

UX
OR
DIE!

2002 PRODUTO
2009 CULTURA
2012 DIGITAL

DESIGNER FREELANCER

UXORDIE

DESIGN SPRINT

MENTOR SEVNA SEED

**UX E PRINCIPIOS
DE DESIGN UX OR
DIFI**

USER EXPERIENCE IS...

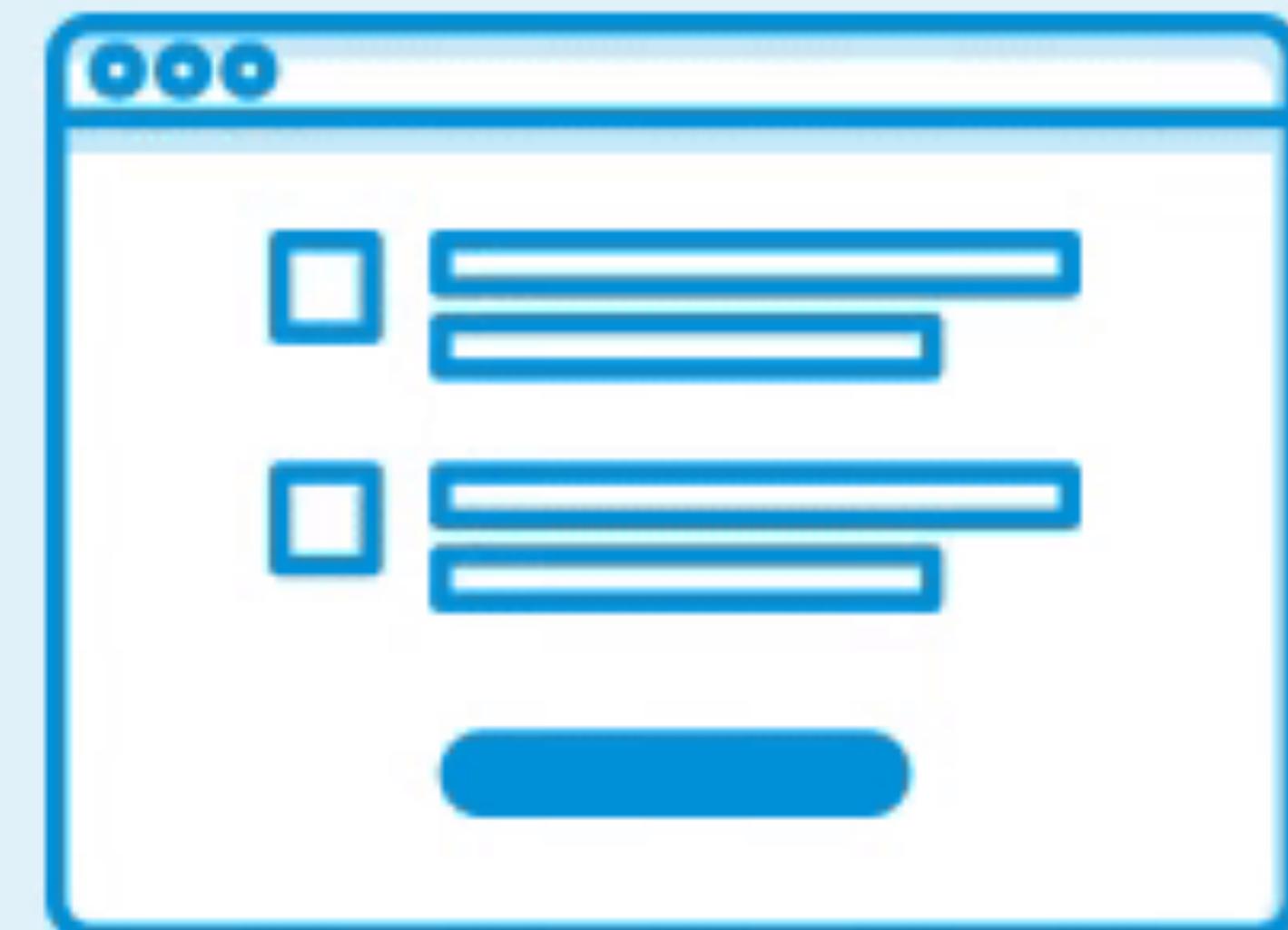
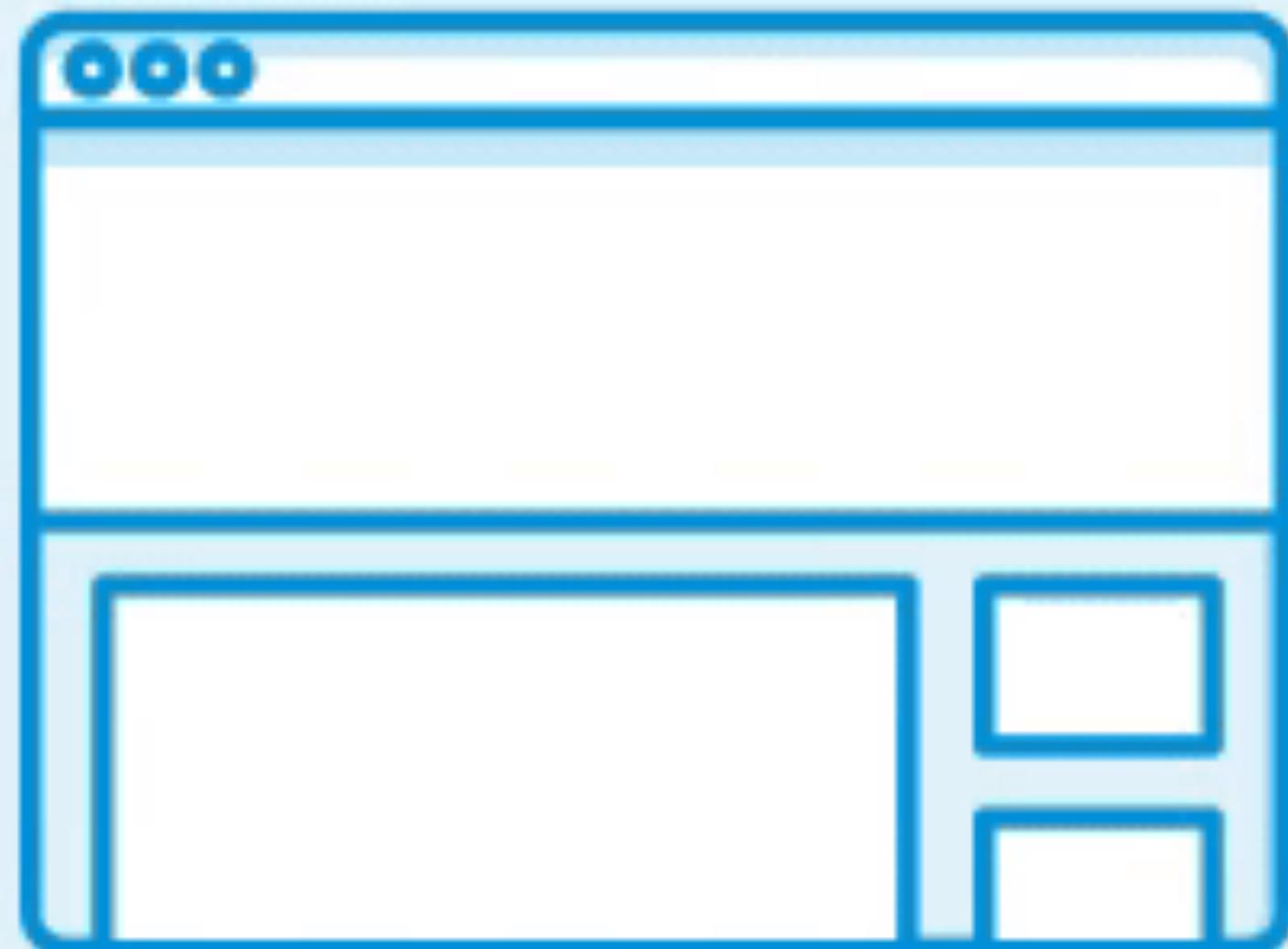
LOOK

+

FEEL

+

USABILITY





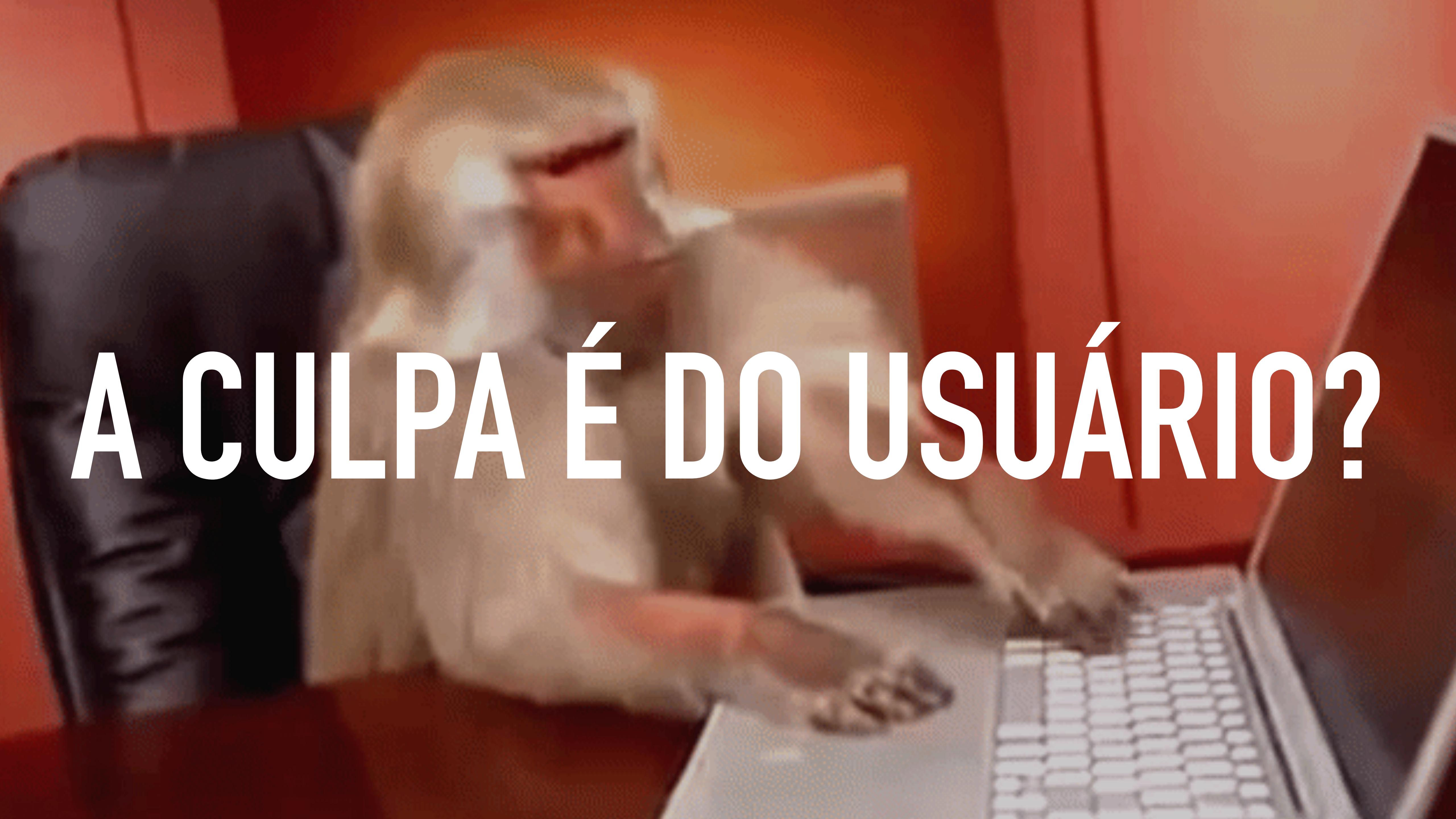


63%

partysocial

AO VIVO



A close-up, slightly blurred photograph of a person's hands as they type on a laptop keyboard. The hands are positioned in a standard QWERTY layout, with fingers moving rapidly across the keys. The background is a warm, reddish-orange color, creating a sense of depth and focus on the hands.

