Spotify Case Study

Step 1 : Research - Let's understand what is Music stream apps and spotify

What am I going to do ?

- Find competitors (only apps and their features) and Analysis
- Research and Analysis

Purpose of the Study

- Understand the scope of the study
- Understand what is the purpose of the study and what are the users expectations among all other competitors
- Understand the study

Spotify Literature Review

- Found 1401 in Web, 1 Non-complete contactability case study (0/0/0/0) Google Drive - https://drive.google.com/drive/u/0/myhdd

What is spotify ?

Spotify is a digital music & podcast service that gives you access to millions of songs and other content from creators all over the world. Spotify's free version allows you to listen to music and podcasts with shuffle play and limited skips, with ads in between. Upgrade to Premium or not, you can recommendations based on listening habits and discover new music and podcasts you may love.Spotify is a music streaming service that gives you access to millions of songs, podcasts, and other audio content from creators from around the world. Spotify's free version allows you to listen to music and podcasts with shuffle play and limited skips, with ads in between. Upgrade to Premium or not, you can recommendations based on listening habits and discover new music and podcasts you may love.

Allow Spotify access to your contacts and locations? Spotify uses your contacts to help you find friends on Spotify and to make recommendations for you and your friends. Spotify uses your location to make music recommendations based on your location and to show you local events. Location data is another specific Spotify Connect.

Select User group and Prepare for User interview.

Age: 18-30	Designation : Any	No of Target users: 5 to 7	Duration: 15 days
Device: Mobile	Education : Any	Status: Any	Interview type : F2F

Questions

1. How do you know the spotify ?
2. What kind of music do you listen to ?
3. What is your favorite genre ?
4. What is your expectation the moment you open the application ?
5. Do you prefer to listen to podcasts ?
6. What are the reasons you prefer to listen to podcasts ?
7. What genre are you being before spotify ?
8. Do you prefer to listen to podcasts ?
9. What other music apps and Podcast apps you have ?
10. What do you like and dont like in spotify ?

Response -Total interviewed subjects-7

Intro line sample

Subject 1
Age : 21
Income : Middle
Education : Bachelor's Degree
Occupation : Student
Gender : Male

1) 5:00 AM is a remarkable particularity , I just know about it.
2) 5:00 AM reminds me of Spotify because most of them are from 5am, 5am to search.
3) 5:00 AM Melody and new friend tracks.
4) 5:00 AM Motivational music.
5) 5:00 AM Exercise, Trudging long distance, working, sometimes when I wake up in the morning.
6) 5:00 AM Dance Youtube and work
7) 5:00 AM Motivational music
8) 5:00 AM Workout 5 years
9) 5:00 AM Other Then Spotify , as a app I have Zoom.
10) 5:00 AM, I has been and plenty of tracks and I dont like formats adds in the spotify

Subject 2
Age : 24
Income : Middle
Education : Bachelor's Degree
Occupation : Manager
Gender : Male

1) Nothing remarkable particularity , I just know about it.
2) 5:00 AM reminds me of Spotify because most of them are from 5am, 5am to search.
3) 5:00 AM Melody and new friend tracks.
4) 5:00 AM Motivational music.
5) 5:00 AM Exercise, Trudging long distance, working, sometimes when I wake up in the morning.
6) 5:00 AM Dance Youtube and work
7) 5:00 AM Motivational music
8) 5:00 AM Workout 5 years
9) 5:00 AM Other Then Spotify , as a app I has Zoom.
10) 5:00 AM, I has been and plenty of tracks and I dont like formats adds in the spotify

Answer Summary

As a country like India people have very vast taste of music, plenty of options and many 2 percent out of 10 is music enthusiast and that one person always keep exploring the new source of music. Spotify is a music app that gives you access to millions of songs and other content from creators all over the world. Spotify's free version allows you to listen to music and podcasts with shuffle play and limited skips, with ads in between. Upgrade to Premium or not, you can recommendations based on listening habits and discover new music and podcasts you may love.Spotify is a music app that gives you access to millions of songs, podcasts, and other audio content from creators from around the world. Spotify's free version allows you to listen to music and podcasts with shuffle play and limited skips, with ads in between. Upgrade to Premium or not, you can recommendations based on listening habits and discover new music and podcasts you may love.

Most of the users (mean and employees) are trying to a corporate and all them prefer to listen music when they commute to home, house to office and one whom they are travelling for a long distance. Most people are being a music lover and they like to listen music when they are travelling, commuting, exercising, working, cooking, cleaning, and also they like to listen music when they are in a party.

One of the important point I noticed why users like Spotify is all kind of music are up to date in the app and most of time for 'new' of user, in this reason I think the other competitors are running to catch up and prefer. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps.

The second reason why users like apps more than Spotify is all kind of music are up to date in the app and most of time for 'new' of user, in this reason I think the other competitors are running to catch up and prefer. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps. Users want to listen music and podcast in a single app and they don't want to switch between two or three apps.

The moment Users open for apps they more focus on is features in Spotify one is list of played music (History) and New song updates.

Key Highlights by Users

- Plenty of music and podcast
- Free tracks Ads are easier
- Easy to use, Easy to search, Trudging and Driving
- Updates of New songs
- Recently played list (History)
- Updates of New songs are fast
- Other apps are also having tracks in spotify

Pain point

- Pain point strongly or shows the long without touching the keypad or screen

Step 2 : Analysis- Competitor Analysis

Who are the Competitors?

