

 **Hello!**

I'm glad to present my work to you,
I hope you enjoy the projects that I selected, welcome...

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01	Lyric Box (<i>Caixinha Lírica</i>)	Service designer
02	Automated Teller Machine	UX designer, Design leadership
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05	Payment options	UX researcher
06	IBNS e-mail marketing system	Digital designer, Front-end



Lyric Box, service design applied to musicalization for babies

Francielen Trojan - Musician and opera singer

Project of specialization in user-centered design, co-created with my wife who is a singer and musician. We went from research to the launch of MVP in the market.

Problem

Noticing the importance of musicalization for babies and identifying a niche market to be worked on, I invited my wife Francielen, who is a musician and teacher of musicalization to immerse in a process of Service Design.

We interviewed André José Rodrigues Júnior, who has a master's degree in Music Education from UFMG, and he brought us some insights on what he has seen out there:

- Very technical teaching - trying to teach music without respecting the baby phase
- A banalization of the term musicalization, associated with superficial playtime with a baby
- Teacher's salary inversely proportional to the student's age

Using the 5 whys we found out the problem to be addressed:

How can we develop a business of value focused on musicalization for babies?



André José Rodrigues Júnior - Master in music education

discovery define deve

Tools

Expert interview
5 whys
CSD matrix
Desk research
Emphaty map
5W2H
Costumer journey
Personal canvas
Service blueprint
Prototype
MVP

Process

Since the problem was defined from the 5 whys, we used the Double Diamond approach.

CSD matrix

It consists of filling in three gaps, certainties, suppositions and doubts. Over time, according to the findings, the idea is to move the annotations to the certainties column.

Certainties: Mothers like my class; Mothers are thrilled; Classes contribute to their development; It is related to complementary activities; the classroom contributes to learning; The mother makes the decision; parents who are musical can identify the ability in their babies; the father (or parents) must see rational value in the activity;

Suppositions: Social media can help; The experimental class can be attractive; We need partnerships with schools, blogs and groups of mothers;

Doubts: Do mothers know how old their babies should be to start? Do mothers know the benefits? If we made videos on the subject would it convert?

Encounters promoting experimental classes would bring enrollments?

Desk reseach

When searching the internet about the universe of mothers and babies in the city of São Paulo where it is the focus of this project, I identified a niche of mothers of babies on Instagram. Having that same intention in mind, I found on Facebook an event of mothers and babies in Ibirapuera Park organized by a group called "Meeting of Mothers and Pregnant Women"

ry define develop deliver

Emphaty Map

We used this tool with the intention of always focusing the service on people's necessities.

What do they think and feel

I want my kid to develop with music; I must look for someone skilled; It is my dream that my kid be involved with music.

What di they say and do

I'm looking for a music activity, so I'm looking for a referral or on the internet.

How do I solve my problems?

I'm looking for classes within my budget; I book an experimental class.

Problems I can not solve

I need a professional music education; the best ones are more expensive; how to find the ideal place?

5W2H

We use it to facilitate the planning of activities and communication

What? Musicalization classes.

Why? It is essential for cognitive development. I believe I can make a difference in the child's life.

Where? In allocated spaces of music schools.

When? Monday to Saturday morning and afternoon. Monthly value per student, according to the teacher's hour value.

Who? Infants from 6 months to 2 years.

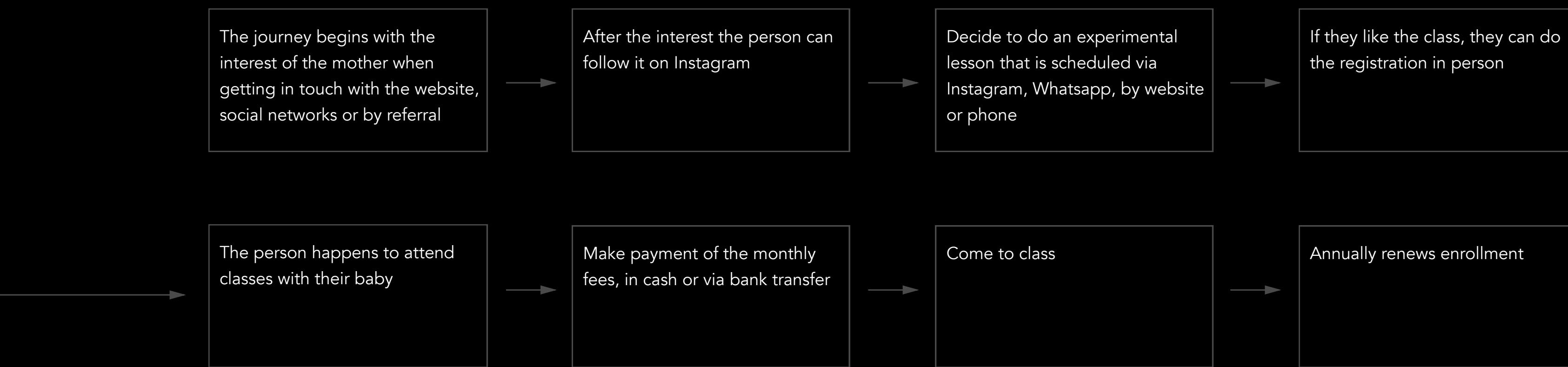
How? With special classes in groups, experimental classes and workshops.

How much? Tuition fee according to the professional's hour.

ne develop deliver

Costumer journey

helps us identify and strategize key moments in the service. Here we define a lean journey to make the prototype viable:



the develop deliver

Personal canvas

Applied for description, analysis and design of business models.

Who helps you

Partnership with teachers, blogs, baby photographers, schools, courses for kids, mothers groups

What you do

I teach music: for children, singing and piano

Who you are & what you have

specialized course, experience and facility

What you give

Time and knowledge

Music instruments

Snack, transportation, smartphone

Rent of room, each class

How you help

Content for development and learning

Playfull class

Good repertoire

Quality instruments

How you interact

Emotional

Singing and playing

Affection with students

How they know & how you deliver

Experimental classes, website, videos, meetups

What you get

Monthly, by transfer or payment slip

Personal fulfillment

Who you help

Parents from the south of São Paulo

the develop deliver

Service blueprint

the crucial areas of service and the backstage of the process are identified, facilitating teamwork and the coordination of people and resources that are available.

Physical evidence

Posts on Instagram; Site; Adwords; E-mail marketing; Talk with colleagues;

Receipt and proof of enrollment

Images and videos on Instagram posts; Sharing Images and Videos on the WhatsApp Class Group

User action

Parents are interested in class.

Enroll in experimental class

Mothers participate in the first class with the baby

They enroll; pay the monthly fee; sign a term for image use

Attend classes; Make payment monthly; Recommend in conversations or online; Shoot and share it in the class group.

Frontstage

Create posting on Instagram; Announce experimental class

Get in touch by phone, WhatsApp, or Email to schedule experimental lesson

Host; present the space; solve doubts; check if the baby meets the age requirement; Observe the baby's adaptation.

Collect; Receive in cash, debit card and credit or bank deposit

Receipts; take photograph and print the lesson

Visibility line

Backstage

Seek partnerships for dissemination of the experimental class

Confirm that enrollment will be made

Organize the room and materials

Internal interaction

Create Marketing Plan

Manage subscriptions

Prepare the class that demonstrates the differentials of the service

Manages payments and documents

Prepare the lesson; Manage the images and videos, create posts on Instagram; File the image and video files

the develop deliver

Prototype

According to Stickdorn and Schneider (2014), the prototypes help iterate, once they can incorporate and test ideas and improvements quickly. The principle of learning by doing is dominant throughout the process.



