

Amazon Music India Relaunch: Acquisition & Engagement Strategy

NIRANJAN PILLAI, BATCH-MARCH 15TH



Summary

Amazon Music is a package of Amazon Prime but does not have any brand pull as an independent platform in India despite having many advantages within its ecosystem. It lags behind other players such as Spotify, YouTube Music, JioSaavn, and Apple Music in terms of both engagement and branding.

The idea here would be to re-launch Amazon Music as a community-oriented platform that provides the user with a sharing experience.

The Strategic Intent: To gain more engagement and brand pull through a feature not provided by any other competitor within the Indian market.

Product Understanding & Strategy Foundation



Problem Statement

The Amazon Music brand is more associated with Prime than with an independent music streaming service. The reason is that Amazon's music application has poor engagement and lacks brand recognition when compared to other companies such as Spotify and JioSaavn.

Vision & Mission

Vision: Be India's most engaging music service provider and make music a social experience for everyone.
Mission: Provide an opportunity for users to discover and connect via music and create memorable social experiences.

Business Objectives

Acquisition & Engagement KPIs to drive relaunch success:

Downloads & App Installs
Activation Rate (Day 1 onboarding)
DAU / MAU Ratio
30-Day Retention Rate
Collaborative Playlist Creation
Premium Conversion Rate

Target Audience

Primary: College students (18–24 years) and young professionals (25–34 years) based in Tier 1 & Tier 2 cities.
Secondary: Prime members who are not making full use of their music service.

User Personas

Niru, 20 – College Student

Aarav is an undergraduate at a college in Bengaluru, and he enjoys listening to trending Bollywood and Indie songs. He is looking forward to collaborative playlists to share with his friends, and he listens to music via Instagram Reels.

Sneha, 28 – Working Professional

Neha is a marketer working in Mumbai, and she uses music as a way of managing her moods as she travels or works. She needs curated playlists that will help her manage her moods, and she would like to be part of the discussions regarding the artists.

Lavina, 35 – Prime Member

Rahul is an Amazon Prime member in Delhi, and he uses Amazon Music occasionally. He wants to have a better onboarding process, and he wants the app to be seamlessly integrated with his Alexa device.





Product Principles & Positioning

- ## Guiding Principles

  Five core principles shape every feature and decision: Discover – help users find new music through community signals; Connect – bring faFive main principles guide all of our features and decisions: Discover - assist users in discovering new music based on signals from their community;
  Connect - unite fans and friends;
  Create - support collaborative playlist creation;
  Experience - provide a shared listening experience;
  Reward - reward active user engagement.ns and friends together; Create – empower collaborative playlist building; Experience – deliver shared, memorable listening moments; Reward – recognise and incentivise active participation.

- ## Current vs. Proposed Positioning

  The present positioning makes Amazon Music sound like "Music that comes with Prime." The suggested repositioning changes the focus towards connecting people, with the positioning being "Amazon Music – Listen Together." It is clear that there is a change in emphasis from simply being useful to connecting people.

- ## Value Proposition

  Amazon Music offers an innovative integration of music streaming and social capabilities within a single app, which is not offered by any of the other players at present in India. Using the combination of Alexa, trust factor from the Prime ecosystem, and newer community tools, Amazon Music offers a superior experience to users over Spotify, JioSaavn, and YouTube Music.

- ## Differentiation Strategy

  While competitors offer superior functional capability in music streaming, they lack social and emotional appeal. The unique proposition of Amazon Music rests in its ownership of the community layer through personalized fan clubs, live collaborative playlists, listening parties, and local event integrations.

Success Metrics & Product Hypothesis

1. Acquisition KPIs

Acquisition Metrics Include:
- App Installs (number of new downloads),
- Cost Per Install (CPI),
- Activation Rate (onboarding and first time use by new users),
- and Customer Acquisition Cost (CAC). This helps Amazon Music measure their ability to acquire users in India.

2.Engagement KPIs

Measurement of engagement includes Daily Active User (DAU), Day-7/Day-30 retention rates, Average Session Time, Playlist creation rate and Community Engagement (listening parties joined, fan clubs participation). These metrics signify a level of engagement on the platform other than mere listening to music.

3.North Star Metric

North Star Metric: Weekly Shared Listening Sessions per Active User (WSLS/AU). The North Star Metric for Amazon Music's new positioning is WSLS/AU, which represents the unique social aspect of Amazon Music, where users can listen together to music and build strong communities.

Executive Launch Dashboard

North Star Metric

Weekly Shared Listening Sessions per Active User (WSLS/AU)

Objective	KPI	Target
Acquisition	App Downloads	40%
Activation	Community Join Rate	60%
Engagement	DAU/MAU Ratio	45%
Retention	D30 Retention	50%
Monetization	Premium Conversion	10%
Growth	Referral Rate	15%

Insight from the Executives: This dashboard allows the executives to be able to track the health of the product through the entire user lifecycle.

Product Metrics (AARRR)

1.Acquisition

- Downloads
- Cost per Install (CPI)
- Customer Acquisition Cost (CAC)
- Organic vs Paid Installs

2.Activation

- Onboarding Completion
- First Song Played
- Community Join Rate
- Playlist Import Rate

3.Retention

- Day 1
- Day 7
- Day 30
- Weekly Active Users
- Listening Streak

4.Revenue

- Premium Subscribers
- Subscription Revenue
- Average Revenue per User (ARPU)

5.Referral

- Invites Sent
- Invite Acceptance Rate
- Viral Coefficient

Marketing Funnel

Awareness

↓

Interest

↓

App Install

↓

Sign Up

↓

Complete Onboarding

↓

Join Community

↓

Listen First Song

KPI Dashboard

Stage	KPI
Awareness	Reach, Impressions
Acquisition	App Downloads, CPI, CAC
Activation	Sign-ups, Onboarding Completion
Product Adoption	Community Join Rate
Revenue	Premium Conversion
Growth	Referral Rate

Market Research – Industry Overview & Trends

1. Digital Entertainment Growth

India's digital music market is one of the fastest-growing entertainment categories globally. Declining data costs, rising disposable income, and a young population have accelerated streaming adoption at an unprecedented pace.

