

ACQUISITION AND ENGAGEMENT FEATURE



LIVE CHALLENGE NO 98



<https://www.linkedin.com/in/pamela-mandal/>



pam.md0501@gmail.com

PAMELA MANDAL

PROBLEM STATEMENT

You've joined Amazon as Head of Product for Amazon Music.

Customer research has revealed that most of the Amazon Music subscribers are those whose primary intention was to purchase Prime Subscription for Amazon delivery and Prime Video, and have been using Amazon Music services just as an add-on. Every day, users prefer Spotify and Apple Music for their music services and feel Amazon Music lags miles behind its competitors.

You wish to launch new features on Amazon Music to acquire new users and engage them on the platform while competing with giants like Spotify and Apple Music.



47 countries

MUSIC and PODCASTS

X-Ray feature

55 million customers

Amazon Music Free

Amazon Music Unlimited

Amazon Music Prime

Spatial audio

Amazon Music for Artists

HD Audio

Ultra HD

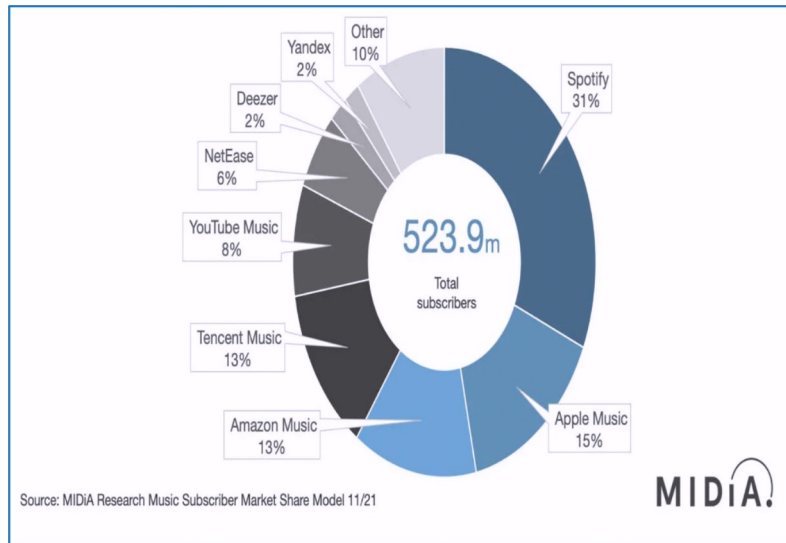
MARKET RESEARCH

In 2020, Amazon's net revenue from **subscription services segment** amounted to 25.21 billion U.S. dollars. Subscription services include Amazon Prime, for which Amazon reported 150 million paying members worldwide at the end of 2019 .

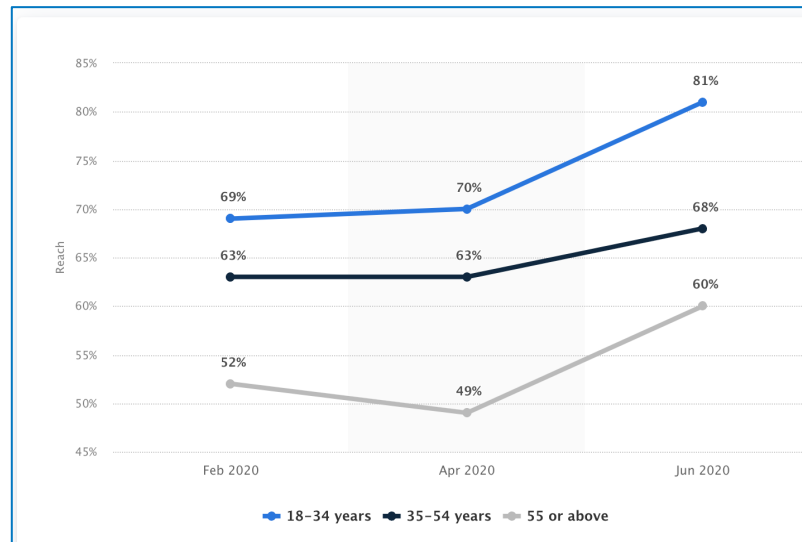
As of January 2020, 81 percent of U.S. adults aged 18 to 34 years were Amazon Prime members, representing an 11 percent jump from a 69 percent usage reach in February 2020. During the global coronavirus pandemic, **Amazon Prime adoption** increased across all age groups.

Amazon Music had over **55 million subscribers** by early 2020 with a growth rate of more than 50%. It should now have at least **80 million subscribers globally**. There is a lot of untapped user base for **Echo devices** as well as Amazon Music in the **domestic and international market**.

