

Spotify Social



**The world's leading audio
streaming service**



551m

users

184

regions

The Problem

Spotify is the only music streaming app with social features, allowing users to follow friends' profiles and playlists.

However, it lacks activity-sharing, **leading users to rely on third-party platforms like Instagram and Twitter for sharing.**

The Problem



r/spotify • 2 mo. ago
by intellighenzia

Join



Is Spotify becoming anti-social?

Question / Discussion

Spotify seems to be moving away entirely from social features and I wonder why. It all started years ago with the removal of DMs.

Now you can't even look up other users? What's the deal with that? The search bar is only for musicians / albums / playlists / podcast and if you want to follow someone who's not your friend on Facebook (or who didn't link their accounts) there's no way to find them.

Lastly, how about that horrid redundant info bar that pops up on the right side of the desktop app, completely hiding your friends' activity? Why are they making the platform so isolating?

↑ 336 ↓

💬 144

🔗 Share

The Problem



r/spotify • 2 yr. ago
by schwiftyfrank

Join



Anyone else still pissed about all the good social features getting removed

Complaint

↑ 8 ↓

💬 3

🔗 Share

The Problem



r/spotify • 5 yr. ago
by danmix

Join



Nothing social anymore about Spotify

Today I found out that in the section "Discovered On" there are no other playlists anymore than the ones curated by Spotify themselves. They don't support people to create their own playlists and keep promoting nothing else than their own stuff. Another big disappointment in a line of many.

Time for something new...

↑ 104 ↓

💬 50

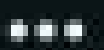
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The Problem



r/spotify • 5 yr. ago
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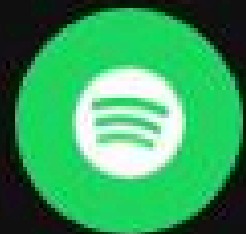
Time for something new...

↑ 104 ↓

💬 50

🔗 Share

The Problem



r/spotify • 4 yr. ago

The1OAK



How to share Spotify Songs to IG Stories WITH sound?

Question

I've seen some of my friends do it but when i try to share a song, no sound plays at all— anyone else have the same issue?

Research

Survey Questions

Listening Behaviour

1. How long do you listen to music on your phone in a day?

Social Behaviour

1. In the past month, how often have you shared music with your friends?
2. How do you frequently share music with your friends?
3. Would you want the option to discuss a song in a group/community?
4. In the past month, how often have you spent talking and discussing music with other people online?

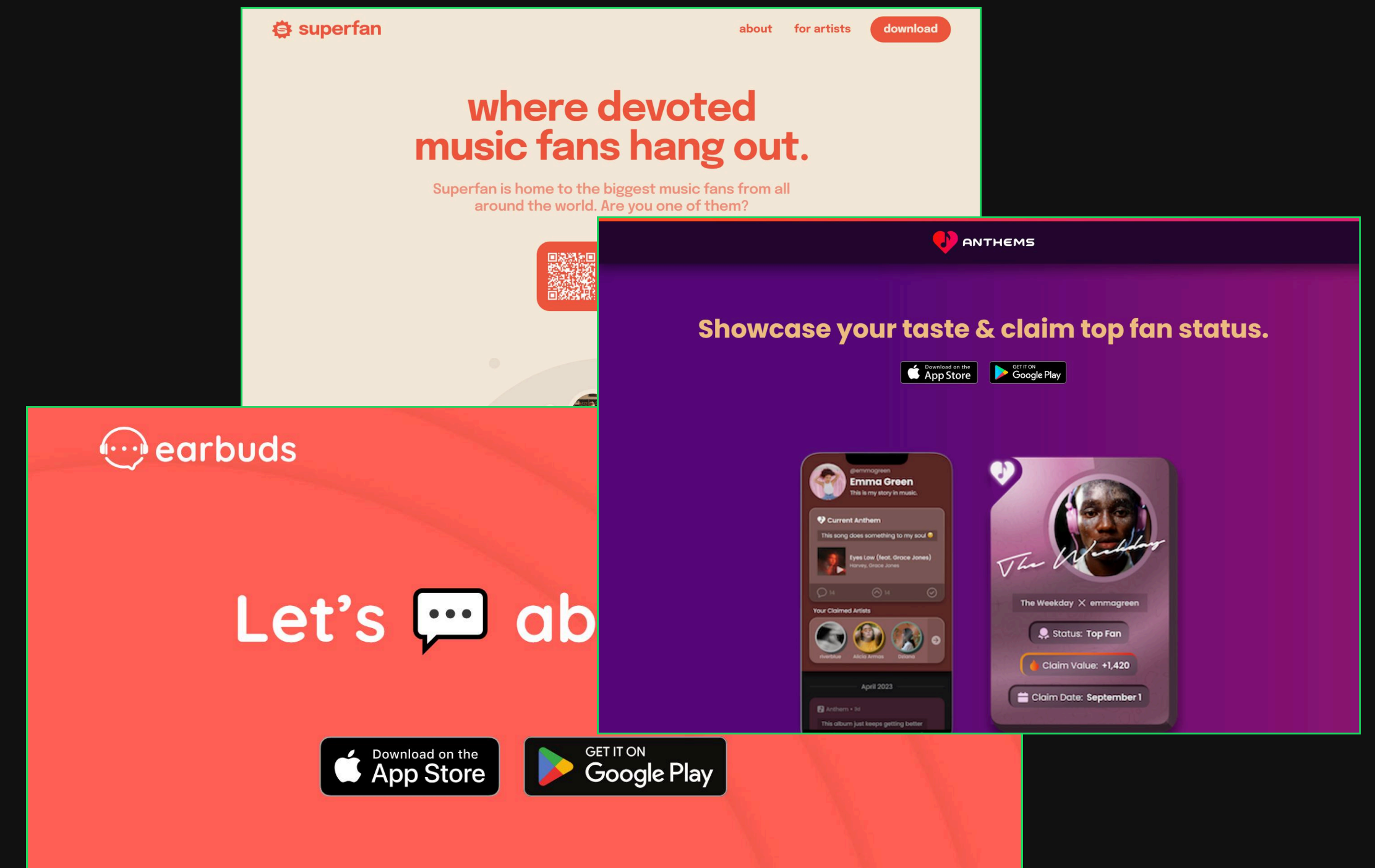
Platform Usage

1. Which music streaming application do you use?

Spotify Usage

1. How useful do you think the friend feature is?
2. Do you use the Spotify Group Session feature?
3. If not, why?

Surveys and Interviews



Competitor Analyses

Problem Identification

r/spotify • 2 yr. ago
by [deleted] Join ...

I think spotify should adapt more social aspects to the app

I like seeing what people listen from which playlist and I would love to see that on the mobile app as well. A social tab in the mobile app wouldn't be bad I think. They can even add messaging so peoole can send songs on the app or join each other. I like doing that on discord. What do you people think?

