

Milestone (2/4) ✨ ✨ ✨

DERIVING INSIGHTS FROM USERS

FOR SPOTIFY

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User Segment & Impact Justification

User Segment: Occasional Explorers

Users who listen less than once a week

Why Occasional Explorers?

- **Untapped Potential:** Untapped pool for forming habits
- **Growth Opportunity:** Boost engagement, listening time
- **Feedback Source:** Insights for platform improvement
- **Reactivation Possibilities:** Familiarity enables targeted campaigns

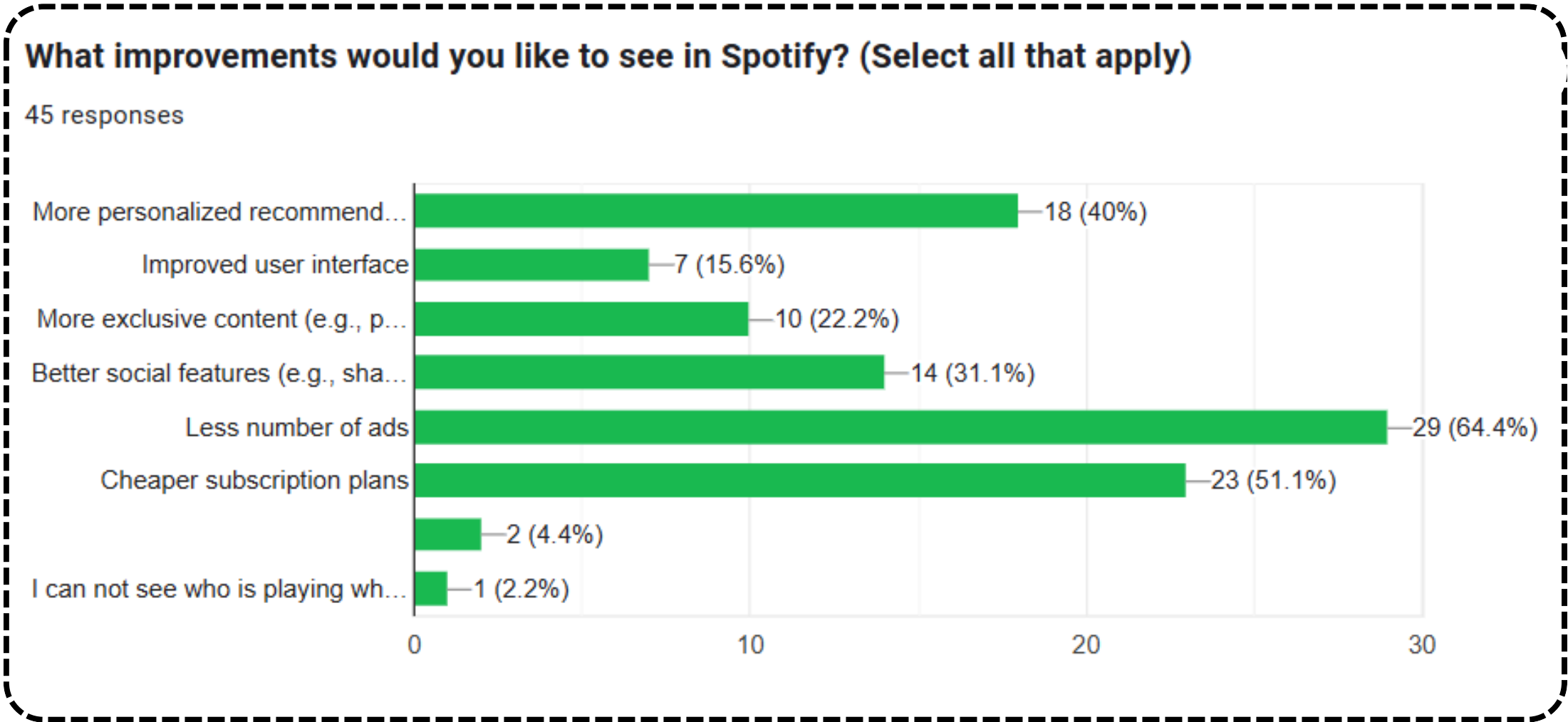
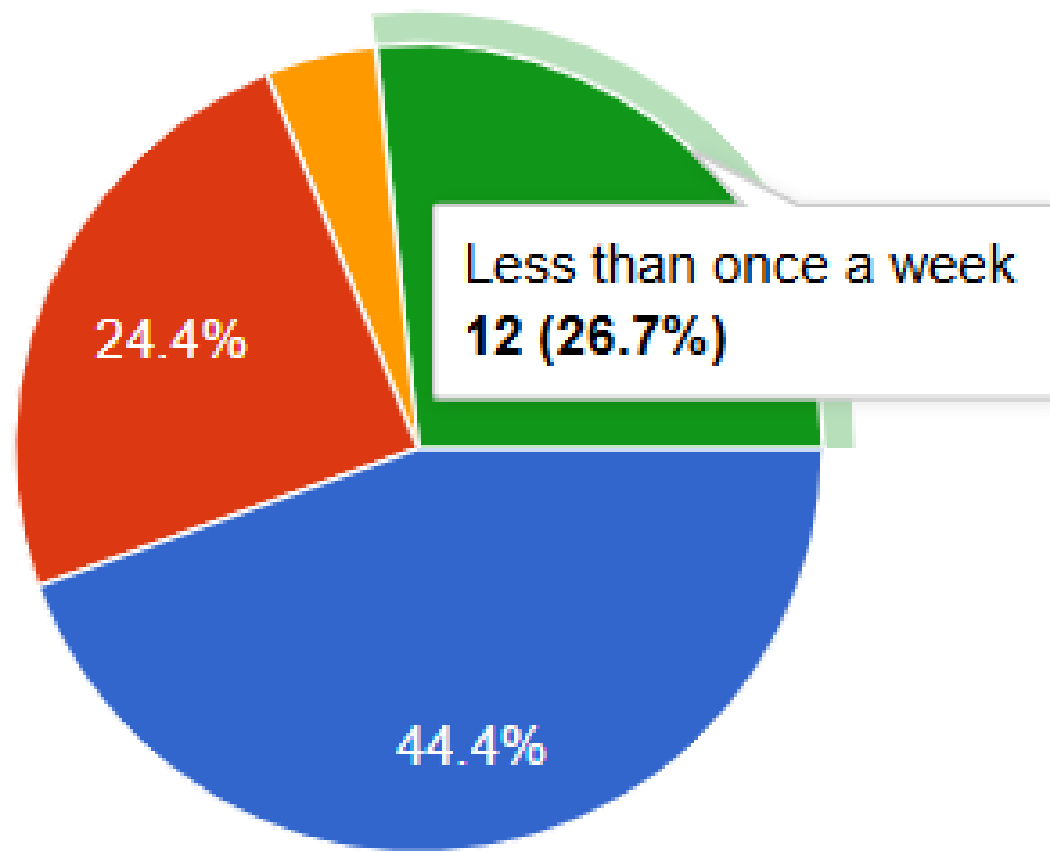
Impact Guesstimate

