



# MOBILE EDUCATION FOR WASTE PICKERS

# CONTEXTO

Após o fechamento do lixão em Brasília, 2.000 catadores que trabalhavam lá passaram a trabalhar em galpões de triagem. Apesar dessas melhores condições de trabalho, tiveram redução de renda e, ao invés de ganhar dinheiro com a venda diária de resíduos, passaram a receber mensalmente em forma de salário, criando dificuldades para administrar suas finanças. Além disso, eles agora precisam gerenciar suas cooperativas sem ter nenhum histórico de empreendedorismo. ([Problem/Project Page](#))

- Nos próximos 2 anos, mais de 3.000 lixões serão fechados e mais de 200.000 catadores estarão na mesma situação citada acima

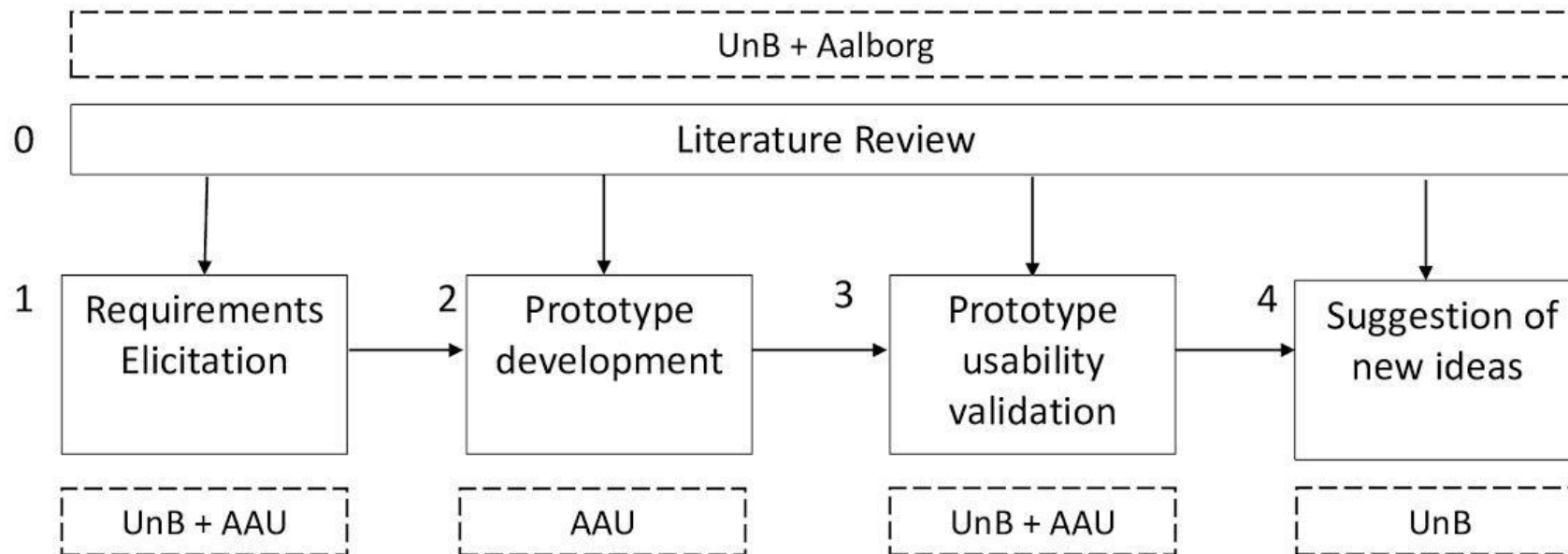


# CONTEXTO

COMO FORNECER EDUCAÇÃO  
FINANCEIRA PARA ESSAS PESSOAS?

