Co-Criatividade

outra forma de inovação?

Pedro Custódio

Take Off
28.04.2007
Coimbra, Portugal

cc BY NC SA

Criação vs Co-Criação

BY NC SA

Criatividade

!=

Arte

cc BY NC SA

Inovador != Artista

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Tradicionalmente...

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RO

Read Only

BY NC SA

Utilizador
=
Consumidor



http://flickr.com/photos/mdu2boy/159603959/

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Consumidor

era normalmente associado a
pessoas que consumiam coisas...

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Criatividade
Eficiência
Sustentável
Assistência
Inteligente
Valores do Consumidor
Saúde
Conveniência
Comunidade
Seguro
Personalização

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http://flickr.com/photos/donmimi83/

mas, os consumidores são

PESSOAS

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RW

Read & Write

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Internet e a web 2.0

Utilizador

=

Consumidor + Produtor

cc BY NC SA

CREATIVE COMMONS

BY NC SA


creative commons PT
Alguns direitos reservados
Pesquisar
Saiba mais...
FAQ's
Procure
Musica, imagens...
HOME
AUDIO
Música, Discursos...
IMAGEM
Fotos, Ilustração...
VÍDEO
Filmes, Animação...
TEXTO
Livros, Blogues...
EDUCAÇÃO
Plano de Aulas, Slides...
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REMIX

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Internet e a web 2.0

Utilizador



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BACKPACK
CHALK.IT
REMEMBERTHEMILK
WRITEBOARD
TADALIST
GOOGLE MAPS
KIKO
WRITELEY
GTD
GMAIL
GOOGLE RSSREADER
GOOGLE IG
UNWIELDY
TAGTAGGER
ZIMBRA
MEEBO
TAGGLING
CLOUDALICIOUS
WIKIPEDIA
Focus on Simplicity
PROTOPAGE
TAGCLOUD
Wikis
2002IO
FLOCK
DELICIOUS
WIDGETS
Joy of Use
NETVIBES
STUMBLEUPON
FLICKR
COLLABORATION
LIVE.COM
Folksonomy
SHARING
AJAX
43THINGS
DIGG
SQUIDOO
PAGERANK
Usability
FLICKR
NING
EBAY
Recommendation
USER CENTERED
BLINKSALE
FOTOLIA
SOFLOW
LINKEDIN
FOAF
PERPETUAL BETA
ETSY
SIXDEGREES
The Long Tail
OPENBC
ORKUT
Social Software
PAYPAL
EBAY
UPCOMING
FRIENDSTER
XFN
Participation
TRUST
Economy
PLANZO
BLOGGER
Blogs
AMAZON
MTURK
AGGREGATION
VC
ITUNES
TYPEPAD
TECHNORATI
Affiliation
WORDPRESS
MINT
Web2.0
beta
LASTFM
READ.IO
COSTPERCLICK
ADSENSE
MEASUREMAP
IPODDER
PODCASTING
IM
PANDORA
Audio
SKYPE GTALK JABBER
LIVELINESS
SIMPLEBITS
ODEO
Convergence
ITUNES
DATA INSIDE
SEO
Design
VIMEO
Video
VIDEOCASTING
BIT TORRENT
GRANULARITY
STYLEGALA
YOUTUBE
MODULARITY
SIMPLICITY
9RULES
CASTPOST
WIFI
SYNDICATION
Mobility
UMTS
Remixability
CSSBEAUTY
SOAP
REST
RUBYONRAILS
GOOGLE MAPS
XML
CREATIVECOMMONS
A9
PLAZES
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ZENGARDEN
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YAHOO MAPS
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SEMANTIC
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PUBSUB
RELEASED UNDER CC 2.0 DE ATTRIBUTION SHARE ALIKE 11.11.05
MARKUS.ANGERMEIER @ APERTO.DE

BY NC SA

~~web 2.0~~ web Social

" The Social Web refers to an open global distributed data sharing network similar to today's World Wide Web, except instead of linking documents, the **Social Web will link people, organizations, and concepts.** "

cc BY NC SA

web Social

Utilizador

=

Consumidor +

Produtor +

(em rede)

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web Social

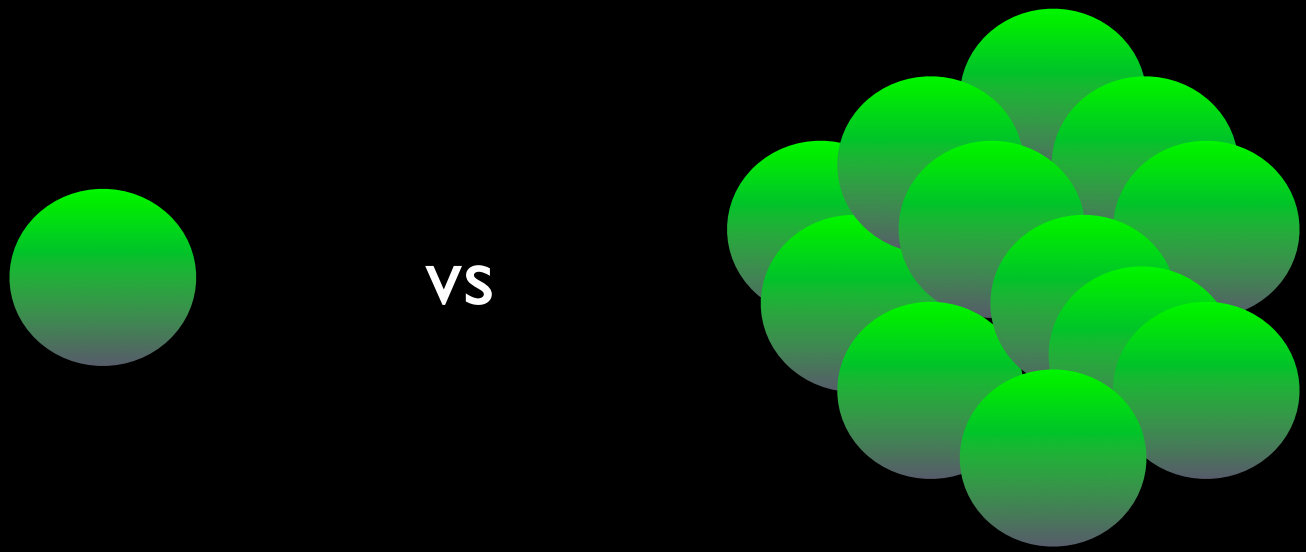
Utilizador

é o

Centro do (novo) Universo

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Sabedoria Colectiva



"wisdom of the crowds"

BY NC SA



navigation

- Main page
- Contents
- Featured content
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Co-creation

From Wikipedia, the free encyclopedia

There are very few or no other articles that link to this one.
Please help introduce links in articles on related topics. After links have been created, remove this message.
This article has been tagged since **October 2006**.

The term **co-creation** refers to creativity where more than one person is involved. Some would arg all creation is co-creation, just as Isaac Newton said that in his great work, he stood on the shoulc giants. One thing that might be held to distinguish co-creation is that the product is something nor creators could or would have achieved working alone.

Among those who have helped popularise the term is management writer C K Prahalad, who argue is increasingly being co-created by the firm and the customer, rather than being created entirely in firm.

Co-creation is at the heart of the open source software movement, where users have full access t source code and are empowered to make their own changes and improvements to it.

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Local home tou
at your fingertip

Today's Paper



· Read the newspaper online

Blogs

STEPHANIEINGERSOLL
"Vote for Top Dog 04-27-07 to 05-03-07"

Communi
Your voice,

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Sign in.

63°

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Duking it out

April 27, 2007

Duke Ellington once said, "A problem is a chance for you to do your best." The problem concerning the prolific musical genius Ellington (1899-1974) was that he left behind more than 102,000 sheets of music. Very little of these big-band charts have been made available to the public. But that is slowly changing.



