

# INTRODUÇÃO

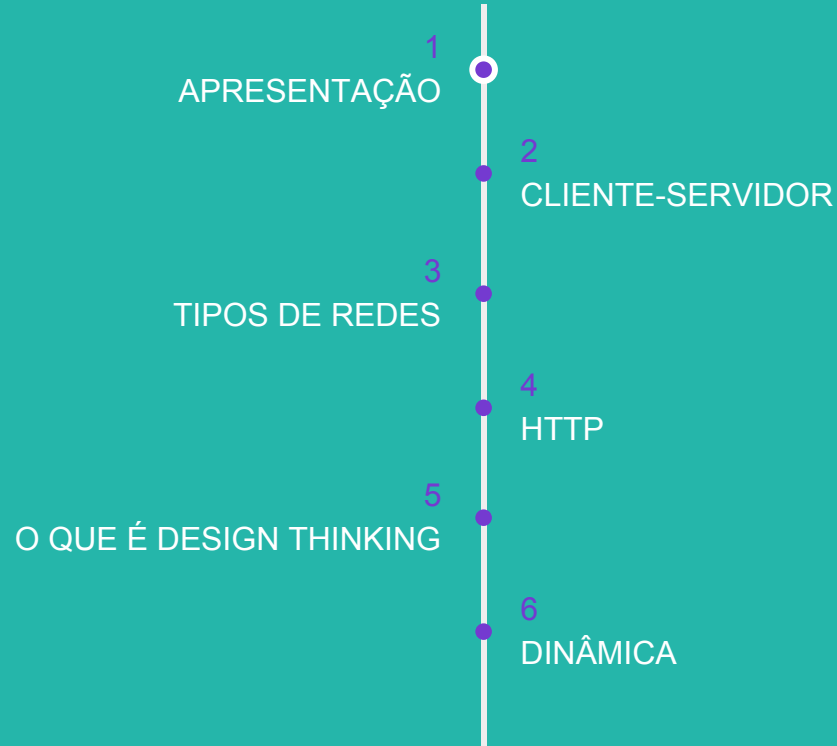
Aula 01 A Web e Design Thinking I



REALIZAÇÃO:

**SENAI** J.P.Morgan

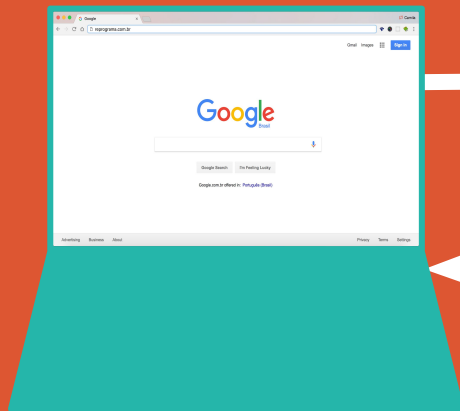
# // Agenda



## **A WEB**

O que acontece de  
**VERDADE** quando  
acessamos uma página?

Cliente



`https://codexp.sp.senai.br:80`

DNS



`IP 208.91.199.22`

```
en0: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 1500
    ether ac:bc:32:82:5f:07
    inet 192.168.1.13 netmask 0xfffff00 broadcast 192.168.1.255
    media: autoselect
    status: active

en1: flags=963<UP,BROADCAST,SMART,RUNNING,PROMISC,SIMPLEX> mtu 1500
    options=60<TS04,TS06>
    ether 4a:00:02:ac:0a:e0
    media: autoselect <full-duplex>
    status: inactive

en2: flags=963<UP,BROADCAST,SMART,RUNNING,PROMISC,SIMPLEX> mtu 1500
    options=60<TS04,TS06>
    ether 4a:00:02:ac:0a:e1
    media: autoselect <full-duplex>
    status: inactive

bridge0: flags=8863<UP,BROADCAST,SMART,RUNNING,SIMPLEX,MULTICAST> mtu 1500
    options=63<RXCSUM,TXCSUM,TS04,TS06>
    ether 4a:00:02:ac:0a:e0
    Configuration:
        id 0:0:0:0:0:0 priority 0 hellotime 0 fwddelay 0
        maxage 0 holdcnt 0 proto stp maxaddr 100 timeout 1200
        root id 0:0:0:0:0:0 priority 0 ifcost 0 port 0
        ipfilter disabled flags 0x2
    member: en1 flags=3<LEARNING,DISCOVER>
        ifmaxaddr 0 port 5 priority 0 path cost 0
    member: en2 flags=3<LEARNING,DISCOVER>
        ifmaxaddr 0 port 6 priority 0 path cost 0
    media: <unknown type>
    status: inactive

p2p0: flags=8843<UP,BROADCAST,RUNNING,SIMPLEX,MULTICAST> mtu 2304
    ether 0e:bc:32:82:5f:07
    media: autoselect
    status: inactive

awd10: flags=8943<UP,BROADCAST,RUNNING,PROMISC,SIMPLEX,MULTICAST> mtu 1484
    ether fa:95:ee:e5:1e:ba
    inet6 fe80::f895:eeff:fee5:1eba%awd10 prefixlen 64 scopeid 0x9
    nd6 options=201<PERFORMNUD,DAD>
    media: autoselect
```

