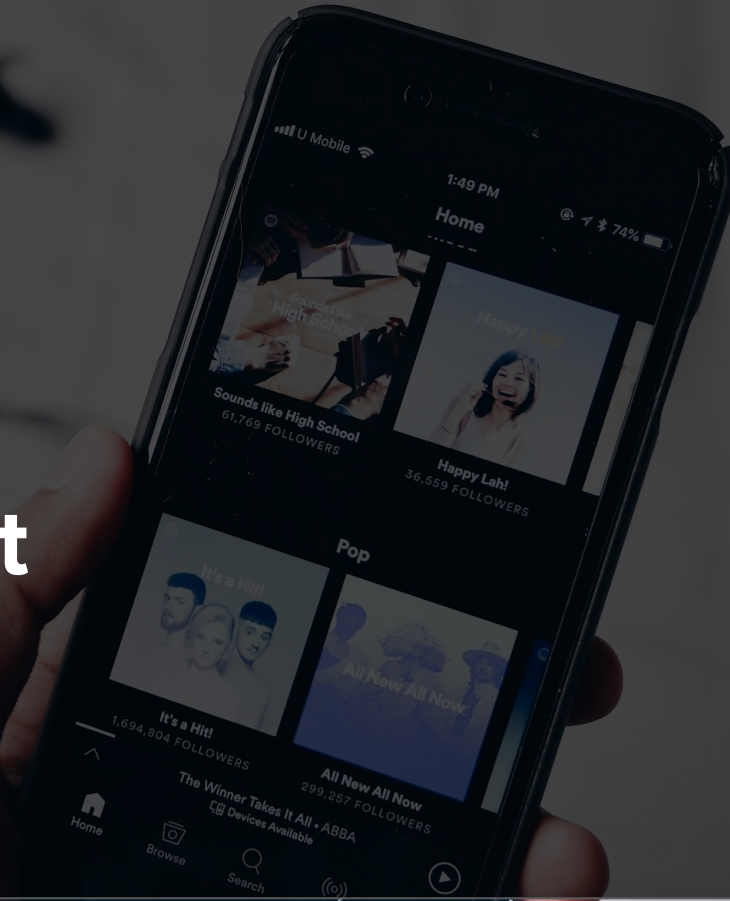


Team Dragon Fruit

Rustie Anglin

Braydn Hall

Zoryna Pinchunchenko



Find an ownable value proposition for Spotify Premium to uniquely improve and own the **pre-show journey of discovery and planning** for live experiences



RESEARCH

PLANNING



Secondary Research:

- Competition
- Concerts
- Community
- Airbnb Experience

Primary Research:

Quantitative

- Qualtrics Survey
 - 77 Survey Respondents

Qualitative

- Focus group
 - 3 Attendees
- 13 One-on-one interviews

SECONDARY RESEARCH



Competition

- YouTube integrated ticketmaster into their app and website in 2017 (Perex, 2017).
- Ticketmaster started selling on Facebook in 2016 and on Tidal in 2015 (Steele, 2016; Singleton, 2015).
- Pandora purchased TicketFly in 2015 (Singleton, 2015).
- Tidal's ticket service provides early access to events and exclusive merchandise (Singleton, 2015).

Competitive Analysis



Product/Service Description	Mobile and web based app that offers music and video streaming services	Mobile and web based service included with prime membership	Mobile and web based service that offers custom radio stations	Mobile and web based app which allows for streaming and storing users music on app
What do they do that nobody else can do?	It is the ultimate streaming service offering many options for users	Curated songs included with prime	A hand-curated listening experience	Millions of songs at your finger tips
Key Features	1. Beats 1 Radio Station 2. Video 3. Search for music through lyrics	1. Premium & HD Version 2. Ad free listening 3. Alexa interaction 4. Exclusive content	1. The Music Genome Project 2. Radios 3. Premium Service	1. Free version 2. Local storage 3. Premium includes YouTube Music
What do they lack?	No free service besides Beats 1 station. Lower quality of music on app compared to other apps	No free service, you must have prime for prime music. Unlimited and HD are extra	Only available in the United States. UX doesn't stack up to Spotify and Apple music	Google is trying to replace this application with YouTube music

SECONDARY RESEARCH



Concerts

- Research indicated that 51% of people bought tickets to see artists discovered through streaming (Eventbrite, 2015).

