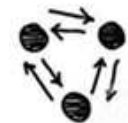
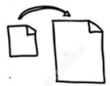




LeadTeam

# Hypothesis Compiling



# Hypothesis Total

# Hypothesis 1

Hypothesis Form		Model	Version
		leadteam	3.0
Component: Customer segments			Code: CS01
Hypothesis	University students have a lot of group works with different people which have different schedules.		
Test	Survey 100 and interview 20 University Students.		
Validation	75% of the students responded "yes".		

# Hypothesis 2

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Value proposition

Code:

VP01

Hypothesis

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.

Test

- 100 Surveys ranking the problems described from University Students.
- 20 interviews from University Students.

Validation

Each problem is at least 75% ranked in the top 3.

# Hypothesis 3

## Hypothesis Form

Model

leadteam

Version

2.0

Component: Value proposition

Code:

VP02

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.

# Hypothesis 4

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

# Hypothesis 5

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

# Hypothesis 6

Hypothesis Form		Model	Version
		leadteam	2.0
Component: Customer segments		Code: CS02	
Hypothesis	It is an objective of the University to improve students' group work efficiency and overall satisfaction of the current interface		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% said "yes"		



# Hypothesis 7

Hypothesis Form		Model	Version
		leadteam	2.0
Component: Customer Relationships			Code: CR01
Hypothesis	Online support is sufficient to maintain this kind of platforms.		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% says "yes".		

# Hypothesis 8

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Customer segments

Code:

CS03

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.

# Hypothesis 9

Hypothesis Form		Model	Version
		leadteam	3.0
Component: Channels		Code:	CH01
Hypothesis	A website, direct email and tele-marketing are 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 Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% responded the research is mainly done on the internet and telephone.		

# Hypothesis 10

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".		

# Hypothesis 11

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Customer Segments

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".

# Hypothesis 12

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.		

# Hypothesis 13

Hypothesis Form		Model	Version
		leadteam	3.0
Component: Revenue Streams			Code: RS01
Hypothesis	Students are willing to pay for these features: Templates for planning; Additional storage; References Organizer (Bibliography tool); Reminders; Research Organizer; Assistant (Adviser).		
Test	20 interviews and 100 surveys.		
Validation	70% of them included these features in their answers.		

# Hypothesis 14

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Partnerships

Code:

PS01

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".



# Hypothesis 15

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Channels			Code: CH03
Hypothesis	Using several Social Network platforms will allow us to reach a considerable amount of University Students.		
Test	Calculate the amount of followers in the combined Social Networks.		
Validation	We get at least 200 followers.		

# Hypothesis 16

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Channels

Code:

CH04

Hypothesis

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

Test

Post an advert in Católica-Lisbon App and Website.

Validation

We get at least 200 CTR.

# Hypothesis 17

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Channels			Code: CH05
Hypothesis	QR Code is a viable Marketing channel.		
Test	Fulfill Católica's hallways with QR Codes leading to the Landing Page.		
Validation	Get more 100 visitors during that week.		

# Hypothesis 18

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Channels		Code:	CH06
Hypothesis	Adwords will be an effective way of conveying our Value Proposition.		
Test	Create an Adword.		
Validation	Get 80% of the 75\$ budget spent due to clicks.		

# Hypothesis 19

## Hypothesis Form

Model

leadteam

Version

2.0

Component: Channels

Code:

CH07

Hypothesis

Users will prefer the platform as a Facebook App.

Test

Survey 100 and interview 20 students and survey 15 teachers from a scale from 1 to 5 (being 1 "I don't like it" to 5 "perfect").

Validation

80% responded 3 and above.

# Hypothesis 20

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Revenue Streams		Code:	RS02
Hypothesis	Universities are willing to pay a monthly fee of €800.		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% responded above our threshold.		

# Hypothesis 21

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Value Proposition			Code: VP05
Hypothesis	Universities are not satisfied with current solution.		
Test	Interview Católica IT department and do 10 surveys to Universities based on the information we got.		
Validation	60% responded they are below 6/10.		

# Hypothesis 22

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Customer segments			Code: VP06
Hypothesis	Teachers are not satisfied with the platforms they are currently using.		
Test	Survey 15 universities teachers		
Validation	On a scale from 1 (worst) to 10 (best) the average is below 6		



# Hypothesis 23

Hypothesis Form		Model	Version
		leadteam	1.0
Component: Customer segments			Code: VP07
Hypothesis	Students are not satisfied with the platforms they are currently using.		
Test	Survey 15 University Teachers and 100 University Students		
Validation	On a scale from 1 (worst) to 7 (best) the average is below 4		

# Hypothesis 24

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Value proposition

Code:

VP08

Hypothesis

Teacher are using different platforms besides the official university learning platform to communicate and work with their students.

Test

Survey 15 university teachers.

Validation

75% of teachers are using platforms others than the official one.

# Hypothesis 25

## Hypothesis Form

Model

leadteam

Version

3.0

Component: Revenue Streams

Code:

RS03

Hypothesis

University Students are willing to pay 1€ per year in order to get the premium version (features they chose they already were willing to pay).

Test

20 students interviews.  
100 University Students survey.  
A/B testing – create one page in which the price is 1€ and another for 2€. See the percentage of visitors that clicked in 1€ and 2€.

Validation

75% chose 1€ for the features they were willing to pay.  
The percentage is higher for 1€.

# Hypothesis 26

## Hypothesis Form

Model

leadteam

Version

1.0

Component: Revenue Streams

Code:

RS04

Hypothesis

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

Test

100 surveys giving options of yearly fee or fixed initial price (5xyearly fee).

Validation

70% say they prefer yearly fee.

# Hypothesis Priorities

			H6 H13	
H16		H4	H7	H3 H25
		H9	H20	H26
		H17	H5 H18	H2 H8
	H14	H11	H21	H19
	H24	H15	H10	H1
	H12	H22		H23

