

Insight Name **Ronnie, Joel**

Date of Learning **10/29**

Person Responsible **Surveyed a pool of 20 Stanford students who consider themselves casual content creators**

STEP 1: HYPOTHESIS

We believed that

At least 65% of casual creators will be willing to purchase a template if it enhances their content's appeal

STEP 2: OBSERVATION

We observed

Out of the 20 students surveyed, 12 of them were willing to purchase a template, as they believed that it would enhance their content's appeal

Data Reliability:



STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

60% of casual creators were willing to purchase a template, and among the 12 creators that were willing to purchase a template, 83% of them believed \$5.99 to \$9.99 was a fair price range for these templates

Action Required:



STEP 4: DECISIONS AND ACTIONS

Therefore, we will

Despite not achieving 65% the percentage we've gotten from our survey is still a great presentation of the demand for these templates. We will develop the marketplace and sell templates from a range of \$5.99 to \$9.99