2.Infrastructure & Content Drivers

Key enablers fueling the growth of digital music consumption in India:

High smartphone penetration across Tier 1, 2, and 3 cities
Affordable mobile internet (among lowest data costs globally)
Surging demand for regional language content
Expanding creator ecosystem producing diverse local music

3.Key Market Trends

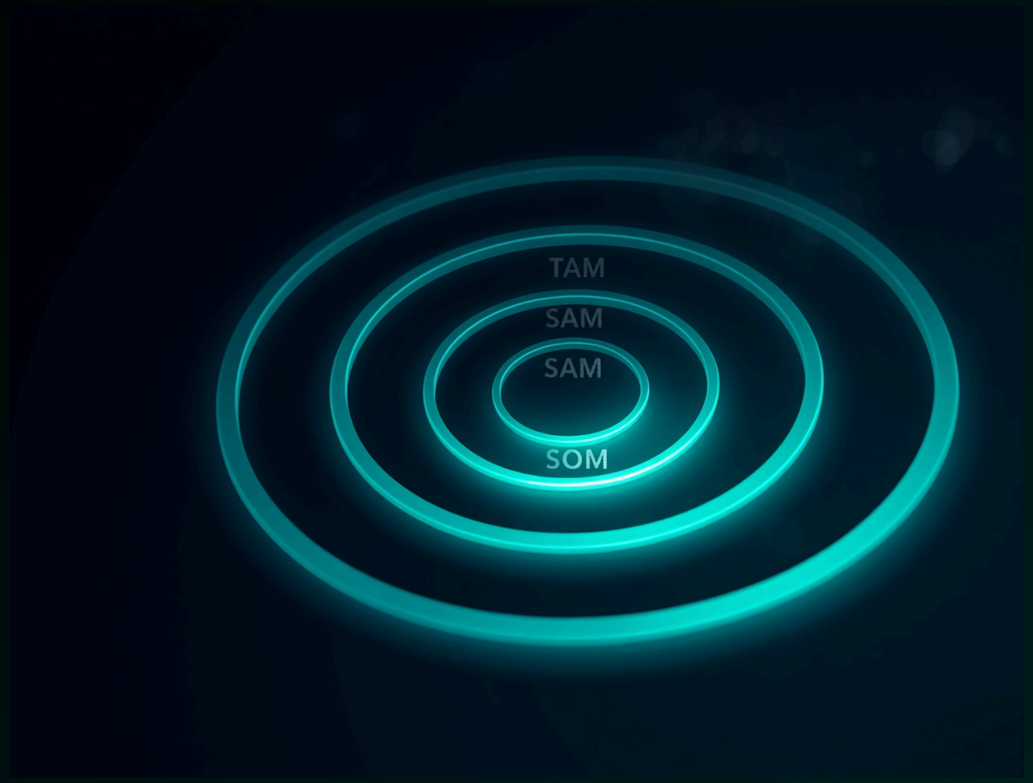
Regional music is overtaking Bollywood in streaming volume. Music discovery increasingly happens outside apps — via Instagram Reels, YouTube Shorts, and WhatsApp. Gen Z listeners crave shared, social listening experiences rather than passive consumption.

4. Strategic Opportunities

Community-driven features directly address retention gaps. Platforms that enable social discovery, collaborative playlists, and shared listening events can significantly reduce churn and increase daily active engagement among India's young listeners.



Market Size & Segmentation



TAM

Total Addressable Market: All digital music users in India. With 50 crore plus users of smartphones in India, which also boasts of rapidly growing internet penetration, there is a huge customer base for music streaming service users of all kinds.

SAM

Serviceable Addressable Market: Indian users of music streaming services aged 18-35 in Tier 1 and Tier 2 cities. Approximately equal to 15 crore users who regularly use applications such as Spotify, JioSaavn, or YouTube Music and are willing to switch or adopt.

SOM

Serviceable Obtainable Market: Young, community-oriented listeners targeted for the initial Amazon Music relaunch phase. Estimated at ~3-4 crore users who actively seek shared listening, discovery, and social music experiences.
College Students – social discovery, trends
Young Professionals – mood playlists, community
Prime Members – activation, Alexa integration
Regional Listeners – vernacular content, local artists

User Segments

Four main categories: College students (ages 18-22), looking for trend-setting, collaborative experiences; Young professionals (ages 23-35), requiring mood-driven and social playlists; Current Prime users, who require activation and Alexa integrations; Regional language speakers, looking for vernacular content discovery.



Jobs-To-Be-Done & Competitor Gap Analysis

Functional Jobs

The reason why users opt for music apps is because they want to listen to music according to their schedule, concentrate better when studying, and create an appropriate ambiance in the event of hosting social gatherings or parties. Functionally, the existing players such as Spotify, YouTube Music, and JioSaavn are already fulfilling these needs very effectively — thus creating a parity baseline for Amazon Music.

Emotional & Social Jobs

Emotionally, users want to relax, de-stress, and express their personality through music taste. Socially, they seek to share playlists with friends, bond over artists, and attend live or virtual concerts. Competitors address emotional and social jobs poorly — leaving a significant unmet need in the market.

Competitor Gap & Opportunity

While all major platforms solve functional listening well, none deliver a truly social or community-driven experience. The opportunity for Amazon Music lies in filling this gap: building community listening spaces, enabling shared real-time listening sessions, and integrating real-world music events — transforming music from a solo activity into a shared social experience.



SWOT Analysis & User Pain Points

- ## Strengths

  Integration within the Prime ecosystem gives Amazon Music the advantage of added value among millions of subscribers already using the service. Integration with Alexa, secure payment systems, and brand reputation in India makes Amazon Music relaunch more credible.

- ## Weaknesses

  Amazon Music has low standalone brand awareness and hence it is viewed as an extra benefit with Prime membership but not as an independent music platform. The poor social identity of Amazon Music and lack of social features results in lack of customer interaction, which makes it challenging to compete with music-centric brand platforms.

- ## Opportunities

  Community listening options, live playlisting, and listening parties represent significant growth opportunities for Amazon Music. Customized music recommendations powered by AI technology and local events integration could set Amazon Music apart from other competitors.

- ## Threats & Pain Points

  The challenge of the dominance of competitors like Spotify, JioSaavn, and YouTube Music represents a huge threat with risks of high customer churn and increasing costs of content licensing. The main pain points include a lack of differentiation of any music apps for users, a lack of feeling of community, and the passivity of the listening process.

