



# SPOTIFY

Spotify is a digital music, podcast, and video streaming service that has access to millions of songs and other content from artists all over the world.



## 01 | HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

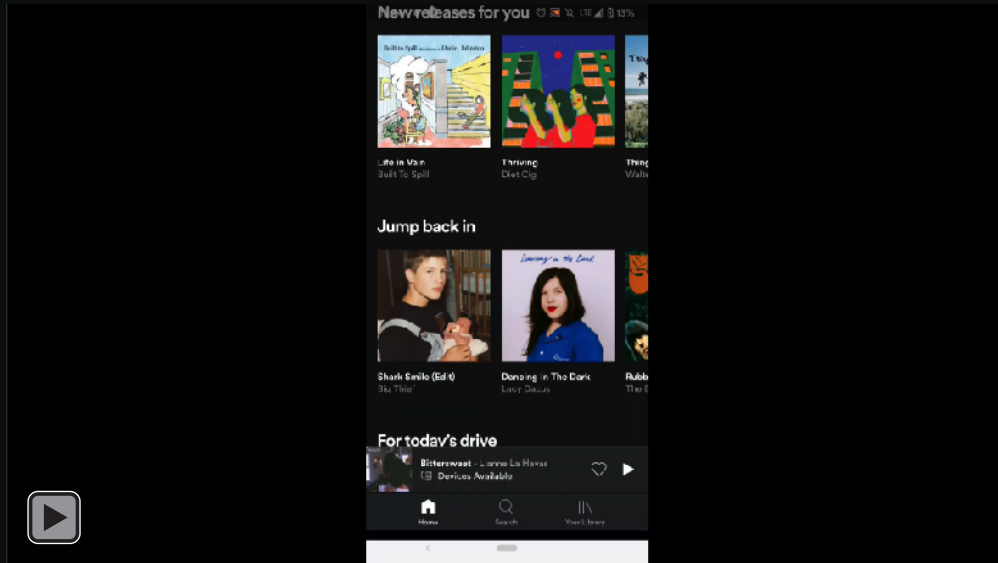
11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION



# HEURISTIC EVALUATION



## 1. SENSORY OVERLOAD WITH OPTIONS

Challenge: Aesthetics and Minimalist Design

## 2. PLAYLIST NAMES LACK CLARITY

Challenge: Consistency and Standards

## 3. USER RESTRICTED IN RECS

Challenge: Flexibility and Efficiency of Use

## 4. SOCIAL FEATURES OUTSIDE OF

Challenge: Flexibility and Efficiency of Use

01 | HEURISTIC EVALUATION



**02 | COMPETITIVE ANALYSIS**

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION

# COMPETITOR ANALYSIS

## APPLE MUSIC

### ♥ Strengths:

- Connects directly to apple phone's music library
- Has a connect feature to follow artists and friends
- Exclusive artist content
- Free Trial

### 💬 Weaknesses

- Shuffle feature rotates same pattern
- Limited social channels
- Recommendations algorithm is poor
- Confusing interface, design is messy

## YOU TUBE MUSIC

### ♥ Strengths:

- Smart Search with Google's AI
- Extensive music collections
- Music recommendations

### 💬 Weaknesses:

- Audio Quality
- Too many / Too long Ads
- No Podcast Streaming
- No Shuffle or Repeat buttons on play screen

## PANDORA MUSIC

### ♥ Strengths:

- Best-in-class at song recommendations
- Simple & minimal functionality
- Makes playlists by "curators" e.g., D J's
- More affordable (\$5 a month)
- Voice commands

### 💬 Weaknesses:

- Brand associated with Web 1.0
  - Impossible to self-curate
  - Not on-demand
- Weak social sharing options

## OTHER COMPETITORS:

- Google Play Music
- Amazon Music
- Tidal
- Sound-cloud
- AM/FM radio

01 | HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS



**03 | INTERVIEWS**

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION

# INTERVIEWS

## OBJECTIVES

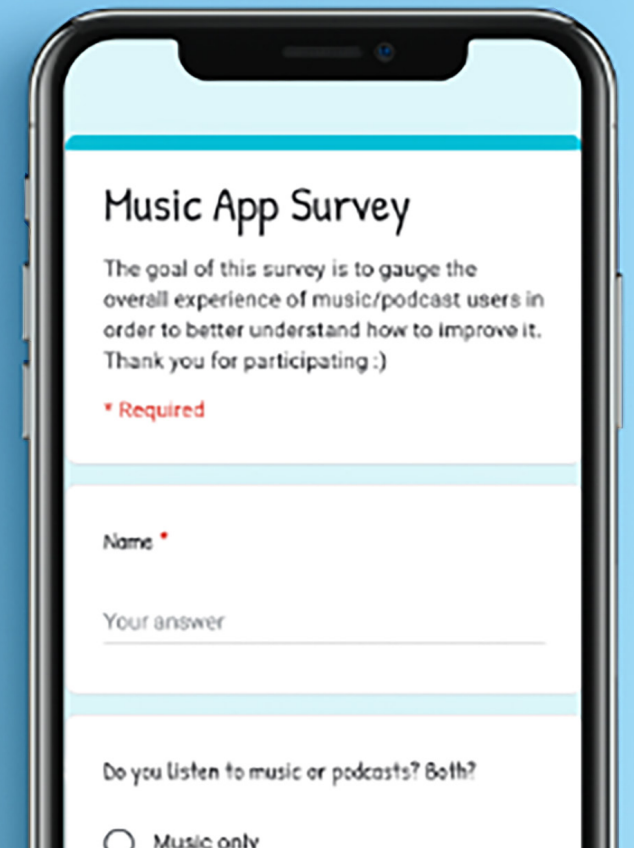
- Understand what is important to users
- Determine the emotional and subconscious needs of the user
- Gain insight into how users behave and their needs
- Uncover unmet needs and challenges that we may be unaware of

## INTERVIEWEES

Over 20 interviews taken place in New Jersey and different parts of Brooklyn a wide range of people were interviewed. With a large focus in getting subjects from the Gen Z/Millennial age range as well as parents. Also did a survey to get more insight from users.

## KEY FOCUS

1. Finding out what apps people prefer to use and why?
2. What ways do people discover new music / podcasts?
3. If people have a preference over podcasts / music.
4. How do music/podcast tastes change depending on activity/time of day.



# KEY USER NEEDS

## PASS THE TIME AND BE ENTERTAINED

*“I listen to podcasts during my commute. So that’s probably like an hour and a half. Plus, if I’m at home cooking or cleaning, I like to have it on in the background.” - Female, 27*

*“I listen to music a lot. I’m just like walking on the streets to and from work, and while I’m working too” - Female, 25*

*“Listening to music helps pass the time at work / other tasks like commuting” - Phillip, 40*

## FEEL A COMMUNITY CONNECTION

*“My daughter is like that, she loves to make us CD’s of the things we love and put new music on there.” - Male, 60+*

*“Sometimes I just go and check on my friend’s most recently played (on Spotify) to see how she’s doing” - Female, 24*

*“I create music with my band mates / friends as a way to feel more apart of the music scene” - Matt, 50*

## LIVEN UP EVENTS OR SET A MOOD

*“Yeah, so I just listen to things that match my mood like on Spotify, my playlists are like by season and by mood.” - Female, 24*

*“Sometimes, when I am on my way to church I’ll listen to some Christian rock” - Female, 32*

# KEY BEHAVIORS

## MOODS DICTATE CHOICE

Sometimes, moods like “chill” and “relaxed” can impact the type of music or podcasts users want

## EVENTS DICTATE CHOICE

Some users related they will listen to Gospel music before church, or listen to a dance playlist before the gym

## TIMING IS KEY

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### COMMUTES ARE HUGE

Almost all mentioned commuting as a key time for consumption (subway, car, etc)

### AFTER WORK IS UNWIND TIME

Tastes change for users after work, as they transition from cerebral podcasts to more comedy, true crime, or long-form journalism

