



MEDICINA

USP

Processos de criação na saúde
Ideação
Prototipação

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Design thinking





Design thinking



Problema

Descobrir

Definir

Desenvolver

Entregar

Solução



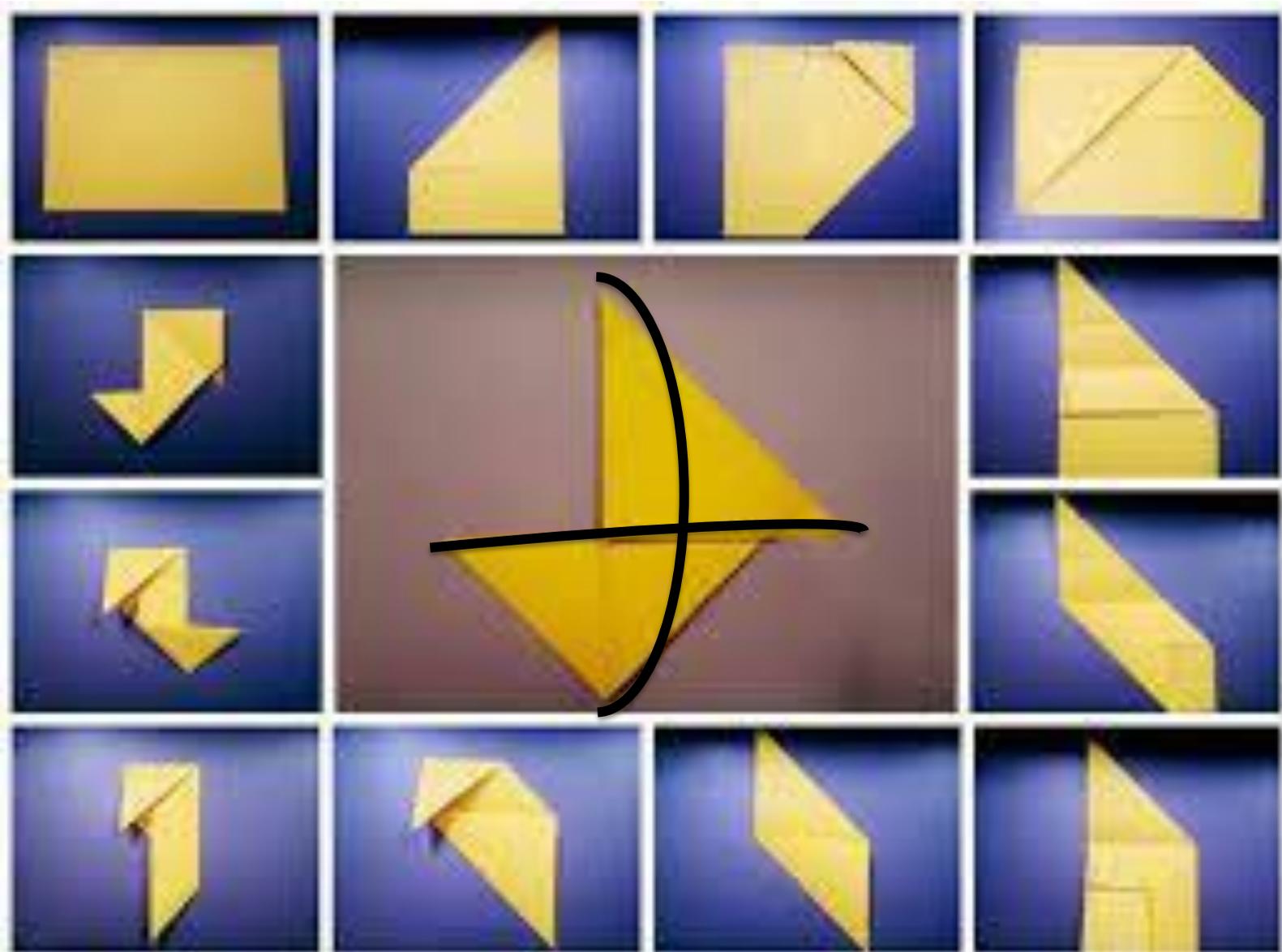
BRAINWRITING



