

FCINCO in action:

Contrata+Brasil anti-sludge mapping

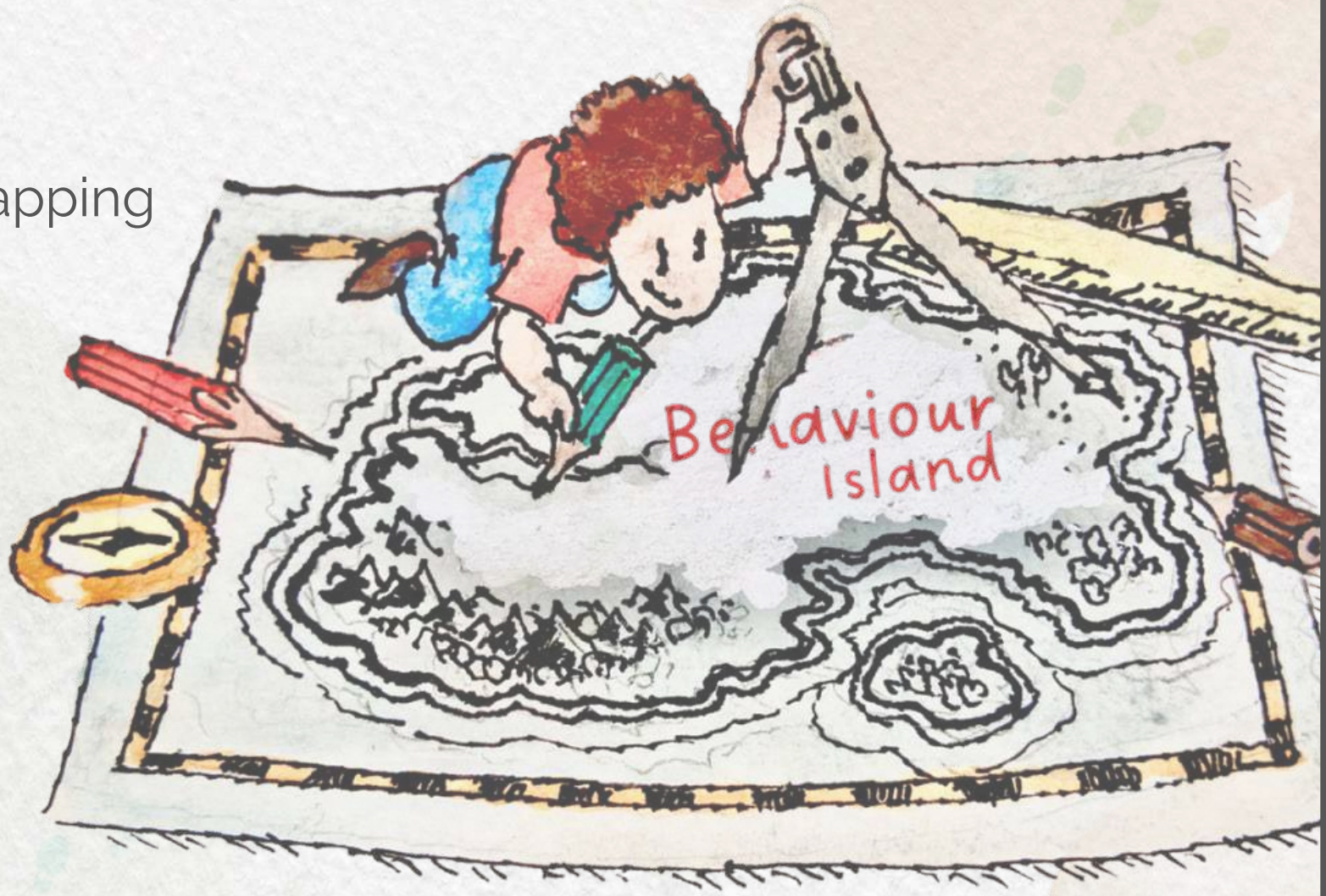
Achievements Report

Innovation Directorate (DINOV)

Directorate of Standards and Logistics Systems (DELOG)

Secretariat for Management (SEGES)

Ministry of Management and Innovation in Public Services



jul 2025

MINISTRY OF
MANAGEMENT AND INNOVATION
IN PUBLIC SERVICES

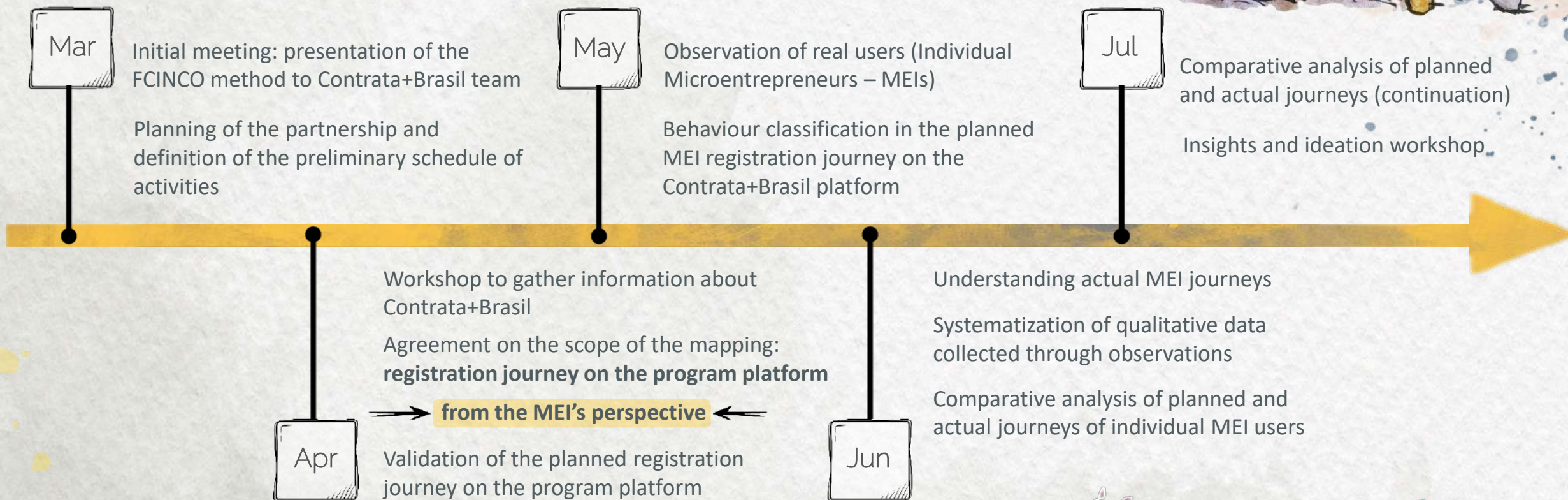


What's on for today

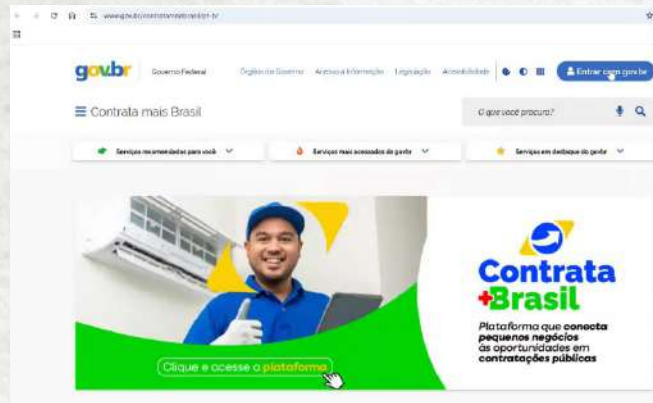


- 1 What we achieved so far
- 2 Sludges and the FCINCO Method
- 3 Sludge Mapping
- 4 Insights and Ideation workshop
- 5 About CINCO

What we achieved so far



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.



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



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.

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**.



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).

