

A large, light gray circular watermark of the Spotify logo is centered in the background of the slide.

Spotify Application

Case Study

HOW MIGHT WE...

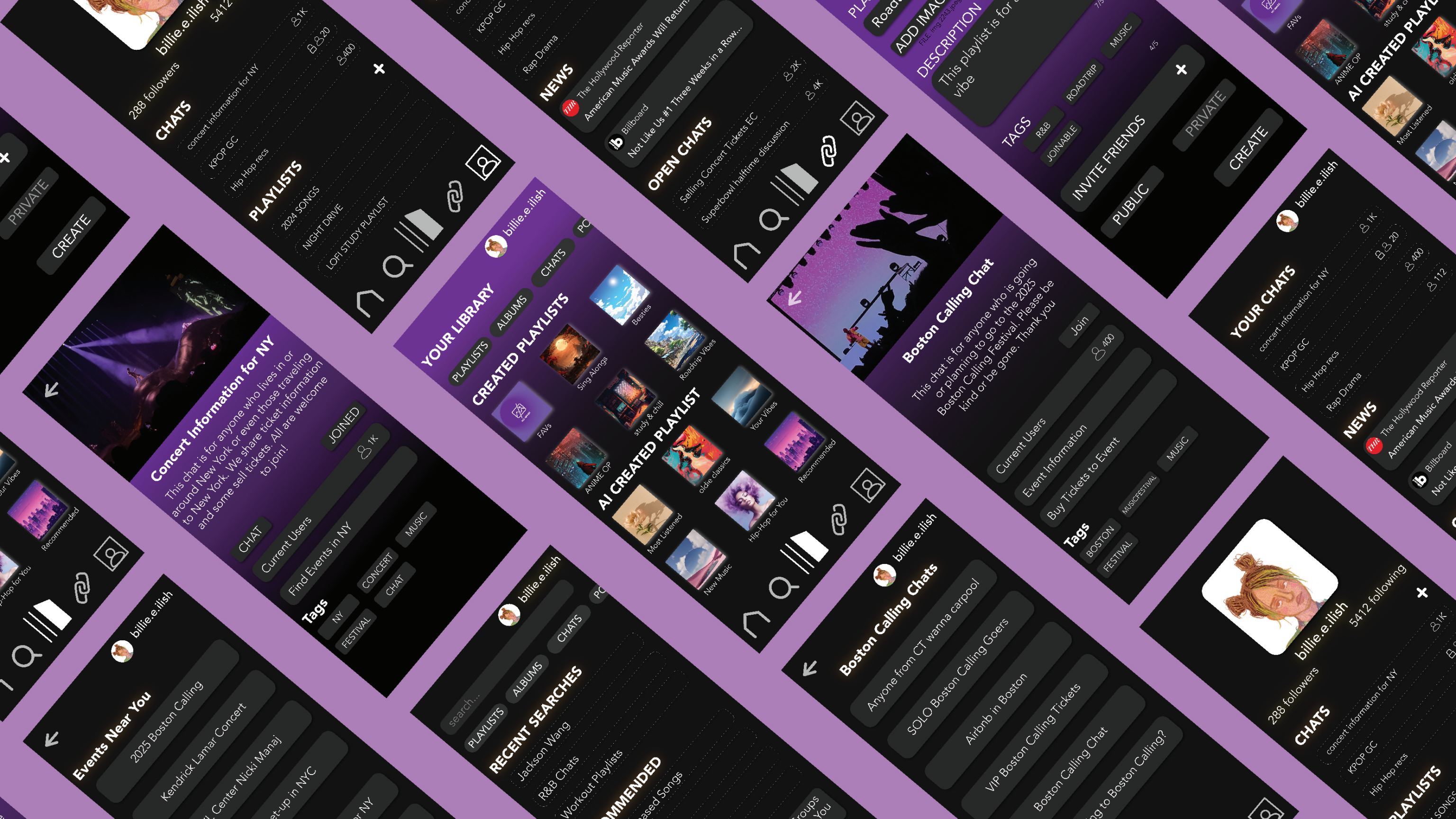
REDESIGN THE SPOTIFY APP TO
CREATE A SPACE WHERE USERS CAN
SHARE THEIR INTERESTS AND
CREATE THEIR OWN COMMUNITY
WITHIN A MUSIC APP

Problem Statement:

While Spotify is the number one application for searching and finding both old and new songs it lacks a social aspect. On the current Spotify application there is nowhere for its user to communicate between each other and create friends or people with similar music tastes.

Solution:

By adding in chat rooms and a section where people can find chat rooms under a common topic it opens a chance to meet new people with similar music tastes. It is also a great way to gain new information on current and future concerts where those going solo can find a group of people or another solo goer to join at the concert.



User Research Findings

If Spotify were to add a way for users to purchase concert tickets, they would have a chance to create even more revenue for their own company. If we take a look at Ticketmaster a company that sells tickets for concerts, festivals, and events like Comicon made 12.3 billion dollars in 2022. In 2022 spotify made around the same but that number could increase almost two fold if they add a way for artists to sell tickets on their platform.

<https://usesignhouse.com/blog/ticketmaster-stats/>
<https://business.ticketmaster.com/solutions/fan-experience/>
<https://companiesmarketcap.com/spotify/revenue/>

Chris

THE MUSIC SPECIALIST



Name: Chase Ivans
Age: 16

Chase absolutely loves listening to music, so much so that he considers it to be a hobby. He **enjoys a wide arrange of music** from country to hip-hop and even listens to music where he doesn't understand the language. Due to his wide range of music it's hard to find others that like most of his music or just as much.

User Task: To meet more people with the same love for music and to join a community.

Context Scenario: I want to be able to **find more people who enjoy music like I do** where language or beat doesn't matter. I want to be able to share my own music with people and find more music myself.

