

LAUNCHING SOCIAL FEATURES



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LIVE CHALLENGE - 180

ABOUT SPOTIFY

- An online music streaming service which offers streaming of over 100 million songs and five million podcasts.
- Spotify was founded in 2006 in Stockholm, Sweden, by Daniel Ek and Martin Lorentzon.
- Spotify has around 527 million monthly active users.
- There are two versions of Spotify: a premium monthly subscription service and a free service which is supported by advertising.
- In India, Spotify has tripled its user count over the last two years, implying having around 55 million monthly active users, as of April 2023

FEATURE OFFERINGS

Recommendations
on playlists, songs

Followers and
Followings of
artists

Group Session
upto 5 friends

Share playlists / songs
with friends or social
media platform

Shuffle order of
songs in playlist

Go to Radio

Add free
listening music

Download Songs
to listen when
offline

★ Premium features

PROBLEM STATEMENT

- Apart from the yearly Wrapped which has been a huge hit across the globe, Spotify still **lacks the social element** in its app.
- According to a few research studies, it was found that the biggest source of discovering new songs is via **recommendations** from friends and/or via **Instagram reels** shared by users' friend circles.
- Based upon this research study, the **social features on the Spotify platform** needs to be elevated which can be **adopted worldwide** and not just in India.



Mission

To unlock the potential of human creativity and to connect people to the music and podcasts they love while offering artists a platform to reach global audiences.



Vision

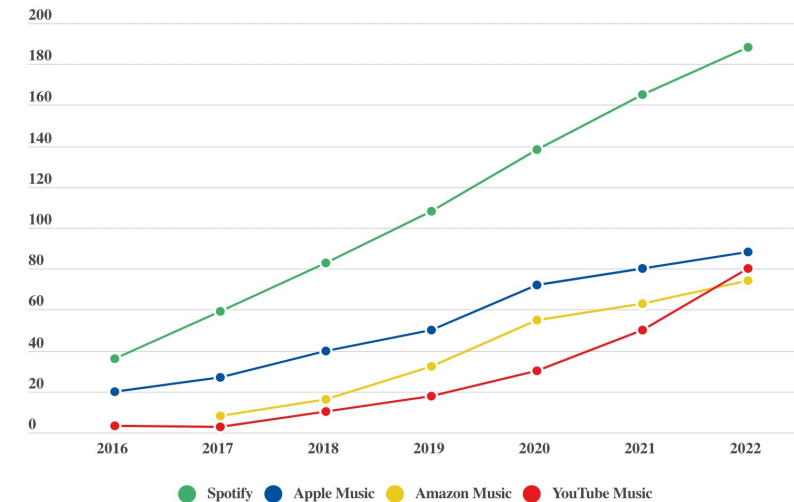
To make a cultural platform where professional creators can break free of their medium's constraints and where everyone can enjoy an immersive artistic experience that enables us to empathize with each other and to feel part of a greater whole.



Goals

To improve user engagement by providing **social features** for users to interact with friends, family and other users. This will lead to enhanced **user engagement** and **retention**. This will also generate **new revenue streams** for Spotify.

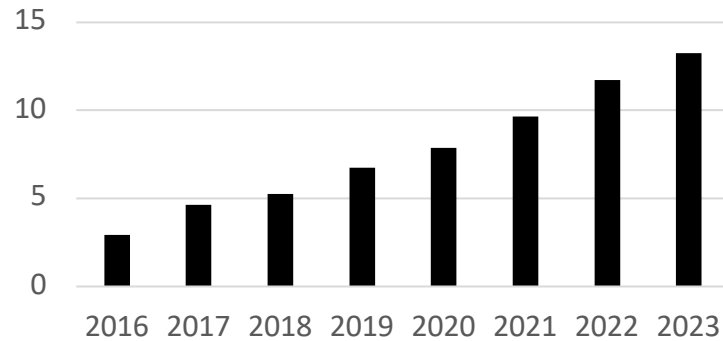
COMPETITOR ANALYSIS



Spotify controls **33% of the global music streaming market** as of 2023. The market share of Spotify has steadily been between **32% and 43% over the last 5 years**

