

INTRODUCING SPOT!

Hear it. Spot it. Relive It! - Your moment manager

By Samarth Sharma - Aspiring APM, MSCS @ Duke (Fall '25)



CONTENTS

• Problem Statement	02
• What is Spot ?	03
• Sure, You can Shazam It , But	04
• Flow of Work (Multi - Device)	05
• Behind the Scene FlowChart	11
• Design Inspiration	12
• Success Metrics	13
• Counter Metrics	14
• Implementation	15
• User Stories	17
• Why Should Spotify Care ?	19
• Future Implementations (Spot x Spotify Canvas)	20
• Summary	21
• Let's Connect!	22



PROBLEM STATEMENT

I am super excited to introduce Spot! However, before that,
picture the below scenario for me, if you will!

You are out there, walking, shopping, doing what you love, and as you **pass by a shop**, you **hear a snippet of a song**. But **it's more than that**. Your mind goes "**I swear I heard this somewhere**".

But at that moment, *poof!* **Nothing** comes to **mind**. **Where** did I hear it ?
What was I doing ? **Was I** with someone ?

Trust me, **we all have been there** (me too!, you have no idea how happy I was when I finally found Shape of You!). So, it **got me thinking, how** can we **solve** this ?





WHAT IS SPOT ?

Drumroll Please ...

Meet Spot - your **Personal Moment Manager!**

When a moment hits, Spot **listens.**

It captures the song playing, the time, the place
- and locks it in!

Years later, it brings that moment back to life – a
song, a place, a feeling – just when it matters!





SURE, YOU CAN SHAZAM IT, BUT ...

Why is Spot needed ? I can just Shazam it and save it in my Spotify right ?

Sure. To answer your question, absolutely you can do that!

Here's what Spot brings to the table:

- (Captures the moment, not just the song – with location, and time

- (Adds emotional context – so you remember why you loved it, not just what it was.

- (Brings it back when it matters – with reminders tied to events or dates.



vs.



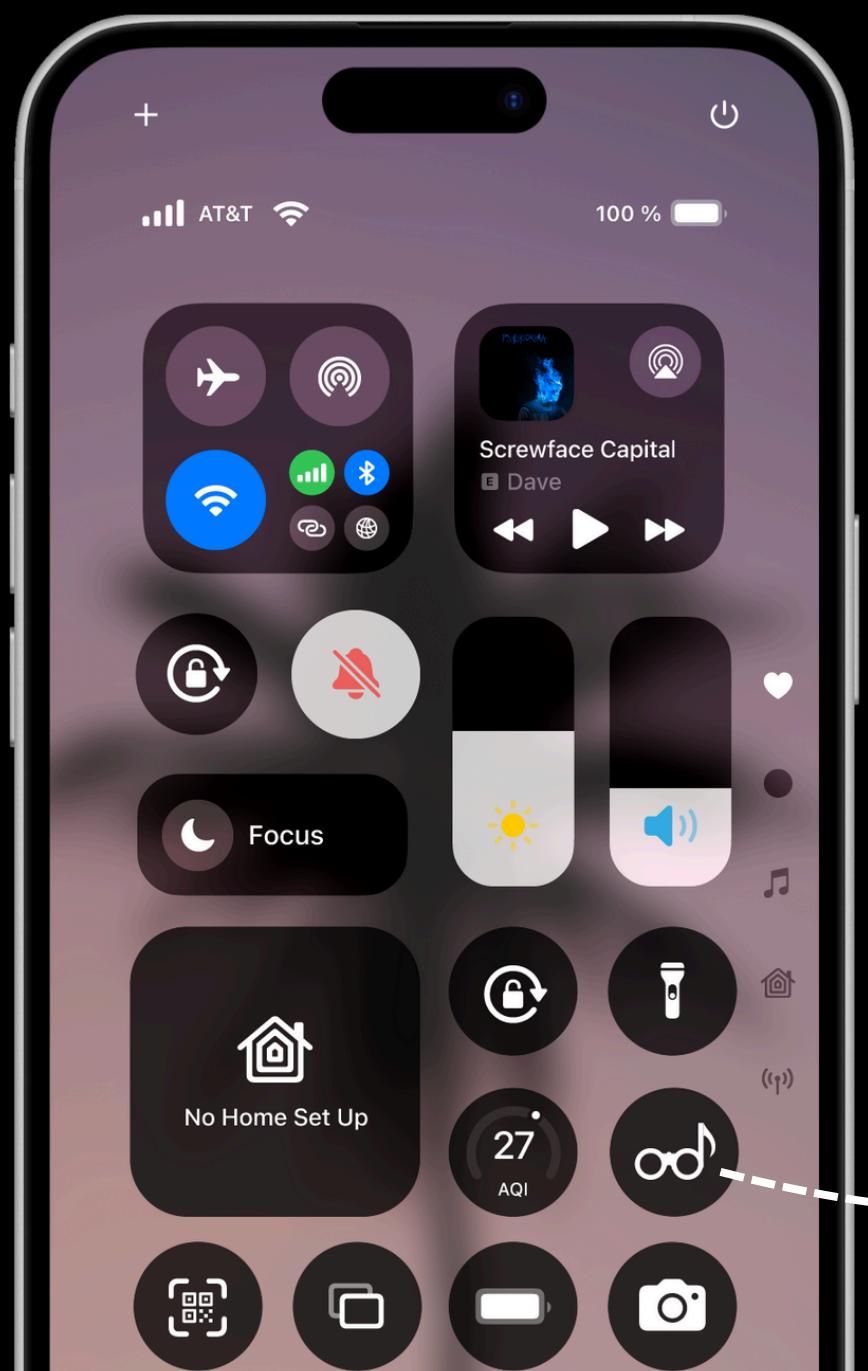
Built for Spotify.

