

Spotify Voice to Playlist

About the Product

Spotify lets users instantly access millions of songs, podcasts, and playlists in one place. It understands listening habits and recommends music that fits mood, time, and context. Users can seamlessly discover new artists while enjoying their favorites across devices.

Spotify offers two versions to cater to different user preferences:

Paid – No Ads

- Individual Premium
- Duo Premium
- Family Premium
- Student Premium

Free – Has Ads

P0 Problem Statement

User feedback indicates a strong need for **voice-based playlist creation driven by mood** to support everyday activities. Currently, users must **manually search for mood-based music**, which is time-consuming and often fails to deliver relevant results.

When the music does not match their emotional state especially during moments of stress or excitement—users experience **frustration and cognitive overload**. This friction leads to **irritation, app drop-offs, and reduced retention**, directly impacting user engagement and revenue.

DAU & Why Build This Feature?

In the Spotify Context

A user is counted as *active* if they open the app and perform a meaningful action such as:

- Playing a song or playlist
- Using voice search to create or modify a playlist
- Browsing or interacting with recommendations

Why DAU Matters Here

A voice-based, mood-driven playlist feature reduces friction and encourages quick, repeat usage throughout the day. This directly increases **DAU**, **session frequency**, and **retention**, which ultimately drives revenue growth.

P0 Solution

A **voice-enabled playlist creation feature** allows users to **create, edit, and manage Spotify playlists using voice commands** instead of manual search and taps. Users can simply say what they want, such as:

- "Create a workout playlist with upbeat pop songs"
- "Taylor Swift latest songs"
- "Long Drive songs by Harris"

Who's It For?

Users

Users benefit from faster, effortless mood-based playlist creation, reduced frustration, and better emotional connection with music.

Mood-Driven Listeners

Users who choose music based on emotions like stress, happiness, calm, or motivation rather than specific artists or songs.

Hands-Free / On-the-Go Users

Commuters, drivers, gym-goers, and multitaskers who prefer voice interactions over typing or browsing.

Casual Listeners

Users who want instant music without spending time curating playlists or searching manually.

Discovery-Focused Users

Users open to new music and artists who rely on Spotify to surface relevant content.

Spotify

The platform benefits from higher DAU, improved retention, longer sessions, and increased likelihood of Premium conversion.

Artists & Advertisers

Better contextual listening moments lead to improved discovery and ad relevance.

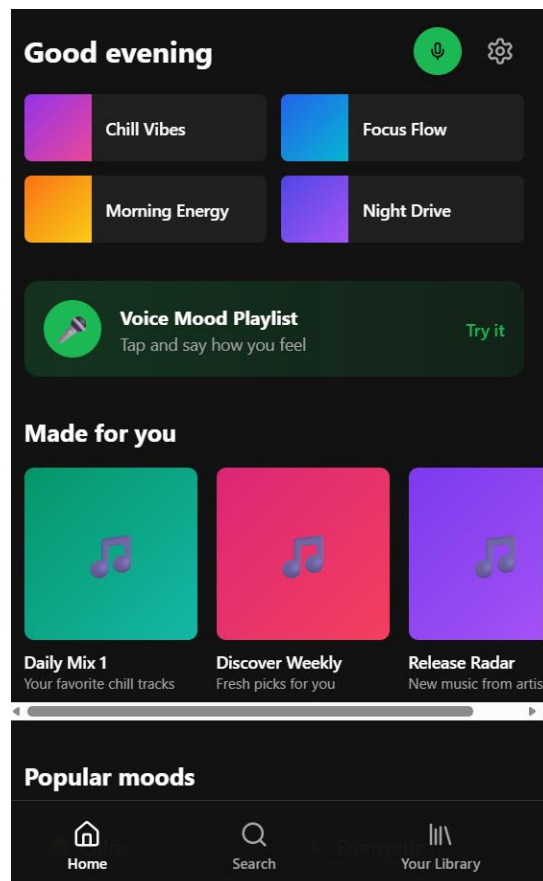
Prototype: Voice to Playlist

Prototype Specification

The prototype demonstrates a seamless voice-enabled playlist creation workflow integrated into the Spotify mobile application.

