



# Estudio Tecno UI

## Desarrollos de UI





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Análisis de tipos de web: 1.0/ 2.0/ 3.0/ 4.0



Dispositivos: Mobile – Tablet - Desktop



Menú: Hamburguesa



Landing page: Mobile – Tablet - Desktop



MOCKUP Wireframes: Mobile – Tablet - Desktop



Workflow: Mobile – Tablet - Desktop





Análisis de tipos de web 1.0 / 2.0 / 3.0 / 4.0

## WEB 1.0

La web 1.0, fue la primera (apareció hacia 1990) y en ella solo se podía consumir contenido. Se trataba de información a la que se podía acceder, pero sin posibilidad de interactuar; era unidireccional.



DÓLAR - Banco Nación \$116.36 - Blue \$202.00



## La intimidad del poder Los 52 minutos que espantaron a Cristina Kirchner y sus deseos inconfesables

SANTIAGO FIORITI

Sigue la tensión en la cima del Gobierno. La nueva estrategia de Alberto Fernández y el malestar del Gabinete. La embestida del cristinismo contra Guzmán.

- **Economía.** Guzmán: "Hay que trabajar sobre consensos y con razonabilidad" María Laura Avignolo
- **Política.** Los Kirchner buscan "quebrar" a Alberto Fernández y vengarse de Guzmán Nicolás Wiñazki



Humor político  
**Ella lo odia**

ALEJANDRO BORENSZTEIN

Tenía 82 años  
Murió Enrique Pinti, ícono del humor argentino

FAMA



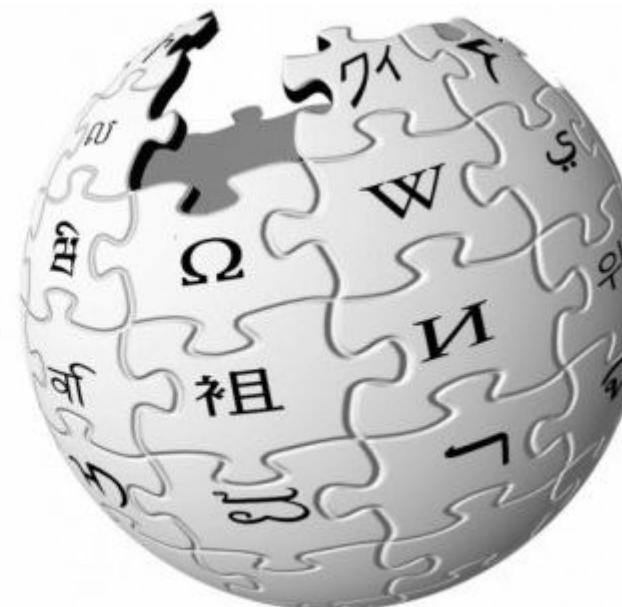
Adiós a Pinti  
La despedida al capocómico será en el Multiteatro: cuál fue su último deseo

ESPECTÁCULOS



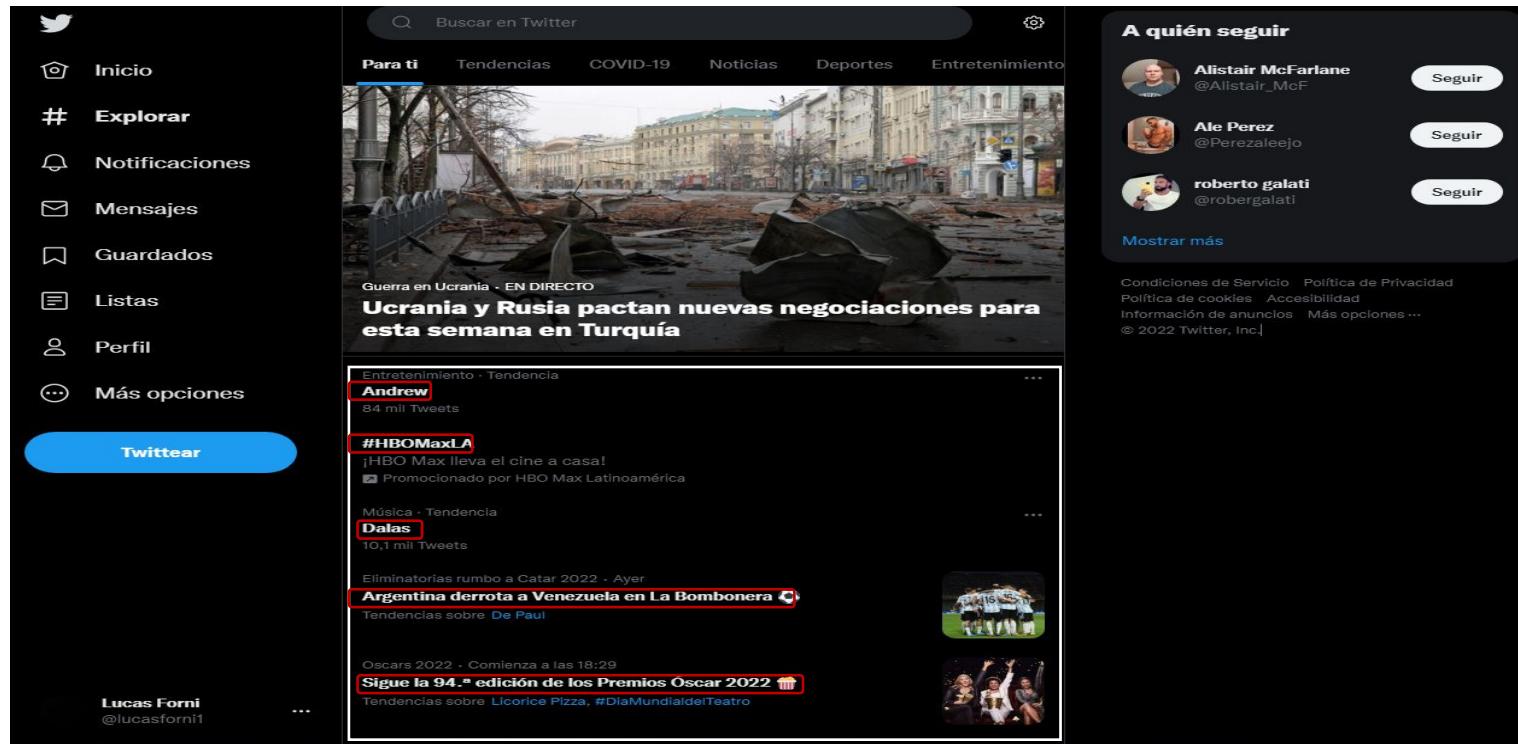
## WEB 2.0

La web 2.0, (apareció en 2004) y contiene los foros, los blogs, los comentarios y después las redes sociales. La web 2.0 permite compartir información. Y aquí estamos, de momento la mayor parte de los consumidores.



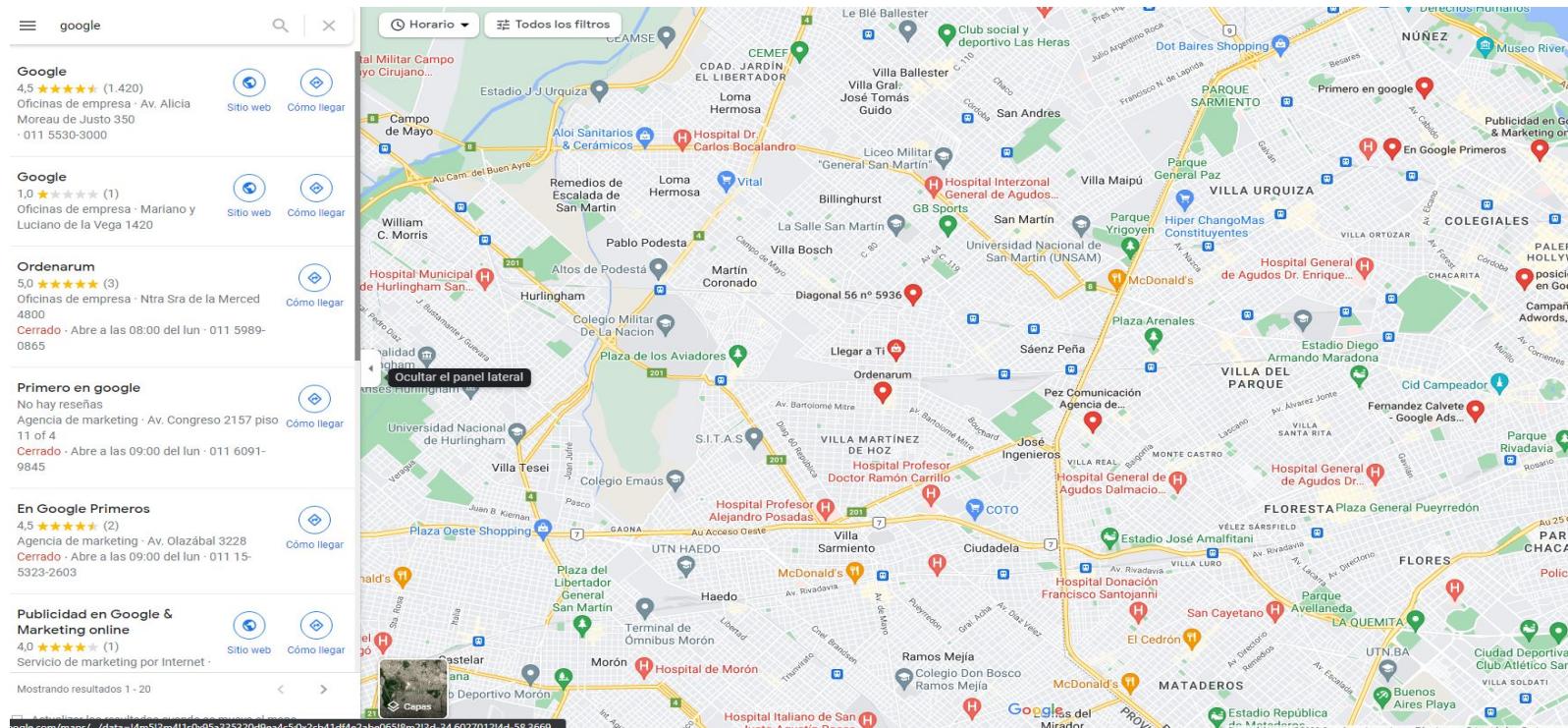
## WEB 3.0

La web 3.0 (fue operativa en el 2010) y se asocia a la web semántica, un concepto que se refiere al uso de un lenguaje en la red. Por ejemplo, la búsqueda de contenidos utilizando palabras clave.



## WEB 4.0

La web 4.0. empezó en el 2016 y se centra en ofrecer un comportamiento más inteligente y más predictivo, de modo que podemos, con sólo realizar una afirmación o una llamada, poner en marcha un conjunto de acciones que tendrán como resultado aquello que pedimos, deseamos o decimos.





**Dispositivos : Mobile – Tablet - Desktop**



## DISPOSITIVOS-MOBILE



**Motorola Edge 20 Pro**  
1080px – 2400px



**Xiaomi Mi 11 Lite**  
1080px -2400px



**Apple iPhone 12**  
1170px – 2532px



**Samsung Galaxy A52s**  
1080px – 2400px





## DISPOSITIVOS-TABLET



**Samsung Galaxy TAB A7**  
1340px – 800px



**Apple iPad Pro 12.9**  
2732px – 2048px



**Alcatel 1T**  
1280px – 800px



**Samsung Galaxy TAB S6**  
2000px – 1200px





## DISPOSITIVOS-DESKTOP



**BenQ XL-Series**  
Led 24 1920px -1080px



**Samsung F24T35**  
Led 24 1920px – 1080px



**Asus TUF**  
Led 27 2560px-1440px



**Viewsonic XG2431**  
Led 24 1920px-1080px



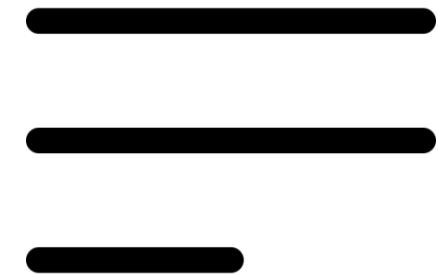
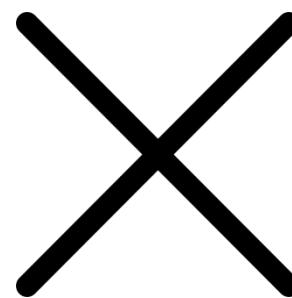
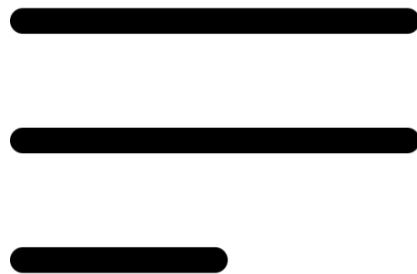


Menú : Hamburguesa



## Menú Hamburguesa

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## Menú Hamburguesa

X Cerrar

- Modelos y configurador >
- Ofertas
- Postventa >
- Ventas Corporativas
- Bicicletas
- Innovación & Tecnología >
- Simulá tu préstamo
- Verano

**Volkswagen**

X 🔎 Microsoft

- Microsoft 365
- Office
- Windows
- Xbox
- Soporte
- Software
- PCs & Devices
- Entertainment
- Empresas
- Desarrollador y TI
- Otros

**Microsoft**

X 🔎 Google Maps

- Terreno, tráfico y mucho más >  
Las capas cambiaron de lugar
- Tus lugares
- Tus contribuciones
- Compartir ubicación
- Tus rutas
- Tus datos en Maps

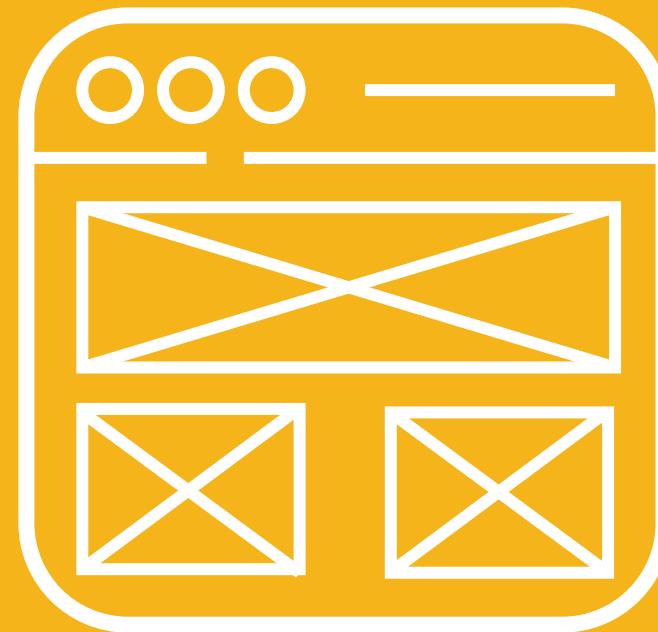
Indicaciones

Indicaciones

**Google Maps**

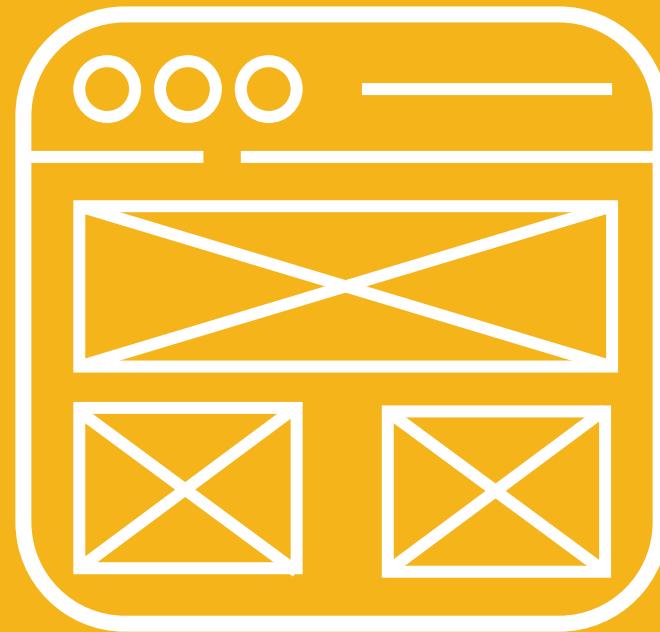


# MOCKUP: Low Fidelity – Medium Fidelity



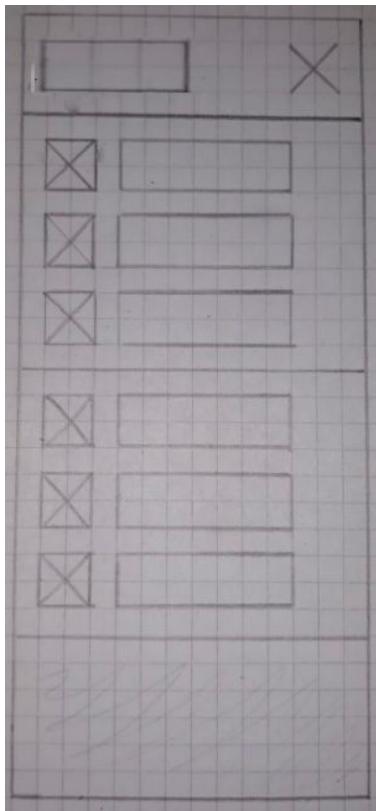
## MOCKUP Wireframes: Mobile – Tablet - Desktop

