



# blunder

[UN]KNOWLEDGE MANAGEMENT











# RENÉ DESCARTES

---

Q U O T E

I would give everything  
I know for half of what I  
ignore

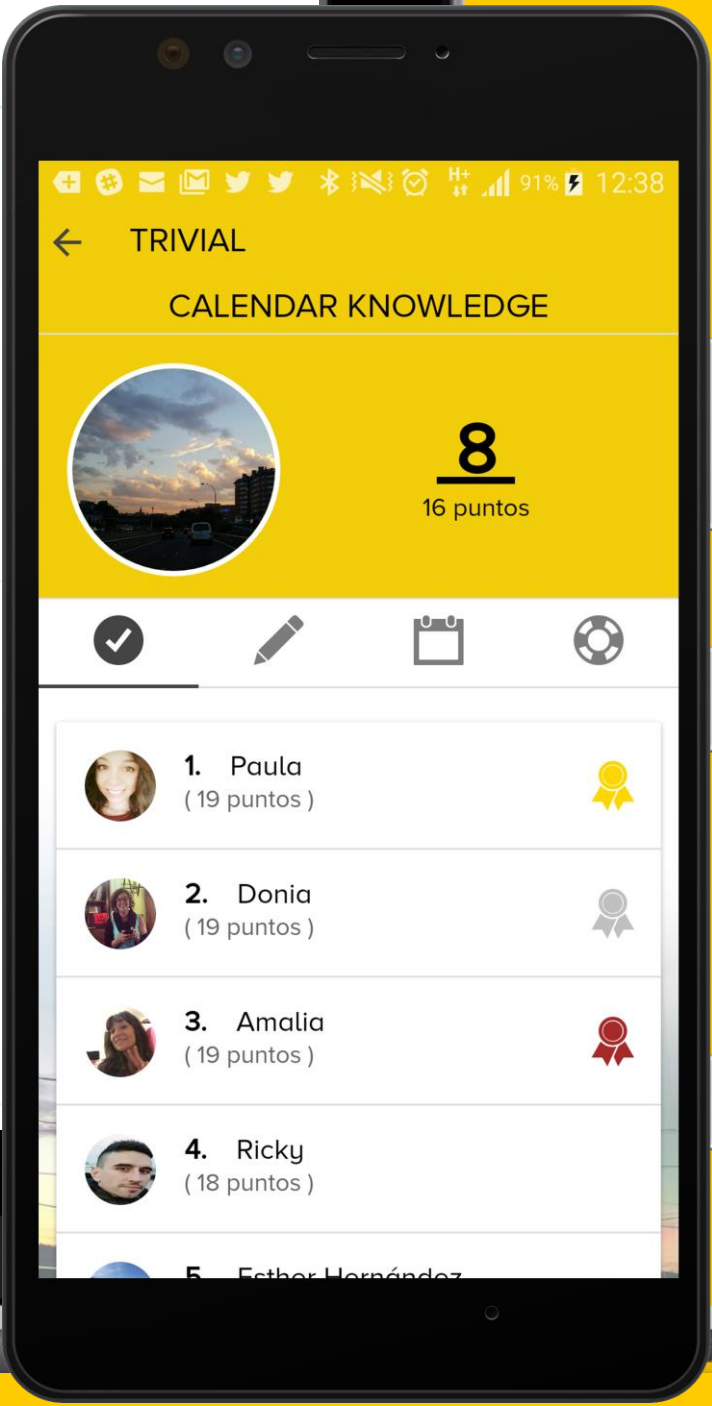
GOODS  
PATENTS  
MACHINERY  
INVESTMENTS  
**KNOWLEDGE**





Google





# KNOWLEDGE

H A N D Y



ALWAYS



BIDIRECTIONAL



CUSTOMIZED



TEAMS



FORGETTING CURVE



UX



# DASHBOARD

K N O W L E D G E   T E M P E R A T U R E



INDIVIDUALS



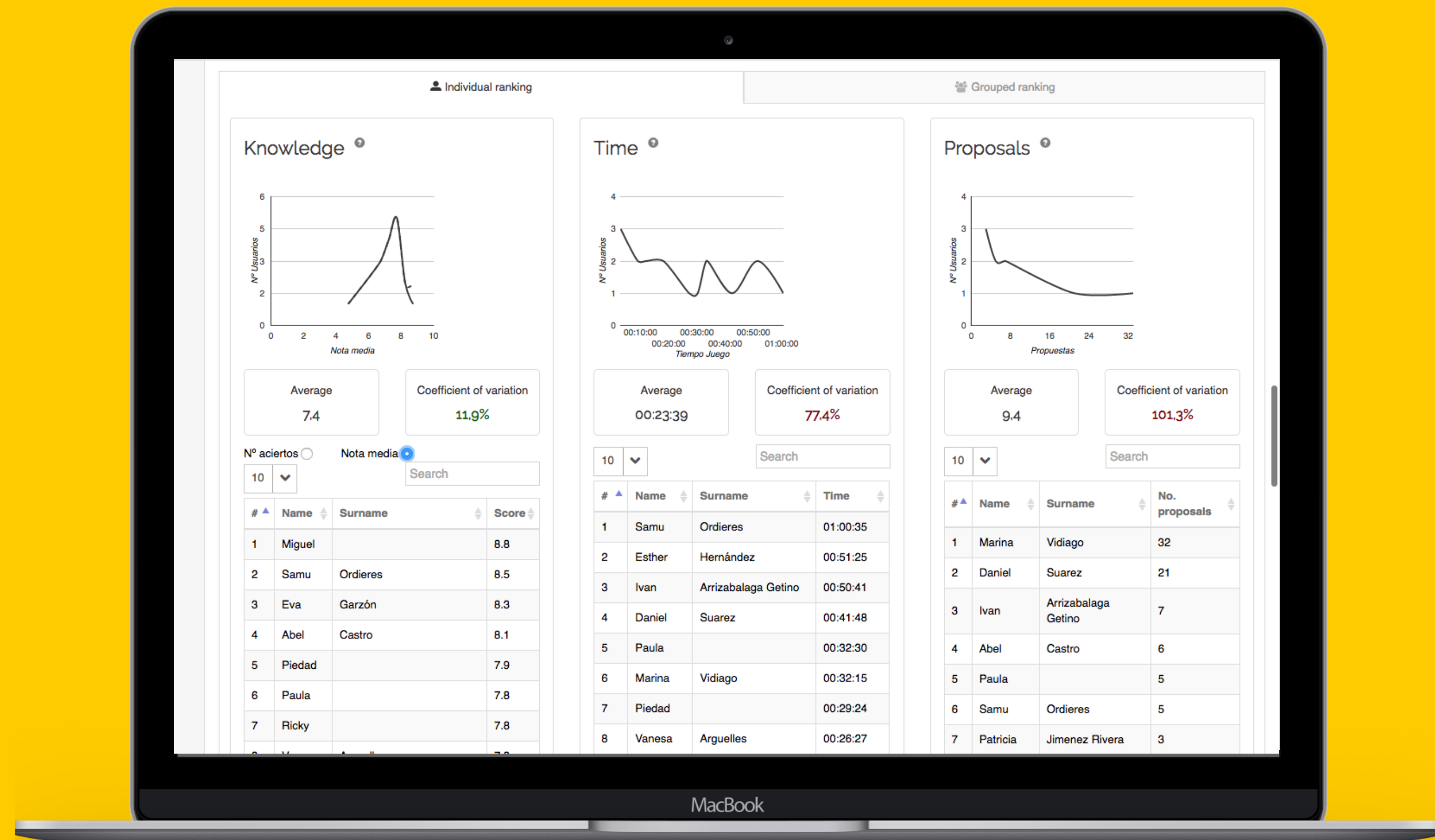
ALERTS



GROUPED



COMMUNICATION







**OUR TEAM**



TRESemmé®

*Telefónica*

AXE

Timotei

Dove®  


  
Volkswagen

  
Audi

  
Rexona

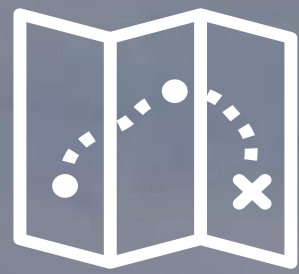
rhyzome  
NETWORKS

NESPRESSO®

 CORREOS

SGS

OUR CLIENTS



## FUNCTIONALITY

It does what it should



## RELIABILITY

Bugs, Failure tolerance, recovery



## USABILITY

Easy, beautiful and so ...



