

DRAWMASTER PRO

A Premium Drawing Product at a Non-Premium Price

New Business Model and Pricing Plan

Team 1B	Annabelle Wang, Harshal Agrawal, Khaled Khan, Pannisy Zhao, Steven Le
Summary	With more and more people struggling to be creative in their daily lives, we have an opportunity to capture a new portion of the beginner digital artist market.
Status	<u>Draft</u> / Problem Review / Solution Review / Launch Review / Launched

Product Overview

Problem

We are in a red ocean where Procreate, Adobe Illustrator, ibisPaint, and so many more apps exist. One of the things that makes these apps non-beginner friendly is that all of these apps have a large learning curve due to the number of brushes for newcomers, making users overwhelmed.

Solution

To gain an advantage over other popular drawing apps, DrawMaster Pro aims to make its UI less overwhelming by offering limited brush bundles ranging from beginner to more advanced levels. We hope this will bring in more beginner users to DrawMaster Pro and increase our user base and conversion rates from a business standpoint.

Scope and Objectives:

Scope

The scope of this project involves using our existing technical infrastructure and drawing tools but repackaged in differently priced bundles to attract a new segment of beginner users. There will be minimal additional development required and emphasis will be placed on “working with what we have” and non-code changes to drive growth in key business metrics.

Objectives

Our primary objective is to drive business growth by attracting a new segment of beginner users. We will achieve this primary objective through the following secondary objectives:

- Create differentiated bundles of brushes and features that users can purchase at lower price points than the full-paid version of our app. These bundles should be influenced by user feedback so that a particular bundle has all a user needs to achieve certain

artistic goals. In other words, these bundles should be stand-alone and provide users with enough value to justify purchasing on their own.

- Target college students as initial, early adopters for our product. We feel that if we can develop brand loyalty with this cohort of users, they will convert to lifetime users as they leave college and go beyond. Additionally, we see that our product has great value for college students because of its application in the classroom.
- Create a seamless onboarding experience for beginner users to not feel overwhelmed by the technical complications of a professional-scale digital drawing app. Rather, we will make this onboarding experience empowering and enabling for the user to feel positive about what they can achieve with DrawMaster Pro.

User Personas

In this business model change, we target two demographics, adult beginners and college students. In this section, we specify their needs, goals, and pain points.

Persona 1: Adult Beginners

An adult beginner persona would have no previous art background but is inspired to make art a casual hobby.

- **Age group:** 25-50 year olds and those with full-time jobs
- **Goals:** Adult beginners want to learn how to draw while lacking an art background. Because of their full-time jobs, they usually have less time to commit. They also want something that is approachable given their low level. They aren't as sensitive to price as college students are.
- **Needs and Pain Points:**
 - Needs guidance
 - Cannot give high commitment

Persona 2: College Students

A college student persona likes to be creative but is broke. May have some level of artistic ability.

- **Age group:** 18-24 year olds and those in school for undergrad or grad
- **Goals:** College students want to find a digital drawing alternative that is affordable but approachable for any level. They may already have some level of interest in art from high school and may be at an intermediate or advanced level.
- **Needs and Pain Points:**
 - Doesn't have money
 - Needs freedom to explore

User Stories

We've created several user stories for our personas that we want to address further on in our PRD. First, we'll look into an example customer study for each. For each user story, we'll also discuss a way for the company to address it.

Customer Study: Adult Beginners

Alyson is a mom of two with a full-time job. She's busy with her family and job, but she's also interested in exploring creativity and learning how to draw. She's explored other digital drawing apps but is overwhelmed by the number of tools at her disposal and the high learning curve and ends up leaving those platforms feeling resigned. She also wants to learn how to use the tools, but does not want anything too time-intensive or inaccessible given her level.

Alyson stumbles upon DrawMaster Pro and decides to try the free version with limited brushes. She feels like she can understand the tools she's given easily and doesn't feel overwhelmed by the learning curve. She finishes the onboarding, and she's able to get started drawing on her own with some help from the short in-app tutorials. After some time on the app, Alyson decides she needs to upgrade to the second-tier package bundle, Creator's Canvas, with 13 new brushes since her basic drawing skills have improved.

