

# IPM 15/16 – T1.3

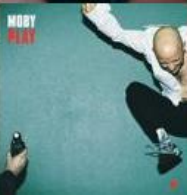
## How Spotify Builds Products

Mestrado em Informática Médica

*Miguel Tavares Coimbra*

# Music for everyone.

Spotify is now free on mobile, tablet and computer. Listen to the right music, wherever you are.

[Download Spotify](#)[Go to Web Player](#)

# Some fast figures

- Paying subscribers: Over 6 million
- Active users: Over 24 million\*
- Ratio of paying subscribers to active free users:  
Over 20%
- Revenue paid to rights holders since launch: \$1bn
- Number of songs: Over 20 million\*\*
- Number of songs added per day: Over 20,000
- Number of playlists: Over 1.5 billion created so far
- Available in 56 markets

Source: <http://press.spotify.com/pt/information/> [May 2014]

# Paradox

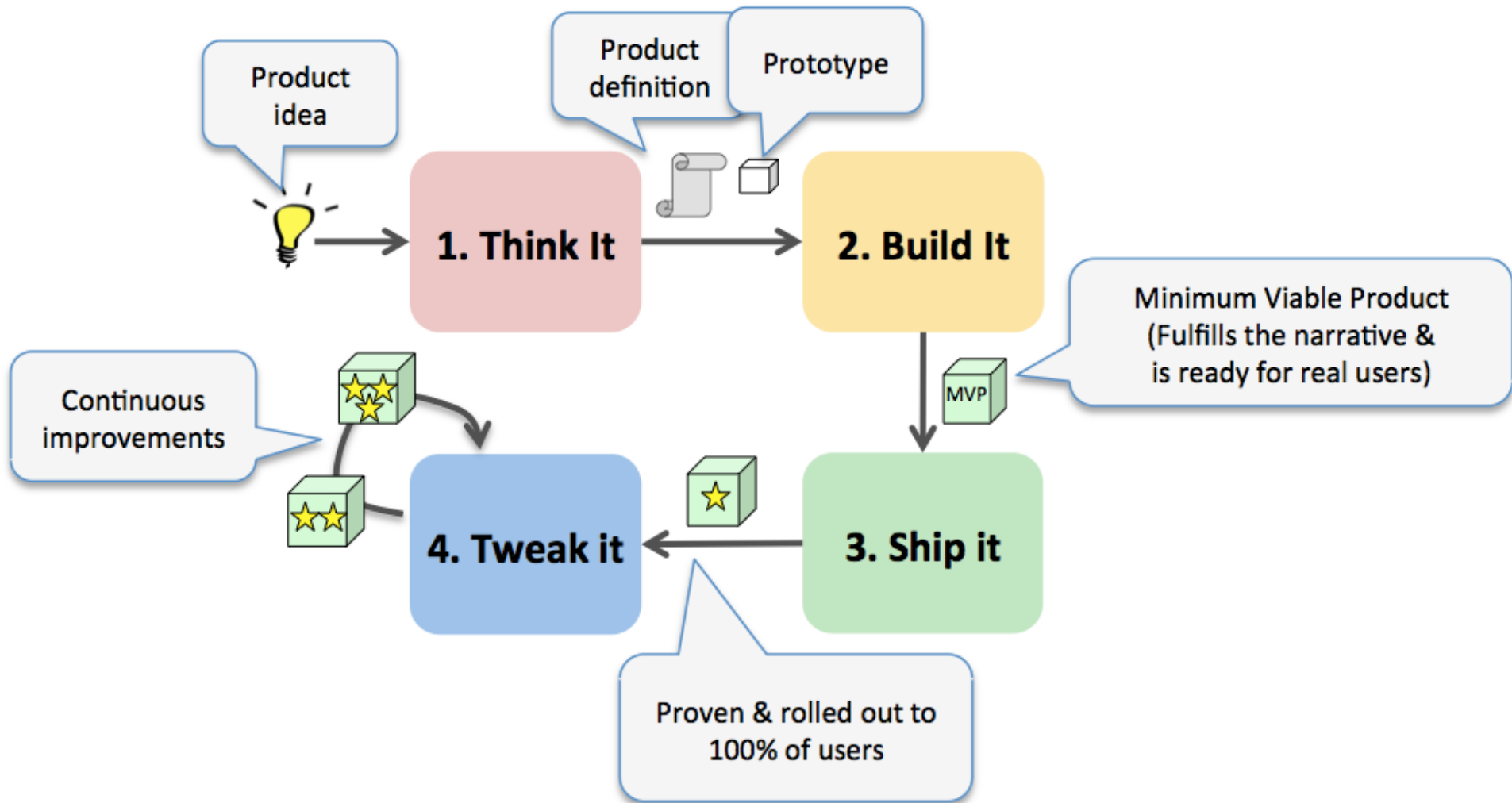
- “Successful companies like Spotify only want to deliver products that people love. But they don’t know if people love it until they’ve delivered it.
- So how do they do it?”

