Spotify®
Premium

Improvisation of Spotify premium to increase the number of premium users and user engagement.

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Spotify is a platform: it could be expanded to other types of content – Daniel Ek

Spotify is a music streaming company founded in 2006.

largest music aggregator and distributor in the world with -
83.1M monthly active users in US
44.7M paying subscribers in US as of now according to **eMarketer**.

Recommendations and **UI/UX** make it lucrative and easier for listeners to find and listen to new music or podcasts.

Premium Free Trial
- Ad-free music
- Premium quality audio
- Download songs
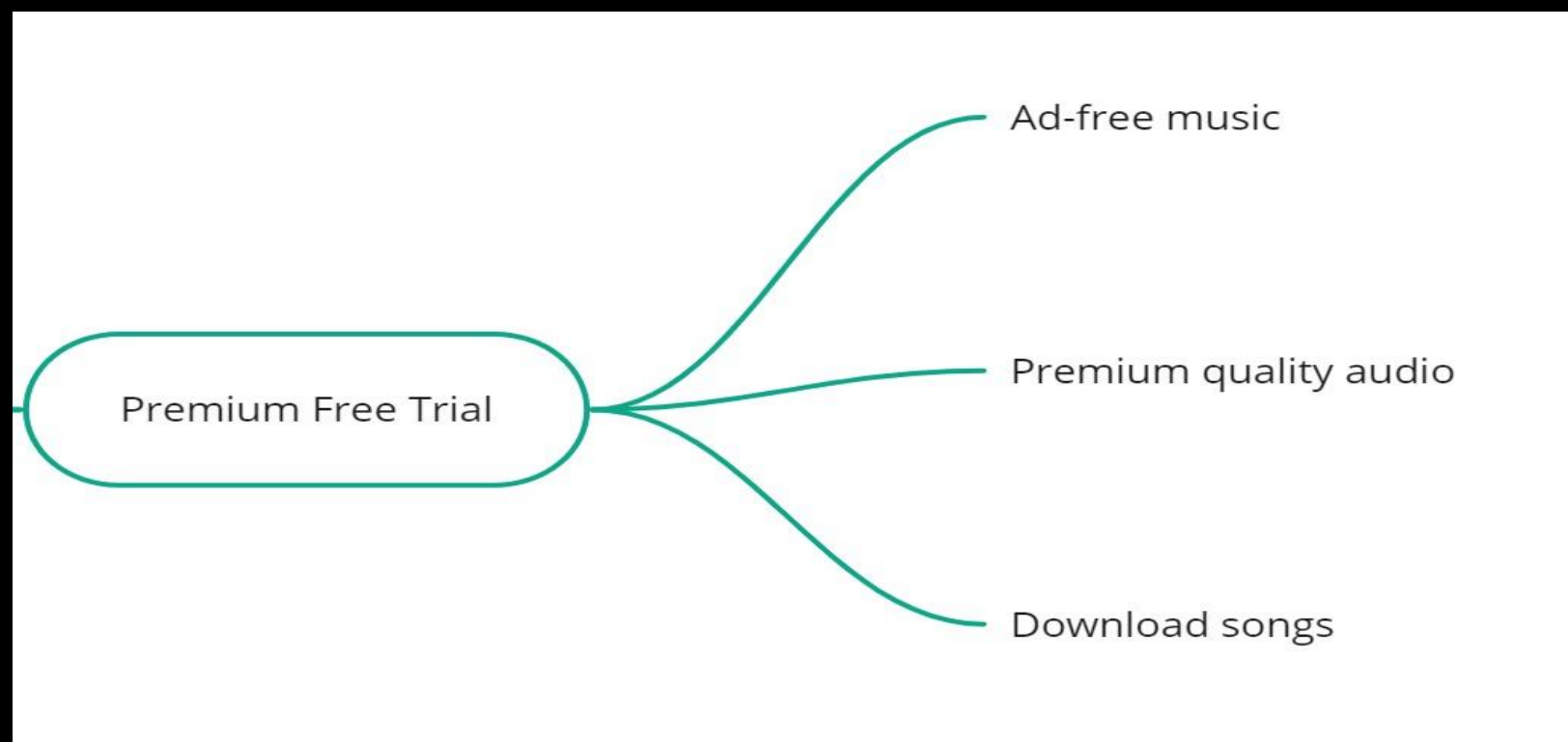
Premium Services

Goal

only **30%** of the users were **converting to paid membership** after the free trial ended i.e., 1-month trial membership.

