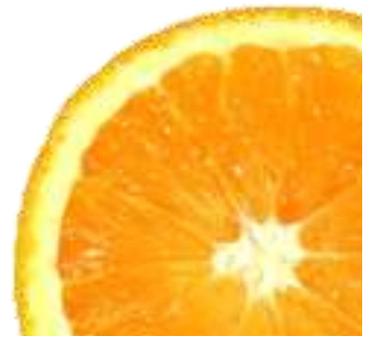
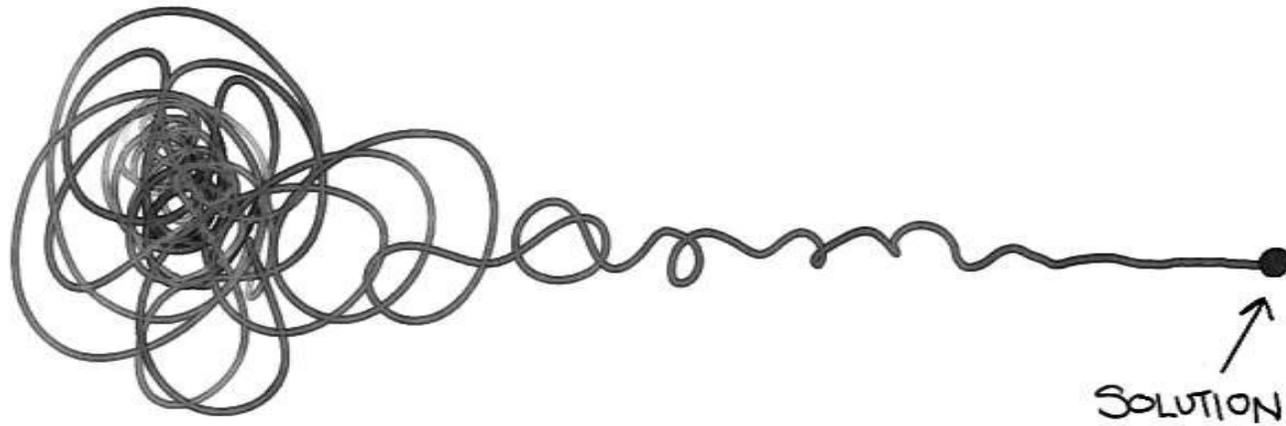
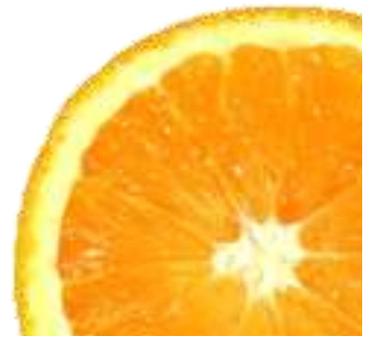


# Design Thinking



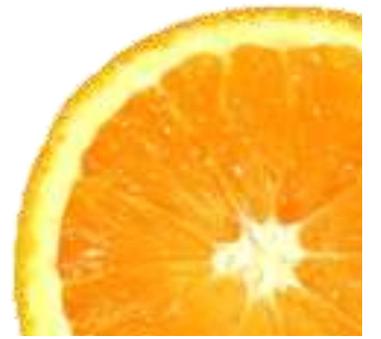
**É a maneira  
prática de se  
pensar para criar.**



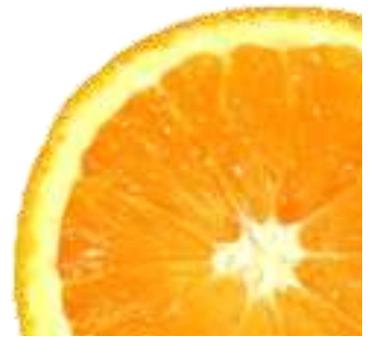
**Inovar!**

**Fazer Diferente!**

**Fazer Melhor!**

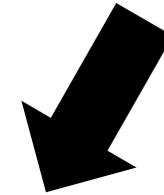
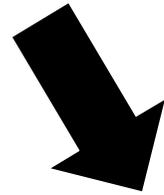


