

Kidz Bops Presents:



Spotify Kids Adds Story Builder Quest

Agenda



**Design
Challenge and
Problem
Statement**

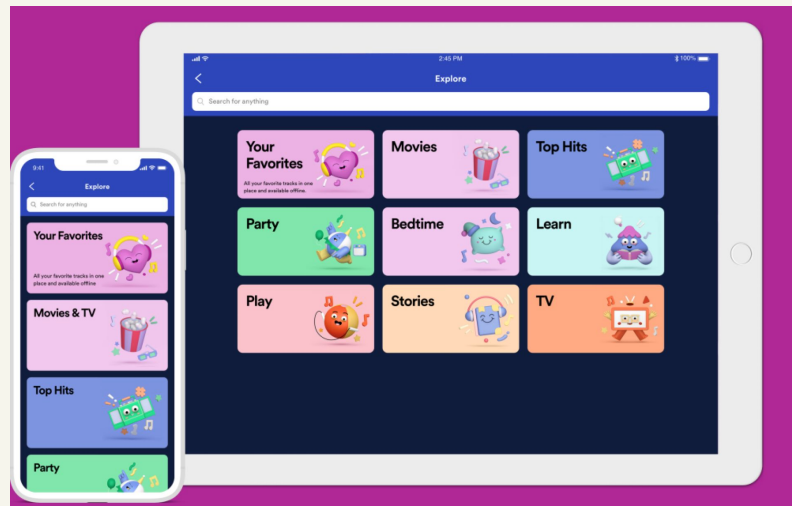
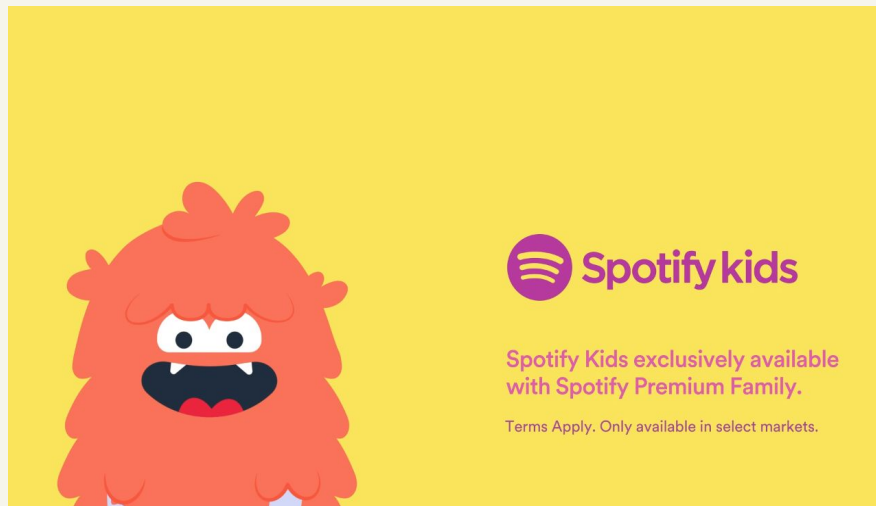
**Solution
Overview**

**Survey
Reaction**

**Summary &
Recommendation**

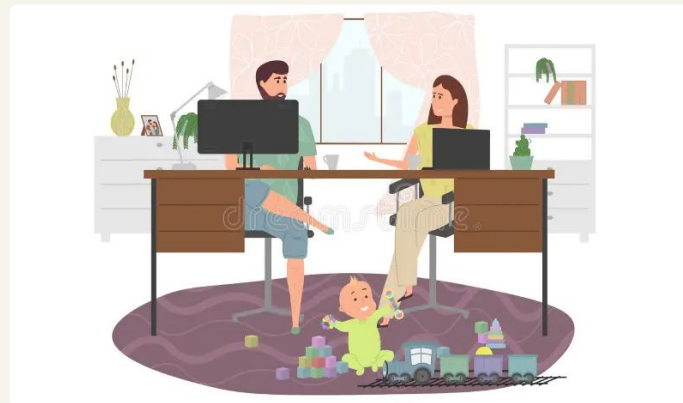
Design Challenge

“How might Spotify address unmet needs among families with kids aged 3-12?”



