



Principios de UX y Diseño de Interfaces de Usuario



Contenidos

- 1.** ¿Qué es UX?
- 2.** Diseño de Interacción
- 3.** Diseño de Interfaces Visuales
- 4.** Estudio de Caso

1.

¿Qué es UX?



UX



Jim Callender
@JimCallender

Seguir



2005: I'm a web designer
2009: I'm a UI designer
2011: I'm a UX designer
2014: I'm a product designer
2021: I'm an experience sommelier

Traducir del inglés

12:19 - 13 jul. 2017

7.567 Retweets 20.852 Me gusta



Diseño

-
Experiencia
de Usuario



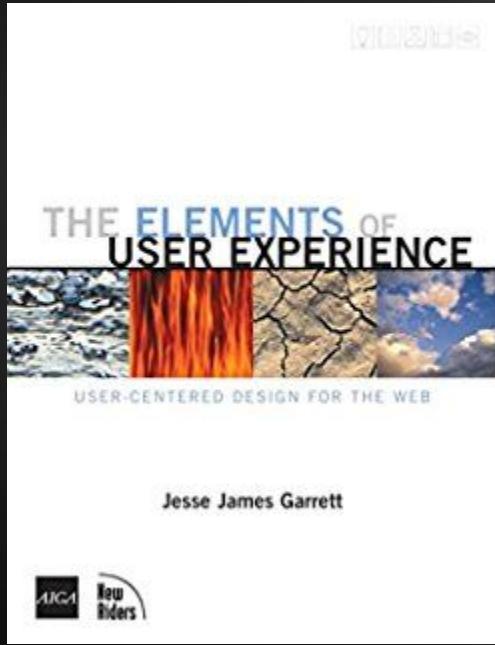
Panal de experiencia de usuario

Morville



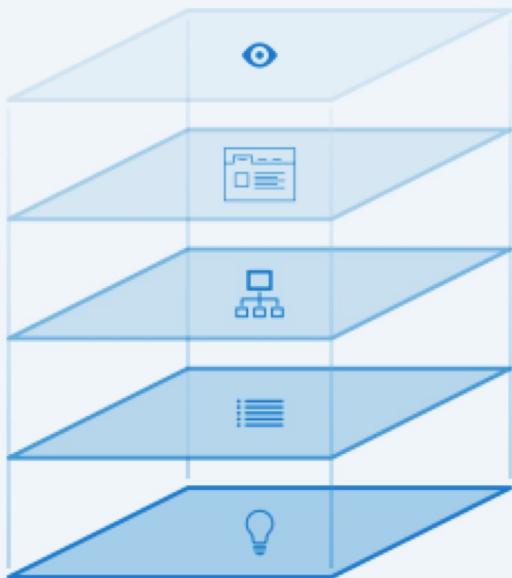
NOT SURE IF USER IS STUPID





Jesse, co-founder and chief creative officer of Adaptive Path, is one of the world's most widely recognized technology product designers.

Modelo de Garrett (simplificado)



Surface

Visual Design

Skeleton

Interface and Navigation Design
Information Design

Structure

Information Architecture
UX Design

Scope

Content Requirements
Feature Requirements

Strategy

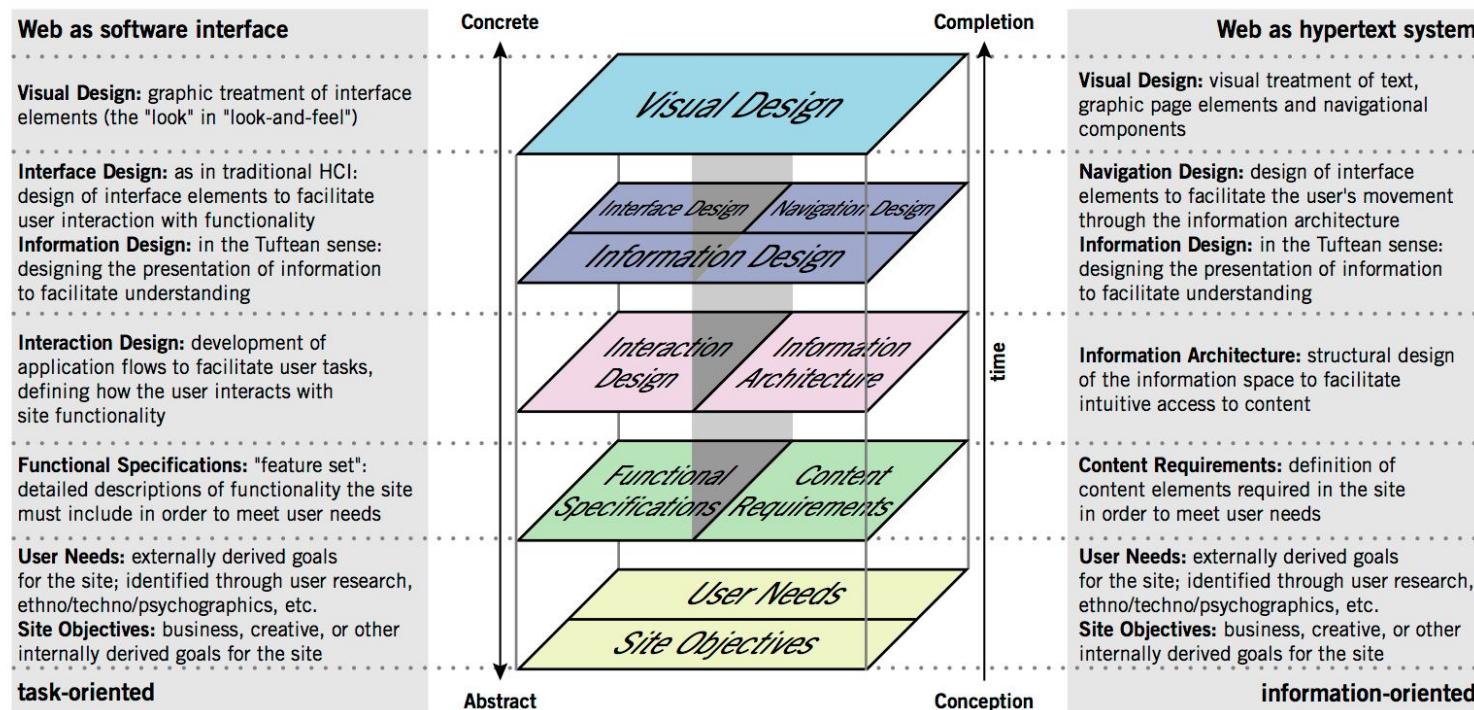
Business Objectives
User Needs

The Elements of User Experience

Jesse James Garrett
jjg@jjg.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



Web como interfaz de software

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel")

Interface Design: as in traditional HCI: design of interface elements to facilitate user interaction with functionality

Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

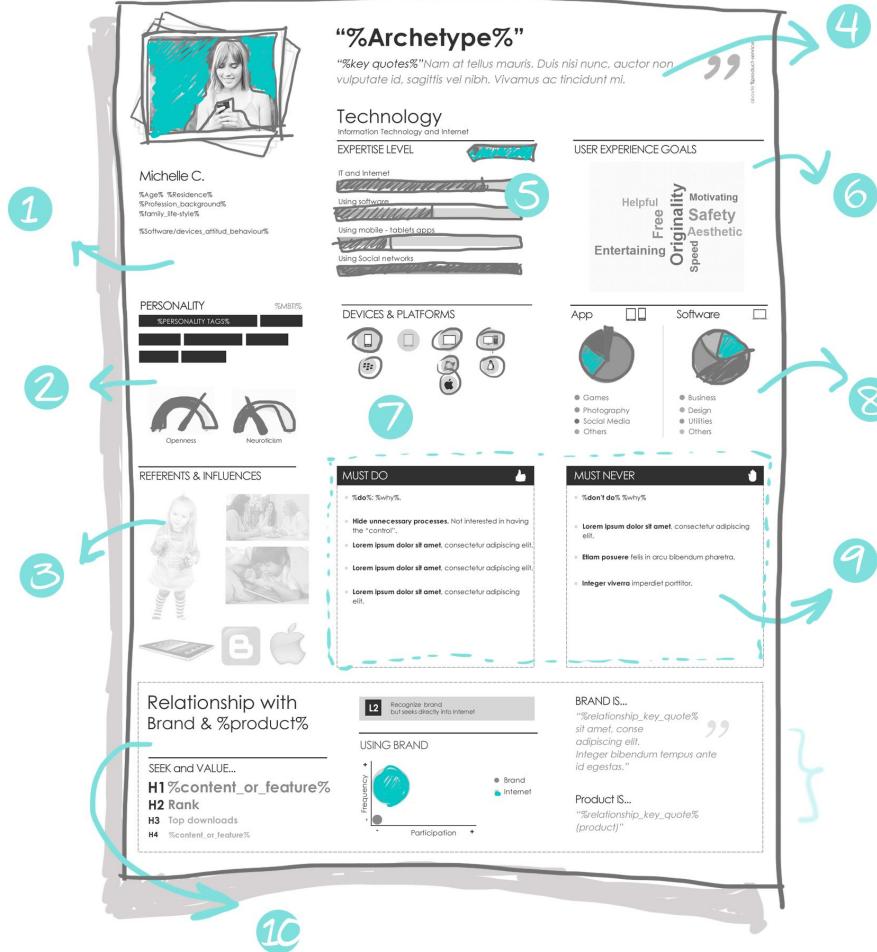
Functional Specifications: "feature set": detailed descriptions of functionality the site must include in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.

Site Objectives: business, creative, or other internally derived goals for the site