**Como se faz**  
**Diferente?**

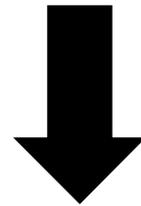


**Busca de  
informação**

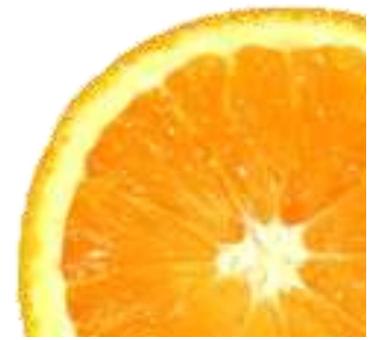
**Análise de  
conhecimento**



**CRIATIVIDADE**



**Soluções/  
Criações**



# Atividade feita em Grupo

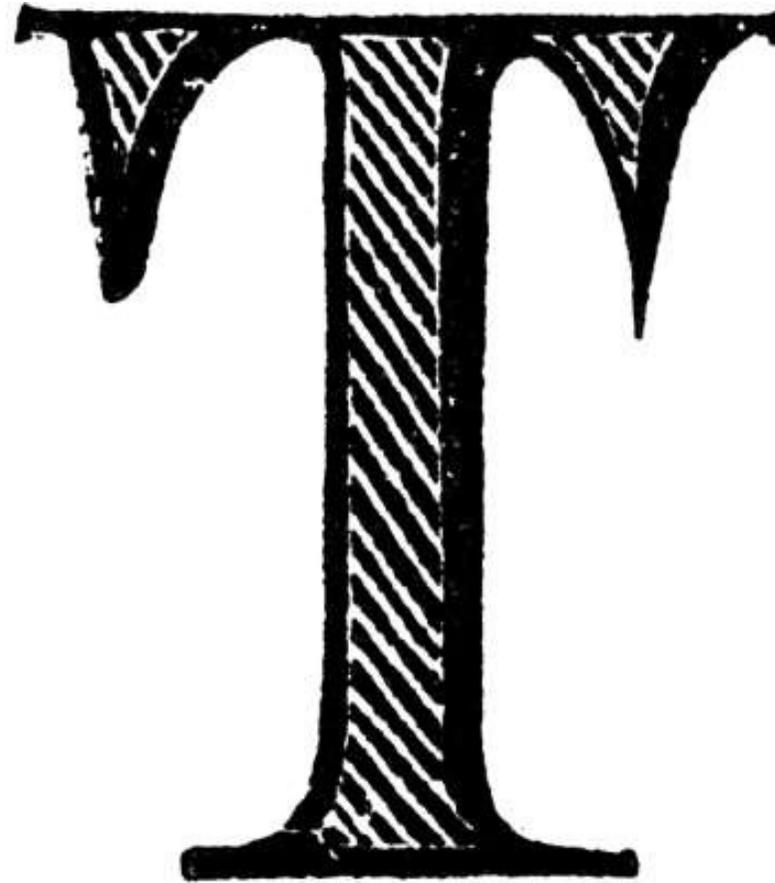


# Pessoas...

Conhecimentos  
Gerais



Conhecimento  
aprofundado

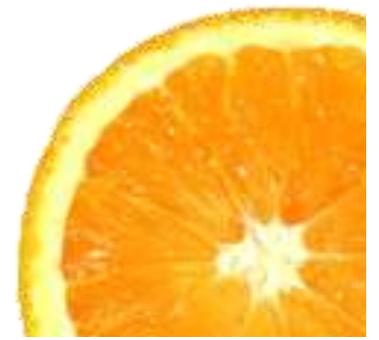


**Busca de  
informação**

**Análise de  
conhecimento**

**CRIATIVIDADE**

**Soluções/  
Criações**



**Busca de  
Informação?**

**Busca?**

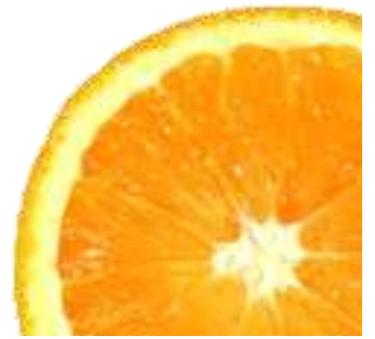
**Que Informação?**

**Como assim?**

**O Que é?**

**Busca de QUAL  
Informação?**

**BUSCA???**





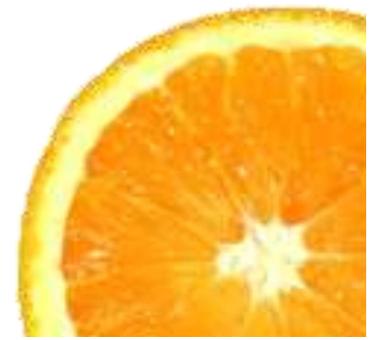
NOSSO DESAFIO É (...)

NOSSO PÚBLICO ALVO É (...)

NOSSO PÚBLICO ALVO AGE ASSIM: (...)

NOSSAS REFERÊNCIAS SÃO: (...)

TEMOS ALGUMAS PESQUISAS QUE DIZEM: (...)

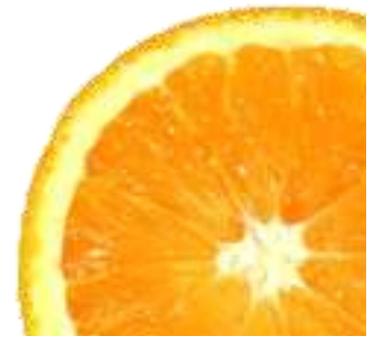


**Busca de  
informação**

**Análise de  
conhecimento**

**CRIATIVIDADE**

**Soluções/  
Criações**



Análise do  
conhecimento?

Conhecimento?

Análise?

QUÊ?

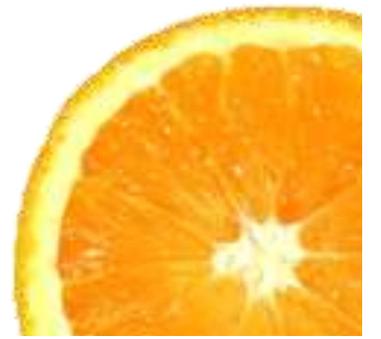
Como assim?

Análise do  
conhecimento

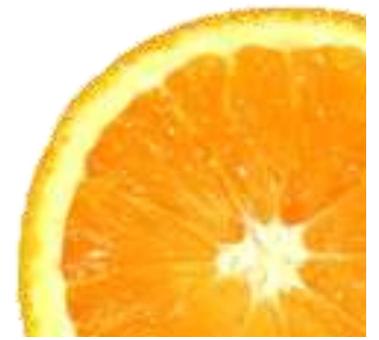
Conhecimento de quem??



**De quem  
precisamos  
saber para ter  
as melhores  
ideias?**



# Interdisciplinaridade





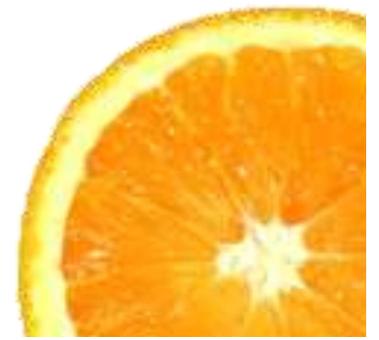
NOSSO DESAFIO É (...)

NOSSO PÚBLICO ALVO É (...)

NOSSO PÚBLICO ALVO AGE ASSIM: (...)

