

PROJECT DOCUMENT

Order of the work:

- **SWOT Analysis;**
- **Canvas;**
- **Fishbone Diagram;**

Deadline:

Document deadline: by the end of the day

Presentation deadline: Friday

1. Introduction

1.1 SDG Challenge

Firstly, for the best understanding of the project, it is important to make a brief explanation of what the SDG Challenge consists of. In this sense, the project is based on a meeting between students from different institutions around the world, who aim to discuss and find sustainable solutions for a better world.

1.2 Theme 1 (Mobile Education Validation)

Furthermore, within the SDG Challenge, different groups of students were responsible for their respective topics, within the topics selected for the development of the project as a whole, so that this document is related to Theme 1 (Mobile Education Validation).

Therefore, the purpose of this document is to expose the motivation for developing this project and what it is about, for whom the project is being developed and the objectives, difficulties, benefits and risks of the project. In addition, a SWOT analysis, a Canvas diagram and a Fishbone Diagram will be presented.

2. Development

2.1 Purpose and motivation to be developing the project (why) and what is the project; (Mafê)

The Mobile Education Project was primarily designed by the Aalborg University's students and professors. Due to the international relations between University of Brasilia and other foreign universities such as Aalborg, they continue to begin a coworker project related to free online educational purposes.

Based on the development of the Danish app, UnB's students and professors suggested that it could be designed for financial education purposes, mainly, directed to low income individuals. Firstly, they conducted a research, in one of the poorest regions in the Federal District, or *Distrito Federal*, called Paranoá, in order to acknowledge the target audience for

the app. As a consequence, the data discovered that people who live in that region received a minimum salary in Brazil, 1302 reais or 1751,97 danish Krone, and the interviewed affirmed that they were not satisfied by their financial condition.

Furthermore, the Danish and Brazilian students worked together during the SDG Challenge Event in order to develop main App's content. Its main purpose was to provide free access to relevant and important financial information, as well as to improve financial well-being to mainly low income individuals. At the beginning, the project was directed to the most financially needed financial Brazilian; however, one of the project's goals is to achieve worldwide recognition in the future.

2.3 Usability test; (Danish team)

The following usability test was developed by the Danish group, for the purpose of performing it with waste pickers in Brazil.

First off, the test user should be asked some formal questions before the actual testing begins. These include, but are not limited to asking if the test may be recorded as well as the test user's name.

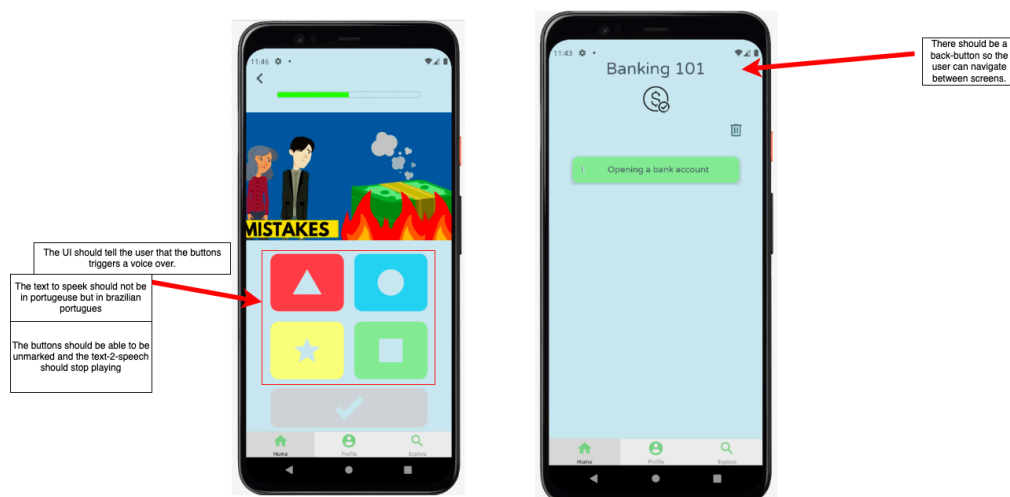
Afterwards, the Educado application will be installed on the user's phone if possible - alternatively, the user will use a provided Android with the application preinstalled.

