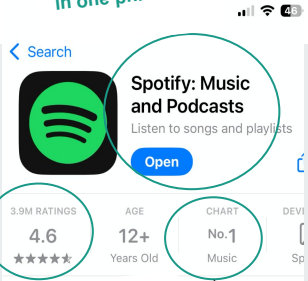




IOS Experience

Shows the JTBD in one phrase

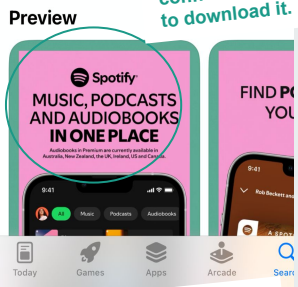


Spotify: Music and Podcasts
Listen to songs and playlists

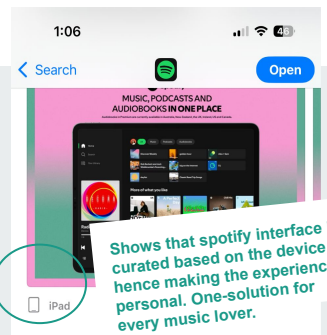
3.9M RATINGS
4.6
★★★★★
AGE
12+
Years Old
CHART
No.1
Music

Spotify is showing how trustable it is as a company

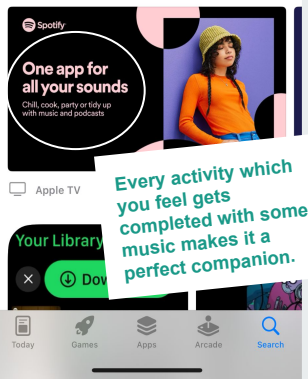
Chart No. 1 builds confidence in the user to download it.



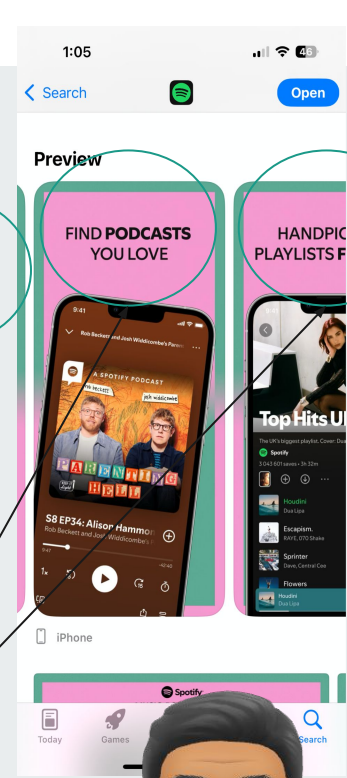
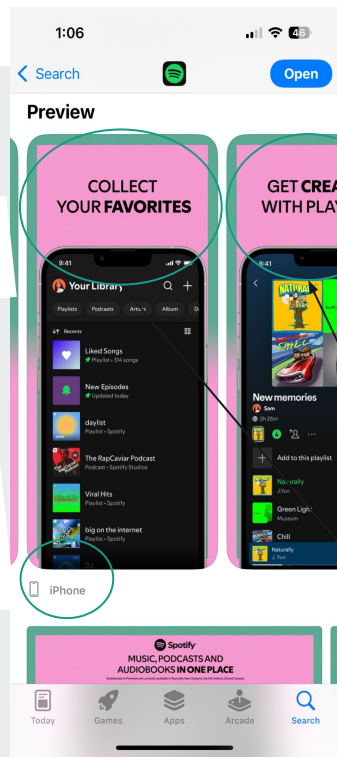
It comes across as a one stop solution to all the ways you experience audio



Shows that spotify interface is curated based on the device hence making the experience personal. One-solution for every music lover.



Every activity which you feel gets completed with some music makes it a perfect companion.



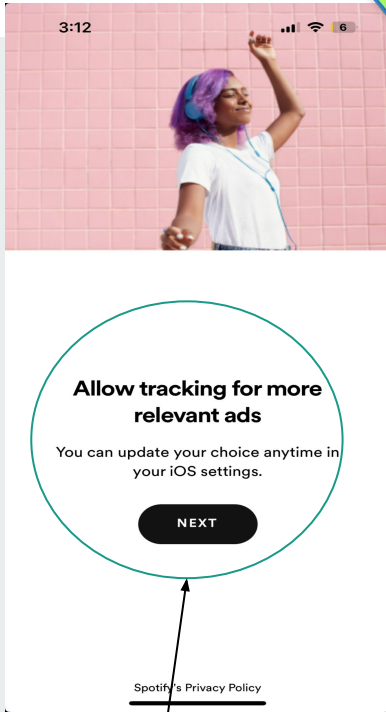
All Most used Features and Displayed here



