

Spotify®
Colors

Music is identity.

It's a way to communicate who we are.

Research shows that despite all modern sources of music, the way we most often share music, is still by word of mouth.

But when asked if one really listen to that recommended song, the answer is generally "no".

The complex interfaces are for many users too complicated, preventing them from effortlessly share their music with each other. Something human is perceived to have been lost in the digitalization of music.

This project aims to improve the experience of sharing digital music, by a closer user to user connection and a way to express an identity.

The Target User

CONNECTION TO ARTIST.
PROUDNESS.
EARLY ADOPTER.
DIGS FOR MUSIC.
TRENDSETTER.
NEED TO EXPRESS IDENTITY.

In colab with
Spotify®

A 10 WEEK
LONG PROJECT
AT THE UMEÅ
INSTITUTE OF
DESIGN



How we discover and share music.

USER INTERVIEWS

Pontus
"I prefer someone to personally recommend songs rather than an algorithm"

Lisa
"I follow my favourite bands' playlists"

Hannah
"I stumble upon new music. It's totally random"

Erik
"I do use Spotify to find music"

Daniel
"Spotify playlists mostly. But mine are so messy I don't get many followers"

Arash
"A friend said: You can listen to it on Youtube."
"No! Just show me!"

Gustaf
"Through friends tips"

Folke
"What's Spotify?"

TOP SOURCES FOR MUSIC DISCOVERY - (NIELSEN)

49%
Am/fm
"over the air" radio.

27%
Online music services.

40%
Friends & relatives.

25%
Social media.

SOCIAL INTERACTION
37%
Favours traditional radio much because of the djs.

54%
Are more likely to buy music if a friend recommended it.

32%
Share playlists with others.

55%
Use social media to follow or stay informed about musicians they like.

PLAYLIST TRENDING
58%
Create their own playlists.

48%
Prefer curating their own playlists to listening to playlists created by others.

35%
Use public playlists based on genres or moods.

44%
Love creating their own playlists when using streaming services.

Research.

According to research, the users today miss a human to human connection in the sharing of music. Music is expected to be a social experience.

We still share, but the process of sharing is perceived as tedious for many users, due to flows and user interfaces.

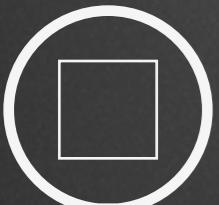
At the same time, playlists are going big. People care, and nurse their playlists - they're proud.

The user is more and more becoming an artist - as the importance of playlists grows.

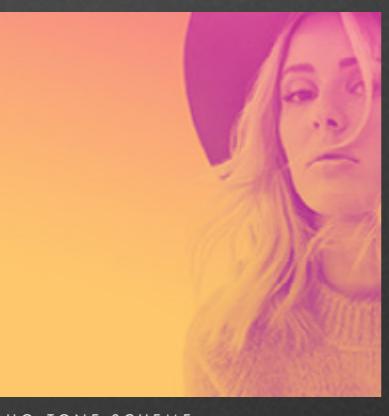
Focus

- sharing
- social interaction
- ease of access
- User development possibilities

The Brand.



The Colors.



DUO-TONE SCHEME.



The Interview.

“

- I AM ANNA AND I'M 23 YEARS OLD, LIVE IN STOCKHOLM AND I STUDY TO BECOME A NURSE. I GUESS YOU COULD SAY I'M AN ART & MUSIC GEEK AND I LOVE TO DRAW.

I'D SAY I LISTEN TO MUSIC EVERYDAY, AT HOME, ON THE BUS, WHEN I GO RUNNING, AND IN SCHOOL. EVERYWHERE REALLY.

- I LOVE SPOTIFY, AND I USE IT ALL THE TIME. BUT TO BE HONEST I DON'T LOOK FOR NEW MUSIC MUCH. SOMETIMES I LISTEN TO THOSE "AUTO-RECOMMENDED" SONGS, AND ALL THAT, BUT IT CAN BE REAL ANNOYING.

I GO TO A LOT OF CONCERTS FOR NEW MUSIC THOUGH, BUT WHEN MUSIC IS RECOMMENDED TO ME, I NORMALLY FORGET ABOUT IT, AS IN THOSE MOMENTS THE SITUATION SEEMS TO SELDOM BE ONE TO OPEN UP YOU PHONE

The Interests.



▲ OUR USER ENJOYS CONCERTS AND OTHER CULTURAL AND ARTY EVENTS.



”



The User.

"when music is recommended to me, I normally forget about it"



The Context.

THE USER LIVES IN A MODERN, TRENDY APARTMENT IN THE CITY, SPENDING A LOT OF TIME GETTING IT "RIGHT". IT IS MINIMALISTIC, WITH A PINK FLAMINGO IN THE CORNER FOR ADDED COOLNESS.

The User & The Issues

1

Need to express identity.

THERE'S A NEED TO SHOW WHO YOU ARE THROUGH THE MUSIC YOU LISTEN TO. IN THE DIGITAL WORLD, THERE'S NOT REALLY AN EQUIVALENT TO SEWING A BAND PATCH TO YOUR JACKET

2

Need for easier interaction

PHONES ARE SMALL, HAVE TOUCH SCREENS, COMPLEX USER INTERFACES AND ARE IN YOUR POCKET MOST OF THE TIME - THEY ARE NOT EASY TO HANDLE WHEN IT COMES QUICKLY SHARING YOUR MUSIC.

3

Easier interaction - again

IF NUMBER 2 IS A PROBLEM, THE GRAPHICAL USER INTERFACES MAKES IT AN EVEN BIGGER PROBLEM. THERE'S QUITE A BIT OF FIDDLE AROUND UNTIL YOU'VE MANAGED TO SHARE YOUR SONG OR PLAYLIST.

4

Lack of human interaction

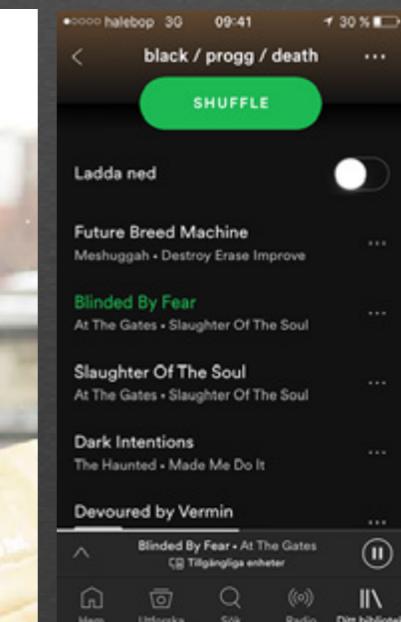
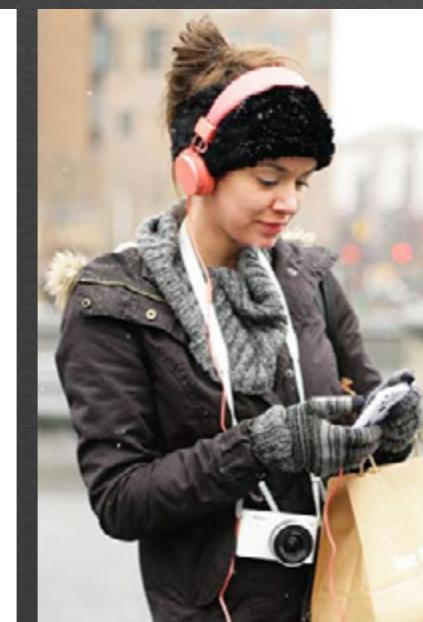
WE ARE SOCIAL BEINGS AND WHEN SHARING MEANS COMMUNICATING THROUGH DIGITAL MEDIA IT IS PERCEIVED THAT SOMETHING HUMAN IS LOST IN THE PROCESS.

