

# Design Sprint 2.0

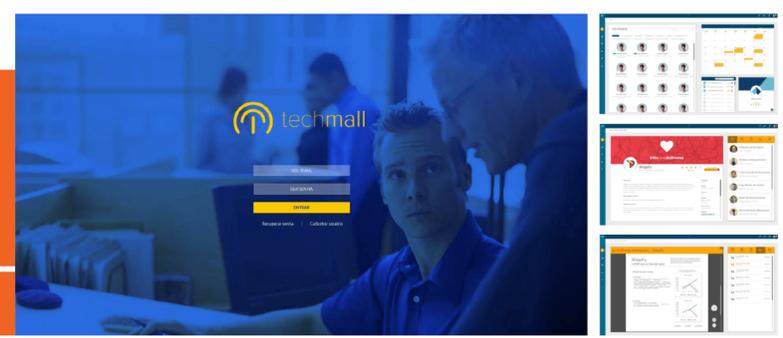
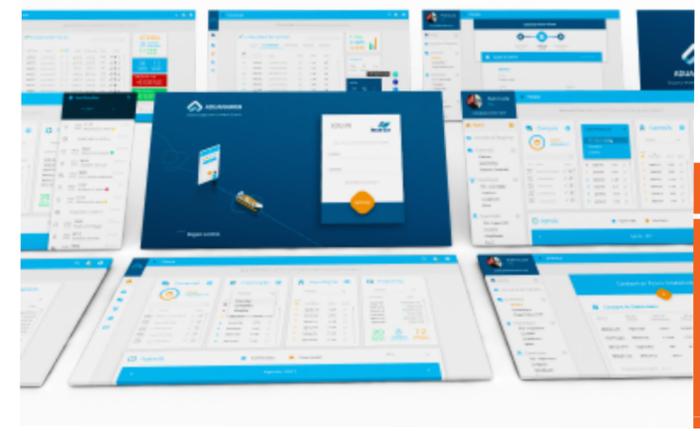
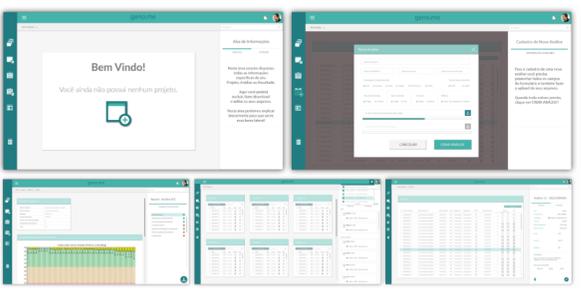
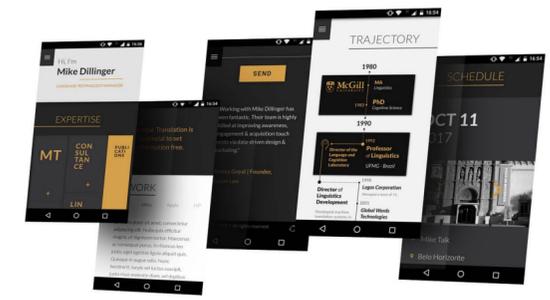
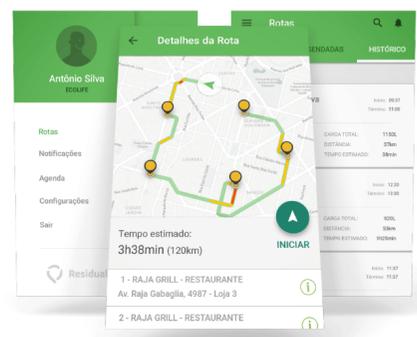
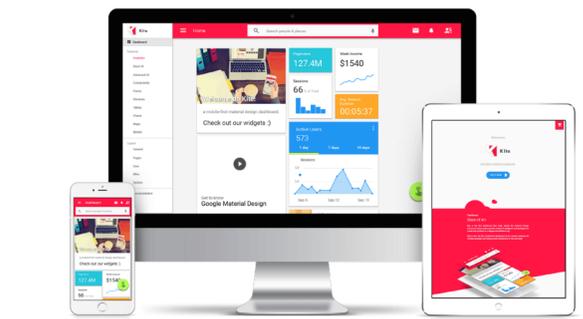
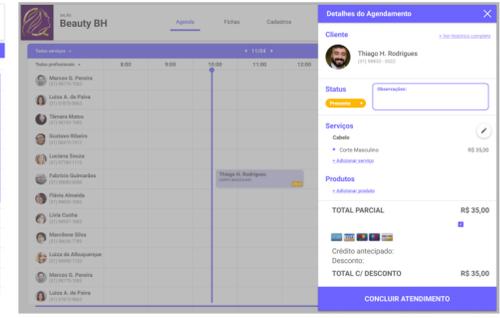
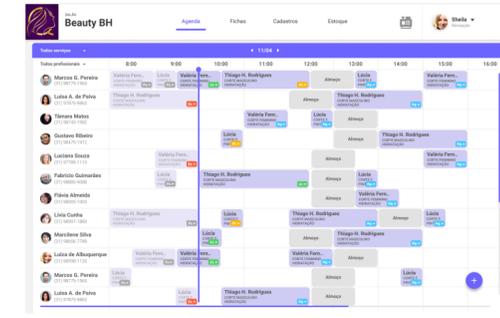
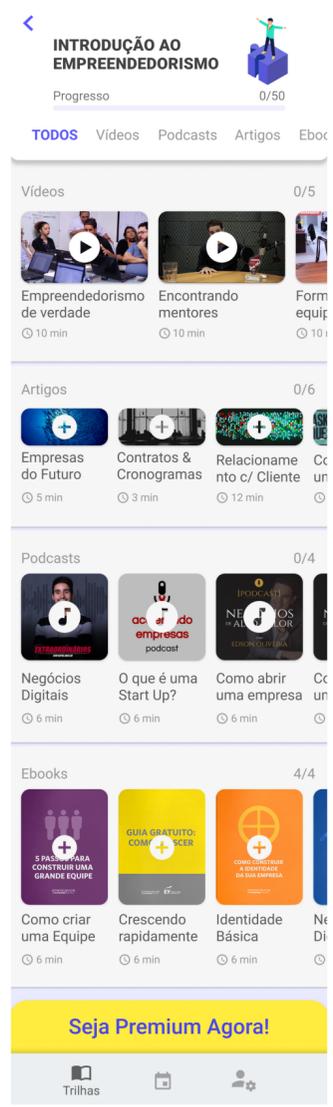
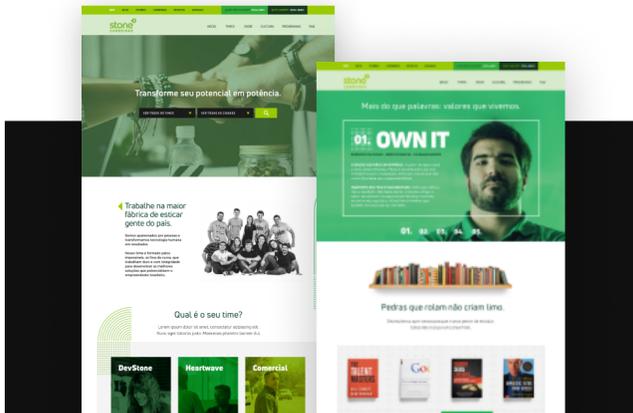
## Overview:

1. O que é?
2. Porquê fazer?
3. Quando fazer?
4. Q&A

# Thomas Mansur

**CEO &**

**Designer de Produtos**





@dinius.design



# Design Sprint 2.0

## Overview:

1. O que é?
2. Porquê fazer?
3. Quando fazer?
4. Q&A

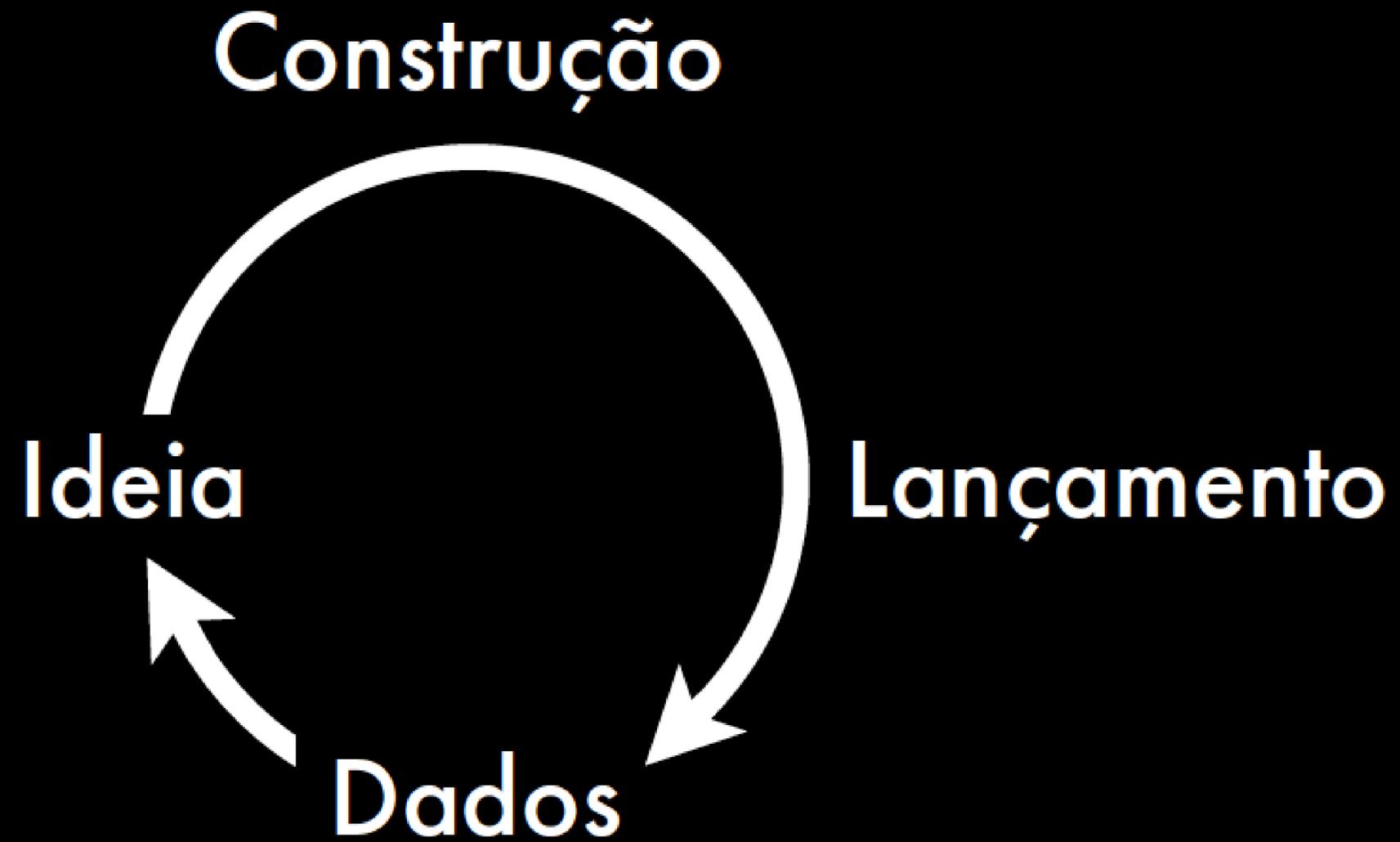
# O que é Design Sprint?

