

Onboarding experience



Anchal Didwania



OVERVIEW

About Spotify

Spotify is a popular music streaming founded on 23rd April 2006 by Daniel Ek and Martin Lorentzon. The users have access to million songs, podcasts and live events. Users can make, modify, and share playlists as well as perform artist, album, or genre-based searches for music. Spotify is available across a range of devices, including computers, phones, tablets, smart home devices, cars and TVs and you can easily transition from one to another by using Spotify Connect.

Spotify offers the freemium service, the basic features are free with advertisements, lower sound quality, and requires internet connection, while additional features, such as advertisements free, downloading and listening offline via paid subscriptions.

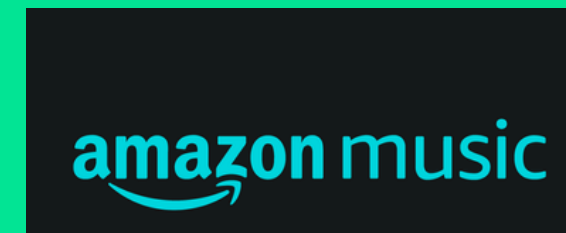
Value Propositions

Users have access to a massive music library.
Users can personalize their playlist.
Offline Listening
Ad- supported, free tier
Podcast and audio content
Collaboration and Exclusives

