

# Spotify With Friends

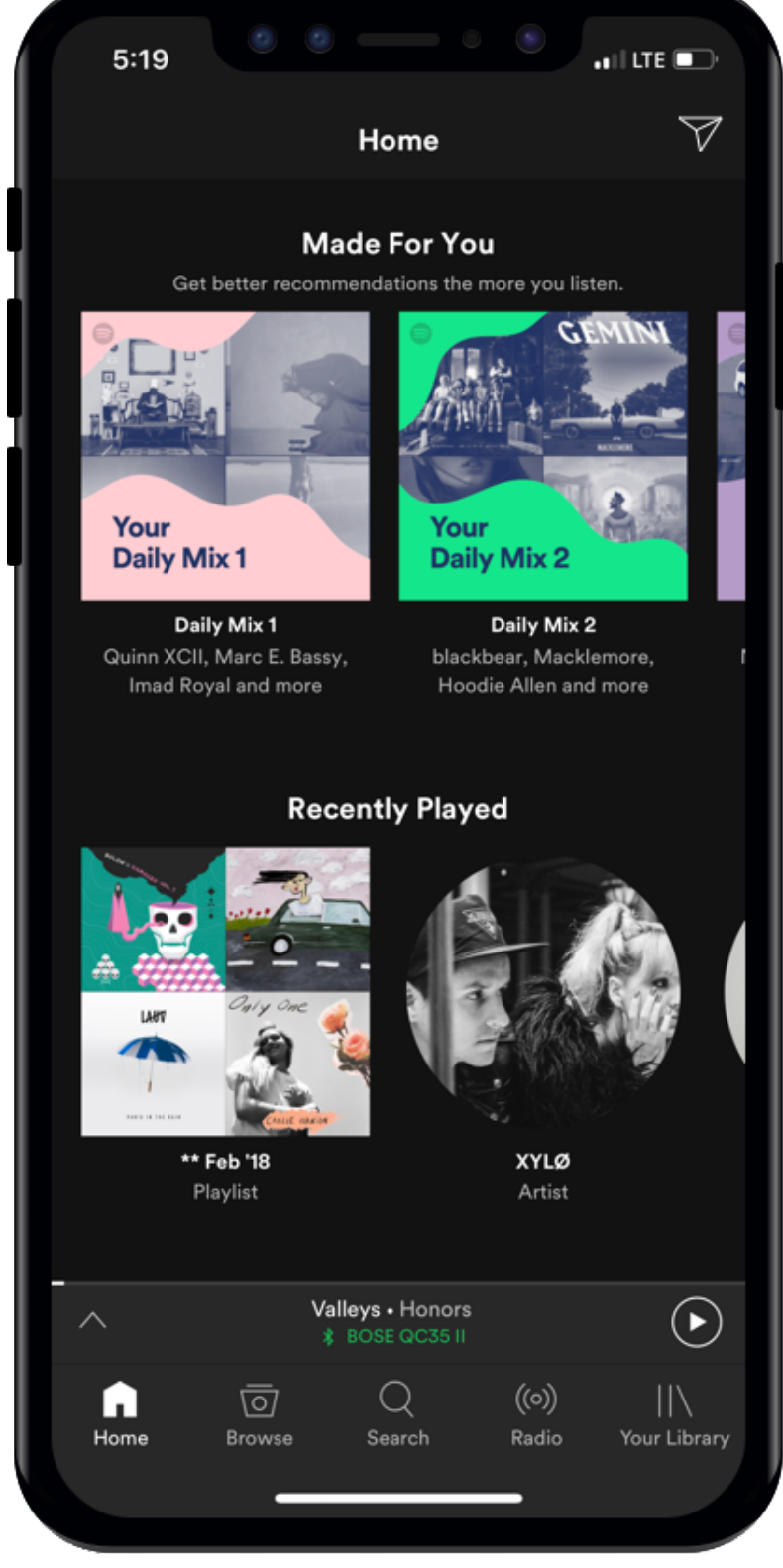


Designed By: Samantha Lee

## Introduction

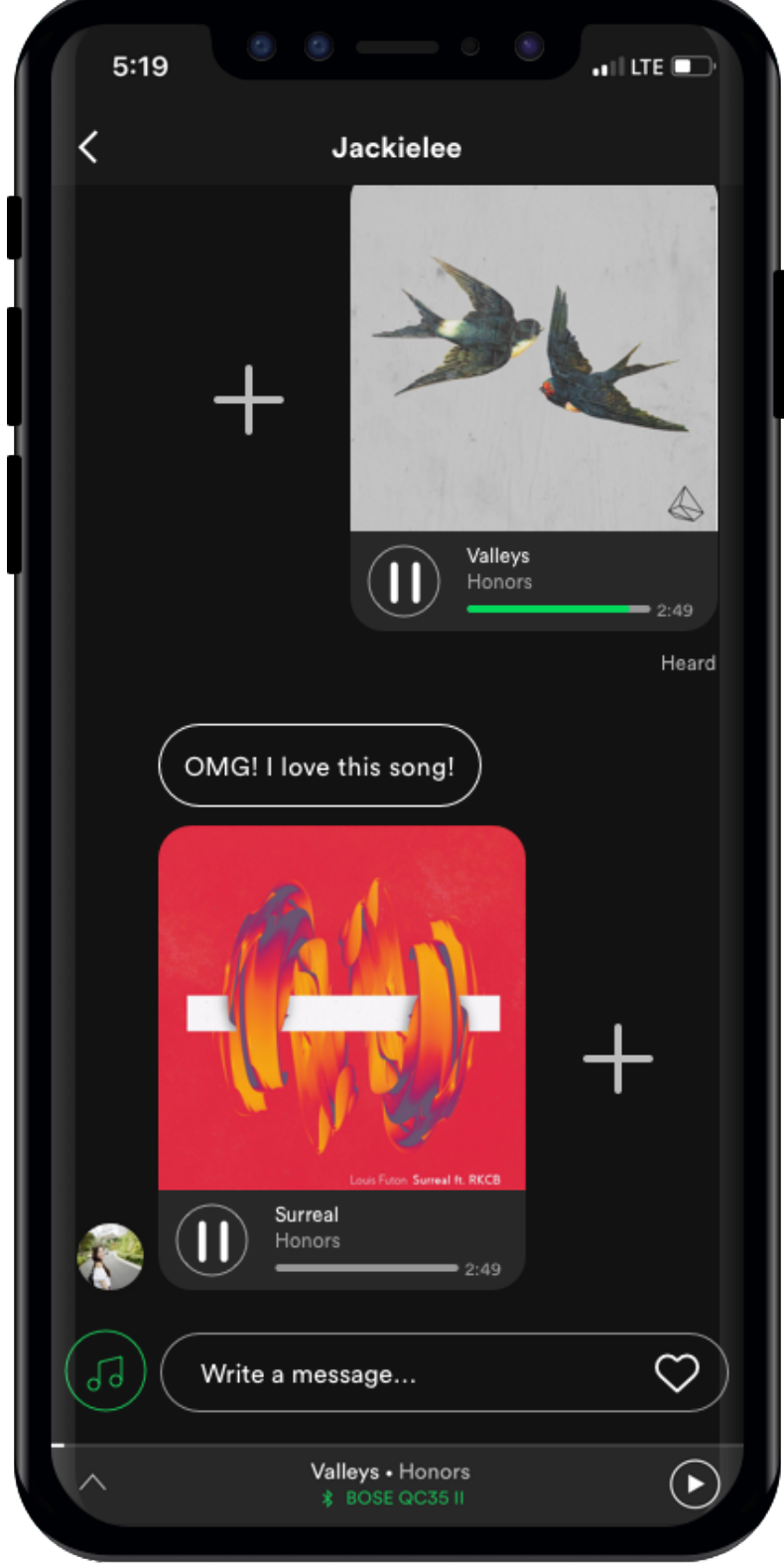
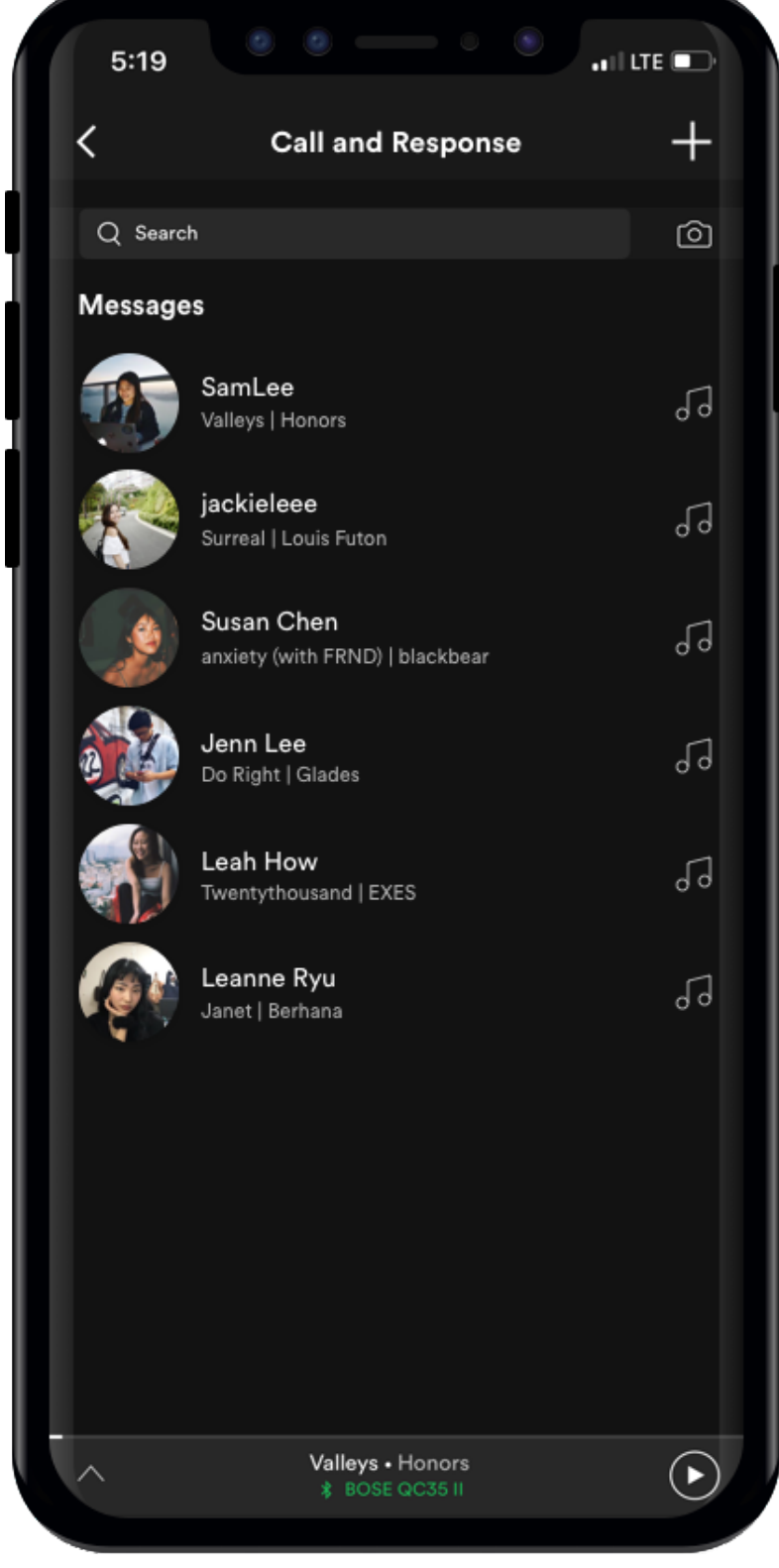
I LOVE Spotify. I love the fact that Spotify makes finding and listening to music more social and convenient with the concept of the “Discover Weekly” playlist. Despite my affection for the app, the user testing I conducted indicates that there is room for Spotify to expand its social aspect to bring in real value to the user and enhance their social experience. For this project, I decided to tackle areas that could help Spotify grow as a company by recommending features that would create added value.