# FASES DA PRIMEIRA ETAPA

Project Management of the UnB - AAU Partnership





# RESULTADO: EFA PROTOTYPE

**Daily maximum:**  
R\$ 30,00

**Daily consumption:**  
R\$ 0,00






Remaining to day:  
R\$ 30,00

**Savings**

**Future economy**

**Amount of purchase:**  
... R\$

**Daily availability amounts:**

Day 1:	Day 2:	Day 3:
		
R\$15,00	R\$20,00	R\$25,00

Daily maximum of R\$30,00

**Days until green:** 3

**Amount of saving:**  
50,00 R\$

**Days until use:** 10

**Overview of saving:**

Day	Amount
Day 10	R\$ 50
Day 5	R\$ 25
Day 1	R\$ 5

**Daily amount to save:**  
5,00R\$

**Add daily consumption:**

**Overview of consumption:**

**To day:**

6 am :	R\$ 10,00
11 am :	R\$ 20,00
6 pm :	R\$ 10,00

**Yesterday:**

6 am :	R\$ 20,00
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**Income:**

**Salary:**  
900 R\$

**Other:**  
... R\$

**Fixed Expenses:**

**Rent:**  
... R\$

**Mobile Plan:**  
... R\$

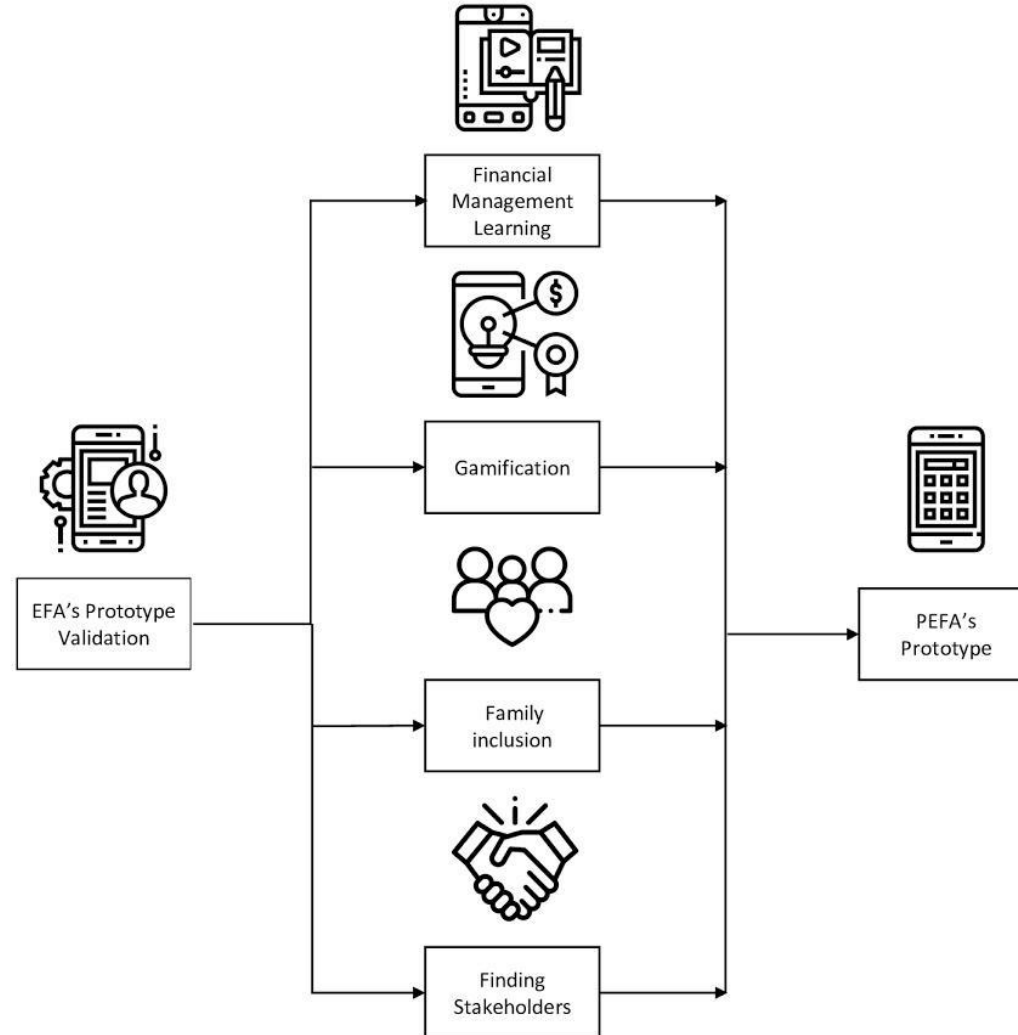
**Other:**  
... R\$

**Visual representation of money:**

100, 20, 10, 5, 2 banknotes

100, 50, 20, 10, 5, 2 coins

# PRÓXIMOS PASSOS





# GAME EXAMPLE

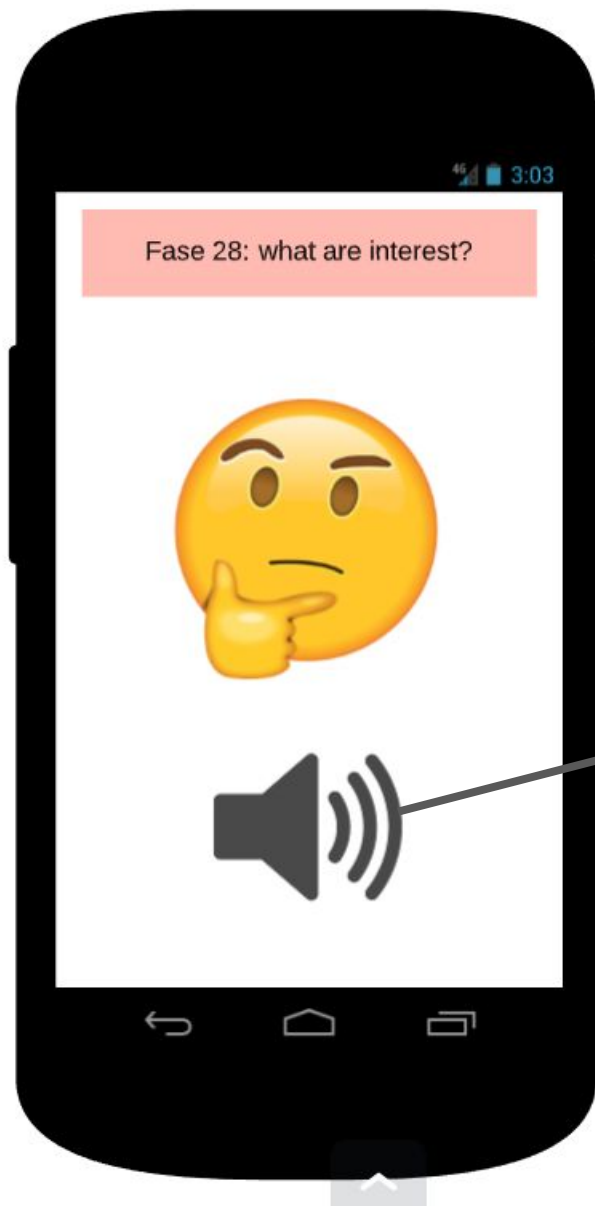
Mainly for Adults





“This is just an example of very simple game approach. The gaming techniques and dynamics are still to be created and this is one of the possible opportunities/problems to work on.”