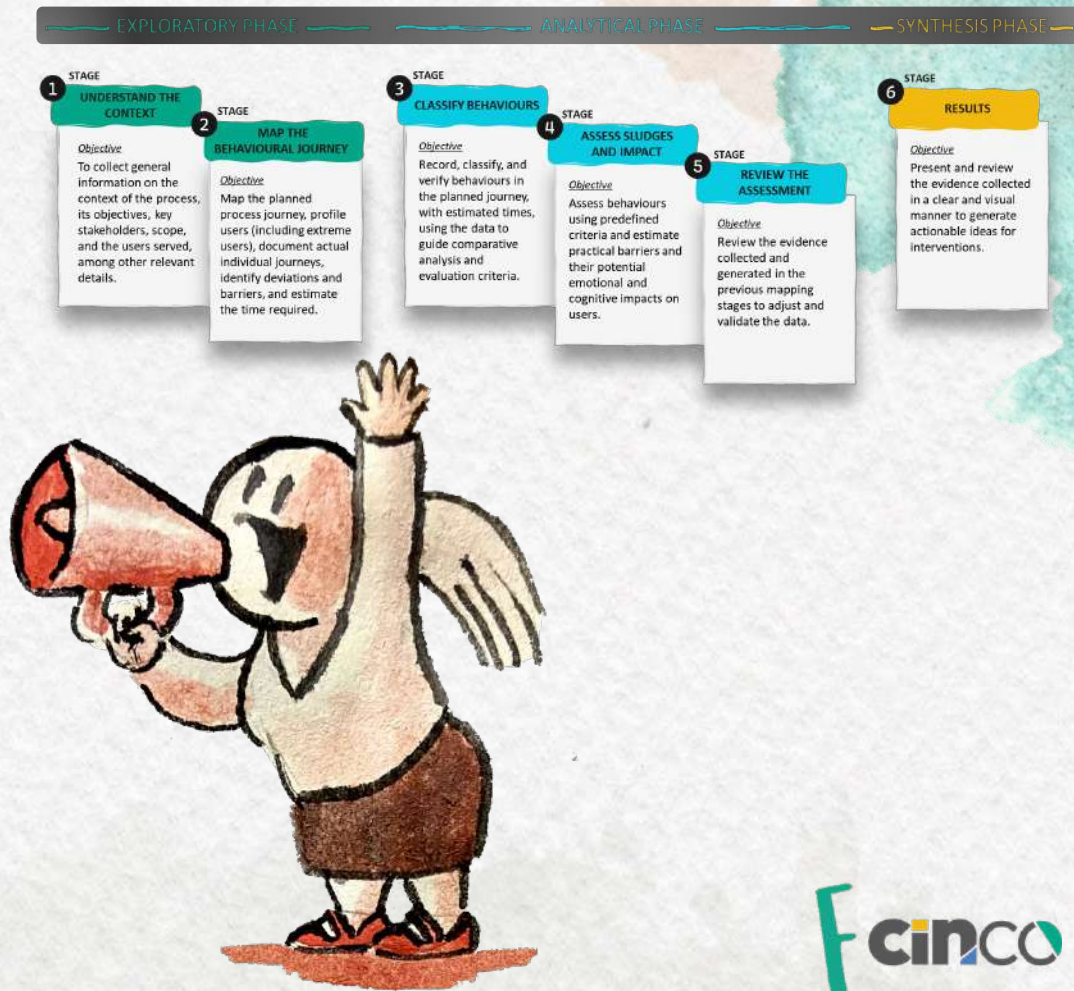


Anti-Sludge Solution

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**...



Nudges ^{and} X 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



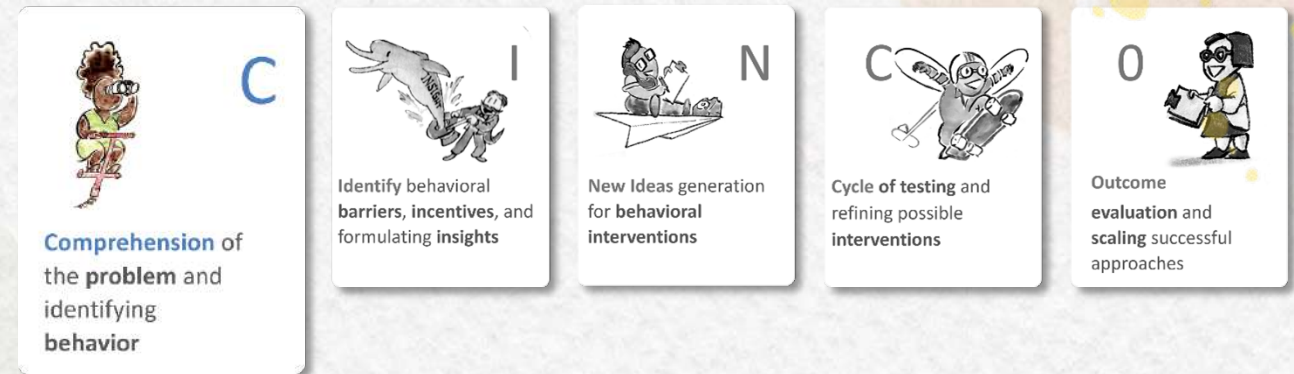
The **FCINCO** anti-sludge mapping is a method for analysing **behaviours** identified throughout the user's actual journey in a given process.

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**.



Identify behaviours that generate **impacts** on governmental challenges



Planned vs. Actual



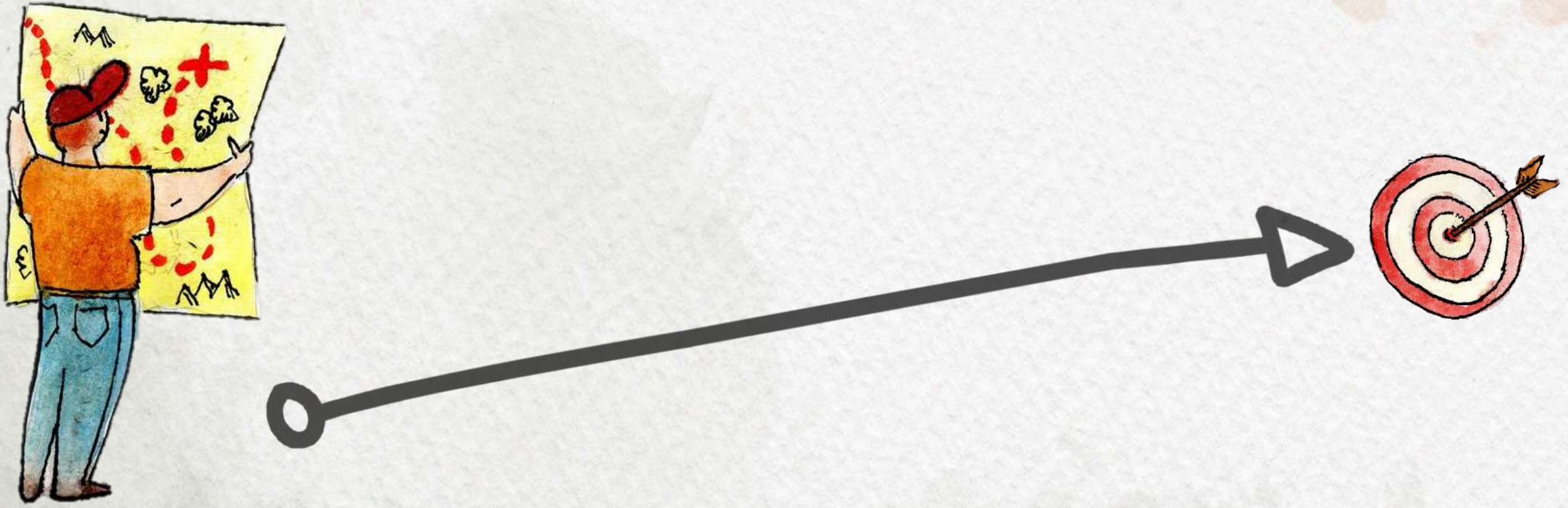
The Path of Desires effectively highlights the discrepancy between intended and actual behaviour

Intention vs. Action

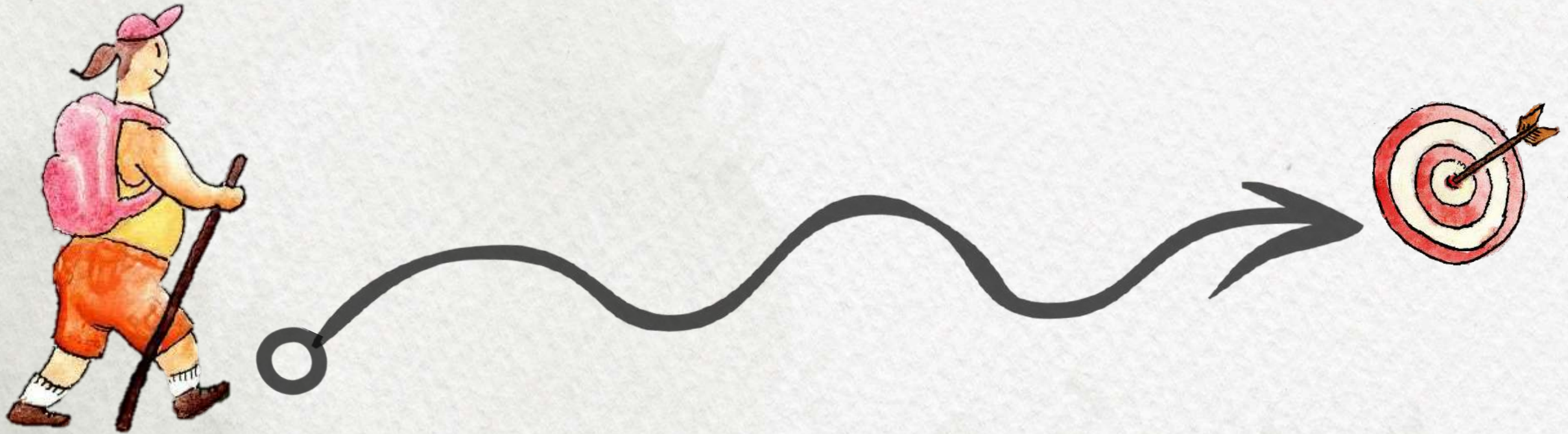


Between what we intend to do and what we actually do, there lies a path full of choices, distractions, deviations, and barriers

