FCINCO in action:
Contrata+Brasil anti-sludge mapping

Achievements Report
Innovation Directorate (DINOV)
Directorate of Standards and Logistics Systems (DELOG)
Secretariat for Management (SEGES)
Ministry of Management and Innovation in Public Services
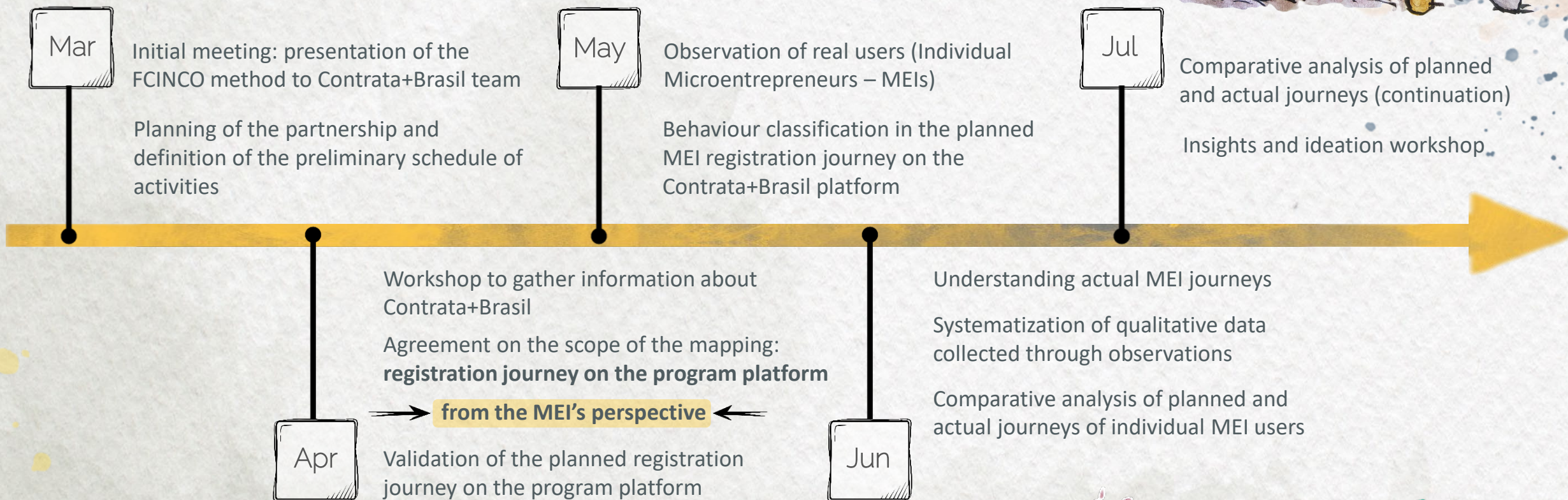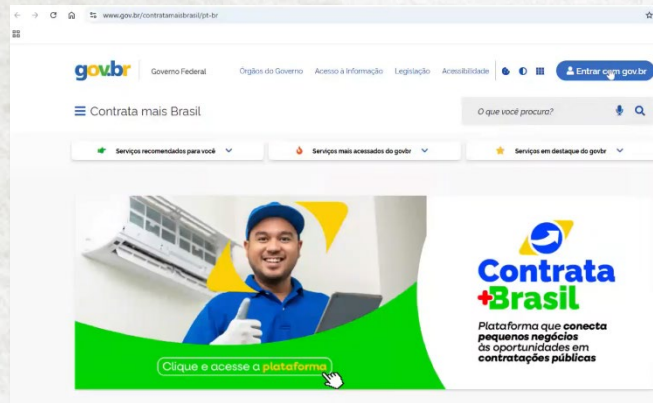

jul 2025

What's on
for today

1 What we achieved so far

2 Sludges and the FCINCO Method

3 Sludge Mapping

4 Insights and Ideation workshop

5 About CINCO

What we achieved
so far

Mar

Initial meeting: presentation of the FCINCO method to Contrata+Brasil team

Planning of the partnership and definition of the preliminary schedule of activities

Apr

Workshop to gather information about Contrata+Brasil

Agreement on the scope of the mapping: **registration journey on the program platform**

→ **from the MEI's perspective** ←

Validation of the planned registration journey on the program platform

May

Observation of real users (Individual Microentrepreneurs – MEIs)

Behaviour classification in the planned MEI registration journey on the Contrata+Brasil platform

Jun

Understanding actual MEI journeys

Systematization of qualitative data collected through observations

Comparative analysis of planned and actual journeys of individual MEI users

Jul

Comparative analysis of planned and actual journeys (continuation)

Insights and ideation workshop

* The Individual Microentrepreneurs (MEIs) under Contrata+Brasil are established in SEGES/MGI Instruction No. 52 of February 10, 2025, and in Accreditation Notice No. 03/2025, Annex I.

FCINCO

Contrata+Brasil

Contrata+Brasil is an initiative designed to streamline public procurement and strengthen local economies. Through an **online platform**, public agencies can quickly request suppliers.

This allows **Individual Microentrepreneurs (MEI)** to offer their services directly to the government, with less bureaucracy and without lengthy public notices.

The process is simple: the public agency posts a service request, and registered suppliers can submit their proposals and pricing. At the end of the submission period, the agency selects the best proposal and finalizes the contract.
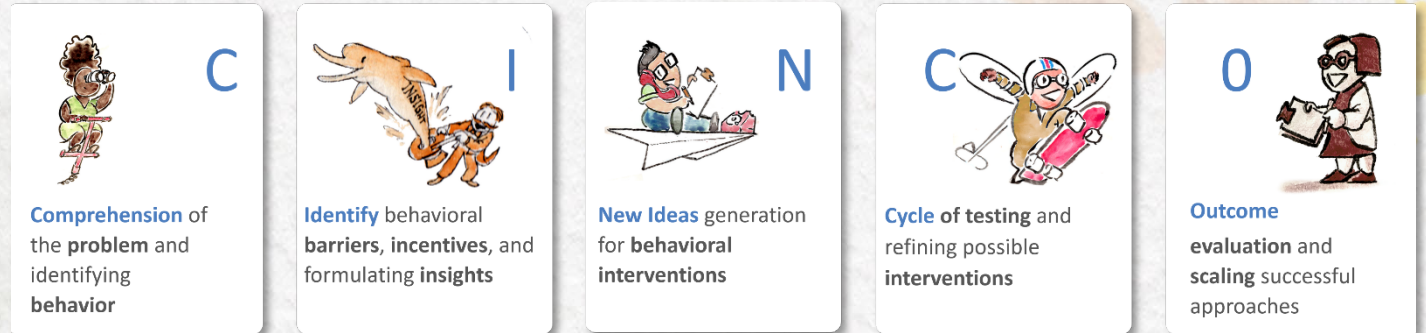
Note: MEI (Individual Microentrepreneur) is a simplified Brazilian business registration that allows self-employed workers and very small entrepreneurs to operate legally as a one-person business. Created in 2008, it formalises informal work and provides access to a tax ID, simplified taxes, social security, and basic legal protections.

Process flow

The federal government opens supply lines on the platform

States and municipalities join the platform and can already post their demands

No Preliminary Technical Study, Term of Reference, or public notice is required Nor any specific regulation

Suppliers view the opportunities and register using their GOV.BR account

Suppliers are notified via messaging app about the demands they qualify for

And suppliers can then submit proposals for the opportunities they are interested in

States or municipalities receive the list of proposals and select the supplier that best meets their needs

Done! Contracts can now be executed and goods or services delivered

The first public notice was for the accreditation of Individual Microentrepreneurs (MEIs).

The lenses of Behavioural Science

To help identify **innovative solutions** to public-policy challenges through the lens of Behavioural Science.

With this objective, CINCO seeks to understand the problems tackled by public policies from the perspective of stakeholders involved. It then provides insights to inform policy design so that initiatives align more closely with users' needs and achieve better outcomes.

Always taking into account **decision-making processes and human behaviours**.

C — **Comprehension** of the **problem** and identifying **behavior**

I — **Identify** behavioral **barriers**, **incentives**, and formulating **insights**

N — **New Ideas** generation for **behavioral interventions**

C — **Cycle** **of testing** and refining possible **interventions**

O — **Outcome** **evaluation** and **scaling** successful approaches

CINCO Methodology

It was developed by CINCO to guide behavioural intervention projects, with reference to frameworks used by behavioural-science units worldwide. Each of the five stages (not necessarily all) produces analyses that can inform strategic decision-making. **Click to learn more!** (publication available in Portuguese only).

Anti-Sludge Solution

FCINCO is a method under development at CINCO/DINOV, aimed at identifying and measuring behavioural barriers in digital public processes, using insights from Behavioural Sciences on how people make decisions.

Internationally known as **SLUDGES**, these barriers have a direct impact on the effectiveness and efficiency of public policies. They can lead to frustration, disengagement, and even the exclusion of significant segments of the Brazilian population—especially individuals with low levels of education or limited digital skills.

Don't confuse them with **NUDGES**...

EXPLORATORY PHASE — **ANALYTICAL PHASE** — **SYNTHESIS PHASE**

STAGE 1 — UNDERSTAND THE CONTEXT
Objective
To collect general information on the context of the process, its objectives, key stakeholders, scope, and the users served, among other relevant details.

STAGE 2 — MAP THE BEHAVIOURAL JOURNEY
Objective
Map the planned process journey, profile users (including extreme users), document actual individual journeys, identify deviations and barriers, and estimate the time required.