# MOCKUP: Low Fidelity – Medium Fidelity



UI: Mobile

### 1 MOBILE: Hamburguesa



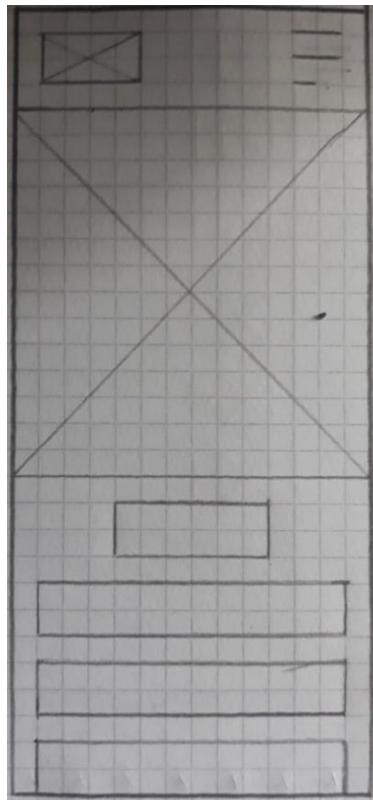
Low Fidelity



Medium Fidelity



### 2 MOBILE: Index

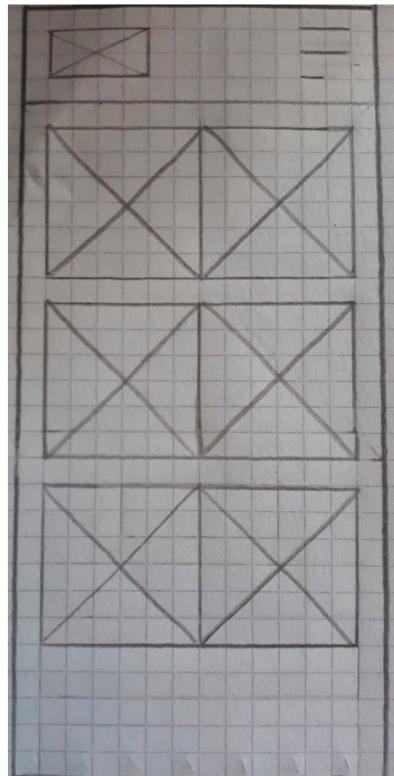


Low Fidelity



Medium Fidelity

### 3 MOBILE: Galería

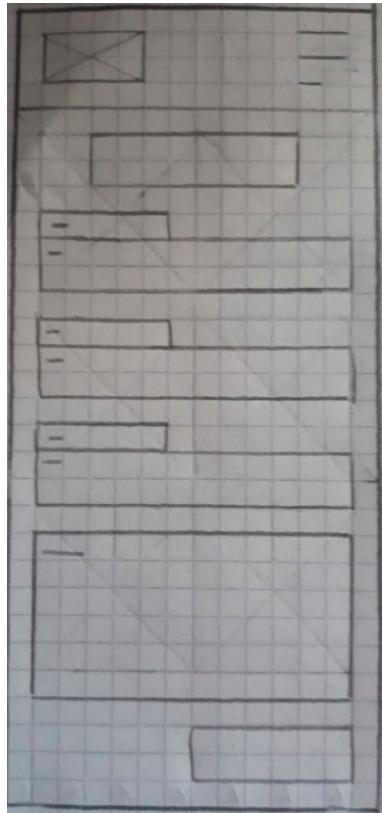


Low Fidelity

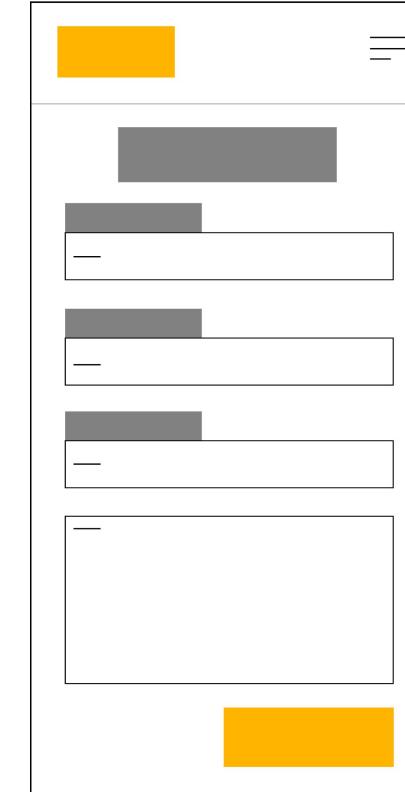


Medium Fidelity

### 4 MOBILE: Contactos



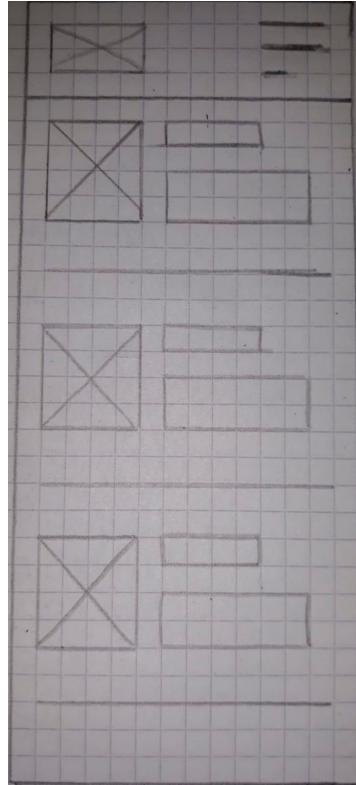
Low Fidelity



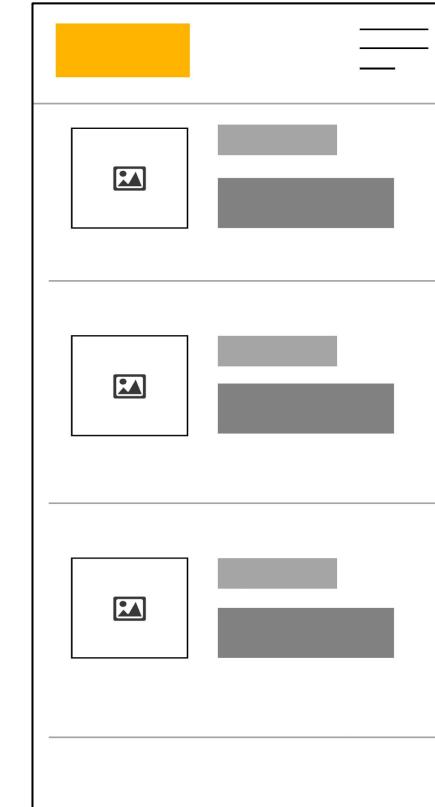
Medium Fidelity



### 5 MOBILE: Sucursales

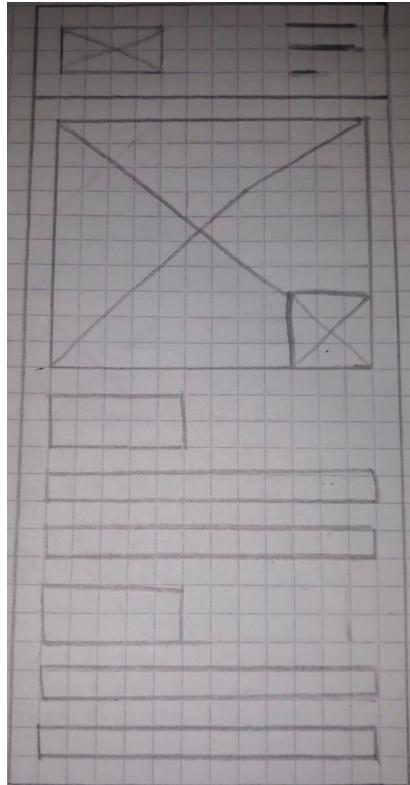


Low Fidelity

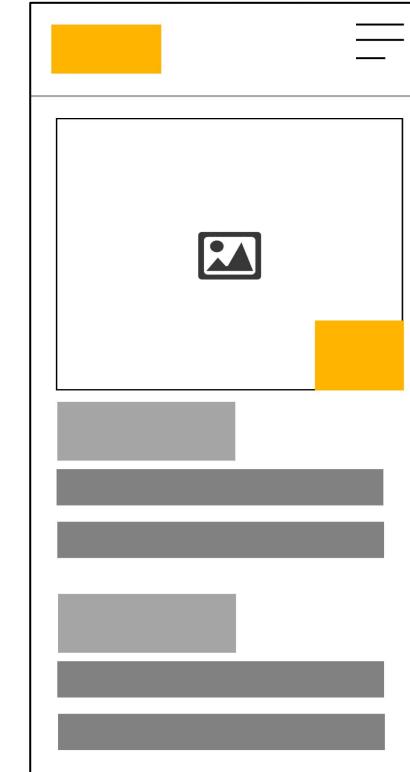


Medium Fidelity

### 6 MOBILE: Versiones



Low Fidelity



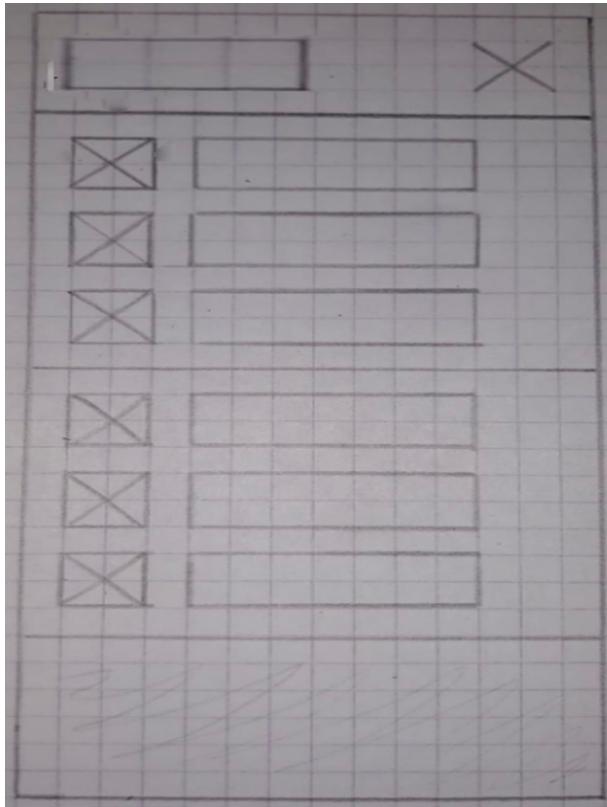
Medium Fidelity

# MOCKUP: Low Fidelity – Medium Fidelity

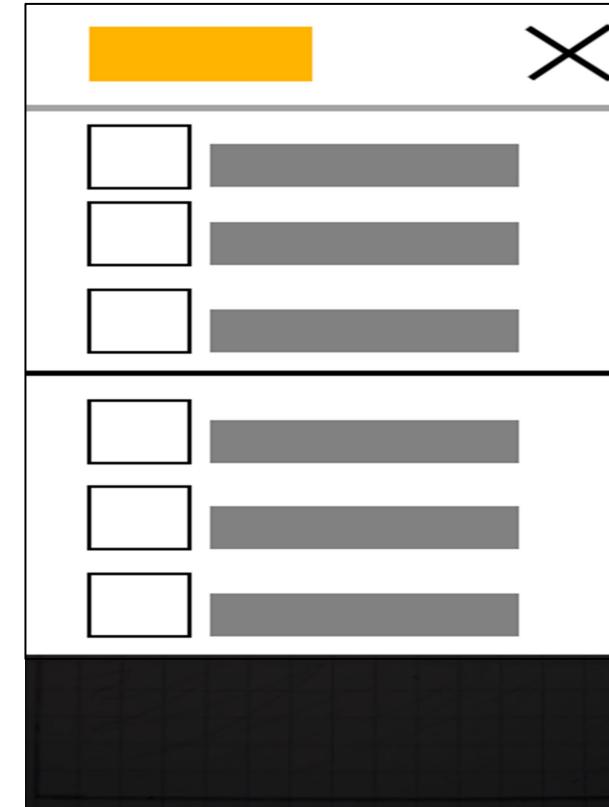


UI: Tablet

### 1 TABLET: Hamburguesa



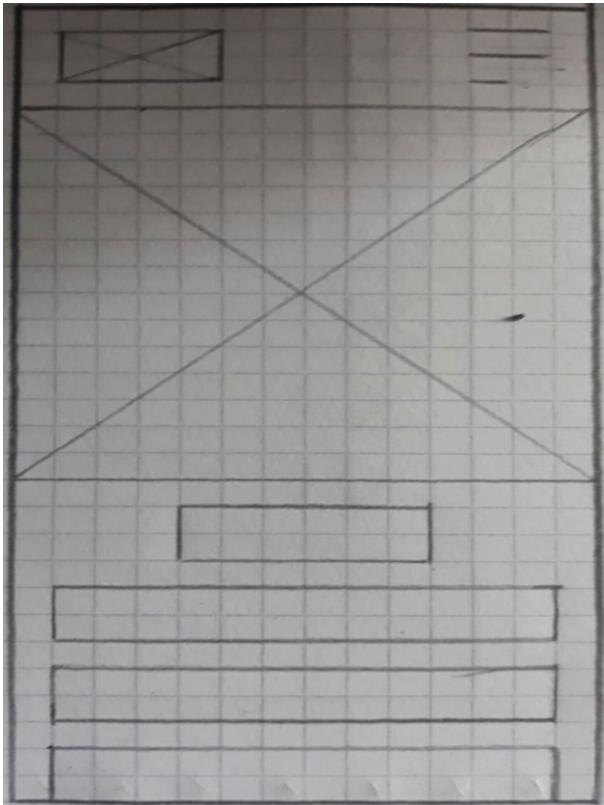
Low Fidelity



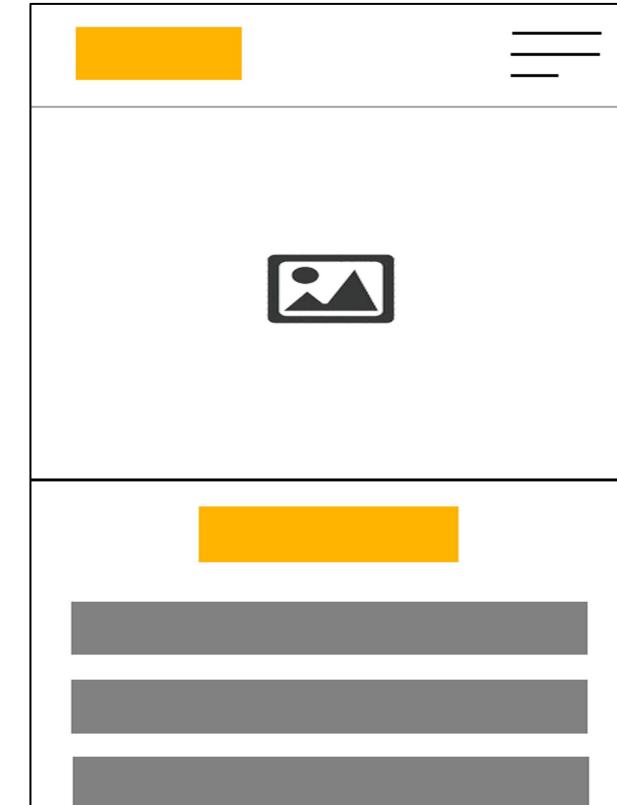
