



THE DEVELOPER'S CONFERENCE

Trilha - Workshop

Visual Thinking

Leonardo Monteiro de Miranda



THE
DEVELOPER'S
CONFERENCE

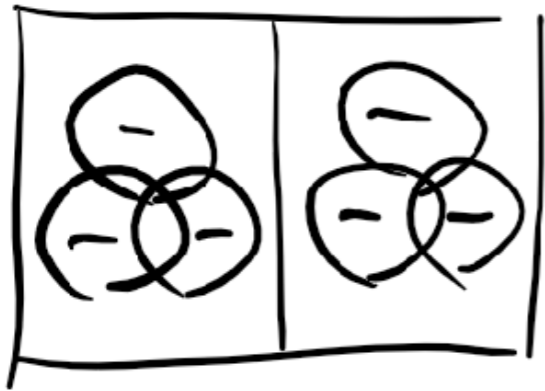
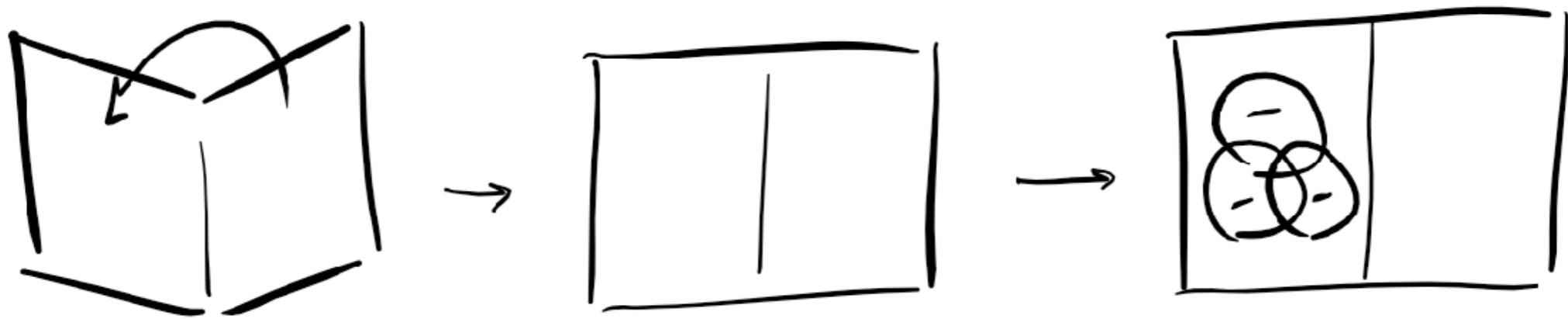
Workshop Visual Thinking

**Desenvolvendo suas Habilidades
em Facilitação Visual**

Leonardo Monteiro de Miranda

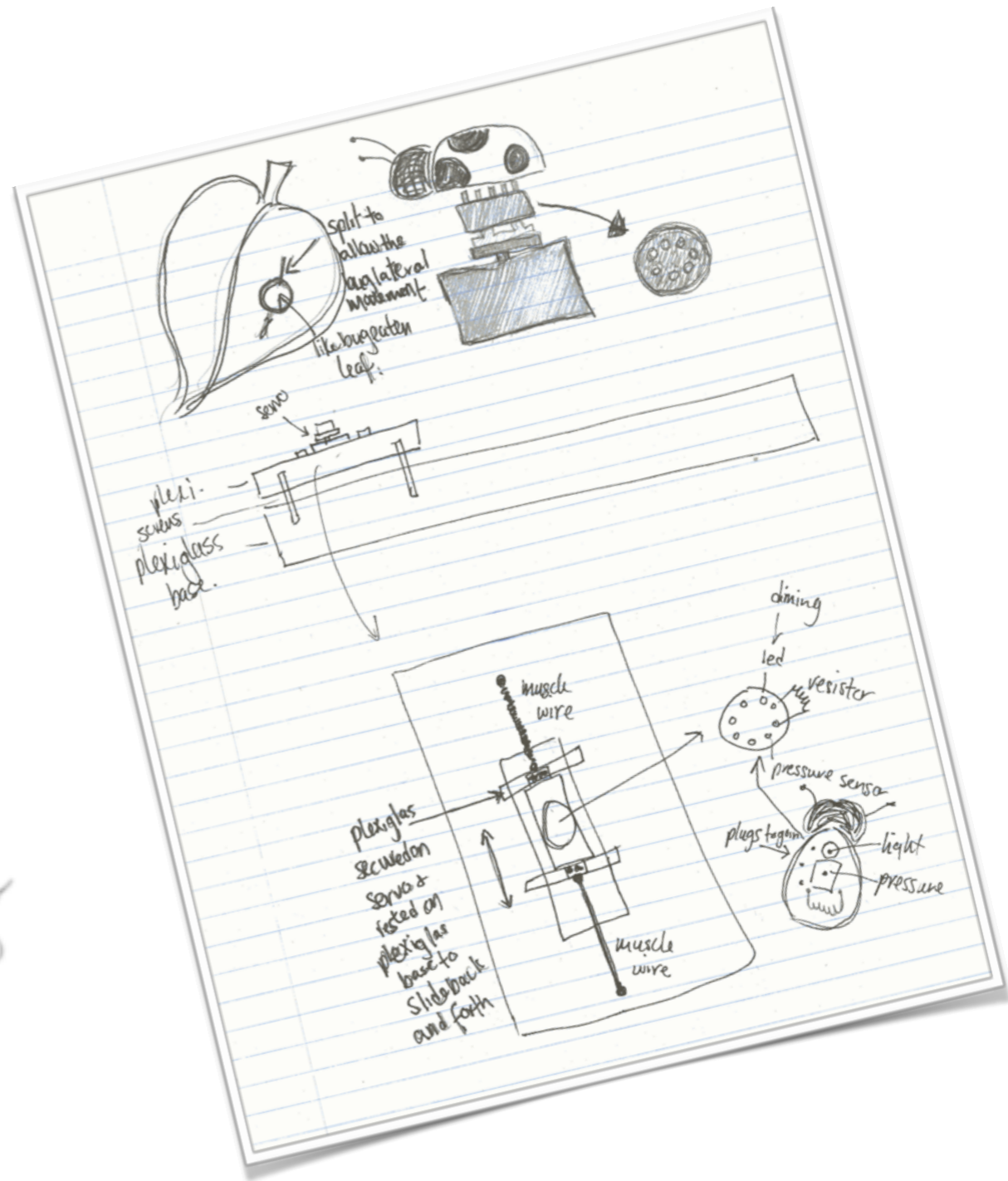
Globo.com - LAB3i ESPM Rio

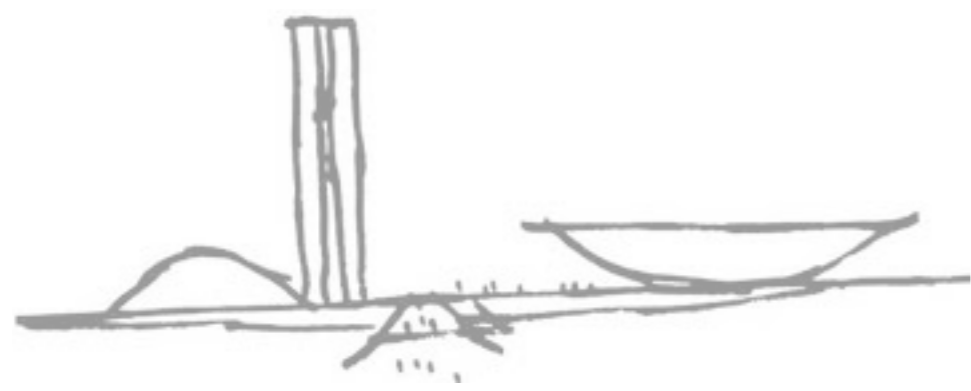
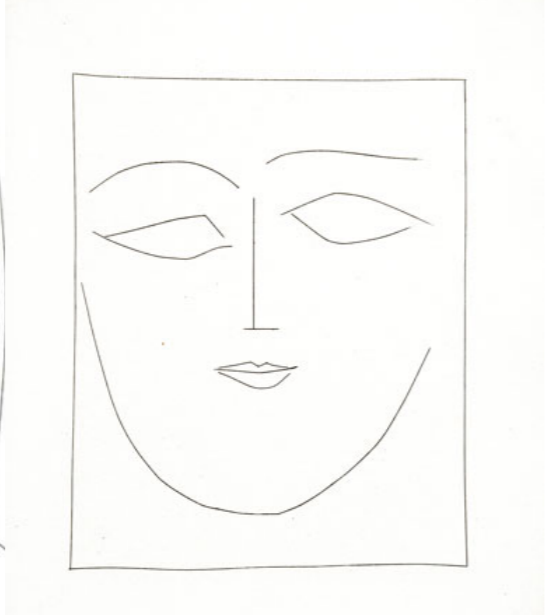
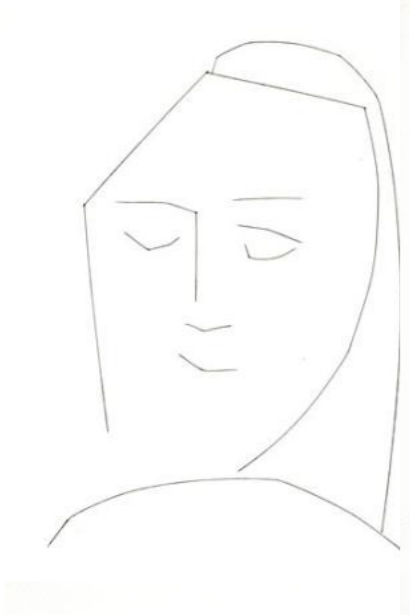
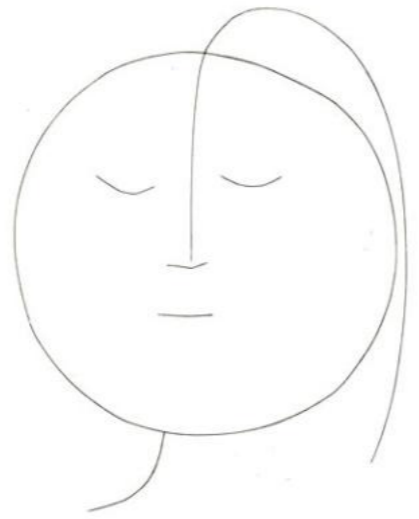
ambientação

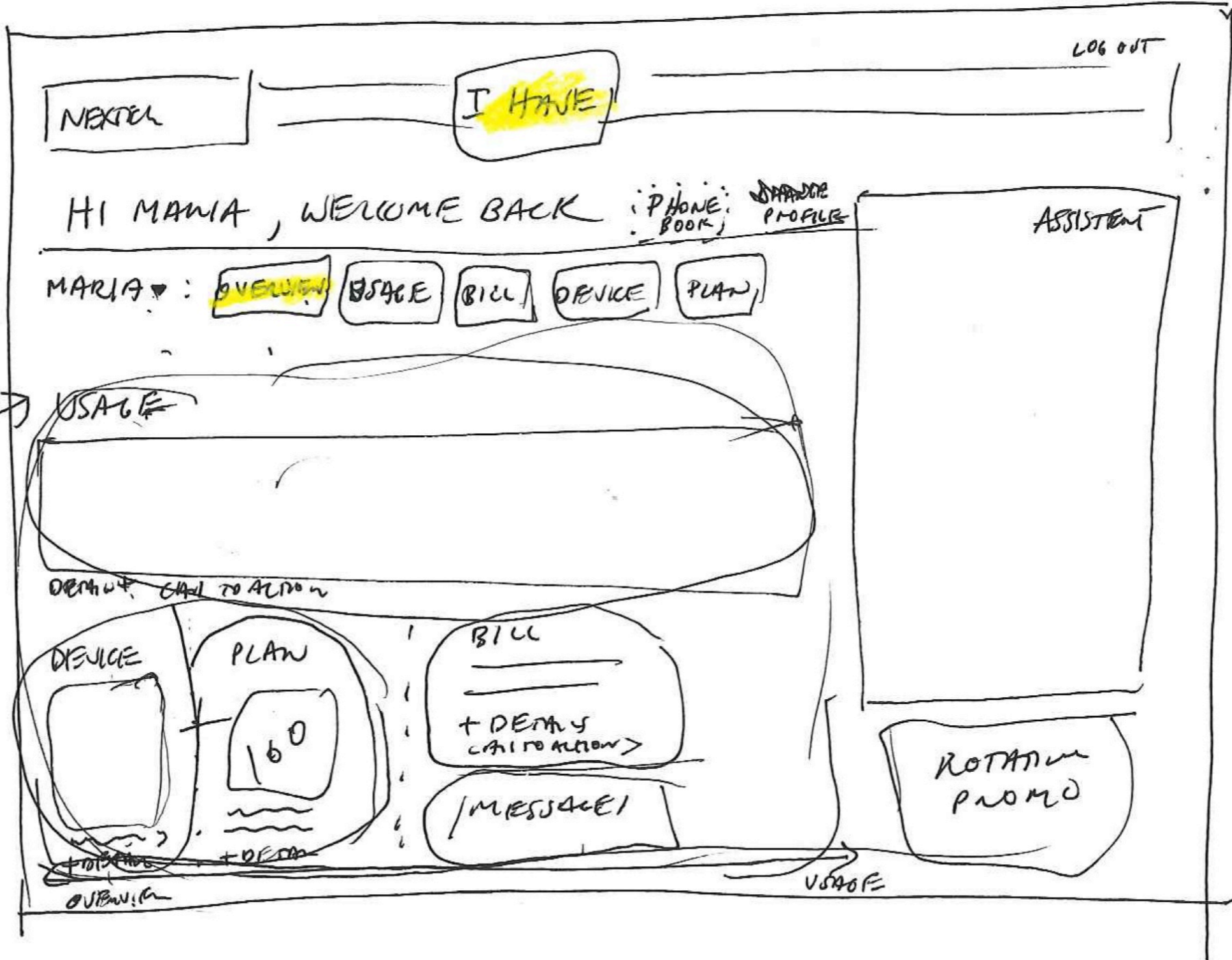


@dan_roam

rabiscos



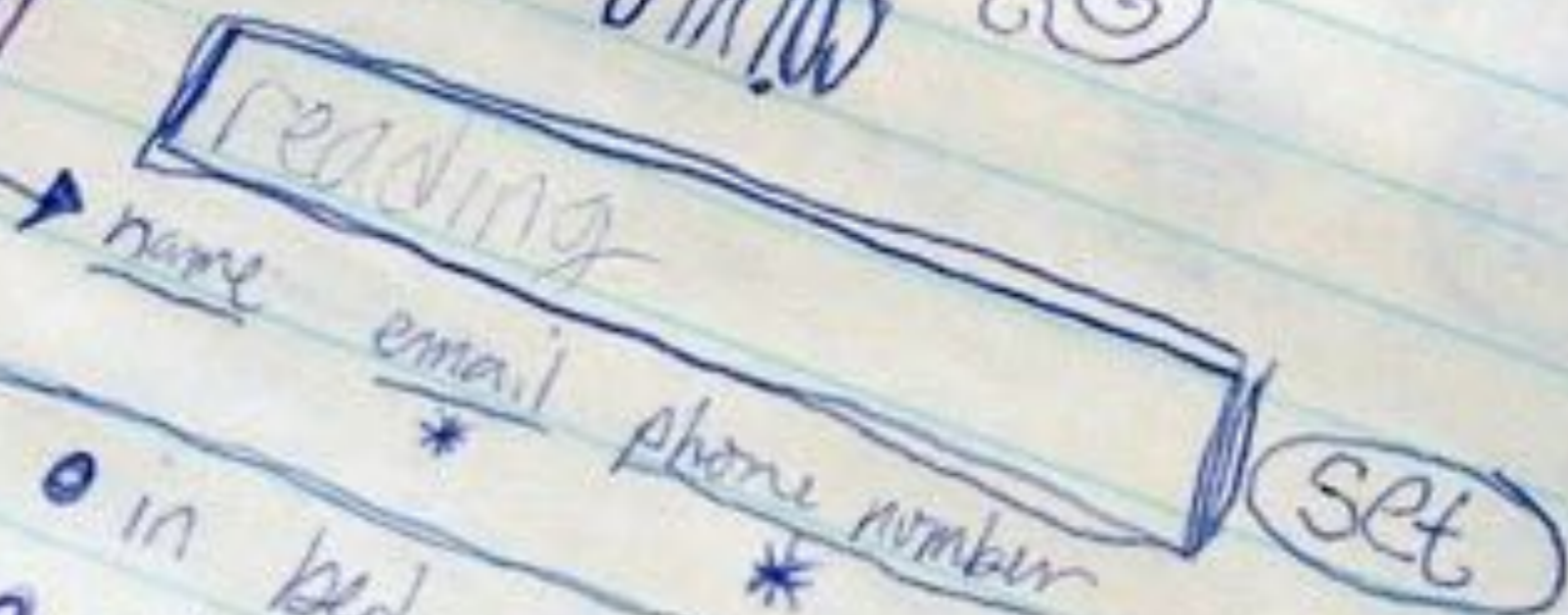




myStatus

STATUS

authentication
triples

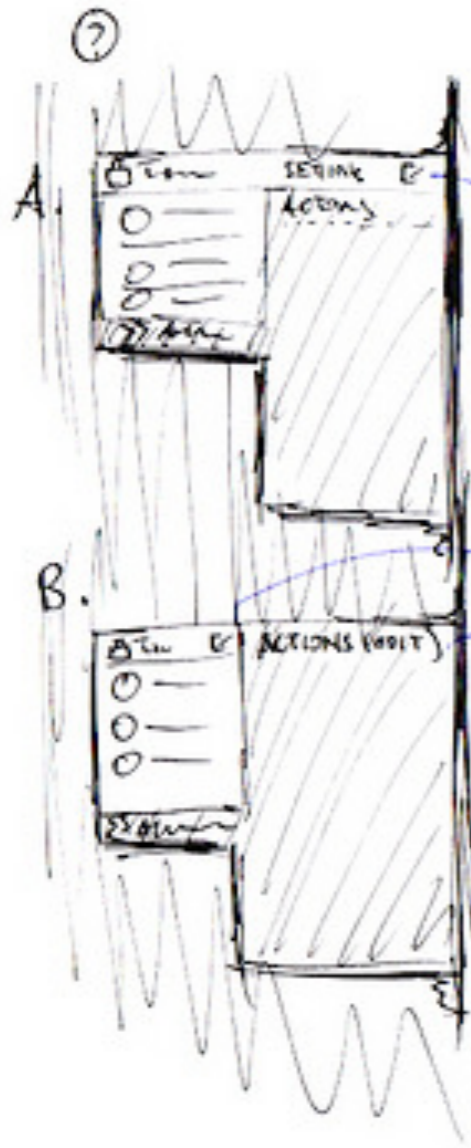
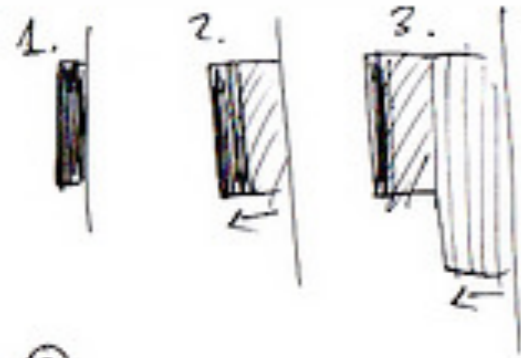


- in bed
- going to park

email
looks for
jabber
~~presence~~
presence
and sets



know someone?



FOR EDITING SHORTCUTS

FOR TOOLBOX EDIT

FOR ACTIONS EDIT

EDIT FOR SETTINGS OF TOOLBOX AS GLOBAL THING OR ACTIONS AND SHORTCUTS AS A SEPARATE THING (FORM)?



HOVER (MOUSE OVER)



CLICKED





EDIT SETTING

TOOLBOX	TOOLBOX SETTINGS
SHORTCUT 1	ACTION 1
SHORTCUT 2	ACTION 2
SHORTCUT 3	ACTIONS
ACTIONS	...


?


Shopping cart







Your cart: 3 items JUMP TO TOTAL


CAMPAIGNS














Extra deals (1)

Qualified for (1)

Rewards (1)






CAMPAIGNS

Eligible	1
Qualified	1
Rewards	1




Eligible 1

CAMPAIGNS

Purchase of over 600kr a new

You are only 455 kr from

Congratulations! Add Yes, add it

If you buy 3 a new

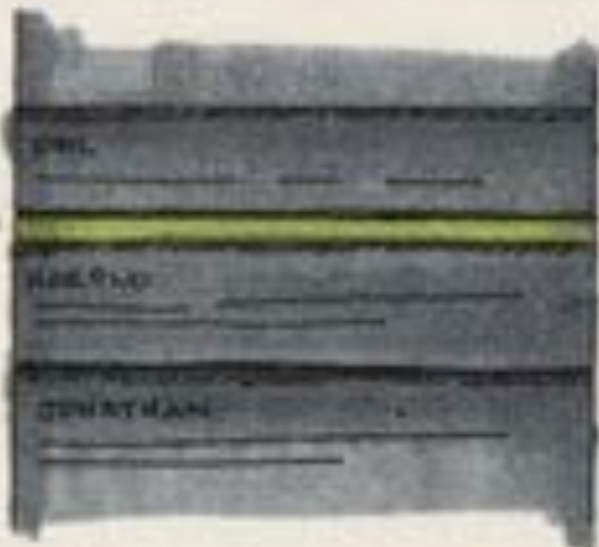
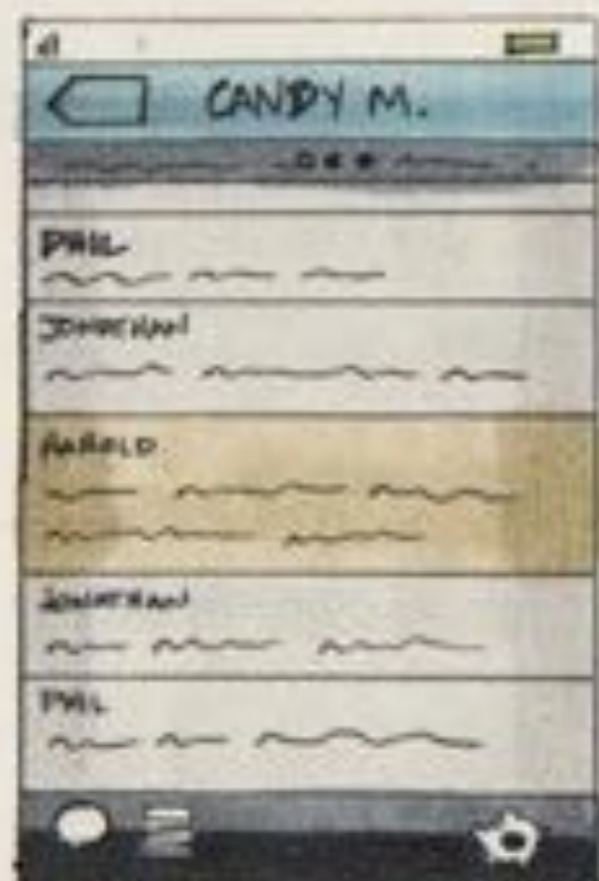
You have received a reward.

SWITCH

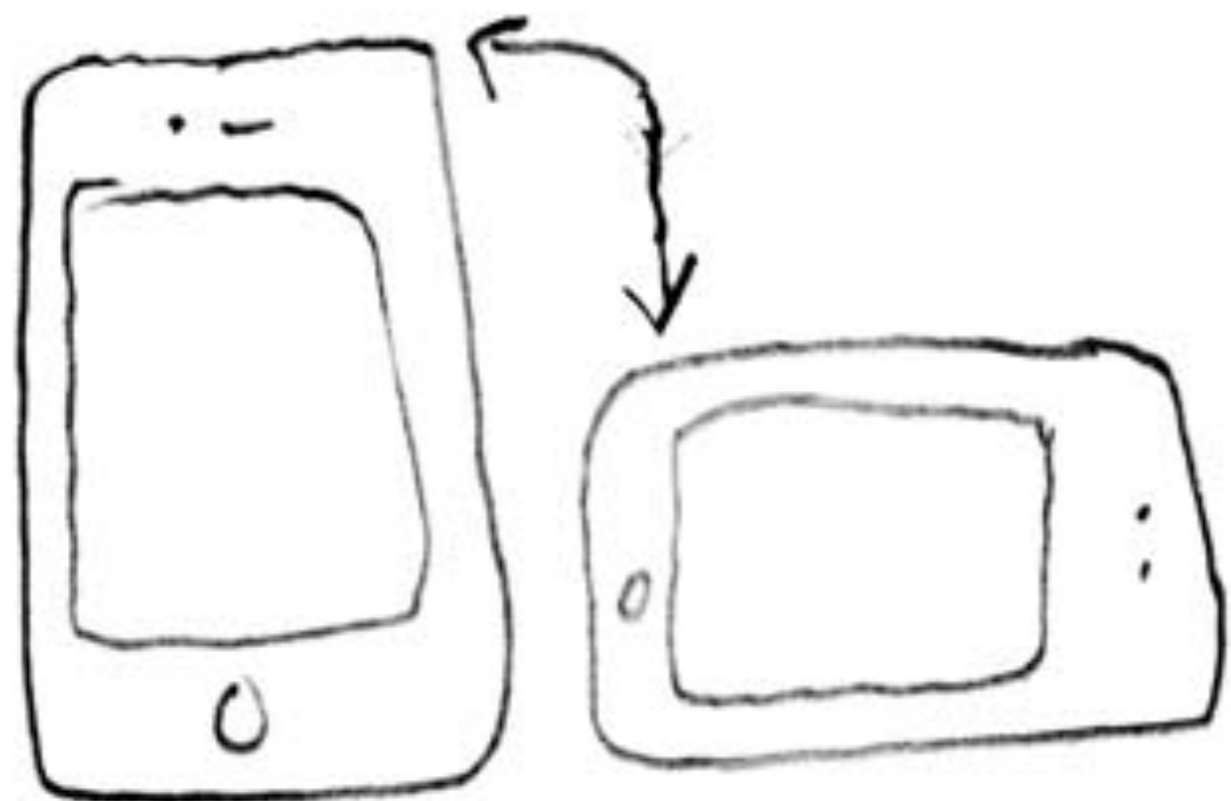
CAMPAIGNS



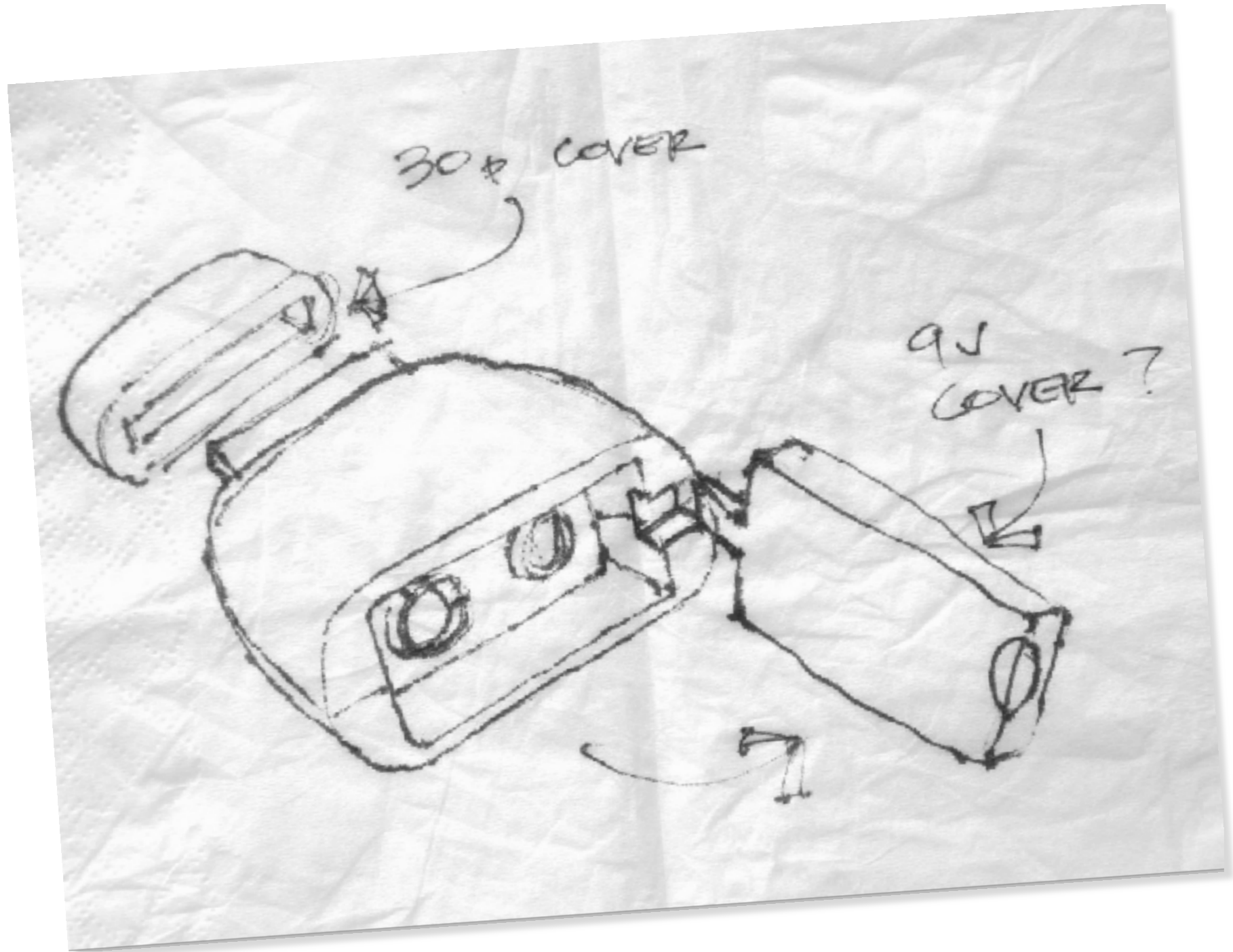


anatomia do rabisco



Rotate in a pattern, where other person has to mimic it (accelerometer)





