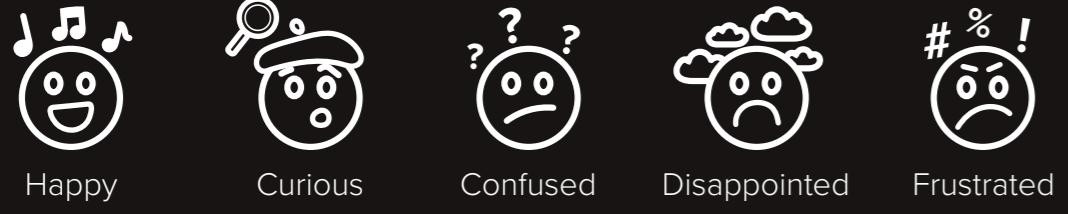




# Switching to Spotify Premium

Journey map exploring the user experience of switching from a free to premium account.

## Diego's Emotions



## Starting Point

### Actions

1. Listens to music with ads
2. Limited number of skips
3. Can only listen to playlists on shuffle

### Thoughts

- I wish I had more control over the music.
- These ads are SO annoying.
- I want to skip more than 6 songs.



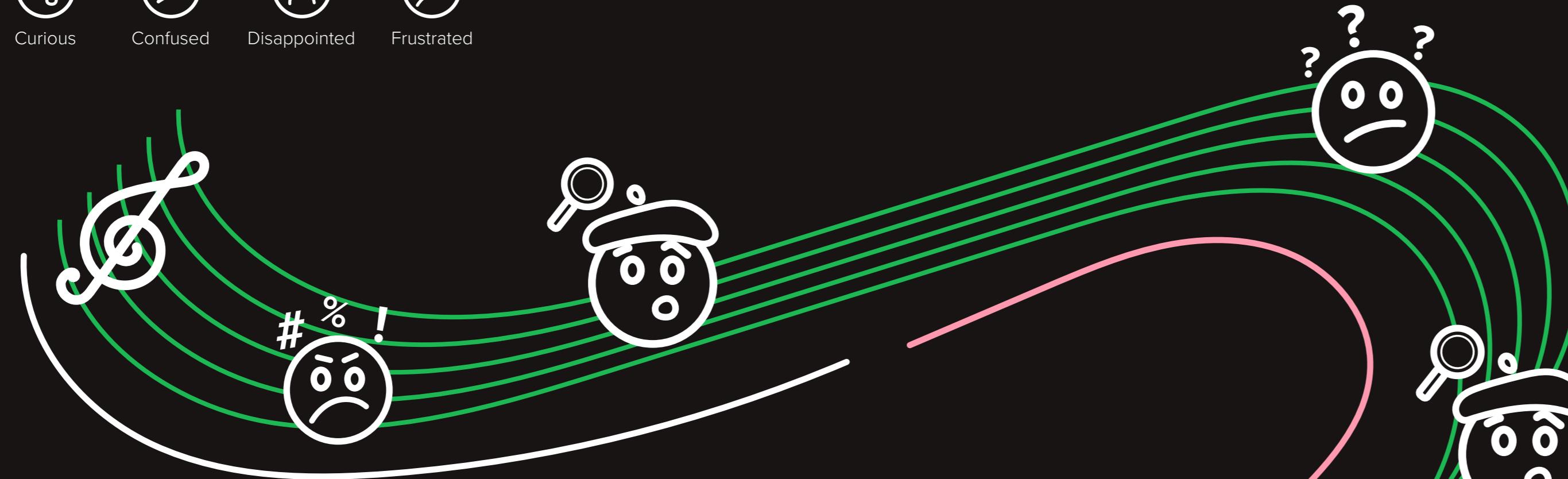
## Diego Aladio

Diego is a **16 year old high school student** who **always has his earbuds in**, listening to music. He just got his learner's permit and a part time job so he can save up for a car.

Now that he has some extra cash, he's thinking of investing in Spotify premium so he can **listen to his favorite music on his own terms**. Since he's saving, he **wants to make sure premium is worth it** before he switches.

## Insights

Areas on the map with this symbol have been flagged as opportunities for improvement. One area that could be improved is including high school students in the student pricing plan. Another is helping users understand premium features and shortcuts such as swiping right on a song to add it to the queue.



## Research

### Actions

7. Finding how much Spotify premium costs
8. Learning student accounts are only for college students
9. Learning about offline listening

### Thoughts

- It's not fair that I can't pay student prices.
- Offline listening will be really helpful for when I take the train!



## Making The Change

### Actions

10. Select plan in account information on website
11. Enter payment information
12. Start using premium features

### Thoughts

- How do I download songs?
- How do I add songs to my queue?
- Are there shortcuts for these actions?



## Listening To Music

### Actions

13. Click three dots to add songs to queue
14. Listen to playlists in order
15. Skip as many songs as desired

### Thoughts

- I'm so glad I finally have control over my music.
- This is definitely worth the \$10 each month.
- I can't wait to see how my Spotify Wrapped is different now that I have more control over what I listen to!

## Internal Ownership

The team responsible for UX/UI should make sure users can take advantage of all the bells and whistles Spotify has to offer. It could be helpful to have in-app tutorials showing shortcuts and other novel features. The marketing team should consider how they can expand student prices to high school students.

