The product market fit of Awaves Play

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This research investigates the product market fit of Awaves Play, this is the scenario in which Awaves Play is bought, used and recommended to an extent that it sustains the product's growth and profitability (Product Plan n.d.). Awaves Play is a music streaming platform that uses an artificial intelligence DJ that mixes a certain genre of songs together up to the quality of a real DJ. Awaves Play is in its beta version, see *figure 1*, which relies on the basic functionalities of creating or joining a Awaves room where the users can listen to a music mix within a DJ genre and together influence the music by voting on the other DJ genres available.
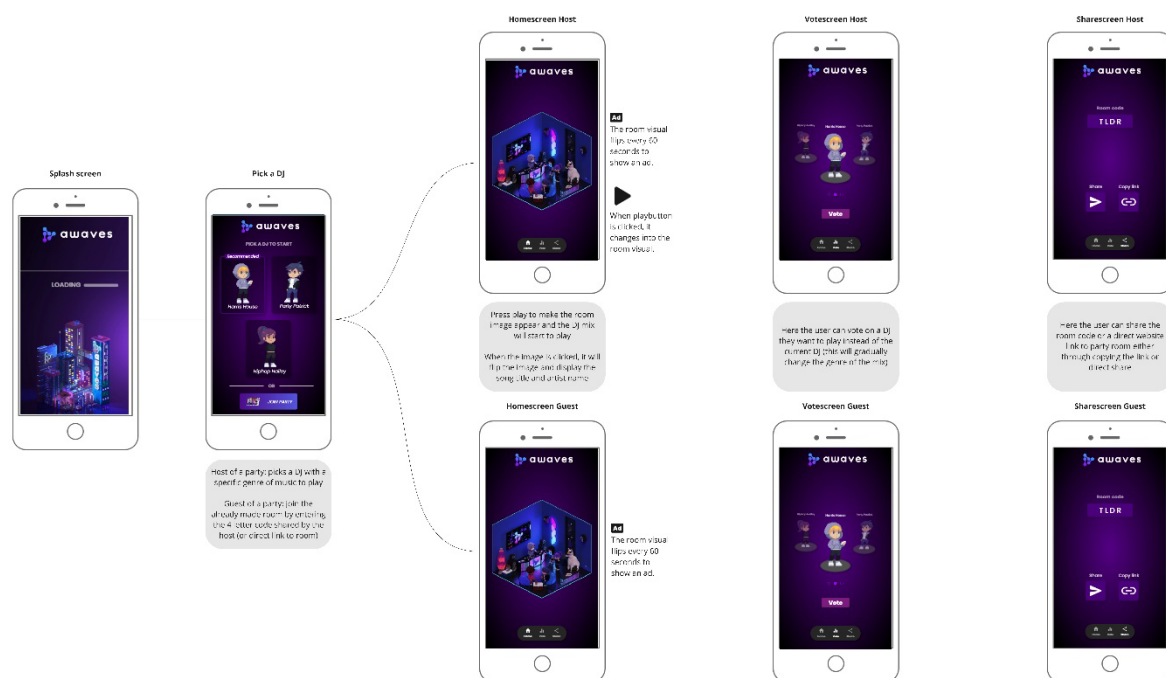

Figure 1 Awaves Play beta wireframe

The user base of Awaves Play is very small and not yet profitable for the Awaves start-up company. In order to grow the user base and generate revenue it is important that Awaves chooses and investigates a target market and adapts Awaves Play to the demands of this market. This target market investigation followed the market segmentation the theory of McDonald et a. (2012) which compared the different potential markets for Awaves Play on several criteria. After identifying the market with the most potential for Awaves, this target market's needs were investigated using the VFUD (Evaluation) framework from D. Dennehy et al. (2016). This framework focuses on creating value for customers and eliminating waste during the development phase of start-up businesses (Blank 2013). This is done by doing repeating product tests and interviews with the target group. So first, the Awaves Play beta was tested to investigate if the service was liked and understood. From this test it became clear that some functionalities were still misunderstood and adding a new feature is needed,

since only half of the interviewees said they would use the Awaves Play beta in its current state on their house party. First there was focused on resolving the misunderstandings by creating a mock-up which introduced more visual feedback. Thereafter, this mock-up was tested with the target group and the feedback was processed and resulted in a clickable prototype of Awaves Play version 2. Then mock-ups of potential new features were designed based on the suggestions mentioned in the interviews. To see which feature was desired the most a survey was distributed among the target group. After a discussing the results with the Awaves team one of the new features was chosen and the mock-up was tested out with the target group. The feedback was processed and resulted in the final clickable prototype of Awaves Play version 3. Based on this prototype a value proposition canvas and a business model canvas were made, describing the value Awaves Play brings to the market and how Awaves should advocate this during target market deployment.

From all the conducted interviews it can be said that if this redesign and the new feature is implemented (if Awaves Play version 3 is developed), the product market fit of Awaves Play 'might' be reached. To fully confirm if the product market fit is reached, Awaves Play should implement all the changes and test it on a larger scale with the target group.

References

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