NET  
Jogos  
TARE  
= FUD  
COMP  
DE  
IEQUET  
VIAÇÃO  
SERVICO  
VIAÇÕES

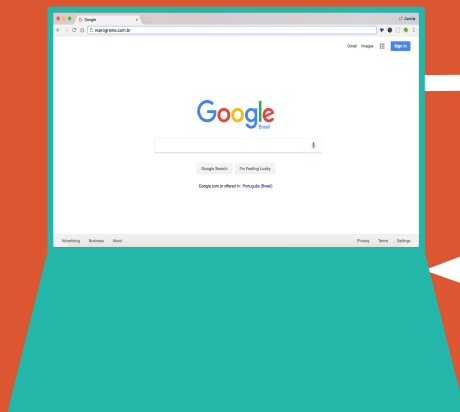
IP



parte 1

**O Protocolo Internet**

Cliente



`https://codexp.sp.senai.br:80`

Servidor



`IP 208.91.199.22`

https://codexp.sp.senai.br:80

Cliente

GET / HTTP 1.0

Servidor

index.html

208.91.199.22:80







1. camilaibs@MBPdeCaodaSilva: ~ (zsh)

➔ ~ ping www.reprograma.com.br

PING reprograma.com.br (208.91.199.22): 56 data bytes

64 bytes from 208.91.199.22: icmp\_seq=0 ttl=53 time=161.833 ms

64 bytes from 208.91.199.22: icmp\_seq=1 ttl=53 time=156.968 ms

