# Spotify

**Spotify UI/UX Case Study**

Reimagining the User Experience
for Music Lovers

## Introduction

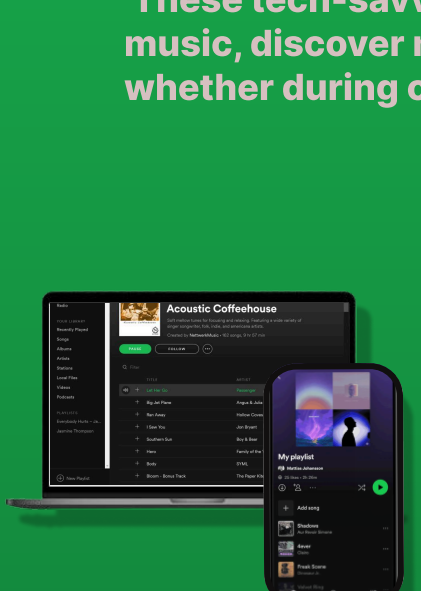
Spotify is a global music streaming platform with over 500 million users. This case study focuses on evaluatingits current design and proposing improvements to enhanceuser experience and interface consistency.

## 🎯 Project Objective

To analyze the Spotify app interface and identify design gapsthat impact user interaction, with a goal to create a moreintuitive and engaging experience.

## 👥 Target Users

Spotify's primary users are Gen Z and Millennials aged 18 to 35. These tech-savvy individuals use the app regularly to stream music, discover new artists, and enhance their daily activities—whether during commutes, workouts, or social events.



## 📱 Platform Focus

Mobile-first design (Android/iOS), but considerations also include desktop layout for consistency across devices.

## 💡 Why Spotify?

Spotify is not only the market leader in music streaming, but it also sets UI/UX standards in the industry. Studying its design reveals key challenges in user personalization, navigation, and discoverability.

## 📊 Tools Used

Figma

Adobe Illustrator

## Problem Statement

"How might we simplify Spotify's navigation and enhance content discoveryfor first-time users?"

## ✅ Solution

I redesigned the interface with simplified navigation, a personalized "Discover" tab, and onboarding to enhance user exploration and engagement.

## Design Process

### 🔍Research & Inspiration

Analyzed Spotify's existing mobile UI and visual language.Collected references of OTT platforms like Netflix, Prime Video, and Hotstar.
Identified user needs: discover content easily, simple navigation, minimal UI.

### 🔁User Flow Planning

Defined the core journey:
- Home → Browse → Filter → View Content → Select Platform.

Created a sitemap to organize the screens and navigation structure.

### 📝Low-Fidelity Wireframes

Sketched basic layouts to plan content hierarchy and flow.
Focused on layout placement for:
- Search bar, filter buttons, category cards, and OTT details.

### 🎨High-Fidelity UI Design

Designed detailed screens using Spotify's brand colors (black, green, white).
Added rounded cards, icons, and clean typography for a modern look.
Included real UI elements like icons,button

### 🔗Prototyping in Figma

Linked screens using Figma's "Prototype" mode.
Created smooth transitions and interactions for:
- Navigation, selection, and filters.

Simulated a real app experience with animated flows.

### ↗️UI Testing & Final Touches

Reviewed consistency in spacing, alignment, and icon usage.
Optimized for mobile viewing and accessibility.
Added mockup frames to showcase the design in mobile devices.

### 🎯Final Export & Presentation

Exported the final screens for portfolio.
Organized screens in a vertical case study layout.
(Optional) Added QR code or Figma link for interactive prototype.

