

# From Streaming to Skill-Building

## CASE STUDY

Building MVP: Goal-Based Audio Journeys for India's  
Young Professionals

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# ABOUT THE CASE:

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- This case focuses on how Spotify India can move beyond passive listening to become a skill-building platform using structured, **goal-based audio journeys**, that combine music, podcasts, and light interactivity to enable users to learn skills such as language improvement or focus in a structured, trackable manner. The problem is shallow engagement and low differentiation despite high usage.
- Under strict constraints of zero engineering bandwidth. The task is to design a no-code MVP within three weeks, using tools like **Lovable, Airtable, and Zapier** that enables users to learn through curated audio with progress tracking and nudges. The goal is to validate whether this approach drives deeper engagement and habit formation among young users.

# SPOTIFY: BACKGROUND & INDIA JOURNEY

Founded	Global MAU	Premium Subs	Markets	Revenue
2006, Stockholm	626M+	246M+	184 countries	€14.3B (2024)

## SPOTIFY IN INDIA – KEY MILESTONES



## WHY SPOTIFY LEADS IN INDIA

<b>Pricing Moat</b> ₹119/mo individual, ₹59 student — cheapest global Spotify. Affordable for India's price-sensitive market.	<b>Content Localization</b> 20+ Indian languages, curated regional playlists (Bollywood, Punjabi, Tamil), local podcast ecosystem.	<b>Distribution Partnerships</b> Bundled with Jio, Airtel, Flipkart Plus. Pre-installed on Samsung devices in India.	<b>Algorithm Edge</b> Discover Weekly & Release Radar outperform competitors. Personalization drives 40% of streams.	<b>Brand Trust</b> Global brand perceived as premium. Young Indians associate Spotify with aspiration & lifestyle.
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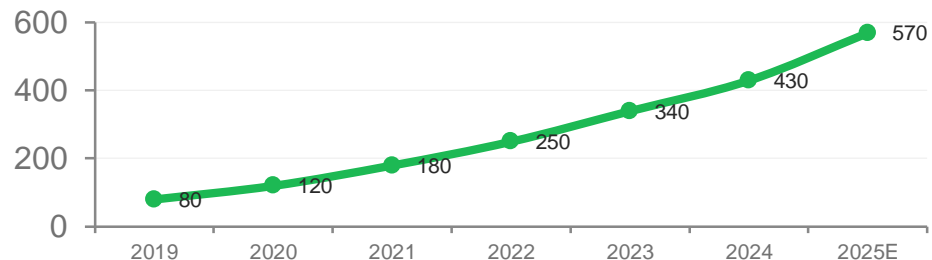
# INDIA MARKET LANDSCAPE

India Audio Streaming Market Share (2025)



■ Spotify (28%)   ■ JioSaavn (24%)   ■ YouTube Music (22%)  
■ Gaana (12%)   ■ Wynk (8%)   ■ Others (6%)

India Audio Streaming Growth (M Users)



**570M+**

Internet users in India (2025)

Source: TRAI / Statista

**28% CAGR**

Audio streaming growth (2021–25)

Fastest-growing market globally

**₹8,400 Cr**

India music streaming revenue (2025)

Expected to reach ₹15K Cr by 2028

**4.2 hrs/day**

Average mobile audio consumption

Commute + work + leisure listening

## KEY GROWTH DRIVERS

- 380M English learners
- 65% population under 35 year age
- Edtech fatigue creating audio opportunity

