



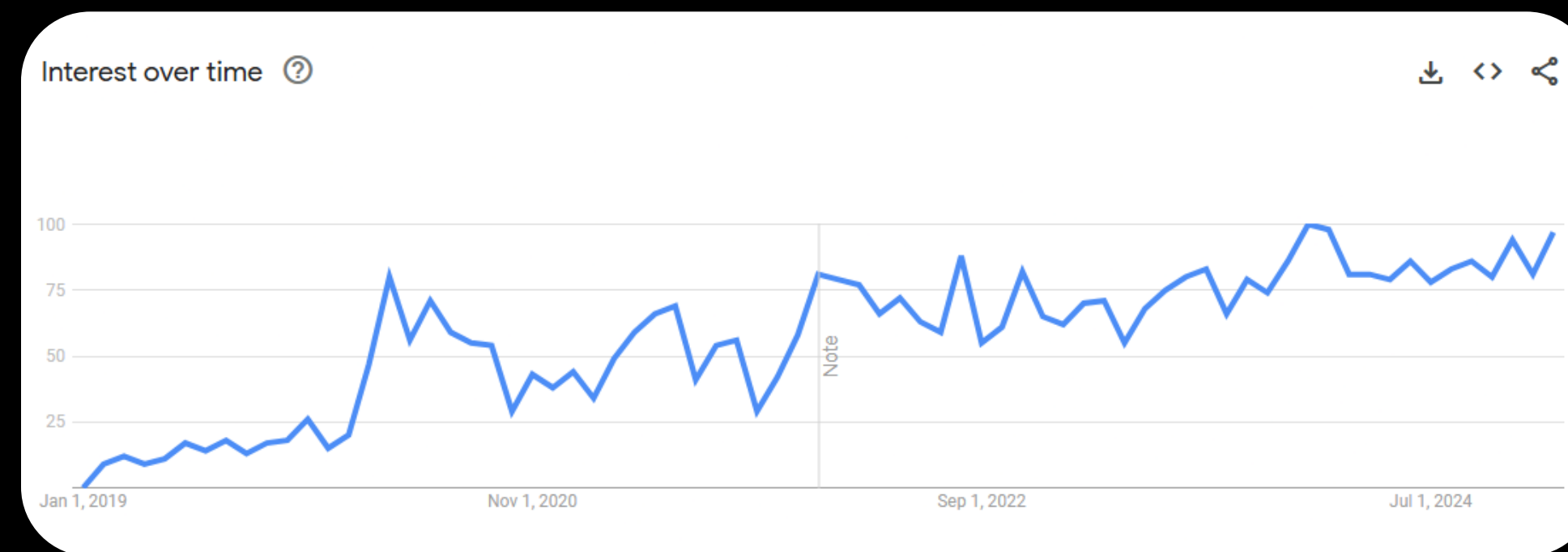
INCREASING TIME SPENT LISTENING ON SPOTIFY

MILESTONE -1
-MANAS SINGH C-33

INDIAN MARKET LANDSCAPE

- Revenue in the 2023 market in India is projected to reach US\$1,109.00m in 2025.
- Revenue in this market is expected to show an annual growth rate (CAGR 2025-2029) of 4.73%, resulting in a projected market volume of US\$1,334.00m by 2029.
- The largest market in India is Music Streaming, with a market volume of US\$626.40m in 2025.
- In global comparison, most revenue will be generated the United States, which is projected to reach US\$20,280.00m in 2025.
- In the 2023 market in India, the number of users is expected to amount to 234.3m users by 2029.
- User penetration in India will be 14.9% in 2025 and is expected to increase to 15.6% by 2029.
- The usage share of Wynk Music in India amounts to an estimated 34.0% of the 2023 market and the selected region in 2023.
- In the year 2023, a share of High income of users in India is in the High income group.
- In India, the digital music market is experiencing a rapid shift towards regional content, reflecting diverse consumer preferences and cultural richness.

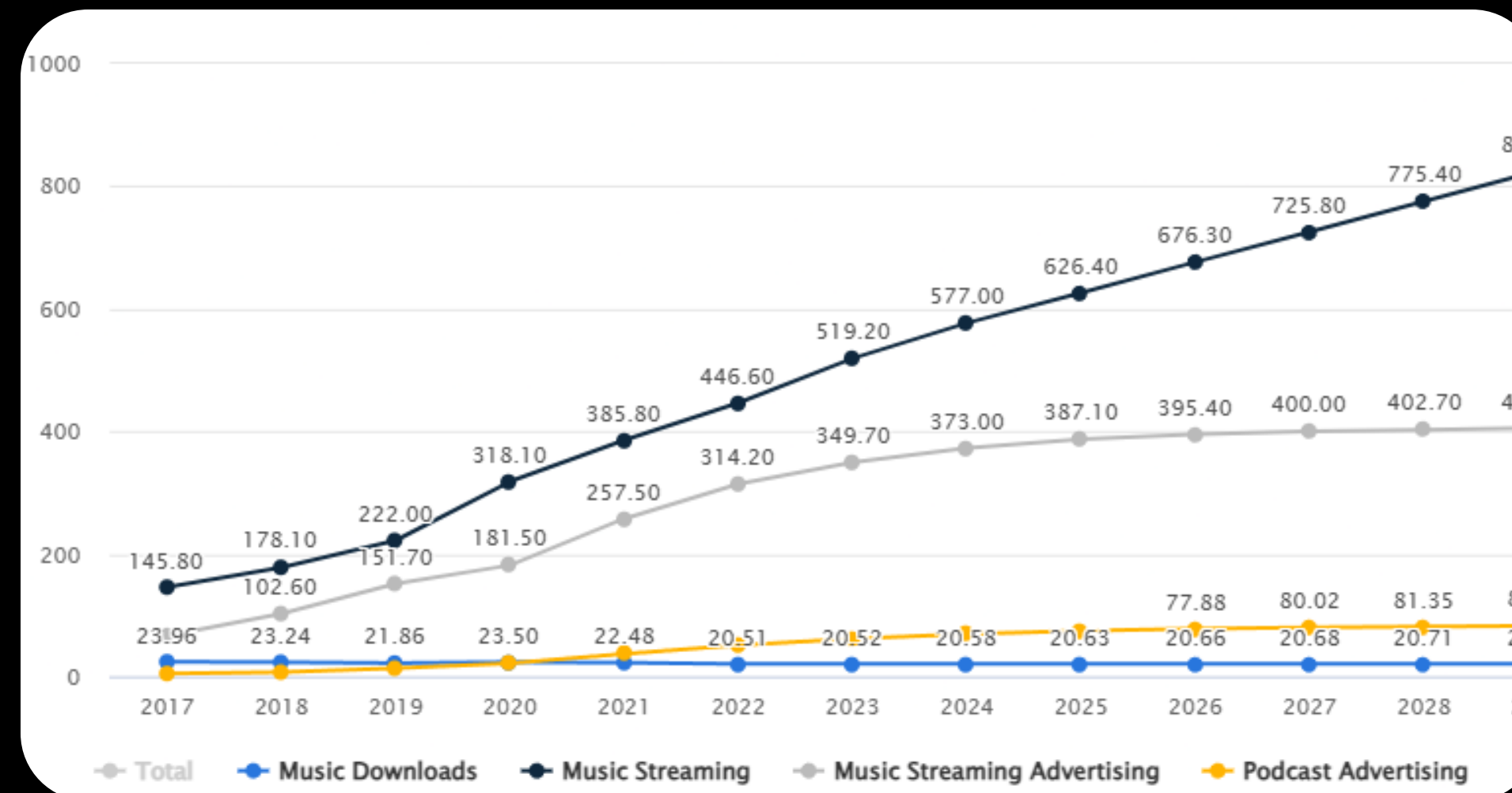
Manas Singh



GOOGLE TRENDS- STREAMING PLATFORM KEYWORD

Interest over time

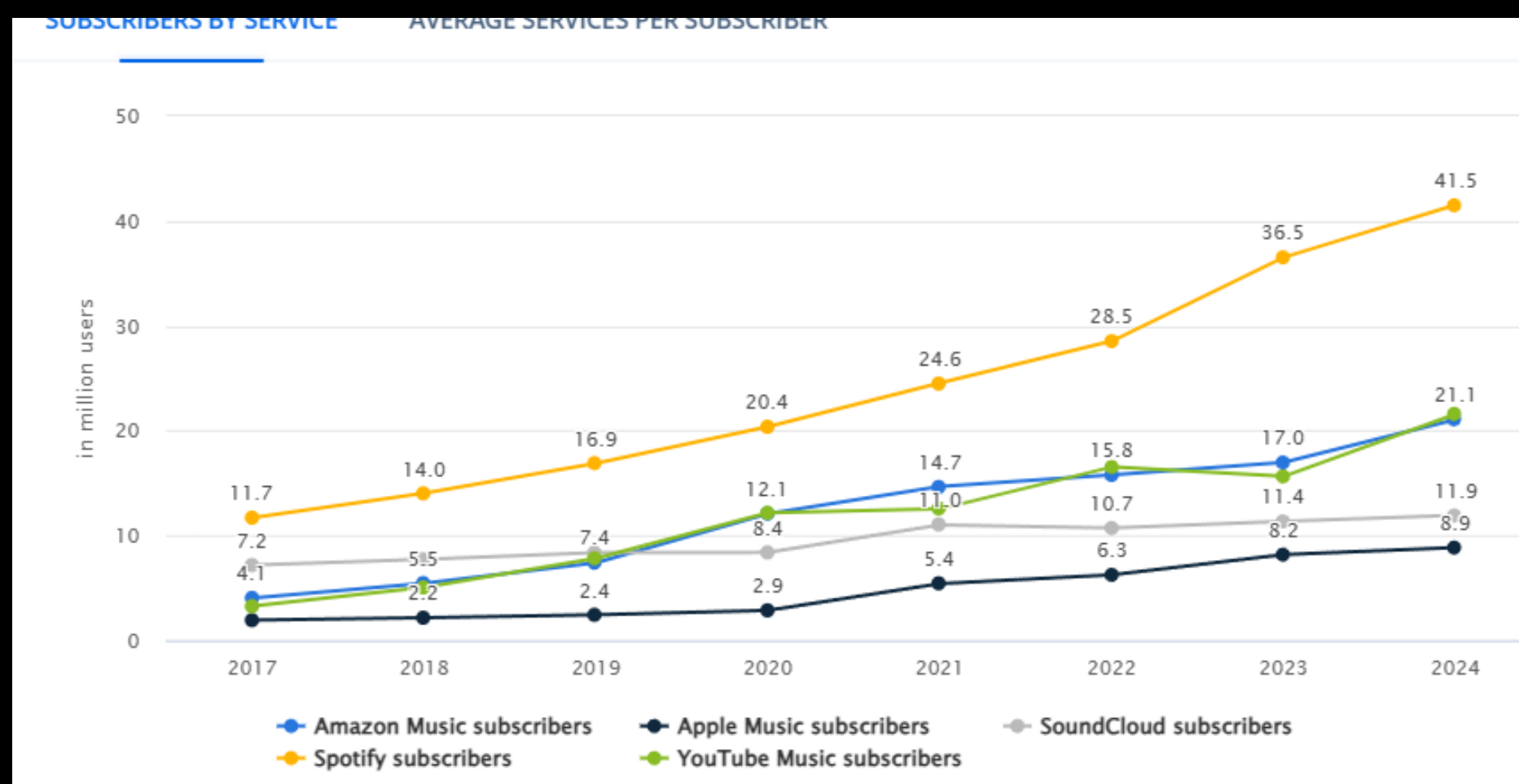
Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.



