

IFRN-CNAT-DIATINF  
TADS

# Design Quips

Auxiliando o processo de desenvolvimento web  
com dados estatísticos

Elomar Souza  
Orientador: Leonardo Minora  
2013.2

# Agenda

- Introdução
- Processo de software ZURB
- Tecnologias usadas
- Desenvolvimento do projeto



**CIÊNCIA**  
SEM FRONTEIRAS



SURB





# Design Quips

# objetivos

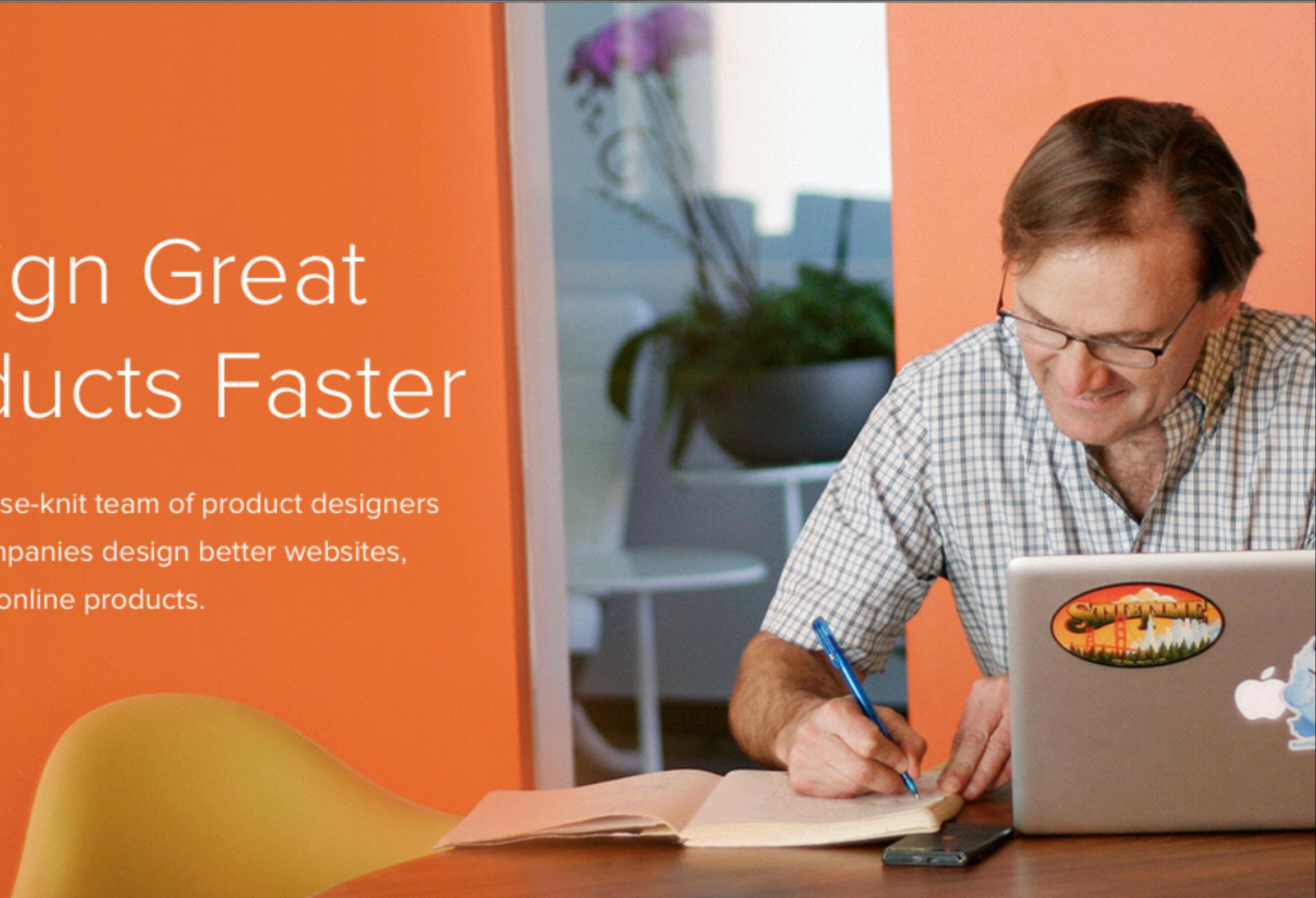
# **Processo**

SURB



# Design Great Products Faster

**ZURB** is a close-knit team of product designers who help companies design better websites, services and online products.



We're a nimble team, doing mighty things.

# Foundation

The most advanced responsive front-end framework in the world.