Demo Page 1: Voice Activation

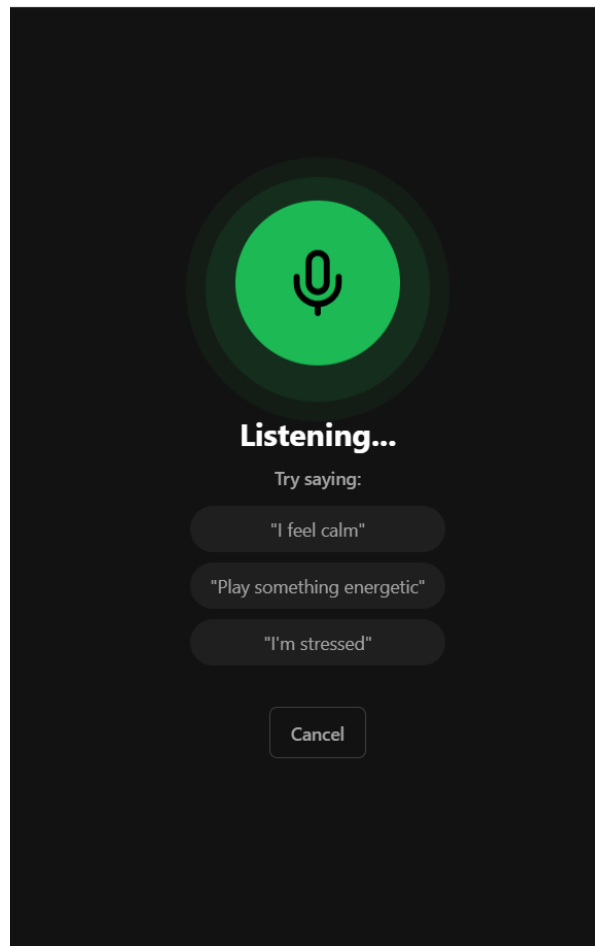
A Mic icon is introduced in the Spotify Home page. The icon is clickable, which allows the user to speak and initiate the voice playlist creation feature.



Demo Page 2: Listening Page

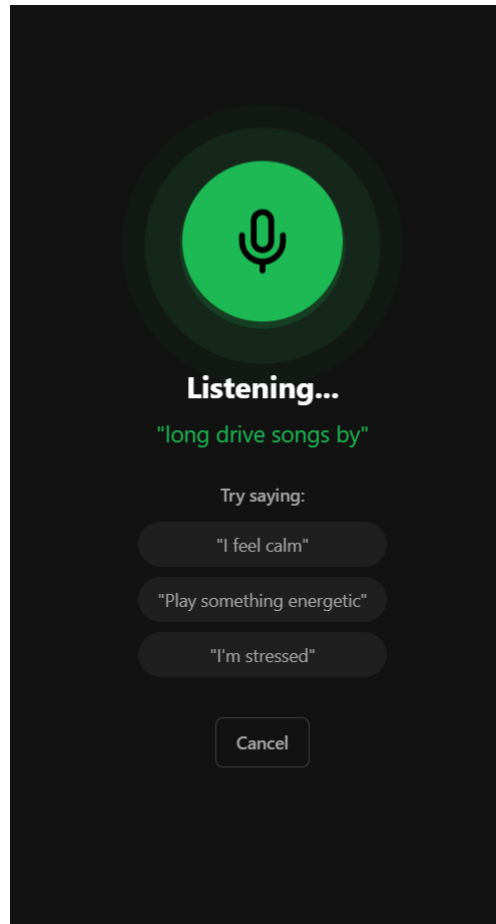
Clicking the Mic icon from the Home page directs the user to the Listening Page. Here, the user can speak to the app to create a mood-based playlist in any language. Users can provide voice commands such as:

- "Create a workout playlist with upbeat pop songs"
- "Taylor Swift latest songs"
- "Long Drive songs by Harris"



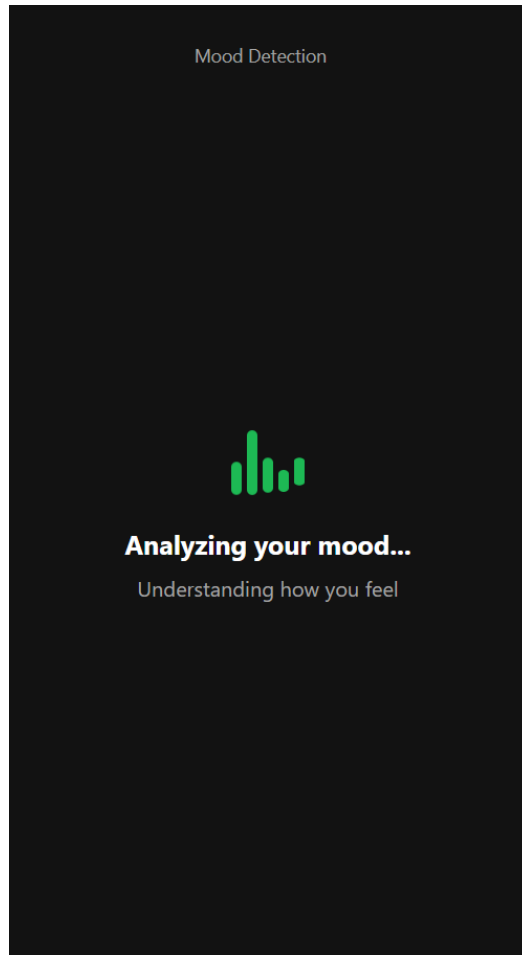
Demo Page 3: Voice Recognition Confirmation

The recognized voice input is displayed on the Listening page, confirming to the user that their spoken request has been successfully captured. This provides immediate feedback and ensures accuracy before processing.



