

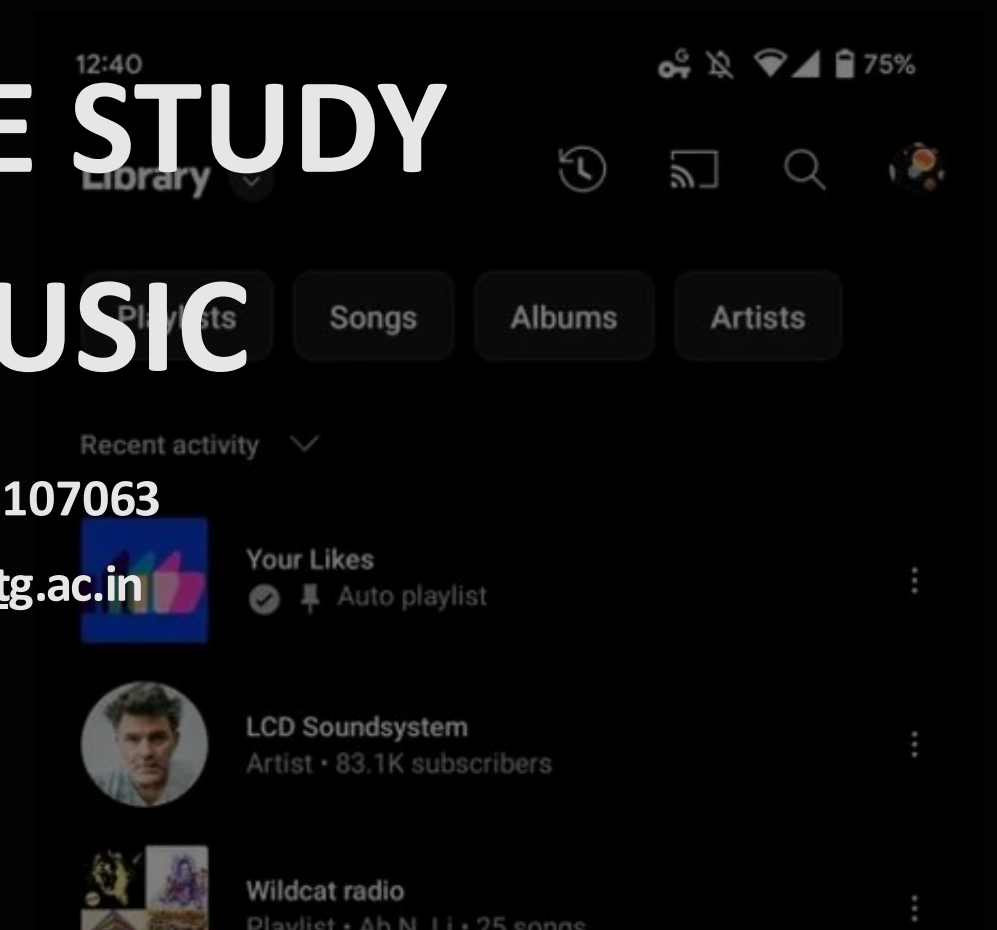
