Problem Statement

As a growth PM of Spotify, I should be able to increase the number of active subscribers to the subscription plan.

Problem Decode

Active Subscribers = (Total subscribers) - (Churned subscribers)

There can be two reasons for active subscribers to turn out to be churned subscribers:

- **For not fully utilizing the subscription benefits.**
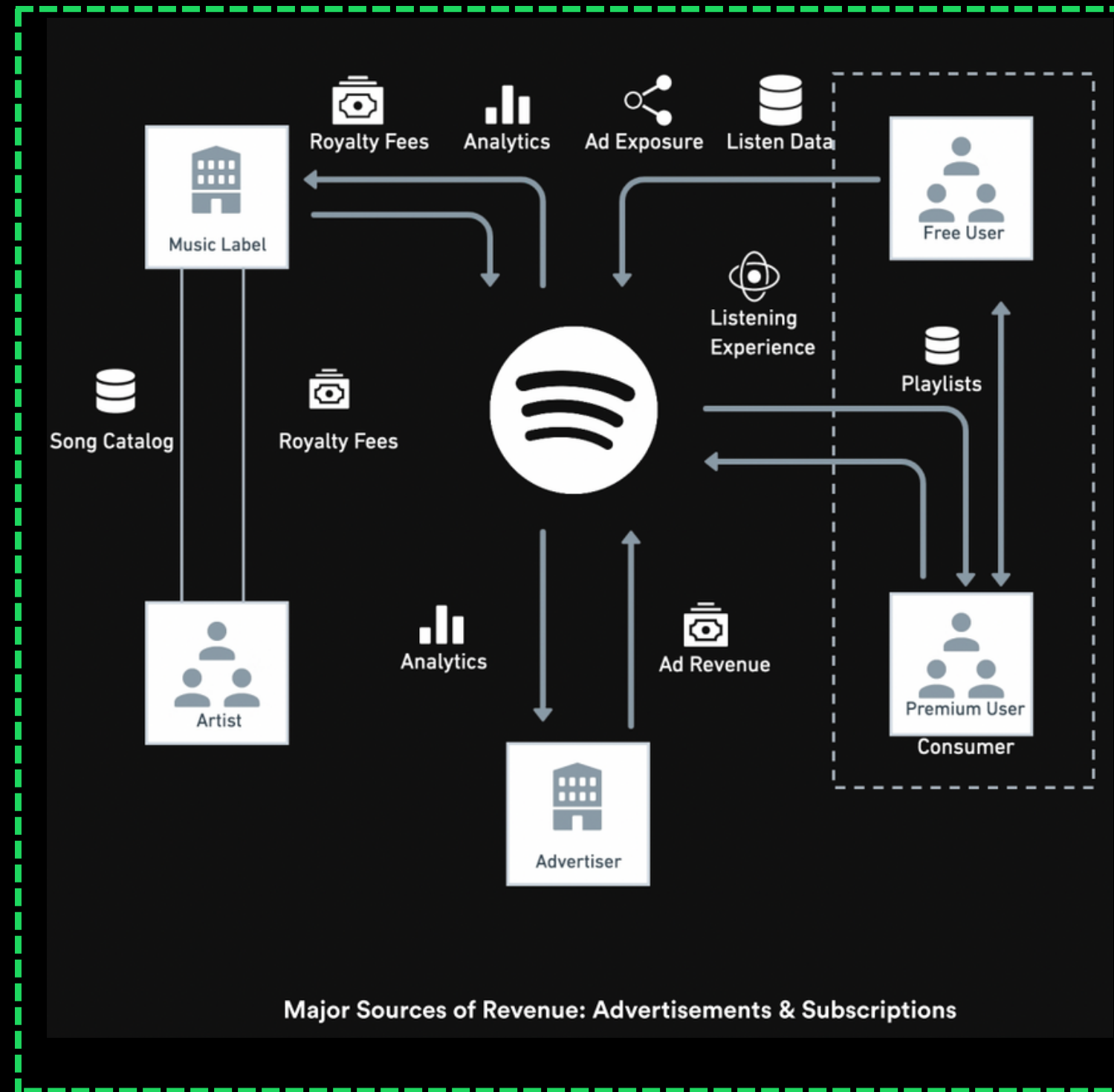- *For not renewing the subscription actively.*

220 Mn+ Premium Subscribers	100 Mn+ Songs
551 Mn+ Monthly Active Users	5 Mn+ Podcasts

Business Model

Major Sources of Revenue: Advertisements & Subscriptions

> **Spotify wants to sound track every moment of your life.**
>
> *Daniel EK, Co-founder*

Methodology Used

Design Thinking –> Empathize, Define, Ideate, Prototype (Wireframes)

Outcome

There is no clear outcome mentioned in the problem statement, considering Spotify to be a matured product, I'd assume to grow the active subscribers by 20%. Hence improving the chances of repeat premium users.

