

Assignment 1 Phase 3:

Phase 2 Outcome: Problem Statement: *New users, listening to Spotify 2-3 days a week for 30 min daily struggle to discover new music, causing lack of engagement and retention.*

Step1

Root Causes:

- Root Cause 1: Lack of onboarding and guidance about using Spotify to the best of its abilities
- Root Cause 2: Low visibility of discovery features
- Root Cause 3: Lack of personalization

#	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

Step2

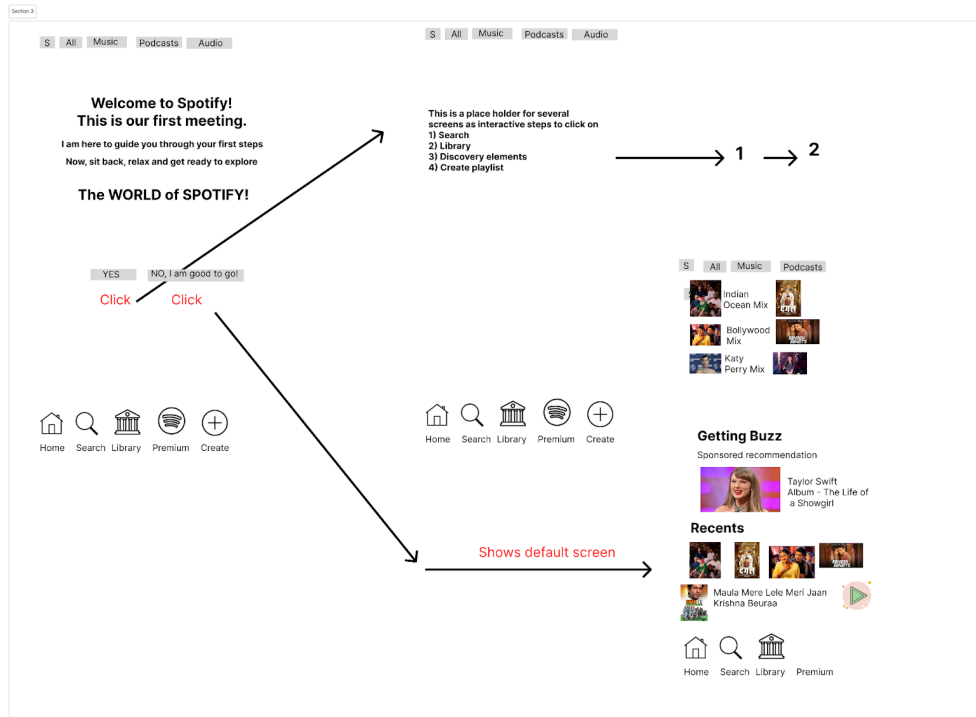
#	Solution	Reach: 1-3 Impact: 1-3 Confidence: 1-3 Effort: 1-3	Rice Score	Category	Notes
1	Interactive onboarding tour showing features	3 2 2 3	4	High Confidence	Reaches all new users immediately after signup; clear implementation and user journey; impact can be measured.
2	Music taste setup questionnaire	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.

Top Ideas to proceed with

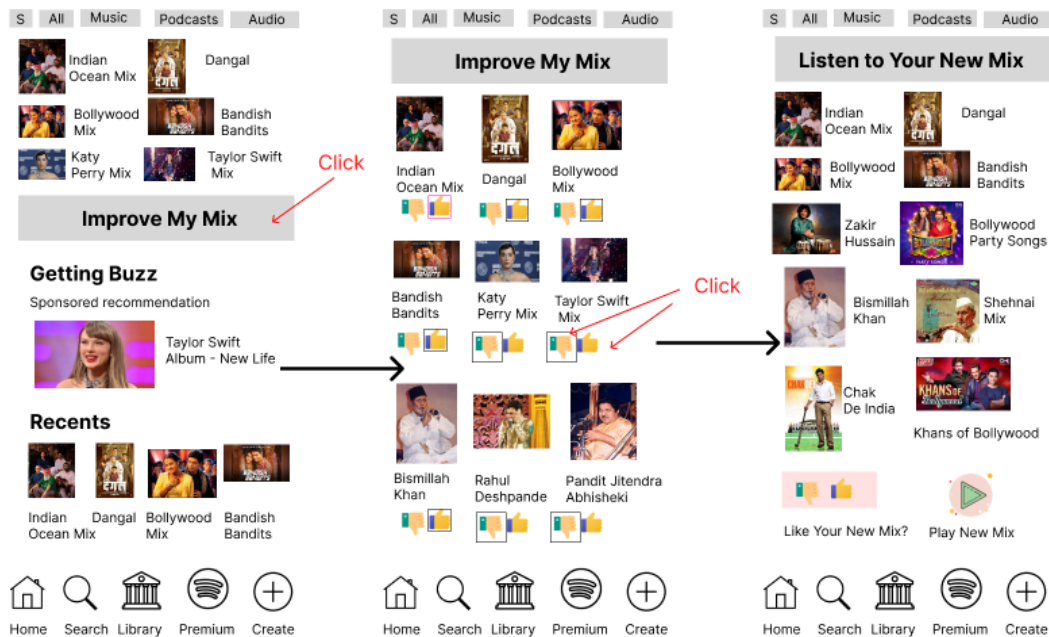
- **Interactive onboarding tour showing features (P0)**
- **“Improve My Mix” Button**
- **Personalized Welcome Playlist**