The Issues.

1



2

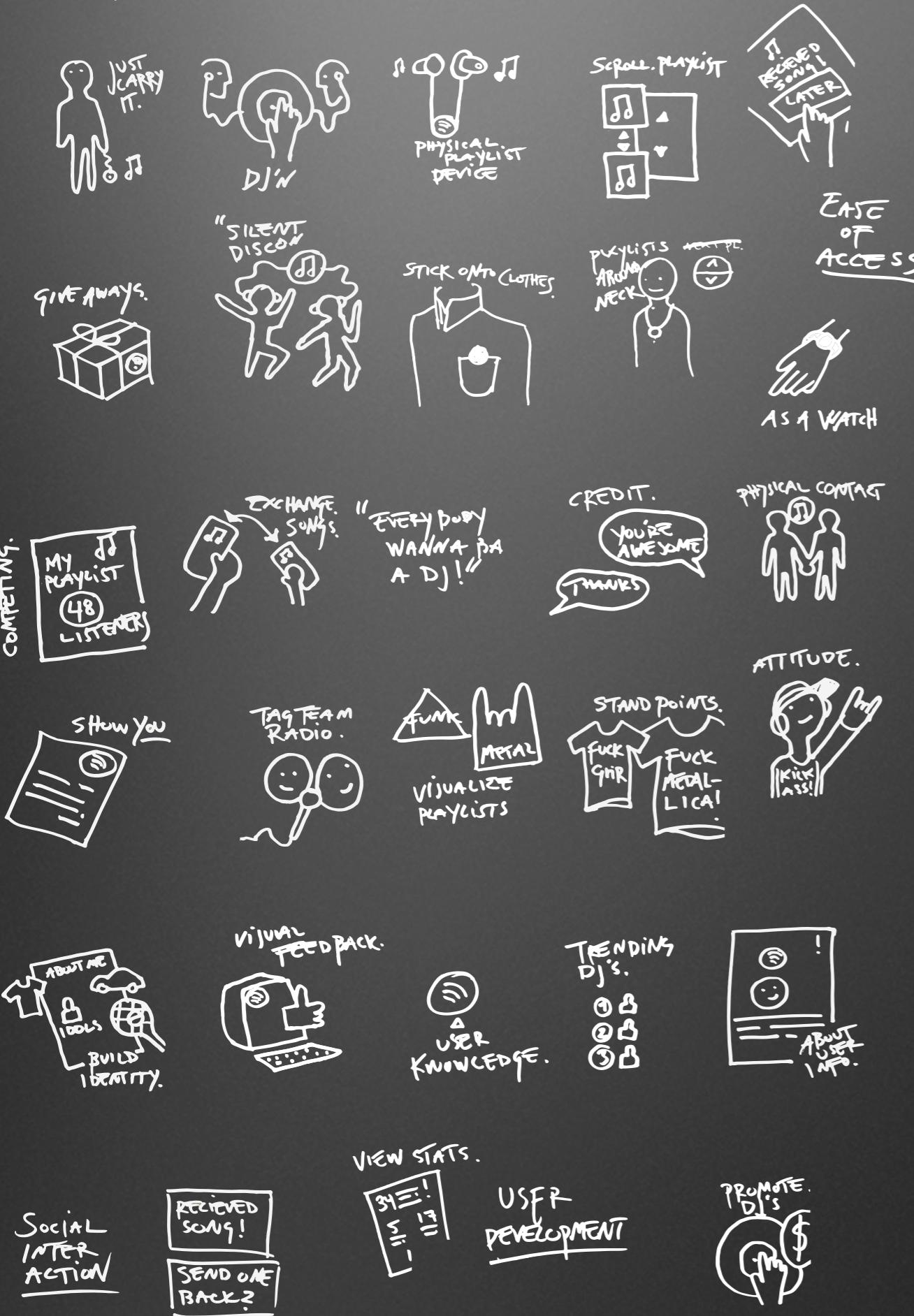


3

4



SHARING



IDEATION

KEEPING THINGS CLEAR & IN ORDER

1

Group Creative Techniques

THIS BRAINSTORM SESSION WAS DONE IN A GROUP OF MIXED PEOPLE RANGING FROM SPOTIFY STAFF AND SOUND TECHNICIANS TO 7 YEAR OLD KIDS AND A HAIRDRESSER. THE POINT IS THE GET DIFFERENT MINDS TOGETHER - COMING UP WITH IDEAS FROM THEIR POINT OF VIEW - RESULTING IN QUITE DIFFERENT SOLUTIONS.

WHEN THEN CROSS-BREEDING THESE IDEAS TOGETHER, ONE CAN END UP WITH SOME VERY INTERESTING RESULTS.

TAKING IT EVEN A STEP FURTHER, I THEN TYPICALLY USE THESE CROSS-BRED IDEAS AND APPLY OTHER CREATIVE TECHNIQUES - SUCH AS "SCAMPER" TO THEM FOR YET ANOTHER LEVEL OF LATERAL THINKING. THIS IS OFTEN THE CASE WHEN SKETCHING - AS SEEN TO THE RIGHT