Introduction   0:00   −3:00

Let's look at some key considerations to prioritise the problem	Problem #1 (Finding relevant exclusive content and early release) ✅	Problem #2 (Not listening to diverse audio content)	Problem #3 (Finding the 'Follow Friends' feature less attractive)
Does it increase the number of active subscribers metric?	Yes	Yes	Yes
How are users currently solving this?	Turning to other music platforms, such as Apple Music, and Youtube Music may offer exclusive deals with certain artists or early releases. Users might rely on music blogs, forums, or social media platforms to stay updated.	Manually searching for and exploring audiobooks, white noise, nature sounds, etc. They may rely on curated content provided by Spotify or recommendations based on their listening history.	Relying on other social media platforms to discover the music preferences of their friends. They could use platforms like Instagram, and Twitter, or even share music directly through messaging apps.
How much of the user base will be impacted?	High: Only 13.5% of Surveyed users choose it for 'Exclusive Content and Early Releases' as a motivation to use Spotify.	Moderate-High: Only 4.1% and 1.4% of the surveyed users listen to Audiobook and White Noise, and Nature Sounds respectively on Spotify.	Moderate-High: Only 10.8% of the surveyed users selected 'Follow friends/relatives' as a frequently used feature.
How many users are estimated to reach?	High: Reach all Spotify users	Low: Spotify is mainly famous for Songs and Podcasts.	Moderate: The frequently used features are Create Playlist, Like a Song, and Background play while using other apps
Adoption and Penetration Scope	• Global Market • Easy Adoption	• Red Ocean Market • Moderate Adoption	• Blue Ocean Market • Low-Moderate Adoption
Competition	High: YouTube Music, Apple Music	High: Amazon Music, Wynk, Gaana	Moderate: Jio Saavn, Hungama Music
Selection Criteria (RICE*)	• High Reach • High Impact • High Confidence	• Moderate Reach • High Impact • High Confidence	• Moderate-High Reach • Moderate Impact • Moderate Confidence

In this prioritization framework, as tech bandwidth is assumed infinite, the effort is assumed to be constant.

Problem Prioritization

0:20 −2:40

Let's zoom in on the selected problem, see what problem they face, why and more. This section compiles 5 interviews and a survey with 79 responses. The user research was conducted via two methods, i.e. User Survey, and User Interview. Secondary research supplemented the findings.

Secondary Validation

Why should we solve this problem now?

With the continued addition of content, the problem of relevant exclusive content discoverability is bound to grow further. As published in the 'Engaging with Music 2022' report, users are not bound to just one platform anymore. With about 10 avenues for users to consume audio content, the battle is getting tougher each day. While Spotify owns the majority of the market share worldwide, it's yet to make an impact on a lot of markets, including India.

User Demographics

According to the user insights, the target user segment mainly belongs to the age group of 18-35, are either Students or Working Professionals, approx. 80% listen to music at least once a day, and almost 47% spend at least an hour a day listening to music streaming apps as a preferred mode.

Primary Validation

13.5% of the respondents chose it for **Exclusive Content and Early Releases** as a motivation to use Spotify.

4.1% of the respondents listen to **Audiobook** and 1.4% of the respondents listen to **White Noise, and Nature Sounds** on Spotify.

10.8% of the respondents chose it for following friends/relatives, and 20.3% for sharing music/podcasts as frequently used features.

16.7% of the respondents subscribe to premium subscriptions to get Exclusive Content.

16.7% of the respondents choose it for 'No', and 25% for 'Maybe' as a cost expression which isn't justified for the provided benefits.

60.5% of the free tier respondents do not purchase a premium version because they find the subscription cost expensive or unjustified.

What is the value generated by solving this problem?

For Business
- Increased number of active subscribers
- Increased Engagement
- Increased Retention
- Lower Churn
- Revenue Growth
- Competitive Advantage
- Positive brand perception

For Listeners
- Enhanced user experience
- Time and Effort Savings
- Personalization and Discovery
- Better Suggestions
- Increased value for subscription fees

Problem Validation

0:40   −2:20

Redefined Problem Statement

The challenge at hand is to enhance the overall subscriber experience on Spotify, with a focus on reducing churn by addressing two key issues. Firstly, subscribers may not be fully utilizing the benefits due to a lack of interest or awareness, leading to frustration, increased cognitive load, and a negative impact on user mood. This results in less engagement, lower retention, and ultimately, fewer active subscribers.

