



Processos de design: construção e dimensionamento

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Como criar um planejamento de UX

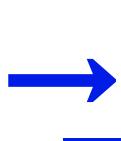
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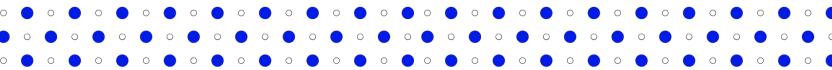
Design

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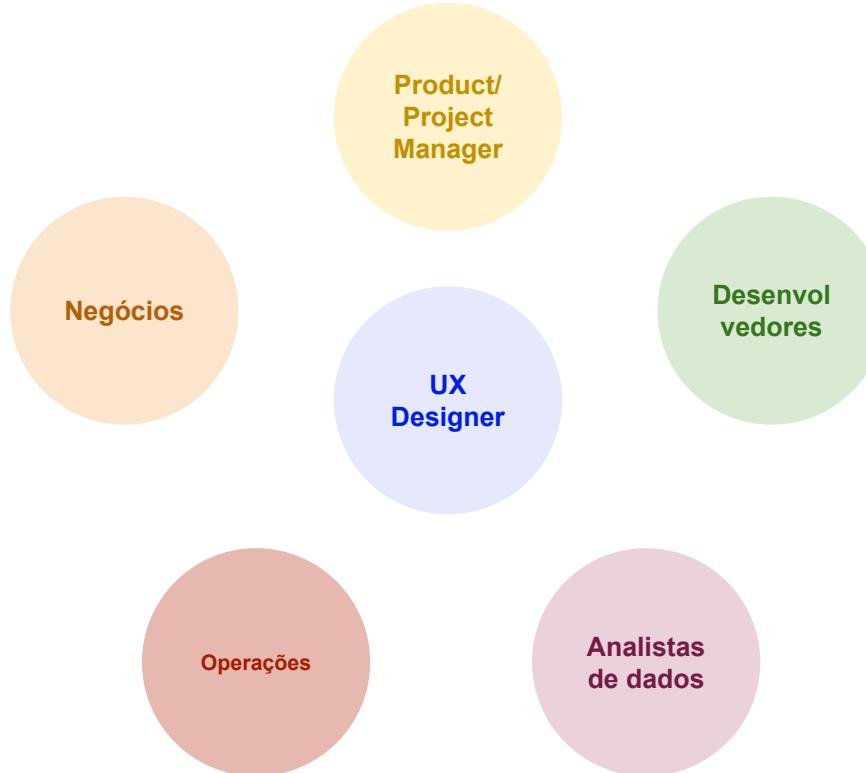
Projetar



Projeto → **Planejamento**

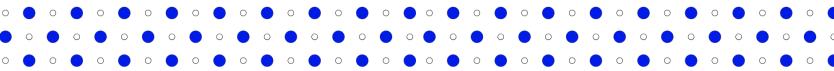


Stakeholders

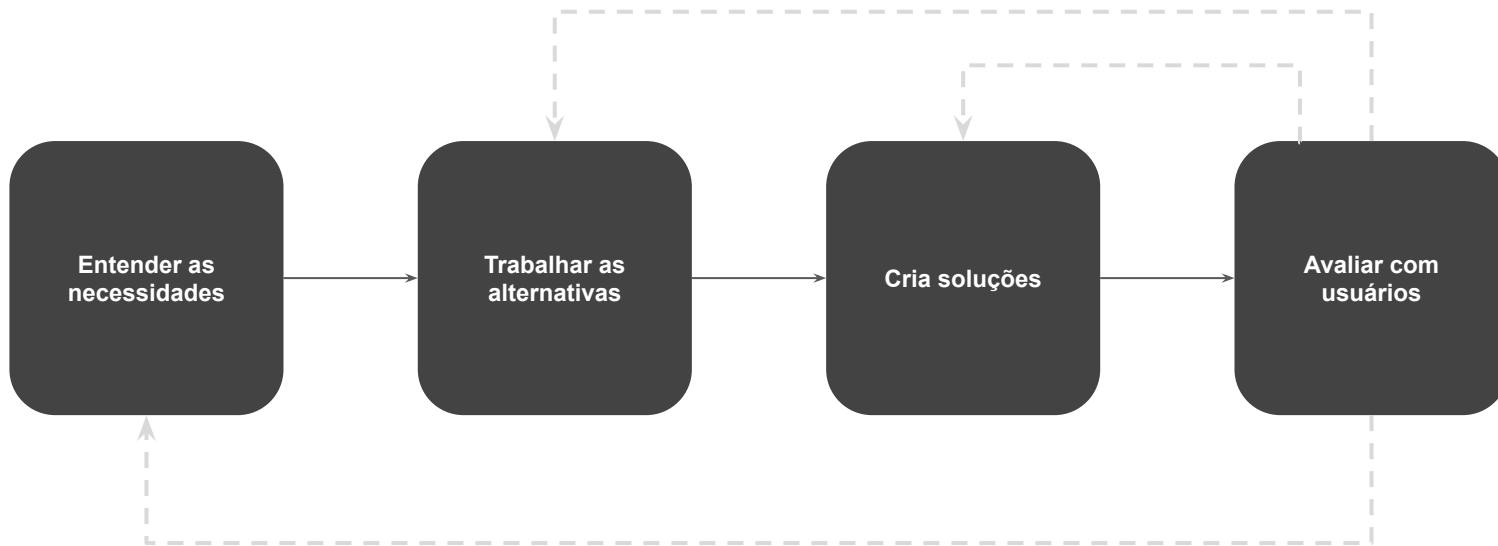


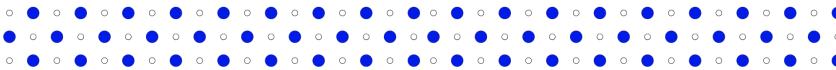
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Design Centrado no Usuário





Semana 1

Semana 2

Semana 3

Semana 4

Semana 5

Semana 6

Semana 7

Semana 8

Semana 9

Entender as
necessidades

Trabalhar as
alternativas

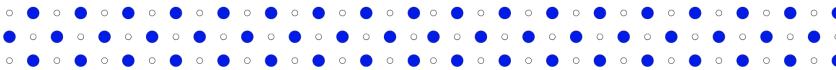
Cria soluções

Avaliar com
usuários

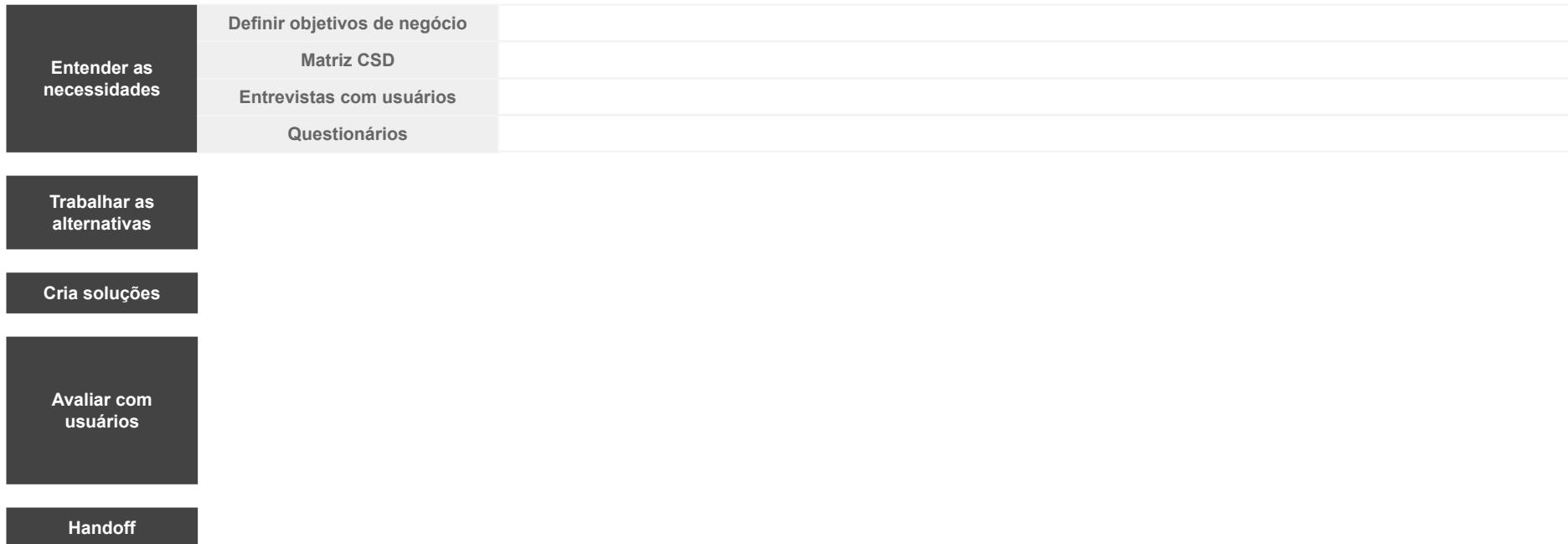
Handoff

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Semana 1 Semana 2 Semana 3 Semana 4 Semana 5 Semana 6 Semana 7 Semana 8 Semana 9

