



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 user personas — Orion Storm — who struggles with discovering new, relevant artists quickly.
- **Pain Point** 😞 : Slow and scattered discovery of new music matching Orion’s taste.
- **Proposed Solution** 💡 -
A new Fresh Drop feature, directly accessible from the Home screen, curating recently released tracks and emerging artists tailored to Orion’s listening history.

Next Page >>

Preet Sharaf

