

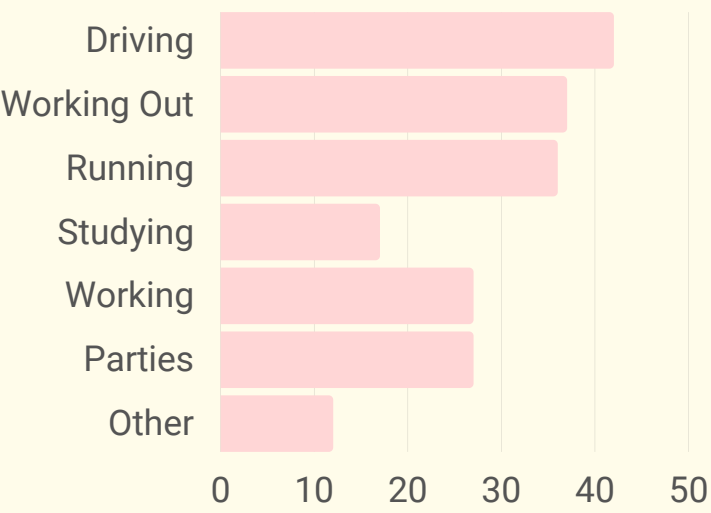
WHAT DOES A USER LOOK FOR

in a perfect music streaming service?

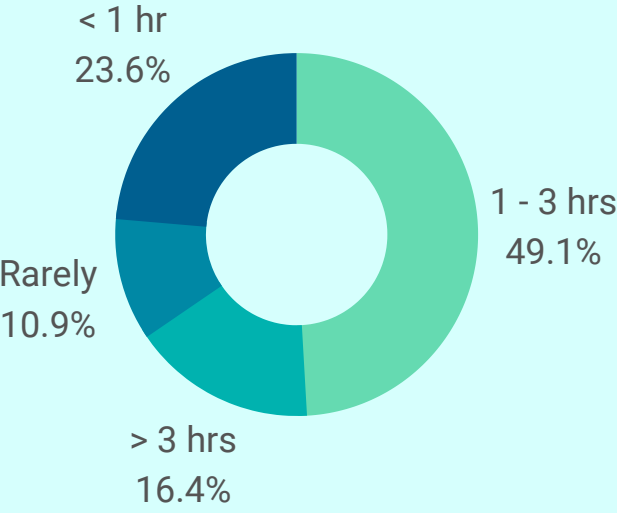
Music streaming services are aplenty, but none stand out. We wanted to know what a user would want to see in their ideal music player to form the basis of our project. We tried to understand their views and what they wished to improve in existing services.

HERE IS WHAT WE FOUND!

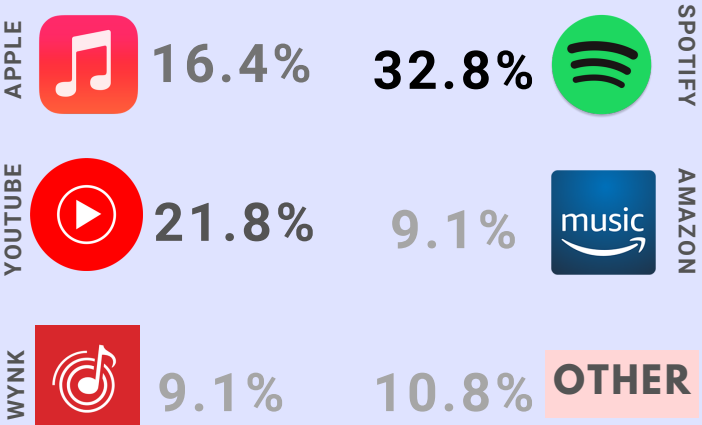
WHEN DO YOU LISTEN TO MUSIC?



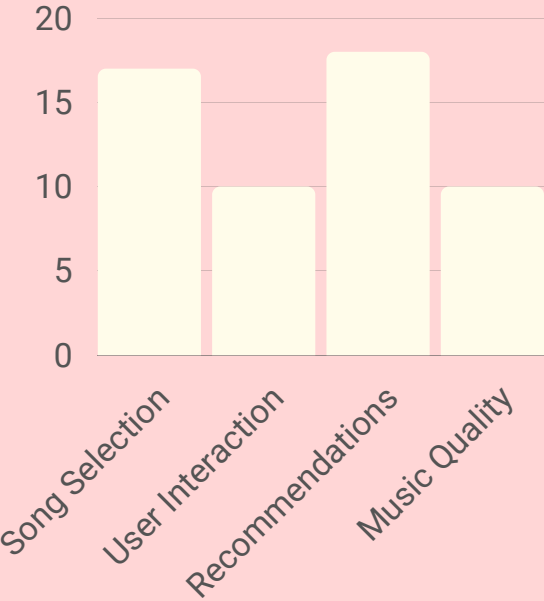
HOW OFTEN DO YOU LISTEN TO MUSIC?



WHICH APP DO YOU USE THE MOST?



WHAT DO YOU VALUE THE MOST?



IF YOU COULD ADD (OR IMPROVE) ONE FEATURE TO YOUR FAVORITE MUSIC APP, WHAT WOULD IT BE?



CONCLUSIONS

1. Second to driving, most users listen to music while running and working out => BPM tracking + Adjustment could win big.
2. Most users prioritize song recommendation and user interaction => Highly interactive UI with a strong mood-based recommendation engine will work.
3. Spotify is King => Music quality and song selection is of importance.