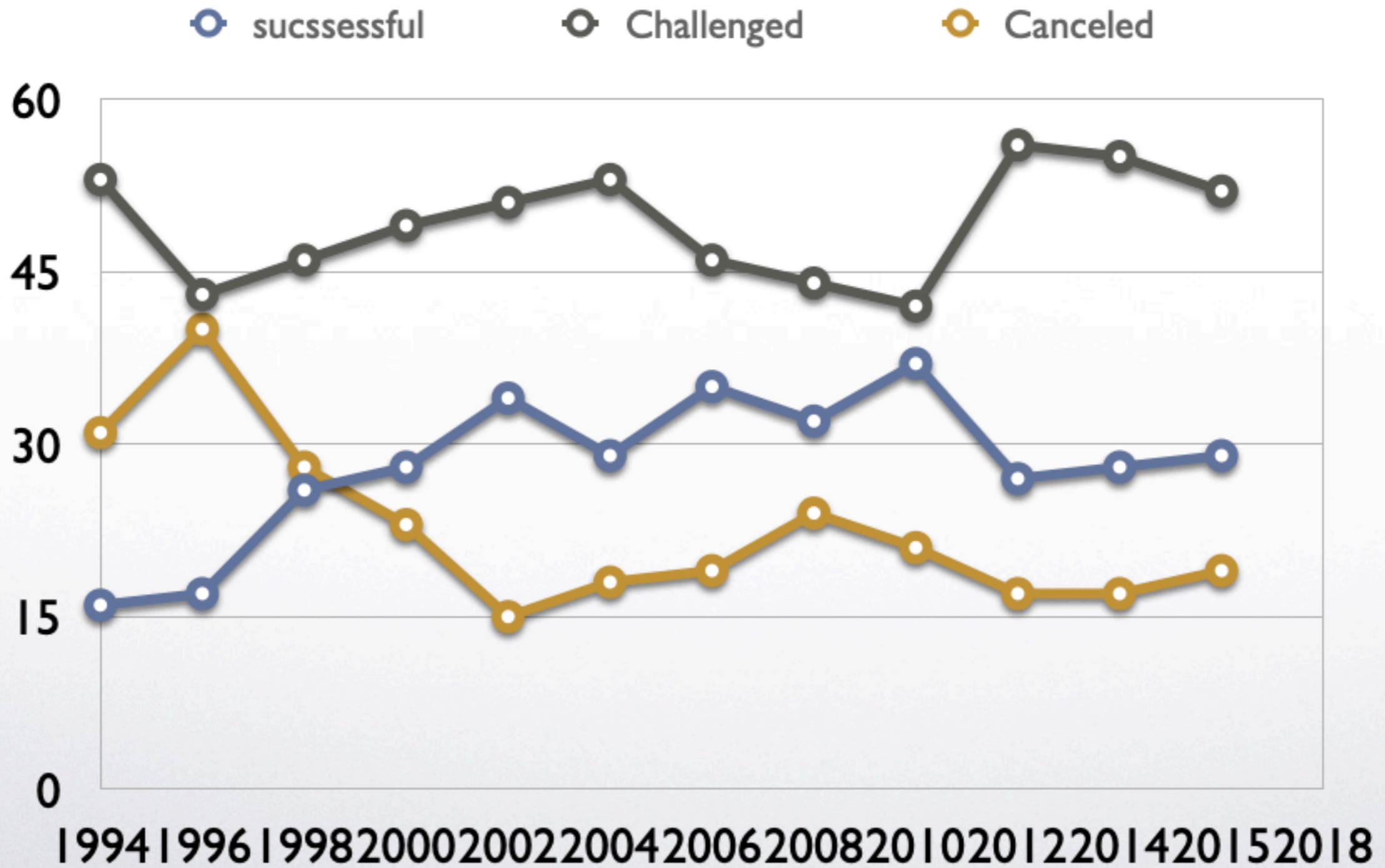


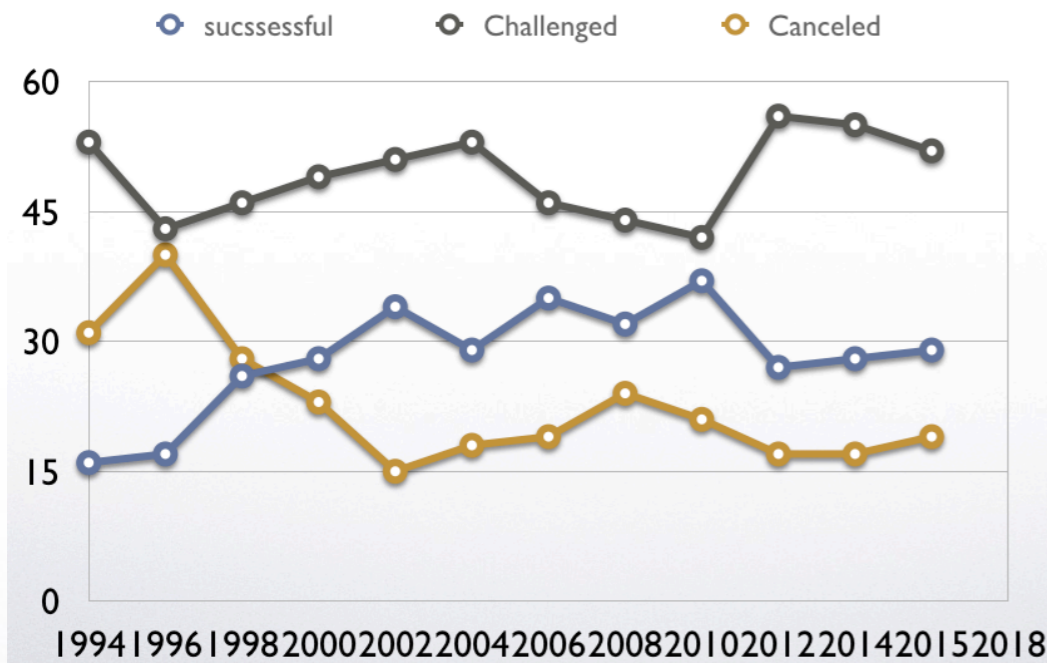
PMR 3100

Nosso primeiro projeto: elaborando soluções

Prof. Dr. José Reinaldo Silva
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Does anyone really waste millions aborting a project?



Scottish Parliament building: an aborted project (1999)

The Scottish Parliament project was **estimated in 40 million pounds** and planned to be ready in **two years**. It was ready (supposedly matching requirements) in **five years** and cost **400 million pounds**.



O desastre da Challenger



Calibrar a pontaria significa
coordenar as ações e tomadas de
decisão para "achar" um projeto que
atenda às necessidades do público
alvo e seja também o suporte de uma
startup.

Você conseguir pensar só no problema?



Soluções...



devem satisfazer os requisitos,

devem “atingir” o público alvo,

devem atrair a atenção dos “stakeholders”.

Depois destas considerações se prepare para preencher o canvas:

1.

1. CUSTOMER SEGMENT(S) CS

Define CS, fit into CL

2.

2. PROBLEMS / PAINS - ITS FREQUENCY PR

Focus on PR, tap into BE, understand RC

3.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

4.

9. PROBLEM ROOT / CAUSE RC

Depois destas considerações se prepare para preencher o canvas:

5.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES **CL**

7.

5. AVAILABLE SOLUTIONS PROS & CONS **AS**

Explore AS, differentiate

6.

9. PROBLEM ROOT / CAUSE **RC**

8.

