amazon music X Pratt

AMAZON MUSIC DESIGN CHALLENGE

STAYING TUNED

A 7-DAY RETENTION PLAYBOOK

TEAM ECHO

Your 7-Day Music Recap is Here!

Can't believe it's been a week! Here's your music recap—made just for you. You might uncover something unexpected!

Explore Now

Dismiss

Qiaochu

Total Songs Listened This Week
297

Your Week Theme
Chill & Lo-Fi

Most Played Artist
Idealism

You spent 423 minutes in their world.

You've Been in a Chill State of Mind

This week, you vibed to dreamy instrumentals and mellow beats.

Floating
idealism

a moment of silence
idealism

THE TEAM

TEAM ECHO

ROSHNI
GANESH

QIAOCHU ZHANG
(JESSICA)

WANCHEN SUN
(IRIS)

MERLYN
KOONAMPARAMPATH

THE NEED

HOW MIGHT WE craft a compelling and seamless customer experience strategy for Amazon Music that enhances engagement, builds long-term loyalty, and ensures users find continuous value across its tiered offerings?
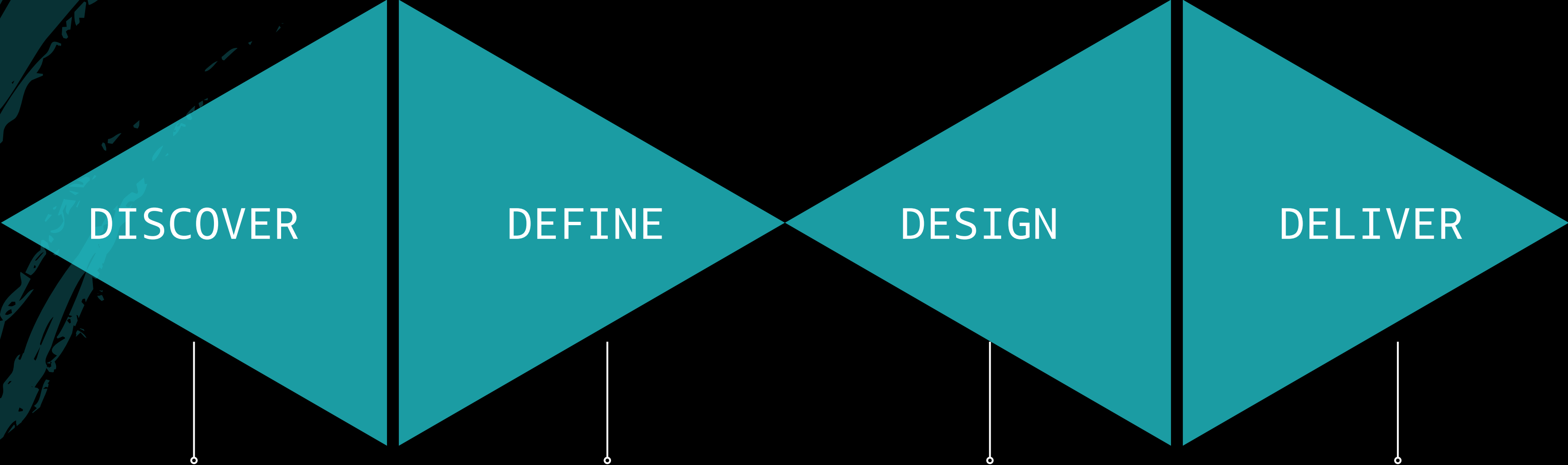
OVERVIEW

THE SOLUTION

OUR STRATEGY - Maximize retention of new Amazon Prime members within their first 7 days by:

- Showcasing the value of Amazon Music Prime upfront.
- Simplifying the transition from other streaming platforms.
- Introducing engaging incentives to encourage long-term usage.

Let's Rewind

DISCOVER

DISCOVER

DEFINE

DESIGN

DELIVER

Empathy Building - Knowing all about our users!
- Survey / Interviews Questions
- Survey / Interviews Findings

Problem Definition - What are we solving for?
- User Persona
- Current Journey Mapping
- Key Insights
- Problem Statements

Ideation - What are our possible solution areas?
- Brainstorming
- Final Proposed Solution

Test and Repeat - Solution refining!
- Hi-Fi Wireframes / Prototypes

SNEAK-PEEK: WHAT DID WE ASK?

Survey - 104 Responses

- Listening Behaviors
- Music Subscription
- Amazon Music
- Features - Like & Dislike

Interview - 10 Interviewees

? How does music fit into your daily routine?

? Do you create and curate your own playlists?

? How did you first start using Amazon Music? (e.g., Alexa, Prime membership, Echo, Fire TV, etc.)

? How do you typically discover new music?

? What made you a premium user of your primary music app?

? Describe the last time you felt frustrated with your music streaming app

SNEAK-PEEK: WHAT DID WE FIND?

"I had **no idea I even had these Prime Music benefits**—it's not really something I ever noticed."

I love trying out new apps in general, but only thing stopping me from migrating to other music apps is the inability to **migrate my playlists** that have been curated over years!

I don't want to switch to another platform because I'd have to go through the process of importing my playlists and rebuilding my music profile from scratch.

I use Alexa to play music sometimes, so that's how I use Amazon Music!

It's important to have music service integrates with other apps or devices

Song Suggestions - being able to **search for a vibe maybe like a ChatGPT** for music?

I listen to music all day everyday and mostly on my phone!

I upgraded my tier because I **wanted ad-free listening, unlimited skips**, and the price looks like a great deal.

Abundant music resources, Good music quality, No ads

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PERSONA MAPPING

Alex

Interior Designer

Alex is a busy young professional who seamlessly juggles her demanding work life and personal passions. As an interior designer, she spends hours immersed in creative projects, with **music as her constant companion**. Whether designing spaces or commuting, music is an integral part of her everyday routine, keeping her inspired and engaged.

> "A Soundtrack for Every Part of My Day."

Demographics

- Age: 27
- Income: $50,000/year
- Status: Single
- Location: Los Angeles
- Tech-savvy and subscribes to multiple digital services

Pain-points/Frustrations

- **Inaccurate Recommendations** – Repetitive or irrelevant suggestions make discovery frustrating.
- **Poor Cross-Device Sync** – Playback doesn't transition smoothly between apps and devices.
- **Inconsistent Audio Quality** – Sound quality varies across platforms.
- **High Subscription Costs** – Premium plans are expensive; free tiers have excessive ads and limits.
- **Playlist Migration Issues** – Difficult to import playlists from other apps, making switching tedious.

Need

- **Smarter Recommendations** – Adaptive suggestions based on taste, mood, and activities.
- **Seamless Cross-Device Sync** – Smooth playback transitions across apps and devices.
- **Consistent Audio Quality** – High-quality sound regardless of platform or network.
- **Affordable Plans** – Budget-friendly options with fewer ads and better value.
- **Easy Playlist Import** – Quick setup with personalized curation and effortless playlist migration.

CURRENT USER JOURNEY MAP

GENERAL USER JOURNEY (ANY MUSIC STREAMING SERVICE)

	Awareness & Consideration	Onboarding & First Use	Listening & Engagement	Advanced Exploration	Long-Term Usage or Drop-off
User Actions	Researches (through recommendations) music apps, checks pricing, features.	Creates account, imports playlists, sets preferences.	Plays music, discovers new songs, makes playlists.	Explores premium features, customizes settings, connects with other apps/devices.	Stays engaged or cancels due to issues.
Touchpoints	Overwhelmed by options, unclear benefits.	Difficult existing playlist migration/recommendations, confusing UI.	Poor recommendations, playback issues.	Hidden features, unclear value of premium.	High costs, lack of integration.
Needs	Clear comparisons, personalized recommendations.	Easy setup, smooth playlist transfer.	Smart discovery, seamless playback.	Transparent premium benefits, better cross-platform integration.	Flexible pricing, better cross-device experience.
Emotions					

DELIGHTED

NEUTRAL

FRUSTRATED

AMAZON MUSIC-SPECIFIC USER JOURNEY

User Type	Awareness	Onboarding	Listening & Engagement	Long-Term Usage or Drop-off	Needs
Drop-off User (No Awareness After Prime Subscription)	Unknowingly gets Amazon Music with Prime but doesn't explore it.	Never opens the app due to lack of awareness.	Sticks to other services (Spotify, YouTube).	Doesn't engage; Amazon Music remains unused.	Better onboarding and awareness campaigns within Prime.
Occasional Listener (Through Alexa/Fire TV)	Knows about Amazon Music via Alexa or Fire TV.	Uses voice commands but never explores app features.	Listens casually, doesn't create playlists.	Limited engagement beyond smart device integration.	Better app promotion and playlist creation guidance via Alexa/Fire TV.
Engaged User (Active Amazon Music Listener)	Chooses Amazon Music for its features.	Sets up profile, imports playlists, explores settings.	Regularly plays music, curates playlists, uses offline mode.	Stays subscribed, integrates with Alexa, Fire TV.	Smarter music recommendations, exclusive content, and seamless cross-device experience.

