

Survvy

Survey made Easy

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MVP Testing Evaluation



OUTLINE

Goal and Result

The executive summary of the report: the goal and result of the MVP testing.

Marketing Strategy and Changes to Business Model

Explaining our marketing strategy and the changes we made along the way

Evaluation and Next Strategies

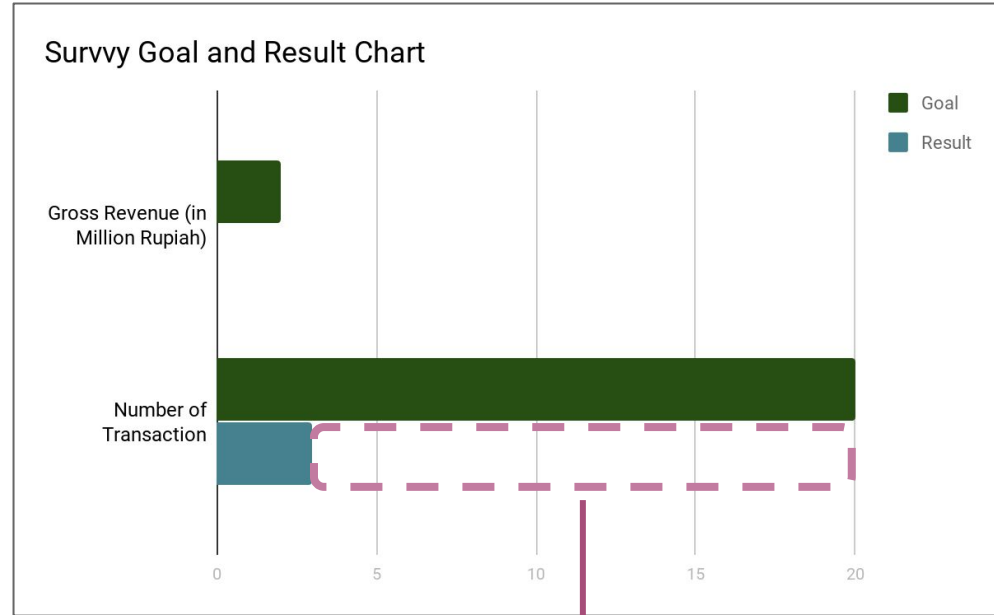
- Evaluating both our marketing strategy and product-market fit as well as the root cause of low sales
- Planning the next strategy for us to boost our future sales

Goal

To have done **20 transactions**
or earned a **gross income of Rp2.000.000,00** in a week

Result

During **10 days**, we have gotten
3 transactions with **no revenue**.



We have **85% gap (17 transactions)**
from the goal.

We only achieved **15% of the goal**

MVP Testing - Results



Using **Google Forms**, our MVP have attracted respondent from inside University and outside University

Become a Member of Survvy!

In need of respondents for your survey? We are here to help those of you who are in need of valid respondents that will result in a valid research. By filling the form below, you are one step closer to make your survey easier!

* Required

What is your name? *

Your answer

May we know your email? *

Your answer

Next, whatsapp or phone number? *

Your answer

What is your research preference? *

☐ Social

Let's get into the survey

Please fill the form below with detailed information about your survey!

What is the title of your survey? *

Your answer

If you have made your own survey, drop your survey link below!