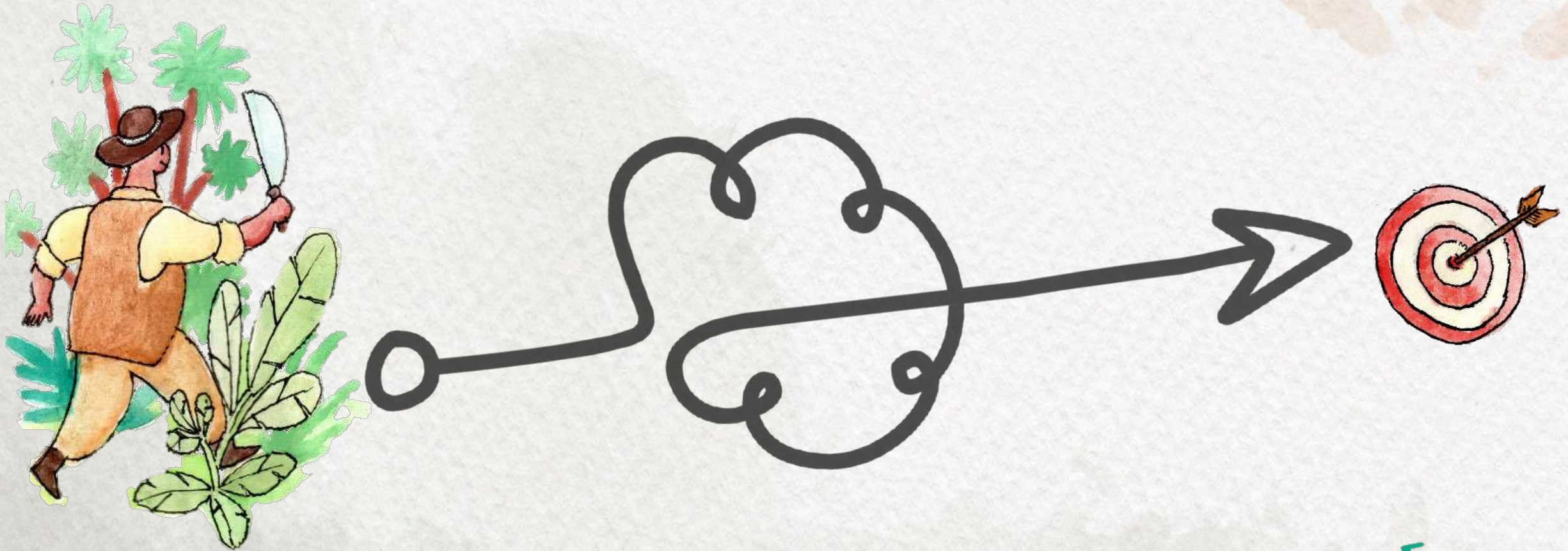
Expectation



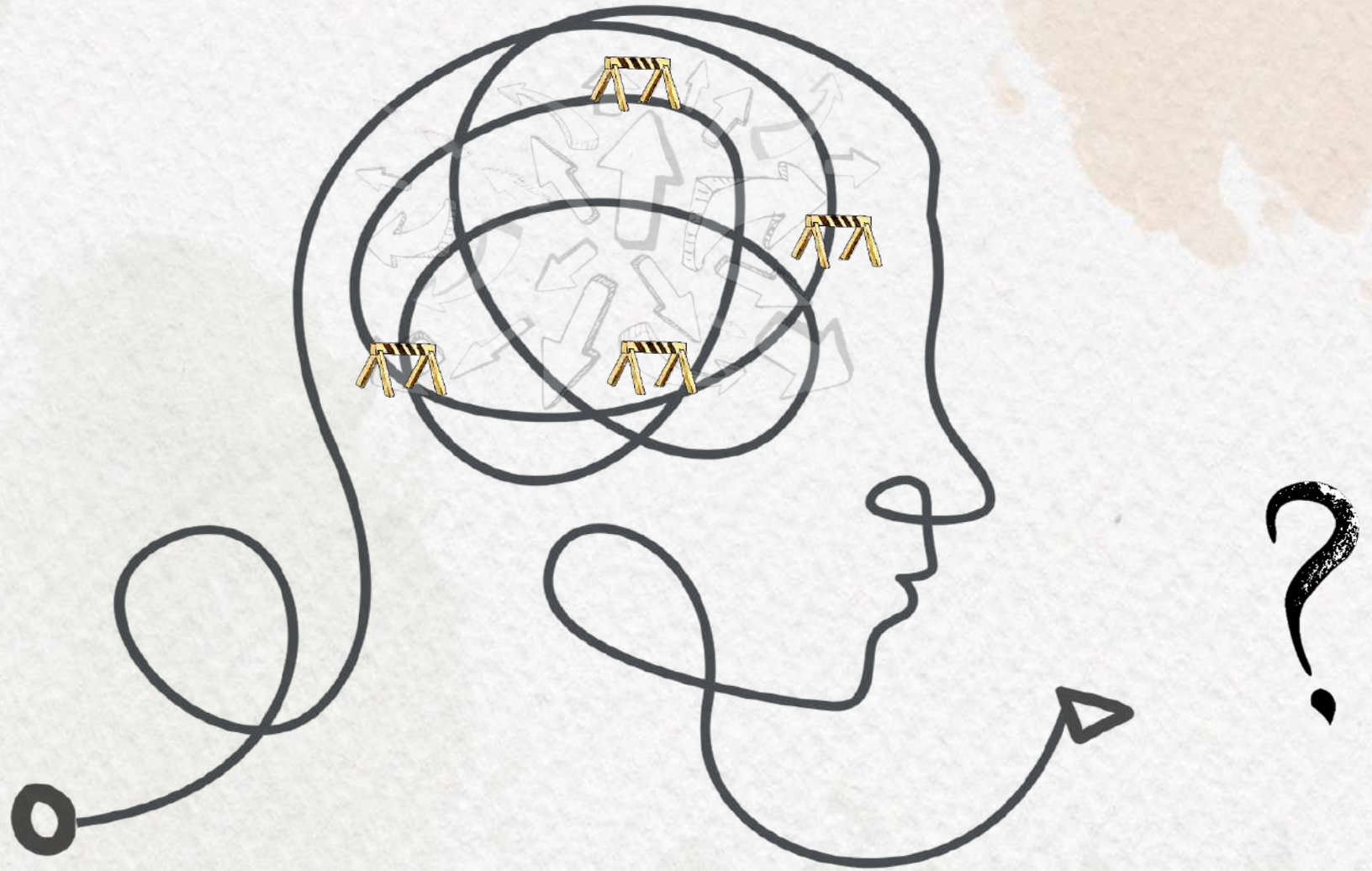
Reality



Reality



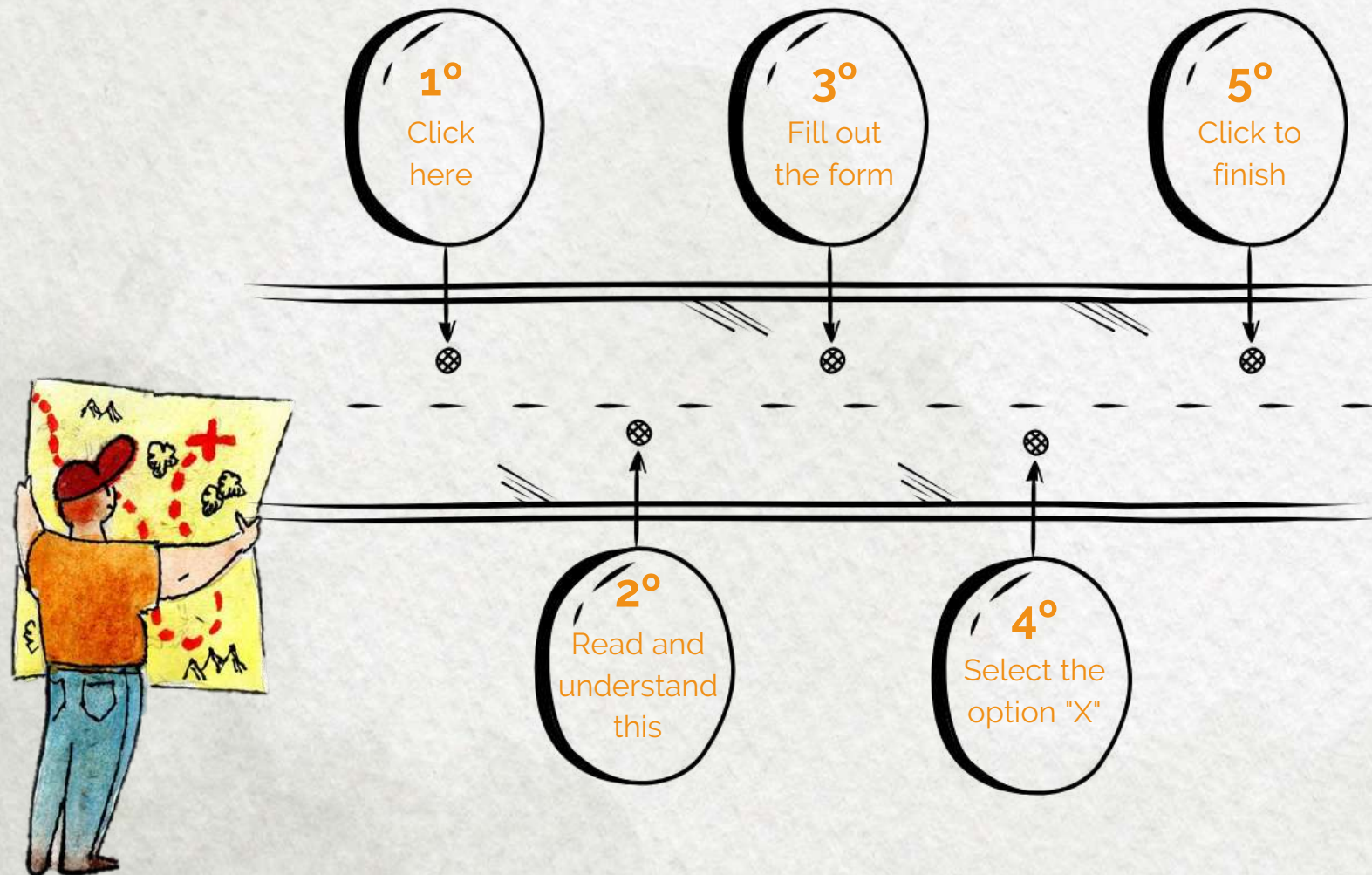
Or still...