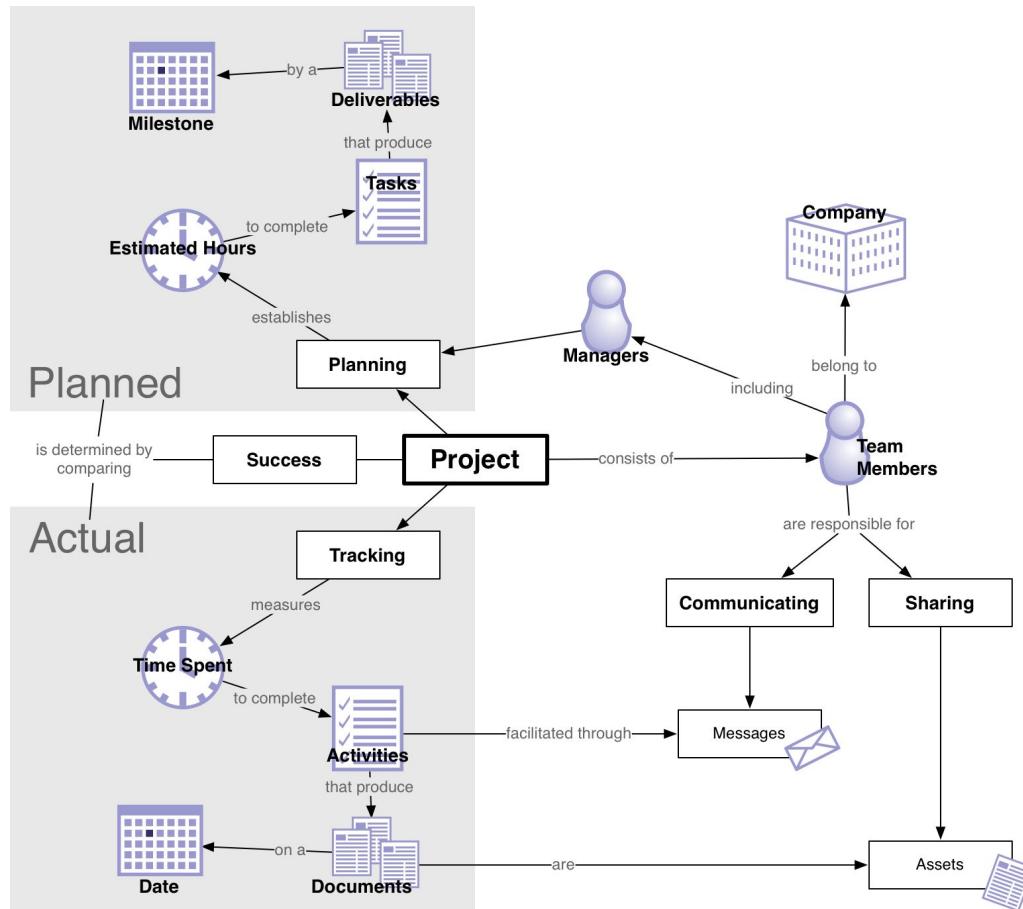
Estrategia

10 elements for User Persona



Personas

Estrategia



Modelos conceptuales

Alcance

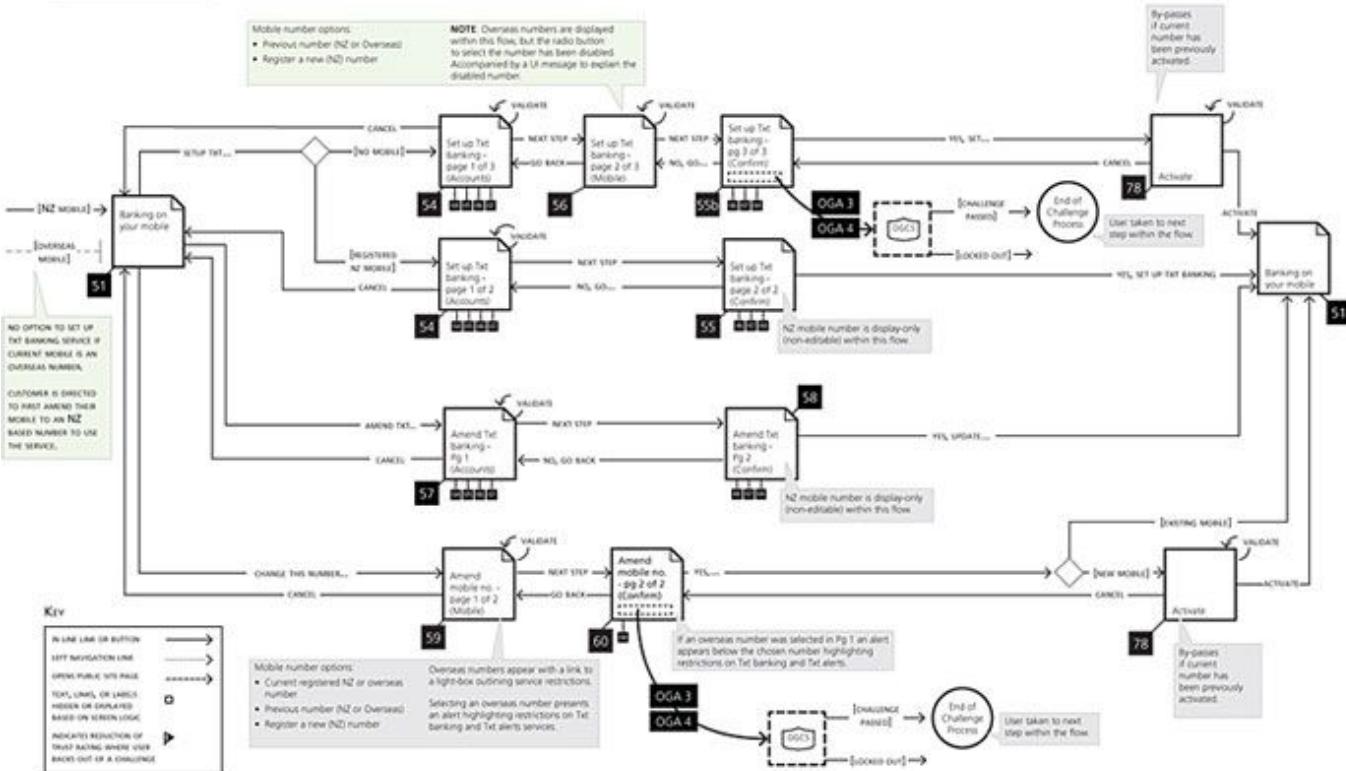


Field	Specification
Tabs	<p>The horizontal tabs at the top of the page provide access to all enterprise content and functionality. These include:</p> <ul style="list-style-type: none"> Value Center / Functional Area name – When the user logs in, the homepage displayed is based on the user's Value Center / Functional Area. The name of this VC / Functional Area will be prominently displayed. Users can mouse over this area to display a dropdown that will allow navigation to all other VCs / Functional Areas. Communities – provides a directory listing of general communications spaces that can be aligned by program, interest, practice, etc. News and Events – Displays enterprise-wide news and events. Tools and Resources – A consolidated listing of enterprise tools and resources. About ITT – Company-wide information for all employees. <p>Tab dropdowns – When user mouses over one of the above described tabs, a dropdown is displayed showing lower-level categories of information allowing quick access. These dropdowns should be able to be configured to display multiple levels of the site hierarchy with the ability to control order and amount of links.</p>
Breadcrumb	Uses OOB breadcrumb functionality.
My Information	<p>My Information section displays personalized information for the user. This section is customizable by the user, allowing the user to define which web parts should appear.</p> <p>Customize button – On click, displays My Information Customization page.</p>
Profile Information	<p>Displays information about the user's profile. This section of My Information cannot be customized by the user, meaning it will always appear.</p> <ul style="list-style-type: none"> Picture – Displays thumbnail of user profile picture. If user has not uploaded a picture, display silhouette placeholder image. Percentage of profile complete – Need to define how this is calculated but the intent is to provide a visual indicator of how much of the profile the user has filled out New Colleagues Added – Displays the number of new colleagues added since user last logged on to the portal. Title is linked to users Colleagues page in their MySite. People who viewed your profile – Displays the number of users who have visited your profile page since last logged on. Title is linked to a page that shows who those visitors are.
Suggested Colleagues	<p>Uses the SharePoint Suggested Colleagues feature. Display up to 3 colleagues with pagination to scroll through all of them. Title is a link but need to define where this links to. Displays the following information:</p> <ul style="list-style-type: none"> Thumbnail photo of colleague from profile. If no picture exists, display silhouette placeholder image. Colleague name which links to that user's profile if clicked. Displays users functional title Displays users Value Center / Functional Area Add a colleague link in which the user can click to add to list of colleagues
Favorite Sites	<p>My Site quick links standard web part that shows users individual links. Display up to 7 most recently added links. My Favorite Sites heading links to My Site Quick Links page.</p>
Team Sites	<p>Displays user's favorite secure teaming collaboration sites. Display up to 7 links. Edit heading links My Information – Edit My Team Sites. Display the following:</p> <ul style="list-style-type: none"> Sensitivity indicator – Show the sites sensitivity with corresponding color. Title of team site with link to that team site "New" indicator – Need to define functionality but the intent to visually indicate if information on the site has been added or modified since the user last logged on.

Especificaciones funcionales

Estructura

Set up and amend flows



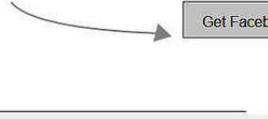
Diseño de interacción

Esqueleto

facebook

Email or Phone Password Log In
 Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit [facebook.com](#) on your mobile phone.

Mobile  Get Facebook Mobile

Sign Up
It's free and always will be.

First Name:
Surname:
Your Email:
Re-enter Email:
New Password:

I am:

Birthday: Day: Month: Year:
Why do I need to provide my date of birth?

By clicking Sign Up, you agree to our Terms and that you have read our Date use policy, including our Cookie Use.

Create a Page for a celebrity, band or business.

Polski English (US) Brasil France Deutsch Italiano

Mobile Find Friends Badges People Pages Places Apps Games Music
About Create an Advert Create a Page Developers Careers Privacy Cookies Terms Help

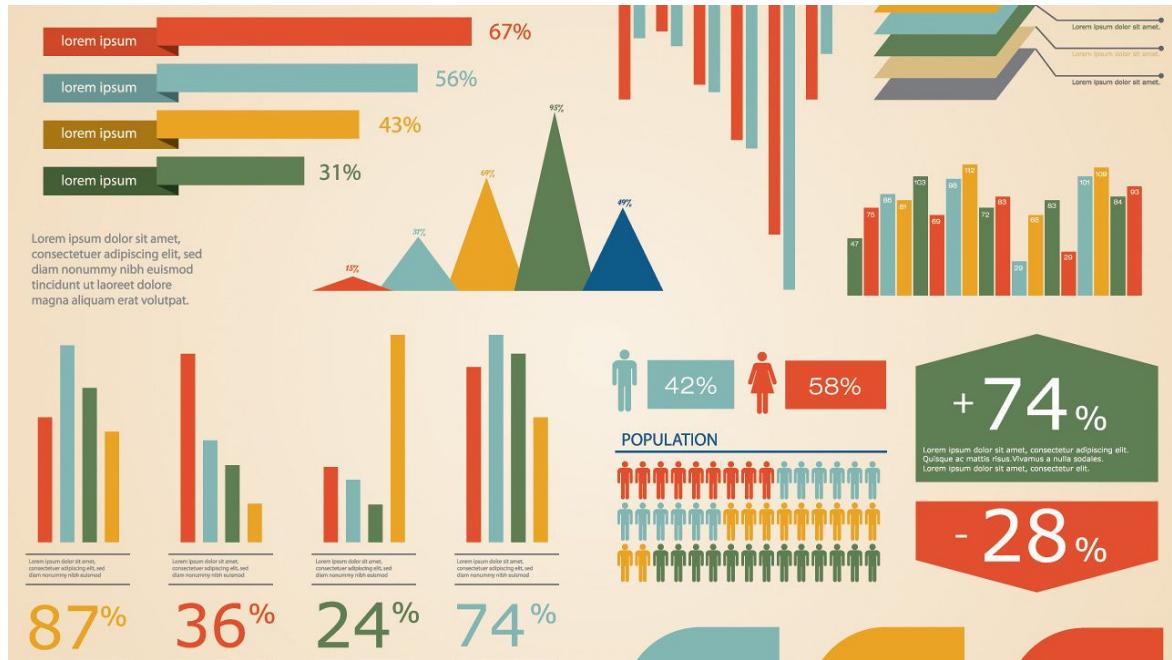
Wireframes - Diseño de interfaz

Esqueleto

The image illustrates the process of web design and layout planning. On the left, the final product is shown: a vibrant, multi-column news website for 'guardian.co.uk'. On the right, the 'OmniGraffle Pro' application is used to create a detailed wireframe of the same layout, showing the underlying structure and design decisions.

Wireframes - alta y baja densidad

Esqueleto



Diseño de información

Superficie

COLOR PALETTE



CANDY APPLE

#e82535



CRIMSON

#c92830



COOL BLUE

#074f67



DEEP LAKE

#143548



GRAVEL

#565656



WET CEMENT

#778486

TYPOGRAPHY

Header 1

Font: Montserrat Bold / Color #143548

HEADER 2

Font: Montserrat Bold / Color #143548

HEADER 3

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HEADER 4

Font: Montserrat Bold / Color #074f67

Header 5

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This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.

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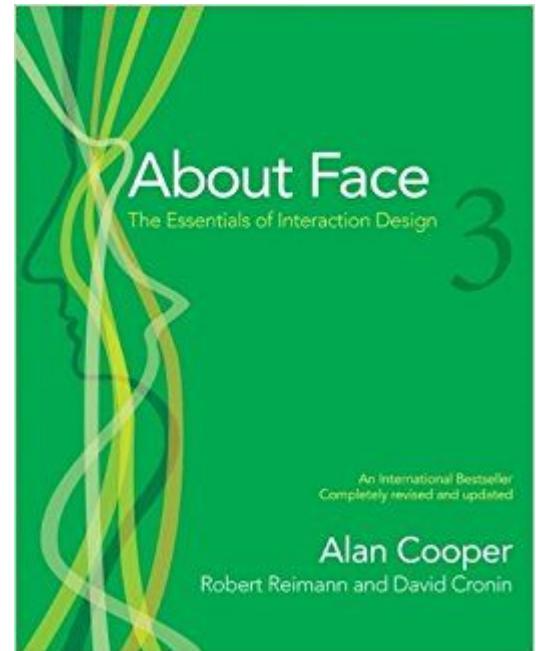
Diseño visual

2.

Diseño de interacción

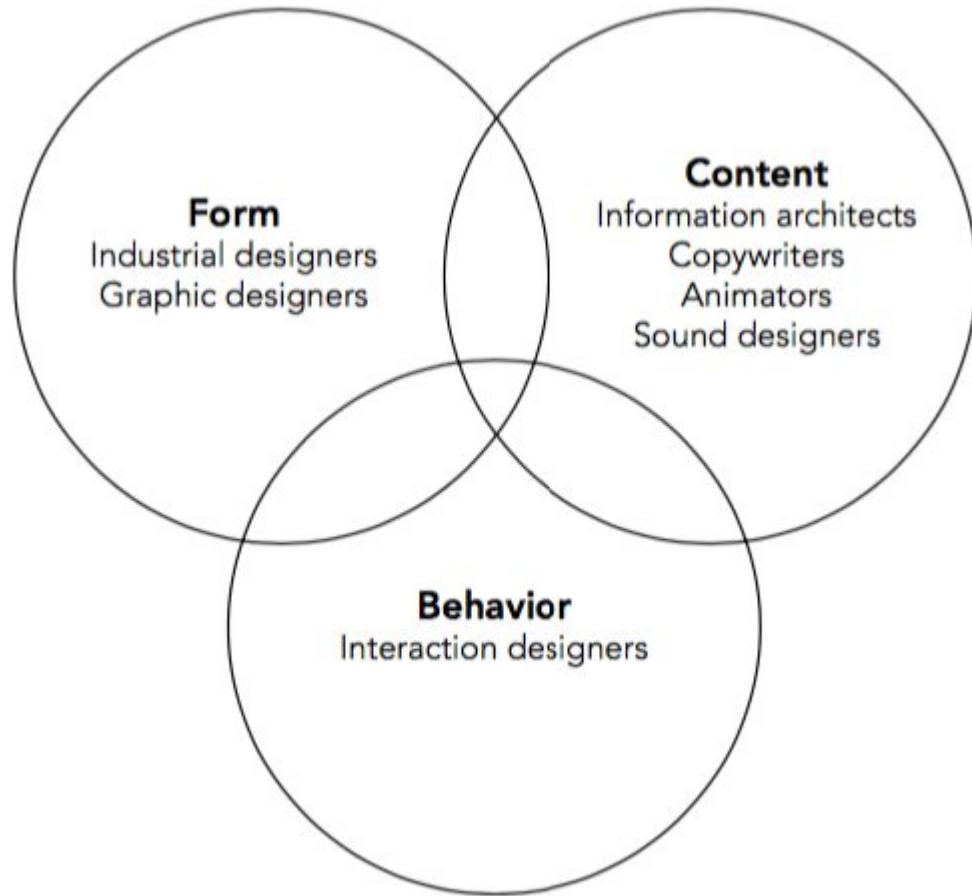


Alan Cooper



About Face
The Essentials of Interaction Design

La experiencia de usuario de un producto (UX) se basa en la intersección entre forma, contenido y comportamiento



Diseño
orientado a
objetivos

Diseño orientado a objetivos

Design, according to industrial designer Victor Papanek, is *the conscious and intuitive effort to impose meaningful order*. We propose a somewhat more detailed definition of human-oriented design activities:

- ▶ Understanding users' desires, needs, motivations, and contexts
- ▶ Understanding business, technical, and domain opportunities, requirements, and constraints
- ▶ Using this knowledge as a foundation for plans to create products whose form, content, and behavior is useful, usable, and desirable, as well as economically viable and technically feasible

Dos diseños
orientados a
un mismo
objetivo

Sell Your Item: Add Subtitle

Add Subtitle (\$0.50)

Add a subtitle (searchable by item description only) to give buyers more information. [See example.](#)

[Cancel](#)

[Confirm](#)

Sell Your Item: Add Subtitle

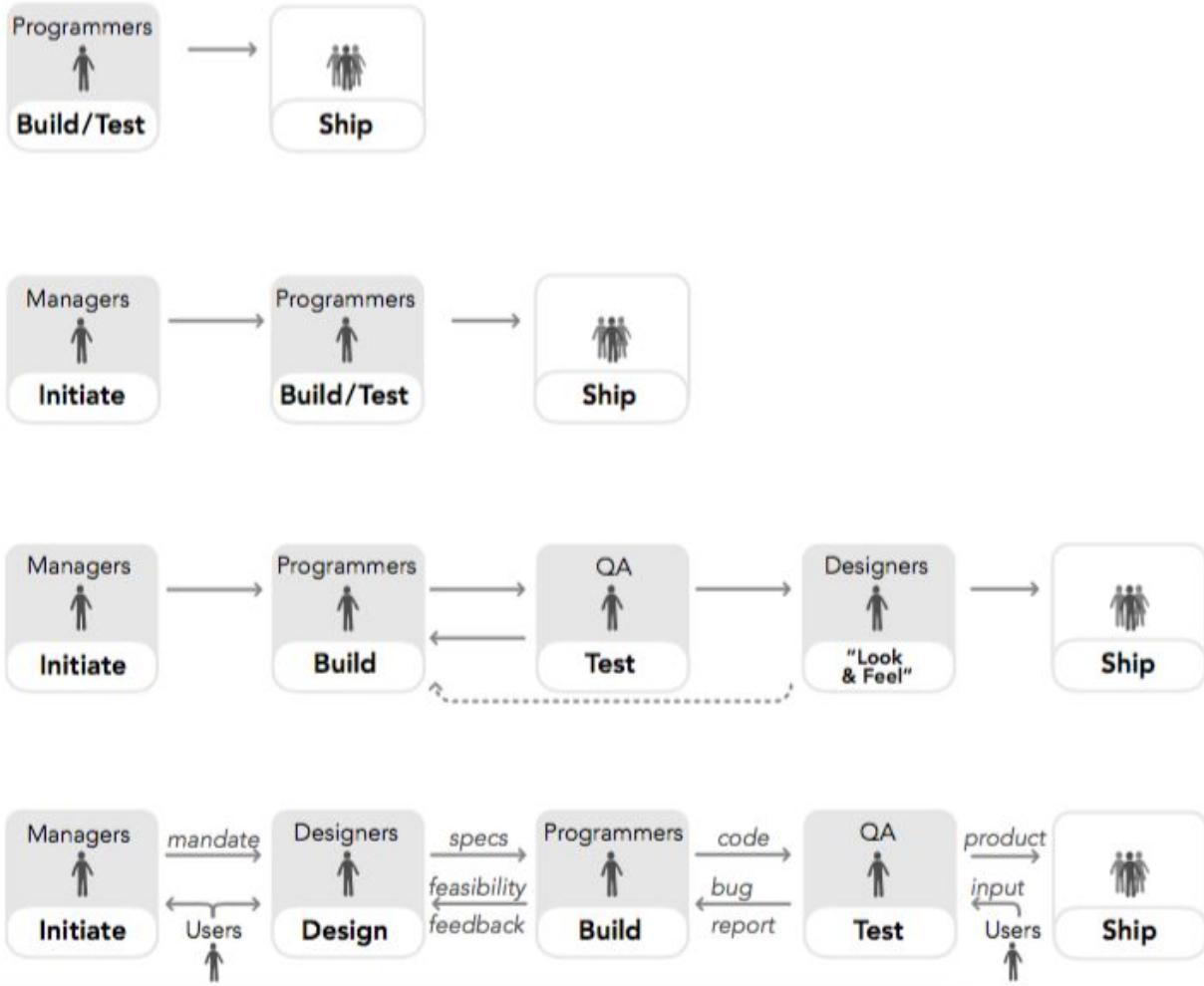
Add Subtitle (\$0.50)

Add a subtitle (searchable by item description only) to give buyers more information. [See example.](#)