Opportunity Matrix & Key Insights

1.Discover Music

Current solutions are relatively strong — users can search and browse effectively. However, discovery remains algorithm-driven and solitary. Opportunity: introduce community-driven discovery through shared listening histories, friend activity feeds, and trending playlists curated by real users.

2.Share Playlists

Basic sharing features exist across competitors, but collaboration is largely static — users share links rather than build together. Opportunity: enable real-time collaborative playlists where friends can co-create, vote on tracks, and contribute simultaneously during sessions.

3.Connect with Fans

Current platforms offer poor fan-to-fan and fan-to-artist connection. Users lack a space to engage around shared musical identity. Opportunity: build AI-powered music match to connect users with similar tastes, and launch dedicated fan clubs for artists with exclusive content and community spaces.

4.Experience Together

Shared listening experiences are limited or entirely outside current apps. Concerts and events happen off-platform with no integration. Opportunity: introduce synchronized listening parties with live reactions, and integrate nearby live events and virtual concerts directly within Amazon Music.



User Research & Product Discovery

A mixed-methods research approach was used to uncover how Indian users discover, share, and experience music — and where Amazon Music falls short in meeting those needs.

Research Methodology

The research has been conducted by the use of four different approaches: in-depth interview of 12 individuals who actively use music streaming services, quantitatively analyzing survey results of 150 people from Tier 1 & 2 cities, competitive analysis of Spotify, JioSaavn, and YouTube Music, and app store rating and reviews analysis of Amazon Music India.

Key Findings

Five critical insights emerged from the research, pointing to a clear opportunity for Amazon Music:

Opportunity: Social Discovery

Consumers are interested in better recommendations
Music is highly social activity in India
No difference between major apps – lack of differentiation
Prime customers need activDiscovery takes place outside of apps (Instagram, YouTube)
ation and onboarding

Refined User Personas & JTBD

Niru , 20 – College Student

Goals: Identify popular songs, create collaborative playlists with friends. Frustrations: App lacks uniqueness, social identity and sense of community. JTBD – Functional: to discover music; Emotional: to showcase personality; Social: playlist sharing and peer interaction.

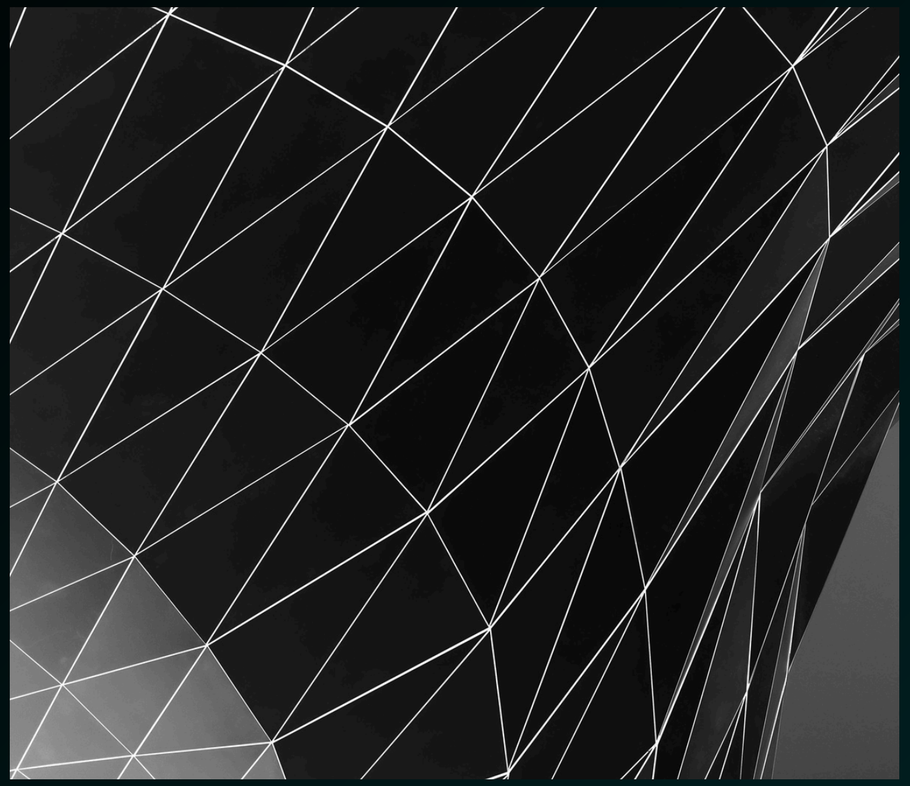
Sneha, 28 – Young Professional

Goals: Create playlist based on mood, participate in discussion related to artists. Frustrations: Absence of fan features and lack of engagement. JTBD – Functional: to relax and concentrate; Emotional: to feel understood; Social: fan community interaction.

Lavina, 35 – Prime Member

Goals: Stream smoothly, Alexa integration, family oriented playlist creation. Frustrations: Unaware of music features apart from the prime package, lack of activation. JTBD – Functional: to stream music; Emotional: to realize value of the prime package; Social: participate in local events, music sharing with family.

Product Strategy & Go-To-Market Overview



Strategic Objective

Core Objective: Growth through repositioning Amazon Music as a platform that is community-focused. Change the existing perception about Amazon Music as being a feature of Prime Membership into the most exciting social music community in India called "Listen Together."

Positioning & Differentiation

Positioning: "Amazon Music - Listen Together." The platform will differentiate itself from Spotify and JioSaavn through music communities, real-time collaboration for playlist creation, artist fan clubs, and live event integration.

Core Features

Five flagship features driving the relaunch:

Music Communities – genre & artist fan spaces
Listening Parties – real-time shared sessions
Collaborative Playlists – co-create with friends
AI Music Match – connect users by taste
Nearby Events – discover & attend local shows

Acquisition Funnel

Awareness: Social Media → Acquisition: Campaigns → Activation: Onboarding → Retention: Challenges/Events → Referrals: Incentives.



Acquisition Funnel Strategy

- Awareness & Acquisition

  Awareness is achieved via social media platforms (Instagram Reels and YouTube Shorts) and collaboration with influencers and regional music producers and university-specific creators. Paid acquisitions are made by targeting college students through campus networks and Prime users via Amazon owned channels.