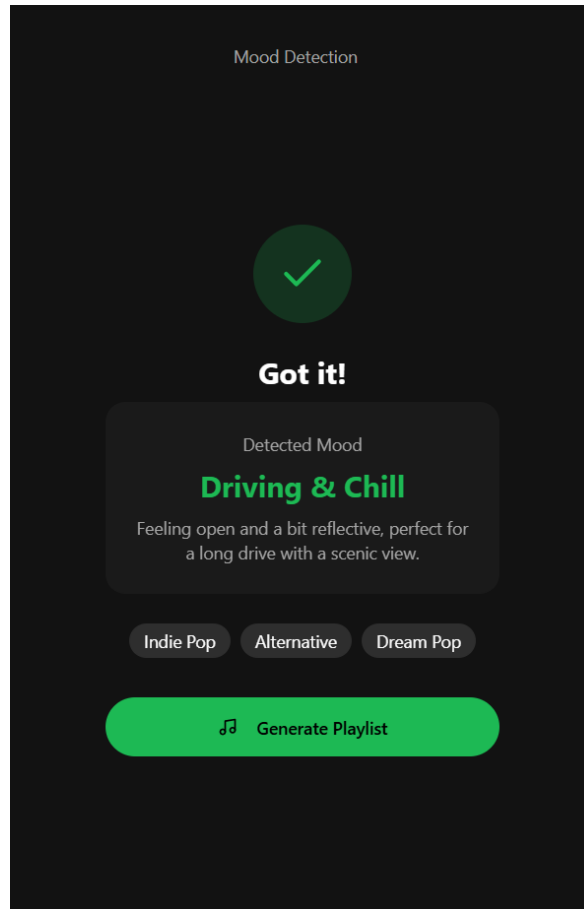
Demo Page 4: Analysis Phase

The application steps into the Analyzing phase based on the input received from the user. During this phase, the system processes the voice input to understand the user's intent and preferences.



Demo Page 5: Mood Detection

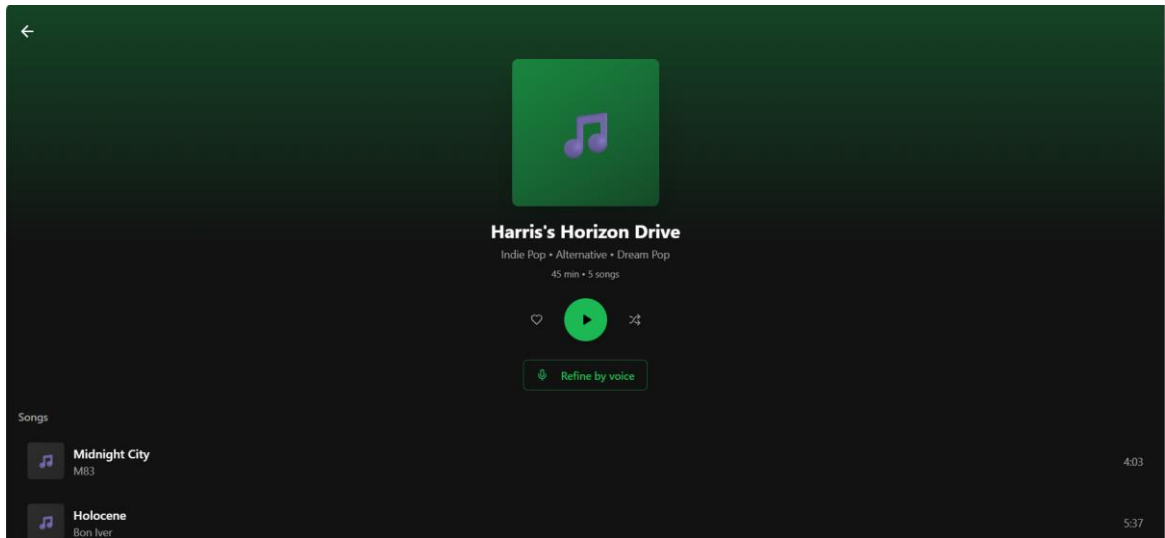
Mood is successfully detected by the system. Users can click the "Generate Playlist" button to create the playlist based on the detected mood and voice input.