[Confirm](#)

[Cancel](#)

Evolución del proceso de desarrollo de software



If you examine most commercially available software, Web sites, and digital products today, you will find that their user interfaces fail to meet user goals with alarming frequency. They routinely:

- ▶ Make users feel stupid
- ▶ Cause users to make big mistakes
- ▶ Require too much effort to operate effectively
- ▶ Don't provide an engaging or enjoyable experience



Goal-Directed Design

	Activity	Concerns	Stakeholder Collaboration	Deliverable
Research	Scope <i>define project goals & schedule</i>	Objectives, timelines, financial constraints, process, milestones	Meetings Capabilities & Scoping	Document Statement of Work
	Audit <i>Review existing work & product</i>	Business & marketing plans, branding strategy, market research, product portfolio plans, competitors, relevant technologies		
	Stakeholder Interviews <i>Understand product vision & constraints</i>	Product vision, risks opportunities, constraints, logistics, users	Interviews with stakeholders & users	
	User interviews & observations <i>Understand user needs & behavior</i>	Users, potential users, behaviors, attitudes, aptitudes, motivations, environments, tools, challenges	Check-in Preliminary Research findings	
Modeling	Personas <i>User & customer archetypes</i>	Patterns in user & customer behaviors, attitudes, aptitudes, goals , environments, tools, challenges	Check-in Personas	
	Other Models <i>Represent domain factors beyond individual users & customers</i>	Workflows among multiple people, environments, artifacts		

Requirements Definition	Context Scenarios Tell stories about ideal user experiences	How the product fits into the personas life & environment & helps them achieve their goals	Check-in Scenarios & Requirements	
	Requirements Describe necessary capabilities of the product	Functional & data needs, user mental models, design imperatives, product vision, business requirements, technology	Presentation User & Domain Analysis	Document User & Domain Analysis
Design Framework	Elements Define manifestations of information & functionality	Information, functions, mechanisms, actions, domain object models	Check-ins Design Framework	
	Framework Design overall structure of user experience	Object relationships, conceptual groupings, navigation sequencing, principles & patterns, flow, sketches, storyboards		
	Key Path & Validation Scenarios Describe how the persona interacts with the product	How the design fits into an ideal sequence of user behaviors, & accommodates a variety of likely conditions	Presentation Design Vision	
Design Refinement	Detailed design Refine & specify details	Appearance, idioms, interface, widgets, behavior, information, visualization, brand, experience, language, storyboards	Check-ins Design Refinement	Document Form & Behavior Specification
Design Support	Design modification Accommodate new constraints & timeline	Maintaining conceptual integrity of the design under changing technology constraints	Collaborative Design	Revision Form & Behavior Specification

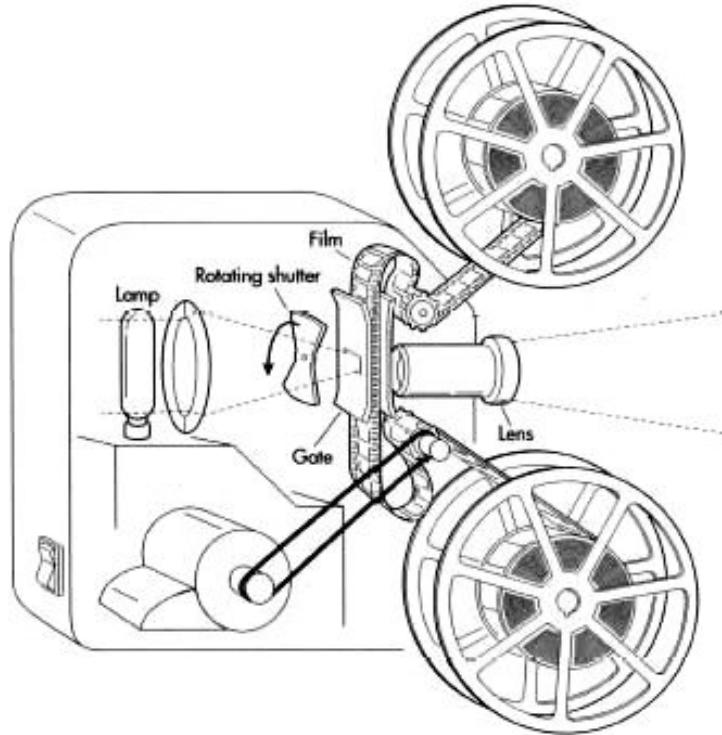
Principios de Alan Cooper

Principios de diseño de A. Cooper (selección)

1. Seguir los modelos mentales del usuario
2. Menos es más
3. Mantener las herramientas a mano
4. Preferir retroalimentación no modal
5. Diseñar para lo probable, prepararse para lo posible
6. Proveer manipulación directa e información gráfica
7. Reflejar el estado de la aplicación
8. Diferenciar entre comandos y configuraciones
9. Esconder el botón de eyección

2.1 Modelos mentales

Modelo de implementación



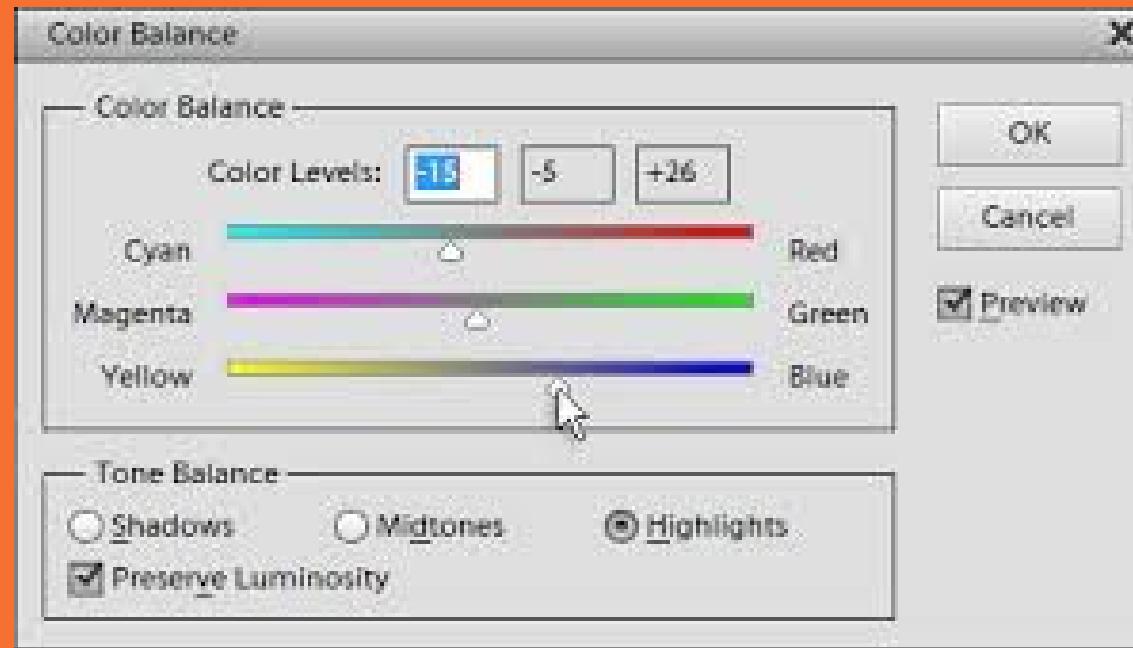
Modelo mental

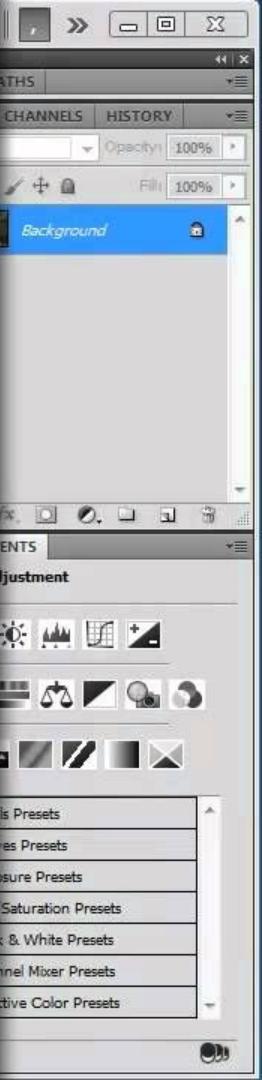
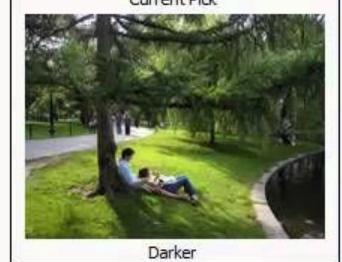


Modelos de implementación y modelos mentales

Un **modelo de implementación** se refiere a la representación de los procesos del funcionamiento de una máquina o software.

Un **modelo mental** se refiere a cómo el usuario entiende el sistema, sin comprender en su totalidad el funcionamiento interno. Basta con saber las salidas del sistema y la interacción con él.





RAPID REWARDS™ DOUBLE CREDIT

CLICK HERE FOR DETAILS

TRY ME!

Reservations

SPECIAL OFFER

\$ 79.00

SOUTHWEST AIRLINES VACATIONS
A SYMBOL OF FREEDOM

NEWS

CAREERS

REWARDS

FLIGHT SCHEDULE

HERB KELLEHER
President & CEO

SOUTHWEST AIRLINES®

©1999 Southwest Airlines Co.

This image shows the homepage of the Southwest Airlines website from 1999. The top banner features a "SPECIAL OFFER" for "RAPID REWARDS™ DOUBLE CREDIT" with a link to "CLICK HERE FOR DETAILS". Below the banner is a map of the United States with a price tag of "\$ 79.00" placed over it. To the left, there's a "TRY ME!" button pointing towards a "Reservations" interface. A Southwest airplane is shown flying in the background. On the right side, there's a portrait of Herb Kelleher, President & CEO, with his title below it. The main navigation bar includes links for "VACATIONS", "NEWS", "CAREERS", "REWARDS", and "FLIGHT SCHEDULE". The Southwest Airlines logo is prominently displayed in the center. At the bottom, a copyright notice reads "©1999 Southwest Airlines Co."

Política

Asamblea Constituyente

Gobierno manifiesta "profunda decepción" por elección en Venezuela

A través de un comunicado, la Cancillería señaló además que "el Gobierno de Chile expresa su firme condena a la escalada de violencia existente, y su preocupación por la profundización de la crisis y sufrimiento del pueblo venezolano".

- [Qué se sabe y qué no de la Constituyente en Venezuela](#)
- [Estados Unidos dice que elección en Venezuela es "un paso hacia la dictadura"](#)
- [Argentina y Perú se suman a llamados a desconocer elección de constituyente en Venezuela](#)
- [A ocho sube la cifra de fallecidos en Venezuela durante Asamblea Constituyente](#)
- [Por qué la Asamblea Constituyente que se elige este domingo es un hito "existencial para la democracia" en Venezuela](#)
- [Policía resulta herido tras explosión de tres motos durante protesta en Venezuela](#)
- [Así se vive la jornada de Asamblea Constituyente en Venezuela](#)
- [Fiscalía de Venezuela confirma que candidato a la Constituyente fue asesinado a tiros en su casa](#)
- [Maduro votó en Caracas y llamó a sufragar "por la paz de la patria"](#)

Deportes

Colo Colo se queda mudo de fútbol



Los albos apenas pudieron igualar sin goles como local ante Antofagasta en su estreno en el Torneo de Transición. El equipo de Guede no volvió a repetir la actuación de la Supercopa y ni siquiera pudo ser rescatado por las individualidades.

- [Guede: "La expulsión de Suazo llegó en el peor momento"](#)
- [Larcamón: "En todo momento tuvimos el control del partido"](#)
- [El desahogo del Halcón](#)

LATERCERA TV



El papelón de Maduro: no apareció en los registros luego de votar

Comparte:



 Buzo logra grabar a uno de los tiburones más extraños del mundo

 Video promocional de portaaviones chino es un hit en redes

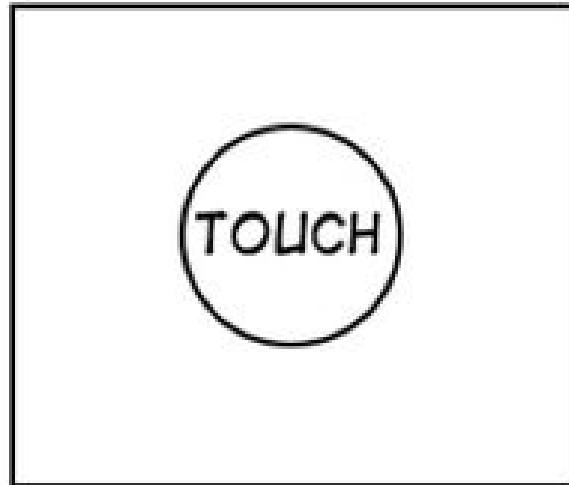
 Matías Fernández es ovacionado en Portugal

Nacional

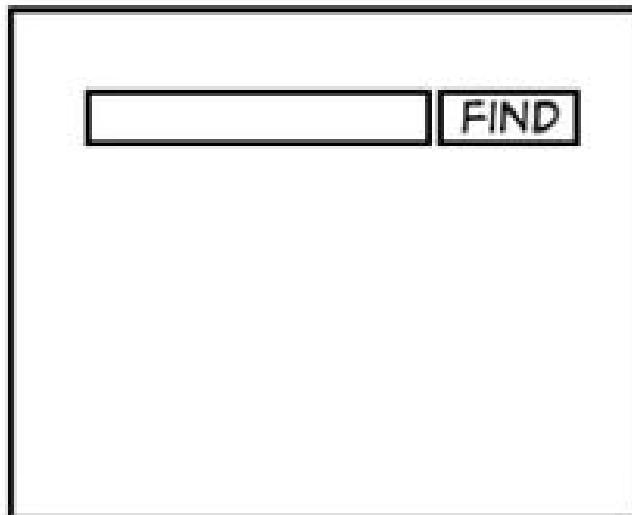


2.2 Menos es más

TYPICAL APPLE PRODUCT...



A GOOGLE PRODUCT...



YOUR COMPANY'S APP...

FIRST NAME:

TYPE CD:

H - K

AA2-

DK9B

KKA?

CN3

AA-9

LAST NAME:

TQP STAT:

SSN:

FT/PT:

VER:

ID:

CAT CD:

PHONE 1:

CITY:

NEW

PHONE 2:

STATE:

ADDR 1:

ZIP:

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ACCT #:

ORD #:

● O O ?

...

