



# E SE EU NÃO QUISER SER DEV?

**PRODUTECH**

e experiências no mercado de trabalho  
de produto.

# Qual a melhor opção?



	
<p>Oversized hoodie in yellow <b>\$34.99</b></p>	<p>Oversized hoodie in yellow <b>\$34.99</b></p>
<p>★★★★★ 4.8 (24)</p>	<p>★★★★★ 4.8 (24)</p>
<p>SIZE: ONE SIZE</p>	<p>SIZE: ONE SIZE</p>
<p><a href="#">View Product Details</a></p>	<p><a href="#">View Product Details</a></p>
<p>ADD TO BAG</p>	<p>ADD TO BAG</p>
<p>A</p>	<p>B</p>

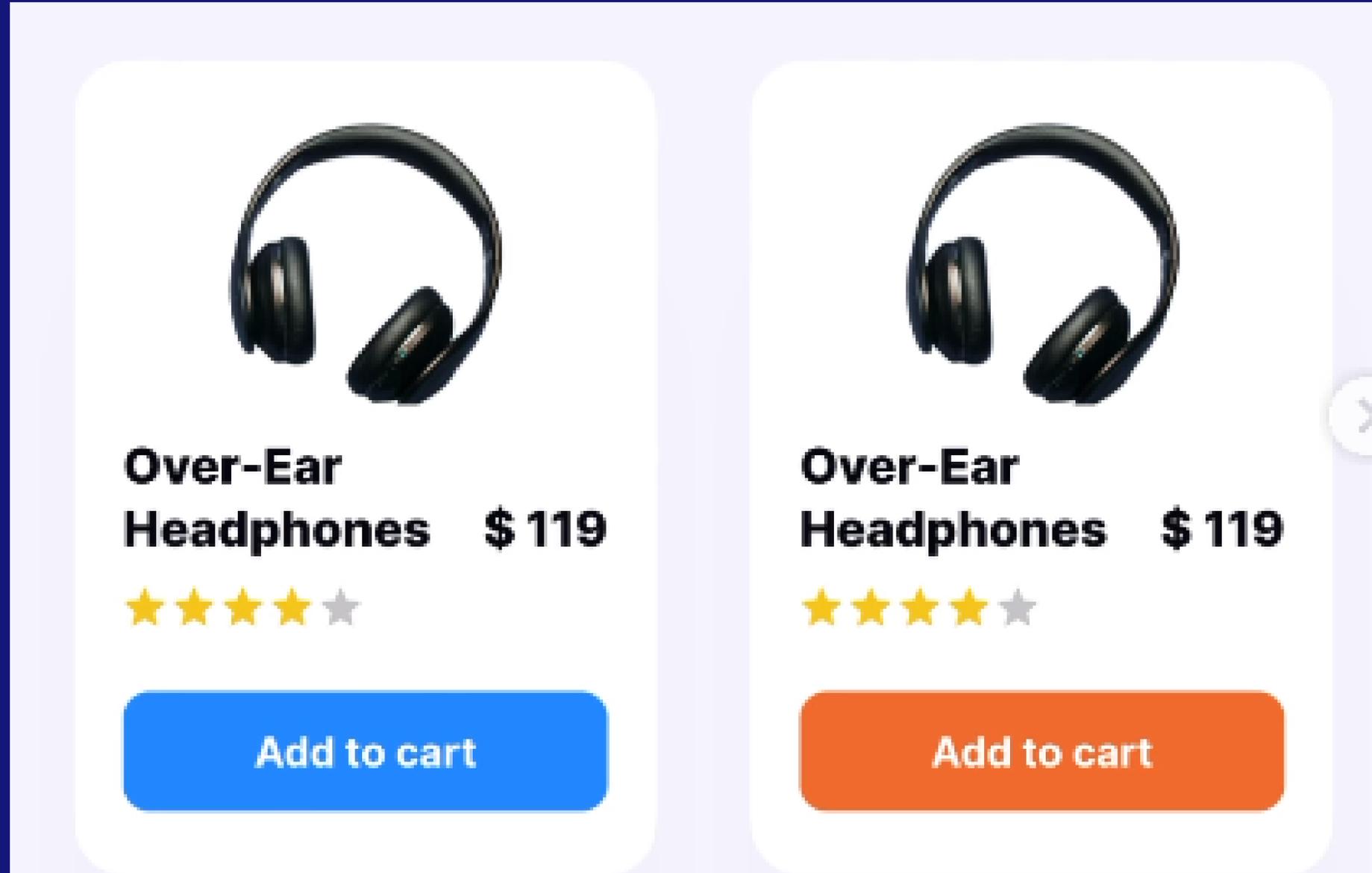
# Qual a melhor opção?