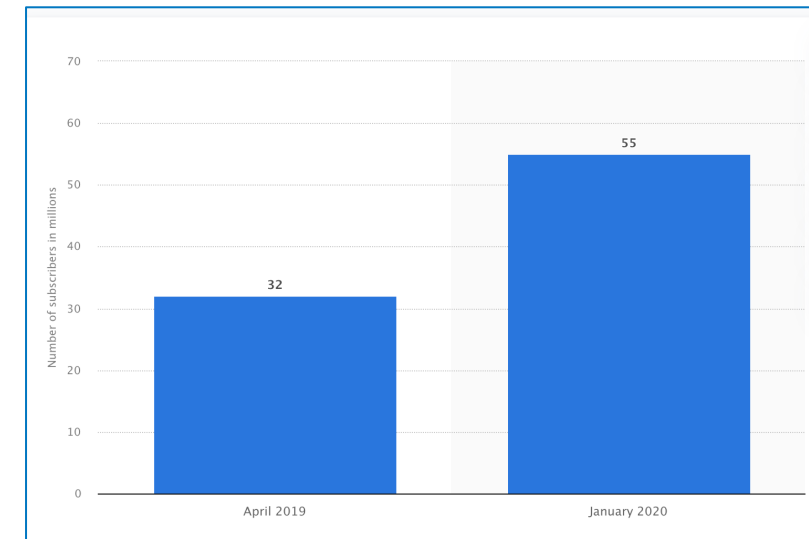
Global streaming music subscription market, Q2 2021



Amazon Prime usage penetration among internet users in US



No of Amazon Music Subscribers



COMPETITIVE LANDSCAPE

55 million subscribers



182 million subscribers



98 million subscribers



Pricing

Individual Premium Plan –

- Prime members: \$7.99/month
 - Non-Prime customers: \$9.99/month
- Family Plan** : \$14.99/month.

Student Plan –

- Prime members: \$0.99/month
 - Non-Prime customers: \$4.99/month
- Single Device Plan**: \$3.99/month

Individual Premium : \$9.99/month
Family Plan: \$15.99/month, 6 accounts
Student Plan: \$4.99/month
Premium Duo: \$12.99/month, 2 accounts

Individual Premium : \$9.99/month
Family Plan: \$14.99/month, 6 accounts
Student Plan: \$5.99/month

Music Catalogue

Over **90 million-song library in HD quality** and with over 7 million available in Ultra HD. 70,000 titles of podcasts

Over **70 million songs**, 2.6 million podcasts

Over **90 million songs** as well as Apple-exclusive radio stations like Apple Music 1 (formerly Beats 1), Apple Music Hits and Apple Music Country. Apple Podcasts has 2 million titles

Sound Quality

Amazon Music Unlimited also offers **five audio quality settings** on both desktop and mobile apps with its **HD audio feature**, it provides CD-quality audio with bitrates of up to **850 kbps**. Its **Ultra HD setting** delivers “better than CD-quality audio” at 3730 kbps.

Spotify Premium provides **five audio quality settings** that you can toggle on its desktop and mobile apps. These settings range from 24 kbps (Low) to **320 kbps (Very High)**.

Standard-quality Apple Music tracks are **256kbps AAC files**, the same format as tracks purchased from iTunes. There are a couple of options for streaming higher-resolution music, ranging from “CD-quality” 16-bit/44.1kHz up to **24-bit/192kHz**.

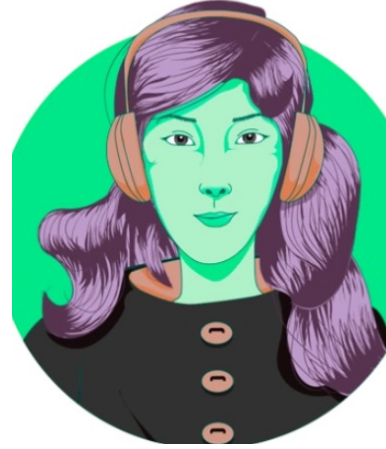
USER PERSONA



Ron | 34 years
Fashion Designer
California

Goals and Behaviors

- He loves to listen to music while commuting to office and shares songs with friends
- Listens to music and attends music sessions/jamming with friends, quiz on music, games on music,
- Also loves to compose music on his instruments and share with friends



Rachel | 22 years
MBA Student
San Francisco

Goals and Behaviors

- She is an outgoing and social person. Loves to hangout with friends and attend music concerts or musical nights.
- Listens to podcasts for studying purposes from various coaches, mentors, teachers.
- Listens to music depending on her mood of the day.