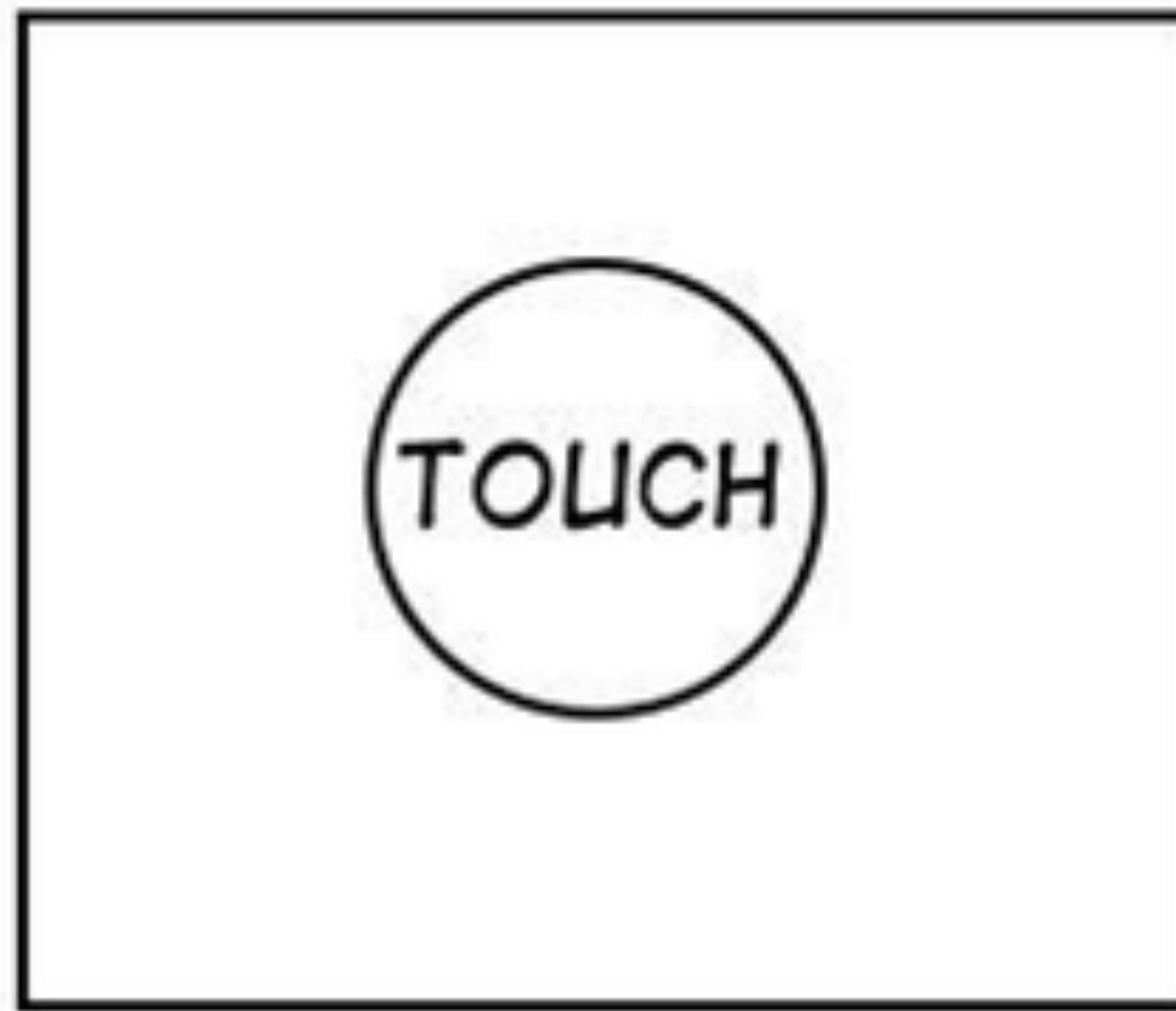
A CULPA É DO USUÁRIO?



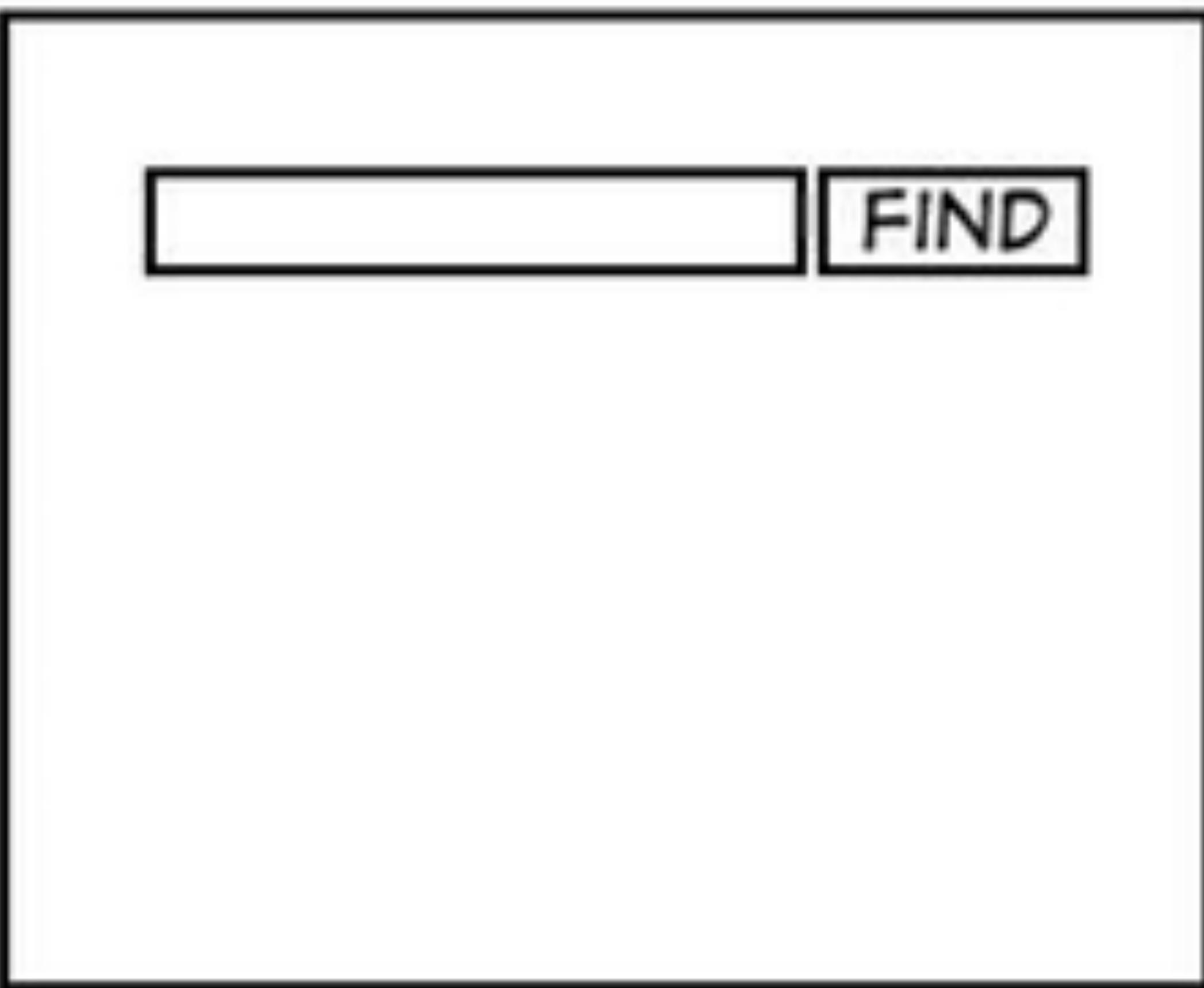
E SE FOSSE O SEU PRODUTO?



TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME:	<input type="text"/>	TYPE CD:	<input type="text"/>			4 - K AA2- DK9B KKA? CN3 AA-9
LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/> <input type="checkbox"/>			
SSN:	<input type="text"/> <input type="text"/> <input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	VER:	<input type="text"/>	
ID:	<input type="text"/>	CAT CD:	<input type="text"/>			
PHONE 1:	<input type="text"/> <input type="text"/>	...	<input type="text"/>	CITY:	<input type="text"/>	
PHONE 2:	<input type="text"/> <input type="text"/>	•	<input type="text"/>	STATE:	<input type="text"/>	
ADDR 1:	<input type="text"/>			ZIP:	<input type="text"/>	...
ACCT #:	<input type="text"/>			ORD #:	<input type="text"/> • <input type="text"/> <input type="text"/> ?	•
						NEW DEL

25%

DOS USUÁRIOS ABREM
UM APLICATIVO PELA
PRIMEIRA VEZ E
NUNCA MAIS VOLTAM.

Fonte: eMarketer "App Marketing 2015:
Fighting for Downloads and Attention in a
Crowded Market," Julho 2015.

ARE THE
Pokémon



HERE?

I DUNNO. YOU TELL
ME. I'M STILL TRYING
TO FIGURE OUT
SNAPCHAT.