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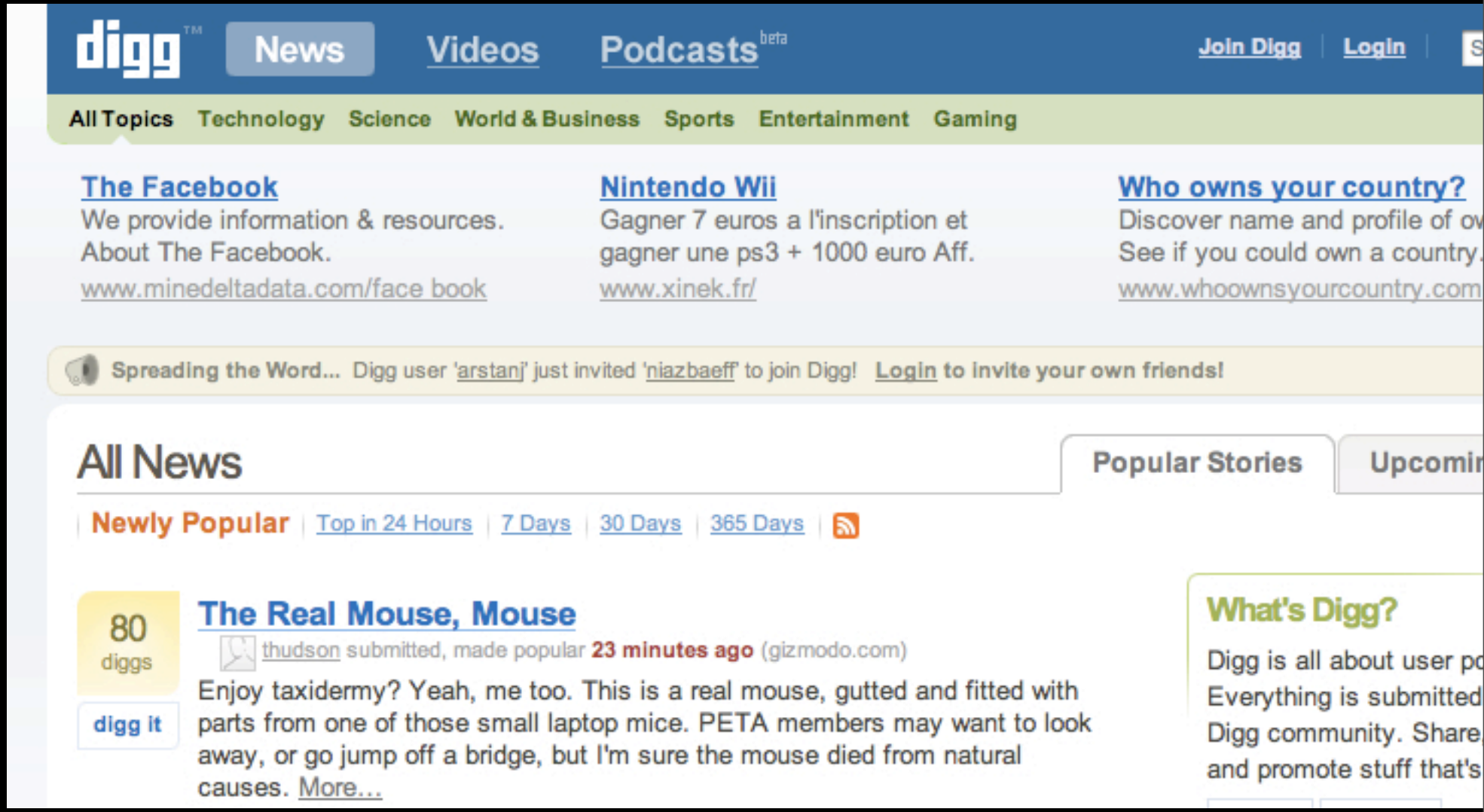
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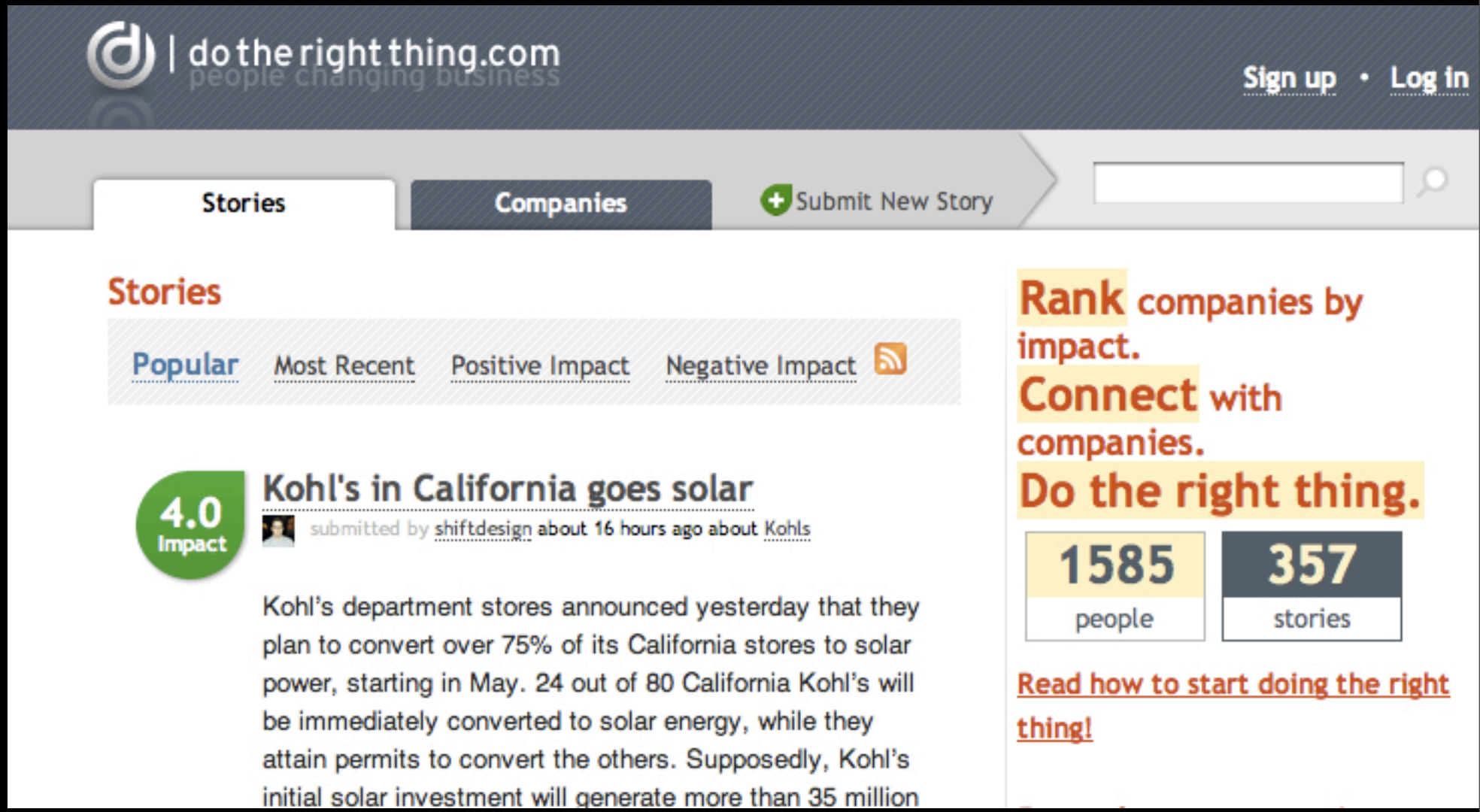
Funnel cloud reported near Baldwin City; tornado warning briefly issued

Several reports of funnel cloud near Baldwin City.

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All News
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Upcomin
Newly Popular
Top in 24 Hours
7 Days
30 Days
365 Days
80
diggs
digg it
The Real Mouse, Mouse
thudson submitted, made popular 23 minutes ago (gizmodo.com)
Enjoy taxidermy? Yeah, me too. This is a real mouse, gutted and fitted with parts from one of those small laptop mice. PETA members may want to look away, or go jump off a bridge, but I'm sure the mouse died from natural causes. More...
What's Digg?
Digg is all about user pc
Everything is submitted
Digg community. Share
and promote stuff that's

