

Test Name Paying for Livestream Service

Deadline

Assigned to Megan Chen

Duration

STEP 1: HYPOTHESIS

We believe that

customers will pay for the new livestreaming service

Critical:



STEP 2: TEST

To verify that, we will

ask potential customers in a survey
if they would pay for the livestream service

Test Cost:



Data Reliability:



STEP 3: METRIC

And measure

how many of them are likely vs not likely to, and if there are
are additional factors they would need to pay for it

Time Required:



STEP 4: CRITERIA

We are right if

most customers would pay for this service