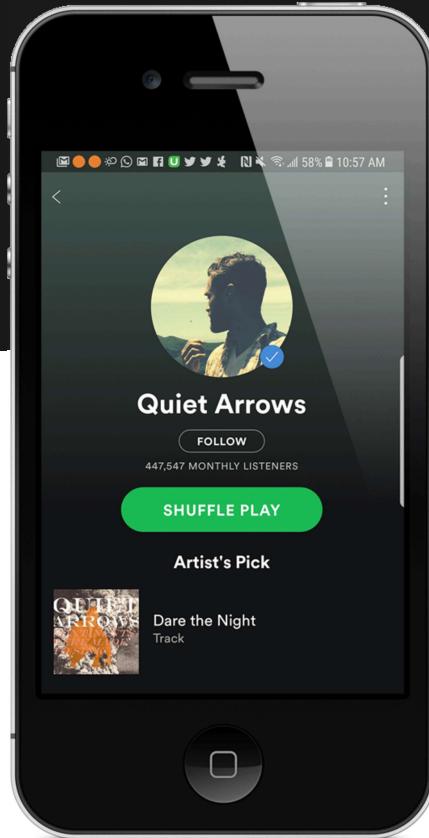




Adding a sharing feature to a digital music sharing application



Goal

To add a sharing feature that allows users to share playlists seamlessly within the Spotify application and songs using third party applications

Design Process



Research

- Research plan
- Participant Interviews
- Research Debrief



Information Architecture

- POV Statements
- Crazy Eights
- User Flows



Interaction Design

- Responsive Wireframes
- Low and Mid Fidelity Prototypes



User Interface Design

- Usability Testing
- High Fidelity Prototypes



Usability Testing

- Remote Testing
- In-Person Prototype Testing

Overview

Spotify's mission is to help people listen to whatever music they want, whenever they want, wherever they want. They want to improve engagement by adding an effective sharing functionality that allows the user to expand their social functionality by sharing music within the Spotify application, as well as using integrated third party applications.



Research

The goal of the research was to understand how we can increase the number of users sharing music through the Spotify application and what the current experience of sharing music was like for users and how it can be improved. Secondary research was conducted based on direct and indirect competitors like Pandora, Apple Music, Match.com and Dropbox. The sharing feature as well as the workarounds were researched along with participant interviews. The results from the interviews, research and surveys were used to inform us on understanding why users may not be sharing music and what can be done to encourage it. In the scenario, that users do share music, understanding what motivated them and implementing the features to increase the sharing of music on the Spotify application and create an intuitive sharing experience.

Research Process

The primary and secondary research led to creating a user persona, Adam Beckman, a 28 year old Web Developer living in Chicago, IL. Adam really enjoys his field and spends a lot of his spare time on personal projects. He uses Spotify extensively to get into the zone when coding, which makes music an integral part of his lifestyle.



"When I share music, I try to always send a clickable link, so my friend doesn't have to go through the process of copying and pasting the song in order to listen to it."

GOALS / NEEDS
Finding new artists and songs is important to him

He would like to have the share feature integrated with other applications based on how they correspond to each other

He wants to widen his scope of music, and experience different artists and get a chance to discover music with his friends

FRUSTRATIONS / FEARS
There isn't a way to tell whether or not his friends are able to listen to the music that he shares with them

If he hears music he enjoys on a different platform like a TV, he needs to use a third party application like Shazam or Sound cloud to find out what song it is and go to Spotify or Apple music to listen to it.

The Sage - Adam Beckman

AGE	28
GENDER	Male
OCCUPATION	Web Developer
STATUS	Married
LOCATION	Chicago, IL

PERSONA BIOGRAPHY
Adam is 28 year old Web developer who graduated from the University of Texas in 2012 with a bachelor's degree in Graphic Design. He switched careers to web development when the newspaper company he worked for downsized and he was forced to quit his job and reconsider his career choices.

A large part of his day to day life is coding various websites, as well as personal projects in his free time. Music is an important part of his coding process, specially when he is trying to get into, or is already in "the zone". Adam also tends to listen to music while commuting, running and cooking with his wife on the weekends. He uses various applications and sites, but primarily uses Apple Music and Spotify, depending on whether he would like to listen by mood or a personally curated playlist.

