

First step generation

Description

Created in response to the need for more young students to engage in science, The Knowledge Academy is an app that promotes extracurricular academic opportunities for those who lack access to them, and also provides ways to prepare for what we already promote, in order to reduce educational inequality in Brazil.

App testing

In our project, we carried out two phases of testing. In the first phase, we conducted a survey with students from the Ismart Institute to find out whether they would use an app with the purpose of sharing extracurricular opportunities. Eighteen people participated, and 16 of them answered that they would use such an application.

In the second phase of testing, we invited three classmates, two relatives and one adult with academic experience to evaluate the usability of the app and indicate whether they would use it or not. All of them reported that the app was easy to use and that they would use it in their daily lives.

Number of people who tested the app

The first phase included eighteen participants, while the second phase included six participants.

Users' feedback

During the prototype testing phase, participants were asked about the app's usability and whether they would use it. The results were very positive, with users stating that they would use the app and found it easy to use.

They also highlighted that the app is very useful for discovering new opportunities and praised its simple and intuitive design, which makes navigation easier. Additionally, they noted that the study materials available through the app are useful not only for olympiad preparation but also for school studies.

User acquisition strategy

Our target audience is elementary and high school students. To reach and acquire users in the first year of our app, we would promote it across social media platforms, since this is where young people spend most of their time and search for information.

We would create educational and informative content about opportunities, and at the end of each post we would introduce our app as a solution.

To convince users to adopt it, we would emphasize the convenience of having all relevant information in one place.

We would also highlight future updates and improvements, focusing on making the platform increasingly simple, accessible, and useful for students.