2

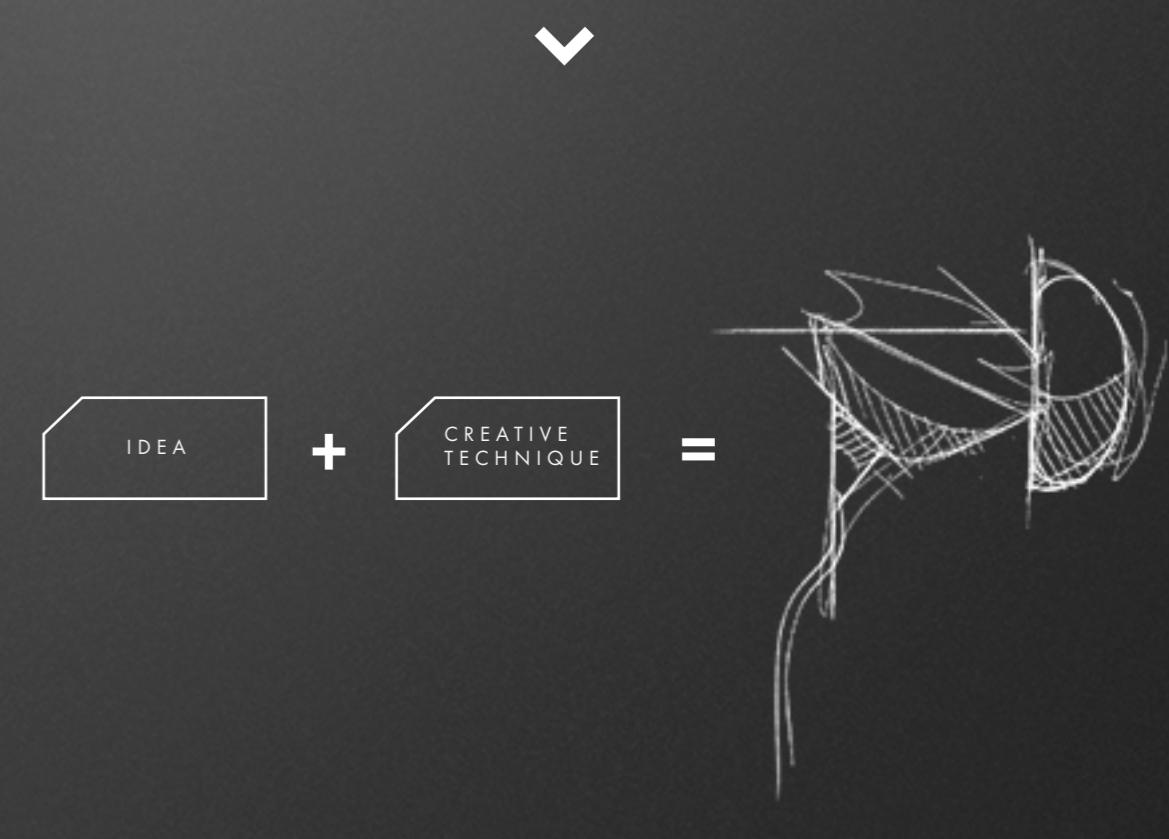
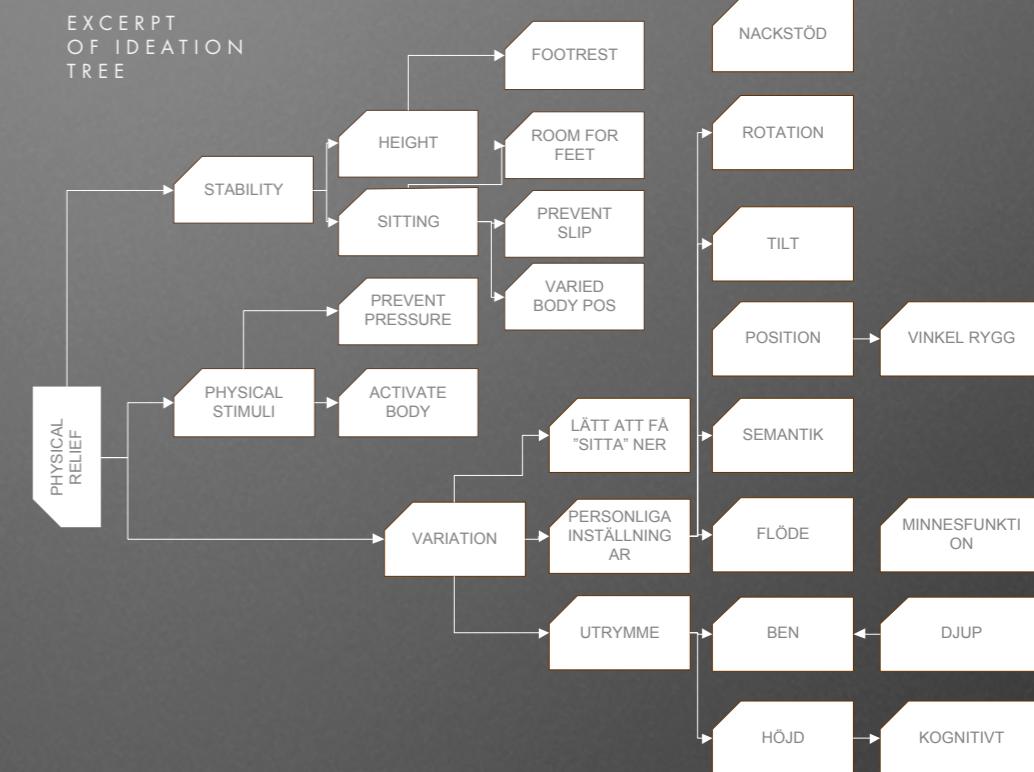
Ideas & Communication

WE'RE BORN WITH LOGIC AS OUR FIRST LANGUAGE AND AFTER A CRAZY BRAINSTORM SESSION, IT'S NECESSARY TO BREAK IT ALL DOWN AND ORGANIZE THINGS. I ALWAYS PUT MY IDEAS IN AN IDEATION TREE, SIMILAR TO A FLOW CHART, WHICH CAN SHOW A WHOLE IDEATION DEVELOPMENT IN ONE SINGLE PAGE - MAKING IT GREAT FOR COMMUNICATING IDEAS AS WELL AS FURTHER DEVELOPING THE IDEAS AS YOU GET A NICE OVERVIEW OVER THE PROJECT

