



# Spotify Social

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# Problem Statement

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How might we enhance  
Spotify's social features....

# Competitive Research



	 <b>Music</b>	 <b>YouTube Music</b>	 <b>DEEZER</b>	 <b>TIDAL</b>	 <b>SOUNDCLOUD</b>
<b>Free Use Service</b>		X	X		X
<b>Collaborative Playlists</b>		X	X		
<b>Ability to Share Within Software</b>		X			X
<b>Message Feature</b>		X			X
<b>Real Time Friends Activity</b>	X				

# User Research



## Target Audience: Spotify Users

### 4 user interviews

### Interview Questions:

- What is your overall experience with Spotify or other music streaming service apps?
- What are some shortcomings or flaws of music streaming service apps?
- How often do you listen to music per day? And on what devices do you listen to music?
- When you last discovered new music that you liked, where do you find it and how?
- How do you go about sharing music with others?
- What is your experience in sharing music?
- What would you say is your experience with social media?
- Do you have a favorite social media app that you post to or interact with regularly?
- What are some shortcomings or flaws of social media?

# Research Findings

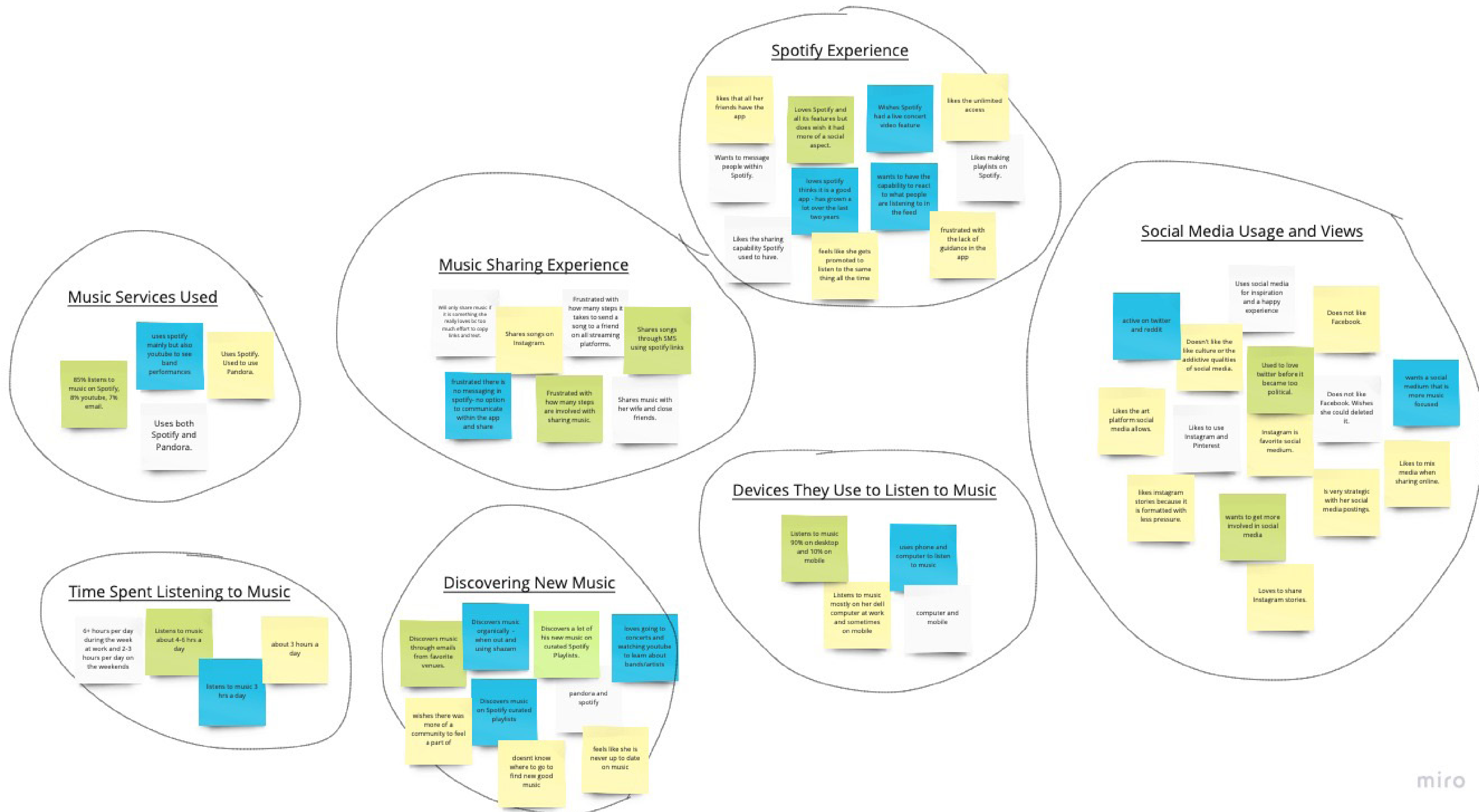


## Interview Takeaways

- Users solely use Spotify but sometimes use Youtube
- Spotify is missing that “community feeling”
- Spotify needs a message and notification feature
- Majority of new music discovered happens within Spotify
- Sharing anything from Spotify is a hassle
  - requires multiple steps and devices
- Users tend to only share music with a select few
- Spotify is mostly used on desktops for at least 5 hours a day
- Instagram and Twitter are favorite social medias



# Affinity Mapping



# Revised Problem Statement

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How might we enhance social features within Spotify by creating in-app sharing functionality that allow users to communicate and share music hassle free.””

