



# Evolving Spotify into a Music Community

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# Case Study Roadmap

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Problem Scope

Problem  
Validation

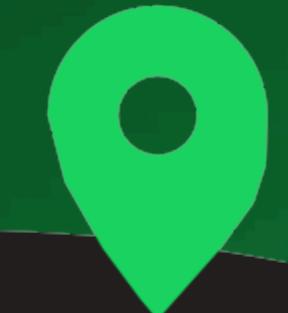
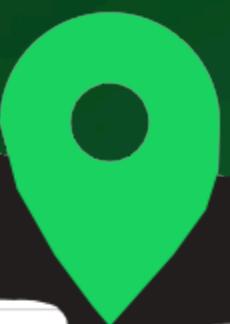


User Pain Points

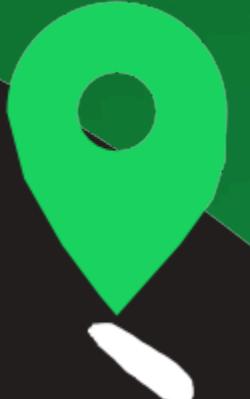
Solutions

Prioritization

Development  
Lifecycle & GTM



Post Launch  
Analysis



# About the Company

## About Spotify

A digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world

### Mission

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

### Revenue Model

A **freemium revenue** model that offers a basic, limited, ad-supported service for free and an unlimited premium service for a subscription fee

€9.67B

Revenue in 2021

€8.5B

Revenue generated through premium subscriptions

### Users Stats

422 M

Monthly Active Users



43.31%

182 M

Premium Subscribers

\*In the Quarter 1 of 2022

180 + Countries

55 % of users  
Age <34

148 mins per user per day across all devices

## Features



### Free music streaming with superb recommendations

Spotify has a vast music library that can be streamed free with a stunning recommendation engine. Premium users can also download to listen offline



### Cross-Device in a true sense

Spotify is available on mobile, desktop, tablet, TV, car, PlayStation, Xbox, web player, etc. Adding to this, Spotify connect enables to play music on any device



### Personalized Playlists

Spotify generates numerous "Mixes" that it thinks you will like. Also, Discover Weekly and Release Radar freshen up your music library on a regular basis



### Creating, Collaborating and Sharing

Spotify grants users the ability to create personal as well as collaborate to create public playlists. Spotify also has a unique way of sharing content on multiple platforms



### Facebook Synced

User can connect their accounts to Facebook to follow their friends as well as see their activities and liked content on Spotify



# Problem Scope

## Competitor Analysis

Criteria	Spotify	YouTube Music	Apple MUSIC	amazon music
Model	Freemium	Freemium	Subscription	Freemium
Subscribers	182 M	50 M	88 M	70 M
New Music Discovery	↑	↑	↑	↓
Music Library	↑	↑	↓	↓
Personalization	↑	↑	-	-
Recommendations	↑	↑	↑	↑
Social Features	-	↓	↓	↓

Legend: ↑ Excellent, ↑ Good, - Average, ↓ Poor, ↓ Very Poor

## Identified Area

Spotify has a huge music library with the best personalization and recommendation engine, accompanied by perfectly curated playlists for every need. It also allows you to sync Facebook, follow your friends, see what they are listening to, their playlists, and artists, but that's all. Spotify has so much to offer but **no proper means to share and engage within its big listener community**

## Problem Statement

To increase the engagement of the users of Spotify app to **evolve Spotify** from a music streaming service to an **all-round music destination** for billion of fans. The users seek features where they can

- **share**
- **socialize**
- **engage**

with other listeners **within the platform** and not cross platform

## User Survey

\*Conducted among 25 active Spotify Users

84%

Users have **no one to some users** in their friends and family who use Spotify - a potential space in the referral zone of the funnel

76%

Users either didn't know about **Facebook login** or see **no value in it** (irrespective of they have done it or not) - a potential social space to create value

80%

Users use **WhatsApp** to share content, which has a minimum of **5 touchpoints** - **44%** of users feel that this process takes significant **efforts**

58%

Minimal chances that a user listens to some **content shared** by someone - **92%** state the reason to be "**Just forgot**" or "**Didn't want to leave WA, Insta or Snapchat** to go listen to that song at that moment" - a potential to reimagine sharing

80%

Users either don't know about **group sessions** or didn't even bother to try it once - a potential to enhance discovery and value of 'group session'

## User Persona

John Williams

Dating

Loves pop music

Age - 26

Business Analyst

Socializer



## Goals

- To show off his **music choices** and also look at other's choices
- **Conveniently share** and play content with friends
- **Seamlessly share** and play content with friends
- **Discuss music** and other content with public
- Talk only about music, songs, lyrics, and podcasts **with friends**

## Pain-Points

- John feels that his profile on Spotify shares very less about his music taste
- John's **friends don't listen to his shared content** because of cross- platform sharing (they forget or do not want to change apps)
- John rarely uses Facebook and does not have many friends active on Facebook - this makes it **difficult for him to connect with friends**
- John feels it is very **effort taking and repetitive to use group sessions**



## User Problem

John **rarely uses Facebook** and has few active friends, making it **difficult for him to connect with friends**. He also feels that Spotify's profile shows only public playlists and top liked artists, but he has **much more to share about his choices and taste in music**



## User Story

As a big social person and active user of Spotify, I want to connect with a maximum of my friends to showcase my music taste (such as currently favourite songs, all-time favourites, top artists, top albums, and top podcasts) to them and also to see their taste or choices of content

