UI DESIGN PARA WEB

17.1

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

escola britânica de artes criativas

Módulo #17

Protótipos de alta fidelidade e microinterações

PROTÓTIPOS DE ALTA FIDELIDADE

Alinhamento de expectativas

- Não vamos fazer tutoriais de prototipação
- Não vamos desenhar telas de alta fidelidade em software e animá-las
- Não vamos sair daqui dominando animações e ferramentas de prototipação avançadas (leva MUITO tempo)

Alinhamento de expectativas

- Vamos entender a importância de criar protótipos detalhados e altamente interativos
- Quando, por que e como usar
- Relembrar algumas ferramentas
- Entender contextos de uso delas

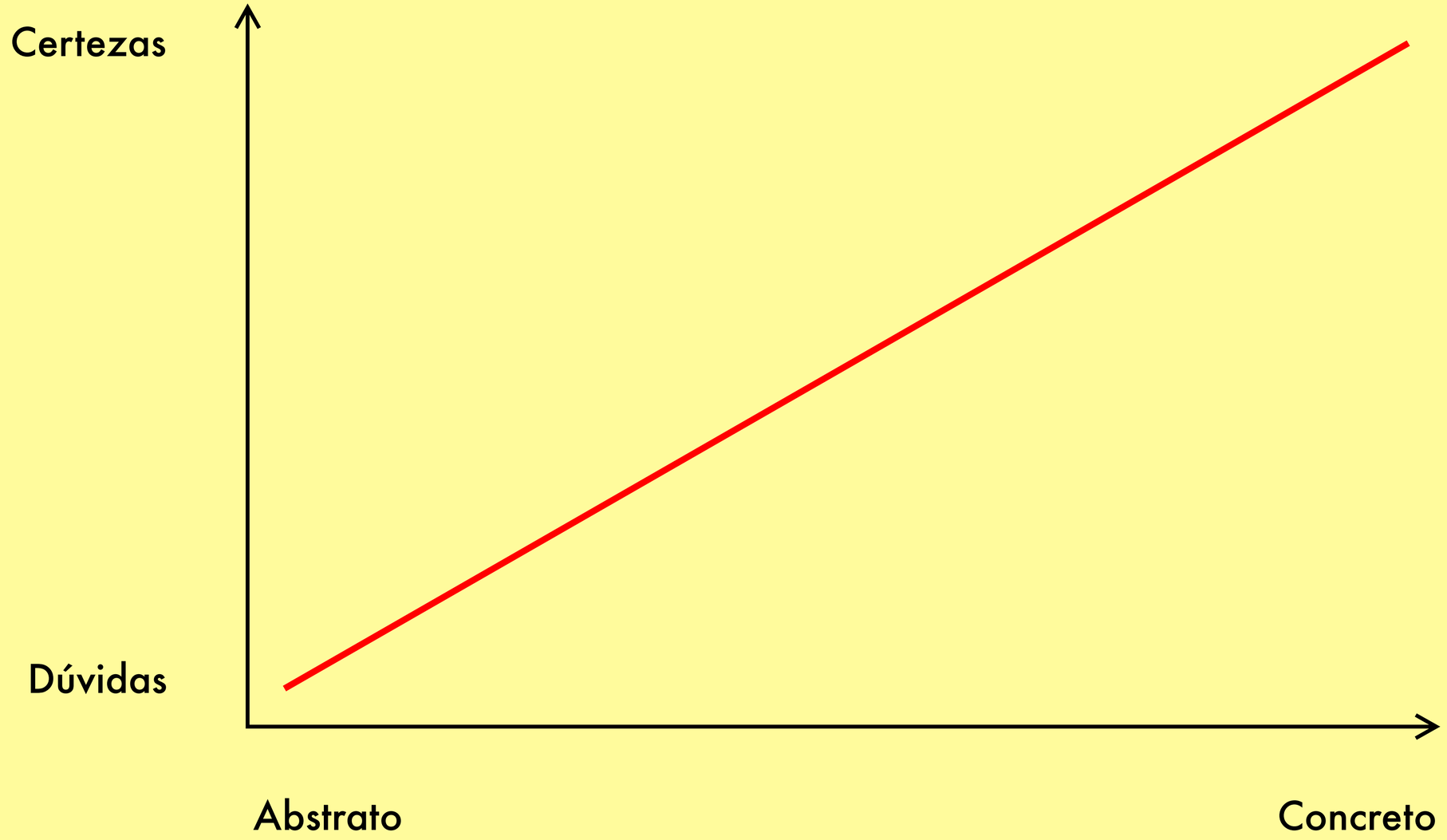
ALTA FIDELIDADE
HIGH FIDELITY
HI-FI

NÍVEIS DE FIDELIDADE

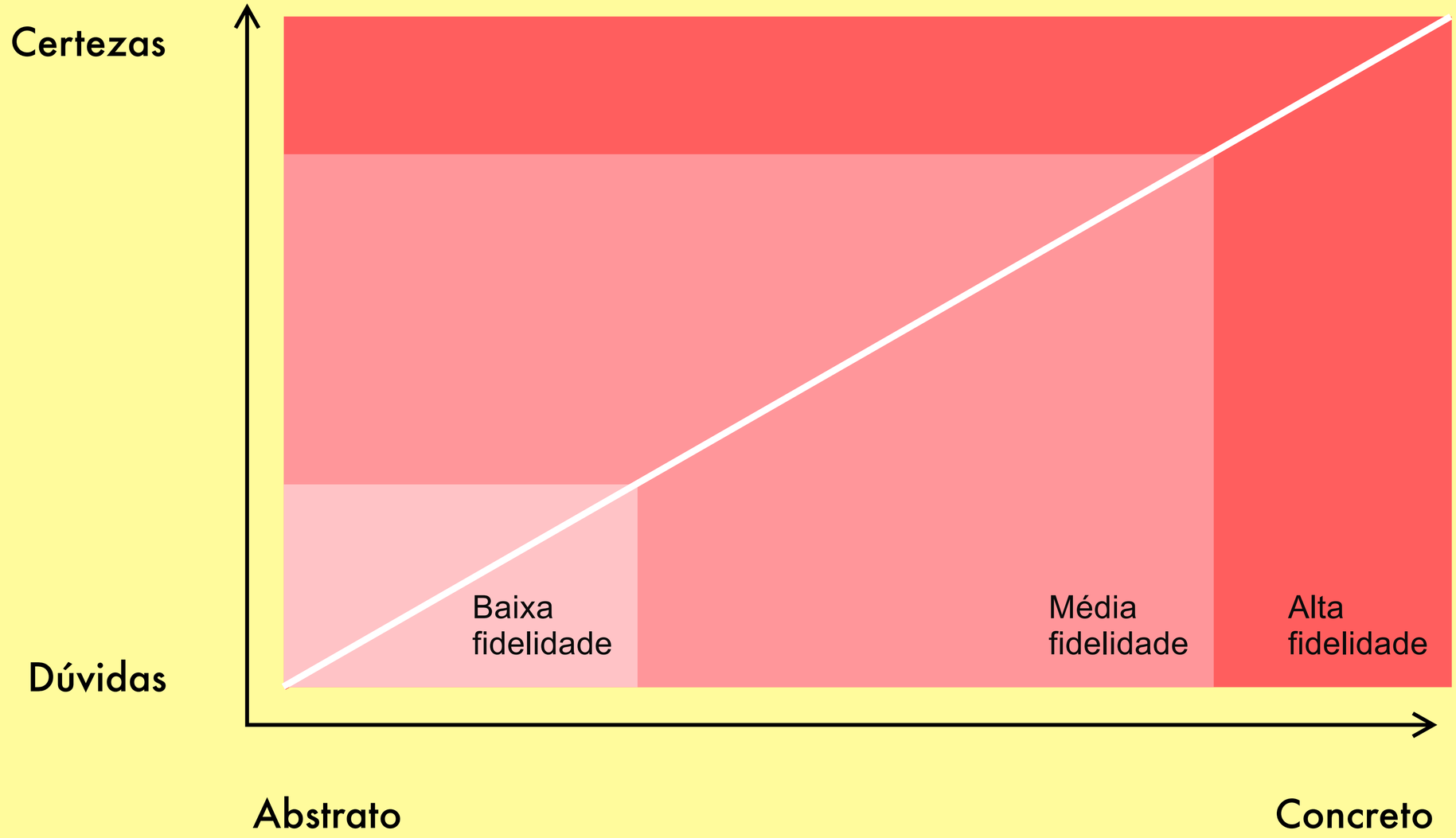
Níveis de fidelidade

Quanto maior o nível de fidelidade de um protótipo, maior a sua definição, maior o número de detalhes e mais próximo da entrega ele está.

