



Spotify: Reconnect

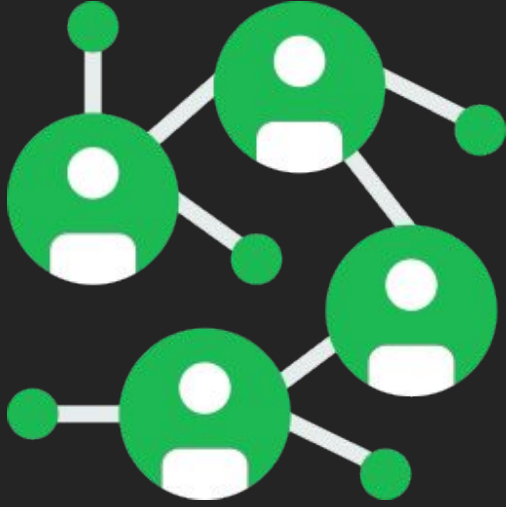
Assignment 5 | Final Presentation



Problem

We know that **music listeners enjoy connecting with others** to share and listen to music, but **don't feel that they have seamless ways** to do that within their music streaming apps.

Product Gaps



**Limited Social
Features**



**Exclusively
Link Sharing**

Customer-Centric Value Props



Save time by
never having to
leave the app to
talk about and
share music



Discover new
music and
**broaden your
tastes**



Reconnect with
old friends and
**find new music
confidantes**

Offering



Social Sarah

Edit Persona

Demographics



Age 19



Location College Town



Occupation College Student



Home Lives in dorm with roommates



Spending Hesitant to pay for Premium



Curious George

Edit Persona

Demographics



Age 24



Location Big City



Occupation Designer

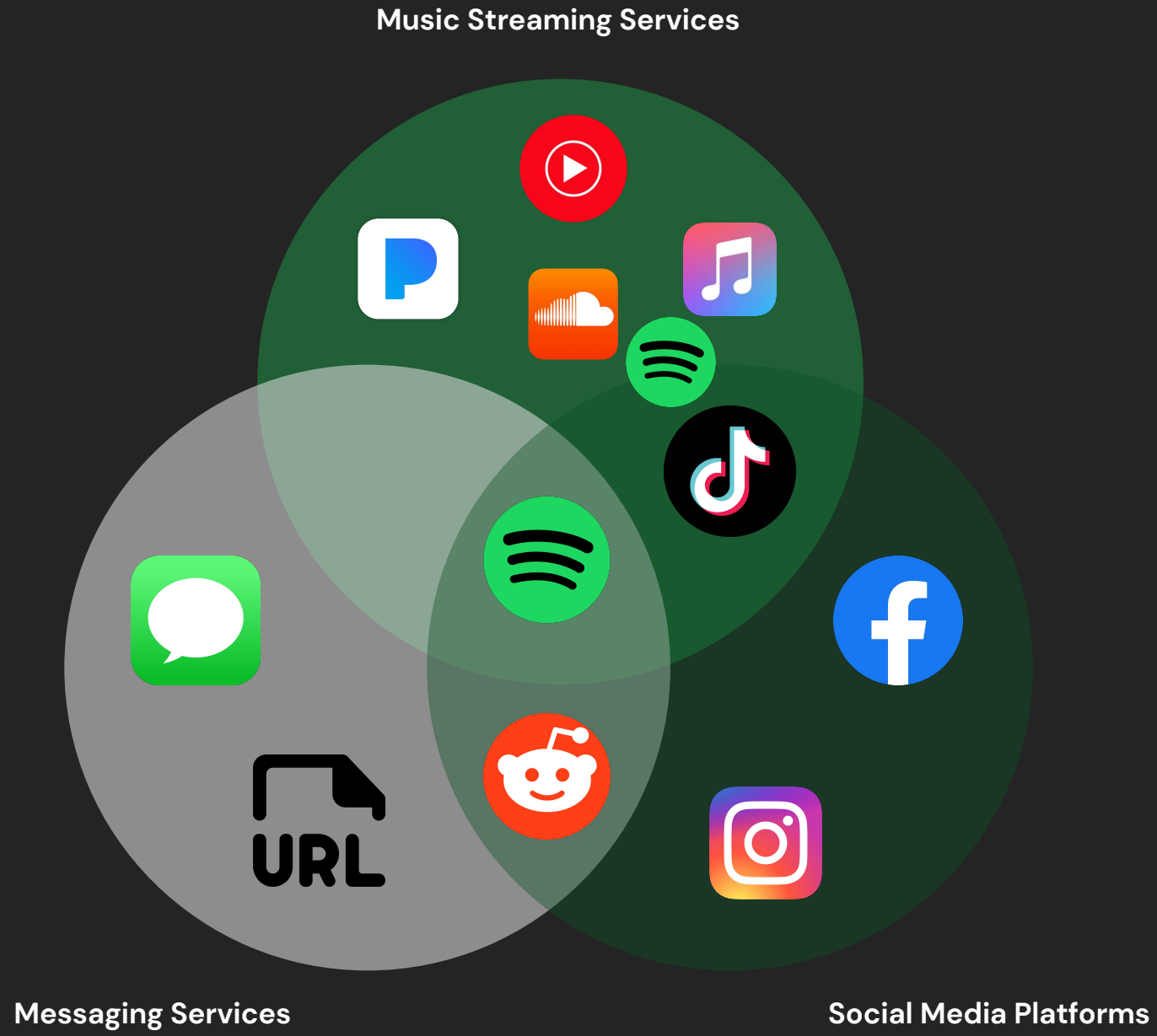


Home Lives alone in studio apartment



Spending Willing to pay for Premium

Competitors and Market Position





Measuring success for our social feature set means hitting targets for the following primary business metrics: social tab retention and daily total time spent in app.

Our ultimate goal is to also boost conversion for our secondary metric: number of Premium subscribers.

Social Tab Retention

What percentage of users return to the social tab after using the features once?

Useful for predicting long-term success

Daily Total Time

How much total time do users spend in the app per day?

Useful for determining if features are keeping users in the app for longer amounts of time

Recommendations



Feedback

1

Placement and size of mini-feed within the app is confusing; can be bulky

2

Interviewees were not interested in using this enhancement outside of their immediate circle of friends

3

This enhancement alone is not enough to convert all interviewees to Spotify Premium

Recommendation

Make UI less intrusive; only implement feed first

Launch only with friends; introduce privacy settings