## SPOTIFY CALL AND RESPONSE



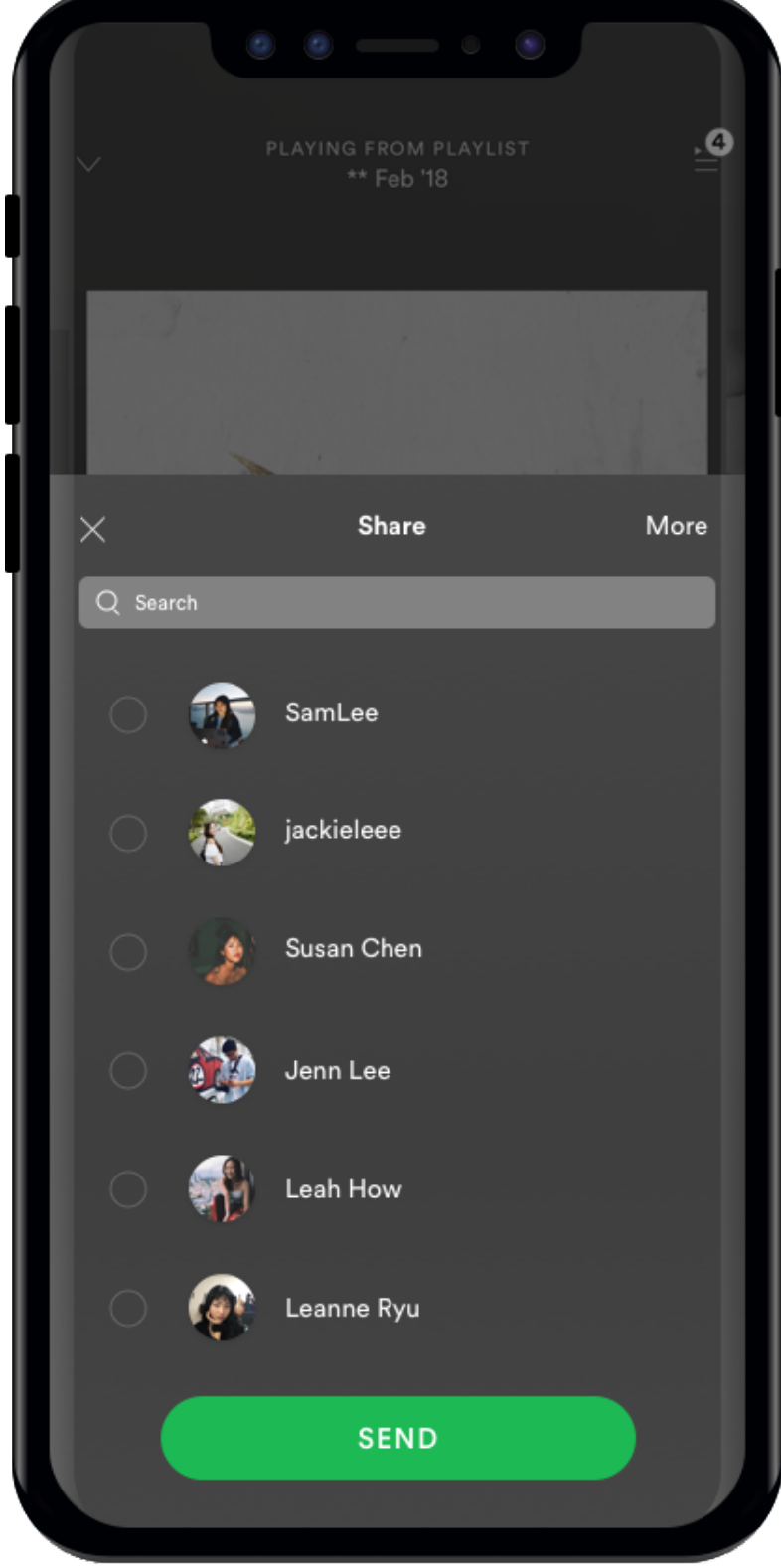
### PROBLEM

Based on questionnaires, users note that an enjoyable part of music is sharing with your friends. The current method Spotify provides to share songs with friends is through external messaging systems. Spotify offers no way of sending songs to friends internally despite allowing users to sign up via Facebook, and allowing them to follow their friends.



### SOLUTION

“Call and Response” is a direct messaging system. With this feature, users can easily share newly discovered songs with their friends without having to go through external apps. Spotify is already set up in such way that a messaging system could be integrated very seamlessly as the new feature can build off of the existing system.