64 bytes from 208.91.199.22: icmp\_seq=2 ttl=53 time=156.769 ms

^C

--- reprograma.com.br ping statistics ---

3 packets transmitted, 3 packets received, 0.0% packet loss

round-trip min/avg/max/stddev = 156.769/158.523/161.833/2.342 ms

➔ ~ █



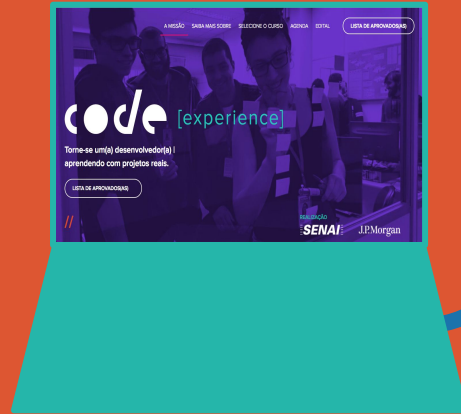
COMO FUNCIONA  
A  
INTERNET

parte 2

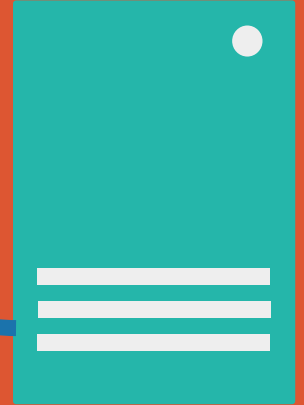
nic.br

Sistemas Autônomos, BGP, PTTs



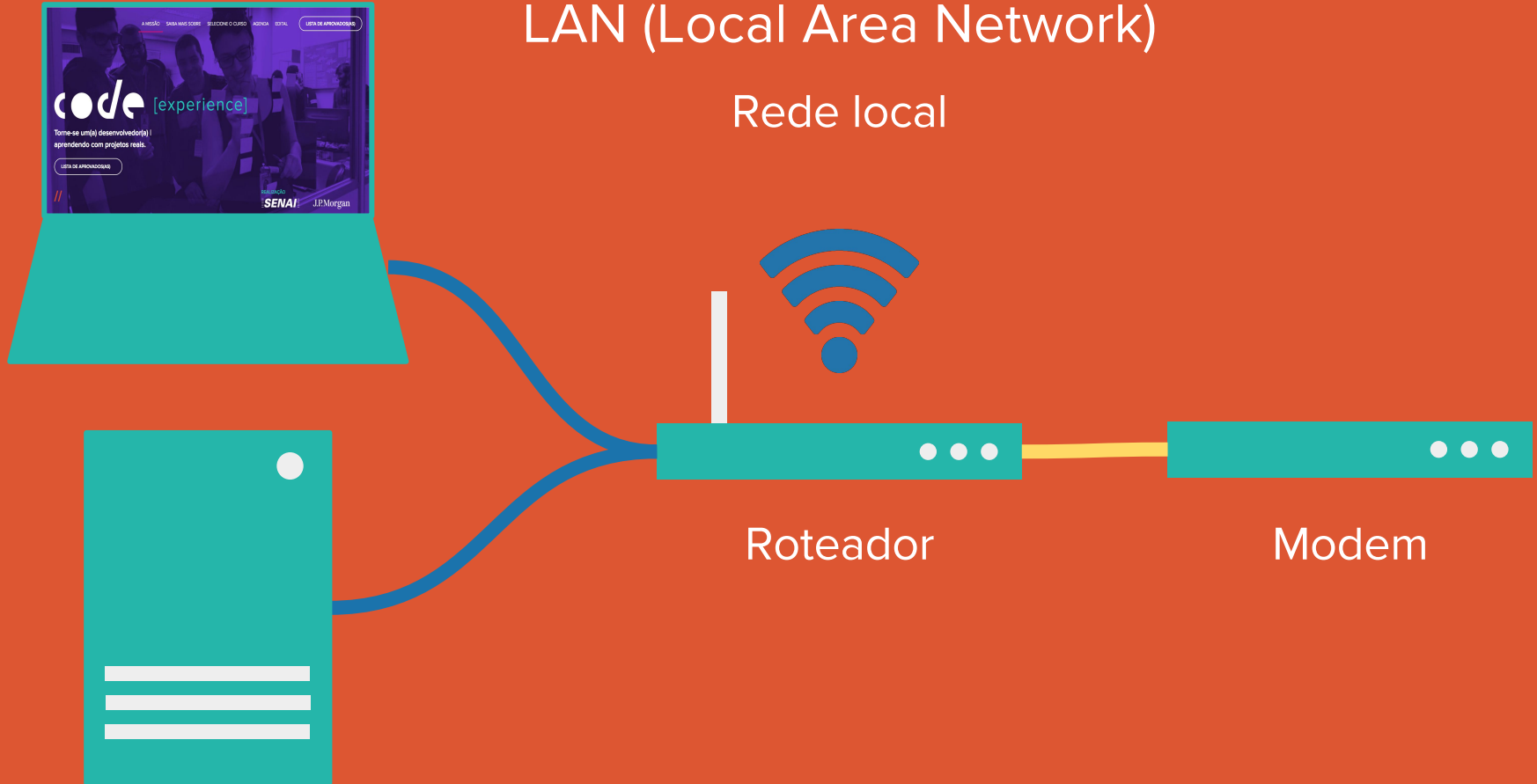


Internet



# LAN (Local Area Network)

Rede local



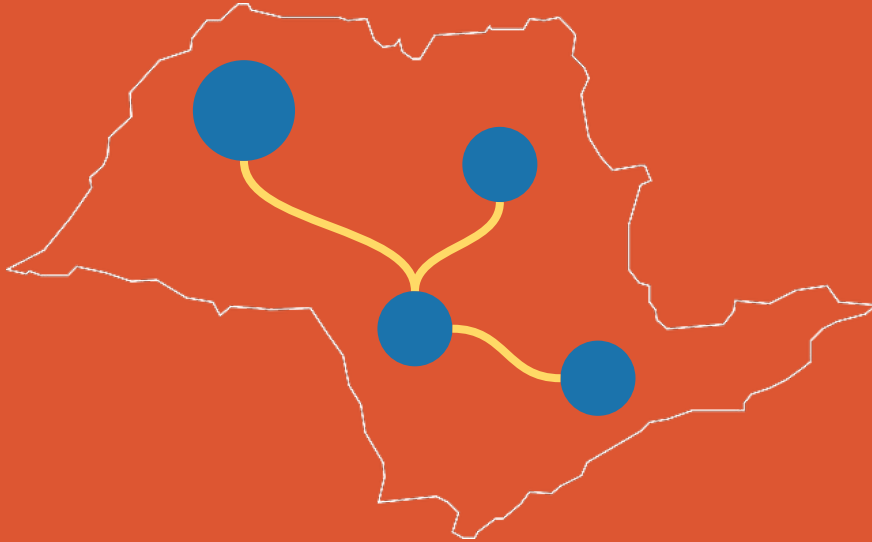
# MAN (Metropolitan Area Network)