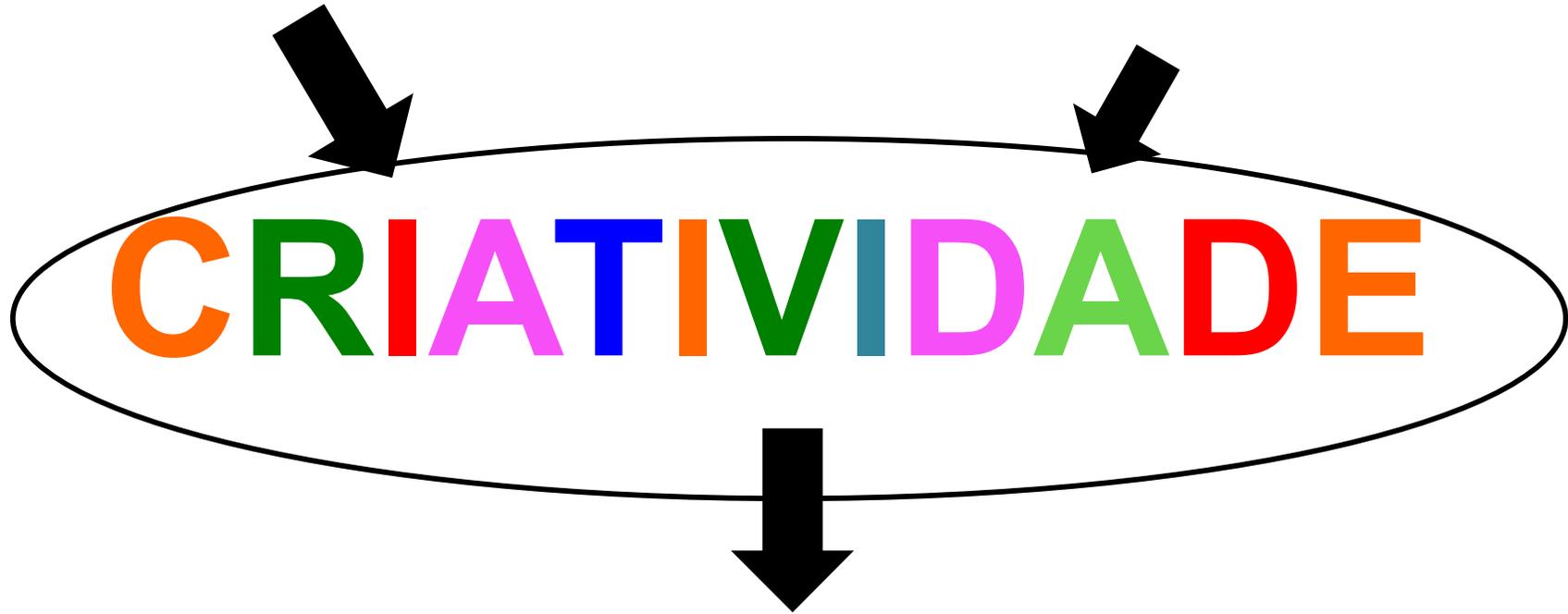
NOSSAS REFERÊNCIAS SÃO: (...)

TEMOS ALGUMAS PESQUISAS QUE DIZEM: (...)

