

Engenheiros também são designers

Equipe de Design de Experiência (UX)

Peter Lima



LAPPIS
Laboratório Avançado de Produção
Pesquisa e Inovação em Software

Design = Arte?

Arte









Design







Projetando uma experiência



Sofisticado?

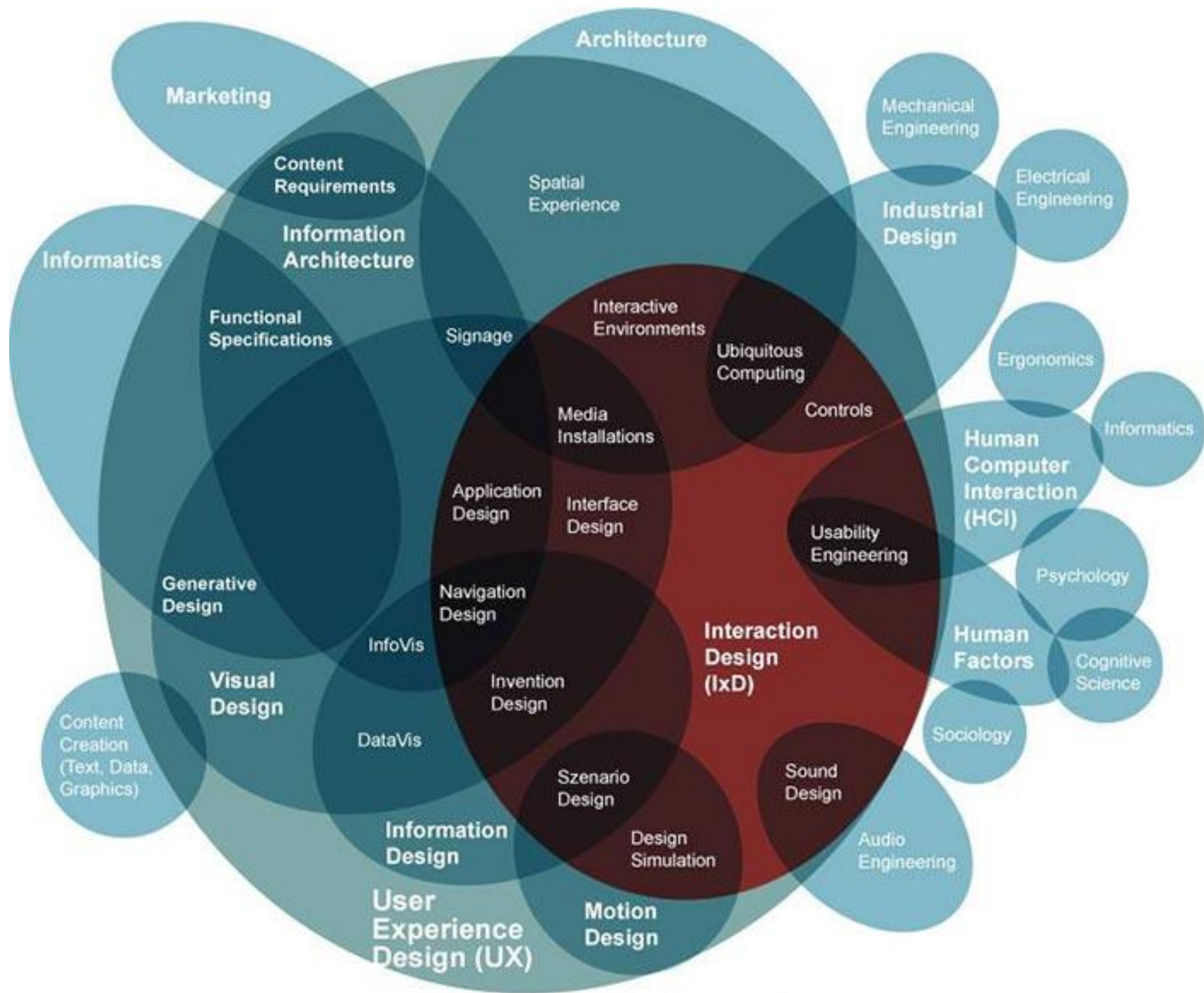


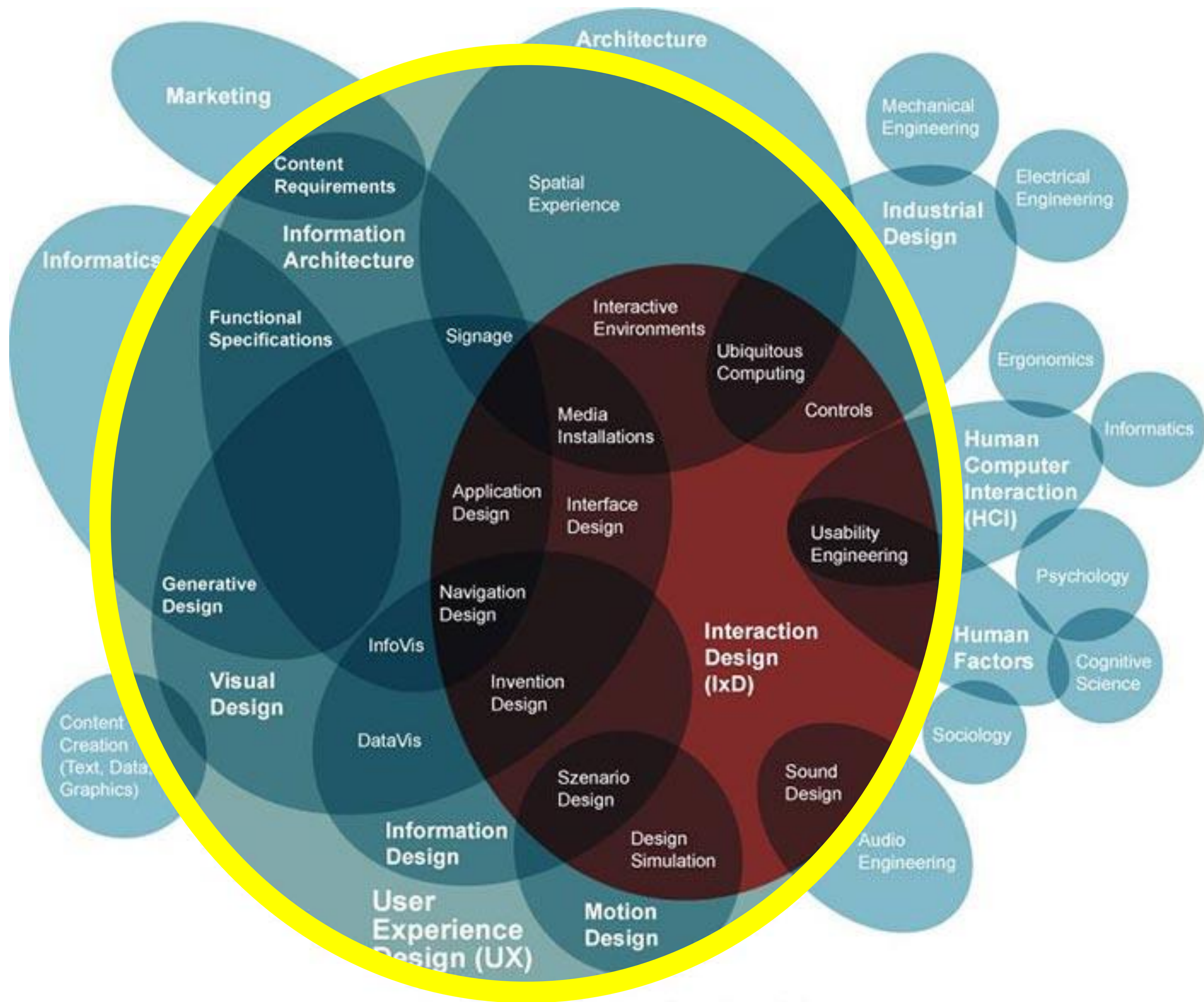
Cuidado com “o usuário”

ele(a) pode ser

VOCÊ

Design de experiência – UX





“Experiência do usuário” engloba todos os aspectos da interação de um usuário final com uma companhia, seus serviços e seus produtos

Don Norman e Jakob Nielsen

Pick a Goal

- ☐ Casual 5 minutes a day
- ☒ Regular 10 minutes a day
- ☐ Serious 15 minutes a day
- ☐ Insane 20 minutes a day



You can always
change goals
later.

Set goal

You are now 7% fluent in
Spanish!



