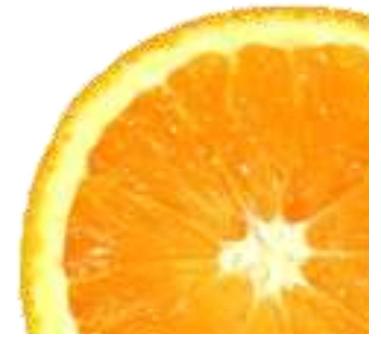
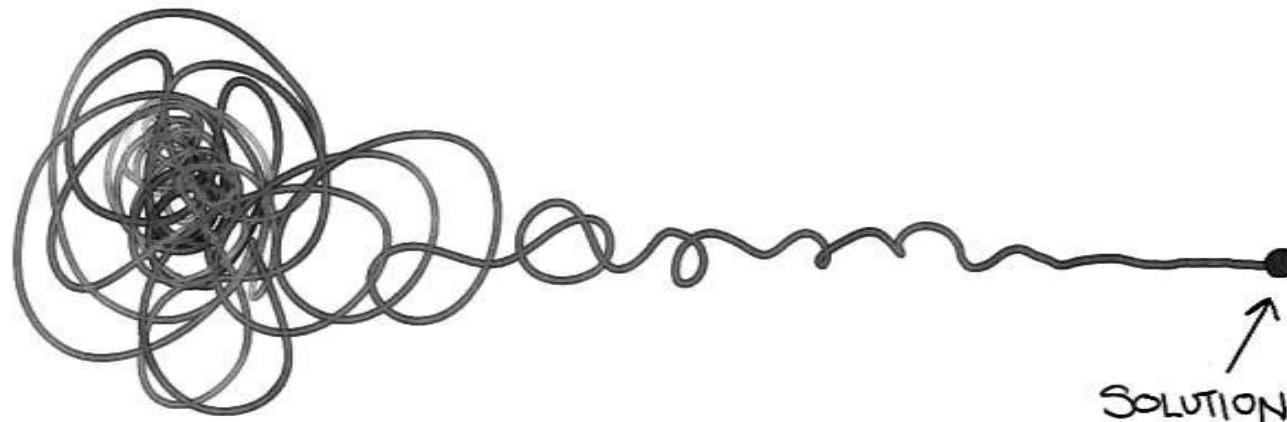
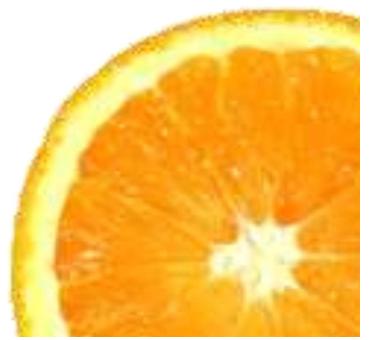


Design Thinking



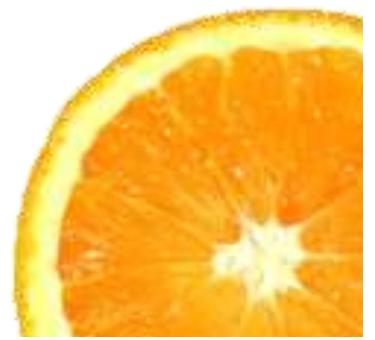
**É a maneira
prática de se
pensar para criar.**



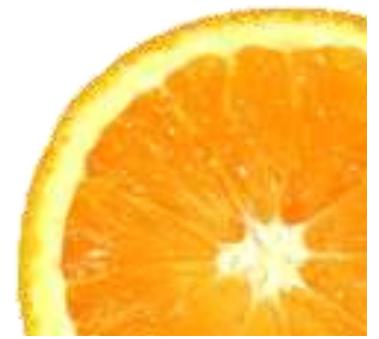
Inovar!

Fazer Diferente!

Fazer Melhor!



**Como se faz
Diferente?**



Busca de
informação

Análise de
conhecimento

CRIATIVIDADE

Soluções/
Criações



Atividade feita em **Grupo**

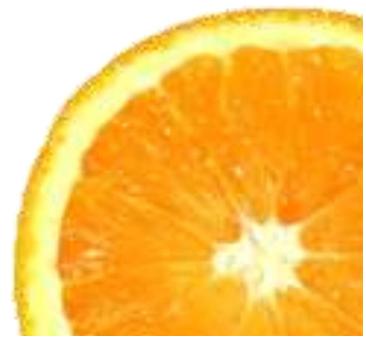
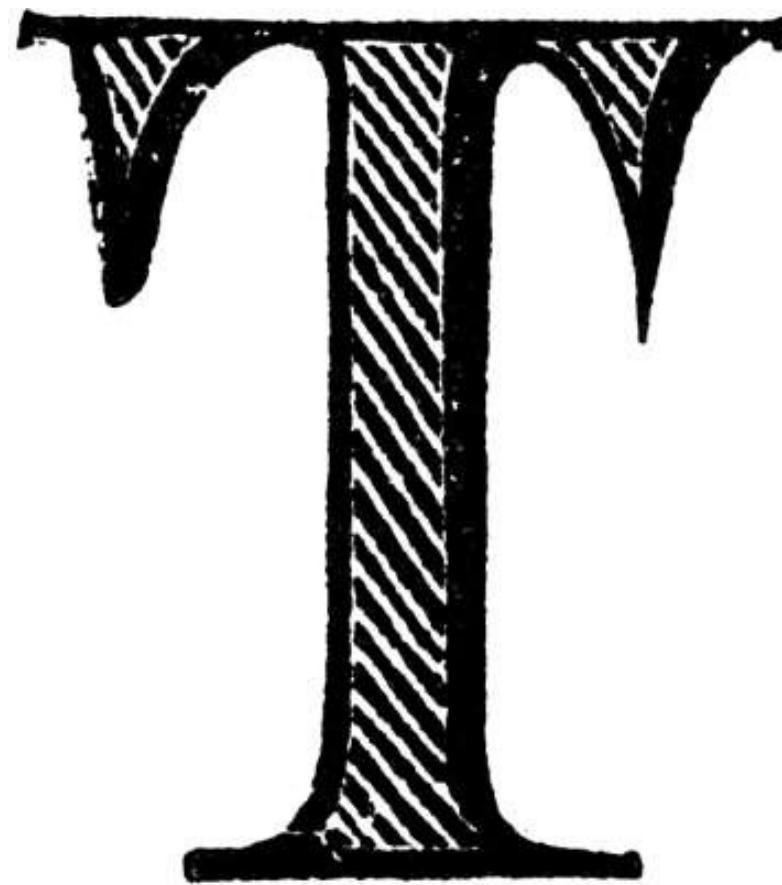


Pessoas...