## Solution Features

- User Profile and username** - Giving users the ability to make their music profile with a unique self-decided username **Follow and get followed** - Follow friends and family, and also let others follow (only request-based or completely off)
- Display Content on Profile** - Users can set their current favourites (song, album, podcast), top songs(most heard), top albums, top artists, top podcasts, top curated playlists with an option to view all curated playlists. All of the rows can be manually set to public, or friends, or only me
- No. of users Currently Playing** - This will help a user to understand the hype around a current

## Benefits

- User Profiles, following and getting followed will help to create social value for Spotify and will attract more users to join Spotify - **Acquisition - Referral**
- Being able to showcase favourite content will increase **engagement** and thus **retention**

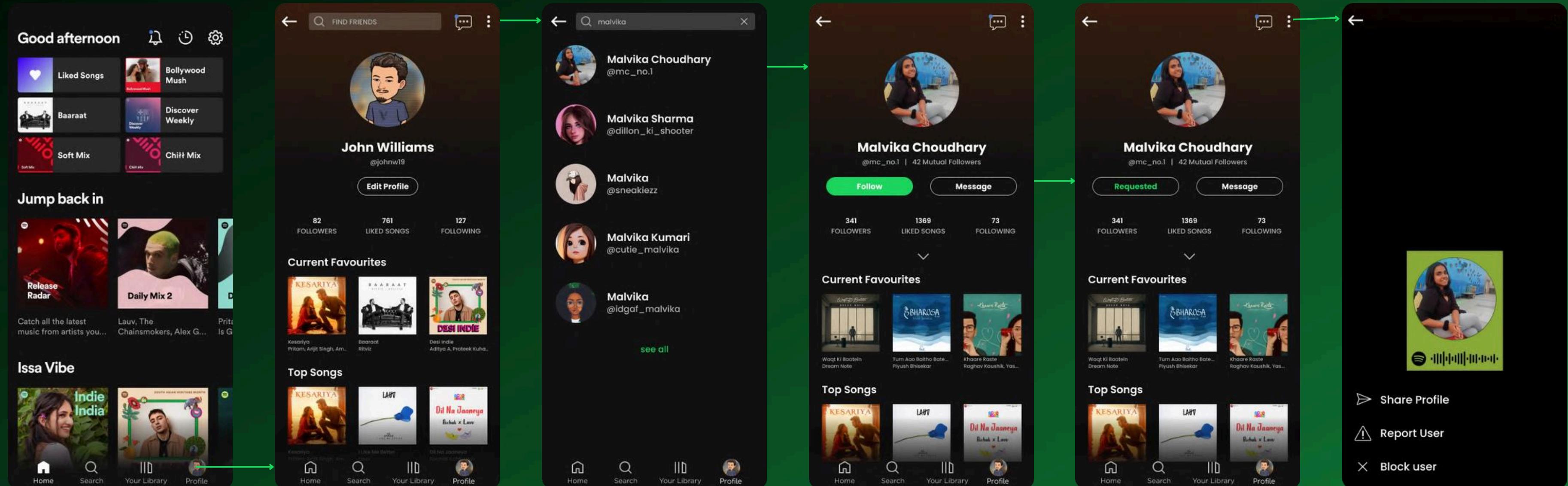
## Limitations and Challenges

- Contacts** have to be synced to better help and suggest friends to users to follow
- Top songs or top albums** might not be relevant because they will be based on most heard and is **not customizable**



## User Journey

- John clicks on the profile tab to view his profile ➤ He then clicks on search bar to search for Malvika ➤ John clicks on one of the result profiles from Search ➤ He then clicks on follow button to send a follow request to Malvika ➤ John clicks on more icon to see what actions can he do to her profile



New tab in navigation bar named **Profile** which gives user the space to represent John's Music Profile to the world. John has his **unique user id** to distinguish himself

On own profile, John can see his number of followers, liked songs, followings along with options to showcase current favourites, top song, top playlists, curated playlists, top artists - with the freedom to show, hide or reorder rows through **Edit Profile**

John can **search** for all the profiles on Spotify platform by searching the names or user id and the profile with maximum mutuals will show up on the list