DEL

OKAY

APPLY

SAVE

UNDO

HELP

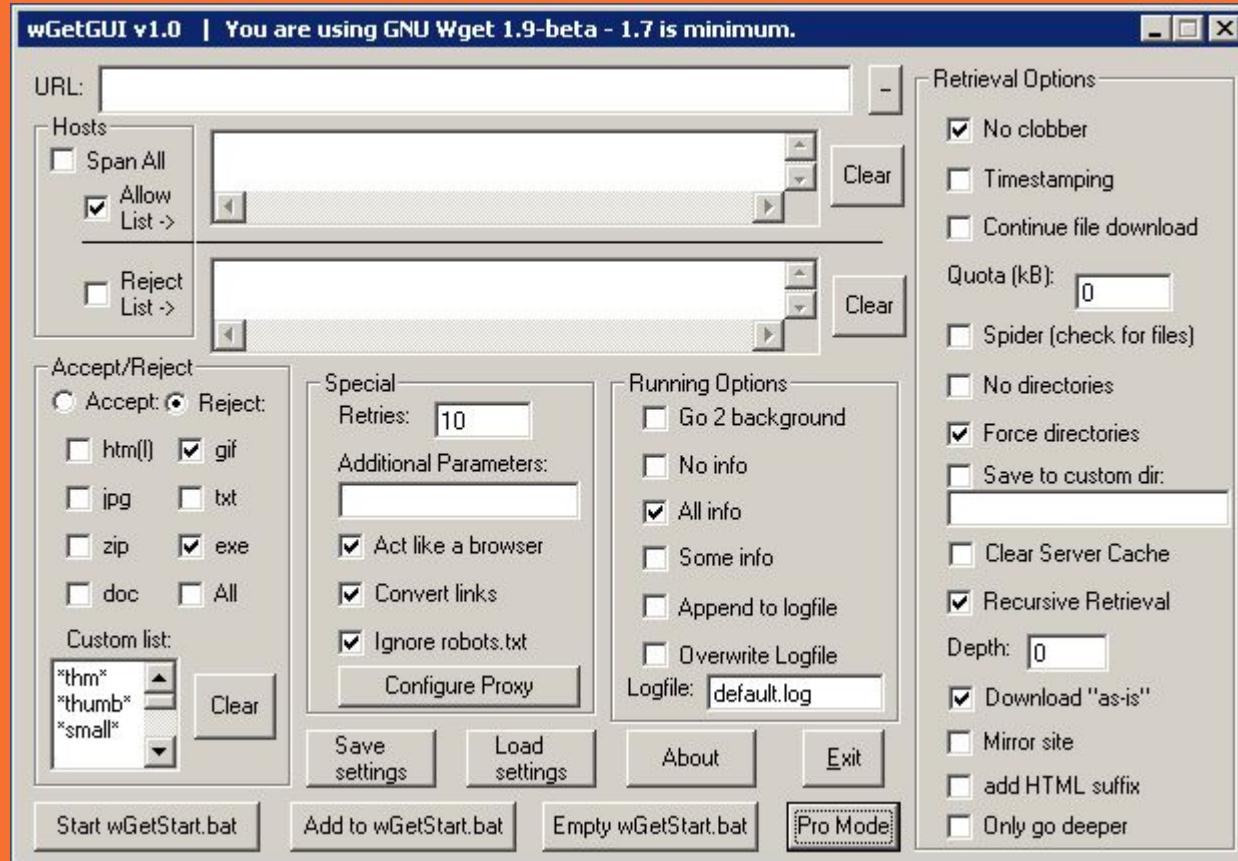
DELETE

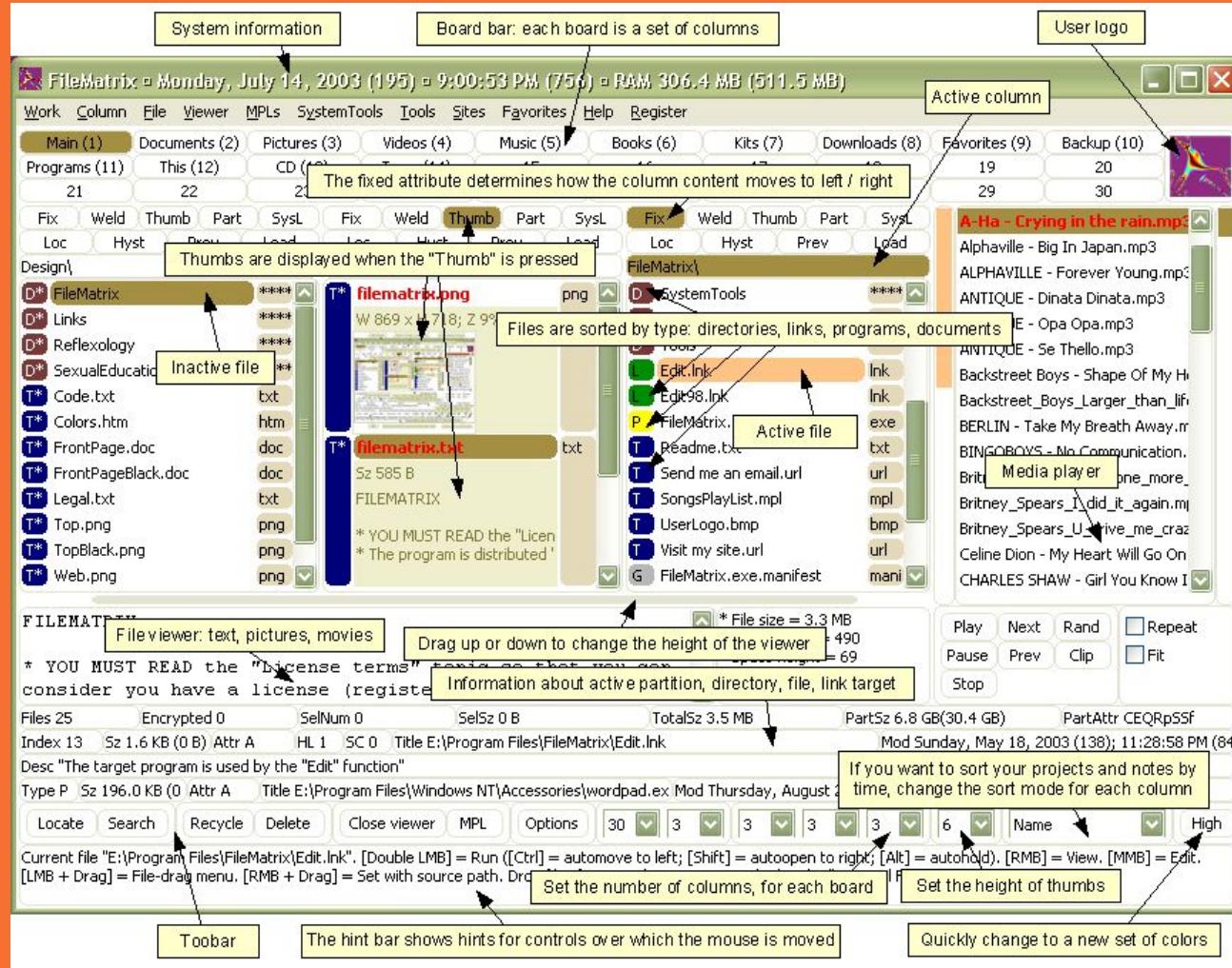
EDIT

SELECT

BROWSE

ERRORS







2.2 Menos es más

Debemos reducir el número de elementos en las interfaces sin reducir las capacidades de los productos que estamos creando.

Una interfaz de usuario no puede ser compleja para obtener resultados simples, pero puede ser compleja para obtener resultados complejos (siempre que no se necesiten a menudo).

Set Up Scenarios

① Data

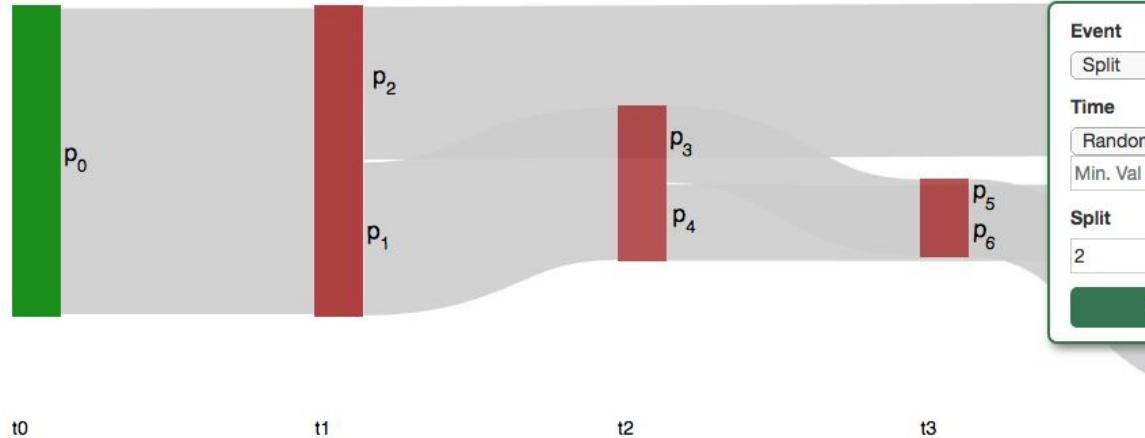
② Individual

③ Scenarios

■ New event

- Creation
- Increase
- Decrease
- Migrate
- Split
- Merge
- Extinction

■ Simulation ending



Event X

Time Min. Val Max. Val

Split

Select

 t_0 t_1 t_2 t_3 **Check events****End scenario**

Scenario 1

**Start simulations ➤**

2.3 Mantener las herramientas a mano

2.3 Mantener las herramientas a mano

La mayoría de las aplicaciones son demasiado complejas como para tener solamente manipulaciones directas, teniendo que usar herramientas. **Si bien aumentan la complejidad, facilitan la manipulaciones y evitan que se interrumpa el flujo de la aplicación.**



File Edit View Insert Format Tools Table Window Help

Type a question for help

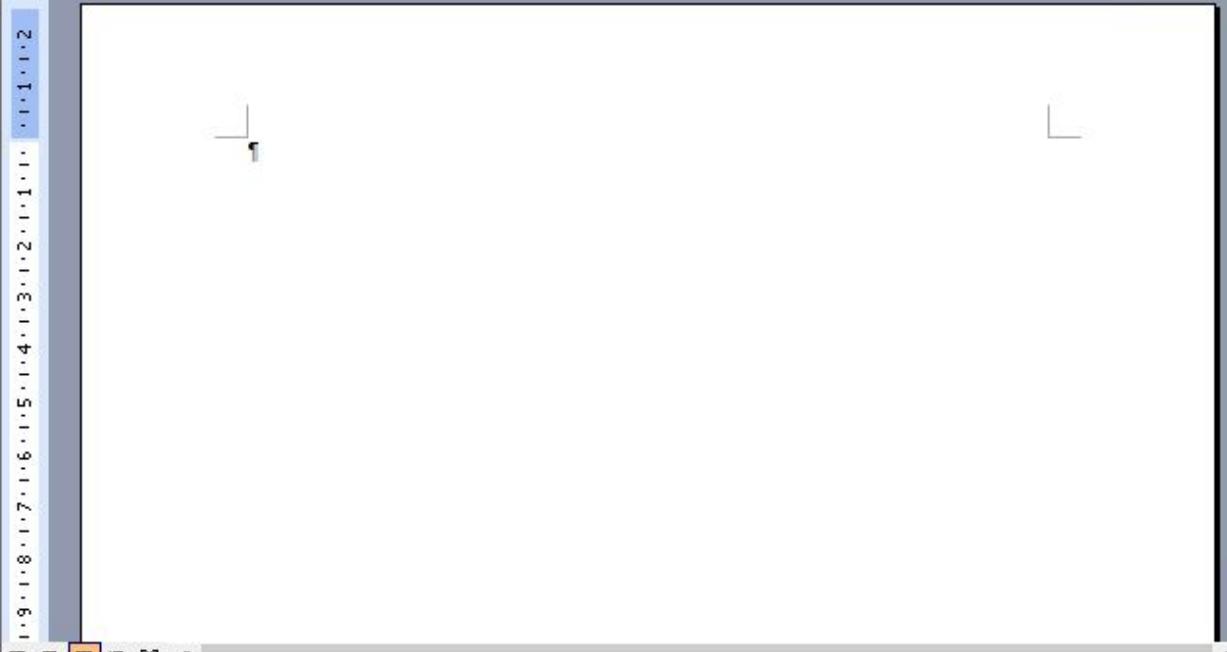


71%

| Read

A Normal Times New Roman 12 B I U

3 · 2 · 1 · 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 · 11 · 12 · 13 · 14 · 15 · 16 · 17 · 18



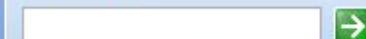
Getting Started



- Connect to Microsoft Office Online
- Get the latest news about using Word
- Automatically update this list from the web

More...

Search for:



Example: "Print more than one copy"

Open



Create a new document...

Page 1

Sec 1

1/1

At 2,5cm

Ln 1

Col 1

REC

TRK

EXT

OVR

English (U.S)

GoogleFinal.doc (Compatibility Mode) - Microsoft Word

Cut Copy Paste Format Painter Clipboard

Font Paragraph Styles

AaBbCcI AaBbCcI AaBbCc AaBbCcDc AaBbCcD AaBbCc Change Styles Find Go To Select Editing

The Google Generation: Recommendations for Incorporating Information Literacy into the UC Experience

EXECUTIVE SUMMARY

The HOPS Information Literacy CIG represents a diversity of opinion and experience that is reflective of our system's library staff. However we are uniformly convinced that, in the long term, the value of the information literacy skills that we can impart in support of the pedagogical mission of the University of California is as enduring and as valuable a resource as the collections we build. Our major recommendation is to provide system-wide communication and professional development opportunities for two distinct groups of staff in support of information literacy programs, i.e. coordinators of local programs and library staff directly involved in teaching and learning on campus. With the establishment of a permanent HOPS CIG for Information Literacy with the charge to provide professional development and skill-building for local instructional staff, we believe that we can contribute to an enriched, student-centered curriculum throughout the University of California.

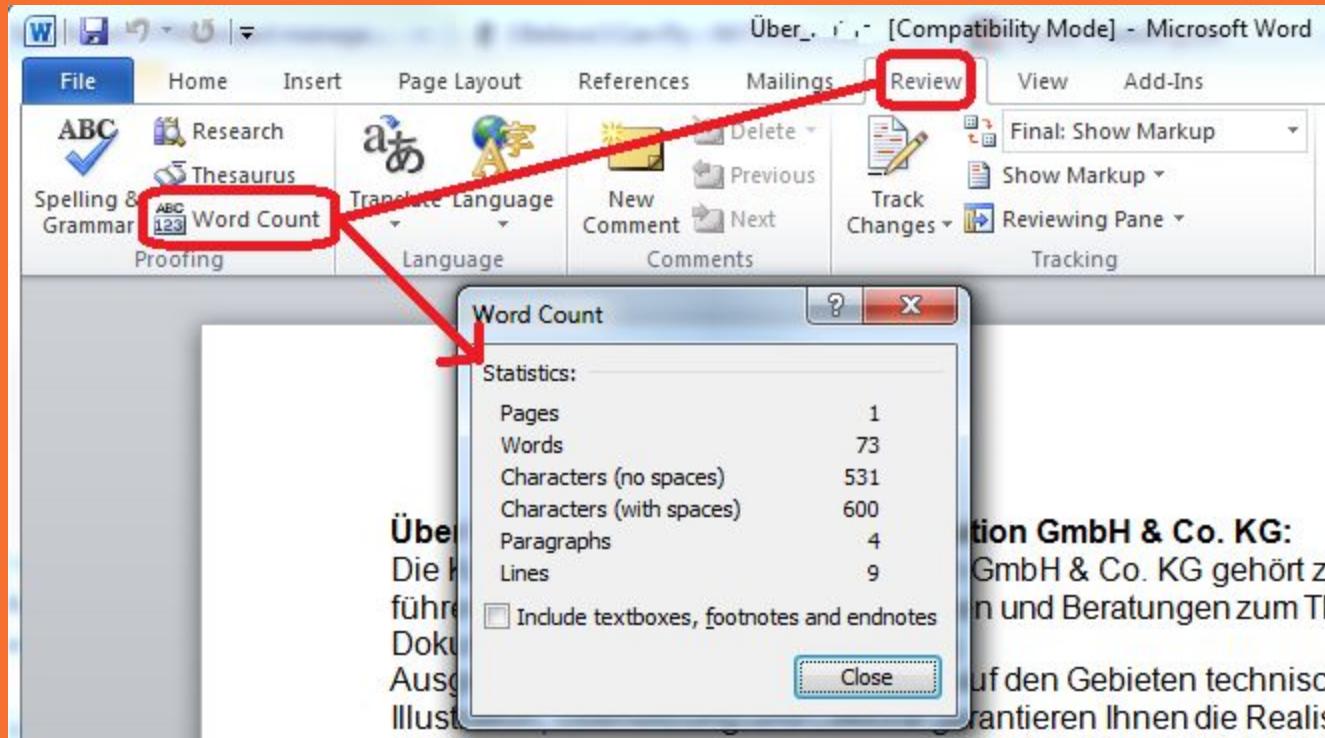
INTRODUCTION

The UC Heads of Public Services established a permanent Information Literacy Common Interest Group (CIG) in Fall 2002 to advance the incorporation of information literacy skills into the educational experience of all UC students. The charge to the CIG (Appendix A) included four main tasks. The first task was to survey UC campus libraries to determine what library instruction and information literacy¹ activities are currently

Page: 1 of 14 Words: 5,316 English (U.S.)