**Conhecimentos
Gerais**



**Conhecimento
aprofundado**

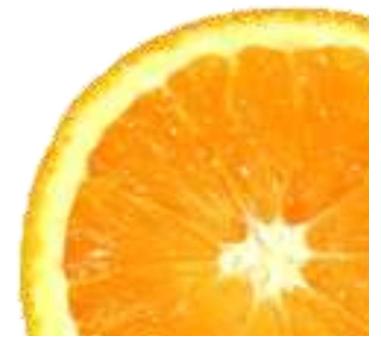


**Busca de
informação**

**Análise de
conhecimento**

CRIATIVIDADE

**Soluções/
Criações**



**Busca de
Informação?**

Busca?

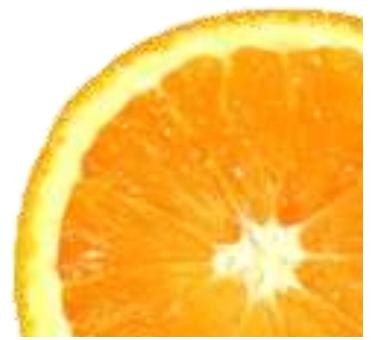
Que Informação?

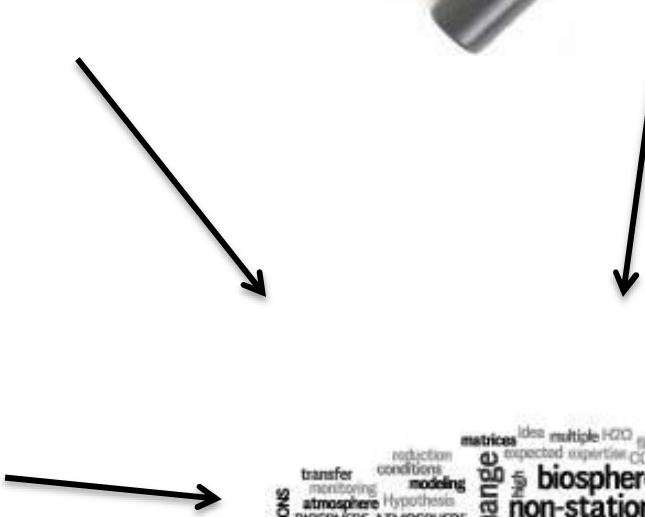
Como assim?

O Que é?

**Busca de QUAL
Informação?**

Busca? C.





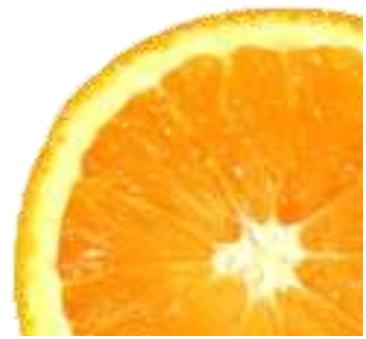
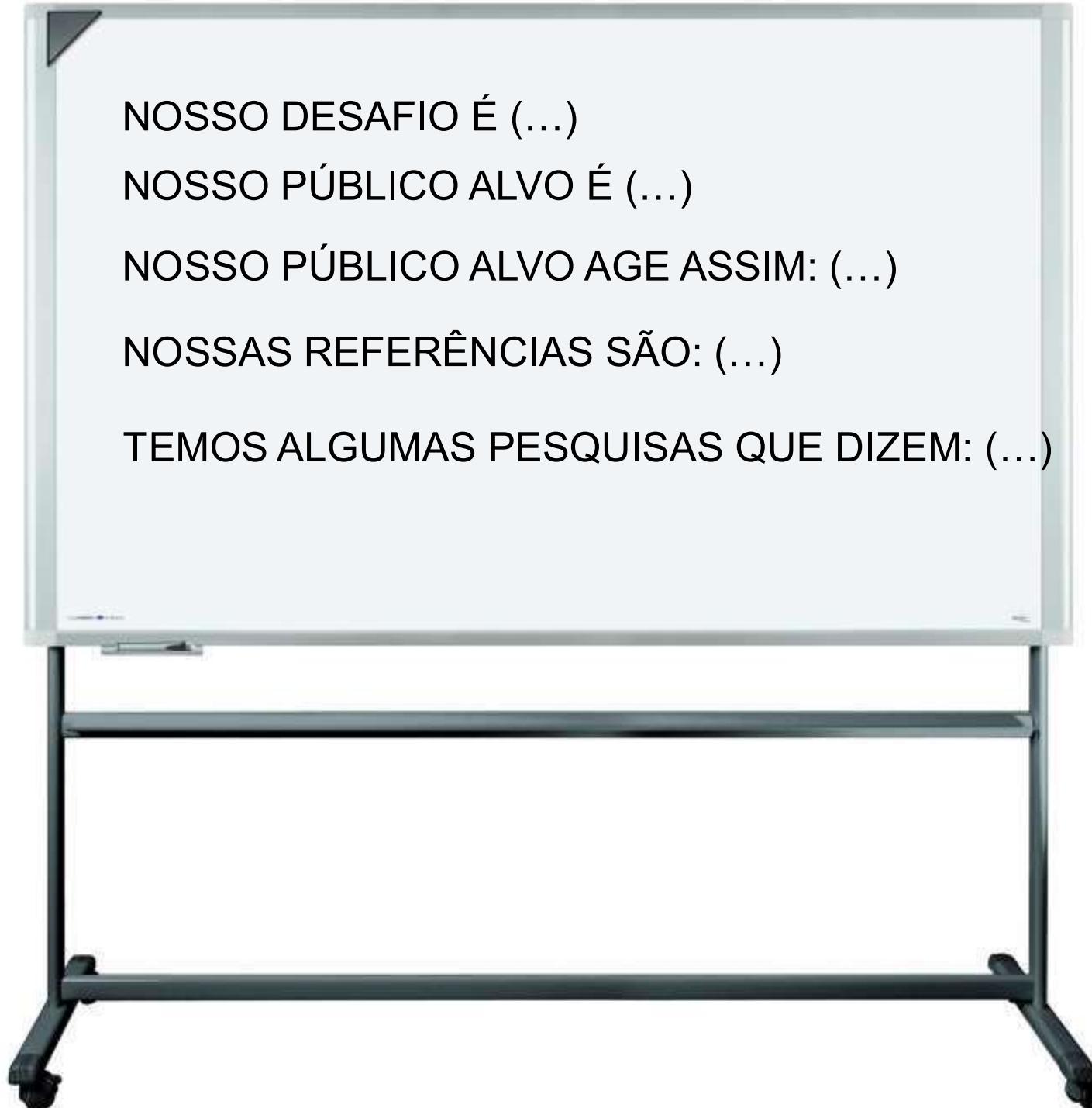
NOSSO DESAFIO É (...)

NOSSO PÚBLICO ALVO É (...)

NOSSO PÚBLICO ALVO AGE ASSIM: (...)

NOSSAS REFERÊNCIAS SÃO: (...)

TEMOS ALGUMAS PESQUISAS QUE DIZEM: (...)