- Activation & Onboarding

  The onboarding process has been simplified and involves showing how users can create their own profiles, join music communities, and start or participate in music listening parties. Session completion is measured as an activation metric along with personalization of the genre and language selected.

- Retention & Community Engagement

  The user base is retained by organizing weekly listening parties, arranging community-based events, hosting playlist and listening party competitions with regional artists. Push notifications and in-app reminders are used to bring back inactive users. DAU, session duration, and participation in the community are the key retention metrics.

- Referral & Growth Incentives

  There is also a well-designed referral program that rewards current users with special content, extension of the premium trial, and in-app rewards for inviting other people. Collaborative playlists and invitations to the listening parties are referred to as the referral loops. The referral conversion rate and viral coefficient are monitored.

Launch Strategy & Marketing

Phases of Launch: Phase 1: Prime Member Activation: targeted prompts through the app, exclusive early access to community features, highlighting Alexa integration.

Phase 2: College Campaigns: campus ambassadors, playlist challenges, college referral incentive programs.

Phase 3: Influencer Campaigns: regional artists and micro-influencers throwing listening parties.

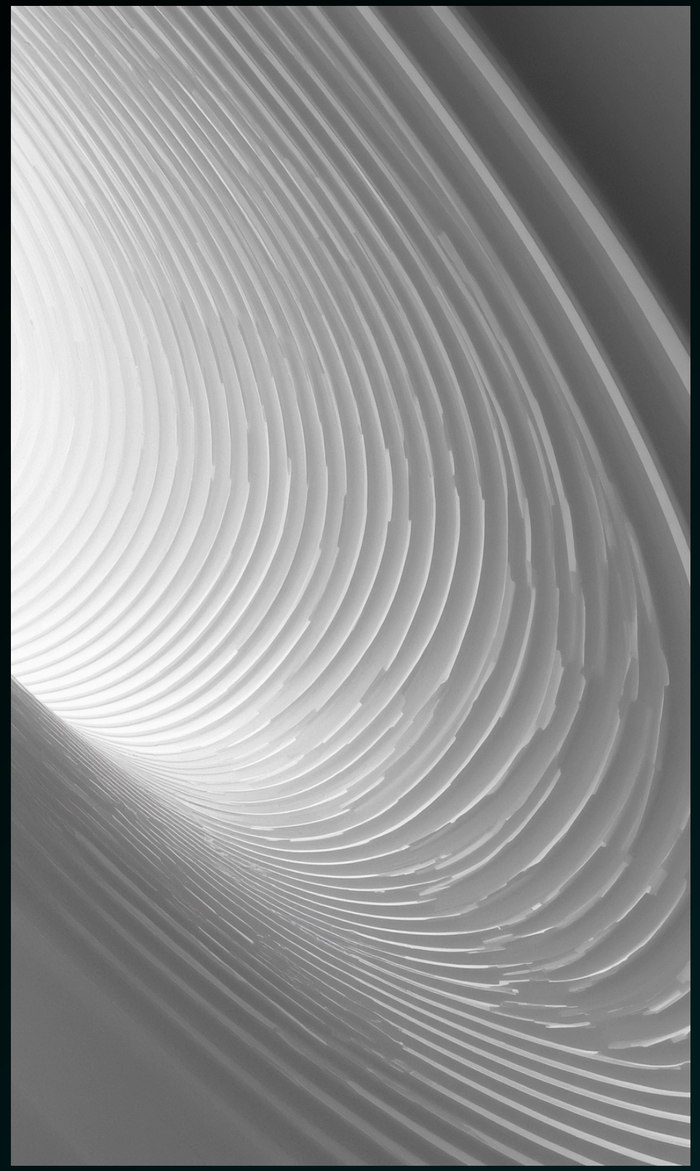
Phase 4: National Campaign: mass media push centered on “Listen Together” brand.

Marketing Channels: Owned channels include the Amazon app, Prime member emails, Alexa messages. Paid channels include Instagram, YouTube, and programmatic ad campaigns targeting 18–35 year-olds living in cities. Earned channels are PR and artist partnerships.

Activation Metrics: Onboarding metric is first time session completion and onboarding process conversion. Community metrics include using community features within 7 days.

North Star Metric: Weekly Shared Listening Sessions per Active User (WSLS/AU)





Risk Mitigation

Low Adoption & Competitor Reaction

Risk: There is no guarantee that users will adopt the newly introduced social functions, and competitors such as Spotify and JioSaavn can quickly copy the community functionalities to overcome any competitive advantage. Mitigation: Focus on developing an effective onboarding process where the social features are communicated earlier and use Amazon Prime to gain traction initially.

Content Moderation Challenges

Risk: The use of community elements like fan clubs, playlist collaborations, and listening sessions will create user-generated content that could be offensive or dangerous, thereby exposing the brand. Mitigation: Incorporate AI-based moderation tools with human escalation, create clear community guidelines, provide an easy mechanism for reporting, and have a response process in place.

Distraction & Feature Overload

Risks: There is a chance that adding all the social features at once can be overwhelming for the users, reduce the focus from music experience to social features, and add complexity in the app resulting in user churn. Mitigation strategy: Making all the social features entirely optional, having a clear default experience, doing A/B testing to validate the engagement value, and keeping “Listen Together” brand clearly defined.

Amazon Music India Relaunch

Engagement Strategy using PLG & Race Car Framework

Vision for Product: Convert Amazon Music from a streaming service to India's first community-based music platform where users not only consume but also actively engage.
PLG Pillar: The product itself acts as the main means of acquiring, retaining, and growing customer

Reach	**Provide a unique value proposition by creating a personalized onboarding process, community recommendations, and playlist import to attract new users.**
Activation	Facilitate a fast realization of value by helping users get started with playing their first track, connecting to the community, and personalizing the experience.
Conversion	Incentivize engaged users to subscribe to Amazon Music Premium via listening parties, premium audio, offline access, and improved community capabilities.
Engagement	Incentivize users to keep coming back via collaborative playlists, listening parties, community interactions, gamification, and personalized recommendations.
Referral	Create brand advocates out of satisfied users by providing opportunities for them to invite their friends to the community, listening parties, and playlists with rewards for both sides.

Amazon Music India Relaunch

Engagement Strategy using PLG & Race Car Framework

This is the heart of the strategy.

Objective: Give users multiple reasons to return every day.