Sam

CONCERT GOER



Name: Sam Hills

Age 23

Sam spends almost all the money she has going to **concerts, festivals or different artists pop up shops**. She loves live music more than anything and feels that **no amount of money can stop her from going to concerts**. However, the majority of her friends think differently because they feel they can just watch the concerts live through streaming or on applications like Spotify.

User Task: To find more people to go to concerts with and finding concerts.

Context Scenario: I love going to concerts and I try to go to just about any concert or music festival I can. But going alone almost every time is starting to get lonely, especially when I am sitting in line and the drives alone are the worst when they're out of state.
I want to meet people who share my love.

May

PLAYLIST CURATOR



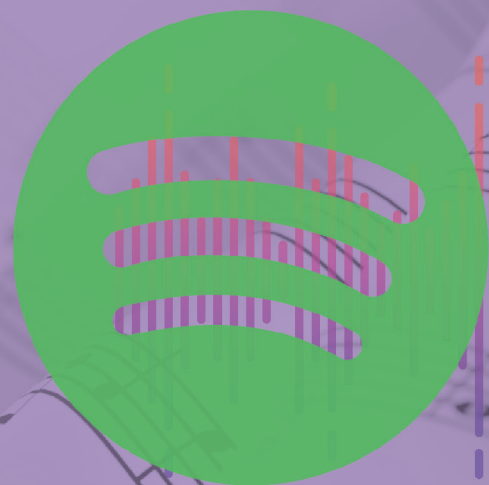
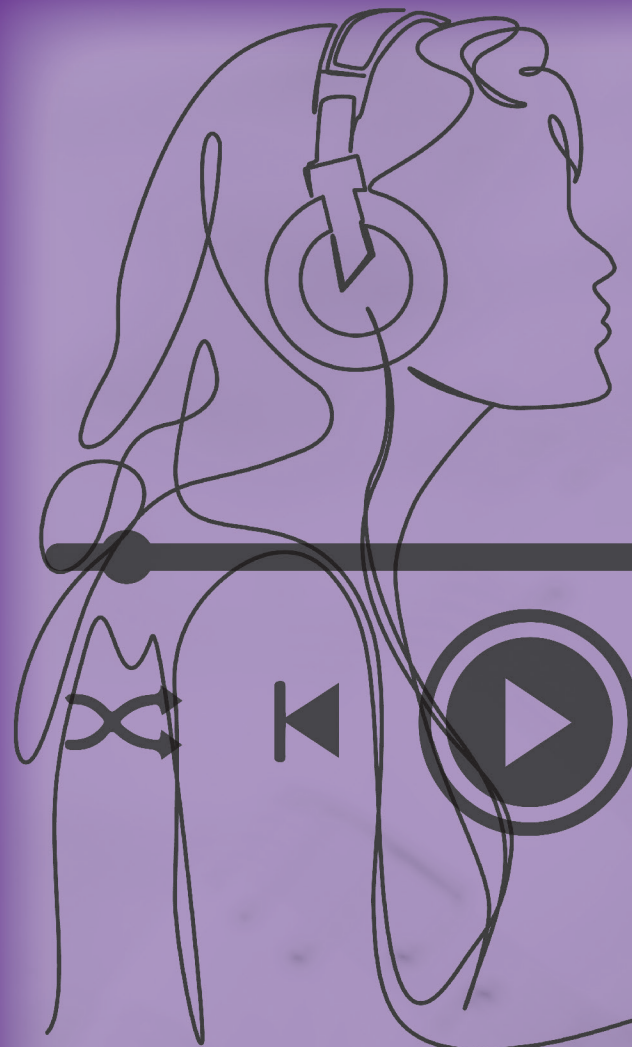
May McNeil
Age: 31

May is a social butterfly who loves to share about her hobbies and likes to listen to music in group settings. She has a playlist for just about every occasion so she can be ready for any scenario. She likes when people enjoy the **playlists she creates and finds joy from them** for the scenario that it's intended for; a party, road trip, etc.

User Task: Creating playlists for people to follow and listen to.