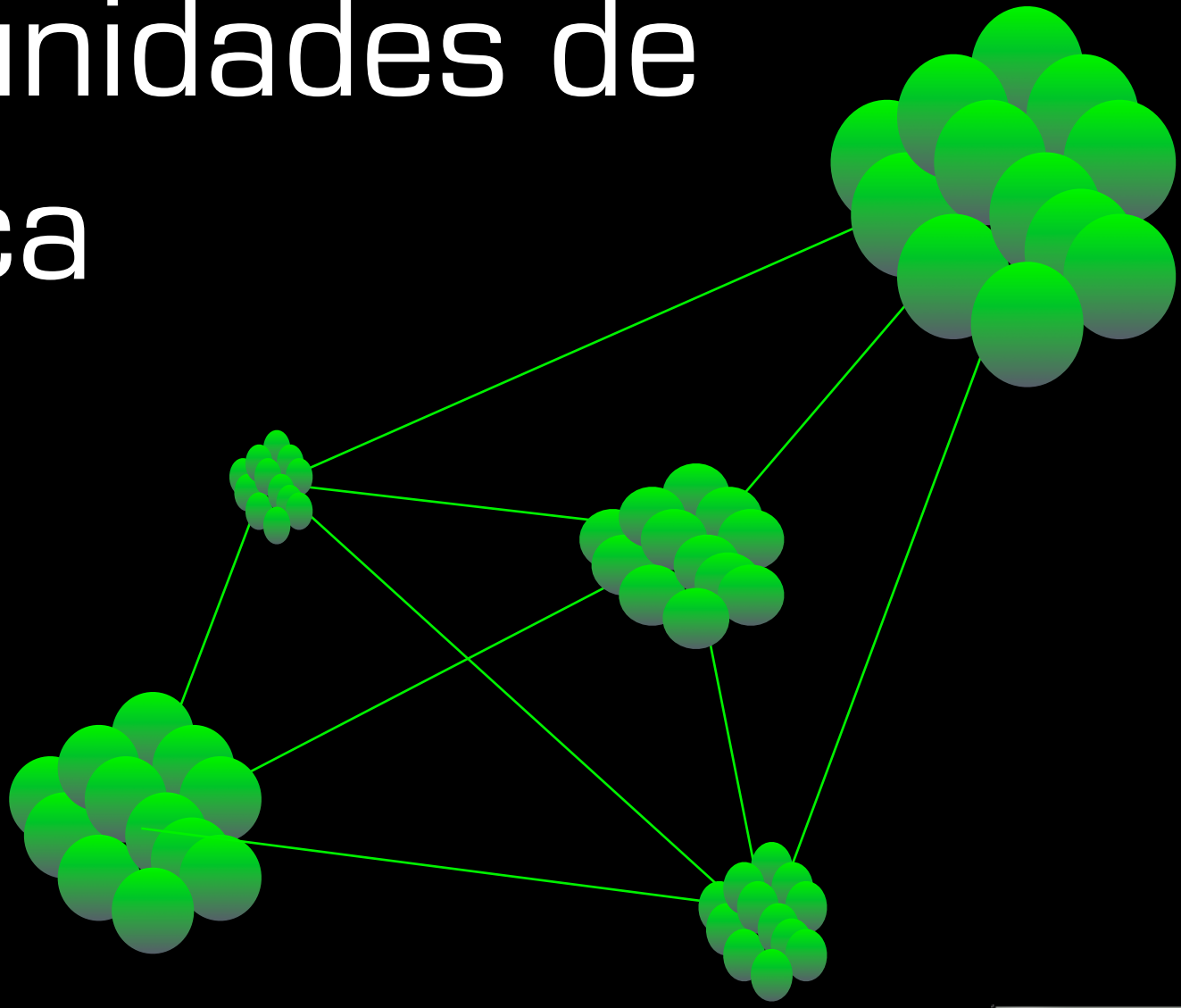
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Kohl's in California goes solar
submitted by shiftdesign about 16 hours ago about Kohls
Kohl's department stores announced yesterday that they plan to convert over 75% of its California stores to solar power, starting in May. 24 out of 80 California Kohl's will be immediately converted to solar energy, while they attain permits to convert the others. Supposedly, Kohl's initial solar investment will generate more than 35 million
Rank companies by impact.
Connect with companies.
Do the right thing.
1585
people
357
stories
Read how to start doing the right thing!

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rua
Owner: Gaston Nouvelle
Free to copy
Pecus Nowotny
Music

Comunidades de prática



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planeta asterisco: tudo o que lhe interessa

Abril 27, 2007

Pedro Santos - Back button after logout



Dei de encontro ao: Fixing the "back button after logout" problem in Django Admin in less than 2 minutes... e como já senti na pele este problema, fui logo ver a solução deles. Infelizmente a solução é bastante trivial: impedir a cache do lado do cliente - isto demora 2 minutos em qualquer *web framework*...

Este problema pode ser muito importante se tivermos, por exemplo, um site de um banco num quiosque virtual em que o utilizador faz login e logout, e depois vai lá **outro** utilizador que ao fazer *back* dá de caras com informação sensível.

Retirar a cache é uma boa solução, e presumo que seja a primeira a ser testada, mas tem alguns problemas:

- Todas as páginas que tiveram POST vão levar com um aviso "expired", ou um pop up do browser a avisar, que é feio, os clientes não gostam...
- Se tivermos a falar de transferências, se eu fizer logout depois mesmo com login não posso rever dados enviados
- Se estivermos a falar de uma máquina sem restrições, um gajo pode chegar e retirar a cache

Aster
tudo o que lh
.pt 2 ano
que

Bloggers

- Adriano Afonso
- André Costa
- André Ribeirinho
- António Dias
- Armando Alves
- Benjamin Junior
- Bruno Morisson
- Bruno Pedro
- Bruno Rodrigues
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SHiFT

Social and Human Ideas For Technology

28, 29 September - Lisbon, Portugal



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Em Português

This is a wiki

Show pagesource

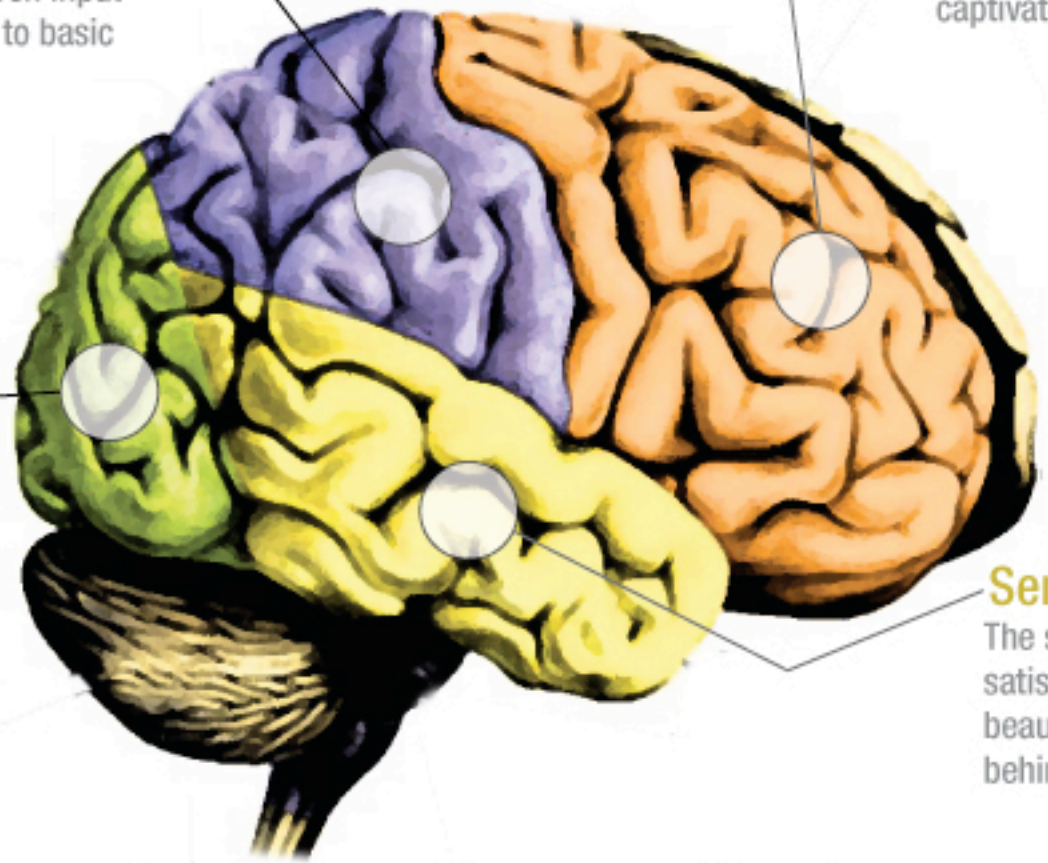
BY NC SA

Analytical

This part of the creative minds craves data, structure and organization. The analytical portion dissects research input and looks for patterns that point to basic human needs and behaviors.

Expressive

The expressive side desires to tell stories and narratives in compelling fashion. This portion seeks to attract, engage and captivate an audience.



Curious

The curious portion tends to ask "why"—more than once. This part is willing to try and experience anything if it means gaining a better understanding of the problem—it thrives on observation and immersion.

Sensual

The sensual side seeks to satisfy all the senses. Aesthetics, beauty and form are driving forces behind the sensual.

