Devs watching QA test the product

UX/UI

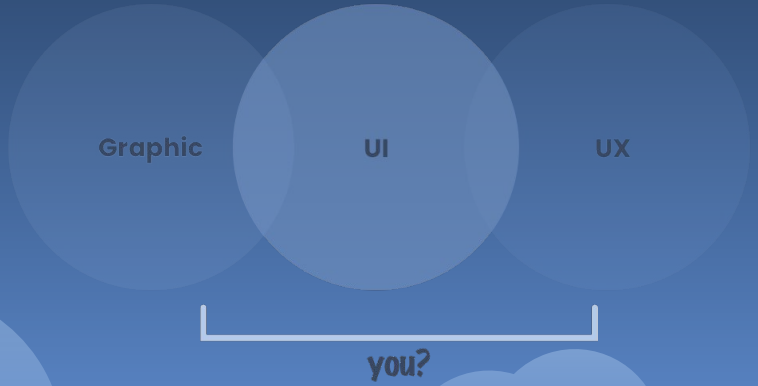
“O design nunca está finalizado"

Por Sandro Fonseca

Road Map

UX/UI Fundamentals Design
Basic Design Principles
Design Thinking Methodology
Design Tools
Wire Frame and Figma Prototype (Hands On)
Material Design

UX/UI Fundamentals



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

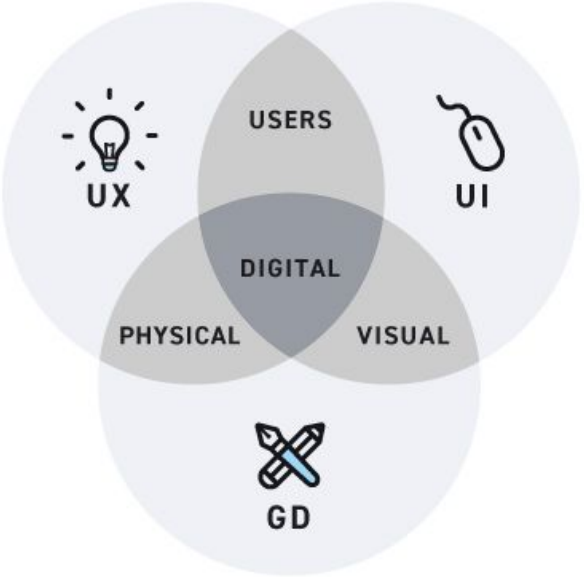
User Experience Design

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.

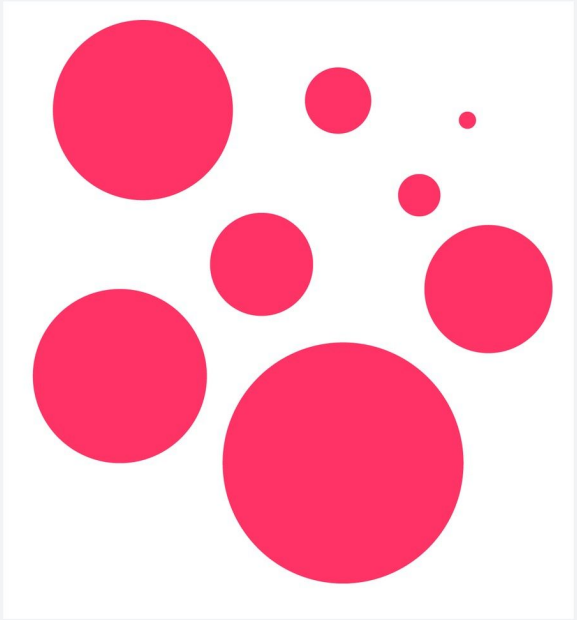
All are concerned with the end user's ability to function with the design. In all three roles, the ultimate goal is to create an emotional bond with the end user to improve their interaction and experience with a product that the visual design is aiming to sell.

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.

