Affinity Clustering & Journey Mapping Assignment #4

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Apple ecosystem power users

Music listening & discovery experience

In-App User experience

Spotify competitive features

I like Apple hardware & its integration with Apple Music

I like using AM because of the high quality listening experience

devices, so AM is a convenient option.

I own Apple

Spatial audio likes it even if its just present for some songs

Apple ecosystem

I own MAC,

Iphone,

Airpods

Loves

Lossless audio -> appreciates quality through this

Likes the Lossless audio option

l can even play music on my Apple watch through AM

I like my music listening experience to be private & discovery experience to be social

I like taking my time to discover music

I like my music listening experience to be private

Listens to

music in the

background

while doing

other tasks

private

listening

listens to music

solo, collaborative

playlists don't

make sense for

him

Takes time to discover music

Plays guitar - so values music disocvery

Music taste not influenced completely by a person

social discovery of music

I mostly discover music via random playlists rather than friends.

My music

discovery is

not enabled

through

friends

Uses i-

message to

share songs

with someone

but rarely

Hasn't used

what friends

are listening

to' feature

Thinks share w

friends

experience is

fine if not

perfect

I want to discover mood/theme based playlists curated by a community

Platform should have public playlists -> people use this in Spotify, moods/themes based playlists

Publicly Playlist ->did not find any, mostly apple created playlists

> likes the radio feature, esp to discover multilingual songs

Likes when Apple music creates infinite library of songs in same domain

I use some UX components on AM more than the

I always access a song through search

Uses search even when it is

something

User accesses music by searching

Finds a song through search, not by going to library

others

I do not use

the queue

option a lot

Doesn't

queue

songs

much

User does not

queue songs,

depends on

the infinite

playlist

User queues

songs only

while in a

social setting

option extensively -> to find a song, added in library

User directly searches for a song when asked to play

I really like what Spotify has done with Spotify Wrapped

> I find Spotify wrapped cool & the Spotify recommendation system better

Likes Spotify recommendation algorithm better than Apple Music

Loves Spotify wrapped feature -> recap of songs you heard

Spotify wrapped - cool, gives numbers on what you heard

Graveyard

Choose of freemium in AM? Has to pay from get go

Incognito mode, prevent song from getting added to history

Likes Apple UX, more direct Likes lyrics in AM, used to use a different service for lyrics but prefers if it is inbuilt

Music player screen -> repeat a song option, had to search for it, not right there on the screen

options in library page - quite cluttered, problematic, customized his library page

Reducing the

Uses love option frequently, if new song, uses it to remember the song



Persona Zaid, is a gen-z music lover & an Apple

Scenario

Zaid wants to use a streaming music application which would allow him to access his favourite music & also drive discovery of new music. He also wants the application to easily connect with all his devices like his MacBook, Iphone, Iwatch etc

Overall Goals and Expectations Listen to music in a user-friendly way.

Easily search for songs, or playlists. Get song recommendations. Discover new songs/artists. Save songs in a library. Create playlists. Connect to Apple devices seamlessly.

ecosystem enthusiast Step 1 Activation/Sign up

Step 2 Subscribes/Pays for **Apple Music**

Step 3 Searches & listens to known music on the application

Step 4 Starts discovering new music on the application

Step 5 Shares & takes recommendations from friends

Step 6 **Curates & discovers** music via community enabled playlists

To sign up & get a feel of the application

Should I make an account?

Why do they need my

Feeling:

Unsure. Curious

personal details?

To use/try the application To check for specific discounts To subscribe to the application

Should I buy it? Can I try it

first? Is it too expensive? Is

Feeling: Anxious, Unsure

~Offer a trial option

~Offer discounts for

the payment secure?

To search for songs/artists To create playlists To check the lyrics To listen to songs in high quality

How do I access songs

easily? How can I repeat a

song? How can I connect

to my MAC?

Feeling: Getting engaged

~Easy access to search

~Allow users to easily

switch between devices

~Lossless audio option

~Loop, Repeat options on

To get apple recommended music according to my taste To browse through top charts & genre specific

playlists

Is the app picking up on my

taste? Where can I access

these songs? How do I

discover songs different

from my taste?

Feeling: Intrigued

page explaining the songs

~Relevant names for entry

points of recommendation

~Explainer on top of a

they could expect

vs browse pages

To share music in a convincing way Easy experience to listen to the music shared with him

How can I share a song in

a convincing manner? How

I can listen to a song

shared with me with least

hassle?

Feeling: Engaged

~In-App share option for

users within the AM

ecosystem

~Options like emoji reply to

validate the sharer

Wants to listen to theme specific music Wants to curate & contribute to specific music communities

How can I share my 70s

playlist with a community?

How can I check my music

listening stats?

Feeling: Frustrated,

Confused

~Option to create playlists

& make them public

~Search driven access to

listen to public playlists.

~Allow users to look at

their music based stats.

Tech team

















process like SSO ~Ask for necessary information only ~Checkbox to opt-out of promotional emails