2.4 Preferir retroalimentación no modal

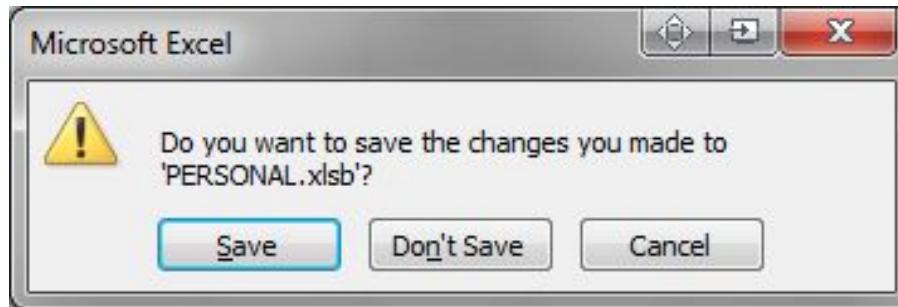
La presentación de información a los usuarios no debe ocultar ni interferir con las acciones de los usuarios.



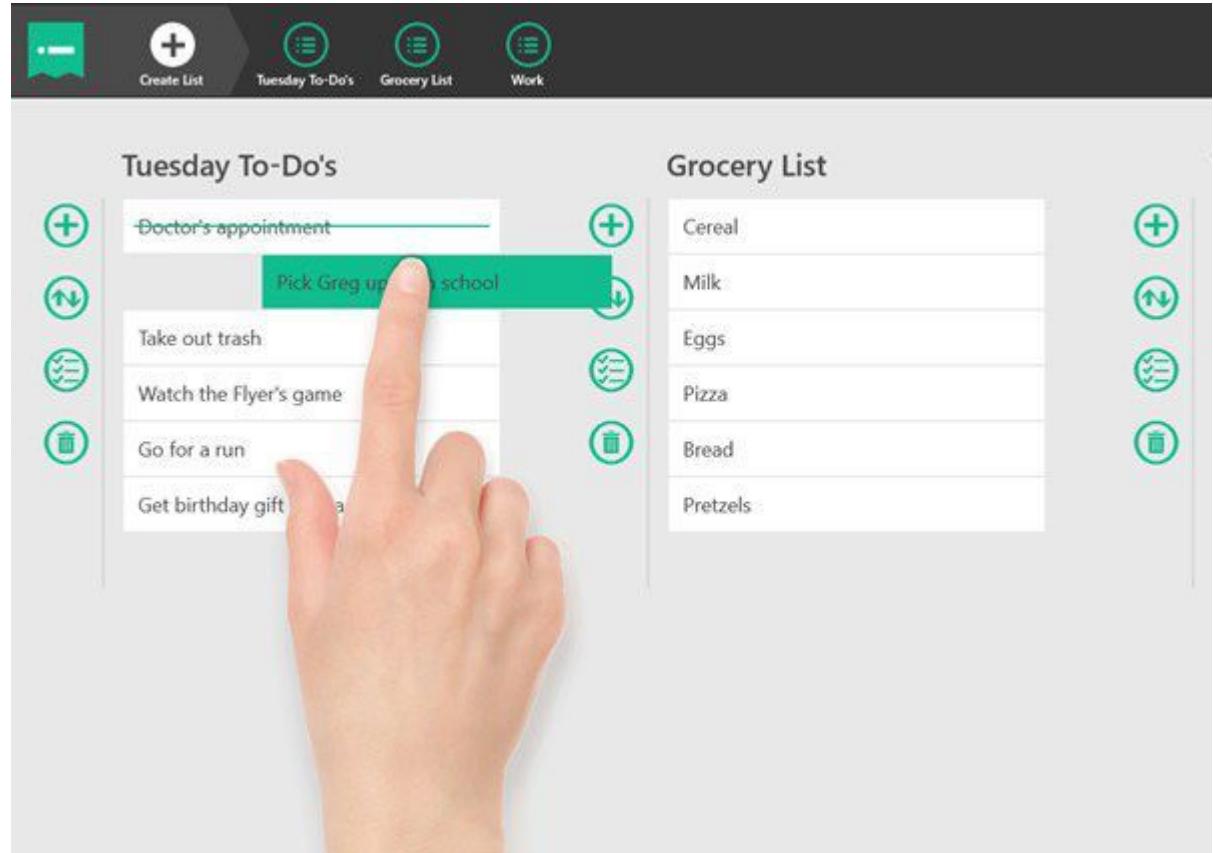


2.5 Diseñar para lo probable, prepararse para lo posible

La resolución de una decisión en las aplicaciones se debe orientar al caso más probable



2.6 Proporcionar manipulación directa y entradas gráficas



2.7 Reflejar el estado de la aplicación

••••○ AT&T ⌂ 6:15 PM ⌂ 1 Bluetooth 68% 🔋

≡ My Drive ⚡ ⌂ ⌂ ⌂

Uploads



119B99B6-A...CBD632.PNG



Folders

↑ NAME



Final_Home_Album

Modified May 28, 2016



Home_Album

Modified May 26, 2016



Marriage

Modified Jan 14, 2016



PGPEx_CVs

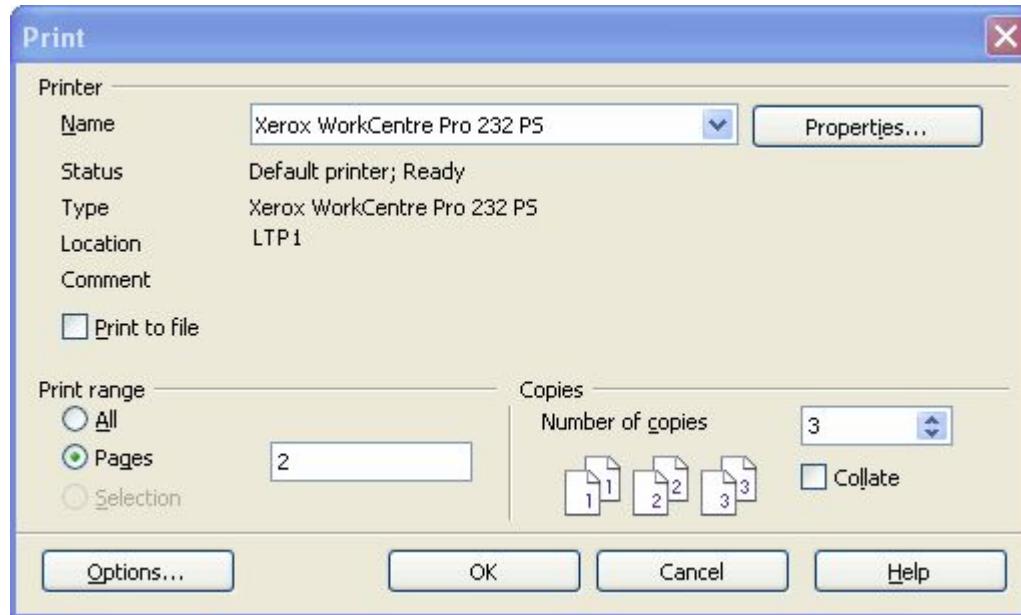
★ Modified May 22, 2013



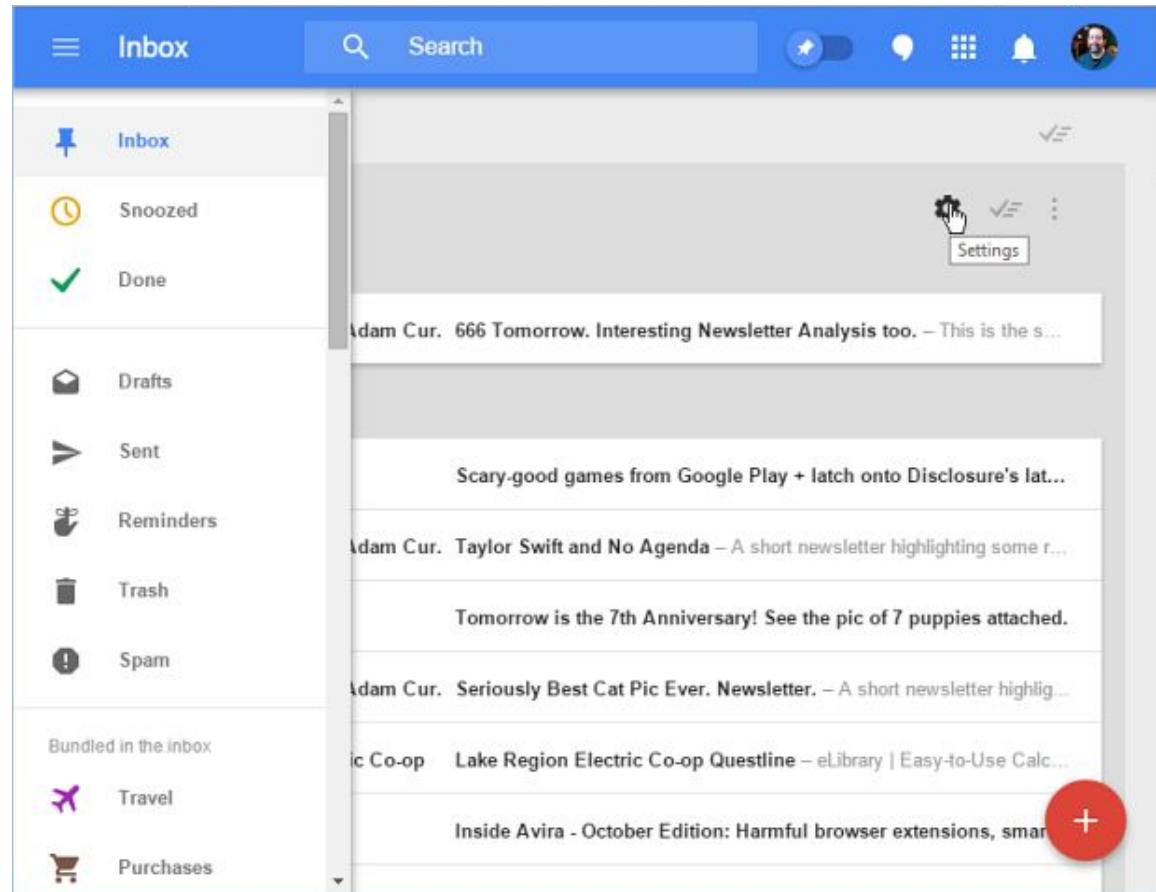
1 of 1 uploading...

2.8 Diferenciar entre comandos y configuraciones

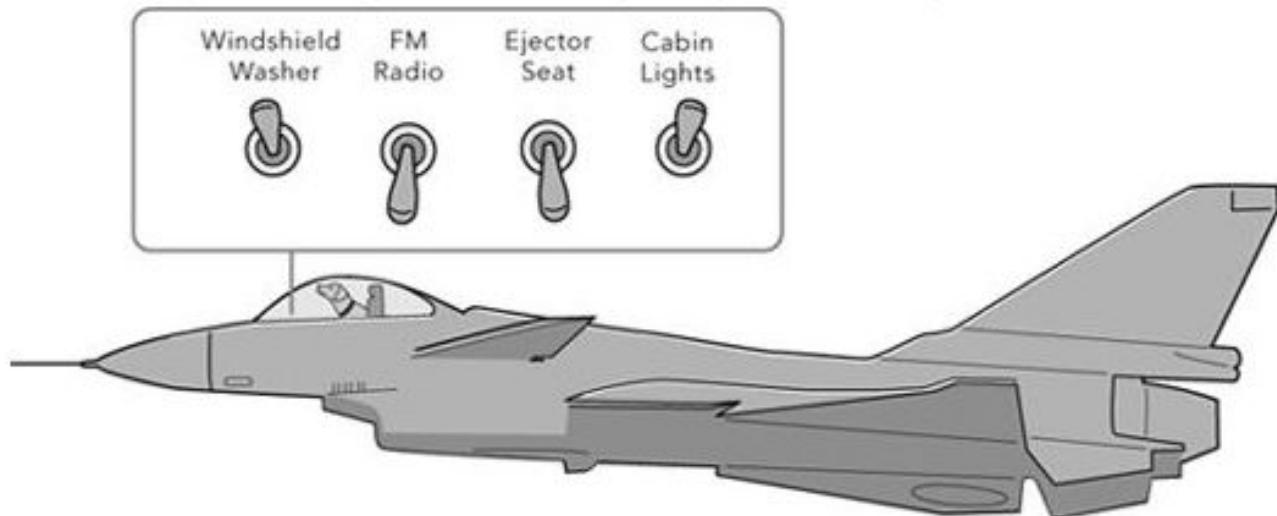
Se debe establecer una diferenciación entre la función y la configuración de esa función. **Si se le solicita a la aplicación que ejecute una función, se espera a que la ejecute y no que aparezca una interrogación sobre los detalles.**



2.8 Diferenciar entre comandos y configuraciones

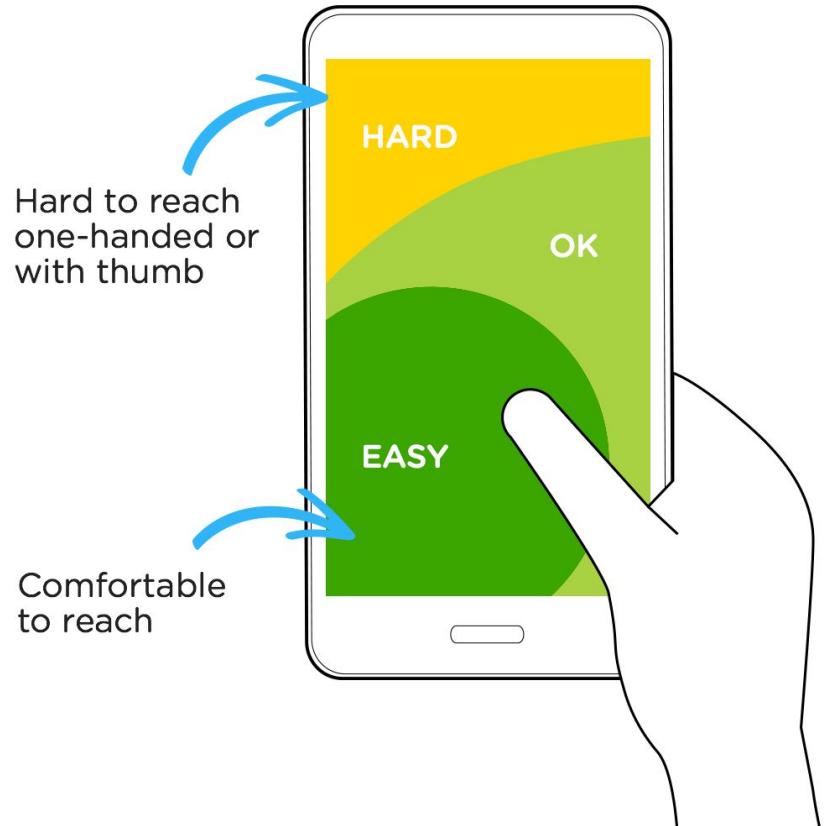


2.9 Esconder el botón de eyección



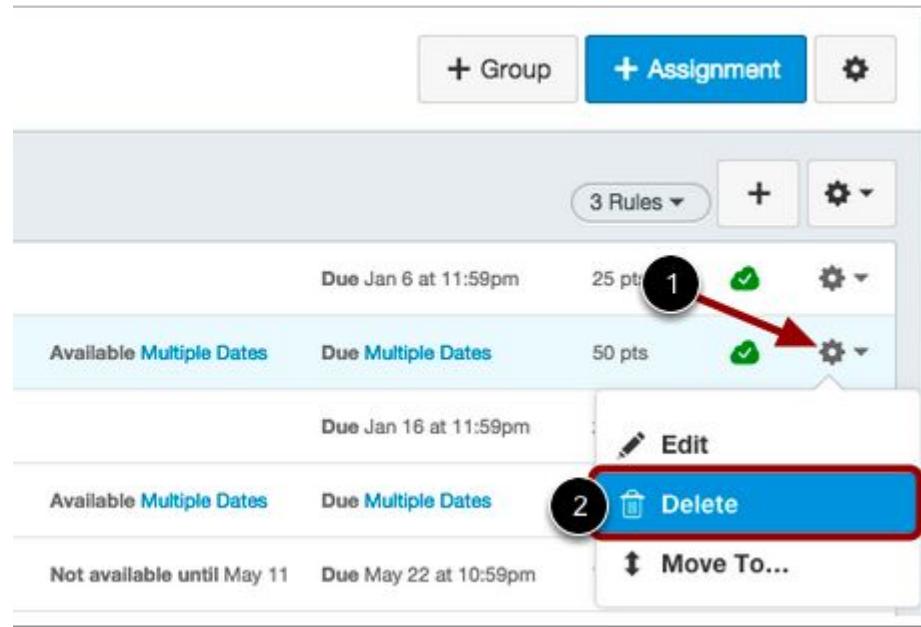
2.9 Esconder el botón de eyección

En interfaces móviles se recomienda colocar las acciones destructivas en las zonas de difícil acceso.