Medium Fidelity



### 2 TABLET: Index



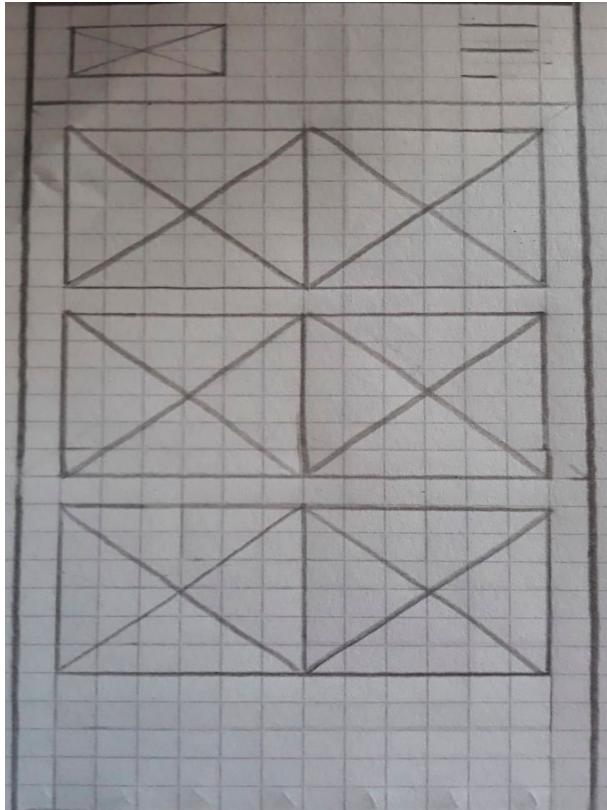
Low Fidelity



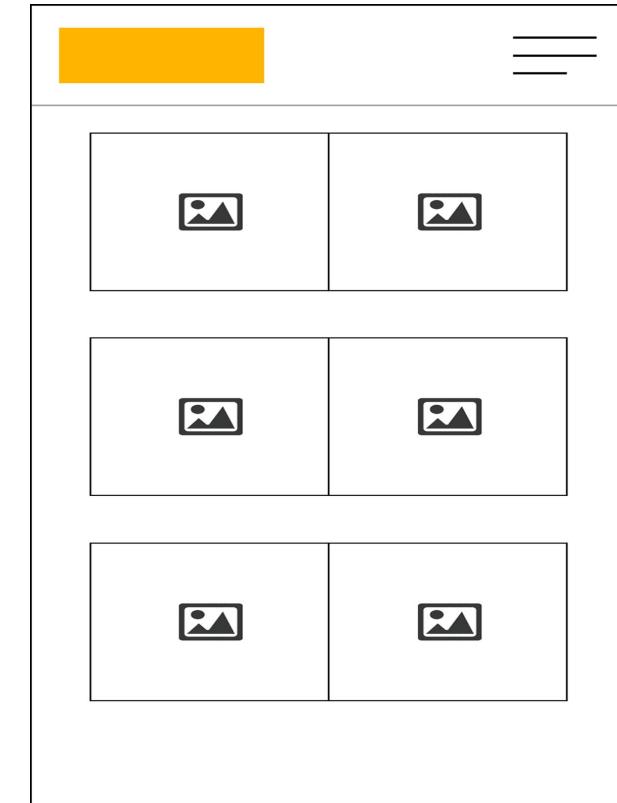
Medium Fidelity



### 3 TABLET: Galería



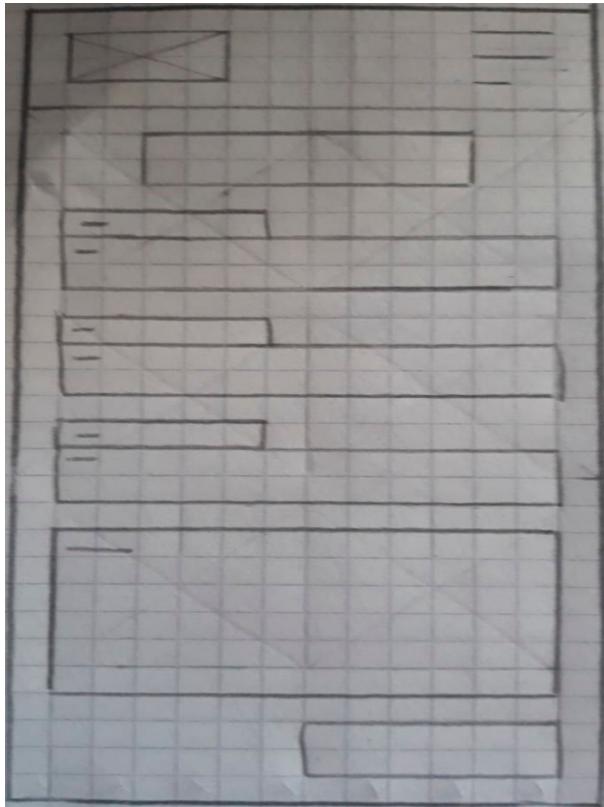
Low Fidelity



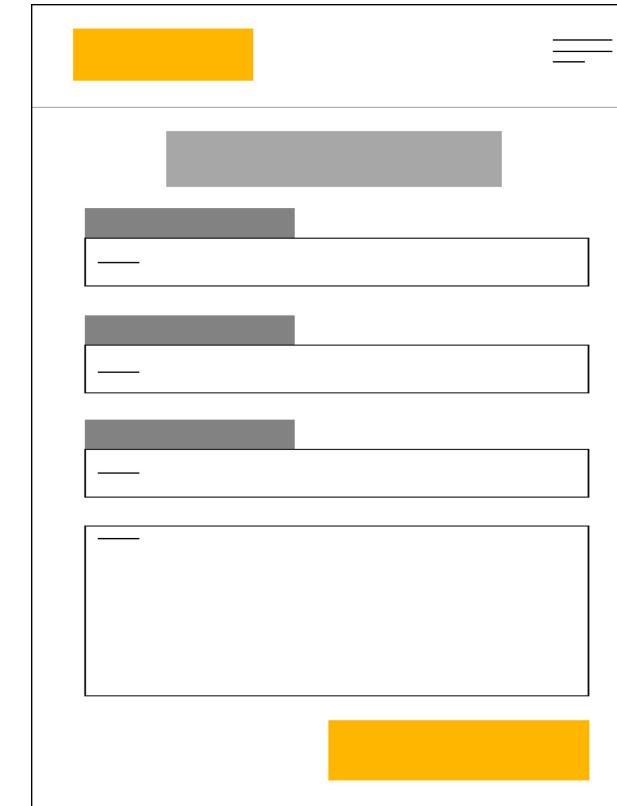
Medium Fidelity



### 4 TABLET: Contactos



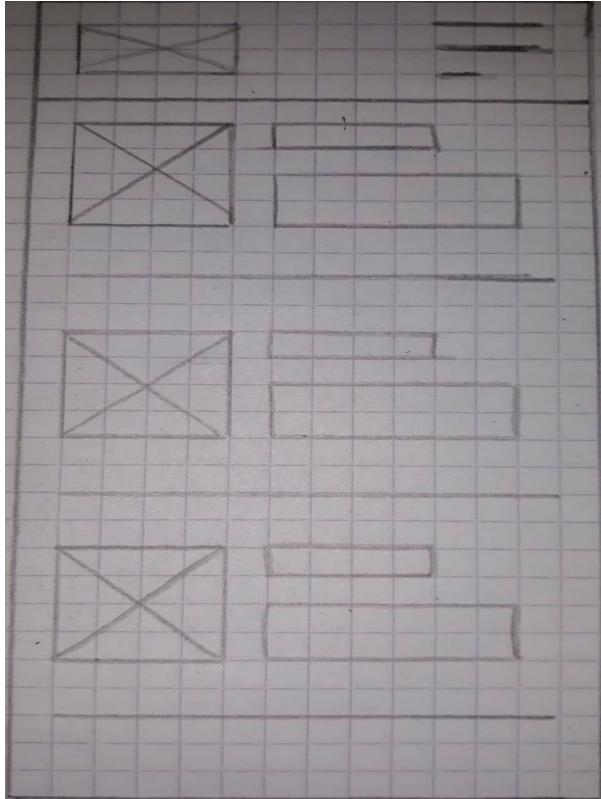
Low Fidelity



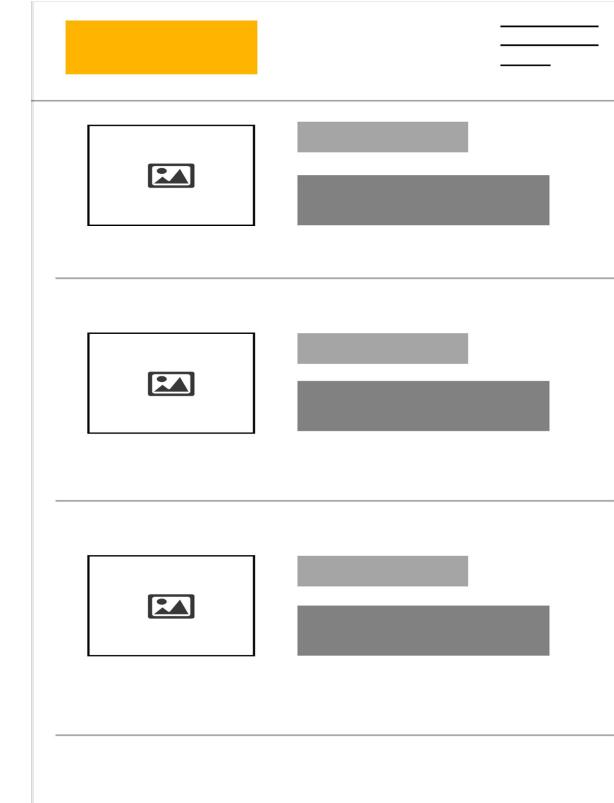
Medium Fidelity



### 5 TABLET: Sucursales



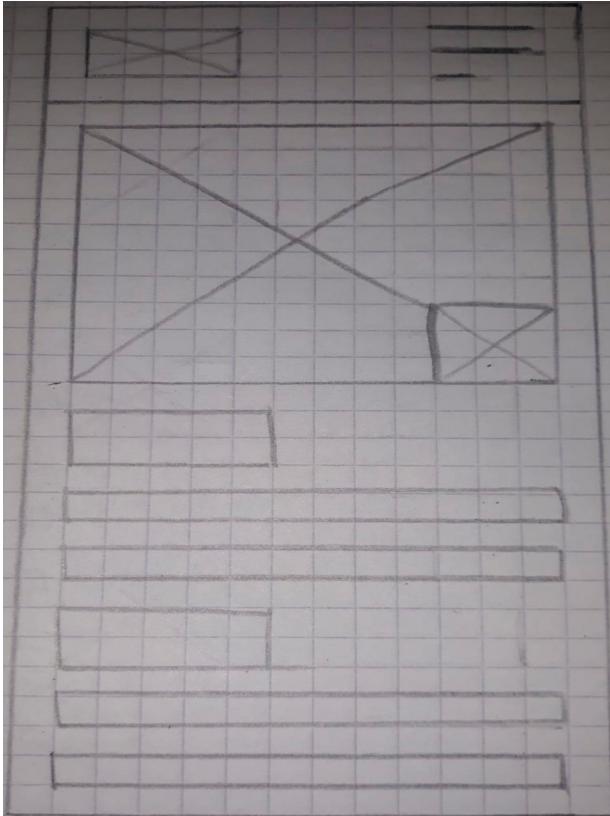
Low Fidelity



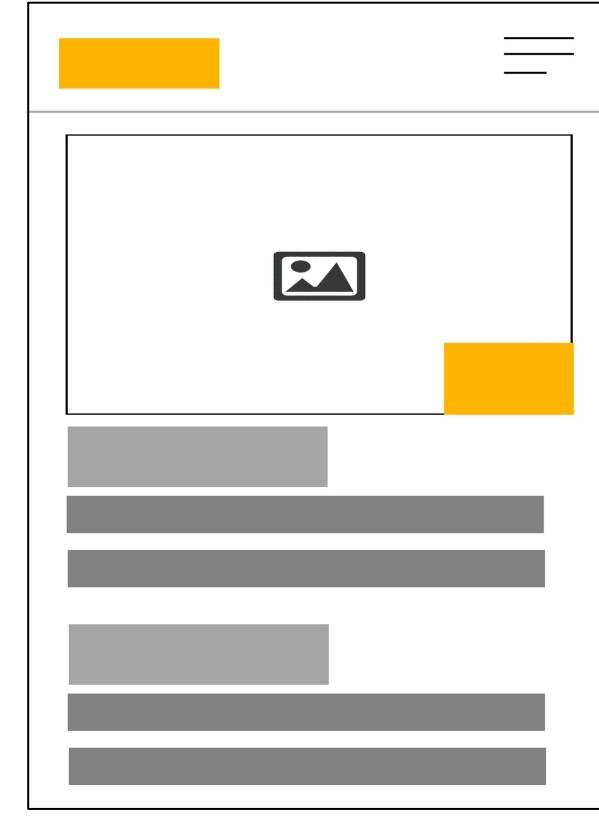
Medium Fidelity



### 6 TABLET: Versiones



Low Fidelity



Medium Fidelity



# MOCKUP: Low Fidelity – Medium Fidelity



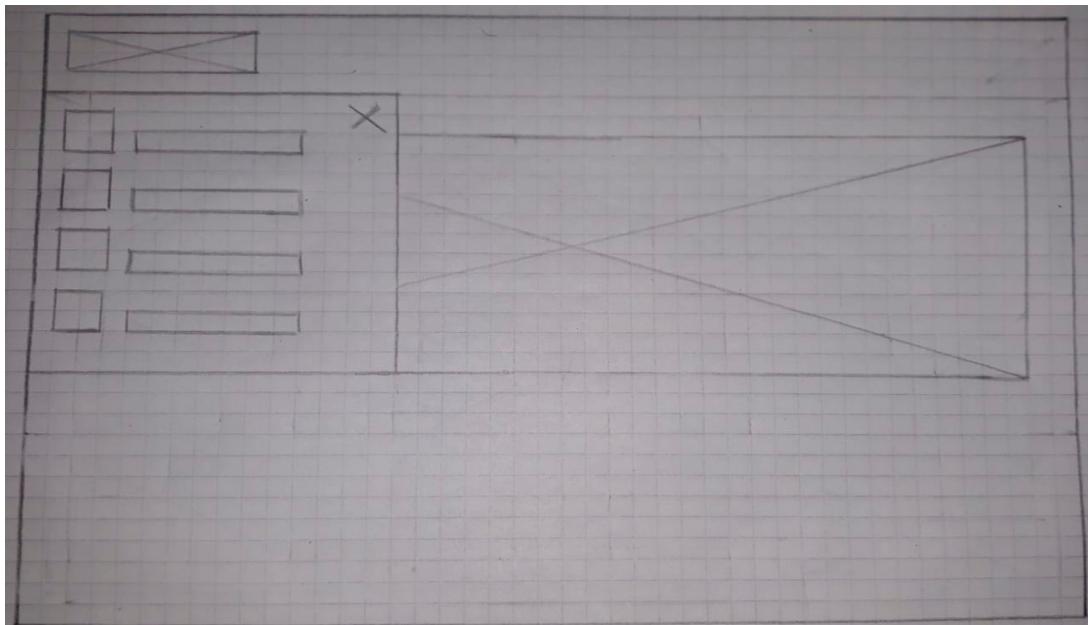
UI: Desktop

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## WIREFRAMES & MOCKUPS

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### 1 DESKTOP: Hamburguesa

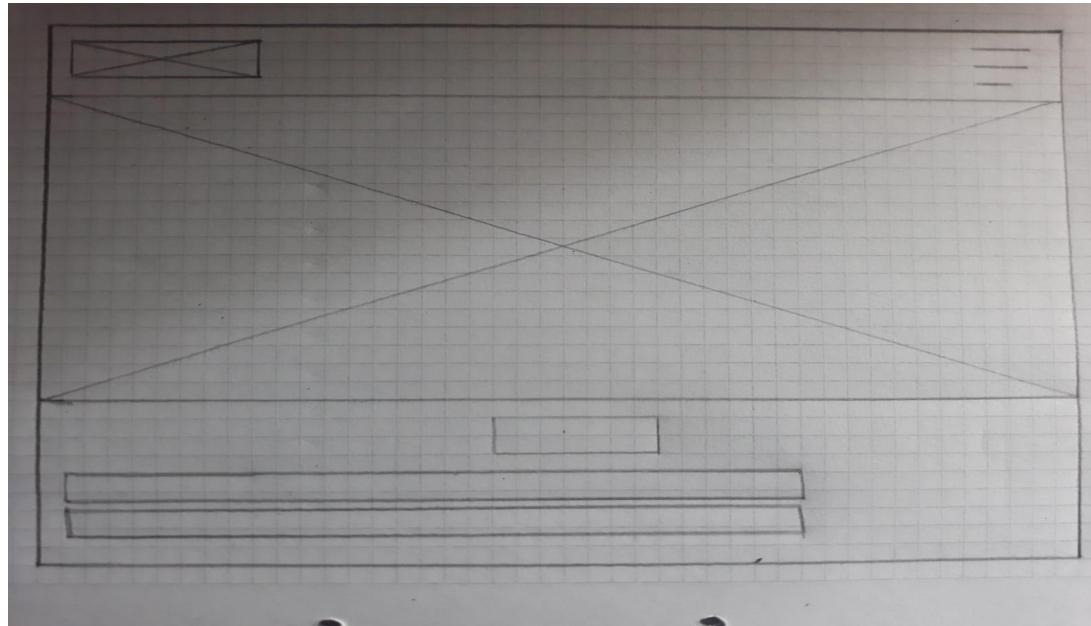


Low Fidelity



