

la ciencia
de
AGUANTAR

una fórmula empírica
para el caos

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SE NECESITA

pasión & **compasión**



pasión

Pasión

A woman with long dark hair is sitting on a light-colored sofa, her head buried in her hands in a gesture of distress or despair. The entire image is overlaid with a semi-transparent red filter. In the background, a potted plant is visible near a window with sheer curtains. The word "AGUANTAR" is written in bold white capital letters inside a white rectangular box, which is connected by a thin white line to the top edge of the image.

AGUANTAR

VIVO

YO



A person's leg and foot are shown stepping onto a railway track. The track is made of metal rails and gravel, and it recedes into the distance. The background shows some buildings and trees. The entire image is overlaid with a semi-transparent blue filter. Two white rectangular boxes with thin borders are positioned vertically on the left side. The top box contains the word 'ENFERMO' and the bottom box contains 'IN FIRMUS'. At the bottom left, the words 'no firme' are written in a large, white, lowercase sans-serif font. In the bottom right corner, there are three thin, white, concentric curved lines.

ENFERMO

IN FIRMUS

no firme

PACIENTE





**ENTRE LA CIENCIA Y LA REALIDAD UNA
REVOLUCIÓN SE PONE EN MARCHA**

Viajar para ellos ya no
será un impedimento

A man and a woman are looking at a laptop screen. The man is on the left, wearing a white shirt, and the woman is on the right, wearing a white lace top. They are both smiling and looking at the screen. The background is a blurred office setting. The text is overlaid on the right side of the image.

UNA PLATAFORMA QUE CAMBIA LOS PARADIGMAS

Pacientes que pueden ir mas allá de sus limitaciones.
Empresarios que apuestan a la felicidad de las personas.
Después de esto, sus vidas cotidianas y sus sueños serán transformados, con el solo desarrollo de esta red.

Por los sueños se suspira, por las metas se trabaja.