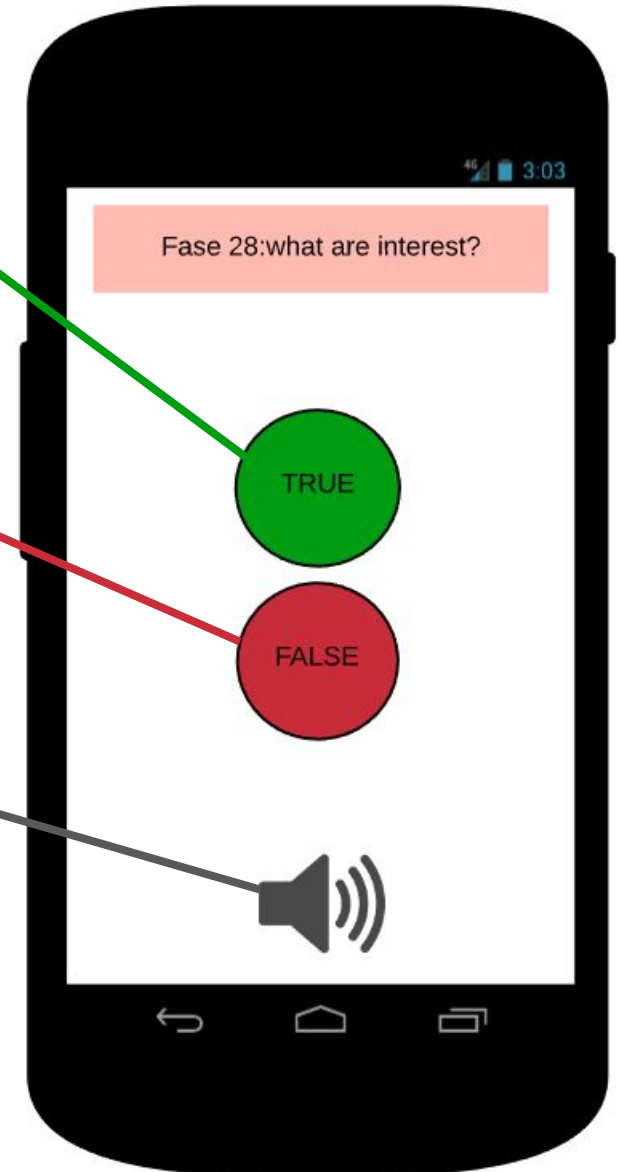
Audio explaining phase theme (*interest* in this case) in a ludic simple way

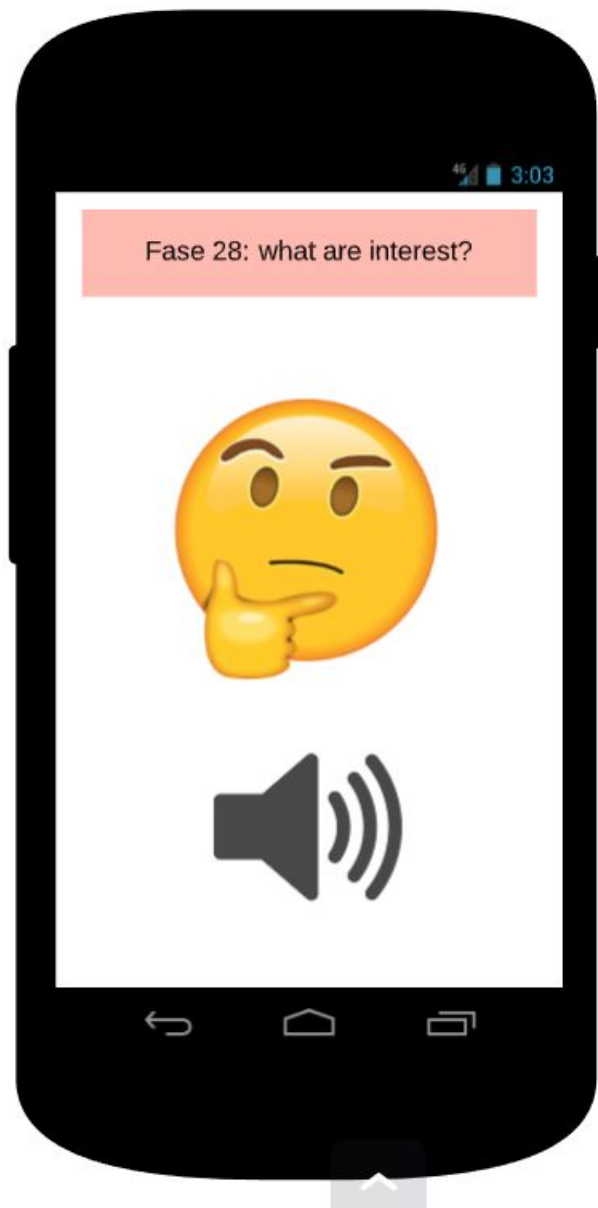
The audio will instruct the user that green means true/right and red, false/wrong

