



Ramineni Renusri

**Acquisition &
Engagement
feature for
Amazon Music**



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.

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.



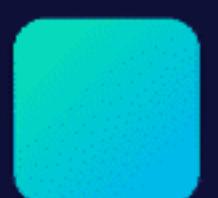
About Amazon Music Services

Amazon Music (Prime Music in India) is a music streaming platform and online music store owned & operated by Amazon. It provides unlimited, ad-free access to on-demand streaming of songs & podcasts at no additional cost for eligible Amazon Prime members.

*Other tiers, **unavailable** in India:



* [Learn more](#)



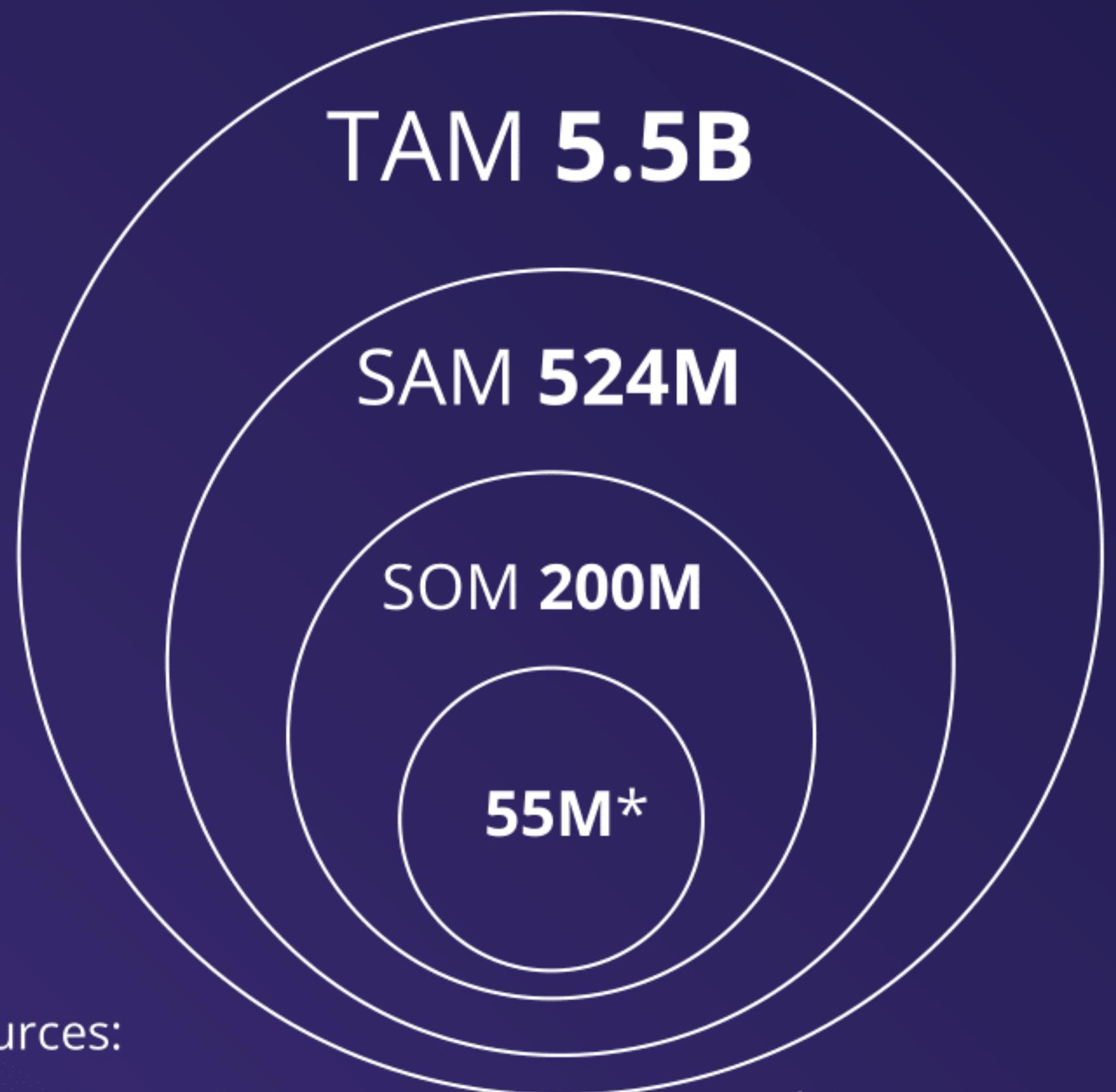
Tier Analysis



Ads-free	Yes	Yes	No
Music Library	90 Million Songs	2 Million Songs	Select Content
Playlist & Stations	Thousands	Thousands	Select Playlists
Audio Quality	SD,HD,UHD & SA	SD only	SD Only
Playback	Unlimited Playback	Unlimited Playback	No Offline Playback
Device Support	Up to 6 devices	1 device at a time	1 device at a time



Market Size



Sources:

[TAM](#) | [SAM](#) | [SOM](#)

*Current Amazon Music Subscribers

Competition



Spotify®

Apple Music



Music



saavn



gaana



Wynk Music



Market Opportunity

- The Indian music streaming market is expected to cross **\$870M** by 2025. ([Report](#))
- Revenue in the Music Streaming segment is projected to reach US **\$26.61B** in 2022.
- Global user penetration will be **9.4%** in 2022 while user penetration in India is expected to hit **6%** in 2026. ([Source](#))
- Amazon Music has **13%** market share globally but in India (**less than 7%**), it falls behind Gaana (30%), Jio Saavn (24%), Wynk Music (15%), Spotify (15%). ([Source](#))
- While online music subscription base is growing at **26.4%**, Podcast consumption went from **274.8M** in 2019 to **424.2M** in 2022.

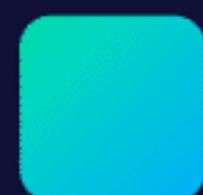


User Research

(Sources: User Survey* & Interviews)

- About **92%** of participants said online music streaming apps are their primary source for music.
- More than **75%** used Spotify , followed by YouTube Music (**15%**), Jio Saavn (**5%**) & Others (**5%**).
- **< 45%** of participants said yes to paid subscriptions, Majority of folks looked for free alternatives.
