

**VÊ O QUE OS  
OUTROS PENSAM  
E QUEREM!**

Daniel Lança Perdigão

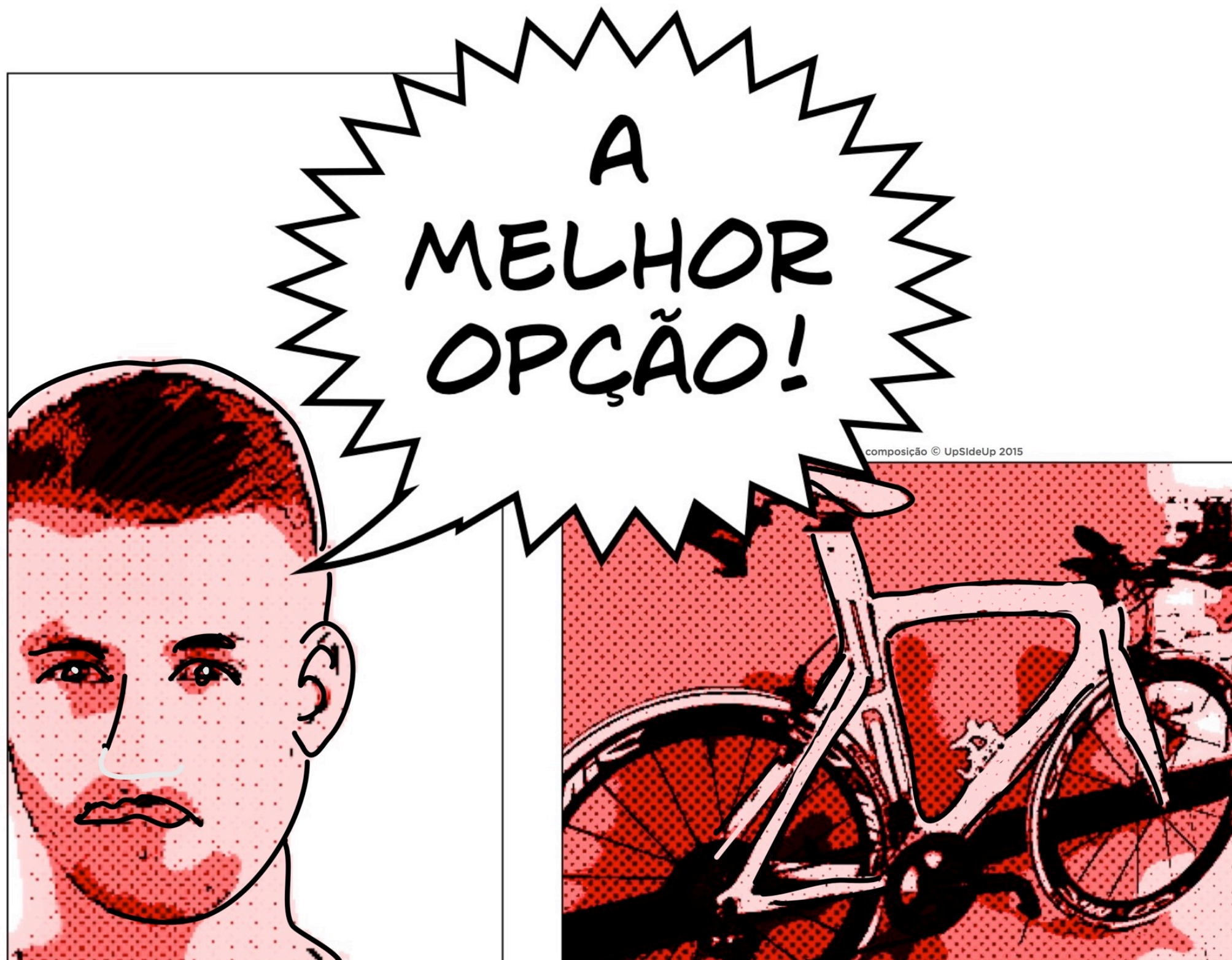
*Visual Improvement Agent*

2015.11.18

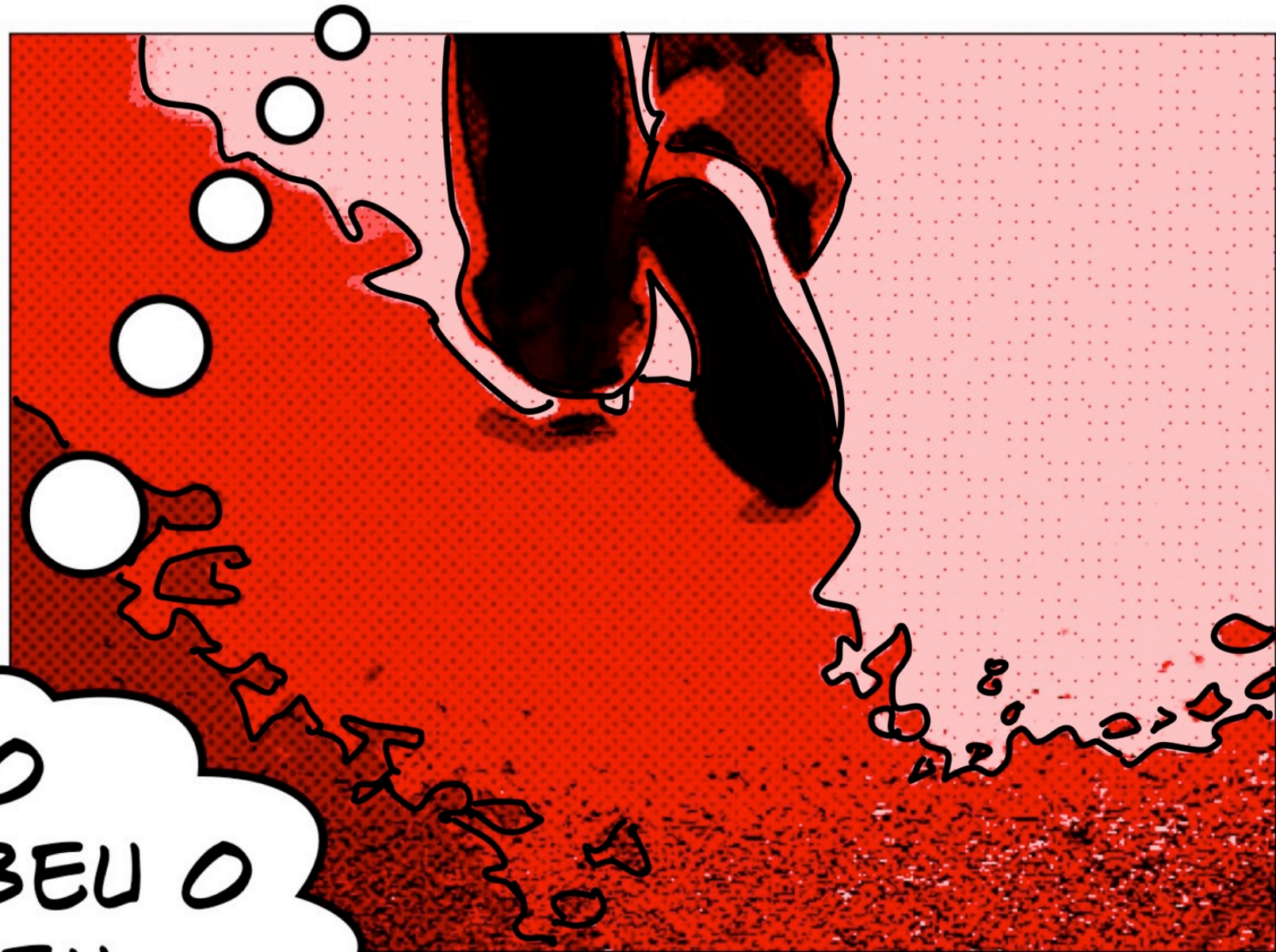
*Centro de Eventos Bissaia Barreto*

COIMBRA









