



FERRAMENTAS DIGITAIS PARA PARTICIPAÇÃO SOCIAL

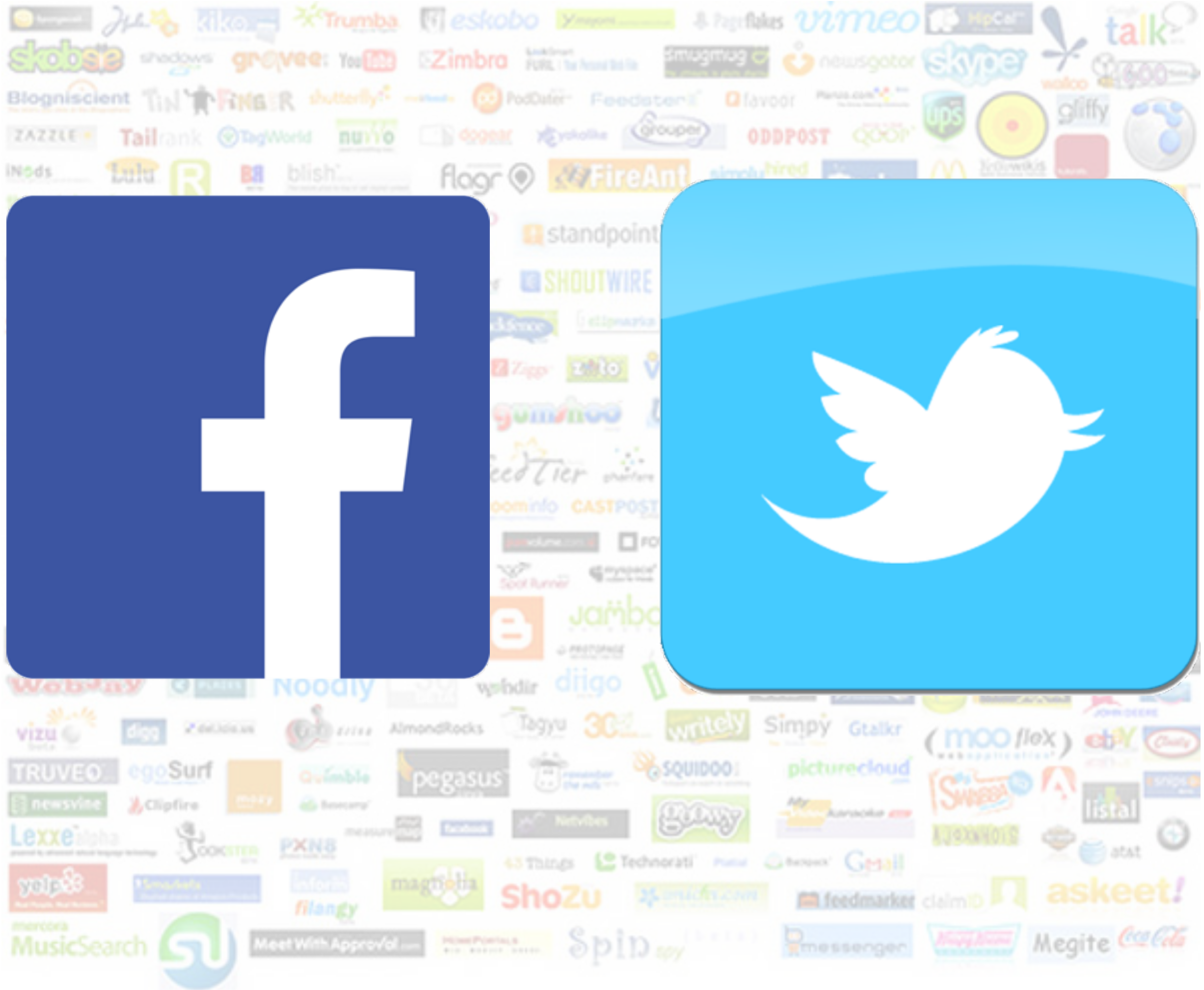
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TECNOLOGIA

