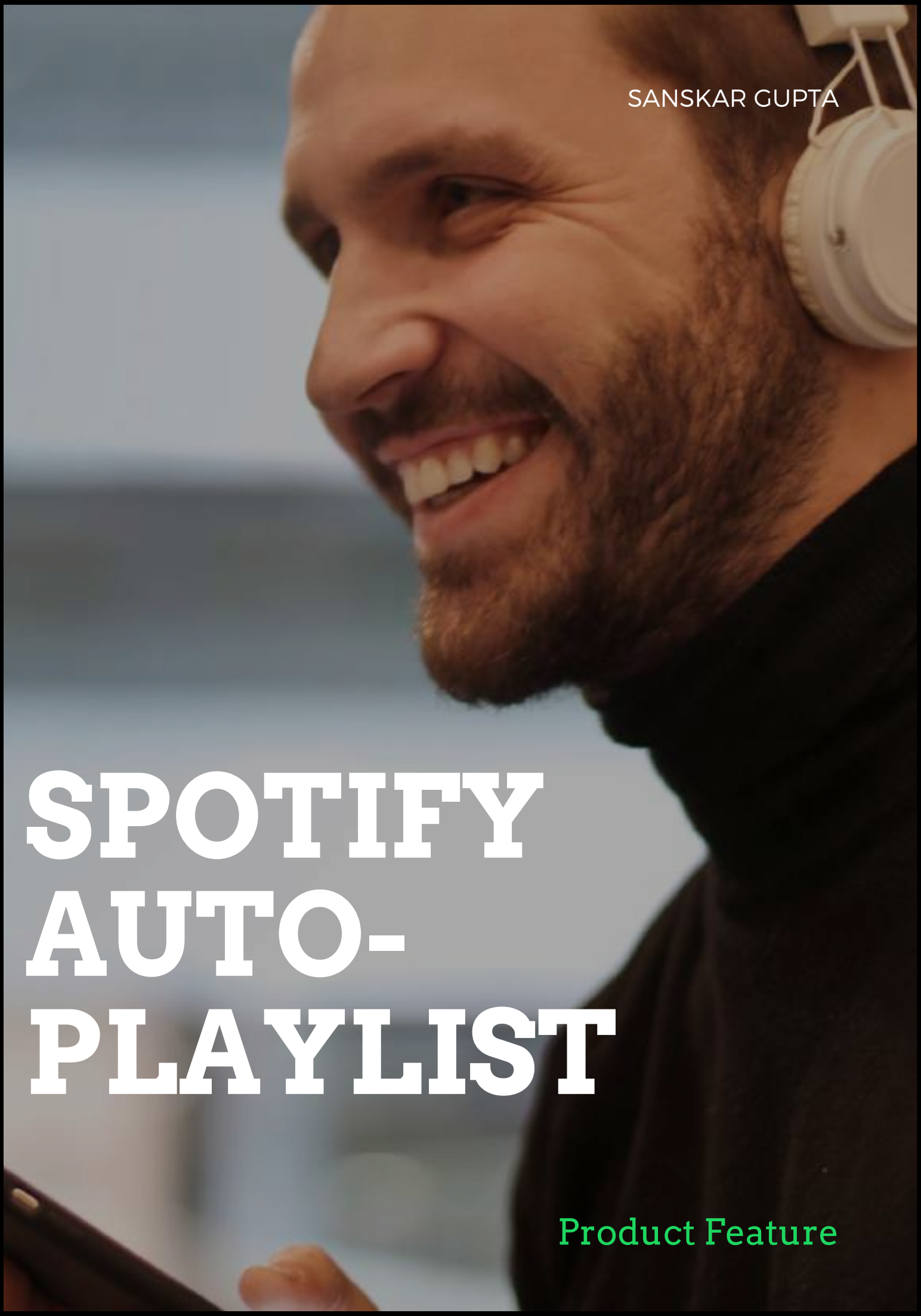


SANSKAR GUPTA

SPOTIFY AUTO-PLAYLIST

Product Feature

Project Background

I often find myself skipping through songs while showering, exercising, eating, gaming, or even sleeping. This made me wonder—do others face the same challenge of effortlessly finding “good” music?