[Download Foundation 5](#)

★ 16.2k stargazers  @ZURBfoundation



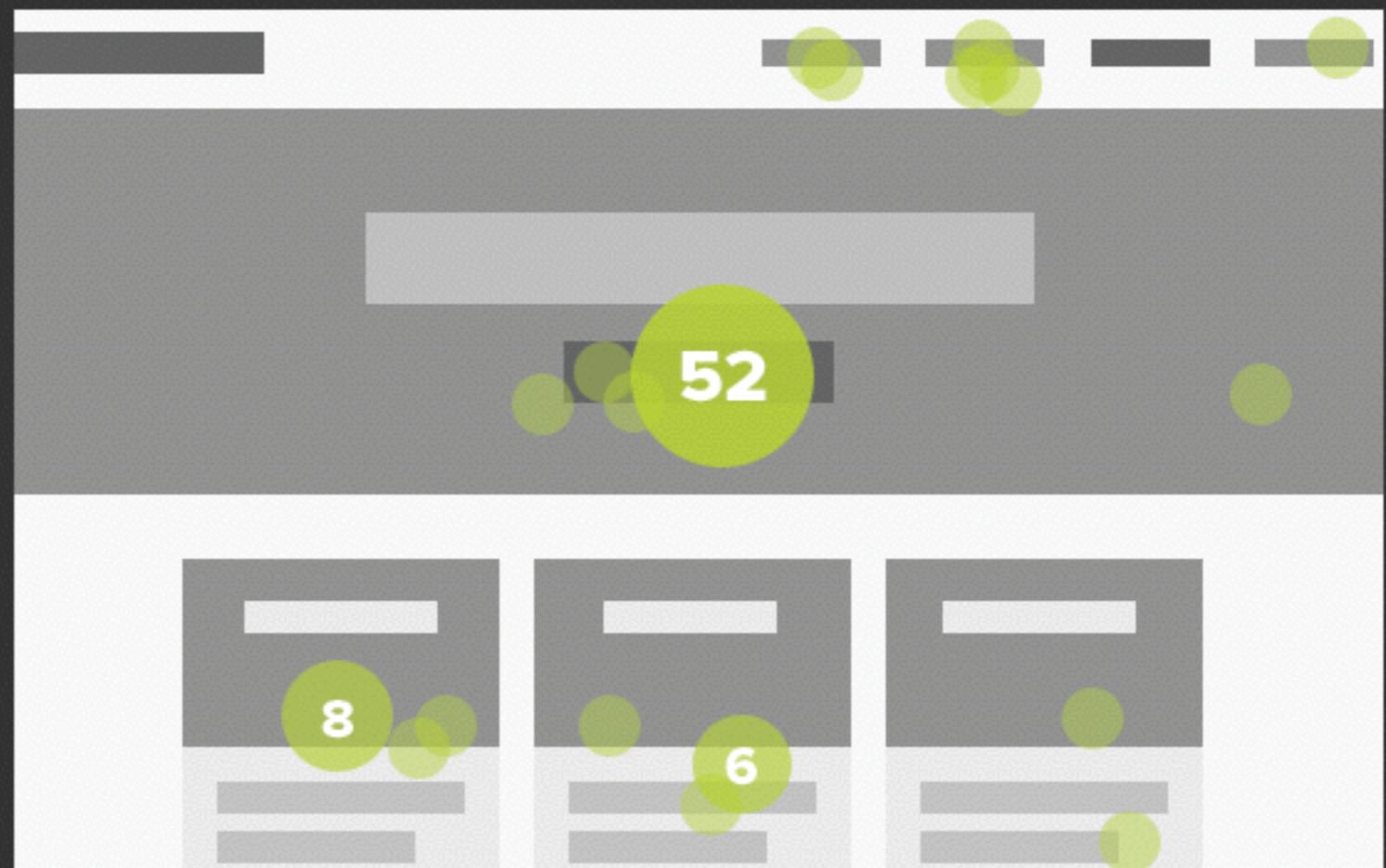
# Foundation Business

Supporting companies as they build their products, services and websites on Foundation