### PODCASTERS RARELY LISTEN AT WORK

Tastes change for users after work

01 | HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS



**04 | AFFINITY MAP**

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

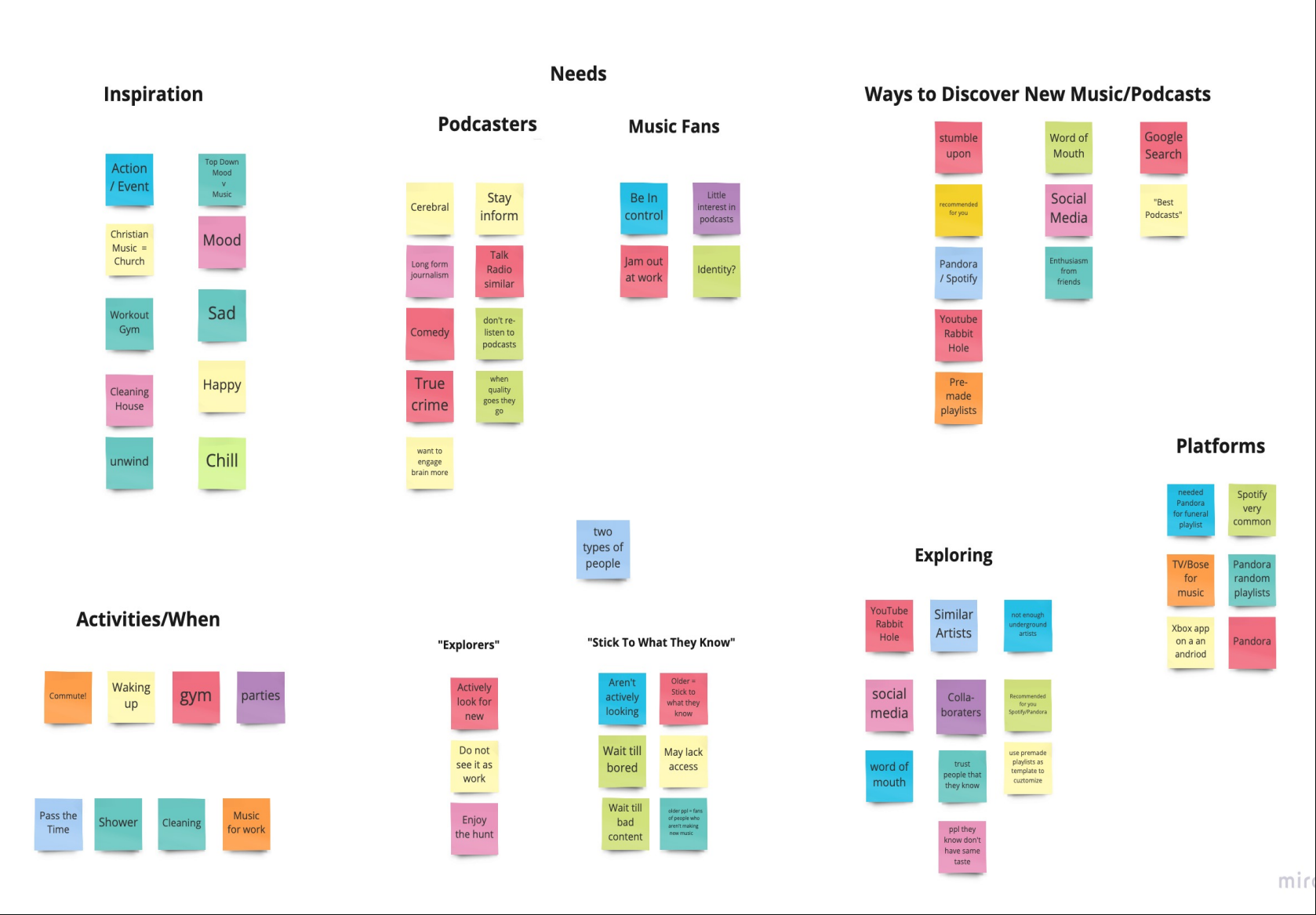
12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION



# AFFINITY MAP

Based on the interviews, we grouped the insights & feedbacks according to similar categories.



Miro an on-line affinity mapping tool

In class working session, discussing our key takes form our interviews and starting to map it out.

# PERSONA MAPPING

| PERSONA                  | PODCASTER<br>28 yrs                                                                                                                                                 | EXPLORER<br>25 yrs                                                                                                                                                                                             | COMMUNITY<br>45 yrs                                                                                                                                                          | PERSONAL EXPERIENCE<br>35 yrs                                                                                                                                                            |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NEEDS<br>(Emotional)     | <ul style="list-style-type: none"><li>“Informed”</li><li>Cerebral / Intellectual</li><li>Curious / Learner</li><li>Feel like part of convo</li></ul>                | <ul style="list-style-type: none"><li>“DJ”</li><li>Expressive</li><li>Personality</li><li>Reputation</li><li>Uniqueness</li><li>Creative</li><li>Anxiety</li></ul>                                             | <ul style="list-style-type: none"><li>“Cult Classic”</li><li>connection</li><li>nostalgia</li><li>comforting</li><li>Reminiscing</li></ul>                                   | <ul style="list-style-type: none"><li>“Hidden Self”</li><li>Suppress expressions / feelings</li><li>Break out of shell</li><li>Break out of shell</li><li>Creativity, lazy tho</li></ul> |
| BEHAVIORS<br>/ACTIVITIES | <ul style="list-style-type: none"><li>am/pm</li><li>Commuting</li><li>*not at work</li></ul>                                                                        | <ul style="list-style-type: none"><li>Dinner Parties</li><li>Pregame Host</li><li>Road Trips</li><li>Mix - CD's</li></ul>                                                                                      | <ul style="list-style-type: none"><li>Band Practice</li><li>Reunion Tours</li><li>Backyard - cookouts</li><li>Tribute Bands</li></ul>                                        | <ul style="list-style-type: none"><li>Alone time</li><li>Headphones</li><li>traveling</li></ul>                                                                                          |
| GOALS                    | <ul style="list-style-type: none"><li>Entertainment</li><li>Stay informed/news</li><li>Personalities</li><li>Gossip</li><li>journalism</li></ul>                    | <ul style="list-style-type: none"><li>Make others feel emotional</li><li>Music variety</li><li>Attention seeker</li><li>Extroverted - insecure</li><li>Flexible - go with the flow</li><li>Agreeable</li></ul> | <ul style="list-style-type: none"><li>Identity</li><li>Create community through music</li><li>New, same music</li><li>Close relationships</li><li>Meaningful music</li></ul> | <ul style="list-style-type: none"><li>Break out of shell</li><li>Low key rebellion</li><li>Balance in daily life</li><li>Self expression</li><li>release</li></ul>                       |
| NEEDS                    | <ul style="list-style-type: none"><li>suggestions/options</li><li>Calender of playlist</li><li>Notifications</li><li>Home for it all</li><li>Some variety</li></ul> | <ul style="list-style-type: none"><li>Organization of music</li><li>variety</li><li>Up to date</li><li>Under the radar</li><li>Less options, more streamlined</li></ul>                                        | <ul style="list-style-type: none"><li>consistency</li><li>Routine</li><li>No surprises</li><li>Less options</li><li>Chill not in a rush</li></ul>                            | <ul style="list-style-type: none"><li>Lurker of playlist</li><li>Self care</li><li>Eavesdrop -</li><li>Passive</li></ul>                                                                 |

|                         | 28 yrs old<br>Podcaster                                                                                                        | 25 yrs old<br>Explorer                                                                                                                                                      | 45 yrs old<br>Community                                                                                            | 35 yrs old<br>Personal Experience                                                                                 |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Emotional Needs:        | Podcasts<br>• “Informed”<br>• Cerebral / Intellectual<br>• Informative<br>• Curious / Learner<br>• Feel like part of the convo | Music<br>• “DJ”<br>• Expressive<br>• Personality<br>• Reputation<br>• Unique<br>• Creative<br>• Anxiety                                                                     | Music<br>• “Cult classic”<br>• Connection<br>• Nostalgia<br>• Comforting<br>• Reminiscing                          | Music<br>• “Hidden Self”<br>• Suppress expression / feelings<br>• Break out of my shell<br>• Creativity, lazy tho |
| Behaviors / Activities: | • AM/PM<br>• Commuting<br>• *NOT work                                                                                          | • Dinner parties<br>• Ready to pregame / pregame<br>• Road trips<br>• Mix - CD's                                                                                            | • Band practice<br>• Reunion tours<br>• Backyard cookouts<br>• Tribute bands                                       | • alone time<br>• Headphones<br>• Traveling                                                                       |
| Goals:                  | • Entertainment<br>• Stay informed/news<br>• Personalities<br>• Gossip<br>• Journalism                                         | • Make others feel emotional<br>• Variety of music<br>• New experiences<br>• Attention seeker<br>• Extroverted but insecure<br>• Flexible / go with the flow<br>• Agreeable | • Identity<br>• Create community through music<br>• New, same music<br>• Close relationships<br>• Meaningful music | • Let loose thru music<br>• Low key rebellion<br>• Balance in daily life<br>• Self expression<br>• Release        |
| Needs:                  | • Suggestions & options<br>• Calendar of playlists<br>• Notifications<br>• Home for it all<br>• Some variety                   | • Organization of music<br>• Variety<br>• Up-to-date<br>• Under the radar<br>• Less options, but streamlined                                                                | • consistency<br>• Routine<br>• No surprises<br>• Less options<br>• Chill not in a rush                            | • Lurker of playlist<br>• Self care<br>• Eavesdrop<br>• Passive                                                   |

In-class brainstorm session.

Affinity mapping taught us there are unique emotional needs, behaviors, goals, and product needs for each of the 4 types of listeners we discovered during the research.

Mapping out our personas and their needs/ goals from the application.

01 | HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP



**05 | PERSONAS**

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION





**AGE:** 25

**LOCATION:** Philadelphia, PA

**OCCUPATION:** Marketing Coordinator

**STATUS:** Single

**ADJECTIVES:**  
Dynamic, Creative, Spontaneous,  
Open - Minded, Social Butterfly

**FAVORITE BRANDS:**  
Vans, Doc Marten, Urban Outfit-  
ter•Zara, Starbucks, Oreo, MTV

*“If you think adventure is dangerous, try routine”*

# SKYLAR CONROY

## BIOGRAPHY

Skyler is a marketing coordinator at an advertising agency in the heart of Philadelphia. While she isn’t working she likes exploring museums and art exhibits. She is part of many friend groups and typically hosts get together’s, whether it’s for a casual game night or getting ready to go out.

## BEHAVIOR

If she isn’t working, Skyler enjoys going to the gym, painting, going to concerts, or learning new dance moves. When she’s not chatting up a crowd, Skyler likes to recharge at home by meditating, drinking coffee on a Sunday afternoon, reading blogs and rearranging her apartment.