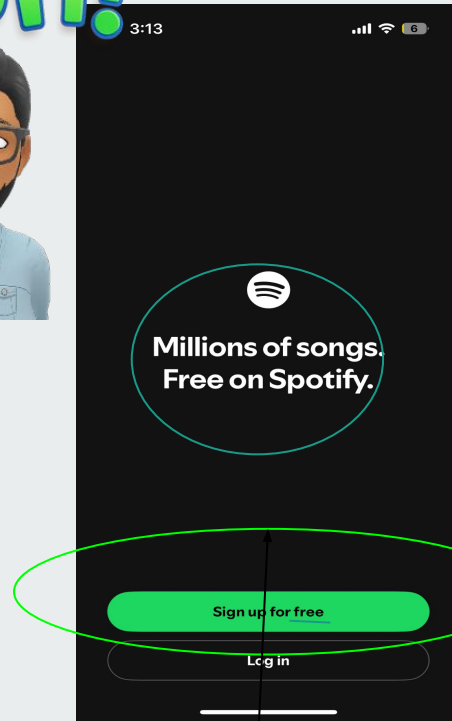


Registration Screens

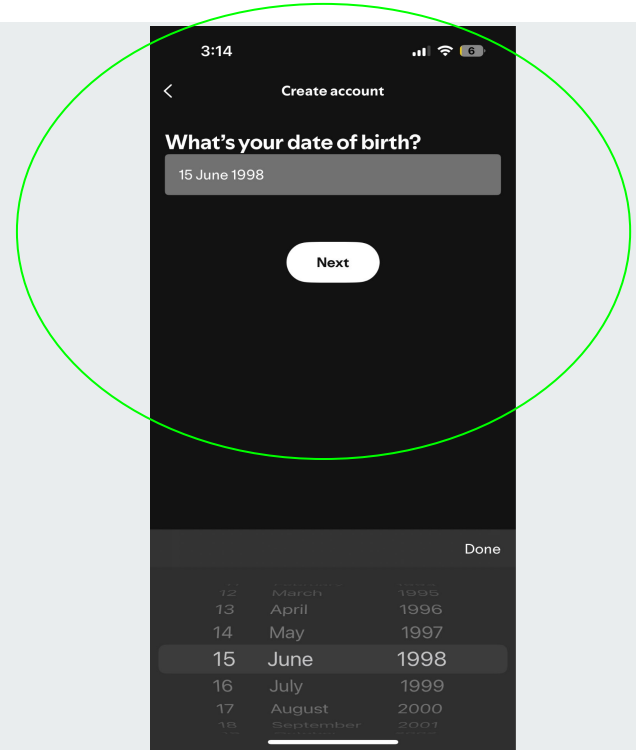
Yeah!



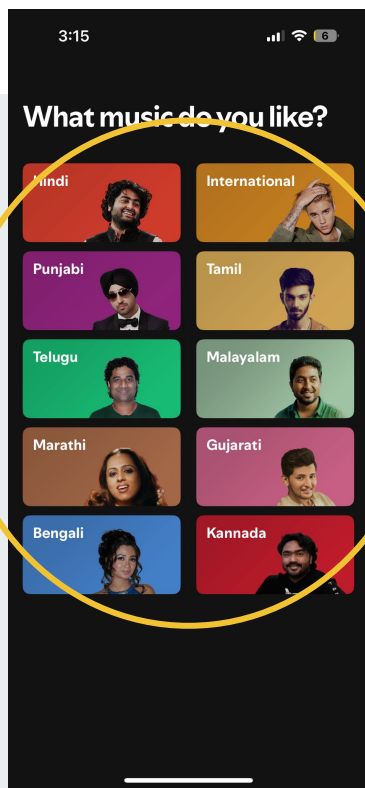
The first screen I get is a disclaimer. Spotify knows I will not use the platform if I see ads that are not relevant so they have gone ahead and put in a disclaimer.



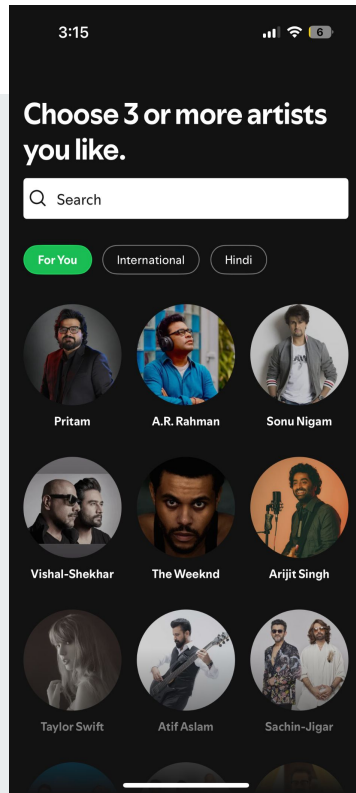
Notice how spotify stresses on the word free. They don't want to lose out on free users because it adds to their ad revenue. (Which is greater than their paid revenue btw)



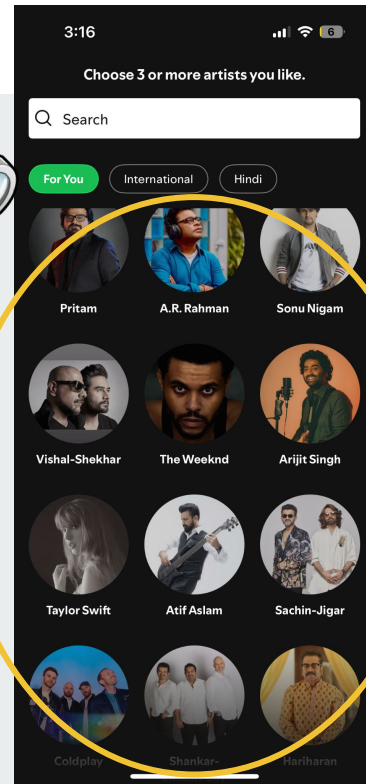
Asks date of birth and gender. Recommendation and user mapping starts right from here. They could have pulled this info from my google account and reduced number of screens



Asks me to select a language. When I select english first, I get recommended more regional artists in the next screen. Improvement: Should be a fair representation based on language I select.



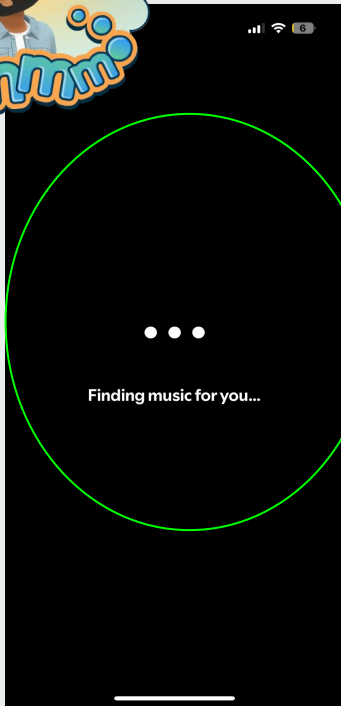
Validation of my previous argument. Also from this screen spotify allows me to start searching.



