

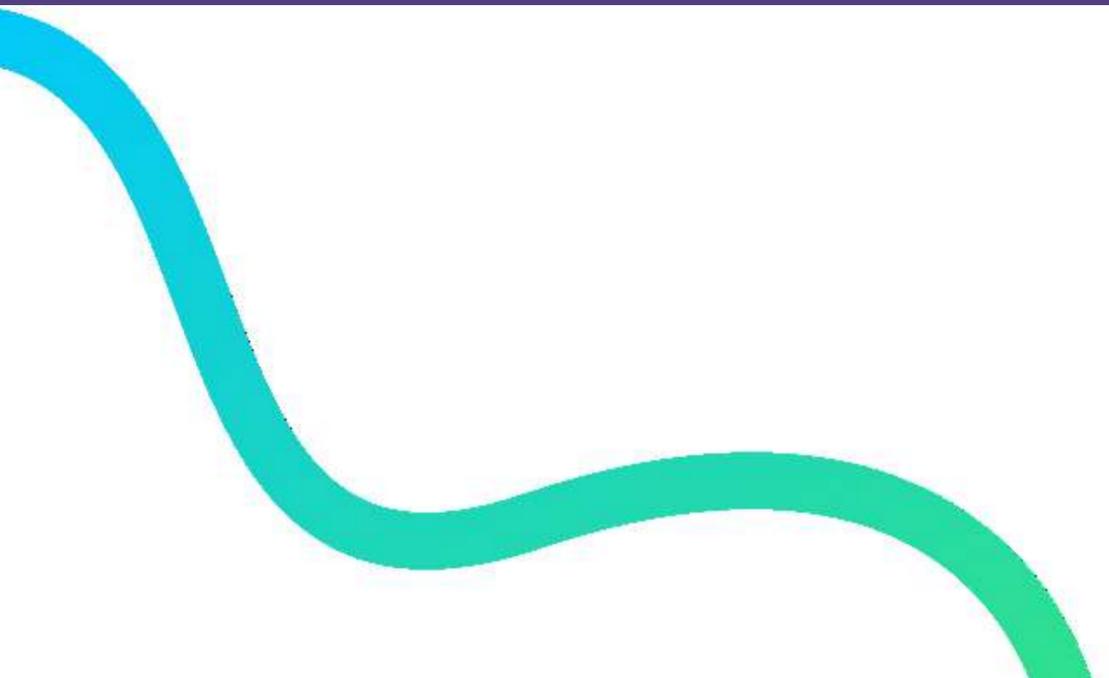


Lead Designer

Felipe Lima



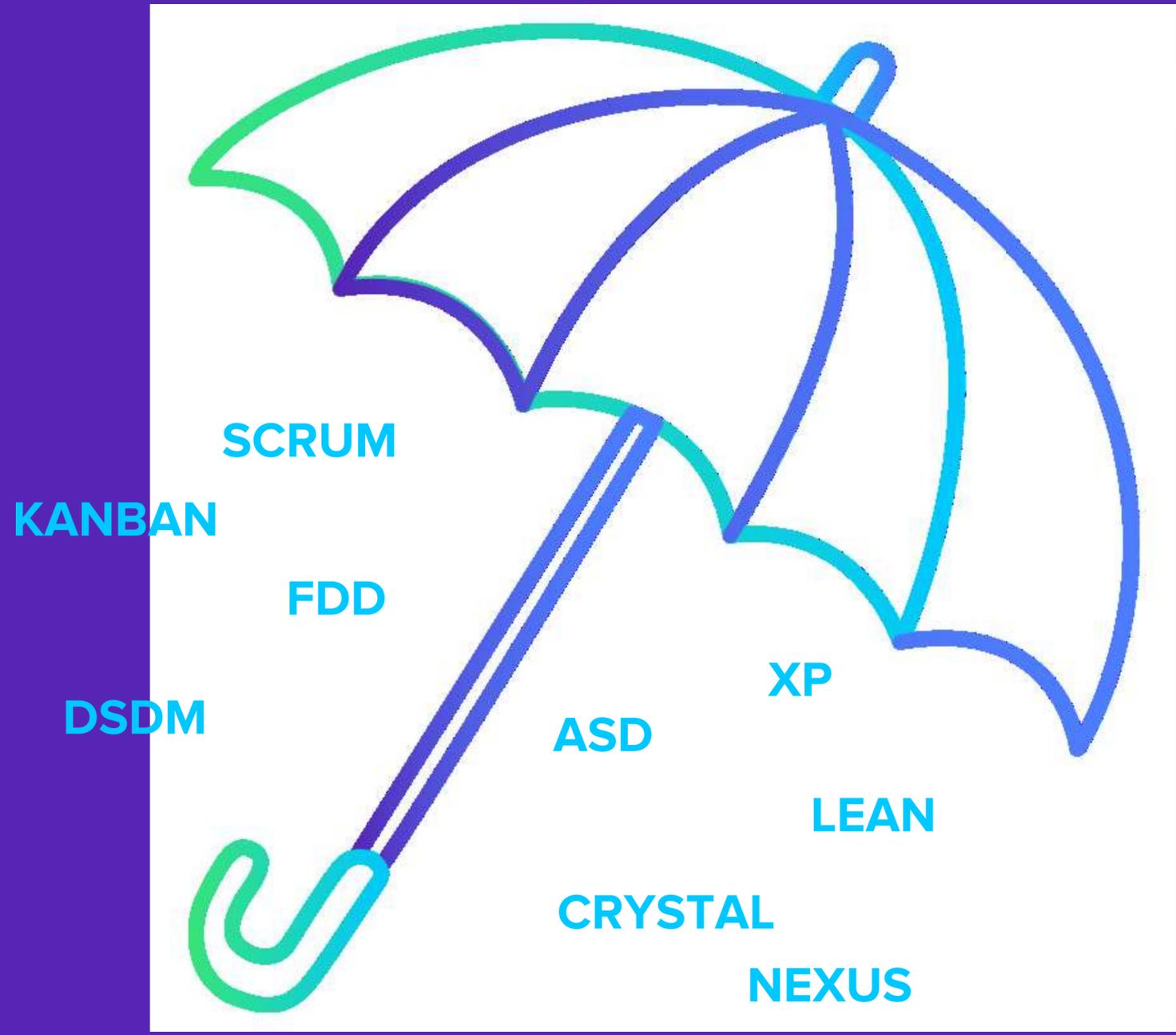
Dual Track na Prática



E aí designer, você tem sido

ESTRATÉGICO?

