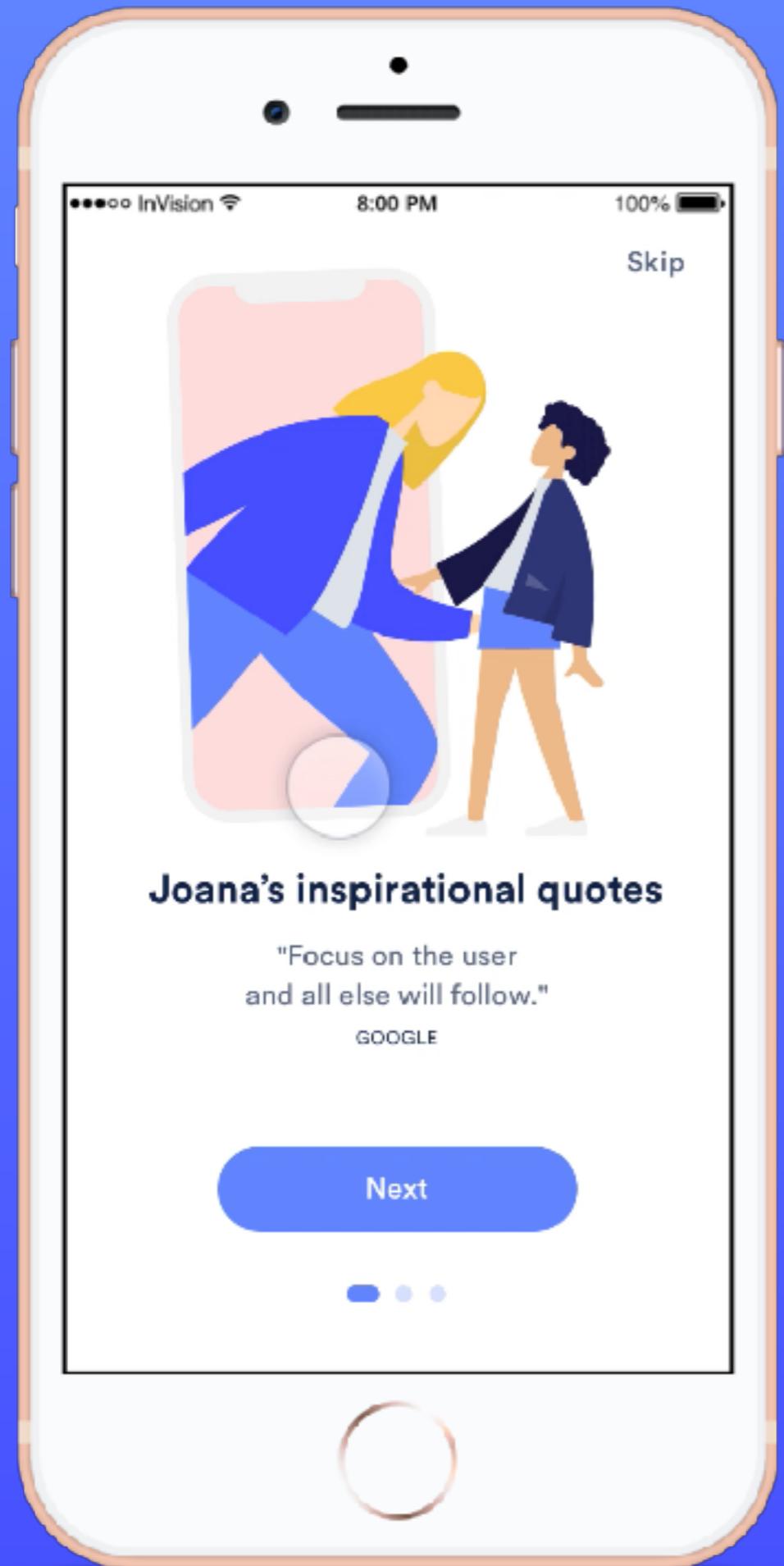


My APPresentation



Joana Miranda
Aspiring UX Designer



If I was an APP...



<https://bit.ly/2WCzxtF>



PROFILE



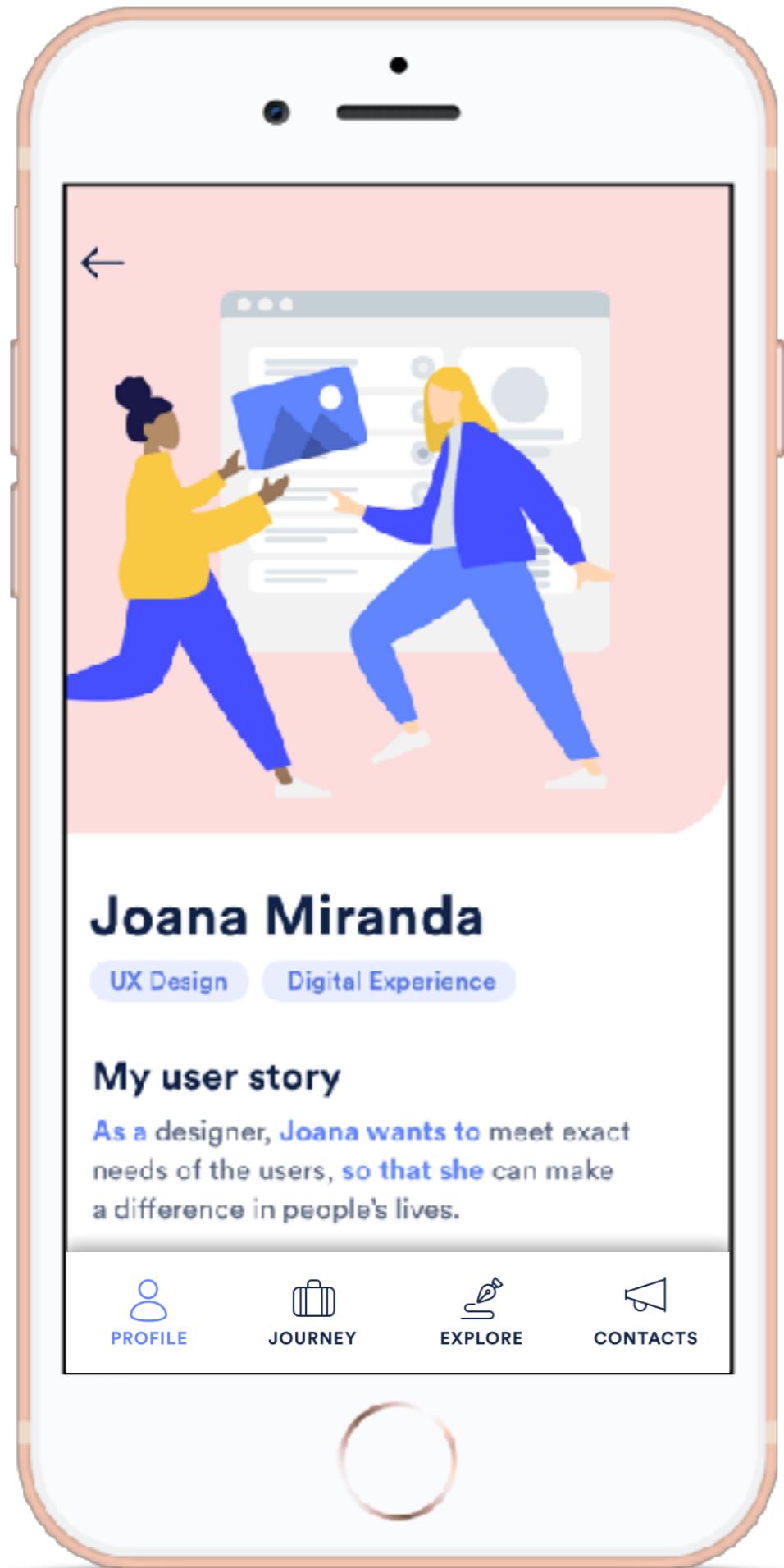
JOURNEY



EXPLORE

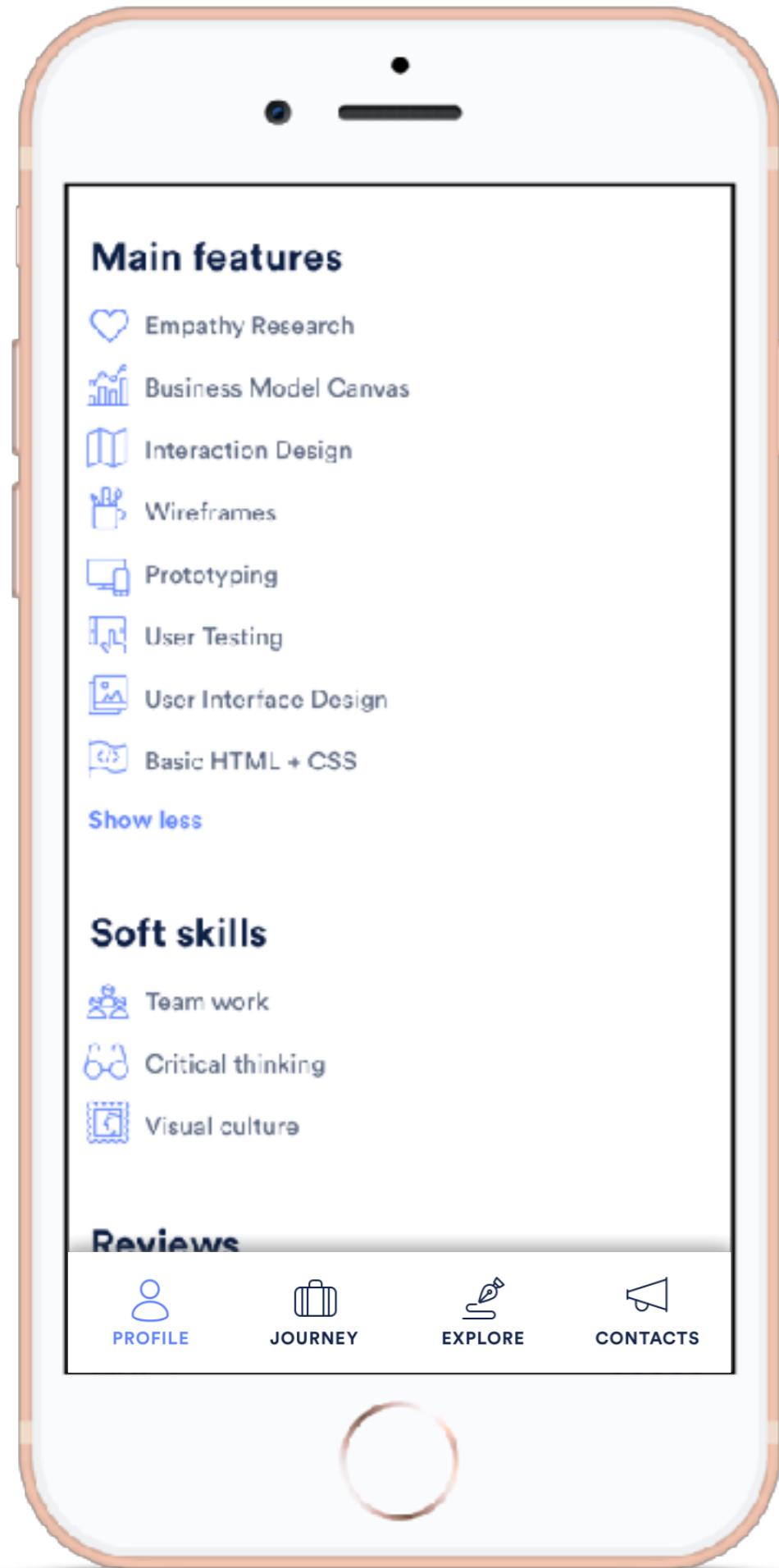


CONTACTS



My user story

As a designer, Joana wants to meet exact needs of the users, so that she can make a difference in people's lives.



Main features

- Empathy Research**
- Business Model Canvas**
- Interaction Design**
- Wireframes**
- Prototyping**
- User Testing**
- User Interface Design**
- Basic HTML + CSS**

Main features

 Empathy Research

 Business Model Canvas

 Interaction Design

 Wireframes

 Prototyping

 User Testing

 User Interface Design

 Basic HTML + CSS

[Show less](#)

Soft skills

 Team work

 Critical thinking

 Visual culture

Reviews



PROFILE



JOURNEY



EXPLORE



CONTACTS

Reviews

★★★★★

UX Design

★★★★★

Problem solver

★★★★★

Team work

★★★★★

Teresa Roque de Pinho

Atual colleague



★★★★★

Meticulous, hardworking, rigorous, companion, creative, persistent, discreet... It's very easy to praise! Highly recommended! 🌟

Inês Fonseca

Atual colleague



★★★★★

Joana is extremely organized, responsible and meticulous. She promotes good atmosphere at work and has a lot of creativity. A must have! 😎

[View more](#)



PROFILE



JOURNEY



EXPLORE



CONTACTS



PROFILE



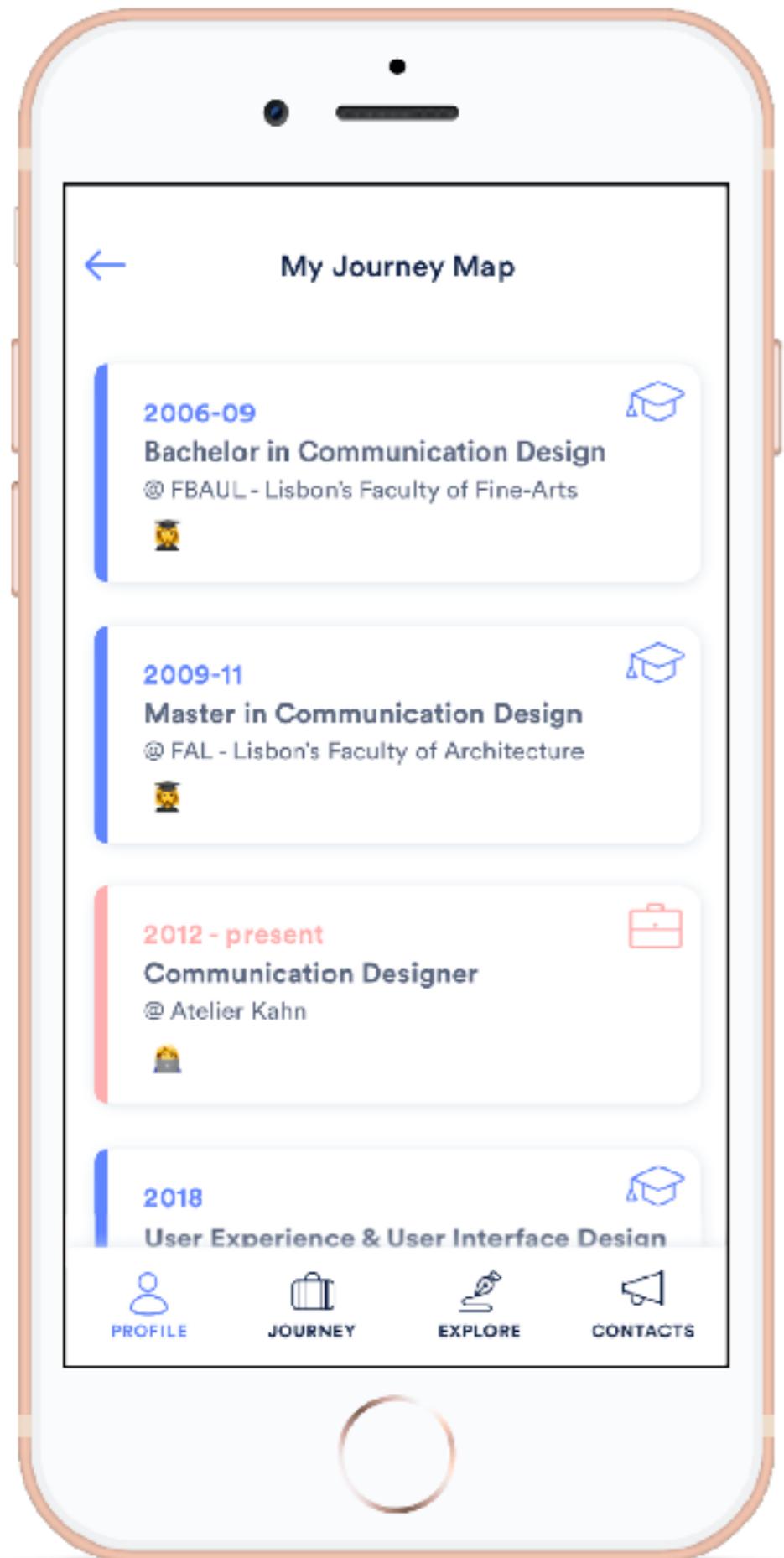
JOURNEY



EXPLORE



CONTACTS



←

My Journey Map

2006-09

Bachelor in Communication Design
© FBAUL - Lisbon's Faculty of Fine-Arts



2009-11

Master in Communication Design
@ FAL - Lisbon's Faculty of Architecture



2012 - present

Communication Designer



2018

User Experience & User Interface Design



 PROFILE

A small icon of a suitcase with wheels, representing travel or a journey.

