

Jin-Joo McCain Presents:



spotify product design innovation challenge

- THE MAIN STAGE -

“Unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.”

- Spotify

WHAT IS *THE MAIN STAGE*?

A new feature that allows
artists to **stream** a live video to
listeners on Spotify

SO WHAT'S THE BIG IDEA?

An artist that signs up to be in the daily “line up” gets the opportunity to stream a live video concert for 50 minutes, and any listener that tunes in gets a **personal** experience with a *familiar* or *new* artist

HOW WOULD THIS WORK?



Just like a playlist under the Home and Browse section of Spotify, a user could click on *The Main Stage* and either listen or watch an artist at **any point** of the day.

WHO DOES THIS *HELP*?

ARTISTS

- Retains current audience by giving them an anticipated personal experience
- Brings in new listeners who discover while watching/listening on the live stream
- Allows visual creative freedom

LISTENERS

- Gives a personal experience with favorite artists
- Allows for active discovery of new artists
- Creates a new live visual music experience

THE ARTIST

Big Artists:

Artists with a big following get the opportunity to get more intimate with their large audience, give listeners a more personal experience and comment about the “new music on way” that has been on it’s way for months... *clears throat* Frank Ocean...

New and Small Artists:

Artists with a new or small following get the opportunity to be build a relationship with their current fans, while getting exposure to new listeners and expanding their fanbase.

THE LISTENER

Recommended Concerts:

In order to blend active and passive listening, concert recommendations come from all the playlists made just for them. Discover Weekly, On Repeat, the Daily Mixes, Radios, and artists they follow are all considered.

Exposure to Artists Scenario:

A user saves a song from her Discover Weekly playlist. The next time that artist has a live show, a notification is sent to her phone saying “Bad Bunny, the artist from your recent Discover Weekly hit, is going live in 30 minutes! Would you like to join?”

Frequently Listened-To Artists Scenario:

The listener can subscribe to getting concert updates from artists they chose. Additionally, for the artists they frequently listen to, similar notifications will be sent to the listener.

THE STREAM

Features Includes:

Just like songs and podcasts, listeners can save shows to watch at a later time.

An artist can allow an interactive comment section for listeners to participate in the show.

Listeners can press a like button in order to send the artist some “love” in real time.

An artist’s profile will be linked in the show’s header for listeners to check out their discography.



IN THE FUTURE

Ideas after The Main Stage is Implemented:

- Podcasts get live streamed and listeners can browse past live streams
- Build a weekly schedule and give each day of the week a designated genre
 - EX: Thursdays stream Hip Hop/RnB
- Give an incentive to the top 10% of an artists audience
 - EX: Artist Exclusive Streams
- A donation feature where listeners can donate to an artist OR to a charity of an artists choice

THANK YOU!