Not just to save a song – but to save the memory behind it.



FLOW OF WORK

Control Center!



*Quick Access from
Control Center*



*Logo and Animation on
iPhone Island to indicate
Spot Processing!*

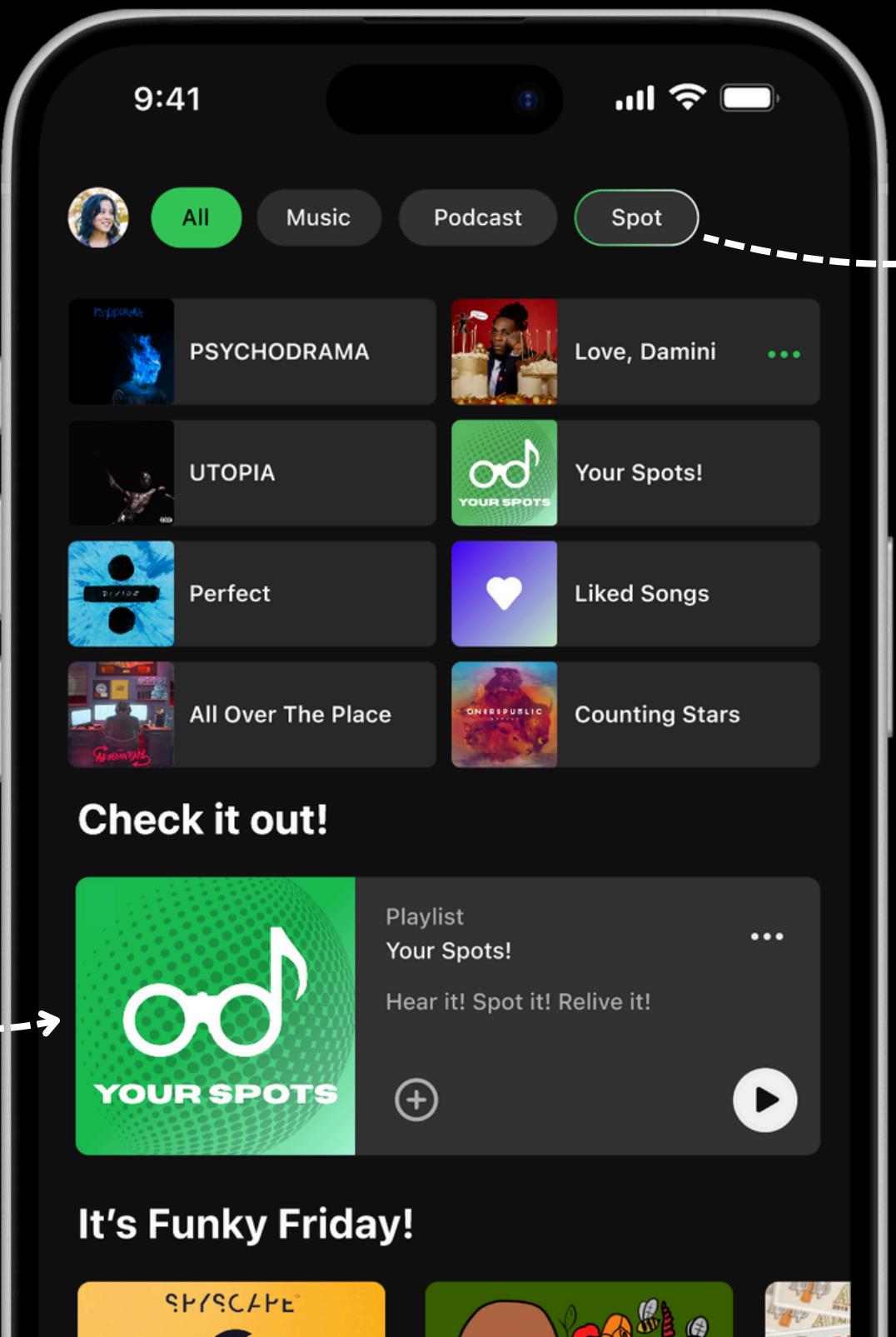


FLOW OF WORK

Inside Spotify - Seamless Integration

Promotion of Previous
Spot Songs Saved!

Inspired from Spotify
Wrapped!

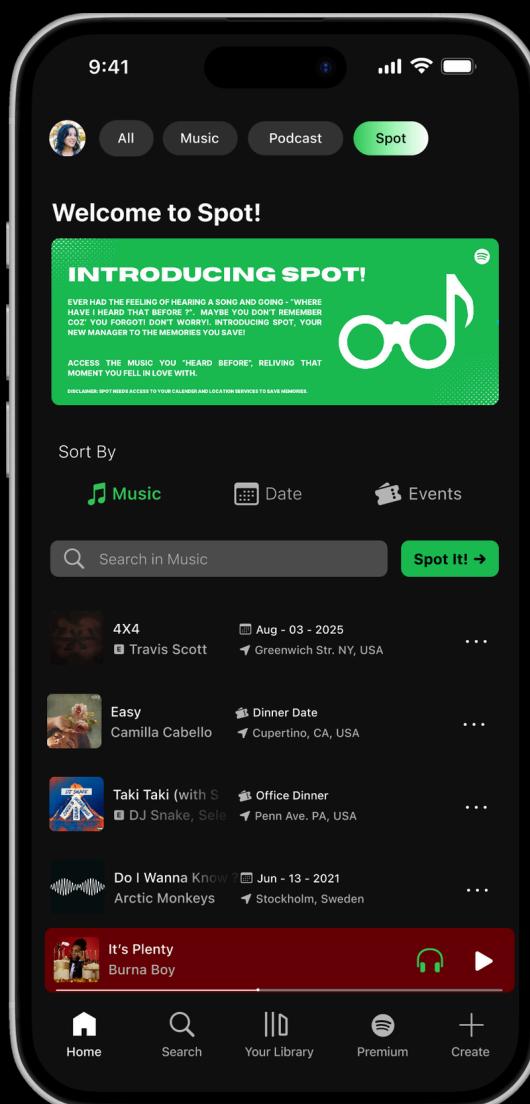


Spotlight!