Medium Fidelity

### 2 DESKTOP: Index

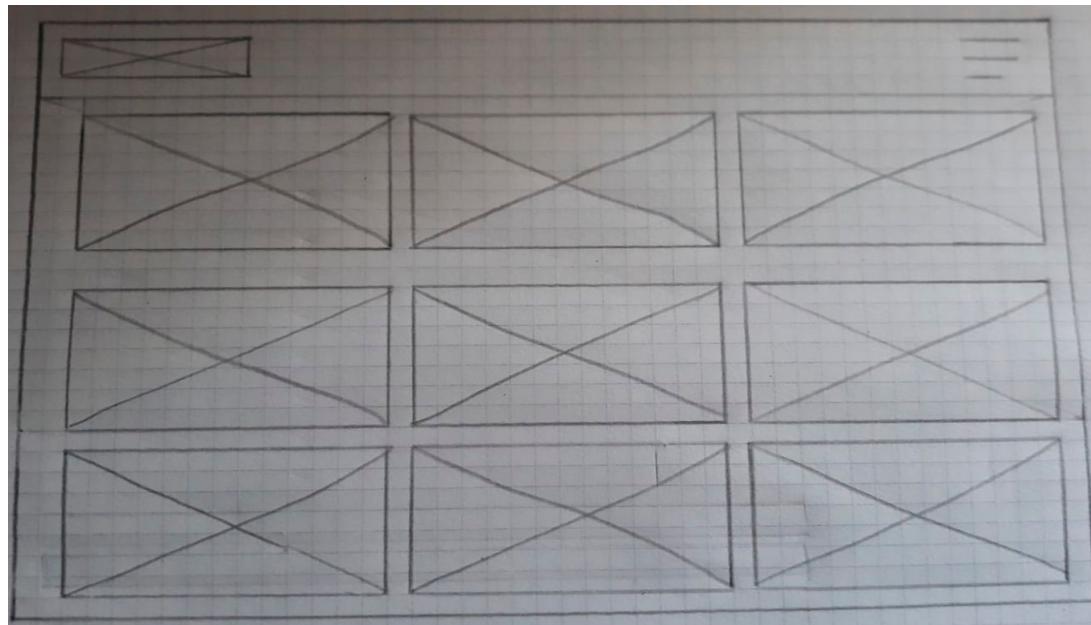


**Low Fidelity**



**Medium Fidelity**

### 3 DESKTOP: Galería



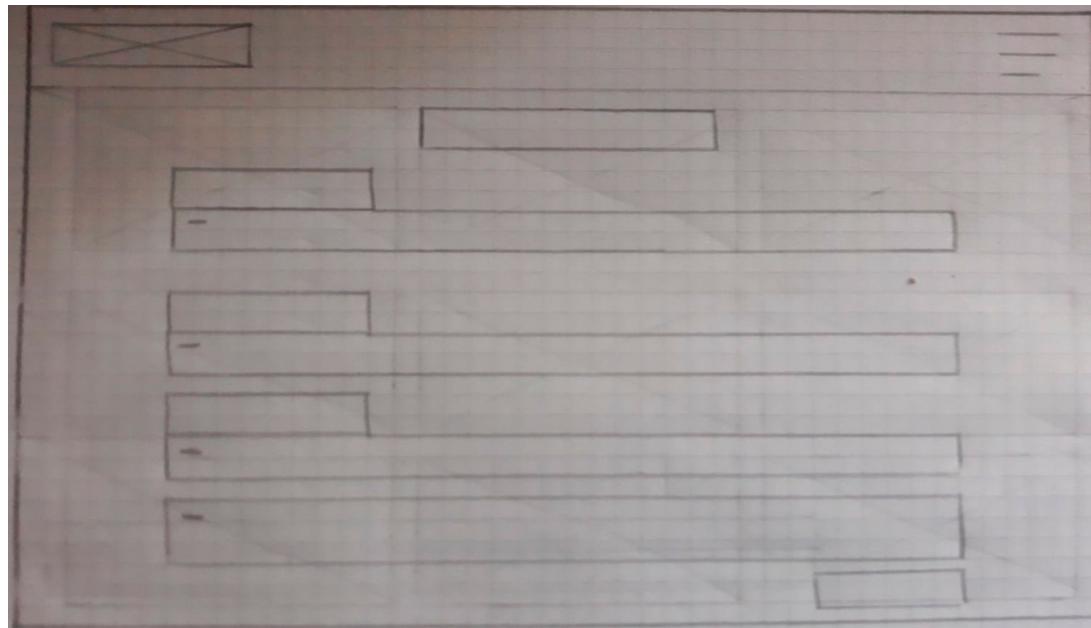
Low Fidelity



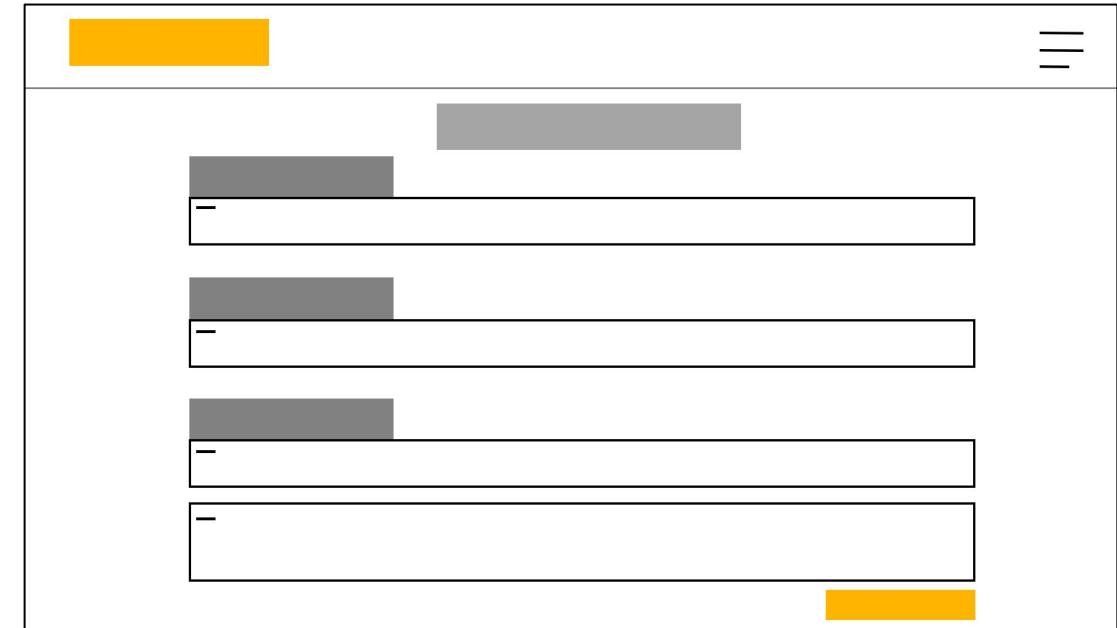
Medium Fidelity

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### 4 DESKTOP: Contactos

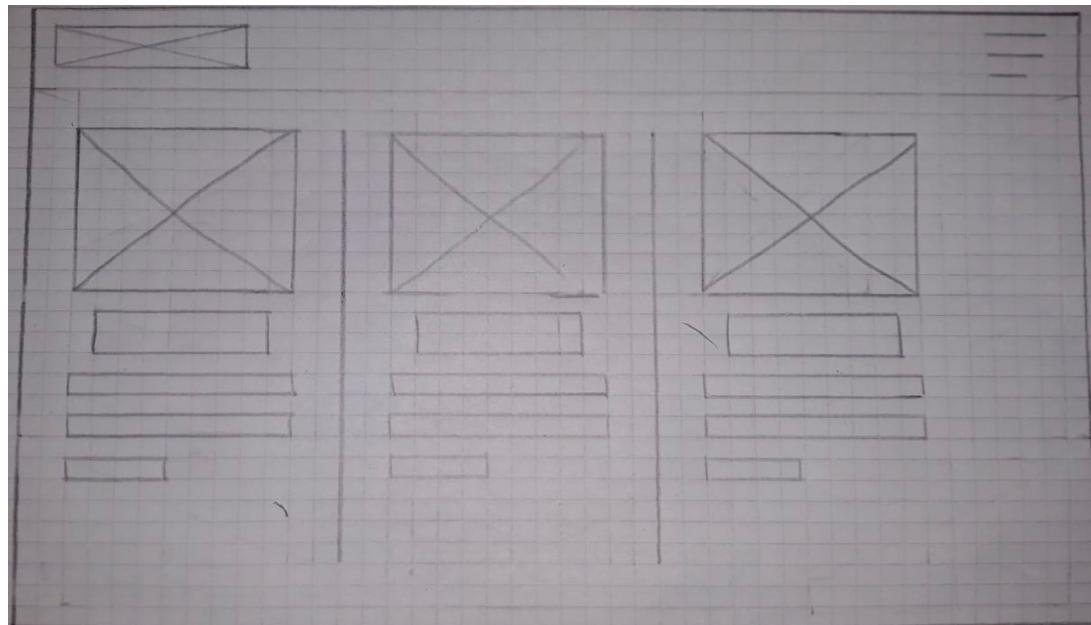


Low Fidelity

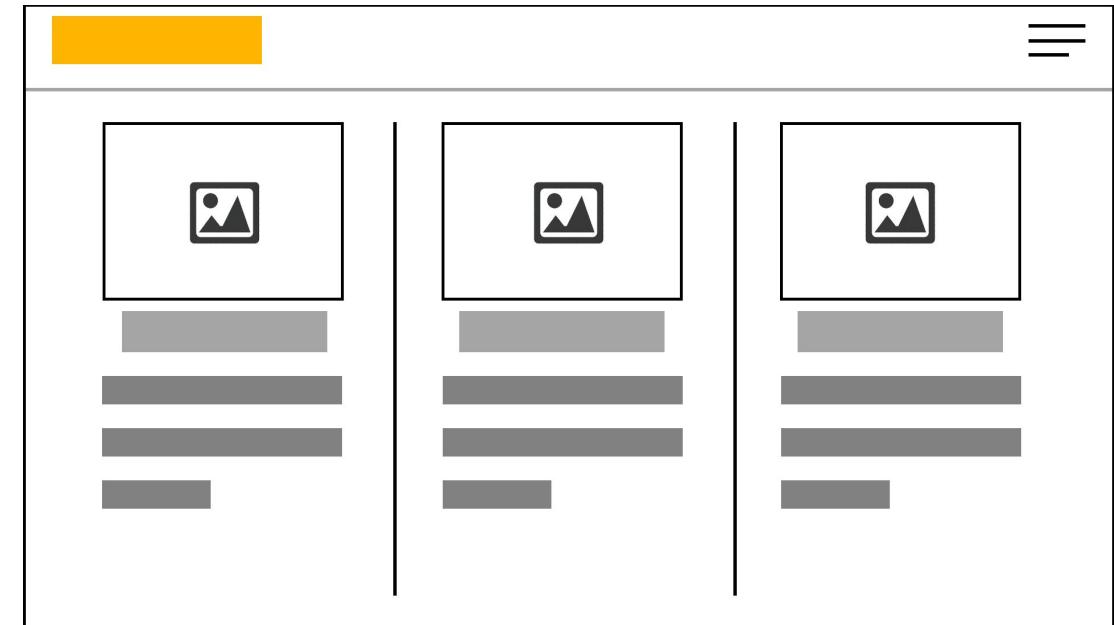


Medium Fidelity

### 5 TABLET: Sucursales

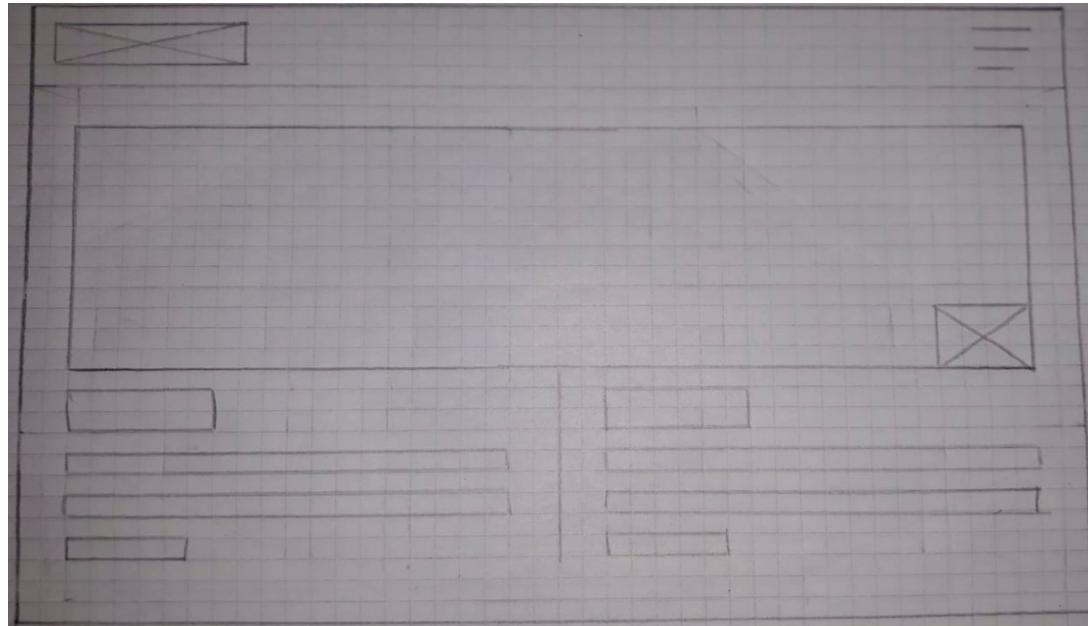


Low Fidelity



Medium Fidelity

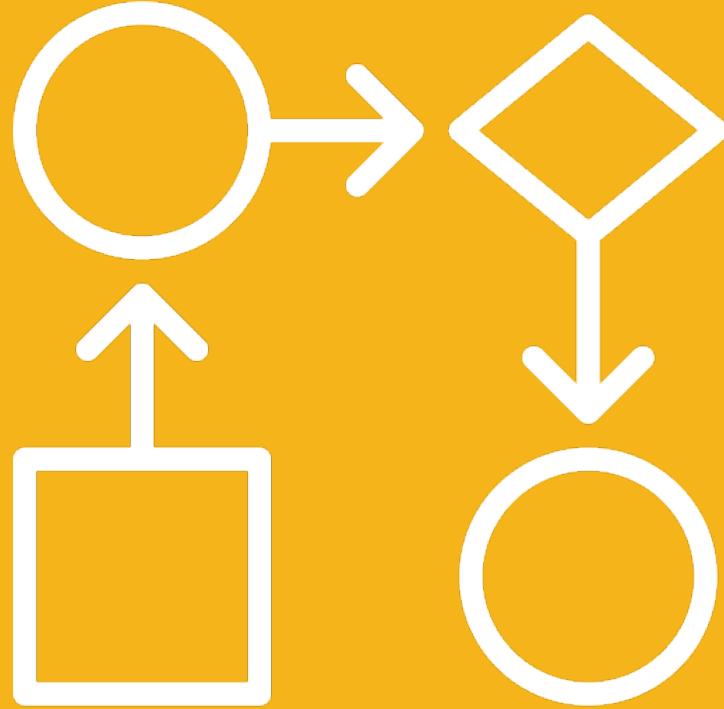
### 6 TABLET: Versiones



Low Fidelity



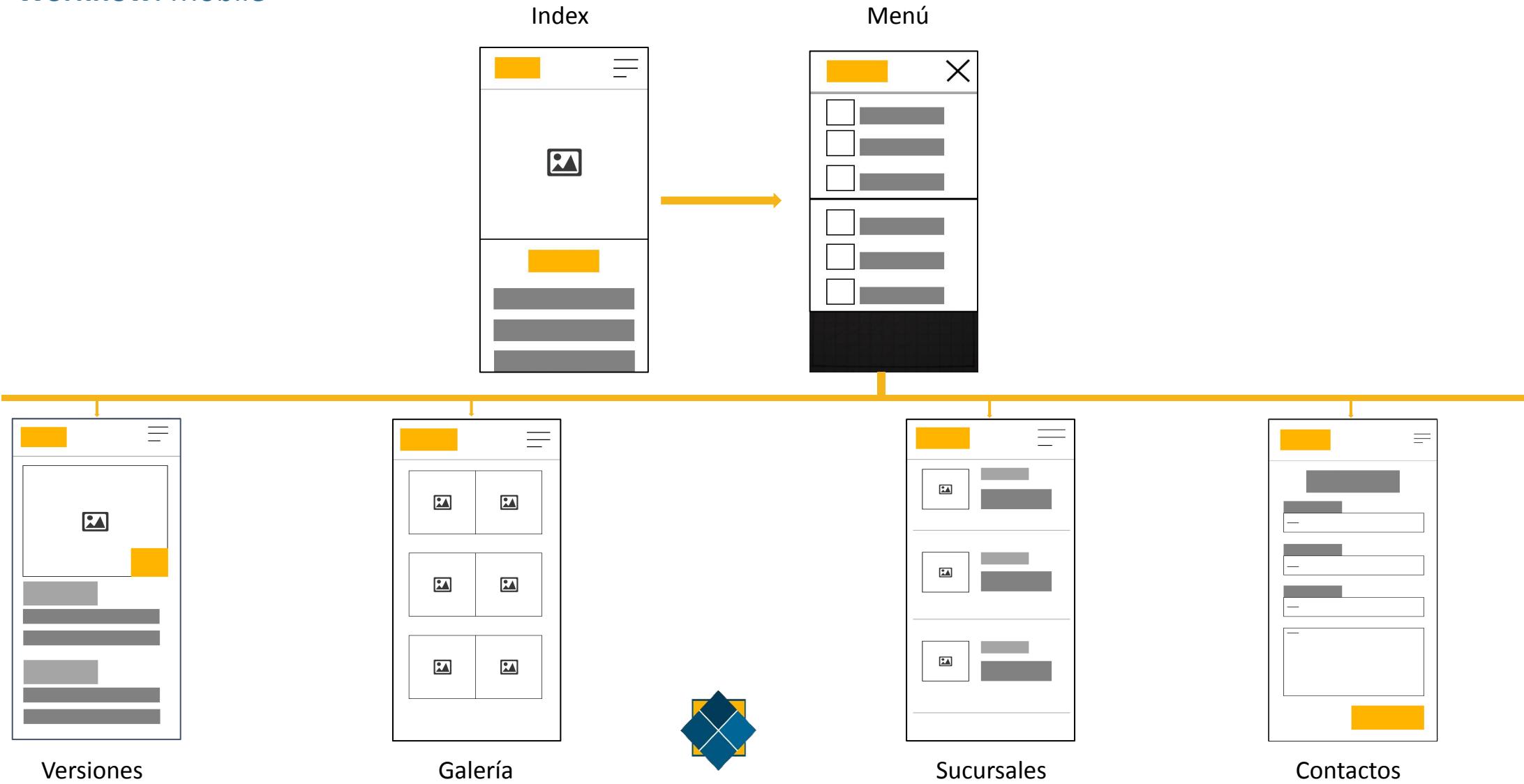
Medium Fidelity



**WORKFLOW: Mobile-Tablet-Desktop**

# WORKFLOW

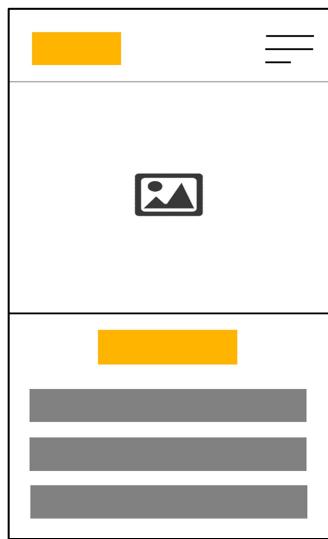
## Workflow: Mobile



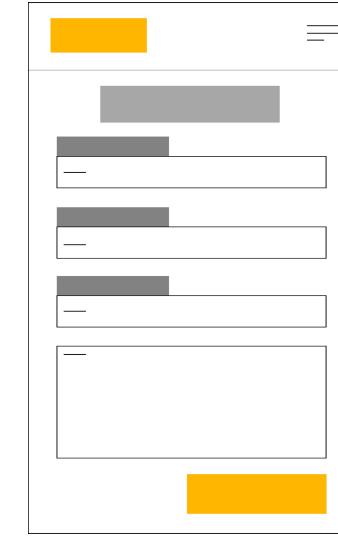
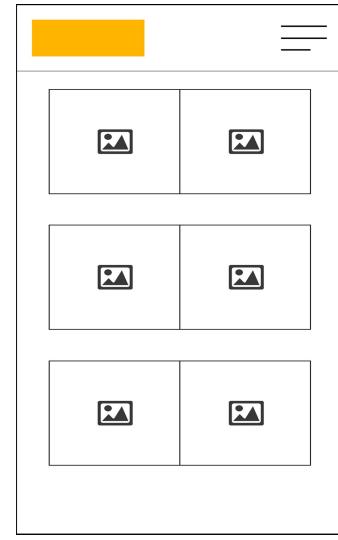
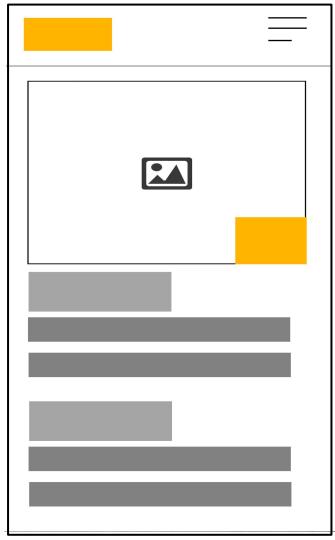
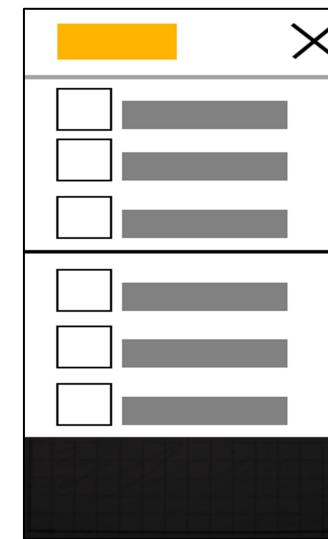
# WORKFLOW