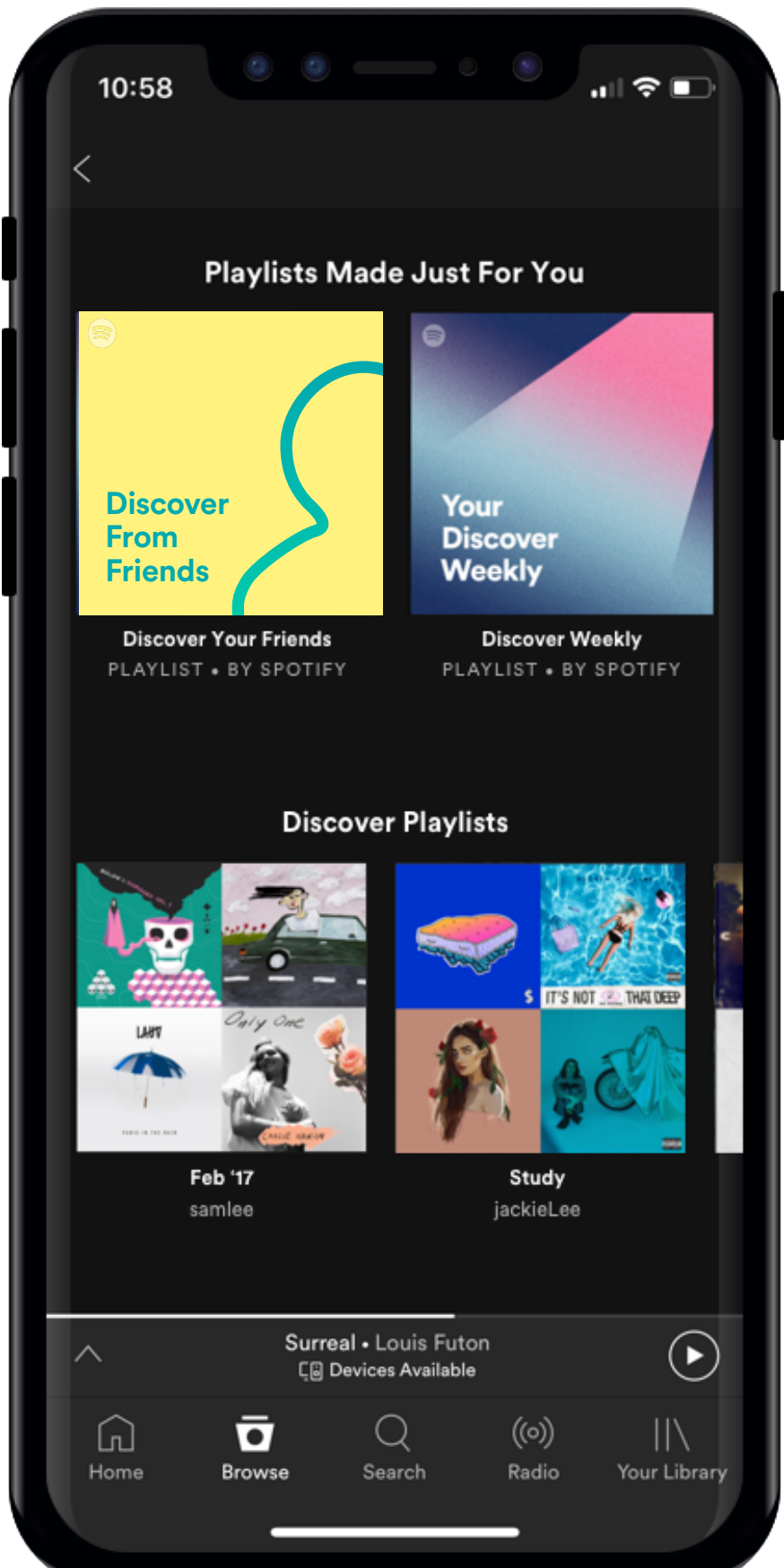
## DISCOVER MORE SONGS

### PROBLEM

Of the 22 spotify users that were interviewed, 19 of them noted that they use “Discover Weekly” as a way of finding new songs, and 12 users indicated that they listen to the playlist weekly. For most people, the algorithm that generates the “Discover Weekly” playlist is consistently spot on as it recommends at least 5 songs the users end up adding to their personal playlists. However, they also wish to have more new music to listen to.

### SOLUTION

“Discover from Friends” playlist is a playlist that aggregates tracks which are trending/popular among the accounts the user follows.