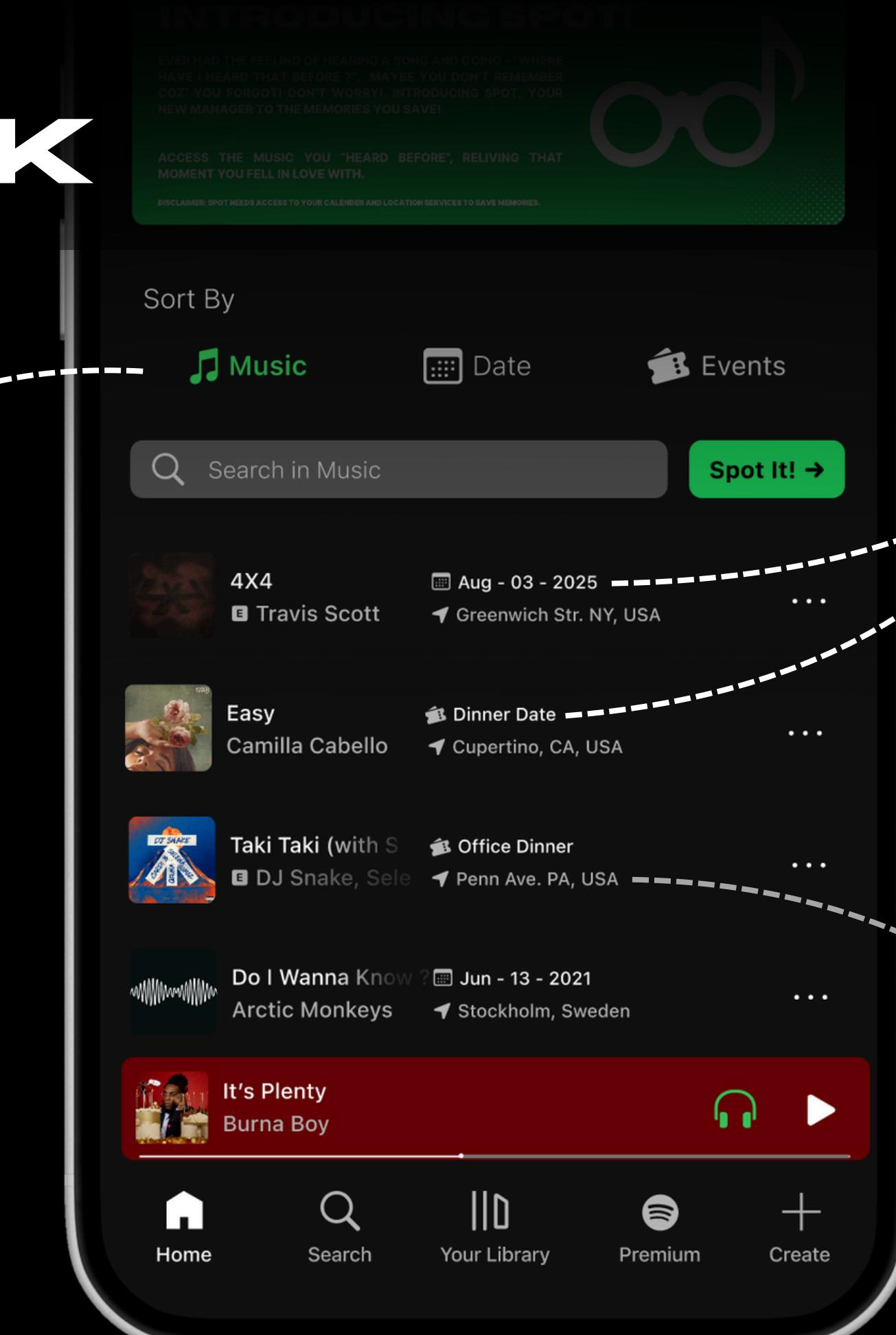
Dedicated Page for Quick
Access to your Spot Songs!

FLOW OF WORK

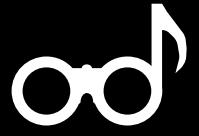
Let's dive into Spotlight!



Intuitive Filters for searching the Spot!



NOTE: Spot only uses your location when you capture a moment.
No background tracking. You're always in control.



Date / Event of the Spot

By default, Spot syncs the song to the current calendar event – if there isn't one, it falls back to the date and time.

More Information (...)

Burger Icon to open your Spotcard!