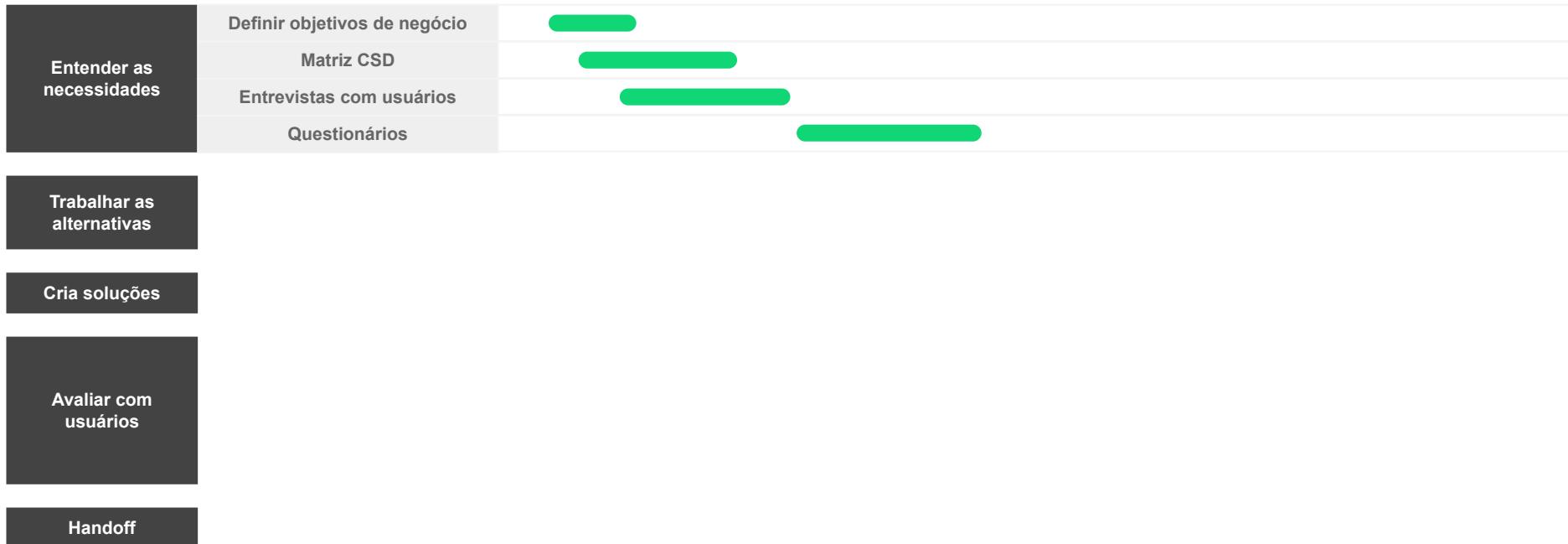


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Semana 1 Semana 2 Semana 3 Semana 4 Semana 5 Semana 6 Semana 7 Semana 8 Semana 9

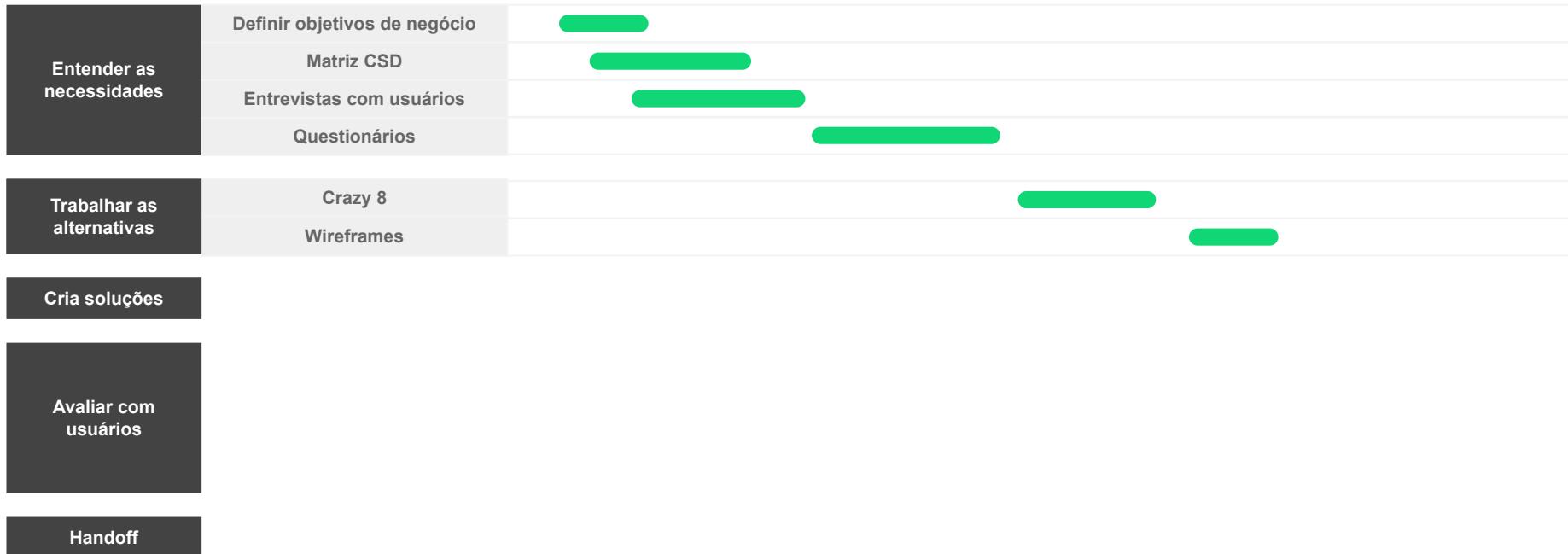


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Semana 1 Semana 2 Semana 3 Semana 4 Semana 5 Semana 6 Semana 7 Semana 8 Semana 9

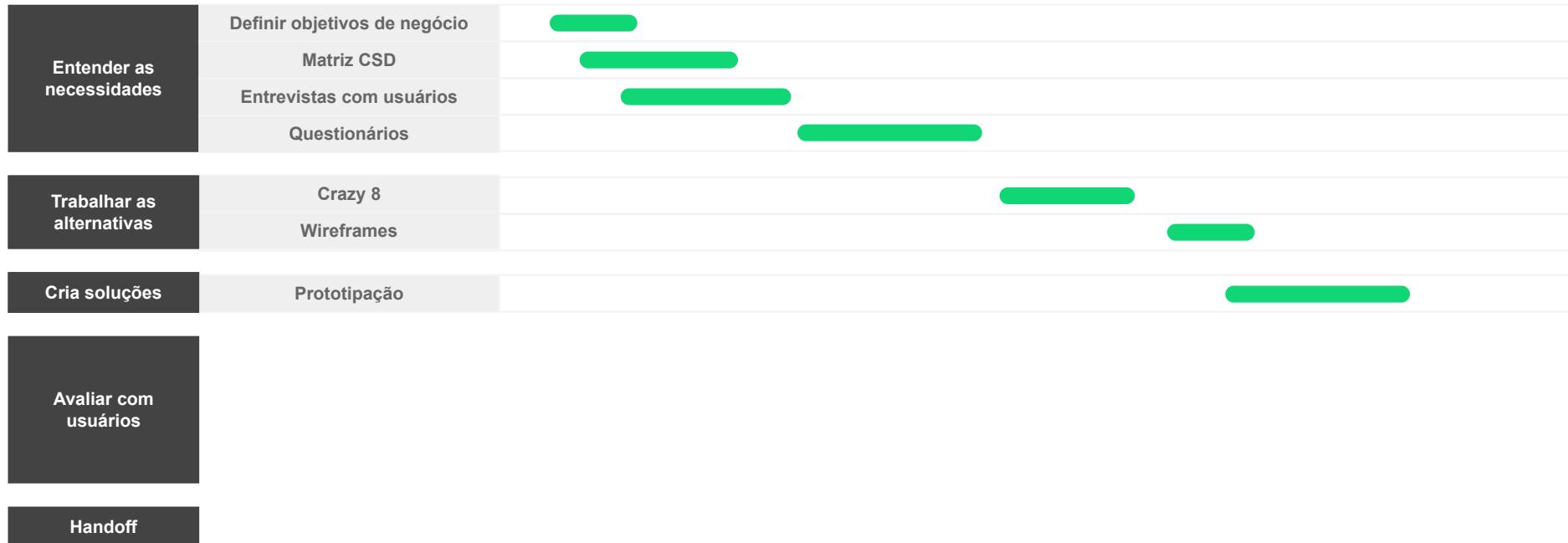


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Semana 1 Semana 2 Semana 3 Semana 4 Semana 5 Semana 6 Semana 7 Semana 8 Semana 9



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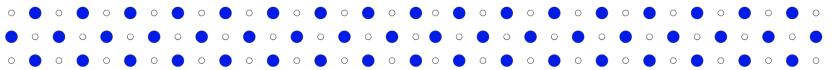


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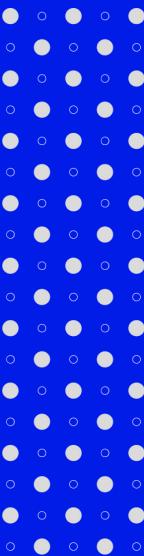
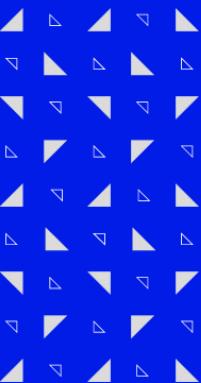