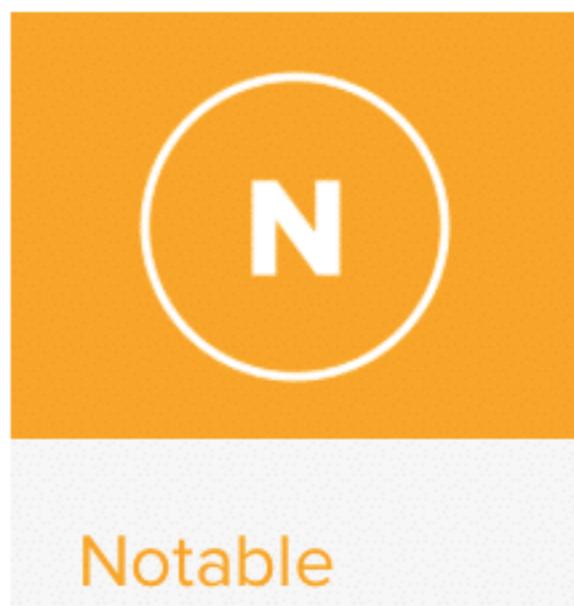
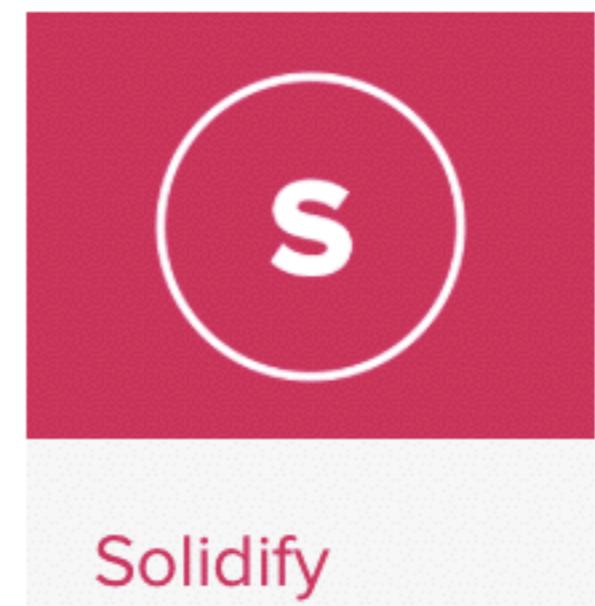
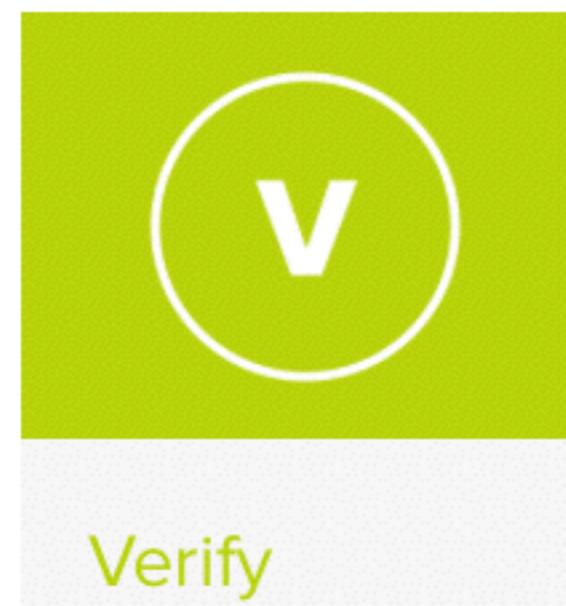
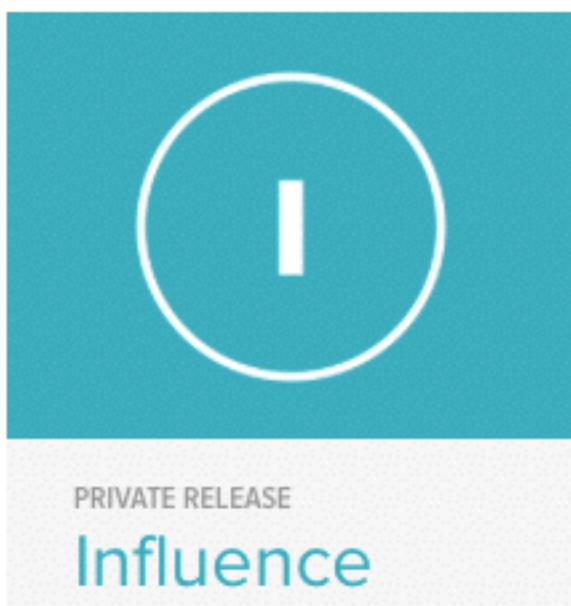
Why Foundation?

# Drive the Design Feedback Loop

ZURB Apps helps you quickly design great products through rapid prototyping, iteration and user feedback.



## Our Product Design Suite



# Become an Awesome Product Designer

A person is sitting at a desk in a workshop or studio, focused on a task. They are wearing a light-colored shirt and dark pants. On the desk, there is a laptop, some papers, and various tools like a ruler and a small power drill. In the background, shelves filled with books and materials are visible, creating a professional and creative atmosphere.

Learn product design through courses, library resources and an active community.