Step 3: Wireframes

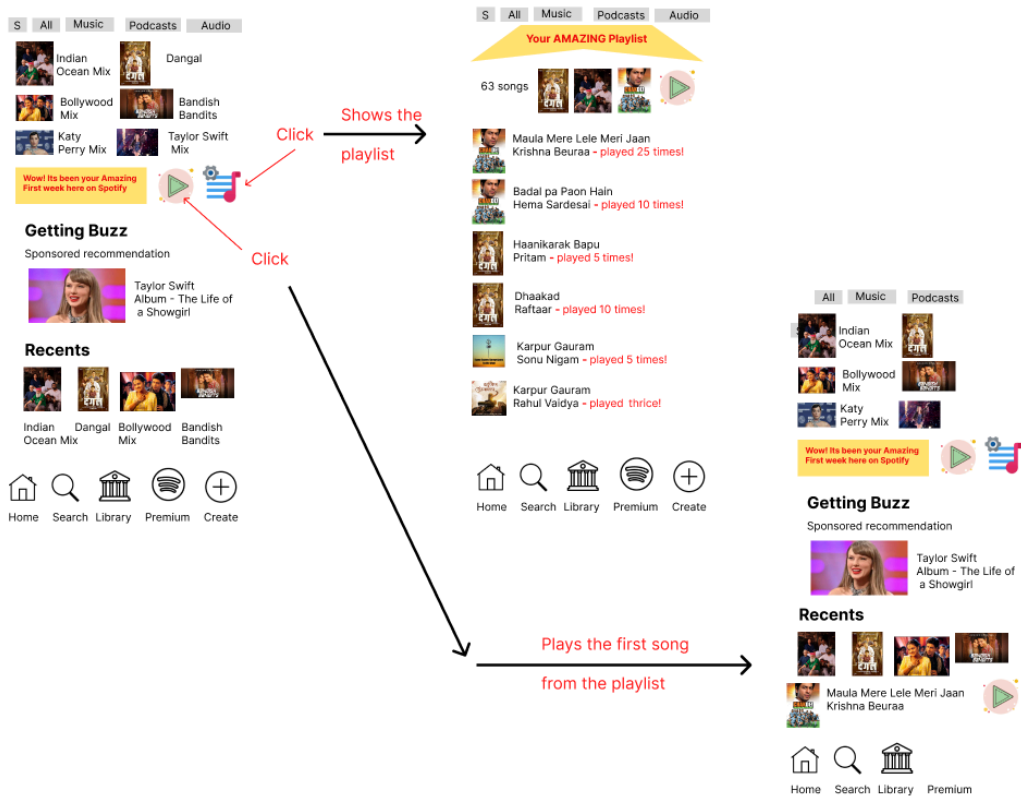
Interactive onboarding tour showing features (P0)



“Improve My Mix” Button



Personalized Welcome Playlist



Step 4: Define Success 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	7-day New	% of new users (within their first 7 days) who	Measures level of

Metric	User Discovery Frequency	utilize Discovery feature ≥ 3 times.	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.

STEP 5: Identify Pitfalls & Mitigations

Assumption at risk	Failure Mode	Impact	Likelihood	Mitigation	Detection signal	Containment / 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