UNIVERSIDADE DE BRASÍLIA
PRODUCTION ENGINEERING

ISABELA RIZZO BORGES
MARINA UEHARA DO ESPÍRITO SANTO
SOFIA ANDRÉ PEREIRA
VITÓRIA OTT ROSEK

FEEDBACK REPORT FOR THE MINIMUM VIABLE PRODUCT (MVP) OF THE MOBILE EDUCATION APP DEVELOPED BY THE AALBORG UNIVERSITY TEAM

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The report aims to gather feedback for the MVP of the Mobile Education project application developed by the team at Aalborg University in Denmark. The evaluation of the application focused mainly on its usability, that is, how easy it is to use the application and enjoy its features effectively, efficiently, and to your satisfaction.

The following indicators were defined to quantitatively measure the quality of the application, which will be presented below with their respective results.

To proceed with the research, seven people navigated the application in a layman's way and then answered the questionnaire. The results were obtained from an average of the scores given by each of the respondents:

- From 1 to 5, how would you rate the ease of navigating the application through the buttons? Answer: 3
- From 1 to 5, how would you rate the design of the application's interface (colors, fonts, layout)? Answer: 3
- From 1 to 5, how intuitive would you rate the instructions for using the application? Answer: 4
- From 1 to 5, how well is the app able to display courses taken on the web in an integrated and coherent manner? Answer: 5
- From 1 to 5, how well structured does the sequence of courses, sections and tasks follow a logical line? Answer: 4
- From 1 to 5, how well does the layout of user progress generate engagement? Answer: 1
- From 1 to 5, how well does the App have gamification elements and a design to maximize engagement? Answer: 1
- Is the progress of the App saved intelligently, i.e. if the course is deleted from local storage or if the user deletes the App, the user's progress will not be lost? Answer: Yes
- Is there hard coded content in the mobile app? Answer: Yes

With the numerical results obtained, it is observed that there is still room for improvement, especially in relation to gamification and design.

The application as a whole asks for the use of more harmonious colors in order to promote a better reading experience, besides some resources that can improve the design such as the use of shadows in the texts, change of colors in the selected field, better centering of the texts, standardization of the buttons format. Also, it would be necessary to make a general revision in relation to the translation into Portuguese, since there are still several grammatical errors.

In relation to the login screen shown below, we also suggest using a more attractive title that has an appeal related to gamification, suggesting that the use of the application will be fun and aggregating.

On the page that shows the list of courses, we suggest inserting some gamification item to encourage the user to progress in the use of the application. An interesting idea would be to use as a metric the amount of XP's (XP's are defined as "experience points", i.e., the more experiences the user has, the more points he earns. One suggestion would be that the user would earn a certain amount of points when signing up for the course, when completing half of the course, and when finishing the course). This way, the user would feel encouraged to look for more courses to increase the number of his XP's. Also, a specific correction would be to change the word "Home" to "Menu", since this is the term used in Brazil.