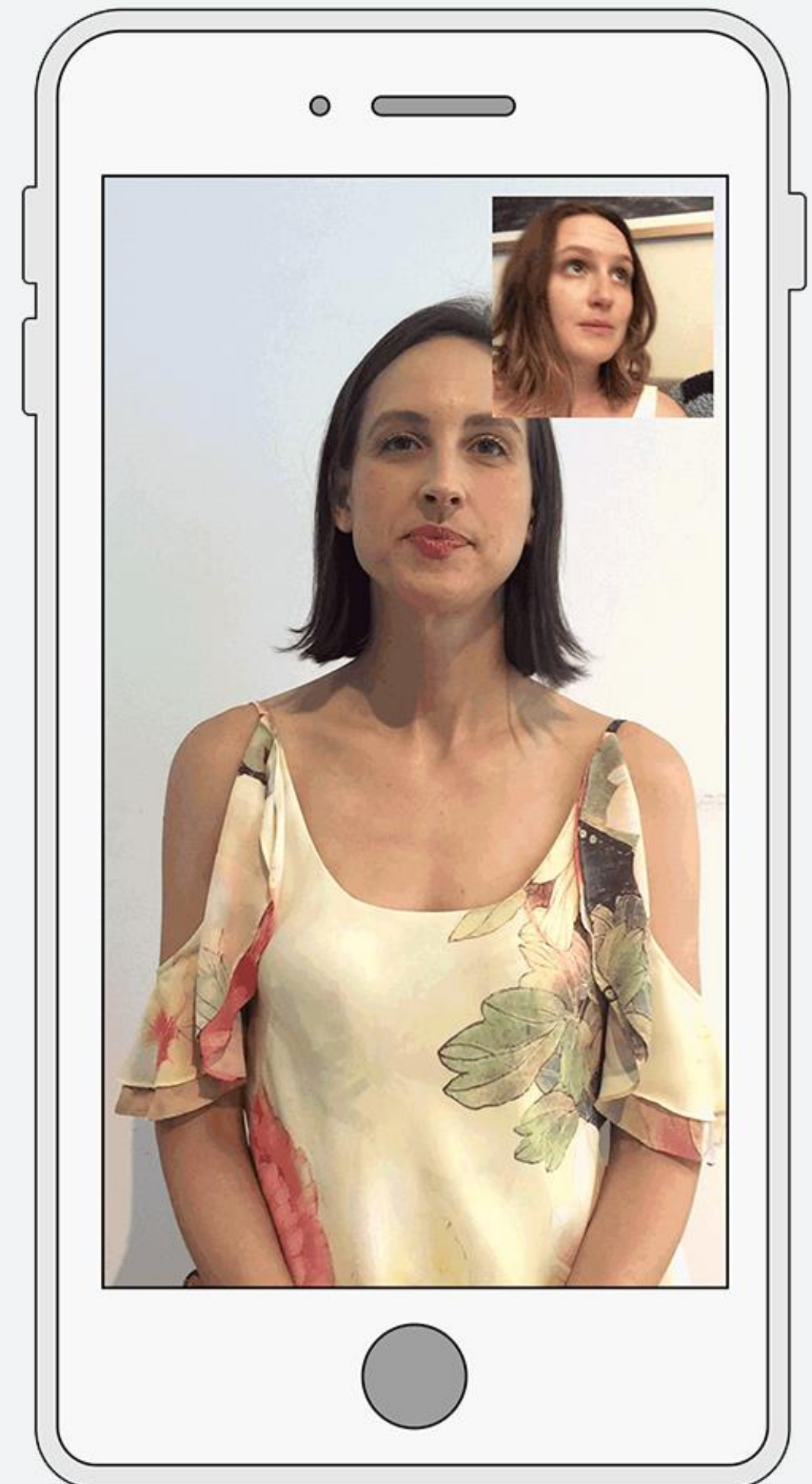
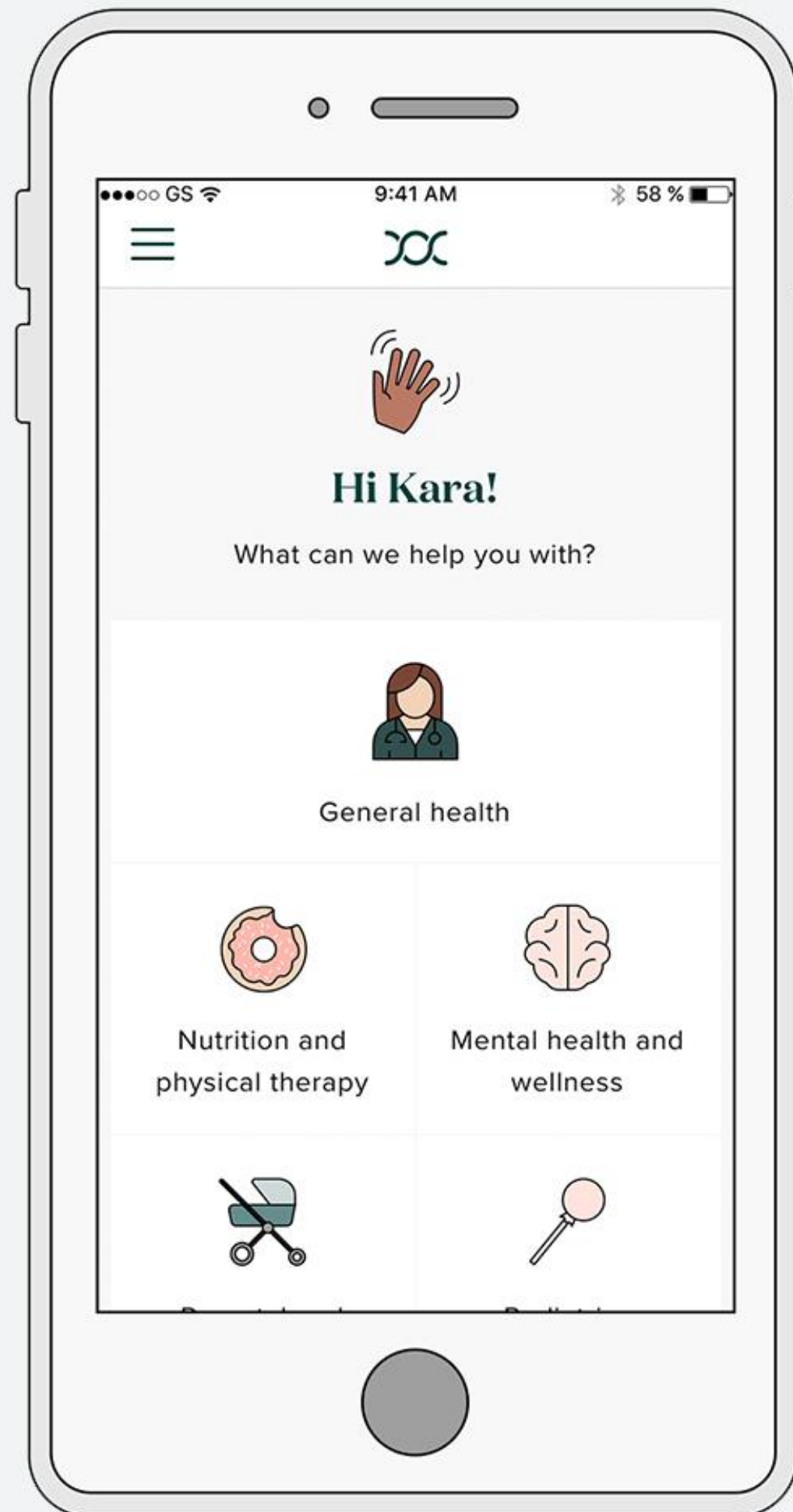