## Workflow: Tablet

Index



Menú



Versiones

Galería

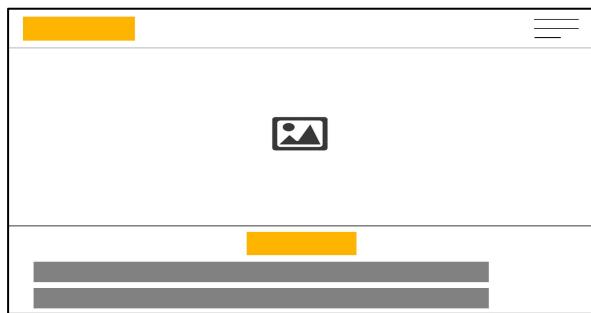
Sucursales

Contactos

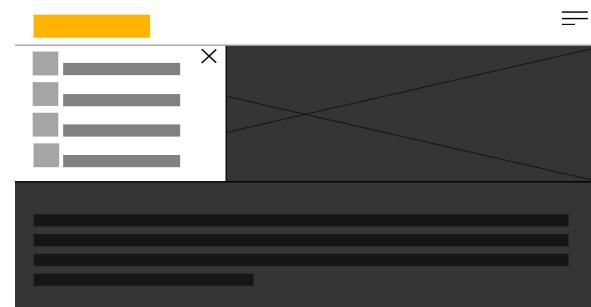
# WORKFLOW

## Workflow: Desktop

Index



Menú



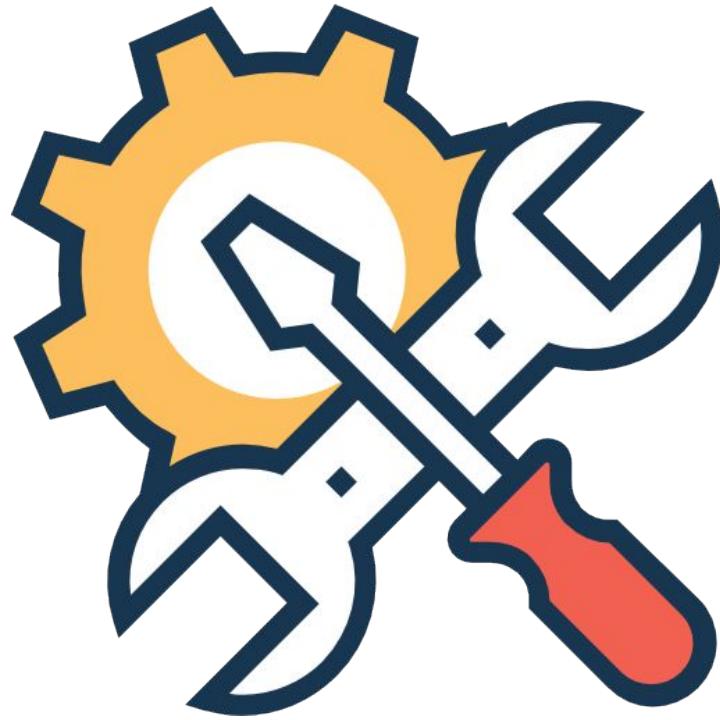
Versiones

Galería

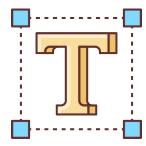
Sucursales

Contactos

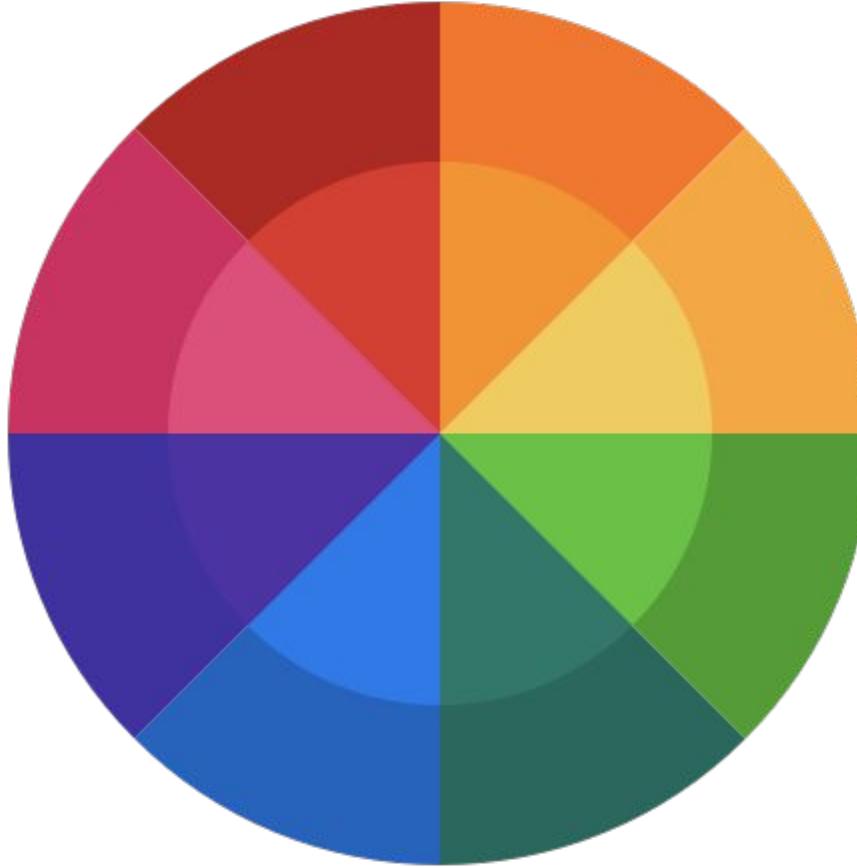




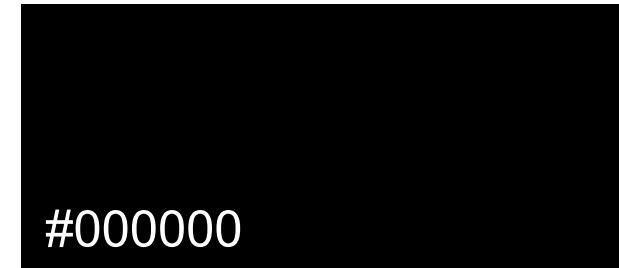
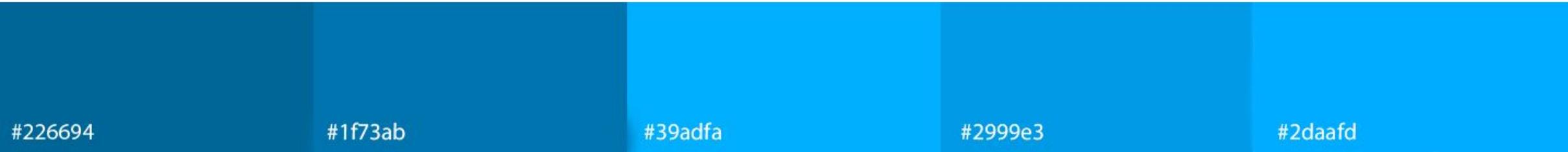
Elementos



Color - Tipografía - Iconos - Cards



COLOR



# Diseño UI / Material Design

Encabezado Superior



RGB

#226694

Encabezado



RGB

#1F73AB

Botón



RGB

#39ADFA

Botón



RGB

#F5A91B

Botón presionado



RGB

#F5BF1B

Fondo - Texto



#FFFFFF

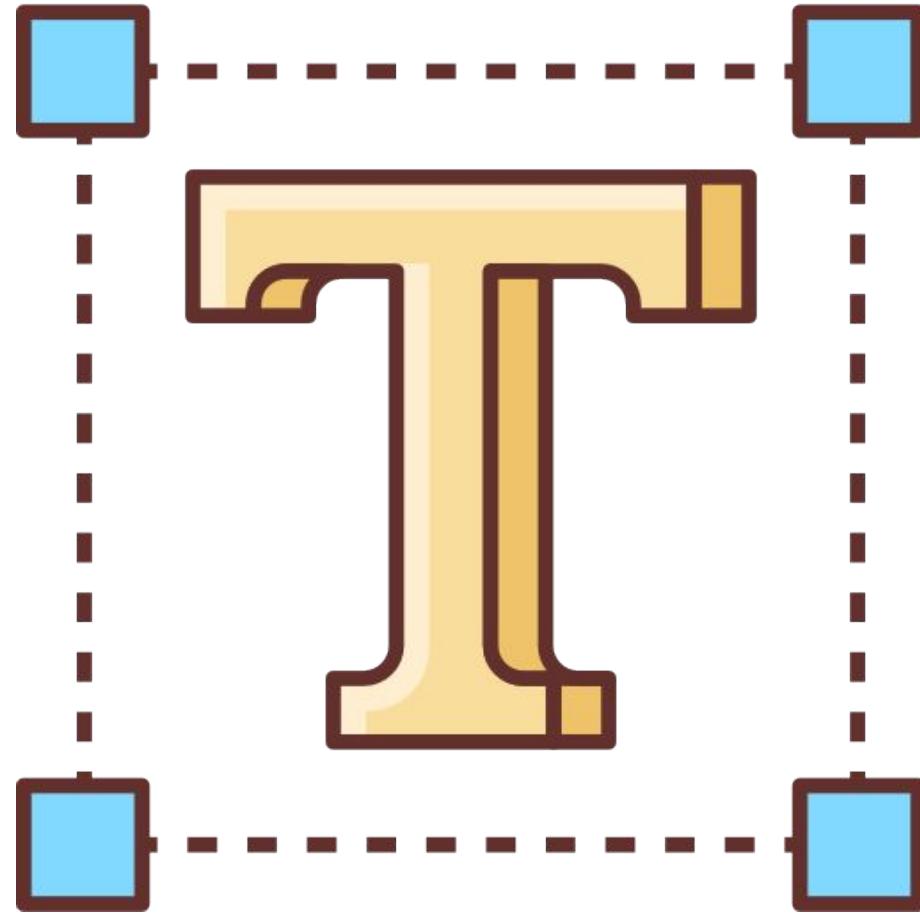
Texto



RGB

#000000





# TIPOGRAFÍA

# Diseño UI / Tipografía

## Títulos

Nombre de fuente: Roboto

Versión: Version 1.00000; 2011

Disposición OpenType, Firmado digitalmente, TrueType contornos

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:; ' " (!?) +-\*/=**

## Roboto Bold

## Subtítulos y categorías

## Roboto Medium

Nombre de fuente: Roboto Lt

Versión: Version 1.00000; 2011

Disposición OpenType, Firmado digitalmente, TrueType contornos

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:; ' " (!?) +-\*/=**

## Contenido, Descripciones y Widgets

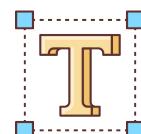
## Roboto Light

Nombre de fuente: Roboto Lt

Versión: Version 1.00000; 2011

Disposición OpenType, Firmado digitalmente, TrueType contornos

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.:; ' " (!?) +-\*/=**



# Diseño UI / Tipografía



NORMAL

PRESSED

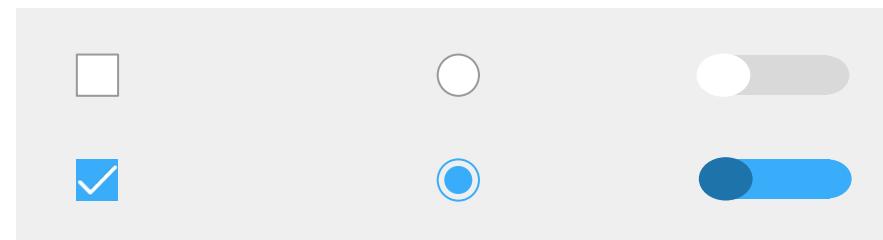
DISABLED



NORMAL

PRESSED

DISABLED



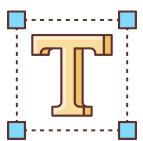
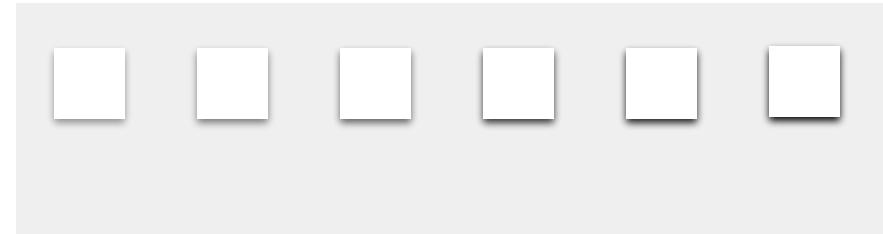
Upload



Download

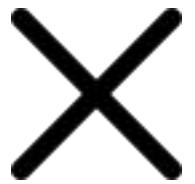
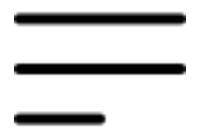


Print



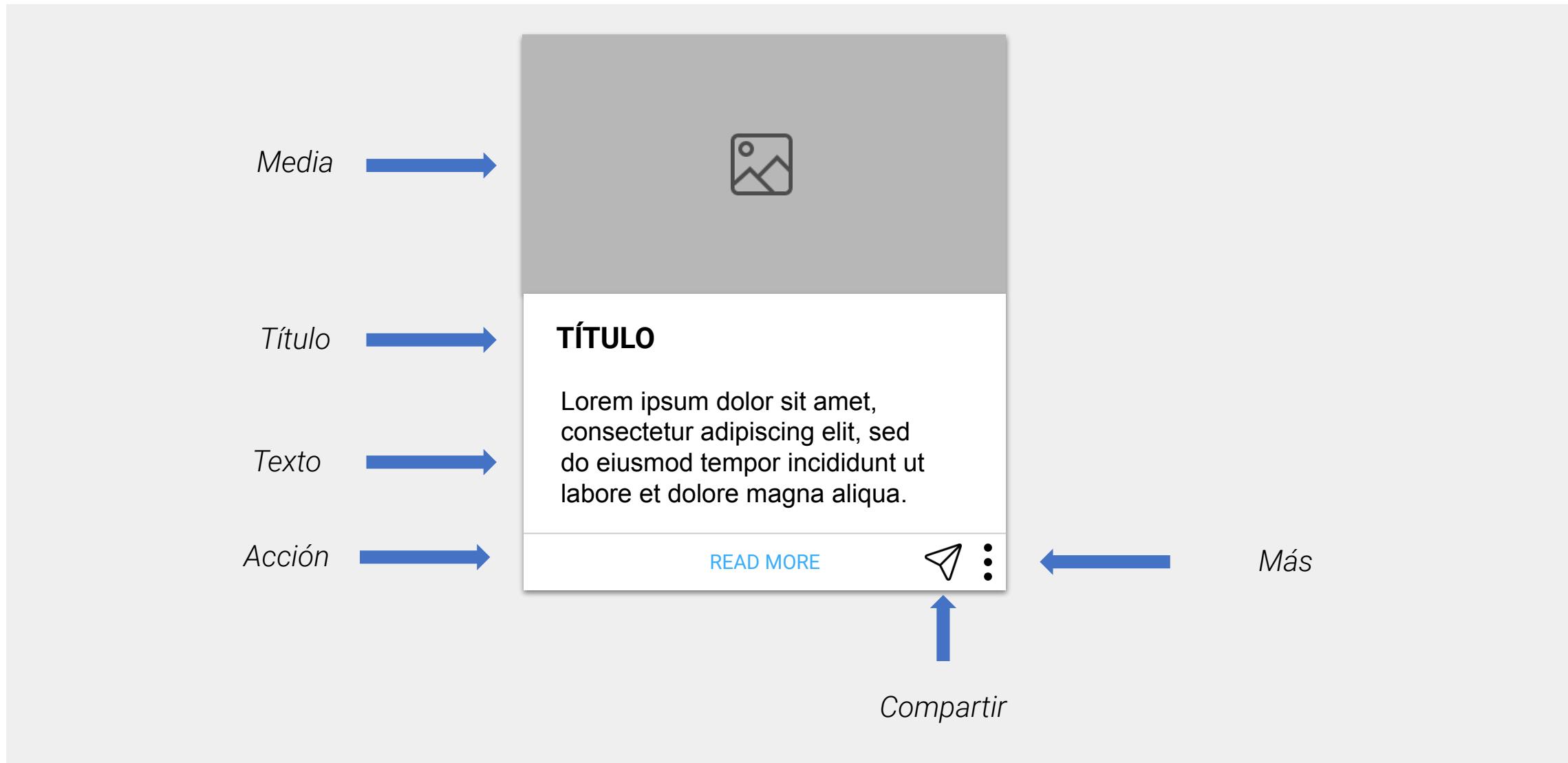


# ICONOGRAFÍA





# FOTOGRAFÍAS





## Qué hacer en Windows 11

A continuación, te mostramos todas las acciones que tienes que hacer para que la pantalla de bloqueo del sistema operativo no vuelva a parecer.

[READ MORE](#)

## 7 efectos de transición con CSS3

Aquí hay 7 efectos muy simples que agregarán vida a tu interfaz de usuario web y una mejor experiencia a los visitantes de tus sitios.

[READ MORE](#)

## Estos son los lenguajes de programación más demandados

En el apartado de los lenguajes, el liderazgo absoluto le corresponde a dos lenguajes de scripting hermanos (de hecho, el segundo es un subconjunto del primero): JavaScript y TypeScript.