Your answer

What is the objective of your survey? *

Your answer

Please list the respondent criteria if there is any. *

Your answer

Do you need a Research Assistant to help you on this survey? *

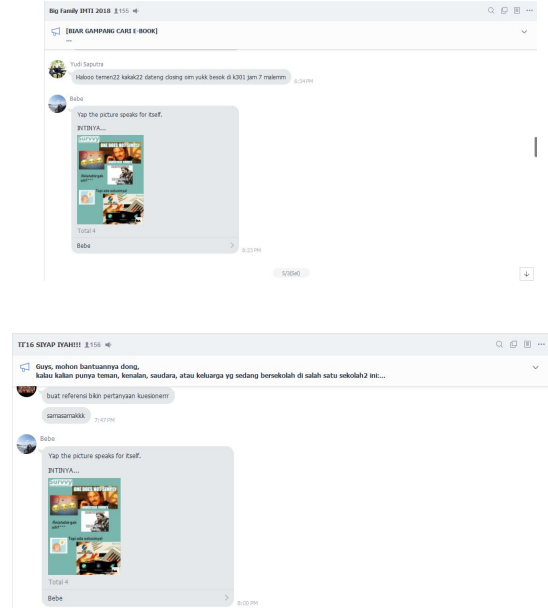
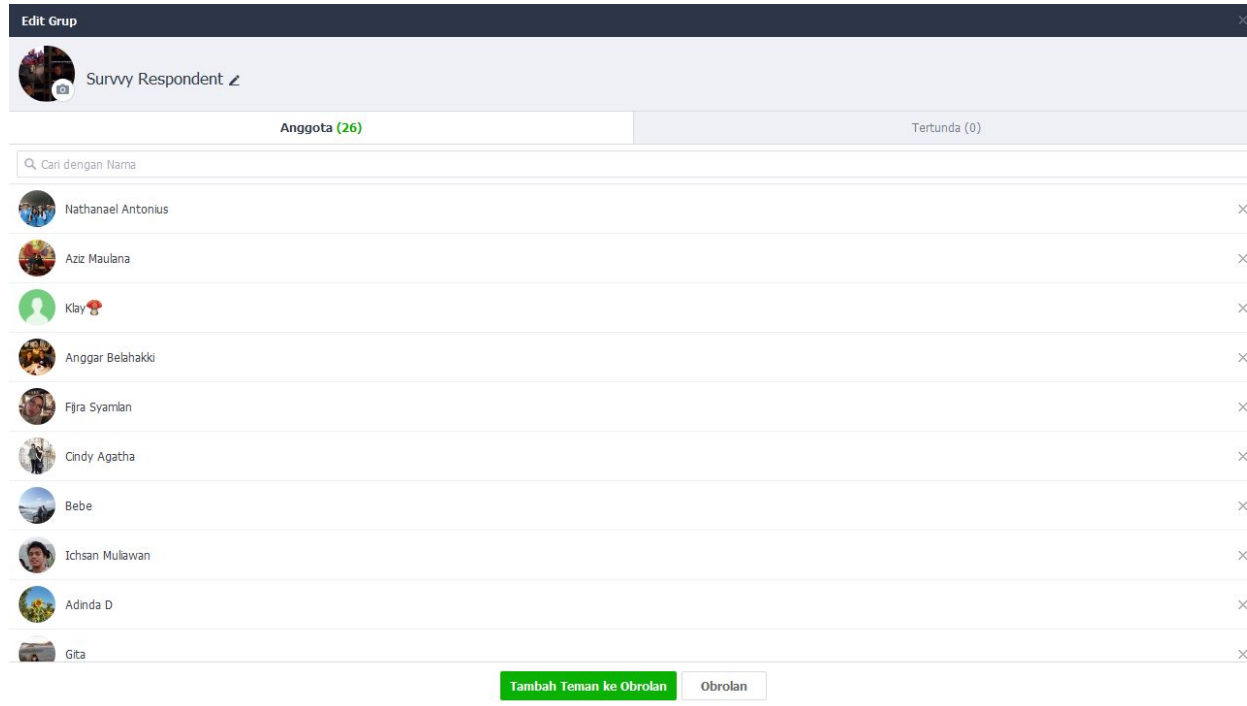
☐ Yes

