

Hypothesis

CS01 10
University students in Business Administration have a lot of group works with different people which have different schedules

VP01 15
University Students are not completely satisfied with team works because they have these problems:
Time consumed to book meetings
Discussion tracking (too many comments that you missed)
Files management (tracking changes and many versions of the same document)
Getting distracted by notifications while doing a group work on Facebook
Usage of more than one platform

VP02 20
The most used platforms by students are Moodle, Facebook Groups and Google Drive/Dropbox

VP03 12
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

CR02
Being present in Social Network is enough to reach the minimum amount of University Students to go viral

PS01
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)

CH02
Students will use an App to access the teamwork platform

RS01 20
University Students are willing to pay for these features:
Templates for planning
Additional storage
References Organizer (Bibliography tool)
Reminders
Research Organizer
Assistant (Adviser)

CH04
University Website is a viable Marketing Channel since it has increased University Student's traffic.

CH03
Using several Social Network platforms will allow us to reach a considerable amount of University Students.

CH05
QR Code is a viable Marketing channel.

CH06 12
Adwords will be an effective way of conveying our Value Proposition.

CH07 15
Users will prefer the platform as a Facebook App.

VP07 10
Students are not satisfied with the platforms they are currently using.

RS03 20
University students are willing to pay 1 euro per year in order to get the premium version (Features they have chosen they are already willing to pay)

RS04 20
University Students are willing to pay yearly a fee to access to the premium version.

High Risk Hypothesis

CS01 10
H1

VP01 15
H2

VP02 20
H3

VP03 12
H4

RS01 20
H13

CH06 12
H18

CH07 15
H19

RS04 20
H26

VP07 10
H23

RS03 20
H25

Hypothesis being Tested Interviews

H1

H2

H3

H4

H13

H25

Hypothesis being Tested Surveys

H1 H18

H2

H13 H3

H23 H19

H25

H26

Hypothesis being Tested A/B Testing Landing Page

H25

Teacher's Survey

H23 H18

Valid Hypothesis

Invalid Hypothesis