

MAEVIA

# UI/UX Design

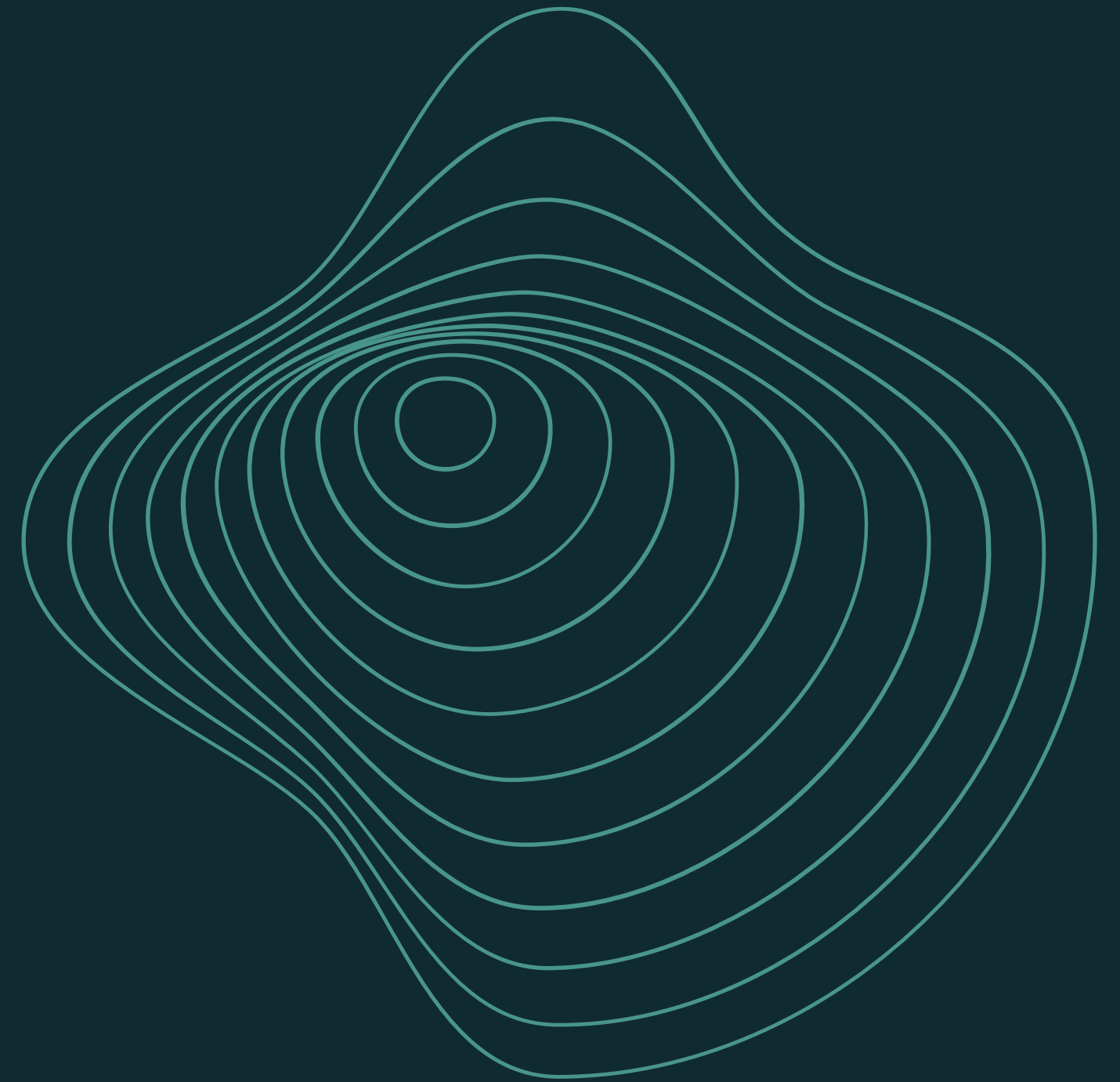
Design de interface e experiência de usuário

- Danilo Araújo;
- Flávia Paloma;
- Gilmar Adrian;
- Higor Waldeck;
- Kironi Silva; &
- Maria Letícia.