☐ No

MVP Testing - Results



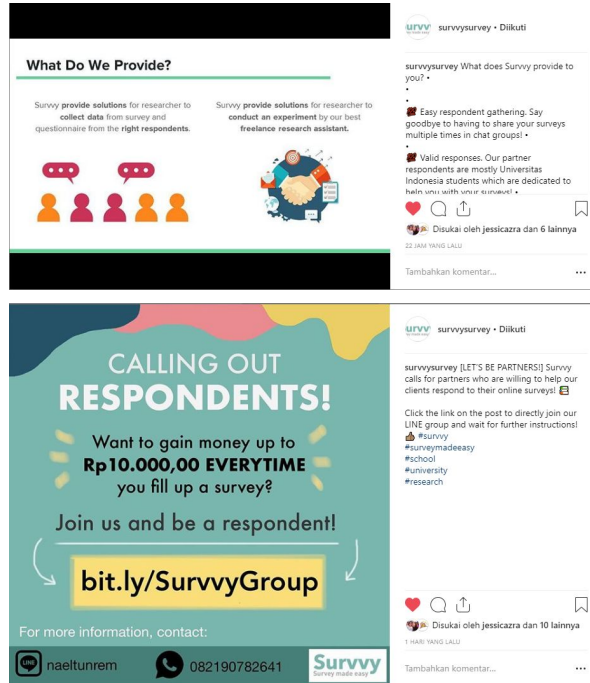
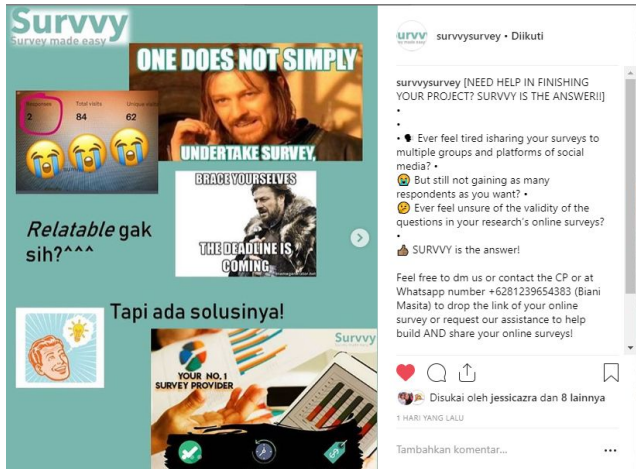
Attracted **26 partner respondent** for Our Survvy Program and we group them using **LINE Group**.



MVP Testing - Results



We have **instagram** account as our marketing tools by doing the social media approaching. We have **3 posts** and **21 followers**.



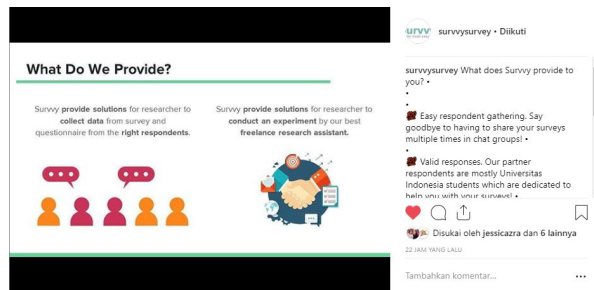
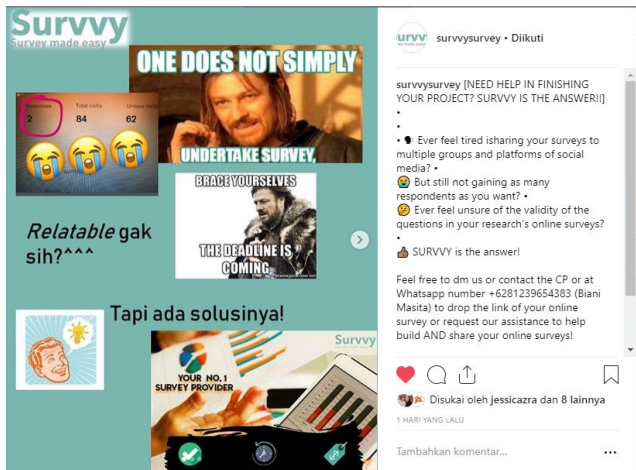
Our Marketing Strategy in the Past 10 Days



