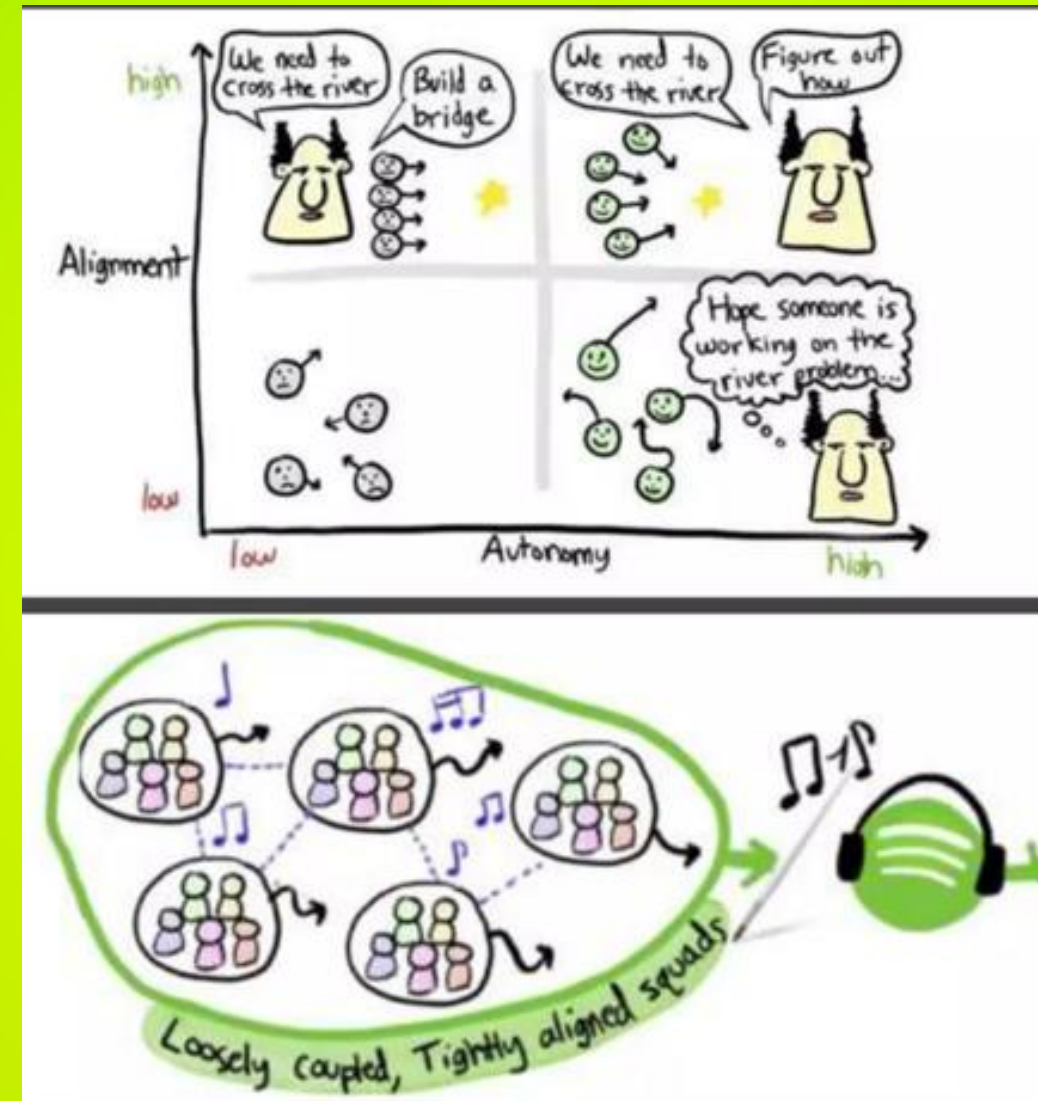




Product teardown: **New user onboarding**
learn in public challenge: 1/8
By Sourav Basak

Daniel Ek and Martin Lorentzon played instrumental roles in the founding and growth of Spotify, shaping it into one of the world's most popular music streaming platforms.

MUSIC FOR EVERYONE



OVERVIEW

The Mission is to help people listen to whatever music they want, whenever they want, wherever they want. they want to improve engagement by adding an effective sharing functionality that allows the user to expand their social functionality by sharing music within the Spotify application, as well as using integrated third-party applications.