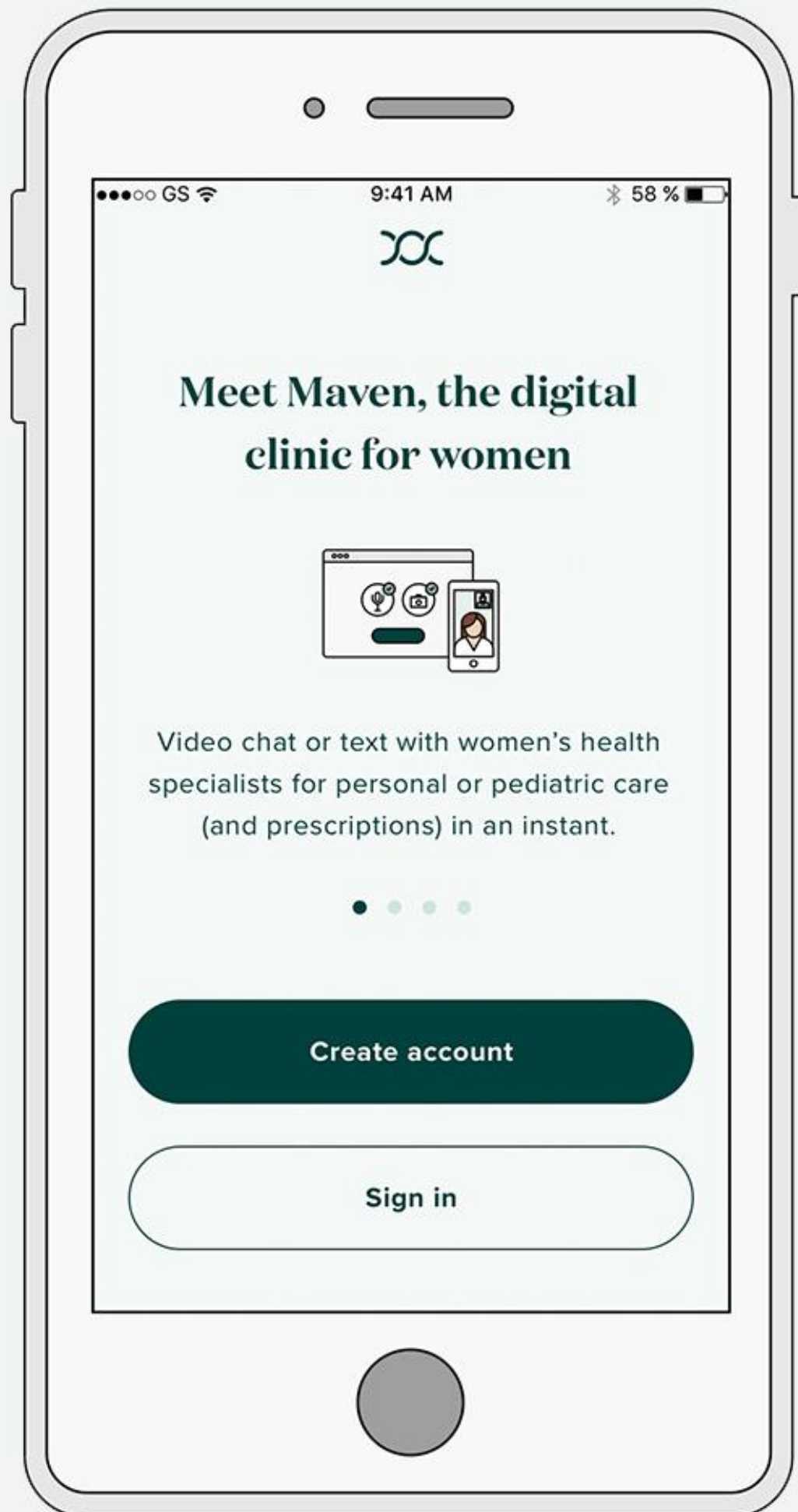
Continue



