

Agile Analytics

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Part 1: Positioning Statement

For the company:

For [entertainment seekers and organizers] who [want a platform with listings of ticketed events], [Insider.in] is a [ticketing platform] that [connects artists, content creators, instructors and entertainers with the right audiences]. Unlike [BookMyShow], our product [has expert customer success teams, competitive pricing, and a large database of users in every event category].

For self-serve platform:

For [content creators & event organizers] who [host ticketed events], [Insider.in] is a [ticketing platform] that [helps them host their online event independently during the lockdown to maintain their source of income in this adverse situation]. Unlike [using Zoom manually], our product [has reasonable commissions and expert advisors to help with the process].

Part 2: Sketch a Demand/Value Hypothesis

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Hosting an online event with description, time, pricing Engagement Metric: Events hosted	Collect payments through digital wallets one by one for every inquiry after promoting the event through social media or word of mouth.	If we provide a platform where an image, description text, time, and date of the event and pricing can be added, the artists can publish the listing on the Insider.in website & app to be promoted and discovered by the visitors.
Sending tickets with Zoom link to the buyers Engagement Metrics: Tickets purchases and emails sent	Collecting details manually and sending the Zoom link manually via SMS, Whatsapp, or Email.	If we automate ticket emails with the event details like Zoom link, time, and date to customers who have purchased the tickets, manual intervention is reduced.
Communicating with the ticket buyers Engagement Metric: Emails/SMS sent	Calling, messaging the ticket buyers individually.	If we provide an option to notify ticket buyers with email or SMS with email and SMS, the artists can send communication to ticket buyers regarding changes or updates in the show seamlessly.

Part 3: Design a Testable Solution for Your Value/Demand Hypothesis

Epic User Stories

"As [Stan the stand-up comedian], I want to [publish events independently] so that I can [host events during the pandemic and keep my income stream alive]"

"As [Stan the stand-up comedian], I want to [send event details to the people who purchase tickets to my show] so that I can [reduce the manual intervention of having to communicate details individually]"

"As [Stan the stand-up comedian], I want to [emails & SMSs about my show to the ticket buyers regarding any updates I may have] so that I can [keep them abreast of any new information like guidelines or changes in showtimes]"

Epic 1- Details

"As [Stan the stand-up comedian], I want to [publish events independently] so that I can [host events during the pandemic and keep my income stream alive]"

Storyboard for Epic 1

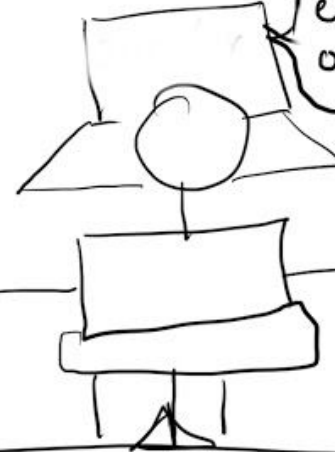
Lockdown
starts



Oh no! I won't
be able to
do live shows
anymore. How will
I pay my bills?

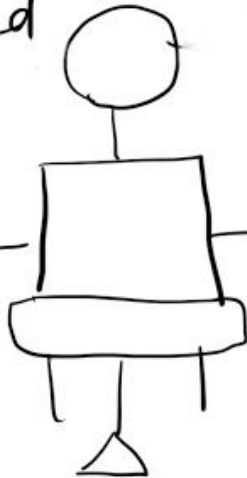


Let me
look for
alternatives
online



I can host
online
events
on Zoom

Zoom meeting
created



Post on
social
media



\$
Received
Zoom link
shared

Dependent Variable/Goal for Epic 1

The key questions here are:

- a) Are the pricing plans on the landing page motivating the users go publish their events?
- b) Are the users able to publish events successfully?

The specific dependent variables for this, observations we might instrument into code and Google Analytics are:

- a) Views of landing page + Add Event Details Page + Success Page
- b) Clicks on the pricing plans

Heatmap of the landing page + Add Event Details Page would help understand what exactly are the users doing.

Child Stories & Analytics for Epic 1

Child Stories	Analytical Question(s)	Analytics
I want to pick the pricing plan that suits my budget.	Which pricing plans are being clicked? What is the conversion rate from the landing page? How clearly are the pricing plans displayed?	Number of clicks on each of the pricing plans. Conversion from the landing page where pricing plans are displayed. Number of questions asked to the customer success team.
I want to add an attractive image, name of the show, description text, timings, and pricing of my show.	How many people are able to proceed successfully in the workflow? Is there anything that is particularly difficult in the steps?	Successfully published shows. Drop-offs at this stage. Number of questions asked to the customer success team.