Make limited version for free subscribers; reoffer free trials



What We're Proposing

A robust social enhancement to Spotify

Why We're Proposing It

Spotify's mission Our mission is to unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity **to enjoy and be inspired by it.**

Spotify's business goals Increasing revenue through Freemium subscription model, increasing engagement through time spent in app.

What We're Asking For

A dedicated product support team (development, execution, marketing, growth) to help execute our new additions.



Appendix



325M

Monthly Active Users

155M

Premium Subscribers

Free Tier

- Ads
- Limited Mobile Functionality

Premium Tier

- Ad Free
- Full Mobile Functionality





1

Declining Market Share in both Global and U.S. music streaming markets

2

26% of Spotify's users are 18–24 years old and 29% are 25–34 years old

3

Spotify makes 90% of their revenue from Premium Subscriptions



Jenna Dorse
Software Engineer at Spotify

Loved the idea of **creating DJ rooms on Spotify** so that people could join rooms and explore different music. Loved the idea of **long-distance listening** and thought it would be a cool addition to Spotify

Thinks the idea of **democratizing the queue sounded similar to Group Session** which is already a feature on Spotify

Offered a **new idea to explore** which was a feature that could **sort your playlists by genre** or by similar vibes so that it could map out the similarities of your music



The findings from the previous slide show us there is a huge market opportunity for our proposed solution. Here are some responses we received in regards to **existing product solutions**. They indicate that the music sharing experience is currently pretty **fragmented**.

How do you share music with your friends?

"Jam sesh"

"Stories on Instagram, tell them what I like"

"Instagram, text, snapchat, twitter, apple music, soundcloud"

"Send them playlists"

"I send them a message/text saying 'Yo check this out'"