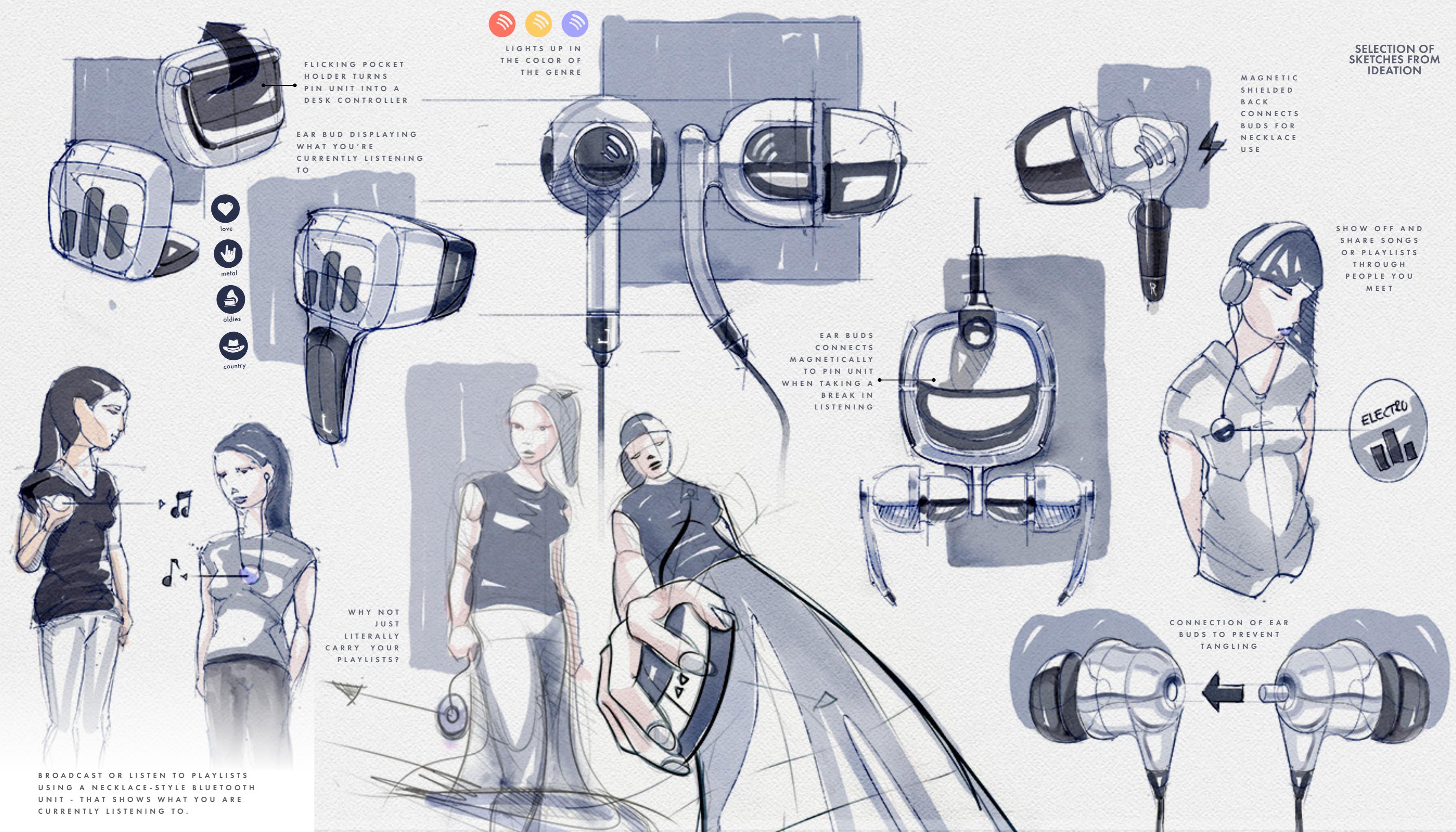
3

Sketching

FURTHER DEVELOPING IDEAS BY SKETCHING CONCEPTS IS THE NEXT STEP. ATTACHING THE SKETCHES TO THE IDEATION TREE MAKES IT VERY EASY TO NAVIGATE THE DEVELOPING IDEAS



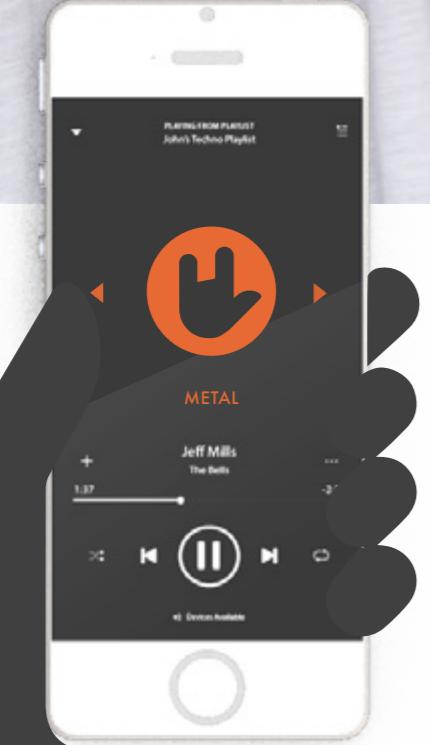
SELECTION OF SKETCHES FROM IDEATION



App Use.



SAVED SONGS
PRE-TAGGED AS
"PUNK" ENDS UP
IN A SPECIFIC
COLOR



Colors App.

Share music with people you meet.

Spotify Colors is a way to find, share, communicate and organise music with colors.

Show who you are by showing off your playlists and see how many listeners you get in Broadcast Mode. Using the pin literally shows what you're listening to to nearby users, while using the phone app still makes you browsable for other nearby pin and phone app users - but is a more private way of sharing.

Discover new music through other broadcasting people you meet - with your pin or with your phone - by connecting and streaming the music they're listening to in Tuned In Mode.

New songs are saved and sorted by color coded genres in your playlist library, keeping your library tidy and making it easy to quickly access your playlists on the fly with your pin or with its corresponding, intuitive controls in the phone app.

Creating a mix tape? Just re-tag the song in the app!
Found somebody's music you like?
Browse their profile for their saved playlists.

The system can be used in three different ways.
Either as a necklace setup, pin setup or by just using the Phone.

Genre Icons.



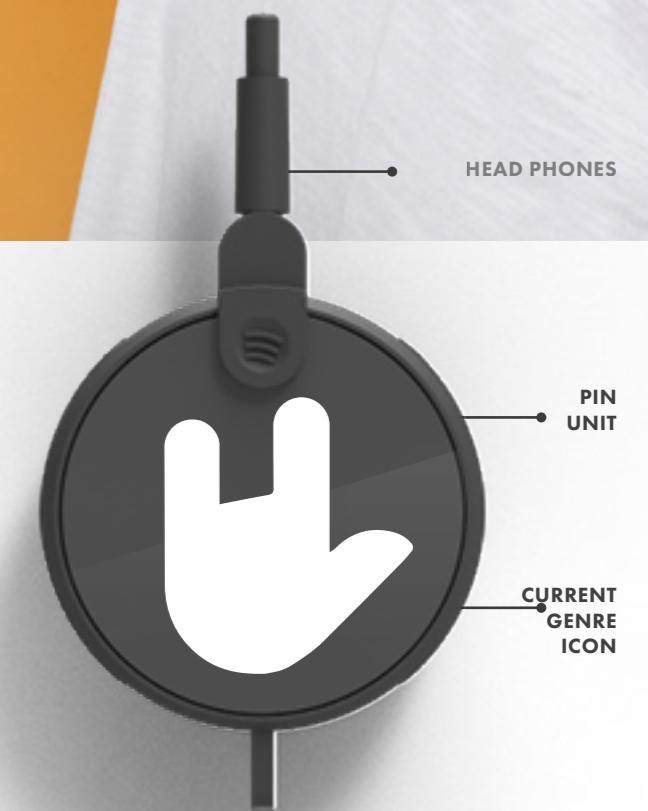
Genre Colors.



