

Spotify Redesign Process Portfolio

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ARTG 2400 : Interaction Design | Spring 2023

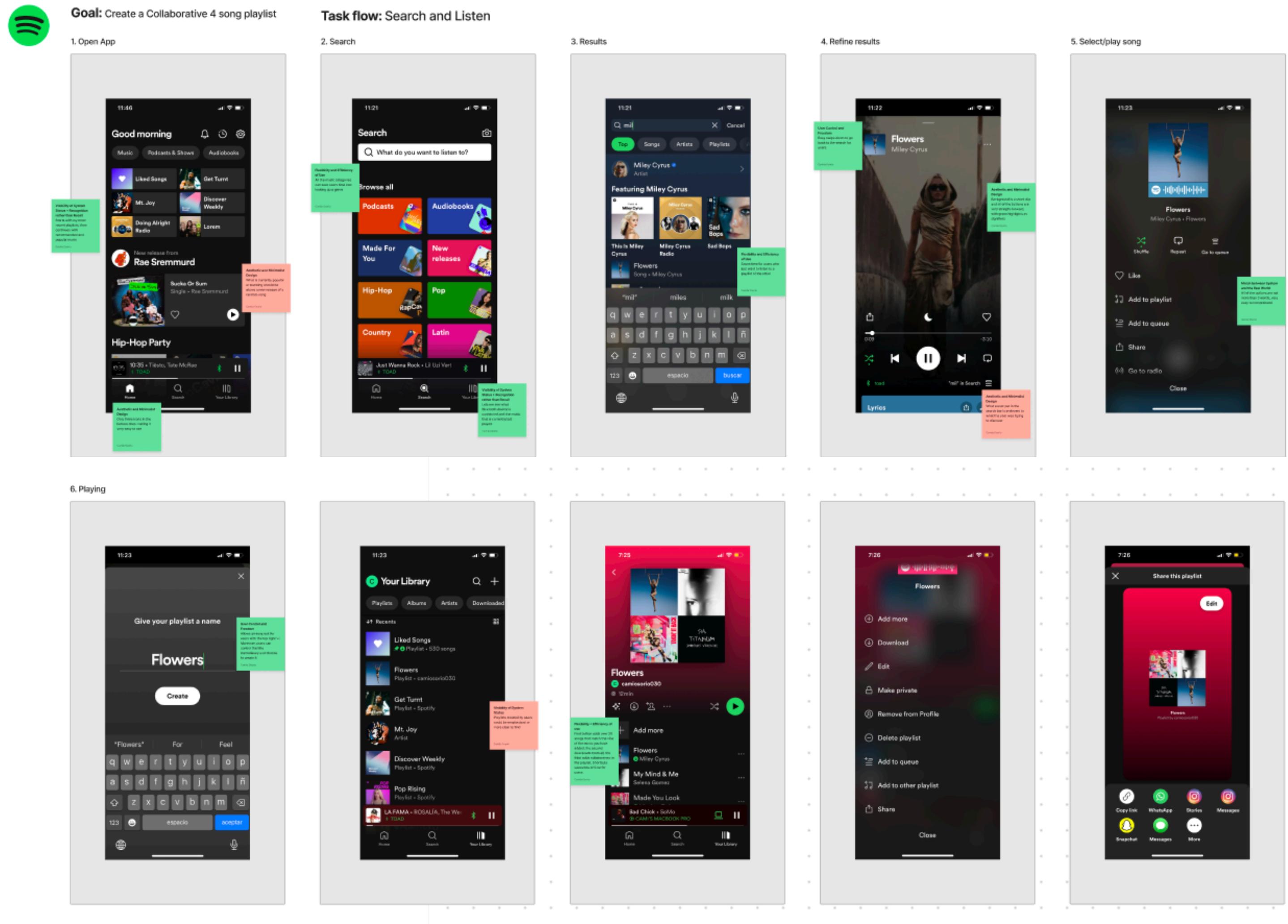
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1. Research

UX Research

Competitive Usability Analysis : Spotify

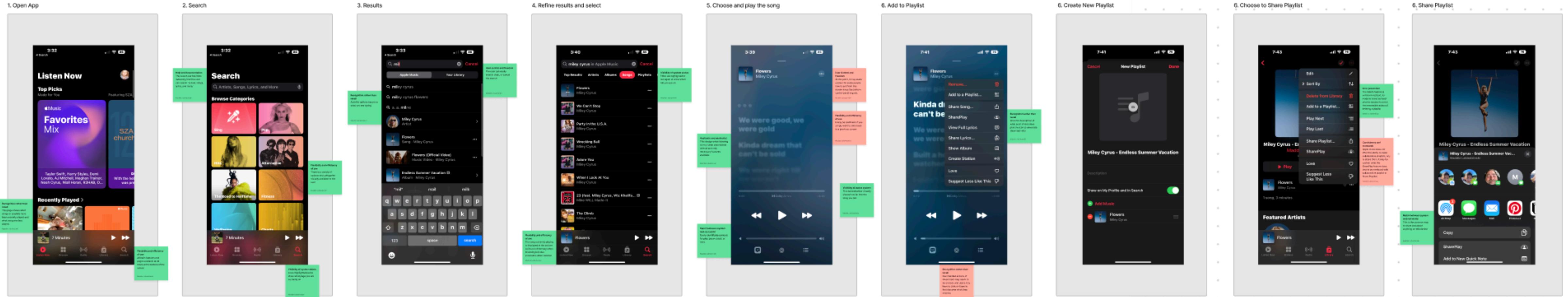


UX Research

Competitive Usability Analysis : Apple Music

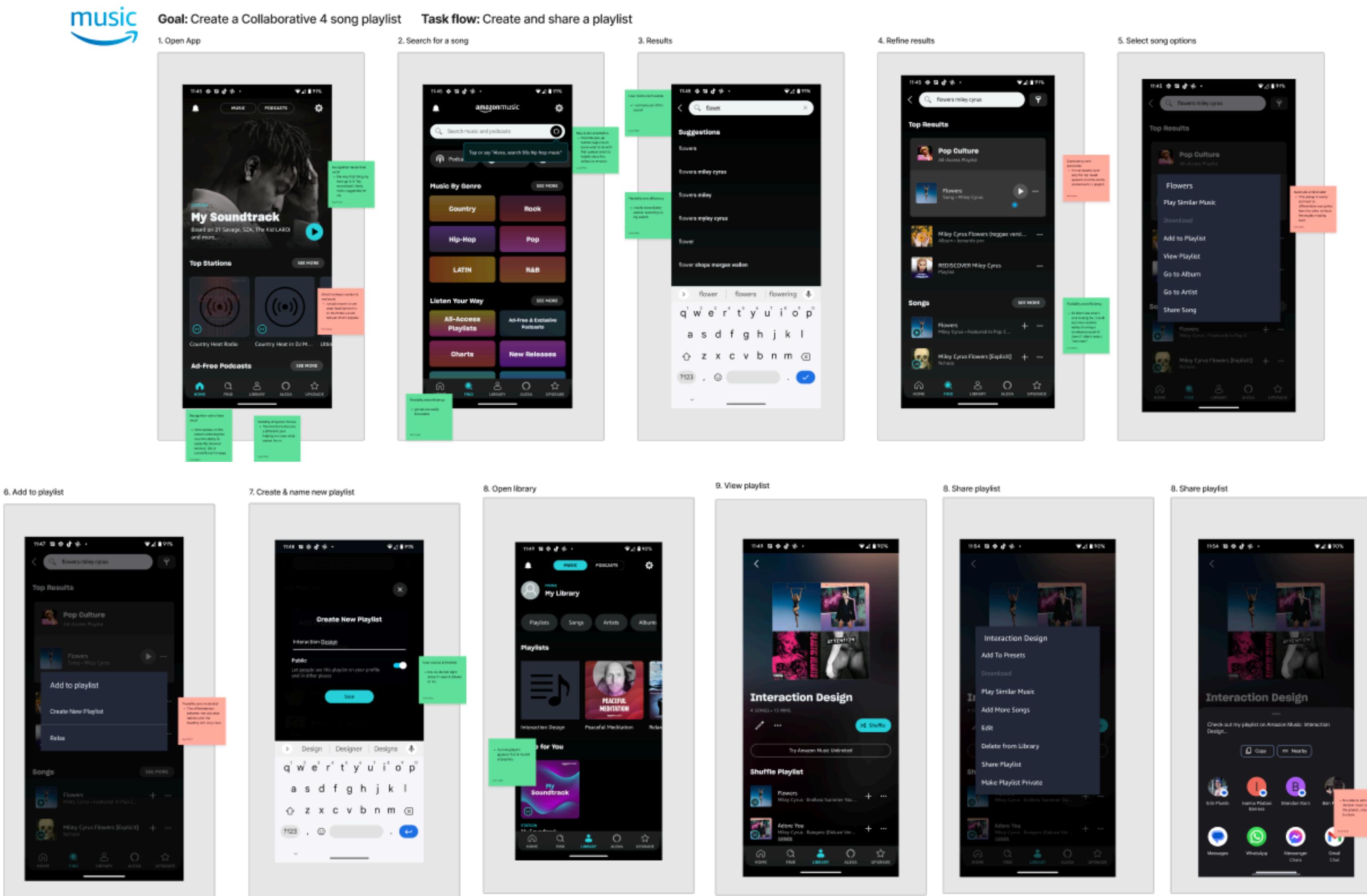


Goal: Create a collaborative four song playlist Task flow: Create and share a playlist