STAGE 3 — CLASSIFY BEHAVIOURS
Objective
Record, classify, and verify behaviours in the planned journey, with estimated times, using the data to guide comparative analysis and evaluation criteria.

STAGE 4 — ASSESS SLUDGES AND IMPACT
Objective
Assess behaviours using predefined criteria and estimate practical barriers and their potential emotional and cognitive impacts on users.

STAGE 5 — REVIEW THE ASSESSMENT
Objective
Review the evidence collected and generated in the previous mapping stages to adjust and validate the data.

STAGE 6 — RESULTS
Objective
Present and review the evidence collected in a clear and visual manner to generate actionable ideas for interventions.

Nudges and Sludges

NUDGE
Modifications in choice architecture **to support** individuals in reaching their goals

SLUDGE
Barriers that slow access, increase costs, and deepen access inequalities

In more severe cases, sludges can **hinder access** to public services, requiring additional interactions that consume time and cause stress — especially for more vulnerable individuals or those with low digital literacy.

Anti-Sludge
Mapping

FCINCO stages

01	02	03	04	05	06
UNDERSTANDING OF CONTEXT	BEHAVIORAL MAPPING	CLASSIFICATION OF BEHAVIOURS	ASSESSMENT OF BARRIERS AND IMPACT	REVIEW THE ASSESSMENT	RESULTS

The **FCINCO** anti-sludge mapping is a method for analysing **behaviours** identified throughout the user's actual journey in a given process.

To understand the planned registration journey on the Contrata+Brasil Platform, not all stages of the **FCINCO** method were applied.

Behaviour

In the FCINCO anti-sludge mapping, **behaviour** is defined as any user action that can be **measured and recorded** either directly (e.g., through observations) or indirectly (e.g., via screen recordings, document analysis, or other data collection tools).

It is important that the behaviour results in a **significant change in the user's situation within the digital process**.

C Comprehension of the **problem** and identifying **behavior**

I Identify behavioral **barriers, incentives,** and formulating **insights**

N New Ideas generation for **behavioral interventions**

C Cycle **of testing** and refining possible **interventions**

O Outcome **evaluation** and **scaling** successful approaches
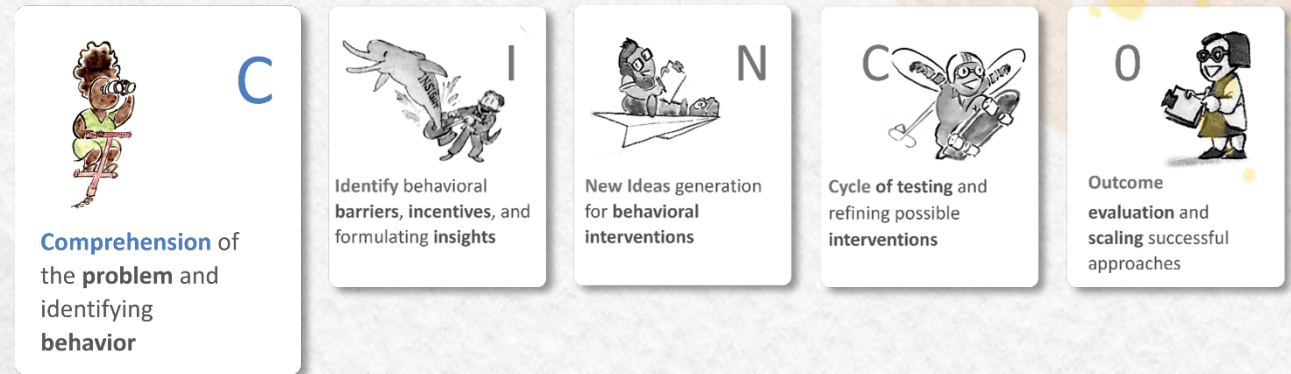
Identify behaviours that generate **impacts** on governmental challenges

Planned vs. Actual

Intention vs. Action

The Path of Desires effectively highlights the discrepancy between intended and actual behaviour

Between what we intend to do and what we actually do, there lies a path full of choices, distractions, deviations, and barriers

Expectation
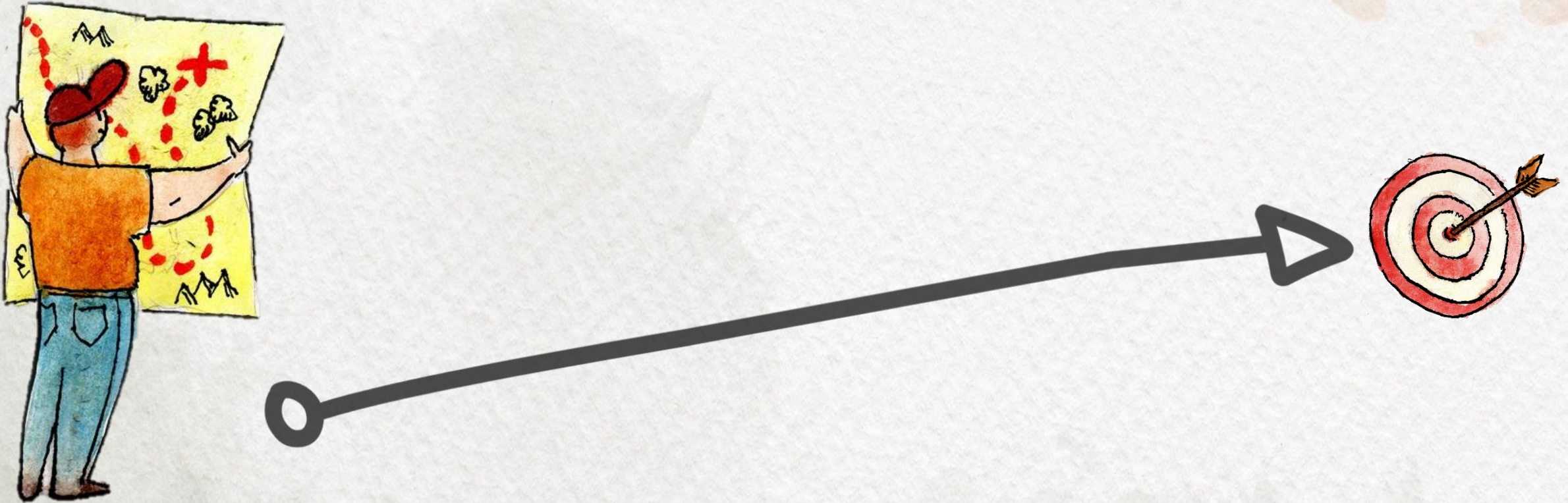
Reality
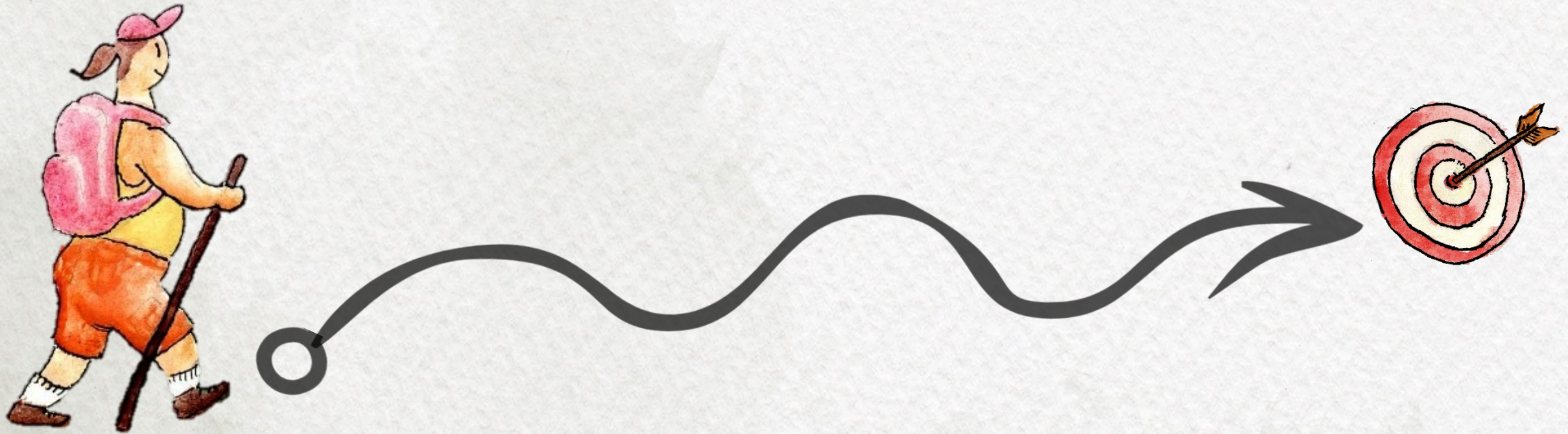
Reality
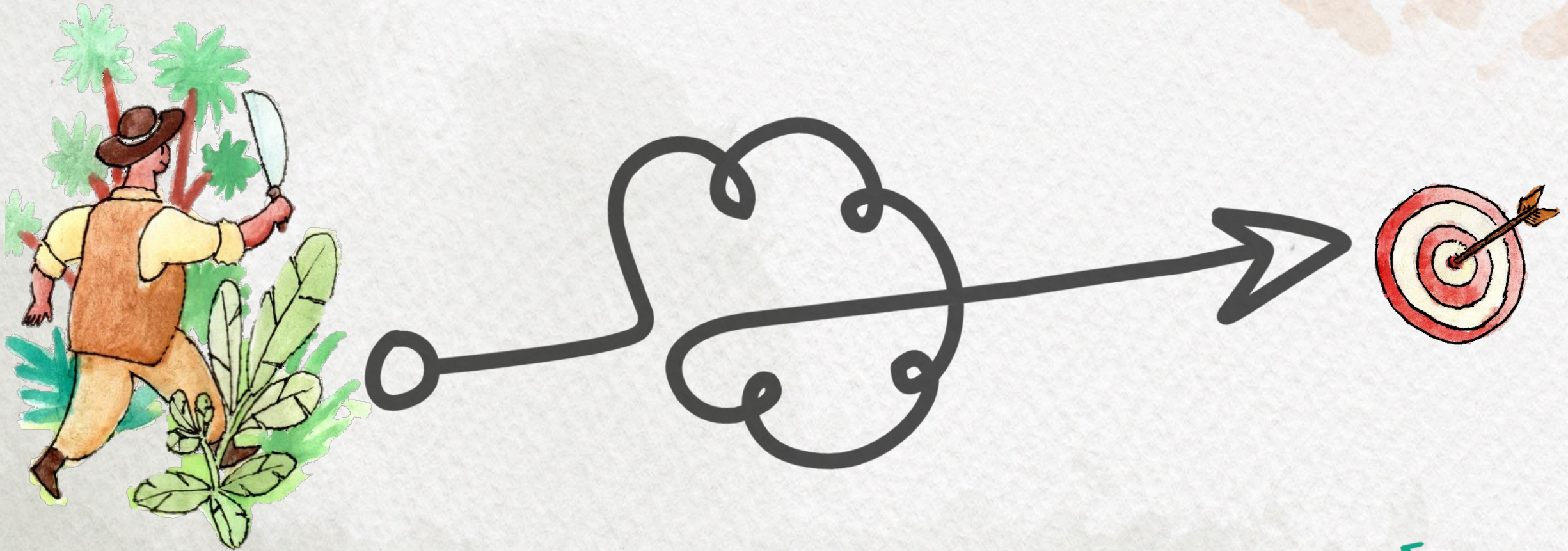
Or still...