501 101 Share

r/spotify • 9 mo. ago
by letsmakeagrchat Join ...

Why doesn't Spotify have a messaging system?

I think it would be cool to message other Spotify users not celebrities. People can really bond through music. With the huge amount of people using Spotify daily, surprised Spotify hasn't put out this feature.

Edit for those saying it's bad. It would be great for messaging friends like you could say something like "I love your playlist". Social media can be toxic but you can always block people. SoundCloud has a messaging system and it's heaps of fun so I think it would be a great idea!

46 35 Share

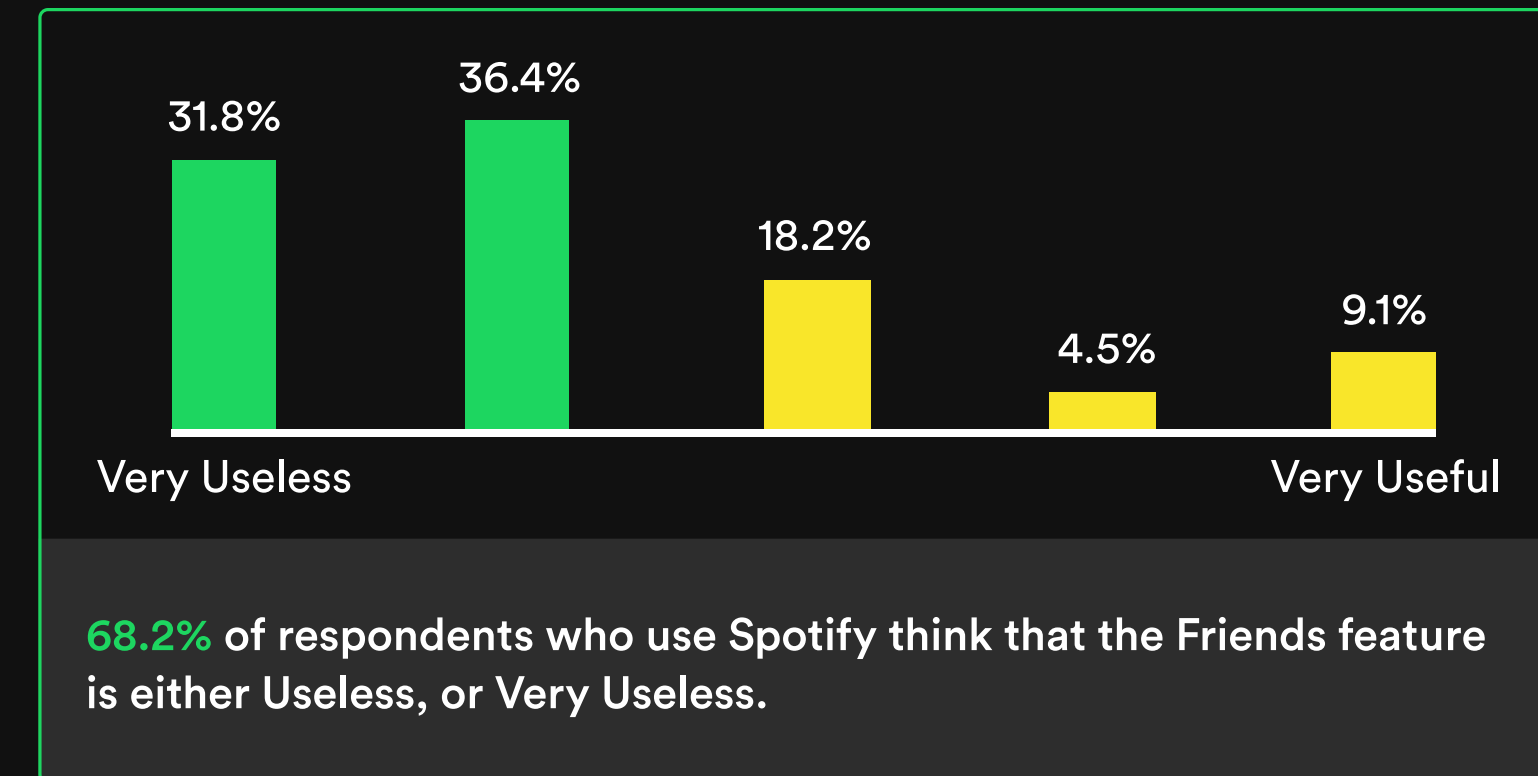
you should be able to directly message songs to your friends on the spotify app

Submitted by gracemarks11 on 2023-07-12 10:52 AM

I think it would be very useful if Spotify implemented a feature where you can send songs directly to your friends on the Spotify app. Don't know if anyone has thought of this but it would be incredibly useful and I think Spotify should implement it. Like some kind of direct messaging service within the app instead of having to go to an external app. Thanks.