Secondly, the issue of subscribers not actively renewing their subscriptions is closely tied to the first, as a disappointing user experience lessens motivation for renewal. Therefore, the core problem revolves around improving user engagement and satisfaction by optimizing the discoverability and accessibility of exclusive content and early releases.

For not fully utilizing the subscription benefits (Why?):

- Users are not interested in the current benefits provided (Why?)
- They are not able to get at their best level what they want or they are not that aware.
- Therefore, the user starts getting frustrated.
- This leads them to do extensive searches and increases cognitive load.
- User mood is negatively affected.
- High time is taken for finding the exclusive content and early release.
- Lower engagement and lower retention, resulting in low MAUs
- Less number of active subscribers to the subscription plan.

User Persona

Name: Mike Chadwick

Age: 34

City: Bangalore

Occupation: Senior Product Manager at Adobe

Scenario: Mike has been always passionate about music. He enjoys exploring new genres, discovering exclusive content, and staying updated with early releases. Mike subscribes to Spotify's premium plan to enhance his music experience. However, he often finds it challenging to fully utilize the subscription benefits due to the current platform limitations.

Jobs to be done

- Discovering Exclusive Content: Mike wants a seamless and enjoyable experience discovering exclusive content from his favorite artists.
- Efficient Early Release Access: Mike wishes to access early releases without spending excessive time searching for them.
- Simplified Navigation: Mike is looking for an intuitive platform where he can effortlessly navigate to find the music and features he loves.

Pain Points

- Limited Discoverability: Mike feels frustrated with the current limited discoverability of exclusive content, making it hard for him to find new releases.
- Time-Consuming Exploration: High time consumption for finding exclusive content and early releases results in lower engagement and retention.
- Incomplete Utilization: Due to these challenges, Mike struggles to fully utilize his premium subscription, leading to a less satisfying music experience.

User
Research

1:00   −2:00

Finalisation of Ideas

● WORST ● MEDIUM ● BEST ⟵ Scenario Based

Idea	Brief/Remarks	Effort	Impact	Decision
AI Chatbot Integration	An AI-powered assistant embedded in Spotify for personalized user interactions.	●	●	✖
Spotify Gigs	Spotify Gigs enables subscribers to experience exclusive content and early releases in a live format.	●	●	✔
Spotify Socials	A social engagement platform within Spotify, connecting music enthusiasts to share music/podcasts, and engage in real-time conversations while enjoying music together.	●	●	✖
Spotify Hook	A feature to view short clips of music/podcasts/audiobooks.	●	●	✖
History Filter	Allow the user to filter their playback history results on the basis of specific details (such as, artist, genre, mood, etc.)	●	●	✖