Digital invite

We organized the first open musicalization class on September 2nd, as planned previously in the journey and on the canvas.

We rented a room in a music school with musical instruments and materials to carry out the event, we charged a symbolic value and used the Sympla for ticket sales and Facebook for disclosure.

The communication for this lesson was organic, there were 14 interested. The capacity per class was six babies. We invited a mother from the "Meeting of Mothers and Pregnant Women" group.

That mother and a couple attended it with their babies, we had positive feedback about the class. We captured image and video to promote the next classes.



First class of Lyric Box

We noticed that it is necessary to reach more people and start converting into enrollments. After the launching of the service in the market we noticed that there was more interest of prospects in participating in experimental classes when there was a certain date set, according to the prototype, limiting the enrollment period, rather than having an open agenda for them to select the experimental class date when they wanted.

op deliver

MVP

According to Mattos (2017) "The moment you put your prototype to test in the market, it turns into a Minimally Viable Product. It becomes a MVP "

We acquired a proper musicalization material and presented the service in Studio Marconi Araújo - Voice school in São Paulo. We got the approval to start the work in partnership with the Studio, using the space and their media support.

We partnered with Ana from the Meeting of Mothers and Pregnant Women group to generate content for the media area of the project. We have developed the Site and its contents, texts, videos, also flyers. At the same time, the first group of babies was formed by mothers who already knew the work of Francielen, my wife, and mothers who got our referral.



A MUSICALIZAÇÃO CONTRIBUI
PARA O DESENVOLVIMENTO



AFETIVIDADE



COGNIÇÃO



COORDENAÇÃO
MOTORA



SENSIBILIZAÇÃO
MUSICAL



EXPRESSÃO
CORPORAL



DISTINÇÃO DOS
ESTÍMULOS

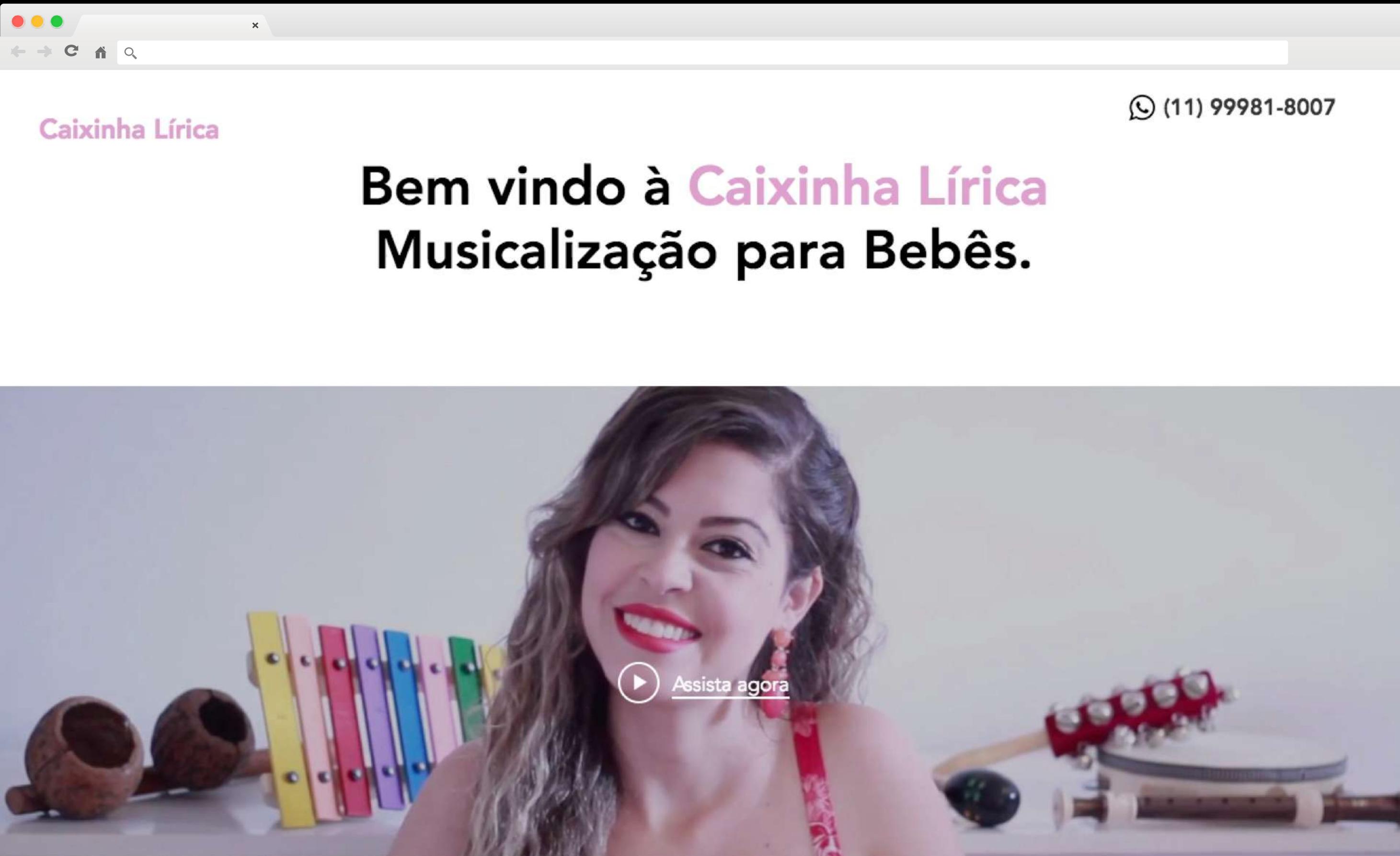


LÍNGUA ORAL



SOCIALIZAÇÃO

Flyer

A screenshot of a web browser window displaying the homepage of the website "Caixinha Lírica". The browser interface includes standard controls (red, yellow, green buttons) and a search bar at the top. The main content area features the brand name "Caixinha Lírica" in pink text, followed by a large, bold, black text block: "Bem vindo à Caixinha Lírica" and "Musicalização para Bebês.". Below this text is a large, central image of a smiling woman with long brown hair, wearing a red floral top. She is positioned in front of various colorful musical instruments, including maracas, a xylophone, and a tambourine. A play button icon with the text "Assista agora" (Watch now) is overlaid on the image. In the bottom right corner of the image, there is a small vertical text "Site Lyric Box".

Caixinha Lírica

(11) 99981-8007

Bem vindo à Caixinha Lírica

Musicalização para Bebês.

