

Devs watching QA test the product



UX/UI

“O design nunca está finalizado”



Road Map

Fundamentos de UX/UI Design

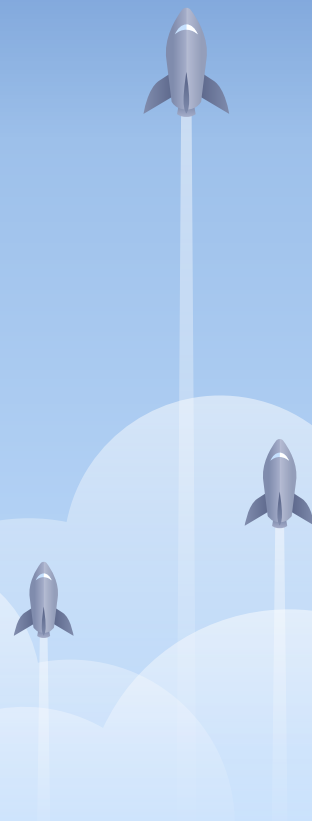
Princípios básicos de Design

Etapas de Design Thinking

Ferramentas de Design

WireFrame e Prototype com Figma

Material Design



Fundamentos UX/UI

Graphic

UI

UX

you?



The diagram consists of three overlapping circles arranged horizontally. The left circle is labeled 'Graphic', the middle circle is labeled 'UI', and the right circle is labeled 'UX'. A white bracket is positioned below the 'UI' and 'UX' circles, with the text 'you?' centered underneath it. The background features a dark blue sky with white stars and a layer of stylized, overlapping light blue clouds at the bottom. Five rocket ships are depicted ascending from the clouds, leaving white trails behind them.

Graphic Design

Graphic design is the science of making things look visually appealing.

A Graphic Designer's tools are hierarchy and organization — of both visual elements and content — with the goal of driving consumers to a certain action, whether that's to read the brochure from beginning to end, to request more information, or to make a purchase.



User Interface Design

User Interface designing is focused on providing a seamless interactive experience to the end-user.

UI Designers work at the end-user level with interactive elements such as:

- Animations
- Button styling
- Clickable elements
- Drop-down menus
- Form fields
- Icons
- Layouts





UI

Layout
Visual Design
Branding

UX

Skeleton

- Interface design
- Navigation design
- Information design

Structure

- Interaction design
- Information Architecture

Scope

- Functional Specs
- Content Requirements

Strategy

- Use needs
- Site Objectives

User Experience Design

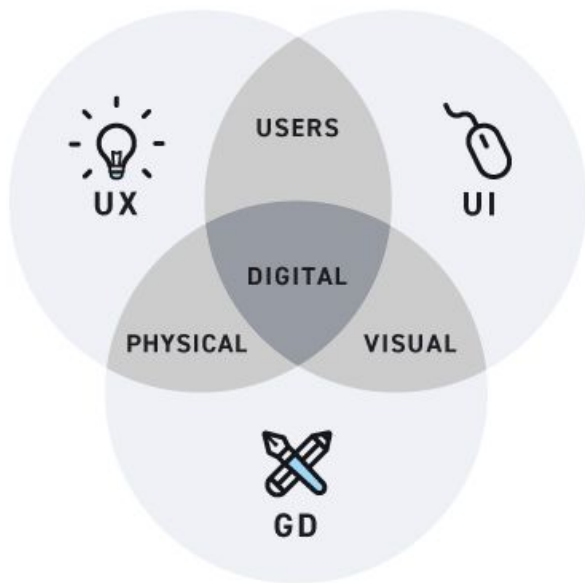
UX Design is a holistic concept in which we think of the product's visual appeal, reliability, usability, and other aspects to provide an overall memorable experience to the user.

UX Designer has a number of tools to help them understand the user experience:

- **Competitor analysis**
- **Heuristic analysis and journey mapping**
- **Pain point analysis**
- **Persona creation**
- **User interviews**
- **Wireframing**



UX, UI, or Graphic Design?



UX, UI, and Graphic Design all are irretrievably intertwined.