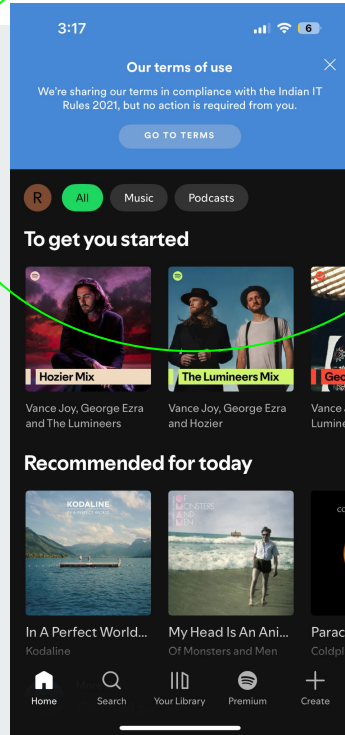
It will take 3-4 more clicks to get to the artists that I like. Suggestions for improvement: Anyone should be able to reach their preferred artist in 3-4 clicks overall which will result in an aha moment.



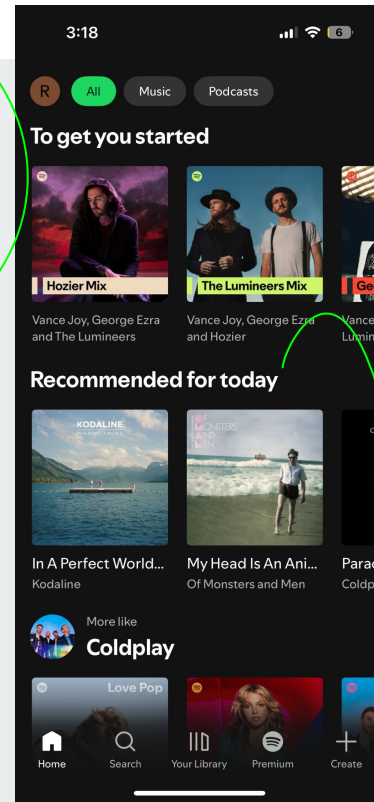
Inside the App/ Home Page



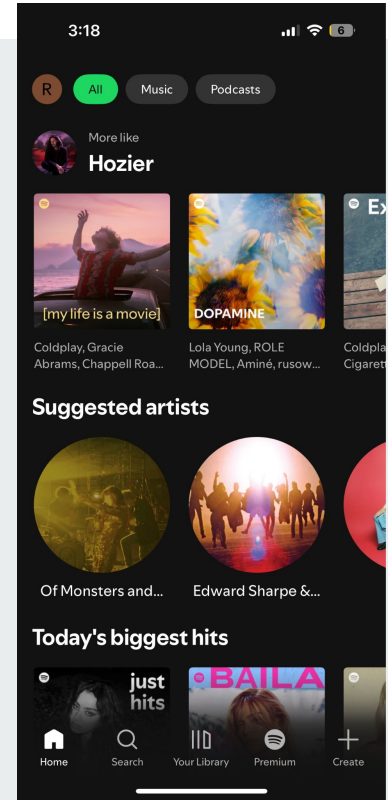
Again Spotify constantly stressing on personalisation



This Indian IT rules compliance message was not important if no action is required for me.

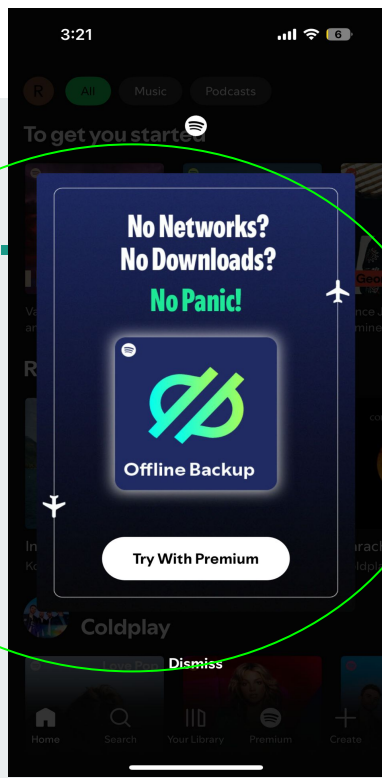


Spotify has a lot of options to choose from.
Pro: Loads of different playlists (Top 50, Jazz, Recommended to choose from)
Con: Takes more than 10 scrolls to get to the bottom

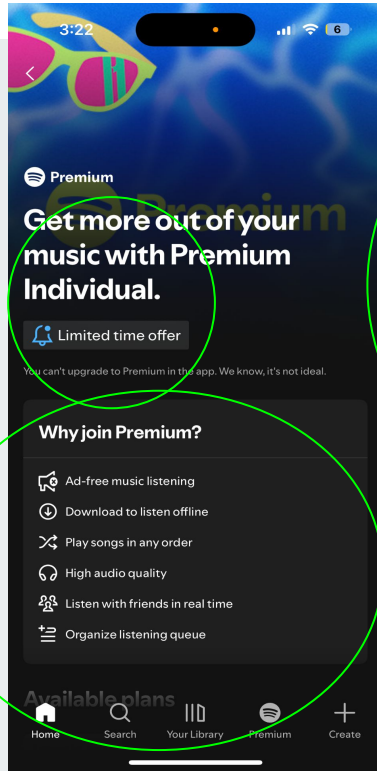




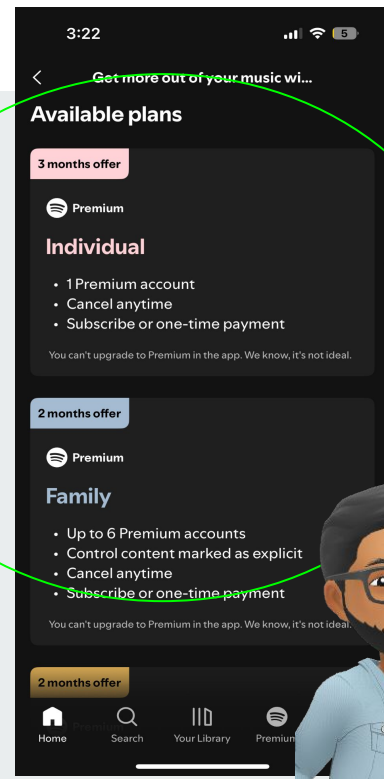
Pricing Page



This came in way too early, I had not even played a song yet. I had just scrolled down to the bottom. I haven't experienced in aha moment yet and this should have come later. If this came because of a lapse in wifi it would have made sense. Also looks out of place, design doesnt match.