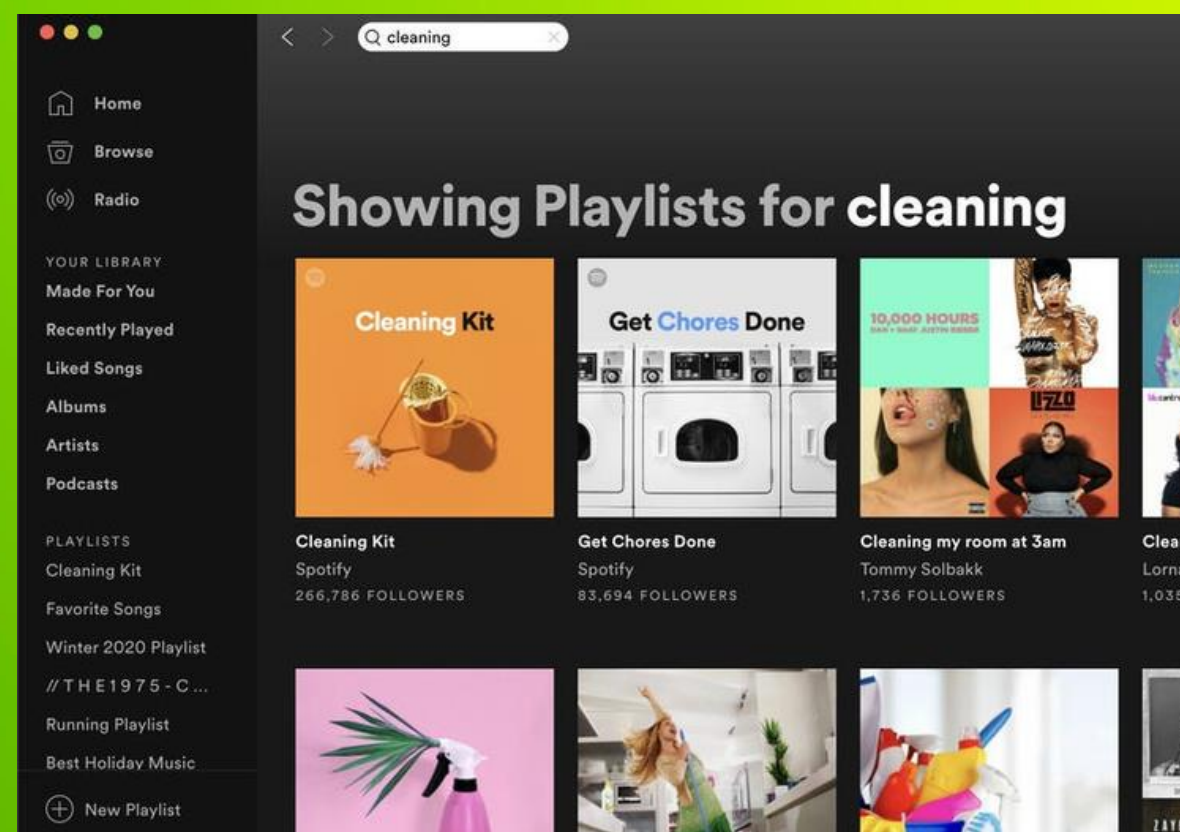
MISSION



BENEFIT AND ADVANTAGES OF SEARCH TAB

THE SEARCH TAB IN SPOTIFY OFFERS A COMPREHENSIVE AND POWERFUL SEARCH FUNCTIONALITY, ENABLING USERS TO EASILY FIND SPECIFIC MUSIC, EXPLORE NEW ARTISTS AND GENRES, DISCOVER PLAYLISTS, AND ACCESS A VAST DATABASE OF AUDIO CONTENT. IT EMPOWERS USERS TO TAKE CONTROL OF THEIR MUSIC EXPLORATION AND FIND PRECISELY WHAT THEY ARE LOOKING FOR WITHIN THE DIVERSE SPOTIFY ECOSYSTEM.

★★★★★ 10/06/2023
Excellent app I love it. The premium subscription is very affordable. I love old songs and Spotify has so many of them. It has songs in almost every language that I could think of. The podcasts are really good. The song quality is really good and has a good amount of bass. A huge advantage is that it plays in the background non stop. The song recommendation is quite nice. Spotify is really. Keep it up, Team Spotify



