

Spotify - Understanding Product & Users

Product Analysis - Flows & Frictions

Flows / Touchpoints	What works well	Confusion / Friction
Home Page → Discovery → Play	- Show previously listened playlists and artists - Recommendations are provided and grouped into categories to assist discovery based on preference	- No option to play songs from the home page, need to select the playlist or artist and then select the song from that page
Search → Play	- Elastic search shows related searches to what you have typed and the song, album, playlist and artist as well - Shows recent searches with the latest searches at the top	- View all search results option hidden at the bottom of search results - Search section also acts as an discovery section similar to home page. Confusing if I come with the intent to search.
Playing screen → Pause → Next → Previous	- Play, pause, next and previous buttons are big in size and easy to identify - Lyrics are highlighted based on the lines being played in the song	- Functionality of other buttons not clear unless you discover them yourself - No option to change language for lyrics - To much info when you scroll down within the playing screen

Company Context (Mission, Revenue & Differentiators)

Mission	Unlock the potential of human creativity-by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it
Revenue Streams	Advertisement, Subscription fee
User Value	Music or podcast lovers discover and listen to the music or podcast shared by the creator on the platform, creators get a platform to share their music or podcasts
Business Value	Listeners tune in to listen to music and podcasts, free users generate revenue by consuming advertisement, paid users pay

	subscription fee. Supply by creators and demand by consumers grows revenue
Key Differentiators vs Top-3 Competitors	Apple Music - Device integration, curated playlists and exclusive content Spotify offers superior music discovery, free access (with ads), social features (like jam) and platform universality (not an ecosystem) Youtube Music - Combines music streaming, music videos, and live performances, leveraging its connection with YouTube Spotify offers background play to non paying members as well, social features (like wrapped) Amazon Music - Offers tiered subscriptions, Prime integration, and exclusive tracks Spotify offers superior music discovery, social features (like jam), full podcast access in-app (no additional cost), access independent of device (Alexa enabled or not)

Feature Reverse-Engineering

Feature	Problem it solves	How it works	Why it works
Jam	Helps to create collaborative listening sessions in real - time with friends, either in-person or remotely	User can start the jam session and share the jam link or QR code for others to join, everyone can add songs to a shared queue and listen together	For Users - Makes it easy for users to enjoy a communal, interactive music session, no matter where they are For Business - To access jam user need to have spotify, brings in users friends as new users, which in turn add to revenue by ads or subscription fee
Download	Helps to download songs, albums or playlists for offline listening	User can click on download while connected to the internet and download the	For Users - It provides the users to listen seamlessly on the go even if they do not have an internet connection or a

		songs, albums or playlists	unstable one For Business - To access the download feature the user need to become a premium member for which they need to pay recurring subscription fee, this adds to spotify's revenue
Fans also like	Help to recommend artists or bands that other users have liked based on the current artist or band the user is listening too, works as a proven recommendation system with a high likely hood that the recommendations are accurate. Also helps artists as it can act as a point of discovery for new creators which match the genre the user is listening to	In the artist or band profile when users scrolls down to the bottom, they can see fans also like section where they can click on the mentioned artist or band and get redirected to the artist or bands profile	For Users - It provides users credible recommendation, it also provides artists a chance to get discovered For Business - Better recommendations helps with user retention and increases time spent on the platform which in turn increases revenue

User Segmentation

Primary Segment	Sub-segments	Key Needs/ Use Cases	User Problems
Listeners	Active music listeners	- Discover new music - Create playlists and share them - Download music for on the go - Follow bands and artists to get update on latest music posted by them	What's new section to get updates on new releases by the bands or artist you follow is hidden under profile
	Casual music listeners	- Access recently listened songs - Access to mood, occasion or activity based playlist - Shuffle songs	Shuffle option not giving a clear CTA and use case unless user is familiar with how music players work

		based on recommendation to avoid searching and playing	
	Active podcast listeners	- Continue where you left off - Download podcasts for on the go - Option to filter and sort - Option to rate the content	No option to rate individual podcasts, user can only rate the overall show under which the podcasts are available
	Casual podcast listeners	- Access podcasts based on categories and charts - Short form intro of the podcast	Short form intro of the podcast available but no clear CTA so users can easily miss it
Creators	Music creators	- Reach wide audience - Easy to discover - See user analytics - Promote music and albums - Build credibility and following	Sort songs in the album based on hours listened
	Podcast creators	- Categories content to help users discover easily - User analytics - Transcribe podcasts - Break podcasts into chapters based on time stamp - Build rating for the show	Sort podcasts by most popular within shows

Problem Hypotheses

Priority	Problem Hypothesis	Why I Picked It	Gut Confidence
P1	Podcast listeners struggle to differentiate between good and bad podcasts before investing time to listen to the podcast, because there is no option to rate	High impact on churn if a bad experience is encountered, similarly high impact of user retention and watch time in case of a good experience. Option	High

	individual podcasts causing high risk of churn because of bad experience	to rate the shows is already available but no option to rate individual podcasts	
P3	Music listeners struggle to find what's new section which gives updates on new releases by the bands or artist user follows, because of which users miss out on updates by the artists or bands they follow and at the same time it impacts the organic discovery of songs or albums by an artist or band that the user already follows	High impact on discovery of newly uploaded content, medium impact on user experience. The what's new section already exists but the placement is hidden under profile section	Low
P2	Podcast creators struggle to promote most listened podcast under their show, because there is no option to sort by most listened on the show page causing the most listened podcasts to get lost among the other uploaded podcast of that show	High impact on building credibility and following of the creator, high impact on monetization which can lead to churn of creators and reduce the supply on the platform	Medium