# Product Requirement document (PRD)
# Spotify: Increase Time Spent Listening

**Product Name:** Spotify
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**Status:** Draft

1. ## Executive Summary

   The **"Increase Time Spent Listening"** initiative is designed to boost daily and monthly listening minutes across all Spotify users by introducing new features, improvements, and personalized experiences. We aim to:

   - **Boost user engagement** and overall session length by serving relevant, timely, and fun audio content.
   - **Reduce friction** in discovering and listening to new or favorite tracks.
   - **Enhance user retention** by offering social and collaborative features that make Spotify indispensable.

   This initiative directly aligns with Spotify's **strategic goal** of solidifying its position as the go-to audio streaming platform by retaining users through rich content discovery, seamless playback, and engaging social experiences.

   **Key Benefits:**
   - **Higher Engagement**: Increased daily and monthly listening, leading to greater ad impressions (for Free users) and subscription revenue (for Premium users).
   - **Discovery of New Content**: Personalized recommendations and social integrations that encourage users to explore more.
   - **Brand Loyalty & Retention**: Features that delight existing users, reduce churn, and attract new listeners.
   - **Potential Monetization**: Opportunities for premium upsells, event-based revenue (e.g., live listening parties), and partnerships with artists/labels.

2. ## Objectives and Goals
   **Objectives:**
   **O-1:** Increase average daily listening time per active user by delivering highly personalized recommendations and frictionless playback experiences.
   **O-2:** Enhance social and collaborative features (e.g., group sessions, sharing) to create a **community-driven** listening experience.
   **O-3:** Optimize the discovery of both music and podcast content, ensuring users spend more time exploring new content.
   **O-4:** Create **monetization opportunities** (live events, exclusive content) tied to extended listening sessions.

   **Goals Metrics:**
   - **Daily Time Spent Listening (TSL)**: Increase the average daily TSL per user by **15%** in the first two quarters post-launch.
   - **Monthly Active Users (MAU)**: Lift total MAU by **10%** within six months of rolling out features.
   - **User Retention**: Reduce monthly churn by **5%** through deeper user engagement.
   - **Feature Adoption**: Achieve **20%** usage of new social/listening features (e.g., "Live Listening Sessions") within three months.

3. **Background and Strategic Fit**
   **The Need for Increasing Time Spent Listening**

   - **Competitive Landscape**: Platforms like Apple Music, YouTube Music, and Amazon Music are introducing new social or exclusive content features. Spotify must differentiate by focusing on **social connections**, **hyper-personalization**, and a frictionless listening experience.
   - **Market Insights**: Users increasingly want interactive or collaborative experiences (e.g., listening parties) and robust discovery tools.
   - **Spotify's Mission**: To be the **"one-stop audio platform"** for music, podcasts, and beyond—driving user loyalty and revenue through continuous engagement.

   **How It Fits Spotify's Overall Strategy**

   - **Retention**: Addressing user needs for easy, engaging content discovery fosters habit-building usage.
   - **Adoption**: New feature sets (social listening, custom discovery) can attract new sign-ups and convert free users to premium.
   - **Revenue Growth**: Longer sessions boost ad impressions for Free users and promote upsells.
   - **Artist & Label Partnerships**: Extended user listening can improve artist exposure and strengthen Spotify's relationships with the music industry.

4. **User Stories and User Persona with Use cases**
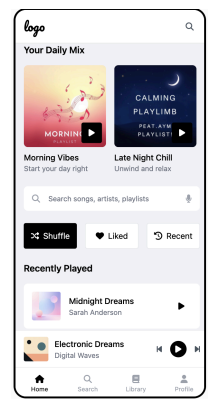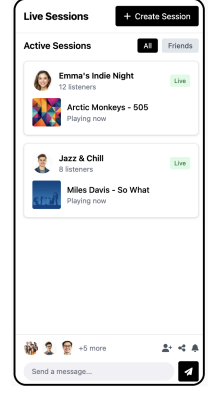   **User Stories:**
   1. **As a casual listener**, I want **my Home feed to show me curated playlists at the right time of day**, so that **I can quickly find something I want to listen to without searching.**
   2. **As a podcast enthusiast**, I want **to discover new podcasts related to my interests**, so that **I can stay engaged longer and explore new topics.**
   3. **As a social music lover**, I want **to host live, real-time listening sessions with my friends**, so that **we can enjoy and discuss music together from anywhere.**
   4. **As a commuter**, I want **hands-free, voice-assisted controls**, so that **I can easily switch songs or podcasts on the go.**
   5. **As a student on a budget**, I want **personalized suggestions for new artists or local artists**, so that **I can find fresh music without being overwhelmed by the entire catalog.**
   6. **As a frequent traveler**, I want **download suggestions for offline listening** so that **I can seamlessly continue listening when my network is unreliable.**
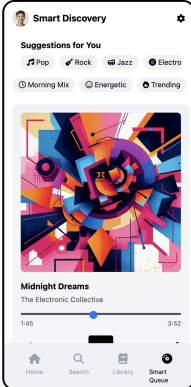
   **User Persona:**