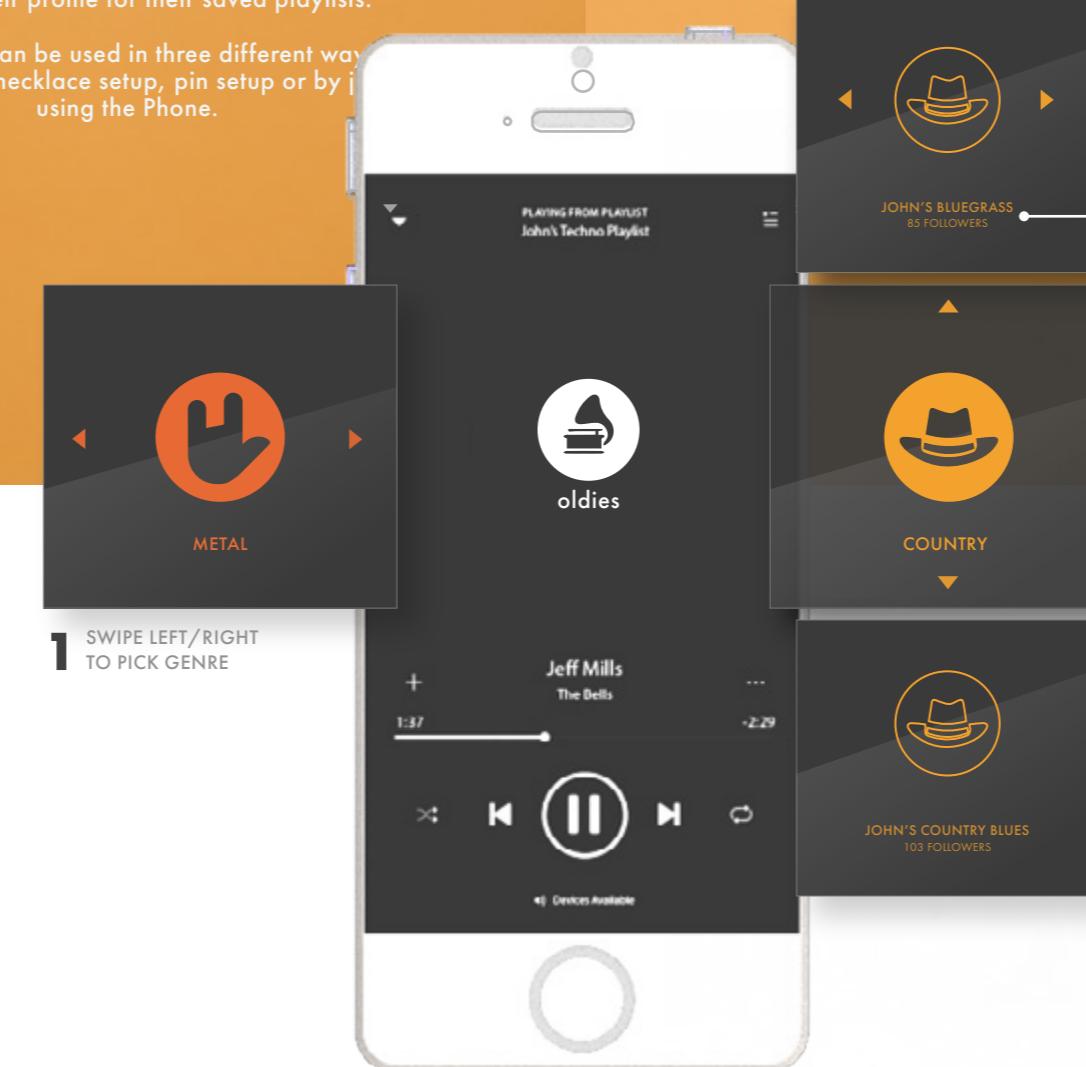
3 SWIPE LEFT/RIGHT AGAIN TO SELECT SONG

CLOSE BY PLAYLIST WHEN TUNED IN LOCAL PLAYLIST WHEN BROADCASTING

2 SWIPE UP/DOWN TO PICK PLAYLIST IN GENRE



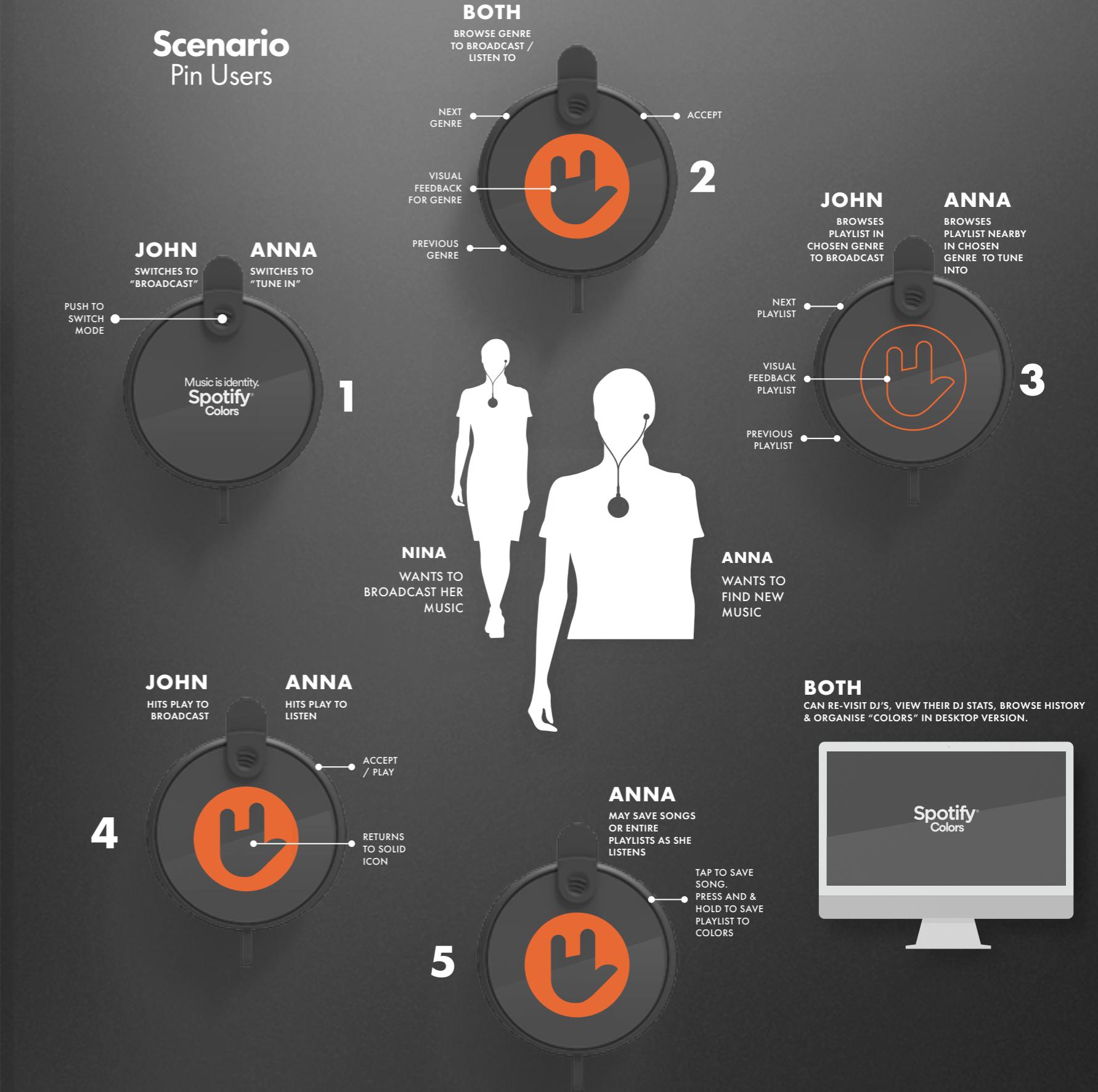
Pin Use.

