

# Adapting our Hypothesis

After presenting in class, we have got some feedback on our hypotheses. Based on these comments, we readjusted our last post!

Our team has formulated 15 hypotheses 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.

**Priority classification:** 10. Although it is not probable this test will be negative (as Business Students we are aware of this reality), in the case it is, that will have a great impact in our BM. In other words, if University Students don't have group works, with different schedules and members then, they don't have the problem we are aiming to solve.

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 we had 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.

**Priority classification:** 16. In fact, we are not familiar with the evaluation methods of other programs, such as Medicine and Literature. Moreover, if it is invalid, the amount of students we can reach is much less, having direct consequences in the advertisers' attraction to the platform.

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

This hypothesis aims to validate that University 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 these.

**Priority classification:** 15. Although the probability of being an invalid hypothesis is just medium (again, as students we face these issues ourselves) the classification is risky due to its impact in our Business Model. In fact, if we couldn't reach the 75%, we would have to adapt our Value Proposition to this segment.

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.		

## 4. 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.

**Priority classification:** 20 - we believe it is one of our riskiest assumptions. Firstly, although these are the tools we normally use (in Católica-Lisbon) there is a high chance, students from different Universities or countries prefer other kind. For example, in Université Laval (Quebec), we are aware they use a platform provided by the University itself. On the other hand, it has a great impact in our BM. If students use other tools (different solutions), then it is possible we will have to alter what we are going to incorporate in our platform, or the way it works - our Value Proposition.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value proposition		Code:	VP03
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.		

## 5. 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.

**Priority classification:** 12. This number is mainly due to the high probability of being an invalid hypothesis.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value proposition		Code:	VP04
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 is 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>		

## 6. 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.

**Priority classification:** 12. If teachers believe that the current platform from the University maximizes synergies, derived by excellent communication between teachers and students, then, the Value Proposition would have to be adapted to the Universities' real problems.

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.		

## 7. Validate the interest of the Universities in investing in our solution

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

**Priority classification:** 20. This assumption has one of the most risky. On the one hand, since we are not familiar with Universities' priorities, the probability of its invalidity is very high – even if students' group work efficiency (and therefore, their performance) is a goal, it is extremely hard to measure, hence, Universities may set it aside. On the other hand, a negative result would require a change in our Value Proposition and BM as a whole. For example, this would mean Universities wouldn't be willing to pay for our platform – then what would be our main Revenue Streams? The Value Proposition for the students would be weakened, etc.

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"		

## 8. 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.

**Priority classification:** 16 – it is in our Top 4. Both probability of invalidity and impact on Business Model are high. Firstly, due to the importance of the Information System in a University (the ones we are targeting give great importance to IS, using it as a competitive advantage), online support might not be enough. Besides, if we prove that it is, in fact, not sufficient, we would have to have more HR (Hackers) and heavier cost structure in general. For instance, the Revenue Streams element would have to be adapted.

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".		

## 9. 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.

**Priority classification:** 15. This was mainly due to its importance in our Business Model. If our test turns out negative, a new source of revenues would have to be found in order to provide the platform for free - this is a crucial element in our Value Proposition.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Customer segments		Code:	CS04
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.		

## 10. Communication of the Value Proposition for the first time to Universities

We assumed Universities would find and engage our services through the Internet only. However, there is the possibility Universities prefer a personal first impression, a Salesperson which clearly communicates the value added to the client. This is true especially because this is a new platform with an (still) unknown brand.

**Priority classification:** 12. This classification is particularly explained by the high probability of this invalidity. We are not familiarized with internal procedures of Universities, which also may vary considerably from country to country, even University to University.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Channels		Code:	CH01
Hypothesis	A website is enough to reach the Universities for the first time – there is no need to have a salesperson to introduce our platform and explain our value proposition.		
Test	Interview 10 Universities to understand how they research for new solutions/tools.		
Validation	75% responded the research is mainly done on the internet.		

## 11. Create an App to access to the platform

Besides the Web Platform, students would be able to access it through a carefully adapted App (meaning it should not be equal to the platform, but user-friendly, customized for a mobile device). We assumed this would be a greatly used by students, being one of our Channels. The test will be based on behavior – if they currently check work-related issues using the cellphone, they will probably do so in our platform.