PESSOAS





THE LEAN SERIES

2nd Edition

Ash Maurya

RUNNING LEAN

Iterate from Plan A to **a Plan That Works**

O'REILLY®

Eric Ries, Series Editor

Life's too
short to
build
something
nobody
wants

SOCIALMENTE

RELEVANTE

FUNCIONALMENTE

EFETIVO

POLITICAMENTE

VIAVEL



OUVIDORIAS





SOCIALMENTE

RELEVANTE

FUNZIONALMENTE

EFETIVO

POLITICAMENTE

VIAVEL



OUVIDORIAS





**QUAL O GRAU DE
SATISFAÇÃO
DO POVO BRASILEIRO COM OS
SERVIÇOS PÚBLICOS**



1 PESQUISA
QUANTITATIVA



2 ENTREVISTA
QUALITATIVA



3 OBSERVAÇÃO
QUALITATIVA



1 PESQUISA
QUANTITATIVA



2 ENTREVISTA
QUALITATIVA



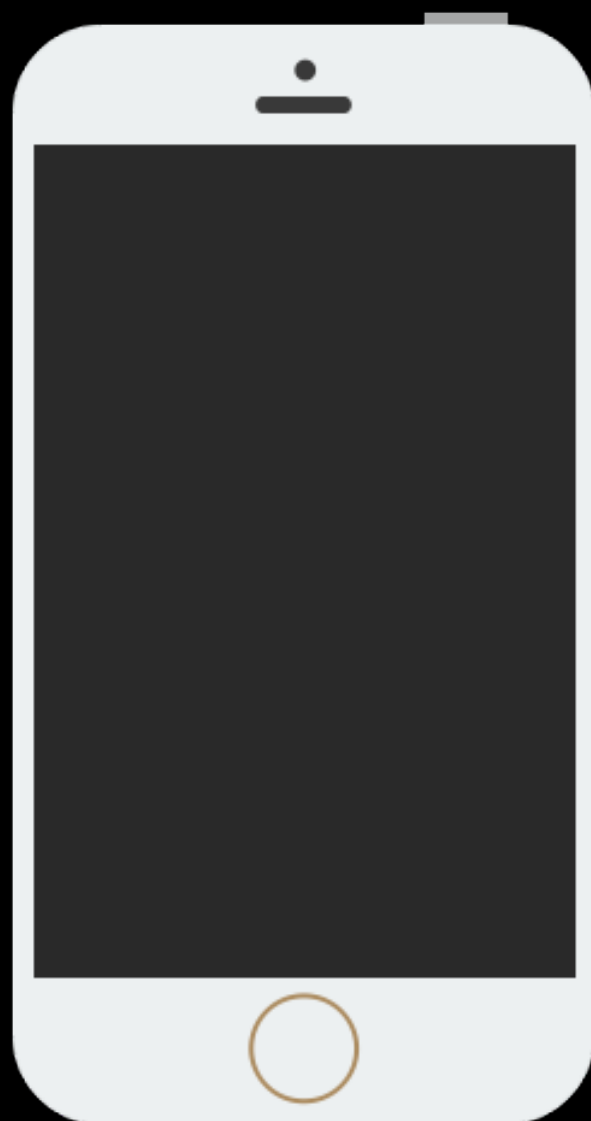
3 OBSERVAÇÃO
QUALITATIVA



PESQUISA
QUANTITATIVA

OBSERVAÇÃO
QUALITATIVA

**MOBILE
APP**



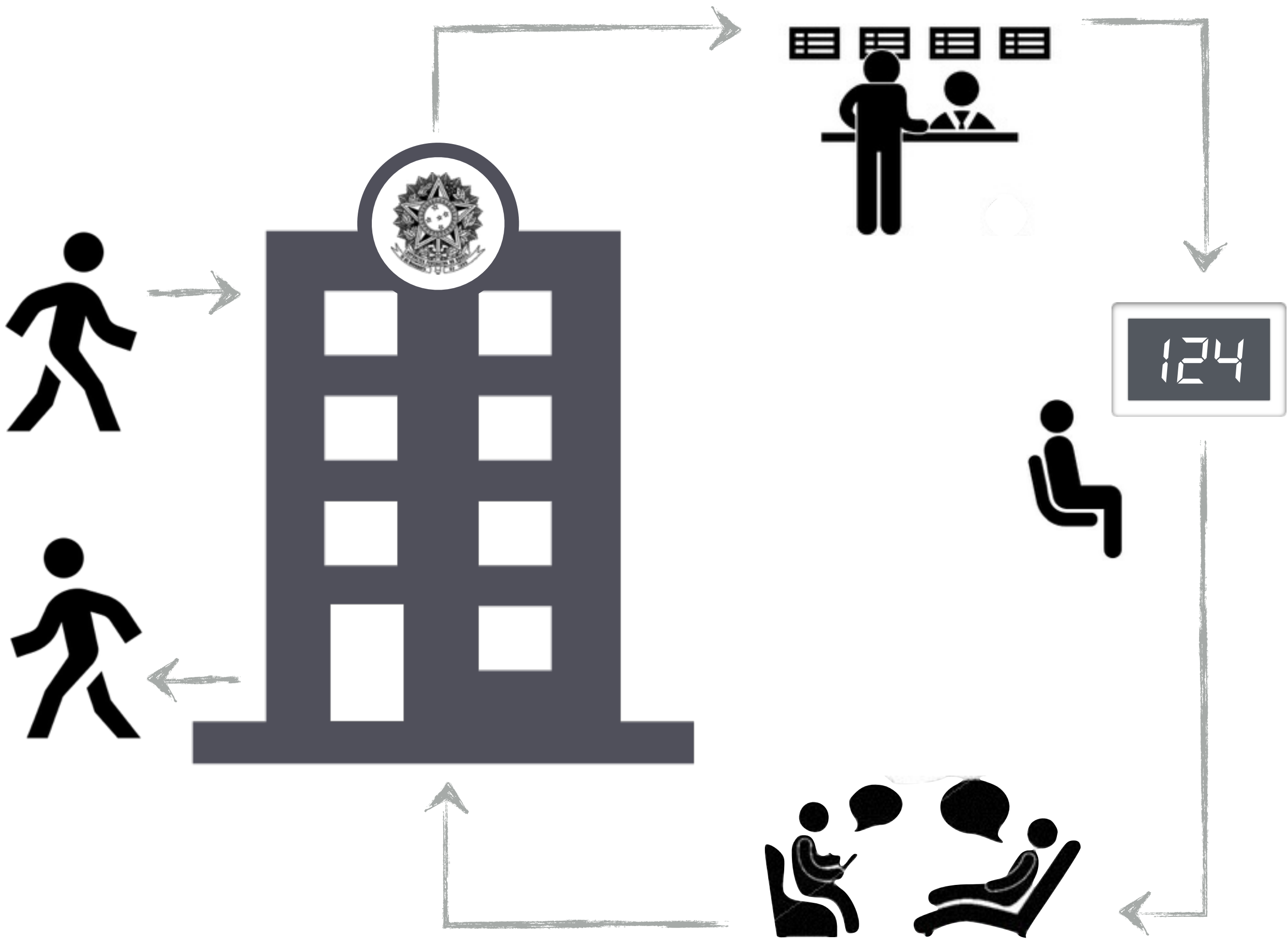
QUANTITATIVA

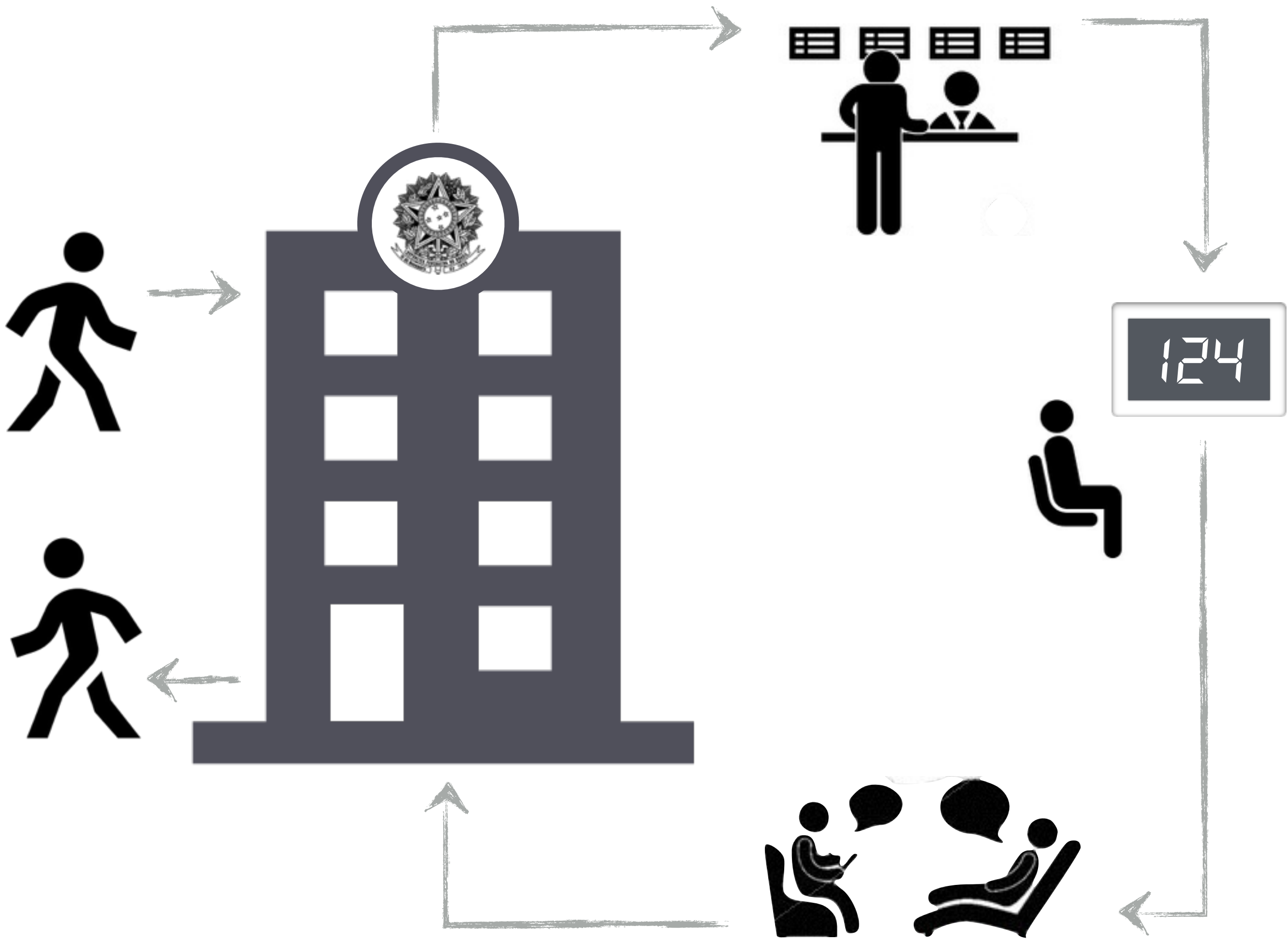
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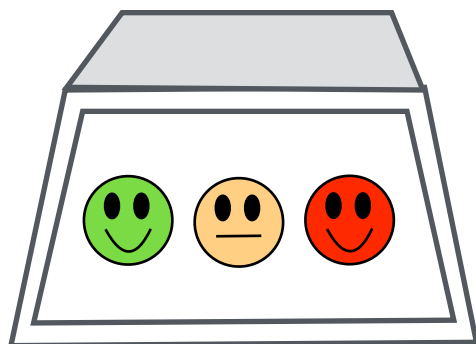
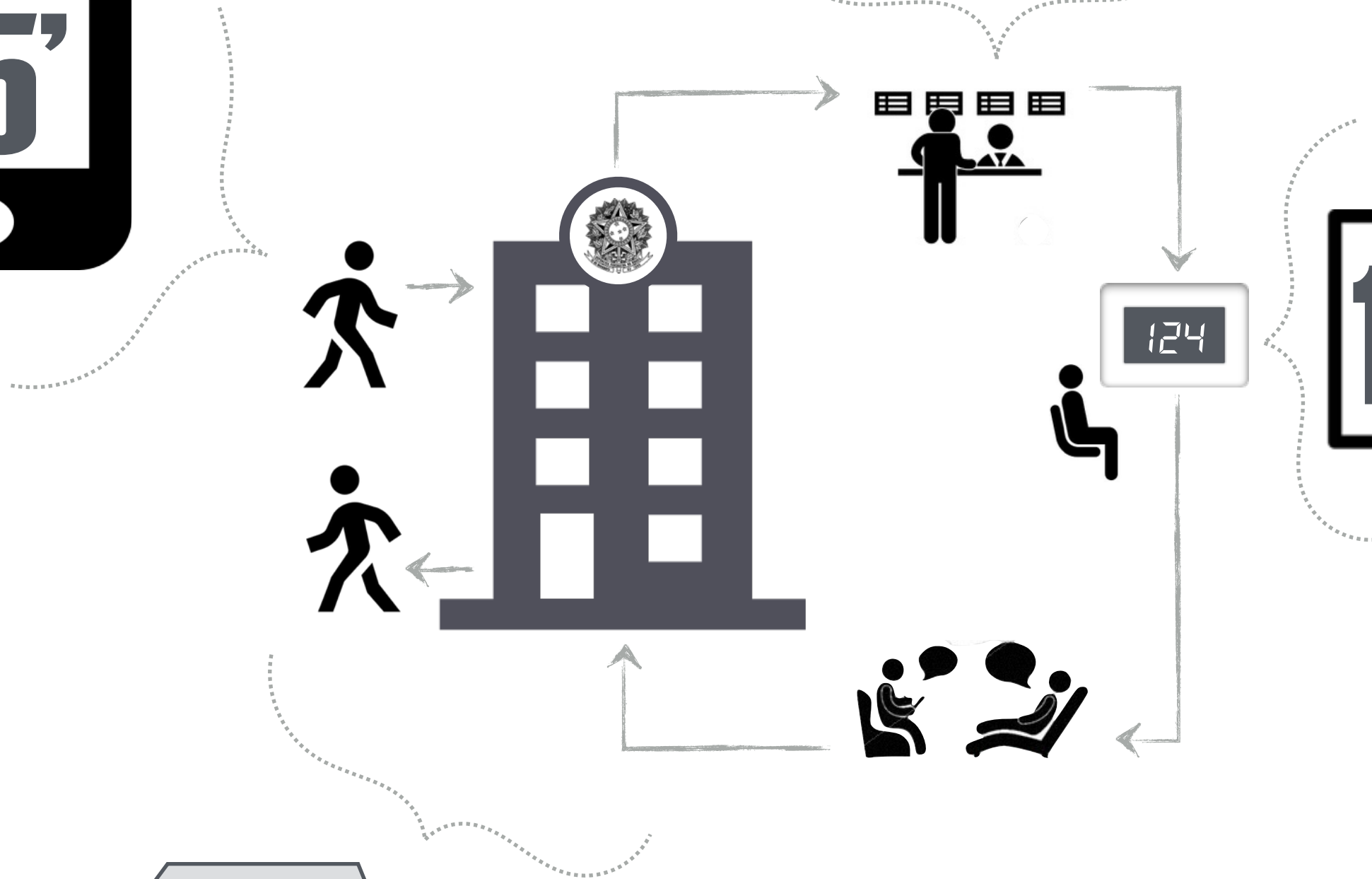
**PLATAFORMA DE
GESTÃO**

