

E D I T.

Web Fundamentals

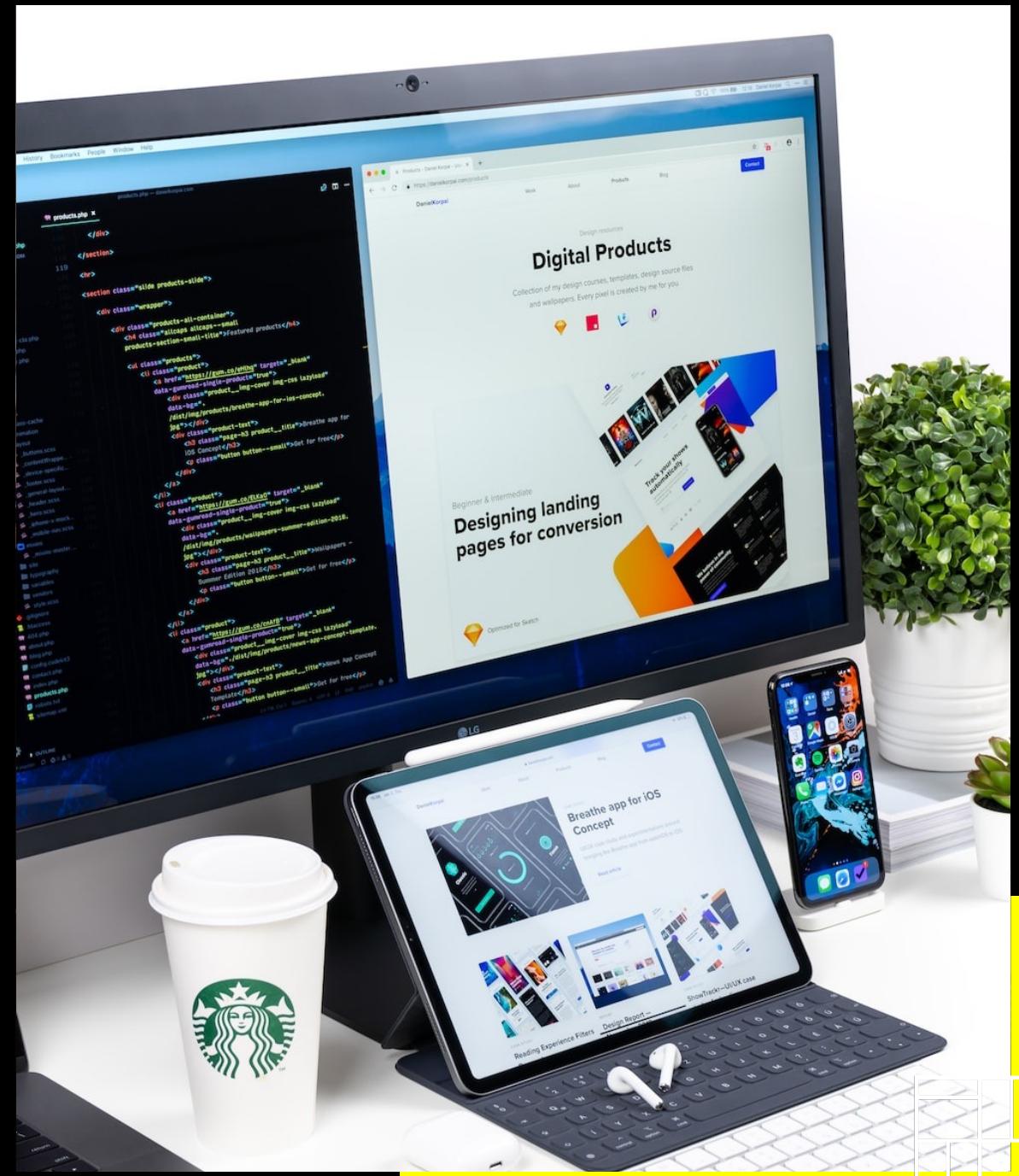
TUTOR

André Martins
UX Consultant, Hyphen



Conteúdo

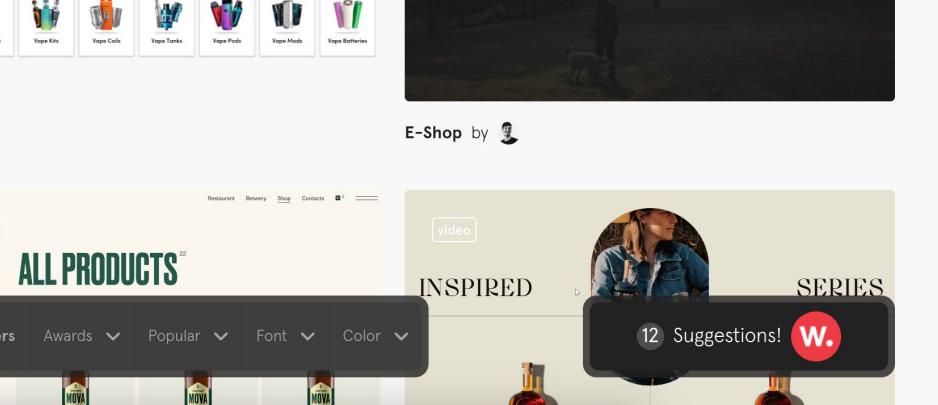
