

FEATURE SET	Feature name	Description	Research supporting it
Must-Haves	Spotify Xclusive	A standalone clickable feature on homepage providing direct link to Spotify Xclusive page	Brainstormed
	My concerts	will have saved for later concerts and concerts added as favorites.	Brainstormed
	Favorite	Clickable icon present on every concert image to favorite it	Competitive analysis
	My bookings	Concert booking history	Competitive analysis
	My tickets	Booked tickets history	Competitive analysis
	Playlist	List of grouped concerts as playlists	Spotify inspired
	Audio only	Feature to play w/o video to save bandwidth	Youtube inspired
	Search	Place to search concerts by venue, artist, genre, language etc	Spotify inspired
	Add	To add a concert to the playlist	Spotify inspired
	Download	To download a concert	Brainstormed
	Downloaded	List of individual downloads	Spotify inspired
	View	Option to view screen in list or grid view	Spotify inspired
	Cast	Feature to cast device to TV	Brainstormed
	Profile	Feature for settings and other account information	Spotify inspired
	Language	Feature to select display language	Spotify inspired
	Privacy & security	Feature including privacy policy, terms and security information	Spotify inspired
	Social	Feature to share experiences on social media	Spotify inspired
	Notifications	Feature to update user about varied information	Spotify inspired
	Settings	Account and technical settings feature	Spotify inspired
	Enter contest	Clickable feature at the end of the concert	Brainstormed
	Contact form fill	Input fields containing contact information of the user after entering the contest.	Brainstormed
	Player	Active player at the bottom of the screen	Spotify inspired
	Live views	No. of views displayed while on going concert	Instagram inspired
	FAQ	Frequently asked questions for Spotify Xclusive	Spotify inspired
	Loyalty program	Subscribers can earn, accumulate and redeem points everytime they listen to a song on Spotify.	User interviews
	Upcoming	Features upcoming concerts	Brainstormed
	Home	Navigates to Spotify home screen	Spotify inspired
Support	Customer support feature	Spotify inspired	
New Artist	New, upcoming professional artists can add and feature their music on Spotify Xclusive. If they receive required no. of views, these artists can request a Spotify Xclusive live concert. Request will have to go through Spotify approval process.	Brainstormed	
Account creation	New users wanting to create account with Spotify to access Spotify exclusive feature.	Brainstormed	
Nice to have	Buy now	E-commerce page where users can buy autographed merchandise from artists after the concert	Brainstormed
	Suggestions	Place where users can recommend suggestions to Spotify Xclusive	Competitive analysis
	Watch party	Feature where users can invite and watch concerts virtually with their family and friends together	Brainstormed
Surprising and delightful	Birthday specials	Artists will virtually wish a Spotify Xclusive loyal user on birthday and gift an autographed merchandise.	Brainstormed
	Commit and earn	Spotify Xclusive user loyalty will be measured on the basis of points earned from live concerts watched.	Brainstormed
Can come later	Invite artists	Users can invite budding talented artists to Spotify Xclusive to feature their music. If they receive required no. of views, these artists can request a Spotify Xclusive live concert and the subscriber will earn points for inviting the artist.	Brainstormed
	Artist room	Artist interacts for with users / fan to answer their questions after the concert.	Brainstormed