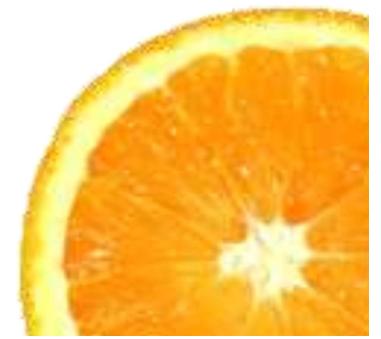


**Busca de
informação**

**Análise de
conhecimento**

CRIATIVIDADE

**Soluções/
Criações**



Análise do
conhecimento?

Conhecimento?

Análise?
?

QUÊ?

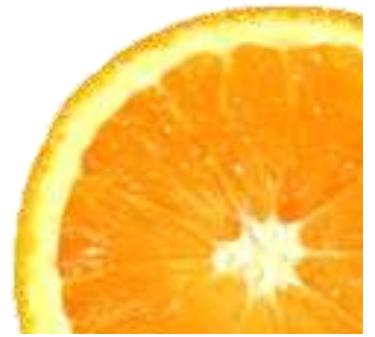
Como assim?

Análise do
conhecimento

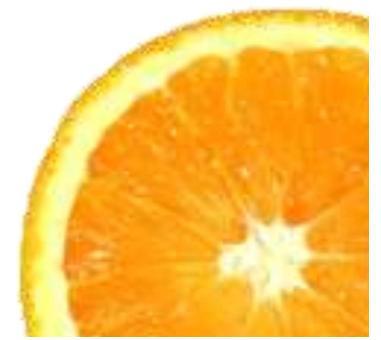
Conhecimento de quem??

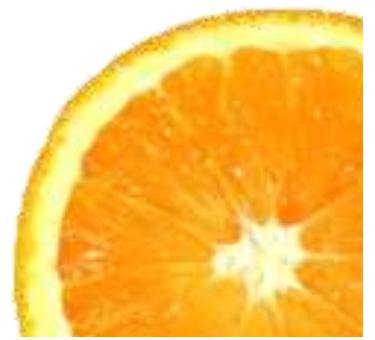
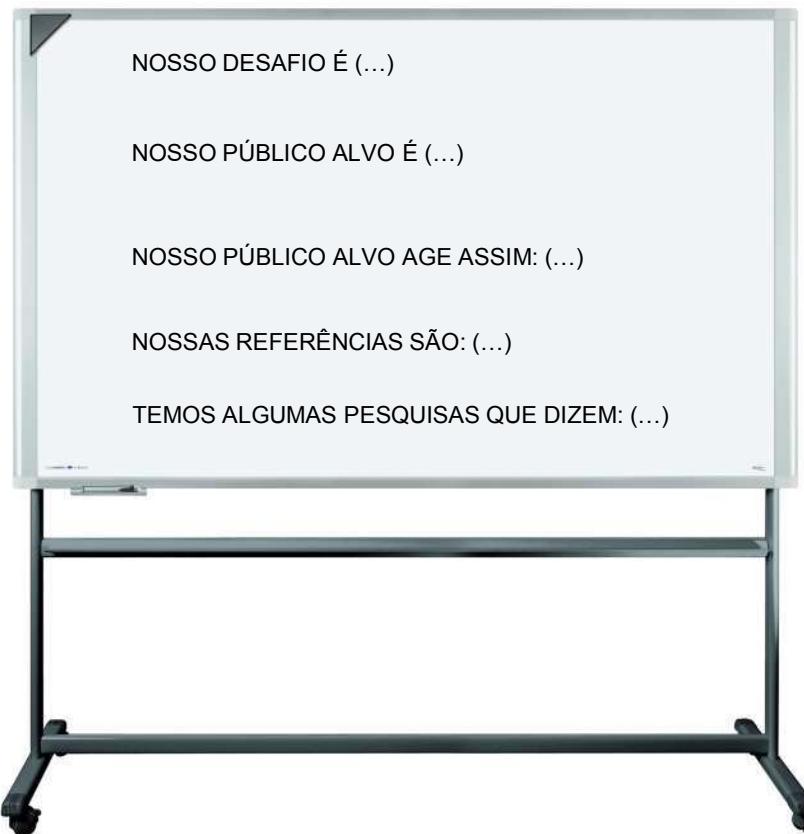


De quem
precisamos
saber para ter
as melhores
ideias?



Interdisciplinaridade



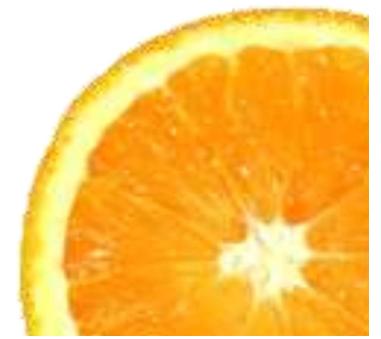


**Busca de
informação**

**Análise de
conhecimento**



**Soluções/
Criações**



Criatividade?

Criatividade?

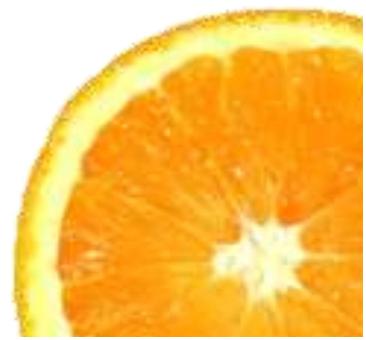
Criatividade?

