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DESN344

**INTERACTION
DESIGN**

13 APR 2022

WINTER 2022

Problems, Identification, and Ideas

AEIOUt Exercise

Actions	<ul style="list-style-type: none"> Opening app Finding playlist Playing music Finding new music Seeing what friends are playing Searching for artist or song 	<ul style="list-style-type: none"> Traveling with music Chores Homework Playing videogames Streaming on Twitch
Environments	<ul style="list-style-type: none"> At home In the car On public transit Walking on campus 	<ul style="list-style-type: none"> At desk In bed In kitchen
Interactions	<ul style="list-style-type: none"> Using smartphone Using desktop computer Using laptop Listening with family and friends Recommending music to others 	<ul style="list-style-type: none"> Finding music recommendations from others Asked by a friend what they're listening to while studying Playing videogames Streaming on Twitch
Objects	<ul style="list-style-type: none"> Smartphone Computer Laptop Desk Spotify Twitch 	<ul style="list-style-type: none"> SLOBS/OBS Gaming console/PC Car Car stereo Bus Headphones
Users	<ul style="list-style-type: none"> Streamers Content Creators Young Adults Students Part-time Employee Offspring/child 	<ul style="list-style-type: none"> Sibling Friend Worried about DMCA Trying to find new music Wants more curated playlists for specific uses
Time	<ul style="list-style-type: none"> 10 mins – 6 hrs Less time during commute (driving) 	<ul style="list-style-type: none"> More time when in one place (studying/streaming)



User Definition and UI Needs

Scenario for Persona

Jacky is a Twitch streamer who has a small but consistent viewer base. She recently achieved the status of twitch affiliate, which allows her to make money on the platform.

Before starting her stream, Jacky tries out a new DMCA-free music playlist on Spotify, and finds she enjoys the beginning lo-fi, as it's a song she hasn't heard before. The playlist is over 3 hours long and she decides to shuffle and have the playlist repeat in the background of her stream until she changes it. She enjoys a lot of the music in the playlist and uses it consistently for a few streams, but occasionally songs will come on that don't fit the vibe she's trying to maintain, which she finds disruptive. She often plays Minecraft and other chill games and the DMCA-free Spotify playlist that she uses contains a multitude of different genres, some that don't fit with those games.

One day she starts her stream by talking to her viewers and explains how she will continue to play Minecraft today. After the first few R&B music starts playing, disrupting the mellow tone of the stream.

She skips the song and continues playing Minecraft, shuffling the playlist multiple times in order to skip past songs that are too loud or fast-paced and disrupt the chill vibes of her stream. Having to tangle with the large, pre-made playlist creates more work and distractions than she would like, and it takes away some of her enjoyment for streaming.

After 3 hours, she decides to end her stream and stops the playlist. Deciding that she's had enough of the pre-made DMCA-free playlist, Jacky goes to Spotify to check the DMCA-free section. To her surprise, there's a whole section of Spotify that shows music of all genres that is safe for streams and DMCA-free. Jacky creates her own playlist, paying attention to songs marked off as safe for streamers. She's more excited for her next stream because she knows this playlist will fit the vibe the entire time.

Actions

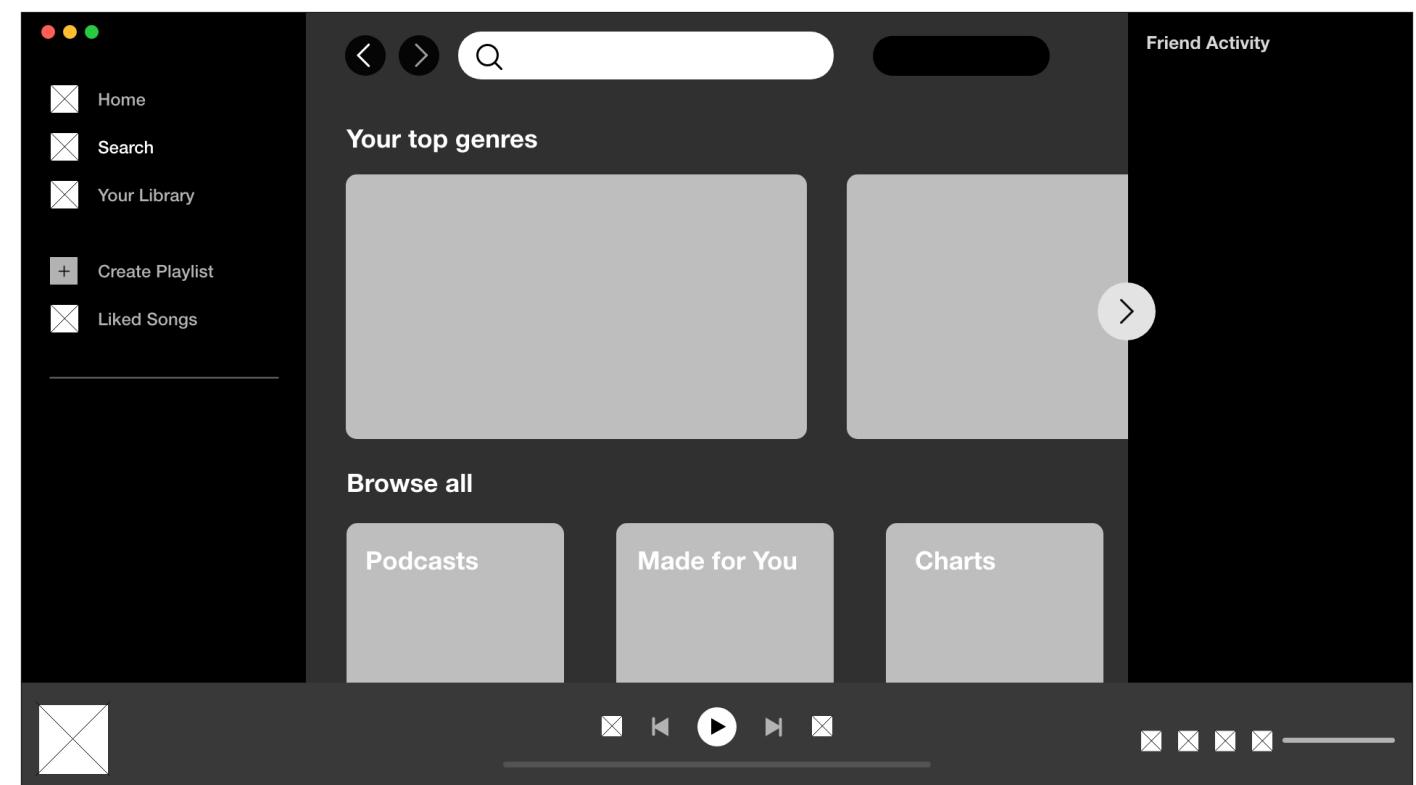
- Opening Spotify
- Choosing a playlist
- Connecting Spotify to OBS/SLOBS
- Start streaming on Twitch
- Start playing Minecraft
- Skip any songs that clash with the vibe of the stream
- End stream after 3hrs
- Go back to Spotify
- Go to Spotify for Creators section
- Toggle on DMCA-free icon
- Build a new playlist of stream-safe playlist