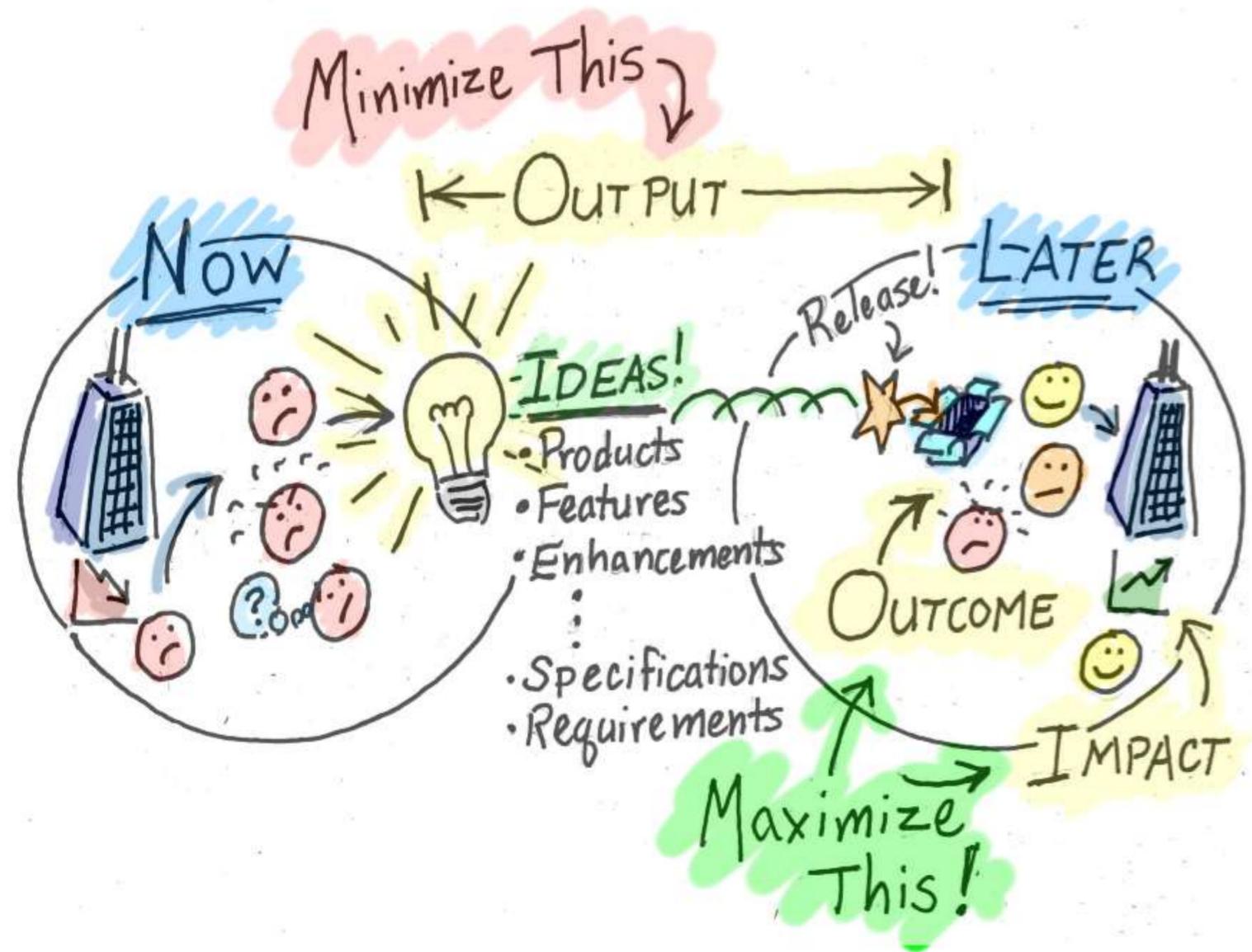
AGIL



Prescritivo

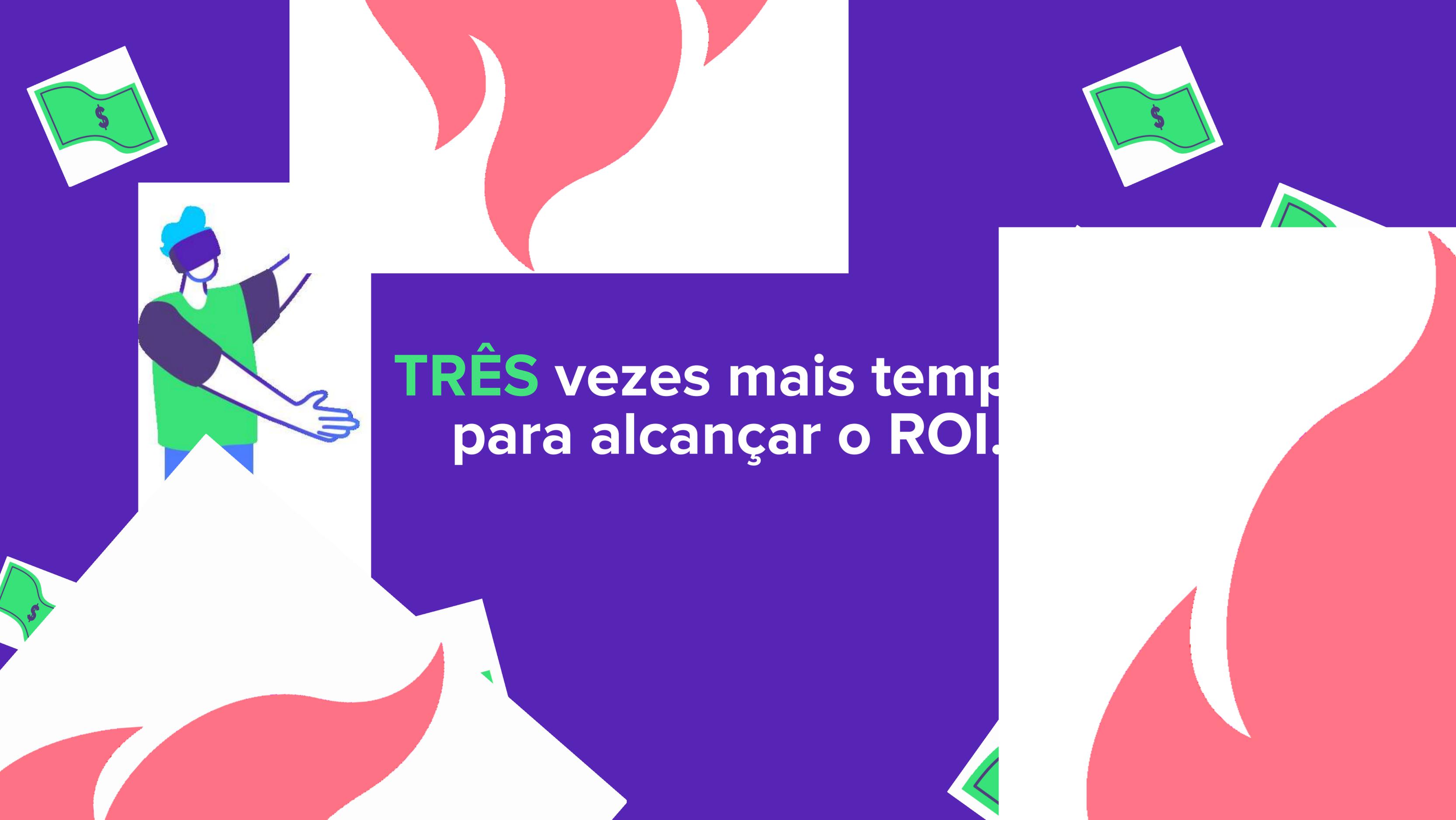
X

Adaptativo

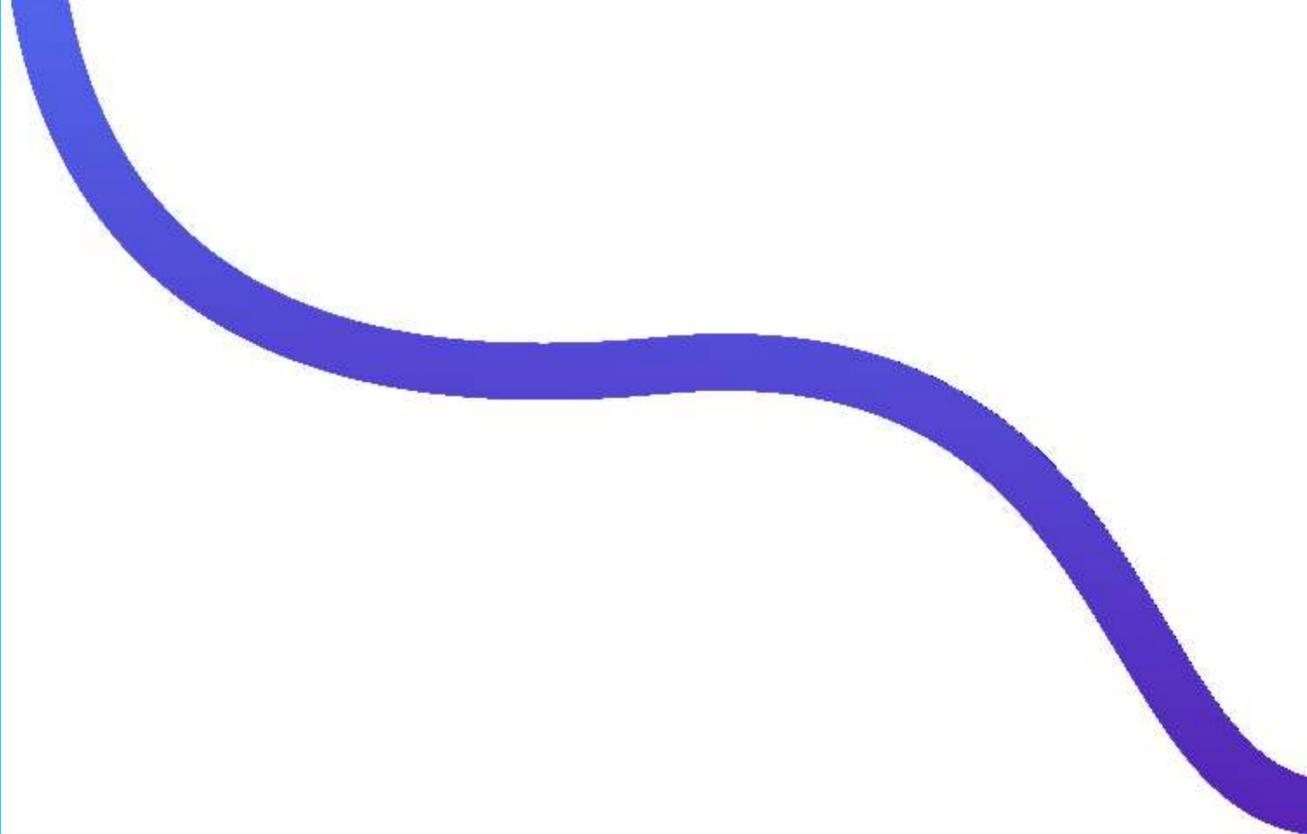


UM ano de pesquisa +
TRÊS anos de desenvolvimento?





TRÊS vezes mais tempo
para alcançar o ROI.



Dual Track

O que é, como funciona e quais são os desafios

O que é Dual Track?



Google

what's dual track?



dual track agile
dual track agile ux

Denunciar previsões inadequadas ent



Fazer login

Aproximadamente 212.000.000 resultados (0,36 segundos)

What is dual track scrum? - Quora

<https://www.quora.com/What-is-dual-track-scrum> ▼ Traduzir esta página

"Dual-Track Scrum is an agile organizational model that separates the effort to discover the best solution from the effort to deliver working software. It consists of ...

Dual Track Development is not Duel Track - Jeff Patton & Associates

<https://www.jpattonassociates.com/dual-track-development/> ▼ Traduzir esta página

If you've heard the term "dual-track development" before, this article explains where it comes from, and what it means. Here are the key points: Development ...

What is Dual Track Product Management? – Product Warrior – Medium

<https://medium.com/.../what-is-dual-track-product-management-2...> ▼ Traduzir esta página

8 de abr de 2015 - Recently I had a blast attending London Product Club where I listened to product professionals share their real world stories. A common ...

Introducing Dual Track Agile – Emanuele Bolognesi – Medium

<https://medium.com/.../introducing-dual-track-agile-27a23d1226...> ▼ Traduzir esta página

7 de out de 2016 - Introducing Dual Track Agile - The Theory ... What is fundamental is all the team must be aligned with the OKR and everybody must be ...

Dual-Track Scrum - Scrum Alliance Member-Submitted Informational ...

<https://www.scrumalliance.org/community/.../dual-track-scrum> ▼ Traduzir esta página

18 de dez de 2014 - What is Dual-Track Scrum? This is a framework in which a product development team is continuously discovering what their customers needs ...

O que é Dual Track?



Aproximadamente 212.000.000 resultados (0,36 segundos)

Afinal, o que é Dual Track?



Discovery

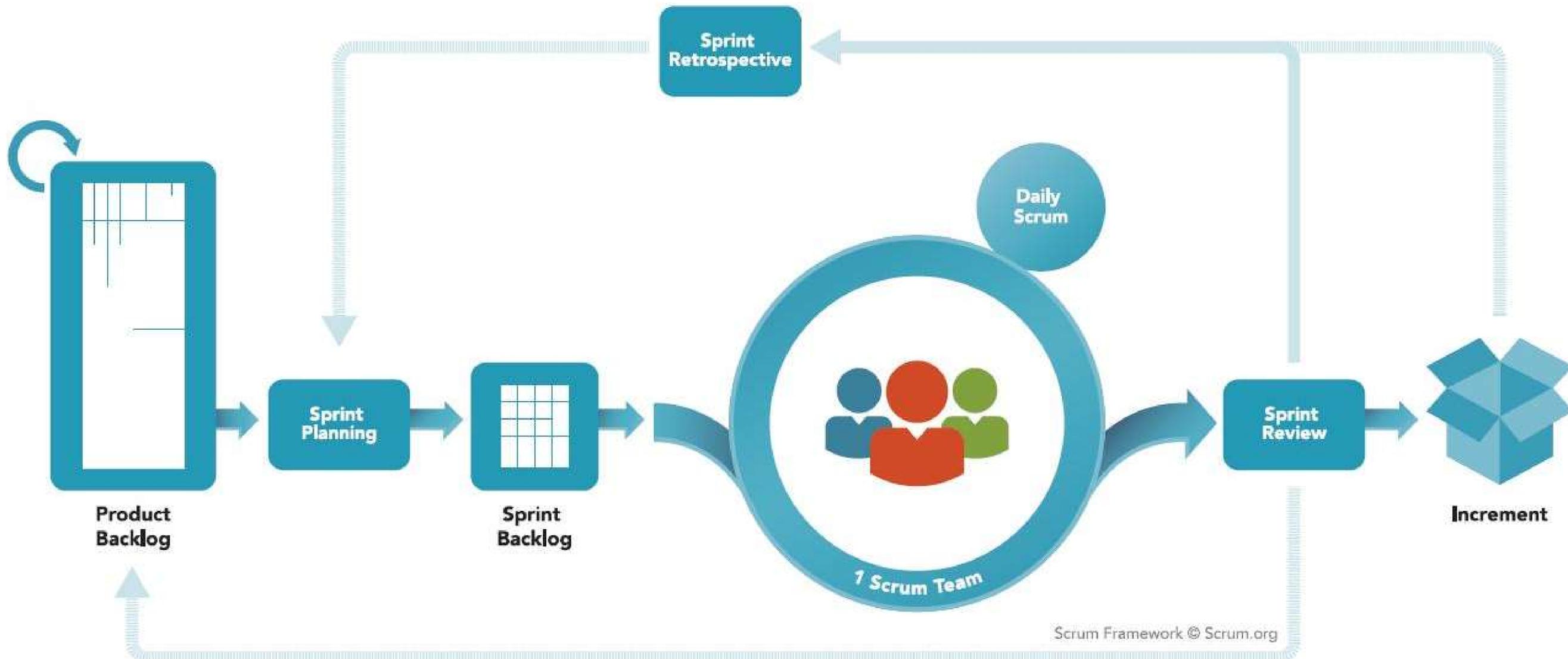


Delivery



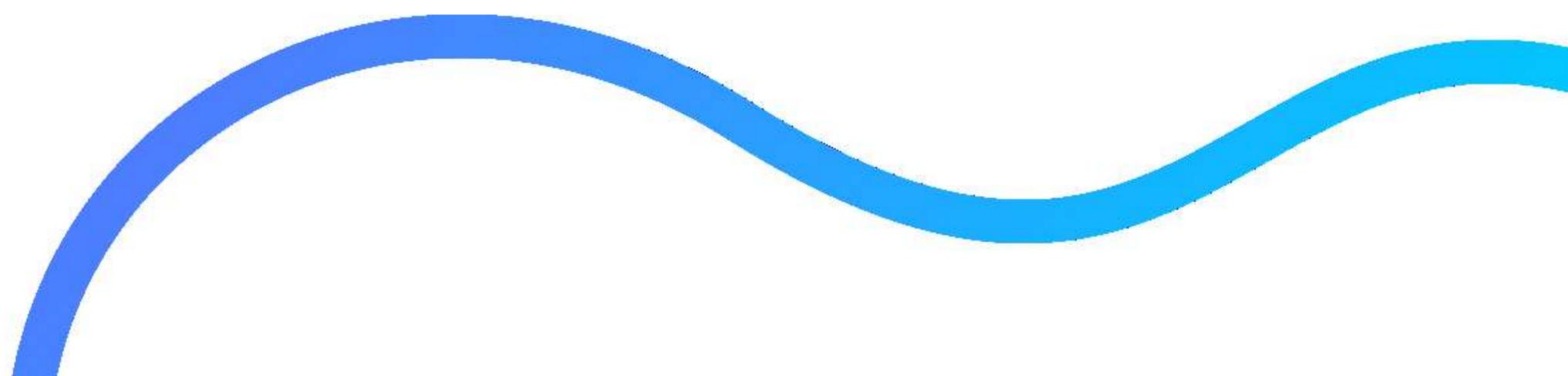
Como o nome diz, são duas tracks.
Uma de **Discovery** e outra de **Delivery**.
As duas caminham em paralelo com o
mesmo time de produto.