Assista agora

Site Lyric Box



op deliver

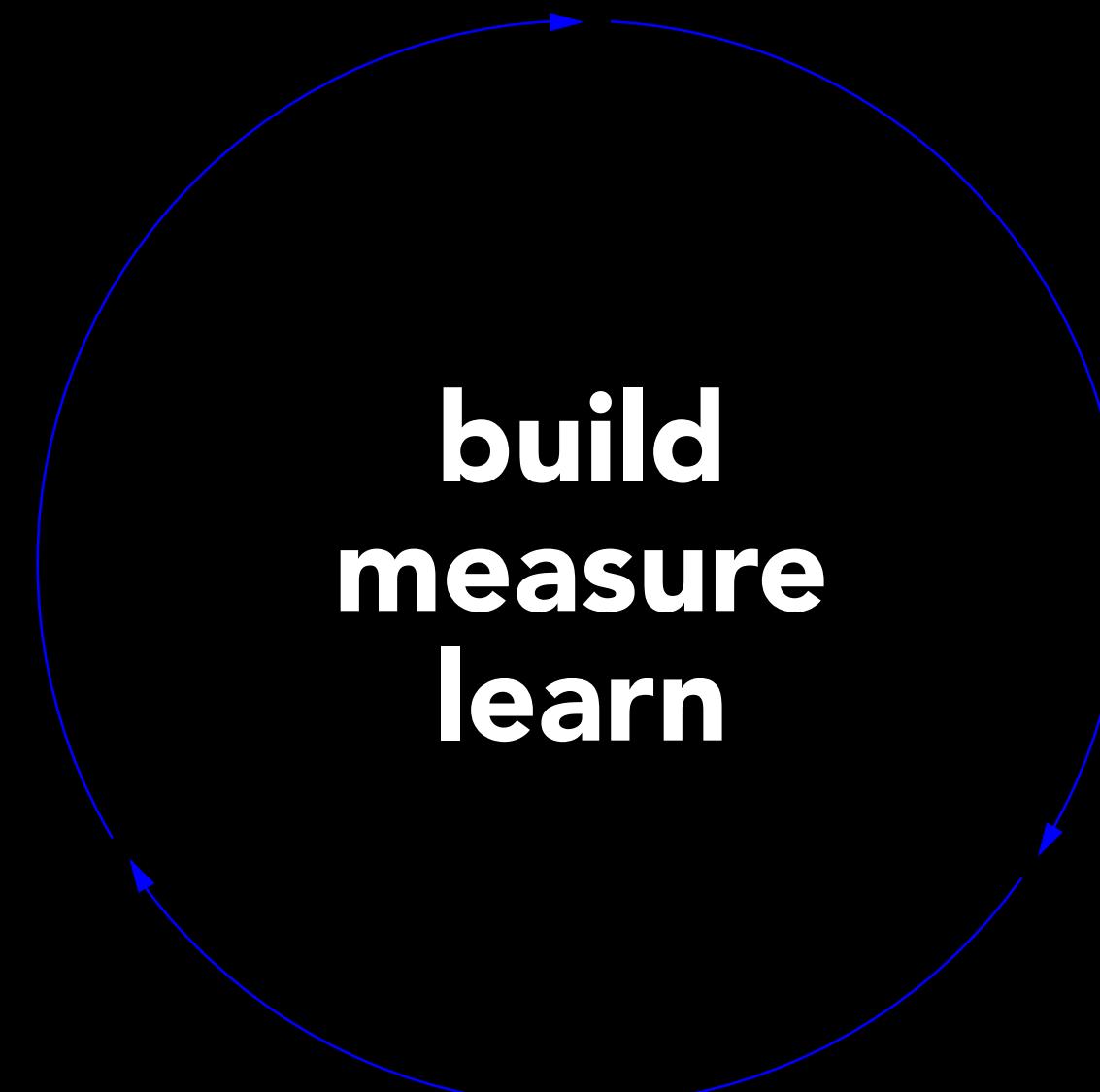
Learnings

The motivation for this project was to experiment how the design process can lead in an interdisciplinary and co-creative way the development of the musicalization service for babies and put an MVP in the market.

The biggest investment was the acquisition of musical instruments. The commercial operation began with the partnership with Studio Marconi Araújo.

We realized that media work is essential to boost the business. Renewal is a challenge. When babies reach school age, parents consider music activities at school enough, so new parents need to be reached. Parents have shown a desire to have the comfort of home-school together with other infants in their condo.

The experience was very gratifying and recognized by the parents





Automated Teller Machine

Bradesco's new experience in more than 7000 points in Brazil. With touch and NFC technology

Improvements

Information Architecture
Optimized flow
Navigation
Components
Error prevention
Feedback

Guide

Structure
Buttons
Forms
Lists
Typography
Images
Banners
Icons
Templates

Problem

The challenge was to design an interface that would best suit touch technology.

Similar to mobile interfaces, we established navigation patterns, flow optimization, module definition, error prevention, feedback and style guide that were presented and defended to the managers responsible for the business.

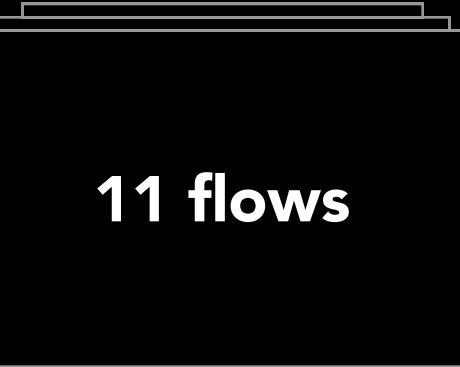
Leadership

I led a team of 5 designers where I was responsible for training, organization of the working process using kanban.

The project lasted a little more than two years and in total there were more than 5000 screens drawn in three segments.



