

BUSINESS GOALS	SHARED GOALS	USER GOALS
<p>Design a new social feature that embeds within the current Spotify platform in any device</p> <p>New feature should smoothly work within the rest of the app</p>	<p>Make new feature seamless with current design of the app</p> <p>Make sure social features are easily found</p> <p>Increase engagement through social connections</p>	<p>Have background music playing while at work</p> <p>Listen to playlists while driving in car</p> <p>Discover new music from different genres</p>

TECHNICAL CONSIDERATIONS
<p>Possible use of intelligent software</p> <p>Integration of new feature with existing interface</p> <p>Assuring new feature is responsive across multiple devices</p>