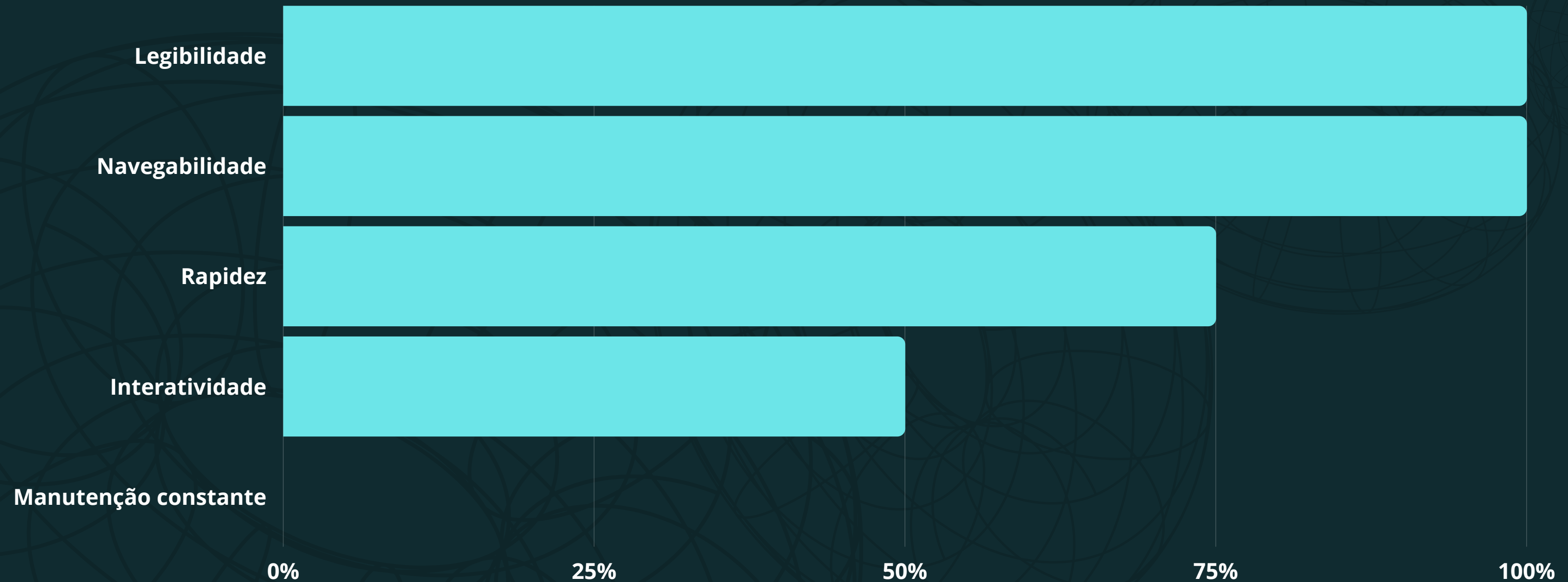
# Pesquisa de campo

## *Metodologia*

- Formulário
  - Quantitativo e qualitativo;
- Resultados;
- Aspectos importantes;
  - Acessibilidade;
  - Navegabilidade;
- Paleta de cores;
- Pesquisa interna;
- Família de ícones.