Status: Good Suggestion

135 VOTE

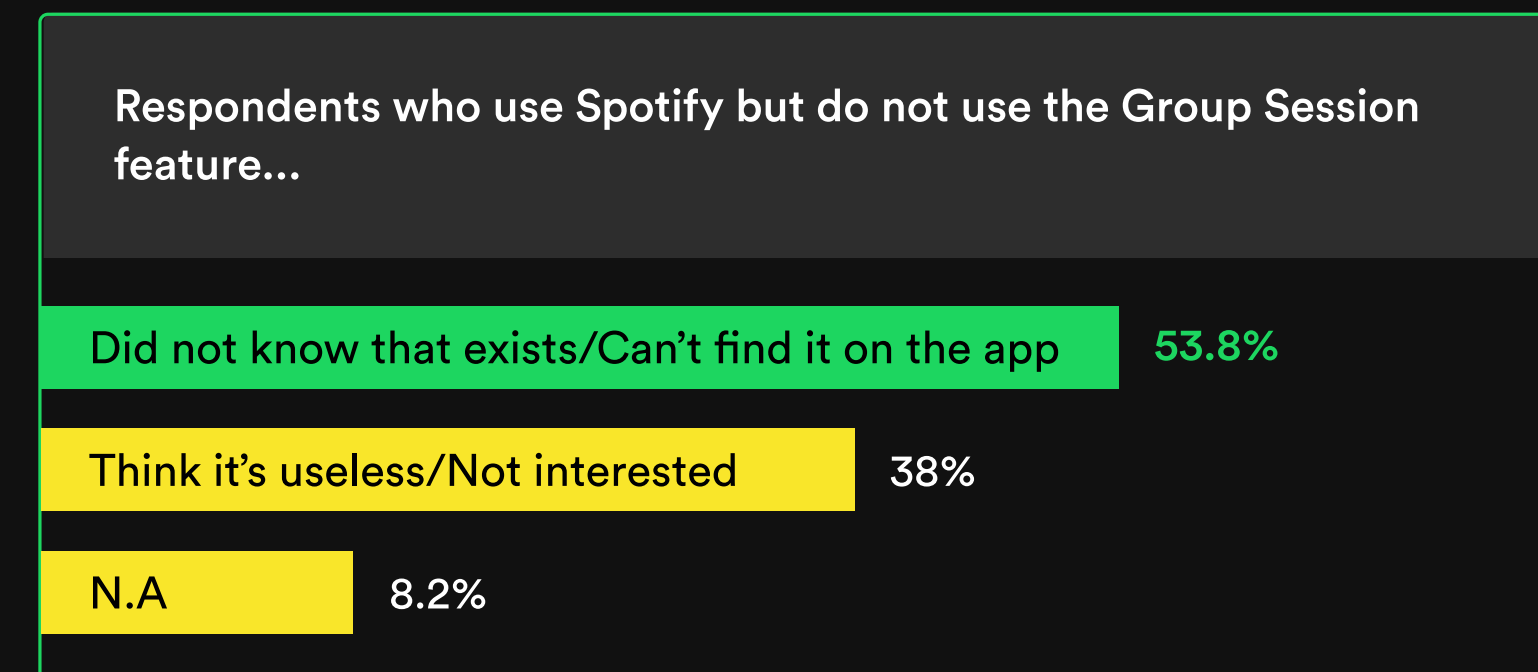


Listen together from anywhere with Group Session BETA

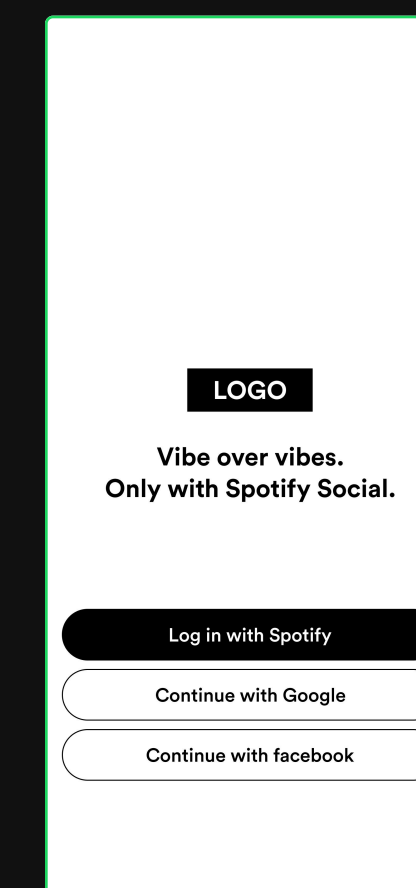
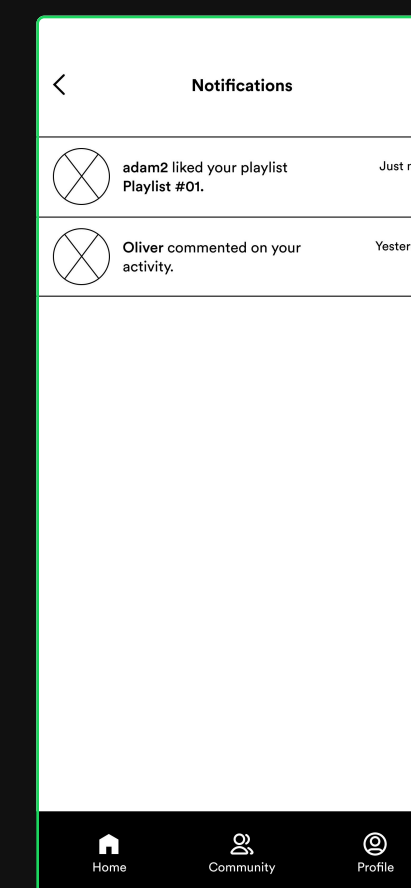