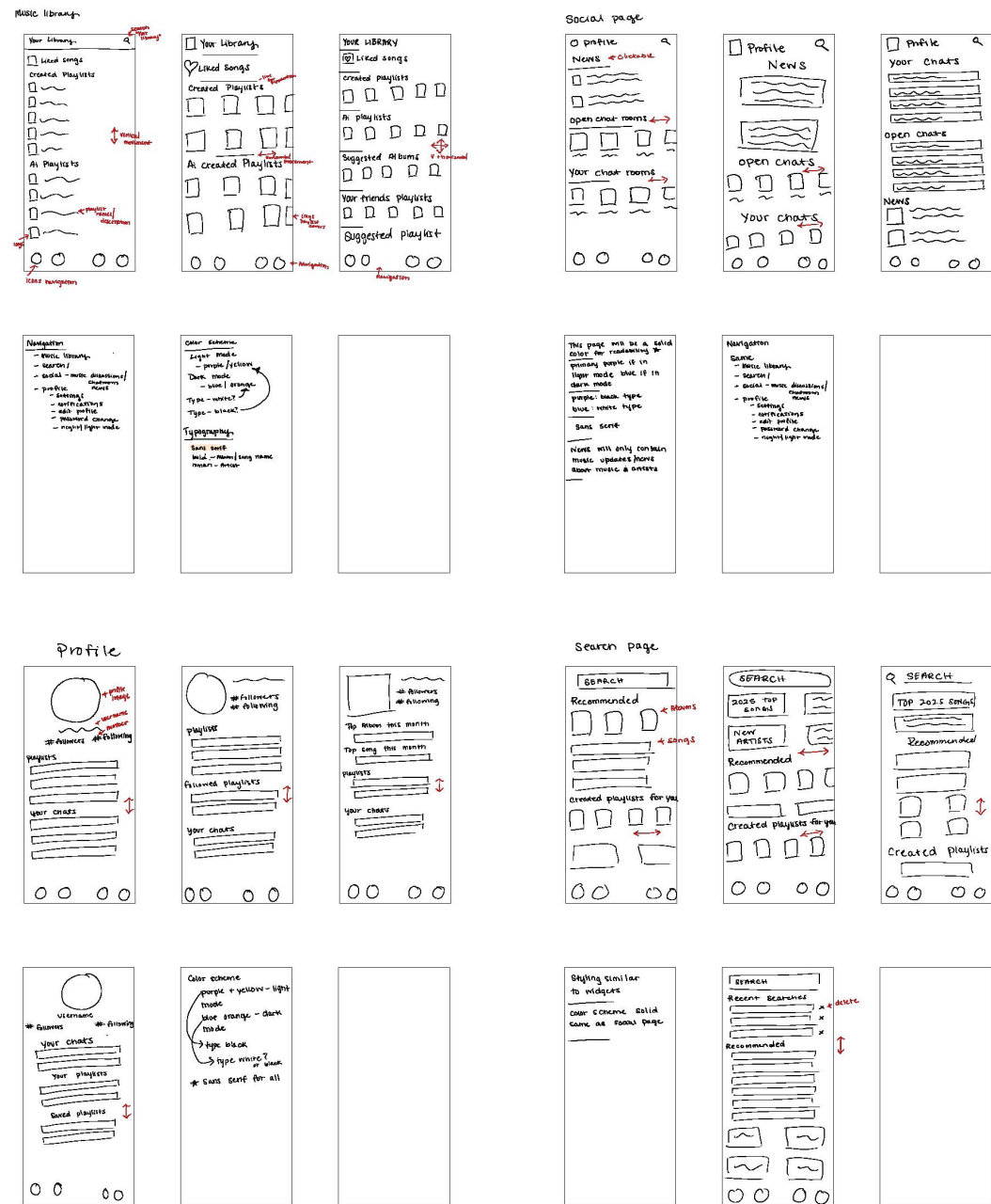
Context Scenario: I find it so satisfying when people appreciate the playlist I set up for certain occasions. I also **love creating playlists** because it satisfies my love for organization and having a play list for just about every event, or even just when I am on a night drive makes my life easier.

MUSIC
MUSIC
MUSIC
MUSIC



spotify®

Wireframes and Sketches



Navigation details / ideas

4 main navigation icons

- profile
- search
- "social"
- music library

profile

- profile is where one can delete playlists, change profile image & access settings
- shows users created playlists & joined chatrooms

Search

- will understand genre
- ex. pop, rap, indie, i-pop, dubstep etc.

widgets will contain:

- top 100 worldwide songs
- suggested songs for user
- top 50 albums worldwide
- all created playlists

Social page

will show current news about music → celebs, winners, concerts etc.

→ no feed

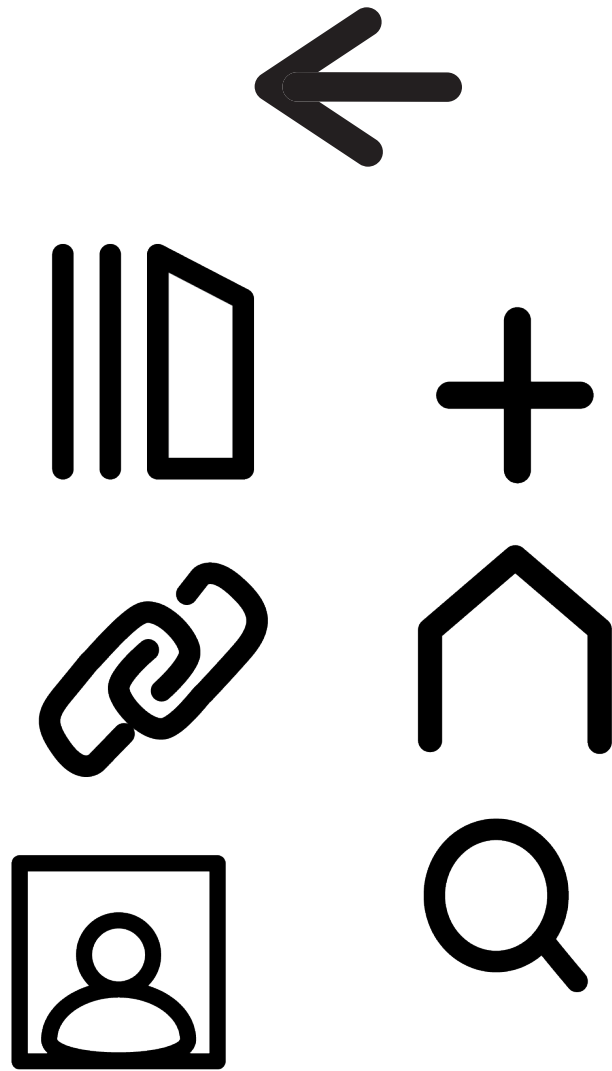
- chatrooms for seeing concert tickets, chatting & making friends

→ ex. chat created will have censorship; one chat may be for 18 yo or younger while others may be for 18 yo

- shows who have comments

- private chats will be only accessible by invite only
- open chats can be accessed by anyone