Button to press if true

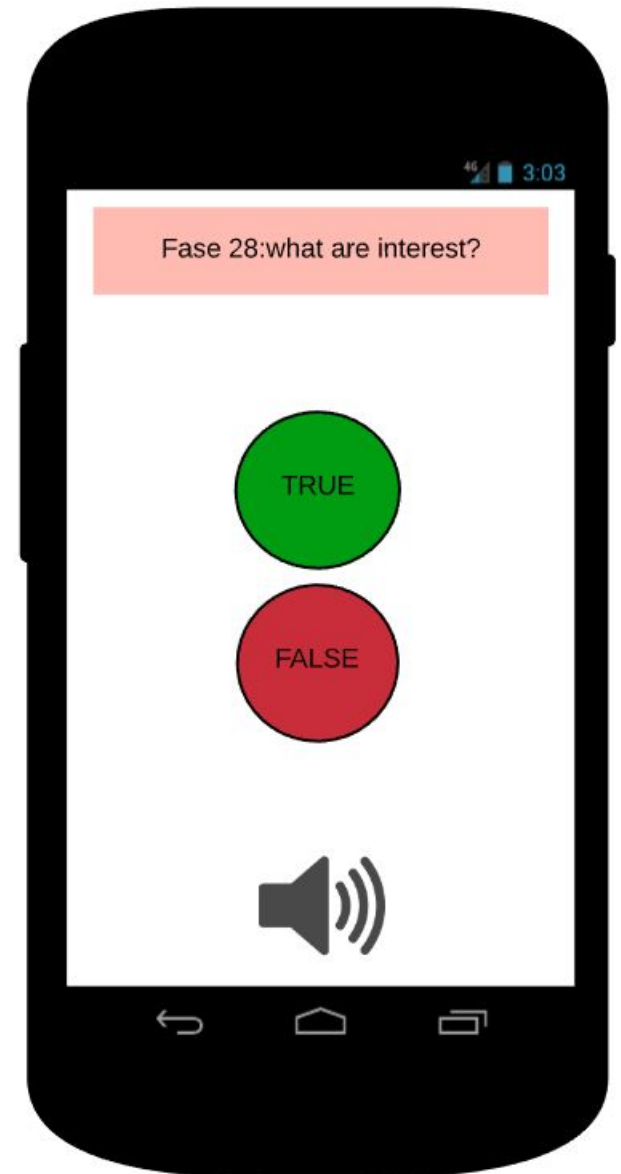
Button to press if false

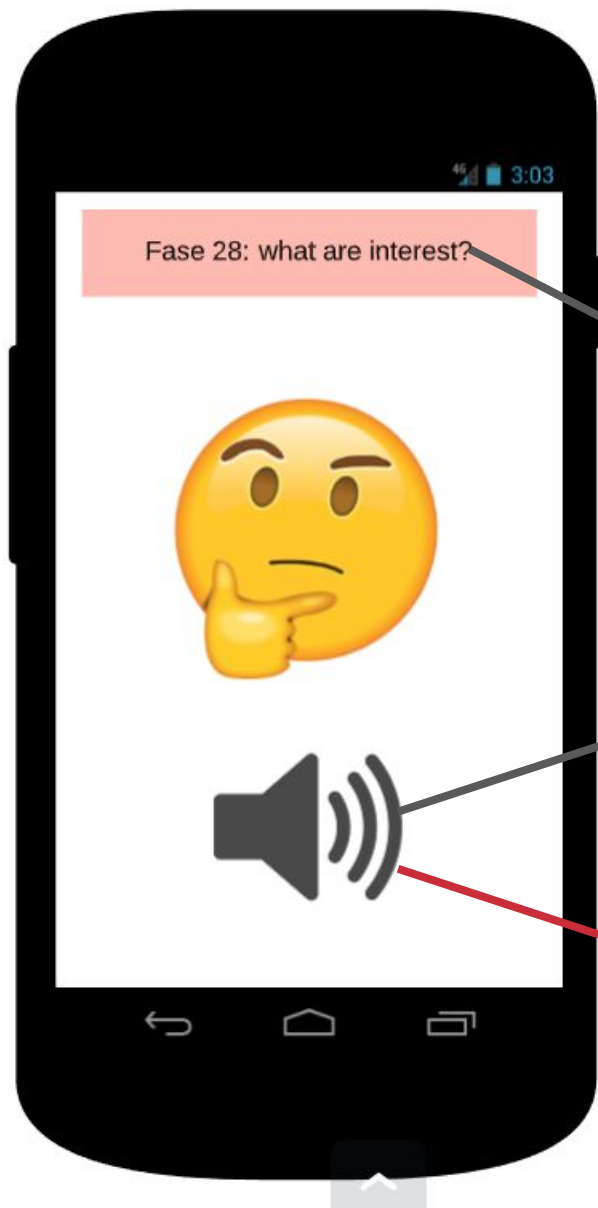
Audio with a question or affirmation on the subject learned in the previous screen





But this is only one way of making a game to the waste pickers. We must understand that the waste pickers don't have enough data to load complex content and also that they are mostly illiterate (this is why we have chosen, in this example, audio to provide the content to the user and the megaphone to represent it). What other ways of game with these restrictions could be possible to the waste pickers?