KEY INSIGHTS

People don't feel motivated to upgrade their tiers—they either aren't aware of the benefits or don't realize they're already Prime members.

Music recommendations often feel inaccurate and unsatisfying, especially for new users who haven't built up enough listening history for the app to make accurate suggestions.

People are hesitant to switch platforms because rebuilding their music profile is annoying and time consuming.

PROBLEM STATEMENTS

HOW MIGHT WE **effectively communicate the benefits of Amazon Music with a Prime membership**, ensuring users recognize the full value, seamlessly integrate it into their routine, and are encouraged to upgrade to Amazon Music Unlimited for an enhanced experience?

HOW MIGHT WE **create and communicate a seamless, dynamic personalized playlist experience on Amazon Music** that adapts to users' evolving tastes, helping them discover relevant music and enhancing their overall engagement with the service?

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DESIGN STRATEGIES BRAINSTORMING

Ideation 1
Encourage users to upgrade their subscription and convert Amazon Prime members to Amazon Music Prime.

Ideation 2
Expand product use cases and introduce social features to improve retention.

Ideation 3
Leverage Amazon's ecosystem, including Alexa, Echo, and Amazon.com.

Ideation 4
Enhance AI-powered personalized playlists and recommendations.

FINAL PROPOSED SOLUTION

OUR STRATEGY

♪

Maximize retention of new Amazon Prime members within their first 7 days by:

- Showcasing the value of Amazon Music Prime upfront.
- Simplifying the transition from other streaming platforms.
- Introducing engaging incentives to encourage long-term usage.

More importantly, this solution is designed for practicality and easy implementation. It doesn't require significant changes or overhauls. We're simply **enhancing Amazon Music's existing unique selling points (USPs)** and **making them more visible to users.**

FINAL PROPOSED SOLUTION

WHY
FOCUS ON THE
FIRST 7 DAYS?

Retention data shows a sharp decline in Prime user engagement—from 100% in month 1 to 89.94% in month 2, and 62.6% by month 12. The first week is crucial to capture attention and boost long-term retention.

The first seven days are crucial for shaping new Amazon Prime members' habits. This is the key time to introduce Amazon Music before users switch to other services.

By engaging users early, we can:

- Make Amazon Music their go-to streaming platform
- Drive repeat usage and long-term engagement
- Seamlessly guide them toward upgrading to Amazon Music Unlimited
- Leverage the Amazon ecosystem to fulfill all their entertainment and shopping needs

FINAL PROPOSED SOLUTION

THE PLAYBOOK♪ TIMELINE

🎉 DAY 0: The Grand Introduction post getting Prime Membership

- **Welcome Email:** Kick things off by introducing Amazon Music to new Prime members and prompt them to use the app.

- **Onboarding Flow:** Guide users to explore the app with a simple and engaging onboarding experience, primarily introducing them to all the benefits of Amazon Music, such as personalized playlists, exclusive content, and seamless integration with their Amazon Prime membership.

FINAL PROPOSED SOLUTION

THE PLAYBOOK ♪
TIMELINE

🔄 **DAY 2/3: Time to Explore More**

- **Import Playlist Pop-Up:** Encourage users to import their existing playlists from other platforms. Giving options like "Try Now" or "Maybe Later"—make it easy for them to jump in.

FINAL PROPOSED SOLUTION

THE PLAYBOOK♩
TIMELINE

⏰ DAY 4/5: Reminding & Engaging

- **Import Playlist Banner Reminder:** For users who haven't imported their playlists yet, gently remind them with a banner on their homepage.

- Send **additional email reminders highlighting the benefits of Amazon Music** and encouraging them to explore further.

FINAL PROPOSED SOLUTION

THE PLAYBOOK ♪
TIMELINE

📊 DAY 7: The Big Reveal

- **Music Report Banner:** Provide a personalized music report, showing what they've listened to, and celebrate their journey so far.

- **Introducing Maestro Bot:** Introduce users to Maestro, the AI-powered bot, to spark their curiosity about a ChatGPT-like playlist curation experience with Amazon Music tailored to the users' unique tastes and moods.

