

Inova Lab Una -Financial Education: Proposal Based on Teaching, Mobile App and Augmented Reality to Raise Awareness and Financial Control

**Flávio H. B. d. Souza, Leandro F. d. Carmo, Joice M. Miranda, Gabriel R. Vieira, Felipe R. Vieira,
Kenner H. M. Rodrigues, Leandro C. A. d. Oliveira, Felipe P. Menezes, Vinícius S. Bernardes, Ana C. T.
Cunha, Rafael A. Fonseca, Bárbara L. Gama, Pedro T. Figueiredo, João G. d. O. S. Xavier, Douglas F.
Martins, Thiago B. Matoso**

Inova Lab UNA Centro Oeste, UNA, Brazil

Abstract

The Brazilian population demonstrates a low level of financial planning, which results in financial problems, unpayable debts, credit restrictions and problems that result in a low quality of life and access to resources. This issue also implies unfeasibility for investments, such as education and professional development. Currently, new laws have been instituted by the Brazilian government, promulgating this approach in basic education. Economics was brought into educational institutions among the cross-cutting themes. This paper aims to present the development of an educational solution of an application for teaching and practicing financial education based on schools. Based on development in mobile solutions, with foundations in financial education and scoring in pedagogical terms, an app with capabilities and information that are weighted by teaching and finance was built. In its implementation methodology, tools such as BPMN (Business Process Model and Notation) and an Adapted Canvas were used to define the project scope. An experimental process with AR (Augmented Reality), for an initial evaluation, connecting a gamified and playful association for the efforts of users to be connected. This first stage of the research aims to academically substantiate and demonstrate the foundations of this solution, which is mainly aimed at Brazilian public education, which is so lacking in investments and accessible tools to optimize the learning of its students.

Keywords: financial education, Brazilian students, mobile solutions, augmented reality, public education