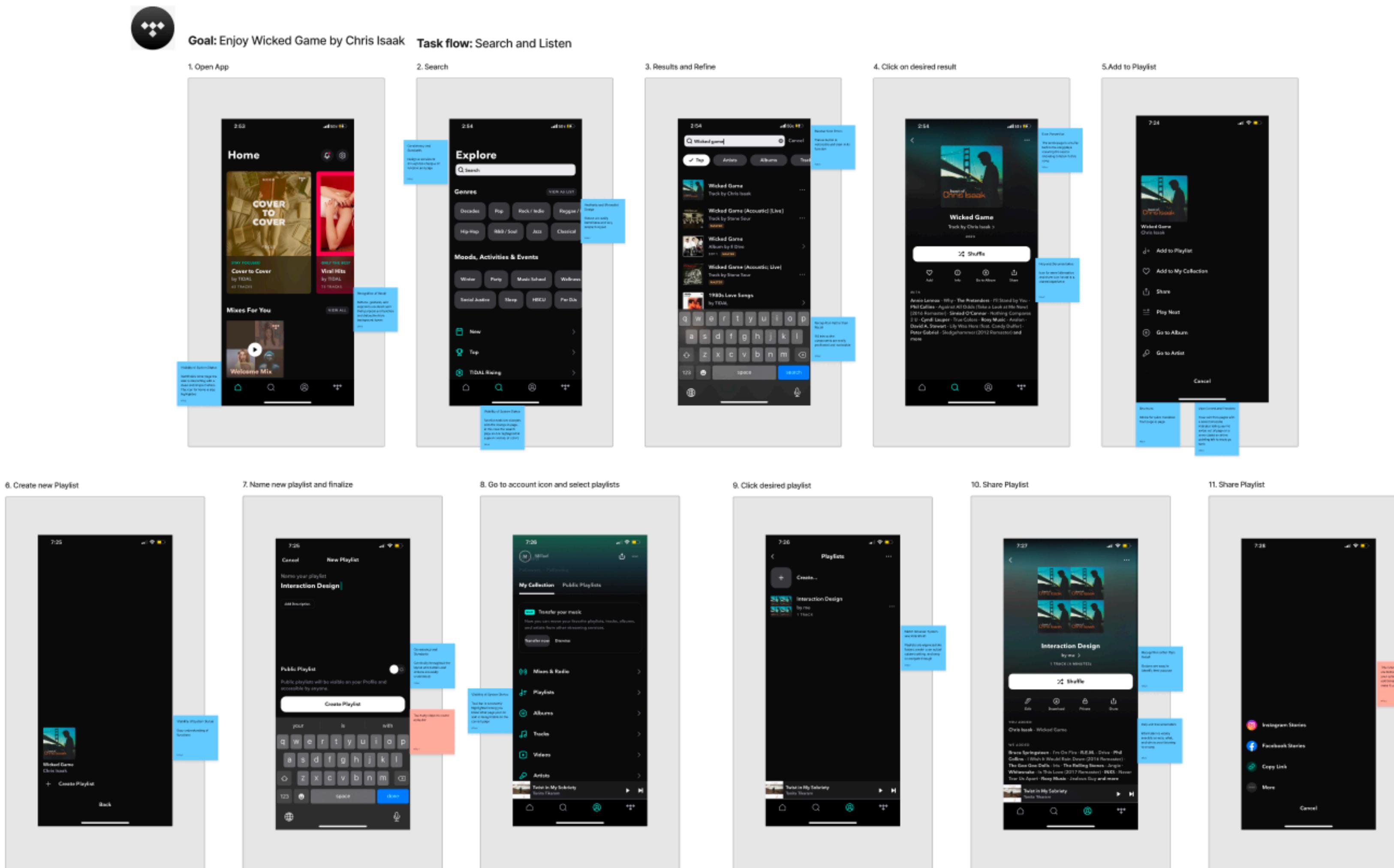
UX Research

Competitive Usability Analysis : Amazon Music



UX Research

Competitive Usability Analysis : Amazon Music

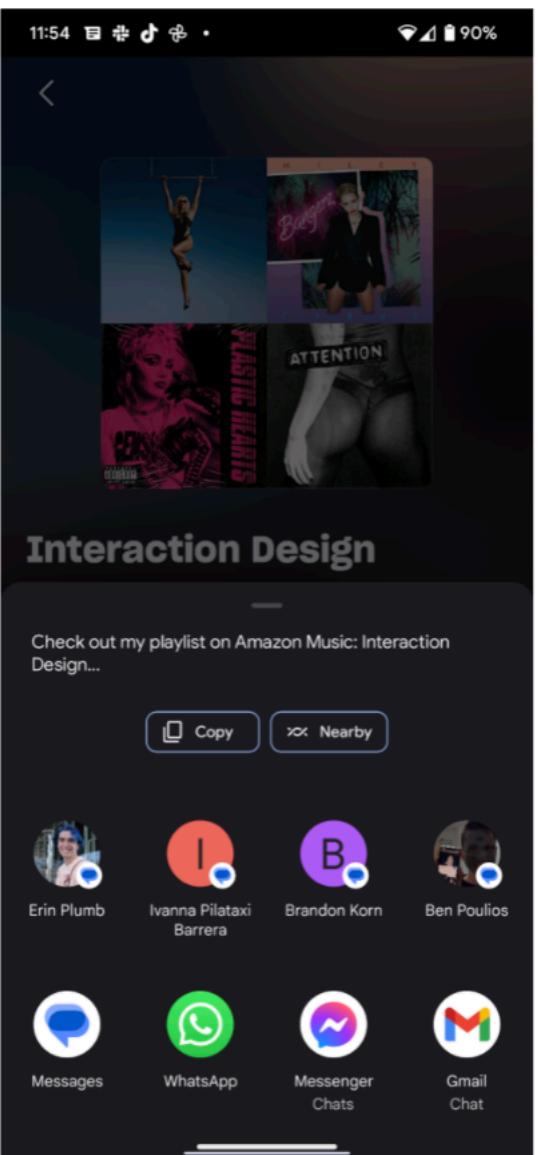
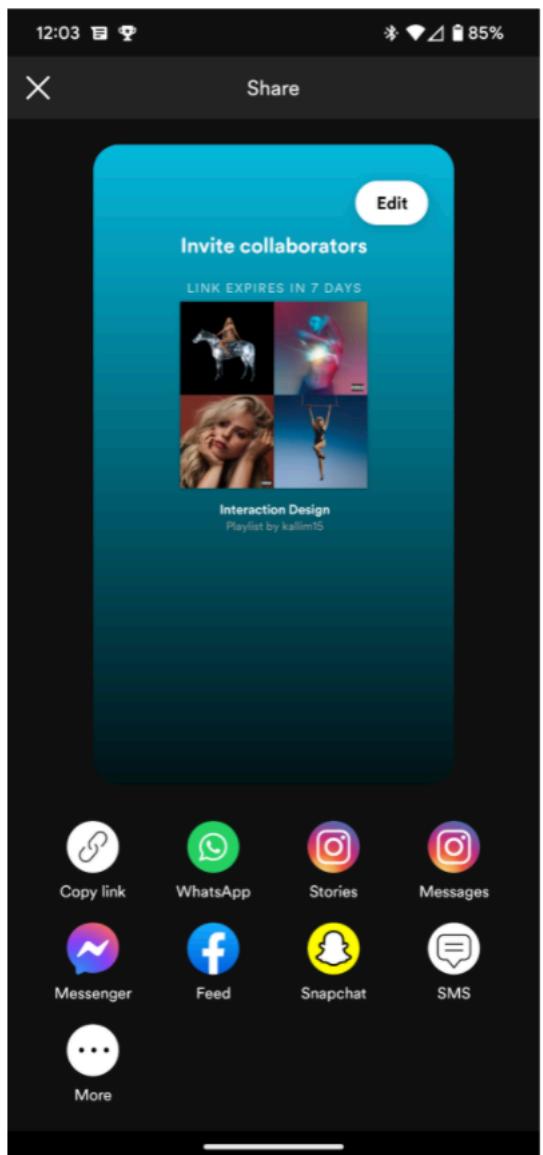