Planned journey

1° Click here

3° Fill out the form

5° Click to finish

2° Read and understand this

4° Select the option "X"

It is the path, the planned track for a process. It represents what is expected to be done by users step by step.
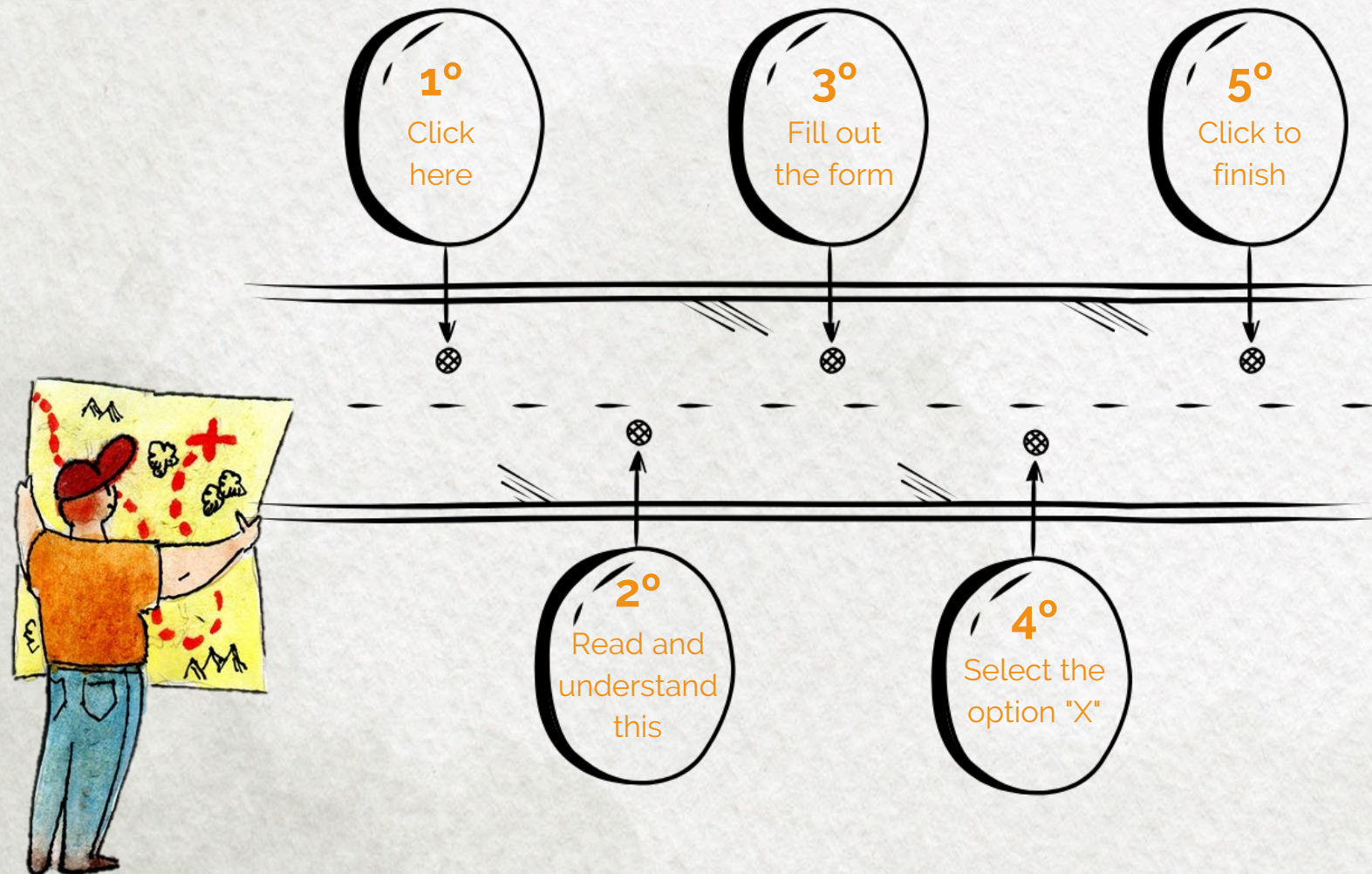
The Planned Journey serves as the **reference** for mapping sludges.

It is identified based on information from the service team or through manuals and tutorials.

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Planned journey

Estimated duration for the journey: 6 to 8 minutes.

Register
on Contrata+Brasil Platform

Behaviours

Objective

| Access the Contrata+Brasil platform | Access the platform banner | Log in with a GOV.BR account | Navigate the page and click the menu in the top-left corner | Click on "my companies" | Click on "register company" | Enter the CNPJ (Brazilian company ID) | Select the services your company provides | Click on the acceptance declarations | Confirm "register company" |
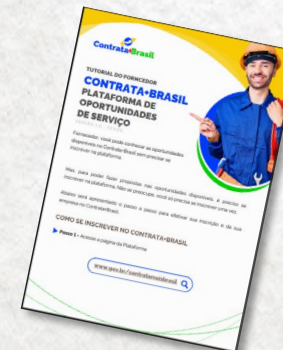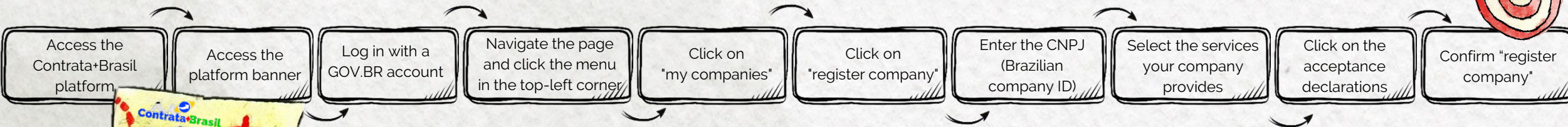
Supplier Tutorial

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Planned Journey vs.
Actual Journey

It was possible to bring visibility to multiple existing journeys by considering the differences between **what was planned** and **what actually occurred**, using the observation of **real users** as a reference.

Observation of MEIS

The individual journeys were carried out either on a computer or on a mobile phone

1 man + 3 women
ages > 38

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Individual Actual Journey

(an example of one of the observed individuals)

Start

MEI:

Register at Contrata+Brasil

Detour — Navigates out of the planned track

Detour — Navigates once more out of the planned track

Logs in with a GOV.BR account

Navigates the page

Clicks the banner on the homepage

Navigates the page and clicks the menu in the upper corner

Detour — Navigates out of the planned track

Clicks on "my companies"

Clicks on "register company"

Types the CNPJ Brazilian company ID)

Checks the CNPJ

Does the GOV.BR account have a reliable level?

Process interrupted

THIS WAY

THAT WAY

Individual Journey

(with the Planned Journey)

Start

MEI:

Register at Contrata+Brasil

1 Logs in with a GOV.BR account

Access platform banner

2 Navigates the page

Yes

No

Navigates the page and clicks the menu in the top-left corner

Detour

3 Clicks on "Access the platform"

4 Returns to the homepage

5 Selects "MEI supplier"

Looping

6 10 14 Reads "Supplier Area"

7 11 Selects "Questions and Answers"

8 12 Reads "Questions and Answers"

9 13 Returns to "Suppliers Area"

15 Selects "Access the platform"

16 Returns to "Suppliers Area"

Connection Problem !