Planned journey



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.

Planned journey

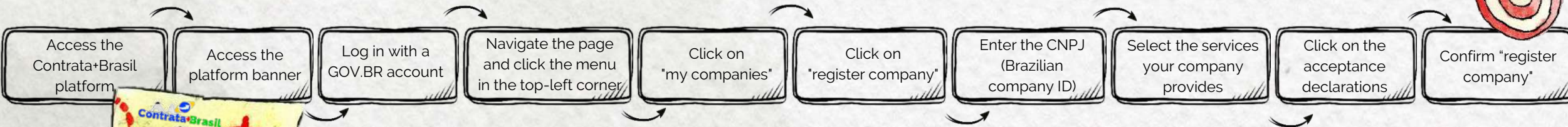


Estimated duration for the journey: 6 to 8 minutes.



Behaviours

Objective

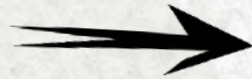


Supplier Tutorial

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

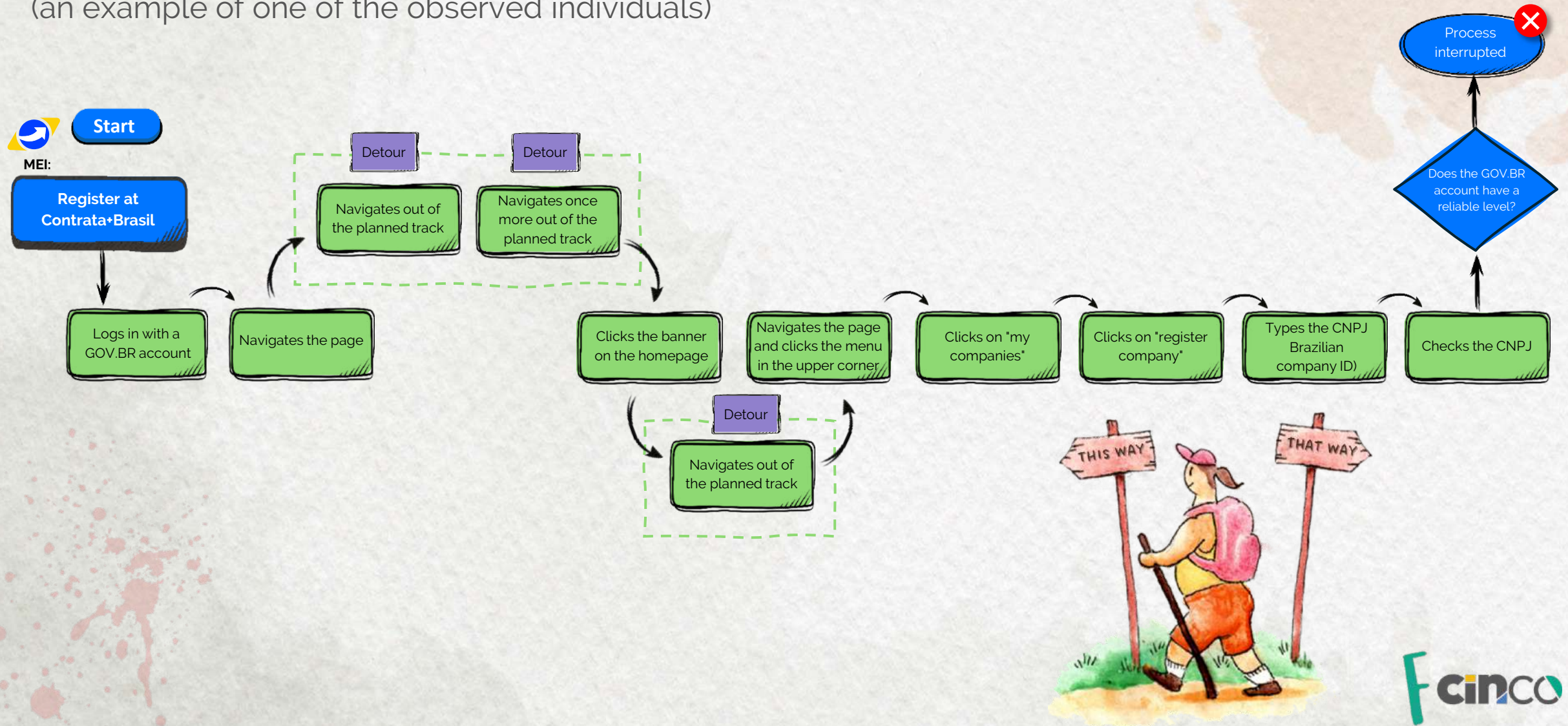
The individual journeys were carried out either on a computer or on a mobile phone

1 man + 3 women
ages > 38



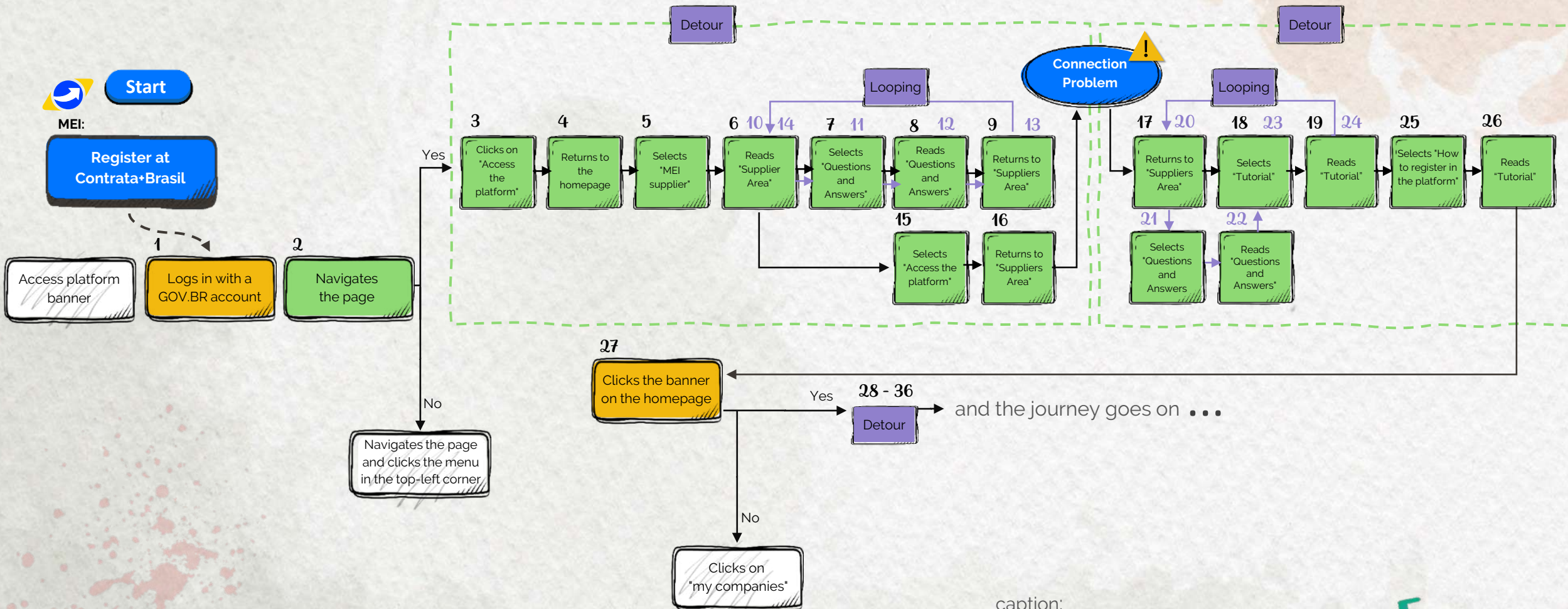
Individual Actual Journey

(an example of one of the observed individuals)



Individual Journey

(with the Planned Journey)

