



Research Plan

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Author & Stakeholders

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Project Background

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.

Research Goals

- Understand Spotify's business direction
- Identify Spotify's user demographic
- Analyze the music streaming industry as a whole (including Spotify's competitors)
- Analyze the needs, goals, motivations, and frustrations of users

Assumptions

- Spotify user base is fairly young with people ages 18-30
- Most users want more of a social aspect in their music listening experience
- Spotify users also frequently use social media
- Users are tech savvy
- Most users listen to Spotify through the mobile app

Research Questions

- Who is Spotify's direct and indirect competitors?
- Which plans do most Spotify users have?
- What are Spotify user's needs, goals, motivations, and frustrations?
- How do Spotify users discover music?
- What kind of music experience do users hope they'll get with Spotify
- Do Spotify users wish there was more of a social aspect with Spotify?

Methodologies

- Secondary
 - Market research: Gather more information about the industry and the target demographic
 - App Audit: Analyze the current design and features of the Spotify app
 - Competitive Analysis: Learn about the direct and indirect competitors as well as their strengths and weaknesses
 - Provisional Personas: Gain additional insight on the target users
- Primary
 - Customer interviews: Interview Spotify users about their experience with the Spotify app.

Participants

- People with Spotify premium

Timeline

- Market Research – 2hr
- App Audit – 0.5hr
- Competitive Analysis – 1.5hr
- Provisional Personas - 0.5hr
- Interview Guide – 1hr
- User Interviews – 8hr max
- Research Findings – 3hr