Demographics

26%	29%	16%	11%	19%
18-24	25-34	35-44	45-54	55+

Competitors

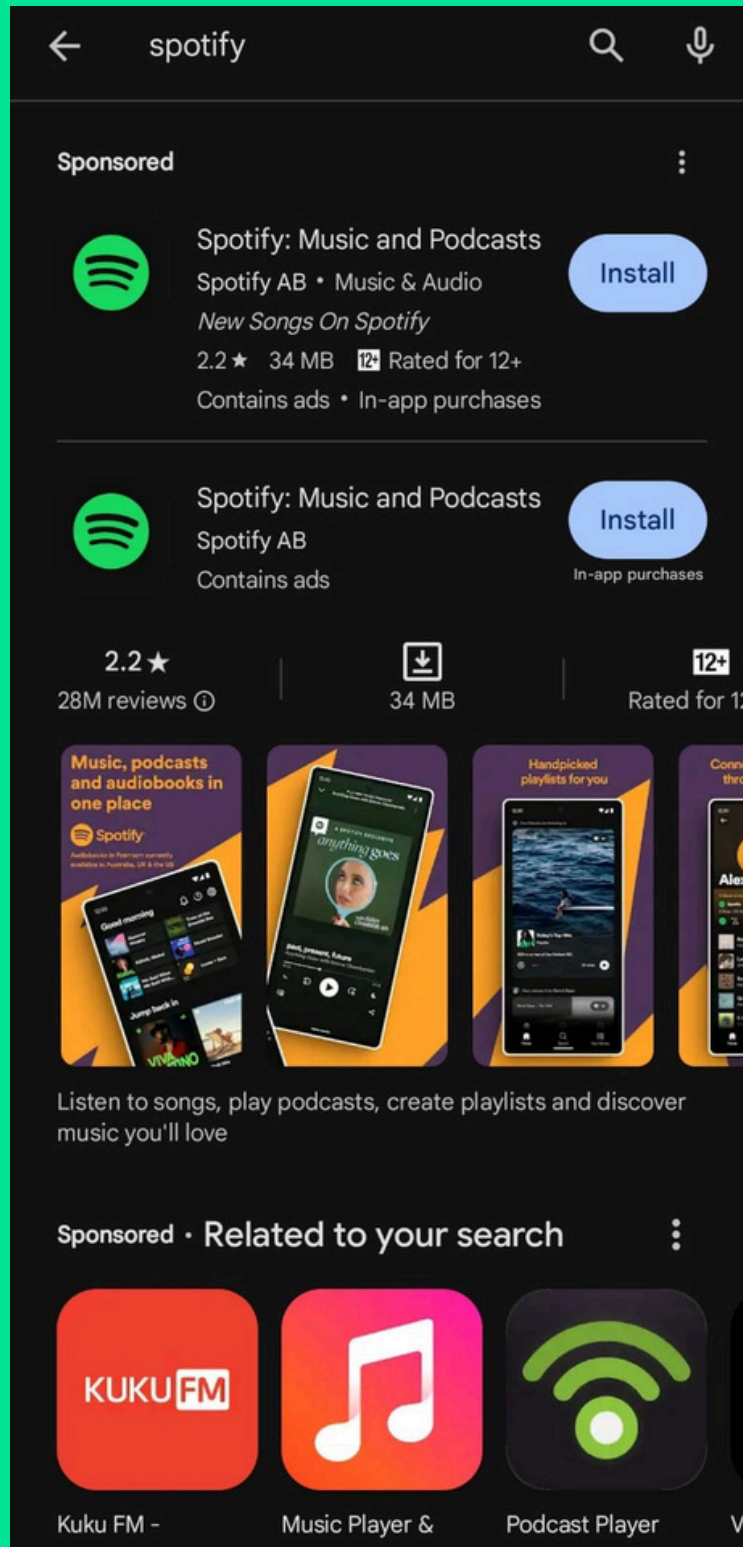


Statistics

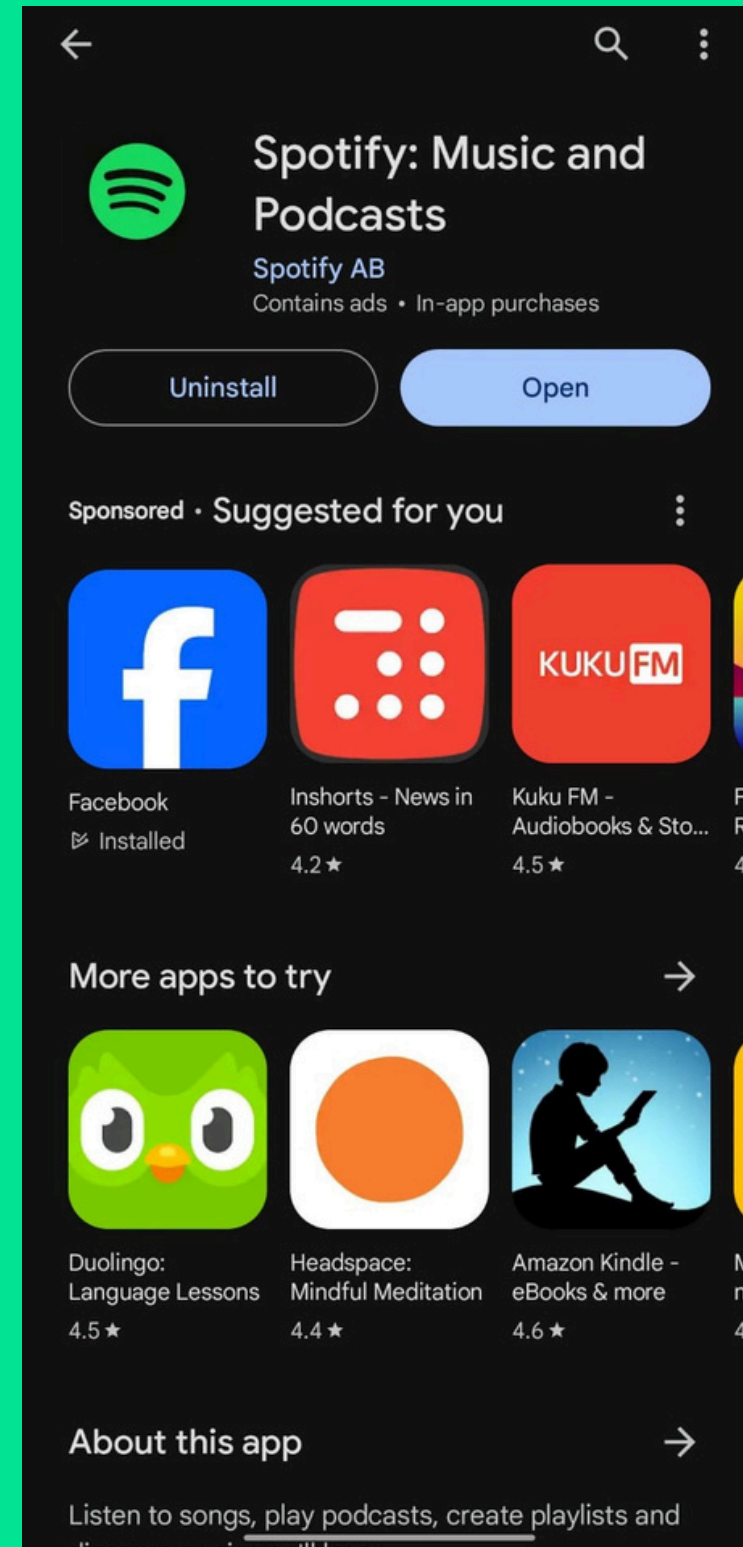
13.70 B Revenue
574 M MAU
226 M Paid Subscriptions
Available in 183 countries
4 B Playlist
4 M podcast
100 M tracks

Existing Onboarding Flow

2. Open the App

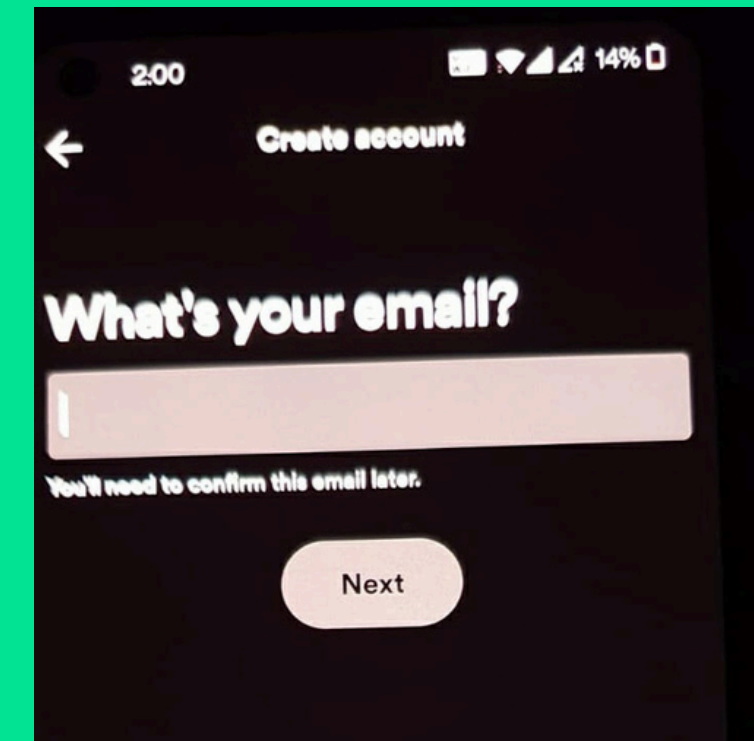


1. Search spotify in the playstore and click on 'INSTALL'



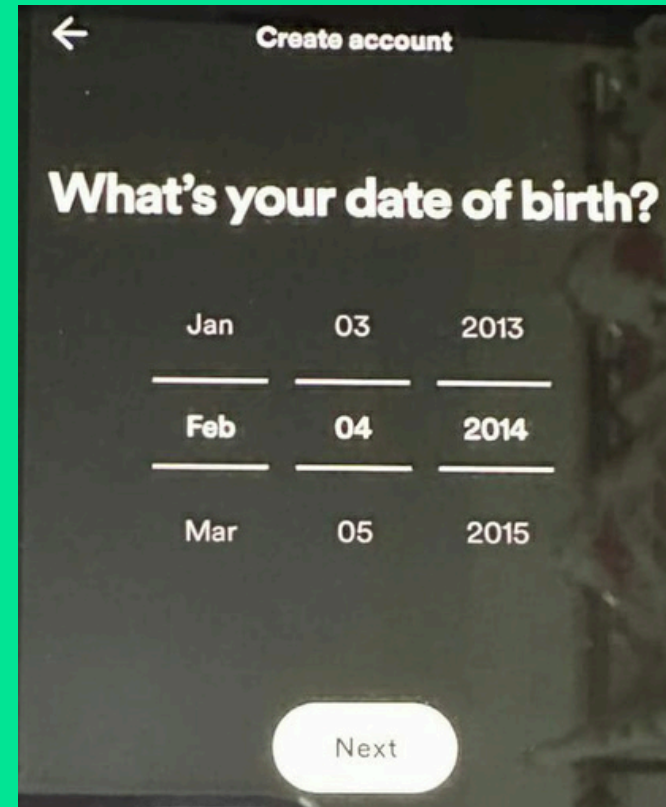
3. Login to the app from the given options