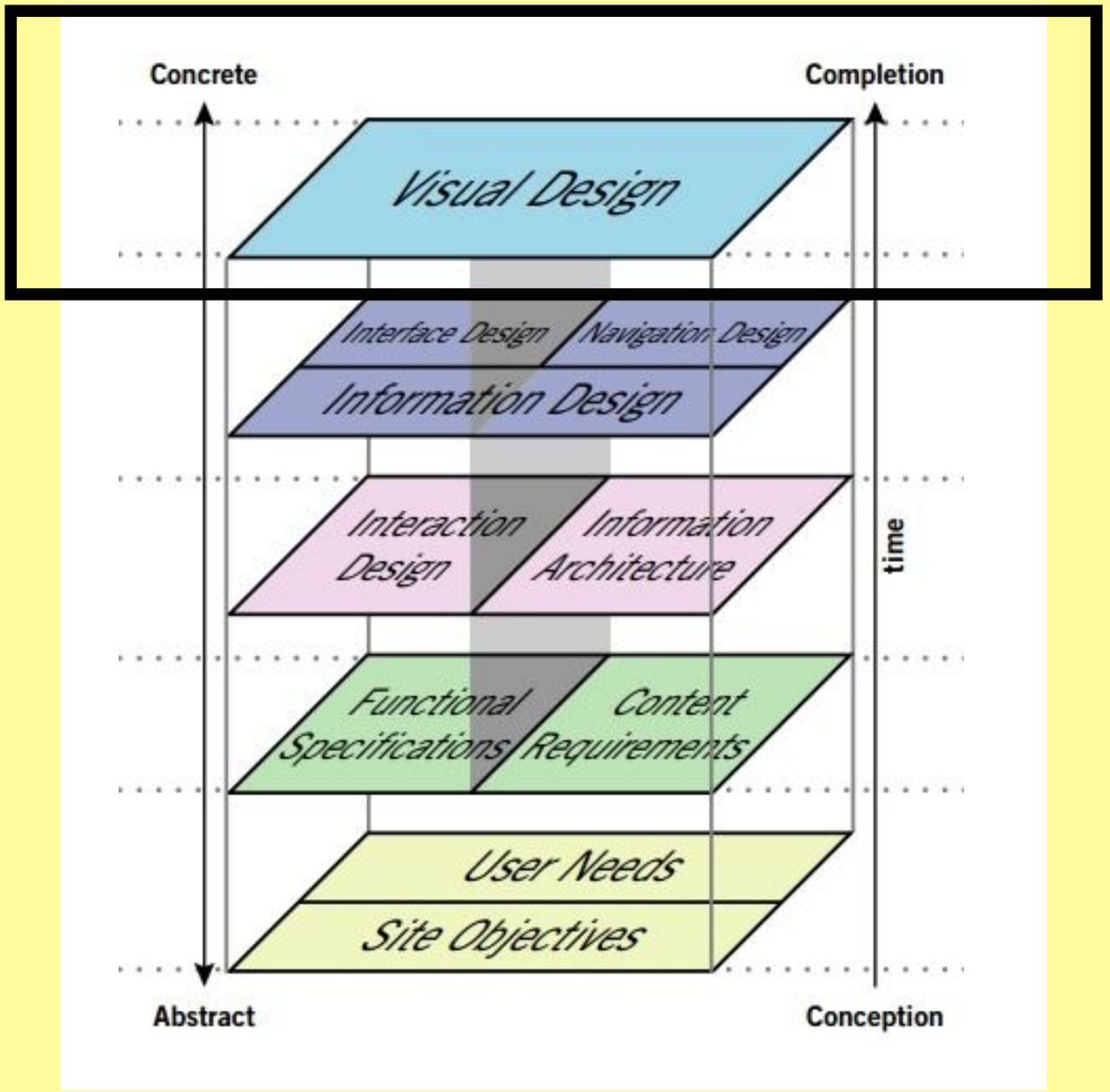
Níveis de fidelidade



Níveis de fidelidade



Protótipos de alta fidelidade definem o que há de mais concreto em um projeto



Jesse James Garret

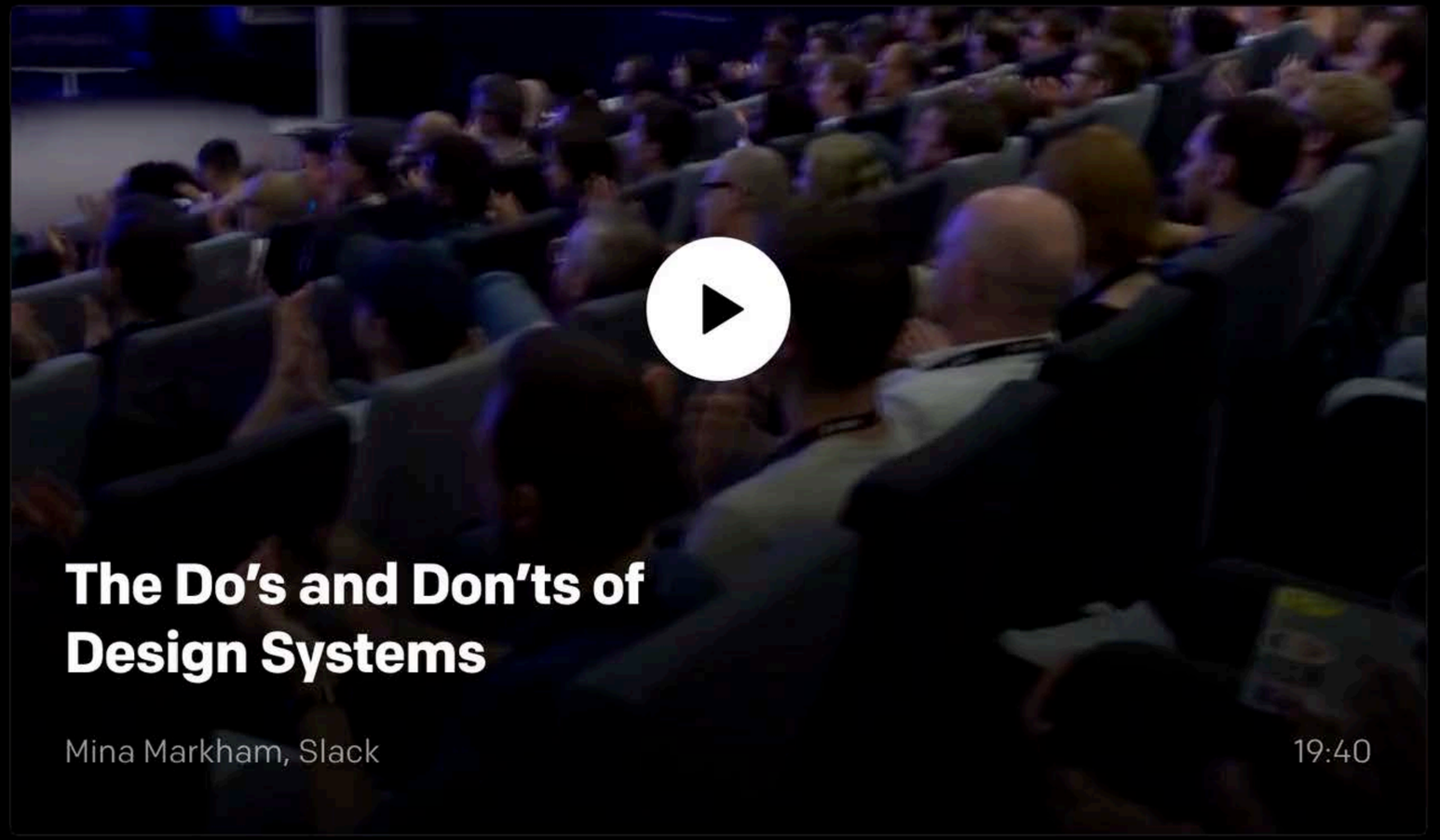
Os elementos da experiência do usuário

For Reusability

Read more ›

for Teams at Dropbox

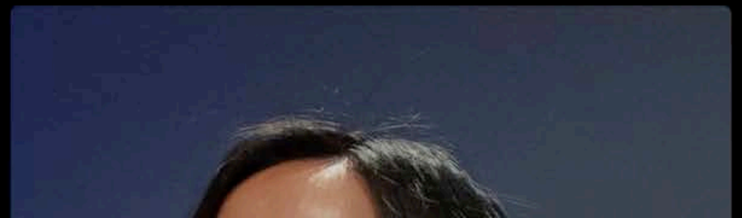
Read more ›

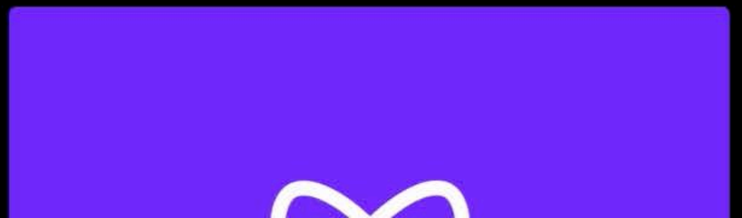


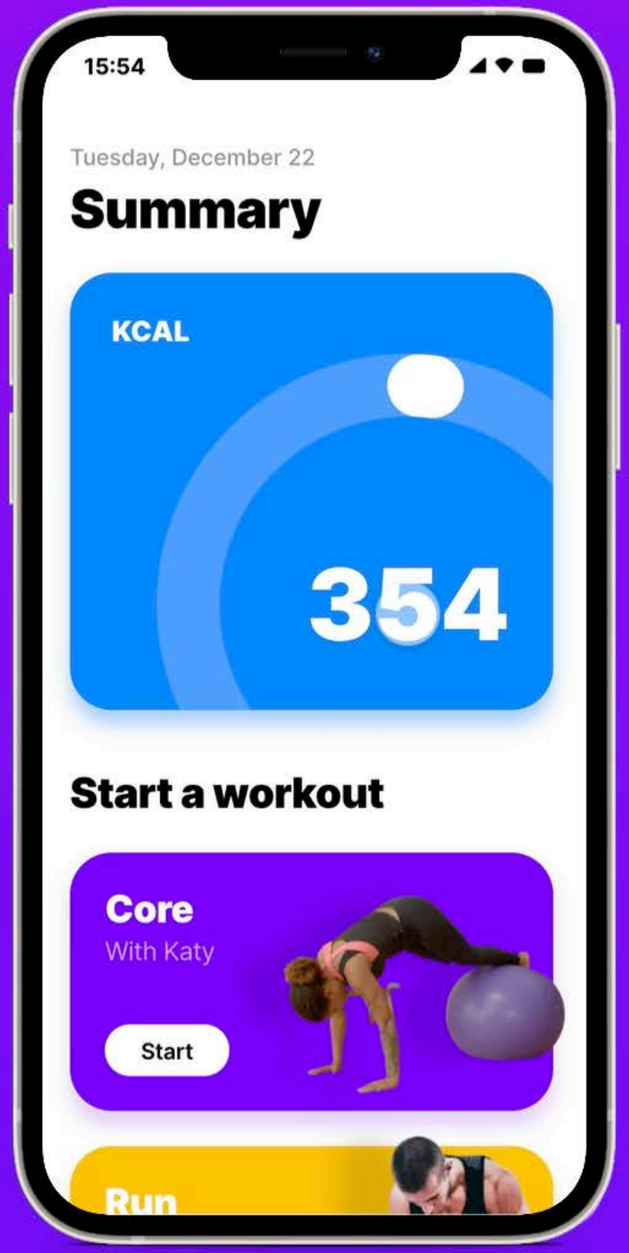
The Do’s and Don’ts of Design Systems

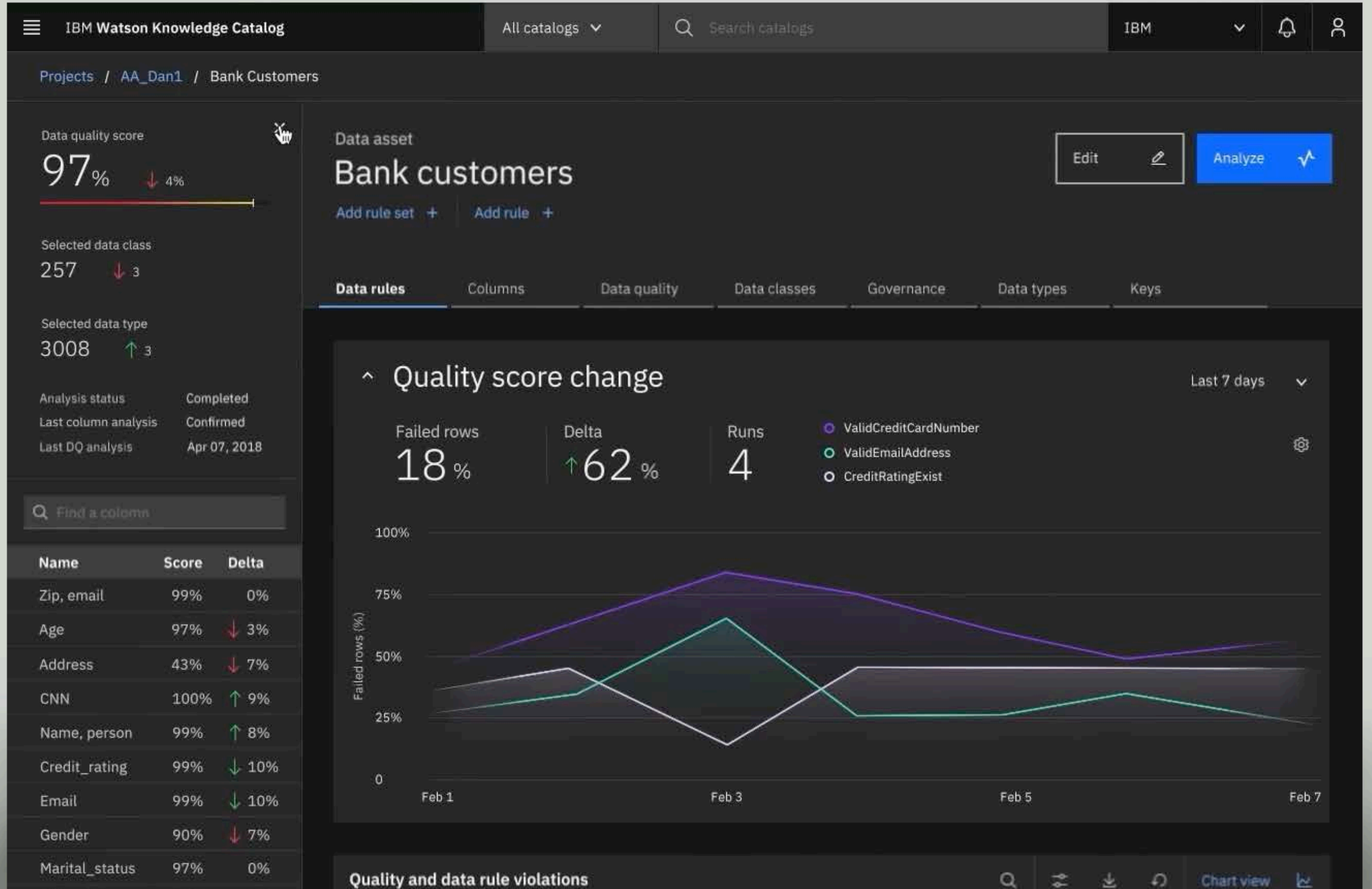
Mina Markham, Slack

19:40





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Search catalogs
IBM
Projects / AA_Dan1 / Bank Customers
Data quality score
97%
4%
Selected data class
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Selected data type
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Analysis status
Completed
Last column analysis
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Last DQ analysis
Apr 07, 2018
Find a column
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Data classes
Governance
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18%
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Failed rows (%)
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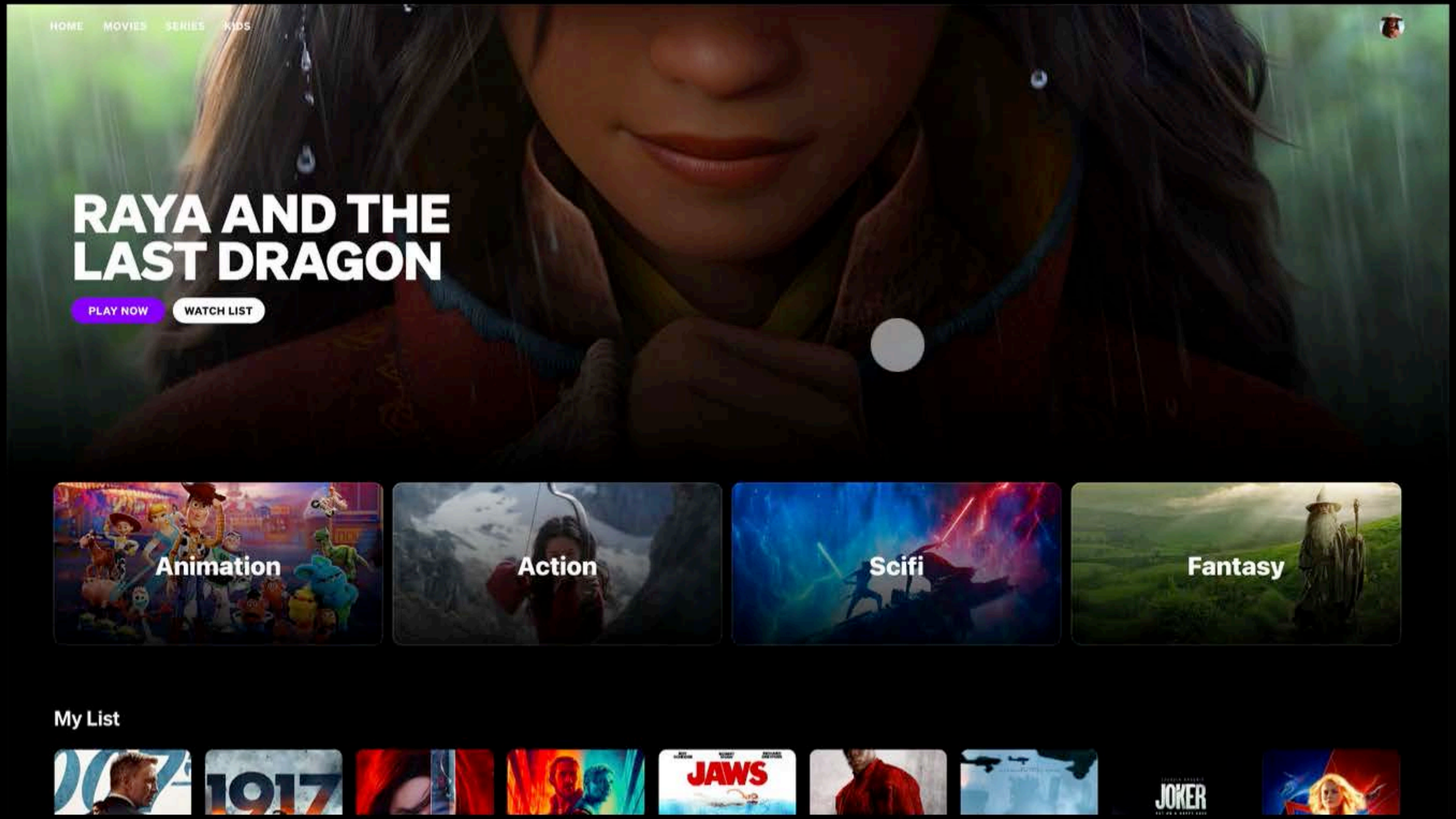
Quality and data rule violations
Chart view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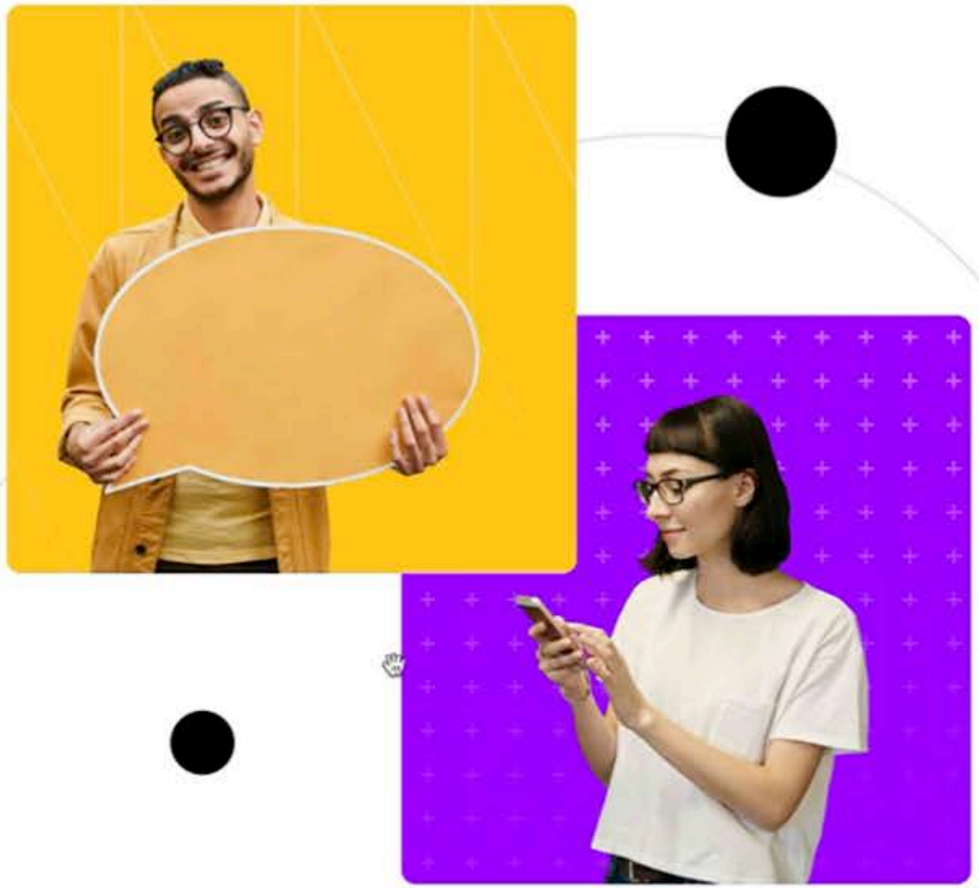

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QUANDO SÃO REALMENTE POSSÍVEIS?

Quando é possível?

- Quando há recursos
- Quando há tempo
- Quando há pessoas com as habilidades adequadas
