



Spotify

# Key Spotify Features

1. Own music vs
  - User saved content
2. Recommended playlists vs
  - Recommended based on user saved content/listened to
3. Leadership playlists
  - Collated based on collective data over many users (i.e Charts/Genre playlists)

1. Free vs
  - Ad-full
  - Limitations in usage
2. Premium
  - Ad-free
  - Freedom to use anything

# Key user profiles

## The Casual User

There are playlists throughout the app for users who:

- Don't want to think much about **what** exactly they are listening to.
- But want a little bit of control in the type of music it is.
- Playlists solve this by targeting certain areas: genre, mood, 'made for you', 'inspired by you'.

For this type of user, the free and premium version are more or less on par (if ads aren't an issue) - the free app limits:

- Playing specific songs in playlists.
- Only allows starting stations on random, you cannot play the song you started the station on.
- Can only play playlists on Shuffle.
- For a user that is not concerned about the music played, they are unlikely to convert to a paid subscriber. These limitations may not be a deterrence.

## The Intermediate User

The next user uses a mix of 'Own music' and 'Recommended Playlists'

- Majority of time is spent in 'Your Library' but also interacts with Browse/Radio on occasion.
- Based on Spotify's research on number of users that are converting into listening to more unique artists and Premium members, it seems most users are Intermediate users.
- Uses curated/recommended playlists to discover new music.
- Has been using Spotify long enough for an accurate Spotify profile, and therefore uses recommended playlists often.

## The Picky User

The Picky User uses none of the Recommended or Leadership Playlists

- Only uses 'Your Library' and 'Search' pages
- Does not use many of the other features
- Rare user
-

# Great concept

## Easy to use playlists

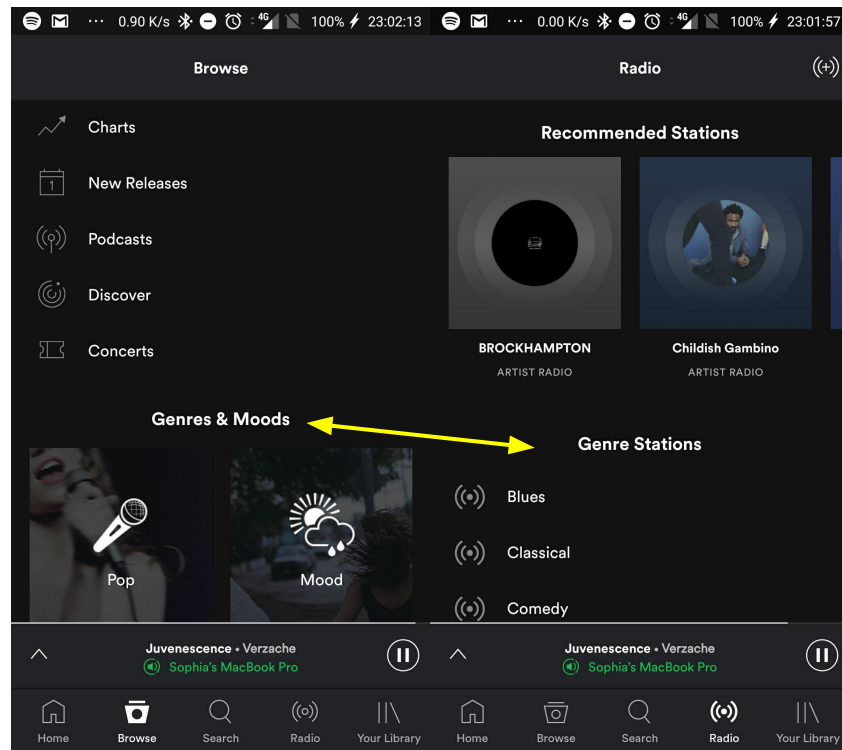
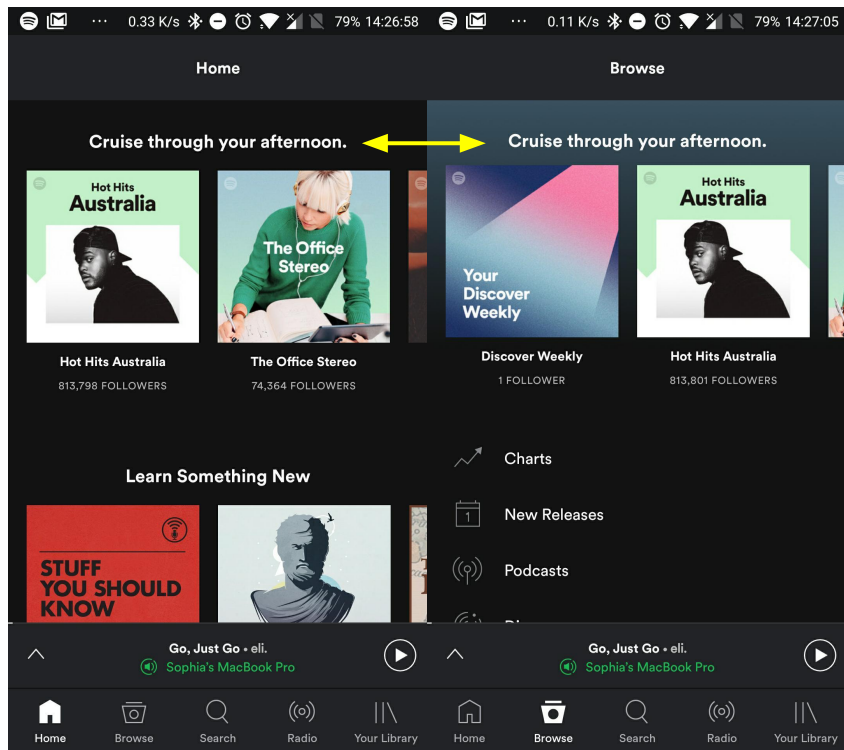
1. The various curated playlists make it extremely easy to tap one and start listening immediately.
2. This makes it more accessible to people listening on the go i.e. in a car, walking, sports.
3. The more a user engages with Spotify, the more accurate Recommendations get for all users ([Collaborative Learning](#)).

