Winden - B2C market research

[Least Authority team members]

Background

> We are investigating what a sustainable business model for Winden can look like. As our main product is a consumer app, we are interested in finding out to what extent Winden can generate revenue as a premium app or service. To this end, we want to find out more about the market interest in a file transfer product offering the advantages Winden (potentially) offers.

Goals

- Investigating people's willingness to pay for a file transfer product
- Assessing what kind of business model best fits people's needs

Research questions

1. How big a pain are file transfers for people / To what extent are they willing to pay for them?
2. If so, what price are people willing to pay for a file transfer product/service?
3. What payment model (subscription, one-time, per usage) best meets people's needs?
4. What features that distinguish file transfer services do people value most?
   a. (How important are the distinguishing features of Winden to people (for each use case)?)
      i. This will help us understand to what extent (and which) distinguishing features of Winden are appealing to what target audience.
   b. (What features are people willing to pay extra for?)
      i. This will help us understand where we may want to distinguish between free and a premium offering.
      ii. This will also help us understand which premium features we should prioritize in our development.
5. Which of the existing services that people use could we expect to replace/supplement?
   a. (To fulfill use case x/y/z, what tool are people using at the moment?)
6. What target audience would be most willing to pay for a file transfer product/service?
   a. (What use cases can we best support with Winden?)

Methodology

- Survey questions.
- Using LimeSurvey.

Design materials needed

- None

Participants

- 300 participants, distributed across main three expected use cases (100 each)
    - Large file transfer
        - Based on people <u>frequently</u> sending large files. (larger than 25 MB)
            - "Over the past month, how often have you sent/transferred large files (bigger than 25 MB)?"
                - Never (disqualify)
                - Once (disqualify)
                - 2 or 3 times (disqualify)
                - 4 times or more often (qualify)
        - Completion link: [removed]

    - Send-to-self
        - Based on people having sent a file to themselves (to another device they own) over the past week.

    - Privacy-conscious file senders.
        - Based on if people indicate that Signal is their preferred messaging app

- Recruited from a diversity of Eurozone countries
    - Initially planned to recruit across European countries, but to make sure participants can properly relate to questions that are about prices (which are communicated in €), and to make recruitment slightly easier, a Eurozone focus makes more sense.

- Recruited through a test participant provider (TestingTime)

Schedule [dates removed]

- Finalize study plan and research guide:
- Conduct survey:
- Survey analysis:
- Findings presentation & discussion:

Research guide and script

- [link removed]