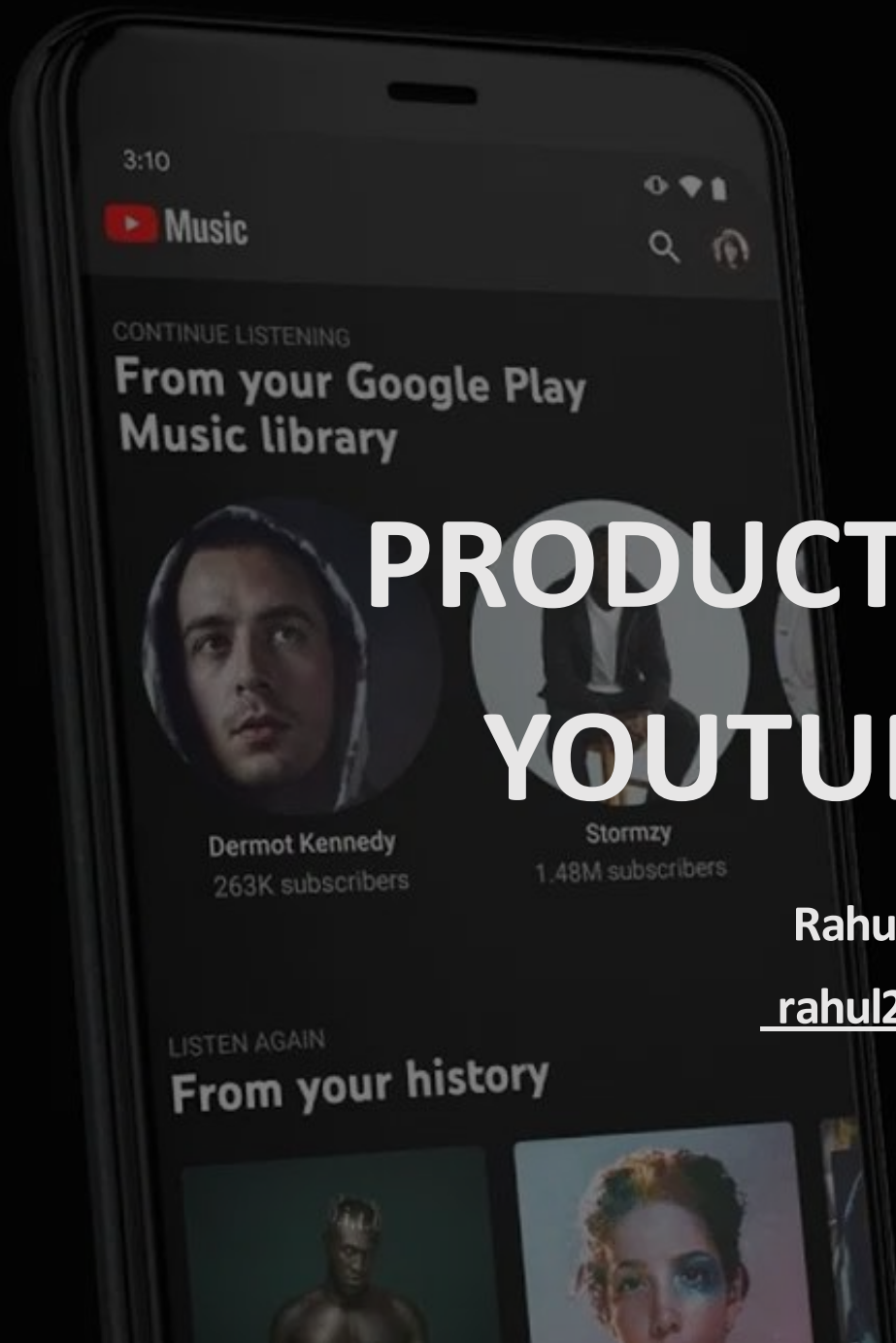


