SPOTIFY IN MOTION

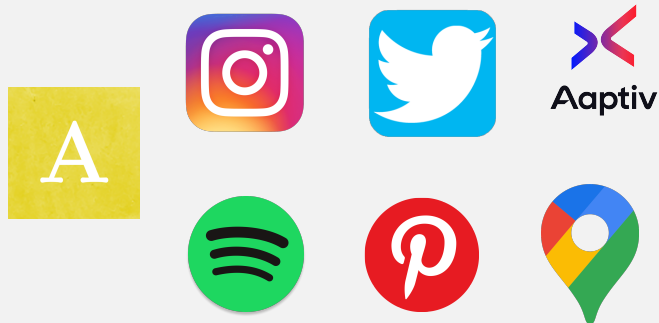Ideation, Prototyping & Testing

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INTRODUCTION

What is an app you would love to have? | What would be its purpose?

- I wish there was an app that would allow users to use voice commands to listen to music while driving. The application would sync the user's favorite playlists on Spotify and adjust while the user is driving. The user would be able to say voice commands to Siri that would skip songs, shuffle songs, restart songs and find songs that are similar to the song being played.

- This app would allow users to keep their eyes and hands on the wheel and would allow them to listen to their favorite music safely.

- The purpose of this app is to give users a hands-free music experience so that they can listen to their favorite music and verbally select songs while driving.

WHAT APPS DO YOU USE FREQUENTLY?
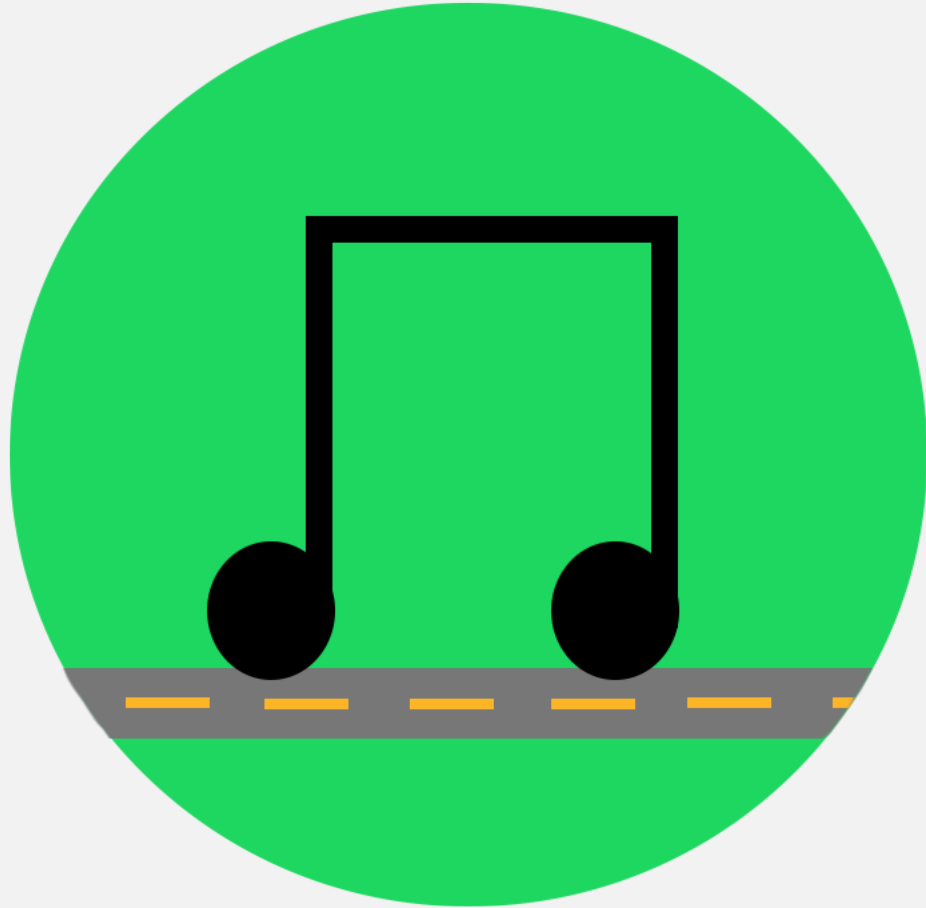
Apps that I like/use a lot:

I enjoy using these apps for their experiences, design and usability. Most of them are used for entertainment or news, while others are for actions like driving and working out.

