

Bem-vindos GMakers



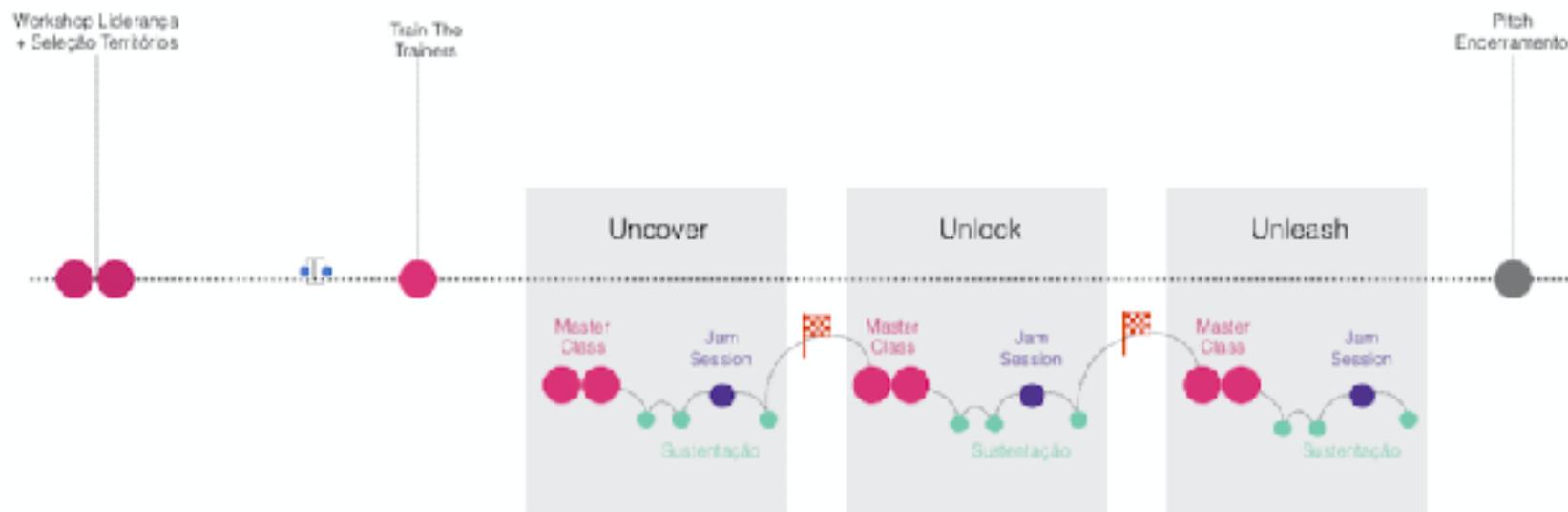
Tim, Caio e Vero ao serviço da jornada de aprendizado de vocês



Vamos fazer check-in

**O que estão perto de você
nesse momento que traz
alegria? Tira uma foto,
mostra na câmera e fala
teu nome.**

G MAKERS 2019 - LINHA DO TEMPO



Check-Poin:

Sustentação: EAD, Audi Virtual, Mentoria Projeto

UNLOCK



Terça 17.MAR
R
9.30 - 12.30
Master Class
1/5 SESSOES



QUINTA 19.MAR
13.30 as 16.30
Master Class
2/5 SESSOES



QUARTA 1 ABR
13.30 as 16.30
Master Class
3/5 SESSOES



TBD
Master Class
4/5 SESSOES



TBD
Master Class
5/5 SESSOES



TBD
Master Class
Líderes 17 Pax
+
Feira Remota
de Projetos



Jam Session



3
meses

UNLEASH



MASTER CLASS LIDERES



SUSTAIN SESSIONS



JAM SESSIONS



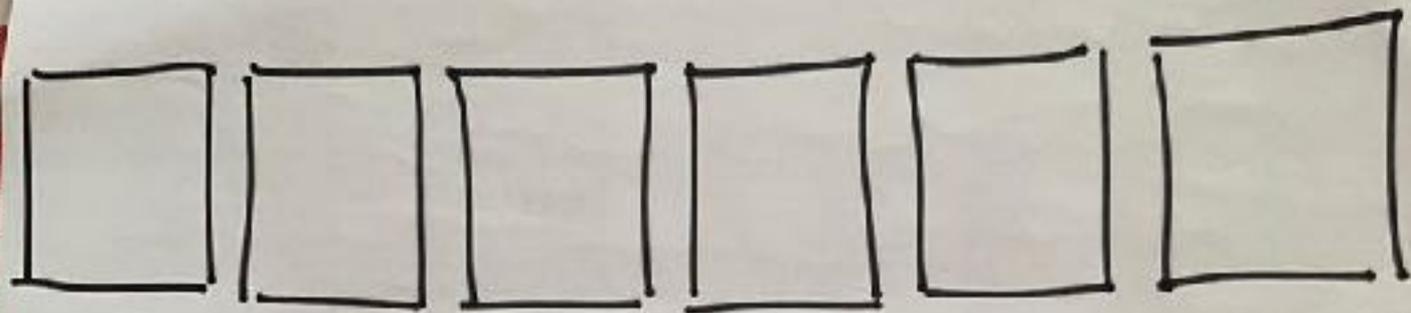
MASTER CLASS GMAKERS + POs

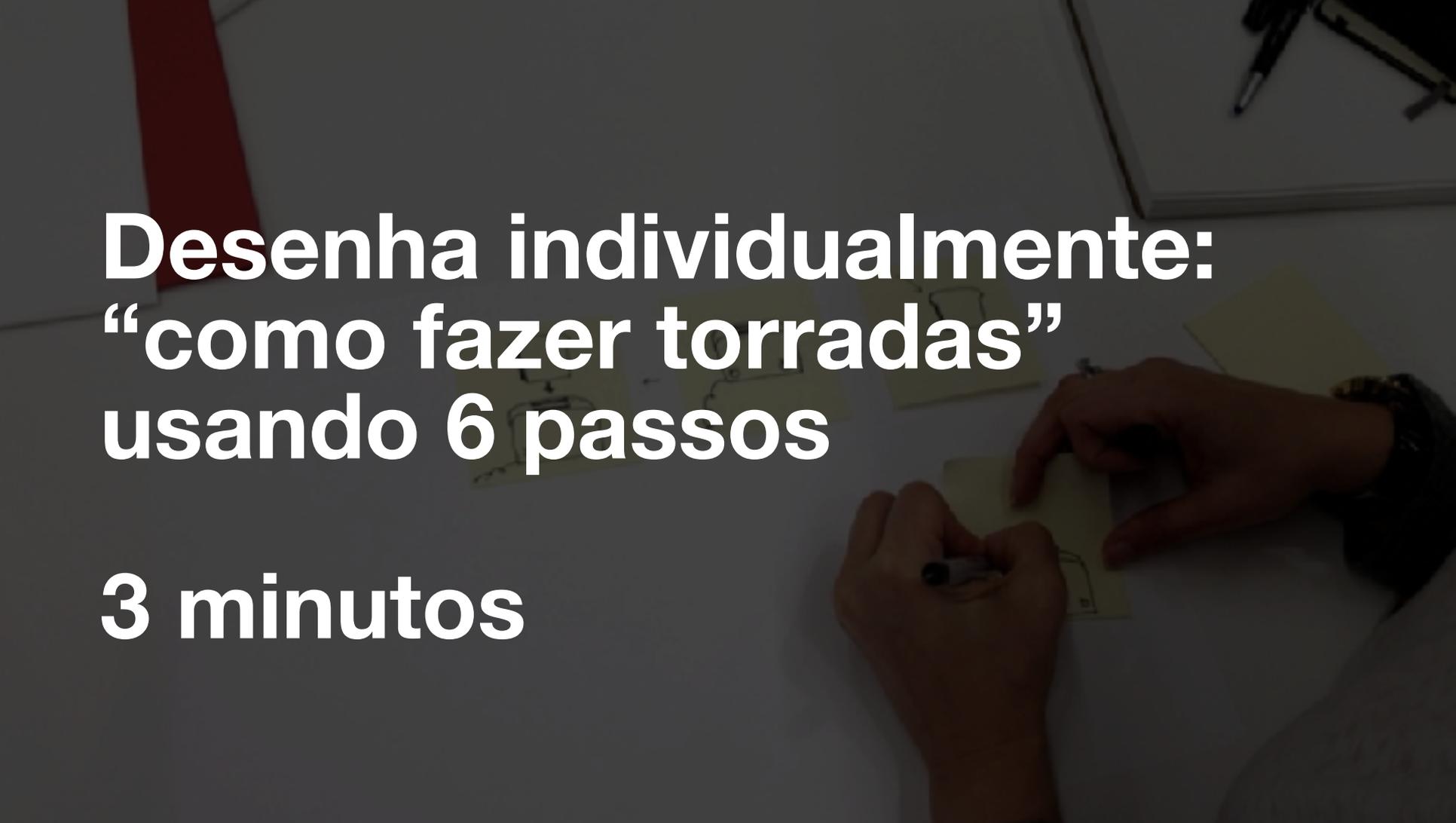
De ideias para storyboards

Vamos fazer torradas



magimix



A top-down view of a person's hands working on a white desk. The person is wearing a dark watch on their left wrist. They are using a black marker to draw a diagram on a yellow sticky note. The diagram appears to be a flowchart or a process diagram with several rectangular boxes connected by lines. Other sticky notes and a pen are visible on the desk in the background.