PRODUCT CASE STUDY

YOUTUBE MUSIC

Rahul Sharma - 200107063

rahul200107063@iitg.ac.in



Me & Youtube Music

Pre- Covid- 19 Days (Hostel)

- Tired from morning classes, I enter my room listening to my favourite music to relax.
- I often get bored listening to my same playlist and also not in mood to experience new albums.
- I ask suggestions from my friend Agrim as we share similar taste for music, he mentions the Arijit Singh's Ilahi he listened few days ago.
- I listen to the same song and share it with my other friends.

Past 6 months (Home)

- Bored from listening same playlist, I open Youtube Music and start surfing.
- But wait, I don't know how good are the new albums in the market!
- I try to recall my college friends, but I am too lazy to initiate a conversation on social media, just for the sake of asking music options.

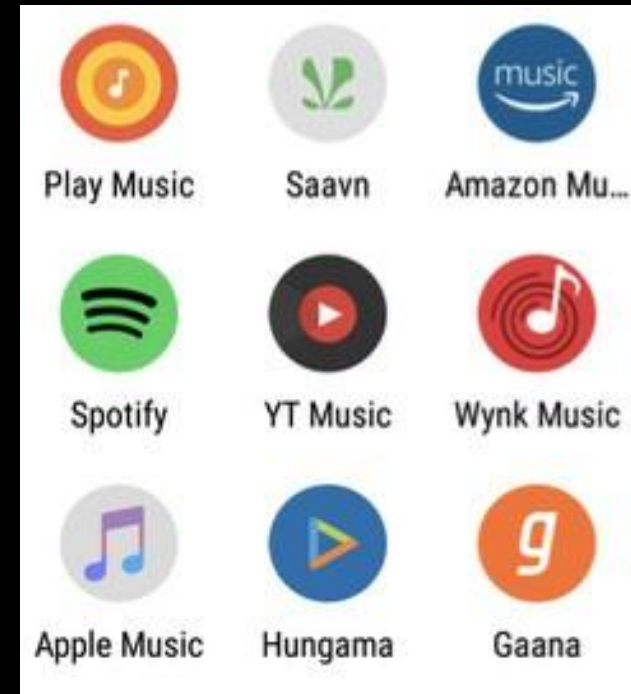
About Youtube Music

- YouTube Music is a subscription based music streaming service developed by YouTube designed for users who primarily consume music through YouTube allowing users to switch between song and video as desired.
- The service has music not only from verified artists but also from small creators and cover artists.
- More than 15 million downloads and 800,000 paying subscribers for YouTube Premium in India.

Problem Statement

- What is your favourite product and why do you like it?
- If you are given a chance to improve, How would you go about it?

Competitors



Problem Statement

User Persona

Improvements

Feature prioritization

Metrics

Agrim, 20, Peer and fellow Music Lover

"I love discovering new music and want my friends also to know about them"

Goals:

- To discover new music and share across his friends.
- Wants to have all kinds of playlist for studying, partying, roadtrips, etc.

Painpoints:

- Unable to share his playlists with friends and family members.
- Cannot enjoy music with his friends at the same time.

Palak Bansal, 26, Analyst at MNC

"I want to listen to new music albums but unable to find time discovering it"

Goals:

- Likes keeping up with her all time favourites and classics.
- Wants to listen to music while travelling to and fro from work.

Painpoints:

- Unable to find time to discover and listen to new music.
- Cannot attend concerts or music festivals with her friends due to workload.

Gaurav Taneja, 22, Director at MnC

"I enjoy listening to vintage songs and want to discover similar music."

Goals:

- Likes to listen old age music to vibe and reconnect.
- As he is a frequent flyer, wants to keep himself engaged by listening music.

Painpoints:

- Gets overwhelmed often by huge number of options.
- Unable to get song suggestions on basis of his music taste.

Taking User 1 at the first priority as it is the most matching persona with my daily use of the app.

Problem Statement

User Persona

Improvements

Feature prioritization

Metrics

Feature 1: Youtube Music Lattice

Feature

Gets the algorithm to generate a 3X3 Graphic best representing the users music taste across different languages and genres and an option for them to create one themselves (premium) to share on different platforms.