2.9 Esconder el botón de eyección

De la misma forma se recomienda ubicar las acciones destructivas fuera del alcance directo



Otros principios

- No reportar lo innecesario
- Evitar estados en blanco: una aplicación debe iniciarse con variables configuradas por defecto en lo posible.
- Es mejor pedir perdón que permiso
- Entregar elecciones en vez de preguntas

3.

Diseño de interfaces visuales



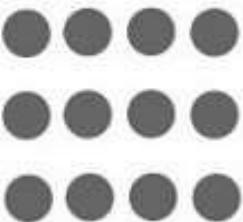
3.1 Elementos del diseño visual

- Forma
- Tamaño
- Textura
- Valor y tono (color)
- Orientación
- Posición

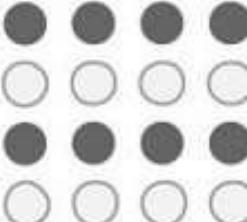
Forma

Principios Gestalt

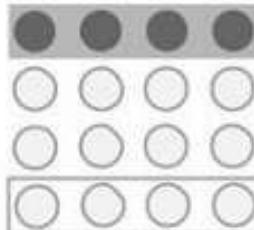
Proximity



Similarity



Enclosure



Symmetry



Closure



Continuity



Connection

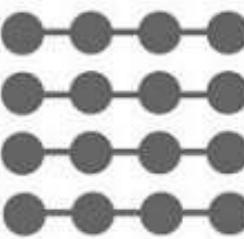


Figure & ground



Tamaño

El tamaño de los elementos nos permite jerarquizarlos visualmente. Es una variable ordenada y cuantitativa.

En el caso del texto, se asume mayor relevancia a mayor tamaño.



Textura

A pesar que los elementos en la pantalla no tienen textura real, la apariencia de textura puede ser utilizada como affordances.

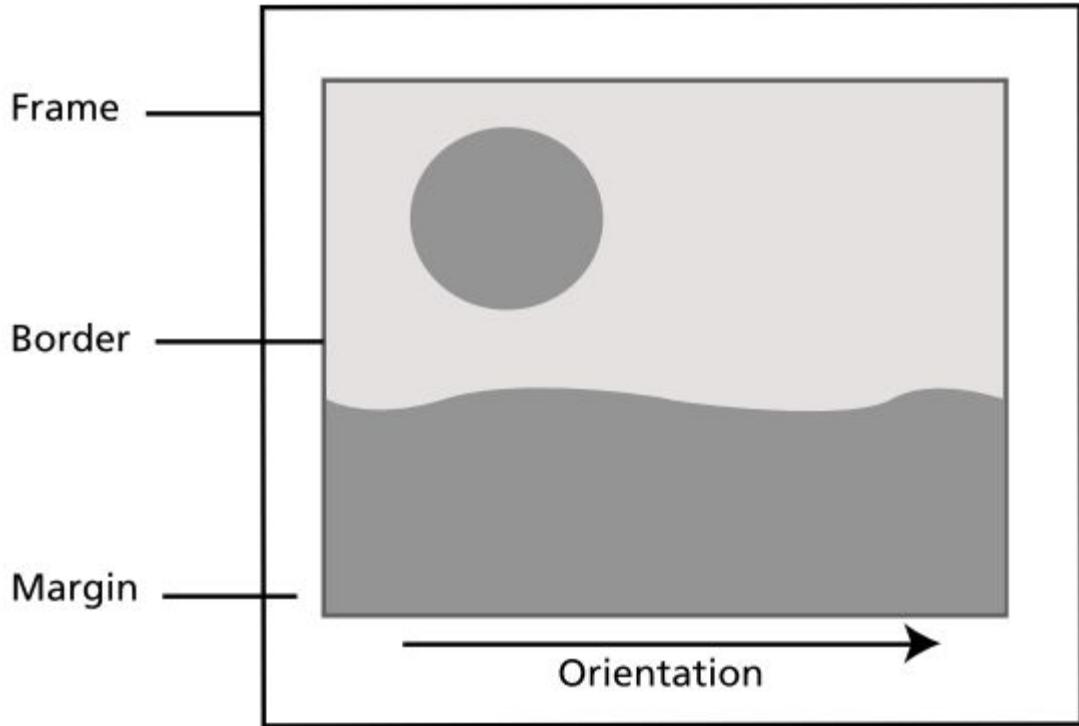
- :: Item 1
- :: Item 2
- :: Item 3
- :: Item 4
- :: Item 5
- :: Item 6
- :: Item 7
- :: Item 8
- :: Item 9
- :: Item 10
- ● :: Item 11
- :: Item 12

Orientación y posición en el espacio gráfico

Se compone de:

- ▷ **Marco:** Cierra el espacio y le da definición.
- ▷ **Borde:** Espacio visual alrededor de los objetos.
- ▷ **Margen:** Área entre el marco y los elementos visuales.
- ▷ **Orientación:** La dirección del espacio, ej: es horizontal en diapositivas y vertical en texto.

Orientación y posición en el espacio gráfico



Color

Cómo generar paletas de colores



Analogous



Example from Nature



Triadic



Example from Nature

Analogous color combinations use colors that are next to each other on the color wheel.

Triadic color combinations use colors at the corners of an equilateral triangle circumscribed in the color wheel.



Complementary



Example from Nature



Quadratic



Example from Nature

Complementary color combinations use two colors that are directly across from each other on the color wheel.

Quadratic color combinations use colors at the corners of a square or rectangle circumscribed in the color wheel.

Paleta complementaria



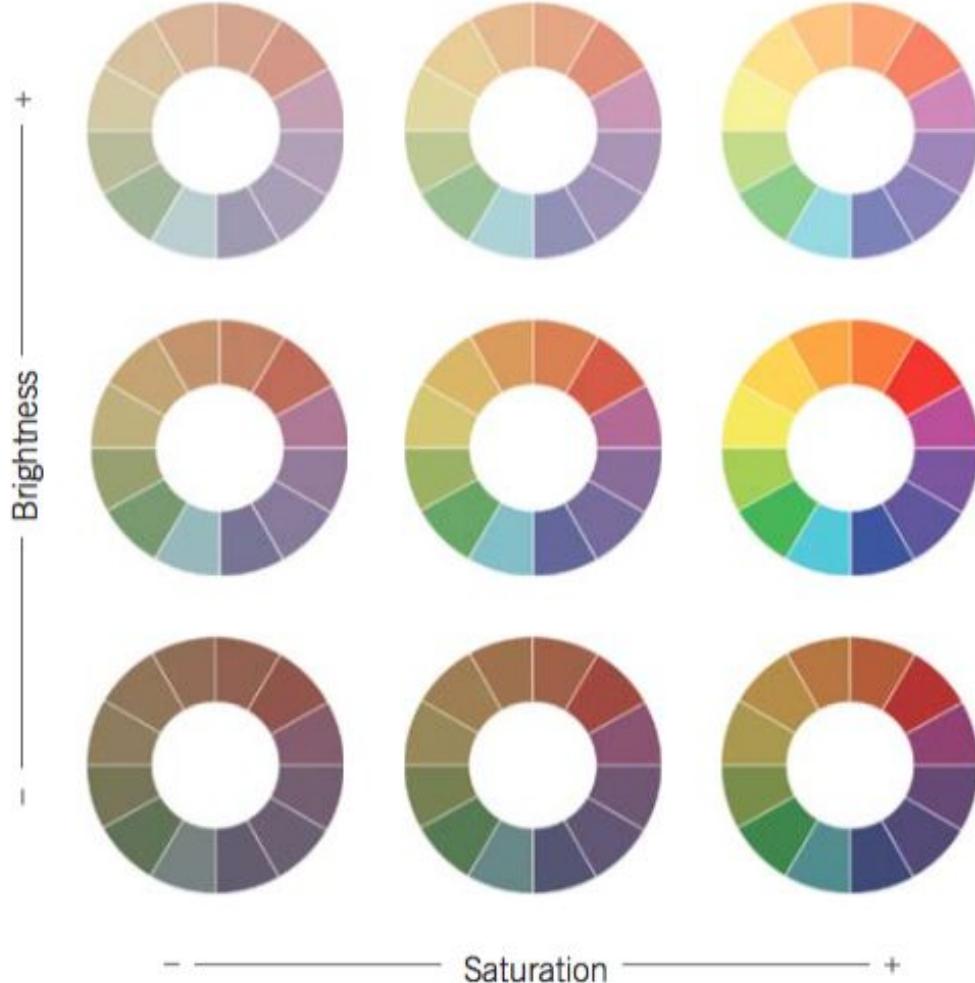
Paleta complementaria



Paleta adyacente



Brillo y saturación

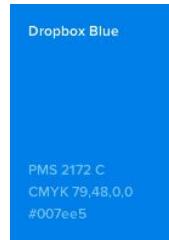
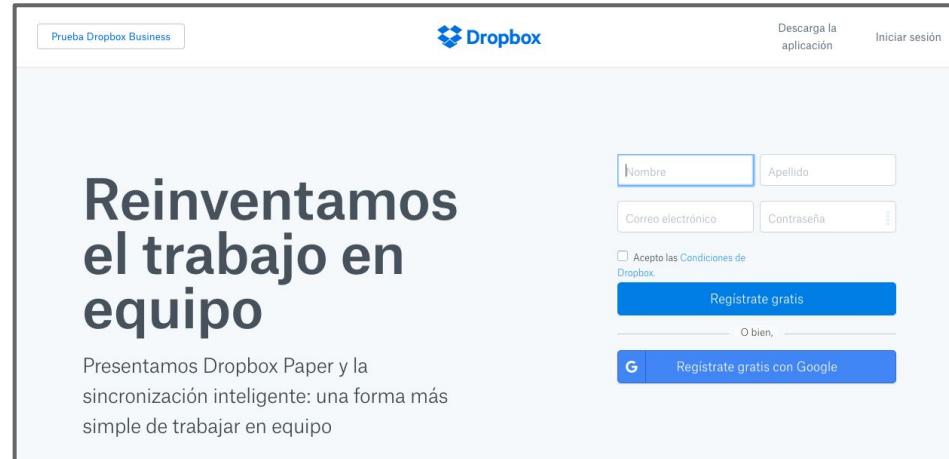


Paleta desaturada



En sitios web

Las paletas son generalmente reducidas aplicando distintos valores.

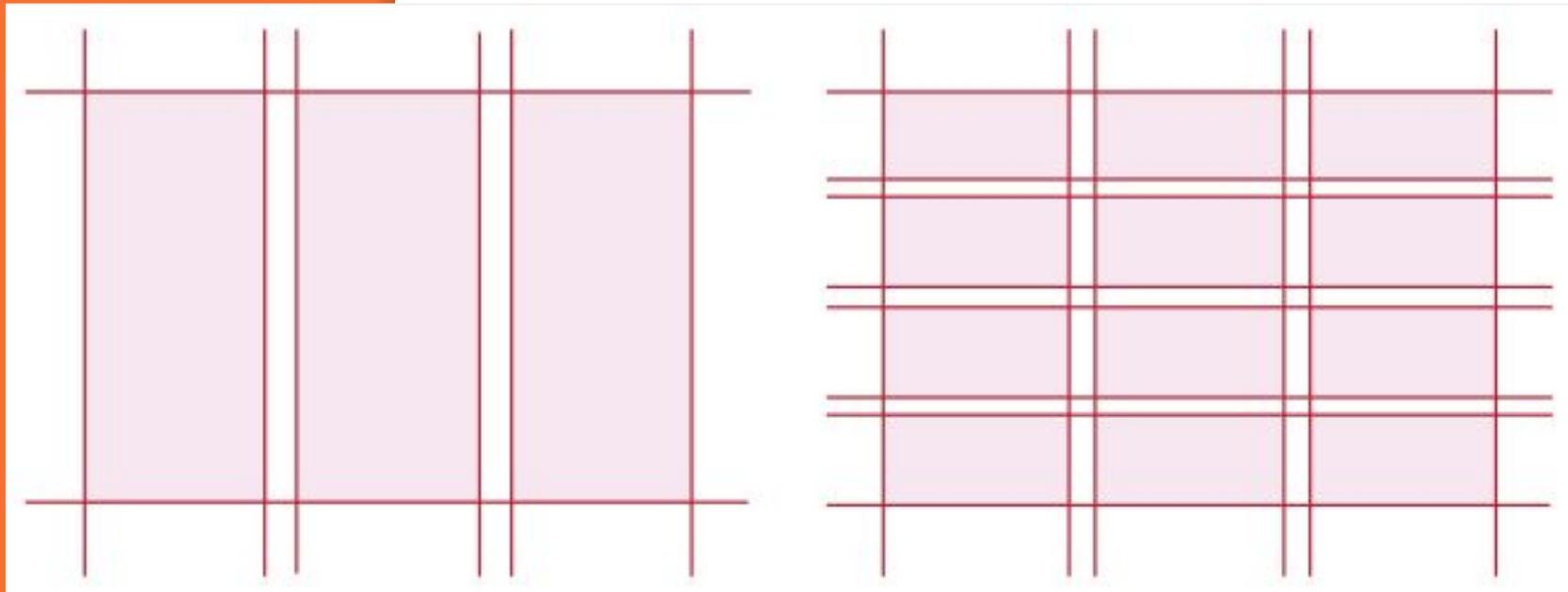


En sitios web

The screenshot shows the homepage of the JLL Income Property Trust website. At the top, there is a black header bar with the JLL logo and the text "INCOME PROPERTY TRUST". To the right of the logo are links for "DAILY NAV", "NEWSROOM", "LITERATURE", "CONTACT US", and "SEARCH". Below the header, there are two main sections. The left section features a large image of a city skyline and the text: "We bring the enduring VALUE of COMMERCIAL REAL ESTATE to sophisticated INVESTORS." Below this is a button labeled "VIEW OUR PROPERTY COLLECTION". The right section displays a large "\$11.48" in white against a dark background, with "CLASS M" above it and "VIEW HISTORIC DAILY NAV" below. At the bottom, there is a yellow banner with the text "Income Driven (by design)SM" and a paragraph about the offering's potential, followed by a link "LEARN MORE ABOUT THE OFFERING".