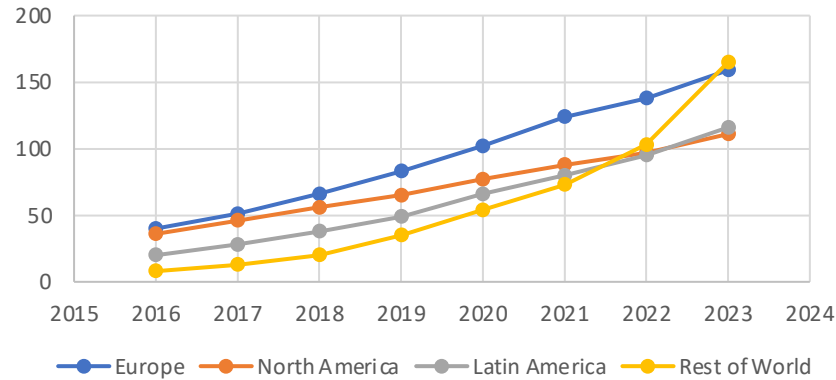
MARKET OPPORTUNITY

Revenue (€bn)



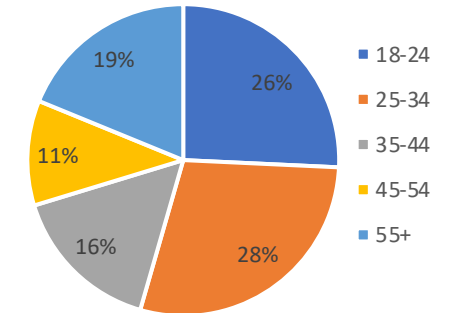
Spotify increased its annual revenue by 12% in 2023 to €13.24 billion. It has tripled its revenue in the past five years.

Subscribers by Region



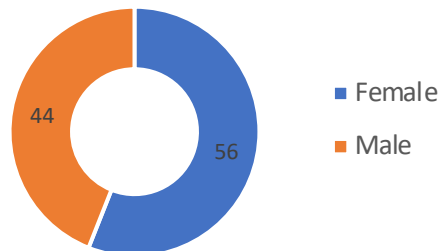
Spotify's rest of world subscribers surpassed Europe for the first time in 2023, becoming the largest market. The country with the most users is the United States, with over 100 million Spotify users.

% of users by age



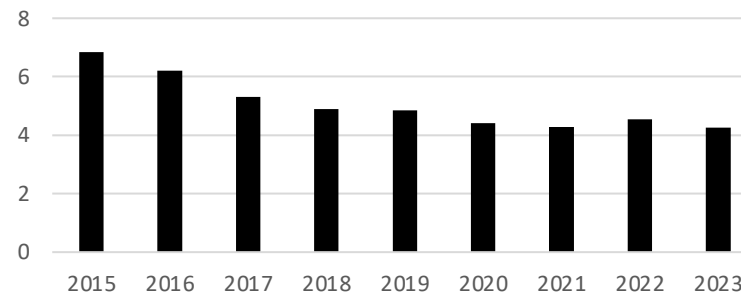
The majority of Spotify users are young adults — mostly **Millennials and Gen Z**. In fact, **54 %** of users fall within the age range of 18–34. **The target users are within this range.**

