

Hypothesis-Driven Development

Peer-Reviewed Assignment - Kimaya Joshi

Part 1: Formulate a 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 Demand/Value Hypothesis
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: Sketch Three Experiments via MVP

Demand/Value Hypothesis

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.

Experiment Ideas

#	What type?	How would it work?	What observations?
1	Concierge	We would shoot emails to selected content creators with a link to share their details like image, description, name of the event, and pricing through a form. After this, the event will be set up by the customer success team from the admin panel.	<p>The email open rate should be more than 5%. CTR should be more than 10%. The number of people who fill the information successfully.</p> <p>If the above criteria are not met, the hypothesis is invalidated.</p>
2	Wizard of Oz	Make a list of content creators eager to start with digital events and share the product with them. We'd ask them to make the entire event page with all the information. On hitting submit, a message would appear saying "Your event will be live in 24 hours."	<p>How many people take an event live? Do they drop off? At which stage do they drop off and what could be the reason?</p> <p>If more than 30% of users drop off, the process needs to redone.</p>
3	Smoke Test	The best way to run a smoke test here will be by running Google and Instagram ads to target content creators. On clicking the ad, the user will be taken to a landing page that says they will be notified when the product is ready in two months if they sign up for it.	<p>Ad CTR should be a minimum of 2% - both platforms combined. Signups should be more than 20%.</p> <p>If the above criteria are not met, the hypothesis is invalidated.</p>