Grillas



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Come for the software, stay for the community

Drupal is an open source content management platform used to power millions of websites and software applications. It's built, used, and supported by an active and diverse community of people from around the world.

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Why Choose Drupal?

Drupal can be used to build everything from personal blogs to sophisticated enterprise applications. It features thousands of add-on modules and design themes that enable you to build any kind of site you can imagine. Drupal is free software that is flexible, robust, and constantly being improved by a community of hundreds of thousands of passionate users. Come join us!

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Drupal is used by some of the biggest sites on the Web, like The Economist, Examiner.com and The White House. Read more Drupal success stories.

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[Get Started with Drupal](#)

Develop with Drupal

Drupal is extensible, powerful, scalable, and flexible.

Current activity:
6,988 modules
862 themes
3,740 active developers

This week:
31 new modules
1,355 code commits
5,410 issue comments

[Drupal API](#) [Download Drupal](#) [Security Info](#) [Handbook](#)

[Modules and Themes](#) [Explore Drupal](#)

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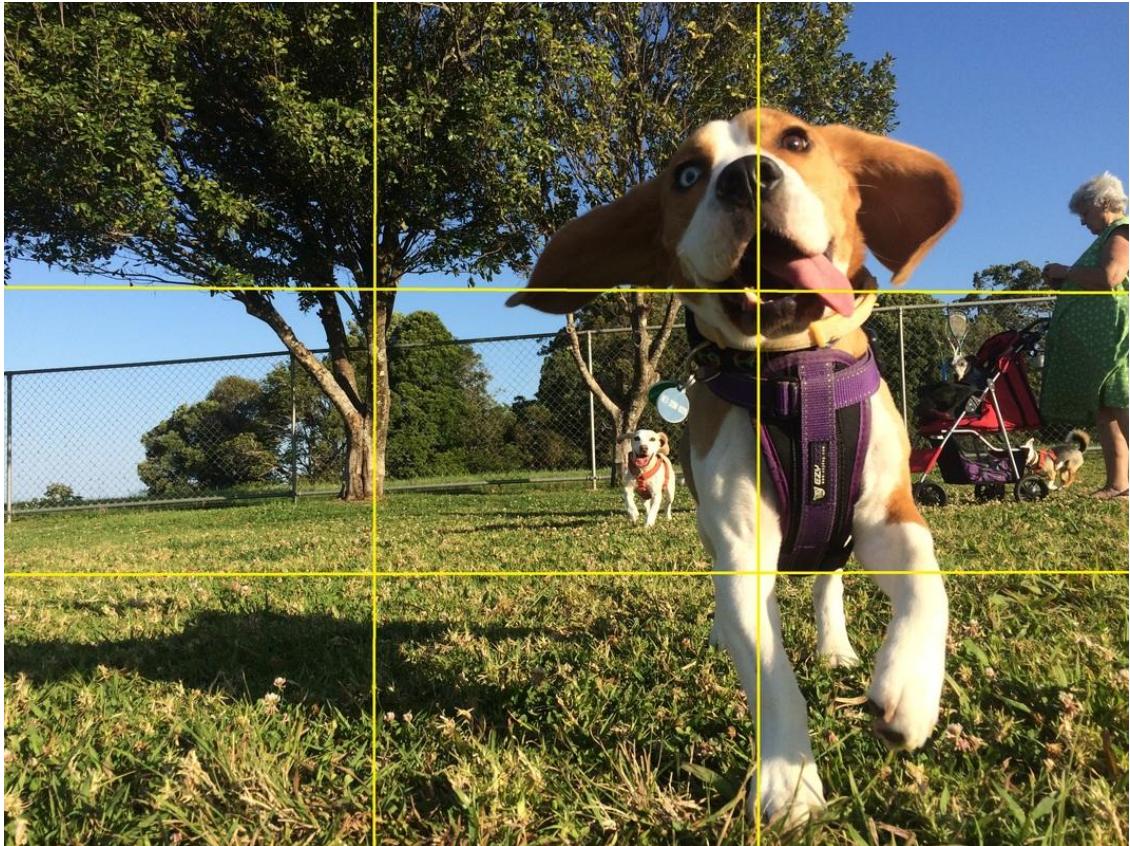
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Regla de tercios

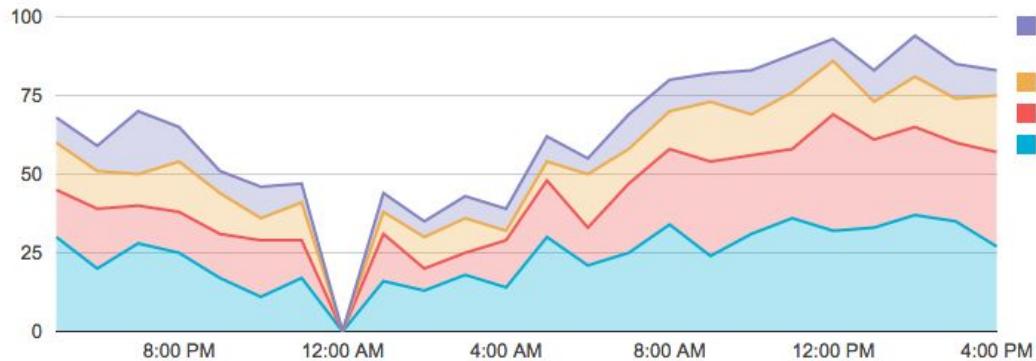


En una grilla de 3x3 se disponen los elementos más relevantes en las cuatro intersecciones.

Ejemplos de regla de tercios en cine y pintura

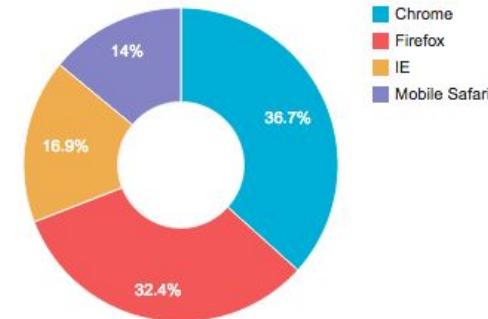


Pageviews by browser (past 24 hours)



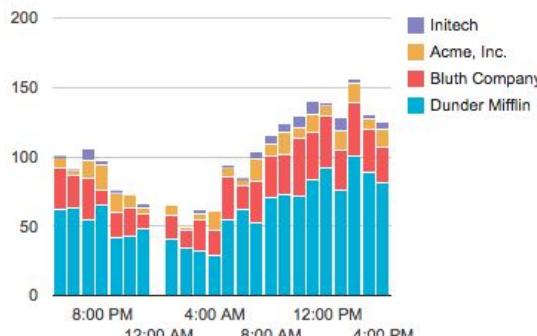
This is a sample text region to describe this chart.

Pageviews by browser (past 5 days)

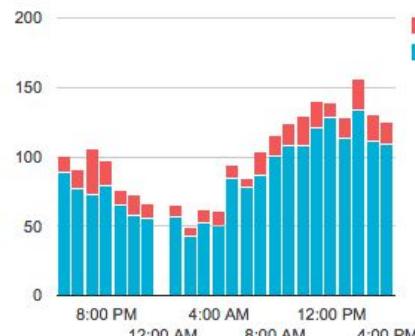


Notes go down here

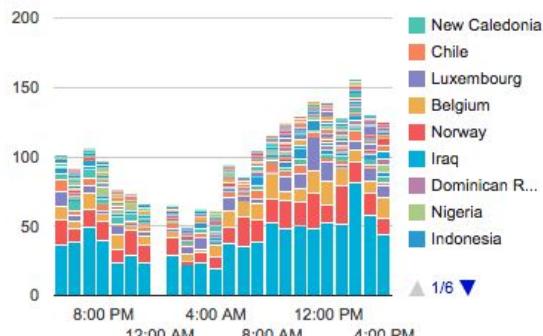
Impressions by advertiser



Impressions by device



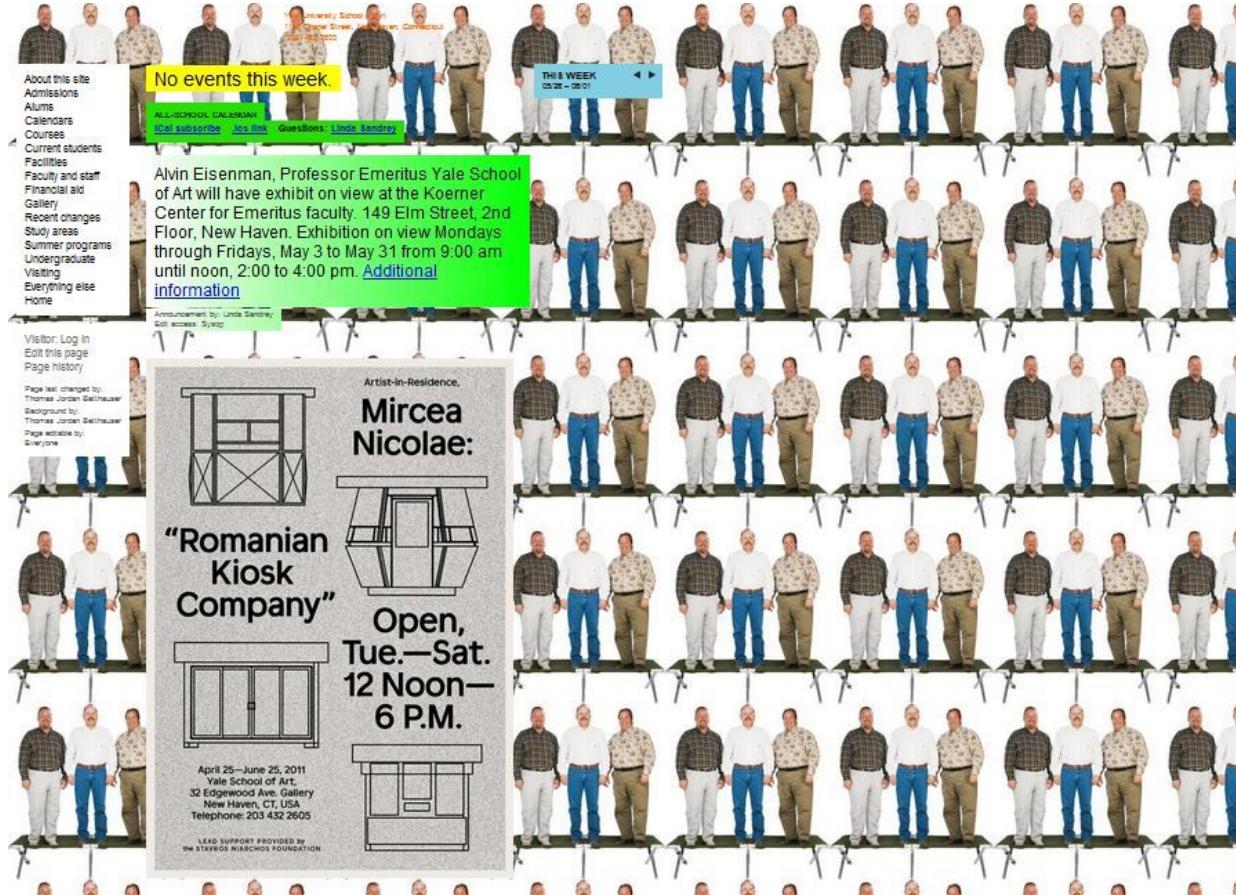
Impressions by country



Jerarquía visual

Primero se deben **priorizar los elementos** de control y datos que son necesarios según cada escenario de uso. A continuación, se deben usar los elementos de **color, tamaño y posición** para distinguir los elementos en la jerarquía.

Ejemplo de mala jerarquía visual



<http://art.yale.edu/gallery>

Establecer relaciones entre elementos

Una manera simple de establecer relaciones entre elementos es usando espacio en blanco y cercanía

Usability Inspection

Usability inspection is a review of a system based on a set of guidelines. The focus is on the concepts of usability in design. The experts focus on a list of areas in design that need improvement.

Pluralistic Inspection

Pluralistic Inspections are meetings where users, developers, and human factors experts inspect a system. As more people inspect the scenario for problems, the higher the probability that the issues are resolved.

Consistency Inspection

In consistency inspection, expert designers review products or projects to ensure they are consistent with their own designs.

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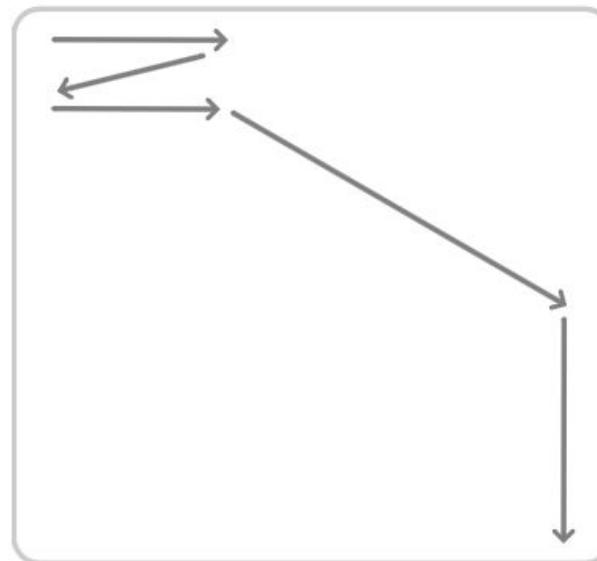
Consistency Inspection

In consistency inspection, expert designers review products or projects to ensure they are consistent with their own designs.

Crear un camino lógico

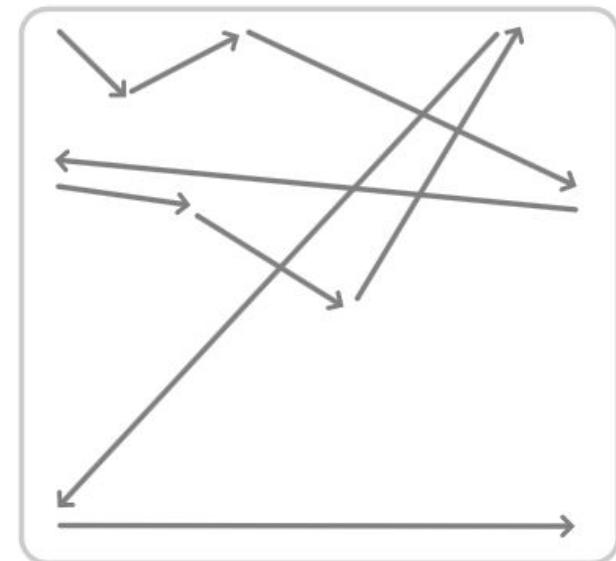
Good logical flow

Eye movements match the path through the interface



Bad logical flow

Everything is all over the place



Importación de Bitbucket valida antes de agregar las credenciales

Import existing code

[Create new repository](#)

Old repository

Source

Git

URL *

<https://github.com/dfaomigraciones-sankey>

Authentication failed.

 Requires authorization

Username

Password

New repository

Owner

dfao

Repository name *

migraciones-sankey

Access level

 This is a private repository

Repository type

 Git Mercurial[Advanced settings](#)[Import repository](#)[Cancel](#)

¿Botones a la izquierda o derecha?

- Guías de estilo de Mac y Windows recomiendan tener los botones de formulario a la **derecha**.
- Por otro lado, existe evidencia empírica que apunta a que los usuarios fijan más su vista en el lado **izquierdo** en **monitores grandes**, por lo que se recomienda que se ubiquen los botones a ese lado. Sin embargo, en **formatos pequeños y diálogos**, la vista termina en el lado **derecho**.