## GOALS

- Making her guests comfortable
- Creating connections through music
- Discovering new music every week

## NEEDS

- Organization
- Other people’s opinions/feedback
- Variety of music

## PAIN POINTS / FRUSTRATIONS

- Hearing repetitive songs
- Irrelevant song recommendations
- Difficulty sharing music with friends

## USER STATEMENT

*“I love connecting with friends and sometimes when there are no words, a song can describe exactly how I feel”*



**AGE:** 42

**LOCATION:** MANHATTAN, NY

**OCCUPATION:** Account Manager

**STATUS:** In a relationship

**ADJECTIVES:**  
Old - School, Creative, Adventurous,  
Open - Minded, Musician

**FAVORITE BRANDS:**  
Netflix, Fruit of the Loom, Timberlands

*“I like to be in control of what  
I’m listening to”*

# MARK GONZALEZ

## BIOGRAPHY

Mark is a senior account manager at a banking firm. He lives in alphabet city, the home of many old school hard rock joints. He often eats out and explores new restaurants and local talent. Living in his old stomping grounds as a teen, he likes to catch up with old friends and attend concerts.

## BEHAVIOR

Mark crunches numbers all day at his job but after work he is a lead singer and drummer in his hardcore rock band. With weekends full of shows and hanging with old friends. While he is not living the rock star life he likes to go on hikes with his dog and long time girlfriend.

## GOALS

- Reminisce through music
- Explore new artists / bands
- Unwind and express ones self

## NEEDS

- Better music recommendations
- Organization
- Underground content

## PAIN POINTS / FRUSTRATIONS

- --
- Irrelevant music recommendations
- Not enough underground content

## USER STATEMENT

*“My music let’s me feel like myself and connect with my friends It is hard to find under  
ground content on mainstream apps, which makes me have to go out in person to shows  
in order to find new music. Would like an easier way to explore new bands.”*



**AGE:** 28

**LOCATION:** Seattle, WA

**OCCUPATION:** Data Analyst

**STATUS:** In a relationship

**ADJECTIVES:**

Engaged, Social, Curious, Driven

**FAVORITE BRANDS:**

Patagonia, Subaru, NCAA

*"Podcasts don't have to be impersonal, they're a way for me to connect to the world at large"*

# ELIJAH LEE

## BIOGRAPHY

Elijah graduated from the University of Washington as a business major and psychology minor. He lives with two college friends in the sleepy Seattle neighborhood of Fremont. The startup he works in is growing quickly, requiring him to wear many hats and stay on-top of industry trends.

## BEHAVIOR

His simple joy is walking 25 minutes to his girlfriend's apartment, as he uses that time to clear his mind from his stressful job. His least favorite part of his day is his hour drive to work. He mostly listens to podcasts, but if he needs to concentrate at work, will put on some indie pop.

## GOALS

- Staying informed and up-to-date
- Unwind and be entertained
- Be engaged with lively personalities

## NEEDS

- Staying entertained on his commute
- A stream of new information
- Knowing new episodes come out

## PAIN POINTS / FRUSTRATIONS

- Better ways to discover, currently uses google or word-of mouth
- Needs two hours of new material a day, sometimes podcasts get dull
- A place to discuss with friends and other fans

## USER STATEMENT

*"I have almost gone through like all of their past episodes so now I don't have anything else to listen to that's new. It's been frustrating because the last couple of episodes that they've released have not been as good and they don't have a set schedule."*





**AGE:** 35

**LOCATION:** SAN DIEGO, CA

**OCCUPATION:** Travel Journalist

**STATUS:** Single

**ADJECTIVES:**  
Creative, Shy,

**FAVORITE BRANDS:**  
Hello Fresh, ASPCA, Instagram

*“ Travel isn’t a way of escaping life  
but having life not escape us”*

# ASHLEY DAVID

## BIOGRAPHY

Ashley is a travel journalist. She lives in sunny California right off the beach. She has turned her passion for travel and exploring new cultures into a career. She often travels and is alone working solo trips. While she has some friends a lot of the time she is alone. It’s often hard to be yourself in new environments and she likes to escape through her music.

## BEHAVIOR

While Ashley isn’t traveling for work. She likes to go surfing, hang out with friends and read thriller novels. She has a close knit friend group and likes to stay connected while away sharing memes and funny videos. She is a bit of a social media addict and gets a lot of inspiration from her followings.

## GOALS

- Discover new music
- Connect with friends

## NEEDS

- More recommendations
- Sharing with friends options

## PAIN POINTS / FRUSTRATIONS

- More clear song descriptions
- Too many recommendations
- No social aspect on mobile app

## USER STATEMENT

*“ I enjoy that I can be myself with no judgments when I am alone with my music”*

01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS



**06 | EMPATHY MAP**

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION





# EMPATHY MAP | SKYLAR CONROY

## GOALS

- Reminisce through music
- Explore new artists / bands
- Unwind and express ones self

## PAIN POINTS / FRUSTRATIONS

- Irrelevant music recommendations
- Not enough underground content



## SAY

*"I love connecting with friends and sometimes when there are no words, a song can describe exactly how I feel" I host a lot of events with my friends and have multiple friend groups. So I'm always on the lookout for new music of all genres"*



## THINK

*"This playlist would be perfect for my party this weekend"*

*"Spotify's suggestions get cluttered with my friends varying tastes"*

*"Creating playlist can be very time consuming"*



## DO

- Goes to recommended Spotify radio station to see if any songs match how she is feeling
- Googles lyrics she hears while at the gym
- Discusses new songs/artists with friends

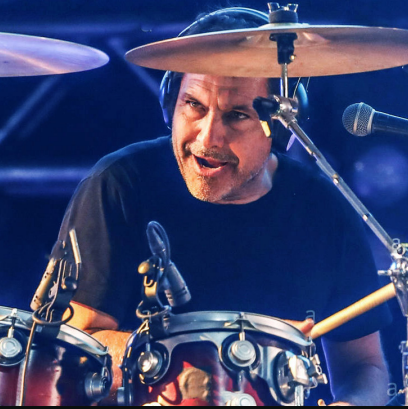


## FEEL

- Happy to entertain friends music needs
- Pressured to keep up to date with music trends/songs
- Overwhelmed with many varying recommendations based on her different friend groups

## INSIGHT STATEMENT

*"Users who mainly like to discover new music for the purpose of sharing and connecting with friends would like to do so in a way that is quick and easy. Having too many options while catering to parties or entertaining can be time consuming as well as identifying the right playlists for the right group of friends can sometimes be confusing."*



# EMPATHY MAP | MARK GONZALEZ

## GOALS

- Reminisce through music
- Explore new artists / bands
- Unwind and express ones self

## PAIN POINTS / FRUSTRATIONS

- Irrelevant music recommendations
- Not enough underground content



## SAY

*"My music is unique to me and it is often hard to find content relevant to my style since it isn't as popular. It's hard to find new music since I know almost all of the big artists, would like more from underground artists"*



## THINK

*"Why does my home page not reflect my style and more just what's popular?"*

*I waste a lot of time scrolling past random suggestions, I end up going back to what I know*



## DO

- Look up content on you tube
- Search for music to listen to through his library / artists he is familiar with
- Visit local shows to enjoy / find bands he likes



## FEEL

*Frustrated, Doesn't feel he is being heard through song suggestions, Often has to leave the app to explore music*

## INSIGHT STATEMENT

*"Music listeners with specific music tastes need ways of discovering music that best relates to their genre/style of music"*



# EMPATHY MAP | ELLIJAH LEE

## GOALS

- Staying informed and up-to-date
- Unwind and be entertained
- Be engaged with lively personali-

## PAIN POINTS / FRUSTRATIONS

- Staying entertained on his commute
- A stream of new information
- Knowing new episodes come out



## SAY

"I have almost gone through all of their past episodes so now I don't have anything else to listen to that's new. And it's kind of been frustrating because the last couple of episodes that they've released have not been as good. And they also don't have a set schedule."



## THINK

"Why can't I get a consistently quality product?"  
"How long do I have to spend looking for a new podcast?"



## DO

- Googles "best true crime podcasts"
- Asks friends for recommendations
- Searches for podcasts on Spotify



## FEEL

Discouraged, perplexed, somewhat frustrated

## INSIGHT STATEMENT

*"Podcasts are a convenient way to stay up-to-date on news, engage with long-form journalism, and interact with personalities. But even if podcast listeners want two hours of content a day, most don't re-listen to old episodes. Content needs to be consistently new and quality or they will look for different podcasts - which require a time commitment and can lead a sub-optimal experience. Podcast listeners need a way to plan and organize their day-to-day listening, and be fed new podcast suggestions when their favorites lose quality or run out of episodes."*

01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP



**07 | USER JOURNEY**

08 | MVP

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION



# JOURNEY MAP | SKYLAR CONROY

## SCENARIO

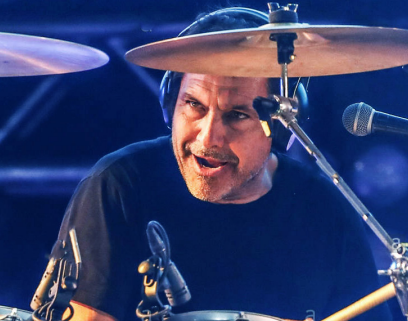
Skyler wants to see what her friend’s are listening to.

## SCENARIO

To use the Spotify app as one stop place to connect with friends, share and explore new music.