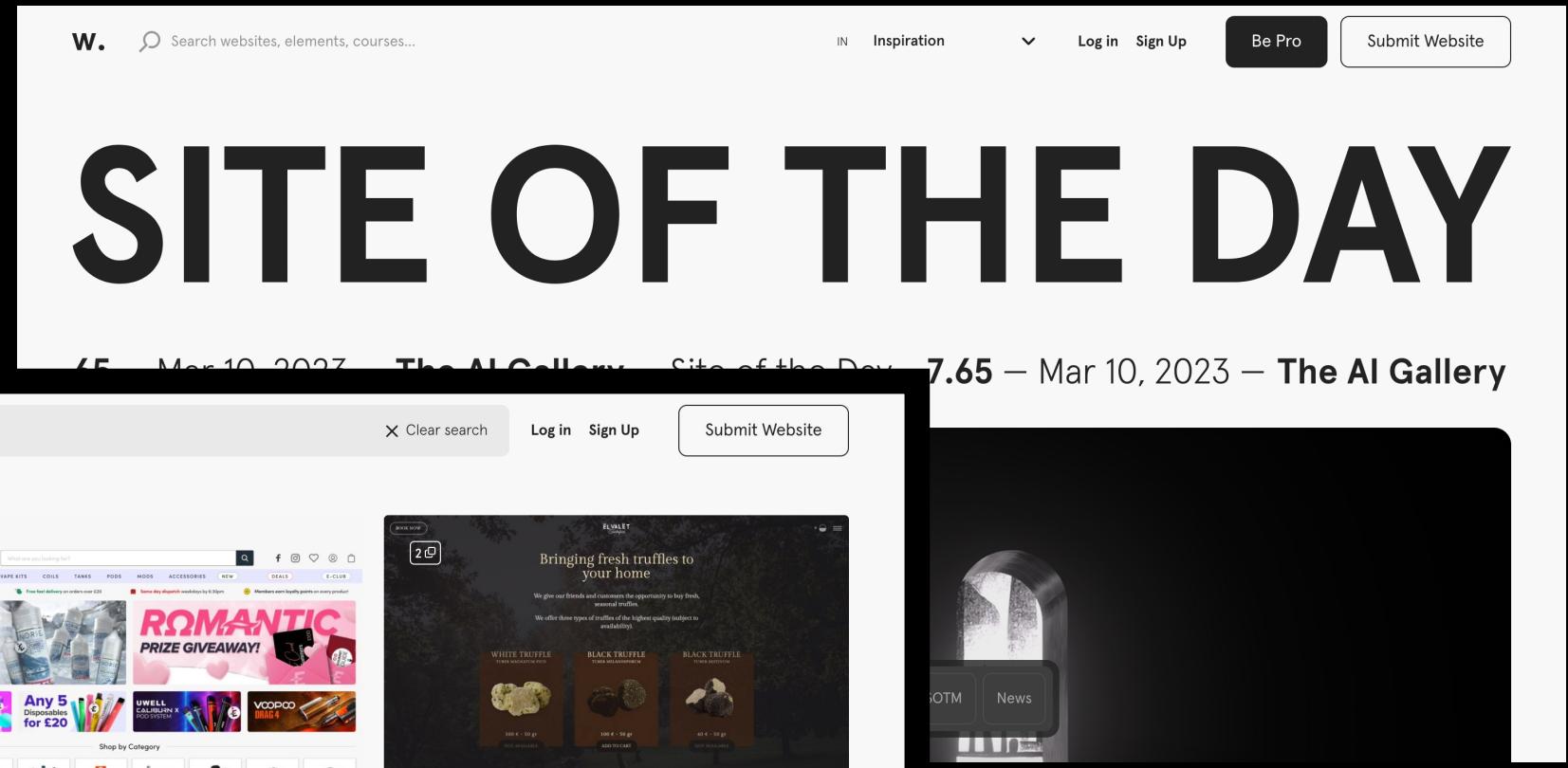
- Um pouco de história
- User Experience (UX) Basics
- User Interface (UI) Basics
- Responsive grids
- Cor, Tipografia
- Inspiração
- Criar protótipo