% of users by gender



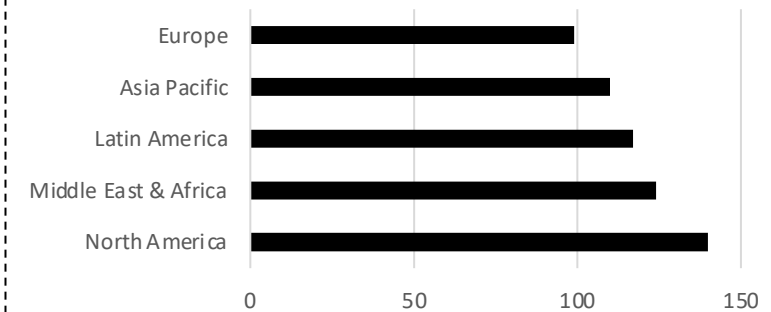
Women make up 56% of Spotify's usage, which matches with surveys conducted

Average revenue per user (€)



Spotify average revenue per user decreased in 2023 to €4.27,

Average daily usage (minutes)



North American users spend the most time on Spotify every day, European users spend the least amount of time on the platform.

USER PERSONA



Name - Michelle
Age - 22 year old
Profession - MBA Grad
User Segment - Listener

NEEDS

I want to explore different kinds of music across the world by connecting with people from different corners of the world.

MOTIVATIONS

I am very **curious** to understand how music **relates** to other people around the world



Name - Ishan
Age - 27 year old
Profession – Software Developer
User Segment - Listener

NEEDS

I want to create music, understand the intricacies of music and share my music work with people.

MOTIVATIONS

I am passionate about music and wants to create an **identity** for myself.



Name - Emma
Age - 33 year old
Profession – Entrepreneur
User Segment - Listener

NEEDS

I want to see what my friends are currently listening and see the trends around music

MOTIVATIONS

I am interested to understand the what music my friends are listening and not feel **left out** of the group.

PAIN POINTS

The pain points are listed below and are prioritized using a scale of 1 to 5

Users are unable to **connect with friends** other than Facebook friends



Users are unable to **discover music** based on the preferences of connected friends



Users are unable to **create an identity** for themselves through music they listen



Users find it difficult to **understand and learn music**



Users are unable to **engage with artists** which can make them feel disconnected



Users are unable to find the **music culture, literacy and trends** from people all over the world



SOLUTIONS

Avatar Bio

- Enhance user profiles by allowing customization with avatars, banners, and bios.
- Incorporating user-specific details, such as top artists, songs, time spent listening, genre preferences, mood and energy indicators, listening streaks, and a weekly mood based on app usage.
- This addition will provide users with more personalized and comprehensive insight into their music preferences and habits, fostering a deeper connection with their own musical experiences.

Connect with friends

- Users can create accounts or log in using their email, Facebook, or other social media credentials.
- Allow users to link their Spotify accounts with their existing social media profiles.
- This will allow users to connect with users from different parts of the world and they can learn music from each other leading to a sense of belonging