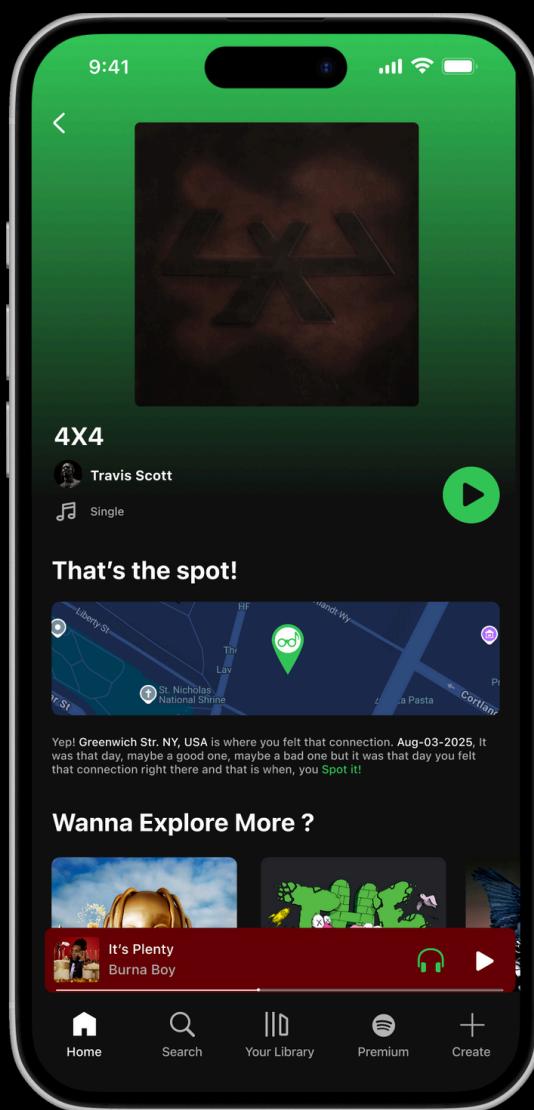
Location of the Spot

Using your location services, Spot saves the location when you discovered the moment!



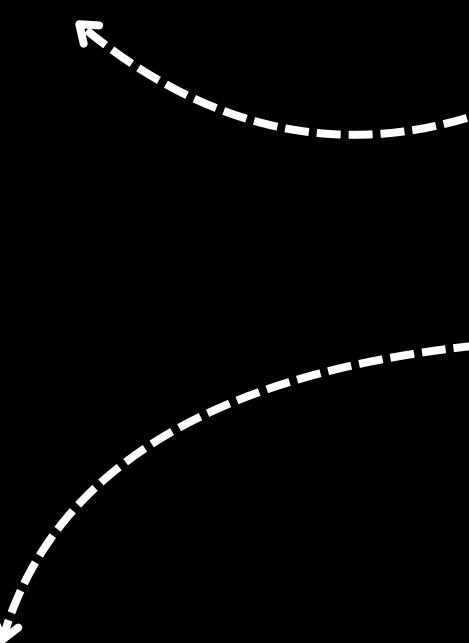
FLOW OF WORK

Your Spotcard!



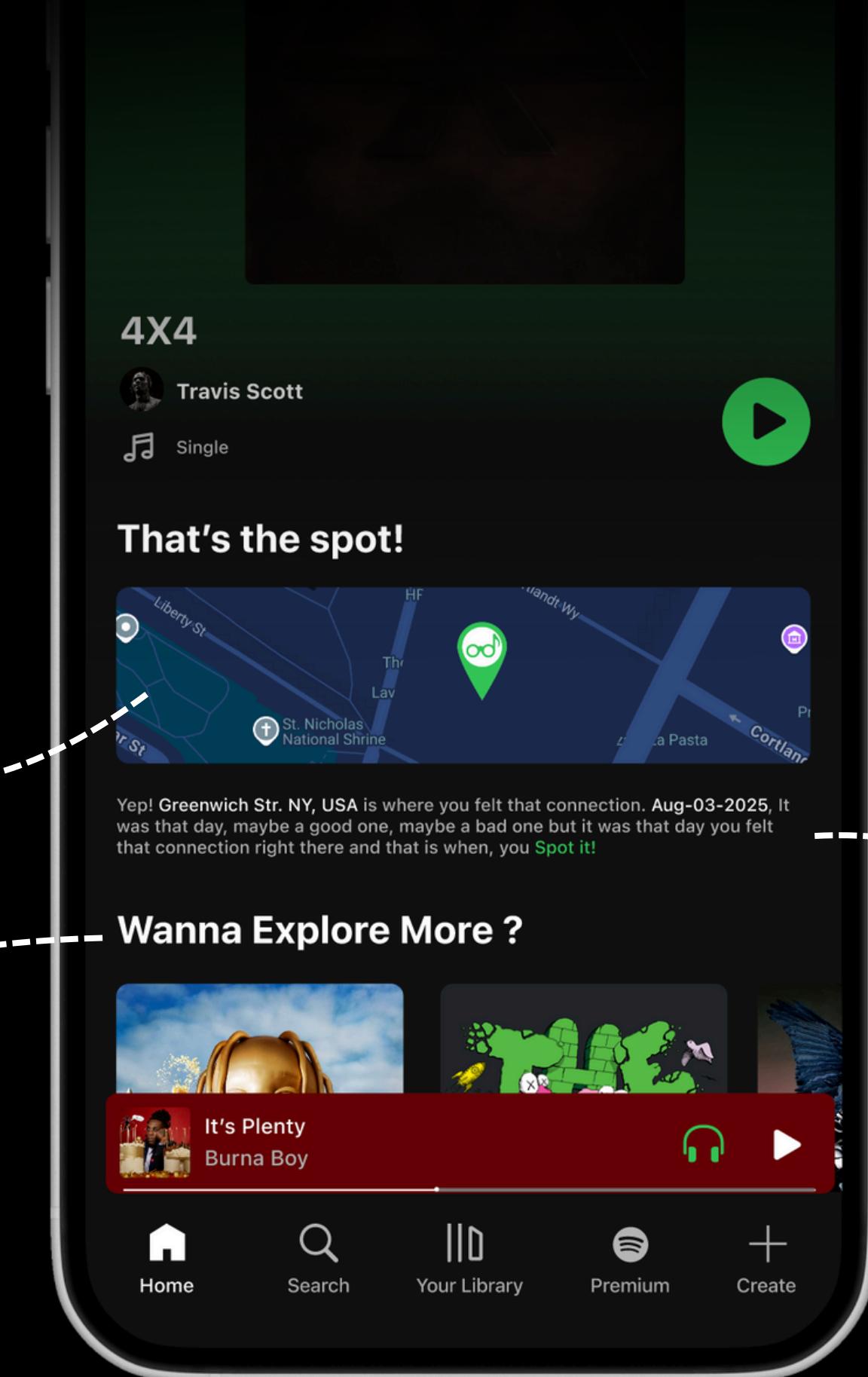
Spot Location

Indicating the Location where you found your song, the place you found your moment, the space you called your Spot!



