

Affinity Clustering & Journey Mapping Assignment #4

Prepared By

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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

I own Apple devices, so AM is a convenient option.

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

Loves Apple ecosystem

Lossless audio -> appreciates quality through this

I own MAC, Iphone, AirPods

Likes the Lossless audio option

I 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

Takes time to discover music

Listens to music in the background while doing other tasks

Plays guitar - so values music discovery

private listening

Music taste not influenced completely by a person

listens to music solo, collaborative playlists don't make sense for him

social discovery of music

I mostly discover music via random playlists rather than friends.

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

My music discovery is not enabled through friends

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

Uses i-message to share songs with someone but rarely

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

Hasn't used 'what friends are listening to' feature

likes the radio feature, esp to discover multilingual songs

Thinks share w friends experience is fine if not perfect

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

I use some UX components on AM more than the others

I always access a song through search

I do not use the queue option a lot

Uses search option extensively -> to find a song, even when it is added in library

Doesn't queue songs much

User directly searches for a song when asked to play something

User does not queue songs, depends on the infinite playlist

User accesses music by searching

User queues songs only while in a social setting

Finds a song through search, not by going to library

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

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

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