User Definition and UI Needs Table

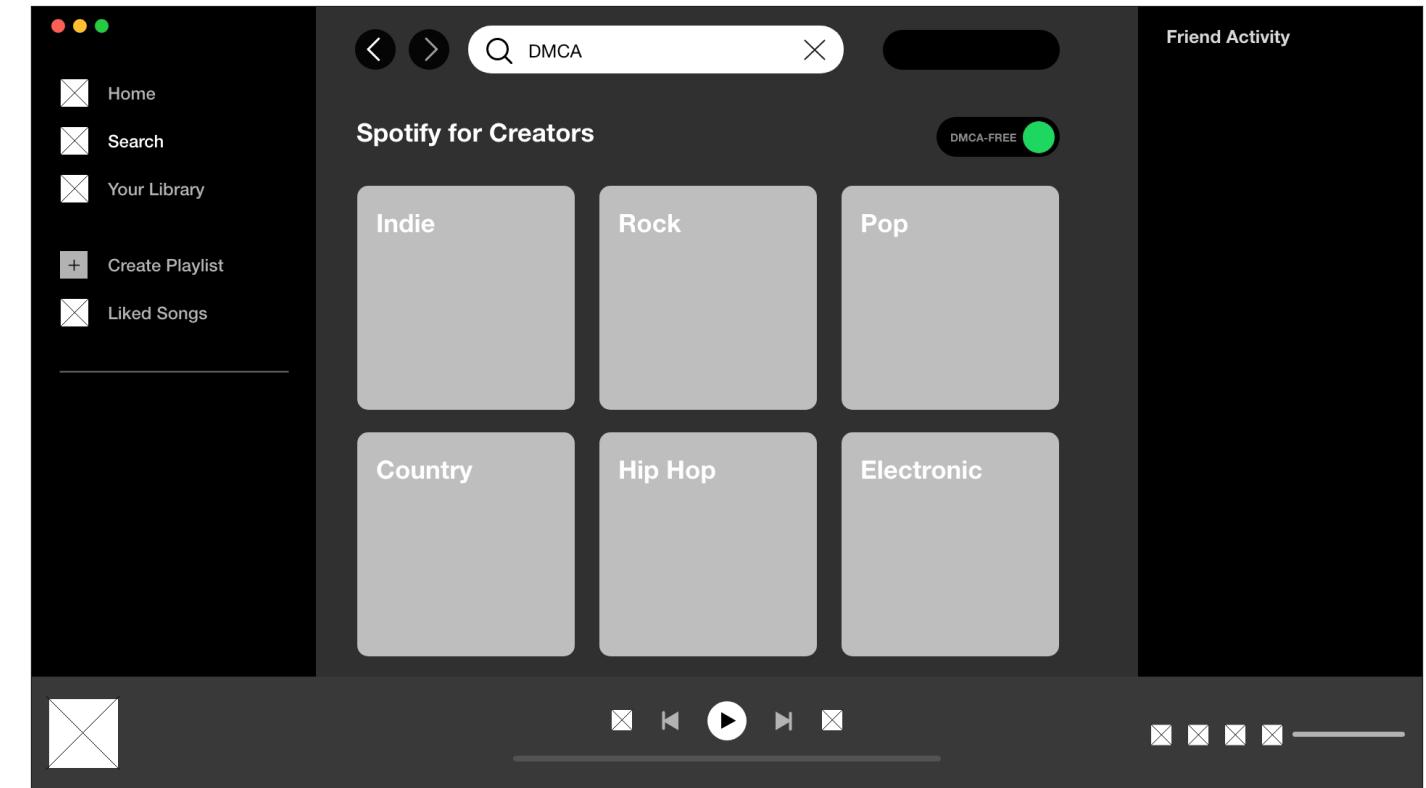
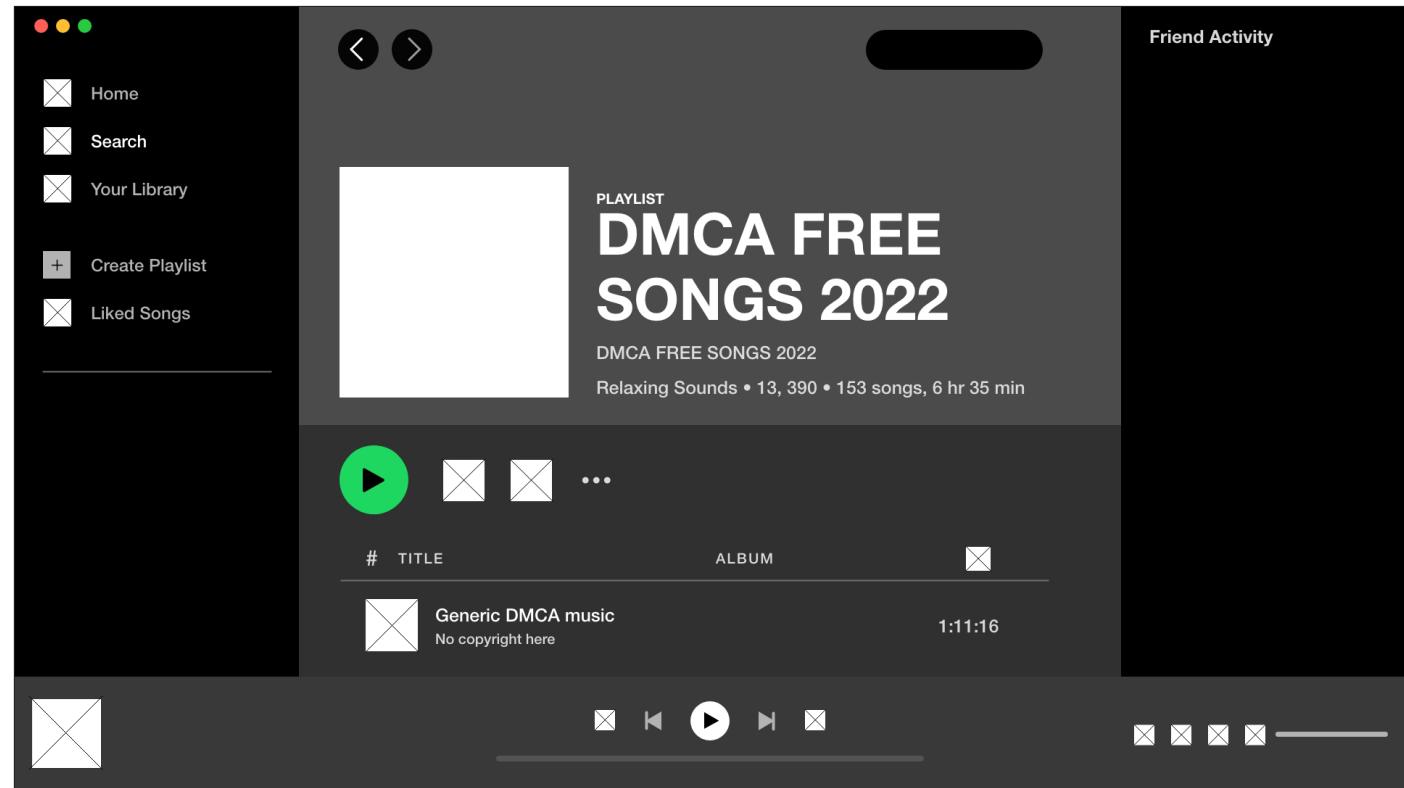
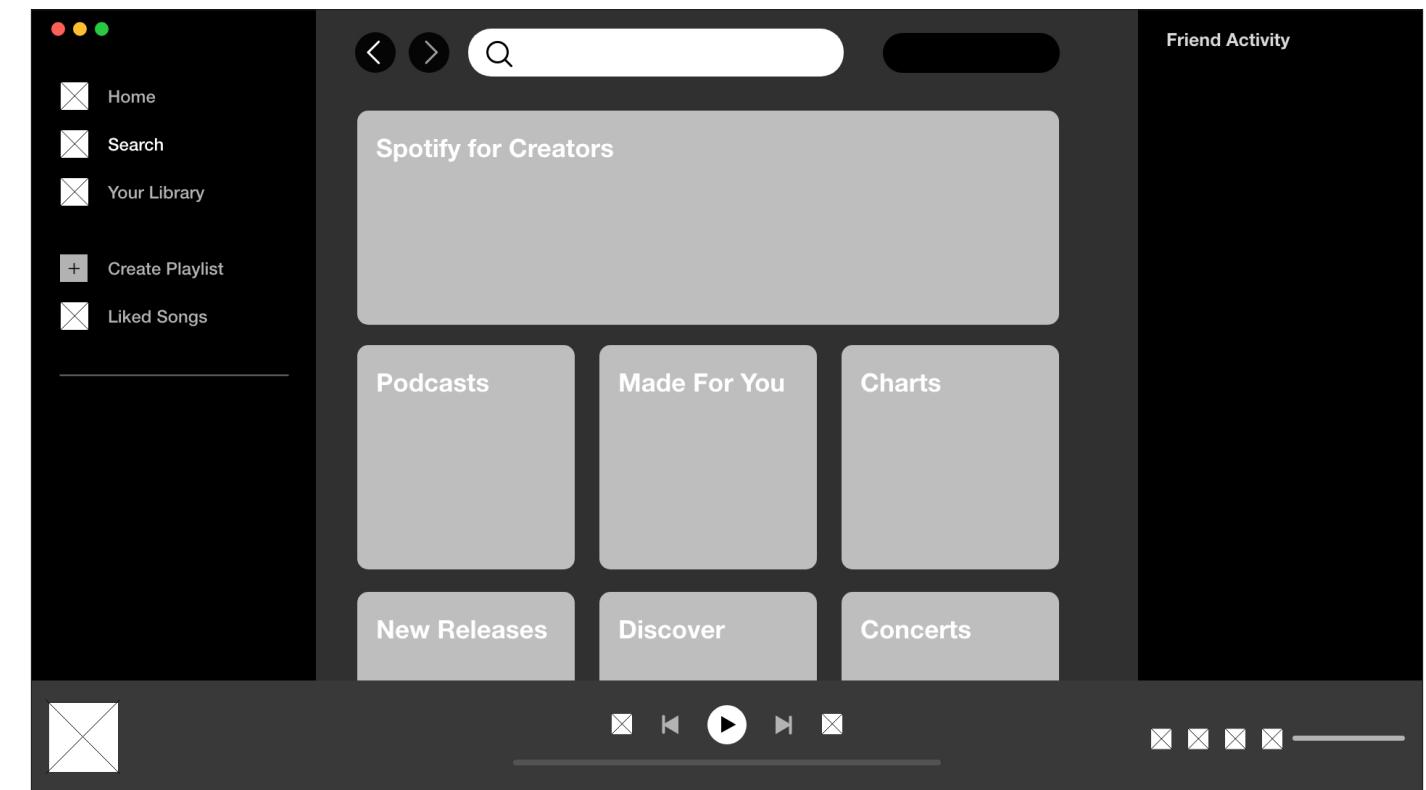
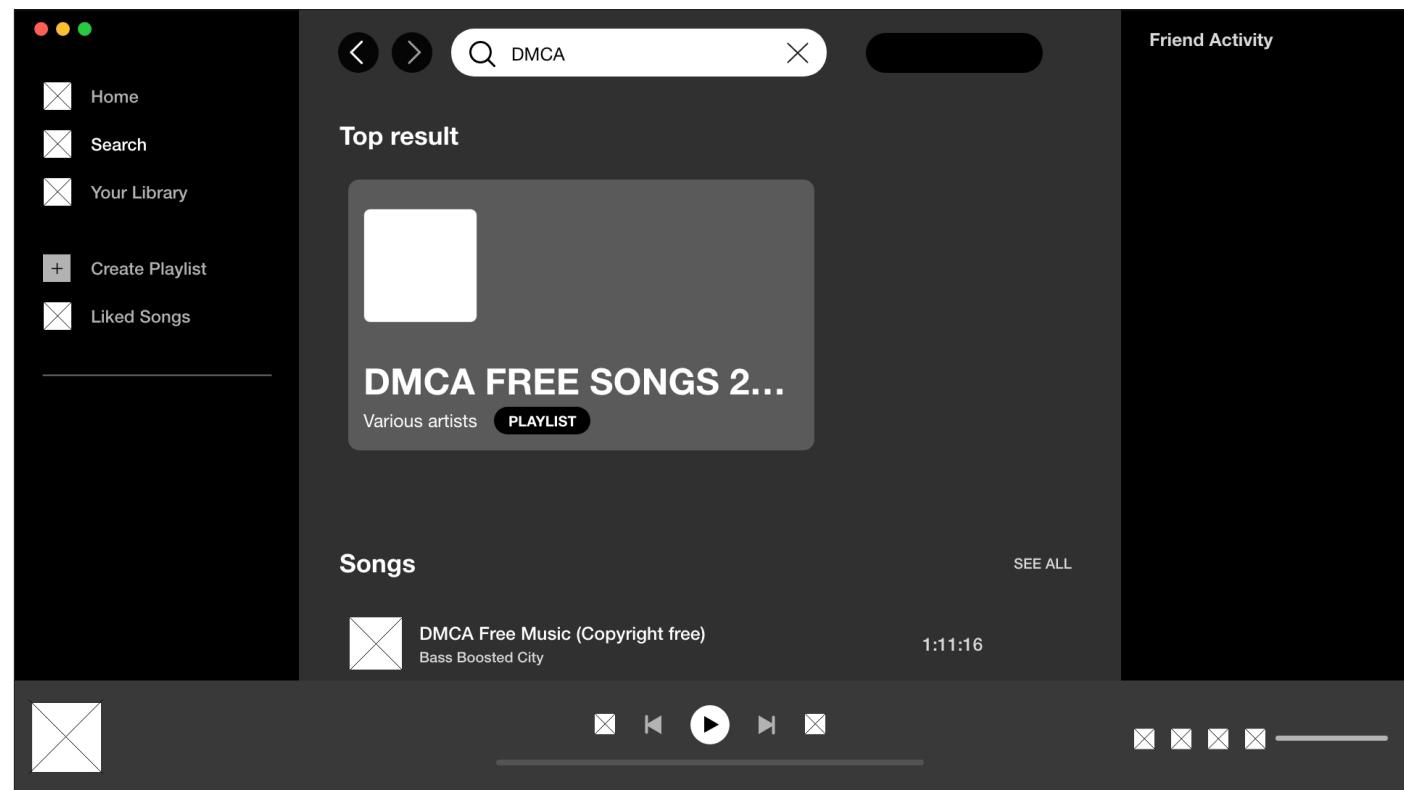
Persona	Jacky Anderson	Functional Needs	Data Needs	Product Qualities
Adjectives and Demographics	<ul style="list-style-type: none"> • Age 22 • Twitch streamer/content creator • Lives in the city • Full-time uni student 			
Goals	<ul style="list-style-type: none"> • Build viewership on twitch • Avoid problems in content creation (copyright, rule violations) • For DMCA-free song playlists to have specific themes they want (acoustic instead of electronic) 			
Interactions	<ul style="list-style-type: none"> • Turns on computer • User picks game to play • Launch twitch, game, and obs/slobs • Ensure mic, camera, and all other aspects are working • Start music - start stream (stream starting soon page) • Say hi to chat • Start game • Finish gameplay for the day • End stream 	Play music, manage stream setup, interact with viewers	Twitch streaming interface, Spotify OBS plug-in	Computer power lights up, obs/slobs icon and interface appears, Spotify icon and interface appears
Environments	<ul style="list-style-type: none"> • In bedroom • At computer • Online • In a game lobby 	Use the Spotify desktop app		
Actions	<ul style="list-style-type: none"> • Using spotify to listen to music while they stream playing a game or chatting on twitch 	Connect Spotify to OBS	DMCA free tagged playlists and songs	DMCA-free icon
Skills and Abilities	<ul style="list-style-type: none"> • Extended experience with using the streaming platform. • Can create a 2-3-hour long playlist full of DMCA free music in 3-4 hours. 	Create a playlist, choose songs, favourite songs		

