

Rethinking the playlist

by Daniel Feldt for Spotify - March 2013

Playlists today

The playlists of today get with heavy usage easily cluttered and hard to handle. Not to mention: impersonal, "machiney". Void of feelings.

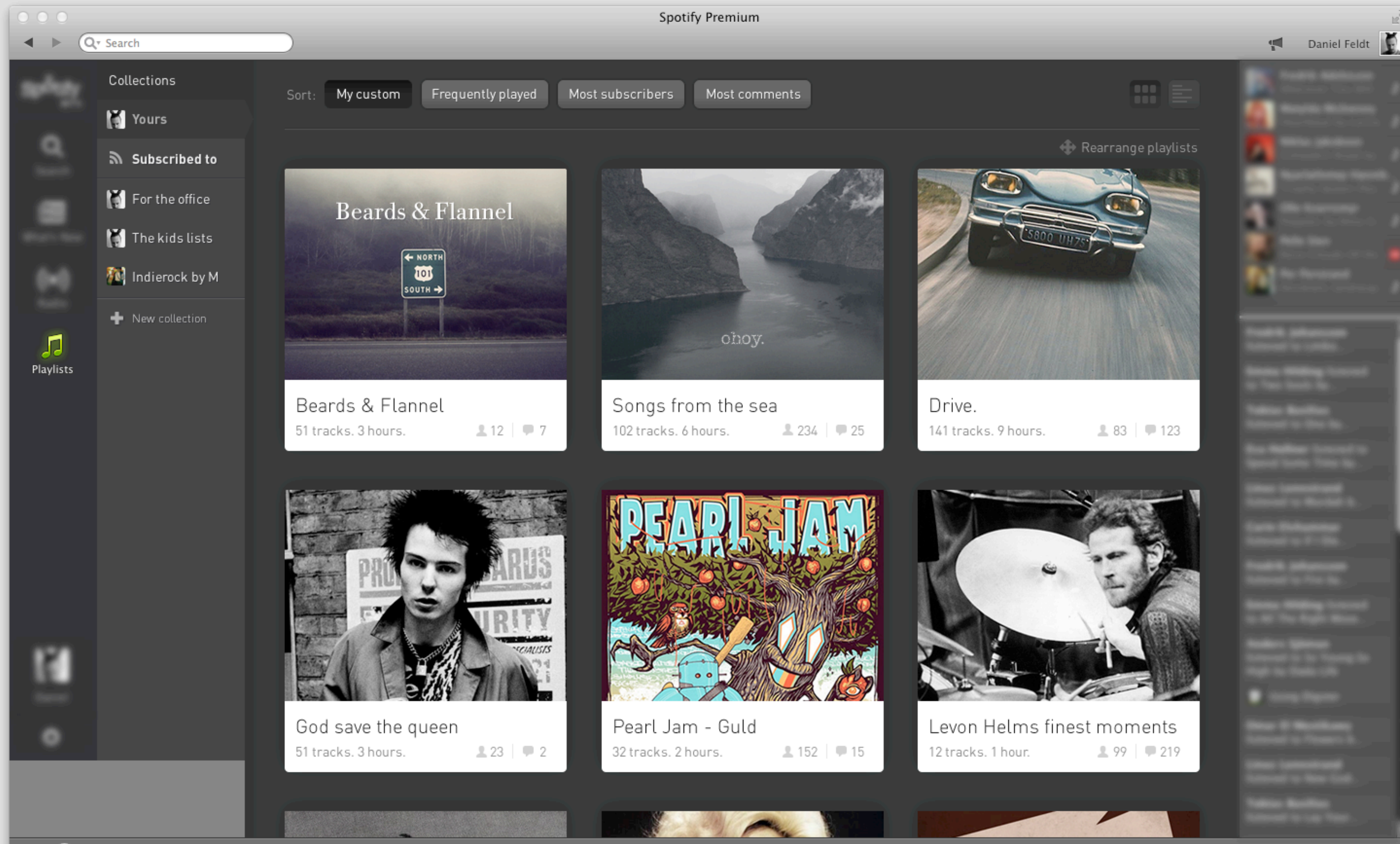
The presentation of the playlists needs to change.