## Overview:

- Origem
- Atividades
- Evolução

# 2019





C... o... n... s... t... r... u... ç... ã... o...

Ideia

Lançamento

Dados

C... o... n... s... t... r... U... ç... ã...

Ideia

Dados

L

2047

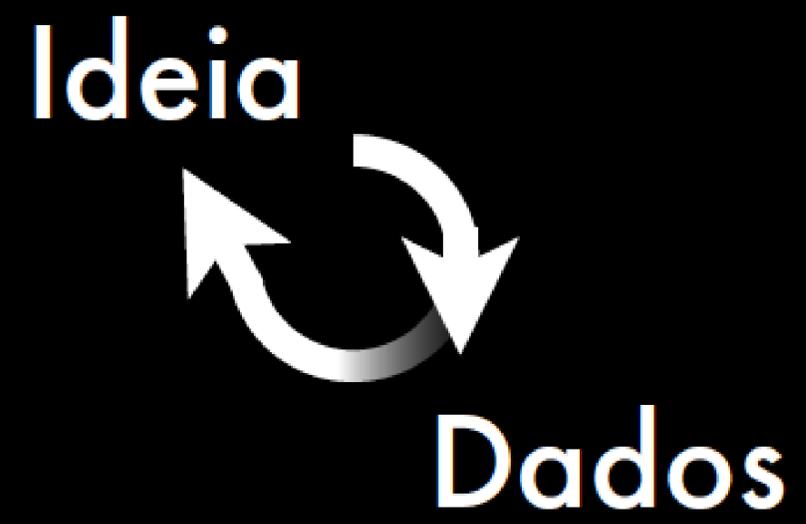


**2047**



**2047**





# DESIGN SPRINT

Ideia



Dados

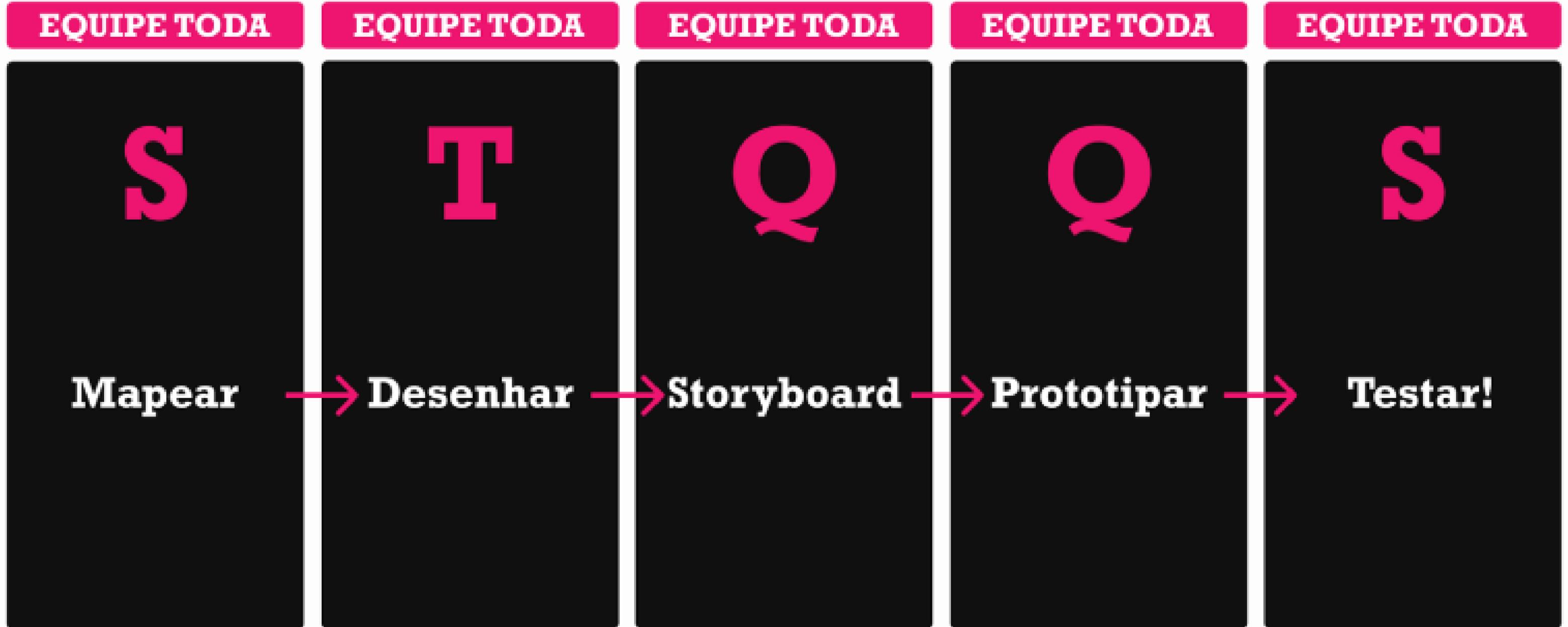
**Jake Knapp**

**2010**

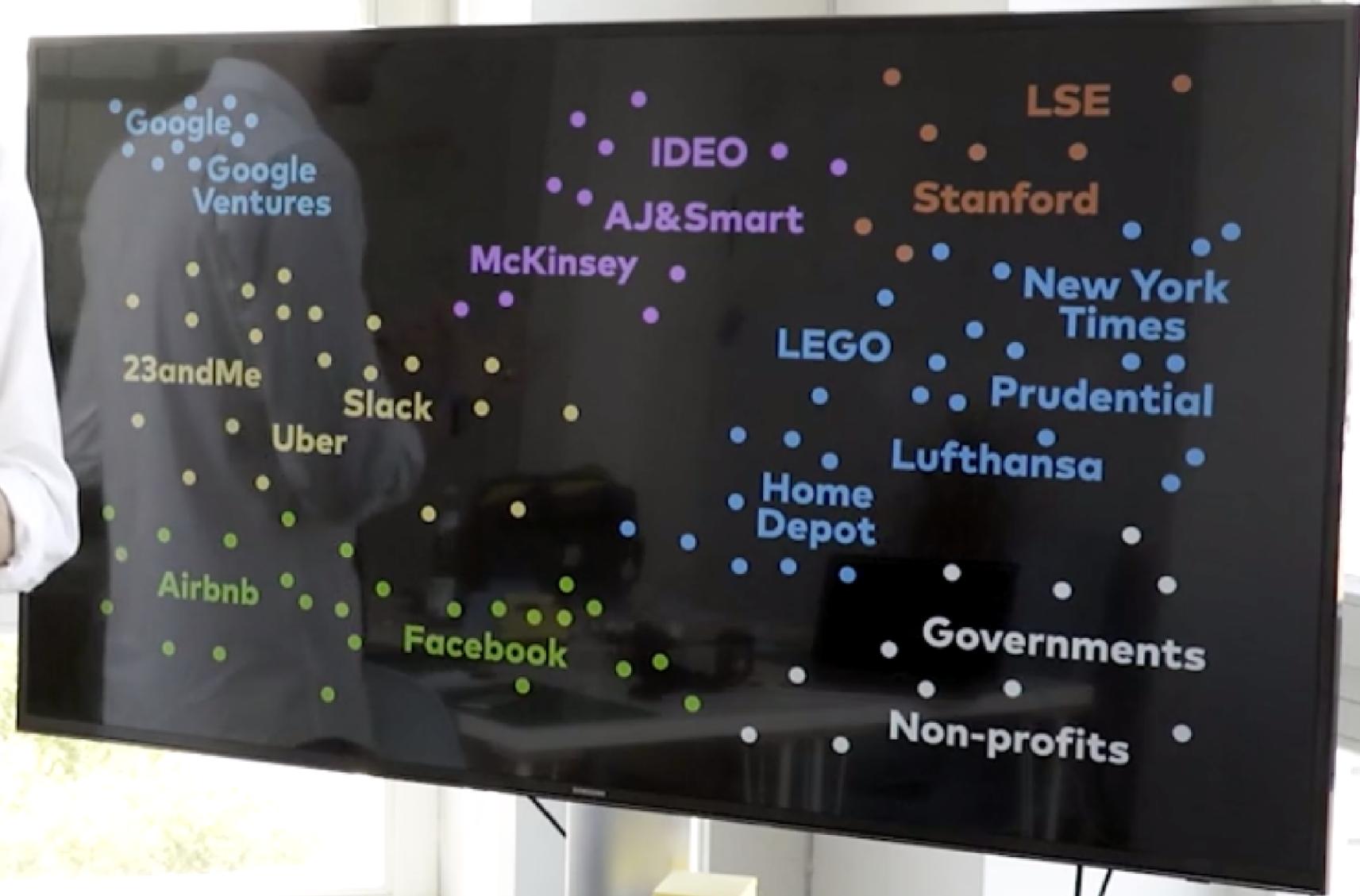
## Perfect week?