Product Discovery.



WHY?

Propósito



Fazer o produto certo

X

Fazer certo o produto





 mark l. sangree

★☆☆☆☆ **no glow and small size**

April 3, 2013

Verified Purchase

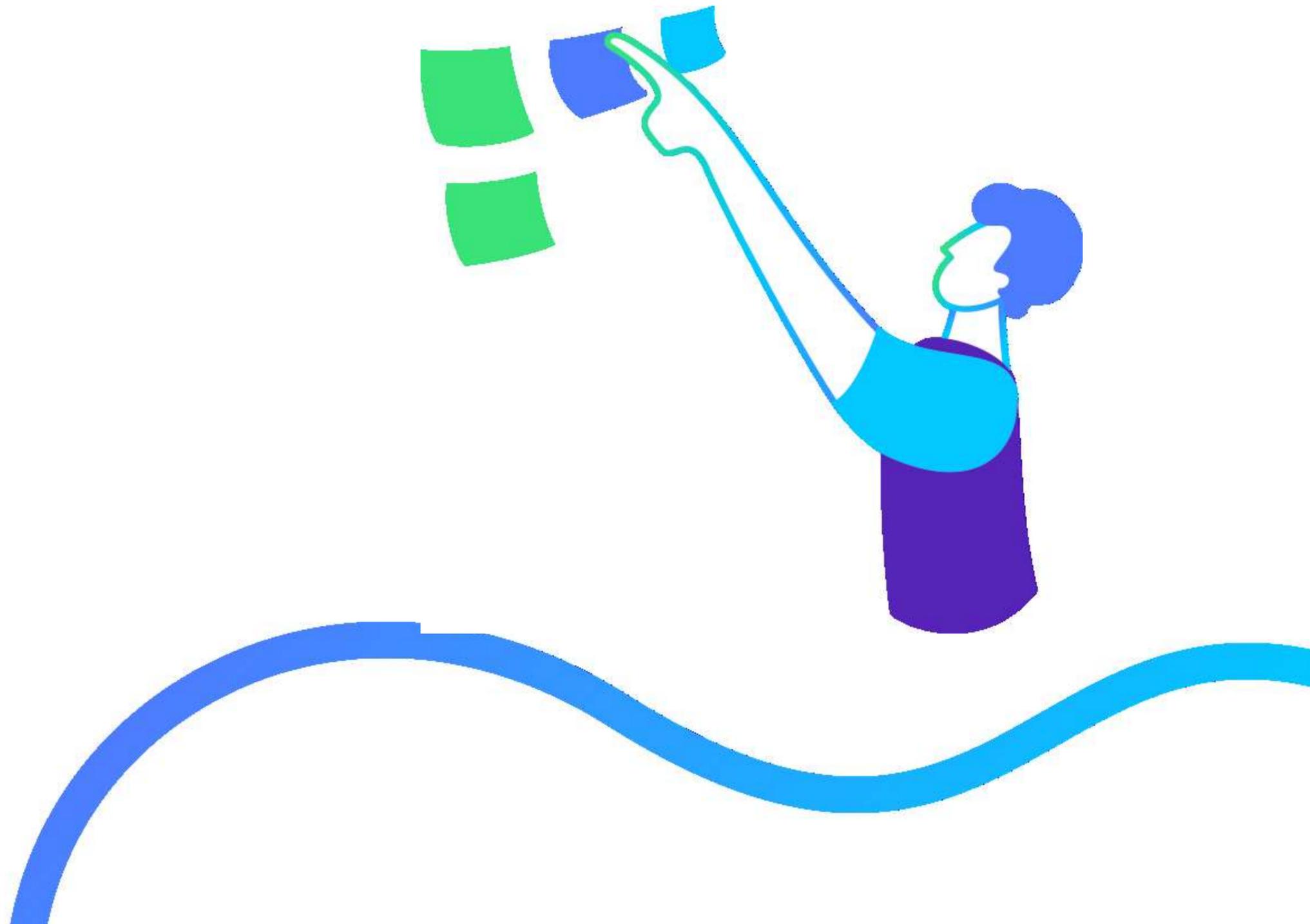
The size of the roll was smaller than average and never produced a glow. The texture was stiff and dry...not fun at all!

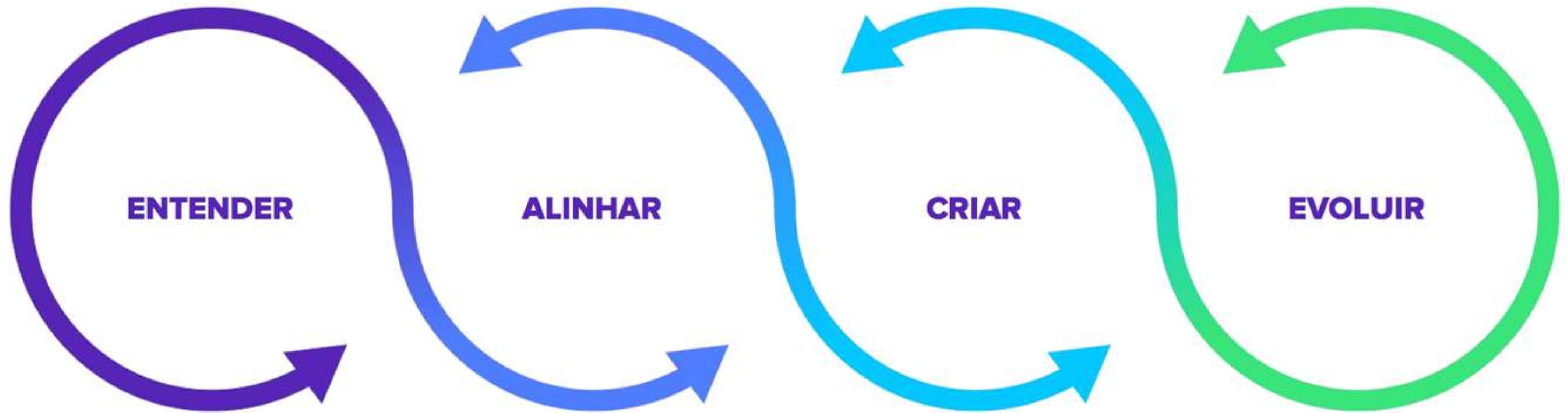
7 people found this helpful



HOW?

Processo





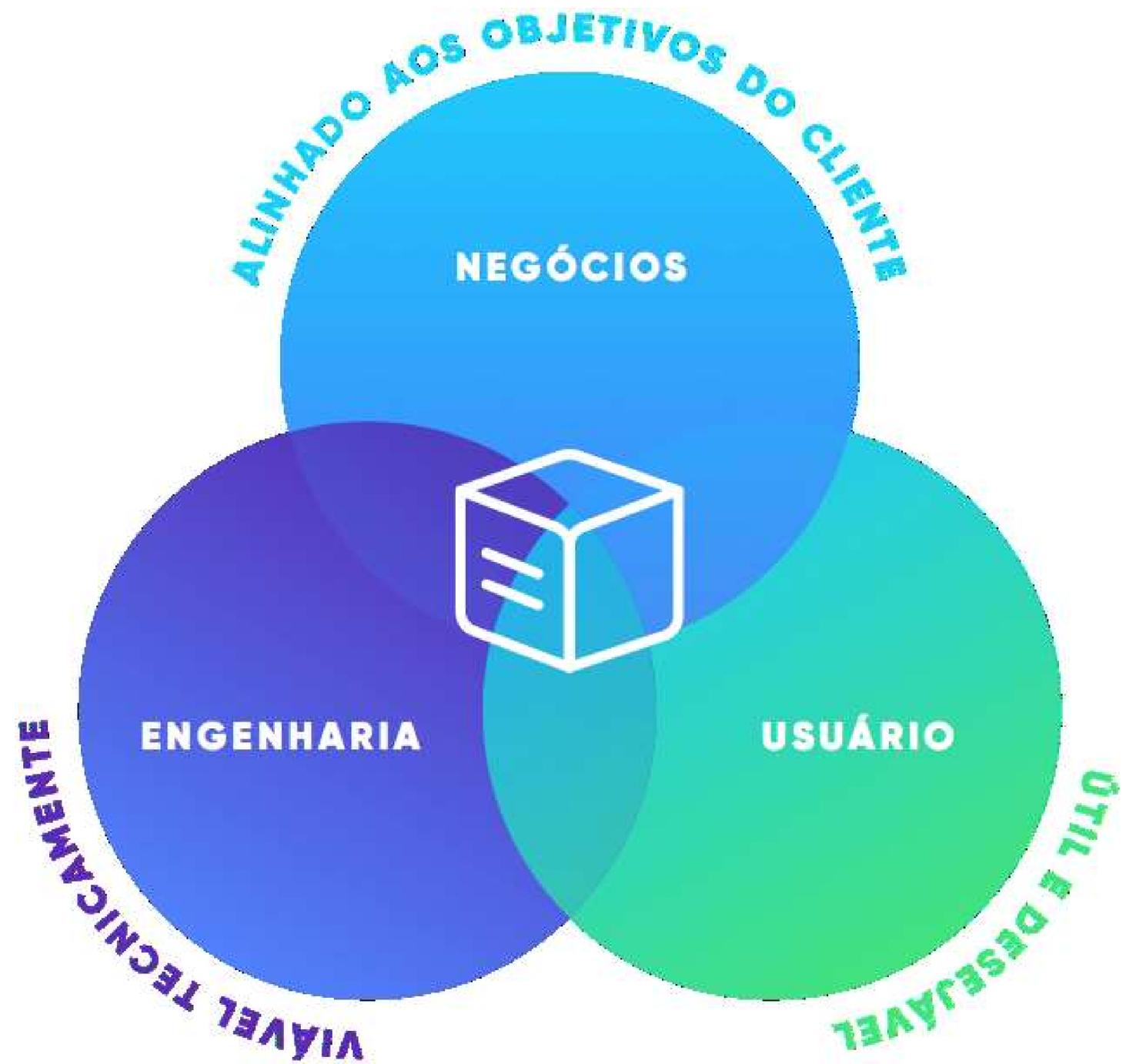
Coletar, analisar e sintetizar dados para melhor entendimento do mercado e do produto