*“I love connecting with friends and sometimes when there are no words, a song can describe exactly how I feel”*

| STEPS                                | EXPLORE                                                                                                         | LAUNCH APP - ENTER BROWSE/SEARCH                                                                                                                        | CREATE A PLAYLIST                                                                                                                                                                               | SHARE MUSIC WITH FRIENDS                                                            |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| QUOTES<br>EXPERIENCE<br>TOUCH POINTS | <p>“This band is awesome. I have to remember their name!”</p>                                                   | <p>“Where can I find more music like that band I liked?”</p>                                                                                            | <p>“Wish this was easier to do and didn’t take so many</p>                                                                                                                                      | <p>“This song reminds me of memory with my friend”</p>                              |
| ACTIONS                              | <p>‘Exploring social media posts on Instagram</p>                                                               | <p>‘Enter search and browse through band / recommendations based on the band / genre’</p>                                                               | <p>‘Finds a playlist with a lot of songs that I like, want to add to my personal playlist’</p>                                                                                                  | <p>‘Finds a song that I think one of my friends would like too’</p>                 |
| CHALLENGES                           | <p>Having to go through outside apps to discover friends listenings</p>                                         | <p>A lot of options with little to no descriptions, makes it hard to get a sense of the song/playlist without listening to some of the songs first</p>  | <p>Don’t have the ability to add multiple songs to a playlist or add a song to multiple playlists. Also can’t customize a Spotify generated playlist, have to generate your own.</p>            | <p>Can’t easily share this song with my friend without having to leave the app.</p> |
| OPPORTUNITIES                        | <p>Having a way to see what friends are listening too on the mobile app like you can on the desktop version</p> | <ul style="list-style-type: none"><li>• Better descriptions for songs/playlists.</li><li>• Order options based on relevance to my listenings.</li></ul> | <ul style="list-style-type: none"><li>• Cut down on the steps to making a playlist with a multi-add option.</li><li>• Allow spotify playlists to be edited once added to your library</li></ul> | <p>Have an in app feature to connect and share songs with friends</p>               |



# JOURNEY MAP | MARK GONZALEZ

## SCENARIO

Mark wants to unwind after work and scroll through music selections.

## GOAL

To use the Spotify app to be able to find new music related to him to listen to.

*“ I like to be in control of what I’m listening to ”*

| STEPS                                | LAUNCHING APP                                                                                     |  | SEARCH FOR MUSIC                                                                                                                        |  | ENTER ‘METAL’ MUSIC GENRE                                                                                                               | VISIT YOU TUBE                                                                                                                                             |
|--------------------------------------|---------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| QUOTES<br>EXPERIENCE<br>TOUCH POINTS |                                                                                                   |  |                                                                                                                                         |  |                                                                                                                                         |                                                                                                                                                            |
|                                      | <i>“Your homepage is supposed to reflect you and your music listening and mine doesn’t</i>        |  | <i>“I don’t like having to scroll past so many random music genres to get to one that I like”</i>                                       |  | <i>“There’s a lot of playlist and artist options, would like an option based on me to cut on searching time”</i>                        | <i>“I like how most of their music playlists are based off of my listening recommendations, and have more unknown artists/footage”</i>                     |
| ACTIONS                              | ‘Open home page’                                                                                  |  | ‘Enter search and scroll down music genres to find a playlist’                                                                          |  | ‘Enter search and scroll down music genres to find a playlist’                                                                          | ‘Go outside of the Spotify app and visit you tube’                                                                                                         |
| CHALLENGES                           | Filled with many random playlists, a lot have nothing to do with my style of music                |  | Overwhelming amount of options and hard for me to find one that I’d like based on my listening.                                         |  | Overwhelming amount of options and hard for me to find one that I’d like based on my listening.                                         | Too much work filtering out what I might like or not and not enough underground music.                                                                     |
| OPPORTUNITIES                        | Have a way to make your home page more custom to your music taste and not show irrelevant options |  | Have music genres based on relevance instead of scrolling forever a-z. Have a suggested artists/playlists/albums when you enter a genre |  | Have music genres based on relevance instead of scrolling forever a-z. Have a suggested artists/playlists/albums when you enter a genre | To better display music that would fit me instead of heaving to search for it. To have a larger variety of music, not just more known and popular artists. |





# JOURNEY MAP | ELLIJAH LEE

## SCENARIO

Elijah’s favorite podcast didn’t release a new episode for his commute

## GOAL

Use the Spotify App to quickly find a new podcast episode

“ I need to be engaged with new content or...maybe I’ll listen to an e-book?”

| STEPS                                | LAUNCHING APP                                                                                           | HOME SCREEN FOR NEW PODCASTS                                     | SEARCH PAGE FOR “PODCASTS”                                                              | GOOGLE “BEST NEW TRUE CRIME PODCASTS”                                                                                                                      |
|--------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| QUOTES<br>EXPERIENCE<br>TOUCH POINTS | <p>“I don’t always listen to music, so a homepage that has all my favorite podcasts is key for me.”</p> | <p>“Where are my recommendations for new podcasts?”</p>          | <p>“I guess I can search for new podcasts ”</p>                                         | <p>“This will be easier for me if someone else tells me what is good and why - that way I don’t have to spend time listening to the first 15 minutes.”</p> |
| ACTIONS                              | ‘Open home page’                                                                                        | ‘Enter search and scroll down music genres to find new podcasts’ | ‘Search for ‘Podcasts’ and scroll to the ‘True Crime’ podcast page to see 100+ options’ | ‘Go outside of Spotify app and visit Google’                                                                                                               |
| CHALLENGES                           | Not all the categories are for podcasts, and many of them are podcasts I’ve listened to already         | Not sure any of these options are exactly what I am looking for  | There are so many options, and I have to invest time to see if any are good             | Respondent leaves the app to get suggestions - and could bet side tracked into other platforms                                                             |
| OPPORTUNITIES                        | Bring up something that is quick and easy for me to find a podcast for my commute                       | Give greater detail onto why podcasts are recommended            | Ratings and/or further input from outside sources on the quality of the podcasts        | Better learn how users behave when they are confronted with too many choices and not enough guidance                                                       |

01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY



**08 | MVP**

09 | SITEMAP

10 | SKETCHING & TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION

# MVP | *Immediate value quickly, minimize development costs, collect max data*

## CREATING A WAY TO CONNECT WITH FRIENDS AND ARTISTS

- Providing a social profile and feed that can be found on the desktop version
- Creating an inbox and in-app share feature to share music/playlists with friends.
- Separate feed to follow liked artists and get updates on new music, music videos, albums and concerts that they release.
- Users can now search through their friends and artists feed via the 'Activity' button and their own inbox, public playlists etc from their 'Profile'.

## PERSONALIZING RECOMMENDATIONS

- Giving the user control over his recommendations displayed on the home feed.
- Providing **widget** that allows you to edit your **home screen**.
- Gives the user an option to choose what recommendations make up their home screen and edit the order through either their '**Settings**' or '**Home Widgets**' tog-

## CUSTOMIZE TO MY ROUTINE AND REMOVE THE CLUTTER

- We know tastes change on time of day and activity - let's build recommendations based on that and de-clutter the options.
- Allow users to view suggestions made for them based on the time of day.
- Allows users to find content easier without being overwhelmed with options.

01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP



**09 | SITEMAP**

10 | SKETCHING & TESTING

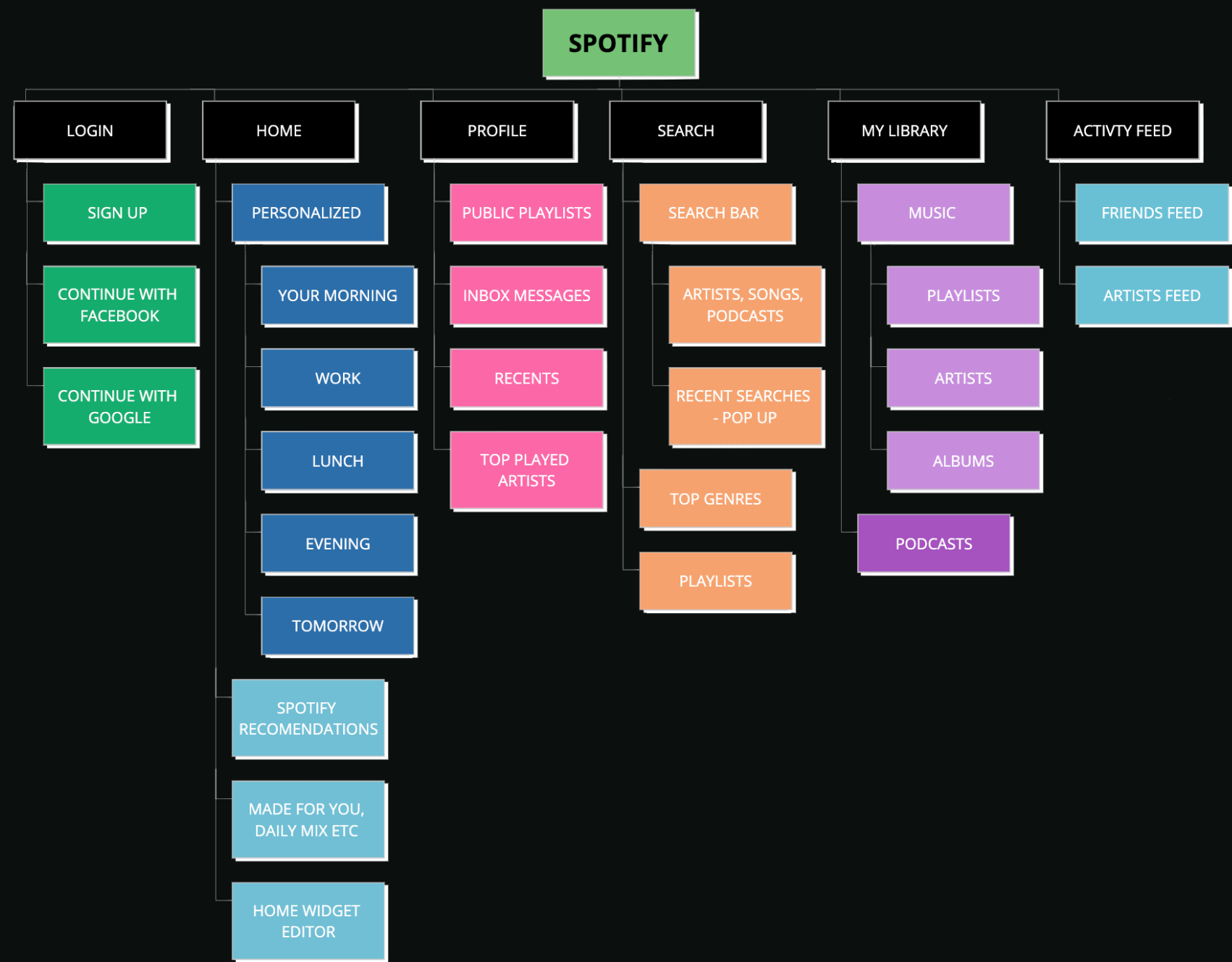
11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION

# SITEMAP

Creating this helped us to define the overall structure of the app and figure out where to place new concepts. Through this we were able to easily organize and see our users task flows.



01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP



**10 | SKETCHING AND TESTING**

11 | WIRE FRAMES

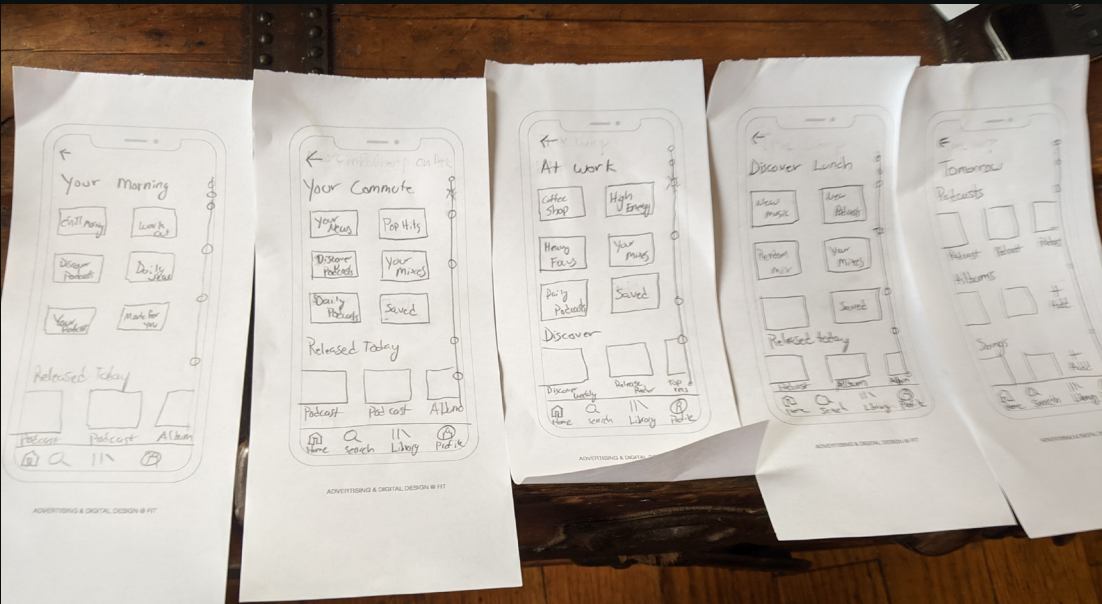
12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION

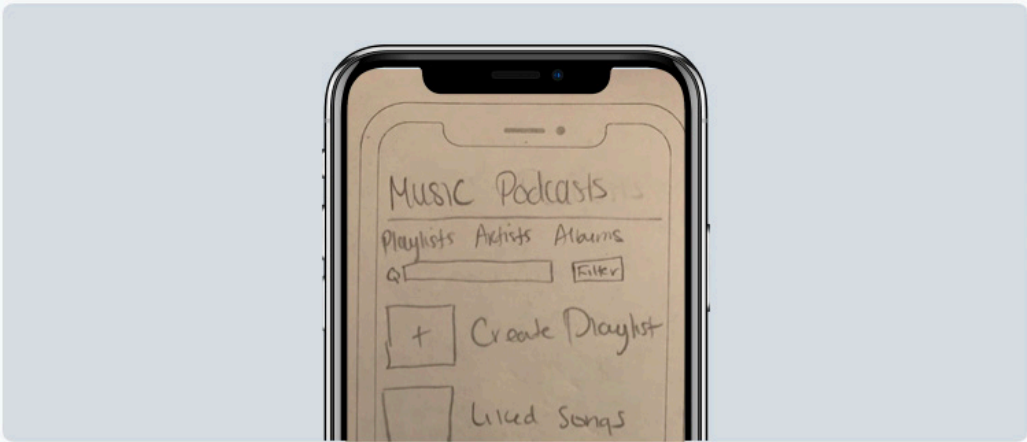


# SKETCHING AND TESTING

With completed list of MVPs and selected task flows, we were able to sketch initial wire frames with new features and updated elements. The preliminary testing helped us to assess the overall functionality of the specific task flows, and make the necessary revisions.



## Podcast



# SKETCHING AND TESTING I

*After user testing came across some issues and went back to improve those tasks for our final piece*

## PROBLEMS

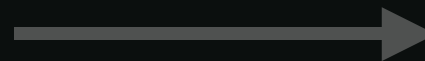
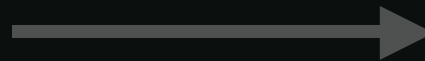
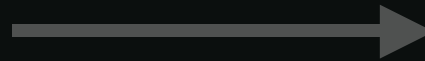
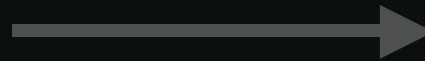
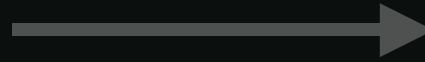
Home page is filled with too many options, a lot of them not personalized to the user.

The mobile app didn't have an interactive user portion like the desktop does

Overwhelming amount of options, makes it hard to pick something to listen to for commuting and other daily activities

No way to share music with friends in the app or see each others playlists.

Too many steps in adding songs to multiple playlists and unable to customize spotify curated playlists



## IMPROVEMENTS

Created a button next to each home widget section where you can edit, remove and add a selection from there or from the widget edit-er in the settings tabs.

Created an activity feed that can be accessed on the bottom nav button. Separated friends listening activity and can artists section to show music updates.

Created a personalized section on home screen, that has suggestions based on your daily routine depending on the time of day

Made it easier to access your own profile and public playlists as well as able to see friends profiles.