Apps that I don't like:

I don't love using these apps, mostly because of their usability issues. The Outlook app is not great on a phone or computer. The design is cluttered, and it is hard to find chain emails. The Pandora app has a lot of bugs.
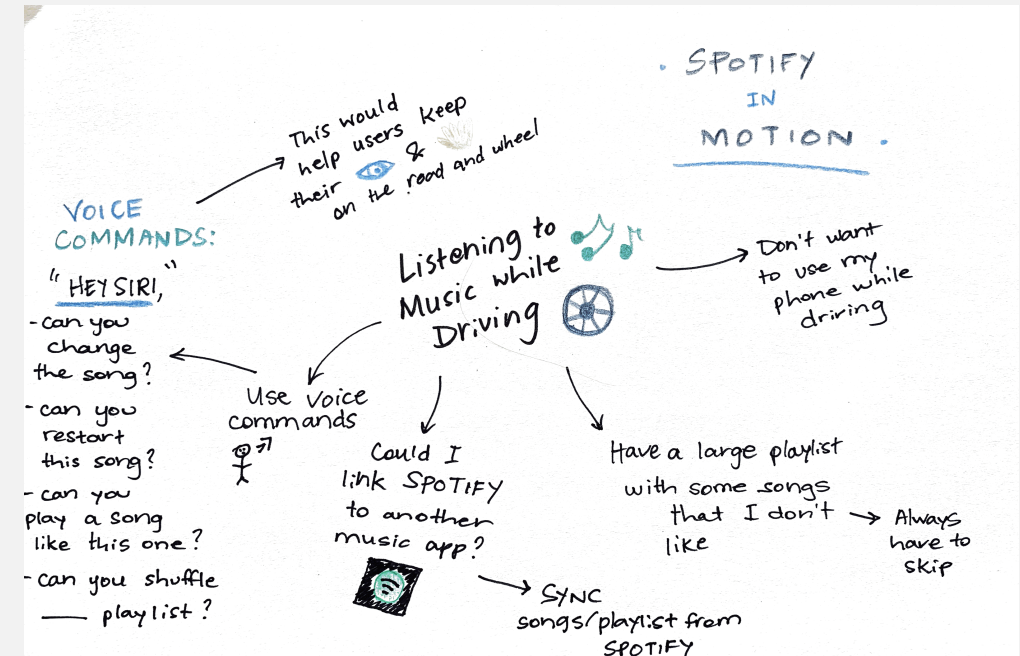
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- This app idea was created with safety and the user's music experience in mind.

- 1.6 million crashes occur every year because someone is using their phone will driving (Simply Insurance, 2020). This app would help drivers listen to music on their Spotify app safely by using voice commands to change songs, pick new songs or restart songs.

IDEATION METHOD 1: MINDMAP

- To spark ideas about my thoughts around listening to music while driving, I created a Mindmap. The Mindmap allowed me to generate ideas based on my POV statement.

- I created voice commands that the users would use while driving and listening to music.

- POV Statement: Users that listen to music in their cars NEED an app that has a voice command system so that they can stay on the roads.

IDEATION METHOD 2: SKETCHING

- I used the Sketch technique to visualize what the app would look like on a phone and what a user's car setup might look like.

- This method allowed me to visualize the process a user would take when opening the app and getting ready to drive. I added the "Drive Mode" button on the app while sketching. The Drive Mode button would be turned on when the user is about to start driving. This would activate the voice command feature and allow Siri (or the Android's Siri) to hear the user when there is a command.

- The Spotify in Motion app would sync the user's songs from their Spotify account and allow them to listen to the same music.