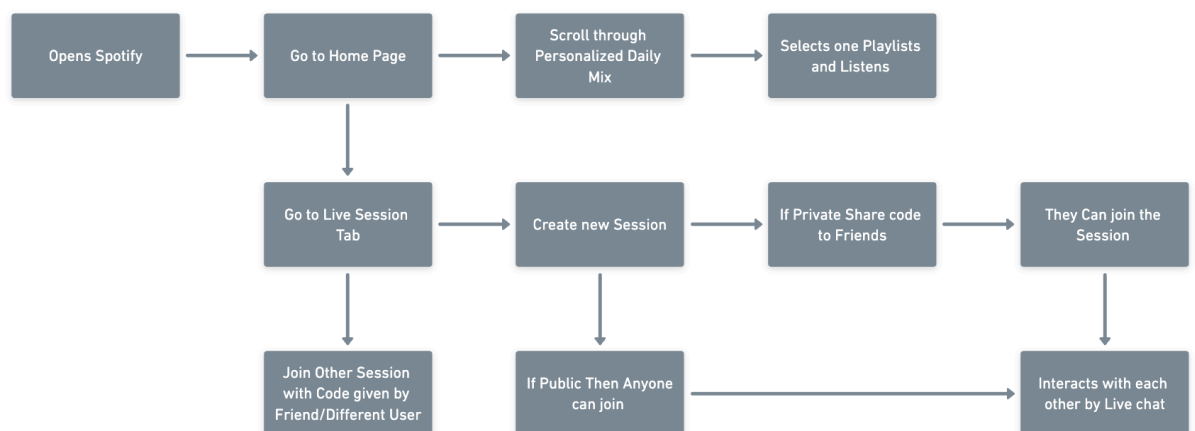| Personas ➡ | User Persona - 1 | User Persona - 2 | User Persona - 3 |
|---|---|---|---|
| **Name** | Sarah Thompson | Anil Gupta | Priya Menon |
| **Demographics** | 24 y/o, student in New York, listens on mobile & laptop | 35 y/o, software engineer in Bengaluru, listens mostly on mobile | 22 y/o, aspiring podcaster in Mumbai, listens on phone + smart speaker |
| **Goals** | Easily find relevant playlists & discover new artists | Seamless, uninterrupted streaming; easy queue management | Build and maintain playlists; explore new content daily |
| **Pain Points** | Feels overwhelmed with too many suggestions; short attention span | Busy schedule; wants minimal friction in finding "right" tracks quickly | Seeking collaborative or social listening to share with friends; overwhelmed by the large library |

## Use Cases

| Description | Sarah opens Spotify on her smartphone and sees a "Morning Vibes" recommended mix tailored to her taste. She quickly taps "Play" and listens for her entire commute—no browsing or searching needed. | During a break, Anil starts a "Live Listening Session" with three friends who also have Spotify. They chat via an in-app messaging feature, reacting to the track in real-time. | Priya loves podcasts on entrepreneurship. Spotify sends her a notification about a newly released local language show. She listens, likes it, and continues binge-listening other episodes. |
|---|---|---|---|
| Steps | ➜ Launches Spotify ➜ sees daily curated "Morning Vibes."<br>➜ Taps play ➜ advanced recommendation engine continues to queue similar tracks.<br>➜ She saves or likes certain tracks for future reference. | ➜ Anil starts a "Live Session" ➜ invites friends via share link.<br>➜ Friends join ➜ Spotify syncs music playback for all participants.<br>➜ They upvote the next songs or chat about the current track in the session. | ➜ Receives push notification: "New Indian startup podcast release!"<br>➜ Taps notification ➜ lands directly on the first episode.<br>➜ Subscribes to the podcast, queues next episodes. |

