TrêsP: A journey from design thinking to political transparency

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ABSTRACT

We are TrêsP a mobile and desktop platform created to facilitate and bring verified information about the Brazilian policy in a totally interactive way. The lack of time, quality of information and difficult to find trustworthy data motivated us to create a place where every news about politics is accessible and clear for everybody.

Keywords

"Policy", "Transparency", "Information", "Facility", "Tracking", "Monitoring", "Interactive".

2.   PROJECT DESCRIPTION

TrêsP is an interactive platform where you can have access to news and information about Brazilian politics in a simple and clear way. Our service provides information about the Three Powers that Compose Brazilian Democracy. In seconds you have access to all information that you need about a candidate or about a political project.

Now, we have a prototype clickable for desktop (website) and mobile (app), with much of the final functionality. We are preparing for an MVP in social media to enable the project and listen to some feedbacks.

"Boys, congrats! The project was amazing and is possible to see in each detail your dedication. In a few lines will be impossible to talk how much I believe that you must continue with the project"

Priscila Ferrari - writer - First pitch 2018

2.1   Project Overview

We created the project with a single goal, to facilitate the way of disseminating an important information to the public. So regardless of who is, we want that our user learns in a few minutes, looking at graphics, shorts texts, videos, podcast and so forth. Everything in a single place. We started in a Project called Area 21, that we needed to create a solution for a real problem that affected the society in general and we saw the difficult and time you lose to find trustworthy and explanatory information, thus we created TrêsP.

2.2   Lessons Learned

We developed teamwork, time management, design thinking, techniques like empathy map, the value proposition, UI, UX, Mobile design, Desktop design. Besides a mentoring with Oracle and Ashoka when we won "Jovens Transformadores 2018"

3.   BIOS

Was born on 12/12/2002 at São Paulo, Brazil. Since when I was a little boy I got interested in art, cinema, design, photography and a little time I discovered a passion. Create innovation to help peoples or the same entertainment. At the year 2018, joined in Ana Rosa Institute and started in your current project (TrêsP) that won your first competition in November by Oracle and Ashoka.
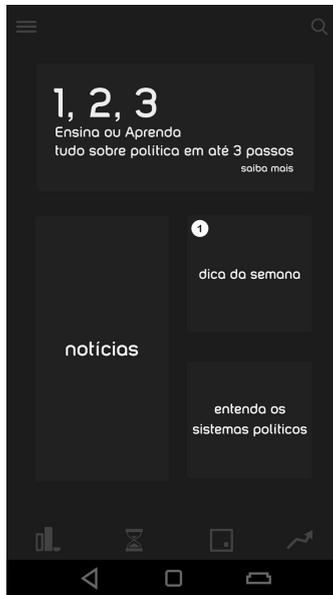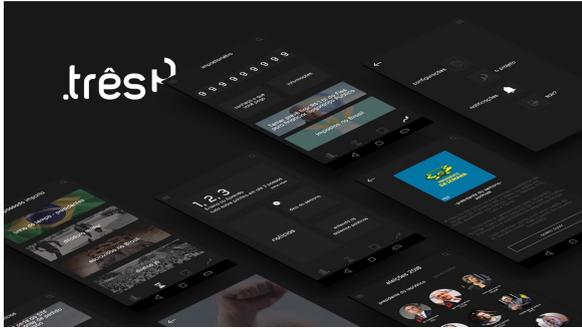
Image 1: some screens of our app.
Image 2: representation of our website and mobile app.
image 3: mobile app initial screen. "Who say the policy need be hard?"
Image 4: screen elections 2018, who is, proposes, judicial processes, etc.
Image 5: principal mobile app screen.
Image 6: content about principals and new things for you learning.