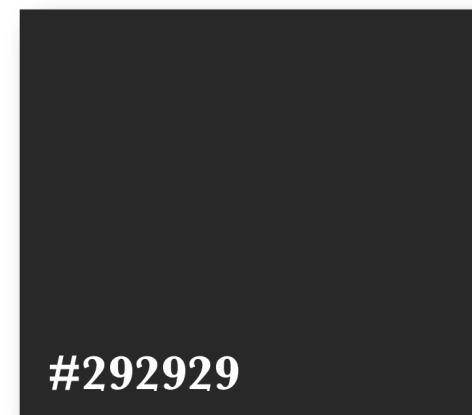
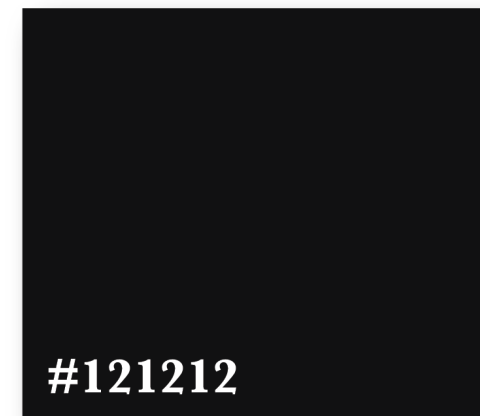
Visual Design Elements



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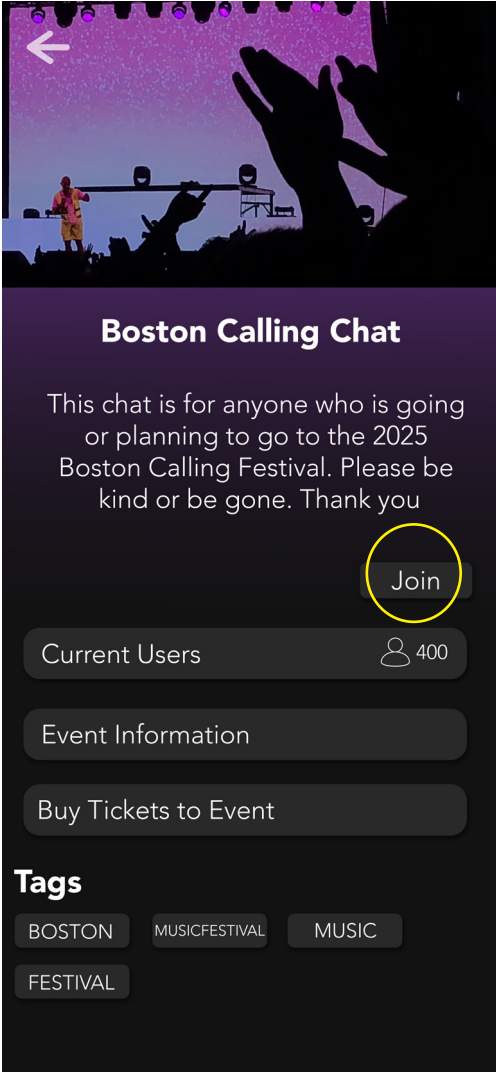
