

Test Name Template demand and Pricing

Deadline 10/25

Assigned to Joel,

Duration

STEP 1: HYPOTHESIS

We believe that

Non-professionals are willing to pay for customizable templates if they believe that these templates will enhance their content's appeal and engagement in social media

Critical:



STEP 2: TEST

To verify that, we will

Conduct surveys targeting casual creators, and ask them if they would pay for premium templates and what price range they believe is acceptable

Test Cost:

Data Reliability:



STEP 3: METRIC

And measure

The percentage of people willing to pay for templates and from those who are willing to purchase a template, what price range are they willing to purchase these templates for.

Time Required:



STEP 4: CRITERIA

We are right if

At least 65% of respondents are willing to pay for templates, given that they believe that templates will enhance their content's appeal.