While he doesn't share music all the time, when he hears a song that he thinks a friend might enjoy, he uses the Spotify "share" feature to notify his friends of the discovery he made. Sharing music experiences is important to Adam and he invents different ways of doing just that depending on the applications he is using at the moment.

MOTIVATIONS

- Finding playlists that he can listen to with friends
- Finding good playlists or songs on a friend's account
- Discovering similar artists that he did not hear of before
- New Experiences
- Ease of sharing
- Being notified of concerts or artist related events in the area

BRAND AFFILIATIONS



PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

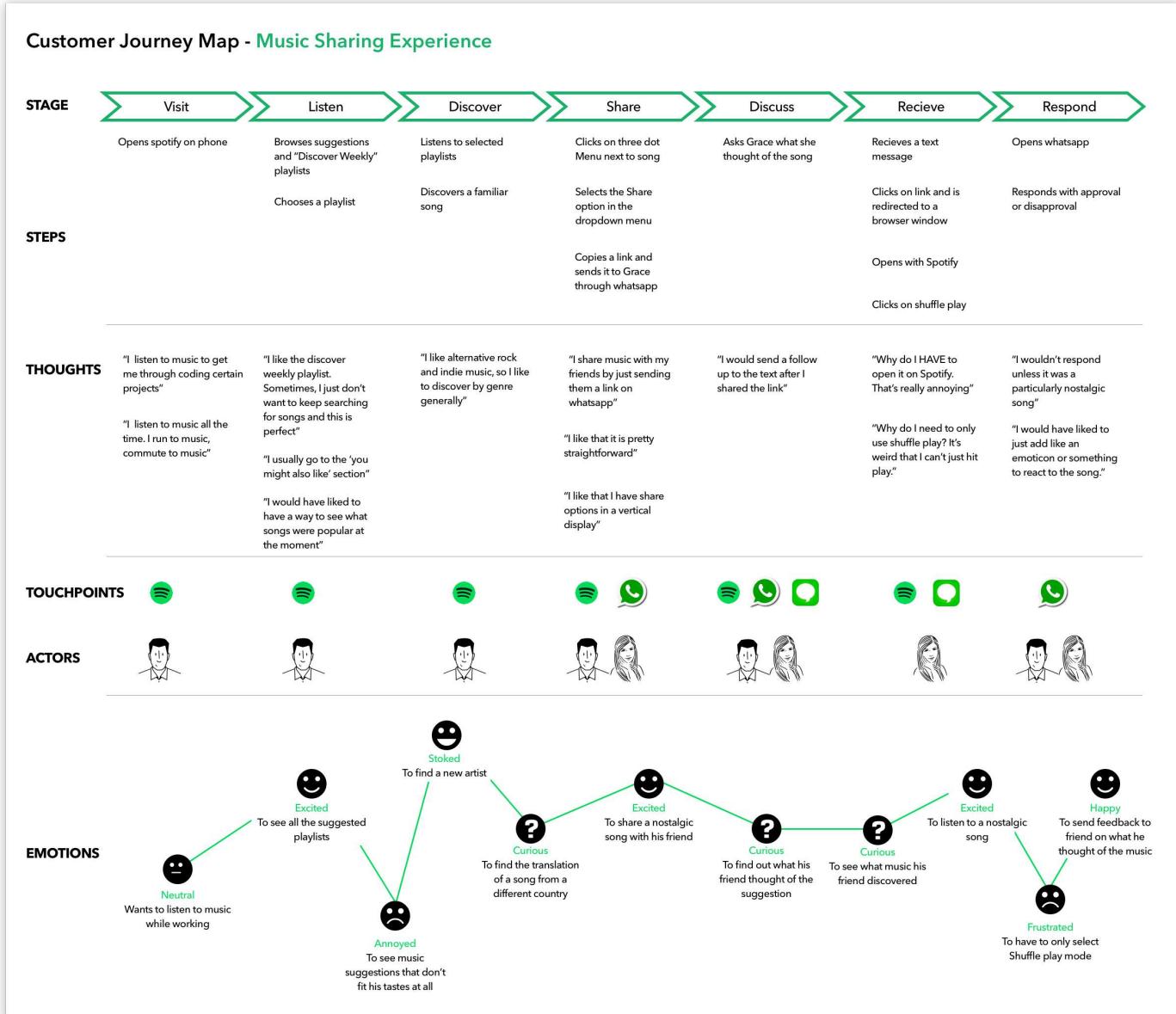
MUSIC SHARING HABITS

Spotify	Text Message
Third Party Applications	Word of Mouth

“

I had no idea that Spotify even had a share music functionality. Where do I find it? Oh. Maybe it's in the three dot menu thing

The creation of Adam Beckman, led to a customer journey to understand what type of workarounds users come up with to share music. This customer journey map helped us understand the user's motivation to share through specific mediums, and validated our initial assumption, that users were more likely to share music when the share functionality was clear and visible.