- **Discovering new music, Curated Playlists** & **Diverse Music Library** were the most prominent themes.
- Biggest pain points across apps: **Excessive Ad interruptions, Poor UX, Limited Song Quality.**
- **87%** of participants owned an Amazon Prime account but only **45.4%** ever used Amazon Music.
- Every **2/3** people reported their experience with Amazon Music as **Average.**

* Survey [link](#) (42 responses)



Music Library

Can't find most of the popular songs/

Not as many songs as Spotify or Apple

Latest Songs are not available

Limited Podcasts & Stations

No Exclusive or premium content

UI/UX

UI is okay but UX is horrible

Not very shareable

Navigation is a bit difficult

Not intuitive at all

Not User friendly

Recommendation Engine

Song Suggestions are below par

Takes time to figure out my music taste

Doesn't recommend similar artists/bands

Most of the playlists have repeated songs

Search

Unable to search based on lyrics

Search filters don't work all the time.

Slow search results

Others

Too many bugs

App lags a lot

Sign up process is too long

CarPlay/AA experience is too bad

(* Source: [User Reviews](#))

Number of user complaints*

Very Low

Low

High

Very High



User Personas



Anjali Sharma, 31

Designer

Bangalore

Anjali takes public transport to work everyday. She wants to pass time/fill the silence during the journey by listening to podcasts/stations.

Pain Points:

- Can't find all the popular podcasts.
- Majority of stations are outdated.
- No exclusive or special content.



Rahul Mathur, 19

Athlete

New Delhi

Rahul is a sprinter & likes to have personalised playlists at his disposal for different routines & moods. He recently switched to Amazon Music.

Pain Points:

- Sign up process is too lengthy.
- Limited playlists for work out.
- App experience is very slow.



User Personas

**Kunal Rao, 23**

Artist

Mumbai

Kunal is a rapper & songwriter, he records his own music & publishes on music streaming platforms.

Pain Points:

- No feature to share his music on stories or posts across popular social networks.
- Low reach/discoverability on the platform.