# COMPETITIVE ANALYSIS

	Spotify (Current)	Spotify MVP	Duolingo	YouTube	Headspace	JioSaavn
Audio Library	★★★★★	★★★★★	★★☆☆☆	★★★★☆	★★★★☆	★★★★☆
Structured Learning	☆☆☆☆☆	★★★★☆	★★★★★	★★☆☆☆	★★★★★	☆☆☆☆☆
Gamification	☆☆☆☆☆	★★★★☆	★★★★★	☆☆☆☆☆	★★★★☆	☆☆☆☆☆
Progress Tracking	☆☆☆☆☆	★★★★☆	★★★★★	☆☆☆☆☆	★★★★★	☆☆☆☆☆
Audio Immersion	★★★★★	★★★★★	★★☆☆☆	★★★★☆	★★★★☆	★★★★☆
Habit Nudges	☆☆☆☆☆	★★★★☆	★★★★★	☆☆☆☆☆	★★★★☆	★★☆☆☆
India Pricing	₹119/mo	-	Free/₹500	Free/₹149	₹399/mo	Free/₹99
User Base (India)	100M+	100M+	15M	500M+	5M	80M+

# USER RESEARCH & TARGET SEGMENT

## USER RESEARCH — SURVEY & INTERVIEWS

72%

Want structured audio learning

61%

Say tracking is #1 missing feature

81%

Want it inside Spotify (not new app)

68%

Would prefer self-paced daily tracks

## TARGET SEGMENT

## USER PERSONAS & JOBS-TO-BE-DONE

### PRIYA (22)

Engineering Student, Delhi

#### GOAL

Improve spoken English for interviews

#### JOB-TO-BE-DONE

Help me practice English vocabulary daily in a fun way so I feel confident in interviews.

#### CURRENT BEHAVIOR

Listens 45min/day. Uses English songs for vocab. Tried Duolingo (quit after 2 weeks).

#### PAIN POINT

"I learn words from songs but forget them — no revision or tracking."



### ARJUN (26)

Jr. Product Manager, Bangalore

#### GOAL

Build speaking skills & focus at work

#### JOB-TO-BE-DONE

Give me audio that helps me improve public speaking and focus — without switching apps.

#### CURRENT BEHAVIOR

Spotify Premium user. Loves leadership podcasts. Uses Headspace occasionally.

#### PAIN POINT

"I want structured audio tracks, not random suggestions. Something that builds on itself."



### SNEHA (24)

MBA Student, Mumbai

#### GOAL

Daily 15-min learning habit

#### JOB-TO-BE-DONE

Help me build a daily learning routine using audio that fits between classes and study.

#### CURRENT BEHAVIOR

Streams 2hrs/day. Uses Spotify Free. Would upgrade if she sees unique value.

#### PAIN POINT

"I'd pay for Spotify if it helped me learn. Right now it's the same as Gaana."



## HYPOTHESES

### H1 - Lack of Real-Time Learning Structure

Users can't find structured audio learning paths — there's no goal-setting or daily track system

### H2 - No Progress Tracking or Gamification

Without streaks, completion %, or badges, users have no accountability or habit loop

### H3 - Content-Goal Mismatch

Algorithm serves entertainment, not learning — songs/podcasts aren't tied to skill outcomes

### H4 - Perception Gap: Entertainment-Only

Users see Spotify as interchangeable with competitors — no unique "growth tool" positioning

# SURVEY — DATA ANALYSIS & KEY FINDINGS

## RESPONDENT DEMOGRAPHICS

Age	73% are 22–30 of age (target demo)
Gender	55% Male, 39% Female, 6% Other
City	Delhi 34%, Bangalore 33%, Mumbai 33%
Occupation	Students 41%, Early Career 36%, Prof 18%

## SPOTIFY USAGE

spend 30+ min daily on Spotify	58%
are on Free tier (ad-supported)	65%
use Spotify informally for English	61%
also use YouTube for learning	78%
have tried Duolingo (most quit)	28%

## How do you describe your Spotify use?

Background music	44%
Active listening	31%
Podcast consumption	16%
Informal learning	9%

78% describe usage as passive — confirms the shallow engagement problem that skill-building can solve

## KEY SURVEY FINDINGS

Want structured audio learning?	72% agree/strongly agree
#1 learning goal?	39% say Improve English
#1 audio learning frustration?	61% say no progress tracking
Preferred session length?	41% say 10–15 min daily
Preferred content format?	64% say songs + podcast mix
Where should it live?	81% say inside Spotify
Want daily streak counter?	71% say very/extremely interested
Want progress dashboard?	65% say yes, with completion %
Would share streaks socially?	44% definitely, 31% maybe
Trust AI-curated tracks?	76% yes (40% fully, 36% w/ custom)
Would pay for features?	62% yes (₹29–149+/mo range)
WTP sweet spot?	21% chose ₹49/mo directly