30# COVER

9V COVER?

liberdade de criação

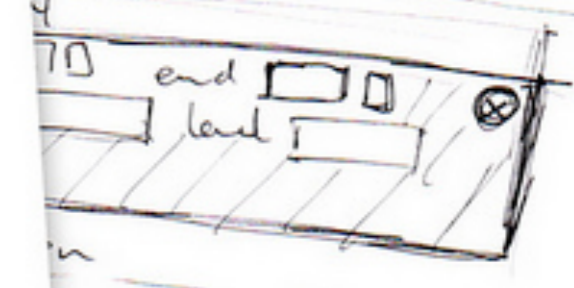
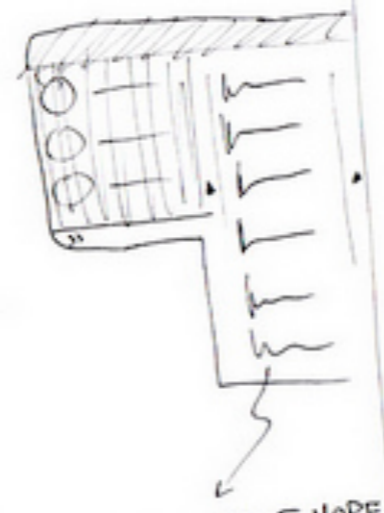
LIST
 PROFILES F+R
 FRIENDS F+R
 HISTORY H
 BOOKMARKS L
 SETTINGS F

IND
 NEEDS R
 PROFILES F+R
 HISTORY H
 BOOKMARKS L
 SETTINGS F

ADMIN
 VERSIONS F+R
 PROFILES

Identification
 manager id
 B auto

Email
 mobile no
 available from
 when

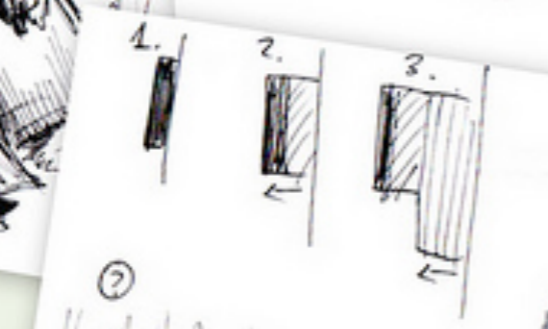


1 COLUMN. IF MORE ACTIONS SELECTED...

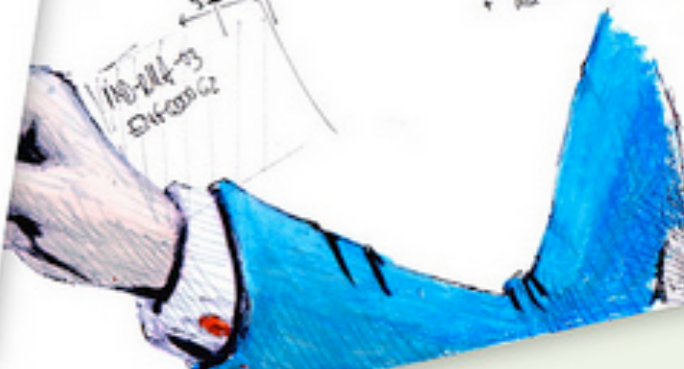
TYPE	PROFILE	DEMANDS	SETTINGS	EDIT NUMBER	CREATE MAN	CREATE ENG.	CREATE DEM.
MASTER (em)	-	-	-	+	-	-	+
MANAGER (em)	-	-	-	+	-	-	+
INDUSTRY (em)	+	-	-	-	-	-	-
(ind)	-	-	-	-	-	-	+
(ala)	-	-	-	-	-	-	-

profile -> like create org.
 Company -> admin
 status -> even from job

PROFILE -> user / user / user



EDIT FOR SETTINGS OF TOOLBOX AS GLOBAL THING OR ACTIONS AND SHORTCUTS AS A SEPARATE THING (FORM)?





USE SOFTWARE
TO CORRECT THE
IMAGE & UP THE
QUALITY.

WARRANTY
CARE - IN THE HAND
ALL TO ONE
TRANSFORM
IDEAL IDEA
I CAN DO

SUPPORT
LOAD DESIGN

EXAMPLES

descartável
(mas não descarte)



detalhes
(mínimos)

What to Do

Touch a different color or scan another item



What you selected



JPA stroller

- Green
- Red
- blue

Item

Style

Cost

JPA stroller

Green

98.00

Delete

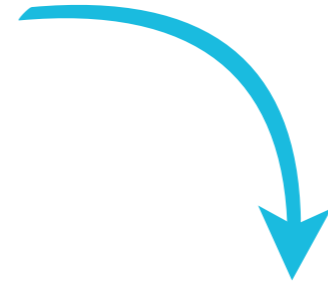
tax: 10.00
Total: 124.98

All done?

Order

Print

Discard



WHAT TO DO

Touch a different color or scan another item



WHAT YOU SELECTED



JPG STROLLER

- Green
- Red
- Blue

ITEM

STYLE

COST

JPG STROLLER

GREEN

98.00

DELETE

mm mmmm

mmmm mm

mmmm

mm

mmmmmm mm

mm

mmmm

mm mm

TAX: 10.00
TOTAL: 124.98

ALL DONE ?

ORDER

PRINT

DISCARD

nãõ falam, sugerem

ajudam você a...

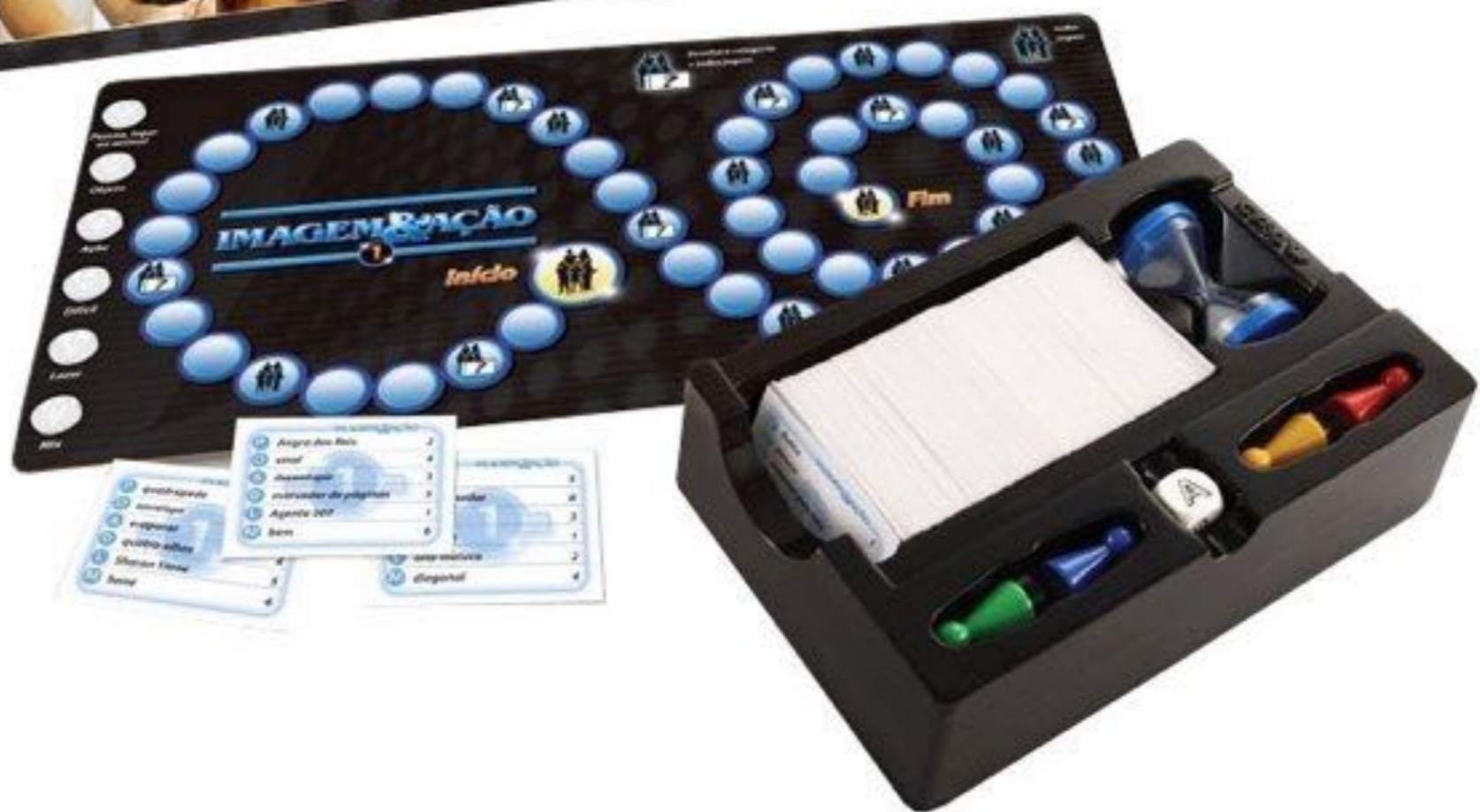
- ✓ Pensar de maneira aberta e criativa
- ✓ Inventar e explorar conceitos
- ✓ Criar sem se preocupar com a qualidade
- ✓ Facilitar o rápido entendimento
- ✓ Discutir, criticar e compartilhar com outros
- ✓ Arquivar as ideias para posterior reflexão

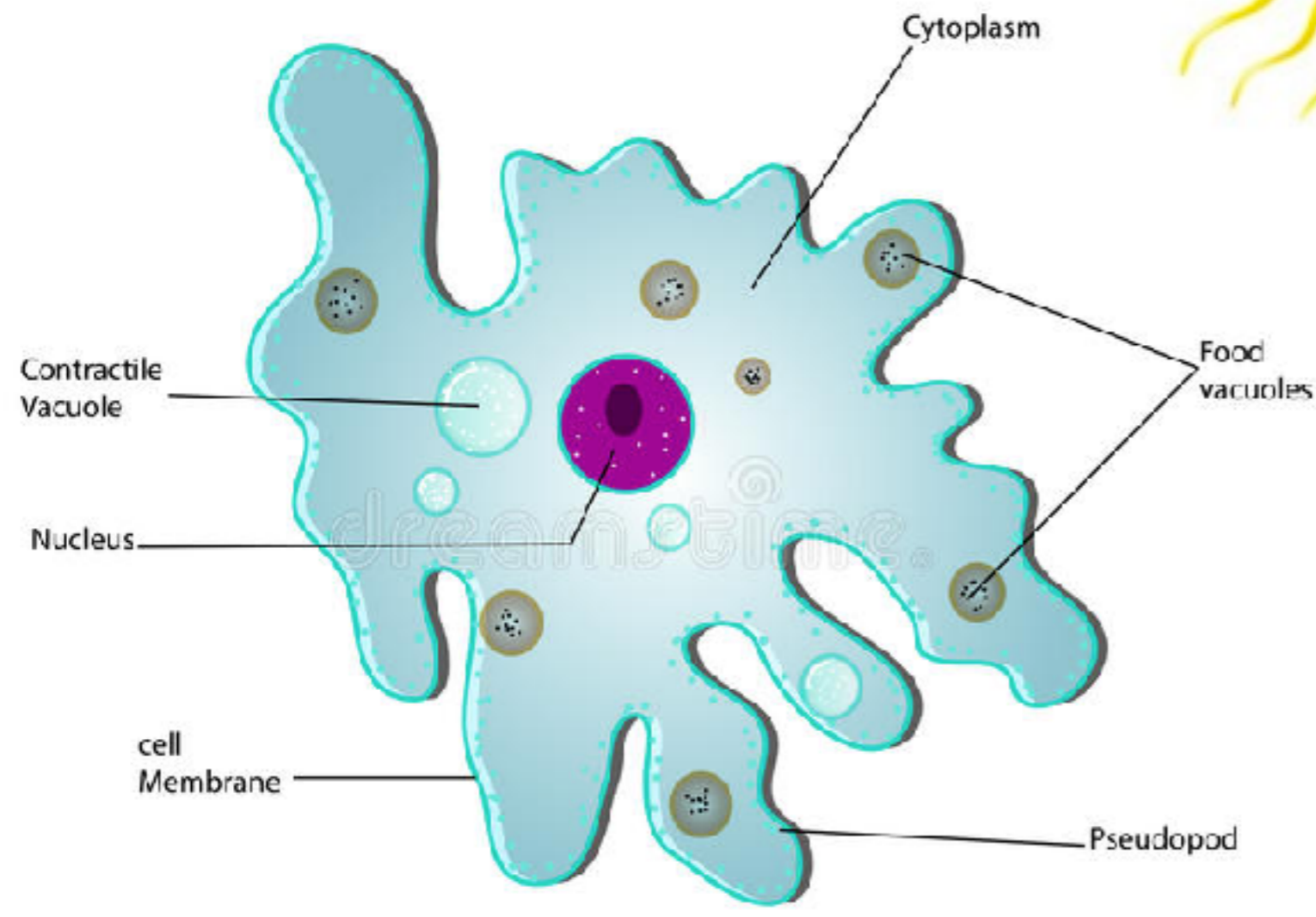
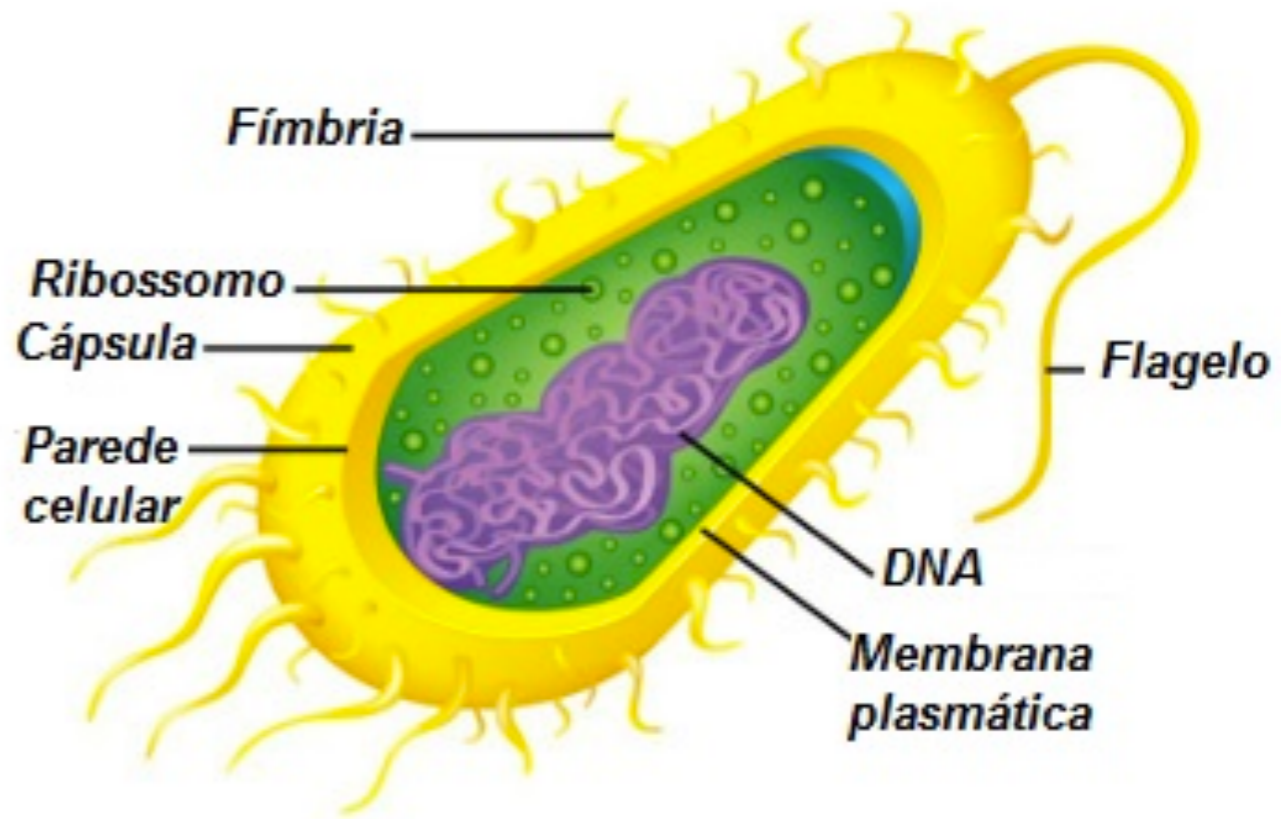
atividade individual

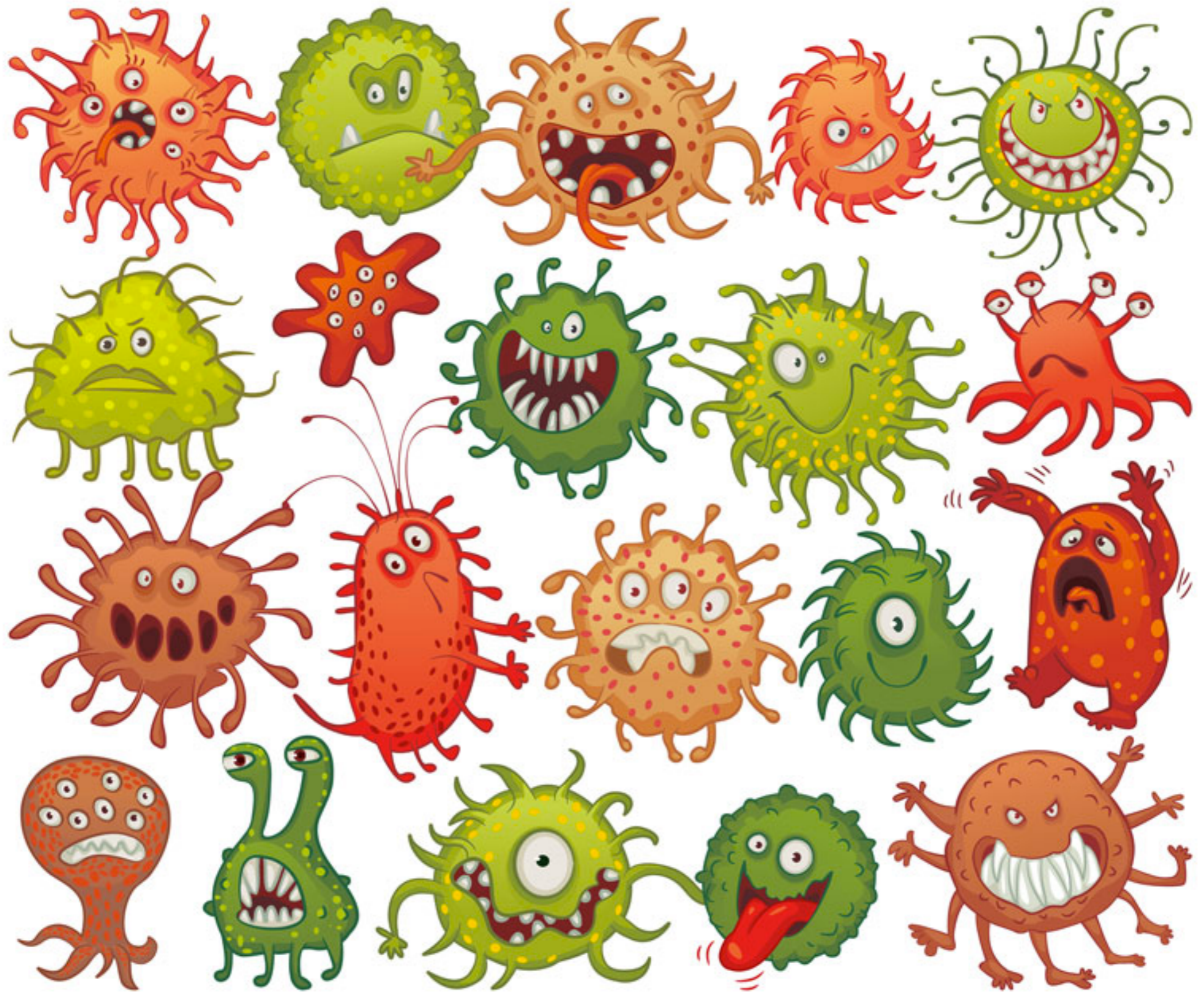
desenhar um produto
com rabiscos rápidos e
sem muitos detalhes

60 segundos

visualização











No smoking at any time on board this airplane.
この航空機内は常時禁煙です。
任何時間在本機内請勿吸烟。
이 비행기내에 어떤 수라도 항상 금연으로 되어있습니다.
Fliegen an Bord dieses Flugzeugs ist keine Zeit gestattet.
Interdiction permanente de fumer à bord de cet avion.
No fumar en ningún momento a bordo de este avión.



Taxi, Take-off, & Landing
滑走、離陸、着陸
滑行、起飛和降落
착륙, 이륙, 및 이륙
Folgen, Abflug und Landung
Déplacement au sol, décollage et atterrissage
Durante el rodaje, el despegue, y el aterrizaje



While seated
在座時
착석해 있는 동안
Während Sie sitzen
Lorsque vous êtes assis
Mientras está sentado



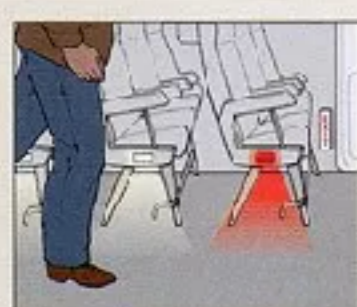
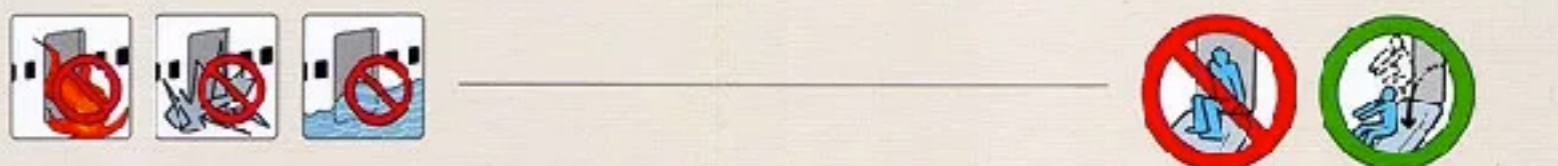
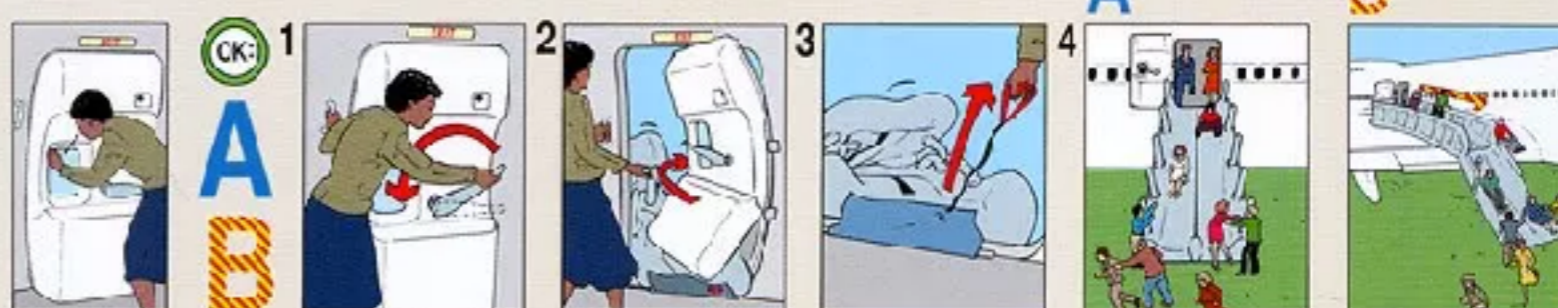
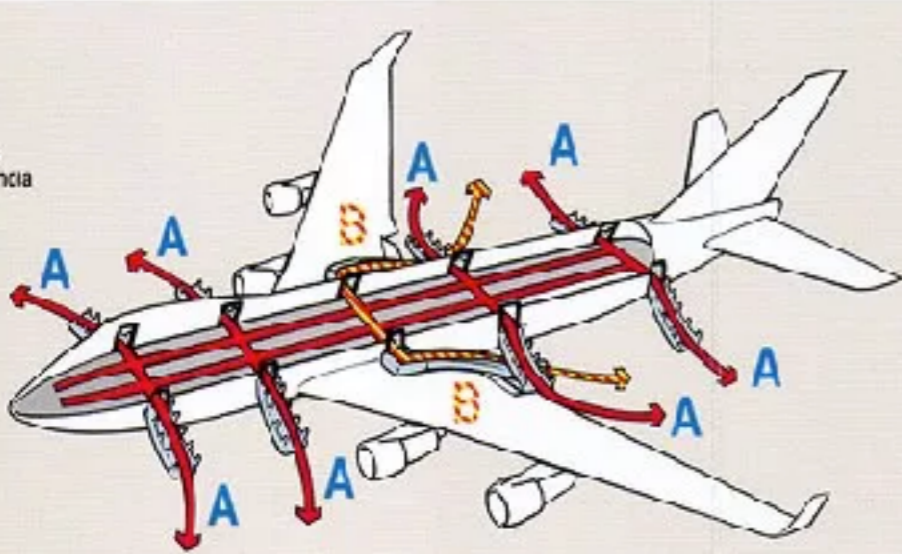
Do not use...
機内では携帯電話の使用ができません。
請勿使用
이 비행기내에 사용되지 않습니다.
Benutzen Sie nicht...
No use...



