

Ideação!

(na prática)

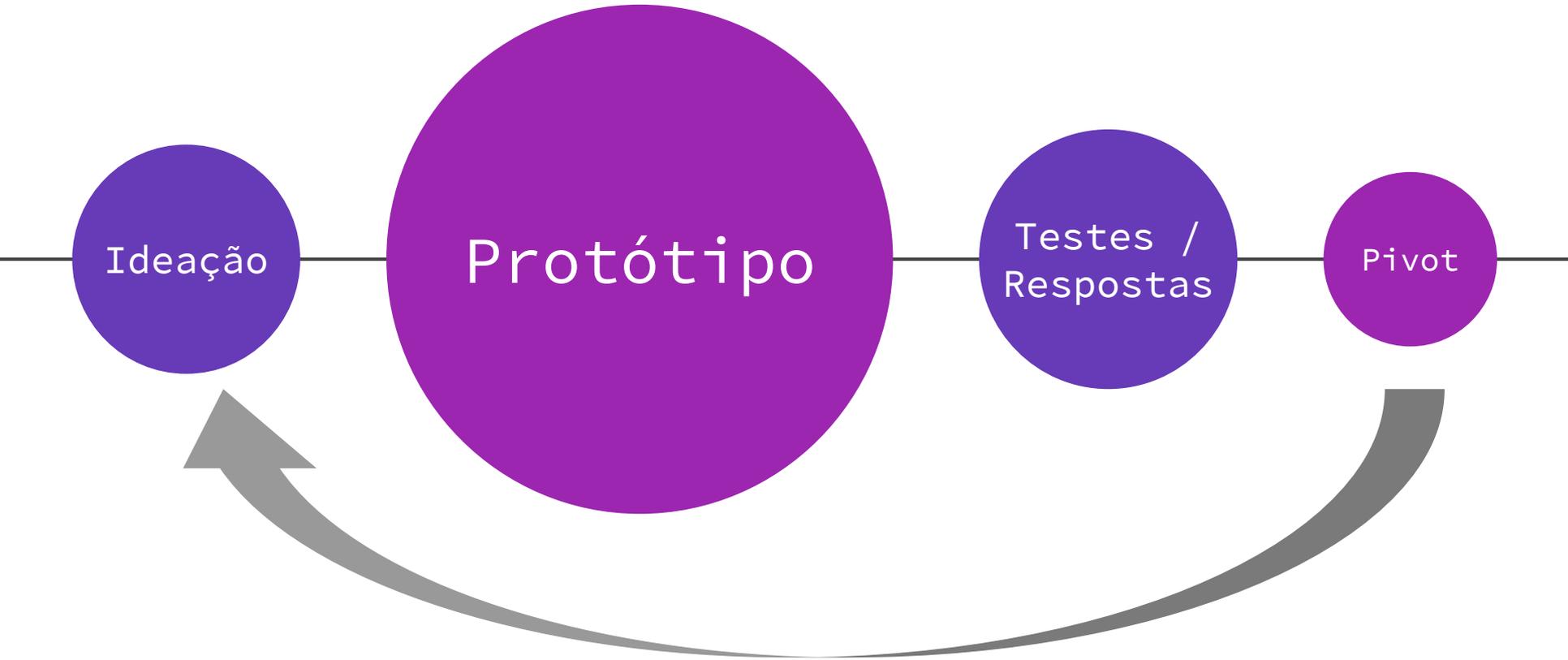
Traduzindo conceitos para protótipos

Para que serve um protótipo?

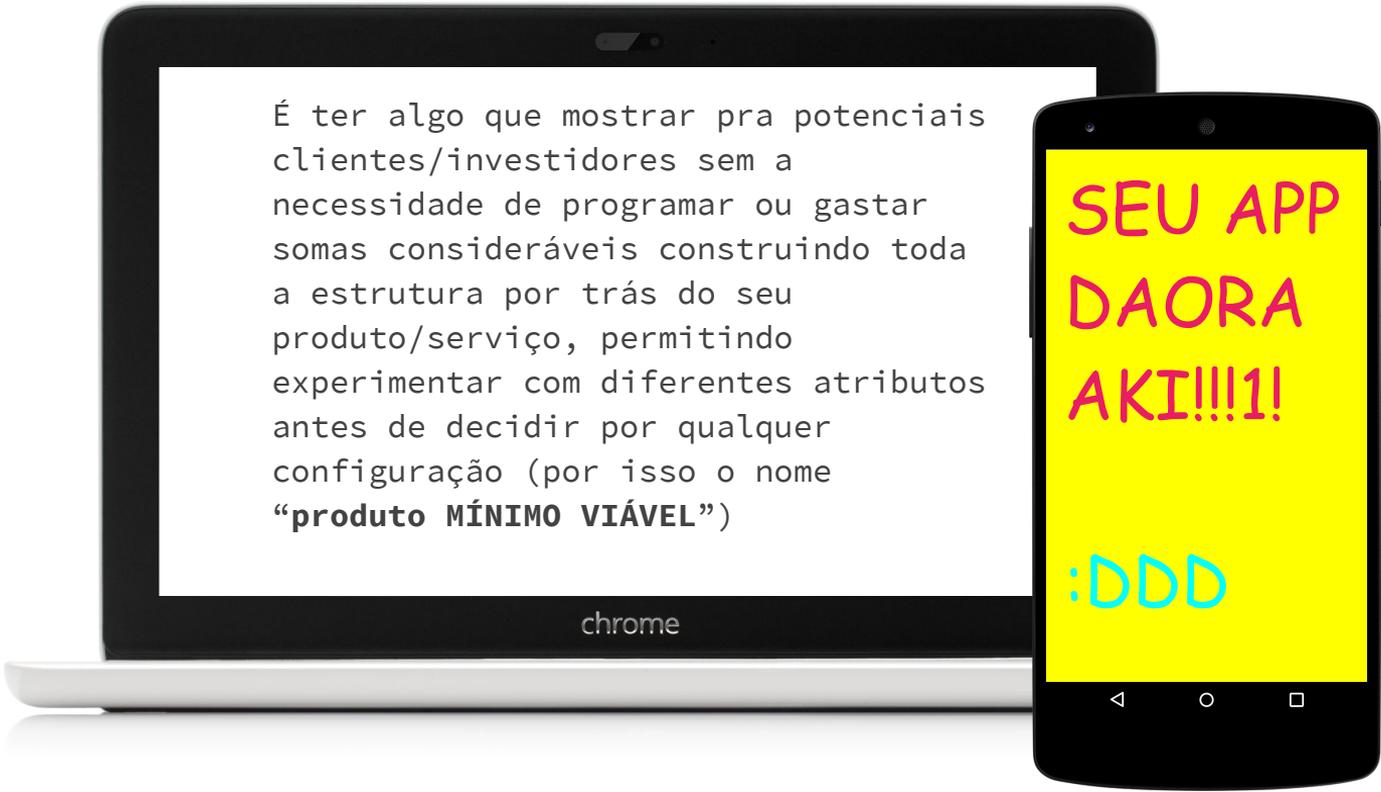
Um protótipo busca validar um atributo ou conjunto de atributos de uma solução ou proposta de valor para uma dor ou necessidade do usuário final.