Finalizing the Ideas

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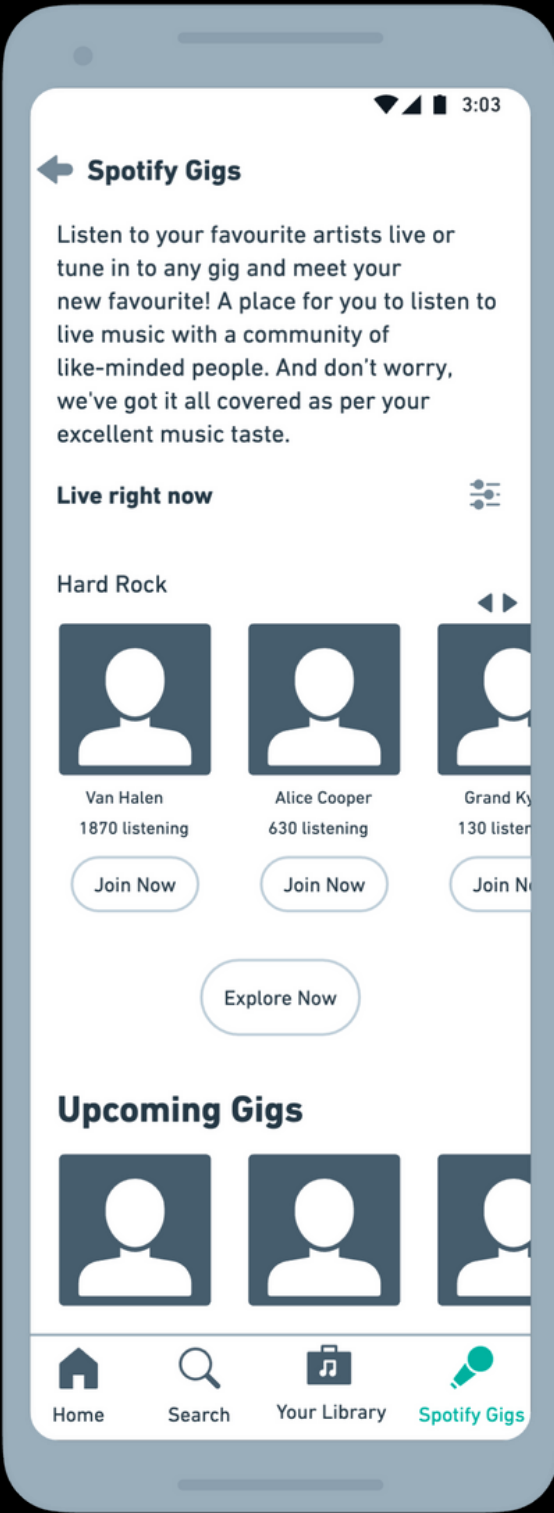
What is Spotify Gigs?
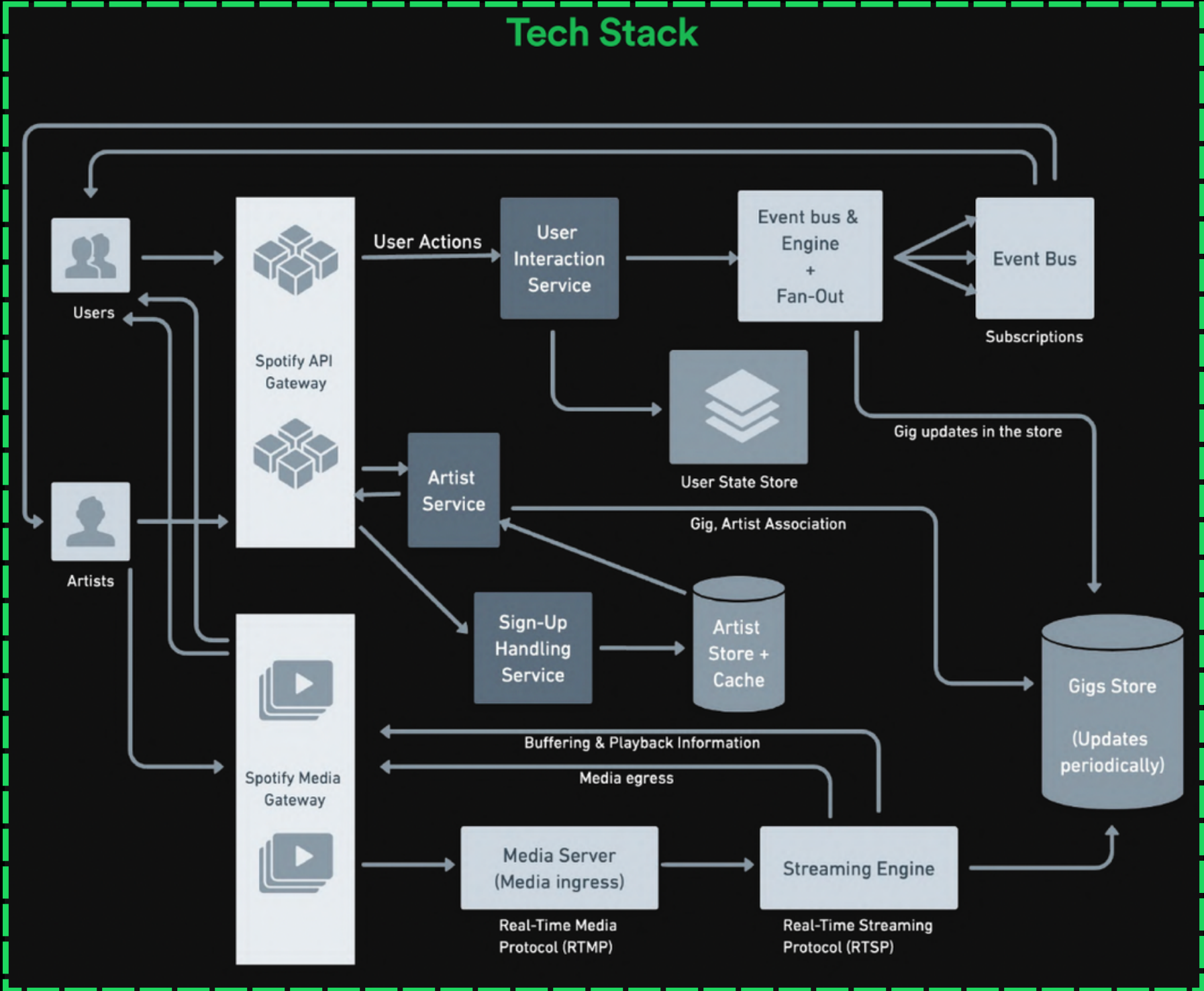

Spotify Gigs introduces a groundbreaking approach to Exclusive Content and Early Releases, offering users a live and intimate connection with their favourite artists. Unlike traditional recorded songs, Spotify Gigs enables subscribers to experience exclusive content and early releases in a live format.

