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!

Questions Regarding Segmentation

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?

Questions Regarding the Problem – identifying and validating
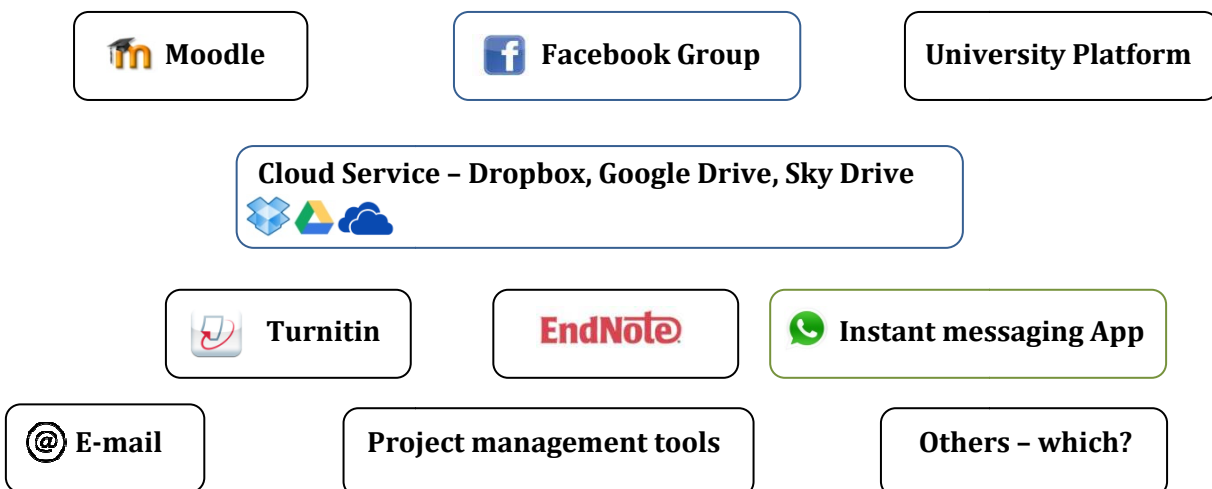
Now, we identified some problems regarding team works in University, which we would like to validate with you.

6. Do you usually have different groups in each course, with students with completely different schedules?

7. How do you feel about team work projects' online communication and discussion? (from very well to frustrated)

    a. If frustrated – Why?

8. From these problems in team work, which are yours top 3?

Time consumed to book meetings

Files management (tracking changes and many versions of the same document)

Usage of more than one platform (keep track of more than one)

Involvement at different levels

Discussion tracking (too many comments that you missed)

Getting distracted by notifications while doing a group work on Facebook

You never (or some from your group) remembers the deadline

You don't really understand what the teacher wants and what are the expectations

People that are not available to promptly respond

Different perspectives and expectations for the final grade

Fights among team members

Used to different tools making it difficult to synchronize everything

Very difficult to form a group – fitting problem, you don't know everyone (keep changing)

Find a place to meet (school is not always convenient for everyone)

No peer review

Identify and Validate Solutions

9. Currently, which platforms do you use both to do the teamwork and communicate with team mates?

Moodle

Facebook Group

University Platform

Cloud Service – Dropbox, Google Drive, Sky Drive

Turnitin

EndNote

Instant messaging App

E-mail

Project management tools

Others – which?

10. Regarding *Facebook:*

    a. Do you use it mainly to do what?

    b. How many hours do you spend on *Facebook* for team works per week?

    c. Do you believe it is a good solution? ⟶ What do you like or dislike about it?

11. How satisfied are you with this multiplatform current solution?

    a. Have you ever tried a different one, like teamwork platforms such as *Azendoo* or *Evernote*?

Yes	**No**
Why didn't it work?	Why not?

12. What would be like the perfect solution for 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.

Taking this into account:

13. From the following features, please rank by order of value for you:

☐ Templates for planning

☐ Additional storage

☐ References Organizer (Bibliography tool)

☐ Reminders

☐ Research Organizer

☐ Assistant (Adviser)

☐ File sharing in cloud

☐ Chat with easy tracking

☐ Task Allocation

☐ Scheduling – Calendar

☐ Find people

☐ Student Profile

14. Would you be willing to pay for any of them?

    a. How much yearly?

        i. €0,5
        ii. €1
        iii. €1,5
        iv. €2

15. 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 ☺