Rede metropolitana



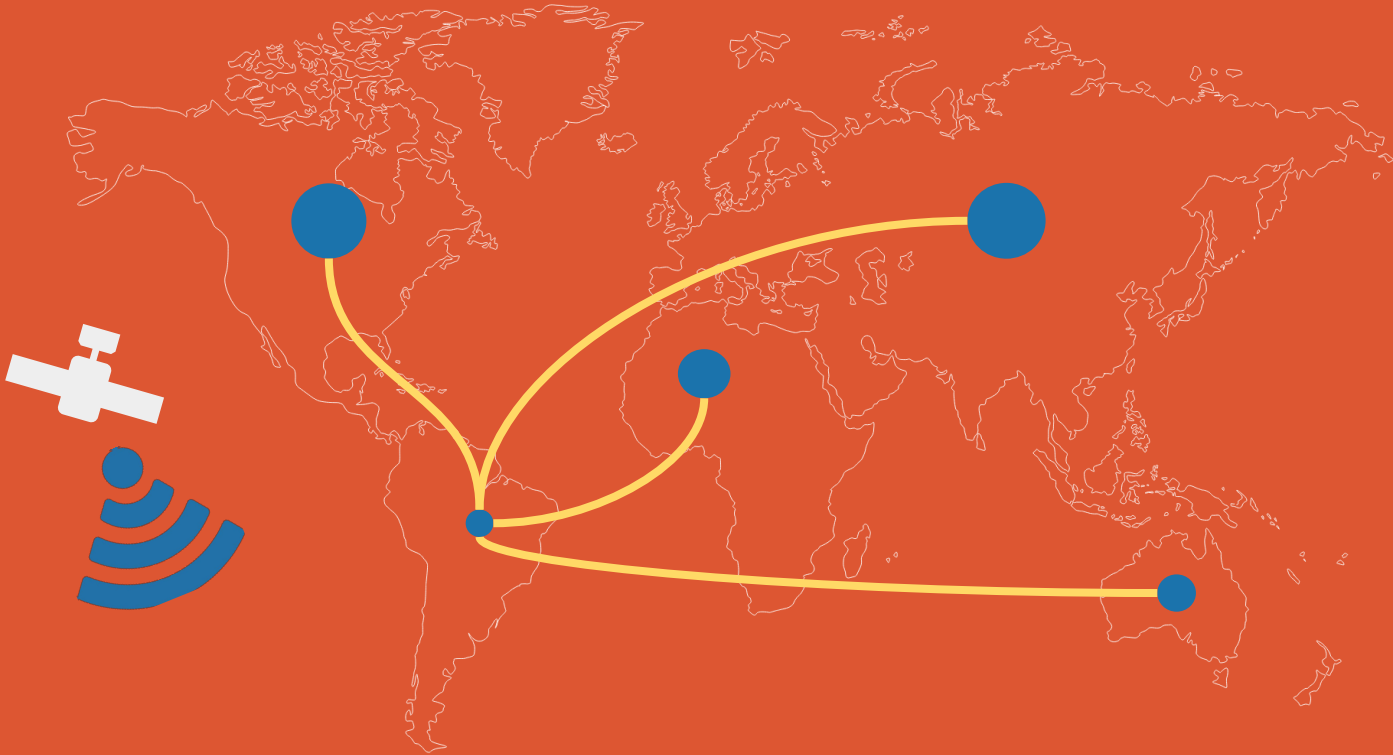
# MAN (Metropolitan Area Network)

Rede metropolitana



# WAN (Wide Area Network)

Rede mundial/Internet



```
traceroute to reprograma.com.br (208.91.199.22), 64 hops max, 52 byte packets
 1 dsldevice (192.168.1.1)  10.140 ms  40.389 ms  1.282 ms
 2 175.251.40.189.isp.timbrasil.com.br (189.40.251.175)  12.227 ms  14.604 ms  7.217 ms
 3 10.216.250.65 (10.216.250.65)  7.341 ms
   10.216.250.229 (10.216.250.229)  12.322 ms
   10.216.250.105 (10.216.250.105)  11.180 ms
 4 10.216.250.21 (10.216.250.21)  25.205 ms
   10.216.250.149 (10.216.250.149)  13.360 ms  12.059 ms
 5 10.223.238.77 (10.223.238.77)  20.244 ms  51.273 ms
   10.223.238.118 (10.223.238.118)  31.413 ms
 6 et2-0-0.sanpaolo8.spa.seabone.net (149.3.181.17)  18.507 ms  12.733 ms  7.971 ms
 7 ntt-verio.sanpaolo8.spa.seabone.net (149.3.181.65)  13.866 ms  34.455 ms  8.604 ms
 8 ae-7.r20.miamfl02.us.bb.gin.ntt.net (129.250.2.224)  142.987 ms  153.417 ms  159.563 ms
 9 ae-5.r21.miamfl02.us.bb.gin.ntt.net (129.250.5.145)  165.596 ms  153.046 ms  154.690 ms
10 ae-4.r22.dllstx09.us.bb.gin.ntt.net (129.250.2.219)  146.850 ms  165.609 ms  151.087 ms
11 ae-2.r11.dllstx09.us.bb.gin.ntt.net (129.250.5.14)  146.395 ms
   ae-2.r10.dllstx09.us.bb.gin.ntt.net (129.250.4.82)  156.598 ms
   ae-2.r11.dllstx09.us.bb.gin.ntt.net (129.250.5.14)  157.547 ms
12 ae-0.a01.dllstx04.us.bb.gin.ntt.net (129.250.4.178)  149.911 ms  164.367 ms  151.493 ms
13 xe-0-0-26-0.a01.dllstx04.us.ce.gin.ntt.net (131.103.117.118)  163.459 ms  157.715 ms  157.
052 ms
14 * * *
```