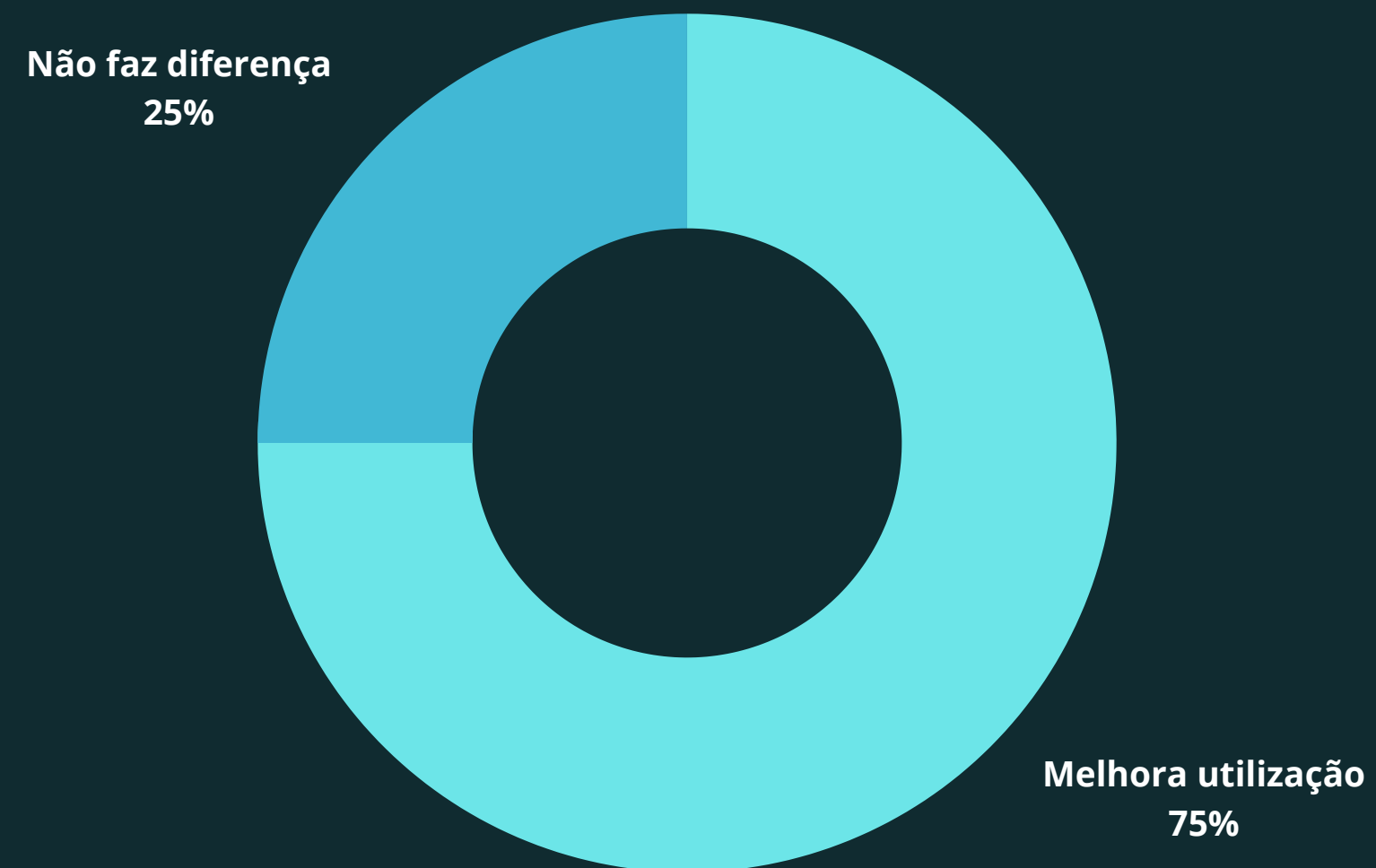


# Pontos importantes



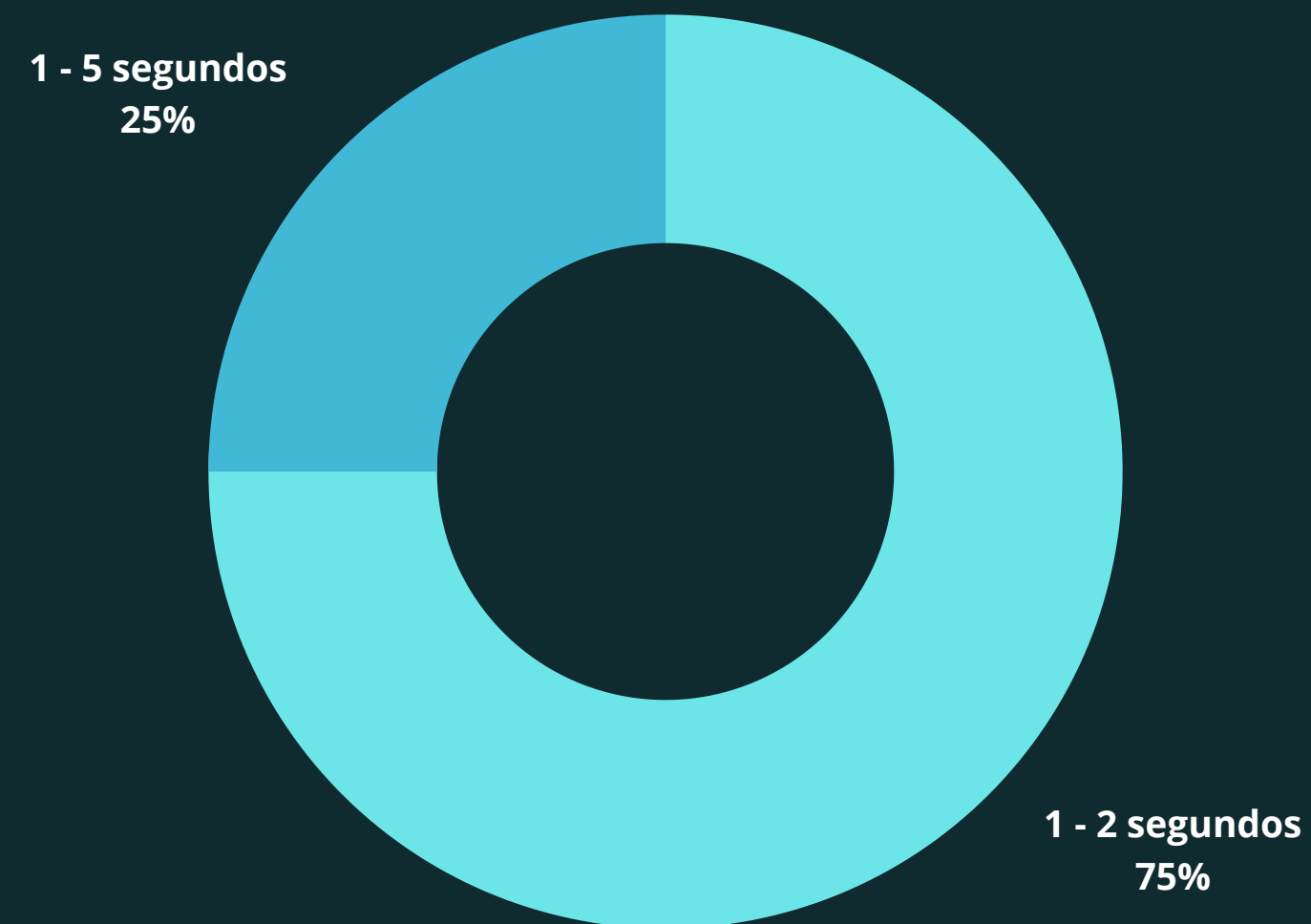
# Dark mode

75% dos entrevistados