

Brainstorming Solutions

S. No	Problems	Priority	Solutions	Confidence Level
1	The time taken to book event tickets is dissapointing for the user as the app navigates to third party apps to complete the booking. This is causing drop in the retention rate.	P1	For premium users: Integrate seamless in-app payment options (such as Google/Apple Wallet, UPI, and credit/debit cards) to simplify the booking process.	Moonshot
		P2	Additionally,enhance app performance to ensure faster loading and uninterrupted sessions, especially when connecting with third-party services.	Low Confidence
2	Users find it difficult to keep track of upcoming events for their favorite artists because the platform does not provide notifications for artist updates.	P1	Notifications: Implement engaging notifications to alert users when artists they actively listen to are performing nearby.	High Confidence
3	There is no designated event section where user can find events happening nearby their location	P0	For All Users: Introduce a dedicated "Events" tab where they can book music events either by searching or through personalized recommendations for favorite artists' events.	High Confidence

Prioritization

No.	Idea	Impact (1-3)	Effort (1-3)	Confidence (1-3)	Reach (1-3)	Overall Score
1	Integrate seamless in-app payment options (such as Google/Apple Wallet, UPI, and credit/debit cards) to simplify the booking	2	3	1	3	2

	process.					
2	Introduce a dedicated “Events” tab where they can book music events either by searching or through personalized recommendations for favorite artists’ events.	3	2	3	3	13.5
3	Implement engaging notifications to alert users when artists they actively listen to are performing nearby.	3	3	3	3	9

User Flows & Wireframes

S. No	Userflow	Wireframes
1	Open Spotify app -> select the event tab from the top -> Search for artist-> check the events & booking details	Prototype links can be found here https://www.figma.com/proto/bWZXoQ1wjvUY9ojrjXPvCu/Spotify-Wireframes?node-id=0-1&t=4fOnJICKfNThFVJ8-1
2	Open Spotify App--> user clicks on notification tab at the bottom to see the event details	Prototype links can be found here https://www.figma.com/proto/bWZXoQ1wjvUY9ojrjXPvCu/Spotify-Wireframes?node-id=0-1&t=4fOnJICKfNThFVJ8-1
3	Open the spotify app->user get an audio notification on the homepage-->User clicks to listen to the event details	

Success Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Retention Rate	%ge of users accessing the event page to view event listings in the nearby location.	This should give confidence to users to find relevant details of a particular event through an easy navigation options when accessing the

			app.
Secondary Metric	Click Through Rate	%ge of users accessing the event page through event button.	Buttons attracts users to navigate to the section.
Secondary Metric	Click Through Rate	%ge of users accessing the event page through notification option	Gives awareness to user early and not missing an important event he wish to attend.
Guardrail Metric	Bounce Rate	%ge of users leaving the app.	Ensures trust signal doesn't mislead users or hurt experience.

Pitfalls & Mitigations

Assumption at risk	Failure mode	Impact (H/M/L)	Likelihood (H/M/L)	Mitigation (practical)	Detection signal (metric)	Containment / rollback
Dedicated Events tab ease booking experience	The Events tabs has higher loading time of ~7 secs	M	H	Define SLA and perform internal testing with higher traffic across multiple scenarios.	Monitor Churn rate	Restrict to a focus group who can provide feedbacks.
Search option lists all the events	The events near the user's location doesn't reflect after performing a search	H	H-M	The artist page should not break when their events are accessed on the event page.	Custom Metric for a user not able to find an event in a location.	The app should reflect a "need help" option to gather the location details of a user trying to book an event.
Notification helps user navigate to the event page	The text notification/alert doesn't navigate user to the expected event page	L	L	The events details must be notified to users through email/sms until fixed.	Monitor Click through Rate on "Click Here"	Navigate the users to events tab to view the event listing.

					button under notificatio n message	
Notification helps user navigate to the event page	The audio notification doesnt load and gives timeout error	M	H	The user should still get text notification on the app until fixed.	Monitor metrics which tracks the audio notificatio n	Navigate the users to events tab to view the event listing.