The results from the customer journey map, research and surveys were used to inform us on how we can effectively incorporate elements into the sharing process, what encourages users to share more music and how we can increase the share functionality's visibility.

The biggest pain points discovered during the research stage was that the participants were worried about being judged for their music habits, as well as, most users were not aware of a share functionality existing.

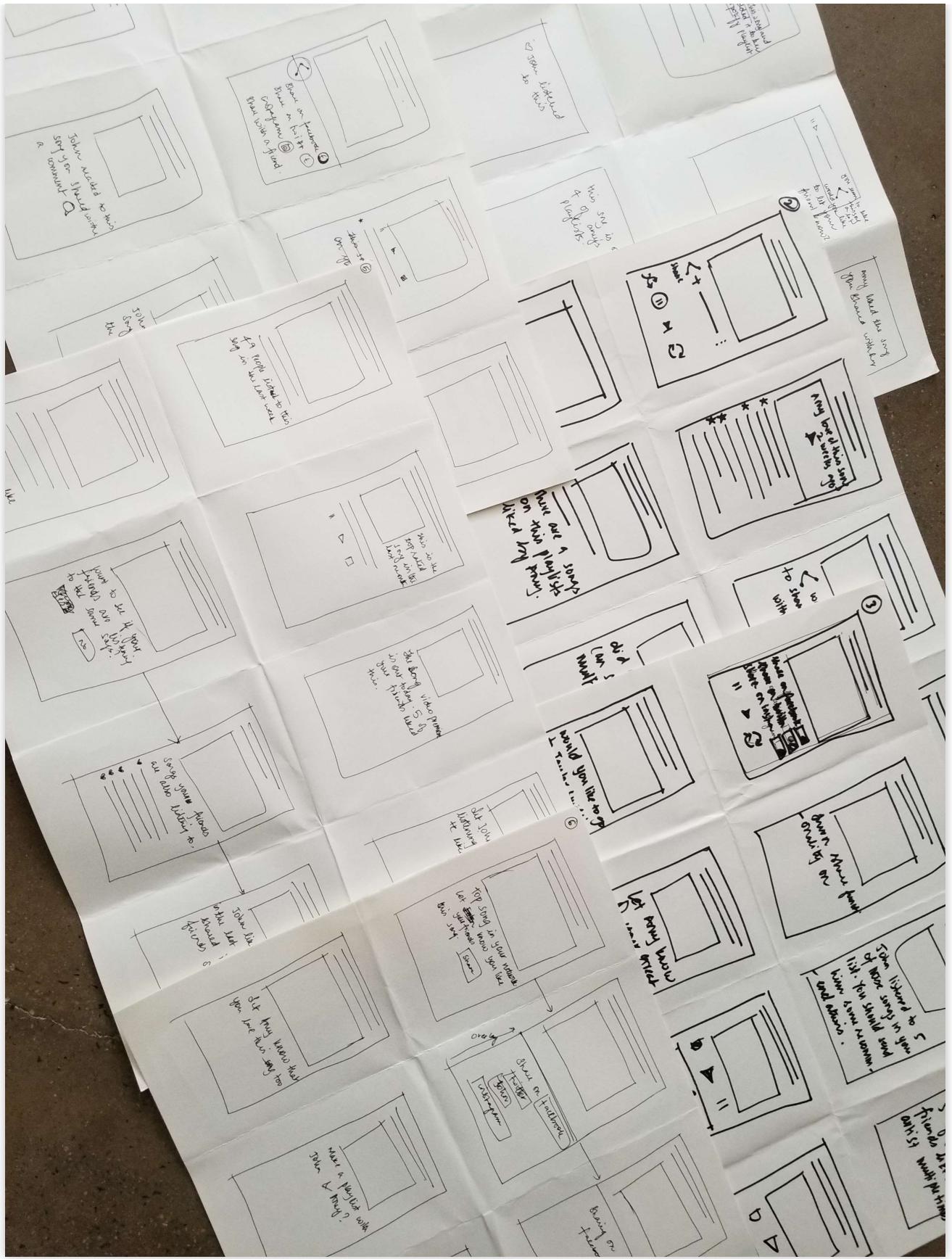
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I share music on sometimes when I discover a new song in a different language. I like to know what it means and where I can find similar music