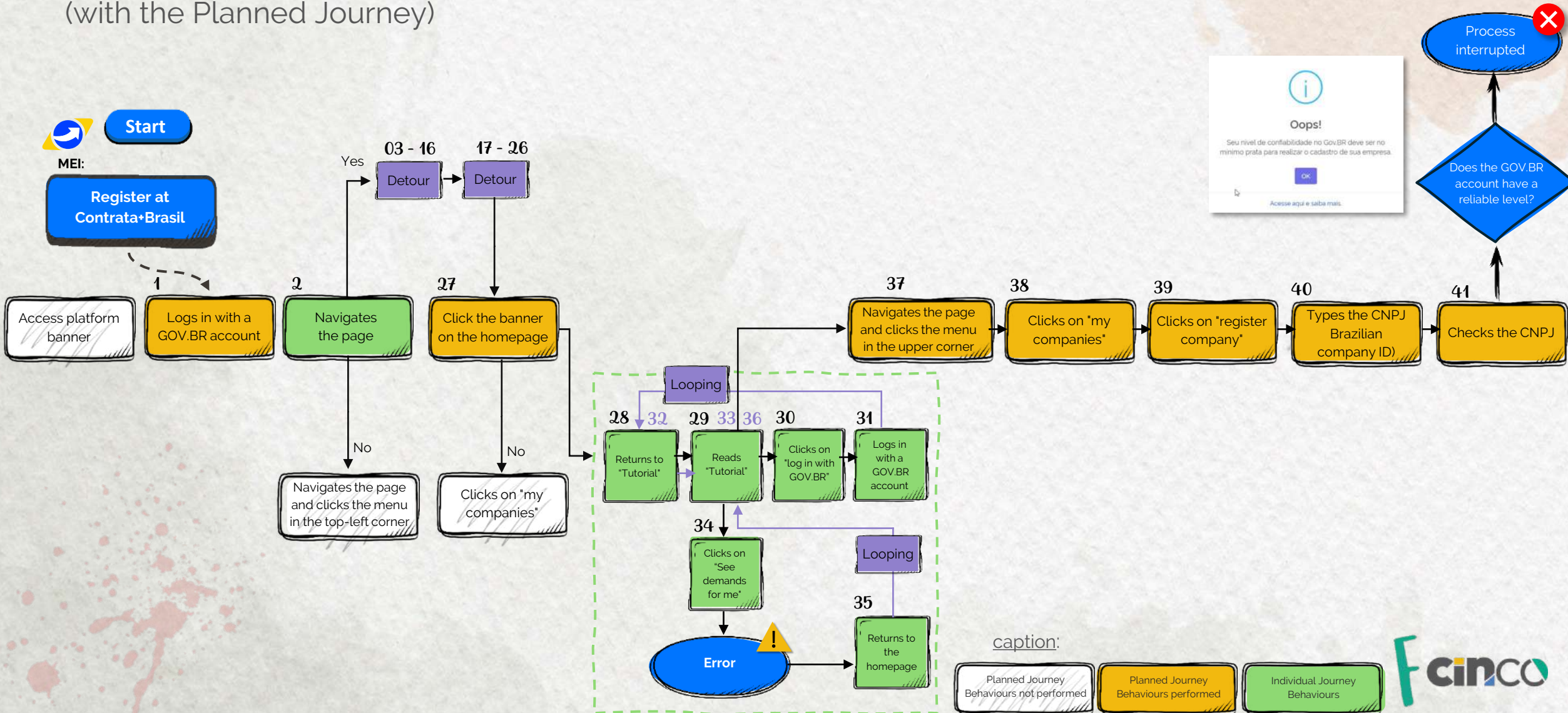


caption:



Individual Journey

(with the Planned Journey)



Sludge Mapping

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

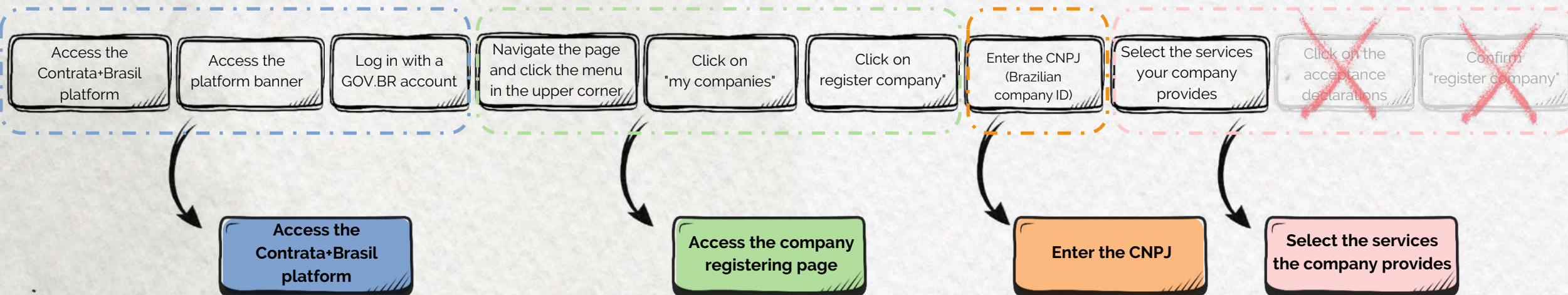


Behaviour Mapping

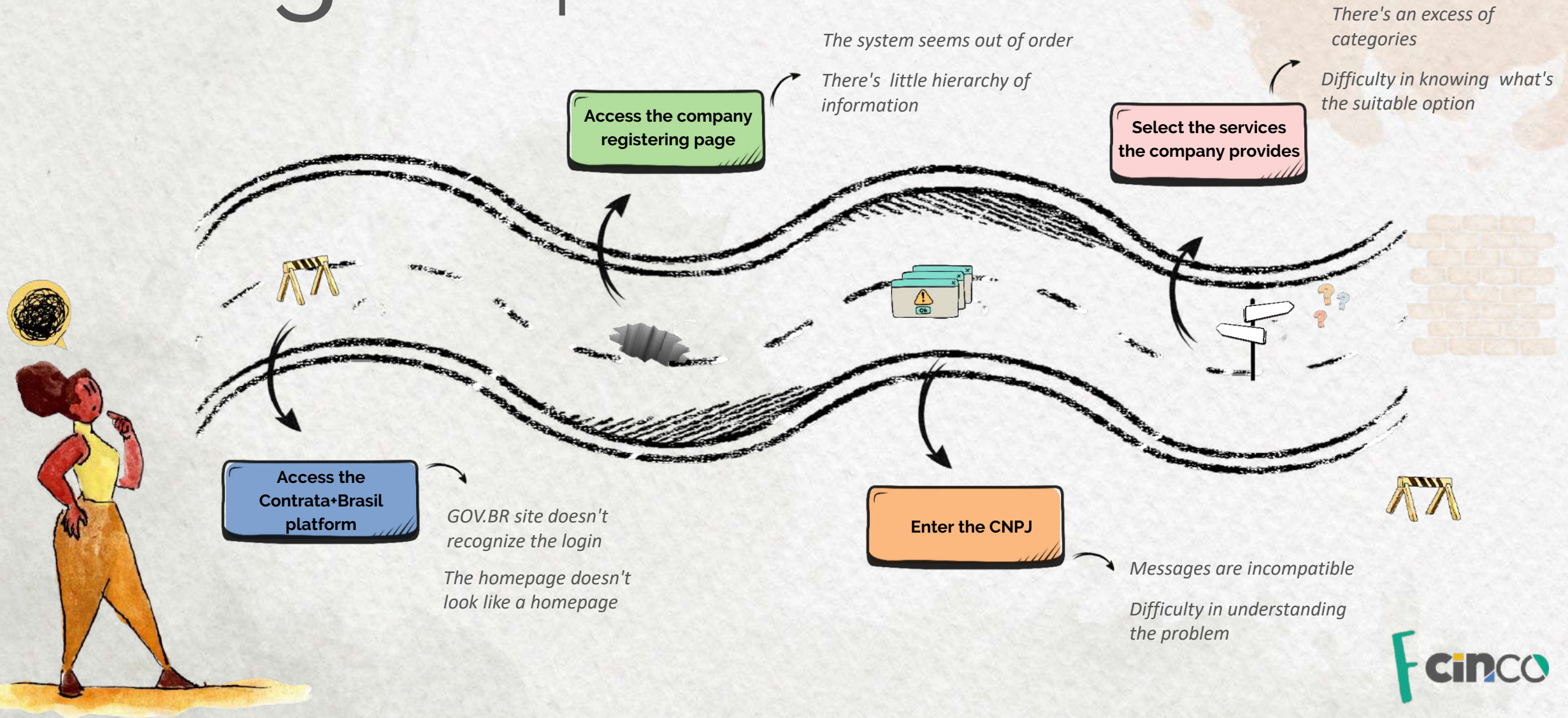


The behaviours from the **planned journey** were grouped into four categories for analysis

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



Sludge Map



Sludges

Access the
Contrata+Brasil
platform



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?”