COMPREHENSIVE MUSIC DATABASE

1

QUICK ACCESS TO ARTISTS AND ALBUMS

2

ADVANCED FILTERS AND SORTING

3

PODCAST AND AUDIO CONTENT SEARCH

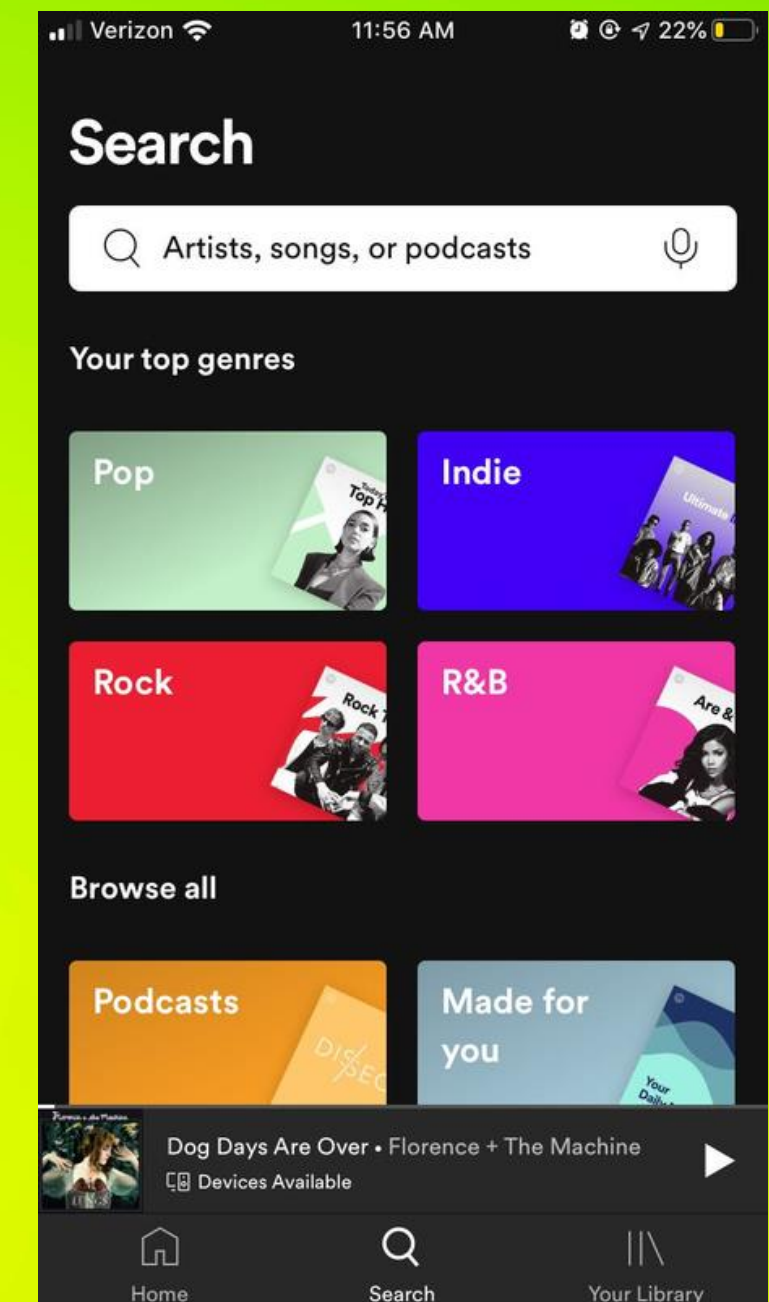
4

PLAYLIST AND CURATED CONTENT SEARCH

5

EXPLORE TRENDING AND POPULAR MUSIC

6



★★★★★ 15/06/2023
I've used Spotify for 5 years now, and i honestly really liked the app. It was easy to navigate through. But these new updates where i cant skip a song or play any song of my choice or restart a song without premium has really downgraded the experience. If this goes on im probably going to have switch to another app through which it wouldn't be this annoying to play a song. Thank you for all you've done over the last few years Spotify.

BENEFIT AND ADVANTAGES OF HOME TAB

USER EXPERIENCE

The home tab in Spotify enhances the user experience by offering personalized recommendations, easy access to favorite tracks, and a platform for music discovery. It helps users stay engaged with the platform, explore new music, and enjoy a tailored and diverse listening experience.

★★★★★ 10/06/2023

Excellent app I love it. The premium subscription is very affordable. I love old songs and Spotify has so many of them. It has songs in almost every language that I could think of. The podcasts are really good. The song quality is really good and has a good amount of bass. A huge advantage is that it plays in the background non stop. The song recommendation is quite nice. Spotify is really. Keep it up, Team Spotify

★★★★★ 02/04/2023

Spotify is a great app to listen to music and podcasts. You can find almost any song here. Spotify regular is not as good though. I remember how many ads there were. Spotify premium is way better. It gives great suggestions and helps discover new songs. Over the past year, I've had to travel a lot in the car and Spotify has got me through those long car journeys.