You didn't get any answers correct. [Show my answer](#)



[Go back to home](#)



Design visual





Cores



Tipografia

Helvetica Neue 25 Ultra Light
Helvetica Neue 35 Thin
Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black

A A

Allura

CAIXA BAIXA

chief of design

CAIXA ALTA

CHIEF OF DESIGN

NO HIERARCHY

On the Moon!
'A Giant Leap' for All of Man-
kind Americans First to Walk on
Dead Lunar Surface
Space Center, Houston —
Lorem ipsum dolor sit amet, ut
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LIMITED HIERARCHY

ON THE MOON!
*A Giant Leap' for All of
Mankind*
Americans First to Walk on
Dead Lunar Surface
Space Center, Houston —
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IMPROVING...

ON THE MOON!
*'A Giant Leap' for All of
Mankind*
**Americans First to Walk on
Dead Lunar Surface**
Space Center, Houston — Lorem
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MUCH BETTER!

ON THE MOON!
*'A Giant Leap' for
All of Mankind*
**Americans First to Walk on
Dead Lunar Surface**
Space Center, Houston — Lorem
ipsum dolor sit amet, ut alia ludus
evertitur vel, pri ut maiorum malu-
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utroque periculis eos te. Aliquip
molestie perpetua eum ex, sumo
laudem deseruisse mel no. Libris
tacimates antiopam pri at.