What are playlist and what do they do?

- Playlists are personal
- Playlists can be a mark of a certain time in a persons life. Memories. Stories. Mixtapes.
- People take pride in their list making
- They trigger engagement, sharing and collaboration

Playlists are now personal

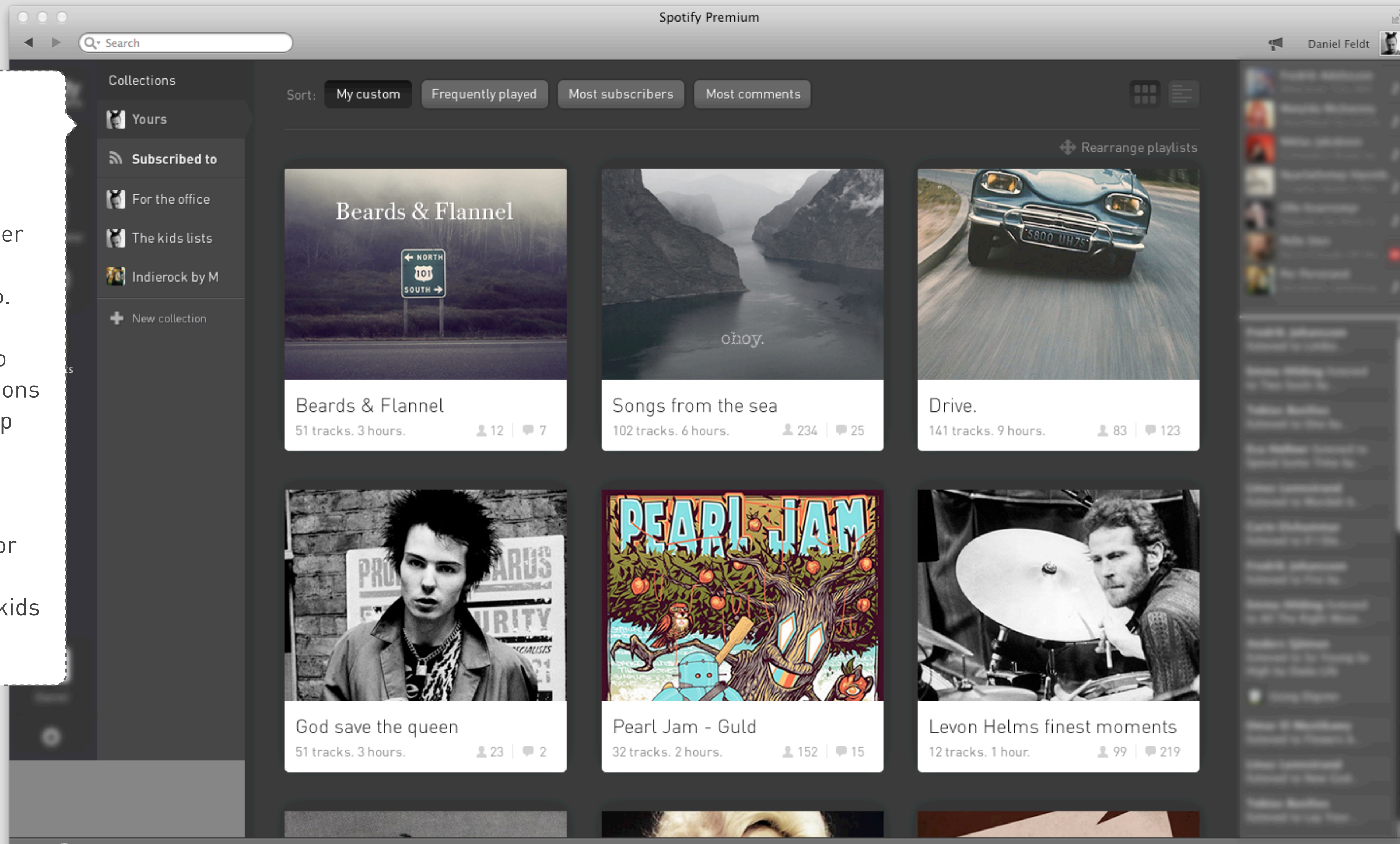


Playlists are now personal

Show them as collections. Differentiate between lists created by the user and lists that the user subscribe to.

