



Processos de design: construção e dimensionamento



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Como criar um planejamento de UX

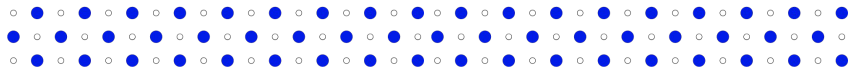


Design = Projeter

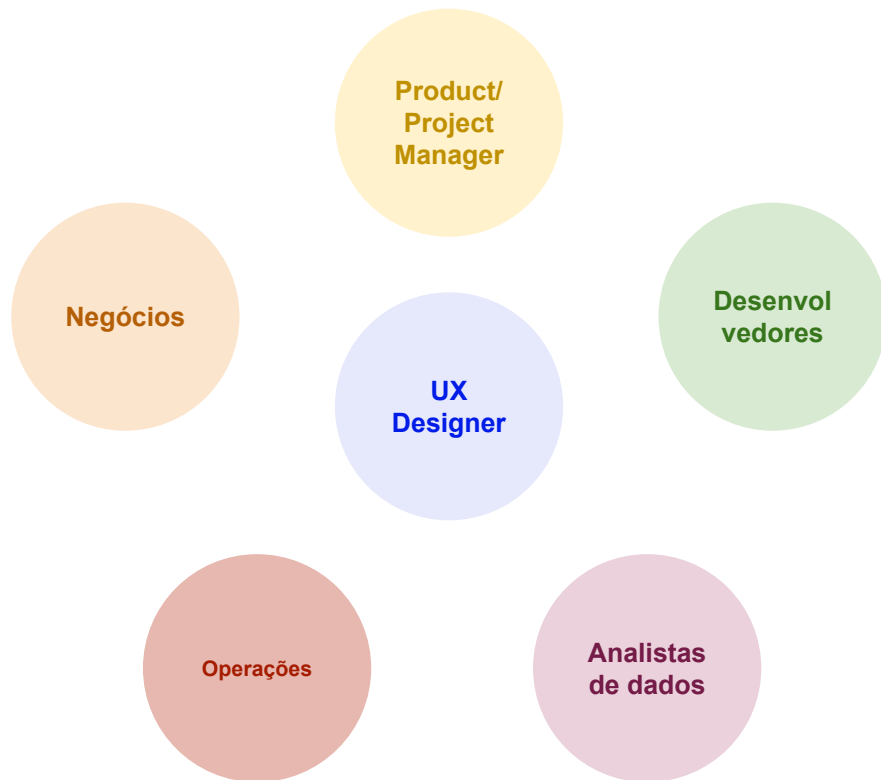
Projeto

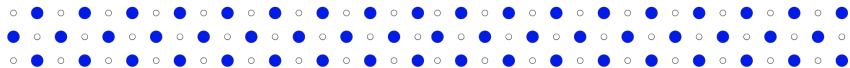


Planejamento

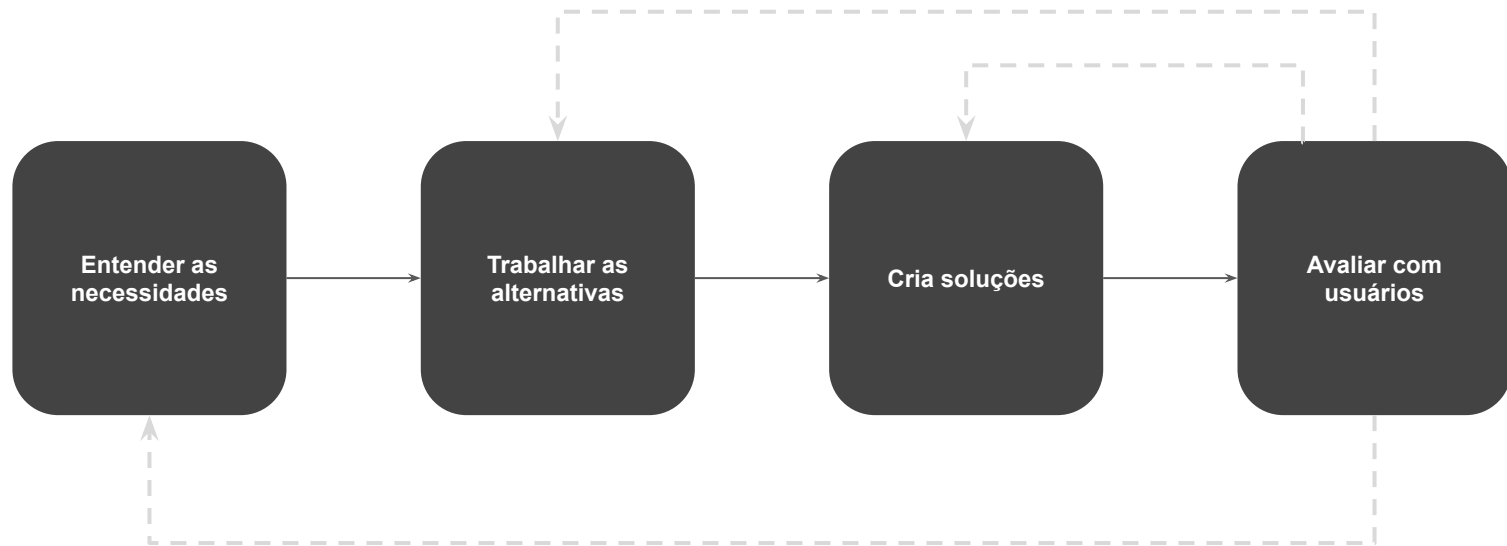


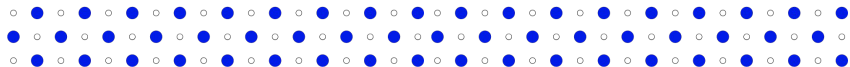
Stakeholders





Design Centrado no Usuário





Semana 1

Semana 2

Semana 3

Semana 4

Semana 5

Semana 5

Semana 6

Semana 7

Semana 8

Semana 9

Entender as
necessidades

Trabalhar as
alternativas

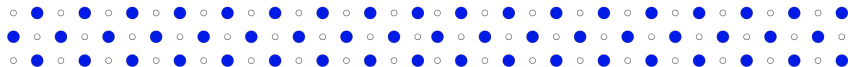
Cria soluções

Avaliar com
usuários

Handoff

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Semana 1

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Definir objetivos de negócio

Matriz CSD

Entrevistas com usuários

Questionários

Trabalhar as
alternativas

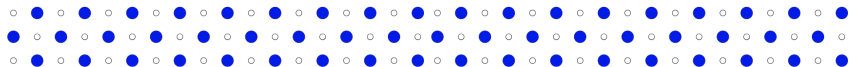
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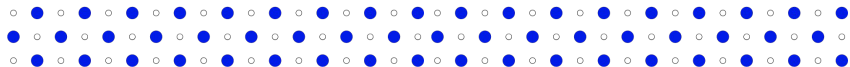
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Trabalhar as
alternativas

Crazy 8

Wireframes

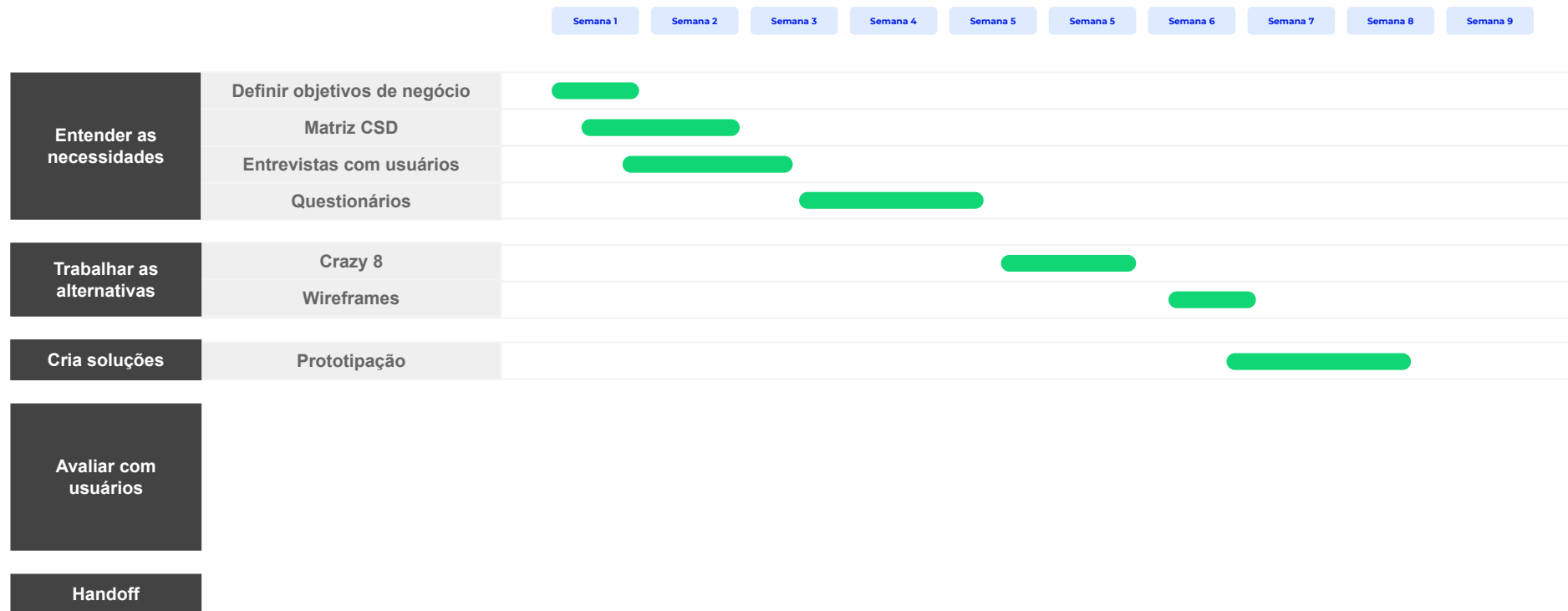
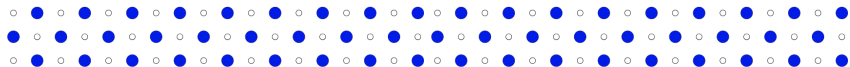
Cria soluções

