

Solutions, Prioritization & Wireframes

Problem statement:

“Podcast listeners find it difficult to discover which podcast to listen to on Spotify, which leads to user dropping off thereby decreasing user acquisition.”

Root causes:

- Cluttered home page
- No directional queues
- Endless scrolling

Solutions:

Solution	Short Description	Key Assumption	Category
Decide what to watch quiz	Answer 4-5 questions to get relevant recommendations, it gives 5 recommendations with tags such as most relevant, most recent etc.	User gets better recommendation and is highly likely to choose from the suggestions.	Low Confidence
Describe what you want	LLM based suggestions based on the query that user inputs, 5 recommendations at max with an option to regenerate the output again or tweak the input and regenerate the output again.	As people are becoming habitual to use LLM's, it can help to integrate the same within Spotify catered to the specific need of discovery.	Moonshot
Short snippets discovery section	A functionality like Youtube shorts with short snippets from podcasts to hook users, to prevent random scrolling and have bias for action an option to take the quiz or describe your preference after 5 snippets.	Discovery happens through Instagram reels so we are promoting the same behavior but on Spotify with bias for action.	High Confidence
What your friends watched	Option to add friends on Spotify while signup by providing access to contact info, recommendation based on what the added friends have listened to in the past.	Social feature can drive trust and provide bias for action.	Low Confidence
Playlist by influential people	A section with playlist curated by influential people in their respective fields.	Let's user to get a sneak peak into what their role models are consuming and drives aspiration to listen to the same content.	Moonshot
Intent and mood oriented categorization	Categorization of podcasts similar to Netflix, having top 10, new on Spotify, most searched, only on Spotify, everyone's watching etc.	A proven discovery method used by Netflix, to feed its recommendation engine. In line with the current user behavior.	High Confidence
Home screen selection based on content consumption	Giving user an option when they open Spotify to choose between music or podcasts, the user journey start based on user input based on preference.	Differentiating the two offerings on Spotify, can help with new users with discovery and clarity based on preference.	Low Confidence
Separate search window	Search window customizes based on user selection of music or podcast, if podcast selected shows only search history for podcast and the search results are also only for podcasts.	Search on Youtube is the second major form of podcast discovery and this functionality help to give user the option to search exactly what they are looking for within a defined section.	Low Confidence
Pop up window for trailers	When the user opens a channel on Spotify they can click on the podcast within the channel and a pop up window with the trailer of the podcast will appear from where they can decide to watch the podcast or not.	Can build trust and hook user if the trailer is effectively curated.	High Confidence
Category based filtering with channel page	Option to select one category to filter the podcasts related to that within the channel.	Easy filtration and prevent endless scrolling.	High Confidence
Preferences selection on signup	Similar to Netflix user can provide their preferences when they signup so that they receive better recommendations.	Provides insights into user intent and preferences and helps to narrow down interest areas.	Low Confidence

Solution	Short Description	Key Assumption	Category
Tags on thumbnails	Tag like recently added, new episode, top 10, leaving soon can be added to the podcast thumbnails.	Gives visual queues to the user to select based on their preference.	High Confidence
Search window recommendations	If it's a new user and they have not searched anything, we need to provide recommendations in the search section even if the user has not searched for anything and an option to directly play the podcast from there itself.	Provide bias for action even if the user is not confident of what they want to search.	Low Confidence
Recommendation based on topic post user dropping	If a user drops from a podcast we can provide a you might like dropdown with podcast related to the same or similar topic but with different host and guest.	Interest in a topic can assist cross recommendations to assist the user in selection.	High Confidence
Direct view of episodes instead of channels	Provide the user with direct view of episodes instead of channels so that they do not have to go first select a channel and then select an episode from the channel.	Removing one step in the user journey can help in quick selection.	Low Confidence
Credibility badge for guests	Add a credibility badge for guests if they are renowned experts on the podcast topic.	This might remove hesitation and help the user trust the guest and the value the podcast can provide.	Moonshot
Trust makers by users	Trust markers of why users who listened to the podcast liked the podcast, they need to be displayed under the podcast in boxes, examples - easy to understand, deep conversation, insightful etc.	Social proof can help user to be confident of their selection.	Moonshot
Cross recommendation from music	If the artist that the user listens to appears on a podcast they must be recommended to the user.	Making use of a connection that already exists and providing high intent recommendations.	High Confidence