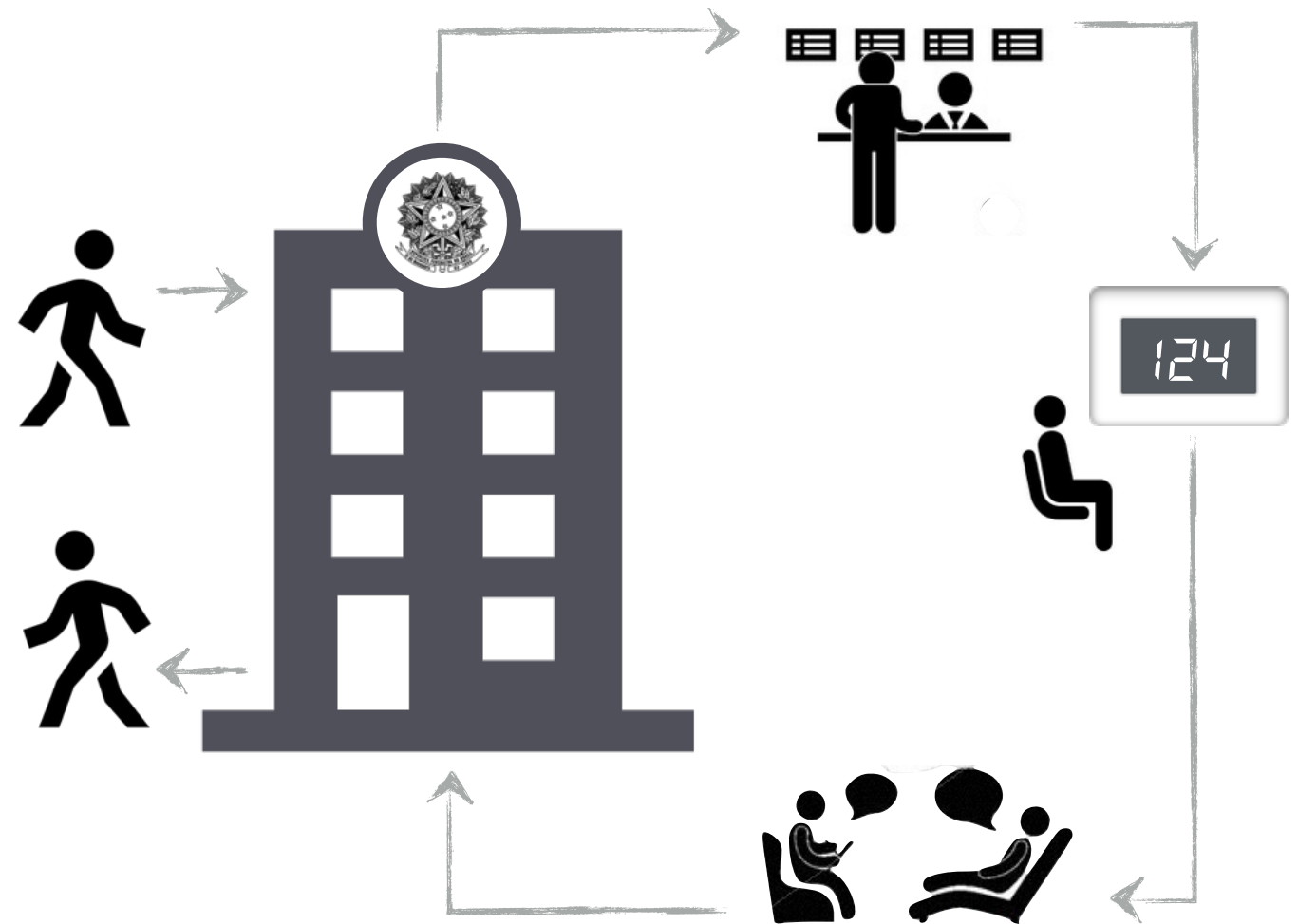


QUALITATIVA











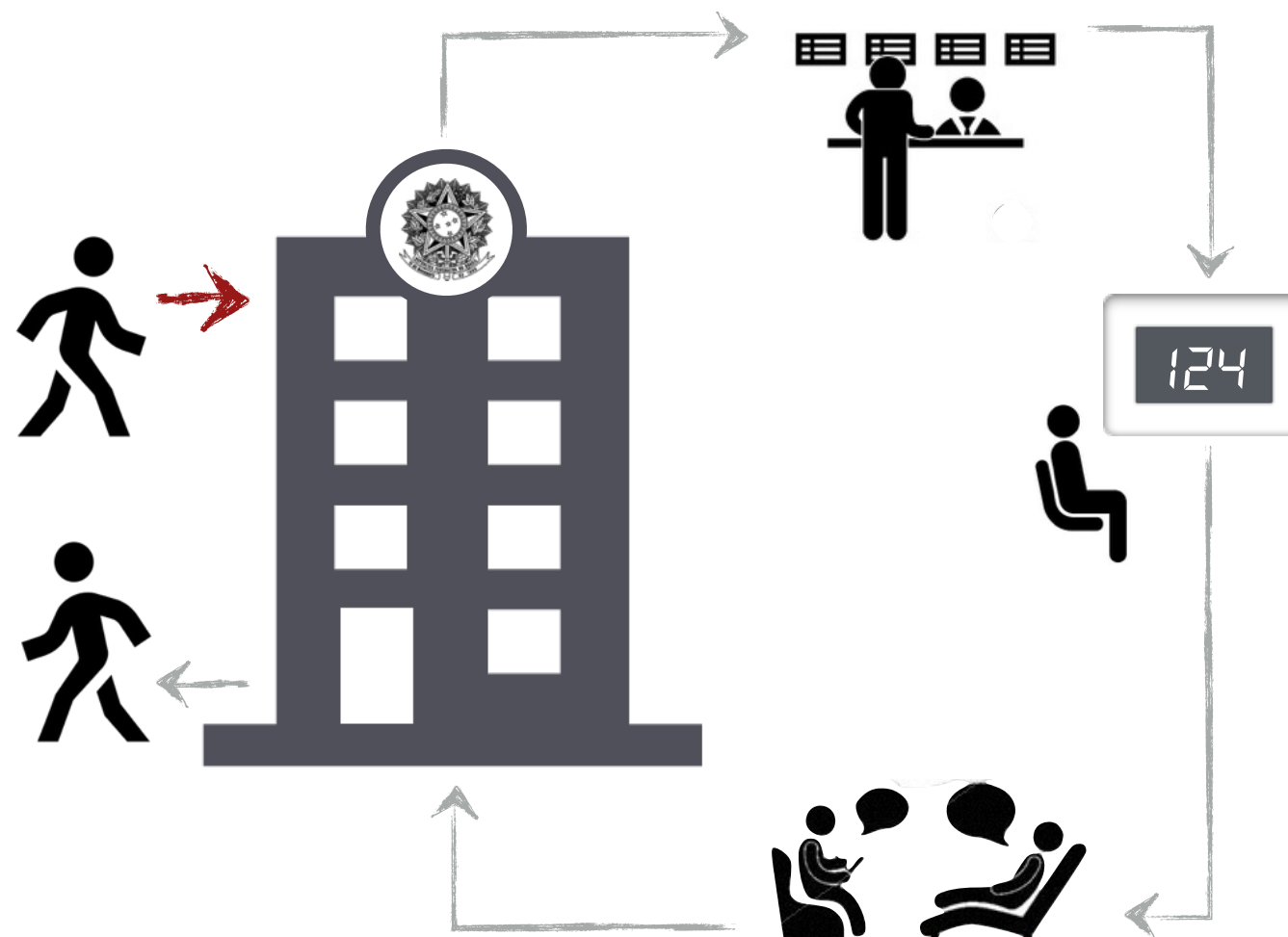
Mussum ipsum cacilds,
vidis litro abertis. Consetis
adipscings elitis.



Pra lá , depois divoltis
porris, paradis. Paisis,
filhis, espiritis santis.



Mé faiz elementum
girarzis, nisi eros vermeio,
in elementis mé pra quem
é amistosis quis leo.





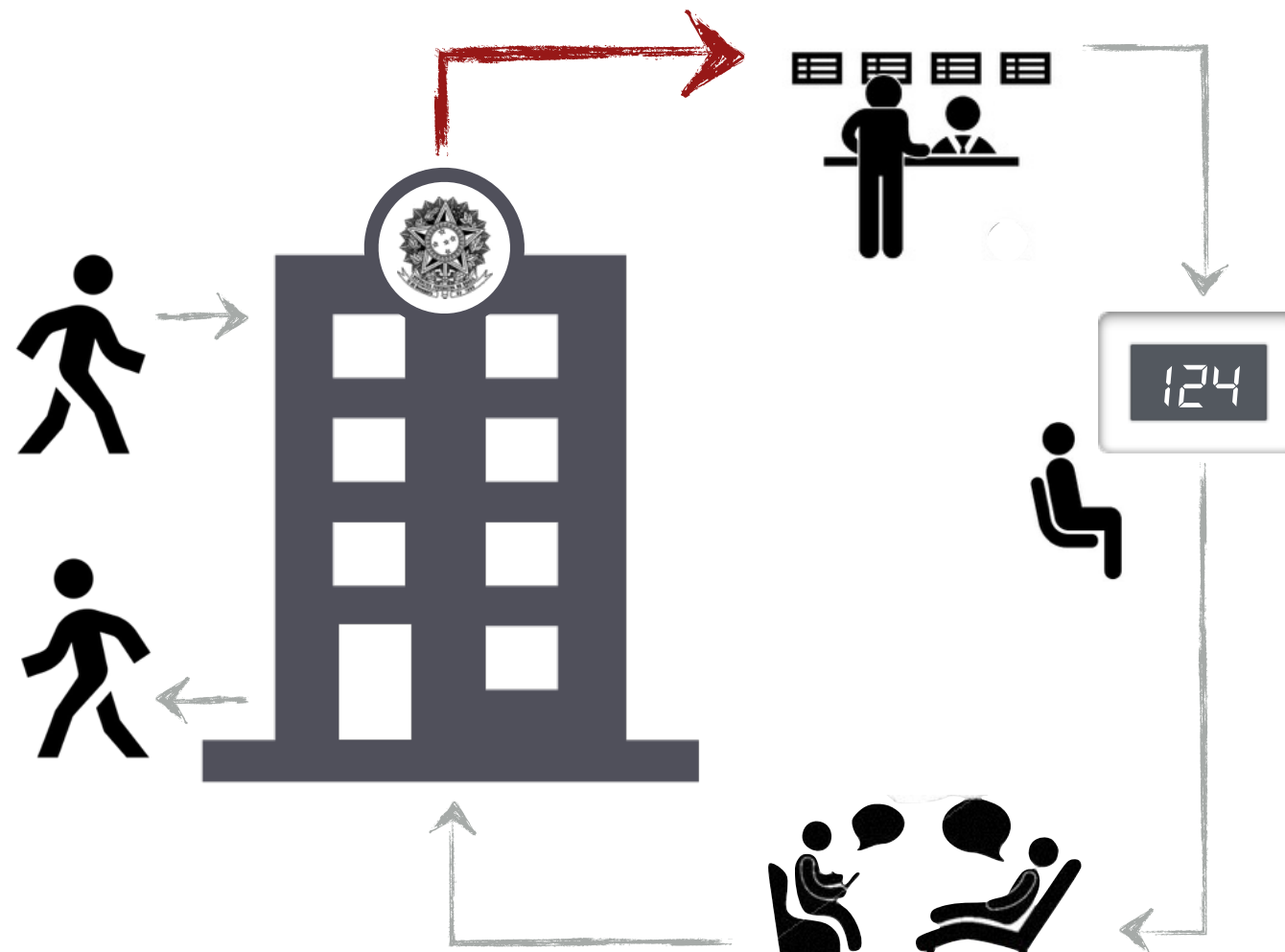
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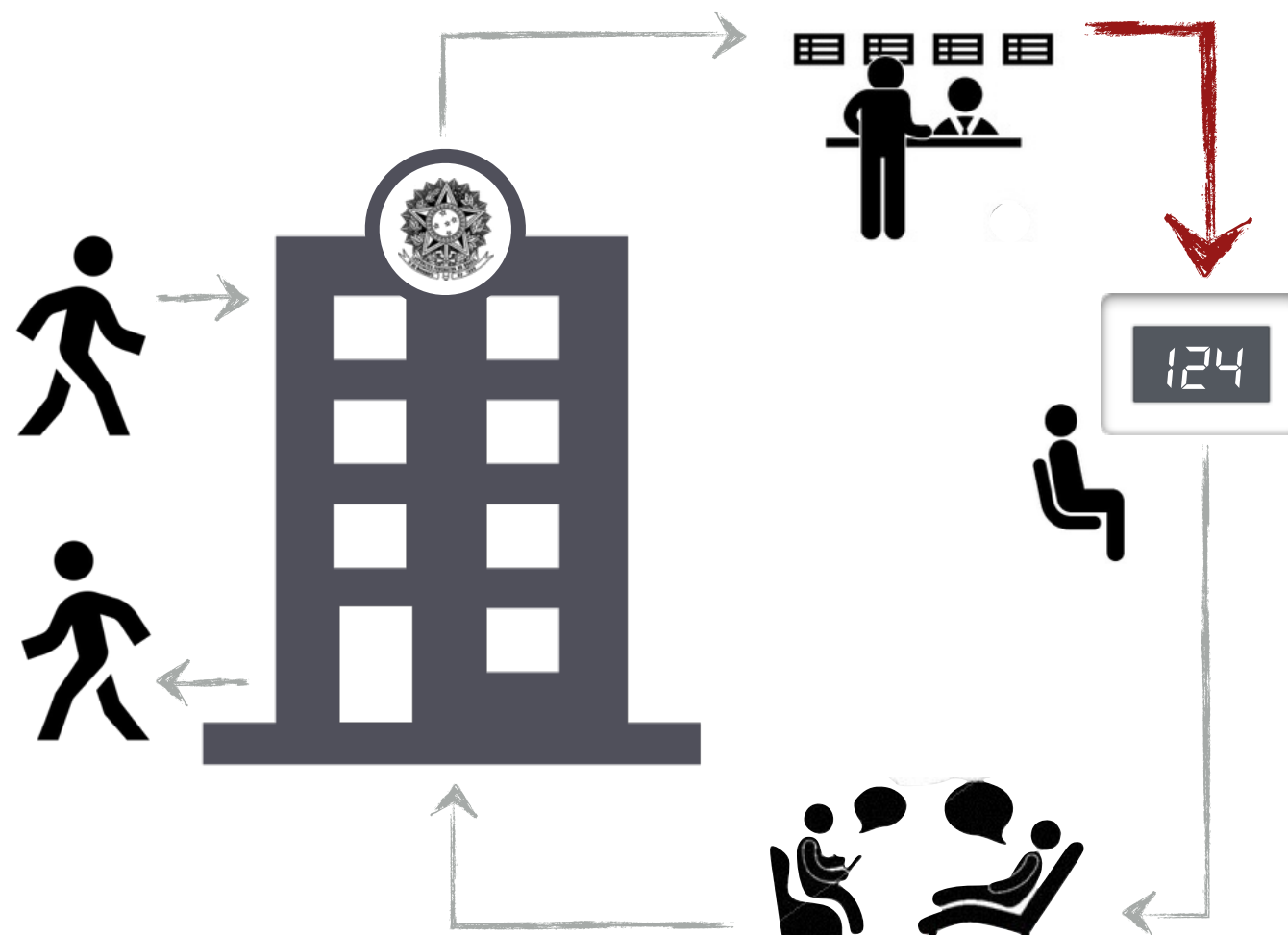
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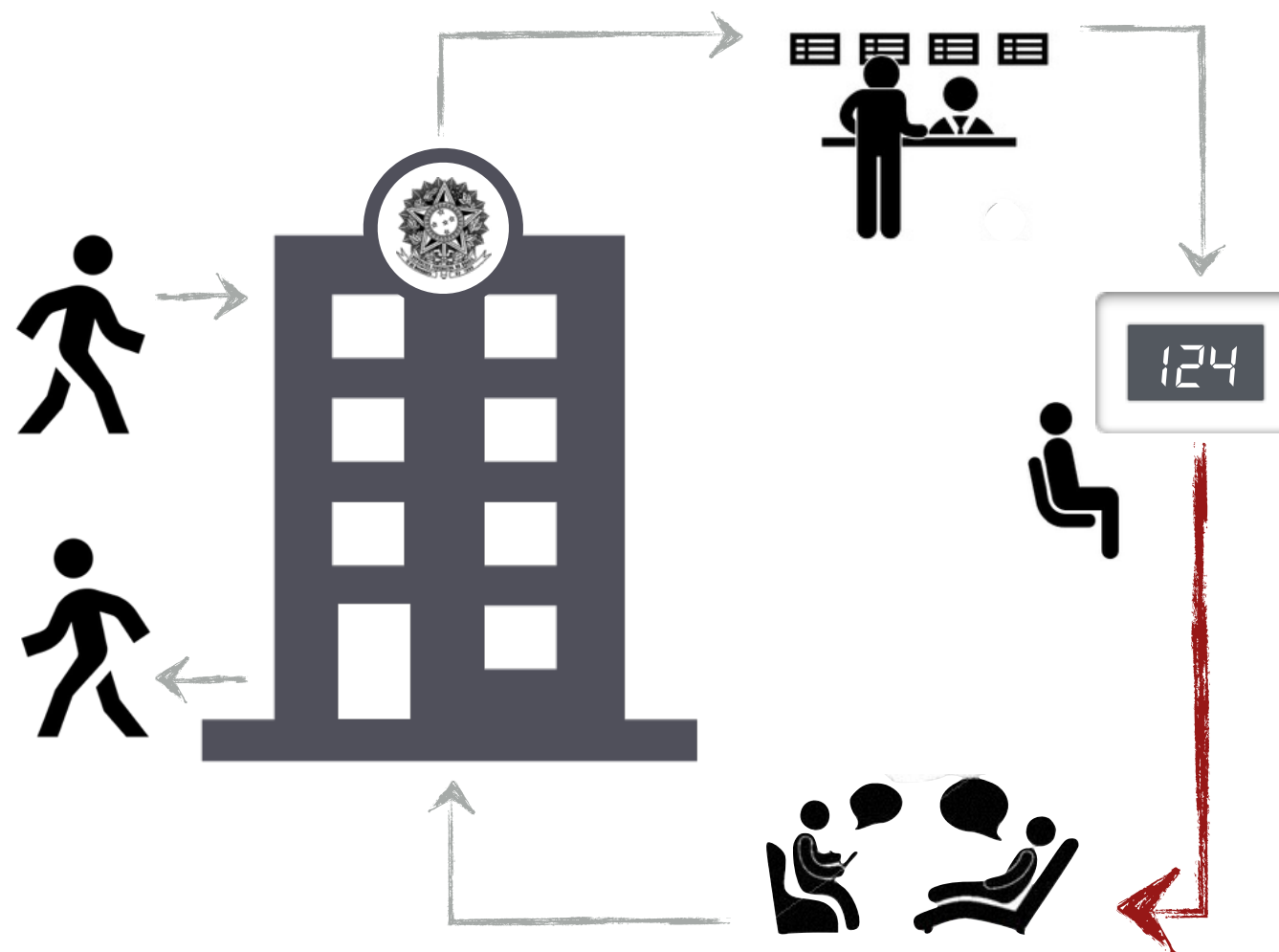
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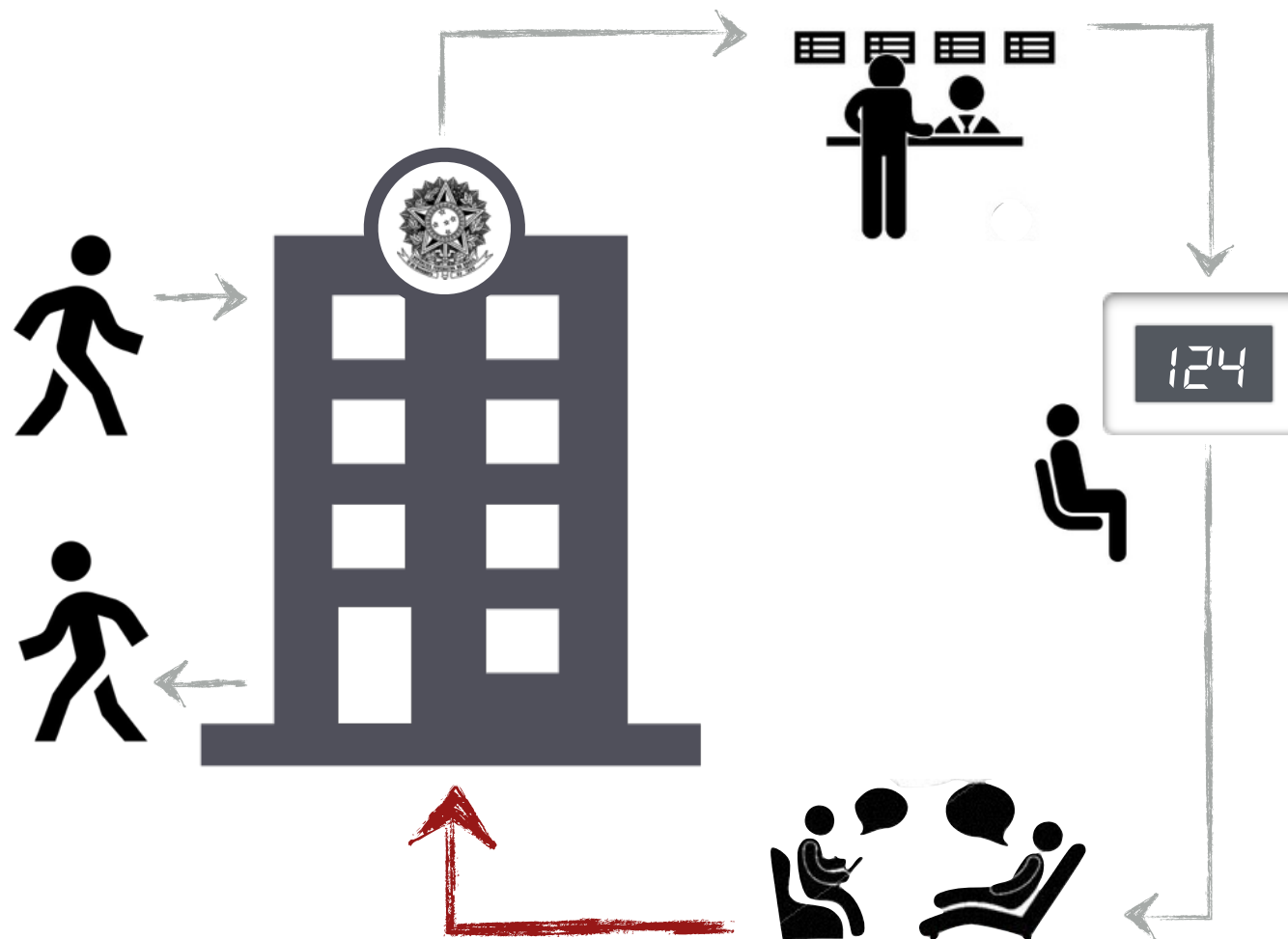
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quis leo.