**Desenha individualmente:
“como fazer torradas”
usando 6 passos**

3 minutos

Em grupos

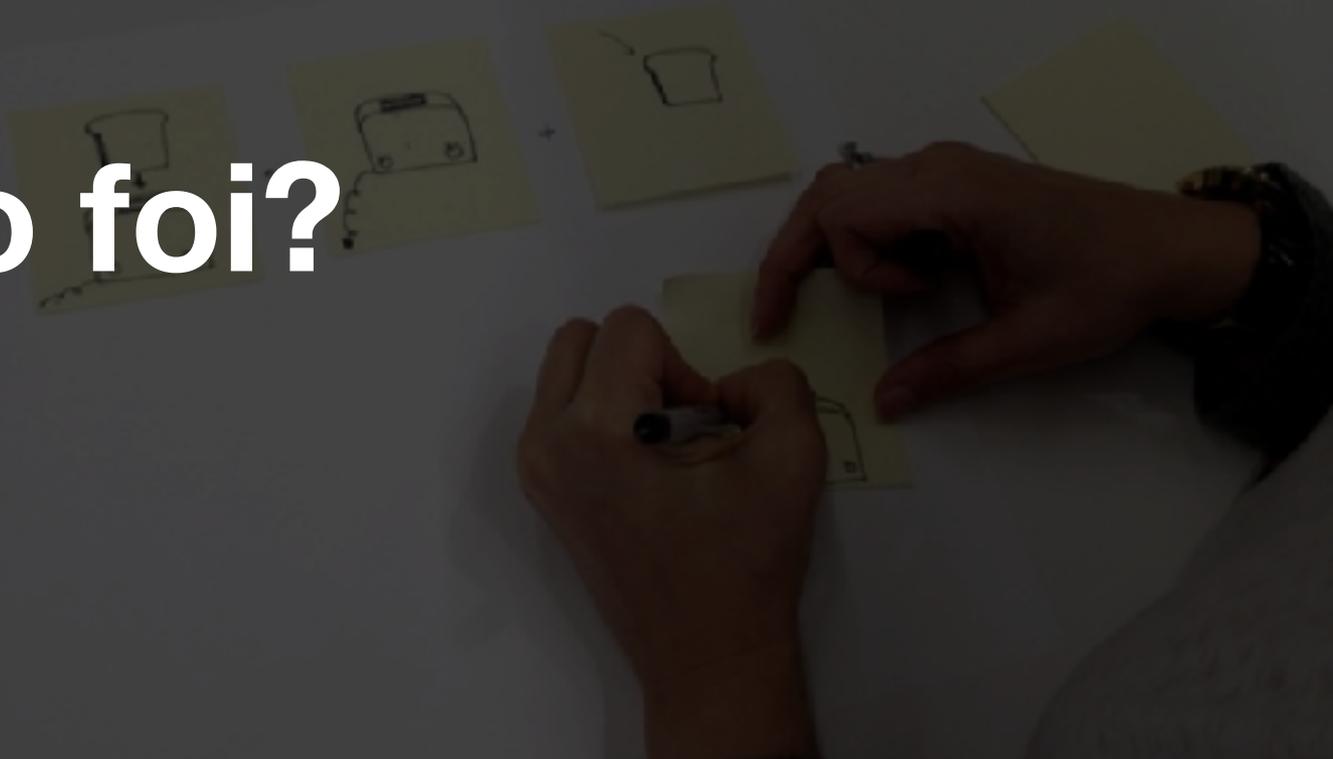
- Compartilhar
- Comparar
- Conversar

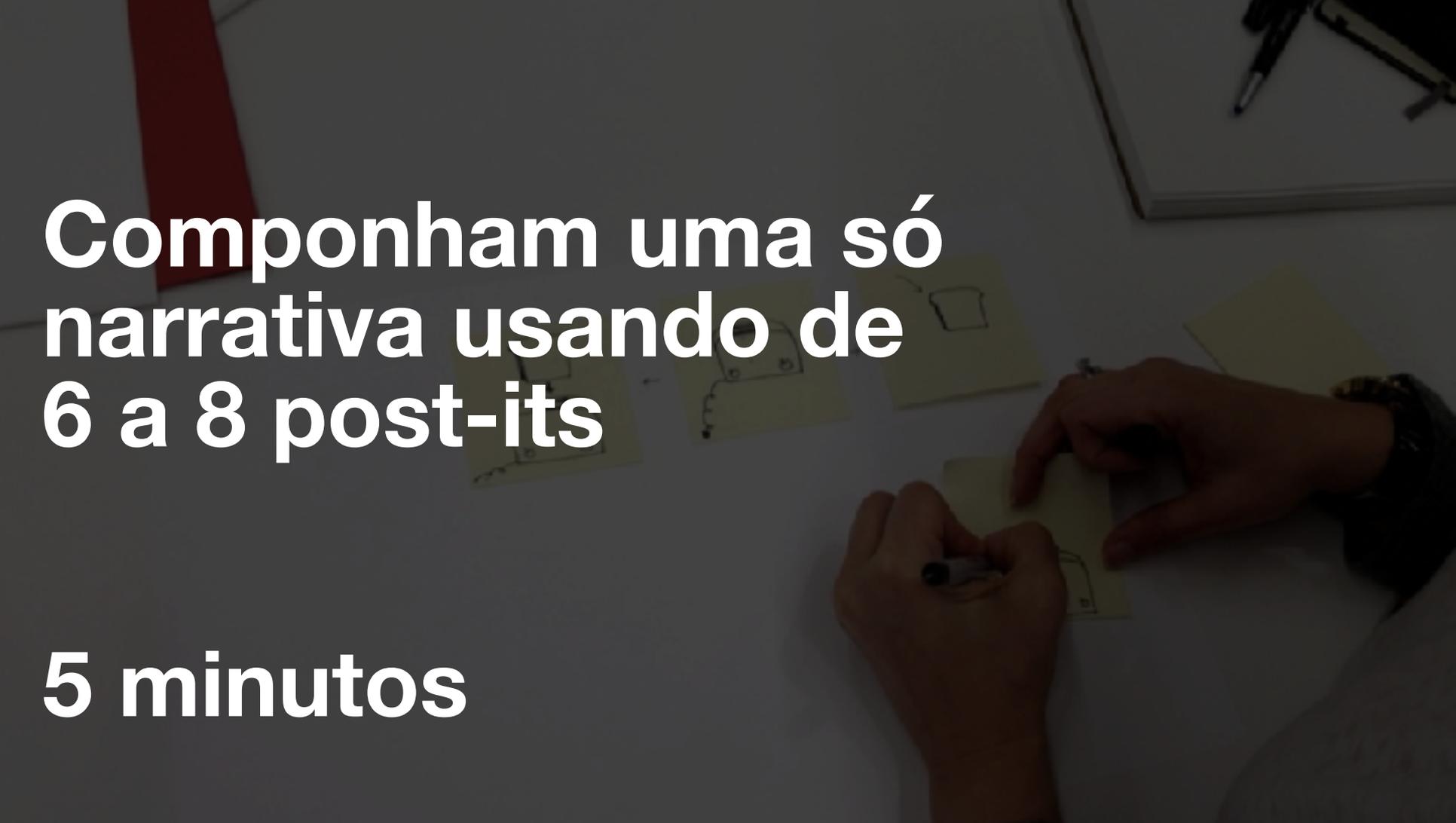
- 7 minutos



Break Out

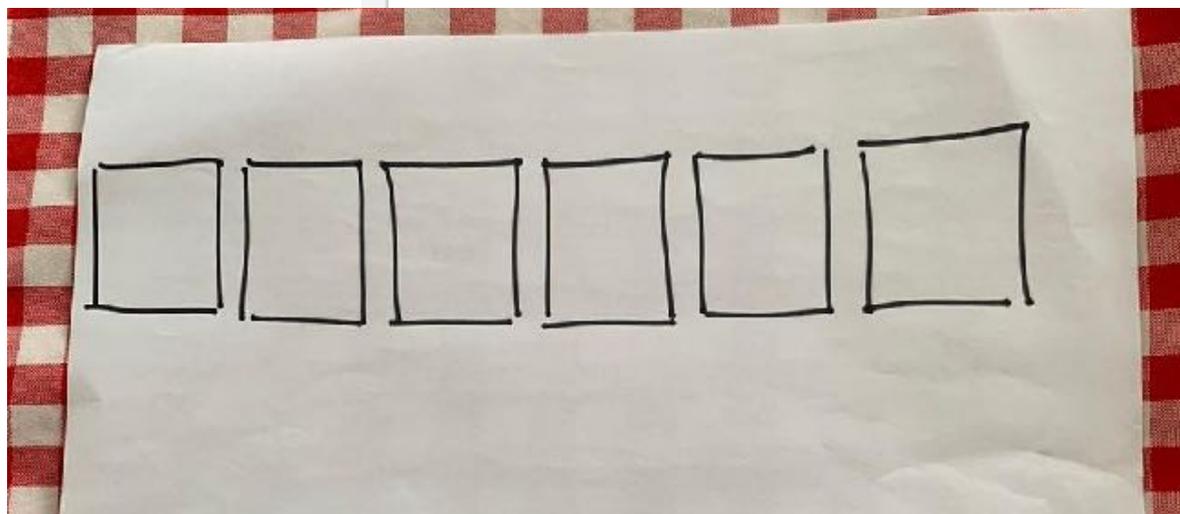
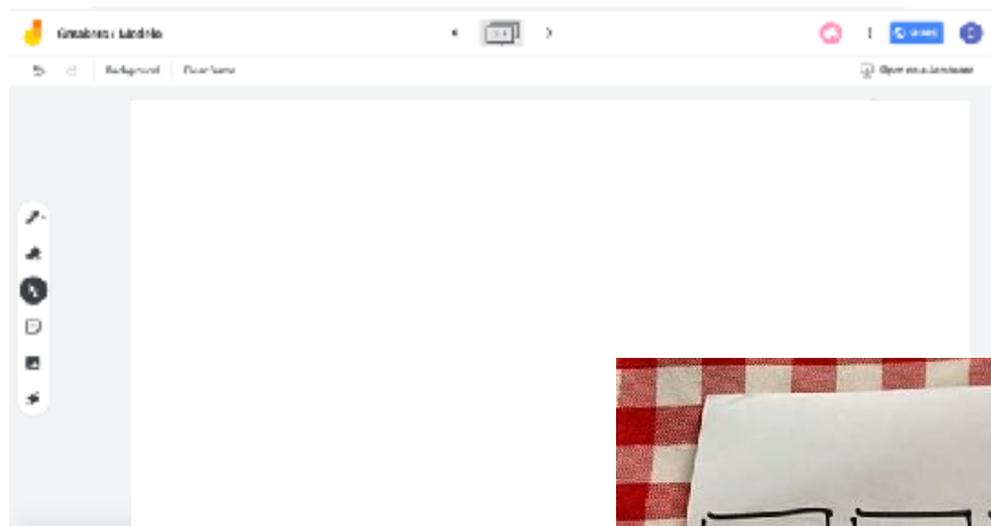
Como foi?



A top-down view of a person's hands working on a desk. The person is wearing a dark watch on their left wrist. They are using a black marker to write on a yellow sticky note. Several other yellow sticky notes are scattered on the desk, some with