

A photograph of a person from behind, wearing a light-colored patterned vest over a dark shirt and jeans. They are carrying several large, light-colored shopping bags. The person is walking away from the camera on a wooden floor.

¿Comprar online es una experiencia?

#UXecommerce

@dani_catalan

<frontenders/>
VALENCIA



Piazza



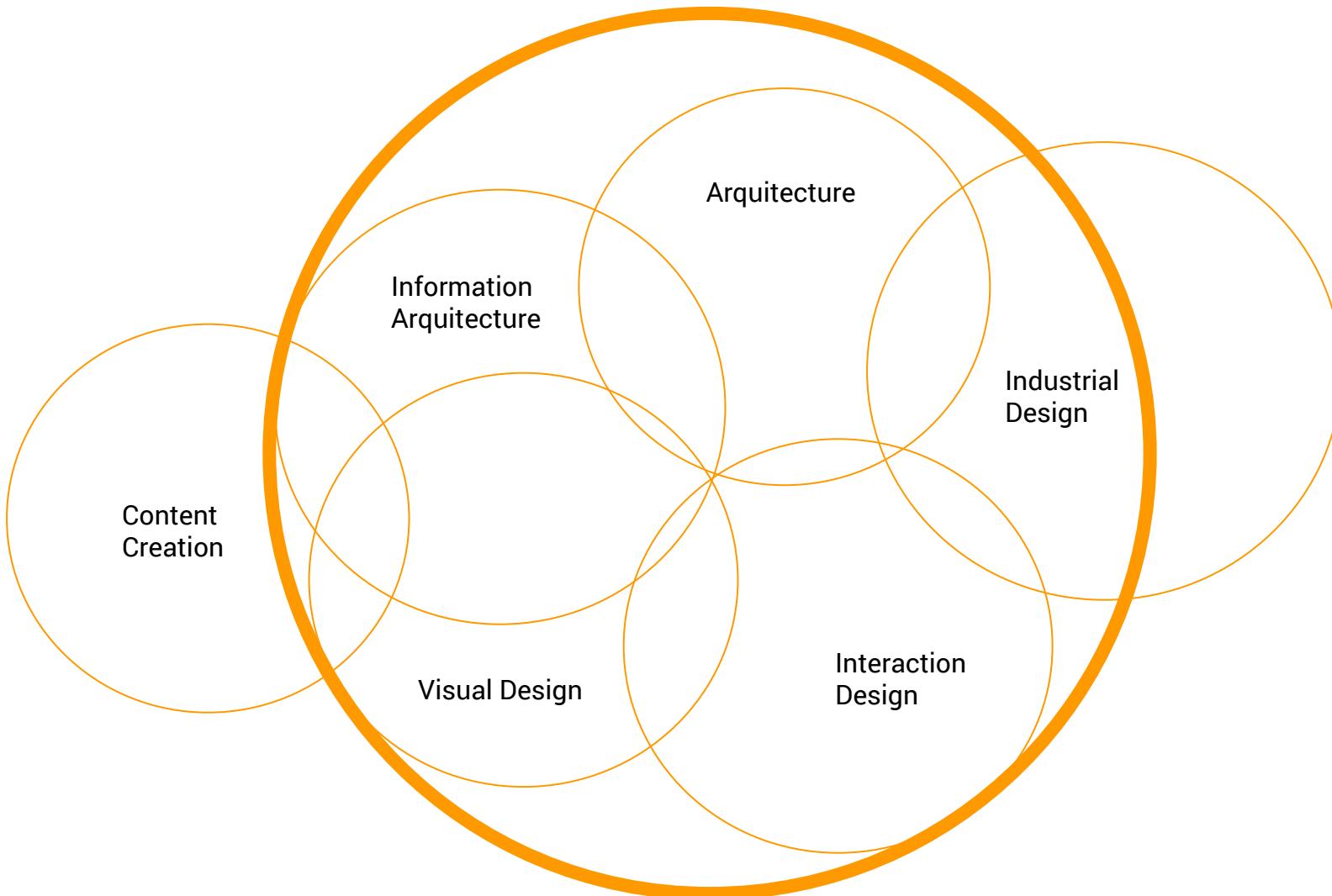
“Es el conjunto de factores y elementos relativos a la interacción del usuario, con un entorno o dispositivo concretos, cuyo resultado es la generación de una percepción positiva o negativa de dicho servicio, producto o dispositivo.”

Wikipedia

The blackboard contains several sets of handwritten mathematical equations:

- Top Left:** A diagram of a rotating cylinder with a boundary layer flow analysis. It includes equations for the stream function ψ , vorticity ω , and velocity components U and V .
- Middle Left:** Equations for magnetic dipole moments and forces, including $M_d = \frac{\mu_0 M_B L}{4\pi} - \frac{N_B L}{4\pi}$ and $V_B = \mu_0 B^2 / 8\pi$.
- Center:** A quantum mechanics diagram showing energy levels and transitions between states like $1s, 2s, 2p_1, 2p_2, 2p_3, 3s, 3p_1, 3p_2, 3p_3, 4s, 3d_1, 3d_2, 3d_3, 4p_1, 4p_2, 4p_3, 4p_4, 4p_5, 4p_6$. It also shows the Schrödinger equation and wave functions $\psi_0(r) = A e^{-r/a}$.
- Right Side:** Nuclear physics and particle theory equations, including the nuclear force potential $V(r) = \frac{C_1}{r^{1/2}} + \frac{C_2}{r^{3/2}} + \frac{C_3}{r^2} + \frac{C_4}{r^3}$, the Dirac equation, and the Schrödinger equation for a hydrogen atom.
- Bottom Right:** Electromagnetic field calculations involving vector potentials A and E , and the wave equation for the electric field $E = E_0 \sin(kz - \omega t)$.