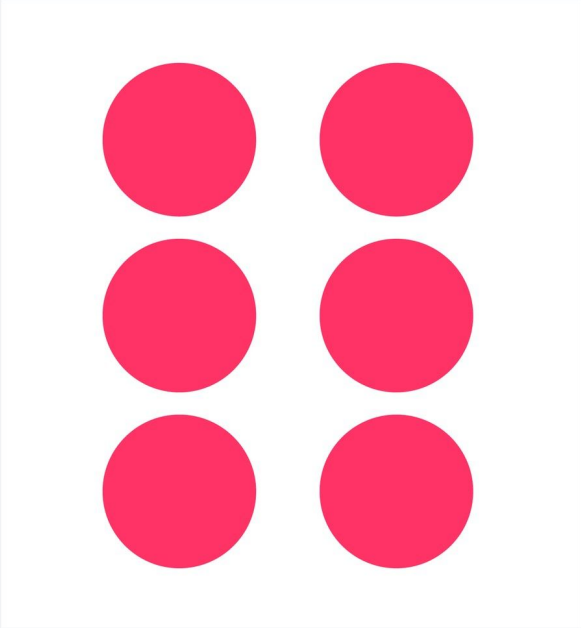
Unity & Variety



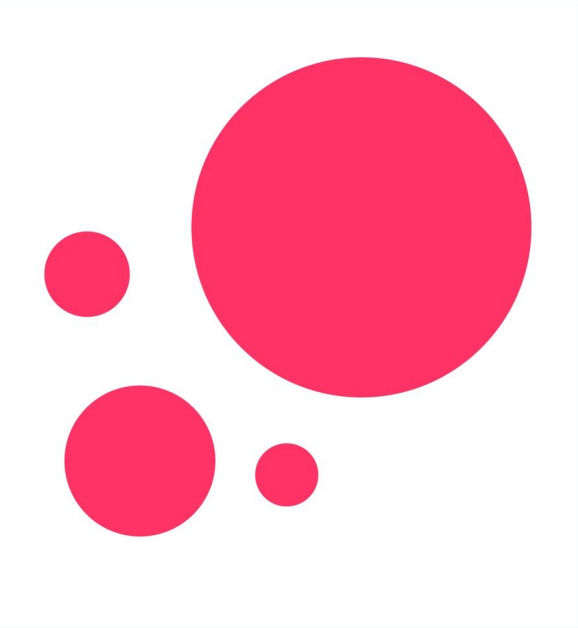
Unity = Same Color
Variety = Different Sizes