Anatomy of the **NEW** Creative Mind

With consumer behavior evolving toward a more empowered status—the definition of creativity has shifted from one-dimensional skills to a four-dimensional type of creativity that blends logical thinking with creative problem solving. Individuals possessing this "New Creative Mindset" blend Analytical, Expressive, Curious and Sensual qualities into their thinking process. The result is a **holistic approach** to creativity that is effective across multiple touchpoints and experiences.

© David // Armano www.davidarmano.com

Utilizadores

ao leme!

BY NC SA

São os **Utilizadores** decidem
o que tem lugar nas suas vidas e
como e **quando** isso acontece!

cc BY NC SA

Revolução ?

BY NC SA

Renascença ?

BY NC SA

Não interessa!

o impacto da internet no comportamento da na nossa geração e nas gerações vindouras é irreversível

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O que interessa é se **os** estamos a

ouvir!

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Inovar em tecnologia

cc BY NC SA


Cooperativa
Amigos
Votações
Implícita
Tags
Explícita
Bookmarks
PageViews
Clicks
Links
Compras
Pessoal

BY NC SA

Hoje em dia é possível começar com:

uma **equipa** pequena
uma **ideia** pequena
um **orçamento** (ainda mais) pequeno

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Nunca foi tão fácil

Inovar

BY NC SA

Nem tão

barato!

(falhar!)

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EXPLORAR

o ambiente, determinar falhas,
necessidades, e pontos de inovação

BY NC SA

DOCUMENTAR

ferramentas existentes,
comportamentos, mecanismos, etc.

cc BY NC SA

PARTICIPAR

nas comunidades já existentes

BY NC SA

Conhecer a

CONCORRÊNCIA

BY NC SA

Casos de SUCESSO

não ACONTECEM!

BY NC SA

APRENDER

com os “melhores”

BY NC SA

Porquê?
Para quê?
Para quem?

BY NC SA

Saber dizer **NÃO**

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Funcionalidades
orientadas aos
utilizadores mais
avançados...

cc BY NC SA

... (tipicamente)
afastam membros
menos experientes de
uma comunidade!

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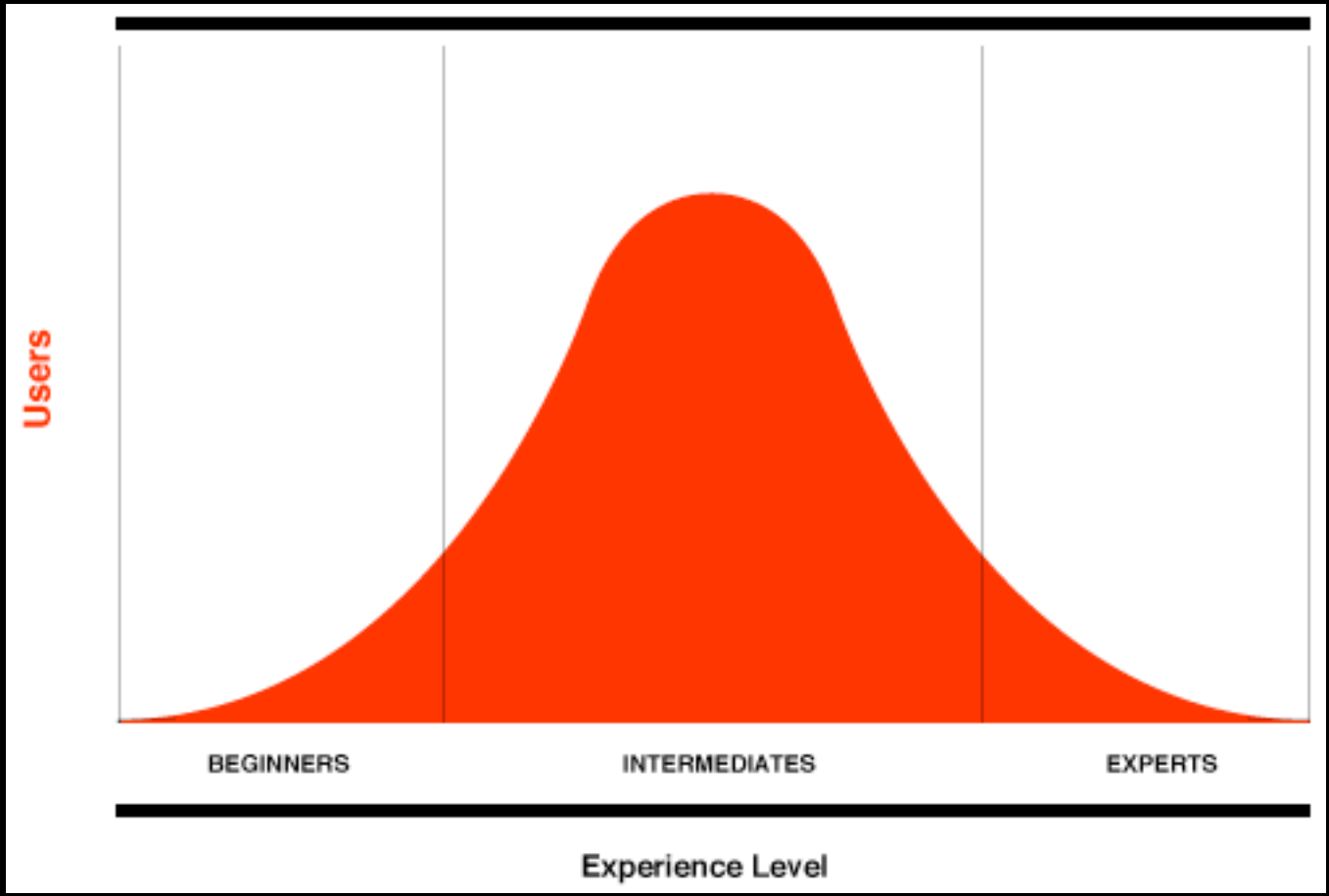


Gráfico do livro de Alan Cooper's: "About Face 2.0"

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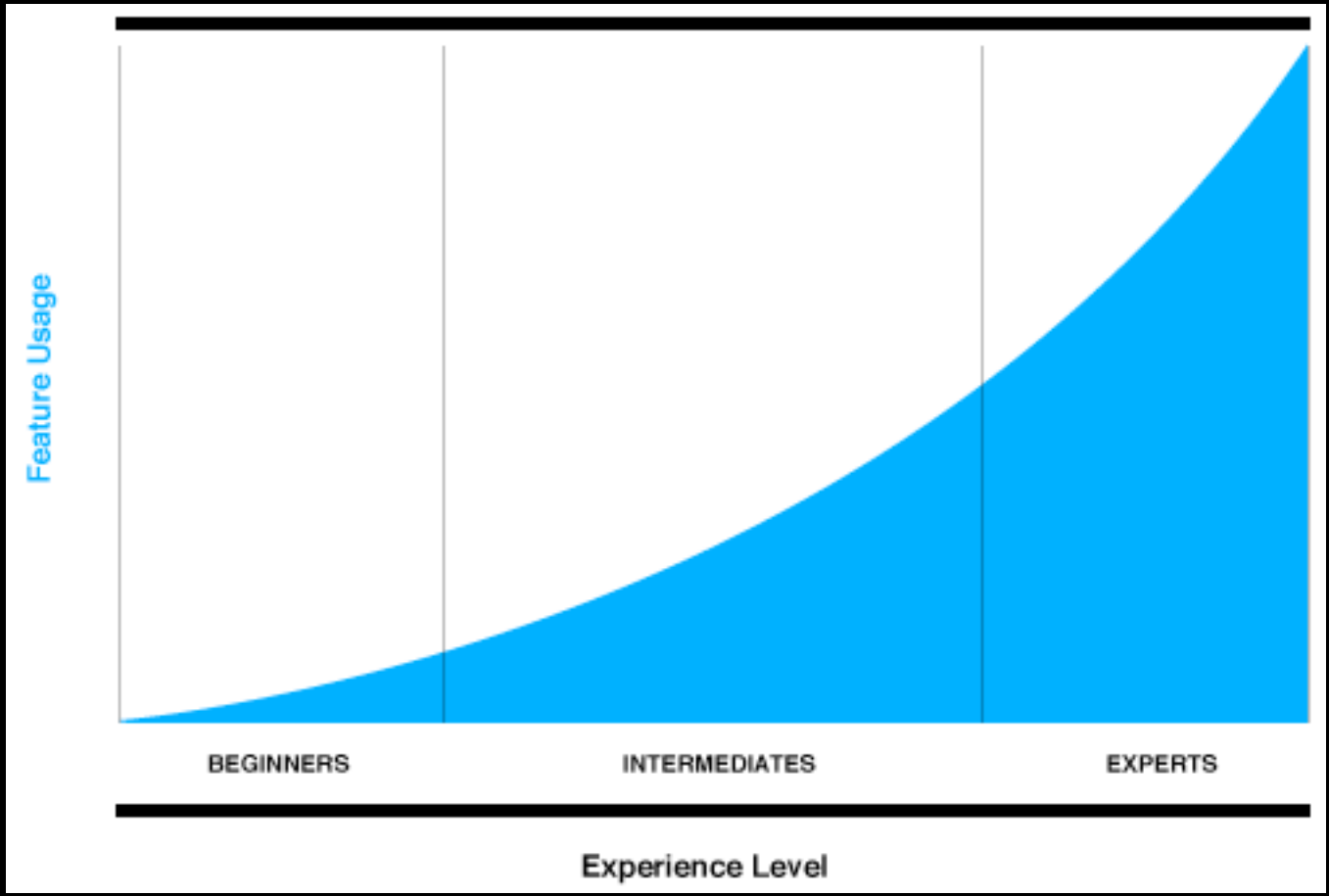