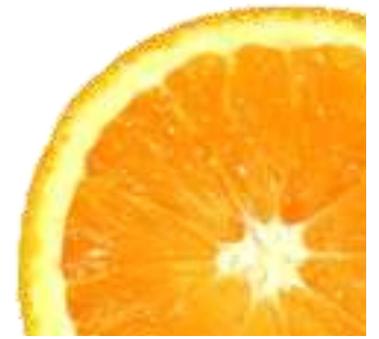


**Busca de  
informação**

**Análise de  
conhecimento**



**Soluções/  
Criações**



**Criatividade?**

**Criatividade?**

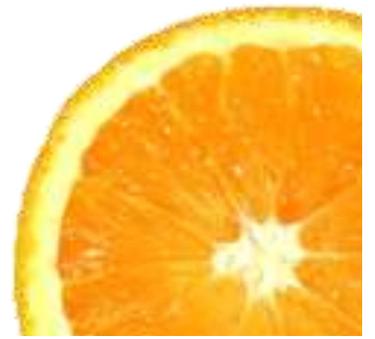
**Criatividade?**

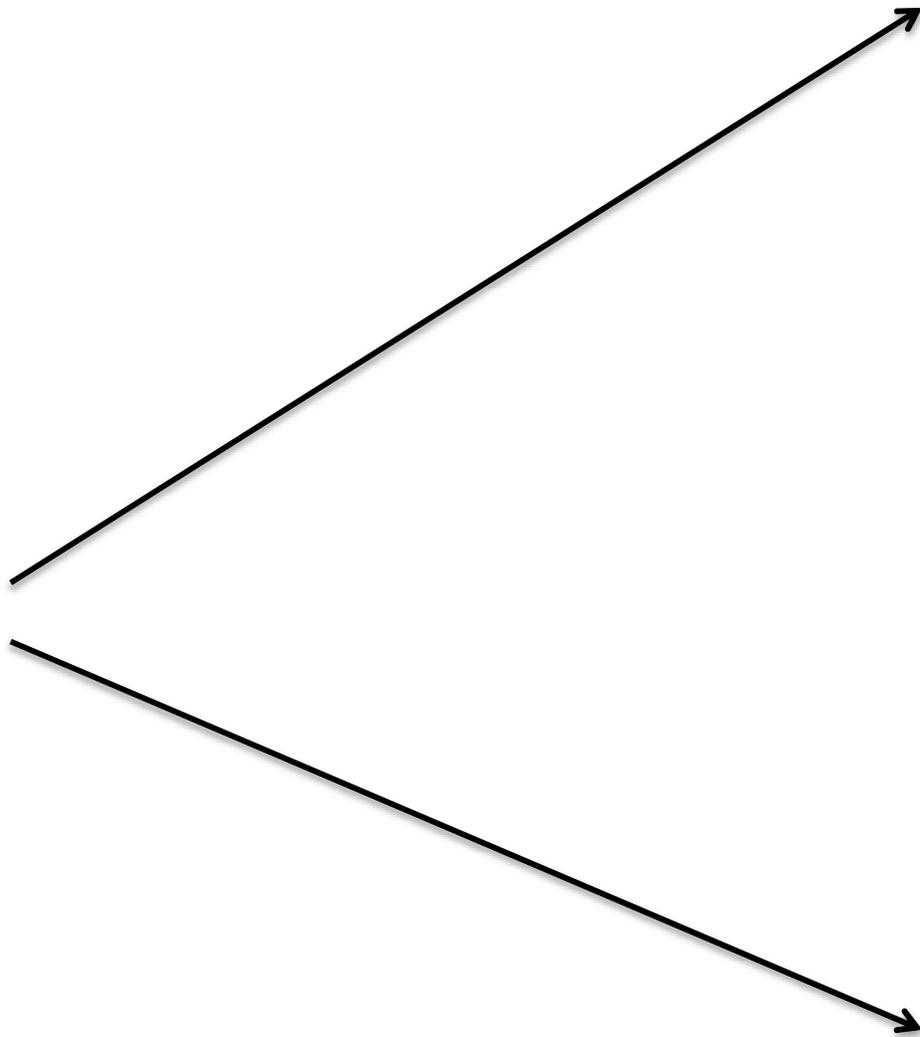
**Criatividade?**

**Criatividade?**

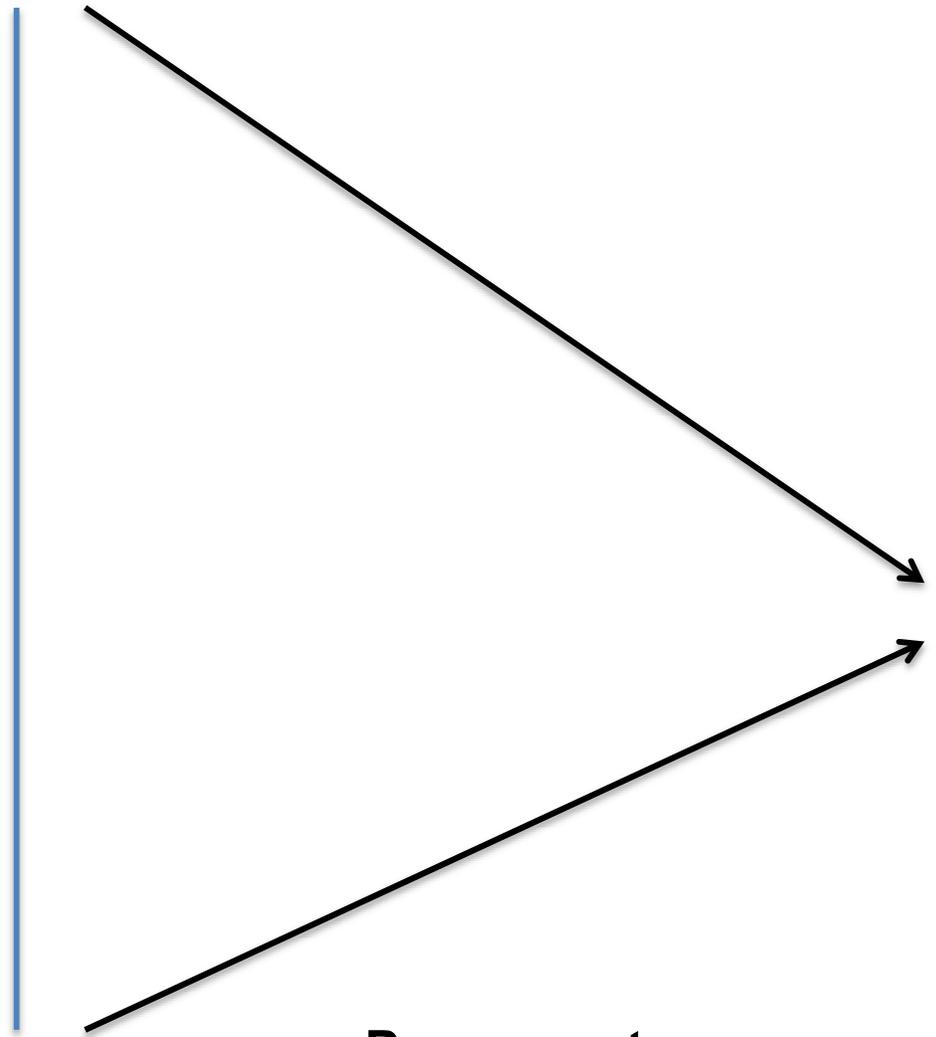
**Criatividade?**

**Criatividade?**

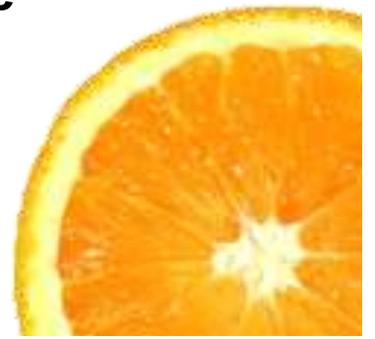




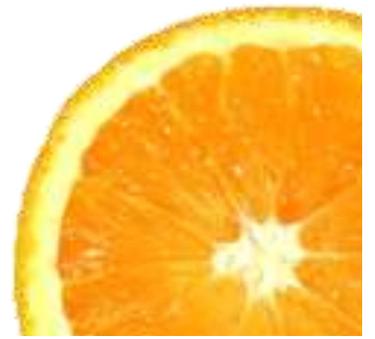
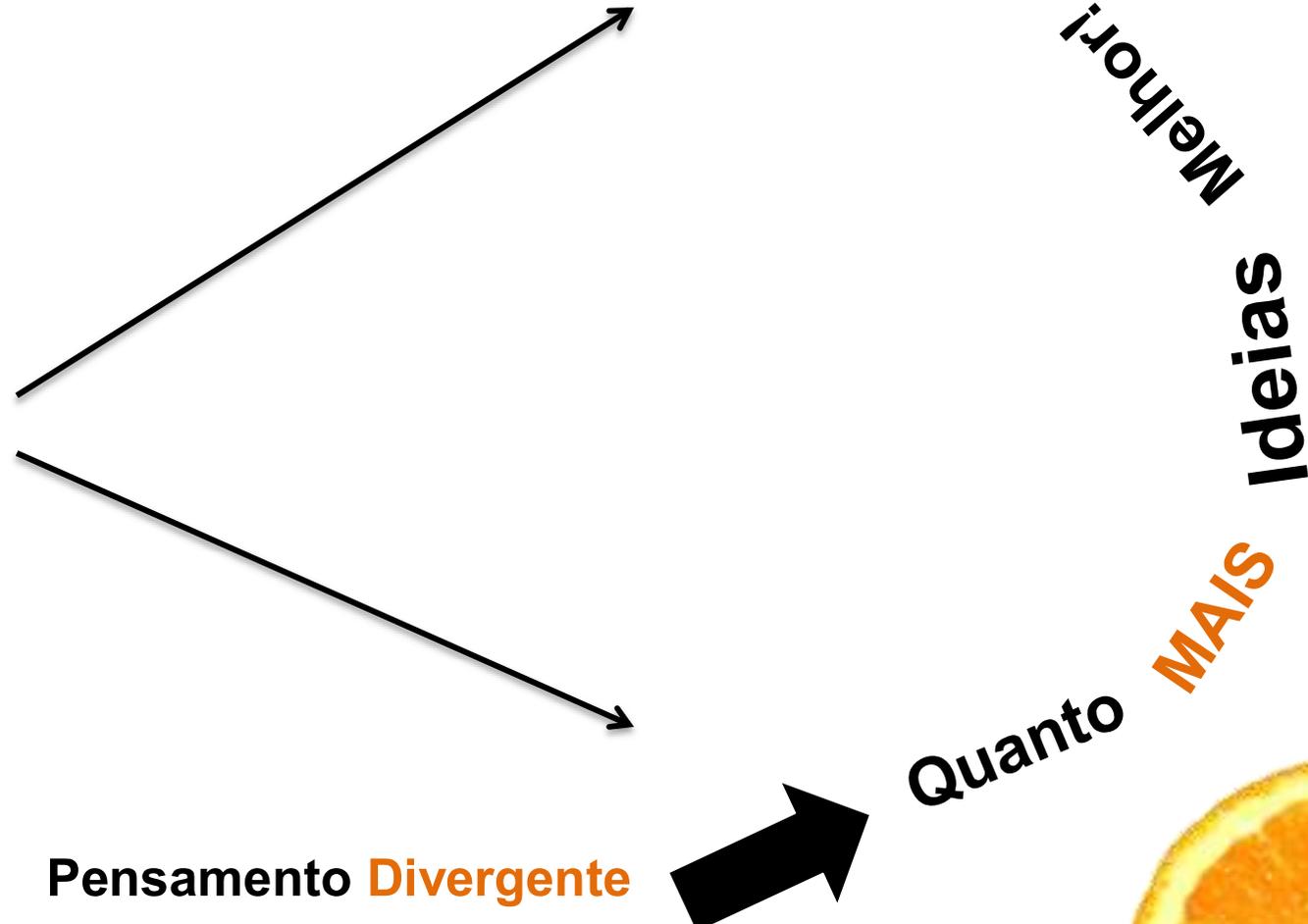
**Pensamento Divergente**