This provides a stage for artists to showcase their talent and grow their fanbase while also allowing listeners to explore new audio content from their preferred genres, moods, and categories.

Instead of recorded audio content, we get to listen to the artists LIVE. We can like, comment and get ourselves heard in a community of like-minded people while sharing the warmth of your comfort music.

This page gives details about everything Gigs! Spotify Gigs will be a separate tab to prevent cannibalisation of the main content. Details on live, upcoming, trending gigs and much more.

Tech Stack

Spotify Gigs

Good Evening

G | All | Music | Podcasts

+21 gigs are live right now!

Jawan | Shiddat

Best Hindi Playlists | Har Har Mahadev

Hits Pe Hits

Shubh, Divine, Sidha Moose Wala | Shubh, Divine, Sidha Moose Wala | Shubh, Divine, Sidha Moose Wala

Recently Played

Home | Search | Your Library | Spotify Gigs
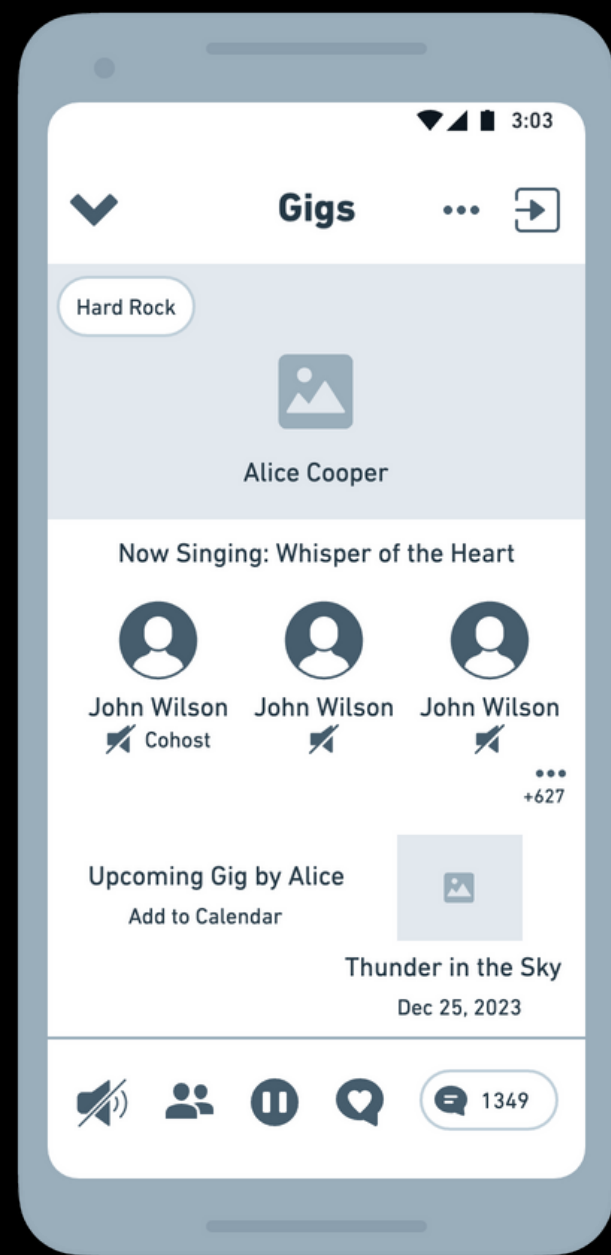
Made with ◆ Whimsical

Gigs ⋯ ⤴

Hard Rock

Alice Cooper

Now Singing: Whisper of the Heart

John Wilson 🔇 Cohost | John Wilson 🔇 | John Wilson 🔇

⋯ +627

Upcoming Gig by Alice
Add to Calendar

Thunder in the Sky
Dec 25, 2023

🔇 👥 ⏸ 💬 | 💬 1349

Made with ◆ Whimsical

Artist ✔
Van Halen
20083 followers

Play | Follow | ⋯

OVERVIEW | FANS ALSO LIKE | ABOUT | GIGS

Latest Releases

On the Wall
22nd Nov'23

Tags
Rock
Hard Rock
Soft Rock
Electric

Upcoming Gigs ◀▶

Live!