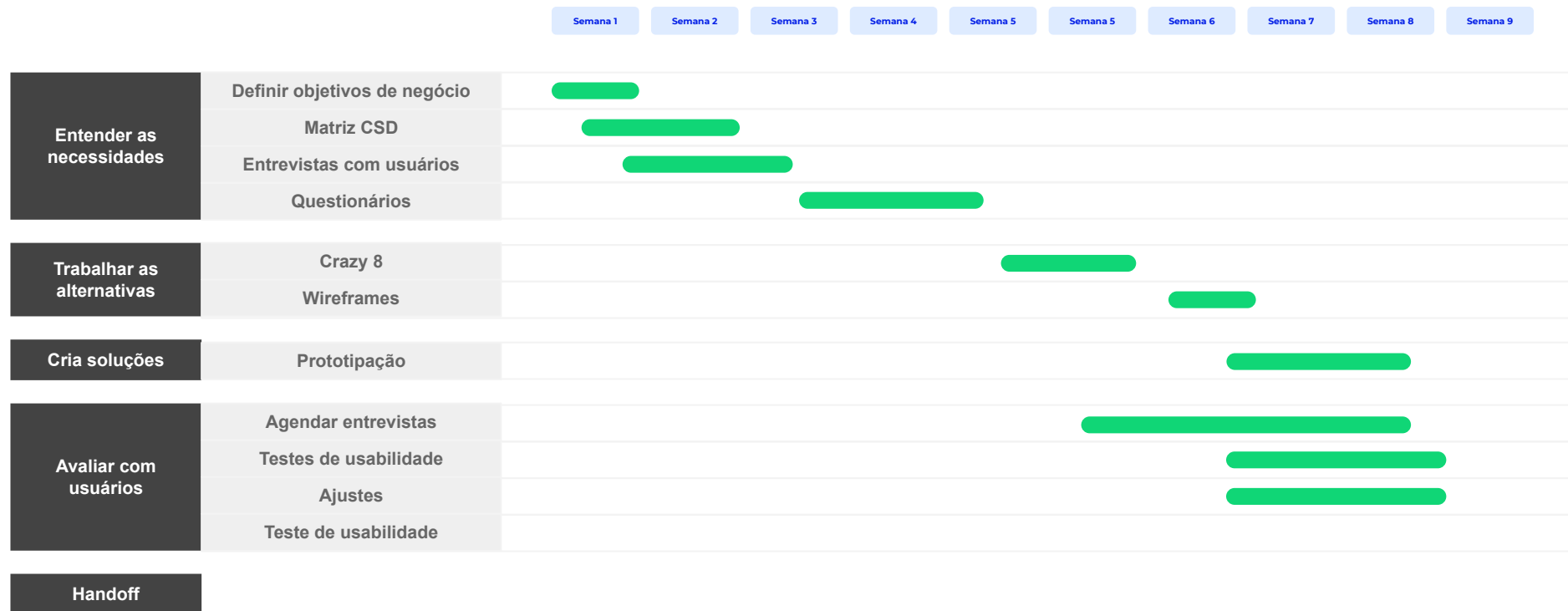
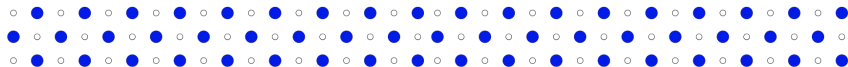
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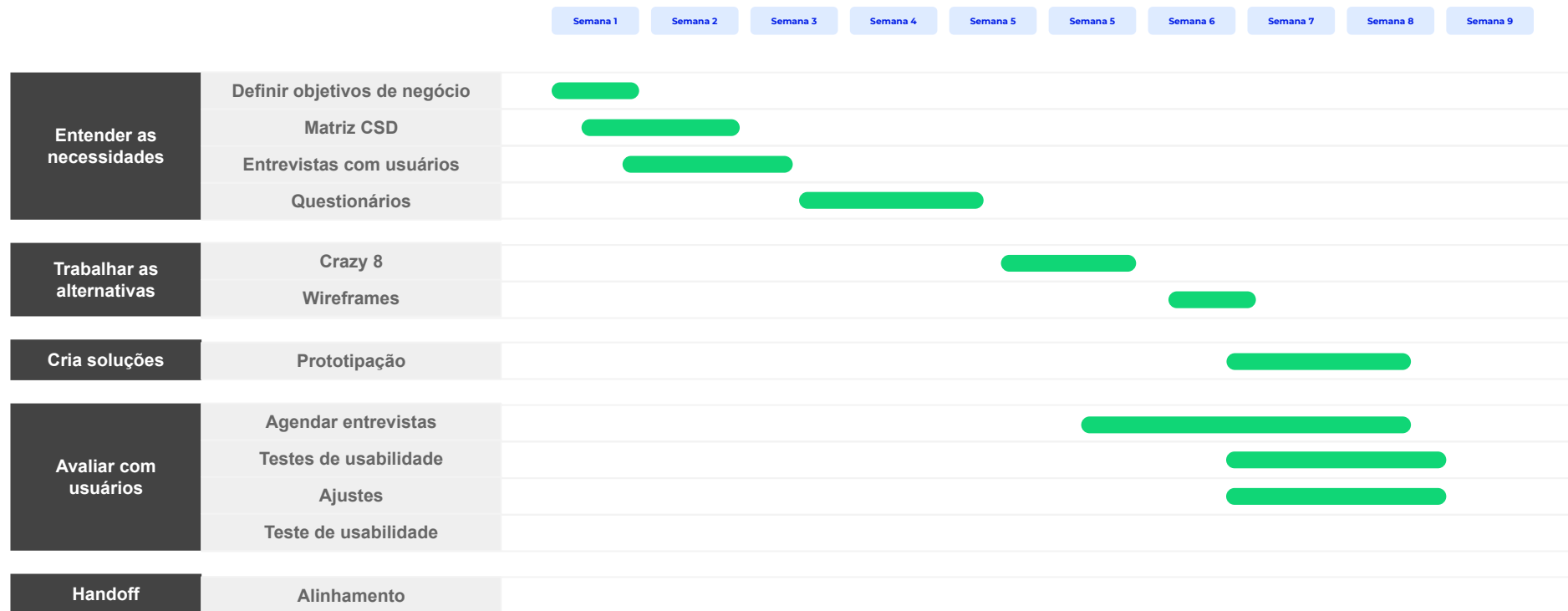
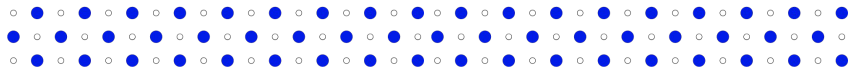
Handoff

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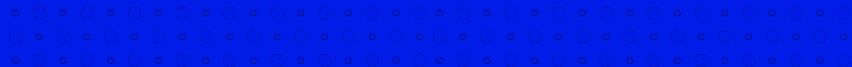




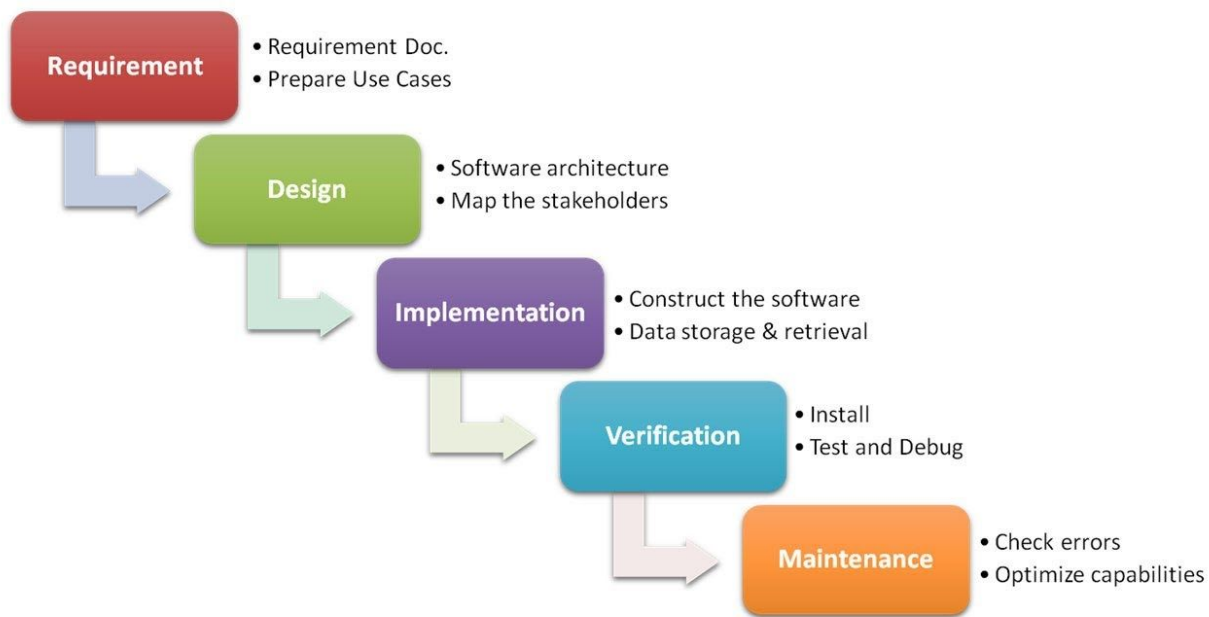
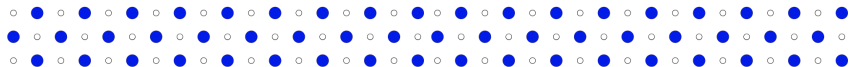