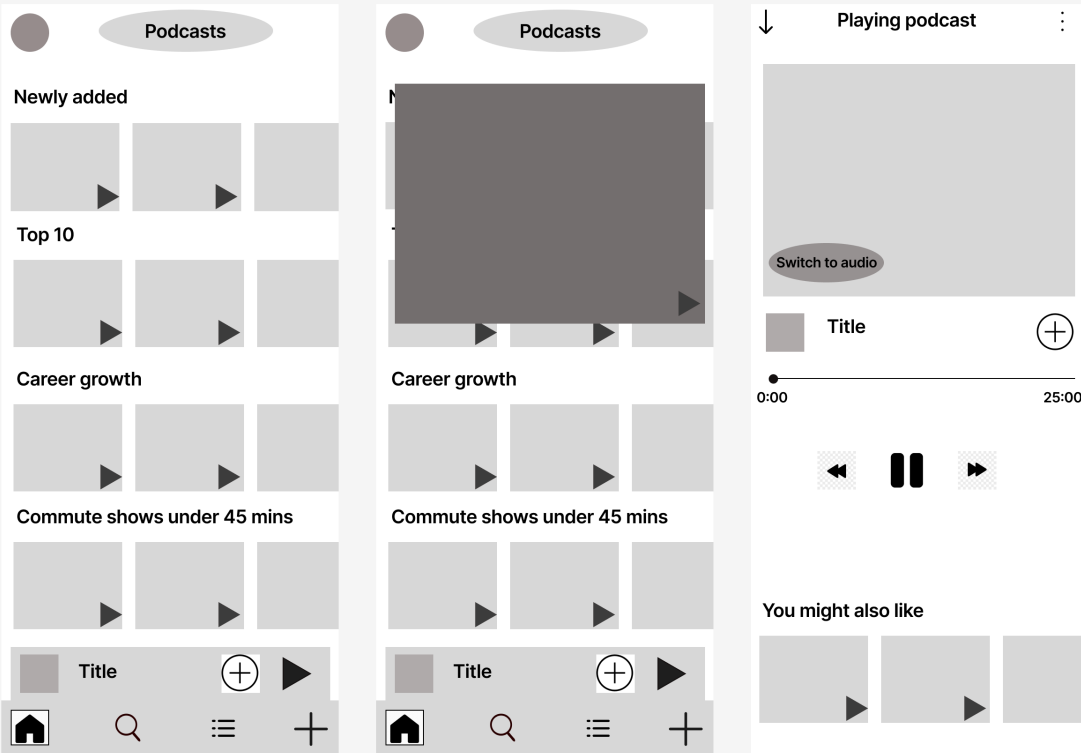
Prioritization:

Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
Describe what you want	3	3	3	3	9	Helps the user to get exactly what they want, will take a long time to build and perfect
Short snippets discovery section	2	3	3	2	9	Promotes the current user behavior on our platform, we already have the snippets just need to create a discovery section and compile them based on user preference
Playlist by influential people	1	3	2	3	2	Creates an aspiration drive if the user likes the individual, difficult to bring individuals on without an incentive
Intent and mood oriented categorization	3	3	3	2	13.5	Better categorization helps user to discover what they want quickly, need to rearrange some categorizations and create new ones

