

## **PRODUCT SPECIFICATION:** Spotify "Live Rooms"

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**Type:** New Feature Launch

### **1. THE OPPORTUNITY**

**Observation:** Music is inherently social, yet Spotify's current experience is solitary. Users currently have to leave the app (use Discord or WhatsApp) to discuss music while listening.

**The Gap:** There is no native way to "hang out" and listen to music together remotely.

**The Solution:** "Live Rooms" – A virtual space where a host controls the music, and friends can join to listen in sync and chat via voice or text.

### **2. TARGET AUDIENCE**

**1. Long-Distance Couples:** Want to feel connected by listening to the same playlist simultaneously.

**2. Influencers/Curators:** Want to host "Listening Parties" for their fans when a new album drops.

**3. Friend Groups:** Want to co-DJ a party or road trip virtually.



#### 4. SUCCESS METRICS (KPIs)

We will define success based on Engagement, not Revenue.

Metric	Definition	Goal
Primary Metric: Listening Time	Average minutes of music streamed per user per day.	Increase by 8% (Social pressure keeps users listening longer).
Secondary Metric: Room Adoption	% of Daily Active Users (DAU) who join a room once a week.	Target: 15% adoption within 3 months.
Guardrail Metric: Uninstalls	Monitor if chat notifications annoy users.	Ensure churn stays below 2%.

#### 5. LAUNCH STRATEGY (Go-To-Market)

**Phase 1:** The "Influencer" Beta

Who: Roll out to top 500 Spotify Curators and Artists first.

Why: Create "FOMO" (Fear Of Missing Out). Fans will see notifications to join exclusive listening parties.

**Phase 2:** Global Rollout

In-App: "New Feature" popup when opening the app.

Social: Auto-share to Instagram Stories when a user starts a room.