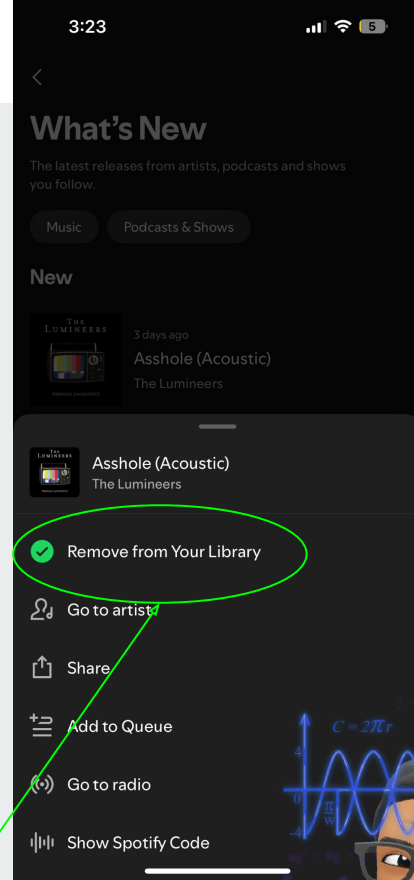
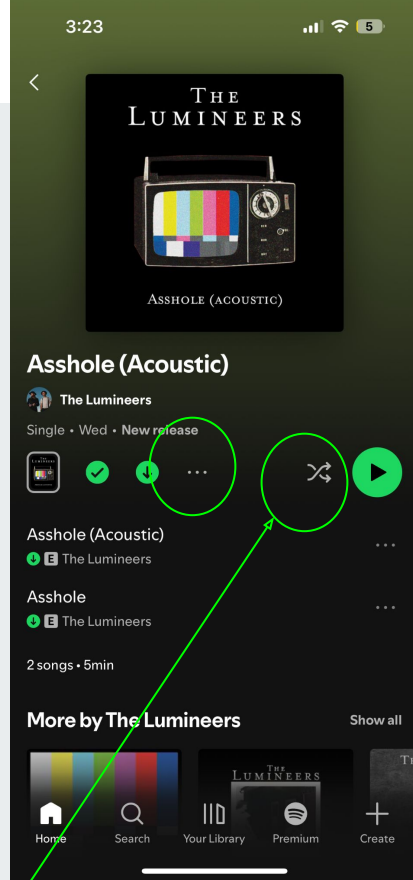
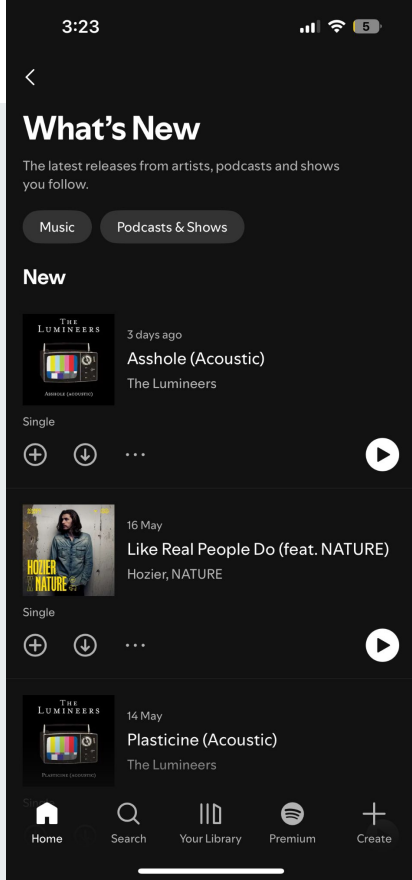
Limited time offer sounds too salesy. High quality audio might make people believe the audio quality is terrible otherwise. Also I havent gotten a chance to even explore organize queue.



Not upgrading to premium on the app is a big issue, it causes friction. Also no sign of how much it costs. I should be able to compare prices directly on this screen.

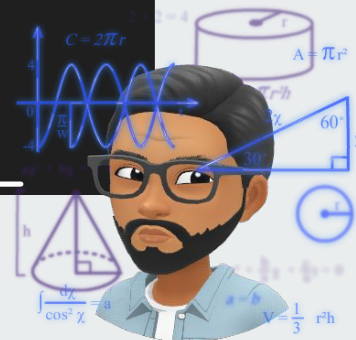


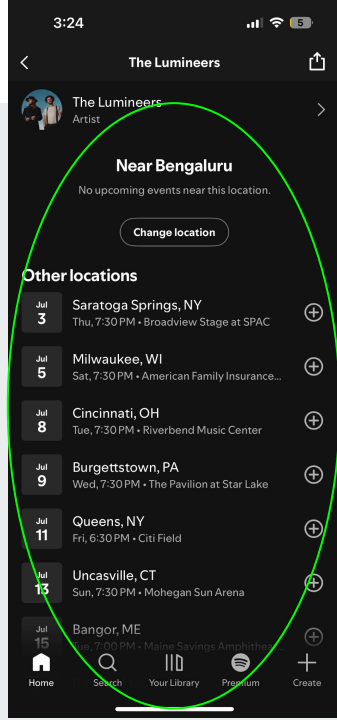
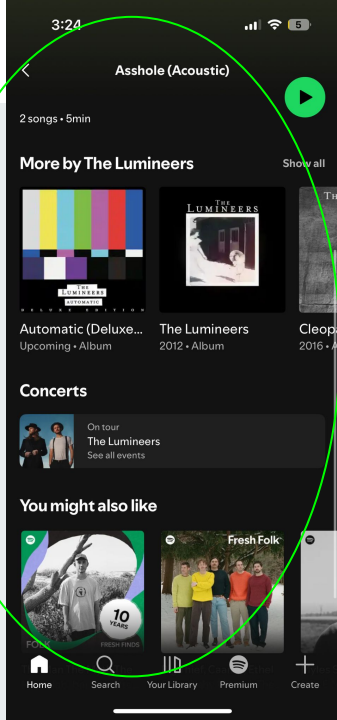
Other user journey flows (Playlists; music/podcasts)



