Spotify | Integrate a new social feature(s)

Introduction

All the five users were able to complete several defined tasks without any major surprises. Three participants were men and two were women. Three of these participants were initial participants of my user research for this project while the other two were new.

Two of the participants did the usability testing in front of me on my phone where I could observe what they were doing including their gestures, while the other three did it online where I was watching them via Zoom. I took notes while the participants navigated through the given tasks.

Task 1: Log into their account on Spotify and search for 'New Music Friday'.

Task 2: Select an album and create a new 'Friday Night Session'.

Task 3: Invite a group of friends to join the 'Live Session'.

Task 4: Go to the 'Live Chat' after joining the live session.

Summary of the feedback

The feedback I received could be summarized into three categories:
1. Usability feedback
2. Functionality feedback
3. Technical feedback

1. Usability feedback
- Everybody could complete the task but felt that they needed more context about the new feature.
- Adding a summary of what the feature does would help.
- A video showing the use of the feature would also help.
- Provide a demo of the feature with an Update Alter for users to understand the new feature.

2. Functionally feedback
- After providing a brief overview of the feature, the participants felt that the new social feature of 'Friday Night Session' was a great way to discover, share and listen to new music together with friends.
- For the 'Live Session' the users felt that there was no need to have both the 'Private messaging feature' as well as the 'Live chat room'.
- According to them just having the 'Live chat room' would suffice.
- The participants liked the 'Thumbs Up' – 'Thumbs Down' as a way to show whether you like or dislike the music that is playing within the 'Live Session'.
- A few participants asked what Memory lane was, but that feature was not fleshed out due to time constraints.

3. Technical feedback
- They wanted to know if all the participants would be listening to the music at the same time, would there in any lag and if so, how do you get everybody at the same location within the music that is playing?
- They liked the sync button which would sync them with the currently playing music within the 'Live Session'.
- The users also wanted to know if they could listen and sync with the music playing the 'Live Session' on any device across geographical locations with different time zones.