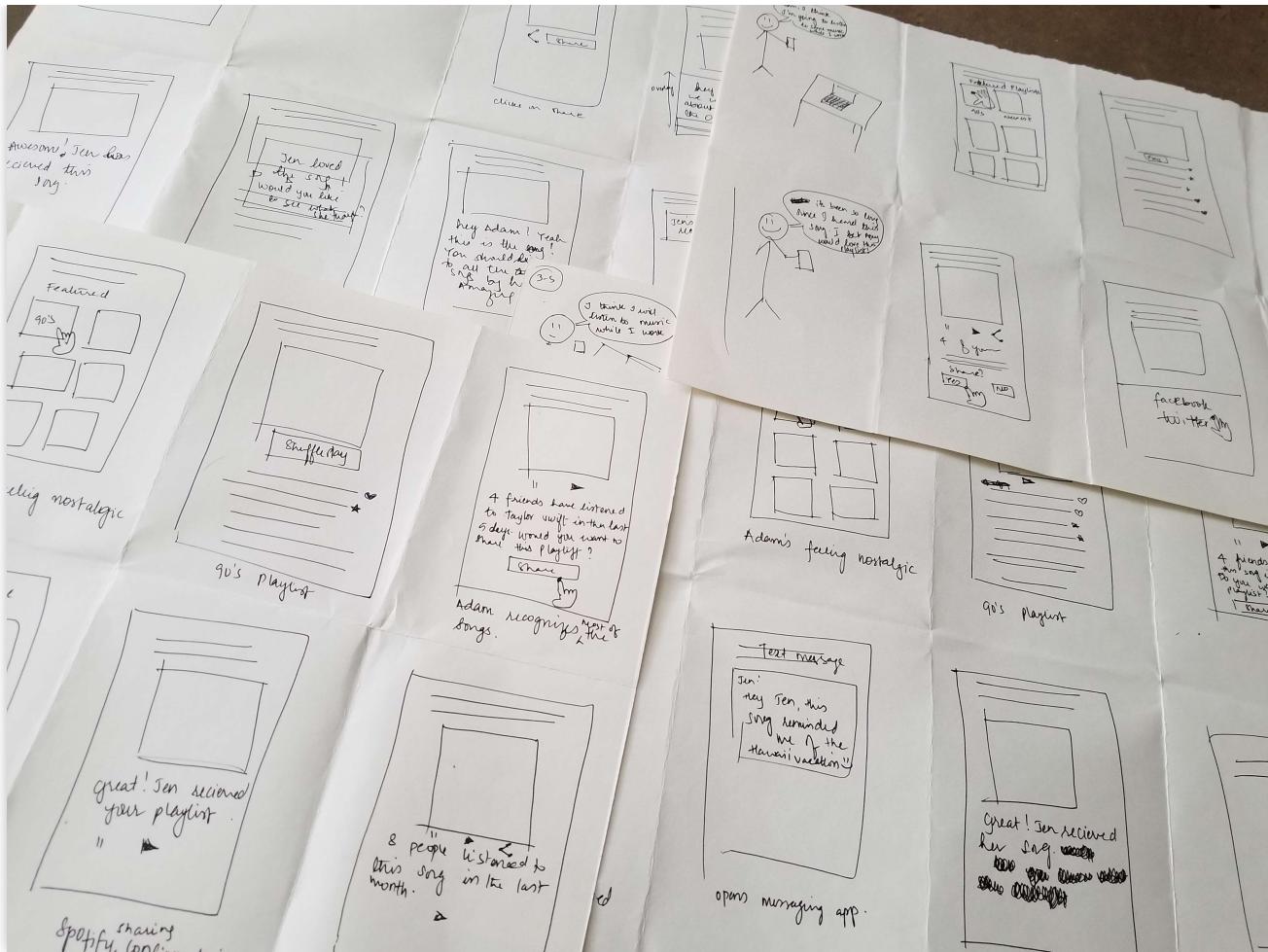


Information Architecture

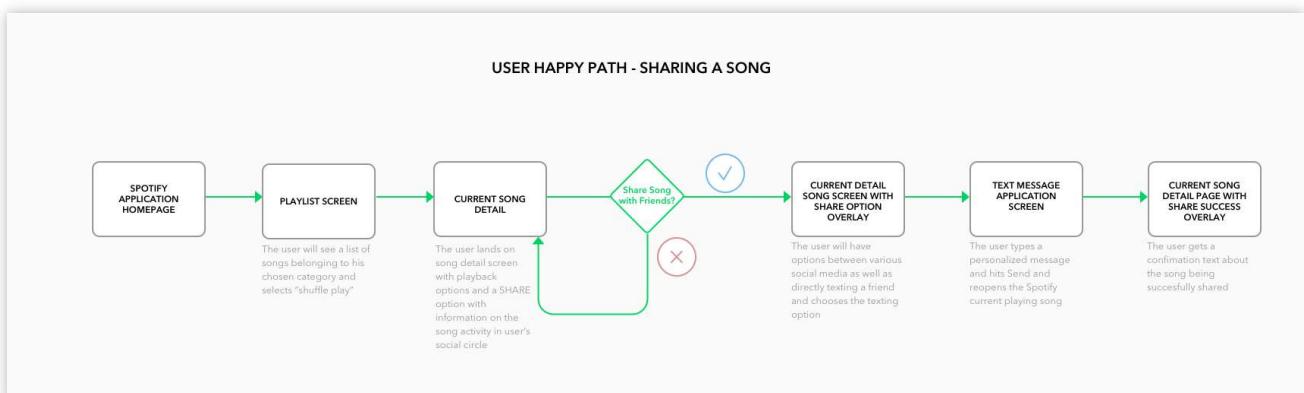
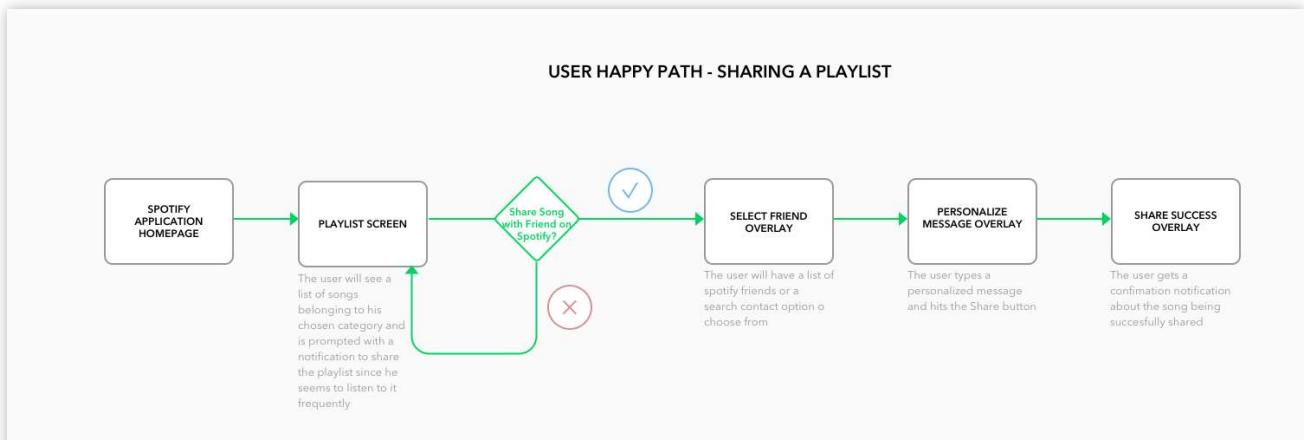
Understanding how Adam thinks and prioritizes the sharing of music, led to a few ideas by incorporating the Crazy Eight Ideation methodology to come up with rapid ideas, which led to crazy eight storyboards. We were able to do low fidelity user testing to validate the user flow with the help of the storyboards. After the storyboards were mapped out, 2 user flows were created to depict how a user would potentially share music within the spotify application, as well as incorporating third party applications when the user would like to send an individual song to a friend that does not use Spotify.



