

Fresh Drop 🤚 — **Persona-Driven Solution for Faster Music Discovery**

{WireFrame Concept for Spotify}

- This wire-frame concept was developed to address a key pain point for one of our Spotify
- Proposed Solution ? from the Home screen, curating recently
- Orion's listening history.

Preet Sharaf

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Podcasts

Artist W, Artist X, Artist Y,

Artist Z,

Your Library

Release Radar

New Album - 2

Your Library

Create

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Create

Your Library

New Artist 2

PLAYLIST - BY SPOTIFY

Create

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A new Fresh Drop feature, directly accessible released tracks and emerging artists tailored to

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All

Fresh Drop

Editor's Pick

Artist 1, Artist 2, Artist 3,

Your top mixes

Search

Song 1 **Artist ABC**

Artist 4 ,

Home

7:21

Fresh Drop

New Music Friday U.S.A.

Hand-picked new releases

2,60,440 FOLLOWERS

New Album - 1

Song 1 **Artist ABC**

Search

New Artist 1

Home

7:21

Album - X

Artist Y

Song 1

Song 2

Song 3

Song 1 **Artist ABC**

Home

Video - Artist 1, Artist 2, ..

Video - Artist 1, Artist 2, ...

Video - Artist 1, Artist 2, ..

Search

Album - Date - Latest Release

The best new releases

Music

New releases matched to your vibe

user personas — Orion Storm — who struggles with discovering new, relevant artists quickly. Pain Point
is: Slow and scattered discovery of new music matching Orion's taste.