- Quando há processos que comportem essa etapa de detalhamento, sem que isso se torne um gargalo pro time

Quando é necessário?

Quando o projeto está em uma etapa avançada em termos visuais (identidade, estilo e conteúdo aplicados)

Quando é necessário?

Quando há a necessidade de representar o comportamento de elementos interativos e transições

Quando é necessário?

Quando se quer testar o comportamento do usuário em relação aos elementos interativos

BENEFÍCIOS

Benefícios

Permitem detalhar todos os aspectos de uma interface como cores, hierarquia de informação, layouts

Benefícios

Ajudam a orientar melhor o time quanto ao desenvolvimento e estimativas de tempo e recursos necessários

Benefícios

Ajuda como uma referência mais fiel do comportamento da interface e resultado final que deve ser atingido no desenvolvimento

Benefícios

Ajuda a ter feedbacks mais efetivos do usuário por se assemelhar com o produto final, em produção

DESVANTAGENS

Desvantagens

São mais onerosos e requerem mais tempo e recursos para reproduzir o resultado esperado

Desvantagens

Torna mais complexo o processo de iteração. Fazer ajustes na interface podem levar mais tempo

Desvantagens

Pode inibir os usuários a darem feedbacks mais sinceros e fazerem críticas

Desvantagens

Podem causar distrações ao usuário por focar menos na tarefa e mais na aparência

FERRAMENTAS

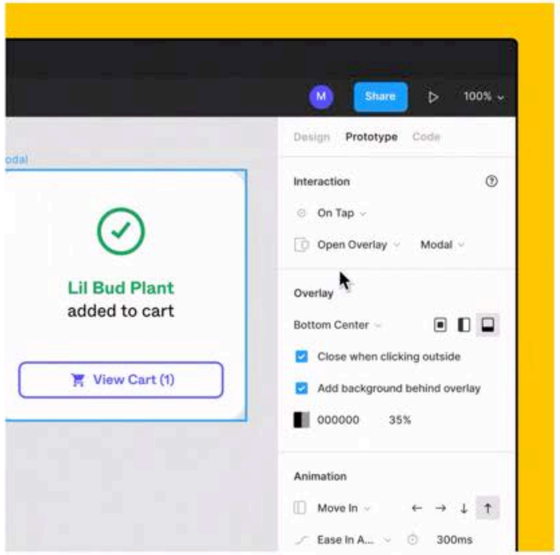
INTERAÇÕES SIMPLES

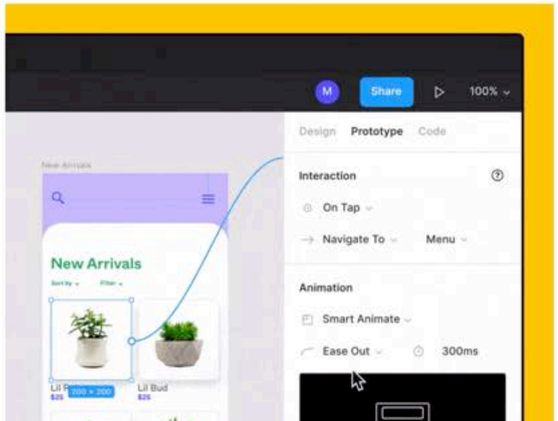
Figma

Create prototypes that feel like the real experience

Turn your static design files into an interactive experience—no coding required.