- **As an** adult beginner, when I am looking for a drawing app, **I want** something that can be equal to my level, **so that** I don't feel overwhelmed and lost trying to navigate the app.
 - **We want to create a welcoming and less overwhelming experience.**
- **As an** adult beginner, when I start learning how to draw, **I want** educational resources, **so that** I can quickly learn techniques and tools to become more advanced.
 - **We want to help users onboard our product so they can start using the app faster.**

Customer Study: College Students

Jack is a second year student in college. He has some background in physical and digital art, and he wants to continue that interest in his free time. However, he doesn't have much money to afford spending a lot on expensive drawing tools.

Jack sees DrawMaster Pro, a digital drawing app, promoting their app on his campus and offering free full access to the app for students. He downloads and starts using the app, staying on the app even after college because of the price.

- **As a** college student, when I want to draw, **I want to** use a cheaper app, **so that** I can spend money on actual essentials like food.
 - **We want to give users a premium experience for cheaper than our competitors.**

Other Considerations

Our personas have diverse needs, and after careful consideration, we have decided to prioritize the adult beginner persona for our main feature and business model changes. Our goal for the college student persona is to become their preferred app, not just during their academic years but for the long term. To achieve this, we plan to offer a reasonable student discount or free premium access now, providing them with the opportunity to experience the full range of our product. By doing so, we hope to increase the likelihood that they will continue using our product even after graduating, when they would transition to paying regular prices.

Requirements

Functional Requirements

1. Onboarding

- a. Assessment to help users determine which package bundle is ideal for their needs and skill level

Our onboarding process includes a comprehensive assessment feature, aiding users in determining the ideal package bundle based on their individual needs and skill levels. This personalized approach ensures that users get the most out of their drawing experience, whether they are beginners looking to explore their artistic potential or seasoned artists seeking advanced features. To further support beginners, we provide optional sketch tutorials, guiding them through the basics and helping them build confidence in their artistic abilities. Our commitment is to make art accessible to everyone, fostering a supportive environment for users to express themselves and unleash their creative potential.

2. **Upgrade plan** icon and screen for users to easily access and update their package bundle at any time

- a. Detailed screens of what each bundle package includes
- b. Easy way to retake plan assessment

By providing users with easy access to upgrade their package bundle at any time, we empower them to seamlessly adapt their tools and features as their skills progress. This flexibility ensures that users can always align their experience with their evolving needs and ambitions. Furthermore, the detailed screens outlining what each bundle package includes serve as a transparent and informative guide. This transparency is crucial for

users to make informed decisions about their upgrades, as they can clearly see the additional features, tools, and benefits that come with each tier.

3. **Interactive tutorials** after plan is chosen (includes free and paid versions)

These tutorials will guide users as they interact with the new tools and features included in the package bundle that they recently purchased or chose. This will mitigate the common issue of users feeling overwhelmed by the amount of tools and features that they are not yet familiar with.

Non-Functional Requirements

1. **Security, User Privacy, and Data Safety**

- a. Users should be able to securely store art projects and other illustrations using a variety of storage options, including a cloud storage/iCloud option or being able to store their data locally, on-device.

DrawMaster Pro enables anyone to express themselves in a simple manner. However, these illustrations expressed by our users can often be a part of personal experiences that users normally would elect to remain private, accessible only to them. Additionally, there exists multiple legislative restrictions within the United States and the European Union that require the safe storage, use, and transmission (if applicable) of user data and personally identifiable information. As such, user privacy and data protection are of the utmost importance in our non-functional requirements. With this in mind, we plan to store all of our data in a safe, encrypted manner that keeps our user data secure and away from bad-actors.

2. **Accessibility**

- a. Users from all backgrounds, identities, and parts of the world should be able to access our platform in an accessible manner.

Similar to our previous non-functional requirement, users should have no worry about being able to express themselves. This also translates into all users of all abilities having access to DrawMaster Pro. Designing our product with accessibility in mind includes using accessible standards for our front-end development and taking into account different sources of input. For development, using native elements in iOS and Android should make use of Apple and Google's accessibility features that reduces the burden of our team to make elements scalable and accessible— for example, using native text

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rather than custom elements allows us to leverage the default OS screen reader, meaning our team can focus on making DrawMaster Pro great while letting the OS handle accessibility in the way the user sees fit. Both iOS and Android allow for customization of their accessibility features, like screen reader speed or screen zoom options.