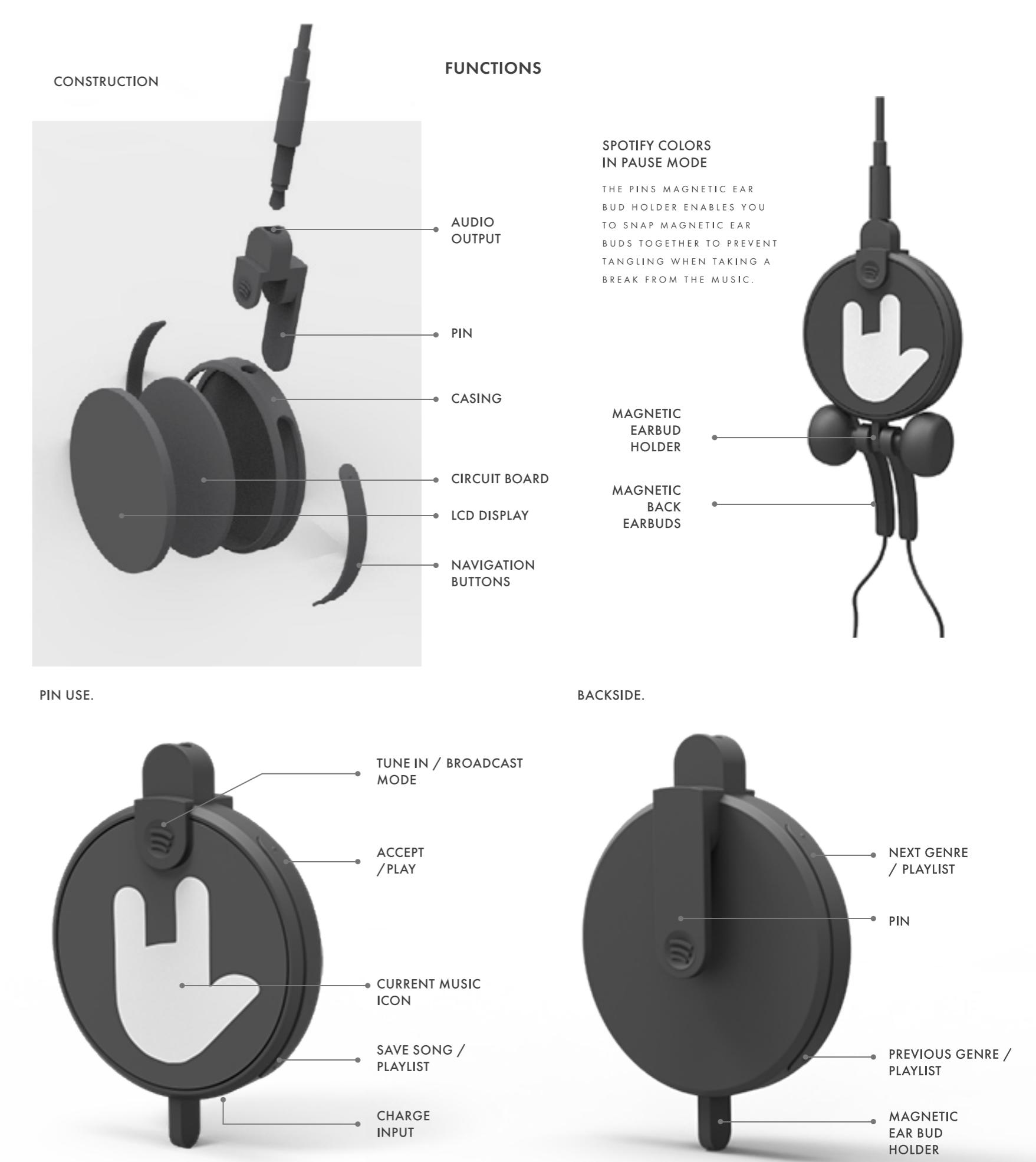
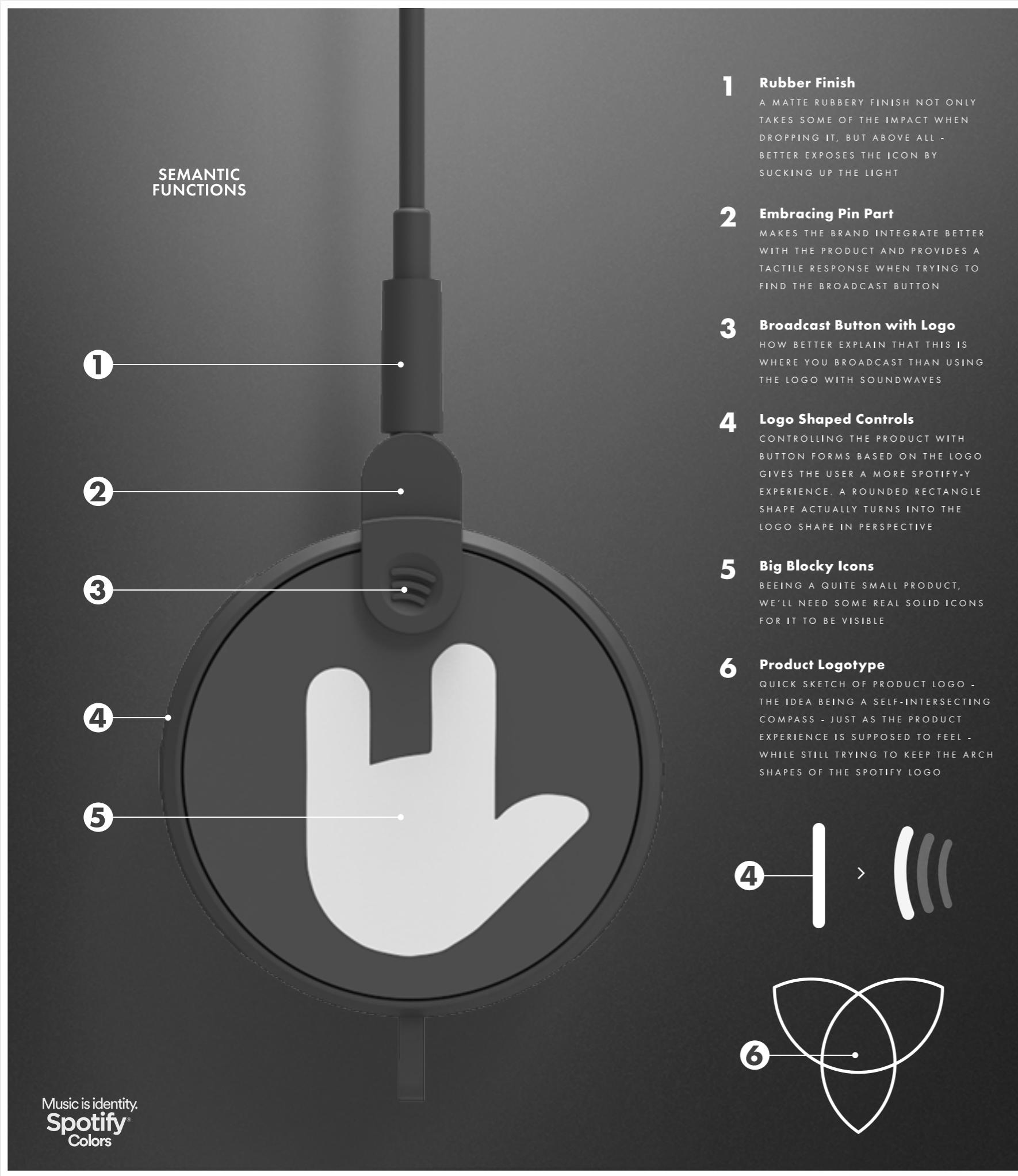


Scenario App Users



Scenario Pin Users





PROTOTYPING



1

SIZE TESTS



2

FOAM & RAPID PROTOTYPING.