Active Recommendation

Similar to Spotify, Spot performs active recommendation for more tracks by the artist of a similar type, promoting active exploration!



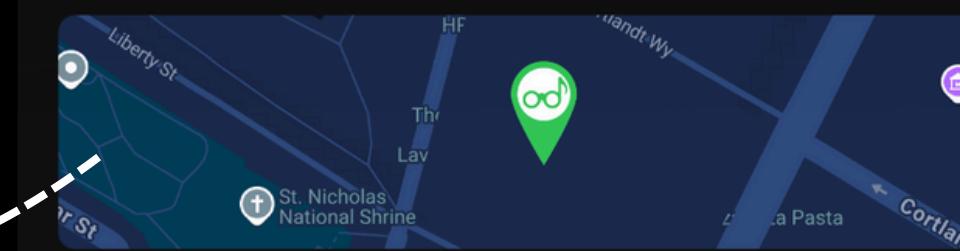
4X4

Travis Scott

Single

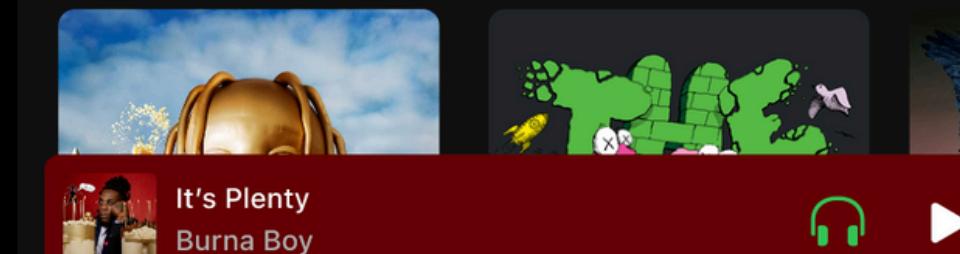


That's the spot!



Yep! Greenwich Str. NY, USA is where you felt that connection. Aug-03-2025, It was that day, maybe a good one, maybe a bad one but it was that day you felt that connection right there and that is when, you Spot it!

Wanna Explore More ?



Spot Information

The description indication of the location and the Date / Event of your moment that you Spot!



RECOMMENDATIONS

A subtle reminder to relive that moment!

Spot Notifications
A reminder-like notification, allowing you to remember a moment and providing you the access to Relive it!





SPOT BEYOND IPHONE

For users on the fly, You can Spot on the move from your **WATCH!**





BTS FLOWCHART

Below is the flow chart of the implementation



"I got 99 out of a 100
Marks in class on my
English questions

I'd get the same if I did
again 'Cause I still don't
know the definition of
restin'"

Spot **listens** to the
sound of your
moment ...

Access the location
using Location
Services Enabled



DESIGN INSPIRATION

LOGO INSPIRATION

I wanted something minimalist, instantly recognizable, and emotionally aligned with what Spot does: capturing music moments in the wild and helping you relive them.

I explored several metaphors – a pinpoint (like a location “spot”), a sniper scope (precise but too aggressive), and even waveform icons – but none felt personal or musical enough.

Then I came across a **binocular vector, and it clicked!** It perfectly **captured** the **core action of Spot** – It **spots the music in the wild** and notes it down!

To bring in the **musical element**, I looked at classic note shapes. The **eighth note (♪) stood out**: it was **sleek, expressive**, and had a **natural roundness** that was smoothly integrated with the binocular form.

I integrated the bottom oval of the note into one lens, fusing observation and melody into a single, symbolic mark.

The result is a logo **that's clean, expressive, and versatile enough** to show up on a **Control Center widget, Watch app, or playlist thumbnail** – while still holding its purpose!





SUCCESS METRICS

There are multiple success metrics to be measured to ensure this idea is successful..

The **primary KPI focuses** on **increasing DAU** along with **maintainance of high D1, D7, D30 values** while the **secondary KPI** focuses on **outreach and user sentiment**

- **Spot Activation Volume** → Number of times Spot is **triggered** by users
- **Avg. Time Session** → Time spent **per session engaging** with the Spot feature as well as it's recommendations
- **Weekly / Monthly Active Spot Users** → **WAU / MAU** on Spot feature, to check for **Stickiness (Retention)**.
- **Social Media Feedback** → User **sentiment** analysis on Spot's reviews to identify potential issues and generate upgrade ideas.
- **#Tracking** → Measuring the **statistics of #Spot4U** (or something similar) on **platforms** such as Twitter, Reddit etc would **allow to measure reach** of the **Marketing Campaign** through **Click-Through-Rate** and strategies to improve Spot's reach





COUNTER METRICS

There are some counter metrics to look out for!

- **Latency Impact on Spotify's performance** → Monitor **app latency** and **resource consumption** during Spot trigger events to ensure **minimal impact on Spotify's core playback and navigation speed**. Latency could contributes to **Rage Quits**
- **False Positive Rates** → Repeated False Positives on prediction can **lead to poor sentiment** of Spot's accuracy and relevancy, **driving new users away from signups**
- **Notification Bombardment** → Too **many reminders** for reliving a moment can become **annoying** and may result in users **opting out of Spot**. (could possibly **cannibalise on Spotify's core engagement** as well)
- **Long Time To First Action** → A long **Time To First Action (TTFA)** indicates need of better onboarding strategy
- **Battery Consumption** → Addition of Spot might **require developed strategy** in terms of **battery consumption** so that application works as normal and **providing quality audio experience while not devouring the battery life**.
- **Broken User Experience**: Spot's Design and Technical goals should be aligned in a way to provide the intended experience **without sacrificing on familiarity of the overall UI / UX** of the App. A **broken user experience** would prompt users to make the **switch to rivals**