- ✓ Confidence
- ✓ Commitment
- ✓ Momentum
- ✓ Hard & Fun

# Design Sprint



# 2016



# 2016



## AJ&Smart

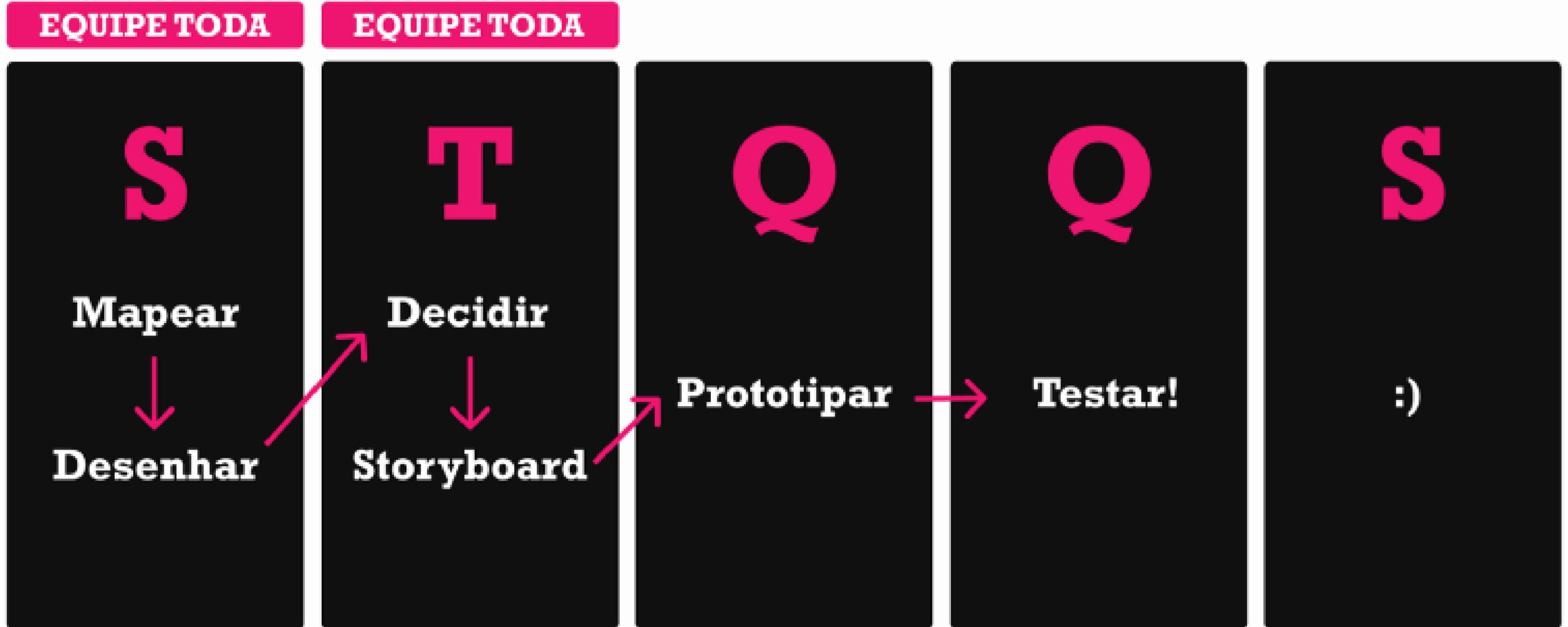
Product Design and Innovation  
www.ajsmart.com

@AJSmartDesign AJandSmart

Jake  
Knapp

# Design Sprint 2.0

AJs



Bruna Silva - Product Designer



Jonathan Courtney - CEO

# AJ&Smart Design Sprint Masterclass Certificate



## DINIUS

This is to certify that you completed the online Design Sprint Masterclass by AJ&Smart, and are capable of leading a team to create and test new product concepts in only 4 days.

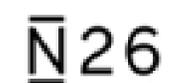
These are the first steps on the road to becoming a Sprint Master. The next steps on this journey are sprint, sprint, SPRINT! Keep sprinting, and grow your experience by repeatedly tackling real-life challenges using the Sprint methodology.