4. Enter your email



3. Login to the app from the given options

6. Enter your DOB



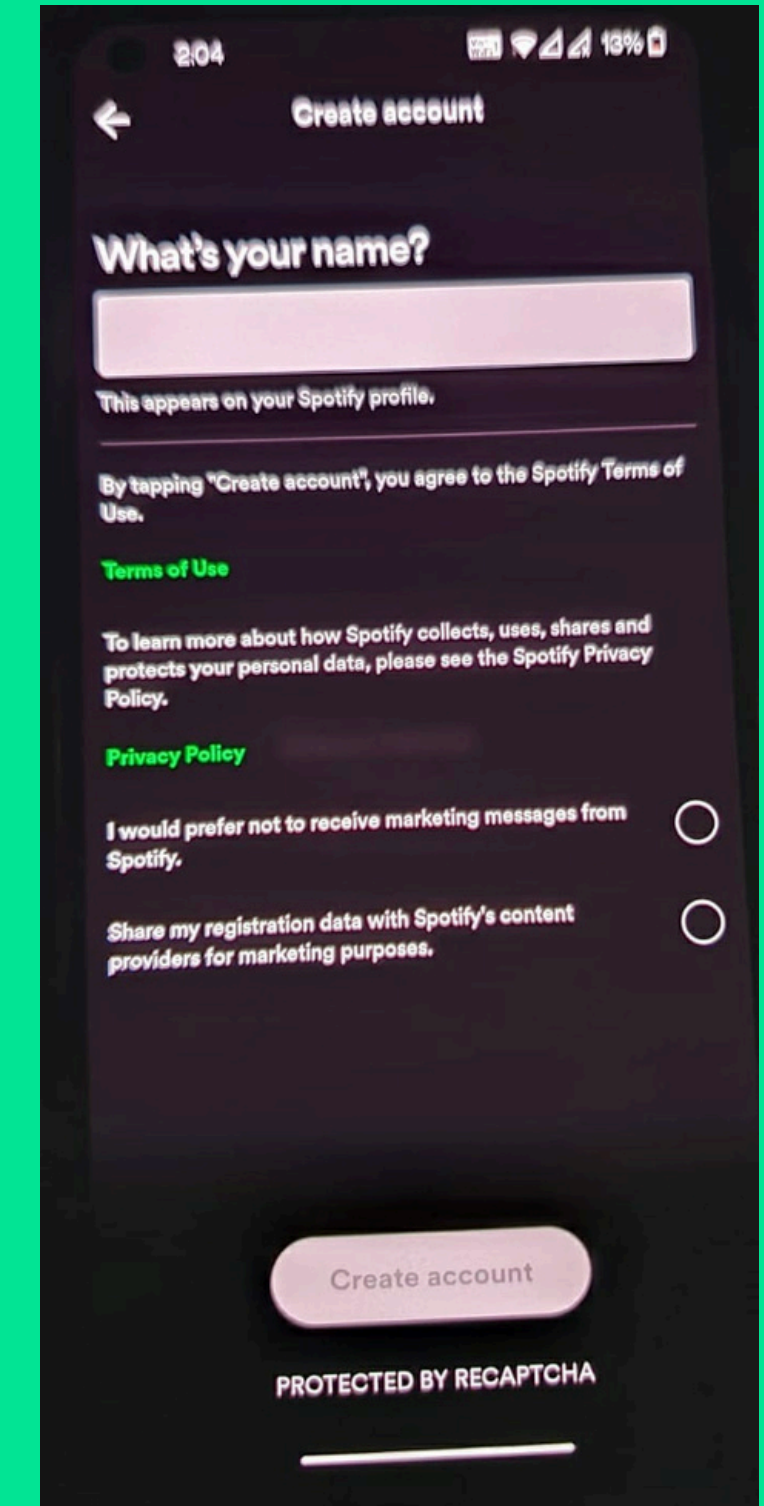
← Create account

What's your date of birth?

Jan	03	2013
Feb	04	2014
Mar	05	2015

Next

8. Enter your name



← Create account

What's your name?

This appears on your Spotify profile.

By tapping "Create account", you agree to the Spotify Terms of Use.

[Terms of Use](#)

To learn more about how Spotify collects, uses, shares and protects your personal data, please see the Spotify Privacy Policy.

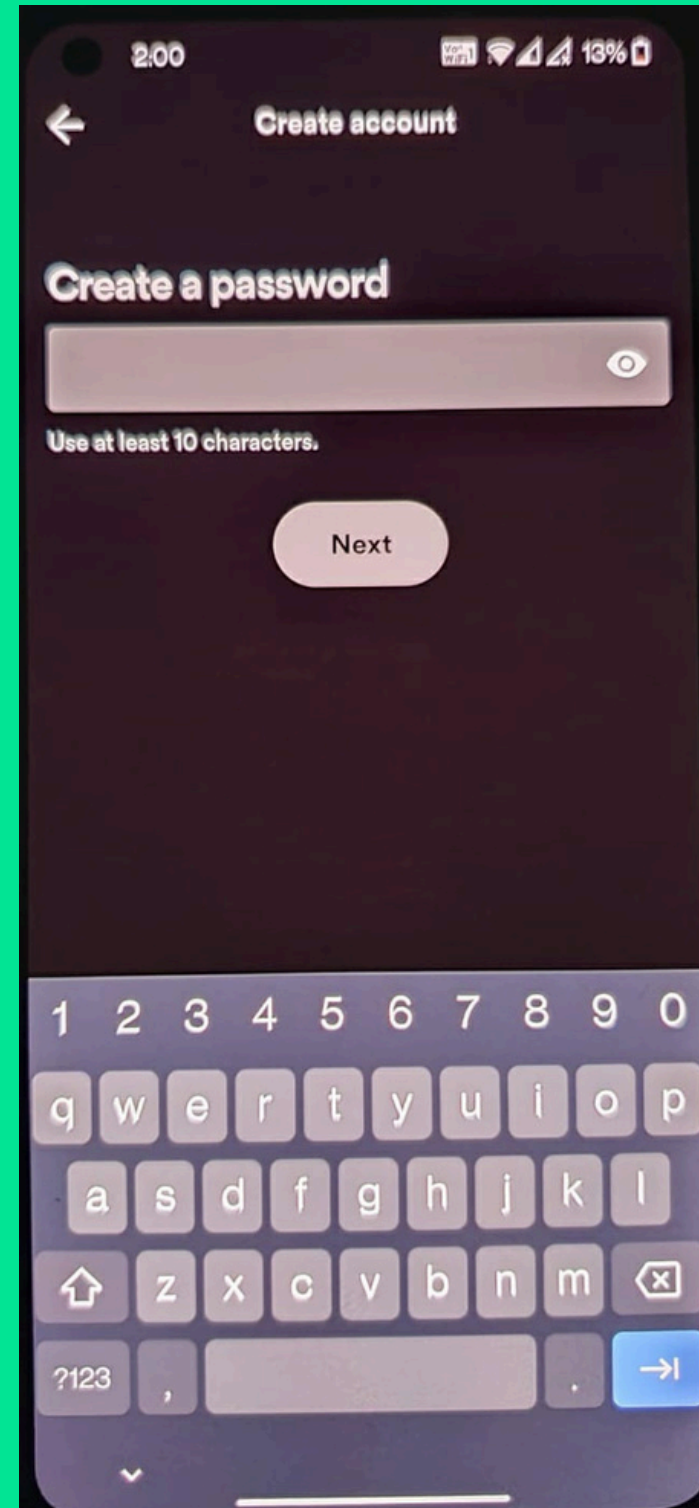
[Privacy Policy](#)

I would prefer not to receive marketing messages from Spotify.