Detour

Looping

17 20 Returns to "Suppliers Area"

18 23 Selects "Tutorial"

19 24 Reads "Tutorial"

25 Selects "How to register in the platform"

26 Reads "Tutorial"

21 Selects "Questions and Answers"

22 Reads "Questions and Answers"

27 Clicks the banner on the homepage

Yes

28 - 36 Detour

and the journey goes on ...

No

Clicks on "my companies"

caption:

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Individual Journey

(with the Planned Journey)

Start

MEI:

Register at Contrata+Brasil

Access platform banner

1 Logs in with a GOV.BR account

Yes

03 - 16 Detour → **17 - 26** Detour

2 Navigates the page

No

Navigates the page and clicks the menu in the top-left corner

27 Click the banner on the homepage

No

Clicks on "my companies"

Looping

28 / 32 Returns to "Tutorial"

29 / 33 36 Reads "Tutorial"

30 Clicks on "log in with GOV.BR"

31 Logs in with a GOV.BR account

34 Clicks on "See demands for me"

Error

35 Returns to the homepage

Looping

37 Navigates the page and clicks the menu in the upper corner

38 Clicks on "my companies"

39 Clicks on "register company"

40 Types the CNPJ (Brazilian company ID)

41 Checks the CNPJ

Oops!

Seu nível de confiabilidade no Gov.BR deve ser no mínimo prata para realizar o cadastro de sua empresa.

OK

Acesse aqui e saiba mais.

Does the GOV.BR account have a reliable level?

Process interrupted

caption:

Planned Journey Behaviours not performed

Planned Journey Behaviours performed

Individual Journey Behaviours

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Sludge Mapping

The behaviours were analysed using the **Planned Journey** and the Individual **Actual Journeys** observed by the CINCO team as references

Behaviour
Mapping

The behaviours from the **planned journey** were grouped into four categories for analysis

Some behaviours were not performed by any of the observed participants and were therefore not analysed

Access the Contrata+Brasil platform	Access the platform banner	Log in with a GOV.BR account

Navigate the page and click the menu in the upper corner	Click on "my companies"	Click on register company"

Enter the CNPJ (Brazilian company ID)

Select the services your company provides	~~Click on the acceptance declarations~~	~~Confirm "register company"~~

Access the Contrata+Brasil platform

Access the company registering page

Enter the CNPJ

Select the services the company provides

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Sludges

Note: Some titles and buttons have been freely translated to make them easier to understand for English-speaking readers, and do not correspond to the Contrata+Brasil Platform, which is presented exclusively in Portuguese.

Users **express confusion** after logging into their GOV.BR account when the login is performed *before* accessing the Platform. There is no change in status, even though they are logged in (the 'Sign in with GOV.BR' button remains visible).

Users **struggle to understand** the homepage of the Contrata+Brasil Platform, which does not follow a familiar mental model for similar pages.

"Before I accessed it [logged into GOV.BR], why did it log out? It showed 'Sign in with GOV.BR' again here, even though I'm already logged in. So, I'll try going back to see. Look, now it's in, right?"

"I thought I was already logged in!"

"Whoa, what did I do?". "Oops, it went wrong."

"I'm already seeing some listings for service opportunities, but I don't think this is the right place. So, I'll go back."

"So, I must register. But I can't figure out where to do that."

"There could be something right at the beginning saying 'Register!'. That would make it more intuitive."

Sign in with GOV.BR

Access the platform
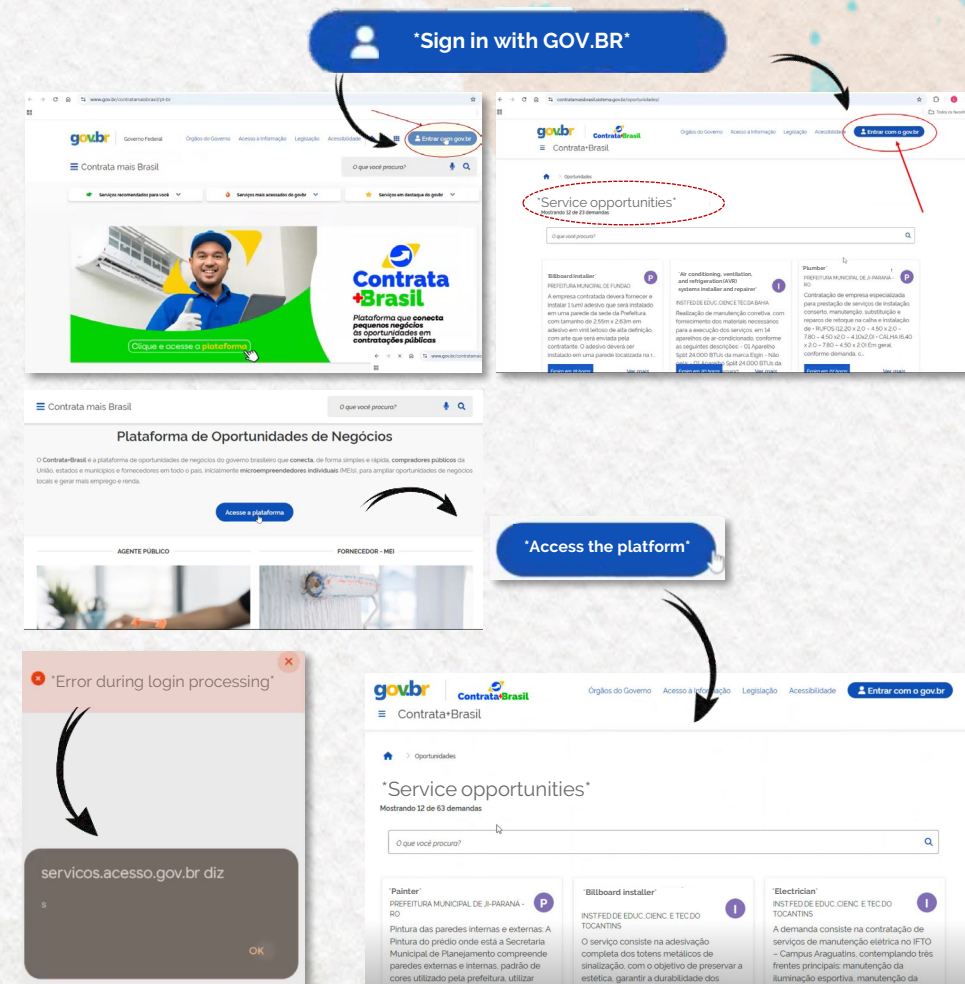
Sludges

Users have **difficulty** navigating and finding relevant information on the homepage.

Users **do not recognize** the menu icon, which is spatially separated from the main content of the page. The mobile interface differs from the desktop version.

When clicking the home icon, users get the impression that the **system isn't working**, as it **reloads** the same page.

"

"I think there should be a link here for me to register. Because right now, I'll only register if I go in as a painter or a bricklayer, for example." [referring to service types different from those offered by him].

"But where do I go to register?"

"My businesses or my proposals?"

"Now it's showing 'Register company'. Yeah, nothing here is intuitive, everything's really hidden."

"So, now I open the page and register, but it's related to that service I don't even provide, you know?"

"
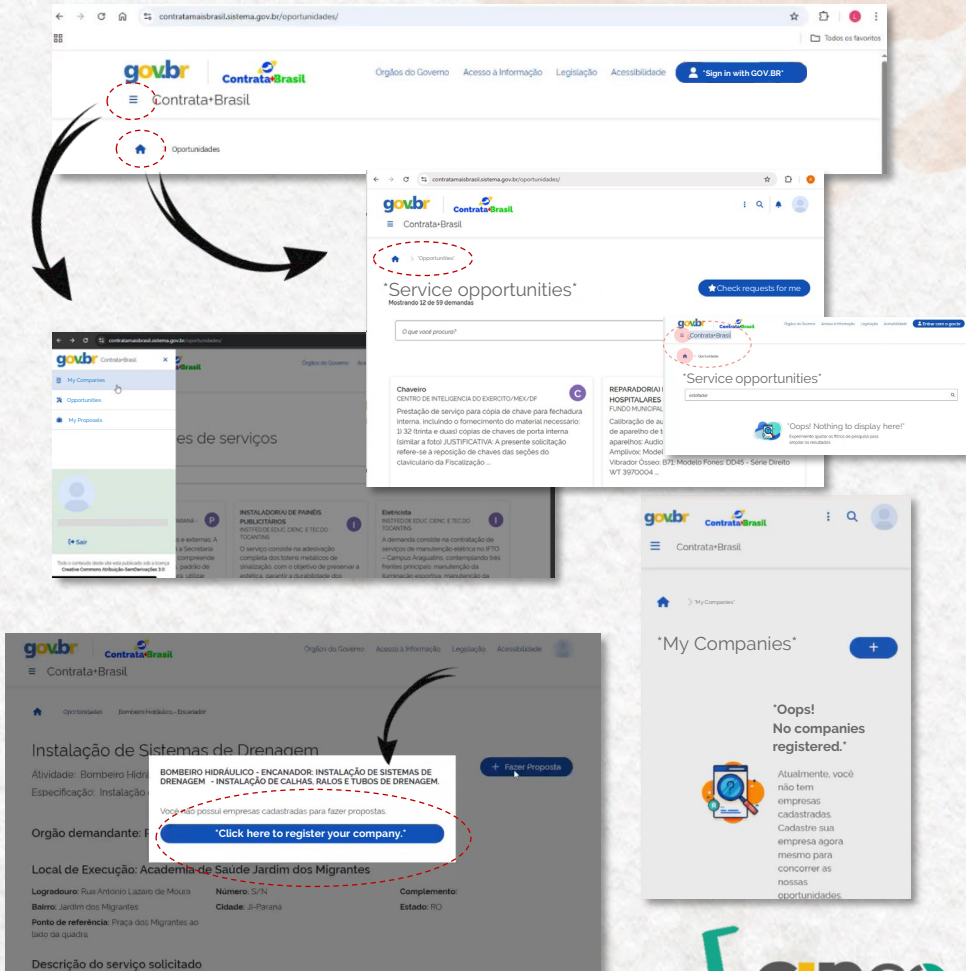
Sludges

Note: GOV.BR has three trust levels: Bronze, Silver, and Gold. These levels determine how securely a user can access government services. Bronze is the basic level, Silver offers more verification, and Gold provides the highest security and trust for sensitive transactions.