[READ MORE](#)

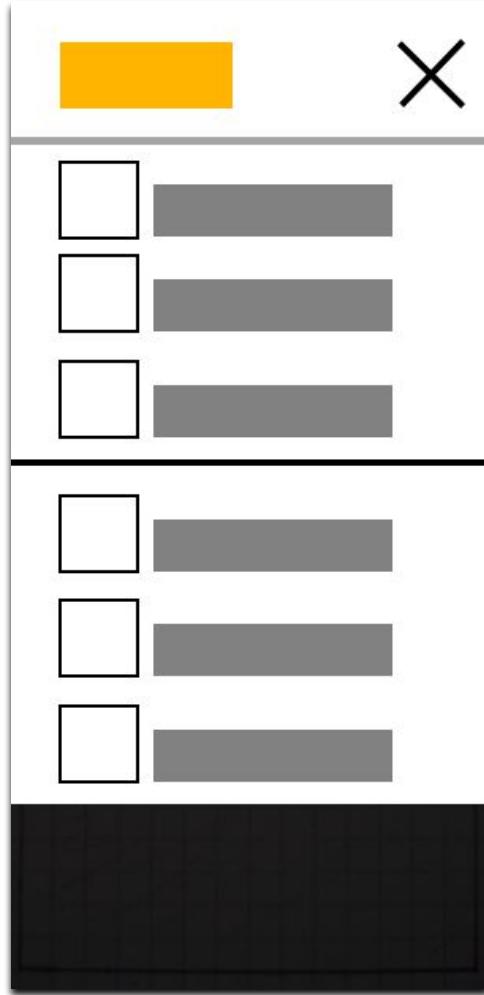


**HIGH FIDELITY**



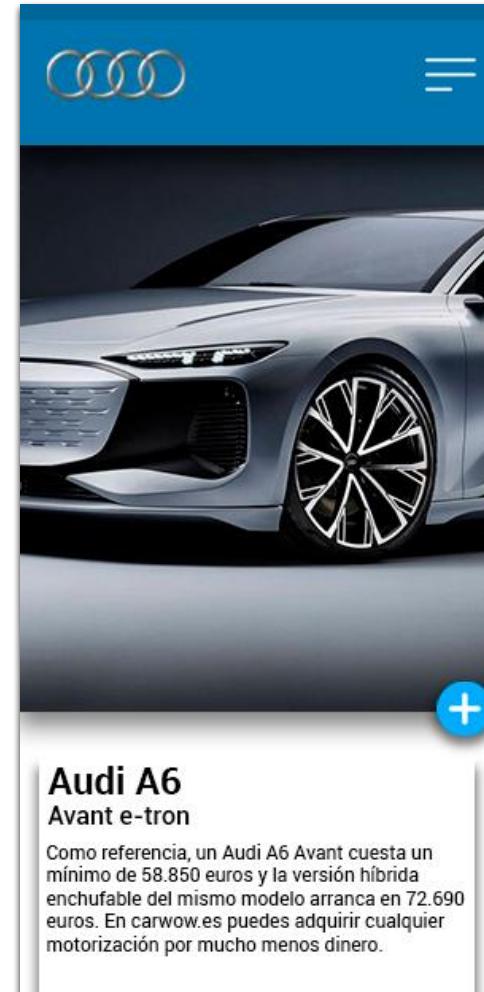
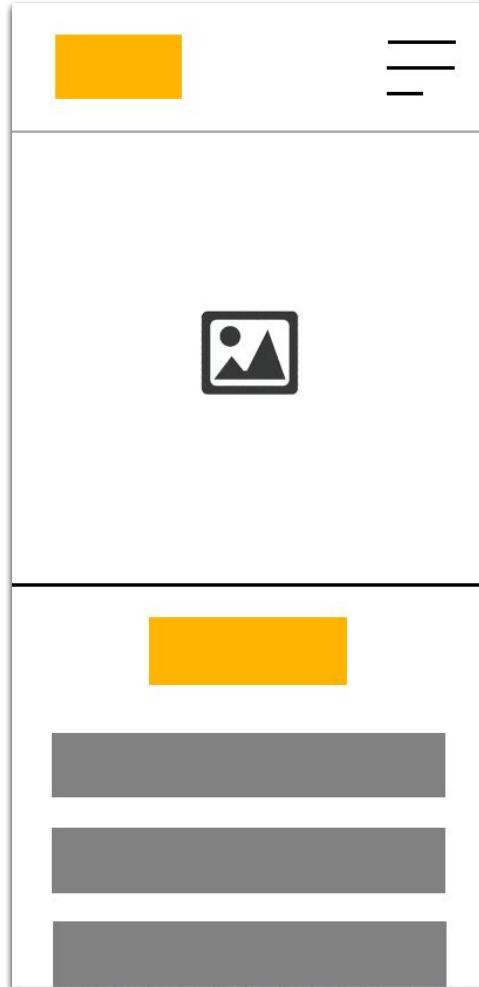
# Mobile

# 1 MOBILE: Hamburguesa

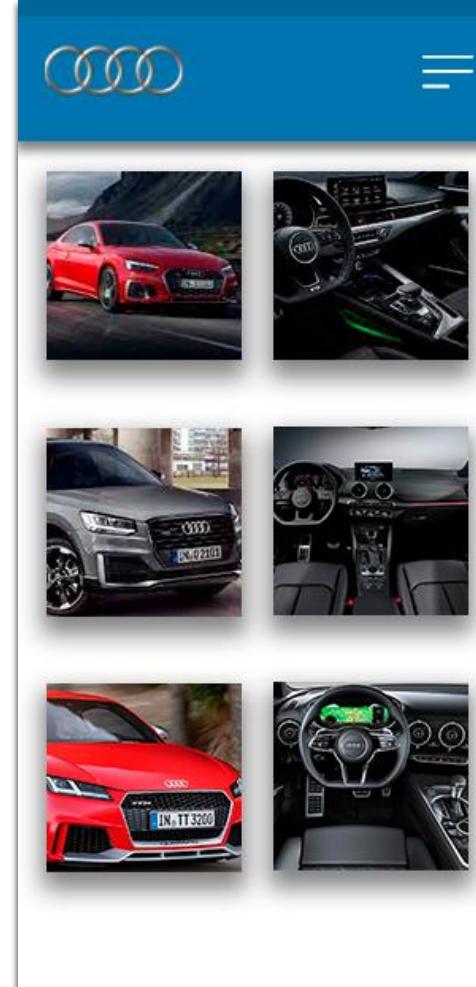
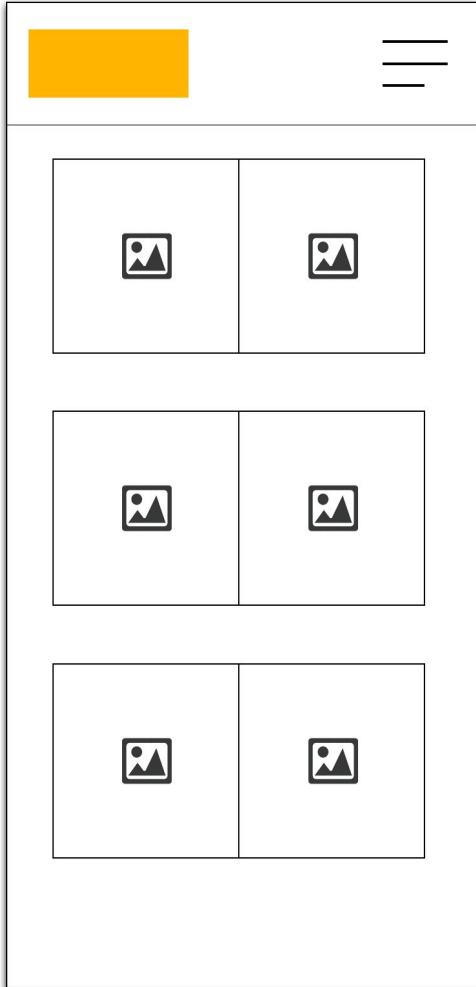


## 2

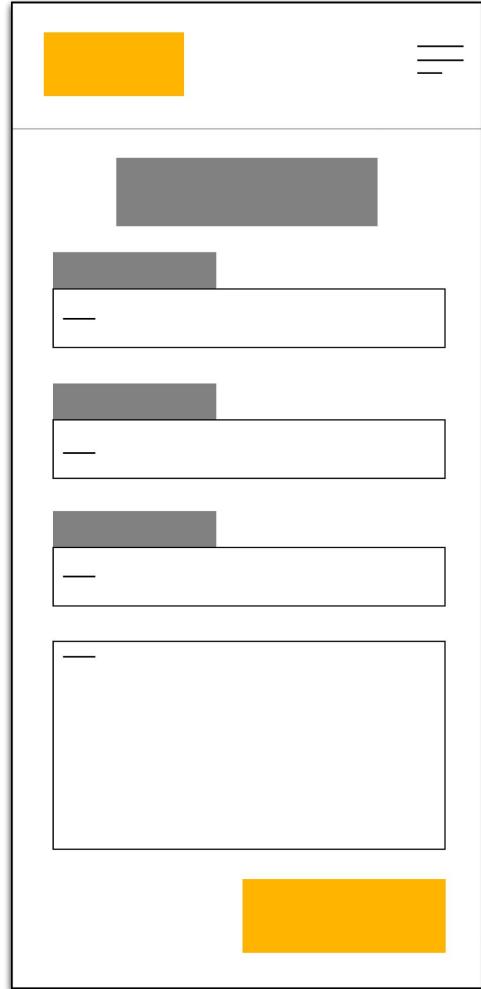
## MOBILE: Index



# 3 MOBILE: Galería



# 4 MOBILE: Contacto

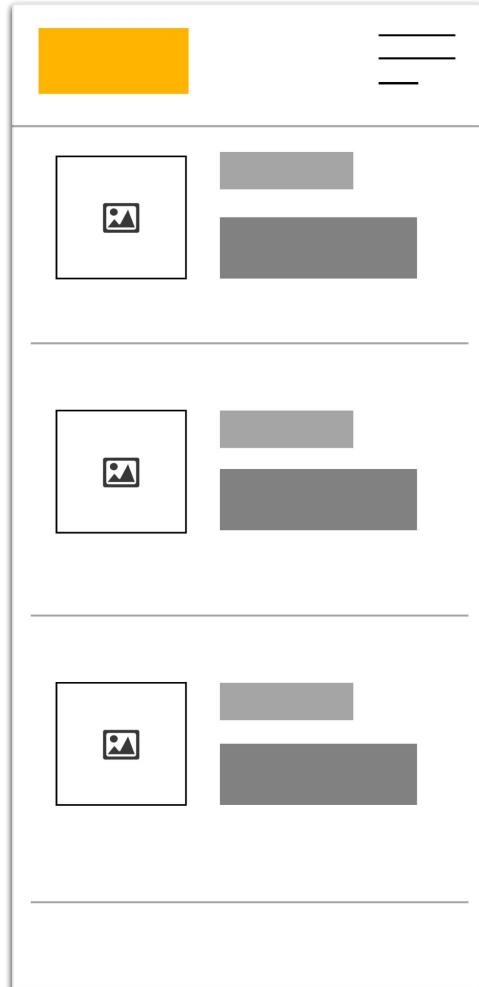


A screenshot of a mobile application interface titled "Consulta". The title is in bold black text at the top. Below it is a form with three fields: "Nombre" (with a person icon), "Telefono" (with a phone icon), and "Email" (with an envelope icon). At the bottom is a large yellow "ENVIAR" button.



## 5

## MOBILE: Sucursales

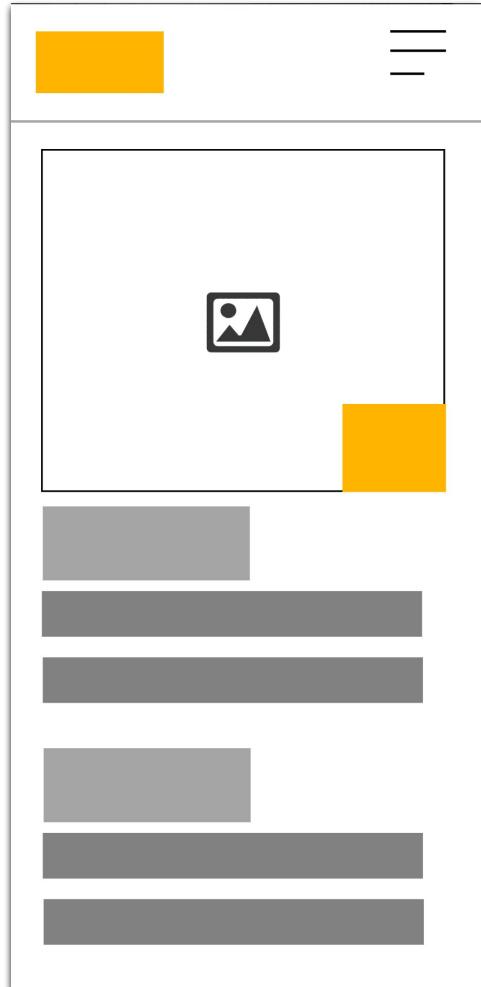


The mobile application interface features a blue header with the Audi logo and a menu icon. Below the header, there are four cards, each representing an Audi dealership:

- Automóviles Buenos Aires S.A.**  
Avenida Rivadavia 4751, Ciudad Autónoma de Buenos Aires  
Tel.: (011) 4901-1778
- Automóviles Buenos Aires S.A.**  
Av. J.B Alberdi 53, Ciudad Autónoma de Buenos Aires, Argentina  
Tel.: (011) 4902-2290
- Autovisiones**  
Av. del Libertador 5699, Belgrano, Ciudad de Buenos Aires, Argentina.  
Tel.: (011) 4786-9686
- Espasa Exclusivos**  
Av. Leandro N. Alem 495, Capital Federal, Buenos Aires, Argentina  
Tel.: (011) 5278-7357

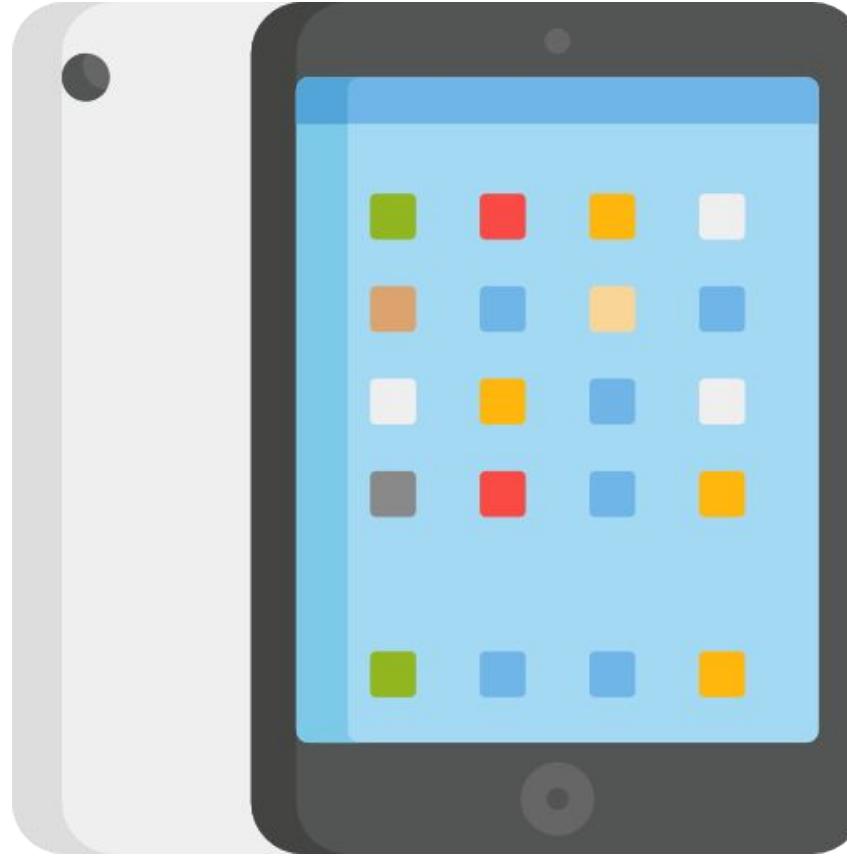


# 6 MOBILE: Versiones



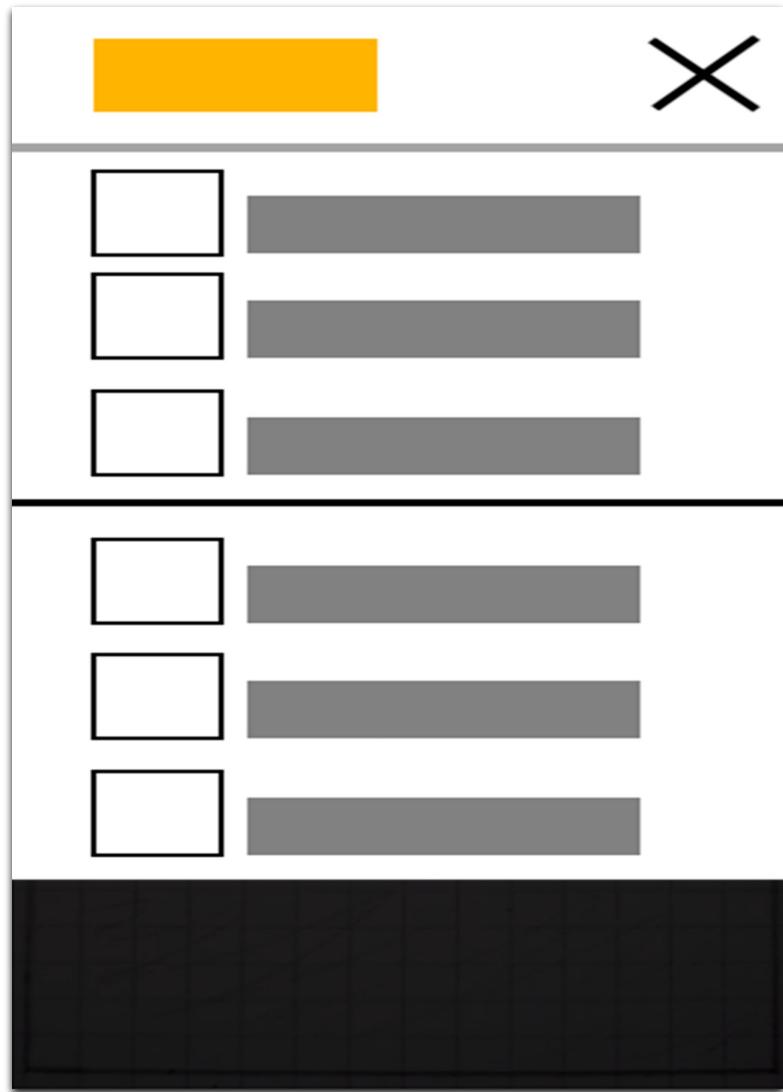
A screenshot of the Audi mobile website. The top navigation bar is blue with the Audi logo on the left and three horizontal lines for a menu on the right. The main content area features a large image of a black Audi e-tron GT driving on a road. To the right of the image is a blue circular button with a white plus sign. Below the image is the headline "House of Progress". Underneath the headline is a paragraph of text: "La marca anticipa el futuro de la movilidad y exhibe una serie de novedades y anticipos de lanzamientos para el mercado local. Los desarrollos y tecnologías de la electro movilidad tienen también su lugar de protagonismo este año." At the bottom of the card is a "Read More" button with a small arrow icon to its right.