Added a multi- select button for songs and playlists

01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING AND TESTING

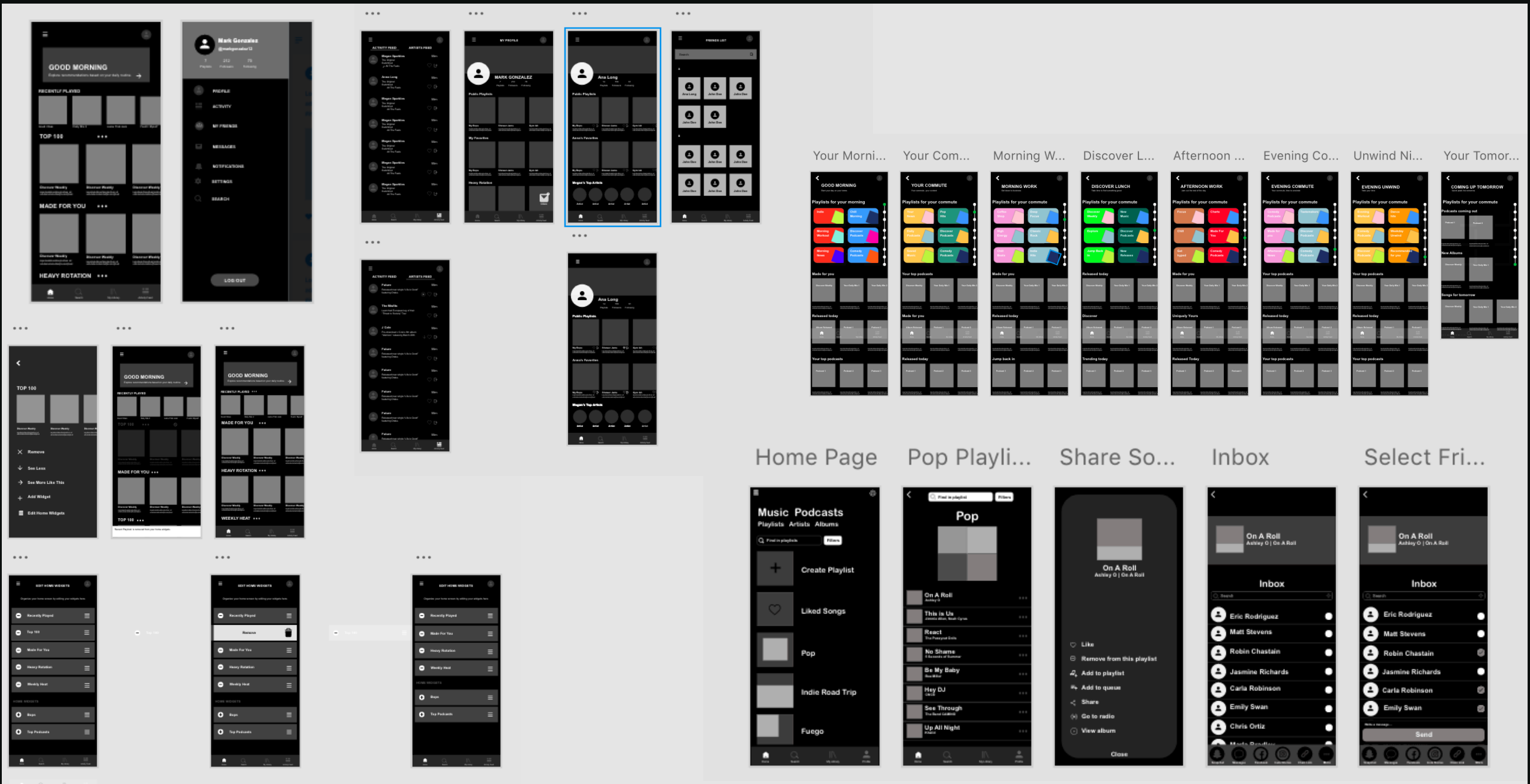


**11 | WIRE FRAMES**

12 | HIGH-FIDELITY PROTOTYPE

13 | CONCLUSION

# WIREFRAMES



01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING AND TESTING

11 | WIRE FRAMES

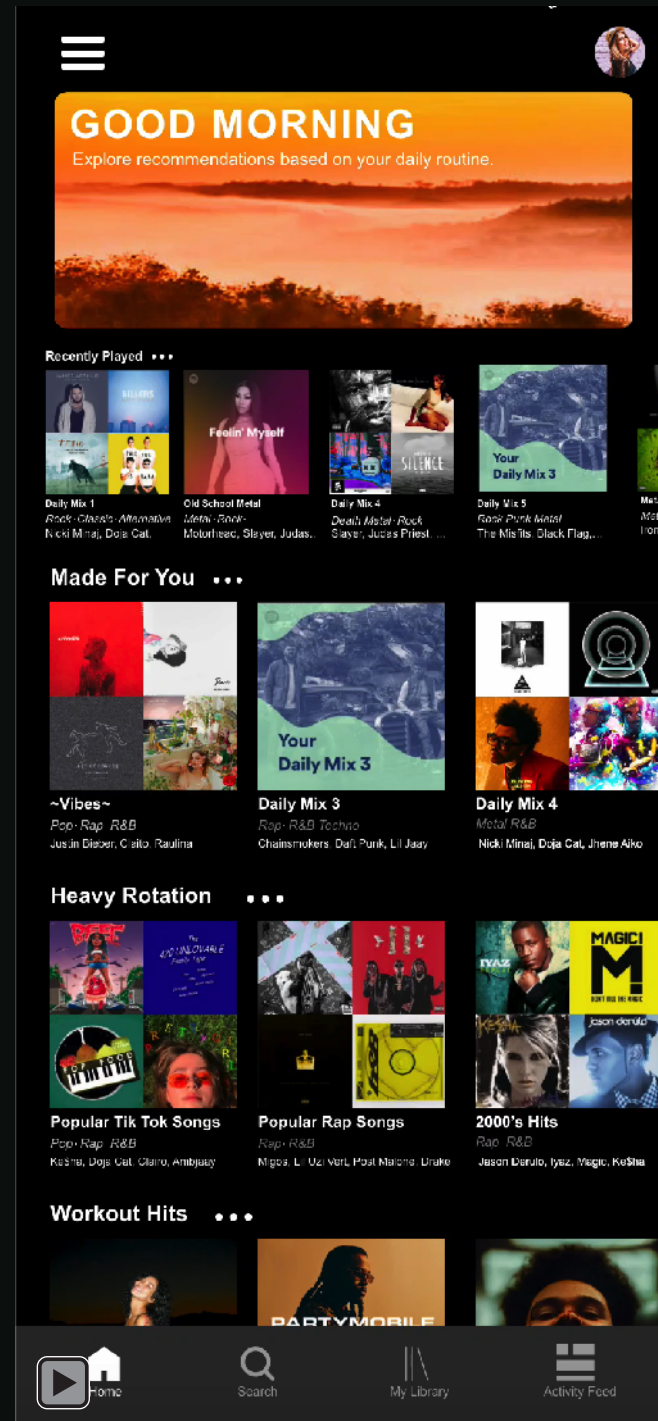
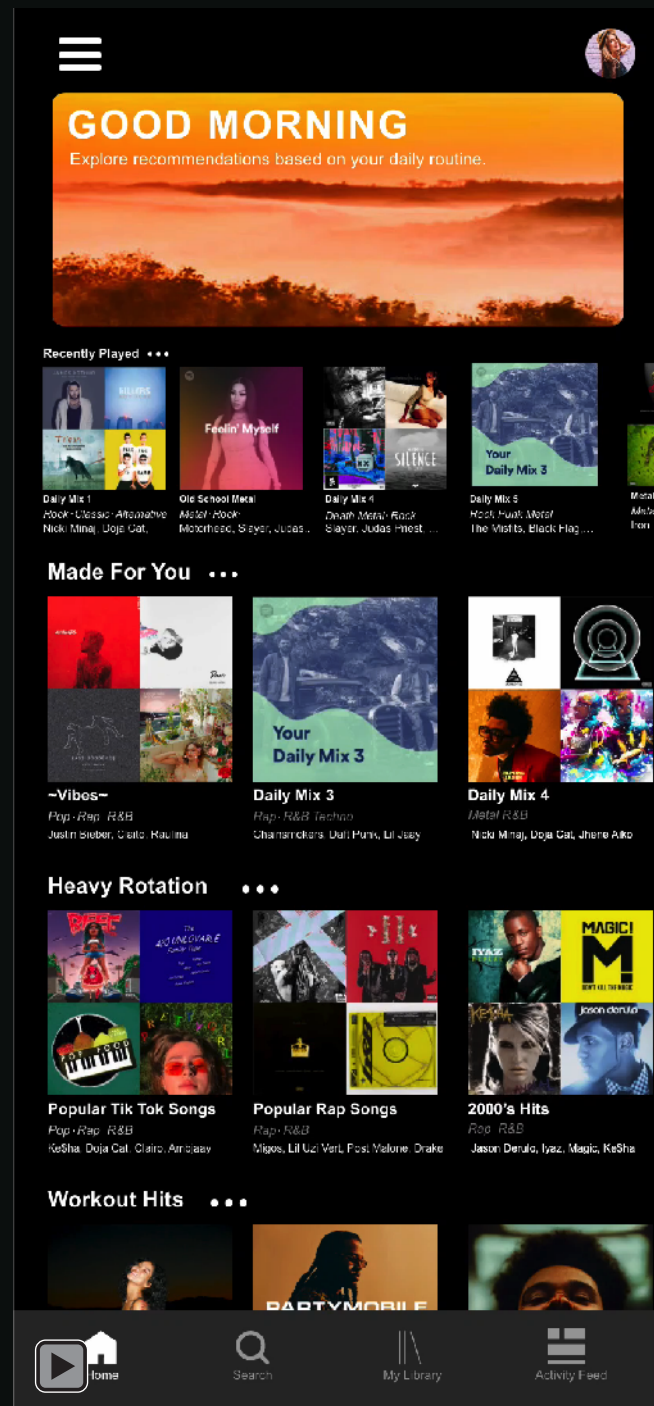