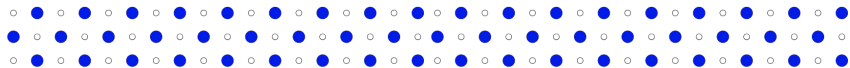
Lean UX



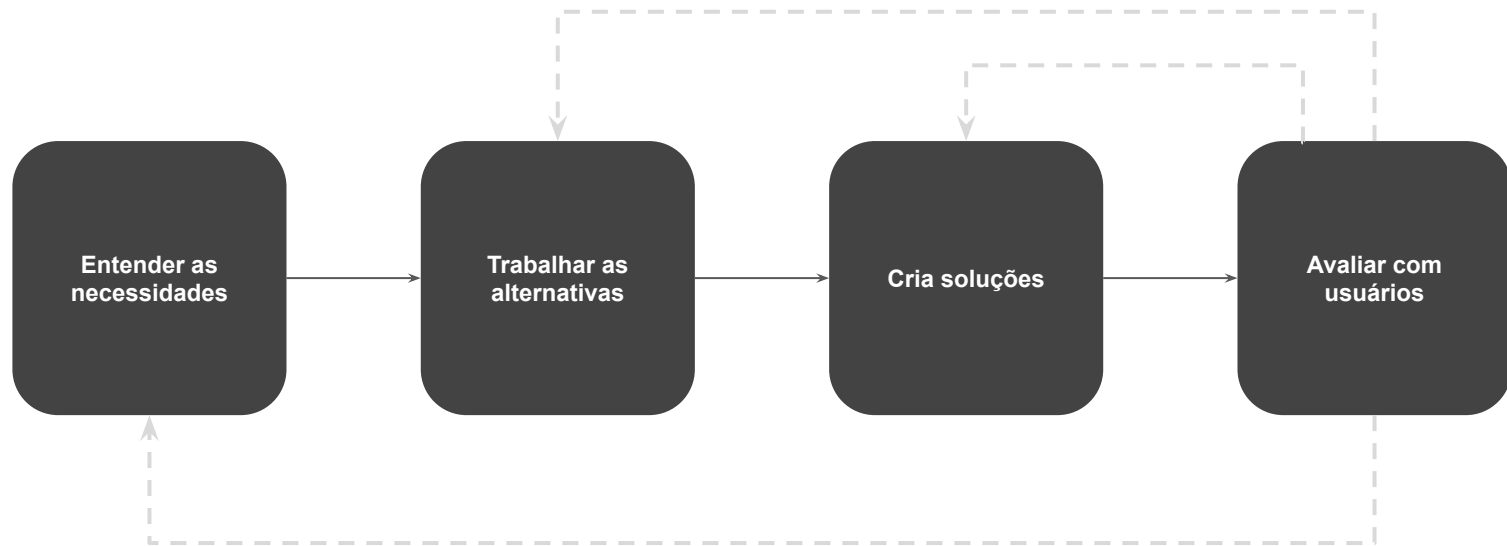


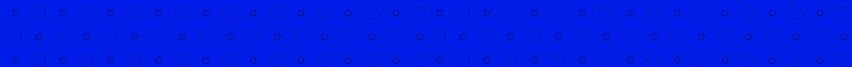
Desenvolvimento tradicional



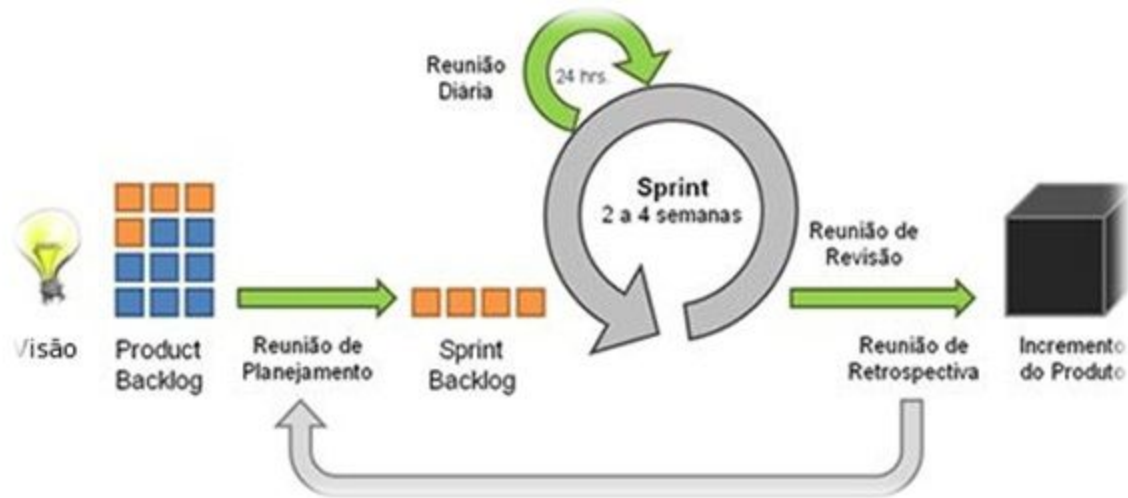
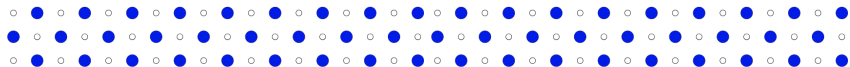


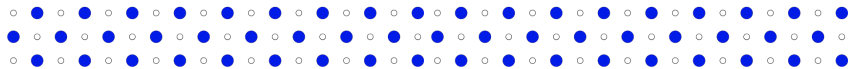
Design Centrado no Usuário





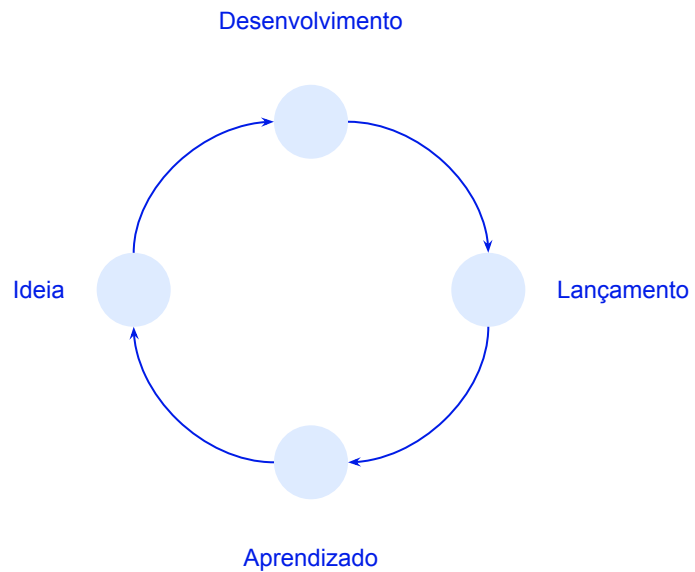
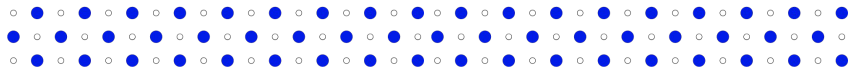
Desenvolvimento ágil

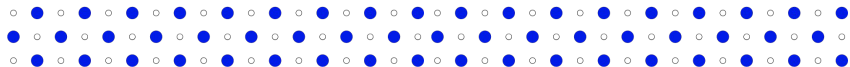




Valores da metodologia ágil

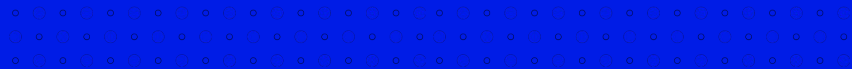
- Os indivíduos e suas interações acima de procedimentos e ferramentas
- O funcionamento do software acima de documentação abrangente;
- A colaboração com o cliente acima da negociação e contrato;
- A capacidade de resposta a mudanças acima de um plano preestabelecido.



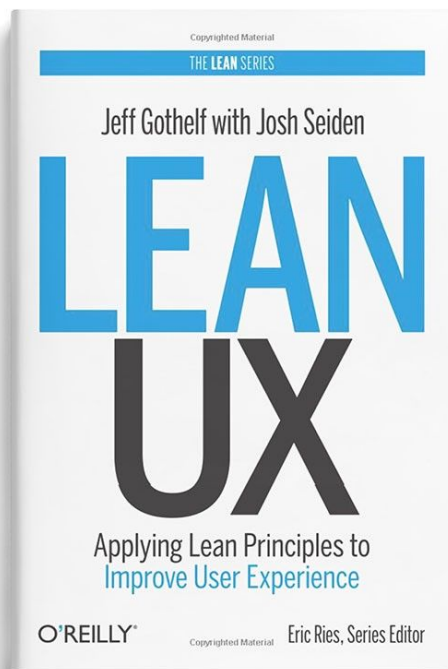
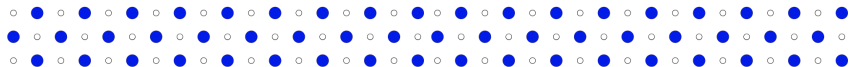


*“Para cada dólar gasto resolvendo problemas com design,
você economiza 10 com desenvolvimento e 100 com o
pós-lançado”*

(Clare-Marie Karat, Ph.D)

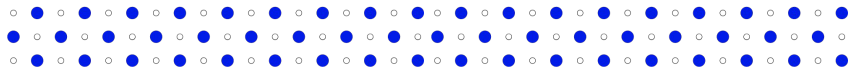


Lean UX

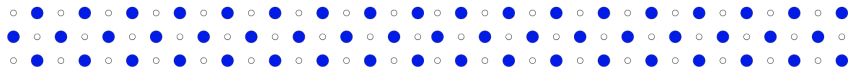


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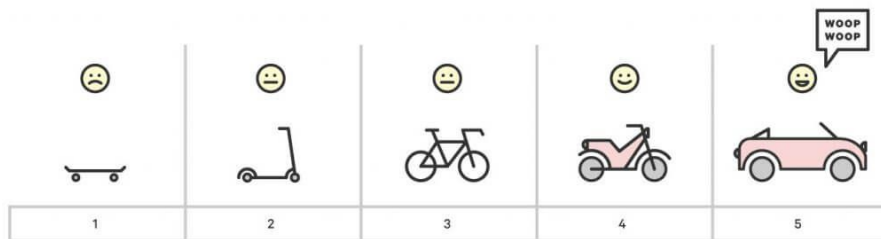
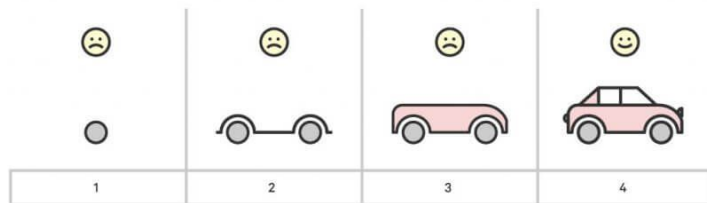
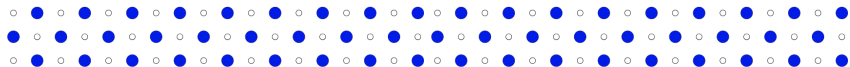


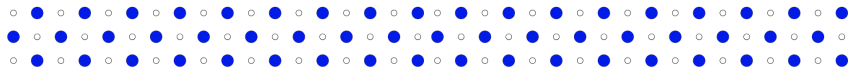
A Lean UX é a forma mais enxuta e simples de colocar em prática o desenvolvimento de produtos com foco na experiência do usuário.



