

Public Research Module 1 Report

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1. Research Area

This project—**Propositum**—falls within educational technology and personal development platforms. Propositum is a chatbot-driven web application that guides Brazilian pre-adolescents and teenagers (ages 10–18) through self-knowledge exercises, goal setting, and introductory AI literacy. By providing accessible, interactive guidance, Propositum fills the gap left by limited school-based psychological support and empowers young users to build clear, achievable life roadmaps.

2. Overview of Sprints

Sprint 1: Foundations & Framework

Delivered:

- Proposal & User Definition: complete written proposal outlining motivation, problem statement, objectives, and scope
- Stakeholder Interviews: initial interview summaries with school administrators and educators
- Market Research: competitive analysis of existing edtech and life-planning tools
- Problem Understanding: synthesized insights into a clear problem definition
- Cronograma: detailed project timeline for Module 1 activities

Sprint 2: Strategic Analysis & Personas

Delivered:

- SWOT & PESTEL Analysis: comprehensive matrices assessing internal strengths/weaknesses and external factors

- Empathy Map: two empathy maps capturing what our personas say, think, feel, and do
- Persona Profiles: detailed profiles for Gustavo Mendes (student) and Amanda Braz (school psychologist)

Sprint 3: User Stories & Journey Mapping

Delivered:

- Empathy Map Refinement: updated empathy maps based on feedback and deeper insights
- User Stories: prioritized user stories for both personas, e.g.:
 - “As Gustavo, I want an interactive quiz to explore my interests so that I can discover potential career paths.”
 - “As Amanda, I want to view aggregated student progress so that I can tailor my guidance sessions.”
- User Journey Maps: two end-to-end journey maps detailing each persona’s experience—from first contact through goal achievement—highlighting emotional highs, lows, and key touchpoints

Sprint 4: Business Modeling & Risk Assessment

Delivered:

- Risk Matrix: visual matrix classifying risks by probability and impact, with mitigation strategies (e.g., LGPD compliance, pilot partnerships, technical modularity)
- Business Model Canvas: complete canvas covering nine blocks—Key Partners, Key Activities, Value Propositions, Customer Segments, Channels, Customer Relationships, Revenue Streams, Key Resources, and Cost Structure

Sprint 5: Qualitative Research, Financial Analysis & Documentation

Delivered:

- Qualitative Research: two expert interviews and thematic analysis summarizing insights on user needs and technology acceptance
 - Financial Analysis: Year 1 cost breakdown (R\$ 128 000) and three-year projection showing break-even in Year 2 under a license-fee model (R\$ 2 560 per school)
 - Documentation: finalized all Module 1 artifacts and compiled this public report
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3. Conclusions

Module 1 produced a robust set of deliverables:

- Artifacts: proposal, interview summaries, market research, SWOT/PESTEL, empathy maps, personas, user stories, journey maps, risk matrix, Business Model Canvas, qualitative research, and financial projections
- Insights: clear problem framing around the lack of interactive guidance for youth life planning; strong evidence of demand from both students and educators; and a viable business model pending pilot validation

These deliverables establish a solid foundation for design and prototyping in Module 2.

4. Next Steps

In Module 2, we plan to:

1. Design & Prototype

- Create high-fidelity Figma mockups of the chatbot interface, student dashboard, and educator dashboard
- Define interaction flows, information architecture, and visual style

2. Usability Testing

- Conduct prototype testing sessions with a pilot group of students and school staff to validate usability and gather feedback

Note: The focus on design and prototyping may adapt based on ongoing stakeholder feedback or technical constraints.

This public report summarizes the work completed in Module 1 of the Propositum project. All sensitive data and detailed internal metrics have been omitted to preserve confidentiality.