

Insight Name Paying for Livestream Service

Date of Learning

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STEP 1: HYPOTHESIS

We believed that

customers will pay for our livestream service

STEP 2: OBSERVATION

We observed

over 70% of our potential customer interviewees would not pay for this service

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

some noted that they would only pay for large artists (ex. Taylor Swift), and we have to rethink our payment model to encourage users to pay for this service

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will

be very intentional about which artists we initially launch on the platform and encourage more users to subscribe to the general service rather than just the livestream, also ensure that our token system has other benefits to encourage customers to opt into the program