los sueños se cumplen



CONNECTUSMEDICAL
DIÁLISIS INTELIGENTE.CONECTA CON LIBERTAD

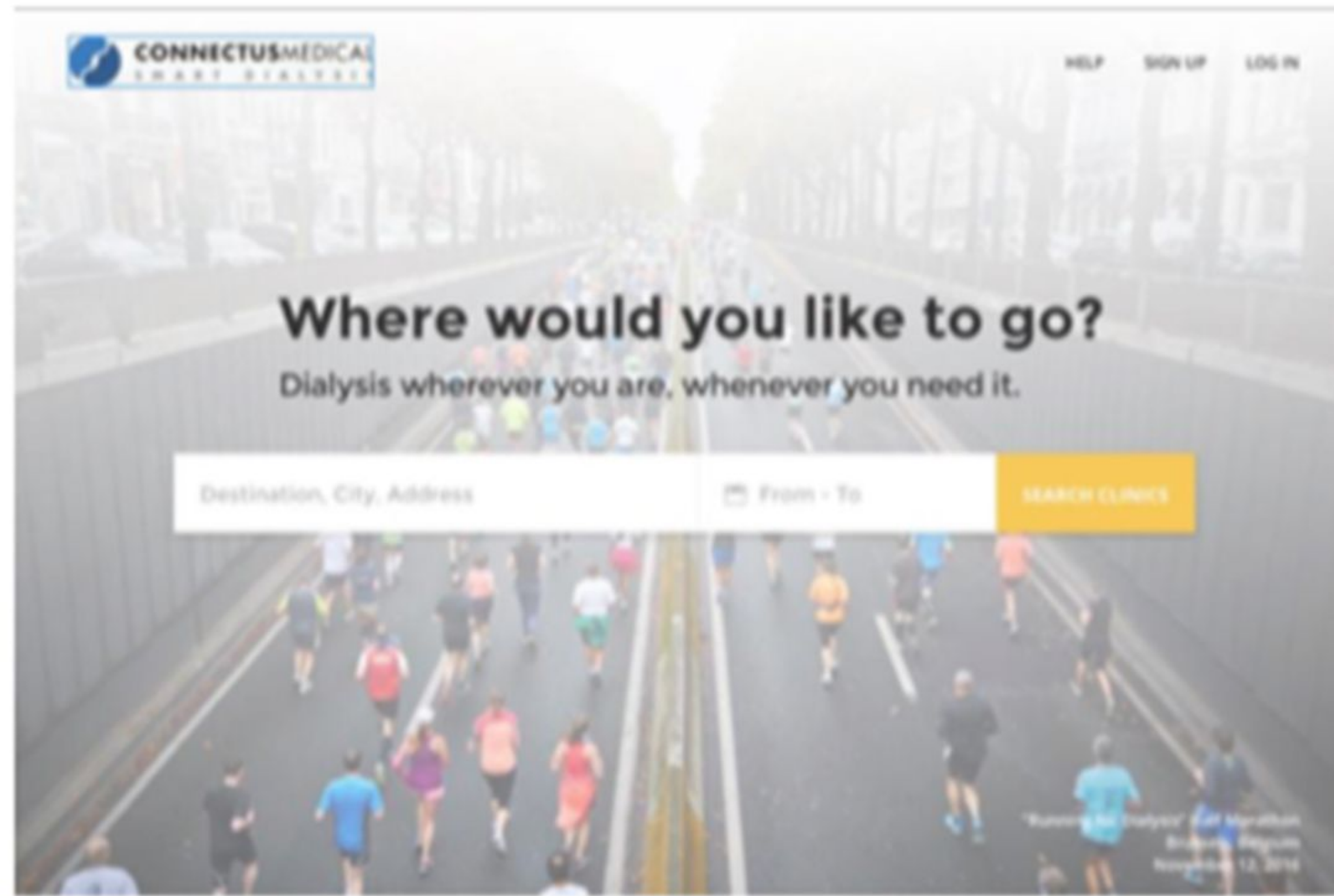
Where do you want to go?

Dialysis wherever you are, wherever you need it

[Search Clinics](#)

