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ESPECIFICAÇÃO DO PROJETO

KCAL

Trabalho apresentado como requisito parcial para a disciplina de **Experiência Criativa – Projetando Soluções Computacionais**, do curso de Bacharelado em Engenharia de Software, da PUCPR.

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SUMÁRIO

[ARTEFATO 1: Quadro “3 Objetivos” 4](#_Toc131237353)

[ARTEFATO 2: Quadro “é – não é – faz – não faz” 5](#_Toc131237354)

[ARTEFATO 3: Quadro “Visão de Produto”. 6](#_Toc131237355)

[ARTEFATO 4: Canvas PBB 7](#_Toc131237356)

[REFERÊNCIAS BIBLIOGRÁFICAS 13](#_Toc131237357)

ÍNDICE DE ILUSTRAÇÕES

[Figura 1 – Quadro “3 Objetivos”. 4](#_Toc131237337)

[Figura 2 – Quadro “é – não é – faz – não faz”. 5](#_Toc131237338)

[Figura 3 – Quadro "Visão de Produto". Fonte: AGUIAR, F. 2018. 6](#_Toc131237339)

[Figura 4 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado. 7](#_Toc131237340)

[Figura 5 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado. 8](#_Toc131237341)

[Figura 6 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado. 9](#_Toc131237342)

[Figura 7 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado. 10](#_Toc131237343)

[Figura 8 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado. 11](#_Toc131237344)

# ARTEFATO 1: Quadro “3 Objetivos”

|  |  |
| --- | --- |
| **ARTEFATO 1**: Quadro “3 Objetivos” | |
| **NOME DO PRODUTO**: KCAL | |
| **OBJETIVOS** | **DESCRIÇÃO** |
| 1 | Calcular informações de consumo calórico, promovendo a saúde |
| 2 | Criar e compartilhar refeições e dietas personalizadas |
| 3 | Proporcionar troca de experiências alimentares |

Figura 1 – Quadro “3 Objetivos”.

# ARTEFATO 2: Quadro “é – não é – faz – não faz”

|  |  |
| --- | --- |
| **ARTEFATO 2**: Quadro “é – não é – faz – não faz” | |
| **NOME DO PRODUTO**: KCAL | |
| **É**  Plataforma Web para criar, personalizar e compartilhar dietas/refeições  Rede social para pessoas interessadas em informações alimentares  Calculadora de calorias por alimento ou receita, consumo calórico diário | **Não é**  E-commerce  Serviço que cria planos alimentares personalizados a partir de consulta médica prévia  Guia para criação de planos de exercícios físicos |
| **Faz**  Calcula calorias de acordo com os ingredientes e quantidades  Permite compartilhamento de publicações de receitas e dietas  Oferece uma ferramenta de chat  Exibe receitas das recomendações de dietas  Permite a criação de listas pessoais contendo ingredientes, receitas e dietas favoritadas pelos usuários  Exibe lista de calorias por alimento/refeição | **Não faz**  Gera dietas automáticas para cada usuário  Permite publicações em grupos fechados  Oferece consultas online com nutricionistas |

Figura 2 – Quadro “é – não é – faz – não faz”.

# ARTEFATO 3: Quadro “Visão de Produto”.

|  |  |
| --- | --- |
| **ARTEFATO 3**: Quadro “Visão de Produto” | |
| **NOME DO PRODUTO**: KCAL | |
| **CLIENTE-ALVO** | Pessoas interessadas em uma melhor alimentação e diversificação da dieta padrão |
| **CATEGORIA-SEGMENTO** | Rede social de criação e compartilhamento de dietas e refeições |
| **BENEFÍCIO-CHAVE** | Promove um ambiente focado em registro de experiências nutricionais e gastronômicas |
| **DIFERENCIADO-CHAVE** | Reunir uma rede de compartilhamento de informações sobre receitas e dietas e ferramentas de cálculo de informações sobre consumo calórico |
| **META-VALOR.** | Promover a saúde coletiva através de uma alimentação saudável e diversificada |

Figura 3 – Quadro "Visão de Produto". Fonte: AGUIAR, F. 2018.

# ARTEFATO 4: Canvas PBB

Figura 4 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado.

Link do quadro no Miro <https://miro.com/app/board/uXjVMbAKc0w=/>

Link do Kanban no Trello <https://trello.com/invite/b/gaHNplDH/ATTIed261700b48cd28eccedbc0889c156c88CFEE623/kcal>

Para melhor visualização do PBB Canvas, observe os seguintes recortes.