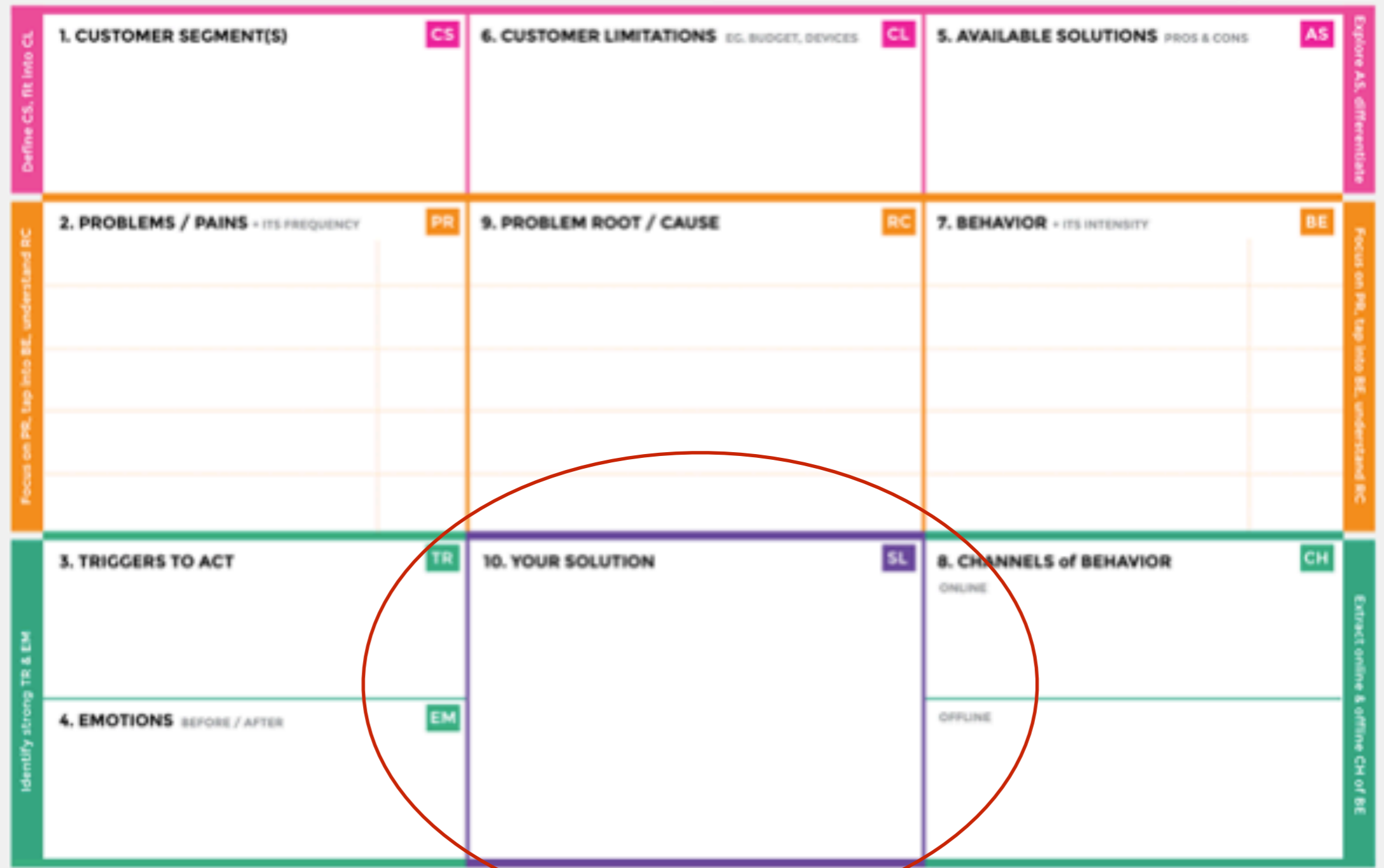
7. BEHAVIOR - ITS INTENSITY **BE**

Focus on BE, map how BE, understand BE

Problem-Solution Fit canvas

Purpose / Vision

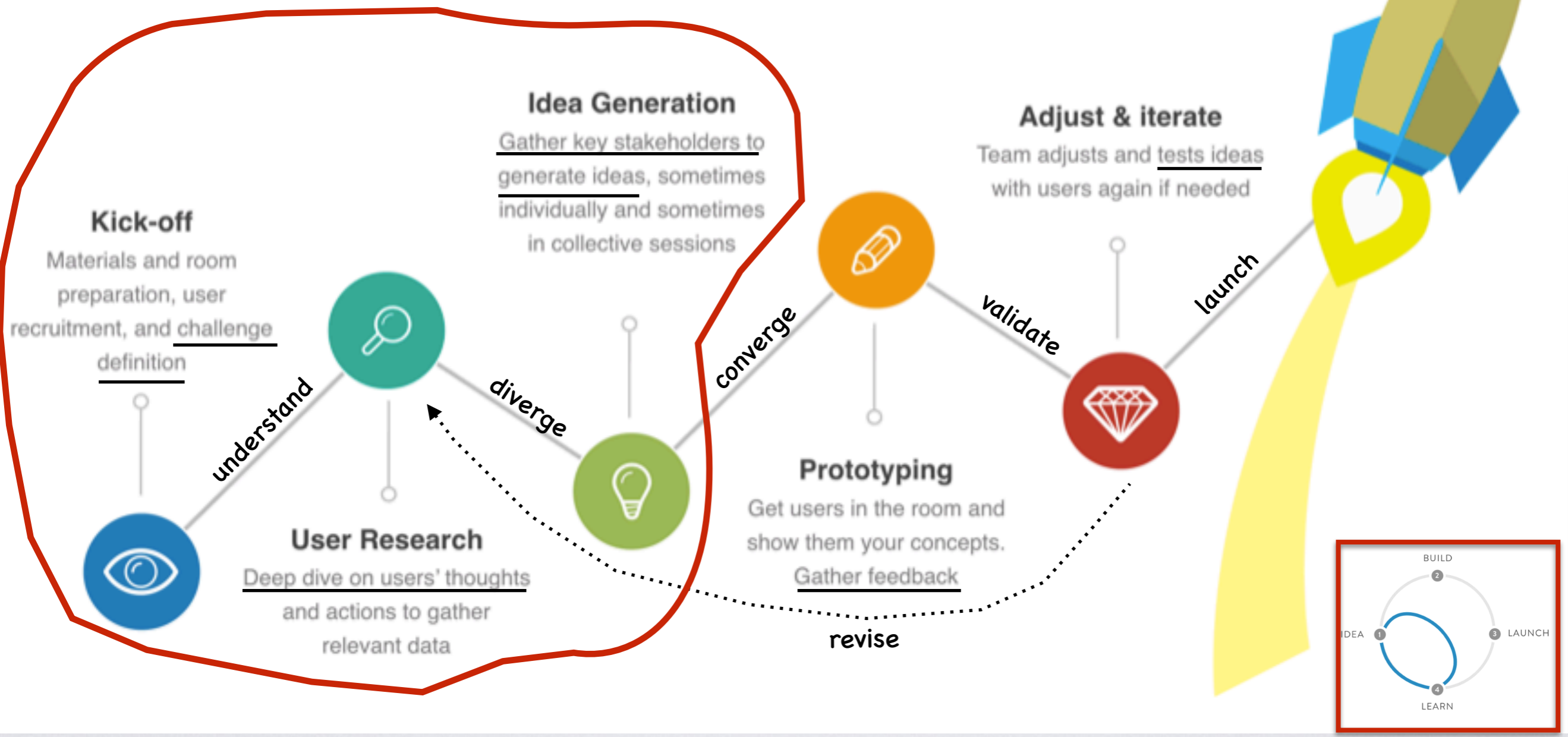
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