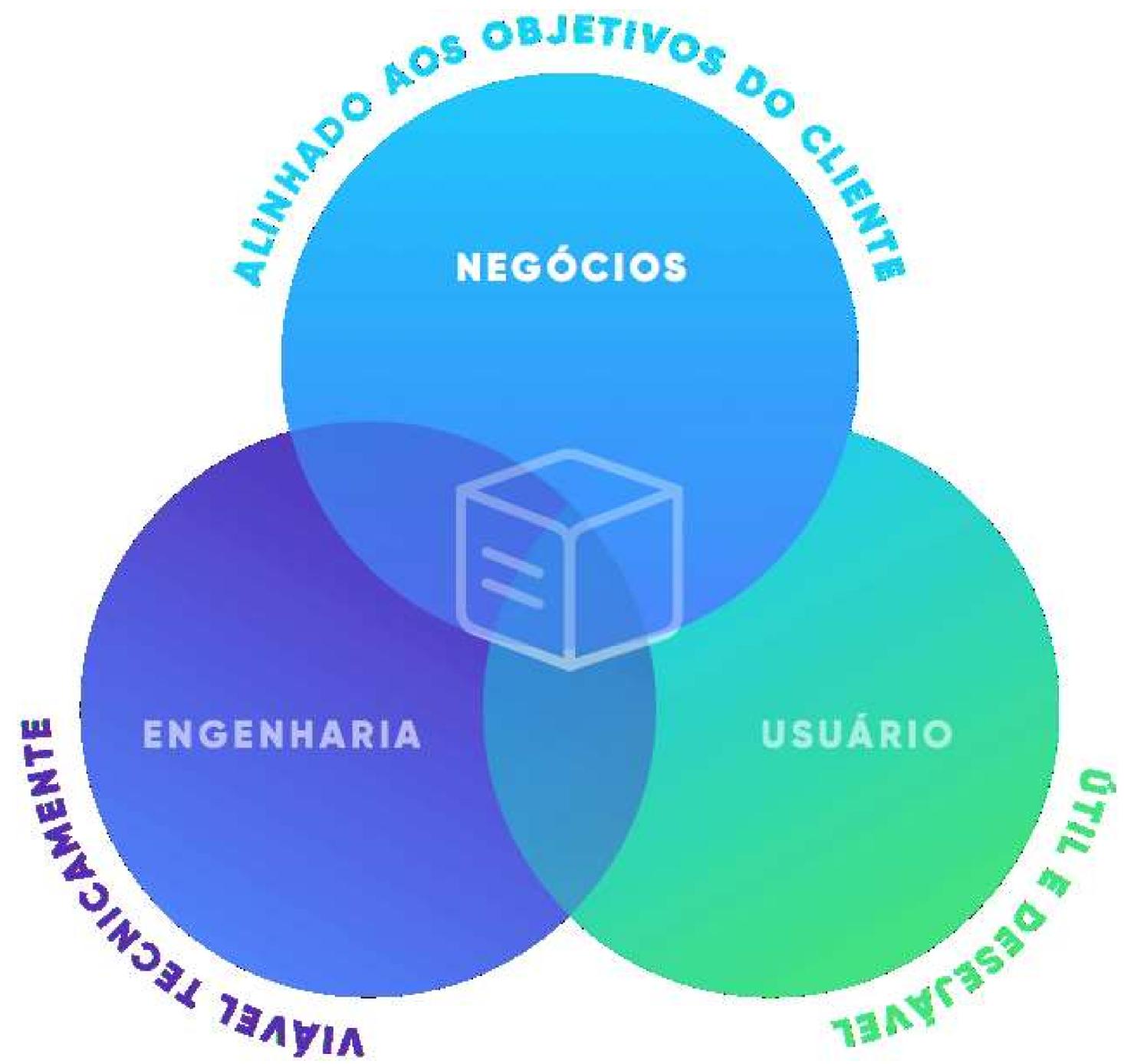
Criar uma visão comum sobre o produto a ser desenvolvido

Cocriar, conceituar e elaborar a visão estratégica do produto

Construir e evoluir por meio de um processo empírico, iterativo e incremental

Empírico, iterativo, incremental





Cliente



- Cultura Vertical
- Datas Fatais
- Conhecimento do Negócio
- Pular para solução

TEMA O EVENTO

Qual nosso objetivo no evento?

Como o produto impacta o evento?

Qual público buscamos alcançar no evento?



TEMA O PRODUTO

Qual é o nosso propósito com esse produto?

Como queremos atingir o público com esse produto?

Qual nosso diferencial?

Quais são as possíveis dificuldades? E facilidades?



TEMA O PÚBLICO

Quem utilizará nosso produto?

Quais as suas necessidades?

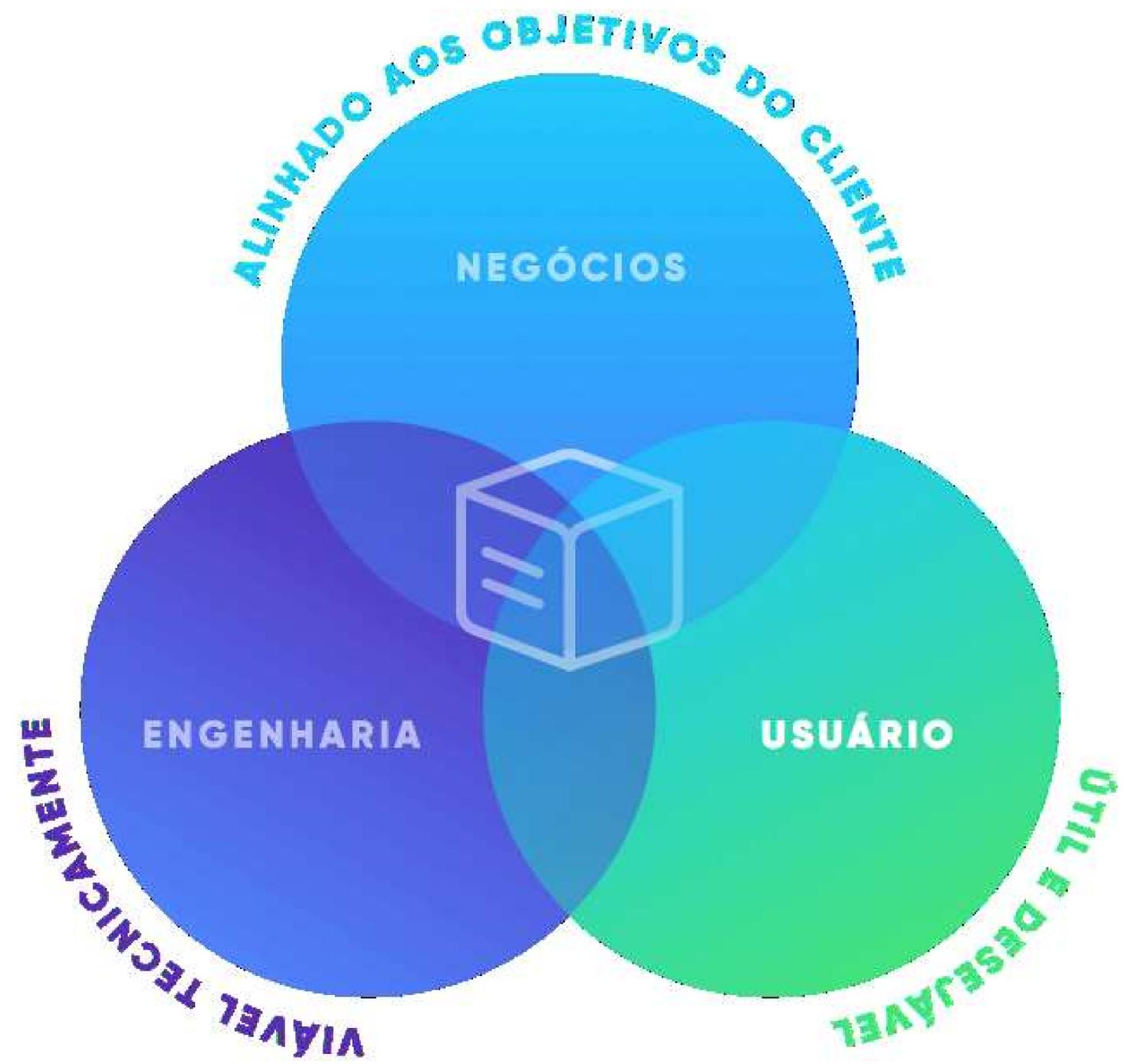
O que essas pessoas valorizam?

Fazemos algo que atrai essas pessoas?
E o que fazemos que perdemos elas?

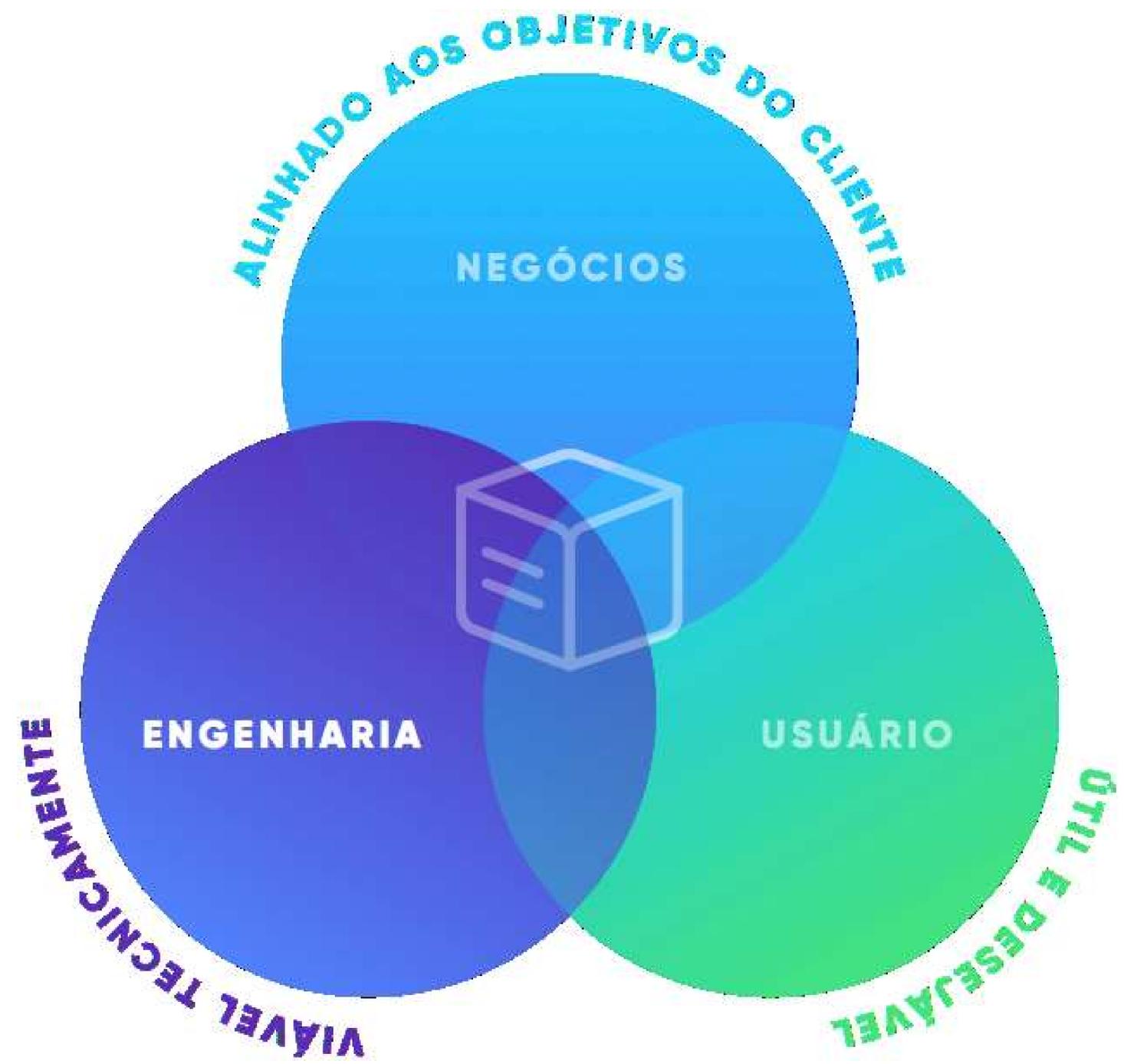


- Anote em post-it informações relacionadas ao tema
- Classifique sua informação como Certeza, Suposição ou Dúvida