#1: Posts in Instagram



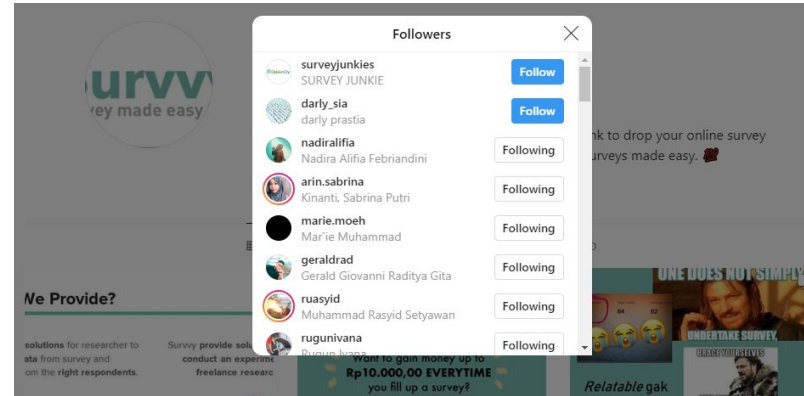
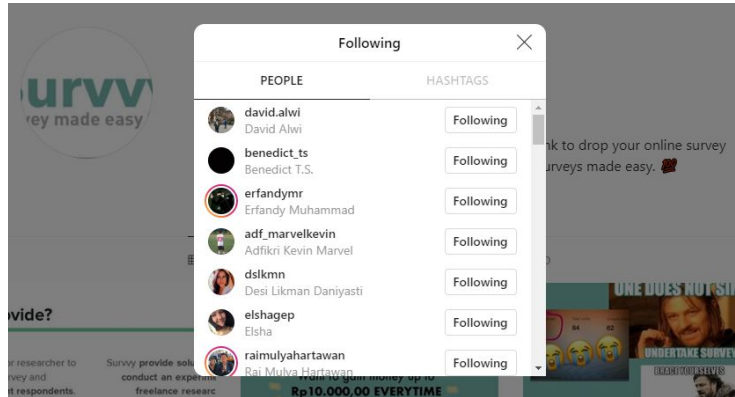
We have 3 posts and 22 followers.



#2: Following more accounts on IG



Directly after creating Survvy account on IG, we followed 114 accounts to increase our brand awareness. Twenty-two out of those followed us back.



#3: Posts in LINE timeline and chat groups



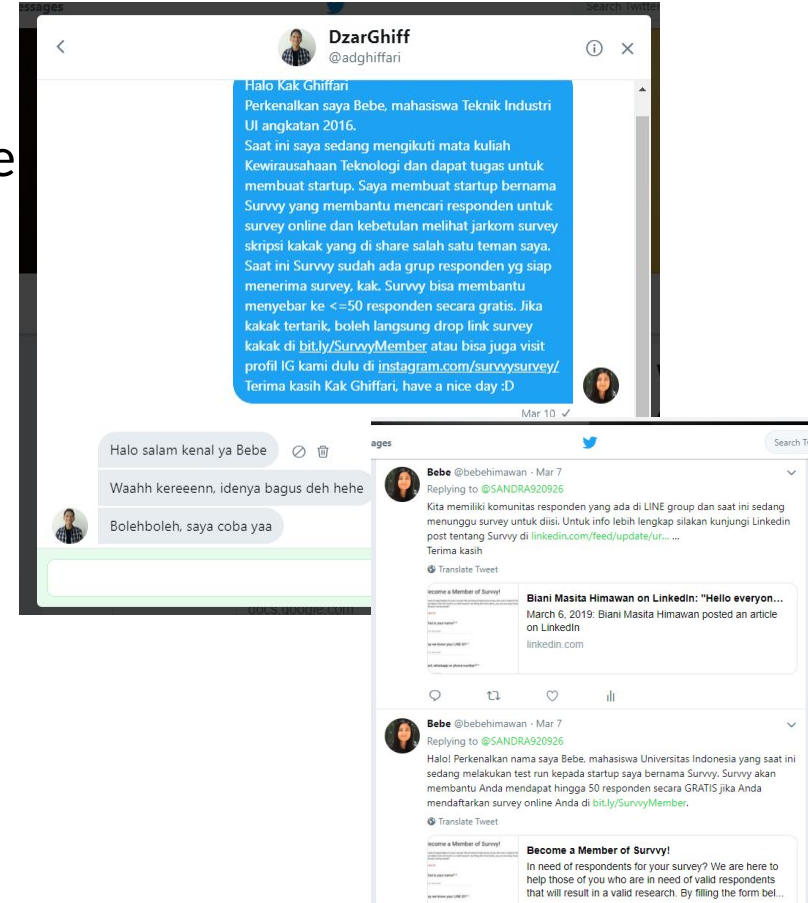
Our post got a total of **10 likes** and **34 shares** on LINE



#4: Direct Marketing to Surveyors on Twitter



We realized that our marketing may not be successful because we did not directly market to people who **at the moment** are doing online survey. So, we search keyword “survey” or “docs.google.com” to directly market to twitter users who are **currently doing online survey**

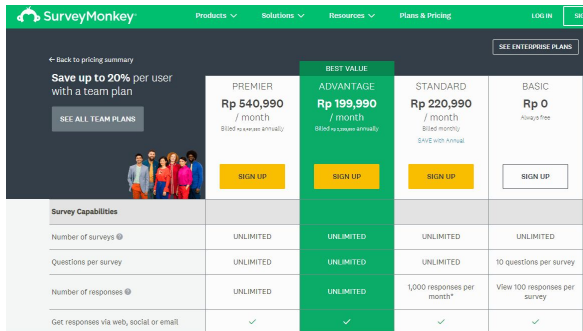




Changes Made Along The Way

Business Model Iteration: Changing our model to “freemium” business

We saw that brands in the same industry provide freemium access to their product...

