

# Case Study: How Quibi Could Have Succeeded Using the BRIDGE Methodology

The failure of Quibi, a high-profile mobile streaming platform, provides valuable lessons on business strategy and adaptability. Despite backing from industry veterans and a substantial financial investment, Quibi was unable to attract and retain users. This case study explores how Quibi could have thrived by applying Caroline Miller's BRIDGE methodology, focusing on better brainstorming, building relationships, smarter investments, effective decision-making, good grit, and a commitment to excellence in both content and user experience.

## **Was it Learning Goal or Performance Goal in terms of Quibi's Failure?**

Quibi's failure represents a performance goal since its objective was to achieve specific, measurable outcomes like user acquisition, revenue growth, and market share, which it ultimately failed to accomplish.

## BRIDGE Methodology To avoid a failure like Quibi's:

1

### Brainstorming:

- Quibi needed to conduct extensive user research (surveys, focus groups) to validate if users would pay for short-form content and explore ad-supported models.
- They should have explored telecom partnerships for bundled services and collaboration with smart TV manufacturers for wider accessibility during the pandemic.

2

### Relationships:

- Quibi should have focused on building user relationships through social media engagement, interactive campaigns, and exclusive previews to foster loyalty.
- They could have partnered with influencers from platforms like YouTube and TikTok to tap into existing mobile audiences and expand their reach.

3

### Investments

- Prioritize app improvements, such as TV casting and cross-device functionality, to enhance user experience.
- A freemium model offering basic free content would attract new users and convert them into paying subscribers.
- Investing in interactive content (choose-your-own-adventure formats) would differentiate Quibi from competitors.

## 4 Decision-Making:

- Quibi needed to pivot during the pandemic, adjusting content strategies to offer longer-form content for TV viewing, and delay the mobile-only launch.
- Introducing an ad-supported tier early could have attracted more users and improved retention.
- Continuous content strategy iterations based on user feedback would keep the platform relevant.

## 5 Good Grit:

- Quibi needed to show adaptability by pivoting the business model to better align with user demands, like offering long-form or interactive content.
- They should have demonstrated resilience by learning from early missteps, refining the app, and responding to market feedback.

## 6 Excellence:

- Quibi could have achieved excellence by focusing on user experience, ensuring seamless app functionality, personalized recommendations, and cross-device adaptability.
- By innovating mobile-first content, Quibi could have introduced real-time interaction features or social components to engage users.
- Pursuing customer feedback loops to continuously improve features and fix issues would ensure excellence in both technology and service.

## **Summary:**

Quibi's downfall offers important insights into how businesses can better navigate challenges in a competitive market. Despite having a promising idea, star-studded content, and substantial financial backing, Quibi failed to connect with its target audience and adapt to the changing market needs. This case study demonstrates how Quibi could have succeeded by applying Caroline Miller's BRIDGE methodology, focusing on critical areas like brainstorming better solutions, fostering stronger user relationships, making smarter investments in technology, and pivoting through more effective decision-making. With a greater focus on adaptability and user experience, Quibi could have built resilience and delivered excellence, ultimately positioning itself as a lasting player in the mobile streaming industry.