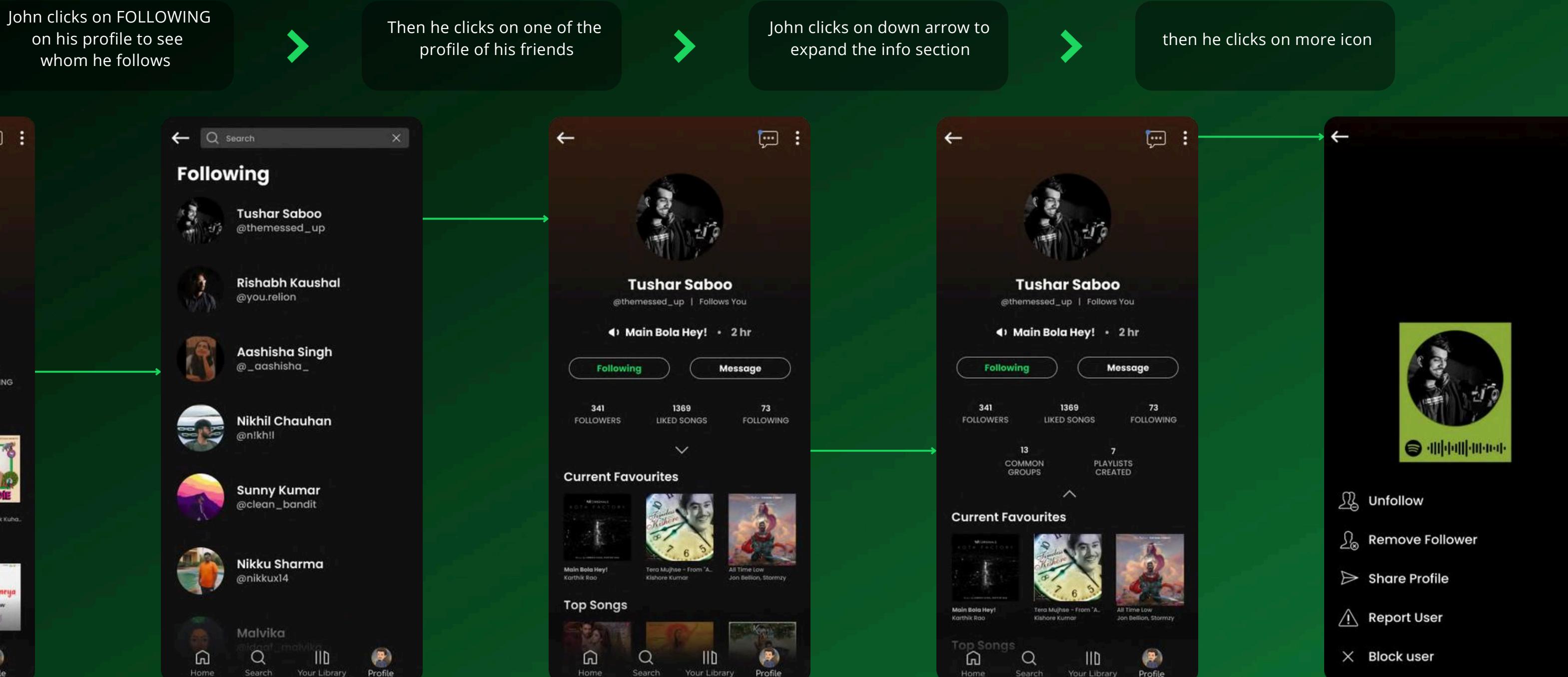
A stranger's profile has the option to **follow** or message (both as a form of request) which is made public by **the stranger** when they accept or deny

For a stranger profile, John can share their profile link, report that user, or block that user

- Share Profile
- ⚠ Report User
- ✗ Block user



## User Journey



John can see the number of his followers and followed users, and can also see the **follower list** and **following list** by clicking on followers and following respectively

Follower or following list is sorted in **chronological order** of following/getting followed. All the listed profiles on clicking redirects to that user's profile

John can see the **current/last song** (also when) his followed user was listening to along with other informations such as Current favourites, top songs, etc.

For any profile, apart from followers, following and liked songs data, John can also see **number of common groups** between him and the other user and also the **number of playlists created** by the other user

As both of them follow each other, John can **unfollow** as well as **remove Tushar as his follower**, apart from other features



## User Problem

John feels it takes much **effort to share** music from Spotify to other platforms, and there should be something in-app as many of his friends **forget** or do not listen to his shared song because it is **not convenient** to leave one app and go to Spotify to a play song. Also, the content gets disappears in the following messages and doesn't get discussed much



## User Story

As an avid user of Spotify who shares and loves to discuss music, I want to **conveniently** and **seamlessly** share music with my friends to ensure they listen to it and also discuss it

## Solution Features

- **Spot Chat** - a messaging feature dedicated to discussing just and all about music, artists and podcasts
- **In-app send from more and player** - a direct in-app share to inbox option to make sharing effortless. Content can be sent either from more options or the player **Direct playing and liking a song** - In the inbox, you can directly play the music by clicking on the play icon on the content card, and you can also like the content within the inbox
- **Inbox features** - Spotchat messaging interface is very similar to other commonly used messaging platforms and has all the features, for example, replying to a message in the chat

## Benefits

- Spot Chat and all its features will engage the users more in the app - **Acquisition - Retention**
- In-app send to the inbox will make the process of sharing more effortless and thus enabling users to share and listen more, **increasing the time spent on the app**

## Limitations and Challenges

- In-app send is a new feature and thus needs real estate on the app - it might **clutter the user interface**
- **Spot Chat** might deviate users' perception of Spotify and might **detach users from the core value of Spotify**