Semana 1 Semana 2 Semana 3 Semana 4 Semana 5 Semana 6 Semana 7 Semana 8 Semana 9



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Lean UX

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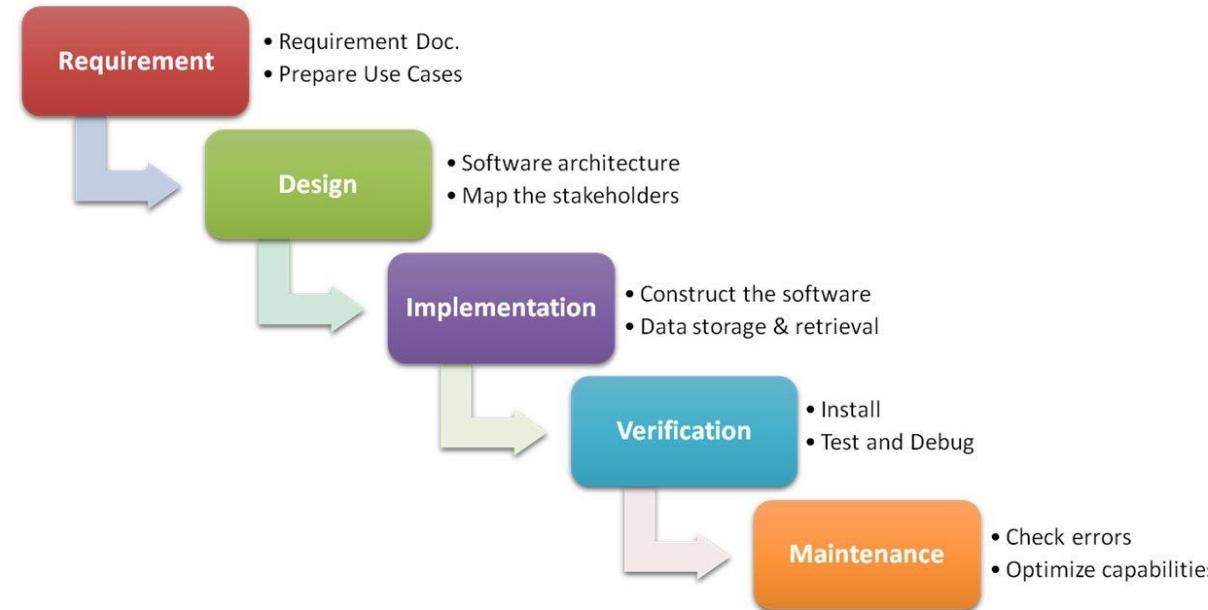
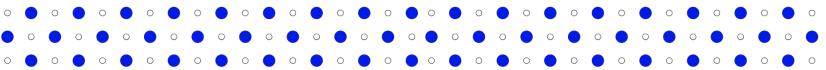
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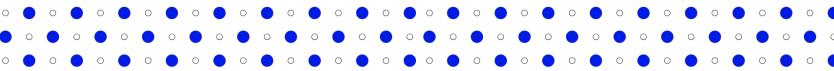


Desenvolvimento tradicional

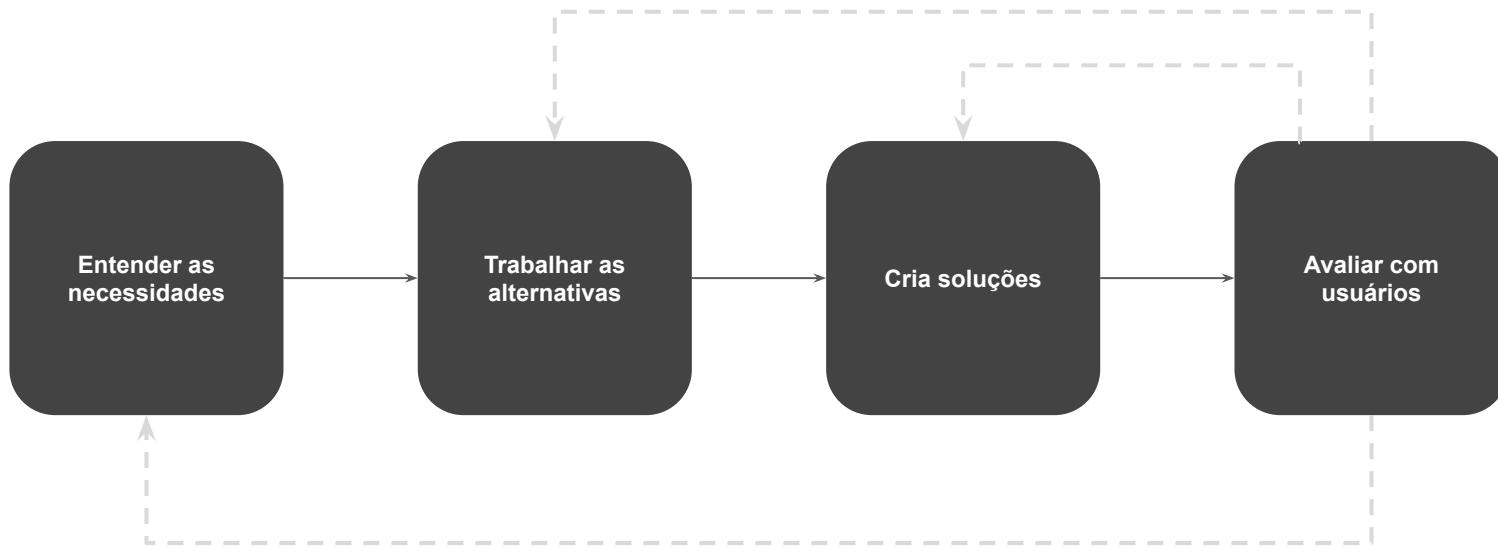
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Design Centrado no Usuário

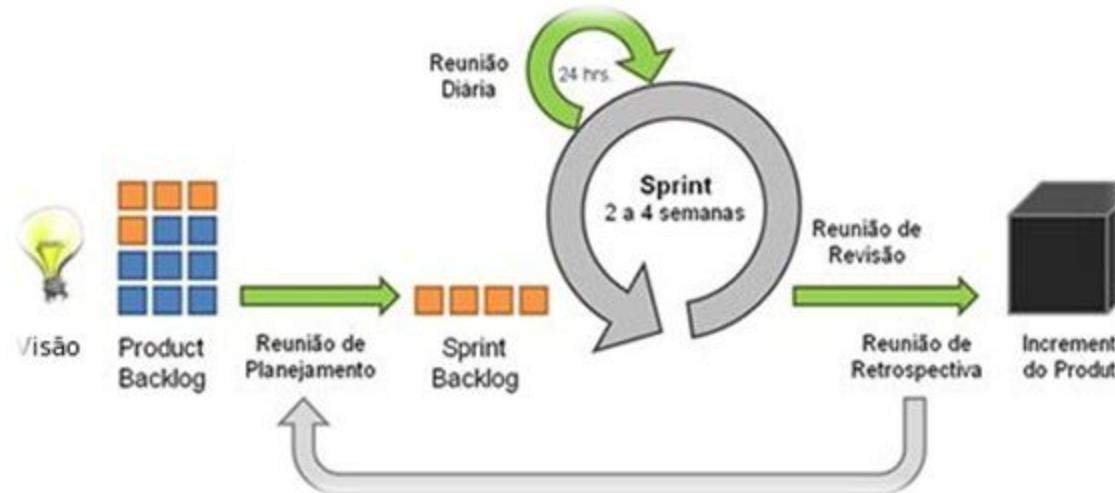




Desenvolvimento ágil

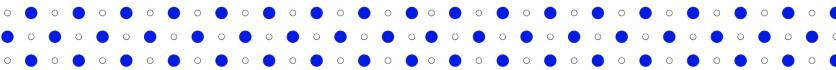
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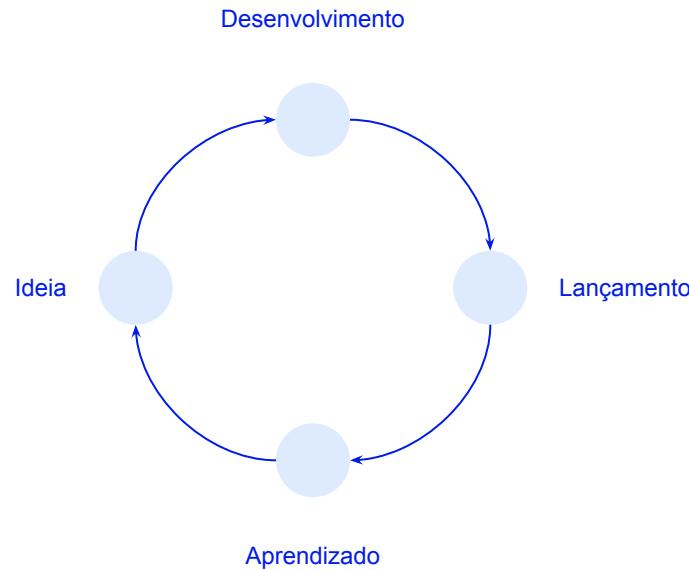
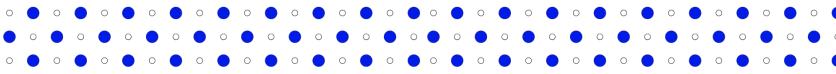
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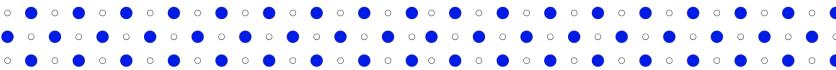
Valores da metodologia ágil

- 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.