# Persona



“ Music is a social experience!

## ABOUT

Julie is what you might call a “music aficionado”. When she is not behind her desk at work she is at a concert or a local music gathering supporting local artists. She grew up in a family full of musicians and knows the importance of supporting fellow artists. Julie loves to share her new music discoveries with friends but has a difficult time doing so in her music streaming app – Spotify. All of her friends use Spotify, so she would like to share her new music discoveries seamlessly in the app.

## GOALS AND NEEDS

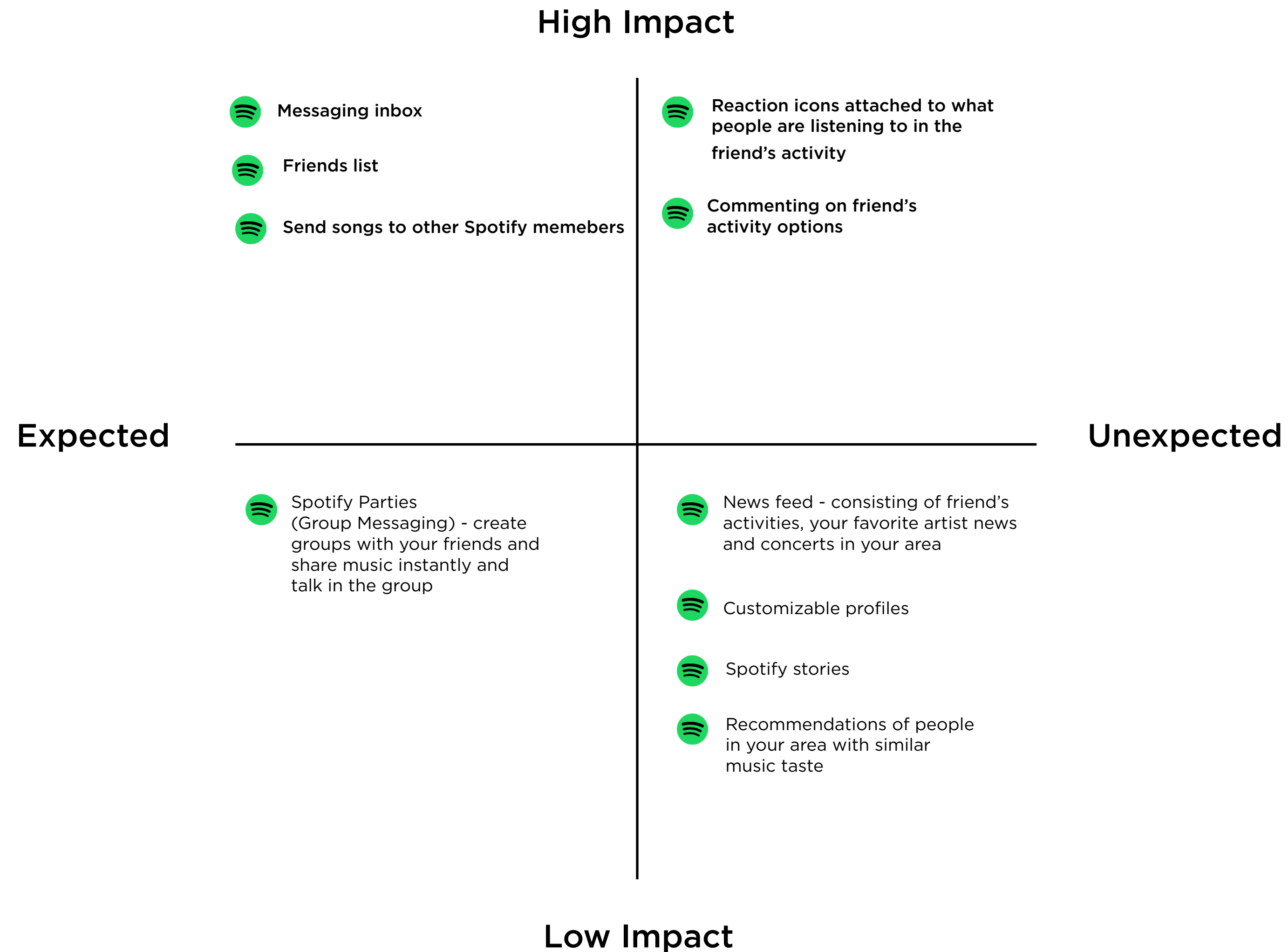
- Share music within the Spotify app with friends
- Help local artists gain a solid following
- Loves seeing what friends are listening to and talking to them about it
- Hates you cannot message

## BEHAVIORS

- Listens to music 4-6hrs a day behind her desktop at work
- Hikes and bikes to see the Seattle area and meet new people
- Loves going out with friends
- Plays the guitar



# Feature Prioritization



# Early Sketches



① Becky and Julie love to share music from Spotify.