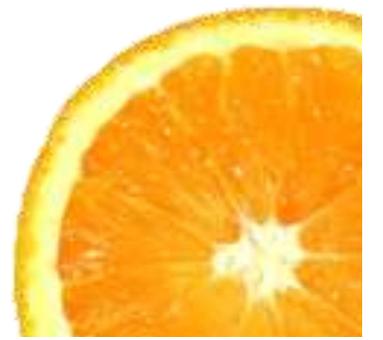
**Pensamento  
Convergente**



# Brainstorming



# Regras



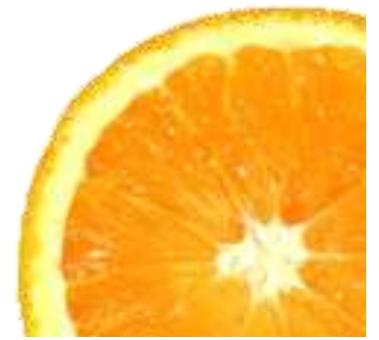
# 1

**CRÍTICAS  
SÃO  
PROIBIDAS!**



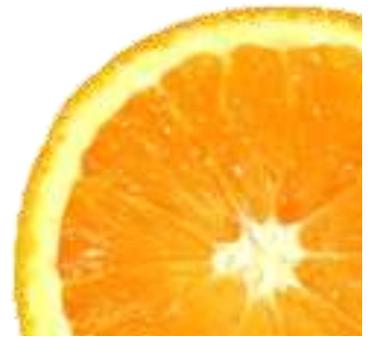
# 2

**Quantidade:**  
**Encoraje as**  
**ideias**  
**doidas!**



# 3

**Combinação e  
Aperfeiçoamento:  
Construa ideias em  
cima das ideias dos  
outros!**



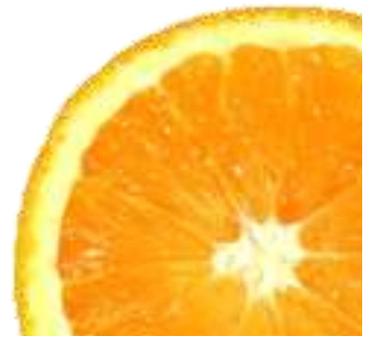
# 4

**Seja Visual:  
visualize e  
ilustre as  
suas ideias!**

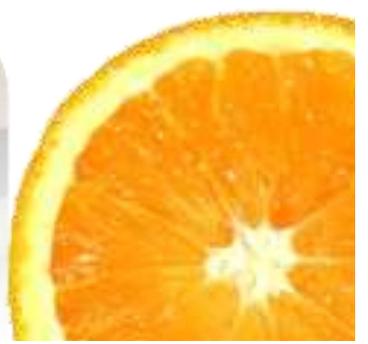


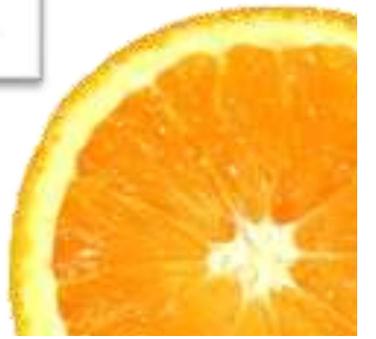
# 5

O Tempo é  
limitado!