## EFFICIENCY

Time, resources, scale



## MAINTENABILITY

Changes, legibility, human scale



## PORTABILITY

Integration, adaptation, platforms



A woman with dark hair, wearing a brown jacket, holds a baby wrapped in a pink and white patterned blanket. She is looking down at the baby with a gentle expression. In the background, an older woman with short blonde hair and a pearl necklace stands looking on. To the left, an older man is seated at a table. To the right, another older man sits, looking towards the woman with the baby. The setting is a dimly lit room with warm lighting, possibly a restaurant or a formal gathering place.

1

**BABY:**  
**So cute but...**  
**It doesn't work quite well.**

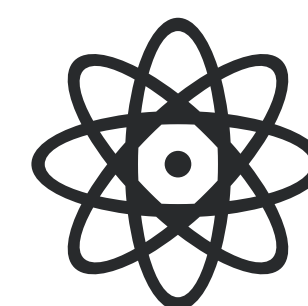




ZIP  
file



DOCS

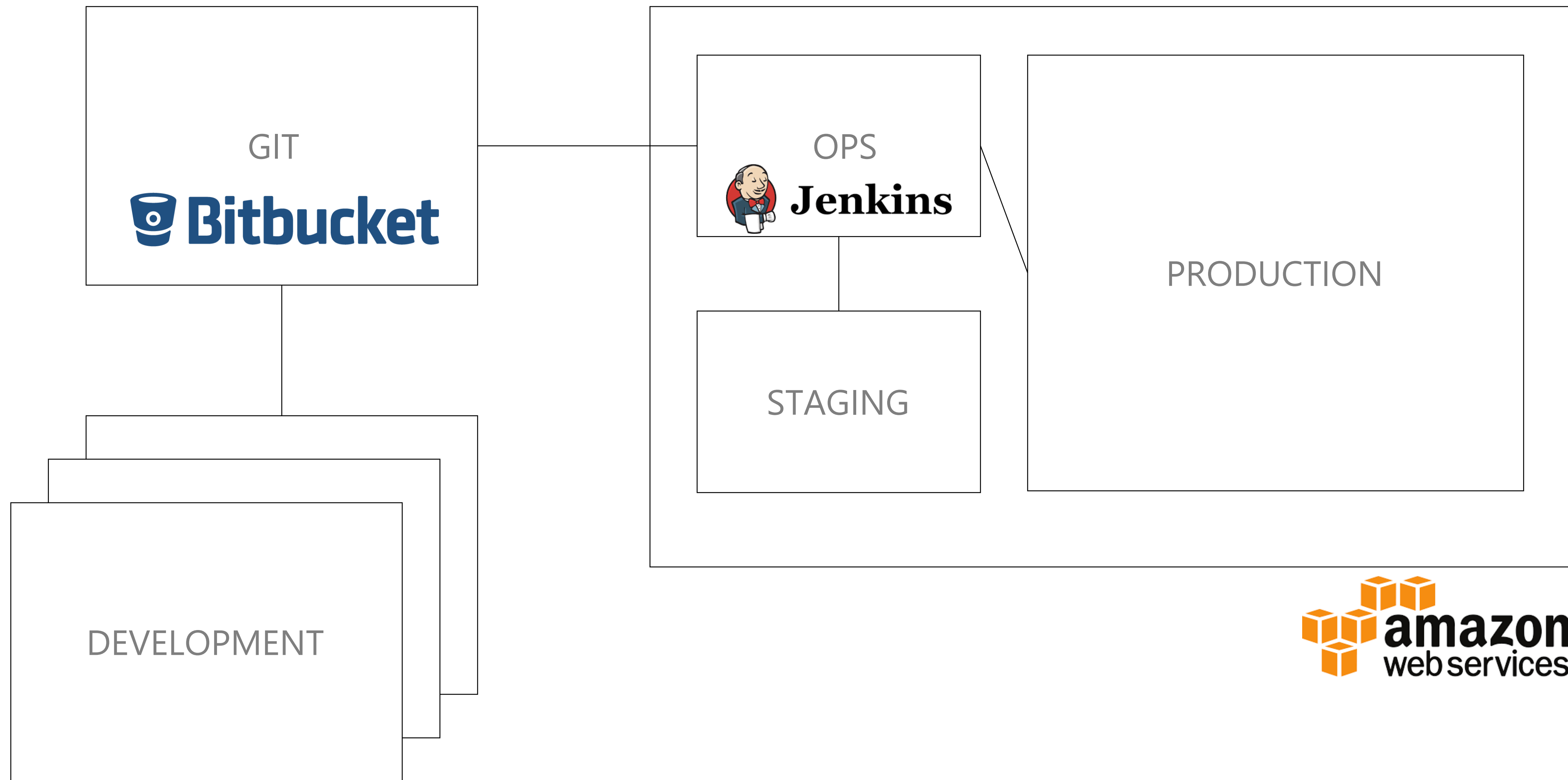


REQUIREMENTS



TESTS







# MAINTENABILITY

Changes, legibility, human scale

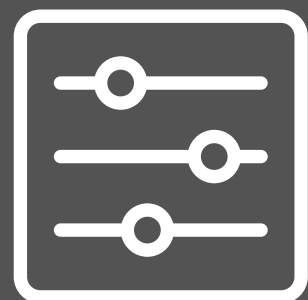




2

**KID:**  
**You walk and eat but ...**  
**You shouldn't be alone.**

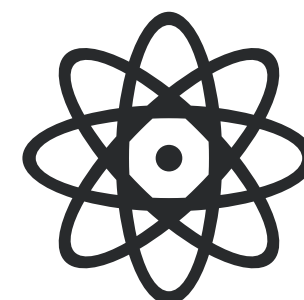




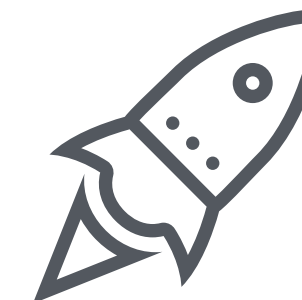