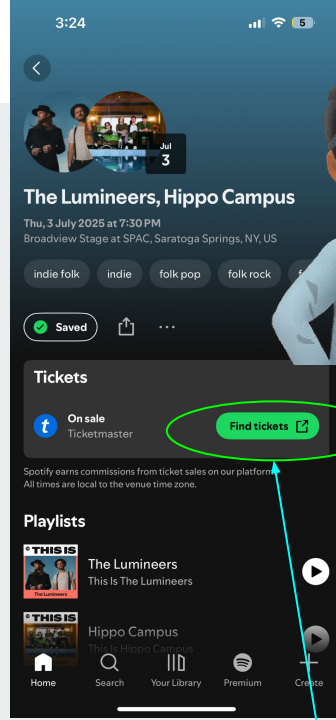
The shuffle option is good to have. Specially for longer albums. The three dots contain an exhaustive list of actions the user might want to take.

I also have the option to hide a particular song from an album. Not sure if I have seen this feature anywhere. I can put it on shuffle now knowing my least favourite song won't play. An AHA moment.





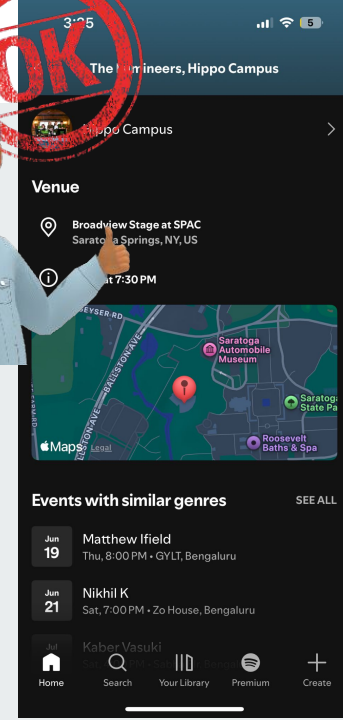
If I keep scrolling I get more suggestion like new releases, artists suggestions etc. I also get suggestions for their concerts and tours. I won't have to move apps to see if this artist is performing. An AHA moment for the consumer, a great win-win for artists and ticket sellers.

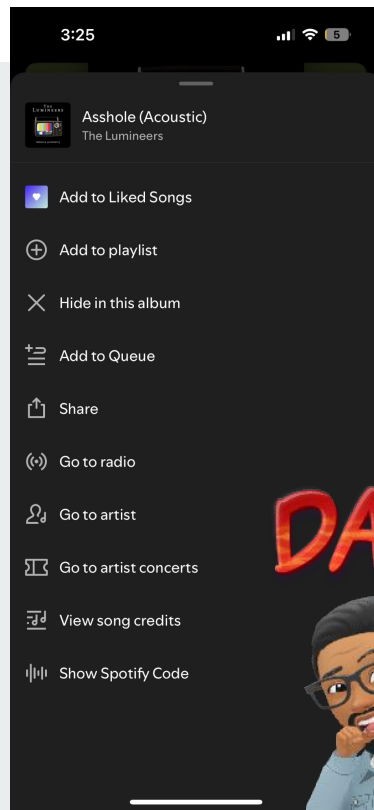
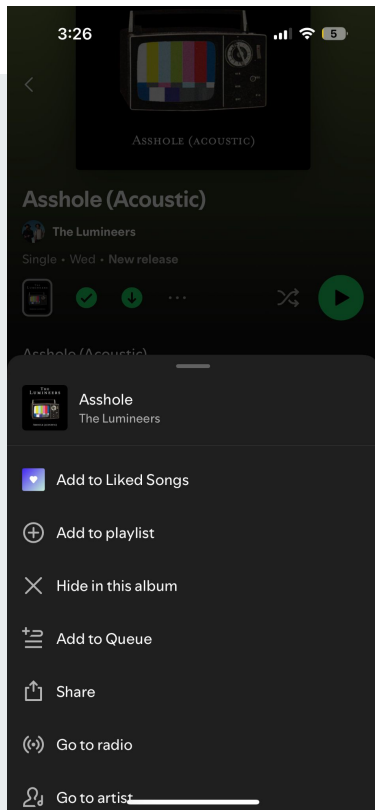
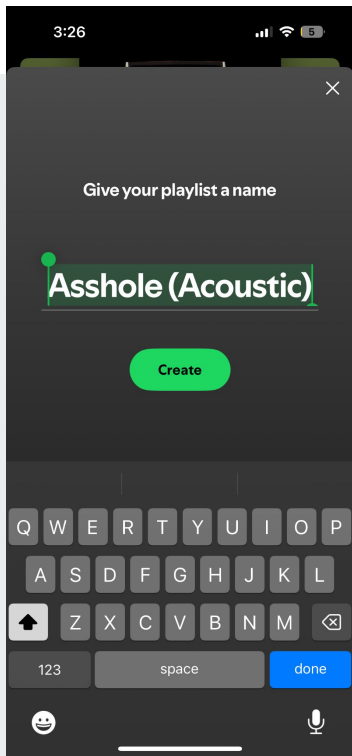


I also get more options like venue direction, events with similar genres etc.

