



THE DEVELOPER'S CONFERENCE

Design Thinking

O fim do conto de fadas: o Design Sprint dos sonhos não existe

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OLÁ ;)

Kamila Oliveira



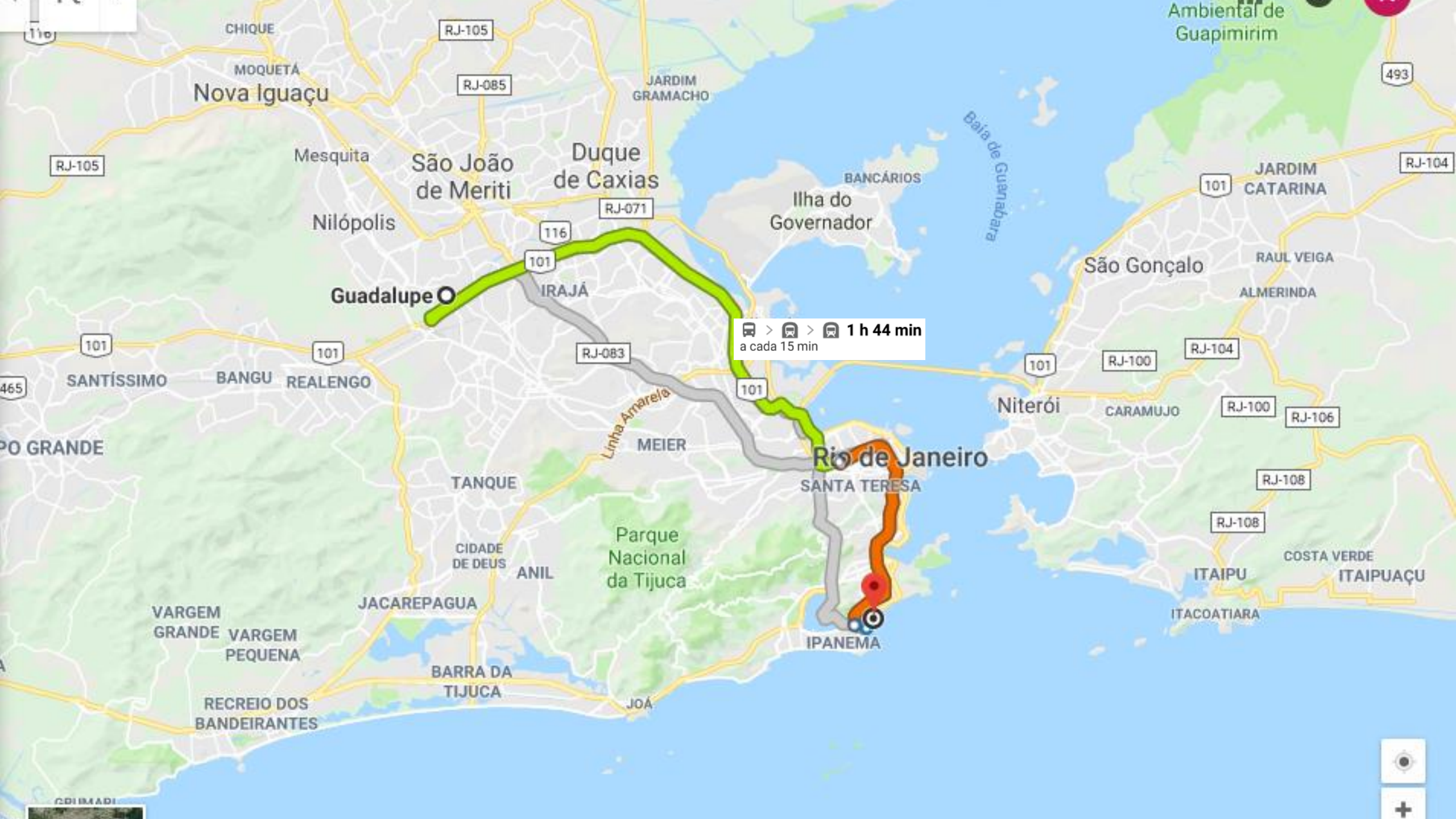
OLÁ ;)