25 flows

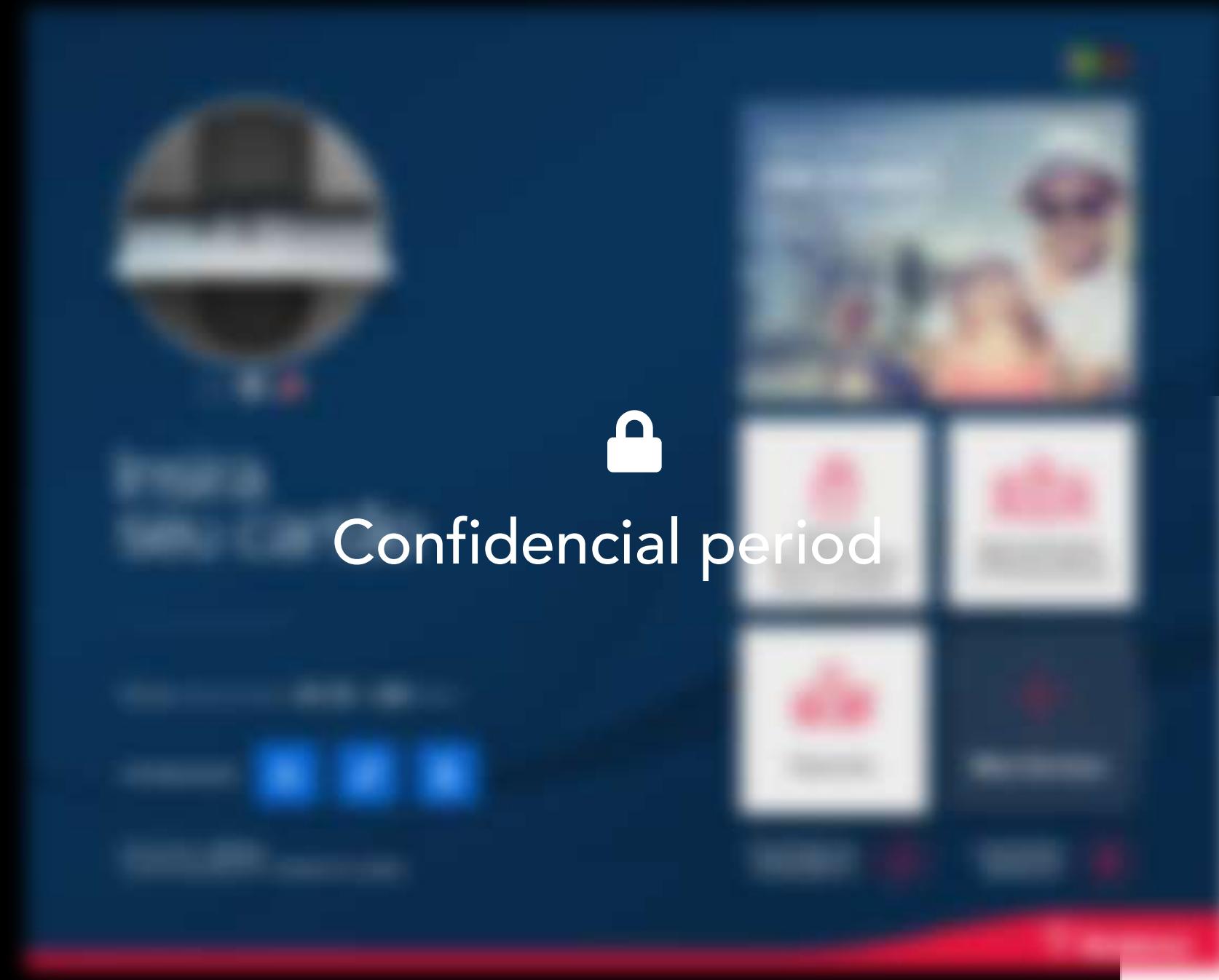


11 flows

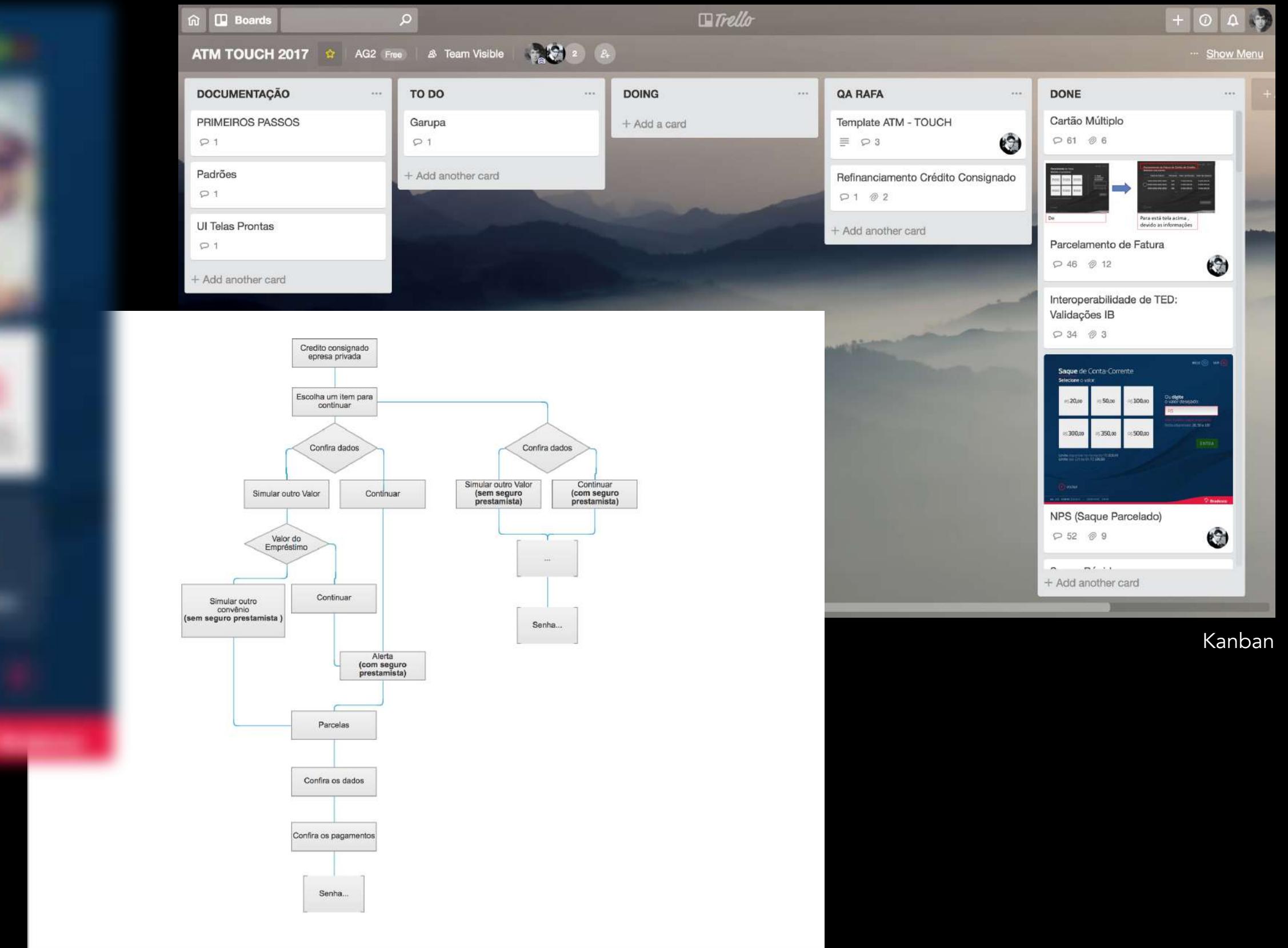
Around 5k screens



24 flows

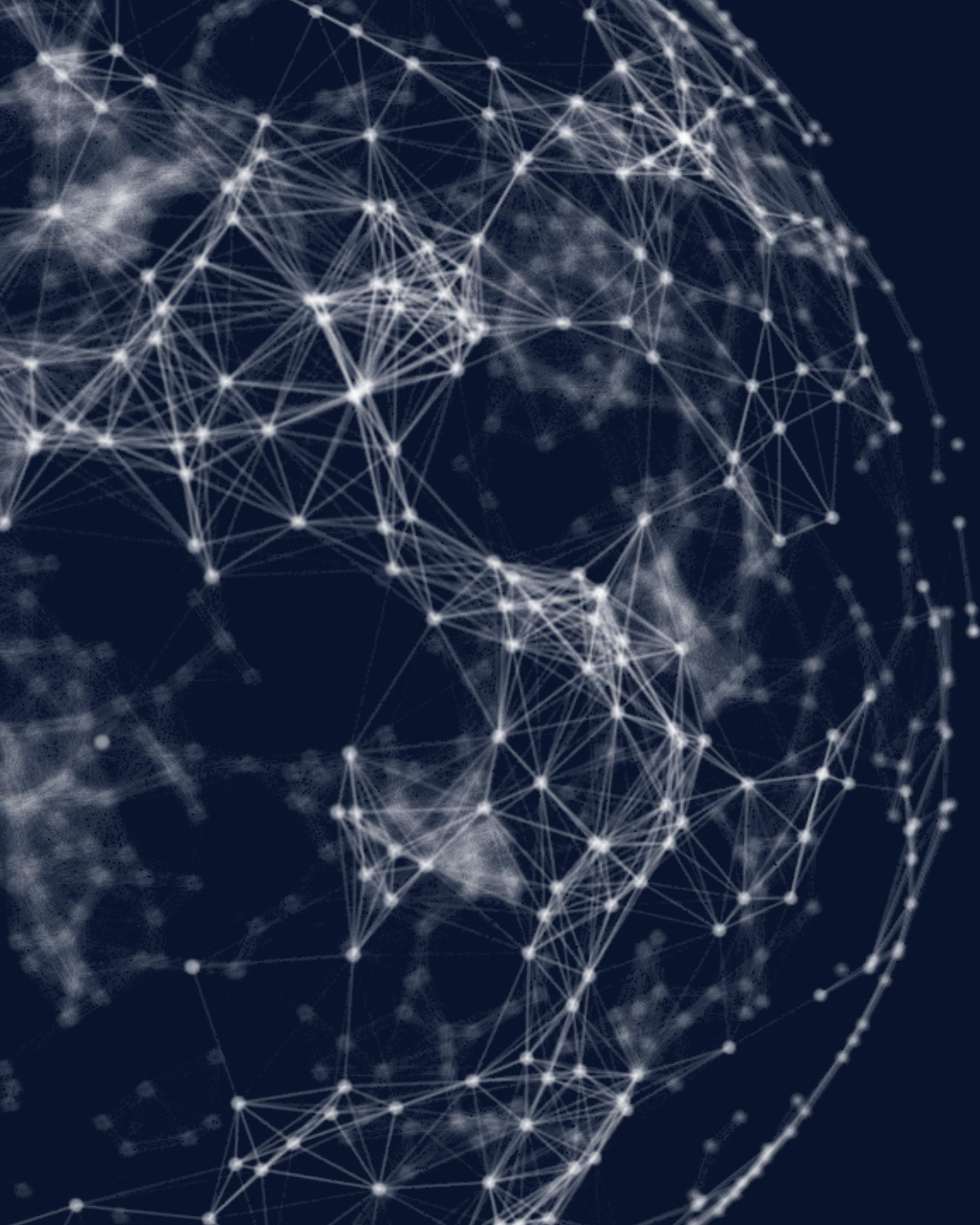


ATM screen



Example of flow explained

Kanban



InovaBra Hub

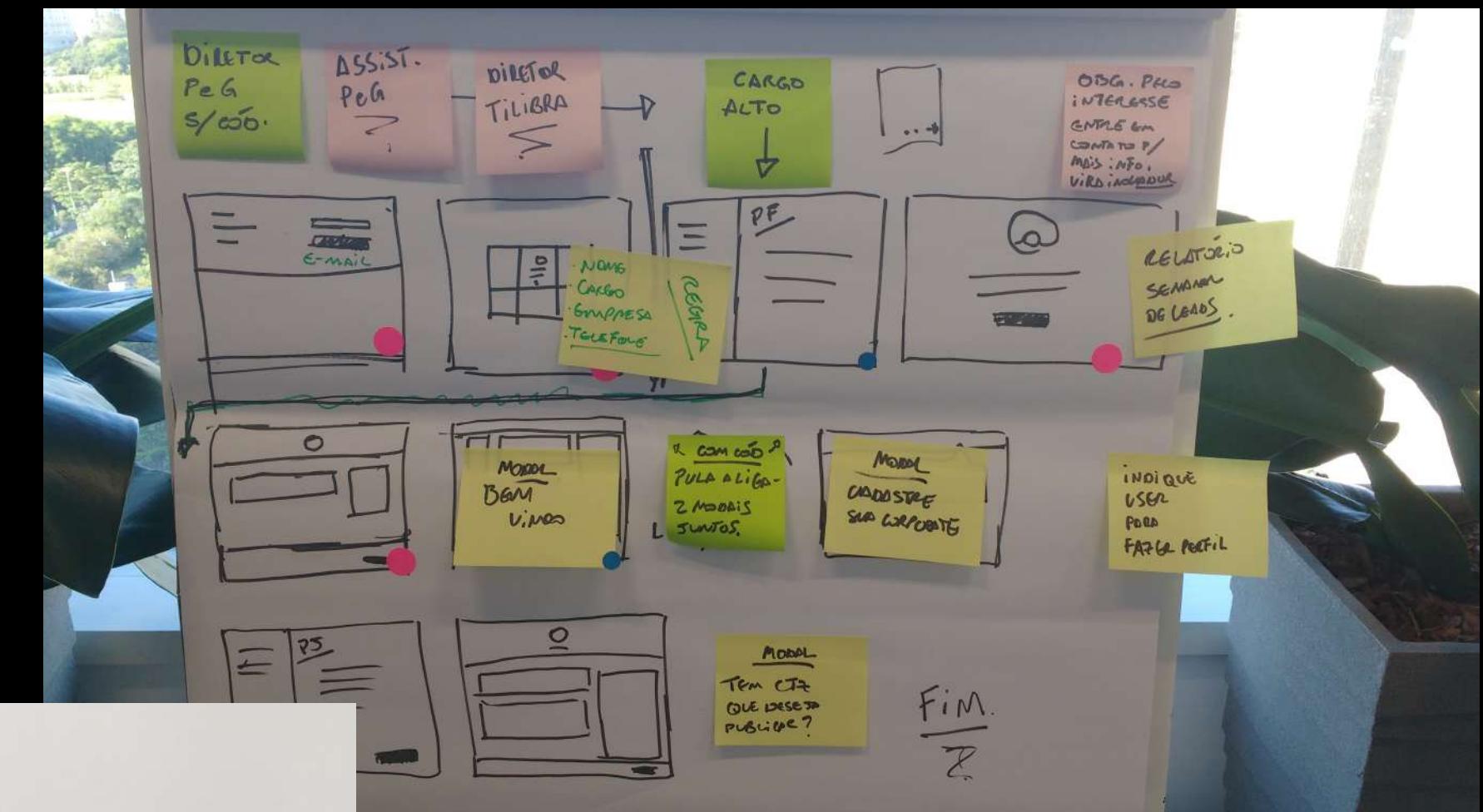
Collaborative platform that connects transforming agents: large companies, partners, startups and professionals linked to innovation and entrepreneurship.

Signin

For the launch of the MVP InovaBra Hub, I took over the new portal registry for companies, startups, mentors and individuals. We adapted the Sprint Design and sought for co-creation with the participation of different specialists. The screens were made in Sketch with versioning in Abstract and prototyping in Invision.