To explore this, I reached out to people to better understand their relationship with music and the changes they desire to optimize their listening experience. This project stems from those insights, aiming to address common frustrations and improve how people engage with their music in everyday activities.

Audience’s music taste changes with a shift in activity being performed

Spotify Auto Playlist is a project aimed at enhancing the listening experience by categorizing music based on user activities. By tagging songs with activities like driving, working out, or relaxing, the algorithm creates personalized playlists that adapt to the user’s current mood and environment, offering a seamless and relevant music experience.

Current Challenges

Shift in Focus

"I hate changing songs in the middle of workout set. Like I'll be going 225 (lb) for 5 (reps) but on the fourth rep I fail because the song changed the vibe"

Retriving Songs

"At times I have to play multiple playlists one after the other because there are certain songs I like in each of them. For some reason I never have the energy or the patience to sit and find those songs and compile it in a playlist."

Finding similar songs

"I bet one of the toughest things to do is finding new songs to listen to. Something which is not too different from the genre and vibe yet is new and trendy. Its harder for me since I dont have a set of artists I follow and who even follows music news"

Research Insights

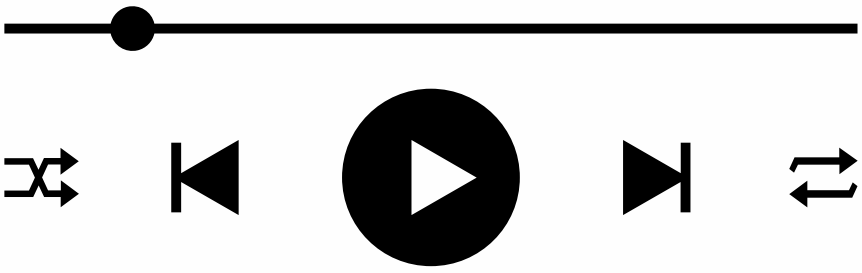
INTERVIEWS & QUESTIONNAIRES

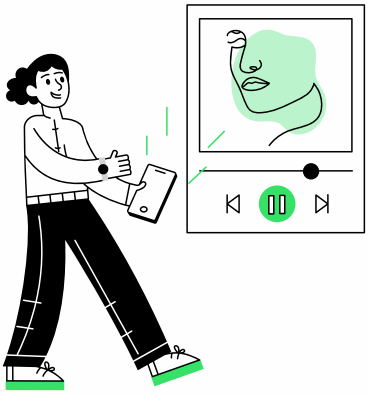
Listening to music is a background activity which is intended to enhance the experience of the primary activity.

Research indicates that people listen to music in order to enjoy the task at hand. This task can range from casual reading to exercising to partying. Therefore it can be concluded that majority of times, the listener's taste in music changes based on his/her activity being performed.

Target Audience

An average music streamer seeks a service that delivers the latest releases from trending artists while understanding their unique taste. They want personalized song and artist recommendations that align with their preferences but aren't overly repetitive. Streamers expect minimal effort in song selection, with a platform that consistently offers fresh, relevant music that complements their choices.





Competition

- **Apple Music** is known for its seamless integration across the Apple ecosystem, curated playlists, and exclusive content.

- **YouTube Music** stands out for combining music with video content, thanks to its integration with YouTube. Its personalized recommendations are based on a user's YouTube history, adding an additional layer of relevance.

- **Amazon Music** is favored for its affordability, especially for Amazon Prime users, and provides access to a vast library at a lower cost. It's known for its convenience and bundling with other Amazon services.

Compared to these, Spotify remains the leader, thanks to its user-friendly interface, diverse playlists, and superior recommendation algorithms that help users discover new music while keeping their preferences in mind.

Design Thinking




Understanding the user goes beyond extracting what the user knows. It's about finding what the users feel and do.

From the primary research conducted, it was made clear that users associated each track with a set of activities. However, every participant was unaware of this relation and relied primarily on genres to categorize music.





Here's to transforming music listening into an effortless experience.