# Poor execution

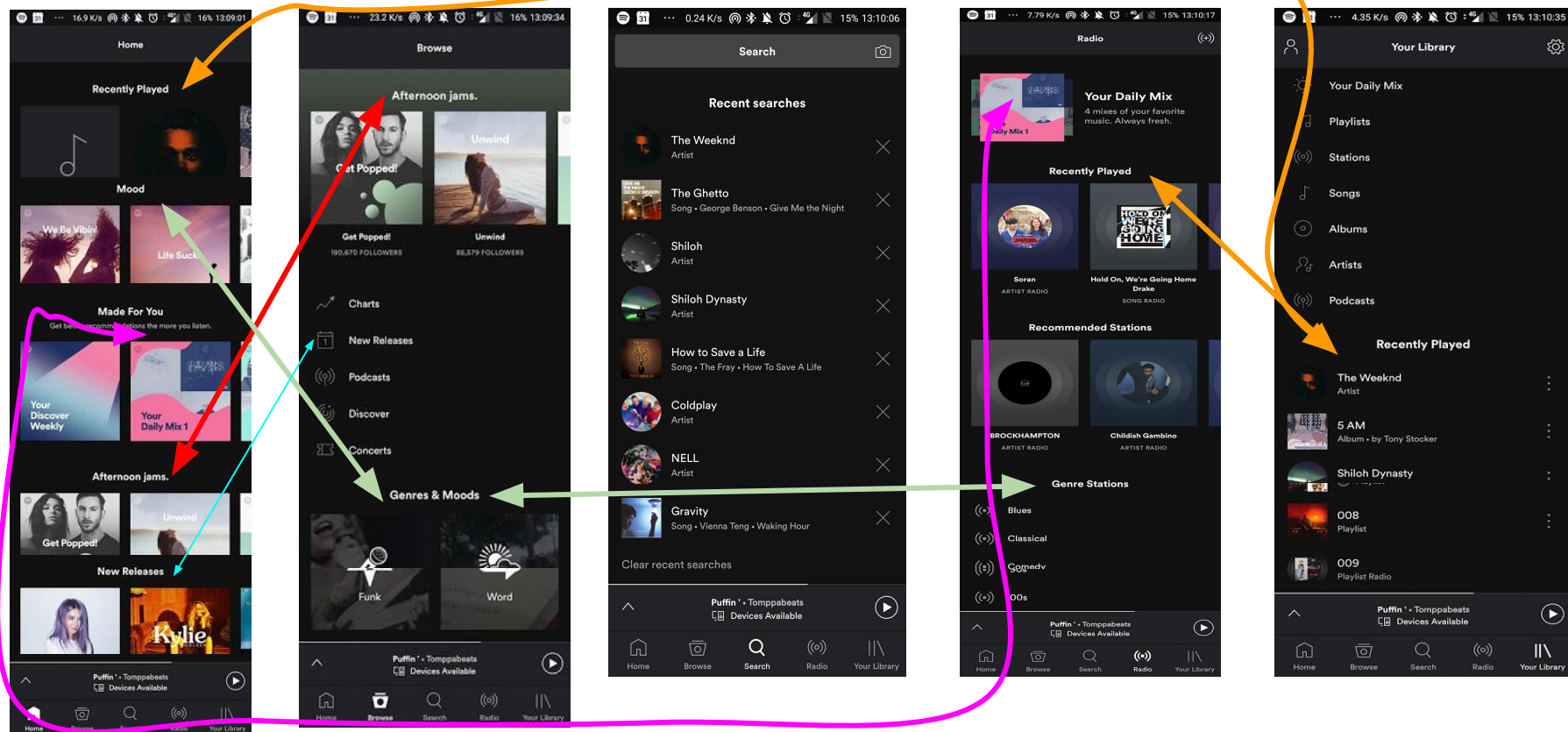
## Unused space for different users, Optimisation for mobile

1. Aside from a few inconsistencies between platforms, there are a few features that discourage 'listening on the go' i.e. difficulty to navigate/alter the now playing queue.
2. There is a lot of duplication in recommended playlists throughout the application - not only is this a poor use of space, for users who do not utilise these playlists, there are a good 2-3 pages that never engaged with.

# Duplications



# Duplications



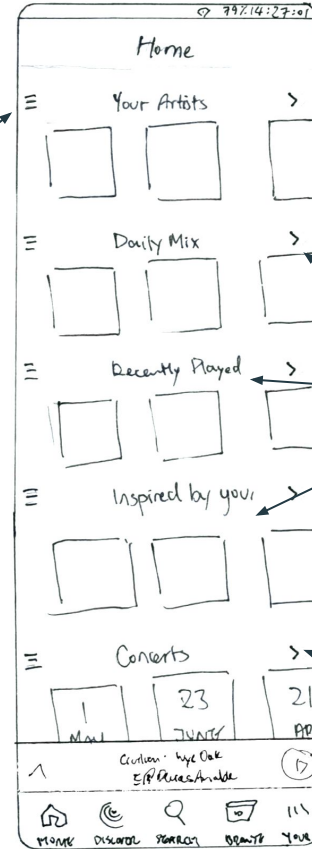


How to improve?

# Arrangeable Homepage

- We don't want to delete things
  - Accuracy of recommendations improve over time, and we do not want to alienate new users who do not see the value yet
  - Rearranging is a good median for moving items.
- Re-arrangement
  - Let the user choose what they want to prioritise first
  - A Homepage should be like a News Feed
  - Users should recognise the queue icon from the now playing queue
  - Would want to avoid learning new icons