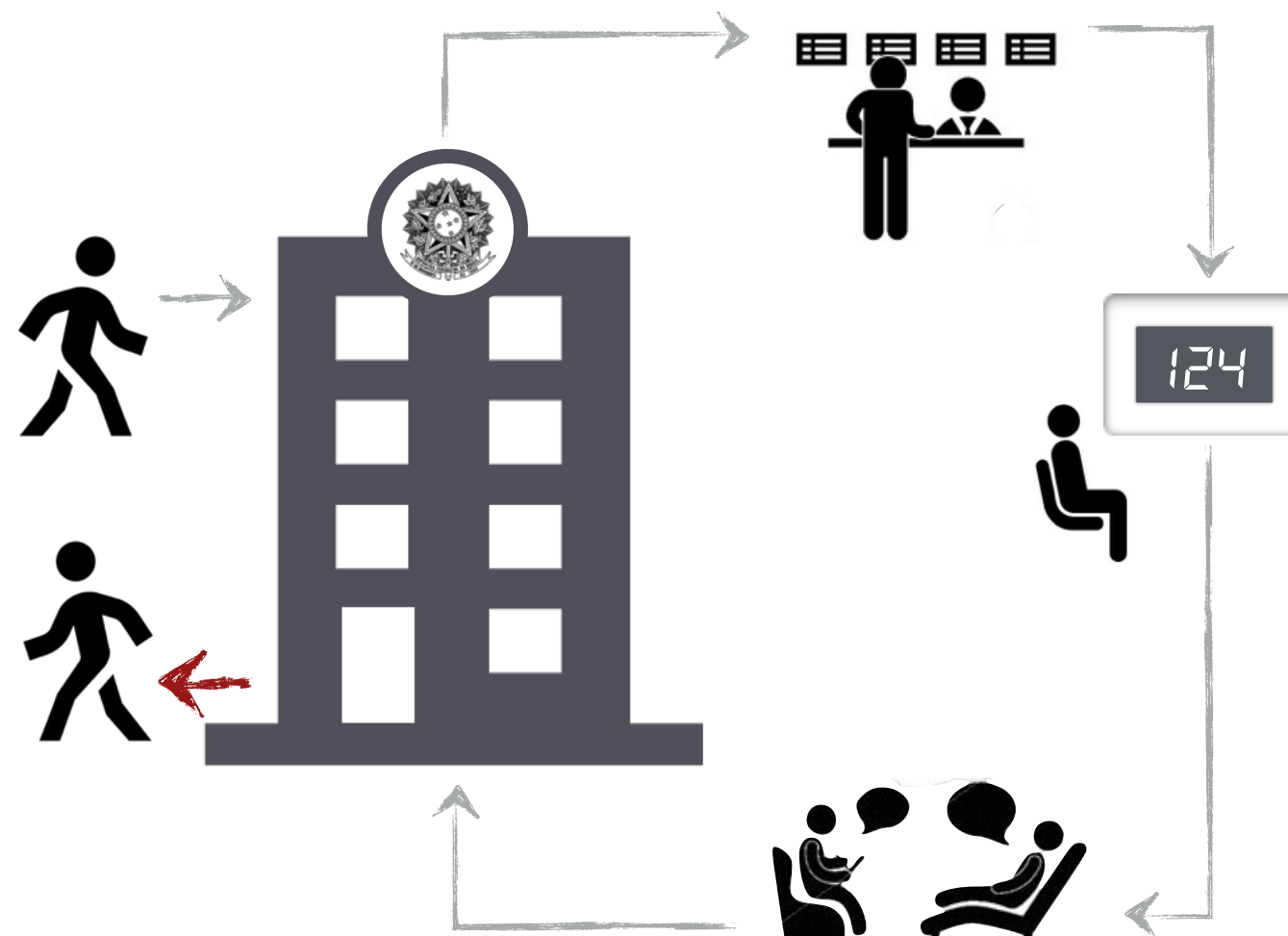
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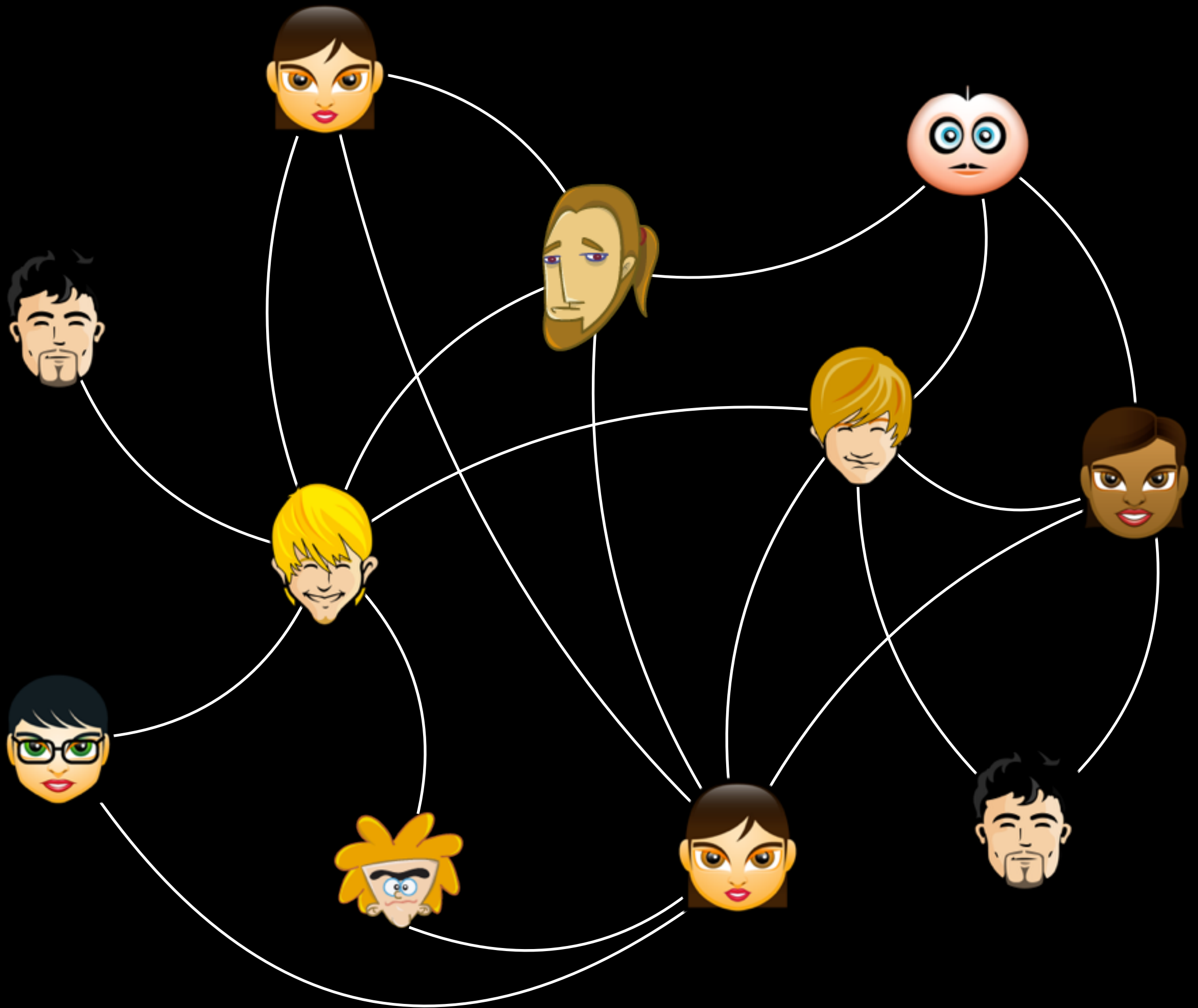