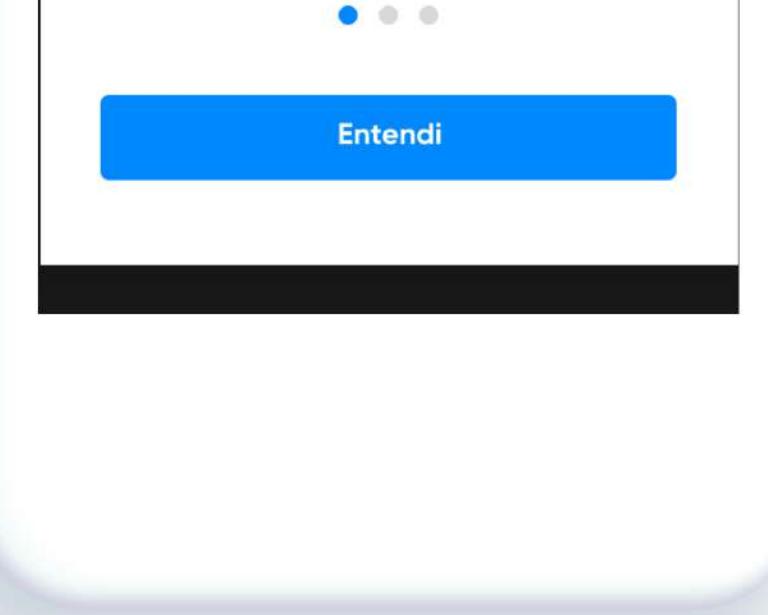
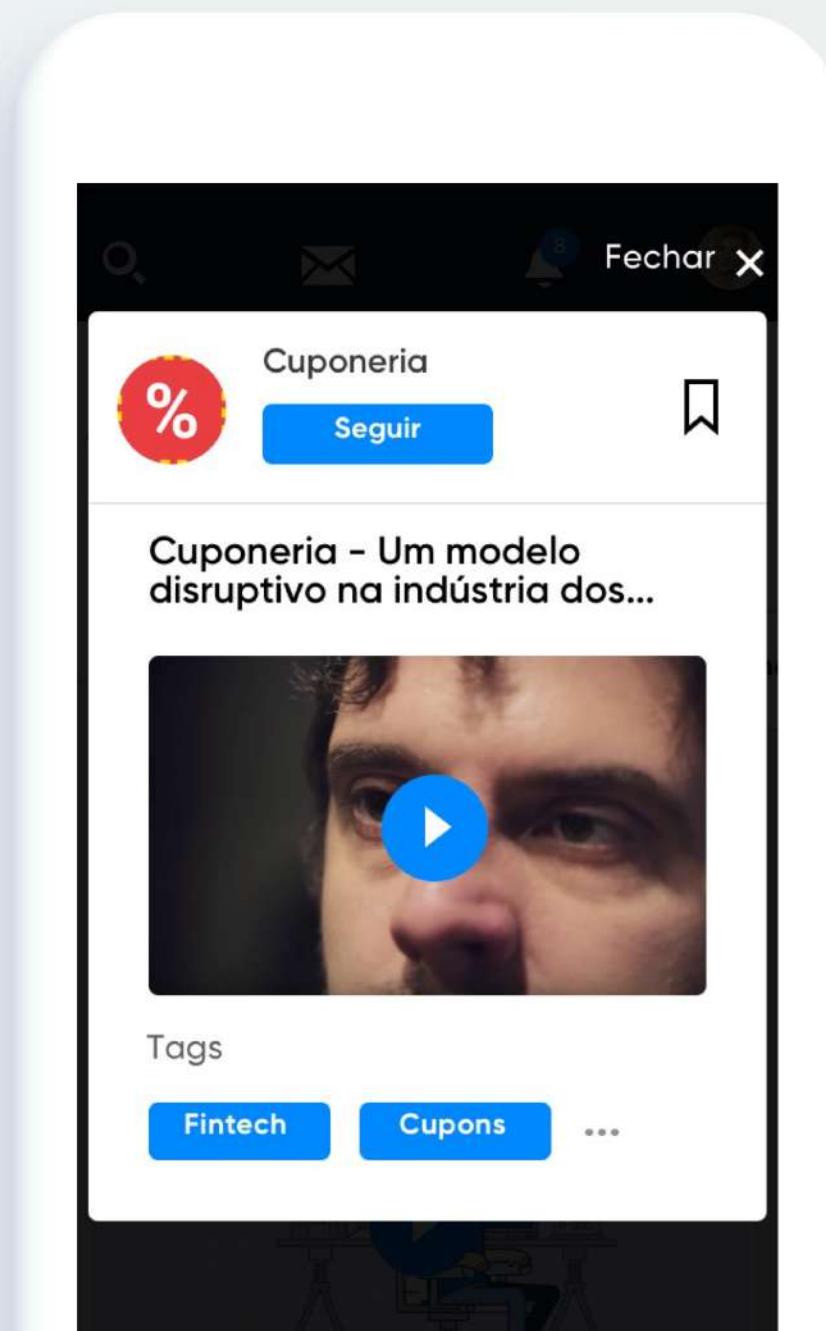
Example of flow explained



screen's cocreated

- Founder**
A pessoa que percebeu uma oportunidade no mercado.
- Advisor**
Orienta o empreendedor na estruturação do negócio.
- Board Member**
Grupo de pessoas que vai colocar a ideia do negócio em prática.
- Employee**
Faz trabalhos específicos de acordo com as necessidades da startup.

Continuar





Timeline Pitches

Buscar em todo o hub



João Tavares
Account Manager
na AG2 Nurun

Força do Perfil: Step 1 (Iniciante)



Ajude-nos a entender você melhor:

O modelo de negócios da sua startup é escalável? Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ex justo.

Não

Sim

[Responder depois](#)

Compartilhar

Adicionar imagem

Compartilhe um link, imagem ou post...

Relevância ▾



Júlio Ribeiro
Sócio-Proprietário da IdeaWork
13 min

PROMOVIDO

Assista agora! Inovando com grandes empresas, painel mediado por representantes do Bradesco, Boticário e IBM.



Samuel Rosa está assistindo a palestra ao vivo "Inovando com grandes empresas". [Assistir ➔](#)

AGORA



Cuponeria entrou para o InovaBra!

13H



Bradesco lançou um desafio!
[Inscreva-se agora!](#)

12H44



Laura Pereira está seguindo Natura.

10H53



Natura entrou para o InovaBra!

10H52



Grupo Boticário lançou um desafio! [Inscreva-se agora!](#)

9H16



Grupo Boticário entrou para o InovaBra!

ONTEM



IBM entrou para o InovaBra!

ONTEM



Luciano Lima entrou para o InovaBra!

ANTEONTEM

Não existem atividades anteriores



www.inovabra.hub/ag2nurun

Sobre

Clique no lápis para nos falar mais sobre você.

Informações básicas

Nome fantasia

AG2 Nurun

CNPJ

22.333.444/0001-55

Site

www.ipsum.com

Cidade / Estado

São Paulo - SP

Estágio da Startup

Pré-Operacional

Áreas de conhecimento / Tecnologia

Pitches

Compartilhe os pitches de sua startup com a comunidade e aumenta sua visibilidade na rede.





Rent a Local Friend

A global platform that connects people who love to travel with those who are passionate about where they live and have a good story to tell.

[Pergunte aos friends](#)[Mensagens 2](#)[Ajuda](#)

Kika
São Paulo, Brasil

" Pé na estrada, mochila nas costas, e uma longa viagem que chamamos de vida. Destino: Felicidade. "

★★★★★
5 comentários

[Contactar](#)

[PERFIL](#)[EXPERIÊNCIAS](#)[DICAS E TRUQUES](#)

Conheça São Paulo com Kika

[Ver apresentação](#)[Galeria](#)[Sobre](#)

A vida continua e nós continuamos fluindo dentro do tempo. Eu estudei Sinologia Moderna e História de Arte do Leste Asiático e me mudei em 2011 para São Paulo... [+ mais](#)

[Perfil](#)

Eu realmente amo línguas. Até agora eu aprendi sete (croata, inglês, alemão, chinês / mandarim, português, espanhol e francês) e estou sempre tentando melhorar... [+ mais](#)

Rent a Local Friend is a project that has been in the market for 8+ years and I was hired to make a responsive interface to solve the demand for mobile access and at the same time improve the conversion and usability of the site. The screens were drawn in Sketch

Rent a Local Friend

Pergunte aos friends Mensagens 2 Ajuda

AMÉRICA DO SUL EUROPA AMÉRICA DO NORTE ÁSIA OCEANIA ÁFRICA

Argentina

- Buenos Aires
- Ezeiza
- Cordoba

Brasil

- Balneário Camboriú
- Belém
- Belo Horizonte
- Blumenau
- Brasília
- Campo Grande
- Curitiba
- Florianópolis
- Fortaleza

Chile

- Santiago
- Temuco

Colombia

- Bogotá
- Medellín

Peru

- Lima

Uruguai

- Montevidéu

[Pergunte aos friends](#)[Mensagens 2](#)[Ajuda](#)

Kika
São Paulo, Brasil

Reserva de Kika, São Paulo, Brasil

< Julho 2017 >

Dom	Seg	Ter	Qua	Qui	Sex	Sáb
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	

Número de pessoas

Apenas eu

Duração do encontro

Manhã

Que tal compartilhar sua motivação à visitar São Paulo?
Existe algo específico que gostaria de vivenciar?

