

Test Name *Artist Usage*

Deadline *11/15*

Assigned to *Cate*

Duration

STEP 1: HYPOTHESIS

We believe that

*artists are interevested
in livestreaming their work if they can
profit higher than streaming*

Critical:



STEP 2: TEST

To verify that, we will

*Send a survey to
friends asking if they are artists and
if they would livestream*

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

*what % of people
are interested*

Time Required:



STEP 4: CRITERIA

We are right if

*at least 40% of
artists are interested*