Activity Feeds

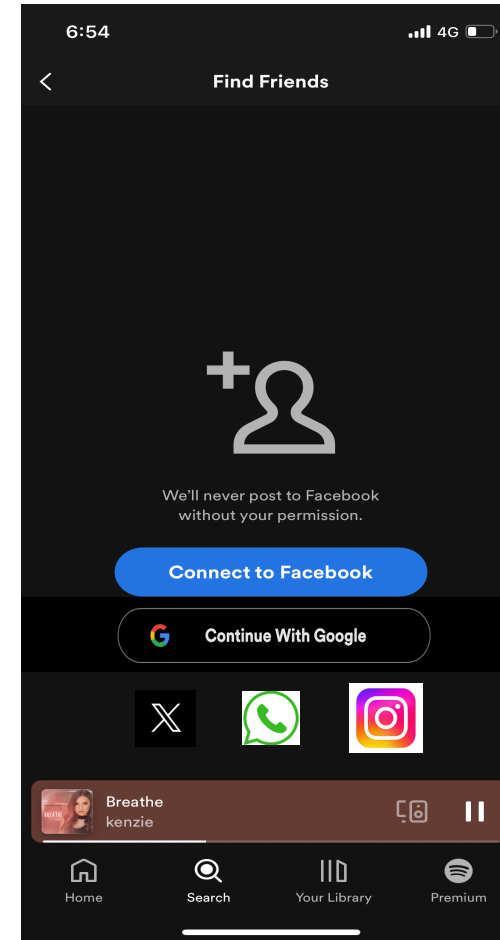
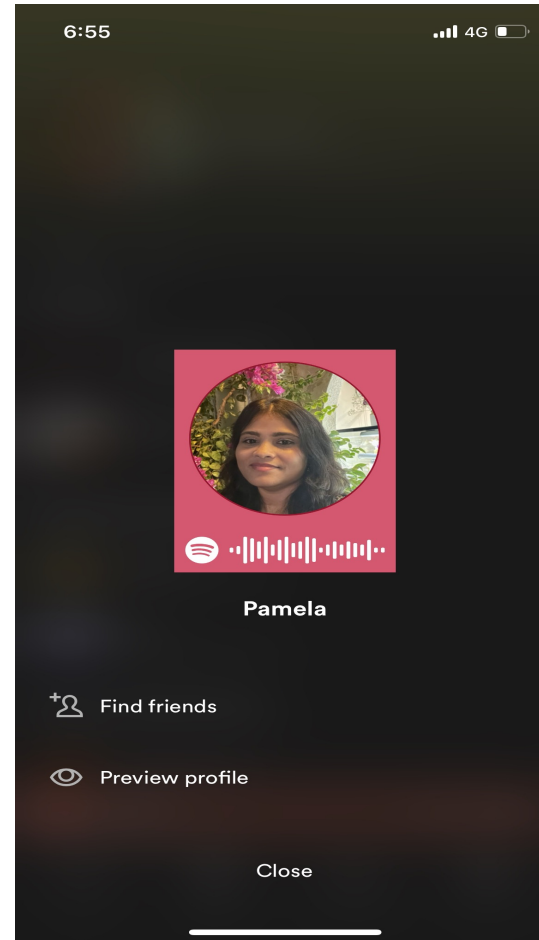
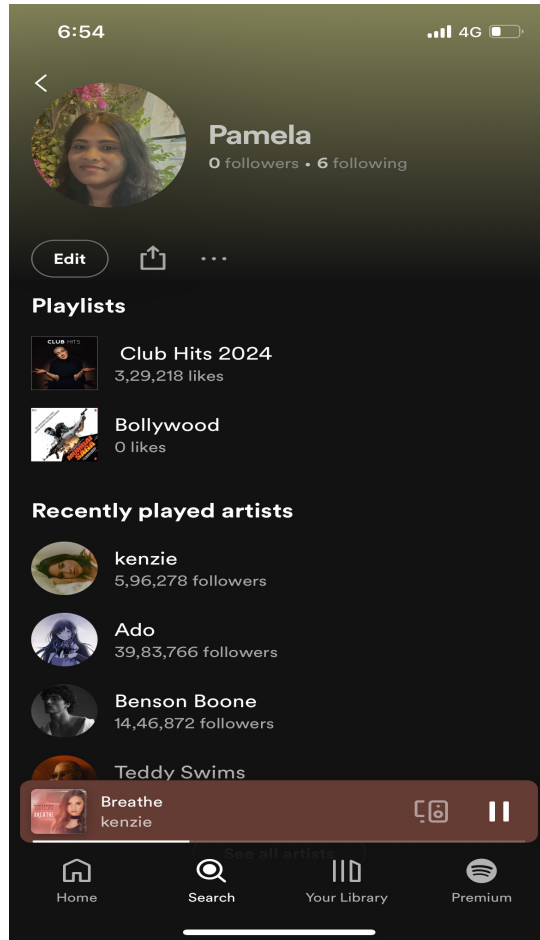
- Introduce a new "Feed" button in the main navigation menu, featuring two tabs: "Posts" and "Activity."
- These tabs will displays friends' recent musical activities, such as playlists created, songs liked, or albums listened to.
- The "Feed" is designed to provide a dynamic and engaging space for users to discover and interact with music-related content and activities.