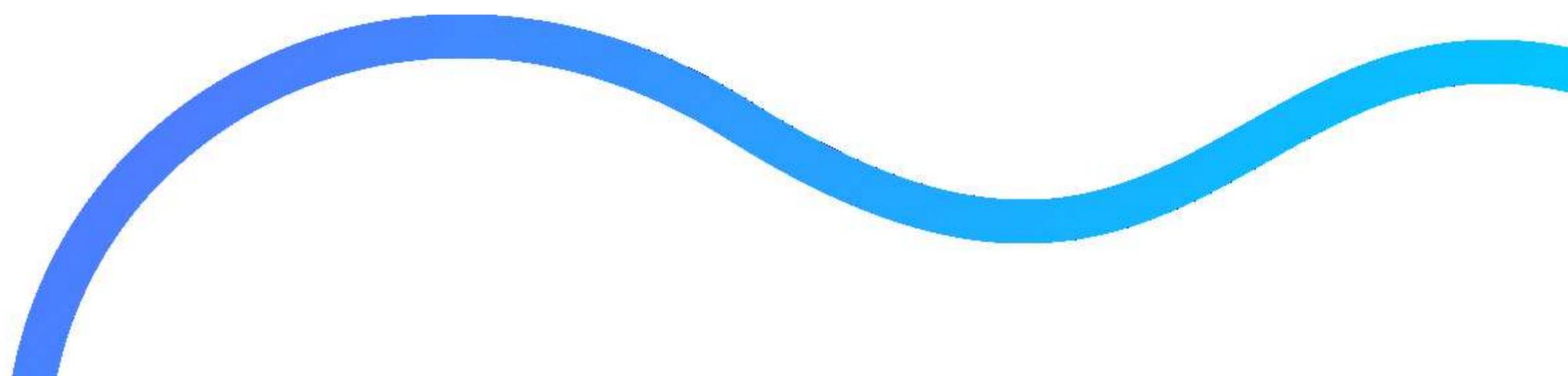






WHAT?

Resultado



Backlog inicial validado 

Delivery.

Delivery

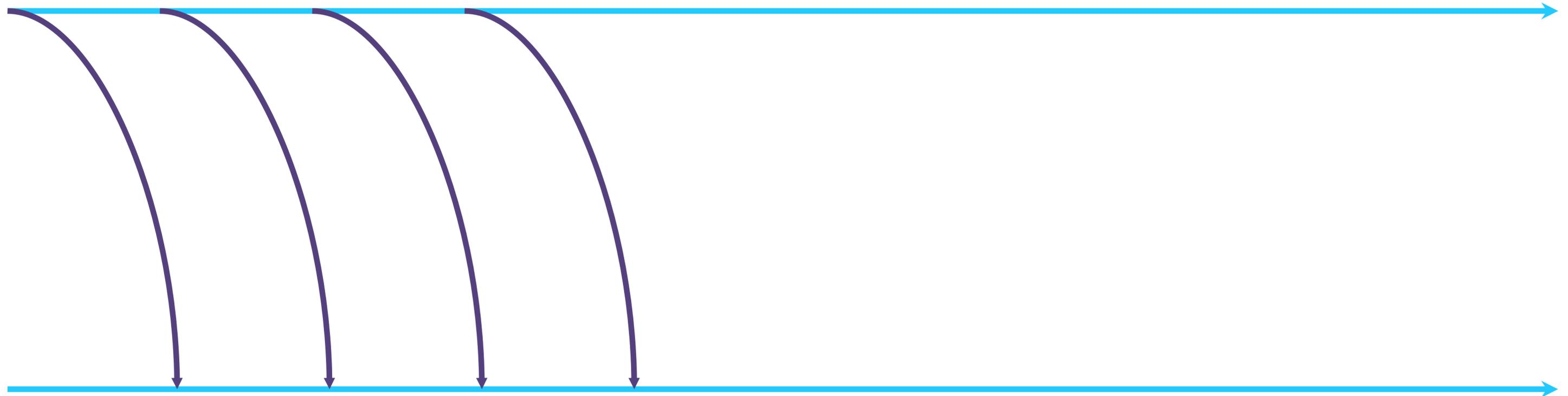


Dual Track.

Afinal, o que é Dual Track?



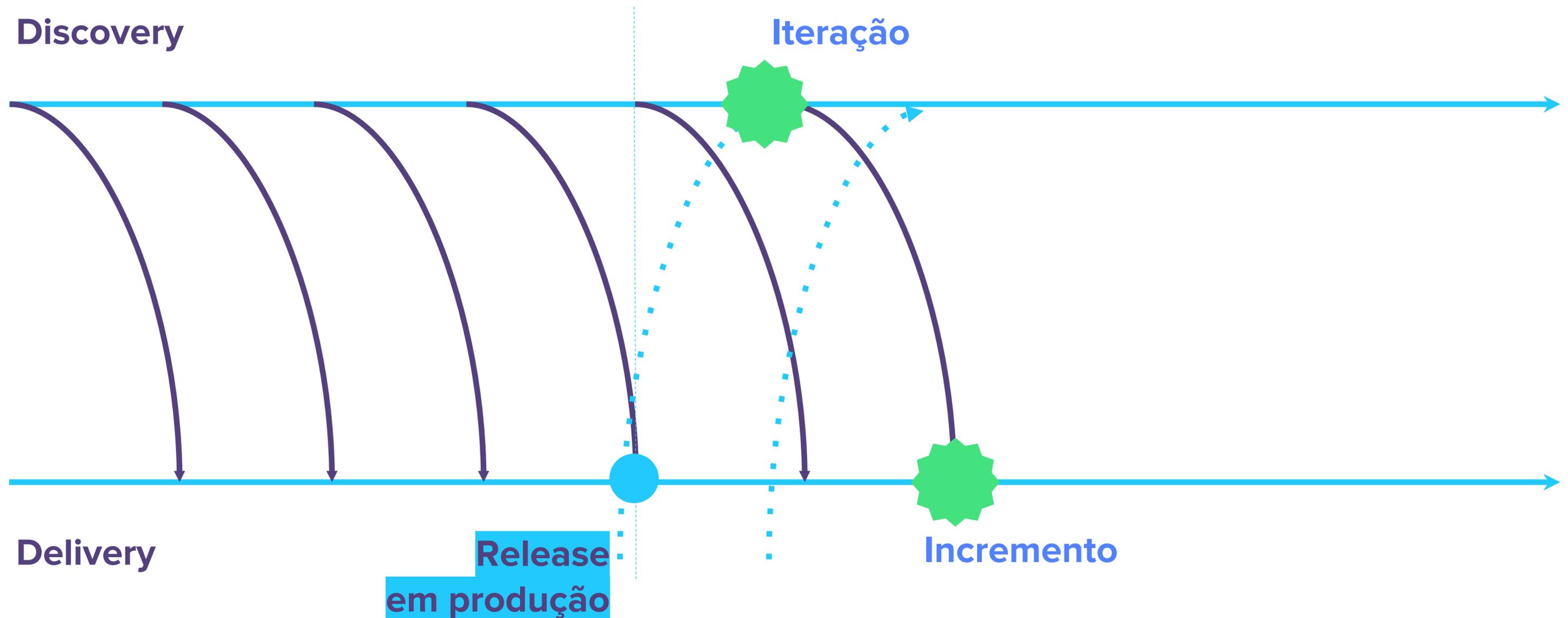
Discovery

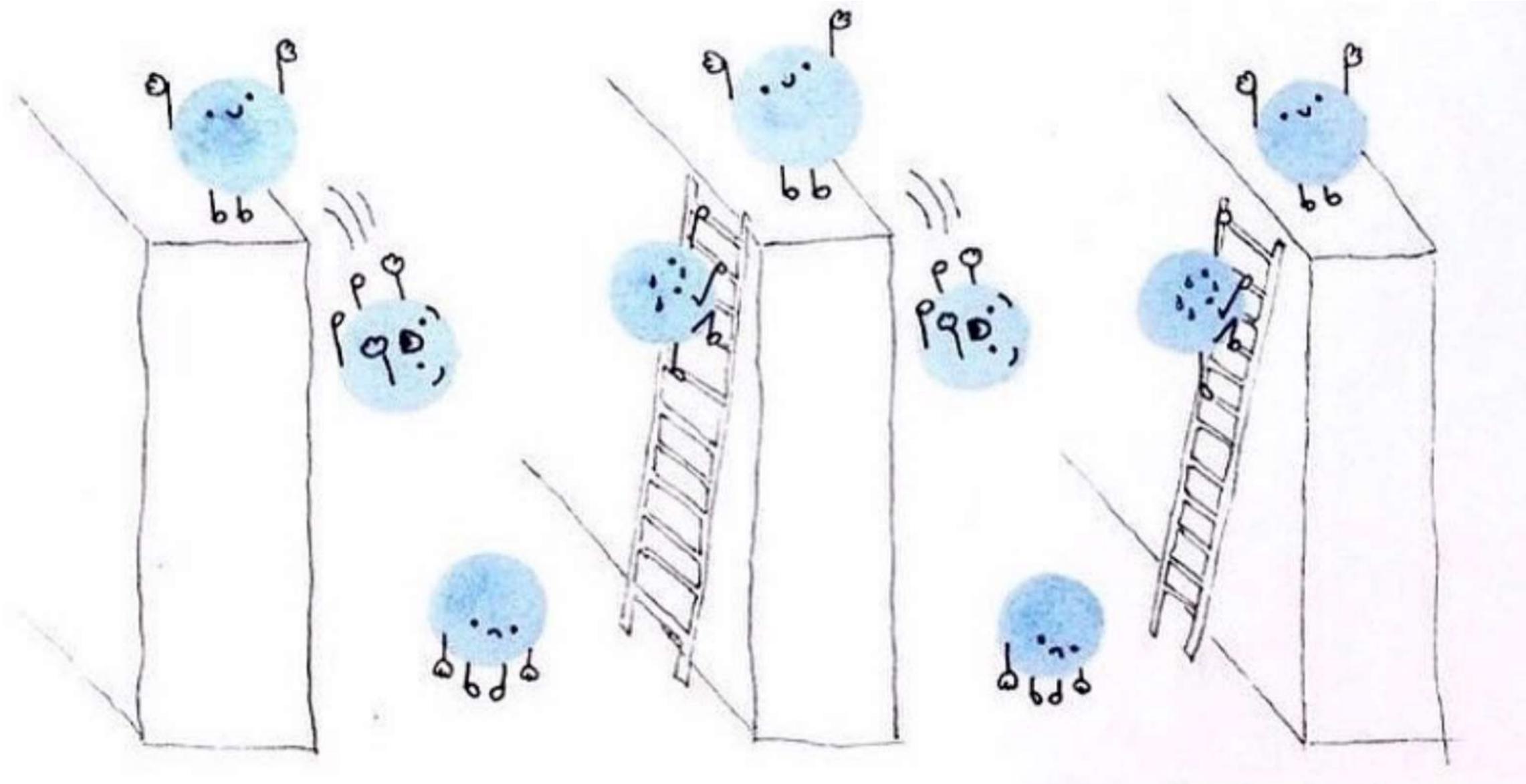


Objetivos
de produto

Delivery

Afinal, o que é Dual Track?