3



POCKET POSITION.

1 Size Tests

A SERIES OF QUICK MODELS WERE MADE WITH DIFFERENT SIZES AND PROPORTIONS OF THE PIN BASE FORM - TO GET A FEEL FOR THE HANDLING, WEIGHT AND VISIBILITY OF THE PRODUCT. WEIGHTS AND DIFFERENT COLORS AND ICONS WAS USED TO FIND WHAT IS WITHIN TOLERANCE

2 Prototyping

UPSIZED FOAM MODELS WERE MADE TO RESOLVE SOME SURFACE ISSUES, THEN A RAPID PROTOTYPE WAS MADE FOR USER TESTING. A BASIC BUT FUNCTIONAL GRAPHIC INTERFACE WAS MADE IN SKETCH TO TRY THE APP WORKFLOW

4 Graphic Interface Testing

USING A TEST GROUP INCLUDING KIDS AND VISION IMPAIRED PEOPLE TESTS WERE RUN TO SEE HOW THE APP WORKED IN DIFFERENT SITUATIONS

5 Revisions Pin Unit

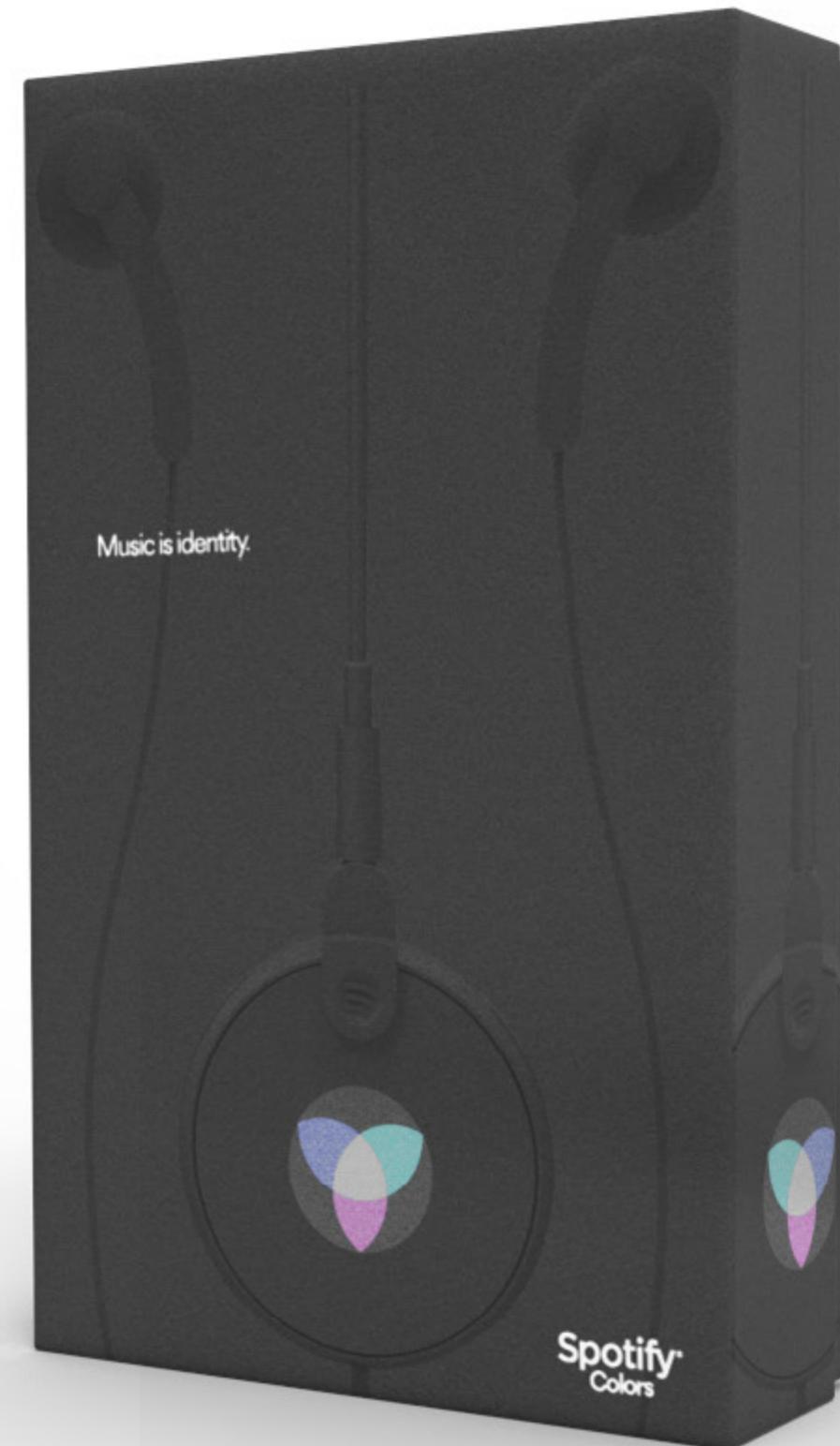
USING FEEDBACK FROM THE TESTS CHANGES TO THE PRODUCT WERE MADE INCLUDING BUTTON CONFIGURATION, THE FUNCTION OF THE PIN-PART OF THE PIN UNIT AND MORE