TRENDS IN THE MARKET

In India, the Digital Music Market is experiencing a surge in popularity for regional and independent artists, as consumers increasingly seek authentic and localized content that reflects their cultural identities. Streaming platforms are leveraging AI to create personalized playlists, enhancing user engagement and satisfaction. Meanwhile, the podcasting scene is booming, with younger audiences gravitating towards niche topics that cater to their interests in education and self-improvement. These trends are reshaping content consumption, prompting industry stakeholders to innovate and diversify their offerings to capture this evolving market landscape.

With the increase in revenue year by year. It is projected that \$825 million dollars market will be made only from music streaming in India.



PAYING TO LISTEN

It is worth noting that the number of paid subscribers of these top music streaming platforms is significantly lower than the total number of users, including those on free tiers. This highlights the ongoing challenge of converting free users into paying customers. Despite the extensive reach of music streaming services, which encompasses around 185 million users, only about 8 million are paying subscribers in India.

However, the trends shown besides shows that as Indian population is slowly buying paid subscription to these streaming apps.

REVIEWS ON APP STORE SUMMARIZED

Strengths:

- Smooth, responsive, and well-designed app.
- Good selection of songs, though limited in Bollywood music.

Concerns:

1. Audio Quality: No noticeable improvement between "High" and "Highest" settings compared to competitors.
2. Frequent Advertisements:
 - Ads after every song, often multiple in a row, frustrate users.
 - Discourages engagement and subscription interest.
3. Post-Update Issues:
 - Essential features like skipping or playback now require a premium subscription.
 - Playlists include random songs and don't function properly.
 - Increased ads and user frustration after the October update.

Suggestions:

- Improve audio quality differentiation.
- Reduce ad frequency and limit to one ad at a time.
- Introduce innovative features like video previews for social media sharing.

ACTORS

- Labels
- Consumers
- Artists
- Live Events
- Regulatory Body
- Advertisers

REGULATIONS

1. Copyright Compliance
 - Obtain licenses directly from copyright holders for music distribution, as per recent judicial rulings.
 - Understand that Section 31D of the Copyright Act does not apply to online streaming platforms (Bombay High Court rulings, 2019 and 2023).
 - Ensure payment of royalties to artists, composers, and lyricists as per the Copyright Act, 1957.
2. Statutory Licensing
 - Platforms must negotiate individual agreements with copyright owners for usage rights.
 - Work with music labels and collective rights management organizations like PPL India to secure performance and broadcasting rights.
3. Regulatory Considerations
 - Monitor developments regarding the Broadcasting Services (Regulation) Bill, 2023, which might expand regulations to include online platforms.
 - Participate in public consultations for proposed legislative changes impacting digital platforms.
4. Adherence to Content Standards
 - Comply with India's Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
 - Ensure appropriate content moderation and grievance redressal mechanisms on platforms.
5. Royalty Management and Reporting
 - Maintain transparent records of music streams and revenue for fair royalty distribution.
 - Use recognized collection agencies like IPRS (Indian Performing Rights Society) for handling payments to stakeholders.

SPOTIFY

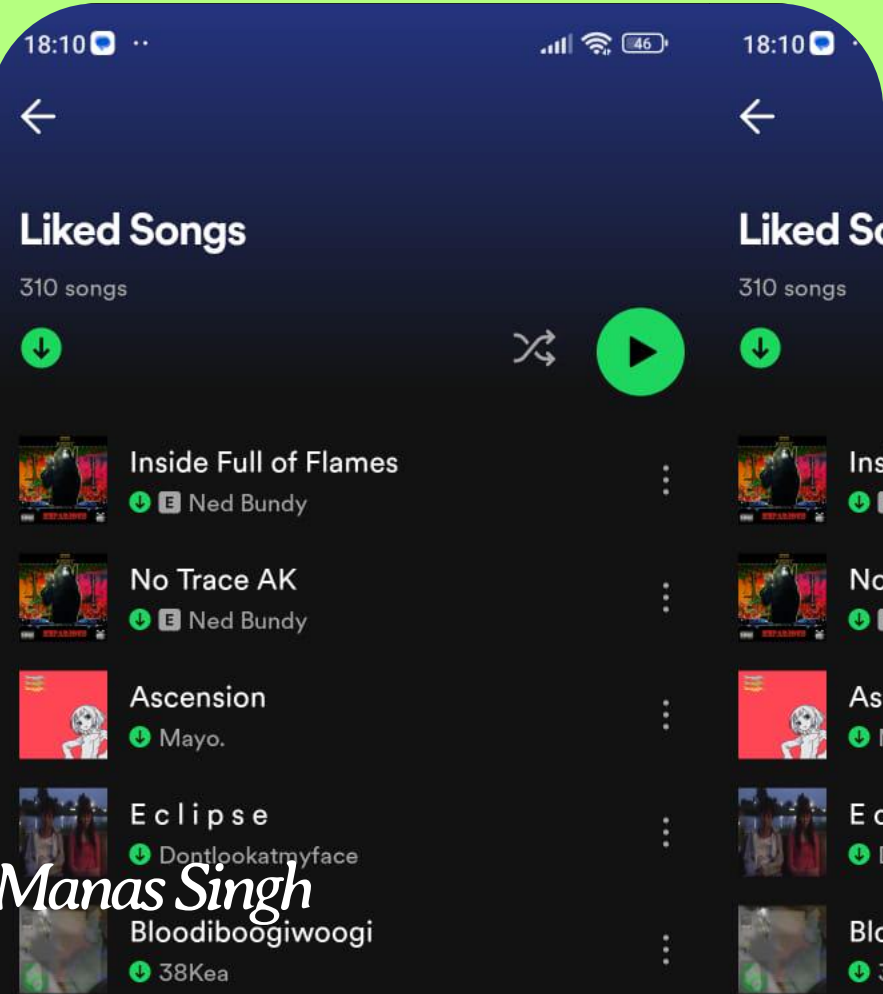
ORIGIN:SWEDEN

PRICING: 119/MONTH

MARKET SHARE:26%

KEY FEATURES:CURATED
PLAYLIST WITH GREAT
DIVERSITY OF SONGS

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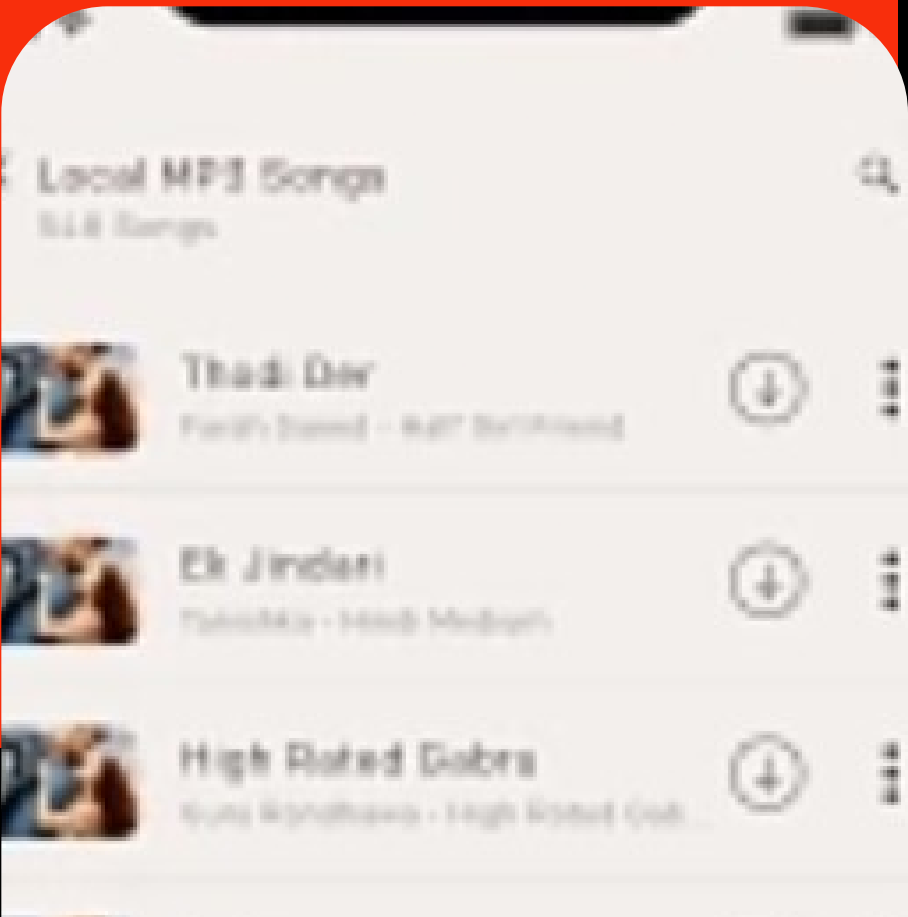
GAANA