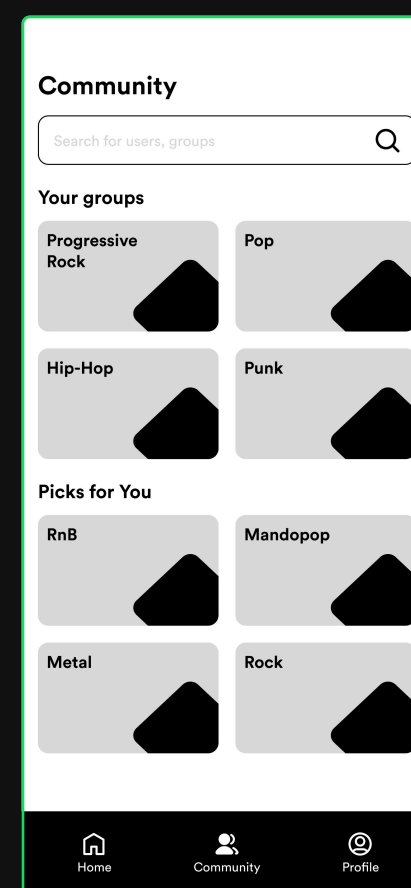
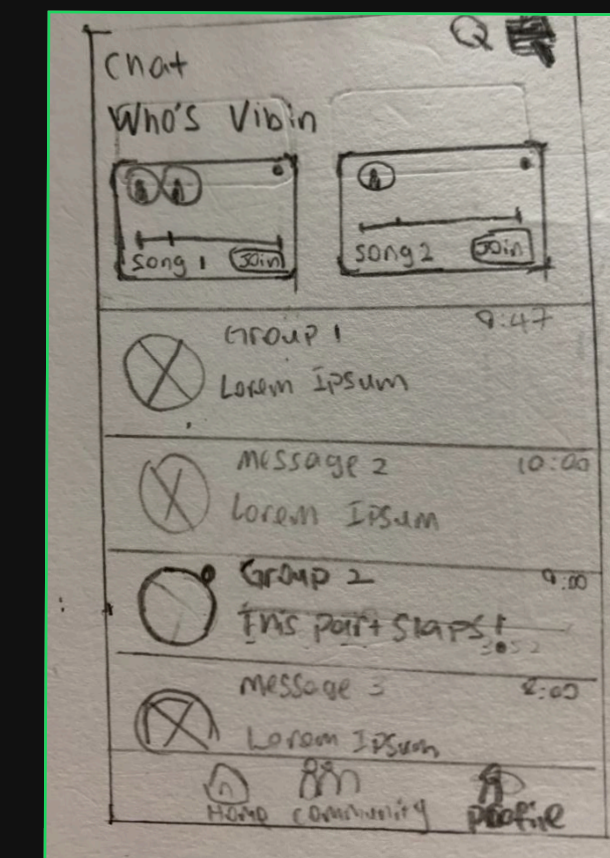
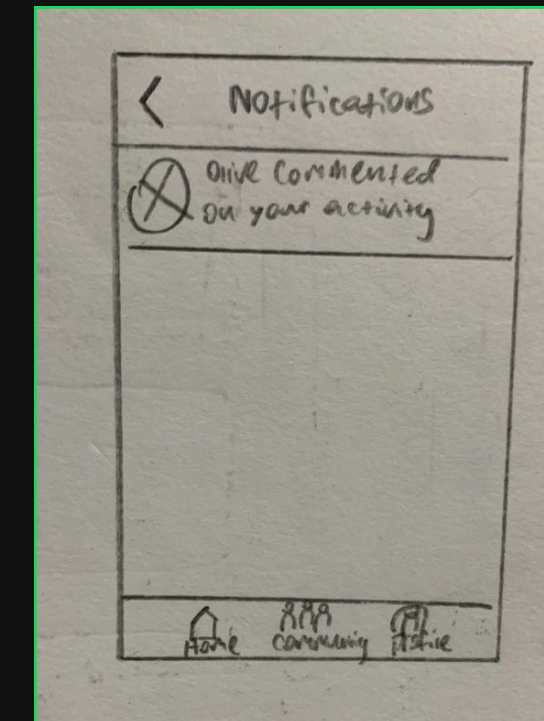
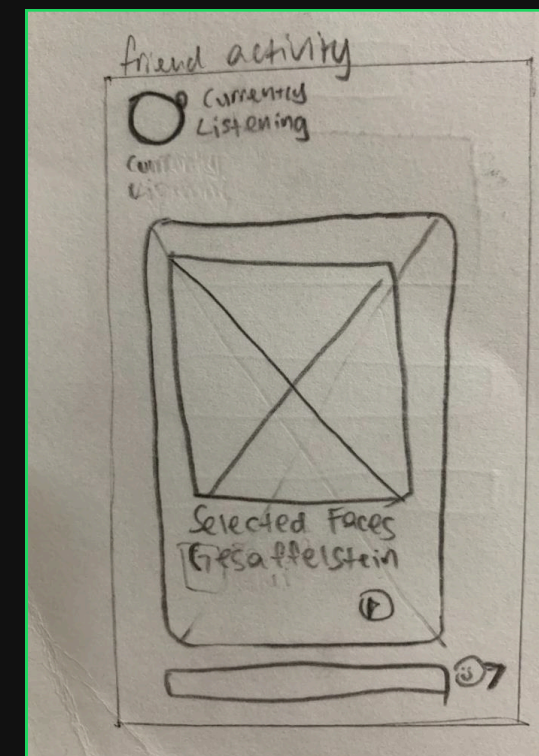
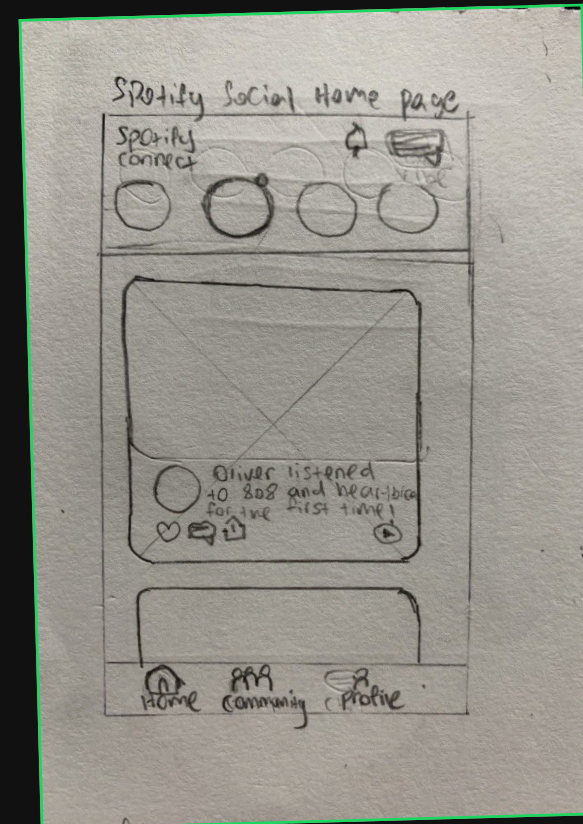
Spotify