HI-FI WIREFRAMES / PROTOTYPE

Onboarding Flow

Ensure users recognize the benefits, actively explore unique features, and remain engaged throughout their experience.
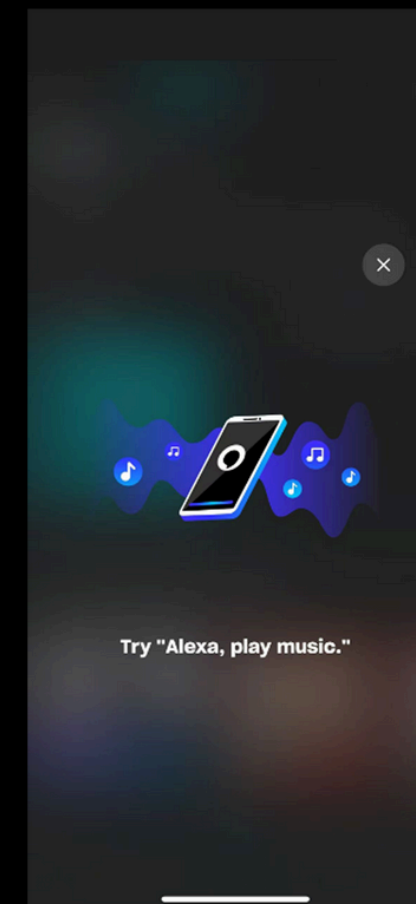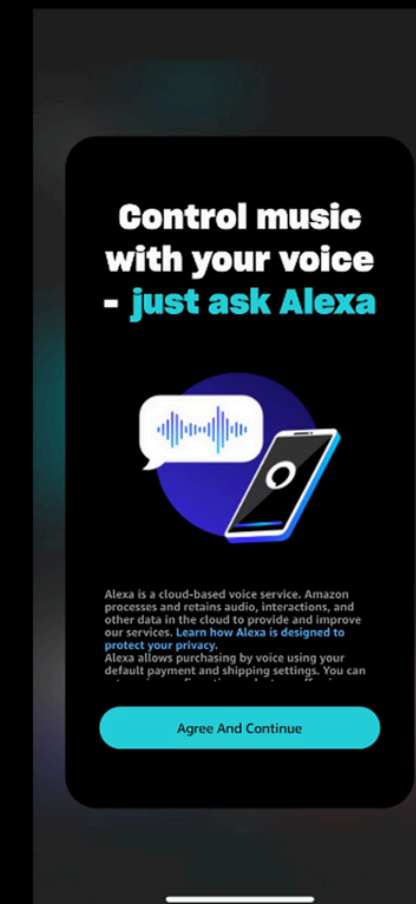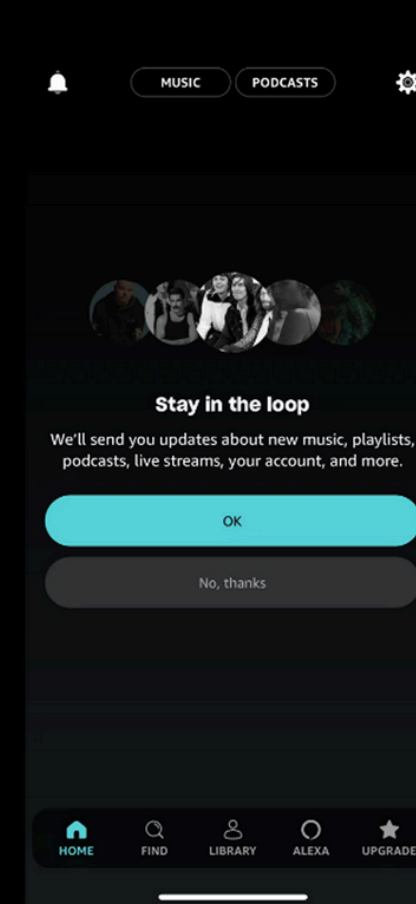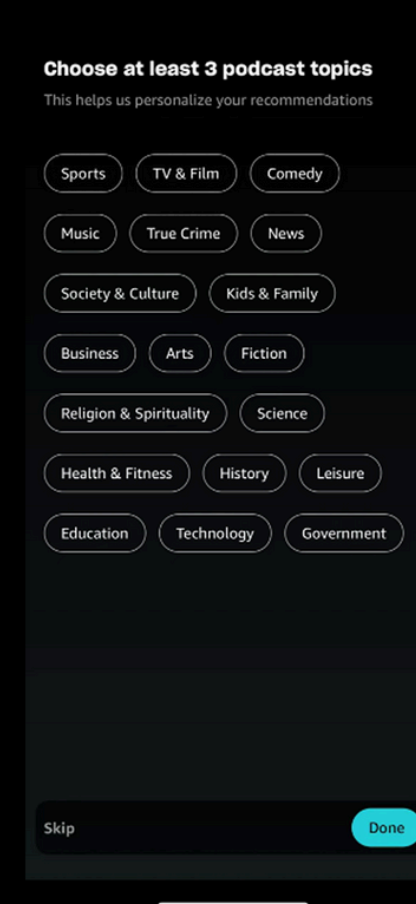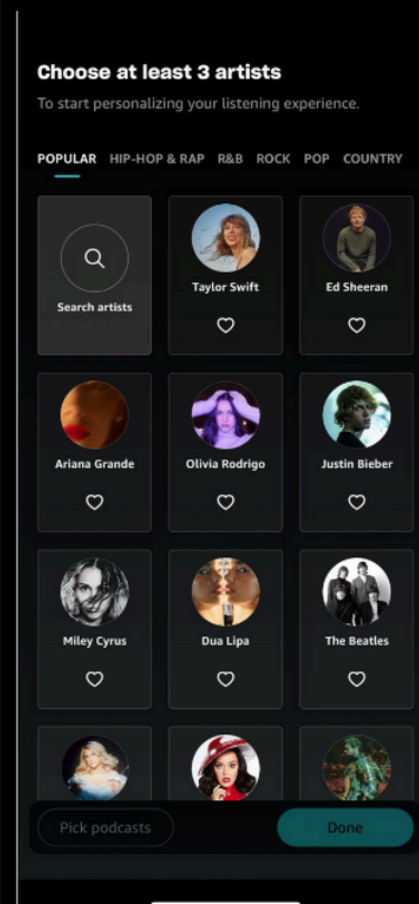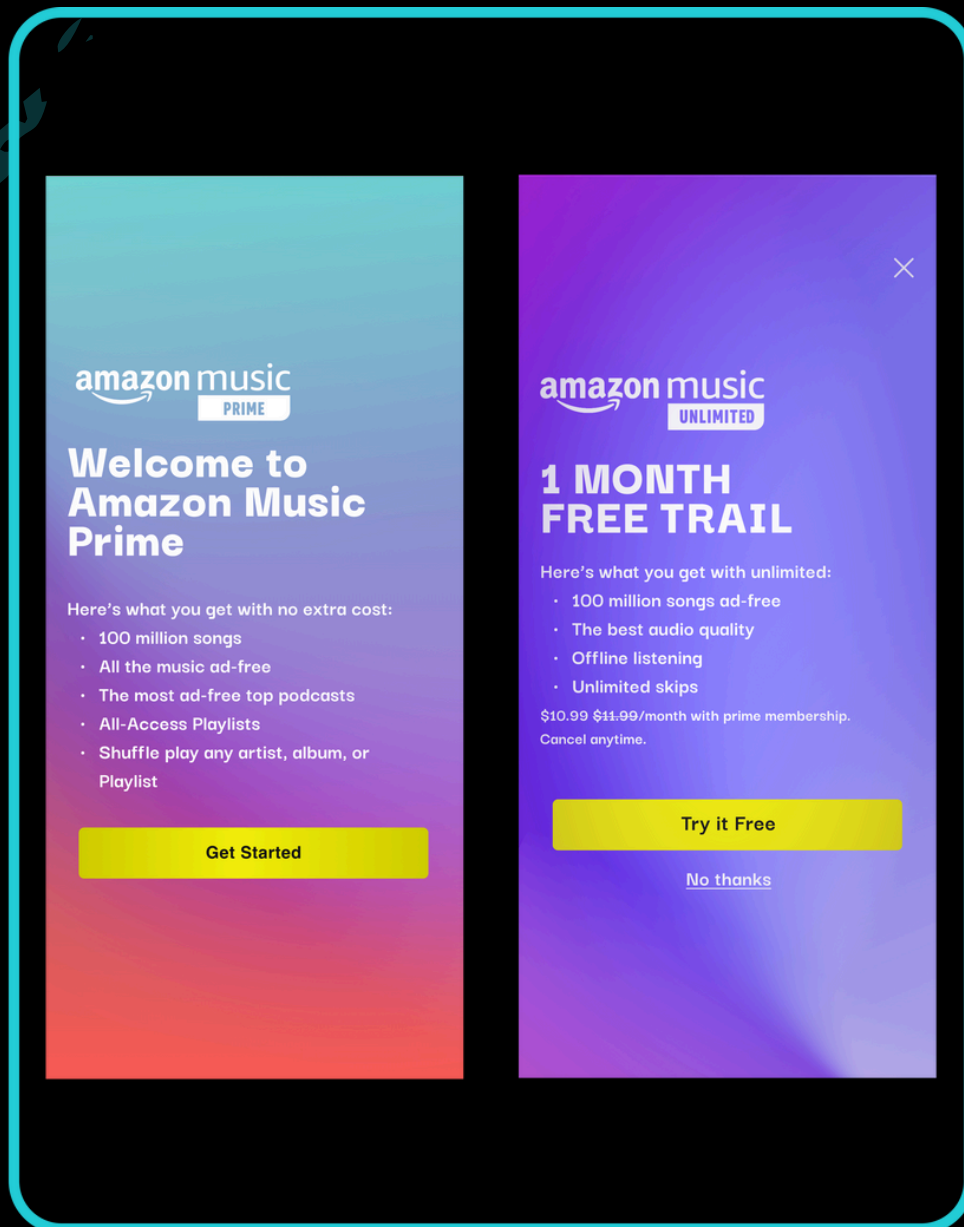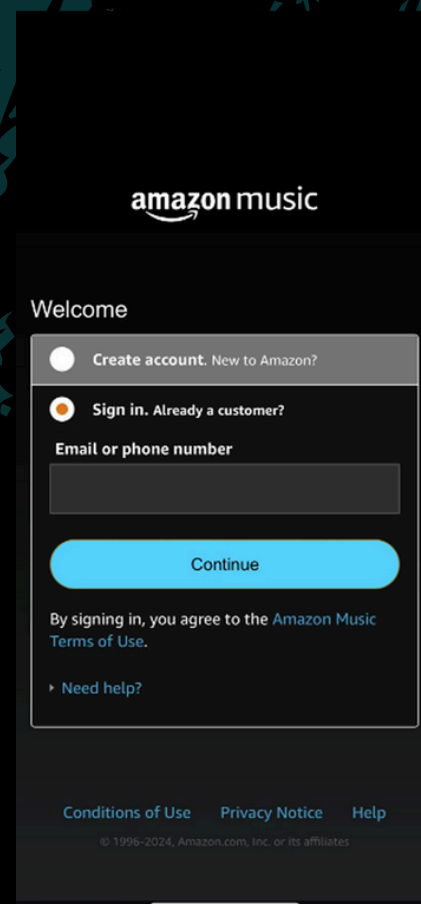
HI-FI WIREFRAMES / PROTOTYPE

Onboarding Flow
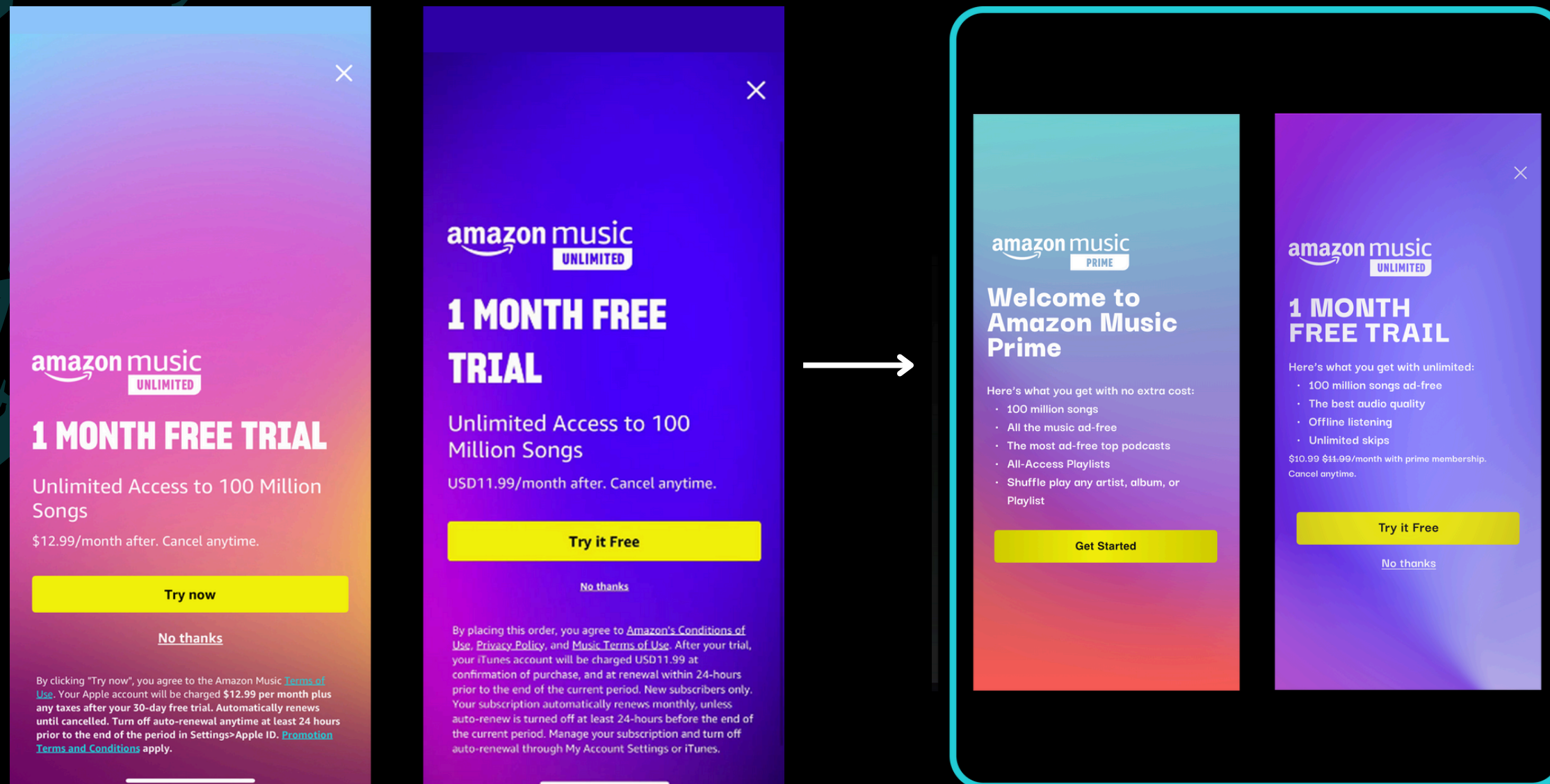
We achieve this by clearly **highlighting the features of the user's current tier** while **introducing them to the benefits of the Unlimited tier,** encouraging exploration and engagement.