Share my registration data with Spotify's content providers for marketing purposes.

Create account

PROTECTED BY RECAPTCHA



2:00

← Create account

Create a password

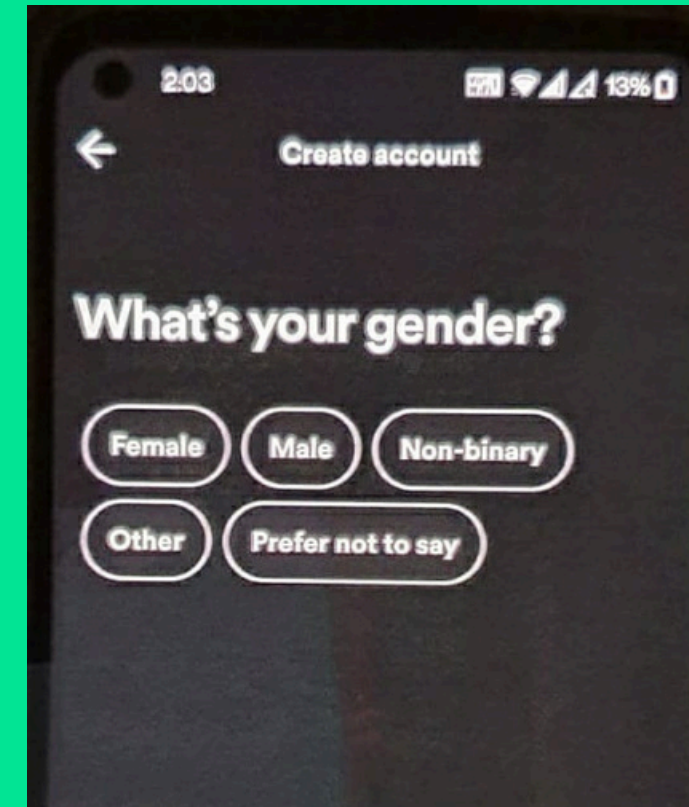
Use at least 10 characters.

Next

1 2 3 4 5 6 7 8 9 0
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
?123 , . →

5. Create the password

7. Enter your gender



← Create account

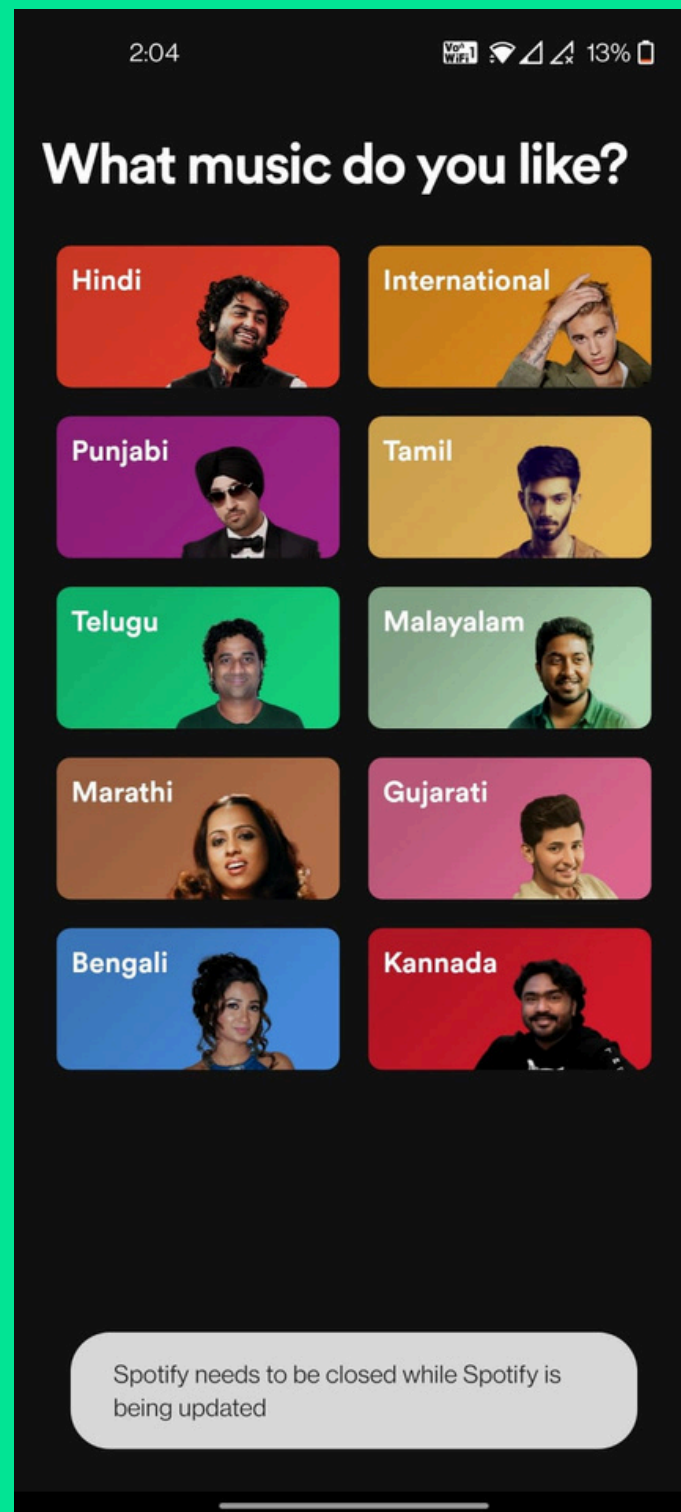
What's your gender?