1st | On a land, Van Halen
Friday, December 1st, Spotify

Popular

Dancing in the Light ⋯

Made with ◆ Whimsical

← Spotify Gig | **Filter By**

Listen to your fa... | **Genre**
tune in to any gi... | ○ Hard Rock ○ Indie
new favourite! A... | ○ Pop ○ Jazz
live music with a...
like-minded peo... | **Mood**
we've got it all c... | ○ Chill ○ Sleep
excellent music... | ○ Party ○ Focus

Live right now | **Category**
 | ⦿ Live right now
Hard Rock | ⦿ Upcoming Gigs
 | ○ Your friends are listening to

Van Halen | Grand Ky
1870 listening | 130 liste

Join Now | Join Now | Join N

Explore Now

Upcoming Gigs

Home | Search | Your Library | Spotify Gigs

Made with ◆ Whimsical

← Spotify Gigs

Listen to your favourite artists live or tune in to any gig and meet your new favourite! A place for you to listen to live music with a community of like-minded people. And don't worry, we've got it all covered as per your excellent music taste.

Live right now

Hard Rock ◀▶

Van Halen | Alice Cooper | Grand Ky
1870 listening | 630 listening | 130 lister

Join Now | Join Now | Join N

Top 5 in Hard Rock
Suggested for You
Alice Cooper
630 Listening
Live since 2:45

👍 👎 💬

43,234 followers | #3 on Spotify

Making some of the finest music around and landing a whole heap of media attention, Alice Cooper is the rising star to keep an eye on at the moment.

Fun Fact: Kelly was one of the first artists to join Spotify Gigs

Join Now

Made with ◆ Whimsical

Homepage
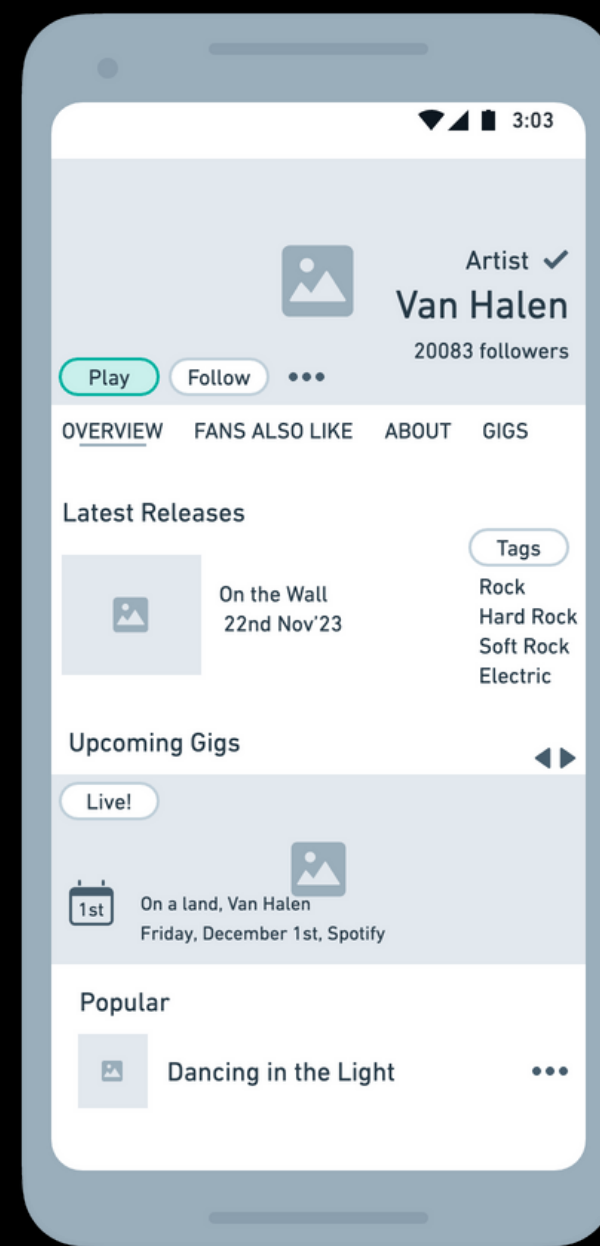
Banner for live gigs right on the homepage to initiate user action from the moment user opens the app.