PRIORITIZATION

SL No	Solutions	Reach	Impact	Confidence	Effort	RICE Score	Rank
1	Avatar Bio	4.00	3	100%	0.75	16	3
2	Connect with Friends	3.00	4	100%	0.5	24	1
3	Activity Feeds	5.00	5	90%	1	22.5	2

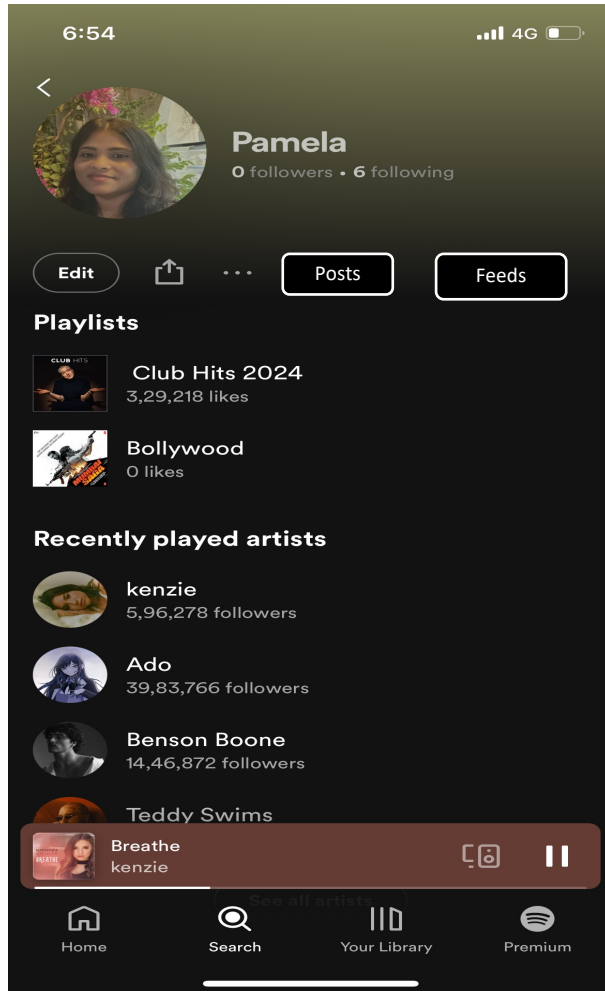
Based on the RICE score, “Connect with Friends” solution is the top priority. After this, the second priority is “Activity Feeds”. These 2 features can be implemented in Sprint 1 as it will help in acquiring more users to the platform. And lastly, the profile bio of the users can be implemented in the next Sprint which will lead to better user engagement.