Index- Mood 1 vs Mood 2

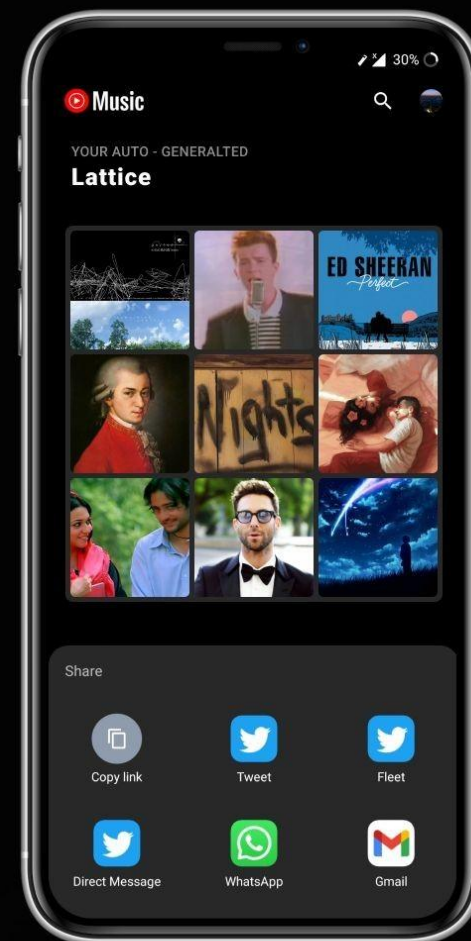
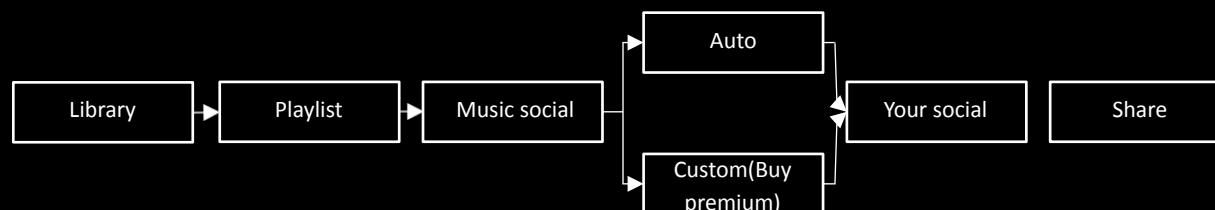
Insights

Allows the users to share and talk about their music taste across all social media, the Graphic will link directly to a playlist having the 9 songs bringing in a lot of new users to YT Music.

Value Proposition to user

- Exciting way for users to discover new music.
- Users will gain an insight into their own music taste as well.
- Get to know about their friends, artists or any famous star's music taste.

User Journey



Problem Statement

User Persona

Improvements

Feature prioritization

Metrics

Feature 2: Youtube Music Camp

Feature

Camp allows users to form a group on YT Music and listen to music together, the same song will be heard on all the connected devices, songs can be chosen by any person on the group.

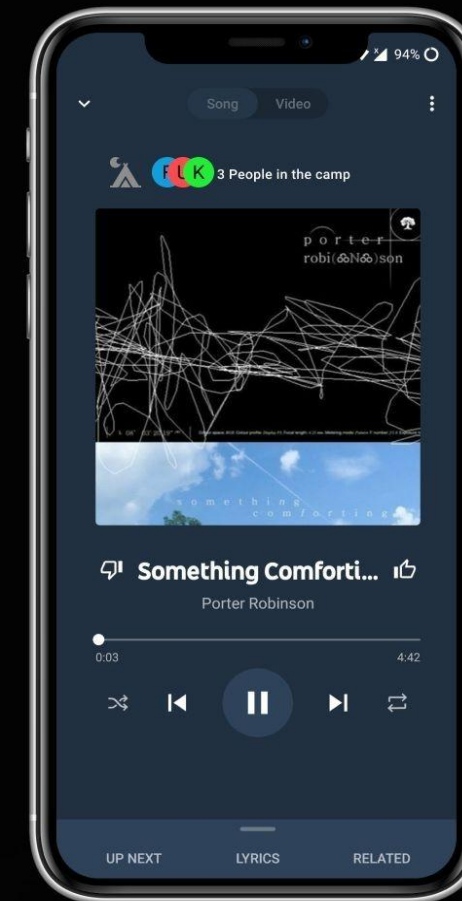
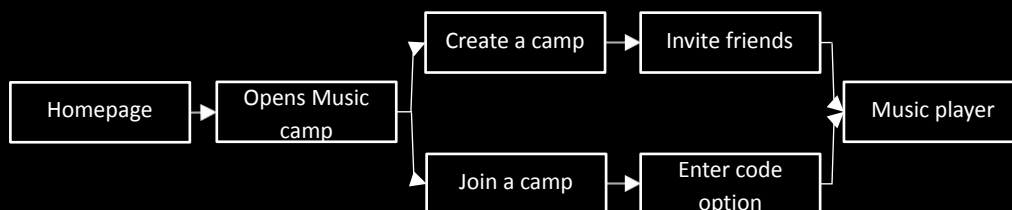
Insights

Initiate conversions as friend groups join up to socialise together around the world also can have the users to keep coming back because of its multiple use cases.