DISCOVERABILITY





SALAR

name _____
LOSARTAN*



HIDROCLOROTIAZIDA



PROPRANOLOL



METFORMINA (ANTES)

AAS



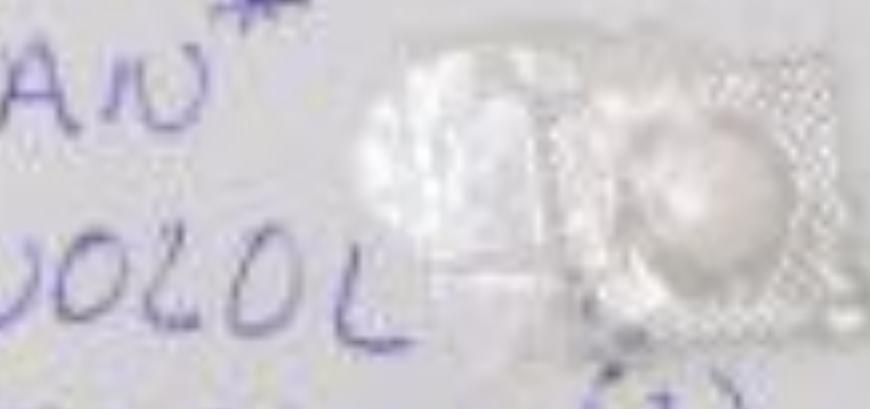
- LOSARTAN*

- PROPRANOLOL

- SIMVASTATINA (2)