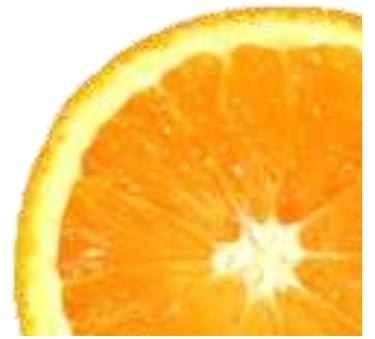
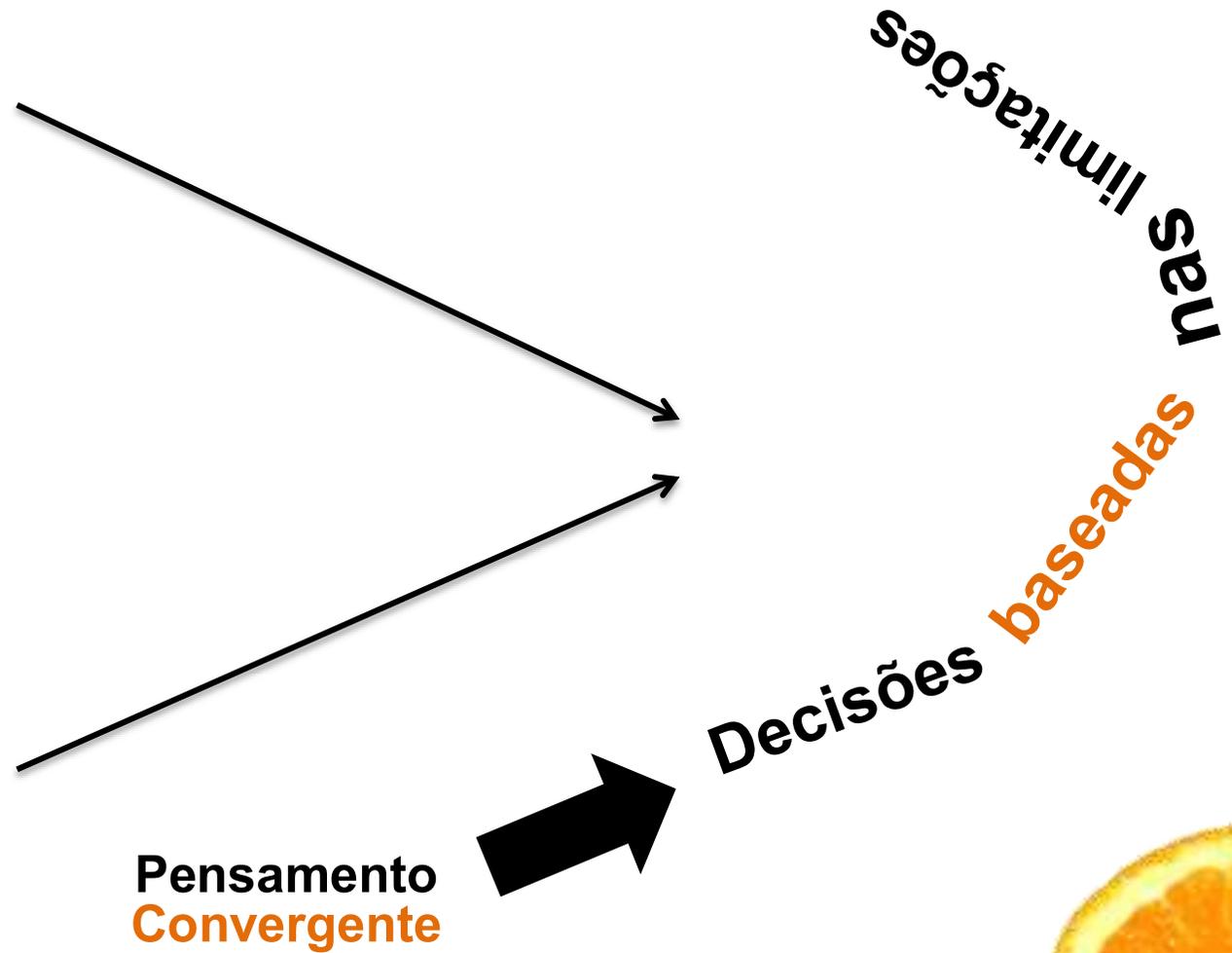


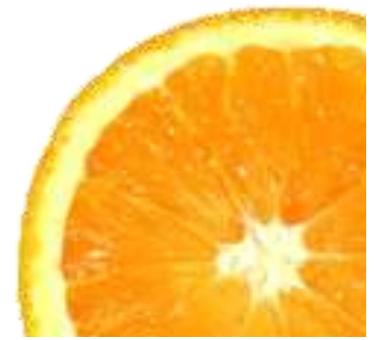




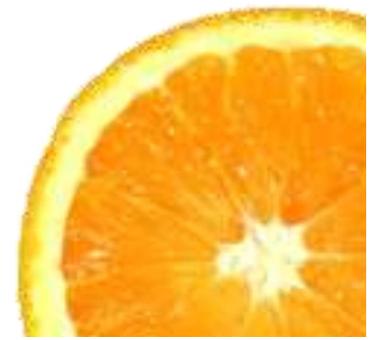
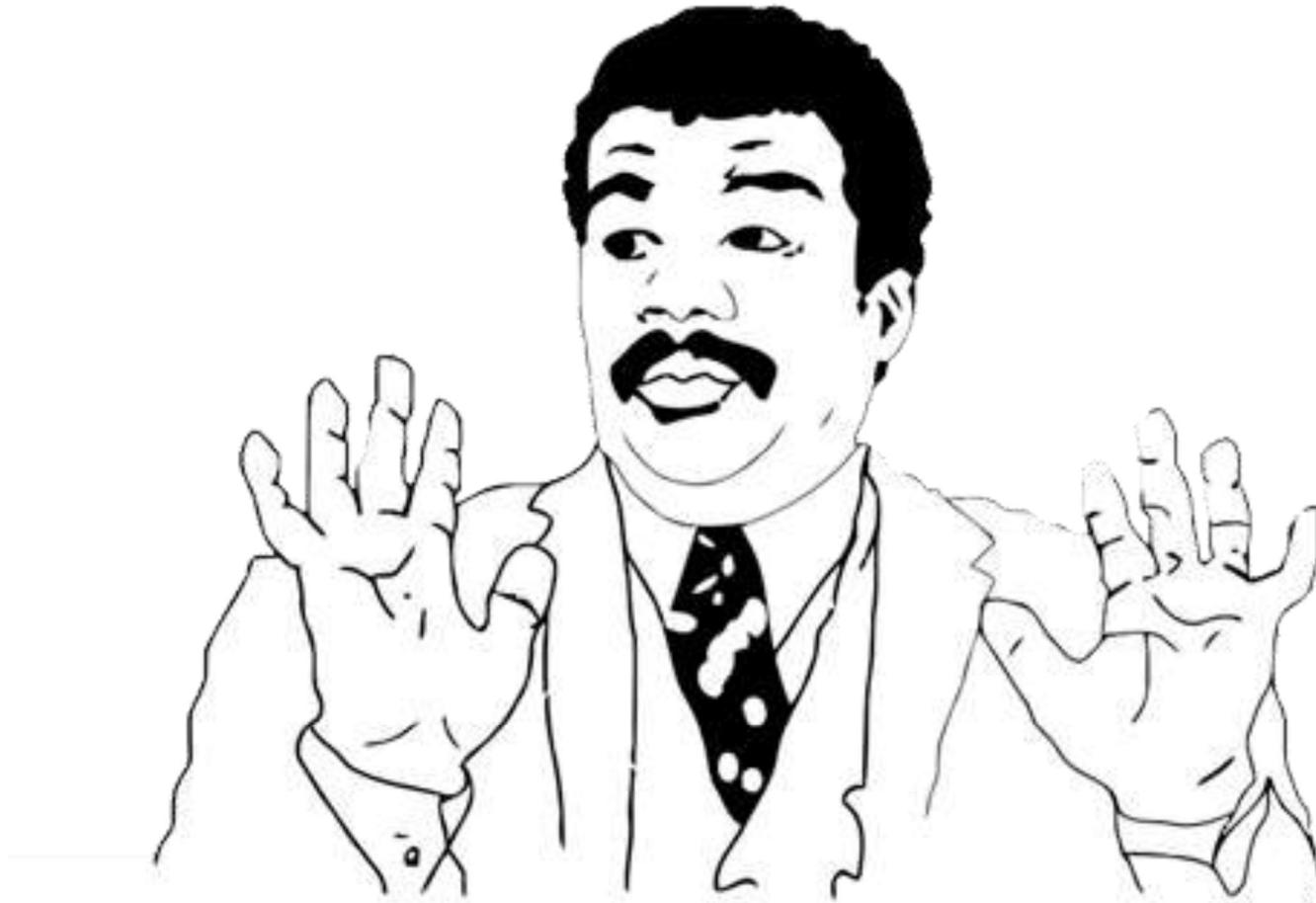