59.1%

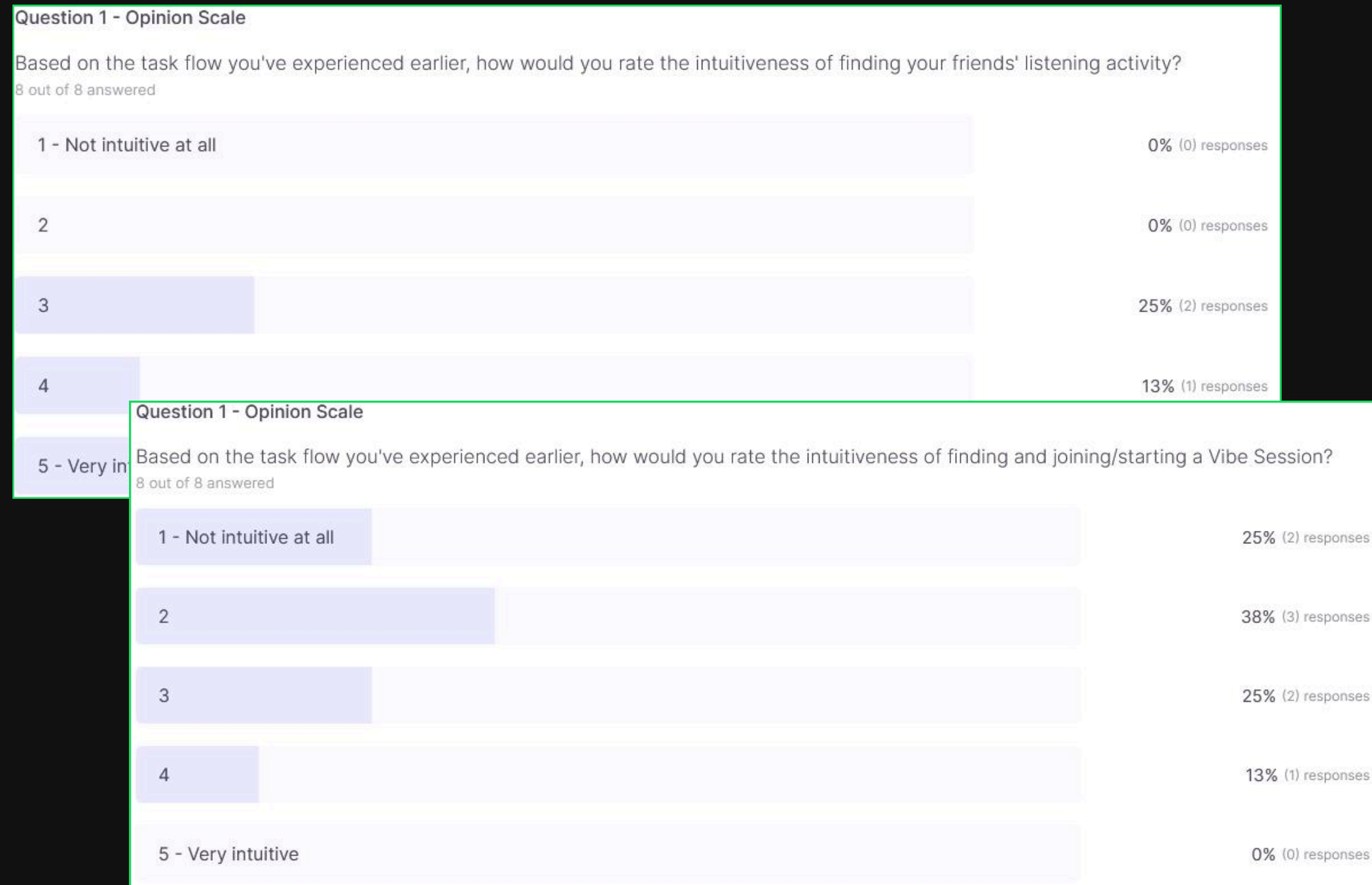
59.1% of respondents who use Spotify do not use the Group Session feature.



