

Assumption 1- Demand for product

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## STEP 1: HYPOTHESIS

We believed that There's a demand for user-generated video editing content. Especially demand for filters and templates

## STEP 2: OBSERVATION

We observed The top 3 content types people wanted was: 1) Templates, 2) color-grading presets, 3) filters. People were willing to pay on average ~ \$16.67.

Data Reliability:



## STEP 3: LEARNINGS AND INSIGHTS

From that we learned that People are willing and wanting to pay for products. People want more than just templates and filters

Action Required:



## STEP 4: DECISIONS AND ACTIONS

Therefore, we will Add more product options in the marketplace. Possibly reassess pricing (depending on product, i.e. to reflect the higher price average from the survey).