# Fazer Escolhas





**Mas por que essa  
bagunça?**



# EXPERIENCE =

**USABILITY/ANALYTIC + DESIGN/CREATIVE**

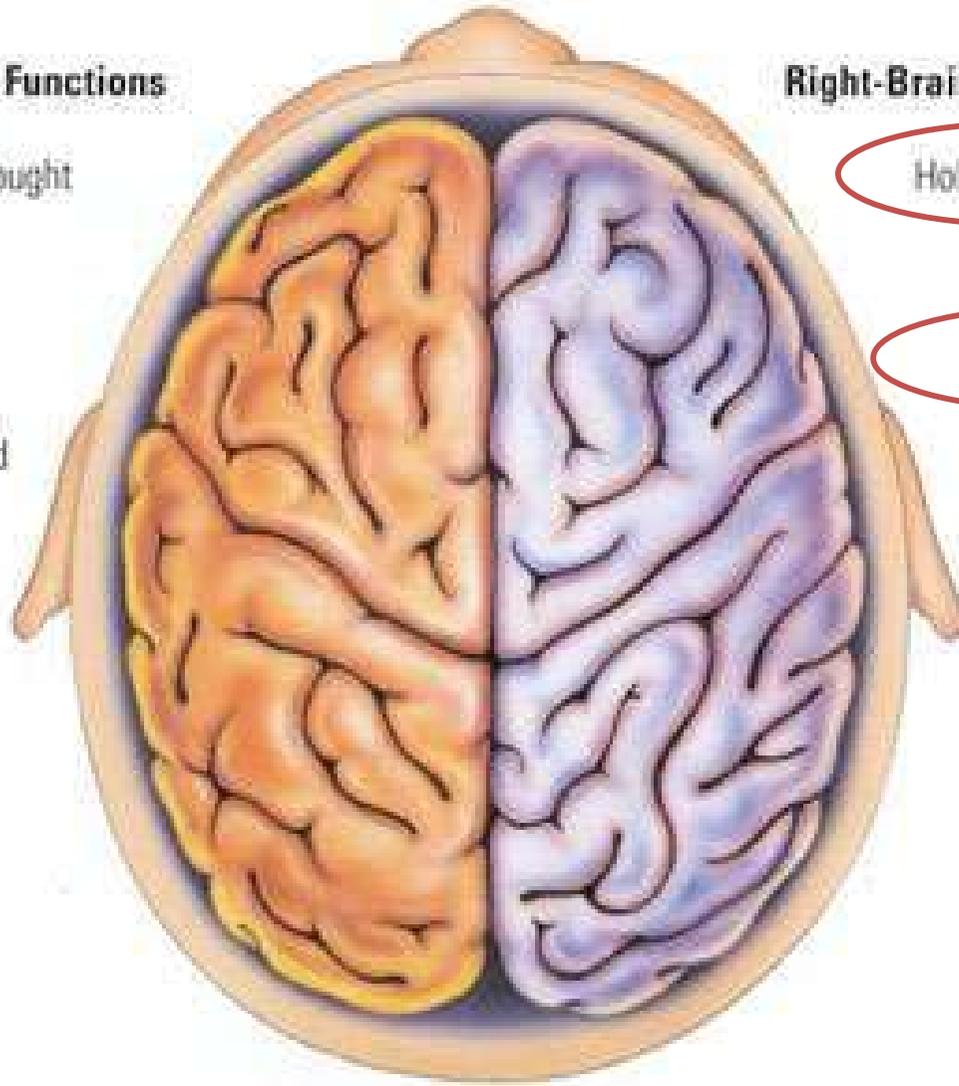
## Left-Brain Functions

Analytic thought

Logic

Language

Science and  
math



## Right-Brain Functions

Holistic thought

Intuition

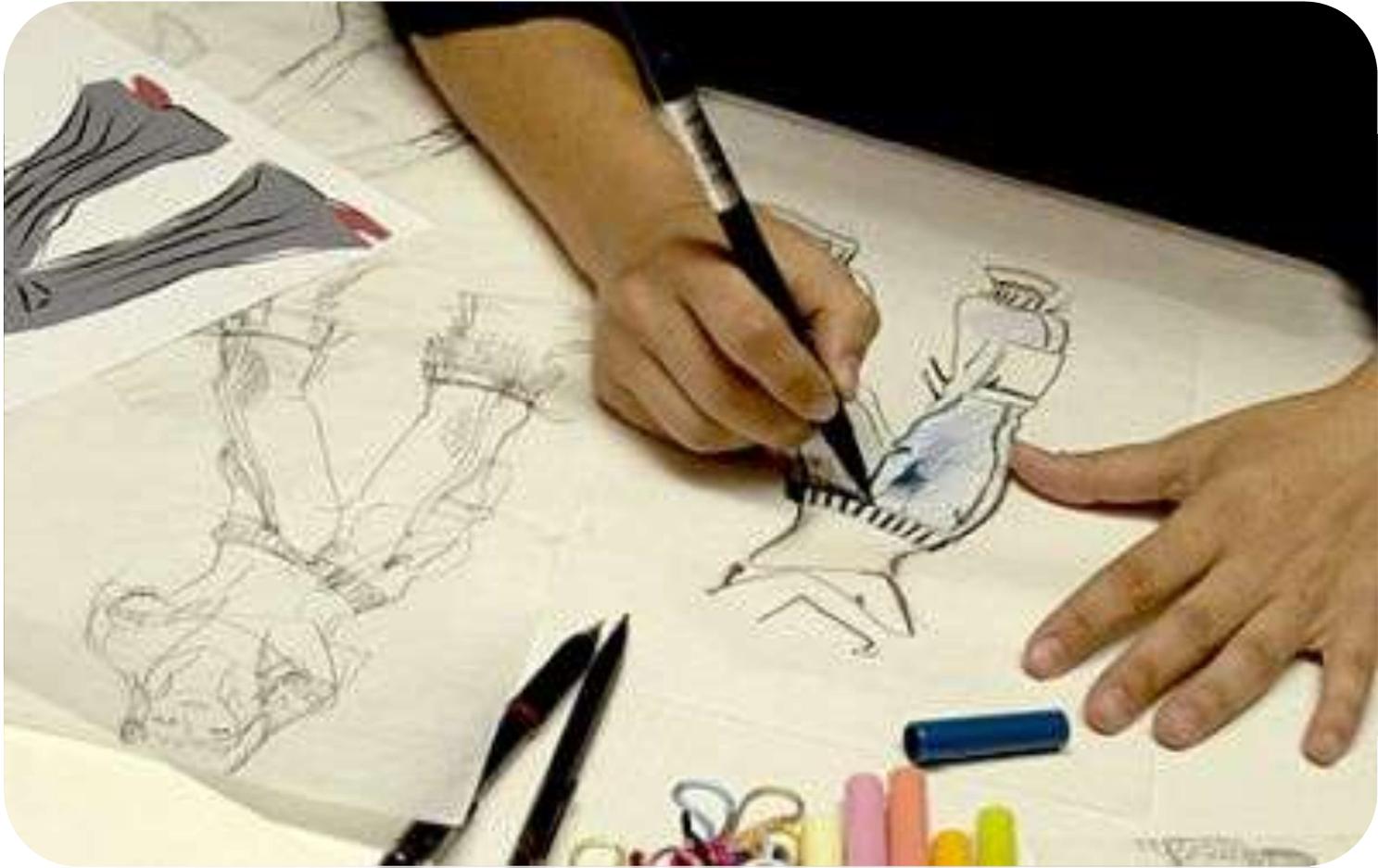
Creativity

Art and  
music



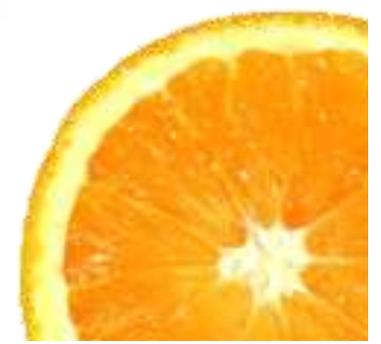
**E aí sim...**

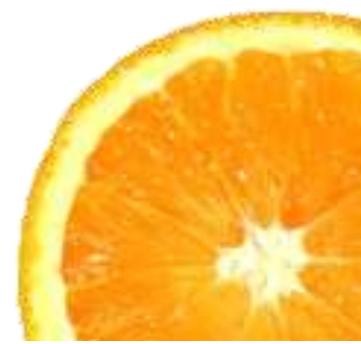




THINK  
OUTSIDE  
THE BOX







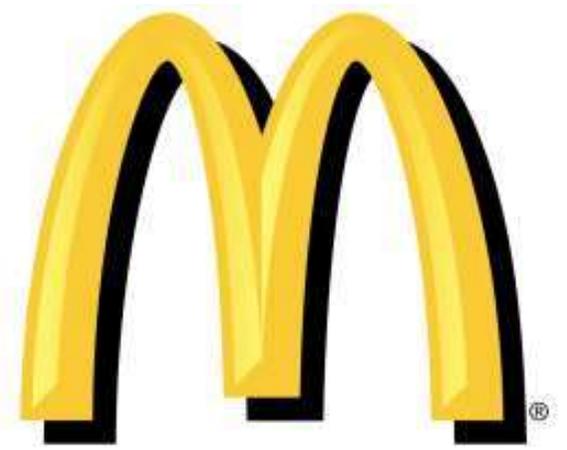