UX Research

Main differences between platforms

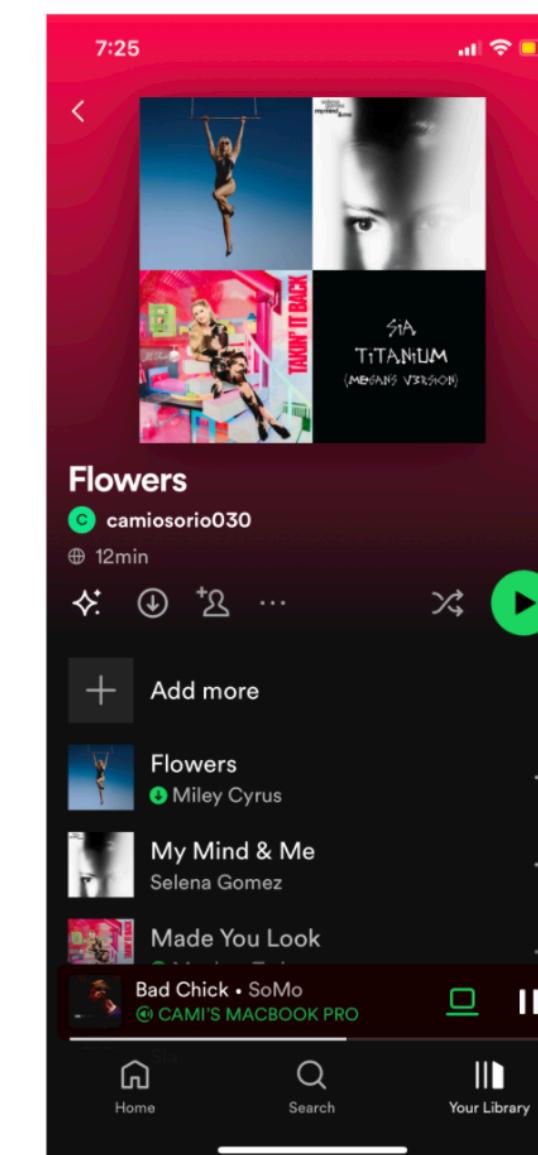
Difference #1

Functionality: None of the other three platforms allow you to add collaborators to a playlist like Spotify does. You are only able to share the playlist for viewing & listening.



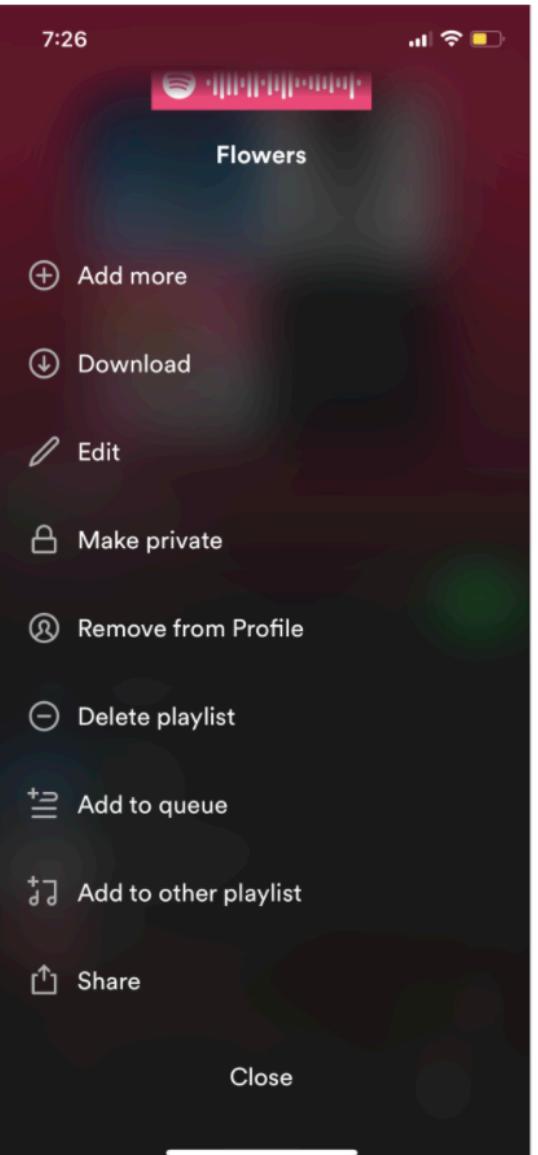
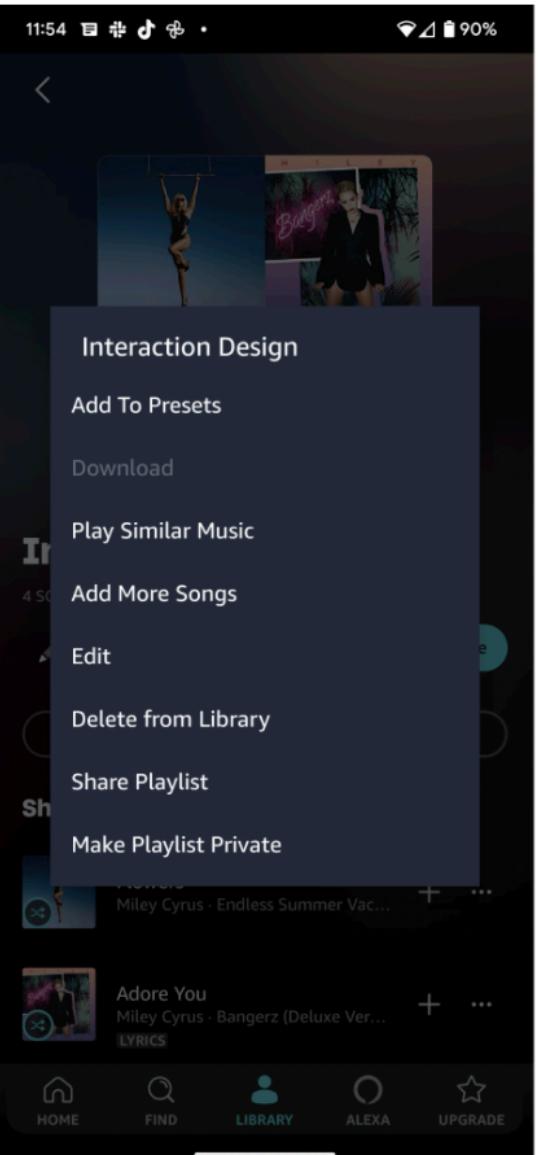
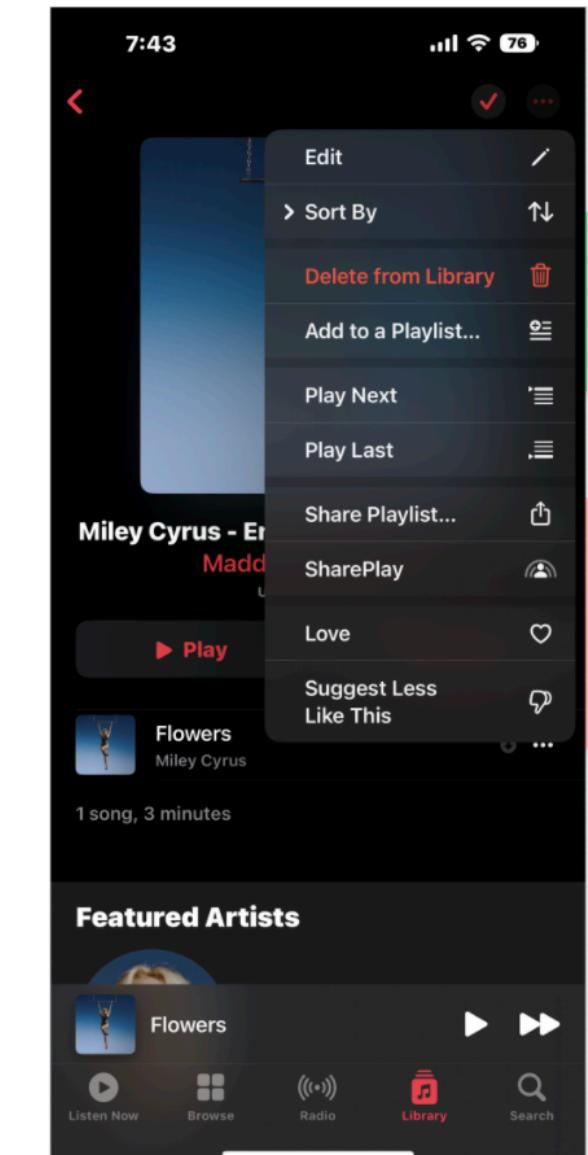
Difference #2

Unique Features: There are a lot of features within the app that aren't offered on the others, such as the sleep timer and the enhanced button



Difference #3

Visual elements: In comparison to Spotify and Amazon Music, Apple music includes more significant and streamline error prevention like in this example the red text for the delete option compared to the other platforms where the delete option blends in with the others.