Oxygen
酸素マスク
氧氣
마스크
Sauerstoff
Oxigène
Oxígeno



Emergency exits
非常口
緊急出口
응급구출
Notausgänge
Sorties de secours
Salidas de emergencia



Exit
非常口
출구
Ausgang
Sortie
Salida





SE
A
N
L
CEN
GENTILE
LAVAR A M





**stick
man's
really
bad
day**

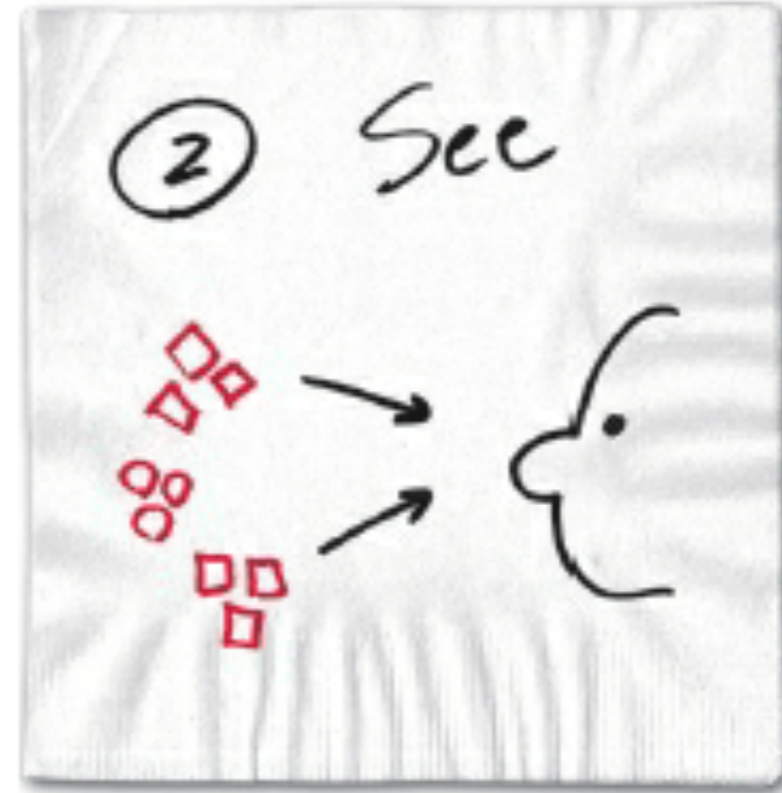
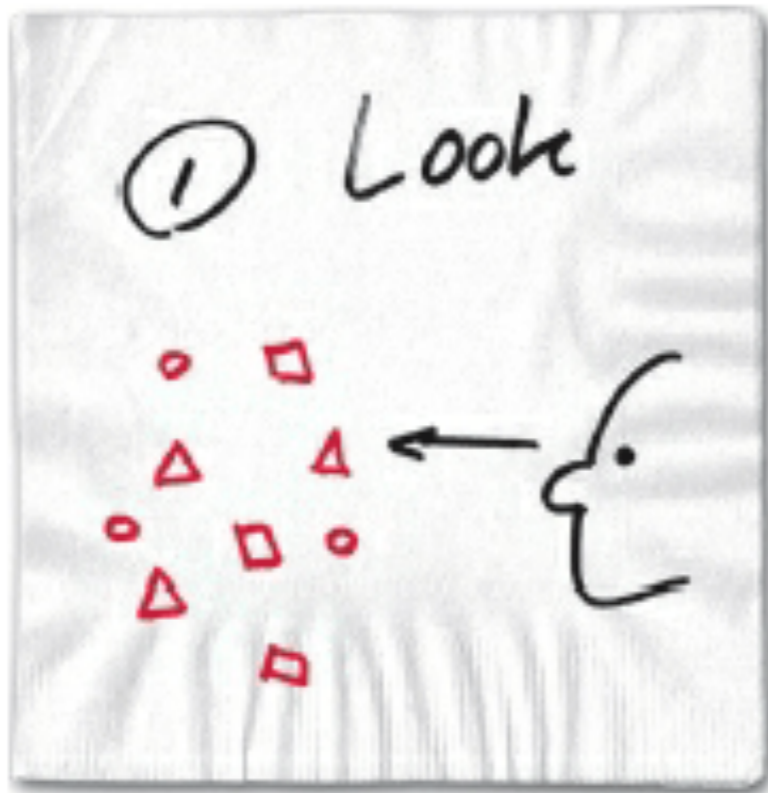
steve mockus



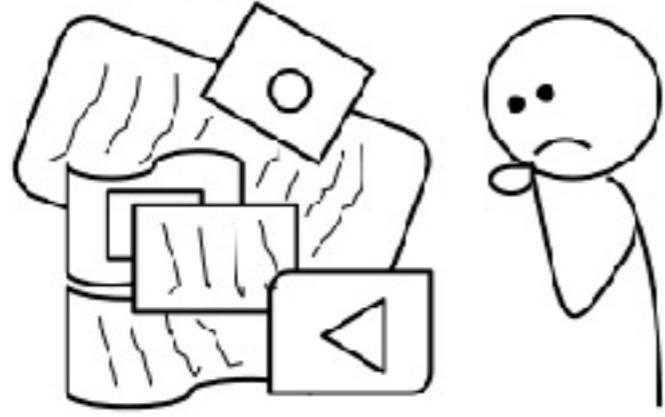
Obama in Cuba!



o processo do
pensamento visual



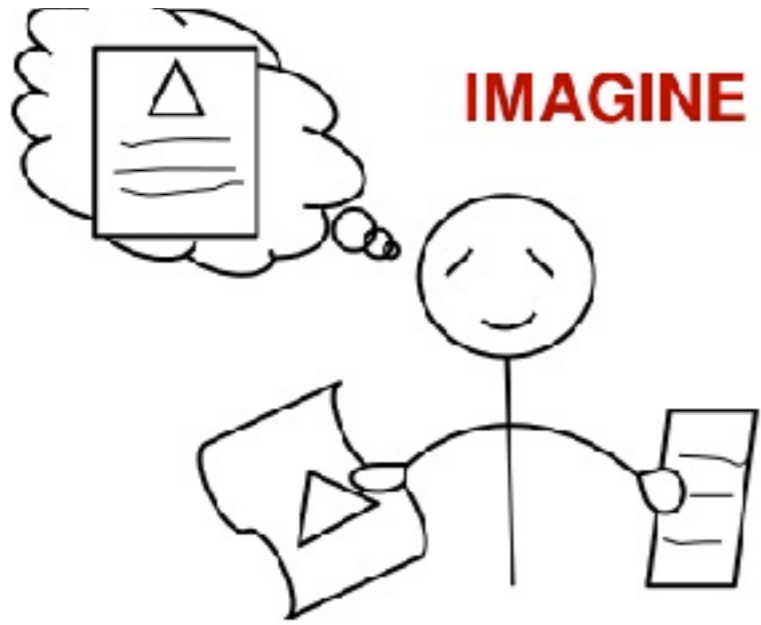
LOOK



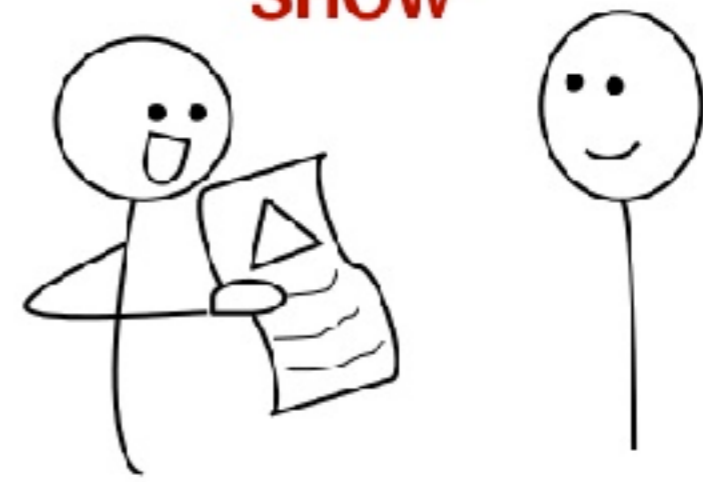
SEE



IMAGINE



SHOW



atividade em grupo

escolher um produto

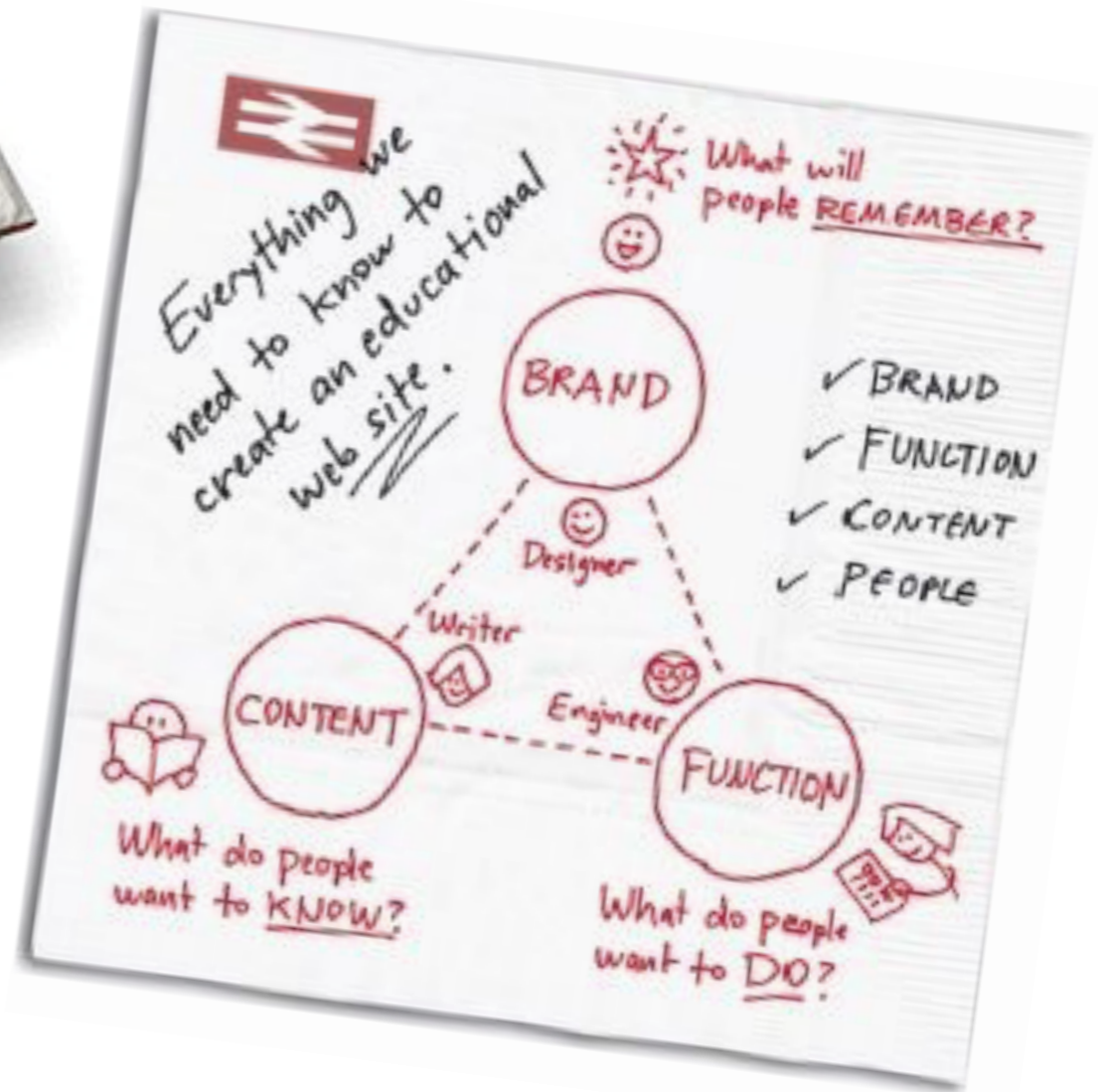
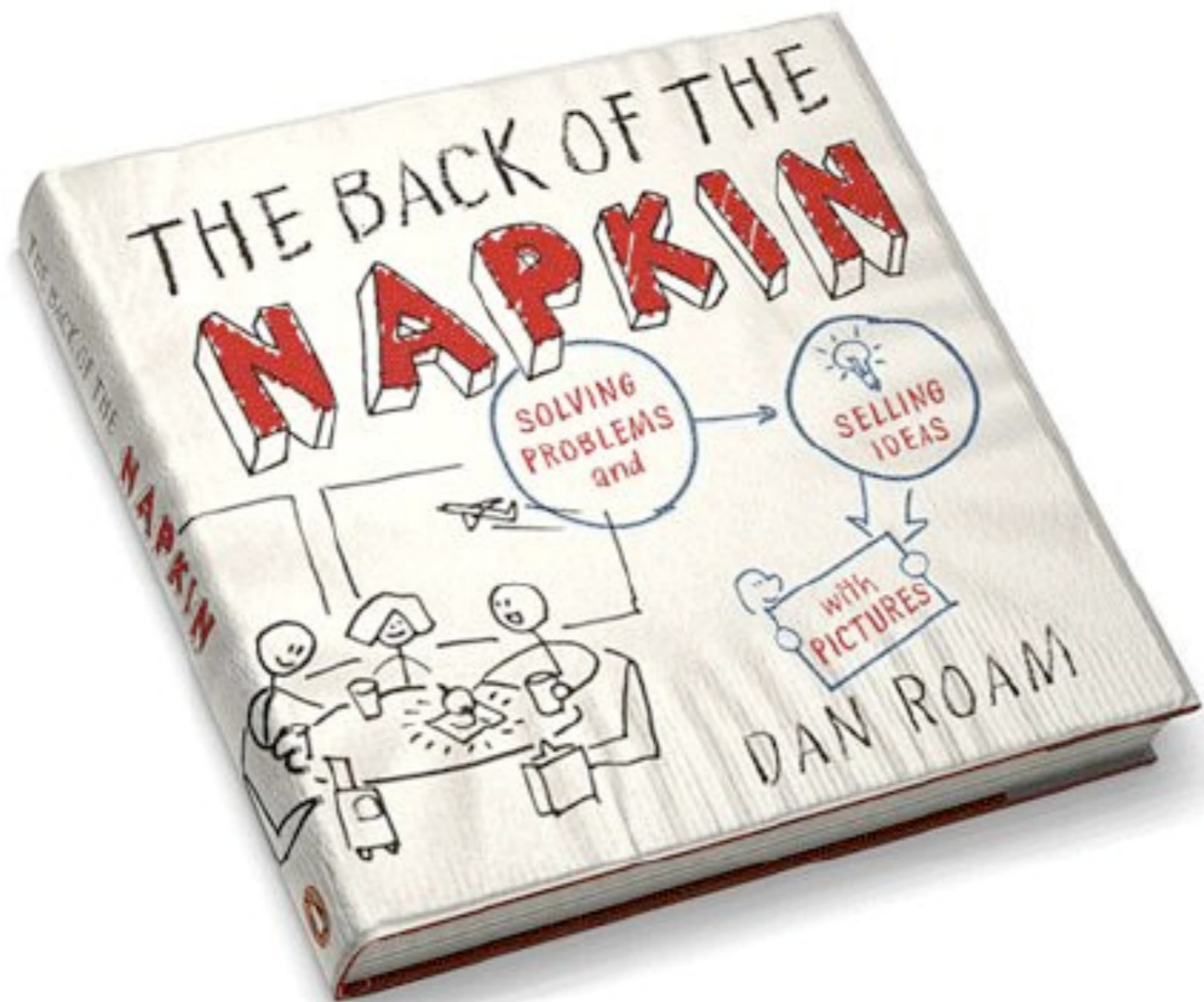
60 segundos

atividade em grupo

quais são as principais características desse produto?

5 minutos

como estruturar
visualizações



*ten different ways to
describe an apple*

Simple



1

Quality



3

Vision



5

Individual



7

Different



9

9 APPLE

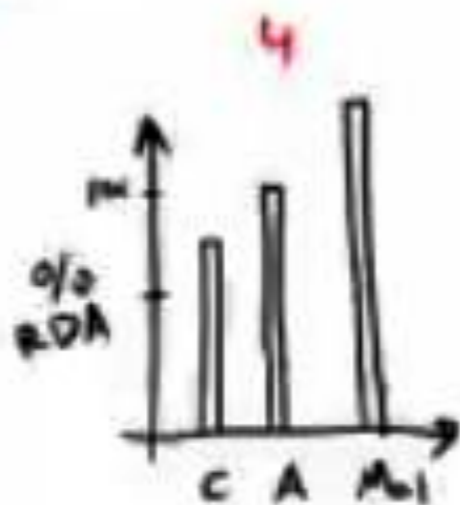
IMAGINATION

SQUID

6

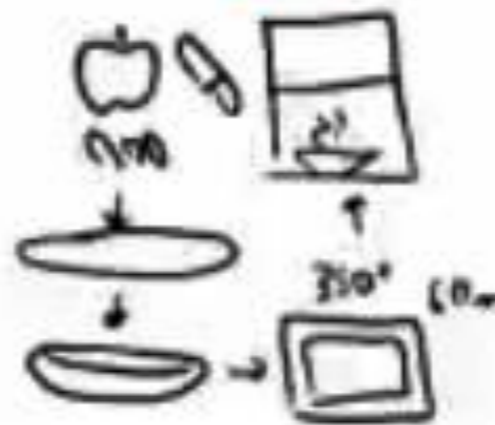


Elaborate



Quantitative

?



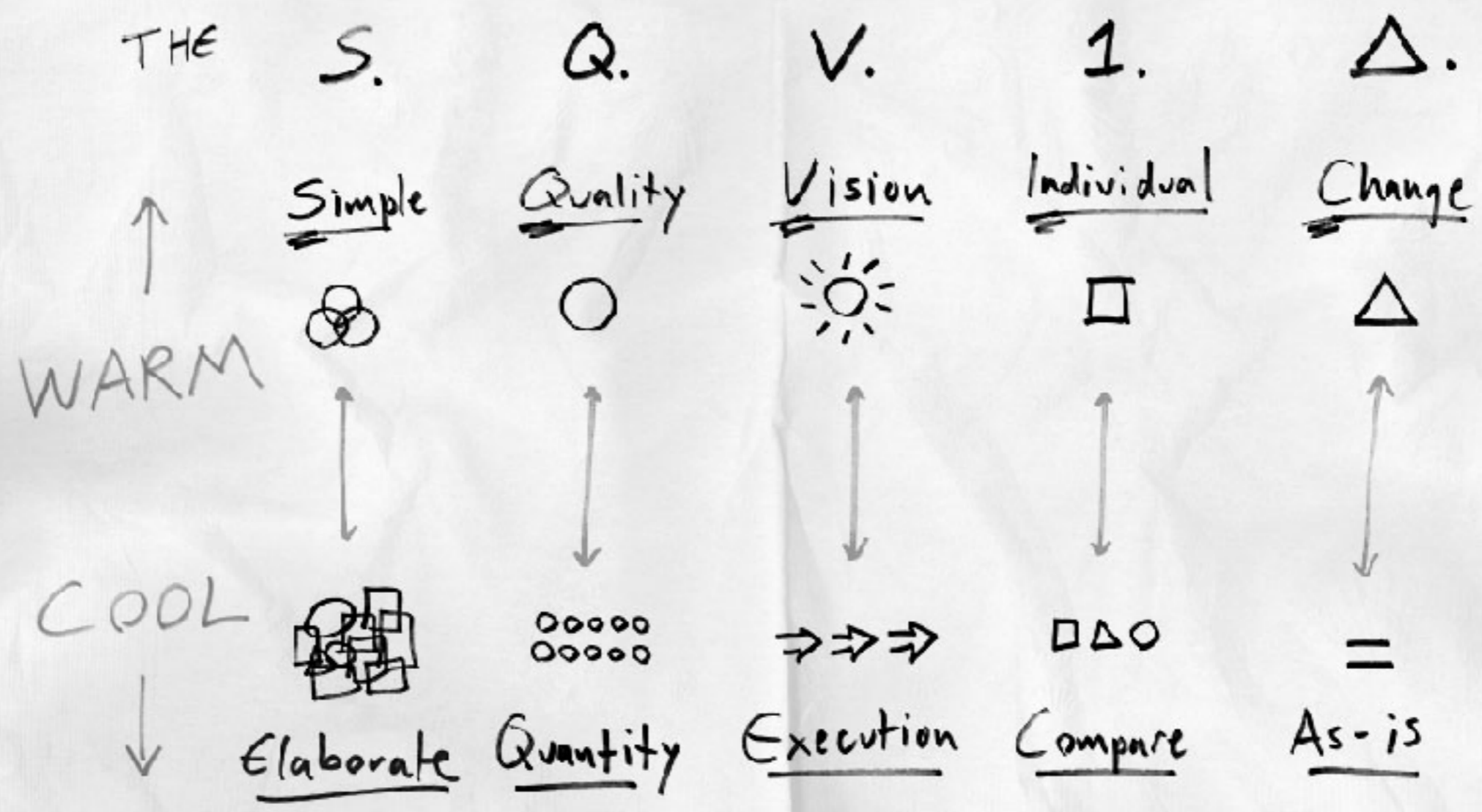
Execution

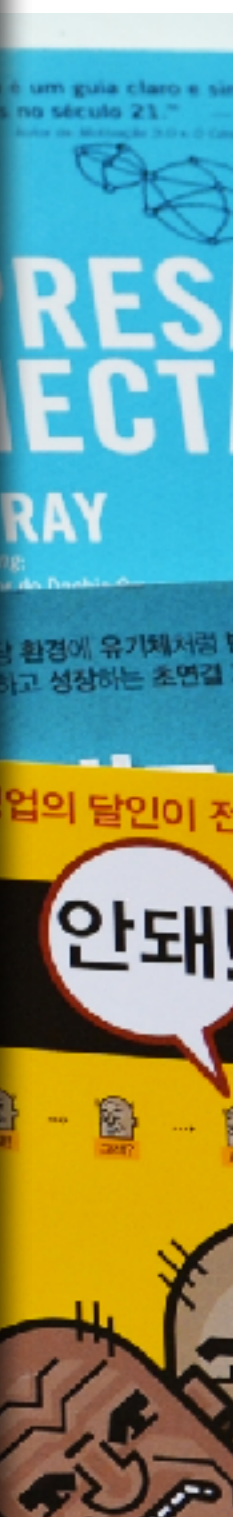
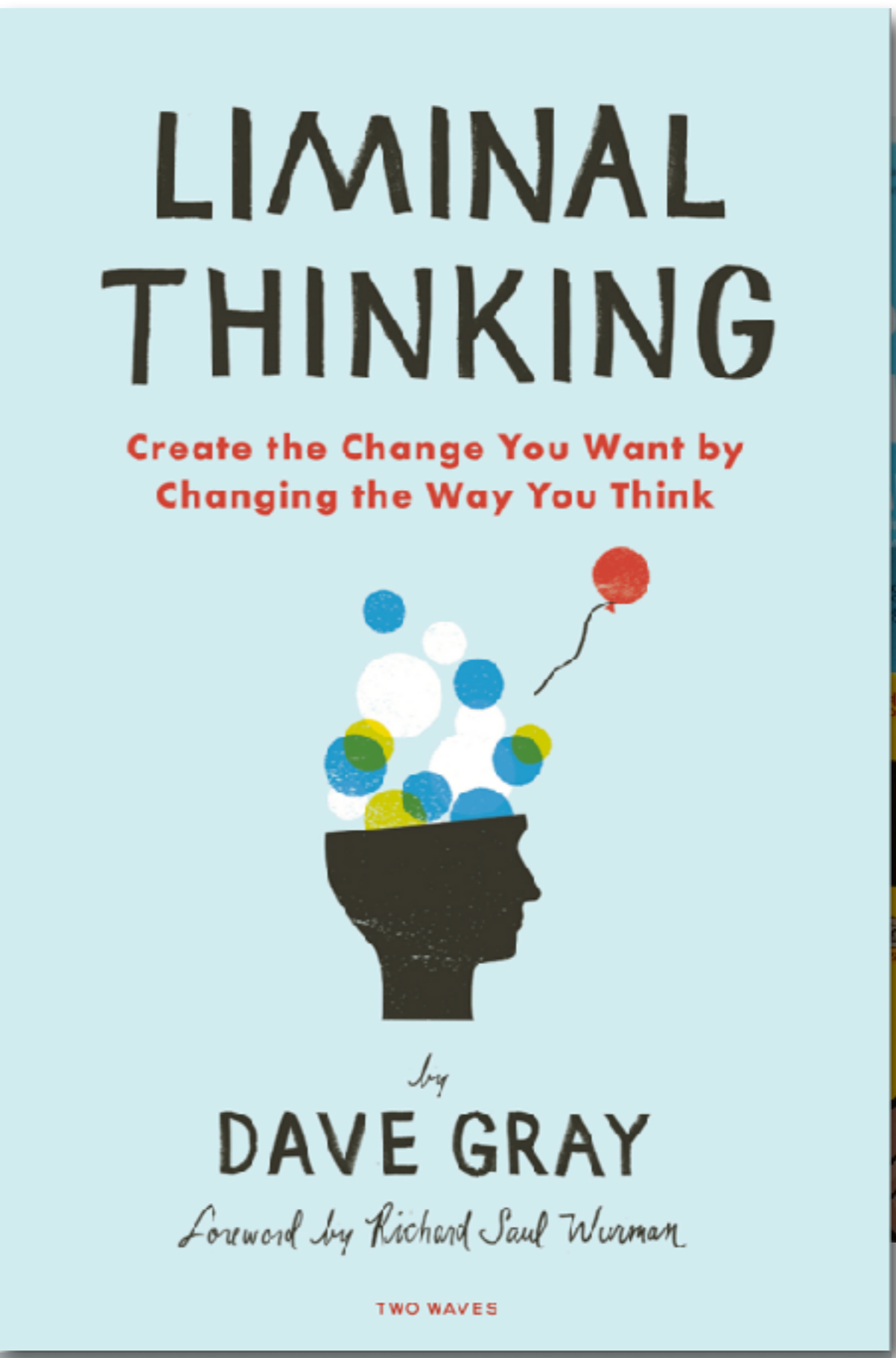
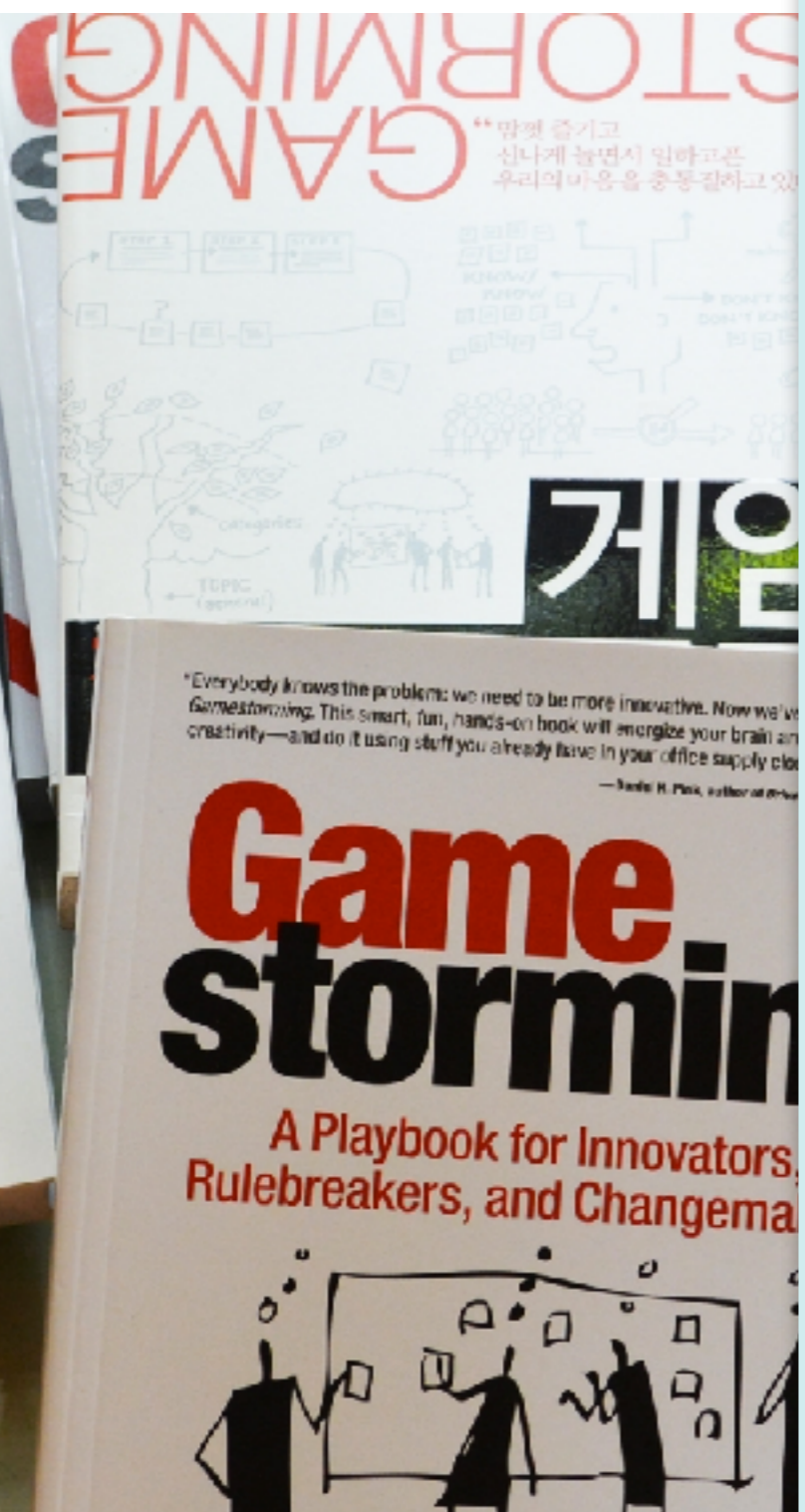


Comparison



Now



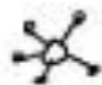
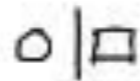


*how to know
what to draw*

HOW TO KNOW WHAT TO DRAW



VISUAL THINKING BASICS



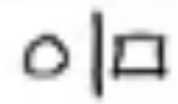
TIME

FLOW
SEQUENCE



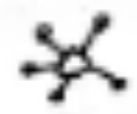
DIFFERENCE

COMPARISON
CONTRAST



RELATIONSHIPS

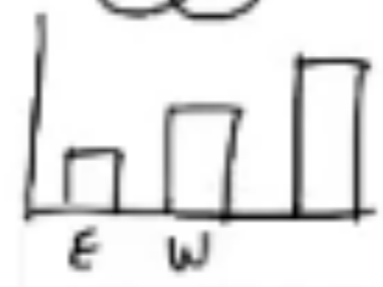
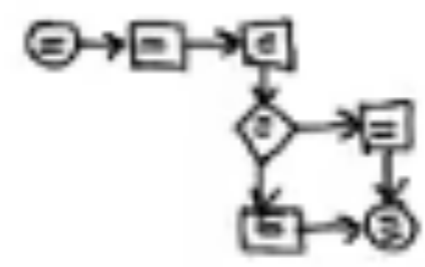
STRUCTURE
SYSTEM



SCHEMATIC
ABSTRACT
LOGICAL



HEAD



STORY

EMOTION
ENGAGE
PASSION



HEART

METAPHOR



LITERAL
PRACTICAL



HAND



STORY + FLOW



atividade em grupo

como apresentar o
produto de uma forma
qualitativa?