Community

- “As human beings, we need a sense of belonging, and that sense of belonging is what connects us to the many relationships we develop” (Ikeda Center, 2005).
- “Community saves us from the isolation and alienation we fear” (Ikeda Center, 2005).

PRIMARY RESEARCH



Survey:

- 77% of survey respondents used streaming services with 60% of those respondents using it several times a day (Dragon Fruit Survey, 2019).
- 69% of survey respondents pay for their streaming service because they enjoy the benefit of the premium features (Dragon Fruit Survey, 2019).
- 80% of respondents go to concerts with a majority of respondents going because of the atmosphere (Dragon Fruit Survey, 2019).

PRIMARY RESEARCH



Focus Group:

“People will scalp tickets and raise the price” -White male, 20

“I don’t want to pay unless I know that I already like the artist, because otherwise you’re taking a huge risk, if you hate the music being played you just wasted your money and you wasted the evening” -White male, 23

PRIMARY RESEARCH



One-On-One Interviews

“I do enjoy local artists. I enjoy going to eat or to the bars and **hearing the local talent play it makes the experience more fun**...Unless I hear them live somewhere near me I wouldn't hear about them otherwise.” -Caucasian male, 23

“[I would like] the option to listen to [artists] before I go. Like **‘This person is playing at ___ next week. Here are some of his top songs.’**” -Caucasian male, 25

“I am on a variety of email lists for local venues, I follow artists on facebook, and I frequent the kind of places that put up concert posters.” -Caucasian male, 26

PRIMARY RESEARCH



One-On-One Interviews

"I wish there were **more interactive events before/after** concerts" -Caucasian male, 21.

"Planning a concert is **way harder than it should be**"
-Caucasian male, 20.

80% of our interviewees said they would be **interested in a community based around their favorite music** and would enjoy meeting other fans to go to concerts with.



Target Audience



Personas: Festival Vibing

Veronica



- Veronica is a 24 year-old free-spirited lover of all things music. She graduated 2 years ago and spends her time working as a barista while saving for graduate school.
- In the meantime, Veronica is an avid festival junkie, spending time searching and traveling to her favorite music festivals with her friends.
- Not only does she still use her iPod Nano to listen to all her favorite songs, she is also a collector of classic vinyl records.
- Veronica prefers the concert going experience over anything else.

Personas: Busy Life Baxter



- Baxter is a 28 year-old young urban professional. He's always on-the-go, traveling all the time for his consulting job.
- Even though he enjoys his productive lifestyle, Baxter often feels lonely when he travels from city-to-city.
- The one constant that Baxter has in his life is his love of music. Traveling all the time, he often relies on his various types of podcasts and music playlists to keep him company.
- Baxter would much rather find local events then stay in his hotel room all day

Personas: Limited Living Lauren



- Lauren is 19 years old and currently attending college at a Liberal Arts school. She often spends her days studying and reading classic literature.
- She loves listening to music and longs to go see her favorite artists live. The only problem is, the closest city that hosts big-name concerts is at least 3 hours away.
- Her college lifestyle makes it hard for her travel, resulting in her having a sense of “fear of missing out”. All her friends go to bigger universities and have easier access to concerts.
- Lauren utilizes many social media platforms to keep her connected with her peers.