TOO  
MUCH  
CODE



**BUGS**

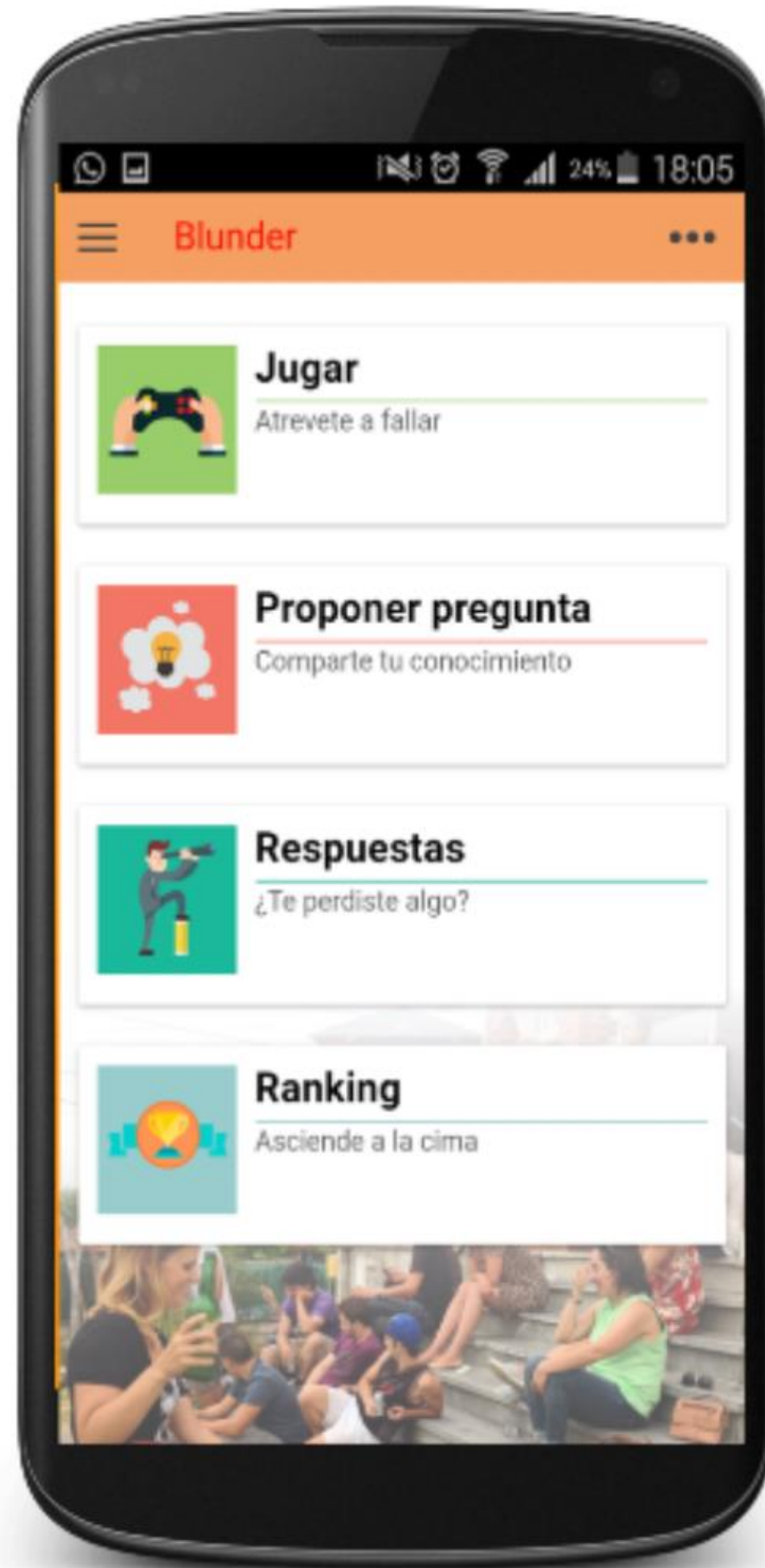


**FRAMEWORKS**



**SPEED**

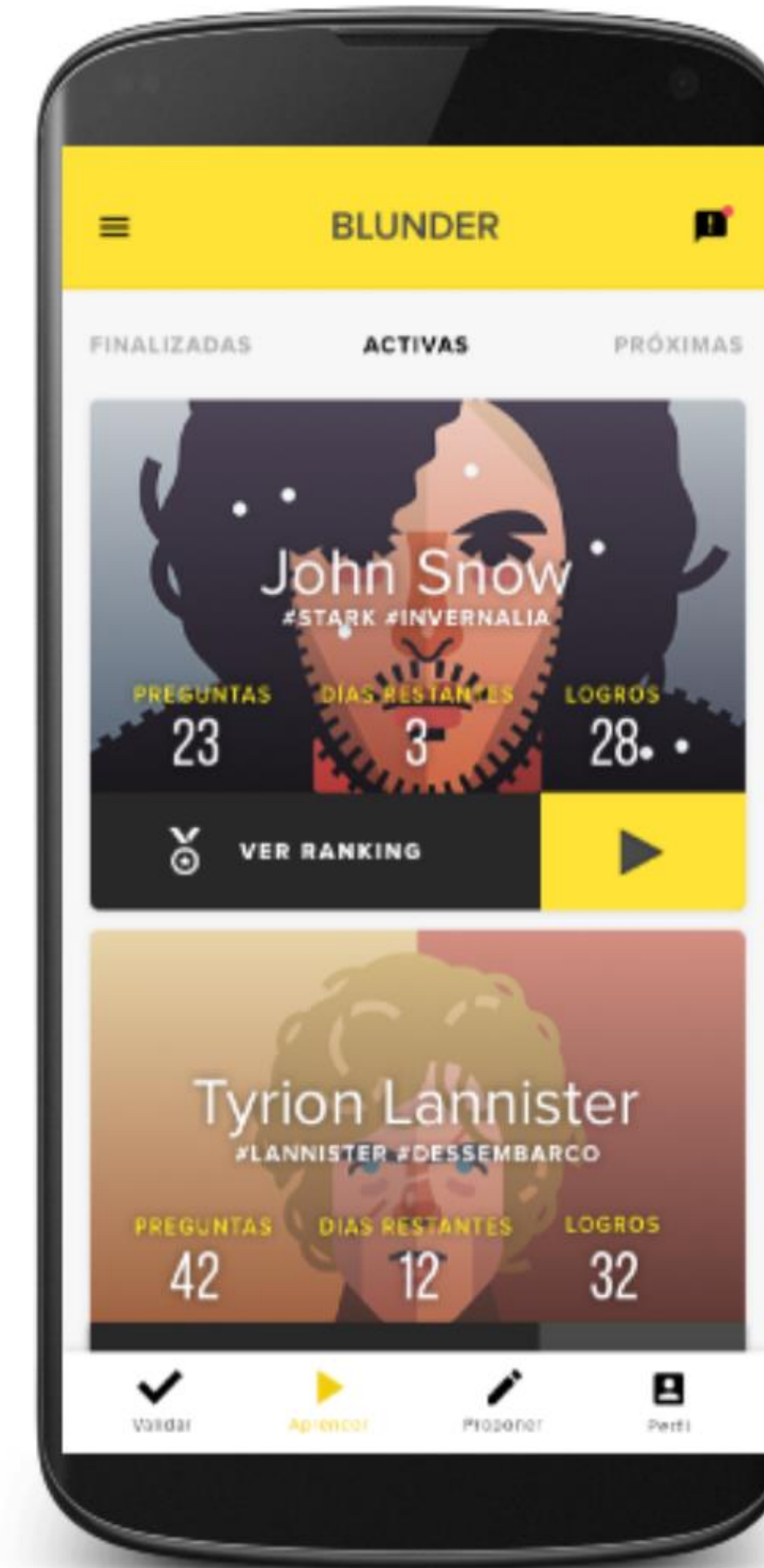




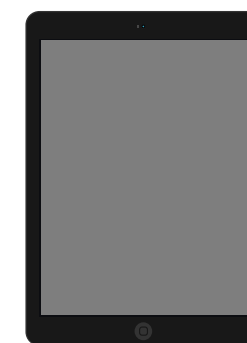
2015



2016

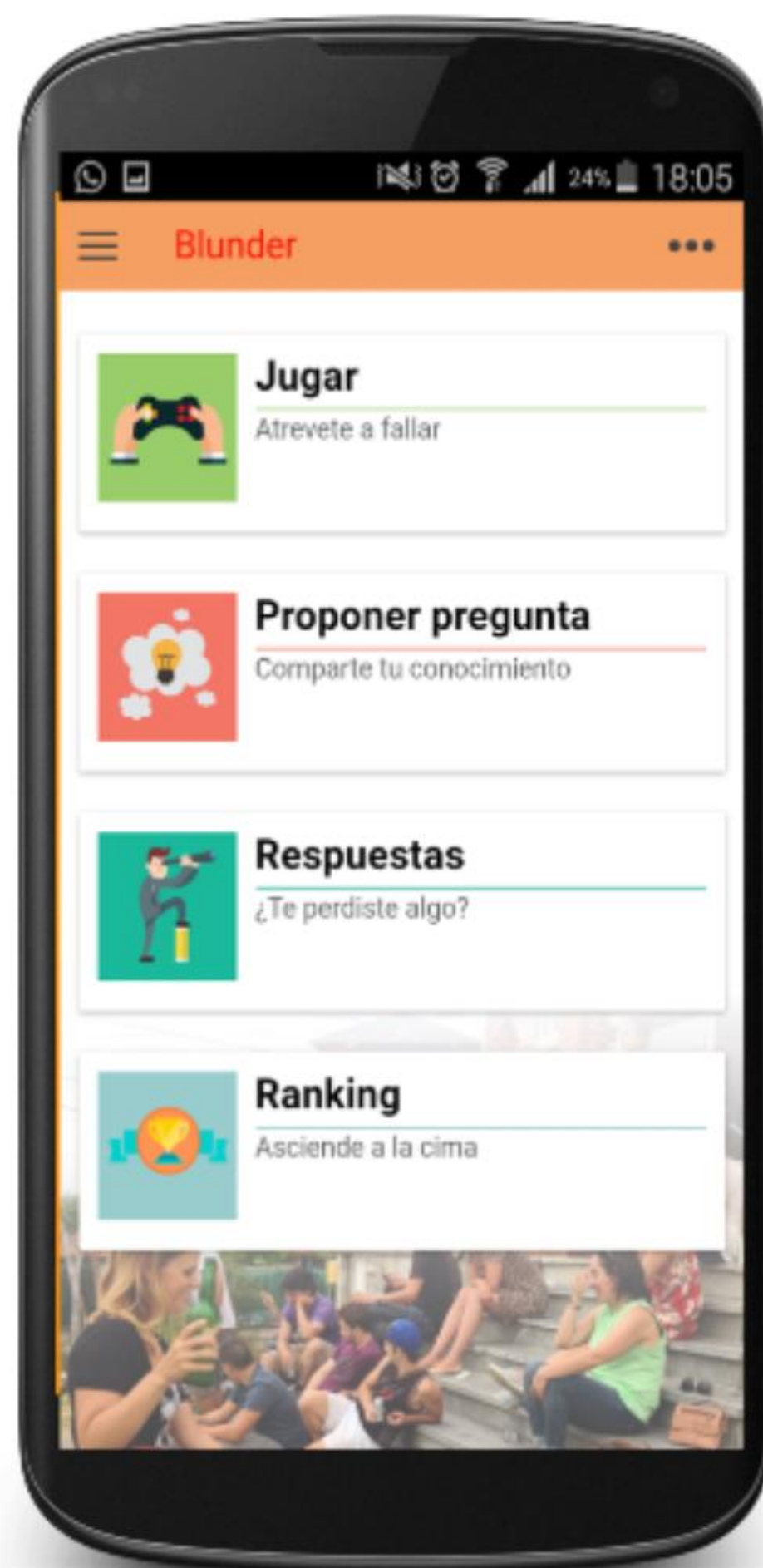


2017



Responsive **BlackBerry**

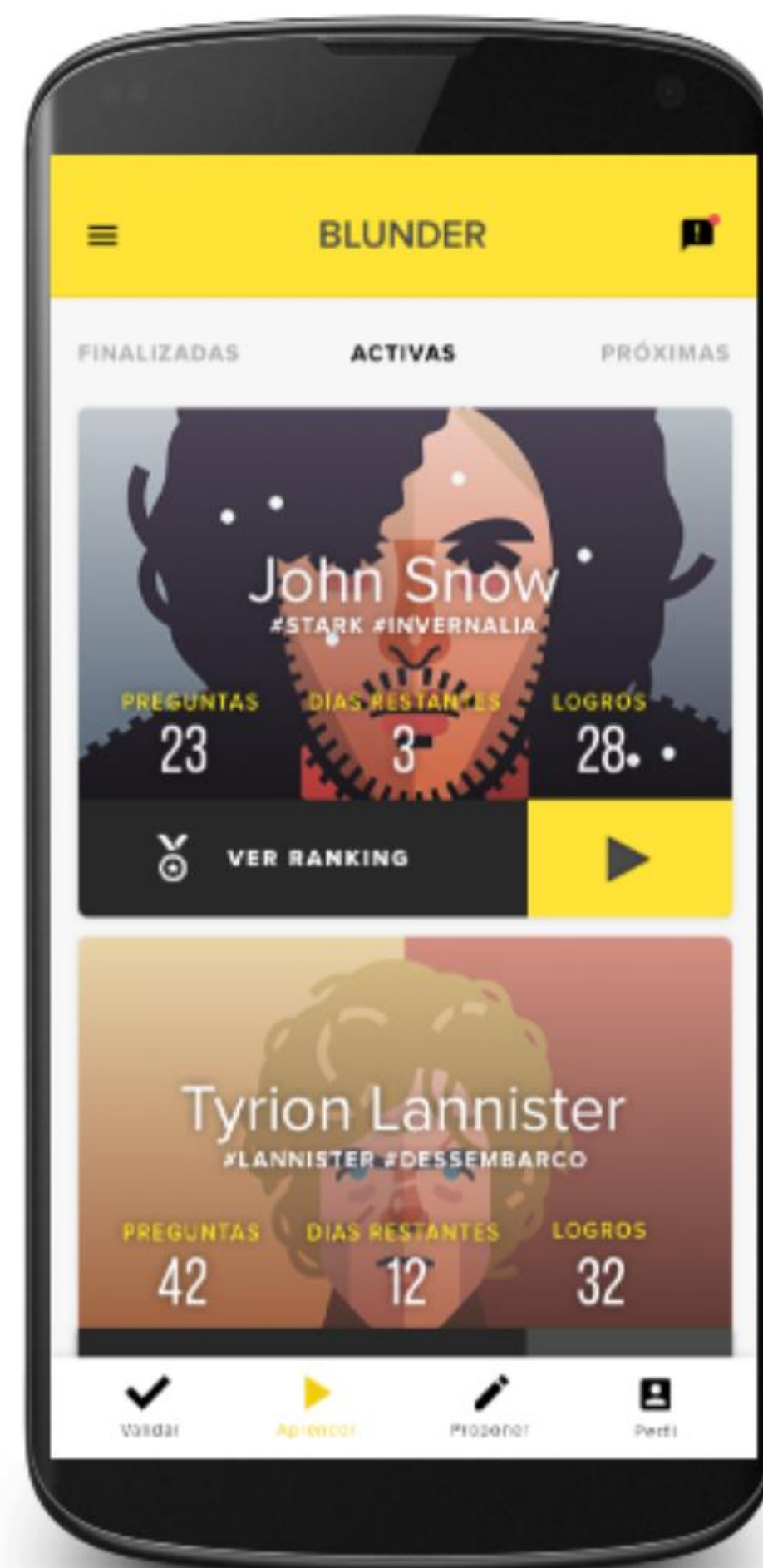




2015



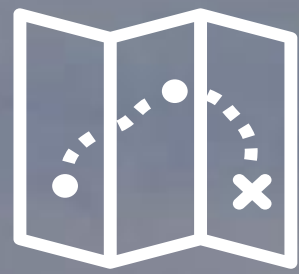
2016



2017







## FUNCTIONALITY

It does what it should



## RELIABILITY

Bugs, Failure tolerance, recovery



## USABILITY

Easy, beautiful and so ...