Henrik Kniberg, “How Spotify builds products”, Jan 2013

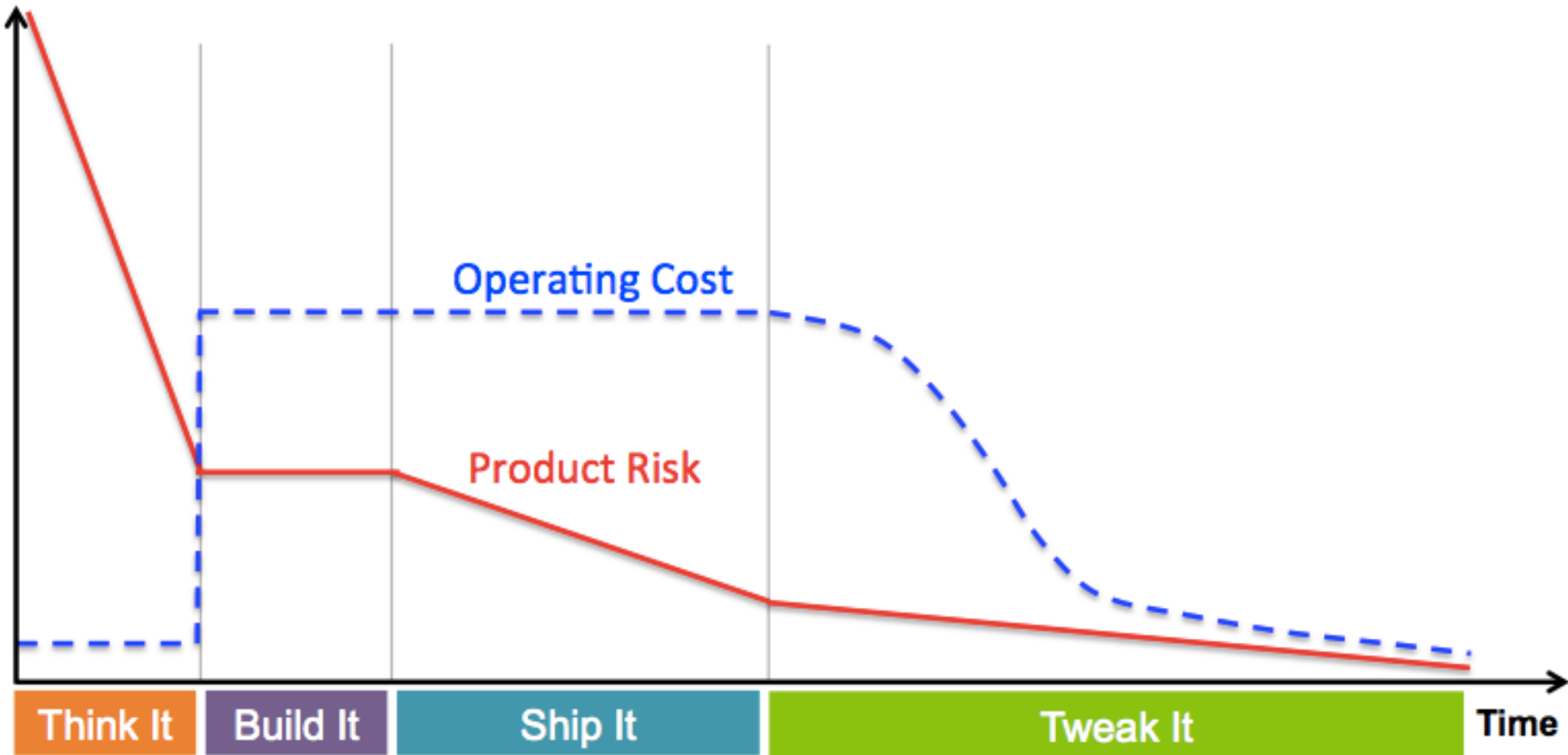
# Spotify: Core Philosophy

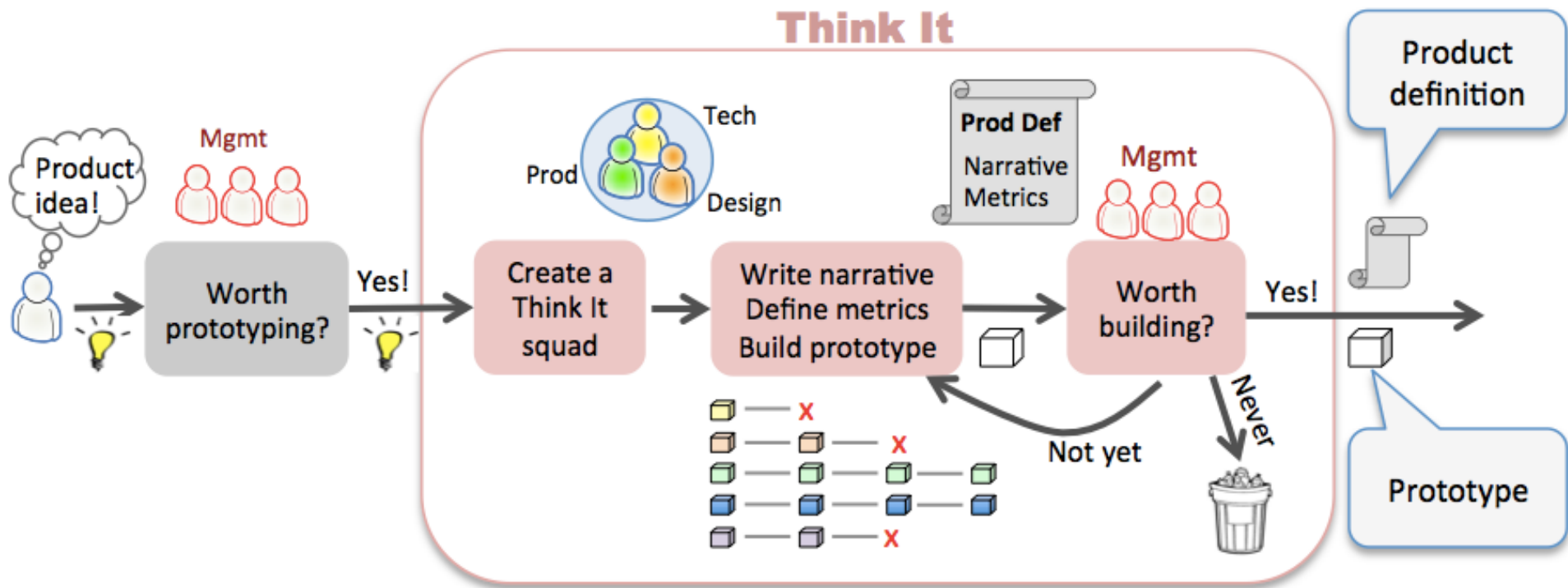
- We create innovative products while managing risk by **prototyping early and cheaply**
- We don't launch on date, we **launch on quality**
- We ensure that our products go from being great at launch to becoming amazing, by **relentlessly tweaking after launch**

- **Think It** = figure out what type of product we are building and why.
- **Build It** = create a minimum viable product that is ready for real users.
- **Ship It** = gradually roll out to 100% of all users, while measuring and improving.
- **Tweak It** = Continuously improve the product. This is really an end state; the product stays in Tweak It until it is shut down or reimagined (= back to Think It).