An icon of a magnifying glass with a pencil-like handle, positioned above the word "EXPLORE".

2006-09

Bachelor in Communication Design

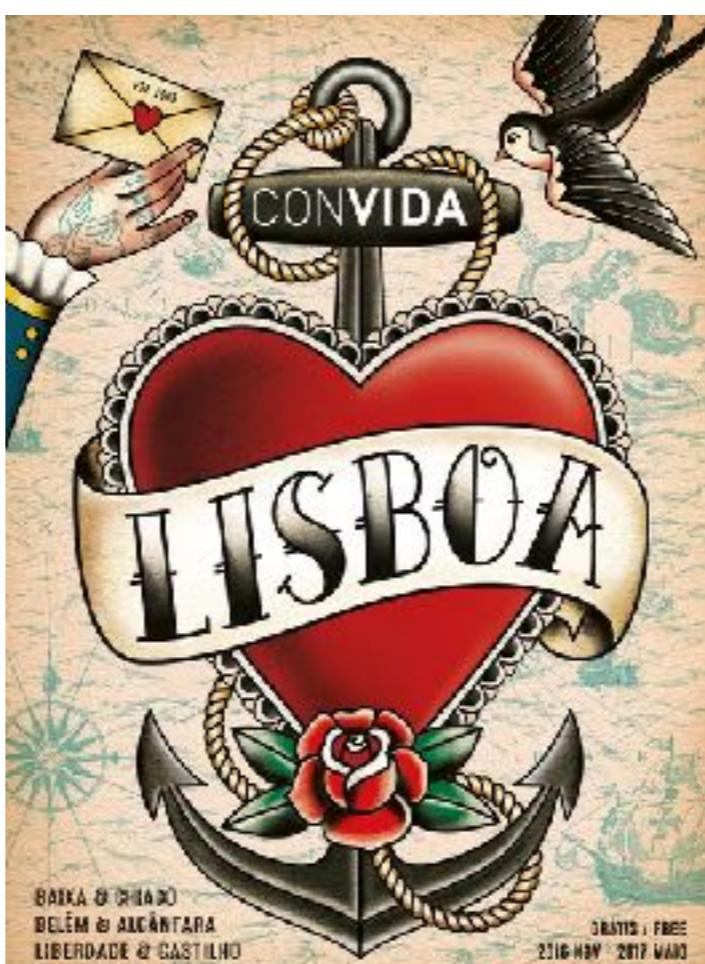
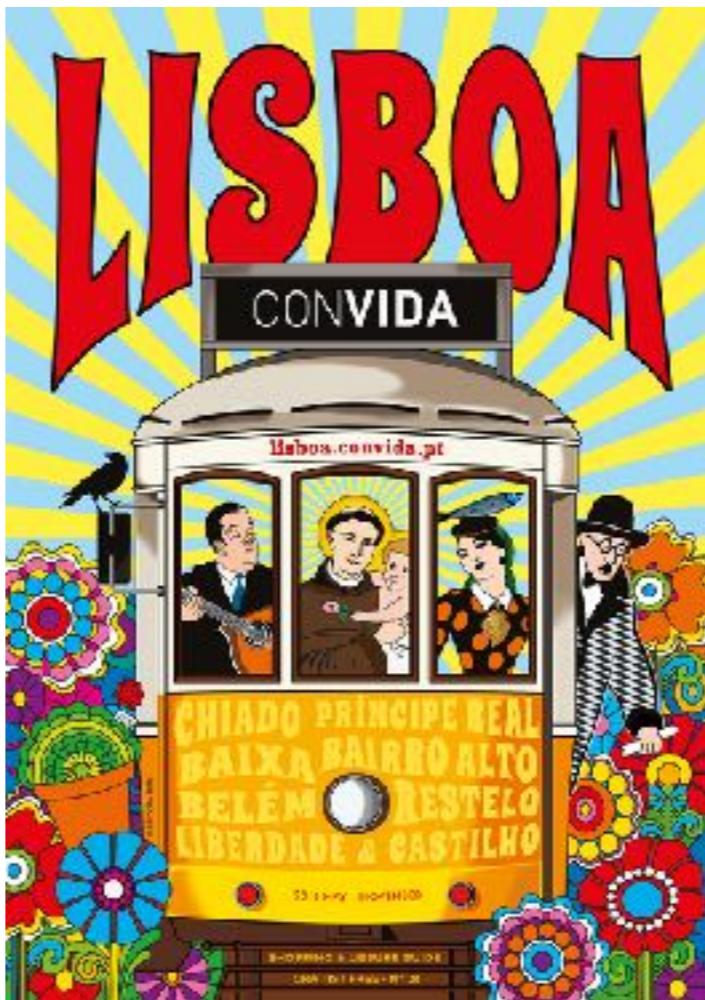
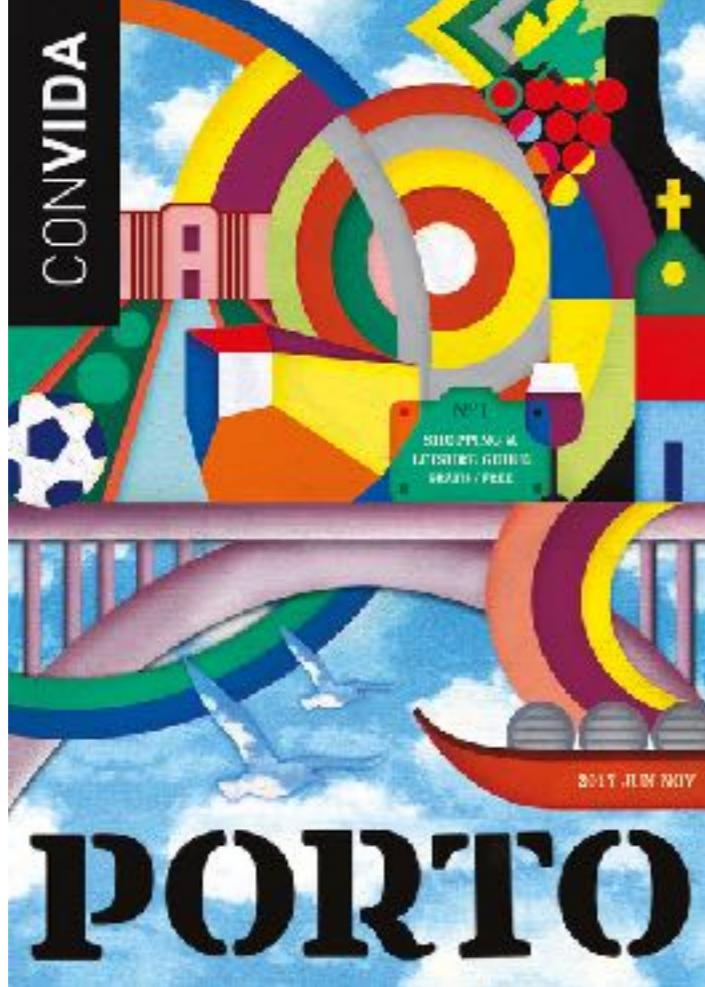
@ FBAUL - Lisbon's Faculty of Fine-Arts



A small icon of a person wearing a graduation cap.

2009

2006





2009-11

Master in Communication Design
@ FAL - Lisbon's Faculty of Architecture



2009

2012



2012 - present

Communication Designer
@ Atelier Kahn





2018

2019

2018



User Experience & User Interface Design
@ EDIT - Disruptive Digital Education

2018

2019

2018



User Experience & User Interface Design
@ EDIT - Disruptive Digital Education



2018

2019

2018

User Experience & User Interface Design
@ EDIT - Disruptive Digital Education



2018-19

Digital Experience Design
@ FBAUL - Lisbon's Faculty of Fine-Arts



2018

2019

2018

User Experience & User Interface Design
@ EDIT - Disruptive Digital Education



2018-19

Digital Experience Design
@ FBAUL - Lisbon's Faculty of Fine-Arts



2018

2019



PROFILE



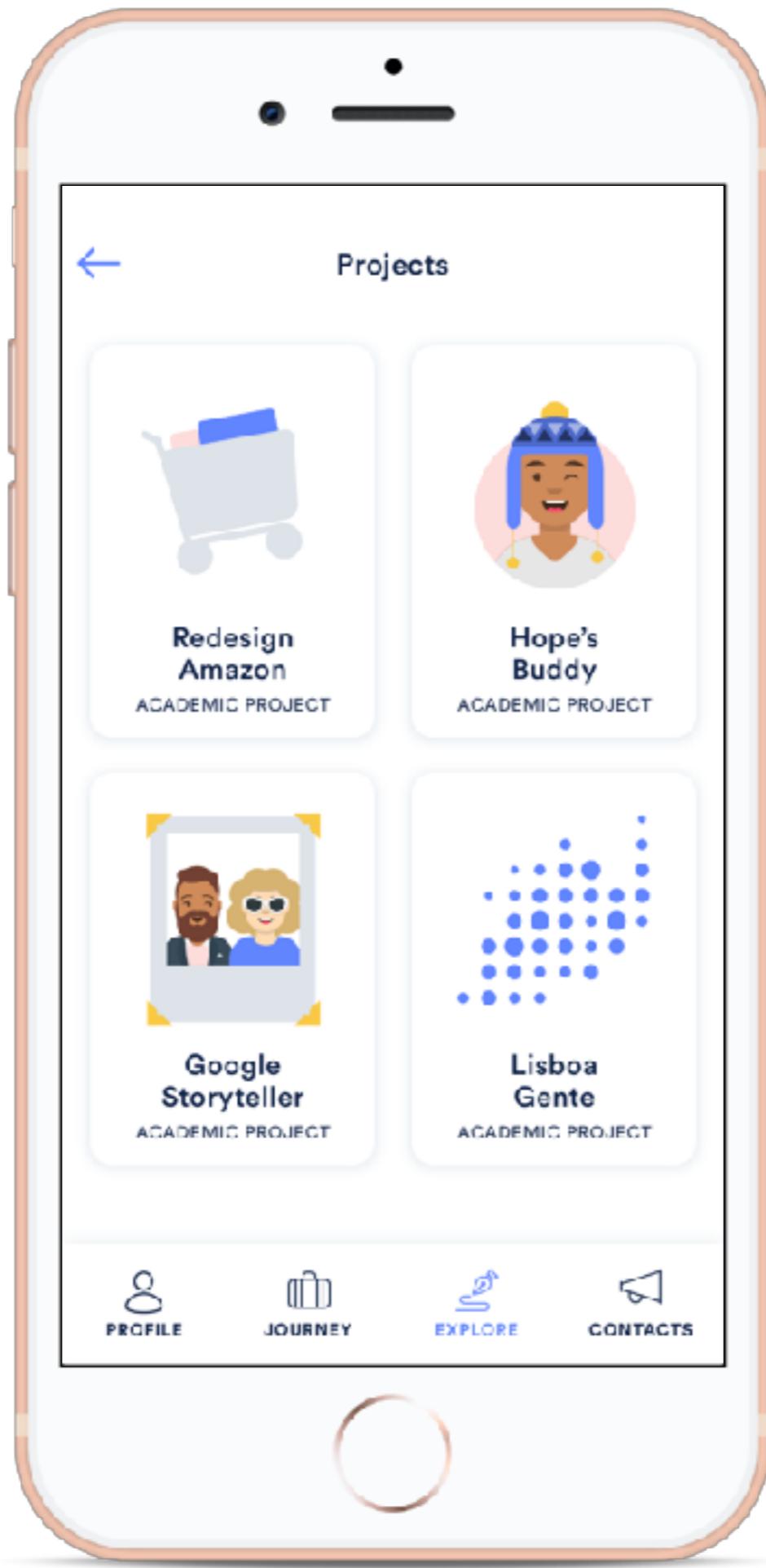
JOURNEY

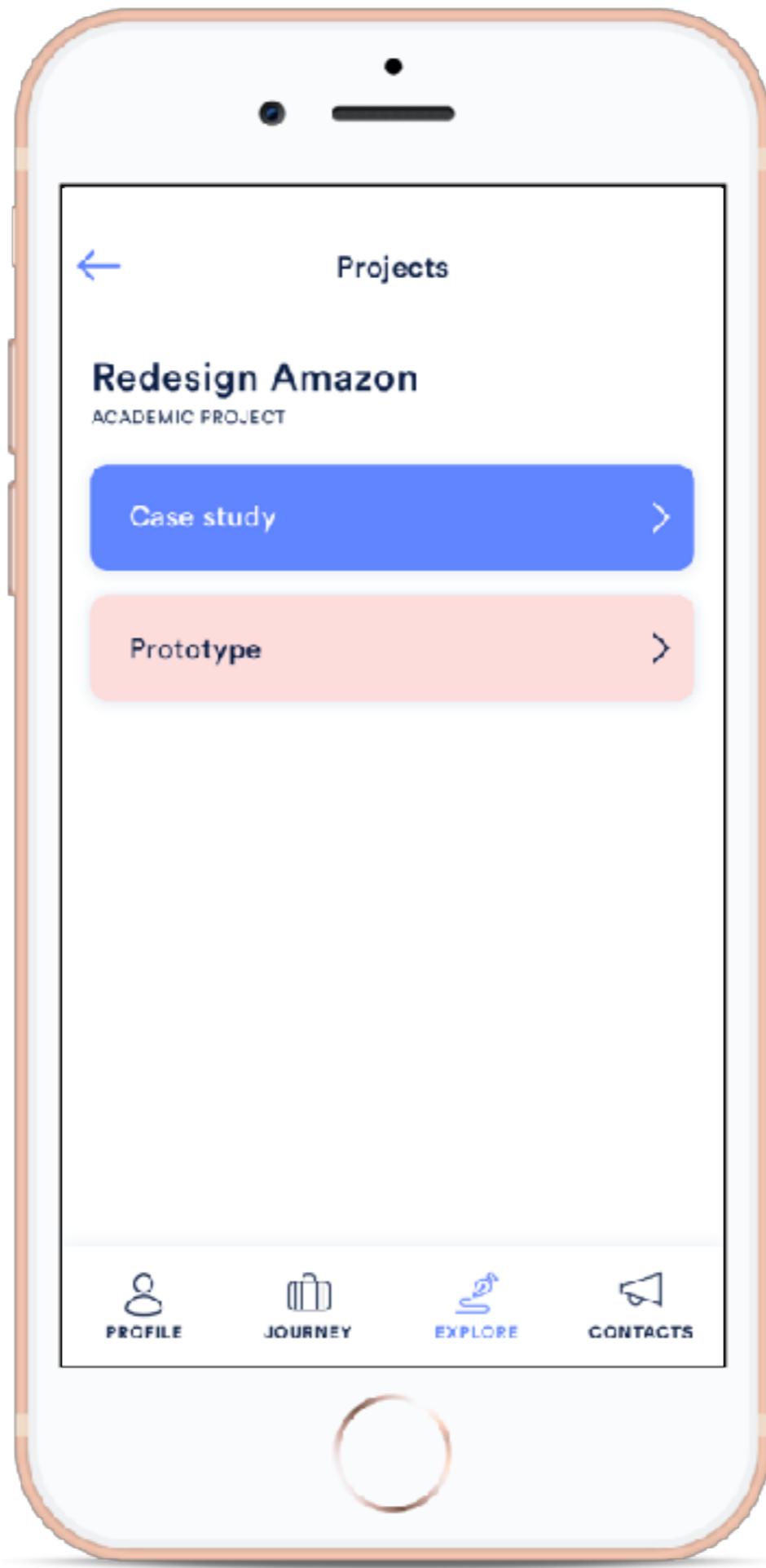


EXPLORE



CONTACTS





Redesign Amazon website PROJECTS

Challenge

Act on 3 different kind of pages
(product page, homepage and checkout
process) and create new features.

The process



1.

Benchmarking

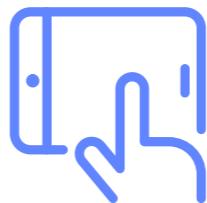
Major Competitors
SWOT Analysis



2.

Empathy Research

User tests
Affinity map
Personas



3.

Interaction Design

Site map
Information Architecture
User flows
Wireframes
User tests



4.