Gestalt

Gestalt = Forma

Proximidade



Continuidade

O que foi desenhado:



O que é visto:



Pregnância ou simplicidade

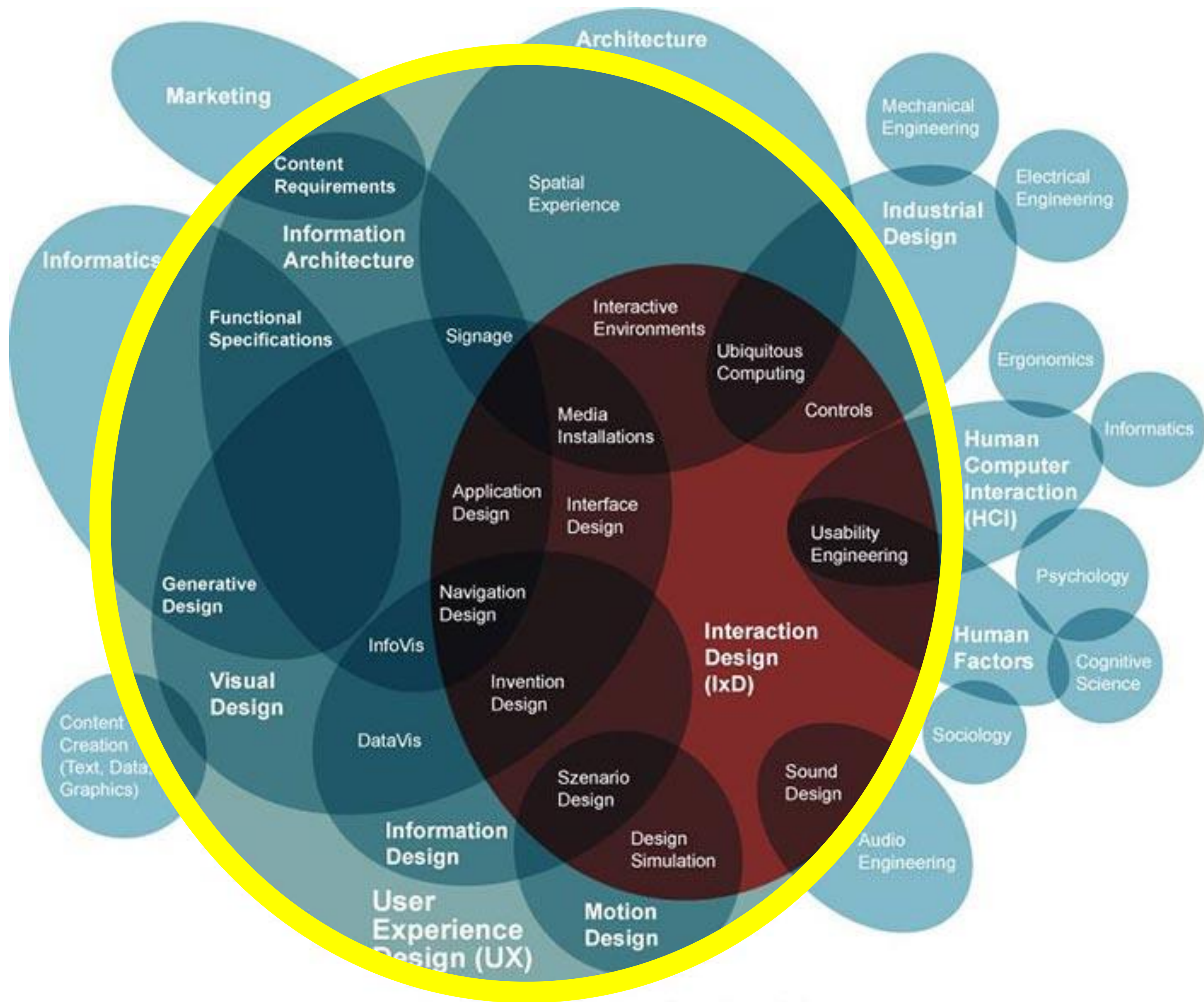
O que vemos:
(forma simples)