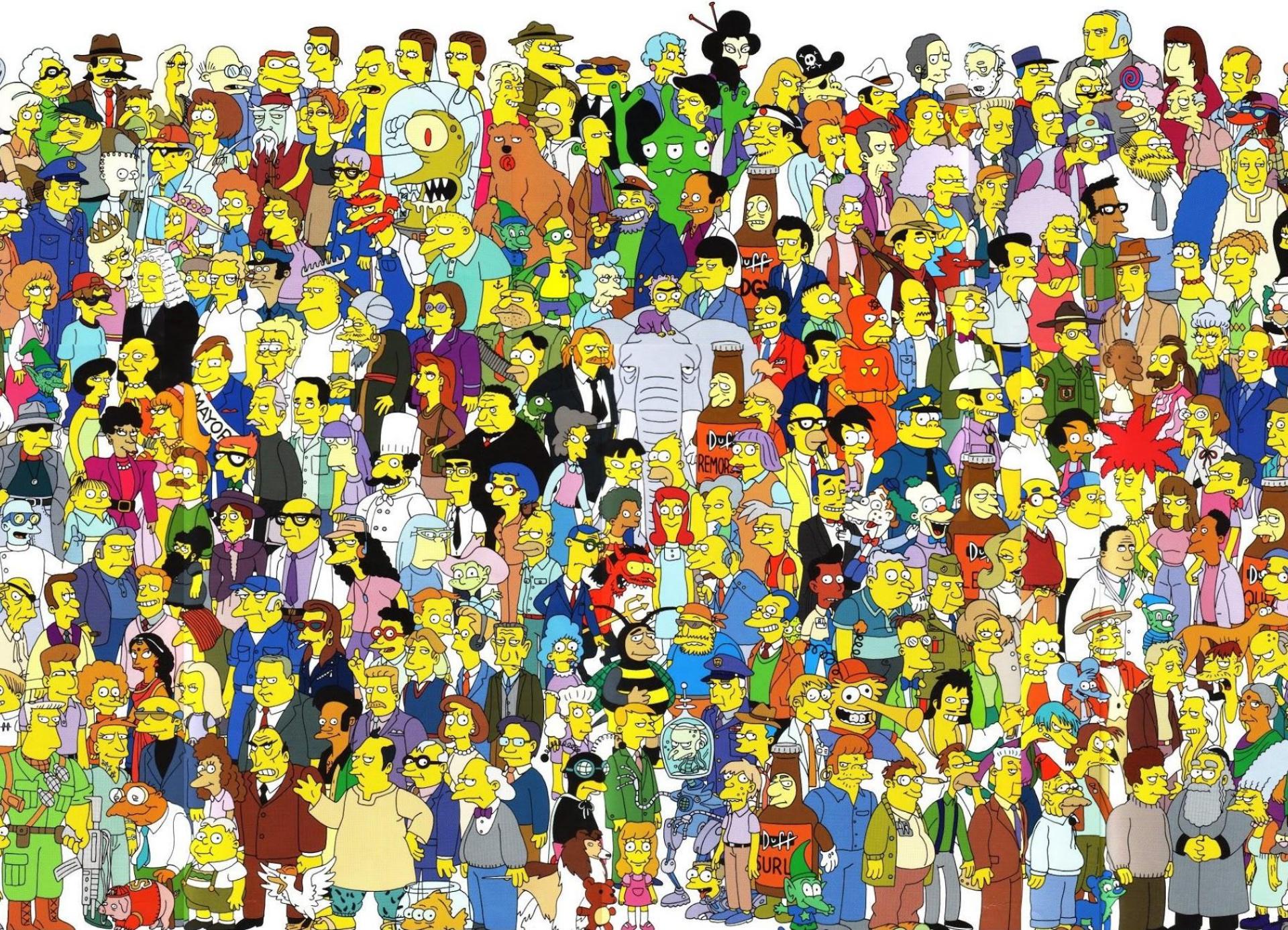
UX *Design*



One Ring to rule them all,
One Ring to find them,
One Ring to bring them all
And darkness bind them.