PAINPOINTS and SOLUTIONS

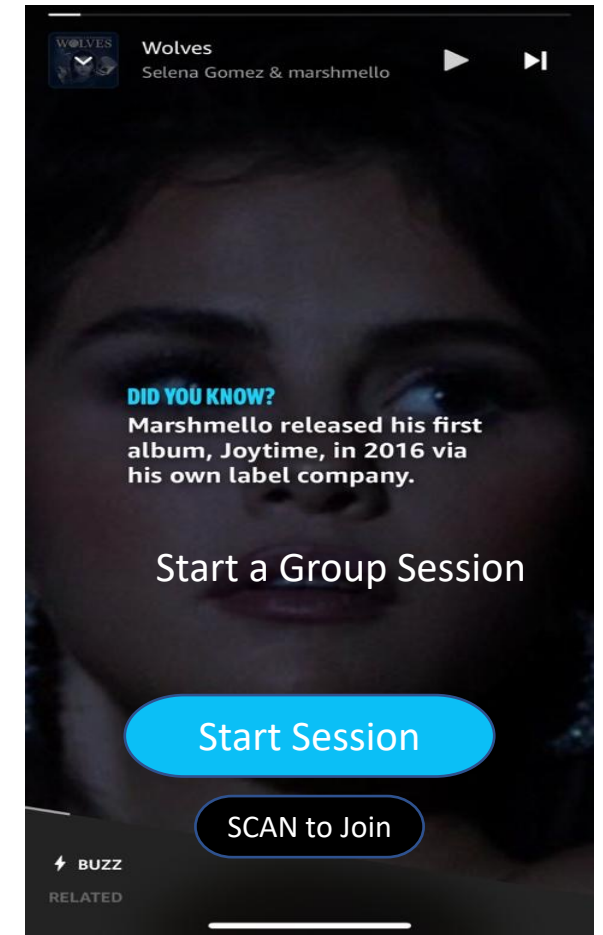
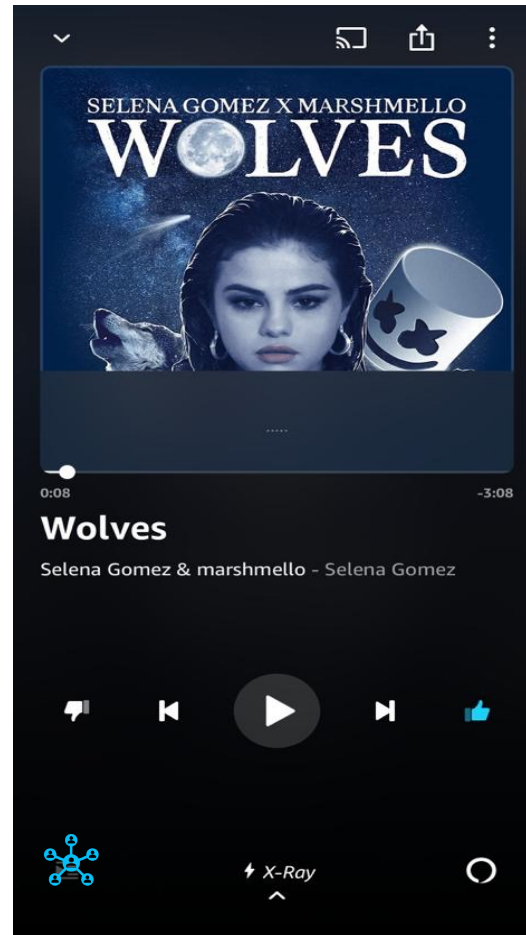
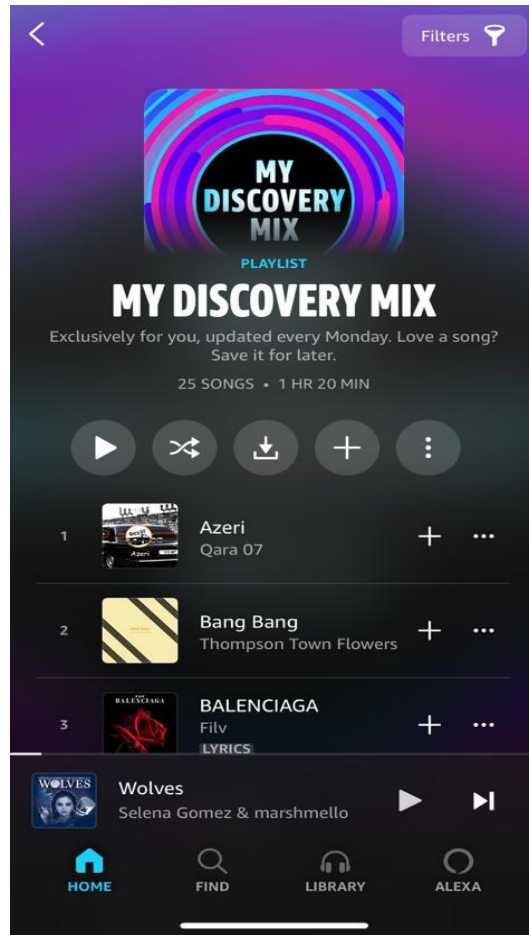
User Persona	User Pain Points	Solutions	Feature Name
Ron	<ul style="list-style-type: none">• Finds it extremely difficult to connect with friends during pandemic• Gets bored after sometime by only listening to music• Unable to upload and receive feedback on the songs composed by him	Option to listen music together with friends.	Music Club Sessions
		Option to attend sessions to engage with musical games, music quizzes, and conversations over music	Music Composer
		Option to upload free composed music with 15GB storage allocation and receive feedback based on analytics	VR Music Concerts
Rachel	<ul style="list-style-type: none">• Due to pandemic, unable to attend music concerts and musical nights• Finds it extremely irritating when she cant listen to music based on her mood• Prefers to take notes while listening to podcasts. She needs to open a third-party notes app to do the same	Leverage the VR technology to provide a real time immersive musical concert experience	Music Moods
		Algorithm to showcase playlists based on moods	Notes Taking
		Option to take notes while listening to podcasts	