Visual Design

Mockups
Prototyping



1.
Benchmarking



2.
Empathy Research



3.
Interaction Design



4.
Visual Design

	AMAZON	EBAY	ALIBABA	APPLE	FARFETCH
CATEGORIAS PRINCIPAIS					
Arts & Crafts					
Collectibles					
Automotive					
Baby					
Books					
Computers & Electronics					
Fashion					
Health & Household					
Home & Kitchen					
CARACTERÍSTICAS DO SITE	AMAZON	EBAY	ALIBABA	APPLE	
Luggage	MENU	Departments Browsing History Utilizador's Amazon.com Today's Deals Gift Cards Registry Sell Help Account & Lists Orders	Saved Electronics Fashion Health & Beauty Motors Collectibles Sports Home & Garden Deals Under \$10	Consumer Electronics Machinery Apparel / Textile Automobiles & Motorcycles Home & Garden Beauty & Personal Care Packaging & Printing Electrical equipment Sports Minerals / Chemicals / Energy Health & Medical Sports & Entertainment Bags / Shoes & Accessories Food & Beverage	Mac iPad iPhone Watch TV Music Suporte
Movies & Television	DESTAQUES HOME	Sign In for the best experience Electronics Tech for your home Tech Gifts Like-new in Renewed Computers Video games Toys Unexpected Gift Ideas Unique Gifts for her Men's Fashion accessories Startup gifts	Deals Under 10\$ Health & Beauty Parts & Accessories Sneakers Smartphone & Accessories Watches Electronics Your favourites in one place	Consumer electronics Machinery Apparel Ecommerce buyers' zone Weekly deals Request for quotation Recommendations for you	Presentas iPhone X Watch iPad pro Mac book a Music Air pods TV
Music					
Pet Supplies					
Sports					
Toys & Games					
Video Games					
Business & Industrial					
Deals					
Under \$10					



1.
Benchmarking



2.
Empathy Research



3.
Interaction Design



4.
Visual Design

Forças

Forte reputação da marca

Não tem custos com loja física

Oferta alargada de produtos e marcas, atrai muitos consumidores

Constante análise do comportamento de compra do consumidor

Pioneira na abordagem focada no serviço personalizado

Fraquezas

Margem de lucro muito baixa dos produtos que vende

Muitos utilizadores com perfis diferentes

Muitas categorias de produtos diferentes

Falta de curadoria no próprio site

Oportunidades

Tendo sido pioneira nas reviews de produtos e na personalização dos gostos de cada utilizador, agora que se generalizou a sua utilização, como pode inovar?

Ameaças

Concorrentes on-line;

Segurança (relacionado com as



1.
Benchmarking



2.
Empathy Research

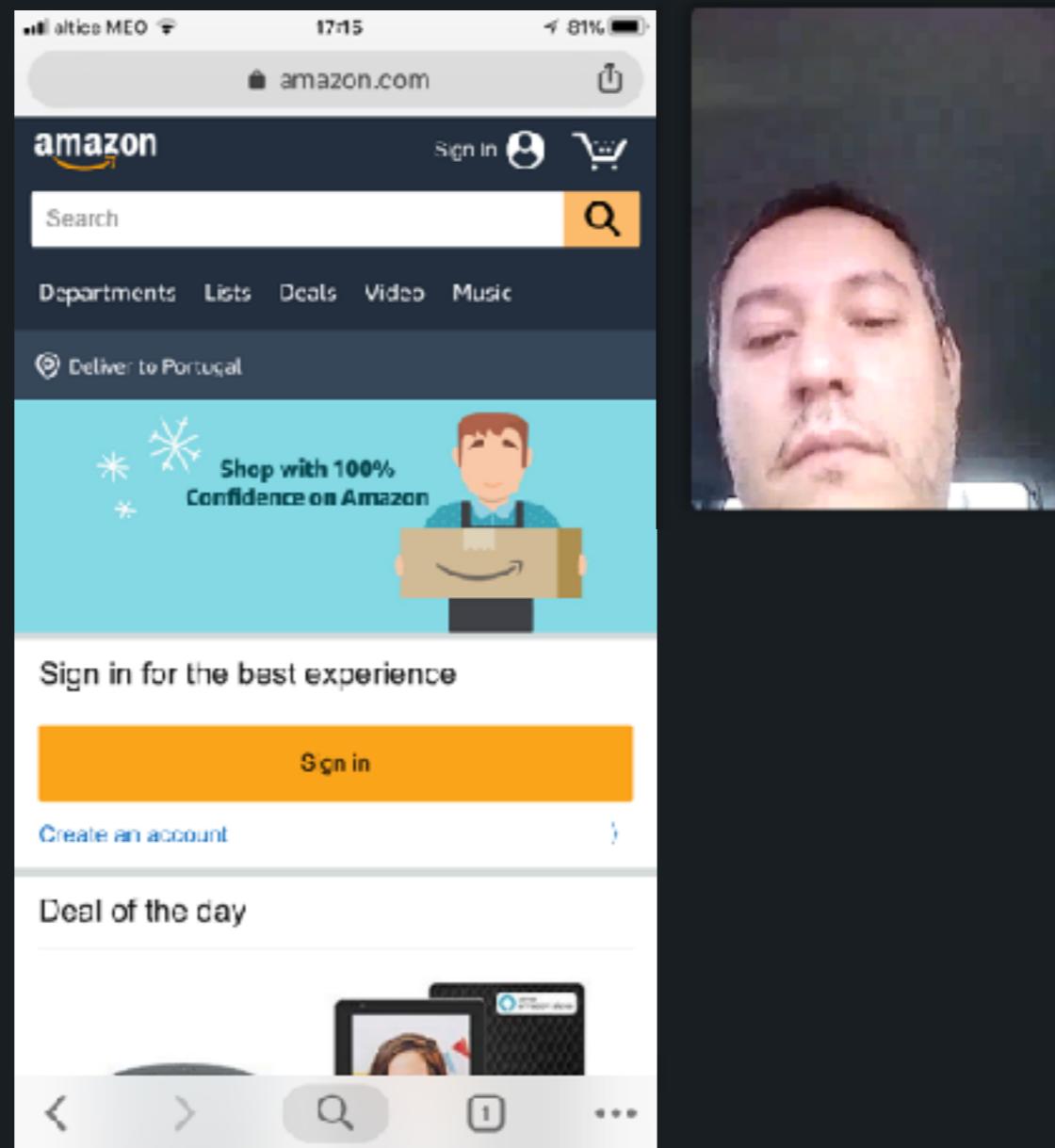


3.
Interaction Design



4.
Visual Design

12



Tasks

1. Find a book you would like to read on Amazon
2. Read a 5-star review of this book
3. Add to a wishlist
4. Buy this book



1.
Benchmarking



2.
Empathy Research



3.
Interaction Design



4.
Visual Design

F 49 anos
Manager - editora

F 40 anos
Administrativa

F 24 anos
Designer Estagiária

M 46 anos
Bombeiro

SUCCESS

Encontrar o produto que procura

Acesso à informação essencial- preço destacado

PAIN POINT / ERROS

Sente dificuldade em encontrar a sua wishlist

Demasiado destaque à opção "Audible" distrai do foco principal

Escolheu "1 click button" sem saber exatamente de como funcionava. Posteriormente sentiu que se precipitou porque era o que estava mais destacado

Só compra online se tiver opção de pegar contra entrega

Não costuma comprar online pela insegurança nos pagamentos

Faz cartões de créditos virtuais no MeWay por questões de segurança

Nervosismo quando não

Nervosismo quando não encontra logo o que procura

Sente dificuldade em comparar diferentes produtos

Não encontrou informações técnicas sobre o produto por estarem demasiado para baixo

Não descobriu onde mudar de língua

Tem receio de escolher algo que não era exatamente o que queria

Queria saber se ia conseguir fazer tracking do produto antes de comprá-lo

RECOMENDAÇÕES

Facilitar o acesso à wishlist

Possibilidade de comparação de produtos

Facilitar uma visão geral sobre as informações disponíveis sobre o produto, para saber facilmente o que pode consultar e não ficar com informação perdida.

Aproximar a experiência de compra física

Aproximar a experiência de compra física com a online, para haverem menos reticências

OBSERVAÇÕES

O preço é o fator mais importante

Precorreu Wishlist na pesquisa livre



1.
Benchmarking



2.
Empathy Research



3.
Interaction Design



4.
Visual Design



Young Student

She looks for cheap books, including second-hand books.

She values online purchases because of the price and convenience.



Tech Geek

He looks for good opportunities and the best value for money. He is constantly doing research and comparisons between products.

He values personalized customer service.



1.
Benchmarking



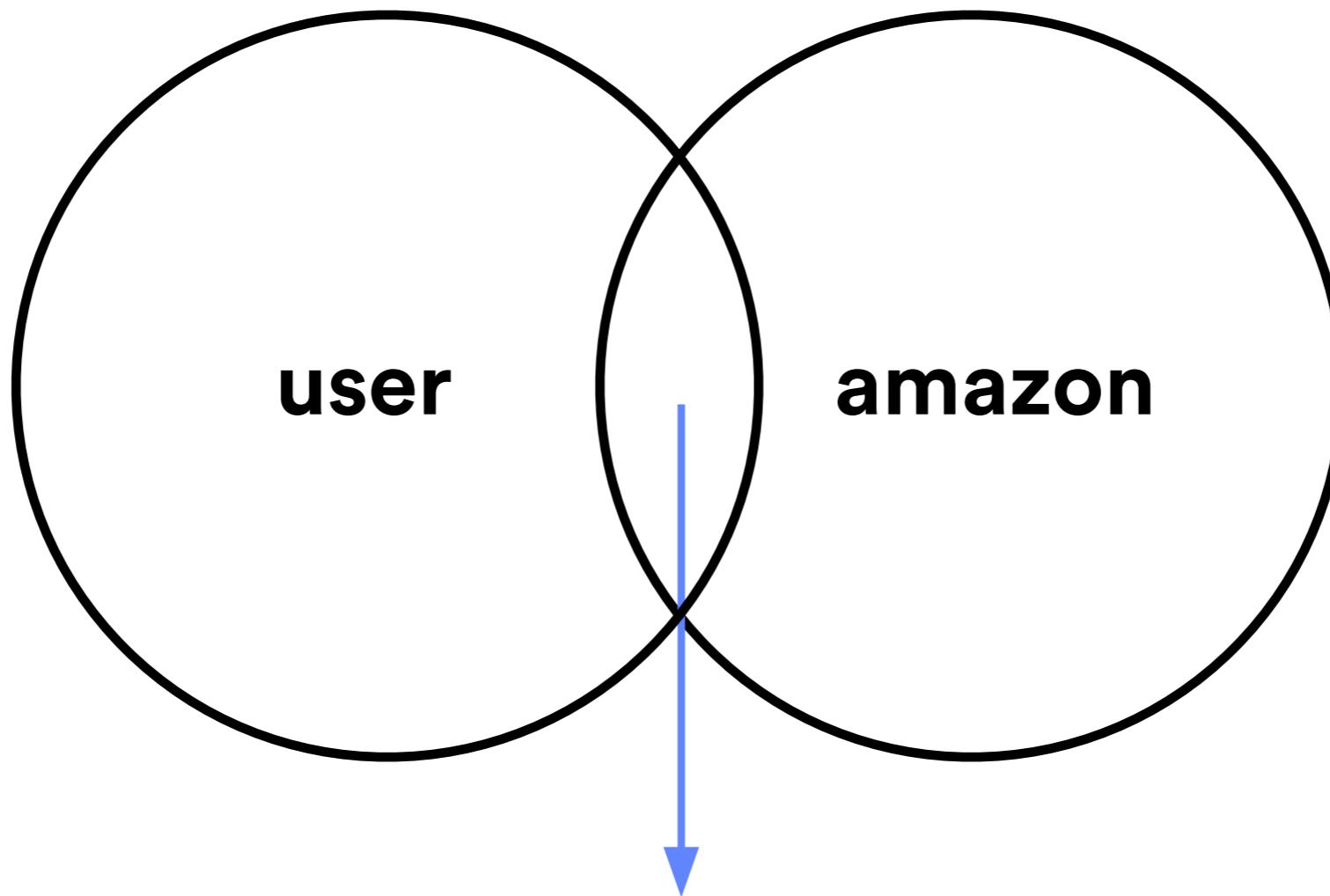
2.
Empathy Research



3.
Interaction Design



4.
Visual Design



Main objective

Make the most personalised and appropriate
experience for each user



1.
Benchmarking



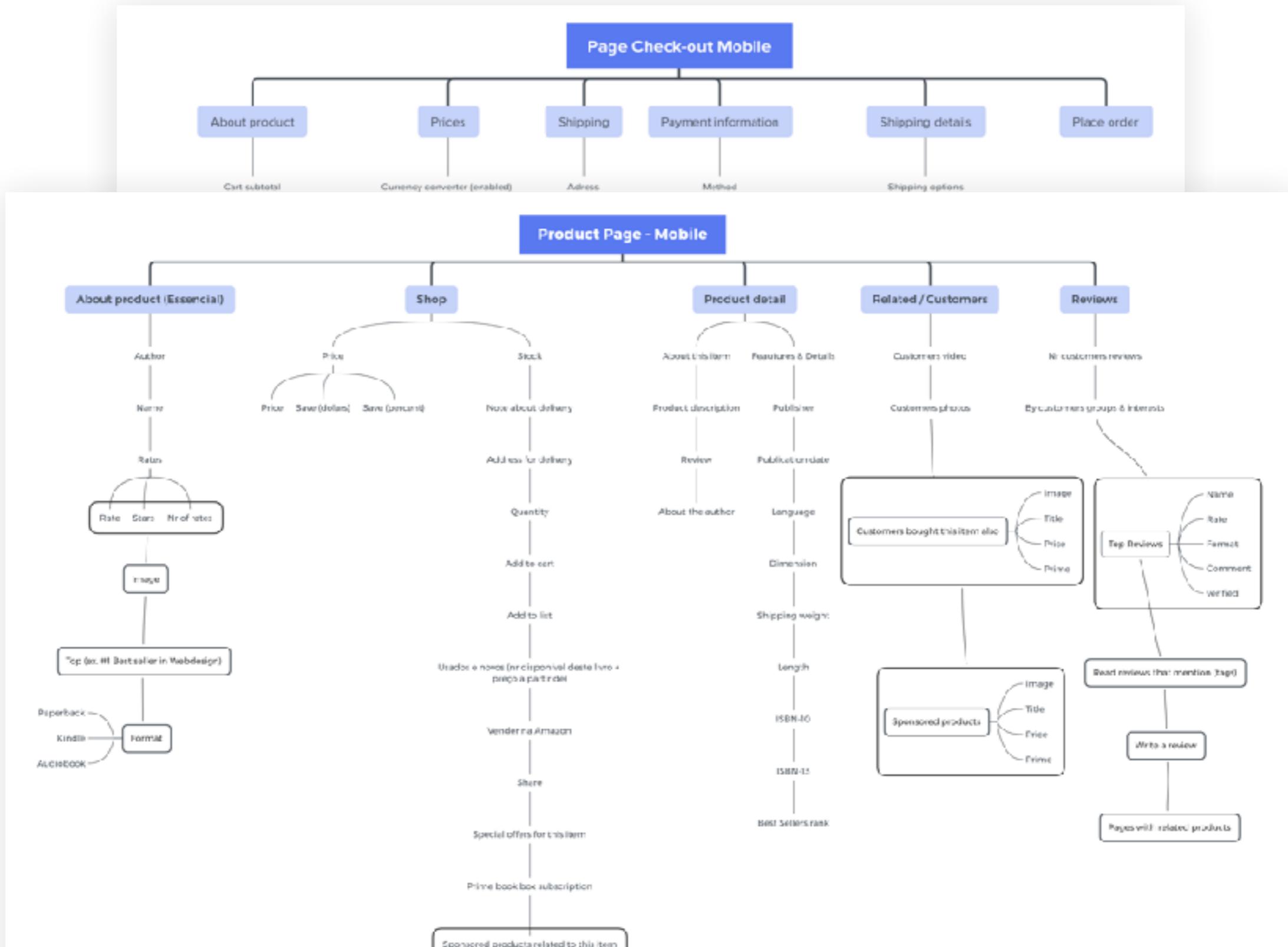
2.
Empathy Research



3.
Interaction Design



4.
Visual Design





1.
Benchmarking



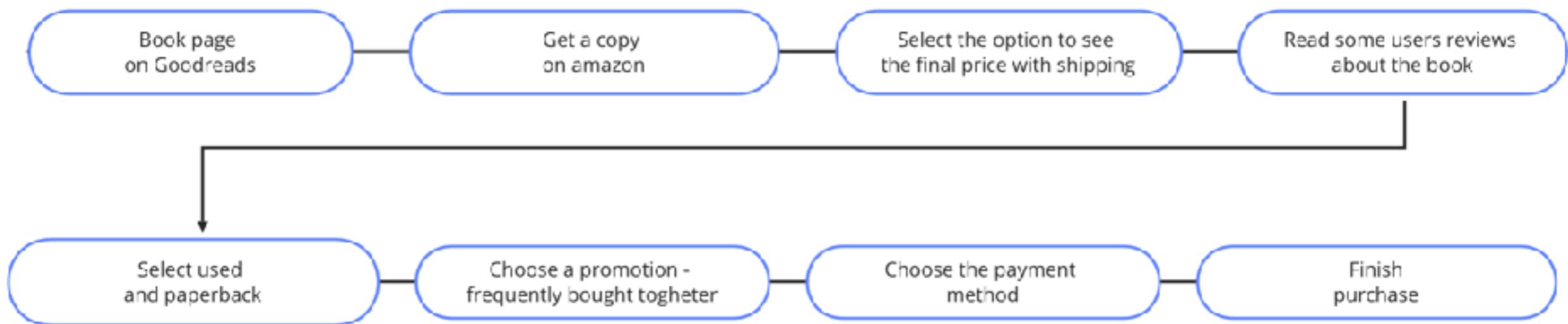
2.
Empathy Research



3.
Interaction Design



4.
Visual Design



As a student, I want to quickly understand, which book is the cheapest, considering my shipping preferences and delivery time, so that I can read it before work assignment due date.