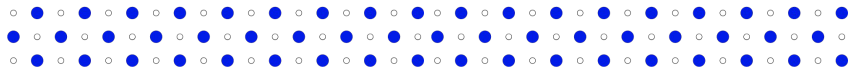
MVP

***Produto Mínimo Viável** é a prática consiste no conjunto de funcionalidades mínimas de um produto que, juntas, tornam possível sua produção.*



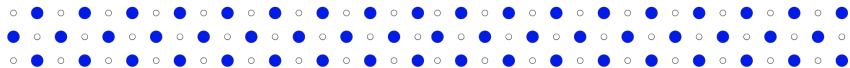


Fail fast, learn faster



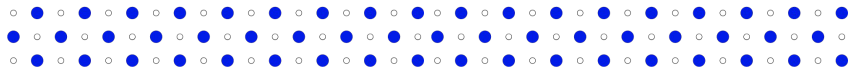
Lean UX





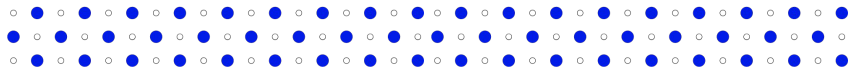
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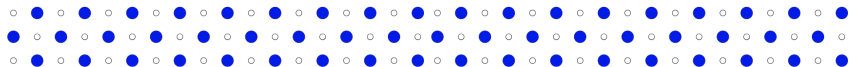
Lean UX





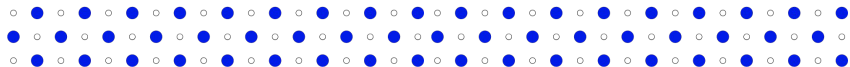
Lean UX





Lean UX





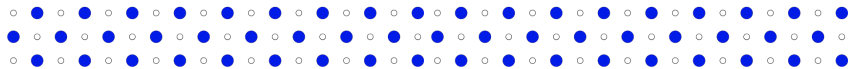
Princípio Lean

Diminuir o desperdício do processo comum de UX



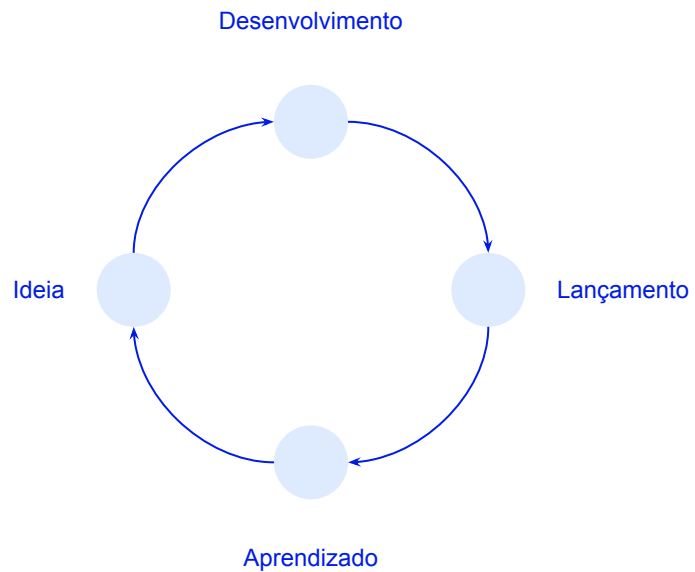
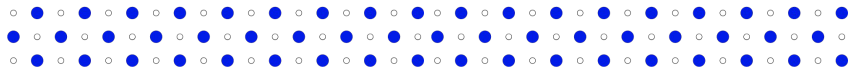
Design Sprint

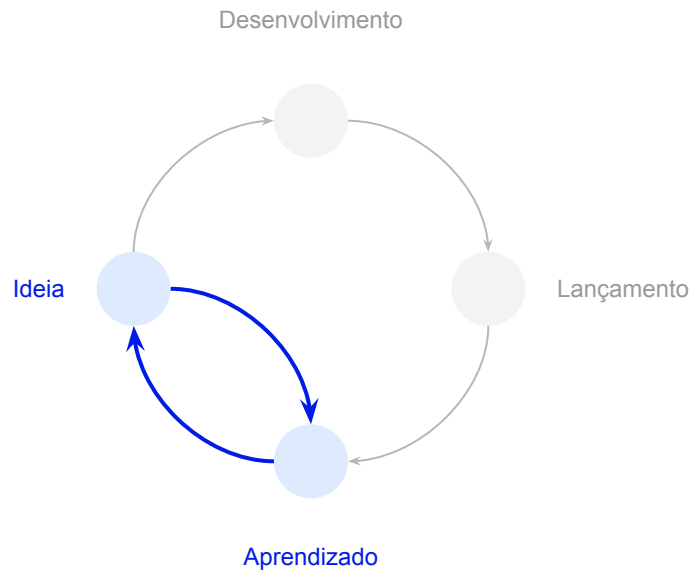
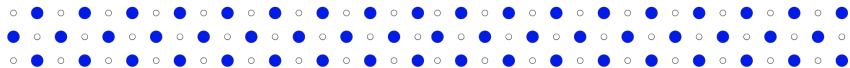


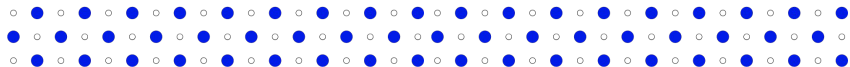


Design Sprint é...

Um processo de design “express”, no qual um grupo de pessoas se junta durante 5 dias para responder perguntas críticas de negócios a partir de prototipagem, design e teste das ideias com os usuários.







G/

The Design Sprint



Understand



Sketch



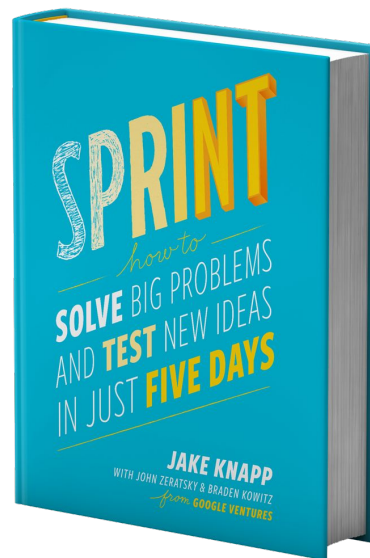
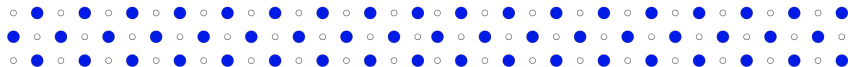
Decide



Prototype

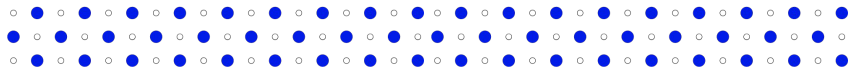


Validate



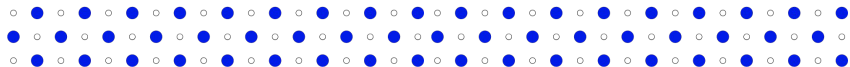
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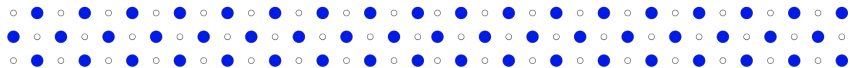


Quando utilizar o Design Sprint?

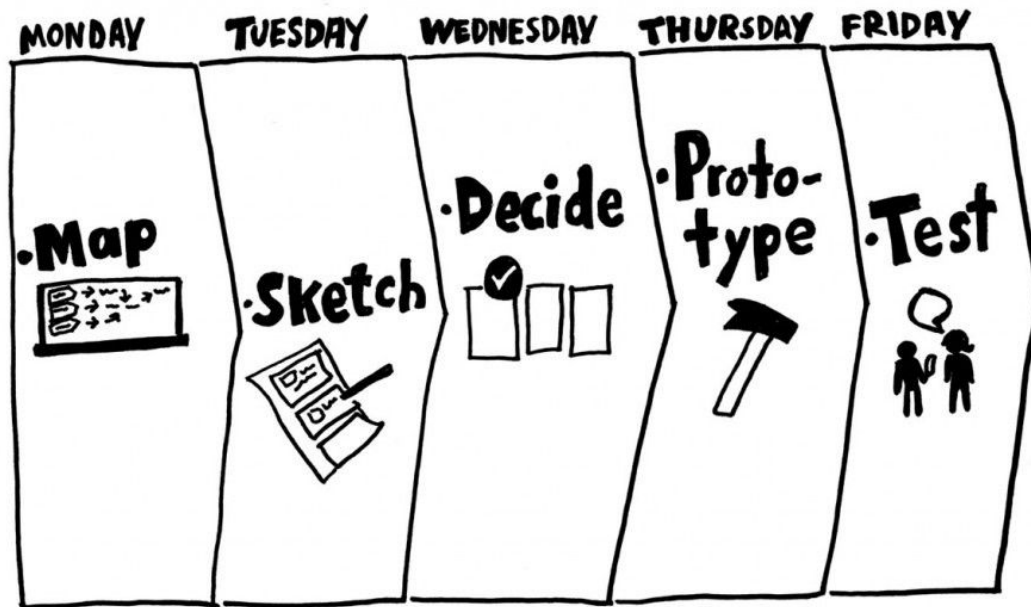
- No início de um novo projeto para definir seu produto ou criar uma visão compartilhada;
- Quando o tempo é crítico e você precisa injetar velocidade em seu processo de desenvolvimento ou tomada de decisão
- Após descobrir novas idéias Para aproveitar novas descobertas, dados ou pesquisas
- **Se você possui pesquisas de usuários ou um forte entendimento de sua base de clientes;**



| Problema do Brainstorming | Solução do Sprint |
|--|---|
| Ideias rasas | Ideias detalhadas |
| Ideias de indivíduos super valorizadas | Sketches anônimos, e sem direito a defesa |
| Colaborativo, mas talvez muito democrático | O papel do decisor |
| Falta de resultados concretos | Protótipos e testes |



Ideia



Solução

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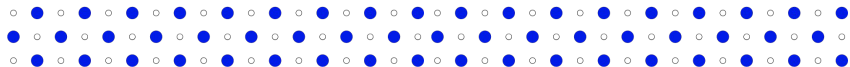


Design Sprint *na prática*



#1

Preparação



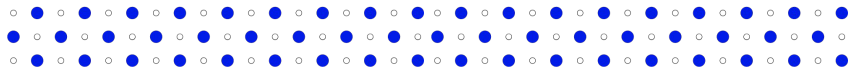
Escopo e a Estrutura:

- Identifique o desafio – é adequado para um Sprint de design?
- Escreva um Resumo da Sprint e uma agenda
- Monte sua equipe do Sprint de design (5 a 7 pessoas)
- Reunir Dados e Pesquisa com Usuários
- **Prepare a Sprint e o espaço que vai ser utilizado**

#2

Segunda-feira

Mapear

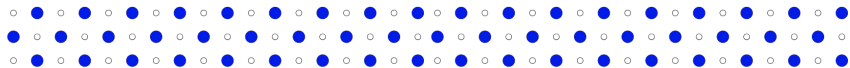


Como podemos?