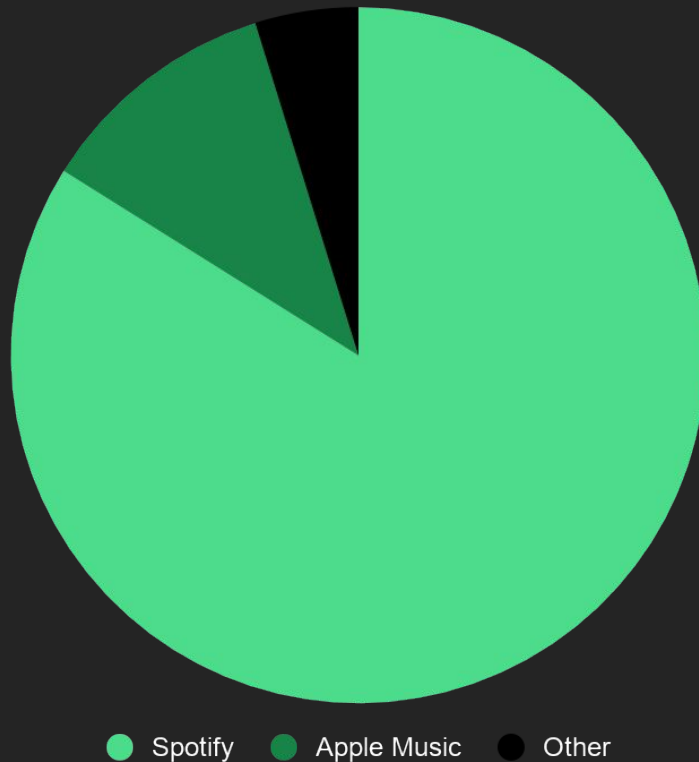
"Sending link through YouTube"

"Texting them or when we're hanging out and listening to music together"

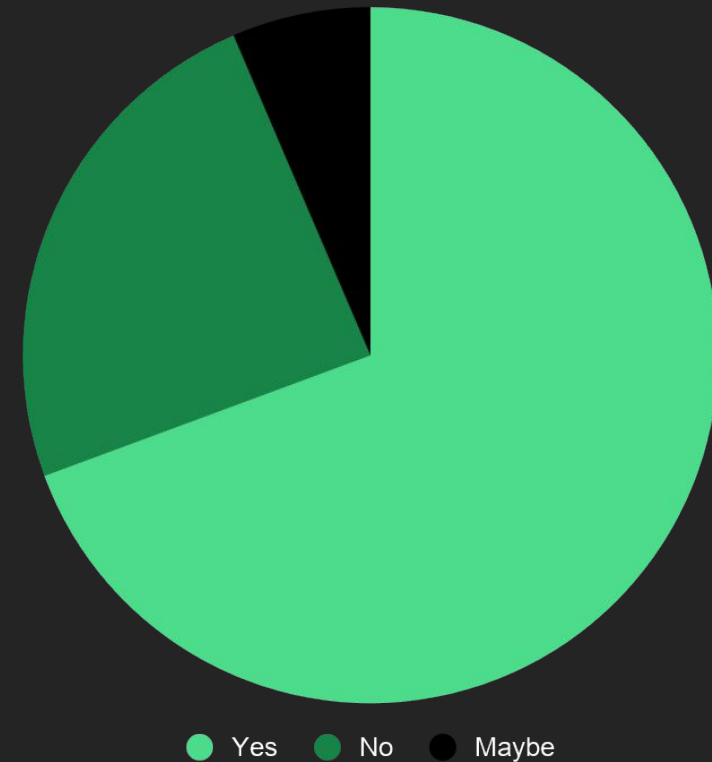


We conducted a survey into a **potential target audience**. Here are some of our **most meaningful findings**, which guide the analysis throughout this assignment.

What streaming platform do you use?



Would you be interested if your music platform allowed you to connect and share music directly through the app?



Number of surveys = 62, Age group = 18–30 years old



Here is some additional information
on our product differentiators.

What our unique offerings are

No social features built into competing music streaming platforms

Only specialized service to find friends based on music interests

Established user base makes it easier to build community

Why our differentiator is appealing

Creates a more interactive experience

Helps users create bonds with people with similar or different music tastes alike

Allows users to share music directly through the app



We've identified the following companies' services as competitors to Spotify.



YouTube Music
Freemium Music
Streaming Service



Pandora
Freemium Music
Streaming Service



Apple Music
Paid Music
Streaming Service



SoundCloud
Freemium Music
Sharing Service



TikTok
Social Media
Platform



Reddit
Content Aggregation
Platform



Instagram
Social Media
Platform

From there, we selected the following competitors as posing the **biggest threats to or poised to grow in the space of our proposed feature.**

02 iMessage

Currently, users most commonly **share their favorite Spotify picks through screenshots and links** shared on iMessage (and other native messaging platforms). iMessage also has a **built-in music-sharing tab** (that shares music using Apple Music).

01 TikTok



TikTok has an **in app messaging platform**, where users can send text messages, emojis, and gifs, as well as forward videos to one another. Video forwarding, combined with the **ability to favorite sound bytes**, sets the perfect stage for music to be **extremely shareable and viral**, and for listening to become a primarily social experience.