Crazy Eights as an ideation tool



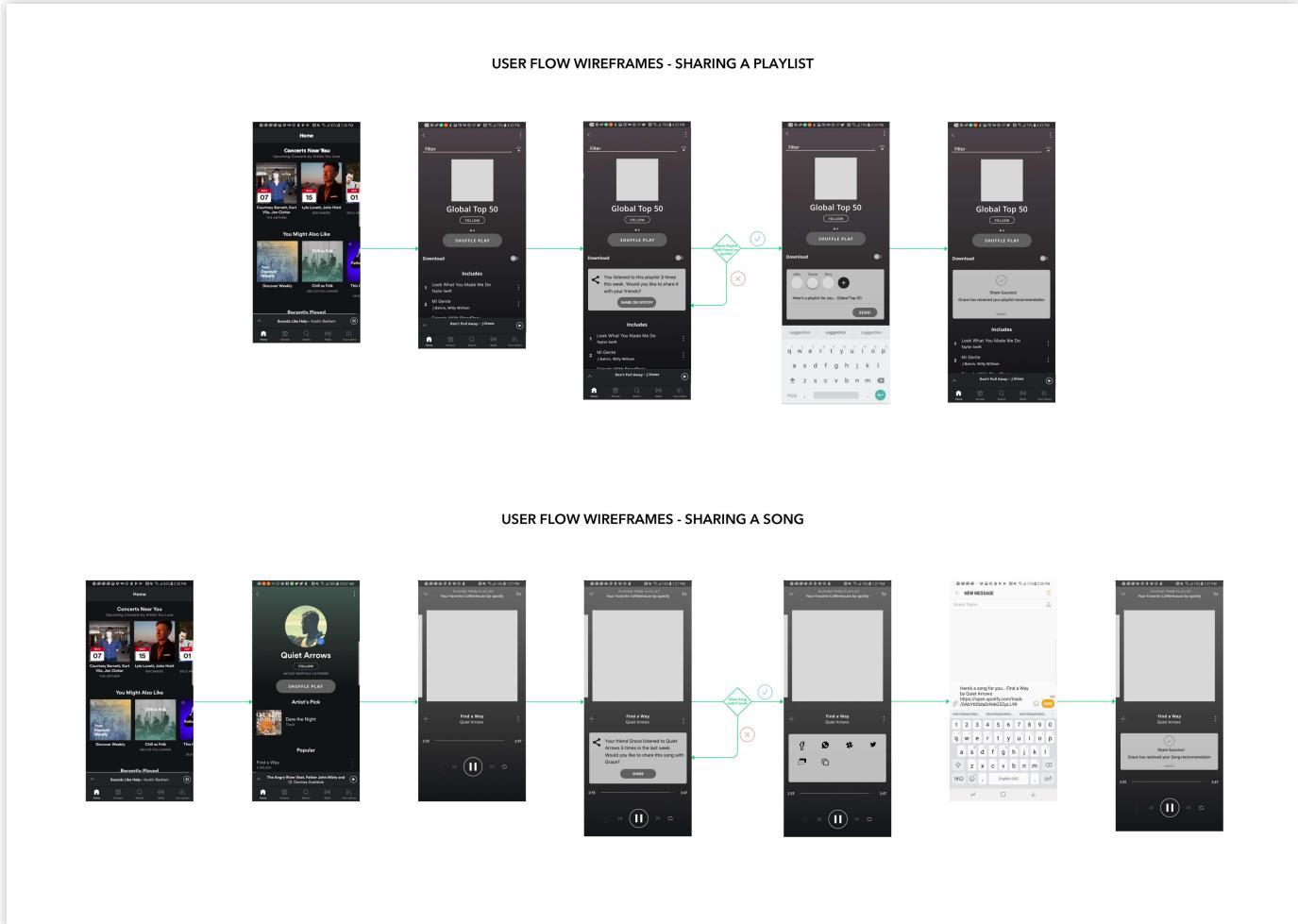
Storyboards in crazy eights format





Interaction Design

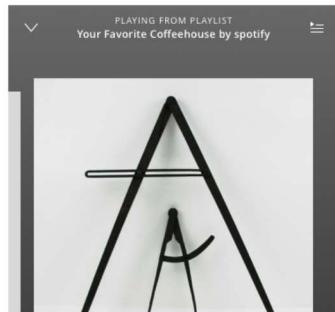
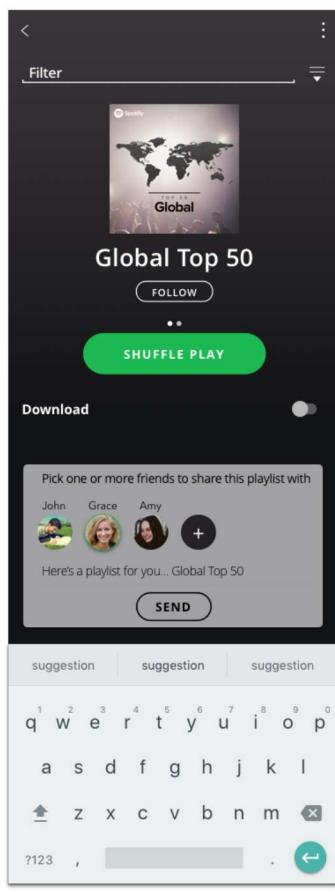
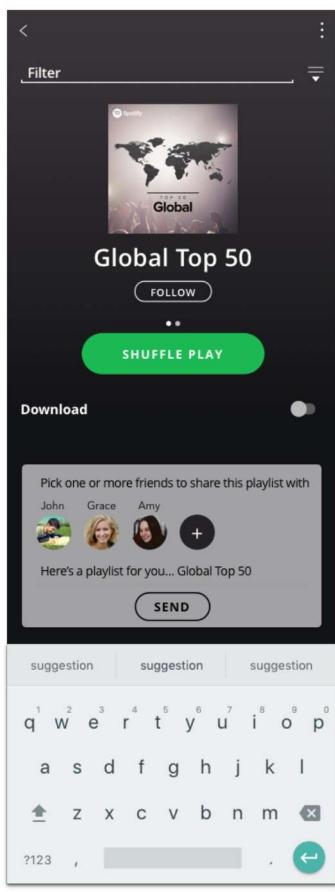
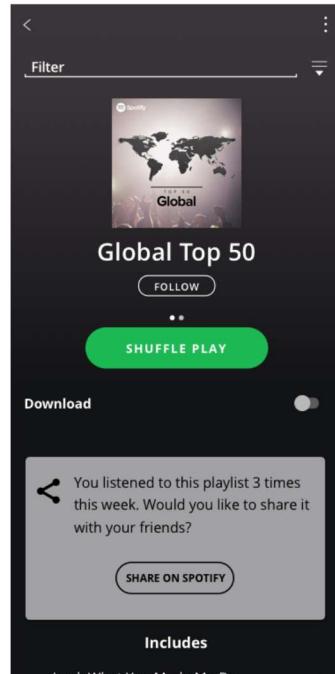
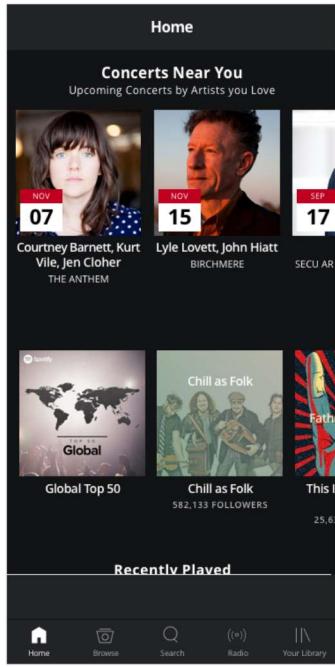
The crazy eights, user flow and research led to a wireframe flow that covered the flow from the landing page to the end of sharing a song and a playlist within the Spotify application, as well as using a third party application like text messaging to share.