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

(Clare-Marie Karat, Ph.D)

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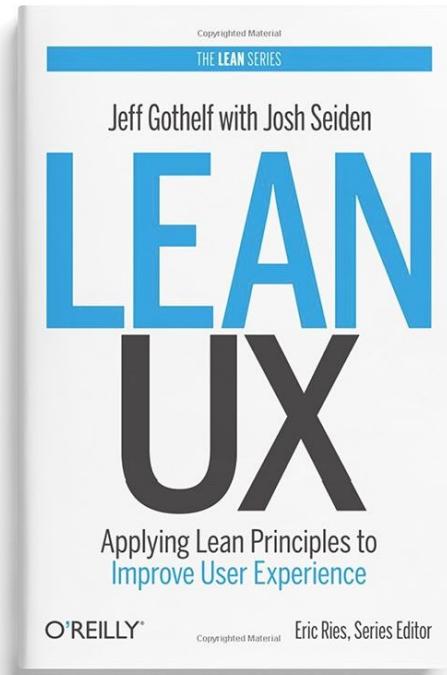
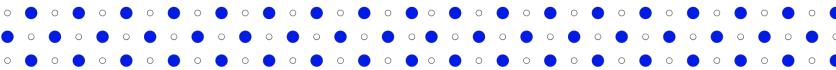
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Lean UX

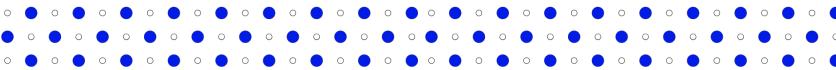
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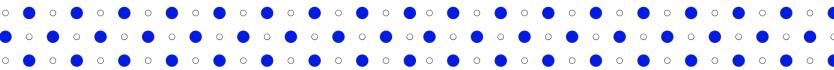
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A Lean UX é a forma mais enxuta e simples de colocar em prática o desenvolvimento de produtos com foco na experiência do usuário.

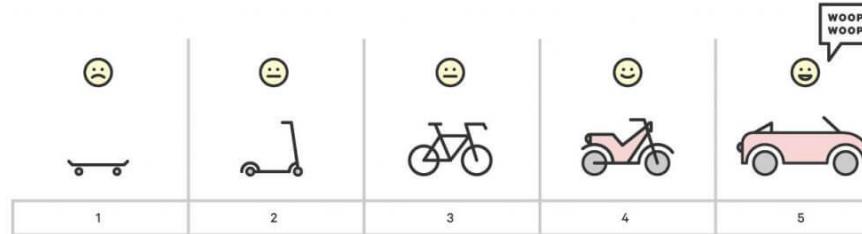
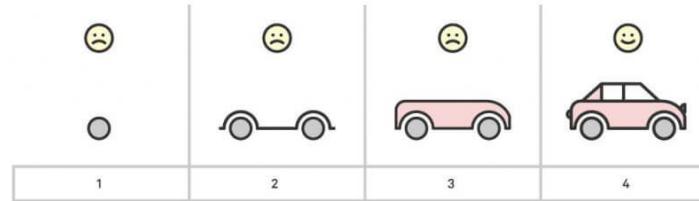
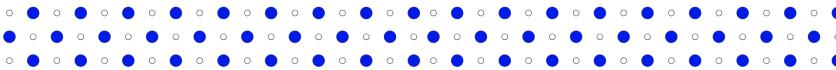
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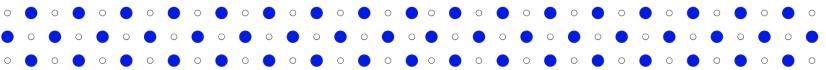
MVP

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



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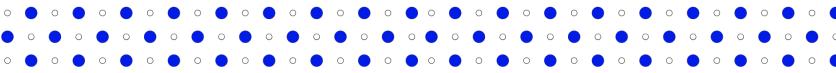
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Fail fast, learn faster

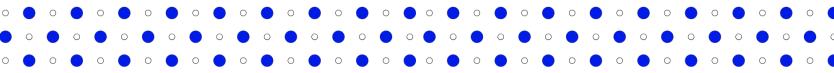
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Lean UX



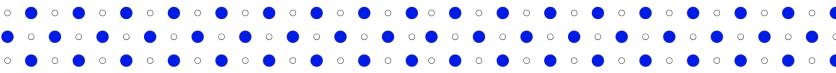


Lean UX



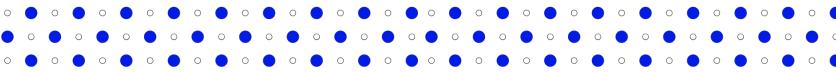
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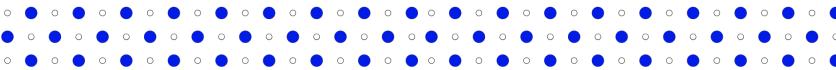
Lean UX





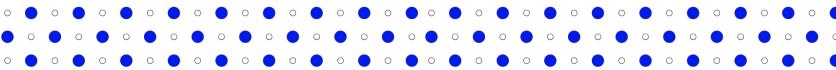
Lean UX





Lean UX





Princípio Lean

Diminuir o desperdício do processo comum de UX

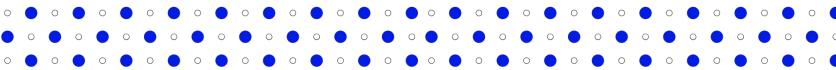
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Design Sprint

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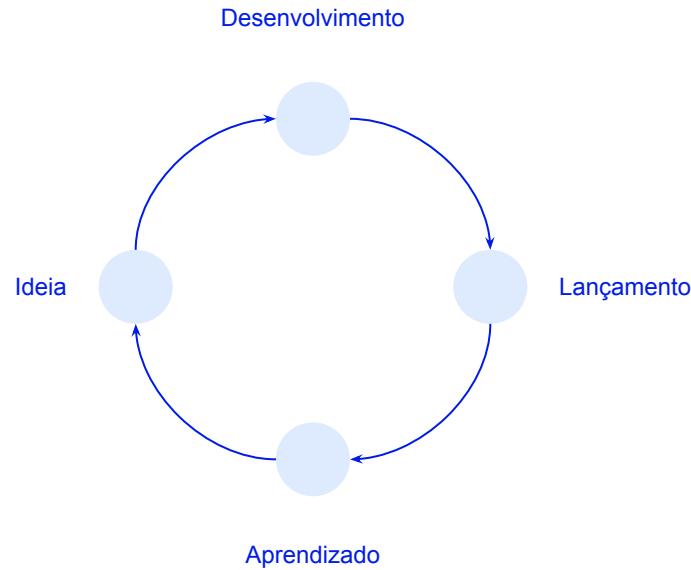
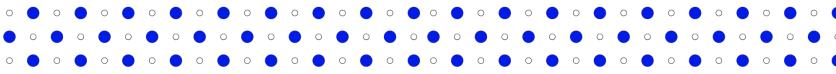


Design Sprint é...

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.

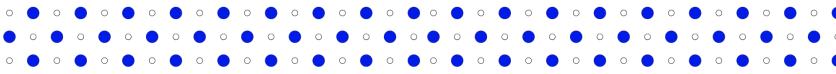
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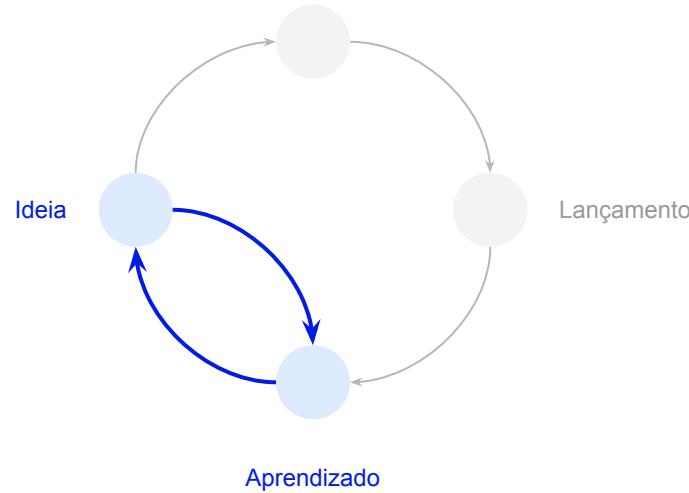


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Desenvolvimento



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G/

The Design Sprint



Understand



Sketch



Decide



Prototype



Validate

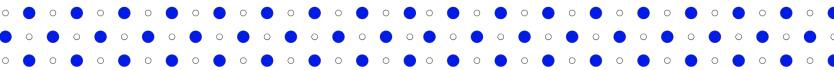
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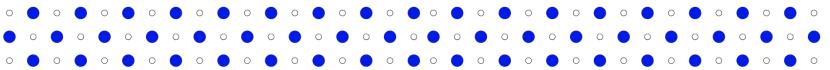
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Quando utilizar o Design Sprint?