Berlin, 17th July 2018

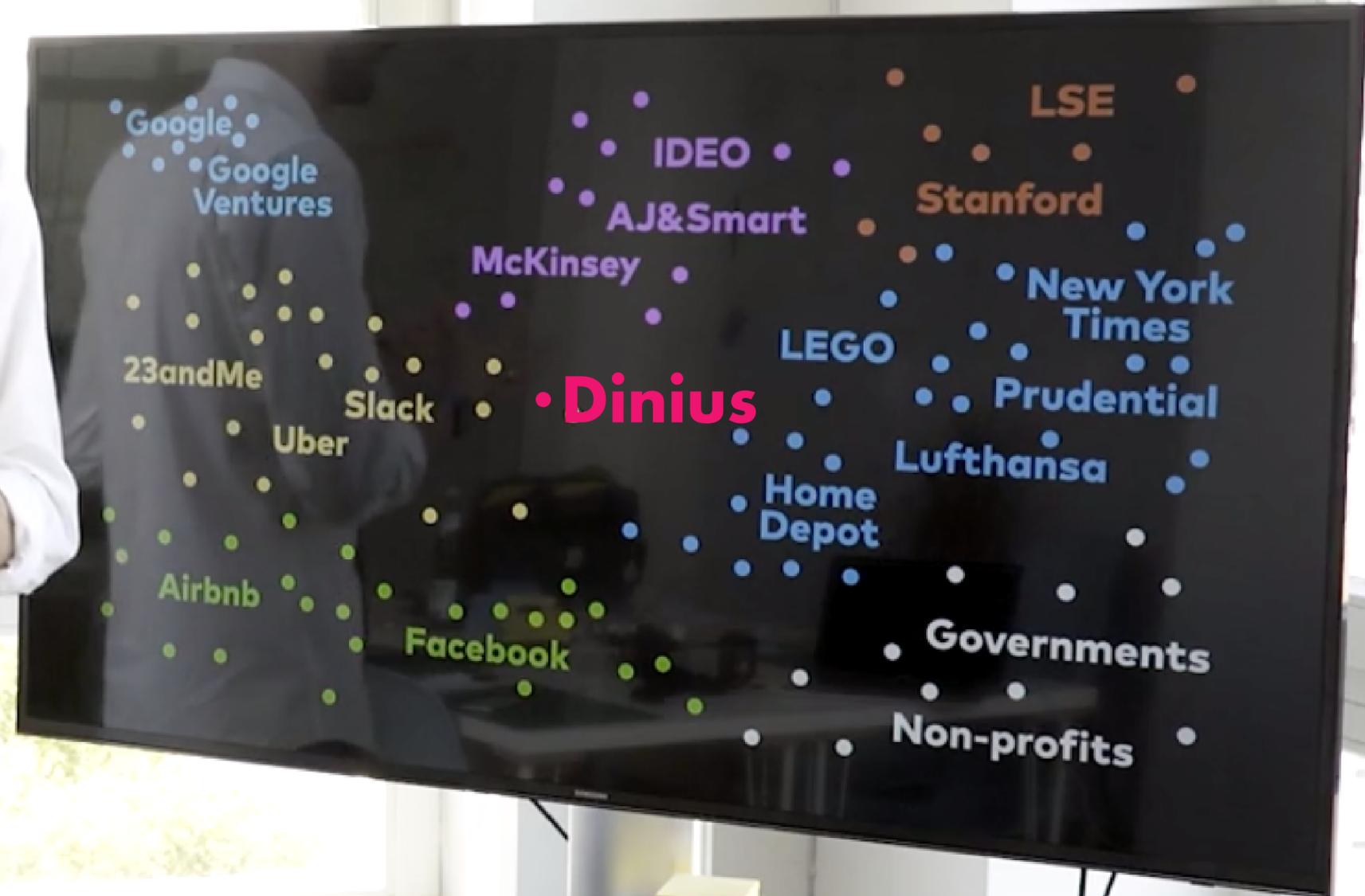
  
Jake Knapp  
Sprint Creator

  
Jonathan Courtney  
AJ&Smart Co-founder

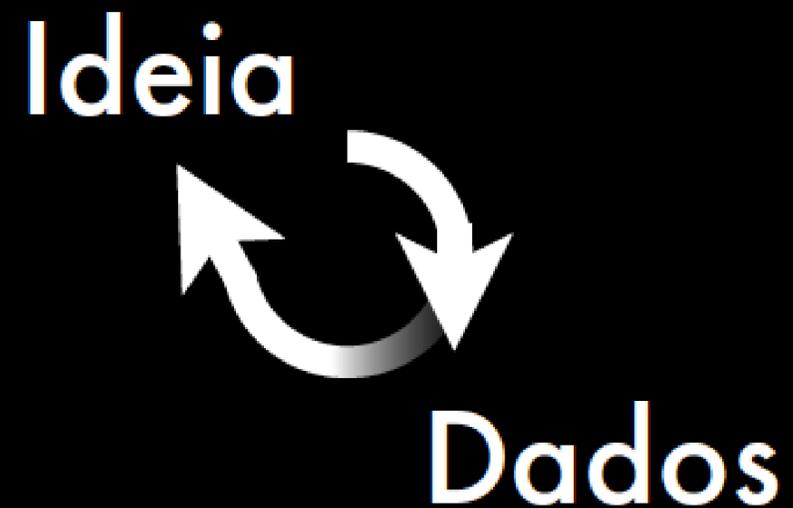
  
Dee Scarano  
Head of Design Sprint Training



# 2018



# DESIGN SPRINT 2.0



# Por que Design Sprints?

## Overview:

- Princípios

# JORNADA ATUAL

DESCOBERTA

CONSIDERAÇÃO

ATIVIDADE

CONVERSÃO

USO & FIDELIZAÇÃO

CLIENTE

- REDES SOCIAIS  
- LANDING PAGE  
- INDICAÇÃO

CONTATAR  
- TELEFONE  
- WHATS  
- LP  
- DEMONSTRAÇÃO

VERDE  
- apresentar o problema ou  
- mostrar solução com o produto

7 DIAS GRÁTIS

Facilitar e acelerar o preenchimento do wizard?

FECHAR  
- ASSINAR  
- MARCAR TREINAMENTO

• FUNCIONALIDADES  
• PREÇO/PRODUTOS

Como podemos substituir os tutoriais

NÃO FIZ CADASTRO!  
NÃO ENTENDE NADA

CERTIFICAR QUE OS CLIENTES NÃO PULAM ETAPAS?

FAZER O CLIENTE USAR O SISTEMA SEM TREINAMENTO

PAGA  
NÃO QUEBRA

Grande taxa, instalação de novo, erro de instalação na app

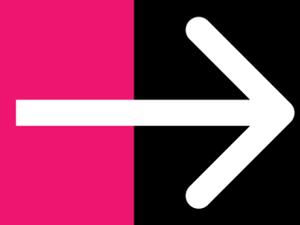
TRABALHO com o cliente, não é o sistema!

Condições de trabalho, não é o sistema!