Existem duas categorias de protótipos: os de baixa e alta fidelidade. Protótipos de **alta fidelidade** são bastante próximos do produto final e servem para testes de desempenho (são geralmente chamados 'betas'); já protótipos de **baixa fidelidade** - os que iremos tratar aqui - são esboços ou modelos bastante crus, que buscam analisar se a solução proposta é prática e/ou atende às expectativas do usuário.

Etapas da validação de Proposta de Valor



Ou seja:



É ter algo que mostrar pra potenciais clientes/investidores sem a necessidade de programar ou gastar somas consideráveis construindo toda a estrutura por trás do seu produto/serviço, permitindo experimentar com diferentes atributos antes de decidir por qualquer configuração (por isso o nome “produto **MÍNIMO VIÁVEL**”)

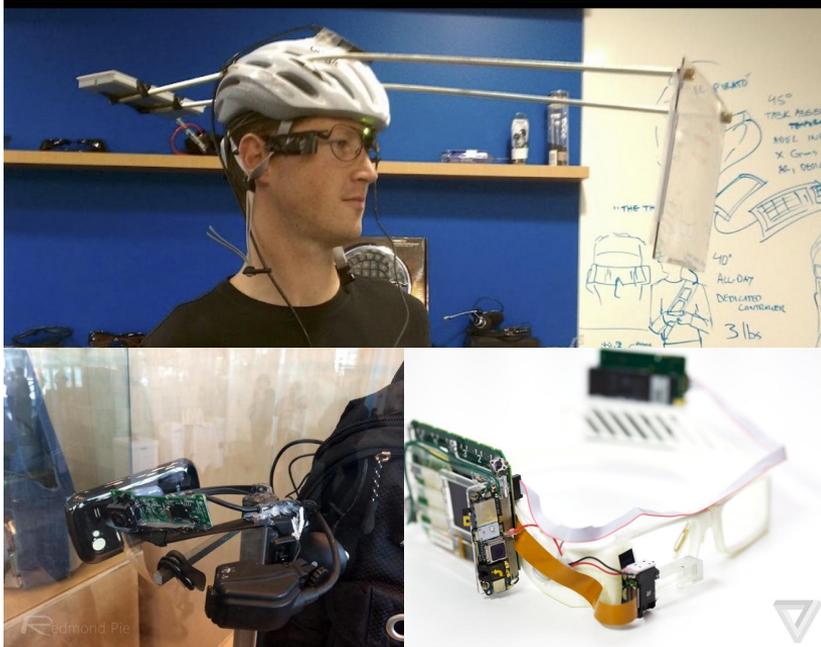
chrome

SEU APP
DAORA
AKI!!!1!

:DDD

Precisa ser bonito? Não! Precisa ser funcional

(pelo contrário, tende a ser feio pra caramba)



Google Glass



Apple I

Tipos de Protótipos

Pitchdeck

(slides, vídeos, calls, ads)

O que é:

Uma breve apresentação da proposta de valor e o mecanismo por trás desta, geralmente acompanhada de gráficos, renders e dados relativo, além de informações a respeito da equipe e algum call-to-action

Ferramentas:

PowToon, Canva, Vidra, Shakr, Adobe Voice, Slideshare, Facebook Ads, Medium

Exemplo:



Exemplo:



Landing Page

(webpage)

O que é:

Uma página web de formatação básica que sirva de referência para seu produto/serviço e que possa ser indexada por mecanismos de busca - além do principal: colher *leads* de clientes em potencial interessados em adquirir seu produto (geralmente emails)

Ferramentas:

Launchrock, Ontrapages, Instapage, Unbounce, Pagewiz, Optimizely, Lander, Wordpress, Wix

Exemplo:



NERV

[Quem Somos](#) [Nossa Proposta](#) [Contato](#)

O MUNDO É SUA SALA DE AULA E VOCÊ É O PROFESSOR

Conheça o mais novo método de descobrir e compartilhar o que você sabe com seus amigos e se apaixone mais uma vez por aprender!

CADASTRE-SE JÁ!

Exemplo:

Subjects ▾



 KHANACADEMY

New user / Sign up

You only have to know one thing:
You can learn anything

For free. For everyone. Forever.