- **Intuitive build:** Simply connect UI elements and choose your interactions and animations.
- **Interactions:** Define subtle interactions, like on click, while hovering, while pressing a button, and more.
- **Mobile-optimized:** Details like device frames and momentum scrolling make your prototypes feel like the real experience.



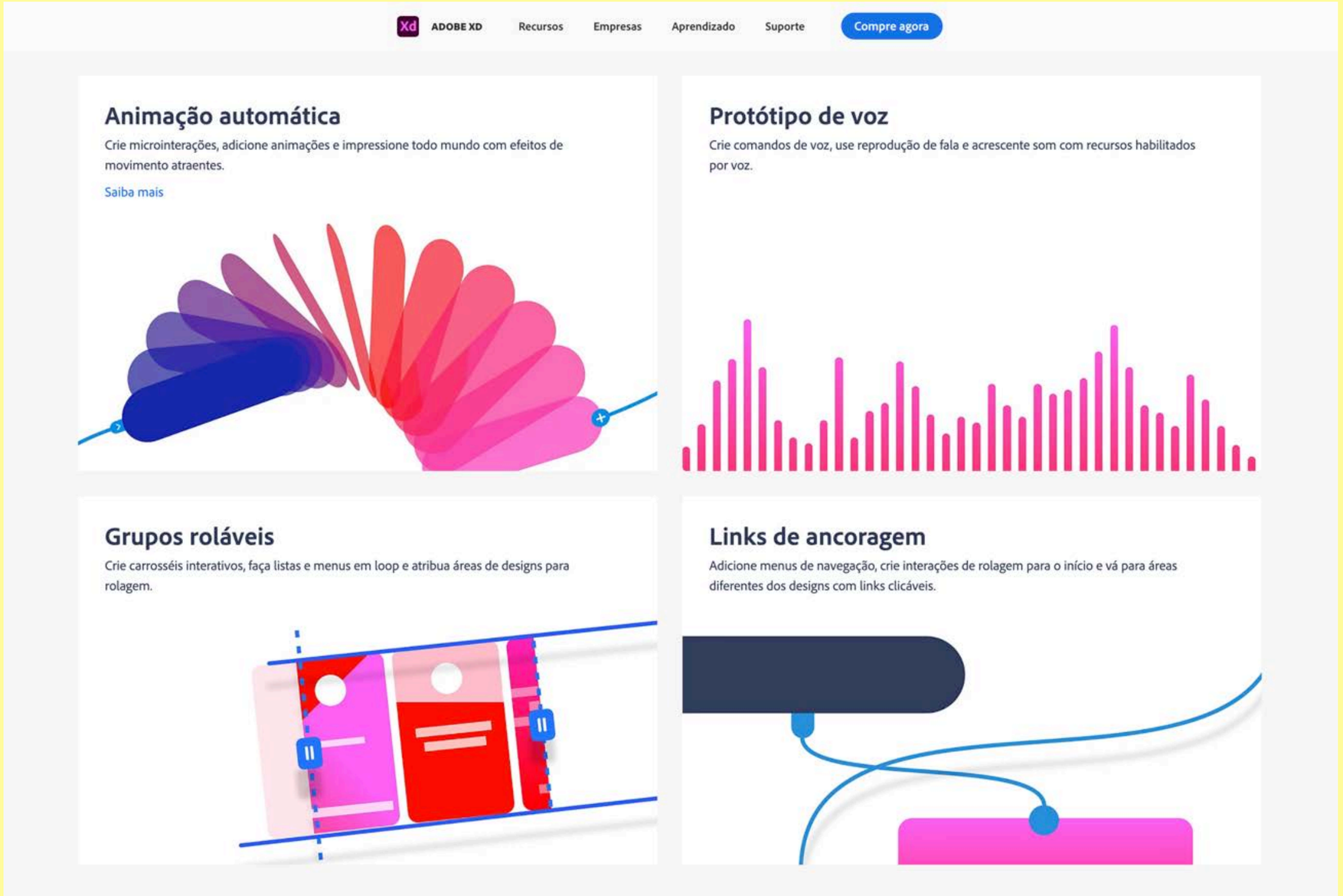


Show, don’t tell your interaction vision

Take the guesswork out of development by spelling out the interaction details you envision.

- **Advanced transitions with Smart Animate:** Automagically animate similar objects and create detailed transitions.
- **Dynamic overlays:** Create multiple layers of interactive content overlays.

Adobe XD


ADOBE XD
Recursos
Empresas
Aprendizado
Suporte
Compre agora
Animação automática
Crie microinterações, adicione animações e impressione todo mundo com efeitos de movimento atraentes.
Saiba mais
Protótipo de voz
Crie comandos de voz, use reprodução de fala e acrescente som com recursos habilitados por voz.
Grupos roláveis
Crie carrosséis interativos, faça listas e menus em loop e atribua áreas de designs para rolagem.
Links de ancoragem
Adicione menus de navegação, crie interações de rolagem para o início e vá para áreas diferentes dos designs com links clicáveis.

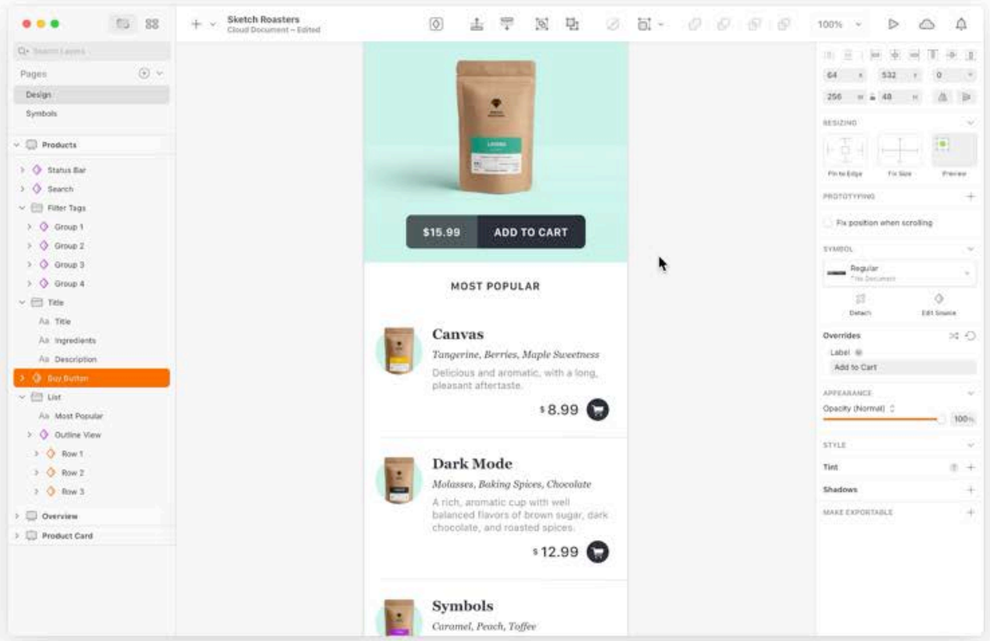
Sketch App

DESIGN

Work fast, create beautifully

Your best work happens when tools stay out of the way. With an intuitive interface, thoughtful features and all the power of a native macOS app, you can stay focused on designing incredible products.

Learn more



Bring your ideas to life

From pixel-perfect icons and scalable vector graphics, to full user flows and interactive prototypes, Sketch is the perfect place to design, create, test and iterate.

Build designs that scale

Lay the foundations for your product's design system with reusable, responsive components that automatically scale to fit their content. Then update them everywhere in a click.

Customise your workflow

Choose from hundreds of plugins and integrations that let you do everything from animating interactions to designing with live data.

Browse extensions →

INTERAÇÕES COMPLÉXAS

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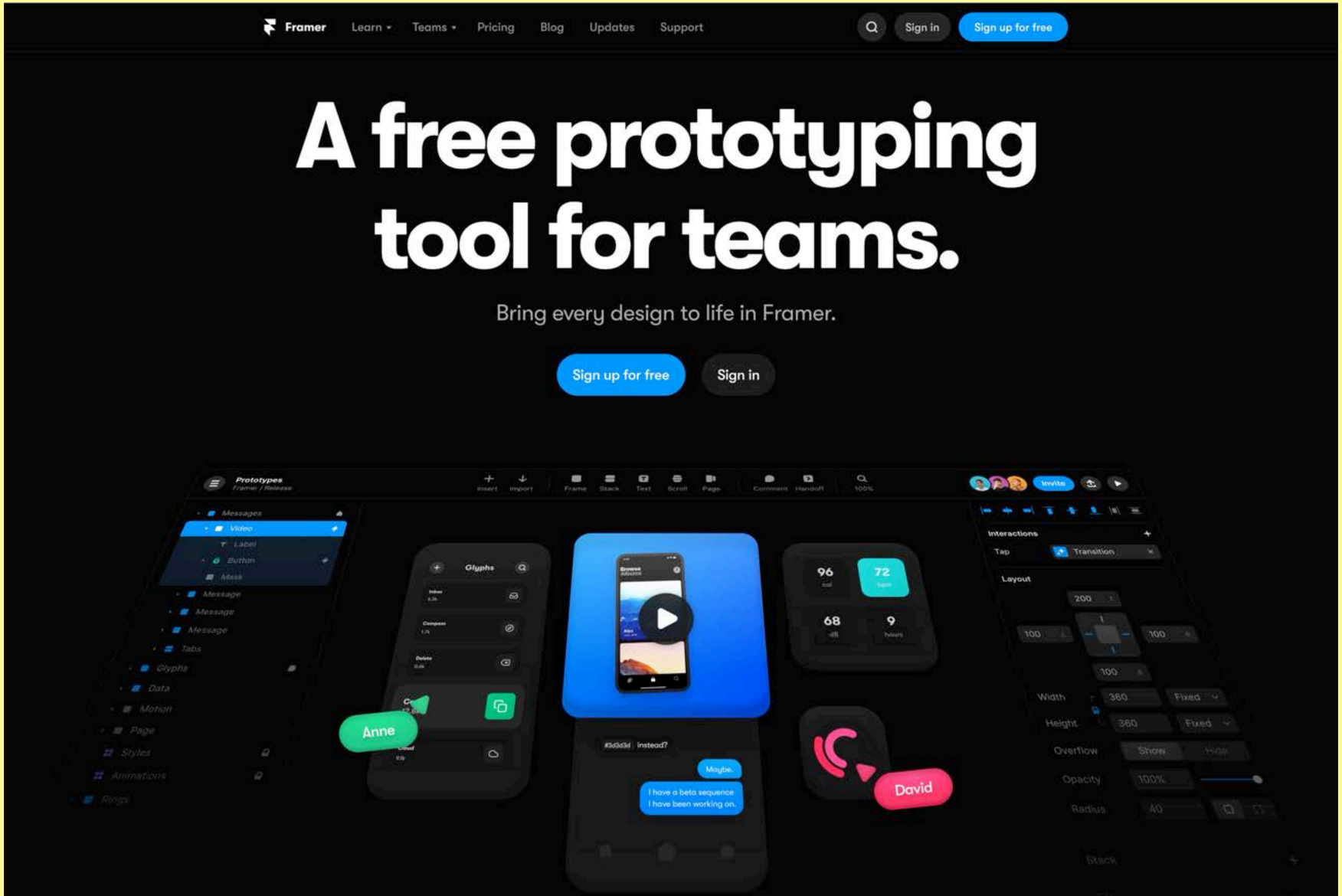
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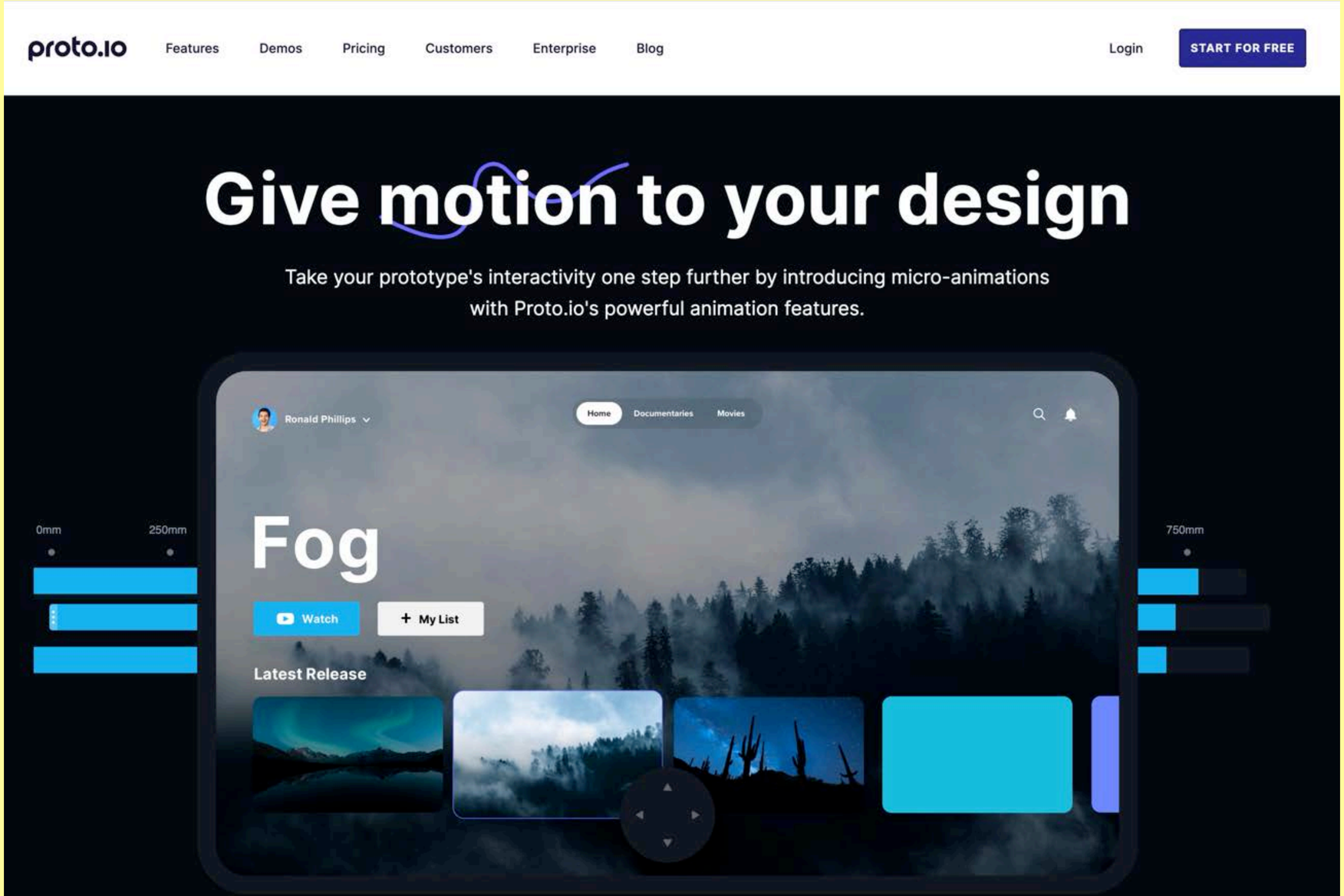
Anne
David
Maybe.
I have a beta sequence I have been working on.

