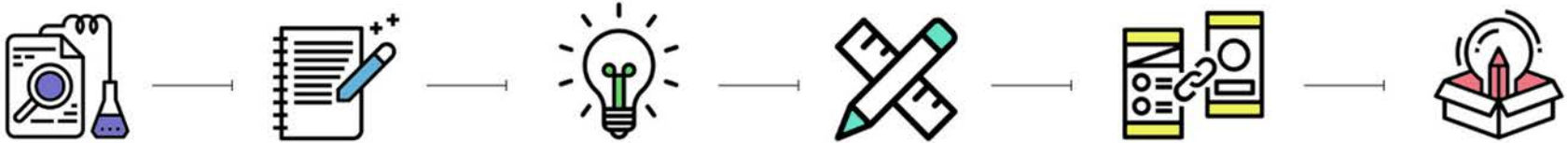
NEW BLOOD SPOTIFY

Process Book

Juicy Berries - Drew, Ed, Rhodie, Elizabeth

DESIGN PROCESS



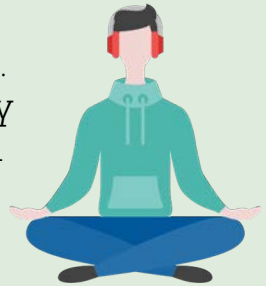
Research → Define → Ideate → Design → Prototype → Iterate

RESEARCH

-Market Research-Competitive Analysis-Provisional Personas

MARKET RESEARCH FINDINGS

The average user listens to approx. 40 unique artists per week, largely through Spotify's **personalized** and editorial playlists.



Discovery, Diversity, and Tilt.

Over half of users are younger than 35 and almost half of users are
paid subscribers.

Users want to connect with their favorite influencers and brands through music.

COMPETITIVE ANALYSIS

Direct Competitors

MUSIC

Overview
Music streaming service developed by Apple. Ranks as one of the highest used streaming services along with Spotify. Similar price model to Spotify.

Strengths
— Apple music integrates with iTunes library, seamless for Apple device users.
— Apple has the largest music catalog.

Weaknesses
— Apple has a few of personalized playlists that update weekly. It's similar to Discover Weekly, but not as personalized.
— Apple music doesn't work on any Google home or Alexa products. Only Apple Homepod

TIDAL

Overview
An artist-first streaming platform created by Jay Z. Has fewer followers than other major streaming service but relies heavily on its special access to major artists like Beyonce and Jay Z. Tidal has a store where you can purchase albums.

Strengths
— Artist to user relationship is very strong. Users may feel like this is the best way to support an artist.
— Best sound quality. Quality is most like the recorded version.

Weaknesses
— Only has a paid version

music | unlimited

Overview
Music streaming service from Amazon that can be bundled with other Amazon subscriptions.

Strengths
— Integrates with Amazon Echo and Alexa
— Offers "Side by Side" that syncs artists commentary while you listen to music

Weaknesses
— You don't yet have the option to follow friends

Indirect Competitors

YouTube Music

Overview
Google/YouTube creation. Very similar interface design to Spotify. Similar pricing model. #1 method of listening to music for free.

Strengths
— Location history that will populate playlists based on where you are.
— Includes live concerts, tv appearances, and other video content.

Weaknesses
— Playlist generator can be a bit spotty and puts seemingly unrelated songs together.
— It's a late-comer in the game when people have already committed to one of the othe major streaming services and customized it to their tastes.

SOUNDCLOUD

Overview
Similar to YouTube, empowers users to be creators and allows them to upload and share their own content. Many rappers get their start on SoundCloud and YouTubers often look their first for music without copyright infringement.

Strengths
— Easy navigation: easy leave comments or read comments on tracks.
— Flow of feedback, users have flexibility when sharing feedback on music.
— Users can manage their comments and community comments with the ability to delete and leave comments on tracks.
— Up and coming artists are much more easily available.

Weaknesses
— Have to use a third party to download music to your phone.

ASK

-Get users to share their life through Spotify.

-Make the listening experience a social one.

- Include influencers of all types to share their experiences and moods.