## "🔍 Understanding Our Users"

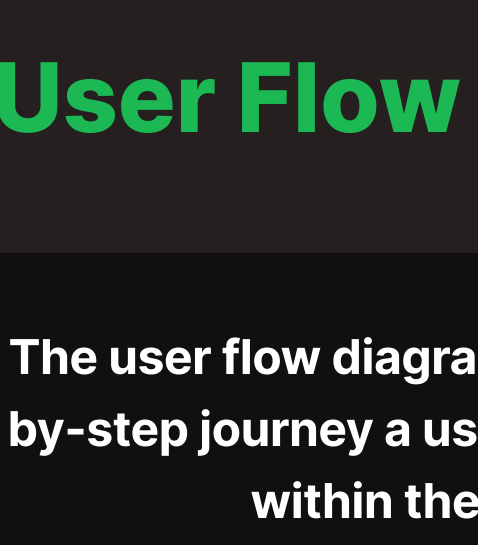
The goal of this user research was to identify pain points, behaviors,and needs of Spotify users. By understanding how users interact withthe app, we aimed touncover opportunities to improve navigation, content discovery, andpersonalization.

### 🧍 User Persona

**Name**: Arjun Kumar
**Age** : 23
**Occupation**: Student
**Behaviors**: Listens while studying & commuting
**Pain Points**: Wants better playlist suggestions and easier access to podcasts

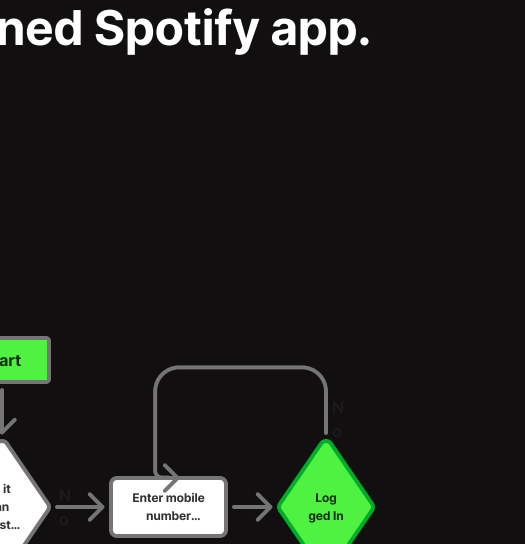
**Name**: Venky
**Age** : 25
**Occupation**: Employee
**Behaviors**: Listens while studying & commuting
**Pain Points**: "The play/pause button is hard to tap while walking."

## User Research Survey Results



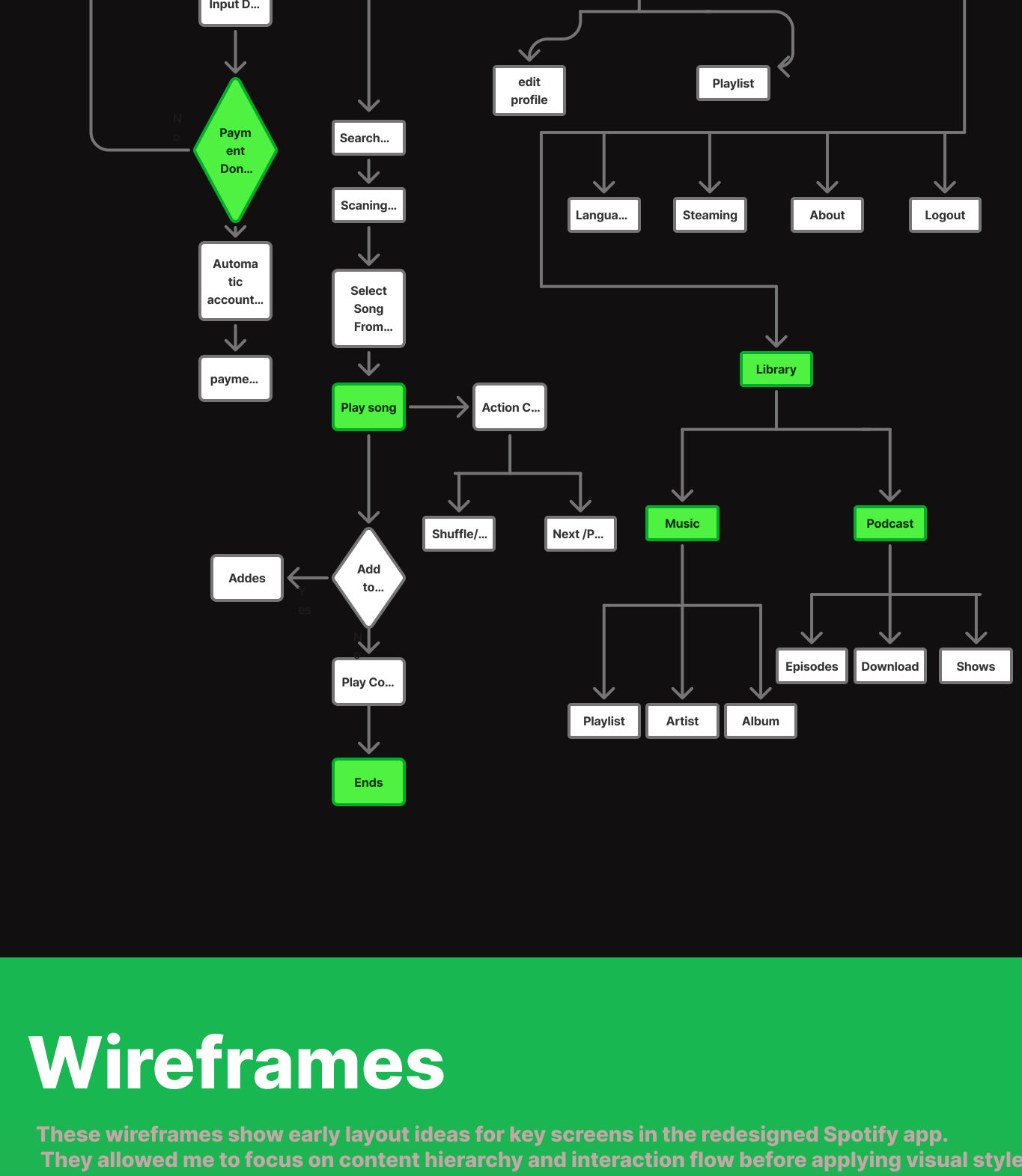
This graph shows the top features appreciated by Spotify users, based on feedback from survey responses. Most users rely heavily on daily recommendations and playlist features for a seamless listening experience.