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BOA! E  
IMPLEMENTAR  
???...

SOLUÇÃO!

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EMPATIZAR

IDEAR

DEFINIR

PROTOTIPAR

TESTAR



COMO?



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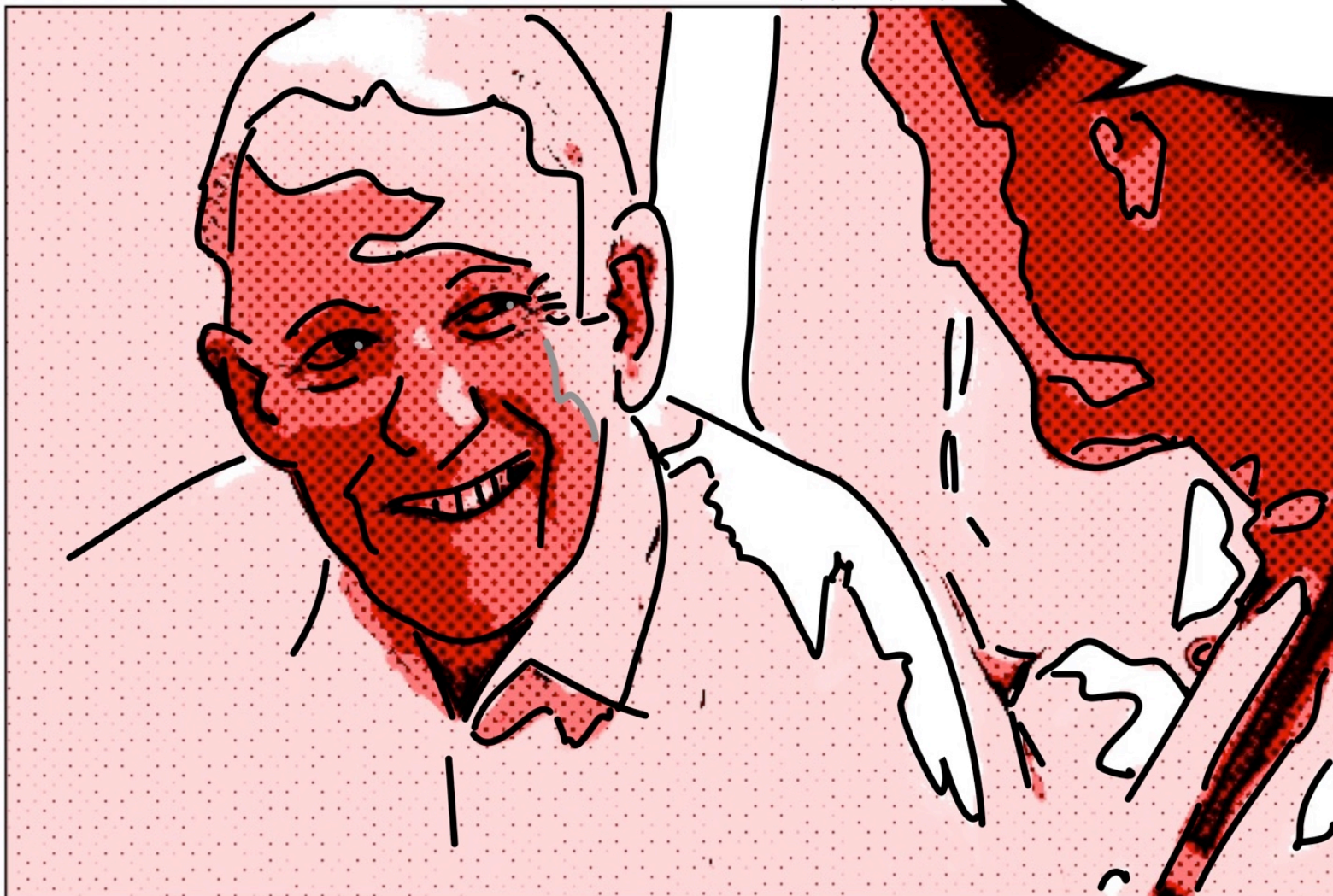