As pessoas não tem condições de pagar um plano de saúde

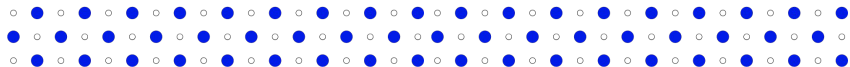


Como podemos:
Dar acesso a saúde de qualidade para pessoas que não tem condições?

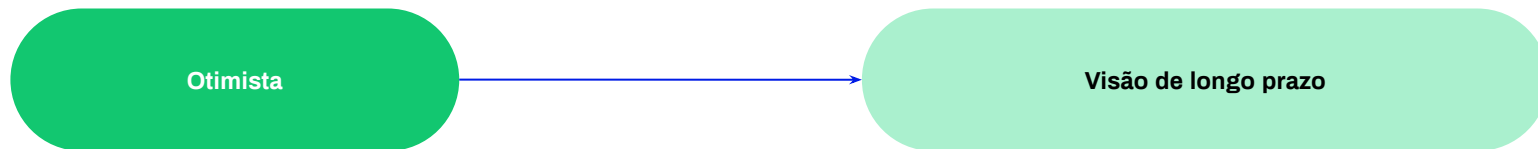


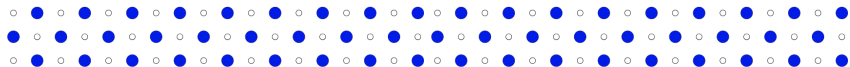
Segunda-feira: **MAPEAR**



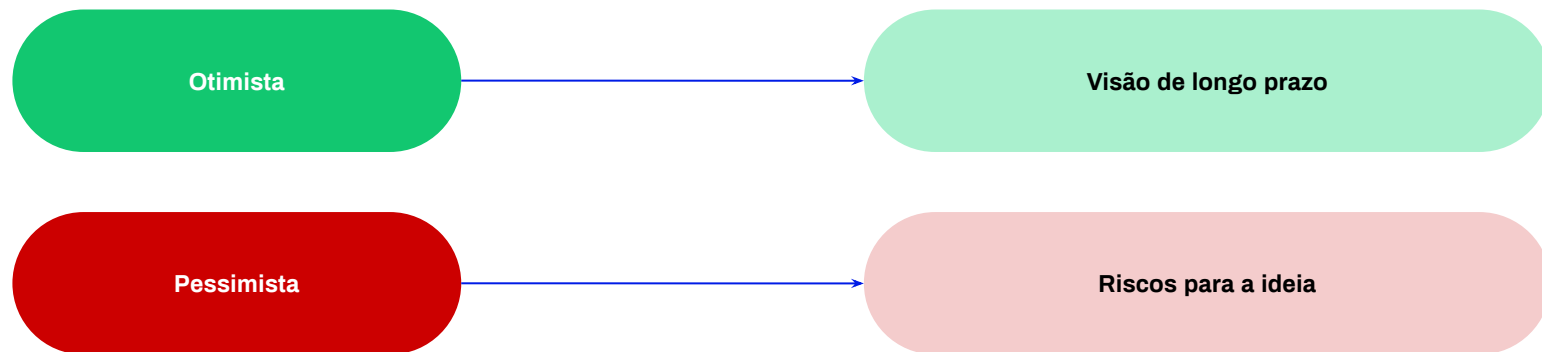


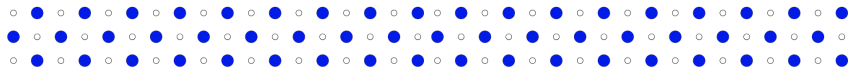
Começando do final





Começando do final

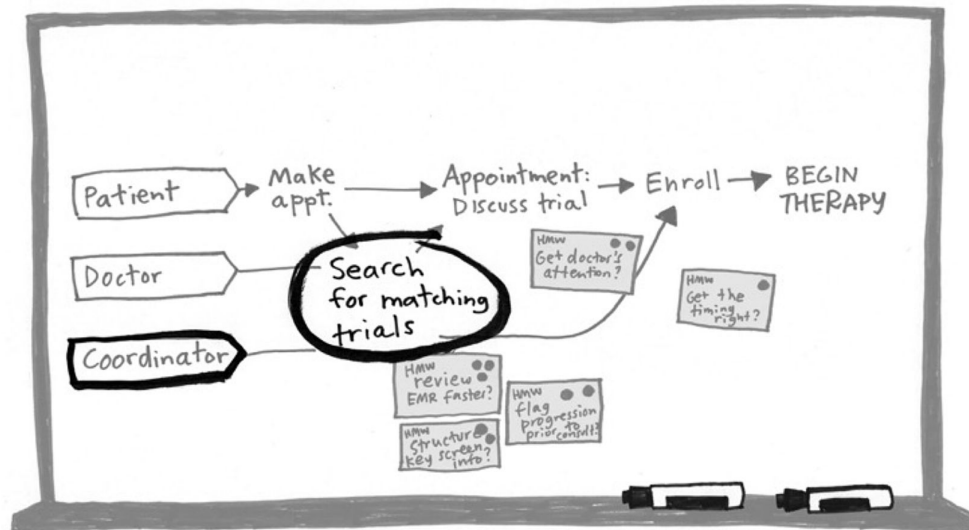


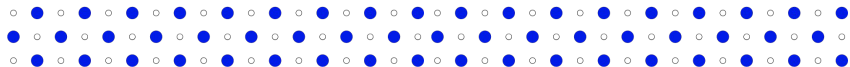


Segunda-feira: **MAPEAR**

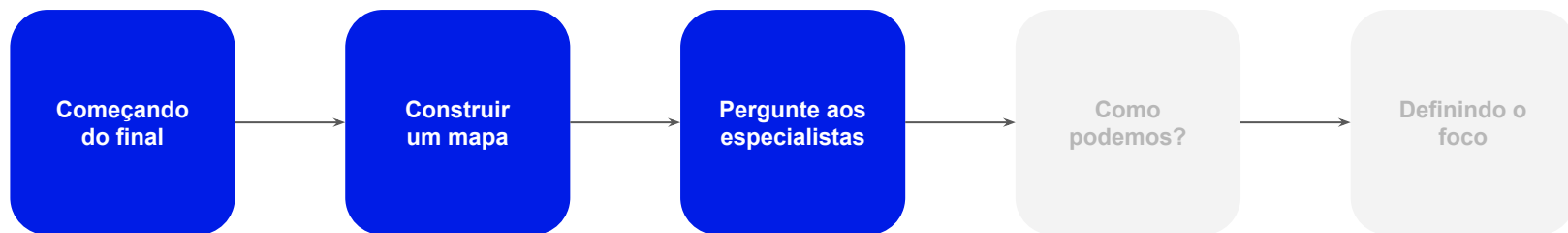


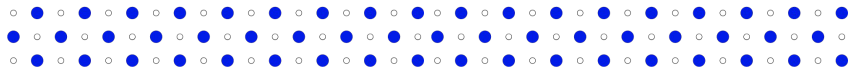
Construindo um mapa





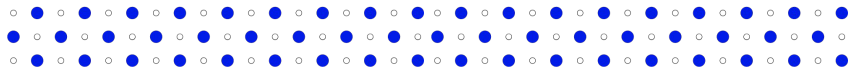
Segunda-feira: **MAPEAR**



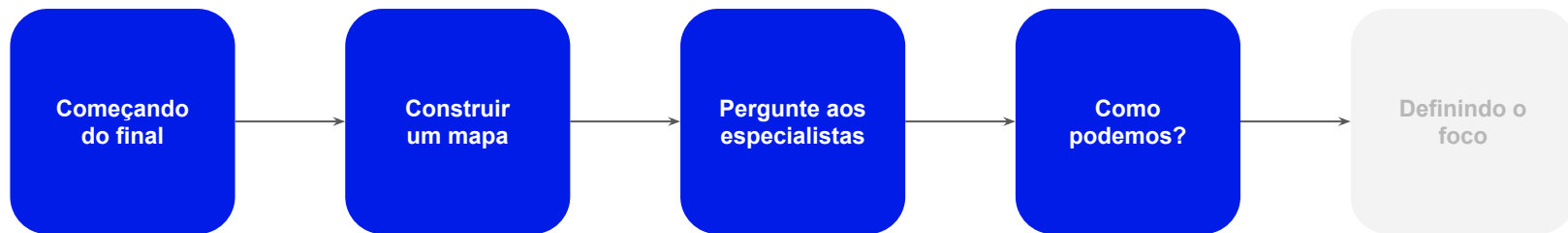


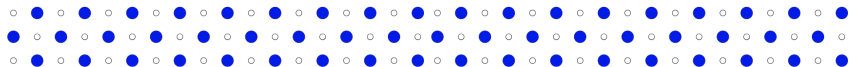
Pergunte aos especialistas



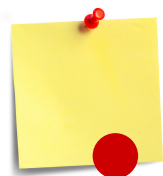


Segunda-feira: **MAPEAR**

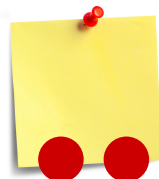




Pergunte aos especialistas

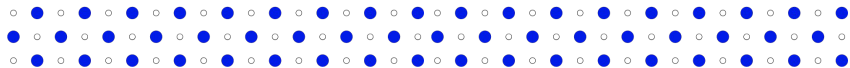


Categoria 1

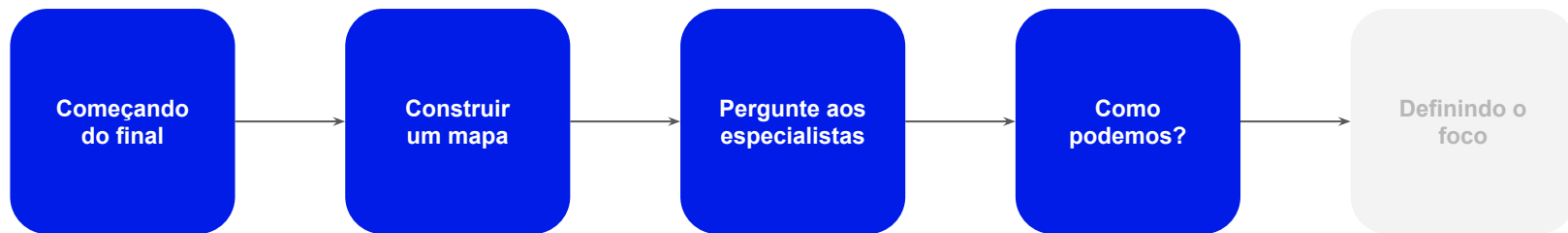


Categoria 2





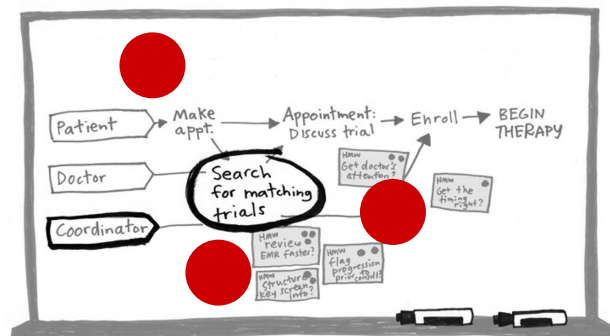
Segunda-feira: **MAPEAR**



Definindo o foco

Como
podemos

Riscos



Decisor

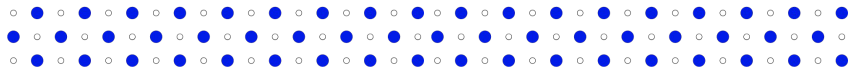
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#3