Coca-Cola



=

123 CALORIAS DE  
**ENERGIA  
POSITIVA**

JUST DO IT.



**i'm lovin' it™**



Think different

got milk?®



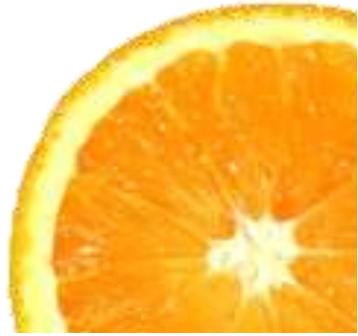
BOMPRATODOS

intel  
Apaixonados pelo Futuro.™

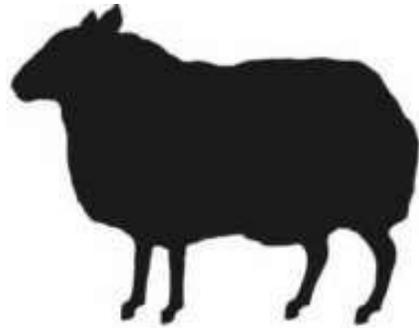


A gente se vê por aqui.





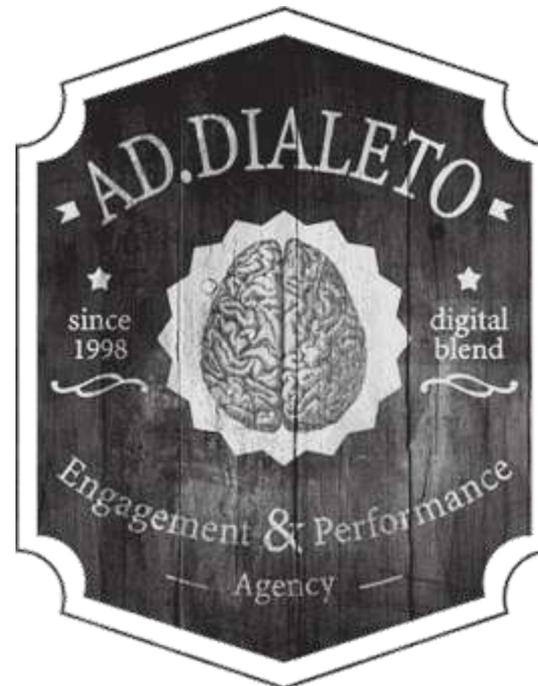
# agênciaclickisobar



DM9



B B H



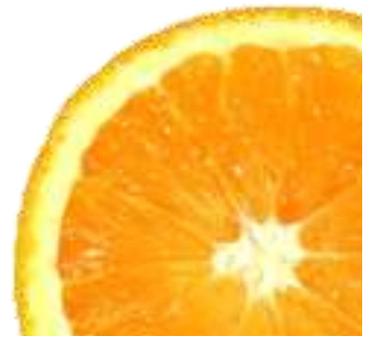
# Referências...



**WIKIPEDIA**  
*The Free Encyclopedia*



**Obrigado!**



**Final =)**