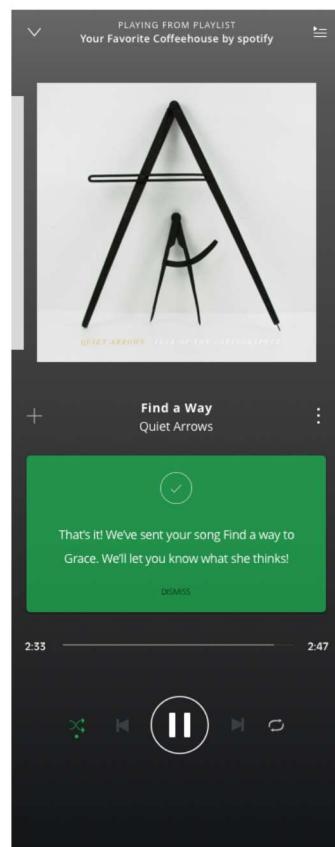
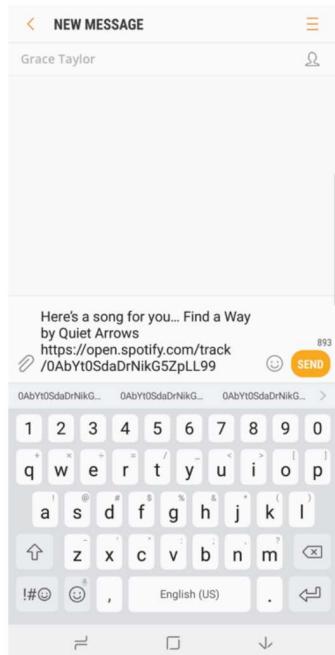
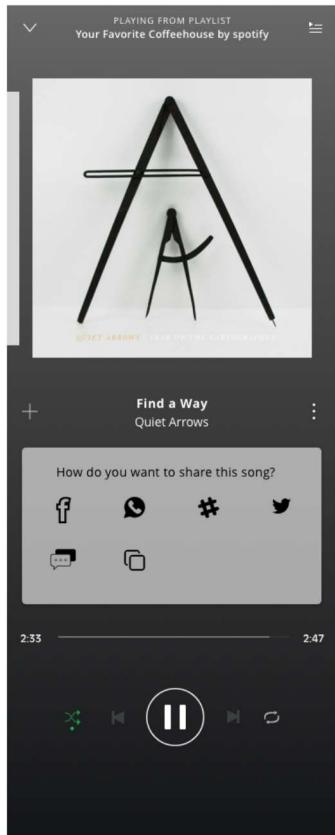
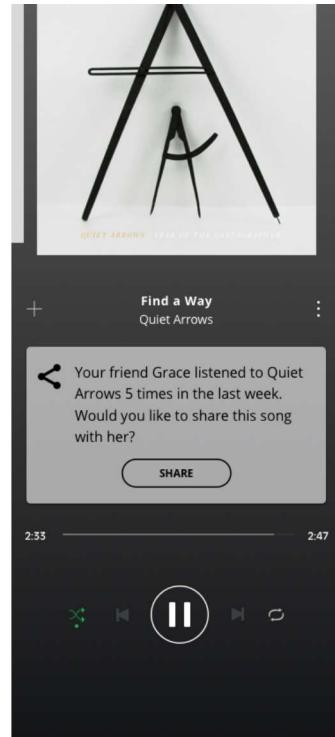
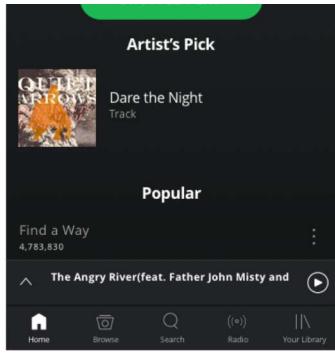


User Interface Design

The wireframes were combined with the Spotify brand guidelines to create high-fidelity prototypes in Marvel which were usability tested by 6 participants. The tasks they were expected to complete were:

- Explore and share a song with a friend using a third-party text messaging application
- Explore different ways the user can share music within the Spotify application





If you would like to take a look at the final prototype and experience it yourself, please click [Here](#)

“

For me, music is so personal that I don't feel like my friends would like the same (music)



Usability Testing

completed the required tasks at their homes on a android phone using the marvel app prototype. The participant's interaction with the Web site/Web application was monitored by the facilitator seated in the same location.

The participants' responsibilities were to attempt to complete a set of representative task scenarios presented to them in as efficient and timely a manner as possible, and provide feedback regarding the usability and acceptability of the user interface.

The testing process led to a few revisions that informed and validated the design and features implemented on the prototypes.

“

It's confusing to tell that there is a text field in the add user screen

“

I like the fact that it said that your friend is listening to it 5 times

Summary

Most of the expectations and hypothesis were validated by the usability testing, and the implementation share functionality on the Spotify application was successful. A few suggestions were made by the participants, which included adding the share functionality at the top of the screen, so it would be less intrusive, as well as allowing the user to choose what music listening habits they want to advertise. Adding a feature to an already existing successful application proved to be challenging and thought provoking. There are a number of different sharing functionalities can be added to the feature, such as letting users make groups of friends that they share music with the most, or even gamifying the sharing experience by adding points everytime a song is shared. There is a lot of potential for adding more functionality to the sharing feature, and is something we are excited to explore further.

More Case Studies

Literature End to End Application

Responsive Arts Website Redesign

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