Joined the Gig

This is the screen once the user has joined the Gig. This gives users the options to leave, request access to speak, check the list of people joined in, pause/play, like/react/comment on the Gig and invite friends.
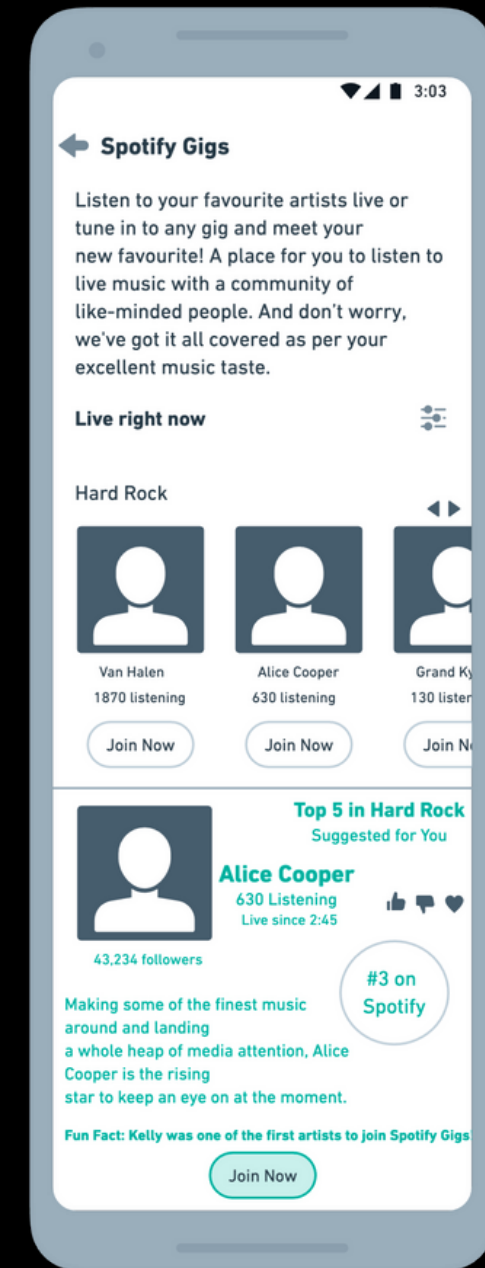
Artist Description

The artist description page will help users learn more about the artists and explore more of their songs, listen to their latest & top songs, sign up for their upcoming gigs and a lot more.
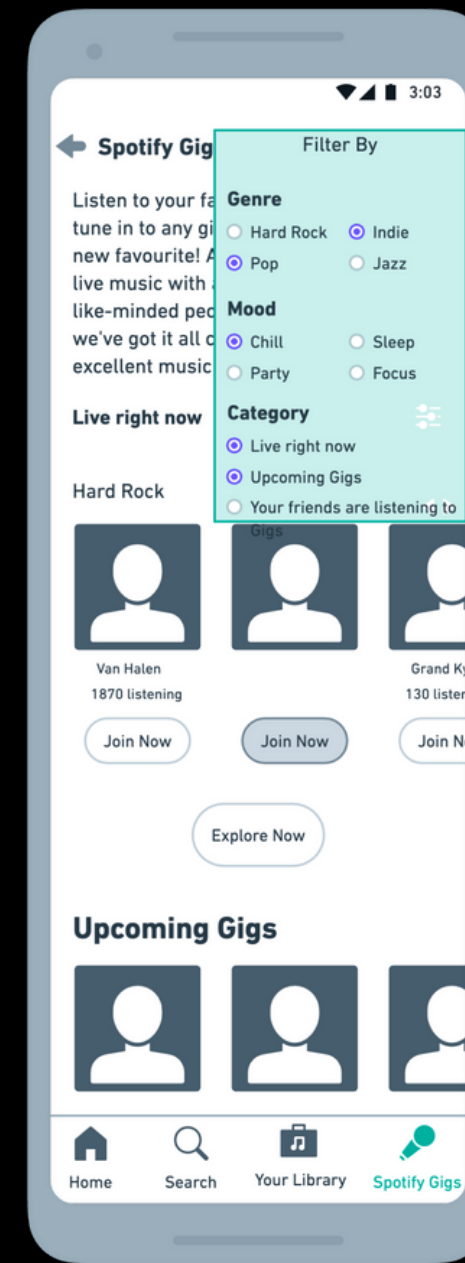
Filters for Gigs

This will allow users to filter Gigs by their preferred genres, mood and category. This can further be enhanced to add more filters as and when required.

Bottom Sheet Pop-Up for Gig Description

This gives users a brief description about the Gig and the artist hosting it to help users know what they're tuning in to. There's also an option for feedback to know if the recommendations are relevant to help enhance the engine as it evolves.

Detailed Solution

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2:00 | -1:00

GTM Strategy

1. Launch Event

- Host a high-profile launch event featuring a well-known artist to create buzz and awareness.
- Leverage social media platforms for live coverage and interaction.

2. Artist Partnerships

- Establish partnerships with a diverse range of artists across genres to ensure a broad appeal.
- Feature exclusive live performances and early releases from both emerging and established artists.

3. User Engagement Campaigns

- Launch interactive campaigns encouraging users to like, comment, and share their Spotify Gigs experiences.
- Create challenges, polls, and contests to enhance engagement within the community.