A screenshot of the SurveyMonkey pricing page. It shows four plans: Premier, Advantage, Standard, and Basic. The Advantage plan is highlighted as the 'BEST VALUE'. Below the plans is a table of 'Survey Capabilities' comparing features across the plans.

	PREMIER Rp 540,990 / month \$1000 no more per month	BEST VALUE ADVANTAGE Rp 199,990 / month \$1000 no more per month	STANDARD Rp 220,990 / month \$1000 no more per month	BASIC Rp 0 Always free
Number of surveys	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Questions per survey	UNLIMITED	UNLIMITED	UNLIMITED	10 questions per survey
Number of responses	UNLIMITED	UNLIMITED	1,000 responses per month	View 100 responses per survey
Get responses via web, social or email	✓	✓	✓	✓

There are also twitter celebs that help market online surveys for free...



We decided to also offer free basic features

Our Price List

We decided to distinct the basic and premium price based on number of respondents and survey assistance



Price list:

Get ≤ 50 respondents for **FREE!**

Premium price

Get 50-100 respondents for Rp50.000

Extra Premium

Get 100 respondents for Rp75.000

OR

Do nothing (let us do all the work) for an additional fee of Rp50.000

Just go to bit.ly/SurvvyMember for all the services above!

More info:

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Evaluation



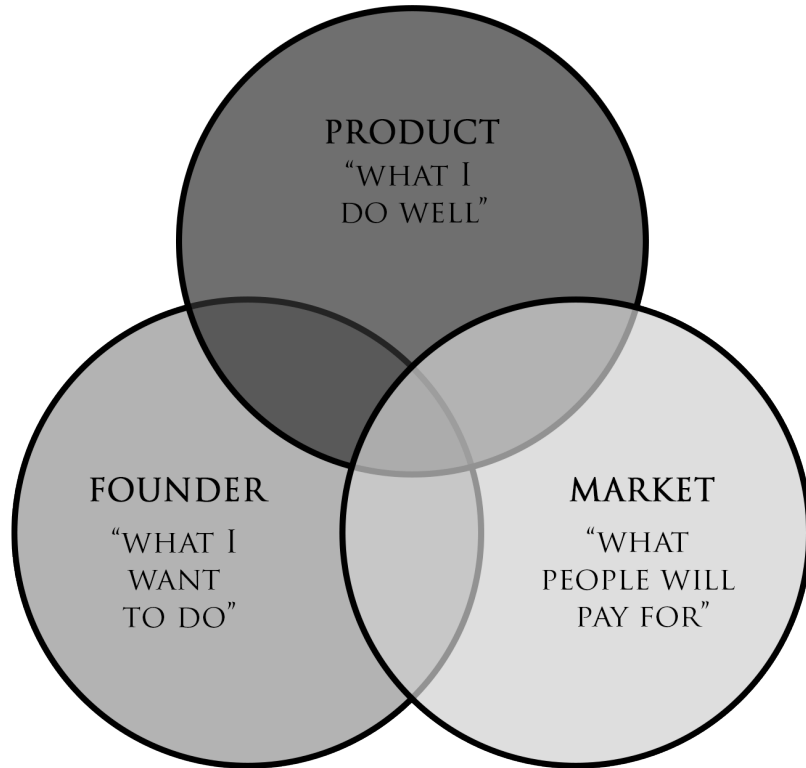
Product - Market Fit Evaluation

Product/Market Fit is the relationship between the **product** and the **market** (in this case customer)

Here are 3 points of clashes for **Survvy** to reach **PMF**:

- Whether or not the product could satisfy that customer,
- Whether or not the customer could understand enough to recognize the value of the product
- Whether or not the customer could become the salesman for the product

Product - Market Fit Evaluation



Here is the Venn Diagram about PMF

The correlation between **founder** and **product** is about what we are good at on our daily life

Meanwhile

The correlation between **founder** and **market** is about the understanding towards the users need.