Quien debe crear

UX





*“El diseño no es sólo lo que se ve y se siente.
El diseño es cómo funciona.”*

Steve Jobs





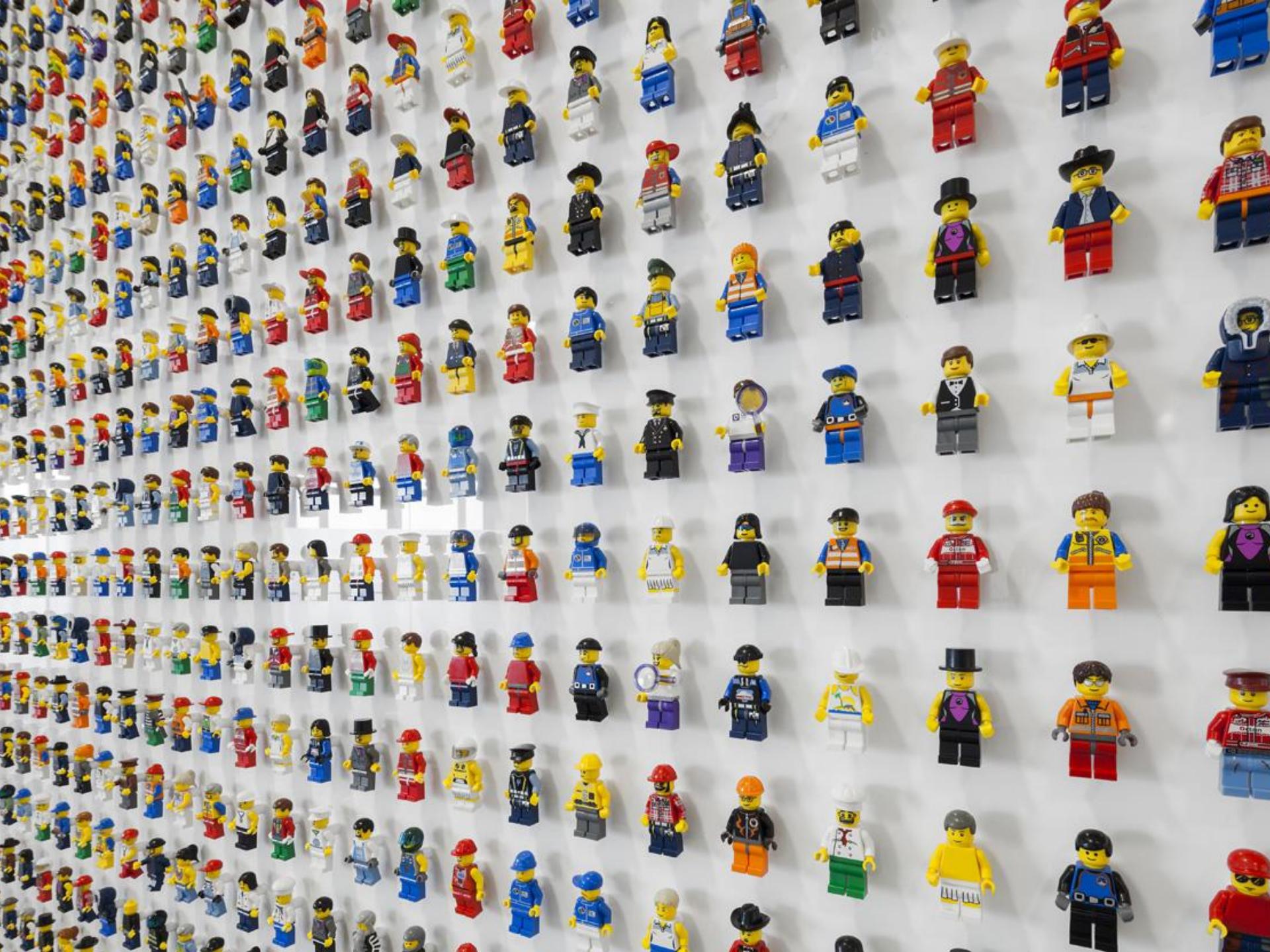
```
site
private $host;
private $username;
private $password;
private $database;
private $charset;
private $link = null;

public function Connect()
{
    $link = mysql_connect($this->host, $this->username, $this->password);
    if ($link) {
        mysql_select_db($this->database, $link);
        $this->link = $link;
    } else {
        throw new MysqlException("Can't connect to MySQL database");
    }
}
```