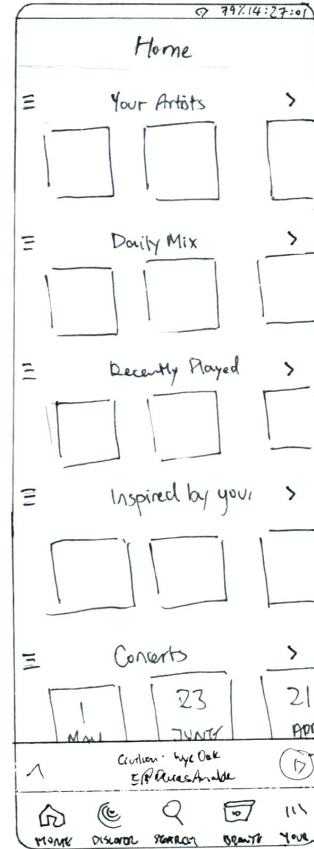
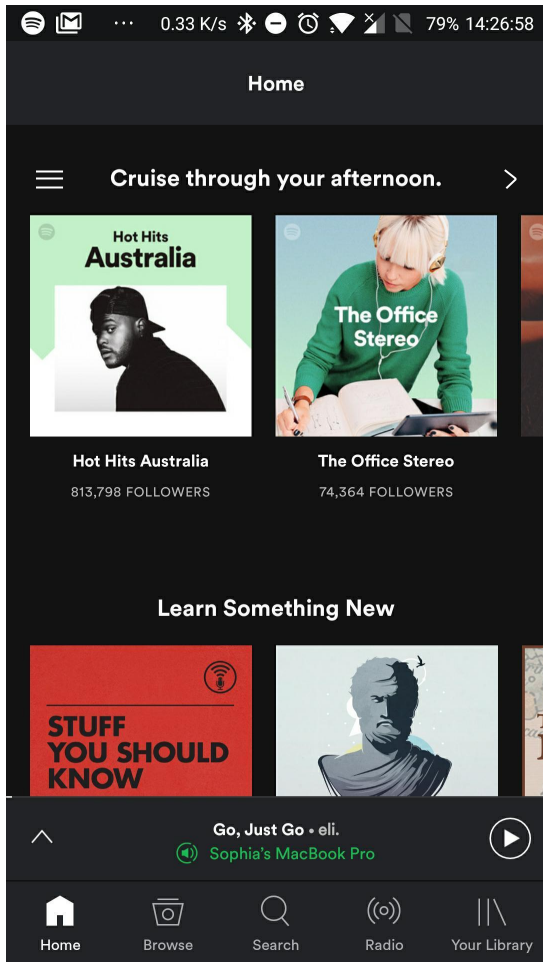
Ability to rearrange items

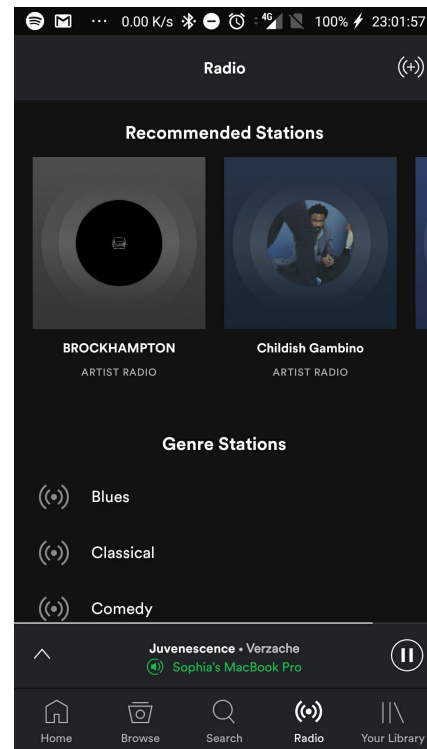
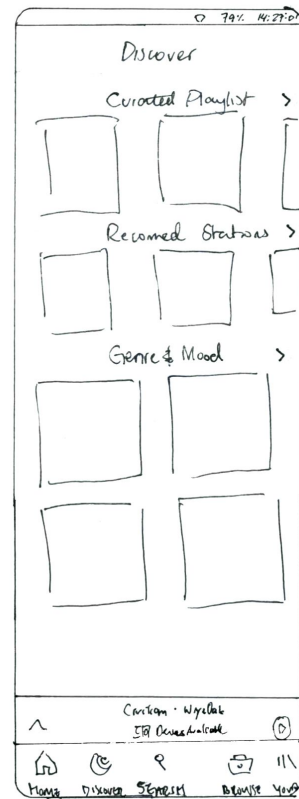
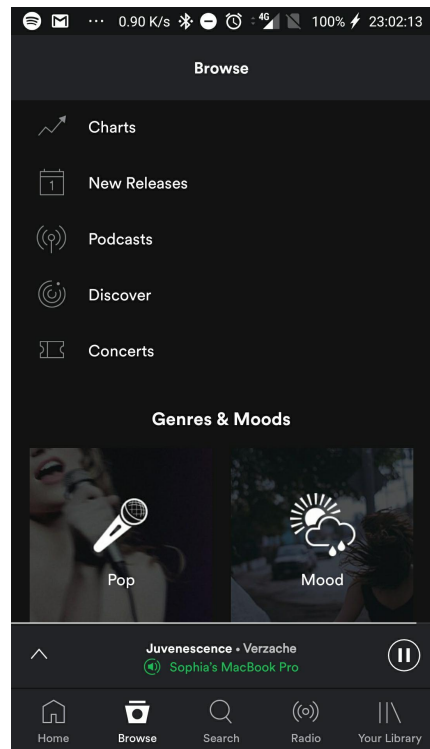
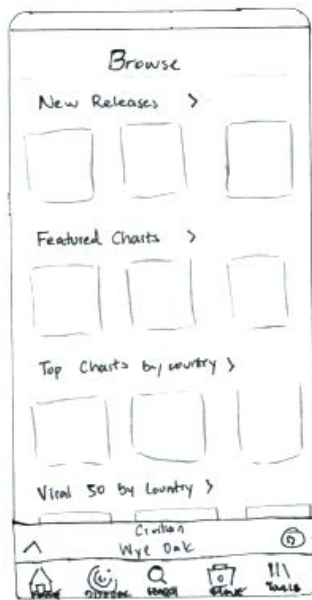


Keep items based on recommendations

Arrow buttons were added to allow users to click straight through to the playlist homepages