Value Proposition to user

- Jam together with friends in a time where they can't meet in groups.
- Giving everyone control of the music during the party both offline and online.
 - Alternative to speakers.

User Journey



Problem Statement

User Persona

Improvements

Feature prioritization

Metrics

Feature 3: Youtube Music Mood Suggest

Feature

Mood Suggest asks the user 4 basic questions (Preferred Genre, Language, Artists and Mood) which upon answering generates a playlist with those filters applied.

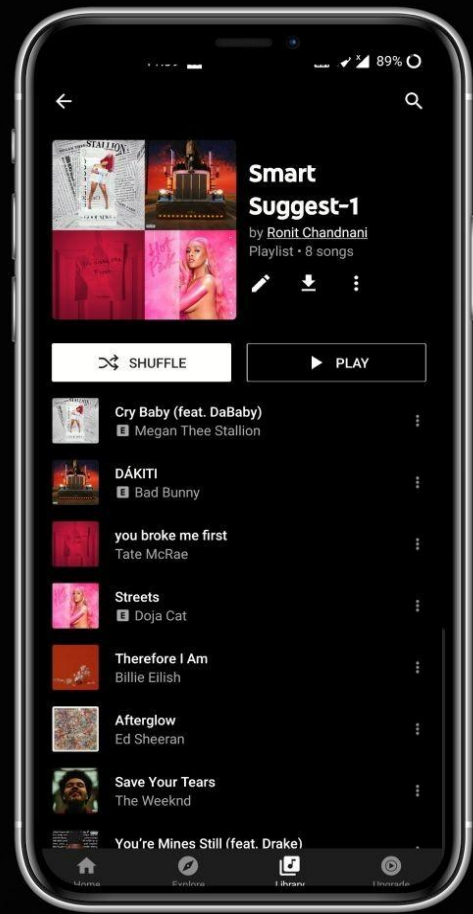
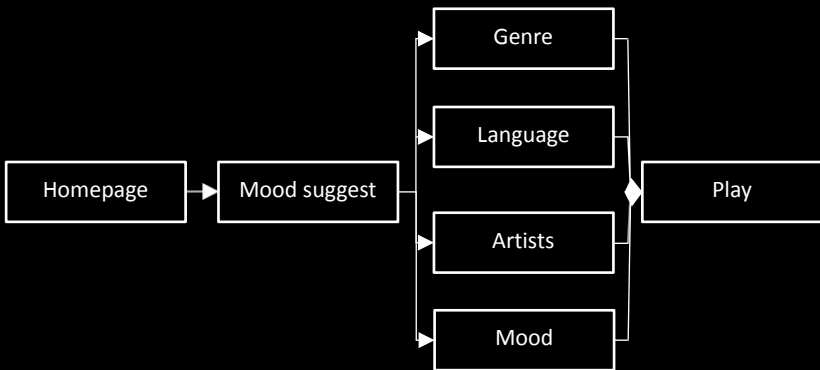
Insights

Mood Suggest can initiate repeat behaviour from a lot of users who wish to find different music playlists or don't have time to find songs to play from the huge library.

Value Proposition to user

- Help create playlists for users looking for something specific.
- Discover new music based on how filters are applied.
- Help users who keep listening to the same songs or are too lazy to find new music.