Nenhum curso ativo

Clique para explorar os cursos

Casa   Perfil   Explorar
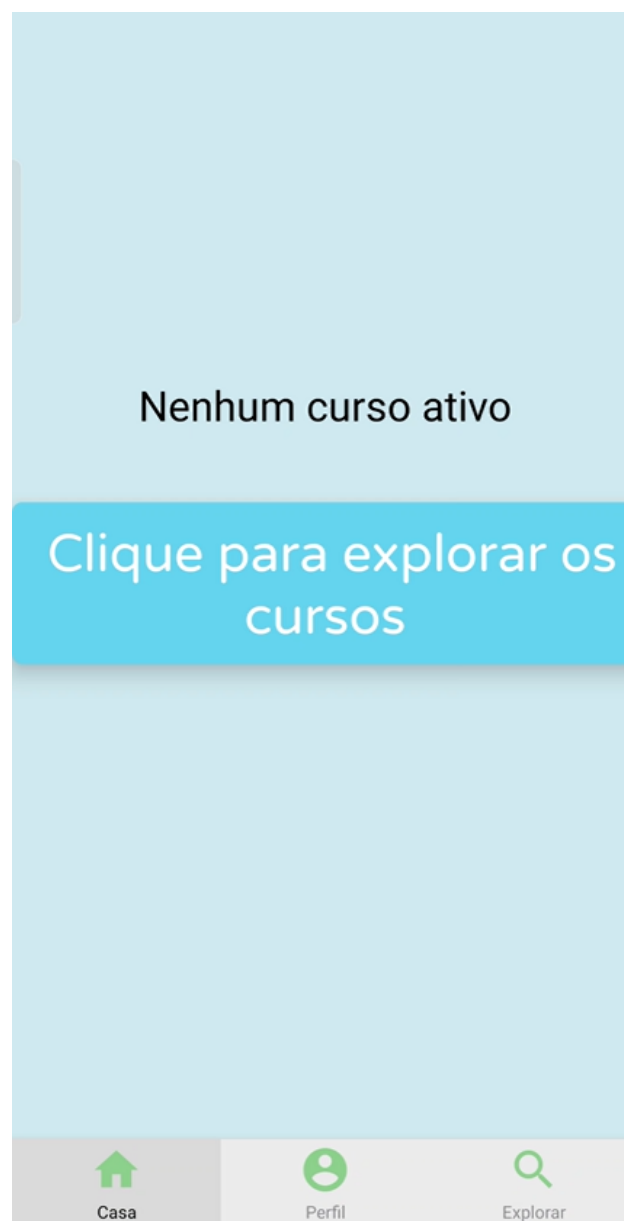
On the following page, by clicking on each of the pictures, the application reproduces the answer in audio form, since it was found that the collectors understand the spoken content better than the written content. However, the accent used to reproduce the lines is Portuguese from Portugal, which makes understanding difficult. Thus, we suggest that the lines be produced by native Brazilian speakers or audio applications.
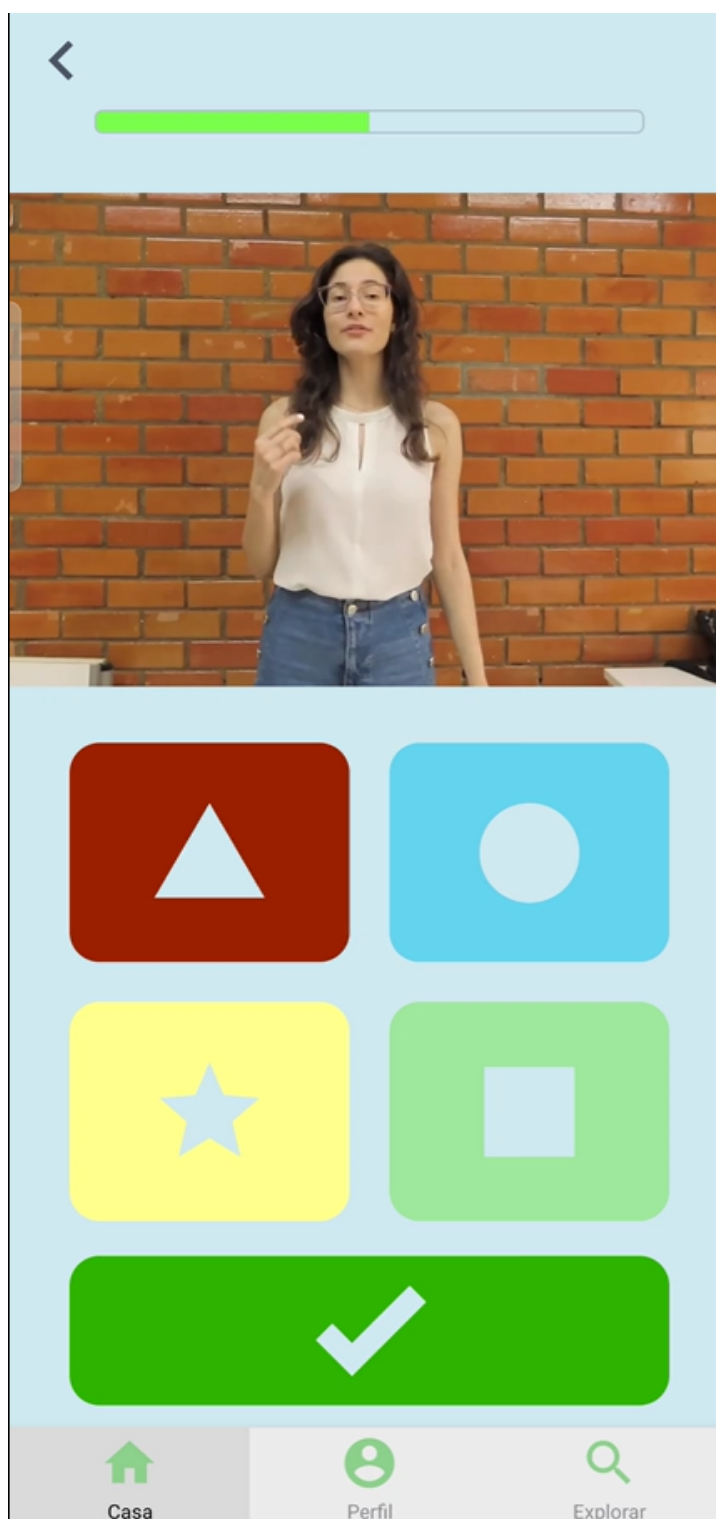
In general, the proposal of the application is very interesting and has a lot of potential to achieve the desired results. The approach of the games is adequate to the target audience that we want to reach, and with the well elaborated content and coherent approach, we will be able to revolutionize the financial education of the waste pickers.