**Nisha Mandal, 27**

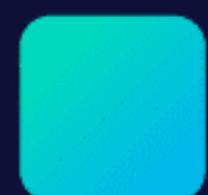
Consultant

Kolkata

Nisha is an audiophile & loves going to concerts. She also likes listening to calm & instrumental music while meditating or doing chores.

Pain Points:

- Can't find any guided content/audio tutorials for mental health exercises.
- No features to enjoy live music on the app.



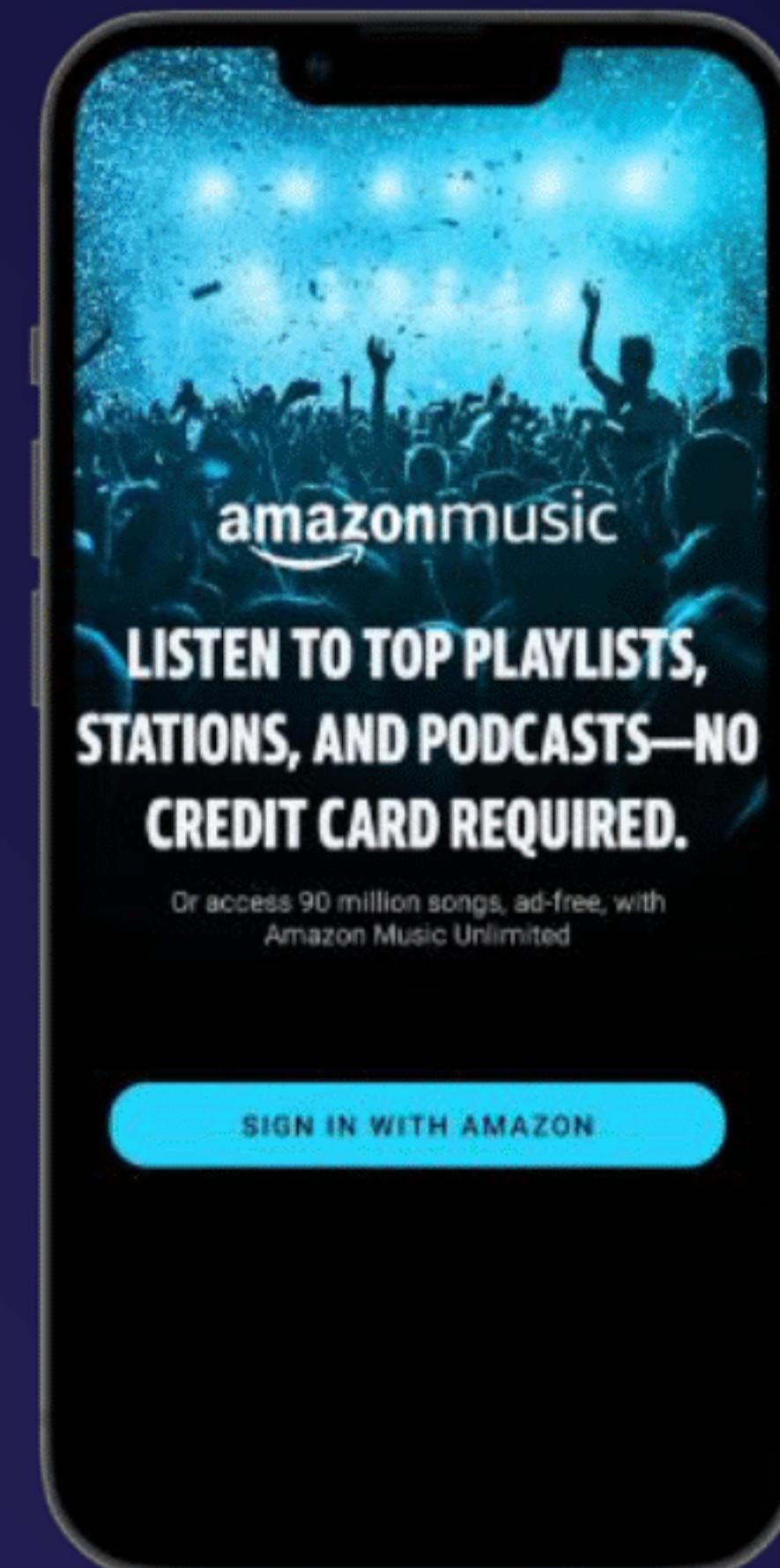
#1

Sign-in Screen Redesign

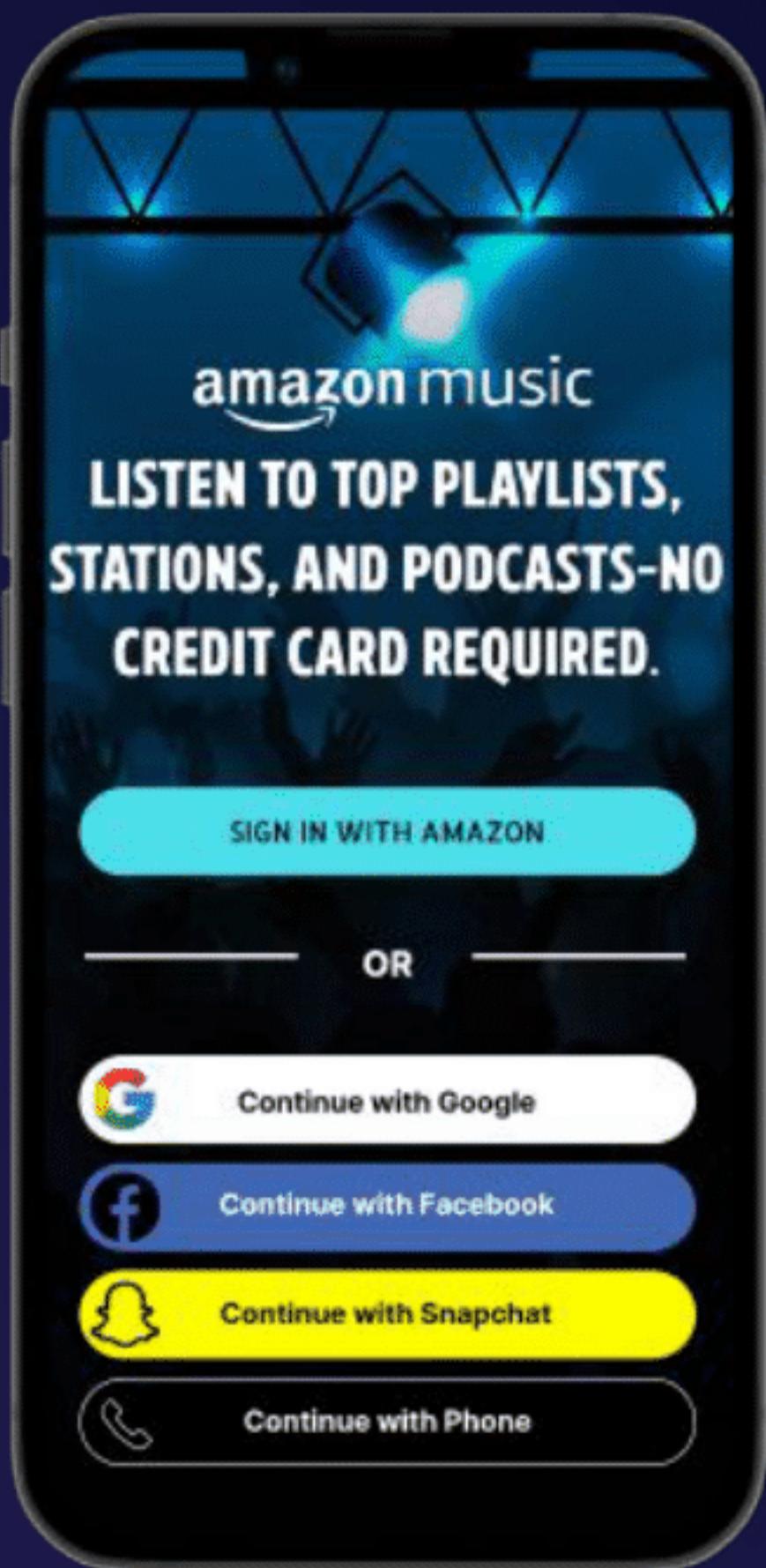
Currently Amazon Music has only one sign in option i.e **Sign In With Amazon** which is causing high drop offs while new user onboarding*.