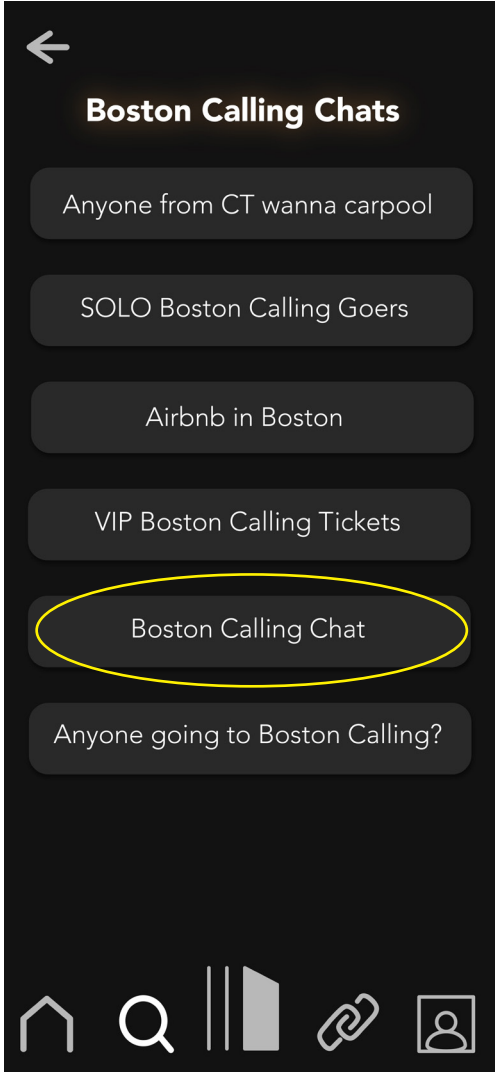
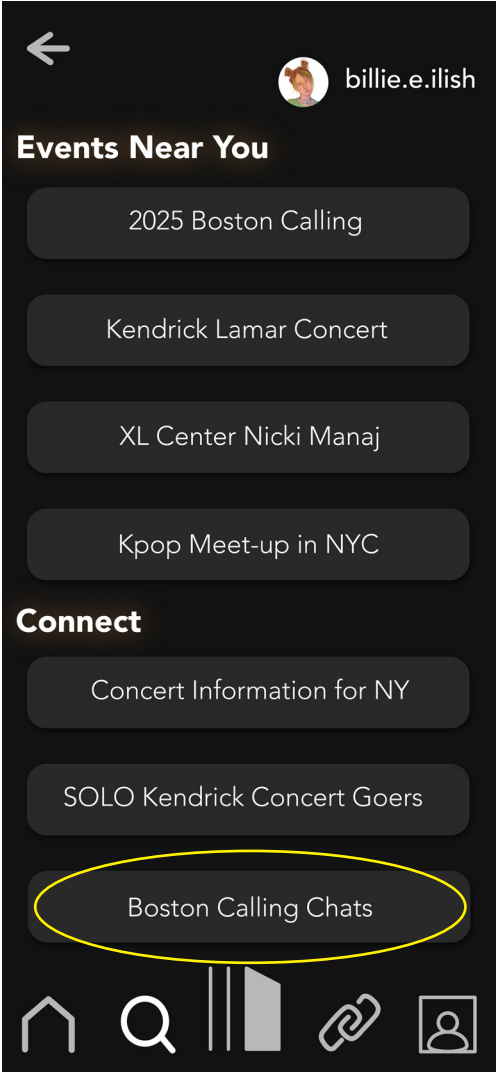
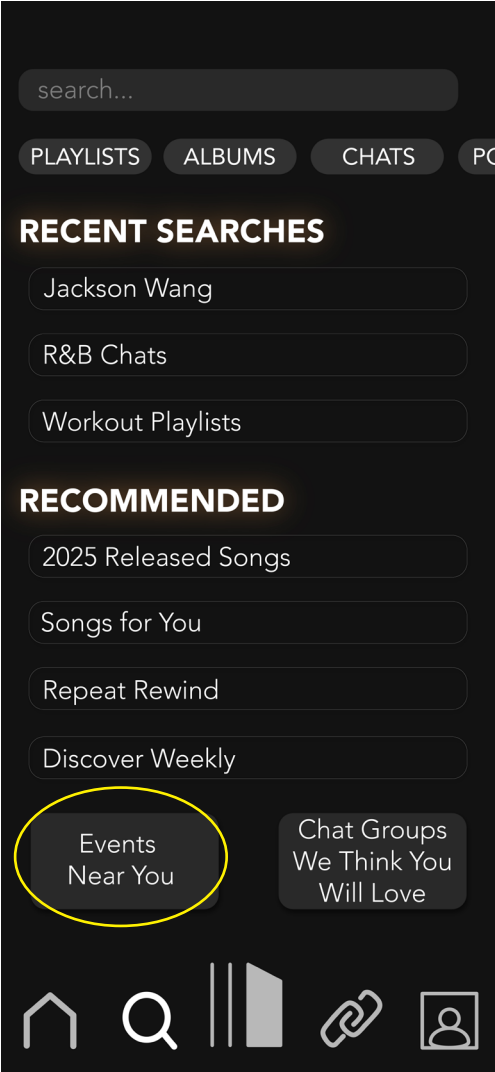
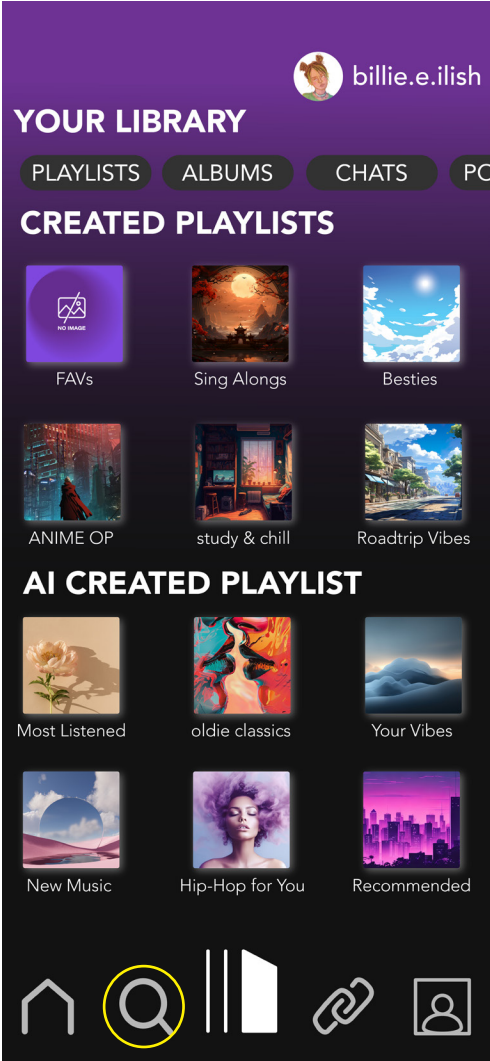
SUBTITLE: Avenir LIGHT 60 pt