HOJE!



SEGREDO DO  
SUCESSO?

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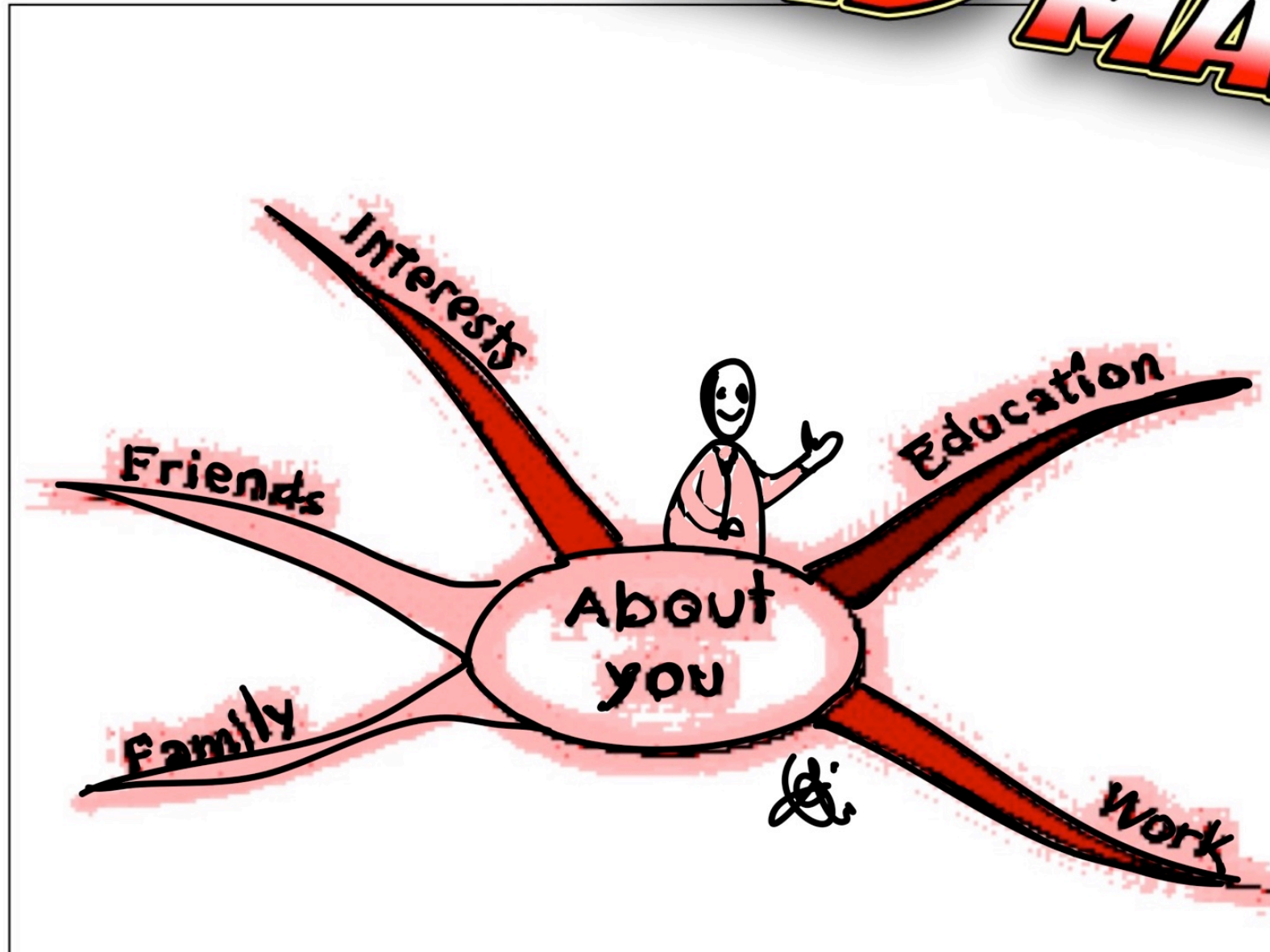






