Learning Card

Strategyzer

Insight Name Willingness to pay for the tool

Date of Learning 11/17/26

Person Responsible Katie

STEP 1: HYPOTHESIS

We believed that

people are willing to pay for an additional meeting tool

STEP 2: OBSERVATION

We observed

4 out of 7 (57.1%) of smoke test website visitor clicked to sign up for the trial

Data Reliability:

STEP 3: LEARNINGS AND INSIGHTS

From that we learned that

our hypothesis that people are willing to pay for an additional virtual meeting tool is correct

Action Required:

STEP 4: DECISIONS AND ACTIONS

Therefore, we will

continue with our idea of charging $10 a month for Quicken

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