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.

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

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

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

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
• Definition of next steps and future research directions

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.