We surveyed Spotify users to identify their habits and challenges. The chart below illustrates how frequently they use the app and the common pain points they experience.



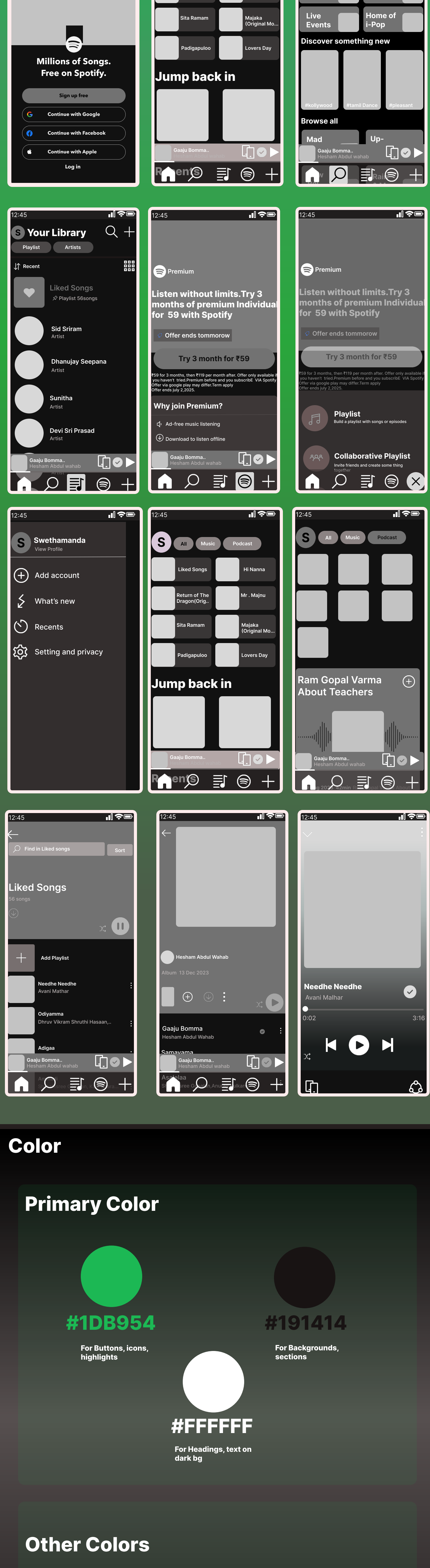
## User Flow

The user flow diagram shown here represents the step-by-step journey a user takes to discover and play music within the redesigned Spotify app.