faint sketches. A red ribbon is visible in the upper left corner, and a pen is in the upper right corner.

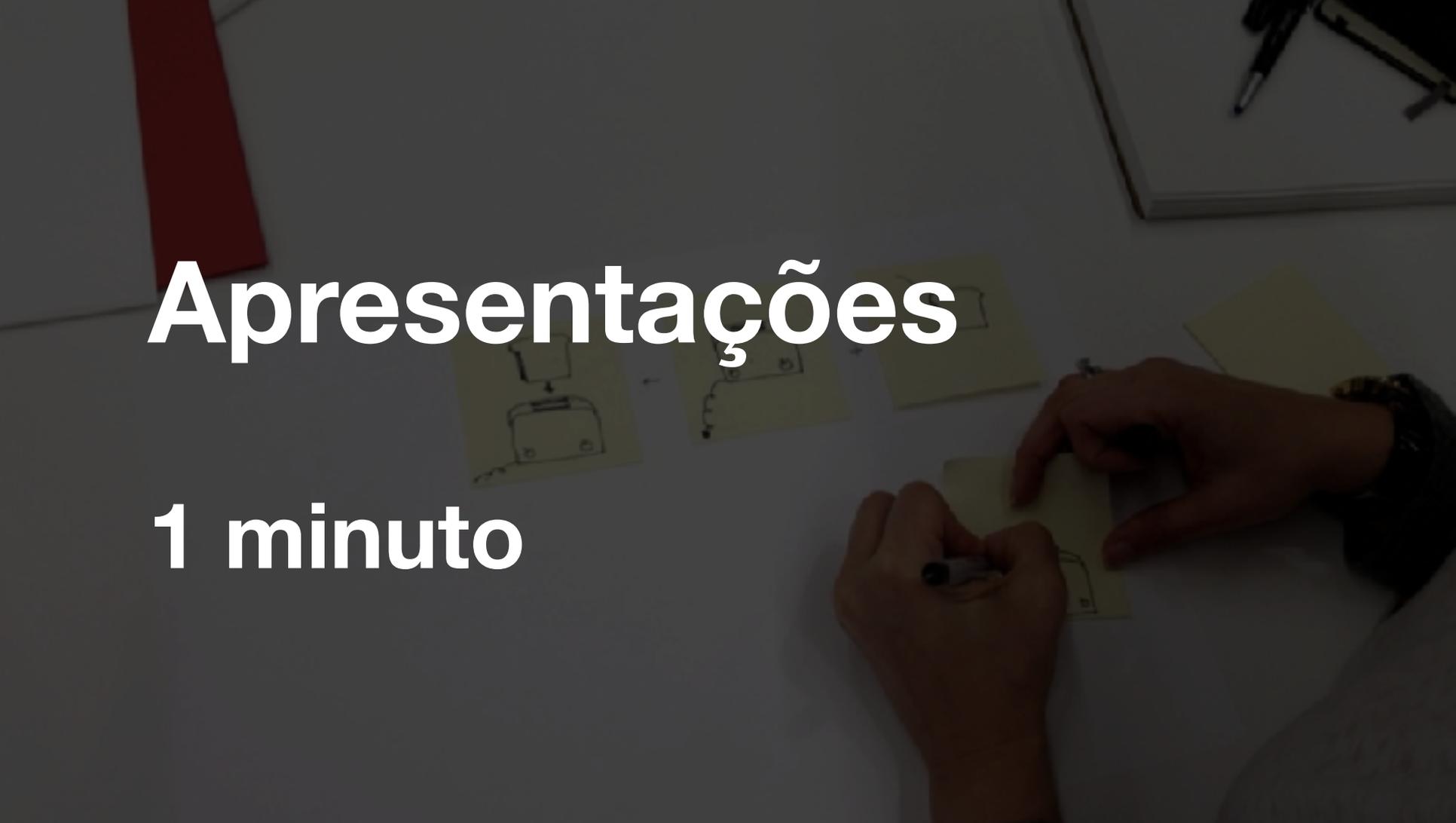
**Componham uma só
narrativa usando de
6 a 8 post-its**

5 minutos



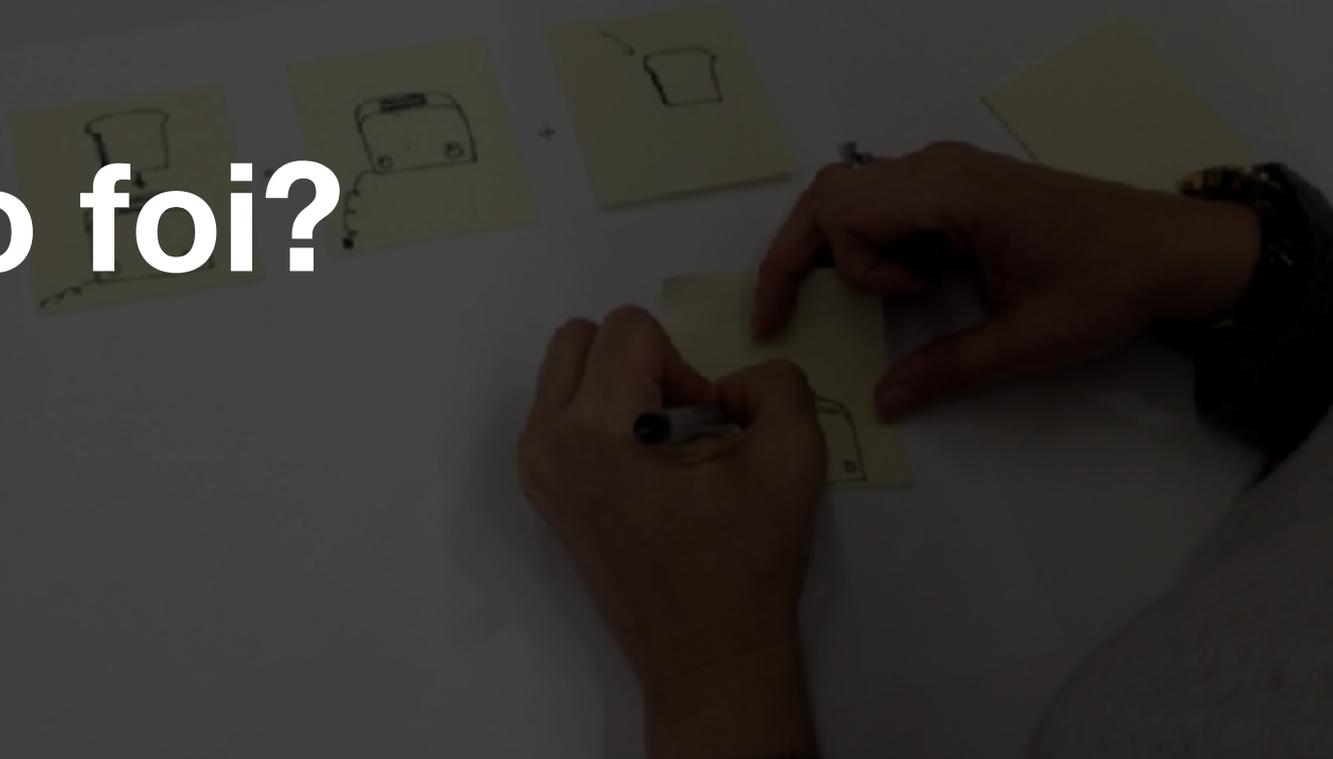
Break Out

Apresentações

A top-down view of a person's hands drawing on a yellow sticky note with a black marker. Several other sticky notes with hand-drawn sketches are scattered on the white desk surface. In the background, a red ribbon is visible on the left, and a whiteboard with a pen and compass is on the right.