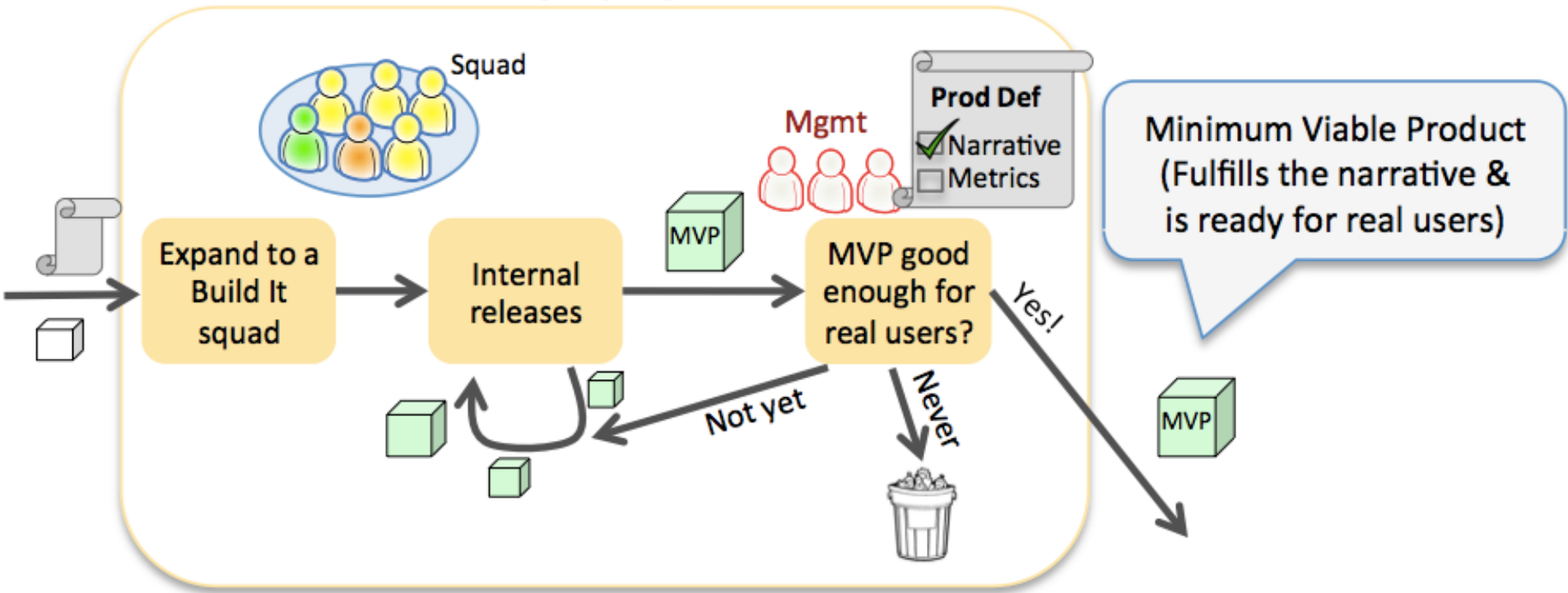
# Why 4 stages?