Start
Is it an exist...
Enter mobile number...
Log ged In
Home
Upgra de to Pri...
Stander...
Choose paymen...
Input D...
Paym ent Don...
Automa tic account...
payme...
Search...
Scaning...
Select Song From...
Play song
Action C...
Shuffle/...
Next /P...
Add to...
Addes
Play Co...
Ends
Settings
View Profile
edit profile
Playlist
Langua...
Steaming
About
Logout
Library
Music
Podcast
Playlist
Artist
Album
Episodes
Download
Shows

## Wireframes

These wireframes show early layout ideas for key screens in the redesigned Spotify app. They allowed me to focus on content hierarchy and interaction flow before applying visual style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Continue with Facebook
Continue with Apple
Log in
All
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Return of The Dragon(Orig..
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Majaka (Original Mo...
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Lovers Day
Jump back in
Search
What do you want to listen to?
Start browsing
Live Events
Home of i-Pop
Discover something new
#kollywood
#tamil Dance
#pleasant
Browse all
Your Library
Playlist
Artists
Premium
Listen without limits.Try 3 months of premium individual for 59 with Spotify
Try 3 month for ₹59
Why join Premium?
Playlist
Collaborative Playlist
Swethamanda
Add account
What's new
Recents
Setting and privacy
Ram Gopal Varma About Teachers
Needhe Needhe
Avani Malhar

