

Our work.

Spotify Music Mashup Video

Ever imagined about having an automated music playlist that reads your current emotional status? Well now, this future is getting real. In partnership with Spotify, Element Human deployed facial coding to develop the world's first emotion-driven music discovery platform.



HOW WE'VE HELPED

Problem

Spotify currently uses a database analysis system to uncover their users' music preferences. Hence, Element Human, exclusively for *Huddle*, explored the possibility of an emotion-driven music recommendation system. To do so, we focused on what people's emotional **engagement indicate about their music preferences.**

Solution

Listeners first did a questionnaire about their musical preferences. They watched a mashup of indie artists to measure their emotional engagement while exploring new music. Participants received real-time report results of their emotions during the video and a full report of their overall emotional engagement.

Each participant was given a persona profile comparing their emotional engagement towards different music genres with their preferred music genres. Individual results displayed that people often engaged with music genres beyond their preferred genres. We made 97 emotional discoveries in total and 87 potential new listeners, producing a lead conversion of 48%. **That is one new listener every 4:48 seconds!**

All in all, through application of Element Human's underlying technology, Spotify crafted a groundbreaking emotion-based music discovery platform. This platform allowed Spotify to understand the musical preferences of users beyond what they claim to be preferred. This allowed Spotify to uncover their listeners' implicit musical taste, working towards shaping the world's very first **emotion-based music recommendation software.**