1.
Benchmarking

12:00 PM 100%

amazon.com

menu Logo profile cart

Search

Departments Lists Deals Video M

Prices in €, with shipping to your address (Lisbon) included

Deals of the day

If you really like a suggestion click here. Help us give you better suggestions

Deals recommended for you

Ends in 4:14:08

Nome do Produto
4.50€ 4.69€

Nome do Produto
4.50€ 4.69€



2.
Empathy Research

12:00 PM 100%

amazon.com

menu search Logo profile cart

Prices in €, with shipping to your address (Lisbon) included

Home > Departments > Books

The Design of Everyday Things Revised and Expanded Edition

6 people looking now! Only 1 left with the lowest price

★★★★★ 4 · (596) ver todos

#1 best seller in industrial packaging

Paperback

new (82)	used (72)
12,92€	9,92€
+8,00€	+8,00€
with Prime: -3€	with Prime: -2€

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In stock

Estimate delivery: Jan. 10 - Jan. 17

Delivery with Prime: Jan. 2



3.
[Interaction Design](#)



4.
Visual Design

12:00 PM 100%

amazon.com

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Choose your shipping options

Cart subtotal (1 item): 12,92€

<input type="checkbox"/> Prime +0€ = 12,92€	get it in 2 days	Try Prime now
<input checked="" type="checkbox"/> Standard +0€ = 12,92€	get it Thursday Jan. 24 - Wednesday Feb. 13	
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Benchmarking

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Empathy Research

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Interaction Design



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Choose your shipping options

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Track ad Track your packages door-to-door

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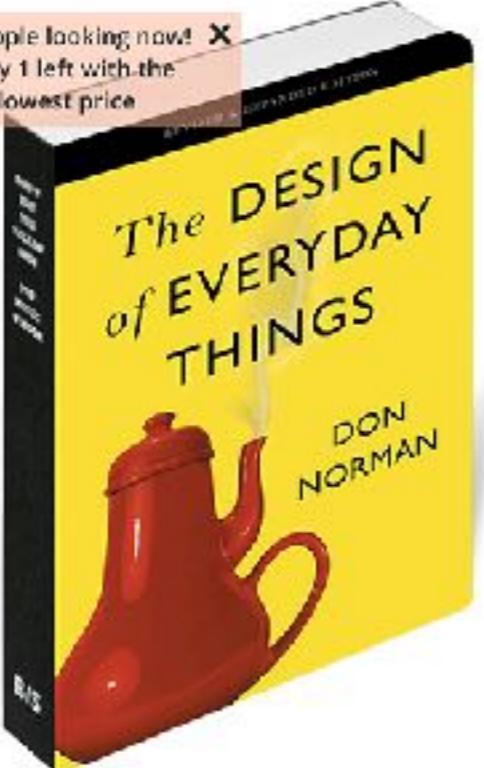
The Design of Everyday Things
10.73€ 48.99€ -32% prime

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The Design of Everyday Things
Revised and Expanded Edition

by Don Norman - 2th (last edition), 2013
★★★★★ 596 reviews

BEST SELLER view all rankings (4)

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The ultimate guide to human-centered design
The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control...
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Used 9.92€ 48.99€ view all (12)

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Format: Paperback
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Estimate delivery: Feb. 7 - Feb. 14

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Reviews

The image shows a wireframe of a mobile phone and a desktop computer. The mobile phone screen displays a 'Reviews' section with a title, a dropdown menu for 'Similar interests to yours', a sorting dropdown for 'Sort by: Most helpful', and a star rating of 4.5. Below this, it lists '596 customer reviews' with a 'View all' link. The desktop computer screen shows a more detailed 'Reviews' page. At the top, it has filters for 'Similar interests to yours', 'All stars', and 'Sort by: Most helpful'. It features a chart of star ratings: 5★ (53%), 4★ (17%), 3★ (11%), 2★ (5%), and 1★ (4%). Below the chart, it says 'Read selected reviews that mention' followed by several tags: everyday things, must read, human factors, required reading, psychology of everyday, donald norman, design principles, and conceptual models. A 'Write a Review' button is present. The main content area shows reviews from people with similar interests. The first review is by 'Claire' (16 dec 2018), who bought 'Don't Make Me Think' and gave it 5 stars. The review title is 'A UX Bible' and the text describes it as a UX researcher's or designer's bible for human factors engineering and computer interaction. The second review is by 'John' (20 aug 2010), also because of 'Don't Make Me Think', giving it 5 stars and calling it an 'essential book for anyone involved in user experience design'.

Reviews

★★★★★ 4.5
596 customer reviews [View all](#)

Similar interests to yours

Sort by: Most helpful

★★★★★ 4.5

Because Claire also bought *Don't Make Me Think* and *About Faces*:

Claire ★★★★★
16 dec 2018

A UX Bible
A UX researcher's or designer's bible. If studying human factors engineering, human computer interaction, or any other related field; your professors... [read more](#)

Mark as helpful Comment Report abuse 18 people found this helpful

Because Claire also bought *Don't Make Me Think*

John ★★★★★
16 dec 2018

Review Title
A UX researcher's or designer's bible. If studying human factors engineering, human computer interaction, or any other related field; your professors... [read more](#)

Mark as helpful Comment Report abuse 21 people found this helpful

Because Claire also bought *Don't Make Me Think* and *About Faces*:

Fred ★★★★★
16 dec 2018

Review Title
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Mark as helpful Comment Report abuse

★★★★★ John 20 aug 2010
Because Claire also bought *Don't Make Me Think*

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REVISED AND EXPANDED EDITION
DON NORMAN

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by Don Norman - 2th (last edition), 2013
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ESSENTIAL DESCRIPTION RECOMMENDATION REVIEWS SPONSORED PRODUCTS

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Editorial Reviews

"This book changed the field of design. As the pace of technological change accelerates, the principles in this book are increasingly important. The new examples and ideas about design and product development make it essential reading."

—Patrick Whitney, Institute of Design and Stoelzel, Robert C. Pao Professor of Design, Illinois Institute of Technology

"Twenty-five years ago *The Design of Everyday Things* was instrumental in refocusing my approach to design. With this latest revised and expanded edition, Don Norman has given me a host of new ideas to explore as well as reminding me of the fundamental principles of great and meaningful design. Part operating manual for designers and part manifesto on the power of designing for people, *The Design of Everyday Things* is even more relevant today than it was when first published."

—Tim Brown, CEO, IDEO, and author of *Change by Design*

[read more \(1\)](#)

Author: Don Norman [Follow](#)

Donald Arthur Norman (born December 26, 1935) is the director of The Design Lab at University of California, San Diego.

He is best known for his books on design, especially *The Design of Everyday Things*. He is widely regarded for his expertise in the fields of design, usability engineering, and cognitive science. Norman was also part of a select team flown in to investigate the Three Mile Island nuclear accident. He is also a co-founder and consultant with the Nielsen Norman Group.

Much of Norman's work involves the advocacy of user-centered design. His books all have the underlying purpose of furthering the field of design, from doors to computers. Norman has taken a controversial stance in saying that the design research community has had little impact in the innovation of products, and that while academics can help in refining existing products, it is technologists that accomplish the breakthroughs. To this end, Norman named his website with the initialism JND to signify his endeavors to make a difference.

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★★★★★ 1,800 reviews

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★★★★★ 91 reviews

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★★★★★ 123 reviews

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★★★★★ 50 reviews

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★★★★★ 150 reviews

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★★★★★ 1,800 reviews

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★★★★★ 91 reviews

4 Rocket Surgery Made Easy
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★★★★★ 123 reviews

5 Don't Make me Think Revisited
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★★★★★ 50 reviews

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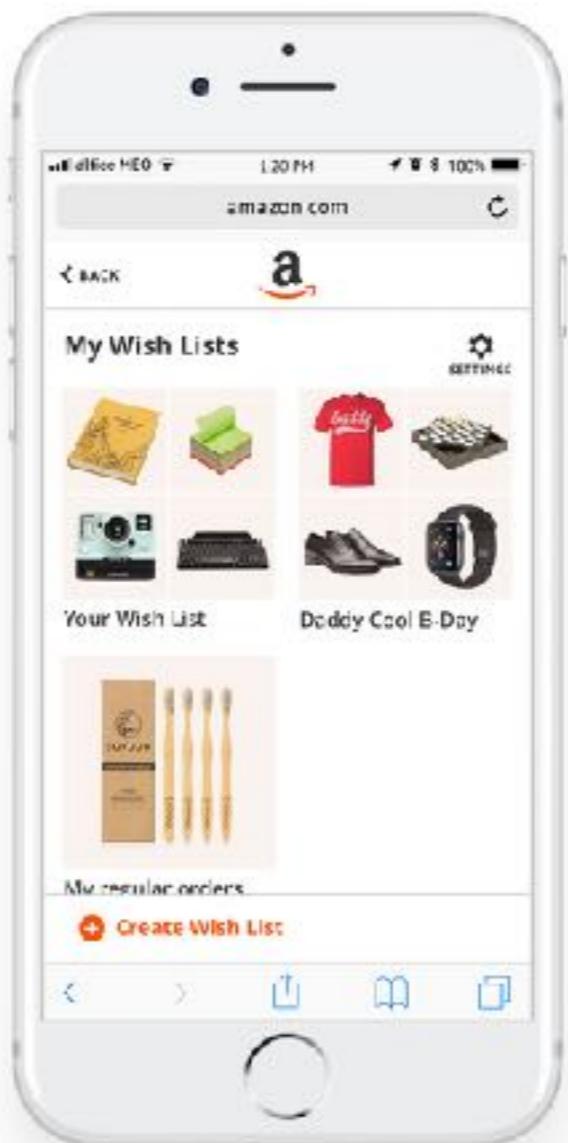
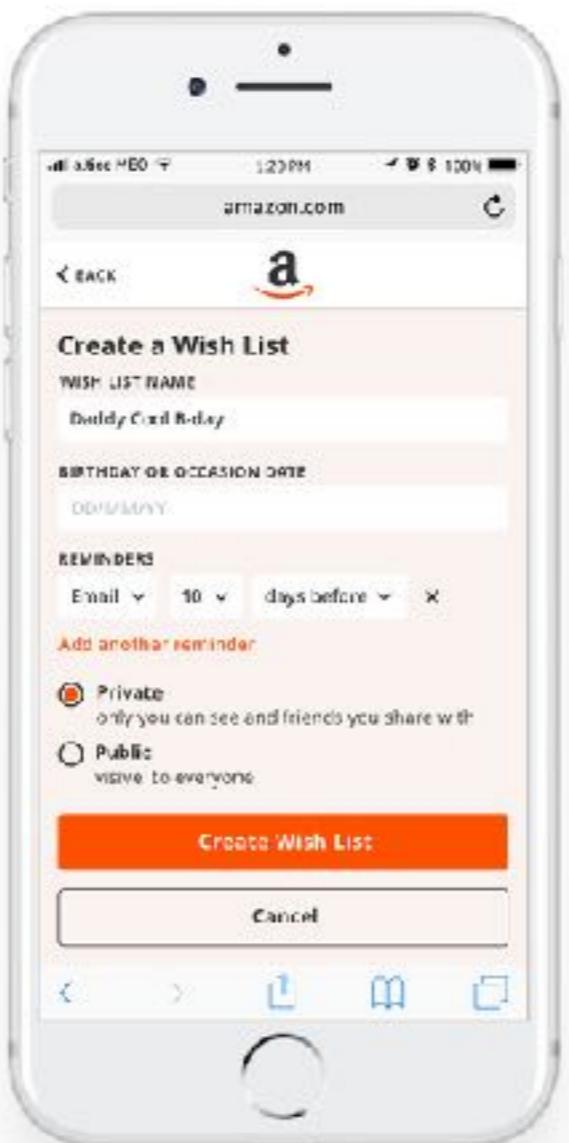
Design of Everyday Things
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+ The Field Study Handbook
19.78€ 23-42€ prime

Total: 32.50€ 42-42€

Add both to cart

Boost the creation of wishlists



Product page & check-out



Next steps

Integration across the Amazon websites
- evaluate the impact of this feature.

What I've learned

The importance of the information architecture

The importance of **feedback**



AS A YOUNG
DESIGNER

AS A SEASONED
DESIGNER

Hope's Buddy

PROJECTS

Challenge

Create a MVP (Minimum Viable Product)

We decided to
get out of our comfort zone...

And put the **process** to the test!

A theme that touched us a lot, but a
theme that **we knew almost nothing...**

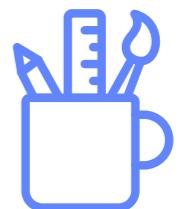
And where it isn't obvious how
a designer can effectively help.

Pediatric oncology

Objectives

Create a product that helps children
during the treatment
of an oncological disease.

The process



1.

Business

Benchmarking

Business model canvas

2.

Empathy Research

Research Map

Visit IPO & "Acreditar"

Interviews

Listen to children's
testimonials on Youtube

Affinity maps

Personas

How might we
Insights

3.

Interaction Design

Customer journey map

Storyboard

App map

Value effort matrix

Wireframes

4.

Visual Design

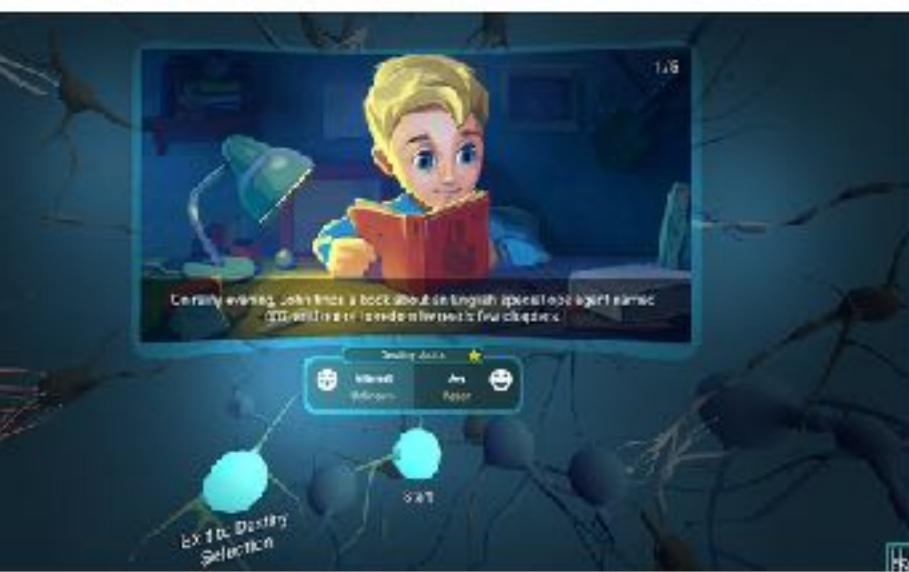
Moodboard

Mockups

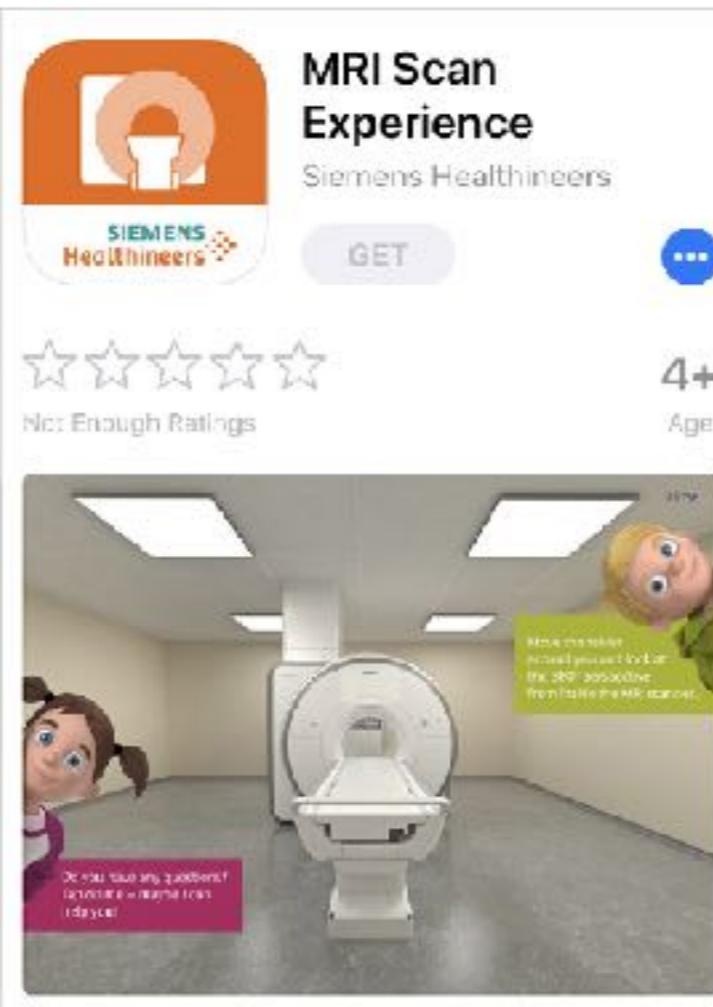
Prototyping



1. Business



2. Empathy Research



3. Interaction Design



4. Visual Design





1. Business

Key Partners

What are our partners?
Who are our suppliers?
What key associations do we have?
What key business partners do we have?