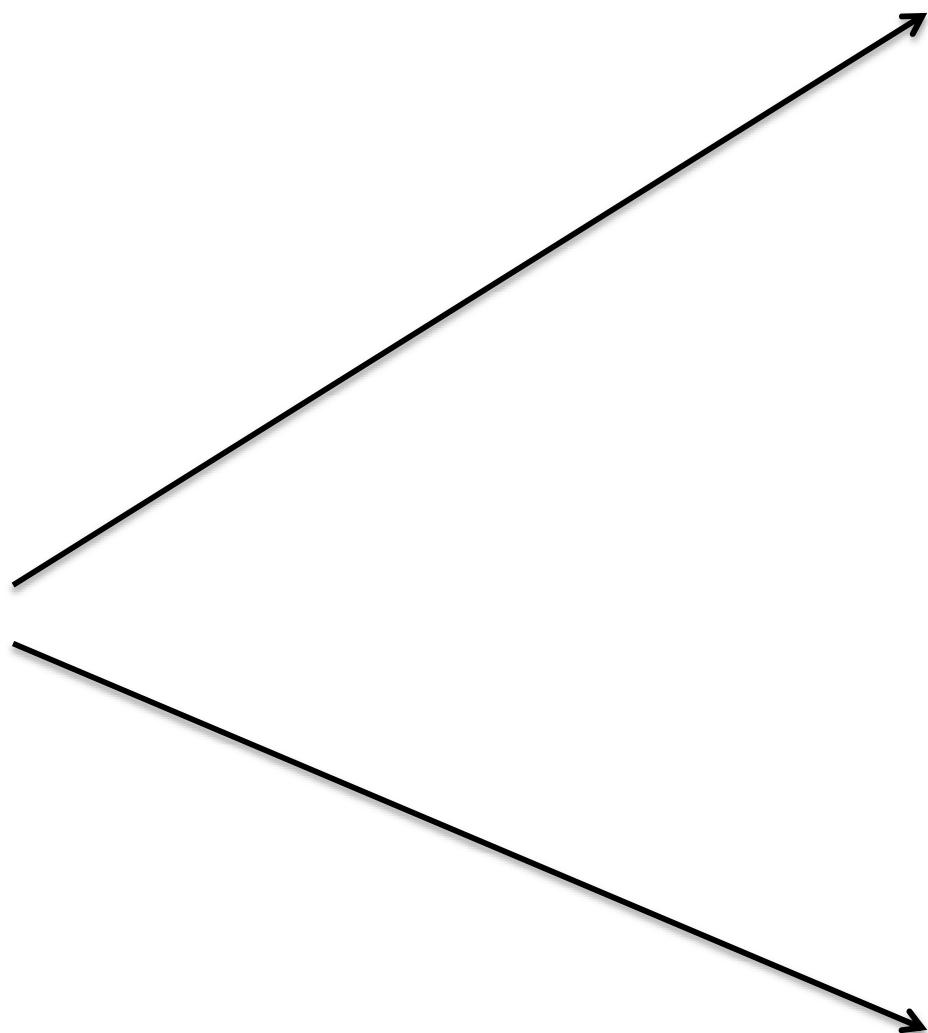
Criatividade?

Criatividade?

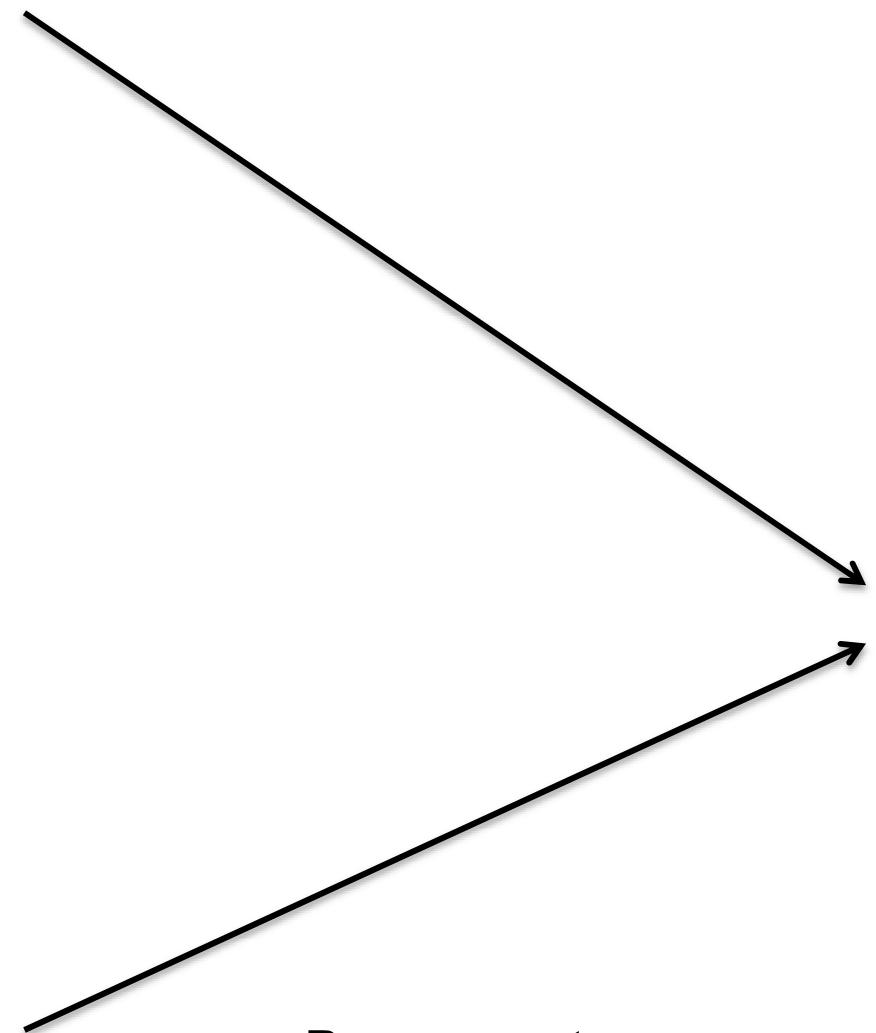
Criatividade?

Criatividade?