## PORTABILITY

Integration, adaptation, platforms

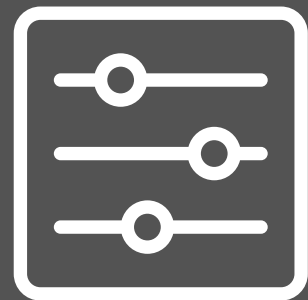




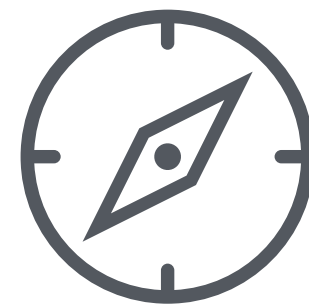
3

**TEENAGER:**  
**Great looking but ...**  
**Not ready for big games yet.**

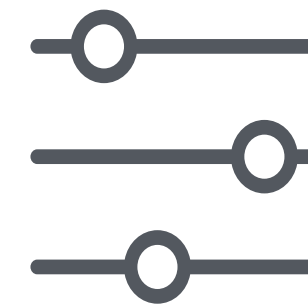




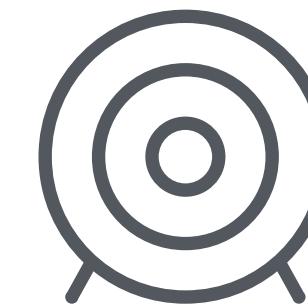
HANDLE  
50K  
PLAYERS



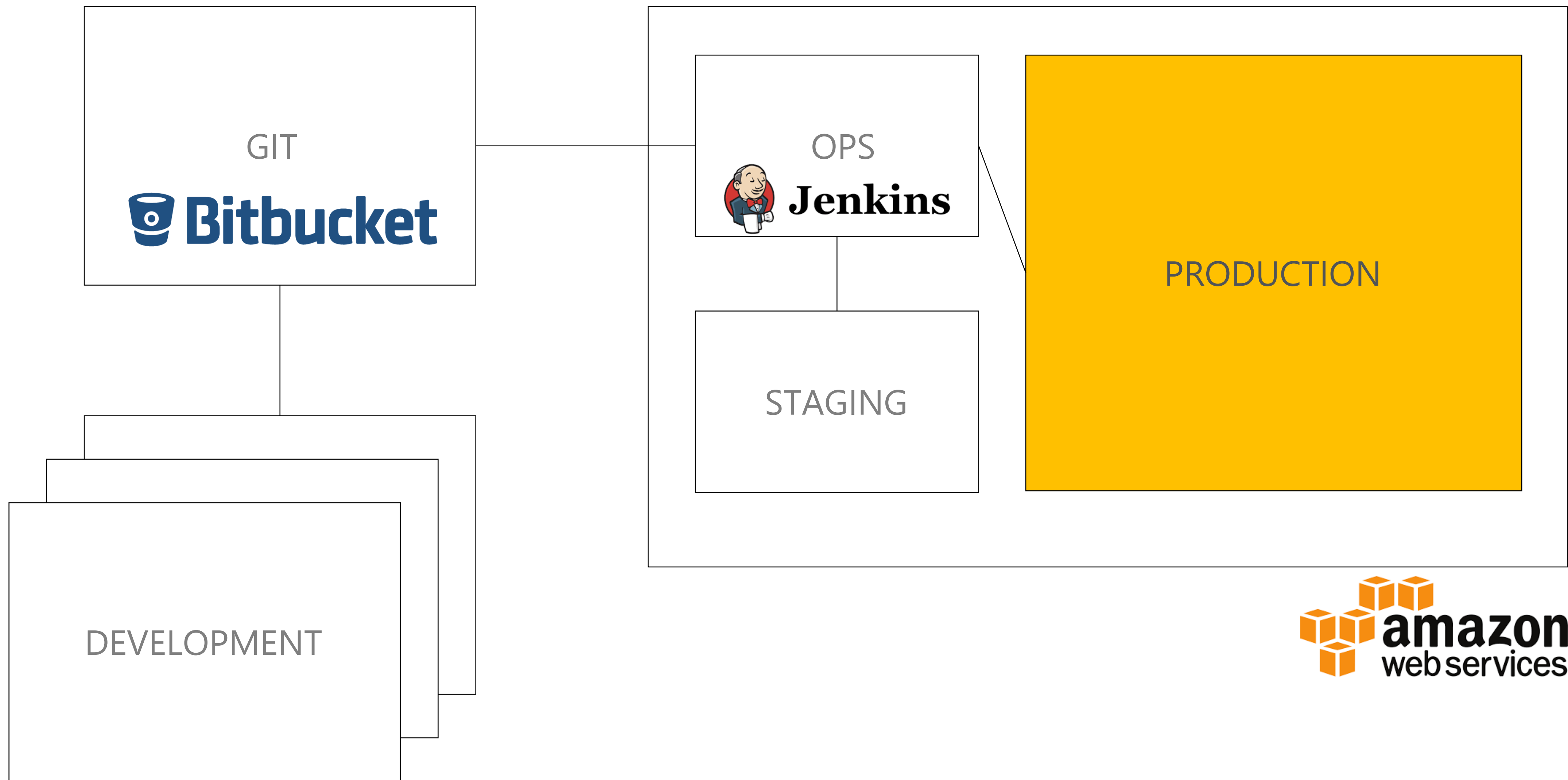
DATA



PERFORMANCE



OPTIMIZATIONS



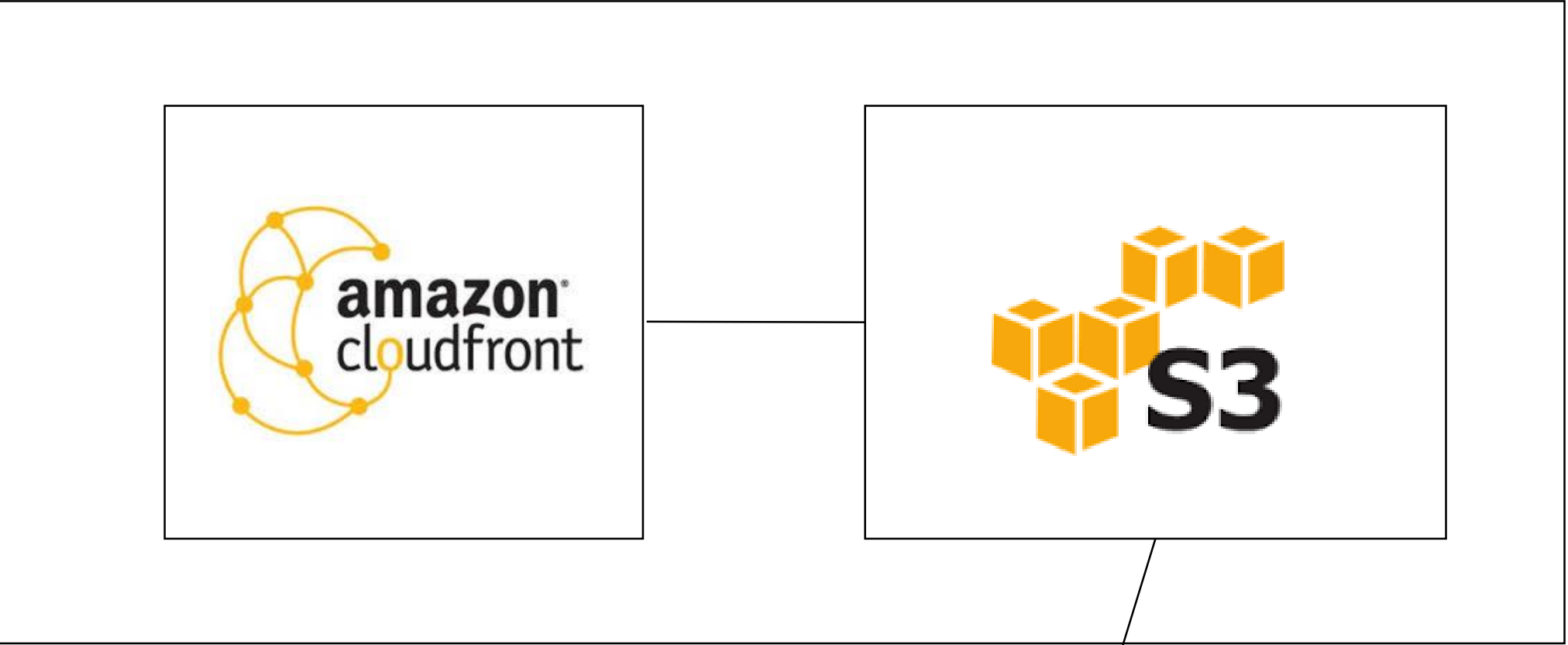




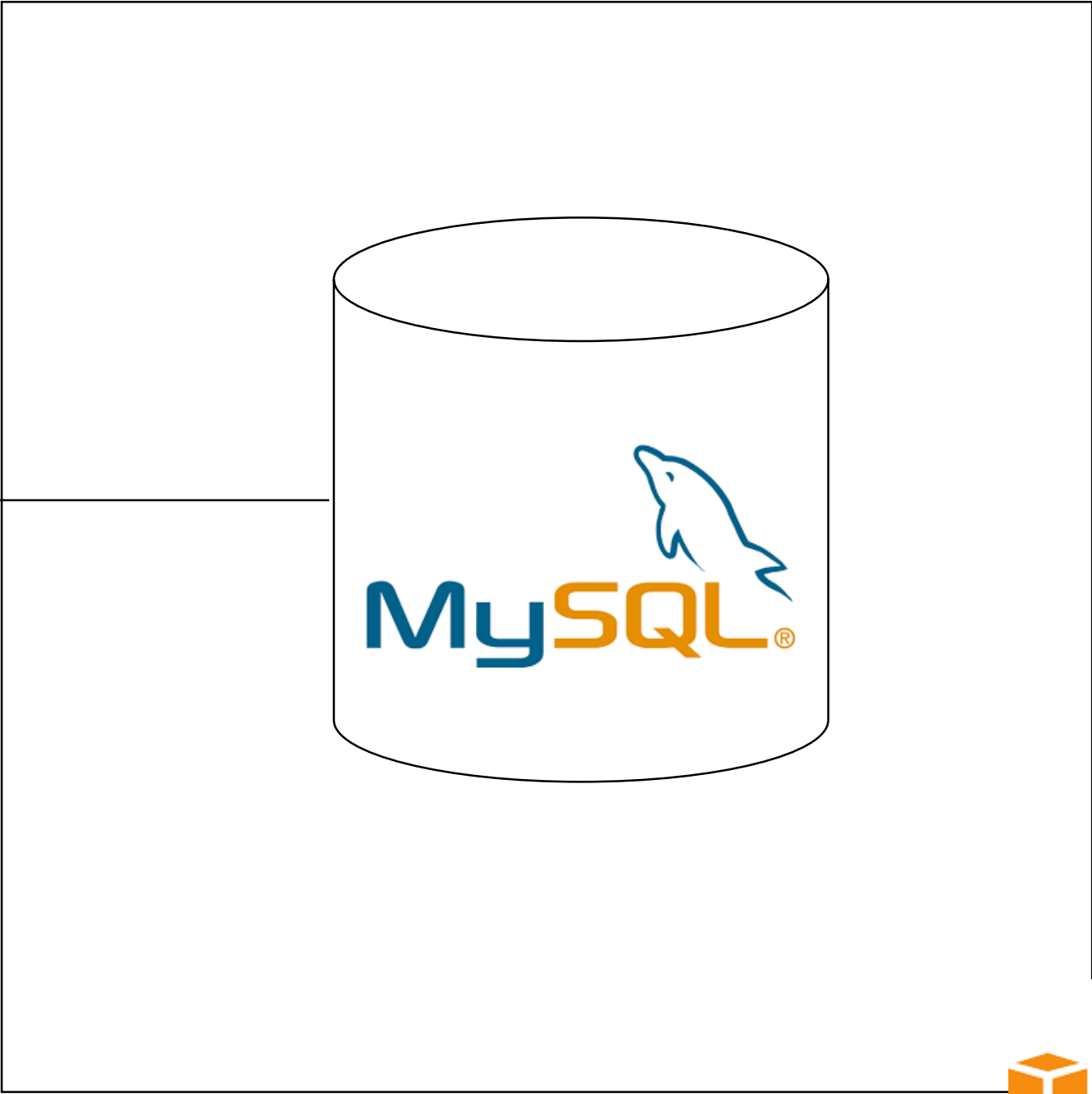
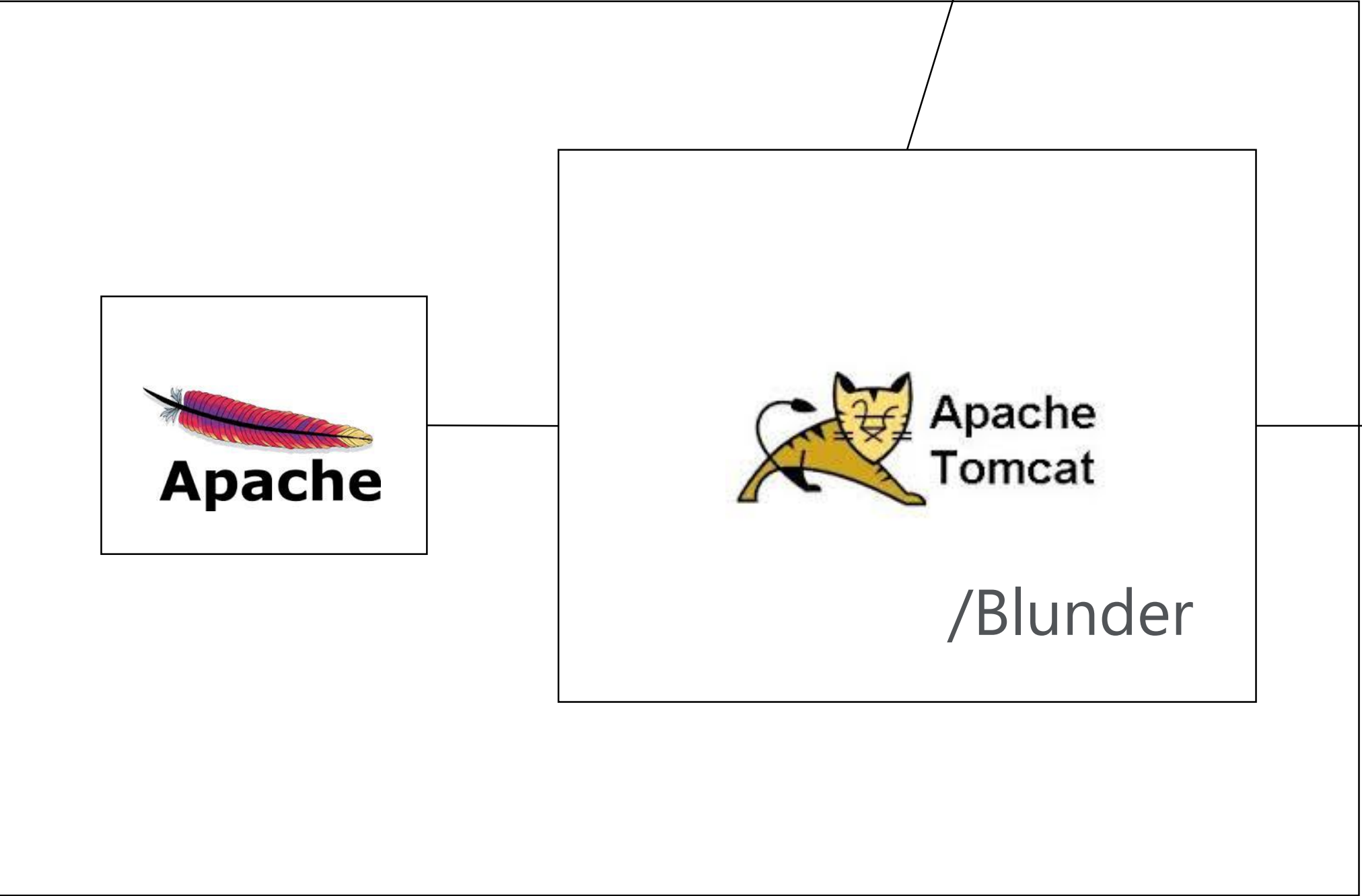
Apache  
Tomcat