② Becky mostly uses her desktop when listening to Spotify.

③ Becky found a great new song to share with Julie.

④ Since she is on her desktop she drops the song to Becky in her top friends list.

⑤ Spotify asks her if she wants to add a comment and start a message with Julie before pressing send.

Send Ariana Grande song  
To: Becky  
Add comment love this song

Top Friends  
Becky

⑥ Julie receives notification on her phone.

⑦ Julie goes into app and clicks inbox (if she doesn't click the notification first).

⑧ Julie gets the song in a chat - she can now click it to play it and add to her playlist and respond to Becky.

Home

Friends  
Top Friends  
Becky

Ariana Grande Artist

Songs

7 Rings Ariana Grande

7 RINGS

Friends  
Top Friends  
Becky

Songs

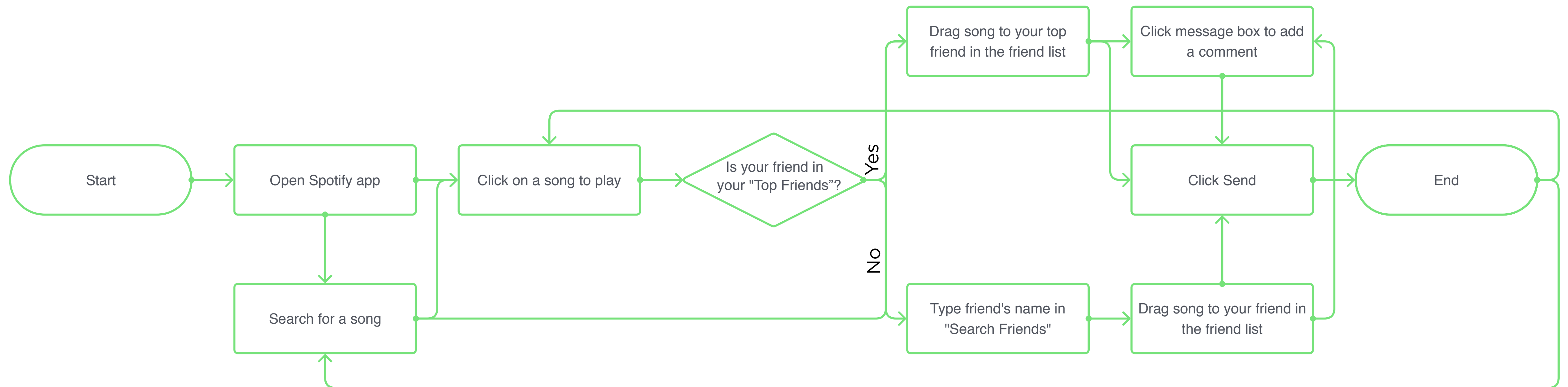
7 RINGS

Friends  
Top Friends  
Becky

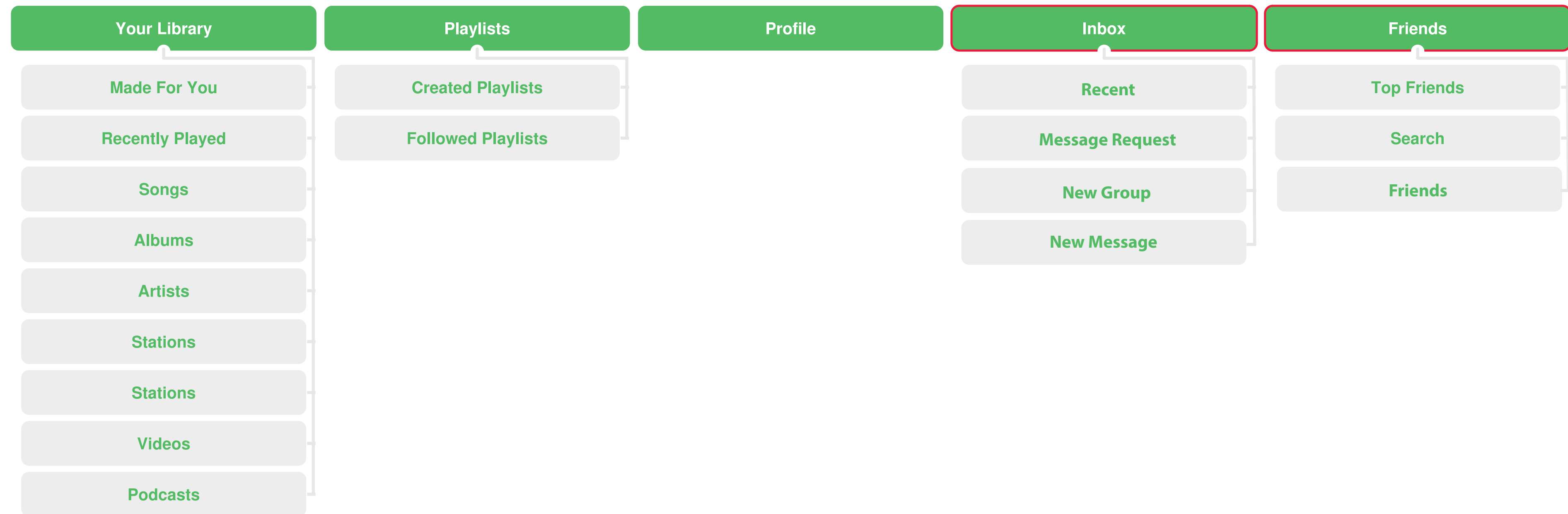
7 RINGS

Friends  
Top Friends  
Becky

# User Flow



# Sitemap



# Usability Testing



## 4 rounds of testing

### Task Scenario:

You just saw a band at your favorite venue and heard a song that reminded you of your best friend (Josie). Find “Don’t Delete The Kisses” by Wolf Alice and share it with Josie in Spotify.