# MIND MAPS®

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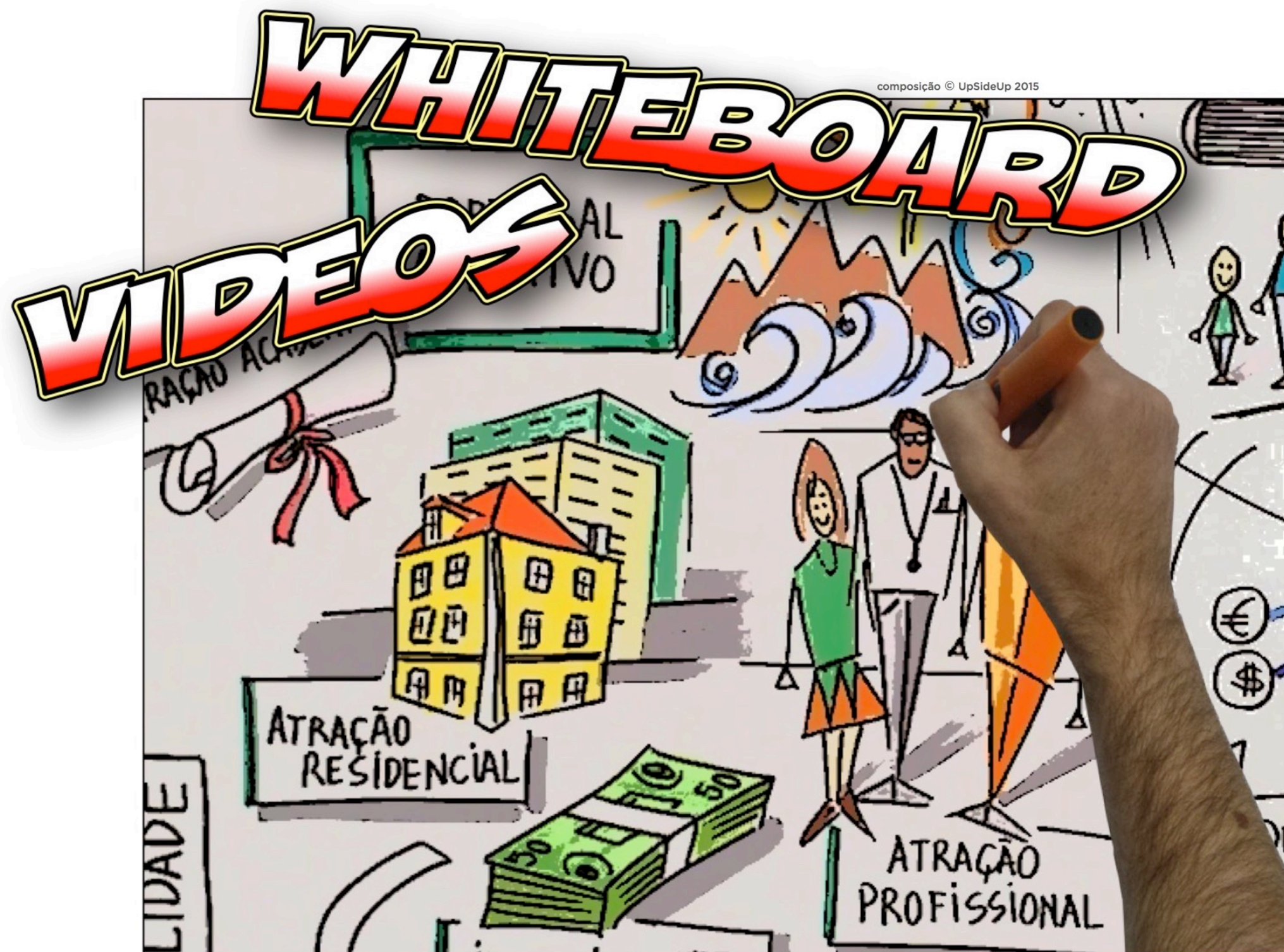