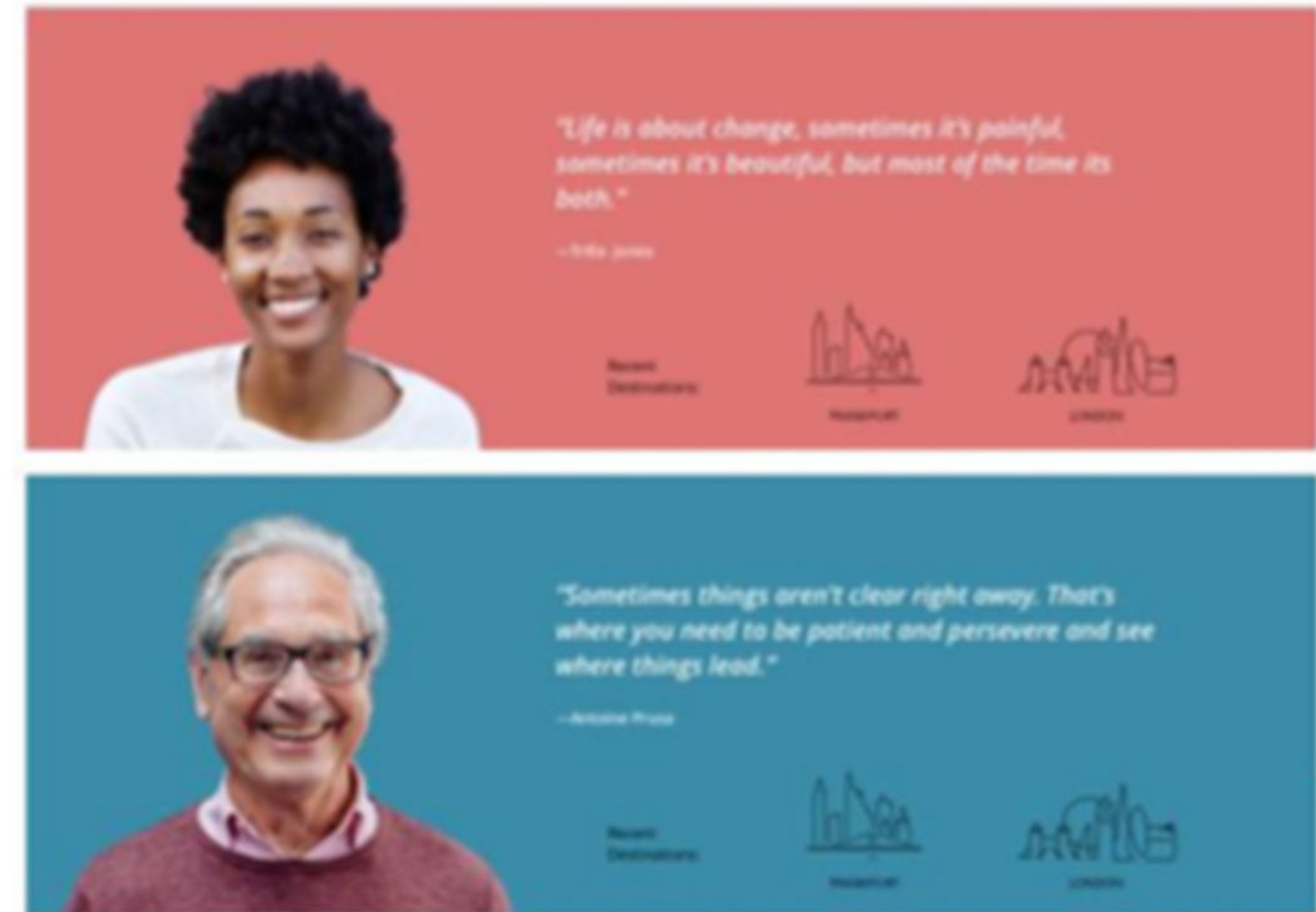
PACIENTE

Stage 1 – Research

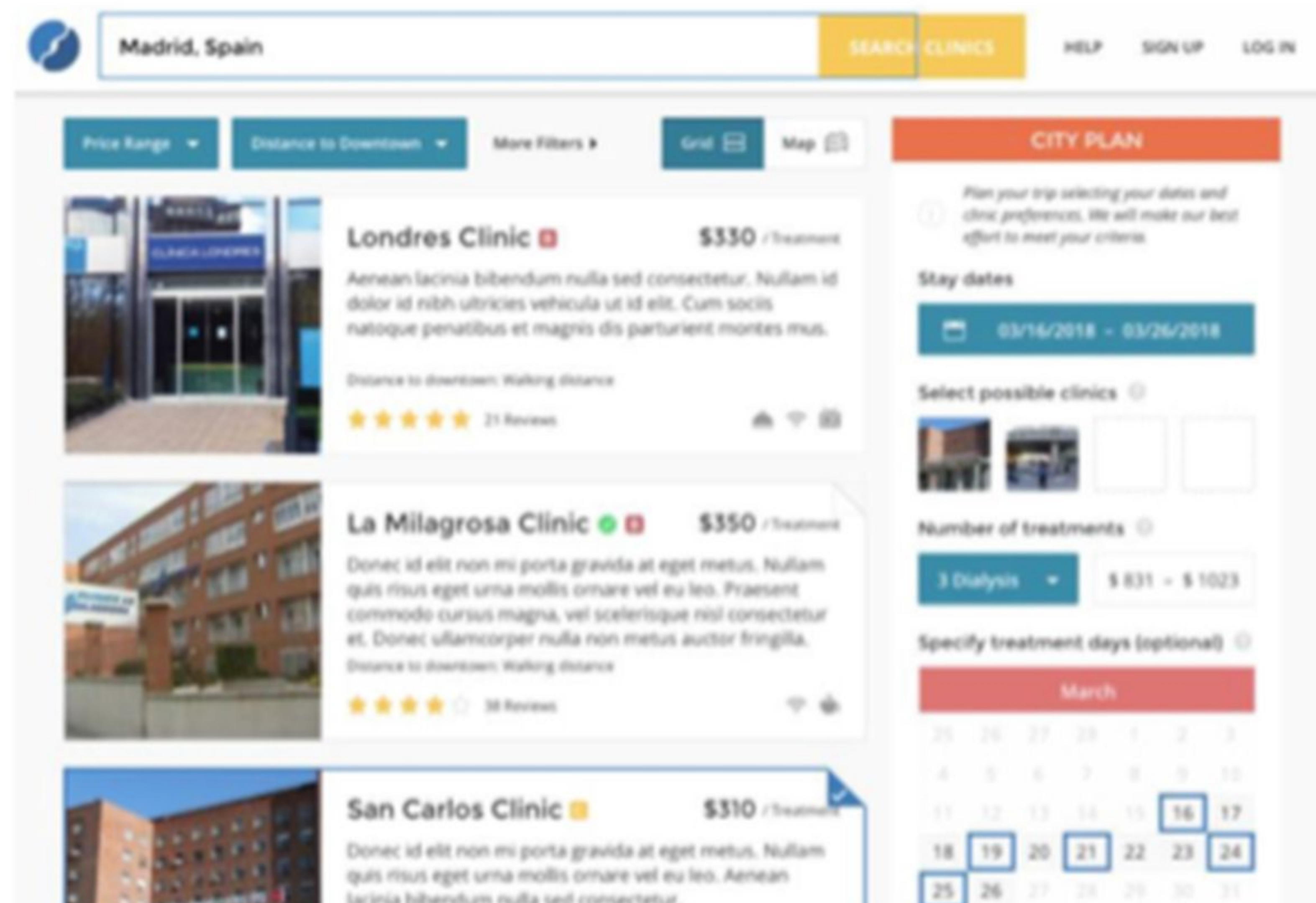


We use user testimonies to inspire trust in the service and feature destinations to awake the desire to travel.

We took inspiration from the **travel platforms** the **patients** found **most familiar** and we created a homepage that allows the user to go straight to the information he is looking for.

