

LeadTeam – Briefings Second Round

What did we learn?

Inês

“You don’t really understand what the teacher wants and what are the expectations” is one of Inês top 3 problems. Taking into account that this has been mentioned some times before, we could think about integrating a *detailed description* box when the teacher uploads the assignment or even a room for easier student-teacher interaction.

As many other University students interviewed, Inês feels our platform should be integrated in an existing one – she feels the competition is already satisfying. Moreover, she is a heavy Facebook user, so she sees as an advantage being already there – no extra platform she has to check. At this point, it is becoming clear that we have to test if integration would indeed create greater value to our target.

In her perspective it is mandatory to be free. Nor her, nor any other student will pay for something that already exists in other platforms. Although this would not be our major Revenue Stream we should test this hypothesis further, namely using surveys (so we can have a greater number of responses) and landing pages (will people click in our premium version?).

Bryan

From this interview with a person studying in a different field, we can see that he uses less the different platforms as Facebook, Google Drive, etc. Globally he has less teamworks than the business students, so he feels less concerned. Though, he would not mind having a more convenient platform exclusively for teamworks, because he doesn’t like to be on Facebook for personal using. He would even be willing to pay it the platform is really worth it. Even if he is less concerned with teamworks because he doesn’t have so many, he still encounters the same problems as most business students which are the files management, the different tools to combine and the difficulty to find a place to meet.

Victoria

Globally, this student does not feel very frustrated with teamwork communication. She although acknowledges that Facebook is not very convenient because it is too distractive. She also identifies as a problem the files management as most of the other students. She identified a solution that targets companies, and from which we could be inspired. It is called Knowledgeplaza, and it combines social interaction of the employees and file sharing. We should explore this solution, to see if can find something interesting that we could adapt for the students.

Esteban

Esteban is an international student at Católica Lisbon who has different teams in his master courses. He considers that team works at his school are not well organized, that there are not enough guideless regarding how the work should be managed (rules and planning) and as well among members he sees people have different expectations and involvements. Esteban uses several platforms such as Facebook, Turnitin, e-mail, cloud and Hackpad. Mostly, he dislikes Facebook because of the difficult discussion tracking and the difficulties when uploading files.

He would really appreciate a team working platform that integrates with the university and that implements project management functionalities. He says he would be willing to pay 2 euros for the platform. Finally, he recommend us to focus in the users and not in the institutions because he sees them as a tough market since they already have platforms in which they have invested important amounts of time and money, besides the information system manager are not enough competent and the universities are really focused on security and privacy issues. He thinks young people are more oriented towards technology and a good marketed and friendly tool he does not see why people won't buy it. He thinks teachers should suggest to the students such a tool as well.

Sora

Sora is an international student at Audencia School who recognizes she has different teams in her master courses. She considers as problems related to team works the following: normally there are too many people in the teams, members have not the same level of involvement and interest, getting distracted by notifications on Facebook and the delay to answers messages and give feedback to the posts. Sora only uses Facebook groups to interact with her teams. She is not really satisfied about Facebook because since it was designed as a social network you can easily get distracted, even though she considers it is convenient considering most of the people has created profiles.

Regarding the perfect solution, she says she would like that the platform provides her with notifications and having as well the correspondent App in her mobile devices. She says she would be willing to pay a year fee of 2 euros for chat with easy tracking, file sharing, a task allocation tool and the scheduling feature. Finally, she suggest that our platform should have esthetical customization, for instance, being able to change the colors, change the back part, and change where the different tools are located.

Maria João

Maria was rather emotional regarding teamwork. Things either really made her happy or really upset. This means teamwork - its success or failure – actually has impact on a student's mood and overall feelings. Therefore, our platform really speaks to a problem which is important and meaningful for students – it is important to show Universities this.

Interesting enough, many students appreciate Facebook because it requires other students to respond (they can't really be posting their personal things while ignoring the group work – everyone can see it...). However, Maria also speaks on the other side of the equation – she doesn't like other students to know she saw the post, sometimes she doesn't want to respond or comment on it at that time! So, what is more important to students – making other members comply or being free to respond when they want to?

Further, Maria suggested that our platform could be more generic. Meaning that instead of integrating with Universities and focusing only on University Students, we could develop something which could tackle a greater audience.

Finally, it should be a free application, since there are already plenty of things with it.

Rui

Rui raised a special concern regarding finding groups. In Católica the students keep changing all the time and you usually find yourself in a class where you virtually don't know anyone – more, Moodle's photos are not always available so you don't really know who is who. In the end, it is a drama to find a nice group with whom you can smoothly work with for every class. Taking this into account, he emphasized numerous times how important would be for him to have a place where he could easily see which students had or didn't have groups – “Find people” and “Student profile” were on the top 5 features.

Rui feels that in teamwork he doesn't have much autonomy and the ultimate outcome not always turns out as he wants. Therefore, besides file sharing and all-in-one platform, peer review would be incorporated in Rui's perfect solution. He idealizes an improvement from Word's “Review” section, where one could comment and constantly review each member's part. This should be considered as a feature to incorporate in our platform.

Finally, this student suggested that our platform should require as minimal effort as possible from the students – everything should be together in one place, interconnected – and it should definitely be free.

Finally, Vitor is willing to pay 1€ yearly for his 7 most important features.

Juliette

Juliette is from Paris, France and is doing an Erasmus program in Lisbon at Nova with her home university which is ESC Toulouse, a business school. She has a lot of team works to drive in her marketing career. She is not very frustrated about how are team work going but said she got tired of brainstorming in some groups because you are meeting for hours and didn't do a lot. So then, splitting up appear as the best solution to make an efficient job and then share it on dropbox or the facebook group.

However it depends on the kind of content you have because when she was doing financial projects, working on facebook with excel docs was very confusing. She exclusively uses facebook to run the team work. Sometimes, on Moodle she checks names of students to find and add them afterwards on Facebook. She doesn't like to use Moodle because according to her, it's a very not nice interface and she prefers to use facebook which is more user-friendly. Plus, she doesn't use dropbox folder: she doesn't like to switch from a platform to another.

It's sometimes bothering to get notifications all the time from friends and team members but it's impossible to escape from that.

According to the price, she wouldn't pay. Even if she has some group works she is not so involved into her teamworks and doesn't have very high expectations. So facebook is free and enough good to do the work properly.

Laurine

Laurine is currently doing an internship in Paris, France for 5 months in a Human Resources department of an MNC then, she will be back to school to finish her last semester of master which specialization refers to Management. She studied abroad, at Laval University for one year doing an exchange program with her home university. There she has to manage to teamwork with people from different backgrounds, different perspectives, and different way of thinking. She defined herself as a very organized girl and she really enjoys when work is going fast and well. When dealing with group projects, she was mainly frustrated by the slowness. Of course, she finds interesting to manage people but she is really looking forward tools to make efficiency going up. She was annoyed by people arriving late for teamwork while it was planned at a specific time: “we have been losing a lot of time just because we misunderstood the day or the hour, it was never clear”. For this reason, she would be willing to pay for a reminder, a scheduling calendar and a task allocation. “Not a lot of money for sure. Between 1 or 2 € maybe”. However, she also mentioned the idea that it takes many time to engage yourself in paying for a service online: it might take months and months (that was happened to her when she finally subscribed to the premium spotify account).

She uses Facebook both for teamwork and fun and even if it's clearly not the perfect solution she pointed out the file management has been improved a bit thanks to the button “upload new version”. It's also convenient to have the Dropbox linked with the Facebook.