- METFORMINA ANTES

DC COMER →



DIAZEPAM ANTES DORMIR



FEEDBACK

DESIGN GUIDELINES



MATERIAL DESIGN



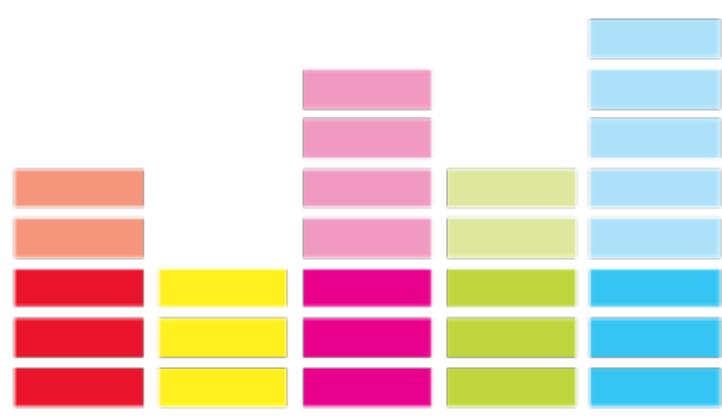
Developer

IOS HUMAN
INTERFACE GUIDELINES

CROSS
PLATFORM
DESIGN
FRAMEWORK

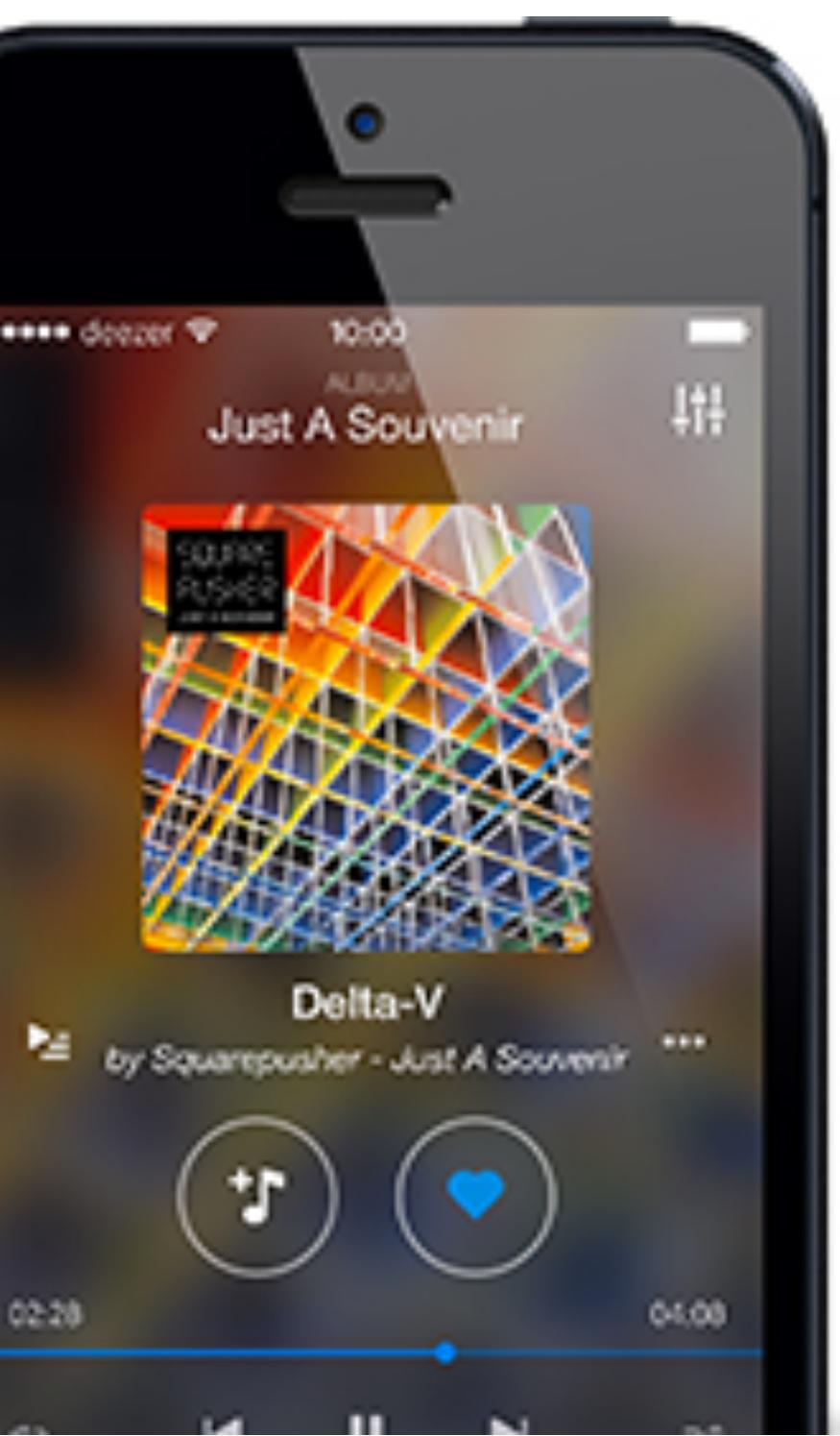
OU

CONSISTÊNCIA



DEEZER

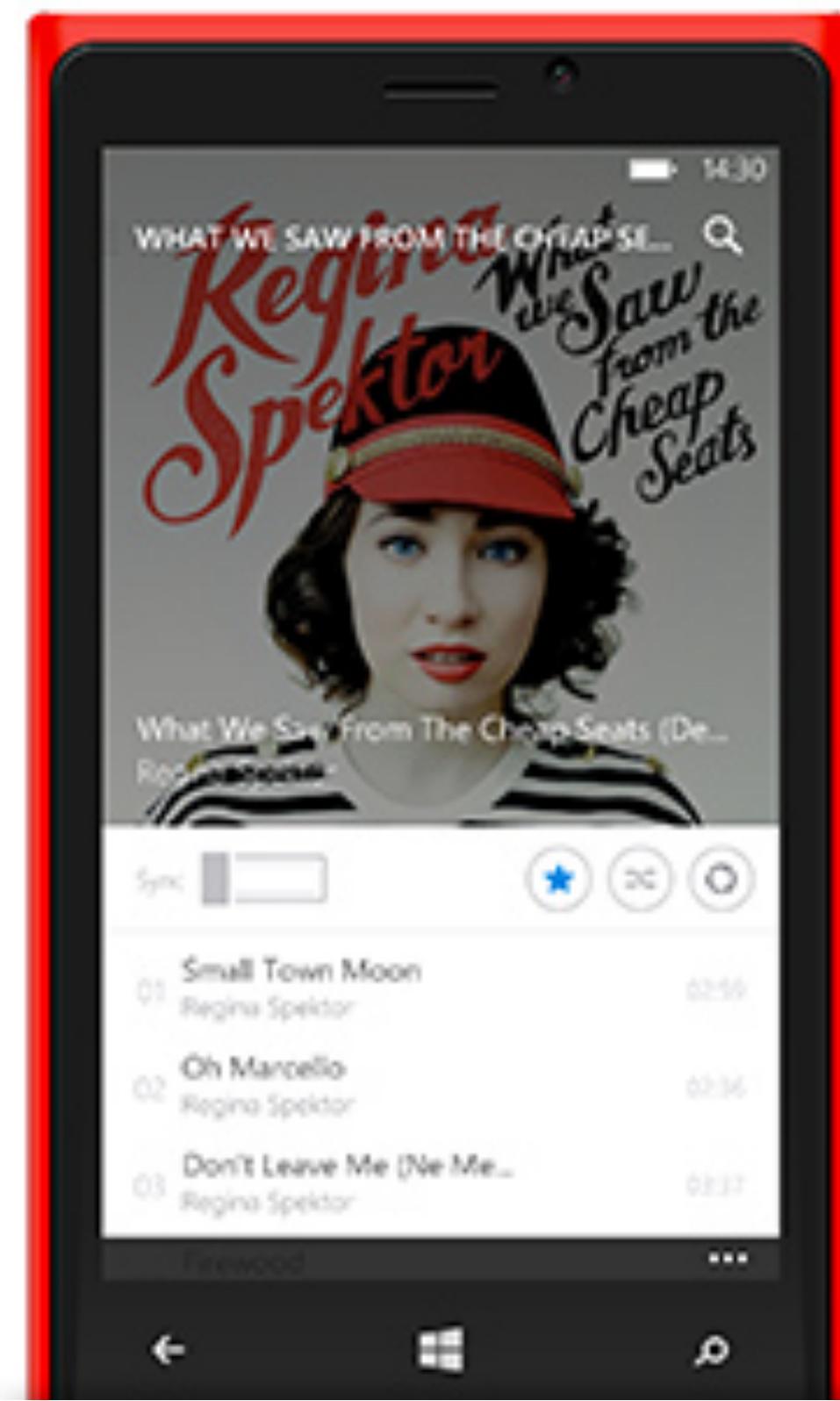
IOS



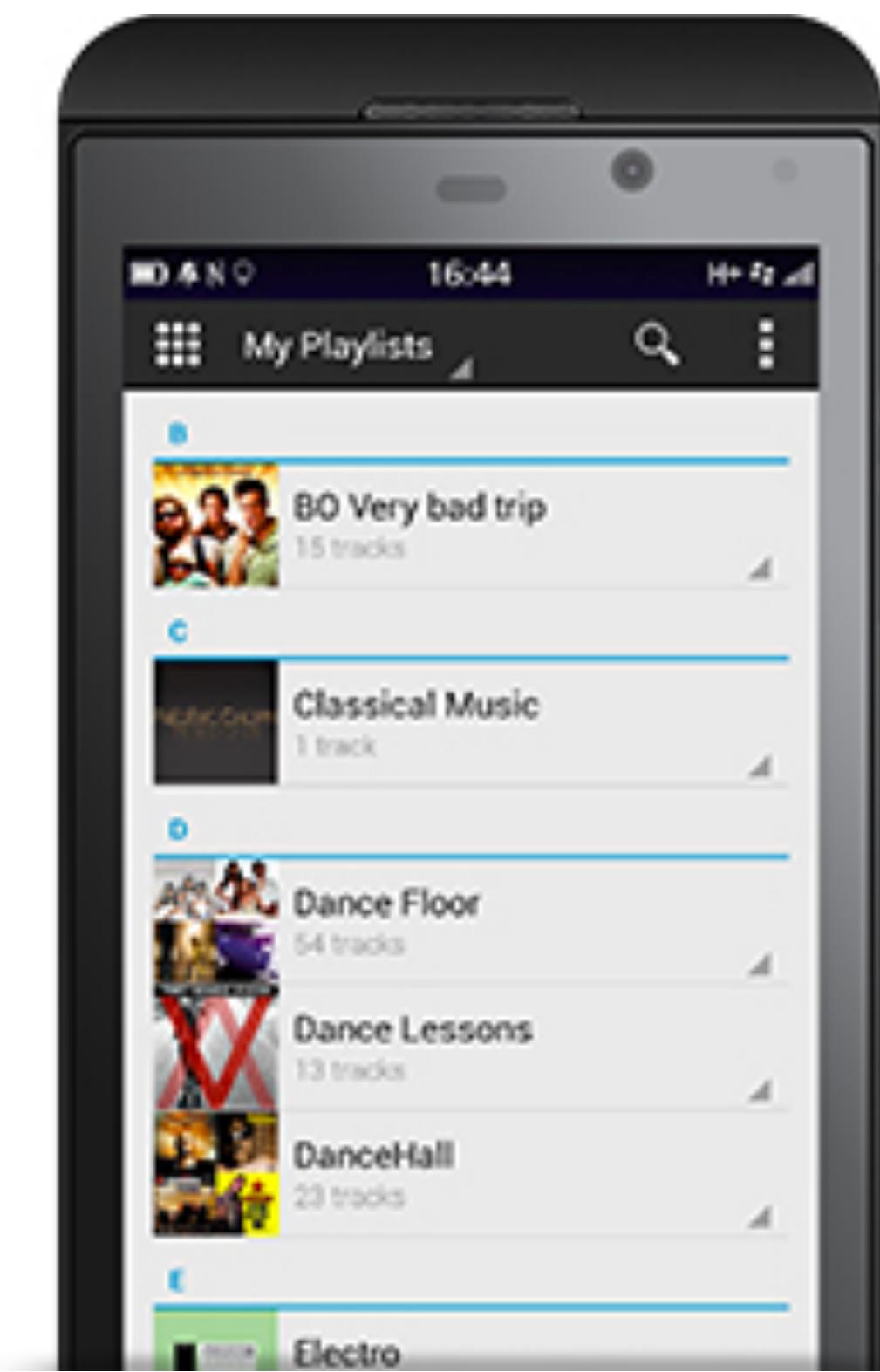
ANDROID



WINDOWS PHONE



BLACKBERRY

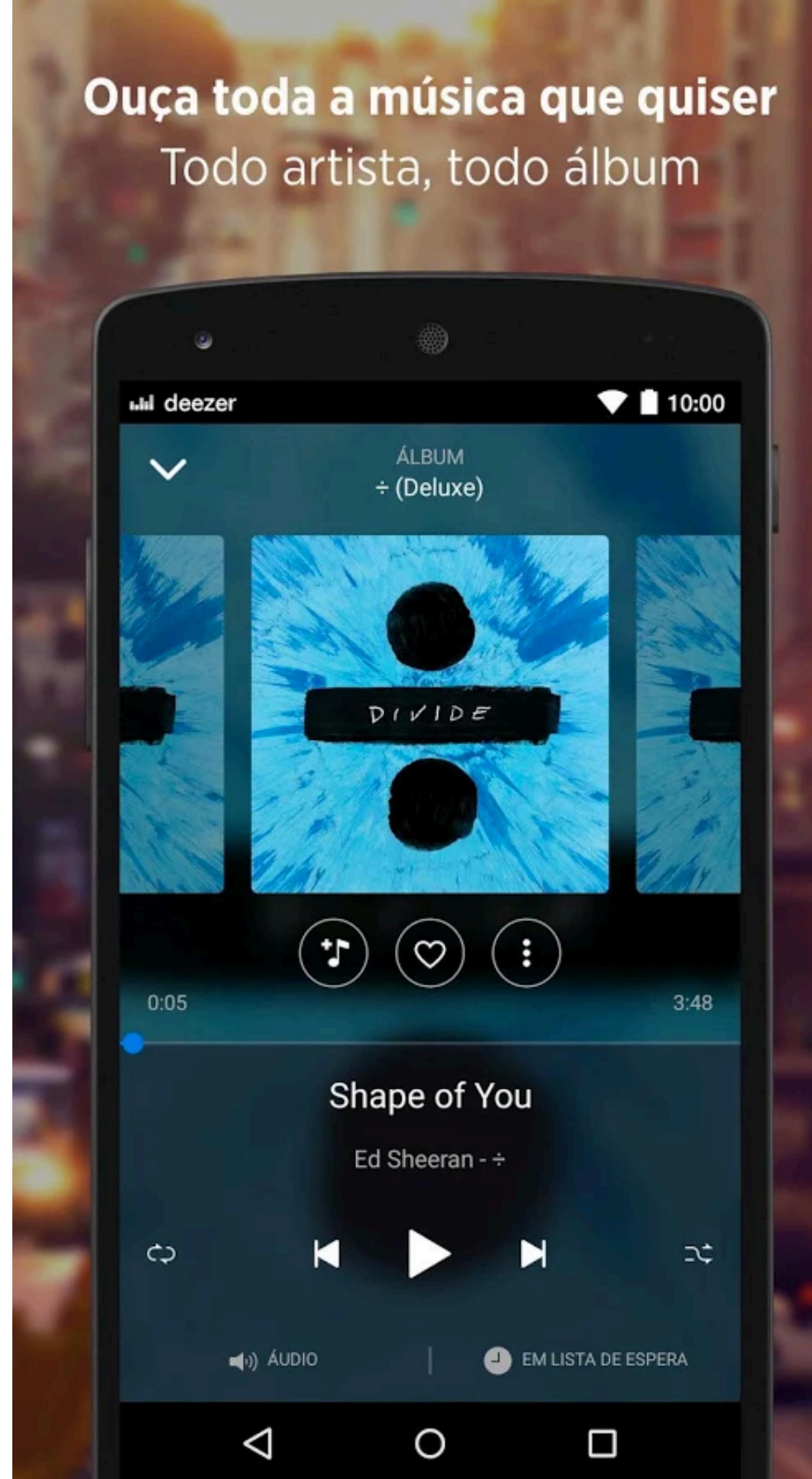


WATCH

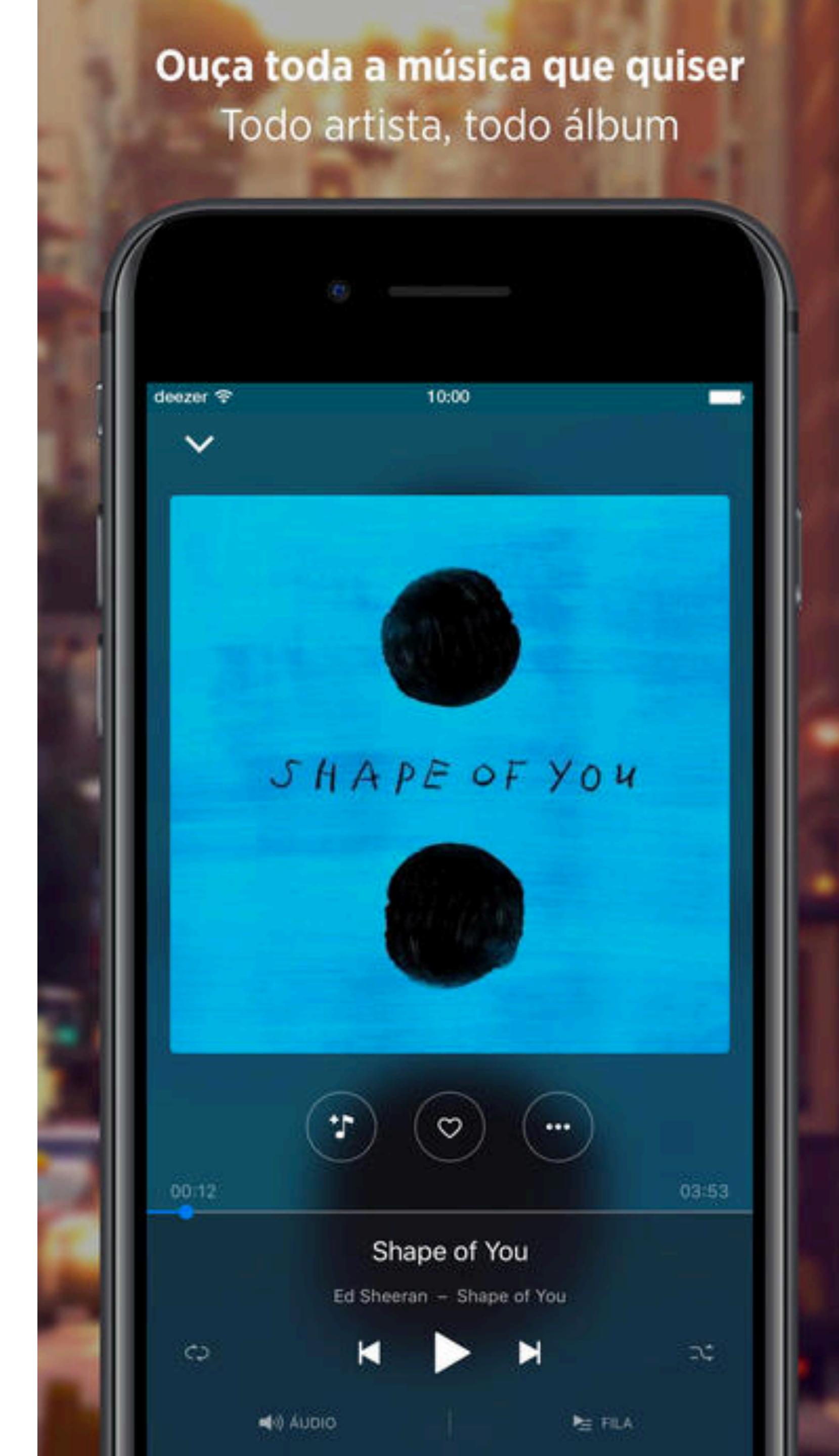




ANDROID



Ouça toda a música que quiser
Todo artista, todo álbum

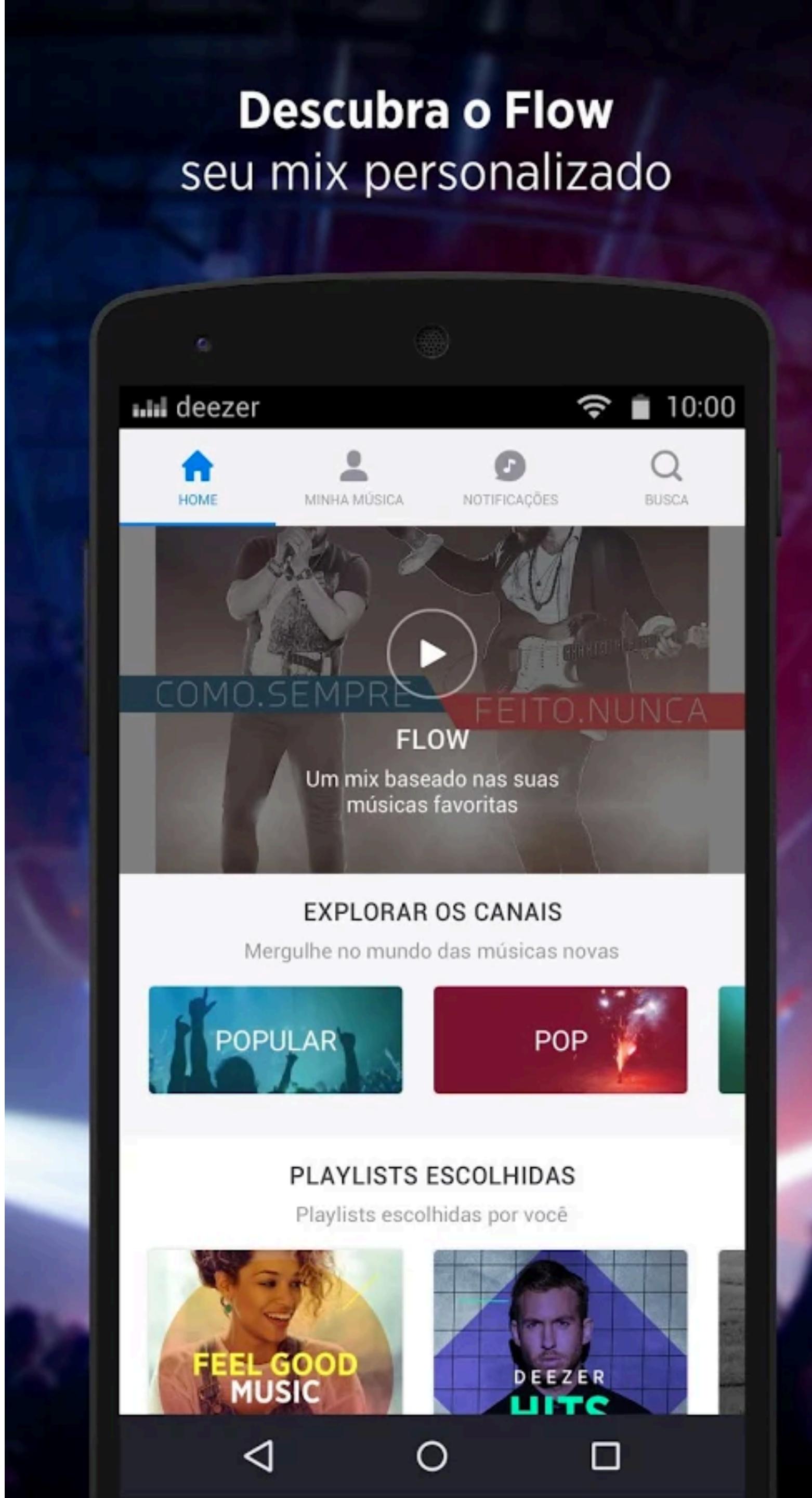