Proto.io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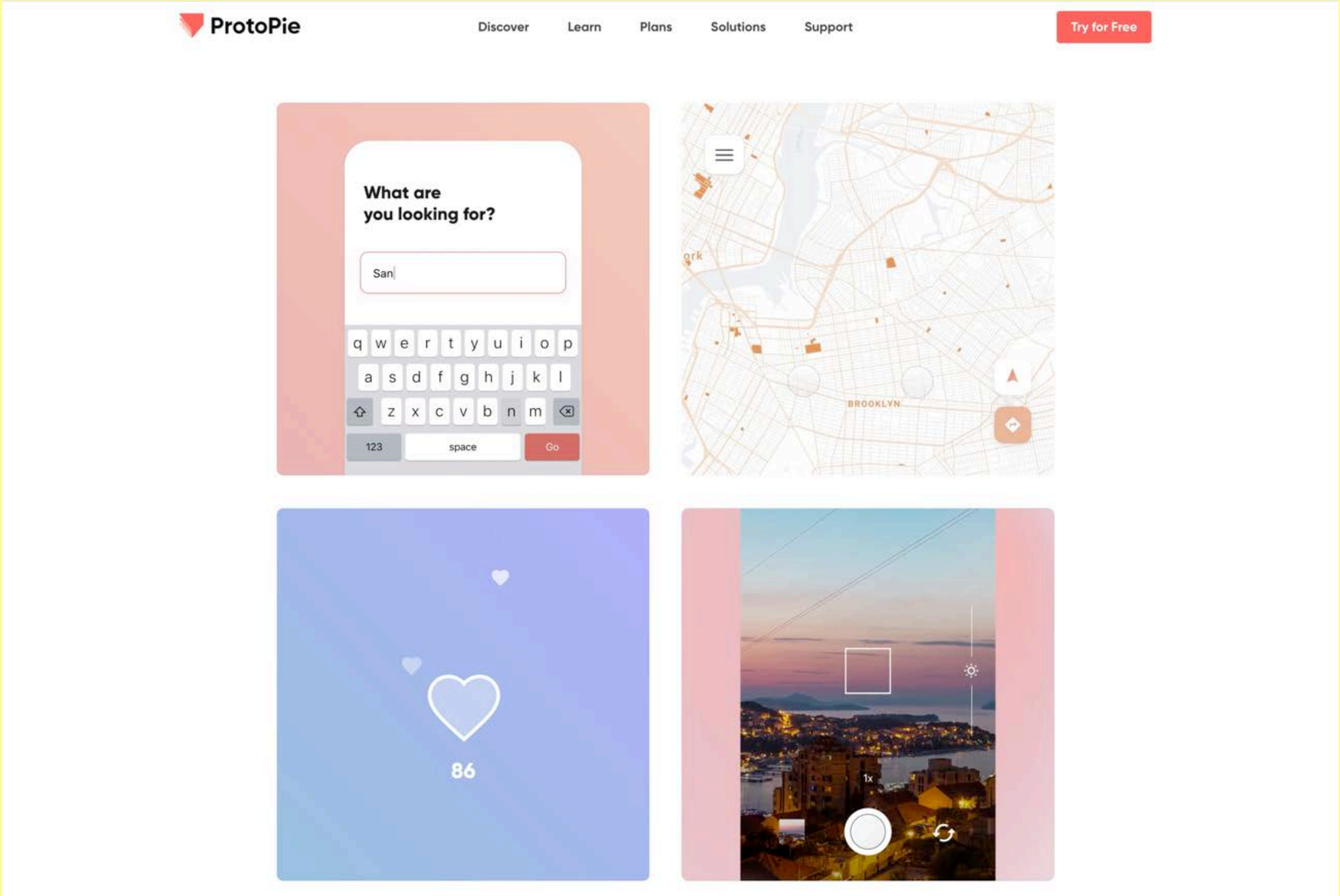
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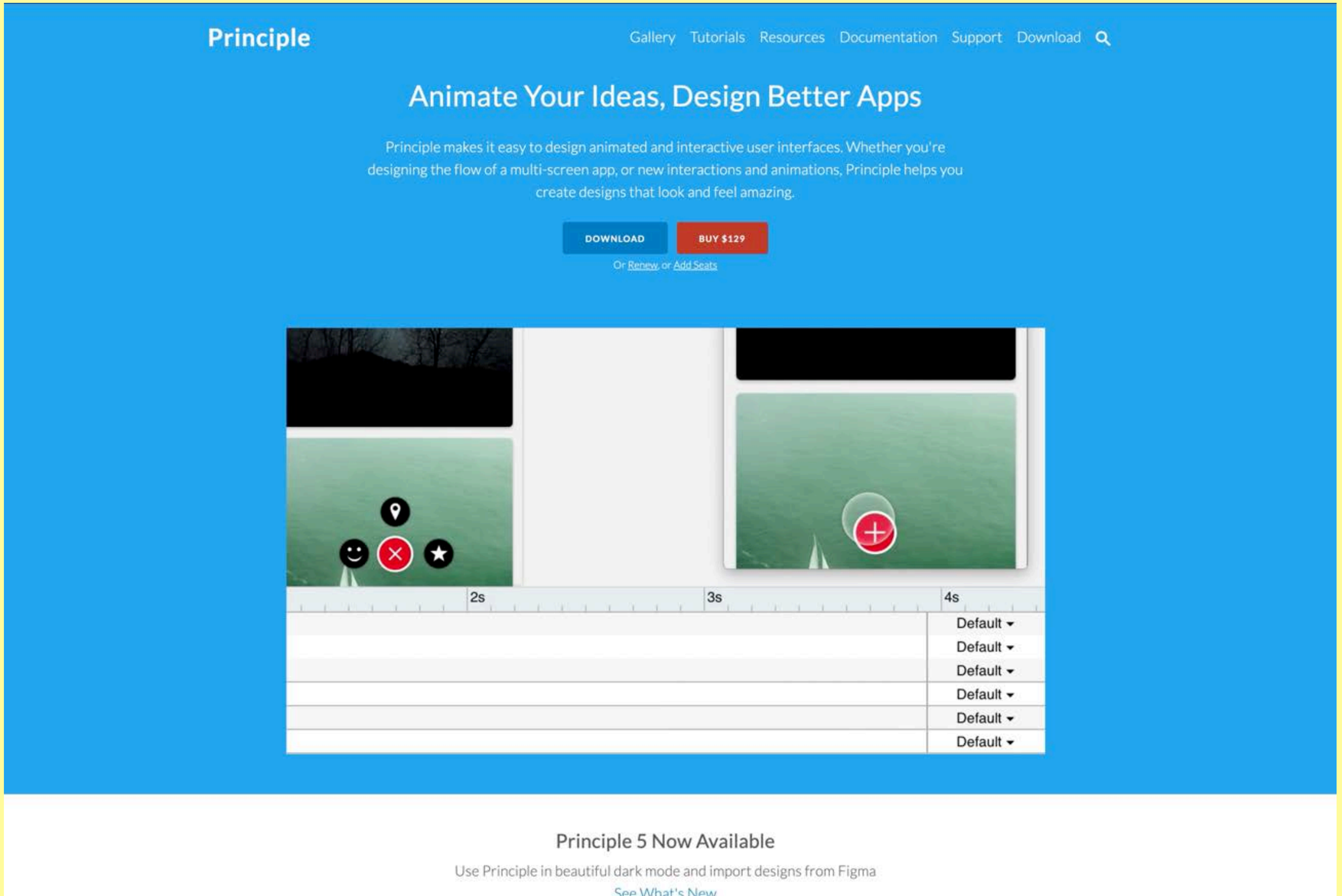
Principle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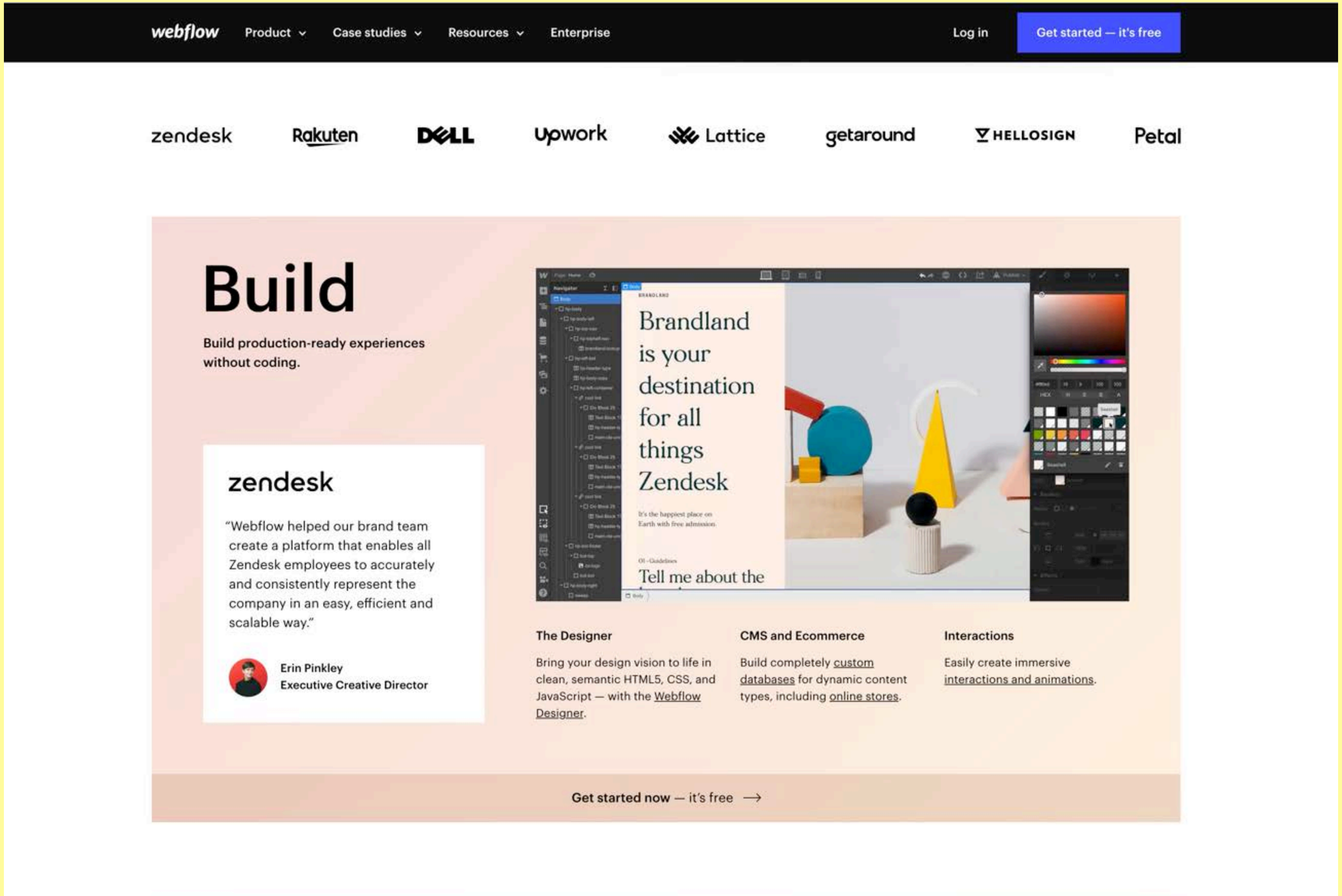
PRODUCTION READY

