

UI DESIGN PARA WEB

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

17.1

EBC
escola
britânica
de artes
criativas

Módulo #17

Protótipos de alta
fidelidade e
micointerações

**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

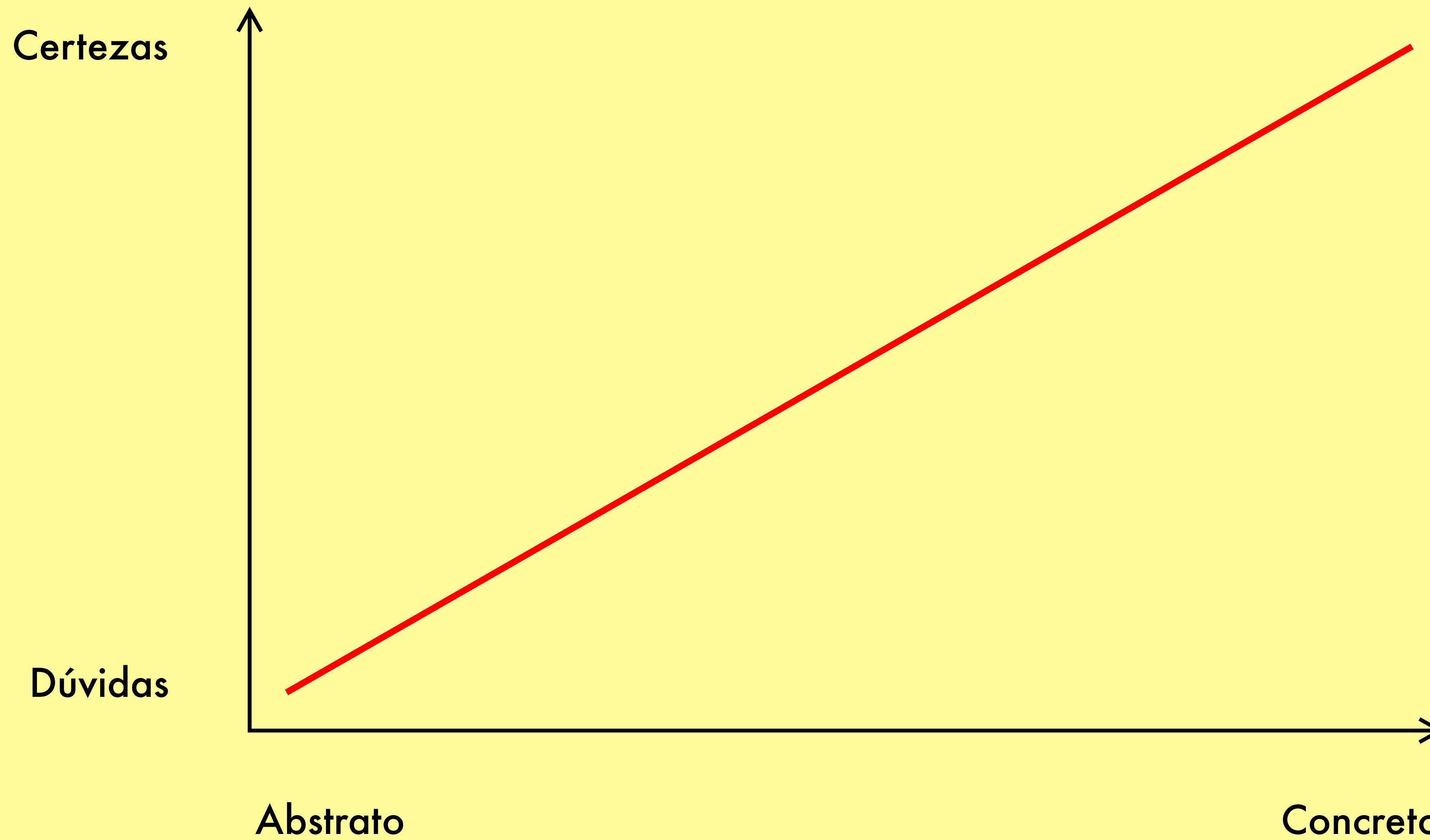
HI-FI

**NÍVEIS DE
FIDELIDADE**

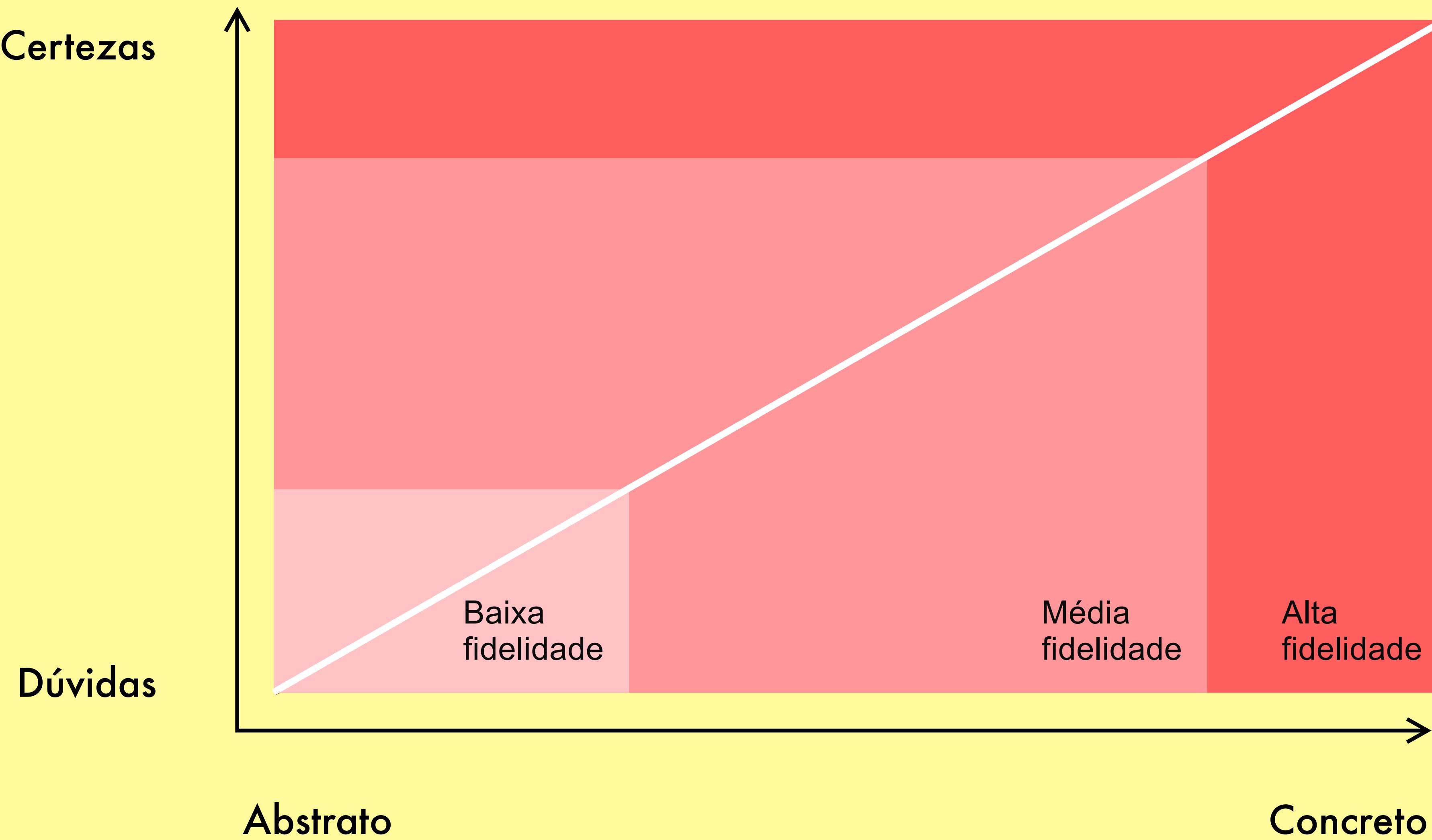
Níveis de fidelidade

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



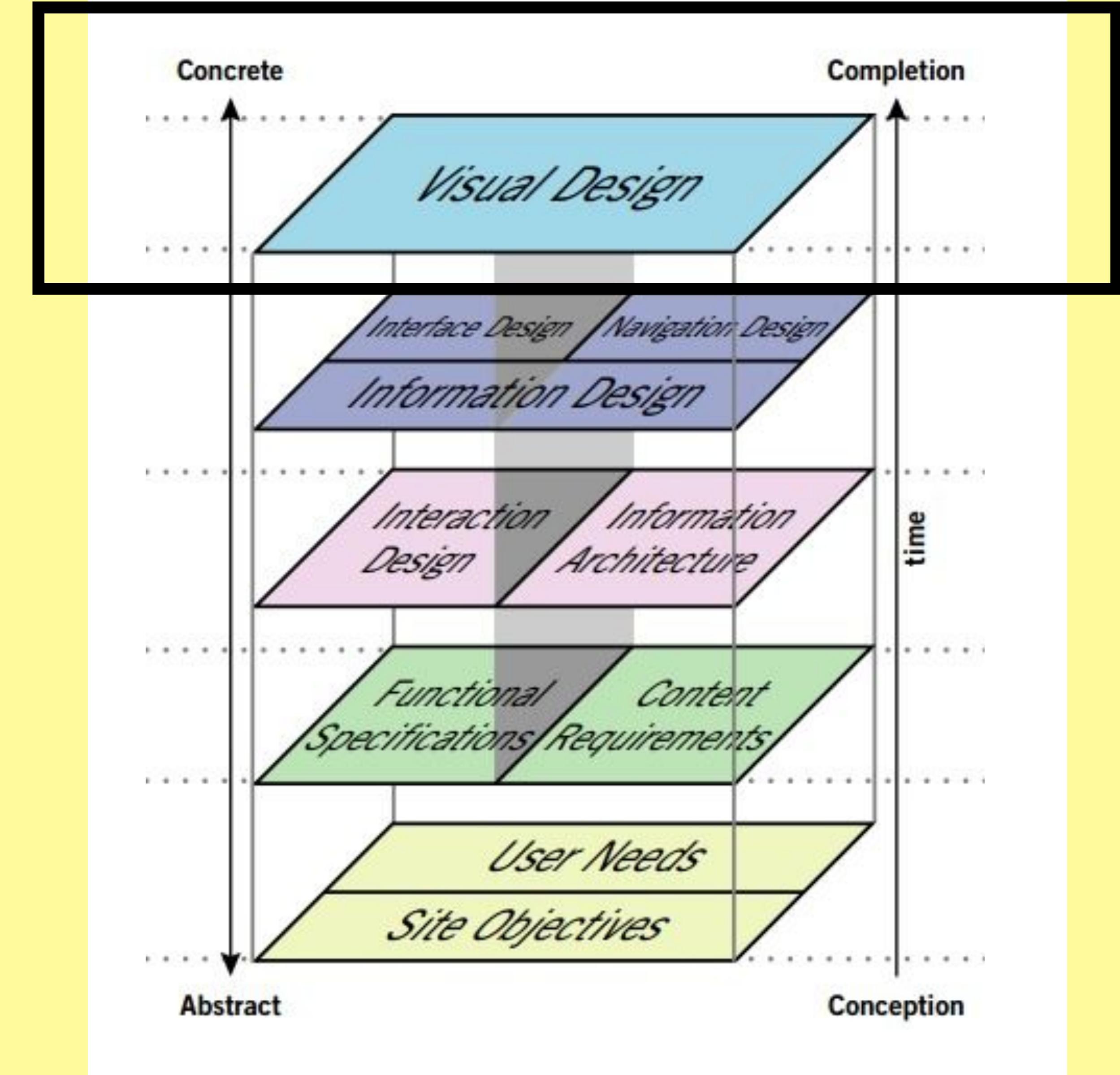
Níveis de fidelidade