Ouça toda a música que quiser
Todo artista, todo álbum

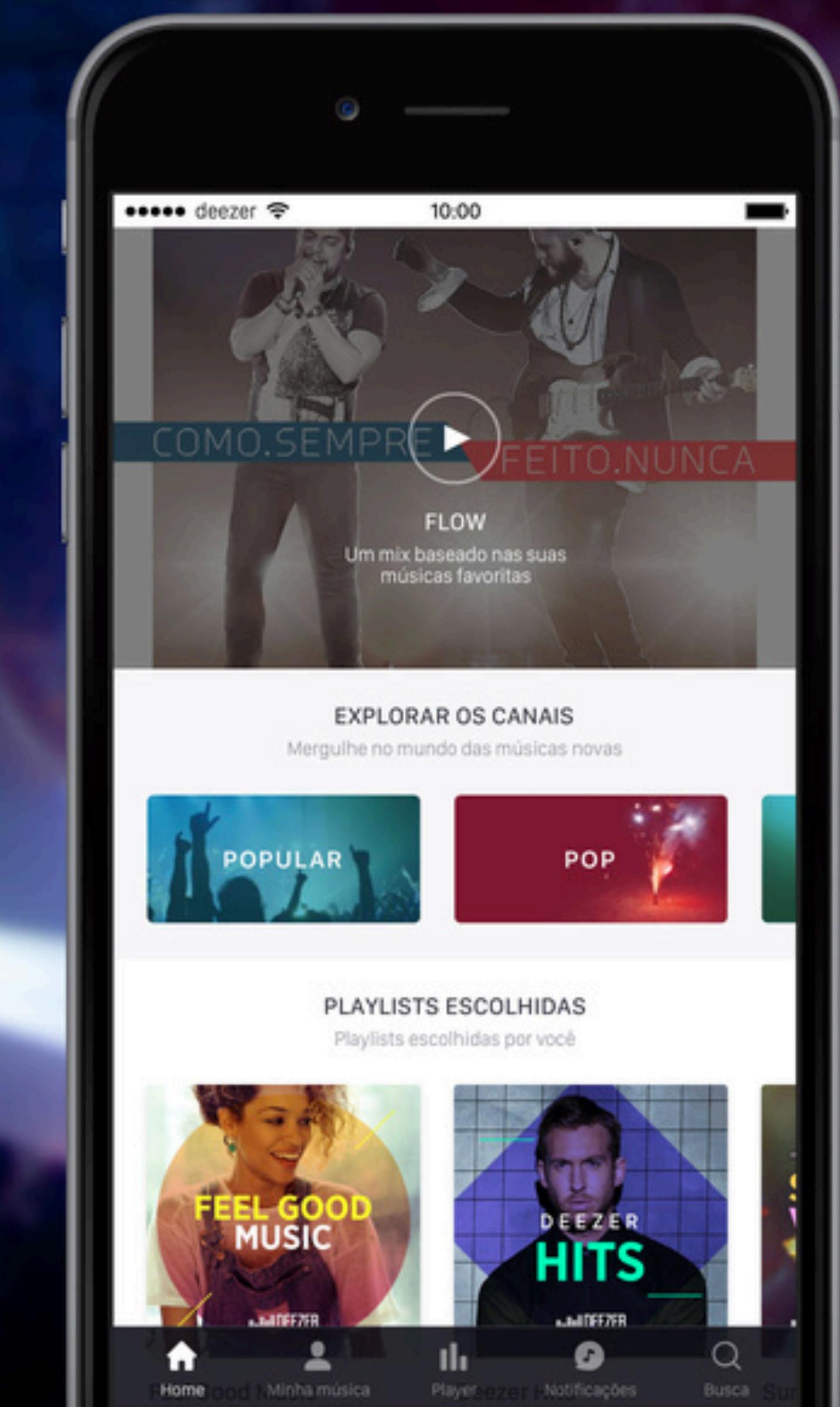
IOS



ANDROID



Descubra o Flow
seu mix personalizado



IOS



DEEZER

HOME MY MUSIC MIXES POPULAR SEARCH PLAYER Switch account anne

yall

Hundred Miles All The Way Up (feat. Fr... Yall All-Time Rock Classics

a b c d e f g h i j k l m n o p q r s t u v w x y z

Space Clear abc 123 #+-

undefined

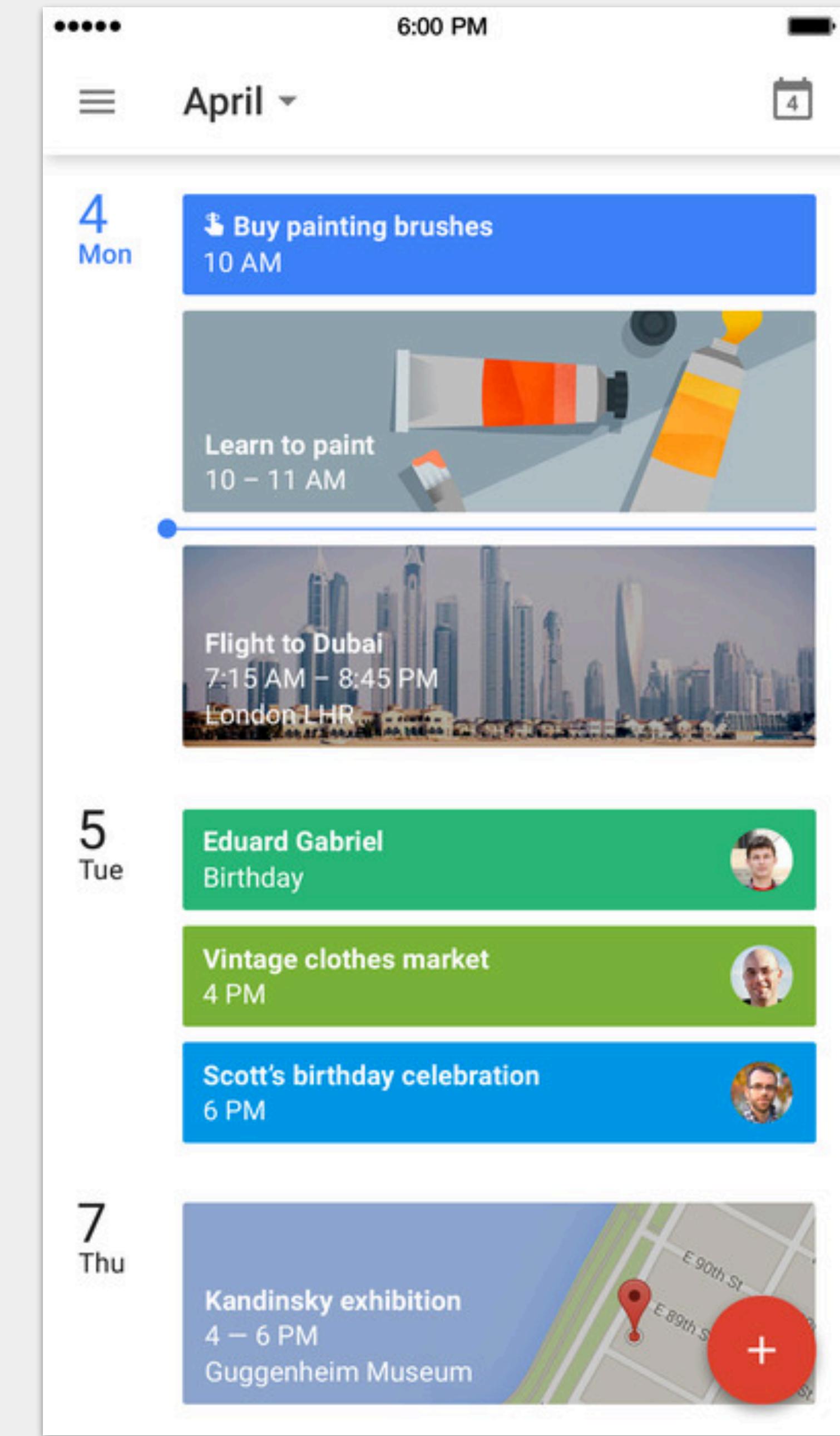
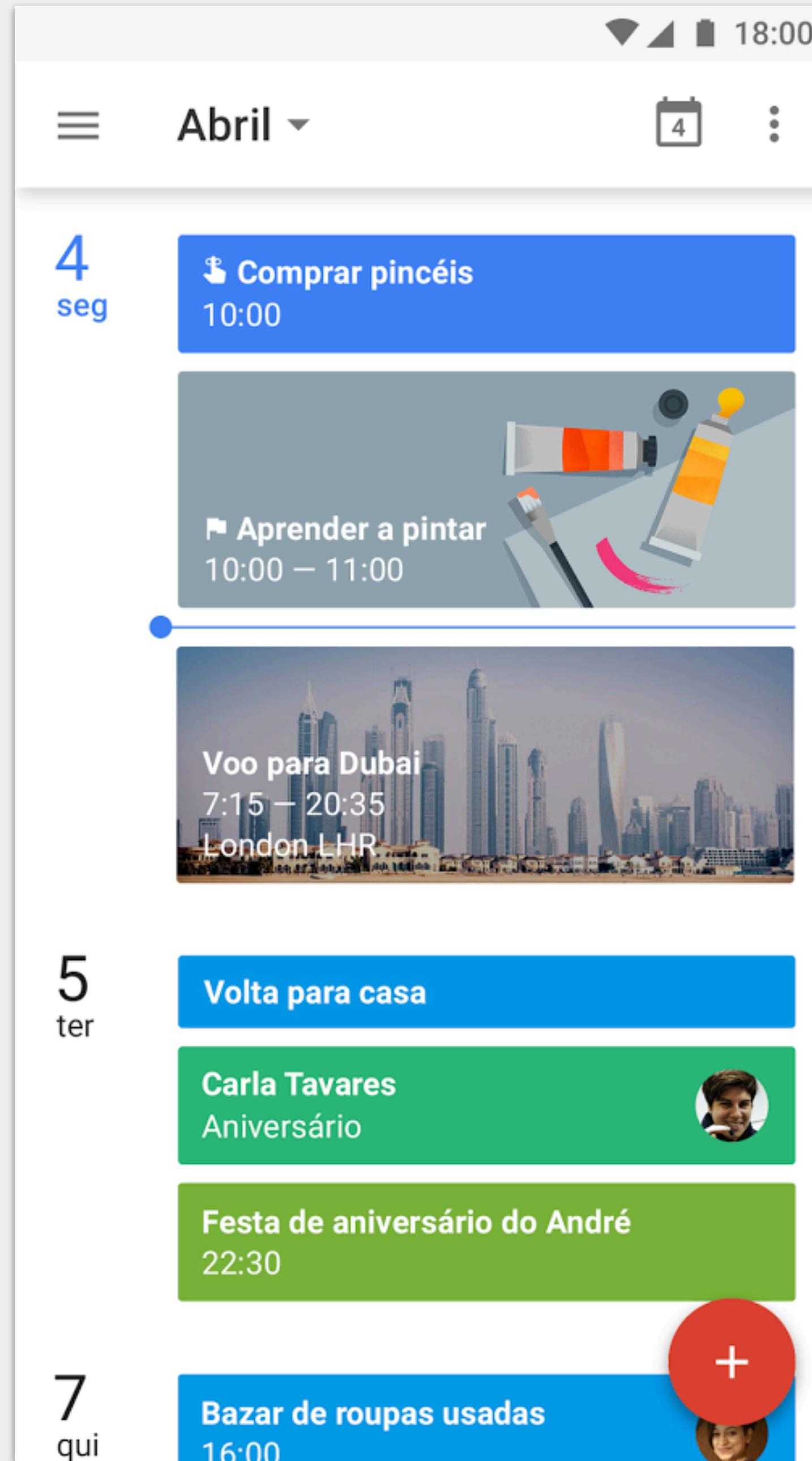
Song	Artist
Hundred Miles	Yall
All of Me	John Legend
One Call Away	Charlie Puth
All In You (feat. Anna...)	Synapsone
Rappelle-la	Lefa
All The Way U	Fat Joe