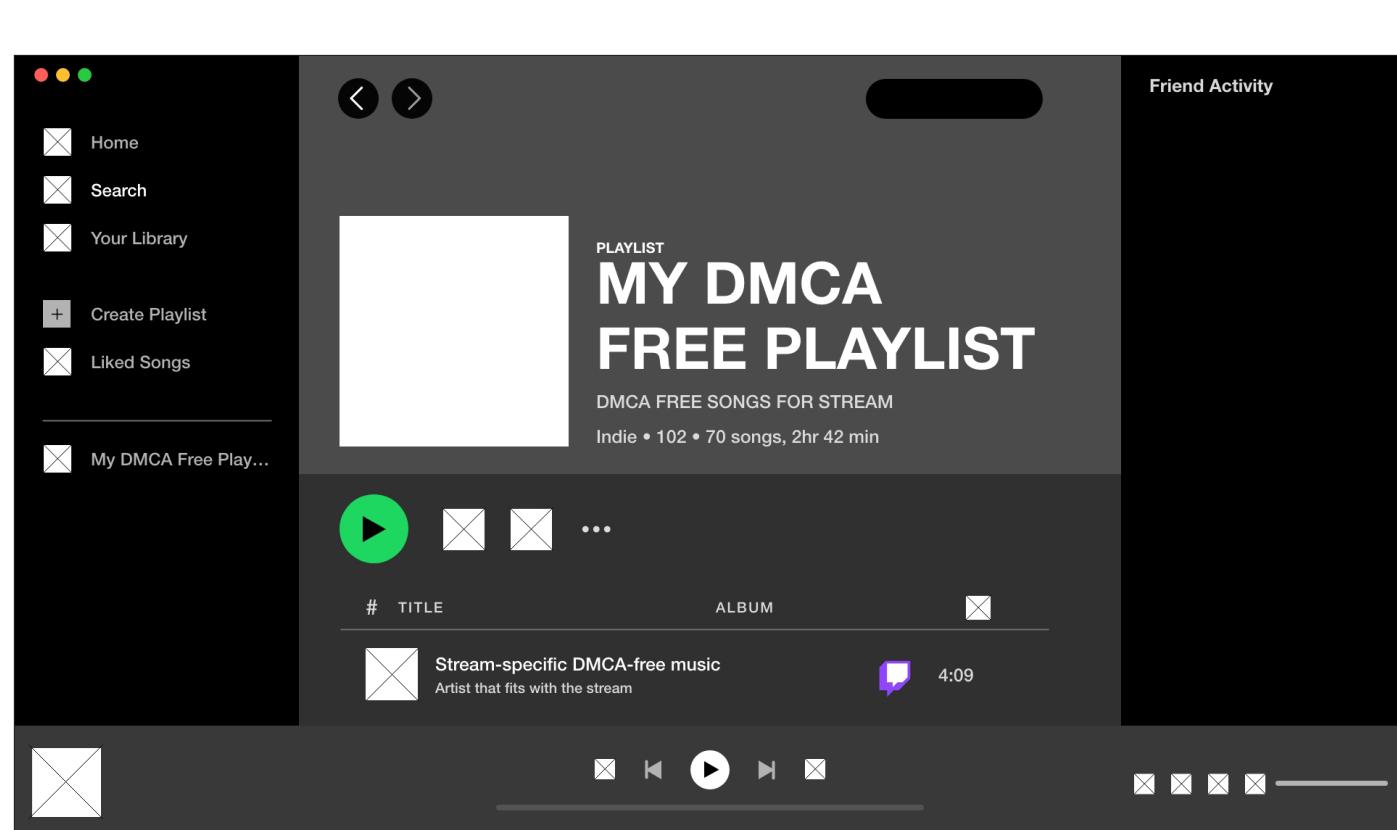
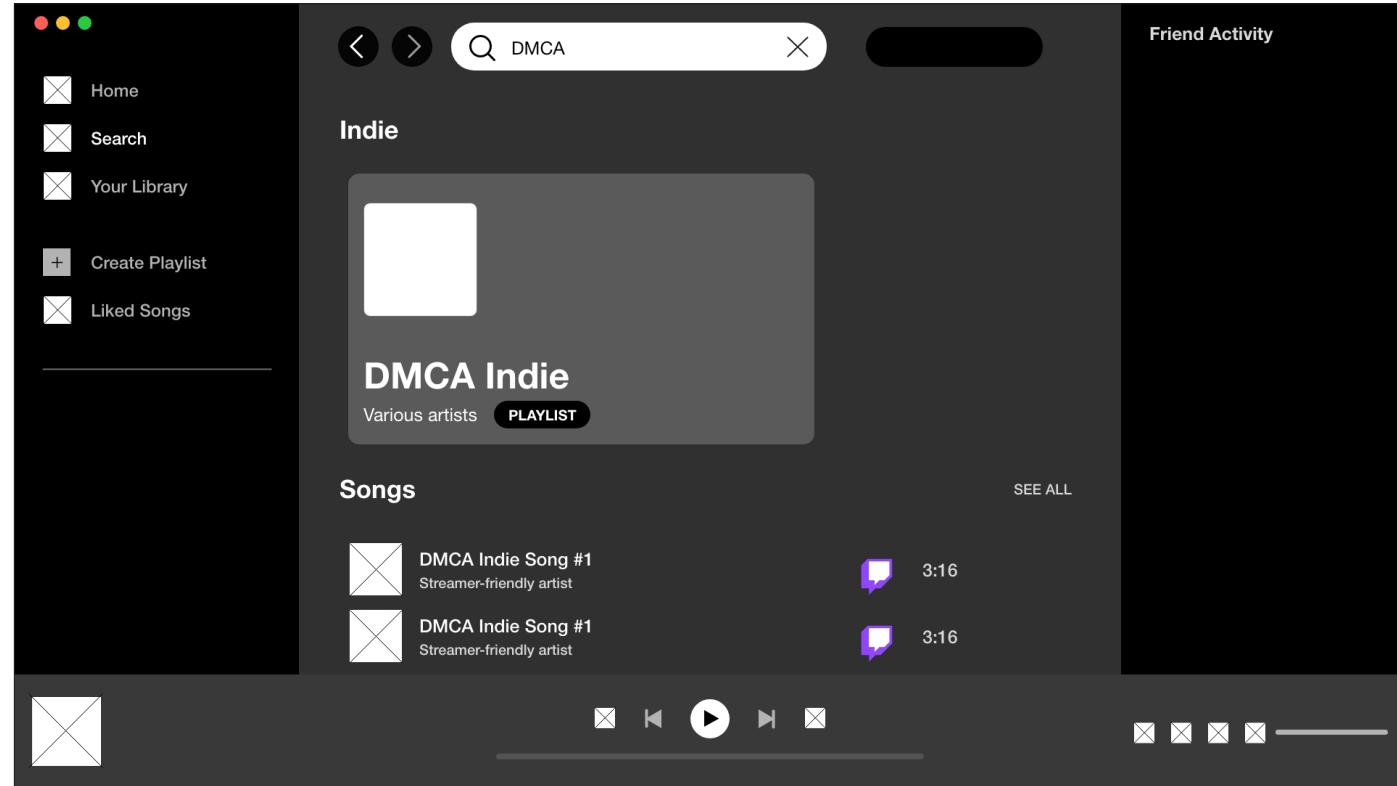