Improve user engagement during the trial period and subsequent conversion to **paid users**.

Competitors

User Personas

Unnati, 21, Student

Goal –

She listens to music all day long and loves to share the music with friends. Does not find any feature on Spotify to share on itself.

Pain Points –

- Hate to switch to the different apps to share music .

- Want to tell people "why she choose to share with them and what so special about this song or anything."

Rohit, 28, Product Manager

Goal-

He loves to attend concerts but due to his hectic schedule and extra workload on weekends. So, he is not able to attend concerts.

Pain Points -

- Due to hectic schedule do not get time to go to concerts.

- Looking online where he can watch the live concerts.

Shruti, 34, Businesswomen

Goal –

She loves to listen to songs and read books, She does not like the recommendations by other apps as those are not of her interest subject.
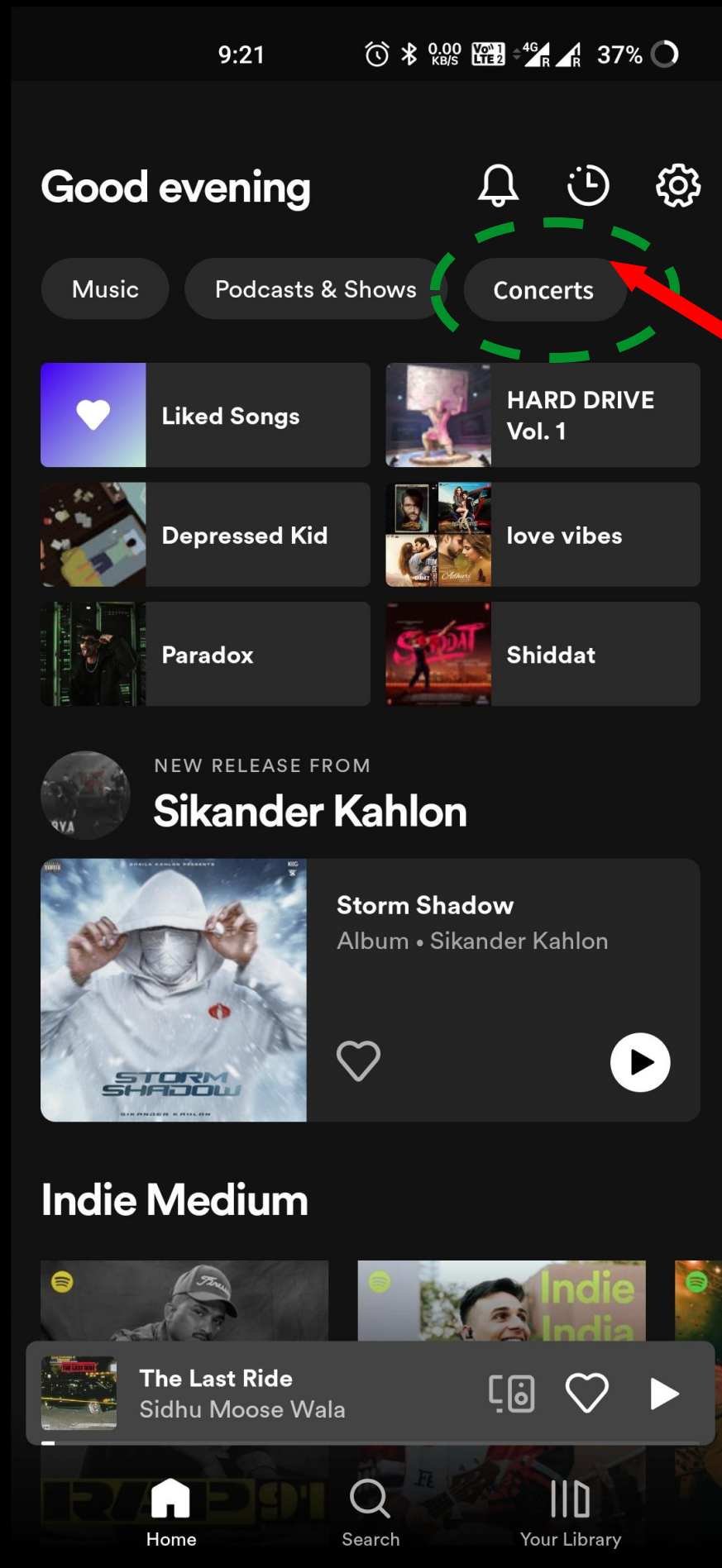
Pain Points –

- Does not like the recommendations made to her by other book apps.