# GRAPHIC RECORDING

imagem © IFVP / composição © UpSideUp 2015



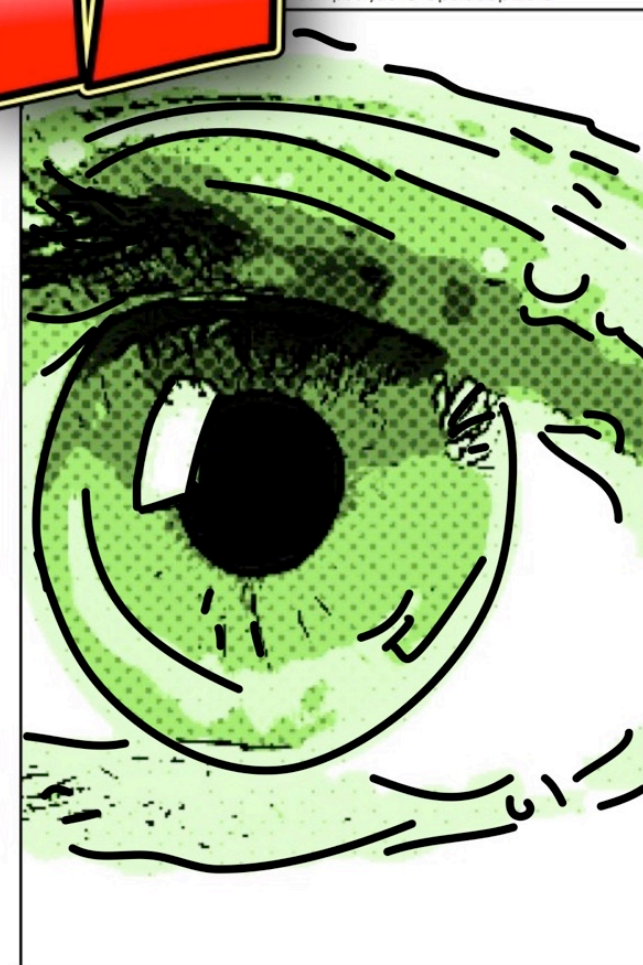
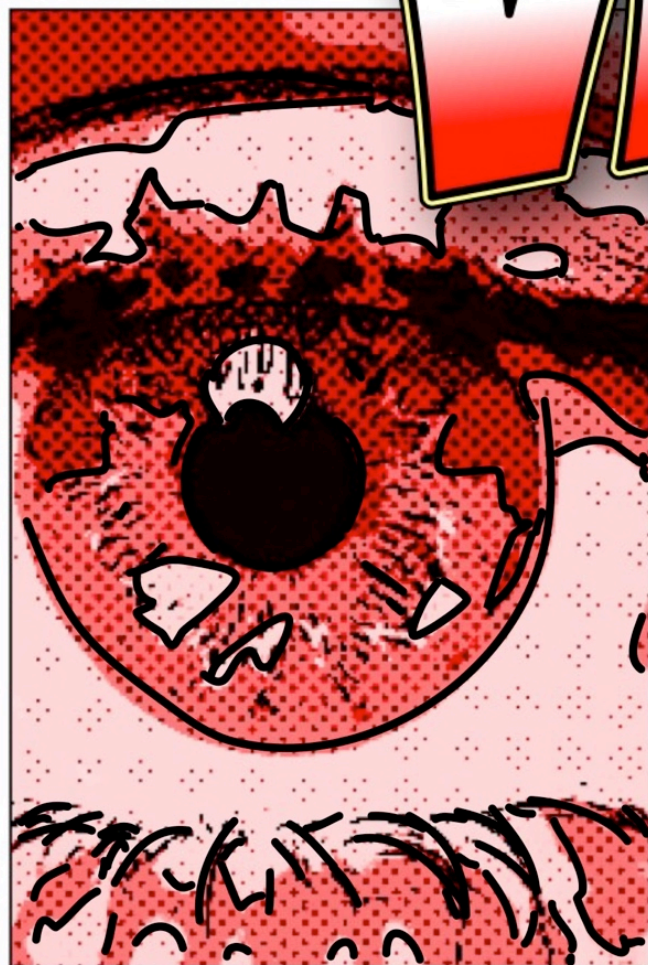






# COMUNICAÇÃO

# VISUAL



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# HONESTIDADE



# INTERESSE



# DEDICAÇÃO



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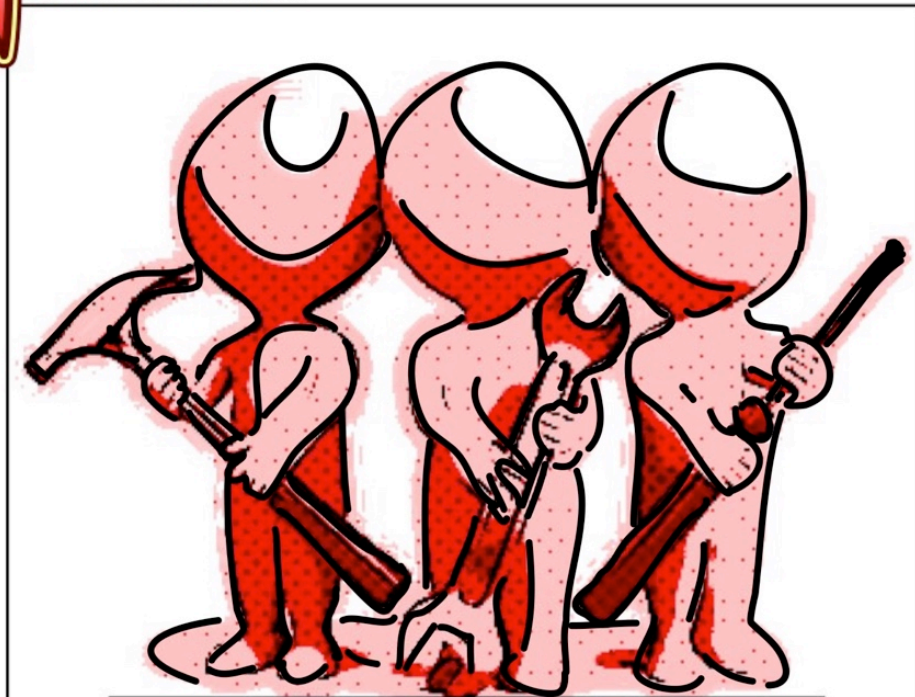
# PAIXÃO