Kamila Oliveira

KAH

KAMIS

KAKÁ



Guadalupe

1 h 44 min
a cada 15 min

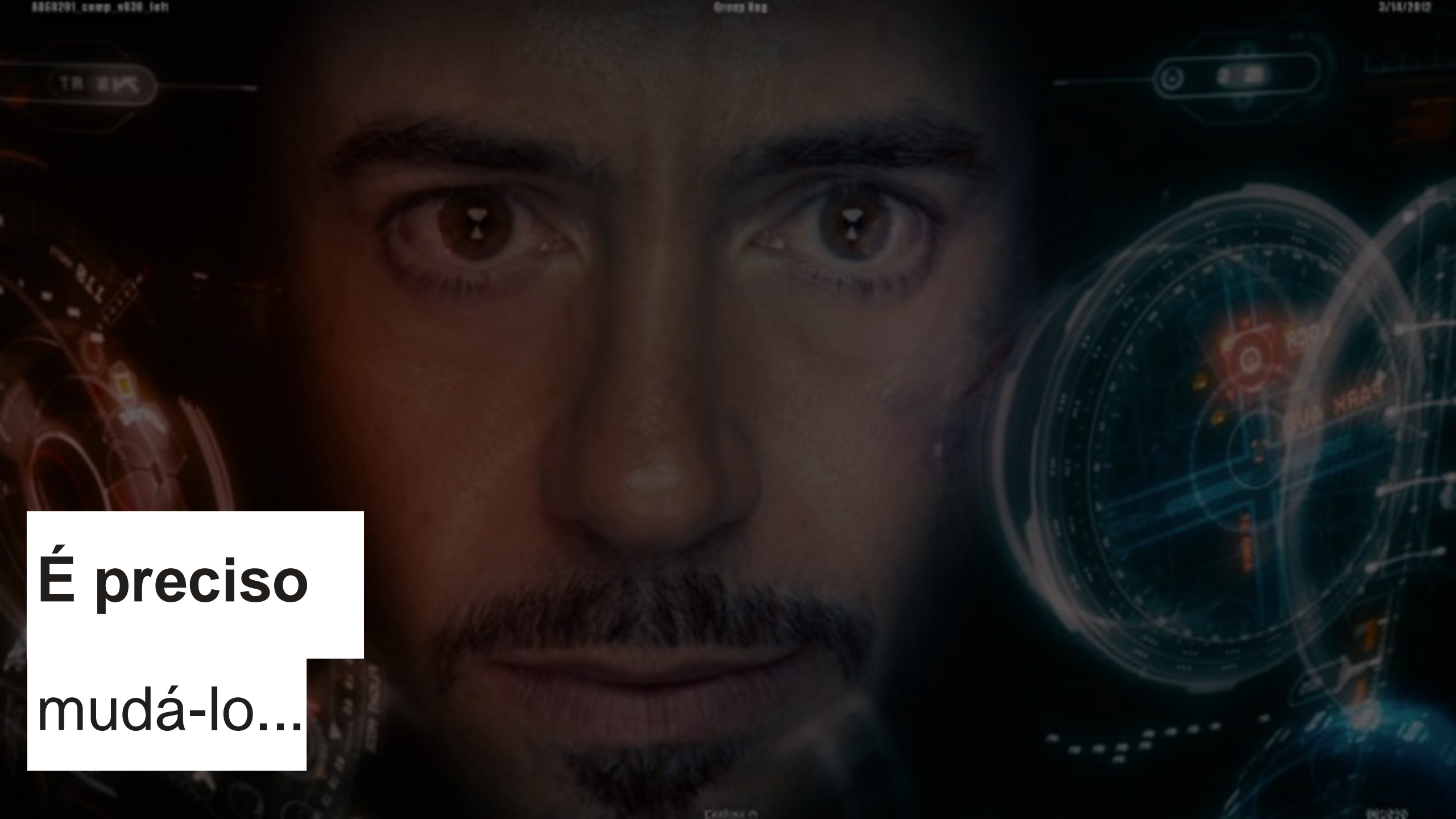
Rio de Janeiro

IPANEMA

Entender melhor

o mundo





É preciso

mudá-lo...