Objetivo

UX



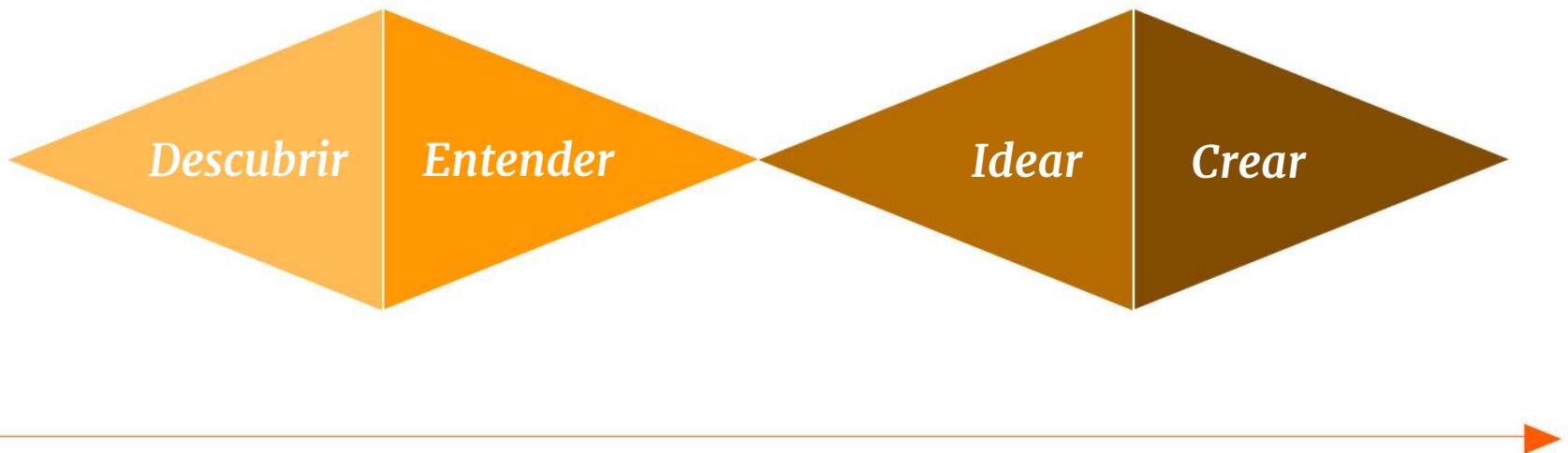


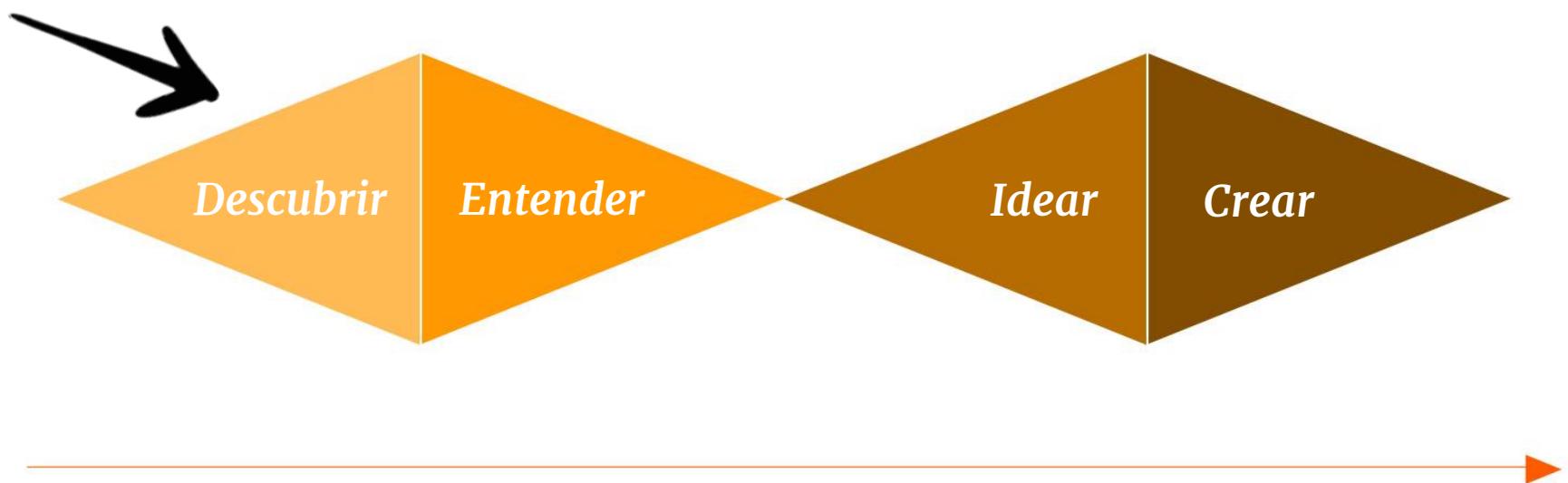


I hate this place

Metodología

UX