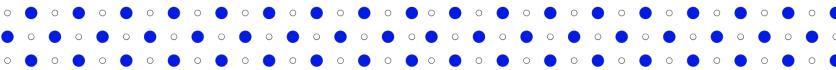
- No início de um novo projeto para definir seu produto ou criar uma visão compartilhada;
- Quando o tempo é crítico e você precisa injetar velocidade em seu processo de desenvolvimento ou tomada de decisão
- Após descobrir novas idéias Para aproveitar novas descobertas, dados ou pesquisas
- **Se você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



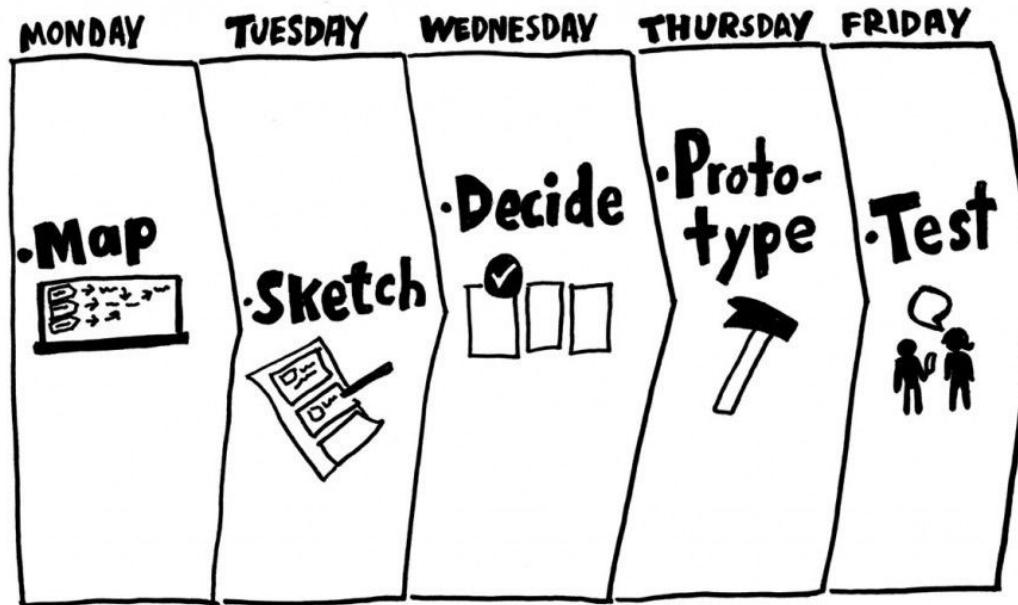
Problema do Brainstorming	Solução do Sprint
Ideias rasas	Ideias detalhadas
Ideias de indivíduos super valorizadas	Sketches anônimos, e sem direito a defesa
Colaborativo, mas talvez muito democrático	O papel do decisor
Falta de resultados concretos	Protótipos e testes

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Ideia



Solução

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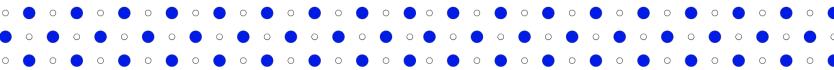
Design Sprint *na prática*

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#1

Preparação



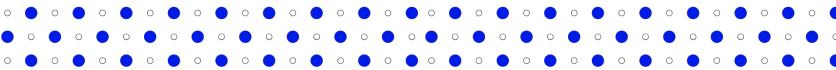
Escopo e a Estrutura:

- 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?

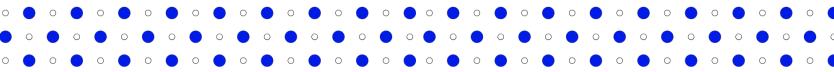
As pessoas não tem
condições de pagar
um plano de saúde



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

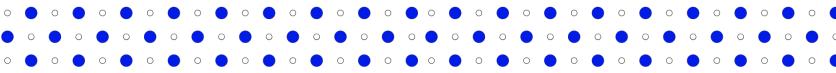
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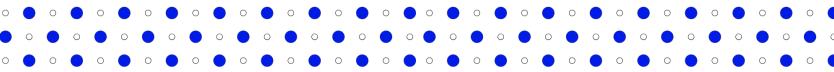
Segunda-feira: MAPEAR



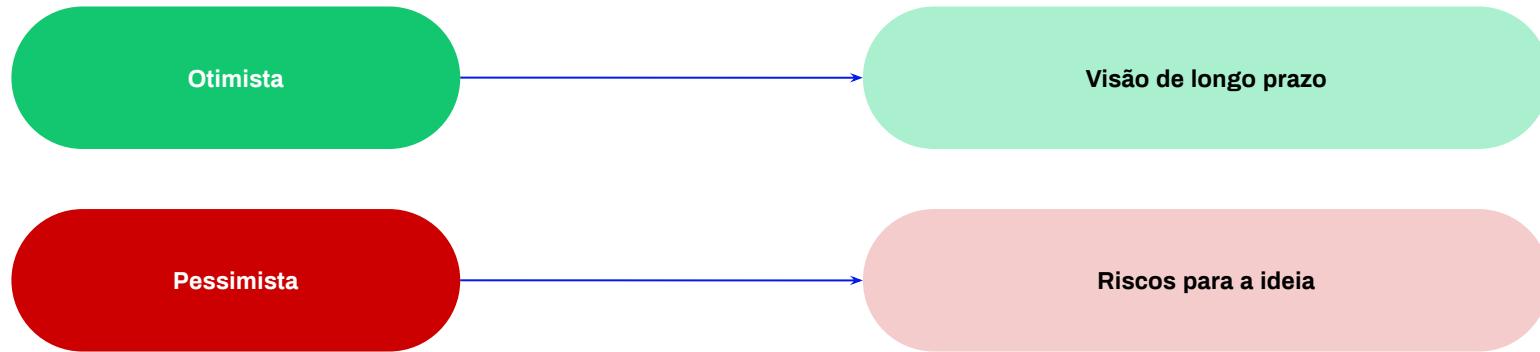


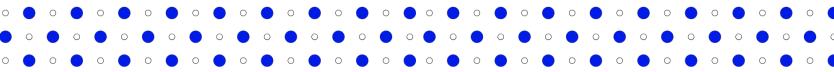
Começando do final





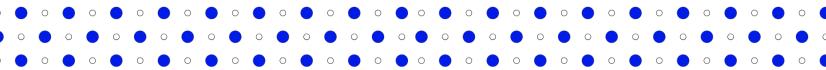
Começando do final



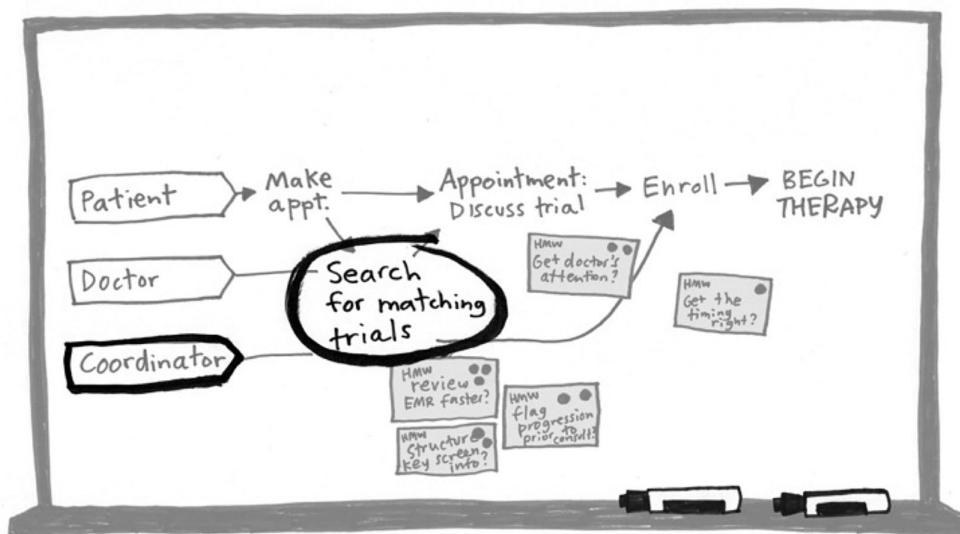


Segunda-feira: MAPEAR



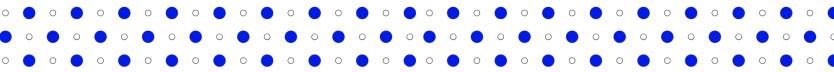


Construindo um mapa



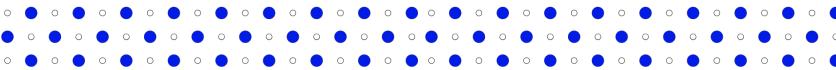
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Segunda-feira: MAPEAR



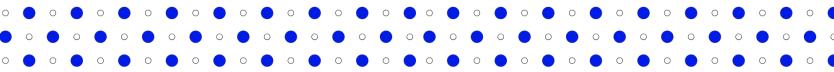


Pergunte aos especialistas



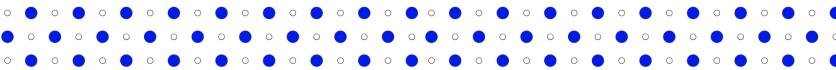
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Segunda-feira: MAPEAR





Pergunte aos especialistas



Categoria 1

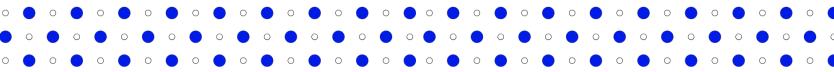


Categoria 2



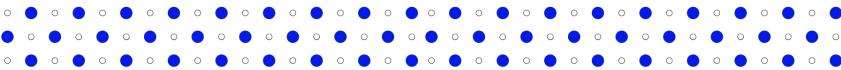
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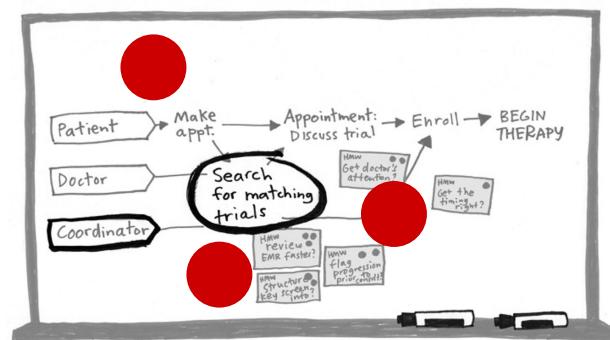