FEATURE PRIORITIZATION

FEATURE	REACH (%)	IMPACT (Scale of 1-5)	CONFIDENCE (%)	EFFORT (Person - month)	RICE SCORE	PRIORITY
Music Club Sessions	90	5	95	2	21375	1
Music Composer	90	4	90	2.5	12960	2
VR Music Concert	80	4	90	3	9600	4
Music Moods	70	3	85	1.5	11900	3
Notes Taking	60	1	80	1	4800	5

Based on the RICE Score, we will implement the Priority 1 and Priority 2 Features in Phase 1 and then build the other features based on their priority.

Feature 1 - Music Club Sessions

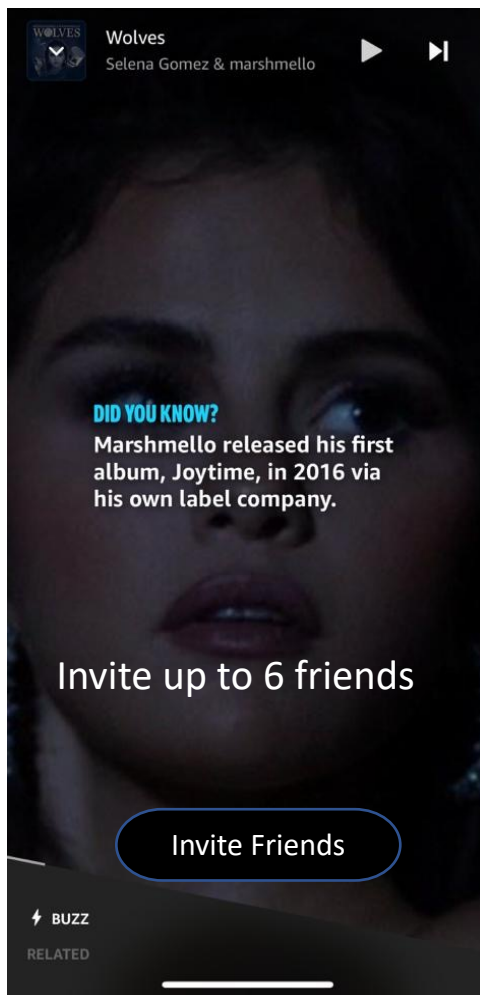


Step 1 – Go to Home page on Amazon Music.

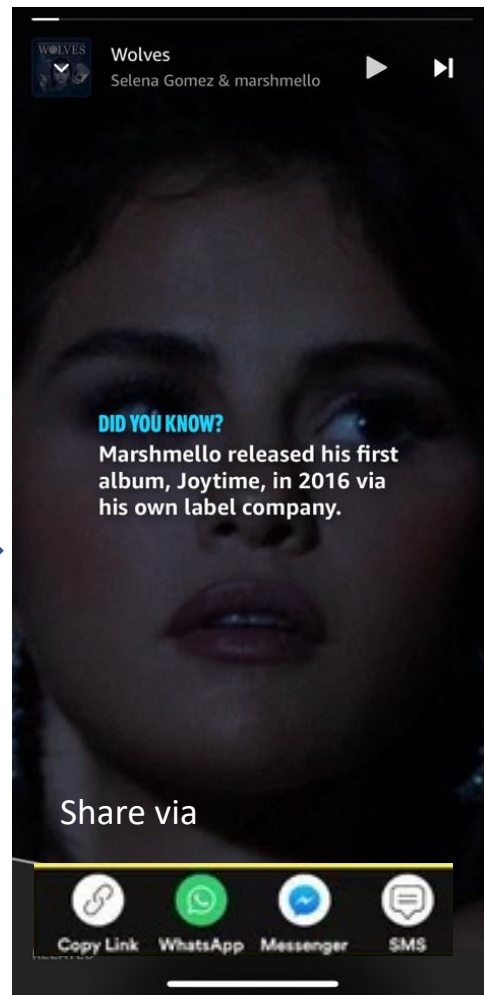
Step 2 - Select a song from playlist or podcast season.

Step 3- Tap the **Connect** icon in the bottom-left corner of your screen.