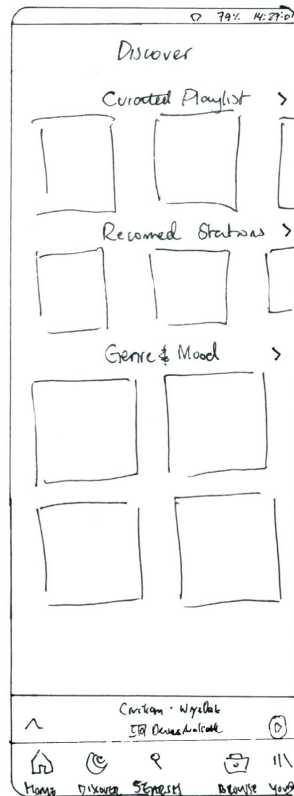
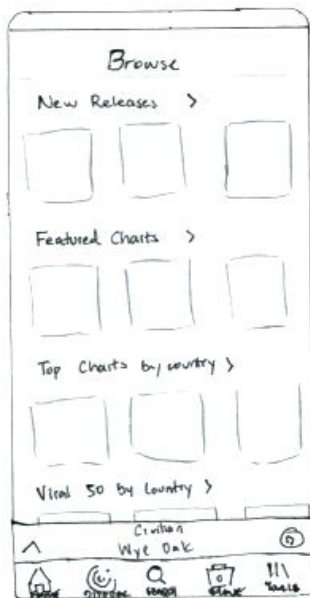




# Browse

Rename Radio -> Browse

- Radio is an ambiguous name unless a user has explored both Radios and Stations to understand the difference.
- Browse better represents the idea of 'looking around' at others.
- Browse now contains playlists/artists that the 'world' is listening to.
- Regardless of how items are rearranged in the homepage, users may still choose to browse new music through these pages.

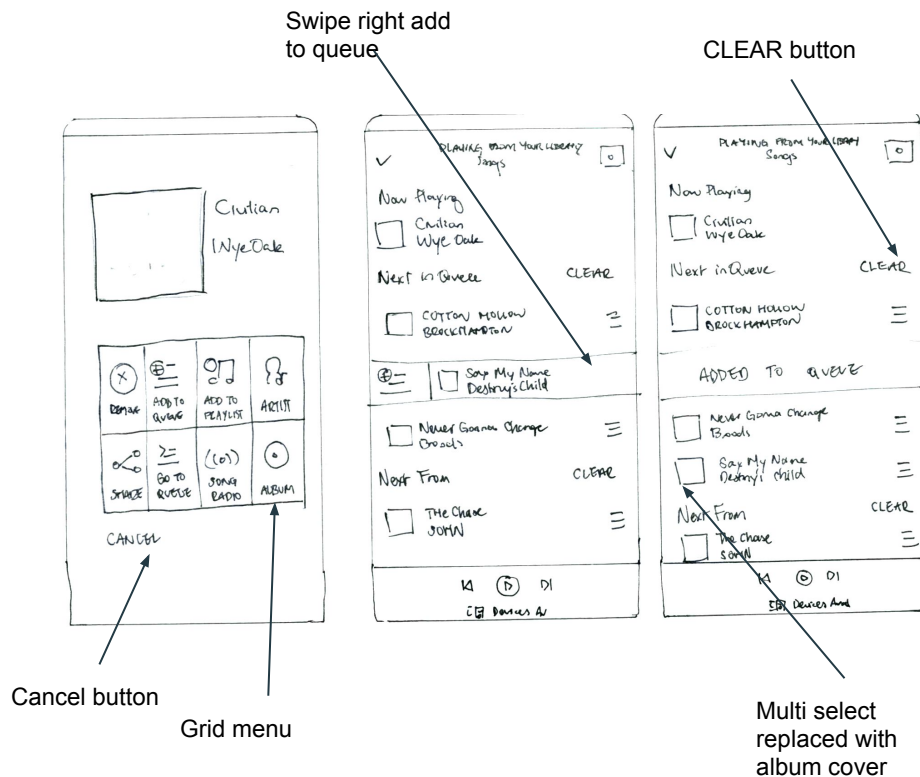


# Discover

- Rename Browse -> Discover
  - Content should encourage discovering new artists
  - The Discover also focuses on new artists, but the items are based on recommendations to the user.
- Genre & Mood Playlists/Radios stay in this page

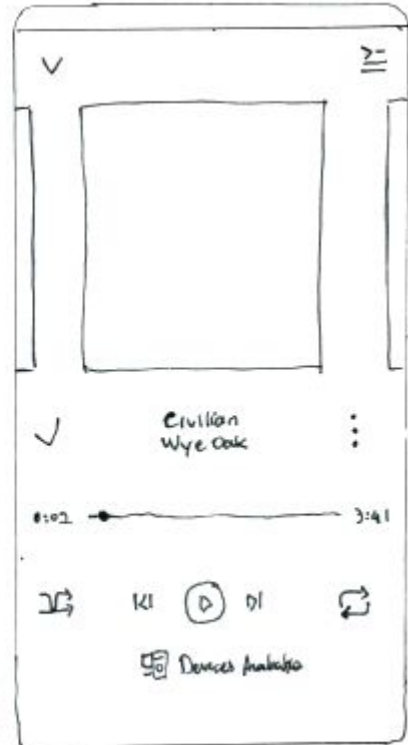
# Optimise for mobile listening

- There are a few UX changes that can be made for easier control of a user's play queue:
  - Optimise for mobile and use swipe/hold functions:
    - swipe right to queue
    - swipe left to remove from queue
    - hold to select and remove
    - hold icon to re-arrange
- The Options page has collapsed into a grid menu for visibility
  - Cancel button added for easier navigation.
- Adding CLEAR buttons
  - At Next in Queue and Next From, for greater user control.
- Multi select replaced with album cover
  - As the swipe features are added, there is no need for the multi select.
  - Adding album covers help with recognition over recall for songs.