People do **not understand the error messages**. Sometimes, the message seems incompatible with the reality of MEI (Individual Microentrepreneur).

Users **struggle to know** what to do after receiving these messages. In some cases, the same person received different error messages.

MEIs are required to enter company data that could be pre-filled, leading to **unnecessary requests**.

"I can't move forward!"

"It won't go forward, from here, it just won't go, it won't go. I can't even type, look!"

"Yeah, I think the system has some flaws. I managed to find the registration, but it's difficult. First, in the relation of the CNPJ with the CPF [Brazilian personal tax ID]. It just doesn't work, right?"

"Oops, it it went wrong again!"

"Oh, I think I'm not registered with this company…"

"I didn't understand."

Note: SICAF is the Federal Supplier Registration System

Sludges

Select the services the company provides

The user expresses **uncertainty** due to the large number of service categories available when selecting the most appropriate one in the registration form.

Only one of the observed users performed the action "Select the services your company provides."

"I'll register my company, sure, but this part should be at the beginning—so the person registers to access the system, and then it shows the city where we can choose the service, right? So, here's where you choose the service."

"I'll put upholsterer here. How many options? Upholstery repair, cutting, sewing and materials, creation of upholstery, preventive maintenance... Maybe this one, repairer."

What is the impact generated by sludges ❓

Sludges cause psychological harm that leads to dissatisfaction, disengagement, and insecurity among users of public services
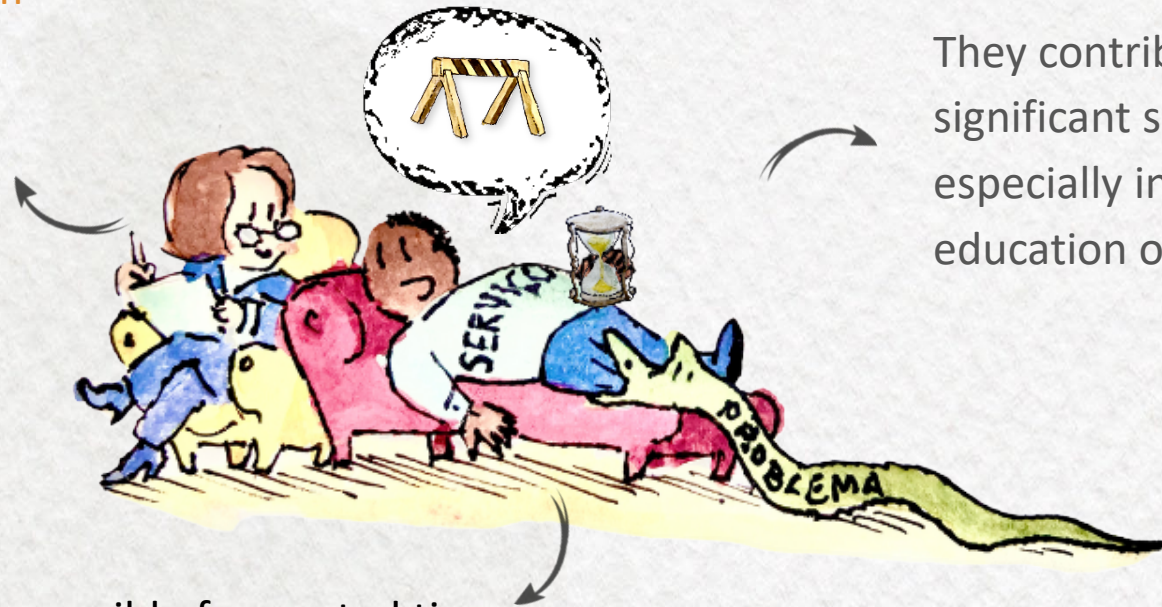
They contribute to the exclusion of significant segments of society, especially individuals with low levels of education or limited digital skills.

Sludges are responsible for wasted time and money, undermine the effectiveness of public policies, and erode public trust in government institutions.

What is the impact generated by sludges⁉️ we mapped

The user may assume their login attempt was unsuccessful and repeat the process multiple times

Difficulty in locating the registration page increases the likelihood of abandonment

There is a chance that users will adopt a trial-and-error strategy to reach their intended goal

An excess of options creates a risk of misclassifying the type of service provided by the Individual Microentrepreneur (MEI)

In some cases, it becomes impossible to continue the registration journey

Cognitive and/or emotional overload

The feeling that the programme is not meant for him/her

Disengagement

Negative perception or evaluation of the program

Irritation

Frustration

Waste of money

Waste of time

Lack of confidence in the program or the government

Withdrawal (or exclusion)

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Workshop of
Insights and Ideation

The main findings were discussed in a workshop, a **collaborative effort** by the CINCO/DINOV and DELOG teams, based on the understanding of user journeys, observations of Individual Microentrepreneurs (MEIs), and the identification of behavioural barriers.

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The Workshop

The whole activity took 3 hours.
The app MIRO was used to facilitate the group interactions

1 OPENING

Presentation on the partnership, Behavioural Sciences applied to public policy, and the decision-making process

Presentation on the application of the **FCINCO** method in Contrata+Brasil

Presentation on hands-on activities, group insight generation, and idea development

2 FIRST GROUP ACTIVITY

Division of participants into two groups

Generation of insights based on identified behaviours from observed MEI's statements and individual journey screens

Individual record: "What conclusions did you draw from observing the statements?"

Presentation of the insights board in a plenary session

| Access the Contrata•Brasil platform | Access the company registering page | Enter the CNPJ | Select the services the company provides |

3 SECOND GROUP ACTIVITY

Division of participants into two groups

Idea generation for behaviours based on guiding questions *(reference: The EAST Framework)*

The EAST Framework

Individual record: "Creating conditions for the target behaviour to occur"

Prioritization of ideas and presentation of results in a plenary session

| How can the behaviour be made **easier** to perform? | How can the behaviour be made more **attractive**—making the action more noticeable, interesting, and desirable? | How can the desired action be highlighted so it stands out **timely** for the behaviour to take place? |

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Initial
Presentations

Behaviour Sciences:
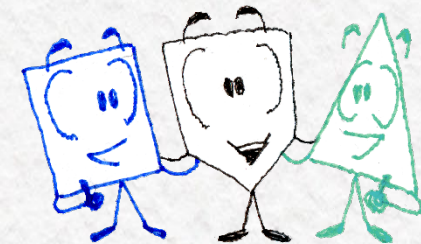Public policies and decision making

FCINCO mapping:
Achievements and first outcomes

Workshop dynamics:
What we will do together

Workshop MIRO board

First Group Activity:
Insights Generation

TARGET BEHAVIOUR

MEI register at Contrata+Brasil Platform

TIME FOR THE ACTIVITY: 20 MINUTES

SELECTED BEHAVIOURS

Access the Contrata+Brasil platform

Access the company registering page

Enter the CNPJ

Select the services the company provides

HELP CARDS
SUPPORT QUESTIONS

What might be helping the undesired behaviour to continue?	What motivates people <u>to act</u>?	What do people "gain" by not performing the desired behaviour?	What do people gain (psychologically, emotionally, functionally) by maintaining the undesired behaviour?
What do people not want to do? Why?	What motivates people <u>NOT to act</u>?	What are the consequences of doing or not doing it?	What are people's needs?

INSIGHTS GENERATION

BOARD OF BEHAVIOURAL INSIGHTS

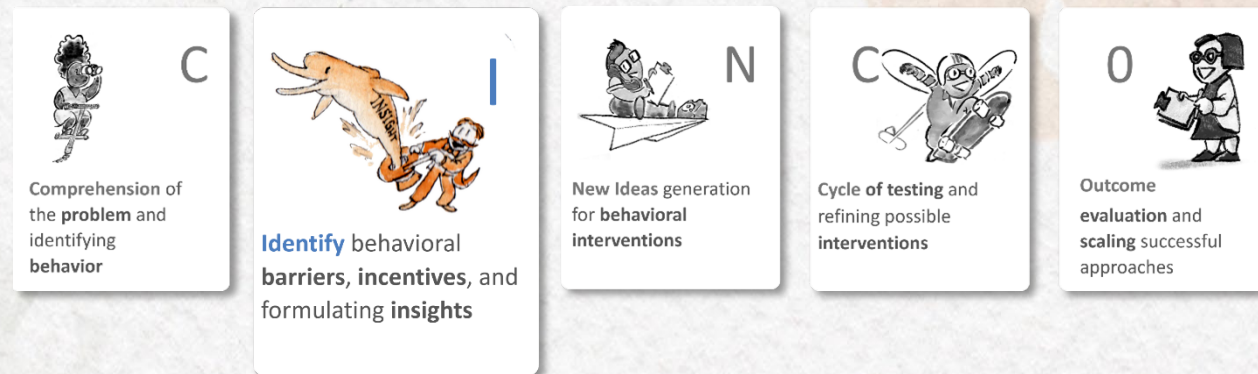| Behaviour	Prints and Quotes	Insights
Access the Contrata+Brasil platform		
Access the company registering page		
Enter the CNPJ		
Select the services the company provides		

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Insights

At this stage, the understanding of the behavioural problem is deepened. An investigation is conducted into available information that can help better understand the causes and consequences of the desired (target) behaviour.

