

## Human Centered Milestones: Tuition Heroes

### MILESTONE 2: HYPOTHESES & ASSUMPTIONS

#### Hypothesis

- The act of rating higher education institutions based on their tuition growth and making it visible to the public will influence future tuition growth.

#### Assumptions

- Tuition growth rates outpacing regular inflation rates is a problem.
- Potential students and parents care about growing tuition rates.
- People will go to the Tuition Heroes website to see what institutions are in control of their tuition growth.
- Institutions are proud to promote their tuition control by displaying a Tuition Hero badge on their website.
- The Tuition Hero institution and supporters (ie: alumni, local businesses, governments, students and parents) are proud to display the Tuition Hero badge on their websites.
- Someone (ie: the institution) is willing to pay a small fee to activate the Tuition Hero badge for an institution, either by fully funding it or crowdfunding it.