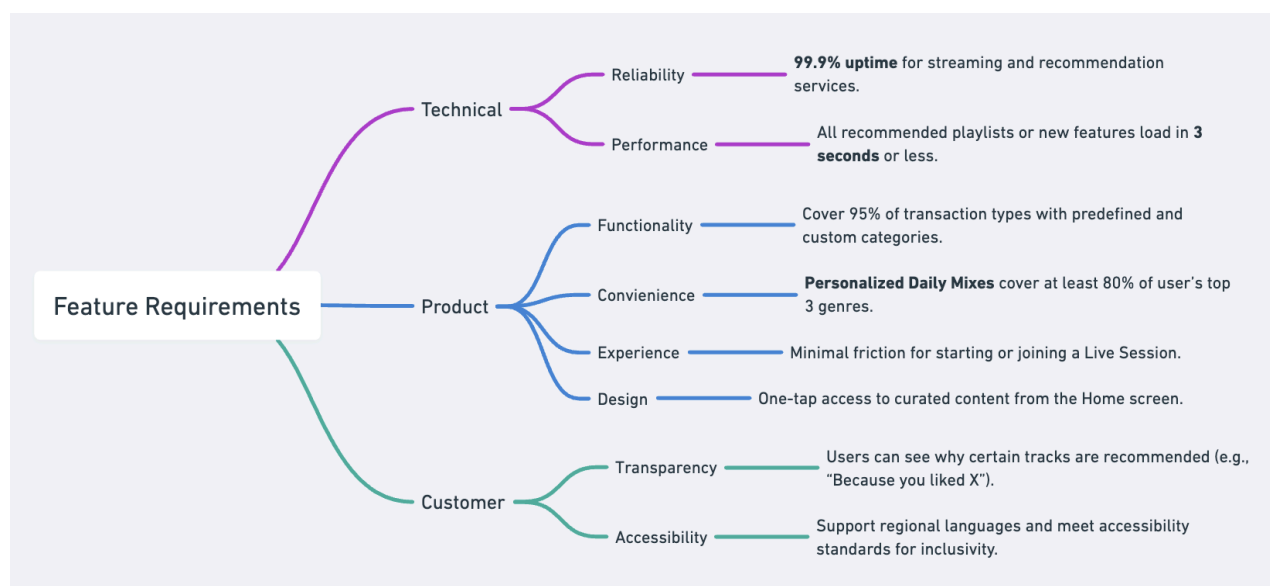5. **Product Description with Functional Requirements**

| Feature | Description | Customer Experience | Technical Acceptance Criteria | Wireframe |
|---|---|---|---|---|
| **Personalized Daily Mixes** | Machine Learning algorithms curate short daily playlists (e.g., "Morning Vibes," "Late Night Chill") for each user, updated frequently. | Users see up to **3–5** short curated playlists pinned to the top of the Home screen. Playback is one tap away for minimal friction. | - Playlists load within **2 seconds** of app launch.- ML must adapt playlist suggestions daily based on user listening habits.<br>- Each playlist auto-refreshes every **24 hours** with new recommendations. |  |
| **Live Listening Sessions** | Real-time synchronous listening sessions with friends or the public, including chat/reaction features. | Users can invite friends or open sessions publicly. A simple in-app chat/emoji reaction bar allows collaboration. | - Must handle **up to 10,000** concurrent users in a public session.<br>- Playback latency across different devices under **500ms**.<br>- Session host can moderate participation or end session at any time. |  |

| | | | | |
|---|---|---|---|---|
| **Smart Discovery Queue** | A dynamic up-next queue that automatically adds relevant tracks or podcasts based on current session context (time of day, mood, previous likes). | Minimizes user effort in finding next content; queue adapts fluidly as users skip or like tracks. | - Real-time recommendation engine must show next track suggestions instantly upon user action (skip, like). <br> - Must maintain **95% uptime** for recommendation service. |  |

## 6. <u>User Flow of New Features</u>



Opens Spotify → Go to Home Page → Scroll through Personalized Daily Mix → Selects one Playlists and Listens

Go to Live Session Tab → Create new Session → If Private Share code to Friends → They Can join the Session