- Expecting Spotify to add the book feature as our recommendations are amazing and save time of people.
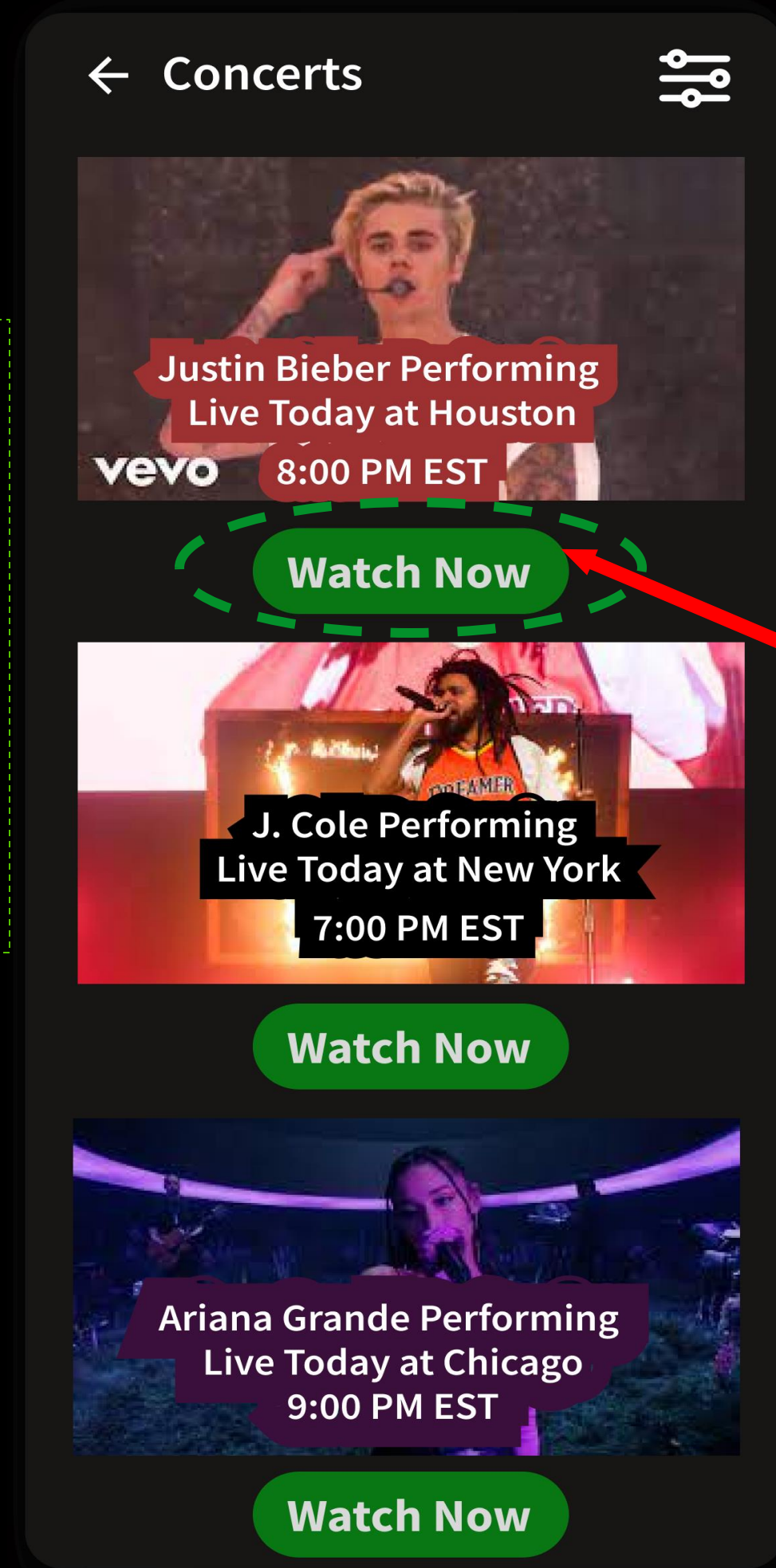
Features 1: Live Concerts

