

Spotify Student Premium Landing Page

Mission Statement

This page will be designed to increase the number of subscriptions to the student edition of Spotify Premium. A free month of Spotify Premium will be awarded to all subscriptions before June 1, 2016. Points such as the ability to listen offline, high quality streaming, and unlimited skips will be advertised to increase subscriptions.

Look and Feel

The Spotify Premium Student Edition landing page will have a modern aesthetic geared toward college students in the U.S. Images of young adults will be paired with modern looking icons and buttons.