# Your Library, Search & Now Playing

No changes have been made on these pages





# Metrics

# Measuring conversion from Casual/Picky users to Intermediate users

- Quicker decrease in skip rate vs unique artists
  - % Lowering skip rate (New users who haven't had their Spotify profile built properly)
    - Measured by any amount of fast forwarding within the first 30 seconds
  - % Growth in artist discovery (Casual/Picky users who start to use Recommended playlists/Discover new artists)
    - Number of unique artists listened to within a week
- We want to convert users to the Intermediate User, because they are the optimum user of Spotify
  - Often frequent users - More likely to be a paid subscriber
  - Open to exploring new artists - Helps improve the recommendation algorithms



# Roadmap for the future





# Beginning a 6 month roadmap

1. Data analysis of user behaviour in how they interact with the app (assuming this is finished)
2. UX design (assuming this is finished too)
3. Bring to team for discussion
  - A lot of the changes seem quite straight forward - however it's best to double check exactly how much work goes into making the changes
  - For example, I am assuming that the playlists on the Homepage/Discover/Browse pages are modular, and able to pick up and dropped into any page. If they were hardcoded in (for example), these changes would be a lot harder to make
4. Design team takes on UX and creates UI assets & Development team starts working on the foundations to start implementing the changes (i.e. creating a new list - Your Artists)
5. Development team continues with assets to implement the changes

# Prioritisation of the backlog

Through the minimum amount of changes needed to let a user perform an action:  
Rearrange a homepage and Better control of the queue

For the Rearrangeable Homepage:

- a. The rearrangement of the playlists throughout the Discover/Browse pages
- b. As the full impact of the Rearrangeable Homepage relies on the above
  
- c. Then we can add other items such as: Arrow buttons and changing of page titles

The next feature would be the Optimising for Mobile:

- d. The Options Page requires adding a CANCEL button on the Android app
- e. We would need to remove the multi select buttons in order to add the swipe to add/remove queue features
- f. In addition we would need to add the CLEAR buttons to the Queue
  
- g. And then we can add the grid and icons to the Options Page
- h. Along with the album covers

# Appendix A: List of the features

## HOMEPAGE

- Popular Playlists
- Recommended Genre playlists
- Recently Played
- Inspired by Your recent listening
- Mood
- Made for you/Daily Mix
- Curated playlists
- New Releases

## BROWSE

- Curated playlists
- Charts
- New Releases
- Podcasts
- Discover (which is Home)
- Concerts
- Genres & Mood Playlists

## SEARCH

- Search
- Recent Searches

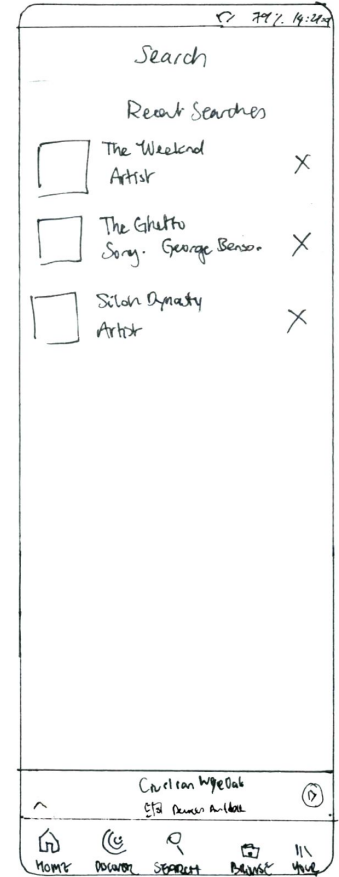
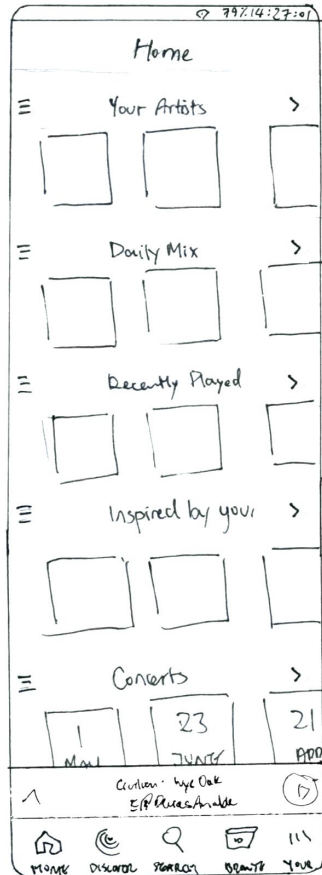
## RADIO

- Recently Played
- Recommended stations
- Genres Radio

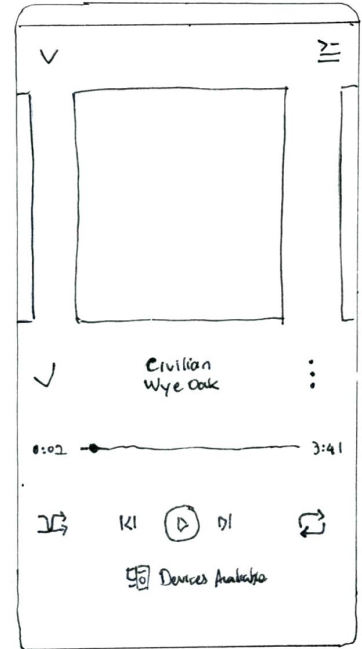
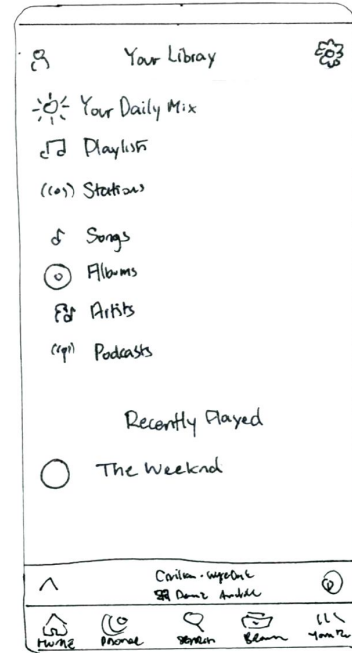
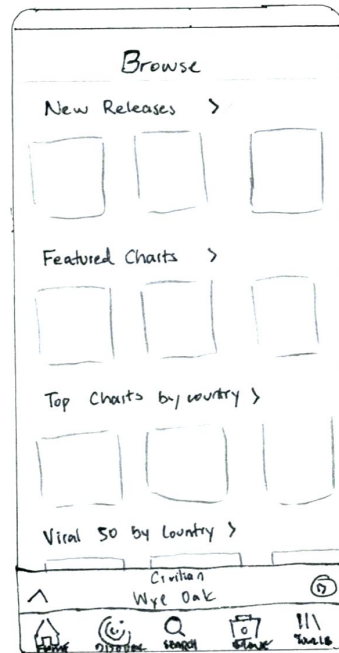
## YOUR LIBRARY