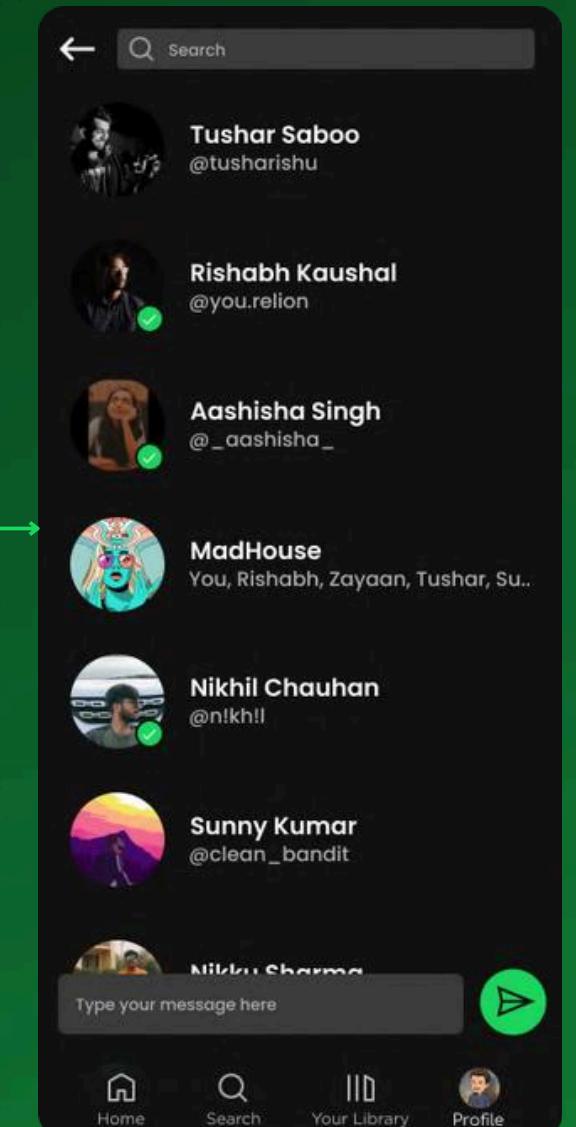
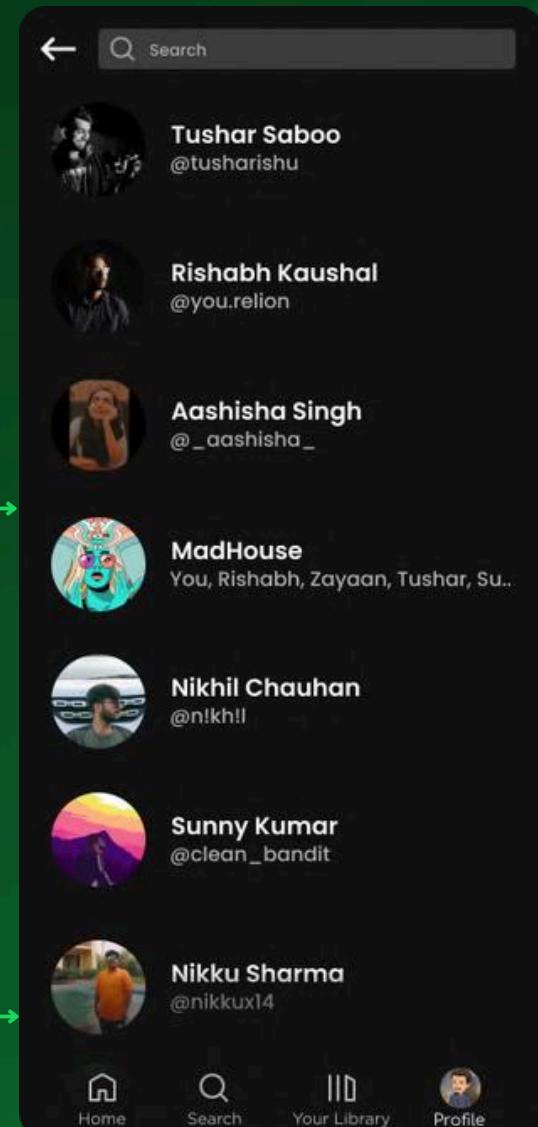
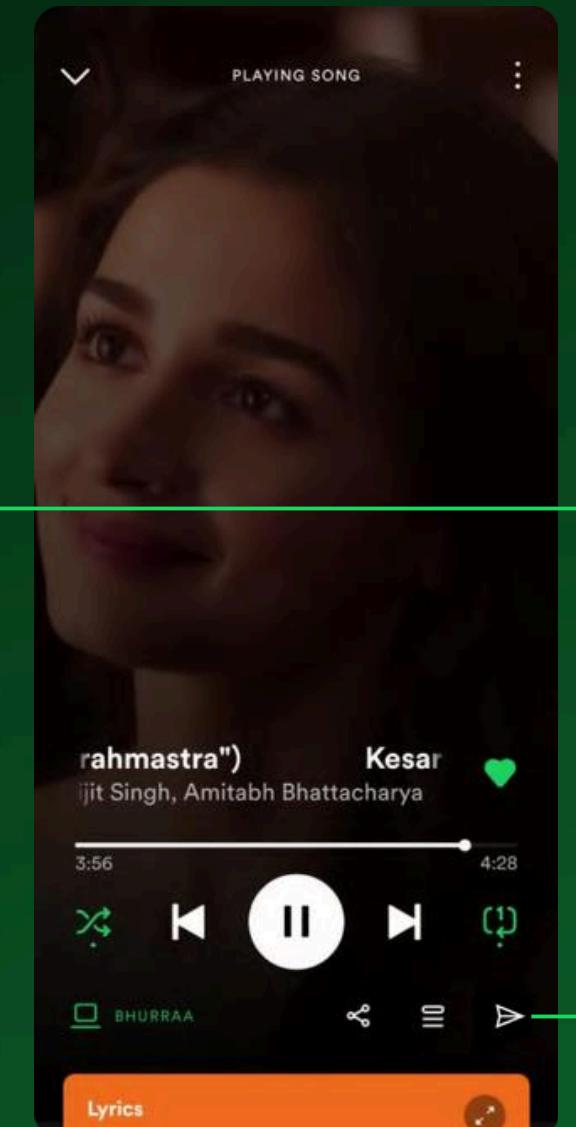
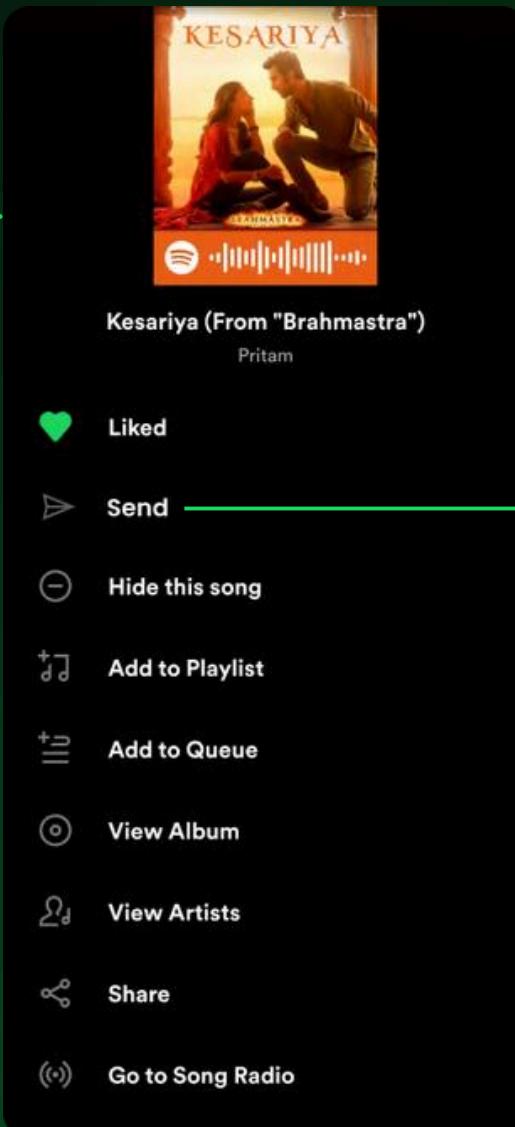
## User Journey