User Flow Wireframes

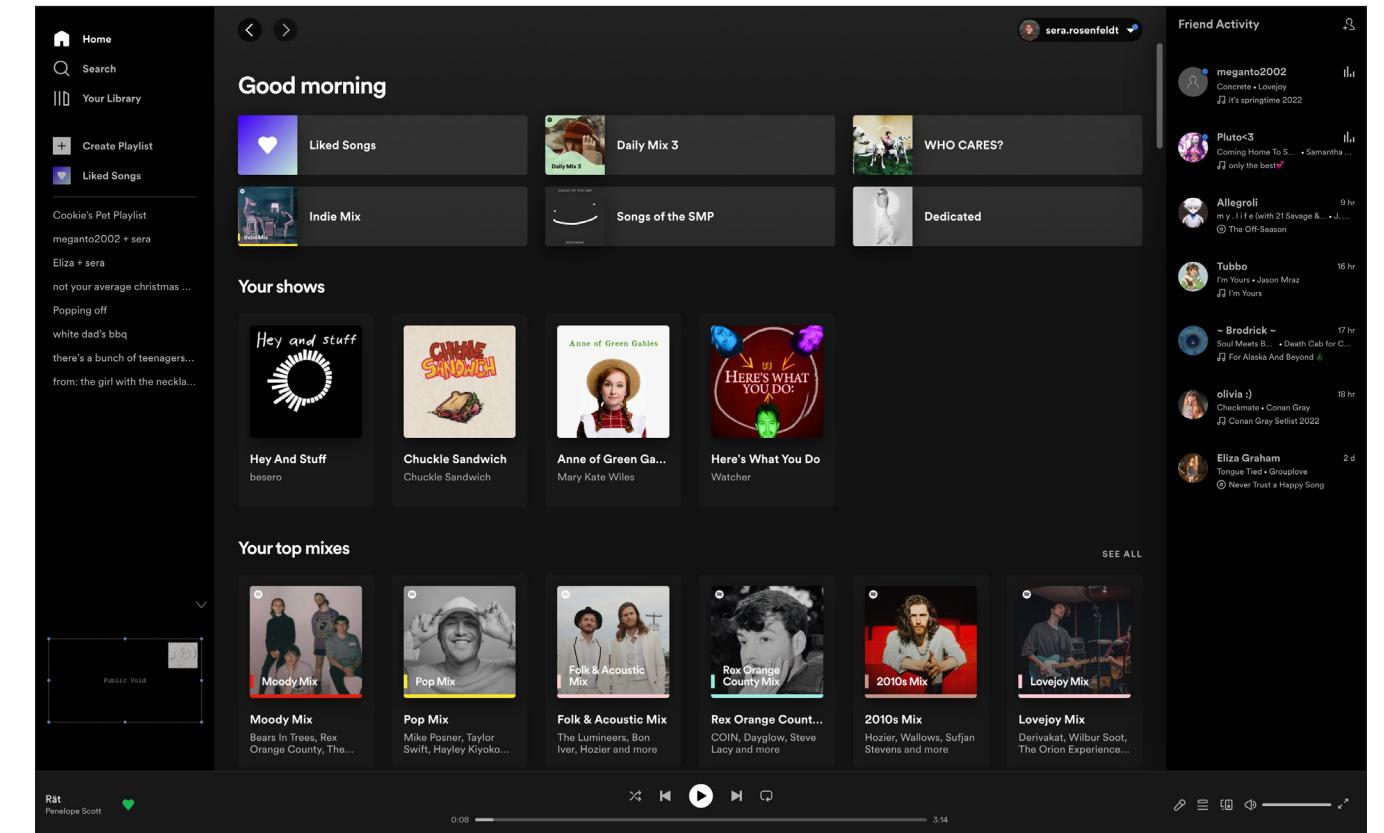


Basic user flow wireframes of Spotify's existing interface. These were made to study how Spotify puts their product together in order to understand how our feature would more easily fit into the pre-existing framework.