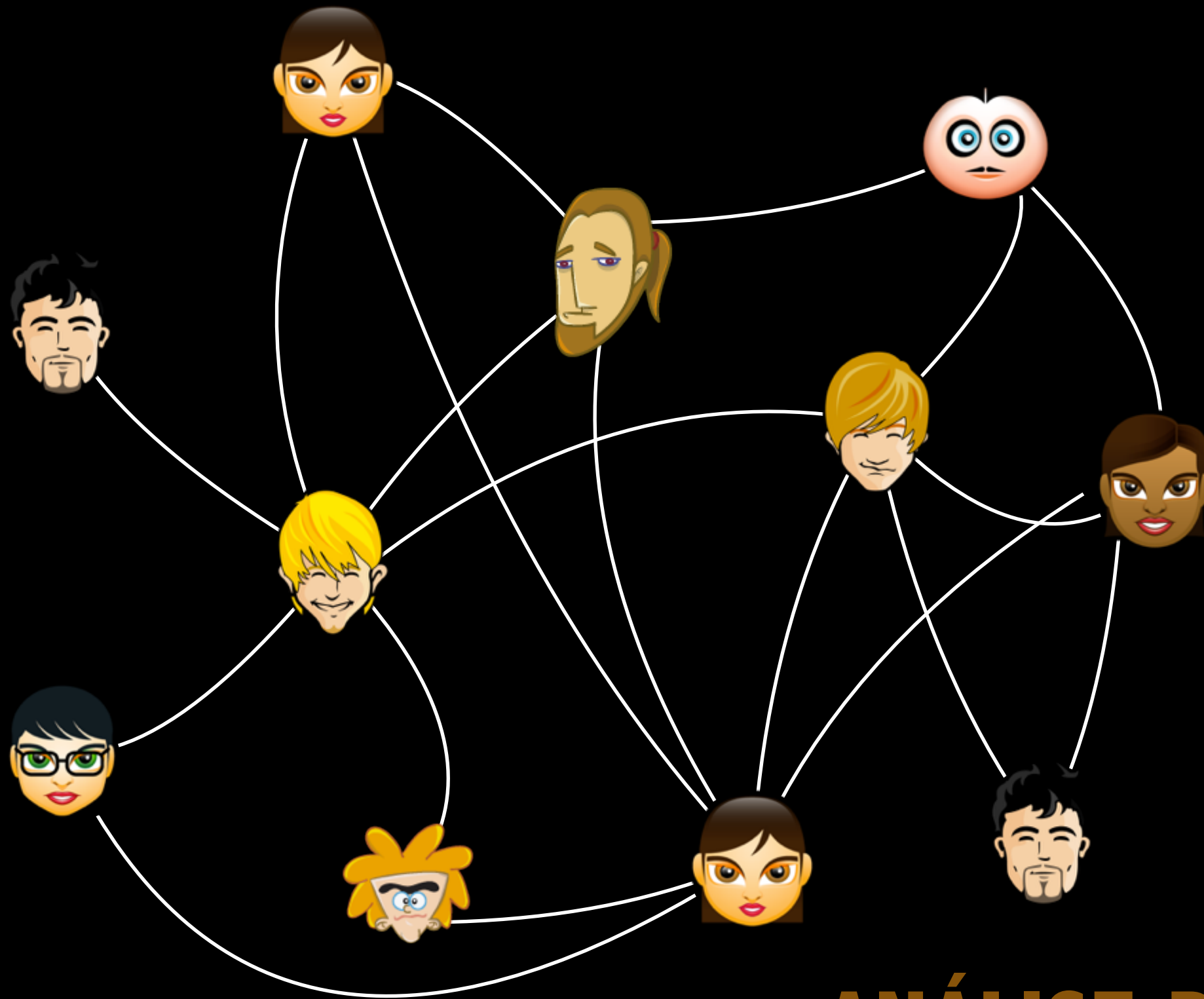
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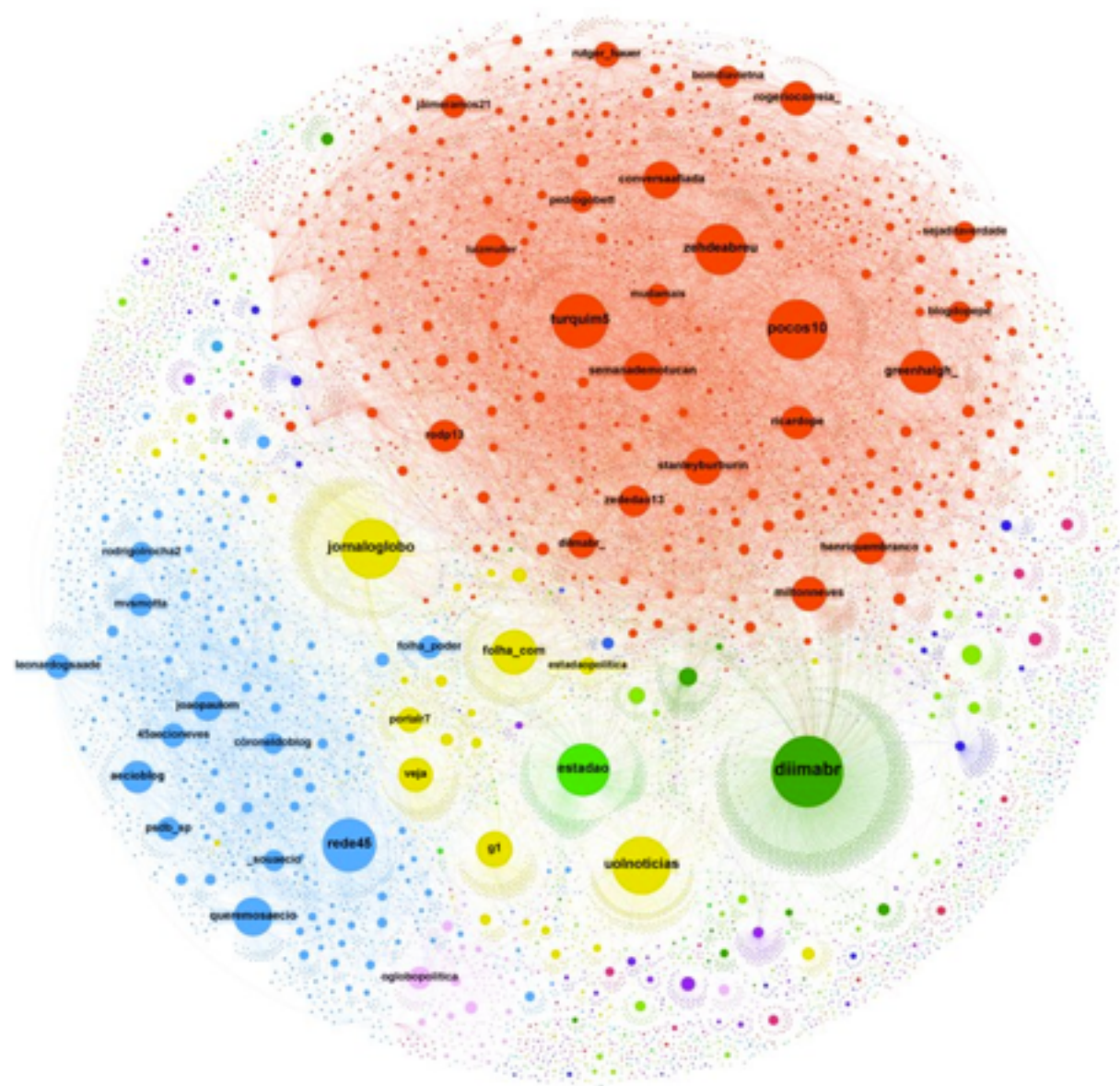
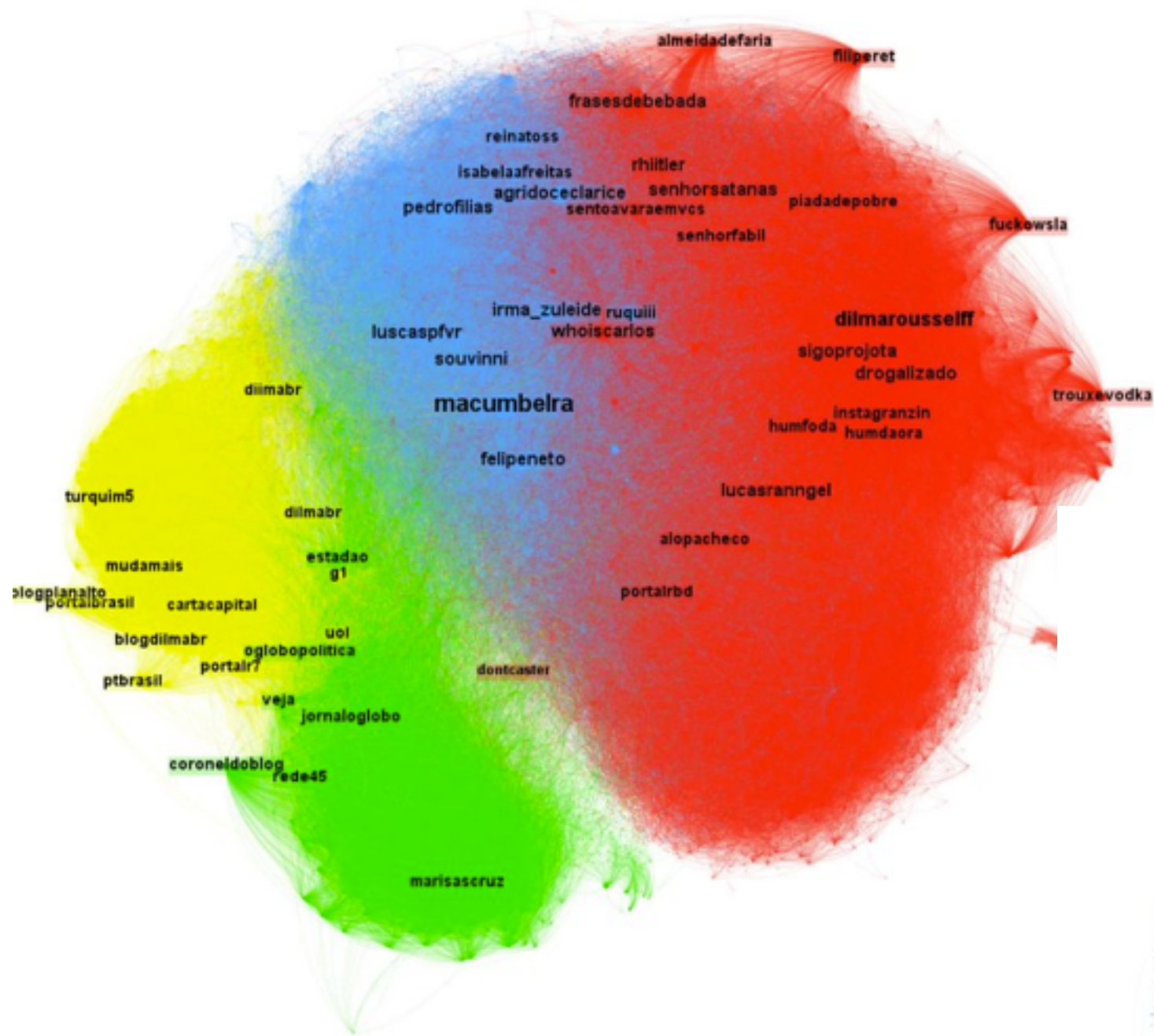