- Daily Mix
- Playlists
- Stations
- Songs
- Albums
- Artists
- Podcasts
- Recently Played

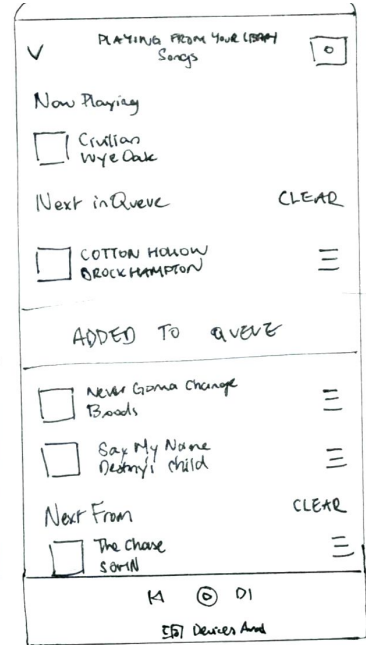
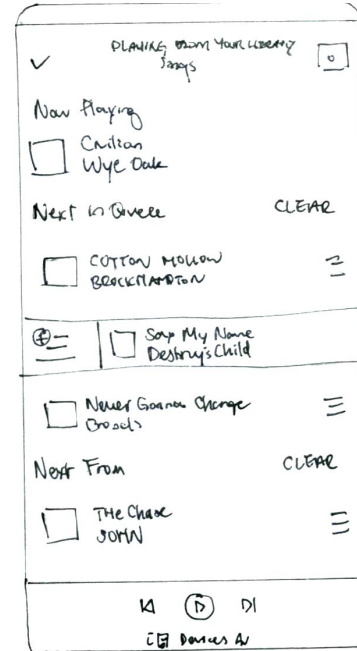
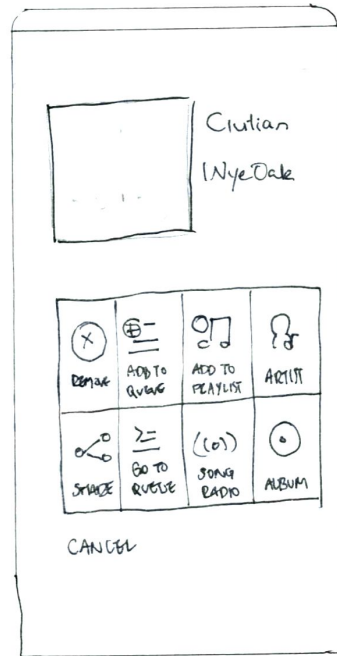
# Appendix B: Mockups



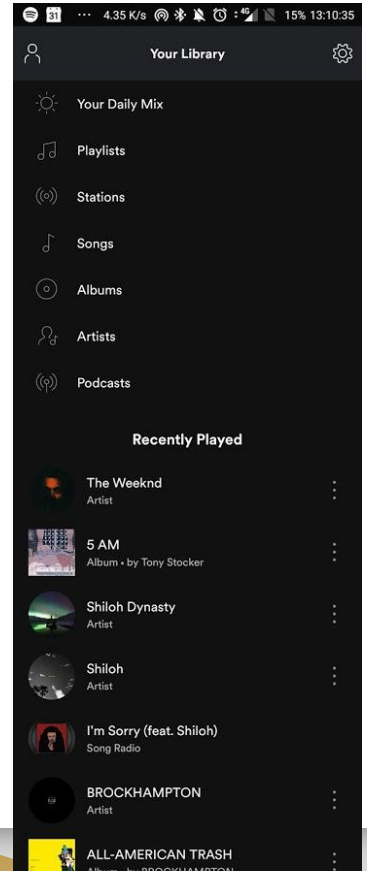
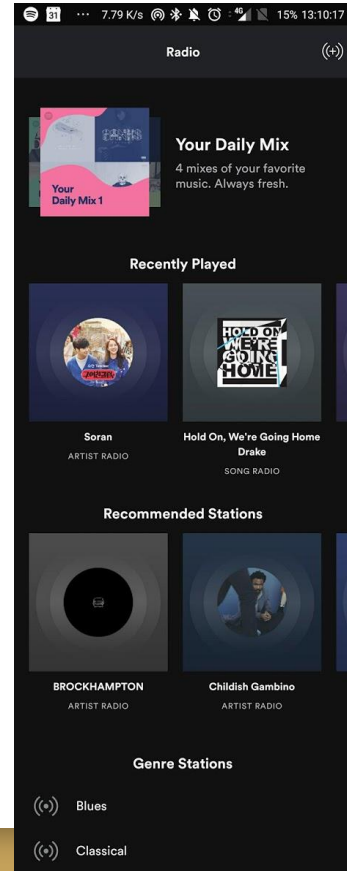
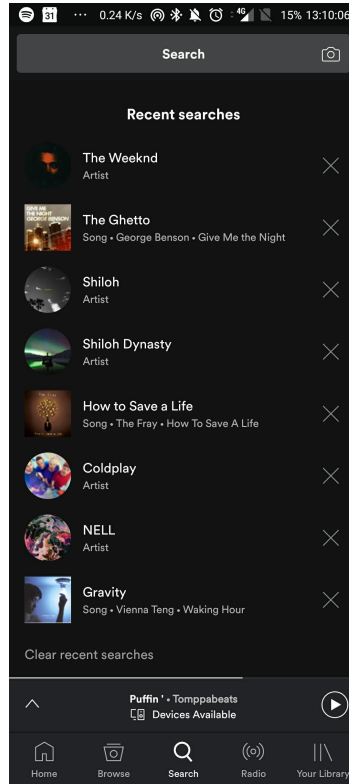
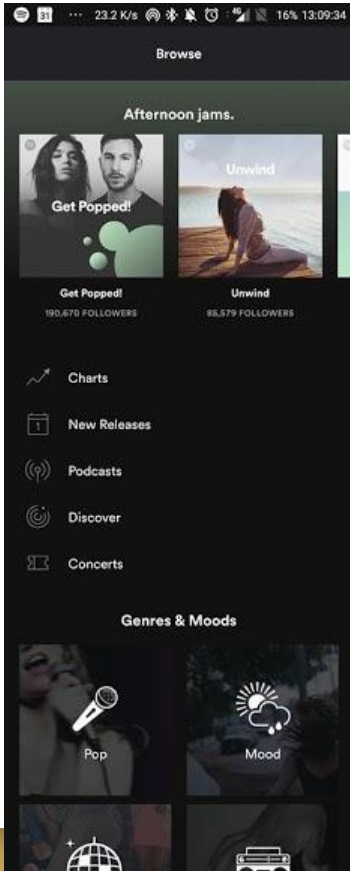
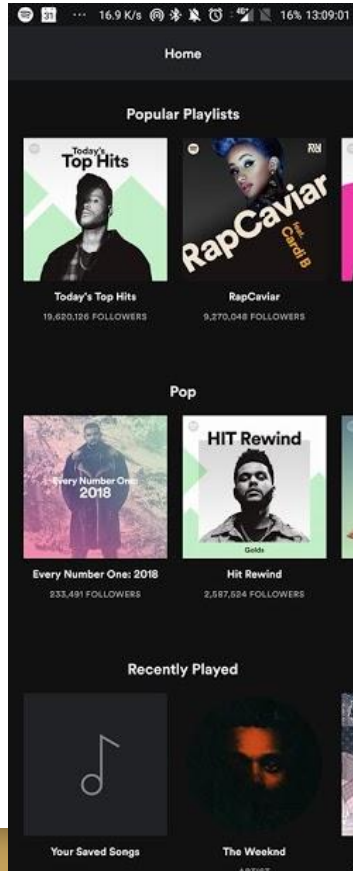
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# Appendix C: Full Screenshots