consideraram **dark mode** importante



# Tempo de resposta

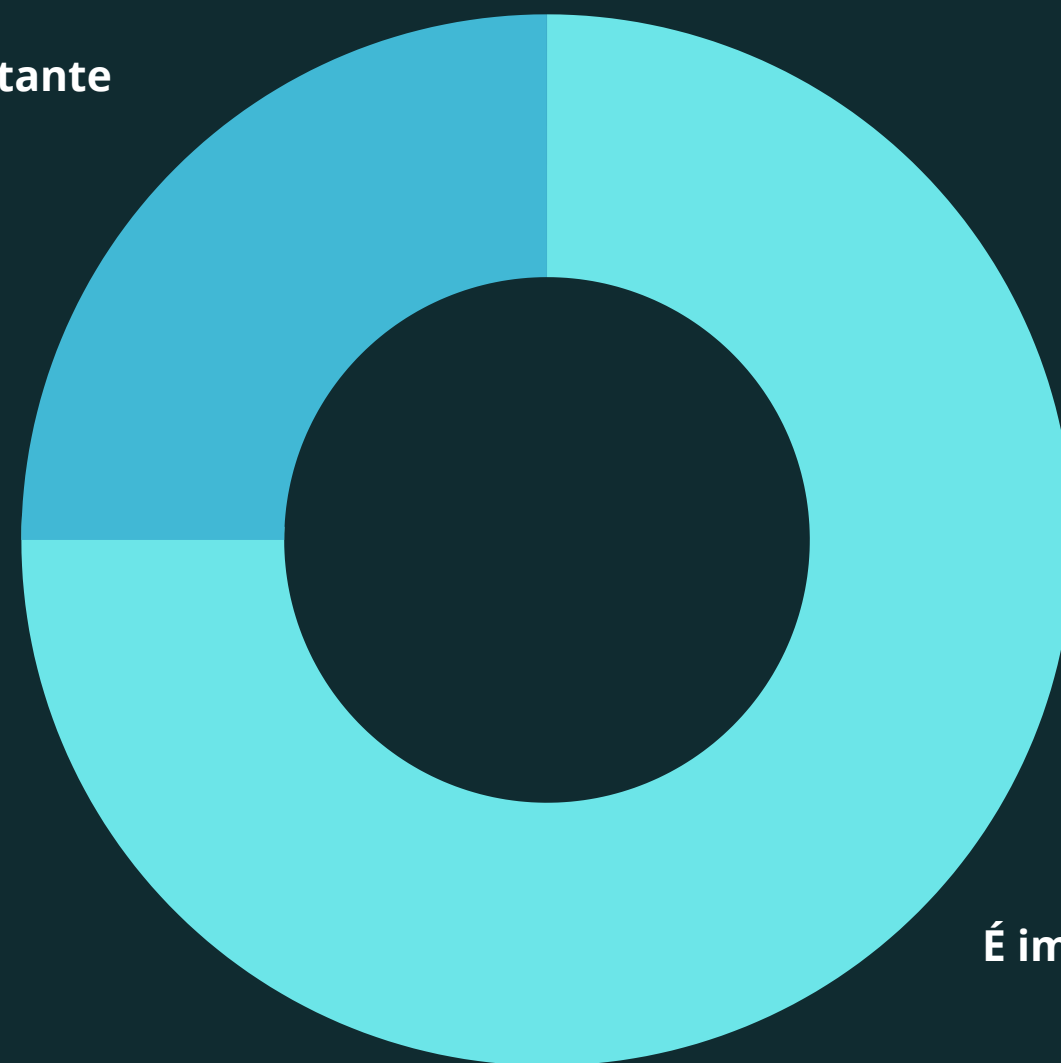
75% consideraram **aceitável** de **1 a 2 segundos** para o **resultado** de uma solicitação.



# VLibras

Percentual que considera importante adicionar o **VLibras** ao site.