/Blunder  
/BlunderEstatico  
./empresa  
./usuario  
./partida





APACHE  
**JMeter**<sup>TM</sup> **Loader**

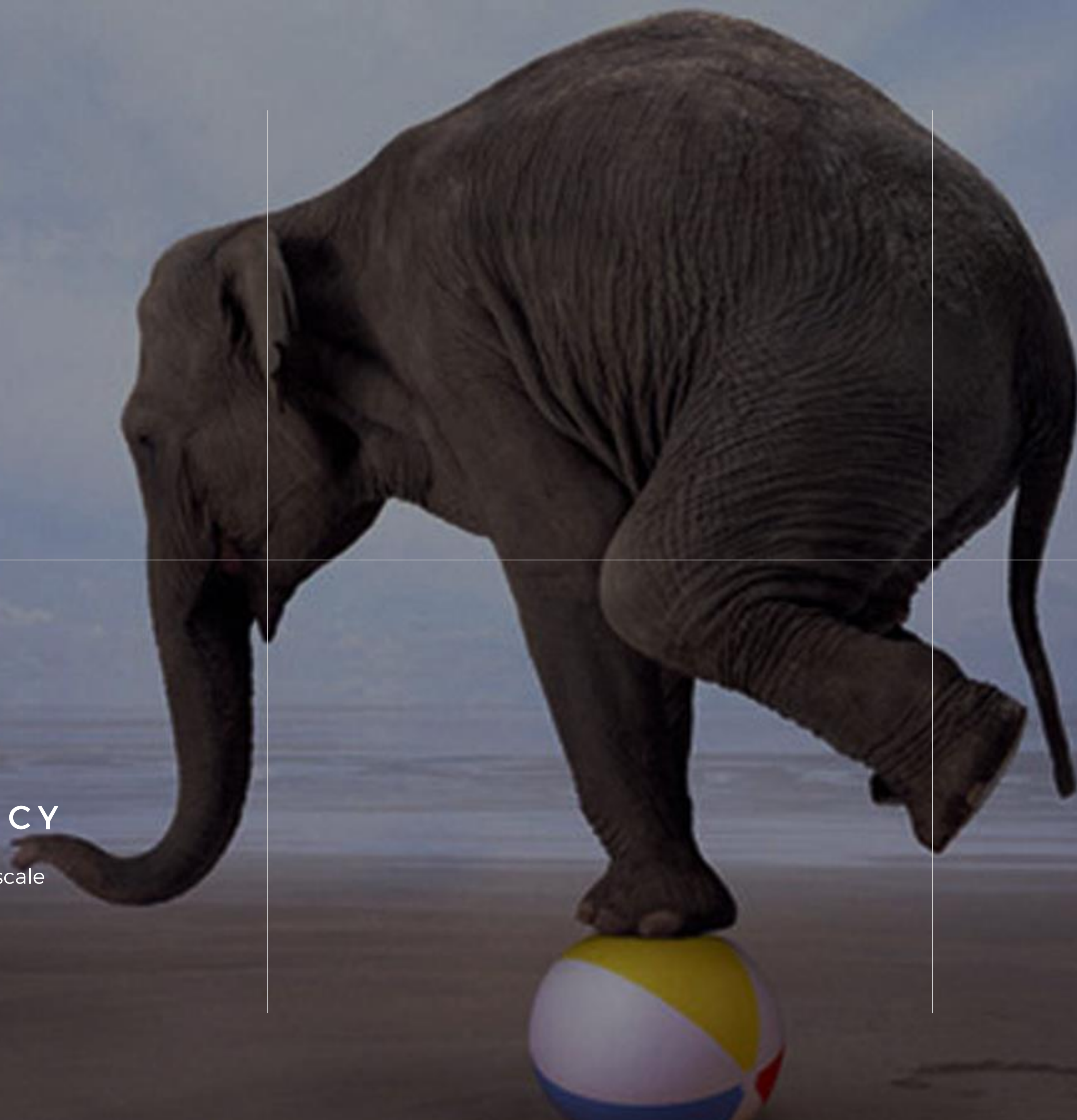






# EFFICIENCY

Time, resources, scale





A still from the TV show Friends featuring Brad Pitt and Jennifer Aniston. Brad is on the left, wearing a dark cardigan over a white t-shirt, looking off-camera with a serious expression. Jennifer is on the right, leaning her head against Brad's shoulder, looking in the same direction with a concerned expression. The background shows a brick wall and a window with vertical bars.