- Enabling multiple sign in options will help to **acquire new users faster & smoother.**
- Amazon can **introduce new tiers** to the users who are not signing in with Amazon Prime accounts.
- Users signing in with social media accounts come with useful data which can help Amazon to **build a better recommendation algorithm.**

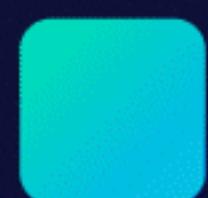
(* New users without an Amazon account)



Previous UI



Updated UI



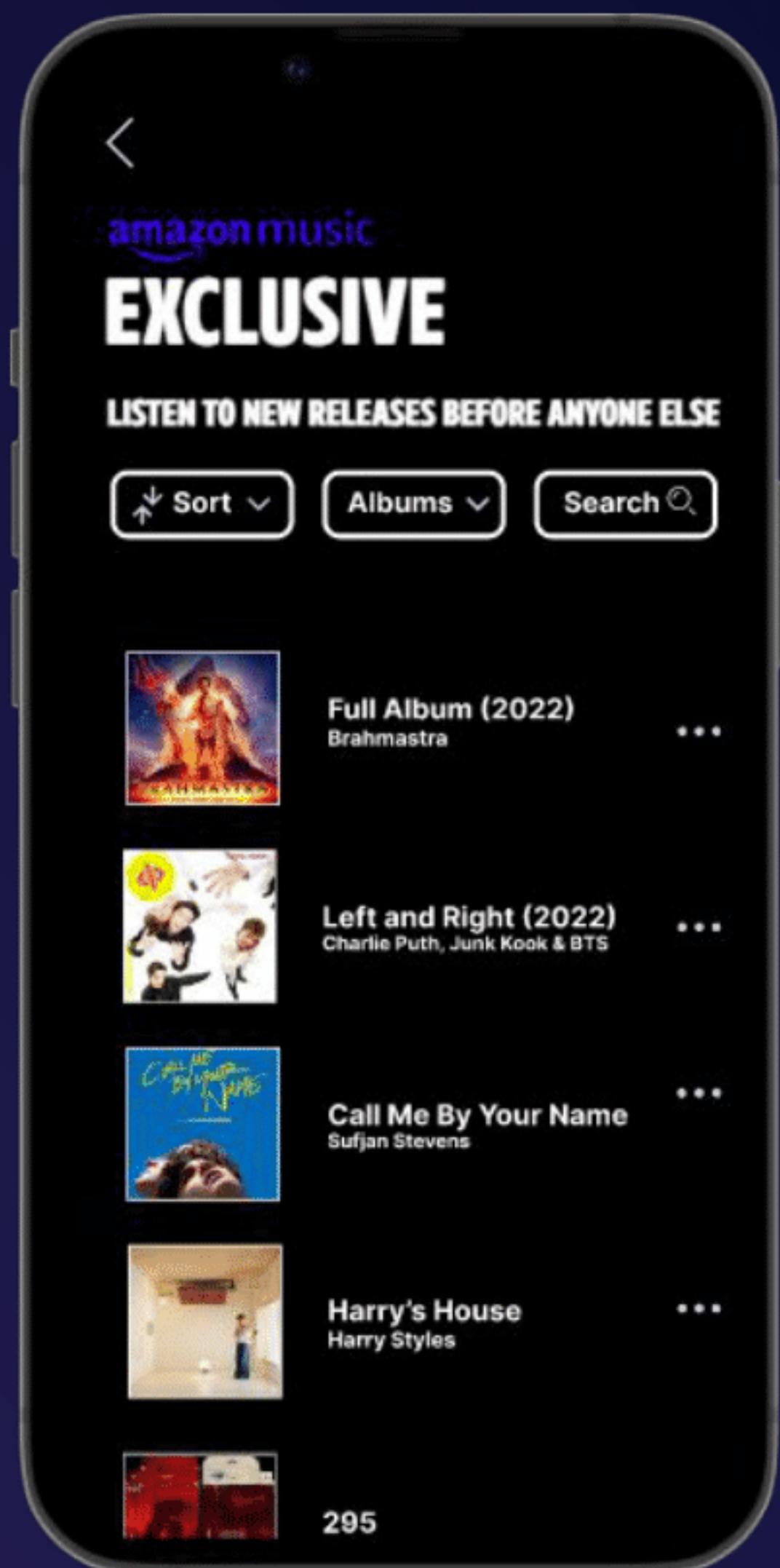
#2

Amazon Exclusive Content

Amazon currently ranks among Top 3 OTT Platforms* in India and soaring with many latest successful releases like KGF2, Panchayat etc.