**12 | HIGH-FIDELITY PROTOTYPE**

13 | CONCLUSION



# HIGH-FIDELITY PROTOTYPE | Social Sharing Task Flow

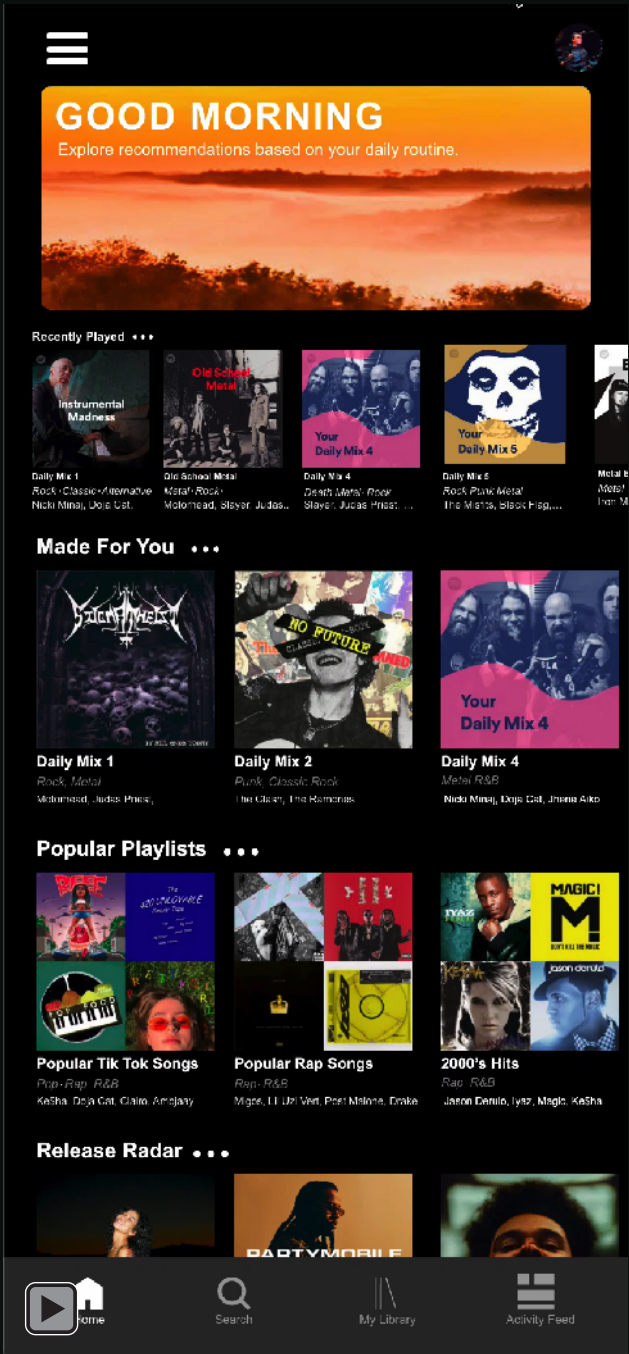
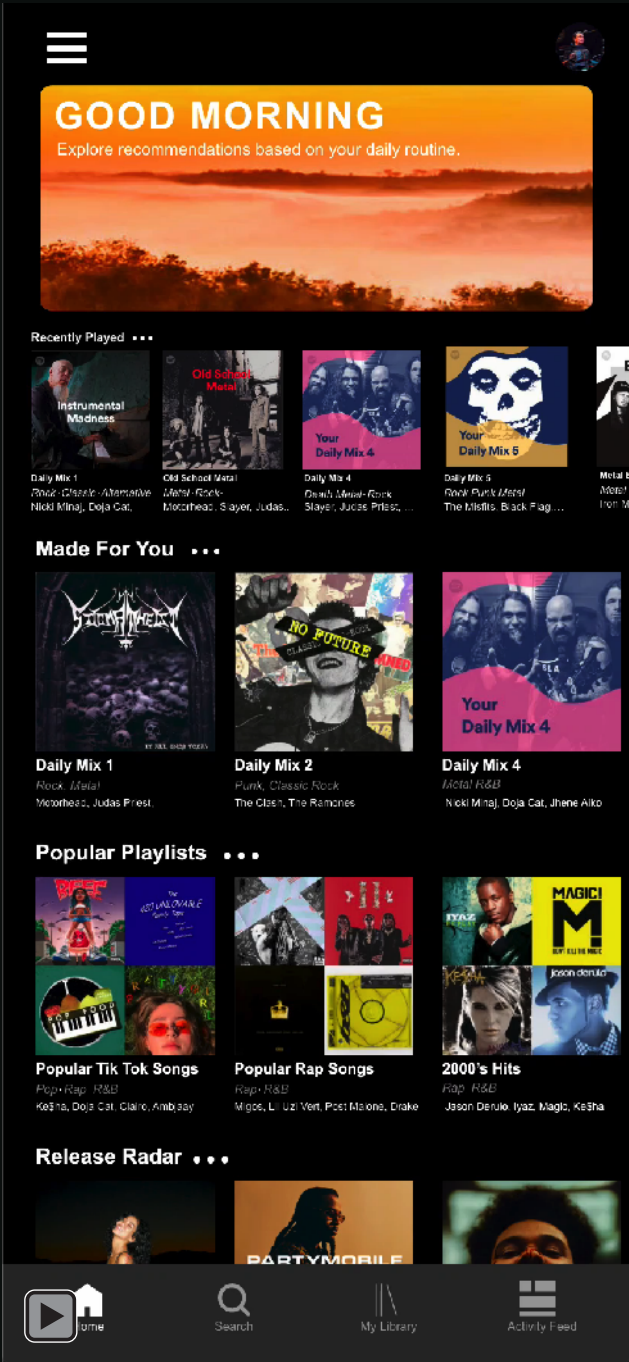


*TASK 1: Exploring Activity Feed / Sharing Songs with Friends.*

*The first flow goes through a simple run through of the new side bar nav - where you can now find your profile, inbox, friends list and settings.*

*The second flow shows the user exploring the activity feed feature and adding songs from there as well as sharing songs found on artists activity.*

# HIGH-FIDELITY PROTOTYPE | *Home Widget Task Flow*



## *TASK 2: Customize Home Widgets*

*The first flow goes through a simple widget remover off the screen. While the second flow covers the more editable side of it, removing and adding new widgets to display at the end a completely personalized home page.*

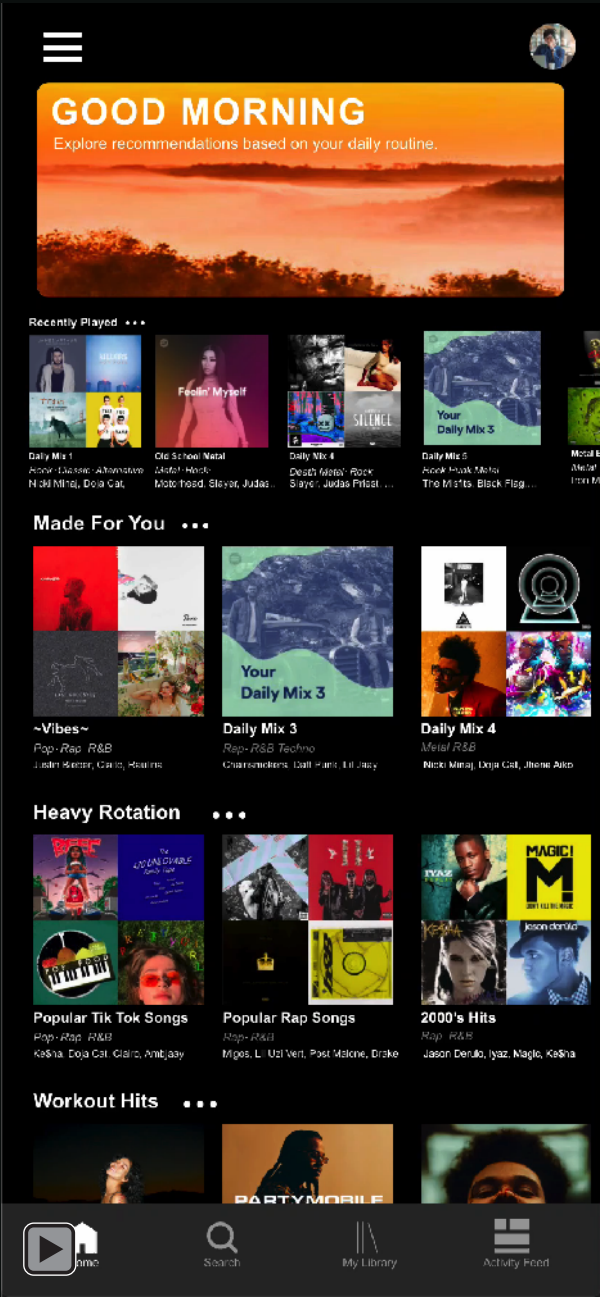


# HIGH-FIDELITY PROTOTYPE

## Personalized Daily Routine Task Flow

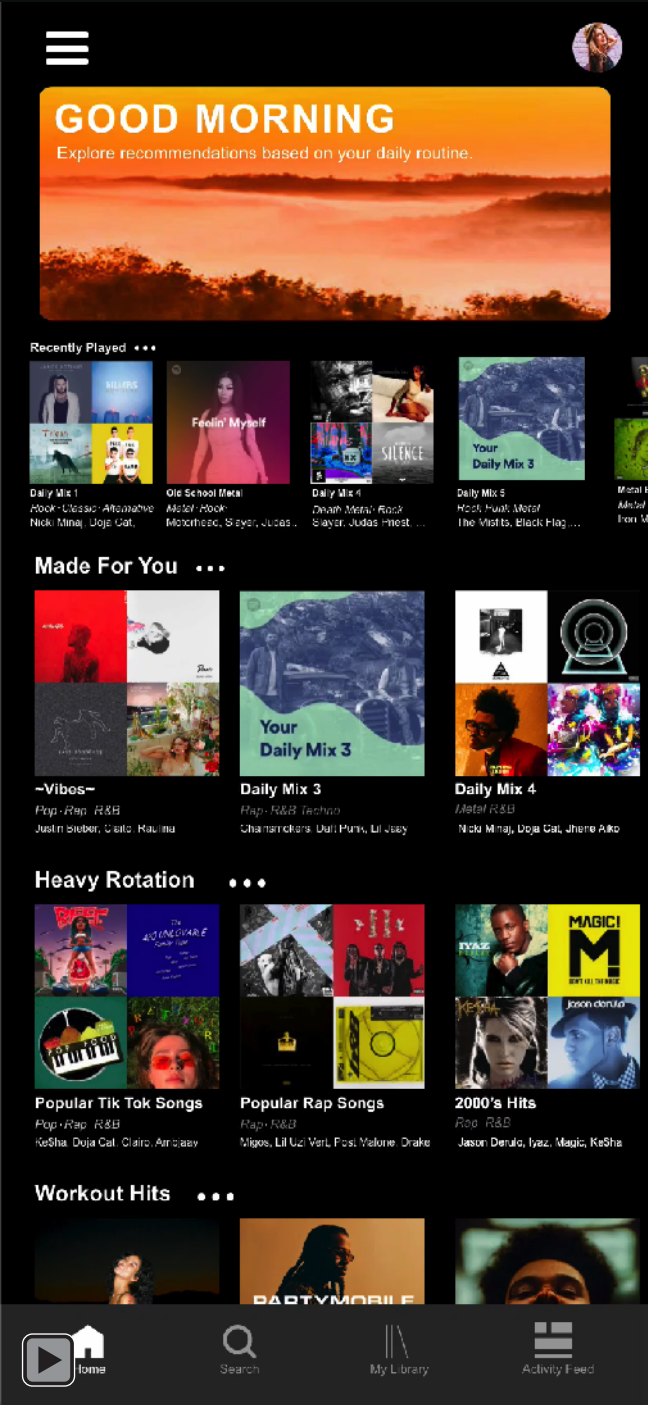
### TASK 3: Entering Personalized Suggestions from Home Screen

This flows shows how the new addition of “Good Morning etc” will be used. Also takes you through the various suggestions that change depending on the time of day.



