

Spotify

Research Plan

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Background

Spotify, a leader in streaming music, wants to make a move to deepen the connection between its users and music. 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.

They want to design a new social feature that embeds smoothly within the current Spotify platform.

Goals

- Understand online music streaming industry
- Identify Spotify's target customers
- Identify user expectations, goals and pain points when streaming music, specifically with Spotify.

Research Questions

- Who are Spotify's direct and indirect competitors?
- How do Spotify users discover music?
- How do users share music?
- How do users use Spotify?
- Why do they choose premium?
- What is missing from their experience?

Assumptions

- Users are mostly of Millennial and Gen Z generation
- Users want to share music they are excited about
- Users are tech savvy
- Users regularly use social media

Methodologies

1. Secondary Research
 - a. Market Research to understand
 - i. trends in the industry
 - ii. patterns that are already working
 - iii. expectations that are already set
 - iv. Demographic of users
 - b. Competitor Analysis to identify the strengths that we can use to benchmark and differentiate from competitors.
 - i. How are sites mapped out?
 - ii. What services do they offer?
 - iii. How do they organize music offerings?

2. Primary research
 - a. Heuristic evaluation to identify current usability issues and the extent that they might be addressed within the scope of the project.
 - b. User Interviews to identify user needs, goals and frustrations in usage of Spotify

Participants are adults who

1. Are Spotify Premium Subscribers
2. Regularly use Spotify (3x or more a week)

Schedule

- Day 1 - Conduct secondary research and create interview guide
- Day 2/3- User Interviews
- Day 2/3- Synthesizing Research
- Day 4 - Update Phone Call