In the **FCINCO** anti-sludge mapping, the focus is on identifying **barriers** to the **adoption of the desired behaviour**, generating insights that will serve as the foundation for developing behavioural intervention proposals.

C
Comprehension of the **problem** and identifying **behavior**

I
Identify behavioral **barriers**, **incentives**, and formulating **insights**

N
New Ideas generation for **behavioral interventions**

C
Cycle **of testing** and refining possible **interventions**

O
Outcome **evaluation** and **scaling** successful approaches

In **FCINCO**: identifying sludges and generating insights based on data collected from observations of individual MEI registration journeys

Generation of Insights

After the presentations of the sludge mapping and the information gathered from MEI observations, a collaborative insight-generation activity was carried out

Behavioural Insight

A LITERAL REMARK

SOMETHING IMMEDIATELY OBVIOUS

A SOLUTION

SOMETHING NOT SHOWN IN THE DATA AND EVIDENCE

A NEW PIECE OF INFORMATION?

NOT AN INSIGHT

Behavioural insight is when something HIDDEN becomes EVIDENT through a NEW PERCEPTION of what is observed.

A NEW WAY OF INTERPRETING REALITY

SOMETHING THAT SPARKS REFLECTION

MAY REVEAL BEHAVIOURAL PATTERNS

WHAT WAS HIDDEN AND HAS BEEN REVEALED

SOMETHING THAT COMMUNICATES A HIDDEN NEED

THIS IS AN INSIGHT

Behavioural insight is observing reality (people's words) and, from it:
- Finding what is **not obvious**
- Discovering **a new way to interpret** existing information and reorganise perception.

Generation of Insights

After reviewing the statements gathered from the MEI observations, the participants generated insights for each behaviour

Access Contrata+Brasil platform
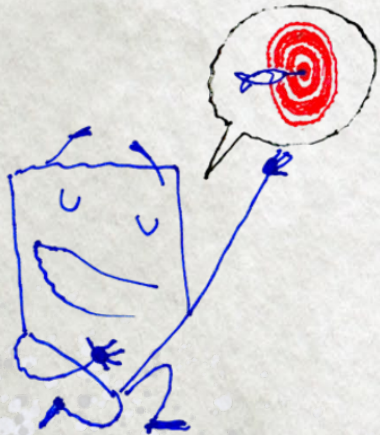
Two confusing icons: the menu icon and the home icon	As registration is the first step, it should be very prominent on the home page (portal)	Users tend to ignore the tutorial, even though it is the first thing displayed	On signing in with their GOV.BR account, users assume they are logged into the Contrata+Brasil platform	Users do not perceive a difference between entering a "website" and entering a "platform"	Because the portal and the platform are independent, portal login has no effect—yet the "sign in" option cannot be removed	Users cannot easily distinguish between the pre-login page and the post-login platform
Users expressed interest in getting to know the platform	The option to "register on the Contrata+Brasil platform" is hard for users to find	Users expressed frustration at having already logged in with GOV.BR but still seeing the prompt to "sign in with gov.br" again	Concepts are unclear at this stage and need to be simplified as much as possible	Users who are not yet registered dislike starting their navigation through the "opportunities" section	We could explore the possibility of redirecting users to the platform already logged in when they sign in on the portal page	Allow users to access the platform with a single sign-in
Users do not understand the "opportunities" page as a system home page	The platform needs a clearer, more explicit step-by-step flow	On the home page, it is not clear where to register, even though this is the first required action	Users feel something is wrong when the "log in" button remains visible after they have signed in with GOV.BR	Users would like to share opportunities with others	Difficulty understanding the correct path to access the logged-in area of the platform	Tests were conducted with desktop users, but micro and small entrepreneurs often use cell phones and find it harder to switch screens
Allow users to share opportunities on other platforms such as WhatsApp	The platform's main menu is hard for users to identify	Access via GOV.BR could be presented as the very first step to enter the platform	Lack of clear signaling—no call-to-action or visual trail after login	Users appeared interested in exploring the platform	Need for "back" buttons to return to the previous or home page	

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Generation
of Insights

Access the company registering page

Difficulty identifying where to register a company	Error messages are unclear and cause user confusion	Error messages seem unrelated to what actually happened, which can further confuse users	The platform does not clearly indicate where company registration can be done	Not intuitive; requires multiple clicks to find the registration section	The page seems designed only for users who are already registered
Items located only in the hamburger menu hinder intuitive navigation	The interface and errors may create confusion about the task: registering a company or logging in via GOV.BR?	"My companies" is not an intuitive term for users	Users have difficulty finding where to register	Mobile access is even worse because the full text does not appear, only the "+" symbol	The site remains practically the same after login, giving the impression that nothing has changed
Users indicate that access via GOV.BR should be automatically recognised after login	The hamburger menu is too discreet	An online guide explaining the purpose of each button could be useful upon accessing the platform page	Creating quick-access buttons for the most-used services could help	Users access the opportunities page, but it is still unclear where they should register, which is the first step to take advantage of opportunities	

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Generation of Insights

Type CNPJ

The error messages highlight the problem but not the action required to solve it	It is not clear to the user that mandatory fields must be completed	The error messages do not appear to match what actually happened	Most of the errors were a bug that has already been fixed	Pulling the CNPJ number directly using the CPF would be more intuitive, but no API is currently available for that
Integration with other systems to retrieve information, given that the user has already logged in with gov.br	I did not see any instruction on how to fill in the CNPJ (numbers only, or including dots and slashes)	The errors seem to have caused some confusion among users about the task to be performed	Users feel frustrated because they cannot complete their registration	MEIs are unsure whether they can register on Contrata+
A feature has been created to integrate data entry into SICAF within the Contrata+ Platform	Users go through a long process with many obstacles, reach this stage, and still cannot register, which leaves them upset	There is difficulty understanding how supplier registration works; SICAF is unfamiliar to MEIs	Not every MEI knows what SICAF is	Not every MEI has previously provided services to the government

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Generation
of Insights

Select what services the company provides

There was more than one category that seemed related to the user's service, which caused confusion

The steps in the process are not clear to the user because company registration happens only once

Using the CATSER categories without a proper cross-reference makes the experience confusing

Make it clearer that the user can select several services

Despite the many technical company categories, many users still do not feel represented, leading to frustration when they cannot register their business

It is not clear whether the user can include more than one service they provide

There are too many options, which confuses the user

The user did not realise they could choose more than one option

So many options hinder more than help. If an "upholsterer" proposal appeared, everyone would receive the notification and, after reading the proposal, know if they could carry out the task. The contracting agent might also be confused when choosing

Anyone not in the first phase of Contrata+ may not know this and might discover it only at the end of the form

The user lacks an overview of the process they will follow, feels anxious about having to log in, and does not understand that the initial registration is important

A possible solution would be to keep the "upholsterer" service general, without a detailed description; the specifics, photos, etc., could be provided when submitting a proposal

For this task, the platform could display at the top of the list the types of service that match or relate to the company's registered services

Simplify the service selection; this procedure should not be a barrier

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Second Group Activity:
Generation of Ideas

TARGET BEHAVIOUR

MEI register at Contrata+Brasil Platform

TIME FOR THE ACTIVITY:
20 MINUTES

EXAMPLE – SUS App Project
(Brazil's public health system)

Quote
"Just a minute. To schedule my brother's appointment too, I need to uninstall the app and reinstall it."

↓

Insight
Families often have one person who schedules appointments for everyone— usually a woman.

↓

Idea
Reprogram the app to allow multiple logins.

The statements and images will lead to certain conclusions, which will generate **IDEAS** for improving the platform.

GENERATION OF IDEAS

...creating conditions for the behaviour to occur

The EAST Framework

BEHAVIOUR   **INSIGHTS**   How can the behaviour be made **easier** to perform?   How can the behaviour be made more **attractive**—making the 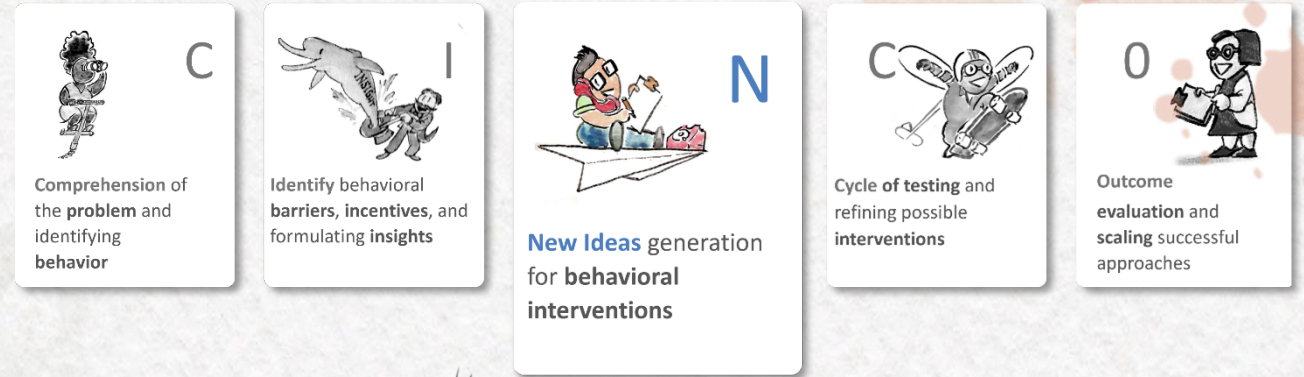action more noticeable, interesting, and desirable?   How can the desired action be highlighted so it stands out **timely** for the behaviour to take place?