ORIGIN:INDIAN

PRICING:99/MONTH

MARKET SHARE:5%

KEY FEATURES:FIRST
MOVER. PARTNERSHIP
WITH AUTOMAKER
MAHINDRA



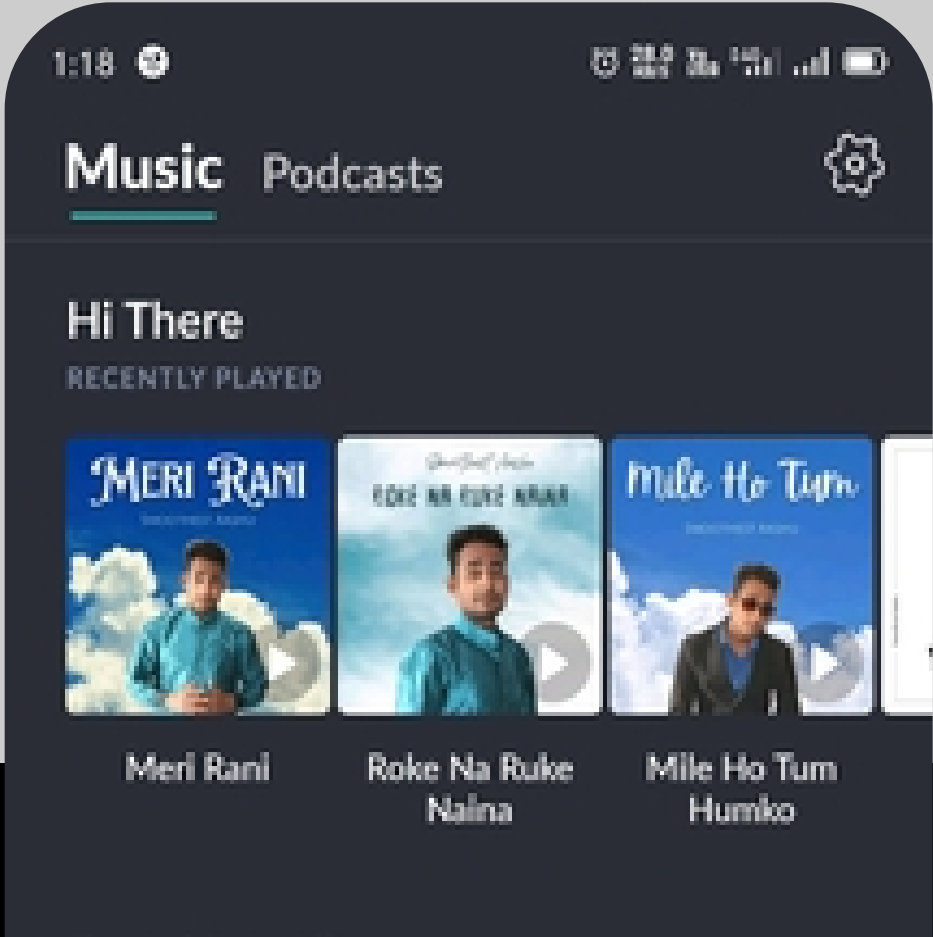
JIO SAAVN

ORIGIN:INDIAN

PRICING:749/YEAR

MARKET SHARE:24%

KEY FEATURES:
PARTNERSHIP BETWEEN
JIO AND SAAVN MUSIC



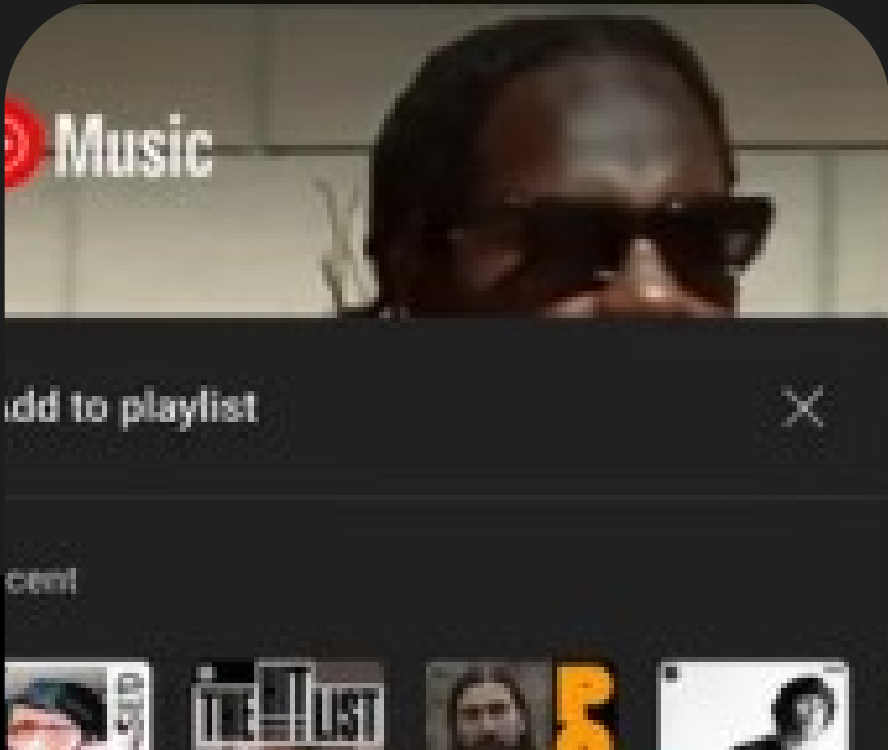
YT MUSIC

ORIGIN:AMERICAN

PRICING:99/MONTH

MARKET SHARE:7%

KEY FEATURES:
LEVERAGES GOOGLE
ECOSYSTEM AND
YOUTUBE STREAMING
PLATFORM TO PROVIDE
VIDEO CONTENT ASWELL



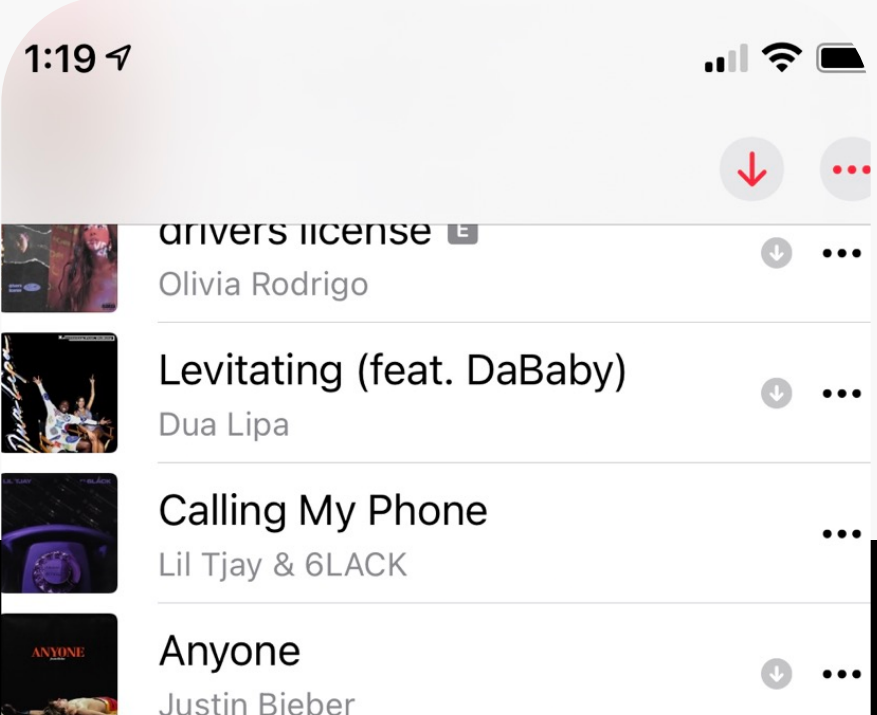
APPLE MUSIC

ORIGIN:AMERICAN

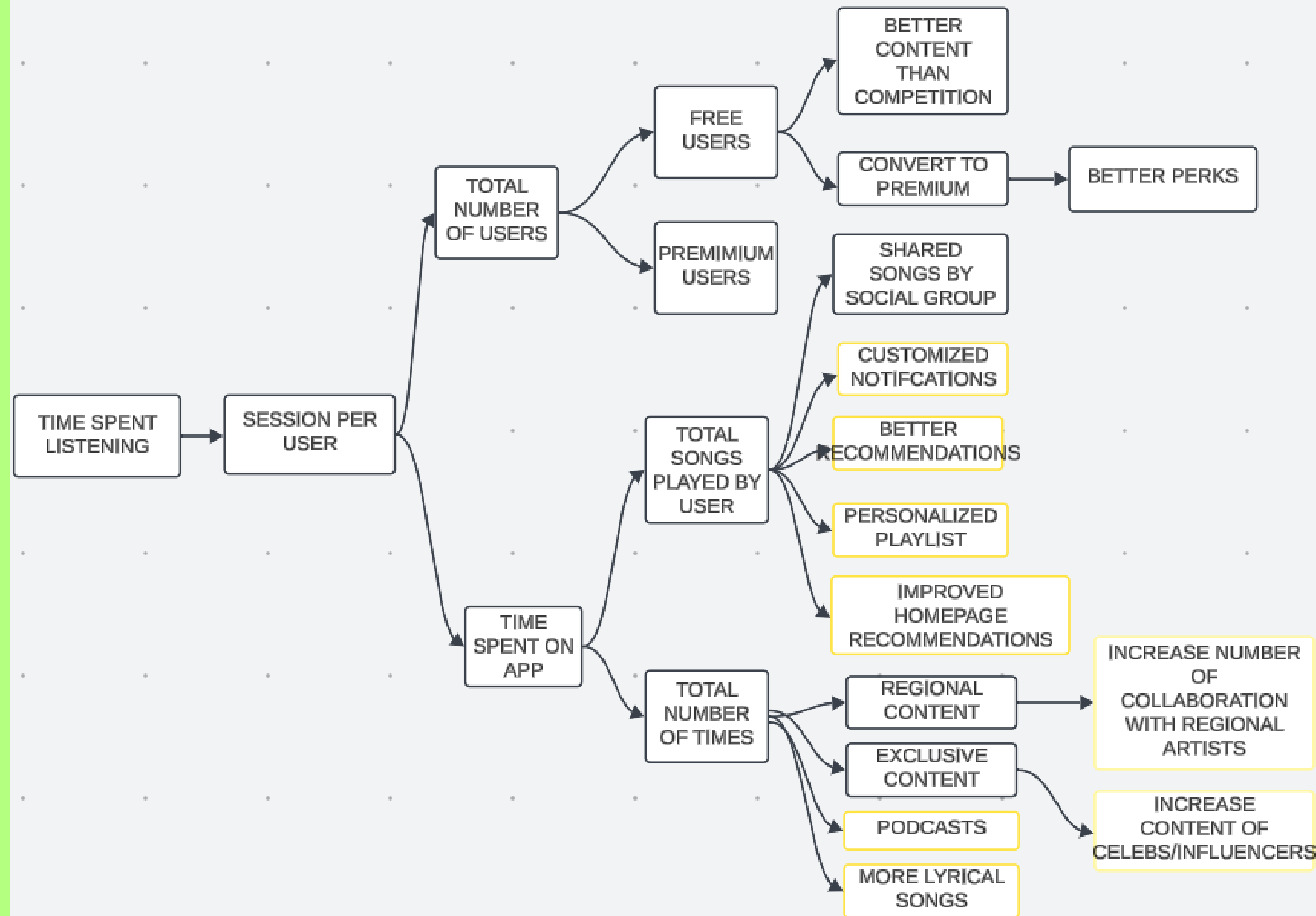
PRICING:129/MONTH

MARKET SHARE:>1%

KEY FEATURES:APPLE
ECOSYSTEM
INTEGRATION,
CAPTURING WYNK
MARKET AS AIRTEL
DISCONTINUES WYNK,



KPI- MAPPING BUSINESS OUTCOMES TO PRODUCT OUTCOMES



Time spent listening on Spotify is a key metric for the platform because it directly correlates with user engagement, satisfaction, and revenue generation. Here's why this metric is crucial:

1. User Retention and Engagement

- **Behavioral Insights:** The more time users spend on Spotify, the more Spotify can understand their preferences, enabling better recommendations and personalized playlists.
- **Platform Stickiness:** High listening time suggests users find value in the service, reducing the likelihood of churning.

2. Content Optimization

- **Data-Driven Decisions:** Listening habits provide insights into what genres, artists, or playlists are popular, guiding Spotify in curating and promoting content that resonates with its audience.
- **Artist and Label Relationships:** Spotify uses listening data to negotiate partnerships and support artists whose music attracts significant attention.

3. Revenue Growth

- **Advertising Revenue:** For free-tier users, longer listening sessions mean more opportunities to serve ads, directly boosting ad revenue.
- **Subscription Value:** For premium users, high listening time reinforces the perceived value of the subscription, encouraging renewals.

4. Competitive Advantage

- **Market Positioning:** Time spent on Spotify can be a benchmark for its dominance over competitors like Apple Music, Amazon Music, or YouTube Music.
- **Platform Insights:** Understanding what keeps users engaged helps Spotify innovate and differentiate itself in the market.

5. Feature Improvement

- **Product Development:** Listening time data can highlight the success or failure of new features, such as Discover Weekly or Spotify Wrapped, informing future development.
- **AI Enhancements:** Continuous listening enables Spotify's algorithms to refine recommendations, which in turn keeps users engaged for longer periods.

THANK

YOU

-Manas singh



Deriving Insights from Users



ALL USER SEGMENTS

- 1. MOOD-BASED LISTENERS – CHOOSE MUSIC TO REFLECT OR CHANGE THEIR EMOTIONS (E.G., SAD, HAPPY, CHILL).
- 2. ACTIVITY-BASED LISTENERS – USE MUSIC AS A BACKGROUND FOR TASKS LIKE WORKING OUT, STUDYING, OR COMMUTING.