BODY: Avenir LIGHT 40pt

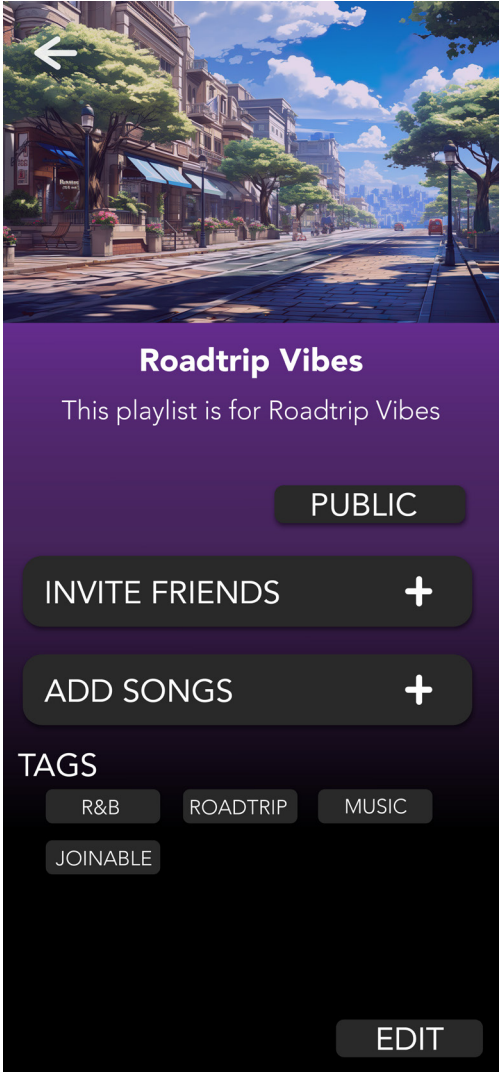
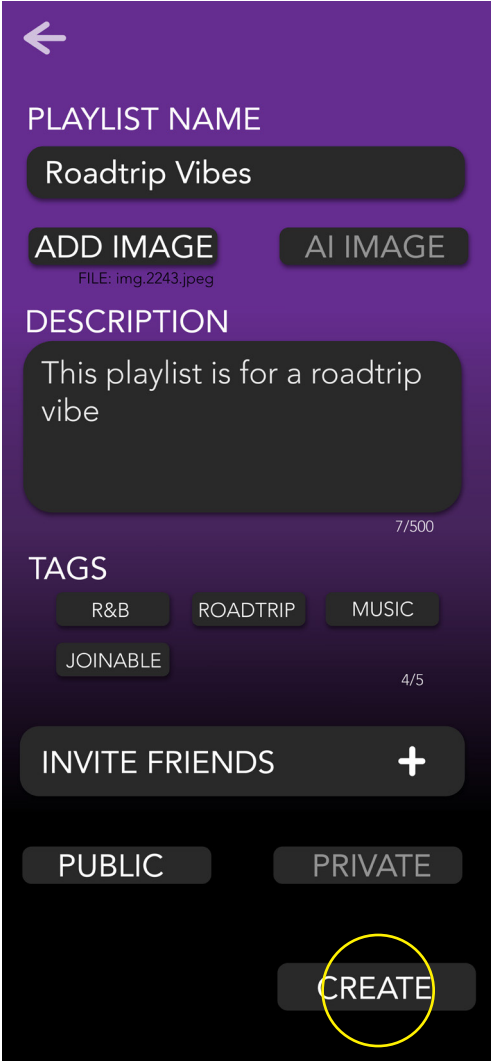
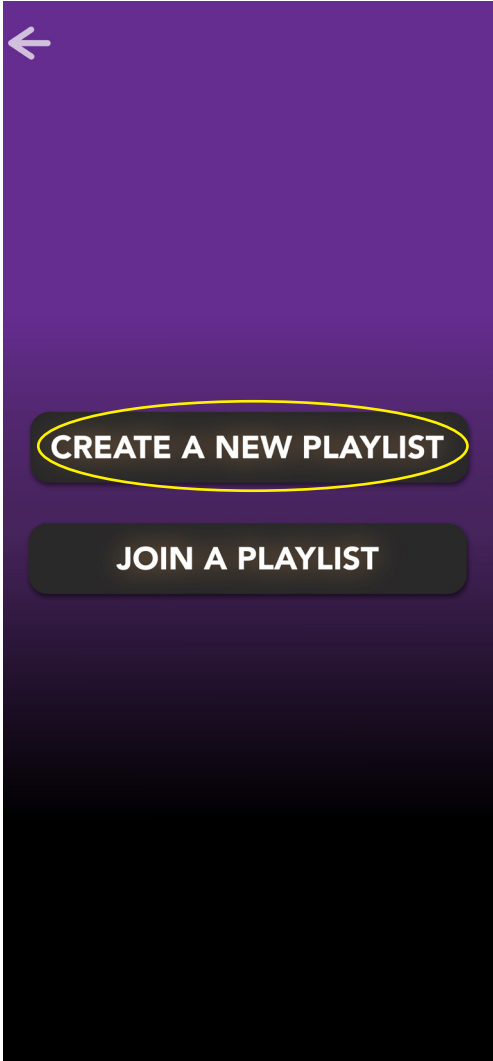
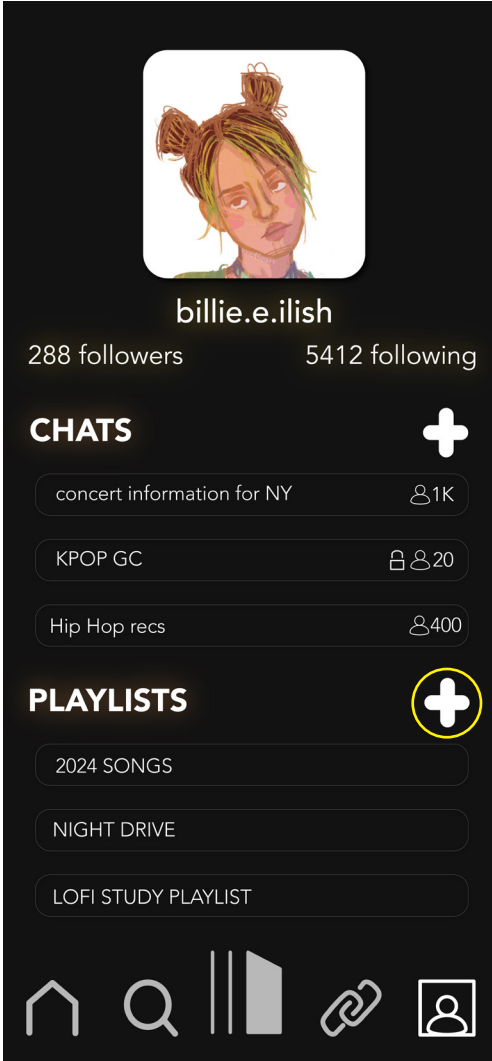
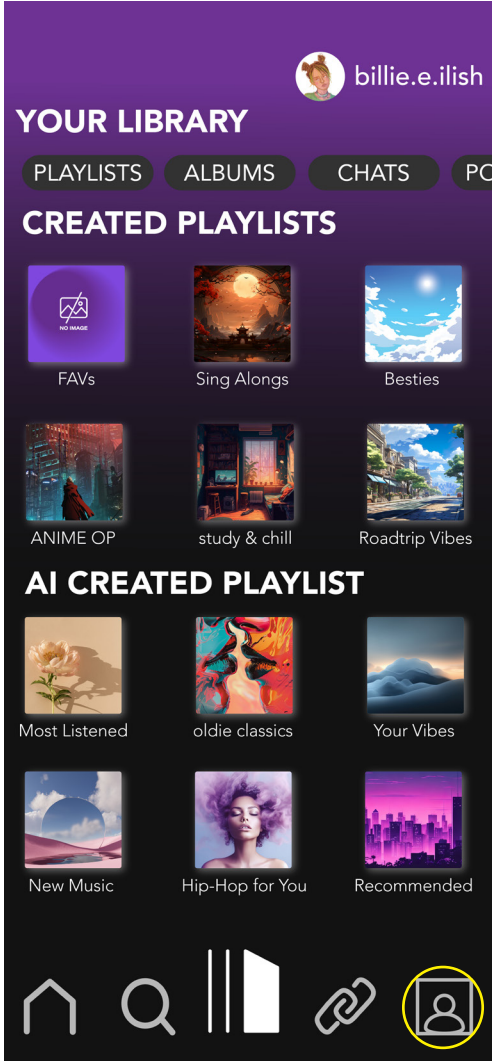