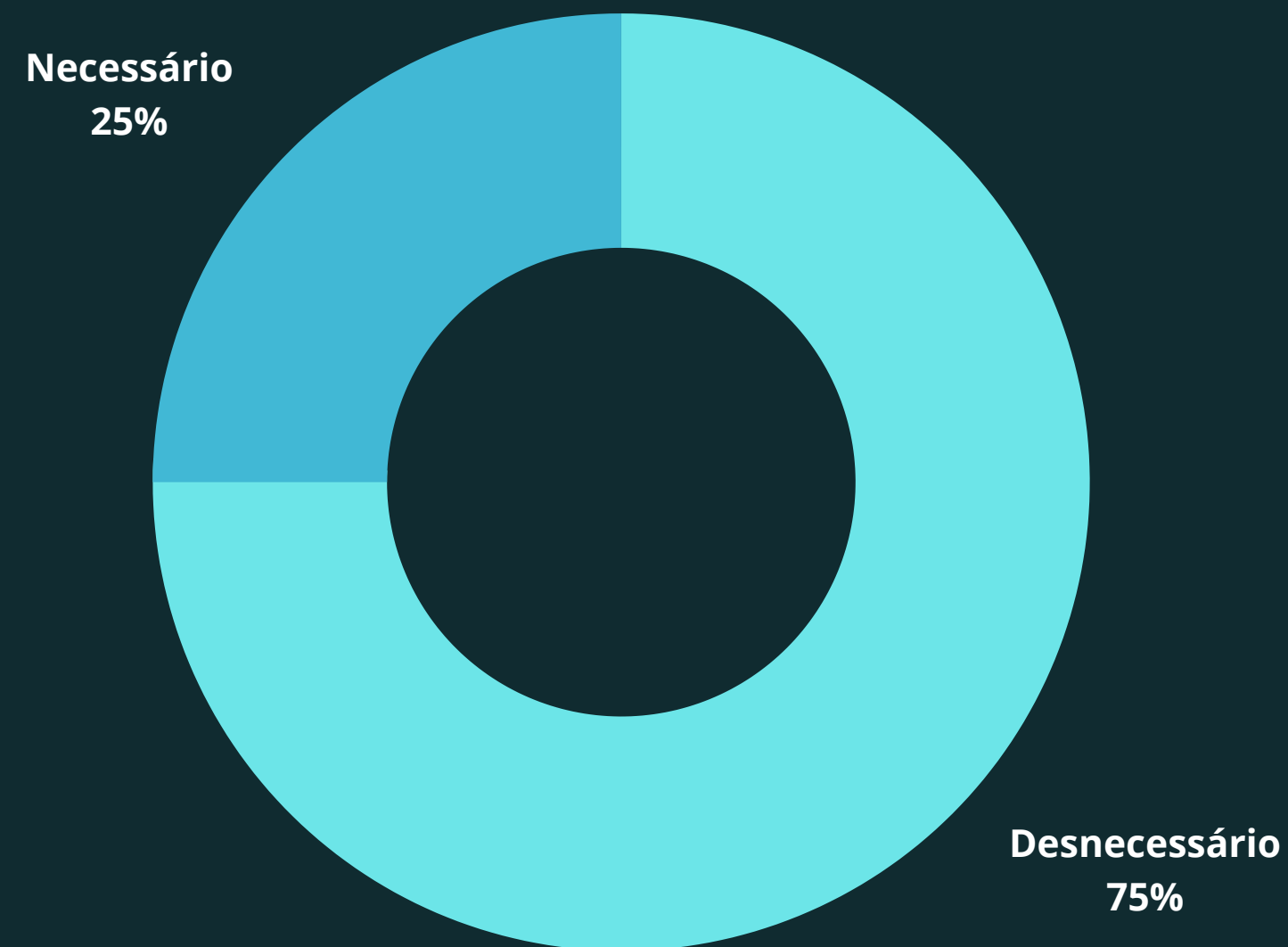
Não é importante  
25%










É importante  
75%

# Alto contraste

Apenas **25%** não acha **necessário** o alto contraste.