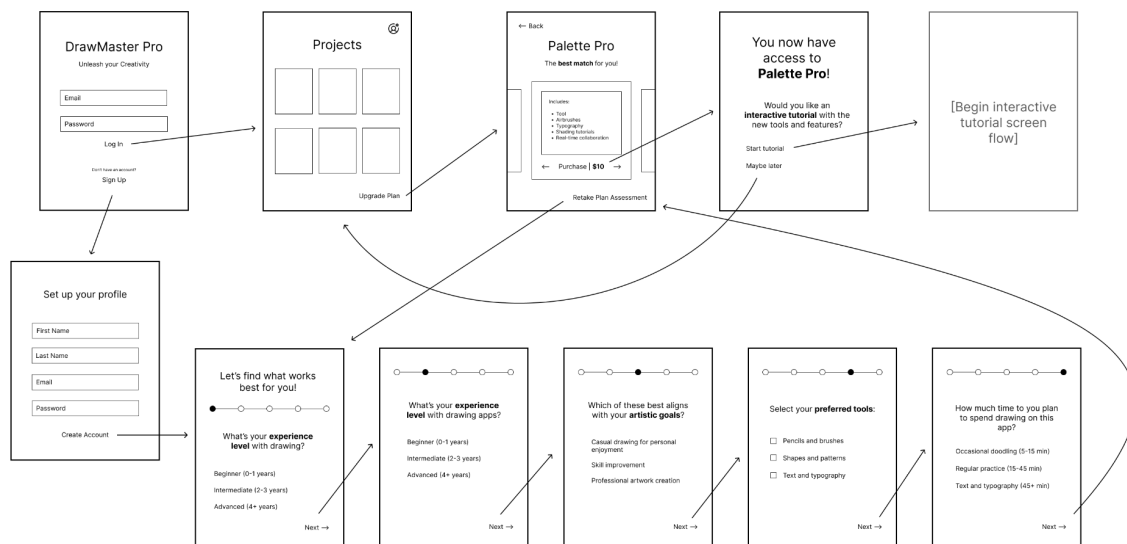
3. Scalable Performance and Usability

- a. DrawMaster Pro should be able to handle a growing userbase, complex illustrations, and multiple projects— all while remaining intuitive and easy to navigate.

Our local and server systems should be able to perform at a reasonable level proportional to the requirements of an illustration. What this means is that simple projects should load within a quick amount of time, while larger, more complex projects may take a bit longer for users to access, but still should be within reason. Such system design should be robust to store multiple projects from each user and handle multiple users at a time, while ensuring a high uptime and low latency.

Wireframes/Wireflows or Mockups

DrawMaster Pro Wireframes



This figure illustrates how **existing** and **new** users can explore and **purchase a plan**.

For new users, they first create an account and then take the plan assessment to determine which plan is best suited for their needs and preferences. After that, they are navigated to the Plan screen where they can purchase the plan determined by assessment or scroll through and purchase other available plans. After a plan is purchased, users will be offered an interactive tutorial to explore the new tools and features included in their recently purchased plan. Existing users can access the Plan screen by hitting “Upgrade Plan” on their Projects screen where they also have the option to retake the plan assessment.

Constraints and Assumptions

Two key assumptions must be validated for the success of this product:

- Everyday people want to be creative. We are looking into the student population for users to convert, and we’re assuming that students want to be creative in ways outside of the classroom. If this is false, that would be detrimental since there would be fewer people to onboard, and thus fewer people to convert.
- Users view digital brushes as objects of value to pay for. This would affect how we structure our tiered bundles to make them most appealing for users to convert. It is also unlikely they will pay for a bundle tier if a user finds that paying for a brush is unreasonable.

We will constrain ourselves by limiting the development required for this product and only using existing brushes and features on the app.

Milestones and Timeline

Brief Overview



Current - December 2023

We will address all of our current assumptions with stakeholders and make changes to our planning and business model where necessary.