HI-FI WIREFRAMES / PROTOTYPE

Playlist Import

Reduce the friction in switching platforms by providing easy access to the existing playlist import feature.

Place the banner on the homepage and display the pop-up window during the first 5 days to enhance visibility.
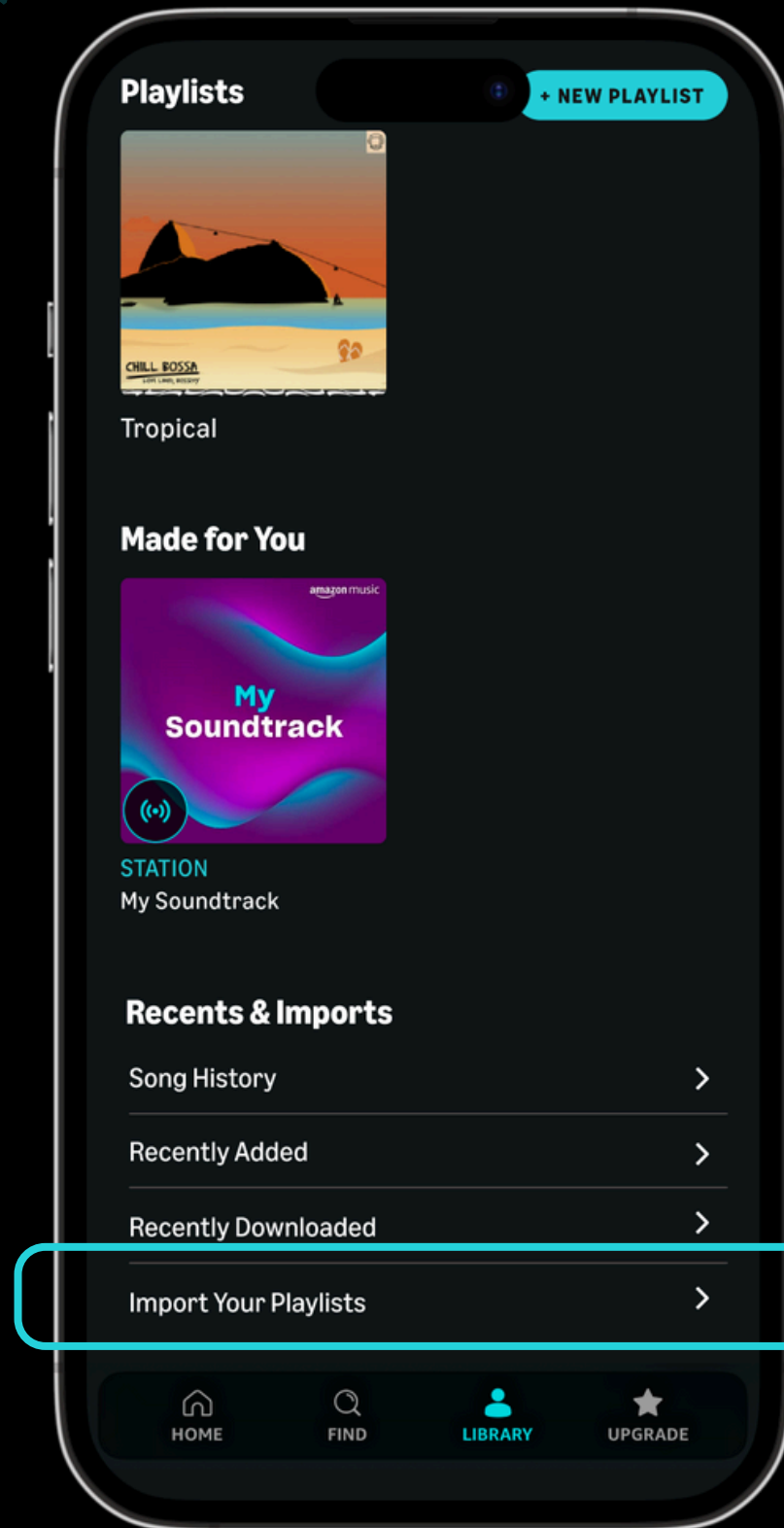
"Import Your Playlist" in IOS version
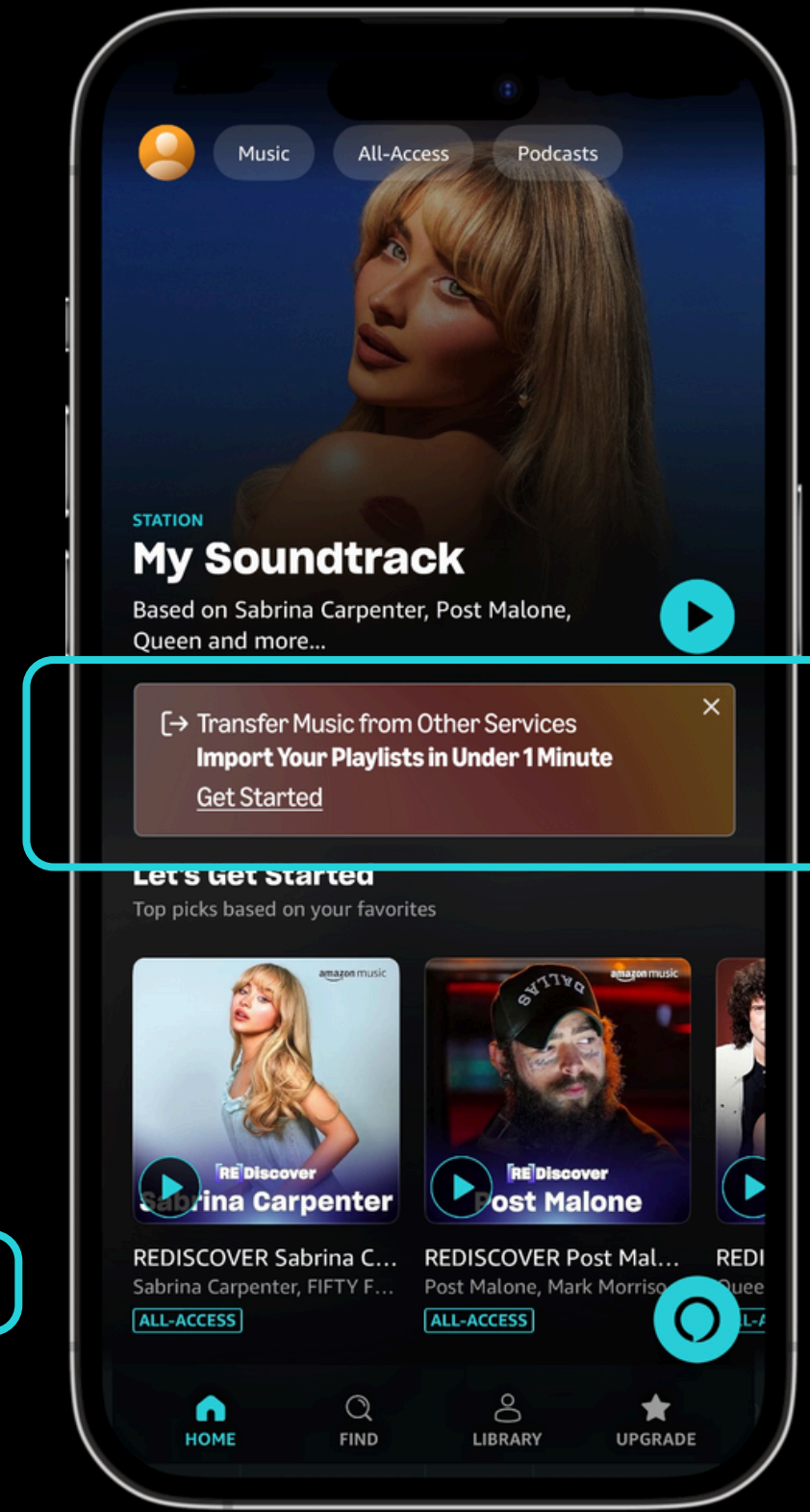
"Import Your Playlist" Banner
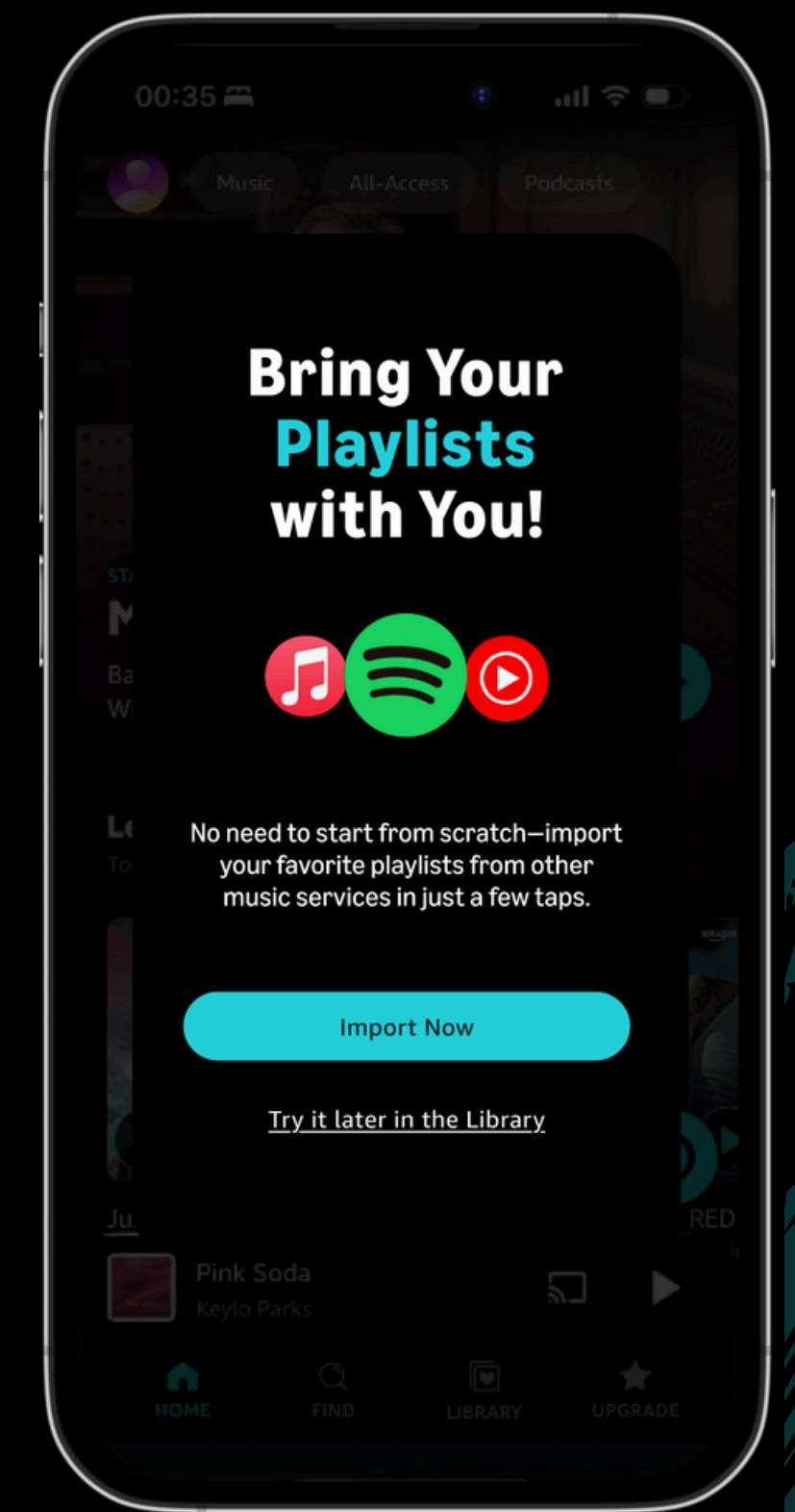
"Import Your Playlist" In-app Pop Up Window

