

SPOTIFY BRIEF IN DEFINING DISCOVERY

THE ASK

HOW CAN WE HUMANIZE THE PLATFORM TO BECOME A GREATER PART OF CULTURE?

SPOTIFY HAS ALWAYS BEEN THE SUPERIOR KNOWING SOURCE ON MUSIC THROUGH THEIR UTILIZATION OF DATA. THEY ARE THE BEST AT CURATION AND PEOPLE TRUST THEM MORE THAN ANYONE TO CONNECT THEM WITH WHAT'S HOT. BUT HOW CAN WE ALSO CONNECT THEM WITH THE PEOPLE, THE TRENDS, THE CAUSES, AND THE INSPIRATIONS THAT INFLUENCE ARTISTS AND THEIR MUSIC?



THE PRODUCT TRUTH

WE ARE DATA STORYTELLERS THROUGH MUSIC.
THESE STORIES GIVE US CONTENT FOR CONTEXT IN OUR WORLD.
THROUGH DATA THEY CAN MAKE THE CONNECTIONS WE CAN'T MAKE OURSELVES.



THE HUMAN TRUTH

CHALLENGING WHAT YOU ARE COMFORTABLE WITH IS PART OF EXPERIENCING MUSIC. THIS IS HOW WE GET LOST IN THE STORIES AND CULTURE SURROUNDING OUR FAVORITE ARTISTS AND GENRES BUT GETTING LOST CAN LEAD YOU TO THE GREATEST DISCOVERIES. THIS IS HOW WE HAVE THE DEEPEST EMOTIONAL CONNECTIONS TO OUR MUSIC?



TENSION

THE BIG PICTURE:
OUR CULTURE HAS AN INABILITY TO CONNECT

WHAT IT MEANS FOR SPOTIFY:
STREAMING CULTURE HAS HINDERED OUR ABILITY TO CONNECT WITH MUSIC IN THE SAME WAY WE USED TO.
HOW CAN WE COUNTER THIS BY NARROWING THE DISTANCE BETWEEN ARTIST AND FAN?



OPPORTUNITY

MUSIC IS AN ESCAPE. MUSIC HAS ALWAYS REFLECTED WHAT IS HAPPENING IN THE WORLD, AND TOLD A GREATER STORY ABOUT OUR SOCIETY AND OUR CULTURE. THERE IS AN ENTIRE WORLD BEHIND THE MUSIC THAT MAKES MUSIC MEAN MORE TO US ON A HUMAN LEVEL.



TARGET


HARD SUPPORT: ACTIVE LEARNING EXPLORING MUSICAL PIONEERS

STRATEGY


MAKE SPOTIFY THE GATEWAY TO GET LOST IN THE STORIES OF MUSIC. -- HOW CAN WE BLOW OUT THE STORY OF MUSIC THAT BREAKS THE BARRIER OF MINDLESS STREAMING THAT CAN BE BENEFICIAL FOR THE ARTIST AND THE FANS. HOW DO WE HARNESS THE STORIES OF ARTISTS AND GENRES TO HELP PEOPLE GET LOST BEHIND THE MUSIC, AND SHOW HOW MUSIC TELLS GREATER STORIES ABOUT WHAT HAS HAPPENED AND WHAT IS HAPPENING IN THE WORLD

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CONSIDERATIONS AND THOUGHTSTARTERS

 THE ACT OF GETTING LOST IS OFTEN VISUALIZED SIMILAR TO ENTERING A RABBIT HOLE (ALICE IN WONDERLAND) OR EVEN WALKING THROUGH A DOOR/WARDROBE (NARNIA)


 THE LOST AND FOUND OF MUSIC; CONNECTING THE DOTS;

 REMEMBER BACK TO WHEN PEOPLE HAVE RANDOM FACTS AND WEIRD STORIES THAT YOU WOULD THINK NO ONE WOULD EVER KNOW -- WE ASK, "WHERE/HOW DO YOU KNOW THAT?" WE WANT SPOTIFY TO BE THAT HUB INTO THE RABBIT HOLE, THE PLATFORM THAT PEOPLE GET INFORMATION ABOUT MUSIC CULTURE AND IN THAT CONNECTING PEOPLE WITH OTHER PEOPLE AND PEOPLE TO MUSIC.

 HOW CAN WE USE DATA TO CONNECT PEOPLE GLOBALLY? CAN WE CREATE A MAP TO ALLOW PEOPLE TO SEE WHO ELSE IS SIMULTANEOUSLY LISTENING TO THE SAME ARTIST OR SONG AROUND THE WORLD?

 IN WHAT WAYS CAN WE INCORPORATE LOCAL MUSIC STORIES? COULD IT INCLUDE GROUPS LIKE COLLEGE RADIOS, AN ARTIST'S HOMETOWN FANS, OR SMALL MUSIC VENUES? (WHAT STORIES WOULD THOSE GROUPS HAVE TO SHARE THAT CAN CONNECT BACK TO ARTISTS AND/OR THEIR FANS?)

 ARE THERE ARE ANY DISTINCT ARTIST SUBCULTURES THAT COULD BE USED AS GOOD CASE EXAMPLES FOR THE PRESENTATION?

 WHAT ARE SOME LIFE MOMENTS THAT PEOPLE SHARE OVER MUSIC AND HOW CAN SPOTIFY USE THAT TO TELL A STORY OF CONNECTION? (IE: FIRST WEDDING DANCE SONGS, HIGH SCHOOL SPORTS "ENTRANCE SONGS," GO-TO PUMP UP SONG)