Difference #4

Subscription: Spotify allows three different varying plans from Free, Premium, and Family while Tidal has three but they are all individual user plans of varying accessibility.

User Research Interviews



Do you have a reason that made you switch and use Spotify now?

“I continue to use Spotify because I have Spotify Premium and there's no ads. And all of my playlists are already in Spotify and it's too much effort to switch to something else at this point and there really isn't anything else I would switch to.”

Erin (she/her)

Marketing Analyst at Wayfair
Spotify User

User Research Interviews



Arya (she/her)

Business and Healthcare
Spotify User

Tell me about your preferred digital platforms for music. If you use Spotify, why? If not, why?

“Spotify is easier to use. I have apple music, but I don’t use it as much. Spotify is nice because I can see what my friends are listening to, and I discover more music. I wouldn’t switch because I don’t know Apple Music very well, but I have used Spotify for years. Spotify has a really good wrapped compared to Apple Music replay.”

User Research Interviews



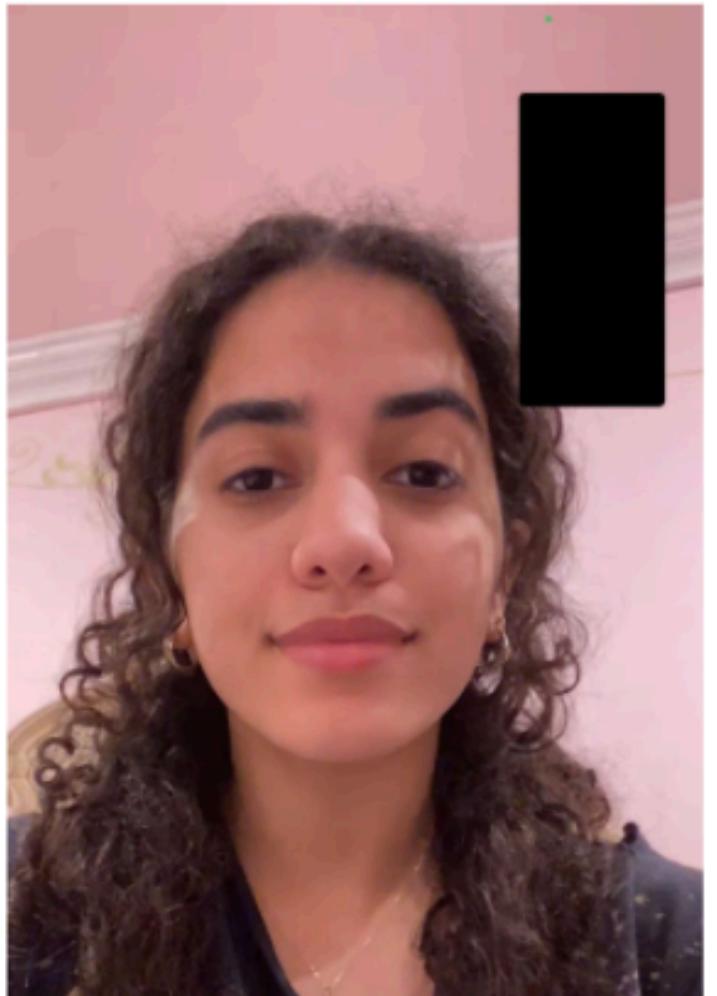
Natalie (she/her)

IB and IA student
Spotify User

Tell me about your preferred digital platforms for music. If you use Spotify, why? If not, why?

“I use Spotify because most of my friends use it. I really like the friend activity tab, I like seeing what music other people are listening to, what they are up to, and I discover new music because I usually like what my friends listen to. Spotify wrapped is also a big reason I use Spotify, because I love seeing music taste evolve. Spotify tracks genre, music, the amount of times I listen to song, and gives me all of the information in a more interactive way that is engaging and fun that everyone posts. ”

User Research Interviews



**Think back to the last time you listened to music.
Describe it to me.**

“It was this morning and I was driving. I was listening to the Prince of Egypt soundtrack and it was fantastic. I was jamming out and it was one of those moments where I forgot I was driving and space out and you kind of just end up a ways down the road and realize damn that wasn’t good.”

Elnaz (She/her)

Student
Spotify User

User Research Interviews



What is you favorite thing about Spotify?

“Spotify is comparable to social media, instead focusing on music. I like how you can follow people and the playlists they create. I also like the automated updated playlists such as pop rising or pop hits, that's where I find most of the new music.”

Jenna (she/her)

