UC-CROWD
universities & companies
c r o w d s o u r c i n g

User Protocol

Platform testing

This activity has multiple aims regarding the variations among target groups participating on the crowdsourcing platform. For professors it is desirable to test the platform in their classes in a way that enables students to solve problems from entrepreneurial "real life". Students are guided by professors assigned to the platform with the goal of solving problems in teams and help companies to be more competitive and innovative. On the other hand, by testing participation we are enabling students to network with companies, present themselves and increase their opportunities for employment. Test platform is carried out for a given period of time, in this case half of the academic year and we received the feedback from users along that time to adjust the platform to their needs.

Main Tasks:

1. In order to avoid resistance a platform roadshow is recommended with the intention of allow students and professors in a face-to-face situation with the companies and involve all of them in a networking process;

2. In this framework it is important to give companies an opportunity to see the platform working and clear their ideas about specific roles of crowdsourcing as well as to recognize benefits they could get from participation on the platform;

3. At this stage companies may also display challenges on the platform to test the feasibility;

4. All the actors involved in the platform testing (companies, professors, and students) have an opportunity to cooperate in an innovative way, educate themselves and practice crowd-sourcing on real problems;

5. To create a system of incentives to promote cooperation between professors, students and companies. Proposal could include some indicative prizes or social compensations or other type of incentive for all target groups;

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6. To create a challenges and solvers resume as a synthesis of the challenges posed by the companies on the platform and solutions defined by academic teams (students and professors) during the development of the crowd-sourcing platform;

7. To maintain the communication with testers and receive feedback;

8. To meet monthly with the platform developers and increase the platform feasibility according with feedback received.