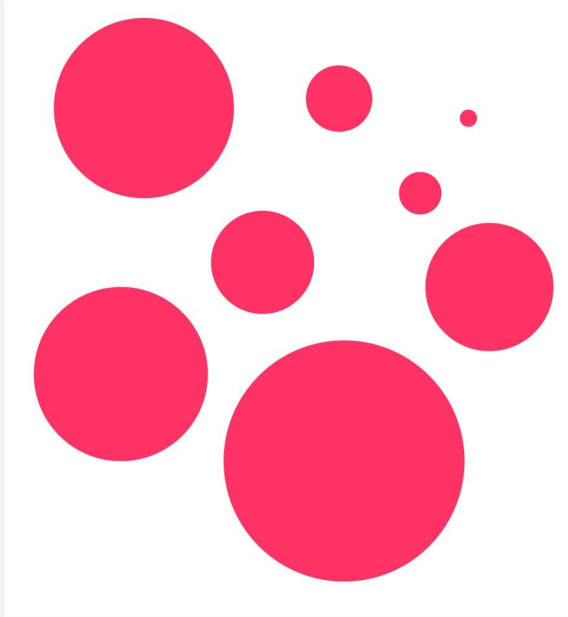
All are concerned with the end user's ability to function with the design. In all three roles, the ultimate goal is to create an emotional bond with the end user to improve their interaction and experience with a product that the visual design is aiming to sell.

Basics Principles of Design

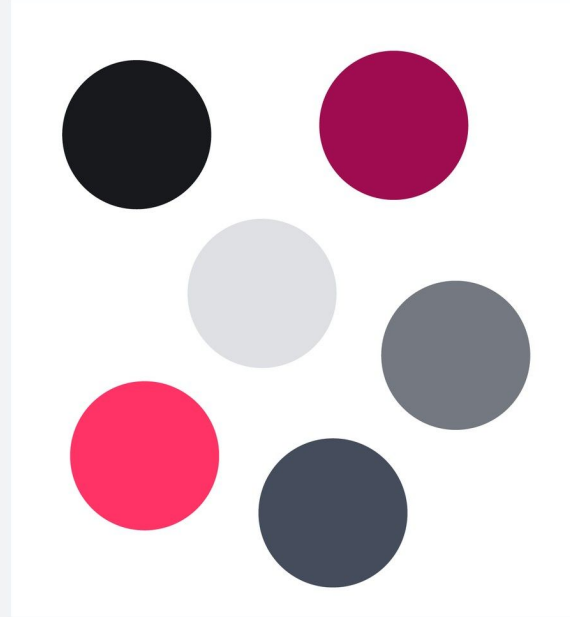
Why do the Principles of Design matter?

Every piece of design work is made up of design elements and design principles. When the principles are combined and used correctly, a design commands your attention and is hard to ignore. The design guides your eye through the story, keeping you visually entertained and engaged.