1 minuto

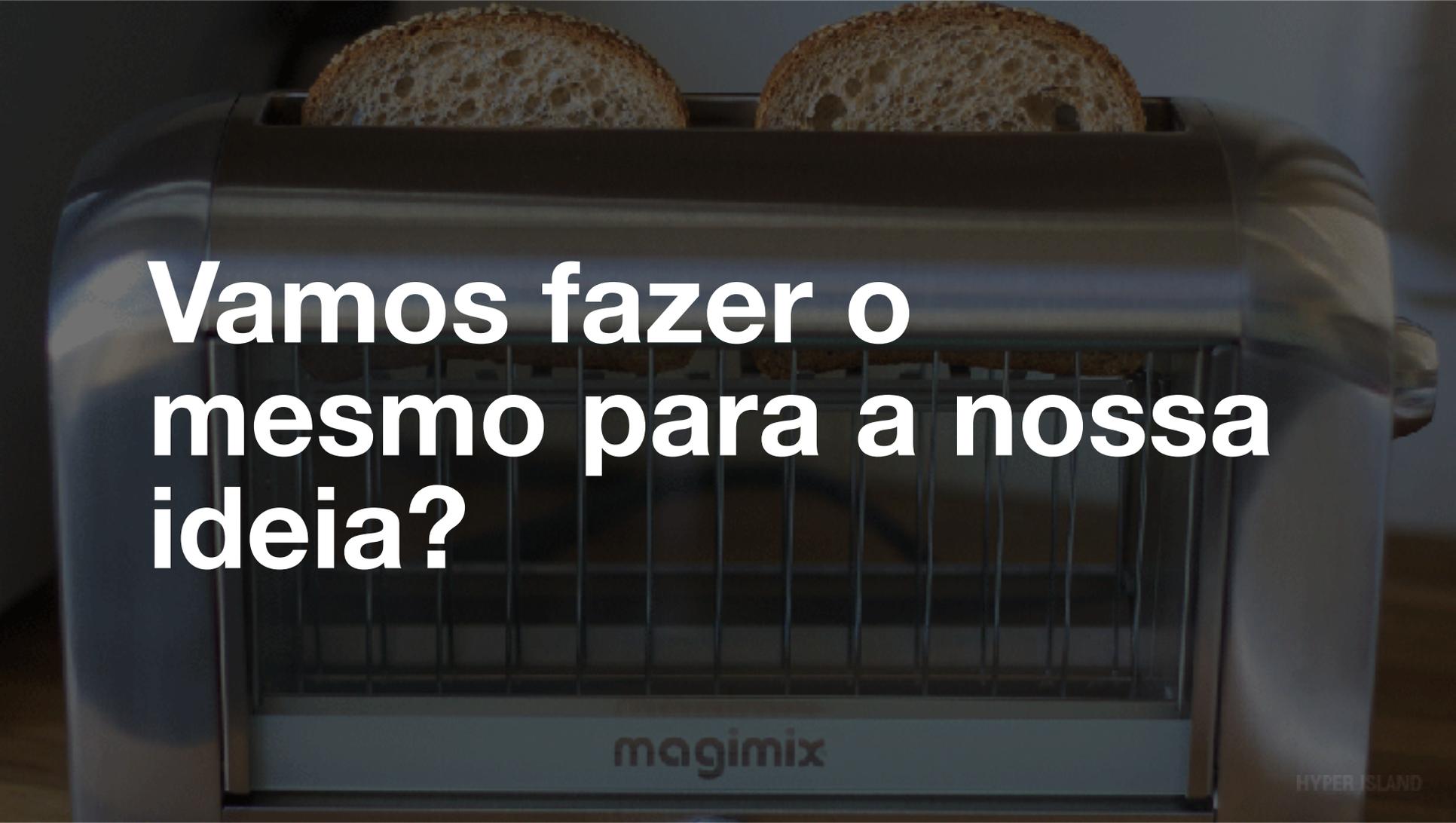
Como foi?



Seus projetos

Break: 10 min

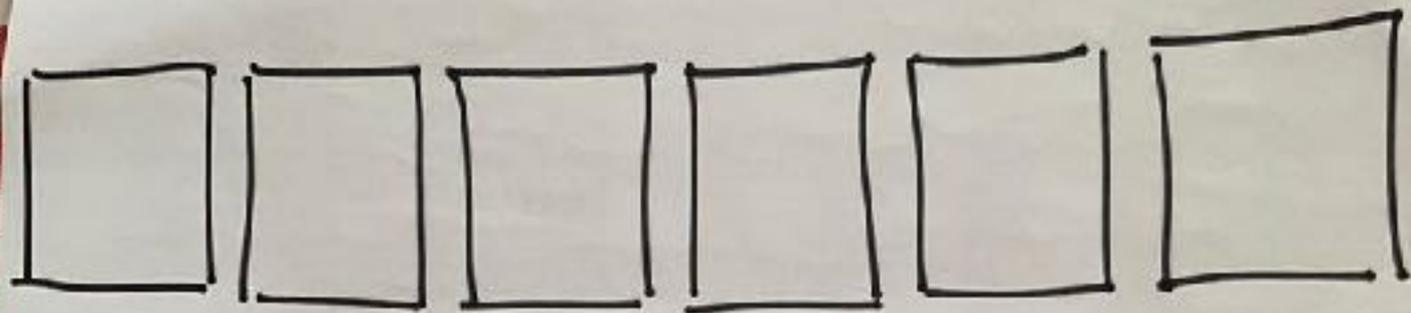
**Bem vindos
de volta**

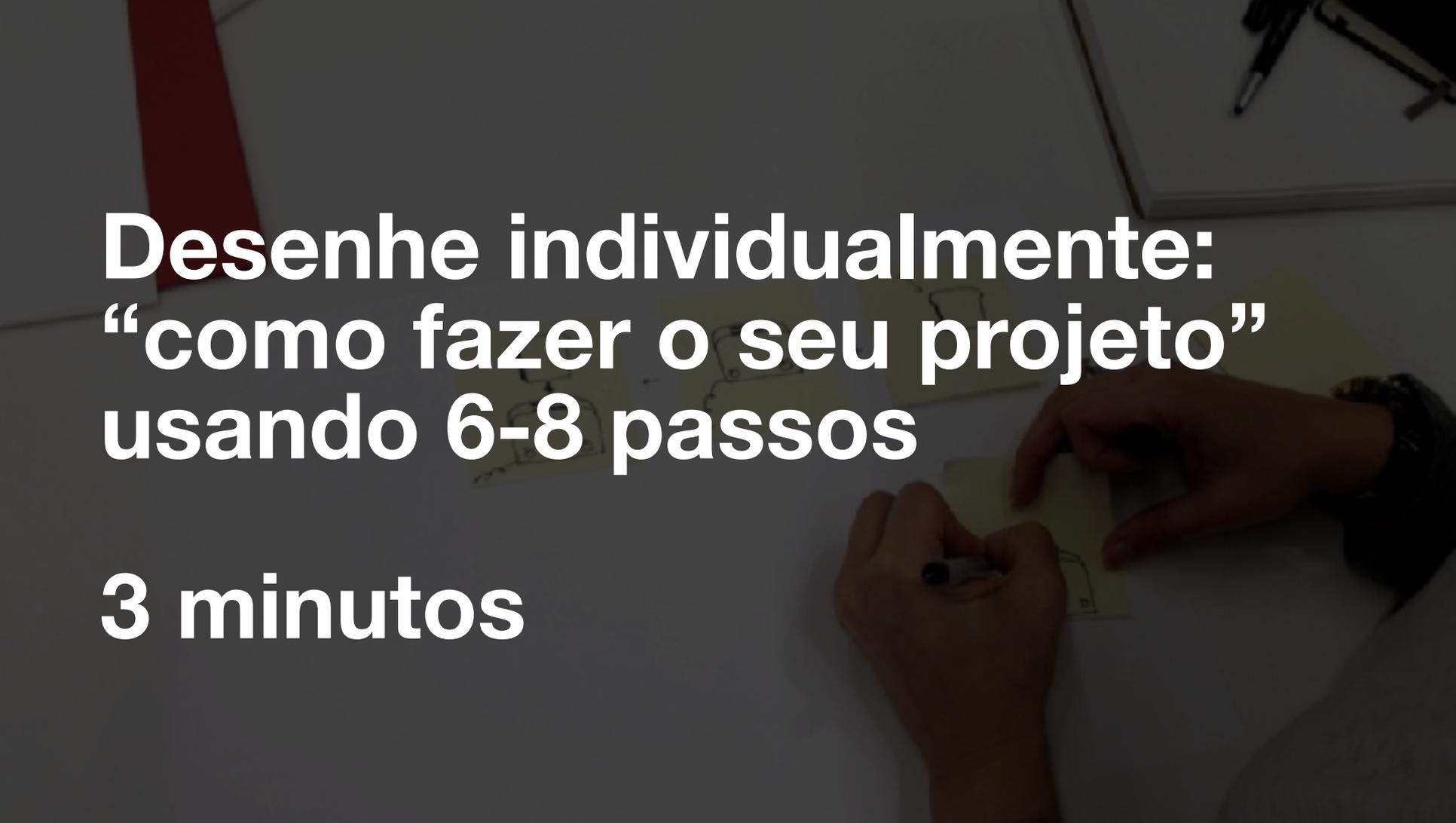


**Vamos fazer o
mesmo para a nossa
ideia?**

magimix

HYPER ISLAND



A person's hands are shown in the lower right corner, using a black marker to draw a diagram on a yellow sticky note. The background is a white surface with other sticky notes and a pen visible. The text is overlaid on the left side of the image.