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

Jesse James Garret

Os elementos da experiência do usuário

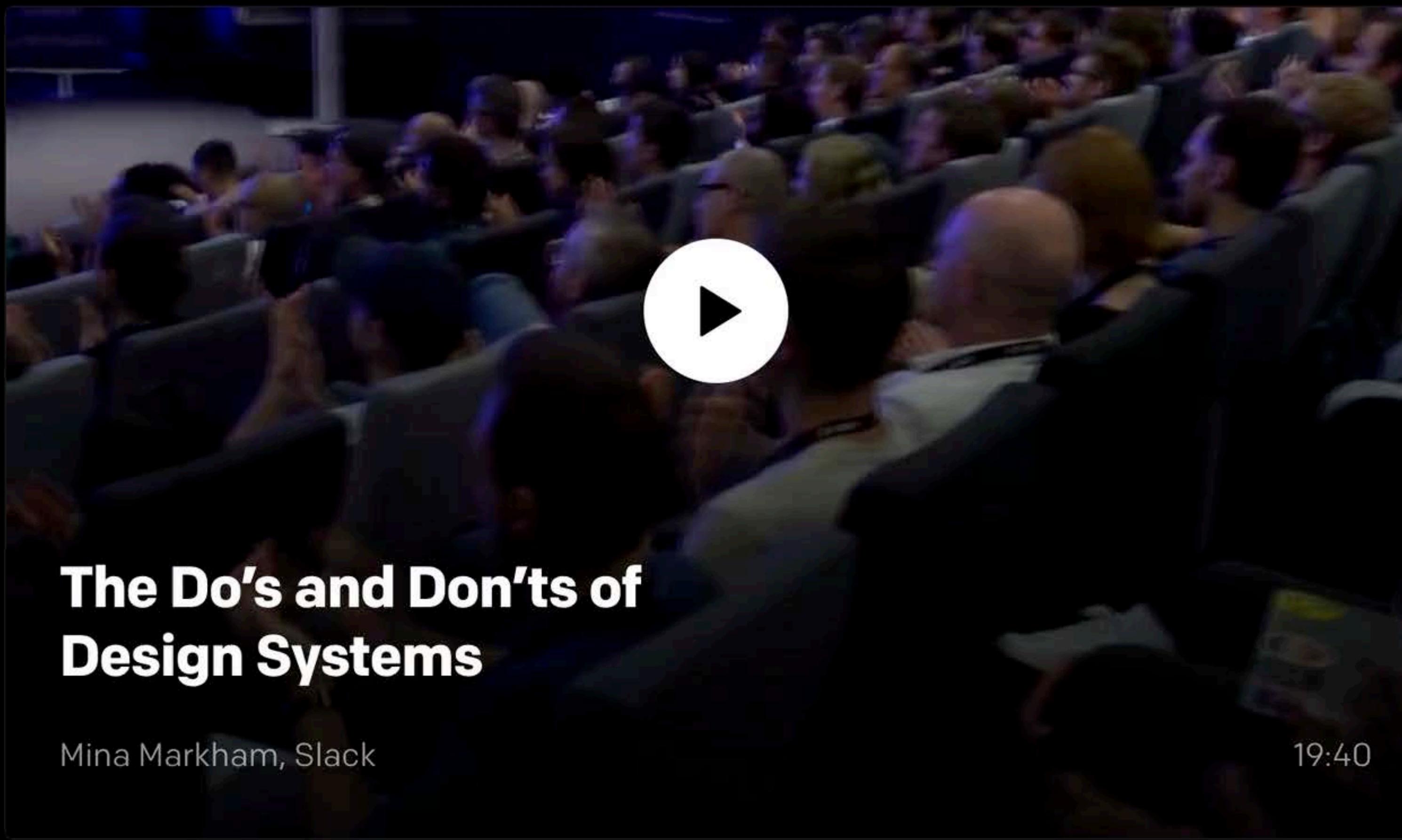


For Reusability

Read more >

for Teams at Dropbox

Read more >



Tuesday, December 22

Summary

KCAL

354

Start a workout

Core

With Katy

Start



Run



Projects / AA_Dan1 / Bank Customers

Data quality score

97%

Selected data class

257

Selected data type

3008

Analysis status

Completed

Last column analysis

Confirmed

Last DQ analysis

Apr 07, 2018

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%
--------	-----	------

Marital_status	97%	0%
----------------	-----	----

Data asset

Bank customers

Add rule set

Add rule

Edit

Analyze

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





RAYA AND THE LAST DRAGON

PLAY NOW

WATCH LIST



Animation



Action



Scifi



Fantasy

My List



JOKER
BY CHRISTIAN BALE



Prototyping meets User Testing.

Get video, voice and analytical feedback on designs and prototypes in just a few clicks. Now in private beta.

[Get early access](#)

Comments Transcription Init

Recording by Dan Smith

Murat Mutlu 3h 0:01 This button was very unclear. [Reply](#)

Murielle Beau 3h 0:02 I think here it got confusing. [Reply](#)

Filippo Chiumento 10m I agree, it's clear the user was confused here. [Reply](#)

Write a response...

Jennifer Samson 2h 0:22 Great job this solves a lot! [Reply](#)

Xiu Lee 2h 2:25 Maybe we need better copy here? [Reply](#)

HOME PLANS TOUR SHOP

Discover a new way of delivering emails.