1 — Acessar plataforma do Contrata+Brasil

2 — Acessar a página de inscrição da empresa

3 — Inserir CNPJ

4 — Selecionar serviço que a empresa realiza
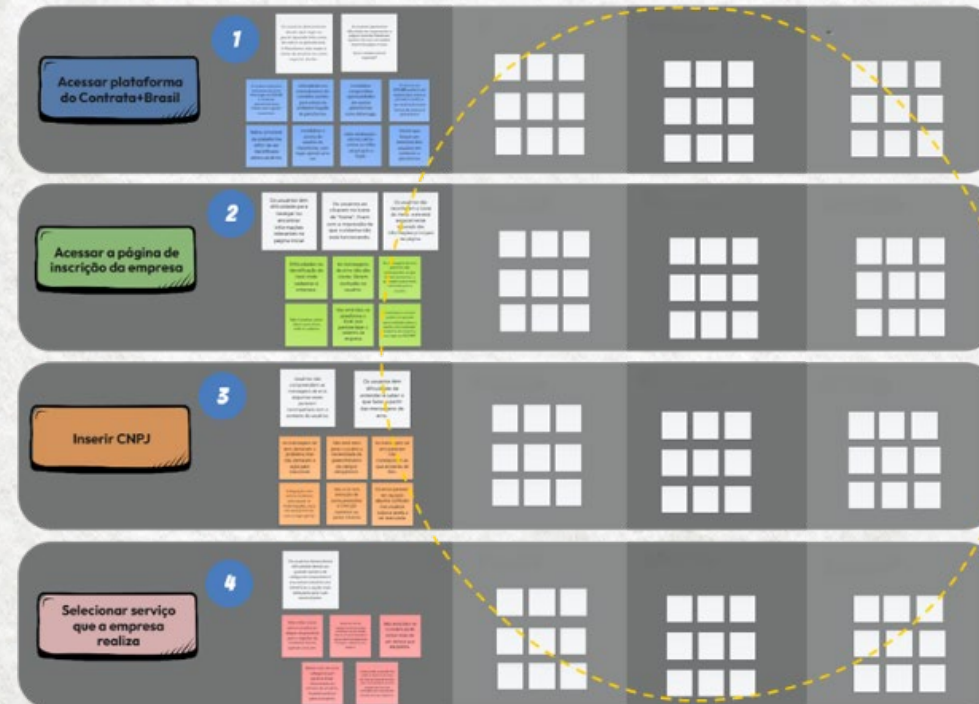
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New Strategies

This is the moment to propose new ways of addressing the identified problem.

Are there interventions that can be tested? What has worked in other contexts? What hasn't worked—and why?

C — Comprehension of the **problem** and identifying **behavior**

I — Identify behavioral **barriers**, **incentives**, and formulating **insights**

N — **New Ideas** generation for **behavioral interventions**

C — Cycle **of testing** and refining possible **interventions**

O — Outcome **evaluation** and **scaling** successful approaches

In the **FCINCO** project: after identifying key insights, the process of generating ideas began to encourage the desired behavioural change in how users register on the Contrata+Brasil platform

FCINCO

Generation of Ideas

Participants were challenged to develop behavioural **interventions** aimed at reducing the identified barriers for each behaviour

How can the behaviour be made **easier** to perform?

How can the behaviour be made **more appealing**, and the action more eye-catching, interesting, and desirable?

How can the action associated with the behaviour stand out at the **right moment** to prompt the desired response?

What if .....

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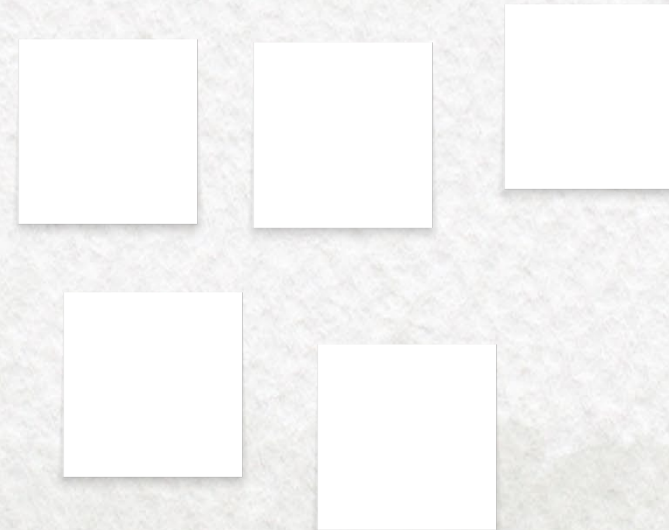
Generation of Ideias

Access Contrata+Brasil platform

How can the behaviour be made **easier** to perform?

Provide a step-by-step guide of the tasks to be completed until registration is finished when accessing the platform	Show the most important information first, replacing the initial illustrative image with useful details	Remove the opening photo banners and go straight to what matters
Allow access to the platform with only one login	Display the gov.br login only when entering the platform, not on the home page	Add a call to action on the home page: "If you are not registered, click here"
Show a "Sign up" button outside the gov.br section as well, leading to the same page	On the MEI page, present the main actions immediately instead of tutorials (also for the contracting-agent page)	Provide an online tutorial guide showing the function of each button when entering the platform
Include buttons for the most frequently used actions to make access easier	Enable the site/platform to recognise that the user is logged in to GOV.BR and not ask to log in again	Place a very clear button on the home page for users to register, since that is the first action required
Add a button: "MEI, register here on Contrata+Brasil"	Make the buttons for key actions clearly visible on the home screen	

How can the behaviour be made **more appealing**, and the action more eye-catching, interesting, and desirable?

Present the registration steps in a more engaging way, for example through storytelling	Ensure the user does not have to scroll to know what to do	Create messages that show the next actions the user needs to take
Provide a visual distinction between the pre-login page and the post-login platform	Consider different pages for different user types—for example, MEIs already registered and those not yet registered	Use simple language and a "straight to the point" button
Insert a welcome message when entering the programme system	Detecting a first access, automatically direct the MEI to "Register"	Change the page colour and display the side menu automatically

How can the action associated with the behaviour stand out at the **right moment** to prompt the desired response?

Highlight each task to be completed up to registration as it is performed after accessing the platform	Emphasise in error messages the actions the user needs to take to fix the problem	Within the opportunities page, include a button/link to registration: "Interested in this opportunity? Register here"
Add the opportunities directly to the portal	Add a pop-up: "Welcome to Contrata+Brasil" with a "Register" button	Establish partnerships with local MEI associations to encourage group registration events
Provide computers and technical support in municipal offices (and MEI institutions) for registration—it is only done once	Add a pop-up: "Welcome to Contrata+Brasil" with a "Register" button	Change the page colour

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Generation of Ideias

Access the company registering page

Highlight that access to GOV.BR is required for company registration

Remove the opening photo banners and go straight to what matters

Allow the user to select service options via check boxes

Emphasise that more than one service option can be selected

After an error is resolved, have the platform automatically return to the company registration page at the point just before the error

Make error messages clearer and provide a next step

Change something on the site—such as the main banner—to show that the person is logged in

Replace the hamburger-menu icons with an open menu

Add a "Register your company" button

Use action-oriented terms such as "access my companies" or "register…"

Present an explanation of the error, plus a solution and the steps to take

What if ...

How can the behaviour be made **more appealing**, and the action more eye-catching, interesting, and desirable?

Remove elements unrelated to company registration or highlight what is relevant to that task

Improve the wording of all hamburger-menu items

Use more intuitive icons for the menu fields

Make the banner rotate with several calls to action—new opportunities, registration, data updates, etc

Use eye-catching colours on the buttons

Create a much simpler interface for mobile use

Provide a bot explaining where the user should go next

What if ...

How can the action associated with the behaviour stand out at the **right moment** to prompt the desired response?

Create a prominent message informing the user that company registration is required

Highlight in the error message the link to where the correction must be made

Allow opportunities to be shared via WhatsApp when viewed

Direct the user straight to the registration page, improving the mobile experience as well

Provide an online tutorial guide explaining the function of each button

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Generation of Ideias

Type CNPJ

How can the behaviour be made **easier** to perform?

Give explicit instructions on what to do at the CNPJ registration stage	Present an explanation of the error, plus a solution and the steps to take	Highlight all mandatory fields before showing an error message
Revise error messages and include links for resolution or customer support	Develop an API to retrieve the CNPJ using the CPF	Have an API created that can pull the CNPJ from the CPF
Use friendlier language in error messages while indicating the issues	Allow Sicaf registration to be completed within the Contrata+ platform,	with its visual identity, so that users who have never provided services need not visit Sicaf first

How can the behaviour be made **more appealing**, and the action more eye-catching, interesting, and desirable?

Provide on-screen tips while the form is being filled out	Provide 30-second on-screen video tips

How can the action associated with the behaviour stand out at the **right moment** to prompt the desired response?