They redirect me to another app for ticket purchase.

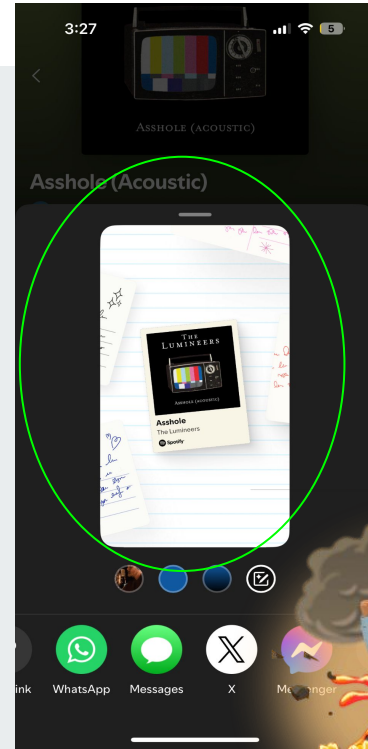
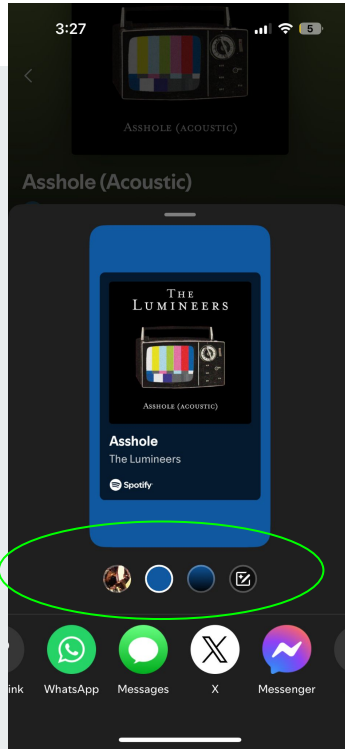
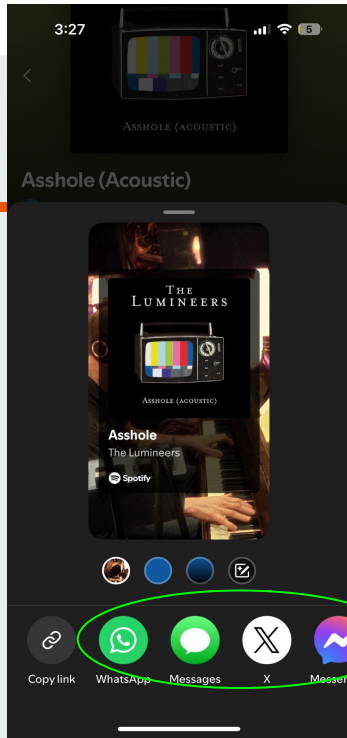
Suggestion: They should have ticket purchases on spotify





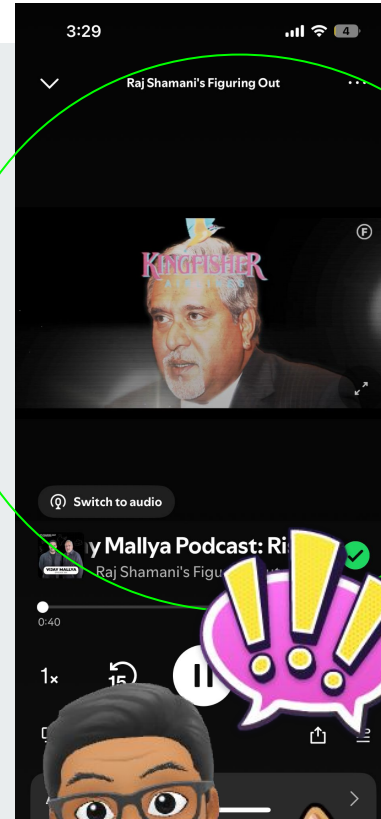
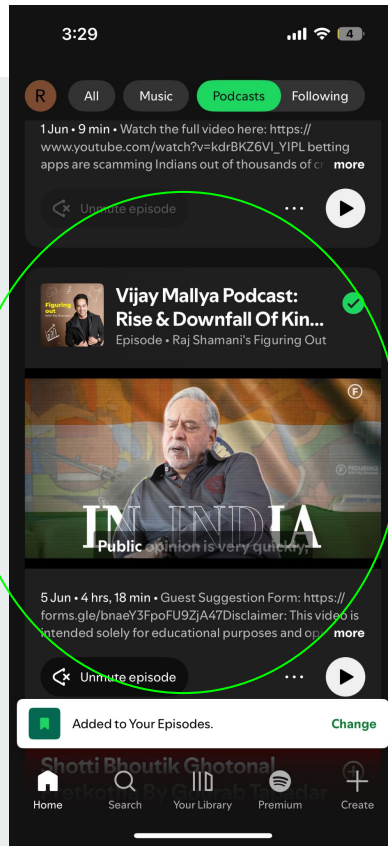
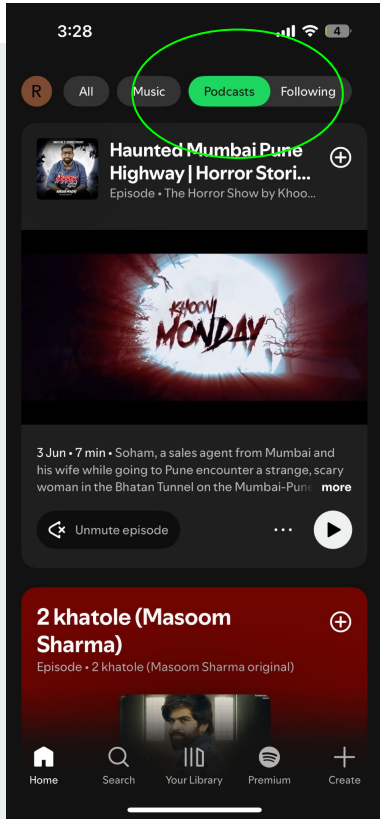
Playlist creation is simple and intuitive. It doesn't feel tedious and Spotify has optimised the number of user interactions with the screen