Click Here See Full Survey Report: [Source](#) (Ctrl + Click on Link)

# UNDERSTANDING THE PROBLEM

## What is the true problem?

Spotify India users engage passively — they press play and zone out. There is no structure, tracking, or goal-orientation to audio content. This makes Spotify interchangeable with competitors and keeps premium conversion below 5%.

## How do we know it is a real problem?

Survey: 72% want structured audio learning. 61% want progress tracking. Only 5% convert to premium (vs 12% global). 78% describe usage as 'background music'. Competitors like Duolingo prove audio + gamification drives engagement.

## Who are the users facing this problem?

Growth-oriented professionals aged 18-30 (12M users) who actively want to use audio for skill-building but lack the tools. They already use songs for vocabulary and podcasts for self-improvement.

## Why should we solve this problem now?

Edtech fatigue is creating an audio learning opportunity. Competitors (Duolingo, Headspace) are proving the model. Spotify has 100M+ users = zero CAC for pilot. GenAI enables content summarization at scale. No-code tools allow 3-week MVP.

**CEO DIRECTIVE:** "If Spotify can help people learn with audio, not just listen, we'll have a unique edge in India. Prove this by shipping something simple but compelling."

# OPPORTUNITY SIZING: TAM / SAM / SOM

TAM

40M

Users

Young professionals (18–30) using audio streaming in India

₹5,700 Cr

SAM

12M

Users

Spotify users in target demo expressing interest in audio learning (72% × 40% × 100M)

₹1,700 Cr

SOM (Yr 1)

1.5M

Users

Realistic Year 1 adoption:  
12% pilot-validated  
conversion from SAM

₹88 Cr ARR

# MVP FEATURE PRIORITIZATION (MoSCoW)

Prioritized against: user impact (survey data) × technical feasibility (no-code) × 3-week timeline

Q1 : What core features should be in the MVP to deliver value as a “skill-building” tool? What can be deferred?

MUST HAVE	SHOULD HAVE	COULD HAVE	WOULD HAVE (v1)
<b>Goal Selection (3 tracks)</b> 72% want structured audio learning	<b>Progress Dashboard</b> Completion %, words learned, days	<b>Mini Quizzes</b> After podcast clips (vocab check)	<b>AI Personalized Paths</b> Needs ML infra + data pipeline
<b>Daily Curated Playlist</b> 5 songs + 1 podcast clip per day	<b>Weekly Summary Email</b> Recap + encouragement nudge	<b>Word-of-the-Day</b> Push notification vocabulary builder	<b>Certificate Issuance</b> Needs credential system
<b>Day Streak Tracker</b> #1 retention driver (Duolingo proof)	<b>Audio Completion %</b> Per-track progress indicator	<b>Community Board</b> Leaderboard among pilot users	<b>Creator Marketplace</b> Needs content platform
<b>Push Nudge System</b> 61% want daily reminders	<b>Share Streak Socially</b> Virality mechanic for growth	<b>Focus/Mood Timer</b> Pomodoro-style study sessions	<b>Full Course Builder</b> Needs CMS + auth integration
<b>Simple Onboarding</b> 3-screen goal picker → first playlist			

# USER JOURNEY & NO-CODE ARCHITECTURE



## ONBOARD

Pick goal:  
English / Focus /  
Speaking



## DAILY FEED

5 curated songs  
+ 1 podcast  
clip daily



## ENGAGE

Listen, mark  
complete, quiz  
pop-up



## TRACK

Streak counter  
completion %  
weekly summary



## RE-ENGAGE

Push nudge  
if missed +  
motivation msg

Q2. Build a MVP prototype using Lovable/Replit/Bolt etc as a tool.