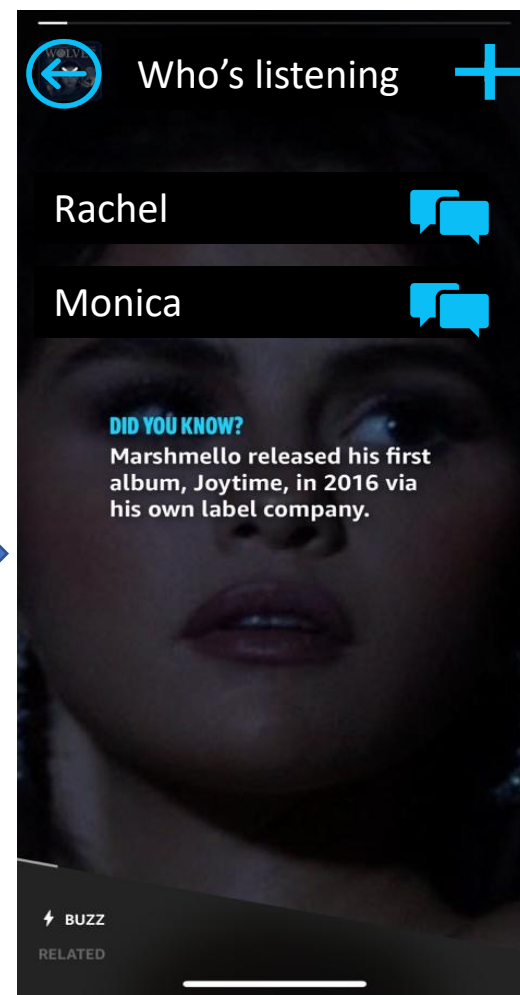
Step 4- Select **Start Session** under the “Start a Group Session” option. User can either “Start a session” or “Join a session”.



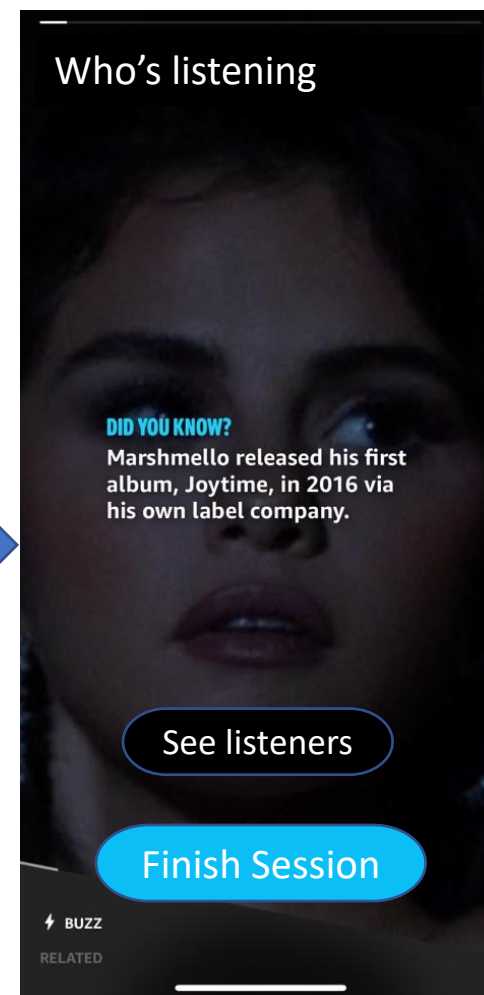
Step 5 - Click **Invite Friends**.



Step 6- Select your preferred invite method. You can send a link directly by selecting **Copy Link**, **SMS**, or a messaging app like Whatsapp/FB Messenger/Slack