Good evening

Music   Podcasts & Shows   Concerts

Liked Songs   HARD DRIVE Vol. 1

Depressed Kid   love vibes

Paradox   Shiddat

NEW RELEASE FROM
Sikander Kahlon

Storm Shadow
Album • Sikander Kahlon

Indie Medium

The Last Ride
Sidhu Moose Wala

Home   Search   Your Library

- Allows users to **access the live shows** of artists nearby them or their favorites.

- **Filter option** will be there.

Concerts

Justin Bieber Performing Live Today at Houston
8:00 PM EST
vevo

Watch Now

J. Cole Performing Live Today at New York
7:00 PM EST

Watch Now

Ariana Grande Performing Live Today at Chicago
9:00 PM EST

Watch Now

Select the artist and click on watch button to watch the live show.

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Features 2: Share Music With A Note

- Allowing users to **send the song on Spotify** to their friends or close one, etc.

- Sometimes **hearing great words** from close one trigger our emotions and **leads to happiness.** Keeping that thing in mind, now,

- Users can even **write short note** about "why they are sharing this song with them."

Community

Search

John
Send

Leo
Send

Anjali
Send

Lilly
Send

Chris
Send

Clicking on **send a short note** with send button will pop-up.

optional
let them know why you are sharing this song
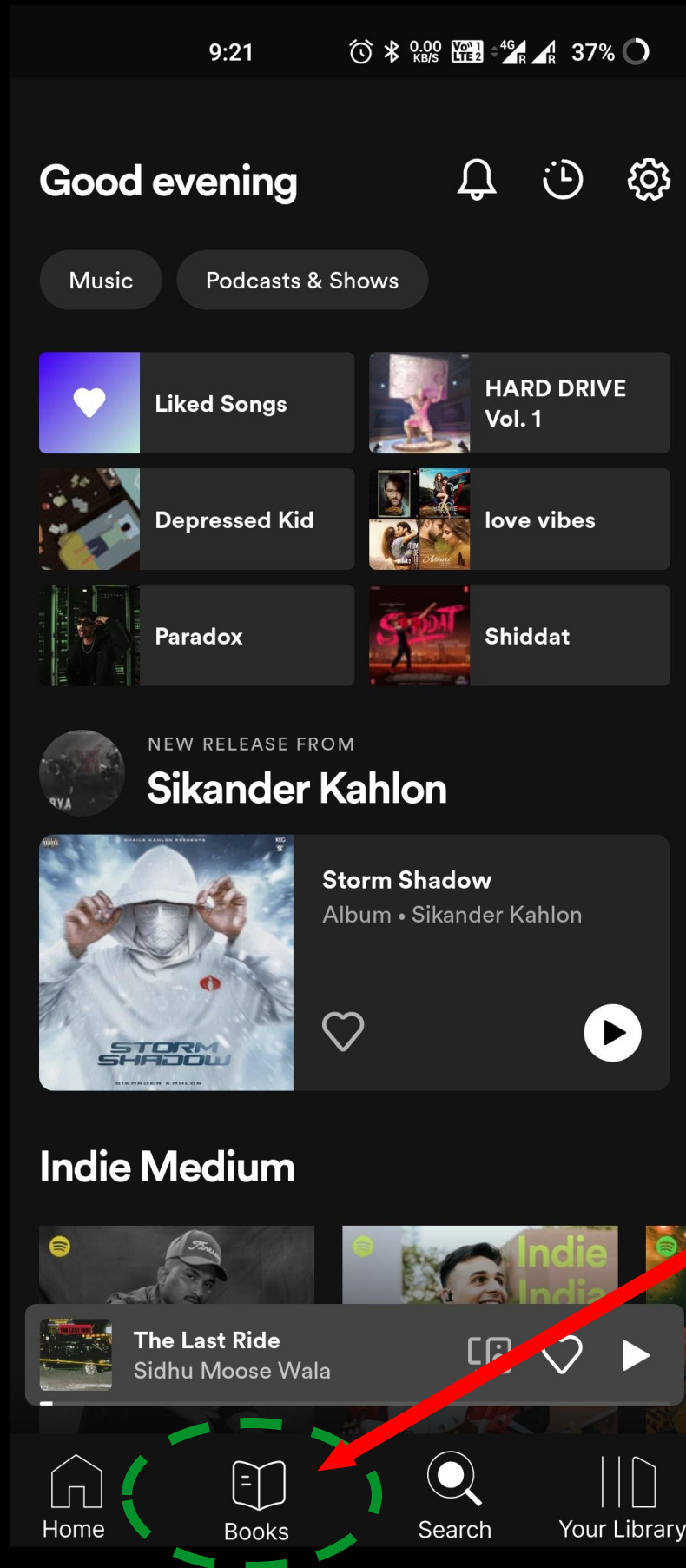Note : type here.....
Send