Como fazer mais vendas

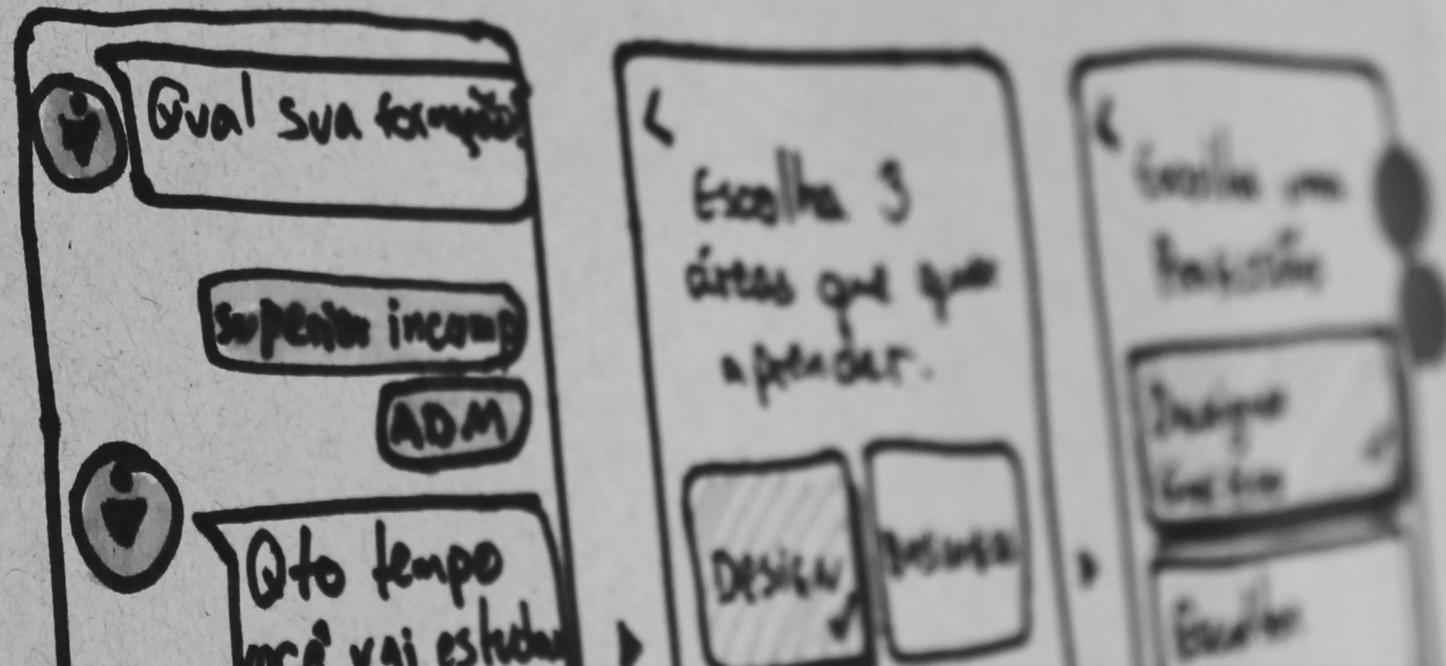
• LIVES!  
Ⓚ

Todas as Funcionalidades

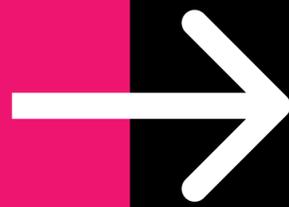


Um Momento Específico

VALENTINA PREMIUM



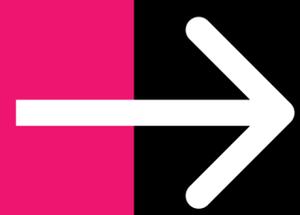
**Brainstorm  
em Grupo**



**Trabalho  
Individual**



**Discussões  
Eternas**

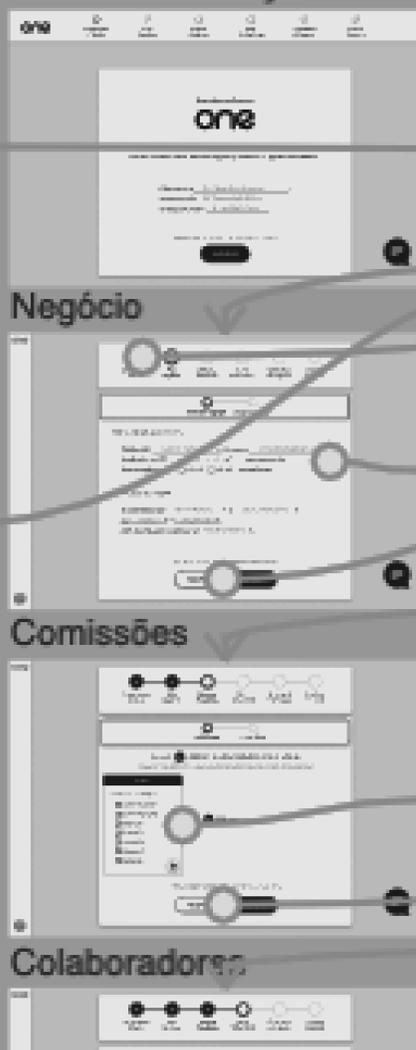


**Rápido e  
Decisivo**

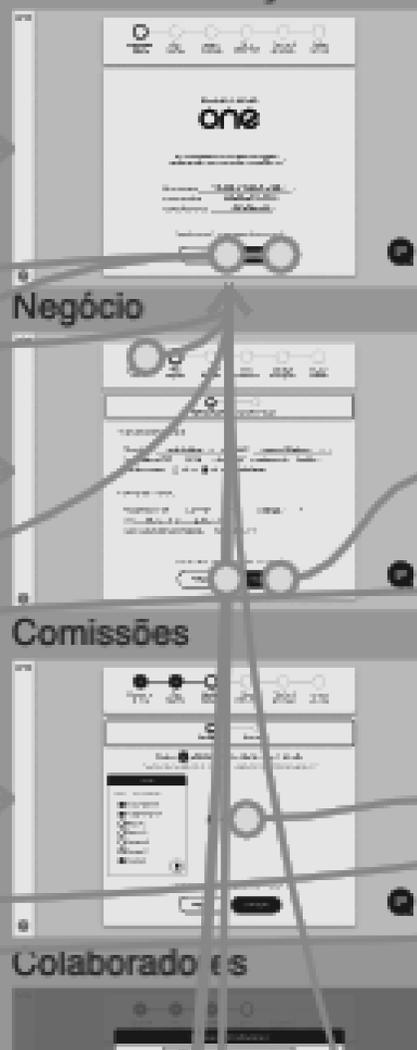
Home - Informações ...