- **Conduct Stakeholder Meetings:** Hold a minimum of 10 meetings with key stakeholders to discuss and address current assumptions.
- **Revise Business Plan:** Update the business plan and model to reflect insights gained from stakeholder feedback.
- **Stakeholder Feedback Report:** Create a comprehensive report summarizing stakeholder feedback and planned changes.
- **Implementation Roadmap:** Develop a detailed roadmap for implementing changes based on stakeholder feedback.

January - April 2024

We will test our new business model in a private beta with a subset of our current users and some new users recruited from college campuses to join our free app.

- **Pilot Program Success:** Successfully run a pilot program with a subset of current users, aiming for a satisfaction rate of at least 90%, measured through feedback survey forms.
- **Student Recruitment Metrics:** Recruit 100 students from at least 10 different colleges to private beta.
- **Feedback Analysis:** Collect and analyze user feedback from the pilot to make necessary adjustments before the full launch.
- **Partnership with Colleges:** Establish partnerships with at least 5 college campuses to promote the app for the upcoming year.

May - July 2024

We will extend our business model across the entire app and make a public announcement.

- **Website and Pricing Update:** Update the website and app pricing details accordingly.
- **Grandfathering Process:** Smoothly transition existing subscription users to matched bundle tiers without issues.
- **Public Announcement Impact:** Achieve a target of 10% increase in app downloads and user engagement post-announcement.
- **College Success:** Successfully have at least 3 colleges have our app as the default drawing tool.
- **Influencer Marketing:** Partner with over 10 influencers to promote our app to their followers.

August - December 2024

We will continually update our app with obtained user feedback to increase the conversion rate. We will also be in conversation about incorporating the app into various companies and classrooms for the upcoming year.

- **Continuous Improvement Process:** Set up a system for continuous collection and analysis of user feedback.
- **User Feedback Incorporation:** Implement at least 5 new major features or improvements based on user feedback that increase our conversion rate by at least 0.5%.
- Increase College Awareness:
- **Company Integration:** Be in conversation with at least 2 potential partners to integrate our app into their service.

Risks and Mitigations

- Users are converting to paid tiers but they are only converting to the lowest paid tier, thus decreasing total net revenue.
 - It could be the case that previously, we would convert 1 out of every 5 users to a \$10 premium tier but now, we are converting 2 out of every 5 users to a \$3 premium tier and they are not upgrading any further. Thus, conversion rates would be higher but net revenue would still decrease. I suspect that if this risk were to arise, we would redesign our pricing strategy to make net revenues balance out, if not increase. If we are getting enough conversion to a \$3 tier, maybe users are willing to pay slightly more for that tier and it is currently underpriced. Thus, increasing that tier cost to \$5 might yield us the same results as having just a \$10 premium tier previously.
- Student users are abusing the free-trial period through a combination of multiple accounts, fake emails, etc. to get premium-features come time of project submission or other artistic need
 - It could be the case that whenever a student has something due for class that requires an artistic submission, they might abuse our free trial feature by just making a fake account or using a friend's credential to reap the benefits of a premium feature without having to pay anything. If the data post launch suggests that a considerable portion of the user base is doing this, we would implement greater authentication on credentials during the signup process and likely validate accounts with dual factor authentication for phone numbers.
- Professional users are turned away from Drawmaster Pro towards competitors because the ultra-comprehensive package inclusive of all features and brushes might cost more cumulatively than it would at our competitors

- While our new pricing model is great for beginners, it could be a nuisance for more advanced users that simply want to get all the features off the bat. The price of paying for 4 sub-tiers to get all the features might exceed the cost of paying for just a single, all-inclusive package with our competitors. If after launch, we see a drastic reduction in advanced user sign-ups, we would consider altering the pricing strategy to make the most advanced-tier available at a more competitive price or let certified professionals (i.e. those with an art degree or a business license) bypass the pricing tiers and get a direct discount.

Resource Requirements

1. Software Development Team

- a. The engineers behind our product should be skilled and proficient in mobile app front-end development and back-end database development. Proficiency in Swift, Kotlin (or Java), and React Native would be preferred to fully understand our cross-platform framework while implementing platform-specific features, such as stylus support. Our team should also be able to perform quality assurance and testing to ensure that DrawMaster Pro performs fluidly with little to no hiccups.

