs to add to your Discover Weekly by taking into account which types of songs from your Discover Weekly are most usually 'picked up'. For example I think my Discover Weekly always has some songs which are based upon music I listen to when I work out. I always skip those songs on my Discover Weekly and really have no interest in finding more music like that. (I listen to really terrible music when I workout)

2. Global Queue 11.21.2017:

Wouldn't it be cool if there was a Global Queue when you were at a party and you could add to it and the person on aux would just have to accept/deny it? Instead of looking up the song on their phone? Or even worse switching phones on aux song by song?

3. Spotify v Apple Music 12.30.17:

I think one of the biggest differences right now between Apple Music and Spotify is that Spotify has a more well understood social-media aspect (followers / the side bar feed). This is something that could definitely be built upon and set the two apart.

For example, one thing I really wish was simpler is recommending songs to other people. Right now I have to send a link to the song to someone else - and most of the time when they get the link, it opens up in the web browser instead of the app on their phone, and unless they are really determined to listen to it, it just floats into the oblivion.

It would be cool if you could recommend songs to a follower in the same menu you add a song to the queue. This recommendation would prompt a notification in their app that a song has been recommended by a user. Music is an incredibly social part of our lives and recommending music is so powerful. It is the sweetest gesture, I heard this song, thought of you, and knew you would like it. It should be easier to do so!