# Build it

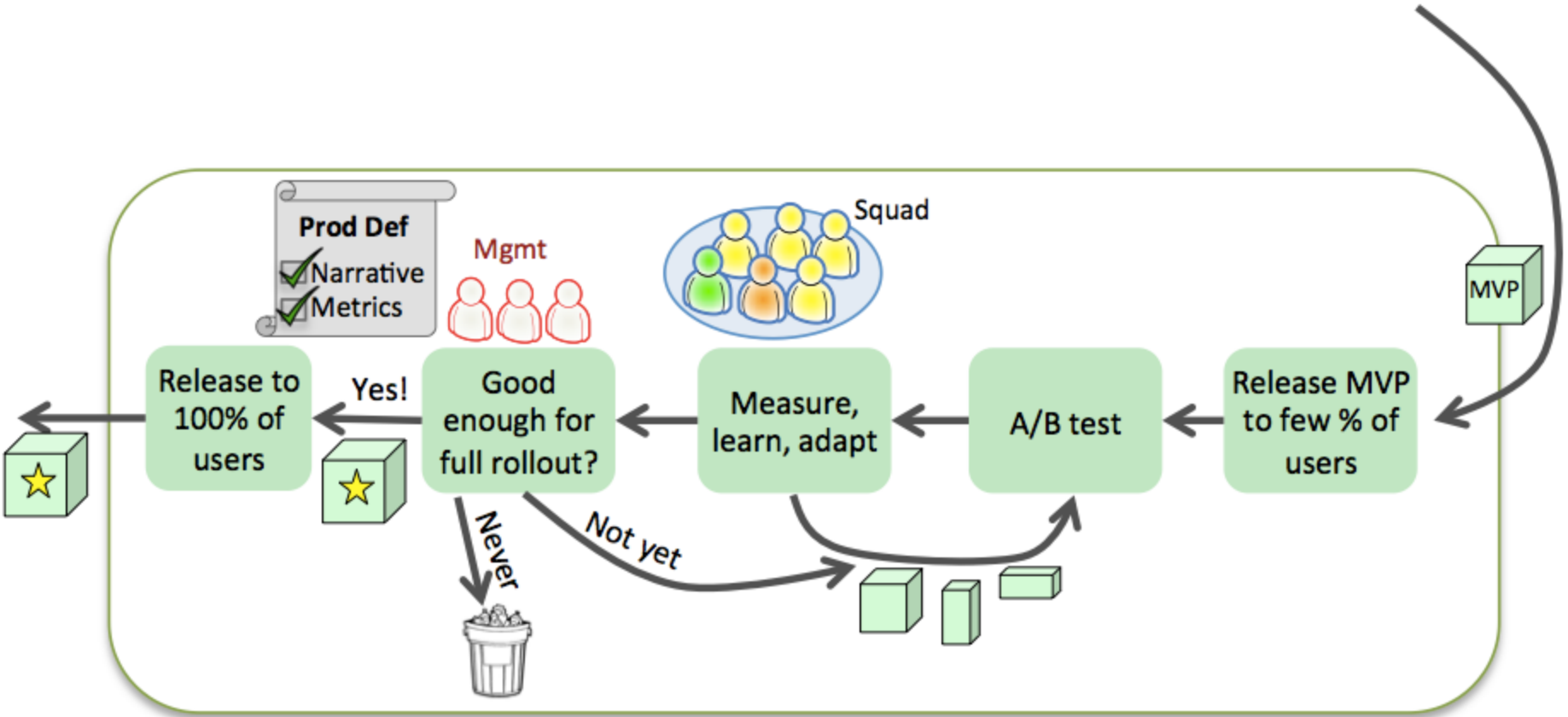


Unusable product (embarrassing)

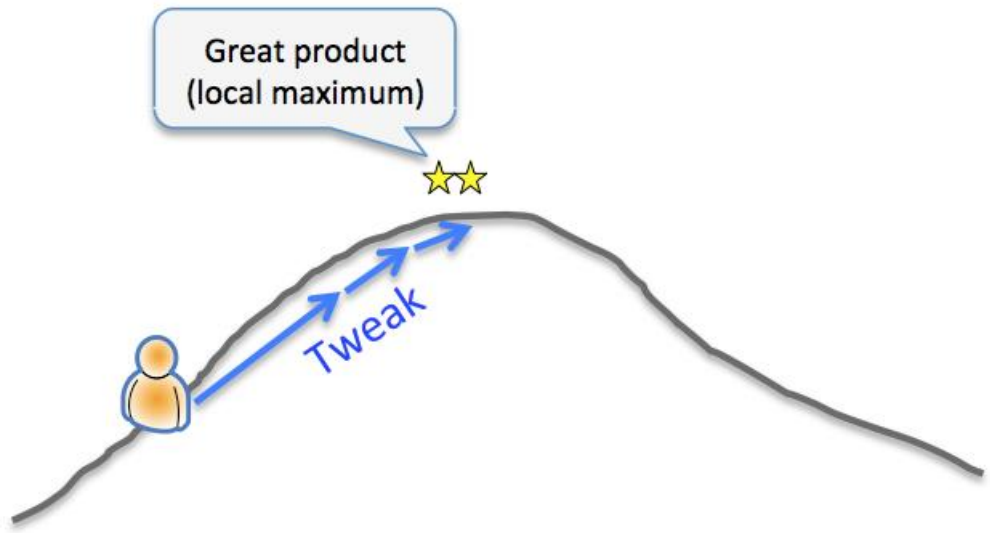
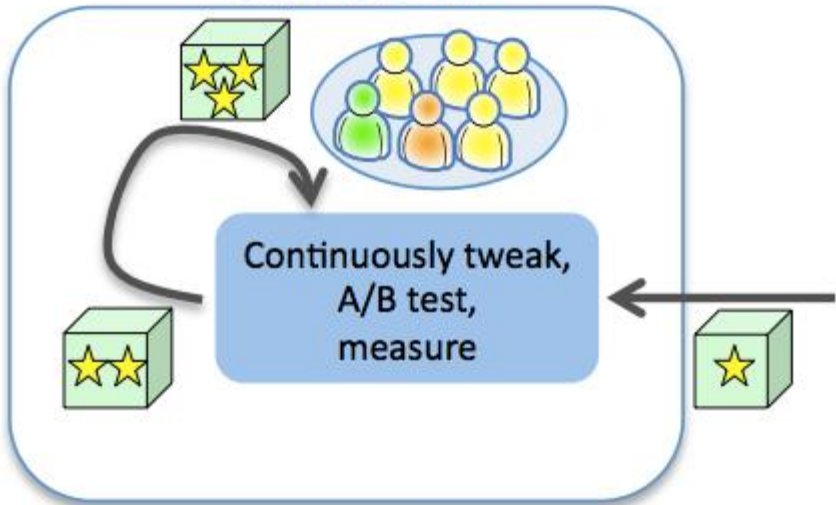
Minimum Viable Product (loveable but limited)