Unity = Same Size
Variety = Different Colors

Balance

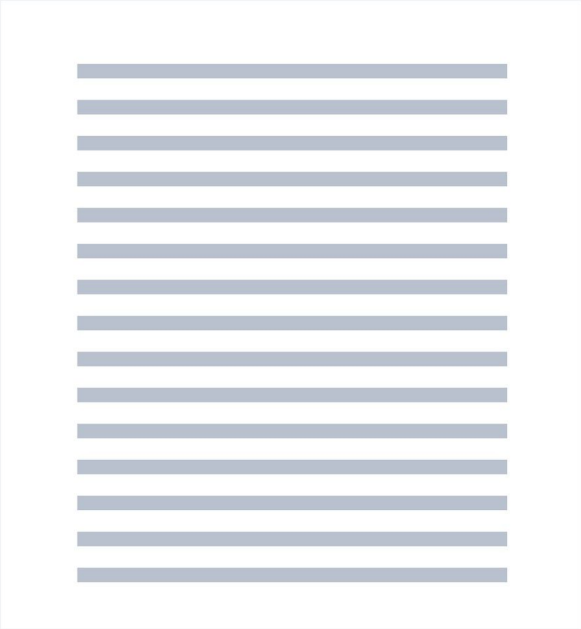


Balance: Symmetrical



Balance Asymmetrical

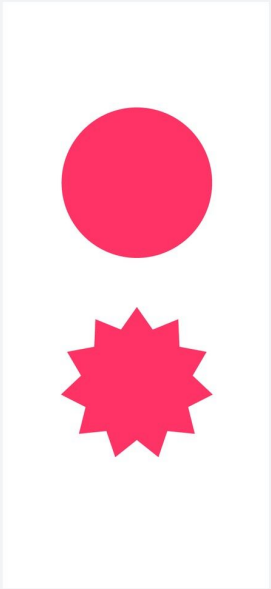
Hierarchy



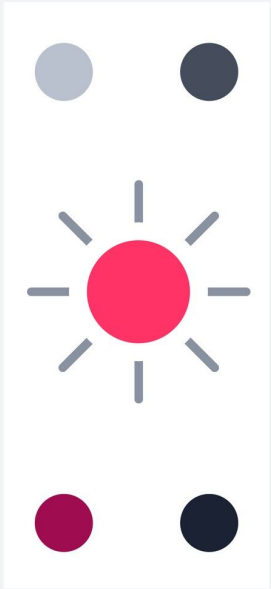
No Hierarchy

Hierarchy

Contrast

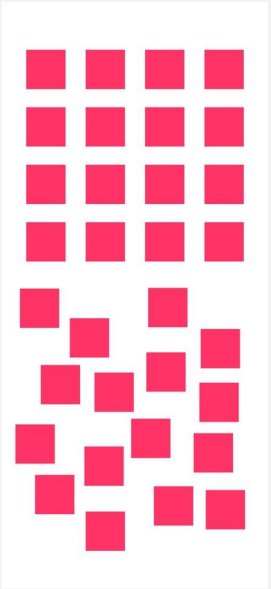


Contrast
in shape



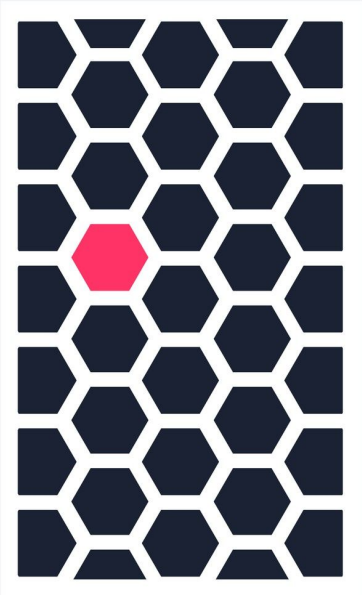
Contrast
in color

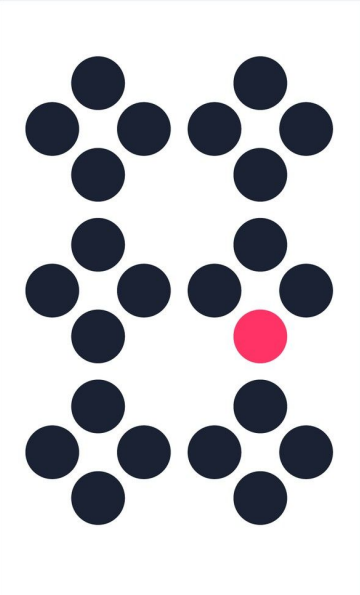
Contrast
in scale