**PERSONALIZED
RECOMMENDATIONS**

1

2

**DISCOVER
NEW MUSIC**

**CURATED
PLAYLISTS**

3

4

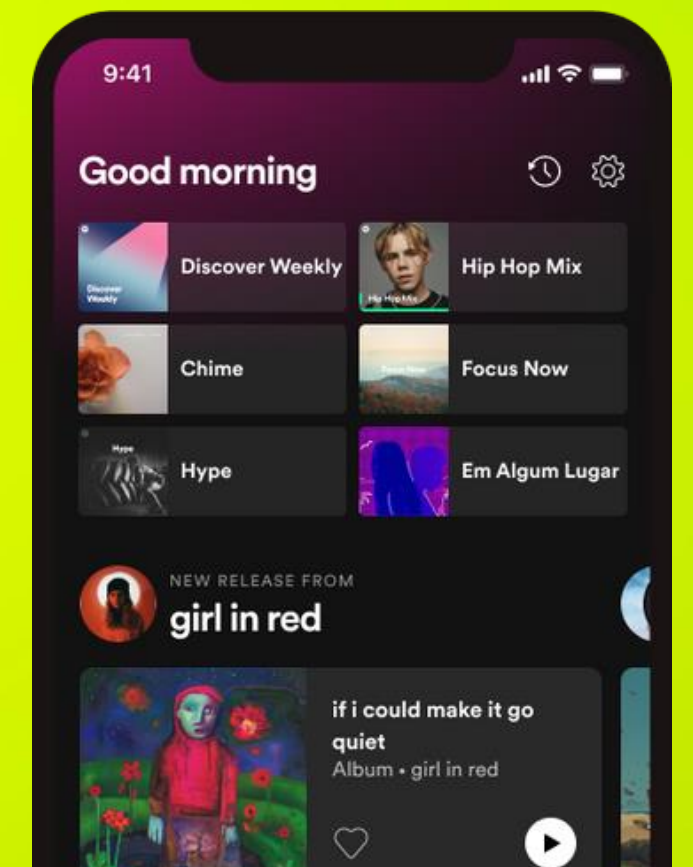
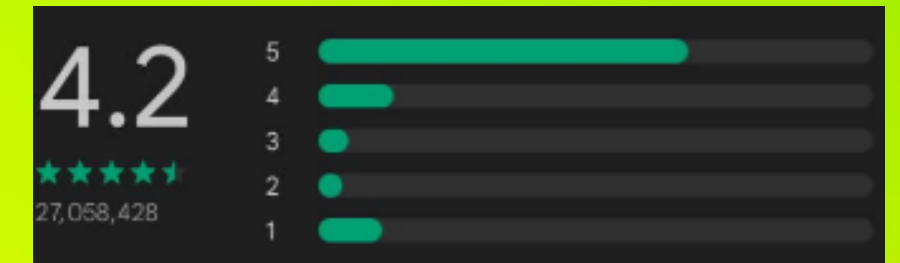
**RELEASE RADAR
AND
DISCOVER WEEKLY**