Unity & Variety

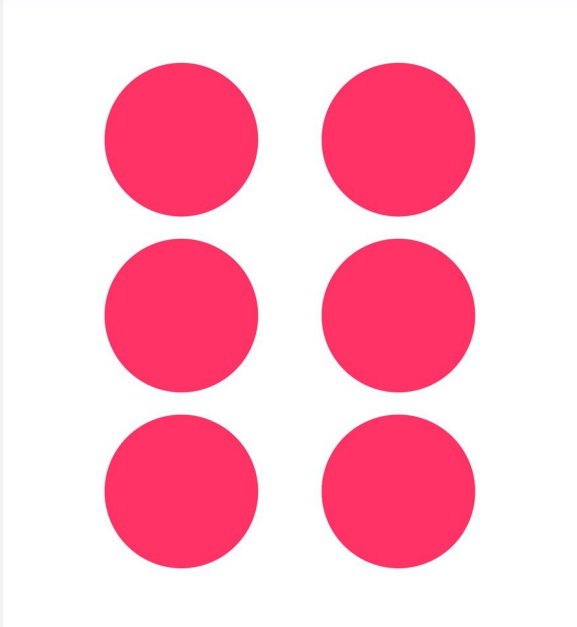


Unity = Same Color
Variety = Different Sizes

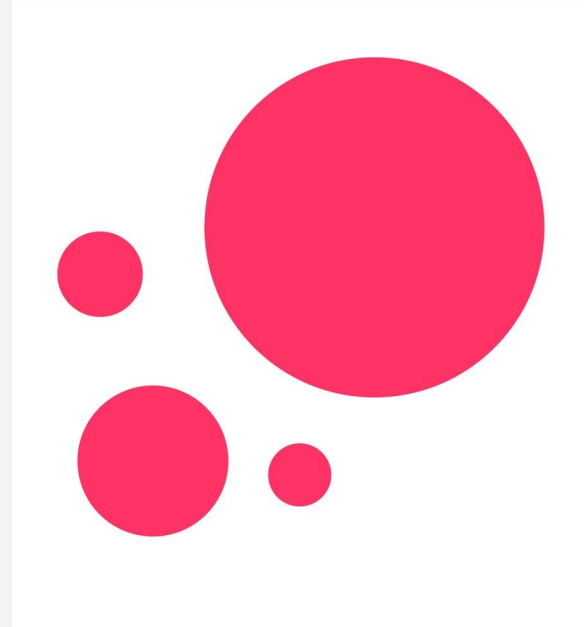


Unity = Same Size
Variety = Different Colors

Balance

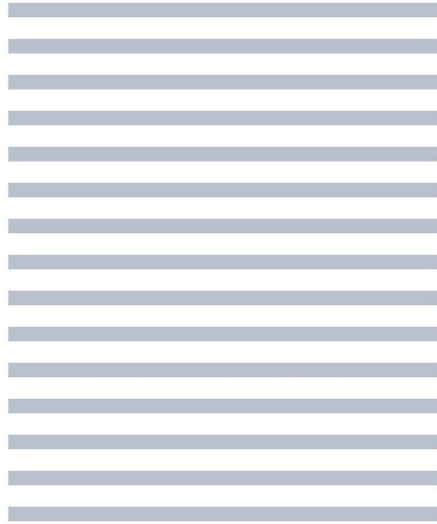


Balance: Symmetrical



Balance Asymmetrical

Hierarchy

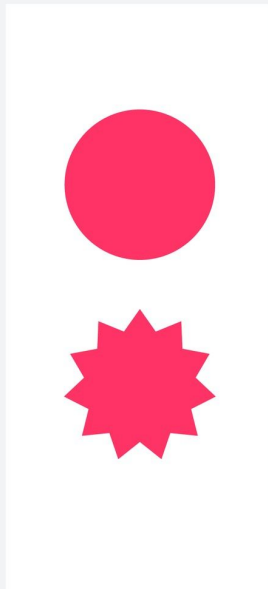


No Hierarchy

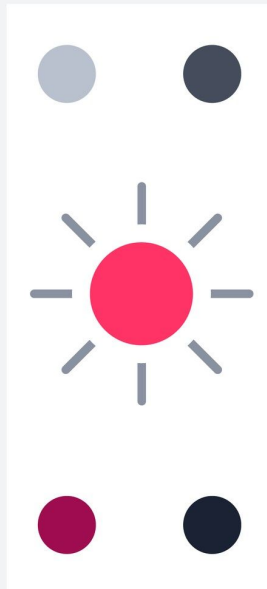


Hierarchy

Contrast



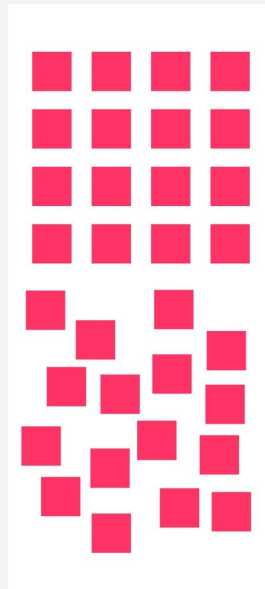
Contrast
in shape



Contrast
in color

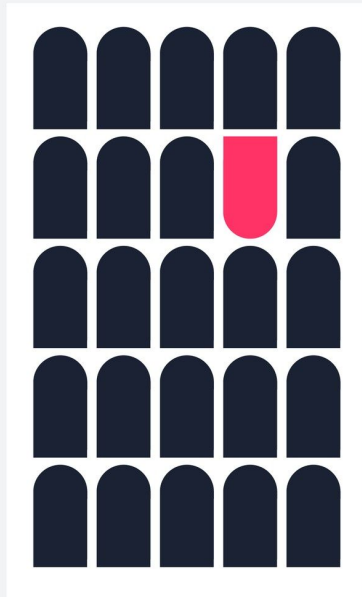
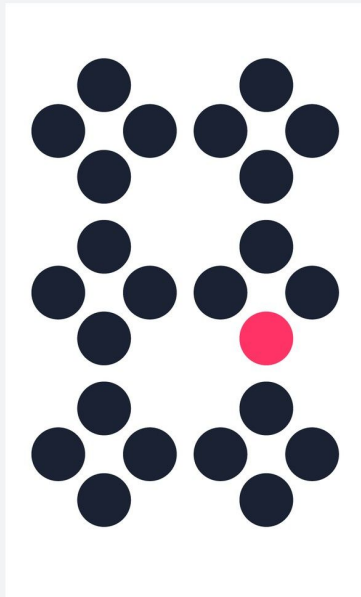