Student
Spotify User

User Research

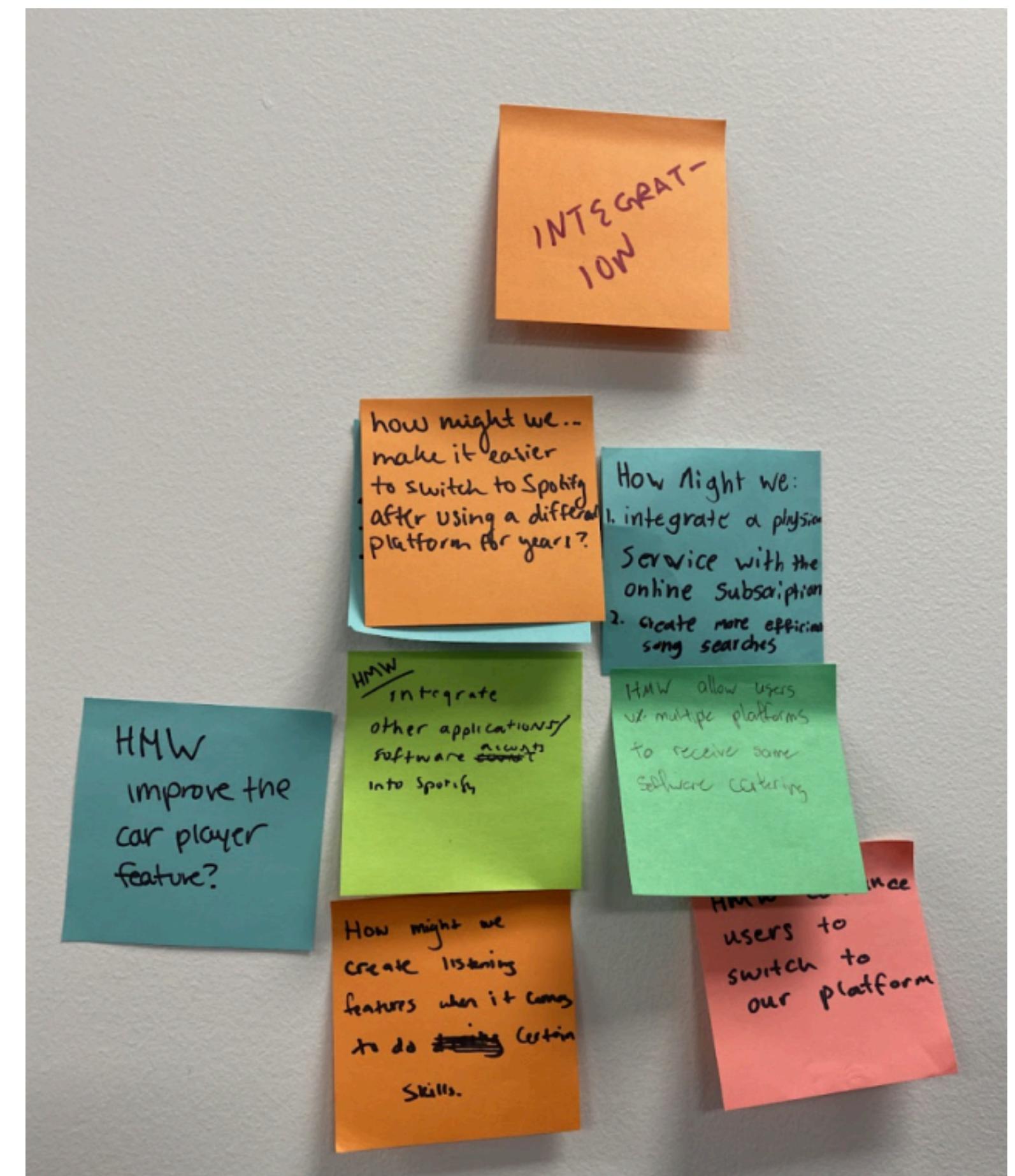
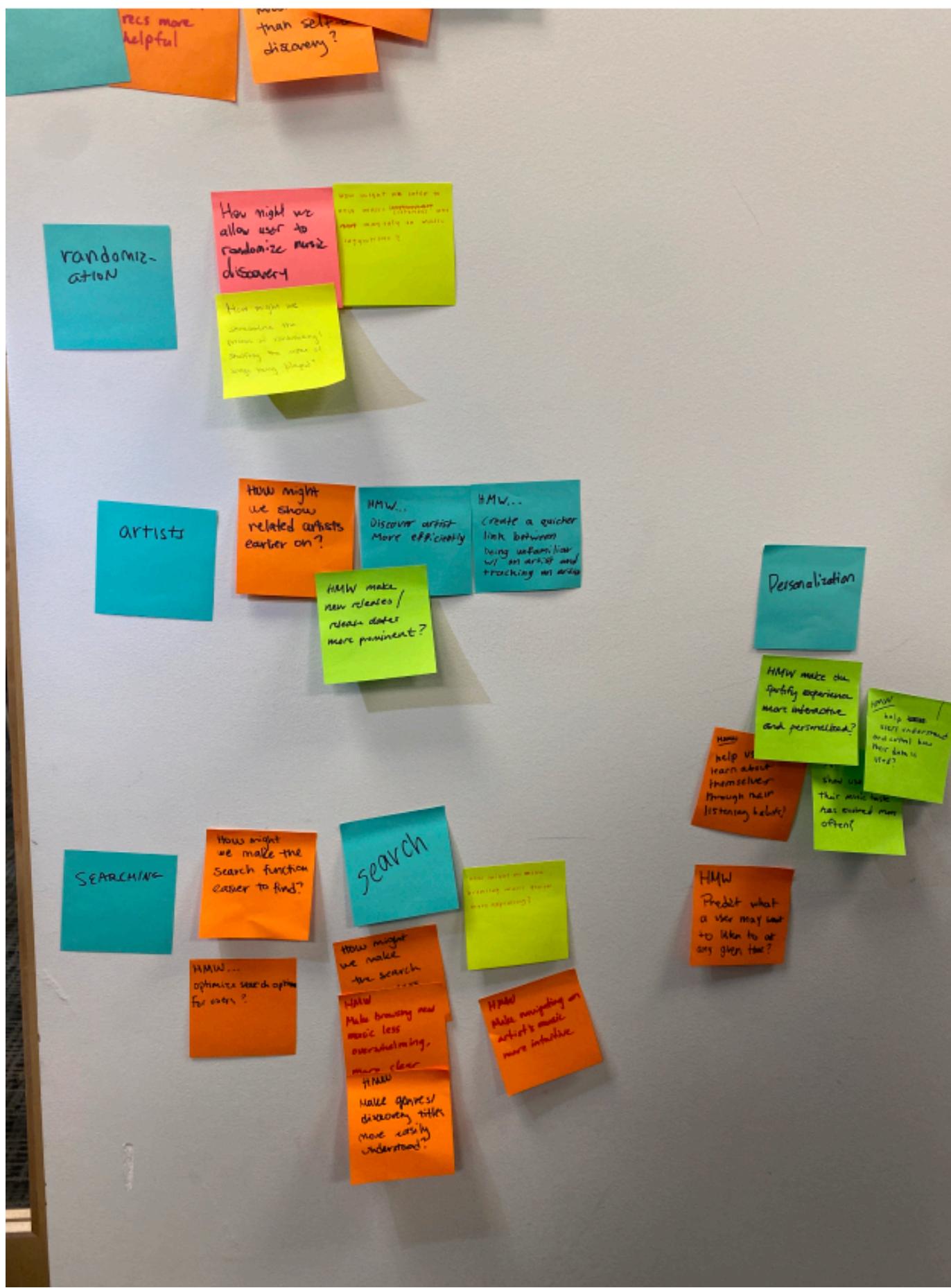
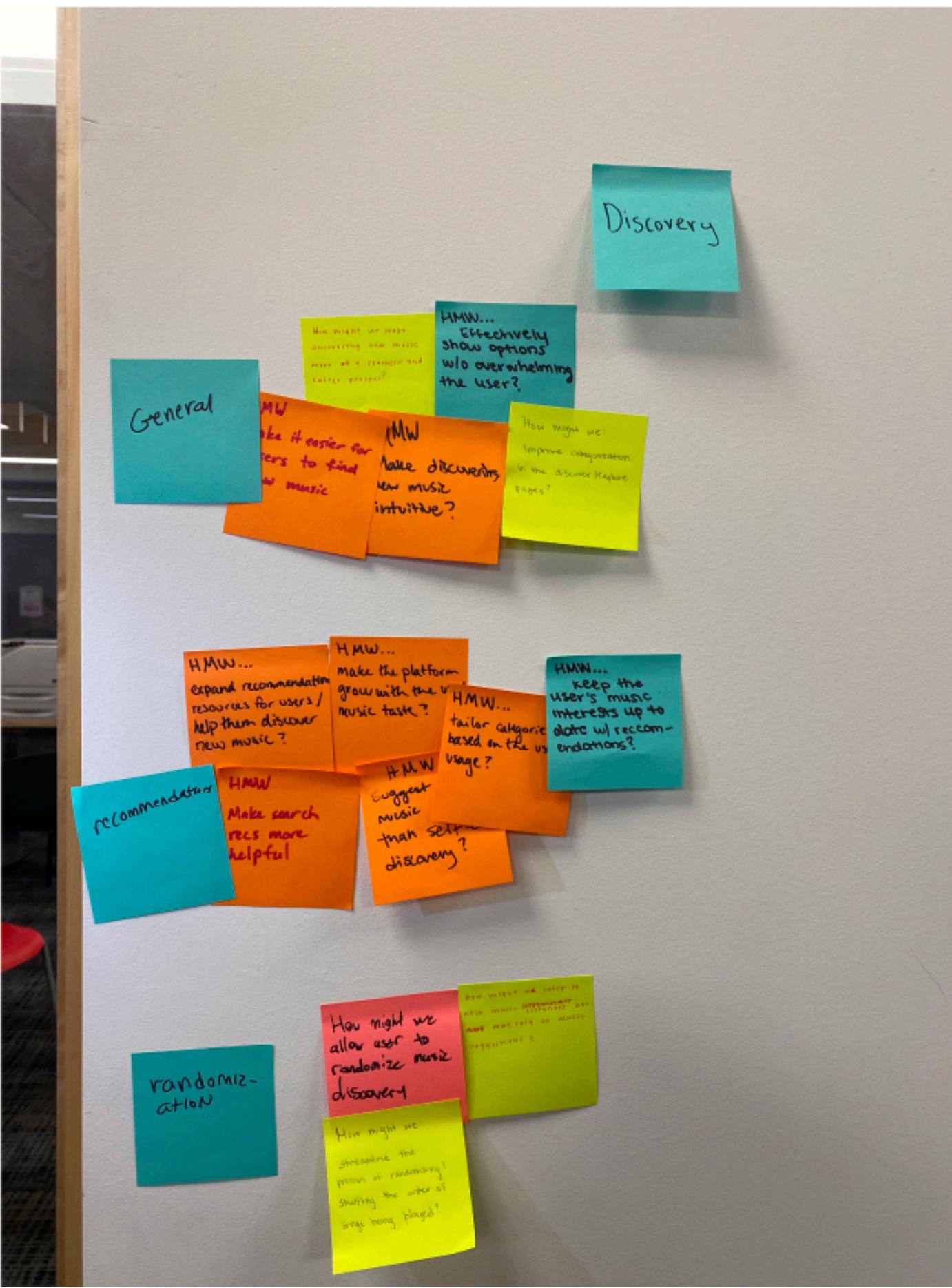
Key Takeaways

1. It's difficult to switch to a different music streaming platform after already investing time into one
2. People really enjoy seeing the music that their friends are listening to
3. Music players are often used as background to activities

2. Ideate

HMW

In-class HMW brainstorming

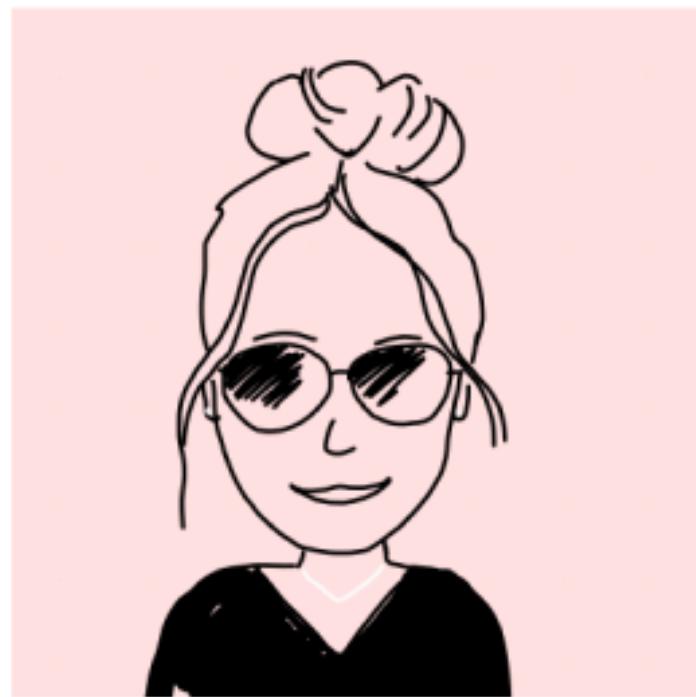


Persona

PERSONA

REPRESENTATION

Name your persona.
Draw or find a visual representation of them.
Include a quote (or tagline) to represent their personality or values.