The user can also start new collections and drag and drop playlists to them.

For instance: Playlists suited for the office. Or playlists for the kids at home.



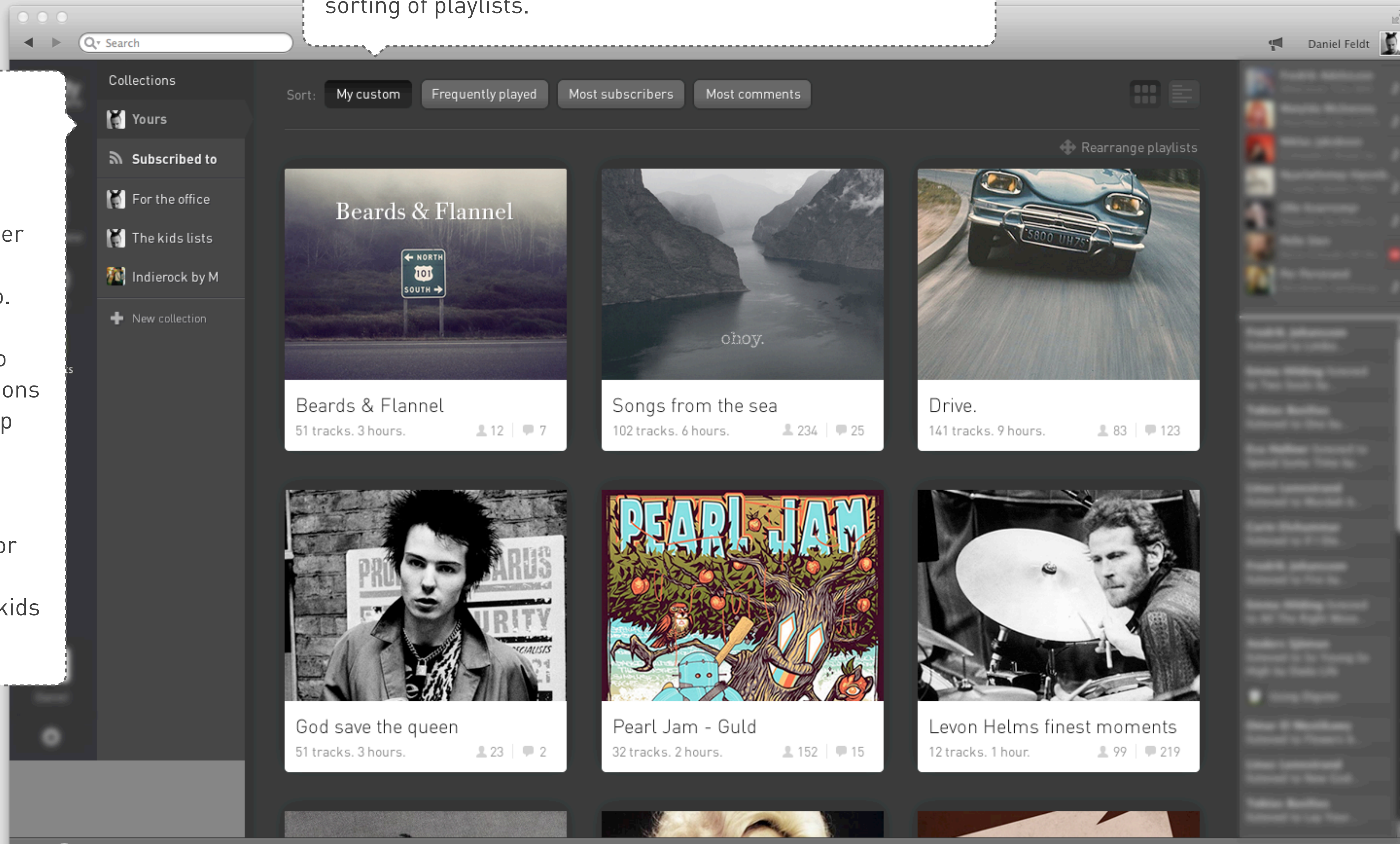
Playlists are now personal

The user can rearrange their wall of playlists to have the lists they are the most proud of or use a lot. A custom sorting of playlists.

