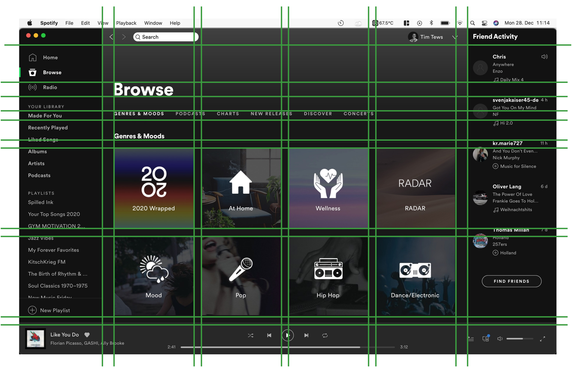
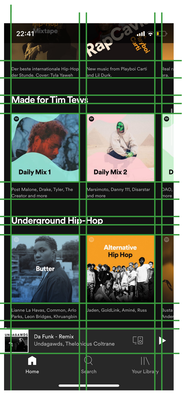
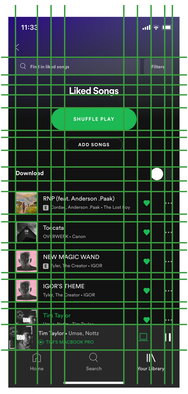
GRID

Now let's have a look at the screen layout and how the content is organised on it. Beginning with the Desktop Applikation (Grid Layout)



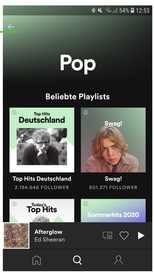
If you click on "browse" on the left you have a side menu with the interaction elements you normally have in your navigation bar/tab
bar on your smartphone. You also have all your playlists listed on the left side. In the middle there are all genres, again in a clustered pattern but with different covers. On the right you see your friend's activity and at the bottom you have your music control buttons. – e.g. play/pause, skip, shuffle, volume...

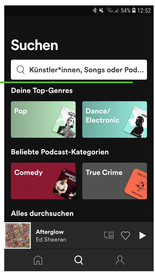


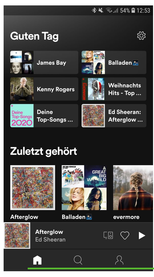


On the smartphone there is always a tab bar (iOS) or navigation bar at the bottom (android) for all top- level access of its hierarchy. In "search" you have at the top a classic search bar, followed by "your top genres" and
"brows all" in a cluster pattern. And above the tab bar/navigation bar, you find the song you currently listen to.
In "your library" in "liked songs" you see at the top a "shuffle play" button and an "add songs" button. Below that a switch for activating the download.

The next thing to look at is, if the application follows the standardised guidelines from Apple or Google. Beginning with Android we look after the so called 'Lateral Navigation' which tells that the primary navigation components should provide access to all destinations at the top level hierarchy. This is achieved by the bottom navigation bar in the right picture.

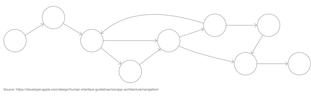






The next point on the guideline we take a look at is the 'Forward Navigation'. The forward navigation says that you should have a downward hierarchical order, so that you begin with the parent screen ,in this example you start with the home screen and go down to a child screen (for example into a playlist). Spotify provide this with the search bar, found in the middle picture above.

Reverse chronological navigation refers to navigating in reverse order through an user's history of recently viewed screens. It can move users between screens within an app or across multiple apps. For example, the Back button on a web browser is a form of reverse chronological navigation. In the Spotify App you can find this backwards facing arrow in the top left corner. If you operate on an Android phone you also have the possibility to use the button in the bottom navigation menu.



Source: https://developer.apple.com/design/human-interface-guidelines/ios/app-architecture/navigation/

When we take a look at the guidelines from Apple we see 'Hierarchical Navigation' what's the same like Androids chronological Navigation, so we can say Spotify pays attention to this guideline. The 'Flat Navigation' switch between multiple content categories like Spotify does with music and podcasts in the 'Your Library' category. 'Content-Driven or Experience-Driven Navigation' tells us that the user should be able to move freely through the system like seen below.

This means the user can freely jump between categories without restrictions. This is not possible in the Spotify App. The 'Always provide a clear path' guideline is also not adhered by Spotify because you can get access to many screens with different ways. You can access different screens with just a few taps and use different touch gestures to make different actions in the app like adding a song to your queue by swiping a song to the left or add it to your favourite songs by swiping to the right.

INTERACTION CHOICES (IN ADDITION TO NAVIGATION)

When you take a look how Spotify is dealing with its data you can see that the content/playlists can be sorted by date, by playtime and so on. This makes it easy to find what you want. One more thing that makes it even easier than this is the search bar where you can just type in the title or artist you are looking for. If you want to refresh the side, you can just pull from the top to the bottom. If you found a new song you like, you can easily add it to your playlist with just a swipe from one side to another.
If you want to, you can get In-App Notifications about your favourite artists, for example when they released a new album or single. If you want to personalise Spotify by your own desires there are plenty ways to do so. Here just a few: By creating an own account, you are able to create own playlists, add personal account informations or even a profile picture. You can follow artists you like and safe your favourite songs and podcasts.
Taking a look at the Interactions the user can do with the screen, the first and most obvious interaction is the normal Tap. By tapping on the screen once, depending on which button of course, you can play or pause songs, skip songs etc. With the Swipe move you can add Songs to your favourites (only on iOS) or by swiping in the other direction add the song to your queue of next played songs (only on iOS, too). By Swiping up or down you can scroll through songs, go back to playlists or jump to the next song or go back.
Looking at the last point - Social Network Integration. If you want to, you can share songs with friends or other people via WhatsApp, Messages, Instagram etc. Talking about Instagram - there is an integration of Spotify available where you can add songs to your story and even show the lyrics, adapting to the playing music.

THANK **YOU**
FOR WATCHING