5 minutos

atividade em grupo

e de uma forma
quantitativa?

5 minutos

habilidades visuais

todo mundo pode
desenhar





atividade individual

rabiscos e pássaros

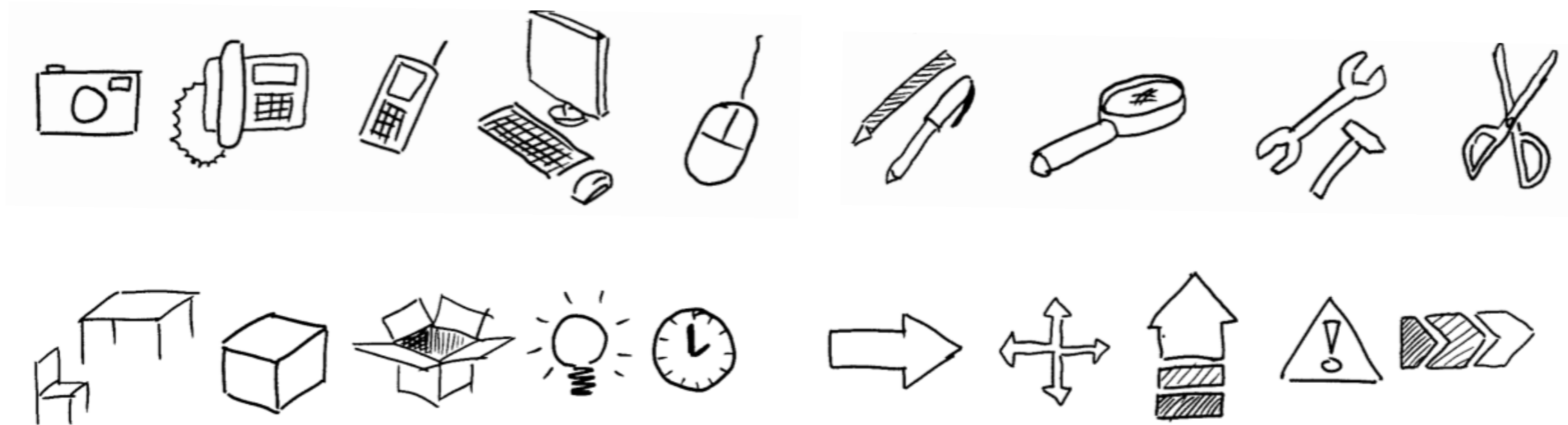
...

alfabeto visual

alfabeto visual



combinando formas para formar objetos



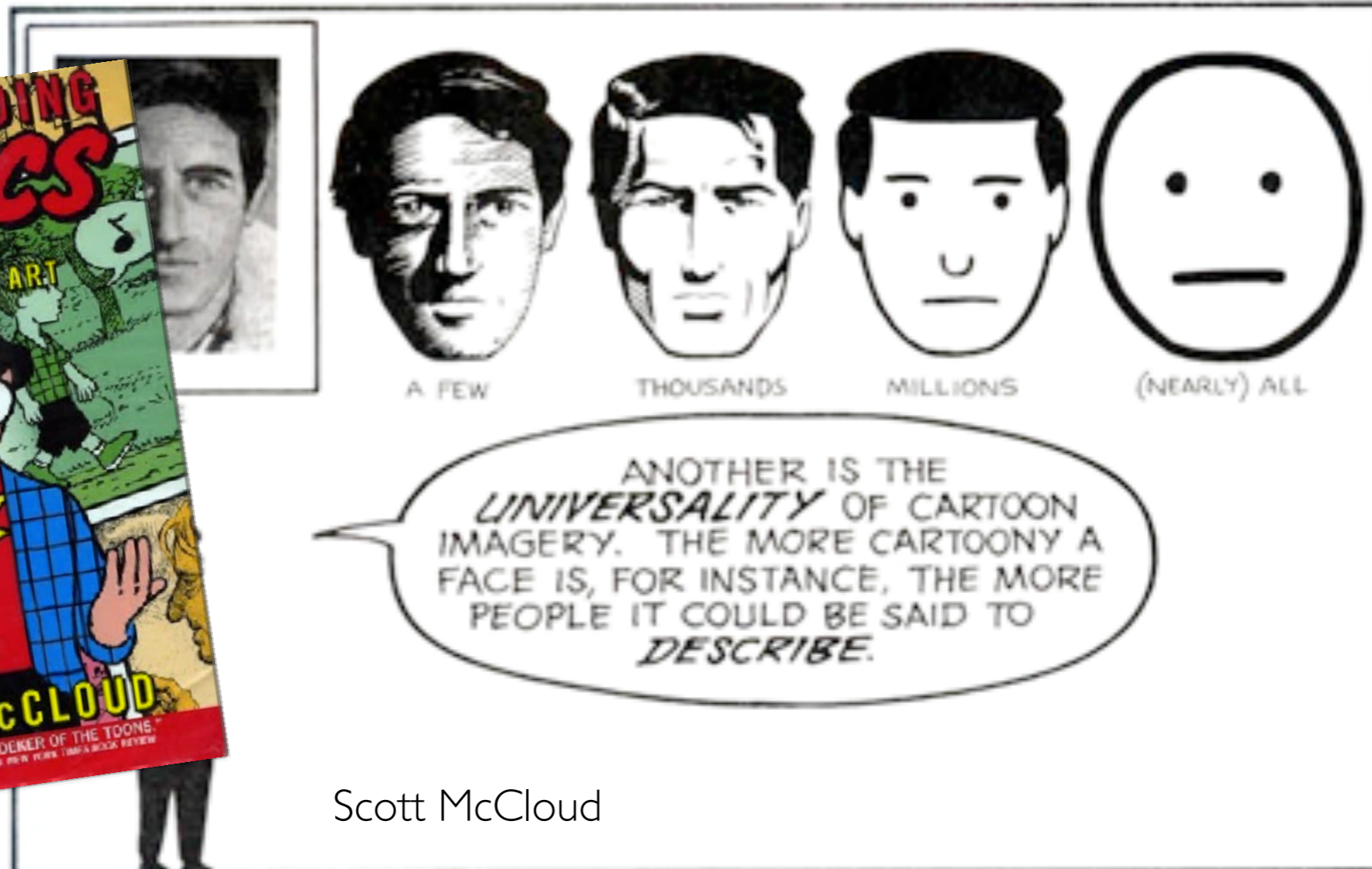
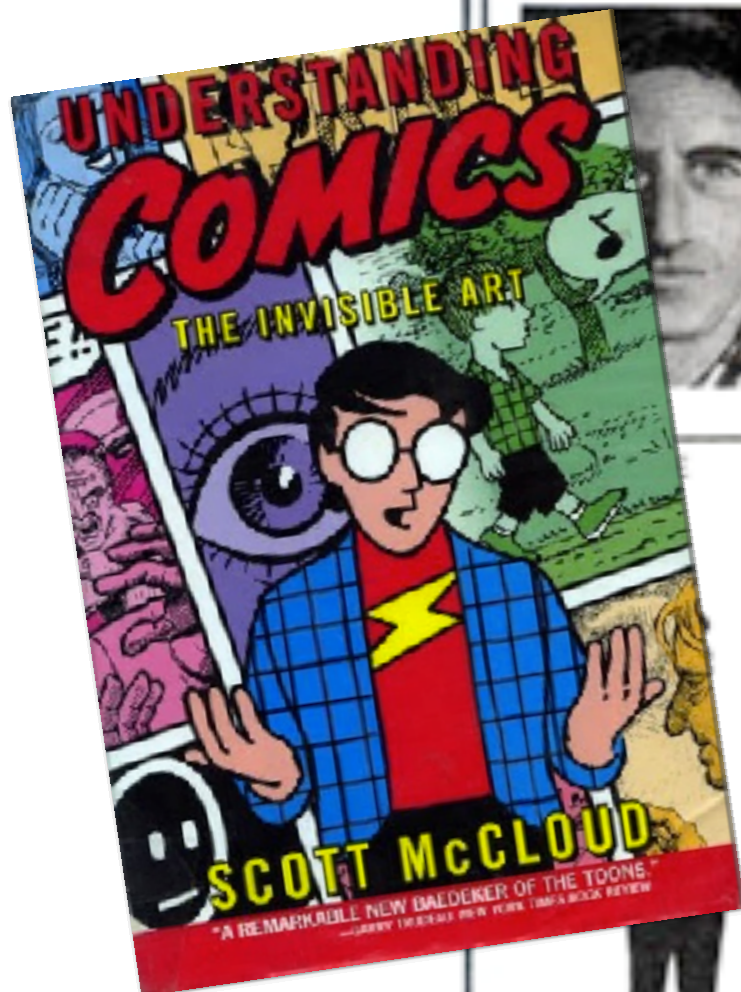
peessoas e faces



you see
yourself
here?

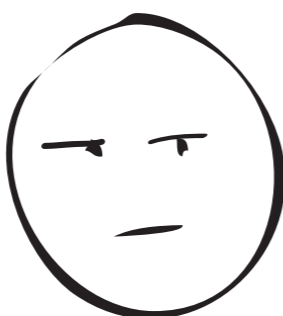


and here?



Scott McCloud







Sacha Chua
Based on Bikablo Emotions

texto e tipografia

Sketchnote Tips

Carol Anne McGuire

Lettering

•Print (easy to read)

High Low

SKINNY FAT

ALL CAPS
SMALL CAPS

Kinder

FANCY

≡Fast

~~Reverse~~

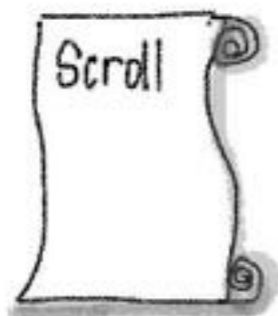
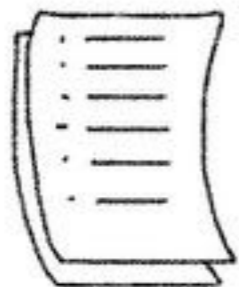
BLOCK

3D

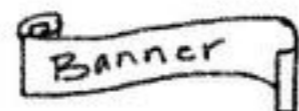
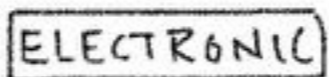
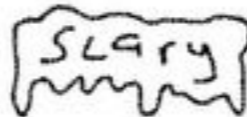
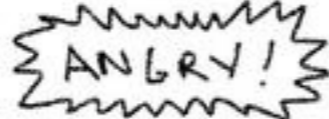
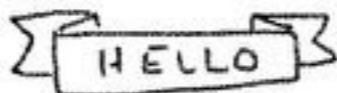
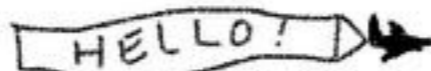
DASH

Scripts

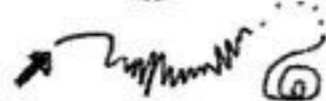
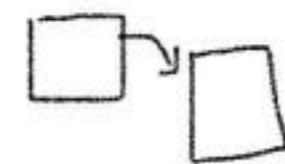
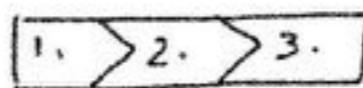
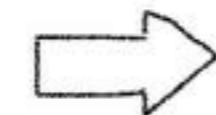
Bullets



Frames



Connectors



Shadows



People



juntando tudo com cor...

LEARNING JOURNEY



vocabulário visual

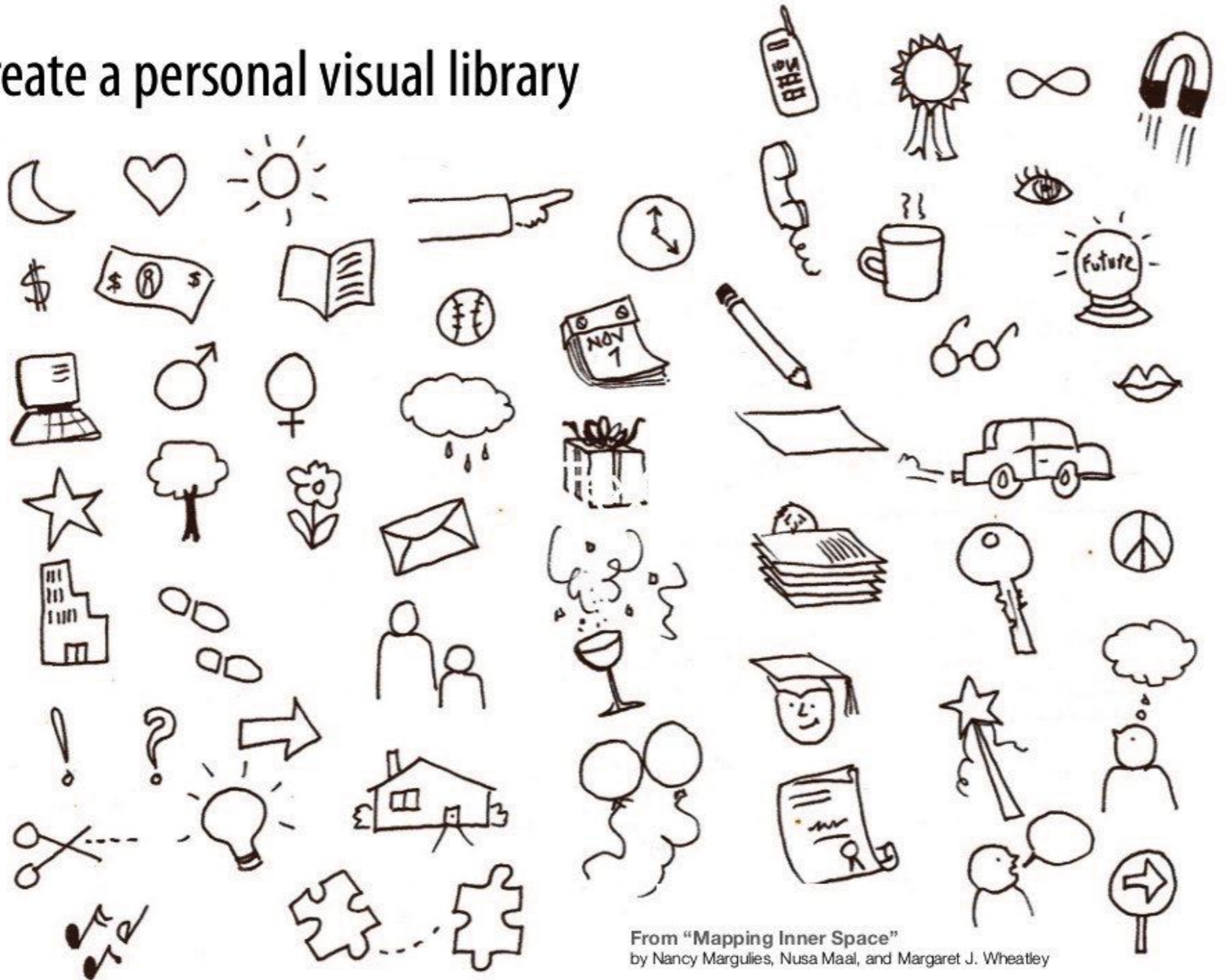
GROWING YOUR VISUAL VOCABULARY



ONE TOPIC AT A TIME

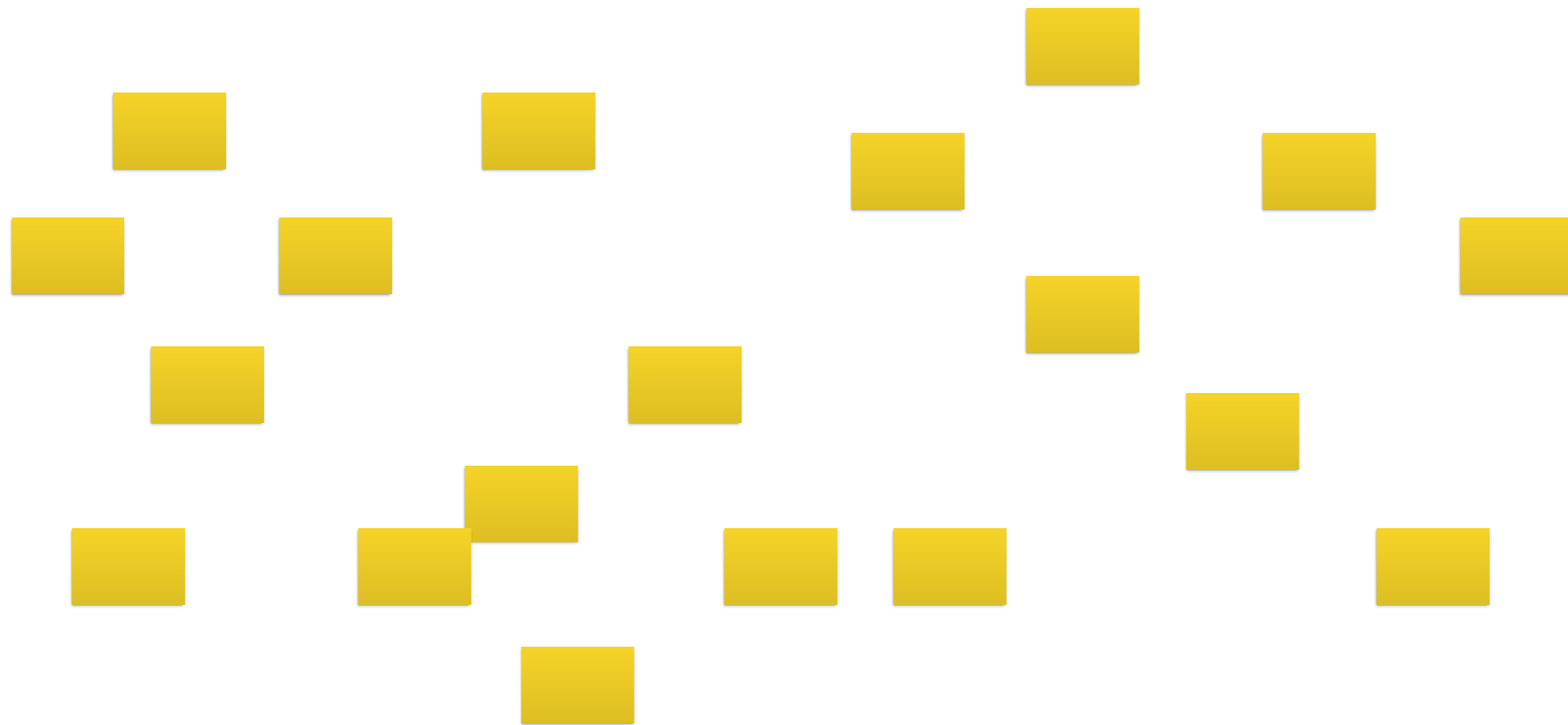
VERBALTOVISUAL.COM

Create a personal visual library

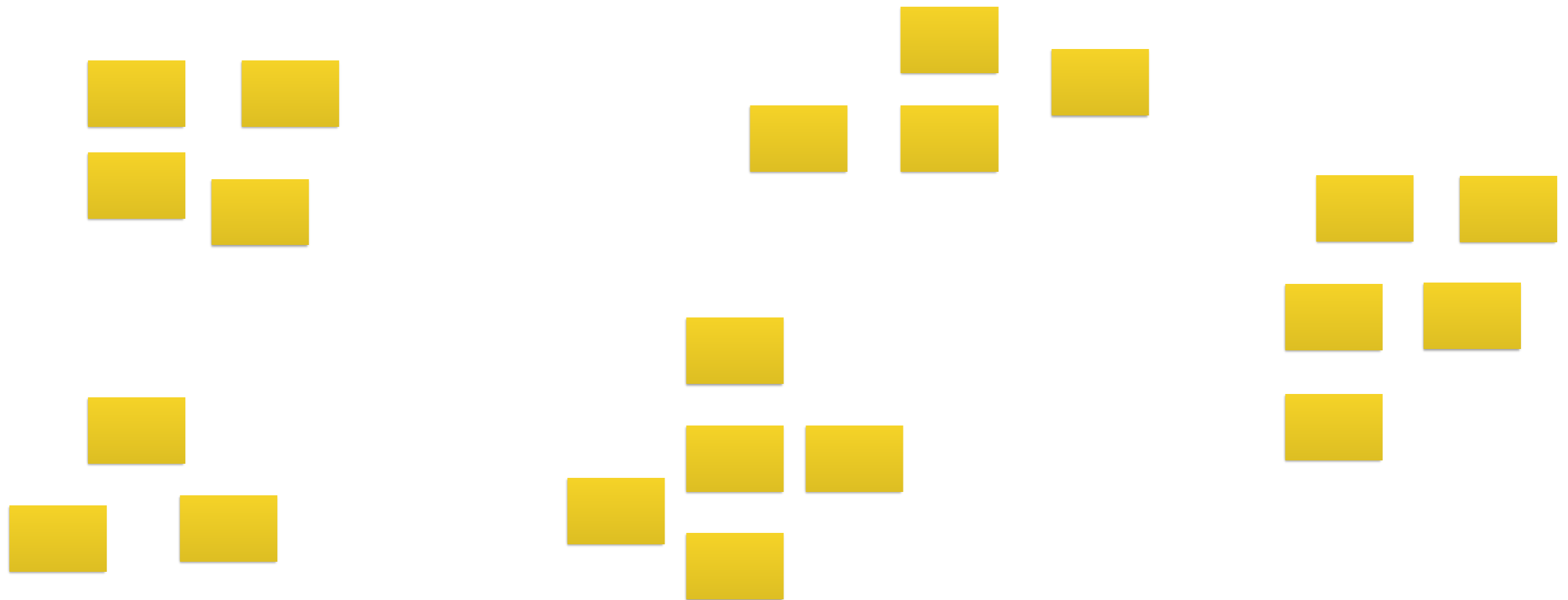


From "Mapping Inner Space"
by Nancy Margulies, Nusa Maal, and Margaret J. Wheatley

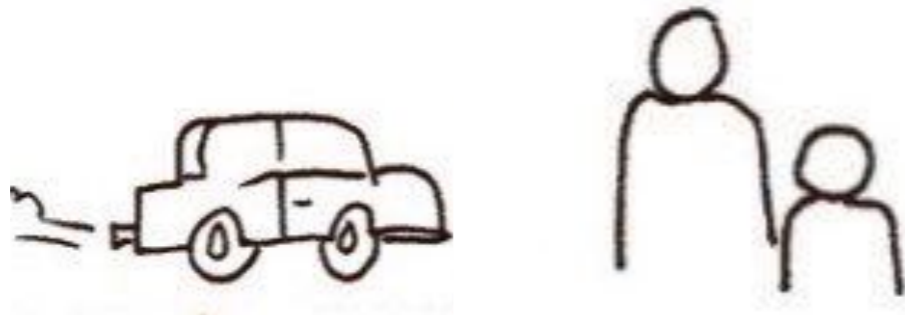
1. Listar palavras-chave que comuniquem a essência do seu produto.



