

Surveys

- Clearly state the objective of our electronic survey
- Visual presentation
- Visualize the results before starting: Before conducting a survey we do not know what results we will obtain. However, it is important to imagine what they could be like, even if only by making different scenarios, in order to determine whether the information obtained can be used to make the decisions we need to make.
- Definition of the concept to be measured in dimensions: By defining the dimensions of the concept, the wording of the question will be more focused.

Interviews

- Set an objective: What do I want to know?
- Introduce the subject to the interviewee.
- Prepare the questionnaire in advance.
- Choose the interviewee.

We formulated questions that we considered important within the objectives we had in mind and divided the questions that were easy to answer in the surveys for the students of this faculty of Mathematics and also to obtain attributes for our potential users and the interviews that needed more context, and extensive answers which were made to people who could not conclude their studies for any reason, and to verify if the users left due to economic or academic problems.

At the end of these methods we were able to obtain the types of people and their possible cases where they require a solution (our product) to their problems in the economic field.

We could have improved the surveys in the case of how we present the answers to the people and also improve the focus of the interview towards the people exclusively within the faculty. And it is possible that if we had done that action we could have given a type of person focused only on the school.