



Switching to Spotify Premium

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

Diego's Emotions



Happy



Curious



Confused



Disappointed



Frustrated

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.

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!

Desire

Actions

4. Considering a premium account
5. Asking friends if they think premium accounts are worth it
6. Calculating spending and saving expenses

Thoughts

- Everyone I know uses premium.
- It would be so nice to listen to music however I want.
- I want to have the same features that my friends do.

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!

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?



Diego Alardio

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.

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.