AUDIENCE

SOCIAL TREND SETTERS

MASTER CURATORS

INSIGHTS

- Spotify has 320 million users worldwide, 144 million of them being paid subscribers
- Humans love sharing things that are important to them in hopes of validation
- Users want to connect with friends, family, and artists
- Music expresses moods and experiences

PROBLEM

- Spotify users already listen and share music, but that is where the interactivity stops
- Music is personal, but there is no way to personalize sharing music

HMW

Finding Songs

HMW make it faster searching for song based on an experience?

hmw help users find a specific song they want to listen to w/o leaving the platform?

Sharing specific moments easier

HMW make the social media sharing experience more engaging?

HMW help people share the impactful moments of podcasts easier?

Breaking Norms

HMW create a campaign that involves influencers in a way that breaks barriers and creates trends?

HMW make the service be able to connect to people worldwide and not make language a barrier?

Comparing User with Friends/Artists

HMW help users learn about what playlists their friends are listening to? - mutual songs

HMW compare users taste and playlists to their favorite artists, creating a unique bond not offered by competitors?

- HMW help people share the **impactful** moments of podcasts and music easier and more engaging?

In my feels
Spotify

- Tab in the Spotify app that allows users to share highlighted sections from their favorite songs or podcasts.
- Add the song to a playlist that fits the mood, or create a customized visualizer for the clip.

RESEARCH

- 8 responses
- Ages 17-22
- Varied user experience with Spotify
- When asked, 100% said they understood the concept
- 5 out of 8 agreed that sharing was the most important aspect of this feature

Kaitlyn Mitchell: 22-year-old College Student- Graphic Design Major

Do you understand the overall concept?

- Yes, it seems like an amalgamation of several features that already exist within music sharing.

Would you use this feature if available on Spotify?

- Probably not since I can do this exact thing on Instagram already. The only thing I find interesting is the ability to tag notes to songs...but I don't think I would do it about feeling but rather memories or concepts.

Do you understand the functions?

- Yes

What are some things we can do to simplify the process?

- There is already a share feature. I would like if the audio would go with it when sharing to Instagram so I didn't have to add the audio through Instagram myself.

What are the least important functions, if any?

- The mood portion. I wouldn't use it.

What is the most important function?

- I like the ability to write a little note for a song and have that in my playlist

Is there anything in the prototype you do not understand?

- No

Molly Miller: 17-year-old High School Senior

Do you understand the overall concept?

- Yes, it reminds me of a quote wall.

Would you use this feature if available on Spotify?

- Yes, I like the ability to share the clips to friends and saving the parts that are the most meaningful.

Do you understand the functions?

- Yes

What are the least important functions, if any?

- I like the playlist on the moods, but I probably would not down write a moment because it seems time consuming.

What is the most important function?

- Sharing the clips with friends and social media.

Is there anything in the prototype you do not understand?

- No

Olivia Rosenberger: 20-year-old, Manager of Retail Store

How do you use Spotify?

- Keeping up with favorite artists and keeping an eye out for new music
- Will create playlists for different activities during the day; driving to work, cleaning, cooking, etc.

Does this overall concept make sense?

- Yes

Do any steps seem redundant?

- Not really, but it could get confusing switching from the clips to the visualizer.

Would you use this if it were a feature?

- Yes, I love the idea of clipping what sticks out to me the most.

What is the most important function?

- The sharing aspect, although I can see myself playing around with the visualizer.

Is there anything in the prototype you do not understand?

- No

David Dufour: 20-year-old, Writing Major and Musician

How do you use Spotify?

- Listening to music daily
    - Create playlists that fit whatever mood he is in and listens to them on drives mostly

Does this overall concept make sense?

- Yes

Do any steps seem redundant?

- I don't think so, but I don't know how often I'd use the visualizer.

Would you use this if it were a feature?

- Yes, I already have lines of songs I'd clip if this were real.

What is the most important function?

- Being able to share

Is there anything in the prototype you do not understand?

- No

Ana Chestaro: 22-year-old, Graphic Designer

How often do you use Spotify?

- I listen to music everyday, as soon as I wake up.

How did you learn about Spotify?

- I guess it just kinda happened. I heard from friends first, and then started to see ads online.

What type of account do you have

- Paid Premium account.

Do you think this feature is for you?

- Music has always been a big part of my life, and I would love my friends to know that too so yeah!