# Valores



# Colaboração



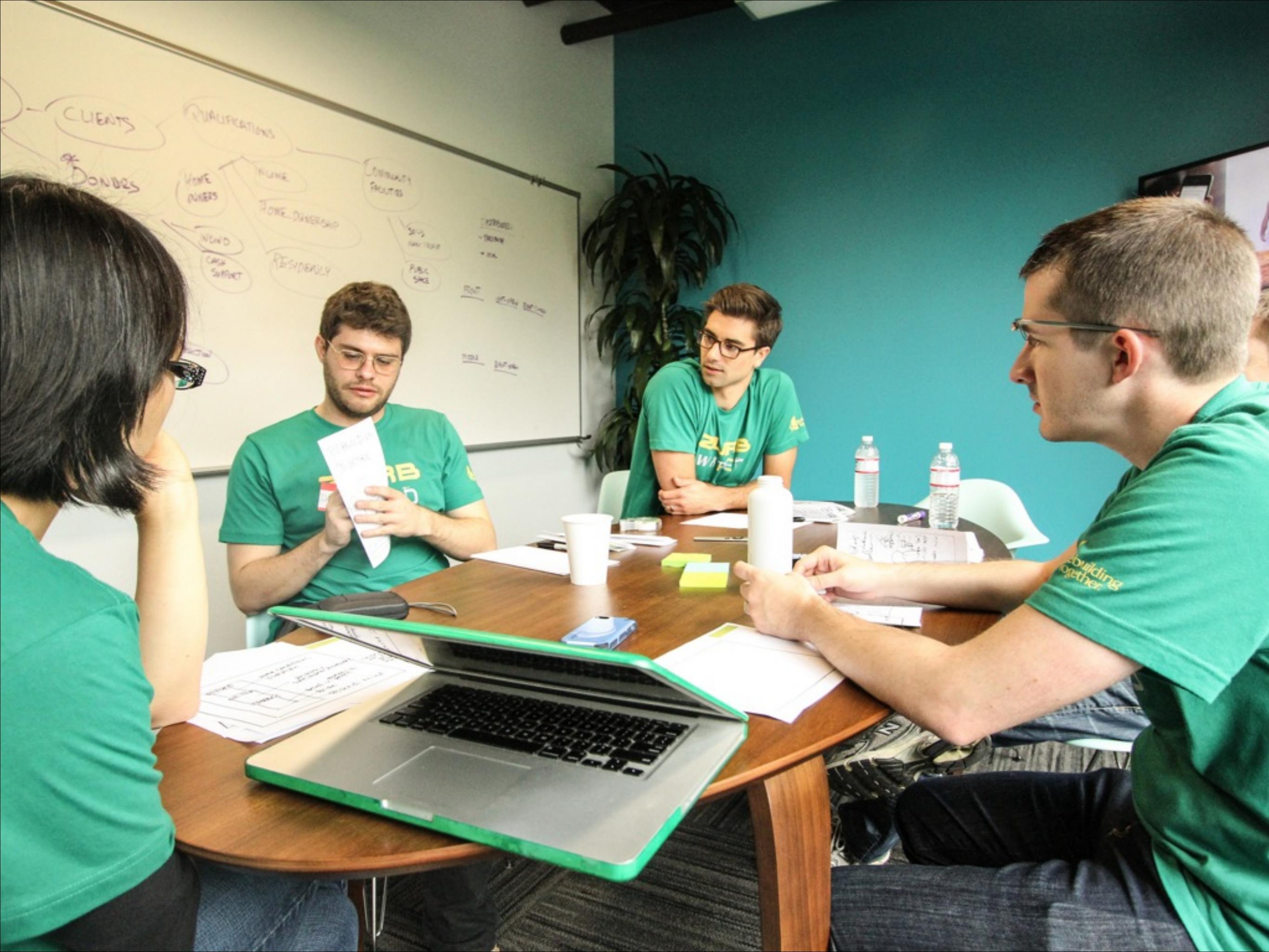
# Comunicação

# Autonomia

# Produtividade

# Papéis





# **Etapas**

<b>Etapa</b>	<b>Envolvidos</b>	<b>Objetivo</b>	<b>Período Médio</b>
Concepção	Idealizador do projeto, <i>designer</i>	Gerar um plano inicial do projeto	Uma semana
Desenvolvimento	<i>Designers</i> , desenvolvedores	Desenvolver o projeto	Dois meses
Lançamento	<i>Designers</i> , desenvolvedores, editor e CEO	Lançar o projeto publicamente	Uma semana
Acompanhamento	Todo o time	Acompanhar e revisar o projeto	Indefinido

# Estrutura







# Prácticas



Time

Ritmo



# Convívio

# Tecnologias







Kitchen sink | Foundation Docs

foundation.zurb.com/docs/components/kitchen\_sink.html

Kitchen sink | Foundation Docs

## Foundation

Foundation is made by **ZURB**, a product design company in Campbell, California. We've put more than 15 years of experience building web products, services and websites into this framework.

Want more?

**Foundation Business**  
**Responsive**  
**Design Apps**  
**Foundation Training**

Talk to us

Tweet us at  
**@foundationzurb**

Email us at  
**foundation@zurb.com**  
or check our support page

Stay in touch

Keep up with the latest on Foundation.  
Find us on **Github**.

**Stay Connected**

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Studios  
Helping more than 200 startups succeed since 1998.

Foundation  
The most advanced front-end framework in the world.

Design Apps  
Prototype, iterate and collect feedback on your products.

University  
Ideas, thoughts and design resources shared with you.

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**ZURB** [ABOUT](#) [BLOG](#) [NEWS & EVENTS](#) [CONTACT](#) [SITEMAP](#)

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Open "<http://foundation.zurb.com/learn/training.html>" in a new tab

Kitchen sink | Foundation Docs

foundation.zurb.com/docs/components/kitchen\_sink.html

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**Foundation Business**  
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**Foundation Training**

Tweet us at  
**@foundationzurb**

Email us at  
**foundation@zurb.com**  
or check our support page

Keep up with the latest on Foundation. Find us on **Github**.

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+ foundation.zurb.com/docs/components/k Reader >

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☰ Foundation

# Kitchen Sink

This page includes every single Foundation element so that we can make sure things work together smoothly.

**ALERT BOXES**

This is a standard alert (div.alert-box).

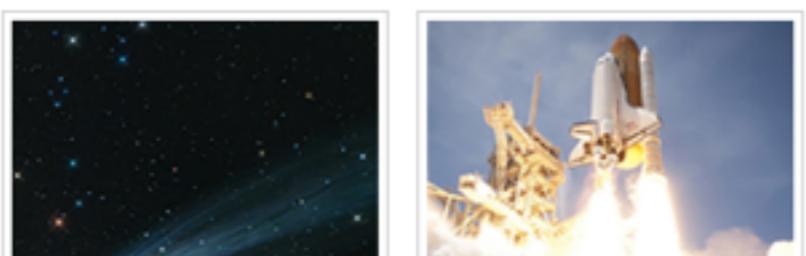
This is a success alert (div.alert-box.success).

This is an alert (div.alert-box.alert.round).

This is a secondary alert (div.alert-box.secondary).

