



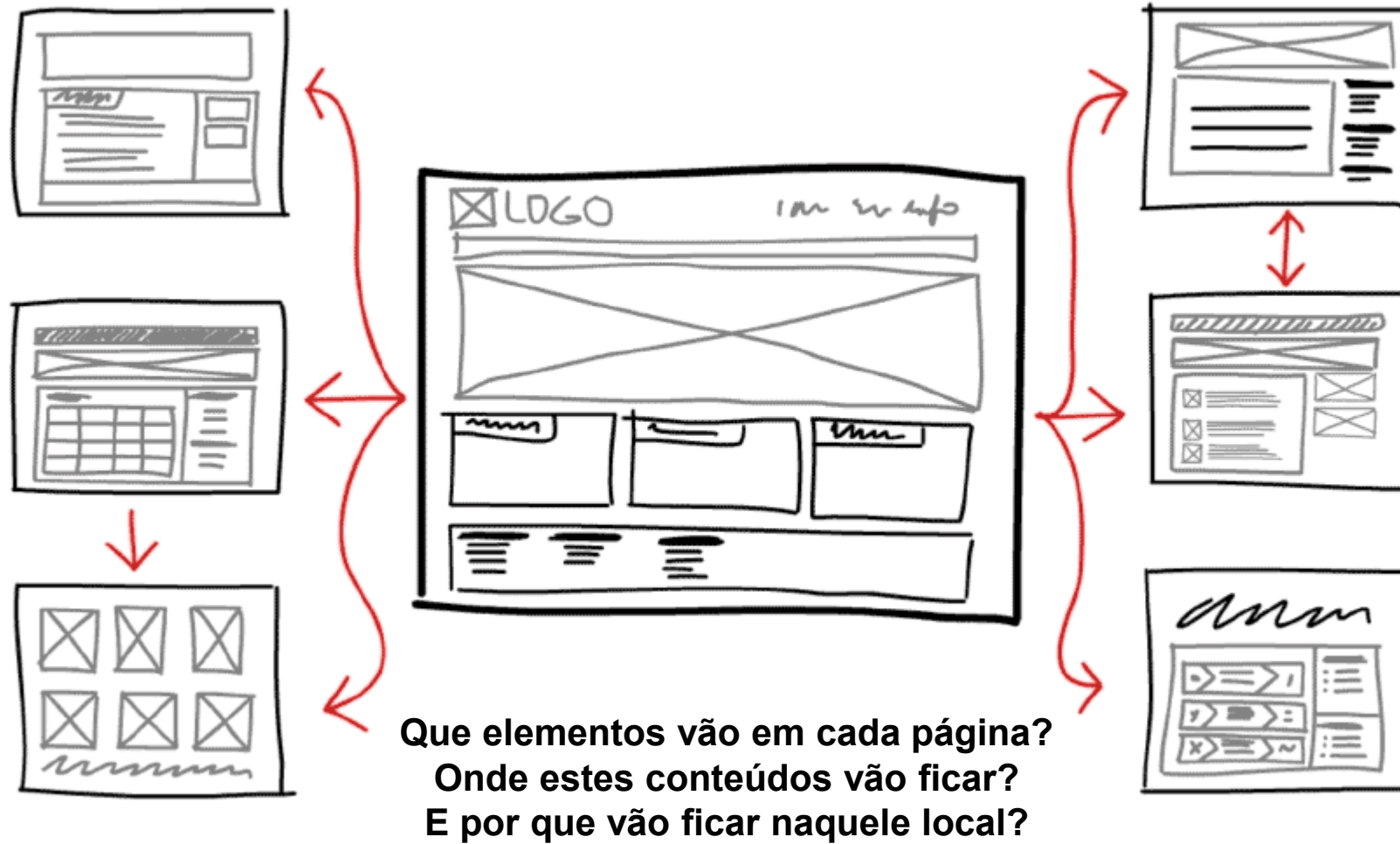
Design Gráfico e User Experience

Wireframe

Criando o layout de seu site/aplicativo

Prof. Maurice Chalom

Wireframes



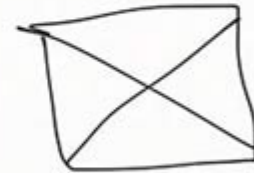
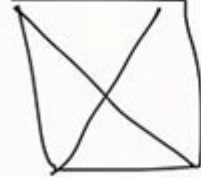
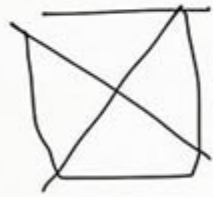
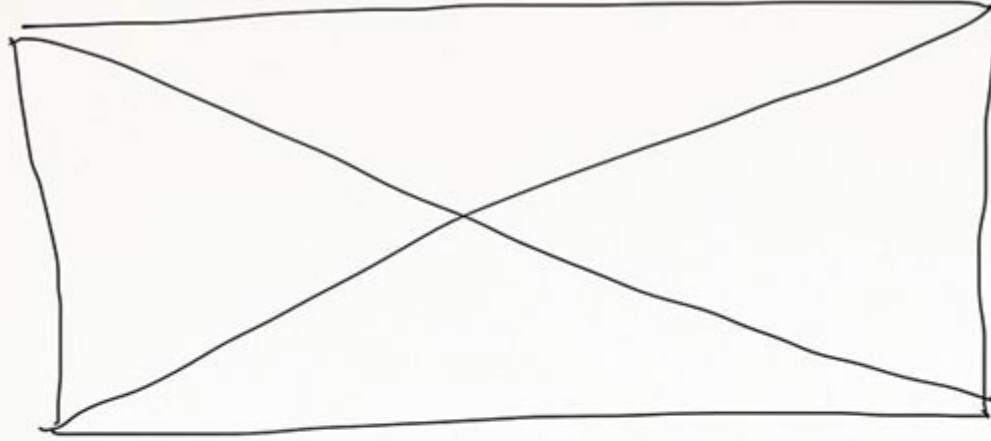
Wireframes

- São ilustrações básicas (rascunhos) da estrutura e componentes de uma página web.
- Guia visual p/ a construção do layout.
- Permite visualizar e estruturar suas ideias mais facilmente.
- Ajudam a definir a disposição dos elementos na tela.