IPO - Apoio na investigação, financiamento e divulgação;
Acreditar - Apoio na investigação e divulgação;
Universidades - Apoio na investigação;
Empreita de produção de VR cardboards.

Key Activities

What are the activities does your organization do?
Our Product Launch? Customer Relationship? Research? Marketing?

- Desenvolvimento e manutenção do produto;
- Monitorização do produto e testes de usabilidade;
- Landing page de divulgação;
- Workshops de divulgação do produto;
- Presença em feiras de Saúde e IT;
- Marketing.



Key Resources

What Resources does your organization need?
Our Product Launch? Customer Relationship? Research? Marketing?

- Equipa; designers, programadores (VR), researchers;
- Departamento financeiro;
- Iniciadora de aceleração para Startups na área da saúde (Cedars-Sinai);
- Escritório - renda e manutenção;
- Registo da marca da Startup;
- Servidores para armazenamento da APP e Landing page.



Cost Structure

What are the costs involved in running your business?
What key expenses do you have?
What key financial costs do you have?



O que são os custos da equipa?

- Custos operacionais;
- Custos de desenvolvimento e manutenção da APP e da Landing page;
- Custos de domínio e alojamento;
- Custos logísticos;
- Custos de armazenamento;
- Custos de compra de VR cardboards.



2. Empathy Research

Value Propositions

What value do we deliver to the customer?
Which user segments are we targeting?
What products and services do we offer to each Customer Segment?
Which customer needs are we fulfilling?



Kit de APP + VR Cardboard para as crianças com doenças oncológicas que visa diminuir a ansiedade antes de um tratamento ou intervenção;

Através das experiências com VR procuramos fazer com que a criança se afaste do stress da situação e se envolve num mundo que a compreender, explica o que vai acontecer e ajuda a enfrentar cada situação do tratamento;

A APP procura que a criança seja acompanhada por uma personagem / um "amigo" que já passou pelo mesmo - leve-o para outra realidade e trazê-lo uma palavra de esperança.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
What are they expecting from us?



B2B - Feiras de Saúde e IT;
B2C - Workshops para divulgação;
Atualização regular com novos conteúdos;
Parceria com o programa "Cristina" - em que o Médico do programa mostra uma vez por mês na sua crónica um dos vídeos VR da APP.

Channels

How will I reach my customer segment?
What is their behavior?
How do I engage with them?
What are their needs?



B2C - Venda online através da uma Landing page
B2B - Venda a Hospitais, Instituições & Farmácias



3. Interaction Design



Revenue Streams

What revenue streams does your organization have?
How do you generate revenue?
How much does it cost to run?
How do I measure revenue? How do I measure success?



Modelo de negócio - venda do Kit da experiência (App + VR cardboards).
Venda a Hospitais, Instituições & Farmácias;
Venda direta ao consumidor final através da Landing page



4. Visual Design



1.
Business



2.
Empathy Research



3.
Interaction Design



4.
Visual Design

Quem ou o quê?	Onde?	Como?	Porquê?
Responsável Acreditar	Acreditar	Entrevista	Ajudar a perceber os principais constrangimentos para estes doentes; perceber alturas/situações chave em que poderíamos intervir.
Psicóloga	Faculdade de Psicologia	Entrevista	Ajudar a perceber os principais constrangimentos para estes doentes.
Crianças (doentes)	IPO	Desk research + Testemunhos reais Youtube	Compreender os principais constrangimentos destas crianças, expressados por elas próprias.
IPO	IPO	Visita	Emersão no problema.
Associação Acreditar	Acreditar	Visita	Emersão no problema.



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1.
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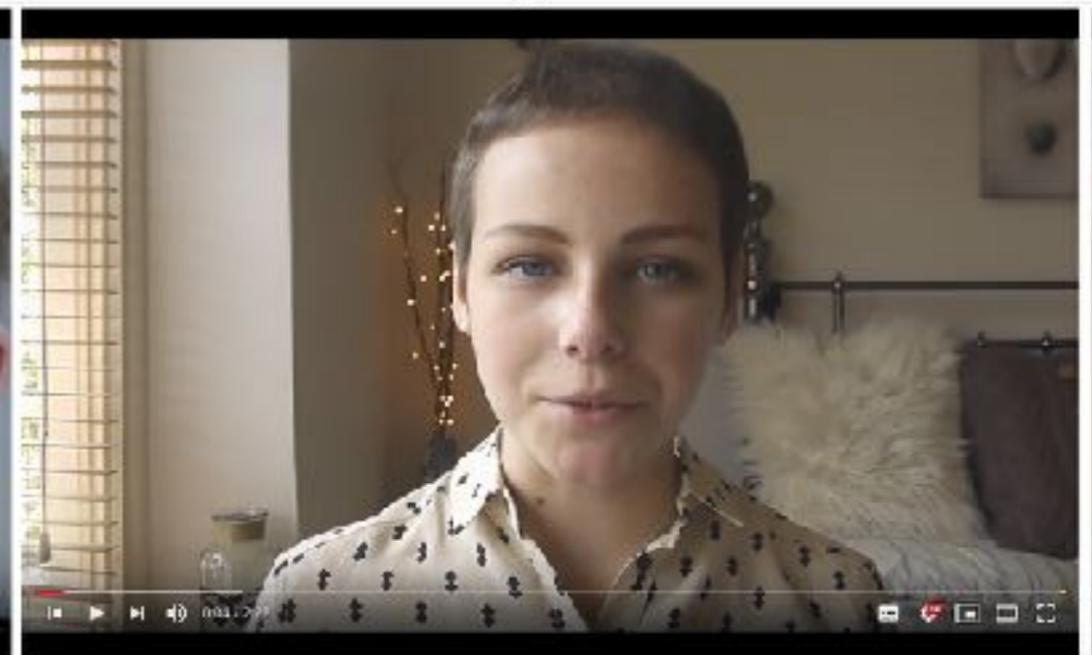
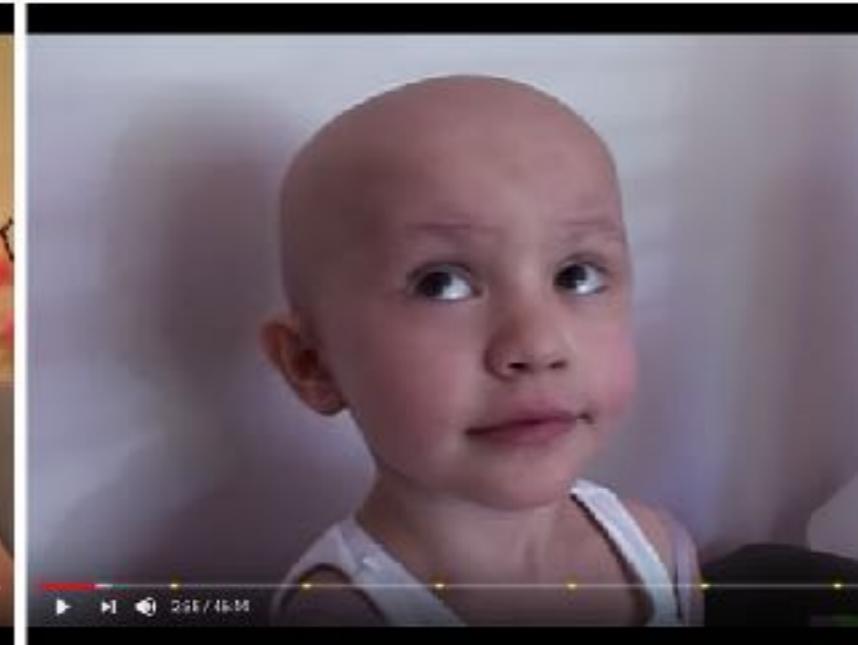
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1.
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Coordinator of 'Acreditar' Association

Pain Points

Acreditar tem poucos voluntários

Sucess

Os voluntários são crianças que já estão superando o seu tratamento. Ajuda os pais a terem a sensação de independência da doença.

Potencial solutions

Todas as pessoas envolvidas devem contribuir para aumentar o voluntariado.

'Acreditar' Association

As crianças fazem o seu trabalho com mais vontade quando estão na casa.

Other

Não existem voluntários que estejam dispostos a entrar no projeto.

Dr. Carla Crespo · Psychologist and researcher in the field of pediatric oncology

Pain Points

Como é que a família pode ser um suporte real?

Os pais muitas vezes são sofrerem silenciosamente, muitas vezes estão em sofrimento e nem sequer os filhos

Rituals frequentes, o hospital passa a ser a casa delas

Sucess

É um momento que o filho já passou mensagens de amigos e familiarizadas que a criança gosta ou não quando festeja aniversário, festa de natal etc.

Já existe um esforço em grande por parte das hospitais em trazer a normalidade.

Potencial solutions

É muito importante que a família continue a fazer coisas normais de vida e a encarar a doença como uma experiência.

Hiperguarda é um sentimento que é possível, mas é necessário que sejam respeitados os momentos de lazer.

Other

"Nós só queremos que o Carla seja um exemplo, e não muito importante perguntar pelo Carla, o pai retorna para imediatamente dizer que o Carla já foi através desse novo e engajado projeto que conseguiu engajar todos os profissionais no projeto."

Carla crespo
berlin, alemanha

1 jornada ou fazer
uma luta e sempre
é grato a vida terceira
03 60 94035 2211
0219025



1.
Business



2.
Empathy Research



3.
Interaction Design



4.
Visual Design



Teresa Batista
9 anos

She currently lives with her mother in 'Acreditar' Association (Lisbon).
Her father and brother live in Madeira Island - the father has to work and the brother has to go to school.
They talk every day via Skype.
She is in an aggressive phase of a CNS Tumor treatment.
She is deprived of her normal routine, can not go to school.
She has to do radiotherapy, completely alone, completely still, inside a scary machine.



Filipe Silva
11 anos

He lives in Lisbon with his parents and brother. His 4-year-old brother, does not quite understand his illness.
He was diagnosed with Leukemia recently. He is beginning the treatment.
He does not understand why he has to do certain treatments and he is afraid.
He does not realize why he can not do some activities he usually did with his friends.
He never takes off his cap because he does not feel good about his physical appearance and he is afraid that his schoolmates make fun of him.
During treatments he always takes his tablet to keep him distracted.



1. Business



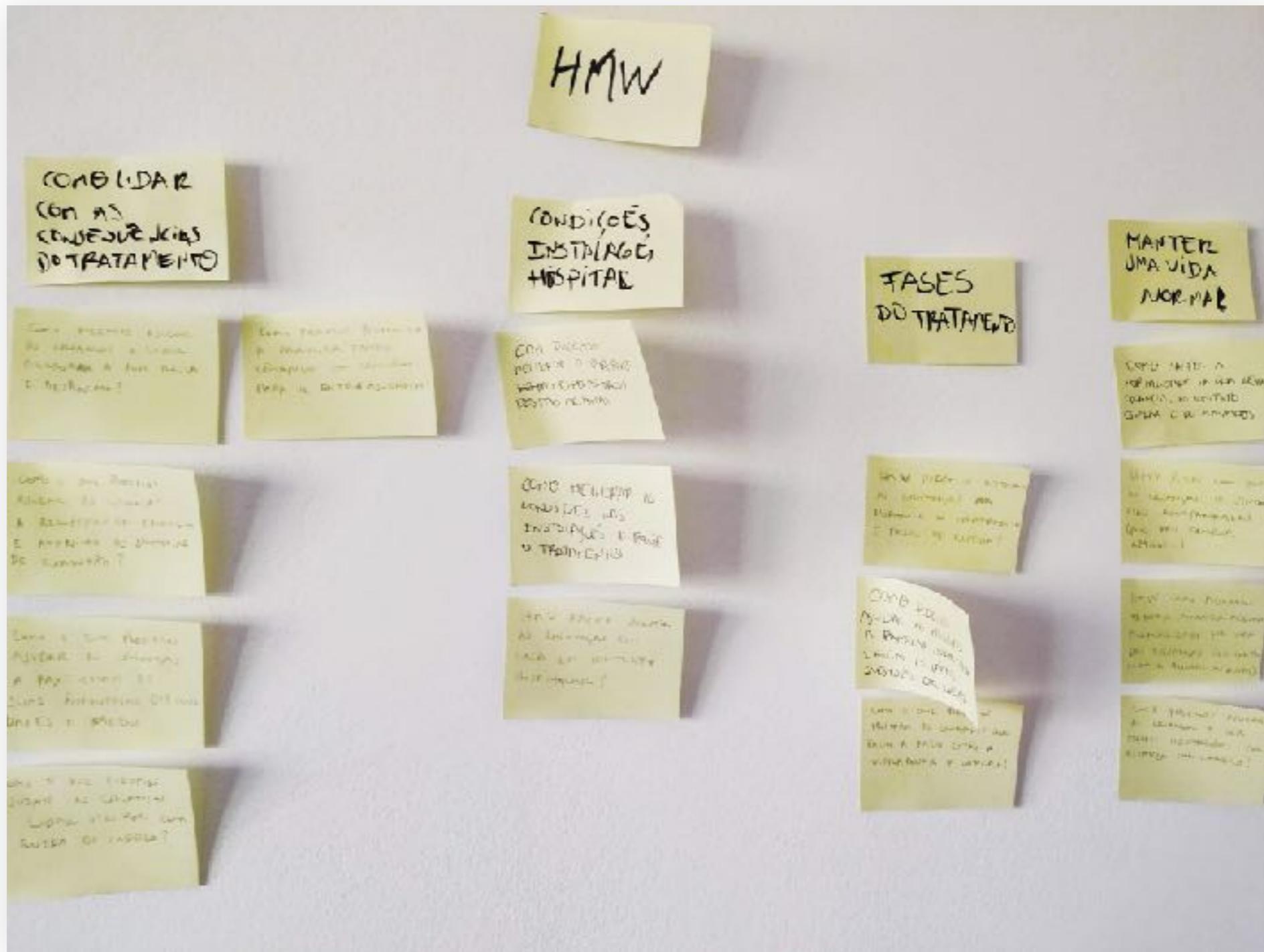
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1. Business



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4. Visual Design

		Diagnóstico		Fases do tratamento				Acompanhamento pós-tratamento
Pontos de Contacto	# consulta de diagnóstico	Explique a doença à criança	Quimioterapia de indução	Consolidação	Radioterapia do crânio	Terapêutica de manutenção	Consulta de acompanhamento pós-tratamento	
Filipe Silva 11 anos Faz batalhas de Beyblade com os amigos na escola; O seu herói preferido é o homem-aranha; Foi diagnosticado com leucemia recentemente e está no início do tratamento. Mora no centro de lebbas com os pais e o irmão mais novo (que ainda não percebe muito bem a doença do irmão).	Ação do utilizador	Emoções e sentimentos	Faz a primeira fase de tratamento durante 1 mês. Nesta fase passa muito tempo no hospital e fico infeliz durante três semanas.	Faz a segunda fase de tratamento durante 1 mês. Há um aumento da dose/gem de medicamentos, para completar a fase anterior (podendo ocorrer em simultâneo com a fase de radioterapia).	Faz radioterapia durante 7 semanas (6 dias por semana). Regressa à escola.	Re-interfaces intravenosas durante 2 anos.	Consultas de acompanhamento pós-tratamento	
			😊😊😊😊	😊😊😊😊	😊😊😊	😊😊		
	Obstáculos	Oportunidades	Difícil de frequentar a escola; Tem muitas náuseas e vomitos; Sente um cansaço extremo; Temo perda de apetite; Carregar a carregar a carregar; Fica sem as suas rotinas diárias; Deixa auto-estima devido ao espelho distorcido.	Começa a fazer aulas via Skype; Tem muitas náuseas e vomitos; Sente um cansaço extremo; Temo perda de apetite; Fica totalmente sem energia, submissões, e perde peso; Fica sem as suas rotinas diárias; Recomeça a frequentar espetos.	Tem que colocar uma máscara no nariz; Pausas/intervalos diários entre sessões de tratamento; Recomeça a frequentar espetos.	Apesar de se sentir melhor, a rotina da vida continua no hospital frequentemente, faz-lhe lembrar-se de tudo o que passou durante as fases de tratamento mais intensas.		
			Aliviar o stress e ansiedade do paciente; Dar a conhecer o que vai acontecer; Ajuda a lidar com os efeitos secundários dos tratamentos; Dar a conhecer tipos de gomas, biscoitos, bolachas, lanches, perucas, etc; Passar mensagens de esperança (testemunhos de uma criança que já recuperou).	Melhorar o estado geral da criança; Aliviar o stress e ansiedade do paciente; Dar a conhecer o que vai acontecer; Encorajar o paciente a ficar motivado e envolvido no final de forma positiva; Ajuda a lidar com os efeitos secundários dos tratamentos; Passar mensagens de esperança (testemunhos de uma criança que já recuperou).	Dar a conhecer as máquinas antes das tratamentos; Aliviar o stress e ansiedade do paciente; Dar a conhecer o que vai acontecer; Encorajar o paciente a ficar motivado e envolvido no final de forma positiva; Ajuda a lidar com os efeitos secundários dos tratamentos; Passar mensagens de esperança (testemunhos de uma criança que já recuperou).	O paciente volta a crescer; Dar a conhecer o que vai acontecer.		