03 In-App

Users who aren't on Spotify use the **sharing features on their respective streaming services** (through link sharing, QR codes, or other messaging apps) to share music with their friends and family.



Customer: Spotify Premium Users

Description: This feature will only be available to paying Spotify Premium subscribers

Explanation: One of our business goals is to increase the number of Spotify Premium subscribers, so we will focus on creating these features for these users specifically. Additionally, it avoids complications in how to bridge differences in functionality between free and premium users.

Customer: Listeners

Description: Focus on launching this feature for listeners only and excluding artists for now

Explanation: Focusing on too both types of users will require multiple versions of the interface. Artists do not pay to upload music on Spotify while listeners do, and artists will have different needs and use cases for sharing music.

Product Segment: Songs

Description: Focus on launching this feature for songs and music only and excluding podcasts and other content for now

Explanation: Spotify offers both music and podcasts on their platform. Focusing on both types of content will require additional complexities for recommendation and discovery.



Geography: **USA**

Description: This feature will be launched in America first

Explanation: We focused our research on the way Americans listen and share music, other geographic regions may not be the same. Additionally, while Spotify is the dominant music streaming platform globally, it faces the most competition in the US due to Apple Music. If this feature is successful in the US, it will help them keep market share in their most competitive region.

Language: **English**

Description: Focus on launching this feature in the English Language

Explanation: We will launch first in English because this is consistent our geographical constraint.

Device: **iOS Application**

Description: Focus on launching this feature only on the iOS app

Explanation: We will launch first for iOS because iOS has majority of market share in the United States, and majority of Spotify users use Spotify on their mobile device instead of the web application. Eventually we will aim to also launch on Android and Web app.



Customer: **Spotify Premium Student**

Description: Launch the feature for users on the Spotify Premium Student plan first

Explanation: Because our target customers are young adults, we considered targeting students specifically by launching on the Student Plan that Spotify offers. However, many students are not specifically signed up through the Student Plan, and students do not capture our full target market as many young adults are not necessarily students.

User Lifecycle: **New Subscribers**

Description: Tailor enhancements towards enticing new users to sign up for Premium instead of long-time Spotify Premium subscribers

Explanation: We recognized that long-time subscribers of Spotify are likely already satisfied with the product and have a set routine, and that if we built around use cases of new subscribers, the new features could serve as a strong incentive for users to switch to Spotify Premium. However, we disagreed on using this as a constraint because we felt our enhancement could still be successful with all Premium subscribers, and excluding this constraint would not make the implementation much more complex. Additionally, targeting new subscribers would not match our primary business objective.

Feature Brainstorm (1)



Features	Viability
Be able to share text and Spotify media links with friends that you follow through a messaging feature.	Table stakes
Reminders of past music experiences (attending an event or streaming a a major release) and see what shared memories you share with others.	Potentially out of scope
Music profile so each user has their own profile which shows songs and genres most listened to.	Table stakes
Song recommendations based on your friends which creates playlists with music your friends have selected for you.	Potentially in scope
Friend Compatibility based on music tastes so when you click on someone's profile you are able to see how compatible you are based off of each other's music.	Table stakes
Music feed sorted by genre rather than chronologically.	Potentially on scope
Friend recommendations for 2nd – 3rd degree connections.	Table stakes
Music recommendations based on geolocation / NFC.	Potentially out of scope
Push notifications of your friends' favorite music.	Potentially out of scope
Music that's popular in your area, right now.	Potentially out of scope
Playlists / rooms based on categories (profession, TV shows, hobbies etc).	Potentially in scope
A central area for Spotify Wrapped from previous years.	Potentially out of scope

Feature Brainstorm (2)



Features	Viability
A group Spotify Wrapped for collaborative playlists or friend groups and other communities.	Potentially in scope
Import friends from other social media apps or by phone numbers.	Table stakes
Create friend groups so that you can easily share playlists and music with a set group.	Potentially in scope
Add comments and reactions to songs and playlists with friends.	Potentially in scope
"Friend" designation separate from "Follower" Designation	Potentially in scope
Enhanced integration with Instagram where you can share your music profile on your Instagram Story	Potentially out of scope
Automatically generated collaborative playlists of music you have in common with friends	Potentially out of scope
One click sharing (sharing currently requires 3-4 clicks)	Potentially out of scope



Customer Willingness to Adapt

Description: Users do not want to go through the effort of adding friends on a new platform. They may be unwilling to adapt from using other messaging platforms to share music.