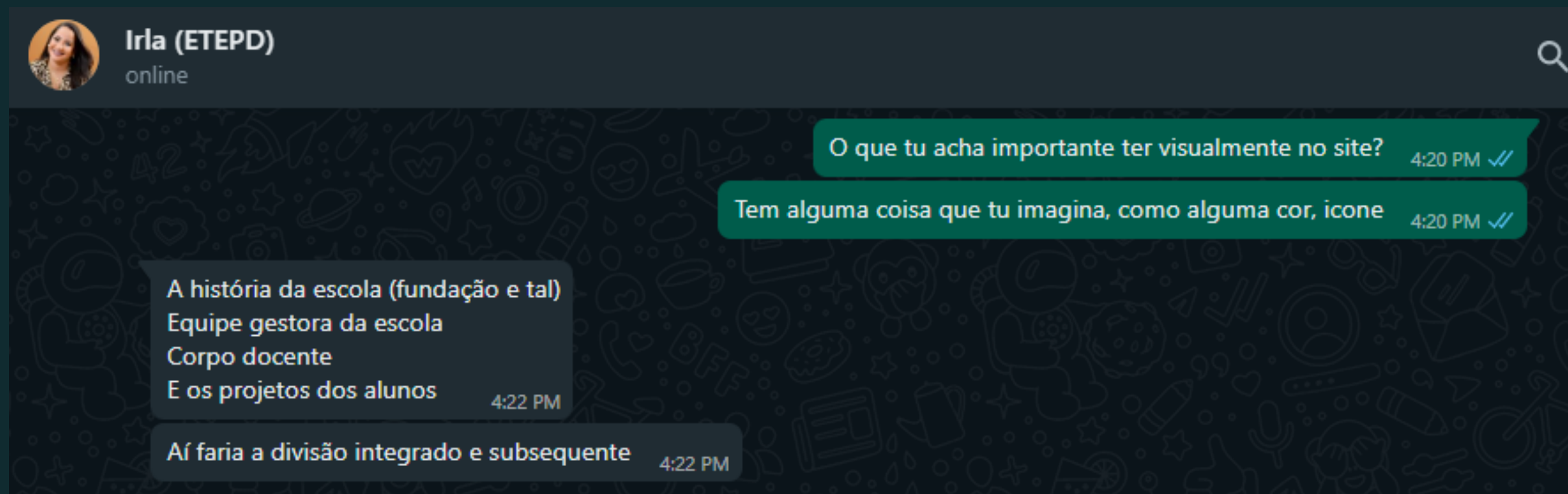
# Paleta de Cores

|  |   |  |   |   |   |   |
|--|---|--|---|---|---|---|
| Pantone  | Pantone   | Pantone  | Pantone   | Pantone   | Pantone   | Pantone   |
| ●  | ●   | ●  | ●   | ●   | ●   | ●   |
| Código 2756 U  | Reflex Blue C   | Código 2190 C  | Código 000C   | Código 17-6030  | Código 013-43-17  | Yellow C  |
|  |  |  |  |  |  |  |



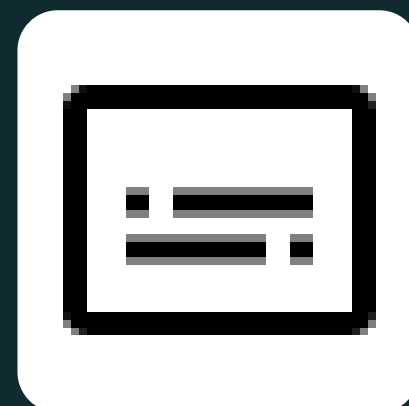
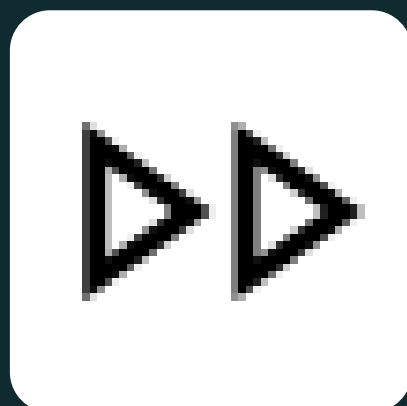
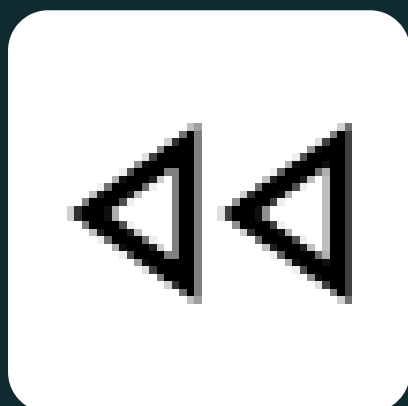
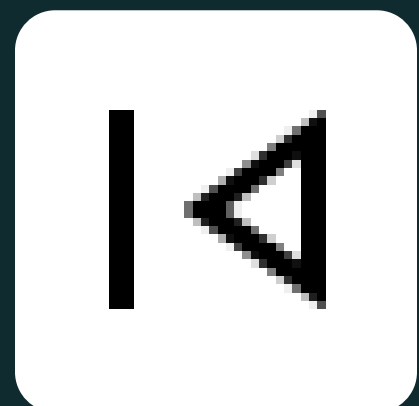
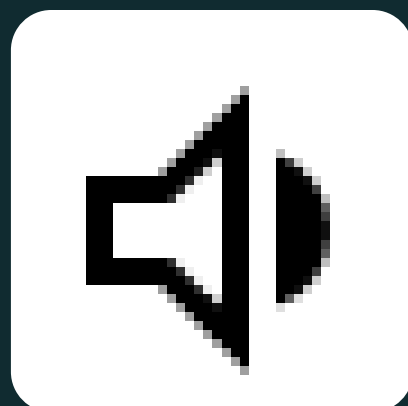
# Pesquisa interna