entendendo + transformando

negócios



**E o conto
de fadas?**



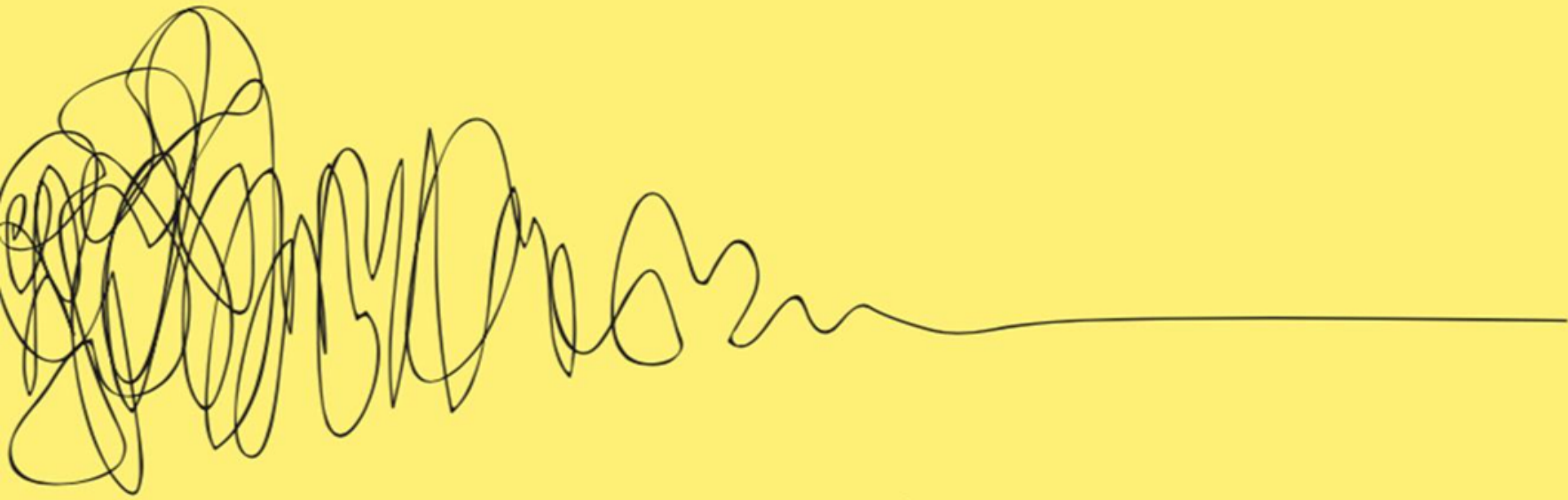
ISSO A GLOBO NÃO MOSTRA



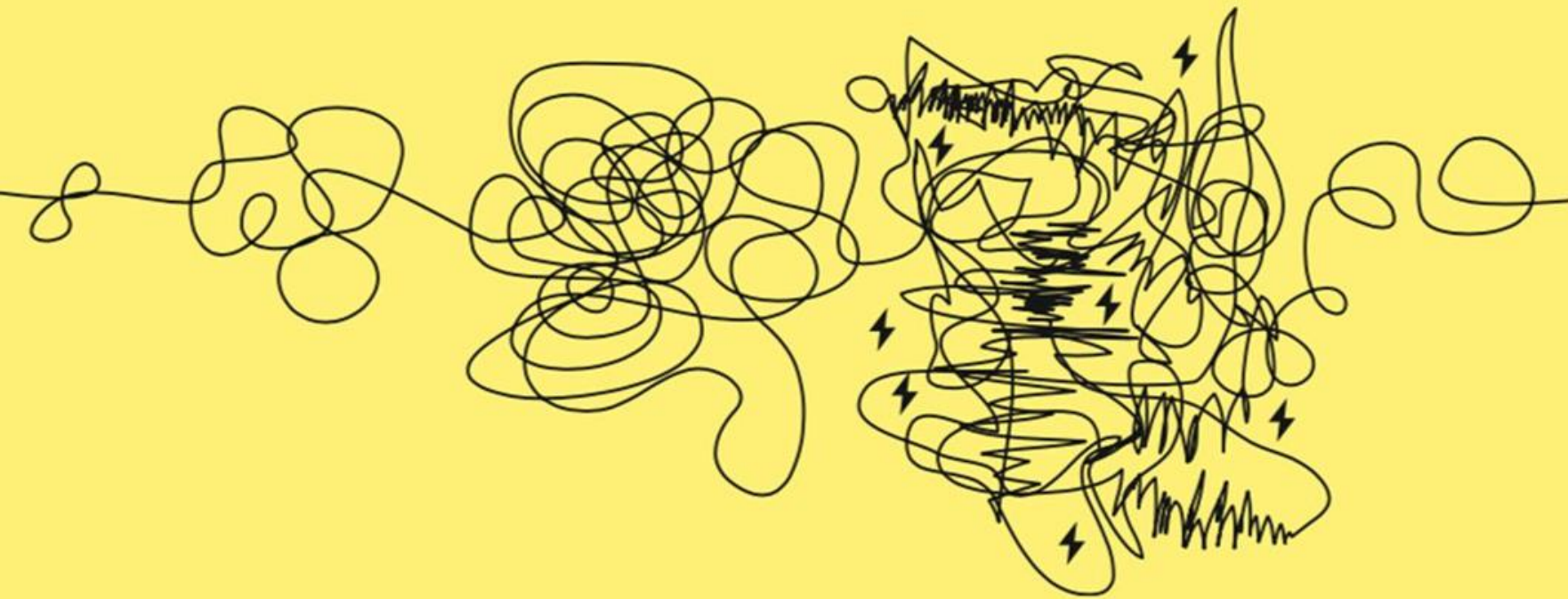


Expectativa

versus realidade



TEORIA



PRÁTICA

E a história começa...

MARVEL

A close-up, low-angle shot of Groot's face. He has a neutral, slightly sad expression. His eyes are dark and looking forward. The background is dark with several out-of-focus light sources, creating a bokeh effect. The lighting is soft, highlighting the texture of his bark-like skin.

Processo lento

Acreditávamos ter encontrado
a **SOLUÇÃO**



E quais foram nossos **ERROS**?