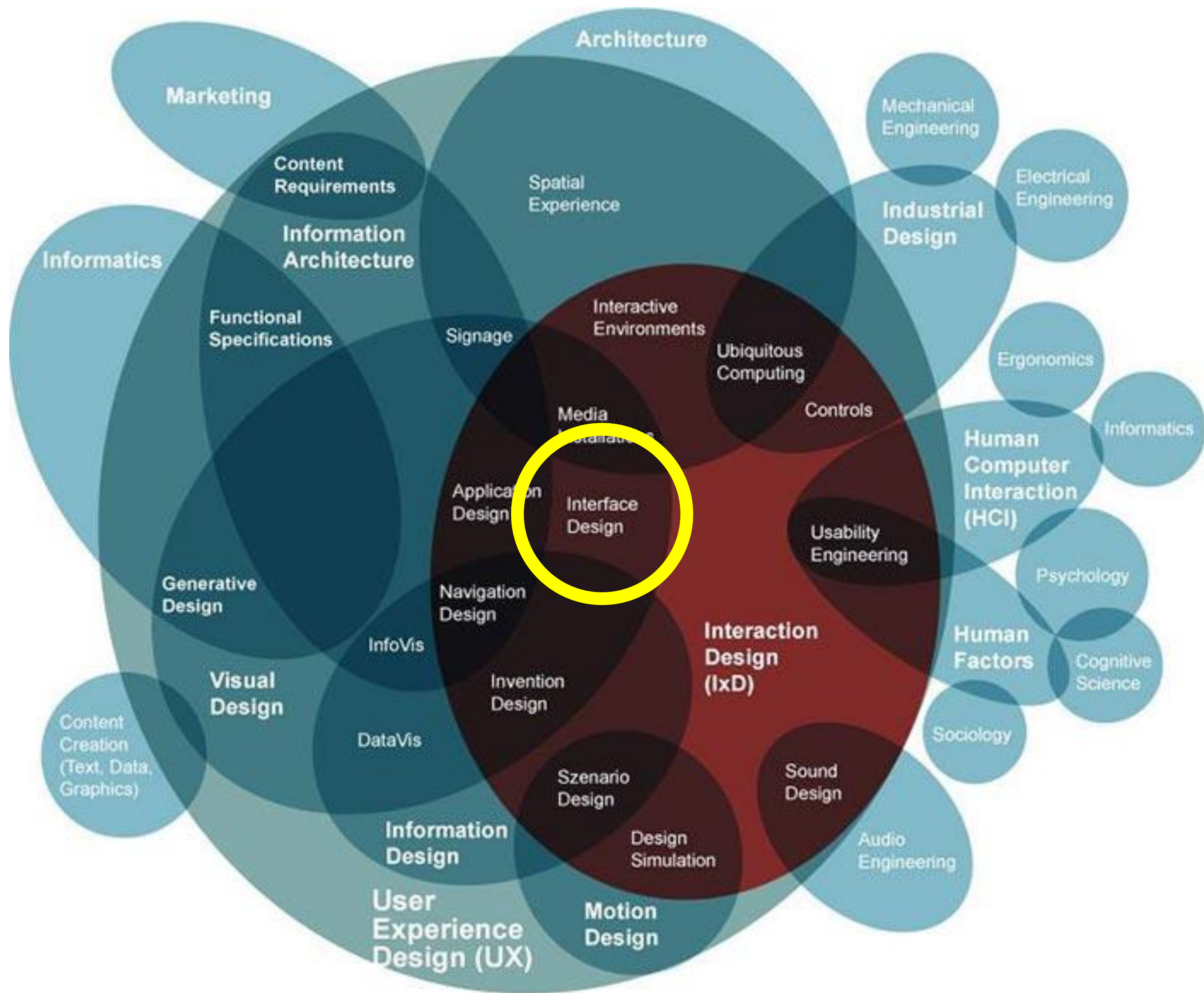


O que não vemos:
(forma complexa)