IMPLEMENTATION

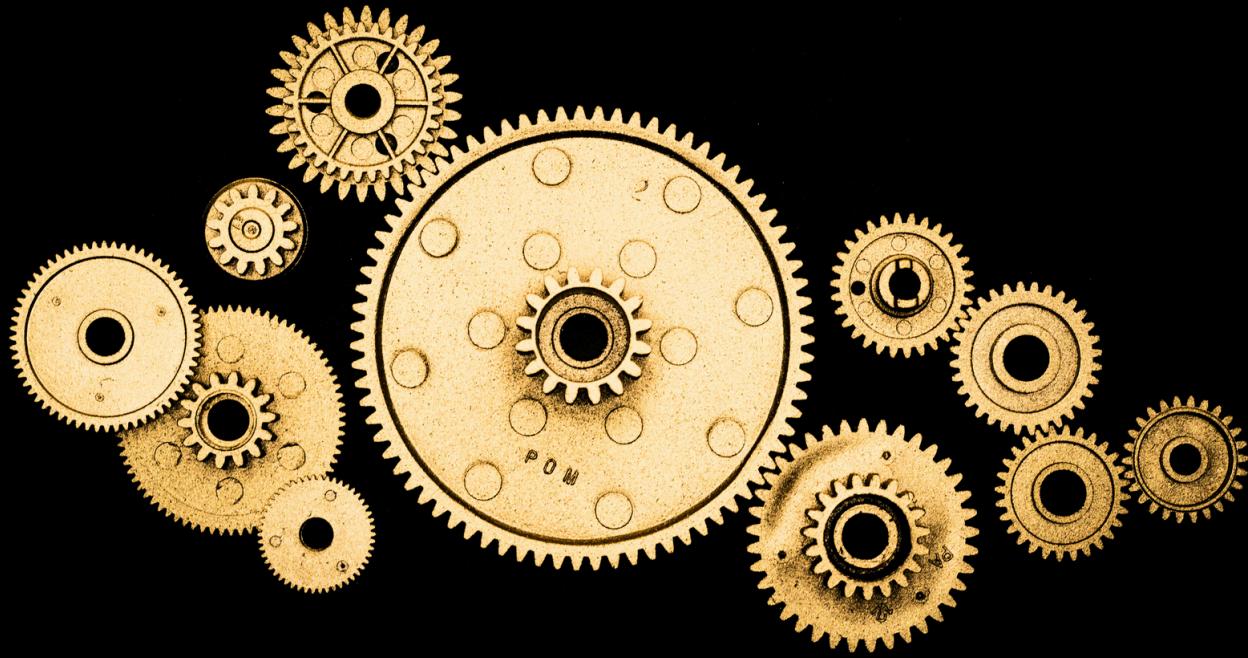
The initial MVP and strategy for Spot's Implementation

TEAM SET UP



Set up a **meeting with other PMs, Design Leads, Tech Leads, Marketing Leads** to further develop and **refine the MVP** and the **production strategy**, keeping everyone in the loop. Some points of discussion could be as follows:

- **Design Leads** → UI / UX Improvements
- **PM Leads** → OKRs, KPIs, Metrics for Success Tracking
- **Tech Leads** → Latency Reduction utilising Caching Strategies
- **Marketing Leads** → Marketing Strategy, Competition Monitoring, Trends CTR



INITIAL MVP



Initial **Focus on Low Cost and High Impact Feature** within Spot (for instance, **Mapping the Spot's trigger** with **location** and **calendar event**) is a great building step, while **Design** can work on **UI integration in a parallel sequence**, with expected results within 3-4 weeks)