Conversa com a secretária da direção - Irla



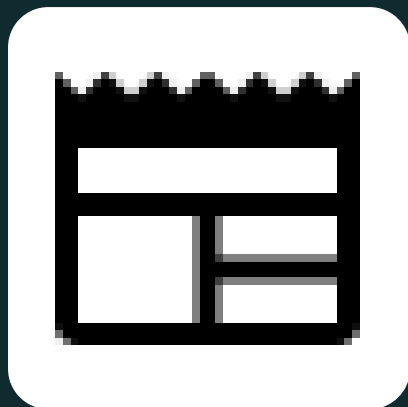
# Ícones

PODCAST:

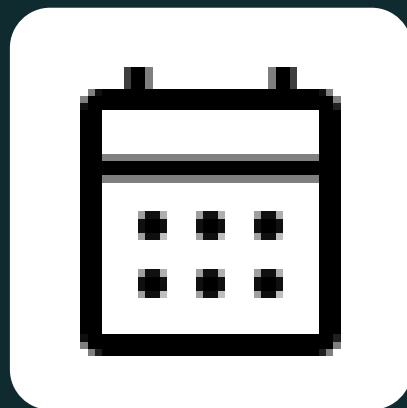
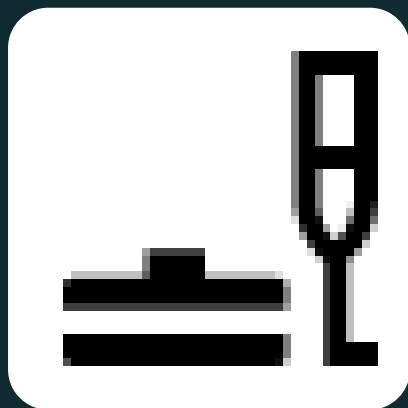


# Ícones

## JORNAL:

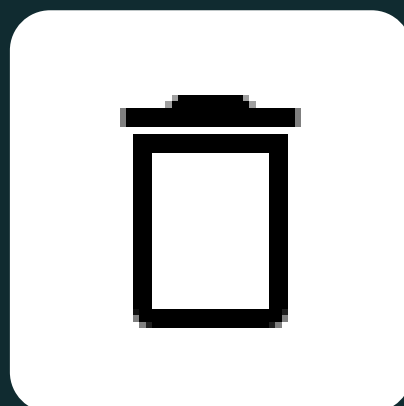
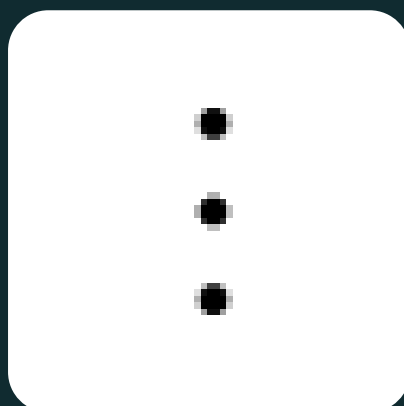
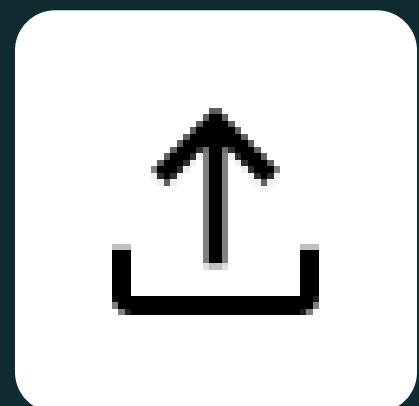
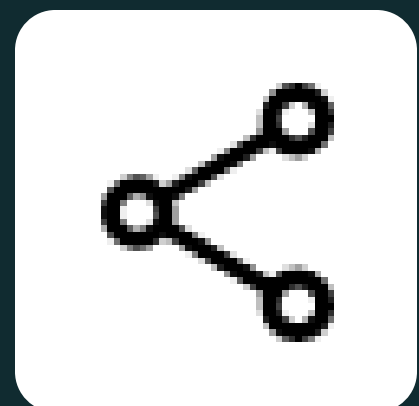


## CANTINA:



# Ícones

GERAIS:



# Figma

A **tecnologia** escolhida para construir o **MVP** e **identidade visual**.