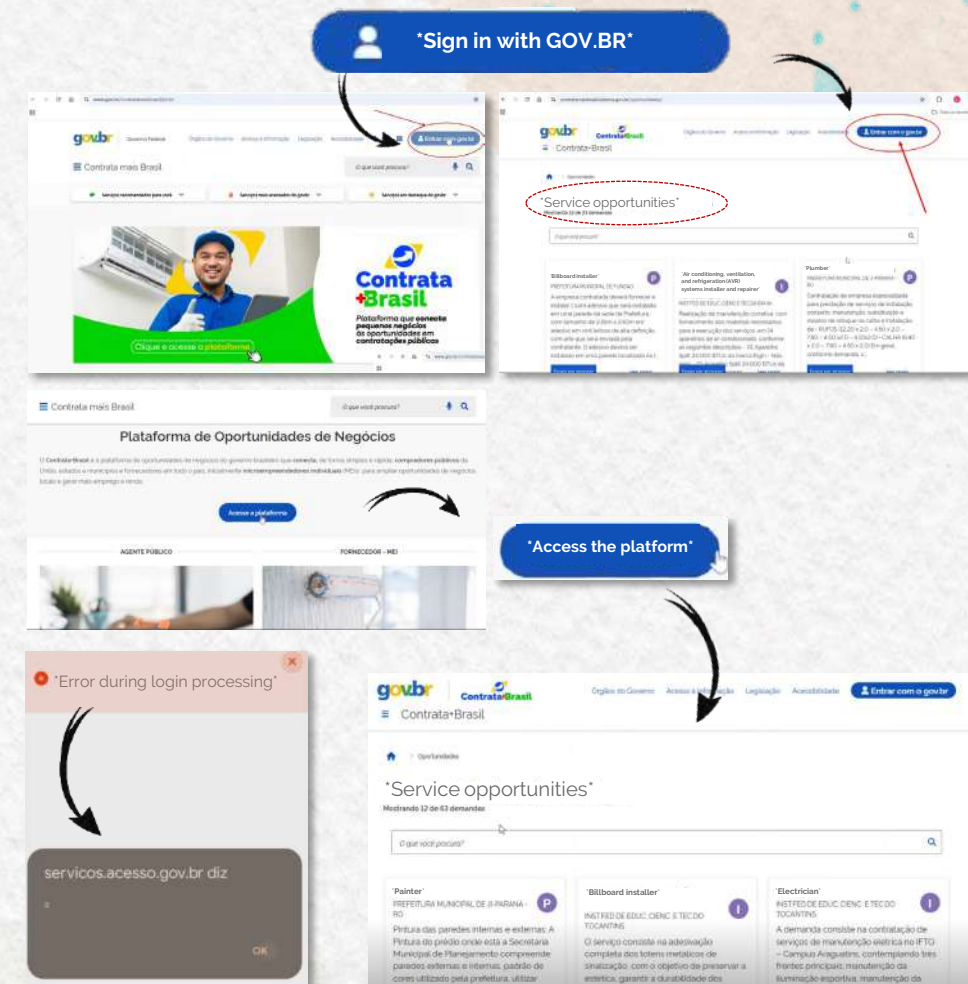
“I thought I was already logged in!”

“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.”



Sludges

Access the company
registering page

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].

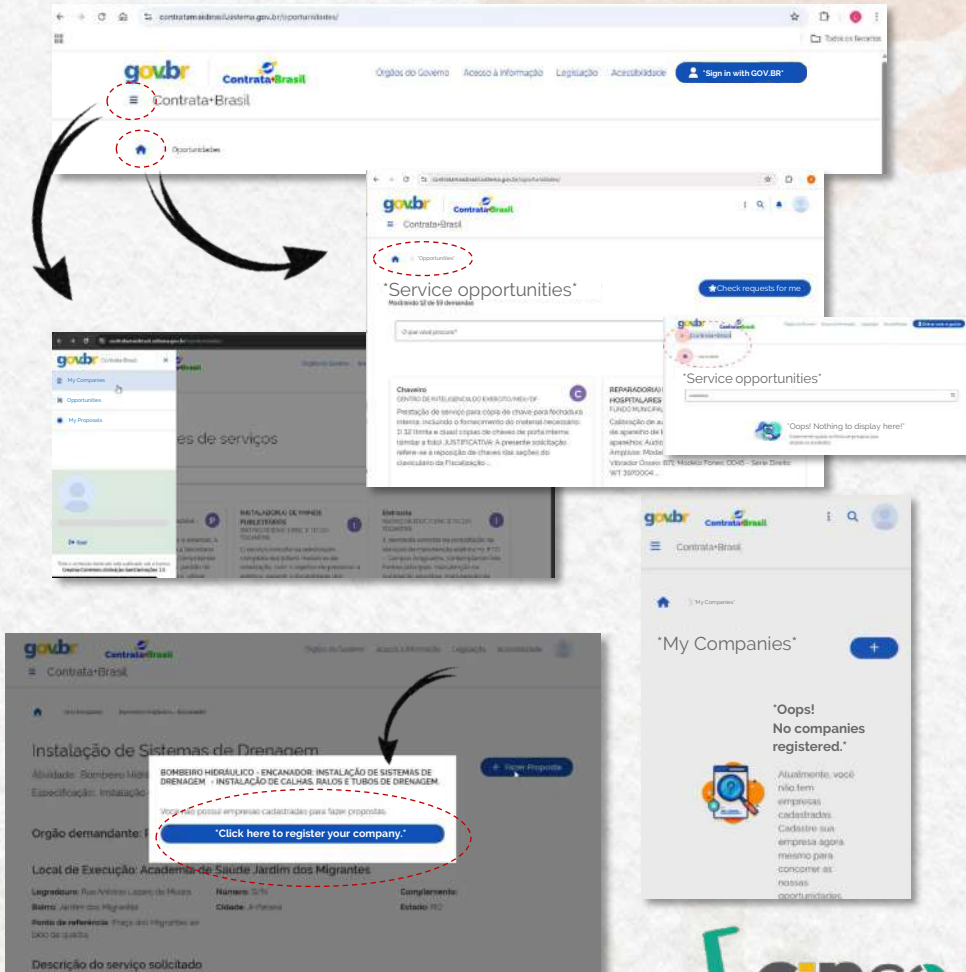
“But where do I go to register?”

“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

Enter the CNPJ



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!”

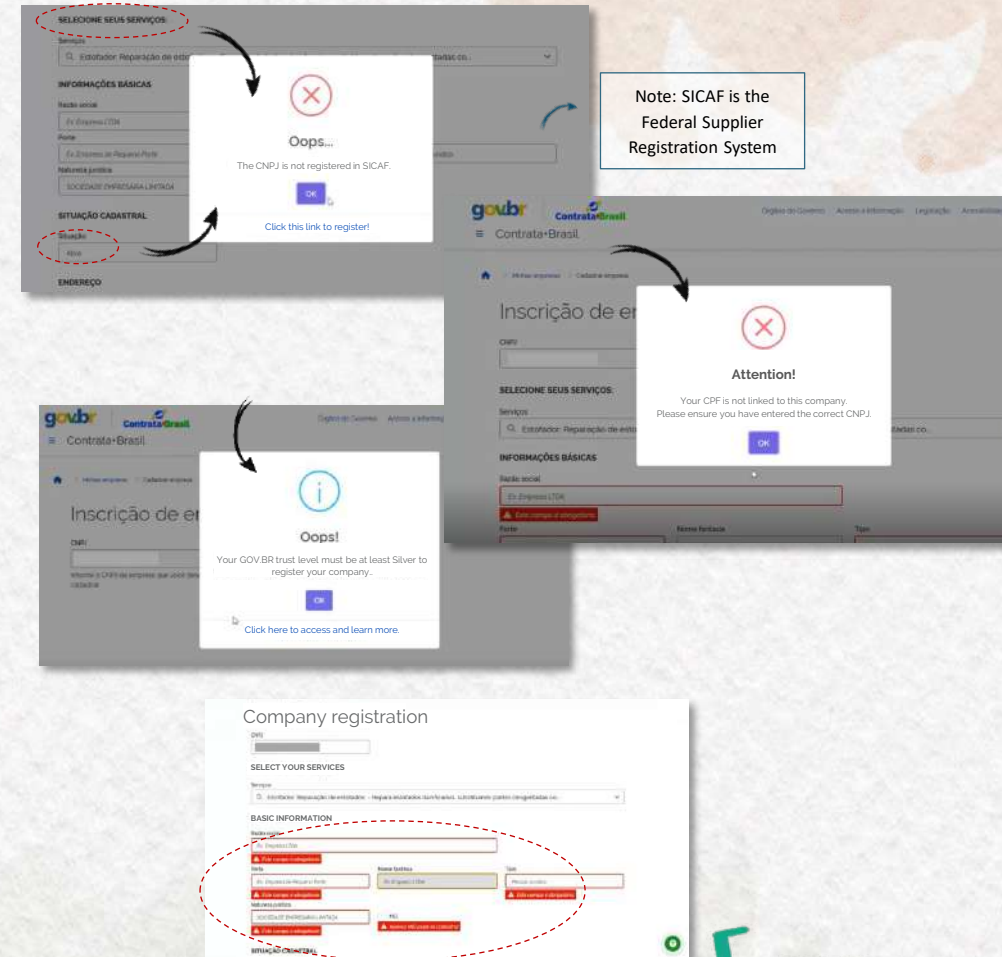
“Yeah, I think the system has some flaws. I managed to find the registration, but it’s difficult. First, in the relation of the CNPJ with the CPF [Brazilian personal tax ID]. It just doesn’t work, right?”