Here they can write short note and by clicking on send button it will be send to their friend on Spotify.

PLAYING FROM PLAYLIST
RAP 91

The Last Ride
Sidhu Moose Wala

0:05   4:22

Lyrics

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NEW RELEASE FROM
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The Last Ride
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Home   Books   Search   Your Library

Books

Search

The Alchemist
Paulo Coelho

Genre: Adventure fiction

4.7/5

Play

Rich Dad And Poor Dad
Robert Kiyosaki and Sharon Lechter

Genre: Personal finance

4.5/5

Play

Things No One Else Can Teach Us
Humble the Poet

Genre: Self-Help

4.4/5

Play

- Just like podcasts users now can find all the **books in a particular section.**

- They will be able to **search** their book or **filter option** will also be available by author, rating, most played, etc.

By click on play they can **listen** to the books and if they want **there will be animations** which will make the books more enjoyable to users.

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Free vs Premium Users

Features	Free	Premium
Live Concerts	• Only 10 minutes of access • Can run ads between the live shows • Up to medium-quality video and audio	• Unlimited Full live show access • No ads • Premium audio and video quality
Community	• Can send up to 7 times only • Only 2 times access to short note about "why they want to share this song with them"	• No limitation • Access to short notes
Books	• Ads will run • 5 minutes limited animations • No access to downloading the books	• No ads • Access to animation • Can download unlimited number of books

Books	Concerts	Community
• People started listening to books while doing some other job and utilising their time. • Recommendation of they have interest in would increase User Engagement. • Less efforts with more reach and less impact.	• People wants to enjoy life but sometimes they do not find time to attend a concert. • Availability of live shows streaming on Spotify. • More efforts with an average reach but less impact.	• Users often share the songs with their close ones or friends. • Reduced the requirement to switch to different apps and allowing ease of sharing song with short notes. • Less efforts and more reach and Impact.

RICE Metric

Features	Reach	Impact	Confidence	Effort	Score	Prioritize
Live Concerts	9	7	85%	9	595	3rd
Community	9	8	90%	8	810	1st
Books	8	7	75%	8	525	2nd

1 **Conversion rate (bought/total)**

% Increase in the number of premium buyers will increase our % conversion rate

2 **DAU/MAU**

% Increase in daily active users (DAU) and monthly active users (MAU) would represent higher user engagement.

Expected growth: 100.6M users by 2025, with just over half (52.2M) of them paying users in US according to eMarketer.

GTM Strategy

Exploring all the features available on Spotify app. Understanding user **pain points, preferences, and behavior.** Conducting surveys and personal interviews along with Competitor analysis.

Developed a Beta version of the features which will be released to a small sample of user stories collect initial performance data and user feedback ensuring **remarkable Listening and buying frequency** journey.

Release of the final version of all the features. Improvements will be advertised and communicated to users through notifications and app update information.

Feature Development

Feedback

Market Research

Beta Launch

Final Release

Design and Technical development of the features like the addition of **Live Concerts, Community,** and **Books**. Feature development will be based on user stories.

Based on the feedback collected beta version will be improved and final version of the features will be developed for the final release.

♪ **Thank You** ♪