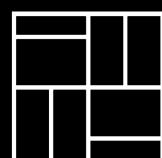
Inspiração



Awwwards



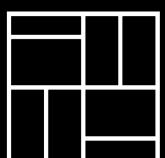
www.awwwards.com



Dribbble

The screenshot shows the Dribbble homepage with a dark background featuring a blurred image of a person's face. At the top, there is a navigation bar with links for 'dribbble', 'Inspiration', 'Find Work', 'Learn Design', 'Go Pro', 'Hire Designers', a search icon, 'Sign in', and a pink 'Sign up' button. Below the navigation is a row of category filters: 'Discover', 'Animation', 'Branding', 'Illustration', 'Mobile', 'Print', 'Product Design', 'Typography', and 'Web Design'. A large, bold heading 'Explore the world's leading design portfolios' is centered. On the left, a section titled 'E commerce' displays several mobile application designs. Each design is shown on a card with a small preview image, the designer's name (Anastasia Golovko), their status (PRO), the number of likes (e.g., 415, 294, 329, 360), and the number of followers (e.g., 98.7k, 28.4k, 42.2k, 90.9k). To the right of the cards, there is a sidebar with the text 'See their portfolio work on creative professionals.' and a blurred image of a person's hand holding a smartphone with the text 'uxdesign app design' and the handle '@yumecon'.

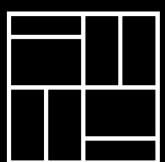
www.dribbble.com



Site Inspire

The screenshot displays the homepage of Site Inspire, a platform for showcasing creative websites. At the top, there's a navigation bar with links for Websites, Directory, About, Sponsorship, Styles, Types, Subjects, Platforms, and Search. A user profile icon is also present. Below the navigation, a large banner features the text "Latest from the Showcase" and a link to "Styles+Partners". The main content area is a grid of website thumbnails. The first row includes "Post Familiar" (a wine website), "Andersen-Andersen" (a clothing brand), and "Brandpad.io" (a service for brand guidelines). The second row includes "Sing Thing" (a design studio), "Nightworks Studio" (an interior design studio), and "Bureaucratic Posters" (a project translating popular music lyrics into bureaucratic language). Each thumbnail provides a preview of the website's design and content.

www.siteinspire.com



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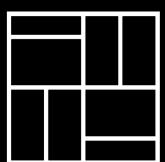
Twigwychsin®
Maciej Bączkowski

