

How would you improve engagement of new users on Spotify platform?

Objective: To help new Spotify users discover music more easily by introducing them to key discovery features (like *Discover Weekly*, *Daily Mix*, and *Recommended for You*) through an engaging, interactive onboarding tour.

Overview: New Spotify users often sign up, play familiar songs, and leave without exploring discovery features. The Interactive Onboarding Tour will appear during a user's first session and briefly guide them through Spotify's discovery tools. This initiative aims to design a discovery-focused onboarding experience that quickly demonstrates Spotify's unique value in surfacing new, relevant, and delightful music.

Why (Users):

Reduced friction: Spotify UX seems overwhelming initially. Instead of leaving it up to the user to explore everything on their own, users will learn by clicking/ doing/ reading tool tips, making their first sessions easier and thereby enhancing their learning.

Why (Business):

Improved activation and retention: Helping users find relevant new music early increases engagement and likelihood of paid subscription conversion. If the user decides to stay a free user, it increases user engagement which in turn drives advertisement revenue.

User Persona: New Spotify User

Identity Snapshot:

- Name: Rose Johnson
- Tagline: "I just want my favorite songs to play."
- Age/Role/Location: 24, Young Professional, Boston, MA, United States

Goals / Motivations:

- Listen to music to relax or focus while cooking.
- Explore new songs if it's easy and intuitive, without feeling overwhelmed.
- Decide if Spotify will be my go-to app for music.

Behaviours:

- Opens Spotify a 2-3 per week, mainly on her phone.
- Uses the search bar to find known songs
- Rarely explores playlists or discovery features.
- Plays music in the background while doing other tasks.
- Closes the app if too many annoying advertisements start playing and shifts to Youtube for more choice
- Decision-process is task-oriented: "I just want this song now."

Frustrations (Pain Points):

- Overwhelmed by the Home screen and too many options.
- Confusing playlist creation and saving songs.
- Does not love the dark screen of the app

- Ads interrupt the listening experience.

Quote:

"I just want to play some of my favorite songs. Show me something new but please keep it simple for me."

Why this solution?

Please see below the solutions discussed thus far, related information on assumptions and confidence

#	Solution	Short Description	Key Assumption About the Solution	Category
1	Interactive onboarding tour showing features	A short guided walkthrough that highlights key discovery features	New users will explore more features if they are guided early and will see immediate value on day 1.	High Confidence
2	Music taste setup questionnaire	Ask users to pick favorite and not so favorite artists or genres at signup to personalize recommendations faster.	Early personalization creates an emotional connection driving engagement.	High Confidence
3	Guided playlist maker	Helps users create their first playlist based on mood, instrument, or activity.	Users feel ownership and are more likely to return to their playlist, boosting retention. Also, it feels easy when guided.	High Confidence
4	Discover Tab	A temporary discovery tab or popup banner visible for the first week of use.	Focusing attention helps users find discovery features quickly.	Low Confidence
5	Smart Discovery Nudges	Contextual prompts like "Liked this song? Try these next." after listening to a song.	Timely nudges can shape user habits and drive exploration and engagement.	Low Confidence

6	Weekly Discovery Goal Gamification	Adds small challenges (e.g., “Discover 5 new artists this week”) and show results in a corner or section	Easier gamification motivates exploration and creates engagement.	High Confidence
7	Instant Personalization Mode	Quick rating (simple good bad style) to train the algorithm instantly during initial use.	Interactive onboarding feels fun and improves recommendation.	Low Confidence
8	Hybrid Recommendations	Mix of algorithmic and human-curated playlists to build trust.	Users trust human touch more when algorithms are still learning their preferences.	Low Confidence
9	“Improve My Mix” Button	Allows users to tune their feed (e.g., “More like this / Less like this”). I think Netflix has this feature.	Control builds trust — users who can adjust recommendations feel more satisfied.	High Confidence
10	Personalized Welcome Playlist	Auto-generated playlist titled “Your First Week here” combining familiar songs.	Personal onboarding makes users feel understood.	High Confidence
11	Mood-to-music	Create nudges based on user journey (detect, if user is traveling and ask if travel playlist should be played)	Users like when app autosuggests new things without being prompted directly	Moonshot
12	AI Companion	A conversational AI guide that curates and explains song choices or even takes a song that the user types and plays instantly.	AI is a new tool that users engage with and prefer to finding everything on the app on their own	Moonshot

Please see below our methodical approach towards understanding the impact and effort required for several of the solutions aimed at elevating the user experience of new users.