Complete product (expensive)

# Ship It

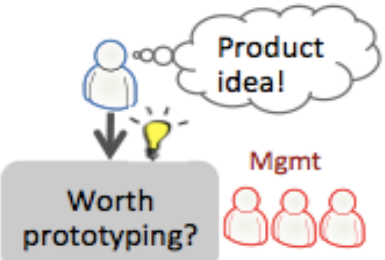


# Tweak it

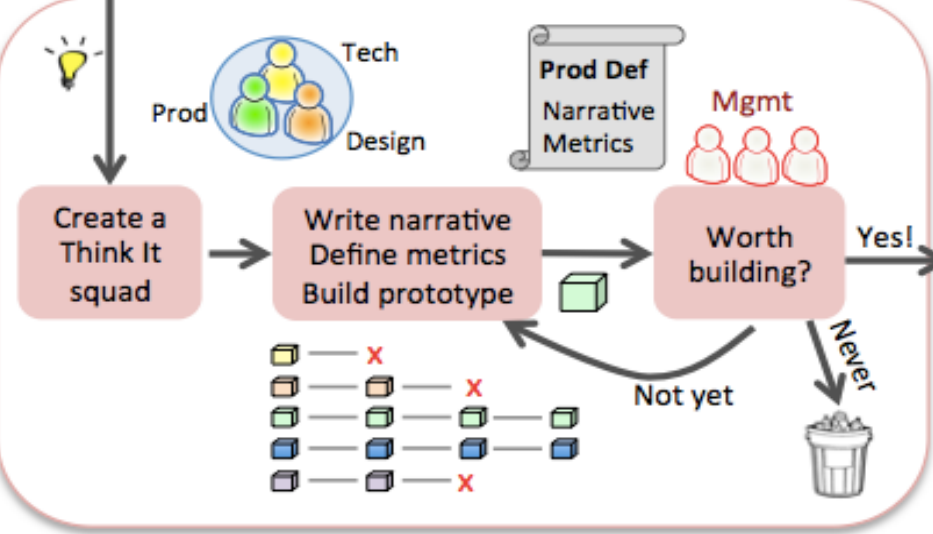


Totally Awesome product! (global maximum?)

