Problem description:

" I have been using Spotify for quite a long time now, and there are certain things that I find cumbersome or things that can be improved, in my opinion. Often when ï do a certain activity or am feeling certain feelings, I want to play a song or playlist, or podcast but don't know which one to play. Even sometimes, I don't know the title of the song I just heard, only if I had the option to sing the tune and get the song "

18   Student   hip hop fan

" I am an audiophile and love to listen to music whenever I get time. Also, I like to listen to music and podcast for motivation during study and play "

Behaviors
- Likes listening to music

Goals
- Wants to gain focus and cut distractions.
- Wants to spend less time searching and narrowing options
- Discover new music he likes

Pain Points
- Has to visit too many websites to find scores of games and other stats
- No way of instantly finding a good playlist
- Difficult to find a song
- Don't know the title of the song

Needs
- Songs based on mood and activity
- Search song by singing
- Discover song that matches the current emotions and tempo

Fears
- Spends too much time browsing playlist database
- Ends up with a massive number of results that do not match his needs

Solution 1: Introducing new pages of current mood and current activity

We can introduce new pages in the user journey so that the user has the option to select his current mood and the current activity he is doing, based on which we can recommend songs to the user without making him overthink what to listen
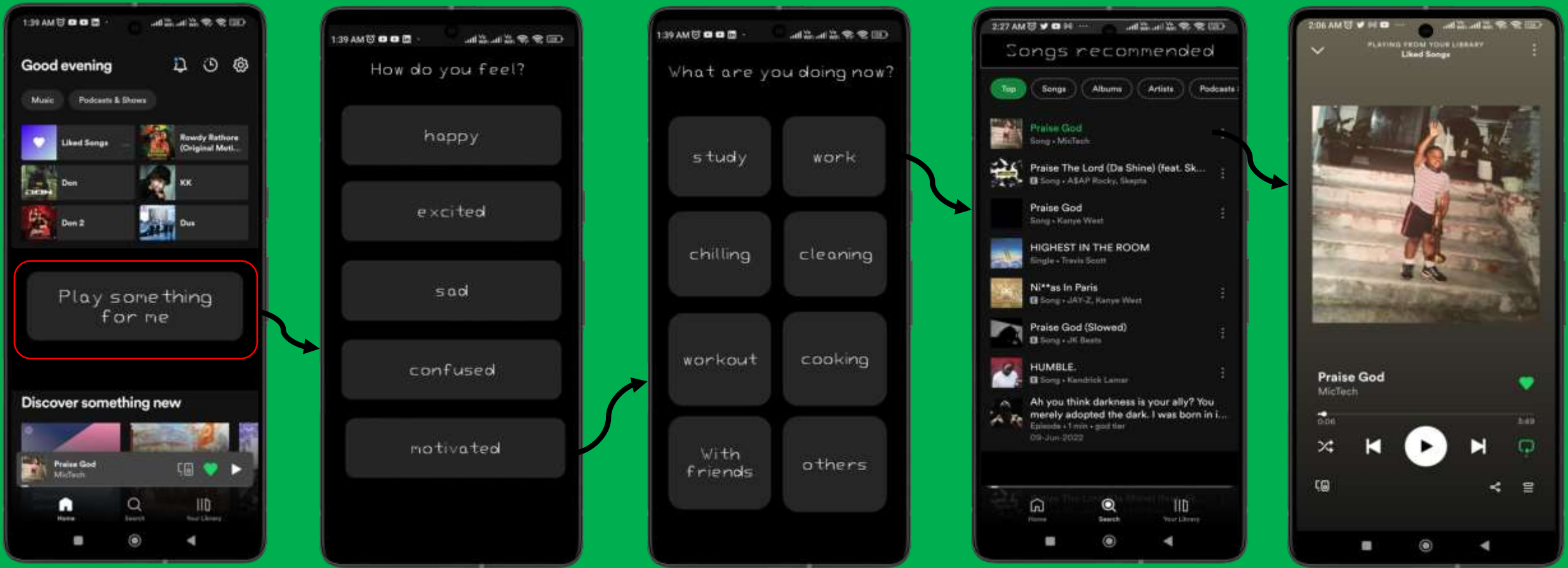
Solution 2: Searching songs by sound