**Servidor Raiz**



Olha eu não sei, mas o servidor  
autoritativo do br, o 20012ff10  
deve saber.  
Pergunte para ele.



Descobri! O endereço  
de [www.patricia.bio.br](http://www.patricia.bio.br)  
é o 2001db8510!



Ufa! Deixa e  
anotar pra  
esquecer.

Claro  
É o 2

## Outros Métodos HTTP

**POST** = envia

**PUT** = altera

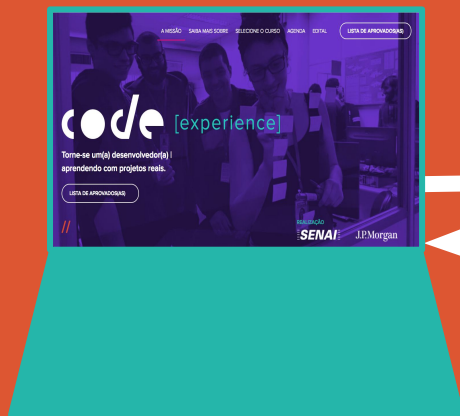
**DELETE** = remove

FRONTEND

BACKEND

Cliente

Servidor



GET / HTTP 1.0

reprograma.html



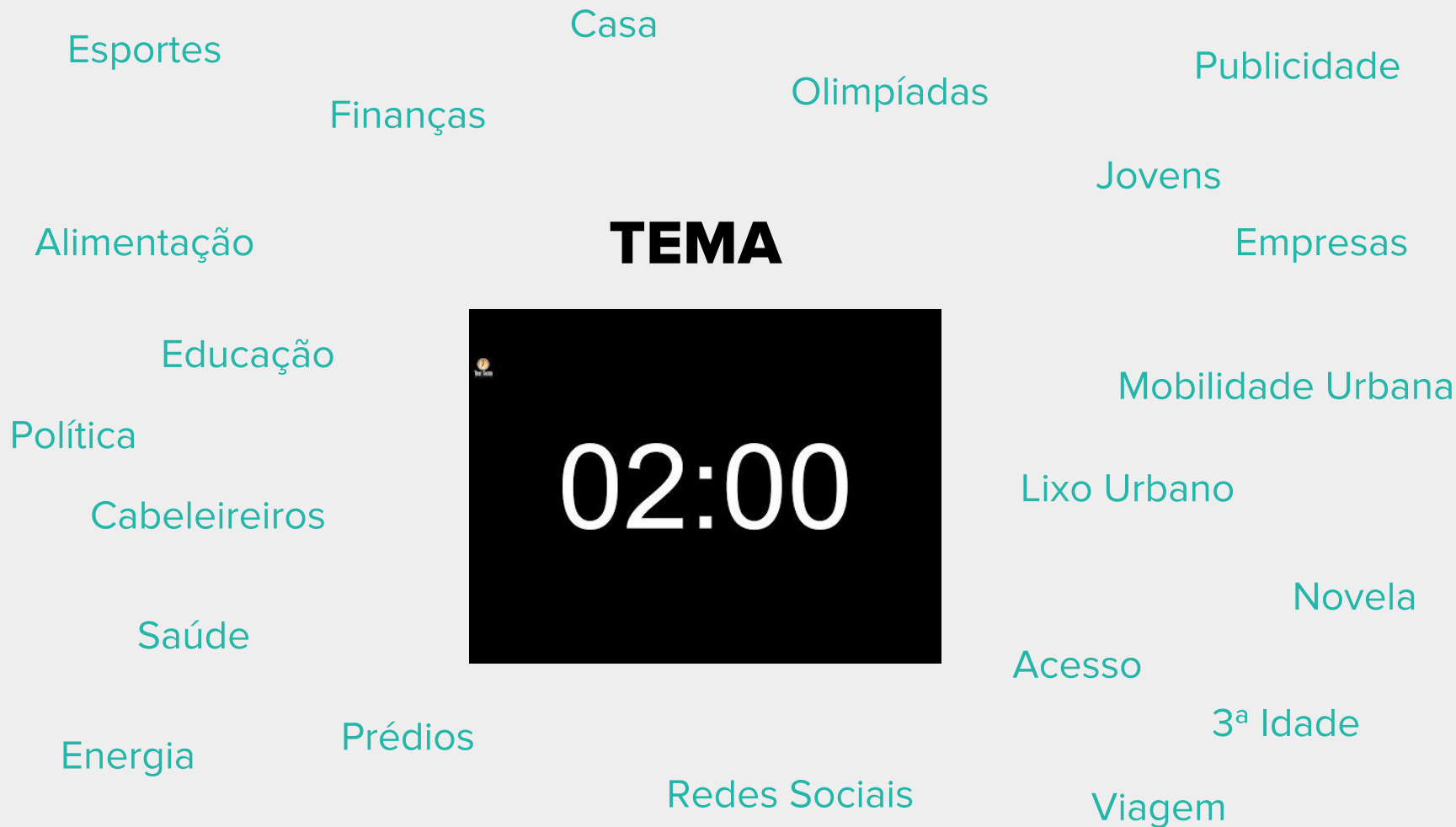
208.91.199.22:80

# APRESENTAÇÃO

Se conheçam, serão um time!

Quais são os pontos fortes e fracos de cada um? Onde melhor ajudarão uns aos outros?





# Persona

07:00

NOME: \_\_\_\_\_

OCUPAÇÃO: \_\_\_\_\_

CONTEXTO: \_\_\_\_\_

MOTIVAÇÃO: \_\_\_\_\_

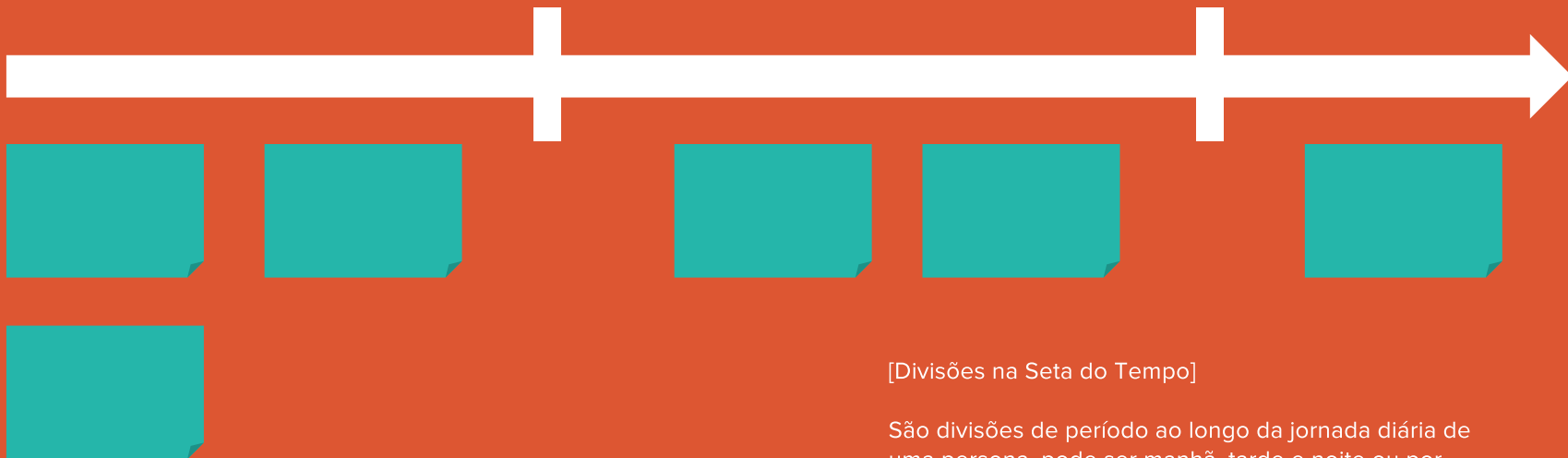
NECESSIDADES: \_\_\_\_\_

FRUSTRAÇÕES: \_\_\_\_\_

# JORNADA DA PERSONA

10:00

Início



[Divisões na Seta do Tempo]