Following this, the user will be asked to perform several different tasks, each of which focuses on a specific feature of the application. The tasks will be given as a case, where each case have a setup, something that the user wants to do or achieve in the application, and an open-ended question so that the user has a somewhat free interpretation of what to do. For each task, the group member that will act as an observer takes notes about what behavior and steps are taken in order to try to complete the given task, whether or not it has been completed, as well as the time to complete it, if successful. An important thing to note is that the following tasks will be done as a think-aloud test, where the user says aloud what he/she thinks at any given time, what their conclusions about the task are, as well as any reasoning for doing what he/she is about to do.

Tasks:	Observations:	Completed:	Time to complete:
1) You want to access the application. What do you do?	The waste picker had no problem in opening the application	Yes	Unknown
2) You want to have an overview of all courses. What do you do?	The button on the entry screen, did not work as intended, but the waste picker used the navigation menu to navigate the the overview the available courses in the application.	Yes	Unknown
3) You want to see the content of a course. What do you do?	The waste picker had no problem clicking on the course and consuming the content.	Yes	Unknown
4) You want to try another course. What do you do?	This task was hard for the waste picker to understand since the test we conducted only had one course, section and exercise setup.	No	Unknown
5) You decide that this course looks interesting. How do you proceed?	The waste picker had no problem in following the flow of the application. The waste picker had a hard time understanding that the course should be downloaded before it could be consumed. The waste picker tried to press the un-downloaded course and a pop up showed up telling him to download it. This was in English and should be translated to Portugues.	Yes	Unknown
6) You want to start the course. What do you do?	The waste picker started the course with no problems	Yes	Unknown
7) You want to change what part of the course, you are focusing on. What do you do?	This could not be done since there was only one test course	No	Unknown
8) You want to get an overview of the course you are currently doing. What do you do?	The waste picker completed the course and was send to the overview of the sections.	Yes	Unknown
9) You want to see the information the application has on you. What do you do?	This was not done, since the part of the application with user information and login was the not focus of the test.	No	Unknown
10) You do not want your account anymore. What do you do?	This was not done, since the part of the application with user information and login was the not focus of the test.	No	Unknown

Evaluation of the usability test:

The figure below shows the feedback the waste picker gave with a visual overview of the application:



The usability test conducted on the waste picker revealed that while the subject expressed enthusiasm for the project and its content, there were some challenges encountered in terms of navigation and functionality within the section and exercise screens. Specifically, the subject reported difficulties in locating the desired information within the application. Furthermore, the buttons on the exercise screen were not deemed to be sufficiently clear in indicating their functionality, leading to confusion for the subject. Additionally, the subject expressed the desire to un-check one of the buttons, but was unable to do so, resulting in confusion and the perception that the subject was unable to change their answer once it was given. These issues with navigation and button design warrant further consideration and potential revision in future updates of the application.

2.4 Content Creation (Colibri); (Jonathan)

The content creation of Educado mobile application is done through a web application called Colibri. The content of the exercises in the current application has to follow the structure below:

Exercise Example:

Video transcript (max 2 min)	<p>This is the video transcript that will be spoken in the video. The video will fit in the Exercise Screen.</p> <p>The idea is to explain something to the user of the app and then ask a question based on the explanation. (Video part of exercise)</p> <p>The shorter and more to the point this exercise is, the better. If a topic is too big, it is better to aromatize it into smaller subjects.</p>
Right Answer text	The right answer
Wrong answer text	This is wrong answer 1
Wrong Answer text	This is wrong answer 2
Wrong Answer text	This is wrong answer 3
Wrong Video Transcript	<p>This is the video transcript that will appear if the user ends up choosing a wrong answer (Wrong Answer Screen). The idea is that the user will learn if they choose the wrong answer.</p> <p>##This part should explain what is the right answer and why it is the right answer###</p>

The app currently supports the creation of as many exercises under a section as one would want.