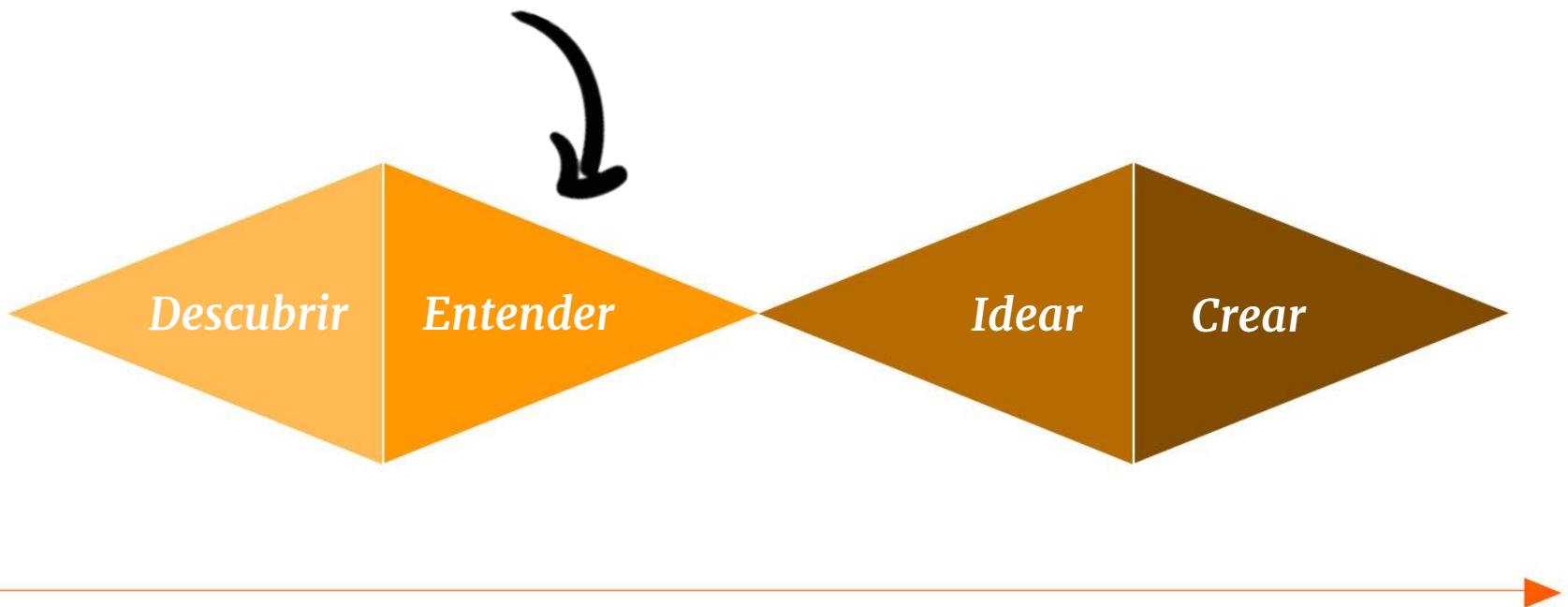


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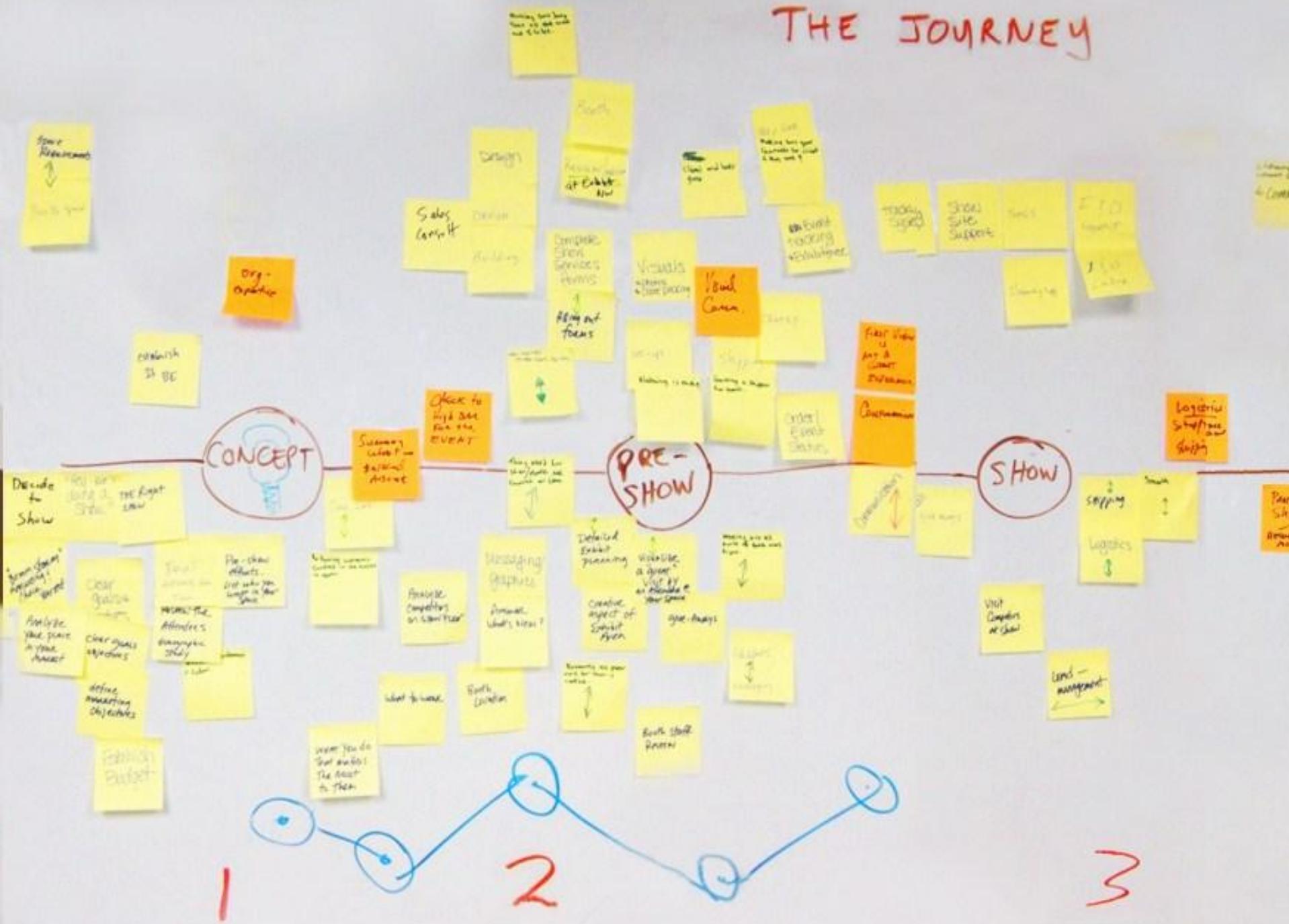
BOOKS