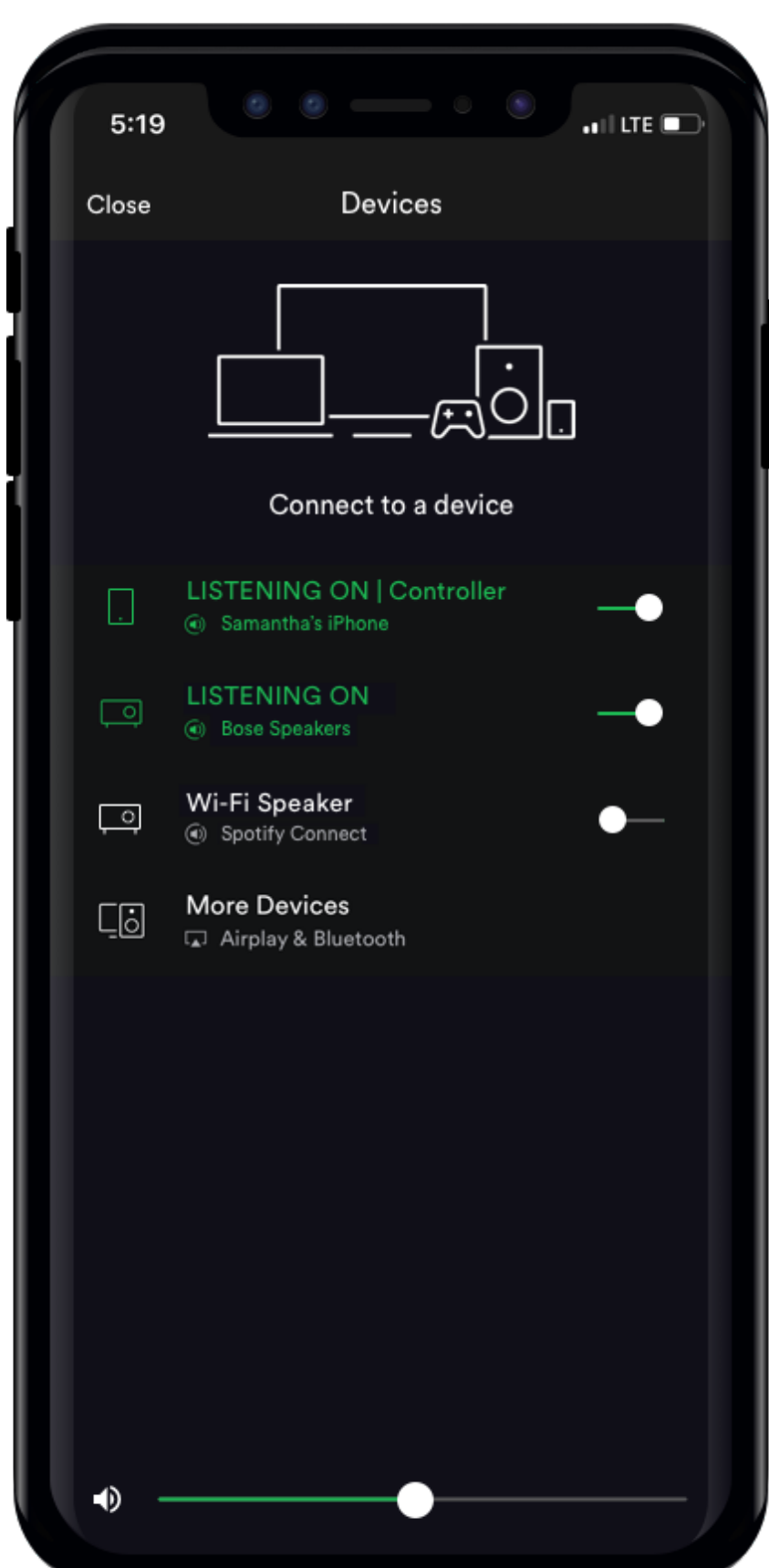
“Discover Playlists” is a set of playlist recommendations of the actual playlists of others who have similar taste in music. By promoting personal playlists of users, they would be incentivized to build more playlists by finding new songs.

Not only does these aspects benefit Spotify users, it can also help increase the accuracy of Spotify's algorithm with more tracks to gather data from.