Problem Statement

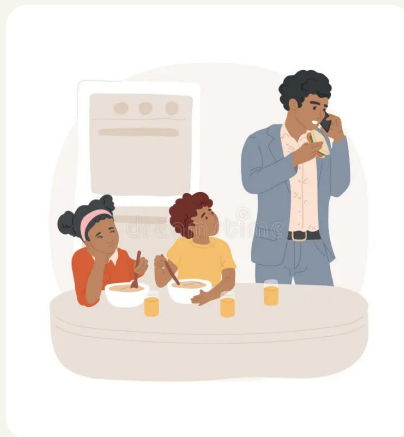
Parents face challenges in finding and managing **kid-friendly audio content that is engaging, easily accessible, and safe**. Limited access to diverse content, **difficulty in hands-free navigation while multitasking**, and uncertainty about content suitability create frustration and inefficiencies.



Meet our personas

Our parents are **busy and active**. They are constantly worried about **age-appropriate content**. Constantly in the lookout for **new content** during busy moment and wish to get better and new content timely. Both **screen-free and hands-free** are valuable to them.

Analysis based on 20 online and live user interviews of parents of kids aged 3-12, ranging from different income levels and different current streaming platform usage rates.



Joe, a **father of two children aged 5 and 8, who enjoys outdoor activities and travel**. He uses audio during car rides, bedtime, and for educational engagement, **seeking age-appropriate** content that balances fun and learning. Valuing **hands-free** convenience, Joe explores **new playlists** and podcasts to entertain both kids simultaneously without needing constant interaction.



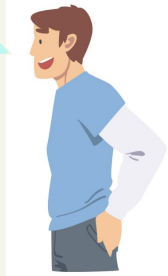
Sarah, a **full-time working mother of a 3-year-old**, uses audio content during busy moments, playtime, and especially to reinforce bedtime routines. Valuing entertaining, **screen-free** content for her young child, Sarah relies on the ease of **hands-free access to kid-friendly** audio.

User Needs Heard



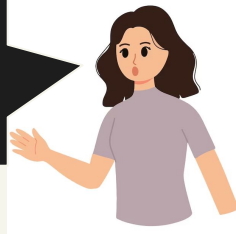
"Sometimes he'll ask for specific themed songs, like a forklift song, and there's no forklift song... it's frustrating when they start asking for very specific themes we can't find."

"Having age-appropriate content filtering to ensure kids access only what's appropriate... it's essential for us to have that peace of mind."



"I need to control the audio hands-free, like with a smart speaker, because mornings are just so busy getting everyone ready."

"You don't want an app that's super complex; the easier they can make it for kids to use, the better."



Summarizing the findings

The most important unmet needs and “Busy Moments” use occasion best align with the user persona of Sarah, the Busy Professional