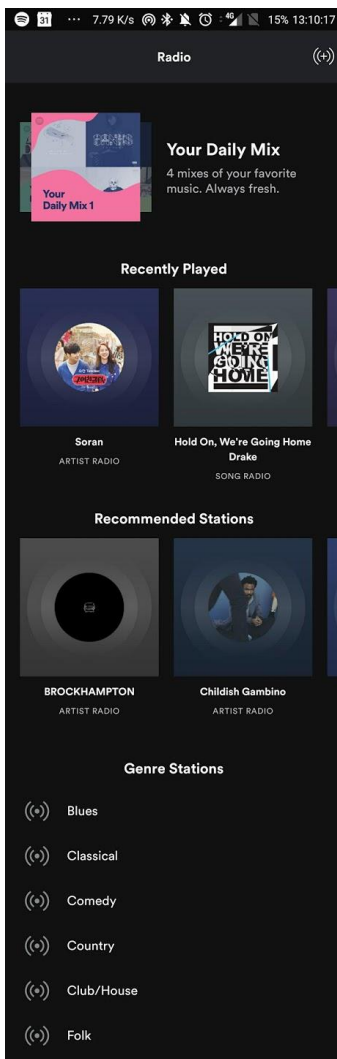
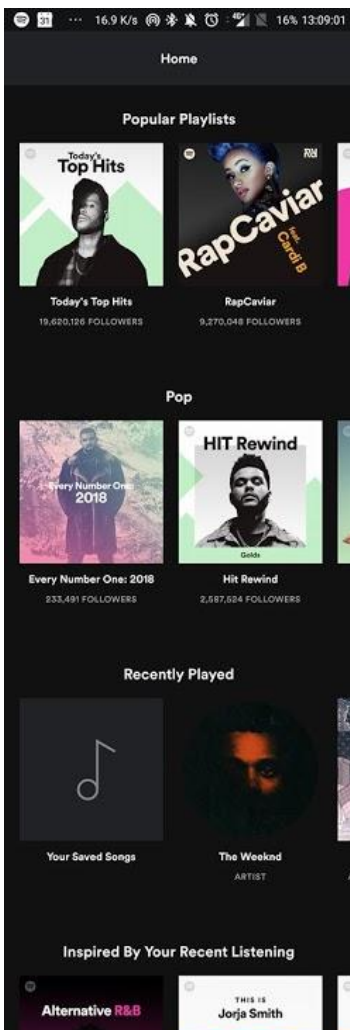




Appendix D: 2020 What  
does the app look like now?