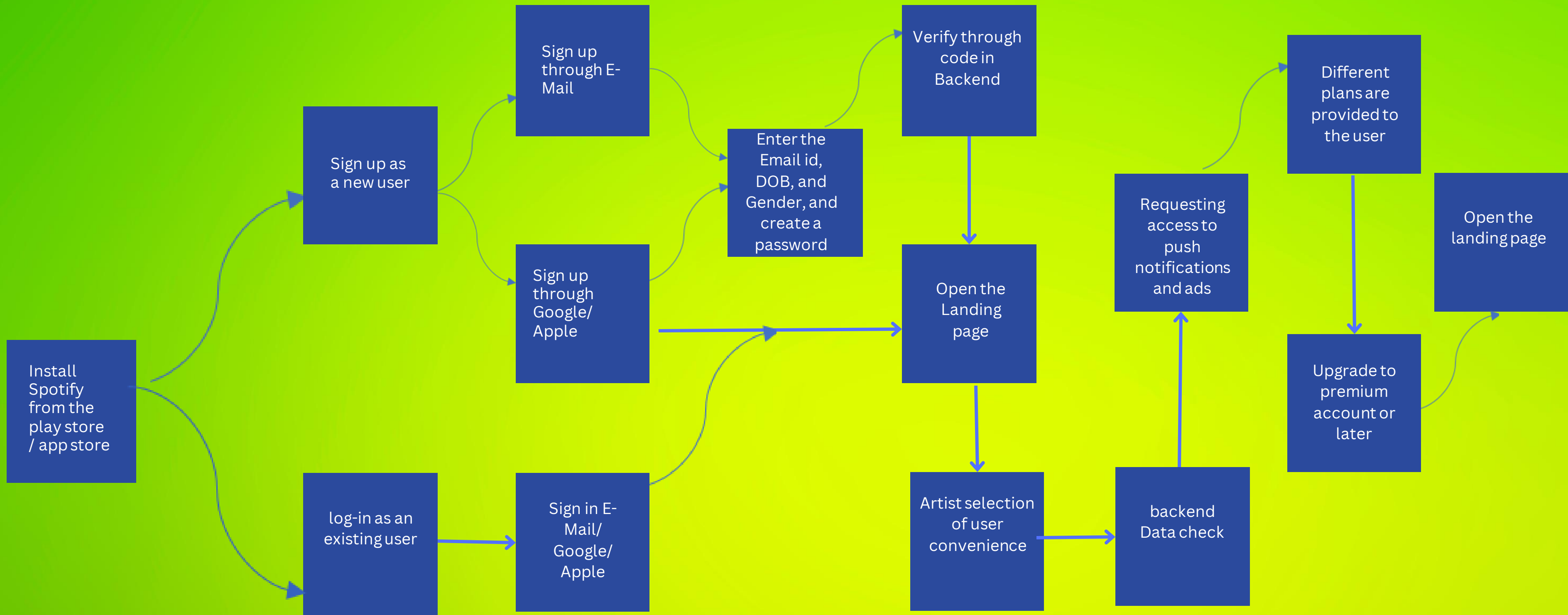
**EASY ACCESS TO
RECENTLY PLAYED
AND LIKED MUSIC**

