

# Surveys, a diary study, and FGDs were conducted during Creators Invitational 2021

21.11.24 ~ 22.1.30

## Regular Surveys

- Assess the creators' overall satisfaction levels and their perceived difficulty in creating content through the platform

Online, 3 times (initial · midpoint · end)



21.11.26 ~ 22.2.6

## Diary Study (11wks)

- Understand how the adoption process unfolds over time
- Identify pain points and appealing features of the platform

Online, 11 weeks in duration



22.2.26 ~ 22.2.27

## Focus Group Discussions

- Identify areas for improvement through the lens of expert creators
- Uncover the root causes of their pain points (discovered from the previous studies)

Online, moderated