HI-FI WIREFRAMES / PROTOTYPE

7 Days Music Wrap

Ensure users **feel seen and understood** by reflecting users' unique listening habits.

Connect playlists to moods to build emotional resonance, **enhancing trust** in recommendations.

Prototype Link

Phone 1

Qiaochu

Total Songs Listened This Week

297

Your Week Theme
Chill & Lo-Fi

Most Played Artist
Idealism

You spent 423 minutes in their world.

You've Been in a Chill State of Mind

This week, you vibed to dreamy instrumentals and mellow beats.

Floating
idealism

a moment of silence
idealism

another perspective
idealism
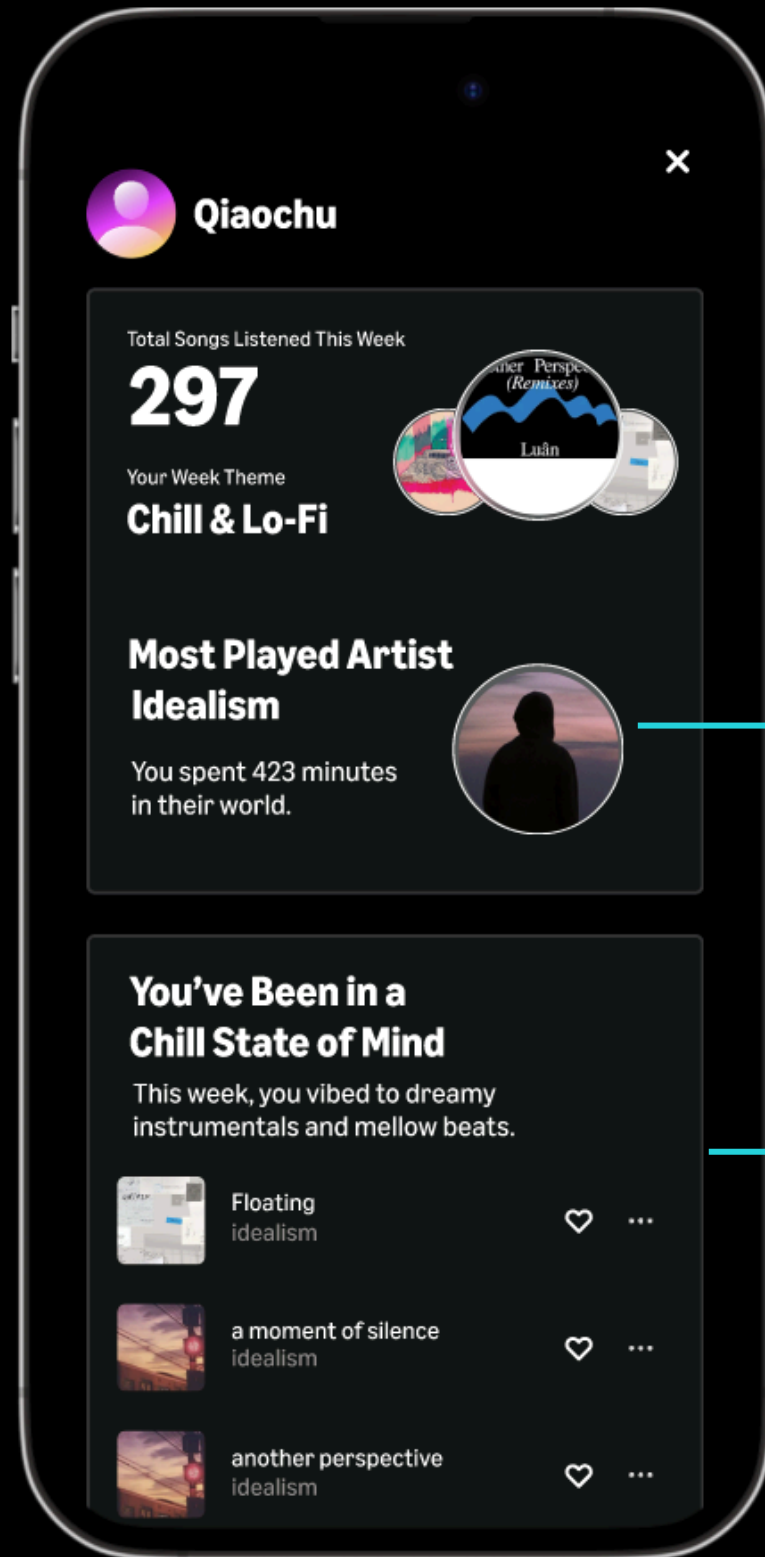
Reveal most played artist to reinforce familiarity and preference