Spotify UI Flow Screenshots



After we understood the layouts of Spotify, we focused on the visuals of Spotify. Using these screenshots, we were able to understand and replicate the visuals and styles used by the Spotify team.

Home

Recent searches

- Cookie's Pet Playlist
- meganto2002 + sera
- Eliza + sera
- not your average christmas ...
- Popping off
- white dad's bbq
- there's a bunch of teenagers...
- from: the girl with the necklace...

Your top genres

- Indie
- Pop
- Rock

Browse all

- Podcasts
- Made For You
- Charts
- New Releases
- Discover
- Concerts
- Country
- Mood
- Workout
- Chill
- R&B
- Decades

Friend Activity

- meganto2002 Concrete • Lovelijoy it's springtime 2022
- Pluto<3 Coming Home To S... Samantha ... only the best
- Allegroli m.y. life (with 21 Savage & J... The Off-Season
- Tubbo I'm Yours + Jason Mraz I'm Yours
- ~ Brodrick ~ Soul Meets B... Death Cab for C... For Alaska And Beyond
- olivia :) Checkmate • Conan Gray Conan Gray Setlist 2022
- Eliza Graham Tongue Tied + Grouplove Never Trust a Happy Song

Rat Penelope Scott 0:08 3:14

Home

Search

Your Library

Create Playlist

Liked Songs

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not your average christmas ...

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Indie

Popular playlists

- Indie All Stars
- Outliers
- Montréal Chill
- my life is a movie
- indie pop & chill
- Feel Good Indie Rock

New releases

- The Lightning I, II
- Métamorphose
- WHO CARES?
- Elliott's Song (Fro...
- From 2 to 3
- Open Channels

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dmca free

Top result

Songs

- DMCA Free SONDS.
- DMCA Free Music (Copyright free)
- The Christmas Song
- Dream Mask (Dmca Free Stream Beats)

Artists

- DMCA Free SON... Artist
- Ludwig Ahgren Artist
- albie Artist
- Johnnie Bailey Artist
- T.Sage Artist
- Sad Gatomon Artist

Albums

- Dmca Free Strea... SONDS., Chill LoFi
- DMCA Free/Copy... Kyia Streams
- reboot.exe able
- Dmca Free/Copyr... Kyia Streams
- DMCA Free/Lo-Fi ... SONDS.
- Night Vibes LoFi (...) NoEulsionz

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Indie All Stars

PLAYLIST

Home to all the latest indie jams. Cover: Arcade Fire

Spotify 149,134 likes • 100 songs, 6 hr

#	TITLE	ALBUM	DATE ADDED	TIME
1	The Lightning I	The Lightning I, II	4 days ago	3:01
2	The Lightning II	The Lightning I, II	4 days ago	2:35
3	Coolest fucking bitch in town	Haley Blaik	4 days ago	4:57
4	Synchronize	Milky Chance	4 days ago	2:45
5	King	Florence + The Machine	4 days ago	4:40
6	Purple Sun	Cannons	4 days ago	4:02
7	Lemon Tree	Mt. Joy	4 days ago	4:09
8	I Won't Bite		4 days ago	4:17

Friend Activity

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- Pluto<3 Coming Home To S... Samantha ... only the best
- Allegroli m.y. life (with 21 Savage & J... The Off-Season
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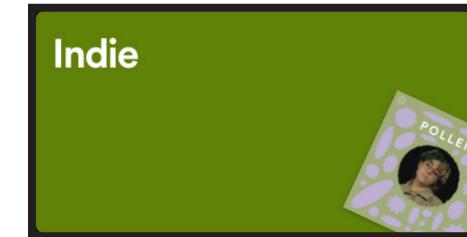
Rat Penelope Scott 0:08 3:14



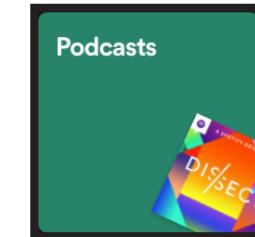
Constraints

“Spotify for Creators” Genre Tab

Top Genres



Podcasts



Charts

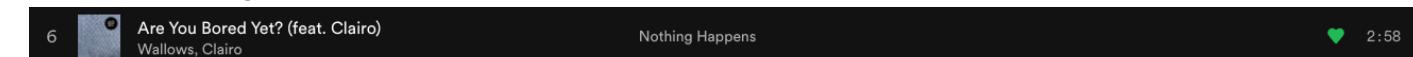


“Creator Safe” Icon for Songs

Explicit Icon



Heart icon on songs a user has liked

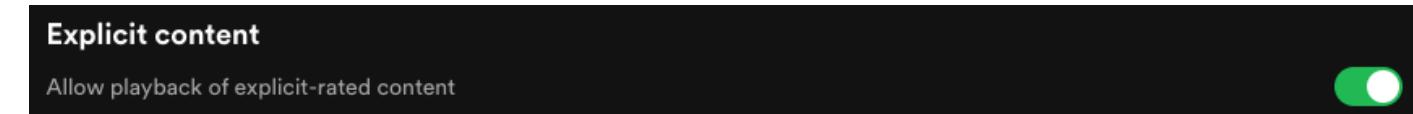


Arrow icons displaying whether or not a song has moved on the charts

1	As It Was	Harry Styles	2,837,052	As It Was	2:47
2	Heat Waves	Glass Animals	1,072,032	Dreamland (+ Bonus Levels)	3:59
14	good 4 u	Olivia Rodrigo	595,949	SOUR	2:58