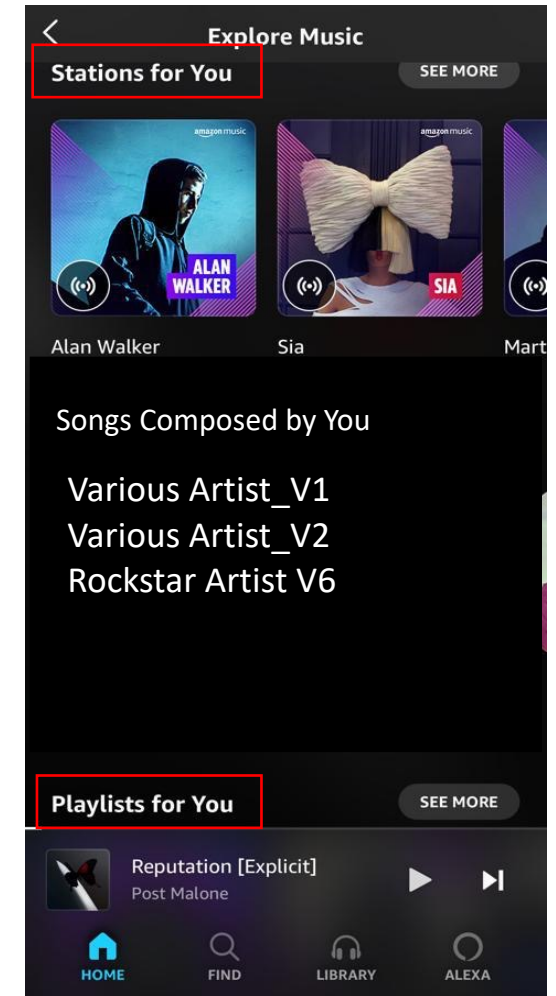
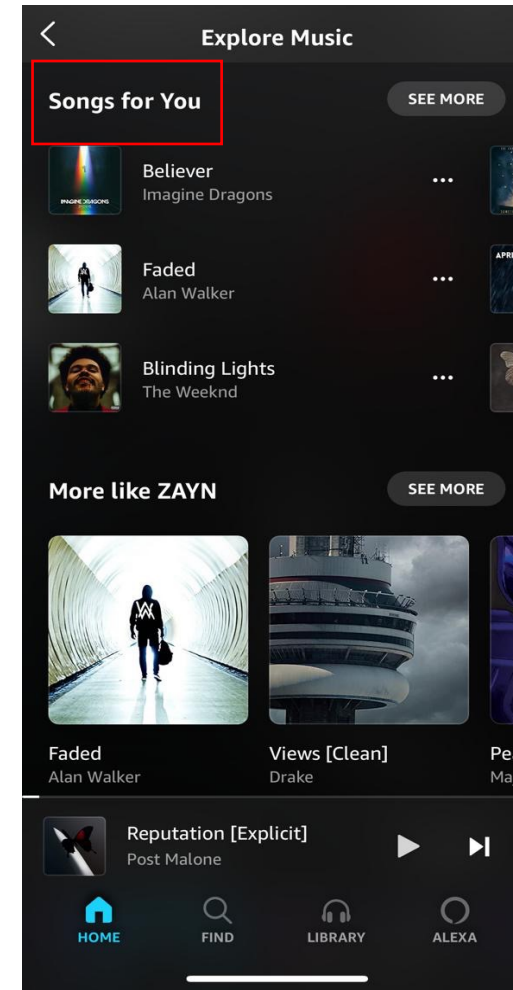
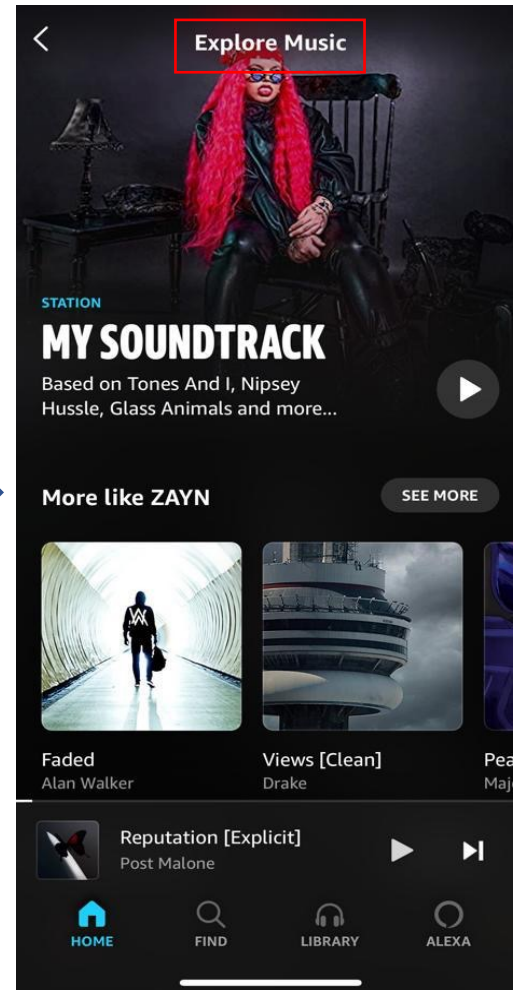
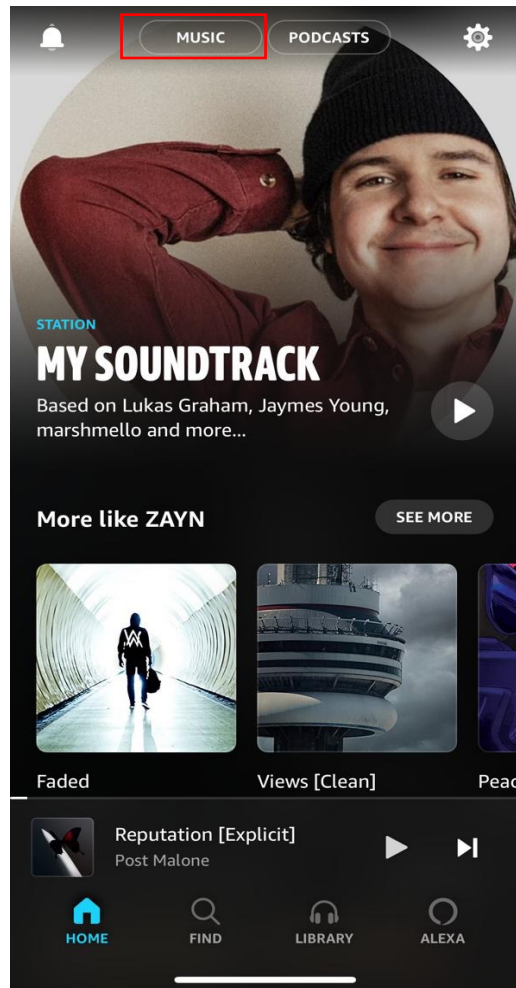


Step 7- To end the Group Session, click the **Left-Facing Arrow** to return to the **Connect** screen.