Design Iterations

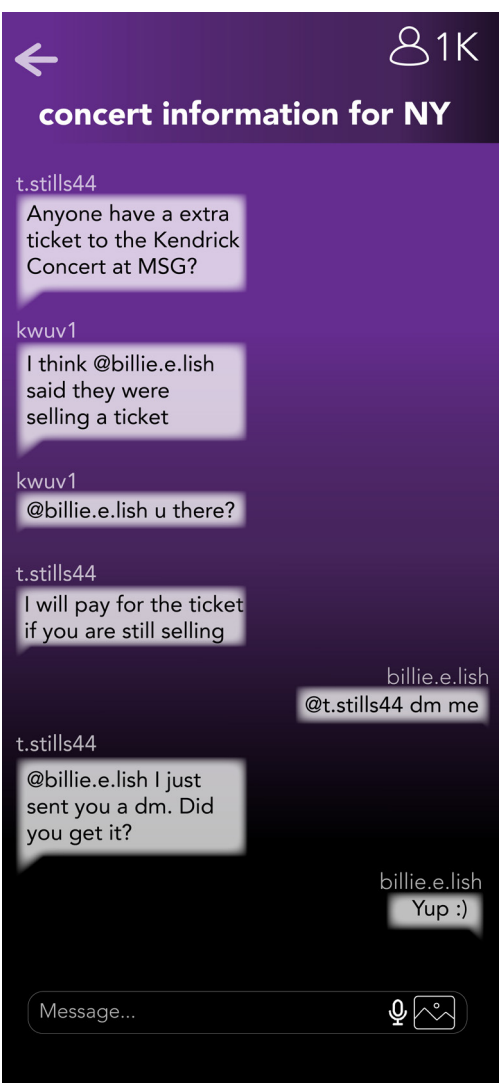
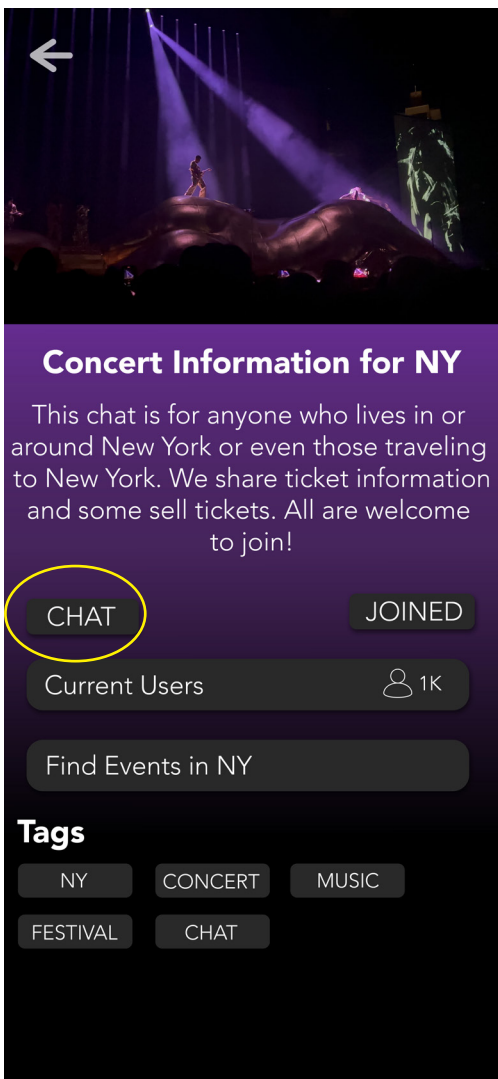
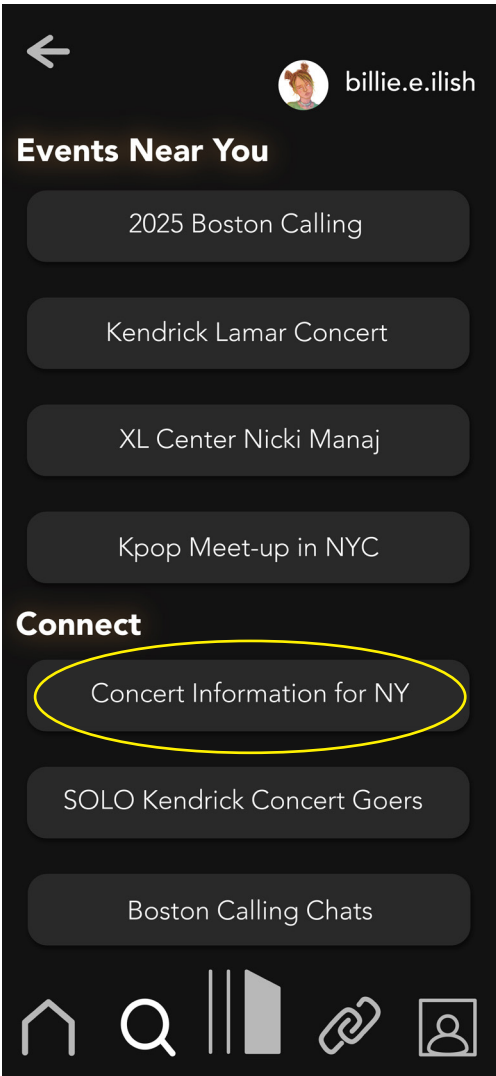
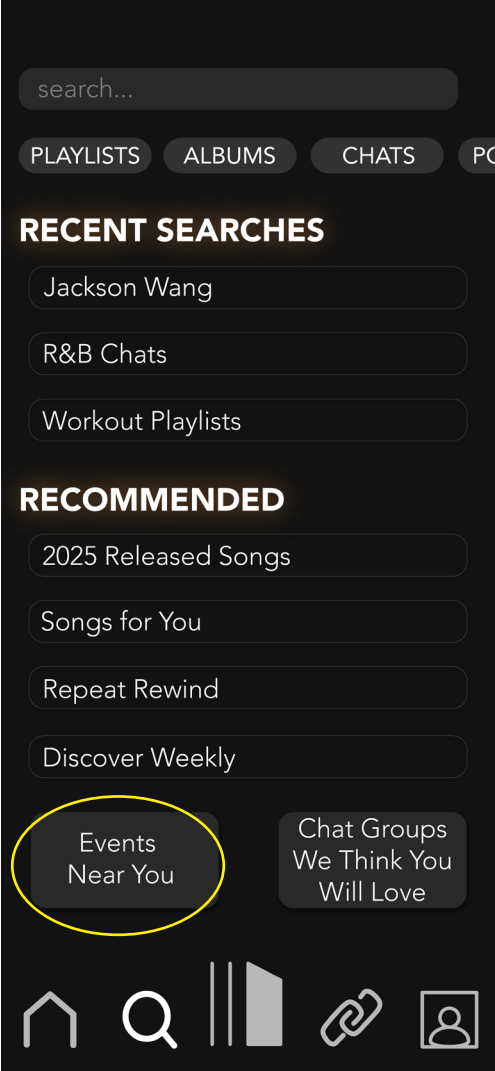
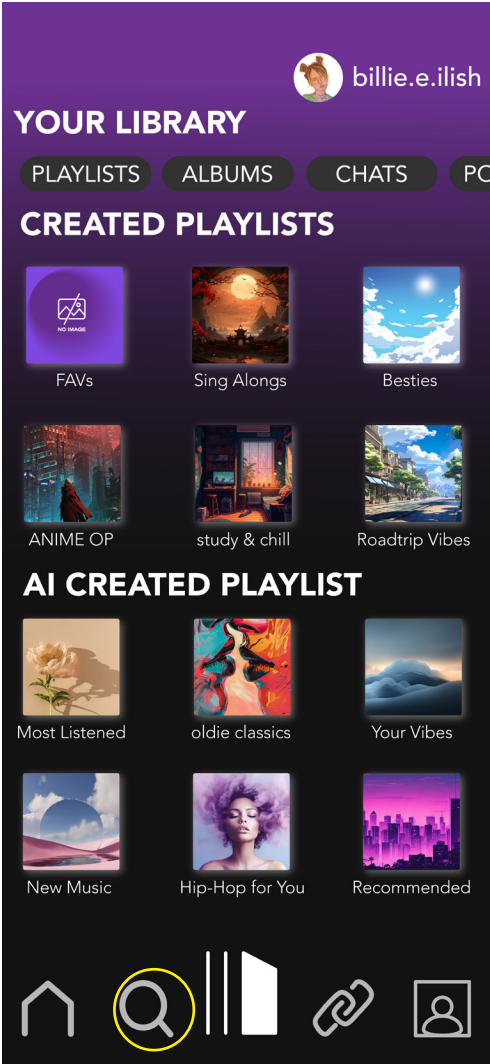
ITERATION ONE