Creator Toggle

Explicit Content Toggle



Data Sharing Toggle

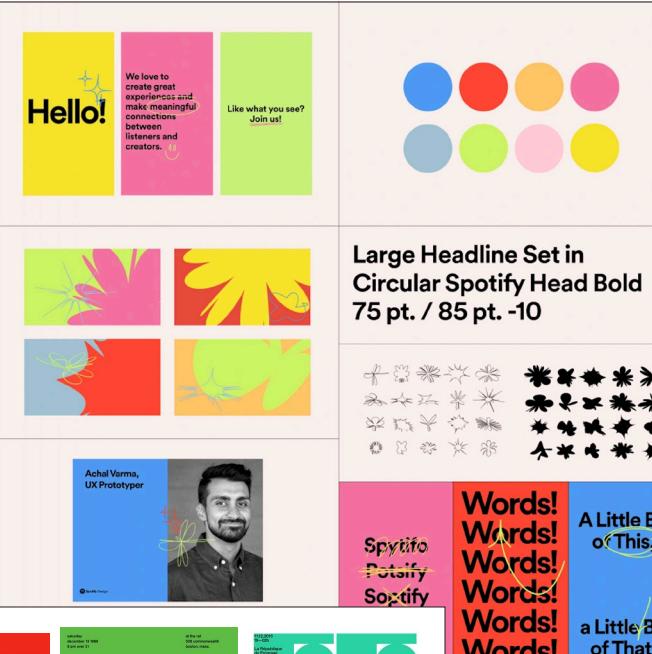


Display Settings

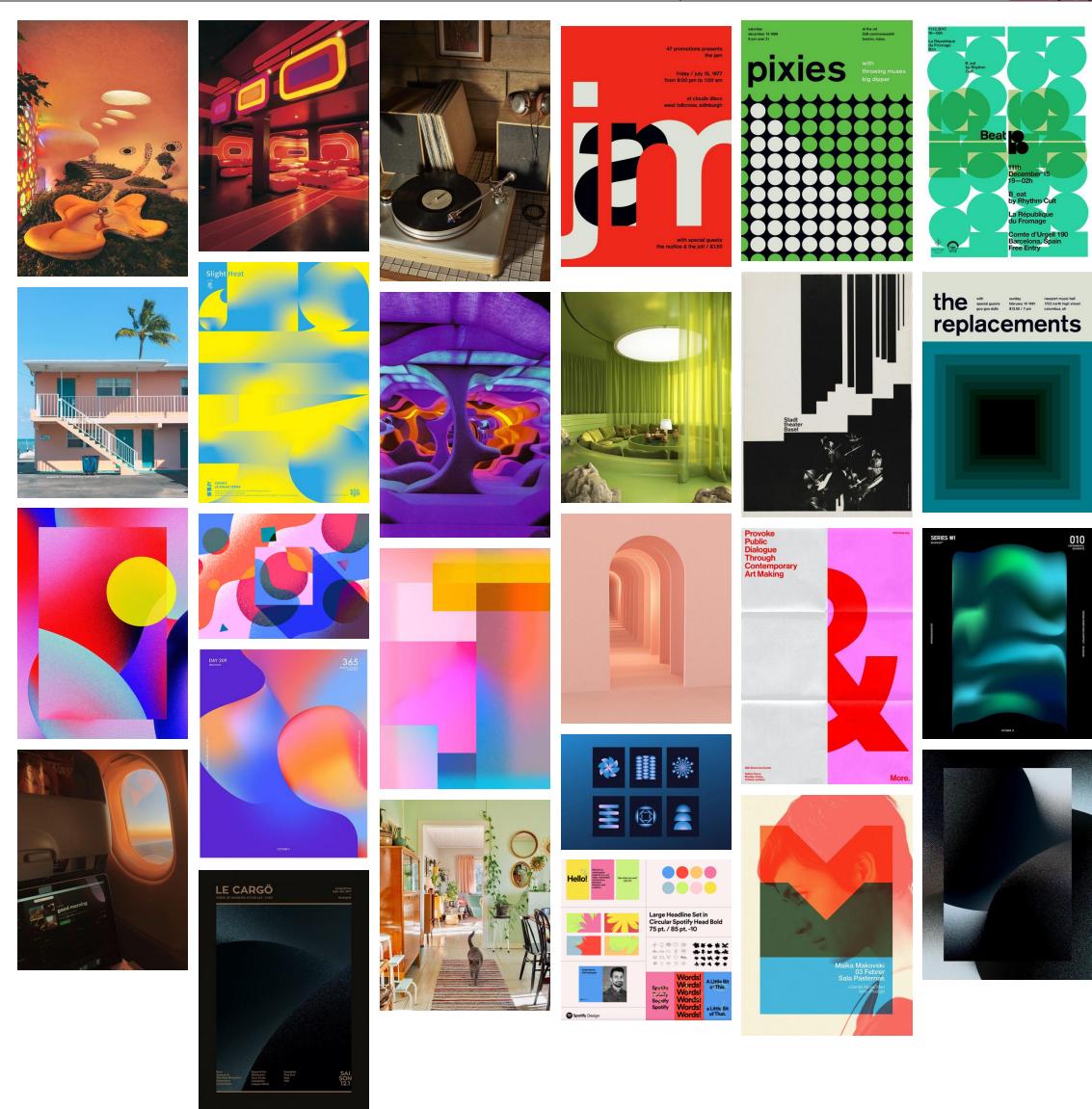


Visual Analysis

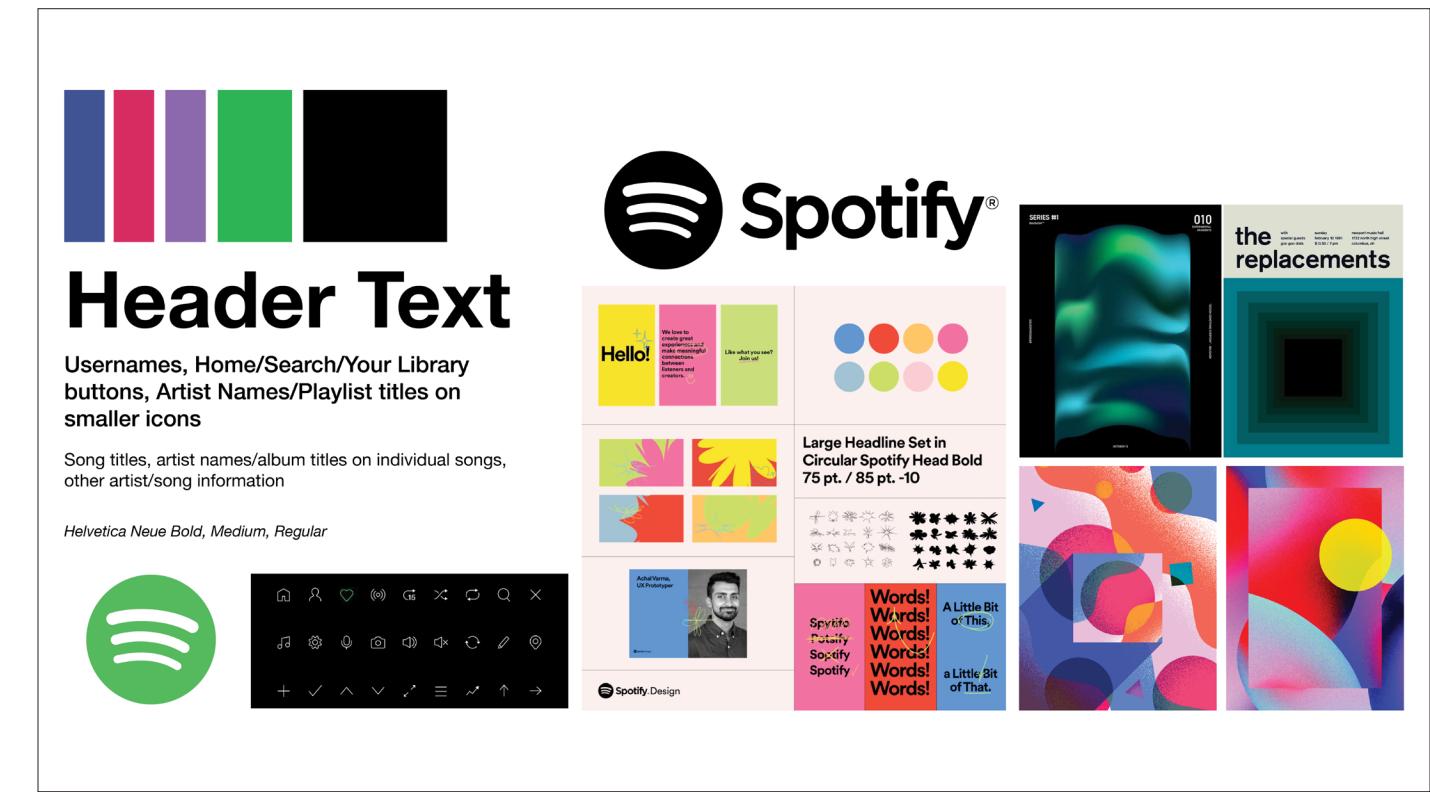
Pre-existing Moodboard by Spotify Design Team