5

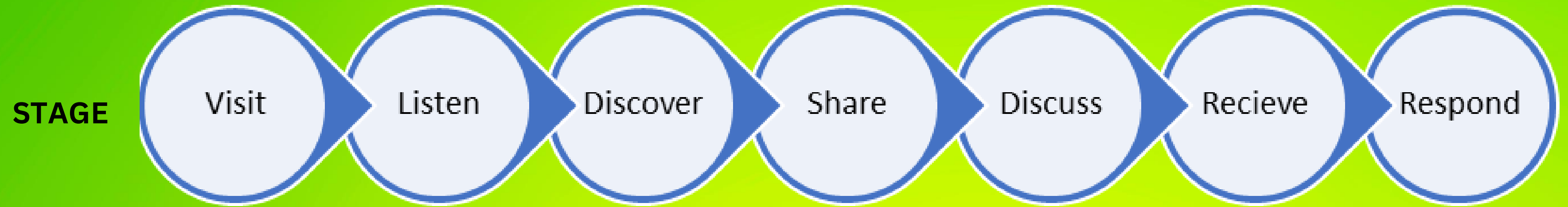
6

**RELEVANT UPDATES
AND PODCAST
RECOMMENDATIONS**

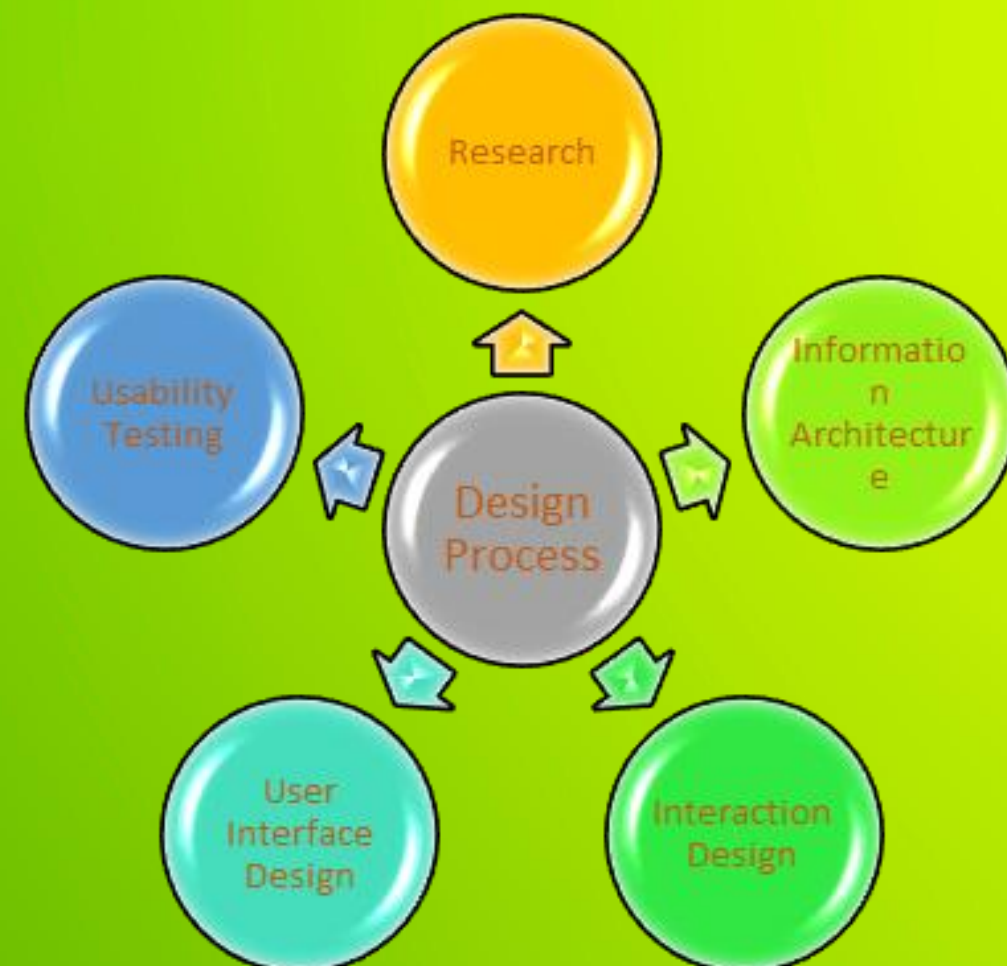


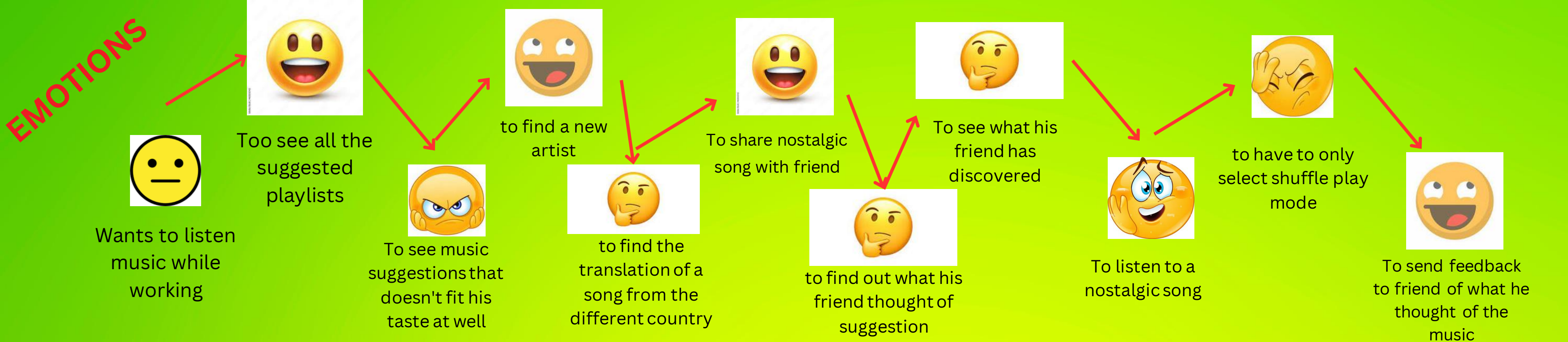


USER JOURNEY MAPS

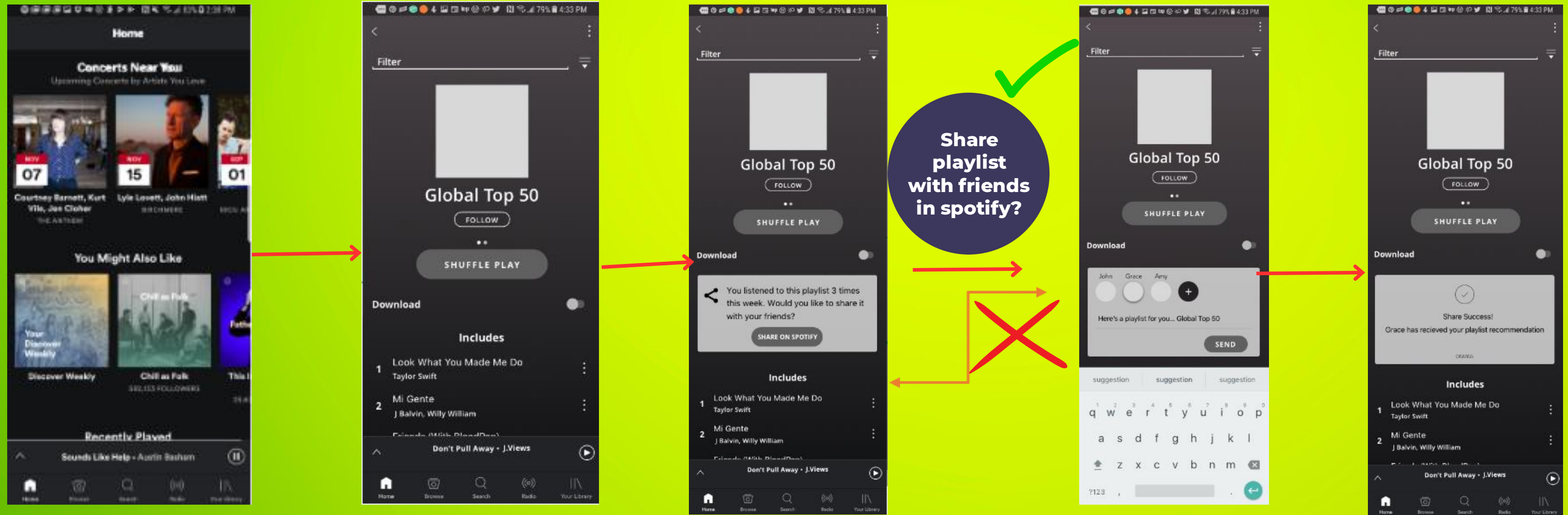


STEP	Open spotify on phone	Browses suggestions and 'Discover quickly' playlists choose a playlist	Listen to selected playlists Discover a familiar song	Click on three dot menu next to song; select the share option