Gráfico do livro de Alan Cooper's: "About Face 2.0"

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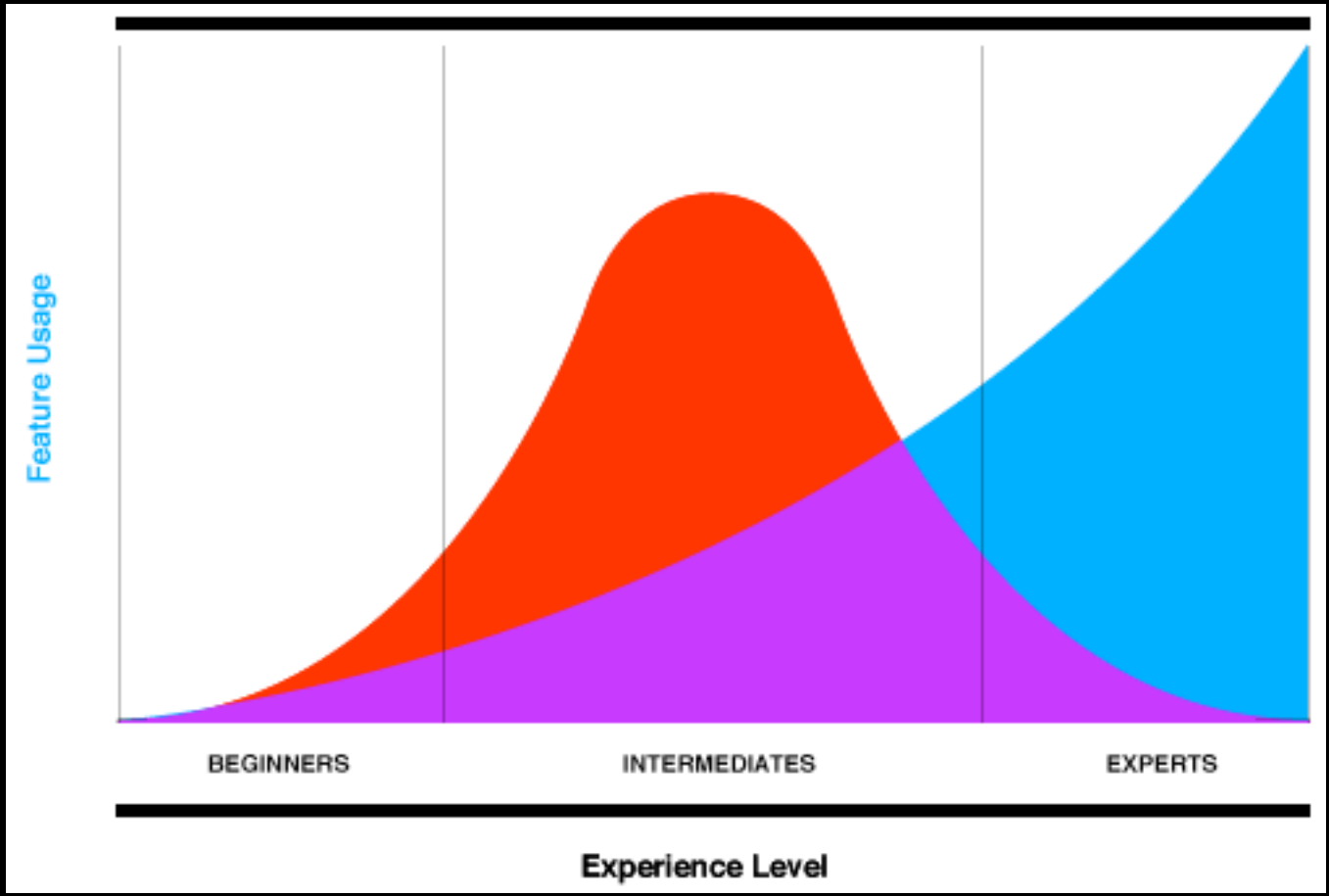


Gráfico do livro de Alan Cooper's: "About Face 2.0"

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Tirar partido da

web Social

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Usar o poder de **REDE**!

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Criar e fomentar uma

comunidade

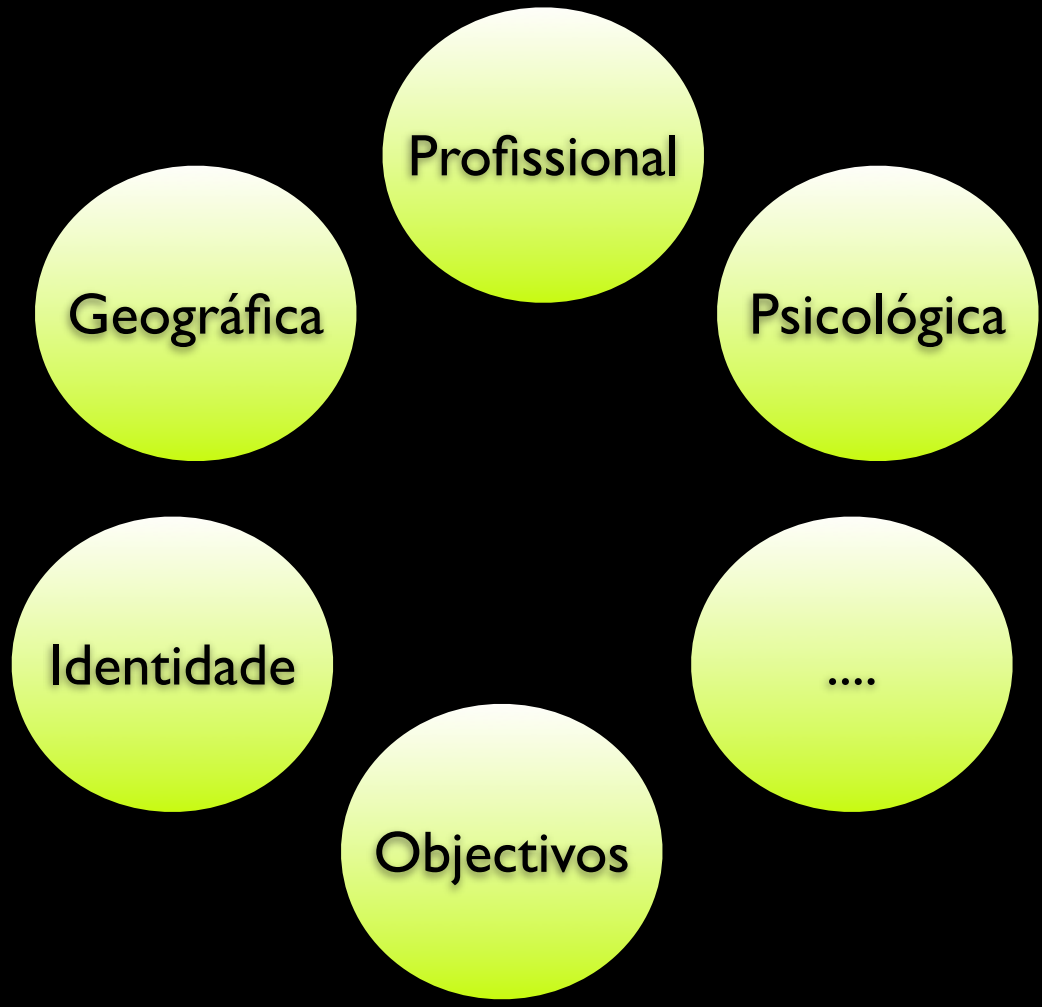
em torno de um produto, serviço ou ideia

cc BY NC SA


http://flickr.com/photos/richard_am/

Uma comunidade pode possuir múltiplas

dimensões:



cc BY NC SA

mas todas têm por base

um tema!