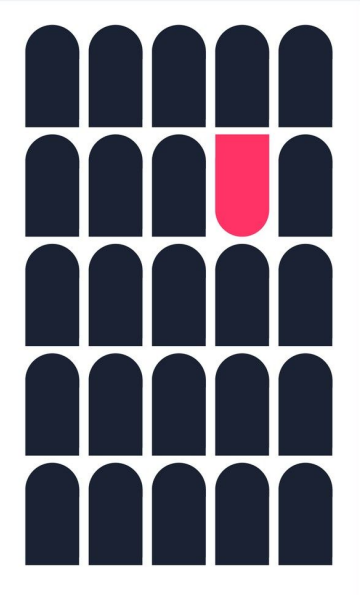


Contrast
in layout

Emphasis

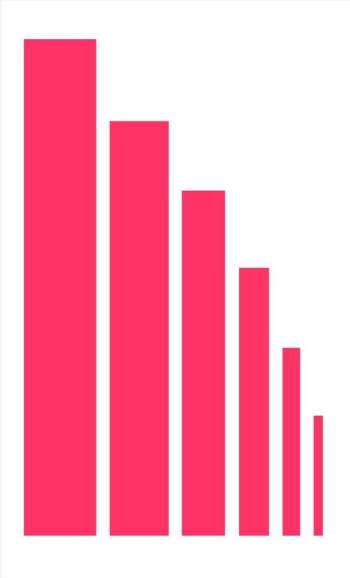




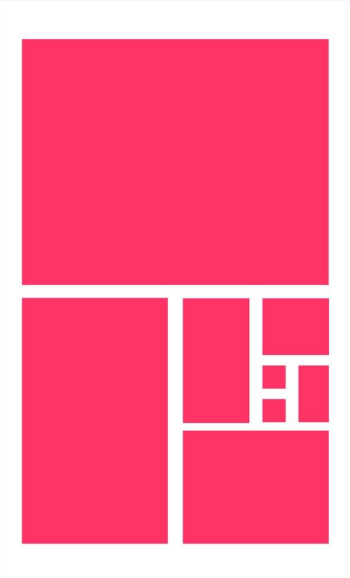


Creating a Focal Point

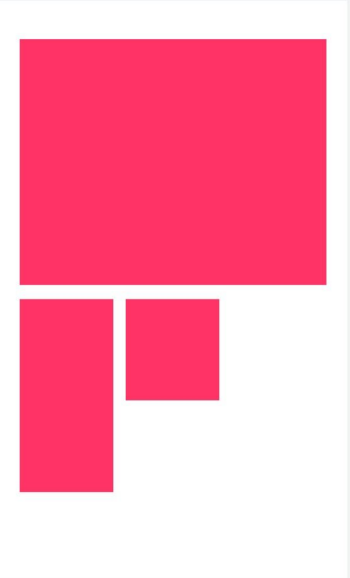
Scale / Proportion



Size

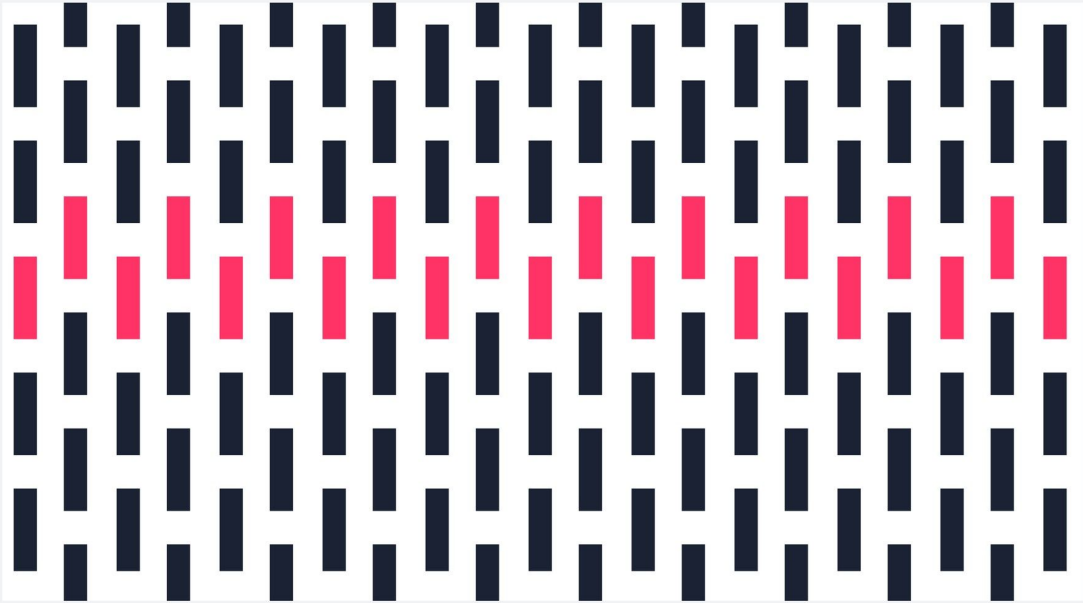


Ratio



Divisions

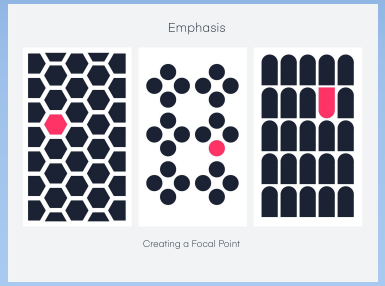
Repetition

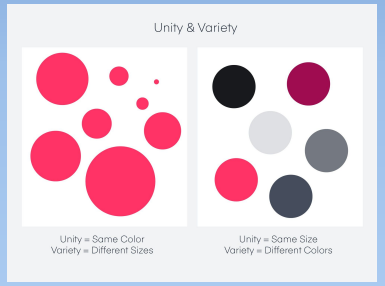


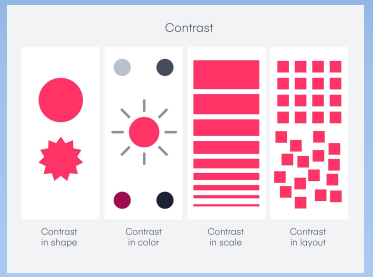