Product - Market Fit Evaluation

Based on the clashes above, we could see the cause of the result from the past 10 days :



Either our friends or other customers **are not having a survey**



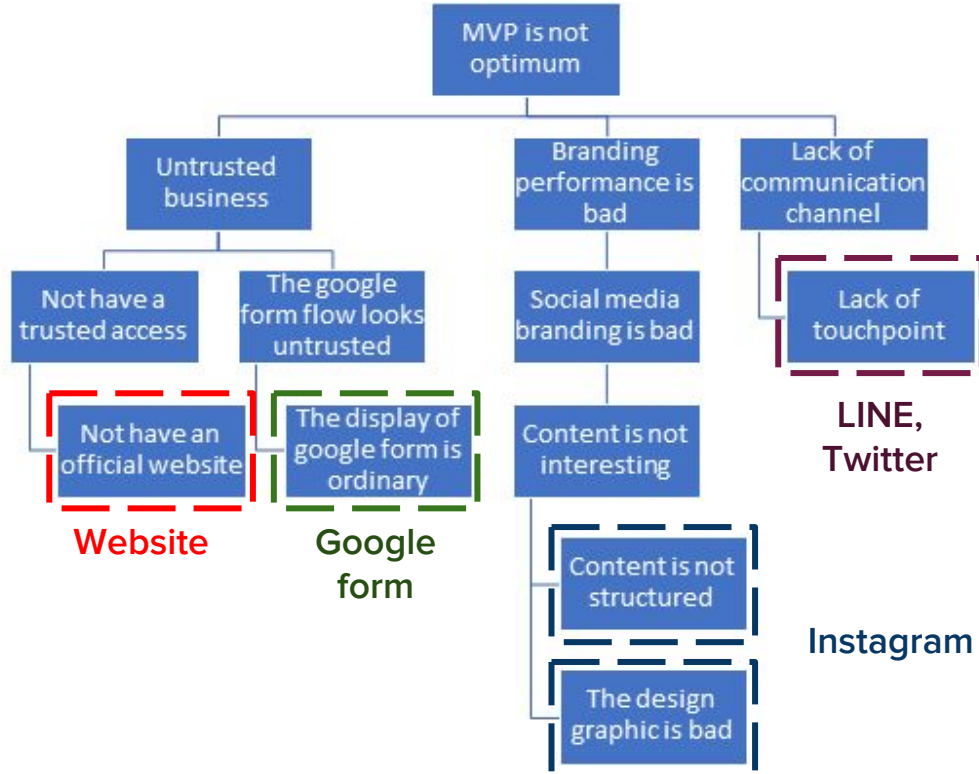
Other **customers are unwilling** to use our platform because Survvy markets using personal account and people are afraid that the link we provide may be a scam or contains virus.



There is **pilot project** who could help review our product to give customers proof our service will work.

MVP Evaluation

We try to evaluate all the MVP that we have by using problem trees to
breakdown the root cause.

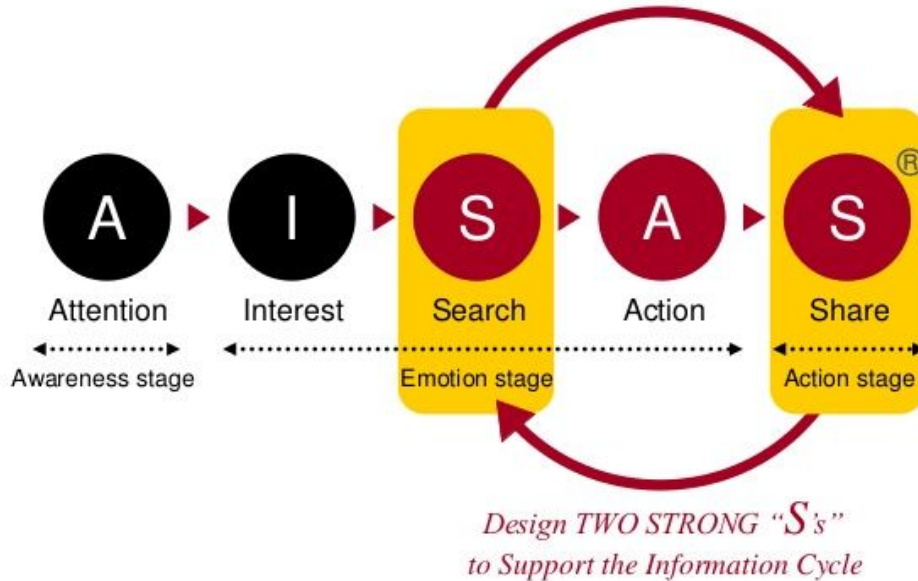




What are our next strategies?