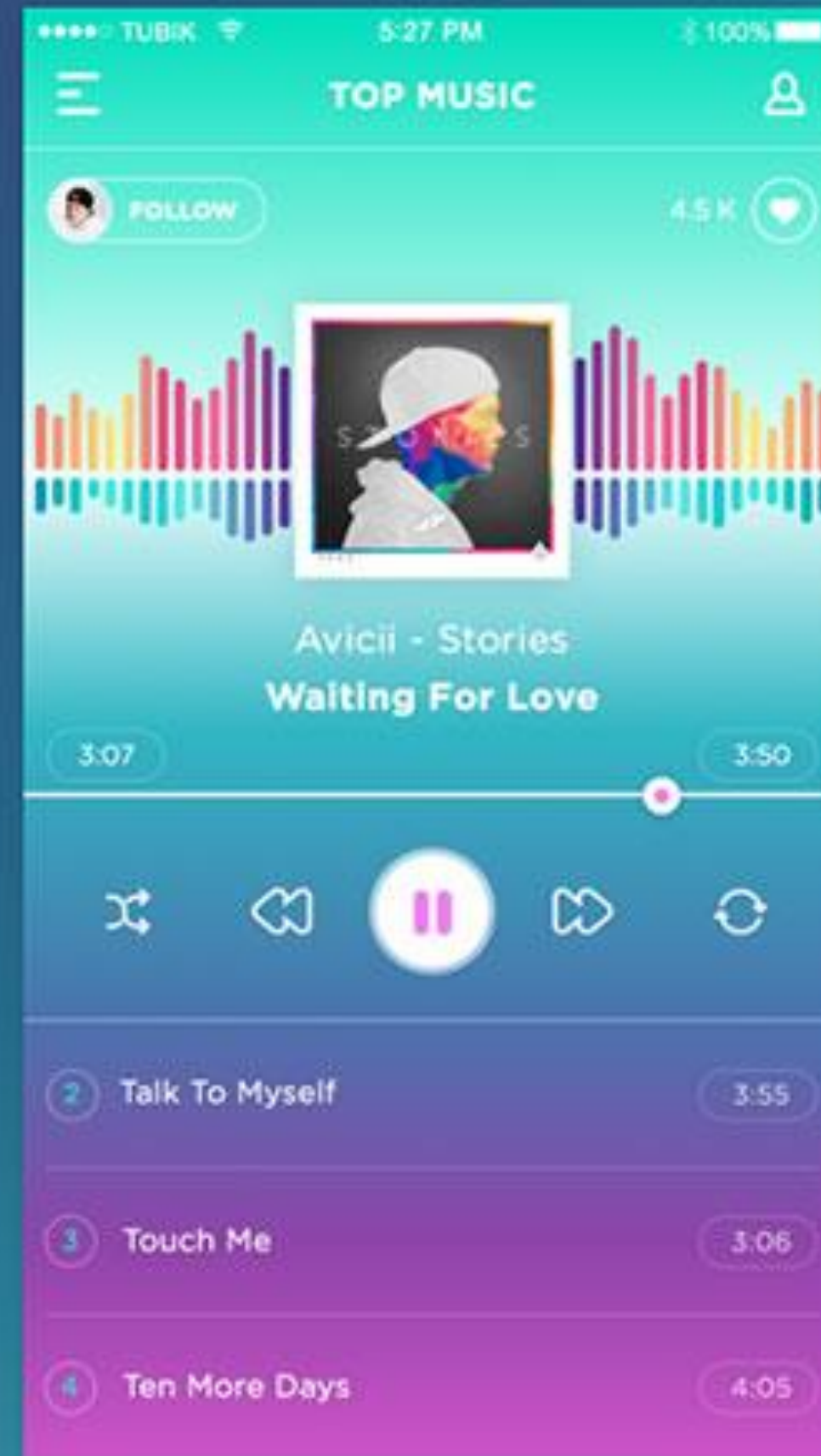


Design de interface - UI













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ADVENTURES
in web design

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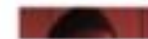
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Art Director at Big Spaceship



TRENT WALTON



FRANK CHIMERO

Designer, illustrator, teacher, writer



DENISE JACOBS

WHAT TO EXPECT

- » Single-track conference with eight talks, carefully curated to excite, enthuse, and seek outcomes
- » Affordable half-day workshops covering web typography, responsive design, prototyping and much more

```
1 <!DOCTYPE html>
2 <html style="height:100%;">
3 <head>
4   <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
5   <meta http-equiv="X-UA-Compatible" content="IE=Edge"/>
6   <title>Untitled</title>
7 <!--Adobe Edge Runtime-->
8   <script type="text/javascript" charset="utf-8" src="http://animate.adobe.com/runtime/6.0.0/edge.6.0.0.min.js"></script>
9   <style>
10     .edgeLoad-EDGE-113439313 { visibility:hidden; }
11   </style>
12   <script>
13     var link1="%reference%eventHTML1%";
14     var link2="%reference%eventHTML2%";
15     AdobeEdge.loadComposition('http://banners.adfox.ru/000000/adfox/000000/project', 'EDGE-113439313', {
16       scaleToFit: "none",
17       centerStage: "none",
18       minW: "0px",
19       maxW: "undefined",
20       width: "100%",
21       height: "100%",
22     }, {"dom":{}});
23   </script>
24 <!--Adobe Edge Runtime End-->
25 </head>
26 <body style="margin:0;padding:0;height:100%;">
27   <div id="Stage" class="EDGE-113439313"></div>
28 </body>
29 </html>
```