Repetition changes Perspective

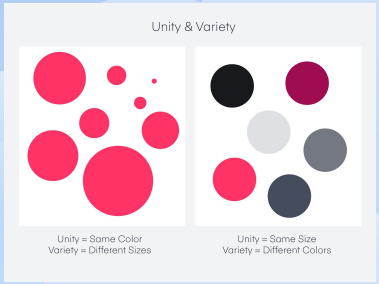
Aa
Aa
Aa

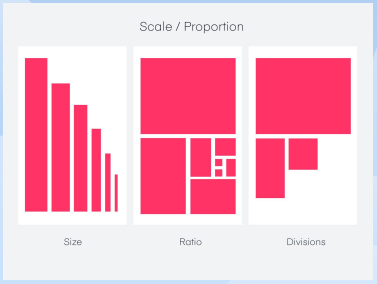
Basic Design Principles

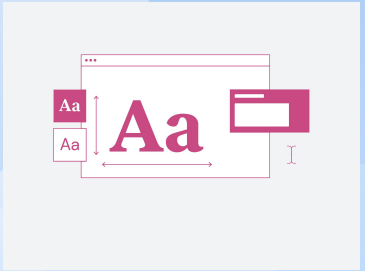




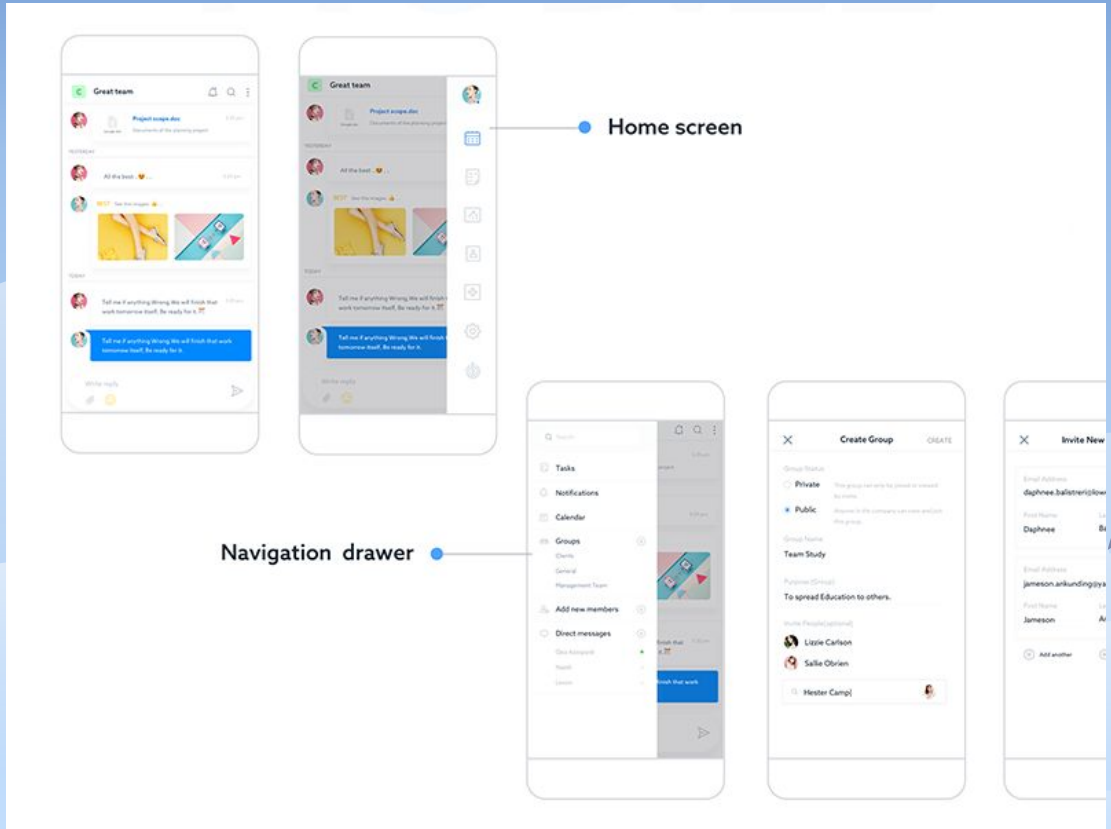








Some Examples



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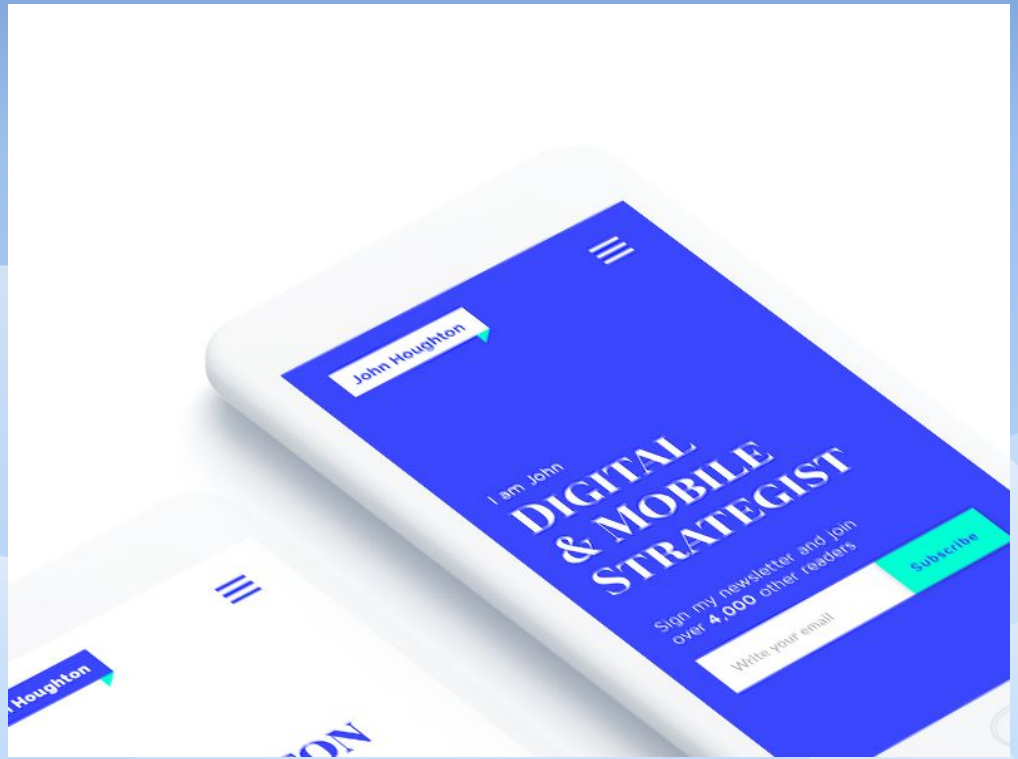

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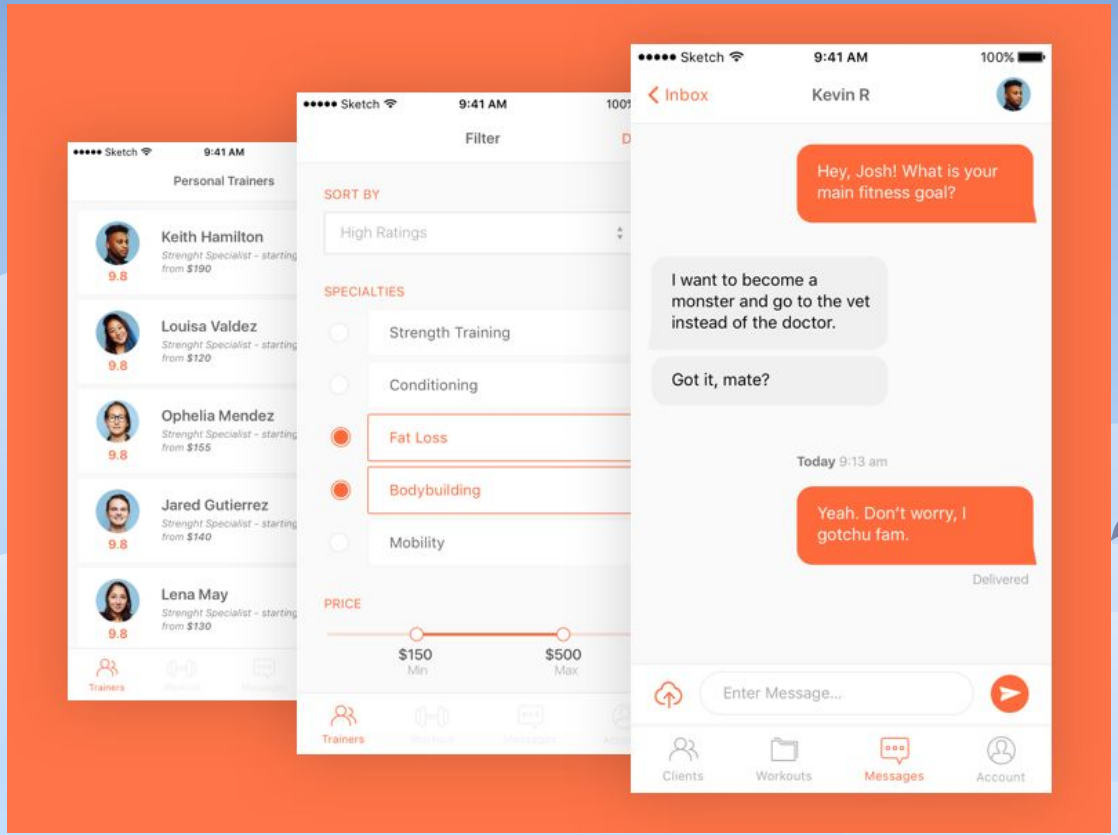