![Diagrama

Descrição gerada automaticamente](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4TP4RXhpZgAATU0AKgAAAAgABgALAAIAAAAmAAAIYgESAAMAAAABAAEAAAExAAIAAAAmAAAIiAEyAAIAAAAUAAAIrodpAAQAAAABAAAIwuocAAcAAAgMAAAAVgAAEUYc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFdpbmRvd3MgUGhvdG8gRWRpdG9yIDEwLjAuMTAwMTEuMTYzODQAV2luZG93cyBQaG90byBFZGl0b3IgMTAuMC4xMDAxMS4xNjM4NAAyMDIzOjAzOjI4IDExOjI5OjU5AAAGkAMAAgAAABQAABEckAQAAgAAABQAABEwkpEAAgAAAAM5OAAAkpIAAgAAAAM5OAAAoAEAAwAAAAEAAQAA6hwABwAACAwAAAkQAAAAABzqAAAACAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Figura 5 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado.

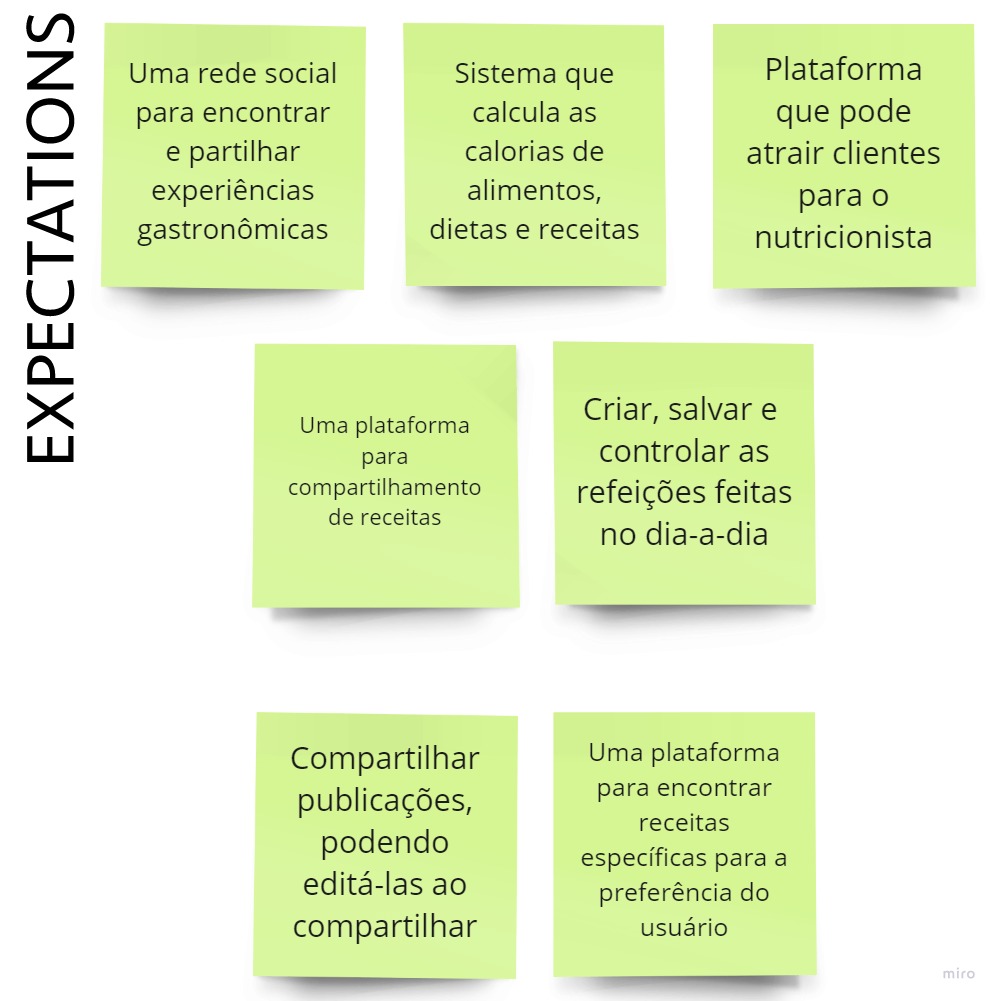


Figura 6 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado.

**Personas**

Figura 7 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado.

**Nutricionista**

**Atividades**

* Solicitar perfil verificado;
* Publicar receitas;
* Publicar dicas de alimentação;
* Publicar dietas.

**Objetivos**

* Promover postagens benéficas à saúde.

**KCALLER**

**Atividades**

* Interagir com publicações;
* Criar publicações;
* Seguir e conversar com outras pessoas;
* Registrar cálculos de consumo calórico.

**Objetivos**

* Promover, seguir e consumir informações relacionadas à saúde alimentar;
* Controlar suas refeições e consumo calórico diário.

**Administrador**

**Atividades**

* Verificar publicações de anunciantes;
* Verificar publicações denunciadas;
* Validar o CRN do nutricionista.

**Objetivos**

* Dar suporte ao usuário;
* Manter a integridade do site.

**Features**

Figura 8 – Canvas PBB: "Product Backlog Building". Fonte: AGUIAR, F. 2018 - Adaptado.

**Nutricionista - Publicar dicas de Alimentação**

**Problemas e Necessidades**

* Descentralização de informações;
* Publicações sem embasamento científico.