We can introduce a new **shazam** like feature that helps search songs by sound. This will help the user in being able to search the song by singing or even when someone else is listening to the song, but the user cant ask for whatever the reason
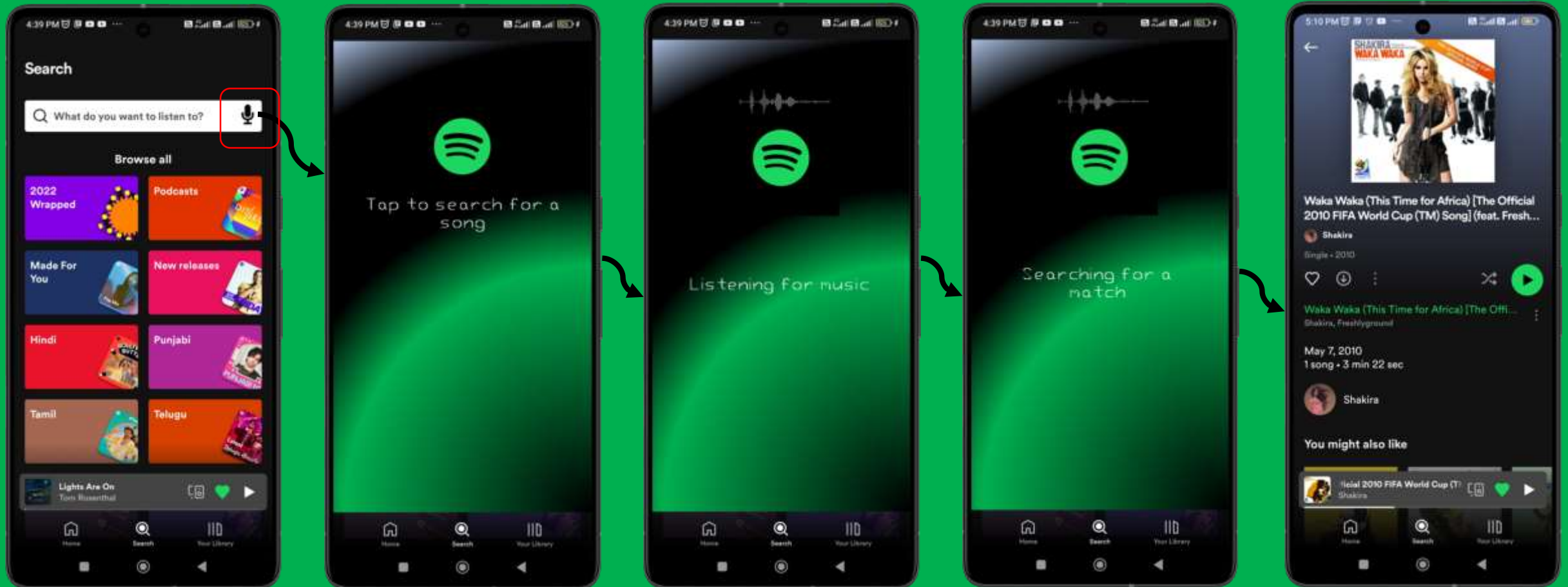
Solution 3: Introducing facial emotions recognition using cam to judge mood and recommend songs

We can introduce a feature that will open the camera instantly and take a picture for the user to judge the mood and correspondingly recommend songs to him

Solutions comparison using the RICE method

RICE—which stands for Reach, Impact, Confidence, and Effort—is a simple prioritization framework for quantifying the potential value of features, project ideas, and initiatives. A RICE score helps quantify the estimated value of a feature or project idea so they're easier to sort when it's time to decide the order they should be worked on.

	Solution 1	Solution 2	Solution 3
Reach	5	5	5
Impact	4	3	4
Confidence			
Effort	2	3	3
RICE Score	10	5	6.67

To be backed up by data

Best Method: Method 1

We can use A/B testing to understand the user perspective /psychology /take on this added feature. We can divide the population base into random segments; we give different solutions to random segments and observe the metrics (next slide)

How to measure whether chosen solution is working or not – Method 1

Key Metrics

We can look at different metrics to judge whether our chosen solution is working or not
- CTA or CTR of the " Play something for me button "
- Time spent on the recommended song

If CTR is high but the time spent listening to the recommended song is not as high, then we need to rethink the recommendation system because users need this but are not getting properly recommended songs

Success metrics
% of users who used this feature = # of users who used this feature / total subs

Avg time spent listening of users who used this feature

North star metric –
Number of premium subs using the feature

L1 Metric –
DAU – daily active users using the feature

L2 Metric -
Total minutes of songs listened to using the feature

What might be the reason for this chosen solution to failure?

Poor recommendation

One of the reasons for the chosen solution to failure is that the song recommendations are not up to the mark in that case, we need to look into the recommendation system algorithms

Solving the wrong problem

This is a problem that I face, but this might not be the case for a large chunk of the population, so in that case, we are solving the wrong problem; hence to tackle that, we need to do user research in the form of interviews and surveys

Poor marketing strategies

With every feature release, there is some marketing required that will explain to the users the benefits and how to use the feature properly; if this does not happen properly, the product can fail even without having any defect simply because of not enough information with the users