“Oops, it it went wrong again!”

“Oh, I think I’m not registered with this company...”

“I didn’t understand.”

”



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."

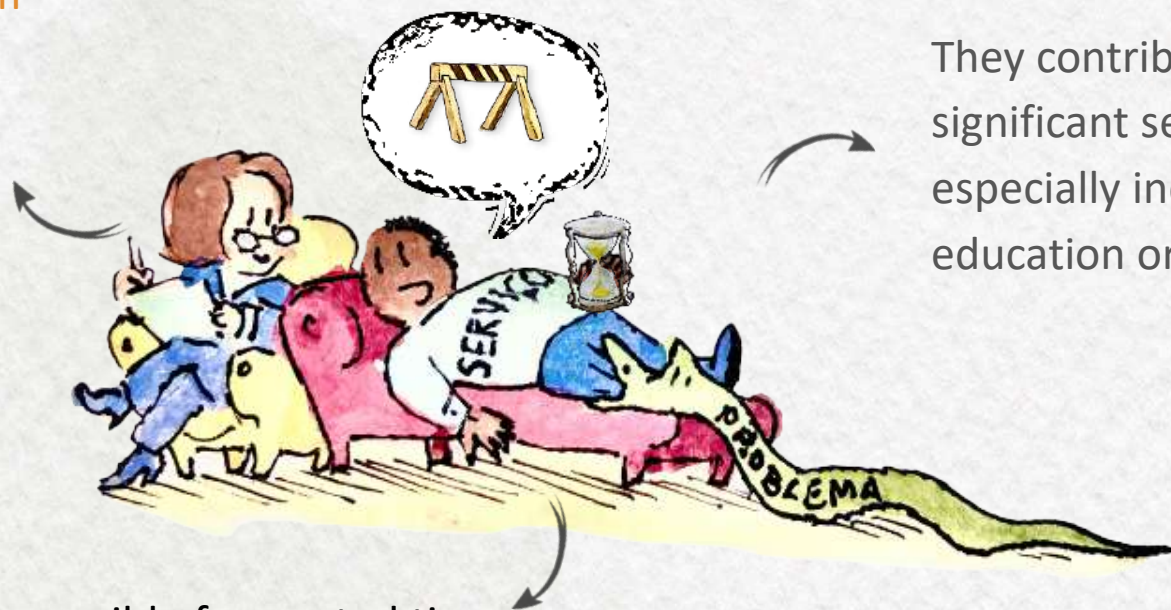
"I'll put upholsterer here. How many options? Upholstery repair, cutting, sewing and materials, creation of upholstery, preventive maintenance... Maybe this one, repairer."

”

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)



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.

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*)



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?



Initial Presentations

Behaviour Sciences:

Public policies and decision making



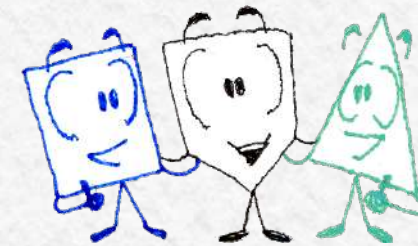
FCINCO mapping:

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 to act?

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
NOT to act?

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

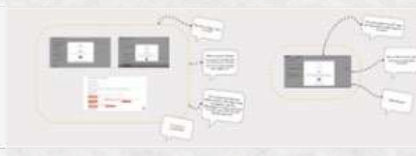
Access the
Contrata+Brasil
platform



Access the company
registering page



Enter the CNPJ



Select the services
the company provides



Insights

Insights

Insights

Insights

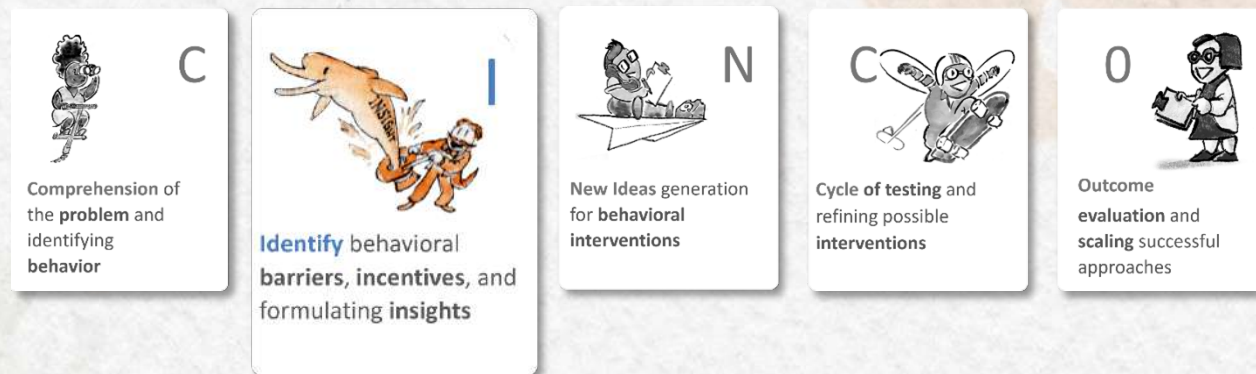


Fcinco

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.



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

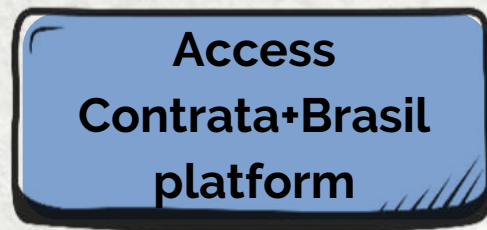
Behavioural Insight



Generation of Insights



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



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

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

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

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

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



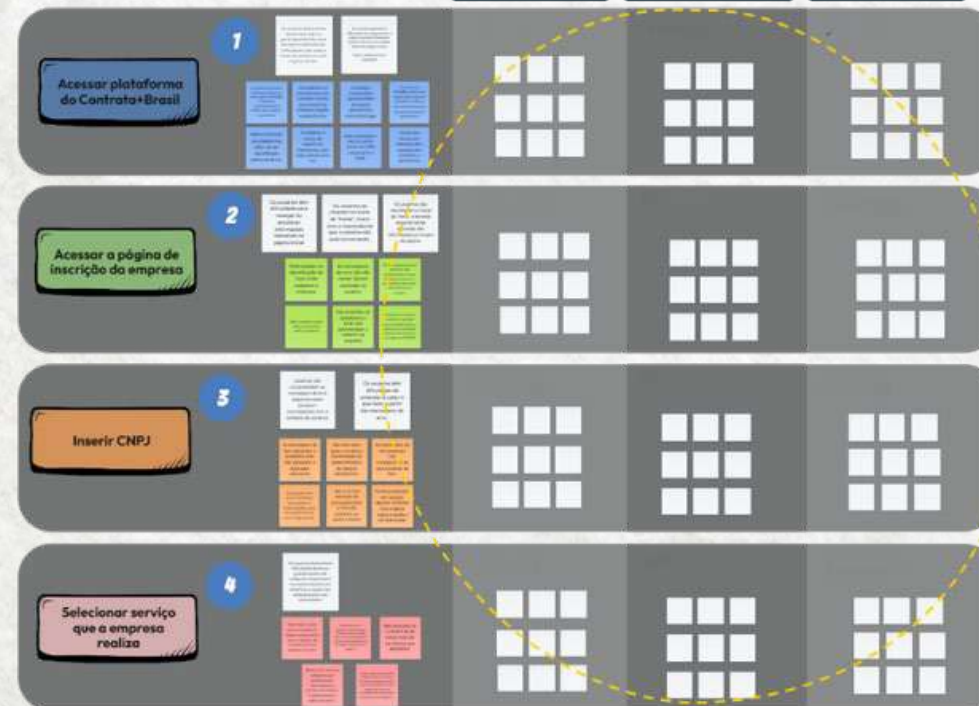
BEHAVIOUR

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?

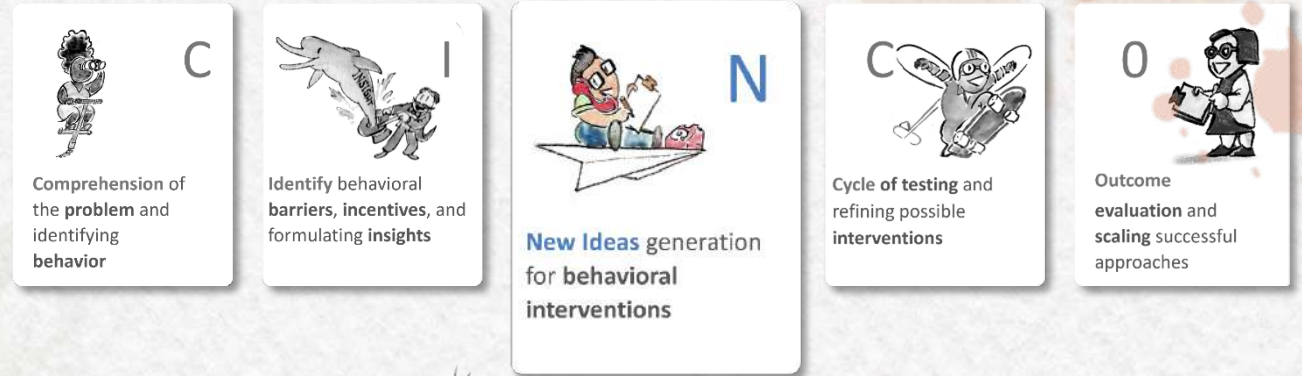
How can the desired action be highlighted so it stands out **timely** for the behaviour to take place?