Engagement Strategy Pillars (Part 1 of 2)

1. Communities



Users join communities based on **Artist, Genre, Mood, Language, City.**

Daily activities include:

- Discussions
- Polls
- New playlist recommendations
- Album reviews

2. Listening Parties



Weekly synchronized listening sessions.

Users can:

- Join friends
- React live
- Chat
- Vote on songs

3. Collaborative Playlists



Groups create playlists together.

Features:

- Song voting
- Comments

Shared editing

Amazon Music India Relaunch

Engagement Strategy using PLG & Race Car Framework

Vision for the Product: Re-imagine Amazon Music as not just a streaming application but India's first community-powered music service that is not merely about listening but participating too.

Core Idea of PLG: The product itself drives user acquisition, engagement, and growth.

Why This Engagement Strategy Is Different

Traditional Music Apps	Amazon Music Relaunch
Focus on individual listening	Focus on shared listening experiences
Recommendations based only on listening history	Recommendations based on listening behavior and community activity
Users create personal playlists	Users build collaborative playlists
Limited social interaction	Active music communities and fan clubs
Generic notifications	Community-driven, contextual notifications

Product Manager's Rationale

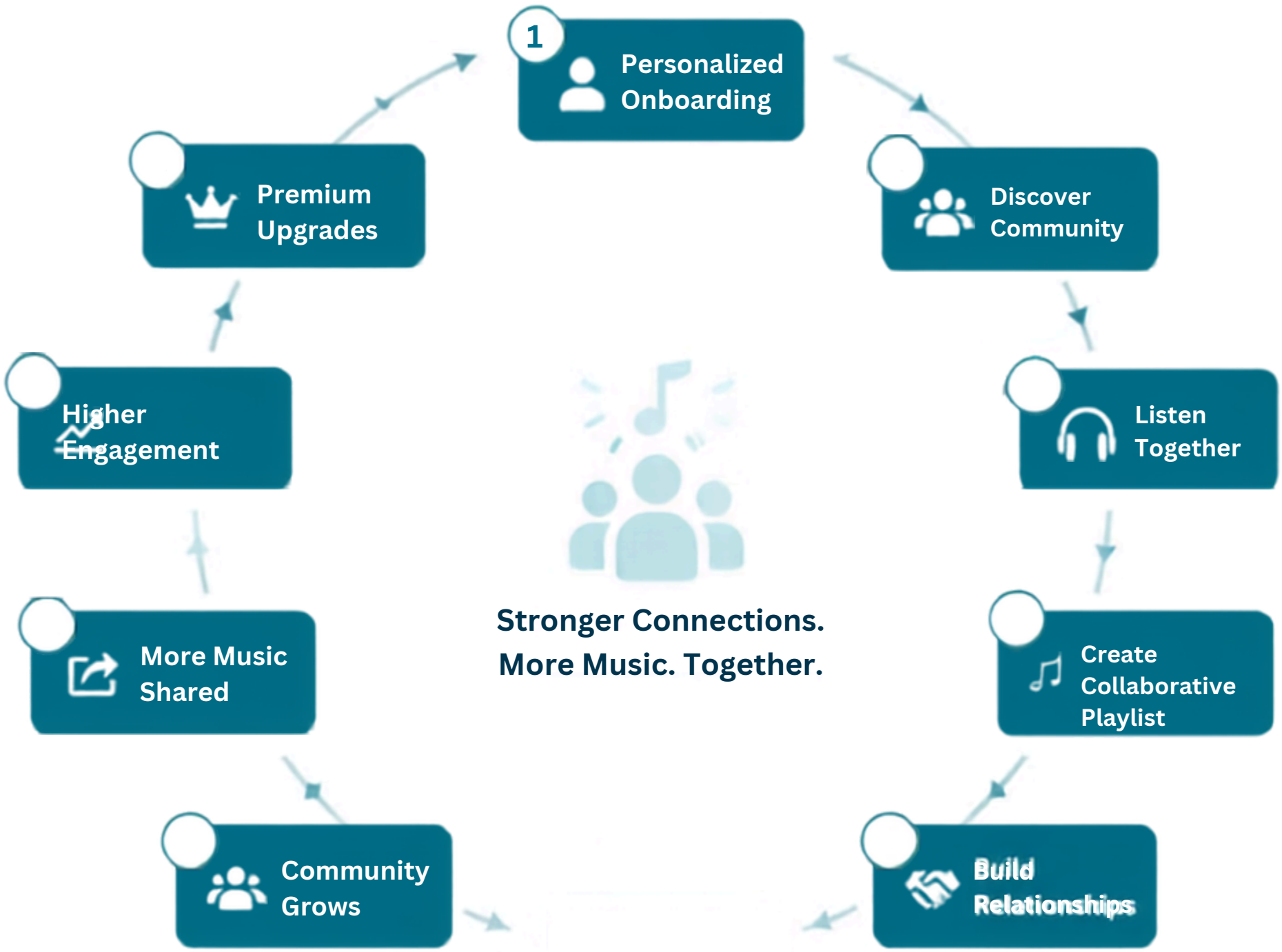
In this strategy, the PLG approach is utilized since the product itself acts as the growth driver. This will help to achieve network effects through community, listen events, playlist collaborations, and referrals.

This strategy will optimize for the shared experience of listening to music and is consistent with the positioning of the new launch of Amazon Music: Listen Together.

Amazon Music India Relaunch

Engagement Strategy using PLG & Race Car Framework

PLG Flywheel



North Star Metric

Weekly Shared Listening Sessions per Active User (WSLS/AU)

Unlike traditional measurement methods such as listening time, WSLS/AU is a metric that determines whether the users participate in the experiences that are essential to our product philosophy.

1. Reach

Goal: Encourage users to find the value that Amazon Music has to offer before leaving the application.

User Pain Point: Users believe, "Amazon Music is just another streaming app."

Solution: Instead of only showing playlists in the onboarding process, immediately expose users to community-based interactions.

Features

- Personalized onboarding
- Favorite artist selection
- Language selection
- Spotify playlist import
- Recommended communities
- Trending listening parties
- Community recommendations based on music taste

Success Metrics

- Onboarding completion rate
- Community join rate
- Playlist import rate
- Time to First Value (TTFV)

2. Activation

Goal: Enable users to experience their first “Aha!” in five minutes.