- Ajudam o processo de aprovação, e o desenvolvimento de outras áreas.

Podem ser apresentados em **Baixa fidelidade** e **Alta fidelidade**

Prototipagem interativa (protótipos navegáveis)

Logo



LOGO

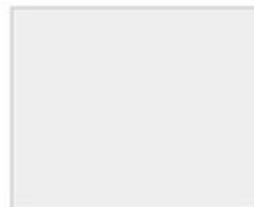
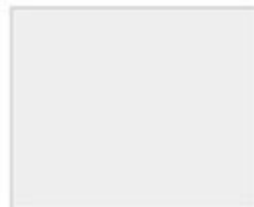
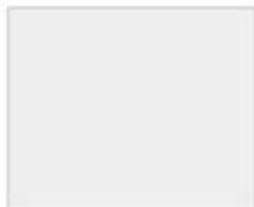
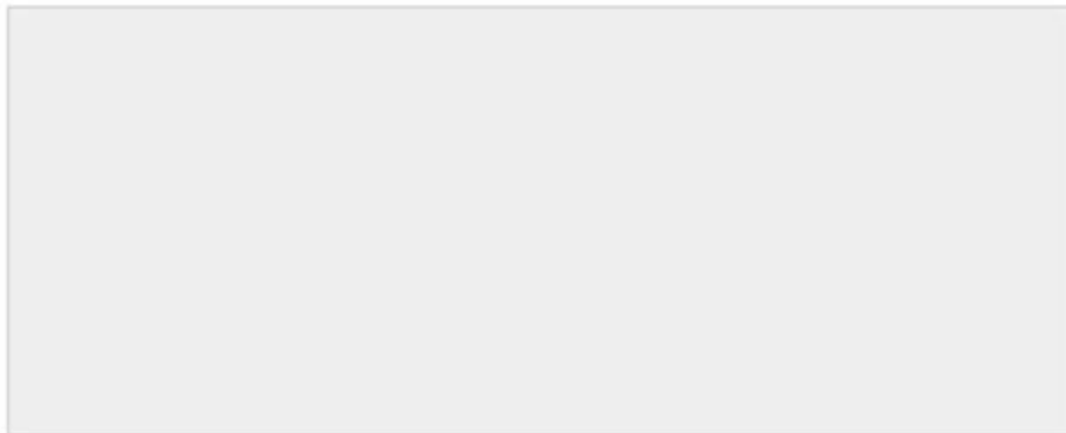
Item 1

Item 2

Item 3

Item 4

Item 5



Lorem ipsum dolor sit amet, consectetur.

Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.

Adipiscing elit. Aenean commodo.