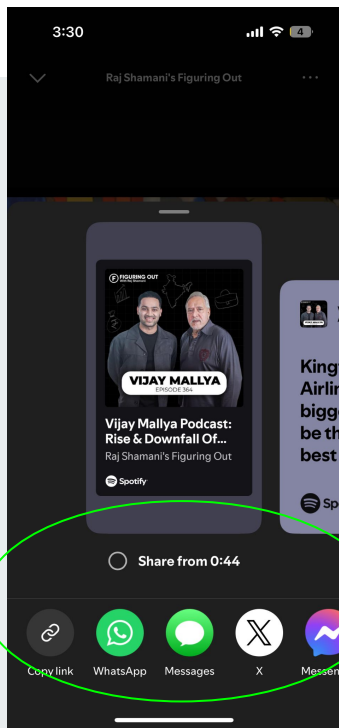
Sharing on other platforms is super smooth and a great experience. You have the option of choosing your background before sharing. An Aha moment yet again!!





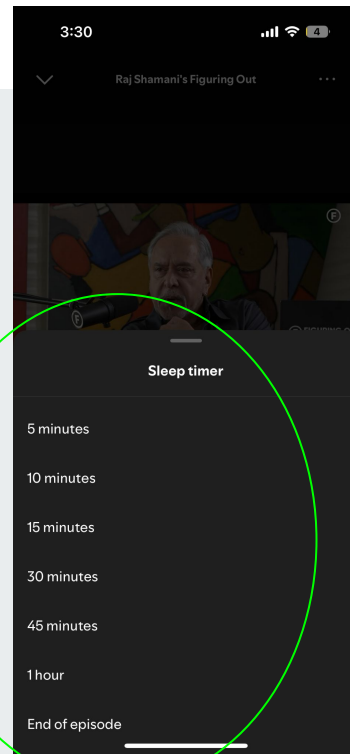
Podcast works essentially the same as music in terms of functionality except it also can have a video. I can add episodes that I want to watch in queue and it will keep playing.





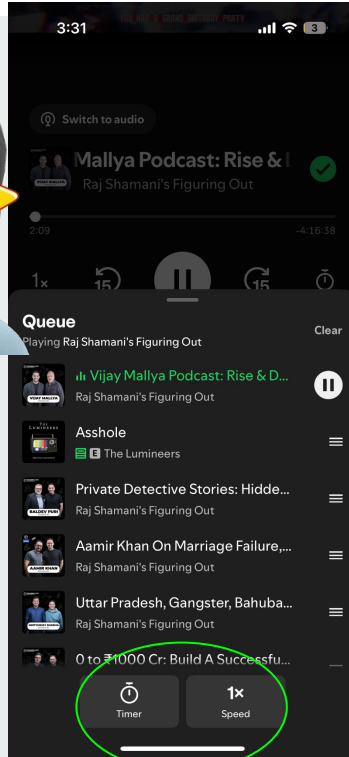
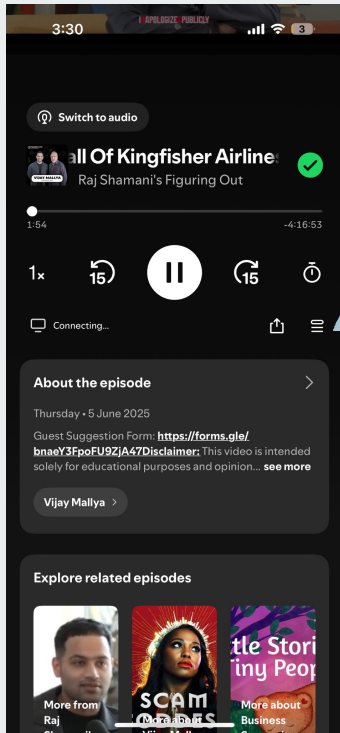
The options for sharing a podcast are unique. AHA moment for sure. You can share a particular timestamp or a particular quote.

The option to send this to someone on spotify itself should be there.



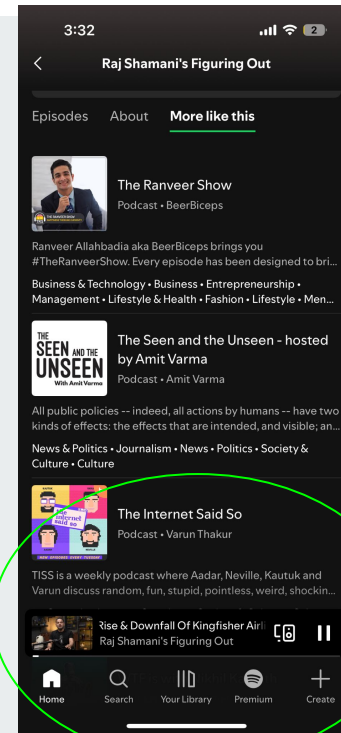
We also have the option to choose how long the podcast will keep playing. This is a good example of anticipating human behavior. Audio podcasts make people sleepy.





About the episode is a good place to learn about the podcast (that Raj Shamani's social media team completely wastes)

Both the timer and speed options are at the forefront. Some podcasts are painfully slow and spotify knows that.

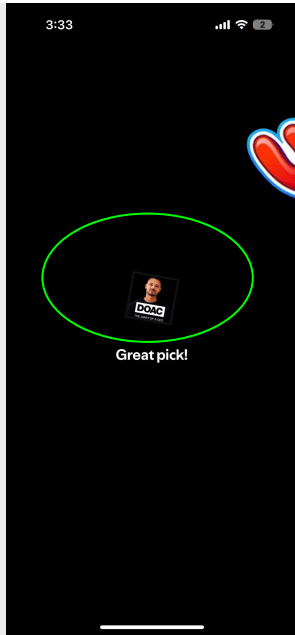


Spotify's recommendation engine doesn't stop. But on the flipside, it can also make users overwhelmed. Soooo many options almost makes me feel I'll miss out on so much.