Flickr: fotos / **ThreadLess**: t-shirts / **Twitter**: comunicação / **Wordpress**: blogs / **Last.FM**: música / **Del.icio.us**: bookmarks / **...**

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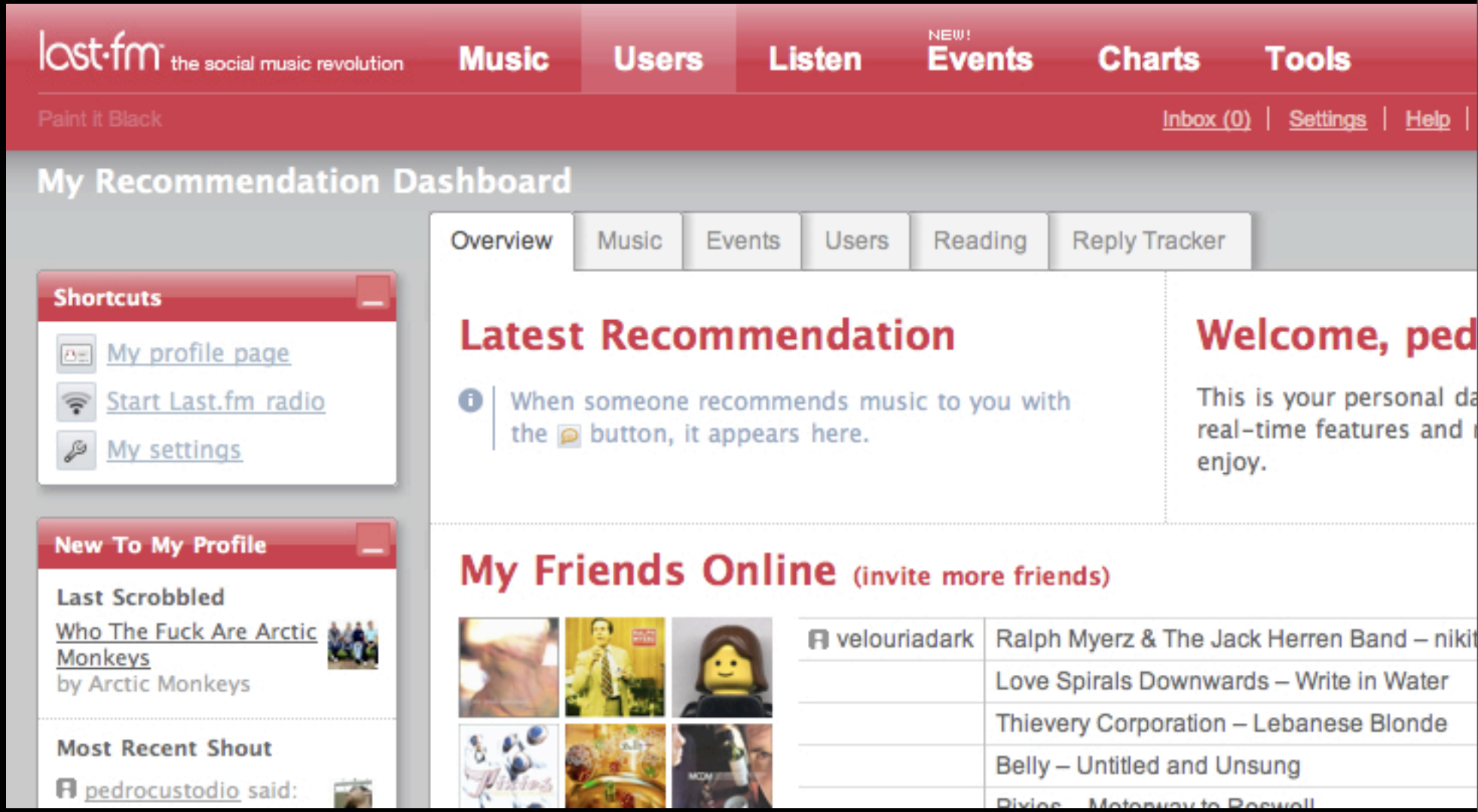
Comunidades de

fraca interacção social

comunidades que requerem pouca ou nenhuma actividade por parte dos seus membros.

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The Complete Series
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All News
Popular Stories
Upcomi
Newly Popular
Top in 24 Hours
7 Days
30 Days
365 Days
86
diggs
digg it
Breaking: Supreme Court rejects Guantanamo Bay detainees' appeal
skored submitted, made popular 5 minutes ago (news.yahoo.com)
The Supreme Court rejected an appeal Monday from Guantanamo detainees who want challenge their five-year-long confinement in court, a victory for the Bush administration's legal strategy in its fight against terrorism. More…
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Topic: Political News
Bury
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Everything is submitted
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and promote stuff that's
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NEW!
Events
Charts
Tools
Paint it Black
Inbox (0) | Settings | Help
My Recommendation Dashboard
Overview
Music
Events
Users
Reading
Reply Tracker
Shortcuts
My profile page
Start Last.fm radio
My settings
New To My Profile
Last Scrobbled
Who The Fuck Are Arctic Monkeys
by Arctic Monkeys
Most Recent Shout
pedrocustodio said:
Latest Recommendation
When someone recommends music to you with the button, it appears here.
Welcome, ped
This is your personal da
real-time features and
enjoy.
My Friends Online (invite more friends)
velouriadark
Ralph Myerz & The Jack Herren Band – niki
Love Spirals Downwards – Write in Water
Thievery Corporation – Lebanese Blonde
Belly – Untitled and Unsung

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portugal w

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale >

event calendar (2)

S	M	T	W	T	F	S
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

community (27)

activities | lost+found
artists | musicians
childcare | local news
general | politics
groups | rideshare
pets | volunteers
events | classes

personals (55)

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections

housing (100)

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale (40)

barter | arts+crafts
bikes | auto parts
boats | baby+kids
books | cars+trucks
business | cds/dvd/vhs
computer | clothes+acc

jobs (25)

accounting / finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector

us states

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california
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connecticut
delaware
dc
florida
georgia
guam
hawaii
idaho
illinois
indiana
iowa
kansas
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louisiana
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alberta
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manitoba
n brunswi
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Sterling Silver Celtic Knot Red Garnet Hook Earrings

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available for ne
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high-performan
a song.

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love it, and so

› Check out the CHI

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Comunidades

em torno de “produtos”

comunidades centradas em produtos ou conteúdos que vão sendo "aumentados" através da componente social e que normalmente requerem uma maior interacção social entre os seus membros

BY NC SA

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pro 1,209 photos / 7,703 views

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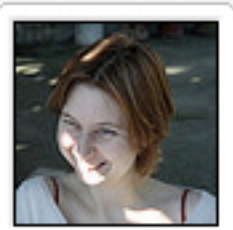
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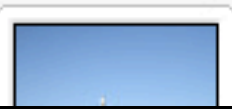
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Family

4 photos | Edit



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Currently Starring



Al Truism
- AlTruistic Hour No.3
- Brion Gysin's Poem of Poems
- AlTruistic Hour No.2



Crystal Taylor
- RadioLAE # 184
- RadioLAE # 183
- RadioLAE # 182

Recently Starred

The Killers - Mr Brightside (Jacques Lu Cont Remix) (04:38)
midnight pie (ep. 1)

Adelaide Ferreira -Papel Principal (dueto com Dulce... (07:14)
Foice dos Dedos

Hi, this is Od

We have **3,176**
from all over th
which have bee
from Odeo **14,**
times.

You can downlo
them straight fr
free. (You can
them on your w

And like **270,3**
people, you ca
account, so you
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KIDS!

1 item

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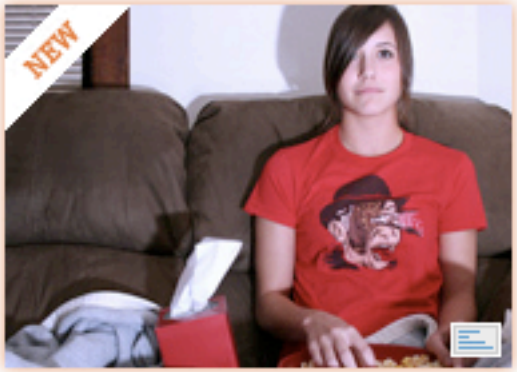
Join

New & Amazing! announced on APRIL 02

Check out these hot new tees, awesome new submissions and sexy new gallery photos!

