D&AD New Blood Awards

Spotify Design

Brief set by
Spotify Design

Get listeners to soundtrack and share their life through Spotify

Related Disciplines
UX/UI
Interaction Design
Digital Design

Deadline
23 March 2021, 5pm GMT

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The backstory

Spotify transformed the way people enjoy audio by allowing users to stream on demand. Today, millions of people in 92 countries and territories have access to over 60 million tracks, whenever and wherever they want.

But Spotify is not just about listening to what you love. It's also about the element of discovery: browsing artist collections, listening to radio stations, or tuning into your friends' favourite jams.

Spotify champions the belief that listening is everything. They inspire fans to listen to the world around them. They love music, podcasts, and all things audio culture – and they lean into that authentic love and excitement.

Spotify's personality is casual, relatable, friendly, empathetic, and self-aware.

What's the challenge?

Music is personal. Every day, Spotify's listeners are curating their own playlists, sharing recommendations with friends, or listening to their favourite artists and celebrities' recommendations. As they do this, users are developing their own public identity as well as discovering others'.

How can Spotify make the listening experience a social experience by enabling people to share the audio that means the most to them? How can they help listeners build a deeper connection with friends and artists?

Create a feature within Spotify that helps people easily share their content and get people talking about it on their social feeds. While the core idea should be digital, you don't need to be an experienced UX/UI designer. Focus on the core concept behind your idea and how you can express it.

Explore how Spotify can tap into each user's personal reach or influence, as well as how to make it into a more personable experience and a platform to connect with others.

Who are we talking to?

Influencers of all types. Spotify wants to reach people who love audio, from music to podcasts and more, and want to socialise around their passions and share them with others.

Within 'influencers' there are two key groups Spotify are keen to engage:

- **Social trendsetters.** The person who has the perfect playlist for every situation, built by exploring music on Spotify and saving their favourites. They love discovering the "music of the moment," DJing at parties, and want an easy way to listen to and share music with friends. They're highly social, and music is part of that experience – so they're constantly sharing through texts, snaps, and posts. They want to connect with friends (since they draw inspiration from others' playlists, too) and engage with their followers on different platforms. Since their friends are music lovers too, they share their playlists as social currency and proof of their own passion. It's a form of mutual connection and socialising together!

- **Master curators.** Passionate music collectors who love discovering new music and carefully crafting playlists to showcase their deep knowledge of music. They share their music because they want to show their excellent curation skills and taste – and also because they want to build a community of others who love to share too. Music is a core part of their identity, so they value the ability to follow and be followed based on this. They also love collaborating on playlists virtually, even with people they haven't met before. They're the type of people who would surprise their friends with birthday playlists of carefully selected and arranged songs.

Remember, an influencer doesn't necessarily have to have 100,000 followers. Every social group has an influencer in the mix.

Things to think about

How to make it a success
Spotify define success as increased personal and social engagement (eg longer times spent browsing the app, more new content consumed, more friends added, more subscribers, more followers for artists, word-of-mouth buzz on social media).

Tap into Spotify's listening modes
Listeners use Spotify everywhere, at all points of their life: whether they're behind the wheel, working out, partying, or relaxing. Some of them know exactly what they want to listen to, while others like to be surprised.

Think global
How will your concept serve this worldwide audience? Will it bring international communities together? Will it adapt depending on local user needs and expectations? Spotify's listeners are all over the world, in 92 countries. They localise their content – so people can easily find Bollywood in India, Sertanejo in Brazil, and Malay Pop in Malaysia.

How to design for belonging
Spotify cares about making its content diverse and inclusive and highlighting underrepresented voices.

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Think near future

Consider Spotify's current offerings and what they could and should offer in the near future as an audio platform.

The important stuff

- **Your solution.** Clearly explain your idea, how it would work, and how it makes use of available technologies. How will you use your design to reach the target audience?

- **Your creative process.** Briefly explain how you arrived at your solution and key insights from your research. Document and visualise your working process through annotated illustrations, renders, animations, etc. Share how your idea ties into the Spotify brand and mission.

- **A prototype.** This could be UX/UI mock-ups of in-product designs, a clickable prototype, a live platform, etc. There's lots of tools out there you can use to build your prototype, check out *Further Information* for some examples on how to build one even if you have no prior experience.

What and how to submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Present your solution and process using either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), plus an **interactive prototype** (websites, apps, etc) or a **concept walkthrough video** (max. 1 min) – see *Further Information*.

Optional (judges may view this if they wish):

If your presentation is **JPEGs**, you can also submit a **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

Background on Spotify

Company info
newsroom.spotify.com/company-info

Read latest Spotify news at For The Record
newsroom.spotify.com

How they work at Spotify

Tool: Figma
figma.com

Introducing Spotify's New Design Principles
spotify.design/article/introducing-spotifys-new-design-principles

From Gut to Plan: The Thoughtful Execution Framework
spotify.design/article/from-gut-to-plan-the-thoughtful-execution-framework

How Spotify Organises Work in Figma to Improve Collaboration
spotify.design/article/how-spotify-organises-work-in-figma-to-improve-collaboration

The Story of Spotify Personas
spotify.design/article/the-story-of-spotify-personas

Wrapped 2019
Spotify were proud of their Wrapped 2019 campaign (newsroom.spotify.com/2019-12-05/spotify-wrapped-2019-reveals-your-streaming-trends-from-2010-to-now/), which was personalised to their users' streaming trends. People were excited to share it on Facebook, Instagram, Snapchat, and Twitter as a means of starting conversation, sharing their personal identity, and connecting with others.

How to make a prototype
It's up to you what kind of prototype you'd like to make. You can either present your idea's functionality through a video walkthrough (this can be as simple as outlining your idea on keynote and screen recording the slides) all the way through to coding a prototype yourself, or using prototyping software tools such as:

Proto
Proto.io

Marvel
marvelapp.com

Figma, the creative tool of choice at Spotify
figma.com