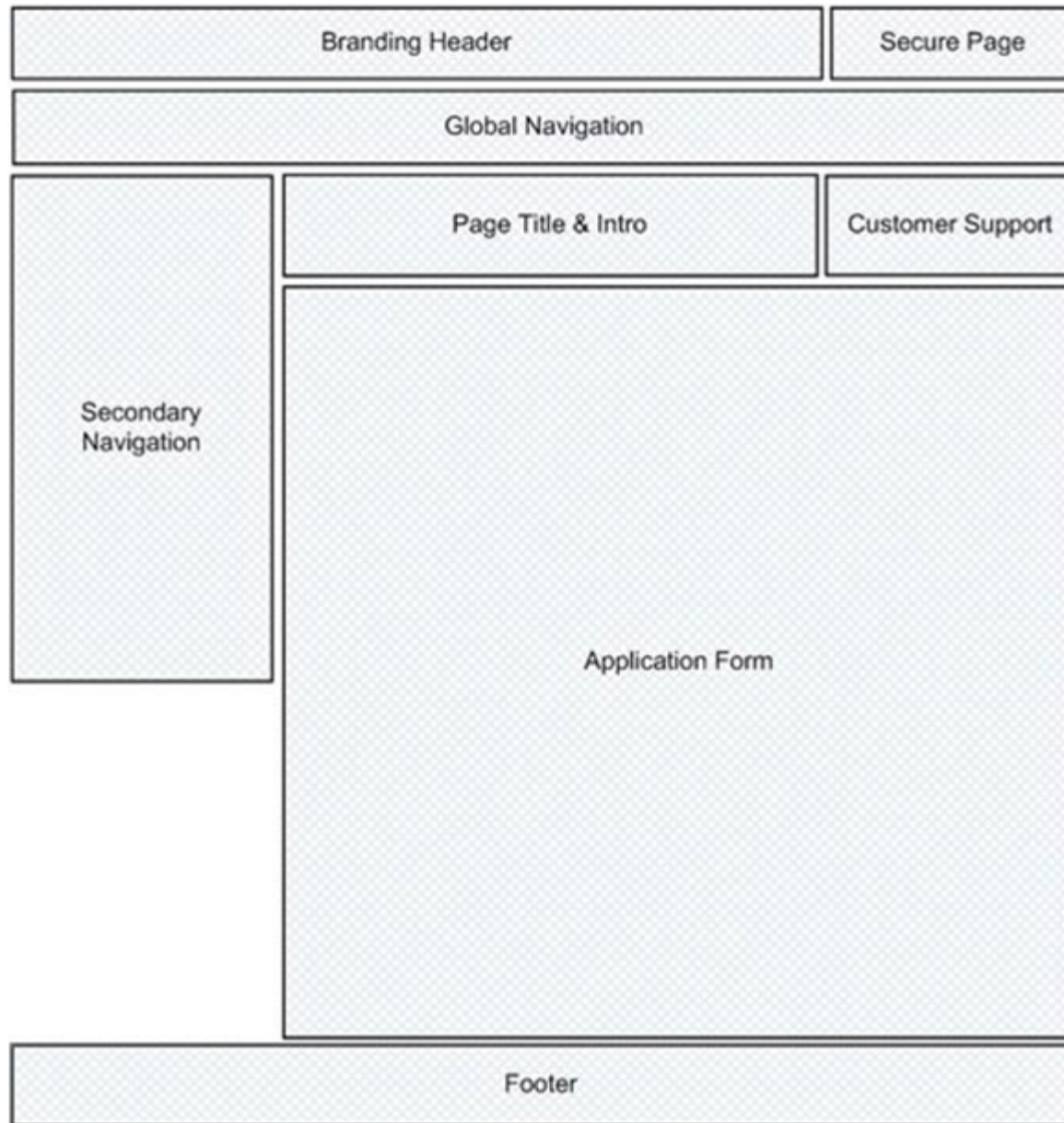
Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

Commodo ligula eget dolor.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus.

Aenean massa. Cum sociis natoque.

Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.





Wireframes

Baixa fidelidade

Tem o foco na estrutura e conteúdo.

Melhor para decisões da equipe antes de enviar ao cliente.



California Association of Directors of Activities

[Contact Us](#) | [Forums](#)
 SEARCH

Join CADA

[Area Information](#)
[State Convention](#)
[About CADA](#)
[Our Sponsors](#)
[CASL](#)
[Shop CADA](#)
[Resources](#)

"Hero" image

Leadership Development Days

« 1 2 3 4 »

CADA is the largest statewide support network for Activity Directors in the nation.