1. Amazon Music
2. Apple Music
3. Gaana
4. Jio Saavn
5. Spotify

In the Music streaming platform with respect to Users , Amazon competition is Youtube and Amazon music. Most of the users does use participated, private playlists, Podcasts, Recently played, Recommendations, Personalized playlists and also Video stories spotify is a global music streaming application, Little early to take over of revenue model for both the app.

Business models

Both Spotify and Amazon music has the same business model, which is **Freemium revenue model**, which means offers a basic, limited, ad-supported service for free and an unlimited premium service for a monthly fee.

Visual feel and experience analysis

Gaana

Home screen

Arrangement of Recently played and Icons are well balanced.

Title feel is granted it on no title smaller, because the size of the title is grabbing more attention than it required.

Icons makes feel like little complicated.

Amazon Music

Home screen

Arrangement looks bar compatibility desk view seems balanced.

Title feel and size is well balanced.

Whole factors can let the beginner USP feel comfortable, Icons and Text size should be slim comment design.

Play mode

All the cover artwork appears in the background and , grand, cover feel it feels very strong.

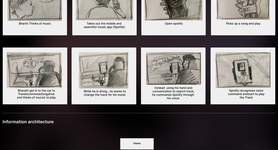
Icons makes feel like little complicated

Play mode

The color theme is looking very strong and it looks very attractive, Strong and Contrast feel it looks very play mode is good and engaging.

Affinity Mapping

Activity Diagram



Problem statement

Users are using the Spotify having to further expectation with they want to drive their vehicle, the problem that users are encountering while driving is they tends to pick their hand to change the music or podcast, the problem is affecting the users in a way that they are afraid to drive because of the hand and the eye gap at the speed of the vehicle. Hence Spotify user Hand Free to do not affected hand while controlling the music.

Vision statement

Since spotify is being a large not in the music streaming industry, users are satisfied with the service of spotify. Spotify managed to get and hold large Users/Subscribers with successful business model. To keep up with the competitors, spotify must adopt voice controlling feature.

Step 3 :Synthesis -User Persona 1

Name : Ajay
Age : 21
Income : Middle
Occupation : Freshmen Student
Gender : Male
Education : Bachelor's
Location : Bengaluru

Daily day life :	Commute to office , work ,Public transport , listen to music , Talk to Friends, Help in house hold work, listen to music
Motivation :	Hard working and Ambitious to be a successful businessman
Frustration :	Not enough time to listen music, podcast, Economic activities
Technology :	Smartphone, Laptop, Tablet, Bluetooth speaker, weather conditions, crowd, and of the day work assigns.
Brand :	Consumer, HBM
Music :	Melody, Indian classical, Old movie classic.

Bro Gaana is working as a business analyst, 3+ years of experience , working hard to reach the goal, meet with friends in a weekend, Like to try different foods, Watch new movies

User Persona 2

Name : Bhavesh
Age : 24
Income : Middle
Occupation : Software engineer
Gender : Male
Education : Bachelor's
Location : Bengaluru

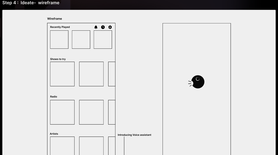
Daily day life :	Commute to office , work ,Office cab , listen to music , web series, Music videos
Motivation :	Ambitious to career, Learning new Skills, Travelling, Travelling
Frustration :	Not having sufficient time, traffics, more time in office cab, weaving earphones for long time.
Technology :	Mobile, headphone, laptop, TV , Mac, Bluetooth, Hello
Brand :	Amazon, Nike, Mysinger, Amazon
Music :	Melody, Indian classical , Western music, Pops,

Bro Bhavesh is working as a software engineer with 5+ years of experience , looking forward of work hard and enjoy hard, meet with friends in a weekend, Like to try different foods, Watch new movies, Socialize Consulting, Video chat, Jaya Video

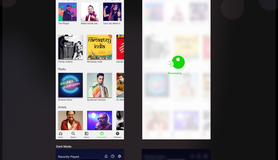
Scenario Building

Scenario	Functional phrases	Further Details
Bhavesh Thinks of listening to music while Commuting to office or Driving.	While driving commute AUX cable or Bluetooth to car music system.	Bhavesh is the Millennials player and he likes apps or packaging that is more focused and features are displayed in the screen.
Bhavesh start commute/Travel / Driving for a long distance	While driving commute AUX cable or Bluetooth to car music system.	He goes to Recently played list and tab on the particular track.
He feels scenario of recently played list while driving the car	Home screen displays, All category tracks lists	Gaana Now managed to connect different Track and Podcast on this page button.
Due to distance from mobile bhavesh struggle to changed Gaana different track on the screen	While bhavesh is engaged in Physical activity Driving, Cooking, Cleaning, Exercise, Walking, Jogging, Gym, Yoga, he is shouting where, struggling to focus on what hand he should use to change the track, Bhavesh tends to take the voice command to change the tracks.	Screen display while driving, Managed to keep focus on the road and avoid the distraction, Bhavesh tends to take the voice command, can give the command to the spotify to specific songs/podcast, Bhavesh tends to play a specific songs/podcast, Bhavesh tends to play a specific songs/podcast

Story board 1



Information architecture


Home
Recently played
New tracks
Trending now
Recommend
Tracks for
Regional/Global
Regional/Global
Based on the user profile
Track lists
Track lists
Track lists
Play tracks
Search
Voice command
Podcast
Your top genres
Browse all
Use voice command
Podcast Lists
Genre/Artist
Genre/Artist
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