John clicks on more icon of a song

Then he clicks on send option to go to list of friends to select from

John clicks on send button from player

Then he selects list of friends to send song to and then sends it



A new **send** option in more section of songs, to help John share within the app

Send allows to share songs, playlists and podcast **in-app** between the users. It gets shared on Spot chat of each user

John can also send songs, or podcast episode directly from the **player page**

After clicking on send button, John can **select his friends and groups** he wants to share content to

John can also **send a text message** along with the content



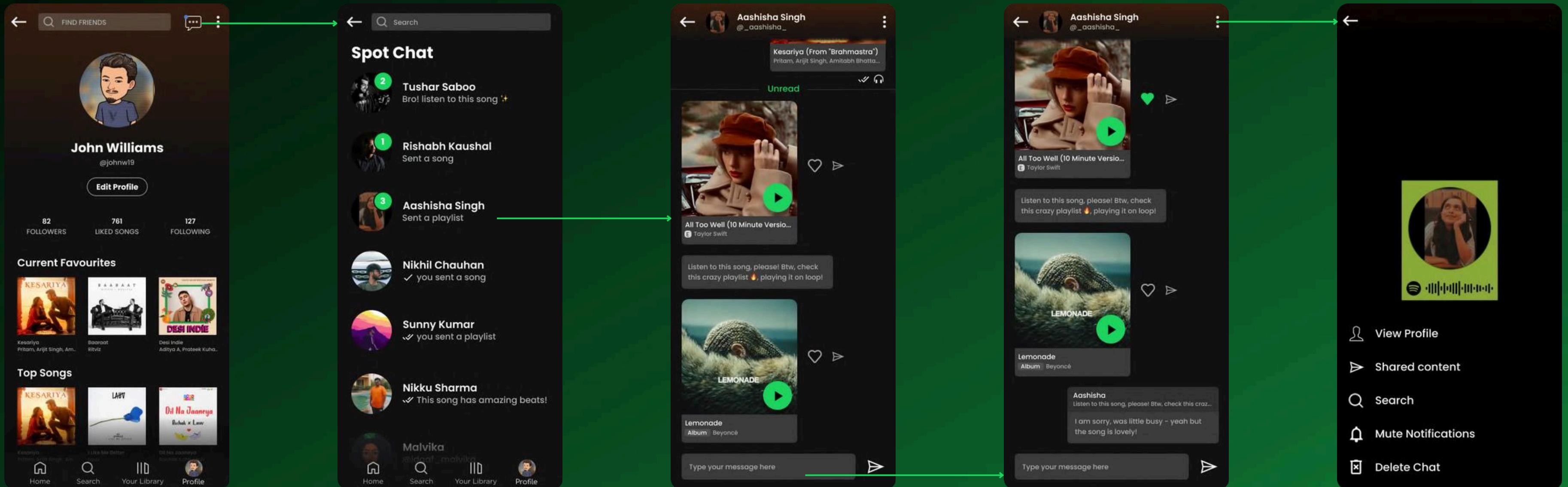
## User Journey

John clicks on message button on own profile screen to go to spot chat

Then he clicks on profile of one of his friends

He then plays the song, likes it, and also replies to his friend

he then clicks on more button



**Spot Chat** is like every other messaging app, but is best suited to share and interact with content on Spotify - a message icon beside search bar on top of the profile page

Unread messages appear on top, and the rest according to the chronological order

John can **directly play, like or send** further the content from the chat page

John can also reply to particular message or shared content

John also has options to **search** within the chat, to look at **shared content**, view profile, **mute/enable notifications** or **delete chat**



## User Problem

It takes effort to **create group sessions** and invite the same group of friends each time. John would also like to know **people's reactions/opinions** on content. Another problem John faces is that every time his girlfriend plays content on Alexa at home, he is **unable to play content on his mobile**, and he has to call and request her to let him listen



## User Story

As an active social person, John wants to listen to and discuss content on Spotify with all his friends and the public to remain socially aware of opinions on music, songs, podcasts, artists, etc.