# SERVICE DESIGN THINKING

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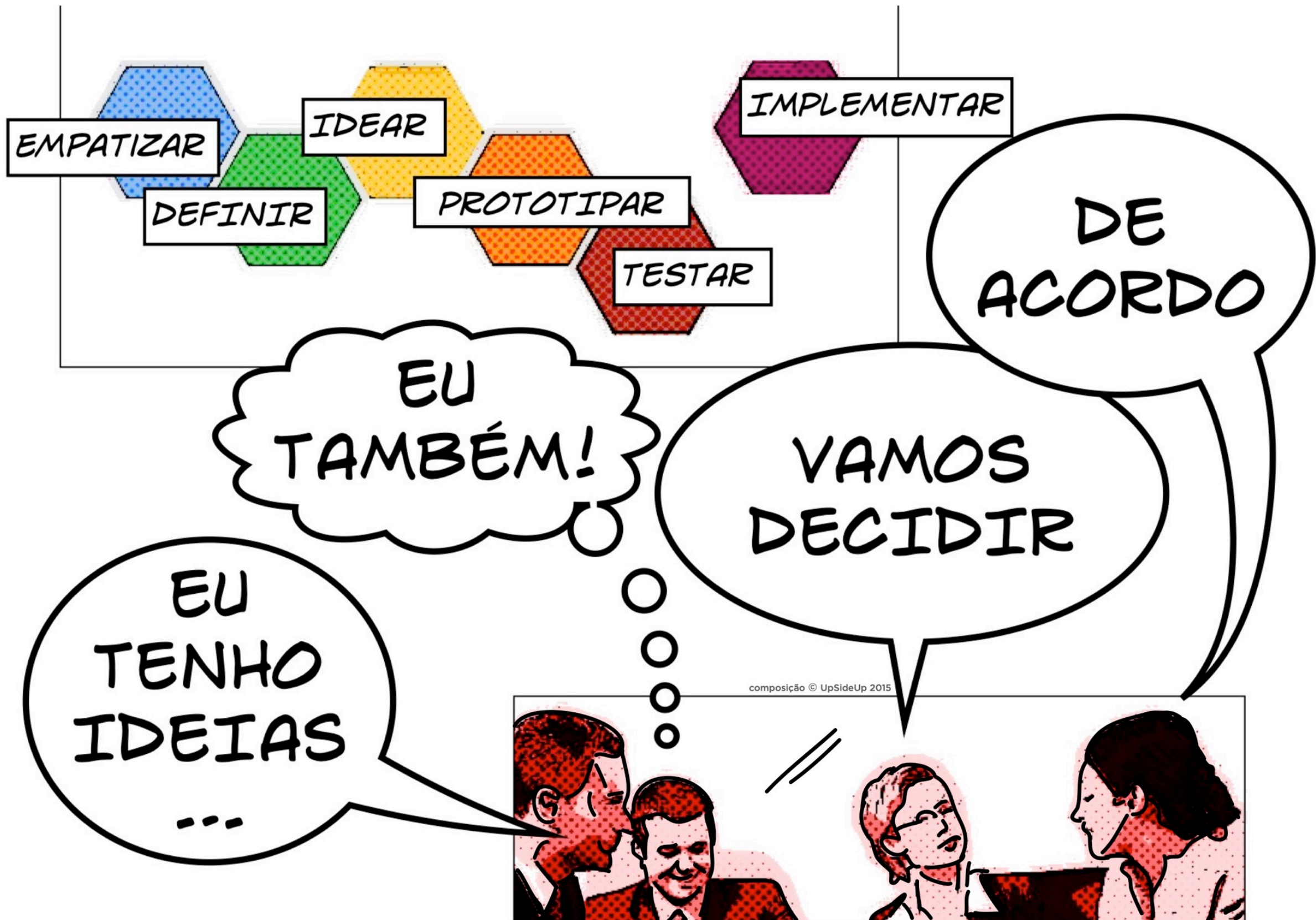