Segunda-feira: MAPEAR





Definindo o foco



Decisor

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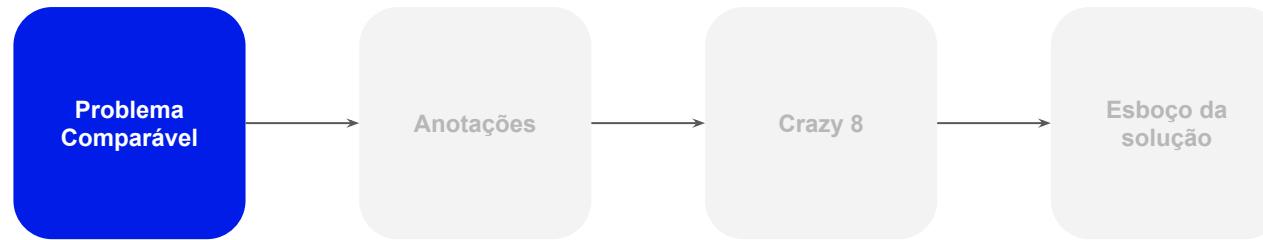
#3

Terça-feira

Rabiscar

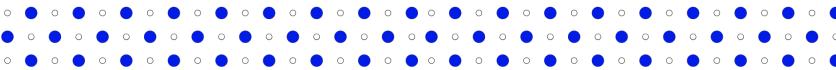


Terça-feira: RABISCAR

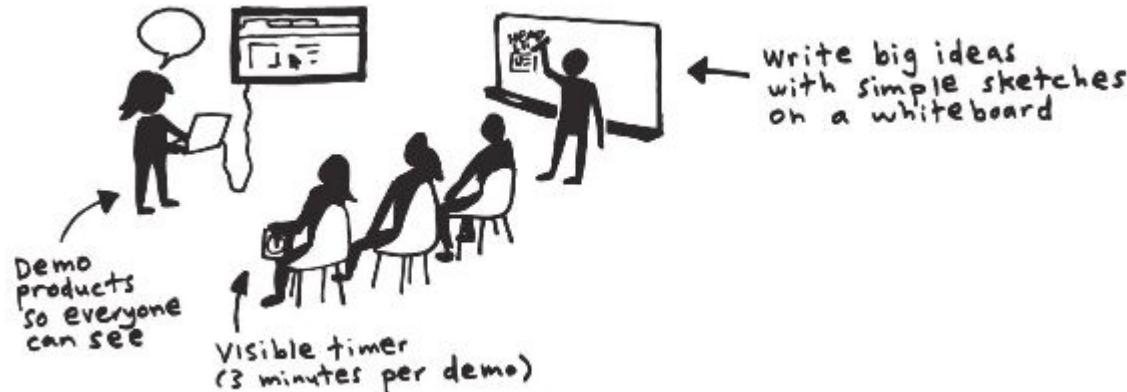


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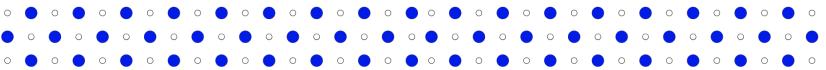


Problema Comparável

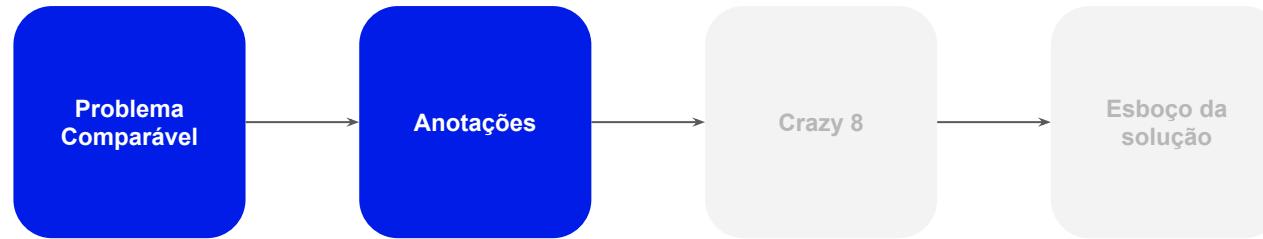


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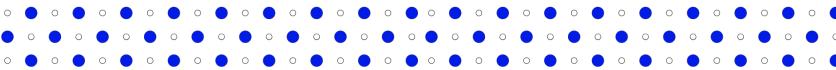


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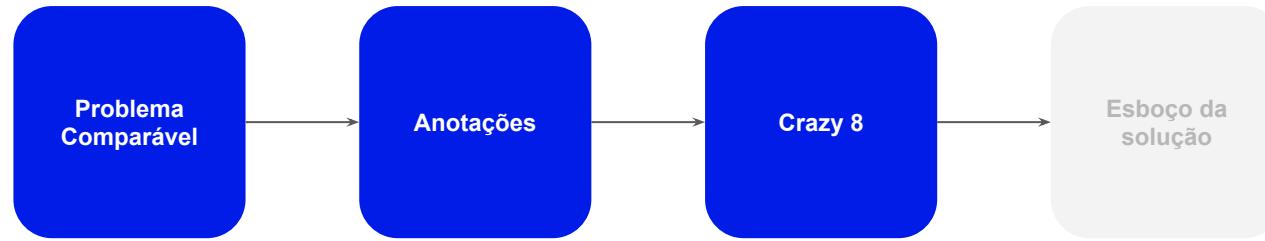


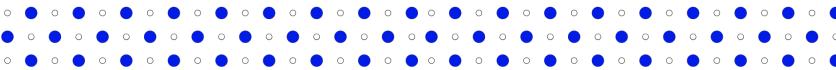
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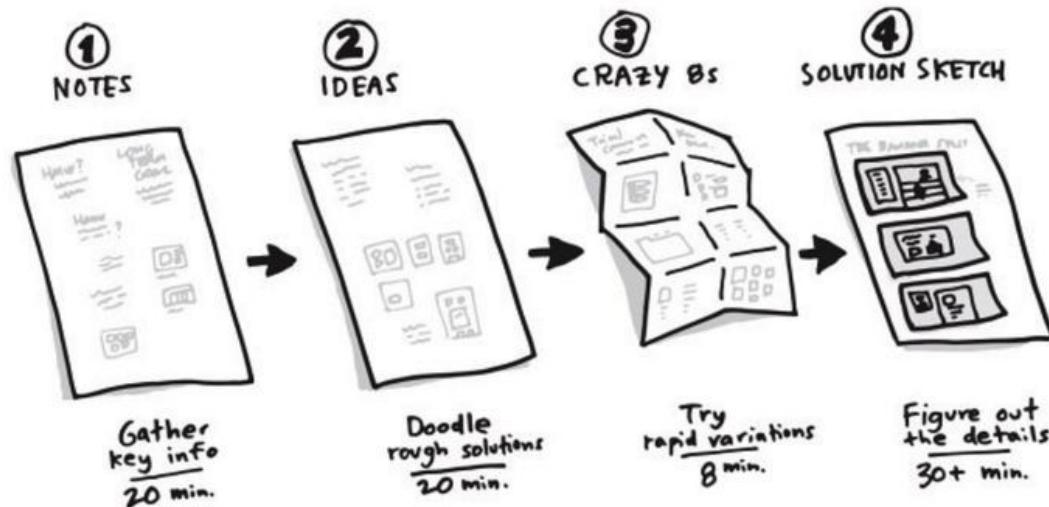


Terça-feira: RABISCAR



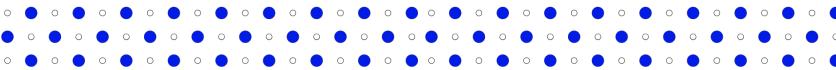


Crazy 8



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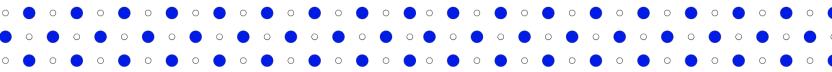


Crazy 8

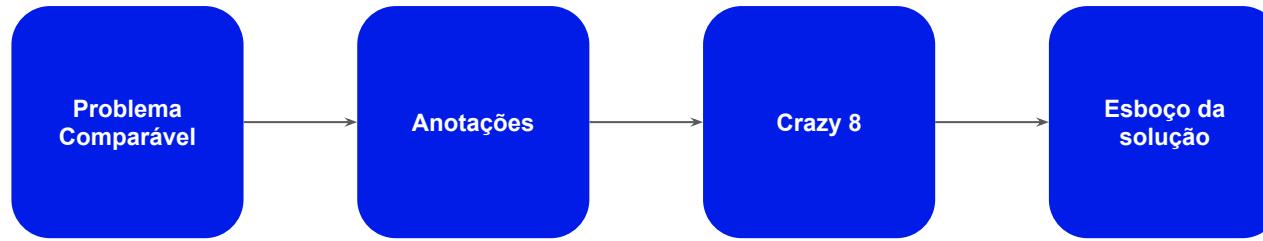


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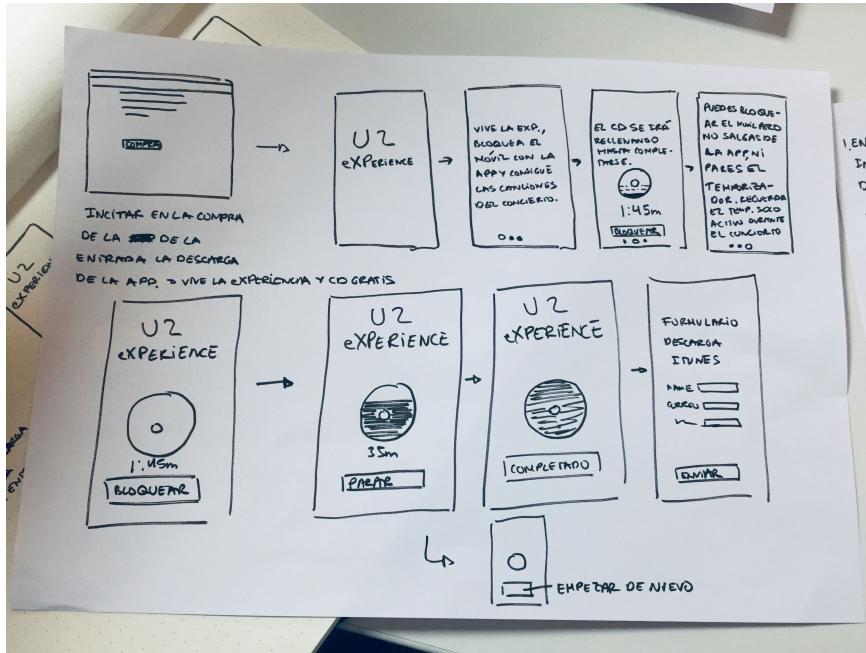
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Terça-feira: RABISCAR