1. Connect with Friends

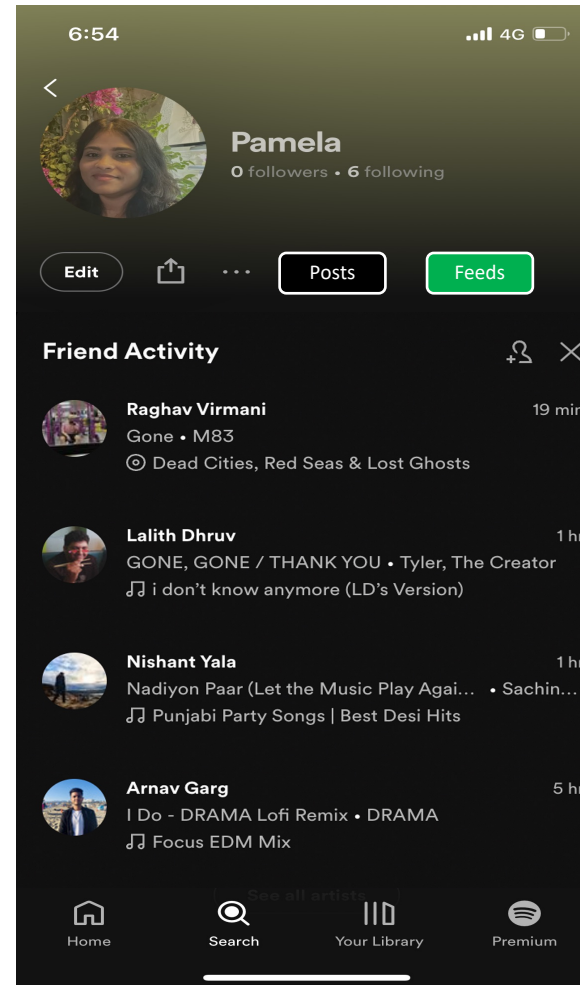


1. Go to Profile
2. Click on "Find Friends"
3. Connect with friends through Facebook, Google, Instagram, Twitter, WhatsApp and other social media platforms
4. This will enable new authentication mechanisms and friend discovery easier