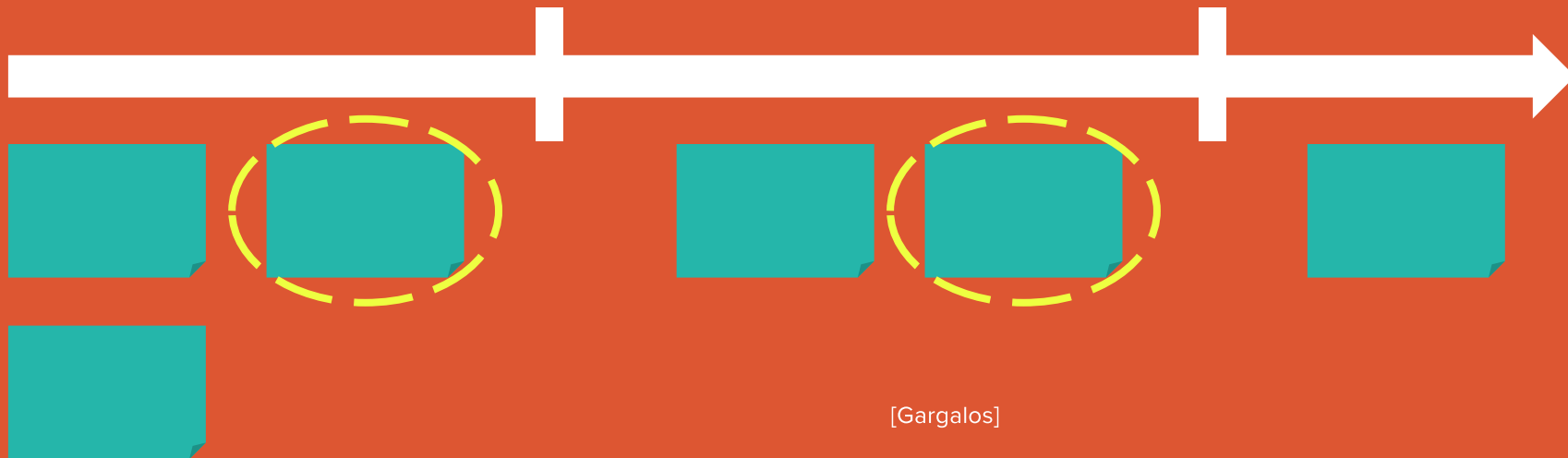
São divisões de período ao longo da jornada diária de uma pessoa, pode ser manhã, tarde e noite ou por exemplo tempo em casa, deslocamento, trabalho e na faculdade



# MAIORES PROBLEMAS

05:00

Início



[Gargalos]

Onde a jornada da persona é mais problemática?

# Projeto Loon

[https://x.company/intl/pt-BR\\_br/loon/](https://x.company/intl/pt-BR_br/loon/)

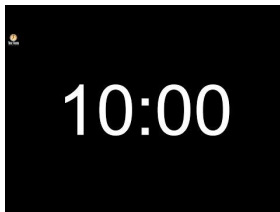


# Soluções

Aposte na quantidade, pelo  
menos 10 idéias!

Não façam grupinhos, a  
inovação vem da diversidade.

E não julgue idéias malucas!



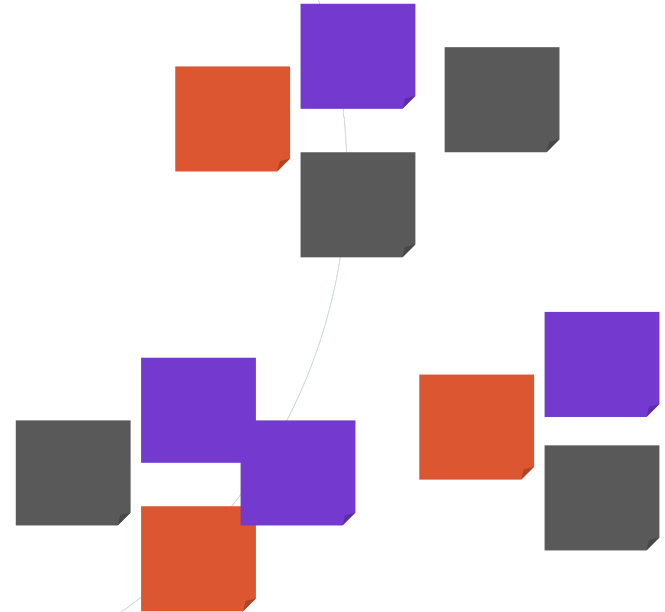
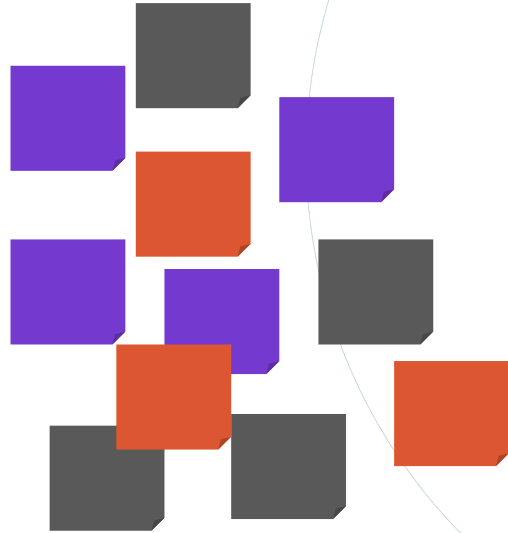
Independa de tecnologia,  
tudo é possível.