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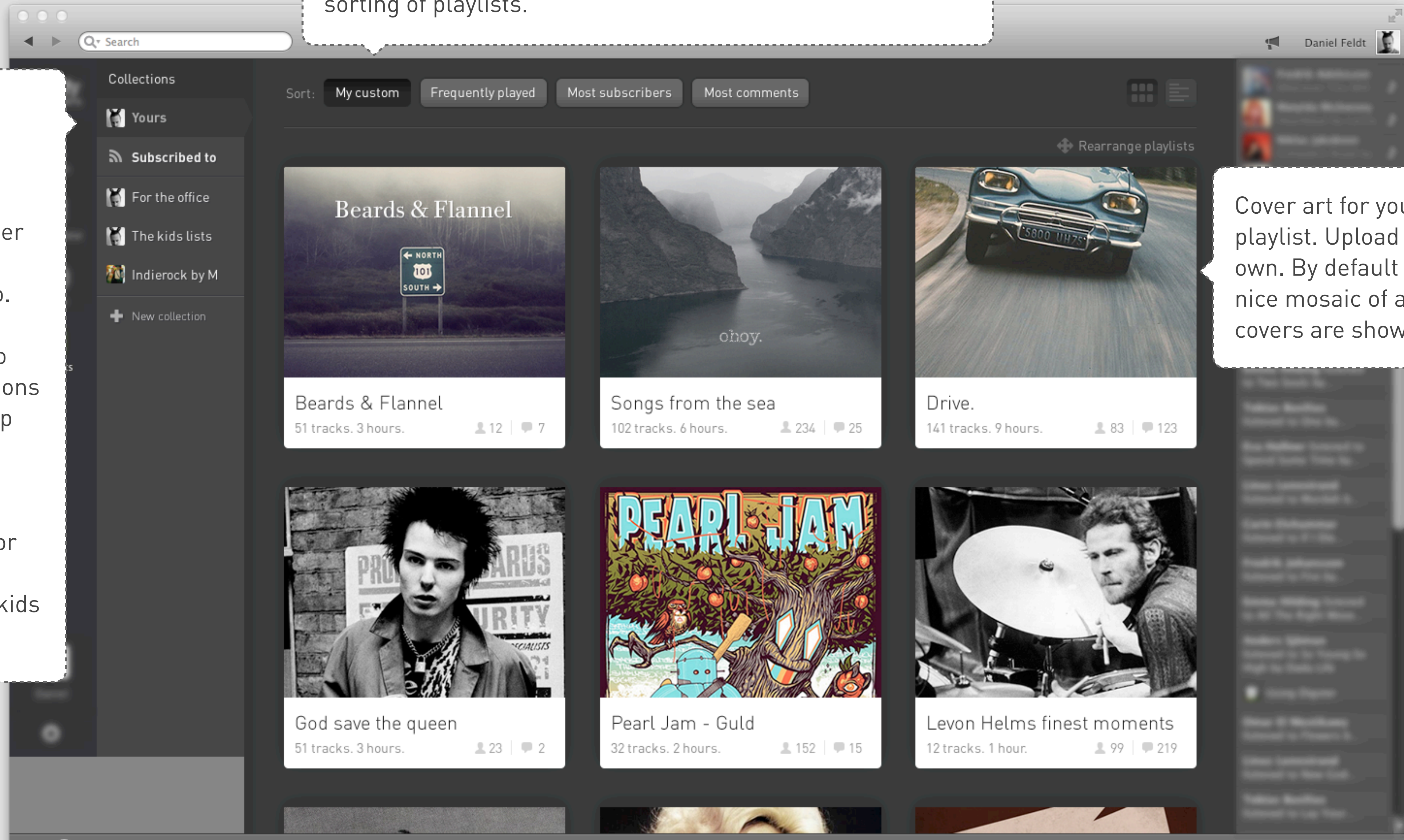
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Cover art for your playlist. Upload your own. By default a nice mosaic of album covers are shown.