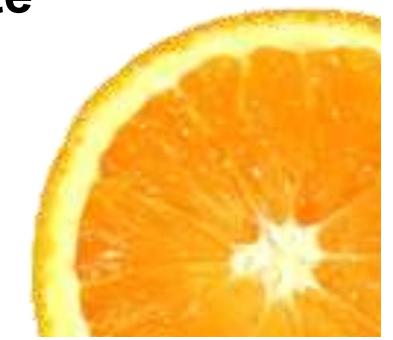




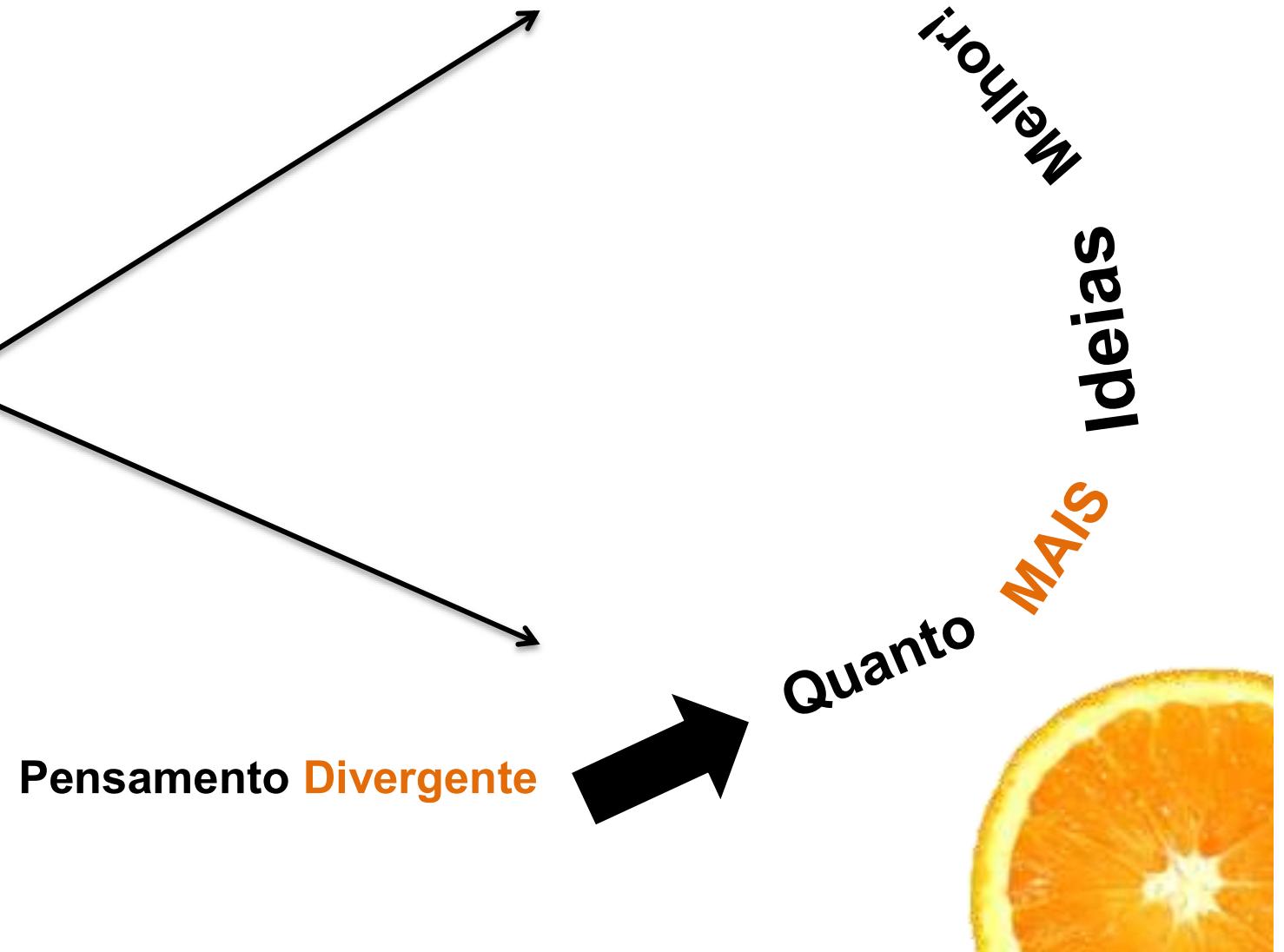
Pensamento Divergente



**Pensamento
Convergente**



Brainstorming

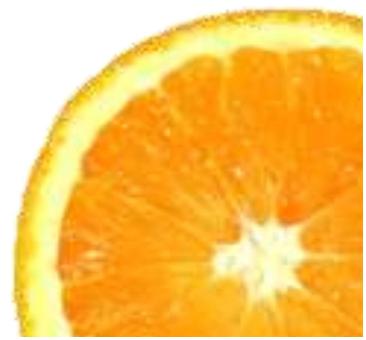


Regras



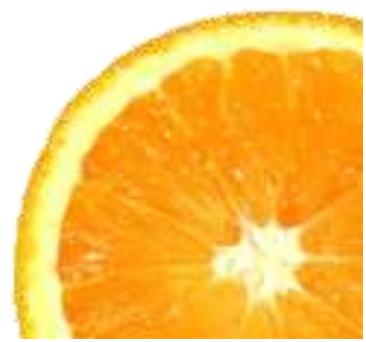
1

**CRÍTICAS
SÃO
PROIBIDAS!**



2

**Quantidade:
Encoraje as
ideias
doidas!**



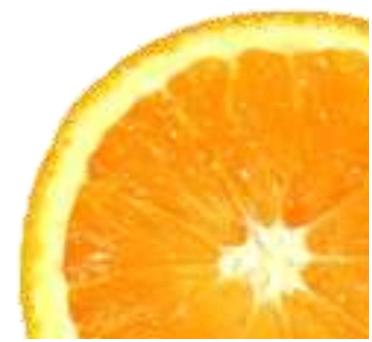
3

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



4

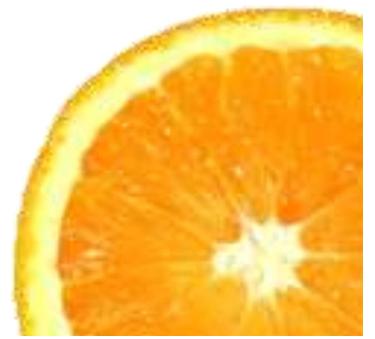
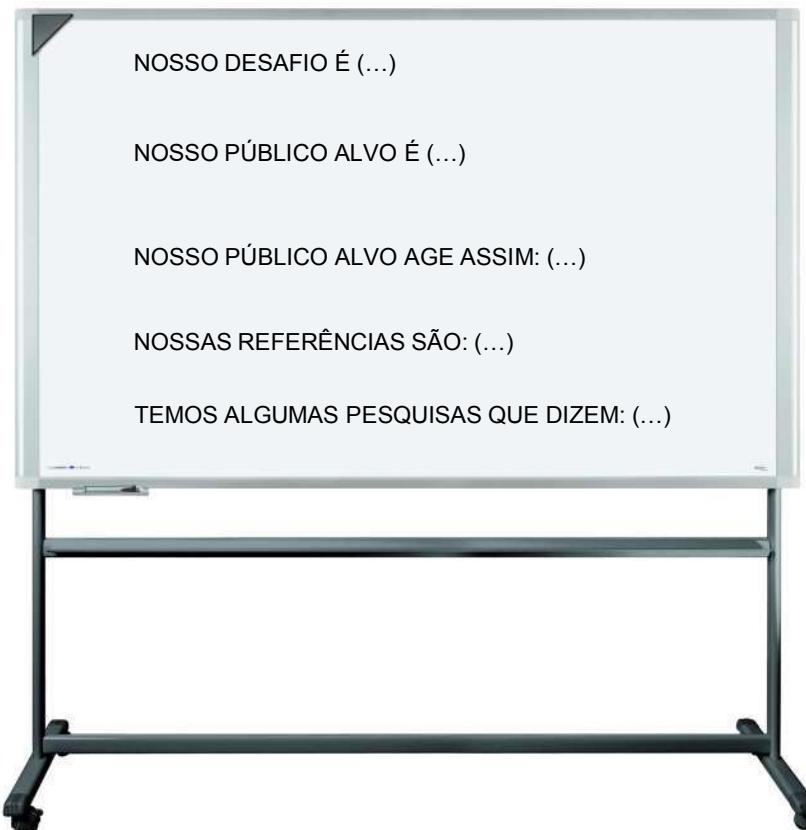
**Seja Visual:
visualize e
ilustre as
suas ideias!**

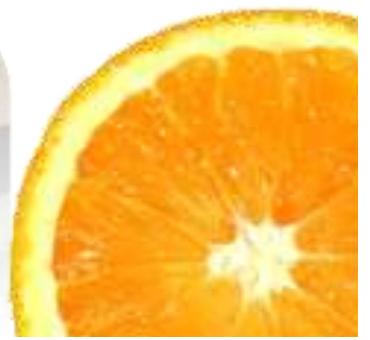


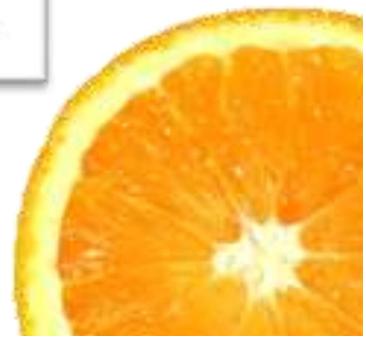
5

O Tempo é
limitado!