**Desenhe individualmente:
“como fazer o seu projeto”
usando 6-8 passos**

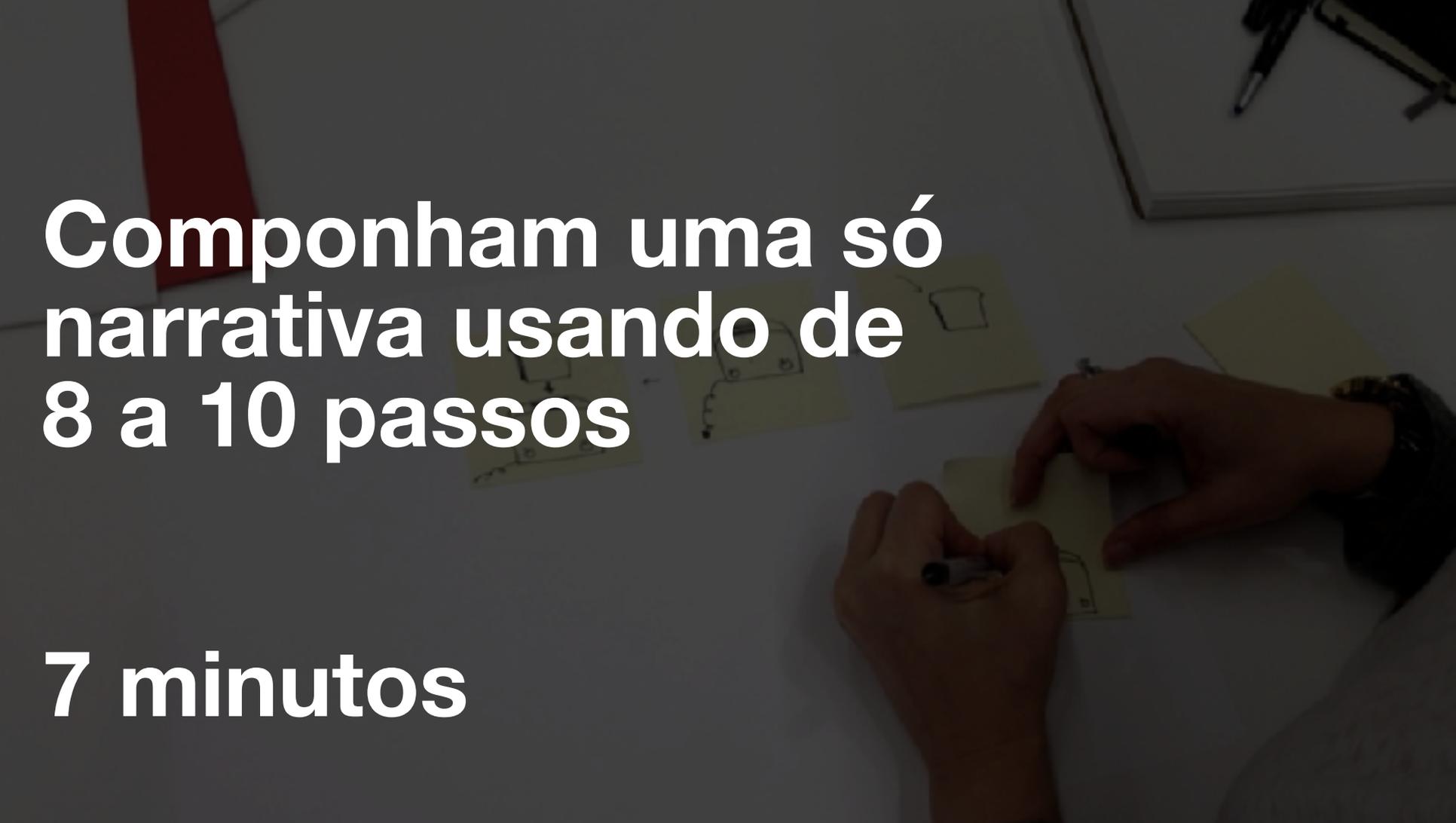
3 minutos

Em grupos

- Compartilhar
- Comparar
- Conversar

- 7 minutos



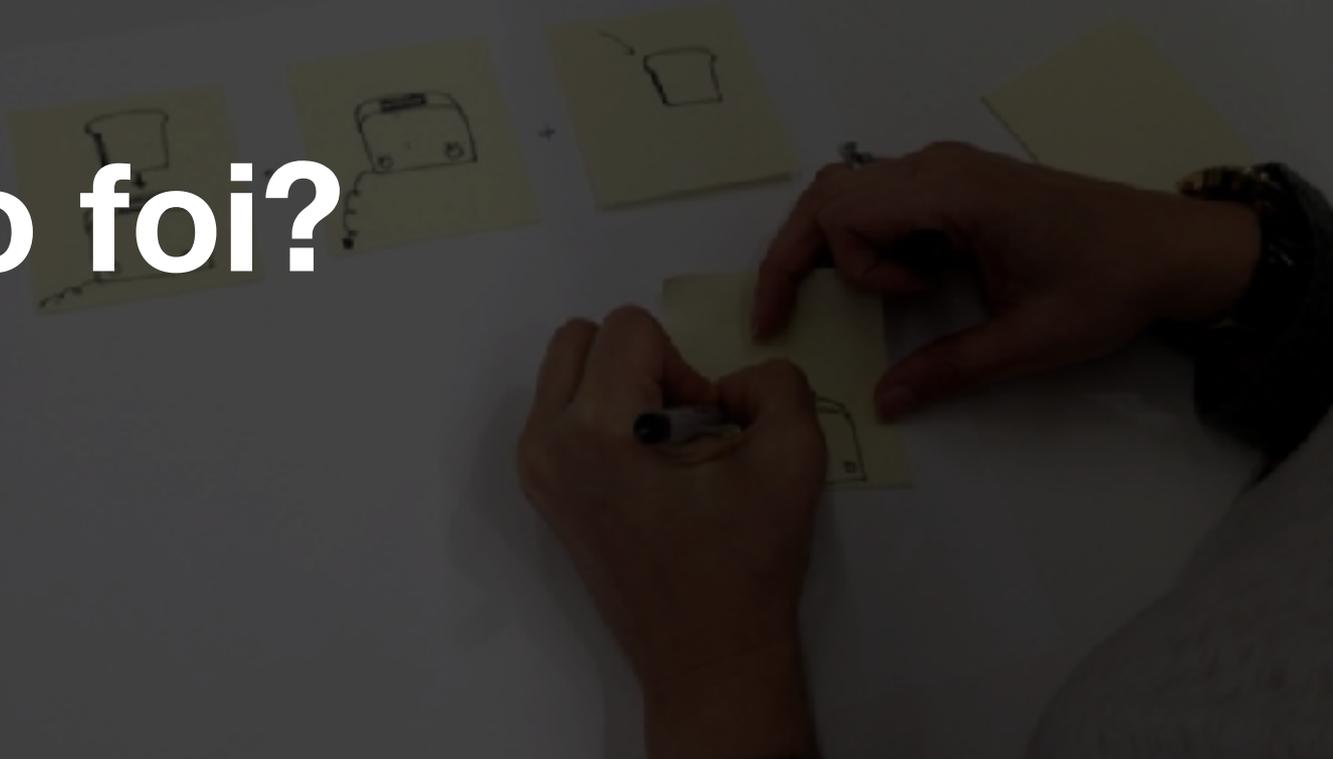
A top-down view of a person's hands working on a desk. The person is wearing a dark watch on their left wrist. They are using a black marker to write on a yellow sticky note. Several other yellow sticky notes are scattered on the desk, some with faint diagrams or text. A red ribbon is visible in the upper left corner. The background is a light-colored desk surface.

