User and Task analysis

Project Information

- **Product Name:** Spotify
- **Analysis Date:** 22-03-2024
- **Analyst:** Vinay SP Kulkarni
- **Objective:** The user and task analysis helps you understand who uses Spotify, what they are trying to achieve, and what problem they experience at each step.

User analysis

User Persona	Description	Key goals	Pain points	Skills/Knowledge
Casual Listener	Any user between 16-45, uses mobile first, limited technical knowledge	• Play songs, albums, and playlists quickly • Discover music that matches mood	• Ads interrupt listening • Limited skips and offline access	Basic app navigation, search, play/pause, volume
Premium Listener	Heavy music user, often pays for Premium, uses multiple devices (phone, laptop, car).	• Ad-free listening and unlimited skips. • Download tracks for offline listening and use across devices.	• Sync issues between devices. • Difficulty organizing large libraries and playlists.	Comfortable with settings, account management, and device connections.
Playlist Curator	Music enthusiast, social, enjoys organizing and sharing playlists.	• Create, edit, and reorder playlists. • Share playlists and collaborate	• Managing many playlists and duplicates. • Limited advanced organization (folders on some	Good understanding of Spotify features, social sharing, and basic music metadata.

		with friends.	platforms only).	
Podcast user	Commuters, learners, and podcast fans using Spotify for long-form content.	• Follow shows, queue and download episodes. • Control playback (speed, skip silence, resume where they left off).	• Managing long queues and mixed music/podcast content. • Discovering new shows relevant to interests.	Comfortable managing episodes, filters, and playback controls.
Artist	Musicians and podcasters using Spotify for Artists/podcaster tools.	• Upload and manage content and profile. • Track performance and audience insights.	• Understanding analytics and payouts. • Delays in updates or content issues.	Moderate technical skills, understands dashboards and basic marketing.

Task list

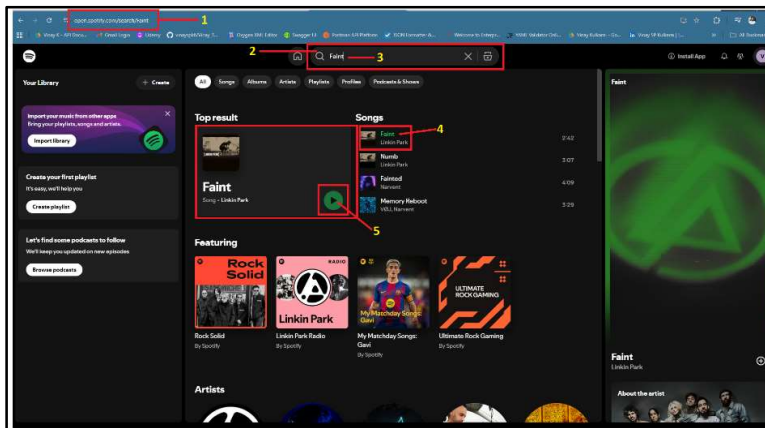| Task	Subtasks	Frequency	Priority	Tools needed	Challenges
Account sign-up and login	Select the plan > Sign up with email/phone/social > Verify the account > Log in on devices	New Users	High	Mobile/desktop application	Forgotten passwords, verification issues
Search and play music	Open the app > use, search or browse > select the track/album/playlist > play/pause/skip	Daily	High	Mobile/desktop, web	Finding exact version, network/connectivity