## Solution Features

- Group Chat and simplified group sessions** - users can make a group (both public and private) and can also start a group session within the groups in one click - creating and joining groups is a premium feature
- Public review** - a tab in every song/album/podcast for the public
- to comment and share their opinions on the content

- Reaction** - Various reactions, such as like, love, crazy, loop etc., that everyone can see for a particular music/album/podcast/playlist

- Spotify Connect enabled for multiple devices** - A checkbox-type feature where the user can select to play on various devices from a device at the same time and not one at a time

## Benefits

- Group Chat is a premium feature, and this FOMO of being part of groups will increase subscriptions - **Revenue - Referral**
- Public opinions and reactions will create **community-driven engagement** in the app

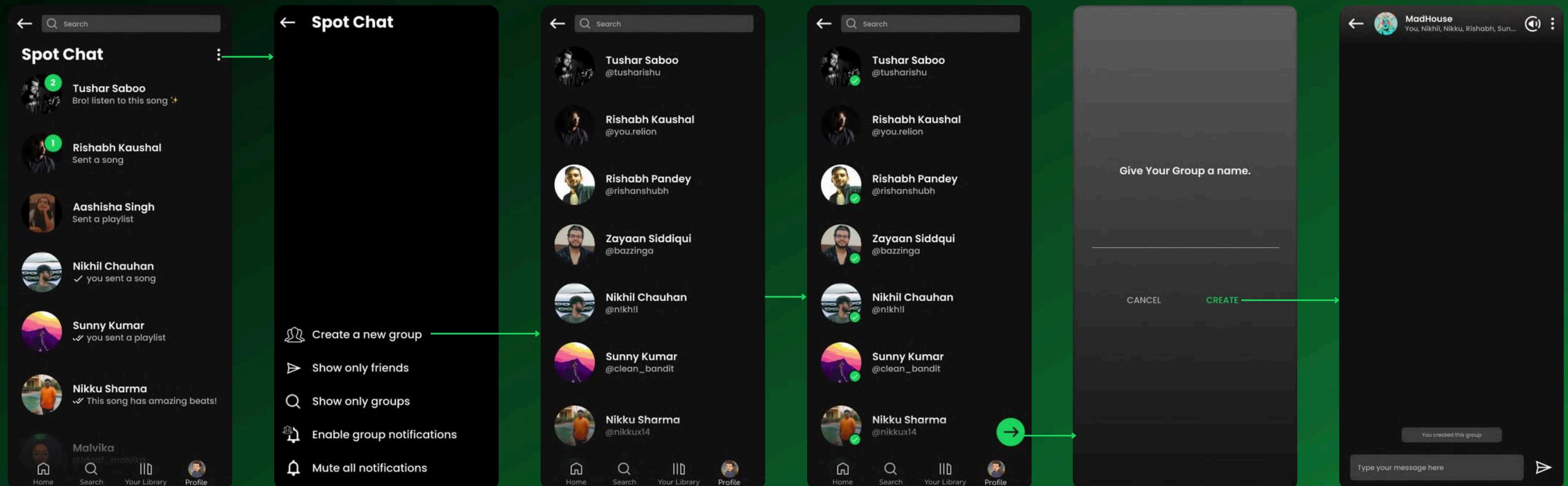
## Limitations and Challenges

- Group Chat might end up getting **underused** because of it being behind premium subscription
- Adverse public opinions/reactions** can cause undesired actions or repercussions



## User Journey

- John clicks on the more icon to view options for Spot Chat >
- He then clicks on Create a new group and gets to choose from list of followers >
- John then selects friends to add into group >
- He then clicks on done and redirects to give a name to the group >
- John then names the group and clicks on create to form the group



Spot Chat also lets all premium users form **groups both public and private**. A public playlist can be found in Spot Chat Search

From more section on Spot Chat, John can access various options such as to **search, modify notifications,** or **create a new group**

John can add only upto **15 friends** to his private group

Only after creating a group John can make it public

Every groups have an option to manage members, where creator can assign lead status to few members (group creator has the creator status). **Leads & creator** have added powers to change the settings

Leads and creator can set send, messaging and group session features either to everyone or just to leads and creator