---

**BLOCK GRID**



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+ foundation.zurb.com/docs/components/k Reader >

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FOUNDATION

Home

SETUP

Getting Started

CSS

Sass

Applications

Javascript

Global Styles

Kitchen Sink

Upgrading

STRUCTURE

Media Queries

Visibility

Grid

Block Grid

Interchange Responsive Content

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BLOCK GI



# **Desenvolvimento**

# **Design Quips**

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Courses

Library

Commu

# Design Quips from ZURB

Quips

478 QUIPS

Demographics | ▾ Select

Platform | ▾ Select

Device ALL



The traditional PC market of notebooks and desk-based units is expected to decline 7.6% in 2013. This is not a temporary trend induced by a more austere economic environment; it is a reflection of a long-term change in user behavior. Beginning in 2013, ultramobiles will help offset this decline, so that sales of traditional PCs and ultramobiles combined show a 3.5% decline in 2013.

80% of the top ten global Internet properties are made in the USA.

30% of Dropcam viewers used Talk Back to interact over the past two weeks (May 2013).

According to the 2013 North American Top Technology Initiatives Survey conducted by AICPA and CPA Canada, managing and retaining data topped the list of ten technology initiatives for accounting firms in the United States and Canada.

65% of all word of mouth conversations are mostly positive.

Global mobile traffic is 15% of global Internet traffic as of May 2013.

Expo

Courses

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# Design Quips from ZURB

Quips

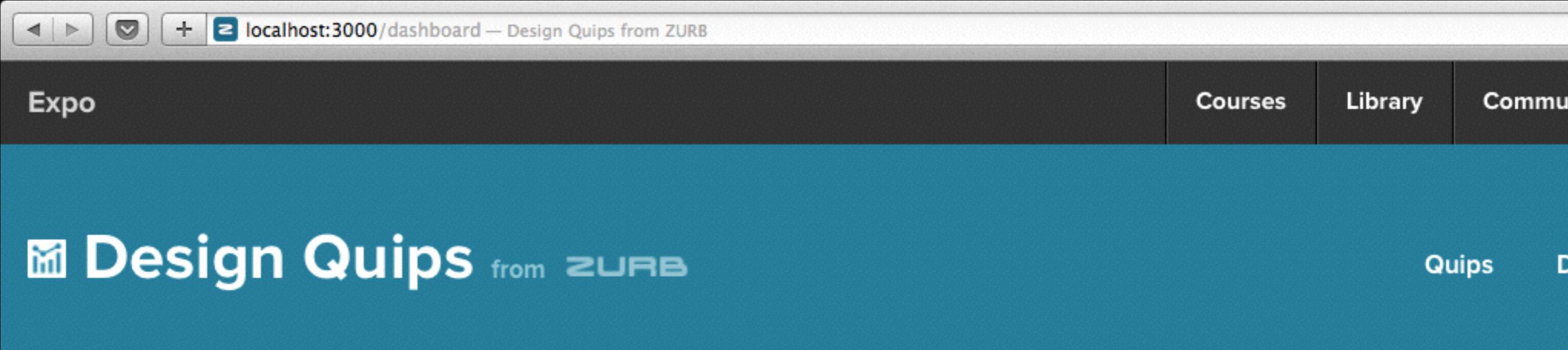
[BACK TO ALL QUIPS](#)

Share |



80% of the top ten global Internet properties are made in the USA.

 Source: [All Things Digital](#)



478 QUIPS

Demographics | ▾ Select

Platform | ▾ Select

Device ALL

# Quips

1 2 3 4 5 ... Next > Last »

content	updated
missing period The traditional PC market of notebooks and desk-based units is expected to decline 7.6% in 2013. This is not a temporary trend induced by...	<a href="#">Source</a> 21 Feb 16:51
missing period 80% of the top ten global Internet properties are made in the USA.	<a href="#">Source</a> 21 Feb 16:51
missing period 30% of Dropcam viewers used Talk Back to interact over the past two weeks (May 2013).	<a href="#">Source</a> 21 Feb 16:51
missing period Worldwide PC shipments in the first quarter totaled 76.3 million units, up 1.2% from last year.	<a href="#">Source</a> 21 Feb 16:51



Quips

D

# Tags

mobile

2012

datum

demographics

US

ecommerce

social

smartphones

# Design Quips from ZURB

Quips

D

## Add Quip

URL

Source Title

Tags

Quip

# **Desenvolvimento**

# Concepção

Expo

Courses



Design with Data

1,028 QUIPS

Sort By | ▾ Most Recent

Tag | ▾ Mobile

51% of all bananas are brown. The other 49 is actually green. Good luck trying to find a yellow.

*Josh Constine / Techcrunch*

# Desenvolvimento



4

106 QUIPS

Sort By | Recent

Tag | All

Find a Quip

1

A majority of adult cell owners (55%) now go online using their phones.

<http://www.pewinternet.org/Reports/2012/Cell-Internet-Use-2012/Main-Findings/Cell-Internet-Use.aspx>

Facebook for android jumped from 66m monthly active users (mau) in 2011 to 192.8m mau in 2012 (+192%).

2

(Josh Constine / TechCrunch)



Ryan Thomas Riddle :

The quips have to be formatted editorially. It shouldn't be quip than a url like this. Should be:

A majority of adult cell owners (55%) now go online using their phones.

Source: Cell Internet Use 2012

05/16/13 Edit

app is  
6% of  
million  
only  
d 550

ll  
age

of facebook's native app.".