Esboço da solução



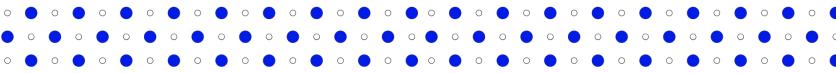
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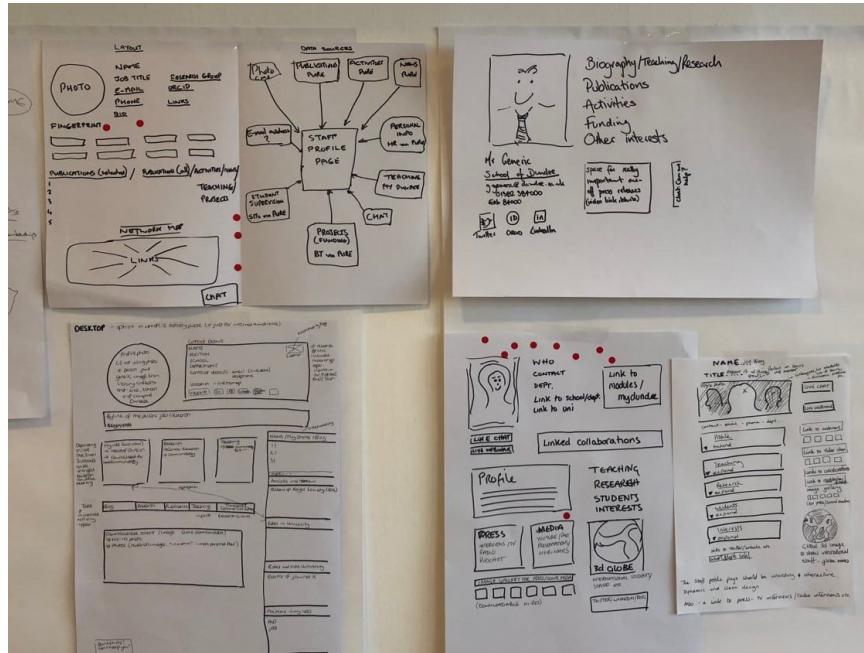
Quarta-feira

Decidir



Quarta-feira: DECIDIR

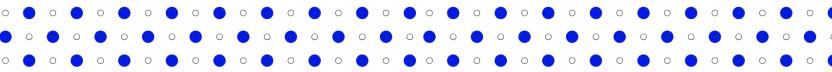




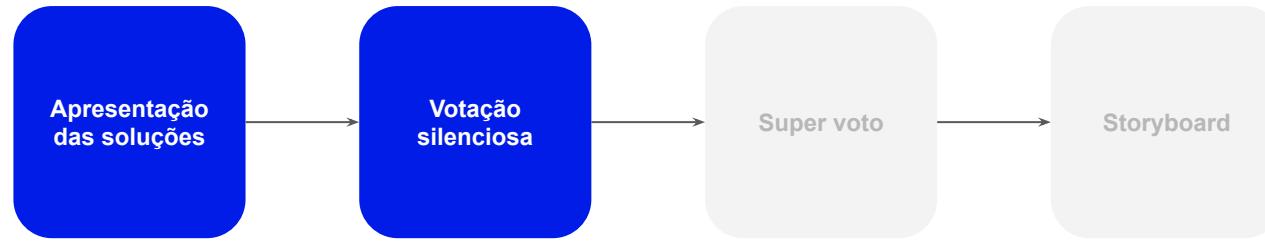
Apresentação da solução

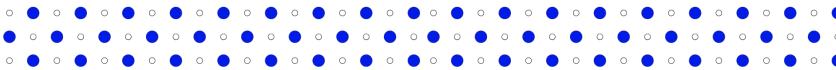
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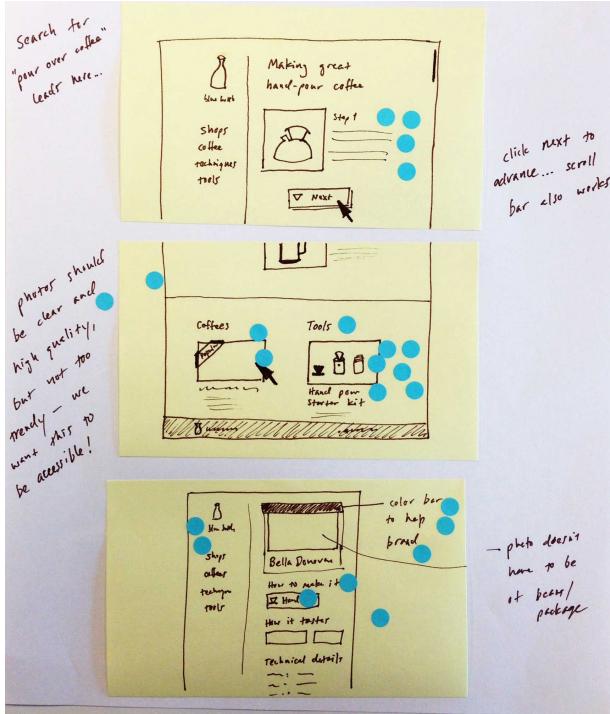


Quarta-feira: DECIDIR



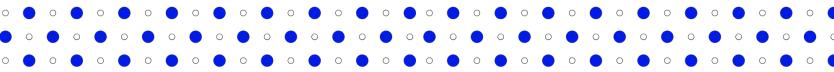


Apresentação da solução

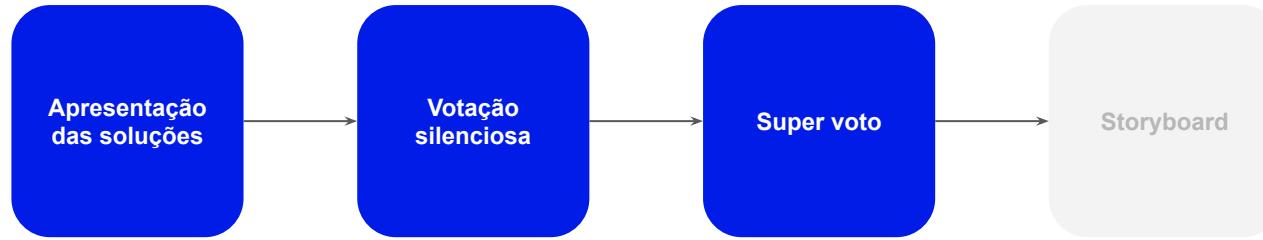


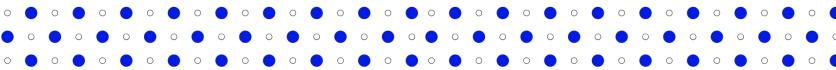
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Quarta-feira: DECIDIR





Supervoto



Participantes



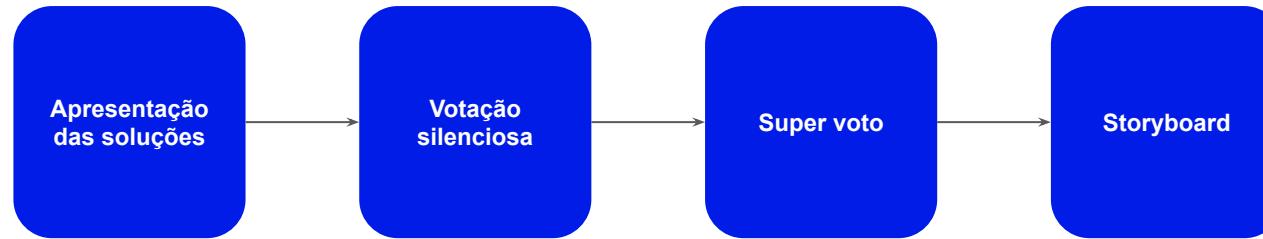
Decisor

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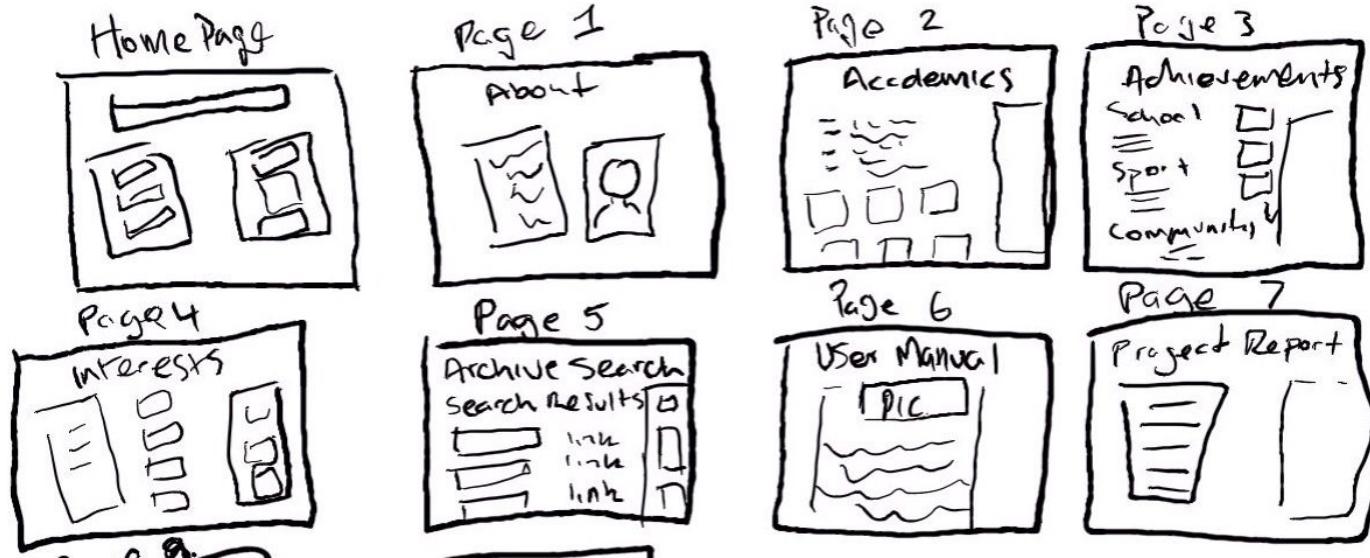