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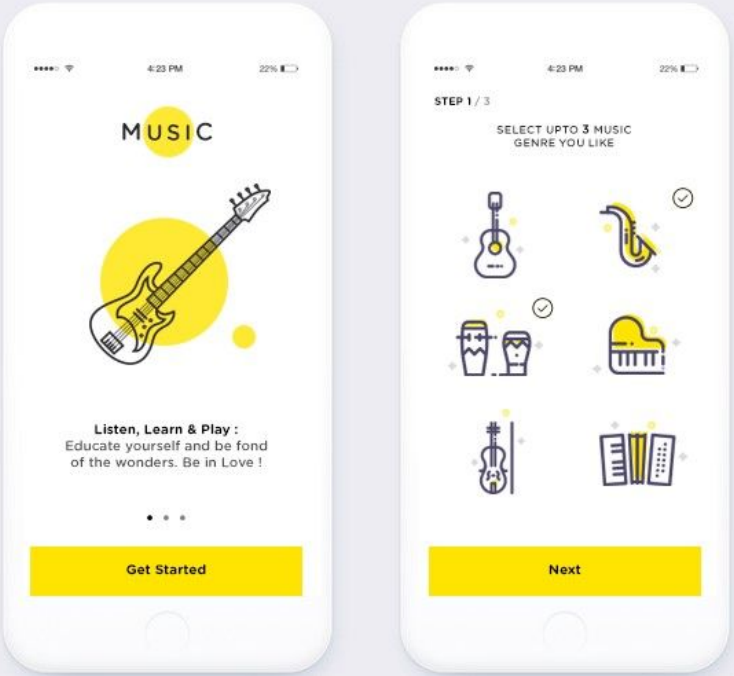

Learn the UX Process design Thinking

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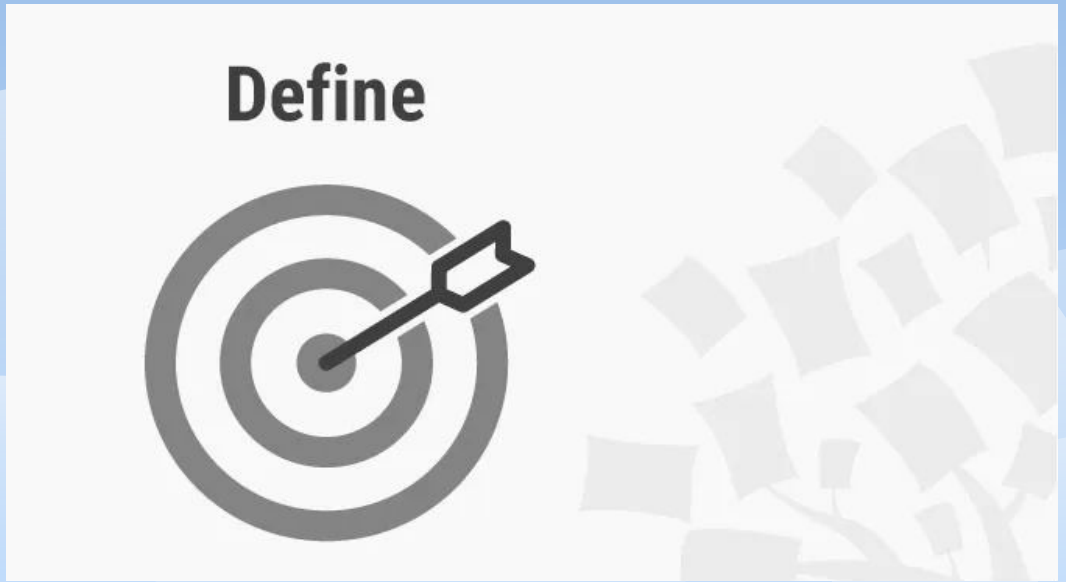