#	Solution	Reach: 1-3 Impact: 1-3 Confidence: 1-3 Effort: 1-3	Rice Score	Category	Notes
1	Interactive onboarding tour showing features	3 2 2 3	4	High Confidence	Reaches all new users immediately after signup; clear implementation and user journey; impact can be measured.
2	Music taste setup questionnaire	2 1 1 3	0.67	High Confidence	Reaches everyone and has a strong impact on personalization and gives control to the user.
6	Weekly Discovery Goal Gamification	1 3 2 3	2	High Confidence	Smaller subset likely to engage with challenges; high impact on engagement but unsure about retention impact; higher implementation complexity.
9	"Improve My Mix" Button	3 3 3 1	27	High Confidence	Big reach and good engagement potential; technically easier to implement with existing architecture; increases user control.
10	Personalized Welcome Playlist	3 2 2 1	12	High Confidence	Strong emotional hook early in the user journey; might have a surprise element that delights a user, low effort using existing recommendation systems.

P0: Interactive onboarding tour showing features

Why is this feature prioritized? These are key considerations that were discussed and brainstormed prior to confirming the solution aimed towards elevating user experience of new users. The solutions no. 9 and 10 have higher RICE scores, but discussions with leadership (business and engineering) have resulted in first attempting solution 1. The reason is that solution 1 will require the least disruption of existing feature work in other teams. Both, solutions 9 and 10, require heavy time commitment from AI teams and currently, they are occupied with another feature. So, we are going to attempt the Onboarding tour feature that has high confidence and leadership support.

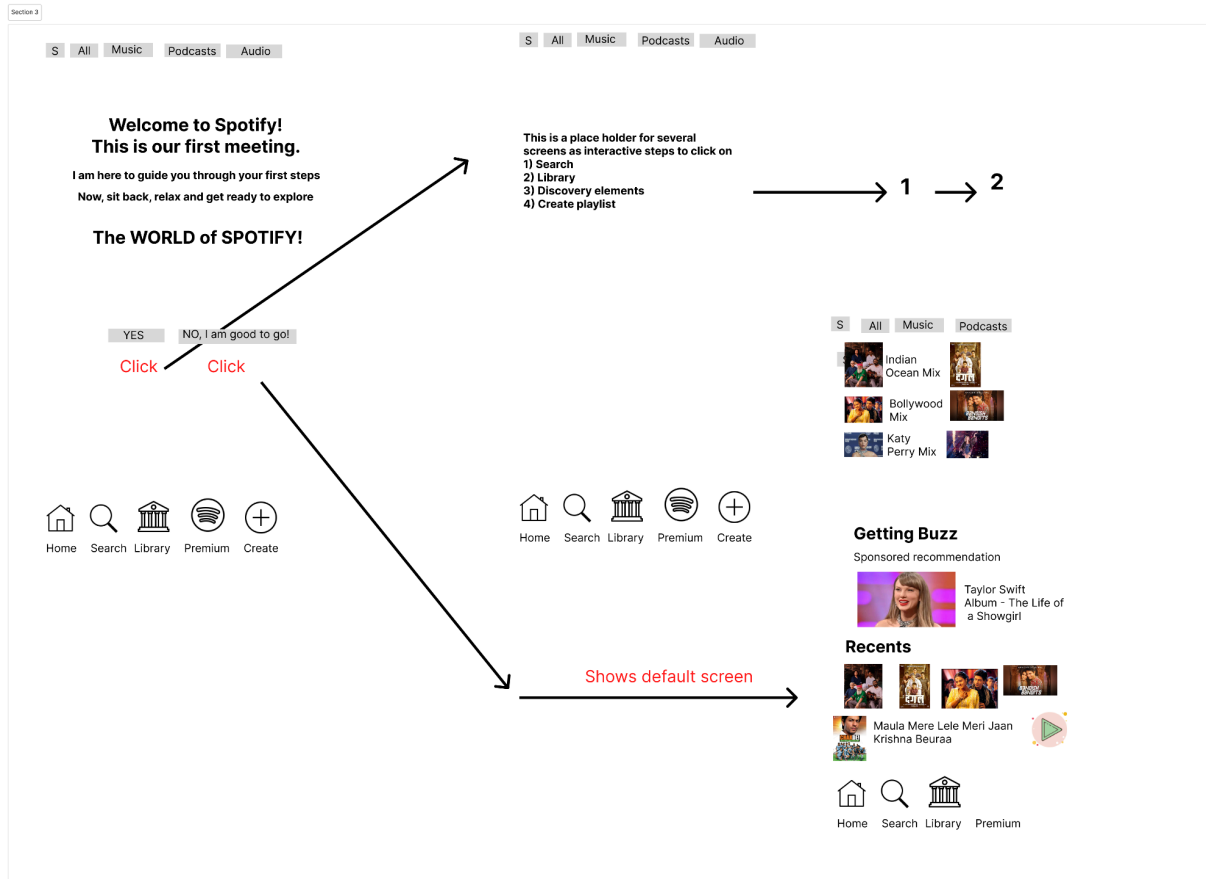
Metrics:

Metric Type	Metric Name	Definition	Why does it matter?
Key Metric	Onboarding → Discovery Conversion Rate (1d)	% of new users who complete the onboarding tour and play at least one discovery-surface track (Discover Weekly / Daily Mix / Recommended playlist item), within 1 day of signup.	Directly measures whether the onboarding tour drives the desired behaviour (trying discovery).
Secondary Metric	Time to First Discovery Interaction	Median time (in hours) from signup to first interaction with any discovery surface (click/play on Discover Weekly, Daily Mix, Recommended playlist) among users who completed onboarding.	Shows speed of activation — how quickly onboarding converts curiosity into action.
Secondary Metric	7-day New User Discovery Engagement Rate	% of new users (within their first 7 days) who play ≥10 unique recommended/discovery tracks.	Measures depth of early exploration
Secondary Metric	7-day New User Discovery Frequency	% of new users (within their first 7 days) who utilize Discovery feature ≥3 times.	Measures level of interest
Guardrail Metric	Onboarding Abandonment Rate (first session)	% of new users who start the onboarding tour but exit the app before completing onboarding during their first session.	Ensures onboarding isn't creating friction or causing immediate churn.

Assumptions and possible mitigation approaches:

Assumption at risk	Failure Mode	Impact	Likelihood	Mitigation	Detection signal	Mitigation/ Rollback
New users will explore more features if they are guided early and will see immediate value on day 1.	Users complete the guided tour, but it reduces their engagement	High	Medium	Audit the user behavior post onboarding	% users who play at least one discovery track within 1 day	Remove the onboarding temporarily and identify if the onboarding is too long/ boring
New users will explore more features if they are guided early and will see long term value (7 days).	User engagement is high on day1 with discovery features, but it dies down after	High	Medium	Audit the user behavior daily for first 7 days	% users who play at least one discovery track on day 1 but do not use the discovery features in the next 6 days	Create a repeat popup prompt on day 3 to ask users if they want another onboarding tour

Implementation Visual:



Implementation Ideas (in lieu of idea-specific wireframes):

Idea1: Interactive Onboarding Tour Showing Features

- Format: Short, swipeable cards or quick in-app prompts after first login.
- Goal: Build awareness of discovery features.
- Expected Outcome: Increased discovery engagement and longer listening sessions.

Idea2: Interactive Onboarding Tour Showing Features

- Format: Clickable tool tips that actually move users to the next step after first login. This gives users a chance of “doing” the work, explore the app, move around the screen and actually locate the buttons and features
- Goal: Build awareness of discovery features and give them the exact location of each feature.

- Expected Outcome: Increased discovery engagement and longer listening sessions.

User Story:

As a new Spotify user, I want a short, interactive onboarding experience that introduces me to key music discovery features, so that I can easily find new music I like and understand how Spotify helps me explore songs beyond what I already know.

Acceptance Criteria:

No.	Criteria	Description
1	Trigger Moment	The onboarding tour appears during a new user's first session, immediately after sign-up
2	Duration	The onboarding experience should take less than 2 minutes to complete.
3	No of features	The tour must showcase at least 3 core discovery features: <i>Discover Weekly</i> , <i>Daily Mix</i> , and <i>Made for You</i> .
4	Interactivity	Users can tap, swipe, or follow guided prompts (not passive slides) to experience features hands-on.
5	Metrics tracking	The system logs onboarding completion and tracks feature engagement post-tour.

Scope:

Short, interactive onboarding flow shown within first session that:

- Highlights 3 core discovery features
- Includes at least 3 micro-interactions
- Tracks and logs completion
- Provides analytics to capture the defined metrics (key + secondary + guardrail).
- And can be A/B tested

Dependencies:

Analytics — to define and implement the metric events, dashboards, and A/B test logging.

Mobile & Web Engineering — to implement UI flow, micro-interactions, and event tracking.

Product Marketing — to craft messaging for rollout

Timelines:

Discovery and Ideation: 2 weeks

Alignment: 1 week

Design and Development: 2 weeks

Testing and Business signoff: 4 weeks

Iteration and Retro: 2 weeks

Monitoring: Continuous

Future Ideas for Improving the user experience for new users:

“Improve My Mix” Button

Personalized Welcome Playlist