Make your music player smarter by guiding it to songs your vibe—whether it's tracks that fuel your run or sounds that soothe your sleep. Music player learns your preferences and adapts, crafting a seamless experience that complements whatever you're doing.

Proposed Solution

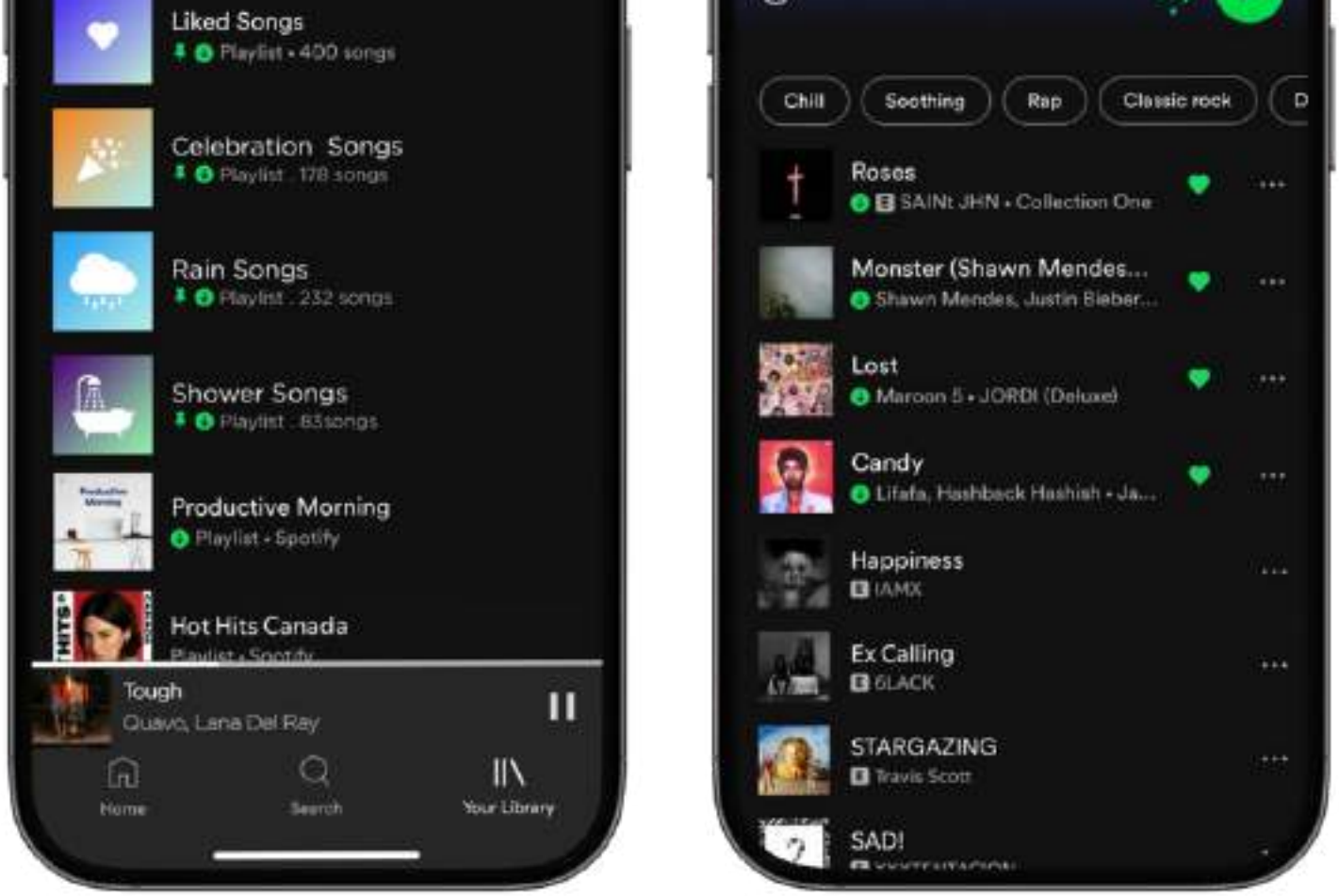
https://sanskargupta.com/

Steps

Complex problems often have a simpler solution.

