

Bonus #2: Storytelling de producto



Las historias son
tremendamente
poderosas para
comunicar realidades,
contextos y sutilezas.

Creamos historias para
poner en contexto y
comunicar las
necesidades de nuestros
usuarios.

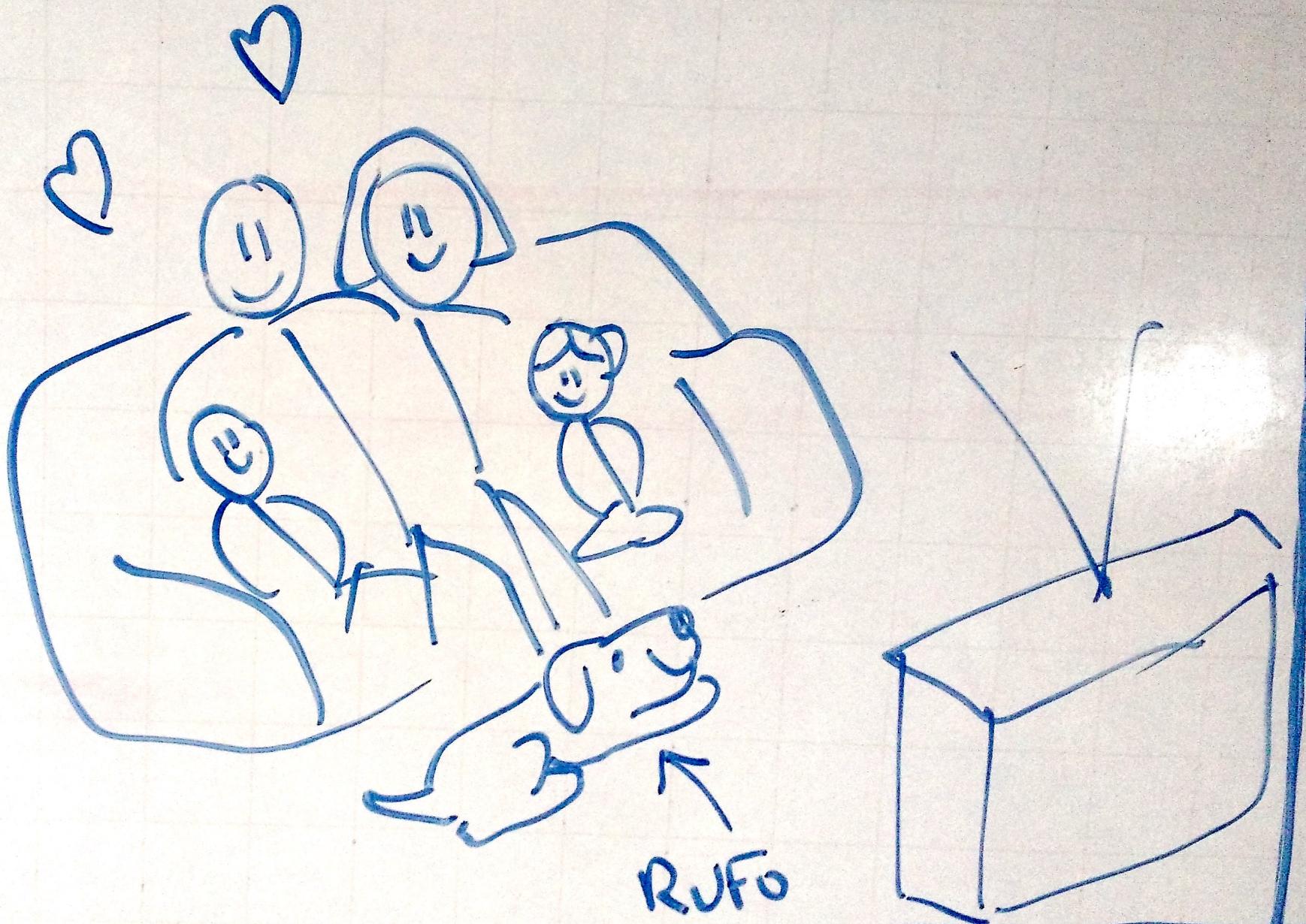
Contexto

Problema

Solución

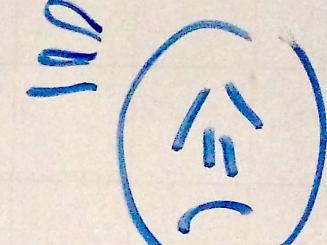
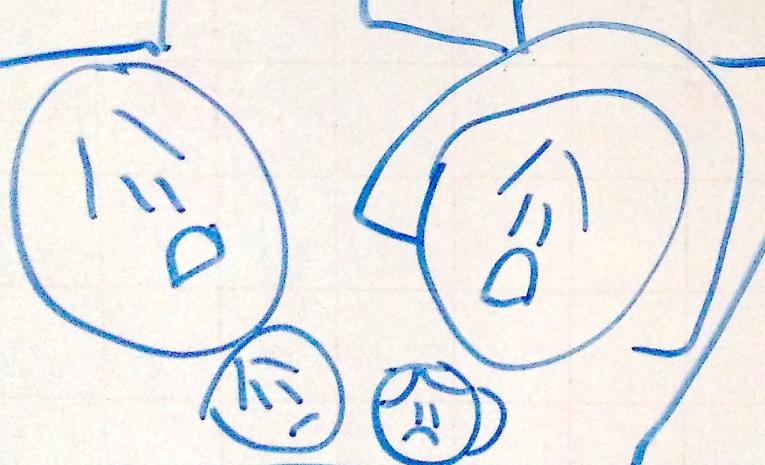
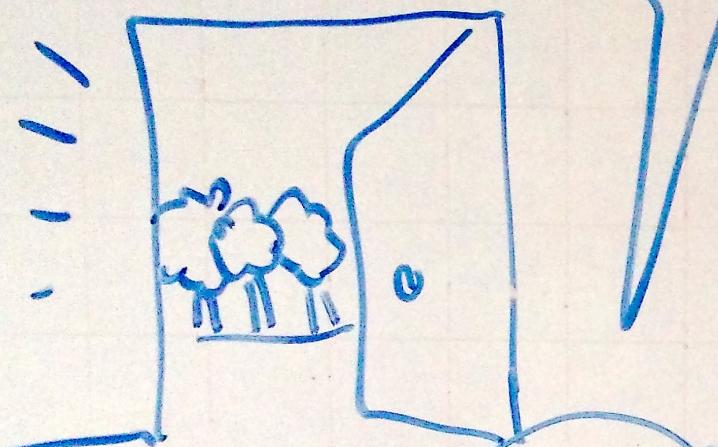
Desenlace feliz