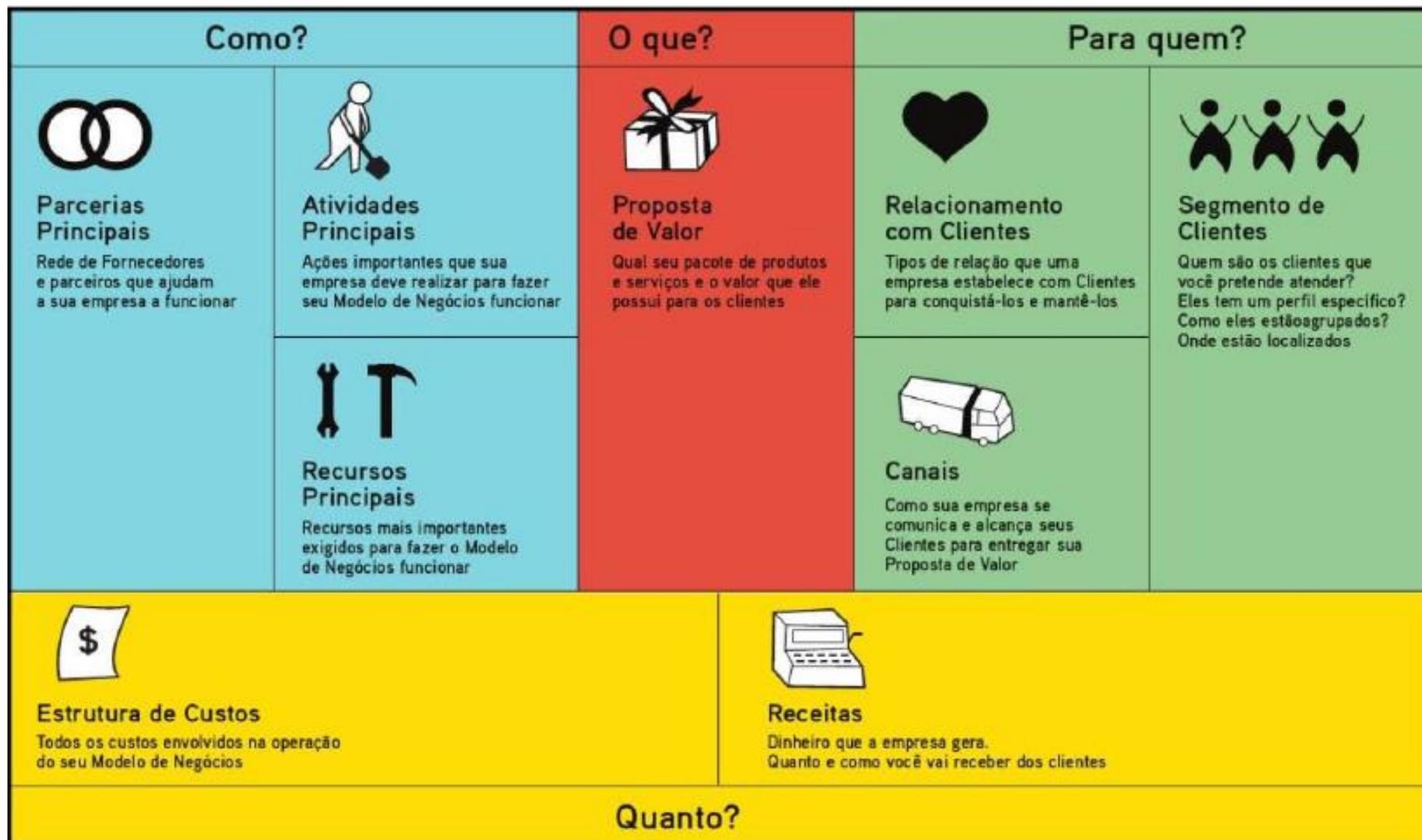




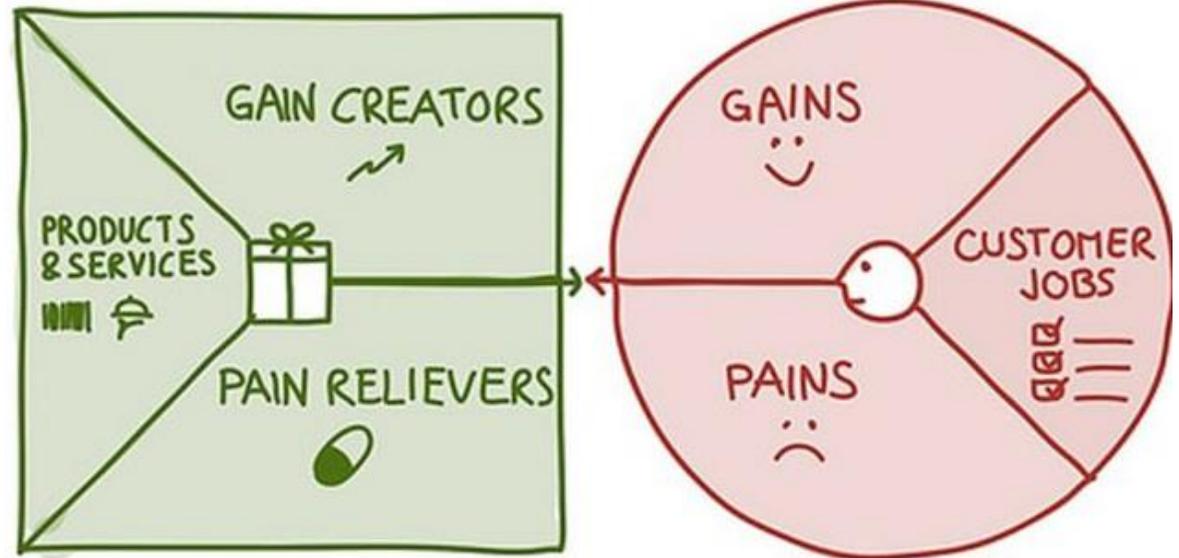
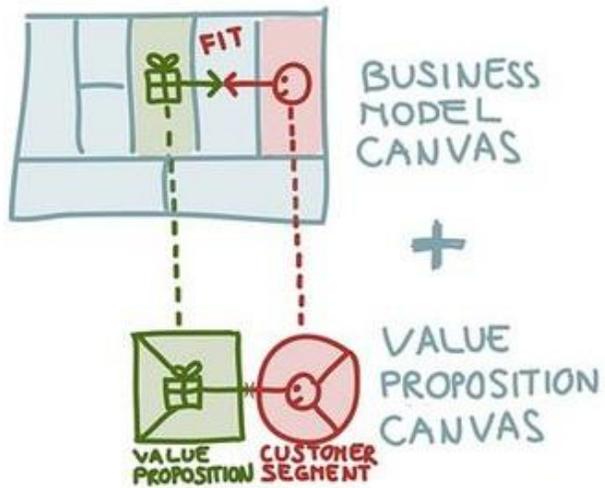
Prototipação