1.
Business



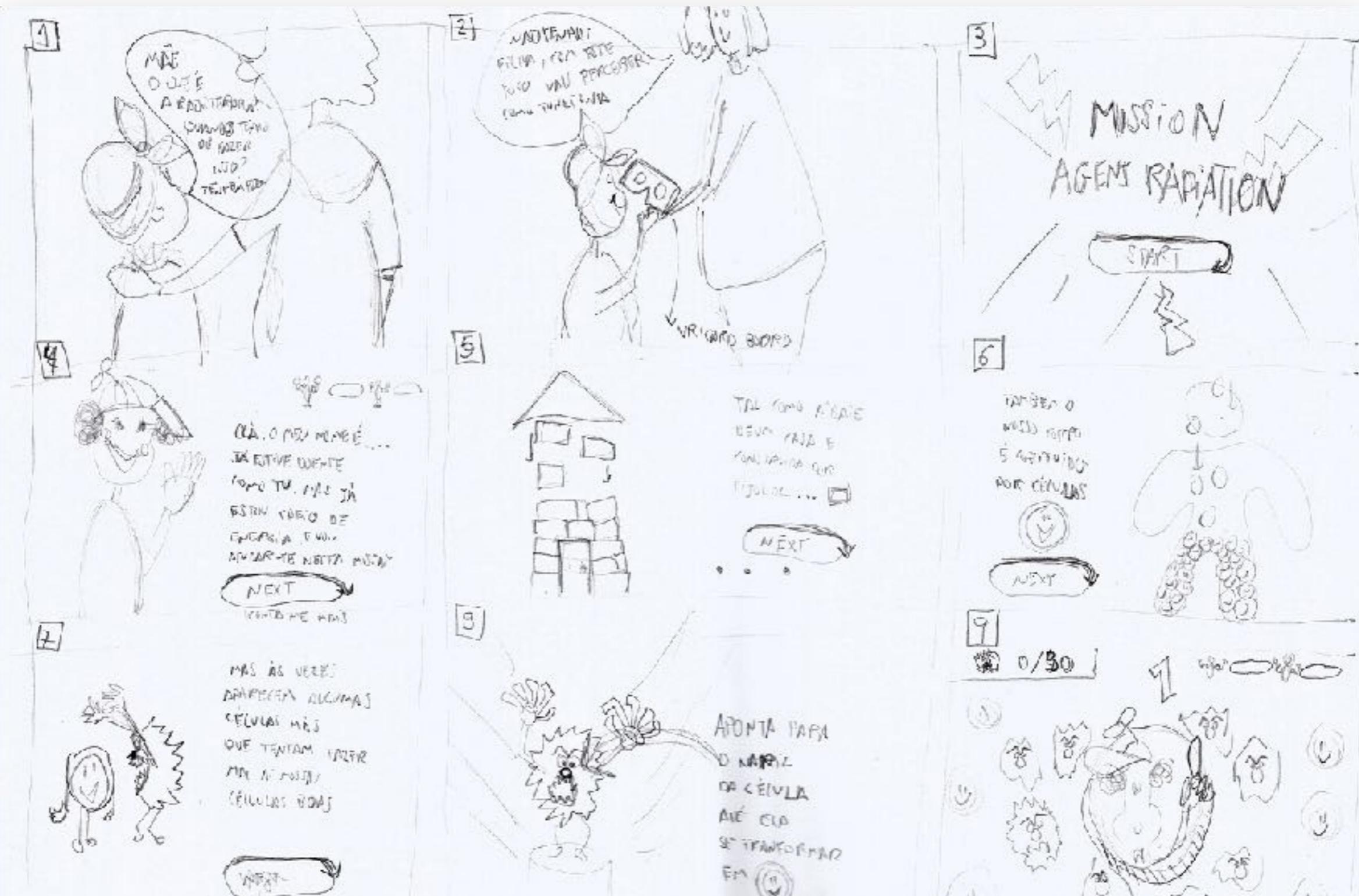
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Empathy Research



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Interaction Design



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Visual Design





1. Business



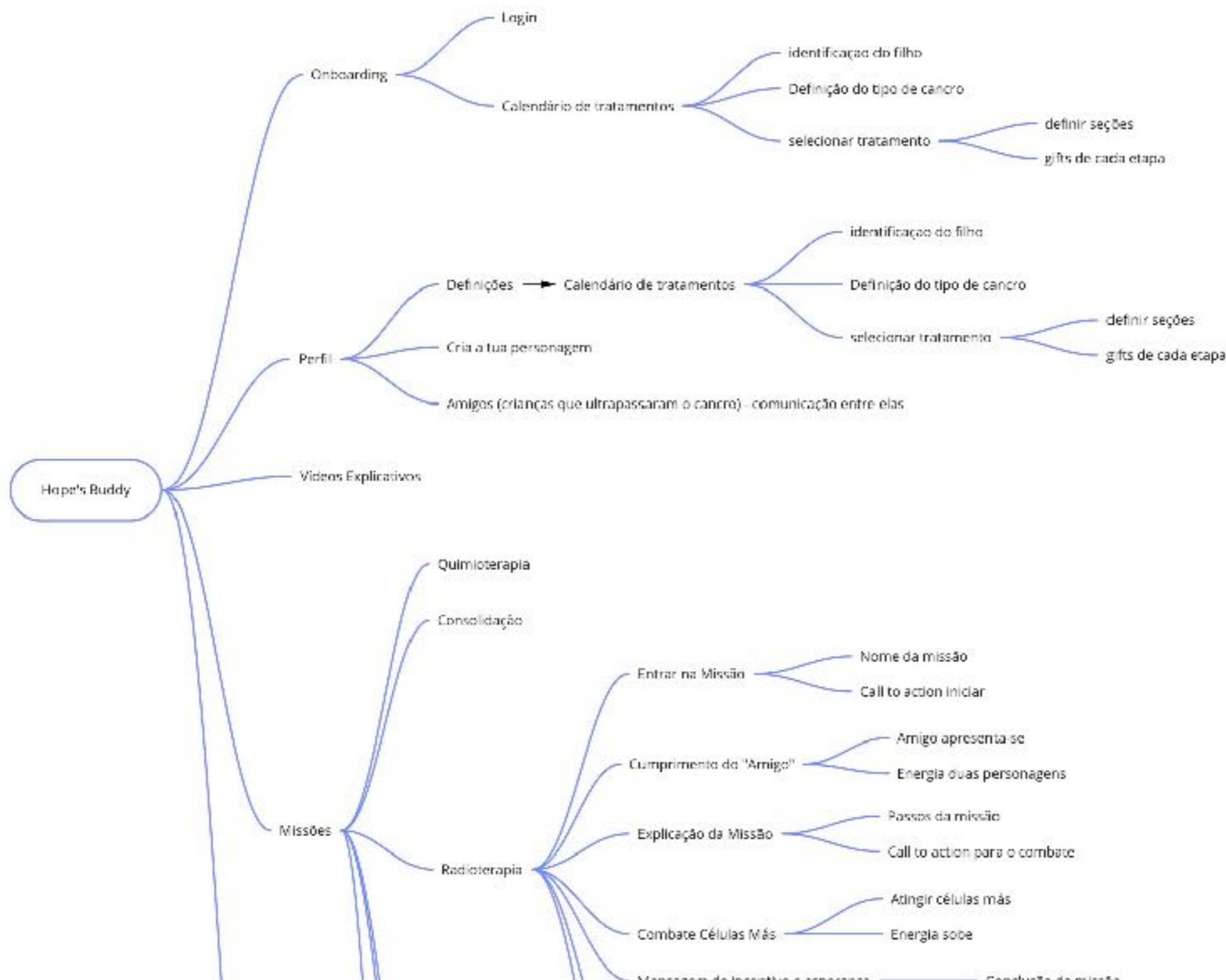
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1.
Business



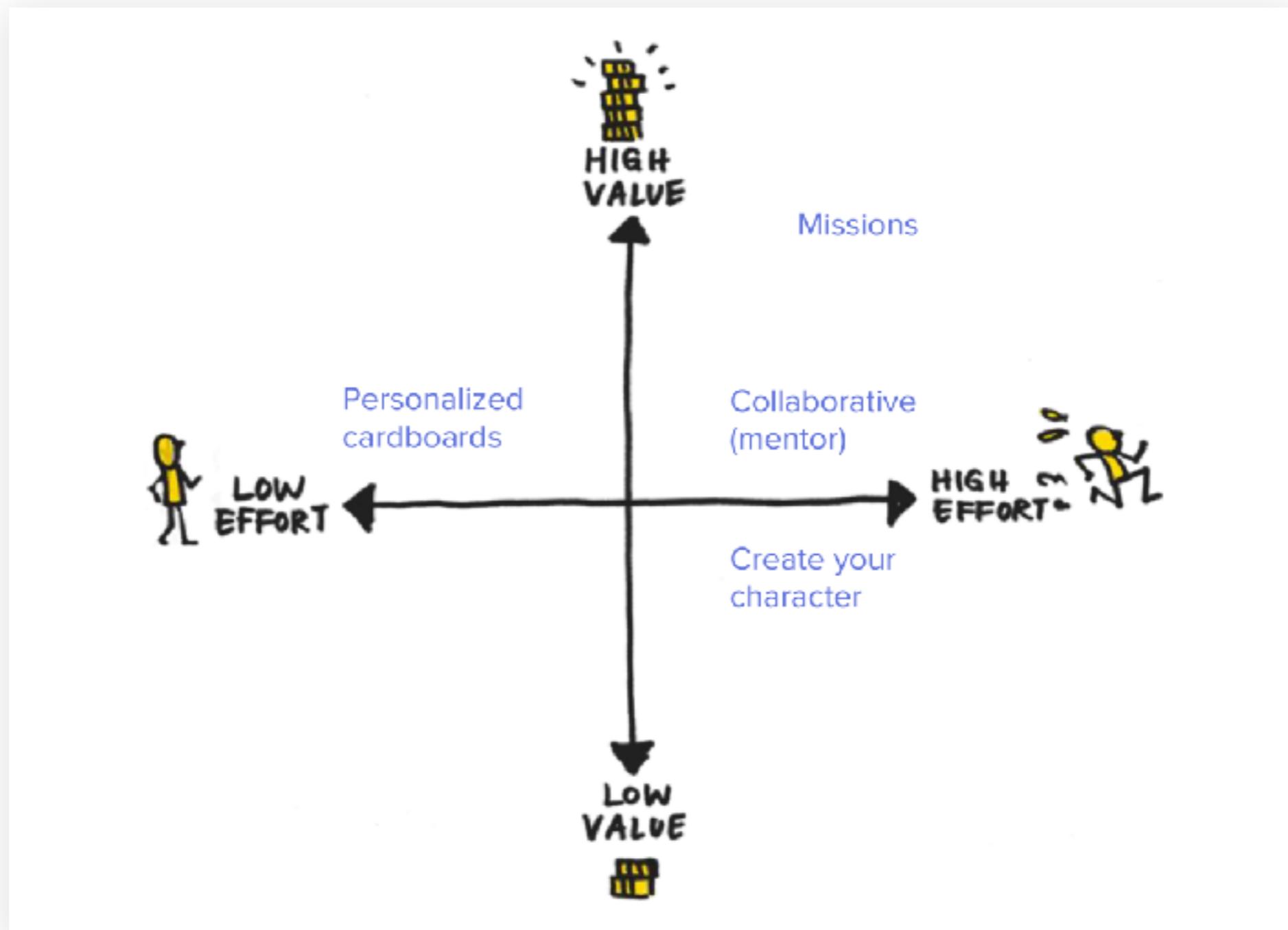
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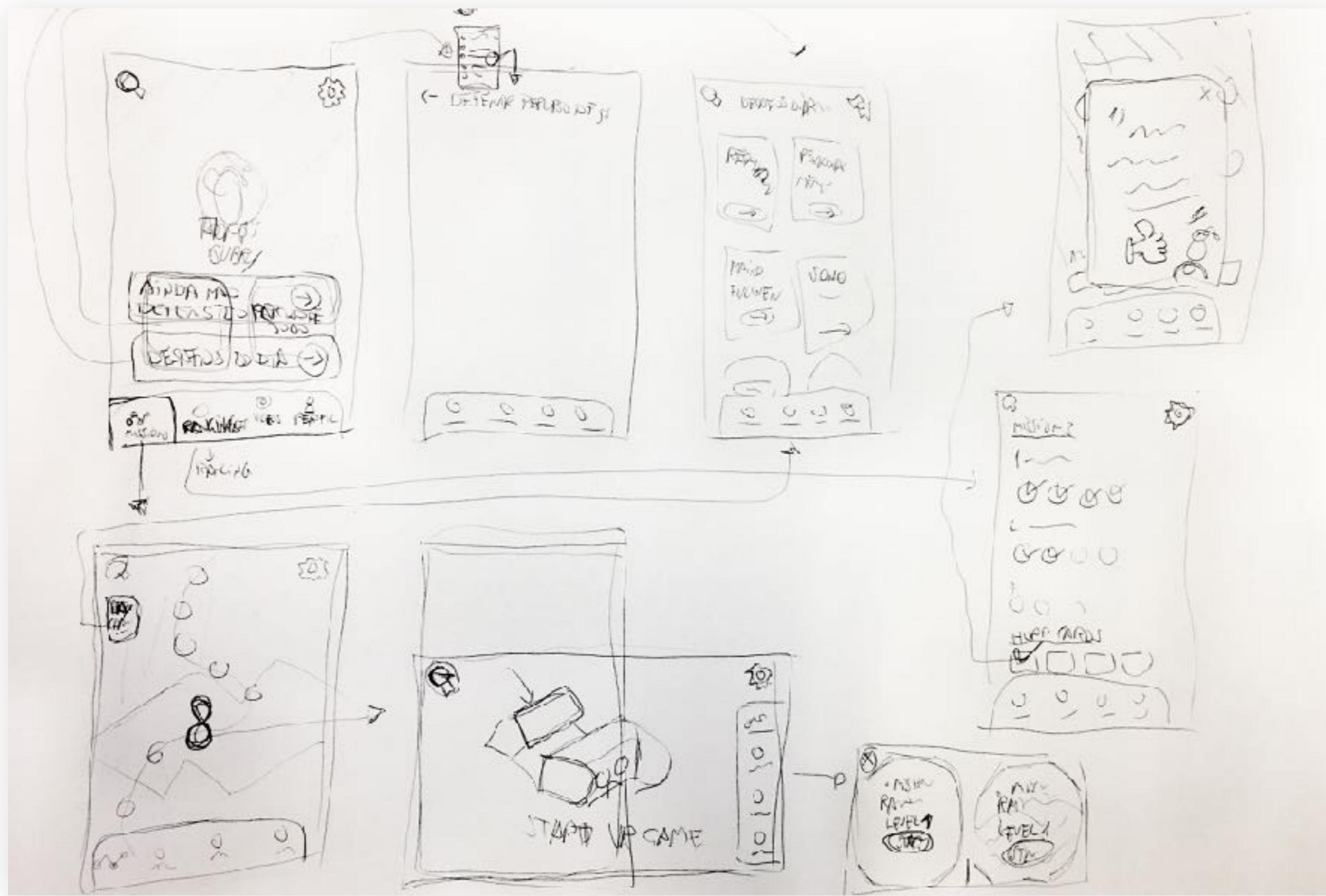
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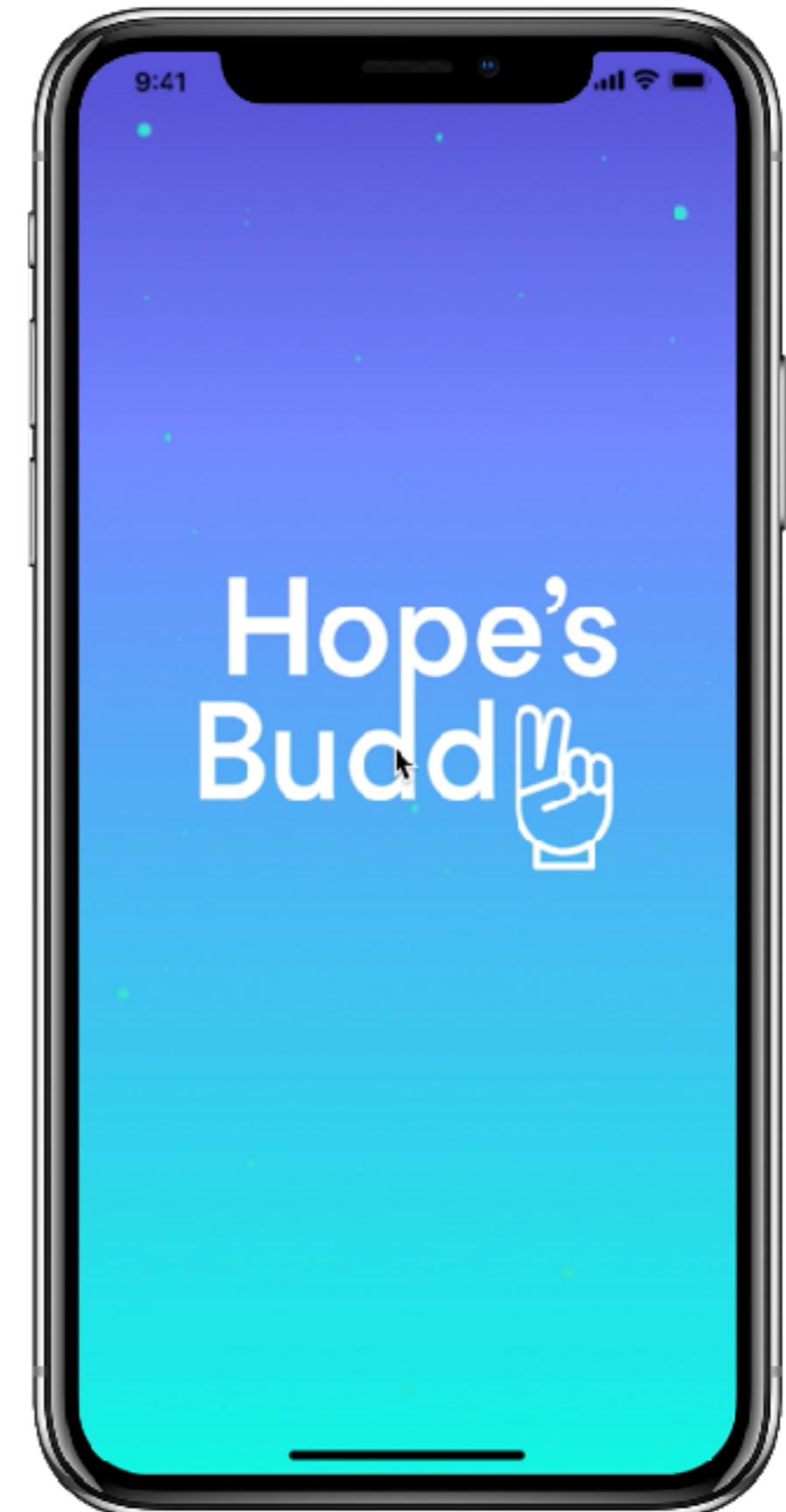
Key findings