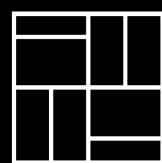
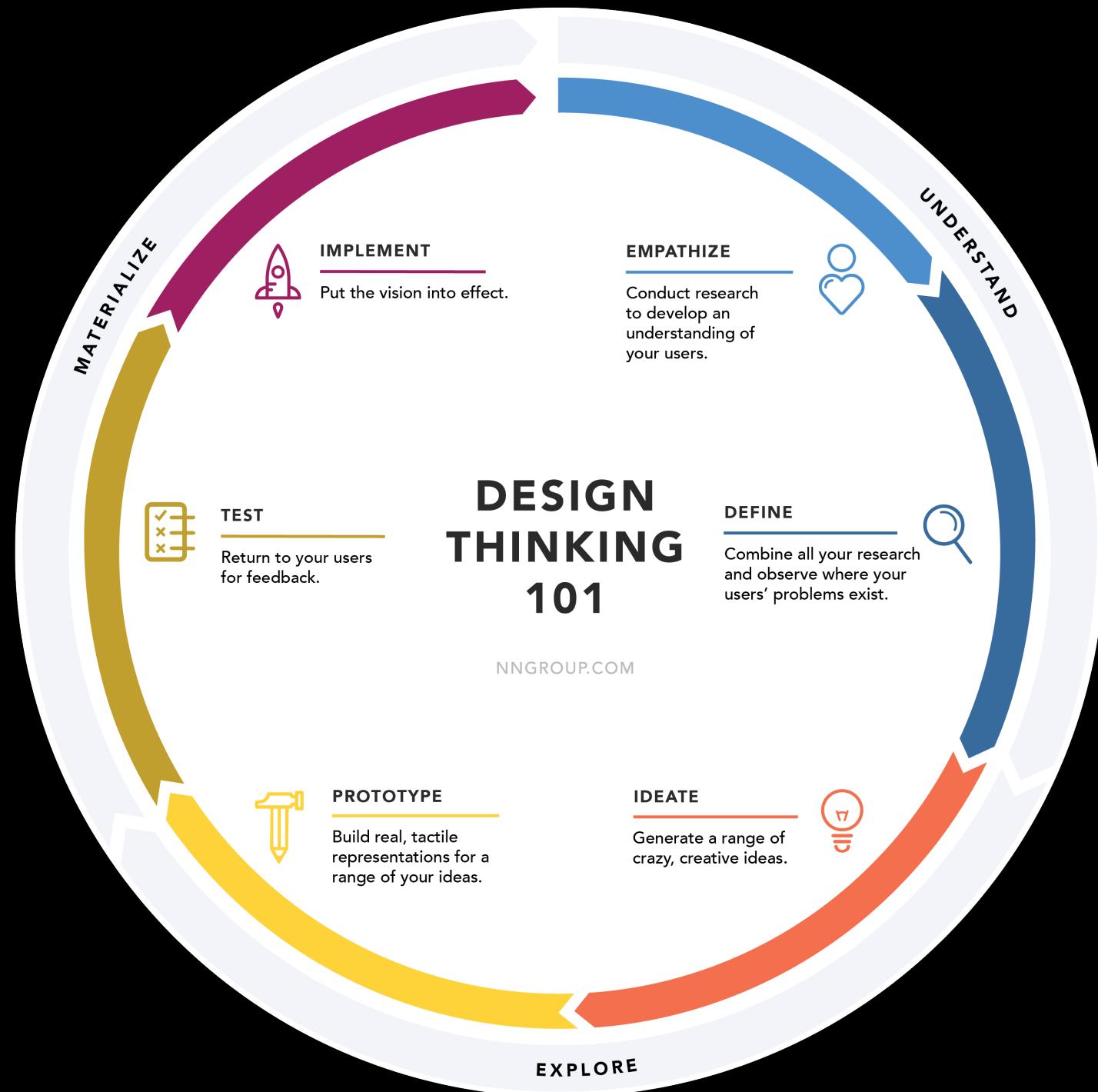
Little Lagniappe
Anntoine Marketing + Design

HACIEN TEQUILA

J-LEE

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Prototype

Protótipo

Benefícios:

- Processo experimental para testar, avaliar e validar hipóteses com custo muito reduzido (tempo / dinheiro)
- Detetar problemas mais cedo no processo
- Forma de “vender o produto” antes de ele ser realmente produzido