Start learning now

Teachers, start here

Parents, start here

Exemplo:

The screenshot displays the Baremetrics website with a teal and blue color scheme. At the top, there is a navigation bar with links for Demo, Product, Pricing, Blog, More, Log In, and a Start Free Trial button. The main content area features a section titled "We work great with" followed by the Slack logo. Below this, a text block states: "With Baremetrics you can now **send important updates to your team's Slack channel** such MRR and cancellations so nothing falls through the cracks." A "Get Started Today" button is positioned below the text. To the right, three Slack message notifications are shown, each with a Baremetrics profile icon, a timestamp, and a notification title: "Cancellation: Discord", "New Customer: Whale", and "Upgrade: Facebook".

Below the main content, there is a section titled "Daily, weekly, or monthly reports". It includes a sub-header "Want to stay updated without getting inundated with messages all day? We have you covered. With the Baremetrics Slack integration, you can **customize which reports you want to receive, and how often**. Sounds nice, doesn't it?" and a testimonial from a user with a profile picture: "With the Slack integration I was able to stay on top of changes happening in Baremetrics and **save a ton of**".

On the left side of the lower section, there is a preview of a Slack channel interface. The channel name is "# [unclear]". The message list includes:

- Baremetrics New Customer: ACME Company
Plan Policy \$25/month
- Baremetrics Cancellation: Yoga Studio
Plan Policy \$25/month
- Baremetrics New Customer: OOOO Bakery
Plan Policy \$25/month
- Baremetrics

Crowdfunding

(campanha)

O que é:

No final do dia, a maior validação de todas sempre será o dinheiro, e se as pessoas estão dispostas a colocar seu dinheiro na promessa de que um produto venha à fruição a partir de um esboço, é a prova de que sua proposta de valor tem um público-alvo interessado

Ferramentas:

Kickstarter, Indiegogo, GoFundMe, EquityNet, RocketHub, Crowdfunder, Experiment, Patreon, Kickante, Catarse

Exemplo:

Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology

Home Updates **35** Backers **68,929** Comments **14,273**

Palo Alto, CA Product Design

Funded! This project successfully raised its funding goal on May 18, 2012



68,929
backers

\$10,266,845
pledged of \$100,000 goal

0
seconds to go

Project by
Pebble Technology
Palo Alto, CA
[Contact me](#)

First created · 27 backed

Eric Migicovsky 720 friends

Website: getpebble.com

[Like](#) 100,377 people like this.

[Tweet](#) [Embed](#) <http://kck.gs/HumV5>

Exemplo:

The image shows a screenshot of an Indiegogo campaign page for the Ockel Sirius B. The browser address bar shows the URL: <https://www.indiegogo.com/projects/ockel-sirius-b-the-powerful-windows-10-pocket-pc>. The Indiegogo logo is in the top left, and navigation links for 'Explore' and 'How it works' are next to it. On the right, there are links for 'START A CAMPAIGN', 'Sign Up', and 'Log In'. The main heading is 'Ockel Sirius B: the powerful Windows 10 pocket PC'. Below the heading, there are social media icons for Facebook, Twitter, and YouTube, and a 'Technology' tag. The campaign progress bar shows 'Story', 'Updates 0', 'Comments 0', and 'Backers 0'. A video player is embedded, showing a promotional image for the Ockel Sirius B with a play button and a progress bar. To the right of the video, the campaign goal is '\$0,000 USD' with the text 'Total funds raised'. A teal banner below the goal says 'In Demand' and 'Original campaign ran 100% funded on December 1, 2018'. Under the 'Featured' section, the price is '\$374 USD + Shipping'. The product description for the 'Black Cherry | OS | Micro SD' bundle reads: 'The ultimate Black Cherry bundle: An Ockel Sirius B Black Cherry with a pre-installed version of Windows 10, and a 64GB Micro-SD card to double the internal storage. Claim yours now and receive our pocket PC with a Cherry total X5-28000 processor, 4GB RAM, 800 AC, 64GB internal storage, a USB 3.0 and a USB 2.0 port. An HDMI cable and...'

Mockup

(‘wireframe’; simulação)