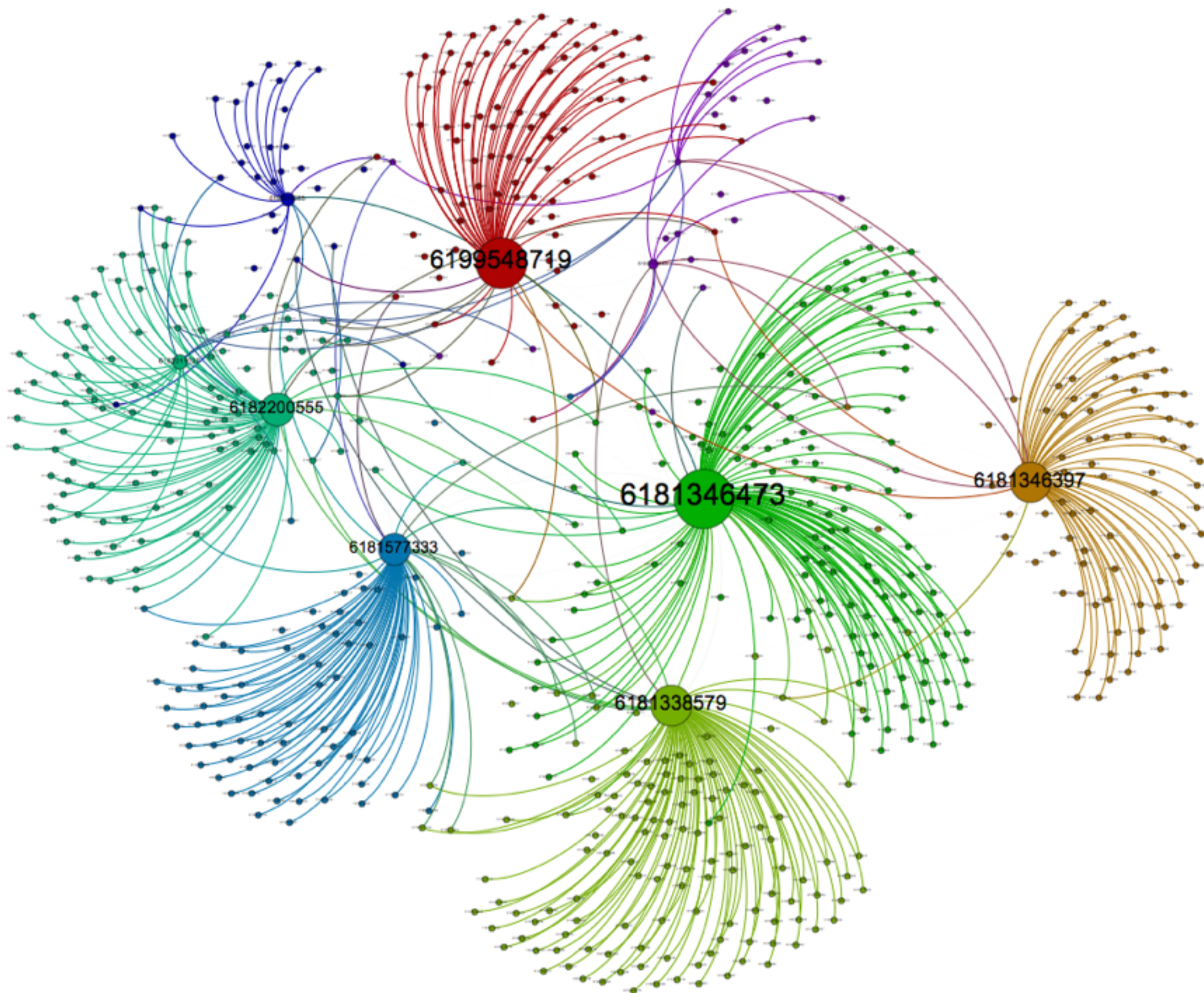


ANÁLISE DE REDES SOCIAIS

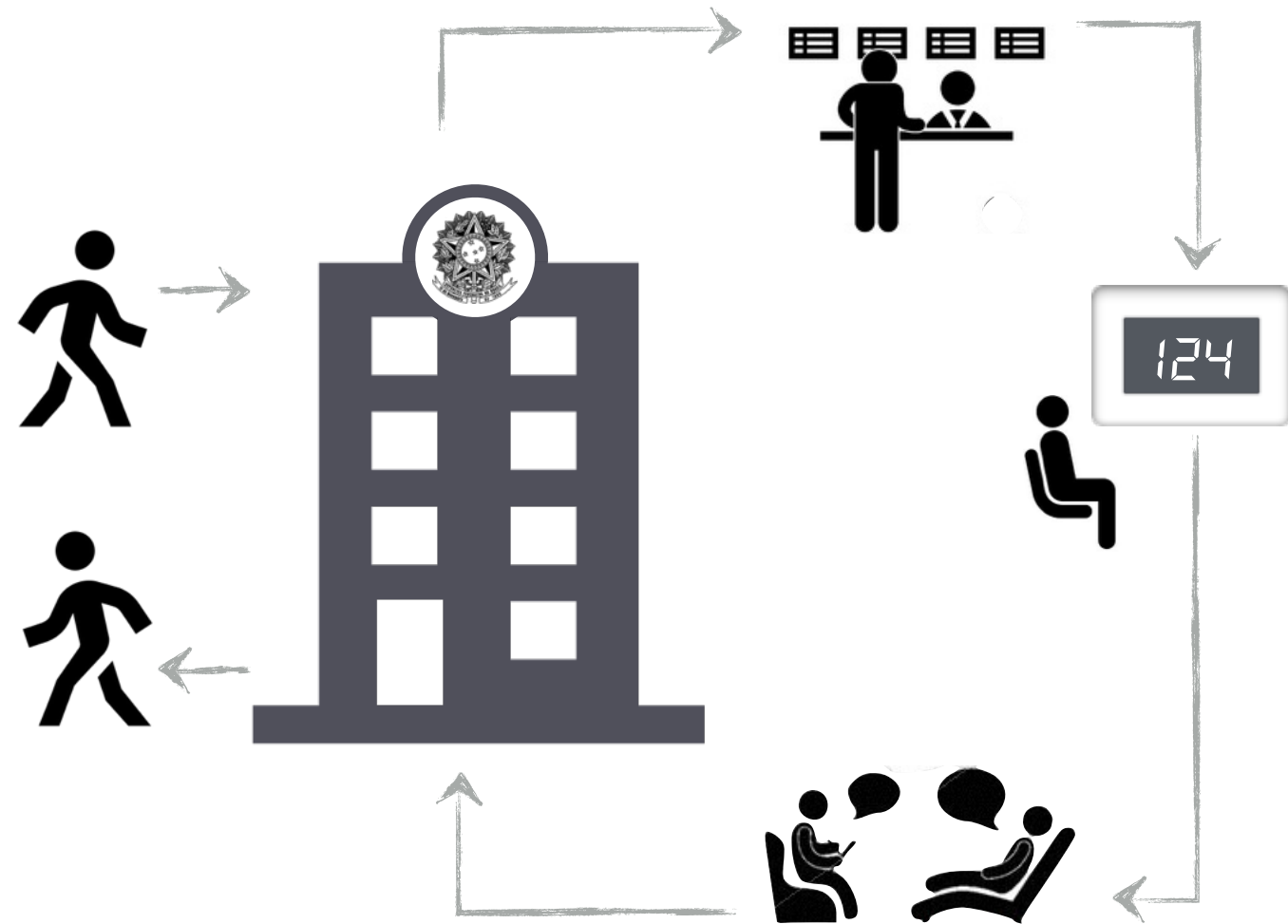
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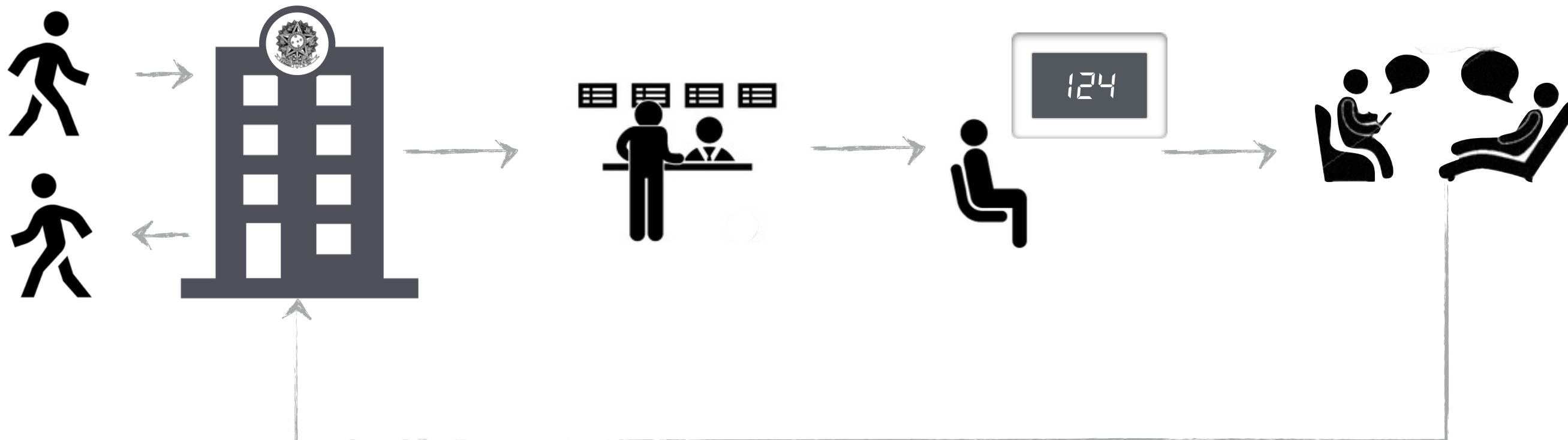
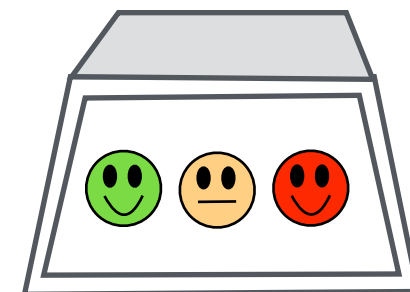
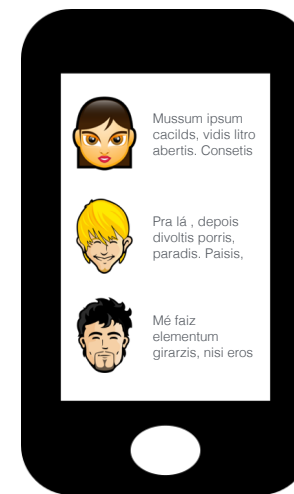