Quarta-feira: DECIDIR





Storyboard



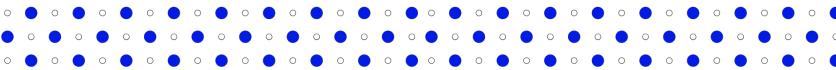
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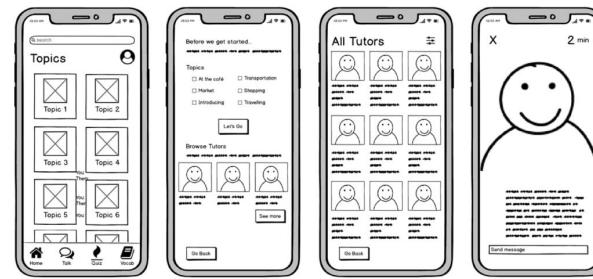
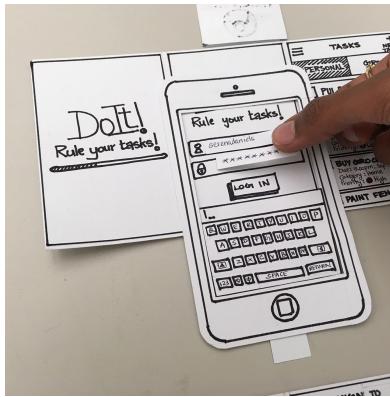
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Quinta-feira

Prototipar



Quinta-feira: PROTOTIPAR

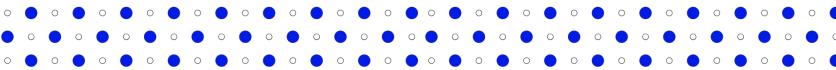


Menor fidelidade

Maior fidelidade

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Quinta-feira: PROTOTIPAR

Organizar	Escrever	Revisar	Recrutar
Leticia	Maria	Lucas	Rodrigo
Gabriel	Matheus	Tiago	Amanda

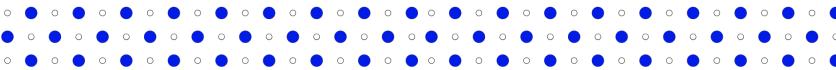
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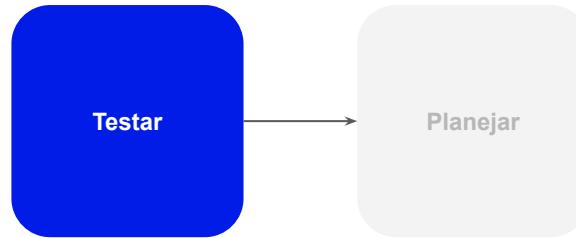
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Sexta-feira

Validar

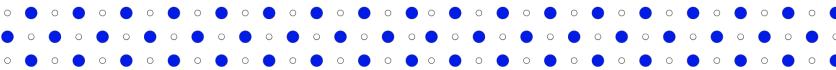


Sexta-feira: VALIDAR

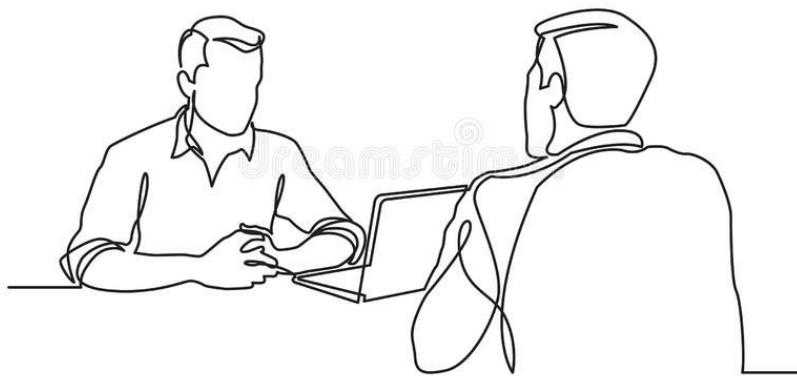


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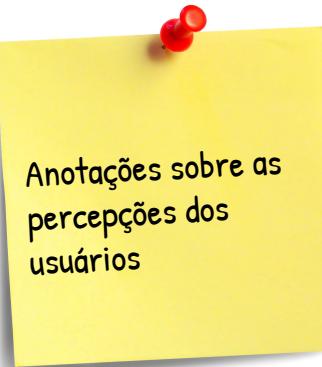
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Sexta-feira: **VALIDAR**

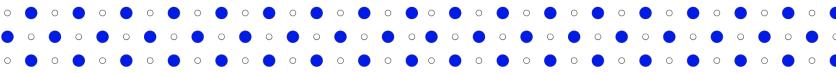


Teste de Usabilidade

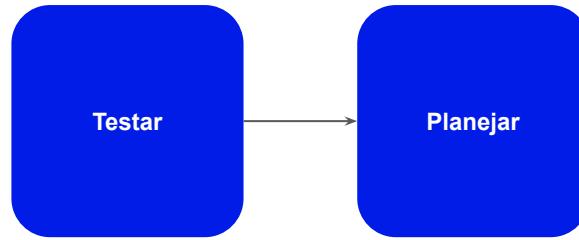


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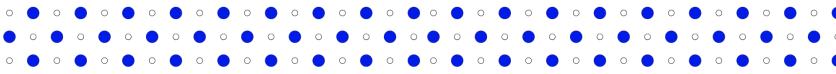


Sexta-feira: VALIDAR

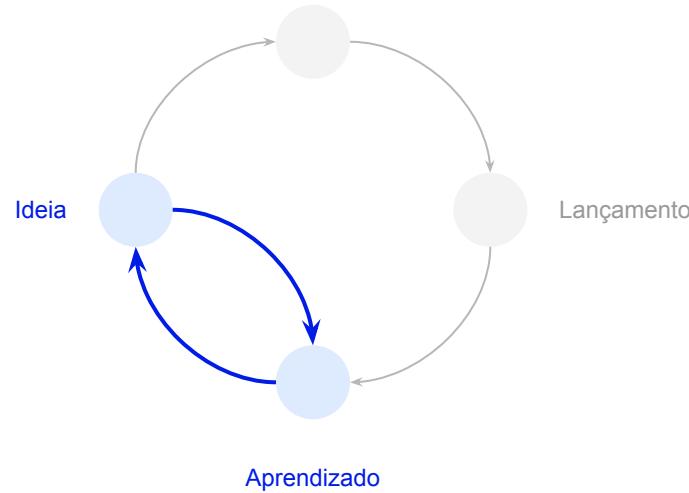


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Desenvolvimento



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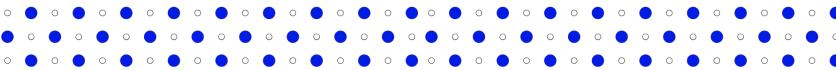
#7

Design sprint

de 2 horas

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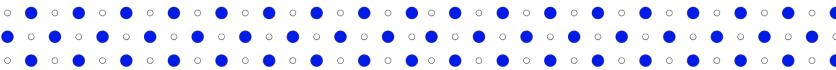
Mapear (55 Min)

- **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



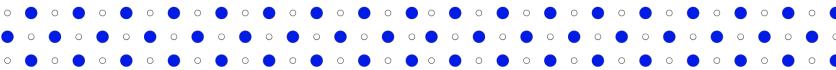
Rabiscar (35 Min)

- **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)

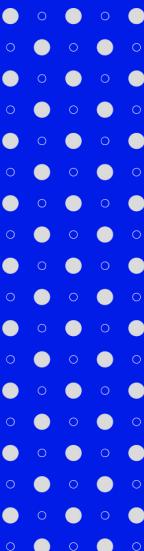
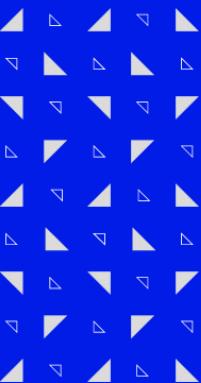
- **10 minutos** - Exibe-se os esboços/propostas nas paredes. Descrição breve de cada ideia.
- **5 minutos** - Todos circulam pela sala votando nas ideias mais interessantes (3 votos/adesivos por pessoa).
- **5 minutos** - Decidir a melhor (ou melhores) ideia, que pode ser a combinação das ideias mais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



Validar



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Obrigado!

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