The screenshot displays two identical menu items, 'French Fries', each priced at \$2.99. The description for both is 'Roasted potato sticks, slightly sprinkled with salt.' The top item, labeled 'A', features a quantity control with a minus button, the number '4', and a plus button. The bottom item, labeled 'B', features a quantity control with the number '4' and a dropdown arrow. Both items include a trash icon for removal. The items are presented in a light gray rounded rectangle against a white background.

Item Label	Item Name	Description	Price	Quantity Control	Remove Icon
A	French Fries	Roasted potato sticks, slightly sprinkled with salt.	\$2.99	- 4 +	Yes
B	French Fries	Roasted potato sticks, slightly sprinkled with salt.	\$2.99	4 ▾	Yes

# Qual dessas opções você clicaria?

The image shows two identical product cards side-by-side. Each card features a pair of black over-ear headphones at the top. Below the image, the text reads 'Over-Ear Headphones \$119'. Underneath the text is a row of five stars, with the first four stars filled in yellow and the fifth star empty and grey. At the bottom of each card is a rounded rectangular button with the text 'Add to cart'. The left card has a blue button, and the right card has an orange button. A small grey arrow icon is visible on the right side of the right card, pointing to the right.

# Desenvolvimento de produto



  ①	  ②	  ③	  ④	
  ①	  ②	  ③	  ④	  ⑤



**Quem aqui já pensou:  
"Esse curso não é pra mim...?"**



# Ana Fainelo



BCC 017

Ex-estagiária de Product Manager na Amazon

Product Manager no Ifood

Fundadora da Produtech

<https://www.linkedin.com/in/ana-fainelo/>

# Leticia Lumi

BSI 015

Organizadora do Startup Weekend Women

Ex-Product Designer na Arquivoi

Colaboradora do UX Sanca

<https://www.linkedin.com/in/leticialumiasano/>





**O que te fez aproximar  
da área de produto?**



# **A importância das atividades extracurriculares**





**Como é o seu dia a dia em  
produto?**



# PRODUTECH

# NOSSO OBJETIVO

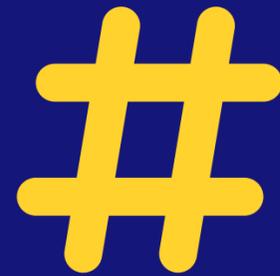
Dar visibilidade e enaltecer as **áreas de produto** dentro da comunidade de computação do ICMC, expondo e aprofundando o conhecimento sobre as **diversas carreiras em tecnologia**.