## AMPLIFY SPOTIFY

### PROBLEM

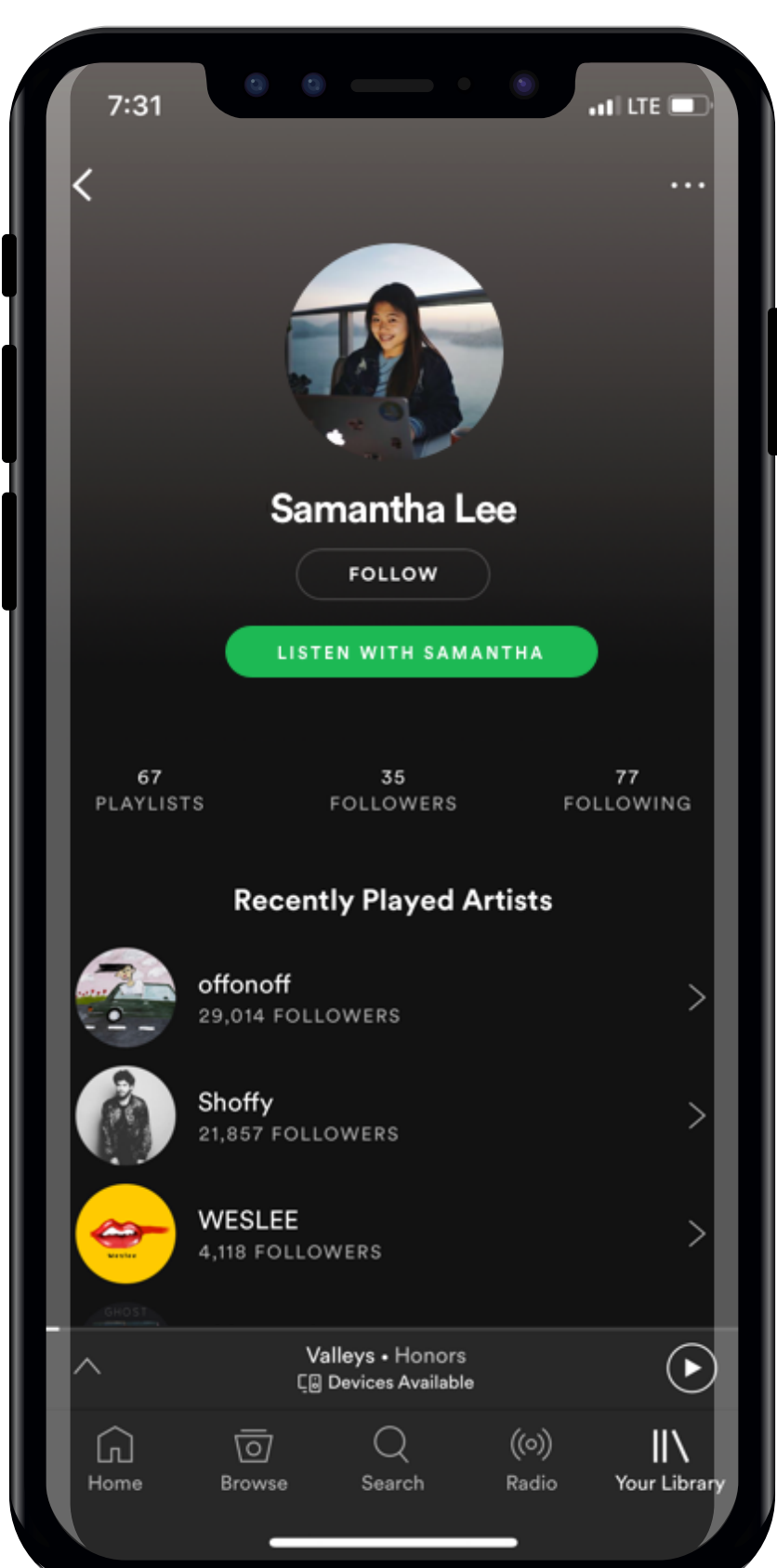
In order to have consistent sound quality and volume throughout a space, users must have a sound system set up. However, that is not always the case. Thus, many rely on single and/or small speakers that may not be great in quality, affordable, or loud enough.



### SOLUTION

“Spotify Amplify” allows users to have a surround sound system experience without the expensive price tag. Users can play on multiple devices using the same Spotify account if the devices are connected to the same Wi-Fi network or connected via Bluetooth. One device would be controlling the audio.

“Listen with me” is another aspect of this feature that allows friends to play what the user is playing. This way, users can utilize their friends’ devices to create the surround sound effect.



The option of using “Listen with me” will be displayed on the user’s profile after he or she has allowed the feature and started playing a track. User’s friends can simply click on the button to begin playing the same songs the user is currently playing. With such an option, the user would have full control of the music being played and could utilize his or her friends to achieve a surround sound effect.

## Conclusion

These three features make listening to music on Spotify a more social activity, a goal the company seems to be pursuing with the “Friends Activity” feature. The new features I have just recommended do not necessarily address big problems users have in regards to the application; however, it aims to provide more value to users.