CONTEXTO

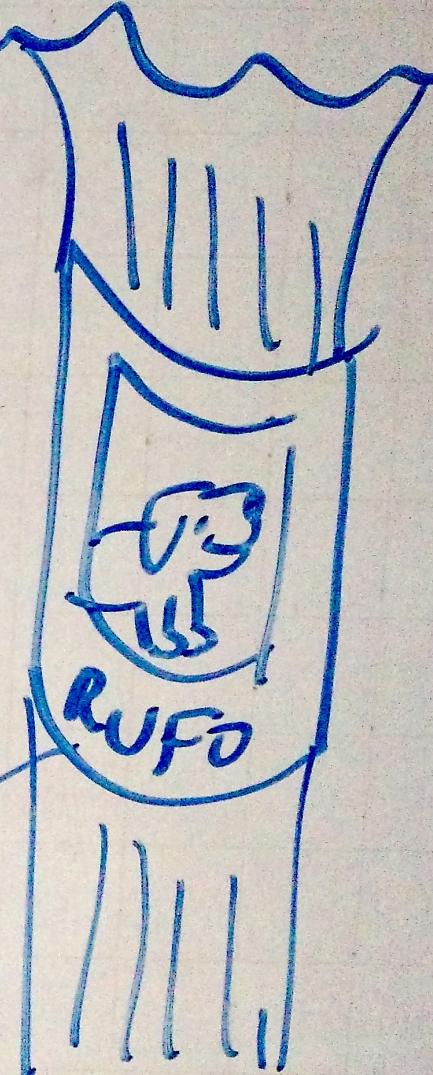


PROBLEMA

Rufo se perdió!!



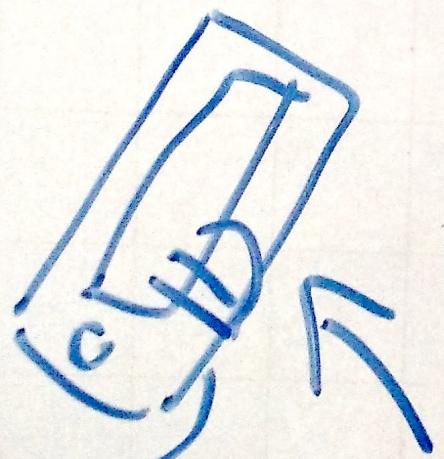
NO APARECE..



