



Presented By- Supritha Shankar Rao



INITIAL STAGE PLANS

MESSAGING SPOTIFY USERS

Build best in-class platform to build an inclass messagin platform

Start Slide



Product Manager
Perspective





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Dartmouth College*

An Aspiring Product Manager at Spotify



Messaging spotify users

PROBLEM STATEMENT



Hannah B. (She/Her) • 3rd+
Product lead @ Spotify | ex-Amazon
1mo •

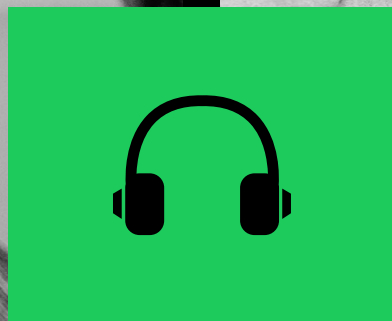
My team is **#hiring** a Product Management Intern for the summer! Come and help us build a best-in-class platform for messaging Spotify listeners!

#productmanagement #intern



PROBLEM STATEMENT

discovered a post on LinkedIn from a team member that they were trying to build an in-class messaging platform.



So, I had a lot of questions related to this problem statement

1

Does it include communication through message notifications?

2

Does it include communication from fans to artists?

3

Does it mean to have a chat system built for communicating?

Next Slide





1

**DOES IT INCLUDE
COMMUNICATION
THROUGH MESSAGE
NOTIFICATIONS?**

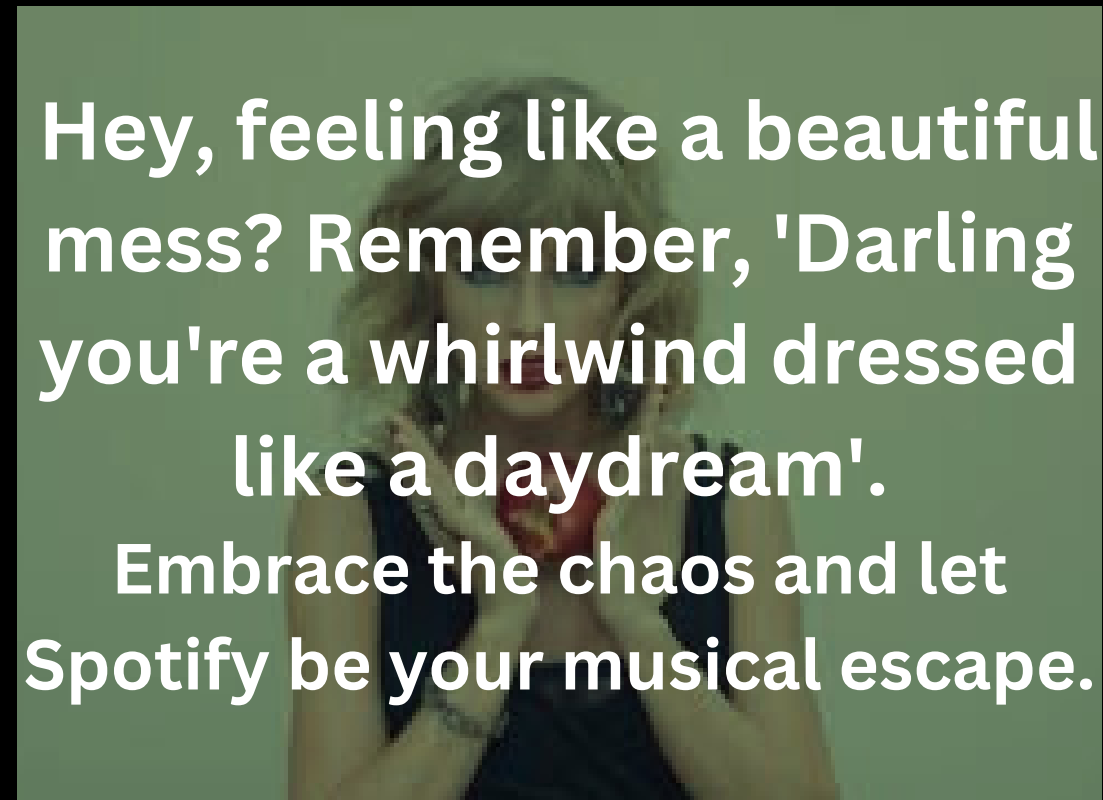




Does it include communication through message notifications?

CREATIVE NOTIFICATIONS

Then we could bring in a creative touch and rely on the current affairs/ season / trends / listener's top-choices and encourage them to tune into Spotify.



**"Don't stop believin', Spotify's got the tunes you need to keep dreaming!"
(Journey)**

"Just dance, it'll be okay! Turn up the volume on Spotify and let the music lead the way!" (Lady Gaga)



2

**DOES IT INCLUDE
COMMUNICATION
FROM FANS TO
ARTISTS?**





Does it include communication from fans to artists?

COMMUNICATION !

Well, we have to be aware that this can lead to a lot of spam messages to already famous artists, but can also be a greater motivation for the growing ones.

So we can think of 2 models where it's in the hands of artists to -

Enable comments and communications through fans.

COMMENT



Have only appreciations

(can include an extra button on the interface) :

- > Each user can give away 5 appreciations per month
- > After a year we could award the artist based on the majority of appreciation received.



(This could make the listener more engaged with the app and artists could be benefitted by the exposure and use the platform more to promote their songs to earn incentives).



Spotify |

3

**DOES IT MEAN TO
HAVE A CHAT
SYSTEM BUILT FOR
COMMUNICATING?**






Does it mean to have a chat system built for communicating?

CHAT SYSTEM

Then we could start with what could be the major features to build in the best in-class platform. Like-




Instant Messaging , message reactions & editing



Communities, group chats



Rich Media sharing



Cross platform support, smart notification (like above lyrical notification)

We could come up with some innovative names for the platform that has a Spotify touch.

Like,



Connectify
Spotchat

Spot-Jam
Jamify

Sound-Wave-Chat
(like the usual sound check before trying on the mic)



THANK YOU