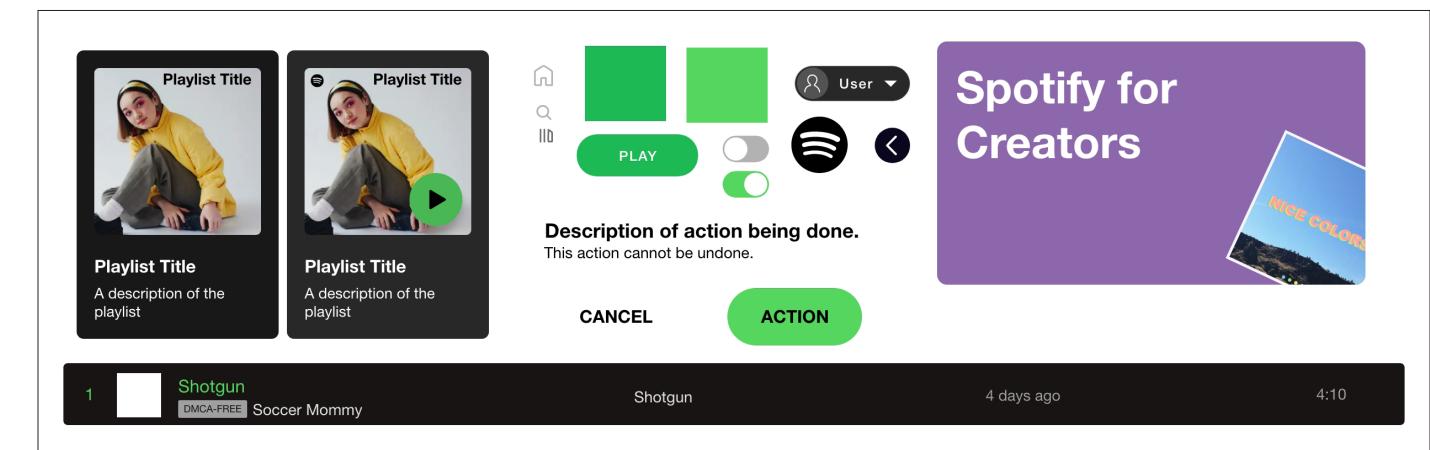
Our Moodboard for Spotify for Creators



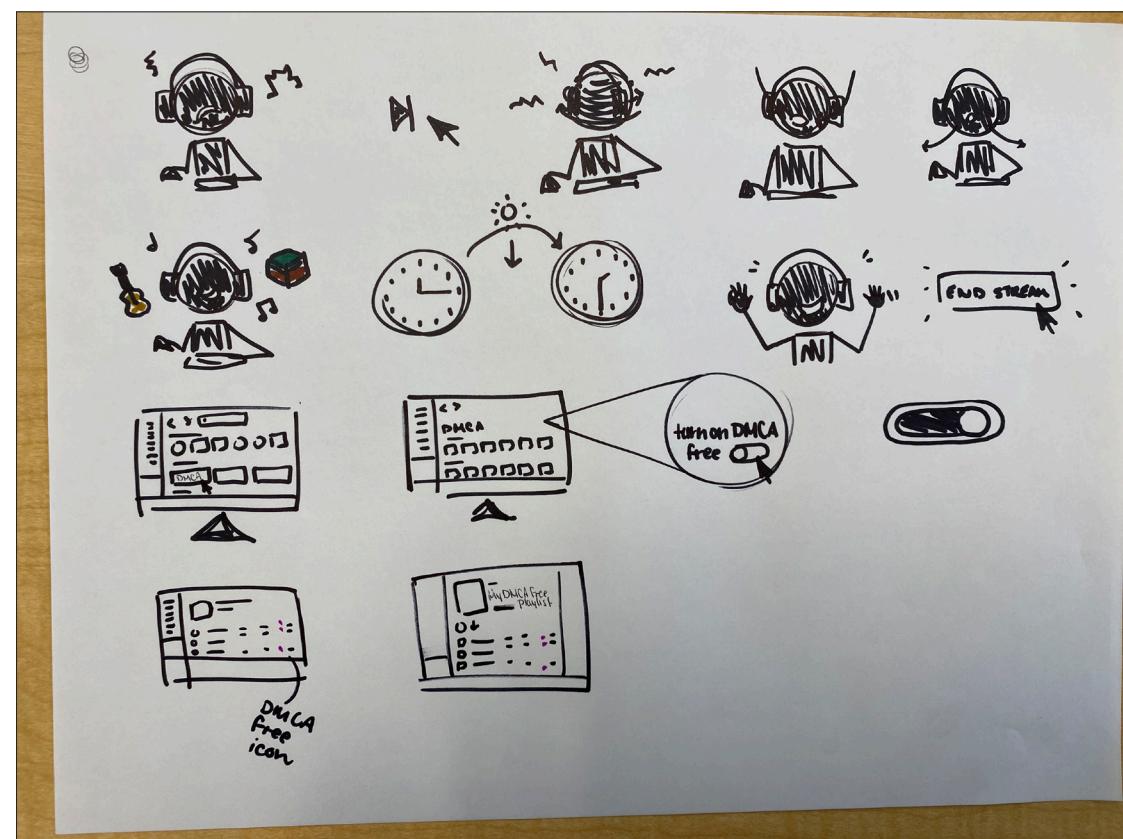
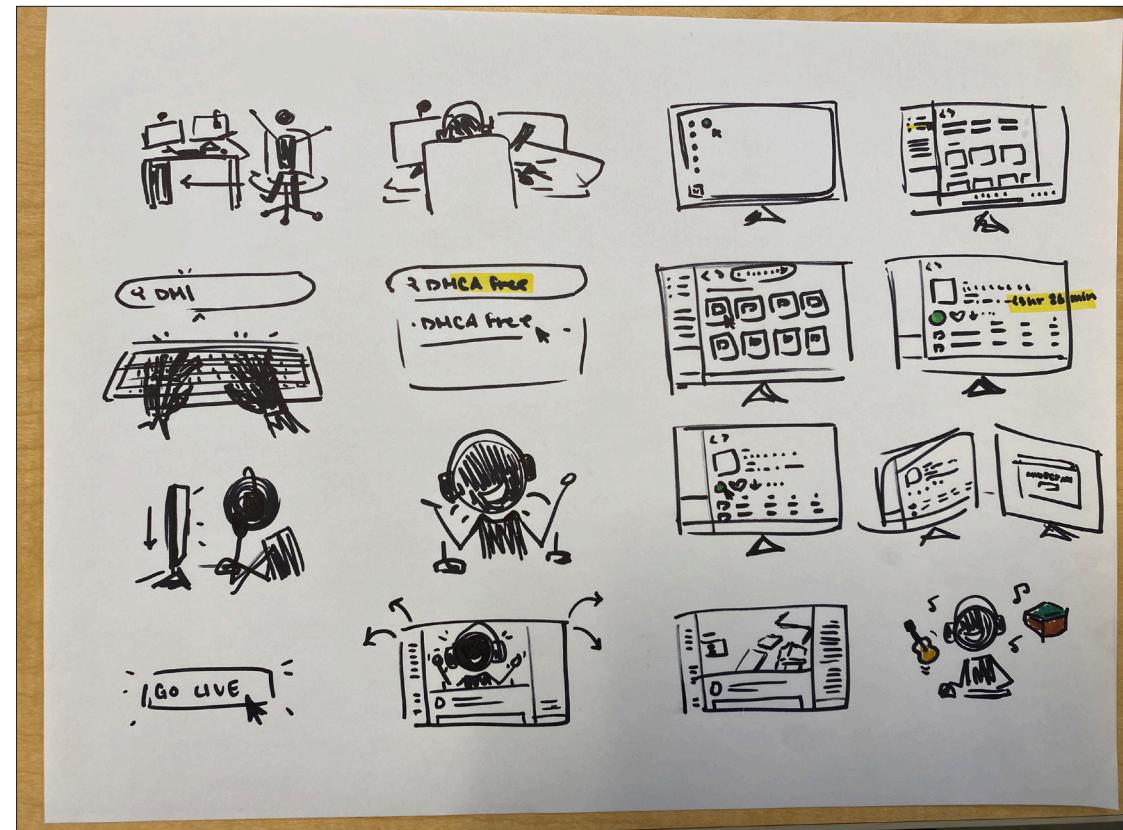
Style Tile