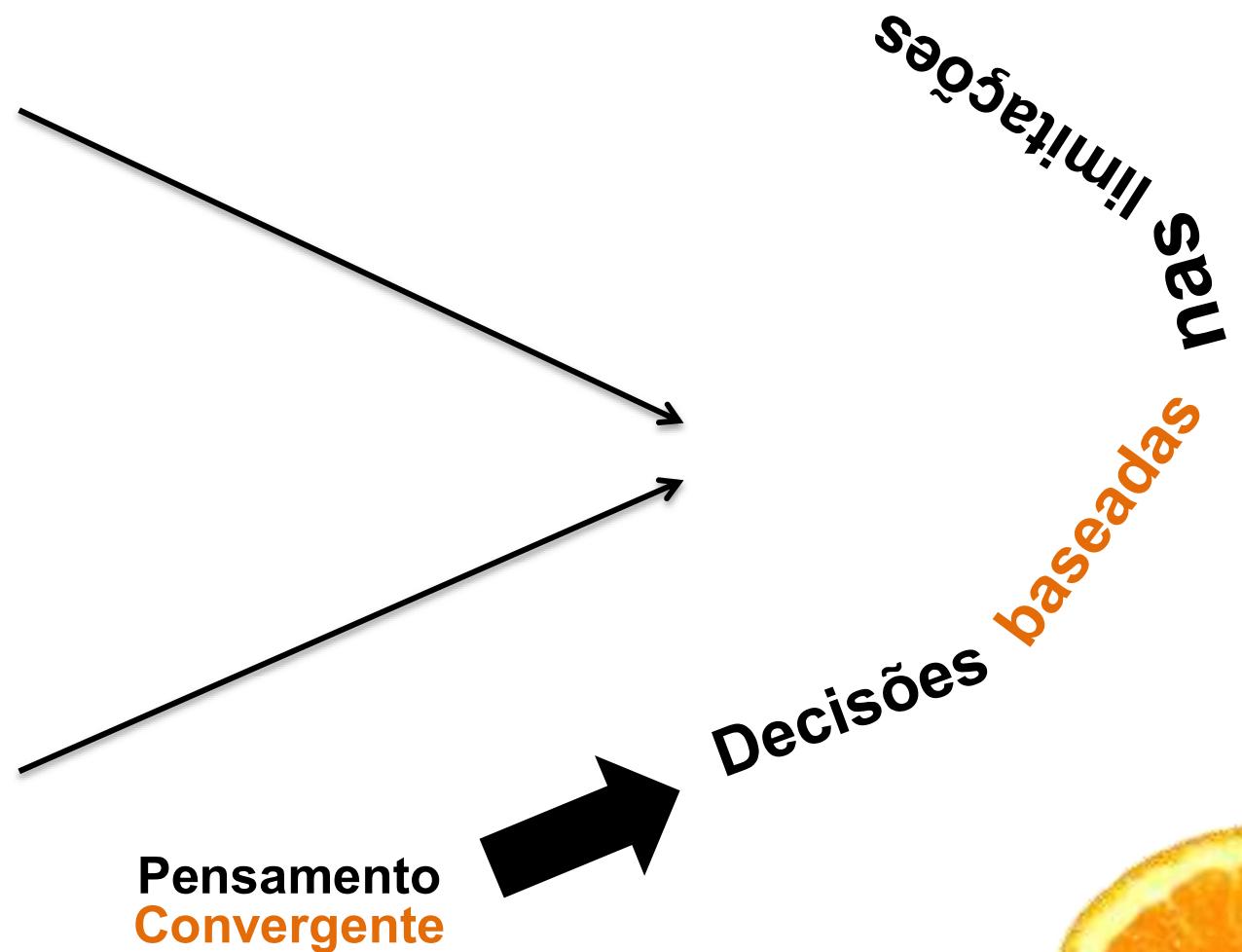


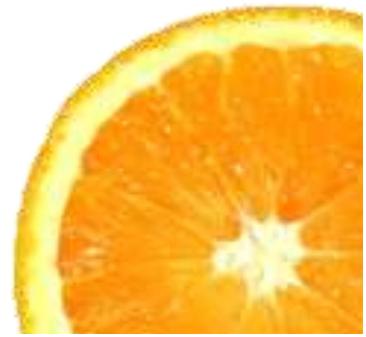




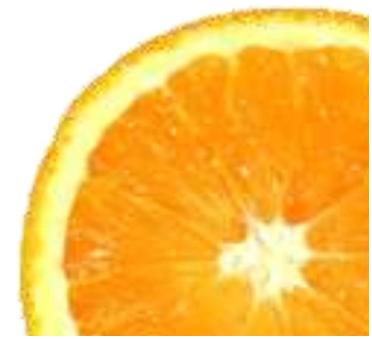
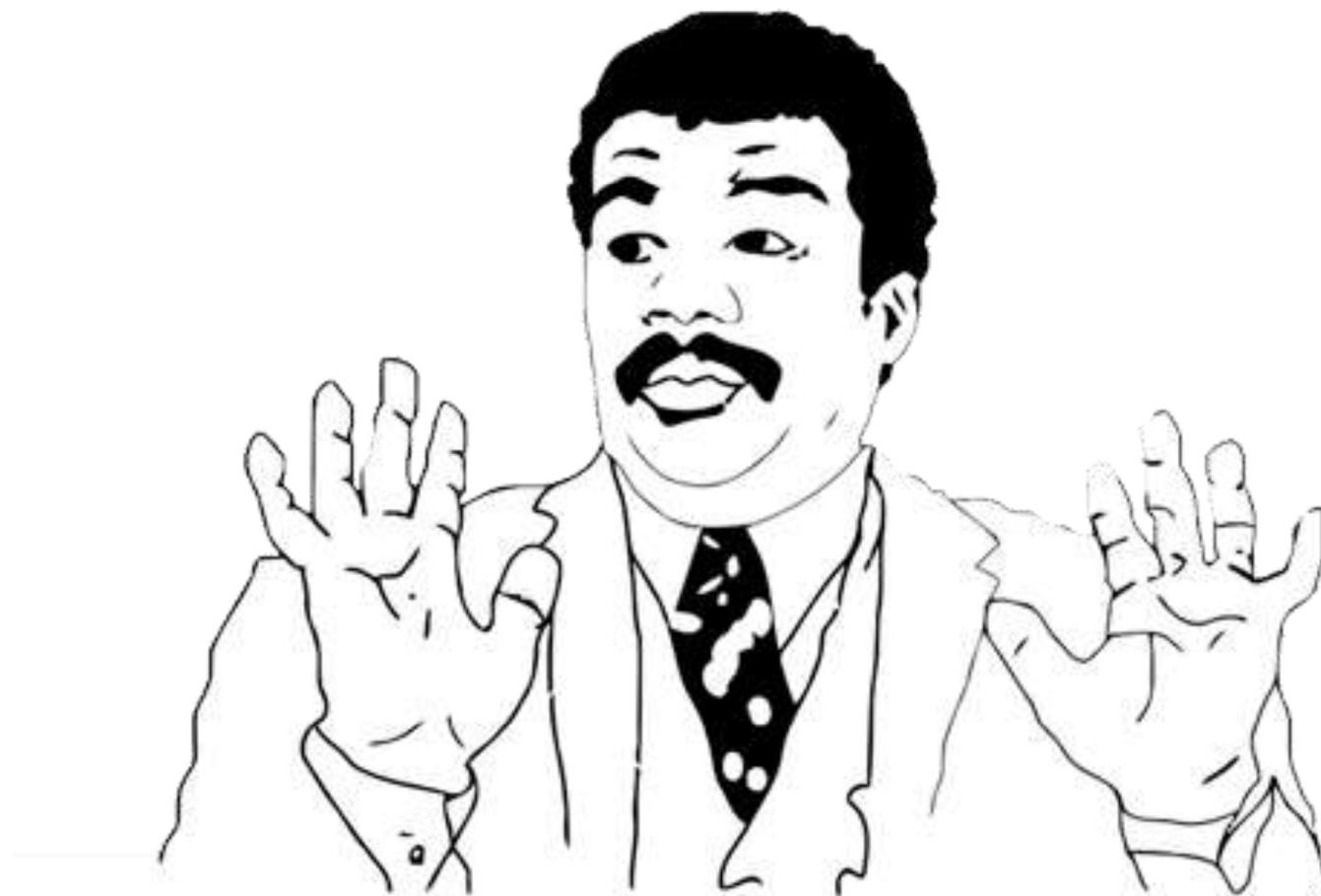


Fazer Escolhas





Mas por que essa bagunça?