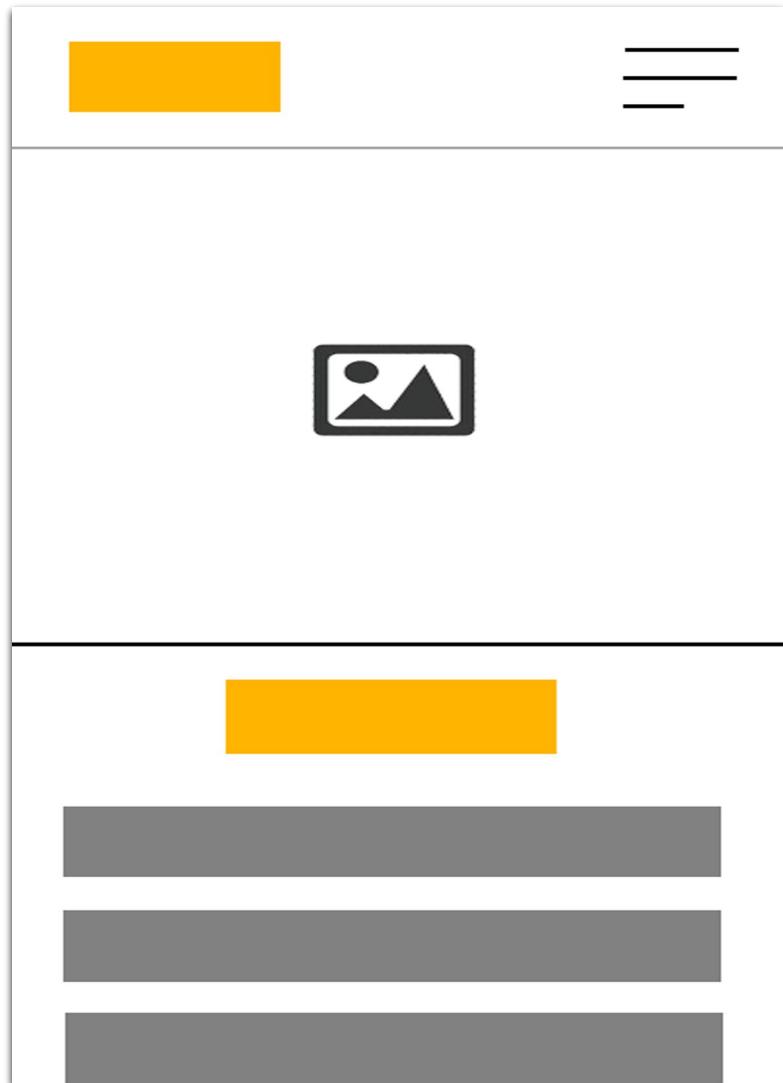
# Tablet

# 1 TABLET: Hamburguesa



2

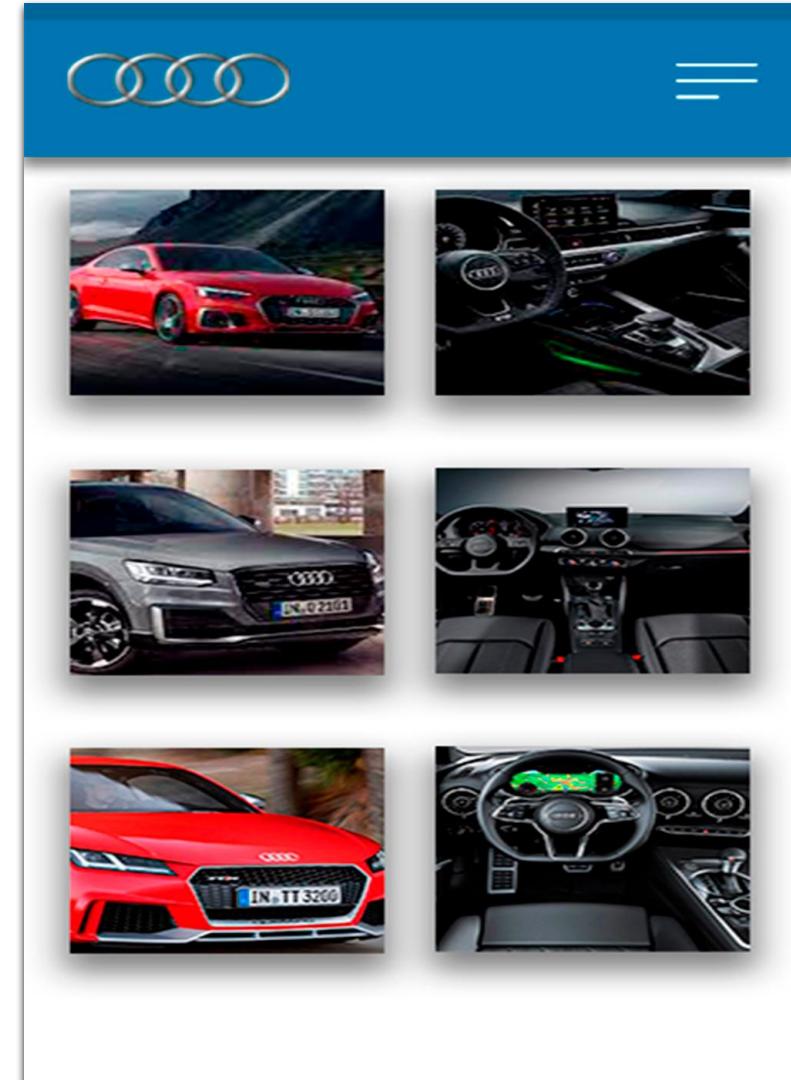
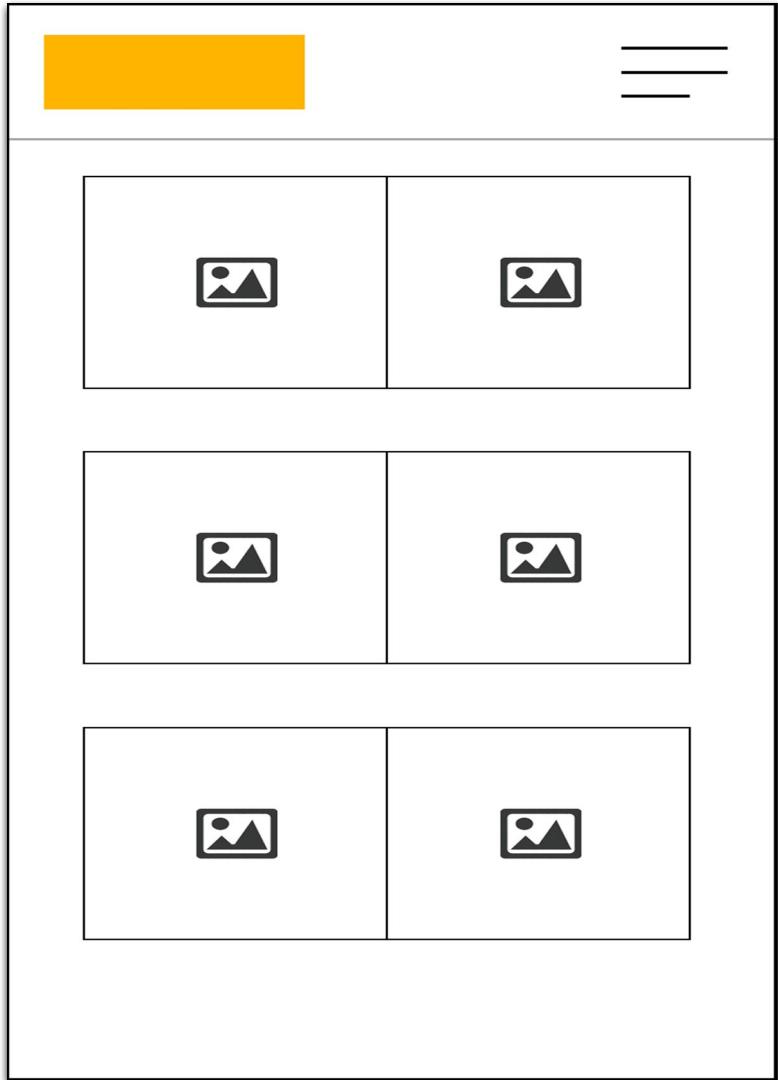
## TABLET: Index

A screenshot of a tablet displaying a car advertisement. The top half of the screen shows the front-left view of a silver Audi A6 Avant e-tron. The Audi logo is in the top left corner, and a menu icon is in the top right corner. In the bottom right corner of the car image, there is a small blue circular button with a white plus sign. The bottom half of the screen contains text information about the car.

**Audi A6  
Avant e-tron**

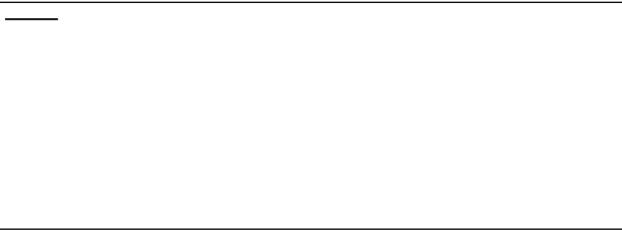
Como referencia, un Audi A6 Avant cuesta un mínimo de 58.850 euros y la versión híbrida enchufable del mismo modelo arranca en 72.690 euros. En carwow.es puedes adquirir cualquier motorización por mucho menos dinero.

### 3 TABLET: Galería



## 4 TABLET: Contacto







## Consulta

**Nombre**  


**Telefono**  


**Email**  




**ENVIAR**

## 5

## TABLET: Sucursales

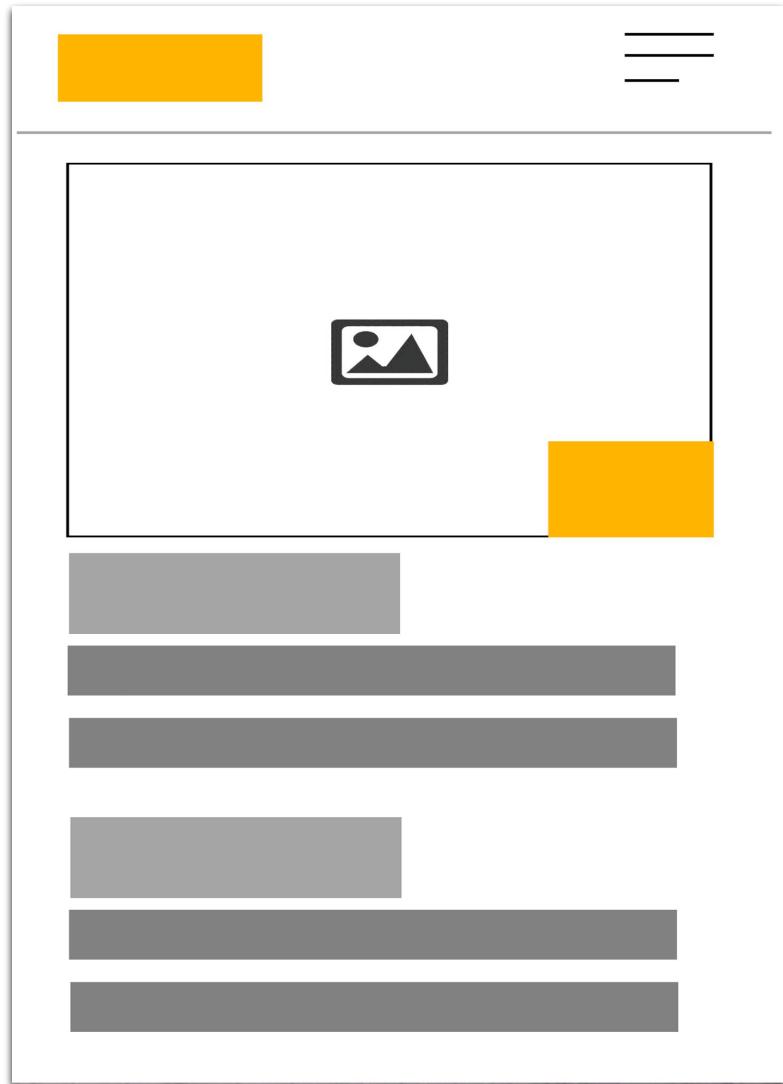


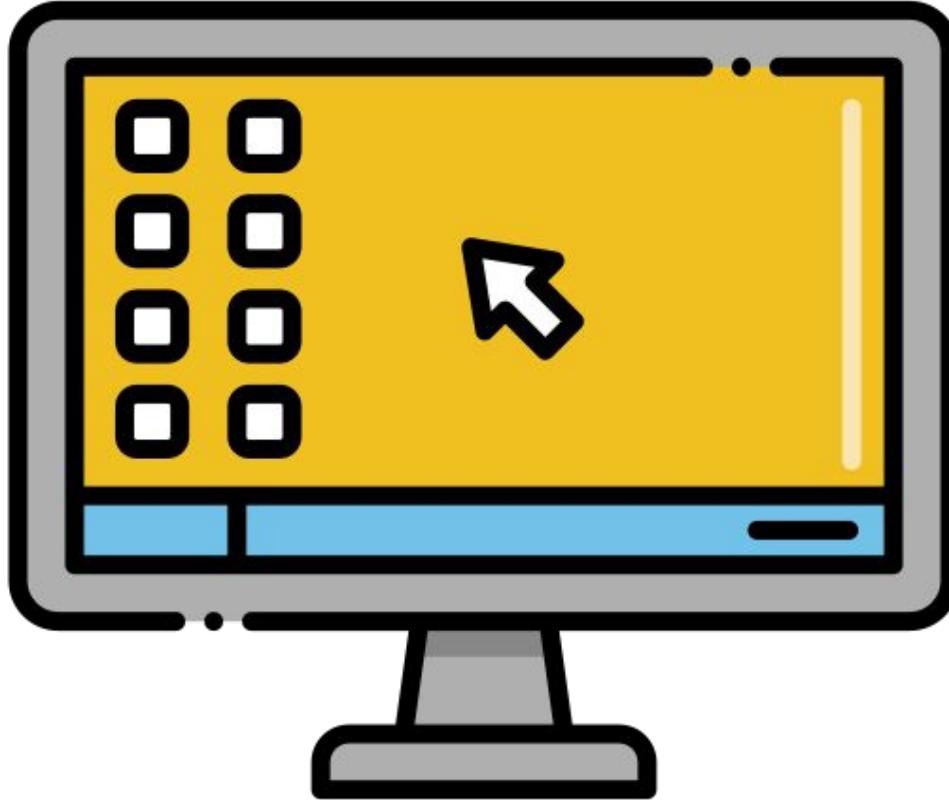
The image shows a mobile application interface for Audi dealerships in Argentina. At the top is the Audi logo. Below it is a grid of four dealer entries, each with a small thumbnail image of the dealership building, the dealership's name, its address, and its telephone number, followed by a phone icon.

- Automóviles Buenos Aires S.A.**  
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- Automóviles Buenos Aires S.A.**  
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Tel.: (011) 4902-2290
- Autovisiones**  
Av. del Libertador 5699, Belgrano, Ciudad de Buenos Aires, Argentina.  
Tel.: (011) 4786-9686
- Espasa Exclusivos**  
Av. Leandro N. Alem 495, Capital Federal, Buenos Aires, Argentina  
Tel.: (011) 5278-7357



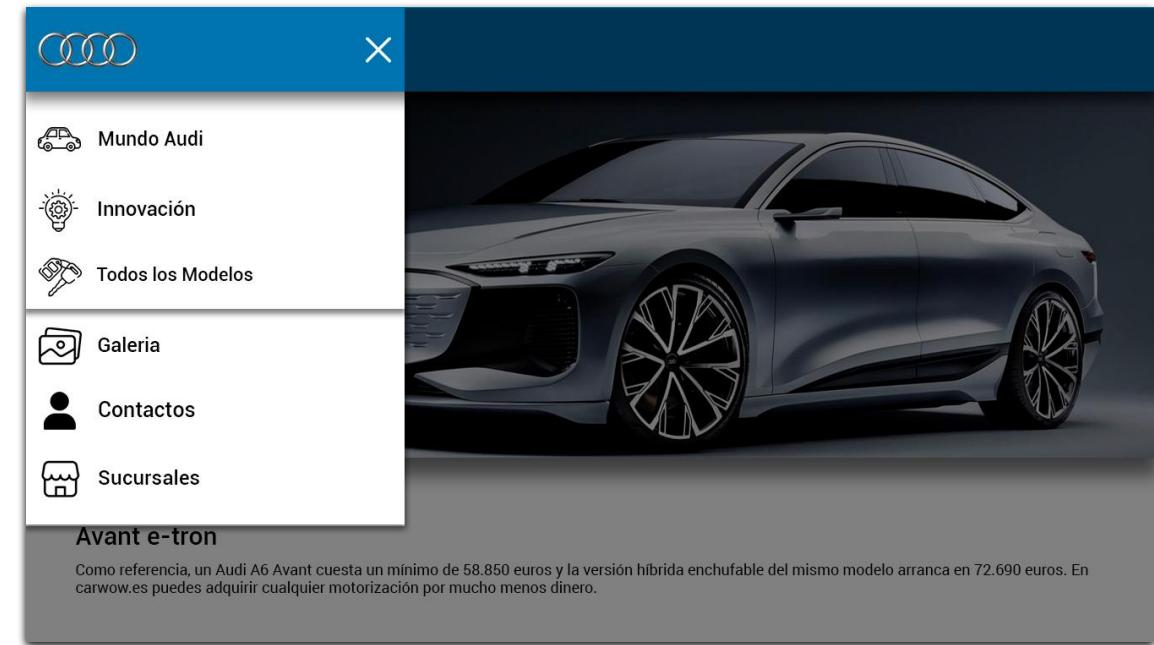
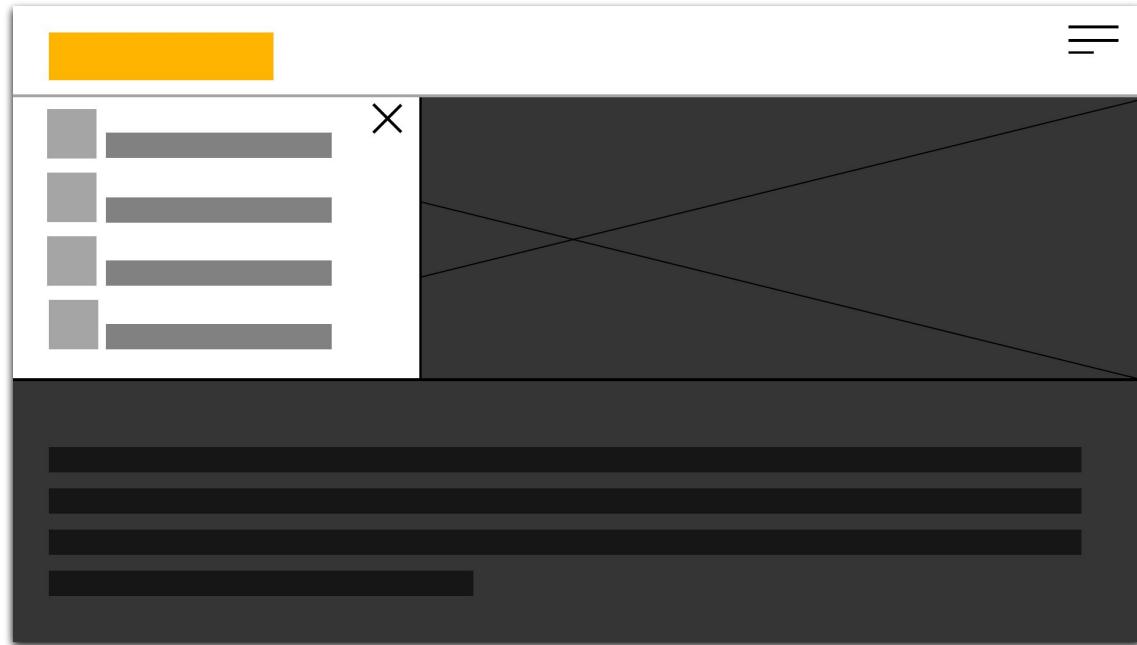
## 6 TABLET: Versiones