Terça-feira

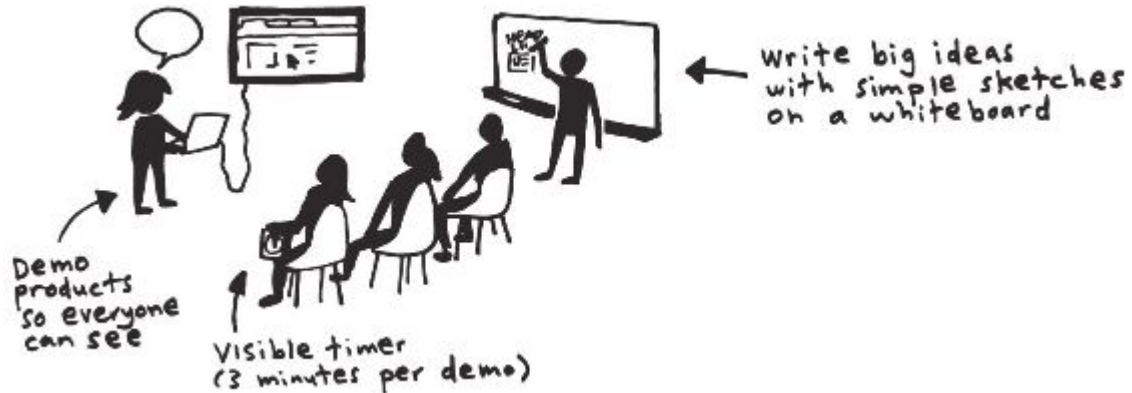
Rabiscar

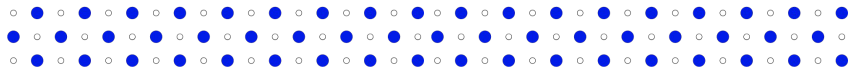


Terça-feira: **RABISCAR**

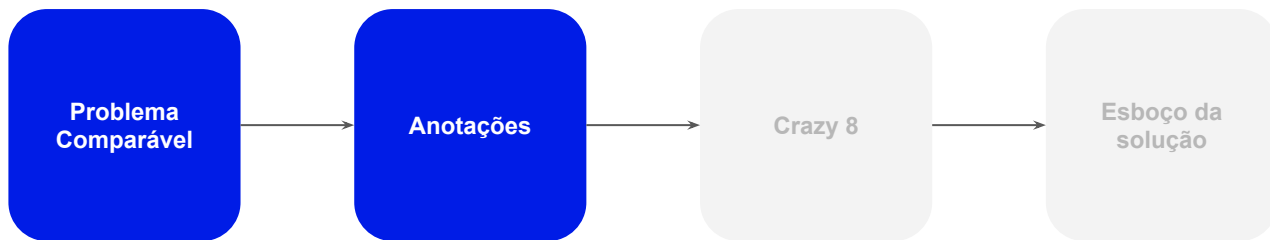


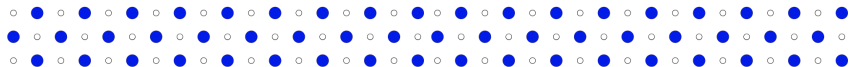
Problema Comparável



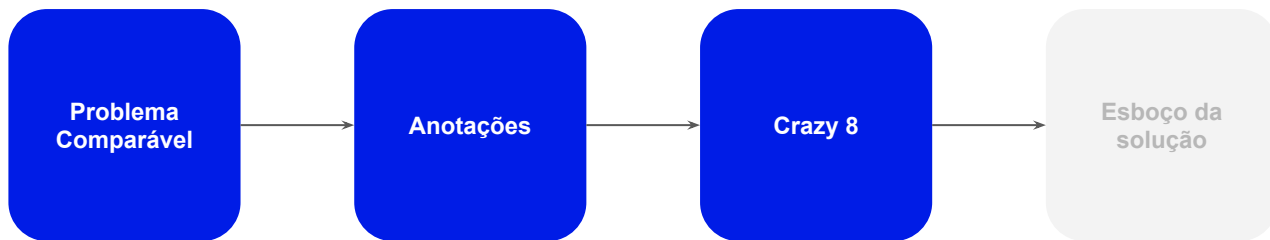


Terça-feira: **RABISCAR**

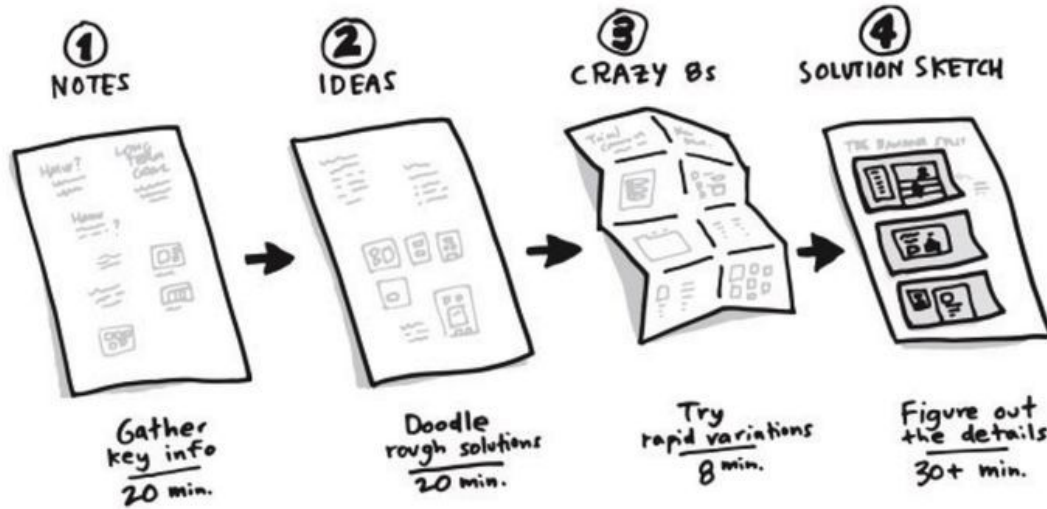




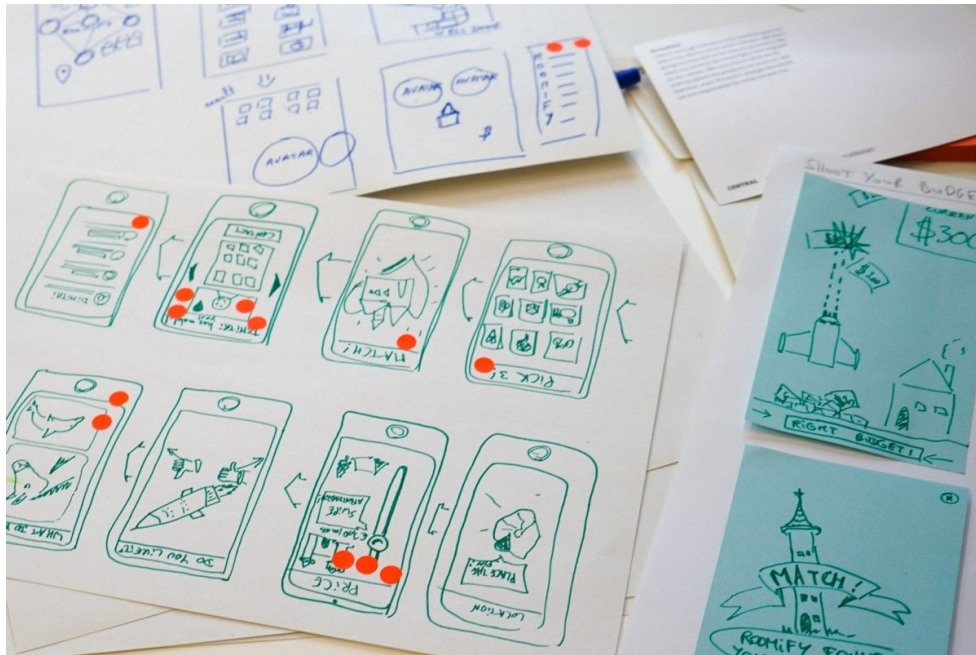
Terça-feira: **RABISCAR**

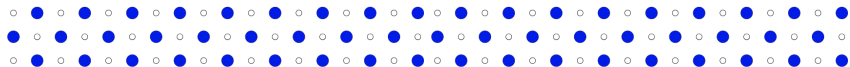


Crazy 8

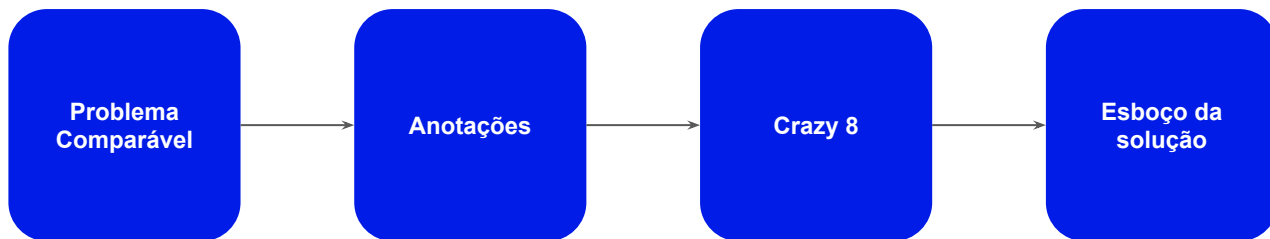


Crazy 8

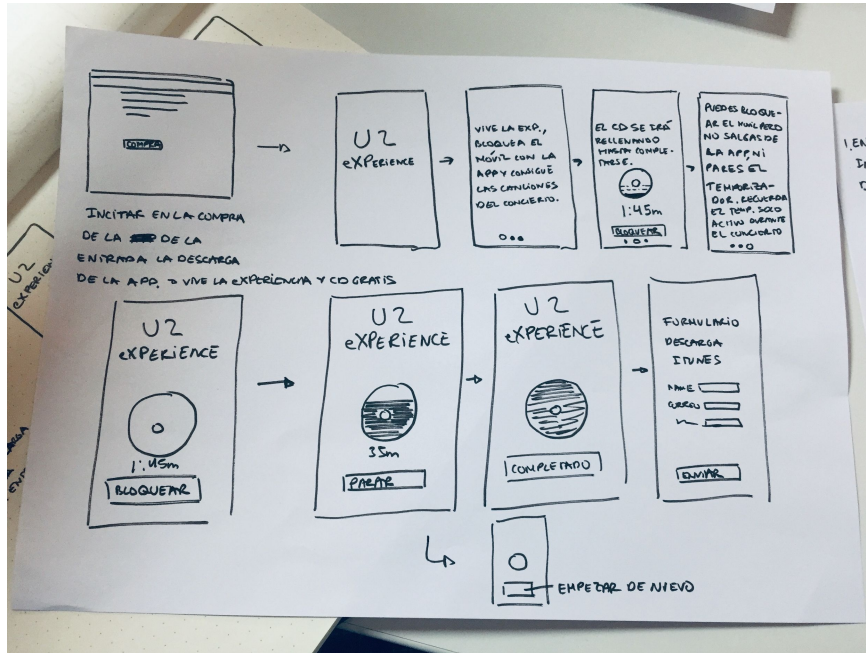




Terça-feira: **RABISCAR**



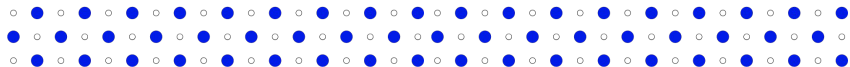
Esboço da solução



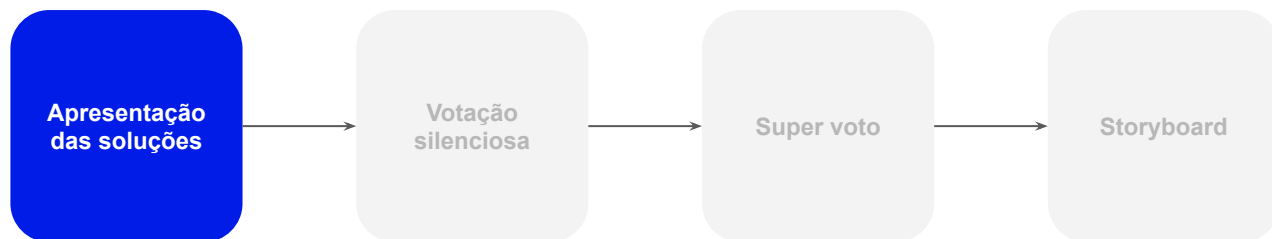
#4

Quarta-feira

Decidir

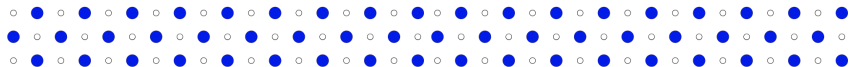


Quarta-feira: **DECIDIR**

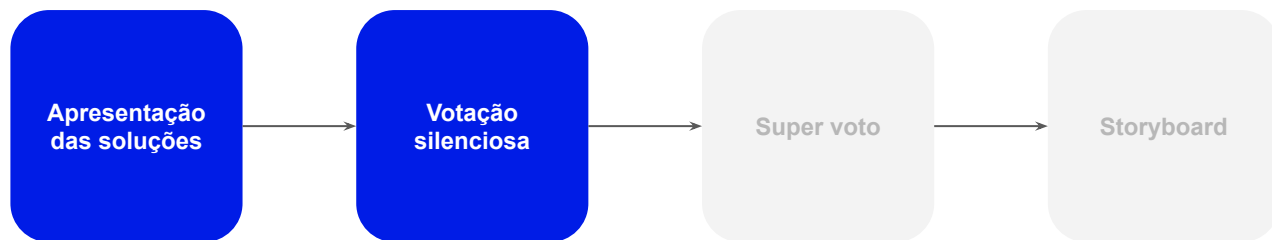


Apresentação da solução

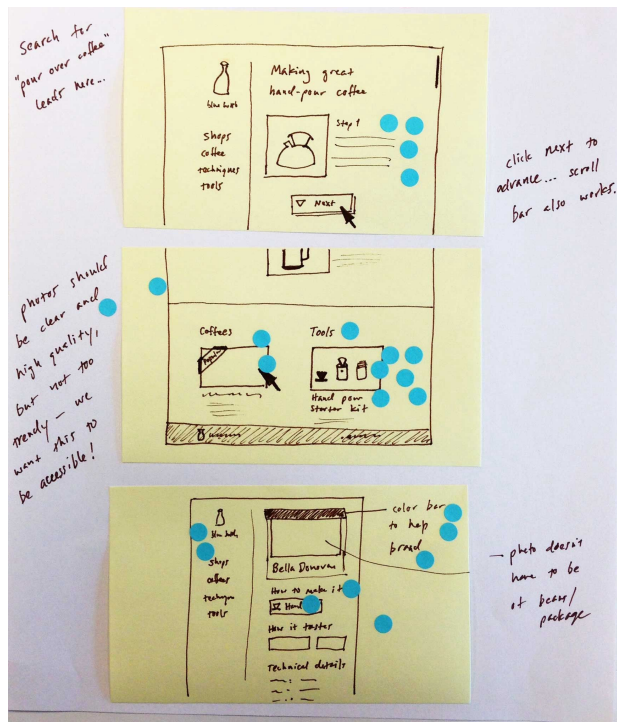


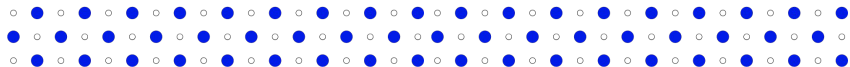


Quarta-feira: **DECIDIR**

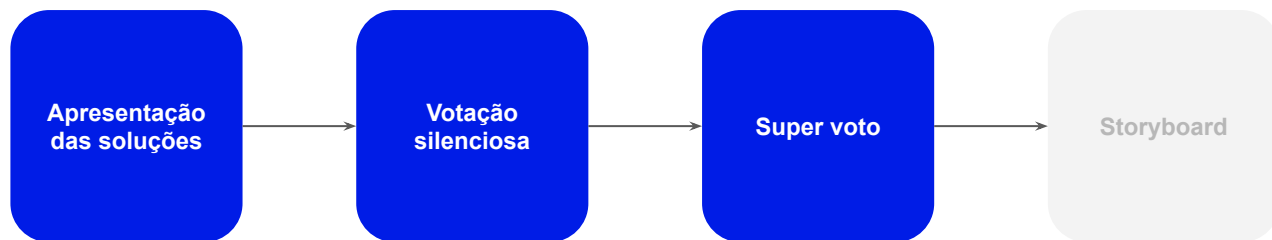


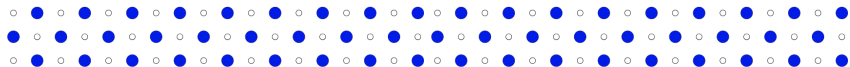
Apresentação da solução





Quarta-feira: **DECIDIR**





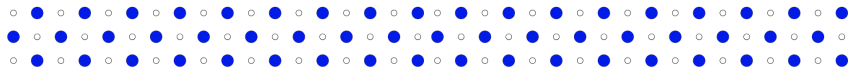
Supervoto



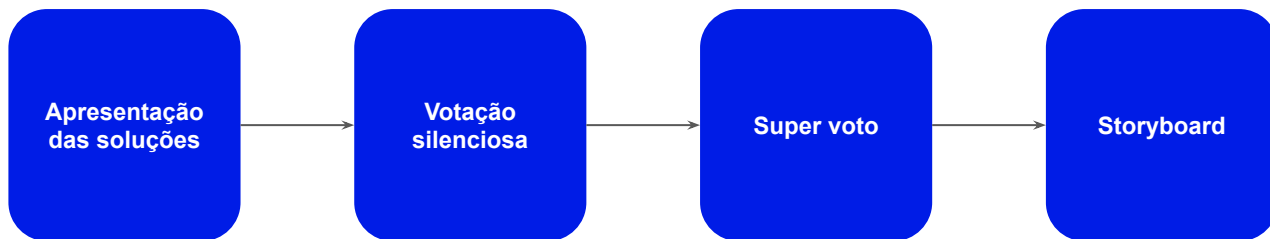
Participantes



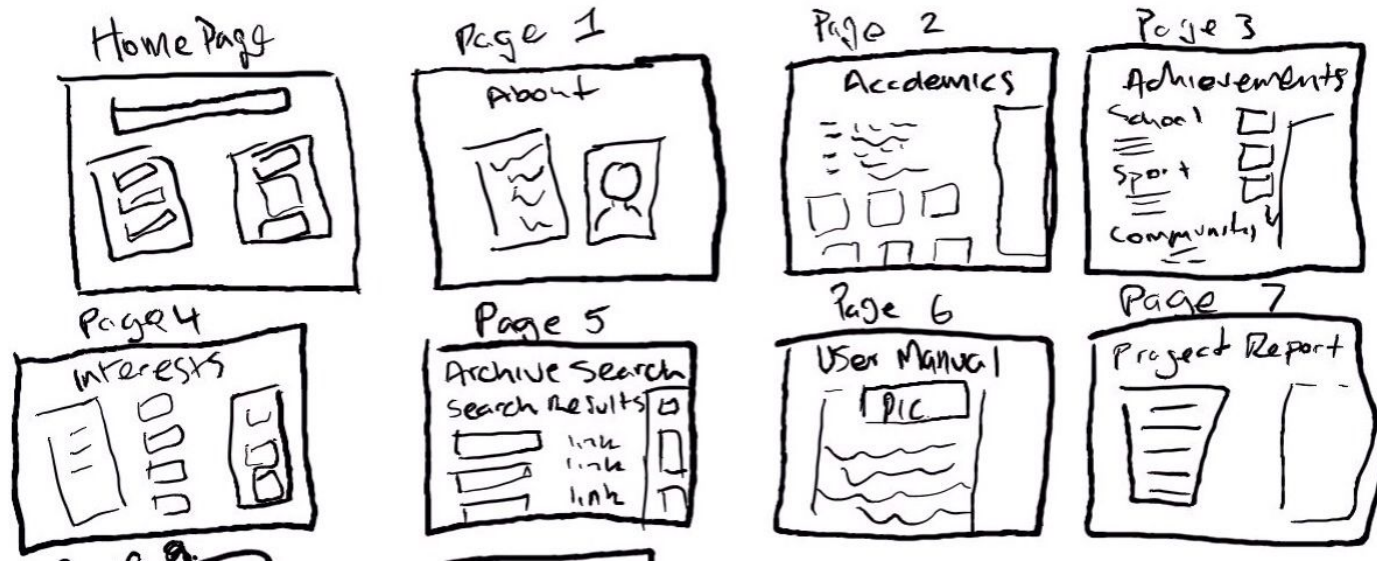
Decisor



Quarta-feira: **DECIDIR**



Storyboard

