

Hypothesis

- VP04** 12
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.
- CS02** 20
It is an objective of the University to improve students' group work efficiency and overall satisfaction of the current interface.
- CR01** 16
Online support is sufficient to maintain this kind of platforms.
- CH01** 12
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.
- CS05**
Universities do not have a long-term contract with current platform (for example, Moodle).
- RS02** 20
Universities are willing to pay a monthly fee.
- VP05** 12
Universities are not satisfied with current solution.
- VP06**
Teachers are not satisfied with the platforms they are currently using.
- VP08**
Teacher are using different platforms besides the official university learning platform to communicate and work with their students.

High Risk Hypothesis

- VP04** 12
H5
- CS02** 20
H6
- CR01** 16
H7
- CH01** 12
H9
- RS02** 20
H20
- VP05** 12
H21

Hypothesis being Tested

Teacher's survey

H5

Hypothesis being Tested

Católica Interview and Universities survey

H6

H7

H9

H20

H21

Valid Hypothesis

Invalid Hypothesis