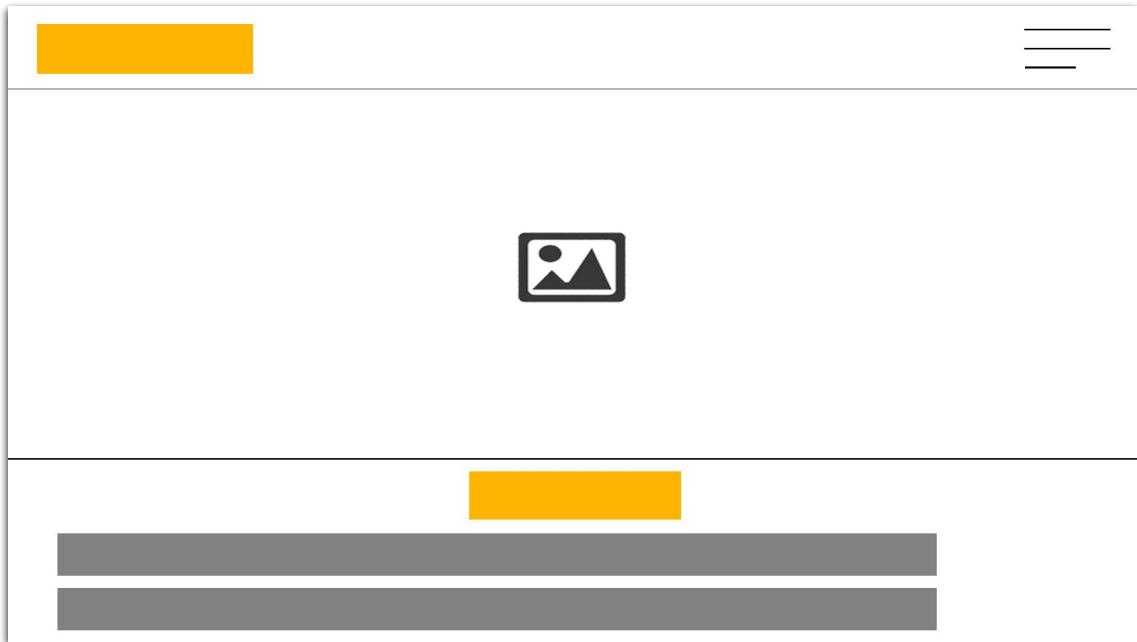


Desktop

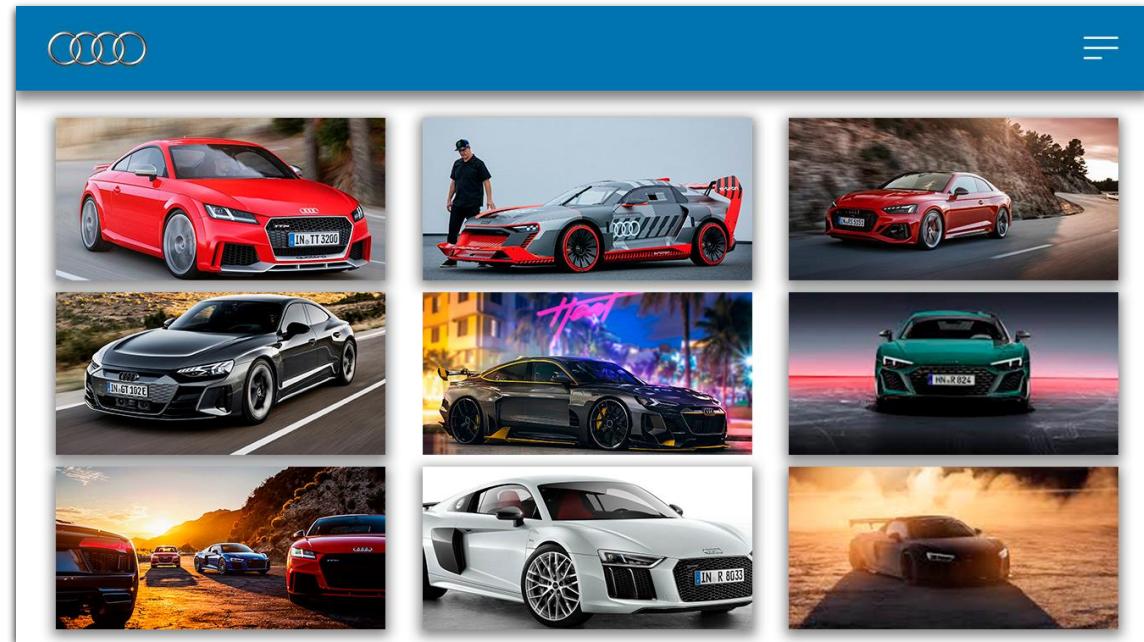
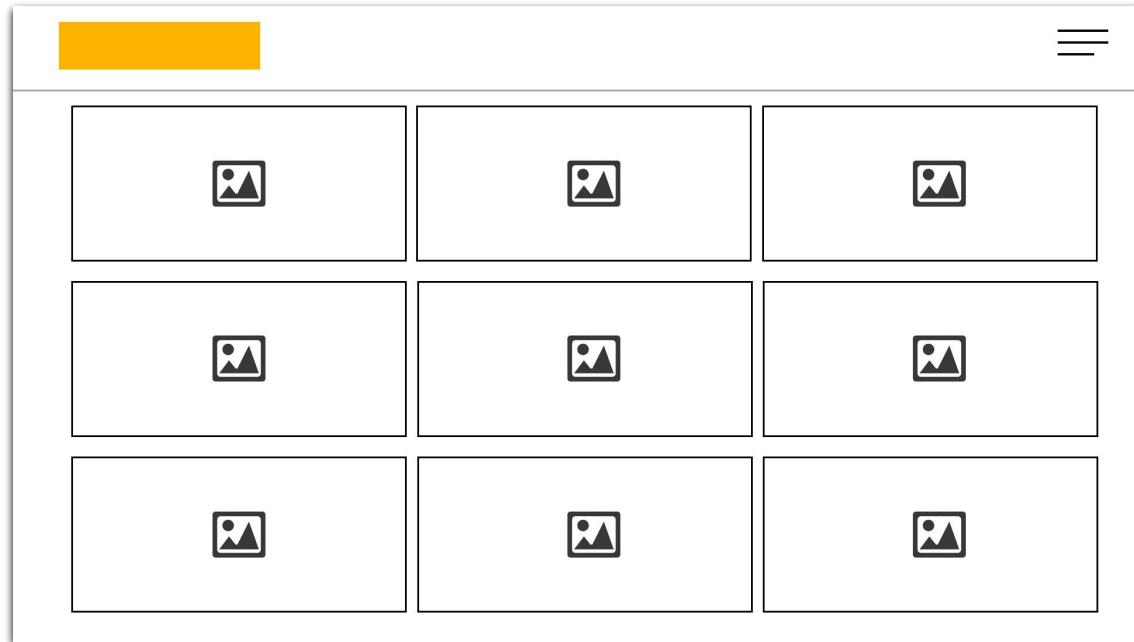
# 1 Desktop: Hamburguesa



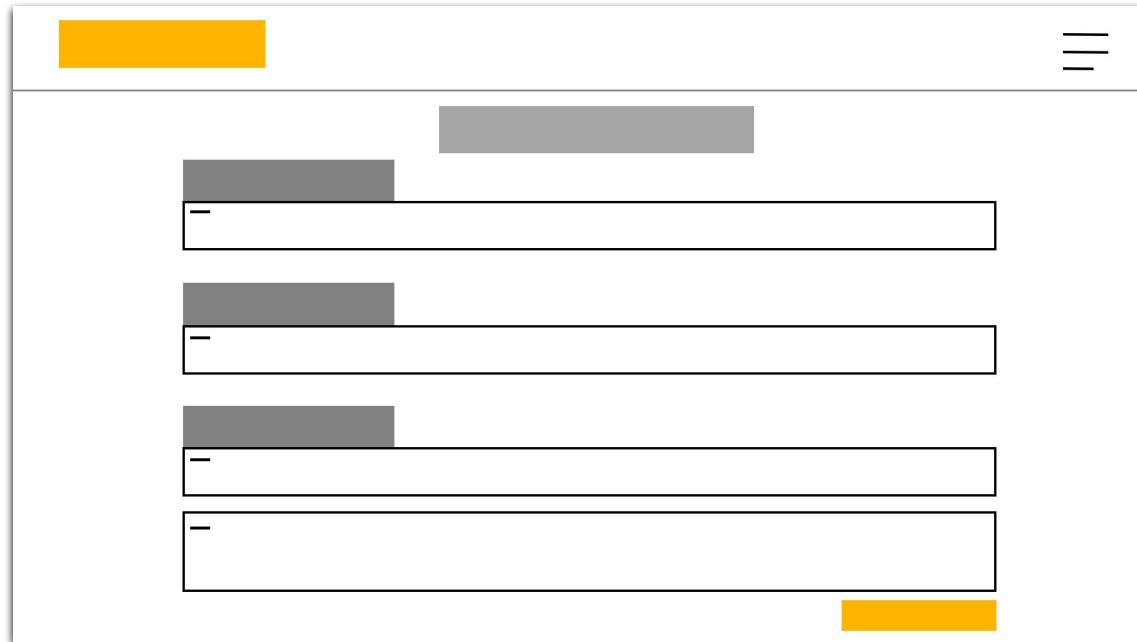
## 2 Desktop: Index



### 3 Desktop: Galería



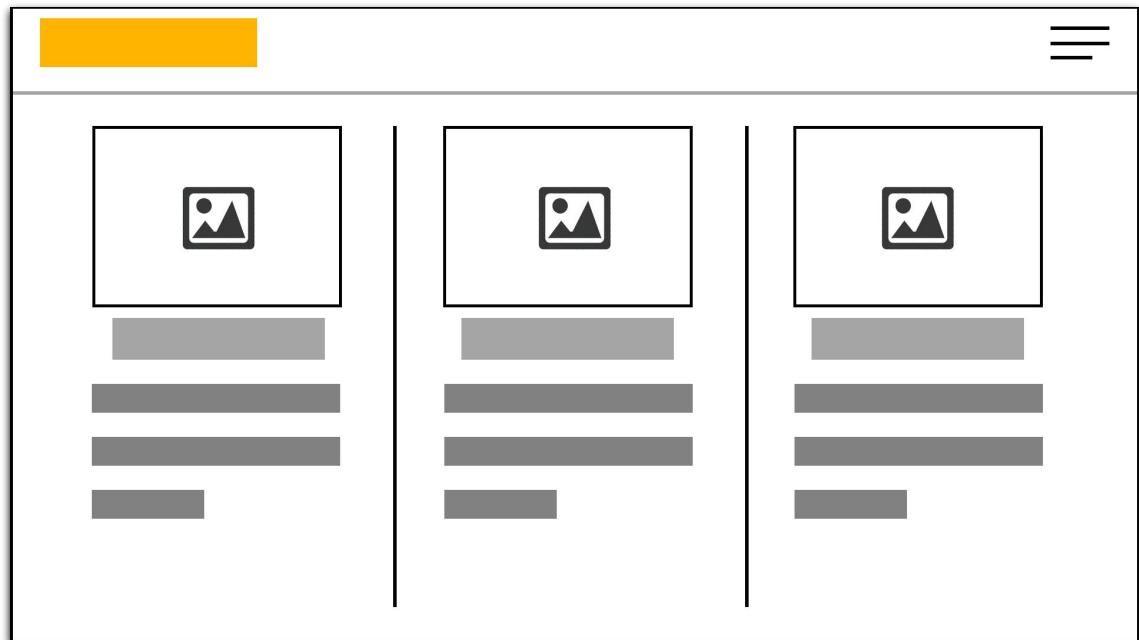
## 4 Desktop: Contacto



The actual desktop contact form interface for Audi. It has a blue header bar with the Audi logo on the left and a menu icon on the right. The main content area is titled "Consulta". It contains three input fields: "Nombre" with a person icon, "Telefono" with a phone icon, and "Email" with an envelope icon. Below these is a large empty text area for a message. At the bottom right is an orange "ENVIAR" button.



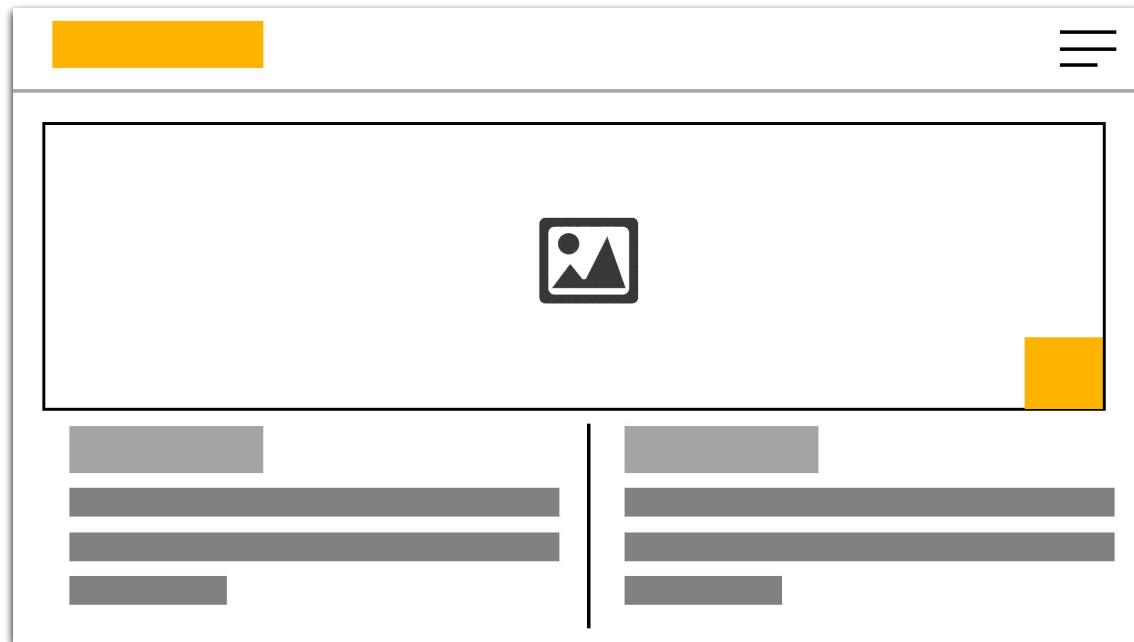
## 5 Desktop: Sucursales

A screenshot of the Audi Argentina website's "Sucursales" (Locations) page. The page has a blue header with the Audi logo. Below the header, there are three cards, each representing a different service center. Each card includes a small image of the center's exterior, the center's name, its address, a location pin icon, and a phone number. The cards are separated by thin vertical lines.

Sucursal	Dirección	Teléfono
Automóviles Buenos Aires S.A.	Avenida Rivadavia 4751, Ciudad Autónoma de Buenos Aires Argentina.	Tel.: (011) 4901-1778
Automóviles Buenos Aires S.A.	Av. J.B Alberdi 53, Ciudad Autónoma de Buenos Aires, Argentina.	Tel.: (011) 4902-2290
Autovisiones	Av. del Libertador 5699, Belgrano, Ciudad de Buenos Aires, Argentina.	Tel.: (011) 4786-9686



## 6 Desktop: Versiones



Screenshot of the Audi website on a desktop browser. The header features the Audi logo and a blue navigation bar. The main visual is a dark Audi e-tron GT driving on a road. Below the image are two text blocks with call-to-action buttons and a three-dot menu icon.

**House of Progress**  
La marca anticipa el futuro de la movilidad y exhibe una serie de novedades y anticipos de lanzamientos para el mercado local. Los desarrollos y tecnologías de la electro movilidad tienen también su lugar de protagonismo este año.

**Hacia un futuro más sostenible con movilidad eléctrica**  
Para nosotros, la movilidad eléctrica es el elemento central para una movilidad más sostenible. Obtenga más información sobre nuestros autos híbridos totalmente eléctricos



# Workflow: High Fidelity