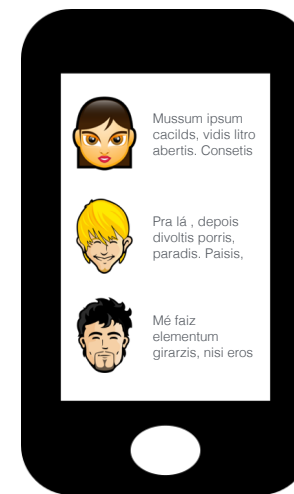


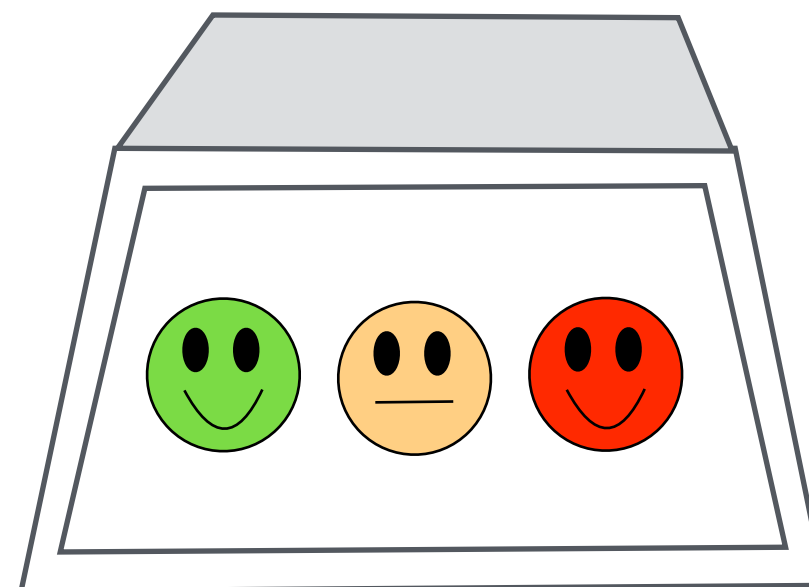
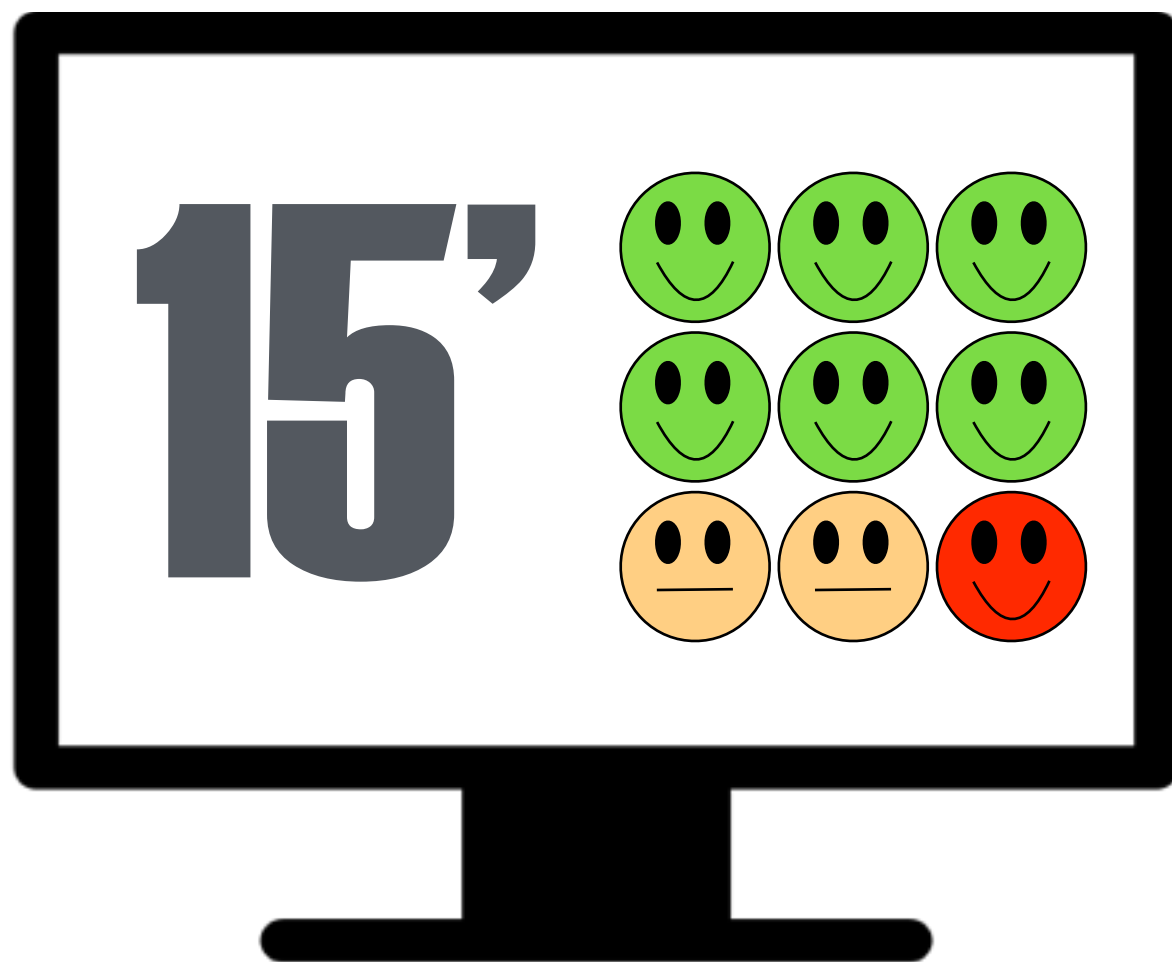


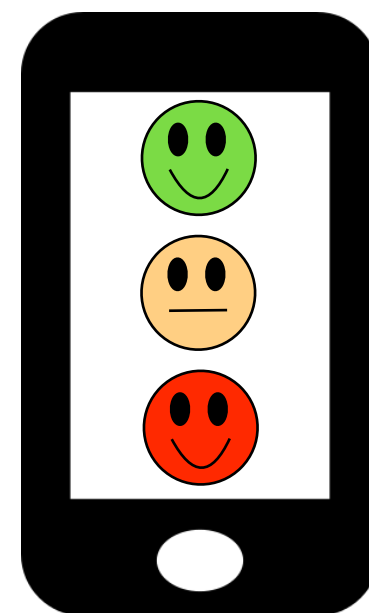






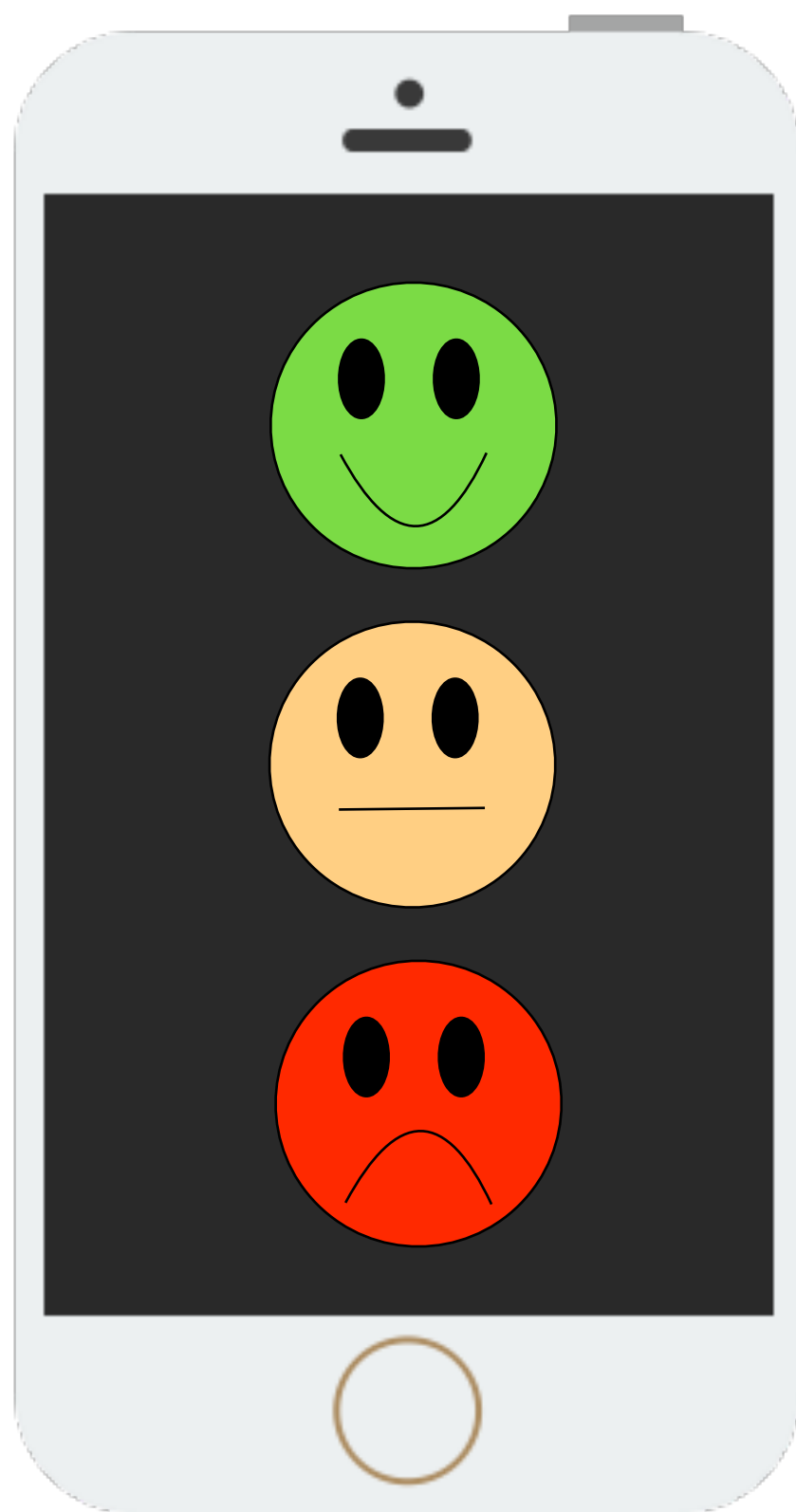






A stylized white smartphone icon with rounded corners. On the left side, there is a gold-colored circular camera lens. On the right side, there is a vertical grey bar representing a volume slider, with a small grey dot indicating the current volume level. The screen area is a dark grey rectangle containing the text "MOBILE" and "APP" in a bold, orange, sans-serif font.