4

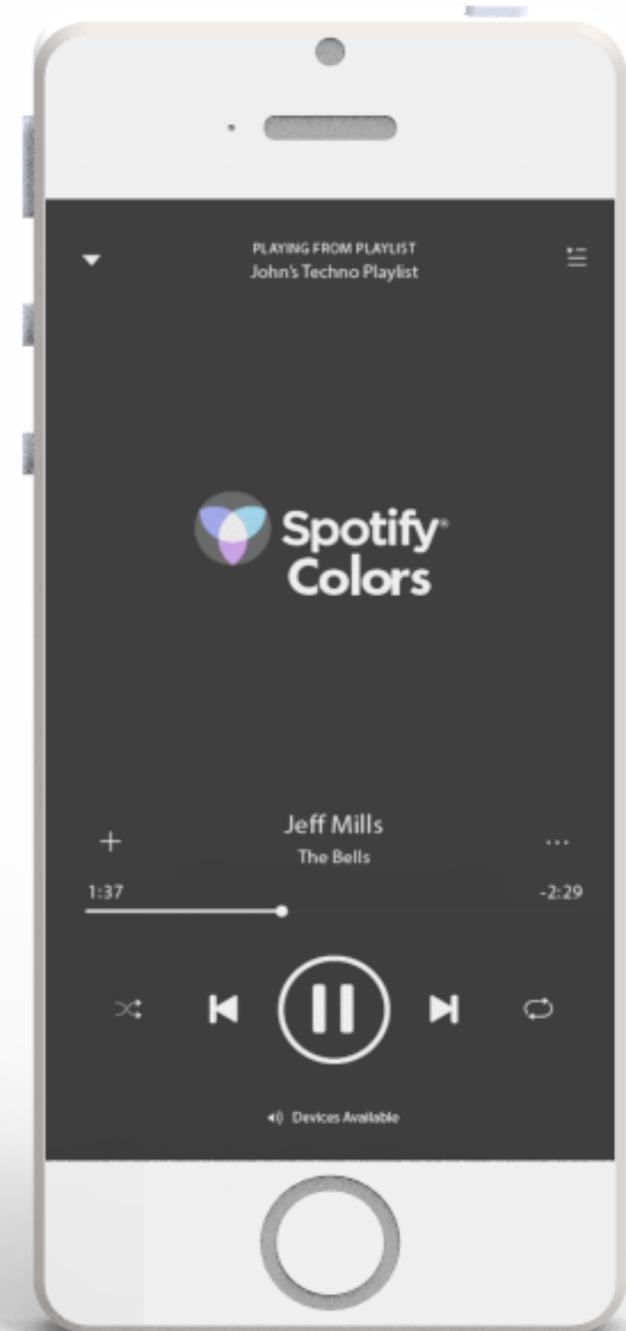
GUI USER TEST



Presentation.



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PLAYING FROM PLAYLIST
John's Techno Playlist

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Jeff Mills

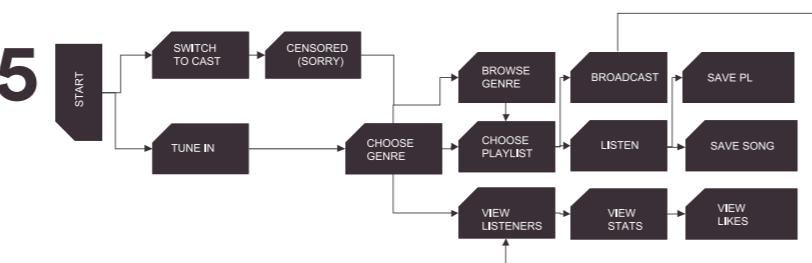
The Bells

1:37 -2:29



Devices Available

REvised WORKFLOW [EXERPT]



3

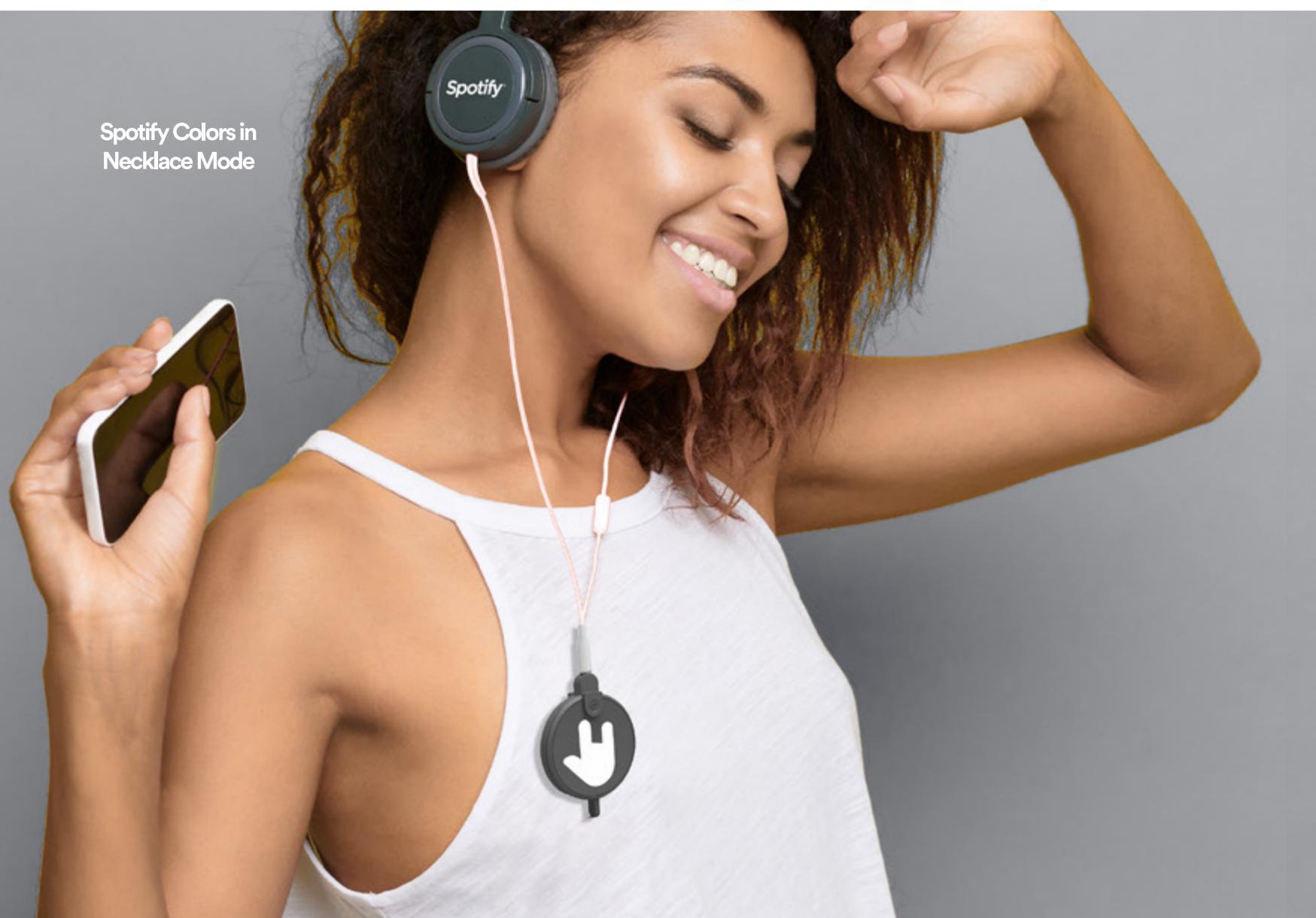
3 User Testing

A SERIES OF TESTS WERE RUN TO TRY THE PIN OUT WITH DIFFERENT BUTTONS, LIGHT CONDITIONS, CLOTHING AND MORE. DIFFERENTIATION TESTS WITH DIFFERENT COLORED LEDS WERE MADE.

6 Revisions Graphic Interface

INPUT FROM USERS WAS USED TO SHORTEN THE APP WORKFLOW WITH SEVERAL STEPS MAKING THE APP MUCH EASIER TO USE

Spotify Colors
in Necklace Mode



Spotify Colors
in Phone to Pin
Bluetooth Mode



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