Step 8- Click **Finish Session**.

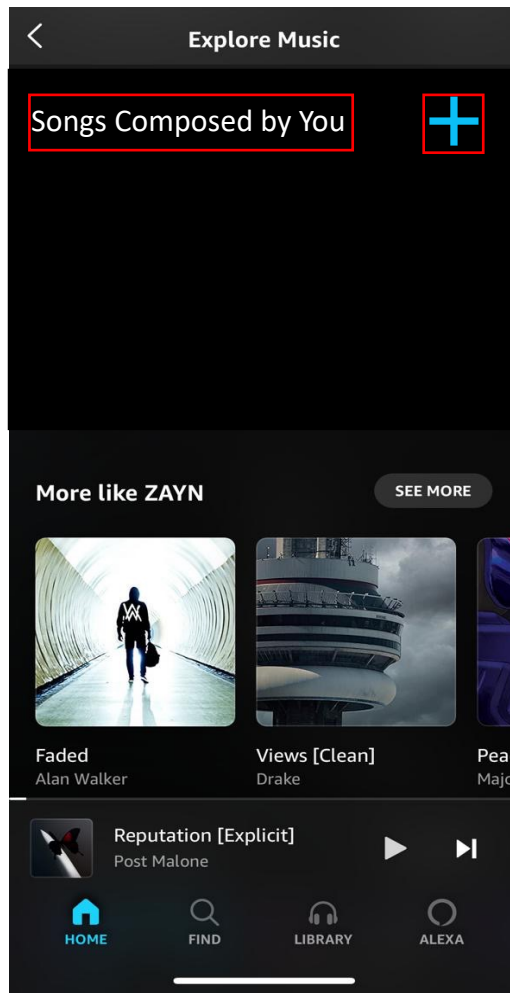
Feature 2 - Music Composer



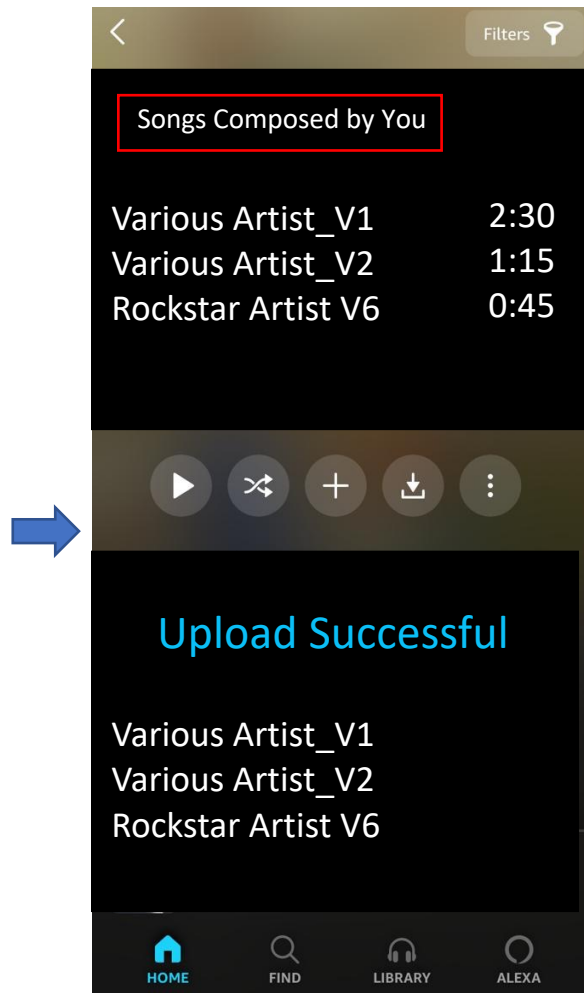
Step 1- Go to Home page
on Amazon Music

Step 2- Click on Music tab

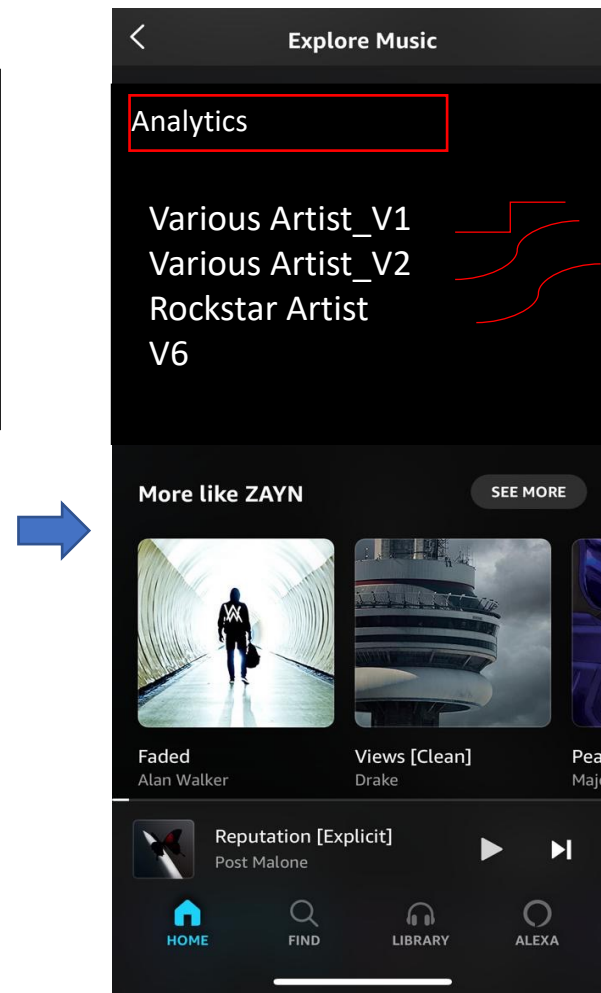
Step 3- In the Explore Music Page, there are list of “Songs for You”, “Stations for You”, “Playlists for You”, “Albums for You”, “New Releases for You”, and it will feature “Songs Composed by You”



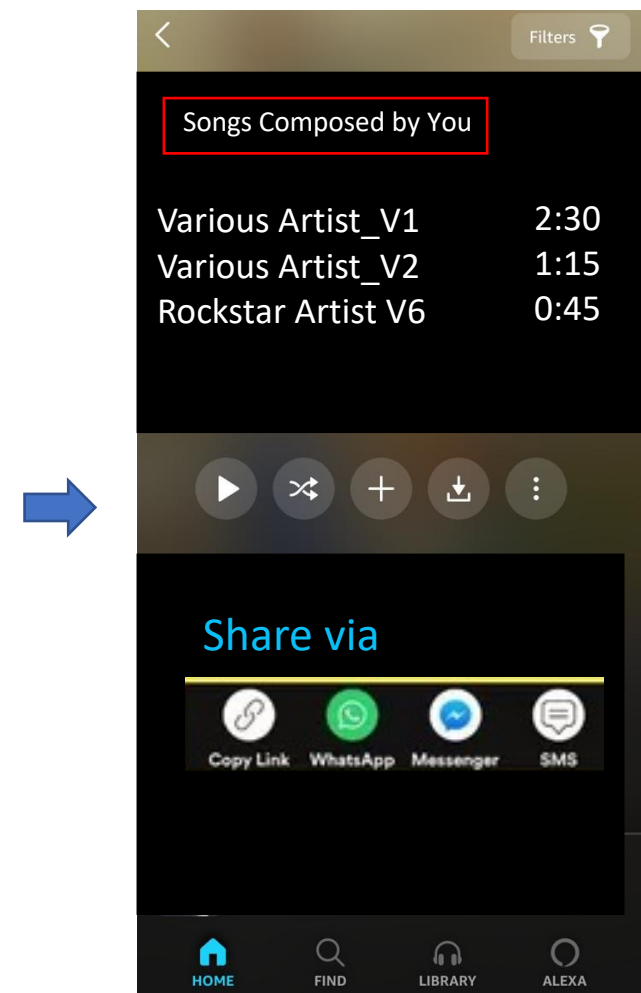
Step 4- Click on the “Songs Composed by You”



Step 5- Click on “+” to upload and select the song to be uploaded



Step 6- Upload successful and check analytics page for analyzing performance



Step 7- Share “Composed songs” with friends

GO TO MARKET STRATEGY

For both features we will do extensive user research and study the user trends. Post that we will begin with design and technical development.

Feature Development

01

Criteria: No bugs in the final testing week

Criteria: At least 50% of customers disappointed if features were taken away

02

Pre Launch

We will release both features for early cohort of 1% of customer base.

We will release features for early cohort of 10% of customer base

Beta Launch

03

Criteria: Increased engagement with the features

Criteria: Features improved as per feedback and no bugs in the final testing

04

Feedback

The feedback can be taken from users by means of surveys and interview with sample users.

After making the changes as per feedback, we will roll out the final versions of the features

Release

05

SUCCESS METRICS

Features

Metrics

KPIs

Music Club Sessions

Engagement of listeners
Engagement of listeners
Engagement of listeners
Acquisition of listeners

of sessions/listeners
of sessions started
Time spent by listeners/session
of new users who joined by invite

Music Composer

Engagement of listeners
Engagement of listeners
Acquisition of listeners

of music content uploaded
Time spent by listeners/uploaded music
of new users who joined by invite only

THANK YOU