User Journey



Problem Statement

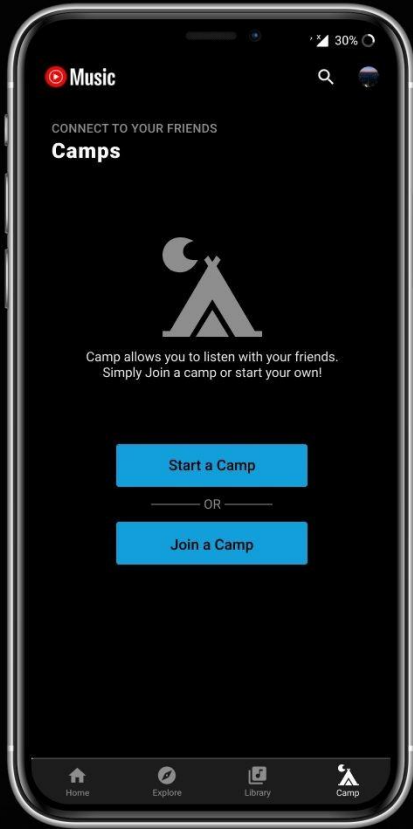
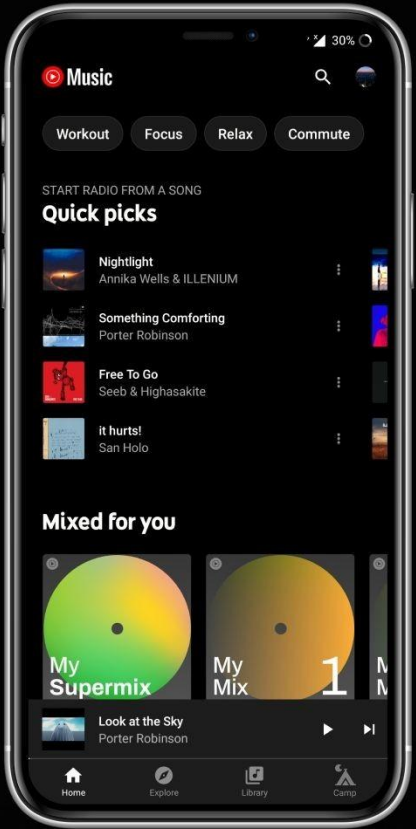
User Persona

Improvements

Feature prioritization

Metrics

Wireframes



Feature Priortization

	<u>Reach</u> (Out of 5)	<u>Impact</u> (Out of 3)	<u>Confidence</u> (In %)	<u>Effort</u> (Out of 5)	<u>RICE Score</u>
<u>Feature #1</u>	4	3	90%	4	2.7
<u>Feature #2</u>	4.5	2	100%	3	3
<u>Feature #3</u>	3	2	80%	4	1.2

Problem Statement

User Persona

Improvements

Feature prioritization

Metrics

THE PRODUCT

Connecting you to the world of music. 70 million songs including live performances, covers, remixes and music content you can't find elsewhere.

THE SOLUTION

Introduction of a Music Party, Music Social and Music Mood Suggest using wireframes and value proposition to users.

THE PROBLEM

Youtube music failed to fill up the void (missing friends) created due to the pandemic. Elaborated in the slide using problem statement & user persona.

FEATURE PRIORTIZATION

Prioritizing the most suitable feature for our user persona in order to impact maximum such users.

METRICS

Analysing the HEART framework to understand the breakdown, using various metrics and the signals.

	Goals	Signals	Metrics
Happiness	Users find the app helpful, fun and easy to use	<ul style="list-style-type: none">• Filling the surveys and user feedback• Giving 5-star ratings	<ul style="list-style-type: none">• Net Promoter Score• Customer rating/reviews
Engagement	Users enjoy app content and keep engaging with it	<ul style="list-style-type: none">• Spending more time in the app	<ul style="list-style-type: none">• Average session length• Average session frequently• Conversion rate
Adoption	New users see the value in new feature	<ul style="list-style-type: none">• Downloading app• Login/Sign up• Using new feature	<ul style="list-style-type: none">• Download rate• Sign up rate• Feature adoption rate
Retention	Users keep coming back to the app to perform key action	<ul style="list-style-type: none">• Staying in the app• Renewing subscription	<ul style="list-style-type: none">• Churn rate• Renewal rate
Task success	Users complete their goal quickly and effectively	<ul style="list-style-type: none">• Complete tasks efficiently	<ul style="list-style-type: none">• Exit rate• Crash rate

HEART Framework to understand metrics breakdown

Problem Statement

User Persona

Improvements
Recommended

Feature prioritization

Metrics