### Data:

\* At the time, Sketch prototype did not allow the ability to simulate the drag and drop feature so the feature was made clickable \*

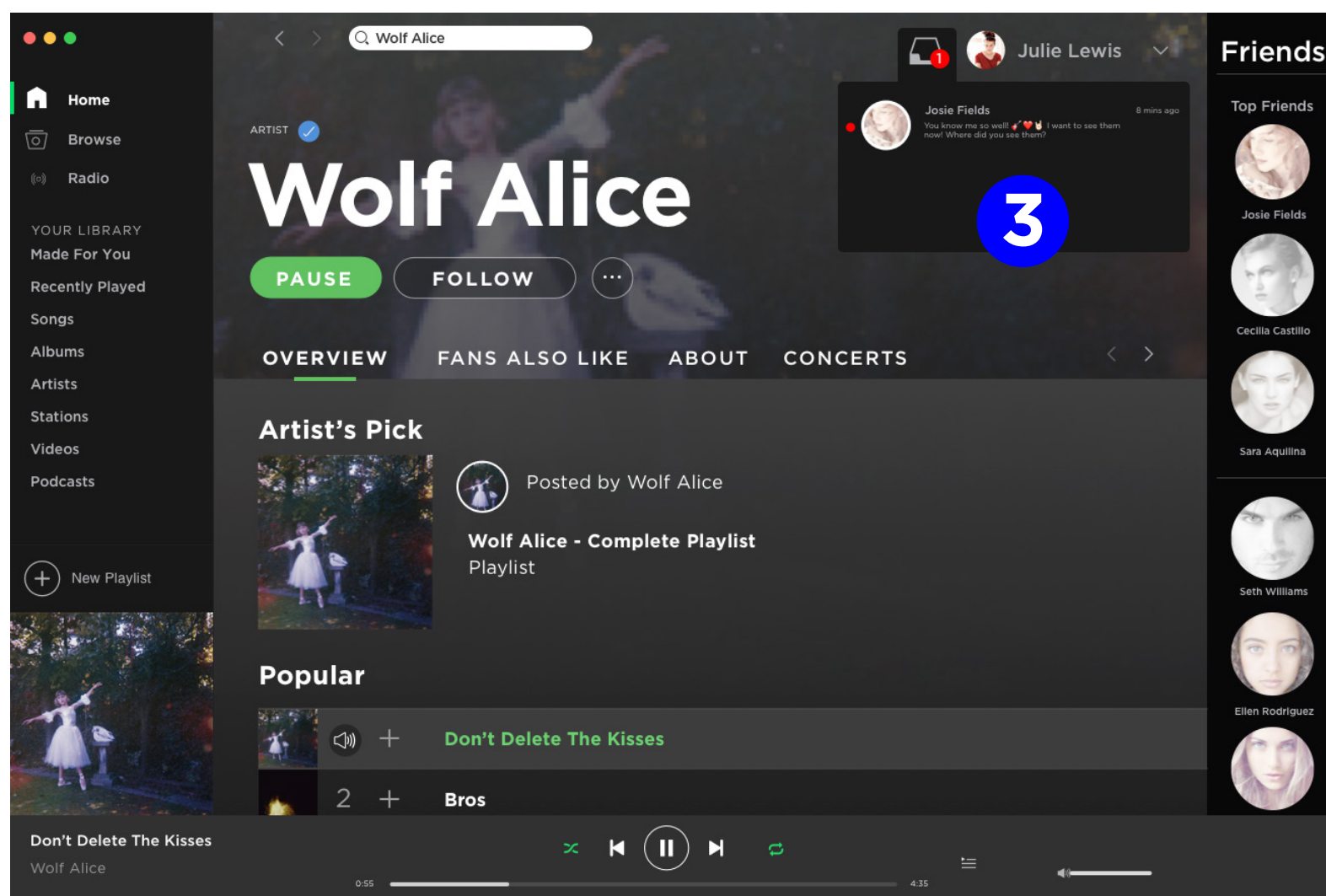
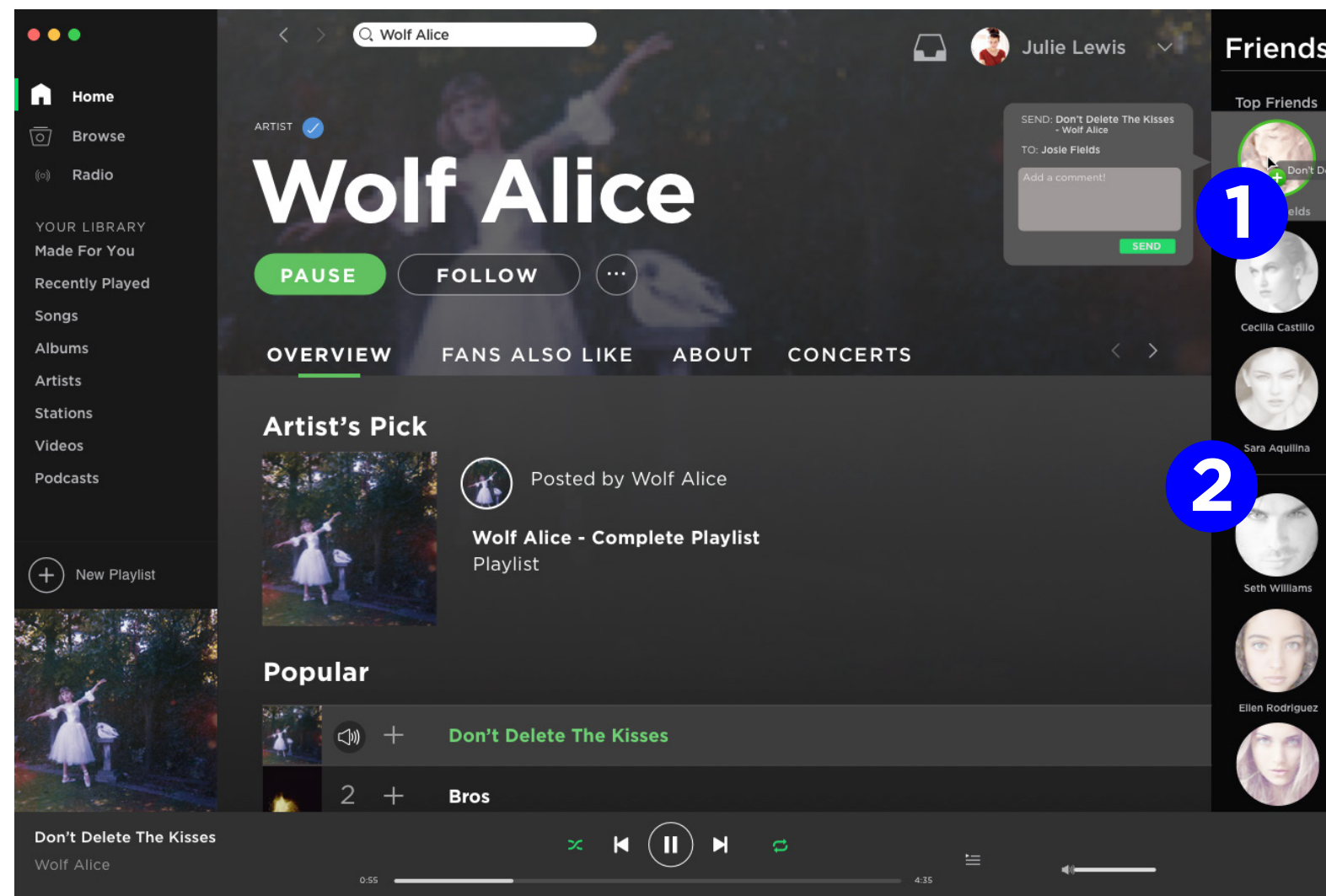
The **first user** was able to accomplish the task but it took her awhile because she could not drag and drop and was confused were to click to drag it. It made sense to her once she completed it. She suggested to inform the users upon updating that this is a new feature. She also pointed out there should be a search feature in the friends list.