## Color

### Primary Color

**#1DB954**
For Buttons, icons, highlights

**#191414**
For Backgrounds, sections

**#FFFFFF**
For Headings, text on dark bg

### Other Colors

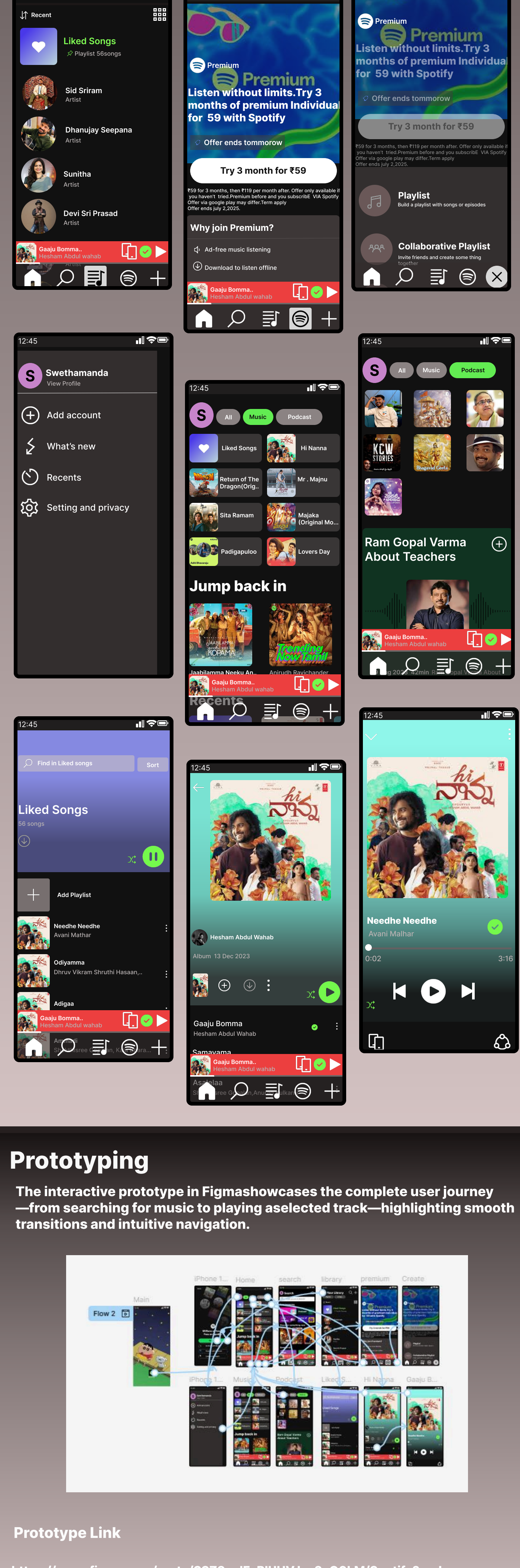
**#B3B3B3**
For Secondary text, labels

**#1ED760**
For Hover states, gradients

## Iconography

## UI Design

I used a dark theme with bright green accents to reflect Spotify's branding and improve readability. Rounded cards were designed for albums,playlists, and artists to create a clean, user-friendly layout. Familiar icons and badges enhance recognition and simplify navigation throughout the interface.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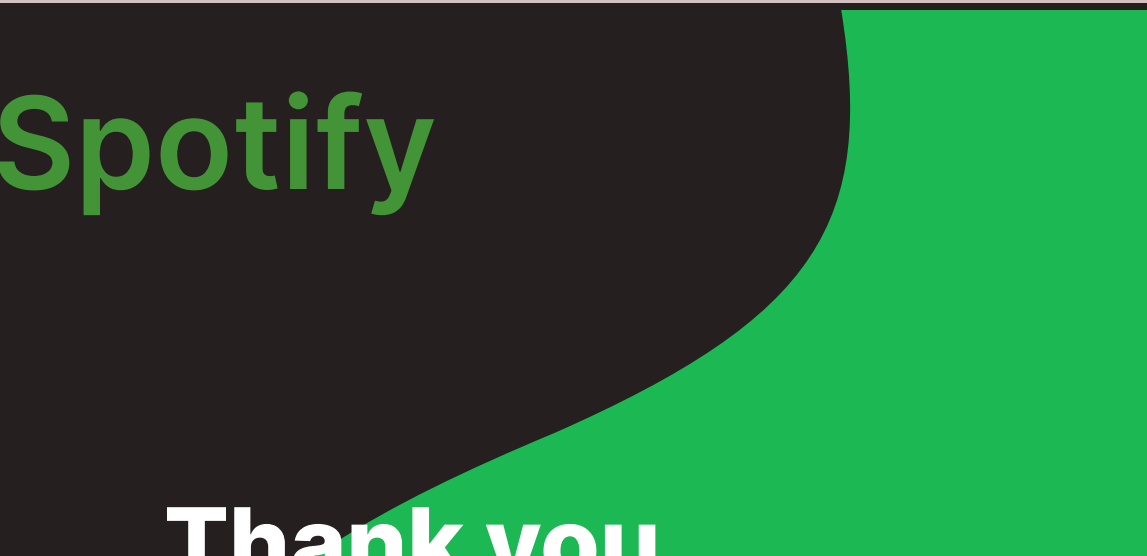
Jump back in
Search
What do you want to listen to?
Start browsing
Live Events
Home of i-Pop
Discover something new
#kollywood
#tamil Dance
#pleasant
Browse all
Your Library
Premium
Listen without limits.Try 3 months of premium individual for 59 with Spotify
Swethamanda
Add account
What's new
Recents
Setting and privacy
Ram Gopal Varma About Teachers
Find in Liked songs
Sort
Liked Songs
56 songs
Add Playlist
Needhe Needhe
Avani Mathar
Odiyamma
Adigaa
Gaaju Bomma..
Hesham Abdul wahab
Album 13 Dec 2023
Needhe Needhe
Avani Malhar
0:02
3:16

## Prototyping

The interactive prototype in Figmashowcases the complete user journey—from searching for music to playing aselected track—highlighting smooth transitions and intuitive navigation.


Flow 2
Main
Home
search
library
premium
Create
Music
Podcast
Hi Nanna

### Prototype Link

https://www.figma.com/proto/SSZ9wdFsBIUHVJes2eQ0kM/Spotify?node-id=36-105&p=f&t=0gp0D6aXMVMp7RMf-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=36%3A105

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## Thank you

---Designed by Swetha