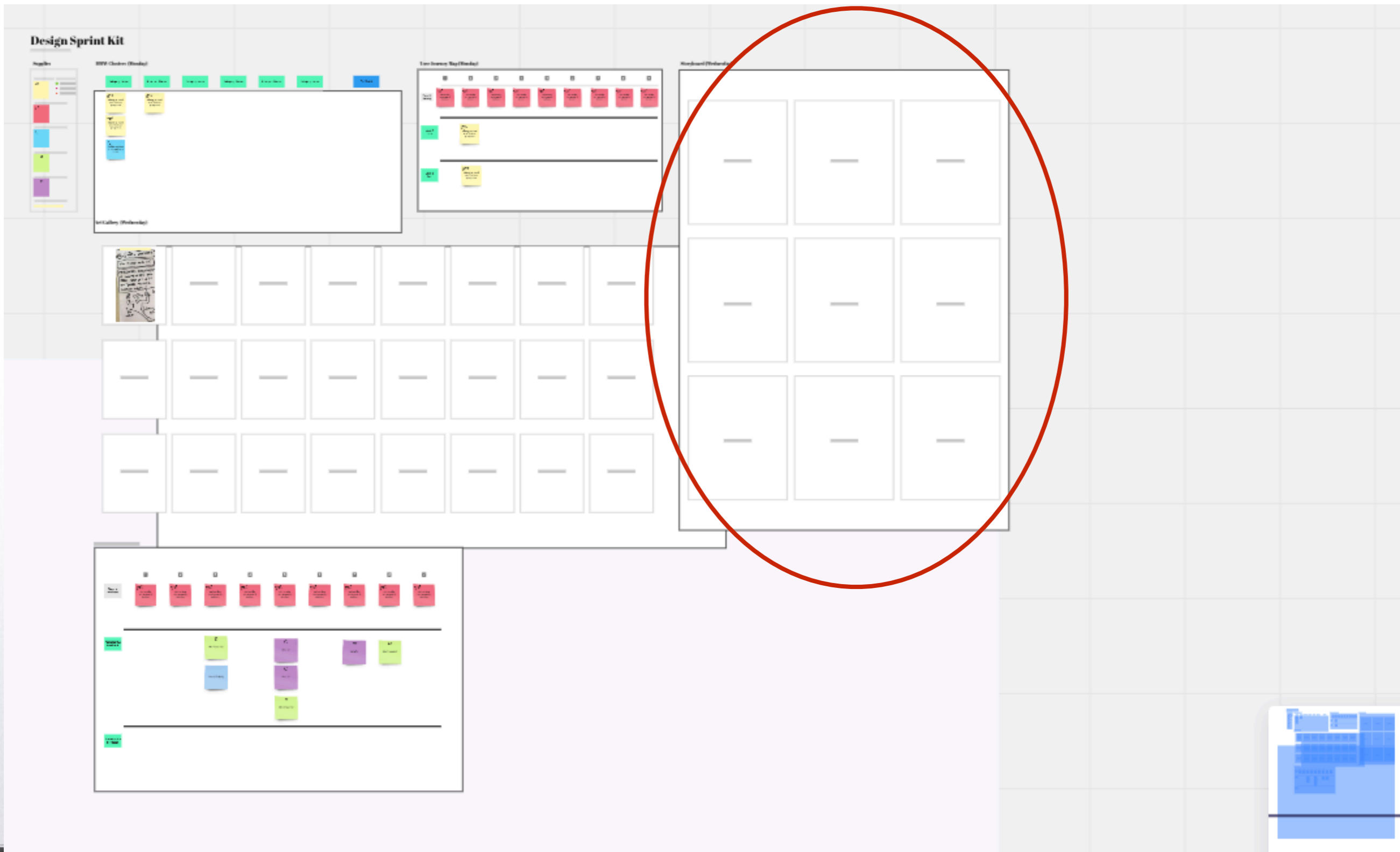


Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Garia Neprikhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability. IdeaHackers .nl



Dinâmica de grupo





Vocês agora devem se reunir com as respectivas equipes de projeto, elencar as possíveis soluções para o problema e se preparar para preencher o canvas.

Devem retornar 5 min antes de acabar a aula, para conversarmos sobre a aula que vem e o que fazer até lá.



Vamos às equipes de projeto