Ideation



Usability Testing



Qualitative



Quantitative



Social



Social

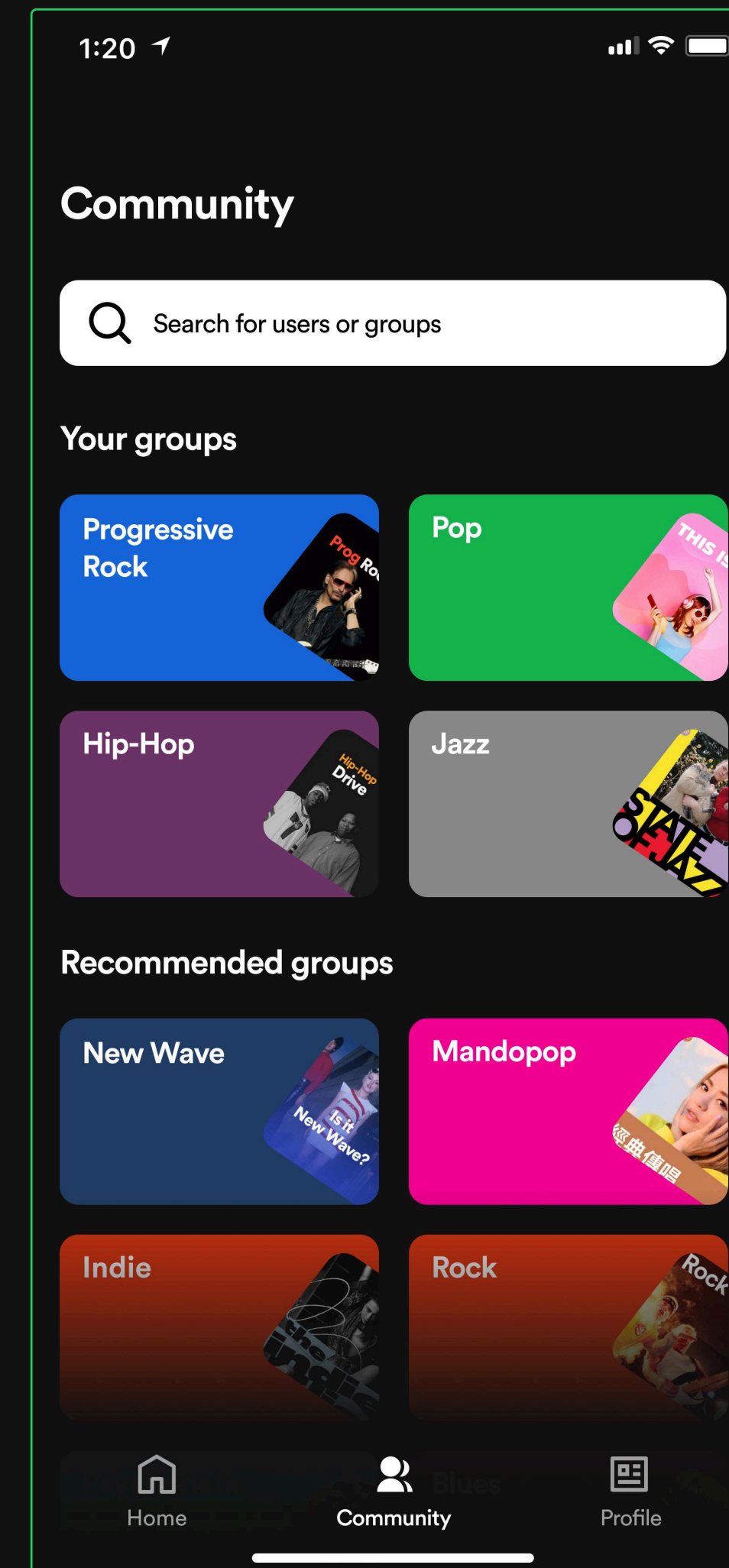
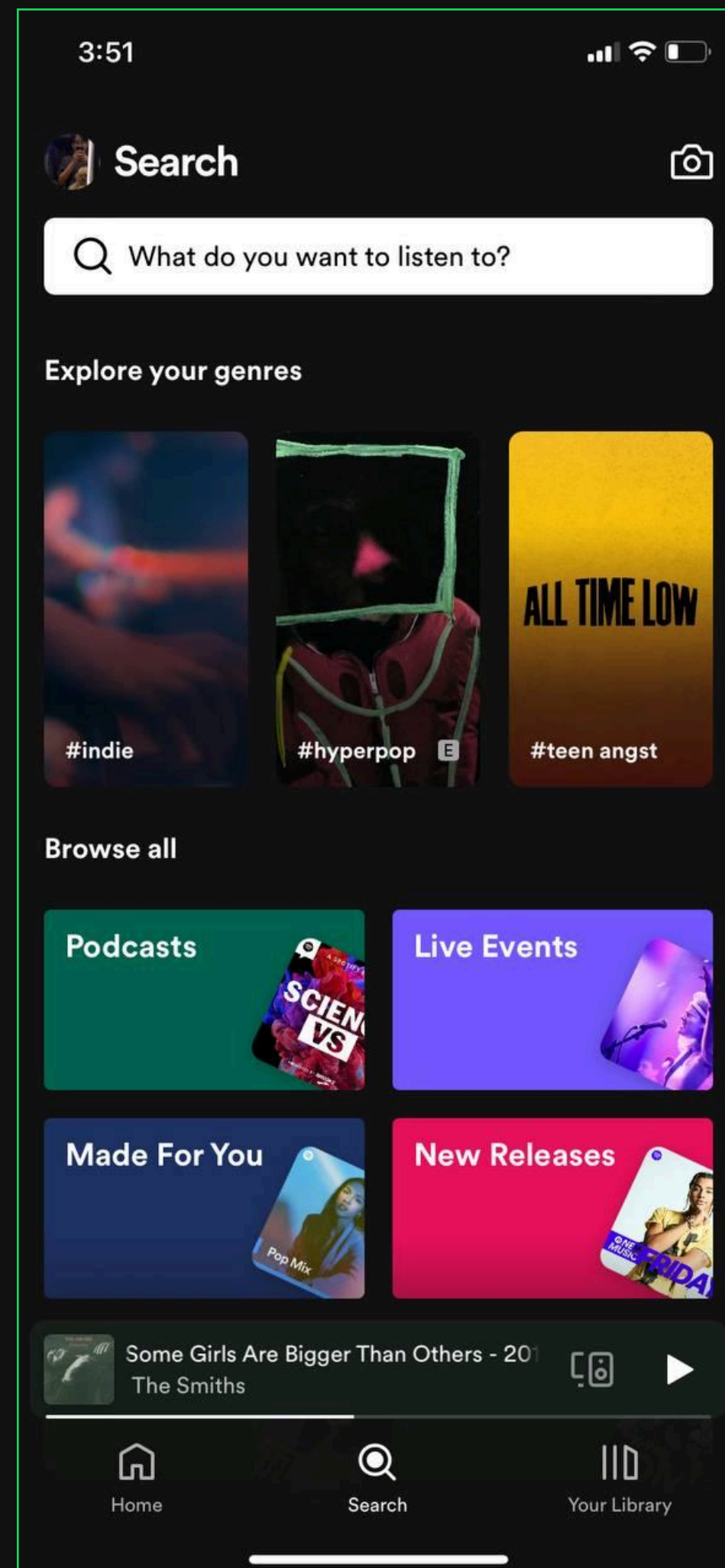
**Connect people through music and
shared experiences**