The **second user** completed the task without any difficulties or questions. Where things laid made the most sense to her to drag and drop.

The **third user** successfully accomplished the task but wanted to grab the song without playing it first.

The **fourth user** had some lag because he wanted to share like normal - right click to share - but completed the task once he saw an easier way. He suggested to have the messages in one place but give users the option to not have to leave the page to reply. A pop up message feature like Facebook would help not interrupt users.

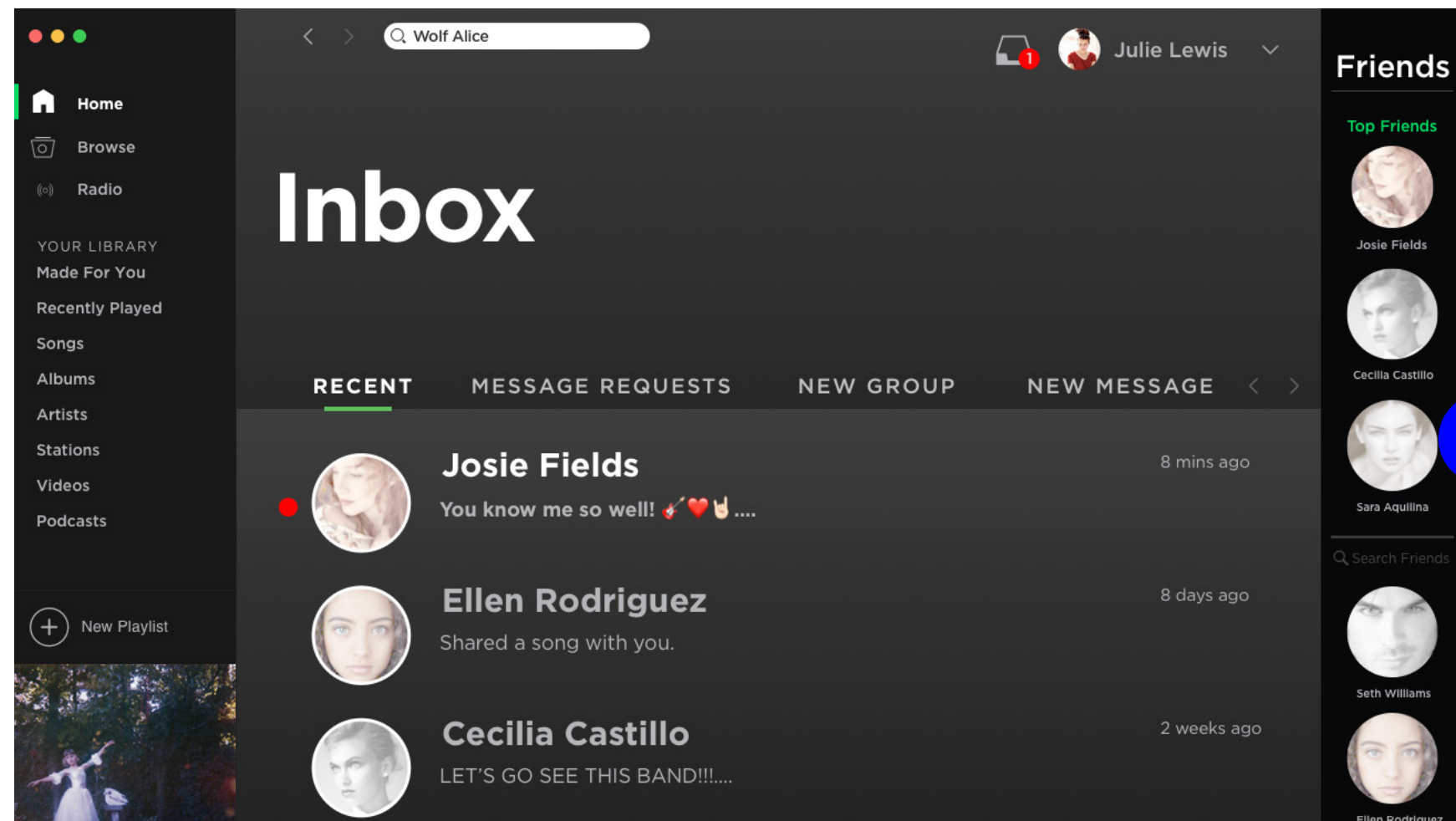
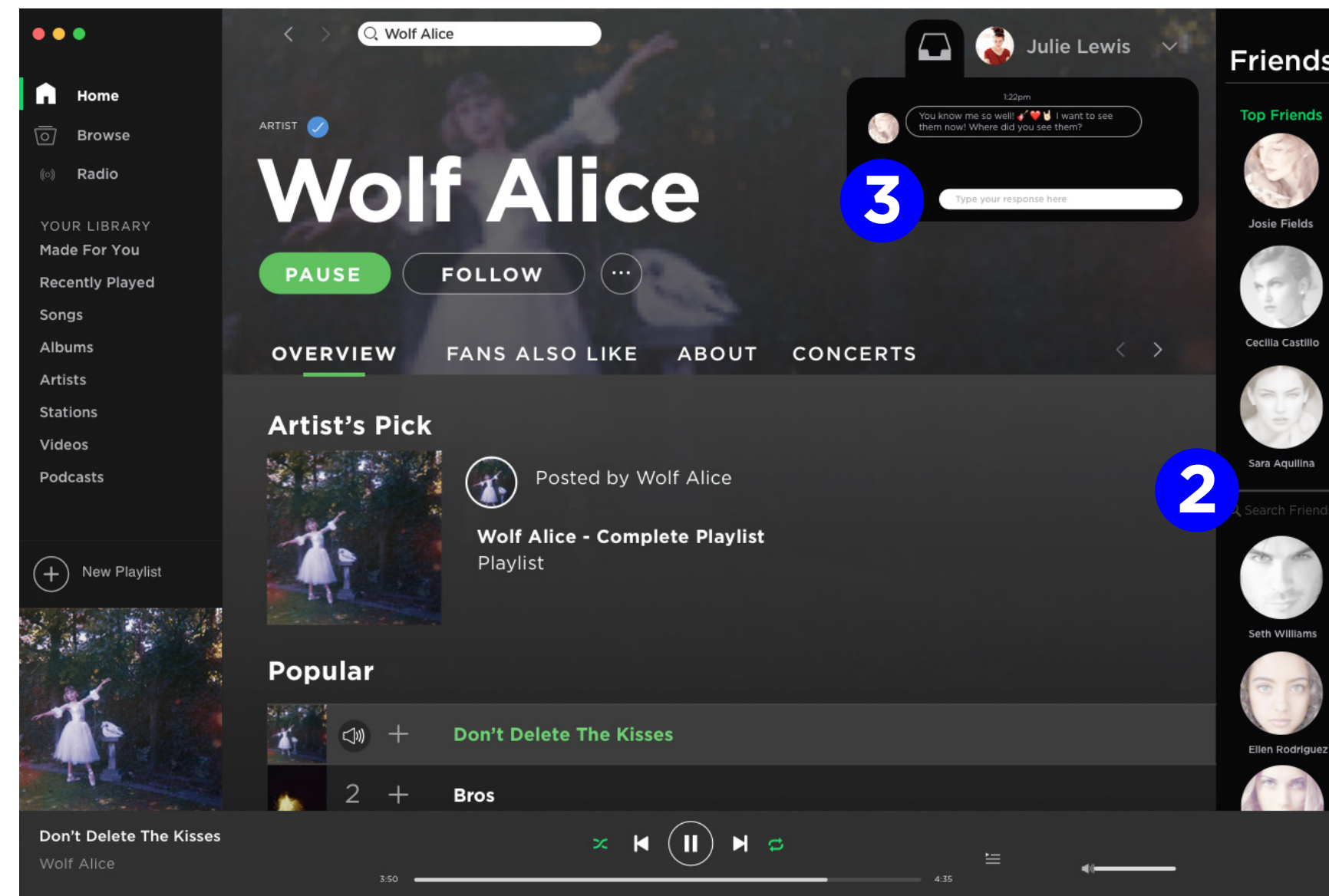
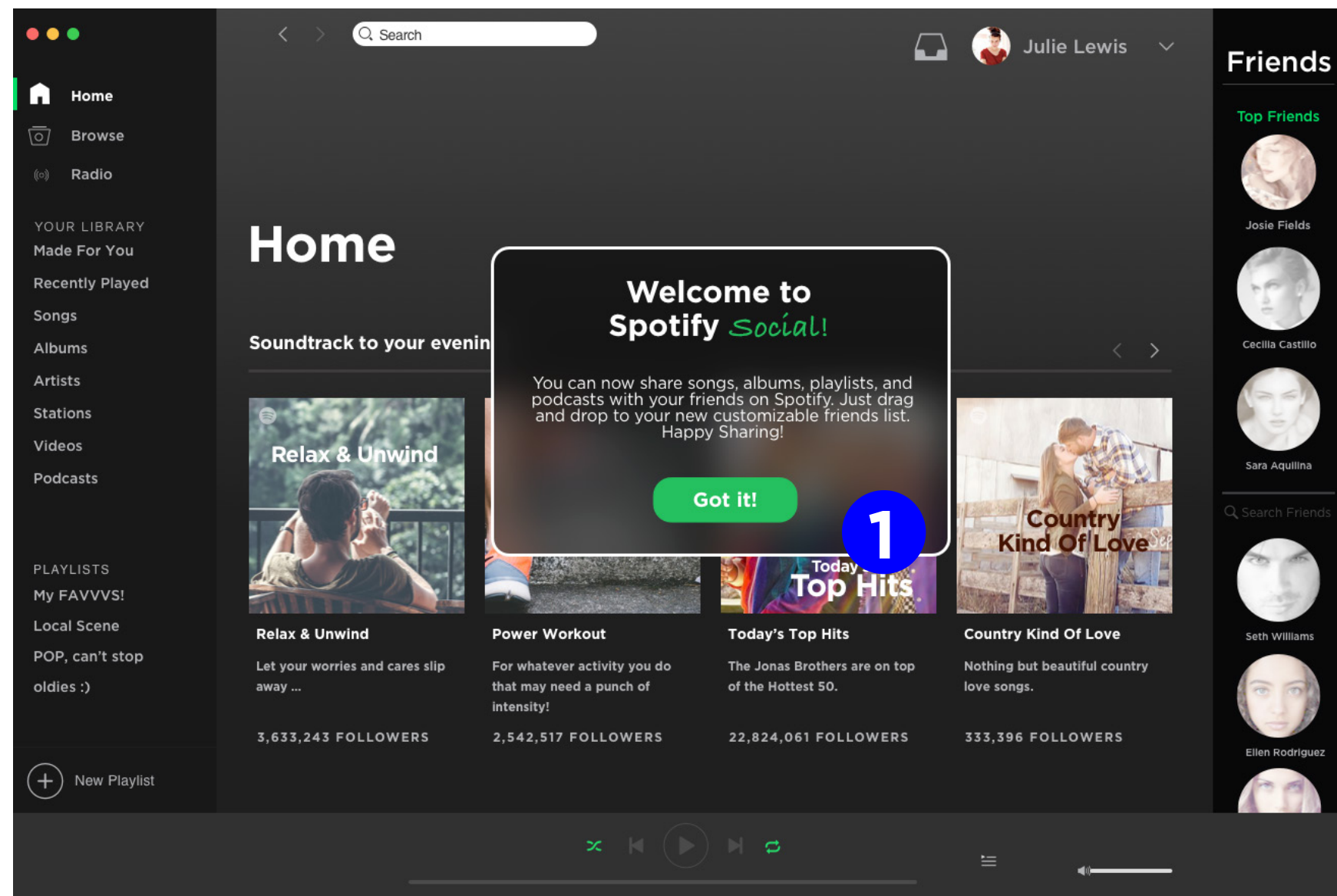
# Wireframes