## NO-CODE TECH STACK

### Lovable / Replit

MVP Front-end (PWA)

Goal picker, feed, progress

### Supabase

Auth & User DB

Profiles, completion, streaks

### Airtable

Content CMS

Playlist links, podcast clips

### Zapier

Automation

Push notifs, emails, nudges

### GPT-4 API

Audio Summarizer

Podcast summaries, vocab

### Challenge : To Build MVP With Limited Constraints,

- 0 dev resources for 2 months
- 1 PM + 1 designer + 1 ops analyst
- Pilot: 1,000 student/early-career users

# 3-WEEK SPRINT PLAN & RACI

## WEEK 1 FOUNDATION

Supabase auth + profiles

Ops

Goal selection UI

Designer

Content schema Airtable

Ops

Curate 3 tracks (21 days)

PM+Des

Define metrics + analytics

PM

## WEEK 2 CORE LOOP

Daily feed screen

Designer

Streak tracker + completion

Ops

Zapier push notifications

Ops

GPT summarizer integration

PM

Onboarding + progress UI

Designer

## WEEK 3 POLISH + LAUNCH

QA w/ 50 beta users

All

Bug fixes + mobile optimize

Des+Ops

Analytics dashboards

PM

Recruit 1,000 pilot users

PM

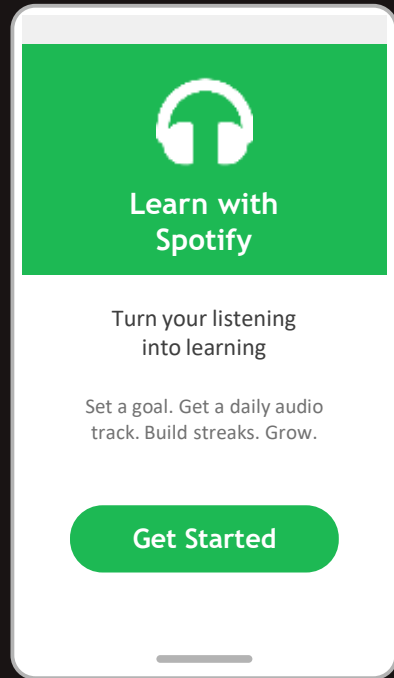
Soft launch: DEL+BLR+MUM

All

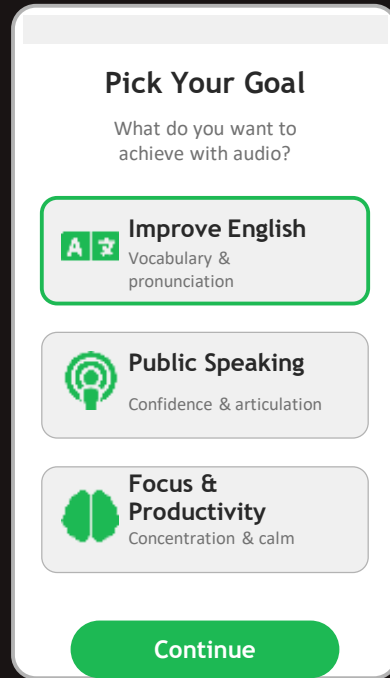
RACI: PM → Strategy, metrics, content | Designer → UI/UX, visuals | Ops → Data, automation, QA

# WIREFRAMES: ONBOARDING FLOW

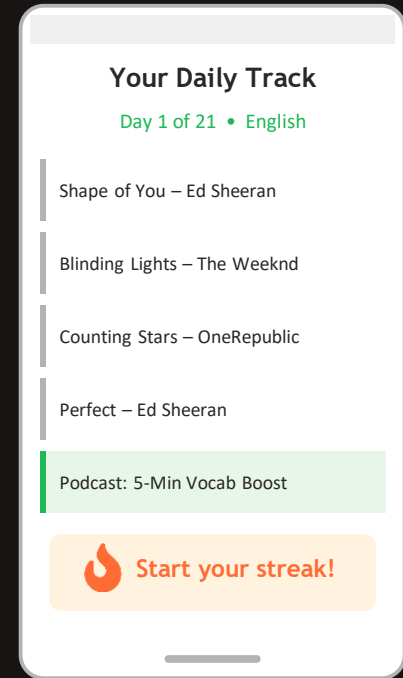
3-screen onboarding: Welcome → Goal Selection → First Playlist