WEB OS

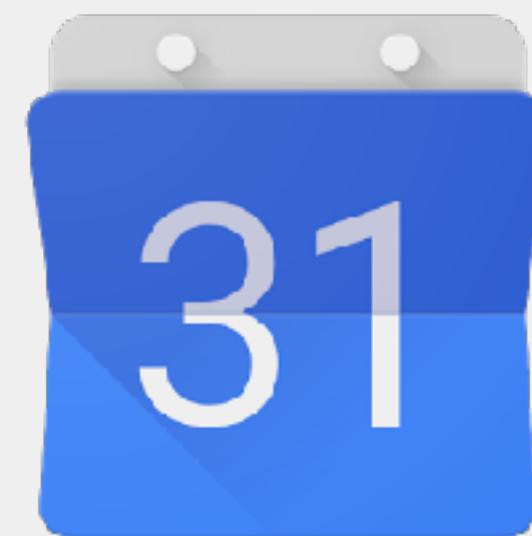




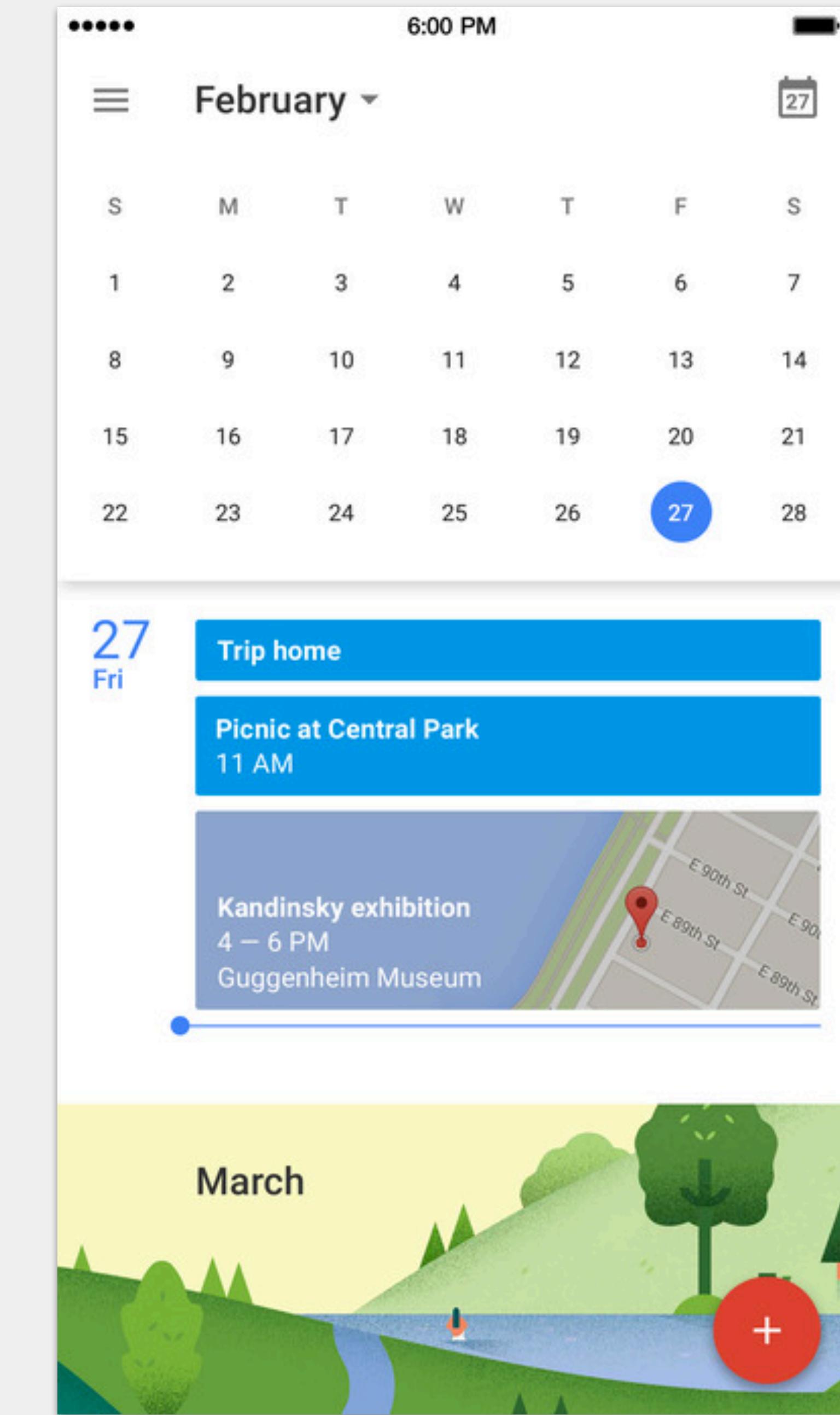
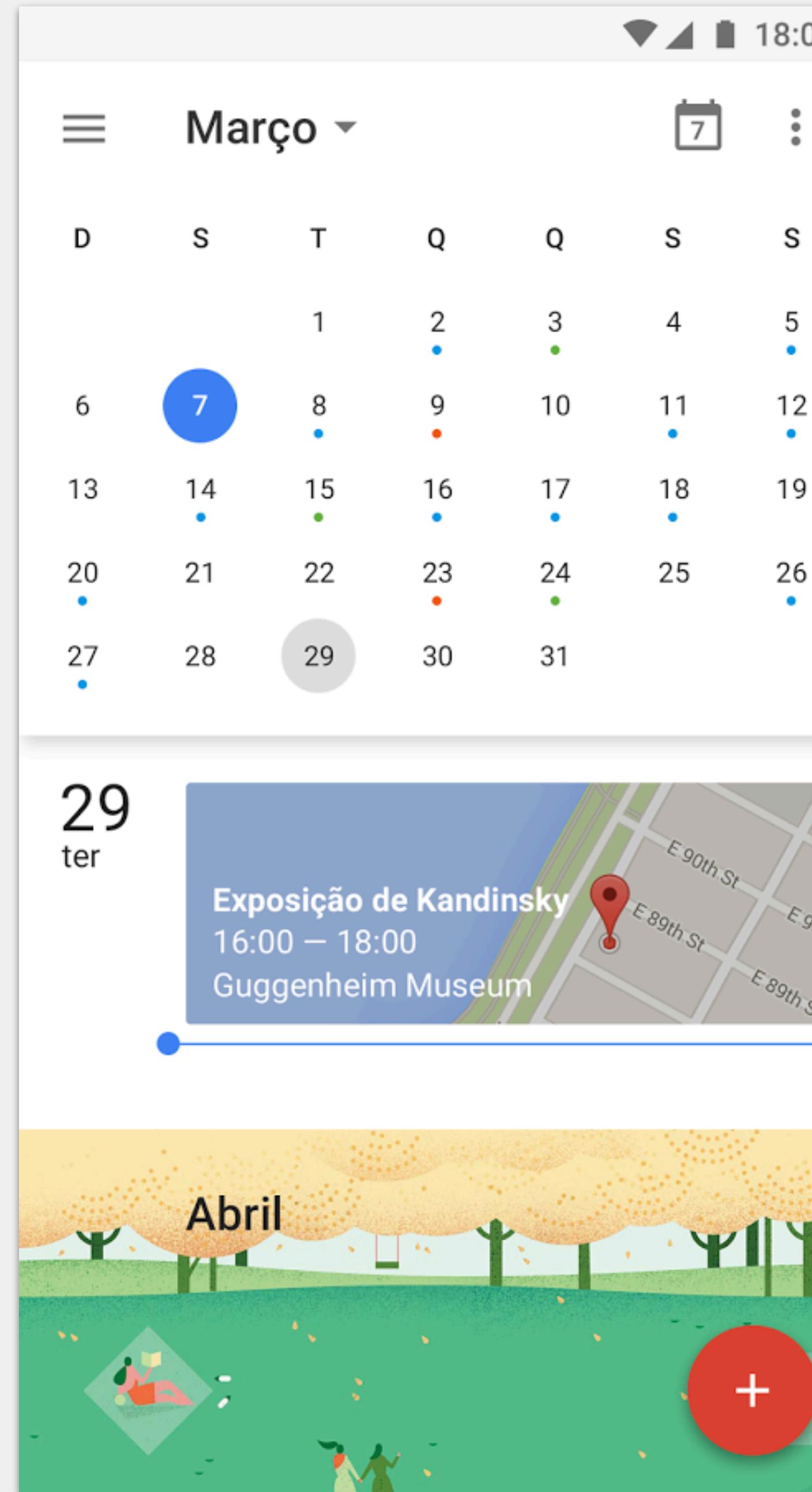
ANDROID