Aha! Moment: “Found people who share my taste in music!”

Product Features

- - One-tap playlist import
- - Personalized recommendations
- - Community suggestions
- - Welcome discussion in joined communities

Success Metrics

- - Activation Rate
- - Community Join Rate
- - First Playlist Played
- - First Collaborative Playlist Created

User flow

Install App

↓

Select Languages

↓

Choose Favorite Artists

↓

Import Spotify Playlist

↓

Join Community

↓

Play First Song

↓

Receive Community Recommendations

3. Conversion

Premium Benefits

- Good quality sound
- - Unrestricted downloads
- - Special artist listening events
- - Early access to albums releases
- - Prior registration for events
- - State-of-the-art playlist collaboration features
- - Special community badges

Why This Works

Value discovery comes via communities, followed by upgrading to get exclusivity rather than just getting rid of ads.

Metrics

Free to Paid Conversion Rate

- Trial to Paid Conversion
- Premium Listening Time
- Premium Community Engagement

4. Engagement

This is the heart of the strategy.

Objective

Give users multiple reasons to return every day.

Feature 1 - Communites

Users join communities based on:

- Artist
- Genre
- Mood
- Language
- City

Daily activities include:

- Discussions
- Polls
- New playlist recommendations
- Album reviews

Feature 2 – Listening Parties

Weekly synchronized listening sessions.

- Users can:
- Join friends
- React live
- Chat
- Vote on songs

Collaborative Playlists

Groups create playlists together.

Features:

- Song voting
- Comments
- Shared editing

Gamification

Users earn:

- Listening streaks
- XP
- Community levels
- Achievement badges

Examples:

🏆 Playlist Creator

🎧 Night Owl

🎤 Community Host

🔥 Super Fan

PLG Flywheel

Personalized Onboarding

↓

Discover Community

↓

Listen Together

↓

Create Collaborative Playlist

↓

Build Relationships

Invite Friends

↓

Community Grows

↓

More Music Shared

↓

Higher Engagement

↓

Premium Upgrades

Conclusion

In the engagement strategy, PLG approach is implemented because here the product itself drives the growth process. Each of its key features such as communities, listening parties, collaborative playlists, and referral system brings value, the magnitude of which will grow with an increase in users' involvement. At the same time, this strategy does not require costly marketing but uses the network effect to encourage retention and organic growth. Unlike the stream optimization, the engagement strategy focuses on shared experiences with music.

Referral

Goal: Motivate users to attract people to the platform through natural means.

Referral Triggers

Listening parties

Real-time shared listening moments.

Collaborative playlists

Create together, share instantly.

Fan communities

Connect around artists and genres.

Community challenges

Fun goals that bring members together.

Rewards

Premium trial

Unlock Amazon Music Unlimited benefits.

Exclusive profile badge

Showcase your community status.

Special playlists

Curated drops for active referrers.

Community XP

Earn points and climb the community ranks.

Viral Loop

Join Community → **Attend Listening Party** → **Invite Friends** → **Friends Install App** → **Communities Become More Active** → **More Shared Experiences** → **Higher Retention**

Success Metrics

Referral Rate

% of users who invite at least one friend.

Invite Acceptance Rate

% of invites accepted by recipients.

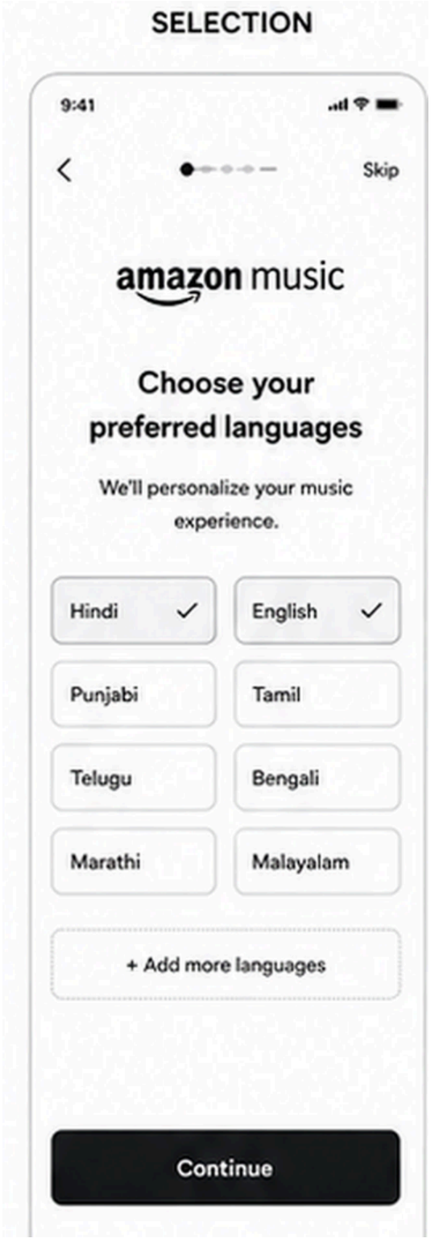
Shared Playlist Invites

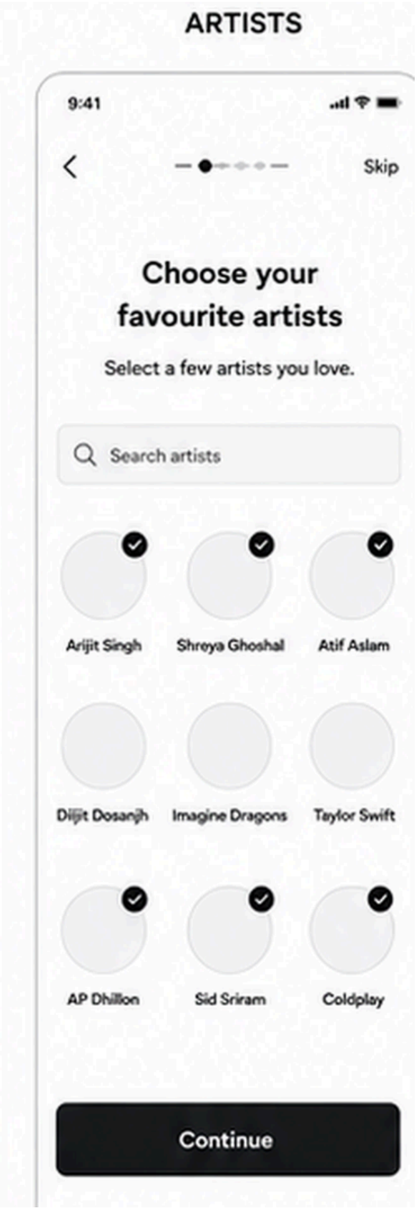
Total invites sent via shared playlists.