(Katie Deatsch /

Quips from ZURB

(Josh Constine /

Facebook for iphone jumped from 91m monthly active users (mau) in 2011 to 147.2m mau in 2012 (+56.6%).

(Josh Constine / TechCrunch)

In a study examining mobile content and google traffic, 89% of sites that get the most mobile traffic offer mobile-specific content to search engine users (through mobile urls, responsive web design or other means).

Google bot

# Design Quips from ZURB

Quips

D

## Add Quip

URL

Source Title

Tags

Quip

# Platform

# Design Responsivo

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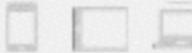
Quips

478 QUIPS

Demographics | ▾ Select

Platform | ▾ Select

Device ALL



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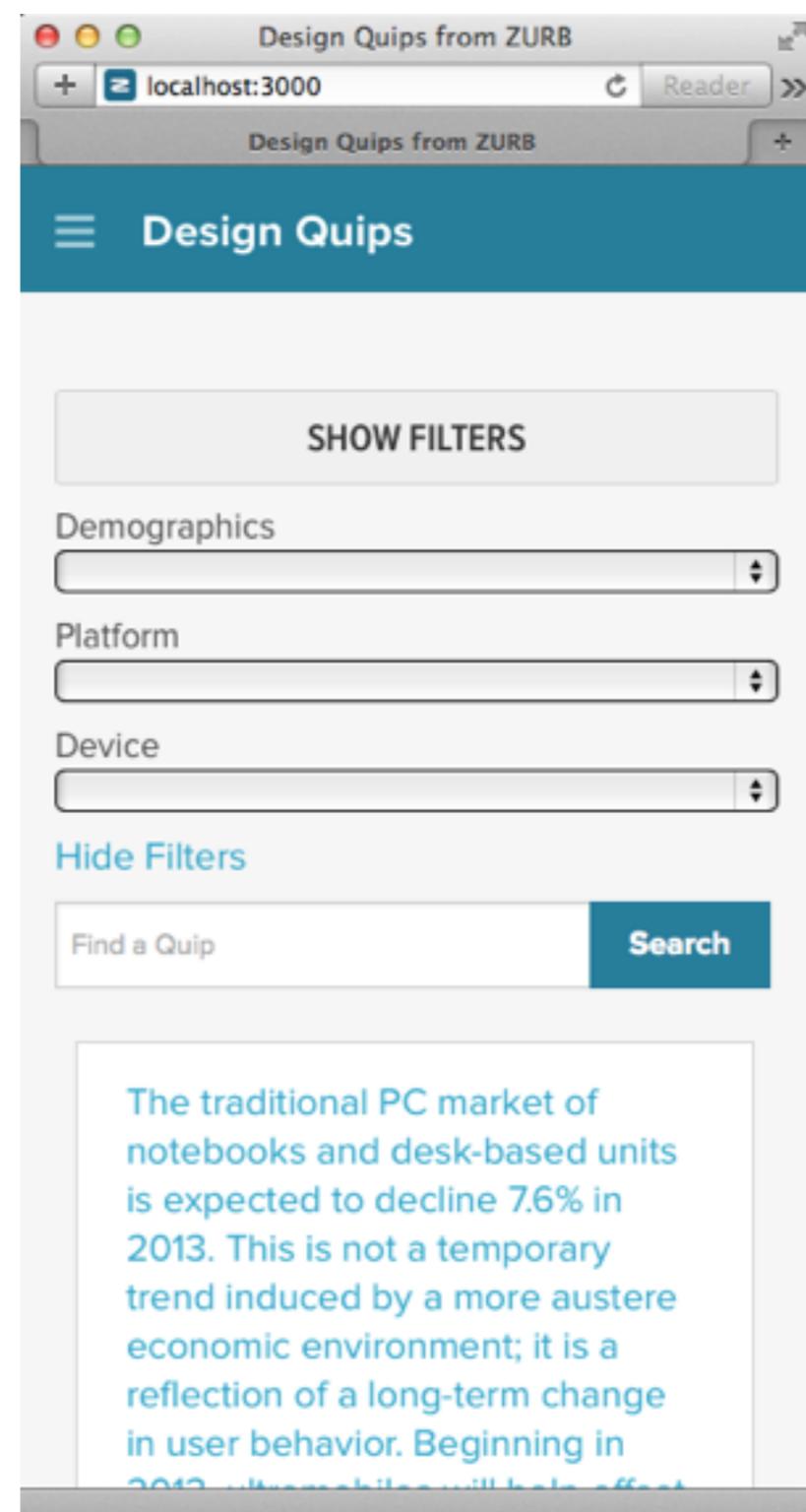
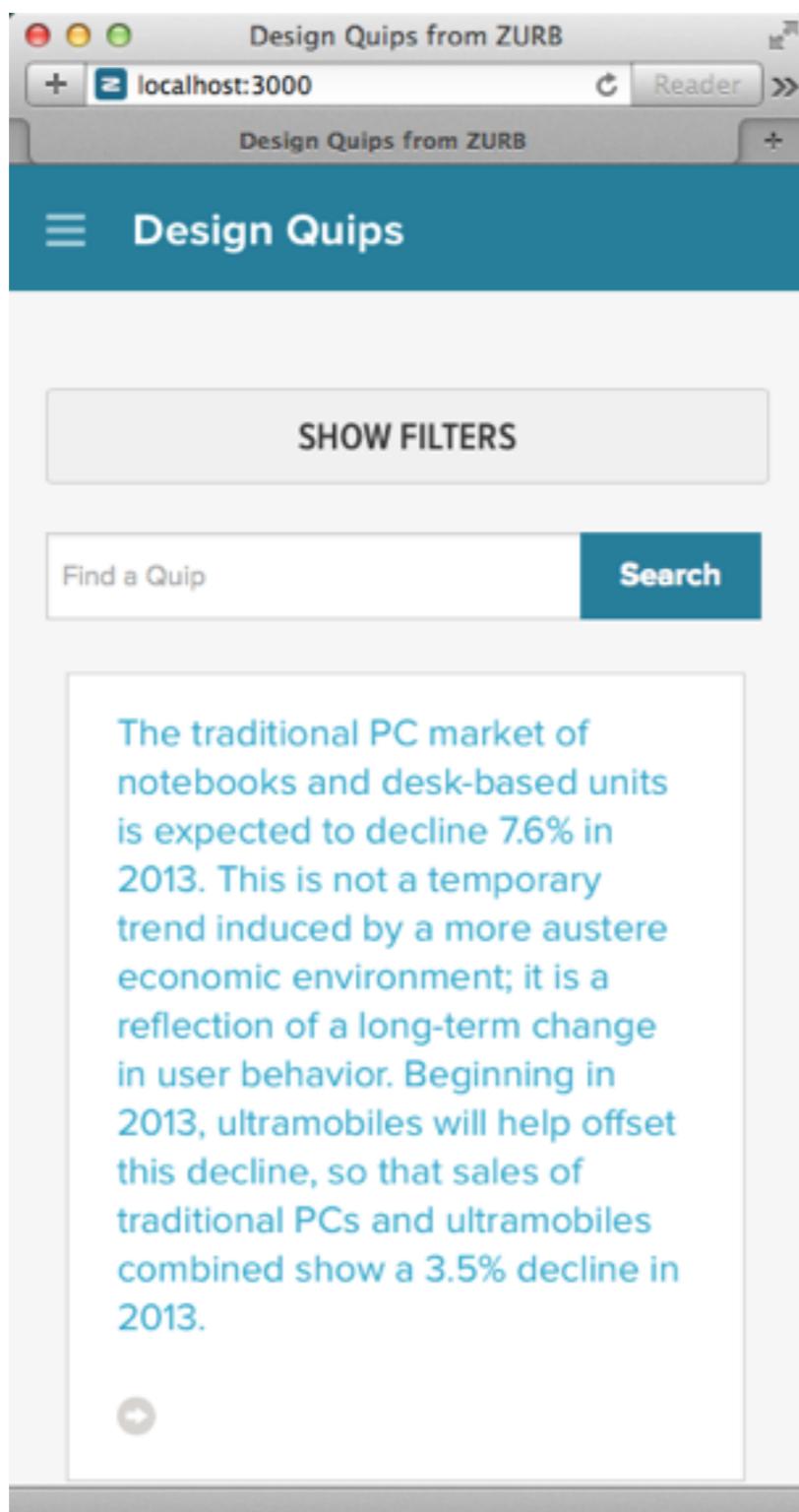
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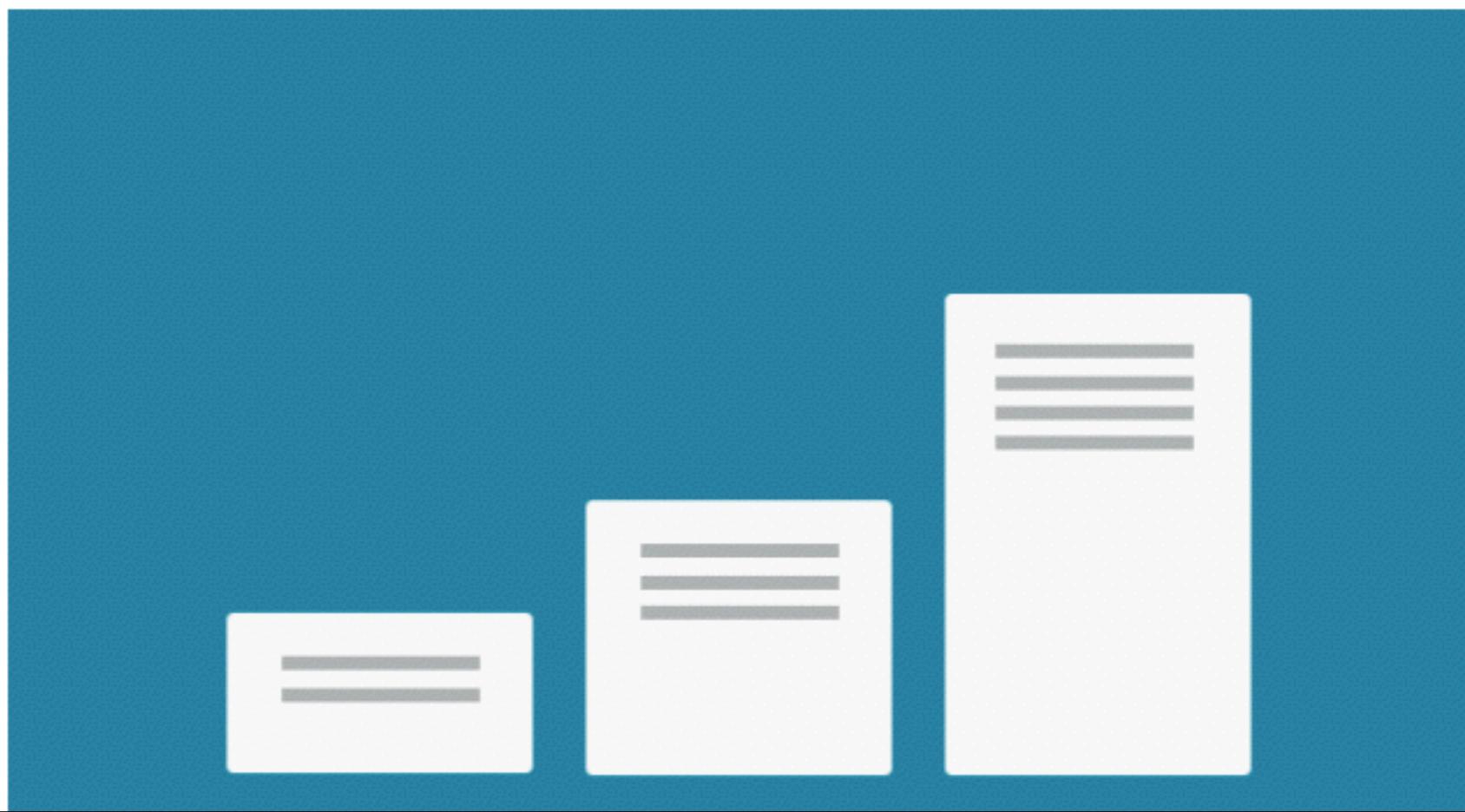
# Lançamento