Learn the UX Process design Thinking

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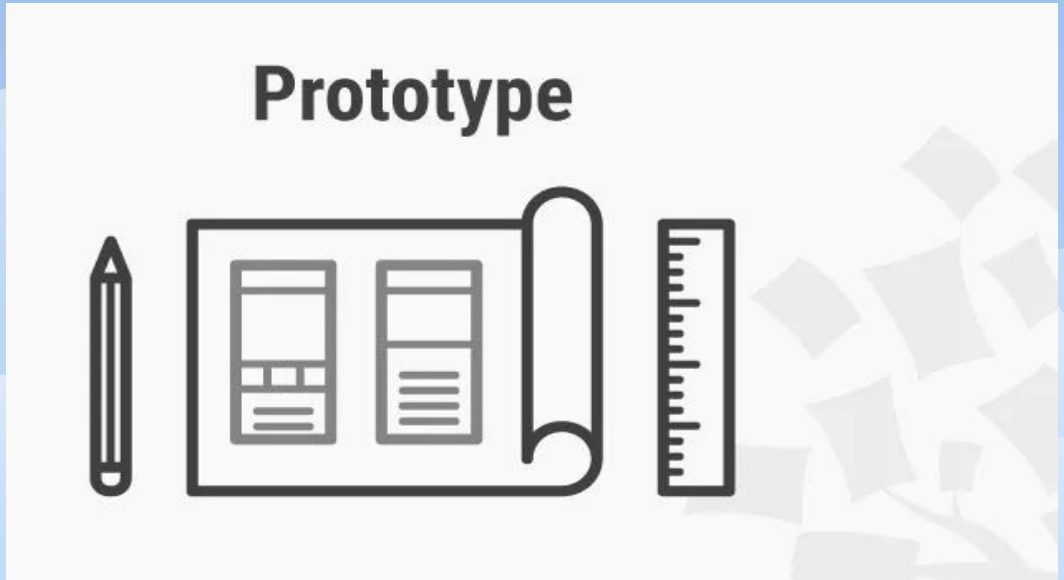


Learn the UX Process design Thinking

Design thinking

Emphasize

Understanding the people

Ideate

Generating creative, crazy ideas

Define

Figuring out the problem

Test

Return to your users for feedback

Prototype

Build a representation of your ideas

Learn the UX Process design Thinking

Emphasize

Define

Ideate

Prototype

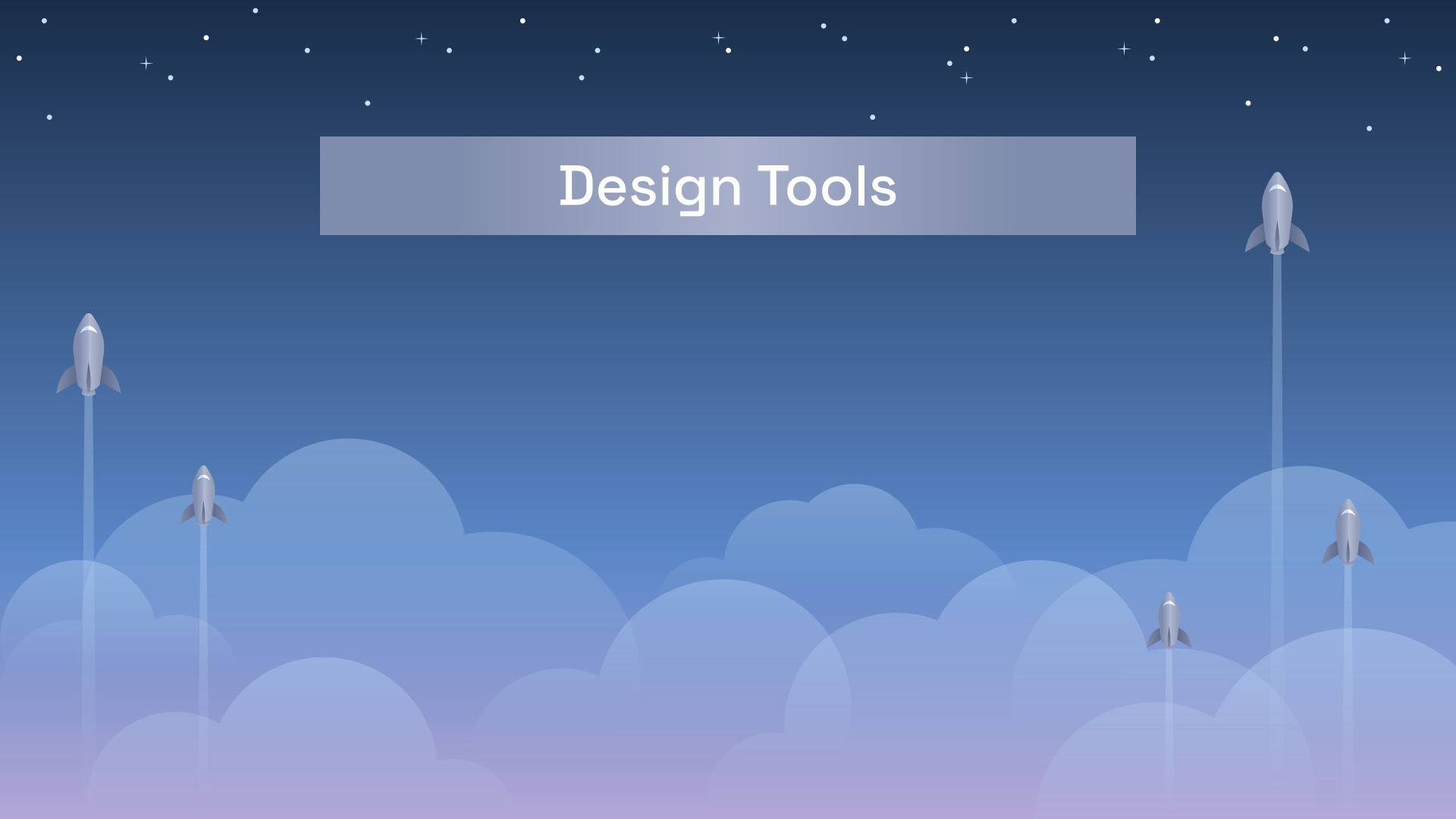
Test

UX Design não é sobre interfaces bonitonas.

