



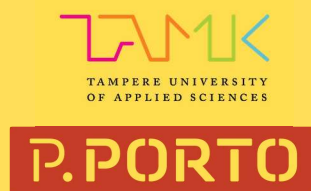
MAIS  
IDH



**SEDIHPOP**



**GOVERNO DO  
MARANHÃO**  
GOVERNO DE TODOS NÓS



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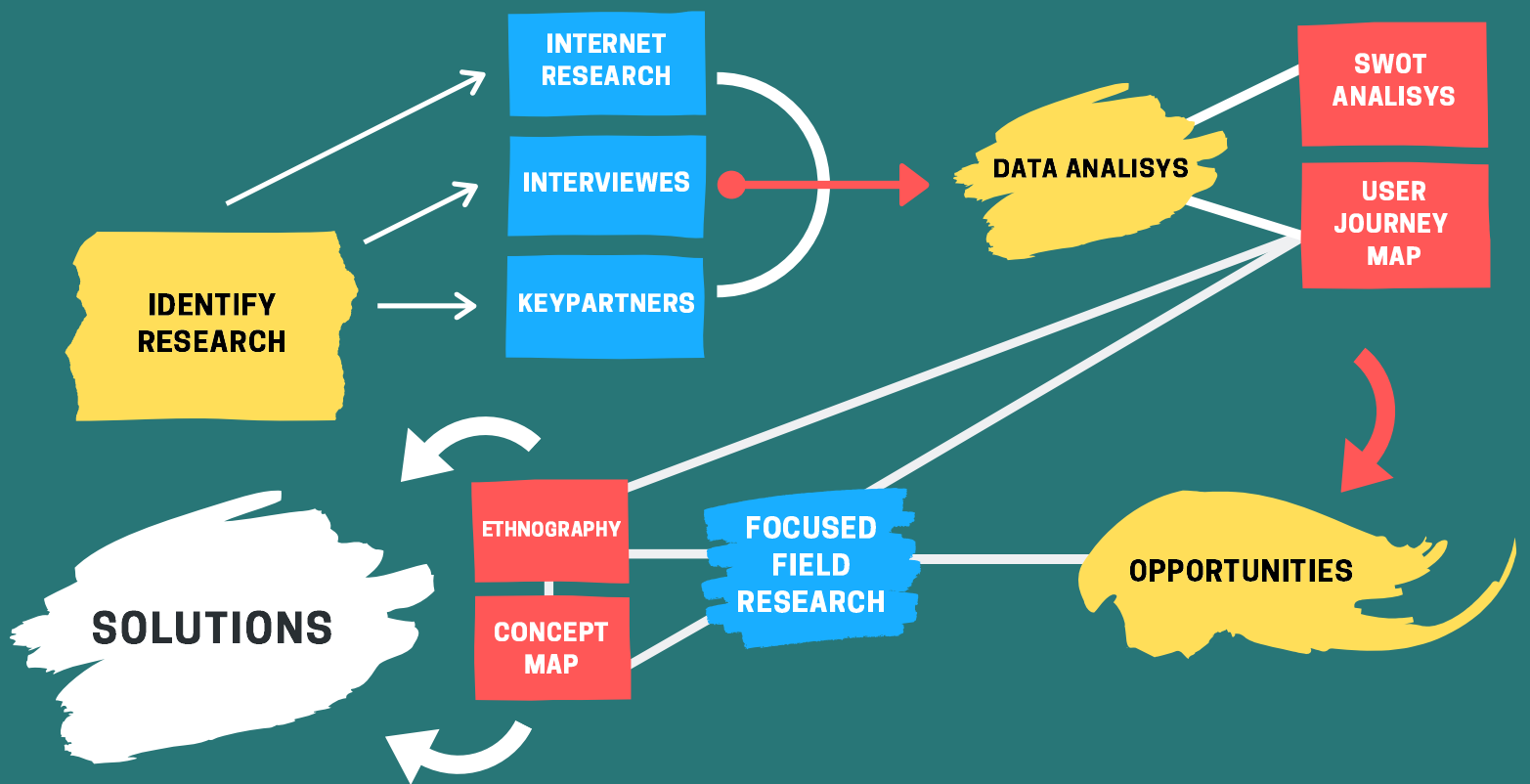
TO PROPOSE SERVICES FOR HELPING