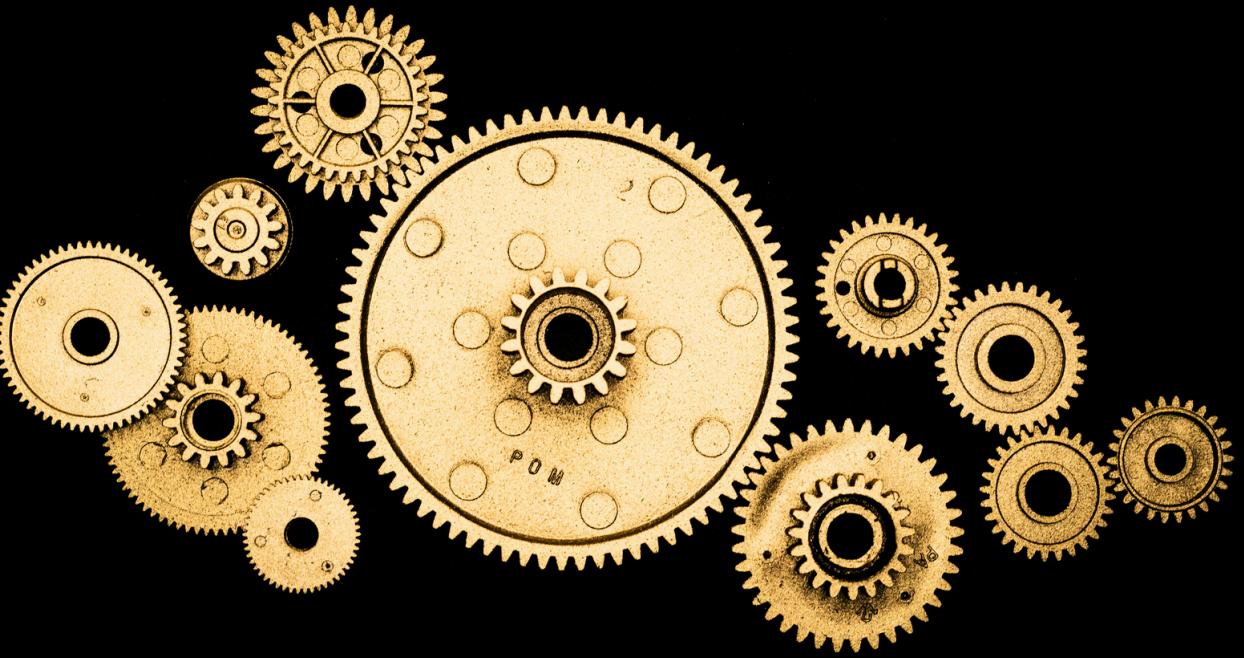
IMPLEMENTATION

The initial MVP and strategy for Spot's Implementation

TESTING IMPLEMENTATION



- **DogFOoding** → Internal QA and Testing to check for latency and prediction accuracy
- **A/B + Shadow Testing for Premium Users** → Early on Access + Hype Build + Latency Testing (through Shadow Testing)
- **Pre / Post Testing** after mass rollouts for maintenance and future improvement points
- **Quant v/s Qual Matching**: Better insights of performance after matching user response and social media sentiment with statistical metrics



ROLLBACK STRATEGIES



In the event of:

- **Latency ≥ 200 ms** → Rollback of Spot Feature to improve Caching Strategies, with Technical Team in the Loop
- **DAU Drop > 5%** → Rollback of Spot and Investigation through Social Media Feedback.

USER STORIES

A Decision of a lifetime

“ SPOT REALLY CONFIRMED MY DECISION ❤️ ”

A year ago, I was having **dinner with my girlfriend** at a new restaurant. She asked me, “**What song is this? It sounds nice.**” – and honestly, **I didn’t know**. But I **Spot It**, and that song became our **couple’s song**.

On **our anniversary** – the day **I’d decided to propose** – **second thoughts** crept in. That’s when **Spot’s notification invited** me to **relive that moment**. I listened again, and this time, **I was certain**.

She said yes.

If you want your music to **not just hold memories**, but actually **remind you of them** – Spot’s your new friend.

– Matt

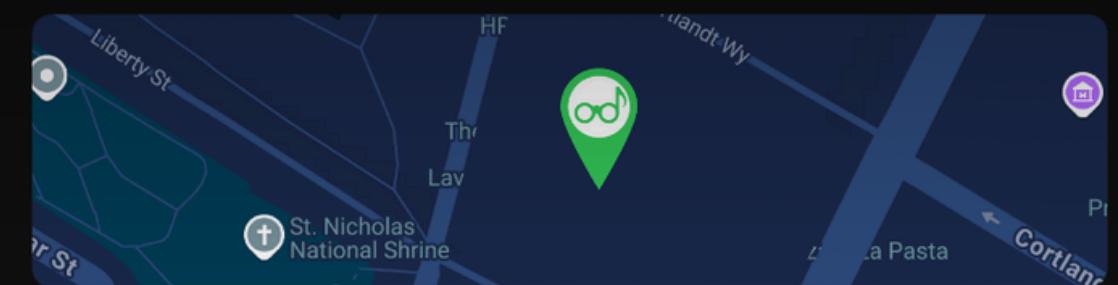
All of Me

John Legend

Single



That's the spot!



Yep! Mia's Bakery is where you felt that connection. Anniversary Dinner, was when you heard it, a moment, maybe a good one, maybe a bad one but it was that day you felt that connection right there and that is when, you **Spot it!**

Wanna Explore More ?



Home



Search



Your Library



Premium



Create



USER STORIES

Spot on the Move!

SOME MOMENTS CANNOT WAIT 

*I was on a morning run when I **passed a coffee shop** with music spilling out onto the street. I **didn't have my phone in my hand**, I didn't want to stop – but that song, that exact moment? I needed to remember it.*

*I quickly **Spot** it from my **WATCH**, **without breaking stride**. Later, I **replayed** that song and realised it was the **same track from the playlist we used on our last road trip**. That moment was tied to more than just the song – it **took me back to the beach**, having ice-cream with my sister!*

*Sure, Shazam is great for catching songs.
But Spot? **Spot is great for catching memories.***

*Some moments can't wait – Spot's always ready!,
especially when you're on the move*

- Chloe





WHY SHOULD SPOTIFY CARE ?

How is this feature helping out Spotify ?

SPOTIFY CAN OWN MUSIC MEMORIES, NOT JUST MUSIC PLAYBACK

- Competitors like Shazam can identify songs – but they don't capture the moment behind the moment.
- Spotify can become the first platform to connect music to personal memories



SPOT DEEPENS SPOTIFY'S COMPETITIVE ADVANTAGE

- Spot creates a memory layer that differentiates Spotify from its competitors
- Spotify already leads in personalisation – Spot pushes that lead into music-driven memory



SPOT UNLOCKS A NEW EMOTION-FIRST MARKETING STRATEGY

- Spotify already wins with Wrapped by making people feel seen
- Spot enables year-round emotional moments through memory reminders and re-engagement
- Spot deepens personalised engagement with User and integration with Spotify should increase sign-ups



PREMIUM MONETIZATION OPPORTUNITY

- Spot can be introduced as a Premium-exclusive feature, increasing perceived value for subscribers
- Memory reminders, personalized Spot maps, and early access could be upsell levers





FUTURE IMPLEMENTATIONS

Spot's potential is bass-boosted! (Pun Intended)