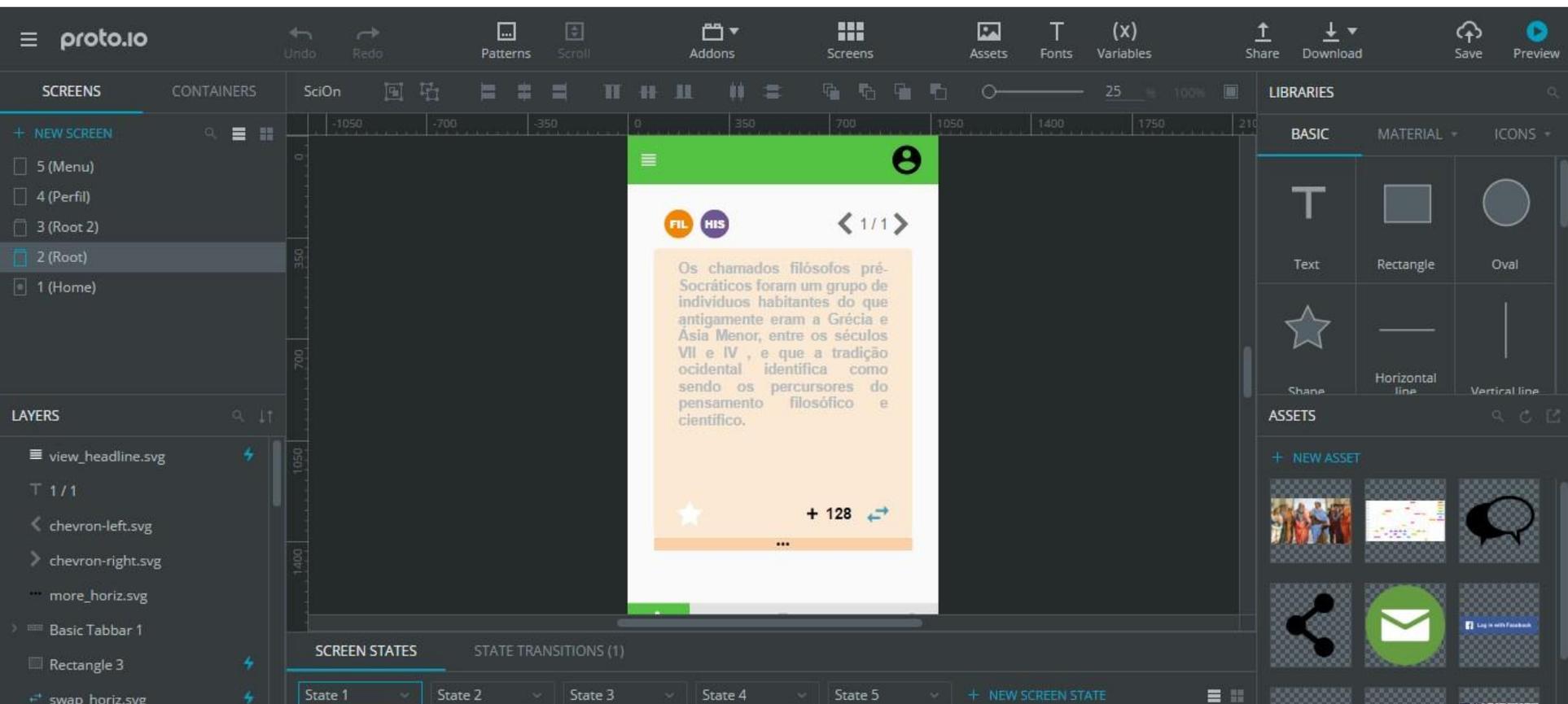
O que é:

Um sketch interativo de como o produto se comporta de acordo com cada input do usuário, geralmente através de imagens ligando telas via hyperlinks para simular a experiência proporcionada

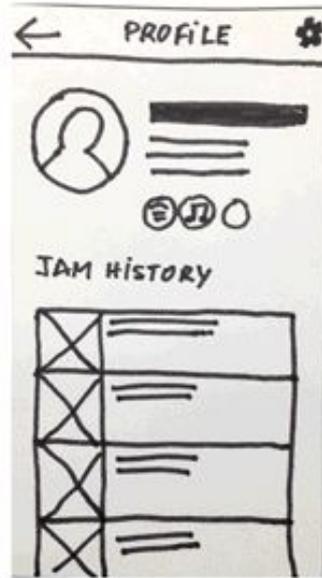
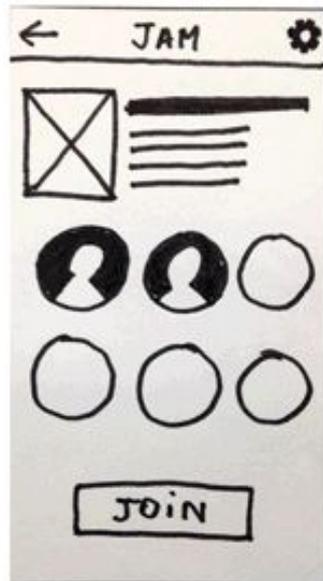
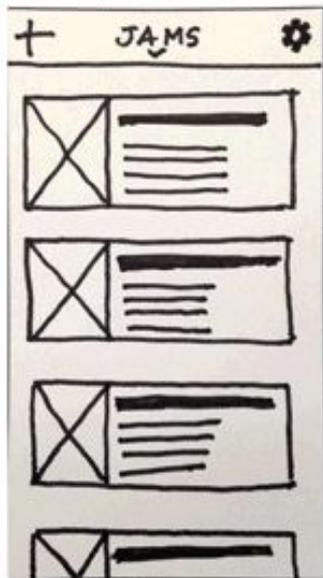
Ferramentas:

InVision, Marvel, proto.io, UXPin, Balsamiq, Cutedrop, Wireframe.cc, Moqups, InDesign CC, Photoshop CC, Powerpoint (na raça)

Exemplo:



Exemplo:



Exemplo:

New Creative for Test

Content Card Step 3/4

Build content card Switch to Custom Editor

1 + -

+ New Page



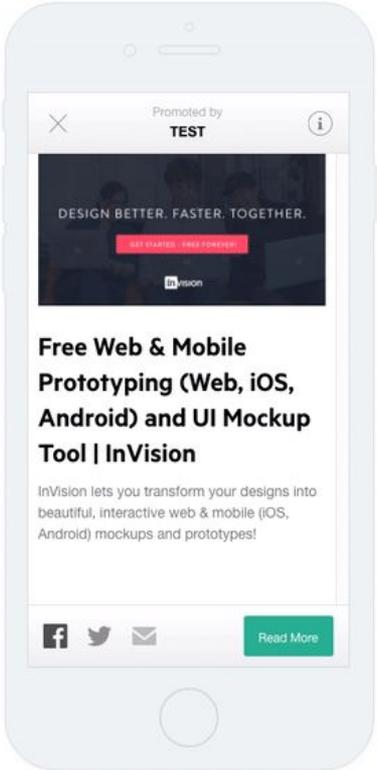
Free Web & Mobile Prototyping (Web, iOS, Android) and UI Mockup Tool | InVision

InVision lets you transform your designs into beautiful, interactive web & mobile (iOS, Android) mockups and prototypes!

+ Add Content Block -

Custom Call to Action

Let user take action after seeing your ad. Note: If Social Sharing is disabled, this feature will not function.



