

# First round of Hypothesis

Our team has formulated 10 hypothesis aiming to test the main aspects of our business model, those our team considers have a significant impact in the potential success of the idea. The hypothesis as well as the test methods and the validation statements are presented below.

## 1. Important amount of group work and difficulties related to scheduling for Business Administration students.

Since our idea has been conceived taking into account those 2 conditions for this specific segment, it is essential to validate those assumptions so we can prove we are addressing a real need for them and evaluate if that need is stronger among this specific segment.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Customer segments</b>		<b>Code:</b>	<b>CS01</b>
Hypothesis	University students in Business Administration have a lot of group works with different people which have different schedules.		
Test	Survey 100 university students from Business Administration.		
Validation	75% of the students responded "yes".		

## 2. Important amount of group work and difficulties related to scheduling for university students in general.

Our second hypothesis has been formulated in order to test the same two needs conditions as in the hypothesis number 1 but for the general segment of university students. This will let us do a better segmentation in our business model.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Customer segments</b>		<b>Code:</b>	<b>CS02</b>
Hypothesis	University Students in careers different to Business Administration have a lot of group works with different people which have different schedule		
Test	Survey 100 University Students from careers different to BA.		
Validation	70% of the students responded "yes".		

### 3. Validate if students need an all-in-one platform.

The objective of the third hypothesis is to validate if in fact students need a multitask platform that integrates functions they are using in different services nowadays, so their teamwork dynamic could be improve in terms of efficiency.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Value proposition</b>		<b>Code:</b>	<b>VP01</b>
Hypothesis	University Students use more than one platform to do team works.		
Test	Survey 100 University Students.		
Validation	75% of the students responded “yes”.		

## 4. Identification of the main problems that affect efficiency in the teamwork dynamic of students.

This hypothesis aims to validate that students are not satisfied with the tools they are using to manage their teamwork and intends to identify what are their main concerns regarding the efficiency of the platforms they are using.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value proposition		Code:	VP02
Hypothesis	University Students are not completely satisfied with team works because they have these problems: <ul style="list-style-type: none"><li>• Time consumed to book meetings</li><li>• Discussion tracking (too many comments that you missed).</li><li>• Files management (tracking changes and many versions of the same document).</li><li>• Getting distracted by notifications while doing a group work on Facebook.</li><li>• Usage of more than one platform.</li></ul>		
Test	<ul style="list-style-type: none"><li>• 100 Surveys ranking the problems described from University Students.</li><li>• 20 interviews from University Students.</li></ul>		
Validation	Each problem is at least 75% ranked in the top 5.		

## 5. Identify the main functions our platform will need to offer and validate which ones are our main competitor.

In order to define what are the main features that the platform will need to integrate we have formulated this hypothesis. It will let us know as well who our most important competitors are.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Value proposition</b>		<b>Code:</b>	<b>VP03</b>
Hypothesis	The most used platforms by students are Moodle, Facebook Groups and Google Drive/Dropbox.		
Test	Survey University Students with 10 possible different tools and choose the 5 they use the most.		
Validation	75% of the students named those 3 in the top 5.		

## 6. Validate how our business model could achieve a competitive advantage.

Through this hypothesis we will validate what kind of services of social interaction our platform will need and it will help us identify how we could achieve a competitive advantage considering our business model is facing an important competitor as Facebook is.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Value proposition</b>		<b>Code:</b>	<b>VP04</b>
Hypothesis	The main functions University Students use on Facebook Groups are finding people, chatting (discussions and meeting scheduling) and sending files. However, Facebook is not customized to do this kind of tasks.		
Test	20 interviews to University Students asking (1) for what purposes they use Facebook, regarding team work, and (2) if they believe it suits the needs.		
Validation	<ul style="list-style-type: none"><li>• 1st part: 50% use Facebook mainly for those functions.</li><li>• 2nd part: 50% said "no".</li></ul>		

## 7. Validate the main problems the teamwork platform will address.

With this hypothesis our team intends to identify if the teachers that are users of learning content management systems such as Moodle, effectively are not satisfied with this kind of solution.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value proposition		Code:	VP05
Hypothesis	The main problems with the current platform for the Universities are that it is not efficient for communication with students and is not user friendly		
Test	Interview 12 teachers – open question about the main 4 problems.		
Validation	75% agreed that they have these 2 problems between the main 4.		

## 8. Validate the interest of the universities in investing in our solution.

This hypothesis is aiming to validate the willingness of universities to invest in provide a solution for teamwork management to their students. This will let us verify if universities are actually a segment to target.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value proposition		Code:	CS03
Hypothesis	It is an objective of the University to improve students' group work efficiency and overall satisfaction of the current interface		
Test	Interview 10 Universities - If Moodle had team group platform, would you think it would add value?		
Validation	80% said "yes"		



## 9. Online support assistance

Since in our business model we are proposing that we will keep the contact with the universities that will be using our platform and provide them assistance online, we are interest in test if that will meet their needs.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Customer Relationships</b>		<b>Code:</b>	<b>CR01</b>
Hypothesis	Online support is sufficient to maintain this kind of platforms.		
Test	Interview 10 University's IT department. Interview 10 Web Designers.		
Validation	60% of each groups says "yes".		

## 10. Interest of digital advertisers.

What our team wants to test with this hypothesis is if digital advertisers will be interested in reach their customers through a platform used by students.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Customer segments</b>		<b>Code:</b>	<b>CS04</b>
Hypothesis	Digital marketing agencies will be interested in our platform.		
Test	Interview 5 digital marketing agencies in Portugal.		
Validation	80% of the agencies will have a potential interest in advertise.		