- 3. EXPLORERS – CONSTANTLY DISCOVER NEW ARTISTS, GENRES, AND SONGS; LOVE ALGORITHMIC PLAYLISTS.
- 4. REPEATERS – REPLAY FAVORITE SONGS AND ARTISTS FREQUENTLY; PREFER FAMILIARITY OVER NOVELTY.
- 5. GENRE LOYALISTS – STICK TO SPECIFIC GENRES OR SUBCULTURES (E.G., K-POP, HIP-HOP, EDM).
- 6. TIME-BASED LISTENERS – HAVE STRONG TIME-RELATED PATTERNS (E.G., MORNING, NIGHT, WEEKEND LISTENERS).
- 7. SOCIAL LISTENERS – SHARE MUSIC, JOIN COLLABORATIVE PLAYLISTS, AND FOLLOW FRIENDS’ ACTIVITY.
- 8. PODCAST-FIRST USERS – SPEND MORE TIME ON SPOKEN CONTENT THAN MUSIC; BINGE EPISODES....

HYPOTHESIS: DESIGN SPOTIFY TO INCREASE CONVERSIONS FOR ACTIVITY-BASED LISTENERS IN THE NEXT QUARTER BY 10 PERCENT

TARGET SEGMENT

ACTIVITY-BASED LISTENERS

- FREE PAIN POINTS: SHUFFLE DISRUPTS MOOD OR TEMPO; ADS KILL THE VIBE.
- PREMIUM BENEFIT: CURATED MOOD + FULL CONTROL = BETTER ROUTINE.
- CONVERSION TIP: SHOW THEM HOW PREMIUM FUELS THEIR LIFESTYLE SEAMLESSLY.

WHY THIS SEGMENT?

- 1. HIGH ENGAGEMENT – LISTEN FREQUENTLY DURING DAILY ROUTINES LIKE WORKOUTS, STUDYING, COMMUTING.
- 2. FLOW DISRUPTION – ADS, LIMITED SKIPS, AND SHUFFLE MODE BREAK THEIR ACTIVITY RHYTHM.
- 3. VALUE CONTROL – WANT TO PICK SPECIFIC SONGS/PLAYLISTS TO MATCH THEIR ACTIVITY NEEDS.
- 4. OFFLINE LISTENING – STRONG NEED FOR DOWNLOADS IN GYMS, FLIGHTS, OR COMMUTES.
- 5. EASY TO TARGET – CLEAR LISTENING PATTERNS MAKE THEM IDEAL FOR CONTEXTUAL PREMIUM OFFERS.

SURVEY

USER PERSONA-(URVI, A 24 Y/O SDE)

DEMOGRAPHICS:

- AGE: 25
- LOCATION:PUNE
- OCCUPATION: SDE
- DEVICE USED: IPHONE

LISTENING HABITS:

- LISTENS DURING TRAVEL TO OFFICE.
- LISTENS IN GYM.
- USES SPOTIFY TO PLAY SONGS ON HOUSE PARTIES.

PAIN POINTS:

- NO DIFFERENCE IN AUDIO QUALITY IN FREE VS PREMIUM.
- THINKS YT PREMIUM WOULD BE BETTER OPTION IF COMPARED AS THINKS IT HAS BETTER CONTENT DIVERSITY AND PODCASTS.
- NEEDS BETTER RECOMMENDATIONS AS PER THE OCCASION.

SUGGESTIONS:

- APP NEEDS BETTER RECOMMENDATIONS FOR HOUSE PARTIES.
- APP NEEDS MORE PODCAST OF DIFFERENT INFLUENCERS
- APP CAN HAVE FREE PREMIUM TRIALS WITHOUT CREDIT CARD INFO
- SOMETIME GETS BORED WITH SAME SONGS AND NEED TO HAVE A DIFFERENT PLAYLIST WHICH SHE CAN LISTEN WHEN IN NEED OF NEW SONGS.

1. HIGH SATISFACTION LEVELS: THE MAJORITY OF RESPONDENTS EXPRESS HIGH LEVELS OF SATISFACTION WITH SPOTIFY'S MUSIC STREAMING PLATFORM. KEY FACTORS CONTRIBUTING TO SATISFACTION INCLUDE A VAST LIBRARY OF SONGS, USER-FRIENDLY INTERFACE, PERSONALIZED RECOMMENDATIONS, AND CONVENIENCE OF ACCESSING MUSIC ANYTIME, ANYWHERE.

2. IMPORTANCE OF CONTENT VARIETY: RESPONDENTS EMPHASIZE THE IMPORTANCE OF CONTENT VARIETY AND DIVERSITY IN THEIR MUSIC STREAMING EXPERIENCE. THEY VALUE ACCESS TO A WIDE RANGE OF GENRES, ARTISTS, AND PLAYLISTS, INDICATING THAT A RICH AND DIVERSE CONTENT LIBRARY IS ESSENTIAL FOR ENHANCING USER SATISFACTION AND ENGAGEMENT.