Concierge

(serviço individual)

O que é:

Também chamado “flinststoning” ou “Wizard of Oz” (quando apenas uma aproximação da experiência). Uma ‘casca’ onde um serviço que, a princípio, seria automatizado pelo próprio computador é realizado manualmente por uma pessoa, via um portal digital

Ferramentas:

Google Forms, Mailchimp, Whatsapp, Messenger M, SMS

Exemplo:

Zappos
POWERED BY SERVICE

Shoes, Clothing, Bags, etc. **SEARCH**

365 Day Return Policy
In other words, 1 full year!

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

SHOES CLOTHING BAGS & HANDBAGS HOUSEWARES BEAUTY WHAT'S NEW? BRANDS WOMEN'S MEN'S

ALPHABETICAL BRAND INDEX # · A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R ·

SHOES: *Now conveniently sold in pairs.*

WOMEN'S SHOES

- Sandals
- Heels
- Boots
- Sneakers & Athletic Shoes
- Flats
- Clogs & Mules
- Loafers
- Slippers
- Oxfords
- Boat Shoes
- Insoles & Accessories
- Climbing
- [view all...](#)

MEN'S SHOES

NAOT

1 2

Exemplo:



Welcome to Amazon.com Books!

*One million titles,
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves **EVERY** day so please come often.

ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

Piecemeal

(vários serviços em harmonia)

O que é:

Uma emulação completa do serviço que você deseja oferecer construída através de ferramentas não-proprietárias - ie, serviços de terceiros (B2B). Pode incluir operações inteiras (como CRM, pagamentos, etc.) ou simplesmente engines específicas (API's, como a do Facebook de cadastro via perfil)

Ferramentas:

Zapier, Google Docs, IF, PieSync, Typeform, Shopify, Mailchimp, Pagar.me, Zendesk

Exemplo:

FREE PLAN

[Upgrade for faster tasks](#)

Jeremy Hall

★ RECOMMENDATIONS

🔍 EXPLORE

♥ USE CASES

⚡ MY ZAPS

Make a New Zap

🔍 Search my Zaps...

MY FOLDERS +

⚡ Home 13

📁 Services 2

📁 Testing 16

Introducing Folders

Cut the clutter. Now organize Zaps by project, app, or whatever else with folders. Get started by clicking the (+) above.

Got It

Home

 > 	Latest Twitter Mention	<input checked="" type="checkbox"/>	▼
 > 	New MailChimp Subscribers	<input checked="" type="checkbox"/>	▼
 > 	New SurveyMonkey Survey Resonses	<input checked="" type="checkbox"/>	▼
 > 	New Twitter Followers	<input checked="" type="checkbox"/>	▼
 > 	Twitter Mentions of Klipfolio	<input checked="" type="checkbox"/>	▼

Exemplo:

Dashboard → Choose App



YOUR ZAP IS OFF

Name your Zap...

TRIGGER

1. Set up this step

[Choose App](#)

[Choose Trigger](#)

[Test this Step](#)



ACTION

2. Set up this step



Choose a Trigger App

YOUR APPS



Kayako

[show all](#)

Exemplo:

 Member Signup

 TRIGGER

1. Catch Hook 



 ACTION

2. Set up this step 

-  [Choose App](#)
-  Choose Action
-  Set Up Template
-  Test this Step

 Delete

Choose an Action App

YOUR APPS

 ConvertKit	 MailChimp	 SMS	 Slack
			

SaaS

(‘Software as a Service’)

O que é:

Basicamente a terceirização completa da atividade da organização, que é então realizada pelo provedor do serviço numa base de caso-a-caso (de acordo com as necessidades específicas). Geralmente engloba áreas inteiras da organização - como BI, backend, etc.

Ferramentas:

AWS, Salesforce, Palintir, BlueMix

Exemplo:

The screenshot displays the AWS Management Console interface for CloudFront Distributions. The top navigation bar includes the AWS logo, a dropdown menu for 'Services', and user information 'gpolaert', 'Global', and 'Support'. The left sidebar contains navigation links for 'Distributions', 'What's New', 'Reports & Analytics', 'Cache Statistics', 'Monitoring and Alarms', 'Popular Objects', 'Top Referrers', 'Usage', 'Viewers', 'Private Content', 'How-to Guide', and 'Origin Access Identity'. The main content area is titled 'CloudFront Distributions' and features a 'Create Distribution' button, along with 'Distribution Settings', 'Delete', 'Enable', and 'Disable' buttons. Below these are filters for 'Viewing: Any Delivery Method' and 'Any State', and a search box. The table below shows one distribution with the following details:

	Delivery Method	ID	Domain N	Comme	Orig	CNAMI	Statu	State	Last Mod
<input type="checkbox"/>	Web	E3BMRO6ALTNWPS	d16h4pjx£	-	logmæ	-	In F	Enab	2016-09-1

Exemplo:

The screenshot shows the AWS CloudWatch console interface. At the top, there is a navigation bar with the AWS logo, 'AWS', 'Services', and a user profile 'gpolaert' in Ireland. The left sidebar contains navigation options: CloudWatch, Dashboards, Alarms (with sub-items ALARM and INSUFFICIENT), Billing, Events, Rules, Logs (highlighted), and Metrics (with sub-item Selected Metrics). The main content area is titled 'CloudWatch > Log Groups'. It features a 'Create Metric Filter' button and an 'Actions' dropdown. A search filter is applied: 'Filter: Log Group Name Prefix'. Below this is a table of Log Groups:

Log Groups	Expire Events After	Metric Filters	Subscriptions
<input type="checkbox"/> /aws/elb	Never Expire	0 filters	None
<input type="checkbox"/> /aws/lambda/logmatic-lambda	Never Expire	0 filters	None
<input type="checkbox"/> /logmatic-elb/access/AWSLogs/100855616791/elasticloadbalancing	Never Expire	0 filters	None

E se eu for offline?