EXPERIENCE =

USABILITY/ANALYTIC + DESIGN/CREATIVE

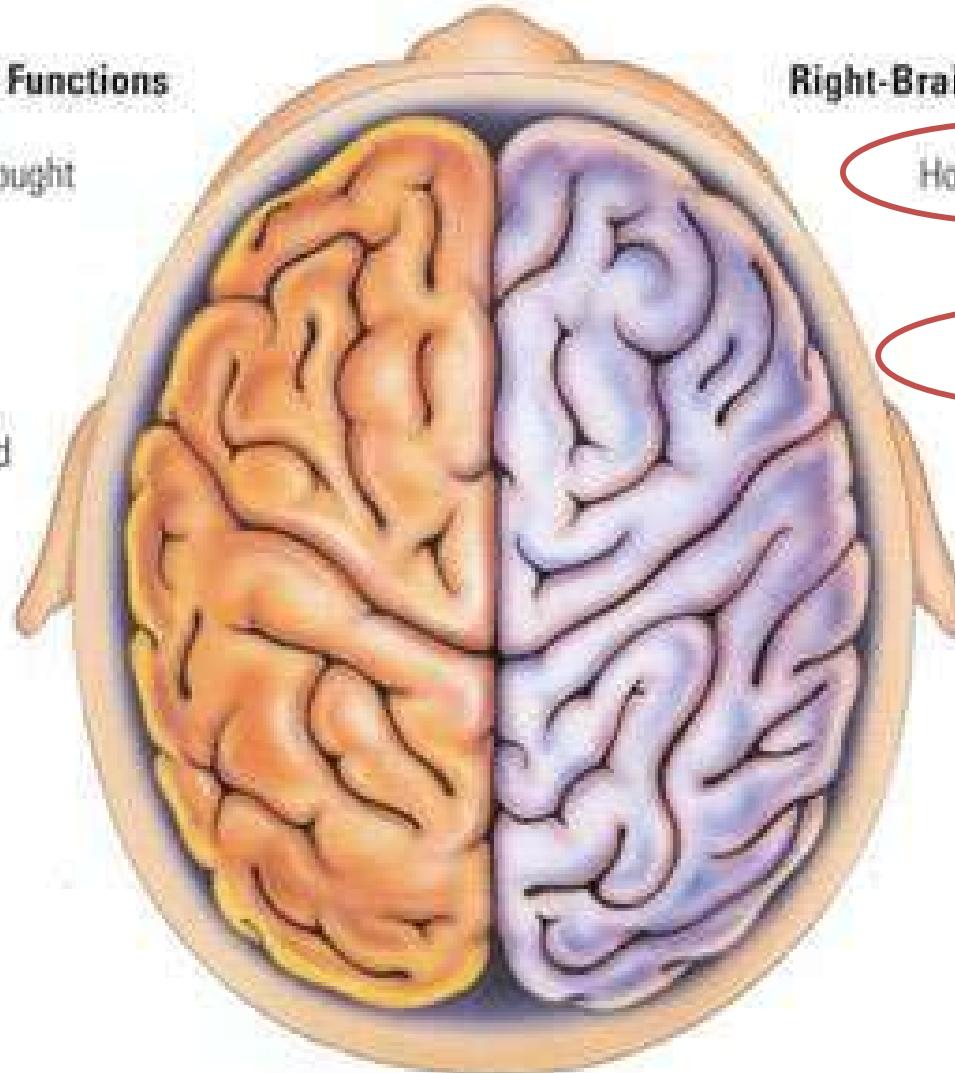
Left-Brain Functions

Analytic thought

Logic

Language

Science and
math



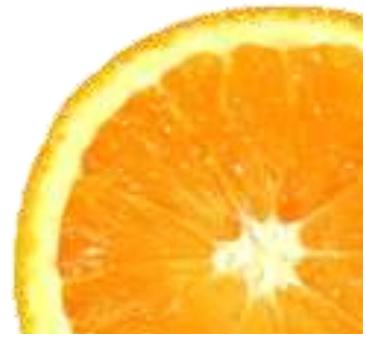
Right-Brain Functions

Holistic thought

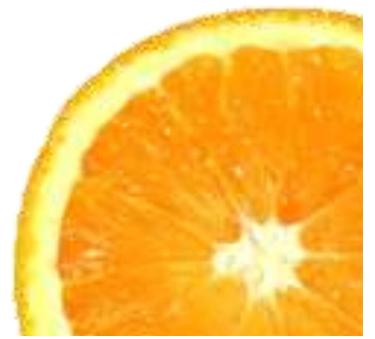
Intuition

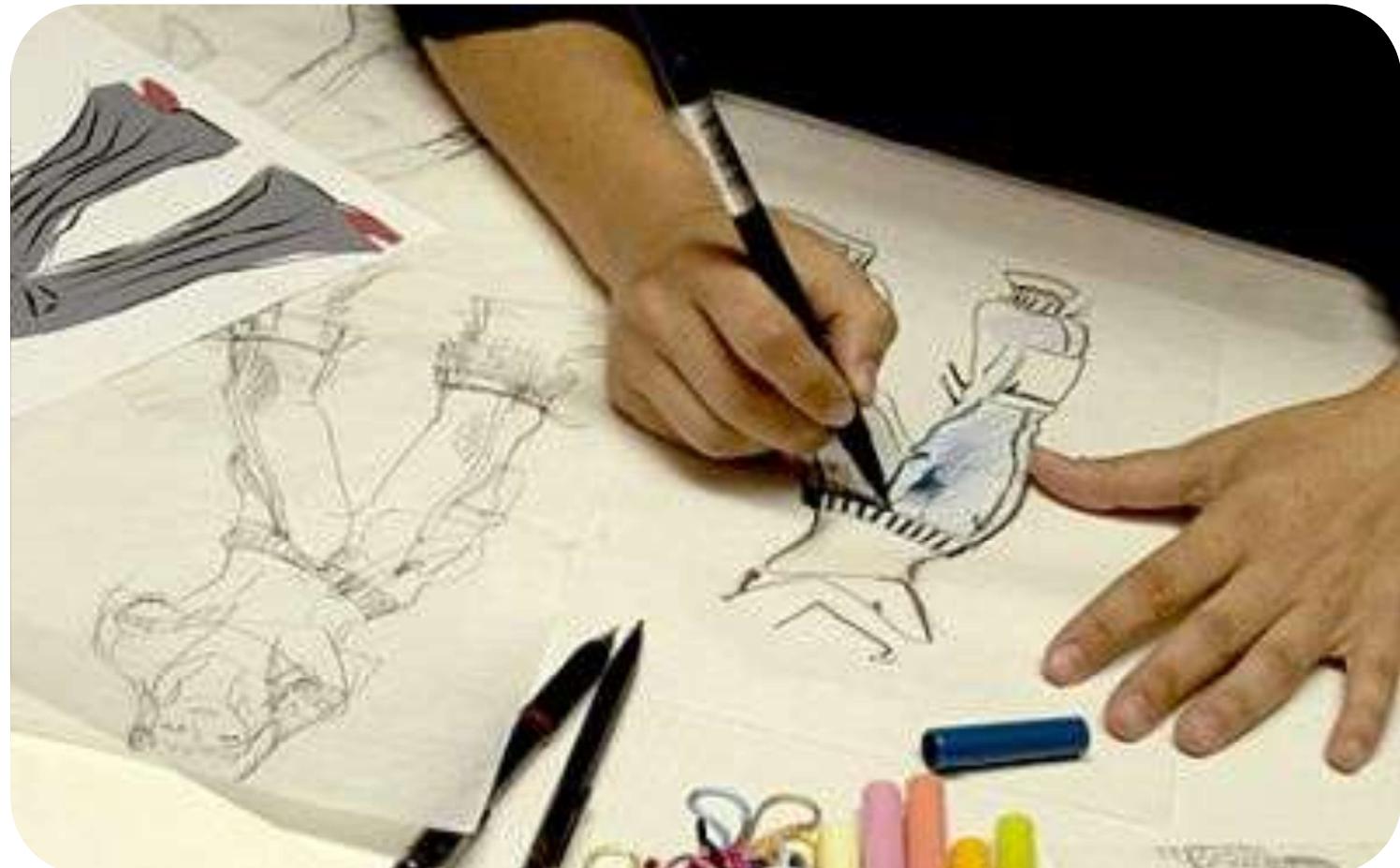
Creativity

Art and
music

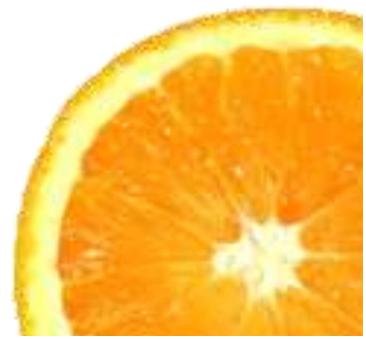