3. USER EXPERIENCE ACROSS DEVICES: WHILE OVERALL SATISFACTION WITH SPOTIFY IS HIGH, THERE ARE VARIATIONS IN USER SATISFACTION LEVELS ACROSS DIFFERENT DEVICES AND OPERATING SYSTEMS. SOME USERS REPORT EXPERIENCING TECHNICAL ISSUES, PLAYBACK DISRUPTIONS, OR INTERFACE INCONSISTENCIES, PARTICULARLY ON CERTAIN MOBILE DEVICES OR OPERATING SYSTEMS.

4.IMPACT OF SOCIAL FEATURES: SOCIAL FEATURES SUCH AS COLLABORATIVE PLAYLISTS, SOCIAL SHARING, AND FOLLOWING FRIENDS' LISTENING ACTIVITIES ARE APPRECIATED BY USERS AND CONTRIBUTE TO A SENSE OF COMMUNITY AND CONNECTION ON THE PLATFORM. RESPONDENTS VALUE THE ABILITY TO DISCOVER MUSIC THROUGH SOCIAL INTERACTIONS AND RECOMMENDATIONS FROM FRIENDS.

5.ROOM FOR IMPROVEMENT: DESPITE HIGH SATISFACTION LEVELS, THERE ARE AREAS FOR IMPROVEMENT IDENTIFIED BY RESPONDENTS. THESE INCLUDE ADDRESSING TECHNICAL PERFORMANCE ISSUES, ENHANCING CONTENT DISCOVERY AND RECOMMENDATION ALGORITHMS, IMPROVING PLAYLIST CUSTOMIZATION OPTIONS, AND REFINING THE USER INTERFACE FOR A MORE INTUITIVE AND SEAMLESS EXPERIENCE.

PROBLEM- FREE-TIER USERS WHO RELY ON SPOTIFY DURING SPECIFIC ACTIVITIES (LIKE WORKOUTS, STUDYING, OR COMMUTING) FACE DISRUPTIONS (ADS, SHUFFLE, NO OFFLINE ACCESS) THAT DEGRADE THEIR EXPERIENCE AND REDUCE LONG-TERM SATISFACTION.

WHO ARE FACING-

- ACTIVITY-BASED LISTENERS ON THE FREE PLAN.
- INCLUDES GYM-GOERS, STUDENTS, REMOTE WORKERS, COMMUTERS, AND WELLNESS USERS.
- OFTEN LISTEN DURING KEY MOMENTS WHEN FLOW AND CONTROL MATTER MOST.

WHY SHOULD THIS BE SOLVED NOW?
RISING COMPETITION FROM PLATFORMS LIKE YOUTUBE MUSIC AND APPLE MUSIC WITH BETTER FREE-TIER PERKS. SPOTIFY NEEDS TO INCREASE ARPU (AVERAGE REVENUE PER USER) IN FREEMIUM-HEAVY MARKETS. PREMIUM BENEFITS (CONTROL, OFFLINE, AD-FREE) ALIGN DIRECTLY WITH THESE USERS’ NEEDS—THE GAP IS CLEAR, THE MOMENT IS RIPE.

HOW DO WE KNOW IT IS A REAL PROBLEM

- BEHAVIORAL DATA SHOWS HIGH ENGAGEMENT DURING SPECIFIC TIME BLOCKS (E.G., MORNING WORKOUTS, AFTERNOON FOCUS).
- HIGH SKIP AND SESSION ABANDONMENT RATES CORRELATE WITH AD INSERTIONS OR SHUFFLE RESTRICTIONS.
- CONSISTENT USAGE PATTERNS SUGGEST STRONG RELIANCE— BUT CONVERSION REMAINS LOW.

PROBLEM FRAMING CANVAS

WHAT VALUE DOES IT BRING?



FOR THE BUSINESS:

- BOOSTS PREMIUM CONVERSION RATE AMONG A HIGH-USAGE SEGMENT.
- INCREASES CUSTOMER LIFETIME VALUE (CLV) DUE TO HABIT-BASED LISTENING.
 - DRIVES MARKET DIFFERENTIATION THROUGH TARGETED PERSONALIZATION.



FOR THE CUSTOMER:

- DELIVERS UNINTERRUPTED, PERSONALIZED MUSIC EXPERIENCES DURING KEY LIFE MOMENTS.
- IMPROVES MOOD, PRODUCTIVITY, AND SATISFACTION—STRENGTHENING USER LOYALTY.

THANK

YOU

-Manas singh

PRODUCT NOTE

Team: User Engagement

Contributors: Manas Singh

Status: Brainstorming

Launching on: 25th August 2025

Resources: [Milestone 1&2](#)

Problem Definition

- **What is the problem?** - Free tier users who rely on Spotify during specific activities (like workout, studying or commuting) face, disruptions (ads, shuffle, no offline access) that degrade their experience and reduce long time satisfaction.
- **Who is facing the problem?** - Activity based listeners on free plan. 2) include gym goers, students, wellness users etc.
- **What is the business value that will be unlocked by solving the problem?** Boosting premium conversion rate among a high-usage segment. Increase in customer lifetime value due to habit-based listening. Drives market differentiation through target marketing.
- **How will the target users benefit if the problem is solved?** Delivers uninterrupted personalized music experiences during key life moments. Improves mood, productivity, and satisfaction.
- **Why is it urgent to solve this problem now?** With rising competition, a high value segment is important to be capture now, more loyal habit base customer means more revenue per user. This can be market differentiator.

Goals

Primary Goals:

Convert free activity-based users to premium subscribers by leveraging context-aware engagement and value propositions.

Supporting Goals:

1. Understand User Behaviour and Segmentation
 - Identify top activities (e.g., "Workout", "Focus", "Relax", "Commute") that correlate with high engagement.
 - Segment users based on activity, frequency, duration, and device usage patterns.
2. Optimize Personalized Experiences
 - Enhance activity-based playlists and auto-generated mixes with seamless flow.
 - Personalize recommendations within these contexts to increase perceived value.
3. Reduce Friction in User Experience
 - Target high-frustration moments (e.g., ad interruptions during workouts or focus sessions).
 - Offer a "Premium trial" or "ad-free for a week" after X number of interruptions.
4. Contextual Nudging & Messaging
 - Surface value props during key activities (e.g., "No ads while you run" or "Keep the study flow uninterrupted").
 - Use push notifications, banners, or in-app modals with activity-tuned messaging.
5. Incentivize Premium Trials Strategically
 - Offer activity-specific limited trials, e.g., "30 days of ad-free workout music."
 - Partner with fitness or productivity apps to bundle Spotify Premium trials.

6. Track Engagement Post-Conversion

- Measure how activity-based users behave after converting.
- Optimize retention loops by maintaining or enhancing the activity-based value they saw pre-conversion.

✔ **Functional Metrics**

(these directly measure user actions and business outcomes)

🔄 **Conversion & Retention**

- Free-to-Premium Conversion Rate (Activity Segment)
% of activity-based users who convert to premium.
- Trial-to-Paid Conversion Rate
% of users who move from trial to paying subscribers.
- Churn Rate (Post-Premium for Activity Users)
% of users who cancel Premium after converting.

✔ **Engagement & Usage**

- Activity-Based Session Time
Average time spent in activity-labelled sessions (e.g., Workout, Focus).
- Playlist Completion Rate
% of playlists completed without skipping or exiting mid-way.
- Skip Rate During Ads (Free users)
Higher skip rates may indicate frustration with ads during specific activities.
- Activity Session Frequency
How often users engage in activity-based listening sessions per week.
- Device Usage Split
Track how many activity-based sessions happen on mobile vs. wearables vs. desktop.

💬 **Promotional Campaign Performance**

- Click-through Rate (CTR) on Activity-specific Promos
- Conversion Rate from In-App Nudge
- Redemption Rate of Activity-Based Premium Trials

✳️ **Non-Functional Metrics**

(this measure perceived quality and user satisfaction)

😊 **User Experience & Satisfaction**

- User Satisfaction Score (post-session surveys)
“How was your workout music experience today?”
- Net Promoter Score (NPS)
Especially segmented by activity-based listeners.
- Ad Experience Sentiment Score
Measured via in-app feedback or sentiment analysis on support tickets/social.

📺 **Performance & Reliability**

- Latency During Activity-Based Sessions
Important for uninterrupted music flow (esp. workouts).
- Buffering Rate
% of sessions with playback interruptions—critical for high-movement activities.
- Crash Rate (on wearables/mobile)
Ensures seamless experience during physically active sessions.

🔗 Personalization Accuracy

- Relevance Score of Recommendations
% of skips or saves for recommended tracks in activity playlists.
- Engagement Uplift from Personalized Activity Playlists
Compare engagement between generic and personalized versions.

Non-Goals

1. General User Acquisition

- *Why it is out:* This initiative is about converting existing free users already engaging in activity-based sessions, not attracting new users to the platform.
-  Focus should remain on conversion, not top-of-funnel acquisition.

2. Non-Activity-Based User Segments

- *Example:* Users primarily using Spotify for podcasts, radio, or general music browsing.
- *Why it is out:* These segments have different motivations and behaviors and would require separate strategies, messaging, and experiences.

3. Premium Retention for Long-Term Subscribers

- *Why it is out:* This initiative is targeting the initial conversion moment. Retention strategies for users who have been Premium for months/years are a separate lifecycle stage.