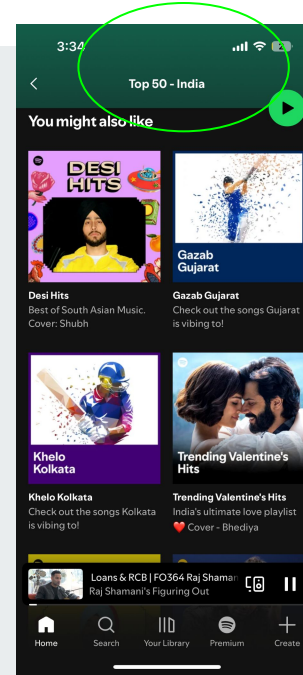
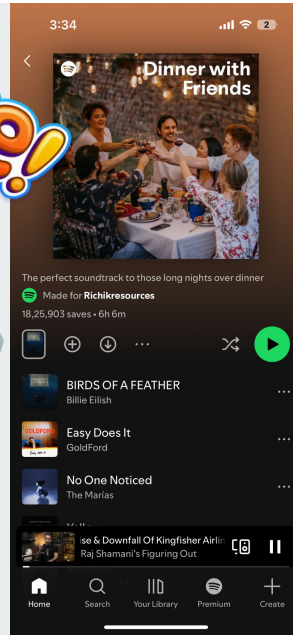




Other small features



Wowee!



Clap *Clap* *Clap* *Clap* *Clap*



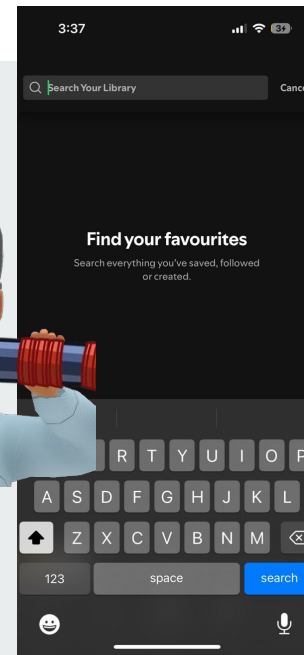
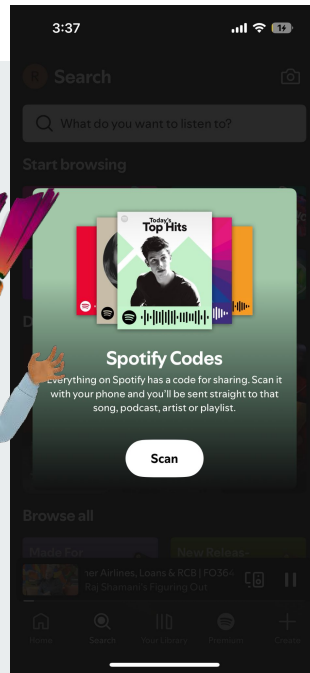
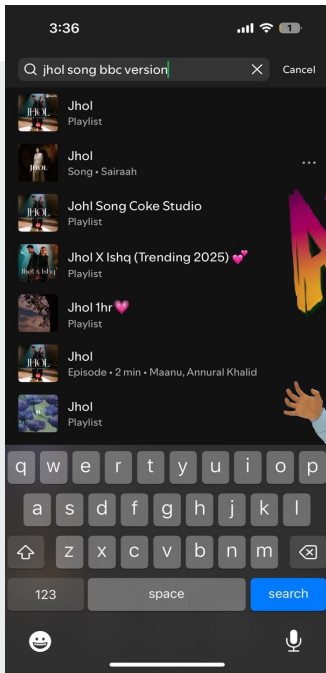
Small nudges/ validations from the app make it look personal

Small descriptions at the top again has a personal touch, specially because the next line says "Made for <you>"

The top 50 india playlist recommends regional languages next. Spotify has cracked the Indian market quite well.



Search



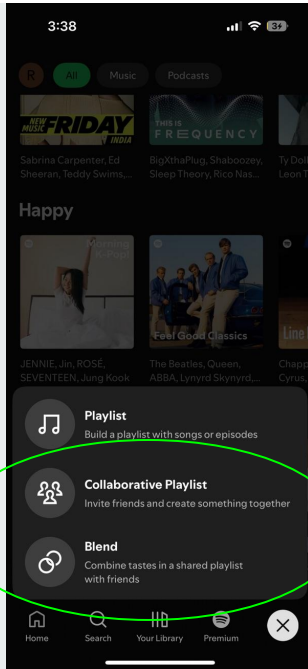
Spotify lacks versions. An acousting version of this song won't be available in spotify. Much less variety compared to YouTube.

Good to have feature but never ever used. This disclaimer is useless.

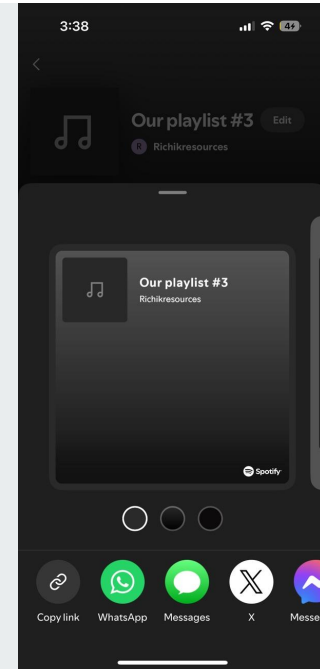
The search bar should show results irrespective of where it is. It should be independent of new songs and songs in the library. A lot of users do not like this feature.



Other homepage tabs



GLORIOUS



Two features that really make Spotify stand out. Collaborative playlists and Blends are both used widely and appeal to the social goals for most of their audience. Big differentiator when it comes to user experience. They allow users to communicate through music. An Aha moment for a first-time user.

