



Product Design Proposal

Podcasting UX Update

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Problem: Missing Out on Products Mentioned

Spotify creators recommend excellent suggestions for books, movies, people, and in episodes but it's **inconvenient** to pause a podcast to **record the suggestion**.

A user mid episode could be driving, working out, doing active things that may not allow them to stop what they're doing and write down the resource. Users rarely go back and listen to write them down.

Job to Be Done: Communicate Information and Provide Resources

The Job to Be Done is to help users find the resources and products mentioned in podcasts.

We already have the technology to transcribe lyrics from a song. Can we do the same for podcasting? This feature can make life easier for everyone, build relationships, encourage business, and inspire listeners to dive deeper into the podcast itself, the podcaster or group, and build connection.

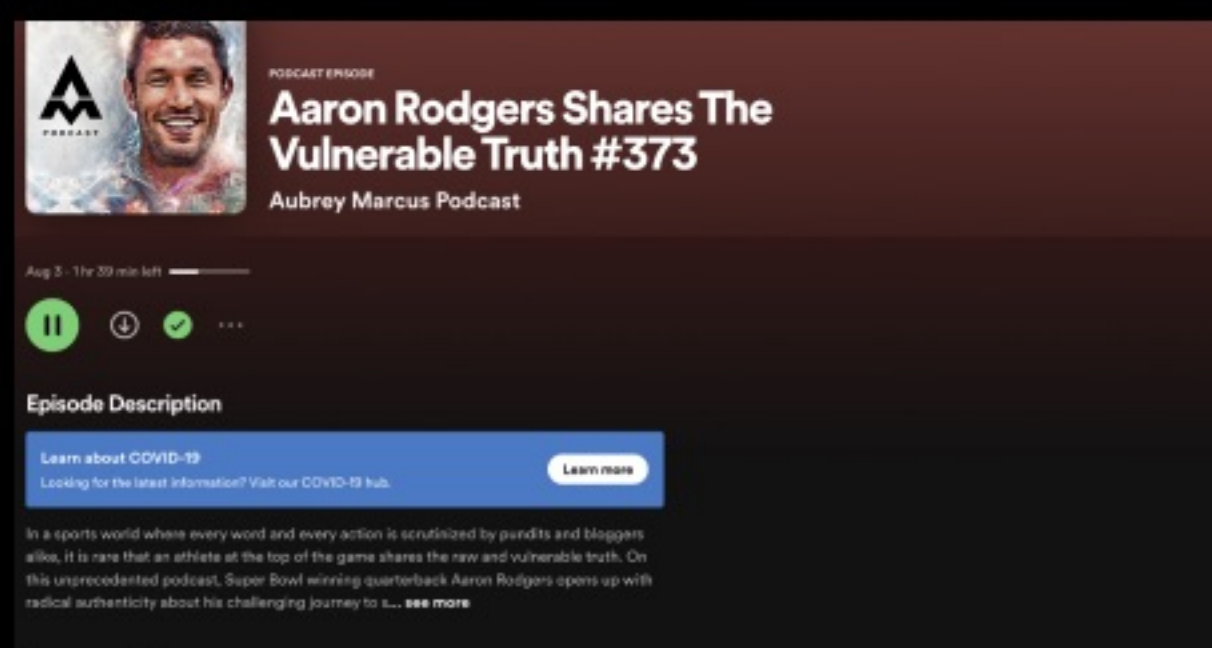
How It Works

Include recommendations in the podcast description, titled **resources mentioned**, with hyperlink(s) to purchasing platform. Use AI to detect these resources using keywords like: "movie", "book," etc.

With **Spotify's new addition of audiobooks**, the books identified could be linked/embedded so a listener can be taken from the episode to the audiobook **all in-house**.

Proposed Design

Original (Current Design)



Proposed Design (Use AI to Detect Resources & Products)