Business Model Canvas



Proposta de valor





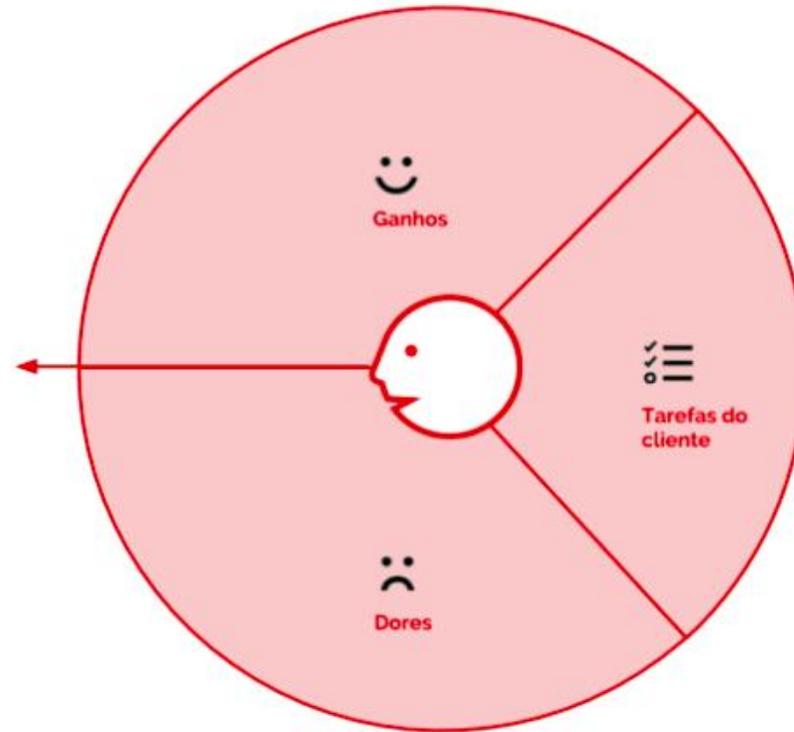
Crie
valor

Encaixe



Observe os
clientes

Perfil do Cliente





Crie
valor

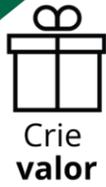
