



SPOTIFY

Making Spotify more social!

Scope and Focus

Spotify's mission is clear: "to help people listen to whatever music they want, whenever they want, wherever they want—in a completely legal and accessible way." As a streaming music service, Spotify is the group lead and it wants to stay that way. For this reason, they want to improve engagement and retention in the app. In order to do that, they want to expand on their social capabilities. You will be helping them define what's the best way moving forward in that direction, and provide them with a prototype of the feature(s) that you're adding, integrated seamlessly within the rest of the app.

Project Background

There's a special connection between humans and music. Perhaps this is due, in part, to the way music evokes our emotions, or maybe it's about embodied response.¹ It's amazing that even with brains that are far from neurotypical, music can still break through and allow for human interaction.²

Whatever it is, the connection between us and the music is undeniable. And the way that it makes us interact with each other is also obvious wherever you look. Teens use musical tastes as a badge of identity, deep catalogs provide a shared context for geeking out, and playlists are still an object of courtship.

Spotify, leader on streaming music, wants to make a move into helping that connection further. It already has some core capabilities, like following artists or friends, and a basic feed of activity. However, there's much more that can be done.

There's a few early concepts that have been talked about³: Instagram-like stories⁴, a more interactive feed, or even a better form messaging. In fact, Spotify removed the messaging capabilities earlier in 2017 due to low engagement, but instead of that there could be a chance to improve it that adds value for users.

Don't think only about person-to-person interaction, consider groups, and the many-to-one relationship artists have. There could be more space for them to share their latest teasers, new music, favorite tracks and, overall, connect more with their fans.

It's important to note that Spotify doesn't have the ambition of being the next social network where you share your holiday pictures and miscellaneous selfies. Any new social capability should be in favor of human—and even better, emotional—connection, primarily centered around music.

High-Level Design Goals and Objectives

These are the high level goals and objectives:

- Design a new social feature that embeds within the current Spotify platform in any device of your choice (web, desktop application, iOS, or Android). Make sure it embeds well and smoothly with the rest of the app.
- Design additional and complementary features that could enhance your main one.

¹ [National Geographic: "Why Does Music Move Us So?"](#)

² [Autism Network: "Why isn't everybody talking about music and autism?"](#) and [Alzheimers.net: "5 Reasons Why Music Boosts Brain Activity"](#)

³ [FastCompany: "Why Spotify Should Become a Social Network"](#)

⁴ ["Please give us 'Stories': an open letter to Spotify!"](#)

- Design the feature in other devices.
- Create a very creative and interactive landing page to promote the new feature(s). An inspiration could be “2016’s Wrapped” featuring the most streamed artists and playlists of the year⁵.

Key Features

The features will be decided by you upon research. They should be moving Spotify in the established direction, following current guidelines and starting with the device of your choice.

Brand Message

Founded in 2006, Spotify kept its black-and-green identity consistent through today, though it’s been complemented by a color identity refresh in 2015 inspired by duotone concert posters from the 1960s⁶. In 2016, they launched a major overhaul of all their platforms, with a focus on consistency and further scalability⁷.

Official brand guidelines can be found at developer.spotify.com/design. To better understand the platform specific guidelines and patterns, it’s best to explore and get familiar with it as much as possible before you start designing.

⁵ [Spotify's 2016 Wrapped](#)

⁶ [FastCo Design: "Spotify Unveils a Bold New Brand Identity"](#)

⁷ [Spotify's Design Director: "Design Doesn't Scale"](#)