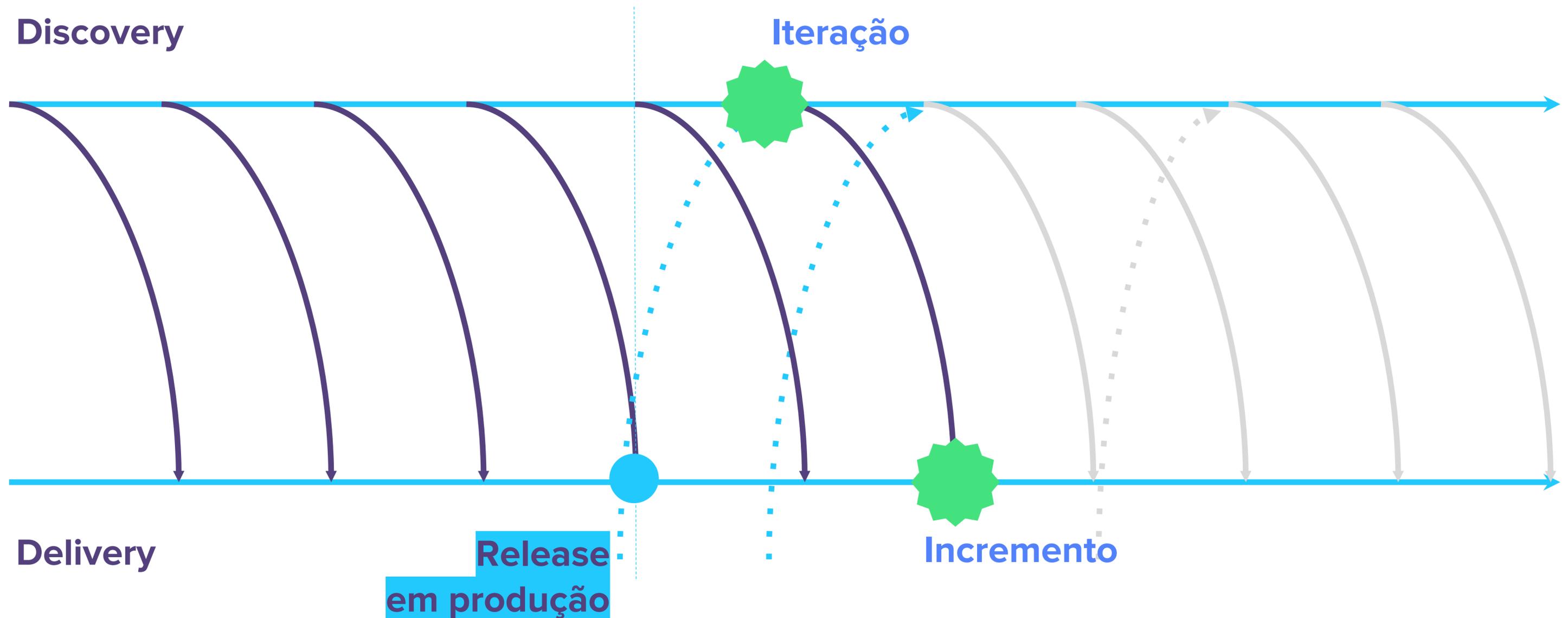






construir, medir e aprender

Afinal, o que é Dual Track?



Com as duas tracks andando em paralelo
temos o **Continuous Product Discovery**.



a PRODUCT

is NEVER

truly

DONE

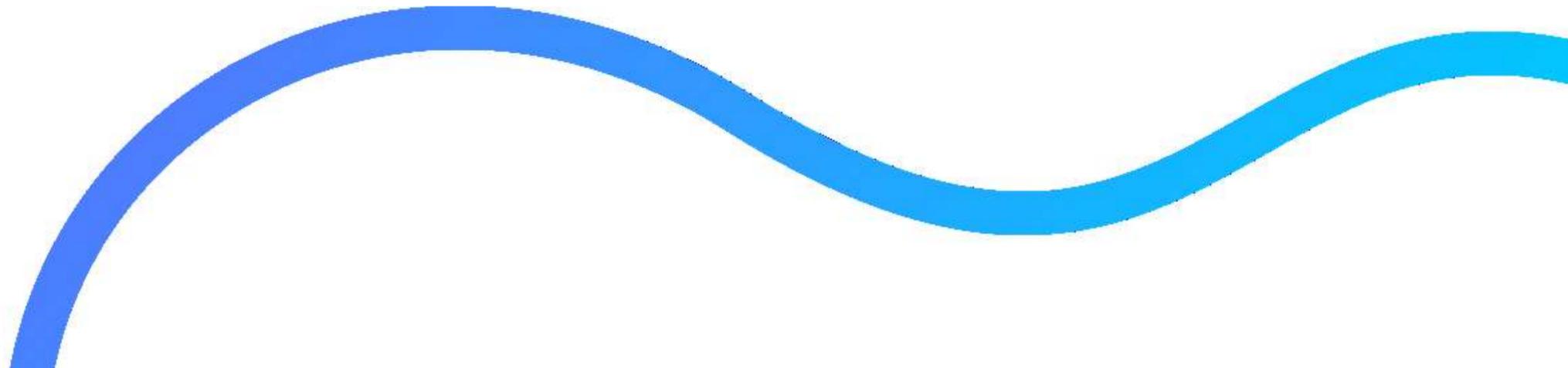
“Continue **medindo e aprendendo** mesmo depois de entregar o seu produto.”

Jeff Patton

Fonte: Artigo Dual Track Development is not Duel Track

Dual Track

Motivos para utilizar



A group of people in a meeting, with the word 'VALOR!' overlaid in large white text. The background is a blurred image of several people sitting around a table, engaged in a discussion. The overall color palette is dominated by blue and purple tones.

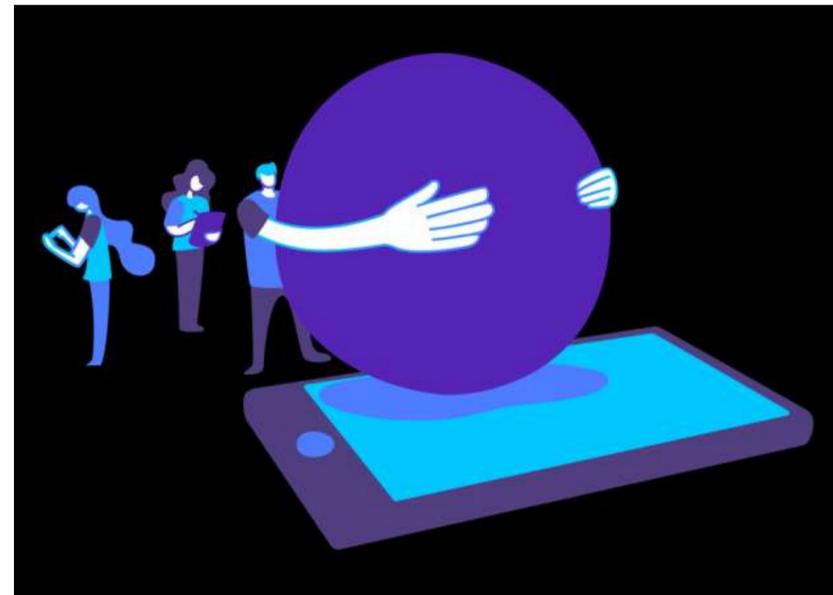
VALOR!

**“Two tracks,
not two teams”**

Mesmo time no Discovery e Delivery



Discovery



Delivery

80% do tempo

Product
Manager +
Designer +
Tech Lead



Tempo médio

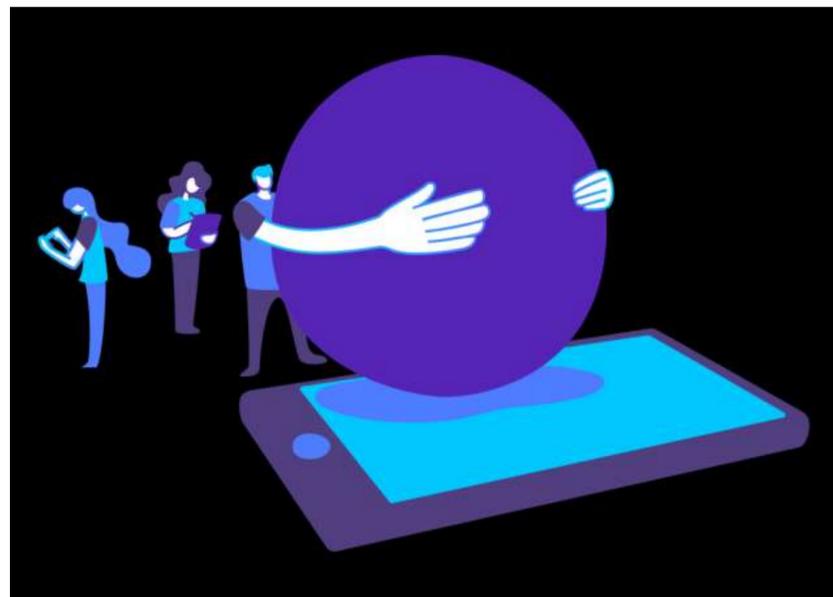
20% do tempo

Mesmo time no Discovery e Delivery



Discovery

20% do tempo



Desenvolvedores



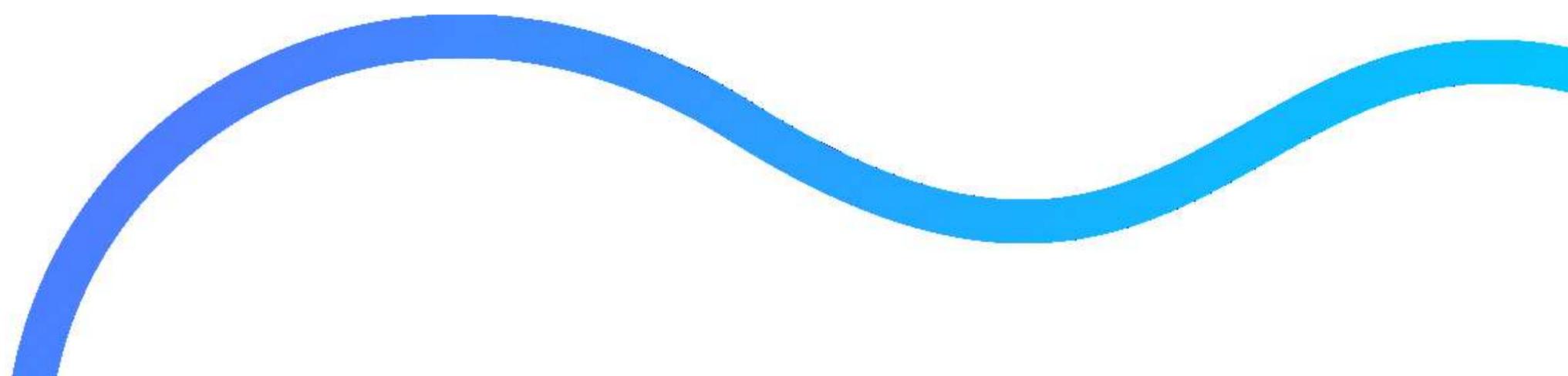
Tempo médio

Delivery

80% do tempo

Dual Track

Como aplicamos





TRACK-1 (DISCOVERY)

PROBLEMAS

HIPÓTESES

ENTENDIMENTO (VIABLE)

REFINAMENTO (FEASIBLE)

DONE

A Kanban board for Track-1 (Discovery) with five columns: PROBLEMAS, HIPÓTESES, ENTENDIMENTO (VIABLE), REFINAMENTO (FEASIBLE), and DONE. The board is populated with numerous sticky notes in various colors (orange, pink, yellow, green). The notes are organized into horizontal lanes across the columns, representing the flow of work from problem identification to completion.