Time expandido

# Q&A

# Data is Fun for Nerds: Introducing Design Quips

BRAD WROTE THIS ON AUGUST 01, 2013 IN UNIVERSITY. IT HAS 8 COMMENTS.



# Acompanhamento

# Design Quips

Quips

Questions

Tags

Design with Data

1037 QUIPS

Platform | ▾ Select

Demographics | ▾ Select

Device

ALL



Find a Quip

Trending Question Topics: AB Testing Email Marketing Mobile Apps Emerging Markets Design Trends Social Marketing

NEW

**Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property in May with 154.5 million unique viewers,** followed by Facebook with 60.4 million, AOL, Inc. with 53.8 million, VEVO with 52 million and NDN with 46.5 million

NEW

**100 million internet users watch online videos on a daily basis.** Those individual users are exposed to **32.2 online videos a month** on average

NEW

In a Get Response study of **800,000 customer emails those containing video received, on average, 5.6% higher open rates and 96.38% higher CTRs than non-video emails.**

NEW

**63.9% of 5,000** people watched to completion a video sent by email.

NEW

Holland America conducted an test with an animated .aiif video

# Library QUIPS ▾

Quips

Browse Quips

Tags

# Get the facts for your product design decisions

Over 1,000 quips to help answer your design questions

What are Design Quips?

# Does good design make a difference to the bottom line?

Design can have a large effect to the bottom line. Most importantly, are users able to convert? Or are they hitting road-blocks in the current design that are not enabling them to convert. Paired with good UX, delight in the design experience can be the tipping point in which someone decides to click the “purchase” button.

## 22 Supporting Quips

added **+160k** in size to a  
page caused Etsy's **bounce rate**  
**increase by 12% on mobile.**

**40% of people** will abandon a  
web page if it takes more than three  
seconds to load.



MailChimp:  
Send Better Email  
ZURB University Sponsor

Awesome Design Jobs:

lições aprendidas

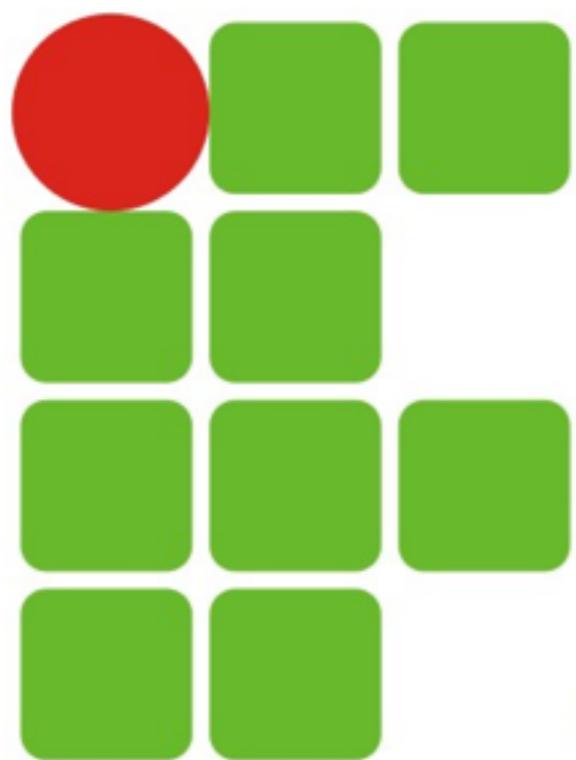
# **Considerações Finais**

escopo, custo, e  
prazo: sucesso

trabalhos futuros:  
acompanhamento

# **Agradecimentos**





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RIO GRANDE DO NORTE**



Obrigado

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