Female Male Non-binary

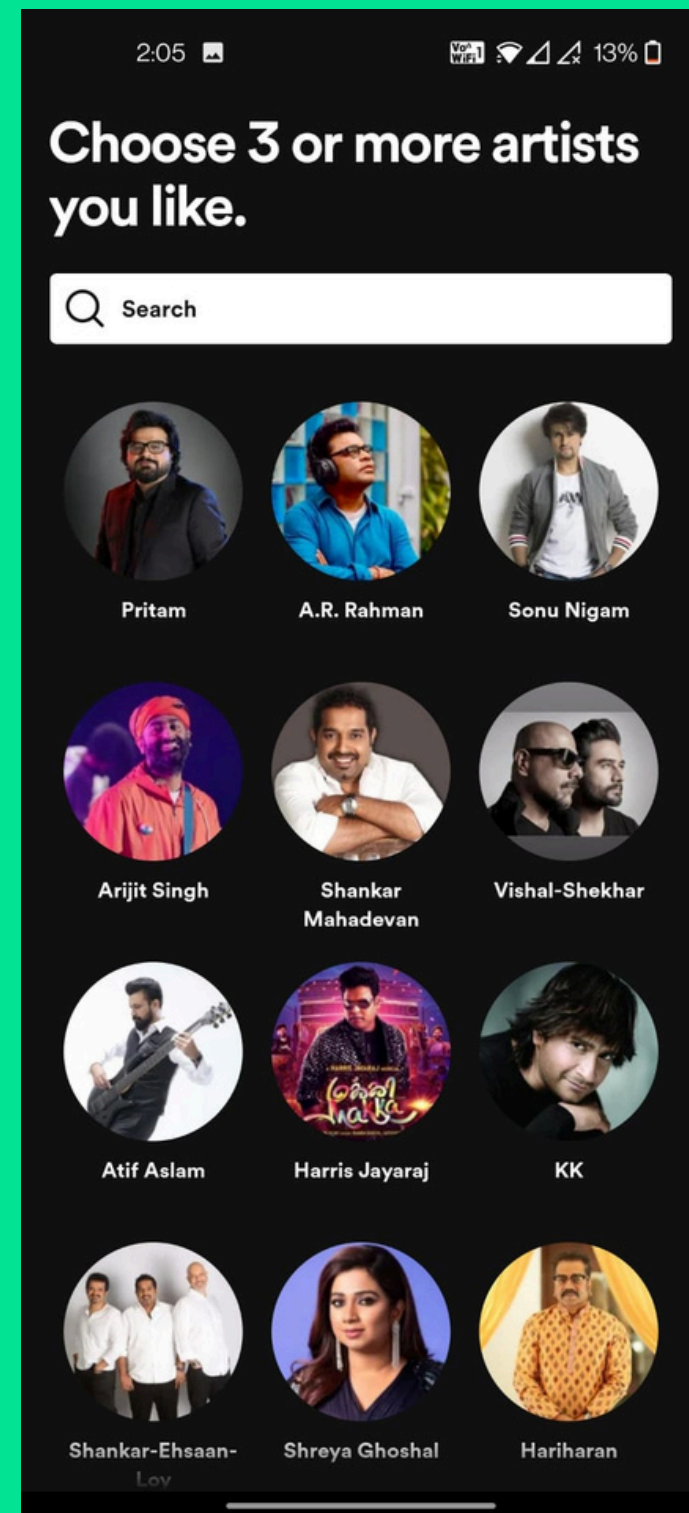
Other Prefer not to say

Enjoy your music

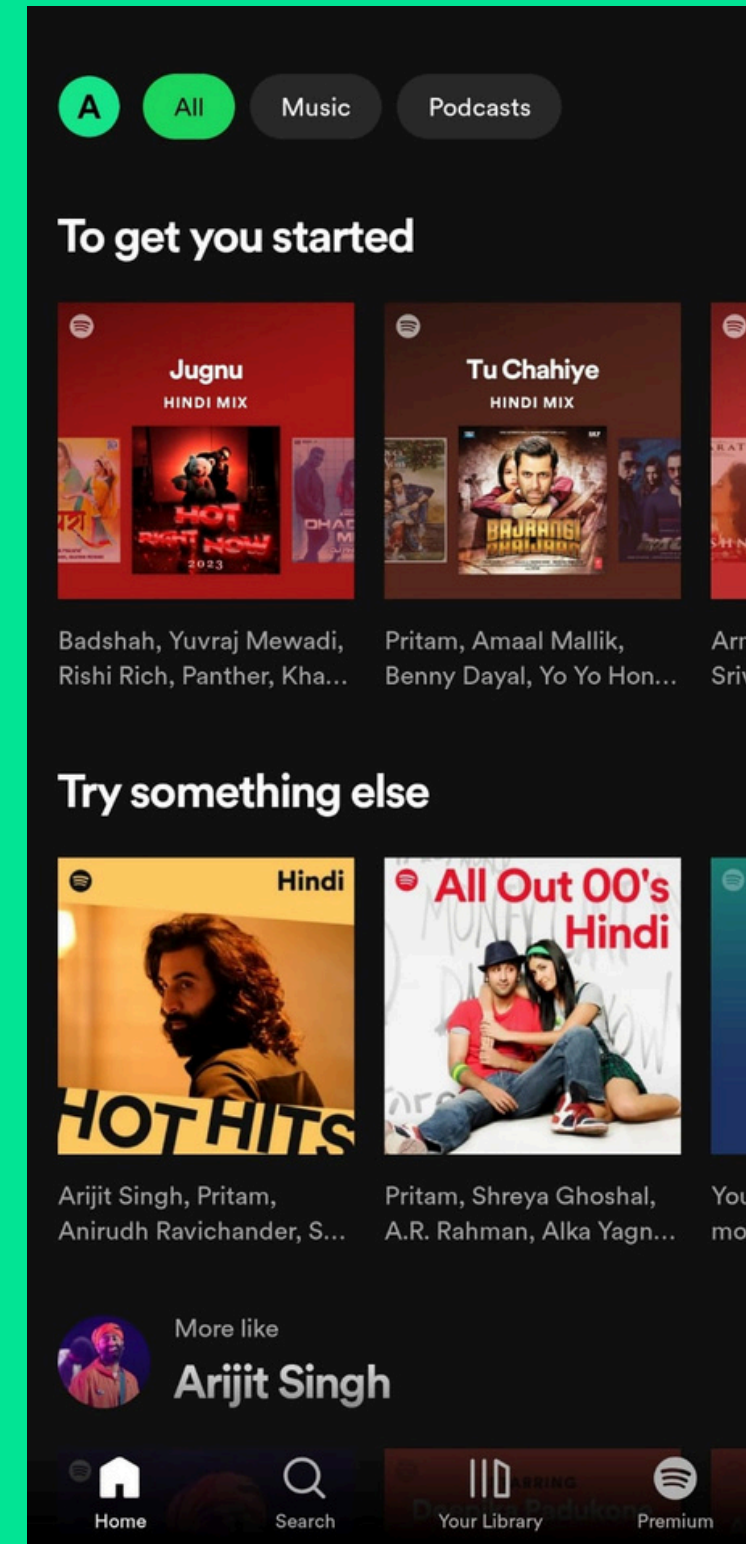
10. Choose the artists from the options



9. Choose the kind of the music you would like to hear

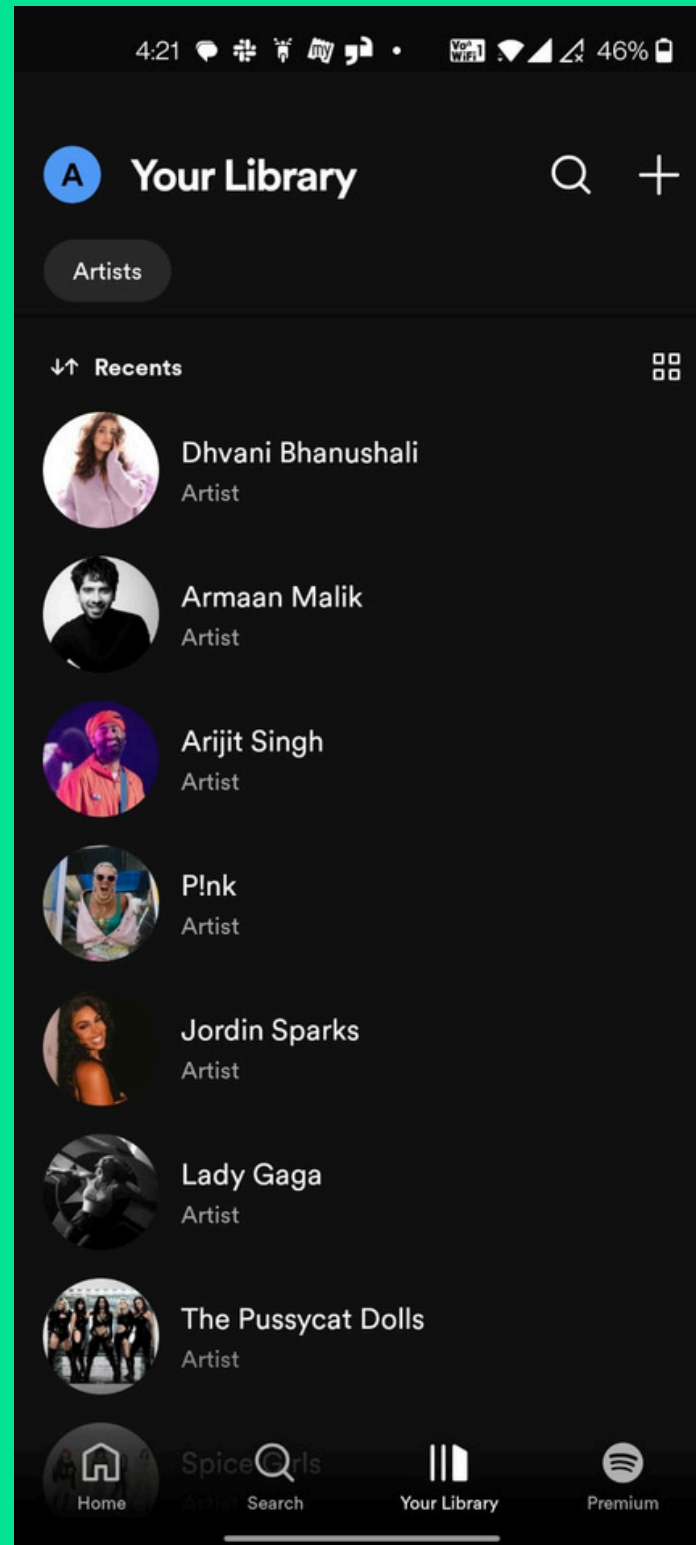


11. Land up on your home page

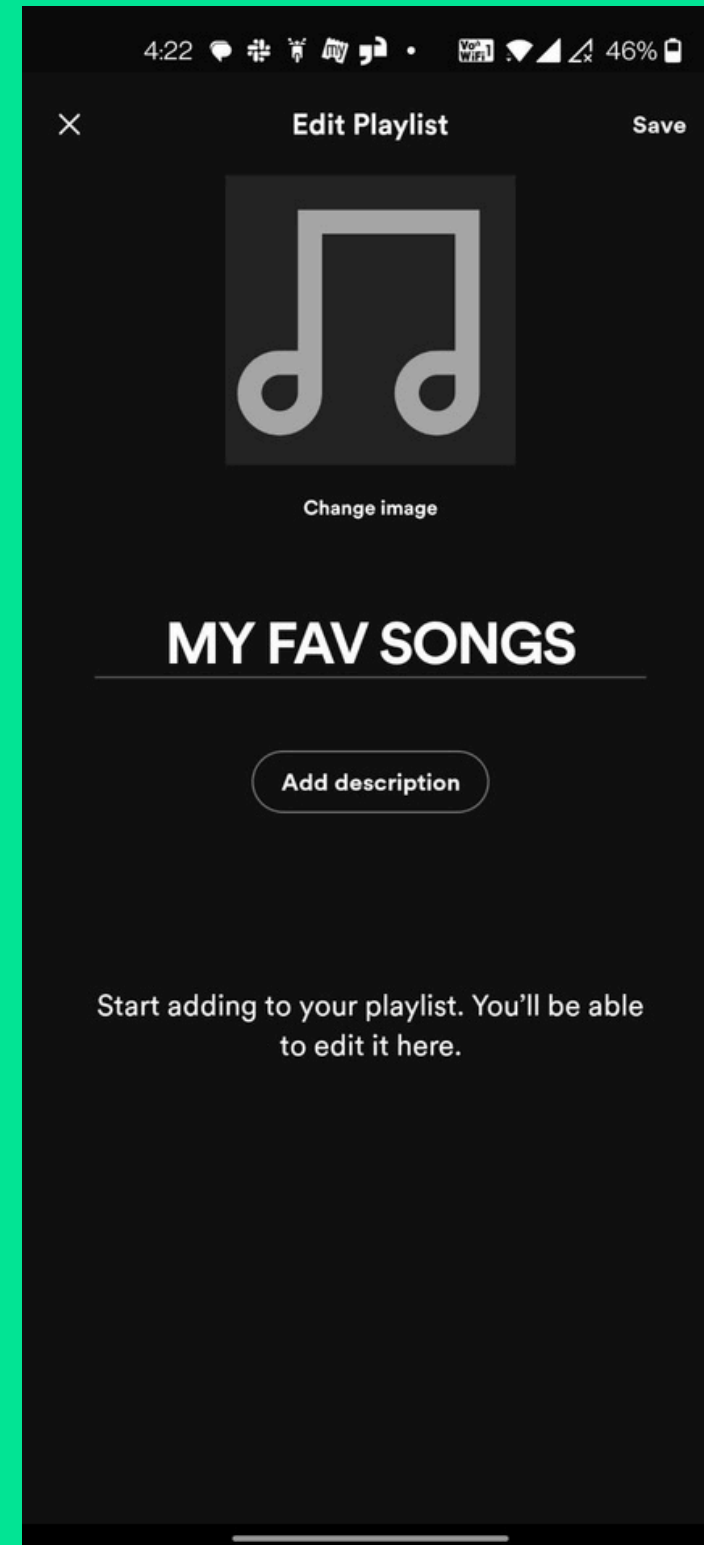


Performing Core Action