Validation of the problem

Name	Age	Background	Problems Faced (Activity-Based Usage)	Suggestions/Feedback
Aarushi Sharma	24	A fitness enthusiast and yoga instructor in Gurgaon. Streams music daily during her morning sessions.	Gets interrupted by ads mid-yoga flow, ruining the calm ambience. Playlists often shuffle randomly, breaking her rhythm.	Wants ad-free “Focus Flow” mode during yoga and the option to lock playlist order while in session.
Nandhini Singh	29	A SDE-2 in Bengaluru who relies on music for deep work and commute focus.	Gets distracted by irrelevant song recommendations during her “Focus” sessions. Offline mode has data sync issues at times.	Suggests a smarter “Focus AI” playlist that adapts to her task intensity and better offline syncing.
Ananya Pandey	21	A college student in Delhi who uses Spotify while studying and late-night journaling.	Frequent ad breaks disrupt her study momentum. Finds it hard to discover calming music that isn’t repetitive.	Wants access to curated “non-repetitive” study playlists and an ad-free trial period during exams.
Deepak Verma	35	A Project Manager from Pune who listens during gym and daily runs.	Gets frustrated when workout is interrupted by buffering or ads. Does not want to fiddle with the phone mid-run.	Requests an uninterrupted “Workout Mode” with automatic playlist transitions and voice control options.

Solution

We propose a context-aware “Seamless Mode” experience for activity-based users (e.g., during workouts, studying, commuting), which intelligently reduces friction by offering ad-free previews, playlist personalization, and proactive upgrade nudges at optimal moments.

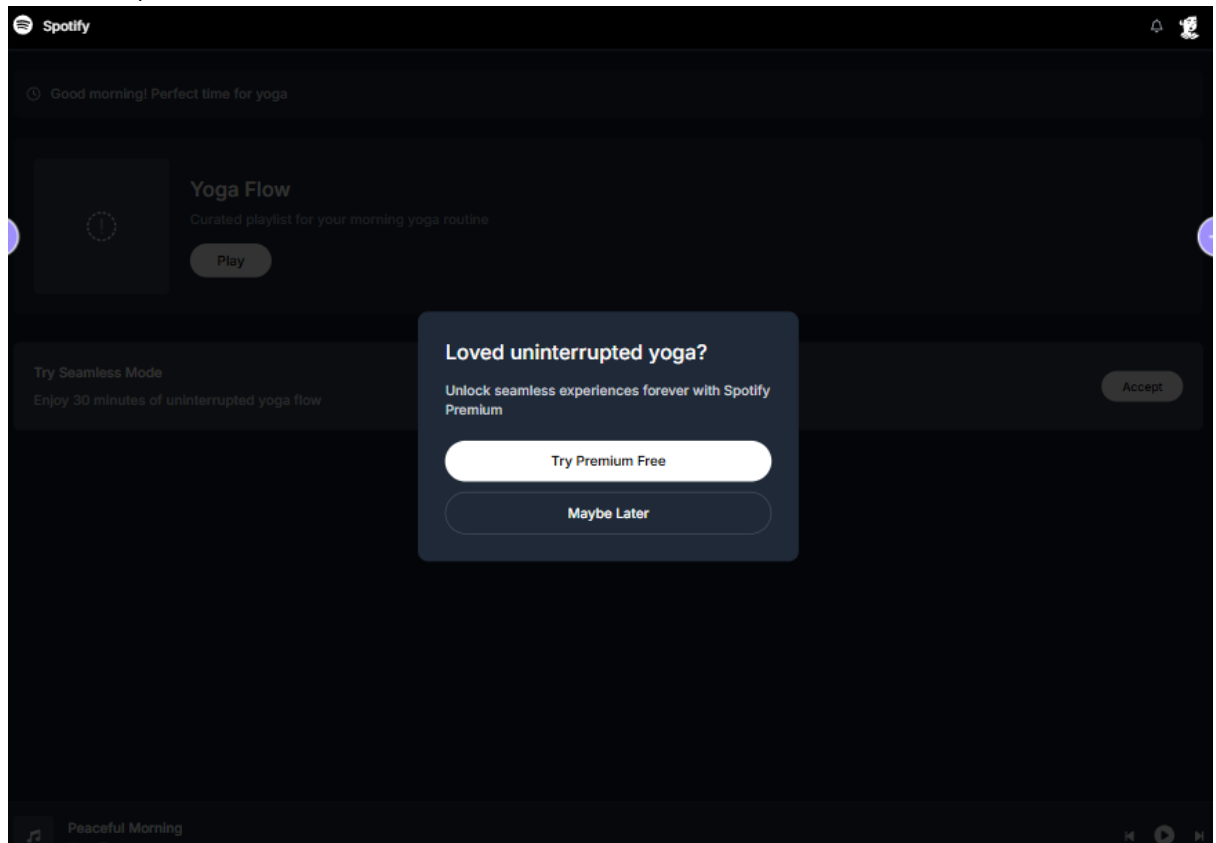
🔍 Learnings Applied:

- *User Research:* Activity-based users show higher engagement but lower tolerance for disruptions (e.g., ads, irrelevant songs).
- *Previous Experiments:* Free trials during high-frustration moments (e.g., ad interruptions during focus sessions) showed a lift in Premium trials.
- *Competitive Research:* Apps like Apple Fitness+ and Calm focus on frictionless, immersive session modes with embedded upgrade paths.

📐 User Flow / Wireframe (High-level)

Example: Aarushi starts a yoga session

1. Launch App → Tap “Yoga Flow” Playlist
2. Spotify detects activity context (time + routine)
3. “Seamless Mode” Suggestion Appears (e.g., “Try ad-free for 30 mins of yoga flow”)
4. User accepts → Playlist starts with locked order, adaptive transitions
5. End of session → Nudge for Premium Upgrade (“Loved uninterrupted yoga? Unlock it forever.”)



🌟 Key Features / User Benefits

Feature

User Benefit

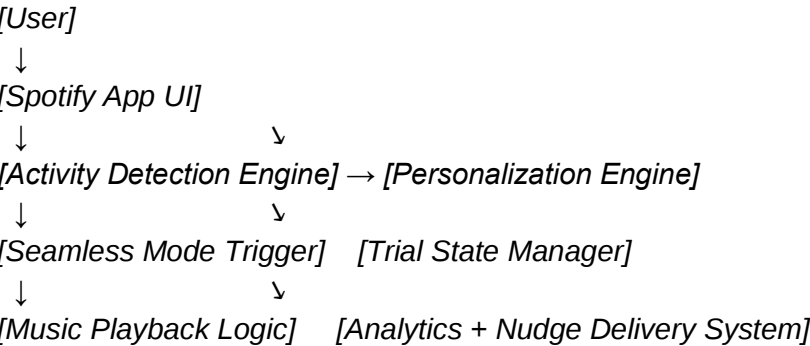
Seamless Mode (Ad-Free Trial) Distraction-free sessions tailored to the activity

Feature	User Benefit
Playlist Flow Lock	No shuffle or interruptions during workouts/study
Contextual Premium Nudges	Offers appear post-session or mid-frustration (not randomly)
Smart Recommendations Engine	Auto-tunes content based on activity intensity and past behavior
Offline Buffer Reminder	Reminds user to pre-download for smooth offline sessions

▣ Key Logic / Technical Components

- Algorithm Enhancements:
 - Activity-detection heuristics using time, device (wearable, mobile), historical context
 - Upgrade propensity model tuned for session frustration patterns (ad skips, high skip rates)
- Data Schema Changes:
 - Add session_activity_type to listening logs
 - Track session_mood (calm, energetic, focused) inferred from playlist type and audio profile
 - New flag: seamless_mode_active for analytics
- New Data Types:
 - Real-time activity tag (e.g., workout, commute, study)
 - Session-based trial state (e.g., trial_active, trial_expired)

📊 System Diagram (Simplified)



⚠ Edge/Error Cases Handling

Edge Case	Handling Strategy
User loses connectivity mid-session	Auto-buffer songs in advance, display “Seamless continues offline” message
Seamless trial already used	Nudge user with standard Premium value proposition instead
Activity misclassification	Allow manual override (“Not working out? Switch mode.”)
Playback error due to API fail	Fallback to regular playlist with error toast: “Something went wrong. Back to normal.”

Product Marketing Plan

Channel	Strategy
In-App Promotions	Banners, modals before/after sessions (“Power through your run — uninterrupted.”)
Push Notifications	Personalized based on listening time (“Ready for a distraction-free study jam?”)
Email Campaigns	Targeting high-engagement activity users with trial invites
Social & Influencer	Partner with fitness & productivity creators to promote “Seamless Mode”
Partnerships	Bundle Premium trials with fitness apps or productivity tools (e.g., Notion, Fitbit)

Launch Readiness

Key Milestones & Timelines

Milestone	Description	Target Timeline
 Product Brief Finalized	Strategy, user flows, goals, metrics documented and signed off	Week 1
 Design Complete	Final wireframes, UX copy, motion design for “Seamless Mode” & Premium nudges	Week 3
 Development Complete (MVP)	Backend activity detection, playlist flow lock, trial logic, UI components	Week 6
 QA & Internal Testing	Functional + edge cases; run through key activity types on various devices	Week 7–8
 Dogfooding Begins	Spotify employees test internally (target: 100 users across Yoga, Workout, Focus)	Week 8
 Experiment Launch	Soft launch A/B test to 5–10% of free users in select markets	Week 9–10
 Full Launch (Phase 1)	Rollout to all English-speaking regions	Week 12

Launch Checklist

1. Stakeholder Alignment

Area	Stakeholder	Responsibility
Product Management	Activity team, Core Experience	Own roadmap, prioritization
Design/UX	Spotify Design Team	Finalize UX, test accessibility
Engineering	Playback, Recommendations, Infra	Build and ship backend & frontend changes
QA	QA team	Test across platforms + edge cases

Area	Stakeholder	Responsibility
Analytics	Data Science, Product Analytics	Track events and key conversion metrics
Marketing	CRM, Growth Marketing	Push notifications, email, influencer strategy
Support/Ops	CS Team, Ops Readiness	Prep for user feedback, edge case handling
Legal & Privacy	Legal/Compliance	Ensure new tracking and data use is compliant

2. Operational Readiness

- ☒ Support macros and help centre articles prepared
- ☒ Activity-specific FAQs added in-app
- ☒ Error-state fallback messages tested and localized
- ☒ Legal/Privacy reviews completed for tracking new session data
- ☒ Rollback plan in case of high failure or bad metrics

▮ Experimentation Plan

Goals

- Validate uplift in Premium trial acceptance and session engagement
- Identify drop-off points or negative signals (e.g., mode confusion)

Test Design

Group	Audience
Control Group	Activity-based users see no new trial experience
Test Group A	Users see "Seamless Mode" for workout playlists
Test Group B	Users see "Seamless Mode" for study/focus playlists
Test Group C	Users get both + contextual nudges post-session

Metrics to Track

- Primary: Seamless mode opt-in rate, Premium trial accept rate, Premium conversion
- Secondary: Session duration, playlist skip rate, drop-off during ad
- Qualitative: In-app survey feedback (e.g., "Was your session better than usual?")

