Spotify Premium: Adding a feature

Author & Stakeholders

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Background

Spotify is a music platform that allows users to listen to whatever music they want to, wherever and whenever. Spotify has been conceptualizing a few early concepts such as Instagram-like stories, a more interactive feed, or even a better form of messaging but has not been made to fruition. The objective is to conceptualize and build in a seamless social feature for Spotify, whilst keeping the integrity of the design.

Research goals

• Define the user persona
• Understand any frustrations current users may have
• Discover any gaps in current music platforms and enhance the feature
• Uncover any successes in the current market
• Determine competitors

Research questions

• Who is the user?
• Who is the competitor?
• What are the successes of music platforms?
• Why are users listening to music?
• What are they doing when they listen to music?
• What is important for users when they are listening to music?

Assumptions

• Users listen to music socially
• Users that use Spotify the most are between 16-21 years old
• Users use Spotify the most in between commutes
• Users like to share music socially
• Users listen to music the most when they feel upset

Methodologies

Secondary Research

• <u>Market Research:</u> To understand current trends, successes, failures, and demographic of users

• <u>Competitor Analysis</u>: to understand current successes and failures of their business, information architecture, and services

Primary Research

• <u>Heuristic evaluation</u>: To identify current usability issues and recommendations on how to address them within the scope of the project.

• <u>User Interviews</u>: Uncover user needs, goals, and frustrations when interacting with Spotify.

Participants

• Spotify Premium users
• Age range: 16-40
• Frequent users

Timeline

1. Market research 2. Recruiting 3. Interviews 4. Results.

Script: TBD