What's the strongest asset behind the concept?

- I think it would be the addition of personal notes. Those might come in handy to bring memories back to life. Also the filtering by moods.

Would you improve anything judging from the prototype?

- When it was asking on how did this make me feel? It felt like if i was filling out a survey, and it didn't feel like Spotify.

Lea Porcaro: 20-year-old, Design for Sustainability

How often do you use Spotify?

Whenever I am hanging out with friends and family. I barely listen to music on my own.

How did you learn about Spotify?

- My friend told me about it.

What type of account do you have

- Paid Premium account.

Do you think this feature is for you?

- As interesting and as catered it might be to a big part of your target audience, I don't really care that much about music, making this feature somehow pointless to me.

What's the strongest asset behind the concept?

- Giving users the freedom to share their thoughts as they listen to a song or podcast, and as their friend, others get to find out about their music taste and moods.

Would you improve anything judging from the prototype?

- Again, not really for me.

Zeid Salfiti: 20 year old Illustrator

What is working with this idea?

- Allowing clipping is a great idea.

What is not working with this idea?

- I think the design is too far, some people may not use it or it takes too long to share. I feel I wouldn't use all the features, such as the typing in my feelings but can see people doing that.

How would you improve this?

- Automatically build colors rather than having the individual choose it. (but use a 3 color gradient pulling from most used colors in album cover.
- Lyrics could be a good option for people without a speaker
- Typing additional mood is optional

Seth McCachern: 20 year old Graphic Designer

What is working with this idea?

- I would use this for sorting clips, I like that idea. I would likely use this to send memes, and take clips of songs to build into memes.

What is not working with this idea?

- I personally would not use the customize function, but i see how some people would want to. Allowing customization would feel more personalized..

How would you improve this?

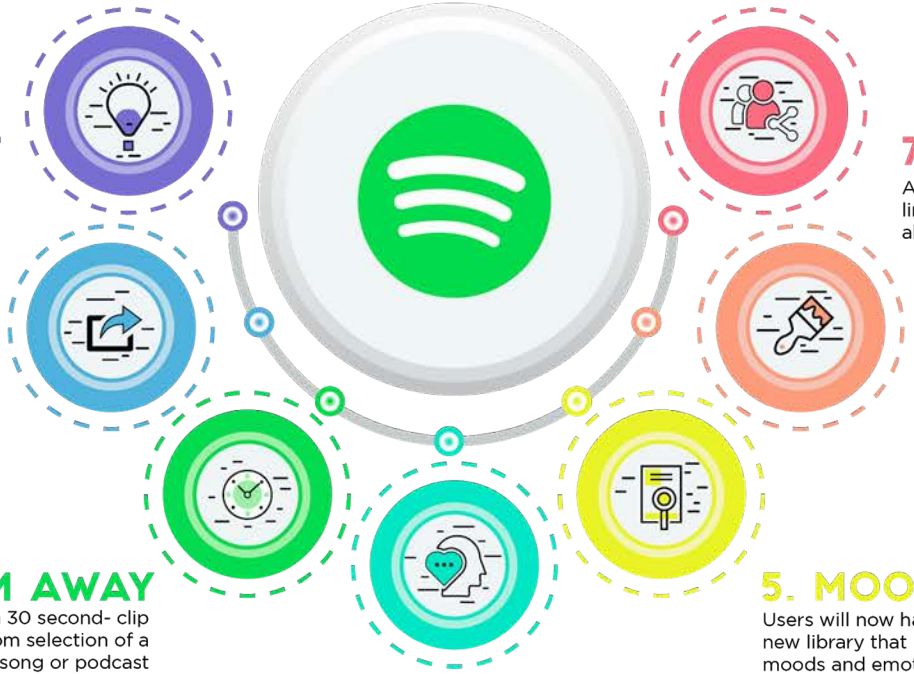
- Would like sorting by song lyrics or podcast lyrics.
- Community made visualizers

ECOSYSTEM

Ecosystem

In my feels
Spotify

USER JOURNEY



1. EUREKA EFFECT

Users have an emotional connection with a song or podcast.

2. SHARING TIME

Users press the share button to share a specific moment of a song or podcast.