Runtime

Open Questions & Decisions Taken

Feature/Idea	Reason for Descope
Real-time wearable integration (e.g., fitness bands)	Requires complex third-party integrations; not core to MVP
Adaptive music transitions (based on heartbeat/pacing)	High complexity; can be added post-launch after user traction
Multilingual session prompts and onboarding flows	Will localize later — MVP targets English-speaking users

<i>Feature/Idea</i>	<i>Reason for Descope</i>
<i>Dynamic playlist remixing based on mid-session feedback</i>	<i>Algorithmically risky; stick to static curated playlists initially</i>
<i>Seamless Mode for podcast listening</i>	<i>Different user behavior; to be scoped separately</i>

PRODUCT REQUIREMENT DOCUMENT

Team: User Engagement

Contributors: Manas Singh

Status: Brainstorming

Launching on: 25th August 2025

Resources: [Milestone 1&2](#)

Problem Definition

- **What is the problem?** - Free tier users who rely on Spotify during specific activities (like workout, studying or commuting) face, disruptions (ads, shuffle, no offline access) that degrade their experience and reduce long time satisfaction.
- **Who is facing the problem?** - Activity based listeners on free plan. 2) include gym goers, students, wellness users etc.
- **What is the business value that will be unlocked by solving the problem?** Boosting premium conversion rate among a high-usage segment. Increase in customer lifetime value due to habit-based listening. Drives market differentiation through target marketing.
- **How will the target users benefit if the problem is solved?** Delivers uninterrupted personalized music experiences during key life moments. Improves mood, productivity, and satisfaction.
- **Why is it urgent to solve this problem now?** With rising competition, a high value segment is important to be capture now, more loyal habit base customer means more revenue per user. This can be market differentiator.

Goals

Primary Goals:

Convert free activity-based users to premium subscribers by leveraging context-aware engagement and value propositions.

Supporting Goals:

1. Understand User Behaviour and Segmentation
 - Identify top activities (e.g., "Workout", "Focus", "Relax", "Commute") that correlate with high engagement.
 - Segment users based on activity, frequency, duration, and device usage patterns.
2. Optimize Personalized Experiences
 - Enhance activity-based playlists and auto-generated mixes with seamless flow.
 - Personalize recommendations within these contexts to increase perceived value.
3. Reduce Friction in User Experience
 - Target high-frustration moments (e.g., ad interruptions during workouts or focus sessions).
 - Offer a "Premium trial" or "ad-free for a week" after X number of interruptions.
4. Contextual Nudging & Messaging
 - Surface value props during key activities (e.g., "No ads while you run" or "Keep the study flow uninterrupted").
 - Use push notifications, banners, or in-app modals with activity-tuned messaging.
5. Incentivize Premium Trials Strategically
 - Offer activity-specific limited trials, e.g., "30 days of ad-free workout music."
 - Partner with fitness or productivity apps to bundle Spotify Premium trials.

6. Track Engagement Post-Conversion

- Measure how activity-based users behave after converting.
- Optimize retention loops by maintaining or enhancing the activity-based value they saw pre-conversion.

✔ **Functional Metrics**

(these directly measure user actions and business outcomes)

🔄 **Conversion & Retention**

- Free-to-Premium Conversion Rate (Activity Segment)
% of activity-based users who convert to premium.
- Trial-to-Paid Conversion Rate
% of users who move from trial to paying subscribers.
- Churn Rate (Post-Premium for Activity Users)
% of users who cancel Premium after converting.

✔ **Engagement & Usage**

- Activity-Based Session Time
Average time spent in activity-labelled sessions (e.g., Workout, Focus).
- Playlist Completion Rate
% of playlists completed without skipping or exiting mid-way.
- Skip Rate During Ads (Free users)
Higher skip rates may indicate frustration with ads during specific activities.
- Activity Session Frequency
How often users engage in activity-based listening sessions per week.
- Device Usage Split
Track how many activity-based sessions happen on mobile vs. wearables vs. desktop.

💬 **Promotional Campaign Performance**

- Click-through Rate (CTR) on Activity-specific Promos
- Conversion Rate from In-App Nudge
- Redemption Rate of Activity-Based Premium Trials

✳️ **Non-Functional Metrics**

(this measure perceived quality and user satisfaction)

😊 **User Experience & Satisfaction**

- User Satisfaction Score (post-session surveys)
“How was your workout music experience today?”
- Net Promoter Score (NPS)
Especially segmented by activity-based listeners.
- Ad Experience Sentiment Score
Measured via in-app feedback or sentiment analysis on support tickets/social.

📺 **Performance & Reliability**

- Latency During Activity-Based Sessions
Important for uninterrupted music flow (esp. workouts).
- Buffering Rate
% of sessions with playback interruptions—critical for high-movement activities.
- Crash Rate (on wearables/mobile)
Ensures seamless experience during physically active sessions.

🔗 Personalization Accuracy

- Relevance Score of Recommendations
% of skips or saves for recommended tracks in activity playlists.
- Engagement Uplift from Personalized Activity Playlists
Compare engagement between generic and personalized versions.

Non-Goals

1. General User Acquisition

- *Why it is out:* This initiative is about converting existing free users already engaging in activity-based sessions, not attracting new users to the platform.
-  Focus should remain on conversion, not top-of-funnel acquisition.

2. Non-Activity-Based User Segments

- *Example:* Users primarily using Spotify for podcasts, radio, or general music browsing.
- *Why it is out:* These segments have different motivations and behaviors and would require separate strategies, messaging, and experiences.

3. Premium Retention for Long-Term Subscribers

- *Why it is out:* This initiative is targeting the initial conversion moment. Retention strategies for users who have been Premium for months/years are a separate lifecycle stage.

Validation of the problem

Name	Age	Background	Problems Faced (Activity-Based Usage)	Suggestions/Feedback
Aarushi Sharma	24	A fitness enthusiast and yoga instructor in Gurgaon. Streams music daily during her morning sessions.	Gets interrupted by ads mid-yoga flow, ruining the calm ambience. Playlists often shuffle randomly, breaking her rhythm.	Wants ad-free "Focus Flow" mode during yoga and the option to lock playlist order while in session.
Nandhini Singh	29	A SDE-2 in Bengaluru who relies on music for deep work and commute focus.	Gets distracted by irrelevant song recommendations during her "Focus" sessions. Offline mode has data sync issues at times.	Suggests a smarter "Focus AI" playlist that adapts to her task intensity and better offline syncing.
Ananya Pandey	21	A college student in Delhi who uses Spotify while studying and late-night journaling.	Frequent ad breaks disrupt her study momentum. Finds it hard to discover calming music that isn't repetitive.	Wants access to curated "non-repetitive" study playlists and an ad-free trial period during exams.
Deepak Verma	35	A Project Manager from Pune who listens during gym and daily runs.	Gets frustrated when workout is interrupted by buffering or ads. Does not want to fiddle with the phone mid-run.	Requests an uninterrupted "Workout Mode" with automatic playlist transitions and voice control options.

Solution

We propose a context-aware “Seamless Mode” experience for activity-based users (e.g., during workouts, studying, commuting), which intelligently reduces friction by offering ad-free previews, playlist personalization, and proactive upgrade nudges at optimal moments.