HELLO, MY NAME IS **Beth**

And I blast Drivers License in my car daily.

IDENTITY

Consider the values, needs, and challenges of your specific persona inform how they use your interface.

Age: 26

Location: Boston

Job: 5th grade teacher

Lifestyle: Beth lives alone with her dog and works at the local middle school as a fifth grade teacher. She does not consider herself well-versed in music, and would say that her listening habits are heavily influenced by her students. Her default is clicking on the "Pop Hits" playlist.

Scenario/Challenge: How can Beth expose herself to new music and explore new genres and artists.

Values:

PLAYLIST

Create a ~10-15 song play list for your persona.

LIST SONGS, ARTIST, GENRE, DURATION HERE

Drivers license - Olivia Rodrigo

good 4 u - Olivia Rodrigo

Intentions - Justin Bieber

Positions - Ariana Grande

Watermelon Sugar - Harry Styles

Break My Heart - Dua Lipa

Bad Blood - Taylor Swift

Sugar - Maroon 5

Stitches - Shawn Mendes

Lips Are Movin - Meghan Trainor

Jealous - Nick Jonas

REFINE STATEMENTS

As a [role of persona].
I want to [task what task or activity does the user want to do?]
so I can [goal why? What is their goal or motivation?].

As someone who does not often explore a wide range of music, Beth wants to be able to easily navigate and find new songs and artists so she can branch out and organize her favorites.

As a teacher who is around younger aged students daily, Beth wants to be introduced to new genres that she may be interested in to form her own individual music taste.

As a middle school teacher, stuck in her ways when it comes to music, she would like to see what other people are listening to so maybe it will inspire her own music tastes.

- ROLE

Novice user, influenced by younger generation, commute, lives alone,

Roles should describe how the persona uses your product: (1) novice users (2) frequent or expert users (3) contributing users (4) consuming users AND/OR any lifestyle factors that may contribute to the way they listen to music.

- GOAL

Explore new music and discover new favorites

The why. What this person wants to accomplish or the results they want to achieve by using your improved app or feature, not the mechanics of how it'll be done. The goal is tool- and technology-independent.

- TASKS?

Browse and listen to new genres. Discover relevant artists related to her interests and values. Make custom playlists based on the songs she likes to listen to.

What plausible actions can she take on to learn more?

Refine Statements

As someone who does not often explore a wide range of music, Beth wants to be able to easily navigate and find new songs and artists so she can branch out and organize her favorites.

As a teacher who is around younger aged students daily, Beth wants to be introduced to new genres that she may be interested in to form her own individual music taste.

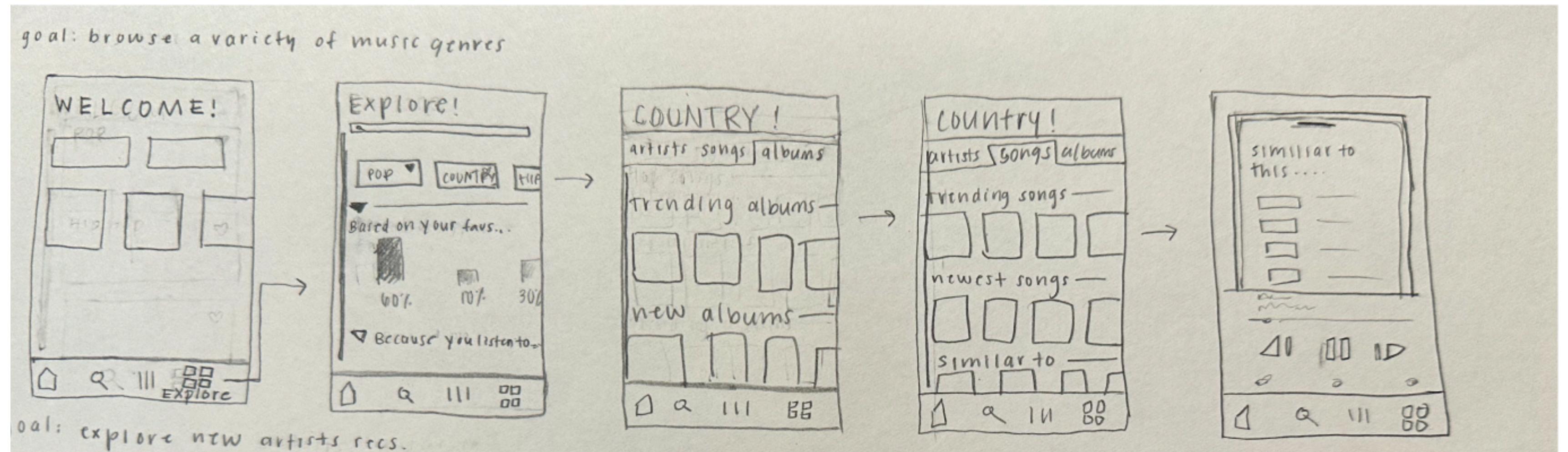
As a middle school teacher, stuck in her ways when it comes to music, she would like to see what other people are listening to so maybe it will inspire her own music tastes.

As someone who is loyal to her current favorites and a daily user of the app, she would like a more personalized experience. (Final Refine Statement)

Paper Wireframes and Workflows

As a teacher who is around younger aged students daily, Beth wants to be introduced to new genres that she may be interested in to form her own individual music taste.

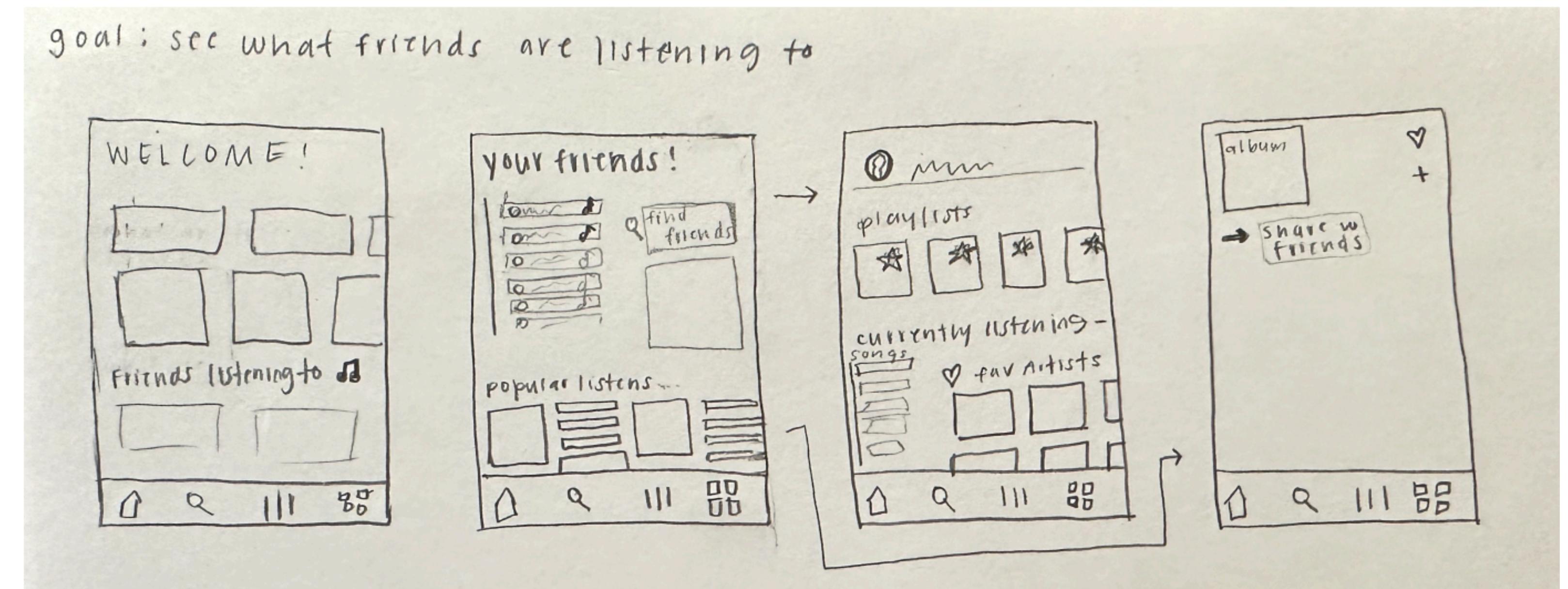
1. Open application
2. Go to the explore page using the bottom icon panel
3. See your current listening trends
4. Search or choose genre to listen to
5. Navigate using the categories, choose songs
6. Browse a variety of new songs from that genre
7. Choose a song to listen to
8. As you listen, similar songs will play or you can swipe up to see recommendations similar
9. From here you can save or add these songs to playlists
10. Close app



Paper Wireframes and Workflows

As a middle school teacher, stuck in her ways when it comes to music, she would like to see what other people are listening to so maybe it will inspire her own music tastes.