Probability: High **Impact:** High

Plan: Implement an easy onboarding process such as automatic contact list importing and one-click sharing

Discoverability of New Features

Description: Users will have a hard time discovering the new features within the app, especially because Spotify does not currently focus on sharing.

Probability: Medium **Impact:** High

Plan: Create pop-up notifications in the app and automatic messages from Spotify once the feature is released to increase user awareness

Customer Desire to Pay

Description: This set of new features will not motivate non-paying users to pay for a Spotify Premium subscription or switch from other platforms to Spotify.

Probability: High **Impact:** Medium

Plan: Offer non-paying users a free Premium trial so that they can try the new features and be enticed to upgrade



We plan to mitigate the following risks through additional market research, thorough user interviews, and A/B testing.

Premium-only Offering

Because of the nature of the features, social features must be Premium-only

This alienates a significant group of users, may prevent proper validation

Mitigation: re-offer free trials to appropriately test social features on all users

Mitigation: conduct A/B testing within Premium users to validate feature success

Messaging Saturation

Users may be tired of yet another avenue to be socially tied to their friends

Messaging friends is pointless if your friends are not on the app

Mitigation: conduct A/B testing on current link sharing options vs in-app messaging

Mitigation: making friend onboarding seamless through quick add from other apps

Sample Social Media Post





Music is
better together


Reconnect with old friends and find
new music confidantes


Discover new music and broaden
your taste


Talk about and share your favorite
music, all within your favorite
streaming app







 **spotify** • Following

 **spotify** Our new Reconnect features bring you together with friends, both new and old
2d


 **rapcaviar** 62 likes Reply
View replies (2)

 **drakeotheruler** 22 likes Reply

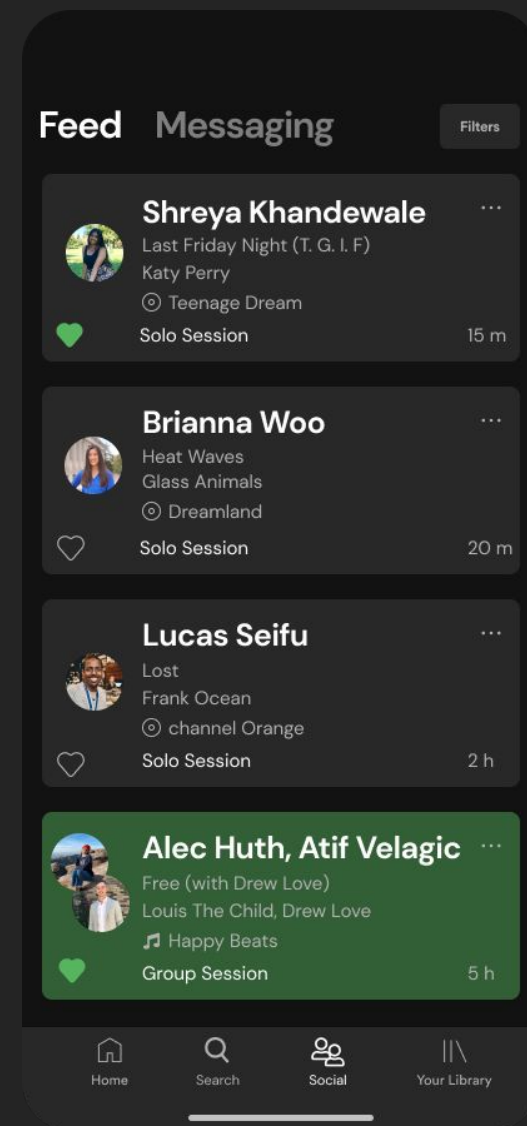
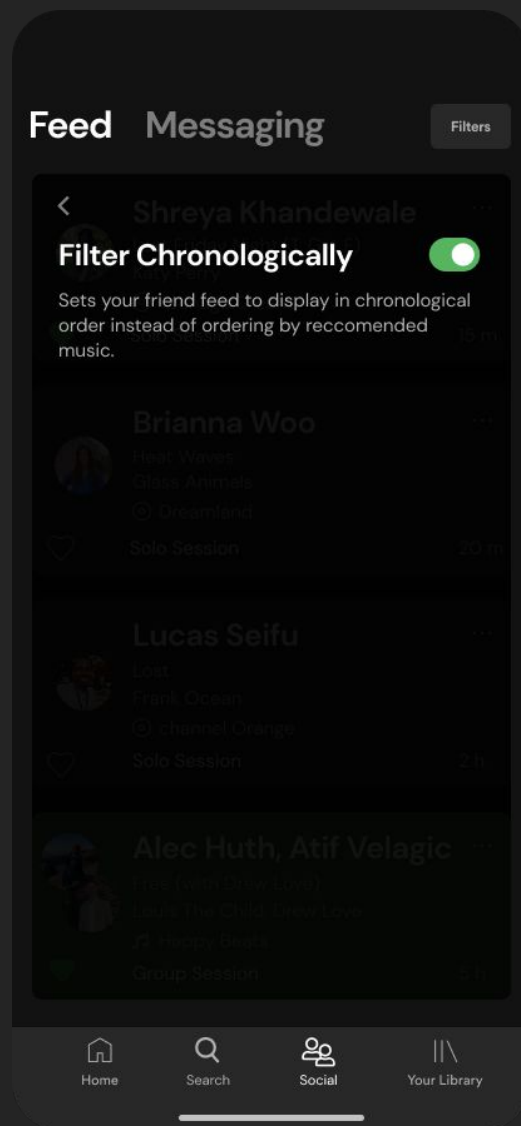
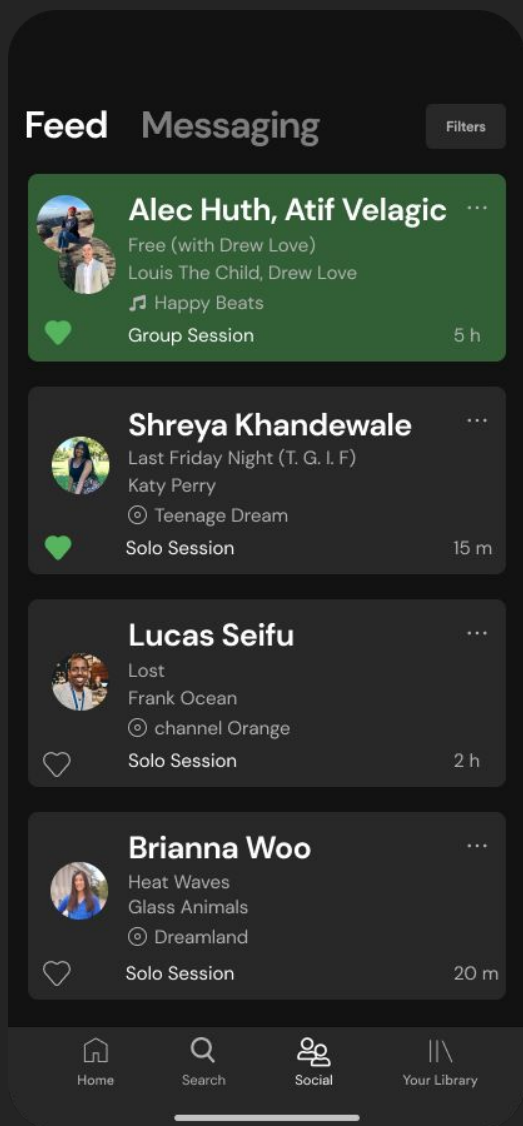
 **louie.e.lara** Bring back kpop
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View replies (23)



