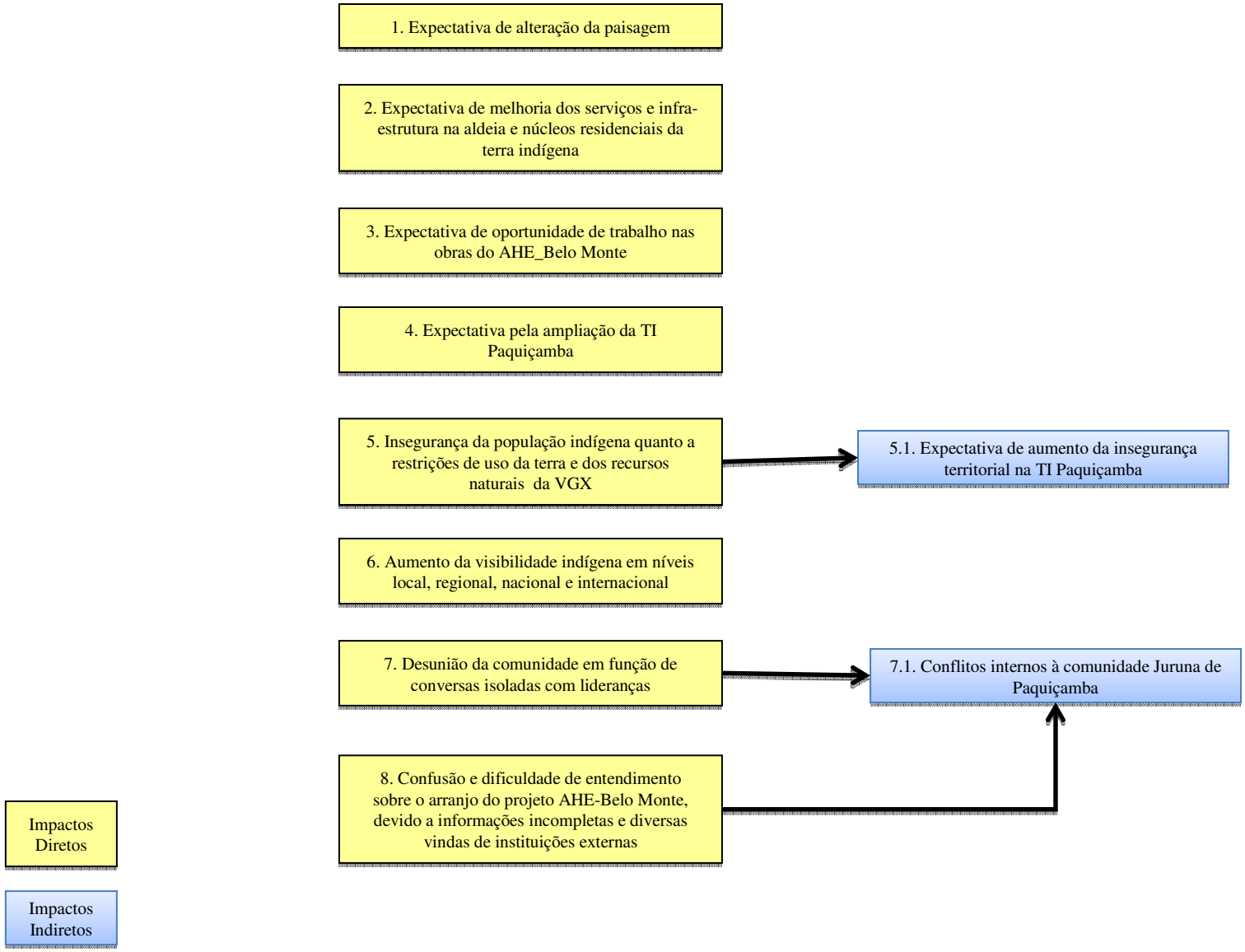1ª Etapa: Expectativa/Planejamento