TRIBECA FILM FESTIVAL. ♥'s threadless™ RESULTS!

Grand Prize Winner!



Reel Passion by Chris Phillips



Korova Orange Special
by Ole Ivar Rudi

12







→ View

New

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Comunidades

altamente colaborativas

comunidades centradas em sistemas ou provenientes de grupos reais pré-existentes

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Criar conta

artigo | discussão | ver fonte | história

Página principal

Origem: Wikipédia, a enciclopédia livre.

Boas-vindas · Guia · Perguntas freqüentes · Comunidade · Políticas da Wikipédia · Doações

WIKIPÉDIA
A enciclopédia livre

navegação

- Página principal
- Os melhores artigos
- Eventos atuais
- Página aleatória
- Portais

colaboração

- Portal comunitário
- Mudanças recentes
- Ajuda
- Donativos

busca

Bem-vindo(a) à Wikipédia,

a enciclopédia livre que todos podem editar.

10:06 (UTC); Terça-feira, 3 de Abril

248 861 artigos · Portais · Índice

Artigo em destaque

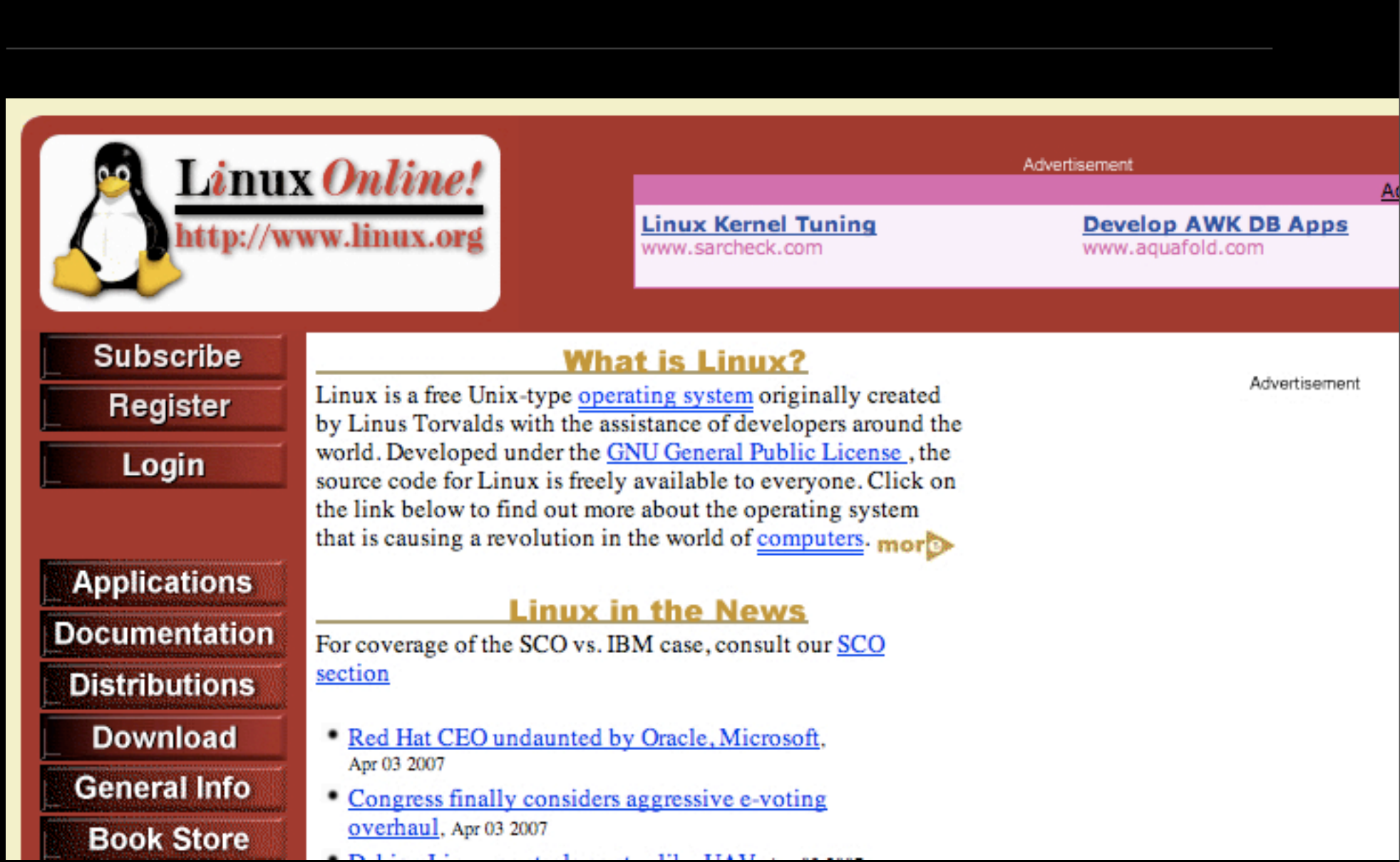
A



Eventos recentes

- Um tsunami provocado após um ter
de 8 graus na escala Richter atinge
Ilhas Salomão deixando pelo menos
mortos.
- Michael Phelps conquista sete meda
ouro no mundial de esportes aquáti
Melbourne, com cinco recordes mun
na natação.
- Citada fora de contexto, Matilde Rib
Secretária Especial de Políticas de

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- Module-Starter-Smart-v0.0.2
- Font-TTF-Scripts-0.8a
- Font-TTF-Scripts-0.8
- Font-TTF-0.41
- Math-Polygon-0.99
- Config-Basic-1.81

Welcome to CPAN!

Here you will find *All Things Perl*.

Yours Eclectically, The Self-Appointed Master Librarian (OOK!) of the CPAN
Jarkko Hietaniemi <cpan at perl.org>

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the Couch Surfing project version 2.0

Bandwidth: hi

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Home | CouchSearch! | My Profile | Messages | Groups | Meet | Chat | Register | Community | Info

Language English

Welcome | My Home | Surf Sh



CouchSurfing is a worldwide network for making connections between travelers and the local communities they visit.



SEARCH FOR A COUCH NOW!

Find an available couch from the list below

Find out more

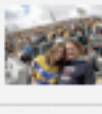
Is this safe?

Signup Now!

299 U Online









Quick Links

- FAQ's
- Join up now
- About CouchSurfing
- What members say

CouchSurfing Statistics



Testimonial



LIQUIDJESS
Denver
Colorado
It's been said before, but I'll say it

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Uma **comunidade** de **sucesso** implica (entre muitos outros factores) que a mesma:

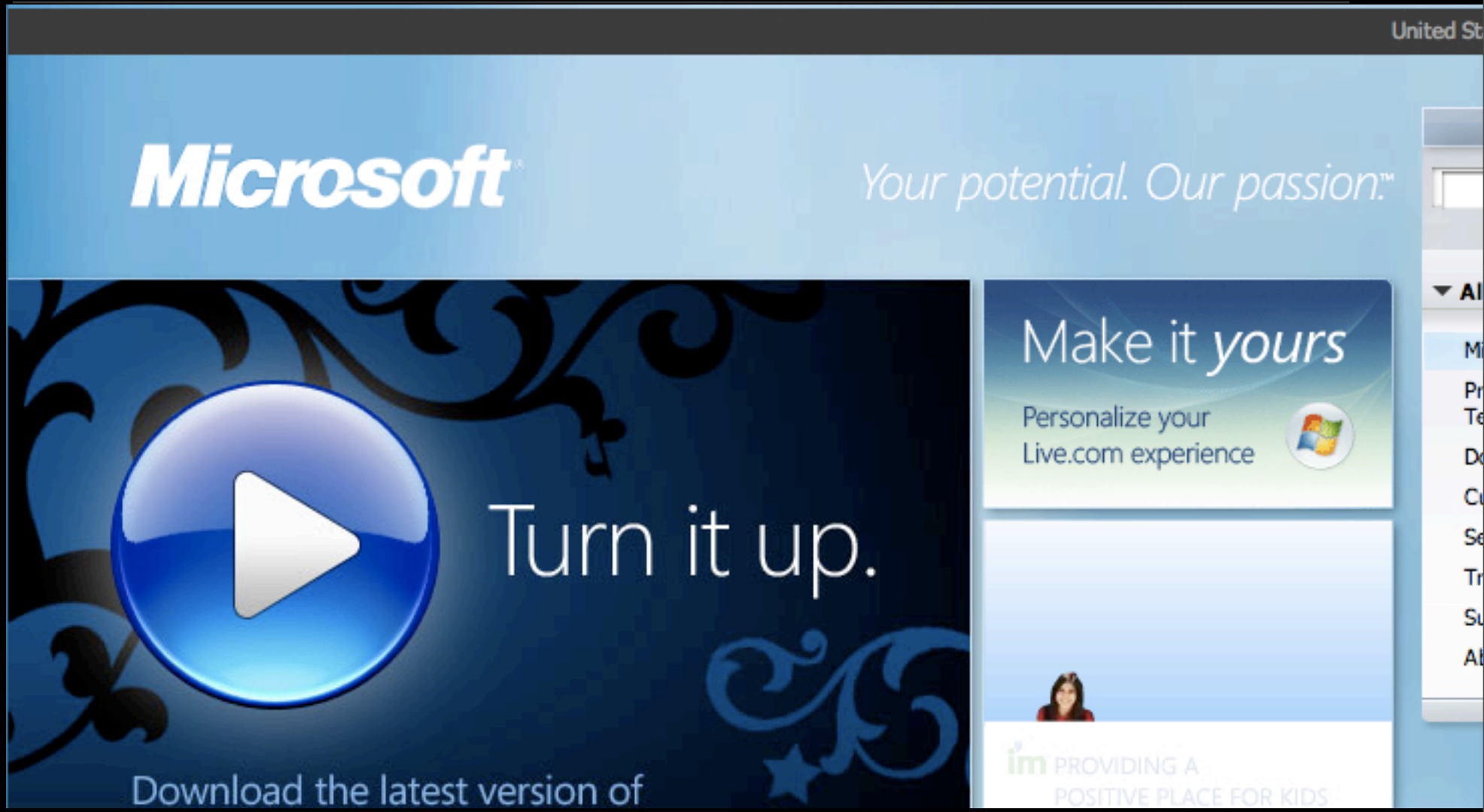
- permita e fomente a **personalizaçãO**;
- incentive a **partilha** e **participaçãO**;
- facilite a **produçãO** de informaçãO / conteúdo;
- se baseie numa **plataforma evolutiva**;
- propicie **interacçõES (ditas) sociais**;

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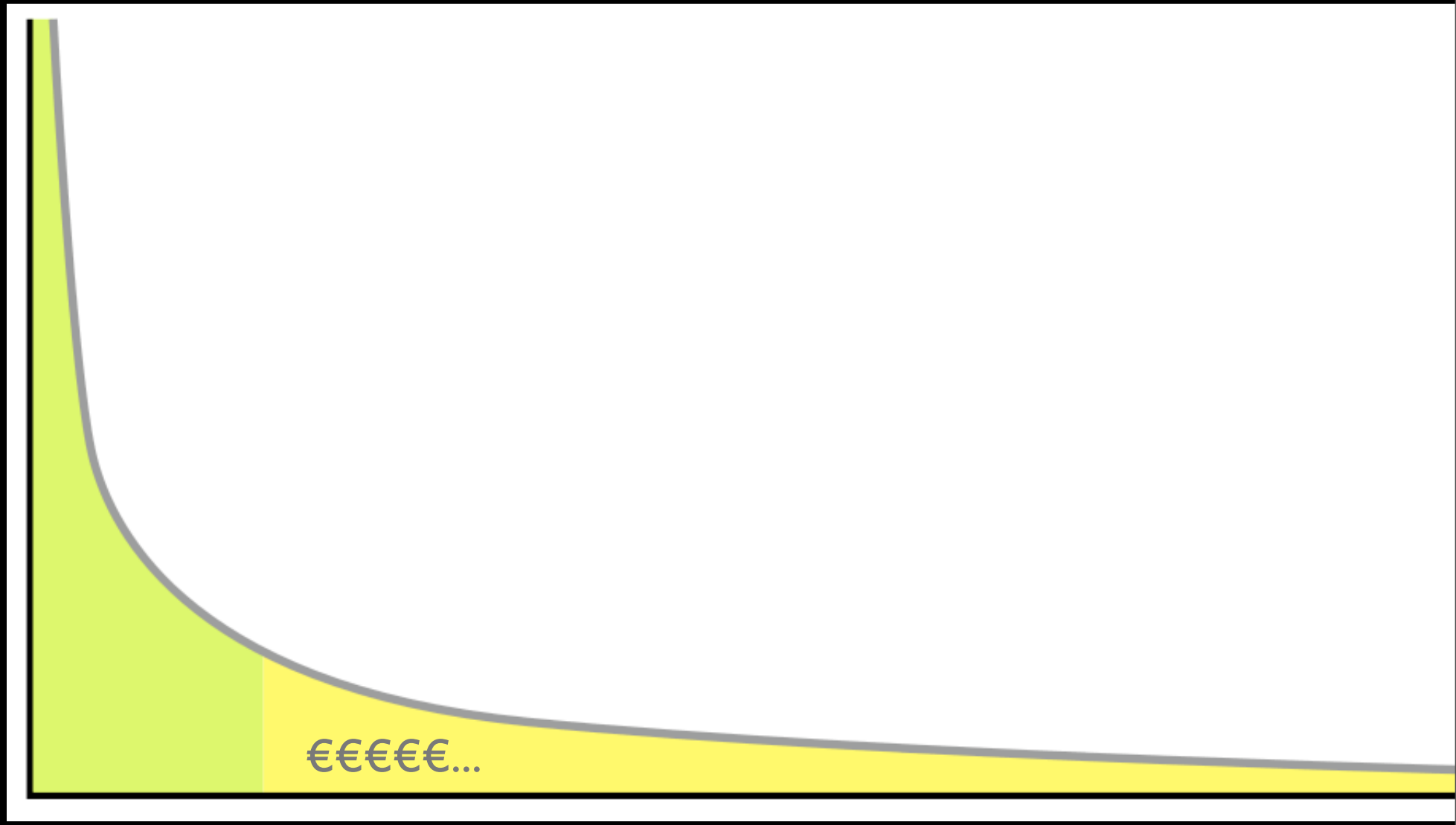

sapo.pt
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Notícias
Blogs
Produtos
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Notícias
Mercado
Vida e Lazer
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Notícias
Desporto
Economia
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28 de Abril de 2007
Millennium bcp
MAIS DE 60 ANOS? CINE
Entre para aceder à sua área pessoal
Mail
Amigos
Tempo
Trânsito
DD | DN | JN | Lusa | SIC | SOL | TSF
Incêndios
Primeiros helicópteros em Junho, mas haverá sustitutos em caso de atraso (Lusa)
França/Eleições
Debate inédito hoje entre Royal e Bayrou (DD)
Inglaterra
Abalo sísmico sentido hoje não provoca vítimas (DD)
IndieLisboa
Festival de cinema aproxima-se
Marcha mundial pela legalização da cannabis
São mais de 220 cidades a aderir à iniciativa a 5 de Maio (SIC)

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FOCUS

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Long Tail!



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Em apuros?

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Podem sempre contar com **ajuda** da **comunidade**!



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LEGO

mindstorms NXT





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Nem todos os **serviços**

nascem **iguais**!

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e **NÓS ODIAMOS**

serviços **maus**!

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de **más experiências**
estamos todos **fartos**!

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Um serviço de **SUCESSO** tem de ser:

. merecedor de ser construído;
. algo que precisemos;
. capaz de gerar uma comunidade;
. capaz de despertar paixões/ódios;

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Feedback

- Não escutar os “peritos”
- Não contratar Fãs mas sim críticos
- Analisar utilizações
- Comunicar efectivamente
- Dar crédito
- Não tornar as coisas pessoais
- Responder a tudo (mesmo quando é negativo)
- Fazer bem logo de ínicio

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Não sermos

MAUS!!!

cc BY NC SA

Competir é a

excepção

cc BY NC SA

Colaborar

é regra de

sucesso!

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PARCERIAS

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OPEN STANDARDS

Ex: OpenID , Microformats

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API's

abertas e documentadas

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ALGUMAS NOTAS MENTAIS

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Utilizador

primeiro

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SAIR

do escritório!

BY NC SA

FALAR

muito!

BY NC SA

QUESTIONAR

sempre

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FAZER

o que ‘eles’ querem!

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Vivemos em constante estado BETA

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Perguntas?

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Obrigado!

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vemo-nos na


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For Technology
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PROGRAM
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