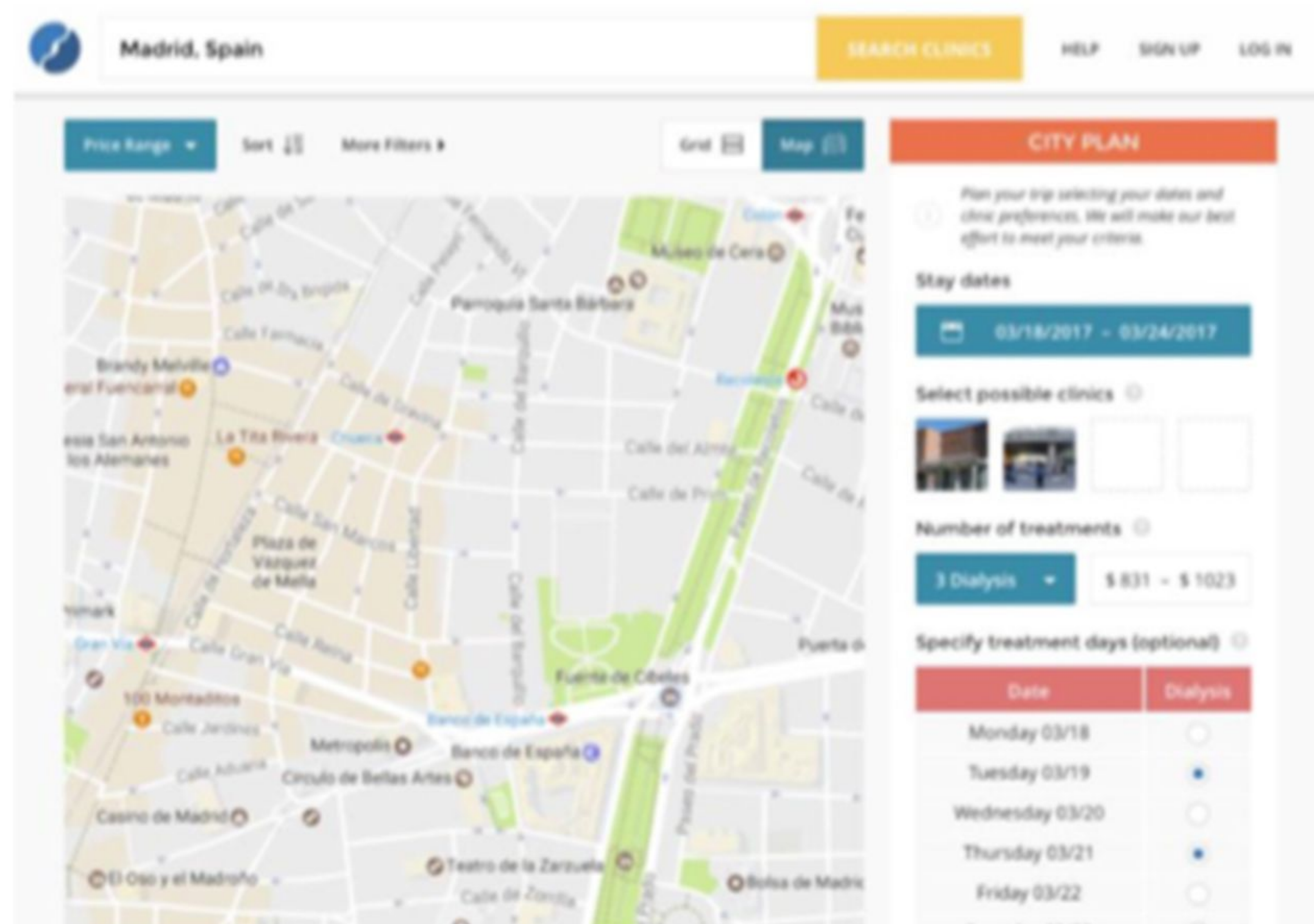


Stage 1 – Research



We were careful in presenting all the information patient said was important when researching a clinic.

We also made sure the user had the opportunity to express his preference when it came to dates and specific times of treatment.



A romantic couple, a man and a woman, are shown in profile, facing each other and smiling. They are embracing, with the man's hand on the woman's shoulder. The background is a blurred fairground at dusk, featuring a large Ferris wheel and colorful lights. The entire image has a soft blue overlay.