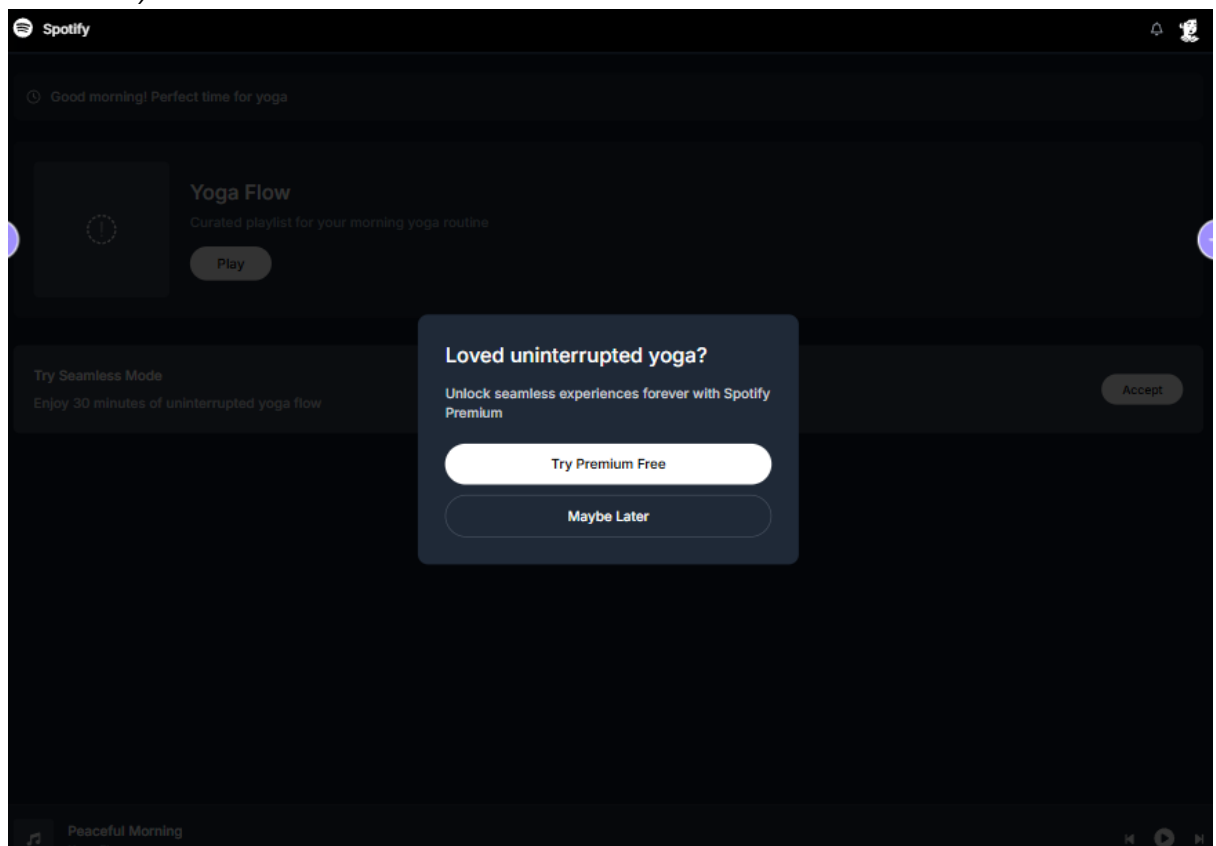
🔍 Learnings Applied:

- *User Research:* Activity-based users show higher engagement but lower tolerance for disruptions (e.g., ads, irrelevant songs).
- *Previous Experiments:* Free trials during high-frustration moments (e.g., ad interruptions during focus sessions) showed a lift in Premium trials.
- *Competitive Research:* Apps like Apple Fitness+ and Calm focus on frictionless, immersive session modes with embedded upgrade paths.

📋 User Flow / Wireframe (High-level)

Example: Aarushi starts a yoga session

1. Launch App → Tap “Yoga Flow” Playlist
2. Spotify detects activity context (time + routine)
3. “Seamless Mode” Suggestion Appears (e.g., “Try ad-free for 30 mins of yoga flow”)
4. User accepts → Playlist starts with locked order, adaptive transitions
5. End of session → Nudge for Premium Upgrade (“Loved uninterrupted yoga? Unlock it forever.”)



🌟 Key Features / User Benefits

Feature

User Benefit

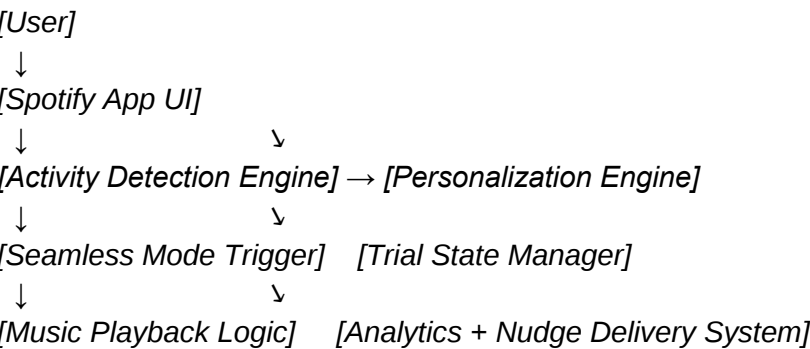
Seamless Mode (Ad-Free Trial) Distraction-free sessions tailored to the activity

Feature	User Benefit
Playlist Flow Lock	No shuffle or interruptions during workouts/study
Contextual Premium Nudges	Offers appear post-session or mid-frustration (not randomly)
Smart Recommendations Engine	Auto-tunes content based on activity intensity and past behavior
Offline Buffer Reminder	Reminds user to pre-download for smooth offline sessions

▣ Key Logic / Technical Components

- Algorithm Enhancements:
 - Activity-detection heuristics using time, device (wearable, mobile), historical context
 - Upgrade propensity model tuned for session frustration patterns (ad skips, high skip rates)
- Data Schema Changes:
 - Add session_activity_type to listening logs
 - Track session_mood (calm, energetic, focused) inferred from playlist type and audio profile
 - New flag: seamless_mode_active for analytics
- New Data Types:
 - Real-time activity tag (e.g., workout, commute, study)
 - Session-based trial state (e.g., trial_active, trial_expired)

📊 System Diagram (Simplified)



⚠ Edge/Error Cases Handling

Edge Case	Handling Strategy
User loses connectivity mid-session	Auto-buffer songs in advance, display “Seamless continues offline” message
Seamless trial already used	Nudge user with standard Premium value proposition instead
Activity misclassification	Allow manual override (“Not working out? Switch mode.”)
Playback error due to API fail	Fallback to regular playlist with error toast: “Something went wrong. Back to normal.”

Product Marketing Plan

Channel	Strategy
In-App Promotions	Banners, modals before/after sessions (“Power through your run — uninterrupted.”)
Push Notifications	Personalized based on listening time (“Ready for a distraction-free study jam?”)
Email Campaigns	Targeting high-engagement activity users with trial invites
Social & Influencer	Partner with fitness & productivity creators to promote “Seamless Mode”
Partnerships	Bundle Premium trials with fitness apps or productivity tools (e.g., Notion, Fitbit)

Launch Readiness

Key Milestones & Timelines

Milestone	Description	Target Timeline
 Product Brief Finalized	Strategy, user flows, goals, metrics documented and signed off	Week 1
 Design Complete	Final wireframes, UX copy, motion design for “Seamless Mode” & Premium nudges	Week 3
 Development Complete (MVP)	Backend activity detection, playlist flow lock, trial logic, UI components	Week 6
 QA & Internal Testing	Functional + edge cases; run through key activity types on various devices	Week 7–8
 Dogfooding Begins	Spotify employees test internally (target: 100 users across Yoga, Workout, Focus)	Week 8
 Experiment Launch	Soft launch A/B test to 5–10% of free users in select markets	Week 9–10
 Full Launch (Phase 1)	Rollout to all English-speaking regions	Week 12

Launch Checklist

1. Stakeholder Alignment

Area	Stakeholder	Responsibility
Product Management	Activity team, Core Experience	Own roadmap, prioritization
Design/UX	Spotify Design Team	Finalize UX, test accessibility
Engineering	Playback, Recommendations, Infra	Build and ship backend & frontend changes
QA	QA team	Test across platforms + edge cases

Area	Stakeholder	Responsibility
Analytics	Data Science, Product Analytics	Track events and key conversion metrics
Marketing	CRM, Growth Marketing	Push notifications, email, influencer strategy
Support/Ops	CS Team, Ops Readiness	Prep for user feedback, edge case handling
Legal & Privacy	Legal/Compliance	Ensure new tracking and data use is compliant

2. Operational Readiness

- ☒ Support macros and help centre articles prepared
- ☒ Activity-specific FAQs added in-app
- ☒ Error-state fallback messages tested and localized
- ☒ Legal/Privacy reviews completed for tracking new session data
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Runtime

Future iterations

Feature / Capability	Benefit	Planned Phase
Auto-detect & auto-trigger Seamless Mode	Removes need for manual start; creates “always-on” smart mode	V2
Post-session feedback loop	Collects mood or activity accuracy feedback for personalization	V2
Custom playlist builder for Seamless Mode	Lets user design their own uninterrupted session	V2
Progressively longer trials (based on usage)	Rewards habit formation; nudges power users toward Premium	V2/V3
Smart resume across devices (e.g., phone → watch)	Cross-platform continuity for runners or commuters	V3

□ Ideas Parked for Later (Low Priority / High Complexity)

Parked Idea	Why Parked?
Wearable device integration (e.g., Apple Watch)	Too many variables across OS; requires partnership/legal clearance
Real-time feedback during session (swipe to adjust)	High cognitive load during focus/fitness sessions
Group Seamless Mode (for shared listening parties)	Adds complexity in session sync + Premium rules per user
Contextual visualizations during session	Cool, but not critical for mobile-first focus; better for display formats

Risks & Mitigations

⚠ Potential Issues + Mitigation Plans

What Could Go Wrong	Why It Matters	Mitigation Plan / Safeguard
1. Low adoption of Seamless Mode	Feature goes unnoticed or feels intrusive	- Ensure UI entry points are intuitive and context-aware - A/B test variations of copy/design
2. Users confused by mode switching or expectations	Users think it's a full Premium trial or can't tell what's different	- Add a brief 3-second “What's Seamless Mode?” onboarding screen - Clear visual indicators
3. Activity detection is inaccurate	Misfires can break trust (e.g., yoga user gets gym playlist suggestion)	- Combine heuristics: time of day + listening history + explicit user override option
4. Too many nudges = notification fatigue	Annoying prompts can cause users to opt out entirely	- Cap nudges per user/week - Use ML to identify nudge receptive cohorts

<i>What Could Go Wrong</i>	<i>Why It Matters</i>	<i>Mitigation Plan / Safeguard</i>
5. Backend fails to detect trial eligibility	Eligible users don't get the experience; leads to frustration	- Add a fallback rule ("if in doubt, show Seamless Mode trial") - Monitor via alerting system
6. Playback error or ad served by mistake during Seamless Mode	Breaks the experience; users lose trust	- Log every ad served during Seamless Mode - Roll back the feature for that user + apologize

Open Questions & Decisions Taken

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