Reveal mood-based breakdown to add an emotion connection

Phone 2

You're a Late-Night Listener

Most of your listening happened after dark. You played "Snowfall" 12 times after 10 PM.

snowfall
idealism
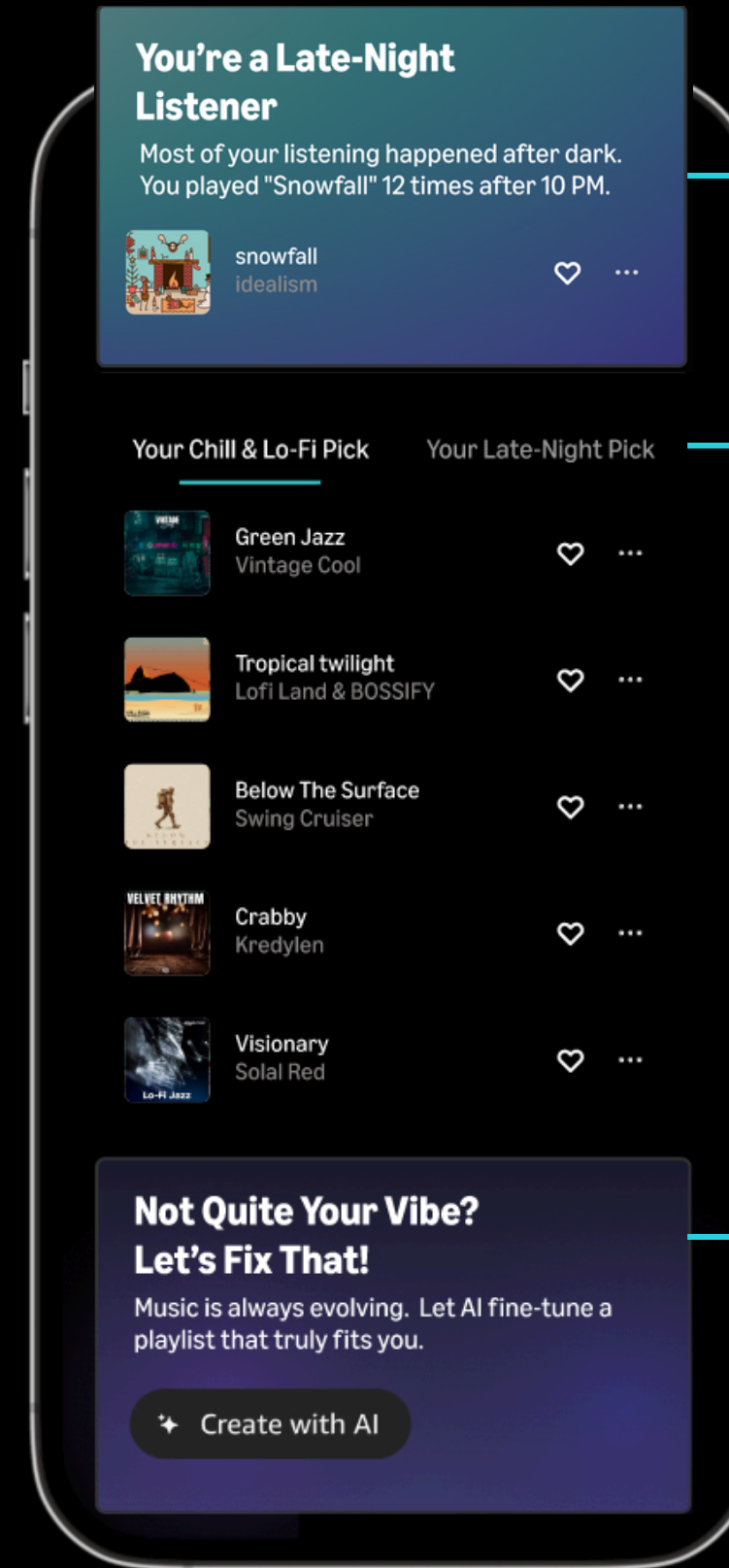
Reveal time of day to reflect unique listening habits

Your Chill & Lo-Fi Pick   Your Late-Night Pick

Green Jazz
Vintage Cool

Tropical twilight
Lofi Land & BOSSIFY

Below The Surface
Swing Cruiser

Crabby
Kredylen

Visionary
Solal Red

Recommend exclusive songs based on the user's unique mood and listening habit

Not Quite Your Vibe? Let's Fix That!

Music is always evolving. Let AI fine-tune a playlist that truly fits you.