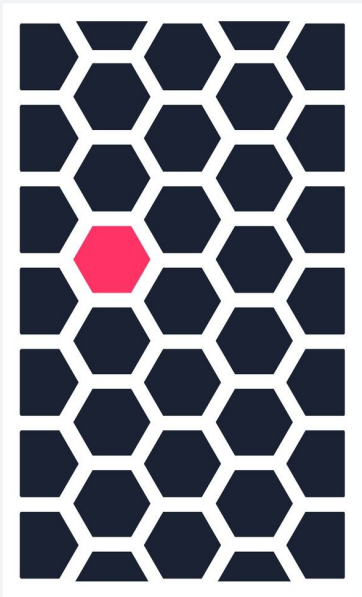


Contrast
in scale



Contrast
in layout

Emphasis

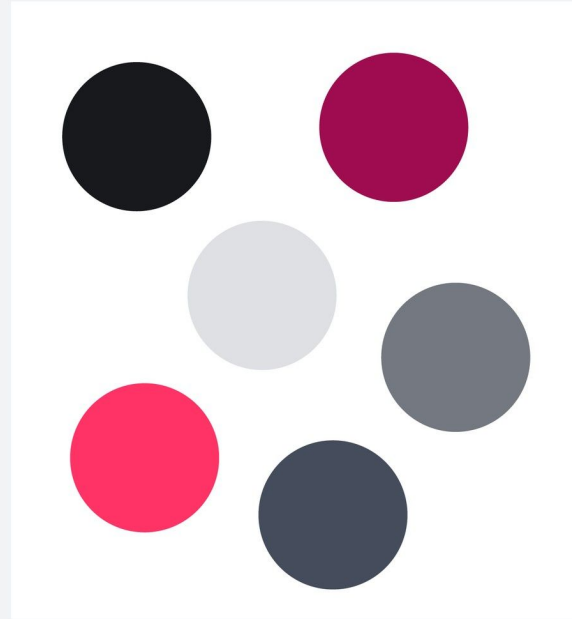


Creating a Focal Point

Unity & Variety



Unity = Same Color
Variety = Different Sizes



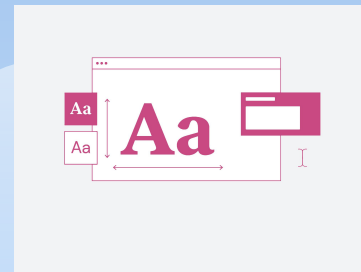
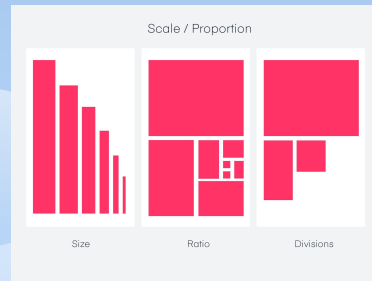
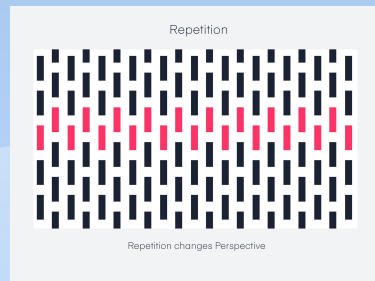
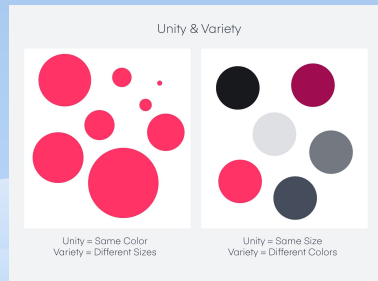
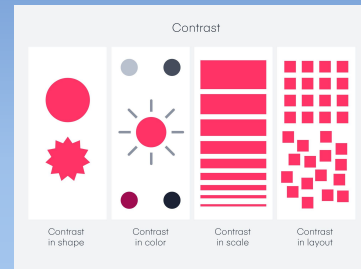
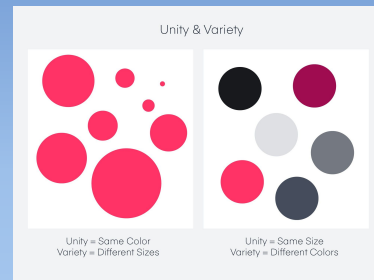
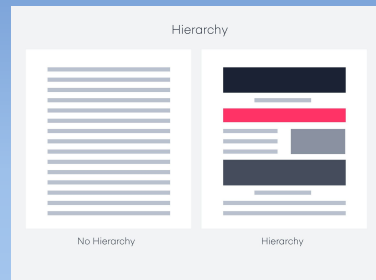
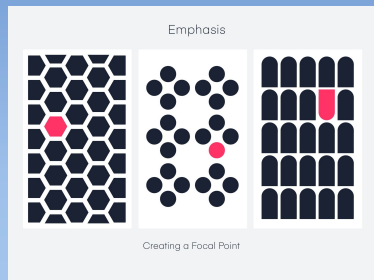
Unity = Same Size
Variety = Different Colors