# **WOMEN AT RISK SITUATIONS**

IN SANTO AMARO DO MARANHÃO

# PROCESS OF THE WORK





**227 X**



**QUESTIONNAIRES**

**360** MIN



**OBSERVATION**

**8 X**



**PROFESSIONALS INTERVIEWED**

**355** MIN



**VOICE RECORDINGS AND INTERVIEWS**

**1200** MIN



**RESEARCH OF ARTICLES AND OFFICIAL DOCUMENTS**

**8 X**



**ARTICLES READ**

# INSIGHTS



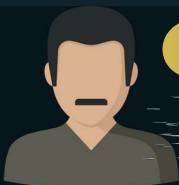
ÚRSULA

**MOST OF PEOPLE, MAINLY THE WOMEN, NEEDS TO BE AWARE OF ALL KINDS OF VIOLENCE AGAINST WOMEN**

SÔNIA



**NEEDS MORE OPPORTUNITIES AND MORE VOCATIONAL/PROFESSIONAL COURSES**



AMARO

**BETTER OPPORTUNITIES OF STUDY AND INCOME**



## OPPORTUNITY

**"TO CREATE ALTERNATIVE WAYS OF EMPOWERING WOMEN FROM SANTO AMARO IN ORDER TO HELP SOLVING THE LACK OF INFORMATION ABOUT WOMEN'S RIGHTS, THE LACK OF NEW OPTIONS FOR PROFESSIONAL QUALIFICATION AND THE FINANCIAL DEPENDENCY OF WOMEN"**





A diagram for SWOT Analysis. It features a dark teal background with a large, light blue 'X' shape in the center. The word 'DATA' is written in dark blue inside the top triangle of the 'X'. The word 'OPPORTUNITIES' is written in dark blue inside the bottom triangle. The words 'SWOT' and 'ANALYSIS' are written in white, separated by the center of the 'X'.

**DATA**

# **SWOT ANALYSIS**

**OPPORTUNITIES**



**PERSONAS**

**FOCUSED RESEARCH**

**SOLUTIONS**



## SOLUTION

**A CAMPAIGN THAT DISSEMINATES INFORMATION ABOUT WOMEN'S RIGHTS, MAKING USE OF THE LOCAL TOURIST POTENTIAL, THROUGH THE WORK DEVELOPED BY SANTO AMARO'S HANDICRAFTERS.**

The image features three black-framed rectangular panels mounted on a grey, textured concrete wall. The panels are arranged horizontally. The left panel contains the word 'Mockups', the middle panel contains the word 'and', and the right panel contains the word 'Testing'. All text is in a bold, black, serif font.

**Mockups**

**and**

**Testing**



## Protocol

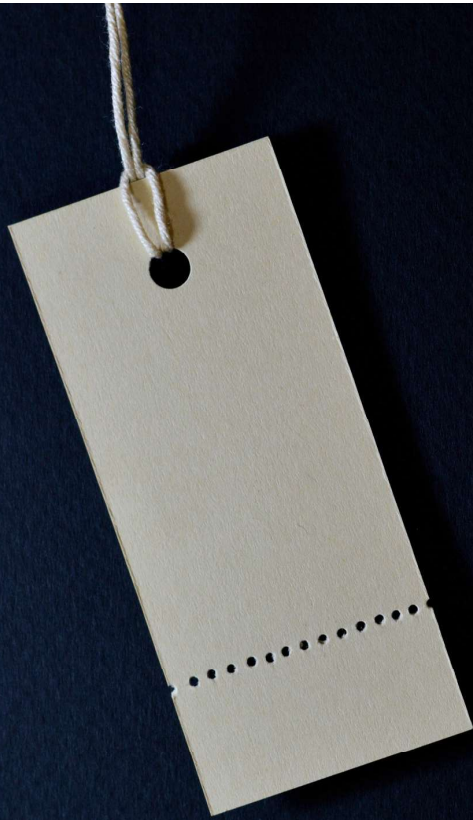
- Interviews;
- Observation;
- Questionnaire

