

University: UnB

Project Name: Sustainable Hub – PSP 2 – 1.24

Supervisor: Lucas Iwano

Project Team: Lucas Vilas Boas Iwano (221021017), Miguel Macedo Camilo (221021044), Matheus Victor Costa Cabral (221021035), João Gabriel Padovani (211068038), Pedro Paulo Almeida Gama Pereira (221021053). **Partial participation:** Arthur Rolla Fiorentini (221021062).

Semester/ Year: 01/2024

Project Scope:

1. Documents and Google Drive management;
2. Hub information management;
3. Hub curation;
4. Information database structure.

Deliverables:

1. [Information collection and processing manual](#) – Document that contains the step-by-step instructions and requirements for including information in the hub;



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MANUAL DE COLETA E TRATAMENTO DE
INFORMAÇÕES PARA O HUB DE SUSTENTABILIDADE

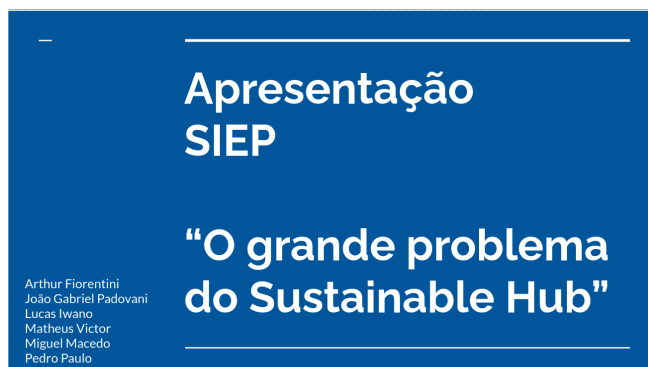
2. [Curation manual](#) – Document that contains the requirements to guarantee the veracity of the hub information;



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MANUAL DE CURADORIA PARA O HUB DE SUSTENTABILIDADE

3. [Database code presentation](#) – a presentation that explains the Python code for creating a database that guarantees the curation of the hub's news and scientific articles.



Stakeholders:

1. Professor Eugênia Corlins (UnB – PSP 2)
2. Professor Simone Borges (UnB – PSP 5)
3. Professor Jasper (Saxion)
4. EGP Staff
5. Project team

Lessons Learned:

1. Decentralized communication greatly hinders the progress of the project;
2. Information that goes to the hub is delicate and needs curation;

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3. Developing a machine learning algorithm is not as difficult as it seems.

University: UnB

Project Name: Sustainable Hub – PSP 5 – 1.24

Supervisor: Lucas Iwano

Project Team: Camilla Pimenta Barbosa (211027053), Davi Braga do Amaral (170079201), Caio Figueiredo Bianchi (170079007), Rodrigo Rodrigues e Silva (202066230).

Semester/ Year: 01/2024

Project Scope:

1. Application functional requirements validation;
2. App User Journey Improvement;
3. Research and validation of the work with the proposed personas.

Deliverables:

1. [Validation Responses](#) – Responses to user journey and functional requirements validation forms and graphics;
2. [Functional Requirements](#) – Analysis and categorization of requirements according to importance, according to the form responses;
3. [User Journey Flowchart](#) – Flow of the 5 modules of the sustainable HUB

Stakeholders:

1. Professor Eugênia Corlins (UnB – PSP 2)
2. Professor Simone Borges (UnB – PSP 5)
3. Professor Jasper (Saxion)
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5. Project team

Lessons Learned:

1. The difficulty of finding people with technical knowledge to evaluate the deliveries developed can influence the final analysis of the results
2. Detailing the user flow is essential for software development

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3. Validating functional requirements is essential for the quality of the software to be developed

University: UnB

Project Name: Sustainable Hub - Energy Engineering - 1.24

Supervisor: Lucas Iwano

Project Team: Vitor Costa Gomes (190127040).