Prototype

Protótipo

- Representação de interface à escala final
- Pode ser construído em diferentes graus de fidelidade: baixa e alta
- Representa de forma mais fiel a interação



The 1-10-100 Rule: How Early Prototyping Prevents Costly Errors in Advance



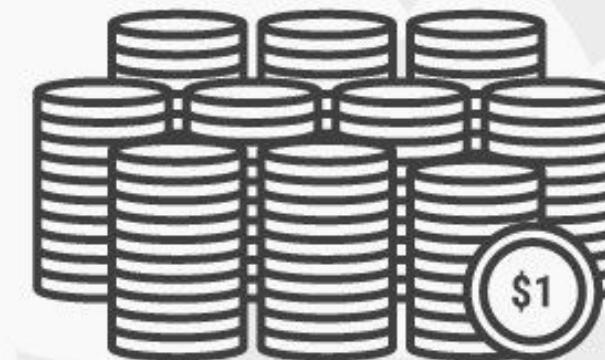
Prevention Cost: \$1

E.g., evaluating usability through early paper prototypes



Correction Cost: \$10

E.g., fixing usability errors discovered through usability tests with hi-fidelity prototypes



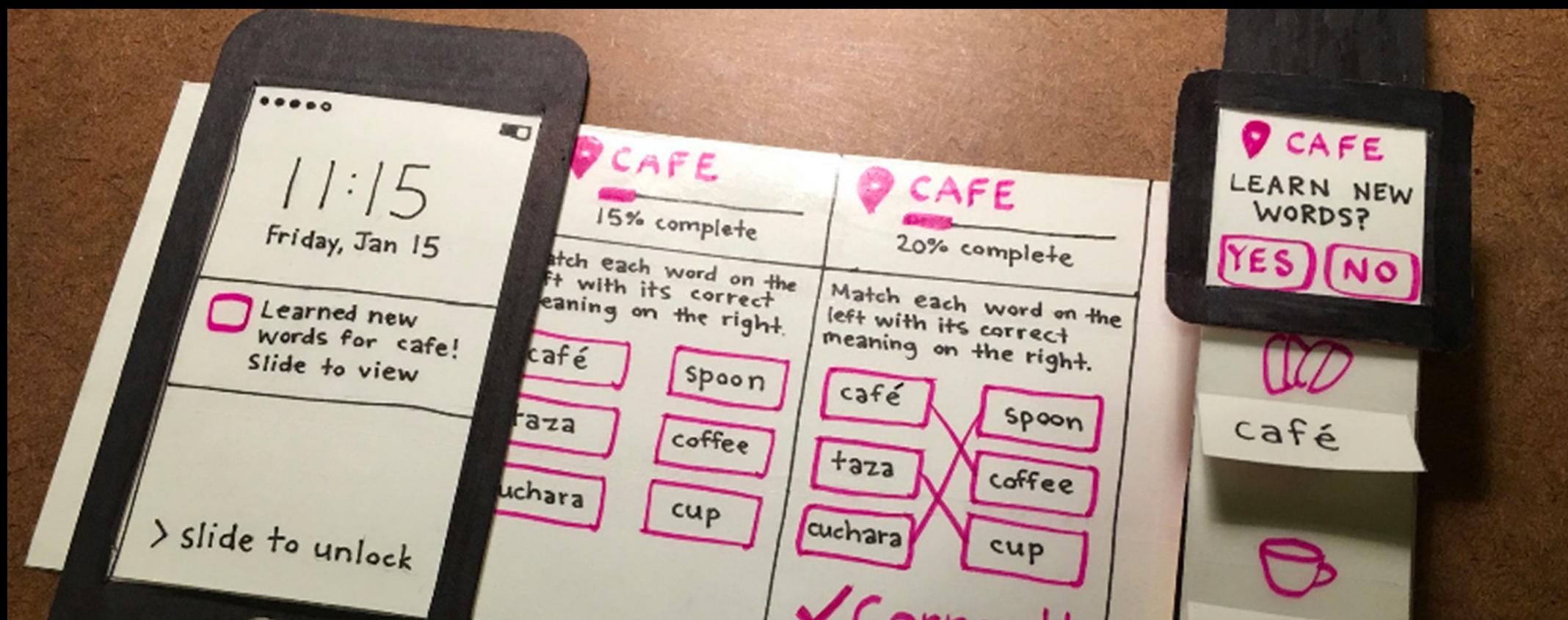
Failure Cost: \$100

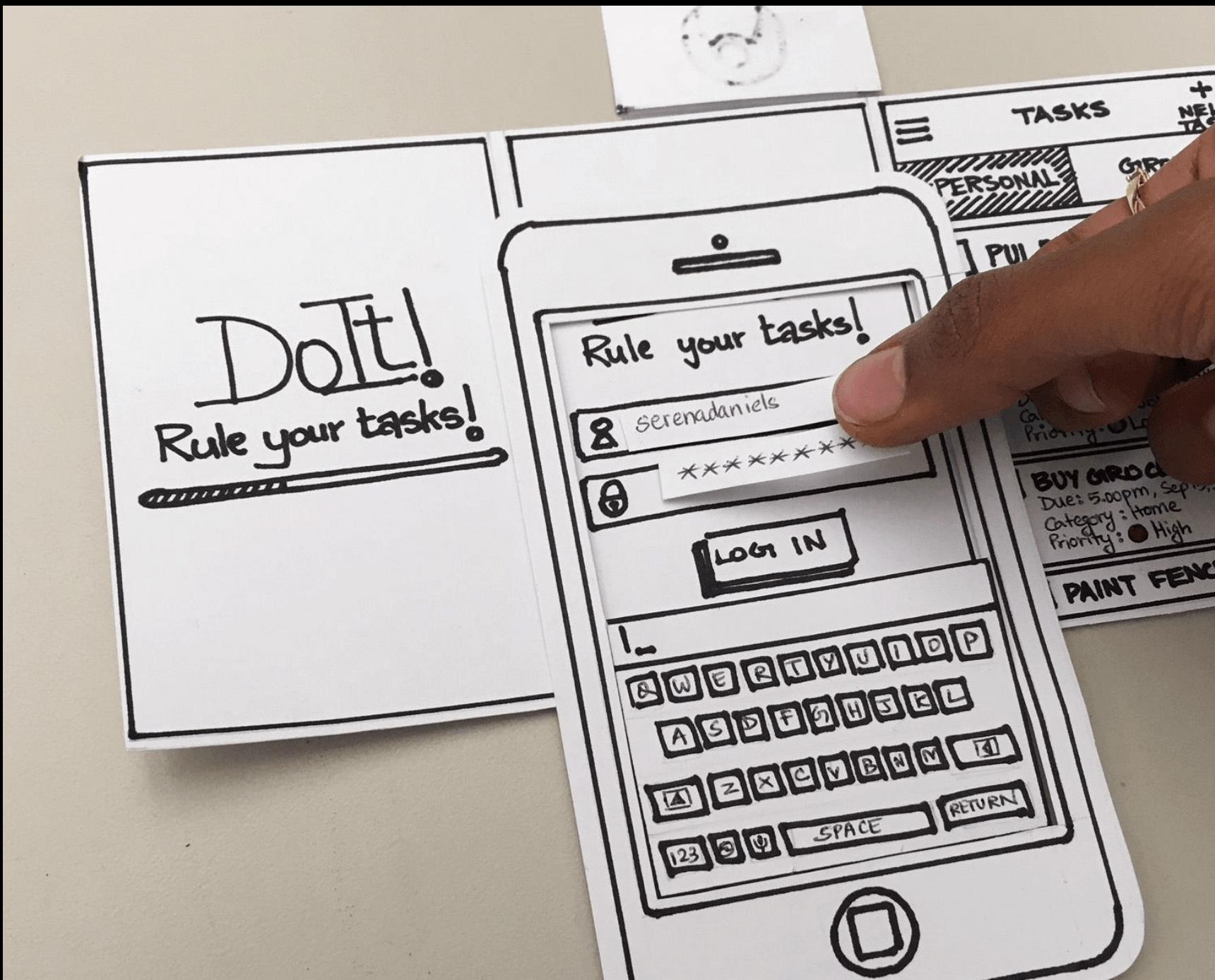
E.g., fixing the code and lost revenue from an error in the final product