**Resultados e Benefícios**

* Reunir informações;
* Publicar informações corretas.

**KCALLER – Criar publicações**

**Problemas e Necessidades**

* Descentralização de informações;
* Necessidade de armazenar publicações públicas e privadas;
* Ver um histórico de publicações.

**Resultados e Benefícios**

* Gerenciar informações calóricas;
* Exibir lista de alimentos e suas calorias;
* Salvar publicações.

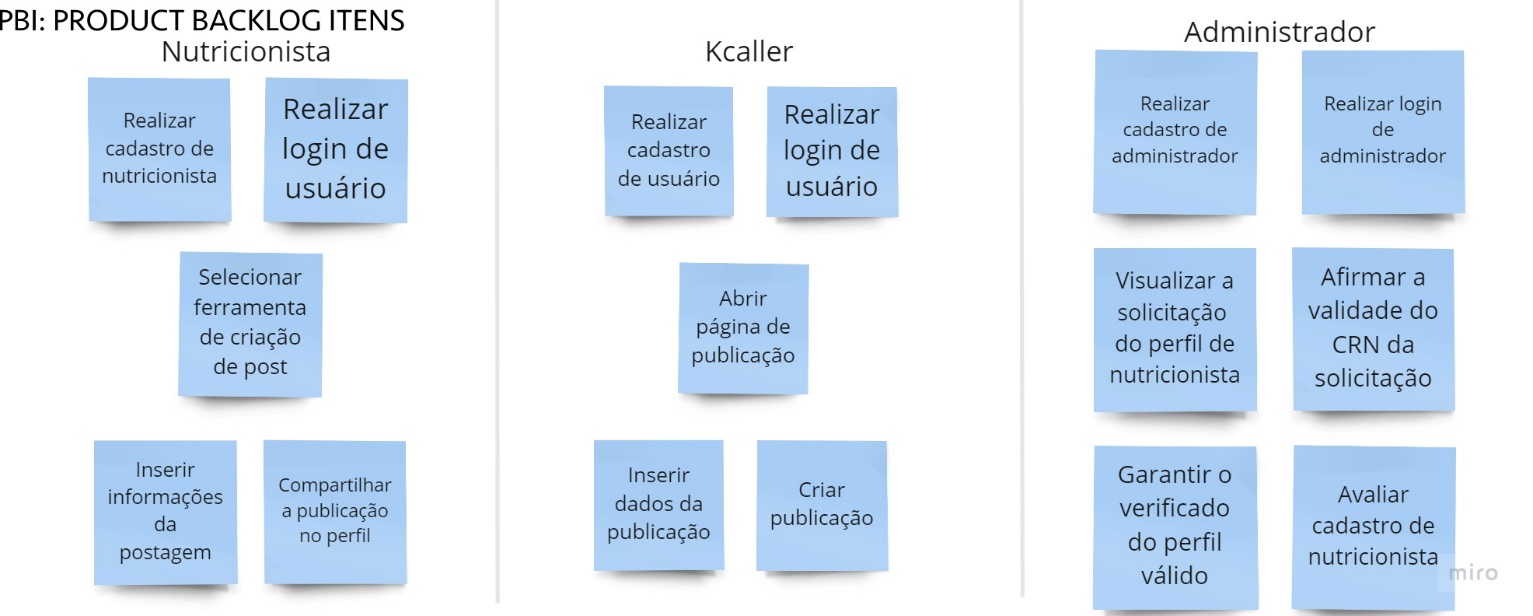
**Administrador - Validar o CRN do nutricionista**

**Problemas e Necessidades**

* Perfil de nutricionista sem verificação;
* Forma de validar o profissional.

**Resultados e Benefícios**

* Garantir a veracidade do nutricionista;
* Ter o perfil verificado.

**PBI: Product Backlog Itens**

**Nutricionista - Publicar dicas de Alimentação**

1. Realizar cadastro de nutricionista;
2. Realizar login de nutricionista;
3. Selecionar ferramenta de criação de post;
4. Inserir informações da postagem;
5. Compartilhar a publicação no perfil.

**KCALLER – Criar publicação**

1. Realizar cadastro de usuário;
2. Realizar login de usuário;
3. Abrir página de publicação;
4. Inserir dados da publicação;
5. Criar publicação.

**Administrador - Validar o CRN do nutricionista**

1. Realizar cadastro de administrador;
2. Realizar login de administrador;
3. Visualizar a solicitação do perfil de nutricionista;
4. Afirmar a validade do CRN da solicitação;
5. Garantir o verificado do perfil válido;
6. Avaliar cadastro de nutricionista.

**PBI: Product Backlog Itens para a Sprint 1**

**Realizar cadastro de nutricionista**

**Realizar cadastro de usuário**

**Realizar login de administrador**

**Avaliar cadastro de nutricionista**

**Criar publicação**

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