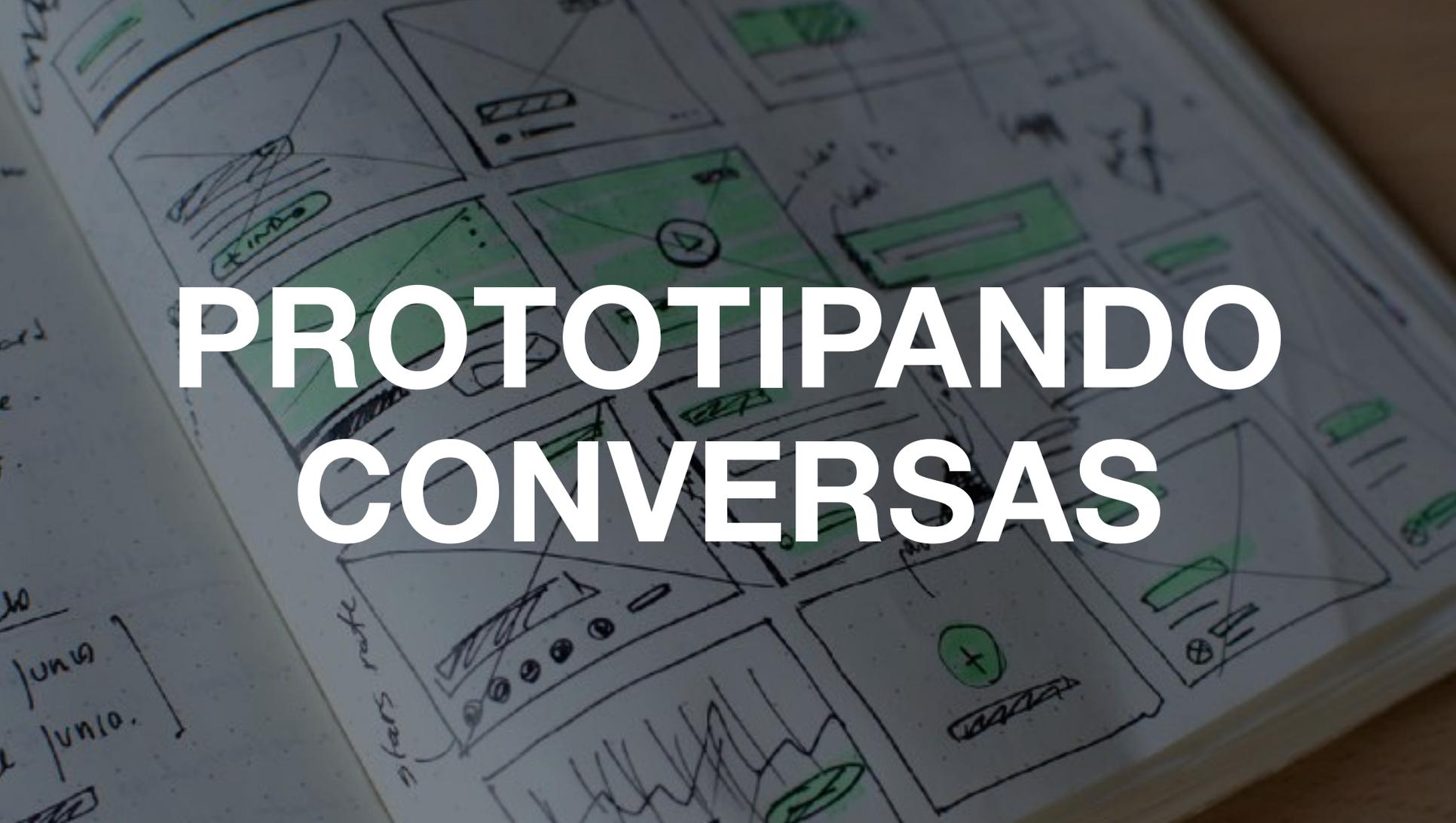
**Componham uma só
narrativa usando de
8 a 10 passos**

7 minutos

Break Out

Como foi?



The image shows a close-up of a notebook page filled with hand-drawn wireframes for a user interface. The sketches are in black ink on lined paper, with some elements highlighted in green. The wireframes represent various screen layouts, including lists, buttons, and input fields. Some text is written in the margins, such as 'starts rate' and 'Jun 19'. The overall scene is dimly lit, with the text 'PROTOTIPANDO CONVERSAS' overlaid in large, white, bold letters in the center.

PROTOTIPANDO CONVERSAS



**Você
recomendaria
um ex?**



SABE AQUELE EX-NAMORADO OU NAMORADA, QUE É UM GRANDE BRODER MAS O RELACIONAMENTO ENTRE VOCÊS NÃO DEU CERTO?

AGORA VOCÊS TÊM A CHANCE DE TRANSFORMAR A CULPA OU O REMORSO DAQUELE PÉ-NA-BUNDA EM FELICIDADE.

TEM UM EX PARA RECOMENDAR?
RECOMENDEUMEX@GMAIL.COM

PHOTO



8 MONTHS AGO





<https://www.facebook.com/victor.aranda.r>

Não é cachorro nem é corinthiano, mas é fiel e companheiro.

Curte mais um cinema do que uma balada, sem vícios e adora esportes. Adora animais e gosta de cozinhar. Quase perfeito!



<https://www.facebook.com/muntaneryas>

Tipo sinal da TIM

De vez em outra dá seus ataques, mas passa. De um coração enorme, pronta para tudo, da balada ao bar, do cinema ao futebol, companheira incrível.



E se ao invés de criar ideias/projetos, a gente começasse conversas?

O que é um protótipo?



Elon Musk 
@elonmusk

[Seguir](#)

Tweets **3.776** Seguindo **48** Seguidores **18,1 mi**

Seguido por [inaki escudero](#) e 16 outros



Caio

@hicaioandrade



[@elonmusk](#) What is a prototype?

Traduzido do inglês pela  Microsoft

[@elonmusk](#) O que é um protótipo?



Adicionar outro Tweet

[Curso de Mkt Digital - Aprenda com especialista as habilidades que as empresas mais procuram](#) Anúncio ...



Gustavo Werneck · 2º

President & CEO at Gerdau Board Member at Gerdau
Juntos Somos +

São Paulo, São Paulo, Brasil · + de 500 conexões ·

[Informações de contato](#)

Destaques



82 conexões em comum

Mensagem nova



Gustavo Werneck

President & CEO at Gerdau Board Member at Gerdau and Juntos Somos +

Prototipando Conversas

Olá Gustavo, tudo bem?

Estou fazendo um talk para uma equipe da [Gerdau](#) e surgiu uma dúvida.

O que é protótipo para você?

MLP

Minimum Lovable Product

PROTOTYPE

MAP

Minimum Awesome Product

MVP

Minimum Viable Product

MLP

Minimum Learnable Product

RAT

Riskiest Assumption Test



Rik Higham [Follow](#)

Senior Product Manager @ Skyscanner. A/B testing @ www.ExperimentationHub.com. Also likes hanging off rocks, shredding the gnar, and pedaling quickly.
Sep 27, 2016 · 5 min read

The MVP is dead. Long live the RAT.

Why you should focus on Riskiest Assumption Tests and forget about MVPs.





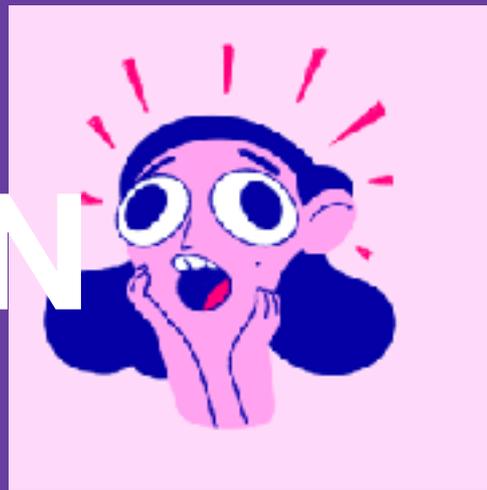
Carlos Beneyto Follow

Young entrepreneur, UI/UX + Developer, enjoy marketing and promoting online businesses, applefan and rugby lover. Lead Product Designer SX.
Feb 5 · 8 min read

The MVP is dead, long life to the MAP. (Minimum Awesome Product)