1

Give an active role
and celebrate small
achievements



Using gamification



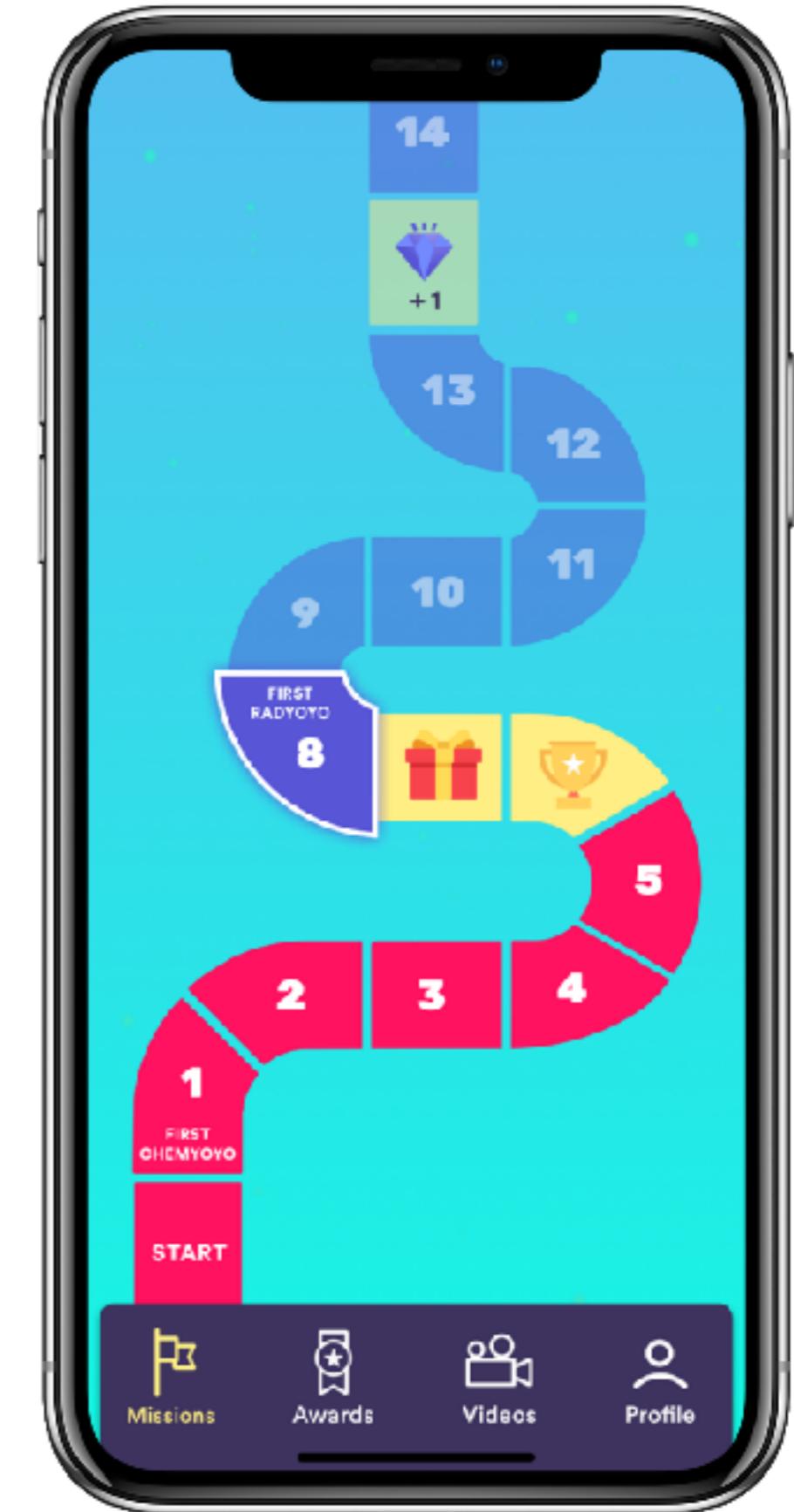
Key findings

1

Give an active role
and celebrate small
achievements



Gamify the cure process

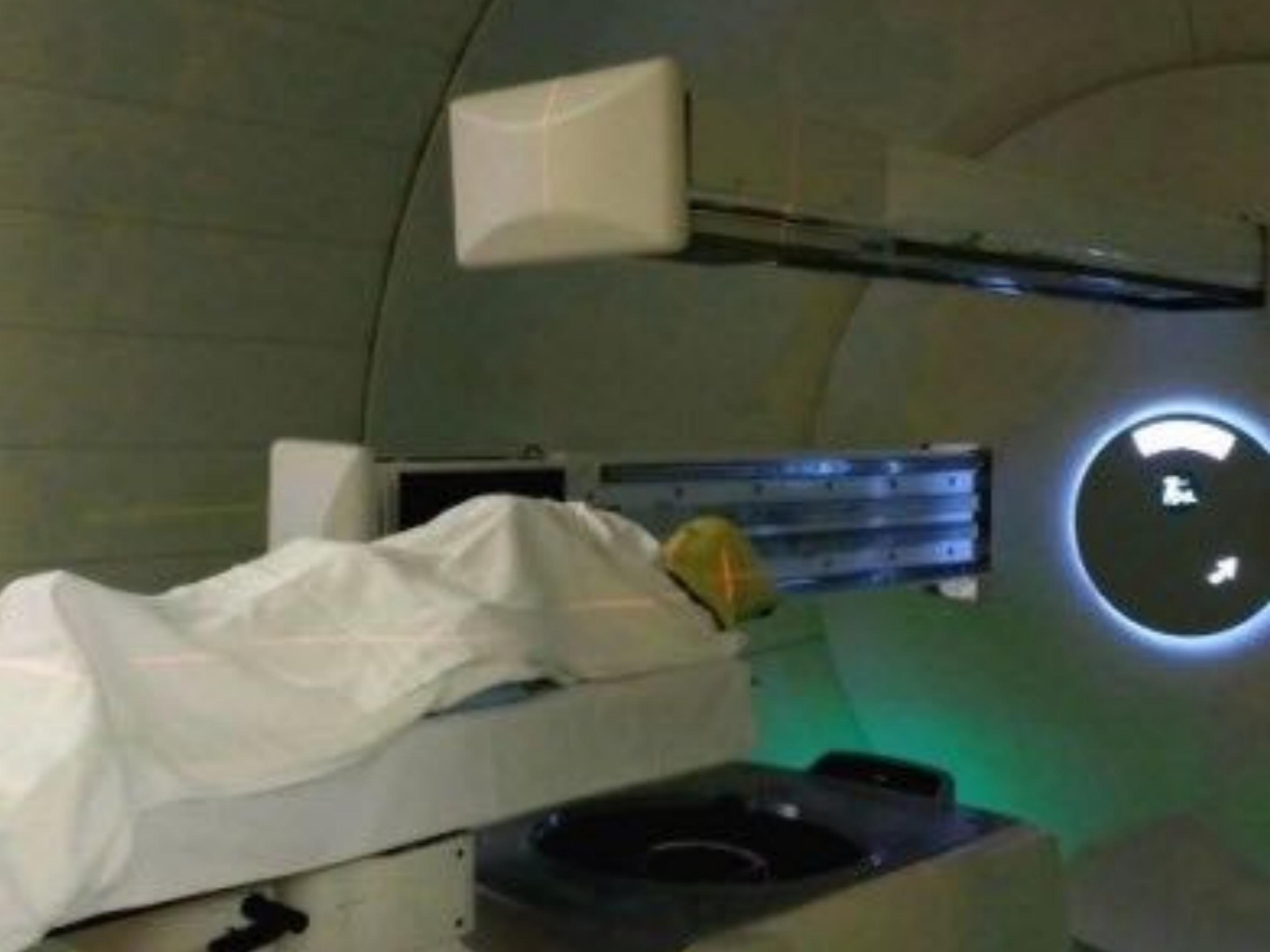


Key findings

2

Stress and anxiety





Key findings

2

Stress and anxiety



Key findings

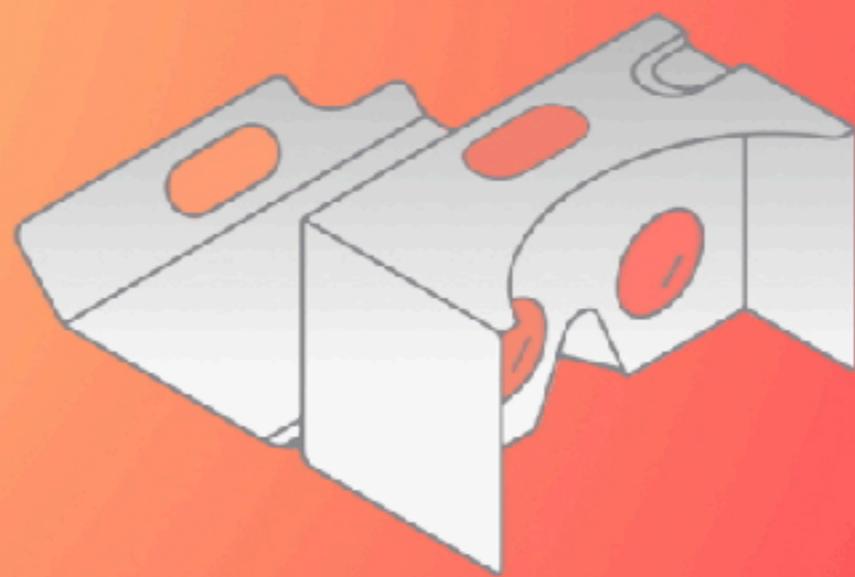
2

Stress and anxiety



**Using virtual reality
in moments of greater stress**

“Immersion in virtual worlds has been shown to lower levels of pain and anxiety and have relaxing effects”



Please place your phone into your default viewer

Key findings

3

The importance of hope



**Using a character
in the game who has
been cured of cancer**



Next steps

Now we will test our MVP.

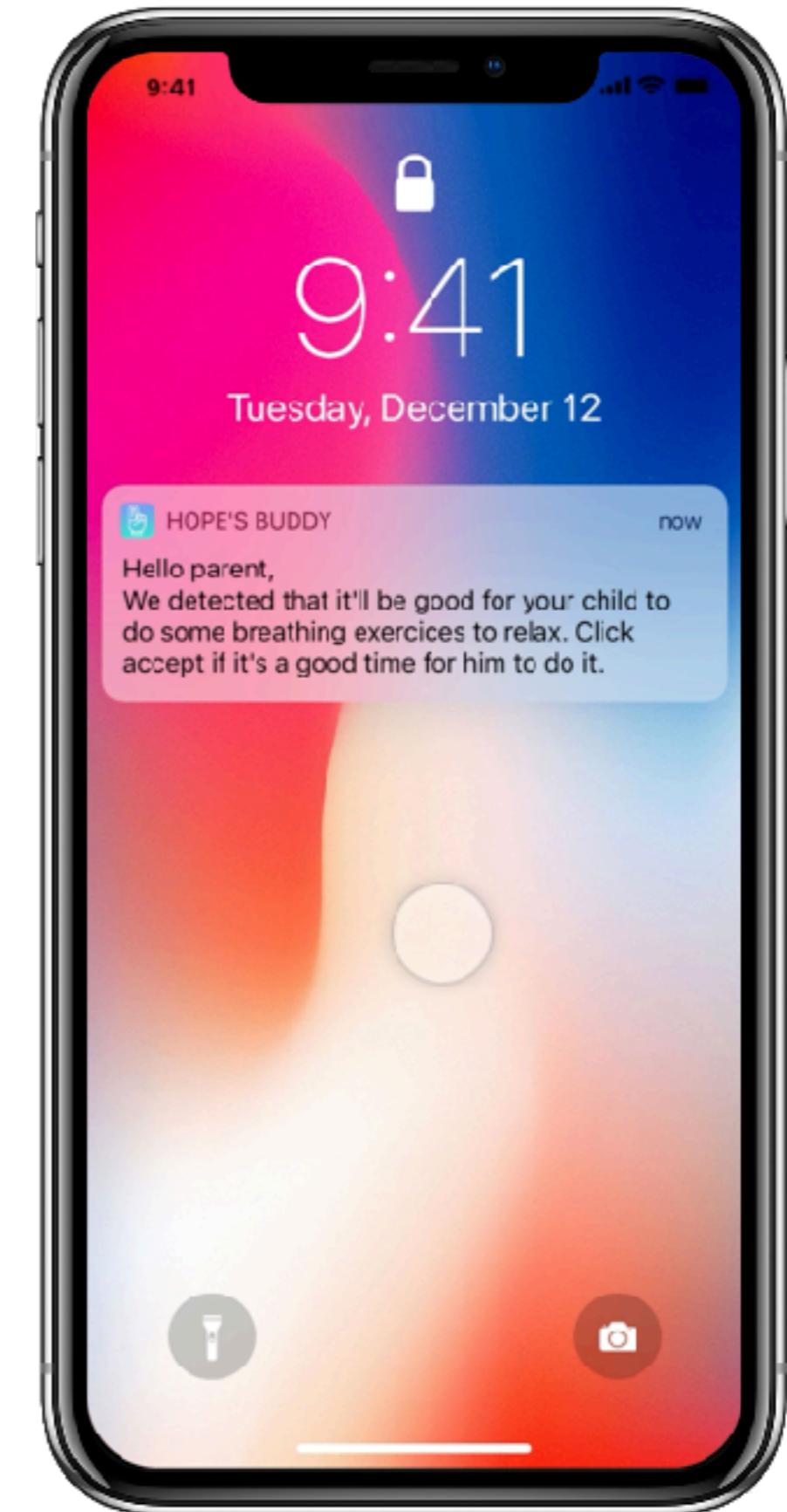
Synchronize and monitor the patient's health with smart watches.