IOS



ANDROID



IOS



Appeals
Bayonne — Primitives

2:40 -1:20

Música > Alternativo > Bayonne

Primitives

Bayonne >

Músicas Avaliações e opiniões Relacionados

▲ NOME

- 1. Intro
- 2. Appeals
- 3. Spectroite
- 4. Marim
- 5. Waves
- 6. Steps
- 7. Lates
- 8. Omar
- 9. Hammond (Bonus Track)
- 10. Sincere (Bonus Track)

► Prévia de todas

USD 1.29 Comprar

Lançado 25/03/2016
© 2016 Mom+Pop Under Exclusive License from Bayonne

09:41 QUARTA-FEIRA, 7 DE SETEMBRO

Para Você

inhas favoritas

Amor Jéssica Alves Geral

09:41 100%

duzidas recentemente

Appeals
Bayonne — Primitives

2:03 -1:20

Back Home Forward

Music Player Controls

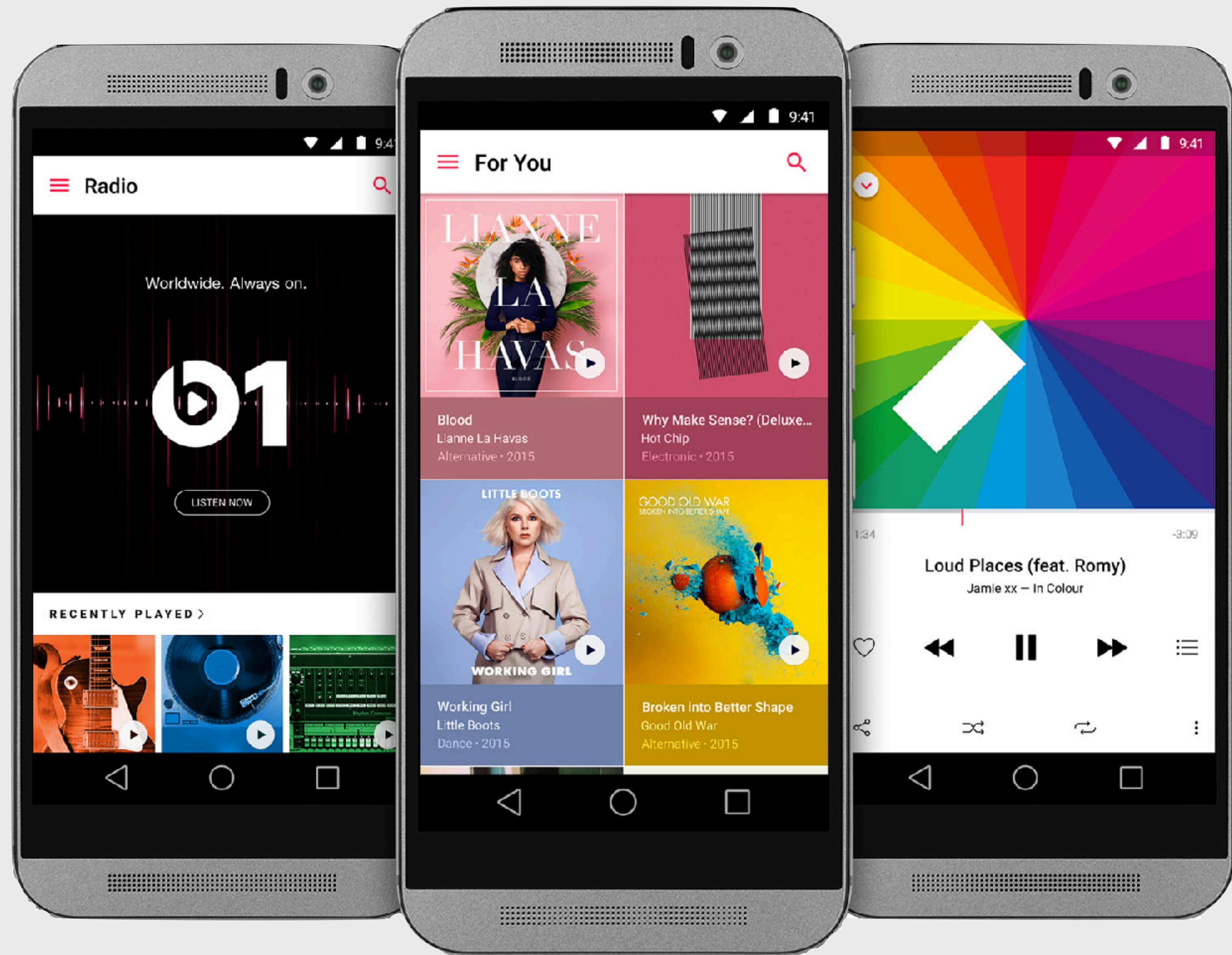
Music Player Controls

Music Player Controls

Music Player Controls



ANDROID





ANDROID

16:37

Explorar

PLAYLIST ATUALIZADA
Os hits do momento
Apple Music Pop

Os hits que não cansamos de ouvir.

Novas músicas

Playlists

Biblioteca Para Você Explorar Rádio Buscar

16:39

Explorar

PLAYLIST ATUALIZADA
Os hits do momento
Apple Music Pop

Os hits que não cansamos de ouvir.

Novas músicas >

Playlists >

Videoclipes >

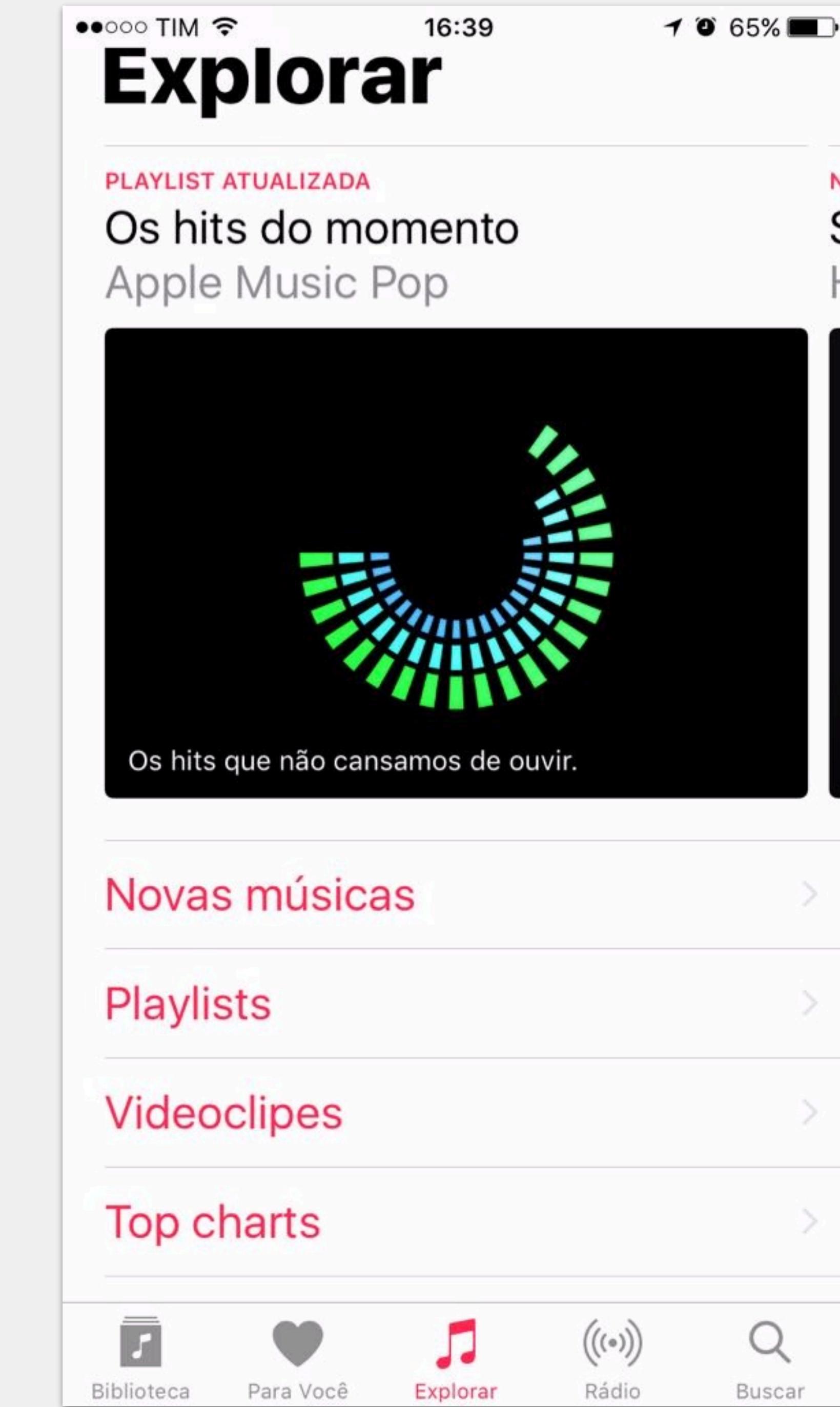
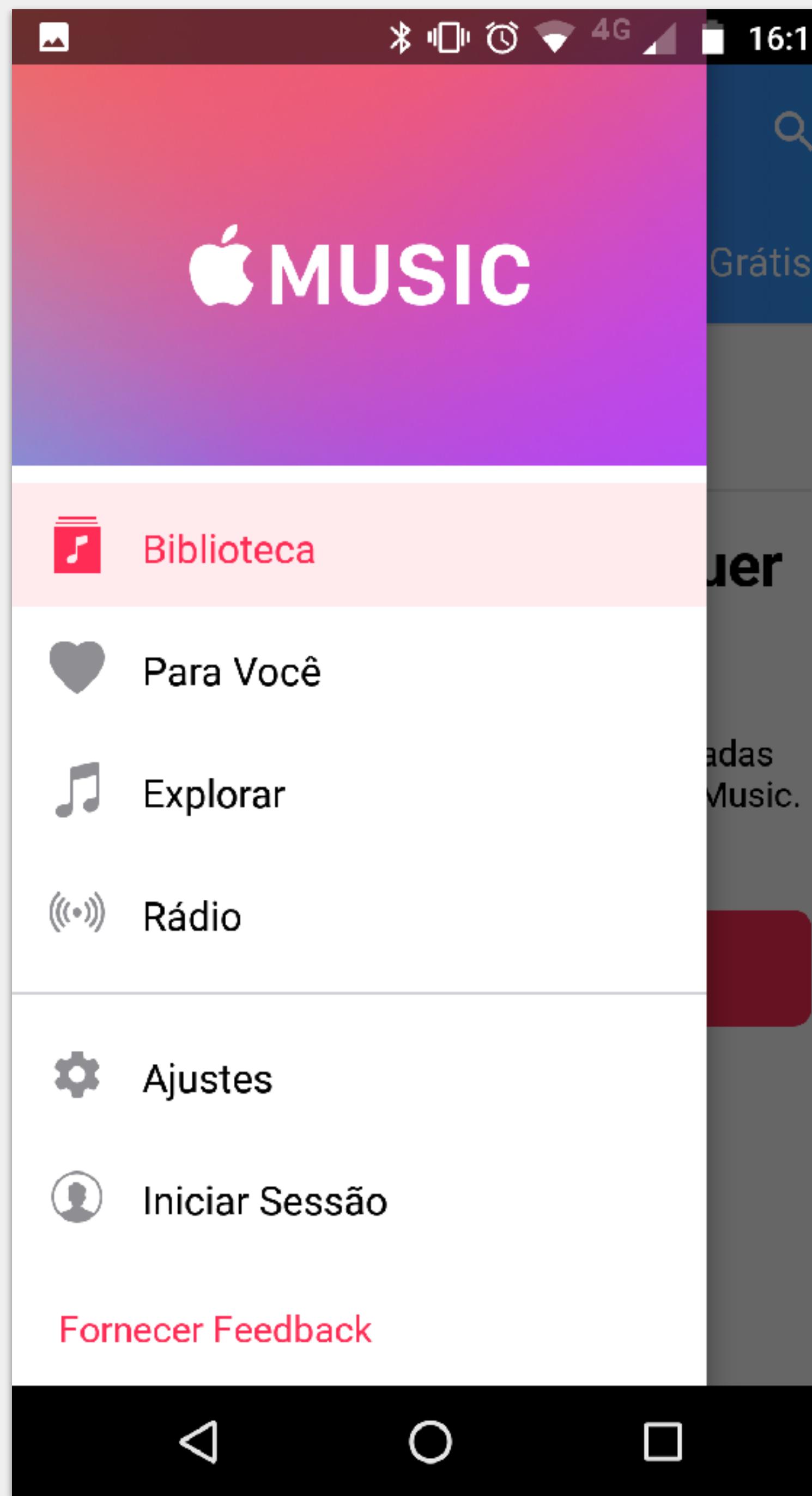
Top charts >