Screen 1: Welcome

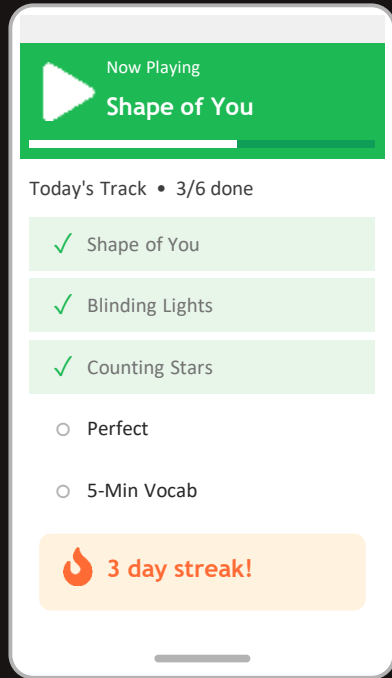


Screen 2: Goal Selection

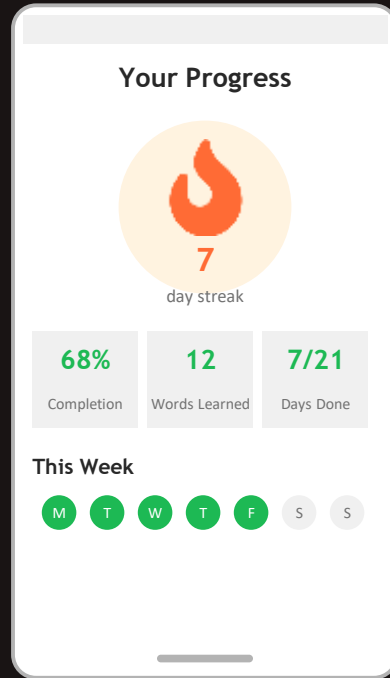


Screen 3: First Track

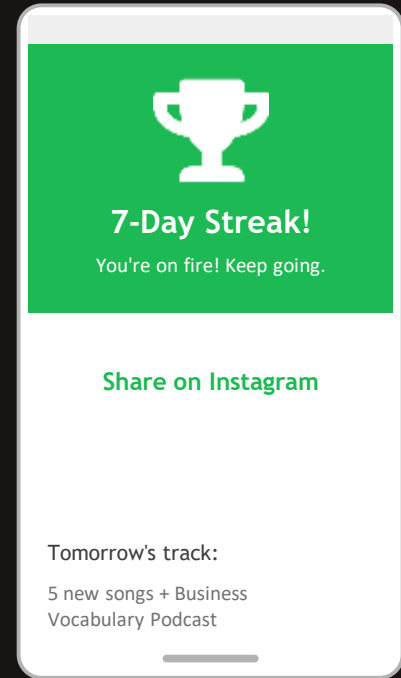
# WIREFRAMES: DAILY FEED & PROGRESS



Screen 4: Daily Feed

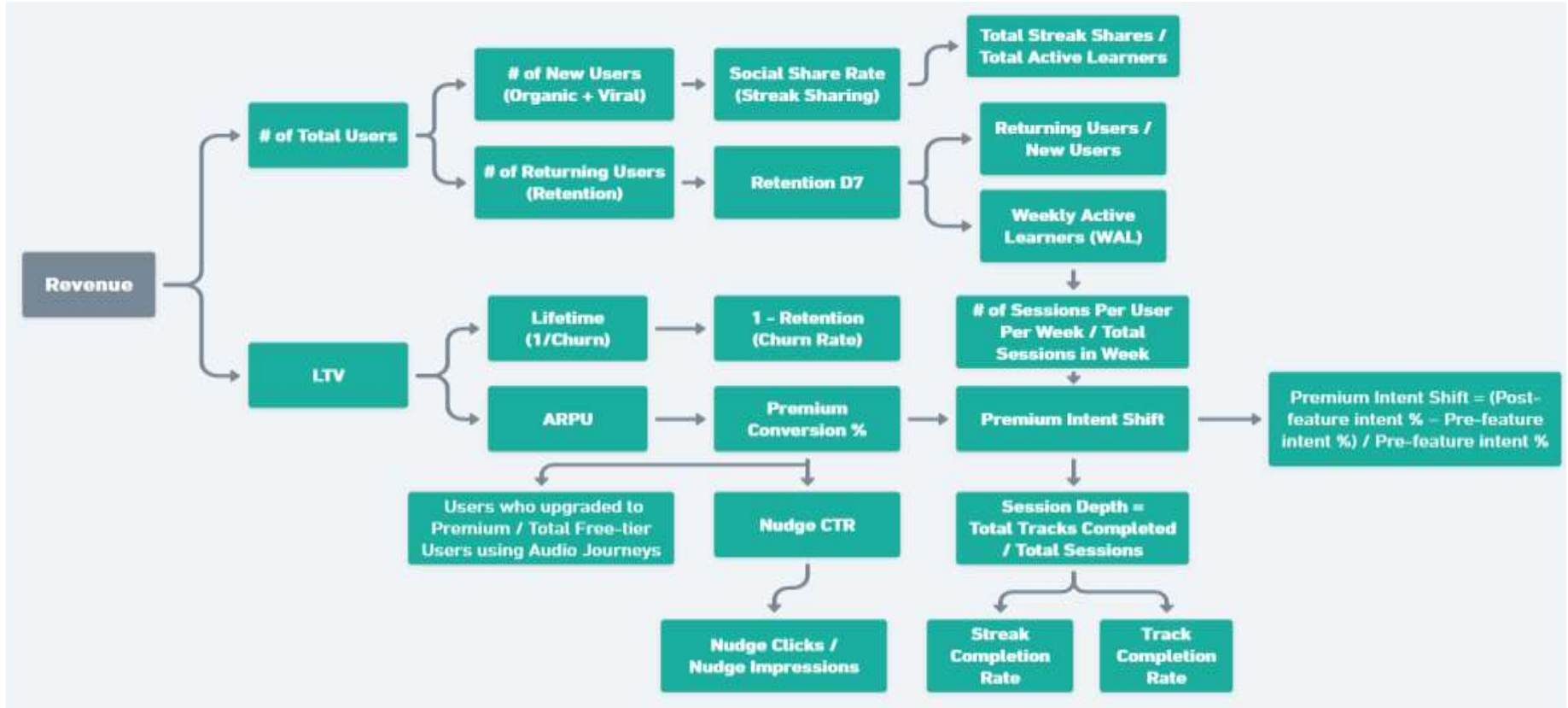


Screen 5: Progress



Screen 6: Achievement


# PRODUCT TO BUSINESS OUTCOMES – KPI TREE



# Success Metrics

Q3. What success metrics would validate that users see Spotify as more than just entertainment?

★ North Star: % of pilot users who complete 7+ day streak

Type	Metric	Target (4 weeks)	Why It Matters
★ North Star	7+ day streak rate	30%	Proves habit formation
 Engagement	Avg session time	18+ min	Validates H1
 Retention	DAU/MAU ratio	40%+	Validates H2
 Perception	NPS score	50+	Validates H3
 Conversion	Free→Premium rate	8%+	Validates H4
 Adoption	% setting goal	70%+	Onboarding effectiveness
 Guardrail	Regular streaming	No decrease	No cannibalization

*"If Spotify can help people learn with audio, not just listen,  
we'll have a unique edge in India."*

**LET'S SHIP IT.**

Visit MVP Website - <https://spotifyskillbuilding.lovable.app/>

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**NextLeap- Cohort 46**