Webflow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Resources
Enterprise
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Get started — it's free
zendesk
Rakuten
DELL
Upwork
Lattice
getaround
HELLOSIGN
Petal
Build
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zendesk
"Webflow helped our brand team create a platform that enables all Zendesk employees to accurately and consistently represent the company in an easy, efficient and scalable way."
Erin Pinkley
Executive Creative Director
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Tell me about the
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Bring your design vision to life in clean, semantic HTML5, CSS, and JavaScript — with the Webflow Designer.
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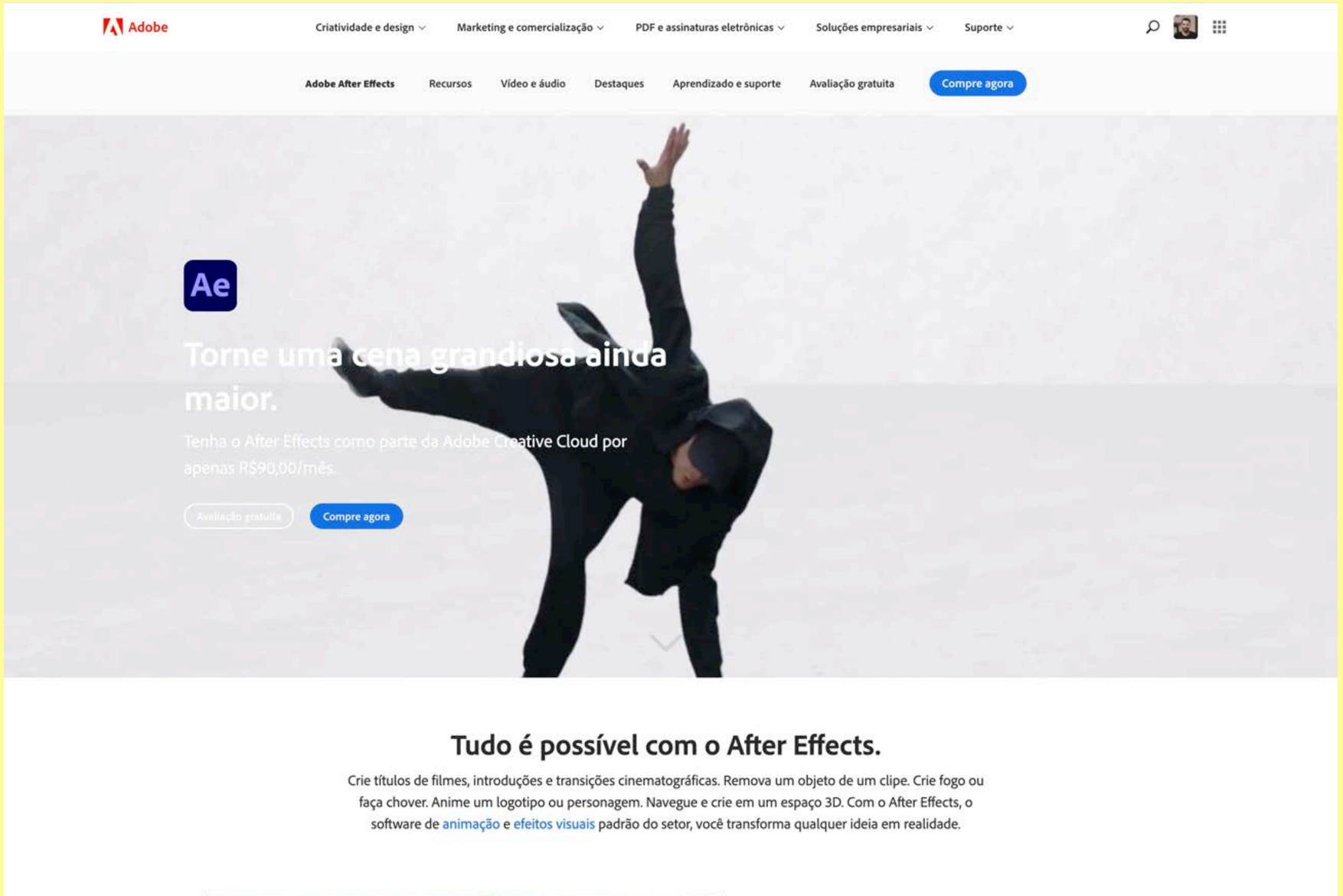
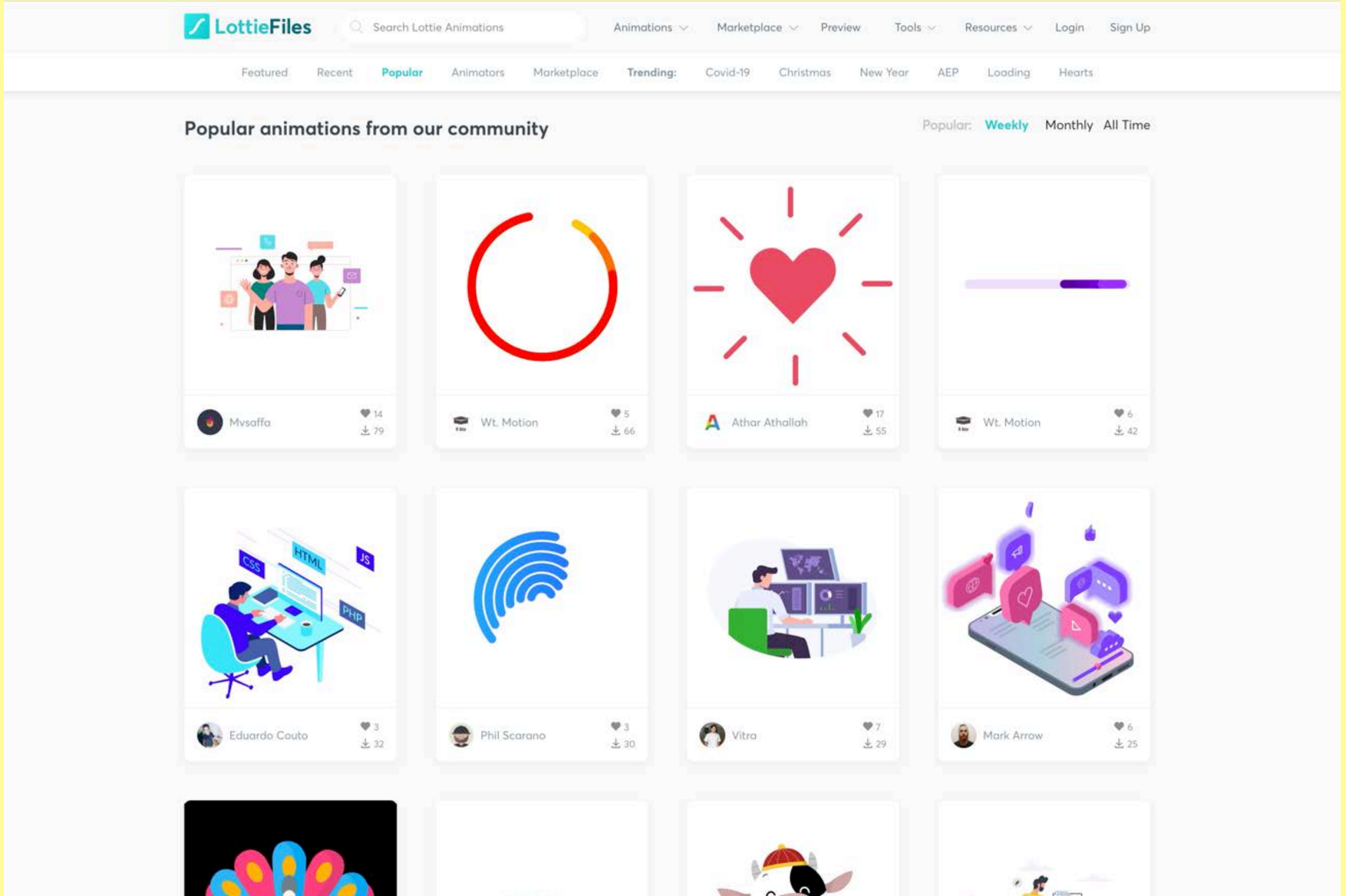
ANIMAÇÕES COM AFTER ÉFFECTS + LOTTIE