✦ Create with AI

Offer AI feature as a way to refine users experience

HI-FI WIREFRAMES / PROTOTYPE

7 Days Music Wrap

The entrance to this report will appear on the user's 7th day using the app.
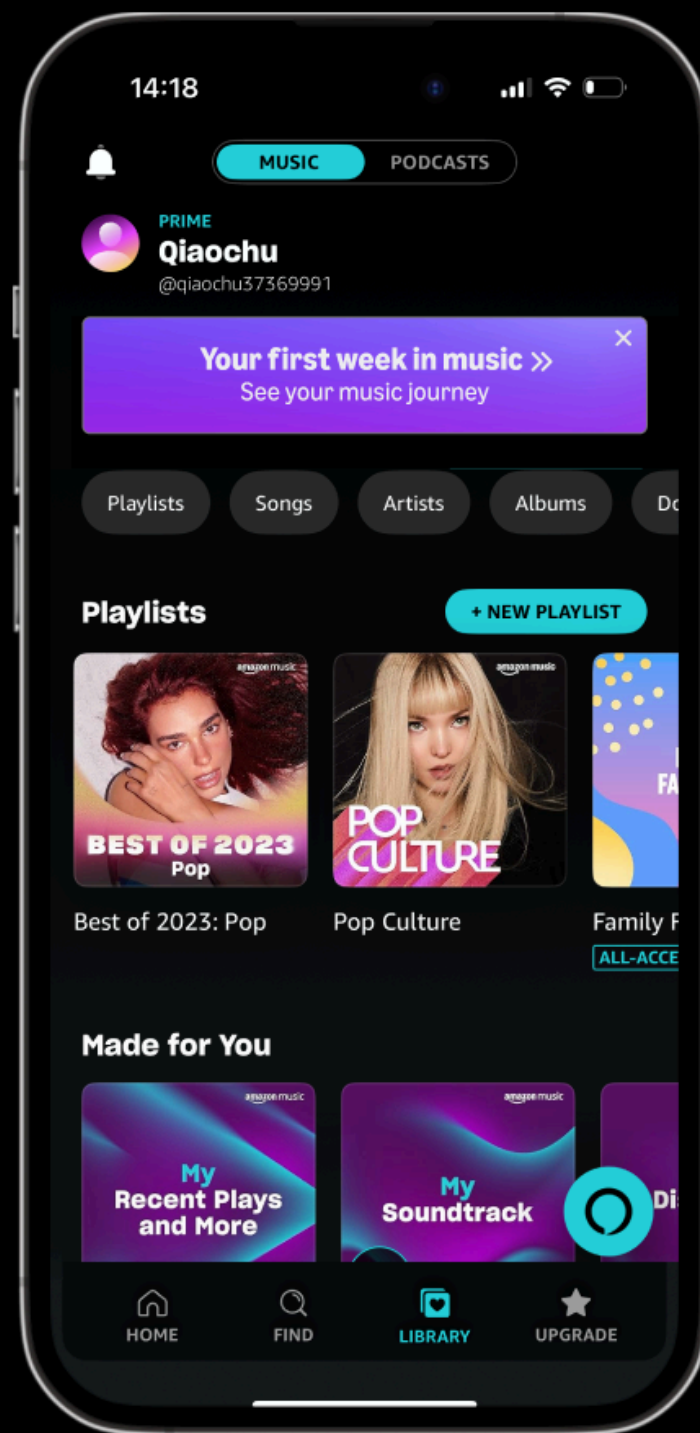
"7 Days Music Wrap" Banner
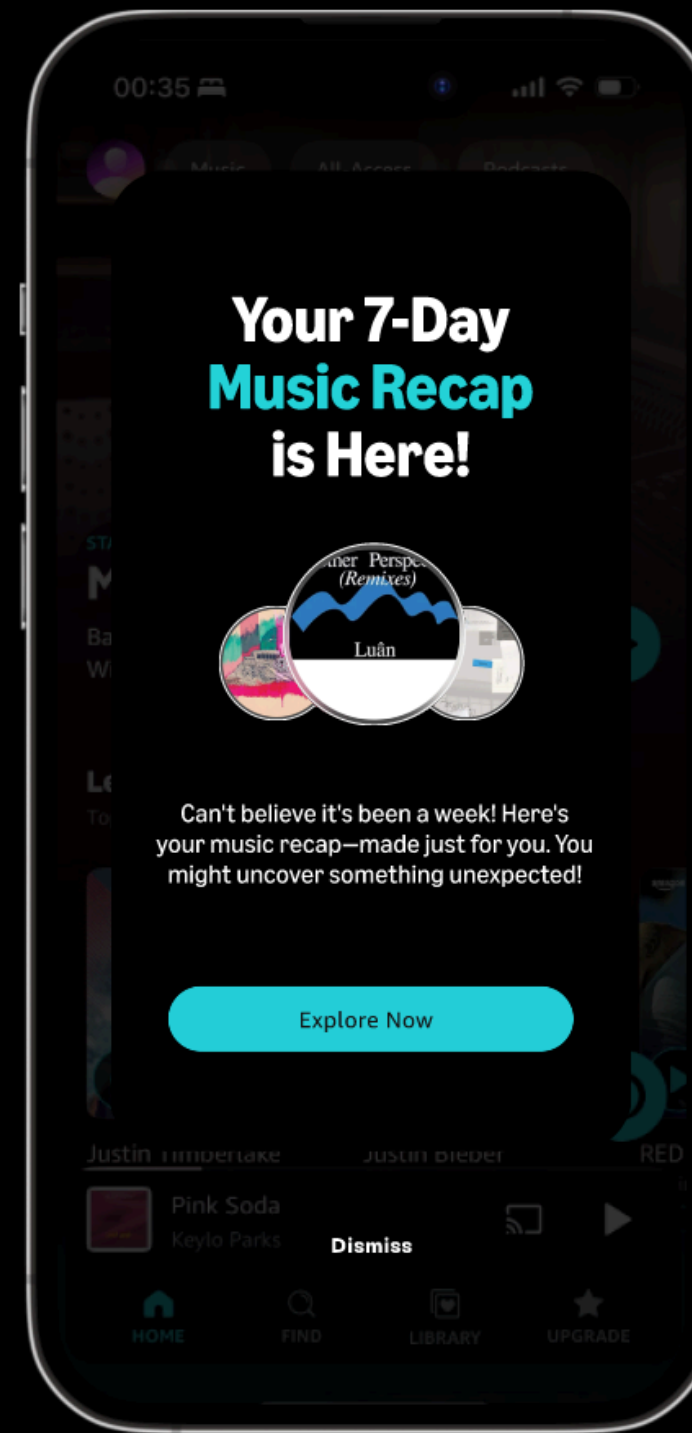
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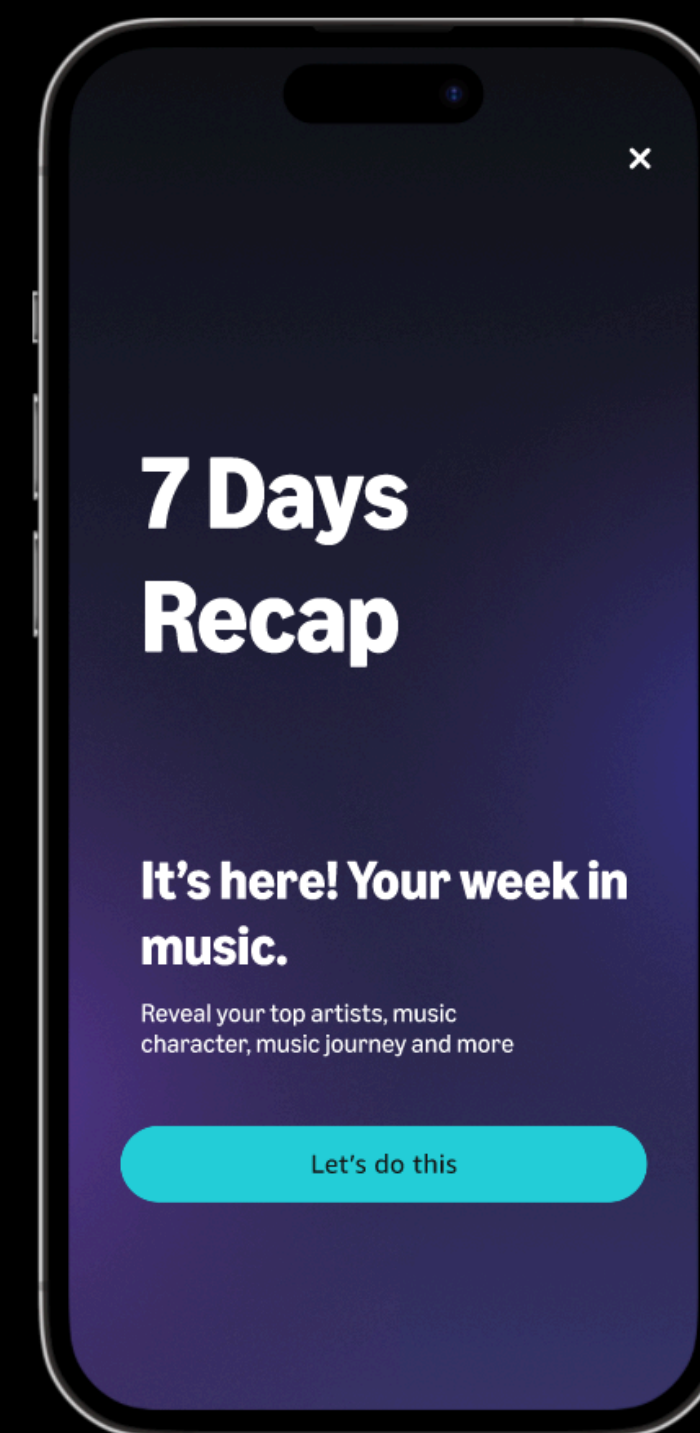
"7 Days Music Wrap" Introduction Page

Prime Membership Emailers

Ensure users understand the value of Amazon Music Prime, explore features like playlist imports, and stay engaged.

We do this through emails that highlight their Prime benefits, encourage playlist imports, and introduce the enhanced features of Amazon Music Unlimited at a discounted price, driving ongoing engagement.

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amazon music

Hi Qiaochu,

Your Prime Membership Just Got Even Better!

With Amazon Music Prime, you now have access to over 100 million ad-free songs and exclusive playlists, available anytime, anywhere with offline listening at $0 additional cost!

Whether you're at home, on the go, or in the mood to explore new tunes, Amazon Music Prime has got you covered.

Enjoy the music!
Amazon Music Team

Listen Now

iOS APP | **ANDROID APP**

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amazon music

Add no-reply@amazonmusic.com, our new sender e-mail address, to your Safe Senders list to ensure receipt of messages from Amazon Music.

Amazon Music provides weekly and occasional e-mail updates about new music, podcasts, and other music-related content. It is our intention to be helpful and informative. We're also sensitive to your time and remain committed to limiting our email to important updates as well critical information about your account. If you'd rather not receive any e-mail information from Amazon Music, please modify your Amazon Music preferences here.

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amazon music

Hi Qiaochu,

Import Your Playlists & Unlock Even More with Amazon Music Prime!

Did you know that with Amazon Music, you can easily import your existing playlists from other services? No need to start fresh—just bring your favorite tunes and playlists over in a few simple steps!