2. Design and Marketing Team

- a. DrawMaster Pro should have a diverse group of staff that can take into account design language across geographical locations and market toward them effectively using referrals, advertisements, product placements, and more. Professionals with an understanding in SEO, social media marketing, and content-driven promotion in order to build strong user relationships and business partnerships.

3. Legal and Compliance Team

- a. Handling user data is a delicate task that requires talented individuals who have a nuanced understanding of legislation and the legal ramifications. Having a legal and compliance team affords DrawMaster Pro developers and designers assurance and guidance on data protection laws (GDPR, CCPA, etc.) and contact creation. This would allow for a point of contact should our team run into any questions or legal issues.

Testing and Quality Assurance

1. Beta Testing

- a. Beta testing will involve a diverse group of candidates to test DrawMaster Pro and its features in real-world scenarios, focusing on app functionality, fluidity, and performance. This phase of our testing and quality assurance will allow us to focus on addressing issues that our team may have overlooked and arise in day-to-day use, ensuring that DrawMaster Pro meets all user expectations in accessibility, usability, and stability. Such feedback from these beta users will be taken into consideration and moved into development discussions on how to best support user needs, and how it could be integrated into the main app features, pending review from our multi-functional teams. This will allow us to integrate new features and fine-tune existing ones before our full public launch.
2. **Functionality Testing**
 - a. Similarly, functionality testing will ensure that all aspects of our app work as intended, rigorously testing each feature under multiple different use cases and scenarios. This would include testing all artistic tools (brushes, canvases, etc.) and user management features such as in-app purchases/subscription management and how personal information can be changed. Although there exists automated functionality user testing tools that claim to “do everything automatically”, we believe that a mix of automation and manual, human testing is the best course of action to ensure all user interactions work as intended and respond properly to input, providing a fluid and deterministic experience for all DrawMaster Pro users.

Metrics and Success Criteria

Metrics for Success

1. **Increased retention of users on the free tier:** We want beginners to find our app to be the best accessible option out of the ones on the market, and stay on it. If we include a guided onboarding experience with additional sketching tutorials, we could be a user’s one-stop shop for their introduction to digital drawing.
 - a. Regular and sustained usage of the platform, such as a significant number of users logging in daily or weekly, suggests that the product is meeting ongoing user needs and is integral to their creative process. For the first year, a 3-7% churn rate is reasonable; however, for future years, the goal should be to remain under 3%.
2. **Increased conversion rate:** We’re hoping that users will convert to a higher tier when they reach a more advanced artistic level.

- a. A 2-5% free-to-paid conversion rate indicates that users find value in the product and are willing to invest in additional features. A lower percentage of users transitioning might indicate that users do not see sufficient value or that our paid packages are priced too high.
3. **Increased user satisfaction with limited UI strategy:** Users will expect the quality of our product to be similar to other products and for our pricing to be competitive. We'll keep an eye on user feedback across our forum, competitor forums, and app store reviews while also gathering qualitative feedback to understand what friction there is after release.

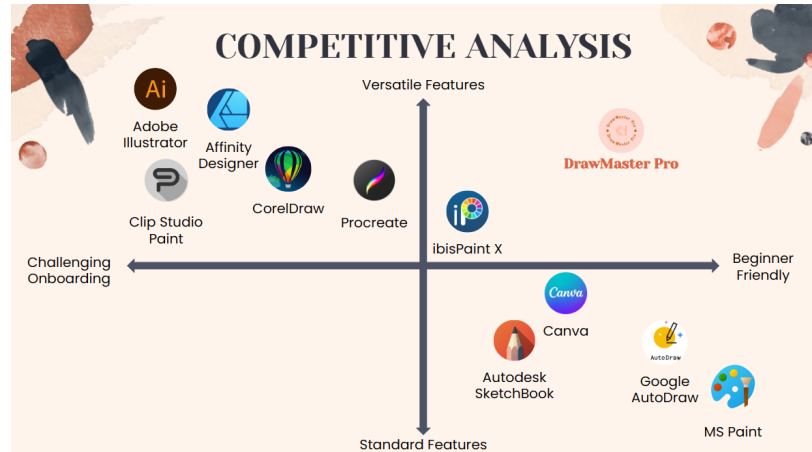
Go-To-Market Strategy

Before Launch

Market Research: The trend towards digital art creation is growing, with more users looking to create on the go using tablets and smartphones (DXAGroup). DrawMaster Pro found through assumption testing that people generally want to be creative in their own free time, and so our app is the perfect solution to this. **We wanted to capitalize on this market trend**, making our app simple to use for beginners while holding as many innovative features and versatility as possible.