1. Listar palavras-chave que comuniquem a essência do seu produto.
2. Categorizar em coisas, pessoas, lugares, processos e conceitos



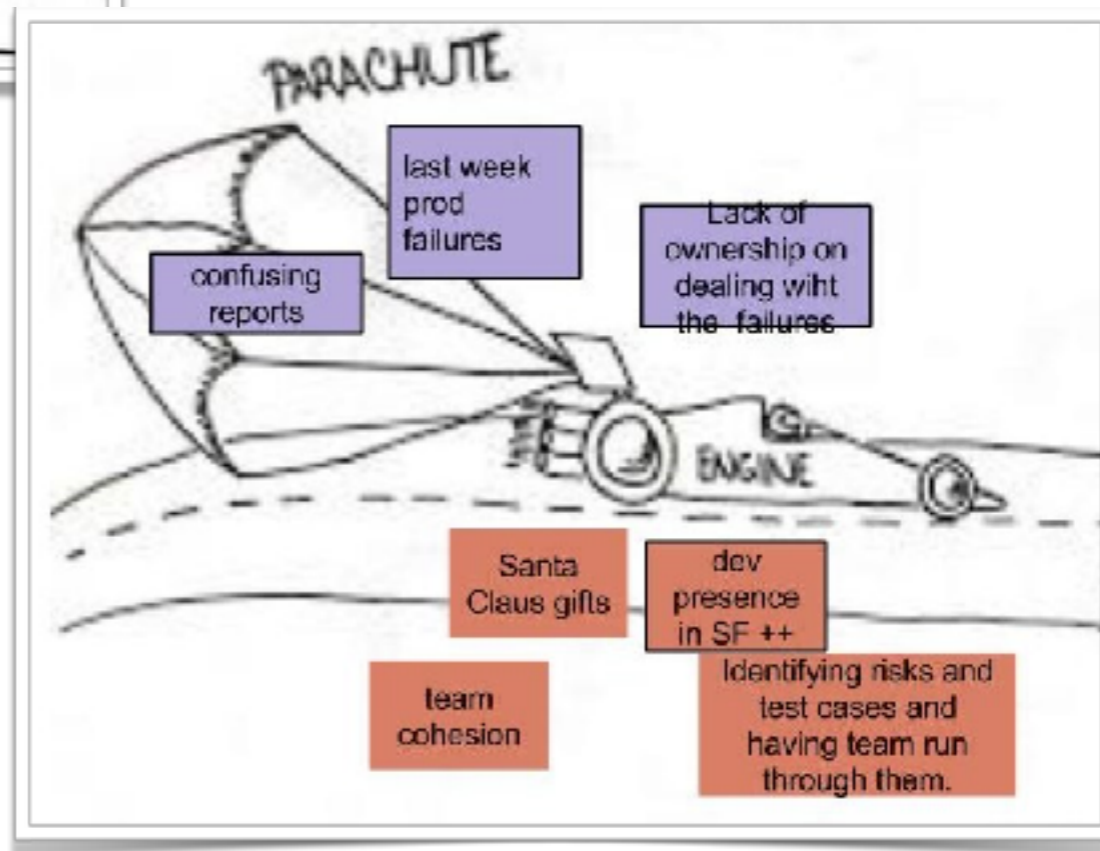
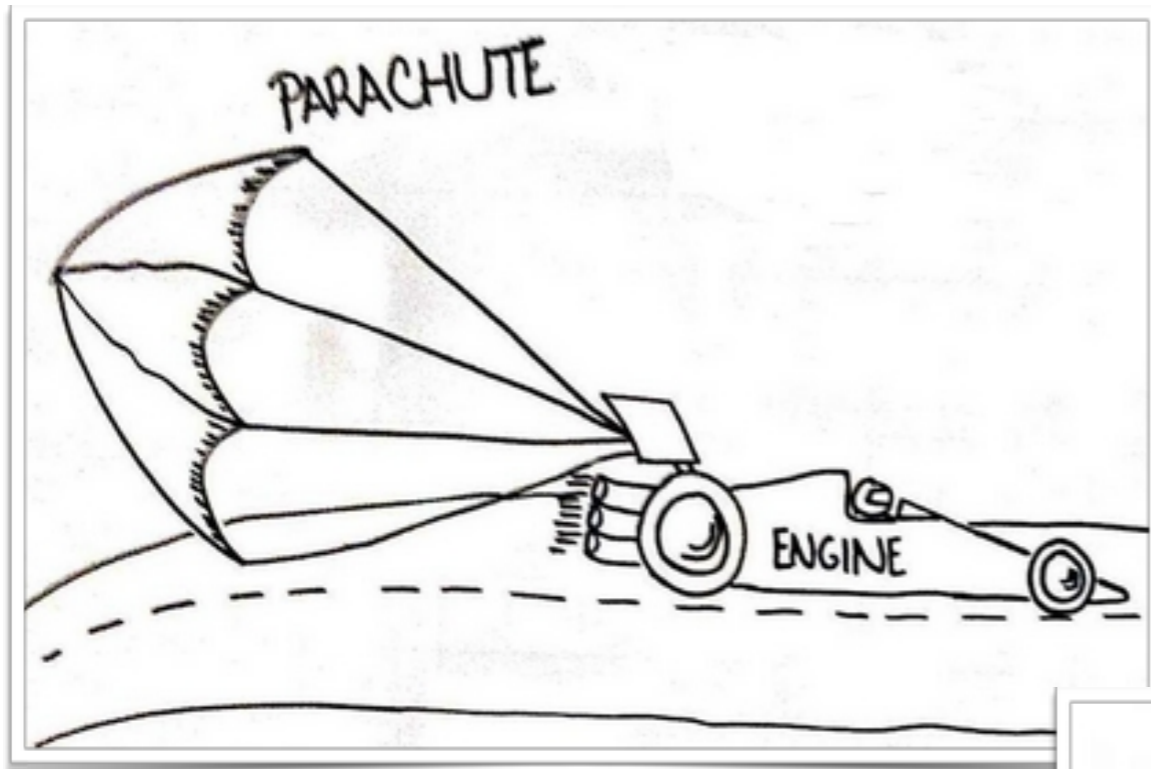
1. Listar palavras-chave que comuniquem a essência do seu produto.
2. Categorizar em coisas, pessoas, lugares, processos e conceitos
3. Desenhe as palavras de cada categoria



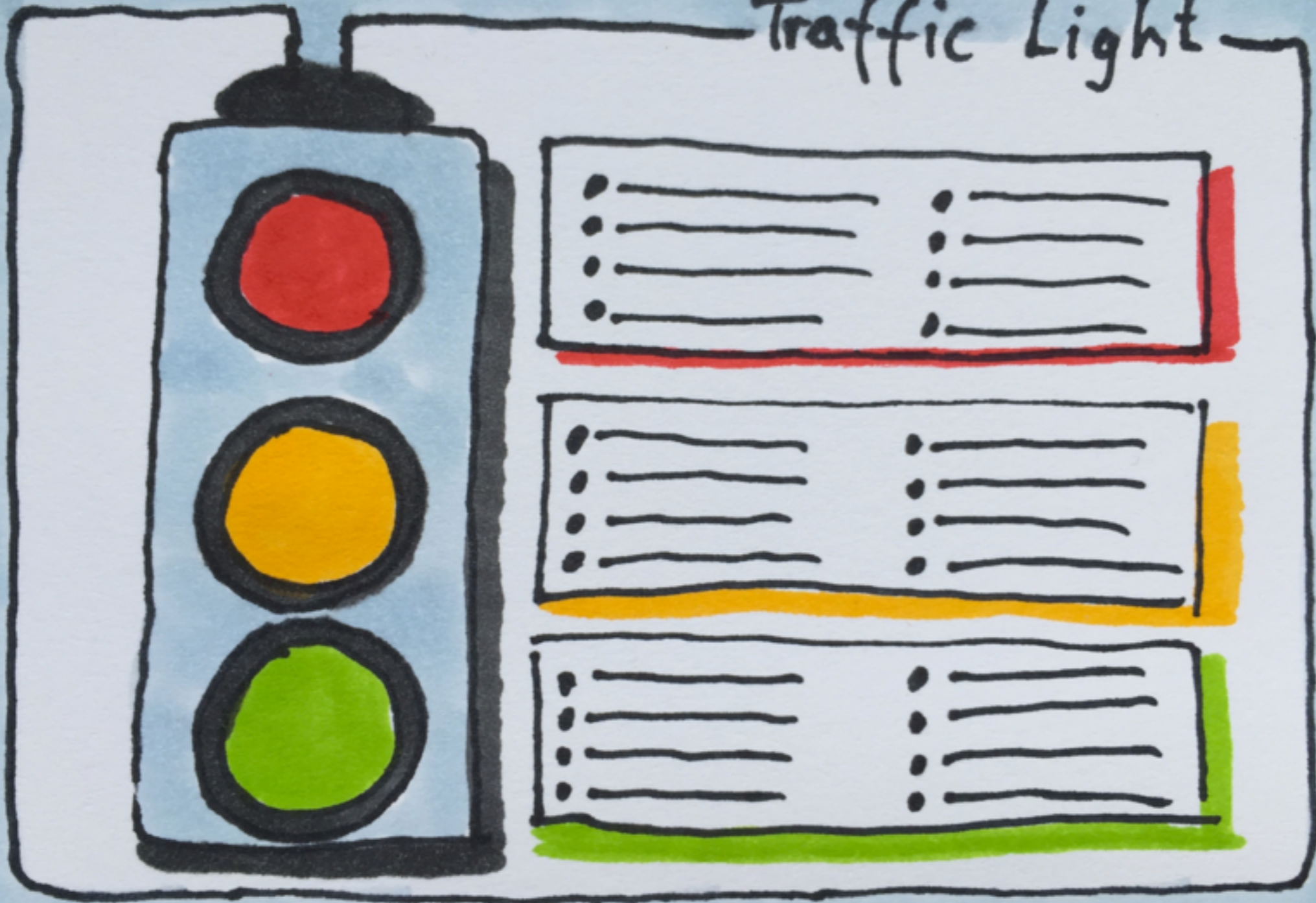
facilitador



o que é facilitação
visual?



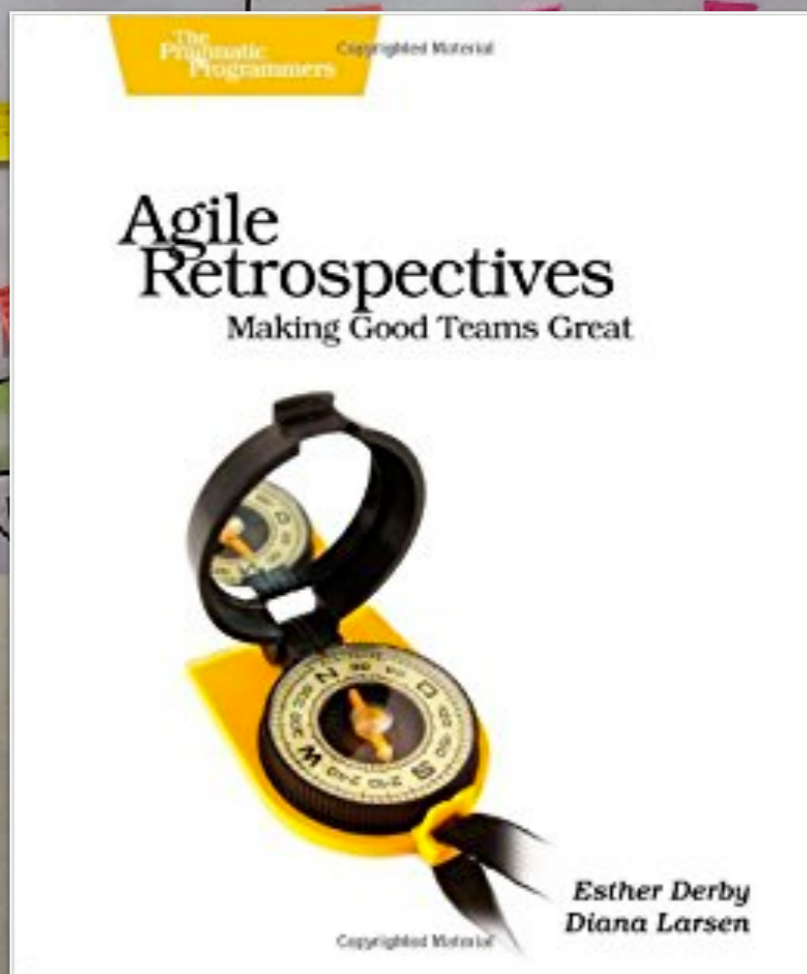
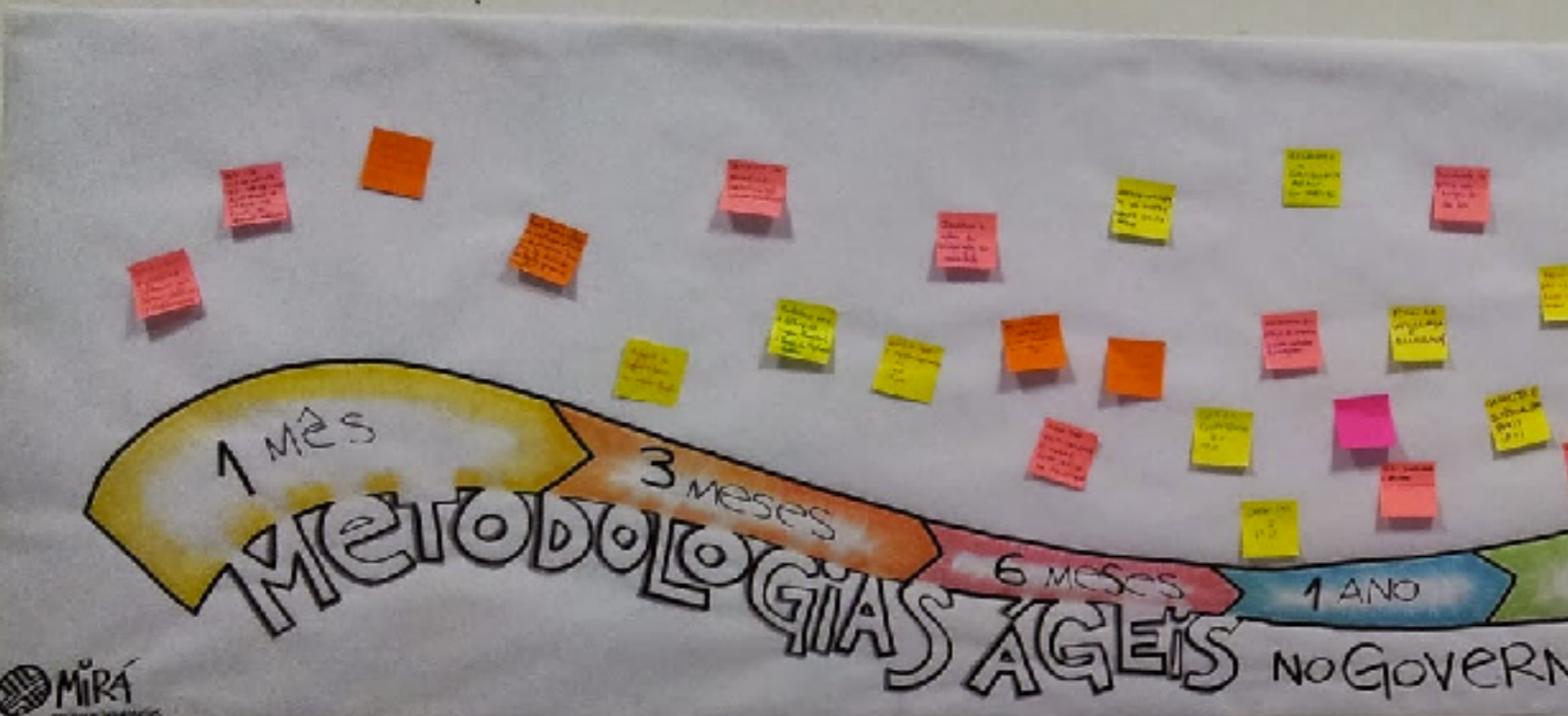
Traffic Light



Shark

- Topic -





Global Play

Alcance do combate play	Segmentos	Segmentos	Perfil
Feedback inicial	Feedback	Review e Q&A	Monitoramento

MVP

Combate Play

Agora no combate	Carta UP	Cartas de 54 unidades	Perfil
Conteúdo do jogo	Conteúdo de D	Notificação	SSO

Cronograma

- APIs GLOBO.COM
- Validações UX, RA, IM e Produto
- Versão BETA (Evento no vivo: Equilíbrio + Global)
- Release P/LWA

ToDo

Global Play - UX	Global Play - RA	Global Play - UX	Global Play - UX
Global Play - UX	Global Play - RA	Global Play - UX	Global Play - UX
Global Play - UX	Global Play - RA	Global Play - UX	Global Play - UX
Global Play - UX	Global Play - RA	Global Play - UX	Global Play - UX

Backlog

Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun

ToDo

EPG

API de busca	API de busca	API de busca	API de busca
API de busca	API de busca	API de busca	API de busca
API de busca	API de busca	API de busca	API de busca
API de busca	API de busca	API de busca	API de busca

Backlog

Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
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Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun

Preview Play

RELEASE 1

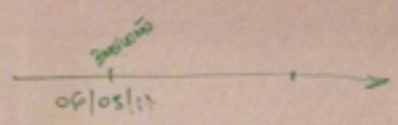
Agora no Preview Play	Segment	Cartas exclusivas	Perfis de cartas
Conteúdo do jogo	Lances	Escalpo	Eventos
Lista de cartas	Perfil	Requisitos de perfil	Cartas (online)
Alerta de cartas	SSO	Tela de perfil	Cartas (online)

Cronograma

- APROXIMAR BACKLOG RELEASE 1
- LAYOUTS
- ESTIMAR DESENVOLVIMENTO
- BACKEND (GLOBO.COM ou HOSTING) - estimar desenvolvimento
- PLANEJAMENTO DE RELEASES (6 maio)

Backlog

Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun
Feedback inicial	Feedbacks contínuos	Cartas (online)	Perfis e eventos
Segmentos 1 - Fun	Segmentos 2 - Fun	Segmentos 3 - Fun	Segmentos 4 - Fun



DEZEMBRO

- MVP DO COMBATE PLAY + VALIDAÇÃO GERAL
- Perfil ANDROID
- TRANSFERÊNCIA GSAT PLAY + API DE BUSCA
- NOTIFICAÇÃO: ESTUDOS + TESTES FERRAMENTA

JANEIRO

- COMBATE PLAY: VALIDAÇÕES FINAIS + SUBMISSÃO + MONITORAMENTO GERAL E ANALYTICS (IM)
- GSAT PLAY: + MANUTENÇÃO + Perfil Android (GSA)
- BINGE VIEWING: RESERVA + IMPLEMENTAÇÃO
- NOTIFICAÇÃO

FEBREIRO / JUNHO (+ OUTUBROS)

- PREVIEW PLAY: FECHAR BACKLOG + LAYOUTS RELEASE 1
- PREVIEW PLAY
- MANUTENÇÃO COMBATE PLAY + GSAT PLAY

ERRO
COMBATE
COMBATE

LOBOSAT

Fragment of another page with various sticky notes and text, including 'LOBOSAT' at the top and 'BETA 15 AGOSTO (14h)' at the bottom.

JANEIRO

PREMIERE

- RELEASE CAMP. ESTADUAS: 17/01
- UX: REVIEW NO APP (FEVEREIRO)
- APPLE TV: Vai ROLAR?

DONE

WIP

TO DO

PREMIERE ALERTA DE CREDOS	PREMIERE Rota Non Fictional	PREMIERE WIP CREDCAST	PREMIERE WIP LIGAS DA VOD	PREMIERE UX REVIEW NO APP
PREMIERE WIP BOM DIA	PREMIERE PROMO TITLES (COMM-COMM)	PREMIERE UX APPLE TV		

COMBATE

- RELEASE: ATE 20/01
- AGUARDANDO DATA OTT + CONHEÇA E ASSINE

WIP/DONE

WIP (UX)

TO DO

COMBATE WIP CREDCAST	COMBATE WIP TALKS EXTERNAIS DENTRO VOD	COMBATE WIP CONHEÇA + ASSINE	COMBATE UX REVIEW NO APP
-------------------------	--	------------------------------------	--------------------------------

SPORTV

- SAMSUNG DEXTRA COPA 2018: R1
- APP TIMES 360

TO DO (UX)

TO DO (BE)

SPORTV TIMES 360 APRIMORAR UX DO APP DE HALL (COMUNICACAO)	SAMSUNG DEXTRA APRIMORAR PARA SERVE AO VIVO + RESERVA VOD
---	--

DFP + SDK COMSCORE

WIP

TO DO

DFP + COMSCORE PREMIERE 01/01	DFP + COMSCORE COMBATE 20/01	DFP + COMSCORE SPORTV COPA	DFP + COMSCORE SPORTV TIMES	DFP + COMSCORE SPORTV GOALS 30/01
----------------------------------	---------------------------------	-------------------------------	--------------------------------	--------------------------------------

ABRIL

FEVEREIRO

LANÇAMENTO OTT

COMBATE

- REVIEW NO APP (AJUSTAR OS A MELHORAR!)
- CONHEÇA + ASSINE *
- MELHORIAS DE UX
- REFATORAÇÃO + ISOLAR EXPERIÊNCIA DE CONSUMO DO JOGADOR
- BUGS

COMBATE REVIEW NO APP	COMBATE MENU DE NAVEGAÇÃO	COMBATE ISOLAR EXPERIÊNCIA DE CONSUMO DO JOGADOR	COMBATE REFATORAÇÃO	COMBATE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA
COMBATE MELHORIAS EXPERIÊNCIA AO VIVO	COMBATE BOM DIA CREDCAST	COMBATE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	COMBATE INFORMAÇÕES DO COMBATE + MELHOR CONHECIMENTO DO JOGADOR	COMBATE CANAL 24h INFORMAÇÕES DO COMBATE
COMBATE QUE SEJA UMA EXPERIÊNCIA DE CONSUMO DE VÍDEO E NÃO APENAS DE ÁUDIO (COMUNICACAO)	COMBATE "LIGA O COMBATE" COM OBRIGACAO DE LIGAR O VÍDEO (COM VÍDEO DE VÍDEO) COMUNICACAO	COMBATE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	COMBATE INFORMAÇÕES DO COMBATE + MELHOR CONHECIMENTO DO JOGADOR	COMBATE CANAL 24h INFORMAÇÕES DO COMBATE

PREMIERE

- REVIEW NO APP (AJUSTAR OS A MELHORAR!)
- MELHORIAS DE UX + BUGS
- APPLE TV

PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE REVIEW NO APP	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE BOM DIA (COM) INFORMAÇÕES DO COMBATE	PREMIERE APPLE TV
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SPORTV

- SAMSUNG DEXTRA COPA 2018: ADMIN
- APP TIMES 360

SPORTV TIMES 360 APRIMORAR UX DO APP DE HALL (COMUNICACAO)	SAMSUNG DEXTRA APRIMORAR PARA SERVE AO VIVO + RESERVA VOD	ENTREGAS P/ FINAL DE FEVEREIRO
---	--	-----------------------------------

KRUX

APP DE ESTABE
KRUX

MAIO

SPORTV

- COPA 2018

MARÇO

PREMIERE

- MELHORAR A EXPERIÊNCIA DE CONSUMO DO JOGO
- CONHEÇA + ASSINE
- MELHORIAS DE UX + CORREÇÃO DE ERROS
- ISOLAR EXPERIÊNCIA DE CONSUMO DO JOGADOR
- APPLE TV

PREMIERE MELHORIAS EXPERIÊNCIA DE CONSUMO DO JOGADOR	PREMIERE CONHEÇA + ASSINE	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE CANAL 24h INFORMAÇÕES DO COMBATE
PREMIERE UX CORREÇÃO DE ERROS	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE APPLE TV
PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA	PREMIERE TRATAR PROBLEMAS DE PLAYER NO APP - BOM DIA + BOM DIA - BOM DIA + BOM DIA

COMBATE

- REDESIGN HOME + NOVAS TELAS
- REORGANIZAÇÃO DOS TÍTULOS (DESTAQUE)
- DESTACAR EVENTO AO VIVO NA HOME
- VÍDEOS/NOTÍCIAS ABERTOS SITE (REFERÊNCIA FEED APP DA COPA)

COMBATE REDESIGN HOME	COMBATE VÍDEOS/NOTÍCIAS DE COMBATE
-----------------------------	--

→ TAREFAS PARA CONCEPÇÃO/CRIAÇÃO NA ÁREA DE

SPORTV

- SAMSUNG DEXTRA COPA 2018: R2
- APP TIMES 360: CURIOSITA + FRANGIDO
- SPORTV COPA 2018

SPORTV COPA ALTERNAR CURIOSITA PARA COPA 2018	SPORTV COPA NATIVE AD (COM APP DE APP)
SAMSUNG DEXTRA COPA 2018 FRANGIDA + FRANGIDA 2.º APP	

JUNHO

* COPA DO MUNDO: 14/06

COMBATE PLAY

JANUÁRIO

RELEASE 1
 UX: **CONTEÚDO & ASSINE**
 LAYOUT
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

CONTEÚDO & ASSINE
 LAYOUT
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

Prazo?

MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE

Fevereiro

RELEASE 2
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

PREPARAÇÃO PARA LANÇAMENTO OTT
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

DEFINIR QUAIS SÃO AS MEMÓRIAS DE UX P/O LANÇAMENTO DA OTT

MARÇO

UX DEV: TW (CON) PRAZO

RELEASE 3
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

RELEASE 4
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

ABRIL

MARÇO

RELEASE 4
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

VÍDEO GRUPO + NOTÍCIAS

new

know

BACKLOG
 COMBATE PLAY

BACKLOG
 COMBATE PLAY

PREMIERE

JANUÁRIO

RELEASE 1
 UX: **CONTEÚDO & ASSINE**
 LAYOUT
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

RELEASE 2
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

RELEASE 3
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

RELEASE 4
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

MARÇO

RELEASE 5
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

RELEASE 6
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

ABRIL

RELEASE 7
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

ABRIL

RELEASE 8
 UX: **PREPARAÇÃO PARA LANÇAMENTO OTT**
 UX: **MEMORIAL WITH 30 APP WAS LOGINS - UI + RELEASE**

BACKLOG
 PREMIERE

BACKLOG
 PREMIERE

DPP

FRAN IOS

SPORTV

SPORTV TIMES 360

SAMSUNG COPA 2018

SPORTV COPA 2018

SPORTV TIMES 360
 SAMSUNG COPA 2018
 SPORTV COPA 2018

QUAL O DIA DO LANÇAMENTO?

O QUE É UMA UX ENDO, UI, etc...

Aprentizado

Aplicação no Colégio
Signs

MÉTODOS

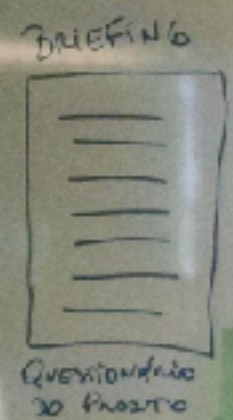
IMERSÃO

Aprender
Aplicar
Entender

Conteúdo do usuário

Storyboard

Requisitos
usuários



CASES DE UX DO PROFESSOR
CASES

EMPATIA

OBSERVAÇÃO

"INVESTIGAR NECESSIDADES E CONTEXTO DE USO"

IDEO
METHOD CARDS

Storyboard

ENTREVISTAS

IDEAÇÃO

GERAÇÃO DE



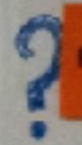
PROTOTIPACÃO

SOLUÇÕES

PERSONAS
- Pessoa - (Gf)

(MODELAGEM DE USUÁRIOS)

IDENTIFICAR NECESSIDADES

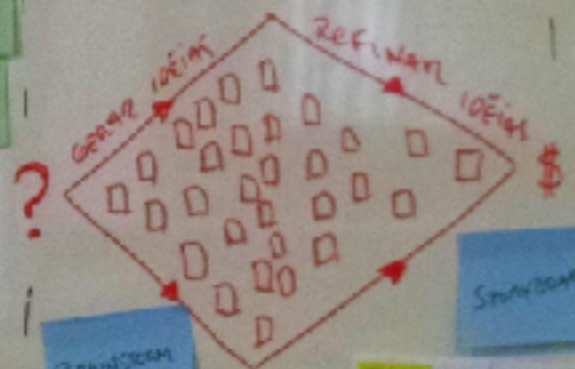


Alugar Rapel

(MOMENTOS DE TAREFAS)

Ferramentas de criação digital

criar fluxo de usuário



Storyboard

Storyboard

Papel Protótipo

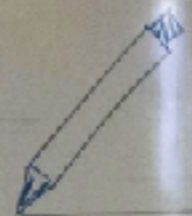
DESIGN VISUAL



UX
USABILIDADE

UX

PROTOTIPAGEM



PROTOTIPAR

BAIXA E ALTA

FIDELIDADE

Qual a diferença entre baixa e alta fidelidade? - baixa fidelidade: protótipo de papel, baixa fidelidade: protótipo de tela

Processo de criação de interfaces

INTERFACE GRÁFICA

Construção de Interfaces

SKETCH

WIREFRAME

PHOTOSHOP

BALSAMIC

INVISION

VALIDAÇÃO



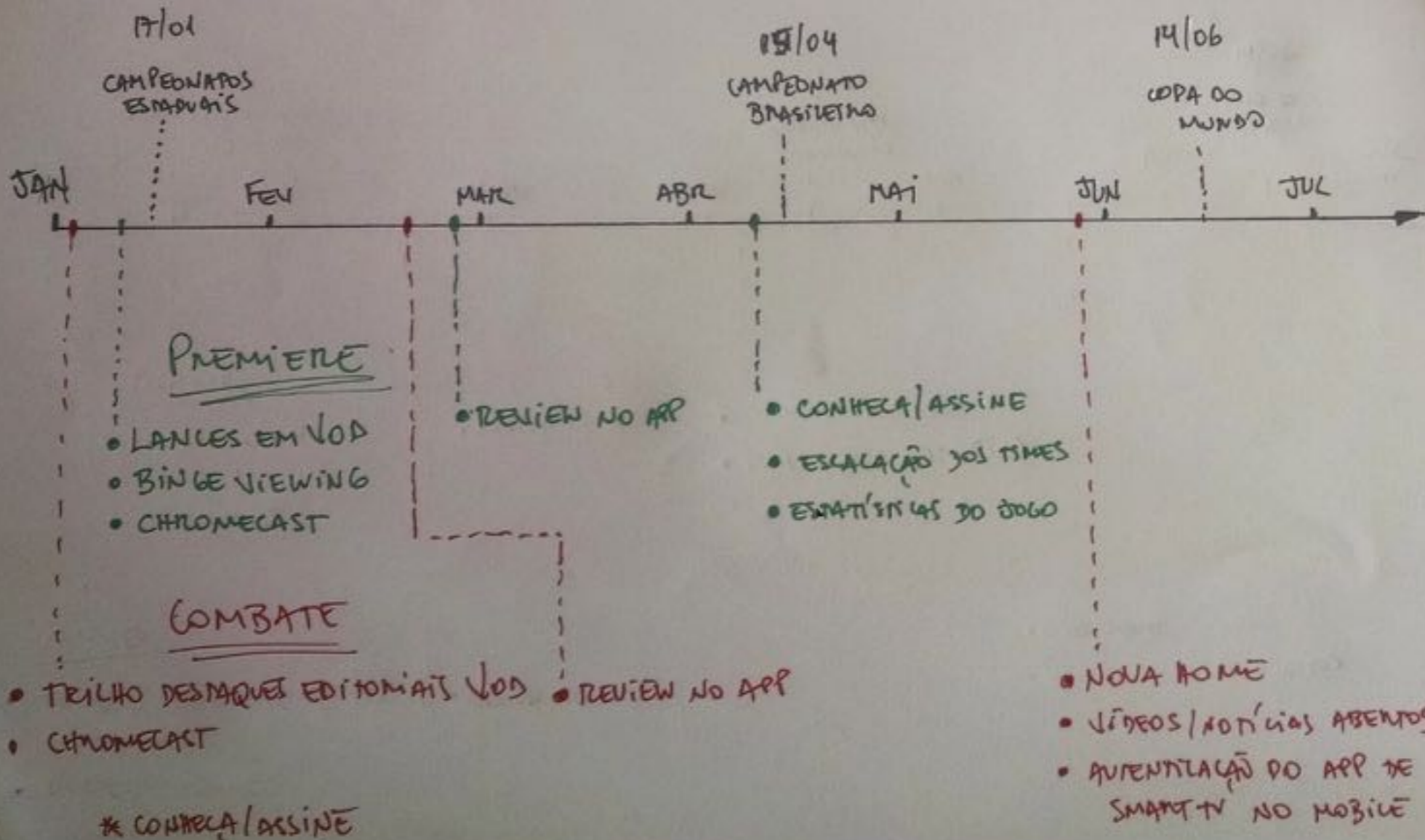
TESTAR!