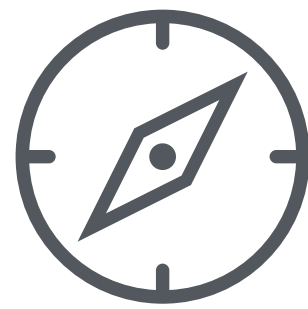
4

**ADULT:**  
**Stable and focus let's ...**  
**fight the dragons.**

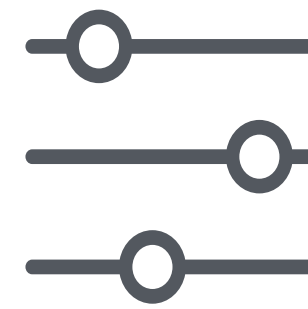




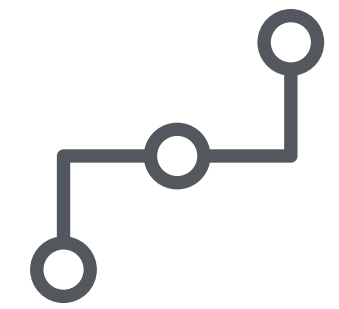
KEEP  
IN  
ORDER



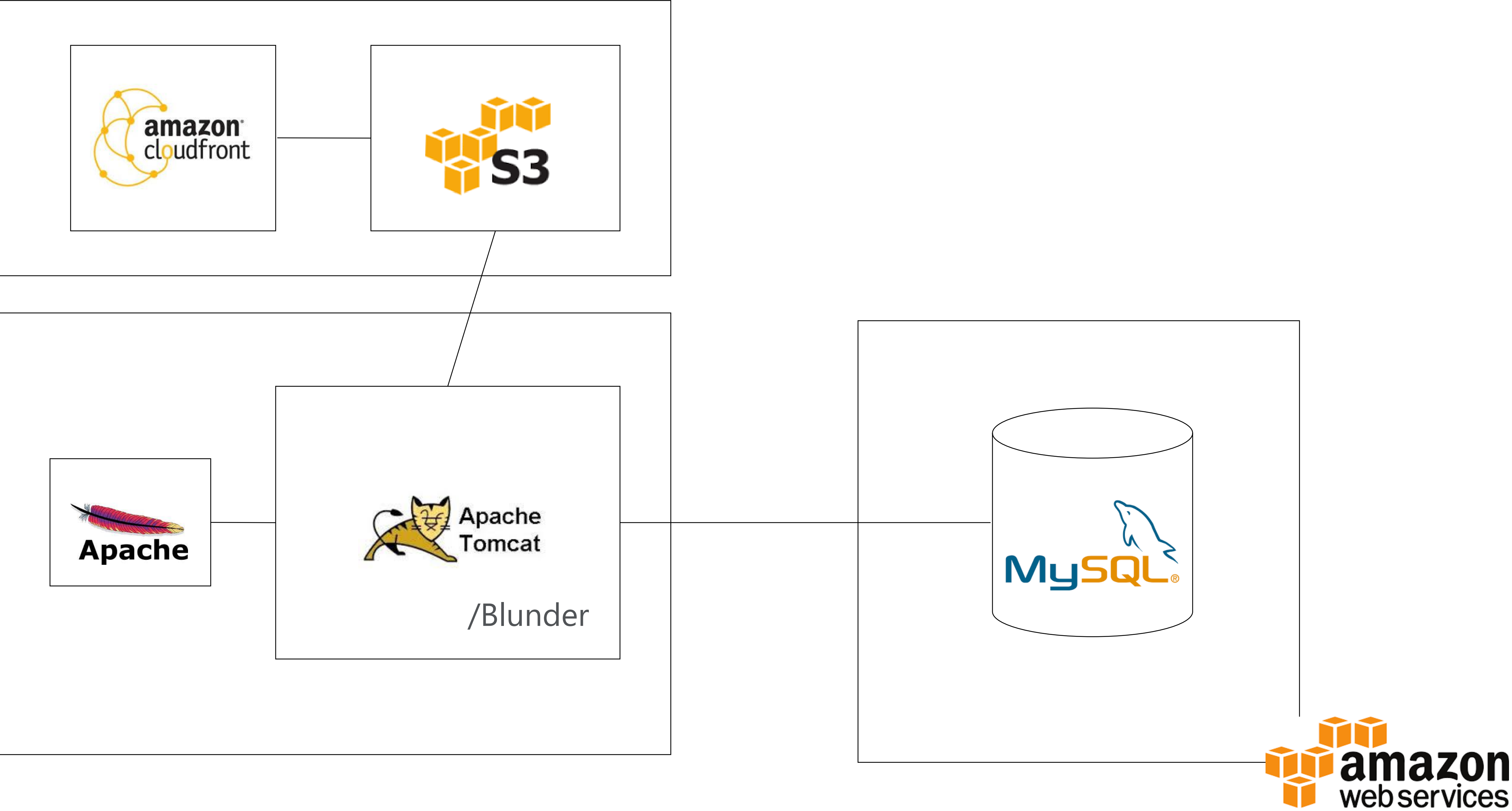
AUTOSCALING



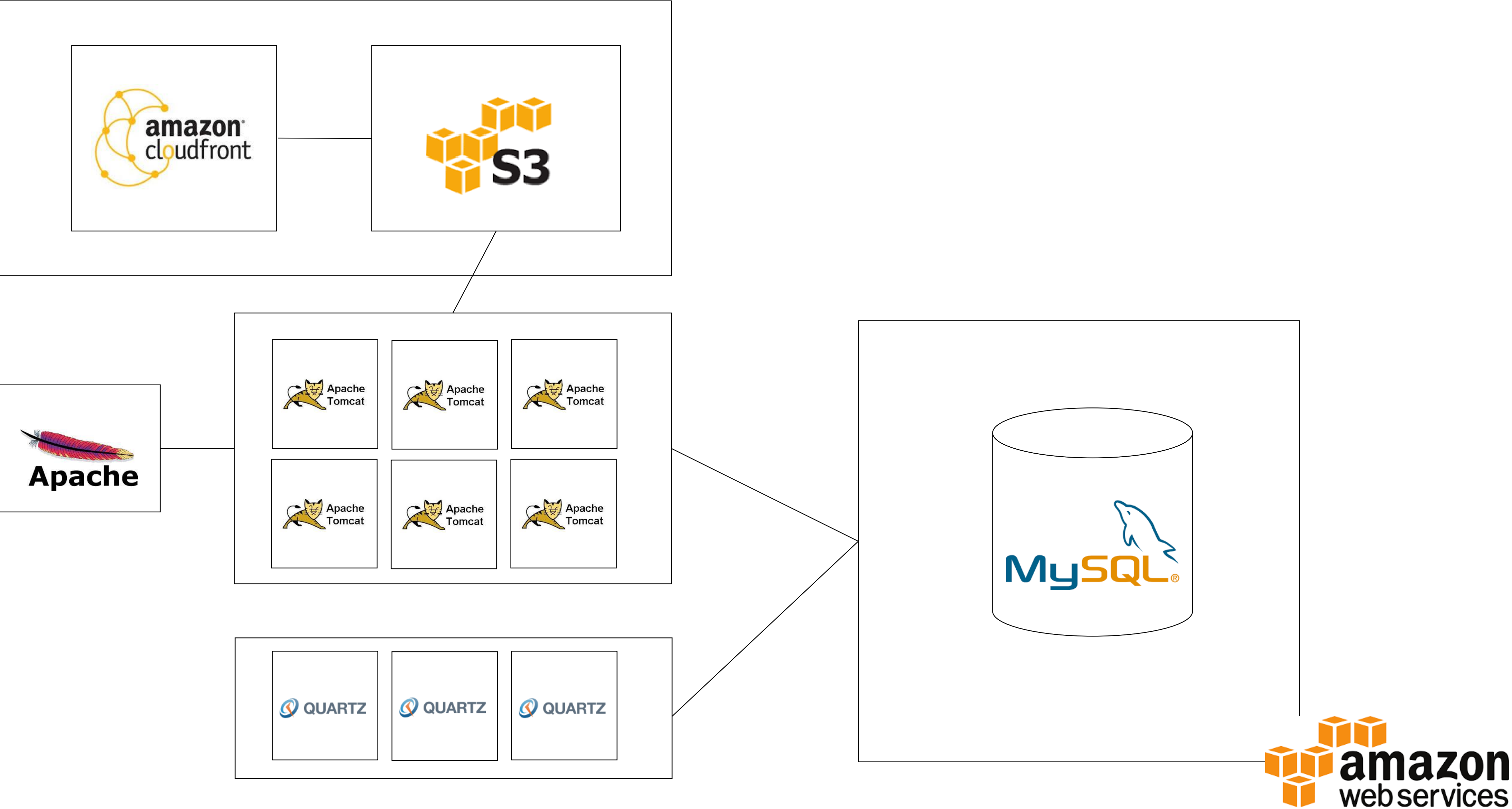
FEATURES

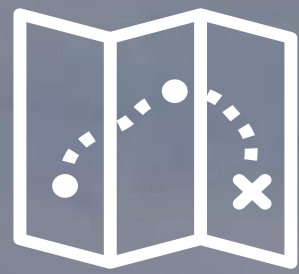


REFACTOR









## FUNCTIONALITY

It does what it should



## RELIABILITY

Bugs, Failure tolerance, recovery



## USABILITY

Easy, beautiful and so ...



## EFFICIENCY

Time, resources, scale



## MAINTENABILITY

Changes, legibility, human scale



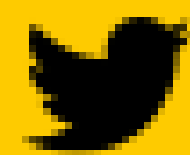
## PORTABILITY

Integration, adaptation, platforms









#SOFTWARE

#KNOWLEDGEMANAGEMENT

#KM #CKO

P L A Y . B L U N D E R . E S