MOBILE
APP



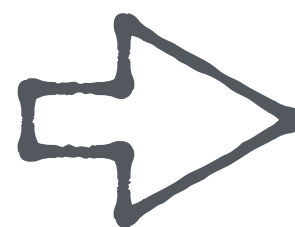
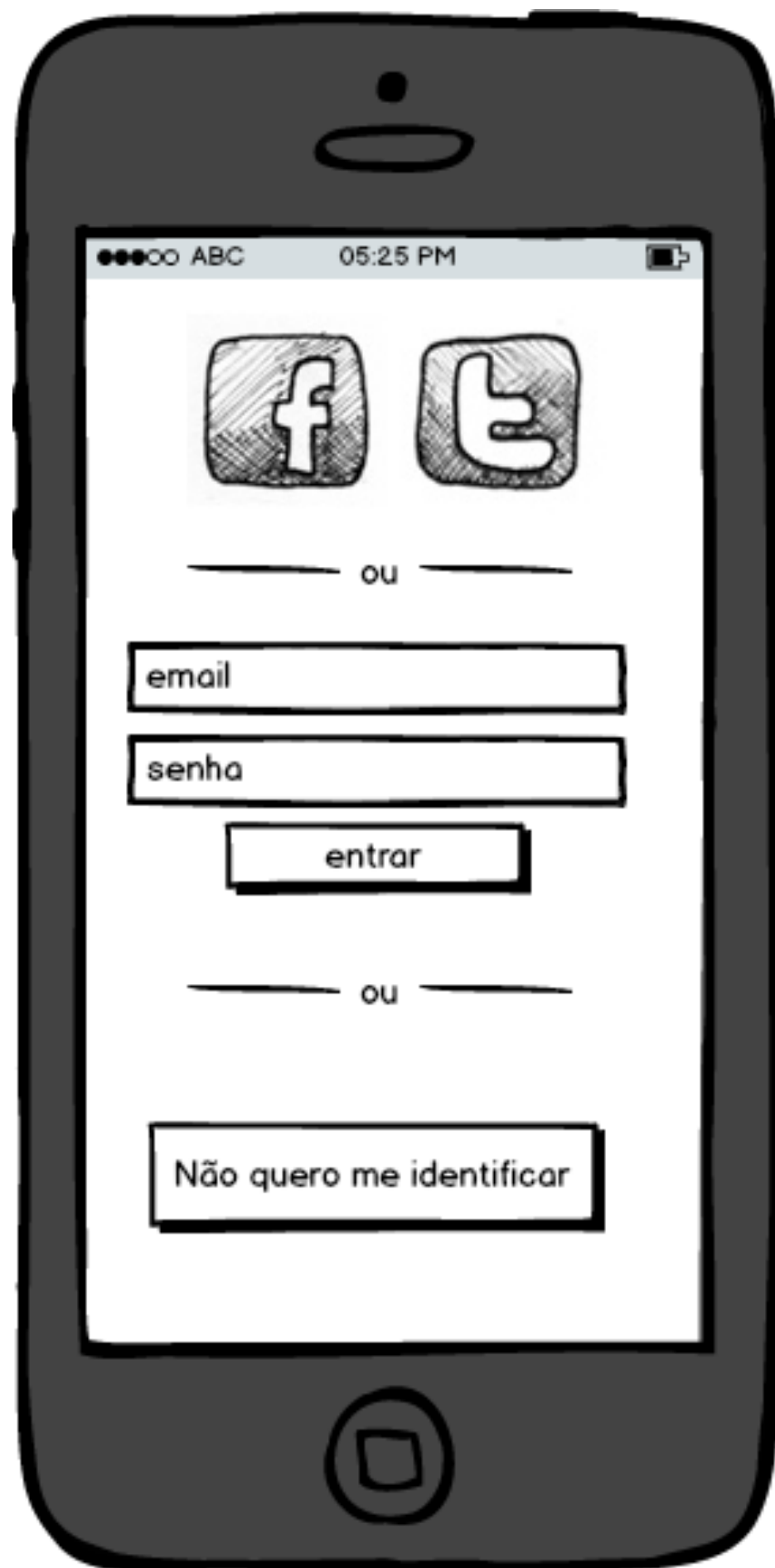
O FOURSQUARE DO SERVIÇO PÚBLICO

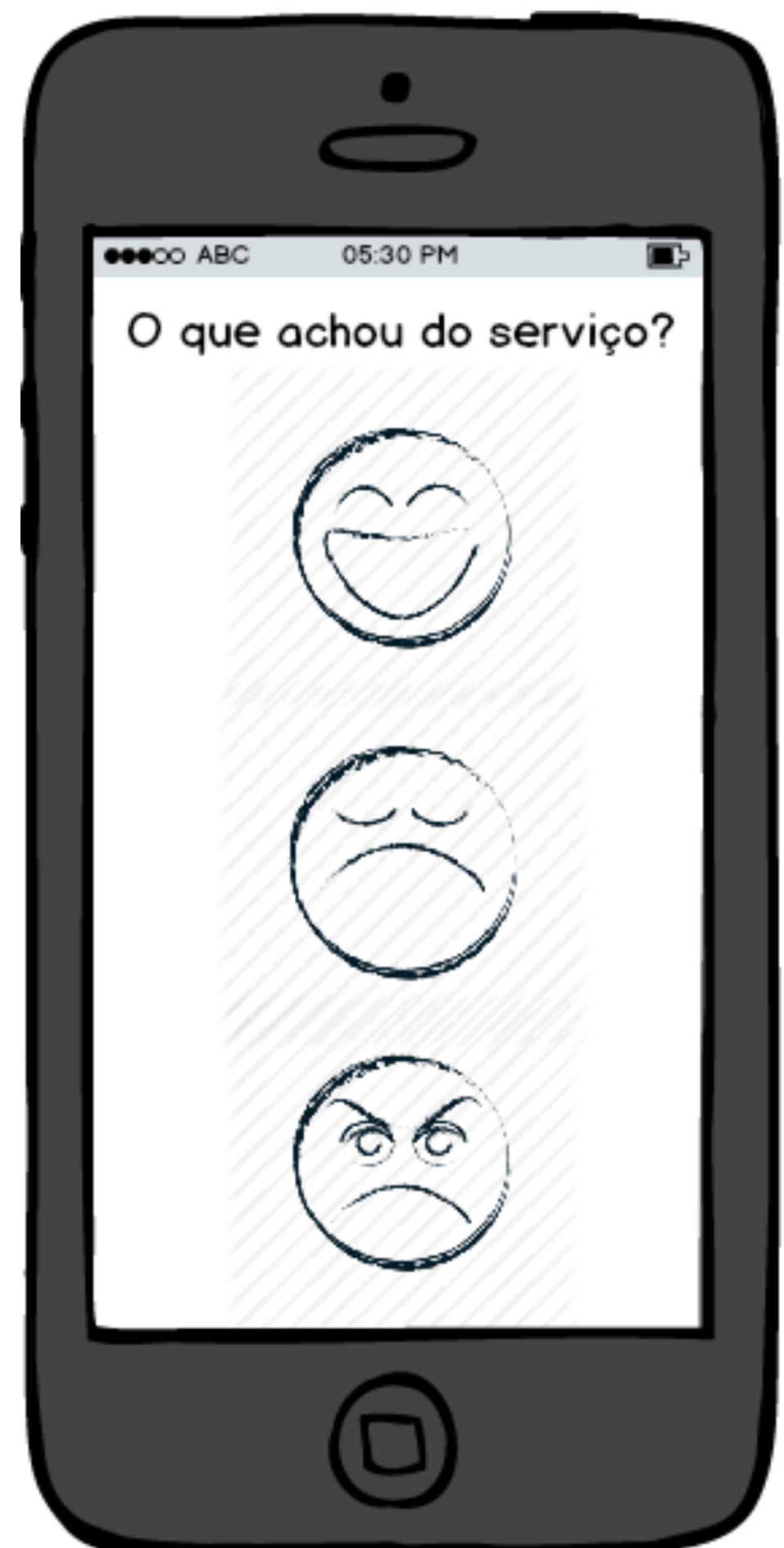
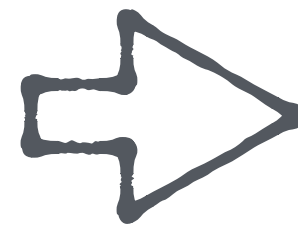
GEORREFERENCIADO

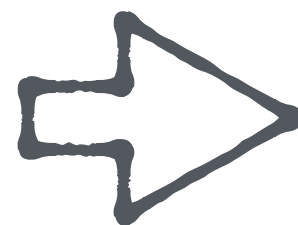
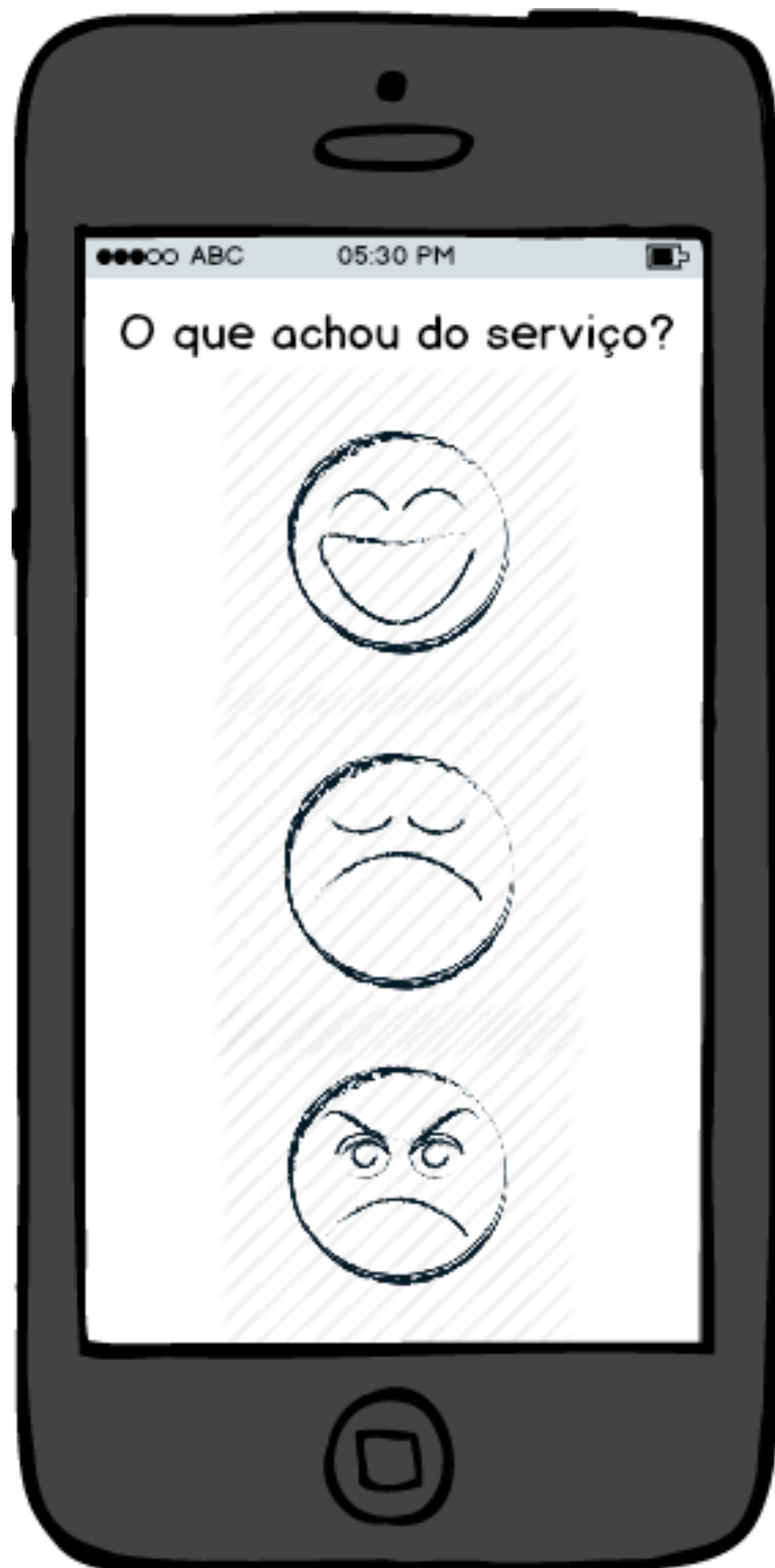
INTEGRADO ÀS REDES SOCIAIS

GAMEFICADO

MULTICANAL







PLATAFORMA DE GESTÃO



CENTRAL DE MONITORAMENTO

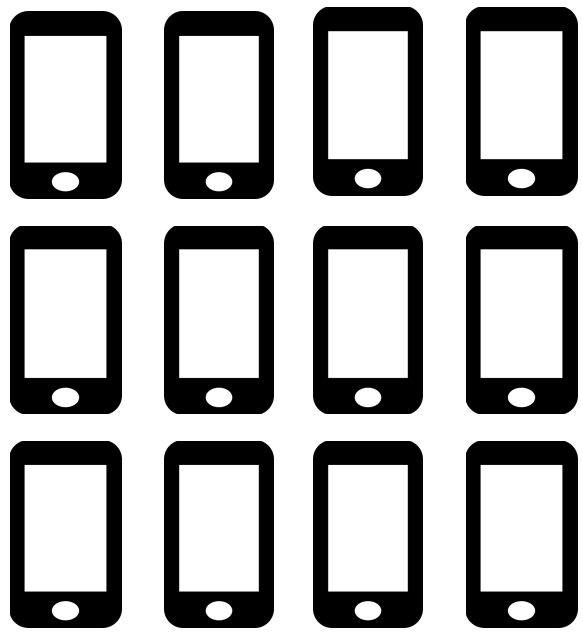


TEMPO REAL

ANTECIPAÇÃO DE CRISES

OUVIDORIA ATIVA

MULTICANAL



Data Science + Data Visualization



BENEFÍCIOS

ESTRATÉGIA DE IMPLANTAÇÃO