Deixe uma mensagem para Kika

PERF

Conheça

Galeria

Sobre

Perfil

Profissão



Enviar mensagem e reservar
Local Friend por R\$ 240



Enviar mensagem e reservar
Virtual Friend por R\$ 60

?

Eu realmente amo línguas. Até agora eu aprendi sete (croata, inglês, alemão, chinês / mandarim, português, espanhol e francês) e estou sempre tentando melhorar... [+ mais](#)

Consultora Intercultural

[Pergunte aos friends](#)[Mensagens 2](#)[Ajuda](#)

Estamos quase lá!

1

Destino,
Interesses e Data

2

Amigo Local
para Reserva

3

Confirmação
da Reserva

Aproveite e leve também

Airport pick up R\$ 70 adicionar	Carro R\$ 120 adicionar	Bike R\$ 30 adicionar	Dine at mine R\$ 300 adicionar	Seguro viagem R\$ 50 adicionar
--	---	---	--	--

Seu ticket

Total R\$ 240,00

Dados de crédito > Endereço

Nome do titular:

Número do cartão:

Vencimento:

Código de Segurança:

Número de pessoas

Apenas eu

Duração do encontro

Manhã

Que tal compartilhar sua motivação à visitar São Paulo?
Existe algo específico que gostaria de vivenciar?

Deixe uma mensagem para Kika

Enviar mensagem e reservar
Local Friend por R\$ 240Enviar mensagem e reservar
Virtual Friend por R\$ 60


Kika
São Paulo, Brasil

" Pé na estrada, mochila nas costas,
e uma longa viagem que chamamos
de vida. Destino: Felicidade. "

★★★★★
5 comentários

Contactar

PERFIL

EXPERIÊNCIAS

DICAS E TR

**Kika**

São Paulo, Brasil

**Júlia**Nice job mate  should be do...**Ana**

Yes, you're getting in early, we...

Airport pick up
R\$ 70Carro
R\$ 120Bil
R\$**adicionar****adicionar****adici****Seu ticket**Pedro
New YorkKika
São Paulo**Total R\$ 240,00**



Payment Methods for e-commerce

Design Research to understand the buying patterns and decisions of means of payment in the e-commerces

Problem

Bradesco has a payment tool for virtual stores and presented us with their big proportion of invoices that are generated but not paid. This behavior is common; in fact, in Black Friday period, there are virtual stores that opt to switch off the payment mode by invoices to avoid the cost by the generation of bills and disorder in inventory management caused by unpaid invoices. The Bank would also like to include new payment on the tool that enable other forms of payment in addition to credit cards.

It was possible to validate the hypotheses and we still had many discoveries about behavior.

Based on this process we had very valuable insights to develop the new format of means of payment and options to convert the choice of debit card online or in installments with the use of credit limit.

Research

To understand the motivations of the users that lead to choosing a particular payment method, we did a desk research analyzing the numbers raised by Ebit, quantitative research through online questionnaire and a workshop with users.

Workshop

In the workshop I was responsible for the recruitment of users, hypothesis questions and the driving itself.

Workshop session





IBNS - email marketing system

The interface that speaks the user's language, values the differentials and turns to conversion.

IBNS is a tool present in the market for more than 10 years. I demonstrated the value that the design could add to the product. My acting went from the wireframe to the front end. We used a landing page structure with responsive design which turned out to have learn, build and measure cycles.

index.html

```
1 <!doctype html>
2 <html itemscope="" itemtype="http://schema.org/WebPage" lang="pt">
3   <head prefix="og: http://ogp.me/ns#>
4     <meta charset="Content-Type: text/html; charset=UTF-8">
5     <meta http-equiv="X-UA-Compatible" content="IE=edge">
6     <meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=0" />
7     <meta property="og:type" content="website" />
8     <meta property="og:title" content="IBNS - E-mail Marketing" />
9     <meta property="og:description" content="IBNS é uma ferramenta de email marketing que te deixa no controle de tudo." />
10    <meta property="og:image" content="https://ibns.com.br/images/ibns_email_marketing.jpg" />
11    <link rel="stylesheet" href="https://ibns.com.br/assets/css/style.css" type="text/css" />
12    <link rel="stylesheet" href="https://ibns.com.br/assets/css/bootstrap.min.css" type="text/css" />
13    <link rel="stylesheet" href="https://ibns.com.br/assets/css/owl.carousel.css" type="text/css" />
14    <link rel="stylesheet" href="https://ibns.com.br/assets/css/owl.theme.css" type="text/css" />
15    <link rel="stylesheet" href="https://ibns.com.br/assets/css/animate.css" type="text/css" />
16    <link rel="stylesheet" href="https://ibns.com.br/assets/css/font-awesome.min.css" type="text/css" />
17    <link rel="stylesheet" href="https://ibns.com.br/assets/css/main.css" type="text/css" />
18    <title>Email Marketing - IBNS</title>
19    <link rel="icon" href="https://ibns.com.br/assets/img/favicon.png" type="image/x-icon" />
20    <!-- Bootstrap -->
21    <link href="https://ibns.com.br/assets/css/bootstrap.min.css" rel="stylesheet" type="text/css" />
22    <!-- Custom CSS -->
23    <link href="https://ibns.com.br/assets/css/style.css" rel="stylesheet" type="text/css" />
24    <link rel="stylesheet" href="https://ibns.com.br/assets/css/owl.carousel.css" type="text/css" />
25    <link href="https://ibns.com.br/assets/css/owl.theme.css" rel="stylesheet" type="text/css" />
26    <link rel="stylesheet" href="https://ibns.com.br/assets/css/animate.css" type="text/css" />
27    <!--[if lt IE 9]>
28      <script>
29        /* Copyright © 2015 IBNS. All rights reserved. */
30        /* License: http://creativecommons.org/licenses/by-nd/4.0/ */
31        /* detail: https://ibns.com.br/licenca */
32        /* */
33        /* */
34        /* */
35        (function() {
36          var s, c, o, r, t, e, n, m, d, l, i;
37          if ('ontouchstart' in document.documentElement) {
38            document.documentElement.className += ' touch';
39          } else if ('msPointerEvent' in document.documentElement) {
40            document.documentElement.className += ' ms';
41          }
42          if ('localStorage' in window) {
43            window.localStorage.setItem('ibns', 'true');
44            var s = document.createElement('script');
45            s.type = 'text/javascript';
46            s.src = 'https://ibns.com.br/assets/js/localstorage.js';
47            document.head.appendChild(s);
48          }
49          if ('localStorage' in window) {
50            window.localStorage.setItem('ibns', 'true');
51            var insp = document.createElement('script');
52            insp.type = 'text/javascript';
53            insp.function = function() {
54              var location = document.location;
55              document.removeEventListener('load', this);
56            };
57            document.head.appendChild(insp);
58          }
59        })();
59      </script>
59      <!-- End IE -->
59    </head>
59    <!-- Google Tag Manager -->
59    <noscript><script>new Date().getUTCMonth()></script></noscript>
59    <script>(function() {
59      var new Date().getUTCMonth();
59    })();
59  </body>
59  </html>
```

IBNS E-mail Marketing
ENVIO E RELATÓRIOS

Nós temos a ferramenta e você tem seu estilo!