2.5 Main Stakeholders; (Anton)

Upon finishing the project we have concluded that the lack of communication and transparency among the parties involved in the project has given rise to many

challenges in regards to developing the project and identifying the requirements. Therefore, we have gathered the information of all the main stakeholders in the project, and organized it into a table. The table contains the *role/title*, *name*, *mail*, *phone* and *timezone* of each main stakeholder.

We hope this table will assist the people in the future and further the communication between everyone involved such that the common vision for the project is clear to all.

Below is the table. Note that it is a first draft and may change until the next generation of software students take on the Educado Project in 2023.

Role/Title	Name	Phone	Email	Timezone
Product Owner	Daniel Britze	+45 2864 3117	danielb@es.aau.dk	Danish
Semester Coordinator	Daniel Russo	+45 9940 7765	daniel.russo@cs.aau.dk	Danish
Content Creation Coordinator	Marcia Longen Zindel	55 61 98183 7336	marcialz@unb.br	Brazilian
Previous Product Owner	Mateus Halbe	+55 61 99958-5715	mhto@es.aau.dk	Danish
CS Department contact	Mauricio	+55 61 9311-8057	carlos.mauricio@unb.br	Brazilian

2.6 What goals we are achieving by the end of the year; (Mafê)

2.6.1 The timeline of the project;

2.7 The difficulties to achieve the project's goals; (Gylherme)

Firstly, the largest difficulties we found during this project was the discussion between wich topics we had to explore in the app and teach de waste pickers about financial education. Besides, the thought about how the results would make a real difference on the way waste pickers take care about their money. In a different point of view we could say they the thought about the waste pickers don't adapt themselves with the way of using the app. The last difficult we founded on this project that make sense mention is that the application is only available for android users, what makes the reach of this application smaller.

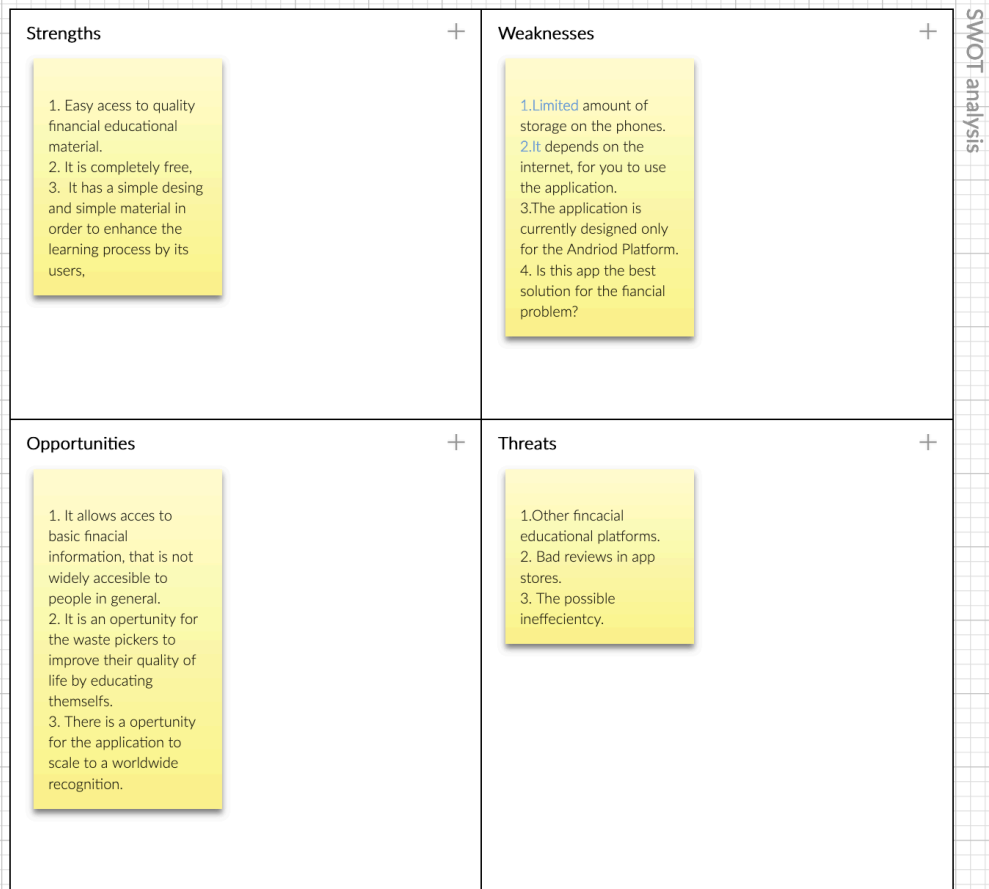
2.8 Benefits of the project; (Joanny)845906-7