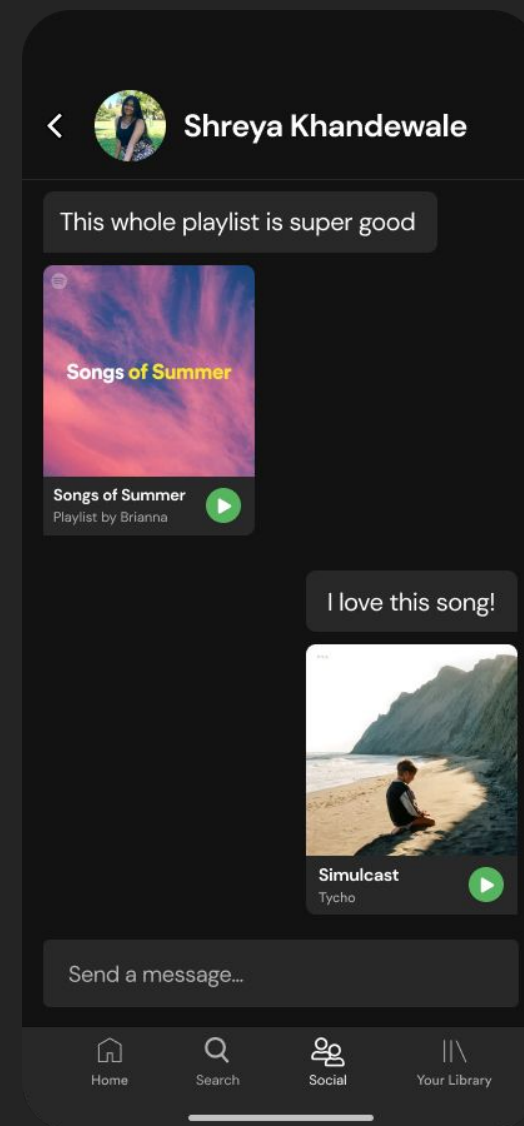
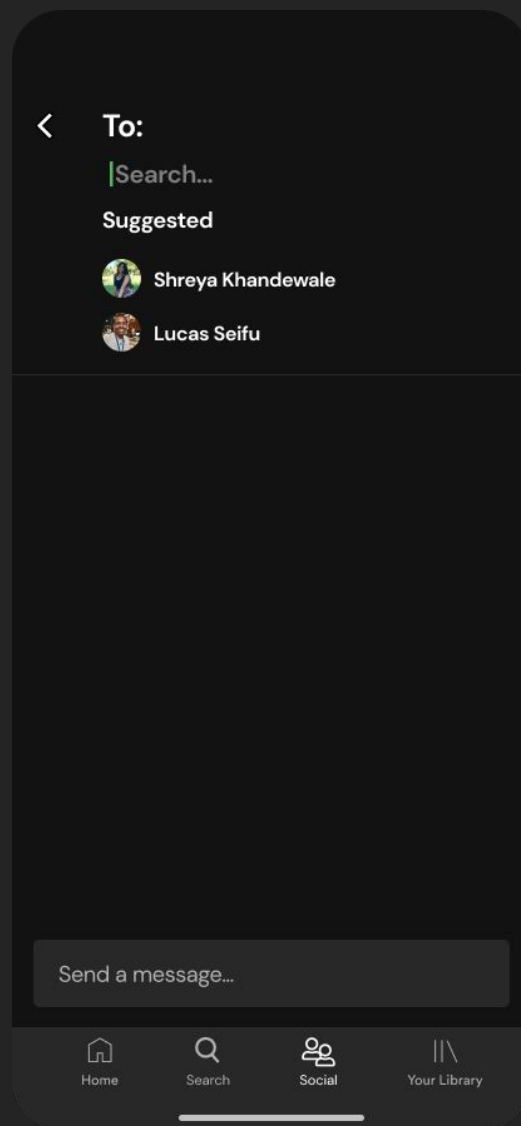
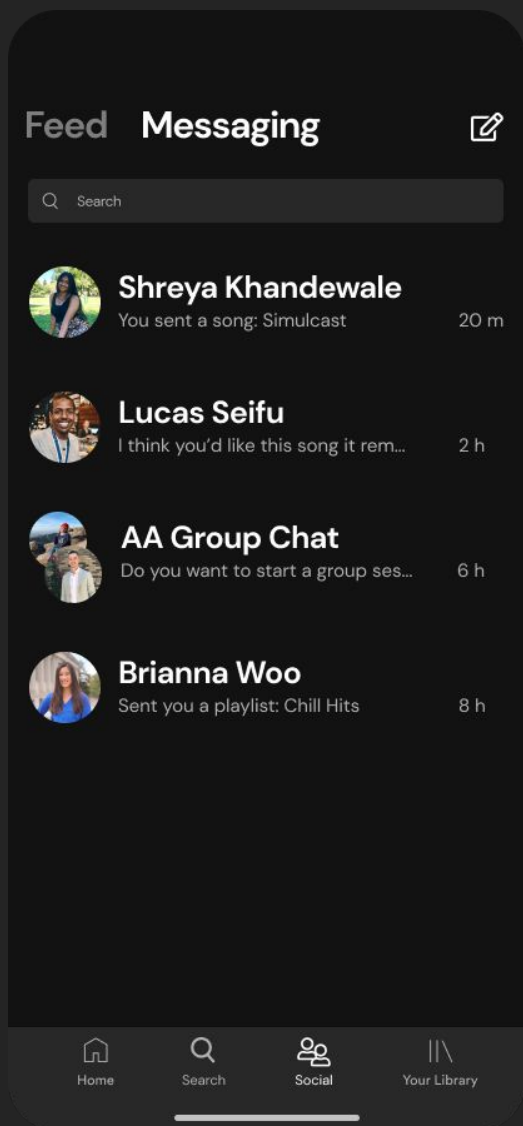
21,229 likes
2 DAYS AGO