(41) 3322-6360

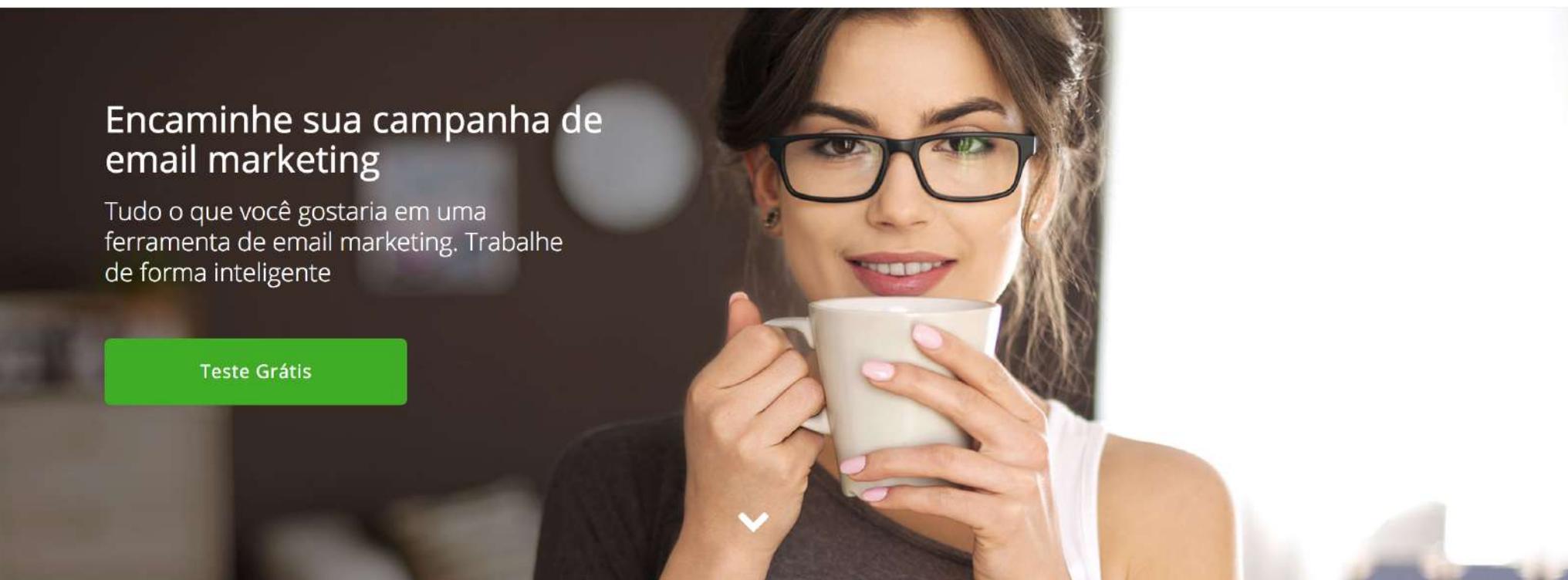
Já sou cliente

Menu

Encaminhe sua campanha de email marketing

Tudo o que você gostaria em uma ferramenta de email marketing. Trabalhe de forma inteligente

Teste Grátis



Leve o nome de sua empresa a frente de seus clientes todos os dias.

Tenha sucesso em suas campanhas com uma ferramenta que te deixa no controle de tudo

 Do Seu Jeito

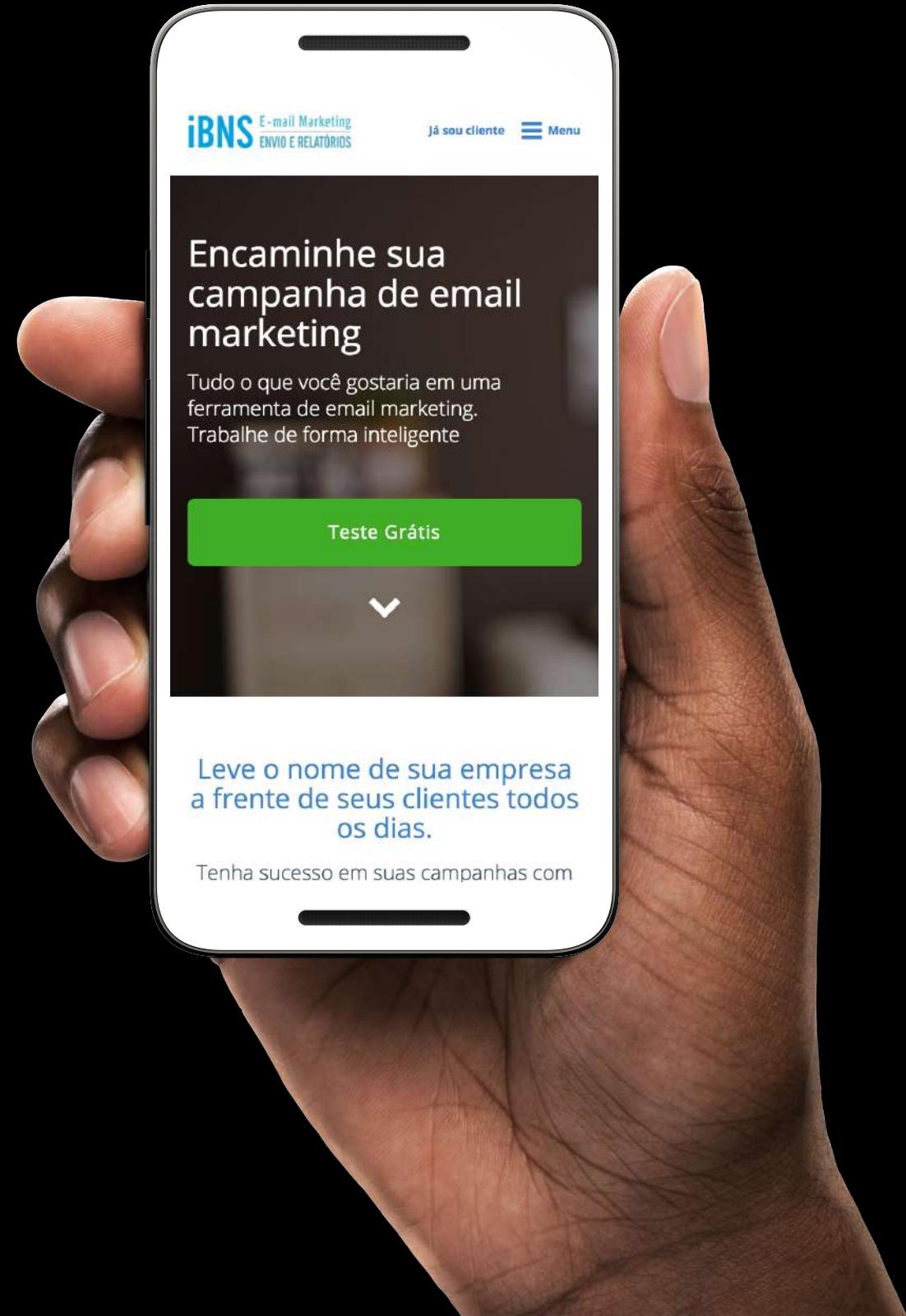
Nossa equipe trabalha para adequar a ferramenta a sua necessidade. Fazemos o possível e o impossível para

 Qualidade de Entrega

Nos garantimos a entrega e sua mensagem não fica a deriva. Temos uma das melhores taxas de entrega de e-

 FreeNews

Templates pré formatadas e gratuitas para você. Inclua a marca da sua empresa, imagens de produtos e textos



👍 Thanks!

I'm glad you got here, thank you for your time!

Let's go talk?

email/hangout trojan.rafael@gmail.com

skype rafael.trojan1

phone +55 11 97155 3700