TRACK-2 (DELIVERY)

BACKLOG

A backlog board for Track-2 (Delivery) with two columns: BACKLOG and DONE. The board contains several sticky notes and a large sheet of paper with handwritten notes and diagrams, likely representing a product backlog or sprint planning document.

- API DE CANAIS
- ELEGIBILIDADE PÓS
- FEATURES DE OPCIONAIS PÓS
- TAGAMENTO LOJA ATUAL
- ALINHAMENTO DESIGN O
- ALINHAMENTO DE HOM

- ENTREGA O QUE É
- FOLHA BRANCA
- FOLHA FINAL
- FOLHA COM A PÁGINA
- SOBRAS
- DIFERENÇAS EM (CONTROLE 2 ANOS) (COMBO)

SPRINT 30

OBJETIVO: LOJA ATUAL com CMS PARA PRODUTOS OPCIONAIS E BASIC

A series of sprint planning boards for SPRINT 29, 30, and 31. Each board lists tasks and features, such as 'ELEGIBILIDADE PÓS', 'SERVICIO API', and 'LOJA ATUAL'. The boards are organized into lanes and include a vertical bar on the right side with colored segments (pink, yellow, green, blue) representing different categories or priorities.

A large sheet of paper with handwritten notes and diagrams, likely a detailed design or implementation plan. It includes a diagram with a box labeled 'LOJA' and sub-sections 'OPCIONAL', 'P2 OPCIONAL', and 'P3 OPCIONAL'. The text is dense and appears to be a technical or design specification.