ESPECIFICIDADE

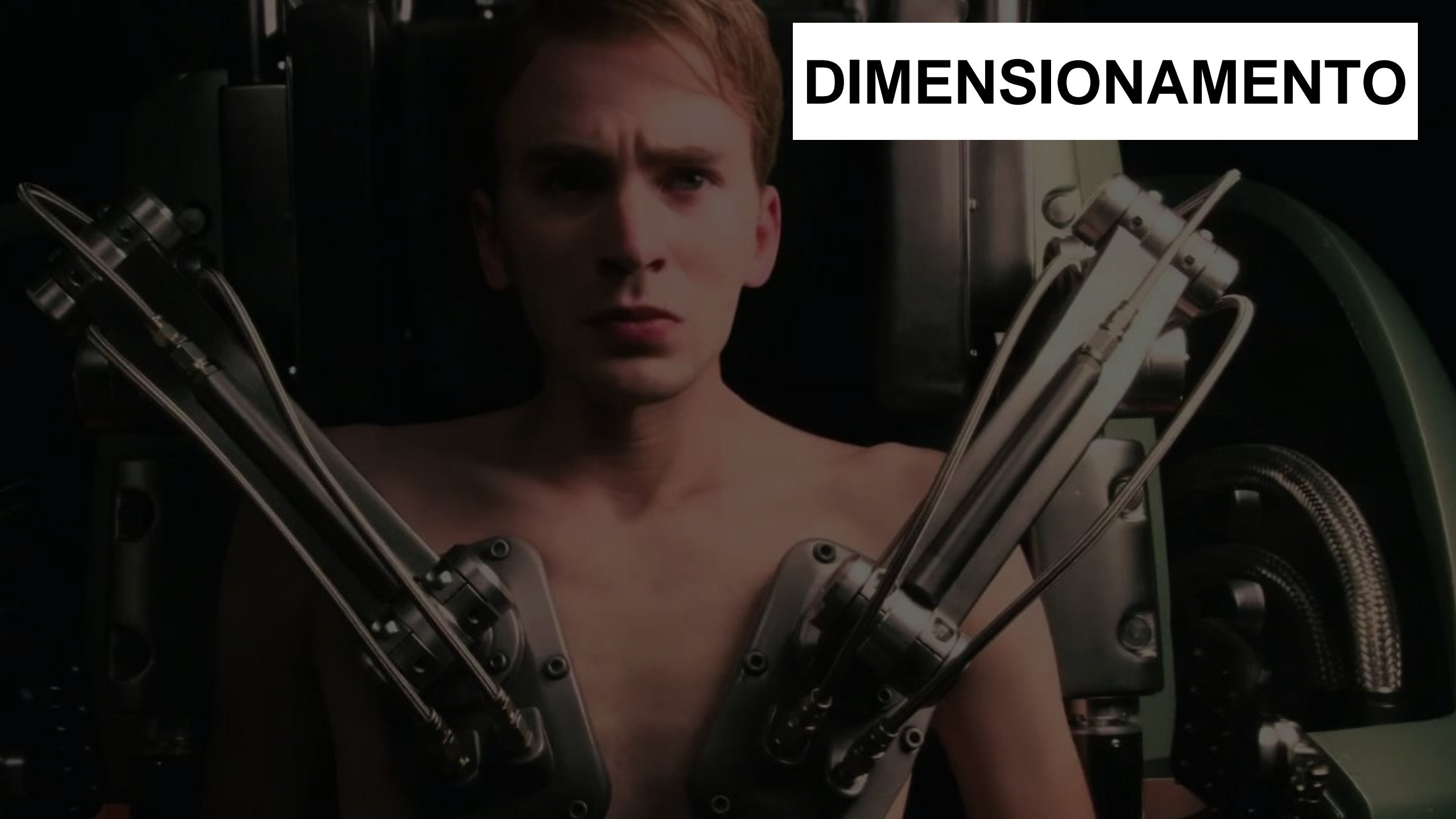


A photograph of five Iron Man suits displayed in a museum. The suits are arranged in a row, each in its own illuminated display case. From left to right: the first is the original Iron Man suit (gold and red); the second is the Iron Man 2 suit (gold and red); the third is the Iron Man 3 suit (gold and red); the