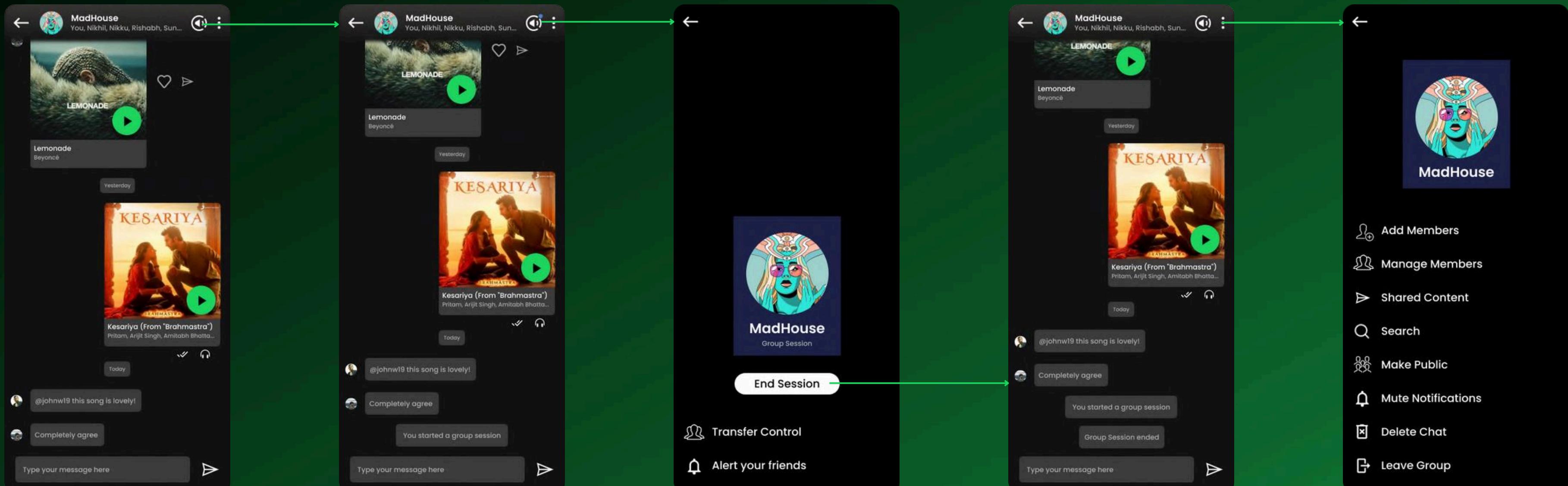
## User Journey

John clicks on group session button to start a group session

Then he clicks on group session icon to view its settings

John then clicks on End Session to end the group session

he then clicks on more button to view group settings



Group chats also have **group session** icon. John will no longer have to share and invite his friends every time they want to listen together

John starts the group session by clicking on the group controls the content but this control is transferable. **A group session can be joined or left anytime**

A group session ends when done manually by any member in group session option, or when all users leave

The two icons below any content represent **seen** and **heard** features. On clicking them the sender can see who all have seen this shared content and who all have heard it

The more option on group chats have all the features of a normal chat added with, add & manage members for and leave group leads/creator, make public



# Rice Prioritization

Features	Reach	Impact	Confidence	Efforts	Score
User Profiles	<div><div style="width: 100%;"> </div></div>	80			
Follow/Following	<div><div style="width: 100%;"> </div></div>	138			
Choice Showcase	<div><div style="width: 100%;"> </div></div>	90			
Currently Playing	<div><div style="width: 100%;"> </div></div>	12			
Spot Chat	<div><div style="width: 100%;"> </div></div>	82			
In-app send	<div><div style="width: 100%;"> </div></div>	113			
Direct playing	<div><div style="width: 100%;"> </div></div>	108			
Inbox features	<div><div style="width: 100%;"> </div></div>	56			
Group chat-sessions	<div><div style="width: 100%;"> </div></div>	49			
Public Review	<div><div style="width: 100%;"> </div></div>	3			
Reaction	<div><div style="width: 100%;"> </div></div>	19			
Multiple Devices	<div><div style="width: 100%;"> </div></div>	5			

\*On a Scale of 100

\*On a Scale of 10

\*Percentage

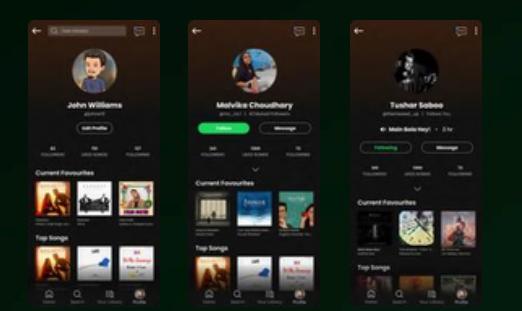
\*On a Scale of 10



# Product Release Roadmap

## Phase 1

- User Profiles
- Follow - Following
- Choices Showcase



User profiles and usernames, being able to follow others and showcase your top songs, artists, albums, etc., had the best Rice Scores and should be prioritized first to develop and launch it as the **pilot of Spotify Music Community**. This will initially let users identify selves as a part of the Spotify community, create connections within themselves and share music on a fundamental level

## Phase 2

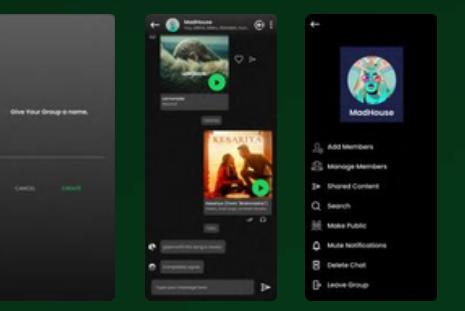
- Spot Chat In-app sharing
- Direct Playing
- Inbox Features



After the users start identifying themselves as a part of the Spotify community, it would be the best time to **foster interaction** between them. Spot Chat, In-app sharing, and direct playing from inbox also had good rice scores and should be developed and launched in phase 2. Inbox features, though, had fewer scores but are necessary for the Spot Chat product to look complete - and hence should also be developed in phase 2