4. Personalized Recommendations

- Leverage Spotify's recommendation algorithms to suggest live gigs based on user preferences.
- Implement personalized notifications for upcoming gigs and early releases.

5. Community Building

- Foster a sense of community among users with dedicated forums or discussion groups.
- Highlight user-generated content and stories related to their Spotify Gigs experiences.

6. Collaborations and Sponsorships

- Collaborate with event organizers, music festivals, and brands for special Spotify Gigs collaborations.
- Explore sponsorships to enhance visibility and reach a broader audience.

7. Exclusive Access Tiers

- Introduce premium subscription tiers offering exclusive access to a higher number of live gigs and early releases.
- Run limited-time promotions and discounts to encourage users to upgrade their subscriptions.

8. Educational Content

- Develop content that educates users on the unique benefits of live content and the stories behind the gigs.
- Utilize blog posts, interviews, and behind-the-scenes footage to enrich the user experience.

9. Feedback Loops

- Establish mechanisms for user feedback to continuously improve the Spotify Gigs experience.
- Actively listen to user suggestions and implement features based on community preferences.

10. Data-Driven Marketing

- Utilize data analytics to understand user behavior, preferences, and engagement patterns.
- Tailor marketing strategies based on data insights for more effective targeting.

Sucess Metrics
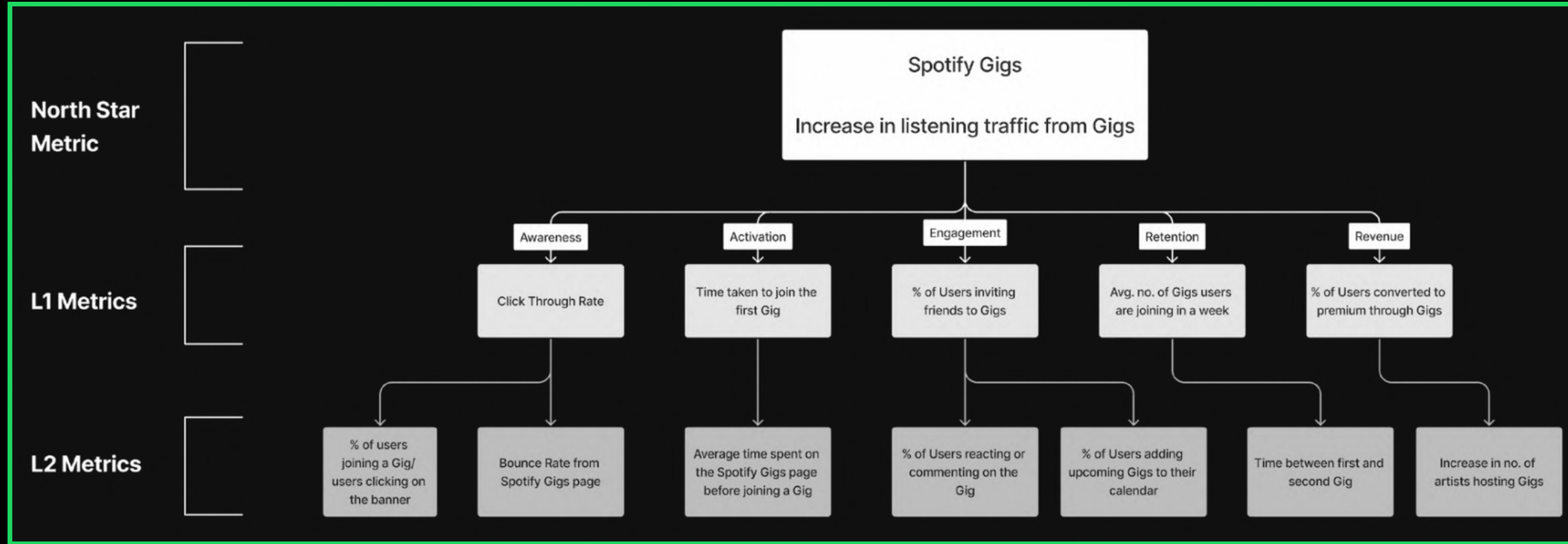
Second Order Thinking: Why it might not work?

- Stable internet connection is required at all times during the gig. This might not be the best way for people to listen to music while commuting.

- If listeners don't like the gig they might not listen to the artist ever again. This gives new and emerging artists possibly just one chance to set an audience base for themselves.

- Requires users to give feedbacks if they like the suggested gigs or not to enhance the recommendation engine for live content. This might take time to give rich results.

- Since the feature is pretty new for any music streaming service, it might take a significant amount of marketing and business efforts to make users aware of it and increase adoption.

- Can be a threat to other forms of content available on Spotify.