**SERVIÇOS**

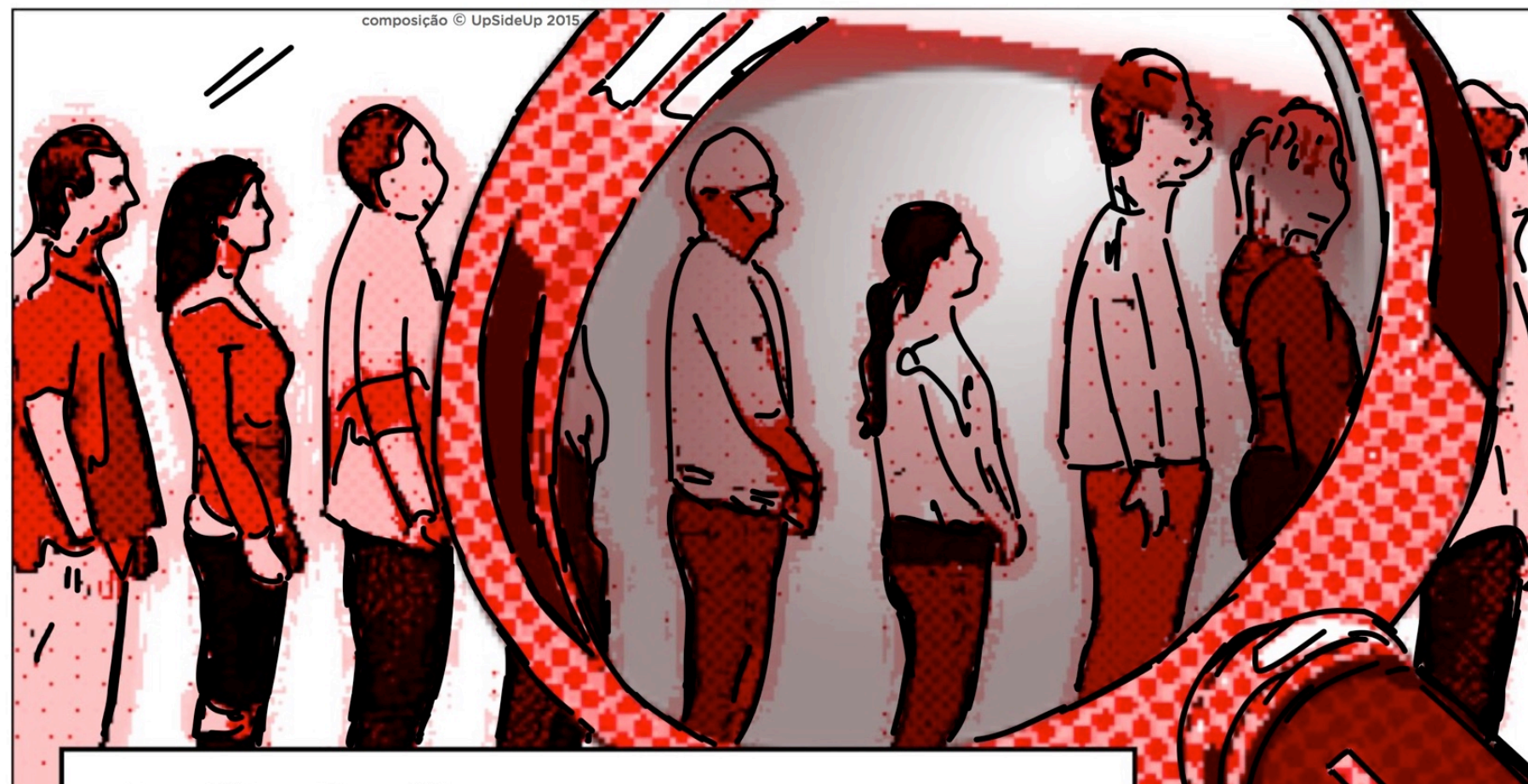


**PRODUTOS**









FOCO  
ESCUTA ATIVA  
PAIXÃO



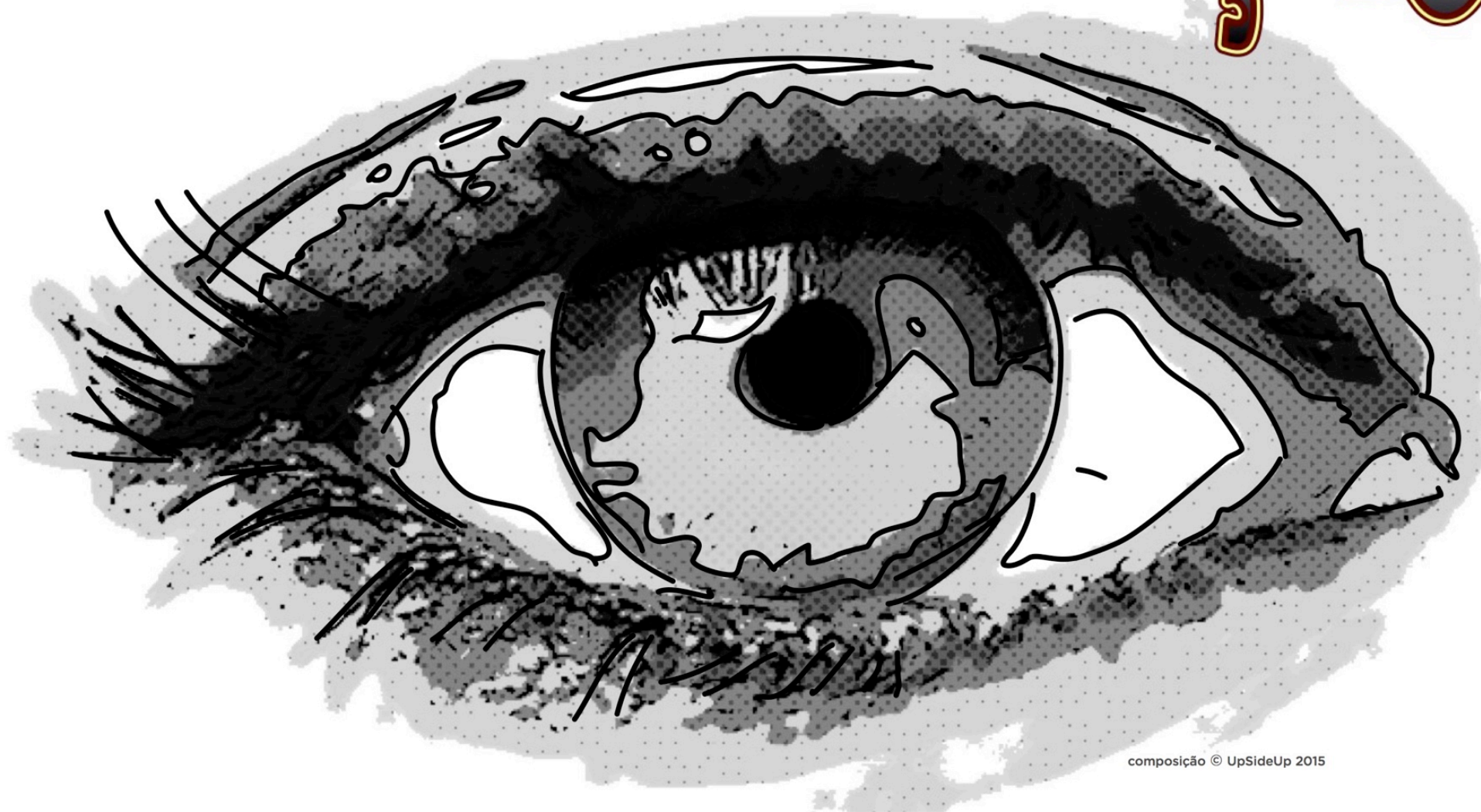
# A EQUIPA CERTA!



