



UX (User experience)

Significado

UX: Percepción del usuario al utilizar nuestra aplicación



UX - Descripción gráfica



UX - Factores clave

- Conocer al usuario y sus necesidades
- Empatía para ponernos en el contexto del usuario
- El usuario y no el cliente es el punto central del proyecto (generador de conflictos)

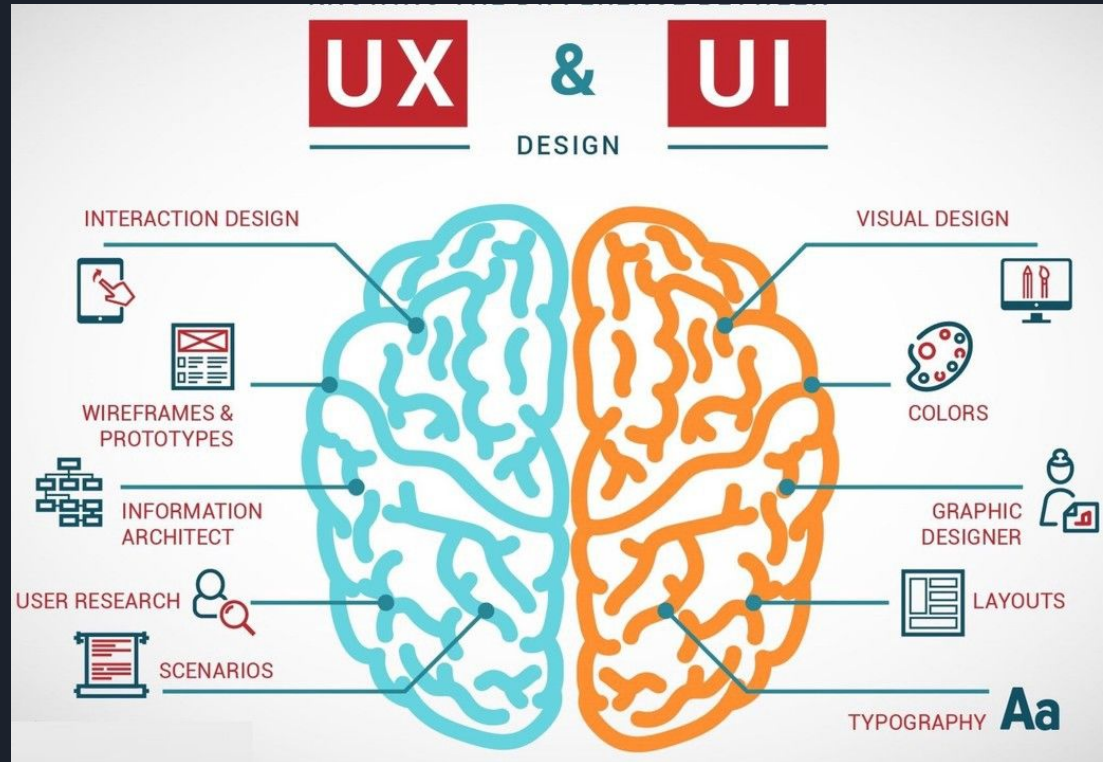
Rol del diseñador dentro del proceso de creación



UX - Etapas

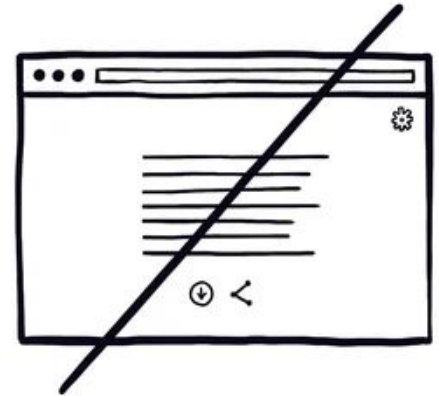
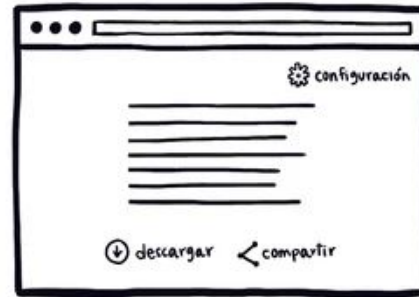