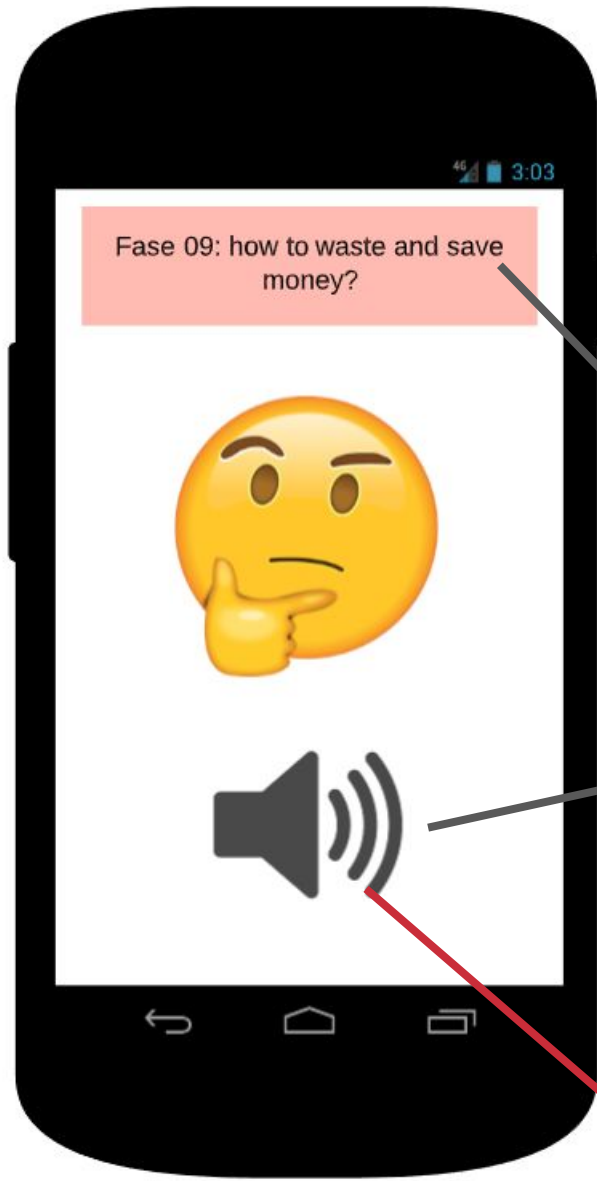


Fase 28: what are interest?

In this case, we have chosen to teach the waste pickers about financial interest, which is important to buying decisions in the market.

But this is only one of the relevant subjects that would be beneficial to them to learn.

**Possible explanation:** "Imagine you want to buy shoes now, but you don't have the money!! What do you do? You can "pay in 2 or more instalments"....."

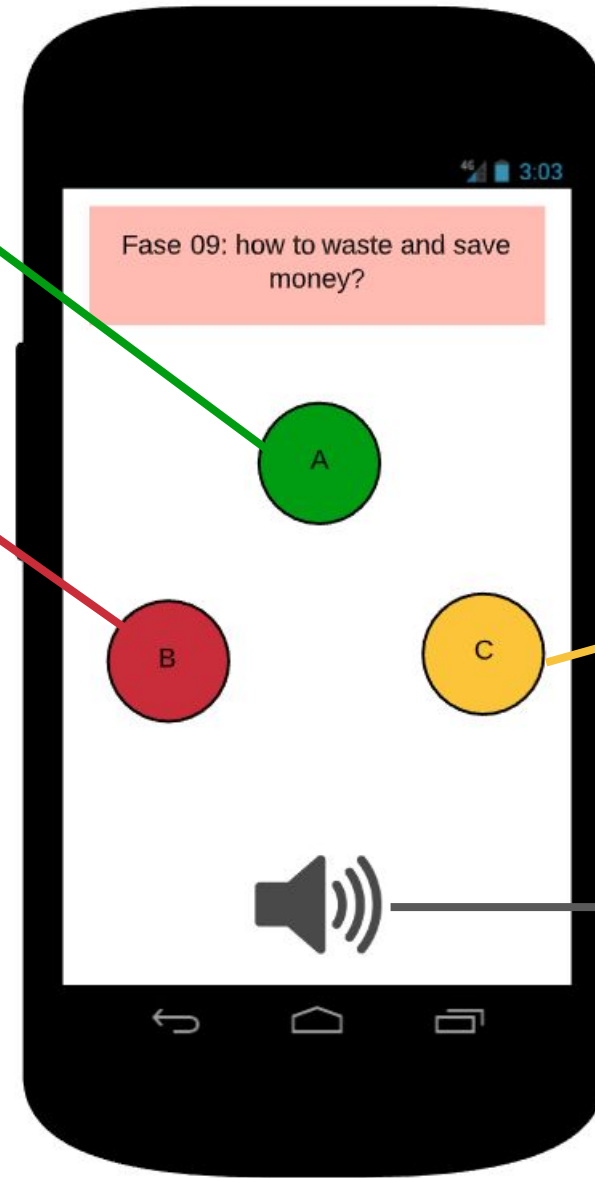


Button to press if  
expense type is  
**ESSENTIAL**

Button to press  
if expense type  
is **EMERGENCY**

Here, we approach  
another subject: the  
types of spendings  
in a Family. For  
example, normal,  
emergency and  
dreams spendings.

**Explanation**



Button to press  
if expense  
type is **DREAM**

Tells a type of  
PRODUCT or a buying  
situation and asks what  
is the type of expense  
it is (essential,  
emergency, dreams)



# ORGANIZAÇÃO DO PROJETO