## Annotations:

1. Inform users that the drag and drop is a new feature.
2. Add a search feature in the friends list to find ones that are not readily available.
3. Add a pop up message feature so users do not have to go to another page and interrupt what they are doing to reply to messages.

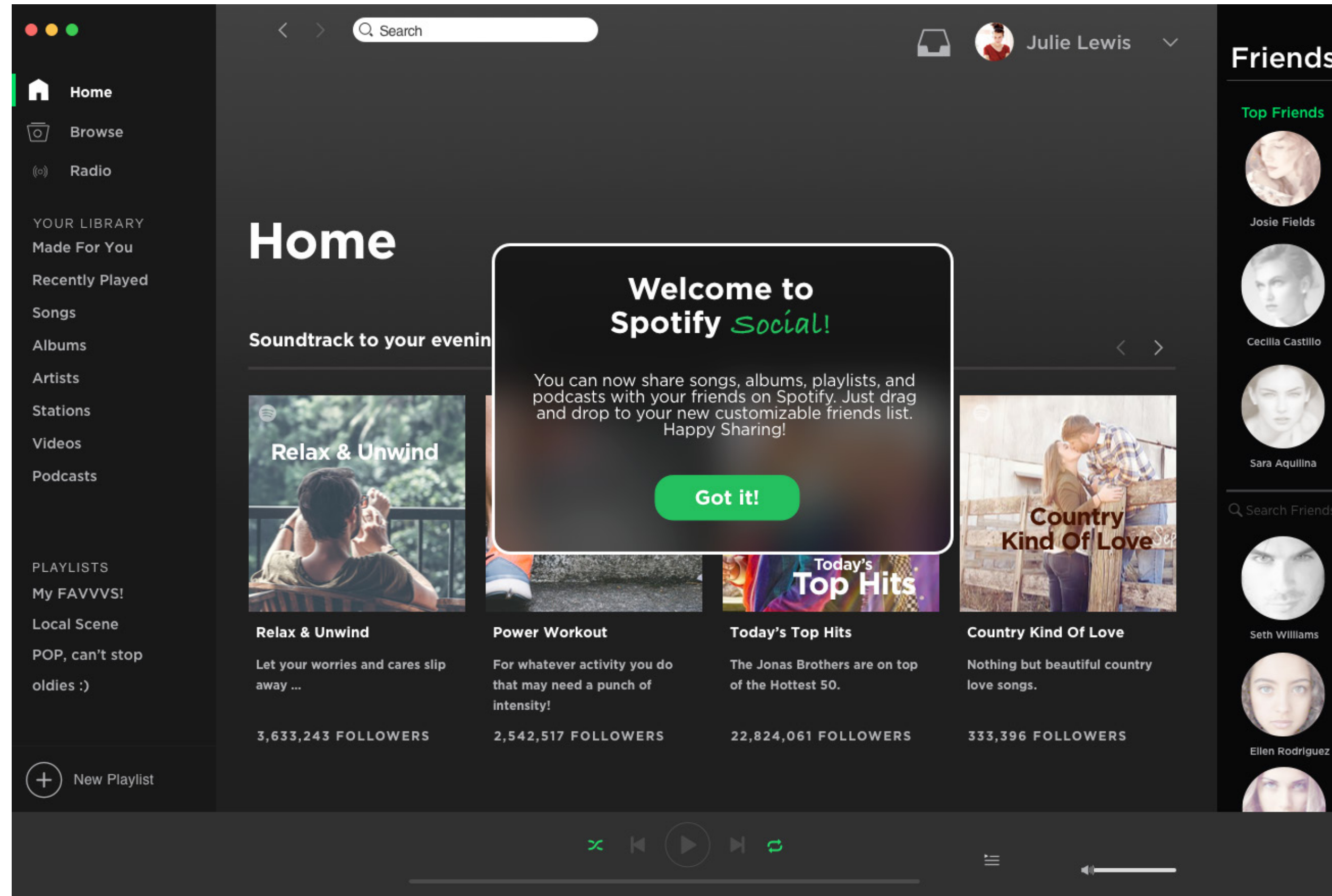
# Revised Wireframes



## Annotations:

1. Added a pop up of the new feature for users
2. Added a friends search bar
3. Created a pop out messaging window so users can move through the app and message people at the same time
4. Made an inbox page to see all your messages in one place

# Prototyping



<https://sketch.cloud/s/eoD4m/bg5EooO>





**Thank  
You!**

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