Social

Vibe over Vibes

UI



Colours



Font

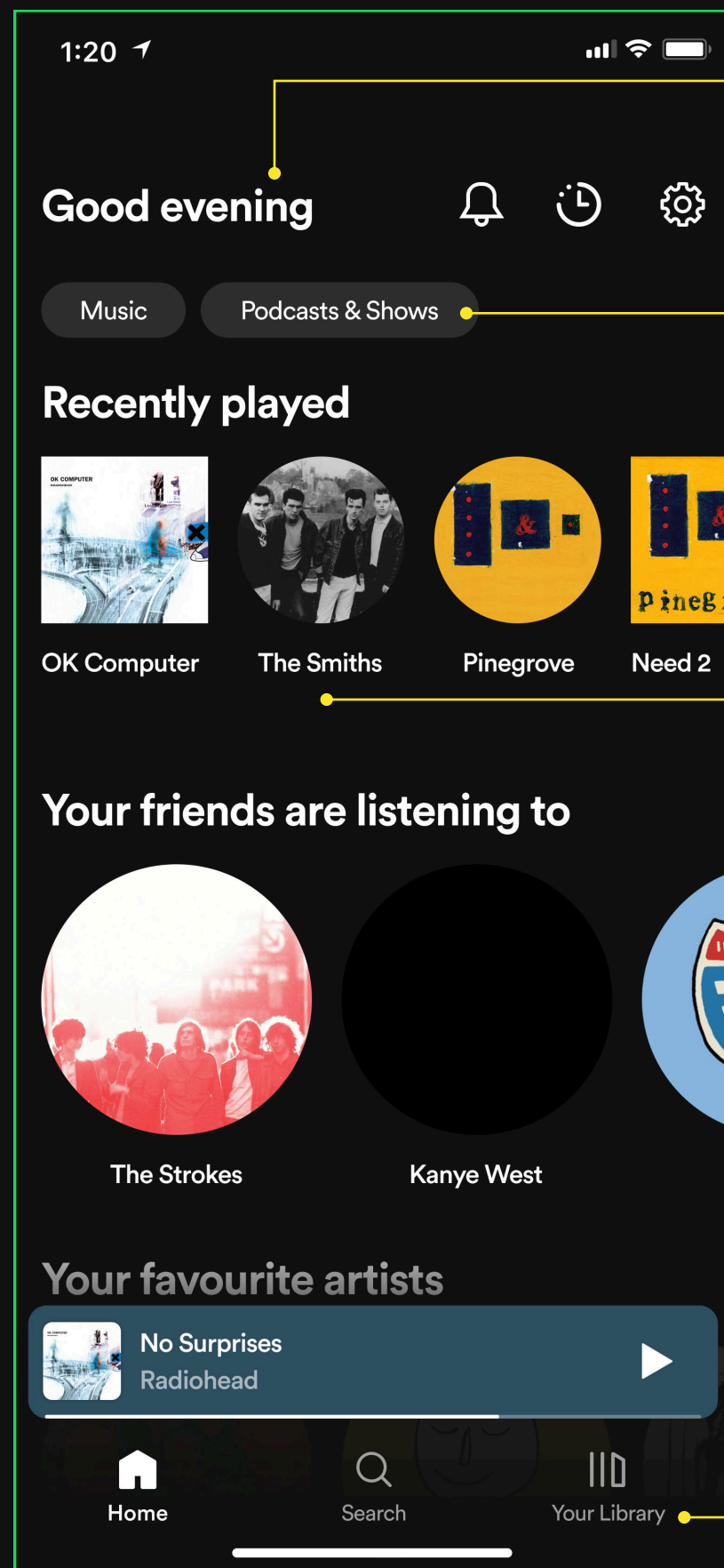
Circular

Book

Medium

Bold

Typography

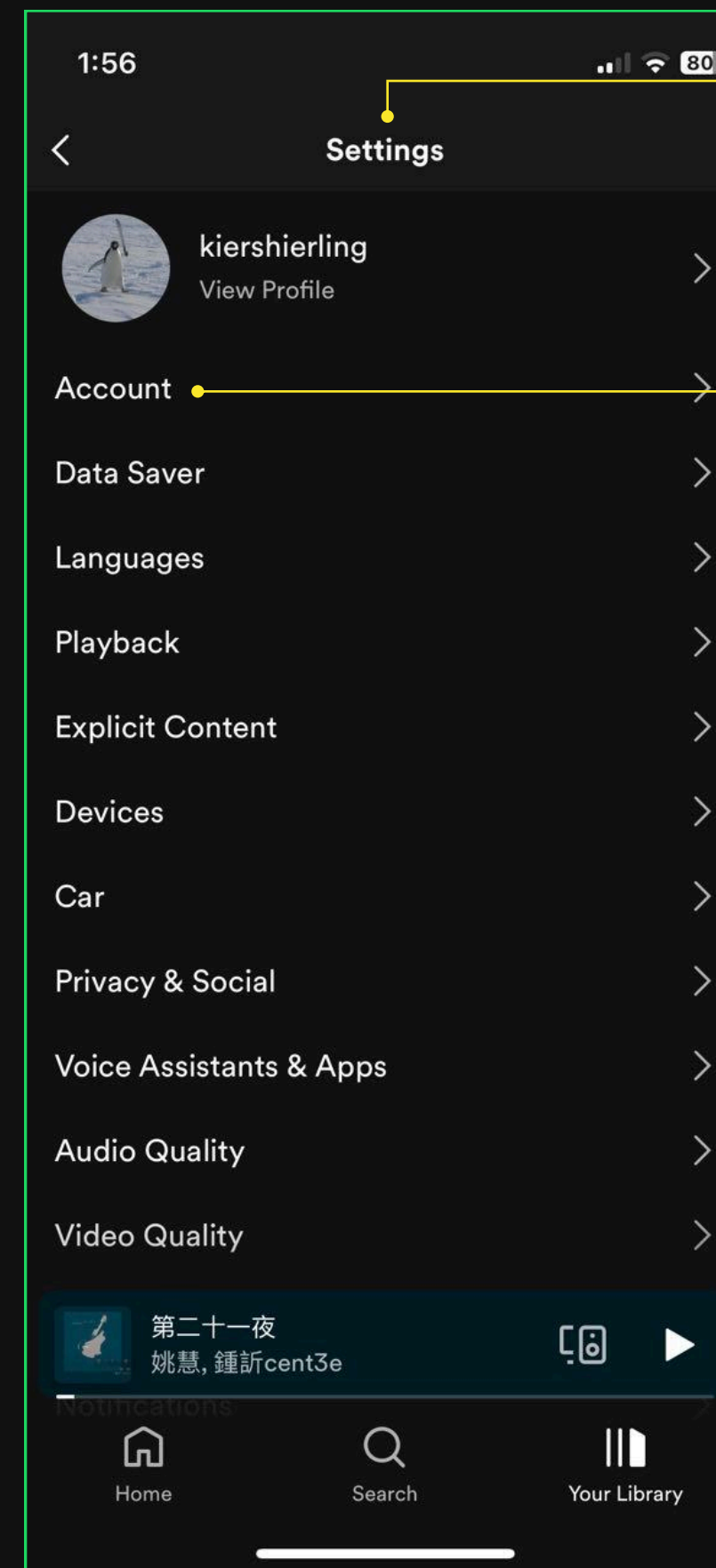


Header - Circular Bold 24px

Body - Circular Book 14px

Emphasised Body -
Circular Medium 14px

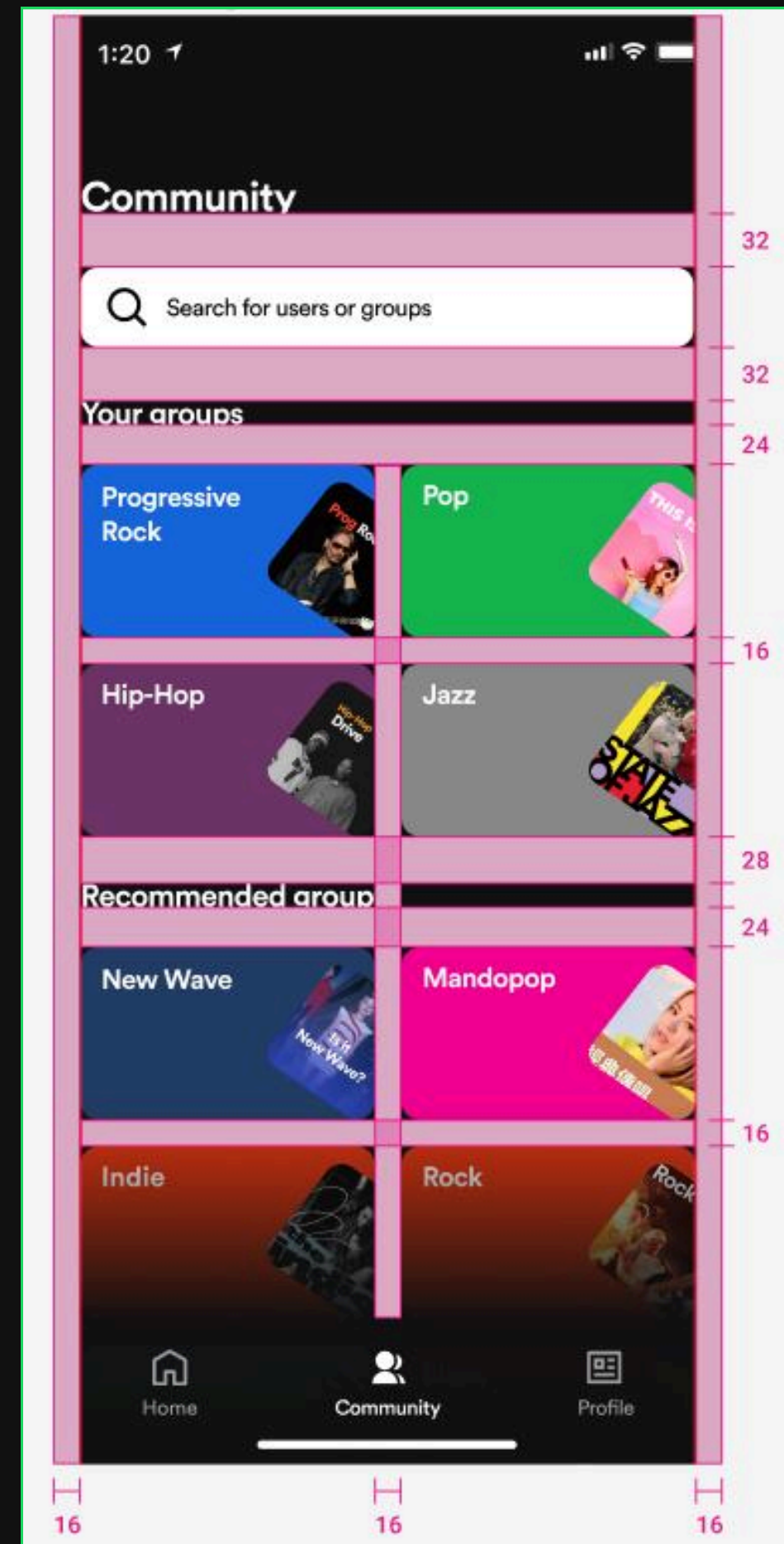
