

# CONCEITO SELECIONADO PELO DECISOR



## THE TASK- MAKER

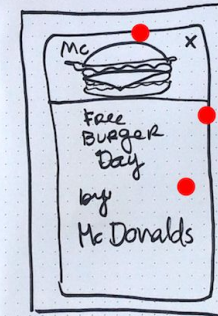
STUDENTS DO SIMPLE  
TASKS AND GET  
REWARD POINTS TO EXCHANGE  
FOR PRODUCTS AT PARTNER  
SHOPS.

Tasks such as:



TYPES OF TASKS:

- TO INCREASE  
AWARENESS
- MAKE PARTNER-  
SHIPS WITH  
STORES/SERVICES



PARTNERSHIPS:

SPECIAL DAYS WITH SPECIAL  
OFFERS PROMOTED ON THE  
APP (AND ONLY FOR USERS OF THE APP)  
SPONSORED BY PARTNERS

# FLUXO DOS TESTES COM USUÁRIOS

1 RECEIVES INVITE  
THROUGH FB

2 DOWNLOADS APP

3 REGISTERS

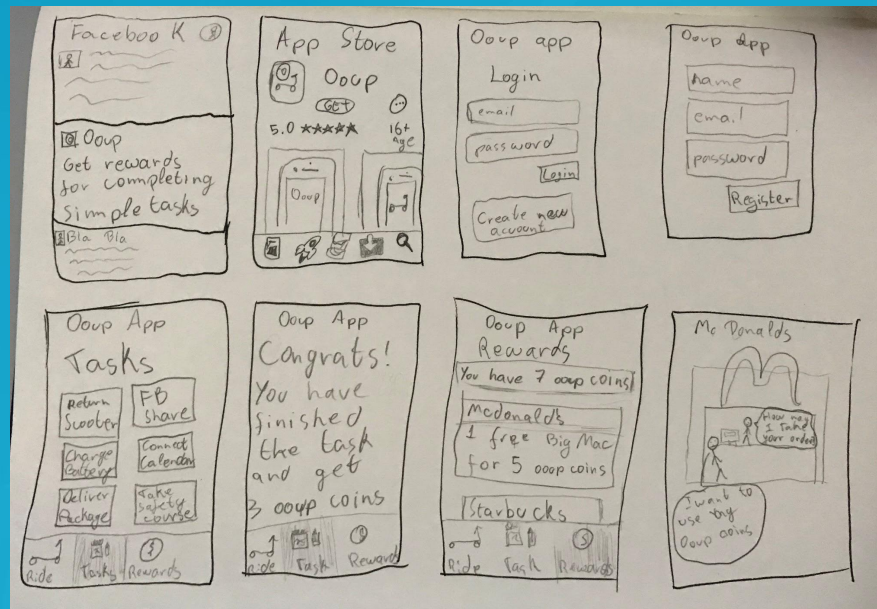
4 MAKES ONE OF  
THE TASKS

5 GET REWARD  
POINTS

6 USE POINTS IN  
SPECIAL OFFERS

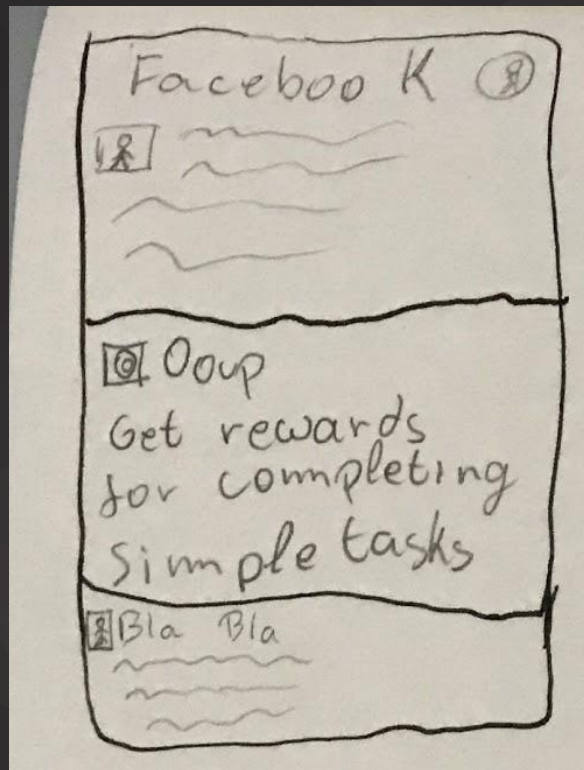


# ROTEIRO: VISÃO COMPLETA



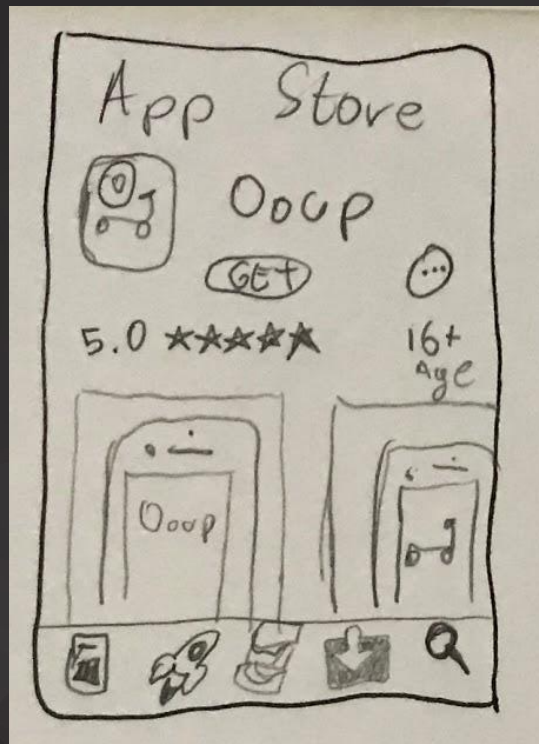


## ROTEIRO: CÉLULA 1 DETALHE





## ROTEIRO: CÉLULA 2 DETALHE





## ROTEIRO: CÉLULA 3 DETALHE

Ocup app

Login

email

password

Login

Create new account

