**Spotify.com Website**

For Spotify's website, it's clear they're trying to do two things at once - get you hooked on their music and convince you to pay for premium. This dual approach makes their site pretty interesting to study because they have to balance being a music discovery platform with being a business that needs paying customers. Unlike a simple company website or even a basic streaming service, Spotify has built something that needs to work for casual listeners who just want to hear a song and serious music fans who spend hours curating playlists.

Spotify.com Advantages

The advantage of [Spotify.com](http://spotify.com/) is that personalisation is genuinely impressive. Honestly, the way Spotify adapts to audience listening habits is pretty mind-blowing. Like when students studying for finals and kept playing the same chill playlists over and over, the homepage started looking different. More mellow colors, different artist suggestions that matched what they were already listening to. It's not perfect, but it's way better than most sites that just throw random recommendations for users. They seem to pick up on patterns in what the user plays and adjust things accordingly, which is useful when users are trying to find new music that fits their mood.

Second, the advantage is the media handling that doesn't make users want to throw their laptops. There are plenty of websites that completely choke when trying to play audio or load lots of images, but Spotify somehow makes it look easy. Users can click through dozens of album covers, start previewing songs instantly, and even watch music videos without that dreaded spinning wheel of death. The fact that audio previews start playing within like half a second of clicking is actually pretty remarkable when thinking about all the technical stuff happening behind the scenes. Most streaming sites make users wait around or deal with buffering issues, but Spotify just works.

The third advantage is social features that don't feel awkward. This one is surprising because usually when companies try to add social media features to their platforms, it feels super forced and nobody uses it. But Spotify actually pulled it off somehow. Being able to see what friends are currently listening to isn't creepy or invasive—it's actually useful for discovering new music. And collaborative playlists are genius because users can work on mixtapes with friends without having to send files back and forth or deal with different music apps. It feels natural, like something users would actually want to do rather than something the company is trying to trick them into doing.

Spotify.com Disadvantages

There are a few disadvantages of Spotify.com. First, computers better be decent, or users are out of luck. This is probably the biggest complaint about using Spotify through a browser. If users are on anything less than a pretty modern computer with solid internet, the whole experience becomes a nightmare. Watching friends with older laptops try to use it is painful—constant loading, pages that freeze up, and audio that cuts out randomly. All those beautiful high-res images and smooth animations come at a cost, and that cost is basically excluding anyone who doesn't have premium hardware. It's kind of ironic for a platform that's supposed to be accessible to everyone.

Second, Limited web browser functionality. The web version is pretty limited compared to their desktop app. Users can't download music for offline listening, the sound quality isn't as good, and there's no equalizer to adjust the audio. It's unclear if it's intentional or just browser limitations, but it definitely makes users want to download their actual software instead of using the website.

Third, ads that completely kill the vibe. The ads are really annoying too. Free users need to see ads, but they're pretty disruptive. Users are listening to music and then suddenly there's some random ad that doesn't match the mood at all. It breaks up the listening experience in a way that's more frustrating than motivating to upgrade.

Spotify.com Limitations

The limitation of Spotify.com is that music licensing is a total mess. This isn't really Spotify's fault, but it still sucks for users. The song you're obsessed with might be available in the US but not in Canada, or it might disappear from your playlist one day because some record label changed their licensing deal. It makes the whole platform feel unreliable in a way that's completely out of Spotify's control. They can build the most amazing user interface in the world, but if the music you want isn't actually available where you live, none of that matters.

Another limitation is that web browsers just aren't built for serious audio. Even with all the fancy new web technologies, browsers still can't compete with native desktop applications when it comes to audio processing. It's like trying to run Photoshop through a web browser - sure, it can work, but there's always going to be compromising on quality and features. Spotify is stuck with this limitation until browser technology catches up, which might take years.

Also, the Spotify.com free vs paid balancing act is impossible. They're walking this tightrope where they need to keep free users happy enough to stick around (so they can show them ads and hopefully convert them later) while also making the premium experience tempting enough that people actually pay for it. Make the free version too good and nobody upgrades. Make it too restrictive and people just leave for other platforms. There's probably no perfect solution to this puzzle, and it affects every design decision they make.

Spotify.com Recommendations for Improvement

Spotify.com can try to fix the loading situation. They need to get smarter about how they load stuff. Instead of trying to show users everything at once—all the pretty graphics, high-res images, and fancy animations—they should focus on getting the core functionality working first. Let users start playing music immediately, then worry about making everything look perfect afterwards. It's like how some websites show a basic version first and then gradually make it prettier as everything loads in the background.

Then, they should make the web version actually competitive. The technology exists now to make web apps that feel almost identical to desktop software. They could add offline functionality, better audio processing, and more advanced features without requiring users to download anything. Other companies have done this successfully—there's no reason Spotify can't build a web player that actually rivals their desktop app instead of feeling like a consolation prize.

Also, they should get creative with advertising. Instead of just jamming random ads between songs, they could integrate promotional content that actually enhances the music discovery experience. What if sponsored content were curated playlists from artists or behind-the-scenes content that users might actually want to watch? They could also get smarter about timing—wait for natural breaks in listening sessions instead of cutting people off mid-song. Make the ads feel like part of the experience rather than an interruption to it.

How Our Website Would Be Better(agak-agak only for here, may modify)：

First, **Food Hunter Interface**. Our website would be designed for people who are looking for good food, not endless entertainment browsing like Spotify.com. While Spotify encourages users to explore for hours with infinite scroll and autoplay features, our platform would get hungry people to great food as quickly as possible. The interface would prioritize urgent information like "what's good nearby" or “what’s good to cook”, instead of Spotify's approach of showing users everything they might possibly want to explore. Users wouldn't need to dig through menus and submenus—everything essential would be visible immediately. For vendors, they could update their information through simple text messages or basic photo uploads, unlike Spotify's complex creator dashboard that requires technical knowledge.

Second, **Practical Information.** Our platform would provide the practical details that matter for physical experiences, unlike Spotify's focus on digital convenience features. While Spotify tells users song duration and audio quality, our platform would tell users if the vendor accepts cash only, if there's parking nearby, what the typical wait time is, and whether they can accommodate dietary restrictions. It's all the unglamorous but essential information that makes the difference between a great street food experience and a frustrating waste of time—kind of like how Spotify's offline download feature solves a real practical problem, but for food discovery instead of music streaming.

Then, **Visual Simplicity.**  Our platform would use clean, functional design instead of Spotify's media-heavy approach. While Spotify loads massive image carousels, video previews, and animated graphics that slow everything down, our website would use simple, clear visuals that load instantly. Users would see essential information like vendor photos and menu items without waiting for unnecessary visual effects that don't help them find food any faster.

**for备用：Real Street Vendor Profiles vs. Generic Artist Pages** Our street food website would solve the authenticity problem the same way Spotify handles artist discovery, but better. While Spotify shows users generic artist bios that could be copy-pasted from Wikipedia, our platform would feature real street vendors with actual stories. Users would see the vendor's background, their family recipes, how long they've been serving that corner, and what makes their food special. Just like how Spotify lets users follow artists, our platform would let users follow their favorite vendors—but instead of getting album release notifications, they'd get updates about daily specials or location changes.(if dont have these function,dont use this,or else we modify it)

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