

TEST CARD

Name of the test Pricing

Responsible person Lin

Date XXX Duration 5 months

Step 1: Hypothesis

(We believe that...)

We believe that customers will pay \$10 per month for our subscription.

Step 2: Test

(To verify that, we will...)

To verify that, we will offer free trials for 7 days, and afterwards ask for purchase.

Step 3: Metric

(To measure...)

And measure the percentage of customers who sign up for an ongoing subscription.

Step 4: Criteria

(We are right if...)

We are right if at least 30% of free trial users stay on as customers (for at least 2 months)