1. Open the music player
2. Click the + icon to bookmark the song
3. Select the activity being performed

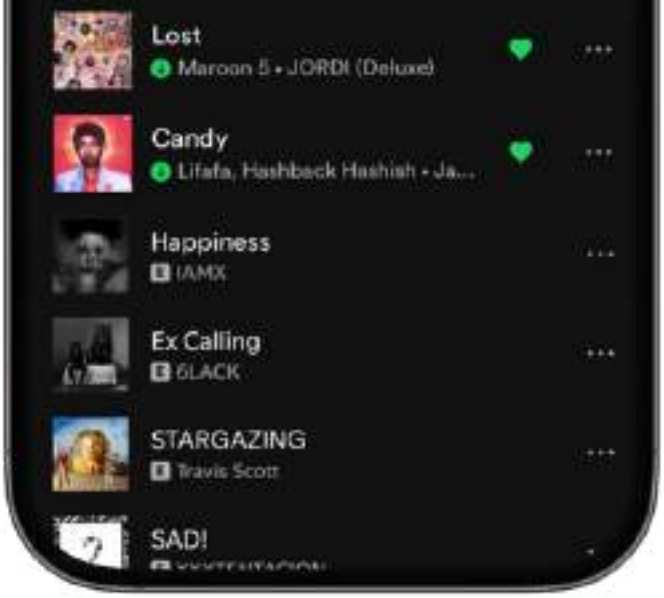
It's that simple. Every time you like a song, simply choose the activity being performed.



How it works?

After a user interacts with the feature for a while, an auto playlist for each activity will appear in their library, similar to the current Liked Songs playlist. The key difference is the segregation of songs into separate playlists based on activities.

As more users engage with the feature, an algorithm will analyze and create a similarity matrix between users' playlists within the same geolocation and age group. This will lead to more optimized and relevant song suggestions, personalized to fit both individual preferences and community trends.

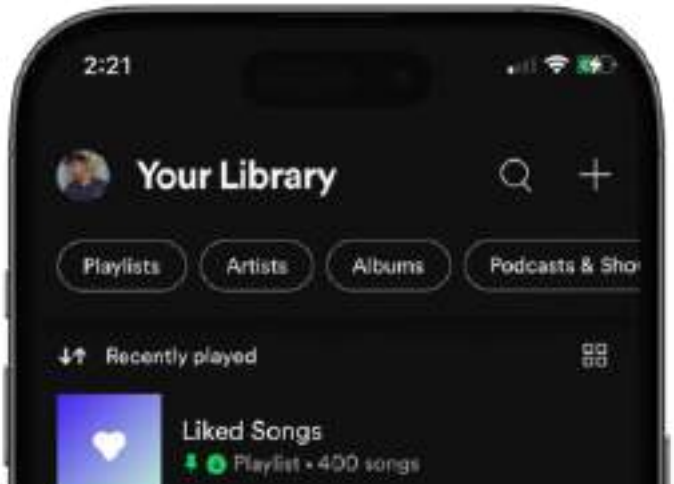


Reasons it works

For an idea to be a solution, it must solve problems and show commercial viability with profit potential.