Community Invite Conversions

% of community invites that convert to installs.

Wireframes and its Purpose for Amazon Music





Purpose

1. Language Selection

Reason

Create a personalized experience right away.
Offer music in their preferred language.
Make the onboarding experience more personalized.

Goal

Get the users activated through personalized experience.

2. Favorite Artists

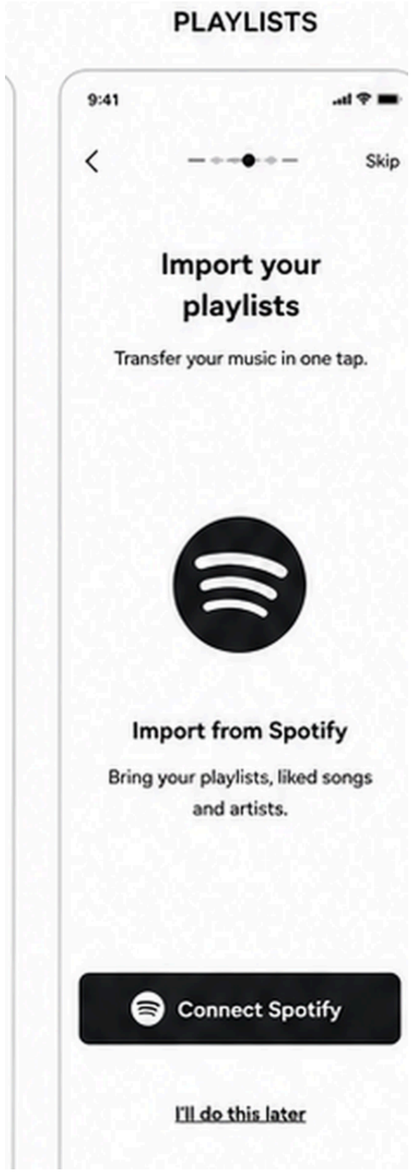
Reason

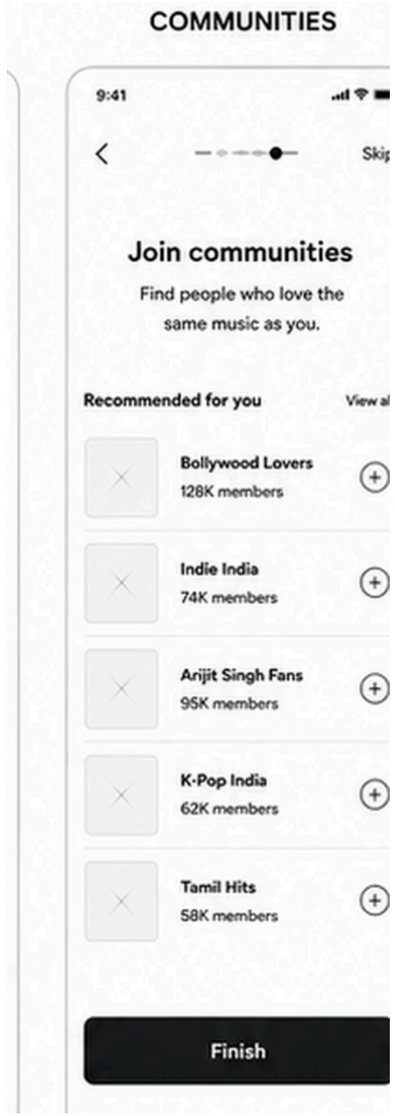
Know what the users like.
Train the recommendation algorithm.
Create the personalized home feed.

Goal

Decrease the time to value and improve recommendations.

Wireframes and its Purpose for Amazon Music





Purpose

3. Import Playlists

Purpose

Enable users to import their existing Spotify playlists.
Decrease switching barriers.
Keep users' music history intact.

Business Objective
Drive conversions from competing services.