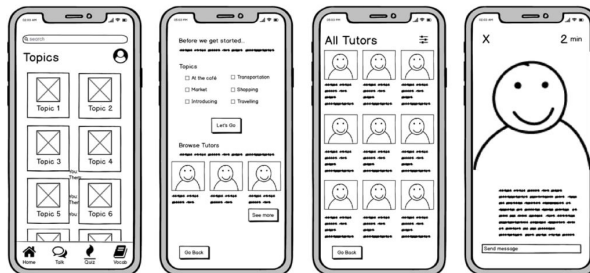
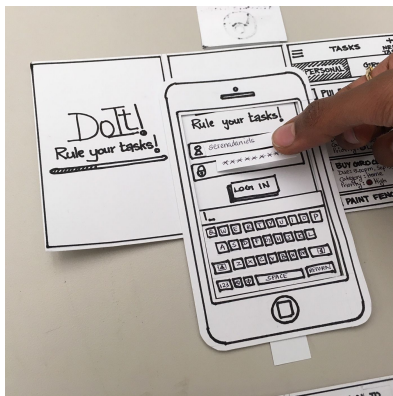


#5

Quinta-feira

Prototipar

Quinta-feira: **PROTOTIPAR**

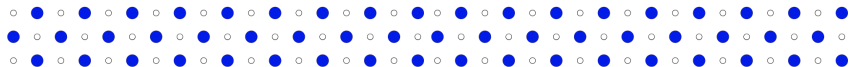


Menor fidelidade

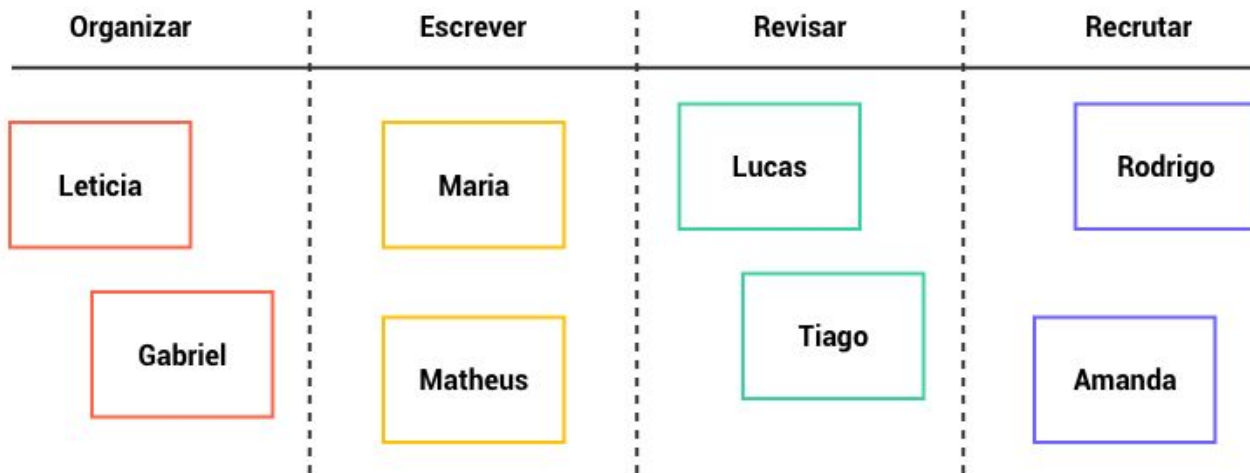
Maior fidelidade

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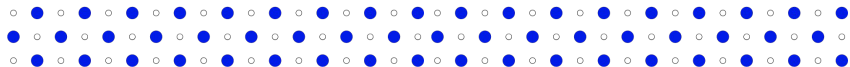
Quinta-feira: **PROTOTIPAR**



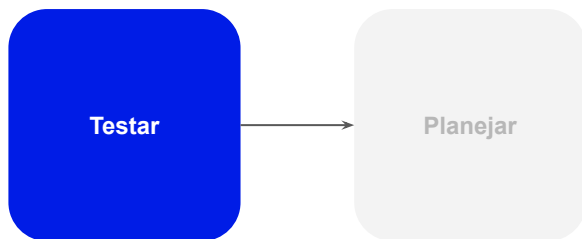
#6

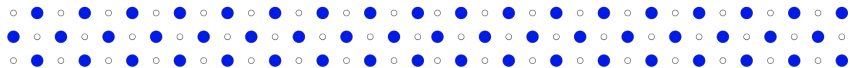
Sexta-feira

Validar



Sexta-feira: **VALIDAR**

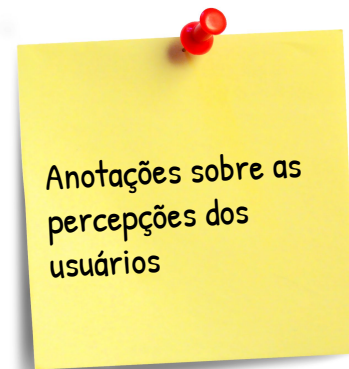


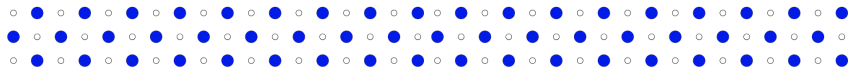


Sexta-feira: **VALIDAR**

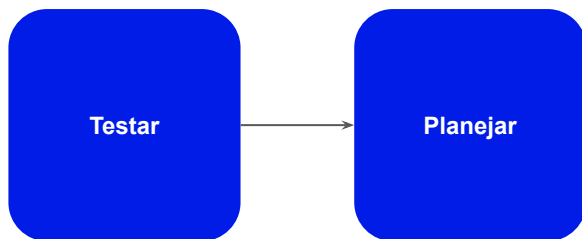


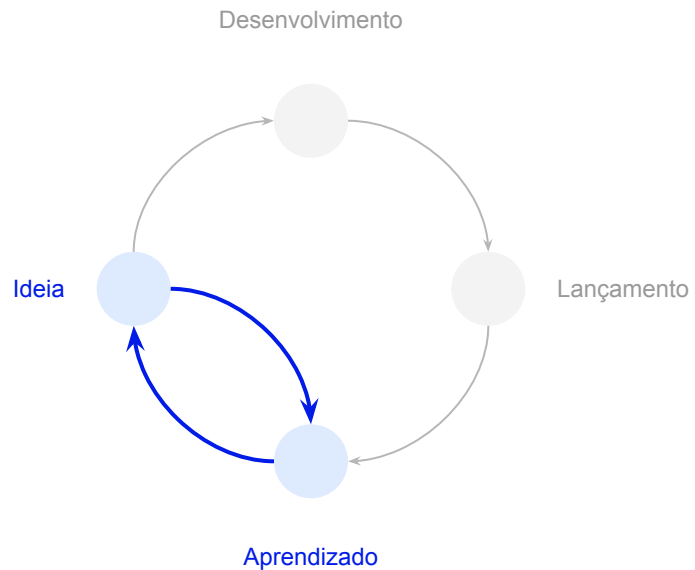
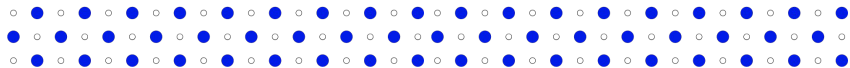
Teste de Usabilidade





Sexta-feira: **VALIDAR**

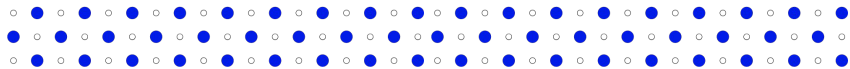




#7

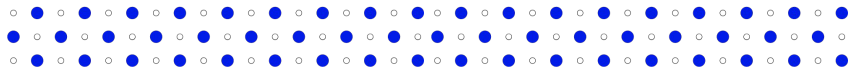
Design sprint

de 2 horas



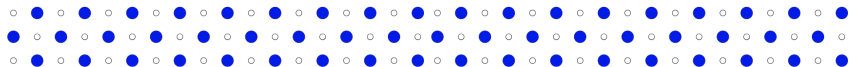
Mapear *(55 Min)*

- **7 minutos** - Começo. Explique como as coisas vão funcionar. Determine as metas.
- **8 minutos** - Determine o objetivo principal e os principais problemas para atingi-lo.
- **10 minutos** - Desenvolva o mapa do usuário (as etapas que o usuário/cliente passa para atingir o objetivo principal)