3. TRIM AWAY

Users may select a 30 second- clip or a custom selection of a song or podcast

4. FEELINGS MATTER

After users made their custom selection, they'll have the opportunity to write how that song or podcast made them feel after listening to it.

5. MOOD POWERED

Users will now have access to a complete new library that is filtered based upon moods and emotions.

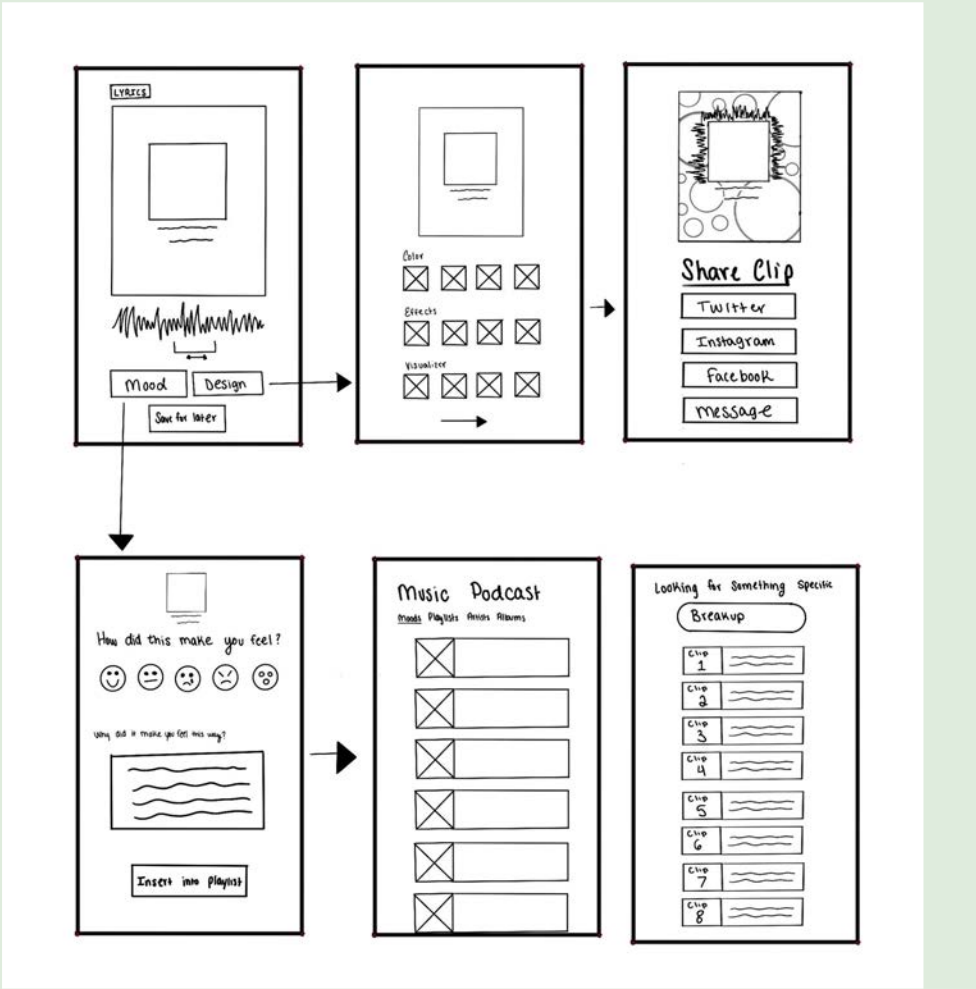
6. MAKE IT YOUR OWN

From different colors and patterns, users will customize their Audio Visualizer to make it more personal before they share.

7. SHARE THE MOOD

A custom Audio Visualizer as well as tags and links to the song or podcast's time code, allowing for extended listening.

WIREFRAMES


LYRICS
Mood
Design
Save for later
Color
Effects
Visualizer
Share Clip
Twitter
Instagram
Facebook
message
How did this make you feel?
Why did it make you feel this way?
Insert into playlist
Music Podcast
Moods Playlists Artists Albums
Looking for Something Specific
Breakup
Clip 1
Clip 2
Clip 3
Clip 4
Clip 5
Clip 6
Clip 7
Clip 8

THANK YOU!