What is Our Strategy Model?

The AISAS® Model

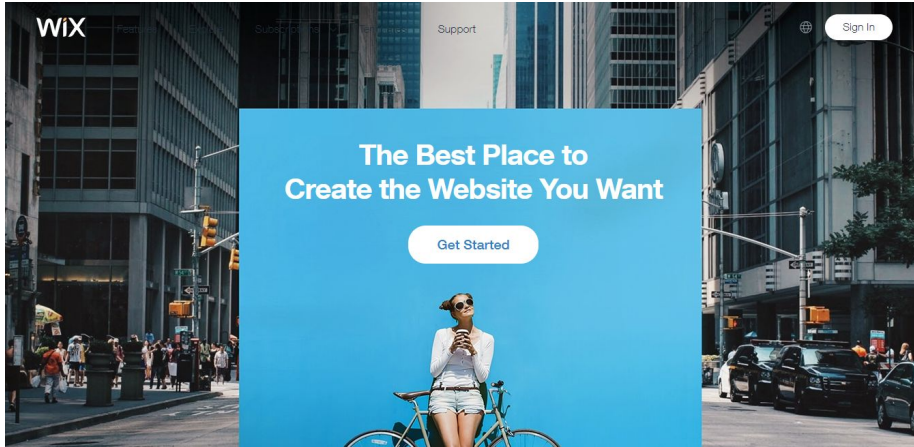


We use the AISAS model by Dentsu (2004). This model is a marketing model for the **digital market approaching**.

The most important part of this model is cyclic pattern between share and search. **When people has purchased** our services, Survvy need to create the **customer share our service and recommend** us to the others.

OFFICIAL STRATEGY: #1 Creating Website

We try to create a website to branding Survvy as a trustable business by **creating official access through website**. We will use website by wix.com.



The content of this website will be Survvy company profile, Survvy core business, Survvy pricing, Survvy clients, and some articles about survey and data which is very important and related to our business.

SocMed STRATEGY: #2 Posting Reviews and Testimonies

Through our Instagrams and website, we will **present our previous clients reviews and testimonies** to make our business more trustable by customer.



In order to make clients review our services, we will give award for our clients who give us review with the right criteria such as survey discount, official merchandise, free 30 days trial premium account, and so on.

SocMed STRATEGY: #3 Creating Content Development

Our marketing content needs to be improved. Some on our team have to **focus merely on creating content**, and others focus on operations. Example of content would be

#MondayQuotes



#TuesdatePromo



#Satireviews



#SundayChallenge



SocMed STRATEGY: #4 Create Social Media Challenge

To make our social media more alive and interactive, we will create some **social media challenge to engage and acquire** more potentials user, also to **get some exposures.**

1. Spam Like Challenge

Challenge our followers to like every single our post. This is made for increase our exposure.

2. Survvy Quiz

Give a quiz through our feeds or story, then they need to do a repost, tag Survvy, mention their friends, and give hashtag #SurvvyQuiz

3. SurvVote

Giving a statement or question that can be voted by our followers. This is directed to know about the market insight for Survvy.

3. SurvFree

Survvy will have a giveaway by give our service free for one survey. We challenge our participants to post a picture and his / her reason about his/her survey and why he / she should win. They also need to tag their friend and Survvy, and give hashtag #SurvFree

Touch Point STRATEGY: #5 Opening New Channel

Opening new channel means that Survvy will **create more touch points** in order to raise the market awareness and **increase their access to Survvy**.



Survvy Twitter Account

Creating Twitter account will make Survvy easier for people to access us. We also will have some interesting content in our Twitter.



Survvy Official LINE@ Account

Creating LINE@ account will make Survvy easier for people to access us and we will provide interesting contents there. We also will have some booming chat through many groups as our touch point.

Thank You
