**PGI:** **Experiment report + Marketing Strategy**

**1. Understand your idea’s context:**

- Forum inforestudante

- Paginas com ChatBot incorporado como, por exemplo, a página do facebook ‘Coimbra Concierge’

**2. Talk to your customers (#10 interviews)**

Resume the findings and annex all the data and tools used (templates, reports, etc)

**3. Revisit your lean Canvas**

(annex your new lean canvas)

**4. Launch your landing page / product page**

http://uchat.launchrock.com

**5. Launch your social media strategy**

https://www.facebook.com/UchatApplication

**6. Launch your PR strategy**

Annex a draft press release

**7.METRICS**

-Numero de emails na landing page

-Numero de gostos nas redes sociais

-No future, numero de downloads da aplicação e numero de perguntas feitas

Grupo Nº:

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| --- | --- | --- |
| *nome,* | *nº* | *e-mail.* |
| Rafael Neves | 2016250690 | uc2016250690@student.uc.pt |
| Pedro Nunes |  |  |
| João Silva | 2016252535 | jmbds@student.dei.uc.pt |
| João Almeida | 2016242976 | uc2016242976@student.uc.pt |
| Madalena Santos |  |  |