Next steps

Now we will test our MVP.

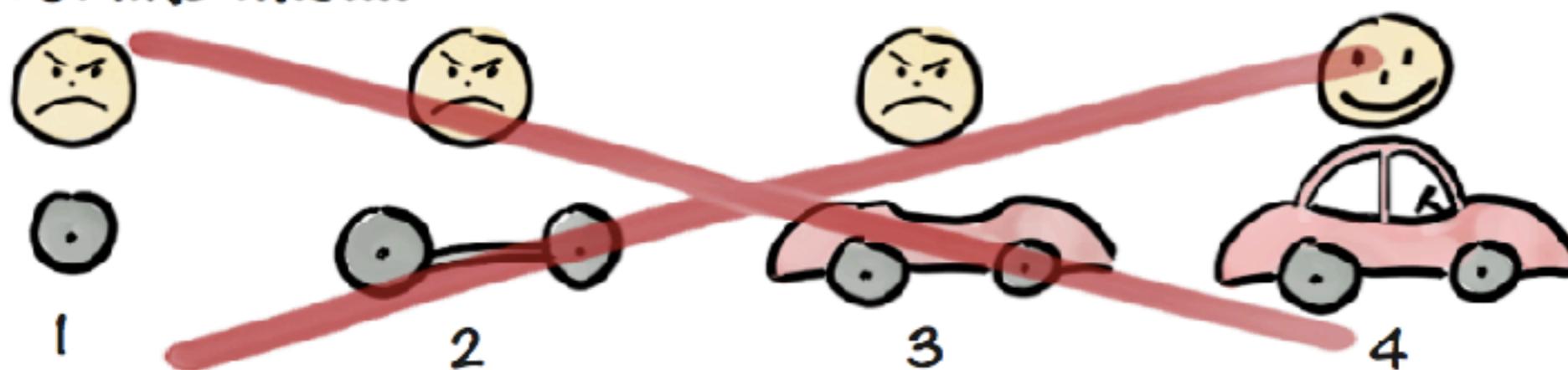
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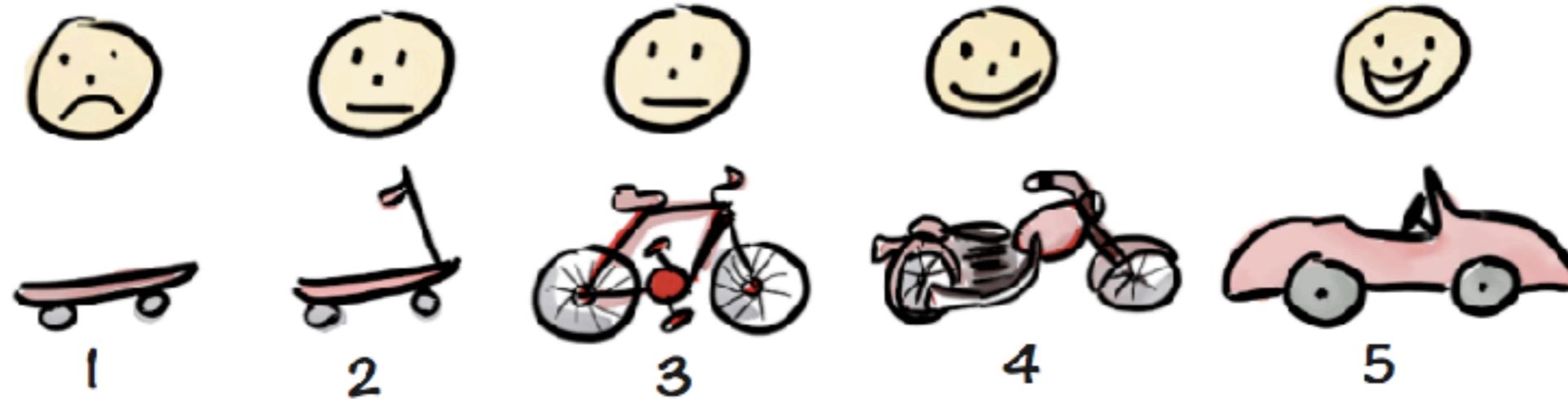
What I've learned

The importance of prioritizing

Not like this....



Like this!



The importance of the empathy



The importance of team work





PROFILE



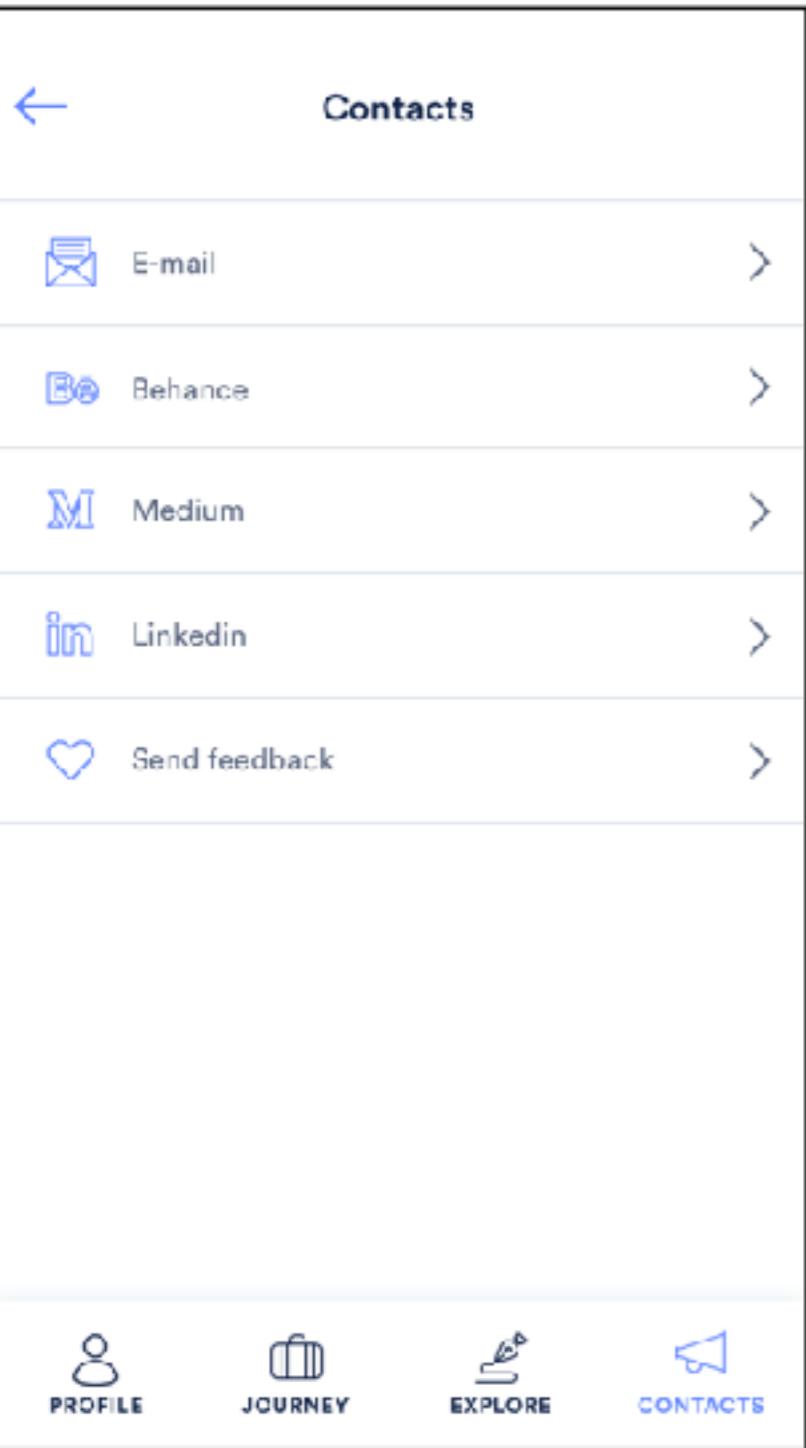
JOURNEY

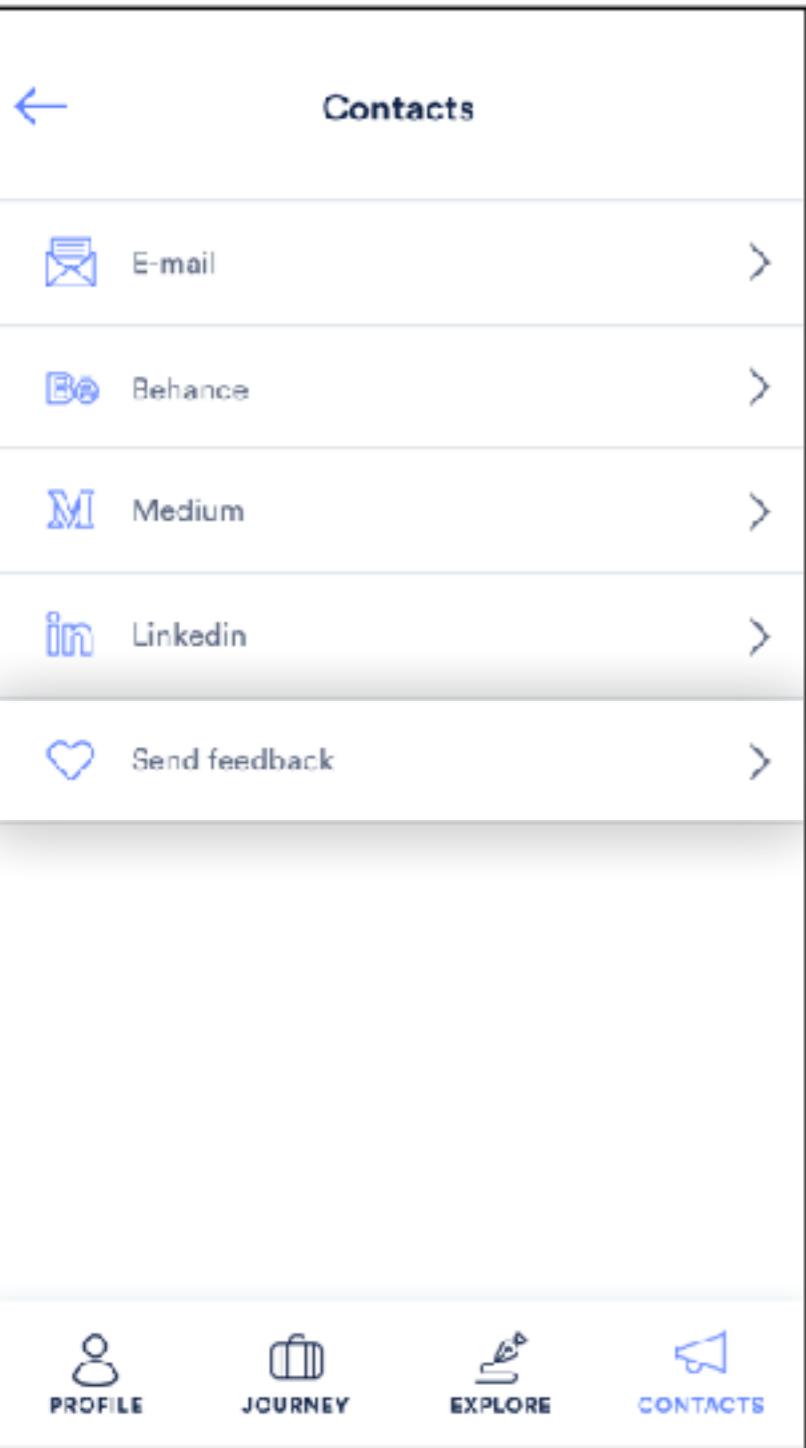


EXPLORE



CONTACTS





Questionário sobre a APPresentação da APP Joana Miranda

*Obrigatório

Sobre a apresentação

De uma forma geral, como avalia a apresentação? *

1 2 3 4 5 6 7 8 9 10

Muito mau

Muito bom

O que mais gostou na apresentação? Explique-me um pouco o
porquê. *

Δ sua resposta



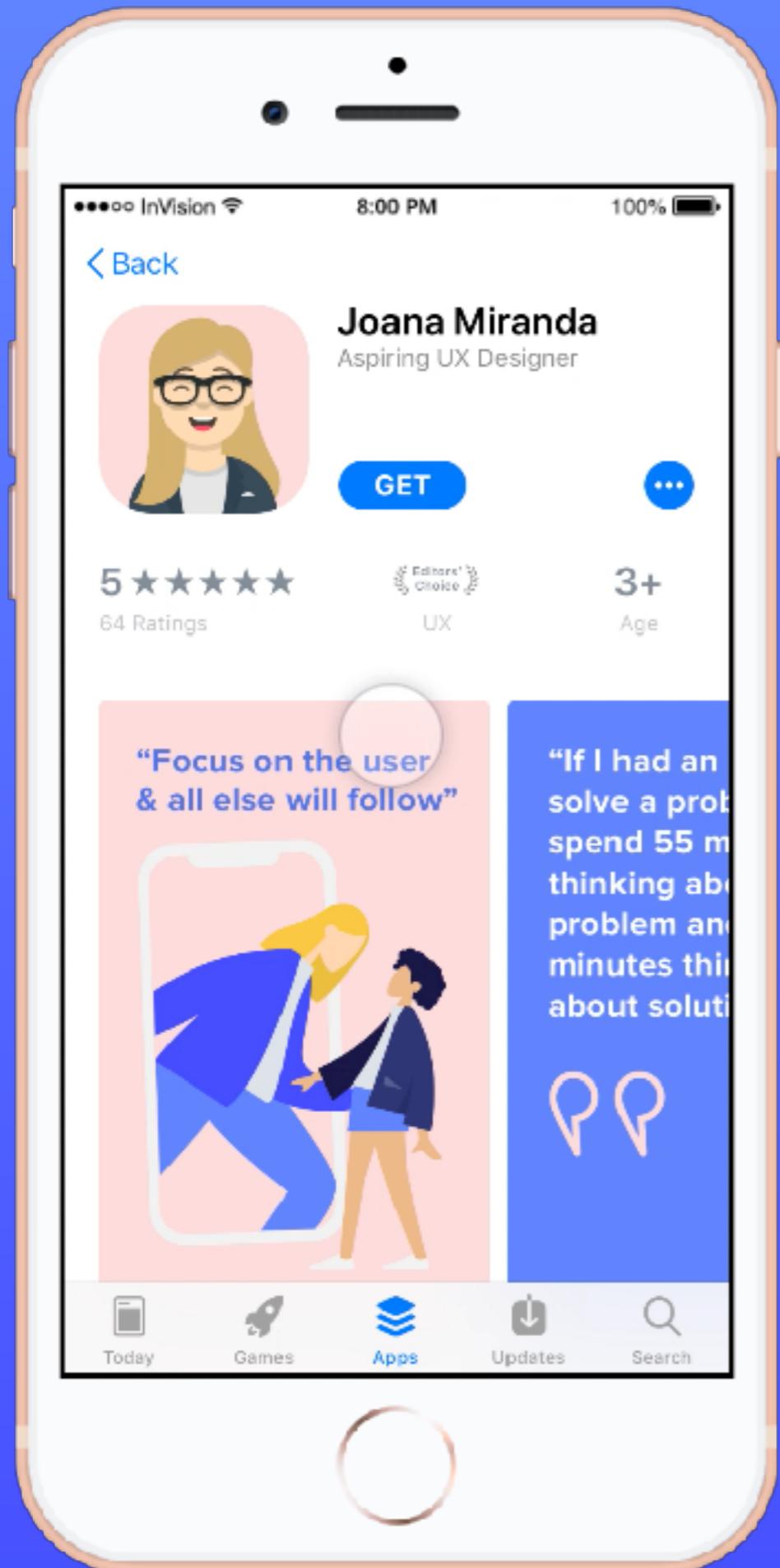


JOANA MIRANDA

now

It's time to predict the future... Where do you see yourself in 5 years?





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