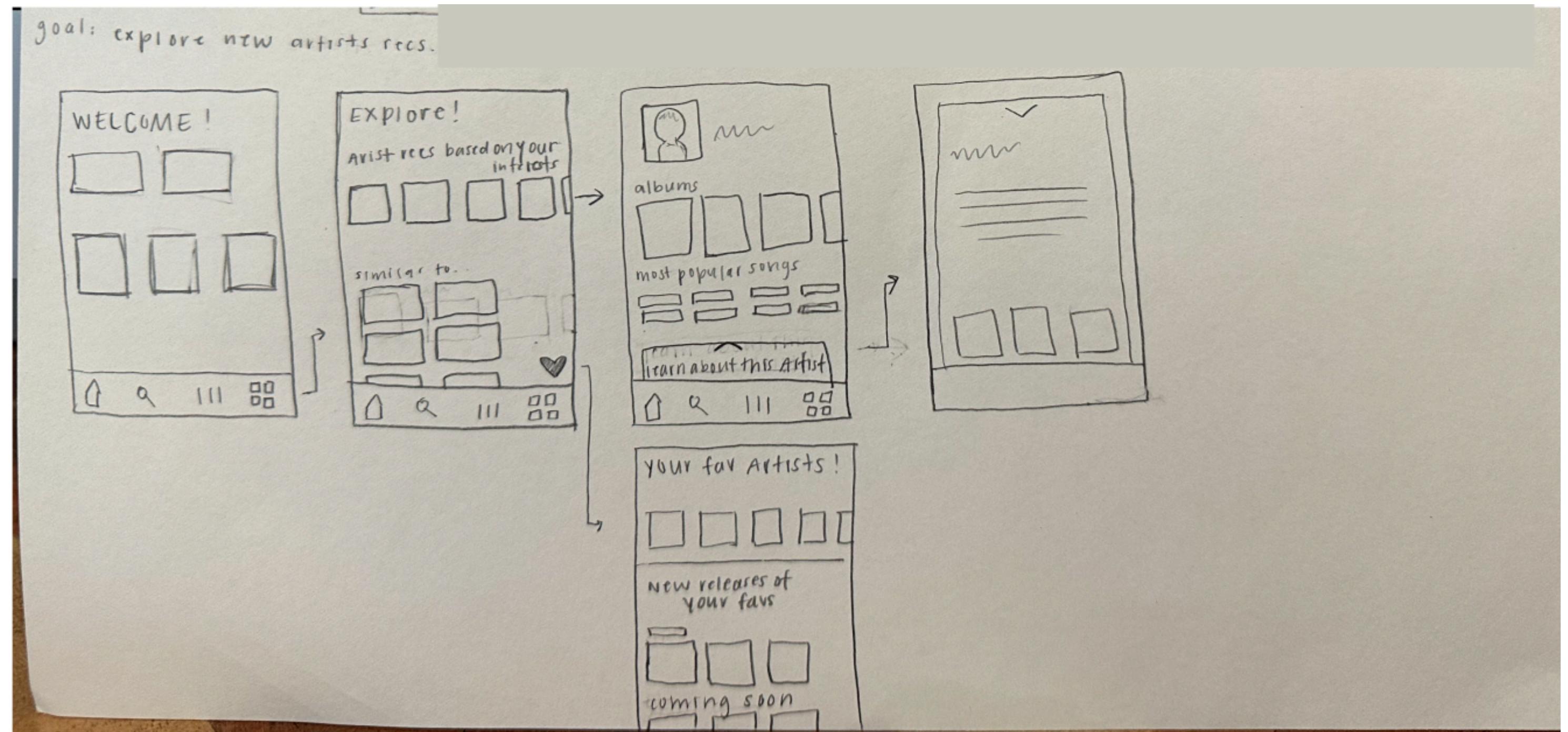
1. Open application
2. Click on the “friends listening to” category
3. View your friends and what songs/albums/or artists they are listening to
4. Click on a friends profile
 - a. view their playlists, current listens/ fav artists etc
5. Or you can search new friends to follow
6. if you click on the popular listens
 - a. view info about that album/artist/song, plus similar ones, and you can add or share
7. Close app



Paper Wireframes and Workflows

As someone who does not often explore a wide range of music, Beth wants to be able to easily navigate and find new songs and artists so she can branch out and organize her favorites.

1. Open application
2. Go to the explore page using the bottom icon panel
3. See the current artists recs based on you listens
4. See comparable artists that are new to you
5. Choose an artist to explore
 - a. See their albums, popular songs
 - b. From here you can save or add these songs to playlists
 - c. Heart the artist to save to your favorites
 - d. Swipe up to view more about this artist
6. Or choose the heart to view you favorite artists and their new releases and upcoming releases
7. Close app