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# DÊM-ME ATENÇÃO!



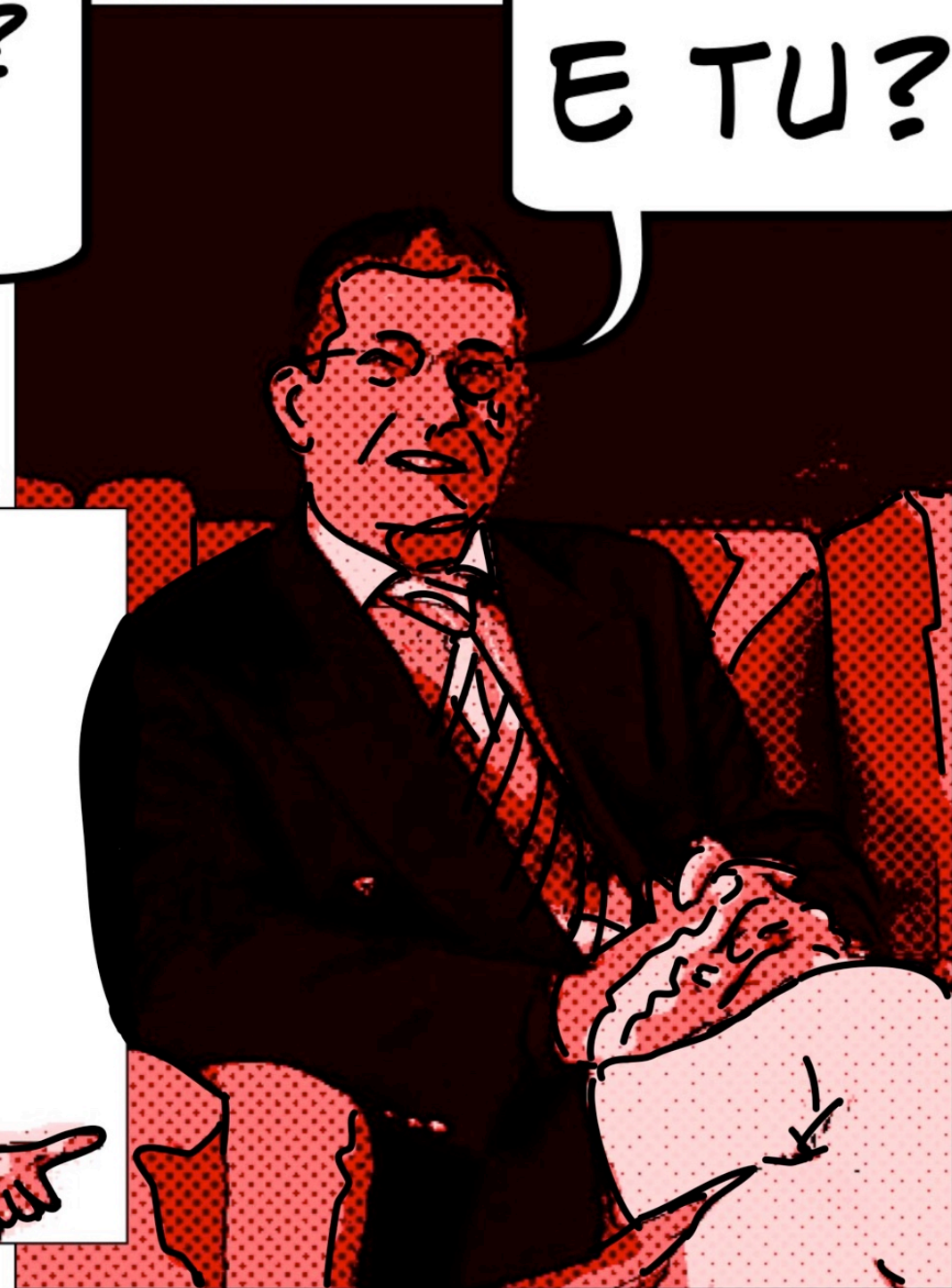
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O QUE QUERES?  
O QUE ACHAS?

E TU?

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OUTROS PENSAM  
E QUEREM!**

OBRIGADO!

Daniel Lança Perdigão  
*Visual Improvement Agent*

2015.11.18

*Centro de Eventos Bissaia Barreto*

**COIMBRA**



**UpSideUp**

See. Learn. Innovate.  
“visualize your ideas”