This is a low risk Hypotheses, taking into account the low probability of being invalid.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Channels	Code:	CH02	
Hypothesis	Students will use an App to access the teamwork platform.		
Test	Survey 100 students on whether they usually check the advancement of team work on cellphone (example, on Facebook groups).		
Validation	At least 75% said “yes”.		

## 12. Universities may have long-term contracts with current platforms

We also assumed that Universities would not be bounded to a long-term contract with current service providers, like Moodle. This test will allow us to know to each extent these contracts are going to decrease our possible segment.

We did not consider this a high risk Hypotheses.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Channels		Code:	CS04
Hypothesis	Universities do not have a long-term contract with current platform (for example, Moodle).		
Test	Interview 10 Universities on whether they have a long-term contract with current platform.		
Validation	75% responded "no".		

## 13. Social Networks to reach University Students

We assumed that the best way to address University Students was through Social Networks. In fact, “When Facebook friends make referrals, the chances of the referred friend subsequently clicking, liking, sharing or buying increase dramatically. This is especially true if you’re targeting college-educated Facebook Users (according to Experian Simmons).” According to the same article “The median virality rate on Facebook is 1.92%” - this served as a basis for our validation criteria.

This is a low risk Hypotheses, given the low probability of having a negative result.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Customer Relationship		Code:	CR02
Hypothesis	Being present in Social Network is enough to reach the minimum amount of University Students to go viral.		
Test	Create a Facebook page for LeadTeam and analyze the data related with number of visits, likes and shares.		
Validation	More than 1.92% of the visitors have shared on their mural.		

## 14. Students are willing to pay for a Premium Version

One of our BM Revenue Streams is the Premium Version for students whose University is not our customer (currently has only the standard free version). This A/B testing will allow us to understand if students are willing to pay 1€ a year for the additional features we are expecting to offer. If both A and B have a low “click rate” we can also draw some conclusions regarding the attractiveness of a Premium Version.

**Priority classification:** 10. We believe the price is not the main issue for the students, but rather the step of paying - as payment through the internet requires following a certain procedure. Therefore, we considered a high probability of being an invalid Hypothesis.

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Revenue Streams		Code:	RS01
Hypothesis	University Students are willing to pay 1€ per year in order to get the following additional features: Templates for planning; Additional storage; References Organizer (Bibliography tool); Reminders; Research Organizer; Assistant (Adviser).		
Test	A/B testing – create one page in which the price is 1€ and another for 0,50€. See the percentage of visitors that clicked in 1€ and 0,50€.		
Validation	The percentage is higher for 1€.		

## 15. Facebook would be a valuable partner

This test will allow us to know if Facebook would be a valuable partner to the platform. The partnership will be based on the fact Students could use the friends from Facebook to find people or use their Facebook profile information in the platform. The objective is to create a network of students who can share advice and information, without high costs of multi-homing (having to constantly update both Facebook and the platform profile).

We believe this is not a high risk Hypothesis, due to both low probability of being invalid and impact on the Business Model.

Hypothesis Form		Model	Version
		leadteam	1.0
<b>Component: Partnerships</b>		<b>Code:</b>	<b>PS01</b>
Hypothesis	Partnership with Facebook will be valued by students because (1) they can search for people more easily, (2) can use the Facebook profile in the platform and (3) see other profiles (for example, can search for people that already had the subject and ask for advice).		
Test	Survey 100 and interview 20 students. Try to understand if they use Facebook to search for people and if it would be valuable to have contact with students that have already taken certain courses.		
Validation	75% said "yes".		

## The Top Four riskiest Hypothesis (higher priority) are

H4: *The most used platforms by students are Moodle, Facebook Groups and Google Drive/Dropbox.*

H7: *It is an objective of the University to improve students' group work efficiency and overall satisfaction of the current interface*

H2: *University Students in careers different to Business Administration have a lot of group works with different people which have different schedule*

H8: *Online support is sufficient to maintain this kind of platforms.*

	H14		H7	
		H5	H8	H4
		H10	H2	
			H6	H3
				H9
	H15	H12	H11	H1
	H13			