Semester/ Year. 01/2024

Project Scope:

1. User interest survey;
2. Survey and definition of hub success indicators.

Deliverables:

1. [Pesquisa sobre interesse em Sustentabilidade, Descarte Consciente e Reciclagem \(respostas\)](#) – Spreadsheet with the results of the user interest form (portuguese);

[illegible]

2. **English Analysis of Questionnaire Results** – Report with results and conclusions based on the results of the users' interest form;

Analysis of questionnaire results

Demographics

Age
Under 20 years old - 4 answers
Between 20 and 29 years old - 204
Between 30 and 49 years old - 46
Between 50 and 69 years old - 9
Over 69 years old - 9

Gender
Female - 111 answers
Male - 120

Marital status
Single - 144 answers
Married - 65
Divorced - 18
Widowed - 1

Educational level
No education - 2 answers
Incomplete high school - 3

3. **Relatório dos indicadores de sustentabilidade** – Report with the definition and impact of indicators (portuguese).

Indicadores de sustentabilidade e impacto comunitário: Aplicativo Ecolife

Introdução:

Este relatório tem como objetivo apresentar uma análise dos indicadores ESGs associados ao aplicativo, bem como seu impacto na interação com a comunidade. O aplicativo Ecolife é uma plataforma digital que nos permite a interação entre as empresas e a comunidade, com foco em práticas sustentáveis e responsabilidade social.

Indicadores de sustentabilidade:

1. Redução de emissões de gases de efeito estufa (CO2E):
 - Descrição: Este indicador mede a redução das emissões de gases associadas à atividade de compra, como resultado do uso de aplicativos para promover práticas sustentáveis. Um exemplo é o uso de transporte compartilhado.
 - Impacto: A redução das emissões de gases de efeito estufa contribui para a mitigação das mudanças climáticas e promove um ambiente mais saudável.

Stakeholders:

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3. Professor Jasper (Saxion)
4. EGP Staff
5. Project team

Lessons Learned:

1. .

University: Saxion

Project Name: Sustainable Hub – Brand Identity – 1.24

Supervisor: Lucas Iwano

Project Team: Cynthia Poelert (494913).

Semester/ Year: 01/2024

Project Scope:

1. Definition of the app's branding;
2. Definition of layout and gamification;
3. Definition of the information market plan.

Deliverables:

1. **Brandbook EcoLink;** this brand book contains the brand identity of our app, EcoLink. In this brandbook you will find our values, logo, colors, typography and images.



2. **One page brand guideline;** This brand guideline is a short version of the brandbook. In one look you see the most important parts of the brand identity.



3. **User Experience Research;** This is a report on all the research for the User Experience part. It contains UX Competitor Analysis, Gamification research and a template for the Strategic marketing plan.

**Stakeholders:**

1. Professor Eugênia Corlins (UnB – PSP 2)
2. Professor Simone Borges (UnB – PSP 5)
3. Professor Jasper (Saxion)
4. EGP Staff
5. Project team

Lessons Learned:

1. You need to start somewhere with the design of the brand identity for our app. But it is important to test if people understand what it stands for.
2. It is difficult, as someone from the Netherlands, to be sure if what you create fits the needs of Brazilian citizens. It is based on research about Brazilian citizens, but I should have asked a student from Brazil for help to check its accuracy. This way, you can find out earlier if it is correct.

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3. Tables and infographics being in Portuguese can make it difficult to make sure if you understood it correctly, or things got lost in translation.

University: Saxion

Project Name: Sustainable Hub – Mock-up Development – 1.24

Supervisor: Lucas Iwano

Project Team: Mart van Middelkoop (519290).

Semester/ Year: 01/2024

Project Scope:

1. Definition of the non-functional requirements;
2. Creation of mock-up models.

Deliverables:

1. **Link** – deliverable explanation;
2. **Link** – deliverable explanation;
3. **Link** – deliverable explanation.

Stakeholders:

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4. EGP Staff
5. Project team

Lessons Learned:

1. .