Demo Page 6: Playlist Generation

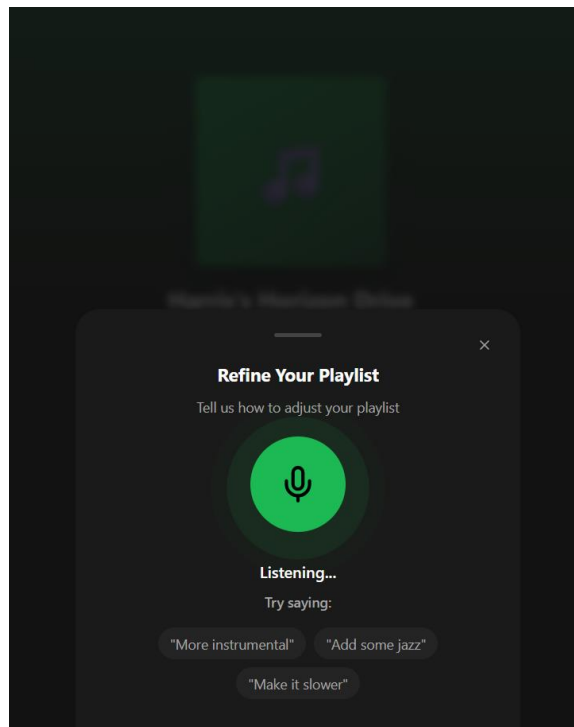
The playlist is successfully created for the user based on the prompt received. The page presents several user-friendly options:

- Mark Playlist as Favorite
- Play Songs
- Repeat the Song
- Refine by Voice
- Playlist Info & List of Songs



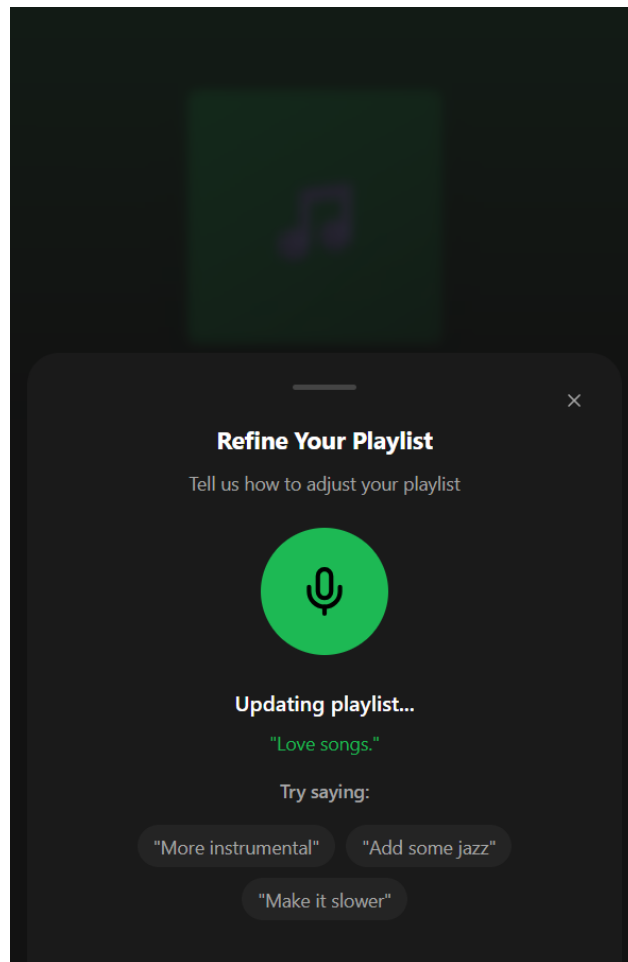
Demo Page 7: Playlist Refinement

The **Refine by Voice** button remains clickable on this page, allowing users to edit the generated playlist using voice commands. Users can provide a new voice prompt to refine and update the existing playlist, enabling iterative customization.



Demo Page 8: Playlist Update

Based on the user's new prompt, the playlist is now being updated. This demonstrates the iterative refinement capability, allowing users to continuously improve their playlists through voice interaction.



Conclusion

The Spotify Voice to Playlist feature represents a significant innovation in how users interact with music discovery and curation. By leveraging voice commands and mood detection, this feature reduces friction in the user journey, increases engagement, and creates a more personalized listening experience. The prototype demonstrates a user-friendly workflow that appeals to mood-driven listeners, hands-free users, and discovery-focused audiences, ultimately driving higher DAU, improved retention, and increased Premium conversion for Spotify.

Prototype Lovable Link & PPT Link

PPT >

[https://docs.google.com/presentation/d/1a4eCHHNyVYJfqDUTUtlxEI3lJGcXe0AR/edit?usp=drive link&oid=109255714308741205464&rtpof=true&sd=true](https://docs.google.com/presentation/d/1a4eCHHNyVYJfqDUTUtlxEI3lJGcXe0AR/edit?usp=drive_link&oid=109255714308741205464&rtpof=true&sd=true)

Lovable Link >

<https://spotifyaivoicesearch.lovable.app>