Para cada idéias um post-it...  
Um de cada vez.

# Agrupamento das ideias semelhantes



02:00



# VOTAÇÃO

[3 Votos para cada pessoa do time]  
Se empatar, nova rodada de votação!



2



1

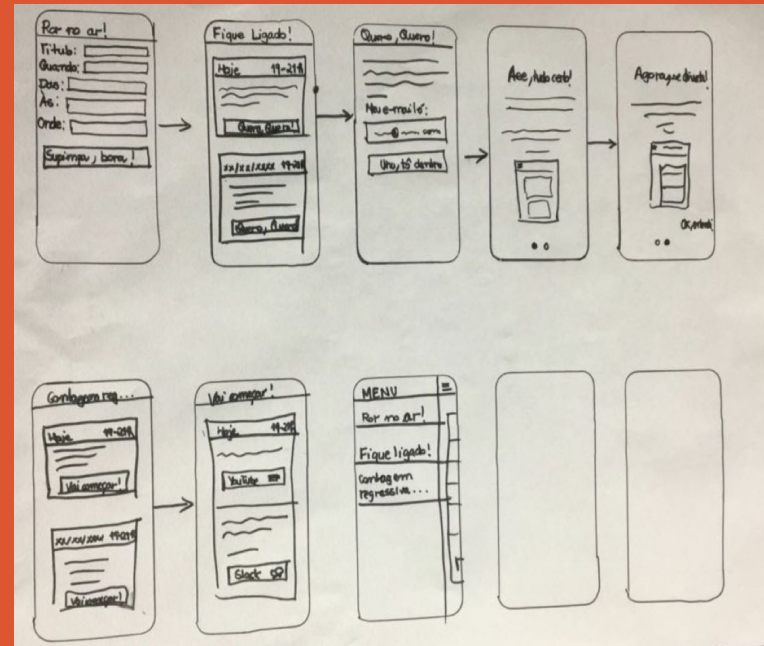
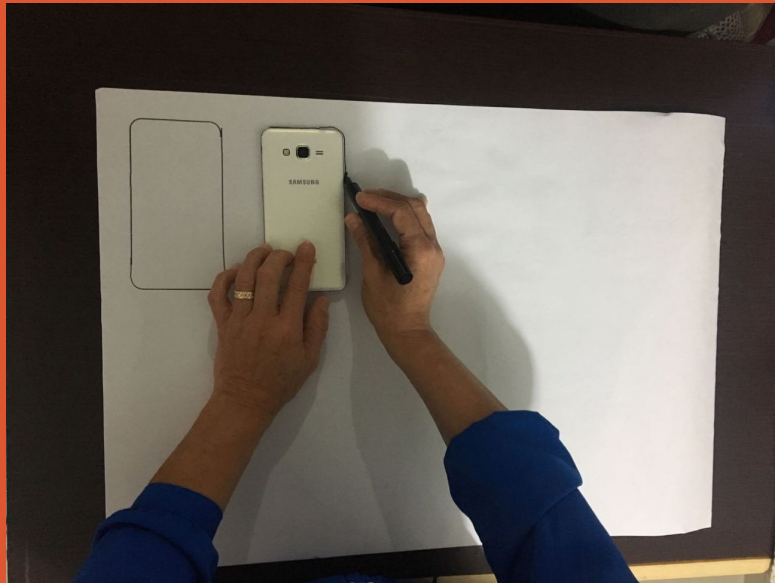


05:00

20:00

# PROTOTIPAÇÃO

[Mobile First]

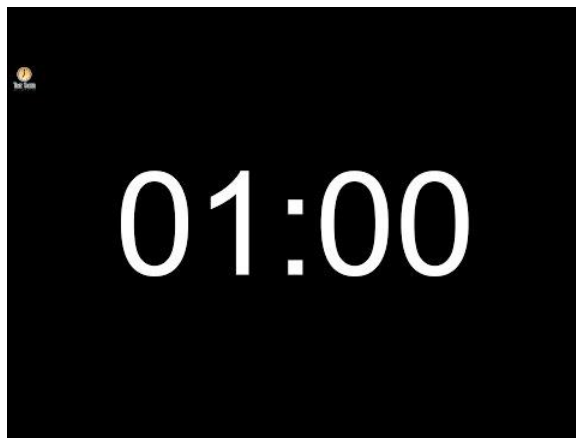


# Feedback



Grupo A

Escuta, anota e não pode explicar



Grupo B

Critica, Critica e Critica



# Melhorias

Façam ajustes e preparem-se  
para apresentação





// E Finalmente o Pitch!



[ Escola SENAI de informática ]

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[informatica.sp.senai.br](http://informatica.sp.senai.br)