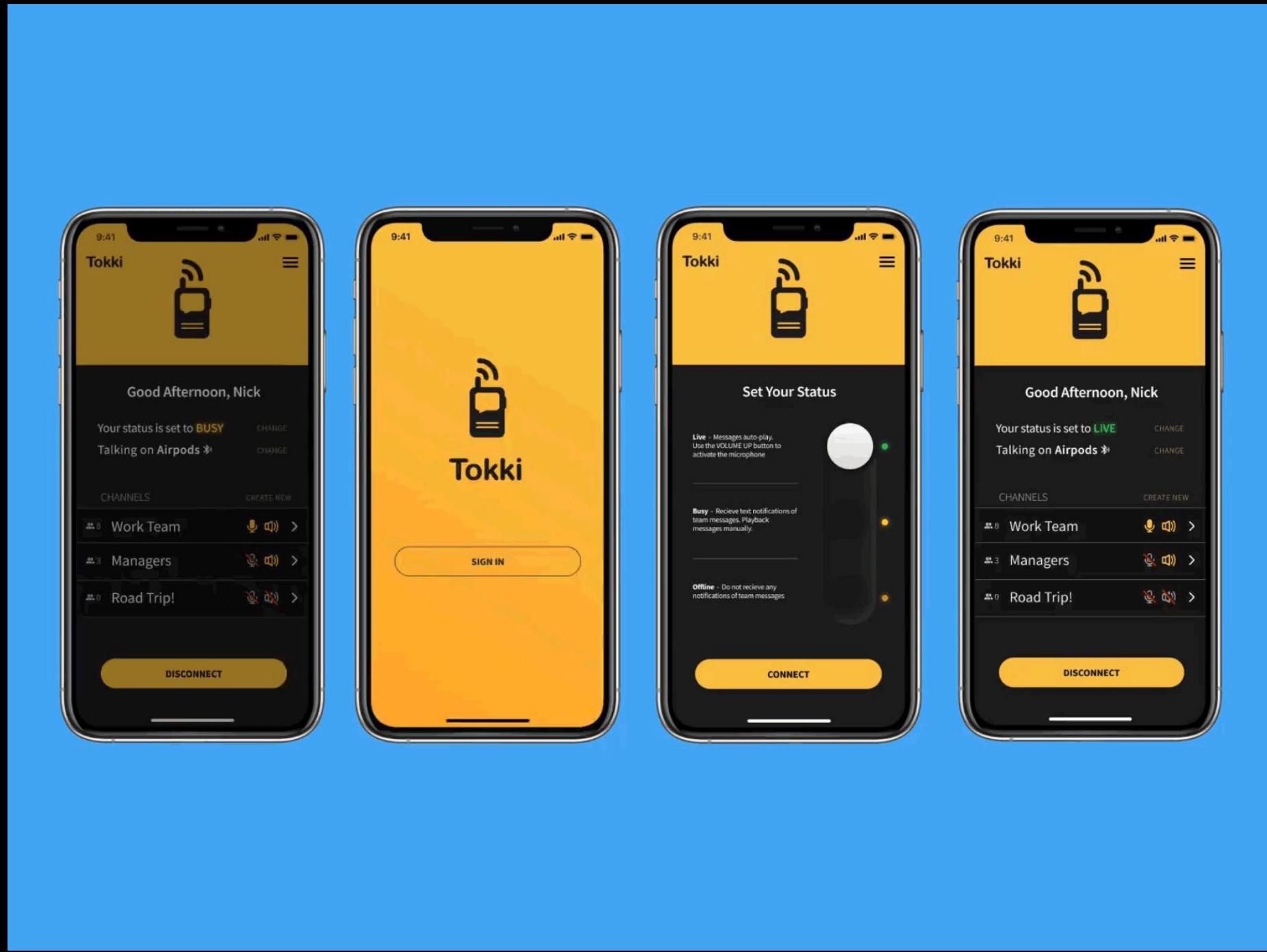


INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG







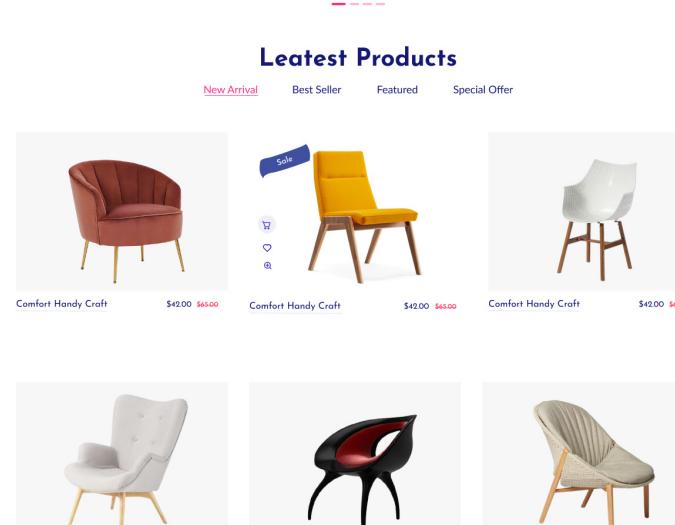
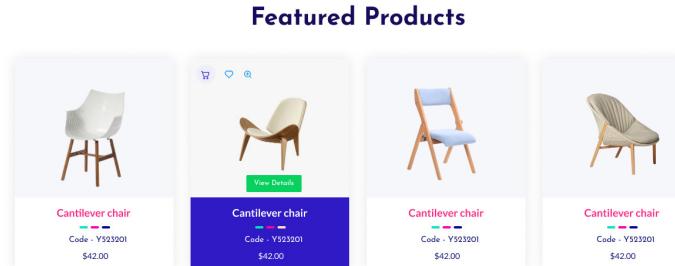
Exercício

Prototype

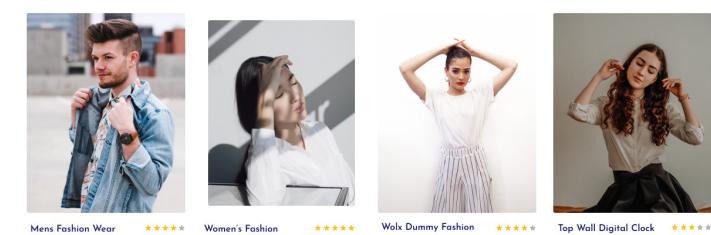
- Utilizando um UI kit previamente fornecido cria, em Figma, uma homepage e uma página de produto, de e-commerce
- Cria um protótipo interativo fazendo as devidas ligações entre as duas páginas

The homepage features a purple header with navigation links for English, USD, Login, Wishlist, and Cart. A search bar and a magnifying glass icon are also present. The main banner displays a black pendant lamp and a pink armchair with a 50% off discount badge. Below the banner is a section titled "New Furniture Collection Trends in 2020" with a short description and a "Shop Now" button. A "Featured Products" section shows four cantilever chairs in different colors (white, blue, yellow, grey) with "View Details" buttons. A "Latest Products" section shows three "Comfort Handy Craft" chairs in red, yellow, and white.

The product details page for a "Playwood arm chair" shows a large image of the black chair on a bed. To the left are smaller images of the chair and a matching ottoman. The product title is "Playwood arm chair", it has a 4.5-star rating from 22 reviews, and is priced at \$32.00 (reduced from \$39.00). It is categorized under "Categories". The "Description" tab is selected, showing a brief description and a "More details" section with a list of bullet points. The "Additional Info", "Reviews", and "Video" tabs are also present.



Related Products



Bibliografia

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- <https://m2.material.io/design/layout/responsive-layout-grid.html>
- <https://www.interaction-design.org/literature/topics/prototyping>
- <https://www.flux-academy.com/blog/the-best-websites-for-web-design-inspiration>

Links úteis

- www.awwwards.com
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