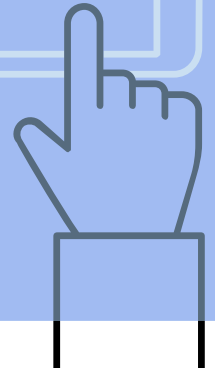
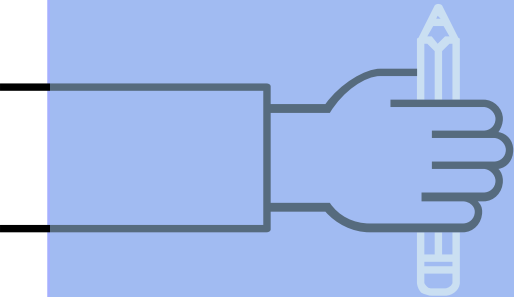
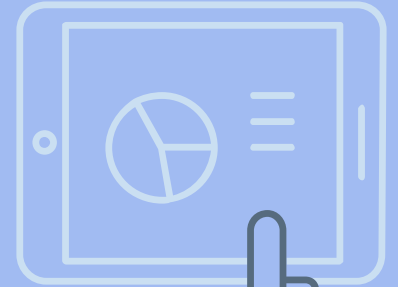
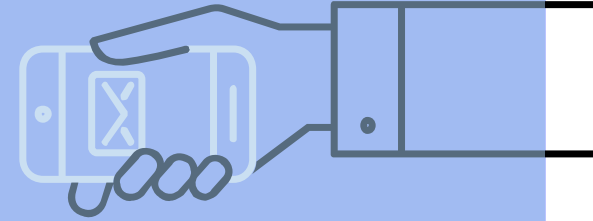
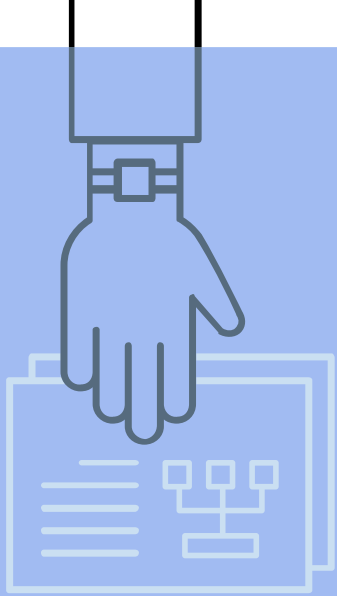


Dogfooding: bater ou correr?

Mateus Lima



Dog

fooding





“

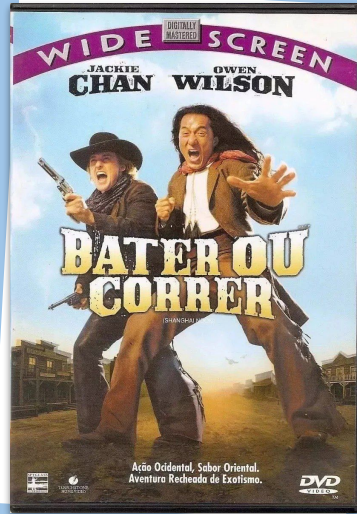
Eat your own dog food

-

*Coma sua própria comida
de cachorro*

1988





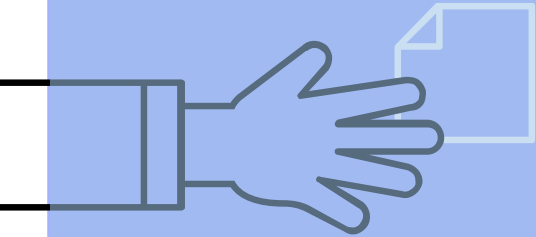
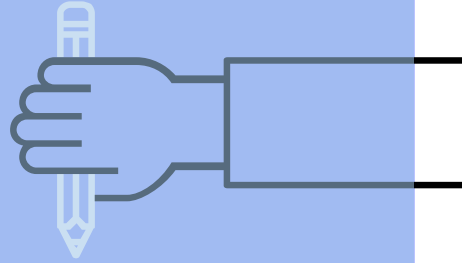
Bater ou Correr, 2000 🧑



Dogfooding: Ultimato

Mateus Lima

Porque utilizar
dogfooding?