- **10 minutos** - Dê a cada um 3 post-it de “Como Podemos” (“How Might We”). Eles devem preencher os 3 post-its com oportunidades para atuar, dentro dos problemas identificados no mapa. Reúna todos os post-its no quadro.
- **10 minutos** - Mapa de afinidade
- **8 minutos** - Dê a cada um 1 voto para decidir qual pergunta de “Como Podemos” eles querem abordar.
- **2 minutos** - Define-se qual o problema a ser abordado



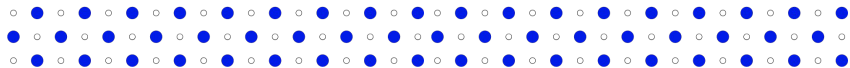
Rabiscar *(35 Min)*

- **10 minutos** - Demonstrações relâmpago (falem de problemas similares, soluções e empresas referência)
- **15 minutos** - Crazy 8's - Todos esboçam ideias para solucionar o problema sugerido.
- **10 minutos** - Seleciona ideias melhores e sketch uma ideia por pessoa (ou 2 por mesa, dependendo do grupo). Prepara este sketch com mais detalhe em folha A4.



Decidir *(30 Min)*

- **10 minutos** - Exibe-se os esboços/propostas nas paredes. Descrição breve de cada ideia.
- **5 minutos** - Todos circulam pela sala votando nas ideias mais interessantes (3 votos/adesivos por pessoa).
- **5 minutos** - Decidir a melhor (ou melhores) ideia, que pode ser a combinação das ideias mais votadas.
- **10 minutos** - Final sketch e storyboard (se adequado)



Validar



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Obrigado!



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