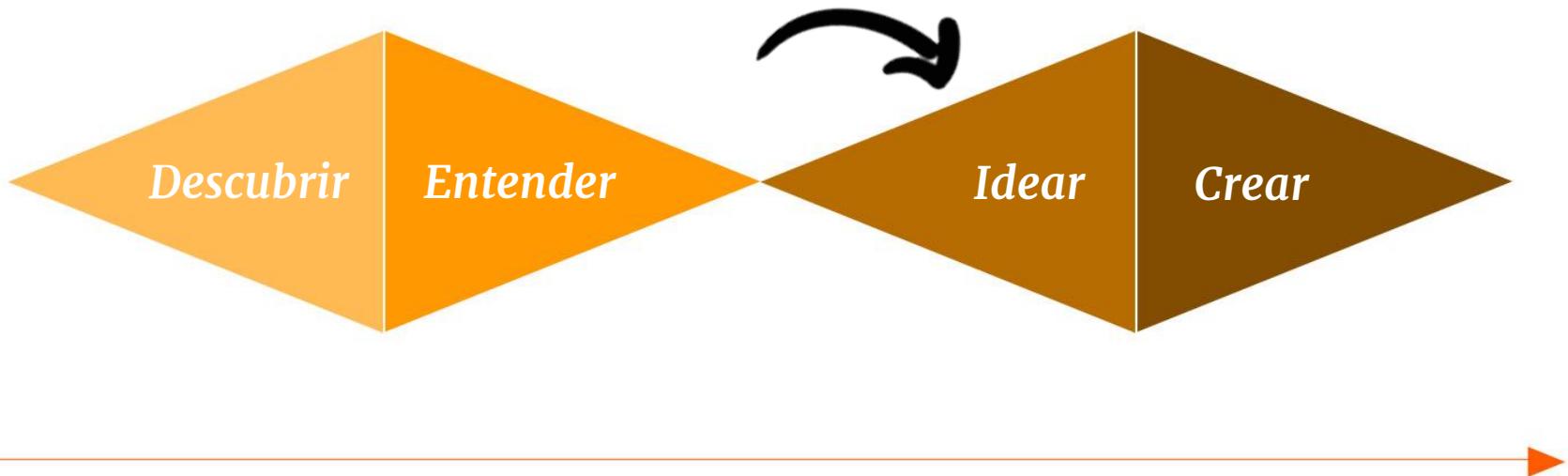




THE JOURNEY









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Next

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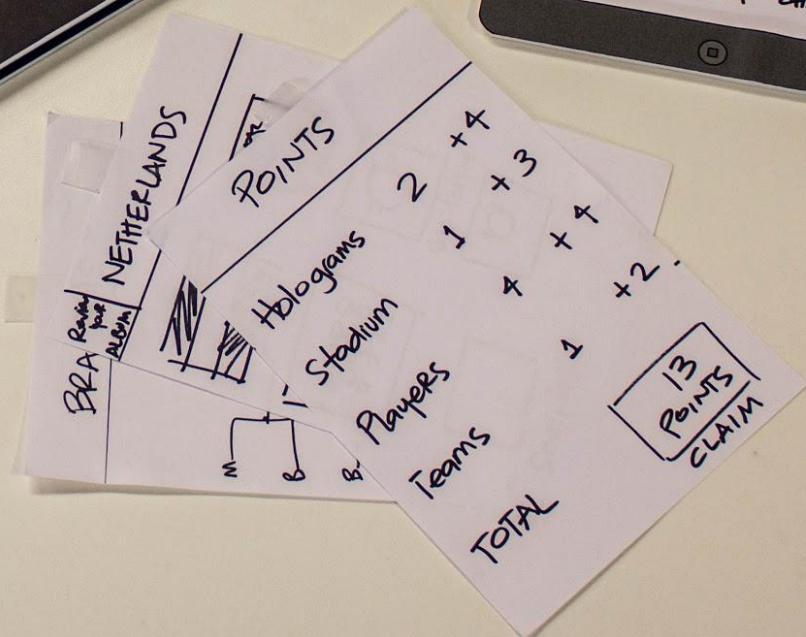