After effects



Lottie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14
79
Wt. Motion
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Athar Athallah
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55
Wt. Motion
6
42
CSS
HTML
JS
PHP
Eduardo Couto
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Phil Scarano
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Vitra
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Mark Arrow
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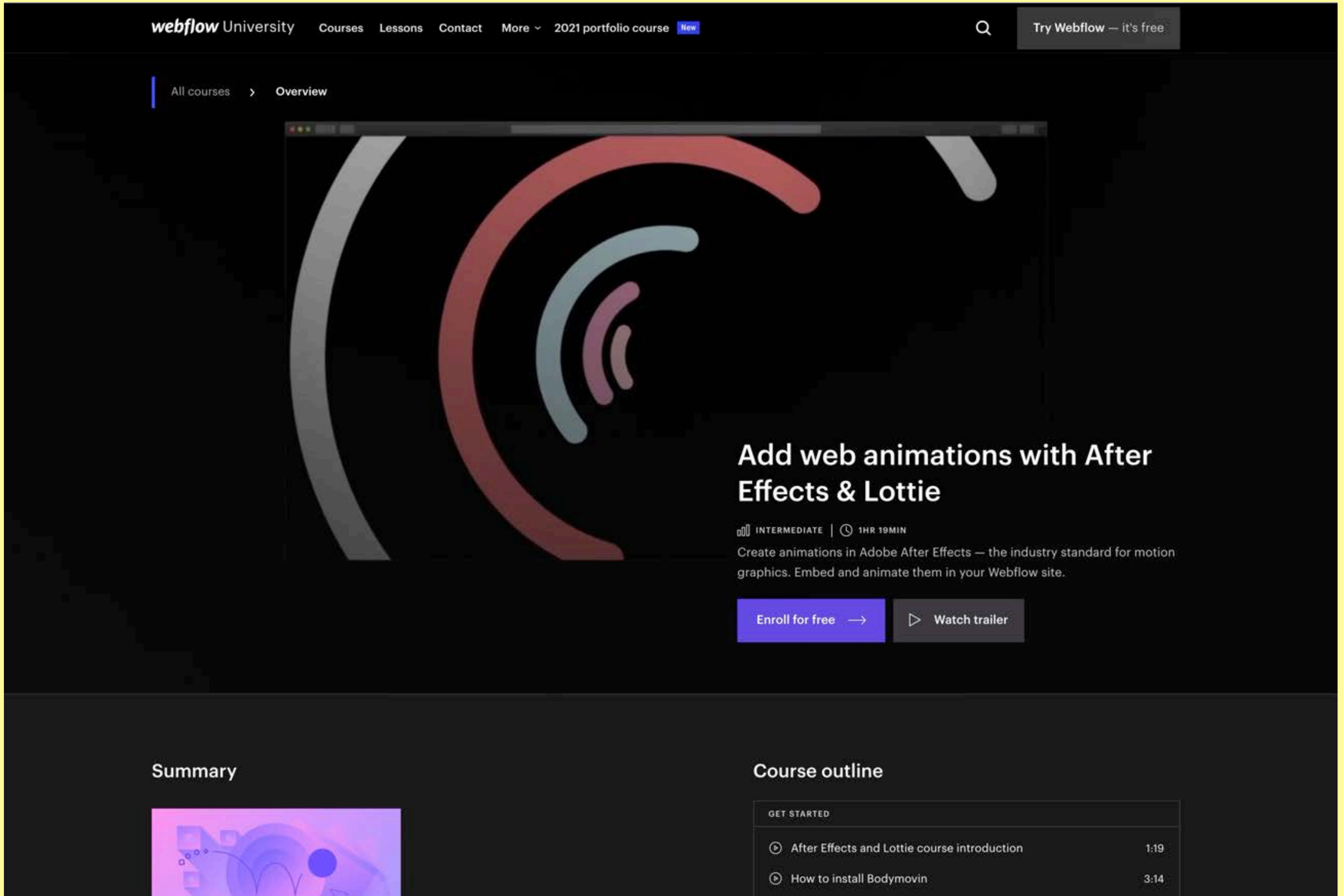
25

Webflow + After effects + Lottie



HARD SKILLS

Ferramentas

A melhor ferramenta é aquela que você sabe usar.