UX - UI



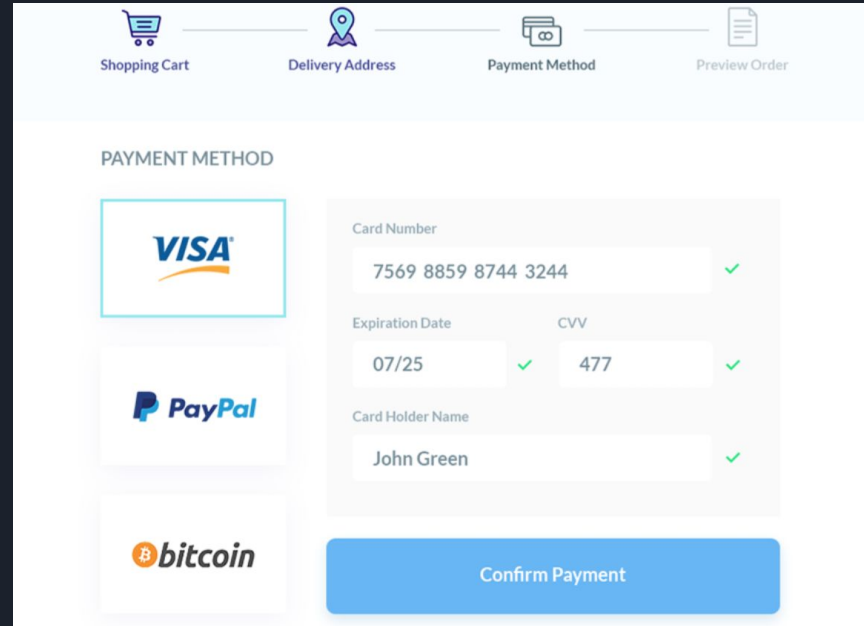
UX - Principios generales

Utiliza un lenguaje universal (claro, iconos, imágenes)



UX - Principios generales

Informa de la evolución de la tarea



The screenshot displays a payment method selection interface. At the top, a navigation bar contains four icons with labels: Shopping Cart, Delivery Address, Payment Method (highlighted), and Preview Order. Below this, the title "PAYMENT METHOD" is centered. On the left, three payment options are listed: VISA (highlighted with a blue border), PayPal, and bitcoin. On the right, a form for card payment details is shown, including fields for Card Number, Expiration Date, CVV, and Card Holder Name, each with a green checkmark indicating successful input. A large blue "Confirm Payment" button is positioned at the bottom right.

Shopping Cart Delivery Address **Payment Method** Preview Order

PAYMENT METHOD

VISA

PayPal

bitcoin

Card Number
7569 8859 8744 3244 ✓

Expiration Date CVV
07/25 ✓ 477 ✓

Card Holder Name
John Green ✓

Confirm Payment


UX - Principios generales

Dale el control al cliente

Order Management

Partner Management | **Profile Management** | Tag Management | Line Items (Optional) | Rules (Optional)

Setup as Profile ☒
 Pubmatic Setup ☒
 Billing and Payment ☒
 Integration Details ☒
 Setup Your Inventory ☒
 API Integration ☐
 Decision Manager and 2 lines wrap ☐

Select Profile:* Homepage ⓘ
 Add Domain:* Forecast
 Platform:*
 This is required information
 Partner:* focus
 Line Item Name: Meredith_17 US Weekly
 Something Else:*
 This is required information **Contains invalid character**
 Do you want to be included in the Demand Newsletter sent to our Demand Partners? ☒ YES
 Upload Publisher Logo (180x75 pixels) to be used for PMP Deals and Demand Newsletter:
 
 [Upload Logo](#)
 [Remove Logo](#)
 You should include additional Inventory attributes.

Fresh Tilled Soil

Reports | Time Sheets | Invoices | Estimates | Manage | Help

Time Detailed Time Uninvoiced Project Budget Expense

New: Improved Email Delivery System [Dismiss](#)

Detailed Time Report

Timeframe: This Week
 Clients: All Clients
 Projects: All Projects
 Tasks: All Tasks
 Staff: All Staff
 ☐ Include archived items in filters
 [Search Departments](#)
 [Run Report](#)

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HARVEST BUSINESS

UX - Principios generales

Aprovecha la psicología de colores

Order Management

Partner Management | **Profile Management** | Tag Management | Line Items (Optional) | Rules (Optional)

Setup as Profile ☒
 Pubmatic Setup ☒
 Billing and Payment ☒
 Integration Details ☒
 Setup Your Inventory ☒
 API Integration ☐
 Decision Manager and 2 lines wrap ☐

Select Profile: Homepage
 Add Domain: Forecast
 Platform:
 This is required information
 Partner: focus
 Line Item Name: Meredith_17 US Weekly
 Something Else:
 This is required information Contains invalid character
 Do you want to be included in the Demand Newsletter sent to our Demand Partners? ☒
 Upload Publisher Logo (180x75 pixels) to be used for PMP Deals and Demand Newsletter
 Coca-Cola
 Upload Logo
 Remove Logo

You should include additional Inventory attributes.

Fresh Tilled Soil

Reports | Timeframes | Invoices | Estimates | Manage

Time Detailed Time Uninvoiced Project Budget Expense

New: Improved Email Delivery System

Detailed Time Report

Timeframe: This Week
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HARVEST BUSINESS

UX - Principios generales

Diseño atractivo