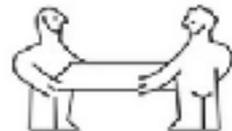
REACTION

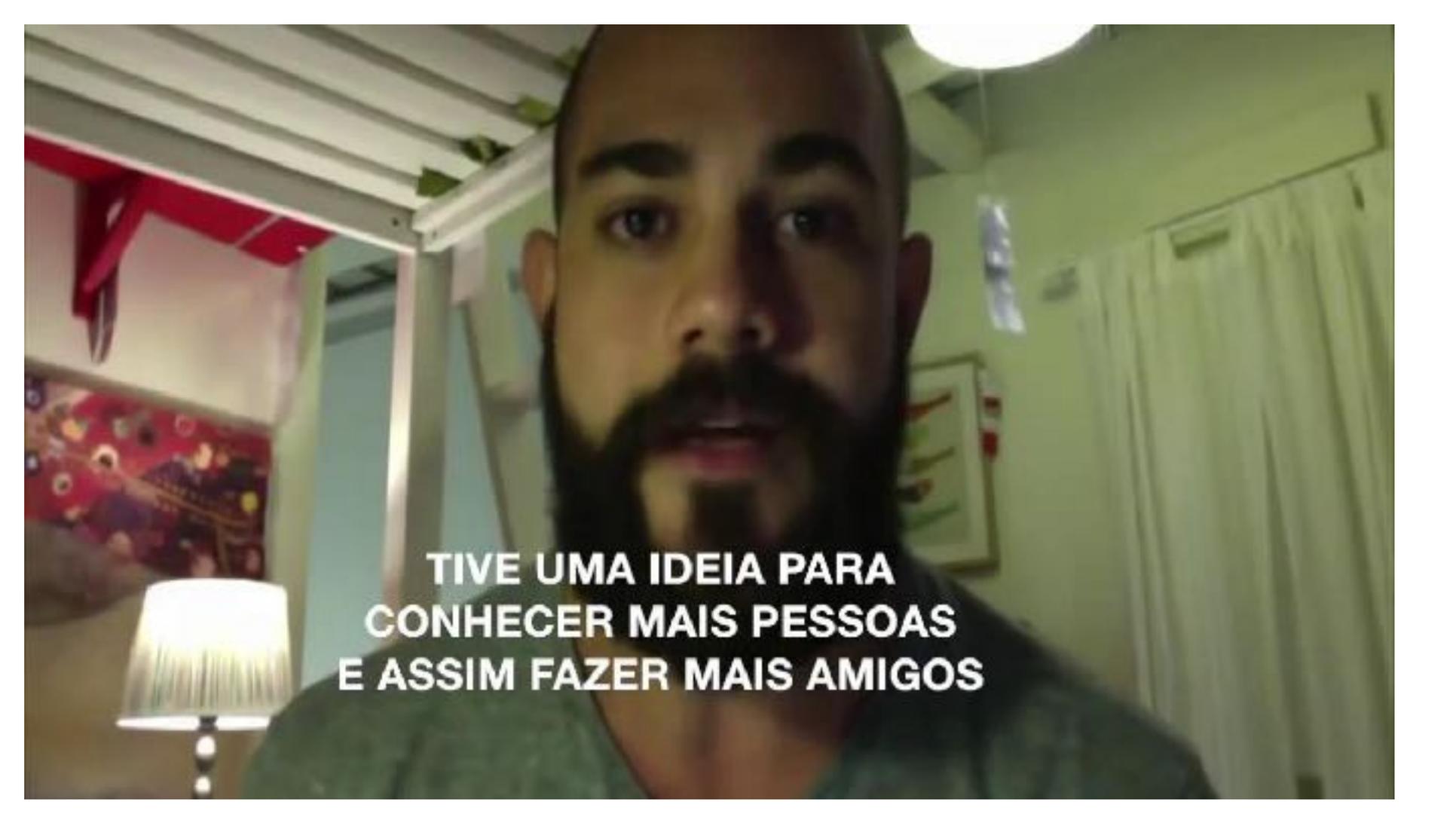




IKEA
Home furnishings





A close-up shot of a man with a dark beard and mustache, looking directly at the camera. He is wearing a green t-shirt. The background shows an indoor setting with a white lattice structure, a lamp with a white shade, and a window with white curtains. The lighting is somewhat dim, with the lamp providing a soft glow.

**TIVE UMA IDEIA PARA
CONHECER MAIS PESSOAS
E ASSIM FAZER MAIS AMIGOS**

**Por que é tão
difícil simplificar?**

RS\$10

1DIA

EASY  TAXI

Zappos
.com 

 airbnb



Easy Taxi

Peça Taxi pela internet

Qual é seu nome e Telefone?

Your answer

Qual é seu endereço?

Your answer

Para onde você vai?

Your answer

SUBMIT

Never submit passwords through Google Forms.



🔍 Search for shoes, clothes, etc.

SEARCH



MY

Women ▾

Men ▾

Kids ▾

Departments ▾

Brands ▾

Sale ▾

Sign In / Register



Class Act: Nike Kids

Discover all-new sneakers, backpacks and clothing!

SHOP NOW





Q Experimento "São Francisco"

Adicionar um novo anúncio

Anfitrião

Salvos

Viagens

Mensagens

Ajuda



Explore o Airbnb



Acomodações



Experiências



Restaurantes

Experiências



SHOW INTIMISTA - LOS ANGELES
Soul Music in a Speakeasy

R\$33 por pessoa

★★★★★ 5



AULA DE SURFE - BALI
The Surf Champion

R\$25 por pessoa

★★★★★ 46



HISTÓRIA - PARIS
Paris' Best Kept Secrets Tour

R\$199 por pessoa

★★★★★ 172



CAMINHADA GUIADA - LOS ANGELES
Hollywood Sign Up Close & Personal

R\$82 por pessoa

★★★★★ 336



You spent all your money on the conference, now save some cash on accommodations.

AirBed & Breakfast

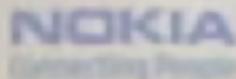
ABOUT

FAQ

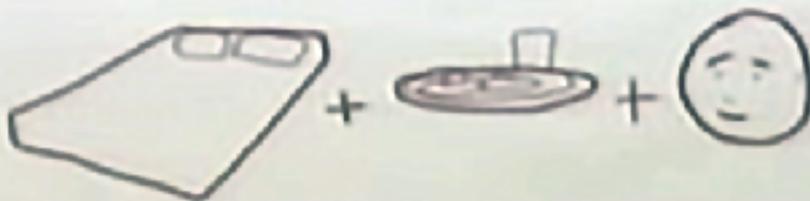
VACANCIES

LIST YOUR AIRBED

EVENTS



It's like Craigslist, but better.



AirBed combines the power of social networking with the extra airbed in your closet. Hosts can rent extra space out to travelers who need an affordable place to stay. Click here to learn more.

Signup

UPCOMING EVENTS



TEDx & DCEED

Nov 27 - Dec 1, 2009
 San Francisco, CA



Web 2.0 Summit

Nov 27 - Dec 1, 2009
 San Francisco, CA

View all

FEATURED LISTING

Mais sobre a História do Airbnb:
<https://www.youtube.com/watch?v=K0ytubychOg>
<https://www.youtube.com/watch?v=VZ1fC6kAg5k>

Verizon

12:55

Software Update

[General](#)



iOS 8.1.3

Apple Inc.

247 MB

This release includes bug fixes, increased stability and performance improvements.

More

**Qual a melhor forma de
testar a ideia de vocês?**

Qual pode ser o primeiro passo?

Comece pelas ferramentas que você já tem acesso hoje

- Grupo de WhatsApp
- Google Docs
- Seu celular
- Papel
- Qualquer coisa!

Busque novas ferramentas



[http://
squarespace.com/](http://squarespace.com/)



[GENERATOR](#)



[https://
www.typeform.com/](https://www.typeform.com/)



[INSTAPAGE](#)



[MARVEL](#)



[https://
webflow.com/](https://webflow.com/)



[PROTO.IO](#)



[https://
www.invisionapp.com/](https://www.invisionapp.com/)



[LAUNCHROCK](#)



[QUICKMVP](#)