Repetition



Repetition changes Perspective





Princípios Básicos De Design

Cor

Imagem

Equilíbrio

Contraste

Alinhamento

Ênfase

Movimento

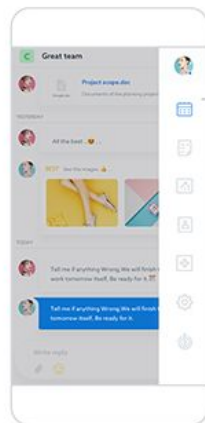
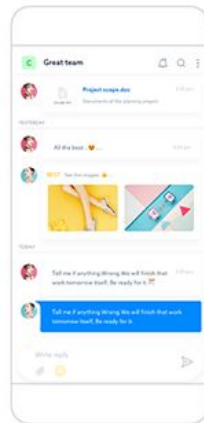
Repetição

Hierarquia

Harmonia

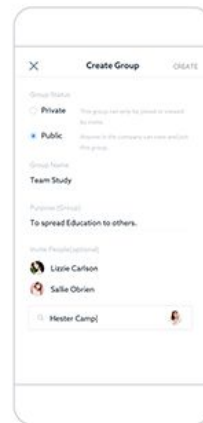
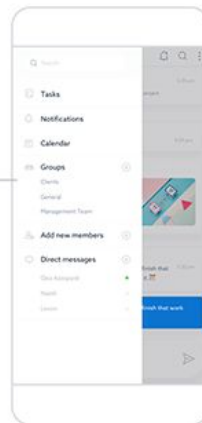