# HIGH-FIDELITY PROTOTYPE |

## Multiple Song / Playlist Selection Task Flow



*TASK 4: Adding multiple songs to multiple playlists.*

*This flows shows how the adding songs feature will differ from the one Spotify has currently, not only does it let you add multiple songs to one playlist but also lets you add multiple songs to playlists if you choose to.*

01 HEURISTIC EVALUATION

02 | COMPETITIVE ANALYSIS

03 | INTERVIEWS

04 | AFFINITY MAP

05 | PERSONAS

06 | EMPATHY MAP

07 | USER JOURNEY

08 | MVP

09 | SITEMAP

10 | SKETCHING AND TESTING

11 | WIRE FRAMES

12 | HIGH-FIDELITY PROTOTYPE



**13 | CONCLUSION**

# CONCLUSION

## WHAT WE'VE LEARNED

Spotify has a huge library for both music and podcasts, which makes it easy for any user to find stuff that they like. The experience in this app is already very personalized with made for you playlists and easy to listen to set up.

Our user experience research lead us to find different ways to enhance the users personalized experience as well as making spotify a place to communicate and share with friends.

- Customizable home widgets
- Personalized suggestions based on routine by time of day
- One stop app for communicating and sharing through music
- Friend and Artists activity feed to keep up to date with friends listening activity and artists music releasing activity.

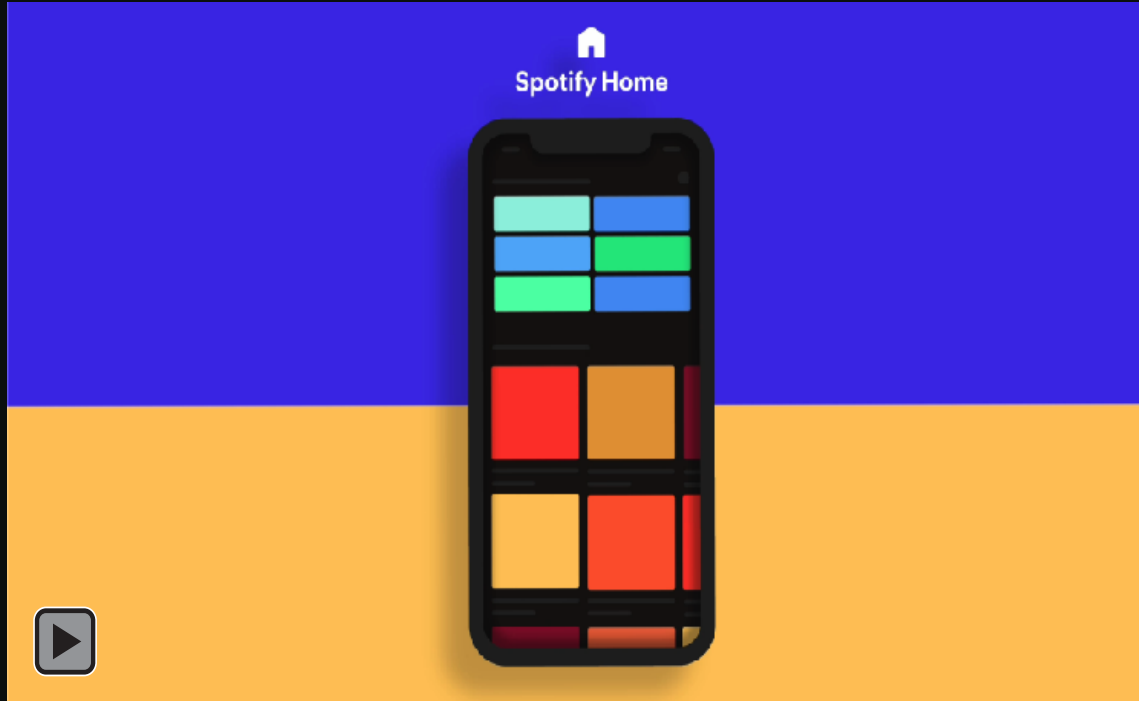
By expanding beyond the basic music/podcast listening functions to enhance personalized suggestions, social activity within the app, efficiency creating playlists and overall making Spotify a one stop application and better user experience.

## WAYS WE CAN IMPROVE IN THE FUTURE

We could create a introductory on-boarding to teach users about new added features and how to use them / find them. Since Spotify rolled out a new update similar to our home screen with the 'Good Morning' feature, could compare it to the one that we made and do more user testing on it.

# SPOTIFY UPDATE !

A week before we were to finish this report, Spotify released an updated home-screen with similar themes to our prototype



## SPOTIFY'S UPDATED HOME SCREEN FEATURES

### GOOD MORNING & EVENING

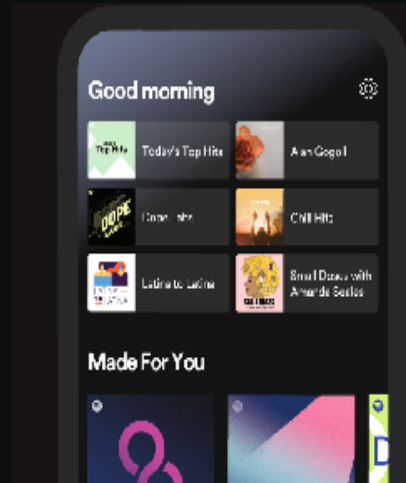
Jump right back into your most common selections - or what you listened to most recent listenings.

### UPDATED RECOMMENDATIONS

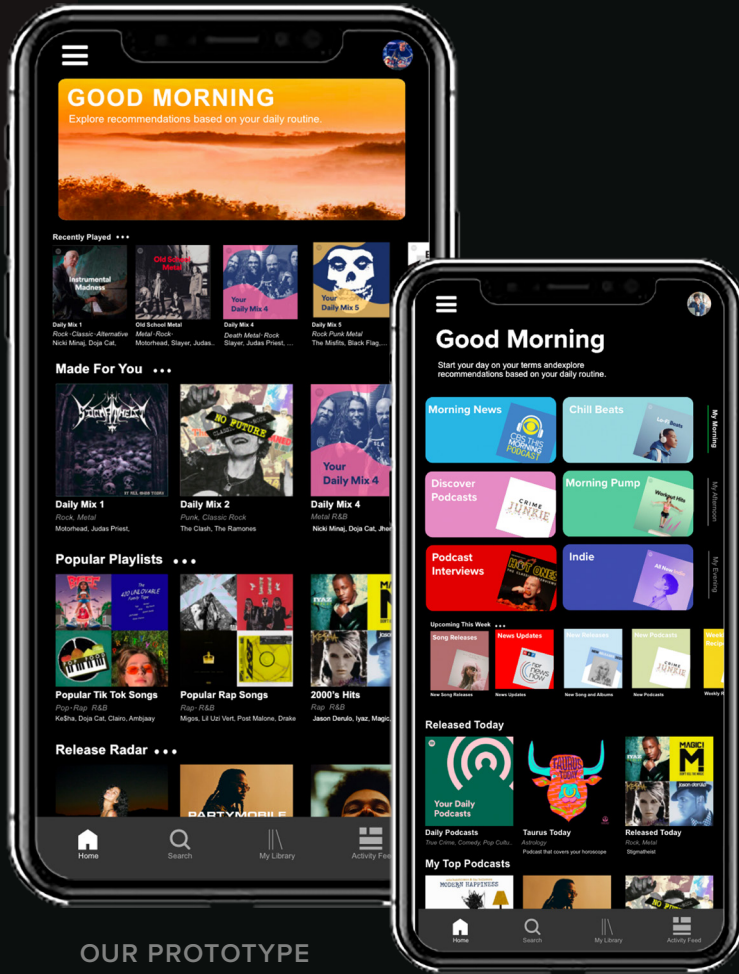
The following categories are more prominent on the home-screen:

- Recently played
- Made for you
- Uniquely yours
- New releases for you
- Recommended radio

# WHERE IT DIFFERS



SPOTIFY'S UPDATE



OUR PROTOTYPE

## THE UPDATE IS FOR EASE OF USE

The update provides faster access to users frequently listened to artists and playlists

## IT DOES REDUCE THE CLUTTER OF OPTIONS... TO A CERTAIN EXTENT

The home-screen still has long-scrolling of 18 categories. The update just re organized how you see content

## THE CORE CONCEPT - FULLY CUSTOMIZED TO THE USER'S DAY - IS NOT EXECUTED ON

The user behavior of “sticking what they know” is on display, but the nuance of changing tastes for events, activities, or moods is not reflected in the update. The good morning feature is more of a greeting than personalization