Our mission: promote and support leadership development and student activities.

Member Login

Username:

Password:

☐ Remember me

LOG IN

Not a CADA member? [Join today.](#)

Promo item

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. [Take the survey »](#)

New to CADA?

Which membership is right for me?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. [Apply online »](#)

How CADA can help you

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit. [Find out more »](#)

CADA community

Membership renewals

All memberships renew on June 30.

RENEW TODAY

Conferences & events

This year's State Conference is on July 30, in Las Vegas. [Find out more »](#)

Area news

- Sed ut perspiciatis unde
- Omnis iste natus error sit voluptatem
- Accusantium doloremque laudantium

Choose your area ▼

[Help me locate my area »](#)

Vendors and affiliates

Vendor directory

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. [Find a vendor »](#)

Become an affiliate member

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. [Apply online »](#)



[Home](#) | [Sign Up](#) | [Log In](#)

Search

[About Us](#)

[Our Services](#)

[News](#)

[Contact Us](#)



Company Volunteer Day 2013

It's estimated that approximately 16,000 pets die in U.S. shelters every single day. This means that roughly every single hour of the day, 667 sweet furry babies are taking their last breath. This is just cats and dogs and does not include the thousands of other unwanted animals that people consider pets.

[GET STARTED TODAY!](#)

JOIN OUR TEAM!

This is just cats and dogs and does not include the thousands of other unwanted animals that people consider pets.



Adopt a Pet! Saturday, June 7th!

Join us this weekend for Adopt A Pet Day! Friends and Family welcome!

LATEST NEWS

May 15, 2013

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

May 15, 2013

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

May 15, 2013

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

UPCOMING EVENTS

Open House May 15, 2013

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Community Sale May 15, 2013

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

[read more](#)

About

Company
Who We Are
Community
Careers

Services

Management
Consulting
PR Relations
Media

Community

Volunteer
Events
Calendar
Team Members

Give us a Call! 888-234-0980

Copyright 2013 All Rights Reserved.