empatía

**EL OTRO PUEDO SER YO,
YO PUEDO SER EL OTRO,
NUNCA LO SABEMOS.**

El instinto por la vida



El poder de una reseña

Hernán Casciari



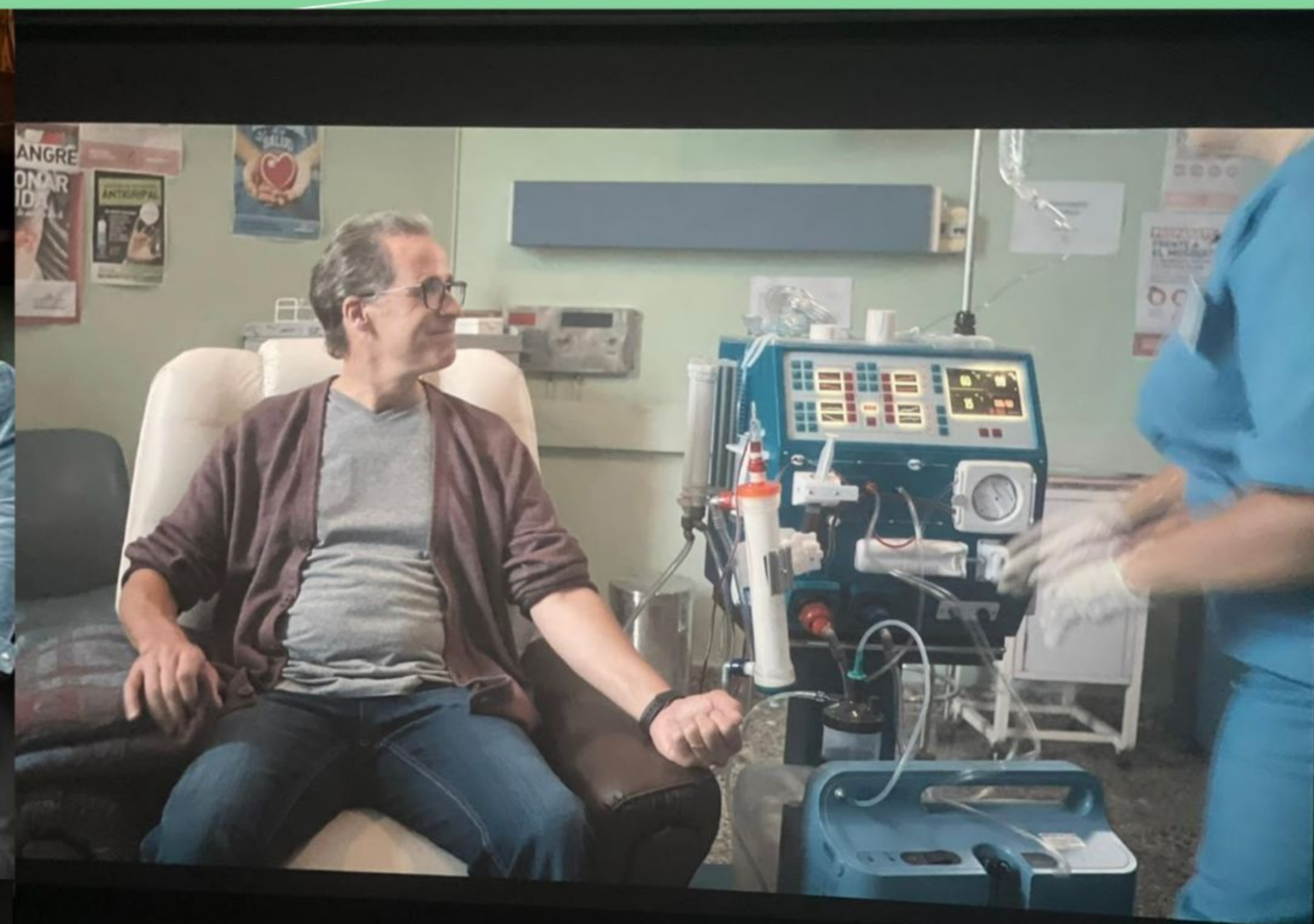
Evaluación sobre Javier

Excelente vivienda para huéspedes sedentarios y con propensión al infarto de miocardio. La zona es preciosa y posee comunicación directa con los mejores hospitales de Montevideo. Los anfitriones (Javier y Alejandra) se convierten al instante en ángeles de la guarda y te salvan la vida sin conocerte. Te llevan muy rápido al Hospital, en su propio coche, mientras te estás muriendo y después se quedan en la sala de esperas hasta que los médicos te ponen un bypass. No permiten que caigas en depresión ni que te sientas solo, te traen libros para que leas y además no te quieren cobrar los días que te quedás de más en su casa. ¡Muy recomendable!



A green-tinted photograph of a smiling man holding a glass and a woman smiling, with a white text box overlaid.

ESTAR LISTO PARA CUANDO HAY QUE USAR EL “PLAN B”



GUEST

HOSTS

**“Arriesgarse es perder el equilibrio momentáneamente.
No arriesgarse es perderse a uno mismo.”
Soren Kierkegaard.**





¡Gracias!

 **@javiartigasherrera**

 **@jartigasherrera**