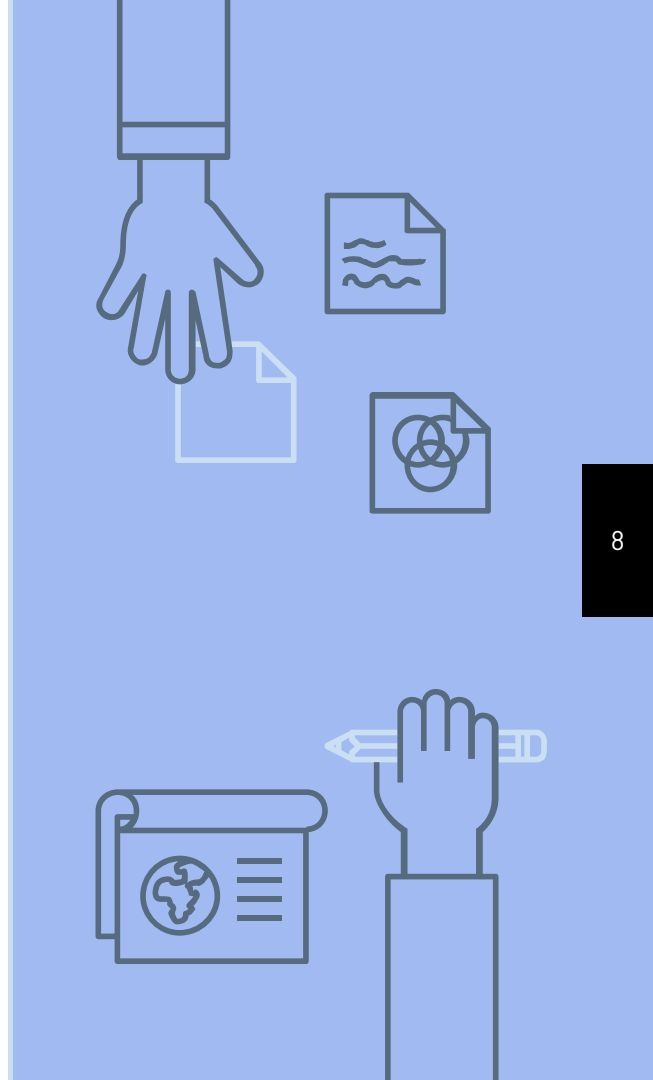


Redução de bugs

Melhorar usabilidade

Economizar dinheiro

→ Pode funcionar :)



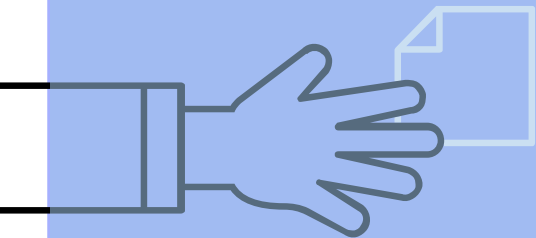
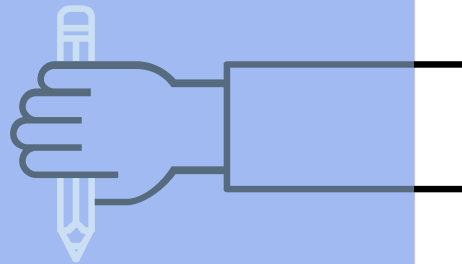


O argumento definitivo

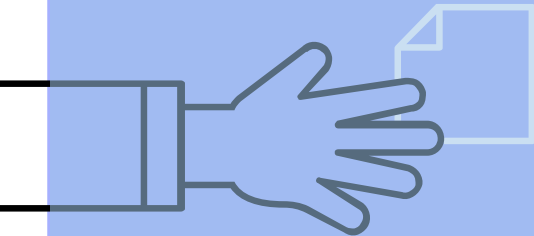
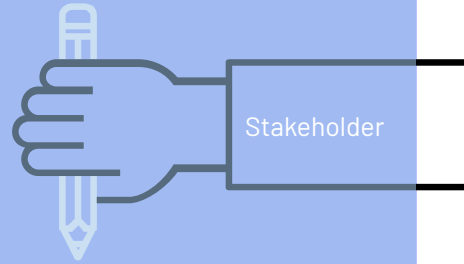


Na minha
máquina funciona

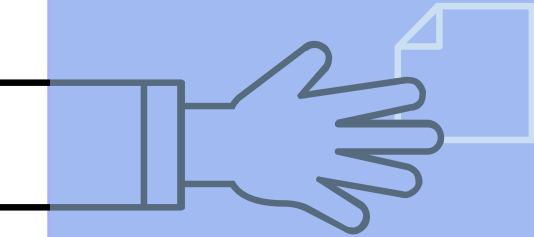
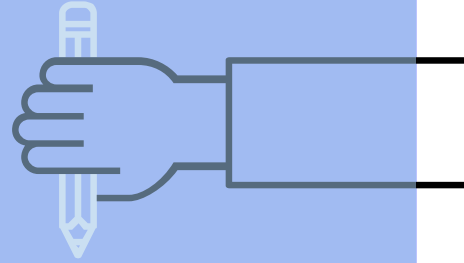
1. Sua equipe pode não ter o perfil do usuário final



2. Ao utilizar internamente você precisa realmente “precisar” do produto



3. Cuidado com o heavy-user





Vale a pena?

thanks!

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*" Activate the beta
version of yourself "*