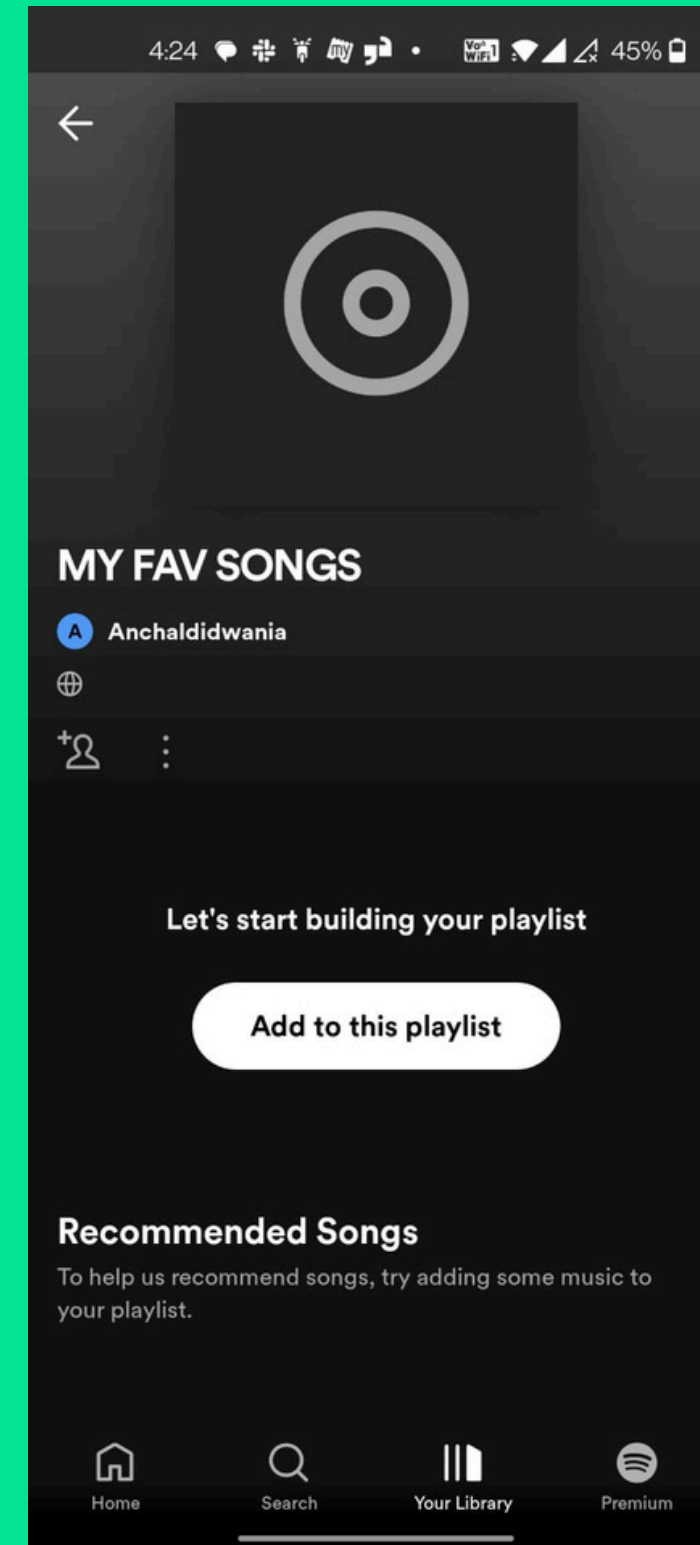
Core Action : Creating the playlist and adding a song to my playlist



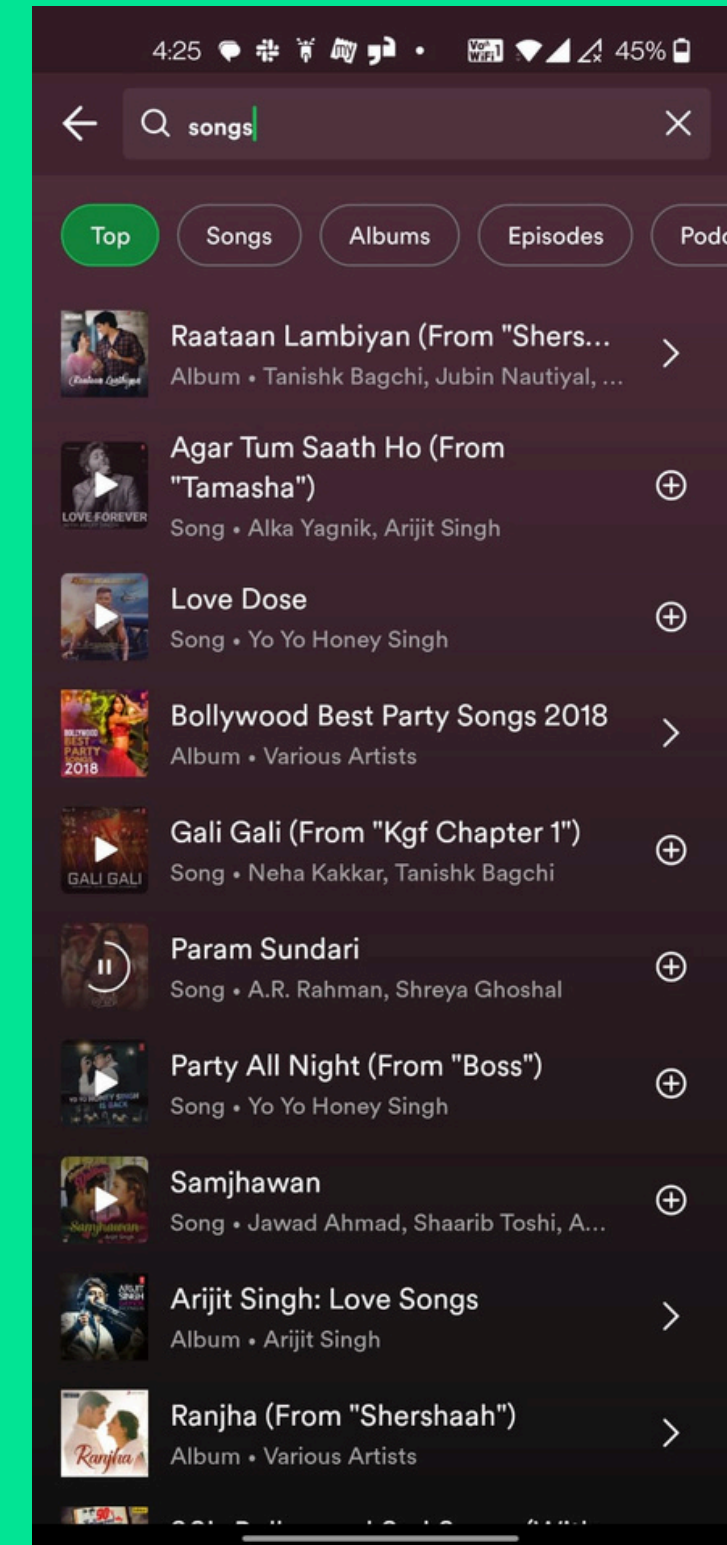
Go to the library section and click on '+' symbol to build your personalized playlist



User can enter the playlist name



User can add songs to the playlist



user can search for songs

Detailed Analysis of the Gaps/Pain points

Less interactive Boarding paths

- Few questions on user preferences, such as languages, artists were only asked.
- User many feel less invested and engaged in the platform from the start and may not feel as connected to the platform if their preferences and interests are not adequately captured during onboarding. This can cause lower activation rate and lower engagement.