fourth is the Iron Man 4 suit (gold and red); and the fifth is the Iron Man 5 suit (gold and red). The suits are displayed in a dark, industrial-looking environment with spotlights.

Projetos de inovação

NÃO seguem um padrão

DIMENSIONAMENTO





PESSOAS



Transformando nossa
realidade

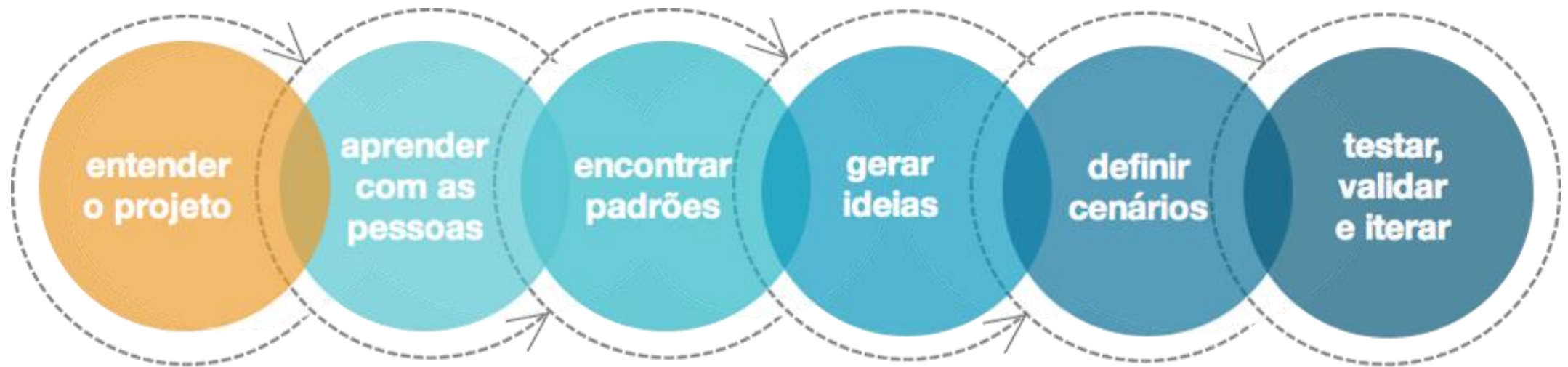


Mas o que seria de nós sem esses **ERROS**?