Sem problema!

Use qualquer material que estiver a seu alcance e deixe a criatividade correr solta!

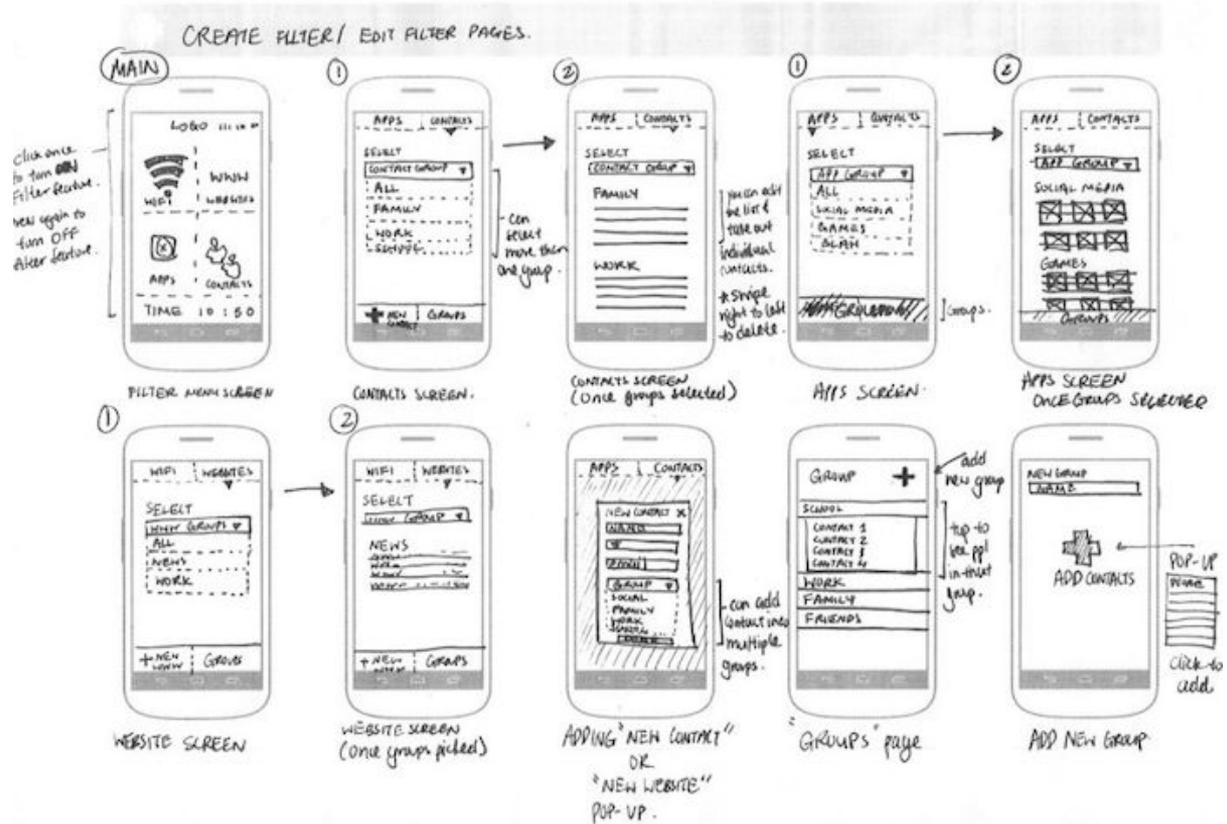
Quanto mais tosco, melhor.



Mas antes de tudo!

Precisamos do wireframe
(gráfico de interações)