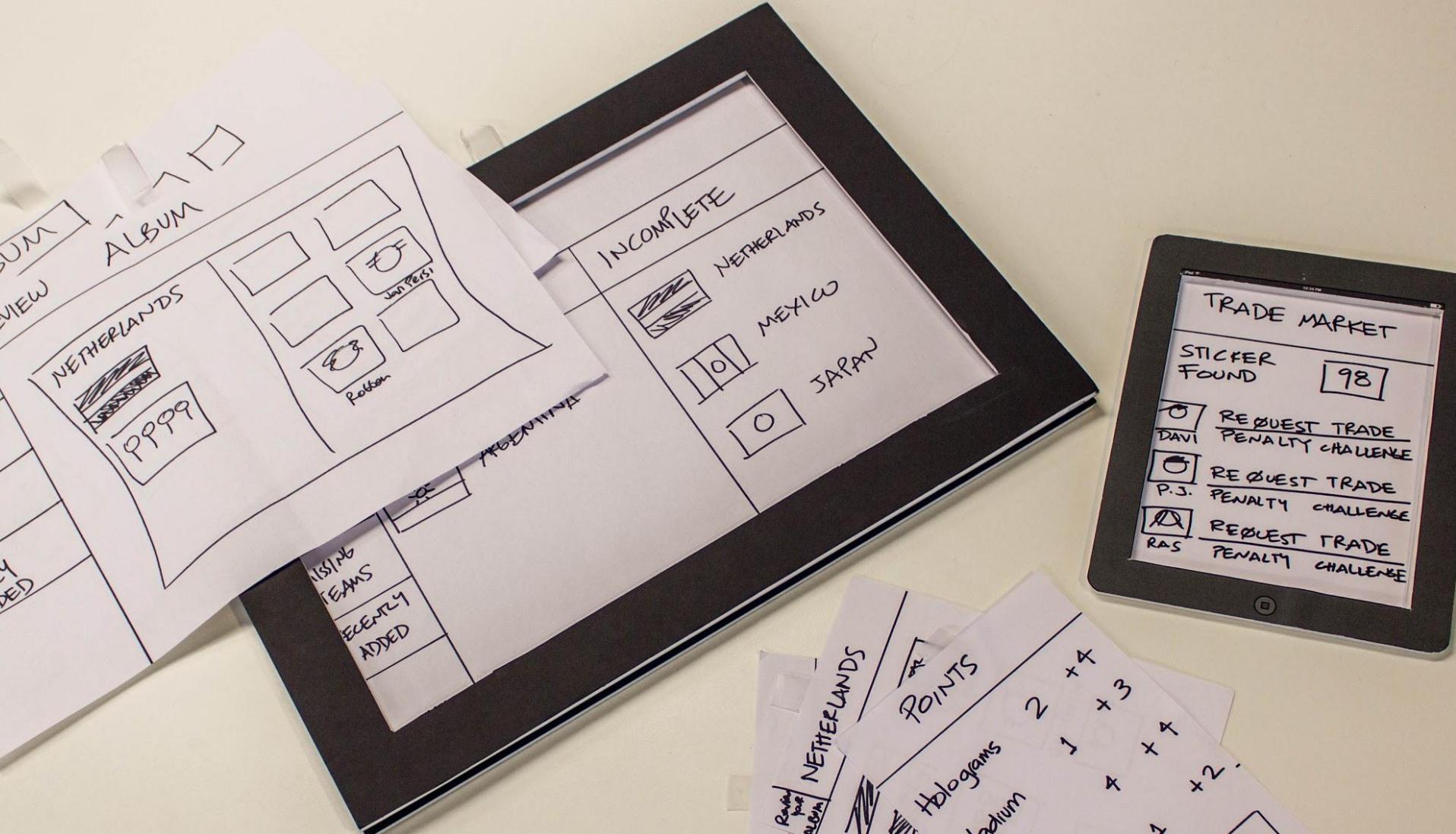
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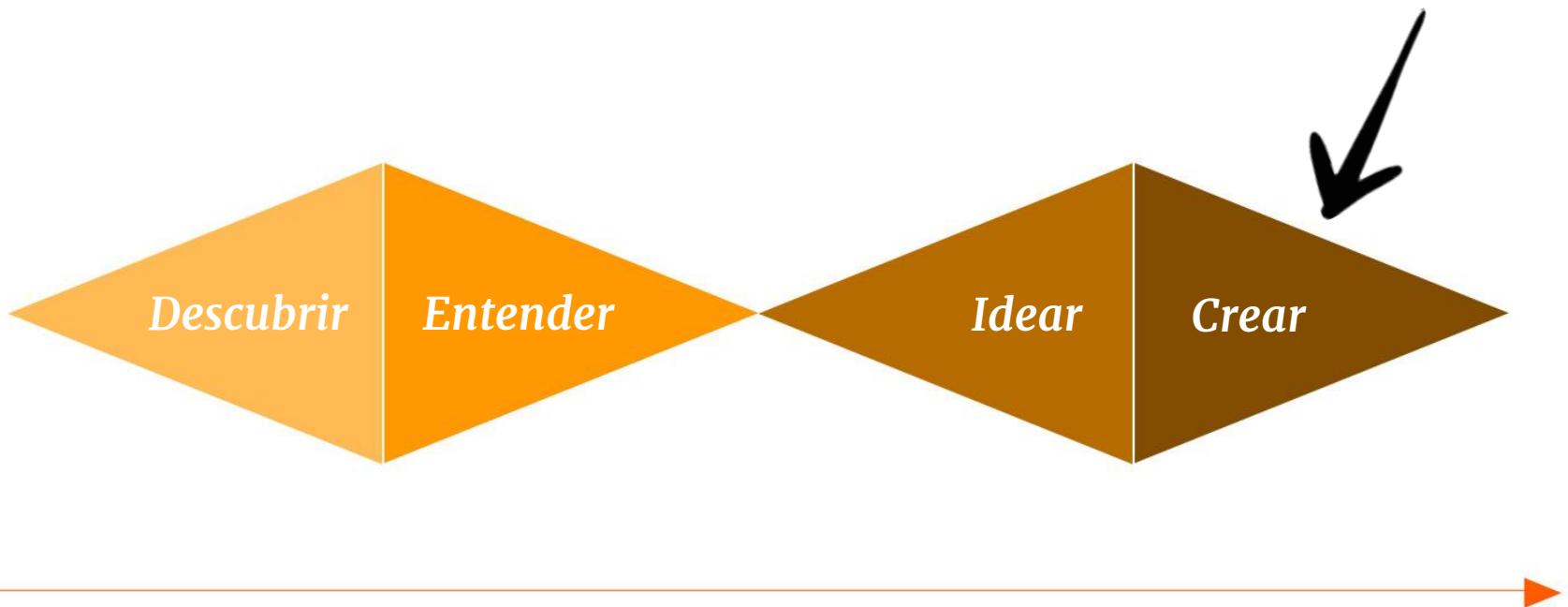
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Product C