in the dropdown menu; copied link to the whatsapp	Ask user what he/she thought of the song	receive a text message; clicks on link and is redirected to browser window; opens with spotify and click on shuffle play	opens the whatsapp Responds with approval or disapproval
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USER FLOW WIREFRAMES





Work on many platforms

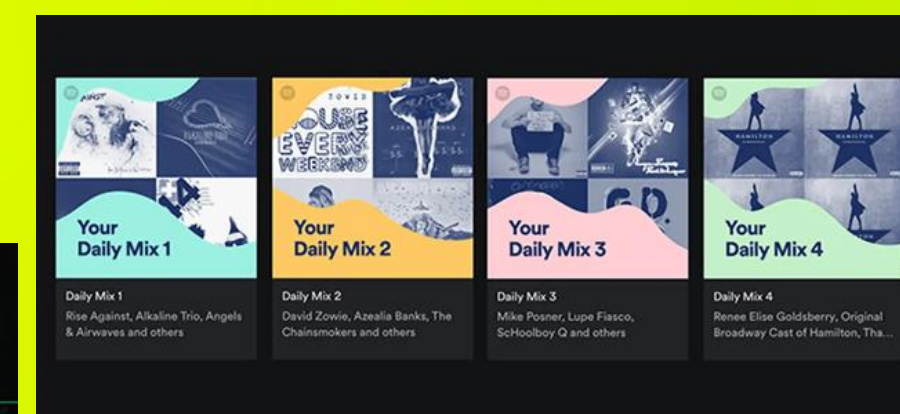
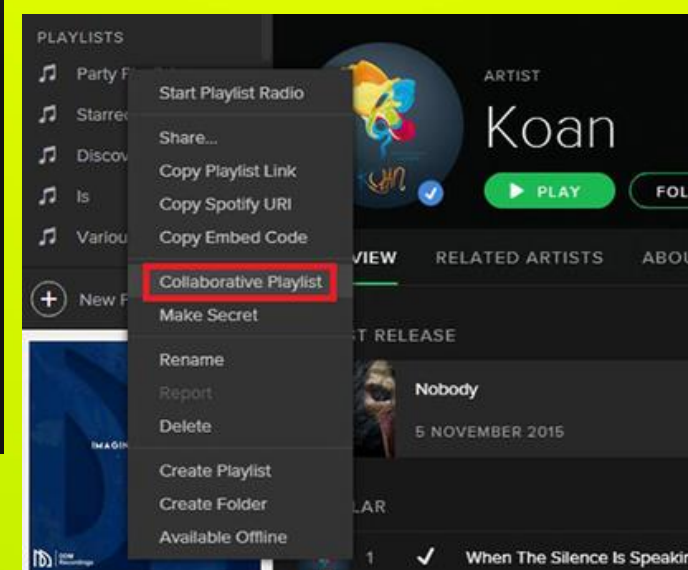


