



Spotify UI Solutions

by Heechan Lee

The Mission

Spotify's mission is to unlock the **potential of human creativity** - by giving a million **creative artists** the opportunity to **live off their art** and billions of **fans** the opportunity to **enjoy and be inspired** by it.

Spotify's

Target Audience

Spotify targets both **casual music listeners** and **dedicated music enthusiasts** and is available to users across a **wide range** of age groups and demographic backgrounds.

-Nisha Garg at Wafflebytes

- **Age:** 55% of users are **28-34**
- **Gender:** 56% female 44% male
- **Region:** Mostly American & European but **Asian regions** are on the rise



Spotify keeps the mobile app design and experience **constantly fresh** and interesting. Its **expansiveness, advanced technology and shareability** are big factors as to why it has over 100 million monthly active users.

-Tyrell Bibbiani at Glance



Identifying the Problem

Navigation

- Users love certain spots of the music
- Navigating to those spots are a pain
- Sometimes users want to listen to the same part over and over again

Solution #1

Adding Indicators

A simple spacing to mark the
division of music.

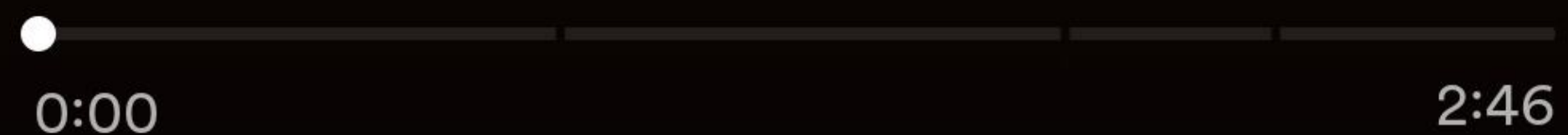
Loyal Brave True

Christina Aguilera



Loyal Brave True

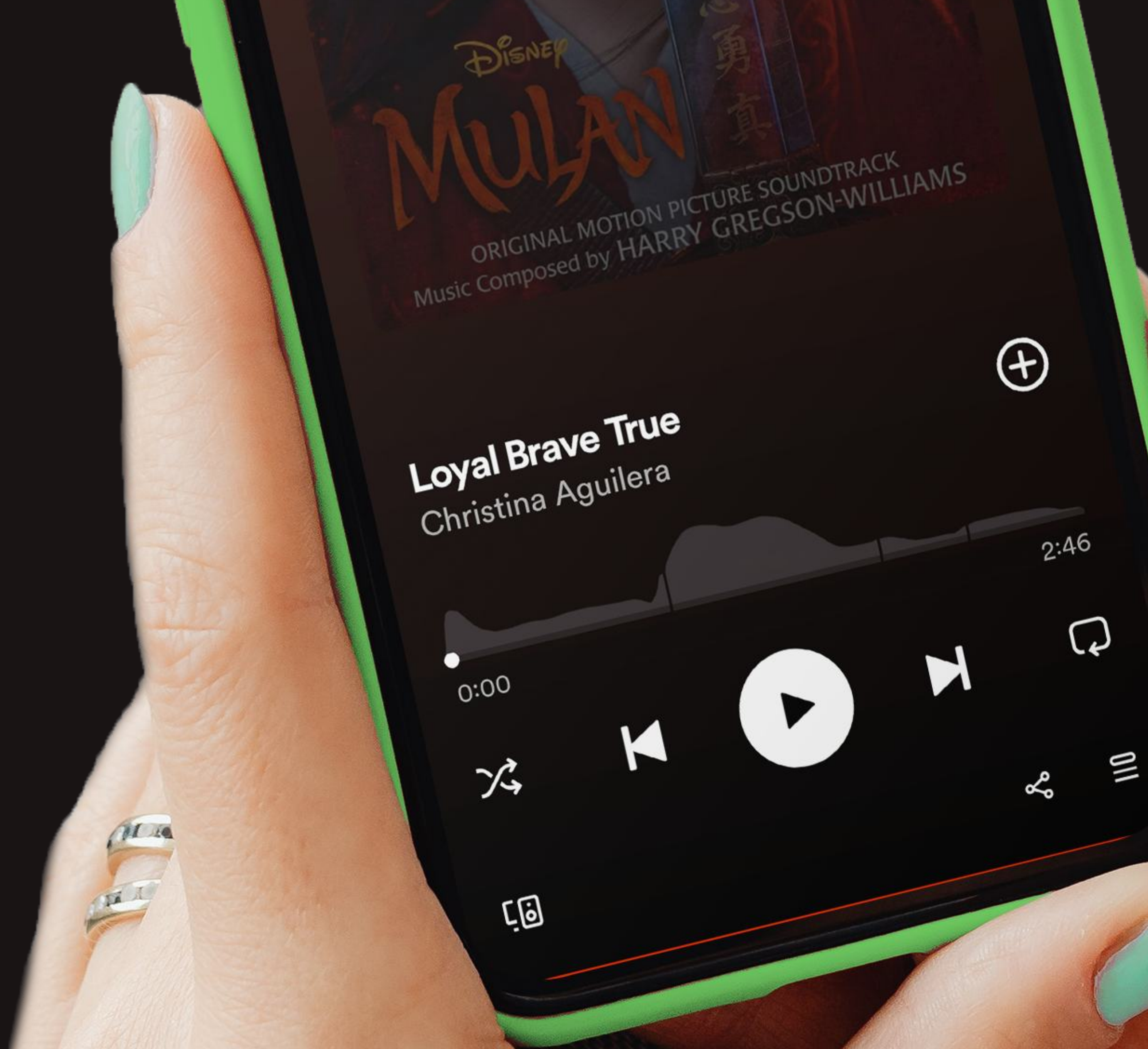
Christina Aguilera



Solution #2

Adding Mountains

When hovered, lowering the bottom part slightly, the data of the most popular parts of the music appear. This will ease navigation to another level.



Solution #3

The Divisions

While pressing, you can see each point telling specifically which part of the music it is.

Intro

Verse

Bridge

Chorus

Pre-Chorus

ORIGINAL MOTION PICTURE SOUNDTRACK
Music Composed by HARRY GREGSON-WILLIAMS

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77%
true?
ill I be
me?
armor
s shoes?
rder
true

12:28 76%
Loyal Brave True
Christina Aguilera
No one to save me
The kindest of whispers are
cruel
Should I ask myself in the water
What a warrior would do?
Tell me underneath my armor
Am I loyal, brave, and true?
Am I loyal, brave, and true?
Bridge
Cold is the morning
Warm is the dream
Chasing the answers
'Til I can't sleep
Will I be stronger or will I be
1:53 2:46

12:28 76%
Loyal Brave True
Christina Aguilera
Reason I'm breathing
Everything to lose
Should I ask myself in the water
What a warrior would do?
Tell me underneath my armor
Am I loyal, brave, and true?
Am I loyal, brave, and true?
2nd Intro
Losing is easy
Winning takes bravery
I am a tiger's fool
Out in the open
No one to save me
0:57 2:46

Solution #4

Divisions in Lyrics

Adding the divisions in lyrics also help track which part of music users are in.

Thank You for Looking!

Heechan Lee



Fin

0:00

2:46