- Albums & Songs of movies & shows released on Amazon Prime can be made available on Amazon Music platform as **exclusive content**.
- Amazon Music subscribers will enjoy **early access to original full versions** 7 to 14 days before public release.
- Amazon can onboard popular creators to create **platform exclusive podcasts & shows** only for Amazon Music users.

(* Source: [Report](#))

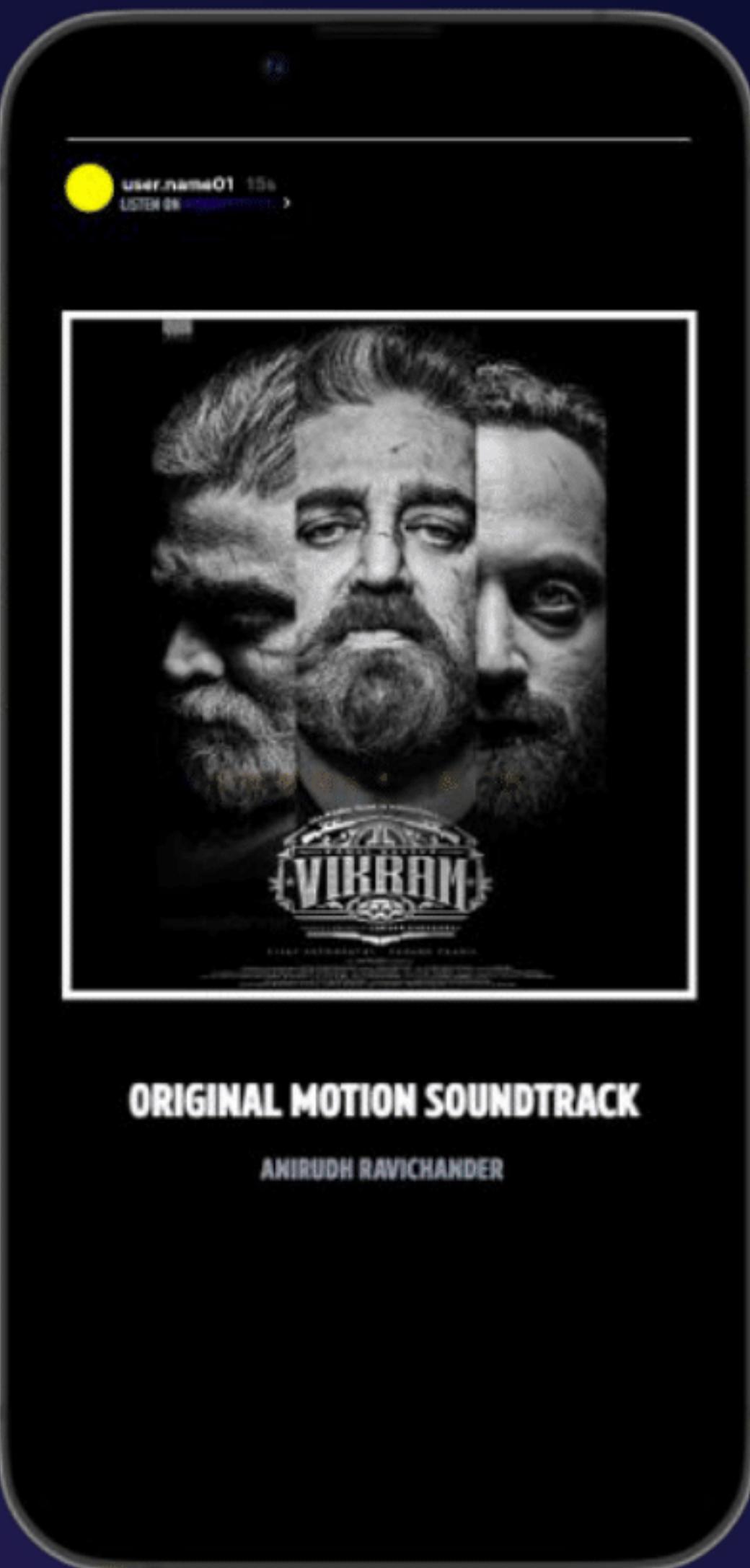
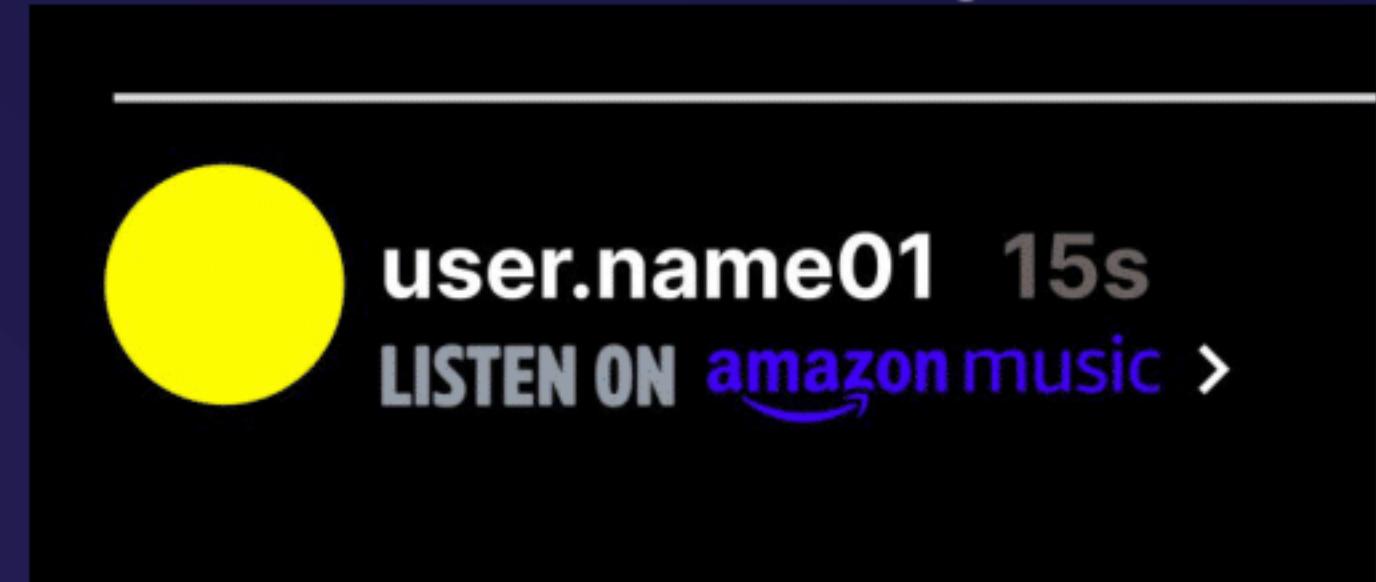


#3

Story Share

Stories are one of the popular features on social media platforms like Snapchat, Instagram, Facebook etc. (Instagram has more than 500M DAU viewing/posting stories)

- **Story Share** feature will enable Amazon Music users to share their currently playing song as posts on stories.
- Artists can **promote and amplify their work** from the social media handles reaching millions of people.
- The CTA under their usernames will help will improve Amazon Music's **brand visibility and drive more traffic** to the app.



#4

Live Music & Tutorials



Amazon Music Live is an upcoming feature that will allow artists to host live streams & song premieres for their new releases.



Amazon can collaborate with mental health startups like Headspace to create curated programs like guided meditation, breathing exercises, sleep casts etc.



Success Metrics

Solutions	Metrics
Sign in Screen Redesign	No of users Signing Up/ Total No. of Downloads No of users On Boarded/ No of Sign Ups
Amazon Exclusive Content	% of user watching exclusive content/ Total % of active users Noof new Users watching exclusive content/ Total No. of new users
Story Share	No of Users Sharing Songs/Podcasts in stories/ D/W AU No of Users Clicking on the CTA/Total No. of new sign ups
Live Tutorials & Courses	No of premieres / Total No. of Songs published (by an Artist) No of users completing courses/No of users enrolled in courses.