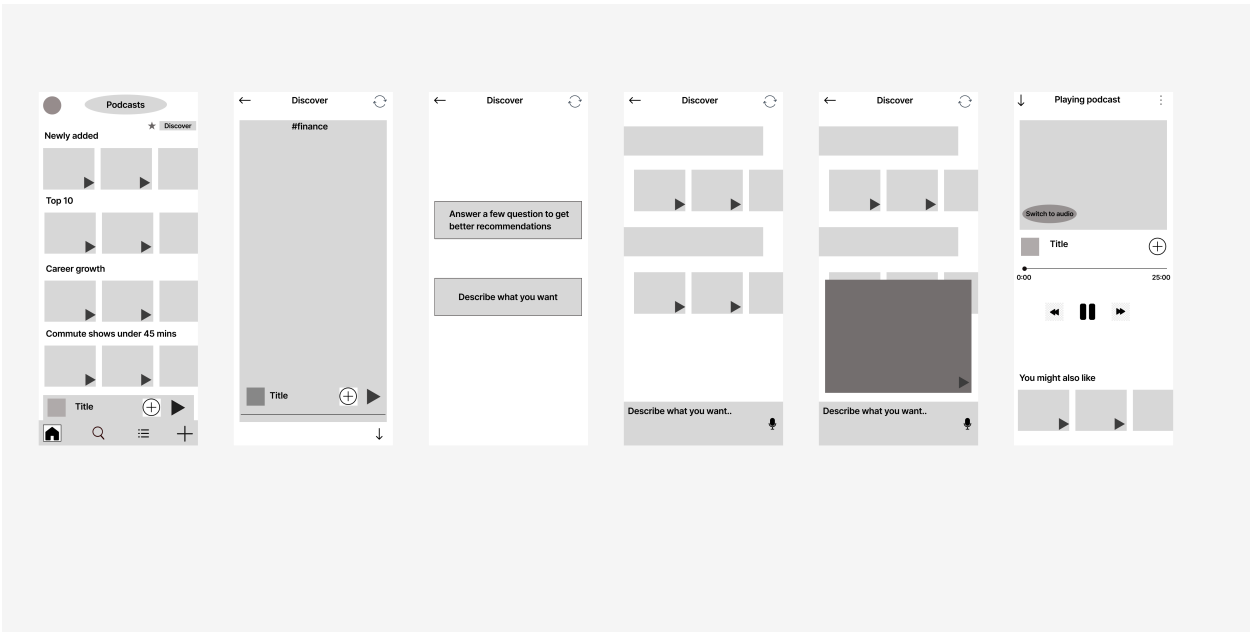
Solution	Reach (1-3)	Impact (1-3)	Confidence (1-3)	Effort (1-3)	RICE Score	Notes
Pop up window for trailers	1	1	1	3	0.33	Gives a glimpse of the podcast but makes the user journey complex, difficult to get compelling trailers
Category based filtering with channel page	2	2	2	1	8	Helps user to filter content within a channel assuming they have decided which channel they want to visit, easy to categories already existing podcast within the channel
Tags on thumbnails	1	2	2	1	4	Helps user to identify content recency or popularity on the thumbnail itself, drives selection bias, easy to put tags on podcasts thumbnails
Recommendation based on topic post user dropping	2	3	2	2	6	Can narrow down recommendations based on topic selection by user, new screens required to view the recommendation to user
Credibility badge for guests	1	1	2	3	0.66	Difficult to define credibility as it might be subjective to user past experience and preferences
Trust makers by users	3	3	2	3	6	Social proof drives selection, difficult to get feedback from users, need to add markers in the podcast display section to draw attention
Cross recommendation from music	1	3	2	1	6	Use of listeners music history to drive recommendation, creates an edge for the platform based on already existing user data

Wireframes:

Intent and mood oriented categorization-



Short snippets discovery section/Describe what you want-



Figma link- <https://www.figma.com/design/bpY4f432dR9drzM9e5BiR9/HelloPM-Assignment-1?node-id=0-1&t=UdbvS4YhSEHneD3H-1>