Competitive Analysis: From our research, we noticed that other digital drawing companies focus on creating more versatile features in exchange for making it harder to onboard or they are making it very easy to onboard but the amount of features is very basic. (See figure below). Thus, we realize an opportunity to change our model to **allow beginner users to easily use our already-existing versatile features and brushes**. By creating beginner tutorials for new users, we will be able to increase the number of beginner users to our app, eventually converting them to paid users as they become more experienced.

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(Showcases how DrawMaster Pro will be a solution to include an easy onboarding process while including both innovative and versatile drawing features in the app)

Assumption Testing: By **mapping our assumptions** and following them up with validation testing (see [Constraints and Assumptions](#)) on a wide demographic such as those ranging from adult beginners to college students and artists, we were able to pivot our strategy quite a lot before our launch. A specific example of an assumption test that was not included in the section is us incorrectly assuming that artists would be encouraged to pay a premium for more colors alongside their brushes; however, after validation testing, all five participants in this study questioned why they were paying for colors in addition to brushes. As a result, the DrawMaster Pro team pivoted to make all the colors accessible on the free tier, (consequently also lowering the cost of every bundle price as the colors were no longer included). This assumption test (alongside many others) has allowed us to ensure that this new business model will **increase revenue and amount of beginner users** because our app appeals to what the consumers want. It fits more in the market, allowing potential customers to prioritize drawing on our app over other competitors.

Launch

Soft Launch and Monitoring: We will first provide a private beta launch for some current users and recruit new college student artists. We will closely monitor our user base, keeping a close eye on the change in user amounts and conversion rates of free to paid users. We will also include a **user feedback survey** for both new and existing users, tracking why they decided to download our app and how they like the new changes, respectively.

Full Launch and Existing Users: We will offer beta testers full premium access (Painter's Paradise) and other existing users access to the Creator's Canvas bundle, rewarding them for being a part of our valued community beforehand. This ensures **customer satisfaction** and continued use of our product after the business model shift. Not only will the beta test launch

lure more people into our app, but the incentivization of the free Creator's Canvas bundle will also make a lot more people join our app before the business model shifts, and we will maintain those users, funneling them into eventually buying higher tier bundles.

Marketing

Content Influencer: Within the last few decades, the market size of influencer marketing has grown to a \$21.1 billion industry, with each year being larger than the previous (Santora). Partnering with various influencers such as those on Instagram, TikTok, and YouTube will bring new users to our application. We will allow influencers to have full-premium access to our app and a **referral code for 25% off premium features for their followers**.

Partnerships: We strongly believe that the classroom would greatly benefit from our app and the premium features, so we will **offer college students full premium access**, allowing them to explore their creativity and use our app in their projects. In addition, we plan to incorporate our app into already-existing online learning environments such as **Google Classroom** or **Khan Academy**, increasing awareness of DrawMaster Pro and benefitting the students.

Sales

Tiered Prices: We will offer tiered prices for our various brush bundles, with the final tier being comparable in value and expense to our competitors. The tiered price bundles will not only **ease the onboarding process** but will also **incentivize consumers to purchase** up to what they need when they need it. This results in them obtaining the best drawing app value for their specific purpose. This will **funnel the consumers into paid customers** much more effectively and efficiently compared to a one-time purchase of the app like most of our competitors (Strikingly).

Free Trial: To further enhance the funnel, we will offer the consumers a taste of what the premium features allow. With a **week-long trial of each bundled tier**, consumers will be able to know what tier will best fit their interests. In the end with these sales approaches, we expect to convert more hobbyist users to paid users.

References

- [17 Key Influencer Marketing Statistics to Fuel Your Strategy \(influencermarketinghub.com\)](https://influencermarketinghub.com)
- [Business Tips You Should Know: Building a Marketing Funnel That Works - Building Your Website - Strikingly](#)
- [Digital Art Market Size, Analysis and Forecast, 2023 - DXA Group](#)