Join Other Session with Code given by Friend/Different User

If Public Then Anyone can join → Interacts with each other by Live chat

## 7. <u>Summary of Acceptance Criteria</u>



**Feature Requirements**

- **Technical**
  - Reliability — **99.9% uptime** for streaming and recommendation services.
  - Performance — All recommended playlists or new features load in **3 seconds** or less.
- **Product**
  - Functionality — Cover 95% of transaction types with predefined and custom categories.
  - Convenience — **Personalized Daily Mixes** cover at least 80% of user's top 3 genres.
  - Experience — Minimal friction for starting or joining a Live Session.
  - Design — One-tap access to curated content from the Home screen.
- **Customer**
  - Transparency — Users can see why certain tracks are recommended (e.g., "Because you liked X").
  - Accessibility — Support regional languages and meet accessibility standards for inclusivity.

## 8. Prioritization of Features

| Priority | Feature | Impact | Effort |
|---|---|---|---|
| P0 | Personalized Daily Mixes | High: Encourages daily listening with minimal friction; strong potential for TSL growth. | Medium |
| P1 | Live Listening Sessions | High: Enables social engagement; can significantly increase session length. | High |
| P1 | Smart Discovery Queue | High: Auto-queueing ensures continuous listening without user effort; major TSL driver. | High |

## 9. Target and Metrics

| Type of Metric | Definition | Target Goal |
|---|---|---|
| North Star | % increase in average daily listening time per user | +15% within 2 quarters |
| Adoption Rate | % of MAU using new features (Daily Mixes, Smart Queue, Live Sessions) at least once | 20% by end of Q2 post-launch |
| Retention Rate | % of users retained month-over-month | Improve by 5% within 6 months |
| Feature Interaction | Number of Live Sessions created or joined per day | 10K sessions daily within 3 months of launch |

## 10. Timeline and Milestone

| Phase | Description | Timeline | Duration |
|---|---|---|---|
| Ideation and Planning | Brainstorm, define scope, gather user stories, technical feasibility. | Week 1 | 1 week |
| Requirement Gathering | PRD finalization, stakeholder alignment, wireframe creation. | Week 2-3 | 2 weeks |
| MVP Development | Core features: Personalized Daily Mixes, Smart Discovery Queue. | Week 4-9 | 6 weeks |
| Internal testing | QA testing of new features; resolve bugs, refine UX. | Week 10-11 | 2 weeks |
| Beta Testing | Limited release (small user groups) for Live Sessions, feedback loops. | Week 12-14 | 3 weeks |
| Marketing Preparation | Campaign creation, user guides, in-app tutorials, big release push. | Week 15-16 | 2 week |
| Public Launch | Full rollout to all markets with ongoing performance monitoring. | Week 17 | 1 week |
| Post Launch Support | Collect user feedback, fix issues, | Week 18-21 | 4 weeks |

| | roadmap next iteration (gamification, expansions). | | |
|---|---|---|---|

## 11. Appendices

**Competitive Landscape:**

| Competitor | Market Share | Strength | Weakness |
|---|---|---|---|
| **Apple Music** | ~32% (US) | Strong device integration, exclusive artist content. | Less robust free tier, weaker podcast integration |
| **YouTube Music** | ~8% (Global) | Large library (official + user-uploaded), synergy with YouTube | Limited offline & background options for free users |
| **Amazon Music** | ~13% (Global) | Tied to Prime subscription, decent user base | Less advanced recommendation algorithms |
| **SoundCloud** | N/A | Appeals to indie artists, strong user-generated content | Less mainstream catalog, smaller marketing budget |

**Prioritization of Features (Calculation):**

**Feature Evaluation**

| Feature | Reach | Impact | Confidence | Effort | RICE Score | Reasoning |
|---|---|---|---|---|---|---|
| **Personalized Daily Mixes** | 5 | 4 | 90% | 4 | 5.63 | Reaches a broad user base daily, high potential to boost TSL with moderate development effort. |
| **Live Listening Sessions** | 5 | 5 | 85% | 6 | 4.58 | High impact on TSL (continuous playback), but more complex to implement (real-time adaptive suggestions). |
| **Smart Discovery Queue** | 4 | 5 | 80% | 8 | 3.8 | Social engagement can be a major differentiator, but building real-time multi-user sync and chat is high-effort. |