3. Implement

Lo-Fi Wireframes

LO-FI

Frame 15

Good morning

Frame 16

NAME
0 Followers 0 Following

My Stats My Friends Favorite Artists

Frame 17

NAME
0 Followers 0 Following

My Stats My Friends Favorite Artists

Frame 18

NAME
0 Followers 0 Following

My Stats My Friends Favorite Artists

Frame 19

NAME
0 Followers 0 Following

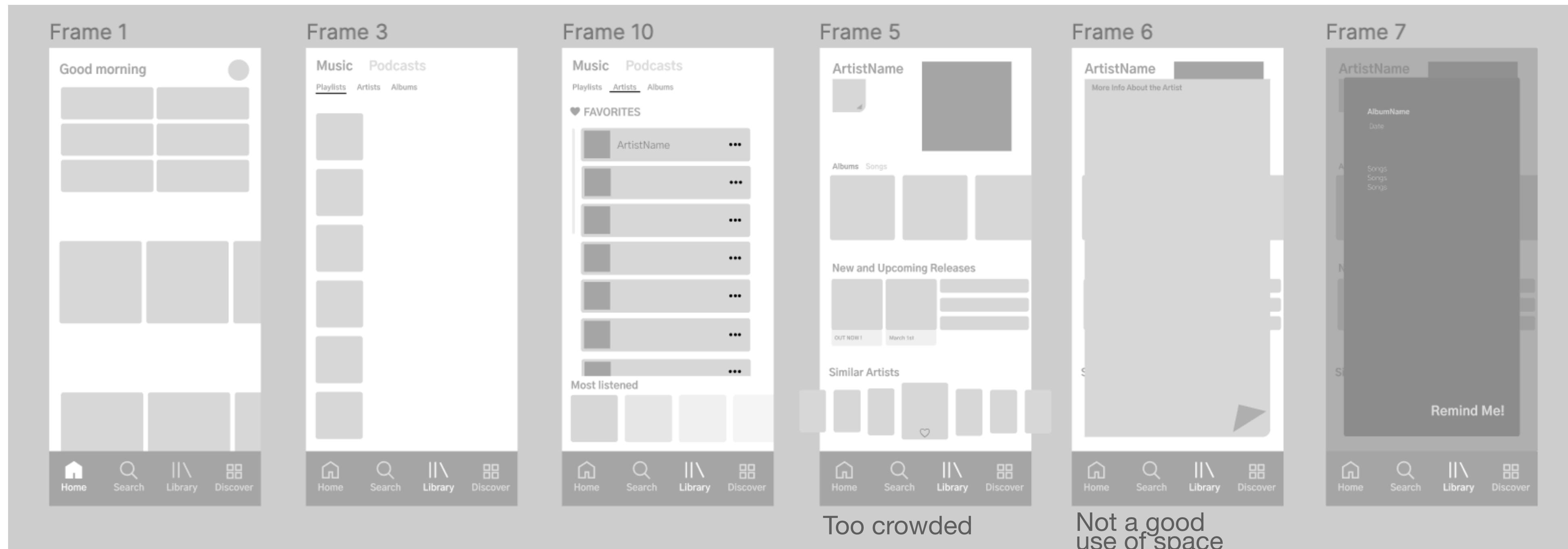
My Stats My Friends Favorite Artists

Home Search Library Profile

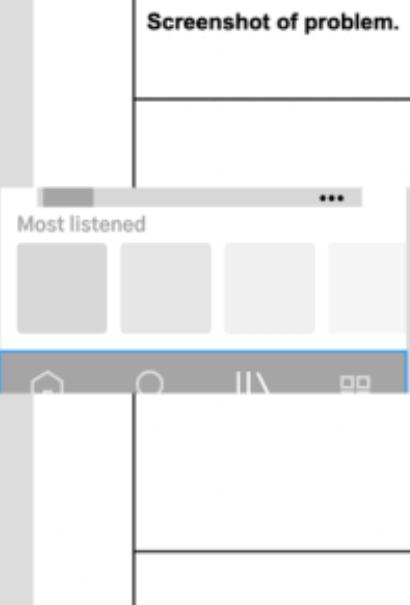
Iterations

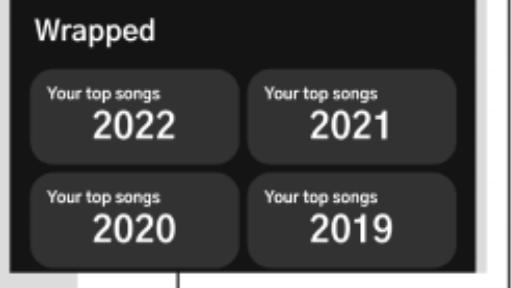
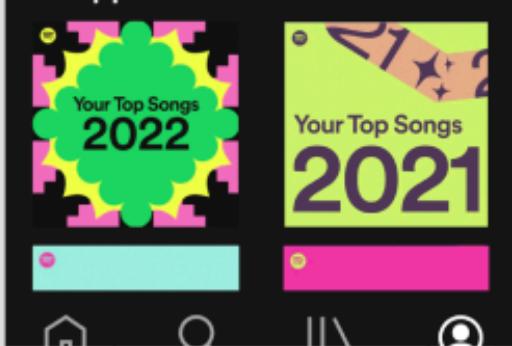
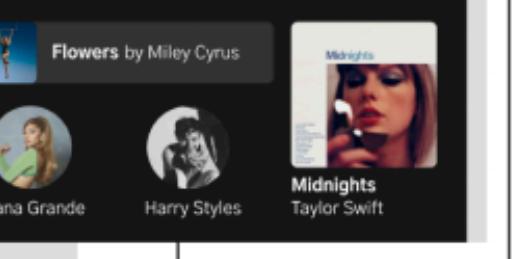
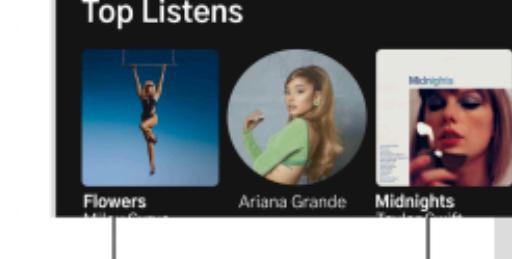
First iterations of lo-fis

Idea was altered and lo-fis changed after this



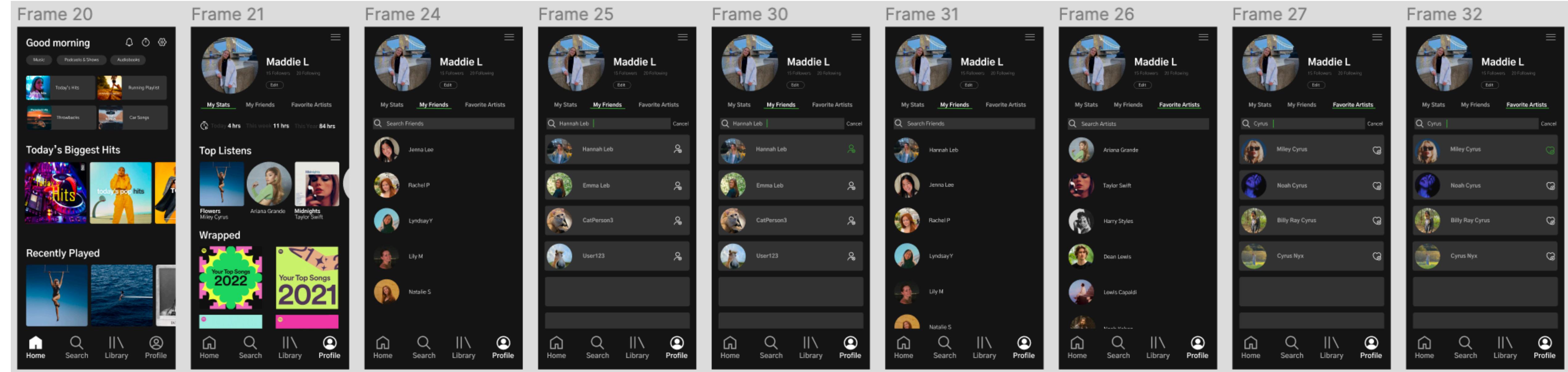
User Testing

User Testing Results			
Screenshot of problem.	Description of problem. What did the moderator observe the participant do or say?	Heuristic <i>if applicable</i>	Solution
	This feature seems redundant and not probable to be used over another feature like a suggested playlist etc.		Removed
ArtistName	This function is unclear how it is to be used		Removed

User Testing Results			
Screenshot of problem.	Description of problem. What did the moderator observe the participant do or say?	Heuristic <i>if applicable</i>	Solution
	These should be changed to better reflect the colorful style of the yearly wrapped		
	This is cluttered and not visually appealing		

4. Present

Hi-Fi Prototype



Link to Prototype: <https://www.figma.com/proto/S8QH7qnEQ0BEt2Mi3TZMYd/Project-2---Maddie-Lebiedzinski?page-id=629%3A22&node-id=663-134&viewport=364%2C113%2C0.25&scaling=min-zoom&starting-point-node-id=663%3A134>

Video Abstract

Link : VideoAbstract.mp4

5. Conclusion

Question 1

1. What were the most important parts of your process? What did you learn from your primary research that informed your persona, and ultimately your design? Who is your main audience? (Look at your interviews, persona). What different ideas did you start out with? What direction did you go and why? (look at your sketches and wireframes)/
2. What did you learn about designing for the screen? How did you organize your prototype, in terms of general structure of the application as well as screen layout, to best support user goals and usability? What did you learn from user observation and from exploring and applying Spotify's design system?
3. What succeeded and what could be improved? What was the most successful part of your solution? How do you know? What would you change if were to continue working on this project?

Question 1

What were the most important parts of your process? What did you learn from your primary research that informed your persona, and ultimately your design? Who is your main audience? (Look at your interviews, persona). What different ideas did you start out with? What direction did you go and why? (look at your sketches and wireframes)

I felt that the most important part of my process was user testing. After hearing what others had to say, I was able to really refine my designs to reflect a specific goal for the redesign. From my primary research I understood that Spotify users are very loyal to the app as well as the music they listen to. Listening to music incorporated into the daily lives of many people, therefore they are in and out of the Spotify app constantly. The main audience is primary the age group around young adults who are always listening and put great value in the interests they have acquired and the ties they have to artists, albums, genres. I started out with trying to fix many individual elements of Spotify to improve what people had access to on the app, but ultimately it came down to the organization. I took it in the direction of adding another full tab profile page, which personalizing the experience without complicating the process with more and more features.

Question 2

What did you learn about designing for the screen? How did you organize your prototype, in terms of general structure of the application as well as screen layout, to best support user goals and usability? What did you learn from user observation and from exploring and applying Spotify's design system?

After designing for a screen I realized the importance of user testing and prototyping. When designing I felt the need to fill the screen, but in reality most of the time less is more and after prototyping and actually see it on a phone realized that some parts needed to decrease clutter. When organizing the prototype in terms of screen layout, I tried to mostly stay consistent with themes already presented in the Spotify app to keep that consistency and ease usability. For example keeping with how Spotify displays shapes, spacing, titles and heading, text placement, etc. From applying Spotify's design system I realized there are many small details that stay very consistent throughout spotify, like the use of their accent color green, or whether certain shapes are rounded out, or sizing of things, and more.

Question 3

What succeeded and what could be improved? What was the most successful part of your solution? How do you know? What would you change if were to continue working on this project?

I think what succeed was the ability to stay consistent with Spotify's design system and overall look. I also think the overall idea for the profile tab was successful, based on feedback I think a place for improvement could be related to differentiating features within the profile page, like refining the favorite artist list capabilities and same with the friends list. That's what I would change and refine if I were to continue working on the project.