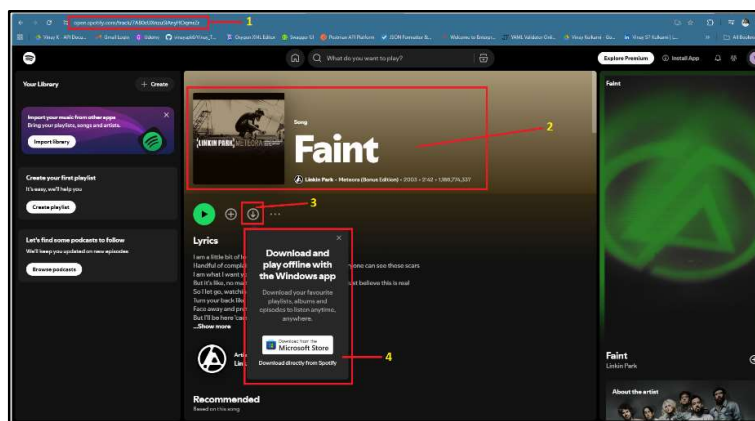|					
Discover new music	Explore Home/Discover Weekly/Release Radar > preview tracks > save/like songs	Daily/weekly	High	Recommendation engine	Overwhelming choices, irrelevant suggestions
Create and manage playlists	Create playlist > add/remove tracks > reorder tracks > edit title/cover > set public/private	Weekly	Medium	Playlist editor	Organization, duplicates, lost playlists
Download for offline listening	Choose playlist/album > tap Download > manage storage and offline mode	Weekly	High	Premium account, device	Storage limits, sync failures
Follow artists, shows, friends	Visit artist/show profile > tap Follow > view updates and new releases	Weekly	Medium	Profiles, social graph	Too many follows, notification overload
Listen to podcasts/ audiobooks	Search show > follow > queue episodes > set playback speed > download episodes	Daily/Weekly	High	Podcast player	Long queue management, mixing with music
Share content	Select song/playlist > choose Share > send via social/DM/link	Weekly	Medium	Share sheet, social apps	Link not opening in app, platform differences
Manage subscription and payments	View plan > upgrade/downgrade > update payment method > cancel if needed	Monthly/occasionally	High	Account settings	Billing errors, confusing plan options
Artist: manage catalog and stats	Log into Spotify for Artists > upload/manage releases > check analytics > update profile	Weekly/monthly	High	Spotify for Artists	Interpreting data, fixing metadata

Task flow diagrams

1. For a **high-priority task** like **Search and play music (Casual or Premium Listener)**:

    1. Launch **Spotify** app.

    2. Go to **Home or Search tab**.

    3. Type **song/artist/album name or browse category**.

    4. Select **desired track or playlist**.

    5. Tap **Play**; optionally adjust shuffle/repeat and volume.

2. For **Download music for offline listening (Premium Listener)**:

    1. Ensure user is on **Premium and logged in**.

    2. Open desired **playlist/album**.

    3. **Toggle Download** option.

    4. Wait for **download indicator** to **complete**.

User needs and recommendations

- A clean interface with searching and play buttons for casual listeners; onboarding and tooltips are helpful in removing confusion.
- Engaged listeners need reliable offline sync, stable cross-device playback, and better tools for organization of the library.
- There need to be more organizational (folders, tags) and boundaries of collaboration for the curators of playlists.
- Podcasters need better queue controls, filtering, and separation between music and talk.
- Creators need data transparency, revenue/royalty details and faster resolution of issues.

Conclusion and next steps

It shows that Spotify serves multiple levels of users with overlapping, but distinct needs—such as friction-free listening, discovery, playlist management, long-form content, and creator workflows. This study also addresses pain points like onboarding, search accuracy, scaled down organization, device sync and visibility in analytics for artists.

While different goals are clearly defined for some of the primary Spotify users—casual listeners, engaged/premium users, curators, podcast users, and creators—there are common processes in place: signup/login, search and play, discovery, playlisting, downloads, and subscription management.

The first-level tasks – signup, search and play, downloads, creation of playlists, listening to podcasts — should be simple, reliable and consistent across devices because they are routinely done and directly influence the perceived value of products.

Recent friction points include account/verification issues, difficulty in finding accurate content or managing very large libraries, mixed music and-podcast queues, offline sync reliability, and artist unclear about performance and revenue.