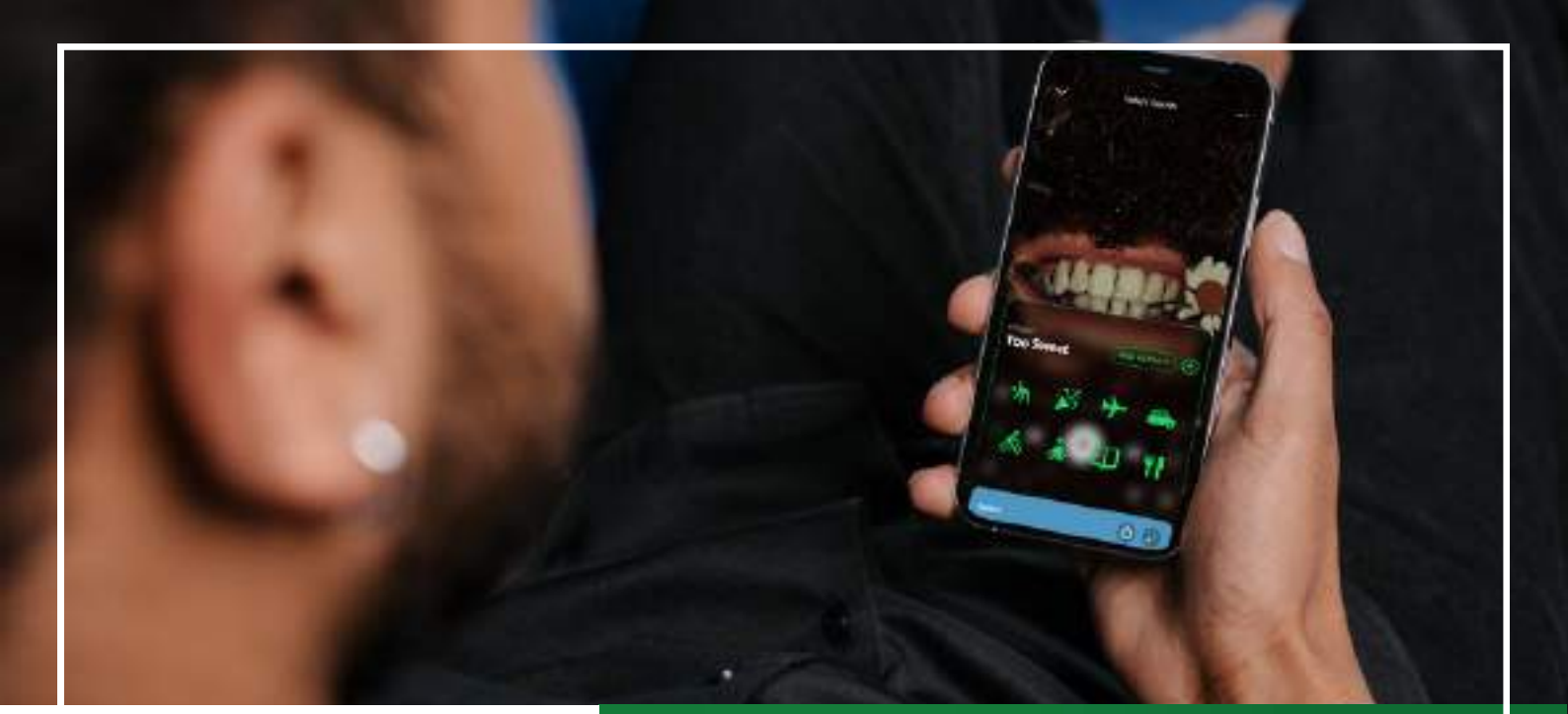
Spotify Autoplaylist will have a significant edge over its competitors through:

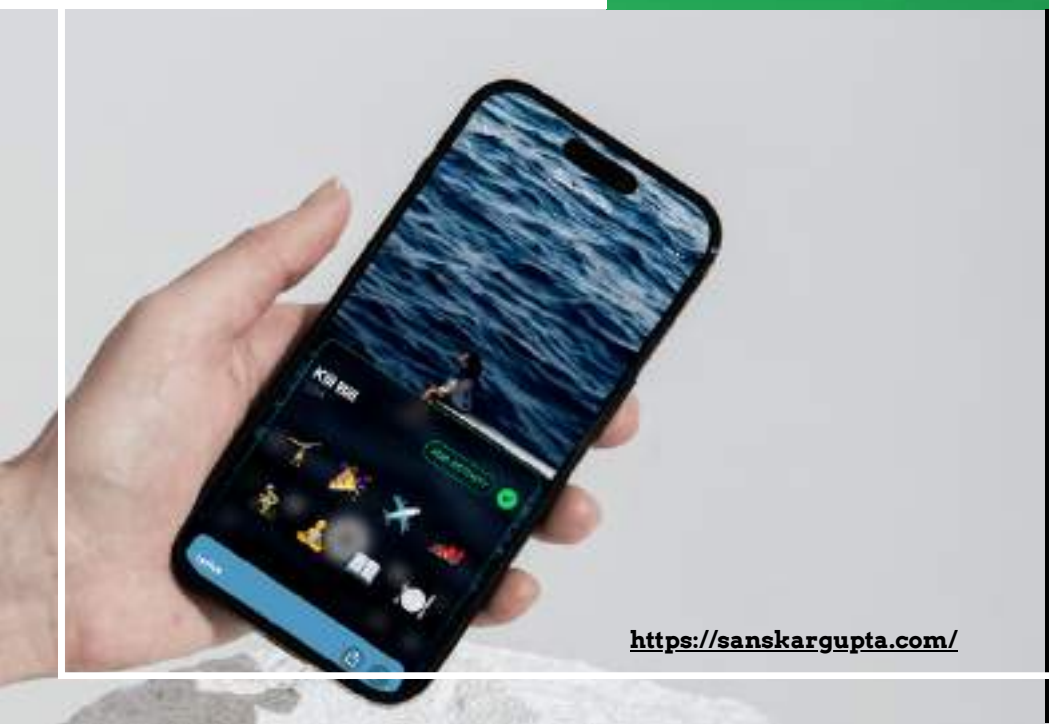
- **Enhanced Recommendations**: Enables better song and artist recommendations through data-driven analysis.
- **Support for Artists**: Helps artists reach the right audience by aligning music with users' moods and activities.
- **Commercial Value**: Offers Spotify actionable insights for personalized marketing and feature optimization.



Implementation Phases

- The first version will allow users to categorize music under a limited set of activities, introducing them to the feature's benefits.
- The second version will expand the activity range and implement an algorithm to create a similarity matrix for more personalized recommendations.
- The third phase will enhance interaction by integrating with wearables, smart speakers, and voice assistants.
- The final phase will integrate with fitness tracking apps to analyze data such as heart rate and location for further personalized playlists.





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For more information about the creator of the work, kindly turn the page over.

Conceptualized & Designed by

Sanskar Gupta

I first came across this idea in June 2020. I began working on it during my leisure time, and by the end of the year, I had basic screens in place. The prototype was initially developed on Adobe XD and later recreated on Figma. This project represents a step toward creating a world with simpler and smarter solutions for everyday tasks.

FIND MORE ABOUT ME

Digital Products & Marketing

Sanskar Gupta

3+ years hands-on experience in aligning digital products with the goals of the target audience to increase benefit-cost ratio.

I am a problem solver with reliable critical thinking skills that enable me to review issues, identify disruptors, and conceptualize and design solutions that profitably benefit both the business and its customers.

Experience

(Nov 2021- Sep 2022) + (May 2023 – Present)

UX Designer *Smashing Pixels, Canada*

Improved brand presence of over 80 businesses enabling them to reach their target audience faster. Implemented SEO techniques leading to enhanced website and social media traffic by and aided social media marketing team with lead generation and high conversion rate landing pages. Lead a multidisciplinary team of developers, graphic designers and marketeers to deliver over 100 websites in under 10 months.

September 2022 - April 2023

UX Researcher *William & Mary, USA*

During the market research presentation, the needs of the CONSERVATION community were highlighted to William & Mary Institute using personas, journey maps and storyboards. User patterns were decoded to devise an intuitive sitemap and information architecture for the research platform. Conducted user testing on a medium fidelity prototype to record user behavior which formed the groundwork for optimizing our prototype iteratively.

January 2020 - May 2020

Prototype Designer *Skill Squirrel, Canada*

Using an agile software development process, our (design) team delivered a high-fidelity prototype to the web development team. Took the initiative to design the prototype's components and assets in accordance with the branding guidelines of Skill Squirrel. Collaborated with a cross functional team of researchers to record user patterns and analyze heatmaps.

Design Graduate

Sept 2018 - Nov 2023

Bachelor of Design in User Experience (with Honours) from Wilfrid Laurier University, Canada

Skills

- Data Collection
- Data Analysis
- Generative AI
- UI Design
- Web Development
- Team Building

Personality

- Critical Thinker
- Storyteller
- Problem Solver
- Active Listener
- Aesthetician
- Quick Learner

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