Small - Circular Book 12px



Subheader - Circular
Bold 16px

Larger Body -
Circular Book 18px

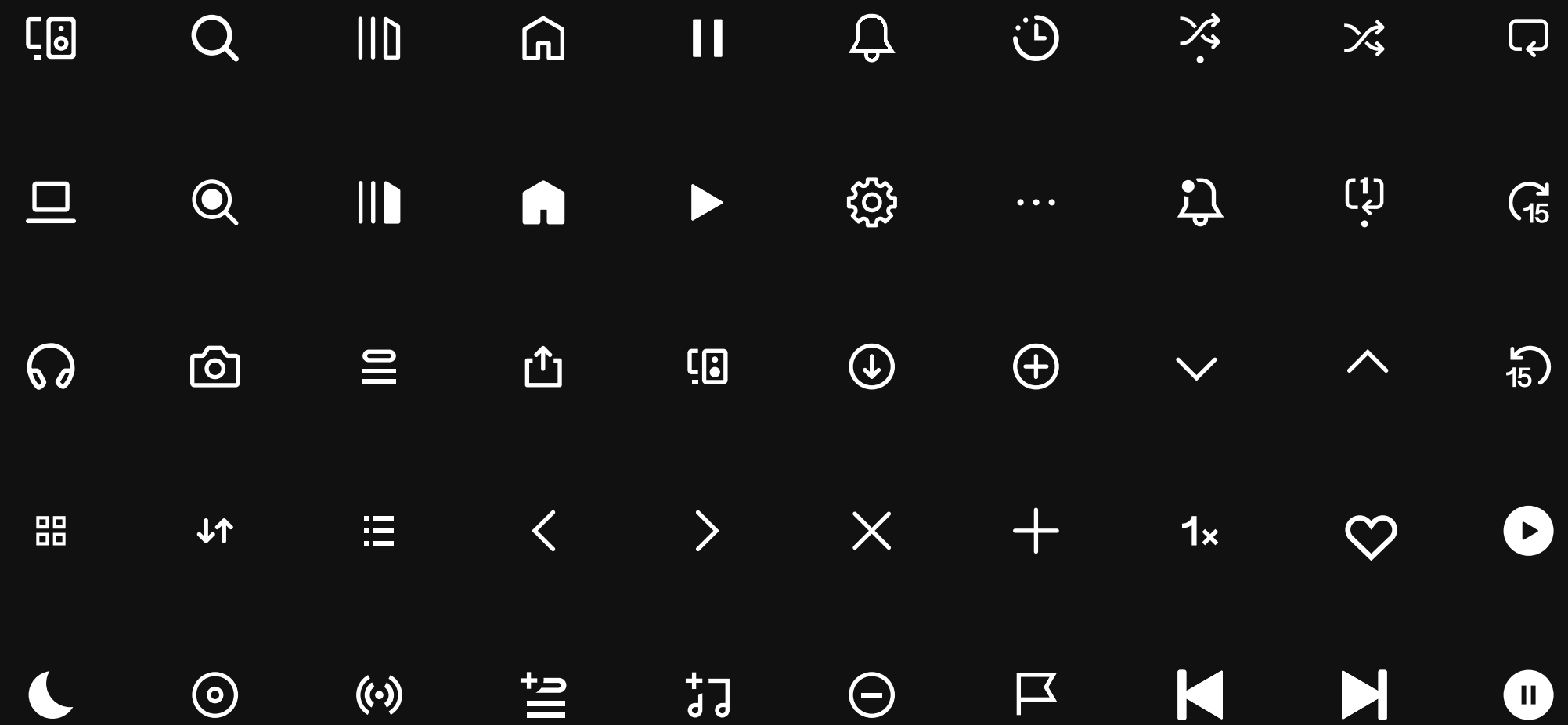
Alignment and Spacing



4-point grid system
with 16px margins

Iconography

Spotify's own icon pack

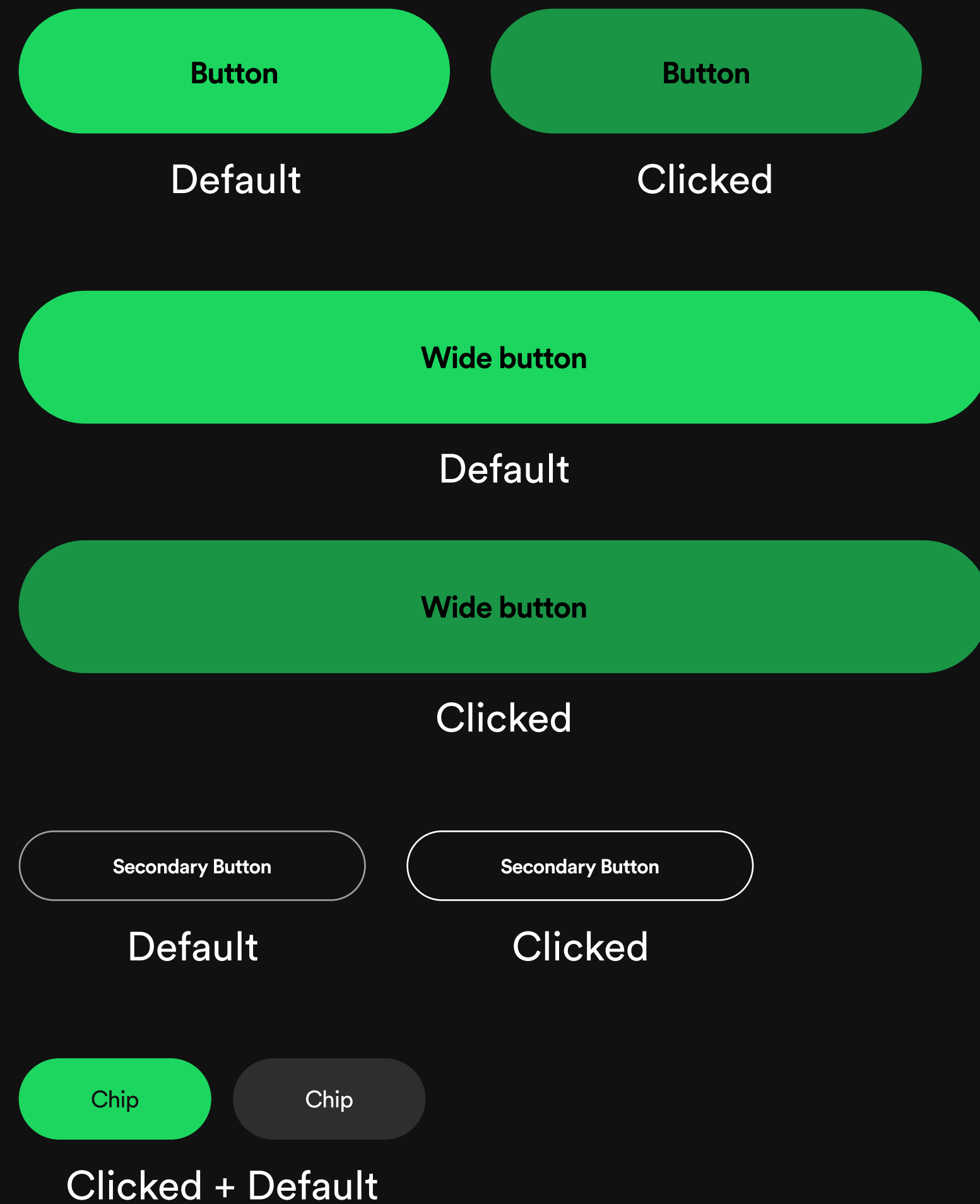


Remix Icon icons



UI Elements

Buttons



Fields