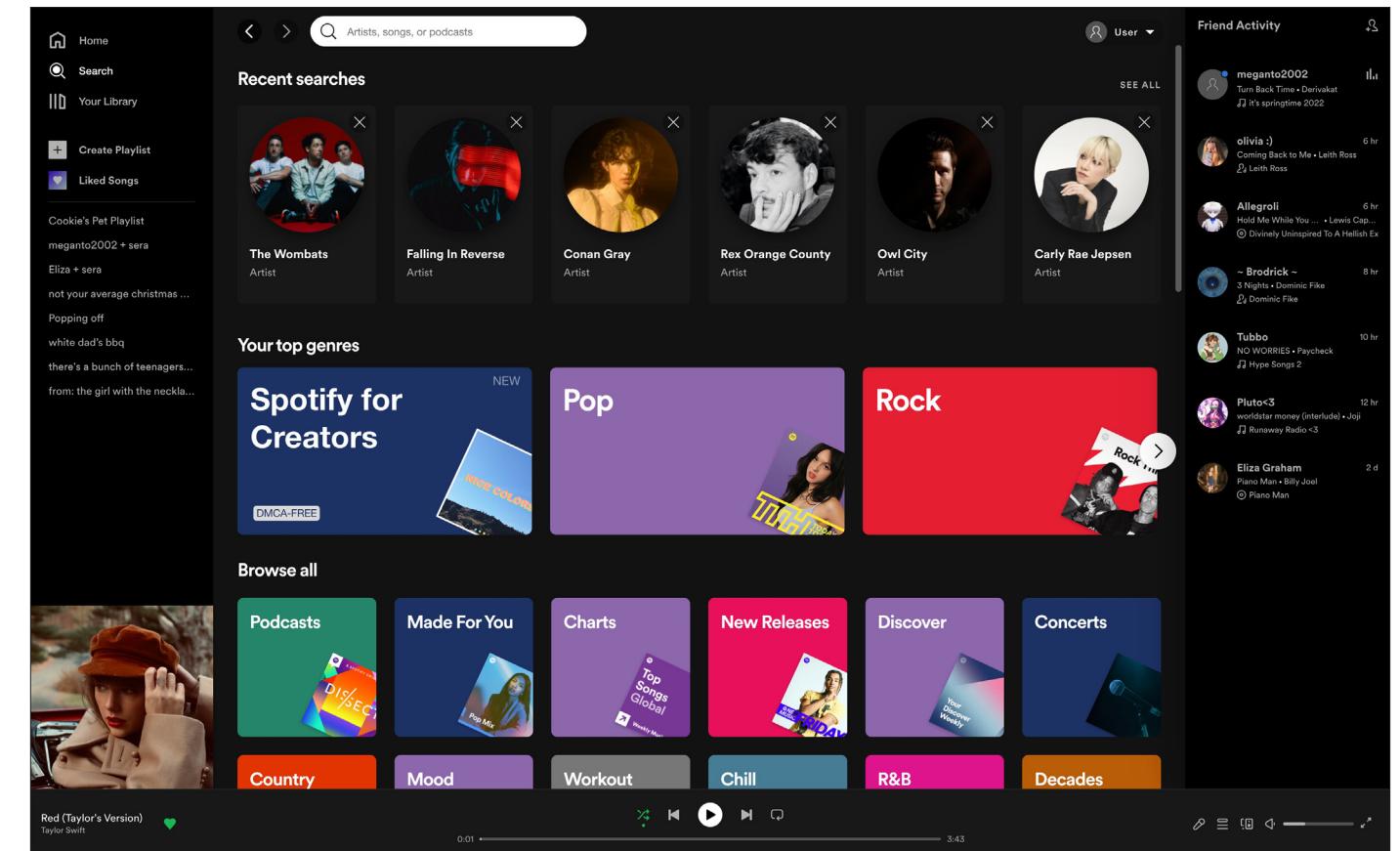
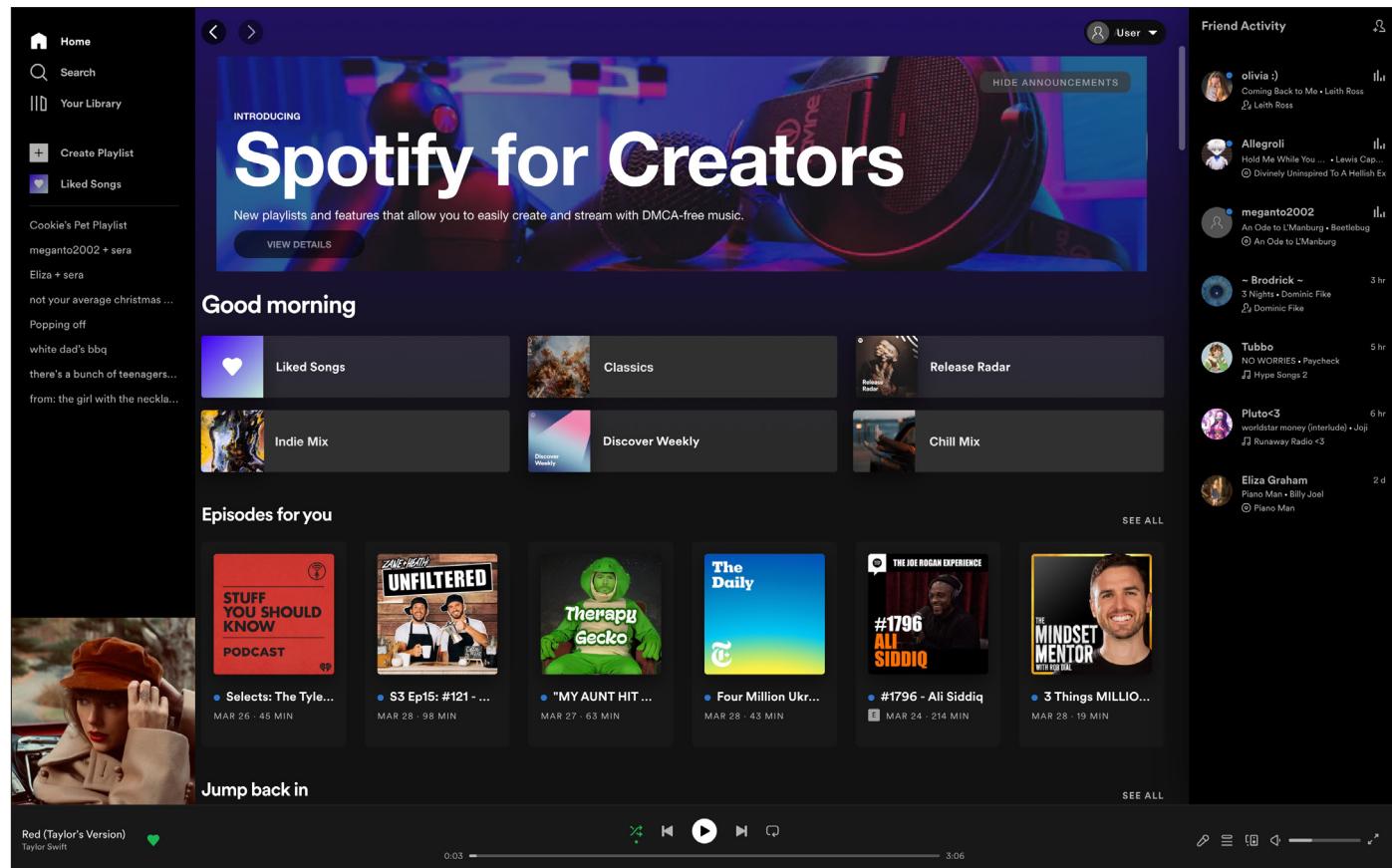
Brand Assets and UI Components



STORYBOARDS SENTRY VISUALS



Storyboards off persona problem and them solving it with our idea.



Banner: Allen
 Recommended Playlists: Seraphim & Allen
 Interactive Search Button: Ryley
 Linking Artboards/Prototyping: Ryley

Spotify for Creators Graphic: Seraphim
 Functional Back Button: Seraphim

The screenshot shows the Spotify for Creators interface. At the top, there's a search bar and a user profile icon. Below it, a large title "Spotify for Creators" is displayed. A "Featured Creator Playlist" section highlights "Tommyinnit's Picks" featuring Tommyinnit. To the right, a "Friend Activity" sidebar lists recent posts from friends like Olivia, Allegroli, and meganto2002. At the bottom, a "Popular Playlists" section shows various creator playlists such as Ninja's Mix, Indie Rock, Rubius' Mix, Tfue's Picks, Pokimane's Mix, and Iabi's Mix.

This screenshot shows the "Indie Rock" playlist page. The title "Indie Rock for Creators" is at the top, followed by a description: "Spotify's collection of the best DMCA-free indie rock for your stream." The main area displays a grid of songs with album art, titles, and artists. A "Song" card for "Shotgun" by Soccer Mommy is shown at the bottom. The right side features a "Friend Activity" sidebar with posts from friends like Olivia, Allegroli, and meganto2002.

#	TITLE	ALBUM	DATE ADDED	TIME
1	Shotgun [DMCA-FREE] Soccer Mommy	Shotgun	4 days ago	4:10
2	Synchronize [DMCA-FREE] Milky Chance	Synchronize	4 days ago	2:45
3	Coolest fucking bitch in town [DMCA-FREE] Haley Blais	Coolest fucking bitch in town	4 days ago	4:57
4	Talk beabadoobee	Talk	4 days ago	2:38
5	Tom's Diner AnnenMayKantereit, Giant Rooks	Tom's Diner	4 days ago	4:29
6	Purple Sun Cannons	Purple Sun	4 days ago	4:02
7	King Florence + The Machine	King	4 days ago	4:40
R	Mariella Texas Moon	Mariella	4 days ago	5:11

Spotify for Creators Title Bar: Seraphim & Allen
 Featured Creator Playlist: Seraphim
 Popular Playlists: Allen

Playlist Title Card: Seraphim & Allen
 DMCA-Free Icon: Ryley
 Playable Song Function: Ryley

