

Step 1: User Research

Survey:

Attaching the google drive link of User Survey.

<https://docs.google.com/spreadsheets/d/1byzLP3Vb1KvJLiGK2KIdKZIUZ2jxKn0j/edit?usp=sharing&oid=109255714308741205464&rtpof=true&sd=true>

Step 2: SWOT Analysis

Strengths

- Several users said Spotify is already good, with comments like “everything is good” and “it’s good as of now.”
- Users appreciate the existing playlist system and find it easy to search for music.
- Spotify’s AI DJ feature is already liked and seen as a strong base for future improvements.
- General sound quality and overall experience are considered positive by many.

Weaknesses

- Many users are unhappy with the number of ads and the limitations on the free version (few skips, interruptions, etc.).
- Some feel Spotify’s premium price is too high.
- The homepage is seen as cluttered, with too many tiles and not enough useful suggestions.
- Recommendation accuracy is inconsistent, and some users feel the system doesn’t always understand their taste.
- Complaints about missing songs and limited catalogue options.
- Poor performance in low-network areas, especially with audio quality.

Opportunities

- Introduce a **voice-controlled mood playlist creator**, where users talk to Spotify to generate playlists instantly.
- Create a **music preference quiz** to help users explore new genres without manually searching.
- Add a **“Surprise Me”** button for random discovery.
- Improve library management tools and expand the AI DJ experience.
- Enhance streaming quality for low-network situations.
- Explore innovative ideas like **musical haptics**, where users can feel vibrations from the music.
- Offer slightly better benefits for free users (e.g., more skips, fewer ads) to reduce frustration and improve retention.
- Build features that highlight or reward artists, improving public perception.

Threats

- Competing apps may attract users by offering better free features or fewer ads.
- High ad frustration could cause users to switch platforms before they even consider upgrading.
- Missing songs due to licensing could push listeners to competitors with more complete libraries.
- If recommendation accuracy doesn’t improve, users may rely on other platforms with smarter personalization.
- Negative perceptions around artist compensation could harm Spotify’s brand, especially as this becomes a more public issue.

Step 3: Goal Setting

User Problem Chosen

Users want a more effortless way to create playlists based on their mood. They specifically expressed interest in being able to *talk to Spotify* and instantly get a playlist generated for how they feel.

User Problem:

Users struggle to quickly find or create playlists that match their current mood.

This leads to:

Users spend more time searching manually, get frustrated, or sometimes give up listening altogether because the app does not “get” what they want at that moment.

Business Impact:

This lowers **daily engagement** and reduces the number of sessions users have with Spotify. For free users, fewer sessions mean fewer ads served. For all users, it reduces the chances of them exploring new music, connecting emotionally with the product, and eventually converting to premium. So, the problem directly affects the **Engagement** metric.

Why Engagement Makes Sense Here

A voice-controlled mood-based playlist creator makes Spotify feel more personal, effortless, and instantly rewarding.

If users can just say: *“Play something upbeat for my morning”* and get the perfect playlist in seconds, they are more likely to:

- open the app more often
- stay longer
- explore more music
- rely on Spotify emotionally

Higher engagement then supports both retention and potential revenue.

Goal Statement (Final Output)

Improve user engagement by 15% over the next 4 months among active free and premium smartphone users by introducing voice-controlled mood-based playlist creation.

Step 4: User Personas

Persona 1: Parvathy

Tagline: Music should match how I feel, not make me search for it.

Age: 22

Role: Working Professional (IT)

Location: Chennai, TamilNadu, India

Goals / Motivations

- Wants music that fits her mood instantly.
- Uses Spotify to relax and during commute.
- Prefers quick interactions rather than browsing endlessly.

Behaviours

- Opens Spotify multiple times a day, usually for short sessions.
- Often listens on her phone while on travel between office and PG.
- Relies heavily on playlists like “Chill,” “Focus,” or “Sad Songs.”
- When she can’t find the right playlist fast, she switches to YouTube or doesn’t listen at all.

Frustrations

- Finds it tiring to scroll through endless playlists.
- Says Spotify doesn’t always understand her mood in the moment.

- “I just want to say what I feel and let it play.”

User's Quote

I wish Spotify just listened to me and played something that fits my vibe.

Persona 2: Anand Lazarus

Tagline: I don't have time to browse. I need music that matches my day.

Age: 40

Role: Working professional (IT)

Location: Chennai, Tamilnadu, India

Goals / Motivations

- Uses music to stay stress free during work hours of the day – in breaks.
- Wants a smooth, hands-free experience while multitasking and coding.
- Values personalization and convenience.

Behaviours

- Listens mostly during work hours and evenings.
- Uses Spotify while driving, cooking, or working situations where using hands is inconvenient.
- Switches playlists often because his mood changes with workload.

Frustrations

- Annoyed when recommendations feel repetitive or irrelevant.
- Doesn't have time to type or search while busy.
- Wants music that adapts to his mood throughout the day.

User's Quote

If I could just tell Spotify what I'm feeling, it would save me so much time.

Step 5: Problem Prioritization

List of Problems Related to the Goal (Engagement)

Based on interviews, survey responses, and SWOT, these user problems directly influence engagement:

1. Homepage is cluttered → users get overwhelmed → shorter sessions
2. Recommendations are not accurate → users skip more / switch apps
3. Hard to find music that matches current mood → users take longer to start listening
4. Missing songs → users stop mid-session
5. Too many ads for free users → drop-off in listening
6. Slow or irrelevant playlist discovery → users spend more time searching than listening
7. Low-quality streaming in weak network → users avoid using Spotify outdoors

Chosen Problem from Step 3 (P0)

Users struggle to quickly find music that matches their momentary mood.

This maps directly to engagement because mood-based listening is one of the biggest triggers for daily app openings.

PIF Scoring (Population, Intensity, Frequency)

(Scored on a simple 1–5 scale, based on your survey + patterns)

Problem	Population	Intensity	Frequency	Total
Cluttered homepage	3	3	2	8
Recommendation accuracy issues	4	4	4	12
Mood-based playlist difficulty	5	5	5	15
Missing songs	3	3	3	9
Ads annoyance	5	4	3	12
Network issues	2	3	2	7

Mood-based problem scores the highest (15/15).