A hand-drawn sketch of a mobile application login screen. The screen is enclosed in a rectangular border. At the top, the text 'Ocup app' is written. Below it, the word 'Login' is centered. There are two input fields: the first is labeled 'email' and the second is labeled 'password'. Below the password field is a button labeled 'Login'. At the bottom of the screen is a button labeled 'Create new account'.



## ROTEIRO: CÉLULA 4 DETALHE

A hand-drawn wireframe sketch of a mobile application screen, titled "Ooup dpp" in the top left corner. The screen contains four vertically stacked rectangular input fields. The first three fields are labeled "name", "email", and "password" respectively. Below these fields is a rectangular button labeled "Register". The entire sketch is drawn in black ink on a light-colored background.





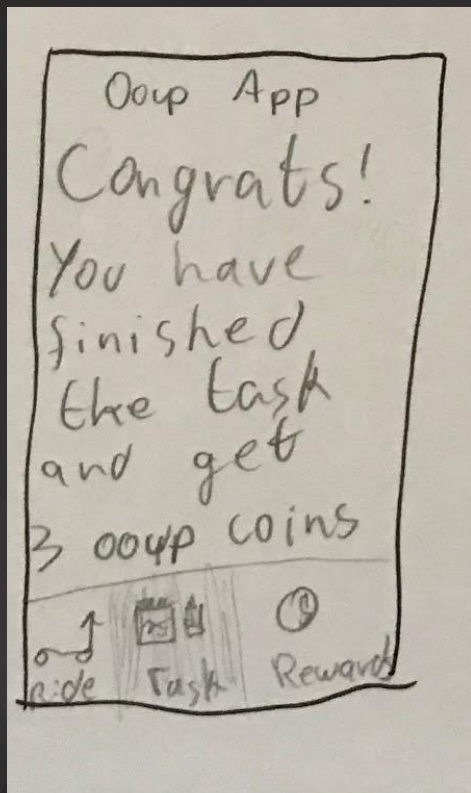
# ROTEIRO: CÉLULA 5 DETALHE





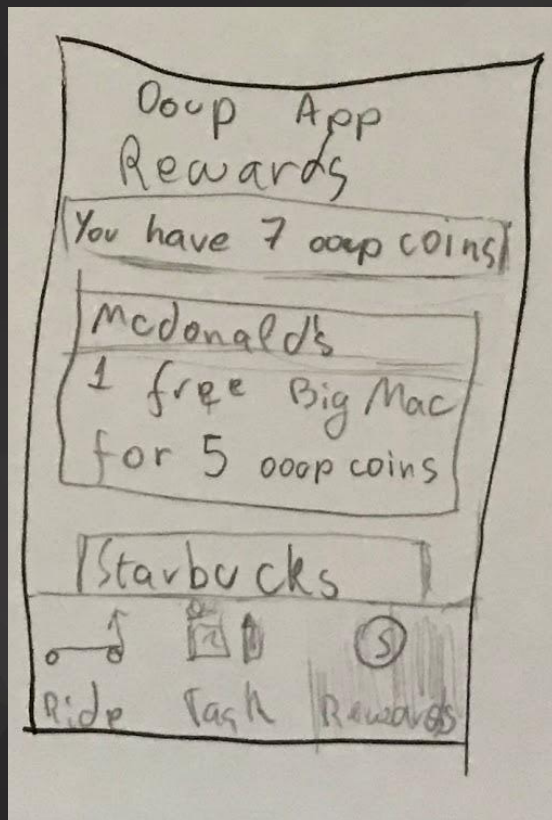


## ROTEIRO: CÉLULA 6 DETALHE





## ROTEIRO: CÉLULA 7 DETALHE





## ROTEIRO: CÉLULA 8 DETALHE (duplique se precisar de mais)