Biblioteca Para Você Explorar Rádio Buscar

IOS



ANDROID



IOS

**GUIDES, NOT
RULES**

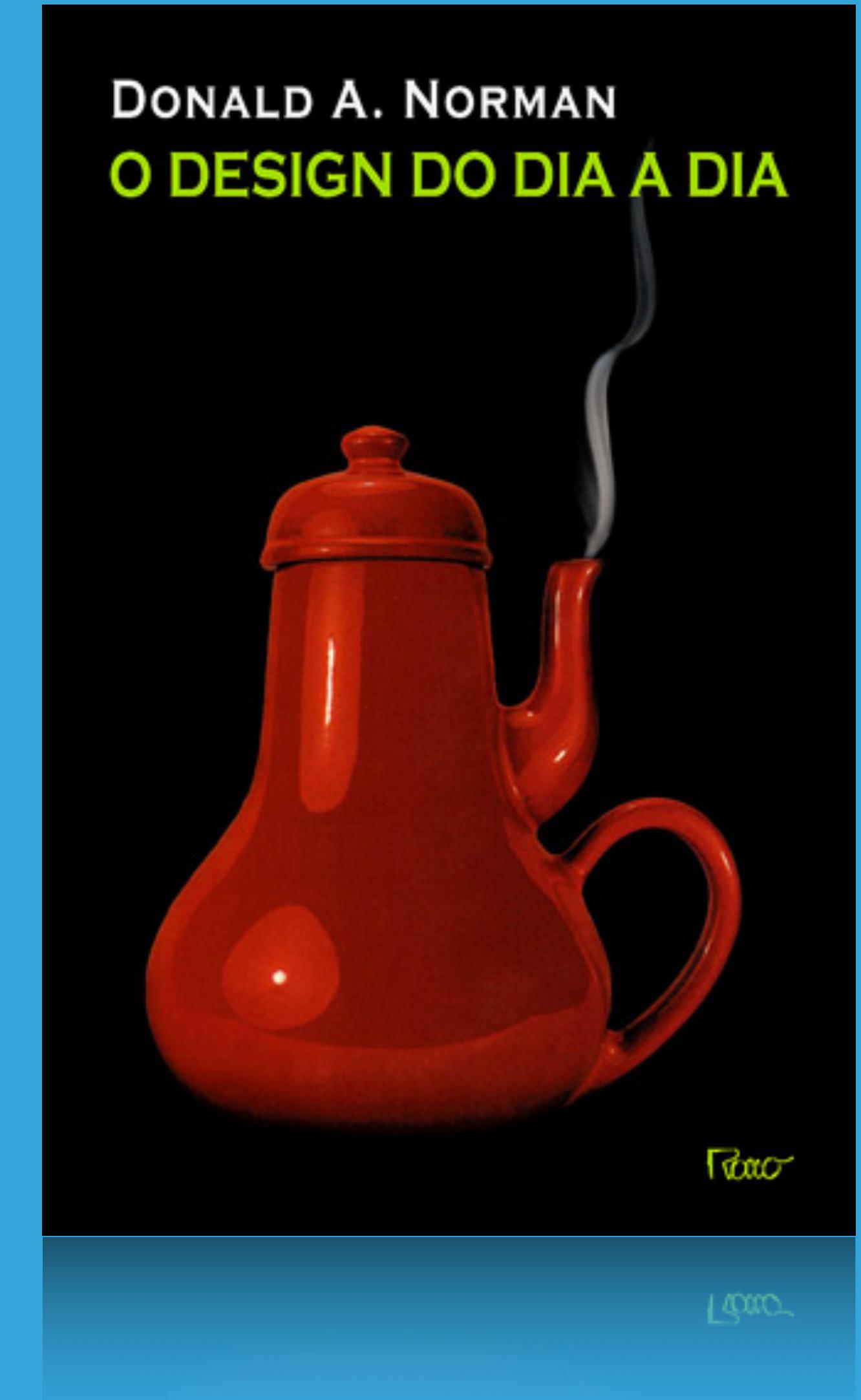
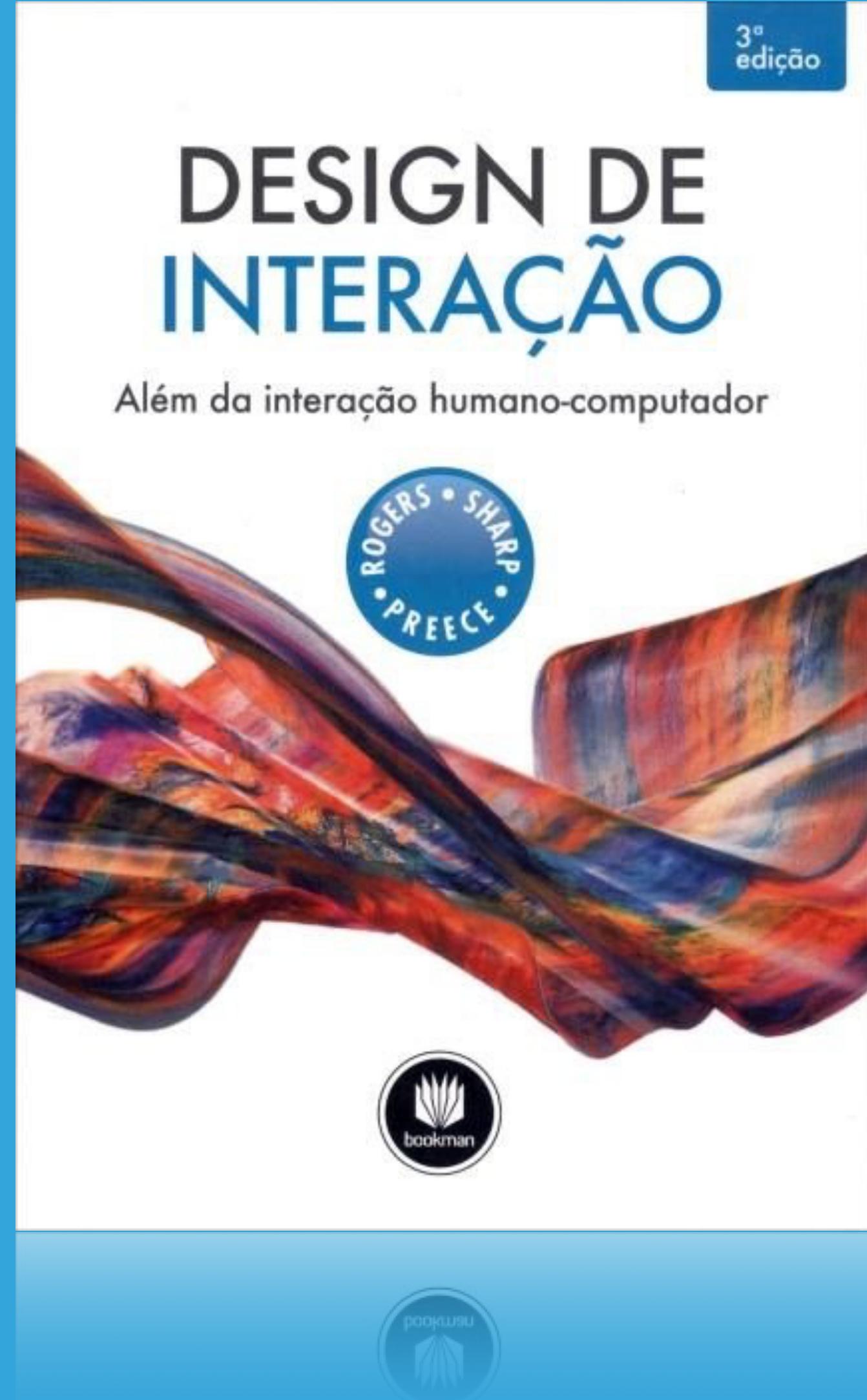


**“WHAT I LOVE IS WHEN
PEOPLE TAKE THE BASIC
PRINCIPLES OF MATERIAL
DESIGN AND THEN THEY
TAKE THEM IN A NEW
DIRECTION.”**

John Wiley

Director of Immersive Design | Google







DESIGN GUIDELINES



MATERIAL
DESIGN

WWW.MATERIAL.IO



IOS HUMAN
INTERFACE GUIDELINES

[HTTPS://DEVELOPER.APPLE.COM/DESIGN/](https://DEVELOPER.APPLE.COM/DESIGN/)



19 e 20 de Maio | POA

uxconfbr.com.br



SEVNA
seed

facebook.com/institutosevna



UX^{OR}
DiE!

OBRIGADO!

ola@silviofranca.com.br

uxordie.com.br