



SMART-HEAD

Sustainable Mindset and AI-Supported
Digital Transformation in Higher Education

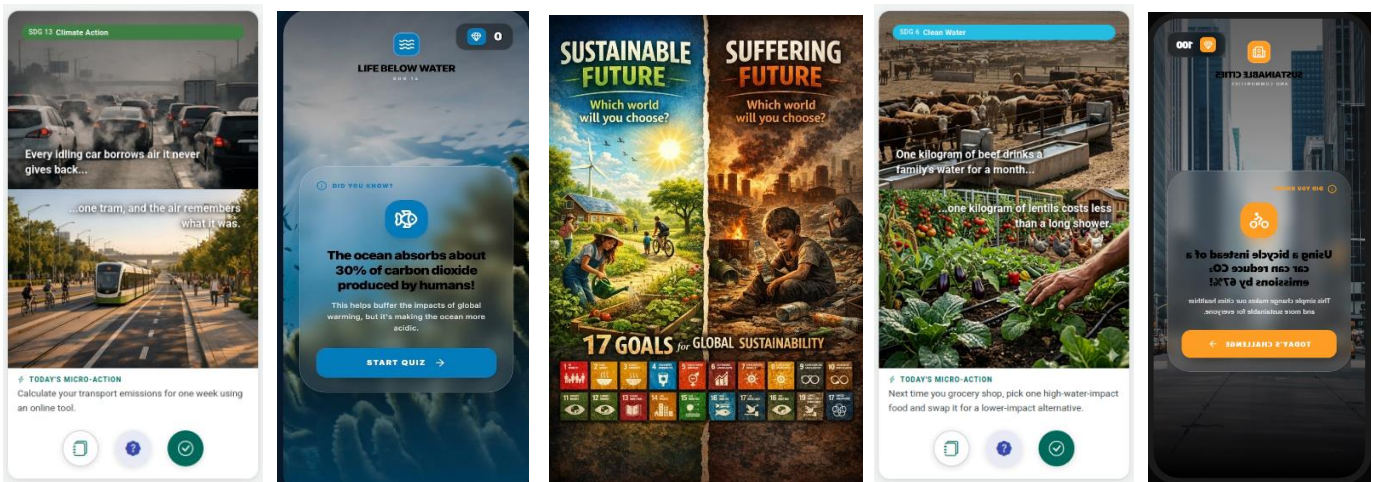
NEWSLETTER No. 2

May 2026

SUSTAINABLE MINDS. SMARTER CHOICES.

From concept to tested learning design

Student voices shape the first SMART-HEAD educational resources



Pilot flashcard concepts developed and tested during the foundational phase of WP3.

Between December 2025 and April 2026, the consortium completed the foundational phase for the educational resources: a shared student persona, a living educational methodology, pilot cards and evidence-based design guidance.

10
pilot resources

134
survey participants

~110
card evaluators

TWO STUDIES, ONE DESIGN DIRECTION

A four-university needs survey explored what students expect from the application; a live validation then tested five candidate card designs for readability, visual appeal and clarity.

PROJECT WEBSITE

<https://smarthead.tu-sofia.bg/>

What students told us

The two studies turn student feedback into clear requirements for the SMART-HEAD application, its educational content and the visual language of the daily cards.

STUDY 1 · WHAT STUDENTS NEED

134 respondents across the four partner universities

- **77** chose curiosity as the strongest reason to try the app; teacher recommendation followed with 62.
- **85** prioritised short learning content, 80 daily challenges and 78 progress tracking.
- **Visible progress** (77) and fresh daily content (74) were the strongest reasons to return.
- **Levels**, points and badges were preferred to individual or team rankings.
- **Minimal and clean** led the style choices; 104 students wanted adaptation by topic of interest.

STUDY 2 · HOW THE CARDS PERFORM

Five candidate cards rated live by about 110 students

- **Card 5**, the bicycle challenge, won with 27 of 101 preference votes.
- **It also led** readability and clarity (4.3/5) and scored 3.9/5 for visual design.
- **Card 3** came a close second with 26 votes: its contrasting futures delivered emotional impact, but its AI-heavy look reduced visual appeal.
- **Students repeatedly asked** for larger text, stronger contrast, realistic or hybrid imagery and less visual clutter.
- **Curious, calm and motivated** were the dominant emotional responses—an effective tone for daily use.

Where both studies point

SHORT AND CURIOSITY-LED

Two-minute learning units, daily challenges and concise messages.

MINIMAL AND READABLE

Larger type, strong contrast, whitespace and real or hybrid imagery.

PERSONAL PROGRESS

Levels, points, streaks and badges—without ranking students.

REAL-WORLD ACTION

A clear SDG link, a practical micro-action and a route to learn more.

The methodology now in place

HABIT-BASED LEARNING

A micro-learning model grounded in autonomy, competence and relatedness.

365-CARD LEARNING LAYER

SDG-focused daily cards, discipline-specific content and linked monthly question banks.

RESPONSIBLE ENGAGEMENT

Personal points, streaks and badges, with human review of AI-assisted content.

DESIGN DECISION

SMART-HEAD will use a flexible family of clean, app-native card templates. Each card will display its SDG clearly, lead with one direct message and offer consistent actions to learn more, take the challenge or continue to a quiz.

Next stage

The validated principles now guide development of the digital ecosystem and production of 365 multilingual learning cards, monthly quizzes and practical micro-actions. Human review will remain central to AI-assisted content creation and continuous improvement.

VISIT THE PROJECT WEBSITE

smarthead.tu-sofia.bg



Co-funded by
the European Union

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