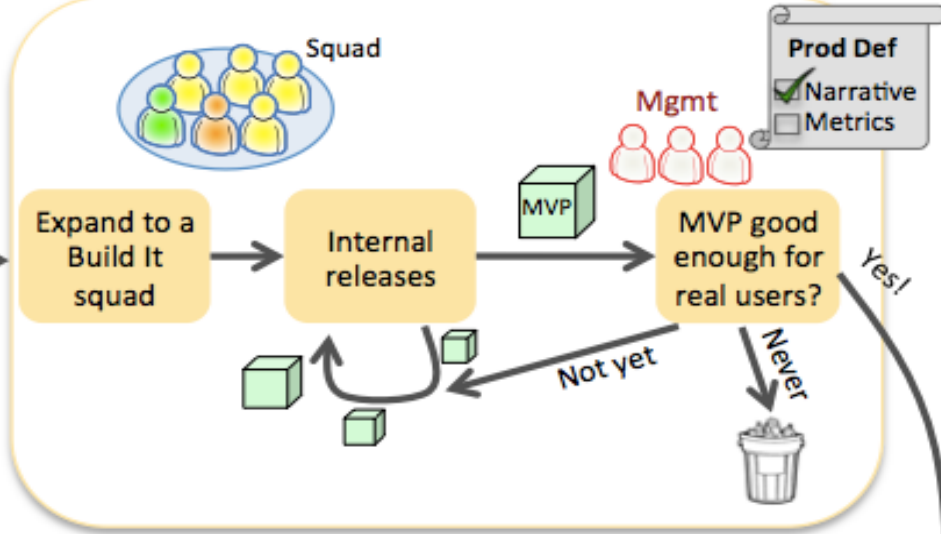




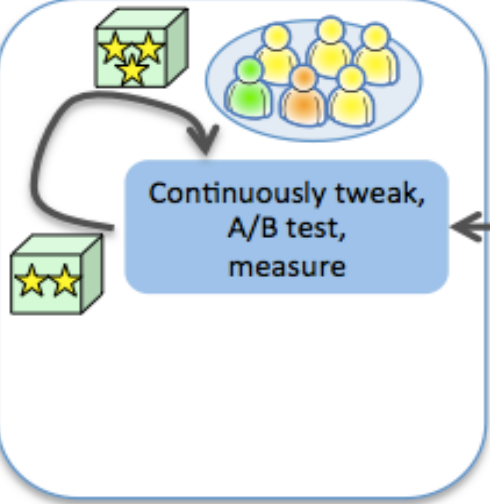
### Think It



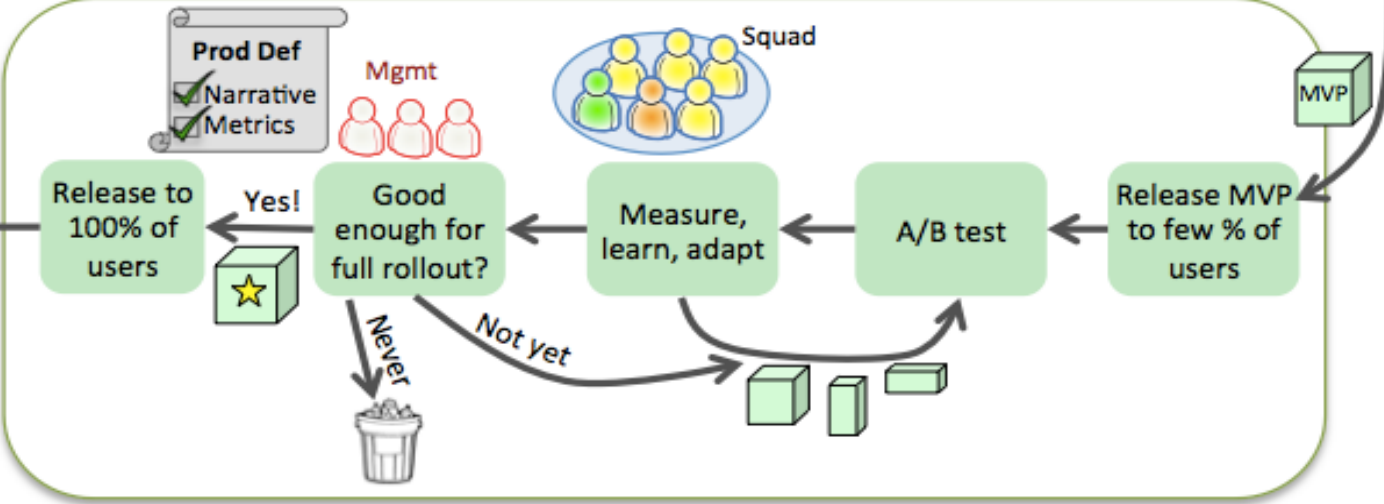
### Build it



### Tweak it



### Ship it



# Acknowledgements

- Henrik Kniberg
- [henrik.kniberg@spotify.com](mailto:henrik.kniberg@spotify.com)
- <http://www.crisp.se/henrik.kniberg>

Henrik Kniberg, “How Spotify builds products”, Jan 2013