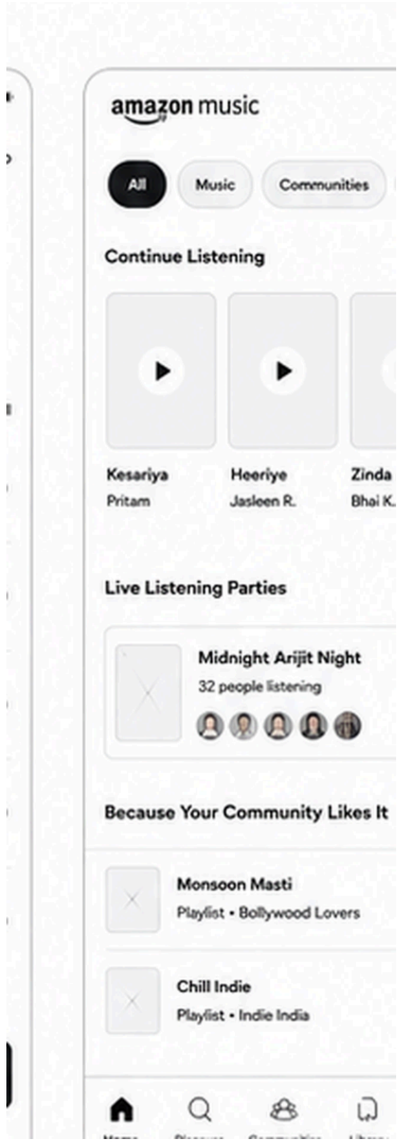
4. Join Communities

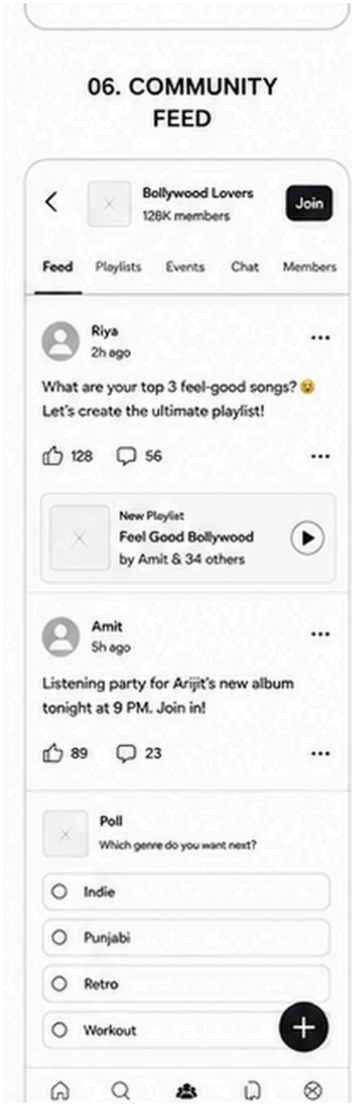
Purpose

Reveal what makes the product unique.
Provide users with community suggestions based on artists and genres they like.
Establish social relationships.

Business Objective
Drive community adoption and retention.

Wireframes and its Purpose for Amazon Music





Purpose

5. Home / Discover

Purpose
Offer tailored suggestions and instant access to:

Keep Listening
Live Listening Parties
Community Playlists
Popular Communities
Latest Music Releases

Business Goal
Enhance daily usage and session time.

6. Community Feed

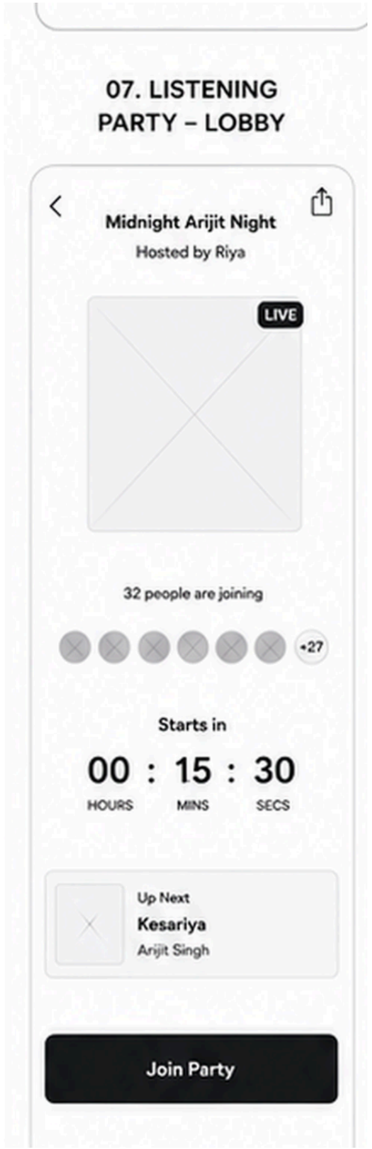
Purpose
Allow community discussions about music.

Users are able to:

Share playlists
Vote for songs
Discuss artists
Participate in polls
Attend events

Business Goal
Offer more reasons to come back other than listening to music.

Wireframes and its Purpose for Amazon Music





Purpose

Listening Party Lobby

Goal
Prepare the user for the synchronized listening experience.

Displays:
Host details
Countdown timer
List of participants
Upcoming playlist

Goal of Business
Increased participation in the event.

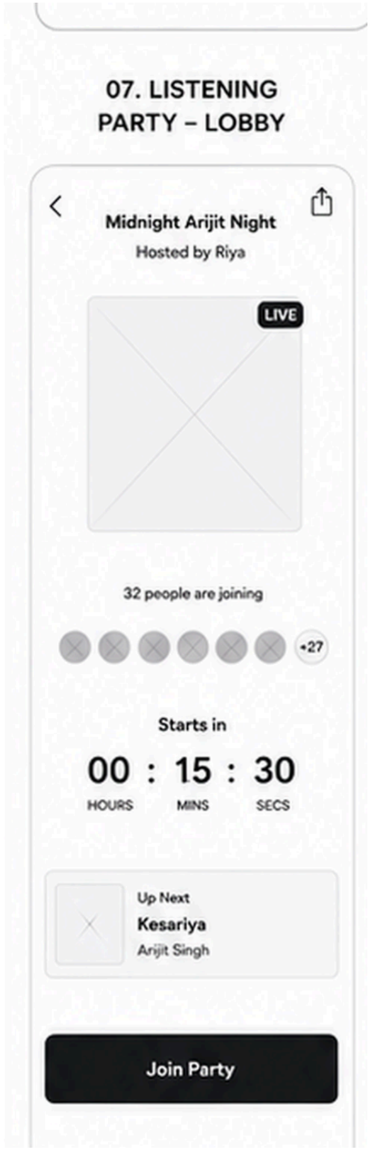
Live Listening Party

Goal
To give the user a live listening experience.

Features:
Synced playback
Live chat
Emoji reactions
Music queue
List of participants

Goal of Business
Increased engagement through shared experiences.

Wireframes and its Purpose for Amazon Music





Purpose

Listening Party Lobby

Goal
Prepare the user for the synchronized listening experience.

Displays:
Host details
Countdown timer
List of participants
Upcoming playlist

Goal of Business
Increased participation in the event.

Live Listening Party

Goal
To give the user a live listening experience.

Features:
Synced playback
Live chat
Emoji reactions
Music queue
List of participants

Goal of Business
Increased engagement through shared experiences.

Conclusion

The objective of the Amazon Music India Relaunch Project is to position Amazon Music as a community-based music streaming service with the help of the "Listen Together" strategy. This project will leverage market research, insights from users, a detailed Go To Market Strategy, and Product Led Growth (PLG) to increase user acquisition, user engagement, user retention, and Premium memberships.

Some of the innovative features like Music Communities, Listening Party, Collaborative Playlist, and Personalized Recommendation make the user experience different from its competitors. The execution of the project is driven by a product roadmap, wireframes, Jira Planning, Mixpanel Metrics, and Success Metrics.

Projected Results

- Raise the number of app downloads and Prime activation.
- Boost engagement and retention rates among users.
- Promote subscription for Premium by offering unique experiences.
- Create a sustainable competitive advantage by offering community-based music experiences.

"This will enable Amazon Music to gain a strong foothold in India's highly competitive music streaming space, all while providing more value to users as well as Amazon overall."