Pesquisa Quantitativa

TESTE USABILIDADE

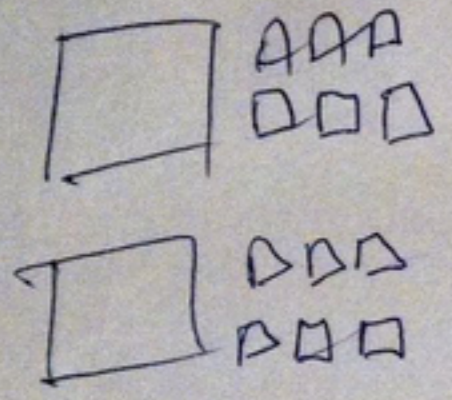
ROADMAP ESPOMES

JANEIRO > JULHO 18

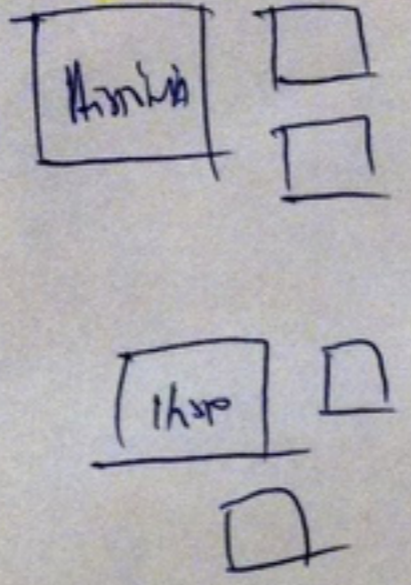


CONCEPÇÃO

Sketches
UX

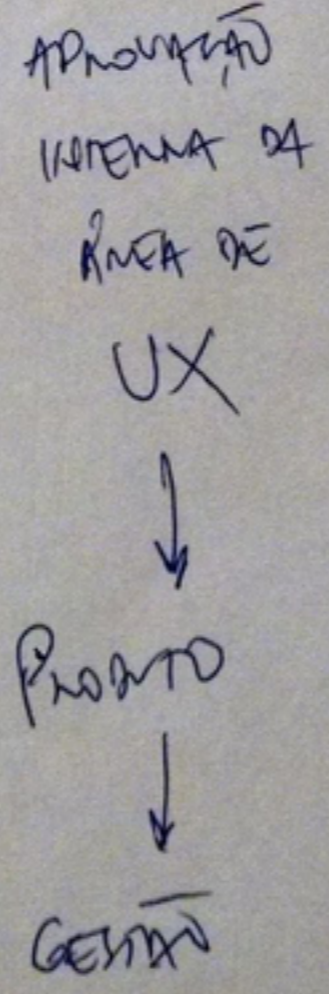


To do



criação UX
Visualização
DEV + BE
Pronto

APROVAÇÃO
UX Produto SH



Ready to start
SPRINT ZENKOB

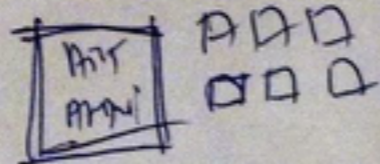
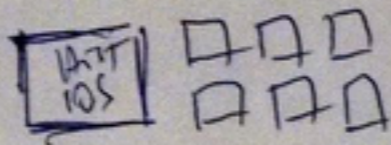
Si
Tema
HTV
Pronto
No

SPRINT BACKLOG

SÓ ENTRAM
TAREFAS
(HISTÓRIAS)

APROVADAS
NO SUPLENTE

TO DO PRIORITIZADAS



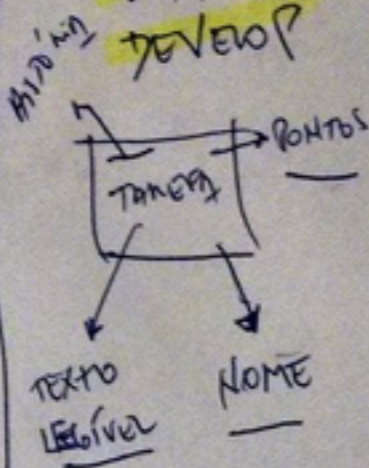
DEVE CONTER
HISTÓRIA E
ATIVIDADES

PARA 10 dias

(1 SPRINT)

DE TRÁZADO

WIP DEVELOP



VALIDAÇÃO

UX QA PO

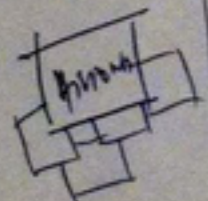


A HISTÓRIA SÓ
VAI PARA
DEPLOY ASS
QUANDO

PO PO
(STAKEHOLDERS)

INCREMENTOS
DISPONÍVEIS
NO TEST FLIGHT
OU NÃO SEI
OU DO SUPLENTE

READY TO DEPLOY



PO

PO

↓
AND
ESTA
PUBLICA
NA
LIDA

CONCEPÇÃO

DESENVOLVIMENTO

Definição do escopo

- Definição do escopo
 - Definição do MVP
 - Definição do roadmap
 - Definição do backlog

- concepção UX
- visualização DEV
- co-criação PRODUTO

Definição do MVP

Definição do MVP

Definição do MVP
 Definição do MVP
 Definição do MVP

Definição do MVP

Definição do MVP

Definição do MVP
 Definição do MVP
 Definição do MVP

Definição do MVP

- ▶ SÓ ENTRAM ATIVIDADES DO PLANNING *
- (* 20% do orçamento)
- ▶ ATIVIDADES P/L SPRINT DE TRABALHO
- ▶ HISTÓRIAS/TAREFAS ESTIMADAS

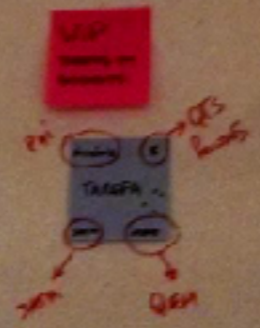
Definição do MVP

Definição do MVP

Definição do MVP

Definição do MVP

Definição do MVP



LEGÍVEL

Definição do MVP

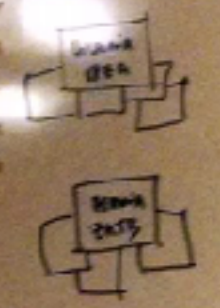
Definição do MVP

Definição do MVP

HISTÓRIAS | TAREFAS
 DISPONÍVEIS PARA
 VALIDAÇÃO!
 (TEST FLIGHT | CHECKOUT)

Definição do MVP
 Definição do MVP
 Definição do MVP

Definição do MVP



Revisão 2.13

BUBS*

SABER AINDA
 C/ LÍDER
 TÉCNICO

**
 SEMPRE
 AVISAR
 PRODUTO

Definição do MVP

PUBLICAR NA LOJA
 (IOS + ANDROID)

Security
Requirements
Requirements

UI/UX
Requirements
Requirements

Architecture
Requirements
Requirements

Integration
Requirements
Requirements

Performance
Requirements
Requirements

Compliance
Requirements
Requirements

Requirement ID: R-001
User authentication
The system shall allow users to log in using their email and password.

Requirement ID: R-002
Password strength
Passwords must be at least 8 characters long, including uppercase, lowercase, and numbers.

Requirement ID: R-003
Account recovery
Users should be able to reset their password via email.

Requirement ID: R-004
Session management
Sessions should expire after 30 minutes of inactivity.

Requirement ID: R-005
Data security
All user data must be encrypted at rest and in transit.

Requirement ID: R-006
Audit logging
The system shall log all login attempts and password resets.

Requirement ID: R-007
Accessibility
The application must be usable by people with disabilities.

Requirement ID: R-008
Localization
The application should support multiple languages.

Requirement ID: R-009
Performance
The application should load within 2 seconds.

Requirement ID: R-010
Scalability
The system should handle up to 10,000 concurrent users.

Requirement ID: R-011
Data backup
Regular backups of user data must be performed.

Requirement ID: R-012
Security
The system must be protected against SQL injection attacks.

Requirement ID: R-013
Compliance
The system must comply with GDPR regulations.

Requirement ID: R-014
Performance
The system should maintain 99.9% uptime.

Requirement ID: R-015
Integration
The system should integrate with existing CRM software.

Requirement ID: R-016
Architecture
The system should be built using a microservices architecture.

Requirement ID: R-017
Integration
The system should support OAuth 2.0 for external authentication.

Requirement ID: R-018
Performance
The system should handle peak loads without degradation.

Requirement ID: R-019
Architecture
The system should be cloud-native and containerized.

Requirement ID: R-020
Integration
The system should have a RESTful API for third-party integrations.

Requirement ID: R-021
Performance
The system should have a response time of less than 100ms.

Requirement ID: R-022
Integration
The system should be able to sync data with external databases.

Requirement ID: R-023
Performance
The system should be able to scale horizontally.

Requirement ID: R-024
Integration
The system should support multi-tenant architecture.

Requirement ID: R-025
Performance
The system should have a high availability configuration.

Requirement ID: R-026
Performance
The system should have a low latency for real-time data.

Requirement ID: R-027
Integration
The system should integrate with social media platforms.

Requirement ID: R-028
Compliance
The system must adhere to industry standards like ISO 27001.

Requirement ID: R-029
Compliance
The system should be audited regularly for security.

Requirement ID: R-030
Compliance
The system should have a disaster recovery plan.

Requirement ID: R-031
Compliance
The system should be developed in accordance with accessibility laws.

Requirement ID: R-032
Compliance
The system should have a privacy policy that is easy to understand.

Requirement ID: R-033
Compliance
The system should have a clear terms of service.

Requirement ID: R-034
Compliance
The system should have a secure data retention policy.

Requirement ID: R-035
Compliance
The system should have a clear data deletion process.

Requirement ID: R-036
Compliance
The system should have a clear data ownership policy.

Requirement ID: R-037
Compliance
The system should have a clear data portability policy.

Requirement ID: R-038
Compliance
The system should have a clear data security policy.

Requirement ID: R-039
Compliance
The system should have a clear data breach notification policy.

Requirement ID: R-040
Compliance
The system should have a clear data incident response plan.

Project Overview

Project Goals

Project Scope

Project Risks

Project Resources

Project UX

Project QA

Project FC

Project Summary

Project Status

Project Overview

Project Goals

Project Scope

Project Risks

Project Resources

Project UX

Project QA

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Project Scope

Project Risks

Project Resources

Project UX

Project QA

Project FC

Project Summary

Project Status

Novo Projeto

DEMANDA

CADA PROJETO É UMA SAGA

1

Concepção



2

Desenvolvimento



Transição



3

OPERAÇÃO



VARIA EM...

Estabilidade dos Requisitos

Cliente não sabe o que quer
Time não sabe como implementar

Deadlines

Software go-live em menos de 1 mês

Complexidade

Tecnologias emergentes (block chain? P2P?)
Software Legado

Budget

iOS + Android + Web + TV Corretada em time pequeno

Capacidade ninja do time

Em algum momento precisa começar



Níveis de dificuldade:
Qualidade do projeto fora da
frenteira do time

SEMPRE TEM...

Um Objetivo

O Briefing

As coisas que o usuário quer

O Backlog de Histórias de usuário

Funcionalidades de software que atendem ao que o usuário quer

O backlog de funcionalidades

Restrições tecnológicas

Plataforma(s) tecnológicas (DevOps?)

Restrições de interface

Tem que ser incrível (UX)



CAREER PATHS

 Software Dev Codifica o Software Testa features desenvolvidas Publica pacotes para o QA	 UX Faz a usabilidade e aparência incrível Valida que software feito continua incrível	 QA Valida que software feito não contém bugs	 PO Digere as necessidades em funcionalidades de software Prioriza funcionalidades e coordena implementações pelo time	 SM Muda as regras do jogo Roda a máquina de melhoria contínua	 Dev Ops Cuida dos softwares em produção Integra Dev, QA e Infraestrutura
---	--	--	--	--	---

SCRUM SOFTWARE DEVELOPMENT PROCESS



sketchnote



Dream:

- Amazing App
- Every User
- buy it!

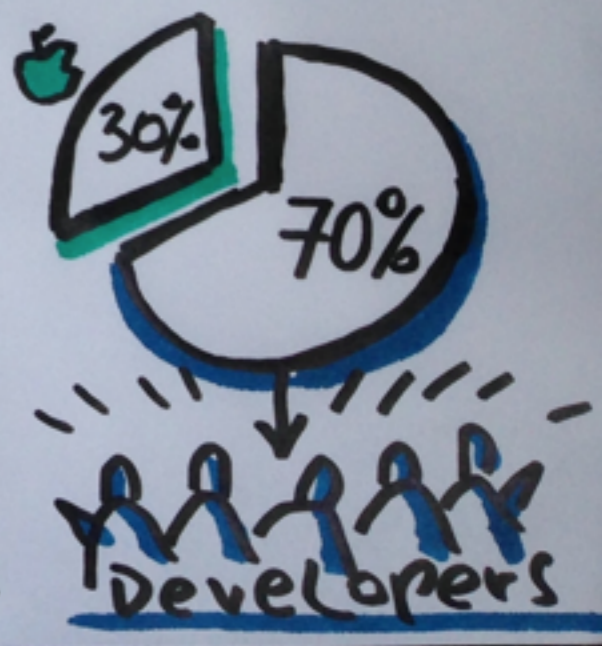
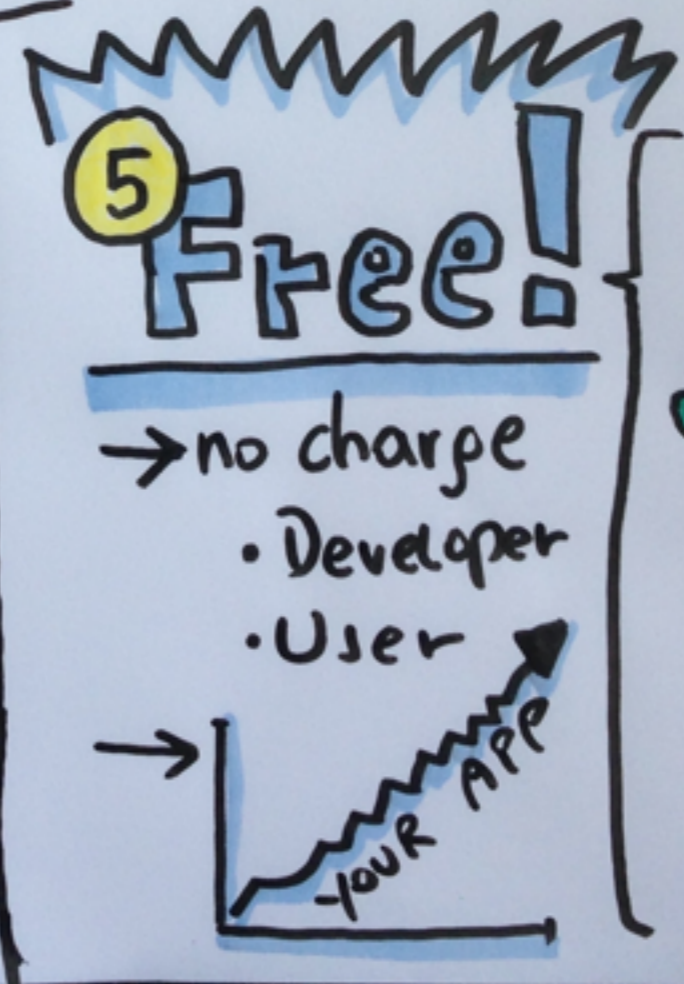


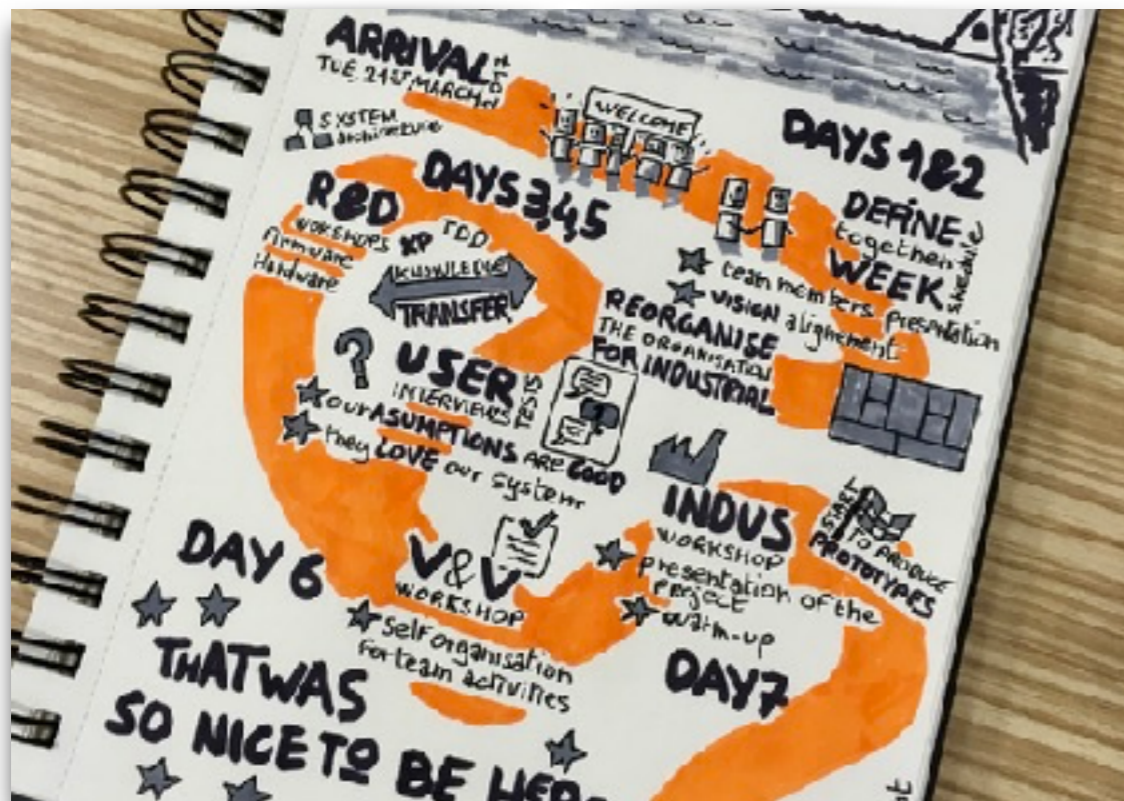
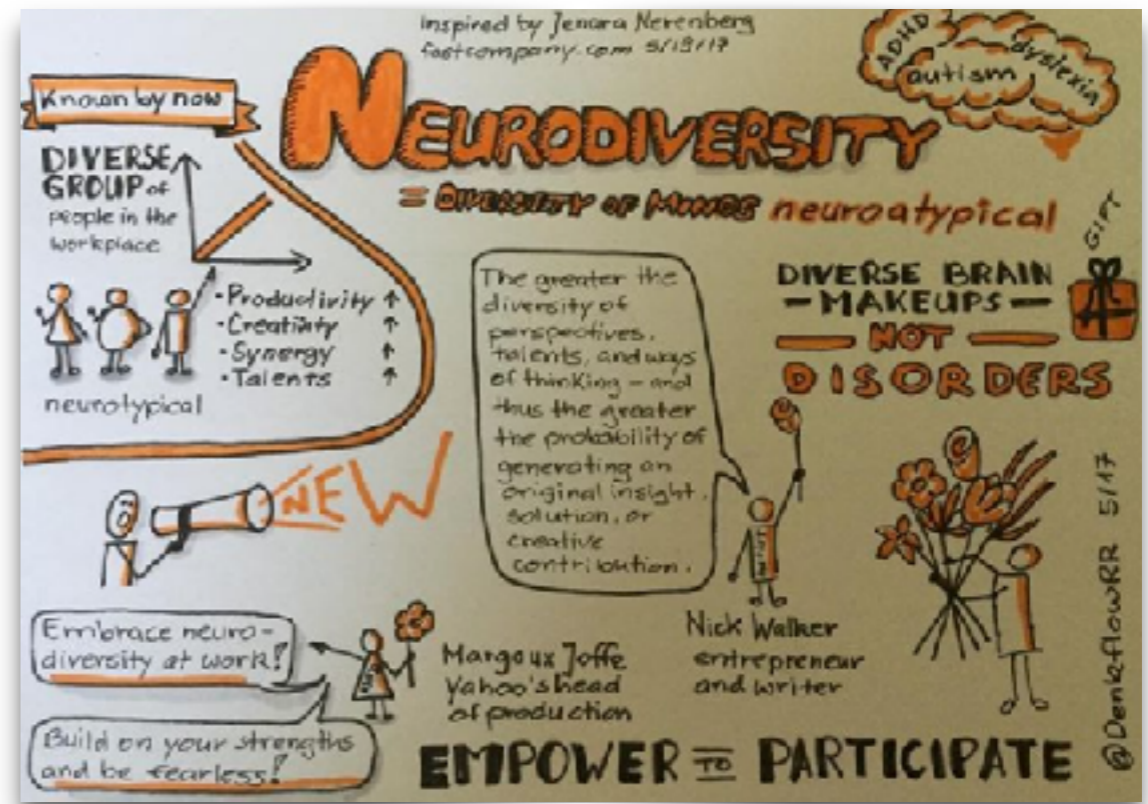
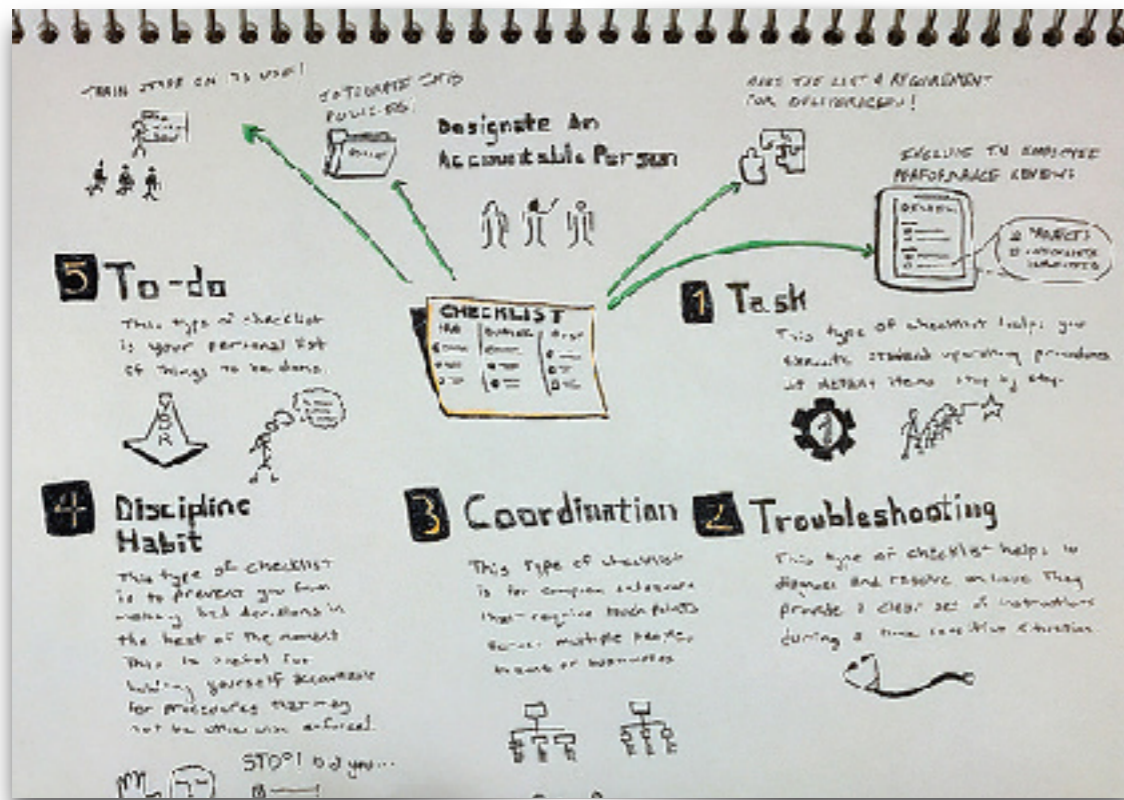
- Features
- Categories
- Top Lists
- Search
- Wireless
- Simple



Reality: not possible!

Also via I-Tunes





3)))

WHAT TO LISTEN FOR WHILE SKETCHNOTING

OBJECTS → ICON OR SIMPLE IMAGE



VERBS → STICK FIGURE

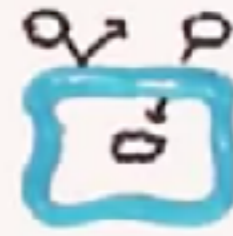


EMOTIONS → FACE



THOUGHTS → THOUGHT BUBBLE

INTERACTIONS → SPEECH BUBBLE



PASS FILTER?



STRONG ANCHOR!

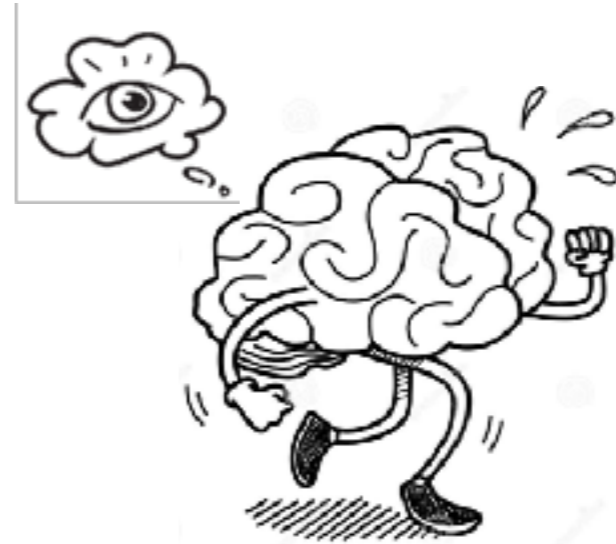
Doug Neill

por que?