Several pages were utilized to complete the user information

- On a single screen, your email was requested. After clicking "Next," we were prompted to enter your password, DOB, and gender once again. Clicking the "Next" button more than once.
- In the onboarding process, having users browse through many pages to complete their information might cause friction. This can lead to aggravation and sometimes even the abandonment of the sign-up process.

Missing password strength indicator

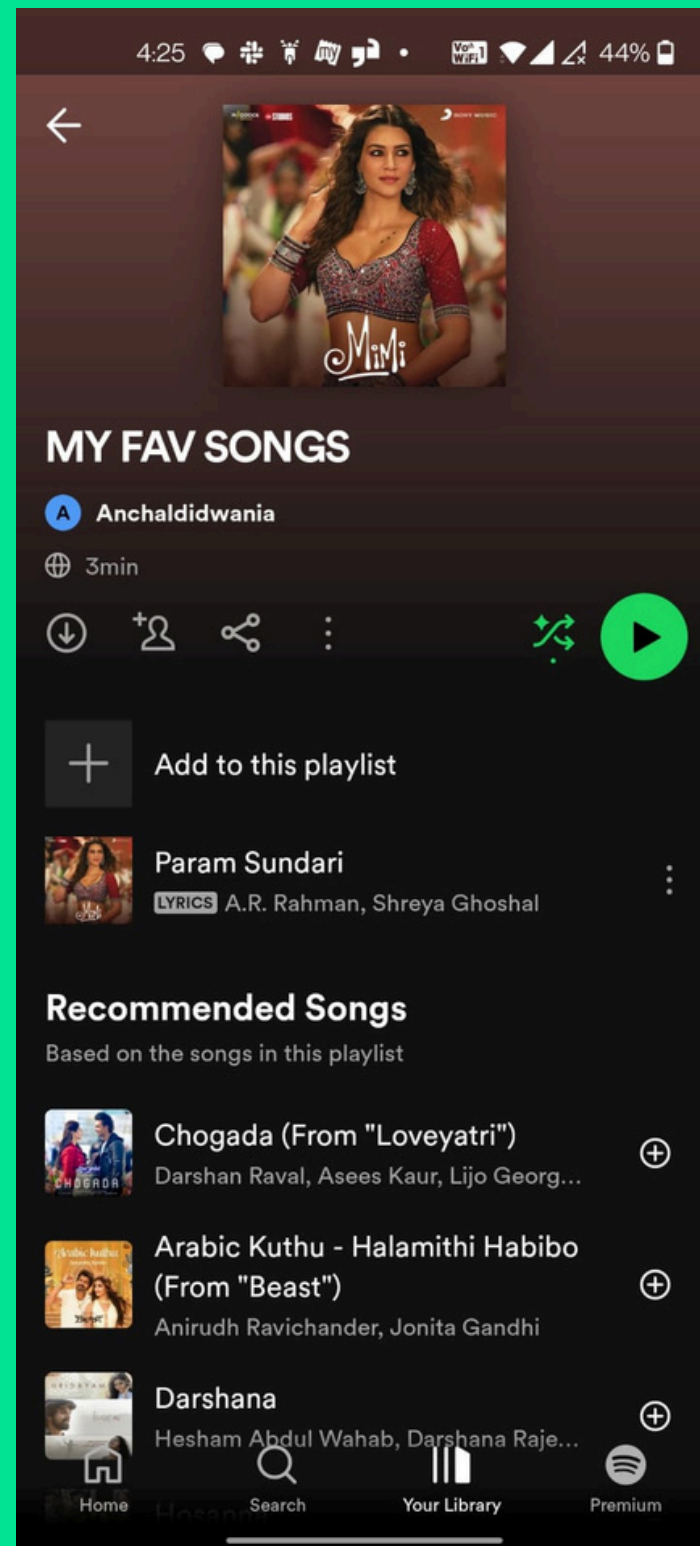
- The password screen's inability to determine the strength of the password poses a security issue.
- In the absence of a password strength indicator, users can select weak or simple passwords, increasing the likelihood that their accounts would be hacked. This may increase the churn rate by causing security lapses and harming users' confidence in the site.

The label used are not meaningful

- In the Password page used like 'Log in without password', instead of 'forgot password'.
- Using non-meaningful labels can confuse users and make it difficult for them to understand the purpose of certain actions.

Inconsistent location of buttons

- The location of the 'log in' button is not prominent.
- If the log in button is not very prominent or easy accessible then the user may have difficulty to log in and frustrated which will cause lower activation rates and increase in churn rate.



User can now see their songs added in the playlist

Reimagined the Onboarding Flow



SPOTIFY

Low-fidelity wireframes



Millions of songs.
Free on spotify.

Sign up Free

Log in

Continue with phone

Continue with google

Continue with Face book



CREATE ACCOUNT

What's your Email?

What's your name?

What's your DOB?

What's your gender?

Create Password

Strength-> Strong

Confirm Password

Accept Terms & Conditions

Turn off notifications

Create Account

Create 'Log in' Button

Create the login button and highlight the background of the button with green color similar to the sign up, this will attract the user attention and establish the clear connection between the two options. This will increase the Activate rates and Churn Rates.

Build a single screen for 'CREATE ACCOUNT'

User can enter all the details in the single screen so that users will not browse to different pages, which will reduce friction.

Password strength

Introducing password strength detector and confirm password will enhance security and guides user for creating the correct (No mismatch) and strong password.

Introduce Interactive boarding paths

We can add genre, mood and others options which will keep the user engaged and connected with the platform and will recommend songs according to the user preference. This will lead to higher activation and more engagement.

Increase tooltips after landing to the home page

When landing on the Spotify home page, there is a lack of guidance on how to create a playlist. Increasing the number of tooltips could assist users in navigational tasks and enhance their overall user experience. This added level of user support can result in higher user engagement and satisfaction.

Premium Benefits Free for new users

A limited time premium free trail access should be given for new users, so that they can understand all the features provided to premium users. This will lead to customer satisfaction and more activation.

Add the feature Tutorial

By adding the feature tutorial to the onboarding process of Spotify it can significantly improve the user experience and positively impact key metrics like educate users, reduce friction, increase activation rate



KEY METRICS

NORTH STAR

No of users interact and engage with the app after completing the tutorial.

ACTIVATION

% of newly registered users who actively engage with the platform after completing the onboarding process.

ADOPTION

% of users who actively use premium features during the free trial period, indicating their interest in and value derived from the premium subscription.

CONVERSION

% of users who successfully complete the account creation process in a single screen.

THANKYOU!

ANCHAL DIDWANIA