 Add a comment... **Post**

Friend Activity



Our first enhancement was adding a Social tab to the NavBar to contain our new features. Here, we've **added the Friend Feed to the mobile app** and also **added Group Sessions to the feed**. Finally, we added an option to **sort the Friend Feed chronologically, or by song recommendations**.



The Messaging Feature lives on the other side of the Social Menu. Here, we've kept the **song sharing process in Spotify by integrating messaging within the app**. Additionally, just like Friend Activity, Group Chats and Group Sessions will live in this portion of the app.



We decided on the following **three goals** to gather information and insights for our user interviews.

1. **UI / UX Understandability** Is the prototype easy to use? Are the screens and the placement of objects on the screen logical? Do users feel comfortable using the feature with minimal training / background?
2. **Target Market Fit** Do our use cases fit user needs? Are they producing value for users? Do people care to connect with people over music?
3. **Premium Interest** Is the feature set compelling enough to convince free Spotify users to switch to Premium? Is the feature set compelling enough to convince non-Spotify users to sign up for Premium?



Customer Testimonials

- “Super easy to use – would use this in lieu of third party Spotify music sharing.” – Alex T.
- “I hope that the next big Spotify enhancement is this. I would totally use this.” – Rania M.
- “Well structured, easy to use and find” –Siddhant M.
- “I am very excited for these features, it will make sharing music and finding music recommendations easier!” – Kevin B.
- “The ability to message within the app adds even greater value to Spotify” –Alex T.



To find these interviewees we began by creating a **survey** that we sent to our peers in order to source the people who **best fit our personas** so that we could get the **most accurate feedback**.

We received a lot of responses from potential interviewees which allowed us to be picky on who we decided to interview.

- **Social Sarah** is a college student living in her college town in the dorms and **wants to connect closer to the friends she already has**. She also wants to share recommendations with her friends as well as see what her friends are listening to.
- **Curious George** just moved to a big city and **wants to connect with others who have similar tastes in music** and he is willing to move out of his musical comfort zone.

We found that some of our potential interviewees **identified as both of our personas** which added an interesting dimension to our research. We received a lot of positive feedback from people who wanted to participate because they were excited to learn more about our enhancement. Overall it was **not too challenging** to find people who identified as one of our personas and were willing to participate in our research since Spotify is such a well known application.



Challenges

Our greatest challenge included **finding a wide variety of interviewees** as a result of the limitations of our network, since it mainly skewed towards undergraduate and graduate students already familiar with Spotify.

Another limitation that we encountered was **not having interviewees test a fully interactive mockup**, so there was more interviewer involvement in the usability test than we would have preferred.

Our interviewees' **high familiarity with Spotify** was also a unique challenge. Since some of our interviewees used Spotify Premium on a daily basis, we were held to the high standard of staying consistent with the app's existing UI / UX.



Free Trial (30 days) + Subscription

A business model for Spotify: Reconnect is the **Subscription Model** because it would allow consumers to pay on a regular basis (monthly) for access to the the Spotify: Reconnect social enhancements.

Business Model

Individual (\$9.99/month after offer period) 1 account	Duo (\$12.99/month after offer period) 2 accounts	Family (\$14.99/month after offer period) 6 accounts	Student (\$4.99/month after offer period) 1 account
<ul style="list-style-type: none">• Listen to music ad-free• Play anywhere – even offline• On-demand playback	<ul style="list-style-type: none">• 2 Premium accounts for a couple under one roof• Duo Mix: a playlist for two, regularly updated with music you both enjoy• Ad-free music listening, play offline, on-demand playback	<ul style="list-style-type: none">• 6 Premium accounts for family members living under one roof• Family Mix: a playlist for your family, regularly updated with music you all enjoy• Block explicit music• Ad-free music listening, play offline, on-demand playback• Spotify Kids: a separate app made just for kids	<ul style="list-style-type: none">• Hulu (ad-supported) plan• SHOWTIME• Listen to music ad-free• Play anywhere – even offline• On-demand playback