Encaixe



Observe os
clientes

Proposta de Valor



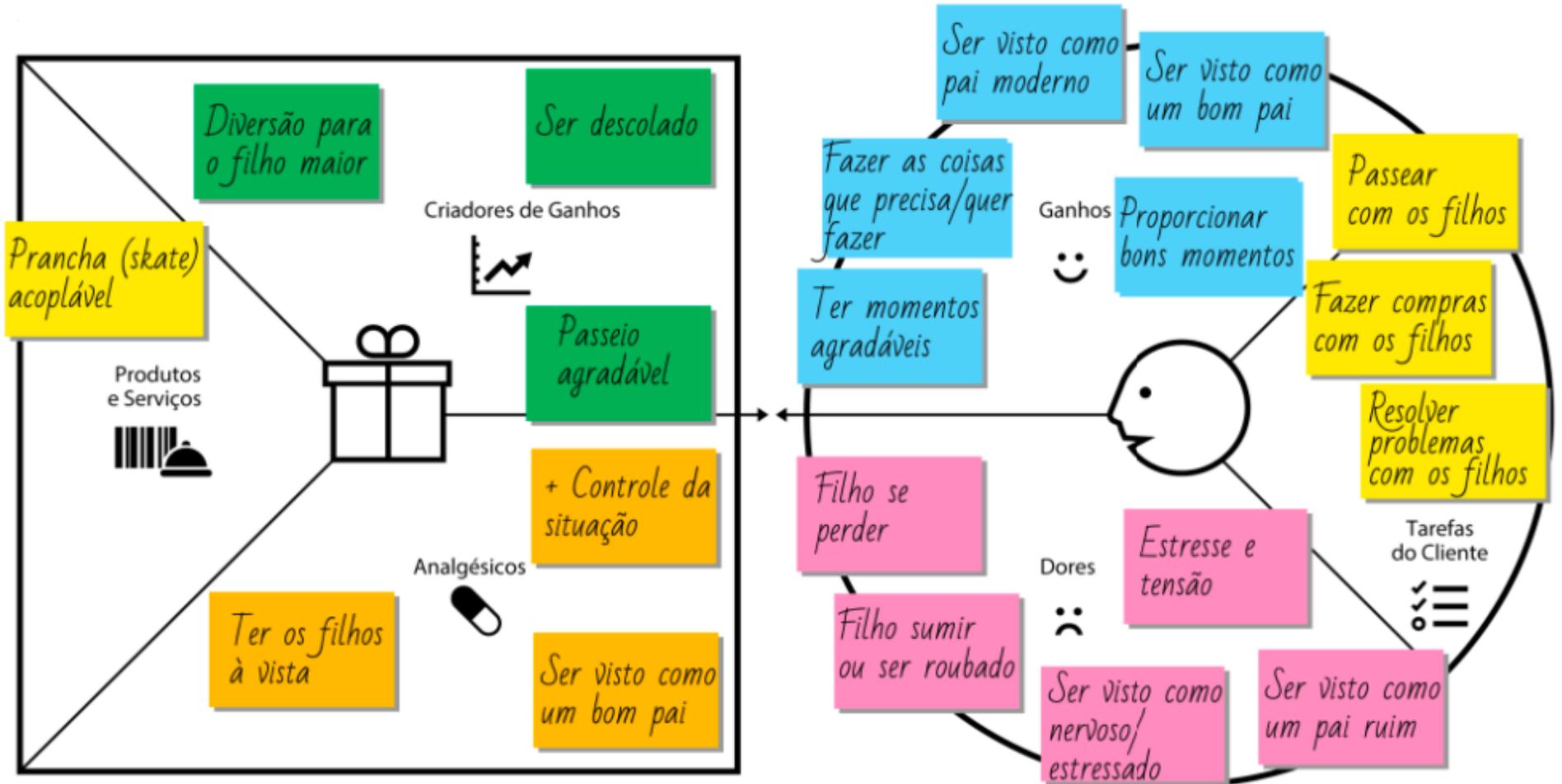


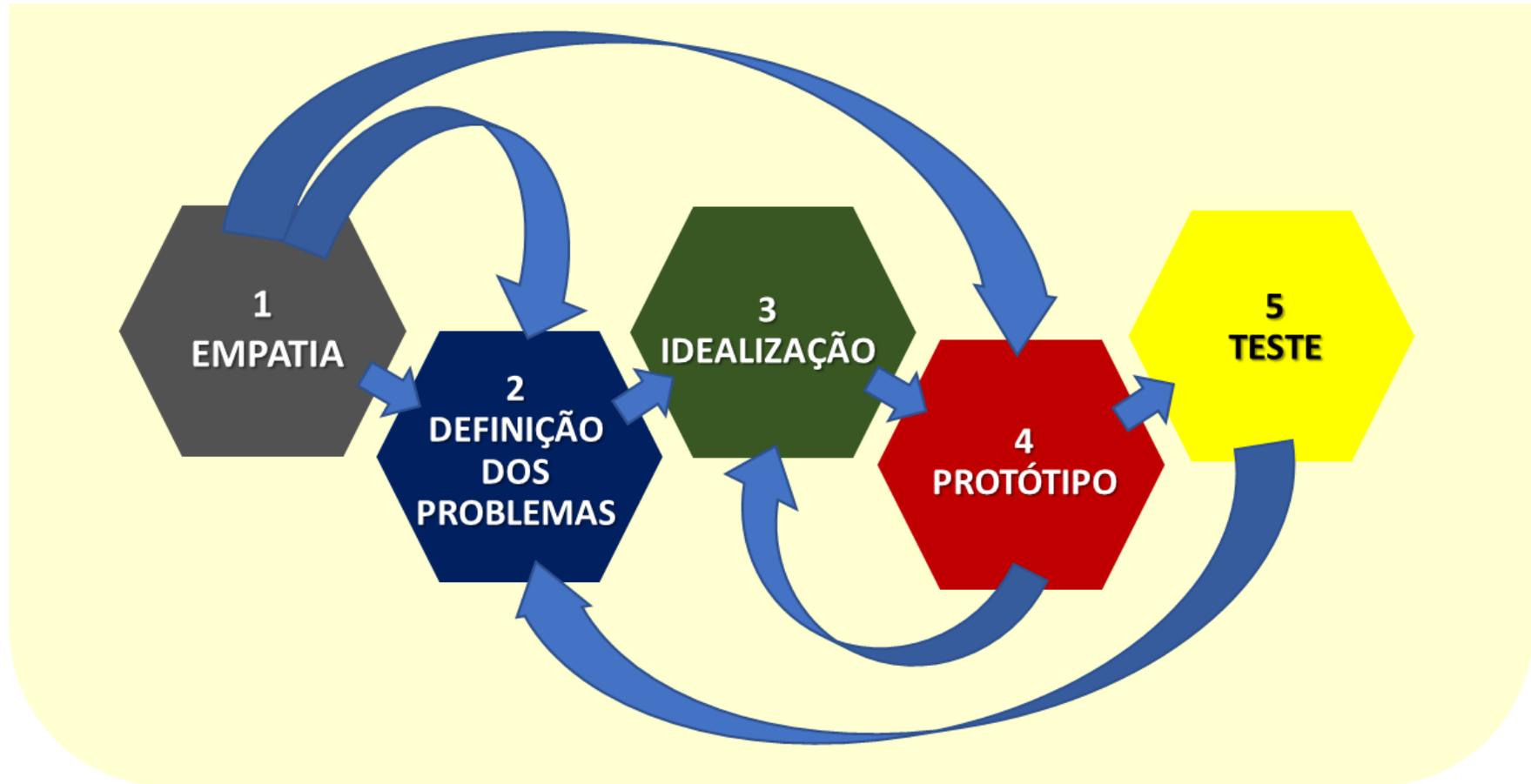
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