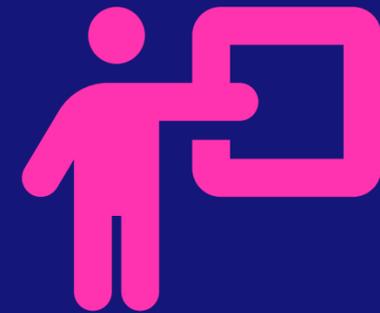
# PROJETOS REALIZADOS



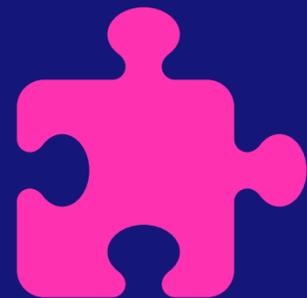
Comunidade  
no Telegram



Marketing nas  
redes sociais



Produtalks/  
palestras



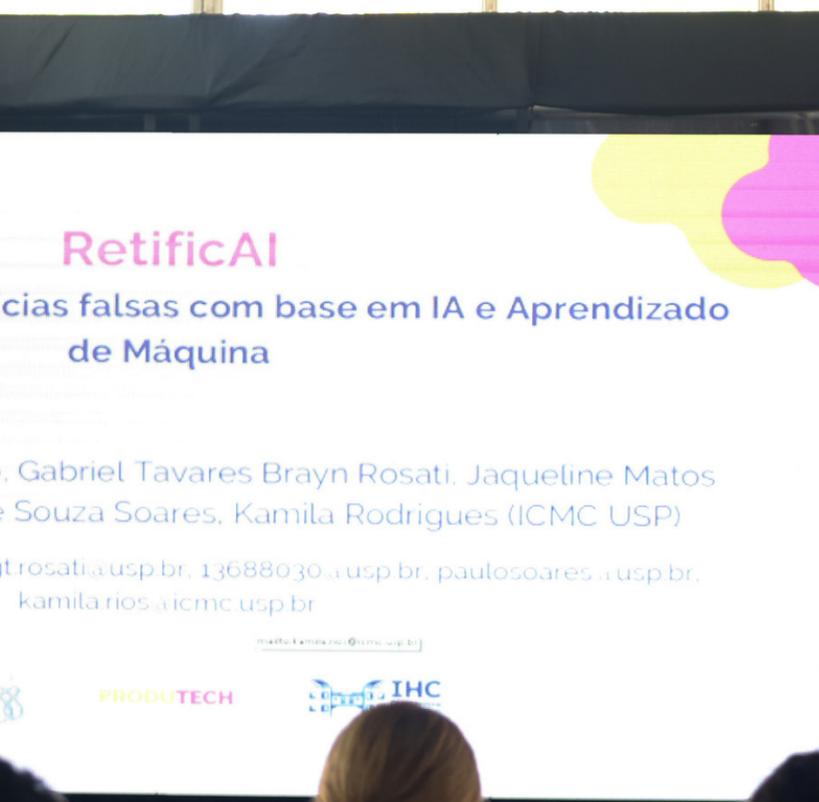
Atividades  
internas



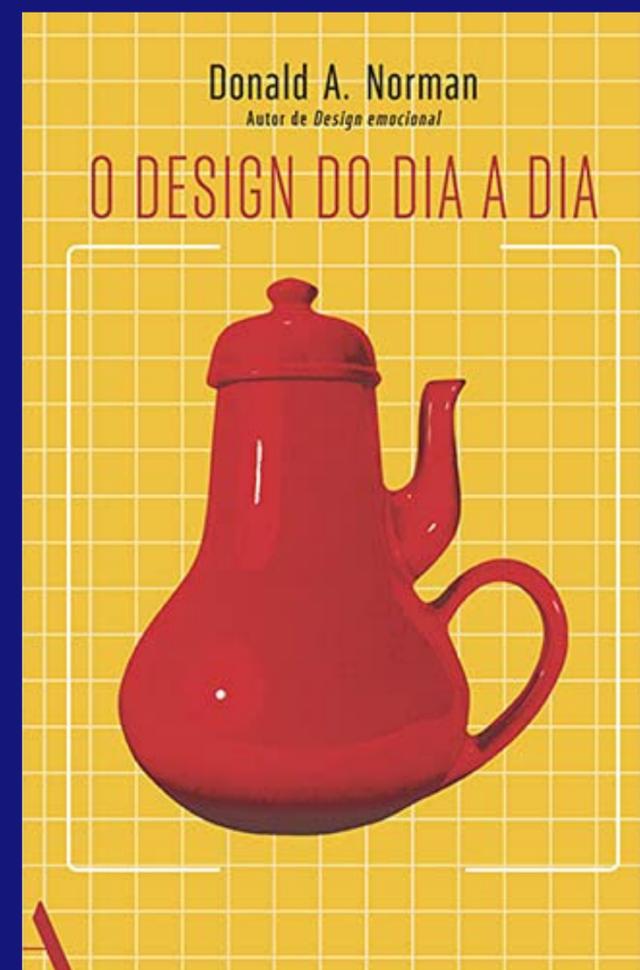
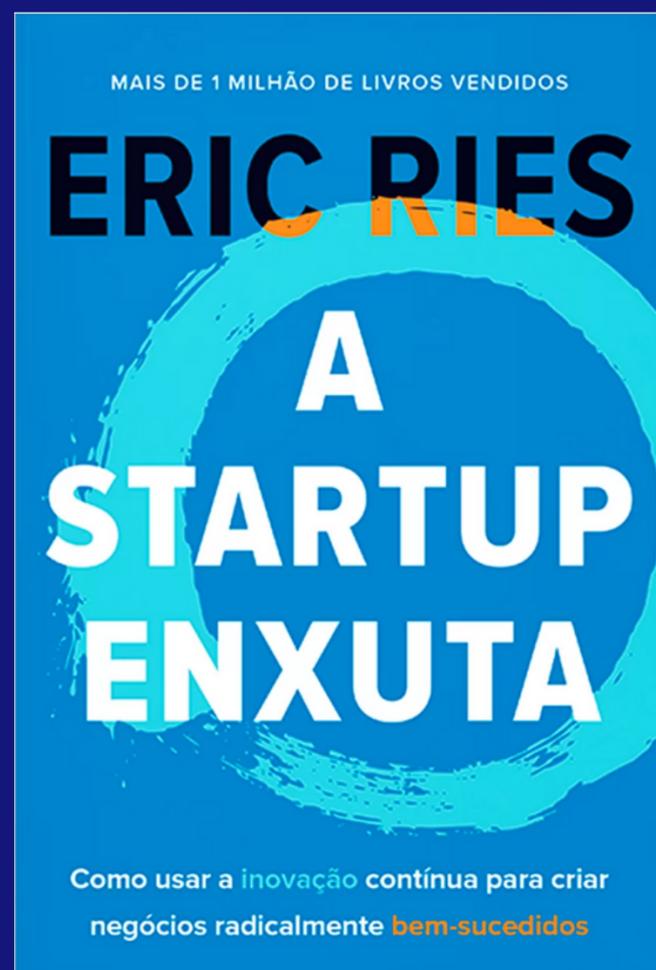
Simpósio  
IHC 2022



# PROJETOS REALIZADOS



# Recomendações de leitura



**OBRIGADO!**