## Phase 3

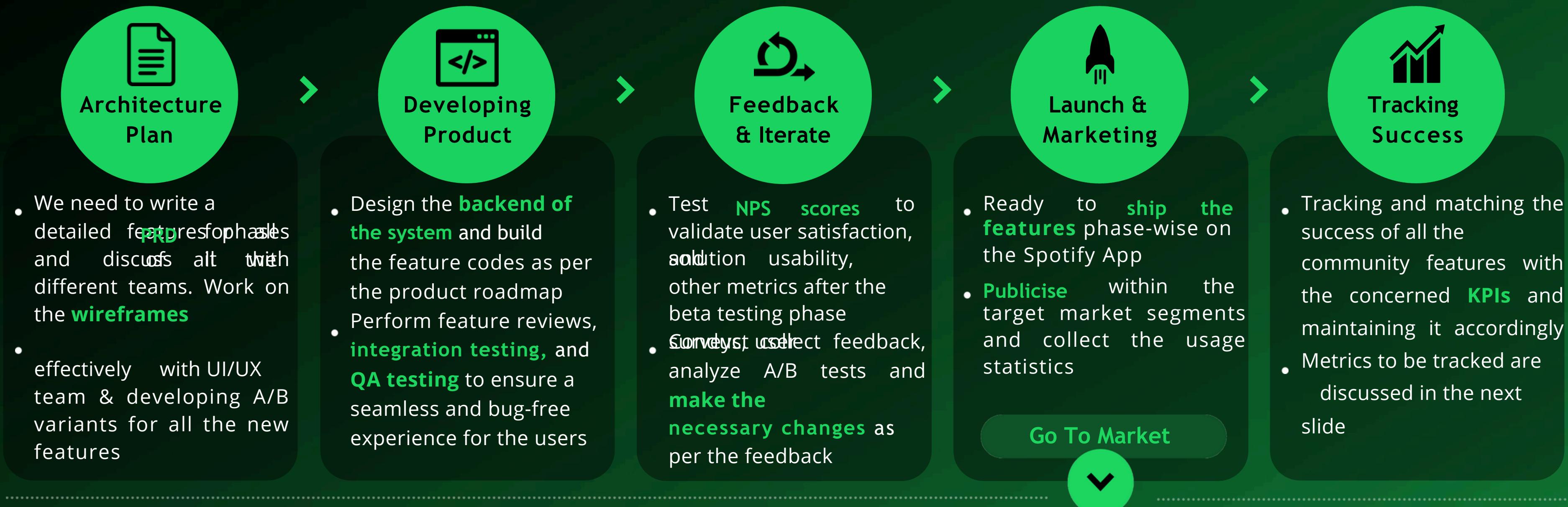
- Group Chats
- Public Behavior
- Multiple Devices



After the Spot Chat launch, it will not be challenging to develop and launch **Group Chats, subscription magnet** - and by then, the users will also be acquainted with other community features. Other features like public reaction, opinions, currently playing users, and multiple devices can be later developed and released and should be highly deprioritized given their rice scores



# Product Development Lifecycle



## Awareness

- Blog Articles on **Spotify's blog** regarding feature release
- social media campaigns** Existing
- user onboarding** on the Profile tab, with setting up a username, and then visibility to all other features

## Interest

- Collaboration** with famous DJs, RJs, Music influencers to start their public groups to attract users to use group chat
- Notifications from Spotify as **messages from Spotify Bot** on Spot Chat

## Desire

- Push Notifications** in the form of friend/public group suggestions
- Group Chat as **free trials for 14 days**
- Targeted Ads** for Spotify Music Community on other marketing channels

## Action

- Direct CTAs on **in-app adv** about new features, which directs to the Profile tab
- Premium tab redirection** when users clicks on group whose subscription has expired

## Metrics

\*All basic metrics to be tracked (not in-depth metrics)



Product  
metrics

- # of users who created their profiles
- # of content shared in-app by a user per day
- # and delta of followers per user per day
- # of groups joined by a premium user



Success  
metrics

- time spent (in mins) per day per user
- listening time (in mins) per day per user
- Daily Active Users, Monthly Active Users
- Net Promoter Score



Business  
metrics

- Customer Acquisition cost per new user
- # of new user premium subscriptions per day
- # of subscription renewals (users who interact with new features)

## Risk and Mitigations

**Adoption** - users might not associate well with the whole concept of the music community with Spotify and hence do not use the features - failure of 'disrupting user behaviour' Solution - Display advertisements in-app to increase the visibility of the value proposition of the community features

**Adverse Reactions** - a group of users might start hate commenting or react negatively to some content - and this, in turn, might create a pessimistic aura around the community, which might force users to retract from Spotify  
Solution - Strict community guidelines with flagging features

**Boon or Bane for Spotify** - These changes will require focus on a completely newer target audience for Spotify. The music community might or might not help Spotify given the scale of product and features

## Appendix

- <https://support.spotify.com>
- <https://www.businessofapps.com>
- <https://www.statista.com>
- <https://scholarworks.umt.edu/utpp/325>
- <https://businesschronicler.com>
- <https://icongratis.com>



# Thank You

SOLANKUMAR  
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Let me know your thoughts on  
**Spotify Music Community Features!**



✉ [kumarsolan75@gmail.com](mailto:kumarsolan75@gmail.com)  
in [www.linkedin.com/in/solan-kumar-4b45a4252](https://www.linkedin.com/in/solan-kumar-4b45a4252)