- **Session Duration Increase:** From 20 minutes to approximately 30 minutes
- **Increase in Sessions:** From 4 sessions a month to 8 sessions a month
- **Total Listening Time Impact:**
 - **Current Total Listening Time:** Approximately 0.6176 billion minutes/month
 - **Projected Total Listening Time:** Approximately 1.8528 billion minutes/month

Hypothesis

Personalized re-engagement campaigns featuring collaborative playlists, tailored recommendations, and exclusive content will boost "**Occasional Explorer**" engagement, increasing usage and listening time

Insights from user research



Pain Points

- Feeling overwhelmed by the vast library
- Difficulty finding desired music
- High subscription fee
- Limited Regional Content
- Find music streaming services sufficient
- Unavailability of offline downloads for free users
- Lack of time
- Prefer other platforms for specific content or feature
- Find the number of ads disruptive and irritating

Real Problem

- In essence, the core problems boil down to a mismatch between the value Spotify offers and the needs, habits, and preferences of the infrequent user
- They either don't see the value, find the experience too cumbersome, or have other more convenient or appealing options available

Problem Framing Canvas

What is the true problem?

Infrequent users see a mismatch between Spotify's value and their needs

High cost, annoying ads, and difficulty finding music they like make the effort outweigh the reward

Who are the customers facing the problem?

Occasional Explorers" and "Lapsed Listeners" who used to engage more, They're time-constrained, price-sensitive, ad-averse, and may have alternative music sources

How do we know it is a real problem?

31% of respondents use Spotify weekly or less

What is the value generated by solving this problem?

For the target customers

More enjoyable, personalized music experience, better value

For the business

Increased engagement, improved retention, enhanced brand loyalty, and a competitive edge

Why should we solve this problem now?

- Competitive market demands action
- Re-engaging this segment offers growth potential
- User feedback highlights urgent needs.

Thank 
You