Busy Moments



Important unmet needs

Finding content when hands-free

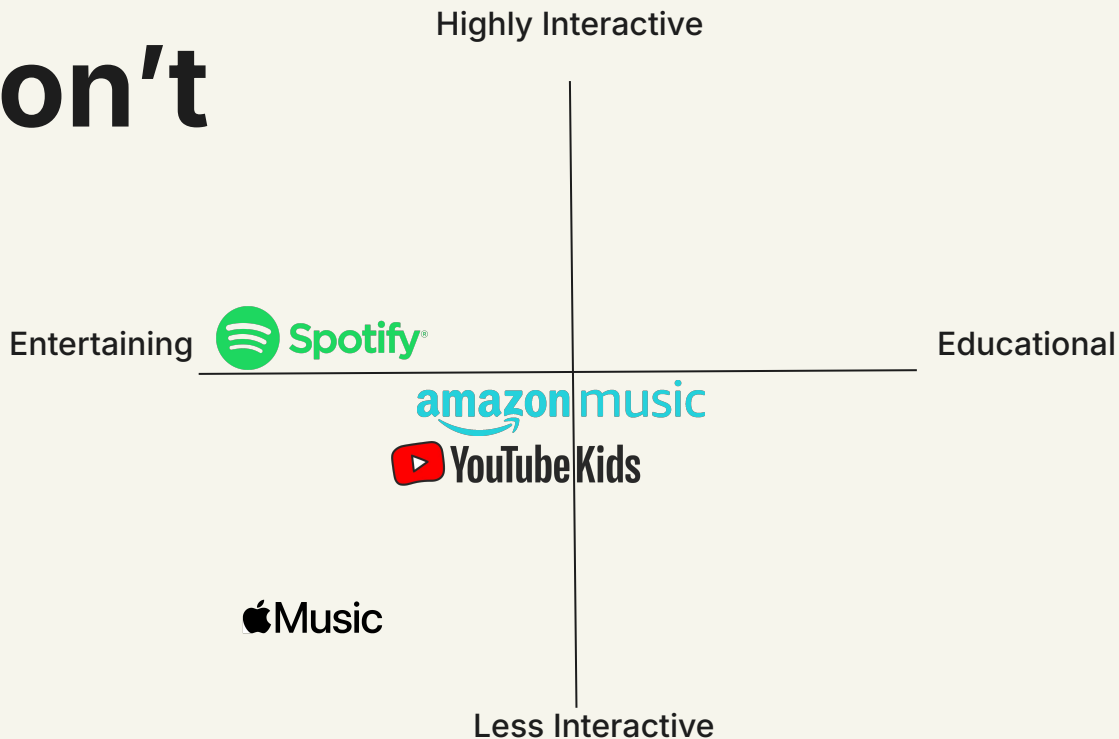
Simplified user interface for kids

Access to varied kid-friendly content

New content discovery

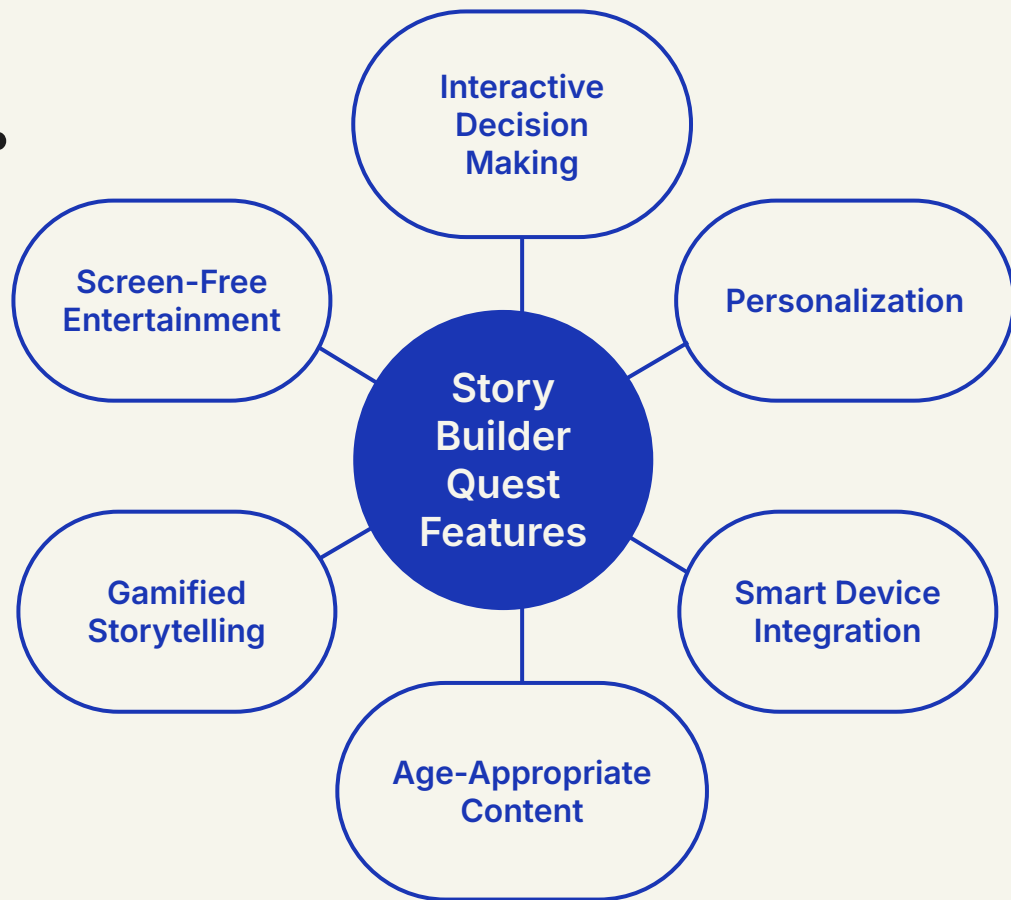
Existing solutions don't solve this issue.