Capsule

Capsule

Capsule

Capsule

textbox

dropdown box

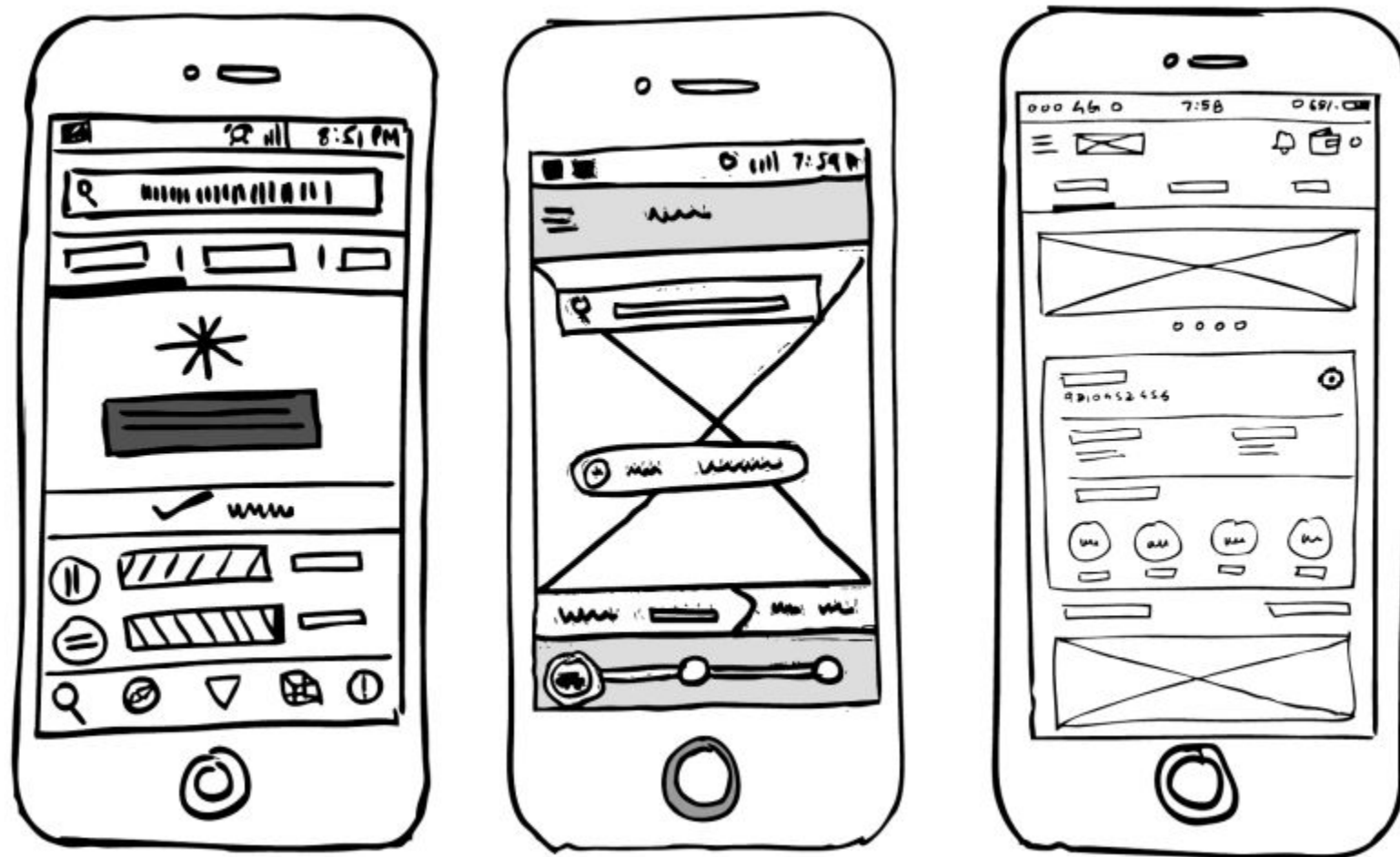


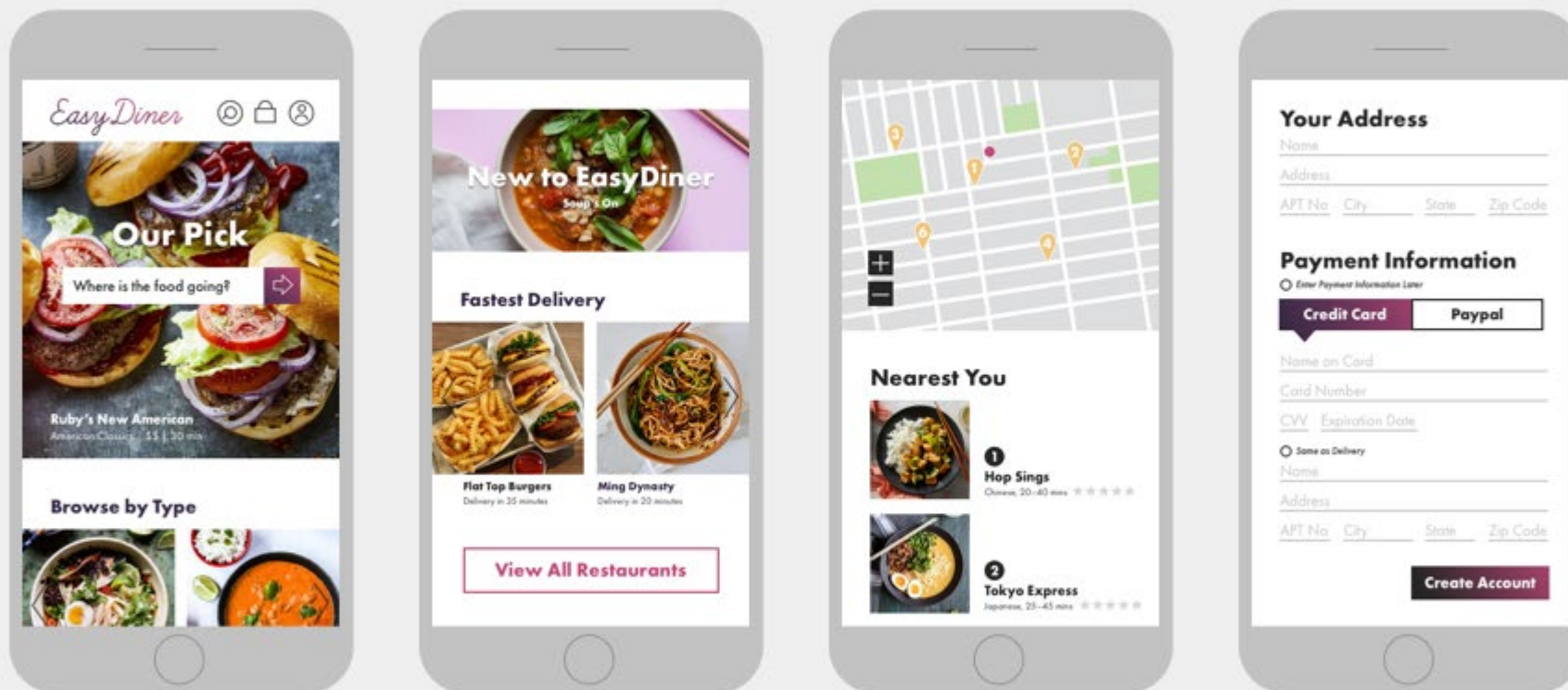
Capsule



2:33 6:10







Wireframes

Algumas ferramentas:

Lápis e papel.