Então, antes de pensar em uma interface muito atrativa em estética. Considere as seguintes questões:

1. Ela é útil, fácil de entender e informativa?
2. É preciso pensar muito para interagir com ela?
3. Os elementos acionáveis, parecem acionáveis mesmo?
4. É confortável de interagir? Os botões são grandes os suficientes?
5. Os espaçamentos e alinhamentos estão bem definidos?

Design Tools



Design Tools

Canvas

Adobe Xd

Photoshop

Figma (All in one tool)

Wire Frame and Figma Prototype (Hands On)

Fundamentals

Interactive wireframes Template

Prototyping on Figma

Wire Frame and Figma Prototype (Hands On)

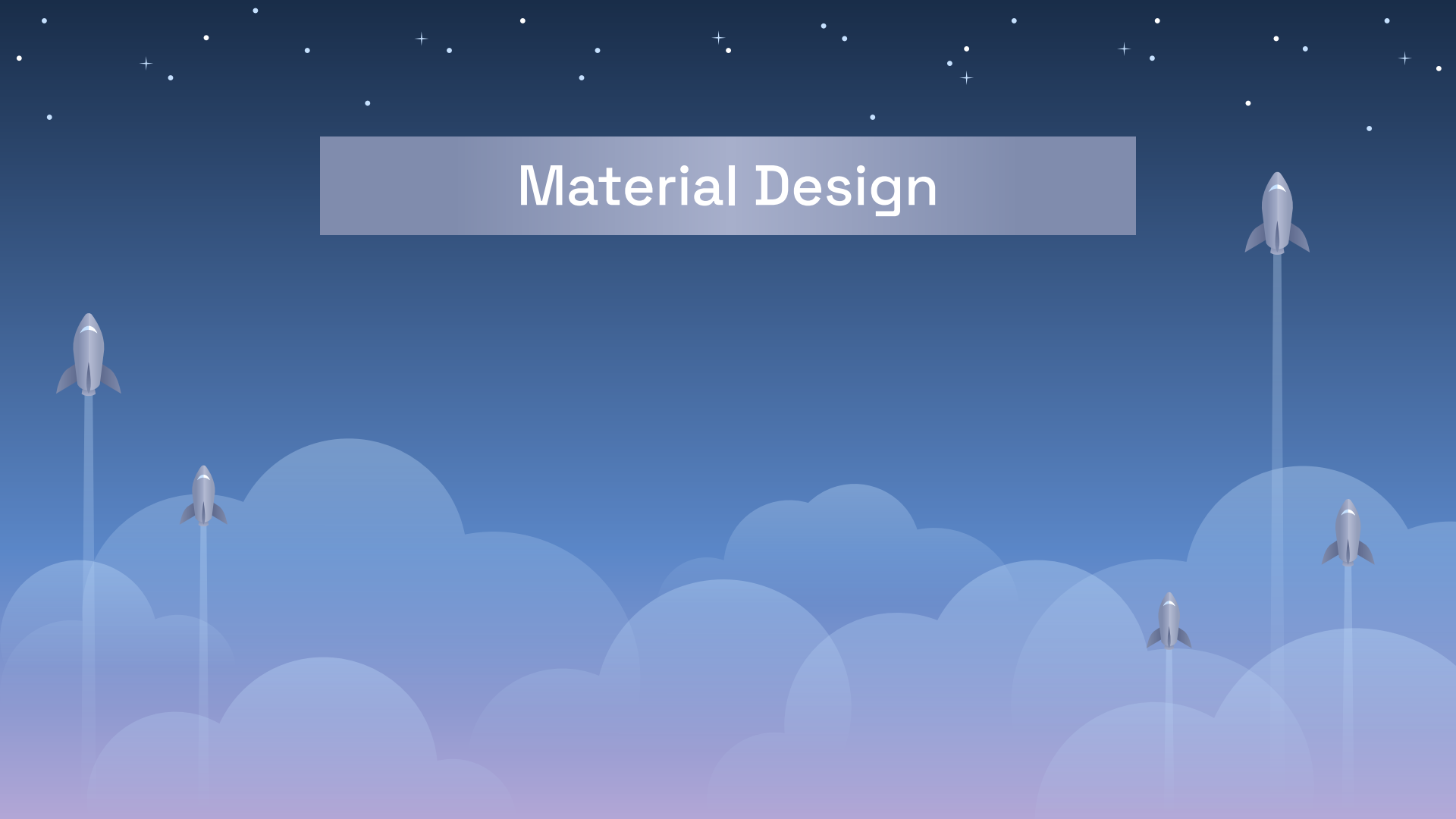
Figma Wireframing Tool kit

Prototyping on Figma

Challenge

Idealize a wireframe for a website/app and prototype it on Figma.

Material Design



Material Design

-Bootstrap

-Materialize

-Material-UI

...

Thank you

Sandro Fonseca

UX/UI

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