2.9 Risk of the project;

Actually this project doesn't have many risks, the only that we accepted was the risk the waste pickers don't adapt themselves with the application, or if they don't really learn what the application have to teach.

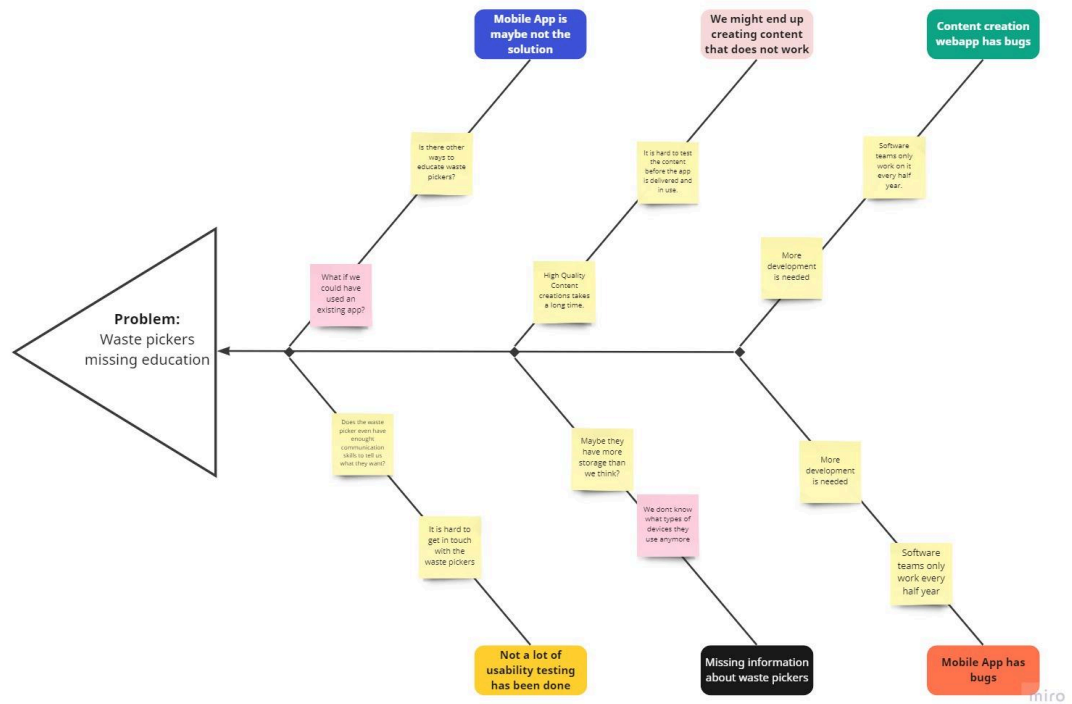
3.0 SWOT Analysis; (ALL) 1h30

SWOT analysis



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3.1 Fishbone Diagram Example (ALL)



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3.1 Project Management Canvas; (Resume)

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3. Conclusion