Qualquer programa gráfico (photoshop, illustrator, corel, etc)

Diversos programas e sistemas online:

<http://www.mockflow.com/>

<http://iplotz.com/>

<https://www.jumpchart.com/>

<https://moqups.com/>

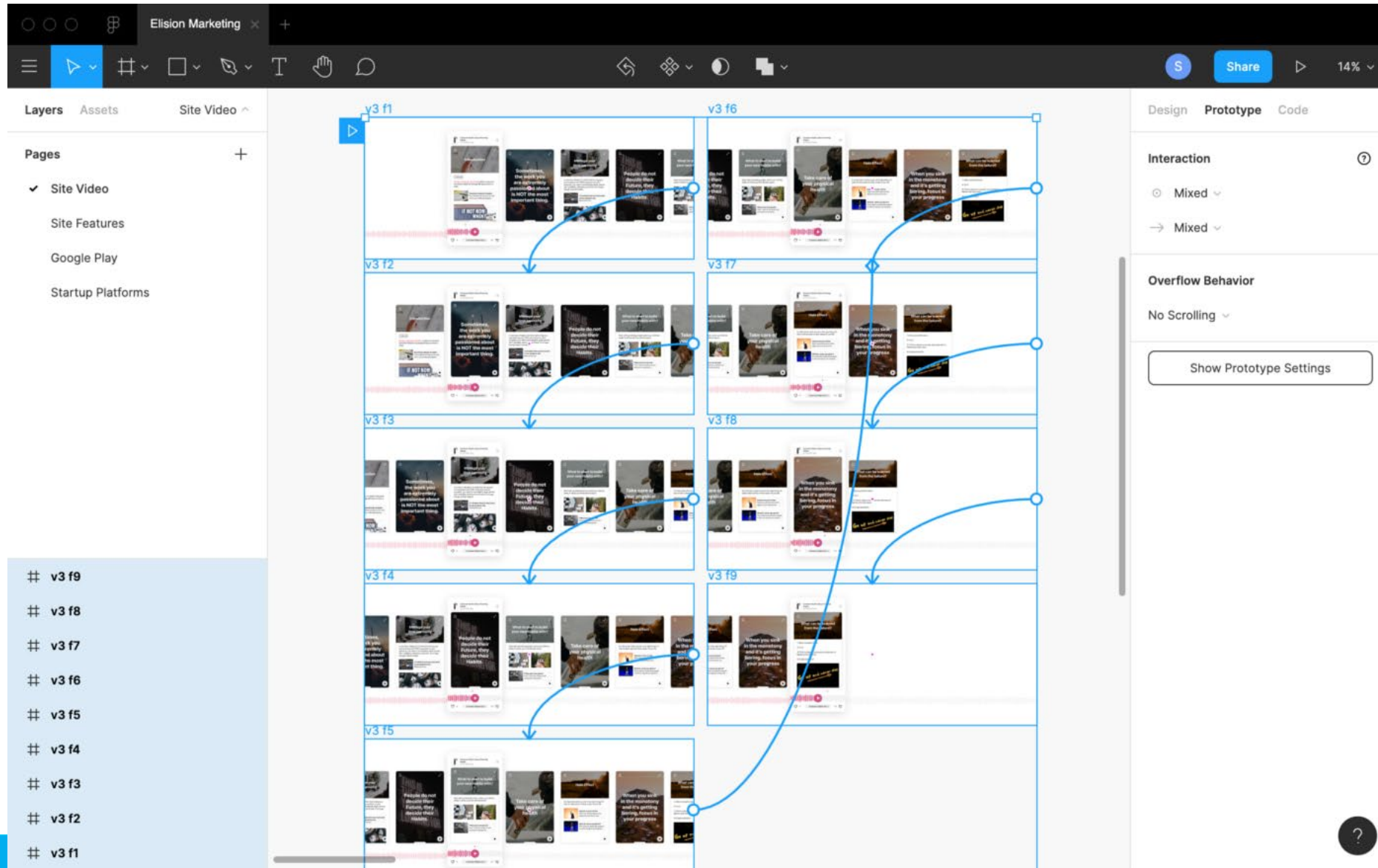
<http://www.axure.com/>

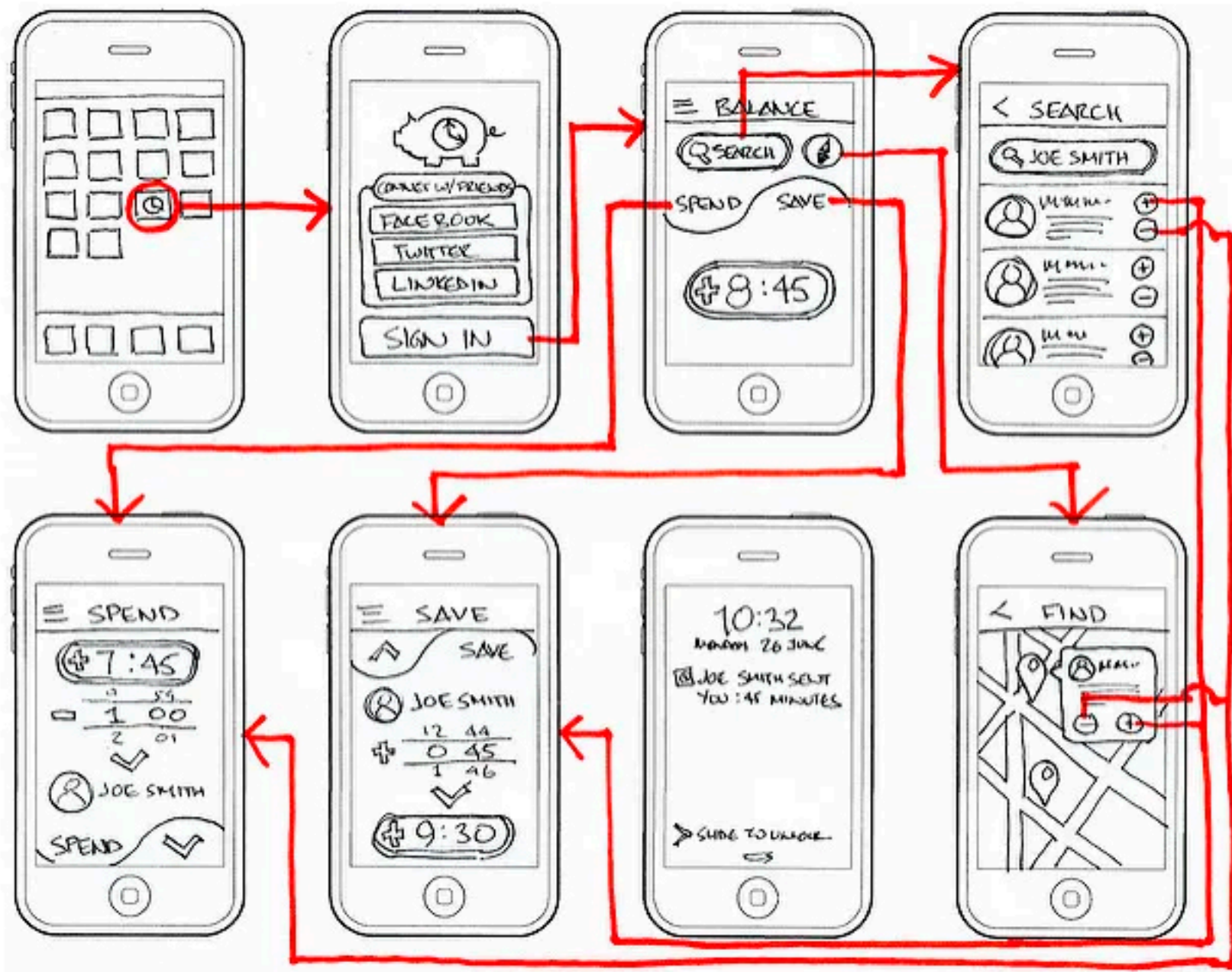
<http://keynotopia.com/>

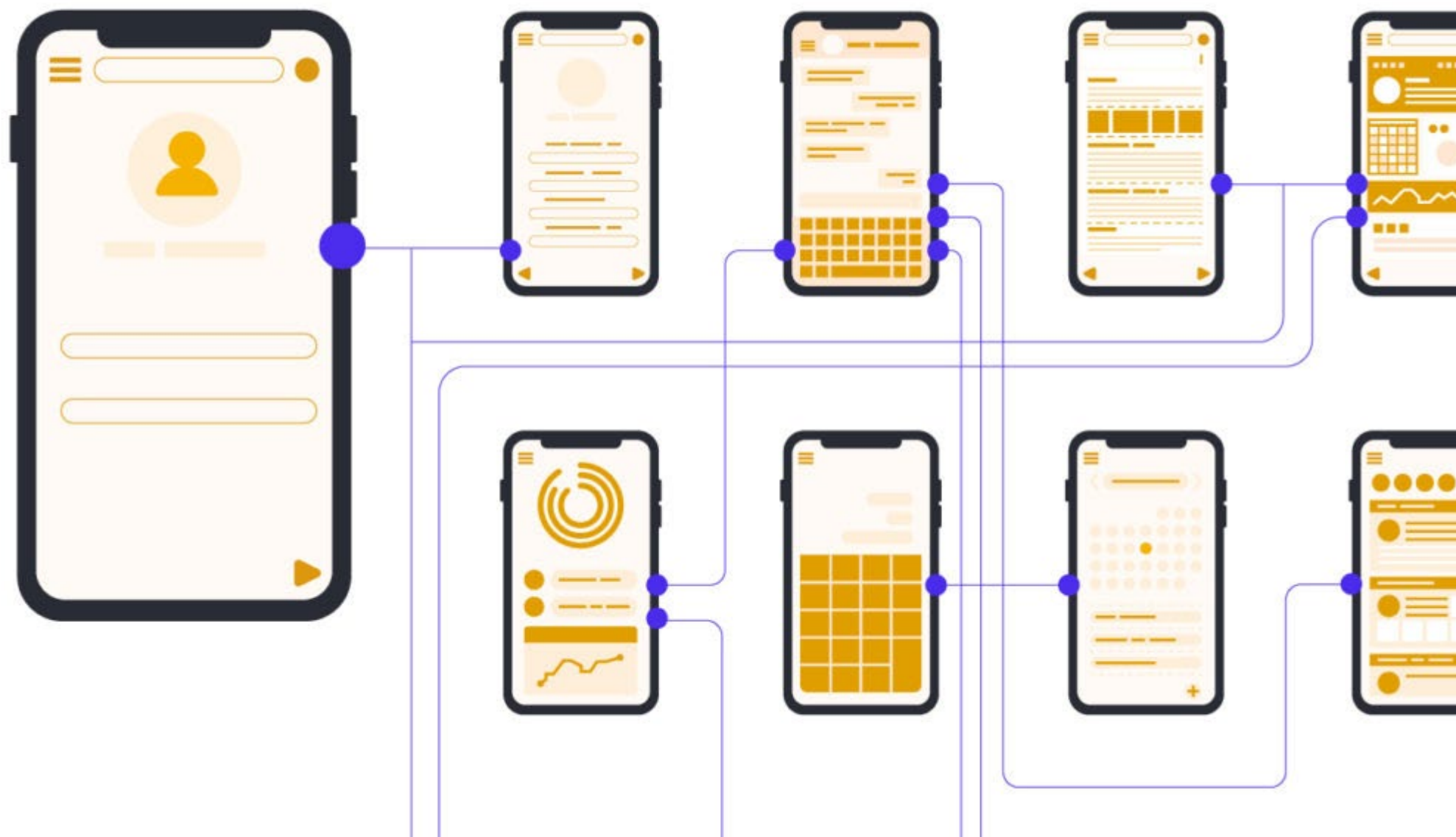
[Biblioteca de elementos](#)

[Para programas gráficos.](#)

Protótipos navegáveis







Protótipos navegáveis

- Possibilidade do cliente ver as funcionalidades / interações no site.
- Maior chance de fechar o layout sem mudanças futuras no desenvolvimento
- Chance de ver na prática questões como áreas de cliente logado e ou com outros tipos de acessos especiais.
- Possibilidade de já fazer um teste de usabilidade no processo de layout do site.

Programas próprios para prototipagem de sites, apps e interfaces em geral:

Figma - www.figma.com,

Adobe XD,

<https://marvelapp.com/>

<http://www.invisionapp.com/>

<https://www.sketch.com/>

Entre outros....

maurice.chalom@professores.ibmec.edu.br

OBRIGADO!



www.ibmec.br

 /ibmec

 ibmec

 @ibmec_oficial

 ibmec

