

Spotify — Emotion-Aware Discovery Features

Product Requirements Document (PRD)

Week 4: Final Submission

1. Project Overview

Project Title: *Reimagining Music Discovery Through Emotion-Aware Experiences*

Objective: To enhance Spotify's emotional discovery capabilities by helping users find songs that match their mood or intent more intuitively — increasing engagement, satisfaction, and listening time.

Problem Statement:

Users struggle to find songs that reflect how they feel because Spotify's current search and discovery systems rely on literal keywords and static playlists rather than emotional or contextual understanding. This results in frustration, repeated searches, and silent switching to other apps — reducing time spent on the platform and weakening emotional connection.

2. User Personas

Persona 1: Aisha Mehta (Engaged Listener)

Aisha, 27, is a marketing professional from Mumbai who listens to Spotify during her evening commute home. Music helps her unwind, lift her mood, and transition into her weekend mindset. She wants to find songs that energize her and reflect how she feels, without having to scroll endlessly through generic playlists.

Pain Points:

- Can't find songs that fit her exact vibe.
 - Feels mood playlists are repetitive.
 - Wants quick, emotion-based song discovery.
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Persona 2: Rahul (Casual Listener)

Rahul likes to take post-dinner walks and listens to music to relax before bed. He often finds it hard to describe exactly what he's feeling and struggles to choose the right songs. He

wishes Spotify could help him identify his mood and suggest music that fits, without needing to type or search manually.

Pain Points:

- Difficulty pinpointing emotions.
 - Mood playlists don't feel personal.
 - Wants a simple way to "feel his way" into the right songs.
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Persona 3: Ruchi (Active Listener)

Ruchi listens to music during her gym sessions and relies on Spotify to keep her energy high. While she enjoys familiar tracks, she often gets bored with repetitive recommendations. She wants more control over how fresh or familiar her next songs are.

Pain Points:

- Feels recommendations are repetitive.
 - Wants variety but within her preferred energy range.
 - Seeks novelty without losing rhythm or motivation.
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3. Prioritized Features

Feature	Description	Priority Level
Vibe Search (Semantic / NLP-Based Song Recommendations)	Enables users to describe their mood or situation in natural language and receive contextually matched song recommendations.	Highest
Emotional Gradient Bar (Mood Selector)	Lets users visually slide across a color-coded mood spectrum on the home screen to discover music that aligns with their emotions.	High
Freshness Slider (Dynamic Discovery Control)	Allows users to adjust how similar or different their upcoming song recommendations are — from familiar to completely fresh.	High

4. Feature Specifications

Feature 1: Vibe Search (Semantic / NLP-Based Song Recommendations)

User Story:

Aisha, who's on her way home after a long Friday at work, opens Spotify to find some happy, upbeat songs as she feels excited about the weekend ahead. She searches for "feeling good and energized" so that Spotify can recommend songs that lift her mood, help her unwind, and get her into a weekend mindset.

User Flow:

1. Aisha opens Spotify and navigates to the Search tab.
2. The search bar prompts: "Describe your vibe... e.g., 'music to recharge after work.'"
3. She types "feeling good and energized."
4. Spotify's NLP engine interprets emotional tone and context (energy = high, mood = positive).
5. A curated list of songs appears with a "Vibe Match %" indicator beside each track.
6. She plays, likes, or saves songs, which refines future recommendations.

Why It Matters:

Transforms search from literal to emotional — making discovery natural, expressive, and deeply personal.

Feature 2: Emotional Gradient Bar (Mood Selector)**User Story:**

Rahul, who likes to take post-dinner walks, wants to listen to some soft, mellow, and relaxing songs. He isn't always sure what exactly he's feeling and often finds it hard to pinpoint his emotions. He'd like Spotify to help him identify his mood so he can pick songs accordingly.

User Flow:

1. Rahul opens Spotify's home screen.
2. He sees a color-coded "Mood Slider" bar ranging from energetic → happy → calm → reflective.
3. As he slides across, mood labels appear (e.g., Calm, Joyful, Peaceful).
4. Selecting "Mellow / Calm" refreshes the home feed with fitting recommendations.
5. He adjusts the slider to fine-tune until it matches his current vibe.

Why It Matters:

Helps users who can't articulate feelings discover songs through emotion, not effort — bridging psychology and design in one intuitive gesture.

Feature 3: Freshness Slider (Dynamic Discovery Control)**User Story:**

Ruchi, who listens to music during her gym sessions, wants to control how fresh or familiar her next song recommendations are. She enjoys discovering new tracks that match her

energy but doesn't want to stray too far from her favorite genre, so she can keep her workouts both motivating and musically exciting.

User Flow:

- 1. While listening, Ruchi opens the “Now Playing” screen.
- 2. A “Freshness Slider” appears below the queue: “How fresh do you want your next songs to be?”
- 3. She sets it to 40–60% for a balanced mix of familiar and new songs.
- 4. The queue updates instantly with live previews of upcoming tracks.
- 5. Spotify learns from her skips and likes to personalize her future freshness range.

Why It Matters:

Solves one of Spotify’s biggest frustrations — repetitive recommendations — by giving users direct, interactive control over their discovery experience.

5. Success Metrics (KPIs)

Metric	Goal	Rationale
Recommendation Accuracy	70% of users pick at least 2 of the top 3 recommended songs from Vibe Search results.	Core measure of emotional and contextual match quality.
Engagement (Time Spent Listening)	Increase average listening duration per session by 10–15%.	Reflects better mood alignment and longer sustained sessions.
Feature Usage	Achieve 5% adoption of new features (Vibe Search, Mood Slider, Freshness Slider) within the first month of rollout.	Early validation of user interest and usability.
Search Success Rate	Decrease “search retries” or “abandoned searches” by 20%.	Measures if users find what they want faster and more intuitively.

North Star Metric:

Time Spent Listening (TSL) — since improved emotional discovery keeps users engaged longer and strengthens Spotify’s core value loop: “Find → Feel → Stay → Share.”