## To whom

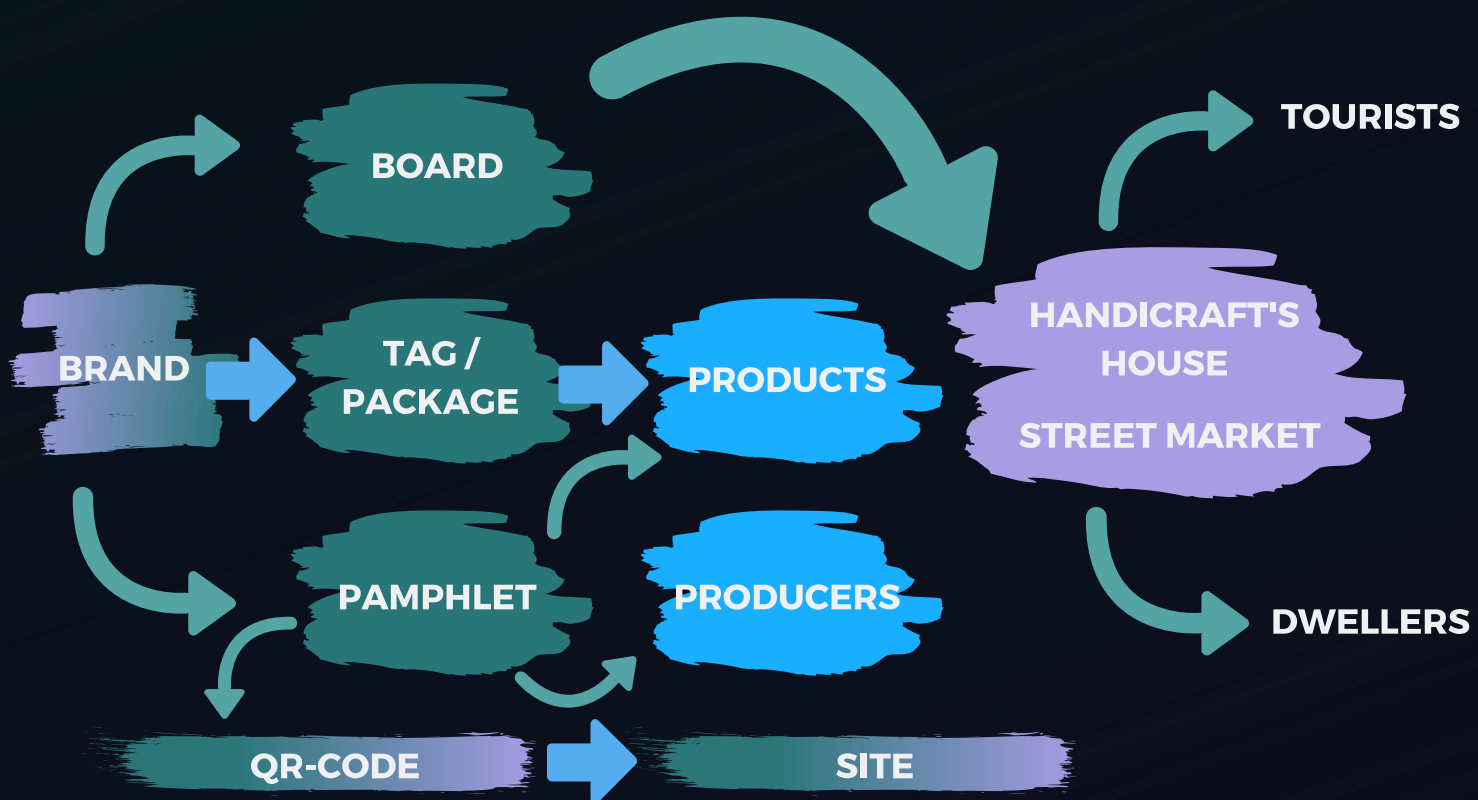
- Potential tourists of Santo Amaro.

## Learning

- Ring needs to be available in different sizes and doesn't reach a lot of customers;
- Necklace needs something to lead people to the information we intend to disseminate.
- The brand needs more elements that can symbolize better the campaign.



# Final Prototype



**LAPASSION**

LATIN-AMERICA PRACTICES AND SOFT SKILLS FOR AN  
INNOVATION ORIENTED NETWORK

**TEAM 5**

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**THANK YOU**

**PEUKALO**



ERASMUS+

