

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.

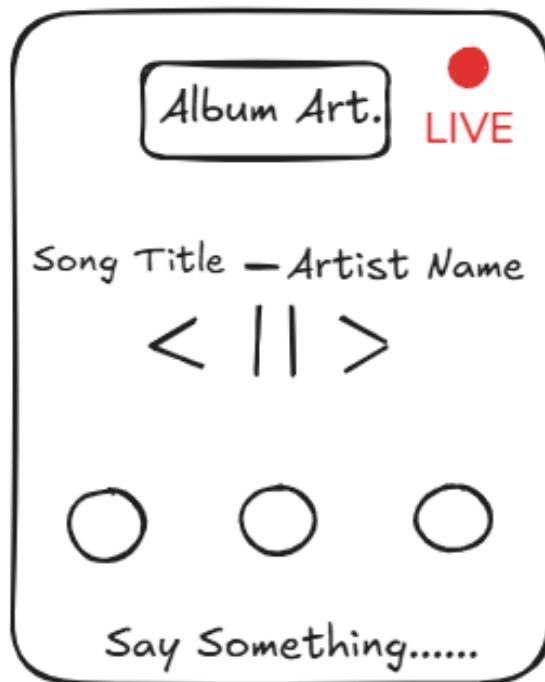
The Solution: "Live Rooms" – A virtual space where a host controls the music, and friends can join to listen in sync and chat via voice or text.

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.