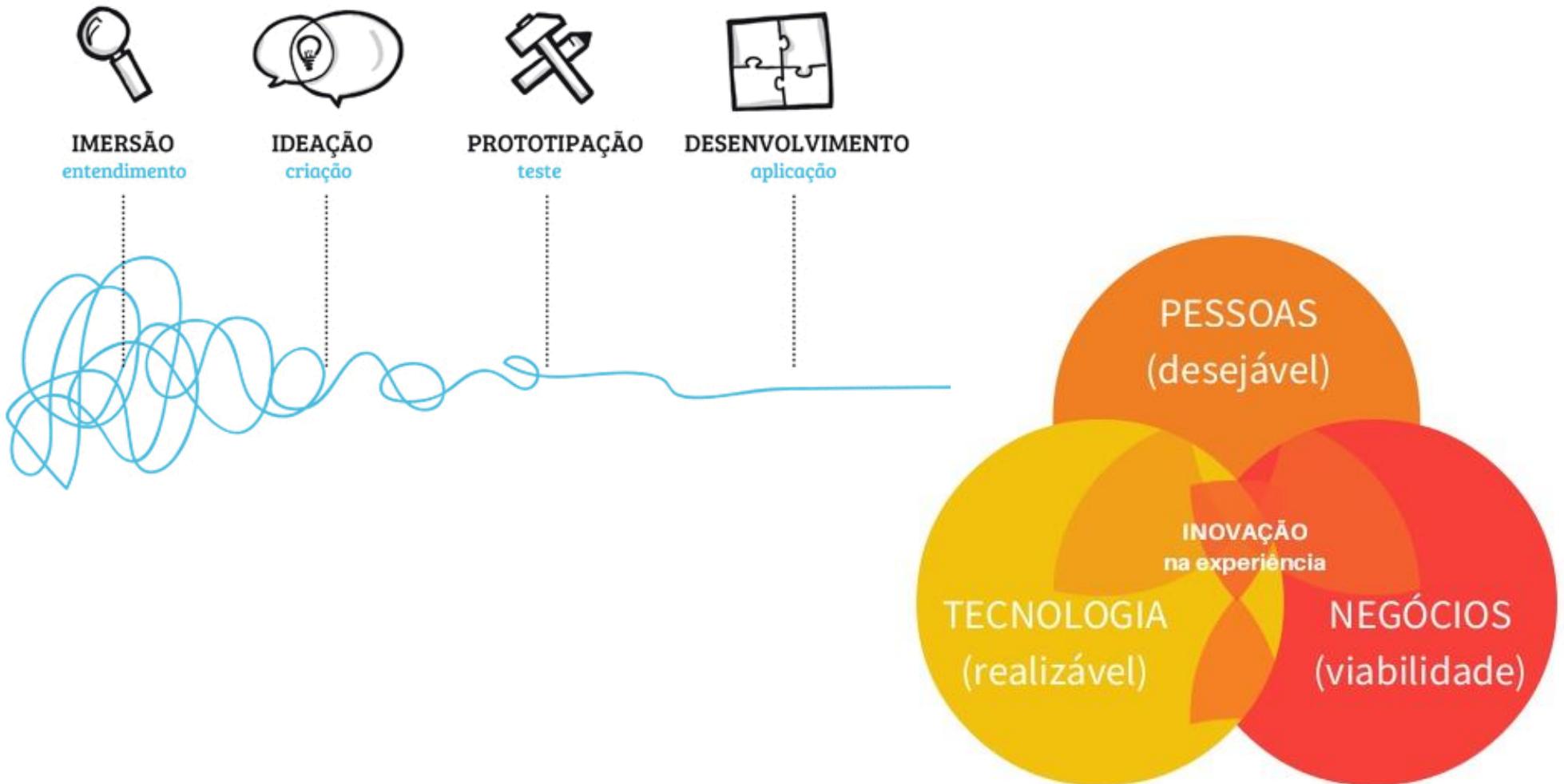


Observe os clientes

Exemplo: Prancha (skate) acoplável para carrinho de bebê







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