Ele quem vai informar os componentes/ usabilidade do seu produto

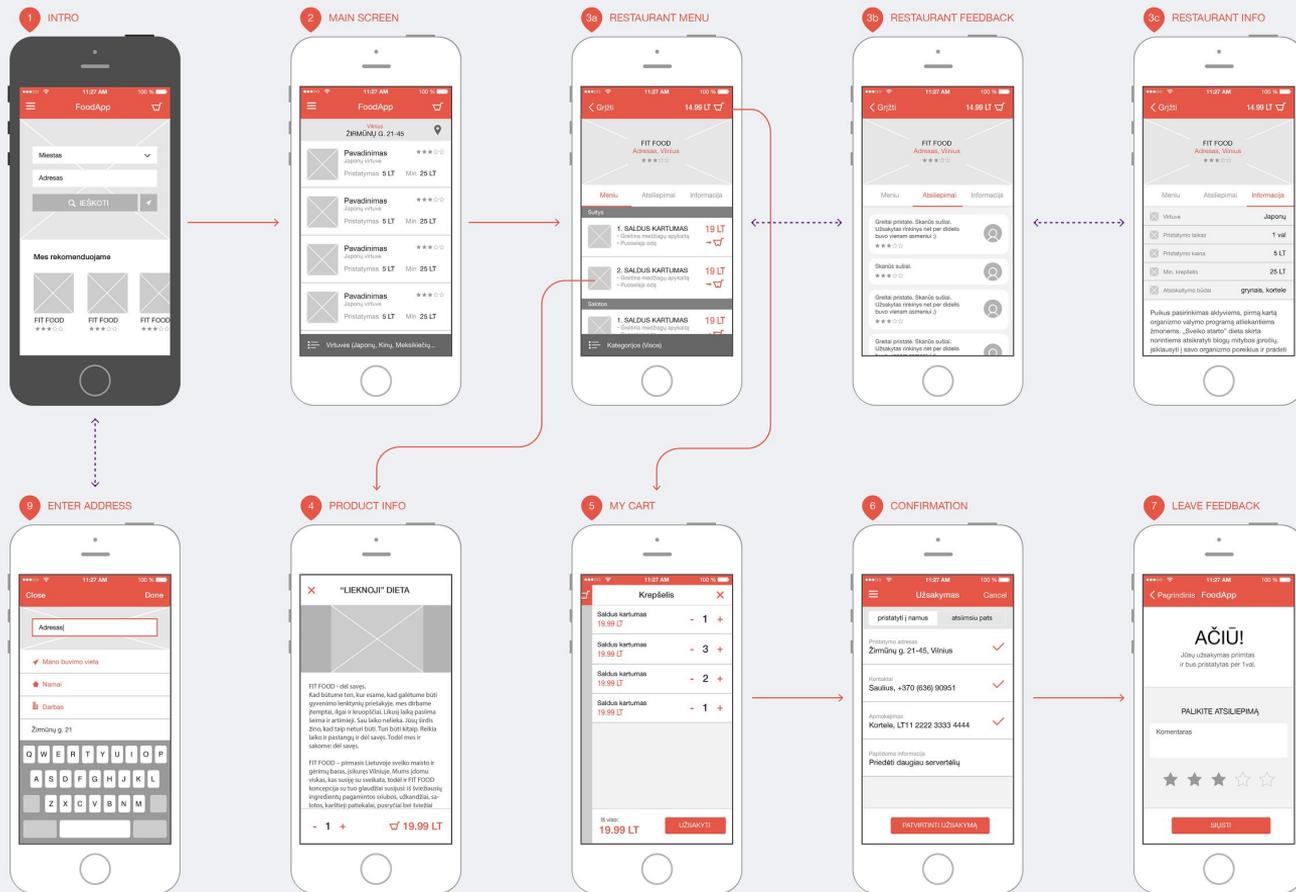


Online

MOBILE FOOD ORDER APP CONCEPT 1

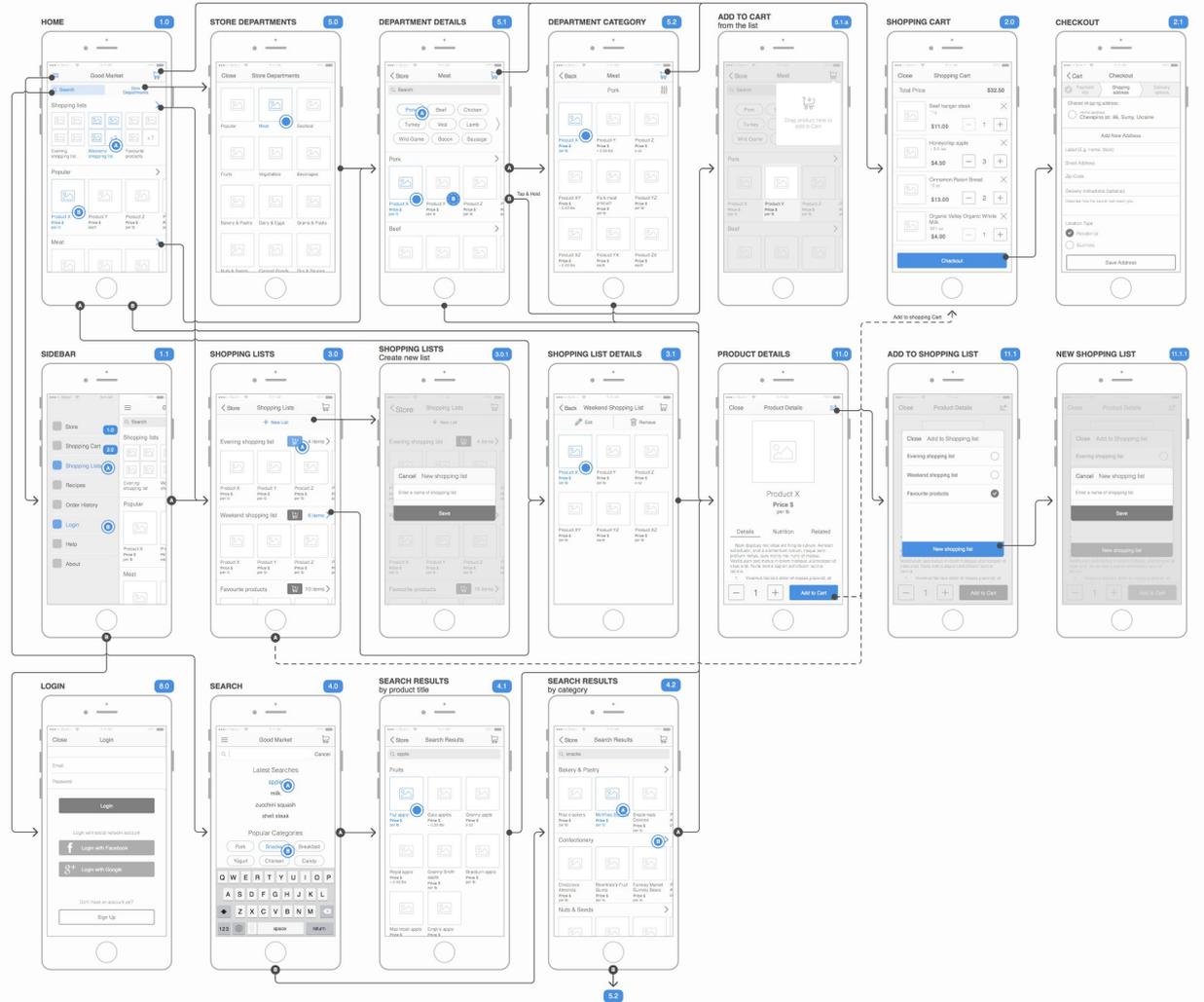
←-----→ SAME SCREEN VARIATIONS

→ USER FLOW



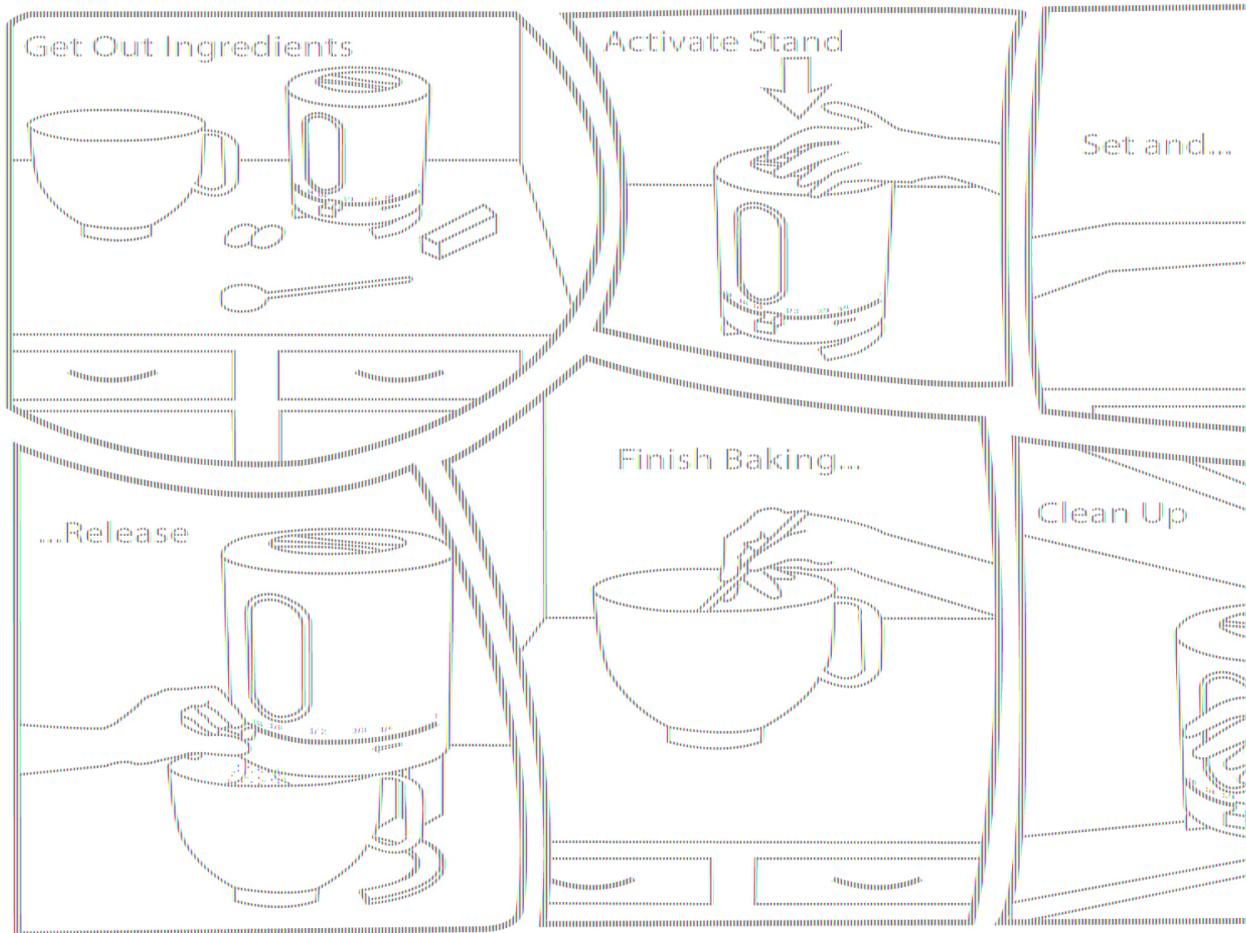
Online

GOOD MARKET Wireframes User Journey



Offline

(“storyboard”)



Outros recursos

Desenhos

[Autodraw.com](https://autodraw.com)

Fontes

[1001 Fonts](https://1001fonts.com)

Ícones

[Feathericons.com](https://feathericons.com)

[The Noun Project](https://thenounproject.com)

Imagens de estoque

[TheStocks.im](https://thestocks.im)



Keeping score

Métricas de desempenho/dashboards

Google Analytics

Adwords

Tableau

Geckoboard

Grow

Asana

Leadin for Wordpress

Hubspot

Inspectlet

Crazy Egg

E NÃO SE ESQUEÇA!

— — —

O MVP é apenas mais uma forma de validação, e para tanto é imprescindível que ele não fique reservado apenas a você, mas que **SEJA EXPOSTO AO PÚBLICO EXTERNO, TESTADO E AS REAÇÕES MEDIDAS E REGISTRADAS!**

BOM TRABALHO ;)

Tutoriais

- 1) **Pitchdeck (Shakr)** -
<https://www.youtube.com/watch?v=a6a8aZCbQ8Q>
- 2) **Landing Page (Ontrapages)** -
<https://www.youtube.com/watch?v=F3ukLngluF8>
- 3) **Mockup (proto.io)** -
<https://www.youtube.com/watch?v=80Fp3dUDM3Y>
- 4) **Crowdfunding (Kickante)** -
<https://www.youtube.com/watch?v=0wmGPSM-dNQ>
- 5) **Concierge (Typeform)** -
<https://www.youtube.com/watch?v=CQ5NesE1eb8>
- 6) **Piecemeal (Zapier)** -
<https://www.youtube.com/watch?v=M10w7qIgzzg>
- 7) **SaaS (AWS)** -
<https://www.youtube.com/watch?v=6piG07zSRC0>