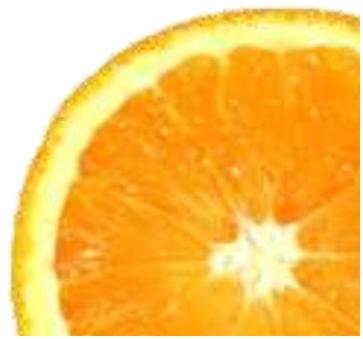
E aí sim...

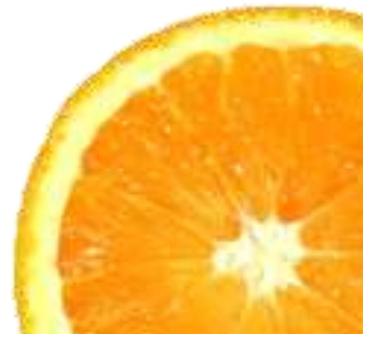


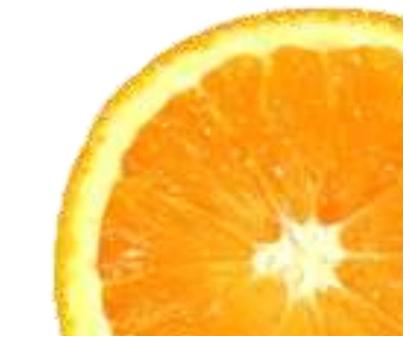


THINK
OUTSIDE
THE BOX!











agênciaclickisobar

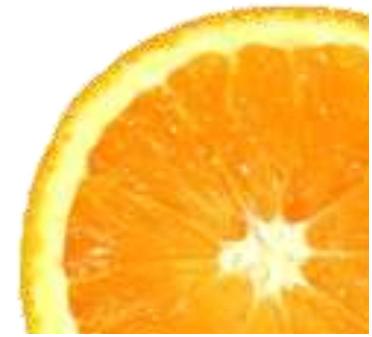


DM9



.....

B B H



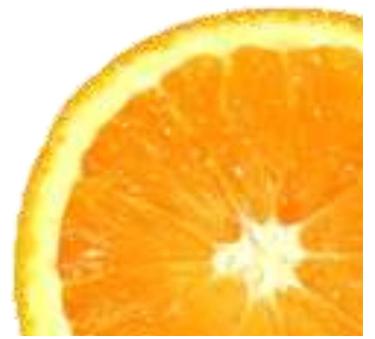
Referências...



WIKIPEDIA
The Free Encyclopedia



Obrigado!



Final =)