SPOT MEMORIES × SPOTIFY CANVAS: MUSIC THAT REMEMBERS WITH YOU

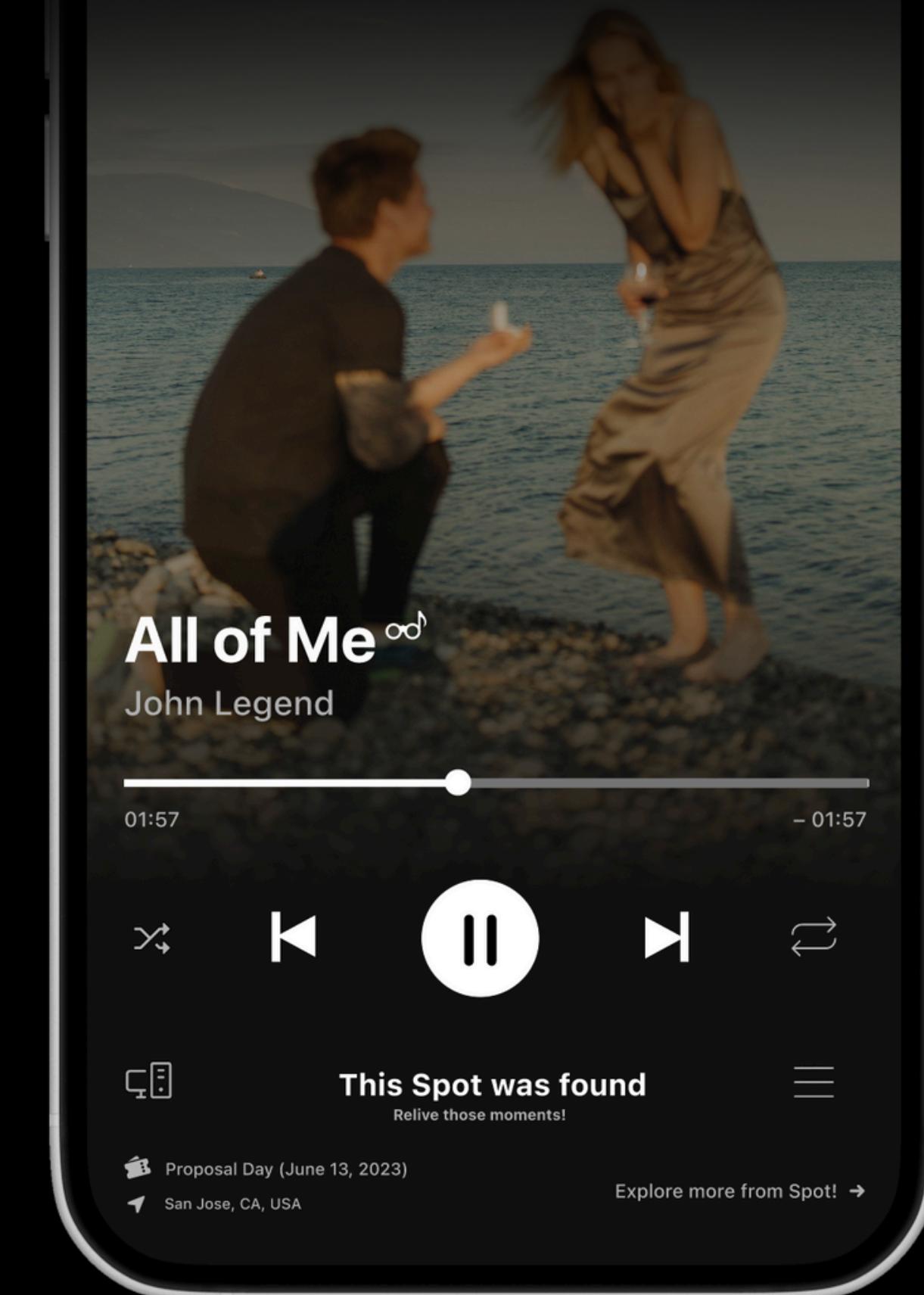
What if Spotify didn't just play music – it played your memories using Photos and Videos of the Spot Timeline?

Spot Moments can seamlessly appear in Spotify's Canvas section, replacing generic loops with personal photos, locations, and captions tied to your captured moments (inspired from Apple Photos Memories)

EXPANDED SNIPPET DETECTION: PODCASTS & AUDIOBOOKS

Extend Spot's detection capabilities beyond music to Spotify-hosted podcasts, audiobooks, and exclusive audio content.

Let users capture not just songs – but powerful quotes, emotional podcast moments, or key audiobook snippets.



Proposed Spot Memories x Spotify Canvas



SUMMARY

A quick go through of my pitch!

KEY IDEAS

- Save the exact moment you heard the song
- Capture time, place, and emotional context
- Get timely reminders to relive the memory
- Resurface memories via Spotify Canvas integration



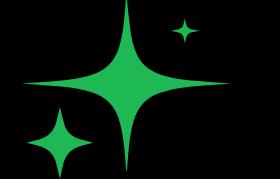
WHY IT MATTERS ?

- Solves the “Where did I hear that song?” problem
- Builds emotional stickiness into Spotify
- Creates unique, personal music stories
– beyond your usual playlists!



BONUS CONCEPTS

- Link with Photos for richer memories
- Expand to Podcasts and audio clips
- Enhance Spotify’s Magic Canvas with memory visuals





LET'S CONNECT

I did not even introduce myself, how rude of me!

HI! I AM SAMARTH

*pronounced (Sum . Earth), but you can **also call me “Sam”!**, Pleasure to Meet You!*

*I’m an incoming Master’s student at Duke University, majoring in Computer Science, and one thing about me is: **I. Love. Product!***

*I completed my **undergraduate degree in Computer Science and Artificial Intelligence** from the **Indian Institute of Information Technology, Lucknow** (yep, it’s a bit of a mouthful!).*

I love connecting with people and having conversations about Tech, Product Management, and building for user convenience. So let’s connect! I would love to hear about you too!

Reach me out on :

 samarth.sharma@duke.edu

 <https://www.linkedin.com/in/samarth-sharma-715991229/>