But that's not all! As a Prime member, you get even more: 100 million ad-free songs and exclusive playlists, available anytime, anywhere with offline listening at $0 additional cost!
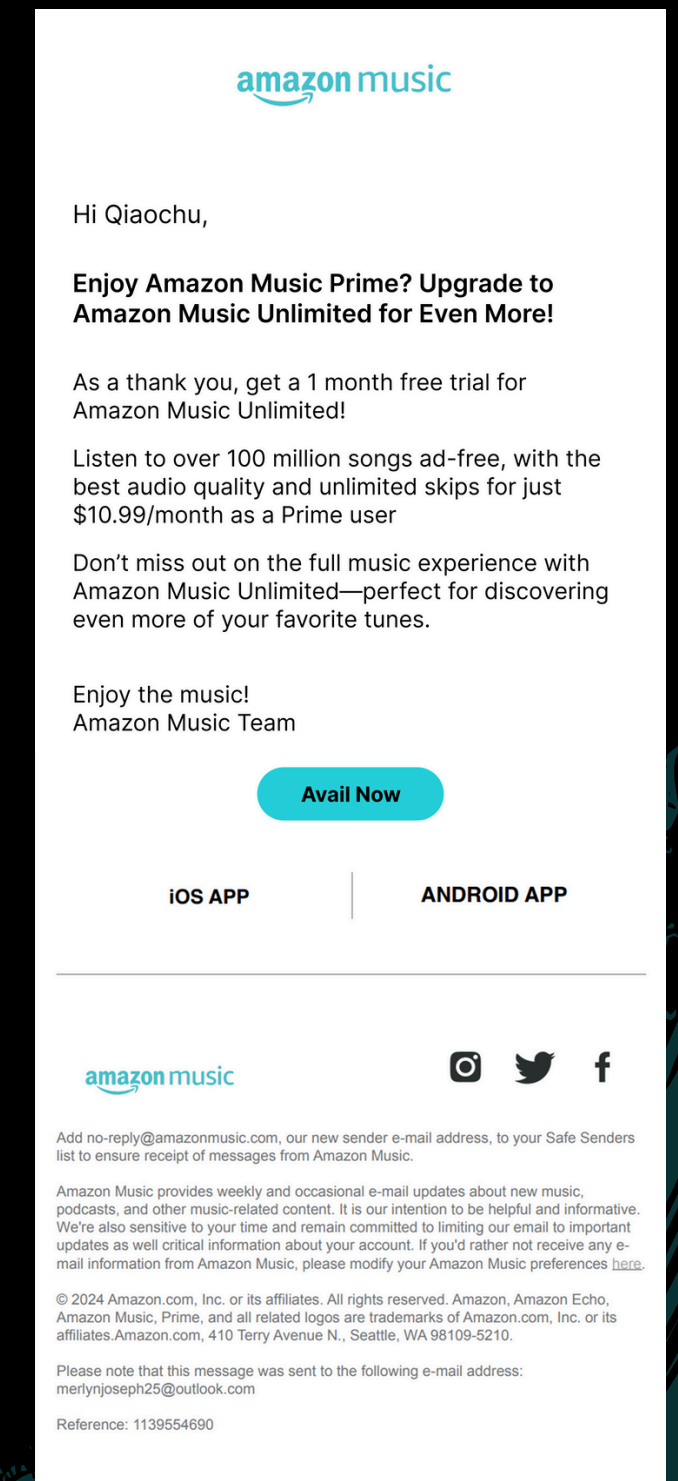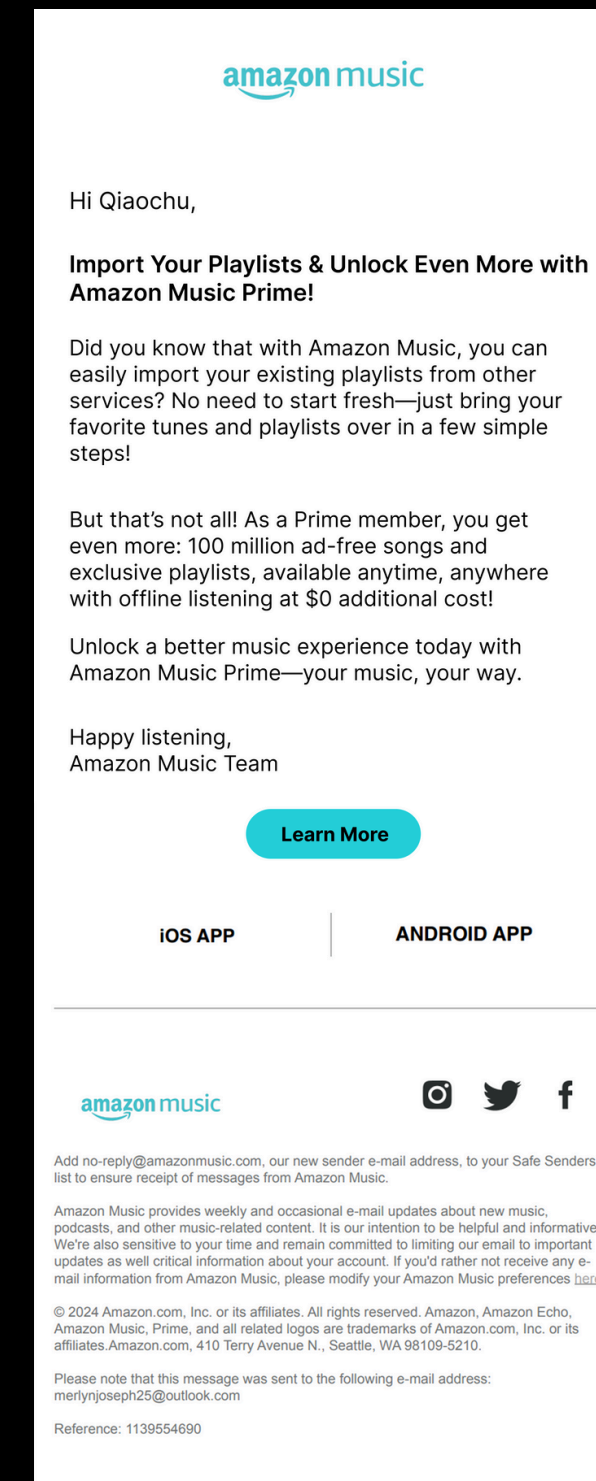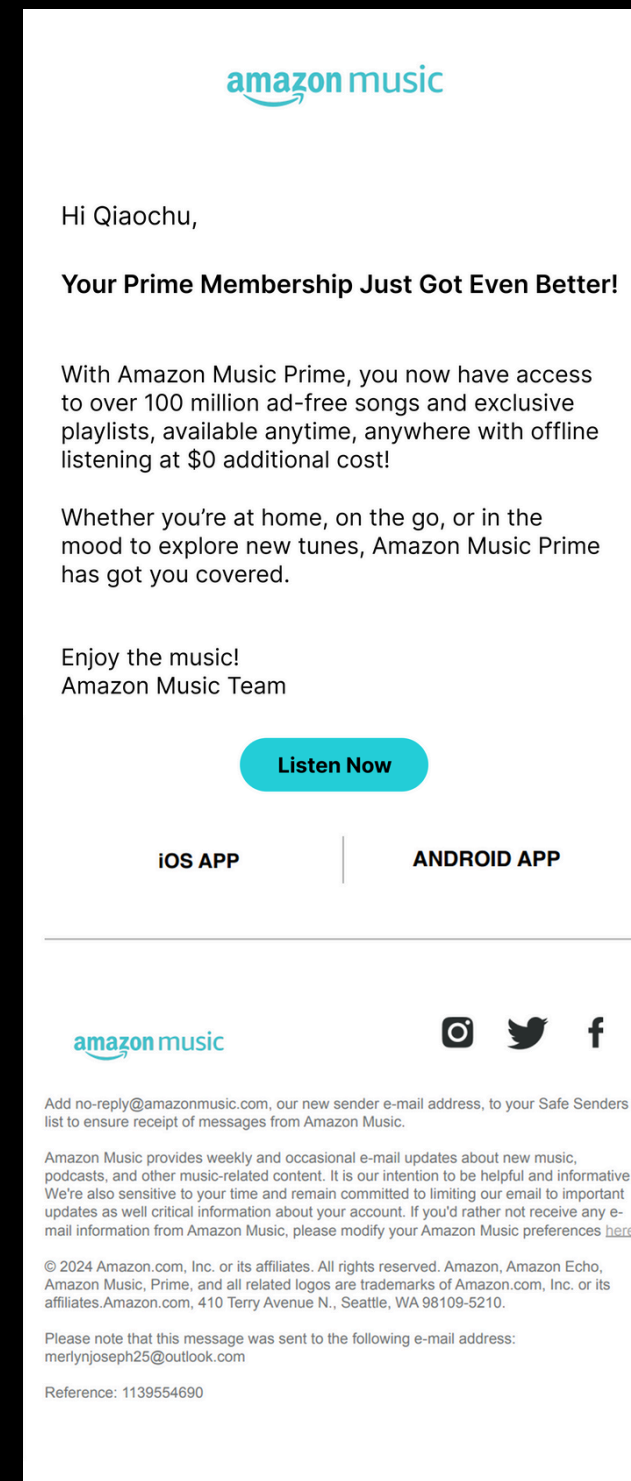
Unlock a better music experience today with Amazon Music Prime—your music, your way.

Happy listening,
Amazon Music Team

Learn More

iOS APP | **ANDROID APP**

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amazon music

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Amazon Music provides weekly and occasional e-mail updates about new music, podcasts, and other music-related content. It is our intention to be helpful and informative. We're also sensitive to your time and remain committed to limiting our email to important updates as well critical information about your account. If you'd rather not receive any e-mail information from Amazon Music, please modify your Amazon Music preferences here.

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amazon music

Hi Qiaochu,

Enjoy Amazon Music Prime? Upgrade to Amazon Music Unlimited for Even More!

As a thank you, get a 1 month free trial for Amazon Music Unlimited!

Listen to over 100 million songs ad-free, with the best audio quality and unlimited skips for just $10.99/month as a Prime user

Don't miss out on the full music experience with Amazon Music Unlimited—perfect for discovering even more of your favorite tunes.

Enjoy the music!
Amazon Music Team

Avail Now

iOS APP | **ANDROID APP**

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HI-FI WIREFRAMES / PROTOTYPE

Access the Figma File for Hi-Fi
Wireframes and Prototype

🏁 The End