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Generation of Ideias

Select what services the company provides

How can the behaviour be made **easier** to perform?

Create a timeline at the top of the screen showing the completion of each registration stage

Display at the top of the platform a list of services related to the company's registration, with other services shown lower in the list

Create a mechanism to show users any registration pending issues before they submit proposals

Group multiple Catser services under a single service name so the user does not need to know all of them

Allow Catser to match by general group to send WhatsApp notifications, using the code of the created opportunity

Consolidate services by main category

How can the behaviour be made **more appealing**, and the action more eye-catching, interesting, and desirable?

Integrate an AI agent to suggest possible services based on user inputs
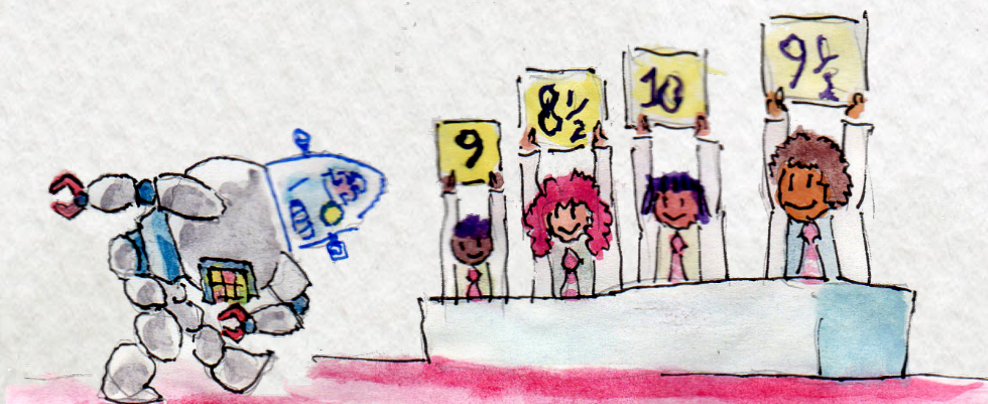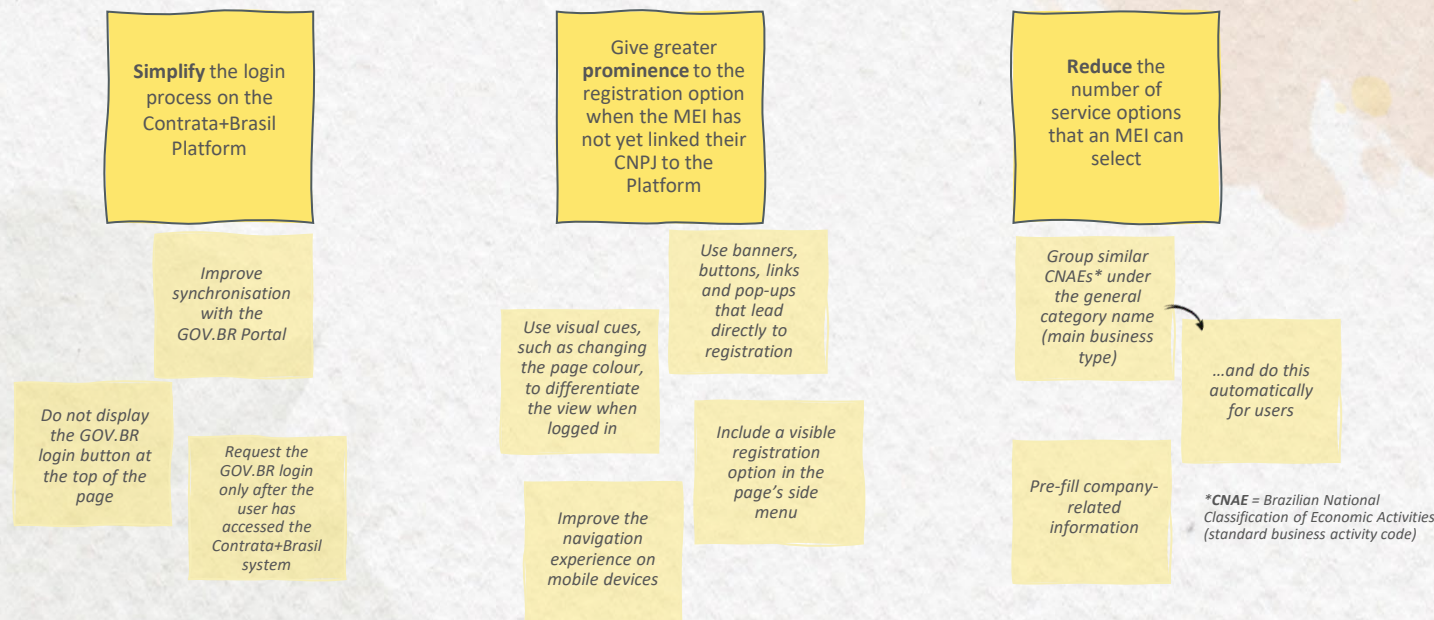
Add an explanatory pop-up

How can the action associated with the behaviour stand out at the **right moment** to prompt the desired response?

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Results

Next, the goal was to select intervention ideas that met as many conditions as possible to facilitate the registration process.

After all proposals were presented, participants worked to synthesize the suggestions into a few **core ideas** aimed at reducing or eliminating sludges that hinder the execution of the desired behaviour.

Simplify the login process on the Contrata+Brasil Platform

Improve synchronisation with the GOV.BR Portal

Do not display the GOV.BR login button at the top of the page

Request the GOV.BR login only after the user has accessed the Contrata+Brasil system

Give greater **prominence** to the registration option when the MEI has not yet linked their CNPJ to the Platform

Use banners, buttons, links and pop-ups that lead directly to registration

Use visual cues, such as changing the page colour, to differentiate the view when logged in

Include a visible registration option in the page's side menu

Improve the navigation experience on mobile devices

Reduce the number of service options that an MEI can select

Group similar CNAEs* under the general category name (main business type)

...and do this automatically for users

Pre-fill company-related information

*CNAE = Brazilian National Classification of Economic Activities (standard business activity code)

♥ SIMPLES MENTE

We really love it! In addition to EAST, used in the Insights and Ideation Workshop, we can also use the SIMPLES MENTE card deck—a Brazilian tool designed to support the integration of Behavioural Sciences into the design, implementation, and evaluation of public policies and government programs in Brazil. Click here to know more!

How was ...

the start

The **FCINCO** method has been continuously refined to better understand **unintentional barriers** in digital public services.

These barriers—known as undesirable **sludges**—disrupt the interaction between the government and users, potentially affecting service quality or even preventing the completion of a process.

With the goal of improving the user experience on Contrata+Brasil, DINOV and DELOG have been working together to identify and reduce sludges.

What we actually want is to eliminate them!

the end

The DINOV and DELOG teams **prioritized interventions** that are feasible and likely to have a significant impact on the journey of Individual Microentrepreneurs (MEIs) registering on Contrata+Brasil.

However, all insights and ideas can be leveraged for the Platform's ongoing improvement.

and the middle

The **FCINCO** method was not fully applied to the MEI registration journey due to a blocking barrier *(a temporary technical glitch in the system)*.

Even so, it was possible to identify sludges up to that point.

The insights gained from observed behaviours generated several **intervention ideas** to reduce the barriers encountered.

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... and what now?

We think the partnership went so well that we decided to move forward with the FCINCO anti-sludge mapping on the Contrata+Brasil Platform.

The next journey will be seen through the eyes of the buyers—or more accurately, the **public contracting agents.**

Coming soon!
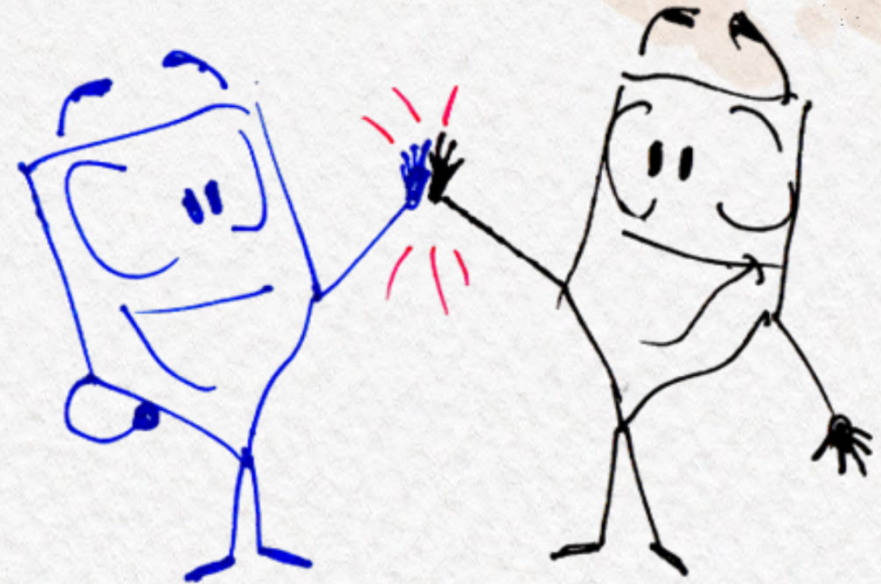
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SECRETARIAT FOR
MANAGEMENT AND INNOVATION

Get to know
Contrata**+**Brasil

Behavioural Sciences
in Government

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Secretariat for Management and Innovation – SEGES

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A VERY SPECIAL THANK-YOU

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MINISTRY OF
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