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FRAMER

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UI DESIGN PARA WEB

17.2

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

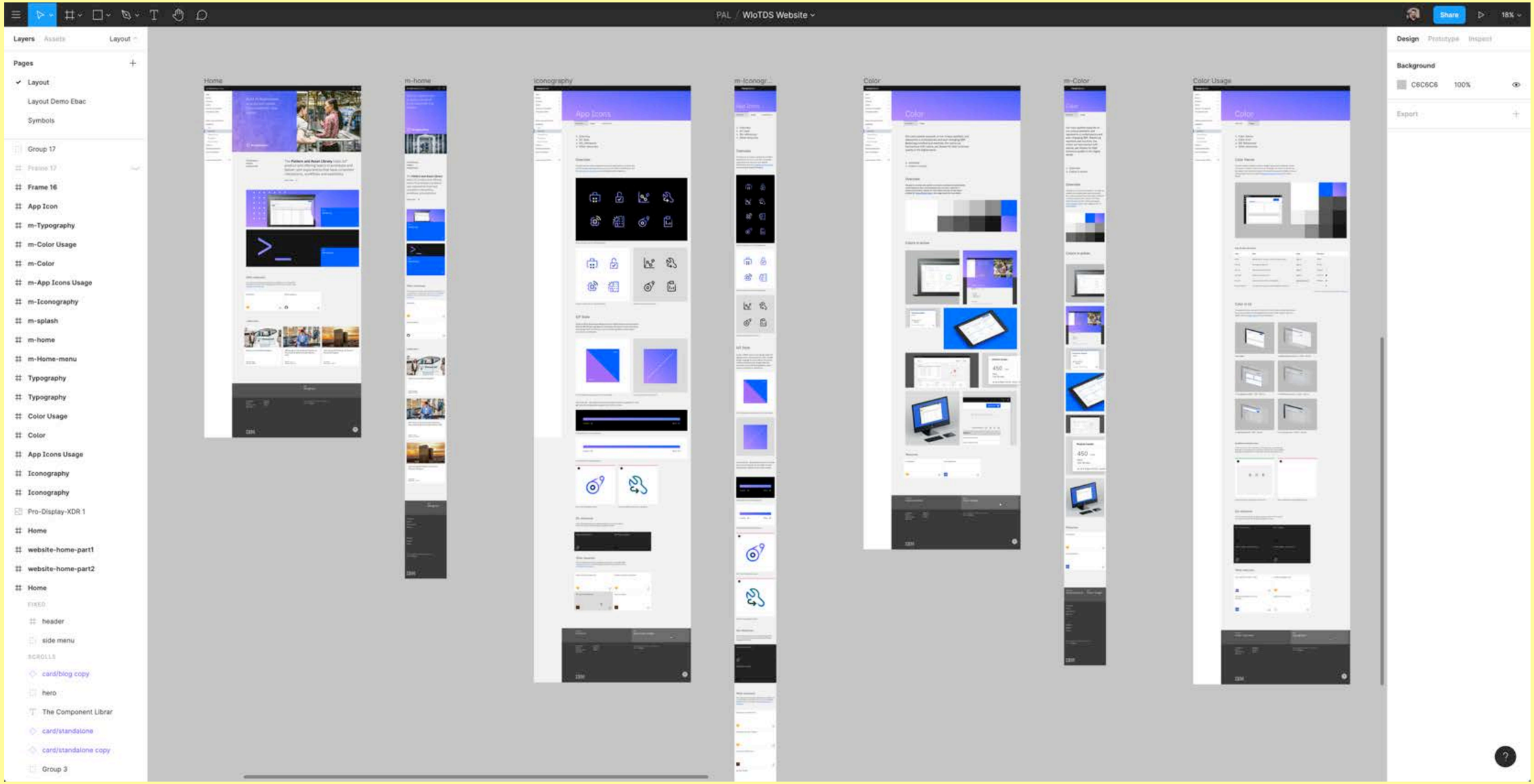
escola britânica de artes criativas

Módulo #17

Protótipos de alta fidelidade e microinterações

MICRO-INTERAÇÕES

PROTÓTIPOS DE ALTA FIDELIDADE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Frame 17
Frame 16
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m-Color
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m-splash
m-home
m-Home-menu
Typography
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Home
website-home-part1
website-home-part2
Home
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header
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Group 3
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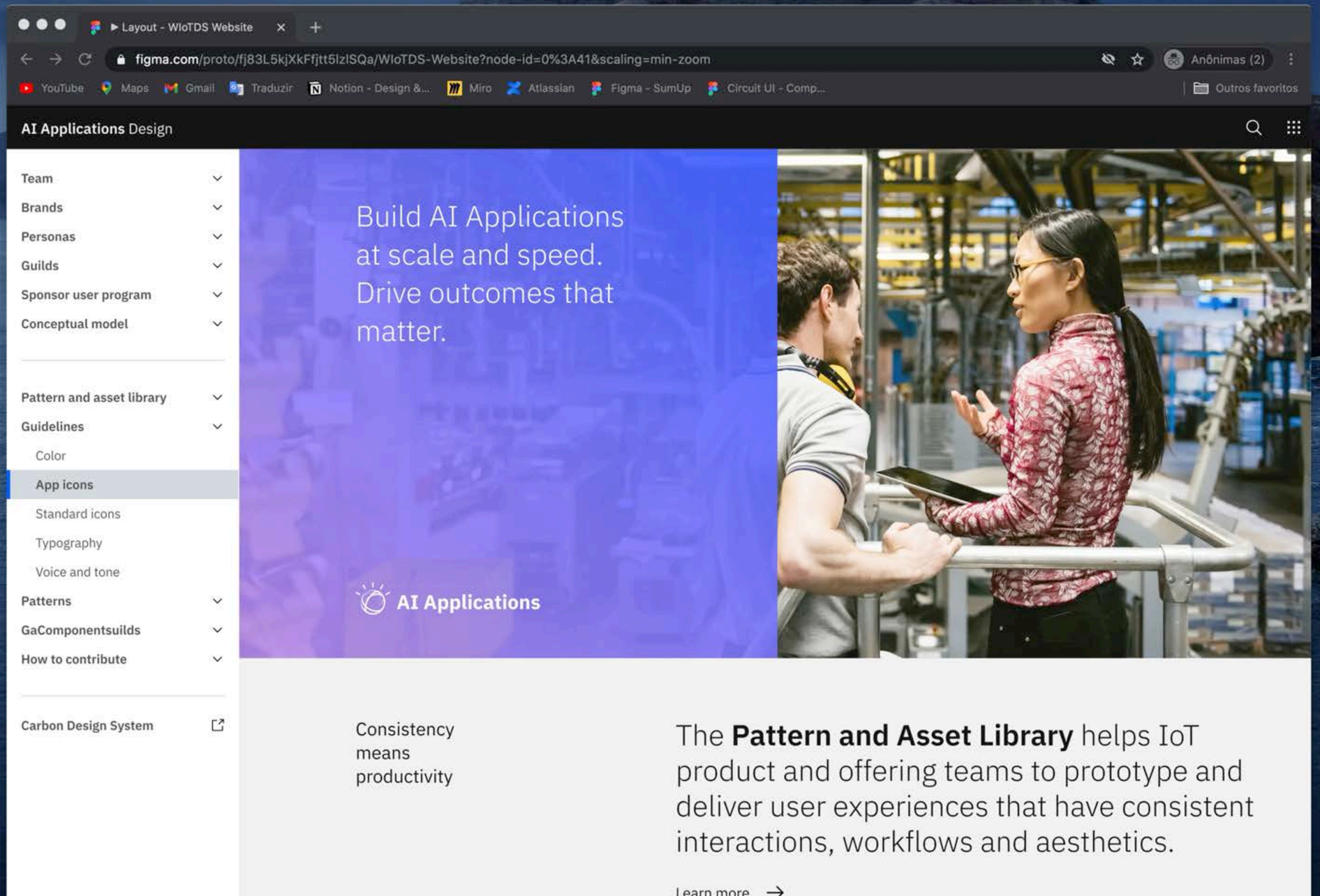
▶ Layout - WIoTDS Website
figma.com/proto/fj83L5kjXkFfjtt5IzISQa/WIoTDS-Website?node-id=0%3A41&scaling=min-zoom
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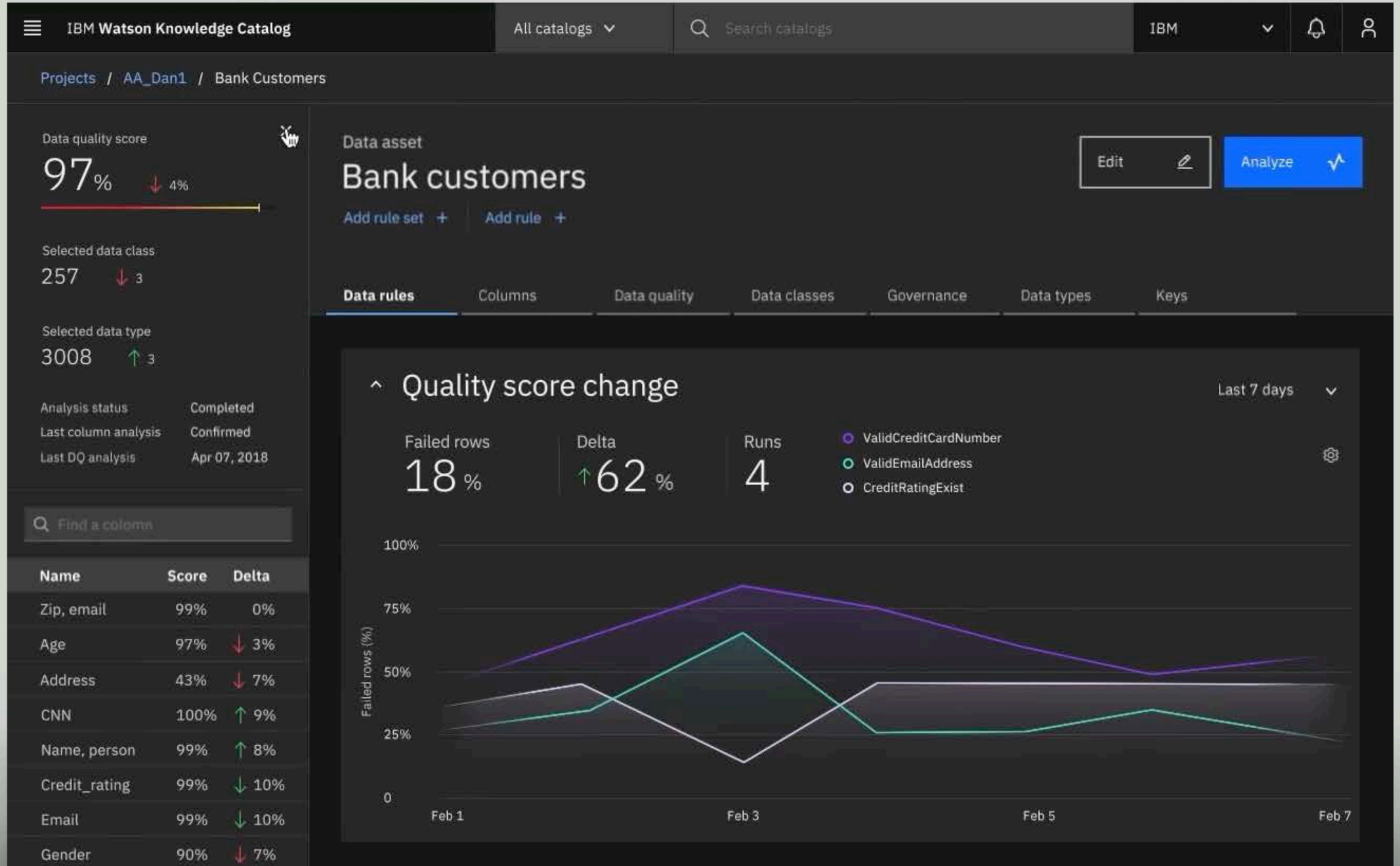
Patterns
GaComponentsuilds
How to contribute
Carbon Design System
Build AI Applications at scale and speed. Drive outcomes that matter.
AI Applications
Consistency means productivity
The Pattern and Asset Library helps IoT product and offering teams to prototype and deliver user experiences that have consistent interactions, workflows and aesthetics.
Learn more

DETALHE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Data quality score
97%
4%
Selected data class
257
3
Selected data type
3008
3
Analysis status Completed
Last column analysis Confirmed
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Find a column
Name Score Delta
Zip, email 99% 0%
Age 97% 3%
Address 43% 7%
CNN 100% 9%
Name, person 99% 8%
Credit_rating 99% 10%
Email 99% 10%
Gender 90% 7%
Data asset
Bank customers
Add rule set +
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Data rules
Columns
Data quality
Data classes
Governance
Data types
Keys
Quality score change
Last 7 days
Failed rows
18%
Delta
62%
Runs
4
ValidCreditCardNumber
ValidEmailAddress
CreditRatingExist
100%
75%
50%
25%
0
Failed rows (%)
Feb 1
Feb 3
Feb 5
Feb 7

Microinterações

Uma microinteração é o momento contido no produto que gira em torno de um único caso de uso – uma pequena parte da funcionalidade que faz apenas uma coisa.

Fonte: Microinterações, Dan Saffer

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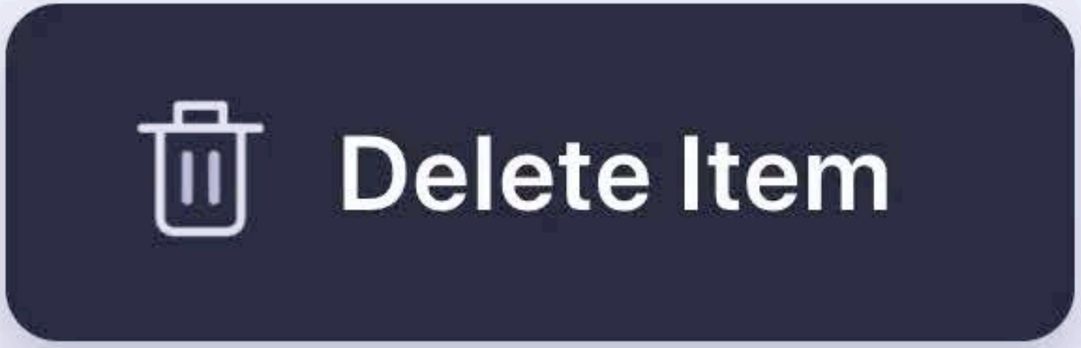
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Customized Series

★★★★☆

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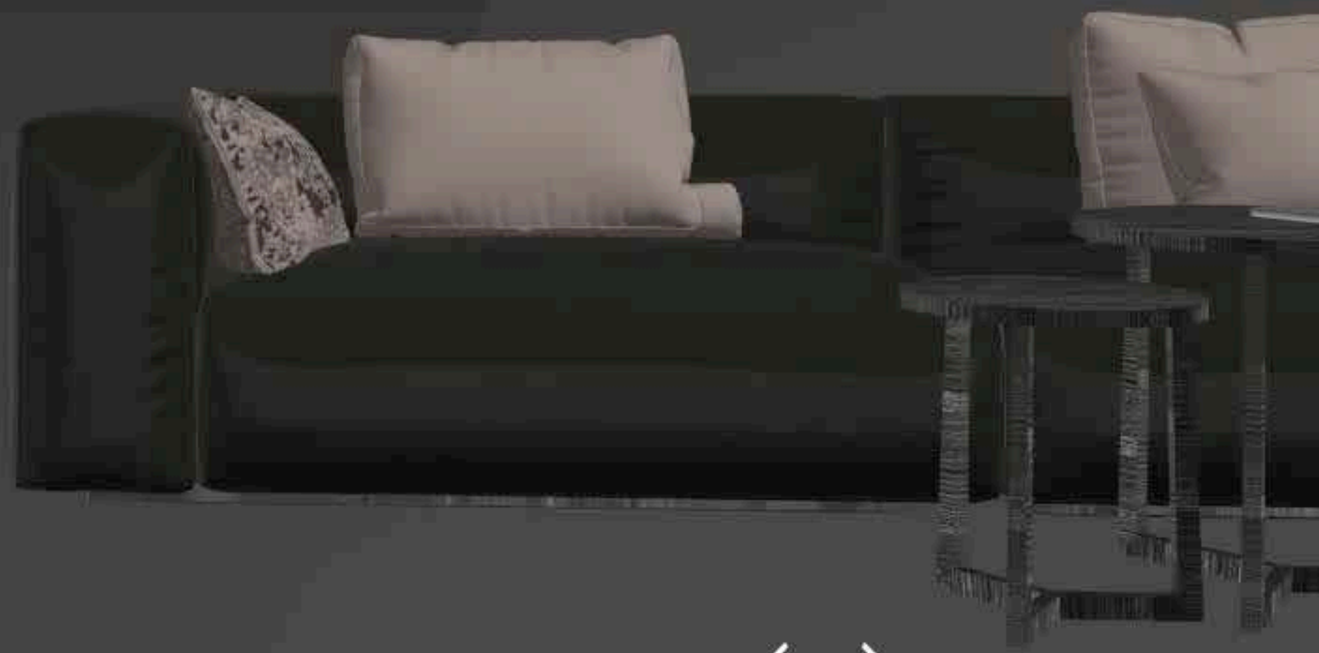

01 04

GATILHO
REGRAS
FEEDBACK
LOOPS & MODOS

Fonte: Microinterações, Dan Saffer

GATILHO (TRIGGER)

Gatilho

Inicia a microinteração

Ex.: Botão, a foto no instagram

REGRAS (RULES)

Regras

Determina como a microinteração funciona

Ex.: Ao clicar, quando passar o mouse em cima, quando tocar duas vezes seguidas

FEEDBACK (RETORNO)

Feedback

Comportamento visual ou auditivo como resposta. Tem que ser rápido pra associar com o gatilho

Ex.: Reproduz animação, troca de cor

LOOPS & MODOS (CICLOS)

Loops & modos

Modos são os estados, e o loop é o que inicia e o que reverte

Ex.: Dá like, tira like.

MOTION DESIGN

DEVE SER APLICADO COM MODERAÇÃO

CONTEXTO

"Get your colleagues together, they'll become a family!"

Boogie, April 2015 (you know, the dog on the homepage).
"Don't do so, and they'll just be colleagues." The intern, March 2020.

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UI DESIGN PARA WEB

17.3

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

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Módulo #17

Protótipos de alta fidelidade e microinterações

MICRO-INTERAÇÕES NO FIGMA

Figma

- Links
- Transições
- Overlay
- Click, drag, hover...
- Duração
- Atenuações de movimento (curvas de bézier)
- Smart animate

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