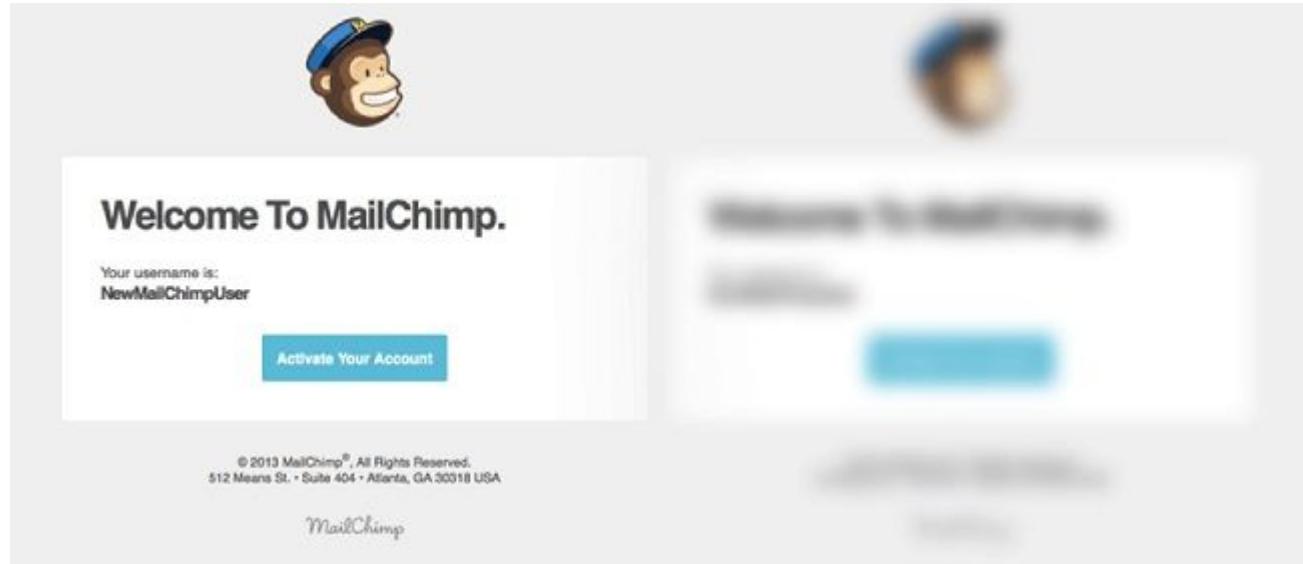
Más información en

<https://ux.stackexchange.com/questions/8569/submit-buttons-on-the-left-or-the-right>



Evaluando la jerarquía visual

La forma más fácil de evaluar la jerarquía visual es alejarse de la pantalla y entrecerrar los ojos (**Squint test**), la imagen borrosa permite identificar rápidamente los elementos se destacan.



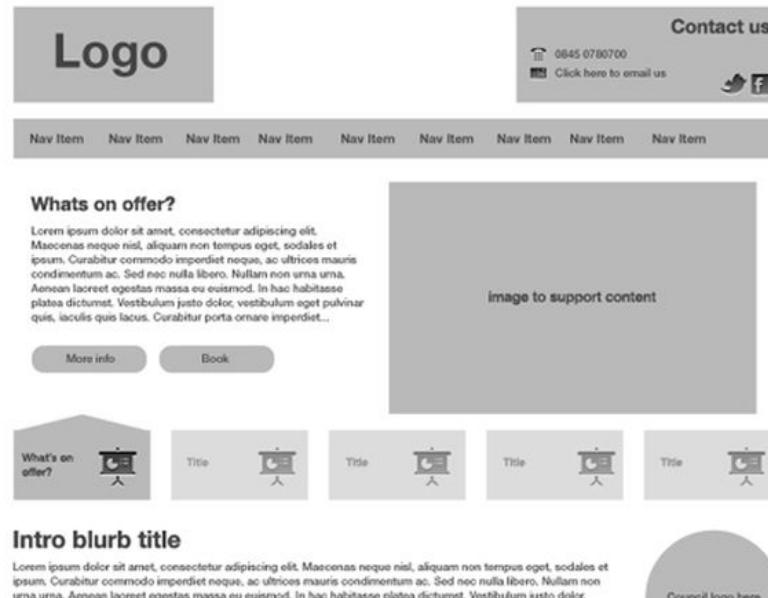


Separando diseño de interfaces y diseño visual

Diseño de interfaz

Diseño de interfaz debe reflejar la jerarquía visual adecuada a los datos y elementos de control, pero separada de elementos de diseño gráfico como colores y tipografías.

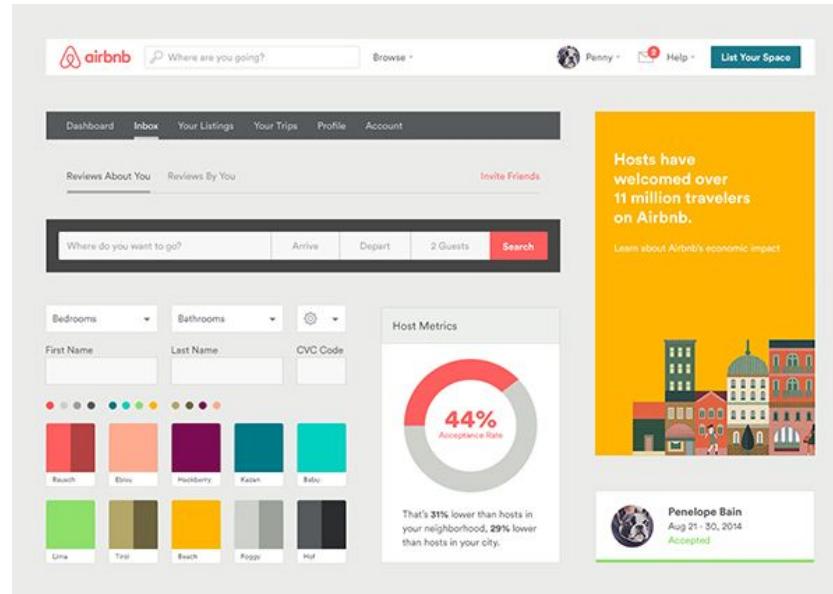
Por un lado se tiene **wireframes**:



Diseño visual

Por otro lado se deben tener elementos asociados al diseño visual pero por separado de los elementos estructurales (el **esqueleto** de la **superficie** en terminología de Garrett).

Los elementos de la superficie se expresan en una **hoja de estilo**.



Hoja de estilo

Una hoja de estilo contiene:

- Tipografía
- Paleta cromática
- Elementos de formularios
- Imágenes e iconografía

Paleta cromática



Elementos de formularios

.FORM-LIKE-FORM

IMPORTANT CHOICE

DO THING?

YOUR NAME

EMAIL

This is wrong or whatever.

.button-light

.button-medium

.button-dark

Iconografía



Tipografía

¿Qué es tipografía?

Tipografía es el componente visual de la palabra escrita.



La única diferencia entre estos logos es la tipografía

Serifas

Las serifas son adornos ubicados en los extremos de los caracteres tipográficos. Times y Courier son ejemplos de tipografías con serifa.

AaBbCc

Sin serifa

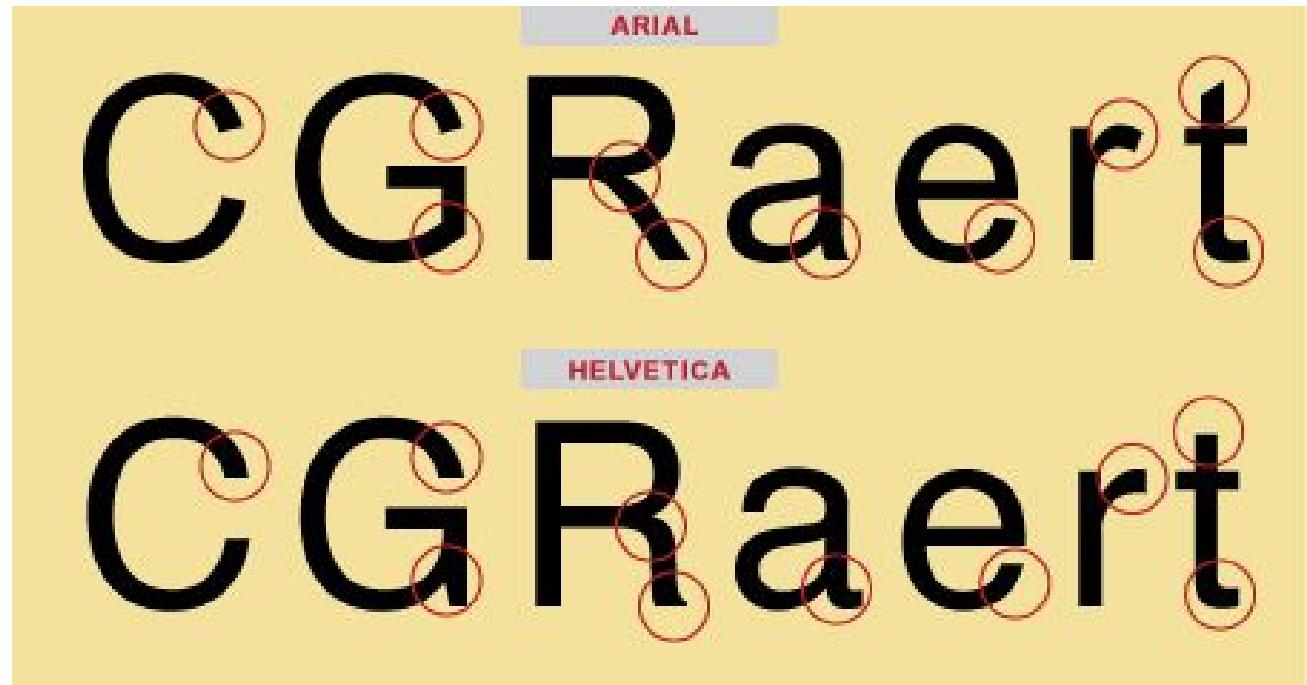
AaBbCc

Con serifa

AaBbCc

Serifas en Rojo

Arial y
Helvética



Arial y
Helvética



Arial y
Helvética



Helvética
Arial



Helvetica

Tipografías monoespaciadas

En las tipografías monoespaciadas cada carácter ocupa el mismo ancho a diferencia de tipografías tradicionales donde cada carácter varía en ancho proporcionalmente.

abcdefghijklmnopqrstuvwxyz !

abcdefghijklmnopqrstuvwxyz!

En las tipografías monoespaciadas cada carácter ocupa el mismo ancho a diferencia de tipografías tradicionales donde cada carácter varía en ancho proporcionalmente.

Tipografías monoespaciadas

Solamente se recomiendan para presentar código fuente al mejorar su legibilidad.

```
(int i=1; i<111; i++)
```

```
(int i=1; i<111; i++)
```

4.

Estudio de caso



SII



Cuenta Pública 2017

Conoce la gestión 2016 de la institución

[Más información](#)

Accesos directos

- Registro de Compras y Ventas
- Declaraciones mensuales (F29 y F50)
- Pagar contribuciones
- Solicitar notificación por correo electrónico
- Emitir Factura electrónica y DTE
- Cesión de documentos electrónicos
- Emitir Boleta de honorarios electrónica

Prepárate para esta innovación



Conoce el nuevo Registro de Compras y Ventas

Ayuda

- Formularios
 - Preguntas frecuentes
 - ¿Cómo se hace para...?
 - Calendario Tributario
 - Oficinas y horarios
 - Mesa de ayuda
- [Ver toda la Ayuda](#)

Servicios online

Clave secreta y

Representantes electrónicos

RUT e Inicio de actividades

Solicitudes y Actualización
de información

Factura electrónica

**Boletas de honorarios
electrónicas**

- **Emisor de boleta de
honorarios**

- Boleta de prestación de
servicios de terceros
electrónica

- Cotizaciones previsionales

Libros contables electrónicos

Impuestos mensuales

Declaraciones juradas

Declaración de renta

Infracciones, Pago de giros y
Condonaciones**Emisor de boleta de honorarios****Compartir****Emitir boleta de honorarios electrónica**

- Por contribuyente
- Por contribuyente con datos usados anteriormente
- Por usuario autorizado
- Por usuario autorizado con datos usados anteriormente

Consultas sobre boletas de honorarios electrónicas**Anulación y observación de boletas emitidas****Delegar emisión a un usuario autorizado****Ayudas**Preguntas
Frecuentes¿Cómo se hace
para...?

Folletería



Emisión de boleta



EMISIÓN DE BOLETA CON DATOS USADOS ANTERIORMENTE

En esta página usted podrá seleccionar la forma a partir de la cual podrá llenar la Boleta de Honorarios Electrónica, partiendo de la base de boletas emitidas anteriormente.

Opciones para el pre llenado de boletas:

Al seleccionar una de estas opciones, usted comenzará el llenado de la boleta utilizando los datos indicados en la boleta seleccionada:

- [Seleccionar boleta de destinatario frecuente](#)
- [Destinatarios de últimos 30 días](#)
- [Basarse en última boleta emitida](#)
- Tomar como base boleta emitida N° Aceptar

Emisión de boleta

La nueva boleta presentará la siguiente información de identificación del contribuyente:

RUT : 12345678-9
RAZON SOCIAL: DIRECCION DE HONORARIOS Y GGIROS
GIRO(S) : OFICIO - DISTRIBUCION DE DOCUMENTOS Y MATERIALES

En la boleta de honorarios se mostrarán los giros de segunda categoría que Ud. posee, ¿Desea que además de estos giros, sea visible también la descripción de actividades que Ud. registra en nuestras bases y que se muestra a continuación?

DESCRIPCION DE ACTIVIDADES: INVESTIGACIONES EN COMPUTACION E INFORMATICA

SI NO

Dirección: BANCO CENTRAL DE CHILE, S.A. * *

Comuna: SANTIAGO Fono: 3184444 Fax:

Ingrese la fecha de la boleta y datos de identificación del destinatario:

Fecha de Boleta: 02 / Agosto / 2017 *

Rut Destinatario: 60911000 - 7 *

Nombres Destinatario: UNIVERSIDAD DE SANTO

Domicilio Destinatario: AV. LIBERTADOR BERNARDO O'HIGGINS 3363 *

Región: REGION METROPOLITANA DE SANTIAGO *

Comuna: EST CENTRAL *

Ingrese el detalle y valores correspondientes a las prestaciones profesionales:

Prestación 1: LIDERAR Y GESTIONAR PROY. DE SISTEMAS, PROY. SIST. UNIV. *

Prestación 2:

Prestación 3:

Prestación 4:

Mas prestaciones...

Valor 1	1000000 *
Valor 2	
Valor 3	
Valor 4	

Confirmar Emisión

Emisión de boleta

EMISION DE BOLETAS DE HONORARIOS ELECTRONICAS

Si desea hacer alguna modificación antes de emitir el documento, puede volver atrás y corregir lo que usted necesite. Para confirmar y emitir la boleta definitiva debe pinchar el botón "Emitir Boleta de Honorarios Electrónica", con ello se generará la Boleta de Honorarios Electrónica con la información que se muestra en siguiente formato previo.

DIRECCION: PHILIPPE ANGLA ORSILLANA
RUT: 60911000-7
GIRO(S): OTRAS ACTIVIDADES DE SERVICIOS PROFESIONALES
Nº....

INGENIERO EN COMPUTACION E INFORMATICA

Santo Domingo 555 (Piso: 46) SANTIAGO
TELÉFONO: 2100000

Fecha: 02 de Agosto de 2017

Señor(es):UNIVERSIDAD DE SANTIAGO DE CHILE
Domicilio:AV. LIBERTADOR BERNARDO O'HIGGINS 3363, EST CENTRAL

Rut:60911000-7

Por atención profesional:

LIDERAR Y GESTIONAR PROY. DE SOFTWARE. PROY. 547 USA1204, JULIO, PLLA. 46	Total Honorarios \$: 10% Impto. Retenido: Total:
--	--

ESTE ES UN BORRADOR, NO TIENE NINGUNA VALIDEZ

Emitir Boleta de Honorarios Electrónica

Bonus



Gracias por su atención



Consultas a:

- diego.avila@usach.cl

