Soft Launch

Audience

Use case

Julie, Market Researcher 34

As a Market Researcher, I want to launch a project to a smaller percentage of the sample to ensure that there are no errors in the survey before launching the project to 100% of the audience.

Problem

[Problem 1]:

We don't have the ability to launch a project to a smaller sample size, the only way this can be done right now is by creating two projects, one for soft launch and then one with 100% of the sample.

Solution

[Proposal]

We need to add a new status called Soft Launch, this will give users the ability to select the percentage of sample when launching the project.

When a user chooses to soft launch, we will default to 10% of the sample, user will have an option to change this.
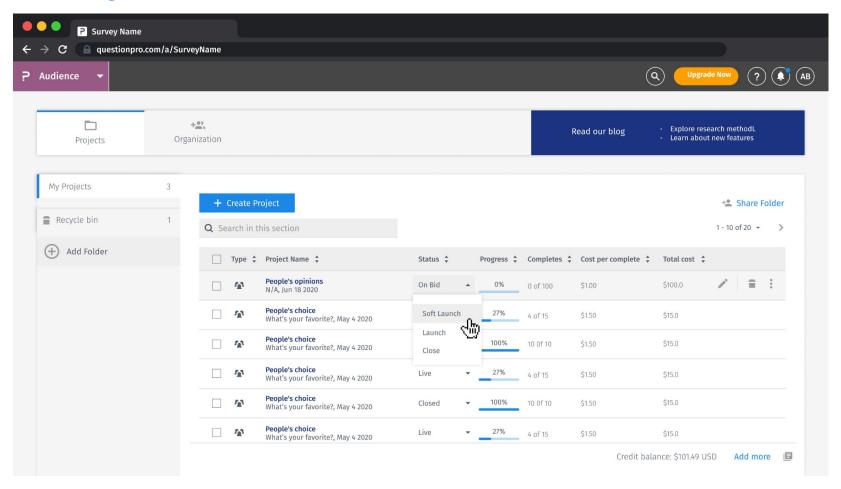
Once 10% of the sample is collected the project will automatically pause & notify the user.

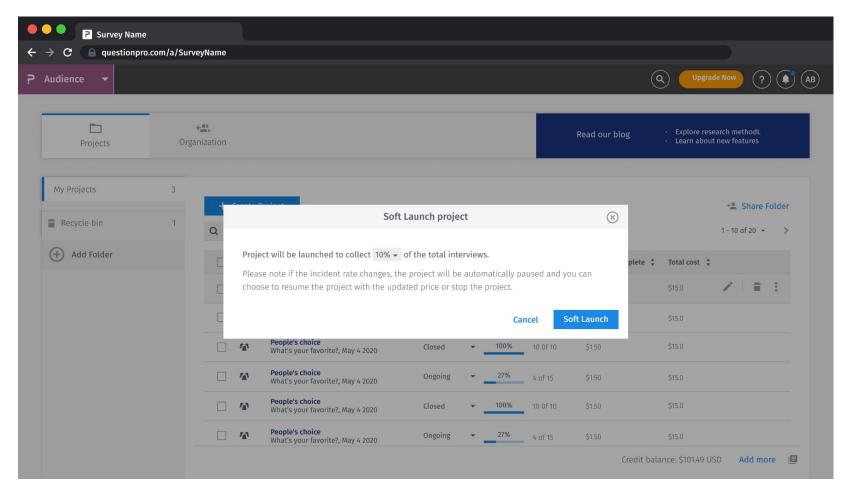The user then has the ability to launch the project to 100% of the sample.

Conditions

- When choosing soft launch charge the user for the total cost of the project.
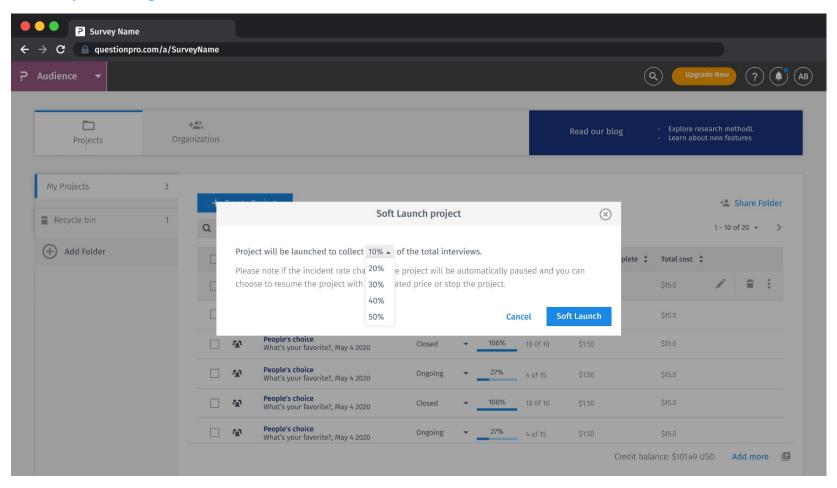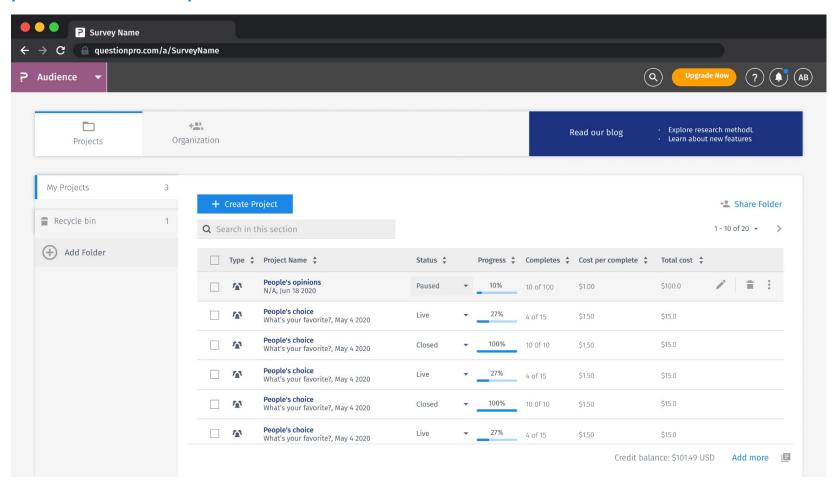- Don't disable the cost.

Audience List Page - Soft Launch

Soft Launch Confirmation

Soft Launch percentage

Auto pause after 10% completion

Thank you!

#ft-relatedchannel