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?



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

Generation of Ideas



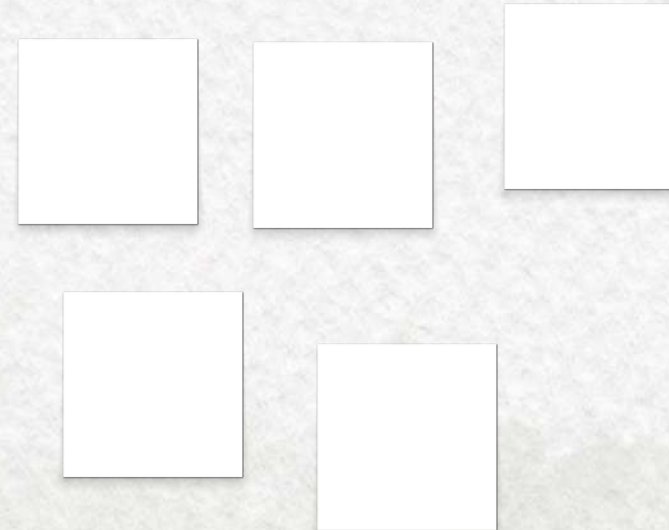
Participants were challenged to develop behavioural **interventions** aimed at reducing the identified barriers for each behaviour

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



Generation of Ideias

Access
Contrata+Brasil
platform



What if ...

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

What if ...

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

What if ...

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

Generation of Ideias

Access the company registering page

What if ...

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

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

Generation of Ideias

Type CNPJ

What if ...

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

What if ...

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

What if ...

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

Generation of Ideias

Select what services
the company provides

What if ...

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

What if ...

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

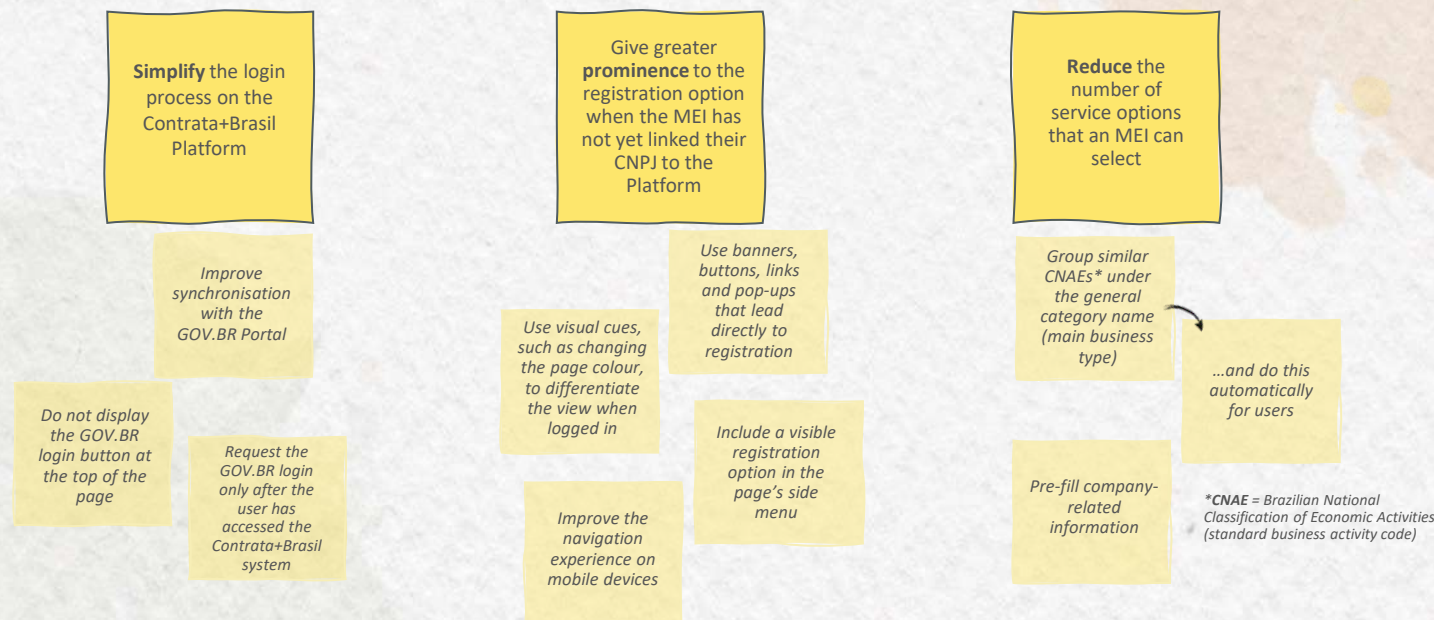
What if ...

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

Results

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.

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



♥ 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, DINO V and DELOG have been working together to identify and reduce sludges.



the end

The DINO V 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.

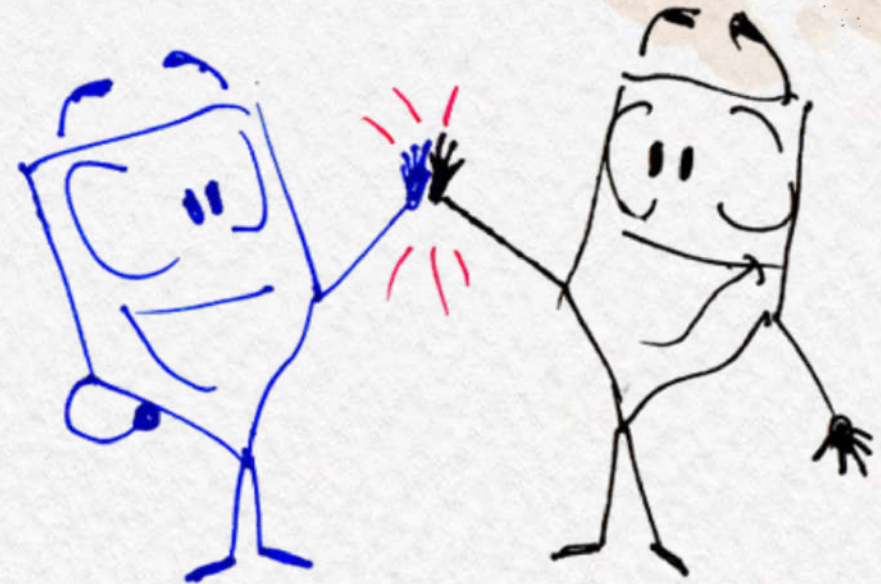
The insights gained from observed behaviours generated several **intervention ideas** to reduce the barriers encountered.

... 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!



Who was in the workshop

Adriana Mascarenhas (CINCO/DINOV)
Adriane Pignatti (DINOV)
André de Oliveira Santos (DELOG)
Barbara Bueno (DELOG)
Camilla Bottecchia (DELOG)
Êmili Rossetti (DELOG)
Gabriela Brasil (DINOV)
Janaina Piana (CINCO/DINOV)
Jorge Humberto (CINCO/DINOV)
Joseane Correa (DINOV)
Lailah Falcão (DELOG)
Luís Henrique D'Andrea (CINCO/DINOV)
Marcelo Pontes (DELOG)
Mariana Silveira (DELOG)
Marina Milena da Silva (DELOG)
Marizaura Camões (CINCO/DINOV)
Maurício Sarmet (CINCO/DINOV)
Sérvio Túlio (CINCO/DINOV)
Vinicius Saldanha Geronasso (DELOG)



Get to know Contrata+Brasil



Clique e acesse a **plataforma**



**Contrata
+Brasil**

Plataforma que **conecta**
pequenos negócios
às oportunidades em
contratações públicas

Behavioural Sciences in Government



<https://www.gov.br/gestao/cinco>



cinco@gestao.gov.br



MINISTRY OF
MANAGEMENT AND INNOVATION
IN PUBLIC SERVICES



Ministry of Management and Innovation in Public Services – MGI
Secretariat for Management and Innovation – SEGES
Directorate of Government Innovation – DINOV
General Coordination for Innovation and Behavioural Sciences – CINCO

Marizaura Camões (General Coordinator of CINCO)

Luís Henrique D'Andrea (Deputy General Coordinator of CINCO)

CINCO TEAM

Adriana Mascarenhas
Andréa Mendes Perón
Débora Ribeiro
Eduardo D'Albergaria
Fábio Iglesias
Helena Azambuja
Janaina Piana
Jorge Humberto
Maurício Sarmet
Sérvio Túlio

ADJUNCT TEAM

Raquel Aló
Diogo Seco

PROJECT COLLABORATOR

Sérgio Nascimento

A VERY SPECIAL THANK-YOU

Antonio Claret