SOLICITUD

REPORTAR

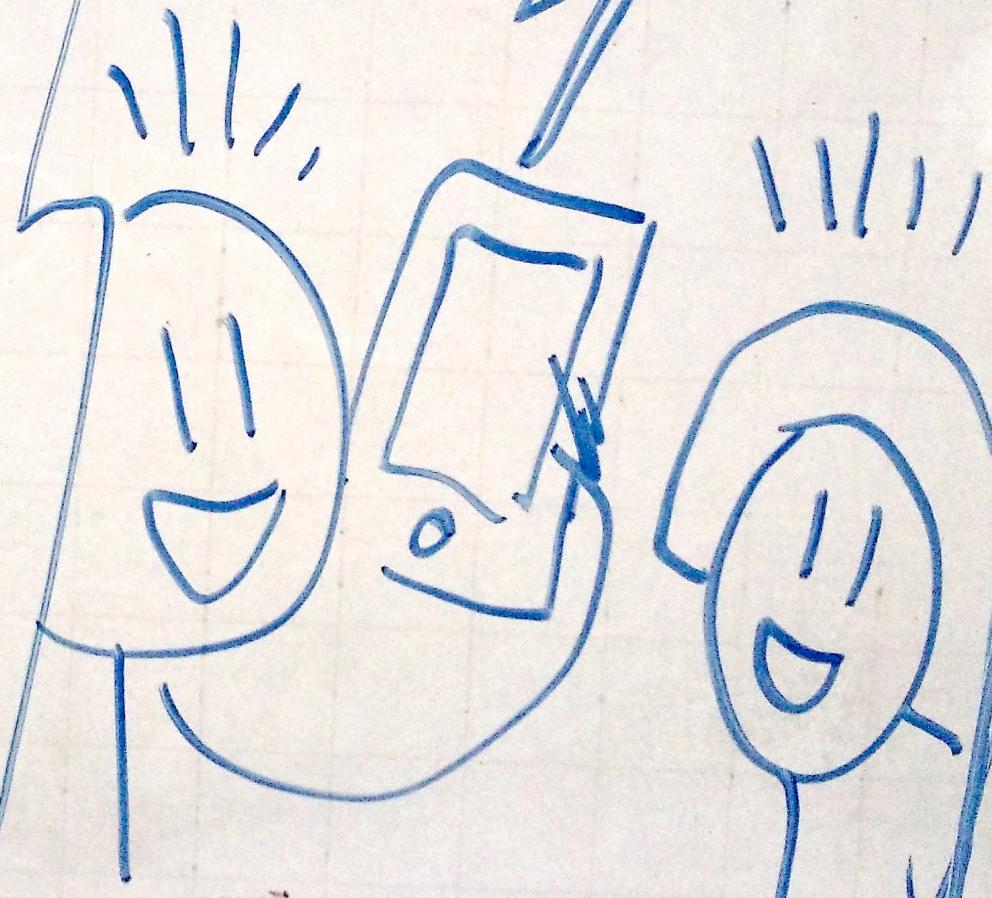
SE PERDIÓ
RUFO



APP

NOTIFICACIÓN

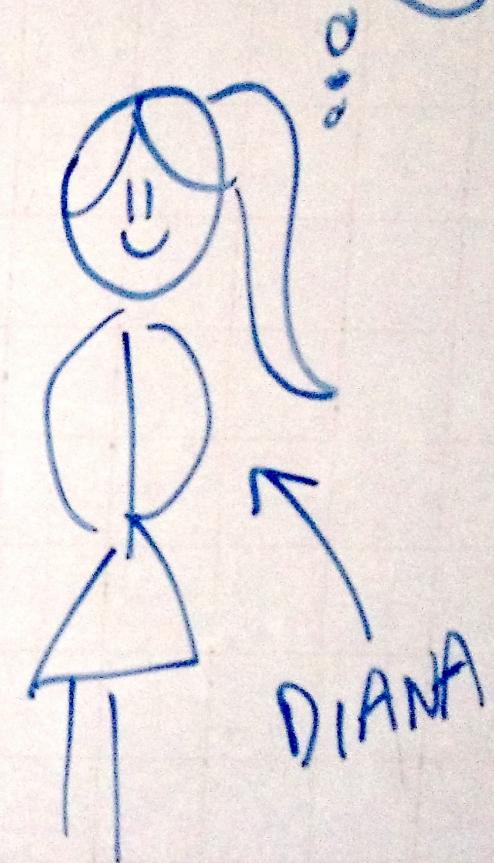
DIANA HA ENCONTRADO
A RUFO !!



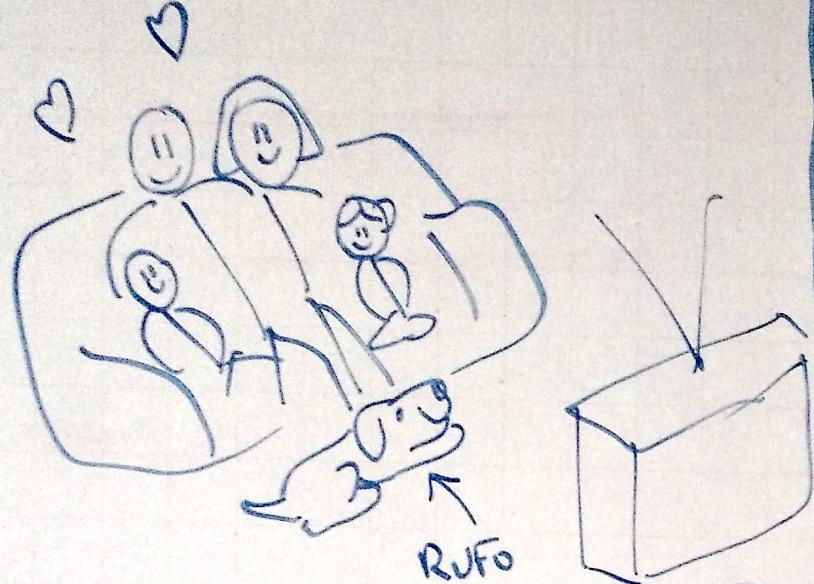
DESENHAÇO FELIZ



MISIÓN
CUMPLIDA!!



CONTEXTO



PROBLEMA



SOLUCIÓN



DESENLACE FELIZ



MISIÓN CUMPLIDA!!