Spotify Connect



Behind the Lyrics

Create collaborative playlists



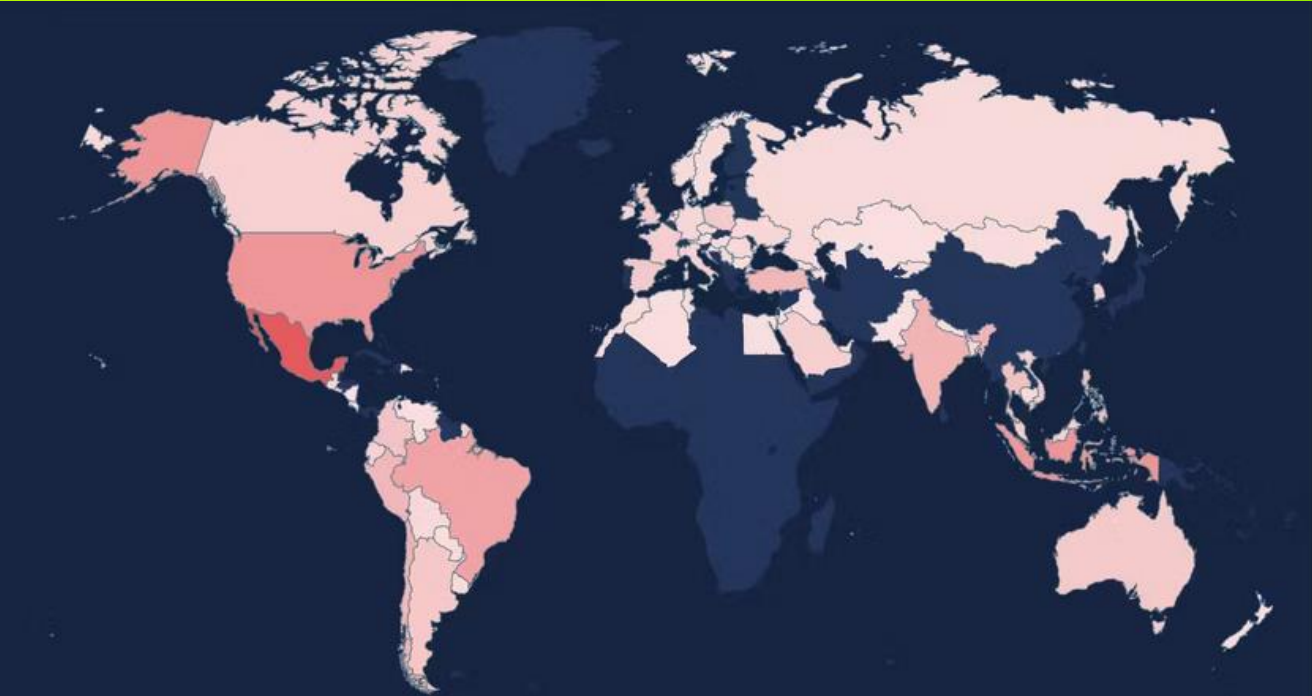
Daily Mixes

SPOTIFY FOR ARTISTS STREAMING ANALYTICS

Spotify playlists

Top playlists by number of followers

PLAYLIST NAME	ADDED ON	FOLLOWERS ▼	POSITION
Today's Top Hits	Apr 30, 2021	27,730,660	5 / 50
Top 50 - Global	May 01, 2021	16,068,855	9 / 50
Chill Hits	Apr 30, 2021	6,444,503	74 / 130
Pop Up	Apr 30, 2021	5,270,250	5 / 90
Hot Hits Philippines	Apr 30, 2021	4,072,530	44 / 51



Spotify

Official

Current playlists

All Playlist types

Official

Major owned

3rd party

PLAYLIST NAME	OWNER	SUBSCRIBERS ▼	POSITION
Daily Lift Your Power	Spotify	1,813,447	49
Discover Weekly Your Power	Spotify	237	2
Discover Weekly xanny	Spotify	2	1
Discover Weekly Bored	Spotify	2	2
Discover Weekly Your Power	Spotify	1	3



**Thank
you!**