Currently, there are no audio streaming products that combine **interactive**, **educational**, and **fun** content **in a hands-free experience for parents**, while also offering a **versatile content library** that caters to diverse learning needs and interests for kids



Introducing... Story Builder Quest

Story Builder Quest is an interactive audio storytelling platform where kids shape narratives through real-time decisions, creating personalized, engaging, and screen-free adventures.

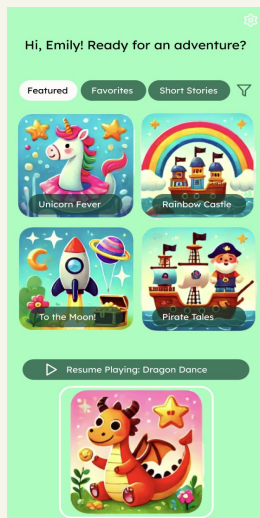


How does Story Builder Quest work?

Uses Innovative AI Technology with App Access + Voice Activation

Utilize **generative AI** to create age-tailored prompts to create next portion of the story based on kids' inputs with **simple UI**.

Initial model will be trained with ~50 themes for users to choose from.



Sarah before bed time: Alexa, open Spotify Kids and launch Story Builder Quest for my daughter Emily!



Spotify: Hi Emily! Here is Story Builder Quest for Emily today. As this is bedtime, let's dive into the world of dragons from last night.



Story Builder Quest addresses the family's needs

Addresses User Needs

Solution offers a **screen-free** way to **entertain, engage, and stimulate** kids while offering flexibility around age, time, and topics so it's **usable in a wide range of occasions**.

Reason to Believe

Build-your-own-story leverages advanced AI to adapt to each child's choices to **varied, age-appropriate** prompts, creating unique story paths that keep kids **engaged and curious**.

Spotify's trusted platform ensures high-quality, immersive, and safe experiences tailored for young listeners.

Survey respondents reacted favorably to Story Builder



Concept 1 highest ranked, with **41% of respondents** ranking Concept 1 as their favourite



Respondents who rank it as their favourite like it because it is **creative** (83%), **hands free** (55%), and **screen free** (41%)



Preferred by target personas, busy working professionals who value **screen-free content** to entertain children and on-the-go active parents who use audio as an **educational** and **family bonding** tool



Scored **statistically significantly higher** than benchmark concept on **purchase / usage intent, frequency, newness, and believability**

Opportunity Size

240+MM

Monthly Active Spotify
Premium Users



Included with
Spotify Family Plan
starting at
\$19.99/mo



\$900MM ARR by
converting 5% of
premium
subscribers over 3
years



- Customer Adoption Barriers
- Highly competitive Market

Summary

- **Hands-Free Engagement Across Platforms:** Keeps kids entertained with interactive, screen-free storytelling accessible on any device, allowing parents to multitask effortlessly
- **Age-Adapted Content:** Offers a growing library of stories personalized to children's ages and evolving tastes, creating a long-term connection for families
- **Boosts Engagement & Revenue:** Deepens family loyalty to Spotify through innovative features for a new generation of users, while unlocking new potential revenue streams



Image courtesy of ChatGPT