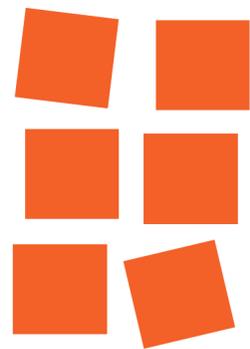


Como aplicamos

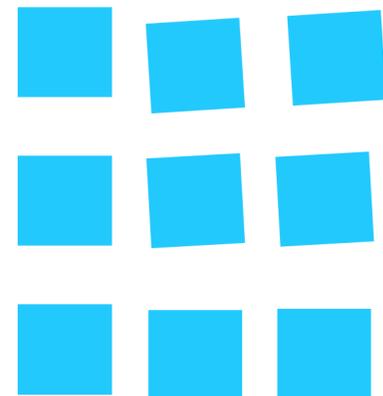


Discovery

Problemas



Hipóteses



Entendimento

Refinamento

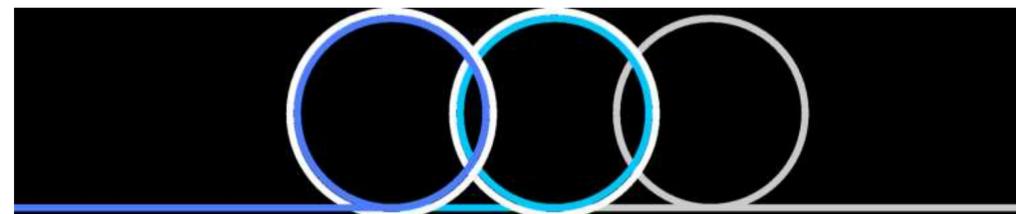
To do

Doing

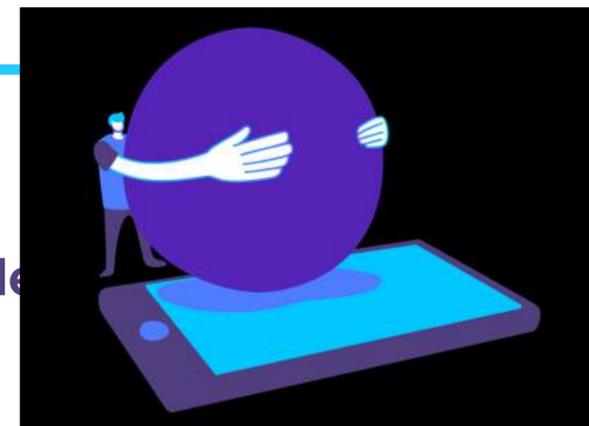
Done

Delivery

Backlog



Releasable
Software

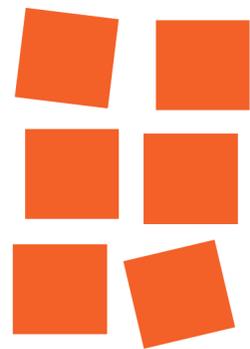


Como aplicamos

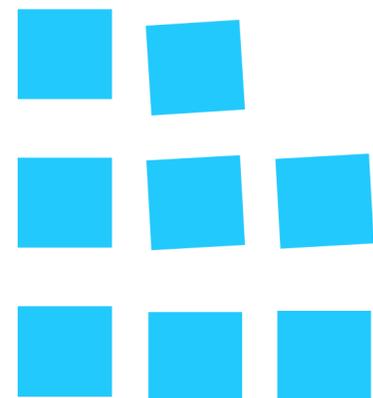


Discovery

Problemas



Hipóteses



Entendimento



Refinamento

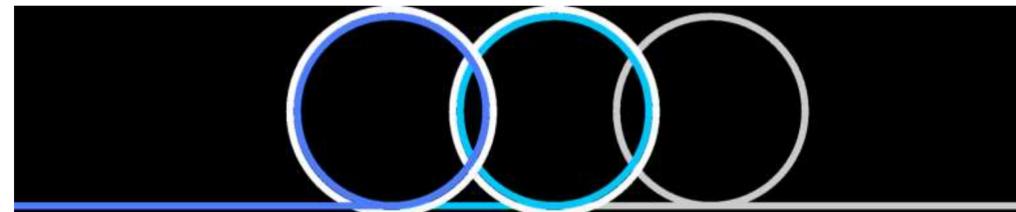
To do

Doing

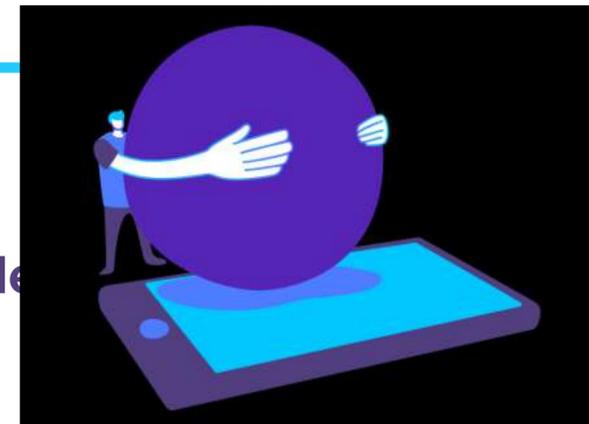
Done

Delivery

Backlog



Releasable
Software

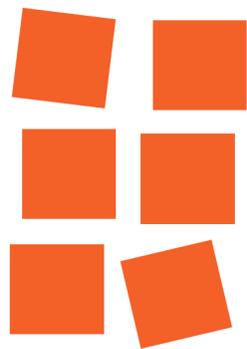


Como aplicamos

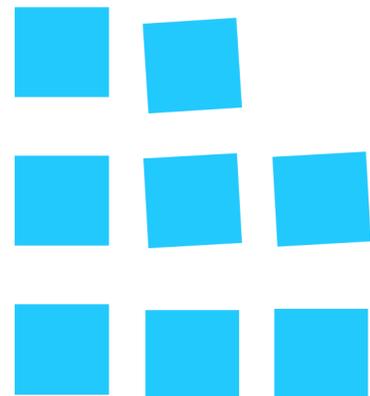


Discovery

Problemas



Hipóteses



Entendimento

Refinamento

To do

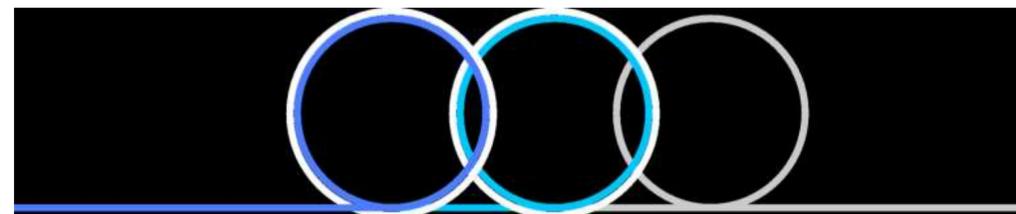


Doing

Done

Delivery

Backlog



Releasable Software

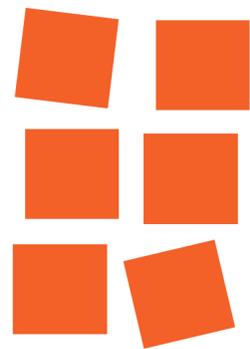


Como aplicamos

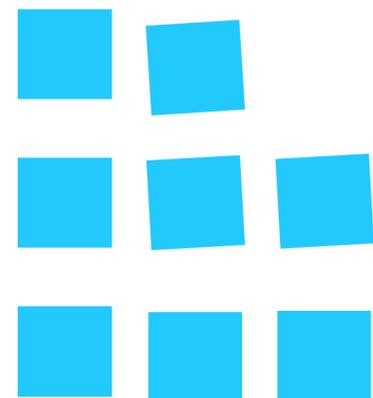


Discovery

Problemas



Hipóteses



Entendimento

Refinamento

To do

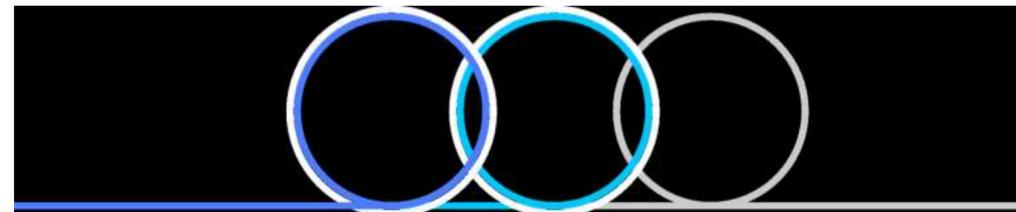
Doing

Done



Delivery

Backlog



Releasable
Software

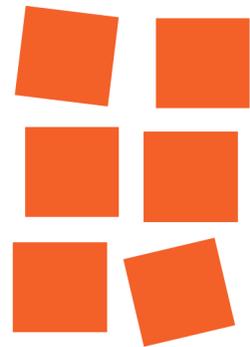


Como aplicamos

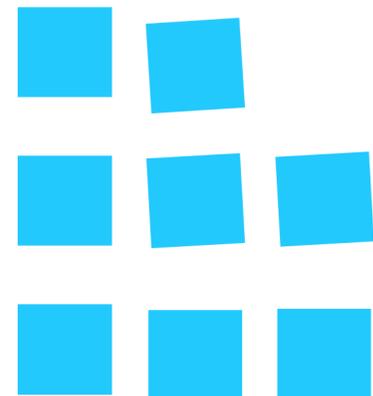


Discovery

Problemas



Hipóteses



Entendimento

Refinamento

To do

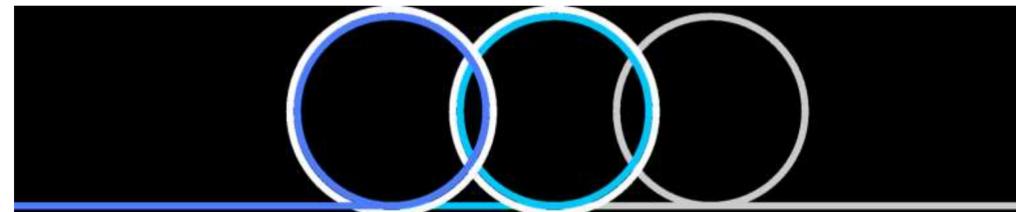
Doing

Done

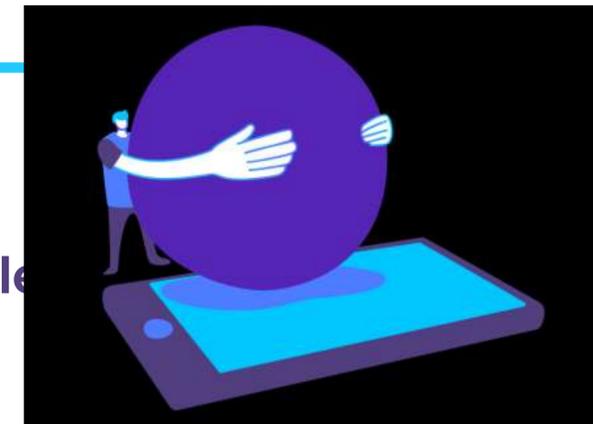


Delivery

Backlog



Releasable
Software

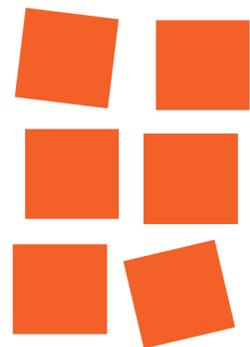


Como aplicamos

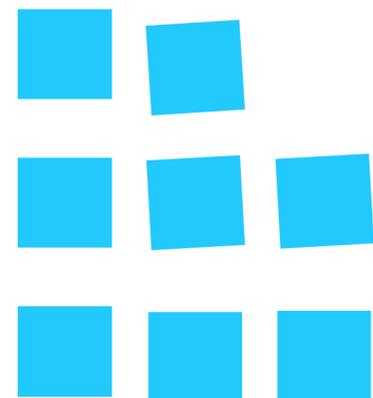


Discovery

Problemas



Hipóteses



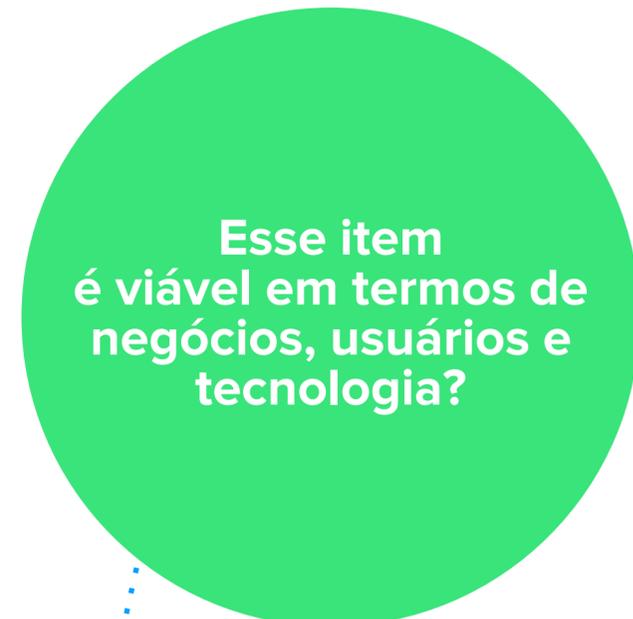
Entendimento

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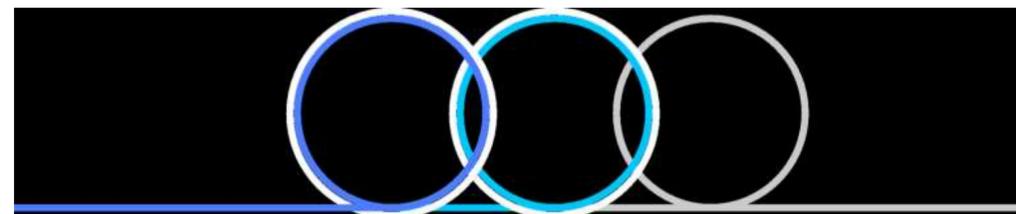
Doing

Done



Delivery

Backlog



Releasable Software

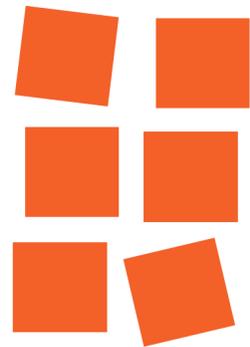


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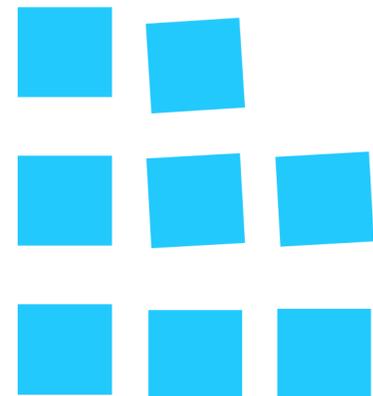


Discovery

Problemas



Hipóteses



Entendimento

Refinamento

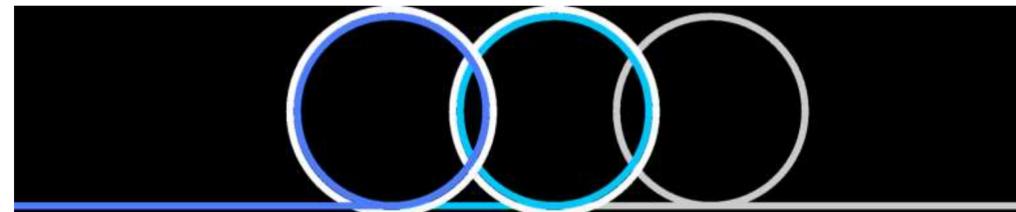
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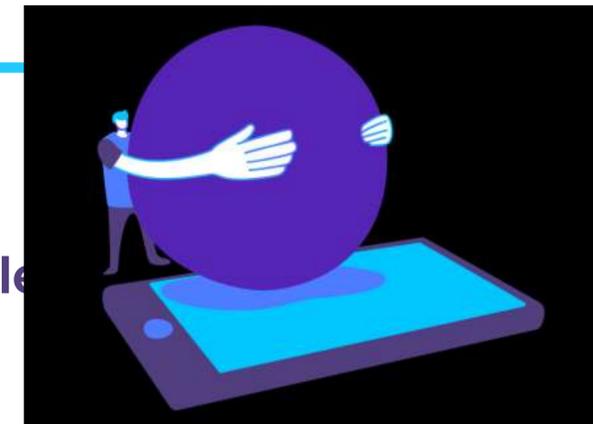
Done

Delivery

Backlog



Releasable
Software





SUCCESSO!

“Ao invés de ser medido pelo seu trabalho, o designer deve ser medido pelo **sucesso do produto.**”

Marty Cagan

Fonte: Inspired, segunda edição

10 truques certos!



Todo mundo quer um processo    ...

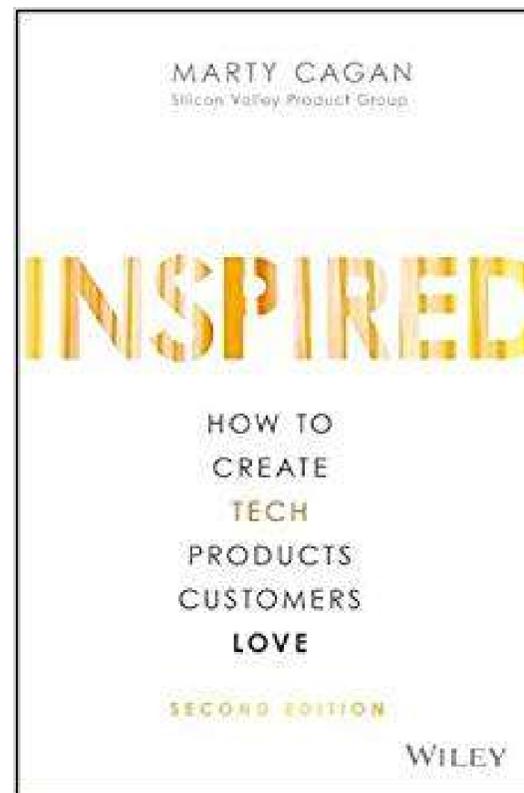
...a comunidade adora  regra.

FAÇA!



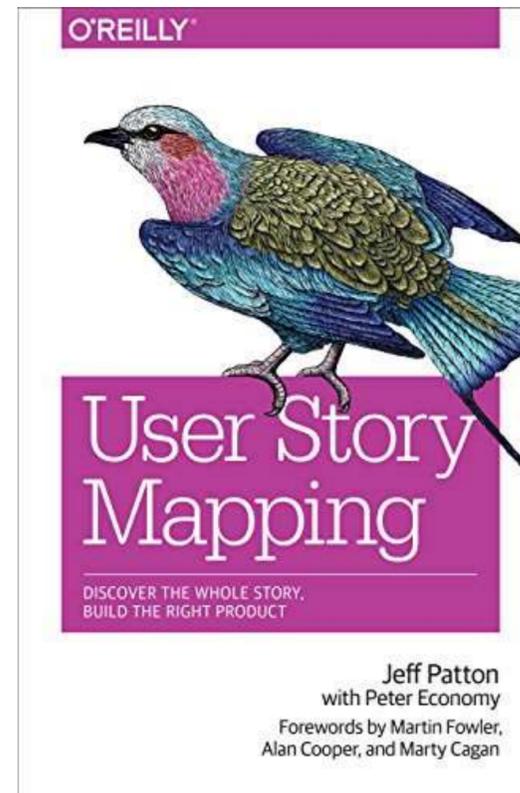
**Sugestões
de leitura.**

Sugestões de leitura



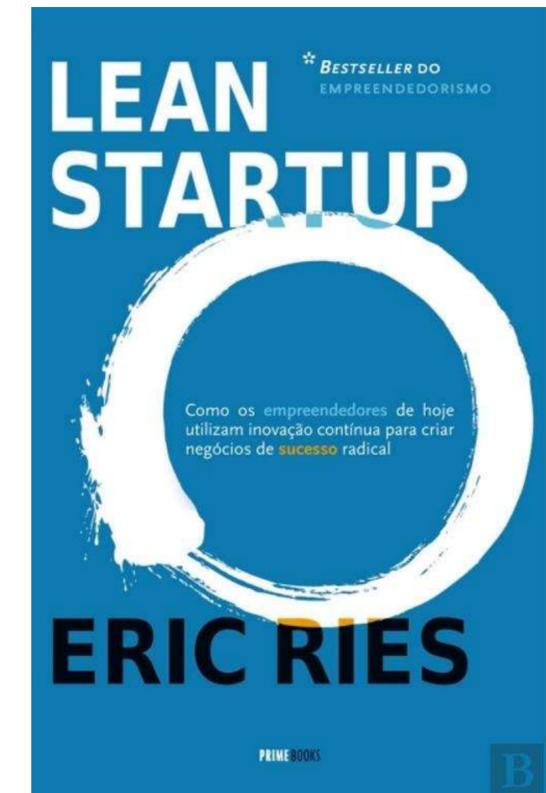
Inspired

How to Create Tech
Products Customers Love
Marty Cagan



User Story Mapping

Discover the whole story
build the right product
Jeff Patton



Lean Startup

Eric Ries

Obrigado 😊
Fiquem à vontade para fazer perguntas



Contato

[linkedin/felipejlma](https://www.linkedin.com/in/felipejlma)



RIO

SÃO PAULO

BH

RECIFE