Playlist page

The screenshot shows a Spotify Premium interface. At the top, the browser title is 'Spotify Premium'. The search bar contains 'Search'. The user profile 'Daniel Feldt' is visible in the top right corner. The main content area displays the playlist 'Songs from the sea' by 'dafeld', featuring a scenic image of a fjord. The playlist has 141 tracks and a duration of 9 hours. It includes a '+ Subscribe' button and a 'Share' button. The track list is as follows:

Track	Artist	Time	Album	Get	Share
★ The Funeral	Band of Horses	05:21	Everything all the time	📁	🔗
★ Mykonos	Fleet Foxes	02:23	Sun Giant	📁	🔗
★ Breaking Walls	Chief	04:53	Breaking Walls	📁	🔗
★ Head home	Midlake	02:23	The Trials Of Van Occupanther	📁	🔗
★ Mollusk	Beachwood Sparks	02:23	The Tarnished Gold	📁	🔗
★ Last decade	Goldheart Assembly	02:23	Wolves And Thieves	📁	🔗
★ Blood Bank	Bon Iver	02:23	Blood Bank	📁	🔗
★ Sleep Driving	Grand Archives	02:23	The Grand Archives	📁	🔗
★ Meet Me In The Stars	Nervous Nellie	02:23	Why Dawn Is Called Mourning	📁	🔗
★ Throw Your Arms Around Me	Summer Fiction	02:23	Summer Fiction	📁	🔗
★ So Far Around the Bend	The National	02:23	Knotty Pine	📁	🔗
★ Summers	Lonely, Dear	02:23	Dear John	📁	🔗
★ See These Bones	Nada Surf	02:23	Lucky	📁	🔗

On the right side, the creator's profile 'Daniel Feldt' is shown, including a 'Follow' button, a 'Send track/playlist' button, and statistics: Following: 162, Playlists: 29, Followers: 83, Subscribers: 463. An 'About me' section describes him as a young, handsome, and humble UX designer who likes to draw and tweets mostly in Swedish. Social media links for Twitter (@dafeld) and Facebook (daniel.feldt) are provided.

Playlist page

Spotify Premium

Search

Collections

Yours

The kids lists

Indierock by M

+ New collection

Playlists

dafeld / playlists / songs from the sea

Search playlist

Cover art

Created by Daniel Feldt
Stockholm, Sweden

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Connect
dafeld daniel.feldt

Songs from the sea

141 tracks. 9 hours. 83 123 spotify.com/dafeld/songsfromthesea

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Created by

Daniel Feldt
Stockholm, Sweden

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dafeld daniel.feldt

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Trigger the ego by showing subscribers and also adding comments to the playlist. Clicking these loads them in the sidebar next to the playlist.

The creator of the playlist. Connect, send a track/playlist or follow.

Share not only the regular way thru twitter, facebook e t c. But also...

dafeld daniel.feldt

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Trigger the ego by showing subscribers and also adding comments to the playlist. Clicking these loads them in the sidebar next to the playlist.

... create a minisite accessible thru a regular webbrowser.

Share not only the regular way thru twitter, facebook e t c. But also...

The creator of the playlist. Connect, send a track/playlist or follow.

dafeld daniel.feldt

Minisite / Playlist site

Make it easy for the user to share his/her playlist with the world.

Make it easy for the world to listen. Just press play. Ad supported for non logged in users.

The user shares - Spotify brand/service gets more exposure.

The screenshot shows a Spotify web browser interface. The address bar displays the URL: <https://www.spotify.com/dafeld/songsfromthesea>. The Spotify logo is visible in the top left, and the text 'dafeld / playlists / songs from the sea' is in the top center. A green button labeled 'Get Spotify' is in the top right. Below the header is a large image of a fjord. The playlist title 'Songs from the sea' is displayed, along with '141 tracks, 9 hours', '83' users, and '123' likes. A '+ Subscribe' and 'Share' button are present. A table lists the tracks in the playlist:

Track	Artist	Time	Album	Get	Share
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★ Blood Bank	Bon Iver	02:23	Blood Bank	📌	🔗
★ Sleep Driving	Grand Archives	02:23	The Grand Archives	📌	🔗

At the bottom, a player bar shows 'Now playing: The Stars by Nervous Nellie' and 'Breaking Walls by Chief' with a progress bar at 0:23 / 5:32. On the right side, the creator's profile 'Daniel Feldt' is shown, including a 'Follow' button, 'Send track/playlist' button, and statistics: 'Following: 162', 'Playlists: 29', 'Followers: 83', and 'Subscribers: 463'. An 'About me' section describes him as a 'Young, handsome and humble. UX designer who likes to draw. Tweets mostly in swedish. Borka borka. Lord of dance.' and a 'Connect' section shows social media links for 'dafeld' and 'daniel.feldt'.

Build & Discover

The screenshot shows the Spotify Premium desktop application. The main content area displays a playlist titled "Songs from the sea" by user "dafeld", containing 141 tracks. The current track is "Breaking Walls" by Chief. A "Discover mode" overlay is active on the right, explaining that it will interject appropriate songs every third song. Below this, there are sections for "Recommended for this playlist" and "People who starred songs by these artists".

Songs from the sea
141 tracks, 9 hours. 83 likes | 123 comments | spotify.com/dafeld/songsfromthesea

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★ Summers	Lonely, Dear	02:23	Dear John	📁	🔗
★ See These Bones	Nada Surf	02:23	Lucky	📁	🔗
★ Australia	The Shins	02:23	Winning The Night Away	📁	🔗

Breaking Walls
by Chief

Discover mode: ON
Yay! This song? Nay!

Build & expand

Discover mode

With discover mode turned on we will interject an appropriate song every third song. Our supersmart algorithm will make it fit in just perfectly. If you don't like it - just press "Nay" and it'll skip to the song in the playlist. If you like it - YAY! - it will be added to your playlist for future listens.

Turn on Discover mode

Recommended for this playlist

Based on songs from the same artists that other people added to playlists with same tracks as this playlist - these songs should fit in perfectly!

Track	Artist	Album
Sleep Driving	Grand Archives	The Grand Archives
The Funeral	Summer Fiction	Sun Giant
Head Home	Bon Iver	Knotty Pine
See These Bones	The National	Lucky
Australia	The Shins	Blood Bank

More tracks »

People who starred songs by these artists

Other people have starred these songs from the the artists appearing in this playlist.

Track	Artist	Album
Sleep Driving	Grand Archives	The Grand Archives
The Funeral	Summer Fiction	Sun Giant
Head Home	Bon Iver	Knotty Pine

Build & Discover

With Discover Mode turned on Spotify will infuse the playlist/queue with similar songs that will suit the overall mood of the playlist.

If the user is the owner of the playlist they can easily "Yay" or "Nay" the track.

A "Yay" will result in the track being added to the playlist. A "Nay" skips to the next song.

Spotify Premium

Search

Collections

- Yours
- Subscribed to
- For the office
- The kids lists
- Indierock by M
- + New collection

Playlists

dafeld / playlists / songs from the sea

Search playlist

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141 tracks. 9 hours. 83 | 123 | spotify.com/dafeld/songsfromthesea

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More tracks »

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The tip of the iceberg

There are million of other fun stuff you can do and I have lots more ideas that I just didn't have time to put in.

For instance...

Push for the pride

Pamper the users pride of their playlists by showing, and expose even more, their number of followes, subscribers to a playlist etc.

Numbers are fun!

Stats, stats and even more stats for the playlist. Daily number of plays, most popular song of the playlist, which song gets skipped the most.

Words are fun!

Comments on the playlist. I like the Soundcloud-approach of having people comments in the songs. Let people comment transitions between songs.

Play mode

The desktop app needs a nicer play mode a la the iPad app. Turn this to a fullscreen option. I use Spotify alot on my media center at home and on a 42 inch tv. This is the way most users see the app when it's running. Showcase the covers, info and more.

Exercise is fun!

I just want to add that I had a blast the short amount of time that I had with this exercise. Got me really thinking of what I'd like to do with one of my favorite products.