CIRCULAR | DESIGN

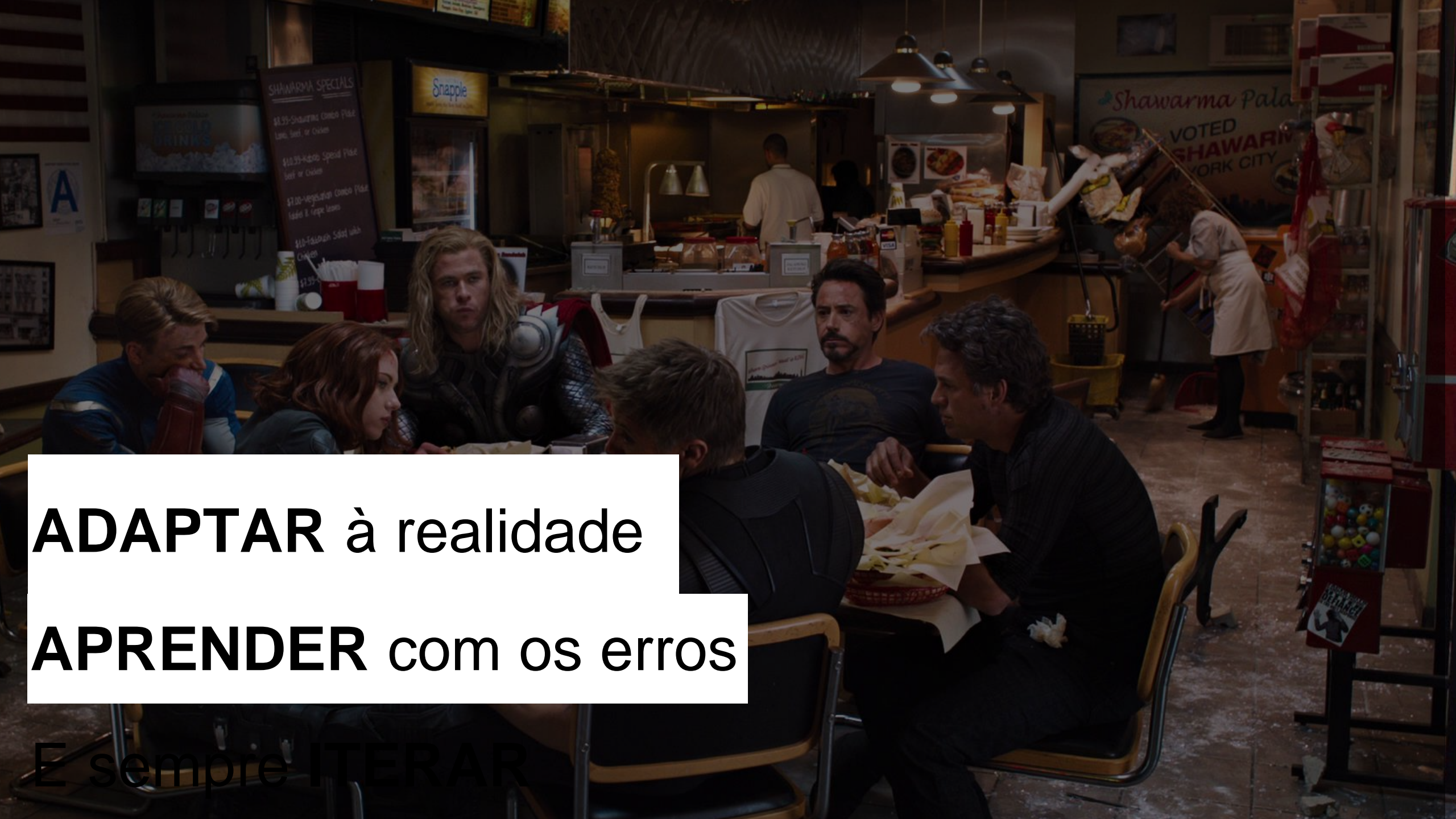


TOTVS Design Sprint





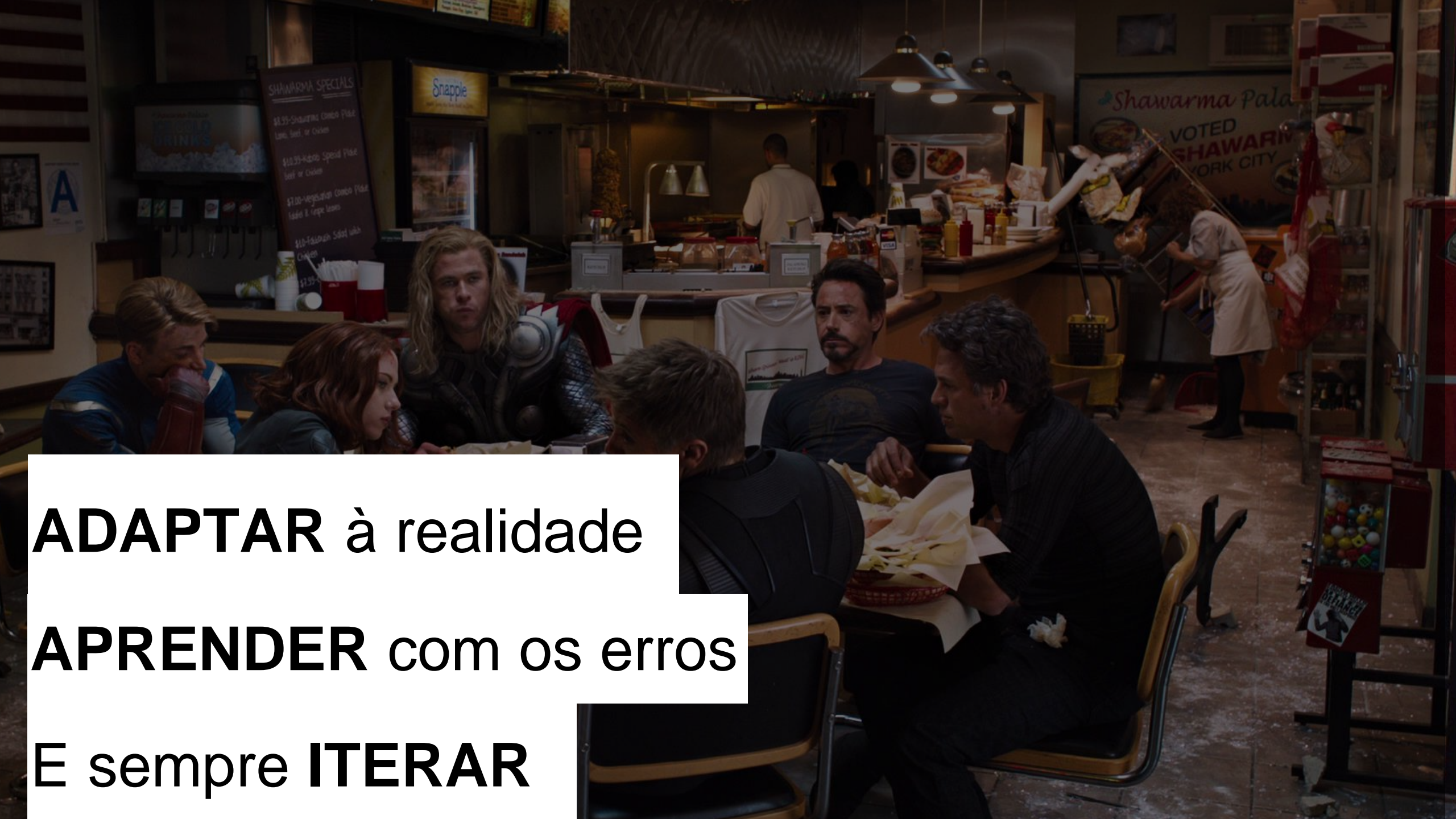
ADAPTAR à realidade



ADAPTAR à realidade

APRENDER com os erros

E sempre



ADAPTAR à realidade

APRENDER com os erros

E sempre **ITERAR**



DESIGN

FOREVER ;)

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