Interview Script – LeadTeam

Good morning, I would like to start by thanking you for your availability in participating in this interview. We are students from Católica-Lisbon Master in Business Administration and we are taking a course named Entrepreneurship and Business Plan where we are to develop our own start-up within a semester.

To do so, we are following a concept born in Silicon Valley which is Lean Startup, where we need to validate our hypothesis by contacting with our potential customers and adapt the Business Model accordingly. One way is through one-on-one interviews, and this is where you will be helping us!

Firstly, just some questions about you.

1. Are you currently studying?

2. Are you taking an Undergraduate's or Master's degree?

3. In which subject are you specializing?

4. Where are you studying, currently?

5. Just to finish, how old are you?

Our project aims to develop a platform which provides a team work integrated solution for both students and Universities. It accompanies students from the teacher's assignment description and initial research, all the way to the bibliography, providing, at the same time, user-friendly communication and file sharing tools between group members.

6. What do you think about a Teamwork App Platform integrated into Facebook - evaluate from 1 "I don't like it" to 5 "perfect".

Show Minimum Viable Product.

7. How easy to learn is it? Do you believe it is user-friendly?

8. Do you have any suggestion of improvement?

9. Would you pre-order it? (No pressure xD)

We are considering combining with the University platform's information. So we would like to ask you further questions about this now.

10. How do you feel regarding the communication and work integration between teachers and Students? Using a scale from 1 "terrible" to 10 "very good".

11. Currently, which platform is used by your University?

12. From these 10 features, please rank by order of value for you:

☐ Upload directly assignment (the same platform you do the teamwork)
☐ Assignment description
☐ Evaluation metrics (to make teamwork evaluation more fair)
☐ Find Team (know who has and who hasn't a team)
☐ Find Colleagues
☐ Class Page (example: Innovation Management page with all students)
☐ Find former students of the subject
☐ Automated Calendar and Scheduling (don't have to upload deadlines or calendar)
☐ Subject Page (example: Innovation Management page with both students and teacher)
☐ Template for planning uploaded by the teacher

13. Do you have any additional suggestion?

Thank you very much for your time, your insights will be crucial for our success! By any chance would you know someone that fits our target with whom you could put us in contact with? Thank you very much! Have a nice day ☺