Some Examples

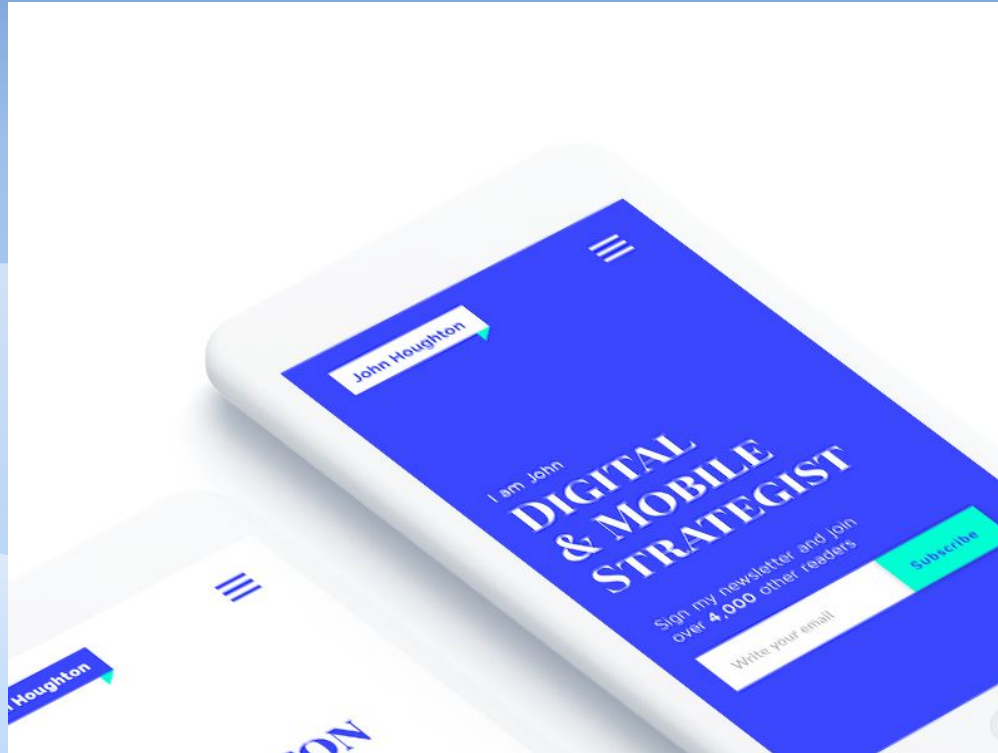


Home screen

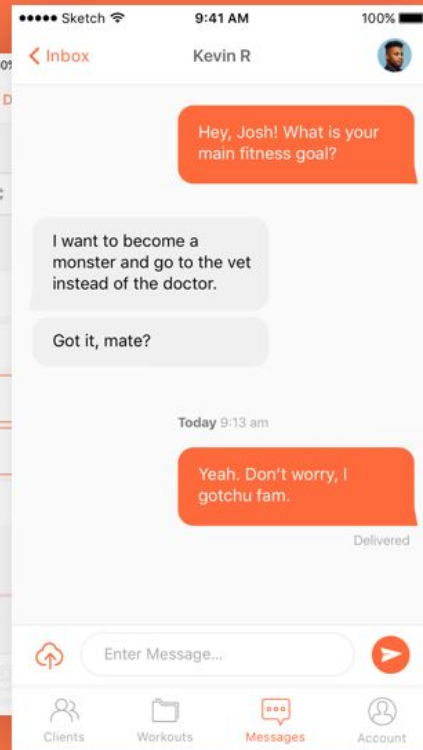
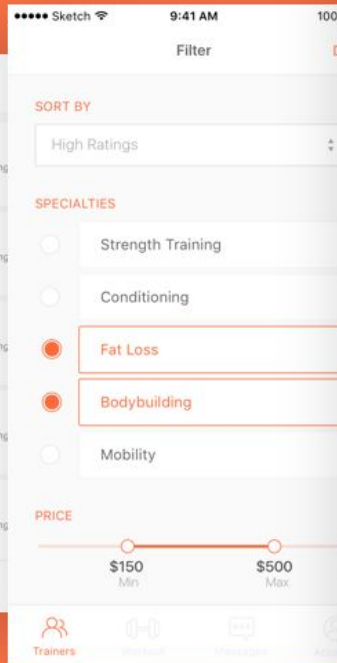
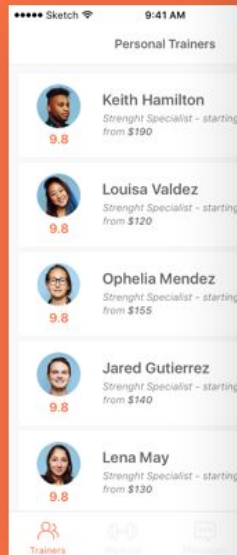
Navigation drawer



Some Examples



Some Examples



Some Examples



Learn the UX Process design Thinking



Learn the UX Process design Thinking

Empatizar

Definir

idealizar

Prototipar

Testar



Design thinking



Emphasize

Understanding
the people



Define

Figuring out
the problem



Test

Return to your users
for feedback



Ideate

Generating
creative, crazy
ideas



Prototype

Build a
representation of
your ideas



Férramentas UX/UI



UX/UI Tools

The background of the slide features a light blue sky with several white stars. At the bottom, there are stylized, overlapping light blue clouds. Five grey rockets are shown launching upwards from the clouds, each leaving a long, straight white trail. The rockets are positioned at various heights and angles, creating a sense of dynamic movement.

Adobe Xd

Photoshop

Figma (All in one tool)

Wire Frame and Figma Prototype (Hands On)



Challenge