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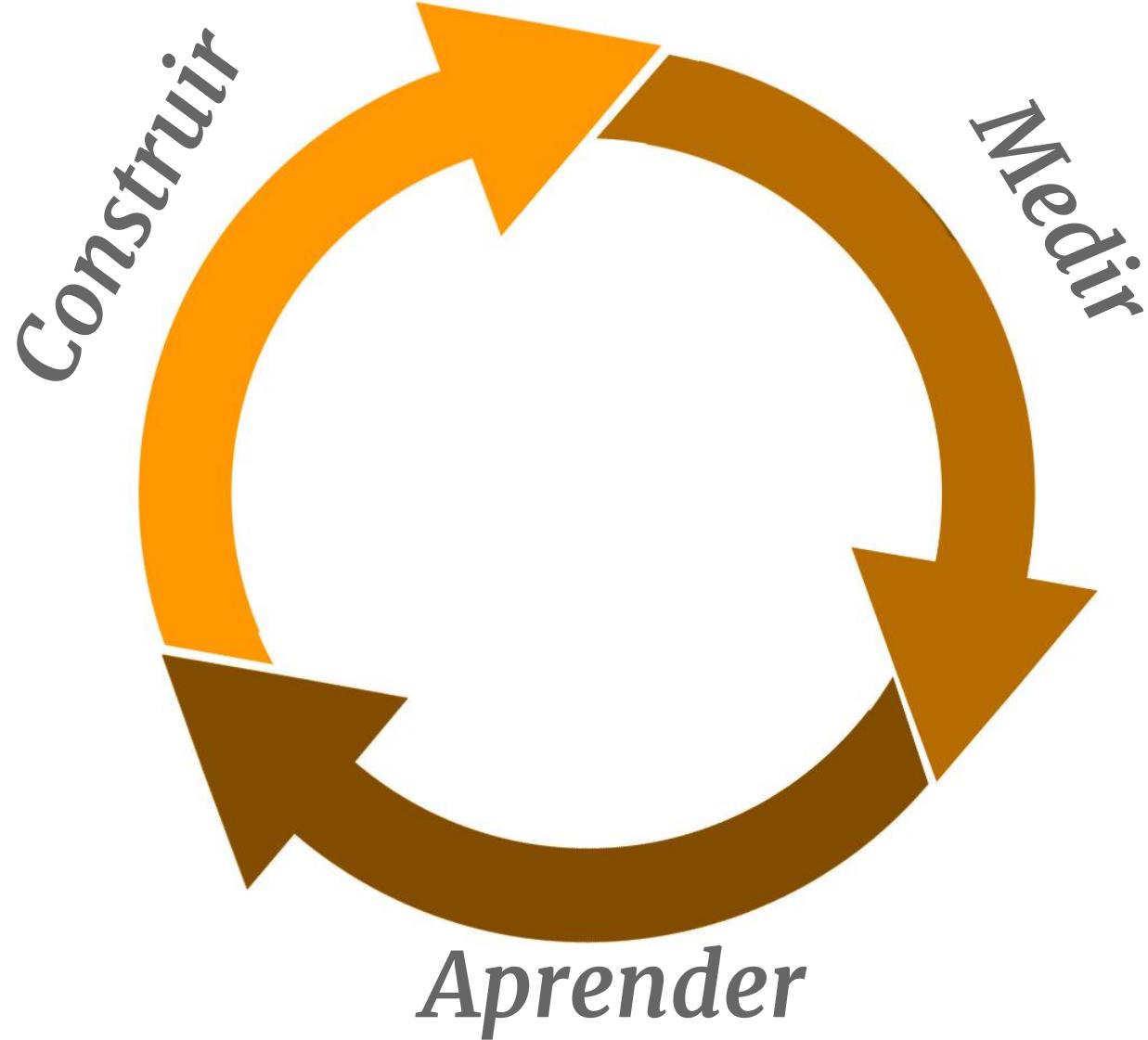
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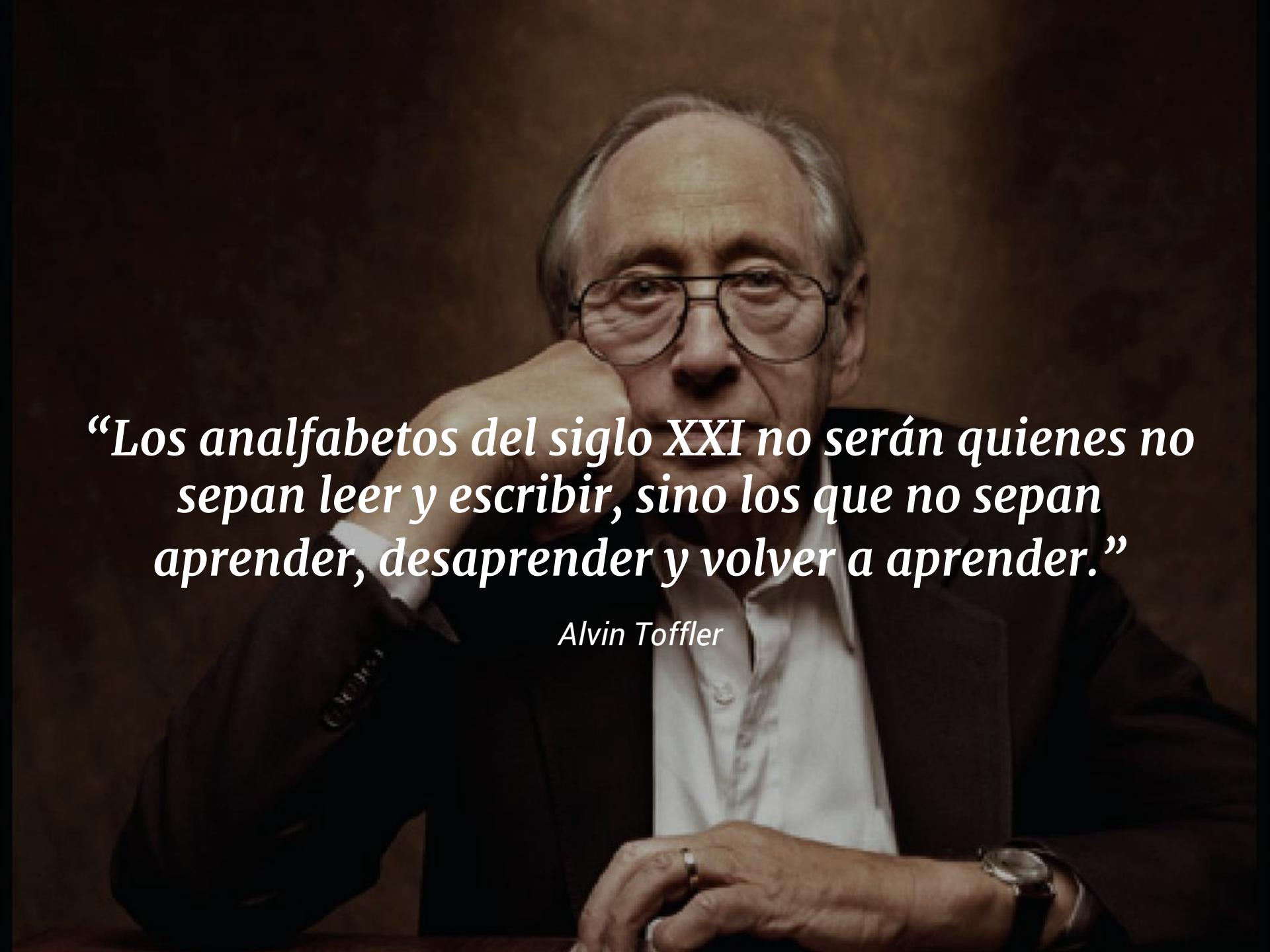
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A portrait of Alvin Toffler, an elderly man with glasses, resting his chin on his hand. He is wearing a dark suit jacket over a light-colored shirt. The background is dark.

“Los analfabetos del siglo XXI no serán quienes no sepan leer y escribir, sino los que no sepan aprender, desaprender y volver a aprender.”

Alvin Toffler

SHUT UP AND



TAKE MY MONEY!

Gracias

@dani_catalan

<frontenders/>
VALENCIA