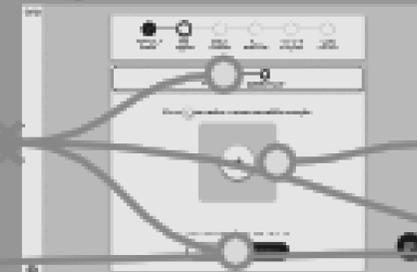
Home - Informações ini...



Home - Informações ini...



Negócio



Negócio



Comissões

Comissões

Comissões

Comissões

Comissões

Comissões

Colaboradores

Colaboradores

Colaboradores

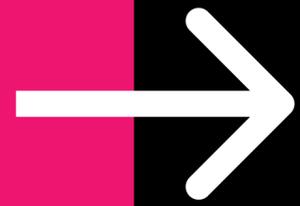
Colaboradores

Colaboradores

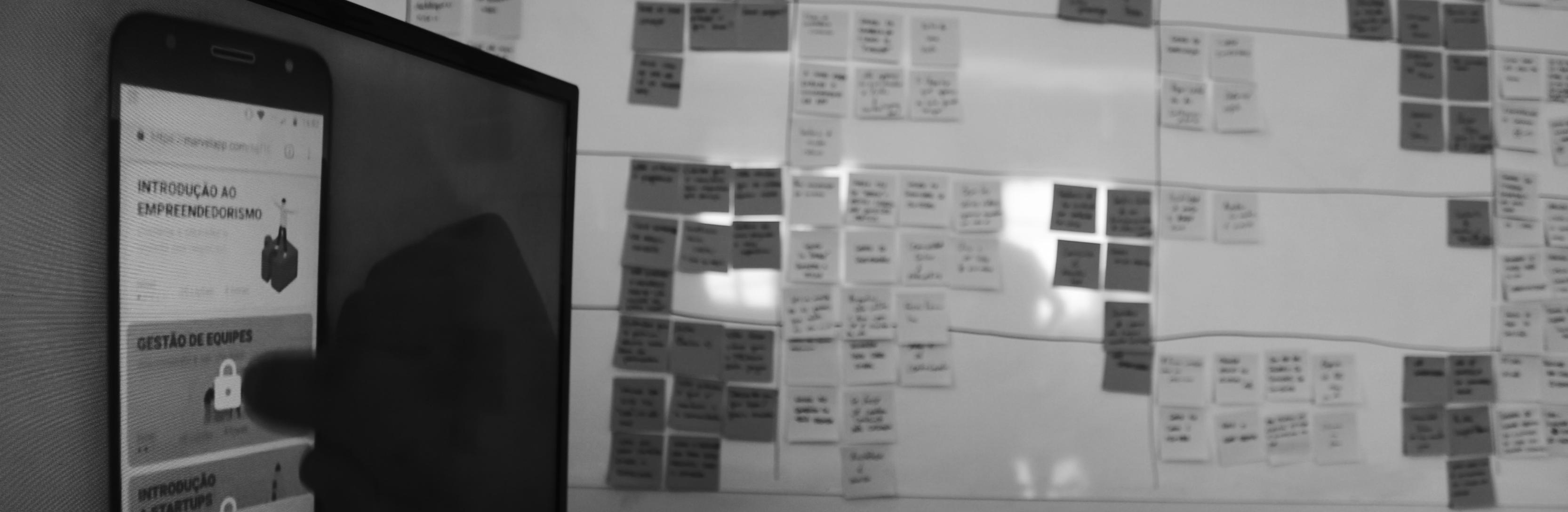
Colaboradores

Colaboradores

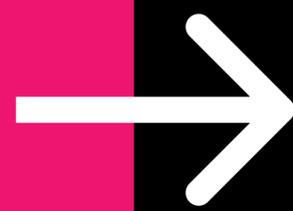
**Construir  
um MVP**



**Simular a  
Tecnologia**



**Esperar pelos  
Dados Perfeitos**



**Dados Rápidos  
e Imperfeitos**

# Quando fazer Design Sprints?

## Overview:

- Situações
- Aplicações

**BAIXO RISCO**

**ALTO RISCO**



**MUITAS INCERTEZAS**

**MUITAS CERTEZAS**



**BAIXA COMPLEXIDADE**

**ALTA COMPLEXIDADE**



**DESEJO**

**USABILIDADE**

**FACTIBILIDADE**



**Campanha de Marketing**

**Landing Page**

**Anúncios**

**Processos**

**Materiais de Venda**

**Onboarding**

**Arquitetura**

**Serviços**

**Simplificar**

**Momento Uau**

**ChatBot**

**Check-Out**

**Investimento**

**Vídeos**

**Produtos Físicos**

**Tecnologias**

**Biz. Models**



**DINIUSDESIGN**

**Q&A**

**Ask me  
Anything!**



# Thanks :)

**M** /dinius

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**in** /company/dinius

