

# **Consolidated Public Research Report — Modules 13 to 16**

This consolidated public report summarizes the publicly shareable research, design, development, and validation activities conducted throughout Modules 13 to 16 of the Propositum project. It complements the individual public reports previously delivered, presenting a concise and structured overview of the project's evolution by module and sprint. These activities were primarily detailed in the official TCC document, however, for redundancy and improved clarity, they have also been formally structured and presented in this report to facilitate better visualization.

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## **Module 13 — Research, Market, and Business Foundations**

### **Introduction**

Module 13 established the strategic, market, and conceptual foundations of the project, focusing on problem understanding, user research, and initial business modeling.

### **Sprint 1 — Foundations and Problem Definition**

Delivered:

- Project proposal, motivation, objectives, and scope definition
- Stakeholder interviews with educators and school administrators
- Market and competitor analysis
- Problem definition and project timeline

### **Sprint 2 — Strategic Analysis and Personas**

Delivered:

- SWOT and PESTEL analyses
- Empathy maps
- Persona definitions

### **Sprint 3 — User Stories and Journey Mapping**

Delivered:

- Refined empathy maps
- Prioritized user stories
- User journey maps

### **Sprint 4 — Business Modeling and Risk Assessment**

Delivered:

- Risk matrix with mitigation strategies
- Business Model Canvas

## **Sprint 5 — Qualitative Research and Financial Analysis**

Delivered:

- Expert interviews and qualitative synthesis
  - Financial projections and break-even estimation
  - Consolidation of Module 13 documentation
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## **Module 14 — Design and Conceptual Prototyping**

### **Introduction**

Module 14 translated research insights into design and conceptual artifacts, validating interaction logic and value propositions prior to development.

### **Sprint 1**

Delivered:

- High-fidelity wireframe for initial user entry and session logic

### **Sprint 2**

Delivered:

- Low-fidelity structural wireframe

### **Sprint 3**

Delivered:

- Conceptual screen formalizing the logotherapy-based value proposition

### **Sprint 4**

Delivered:

- Product value proposition screen
- Product structure outline
- Engagement strategy draft

### **Sprint 5**

Delivered:

- General revision of artifacts
  - Exploratory frontend code prototype
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## **Module 15 — MVP Development and Technical Validation**

### **Introduction**

Module 15 focused on implementing the Minimum Viable Product, integrating frontend, backend, and conversational AI components, and validating technical and usability aspects.

### **Sprint 1**

Delivered:

- Initial HTML and CSS structure
- Accessibility pre-testing

### **Sprint 2**

Delivered:

- Completion of frontend structure
- UX rule revisions
- Initial usability testing

### **Sprint 3**

Delivered:

- Global scripts and responsiveness adjustments
- Documentation draft
- Continued user testing

### **Sprint 4**

Delivered:

- API creation and model training
- Unit testing of backend components
- Documentation refinement

### **Sprint 5**

Delivered:

- Full frontend–backend integration

- Delivery of the functional MVP
  - Final usability testing and documentation
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## **Module 16 — Revision and Final Evaluation**

### **Introduction**

Module 16 consolidated learning from testing and feedback, revising user and business assumptions and concluding the academic and strategic evaluation of the project.

### **Sprint 1 — User Context Revision**

Delivered:

- Synthesis text based on user tests
- Updated persona, empathy map, and user journey
- Illustrated storyboard

### **Sprint 2 — Business Context Revision**

Delivered:

- Updated SWOT analysis
- Revised Business Model Canvas
- Shopper and stakeholder identification
- New individual testing sessions
- LGPD and ethical analysis

### **Sprint 3 — Pitch Preparation and External Feedback**

Delivered:

- Pitch slides
- Internal pitch training
- External presentations and feedback documentation

### **Sprint 4 — Final Presentation**

Delivered:

- Final pitch and academic board evaluation

## **Sprint 5 — Post-Evaluation Revision**

Delivered:

- Post-board TCC revision (including TCC document formalization, Business Plan of the Venture, and Proposal)
  - Definition of next steps and future research directions (detailed in Propositum Proposal)
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## **Final Conclusion**

This consolidated public research report documents the full lifecycle of the Propositum project, from initial research to MVP delivery and strategic refinement. The sprint-based structure demonstrates methodological rigor, iterative development, and increasing technical maturity, resulting in a validated MVP supported by empirical user testing and academic evaluation.