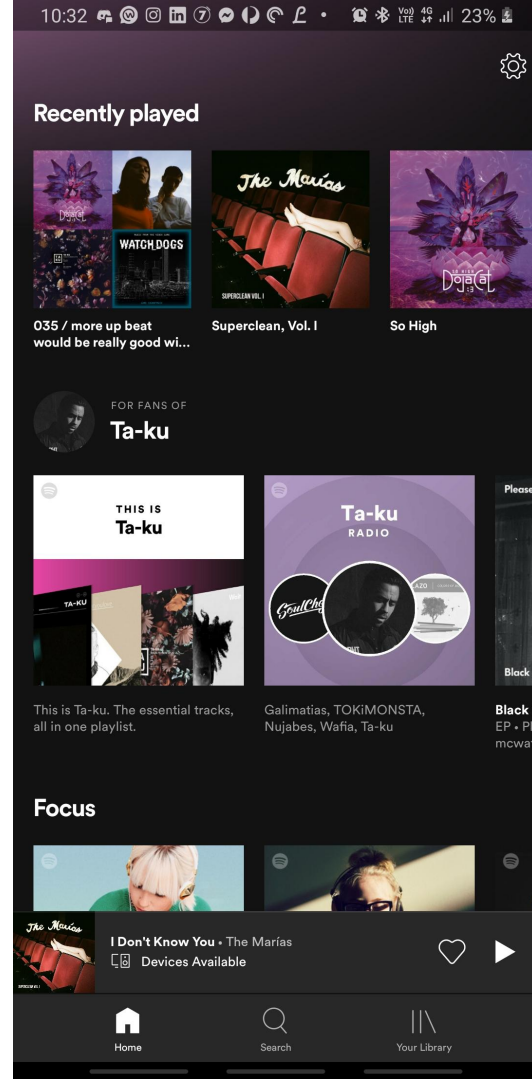


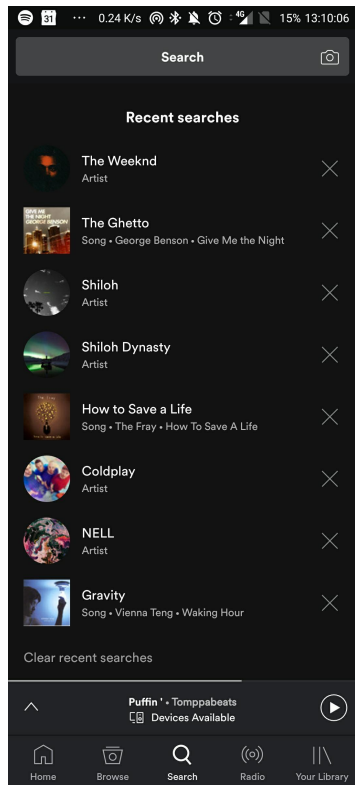
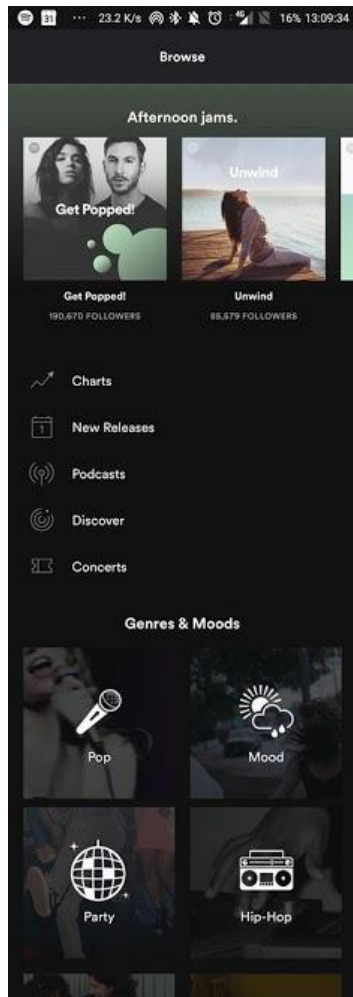




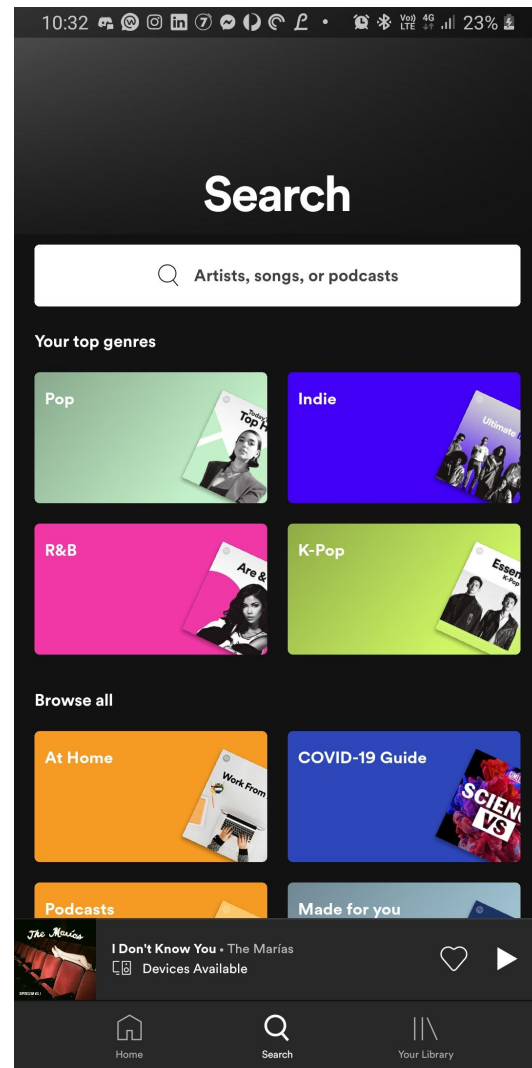
Home is now a mixture  
of recommended  
playlists and radio  
playlists.

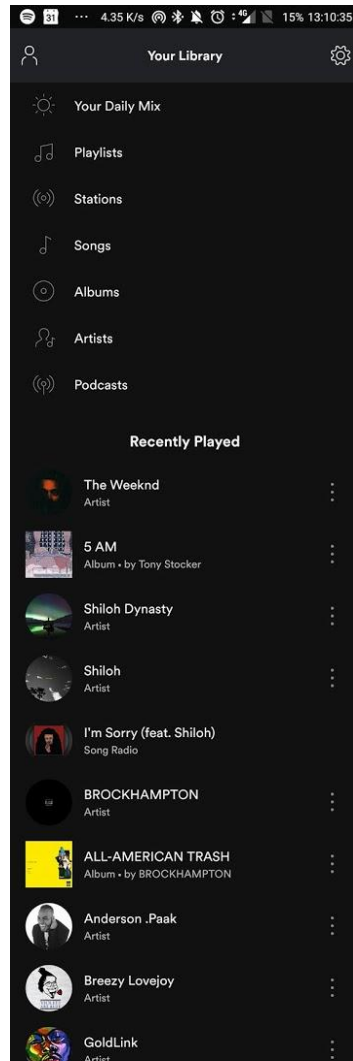
Hereby removing the  
redundant Radio menu.





Browse and Search have now been merged into one menu.  
Removing the duplications I pointed out.





‘Your Library’ has been rearranged, placing a stronger focus on user-selected music. Rather than short-term listening habits - suiting our Picky User persona.