The Big Idea

**Create a shared
premium experience
through Spotify**

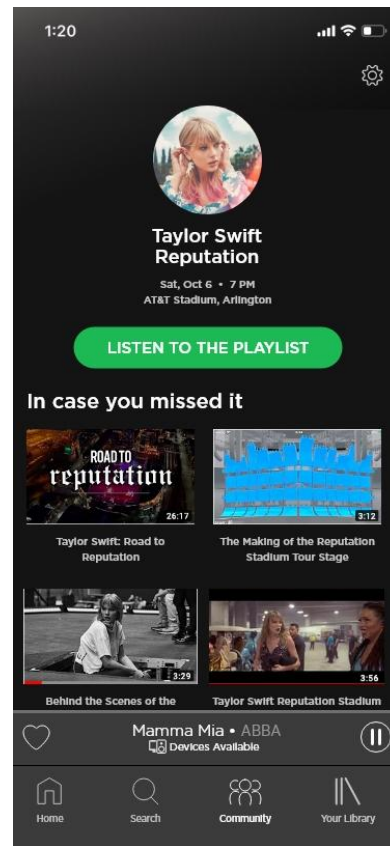
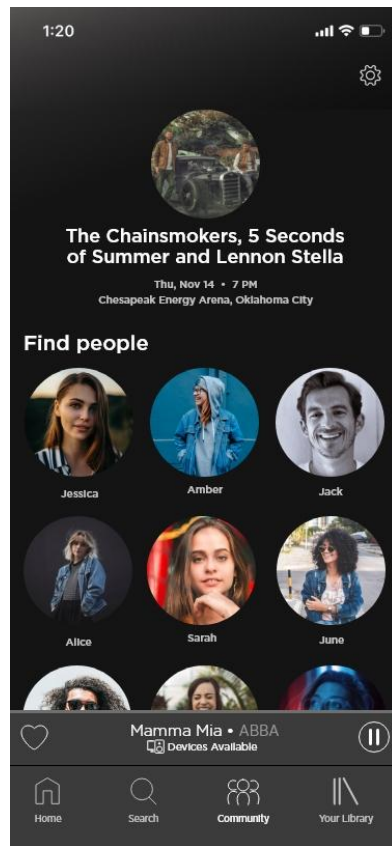
THE SPOTIFY COMMUNITY



Community:

- Discover people to attend concerts with
- Offer a Spotify community ticket resale
- Check-in at the concert for exclusive behind the scenes content, e.g. how the music was made, interviews with the artists, etc.
- In case you missed the concert:
 - Concert playlist
 - Short clips from the concerts

Mock-ups



VALUE PROPOSITION



**For Spotify Premium users
who want a community,
Spotify Premium is not just
premium music it is a
premium experience at every
point of contact**

Value Proposition During the Journey

Strategy Approach of Experiences

For Spotify Premium users who want community, Spotify Premium is not just premium music it is premium experience at every point of contact.

Discovery	Purchase	Pre-Show	At the Show	Post-Show
Spotify provides information to users on local events	Spotify offers ticket sales through the app, as well as a platform to resell tickets	Spotify can provide a social-like app for users to meet people to attend concerts with	Spotify will offer the ability to check in at the show to receive exclusive content	Spotify will offer an "In case you missed it" section
A notification on a user's cellphone: "An artist you may like is performing at [nearby venue] next week. Listen to their top songs now."	A notification on a user's cellphone: "Check out the Spotify Community for tickets to the [enter artist] concert."	In the app you can go to the community section to find users who are also going to the concert you are going to.	"You have checked in to the [insert artists name] concert here is exclusive behind the scenes video from making of the album."	This will provide playlists of the songs played at the concert and video from the concert.

VALUE PROPOSITION



Consumer Journey Map

	Discovery	Purchase	Pre-Show	At the Show	Post-Show
+ -			Getting to see the artist		
				Aesthetic atmosphere	
	New Music		Traveling/preparing		
	Wanting to see the band in concert	The excitement	Bringing people together	5 senses radiating	Satisfying experience
		New experience		The tangible effect	
	Tickets too expensive	Spending money	No one to go with	Annoying crowds	Traffic
		Trying to plan	Losing interest	Bad Performance	Post-concert depression
	Too far away	Finding the right time to go		Dangerous conditions	
					Was it worth it?
		Friends canceling			

OTHER CONSIDERATIONS



Using an Airbnb experience through the platform of Spotify:

When you check into your Airbnb, it connects you through Spotify; allowing you to have access to local artists, music festivals, and other popular concerts as a means for crafting a community.

Spotify points:

A point system where the premium user earns “points” by going to concerts/ other interactions through Spotify. Redeem points for discounted concert tickets, special edition concert passes and other concert-related promotions.

Microtransactions:

Pay-as-you-go method

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Questions?