A LITTLE BIT OF SCIENCE:

75% OF OUR BRAIN'S
SENSORY NEURONS
ARE DEDICATED TO
{ VISUAL PROCESSING }

DAN ROAM,
UNFOLDING THE NAPKIN.
PORTFOLIO TRADE,
2009.



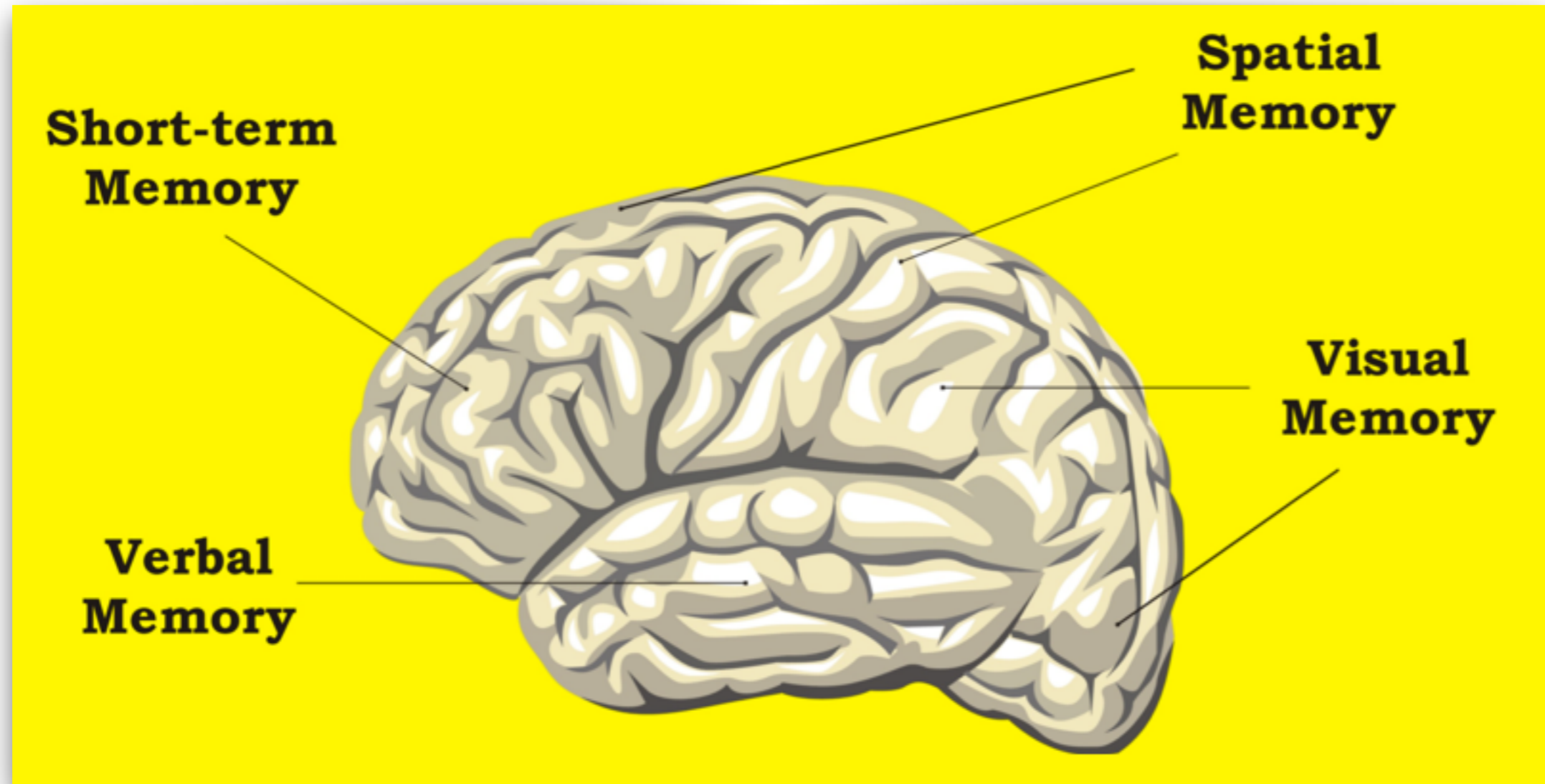
OF ALL THE INFORMATION
OUR BRAIN PROCESSES,
PICTURES ARE RETAINED AT FAR
HIGHER RATES THAN WORDS



DECADES OF RESEARCH HAS
PROVEN THIS. IT'S CALLED:

the PICTURE SUPERIORITY EFFECT

GEORG STENBERG. CONCEPTUAL AND PERCEPTUAL FACTORS IN
THE PICTURE SUPERIORITY EFFECT. EUROPEAN JOURNAL OF
COGNITIVE PSYCHOLOGY. 2006. 18(6): 813-847.



melhora a compreensão
e a memória





CERTIFIED

Este certificado foi concedido a:

Ana Cunha

Por ter demonstrado experiência, pela conclusão do treinamento e por ter sido aprovado no exame do programa Certificado pelo YouTube em:







Crescimento do canal

Válido até: February 3, 2019

How to Design Meetings Your Team Will Want to Attend

by Paul Axtell

APRIL 05, 2017

 SUMMARY  SAVE  SHARE  ⁵ COMMENT  **HH** TEXT SIZE  PRINT **\$8.95** BUY COPIES



VISUAL MEETINGS
 HOW GRAPHICS, STICKY NOTES & IDEA MAPPING CAN TRANSFORM GROUP PRODUCTIVITY

ENGAGE

ENACT

THINK

DAVID SIBBET

VISUAL LEADERS
 NEW TOOLS FOR VISIONING, MANAGEMENT, & ORGANIZATION CHANGE

DESIGN THINKING

STORYMAPS

MODELS

strategy

Implementation

STARTUPS

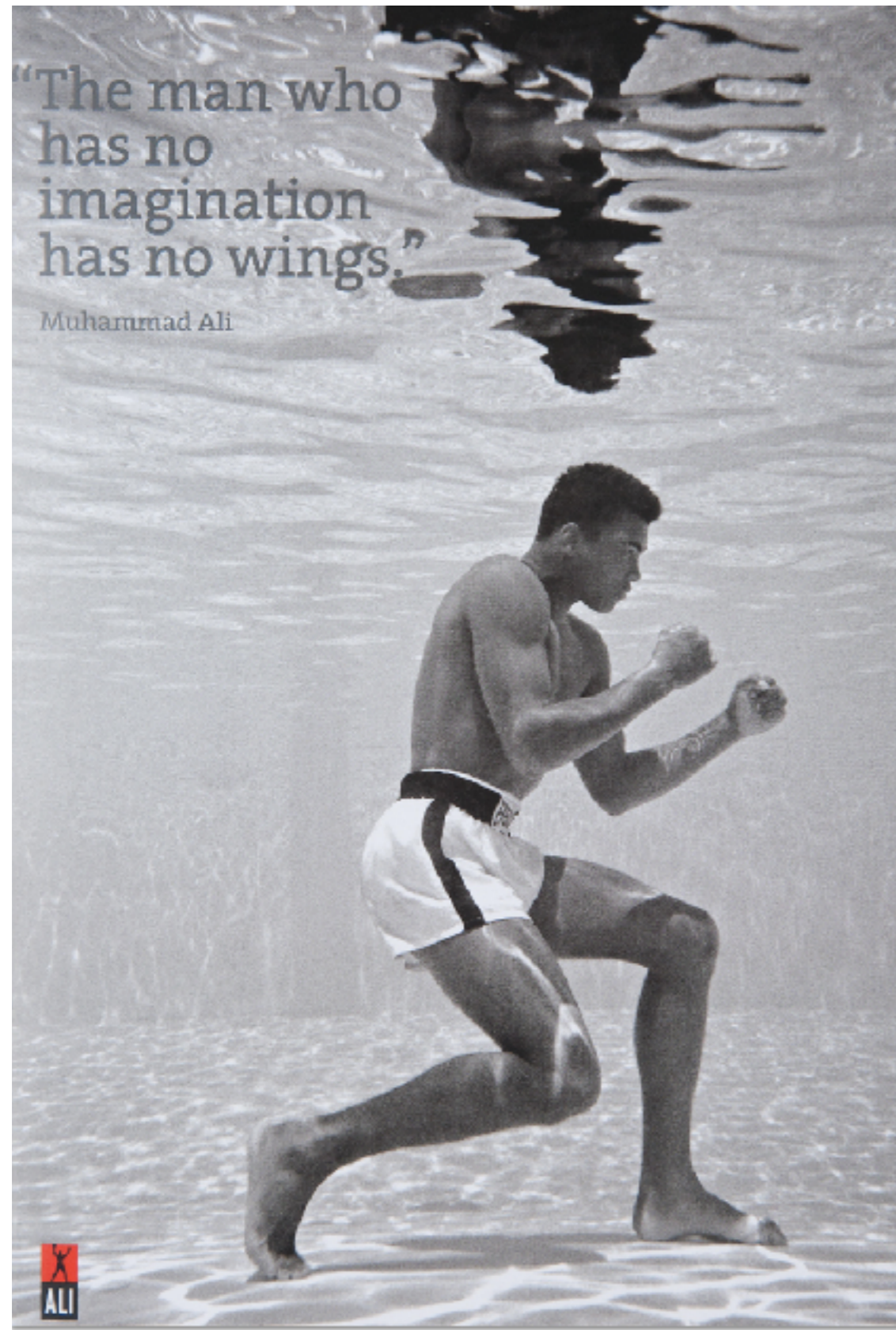
GROWTH

ORGANIZATIONS

VISUAL LANGUAGE

IMPLEMENTATION

DAVID SIBBET



5W2H



WHAT, WHY, WHEN, WHO, WHERE, HOW, HOW MUCH

quem



CASH FLOW

CRASH

OUTAGE

SOLUTION

VENTURE CAPITAL

UP-STREAM

SHRINKAGE

ASSUMPTION

BOARD MEETING

SKILL SETS

PITCH DEADLINE

BUNCHING

SHARE PRICE

OUTSOURCING

RESOURCES

OUTAGE

RISK MANAGEMENT

OFFLINE

VALUE ADDED

SALES MEETING

INTEGRATE

VALUE ADDED

EXPANSION

SALES MEETING

PROMOTE

HOLISTIC

INTERNET DEALING

DIVERSITY

SQUEEZED

EFFECTIVE

INTEGRATE

VAT LEFT

PRISING

CHANNEL

EXPANDING

GOAL ORIENTED

RADAR SCREEN

EVALUA

BLOGS

CHANNEL

MAPPING

ATE

CODING

OUTSIDE THE BOX

HOLISTIC

ACHIEVE

BOARD MEETING

CORE STRATEGIES

BUNCHING

BLOGS

SHARE PRICE

CLIENT SIDE

IMPACT

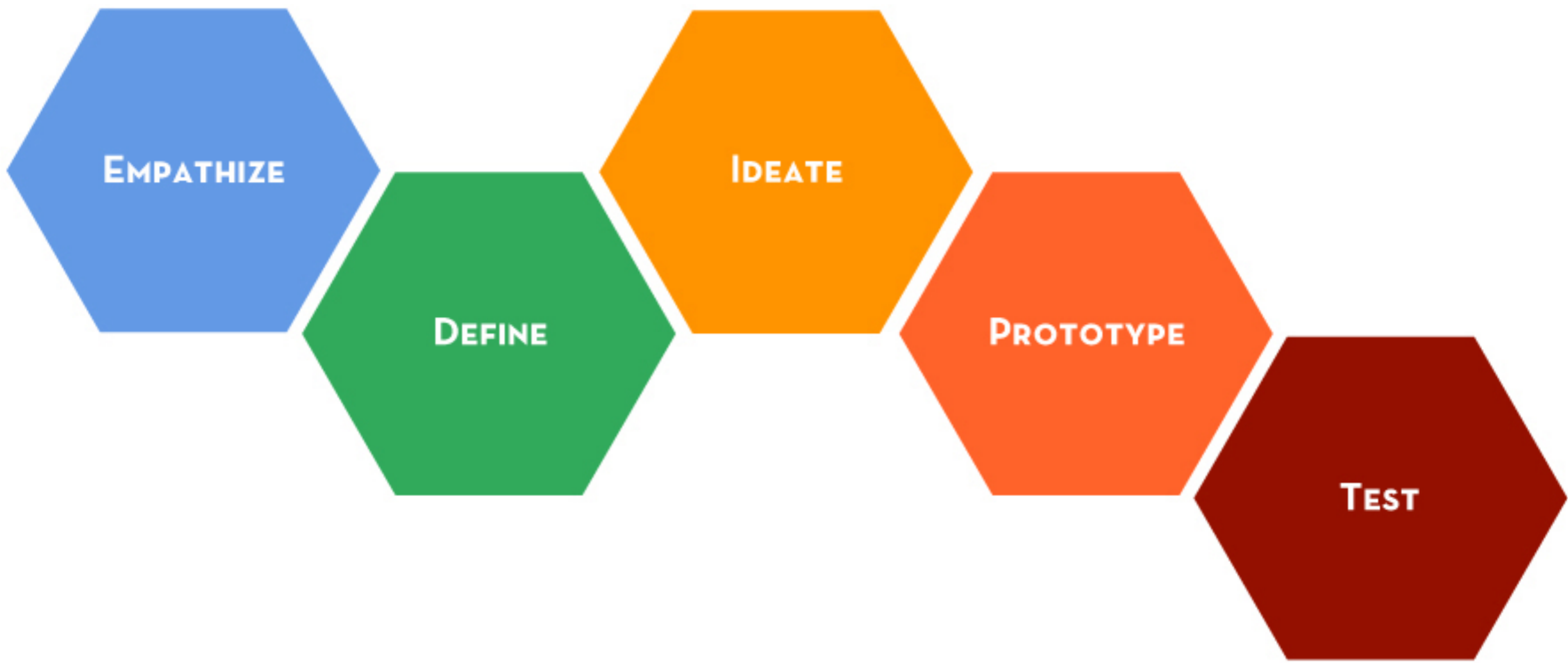
DOWN TRADING

WEB CASE





quando



EMPATHIZE

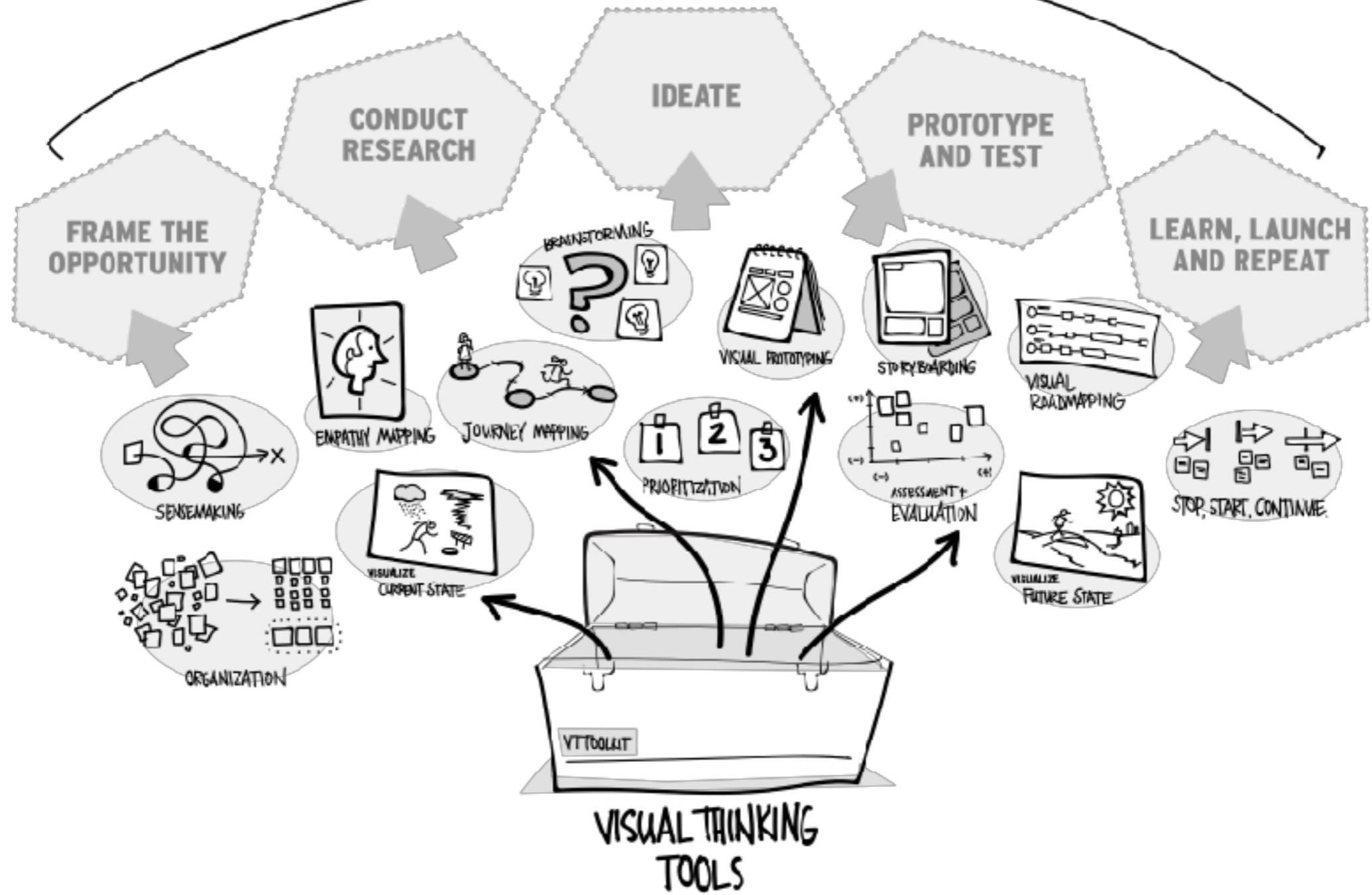
DEFINE

IDEATE

PROTOTYPE

TEST

DESIGN THINKING METHODOLOGY





PRODUCT BACKLOG



SPRINT PLANNING

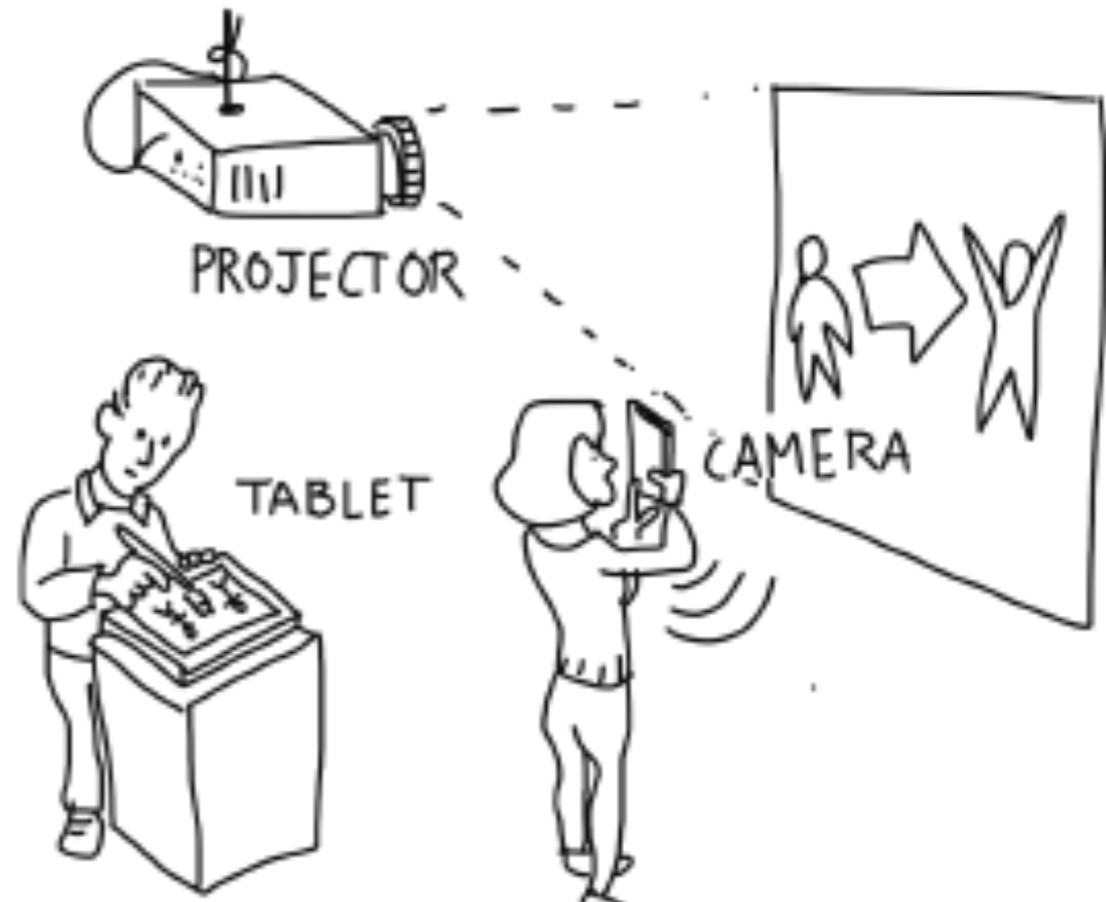
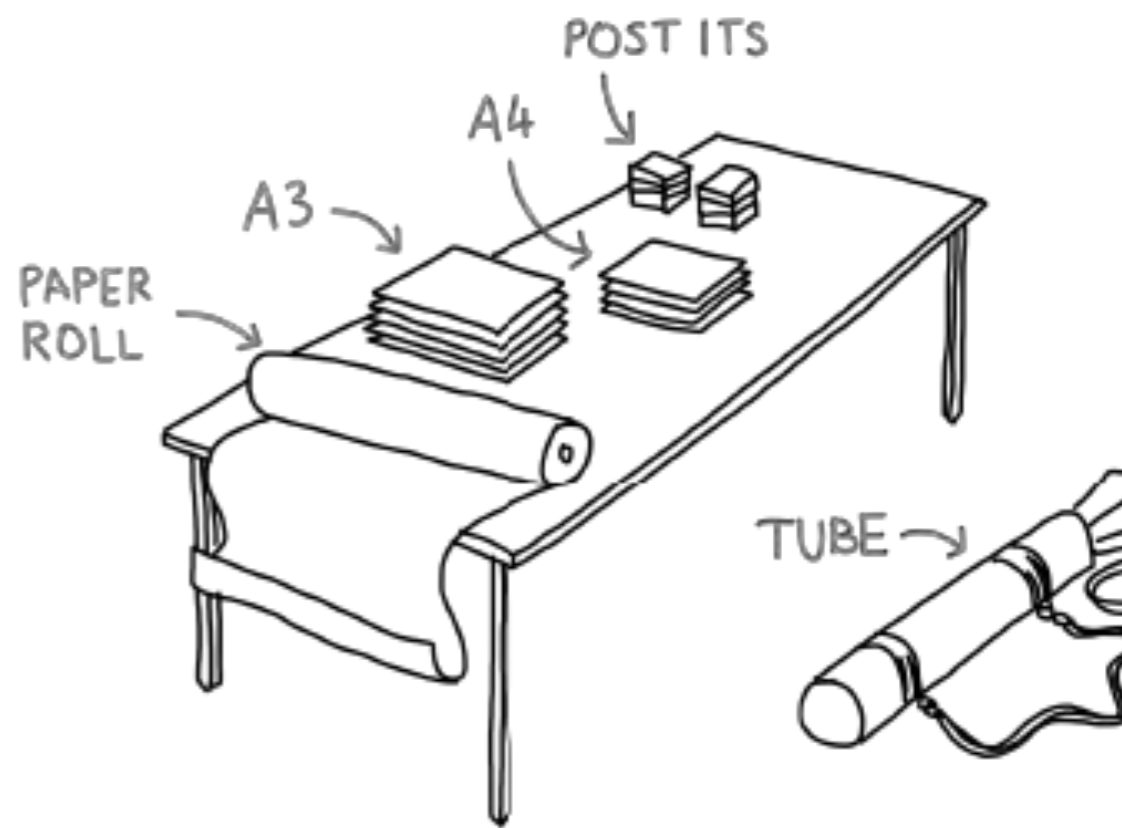
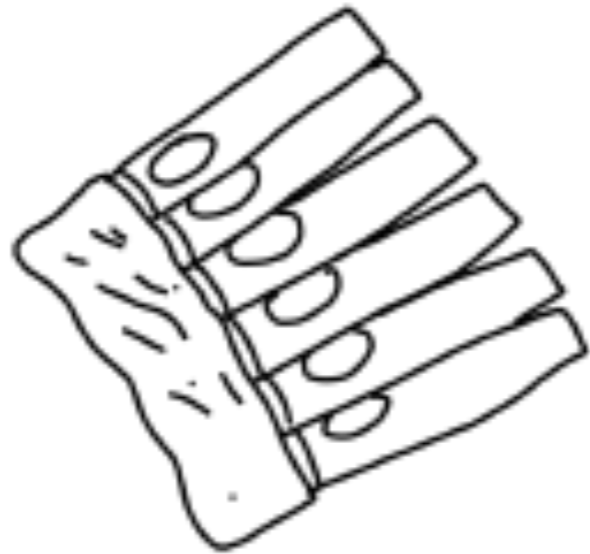
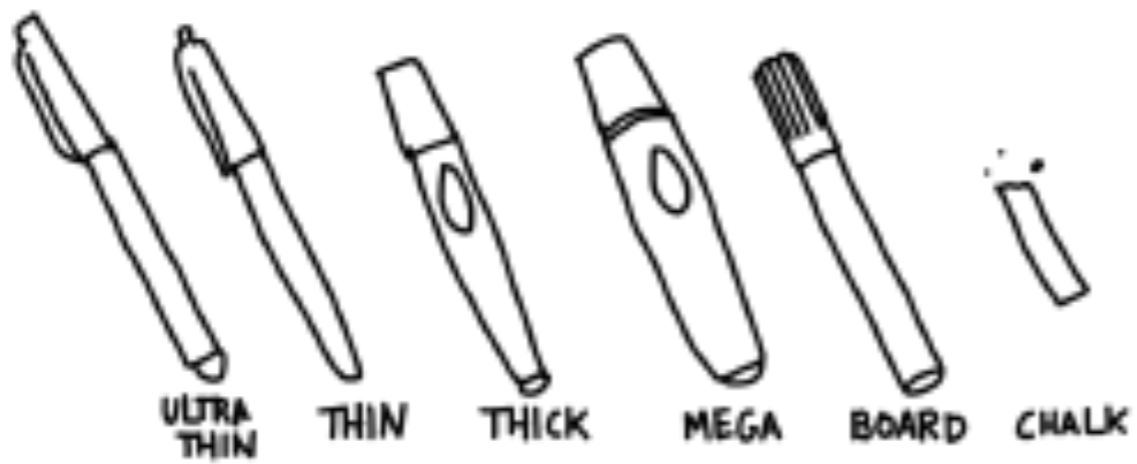


SPRINT BACKLOG



POTENTIALLY SHIPPABLE
PRODUCT INCREMENT

quanto custa



review

a abertura é o momento
mais importante de uma
palestra

“

Attention is the new economy. It is the world's most valuable resource. You shape hearts and minds only with attention.

”

Joe Marchese

Fox Networks President of Advanced
Advertising





Manifesto for Agile Software Development

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Kent Beck
Mike Beedle
Arie van Bennekum
Alistair Cockburn
Ward Cunningham

James Grenning
Jim Highsmith
Andrew Hunt
Ron Jeffries
Jon Kern

Robert C. Martin
Steve Mellor
Ken Schwaber
Jeff Sutherland
Dave Thomas

serendipidade







ROAD
ICES
FOR
5
km

45







CAUTION
ELK
NEXT 3 km












REVELSTOKE MOUNTAIN RESORT
Public Messages

Watch out
For fallen trees!

standing tree →  ← You  ← You  ← You
fallen tree

pillow line
woohoooo

Tell the liftie a joke to get
some ***BONUS POINTS***

Please contact Ski Patrol at 250-814-5055
or ask Lift Attendant for assistance.