ITERATION TWO



ITERATION THREE



Current High-Fidelity Prototypes

search...

PLAYLISTSALBUMSCHATSPC

RECENT SEARCHES

Jackson Wang

R&B Chats

Workout Playlists

RECOMMENDED

2025 Released Songs

Songs for You

Repeat Rewind

Discover Weekly

Events Near You

Chat Groups We Think You Will Love

billie.e.ilish

YOUR CHATS

concert information for NY

1K

KPOP GC

20

Hip Hop recs

400

Rap Drama

112

NEWS

THR

The Hollywood Reporter

American Music Awards Will Return...

b

Billboard

Not Like Us #1 Three Weeks in a Row...

OPEN CHATS

Selling Concert Tickets EC

2K

Superbowl halftime discussion

4K

billie.e.ilish

288 followers

5412 following

CHATS

+

concert information for NY

1K

KPOP GC

20

Hip Hop recs

400

PLAYLISTS

+

2024 SONGS

NIGHT DRIVE

LOFI STUDY PLAYLIST

billie.e.ilish

YOUR LIBRARY

PLAYLISTSALBUMSCHATSPC

CREATED PLAYLISTS

FAVs

Sing Alongs

Besties

ANIME OP

study & chill

Roadtrip Vibes

AI CREATED PLAYLIST

Most Listened

oldie classics

Your Vibes

New Music

Hip-Hop for You

Recommended

**Thank
You**