

Hypothesis

CS01 10
University students 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

VP09 12
University students find our MVP user-friendly.

VP10 12
University students struggle in communicating with their University – poor integration.

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

CH02
Students will use an App to access the teamwork platform

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

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)

CH05
QR Code is a viable Marketing channel.

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)

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

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

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

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

VP012 10
University students find our MVP professional enough

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.

RS05 10
After seeing our video, University Students are willing pay a 1.5€ yearly fee to access to 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

VP09 12
H26

VP10 12
H27

VP11 16
H28

RS05 10
H30

VP12 10
H31

Hypothesis being Tested Interviews

H30
H31

Hypothesis being Tested A/B Testing Landing Page

H25

Hypothesis being Tested Adwords

H18

Valid Hypothesis

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VP11 16
University students find integration with University valuable because they would be able to:
Upload directly assignment
Look at Assignment Description
Evaluation metrics
Find team
Have Class Page