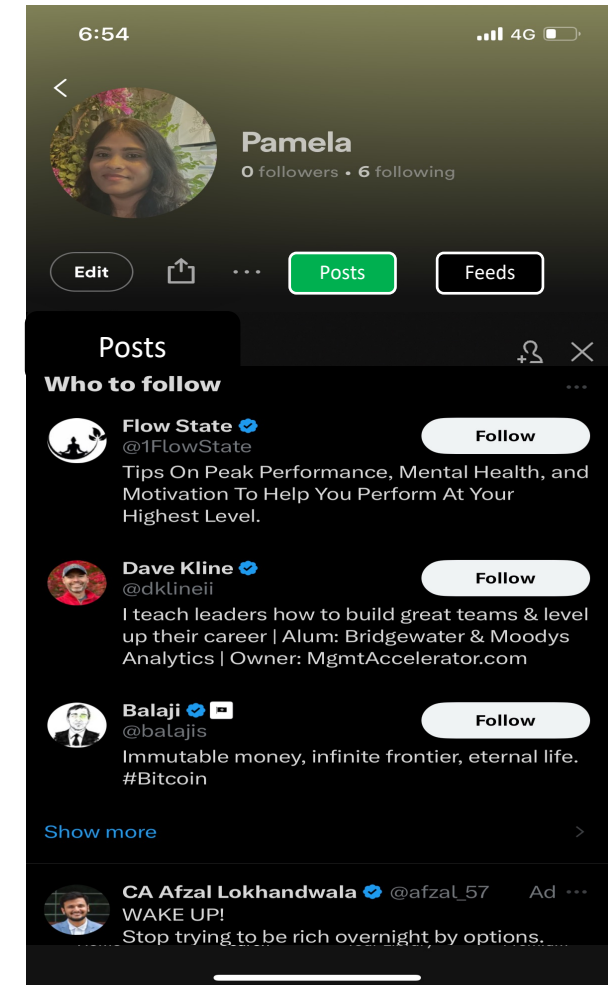
2. Activity Feeds



1. The two tabs “Posts and Feed” added on the profile

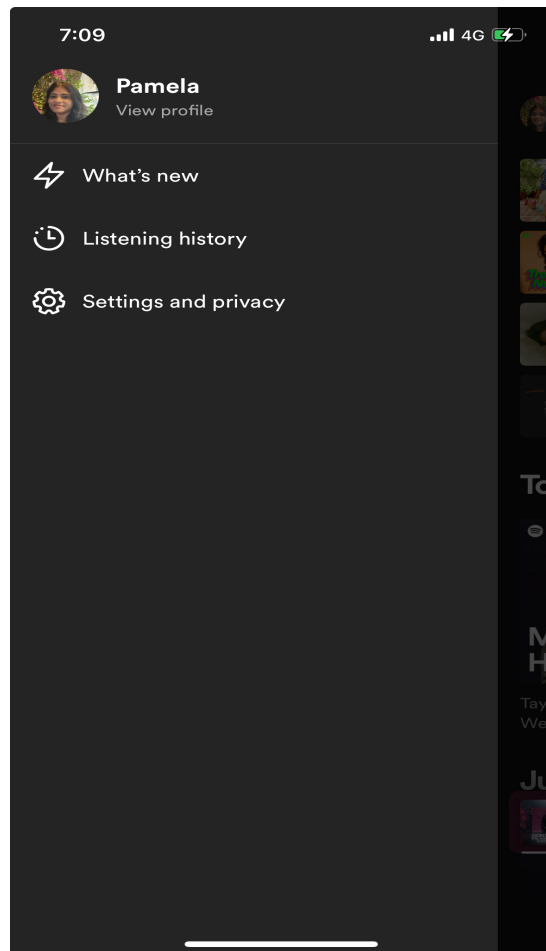


2. Click on Feeds to see what your friends are listening to

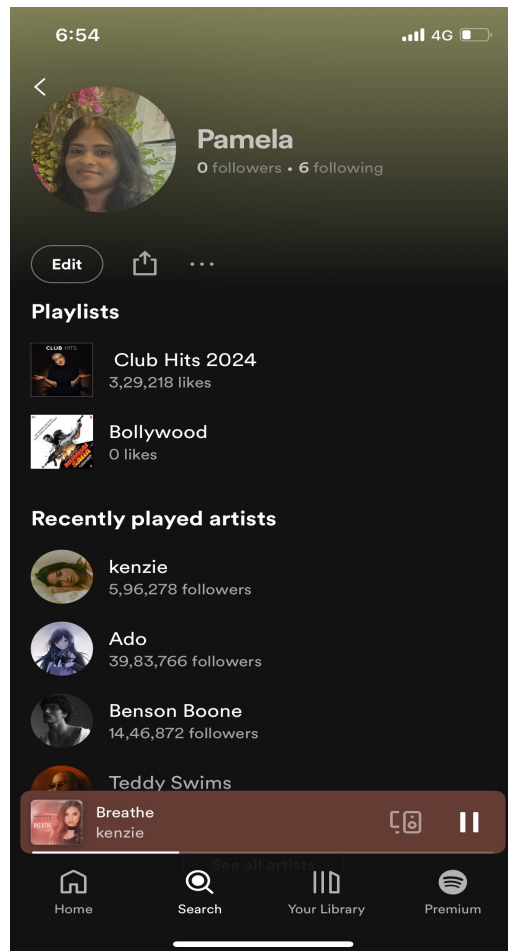


3. Click on Posts to see what your friends are posting and it also suggests friends whom you can follow.

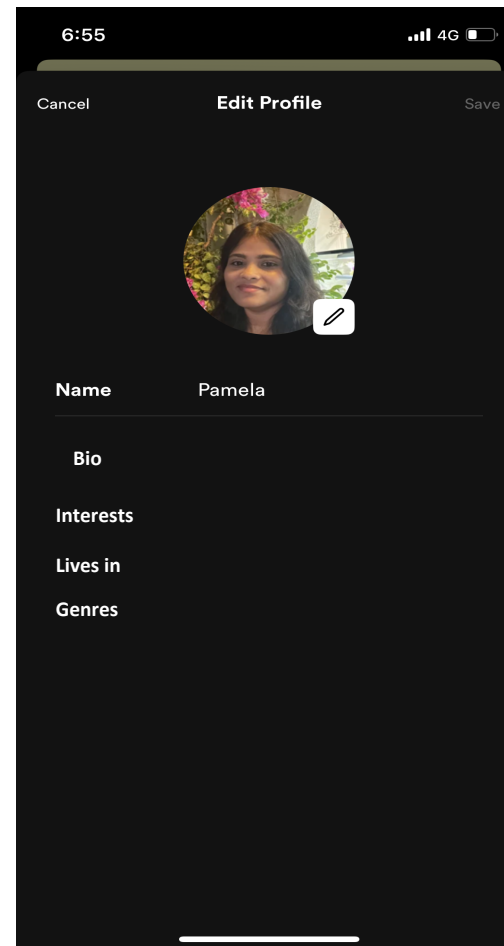
3. Avatar Bio



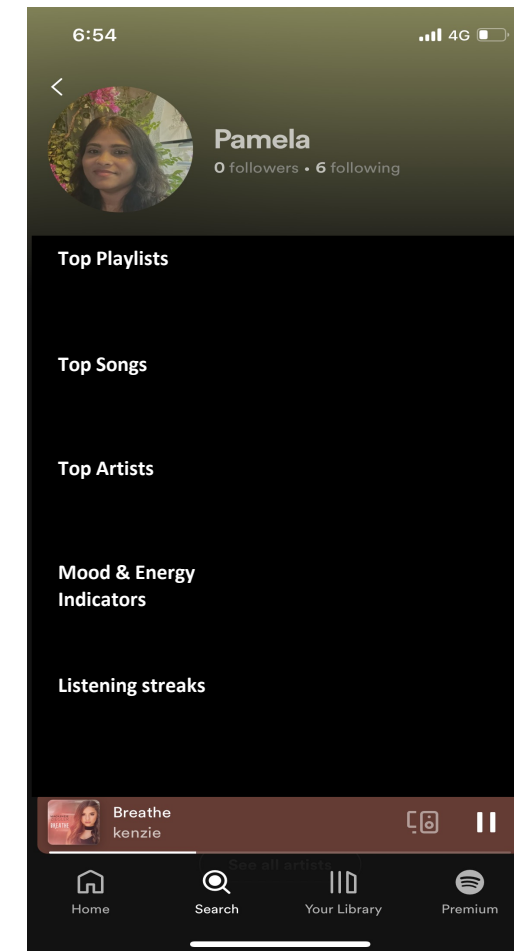
1. Go to “View Profile”



2. Click on “Edit Profile”



3. Add “Bio”, “Interests”,
“Location”, Genres”.
4. Create profile pictures as
avatars using GenAI models



5. On profile page, show the “Top
Playlists”, “Top Songs”, “Mood
and Energy”, Listening Streaks
along with listening hours

SUCCESS METRICS

Avatar Bio

**NSM : # of profiles
updated/week**

**L1 : # of followers / user
profiles**

**L2 : # of followings / user
profiles**

Connect with friends

**NSM : # of
connections/social media
platform**

**L1 : # of friends from social
media platforms who start
using Spotify**

**L2 : # of friends from social
media platform who start
following users or artists**

Activity Feeds

**NSM : Monthly Active
Users**

L1 : # of posts created/user

**L2 : # of interactions on
users feed**

GO TO MARKET STRATEGY

Pre-Launch

Market Research

- Conduct extensive market research to understand user preferences
- Post that we will begin with design and technical development.

Beta Testing

- Beta testing in internal groups prior to feature release
- A/B testing to study controlled group behaviour

Collaborate with Influencers:

- Partner with influencers, musicians, and content creators to showcase and promote the new social features.
- Leverage influencers to create buzz and reach a wider audience.

Launch

Launch events

- Host a virtual launch event or livestream featuring popular artists, industry experts, and influencers.
- Showcase the key social features and their functionalities during the event.

Exclusive Early Access:

- Offer exclusive early access or perks to existing premium users, encouraging them to explore and promote the new social features.
- Use exclusivity to drive initial engagement and word-of-mouth marketing.

Post-Launch

Analytics and KPI Tracking:

- Utilize analytics tools to track key performance indicators (KPIs) related to social engagement, user growth, and feature adoption.
- Assess the impact of social features on overall user retention and satisfaction.

Gather User Feedback:

- Actively monitor user feedback through various channels, including social media, in-app surveys, and customer support.
- Implement iterative updates based on user suggestions and identified pain points.

THANKYOU

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