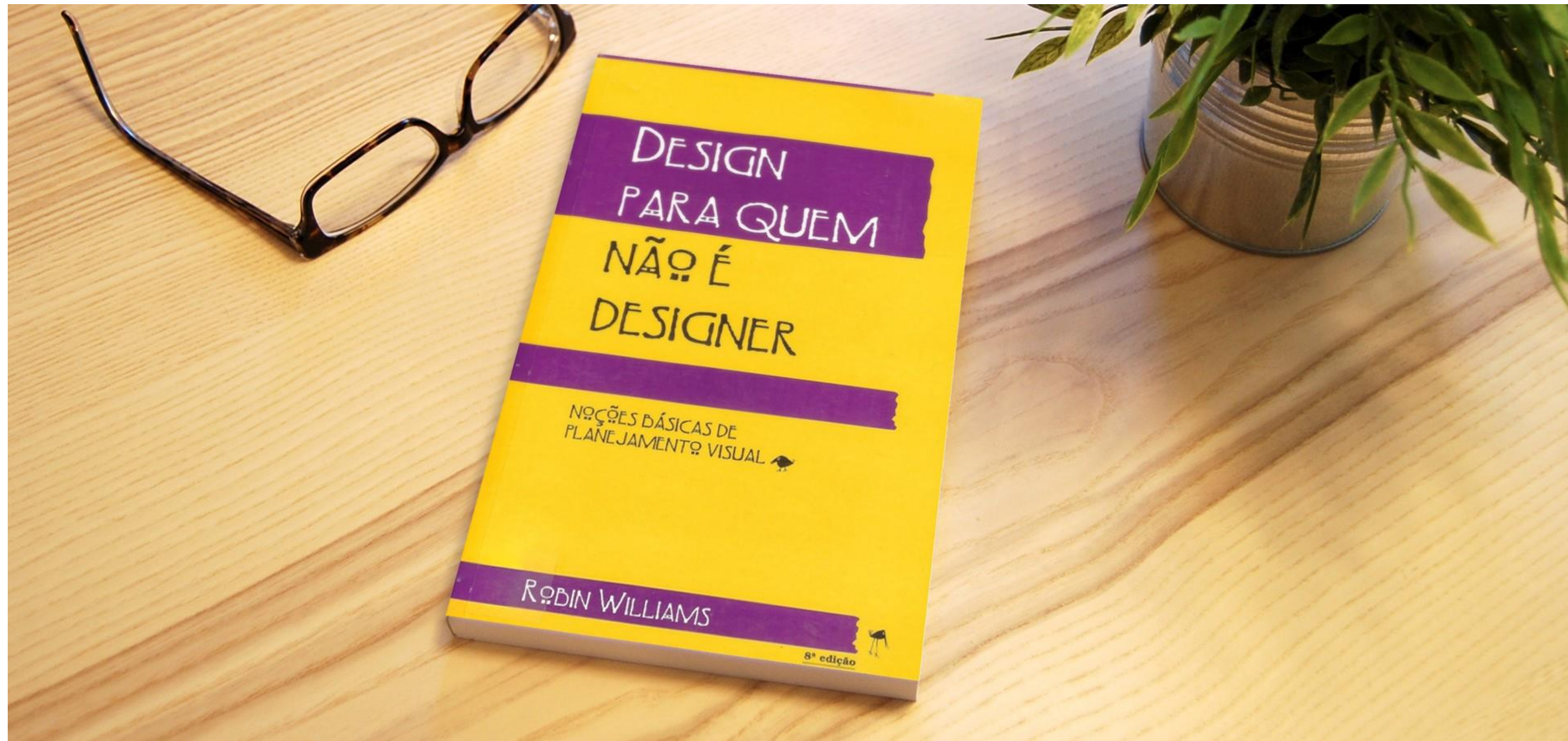

Dicas e Macetes

Cores

www.dribbble.com/colors

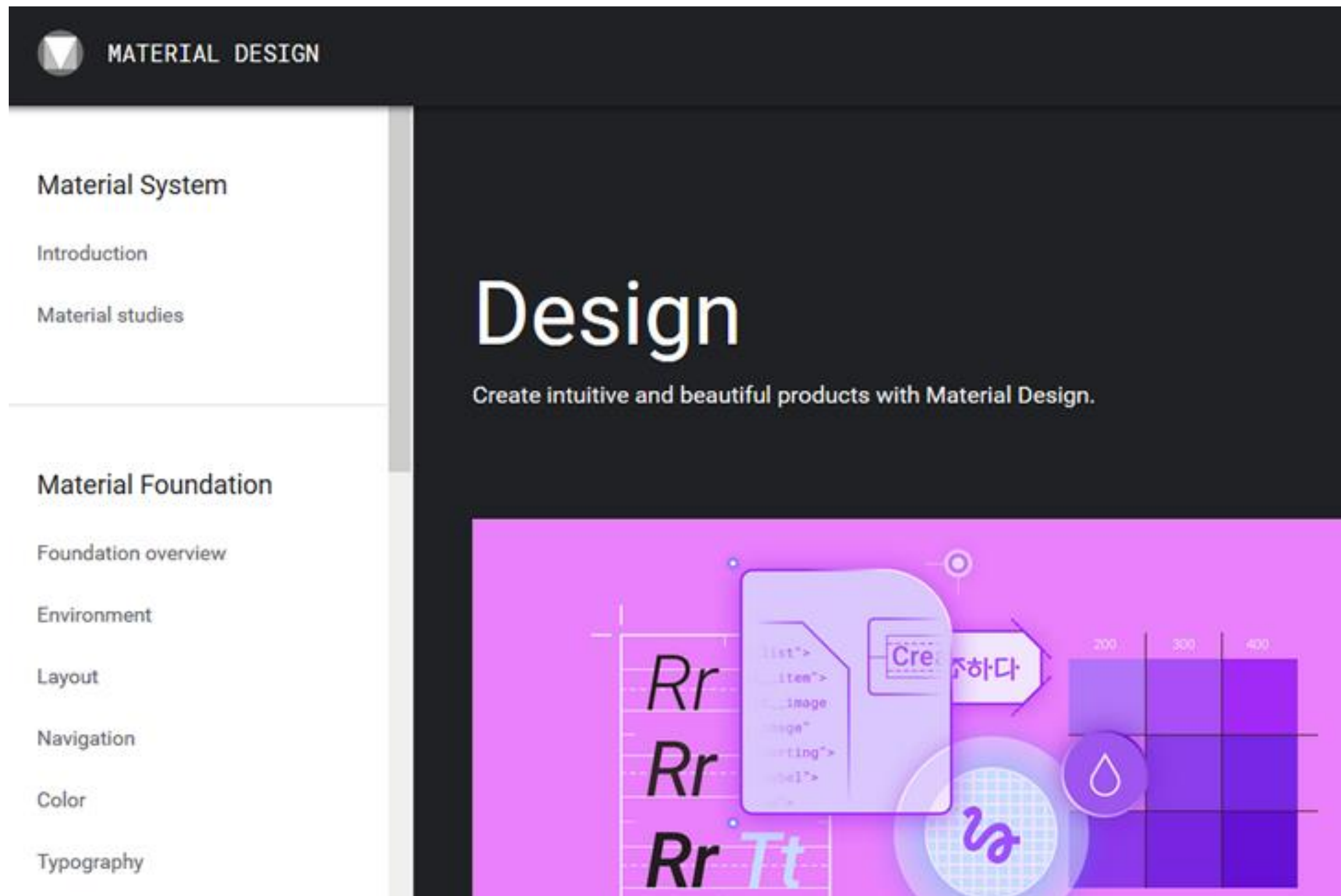
Tipografia

<https://fonts.google.com>



Design para quem não é designer

Robin Williams, Barbara Menezes



Material Design - Google

<https://material.io/design>

obrigado!

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