

A Few Spotlights on Spotify

By Cameron Greenway

This application holds a vast and expansive library of music, podcasts and additional media content from creators and artists spanning around the world.

1) The first feature I would like to highlight is Spotify's search engine optimization (SEO). Complementary to the application's extensive archive of content is its user-friendly and sophisticated search capabilities. Having a platform that holds millions of songs and thousands of podcasts is simple enough in theory, but how simple is finding what you are wanting? What happens when you are struggling with recalling the name of the artist? Or perhaps you recollect the podcast you listened to, but what genre was it? Or worse...the dreaded, "I can only remember some of the lyrics" effect that could evoke even the most patient individual a reason to be frustrated with their UX.

These frustrations are subsided with Spotify and its simple and receptive SEO. The program immediately begins generating search results upon initial typing. Whether it be a music artist, song, podcast or even lyrics, the application guarantees that your search and exploration doesn't result to no avail.

2) The next feature would be Spotify's mobile settings customization tools. The user's settings feature is distinguished by its detailed options pertaining to not how the app looks but how the user listens. For example: the Crossfade bar is a unique function in that the user may select how their music may transition audibly from the end of a song into the next song that they have queued. This tool is significant in that by the discretion of the user, there can be little to no lull of silence between the end of a track and the beginning of another one. This blending can also result in some very smooth and satisfying transitions that make a DJ's life an absolute breeze. Another setting's option to explore is the Car View. This option, when activated, grants the user a simplified screen of navigation for when you take your tunes on the road. This provides the easy touch options of previous track, next track and pause buttons.

3) Last, but certainly not least is this writer's personal favorite feature that Spotify's software offers. What makes this streaming service to me so impressive is its inherent ability to cater to its user's interests. The potential to explore and discover new music, podcasts, playlists, etc using this service is seemingly limitless! Supplementary to that is its observance and recommendations. Equipped with the user's related searches and interests, Spotify will generate personalized playlists and recommendations outfitted for the user's liking.

This makes the discovery and exploration of new music, podcasts and additional media an immersive and result driven endeavor. This particular service provides an intimate and focused source for personalized exploration to use or ignore whenever the user wishes.

Now to the one feature I would add:

Spotify has done an excellent job at detailing the profiles of the artist. Not only can you find any and all material related to your artist/creator via their profile, but you can also find additional related material such as relevant links, tour dates, schedules and even merchandise.

Now, this very well may be a detail that I subscribe to only because I understand the complexities of music production and sound engineering, but I would find it both beneficial and informative for Spotify to begin creating profiles for the artist's respective producers and engineers. Sourcing these details and crafting producer profiles would give the listener a more in depth look at where their favorite music originated from recording and production wise. This added feature I believe would inspire an immersive experience for the user and deliver a well deserved emphasis to the hard working producers and sound engineers.