REVELSTOKE MOUNTAIN RESORT

The Ripper Chair
Open: 9:00 Closed: 3:00

Today on the Mountain
Base: 262 CM New Snow: 0 CM
Temperature: Base ___°C Summit ___°C
Forecast: SNOW!!!

The Revelation Gondola
Open: 8:30 Last Ride UP: 3:30
Last Ride DOWN: 4:00

The Stoke Chair
Open: 8:30 Closed: 3:30





Danger! Hazardous cliff
Danger! Falaise dangereuse
Peligroso! Caída peligrosa
Vorsicht! gefährliche Abhang
危険! 転落の恐れあり
危険! 險峻峭壁



↖ Bow Falls Viewpoint



↑



ROM ROYAL
ONTARIO
MUSEUM

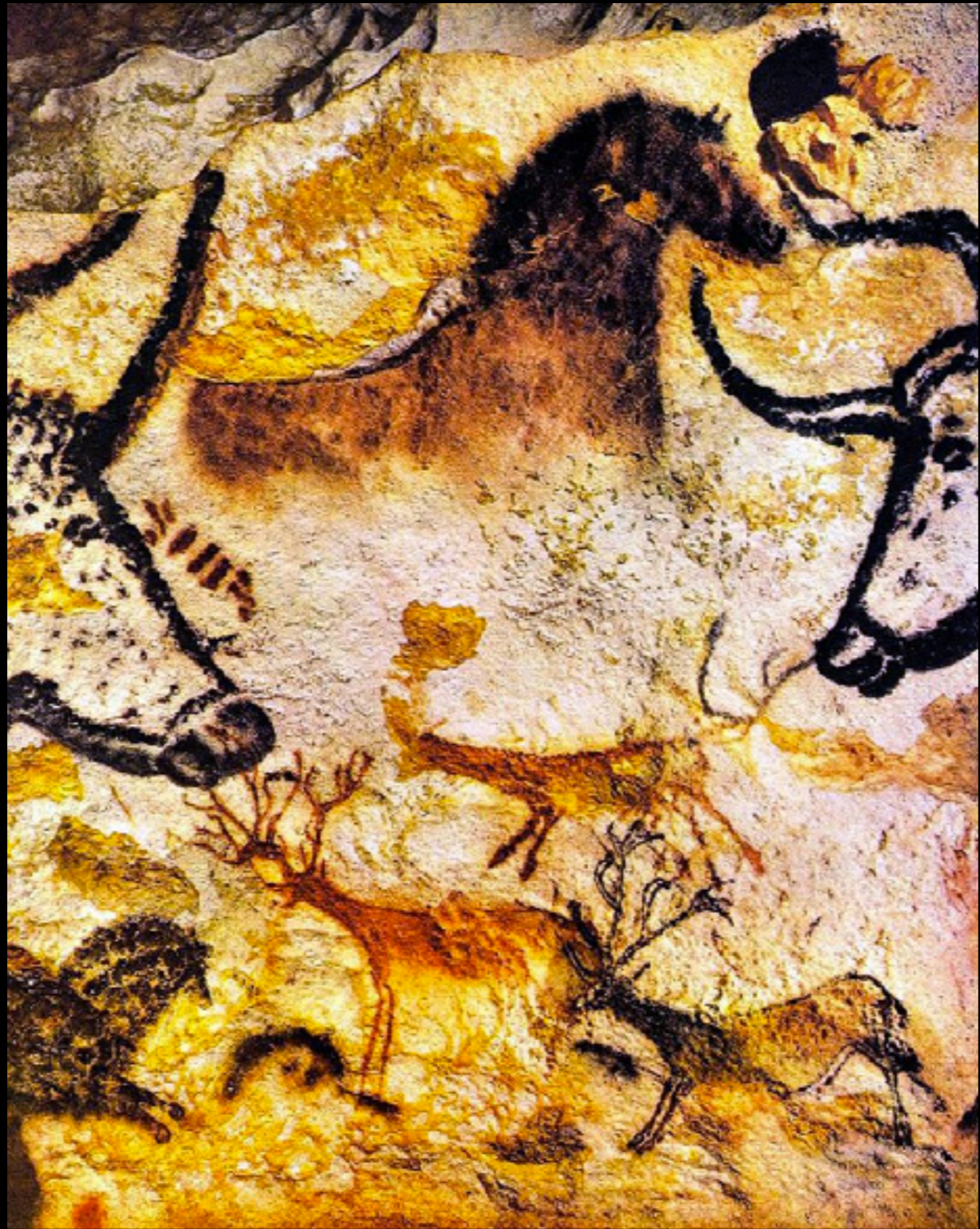


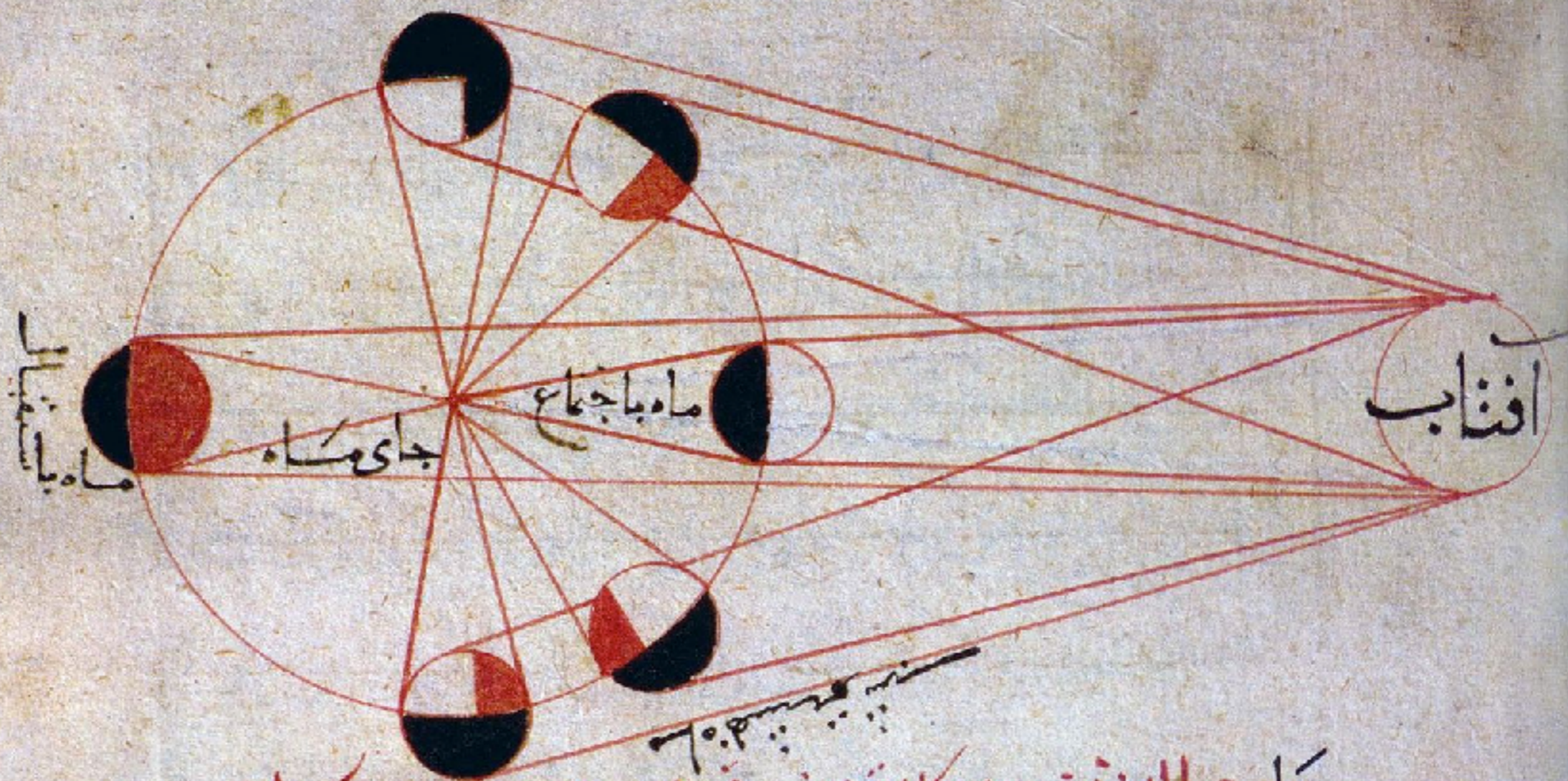




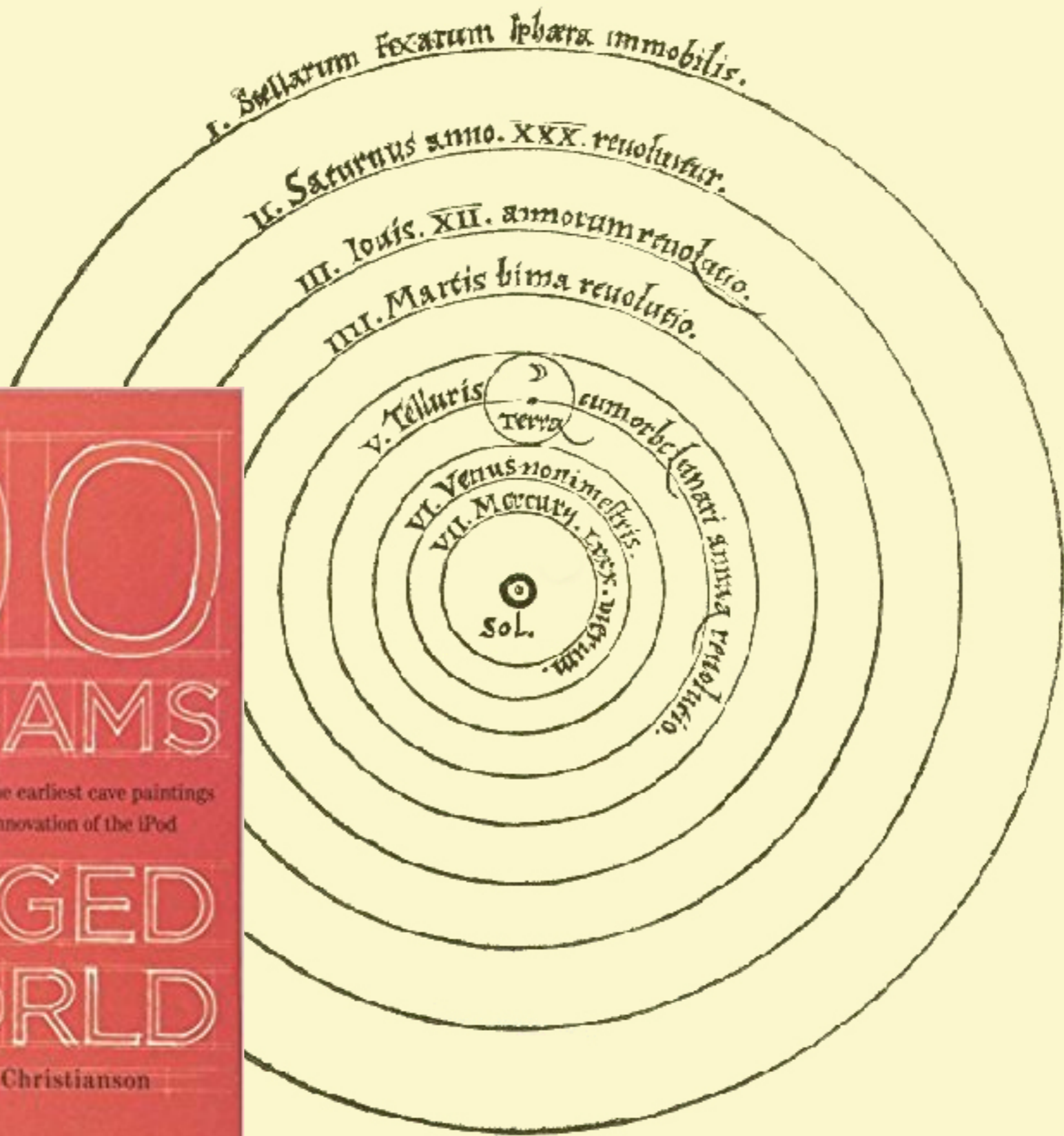
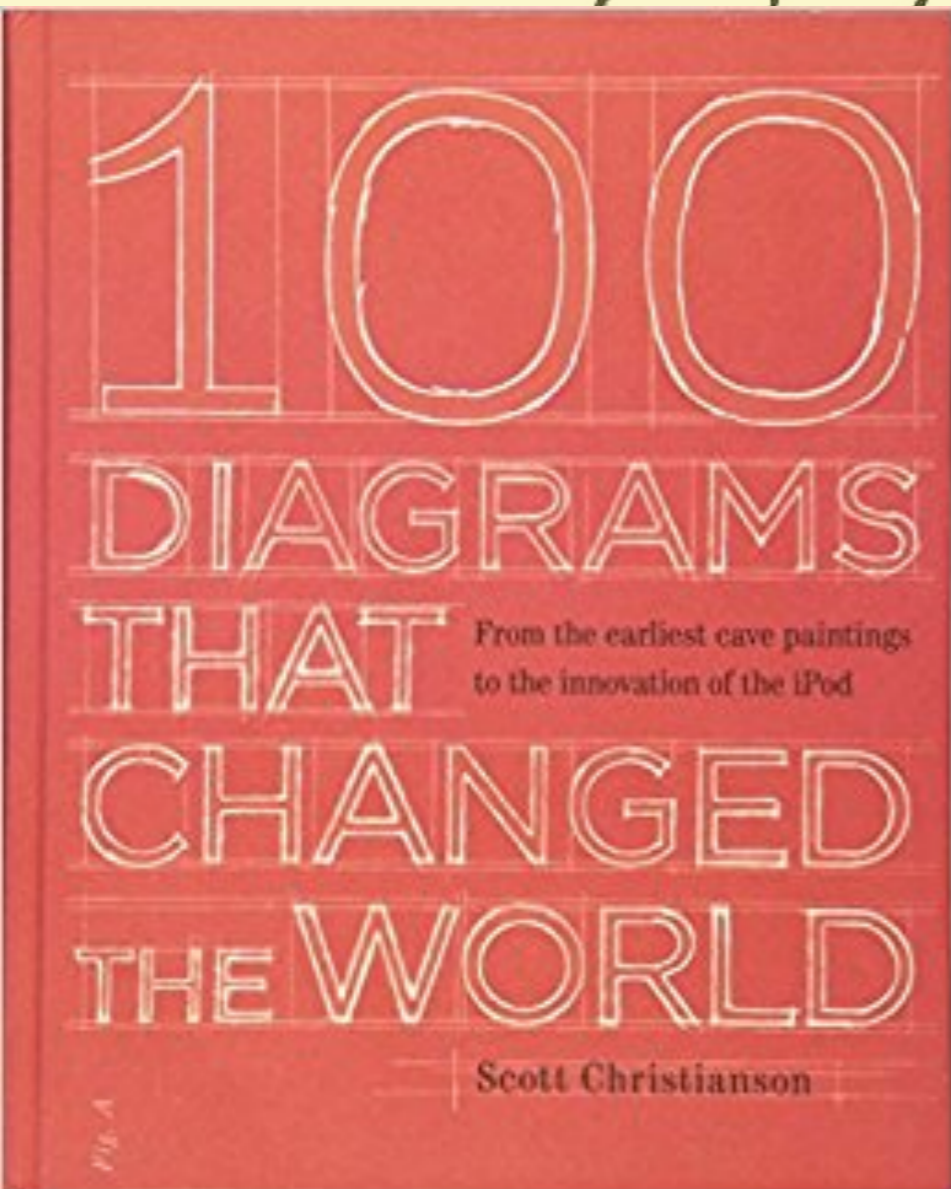
visualização B.C



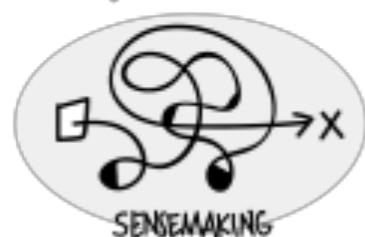
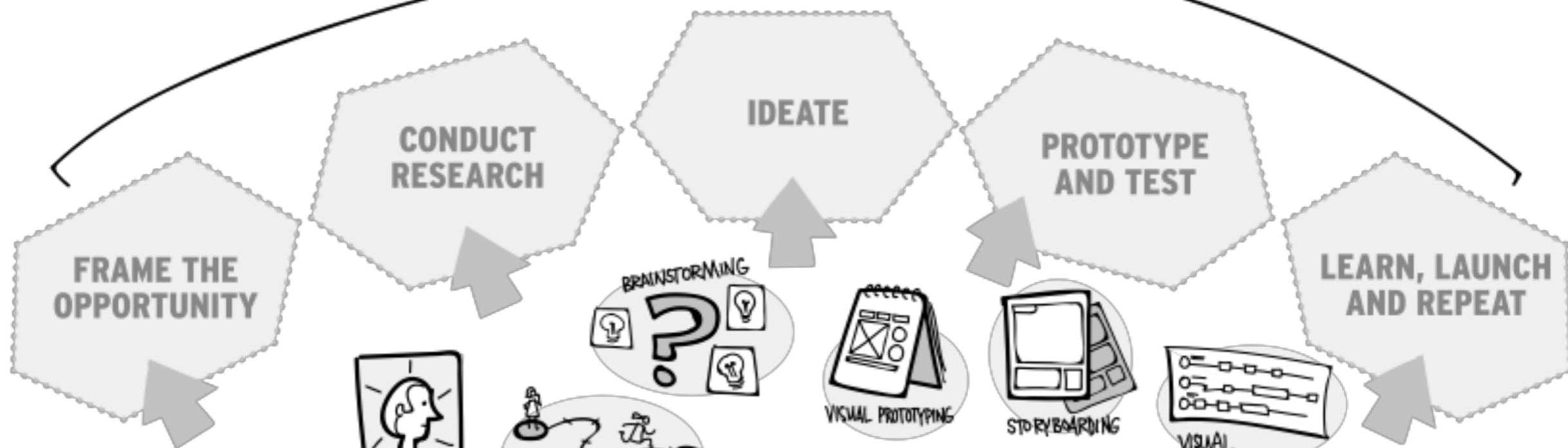




چرا این فرودن و کاستن نور را است و ستارگان دیگر را نیست
 میان مردمان نگهستن و ناستندن این معنیها را اخلافت
 در روشنائی ستارگان که ایشان را روشنائی از خویشتر است



DESIGN THINKING METHODOLOGY



SENSEMAKING



ORGANIZATION



EMPATHY MAPPING



JOURNEY MAPPING



VISUALIZE
CURRENT STATE



BRAINSTORMING



PRIORITIZATION



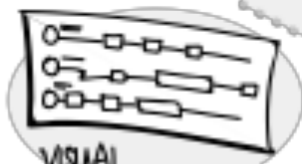
VISUAL PROTOTYPING



STORYBOARDING



ASSESSMENT +
EVALUATION



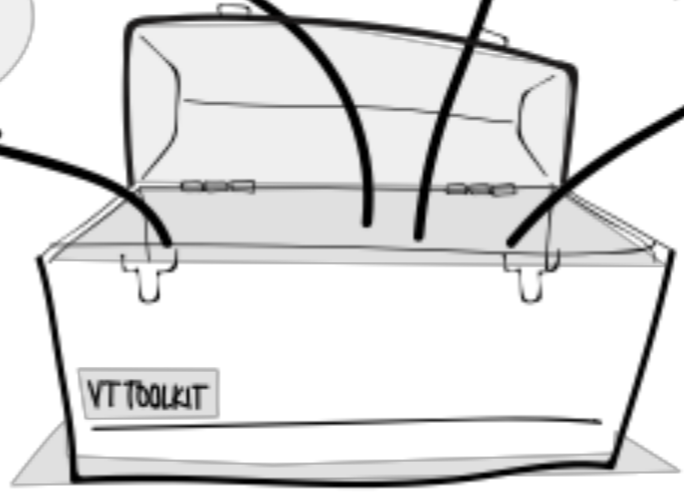
VISUAL
ROADMAPPING



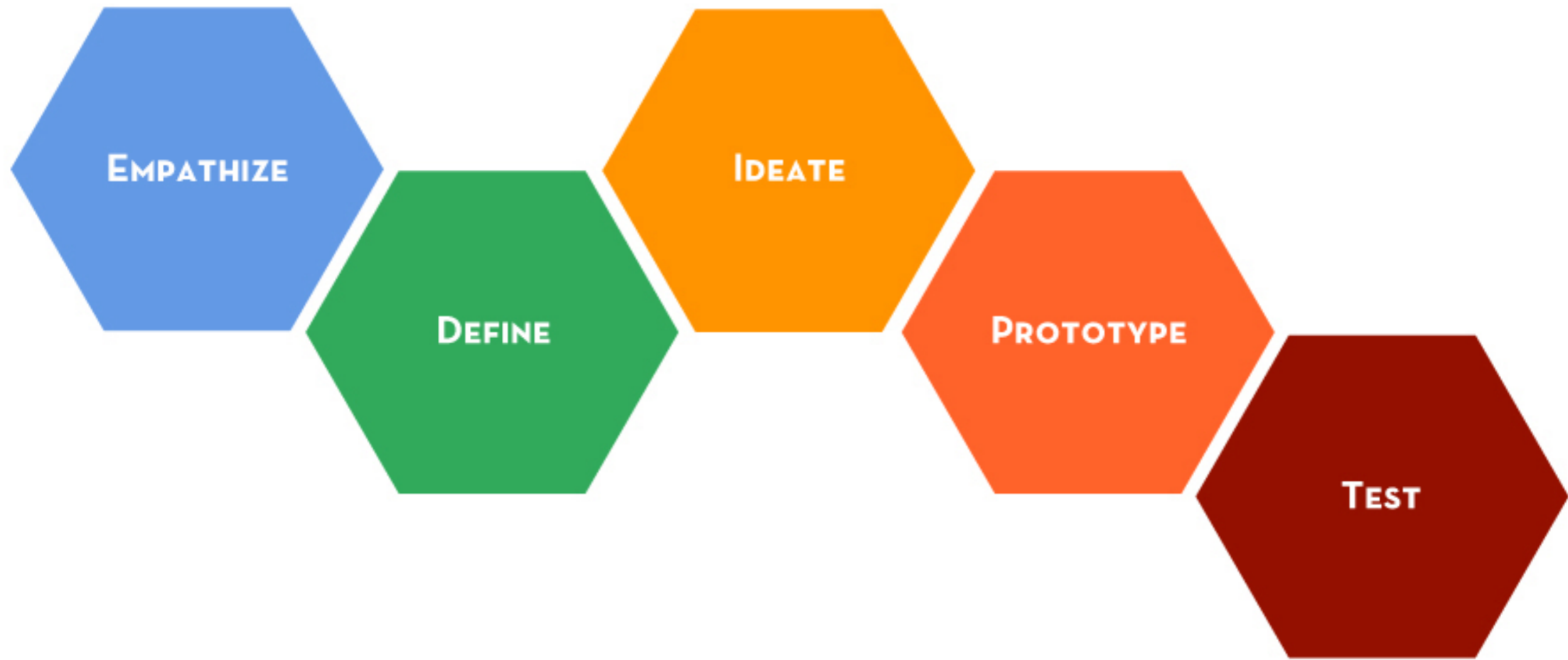
VISUALIZE
FUTURE STATE



STOP, START, CONTINUE.



VISUAL THINKING TOOLS





PRODUCT BACKLOG



SPRINT PLANNING



SPRINT BACKLOG



POTENTIALLY SHIPPABLE PRODUCT INCREMENT

empathy

ui

ideation



lean



daily

design

design thinking



prototype

UX

kanban



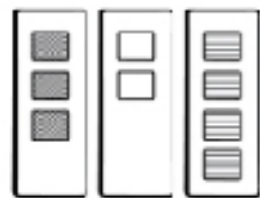
methodologies

scrum

agile

adaptation

transparency



backlog



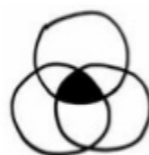
inspection



strategy

mvp

planning

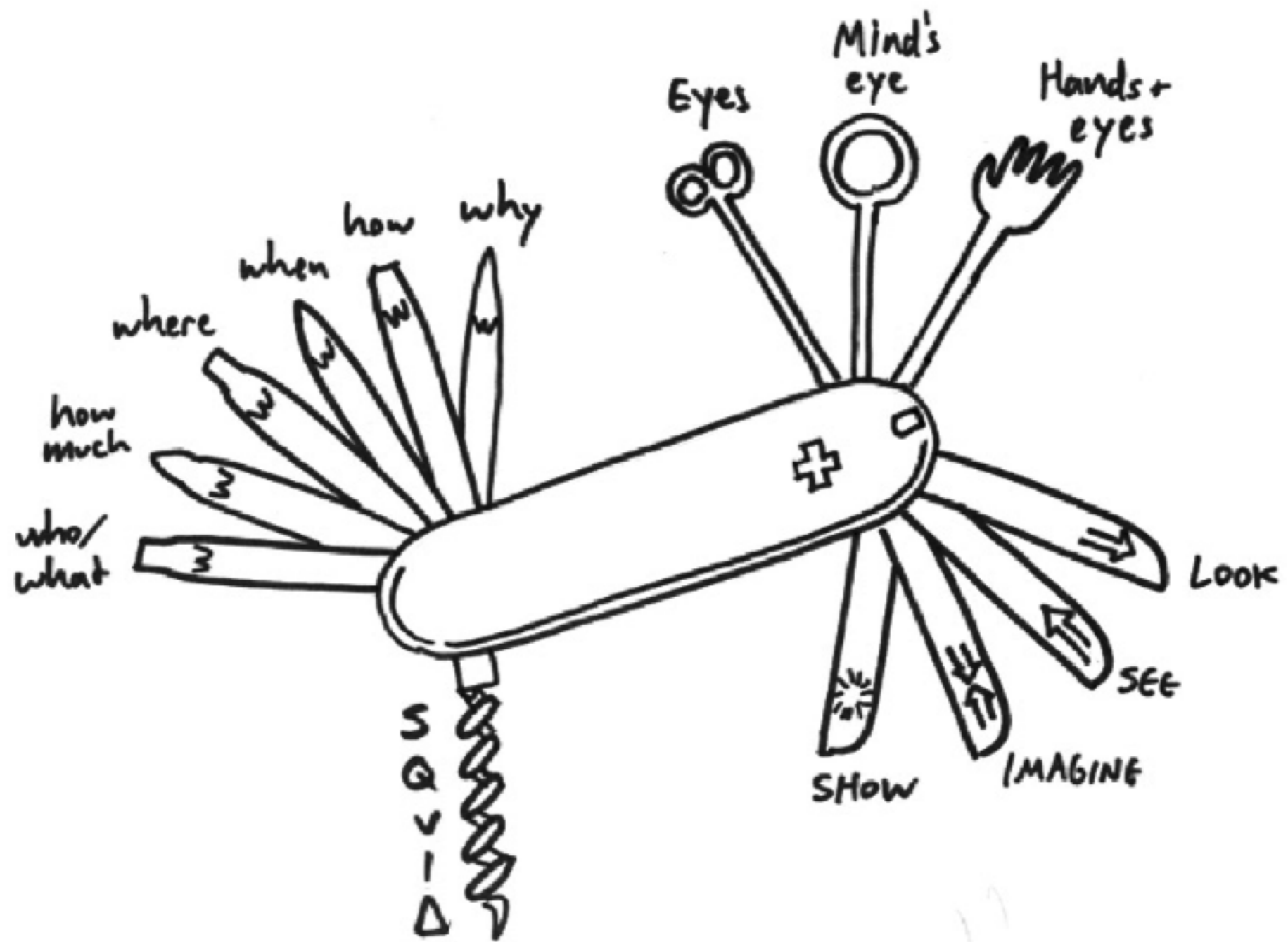


processes

value

business

management



“

*simplicity is the
ultimate sophistication*

”

Leonardo Da Vinci

Obrigado :))

Leonardo Monteiro de Miranda

nademiranda@gmail.com

@nademiranda