Busque também novas pessoas



<https://99designs.com/>



<https://www.freelancer.com/post-project>



<https://www.upwork.com/>

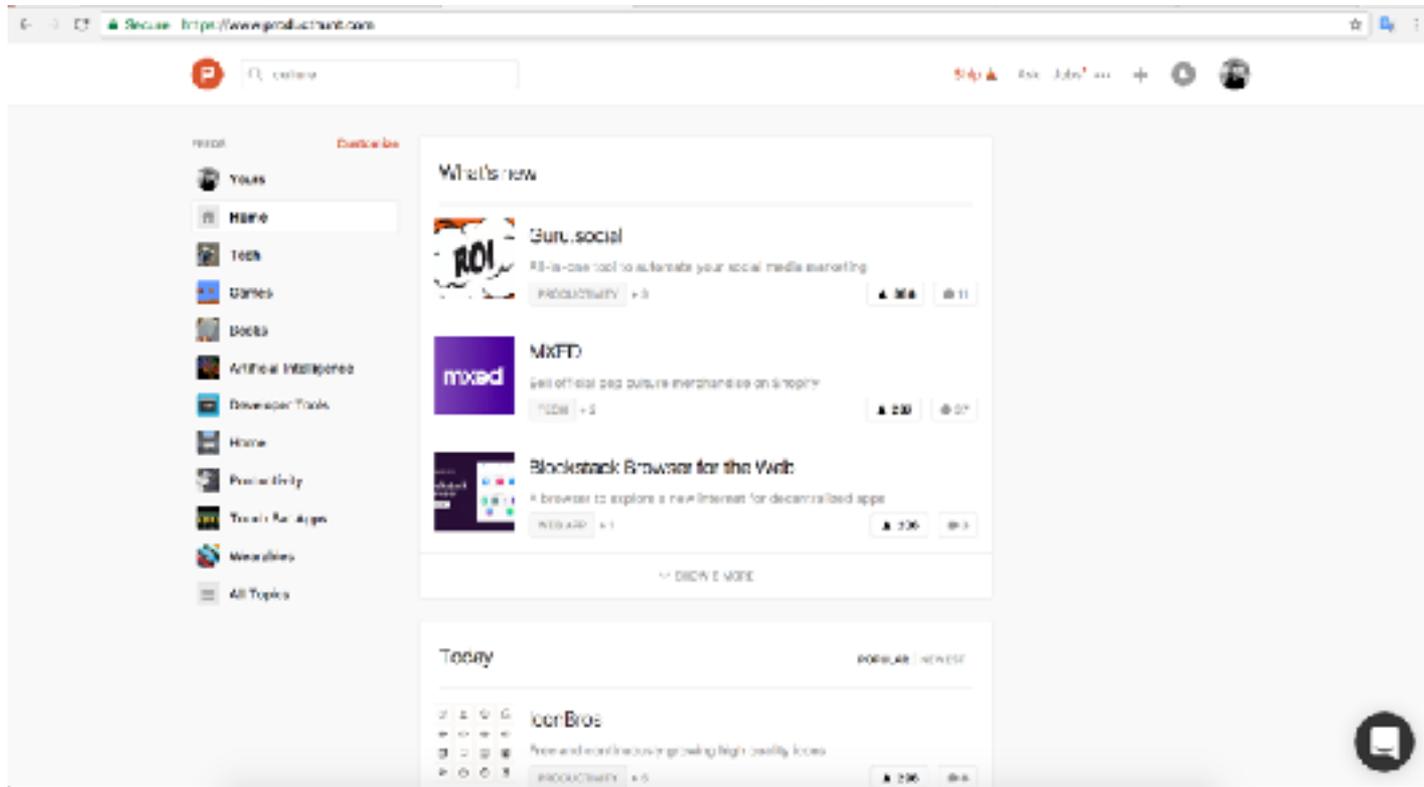


<https://studio.envato.com/>

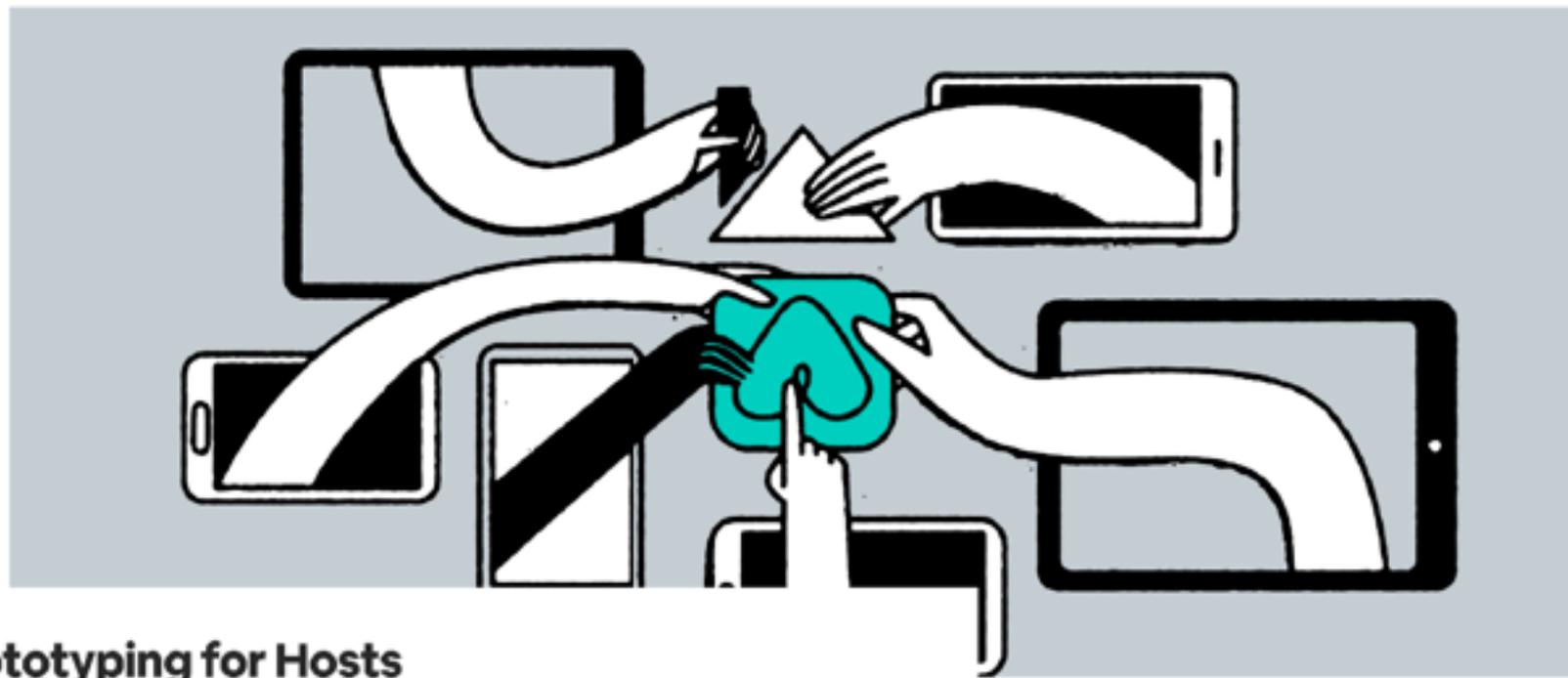


<https://www.fiverr.com/>

Encontre quem já está fazendo



<https://www.producthunt.com/>



Prototyping for Hosts

How a tool for engineers became integral to the design process

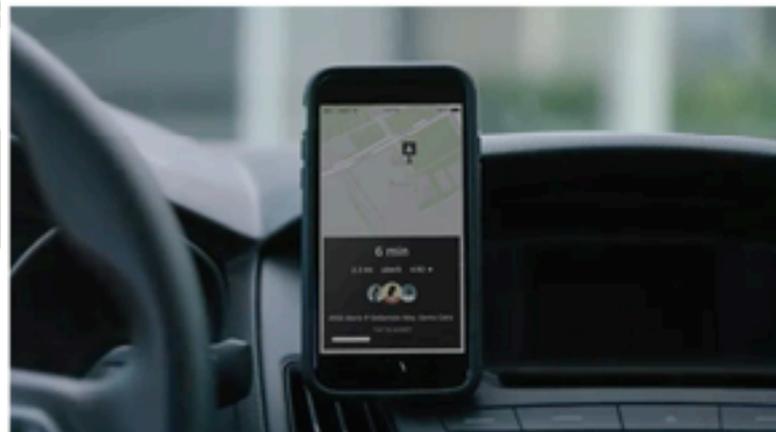
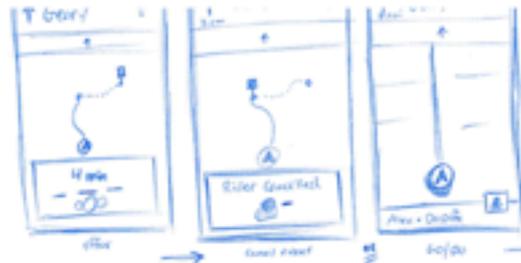
Uber



* How do concepts change other cases? @ users can put it just right after.

Let's re-arrange them - what do dispatchers like try cases?

- do the events span it shared for other users?
- do we need more that some example space of interaction of gaps in a list view mode?



Collaboration

Designing Nubank

Secure <https://nubank.design>

Calculadora Online... | templateId | 99 brazil | Unilever Senior Lea... | X-Ray Goggles | AMBEV - Google D...

M

🔍 🔔 👤



Designing Nubank

Design culture, technology, process, people, and learnings. By the design staff of Nubank.

Follow

Trending

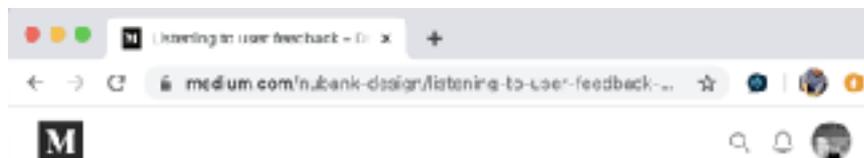


Prototypes

We made every kind of prototype you could imagine when exploring solutions for NuConta. We made cheap paper prototypes to test copywriting and general information architecture. We made quick Keynote animations to show engineers the vision for a specific interaction. We built screens and flows on Principle to test signup flows and empty states. Some prototypes even had fake branding and visuals so we could go outside the building and show it around in stealth mode.

2.2K
Like, Retweet, Comment, Bookmark icons





Nubank™ Design Team

Listening to user feedback



Lucas Neumann [Follow](#)

Nov 5, 2018 · 7 min read

Learning how to make the most of our customers' requests and feedback.



ANTES DE COMEÇAR

1. O que estamos prototipando?
2. Para quem estamos prototipando?
3. Até onde vai o nosso protótipo?
4. Que ferramentas vamos usar?

Break Out

E se ao invés de criar ideias/projetos, a gente começasse conversas?

APRESENTAÇÃO

Como foi?

CHECK-OUT

COMO PODERIA ALAVANCAR TODO ESTE APRENDIZADO, ABORDAGEM E MINDSET E FERRAMENTAS PARA CONTRIBUIR COM POSSÍVEIS SOLUCOES NESSE CENÁRIO COVID19