Automate your process and get your newsletter out to your customers in a matter of clicks.

Get started



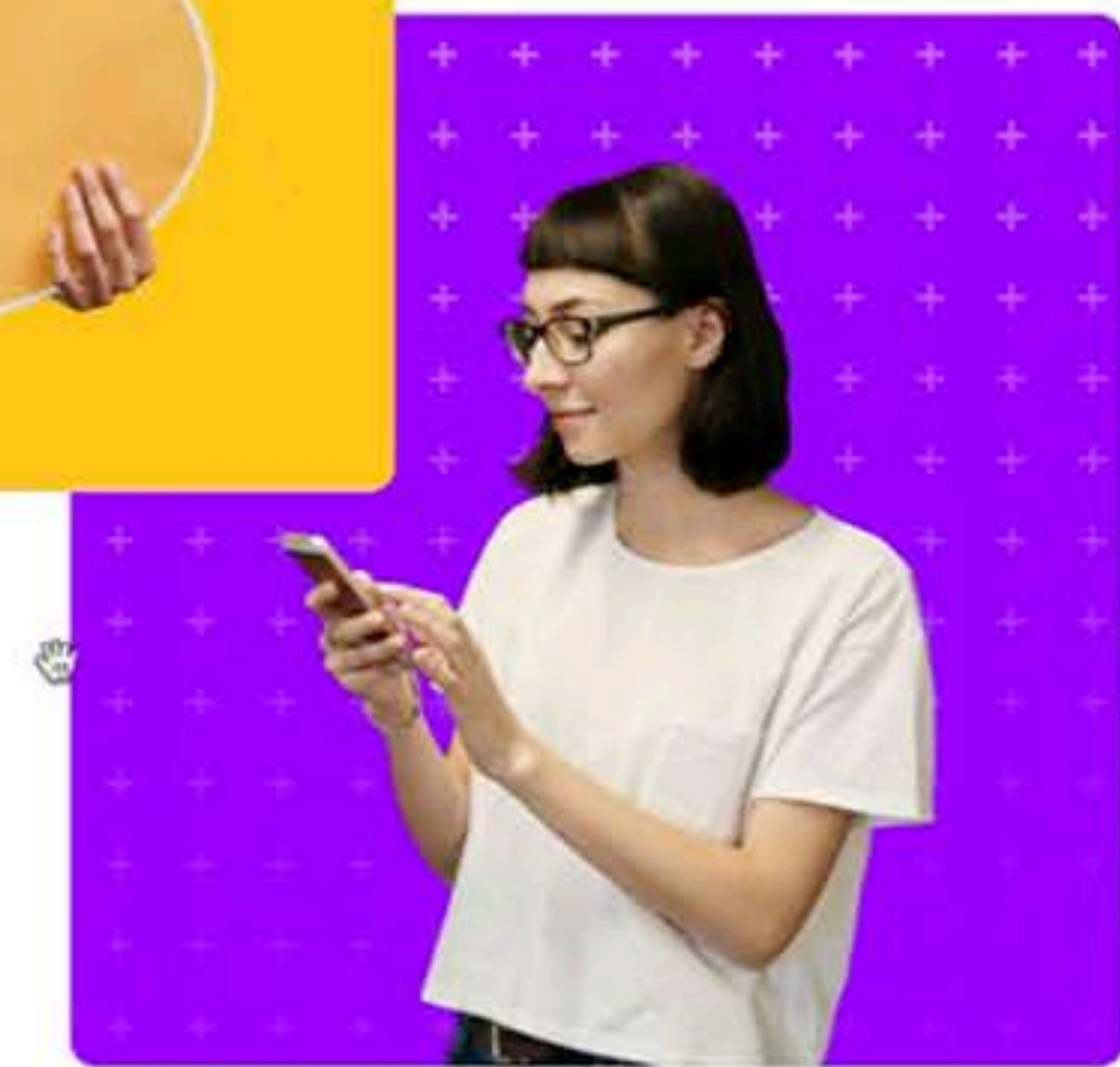
sid.



We accelerate your business

sid. is a creative studio specializing
in creating unique marketing solutions.

[SEE OUR PORTFOLIO >](#)





Vans / Slip On

Cut and Paste

IDR 1.299K

Colors:



Size:



Add to Cart



Vans



Old Skool

Black / IDR 750K

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

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

Benefícios

Ajudar 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 interação. 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

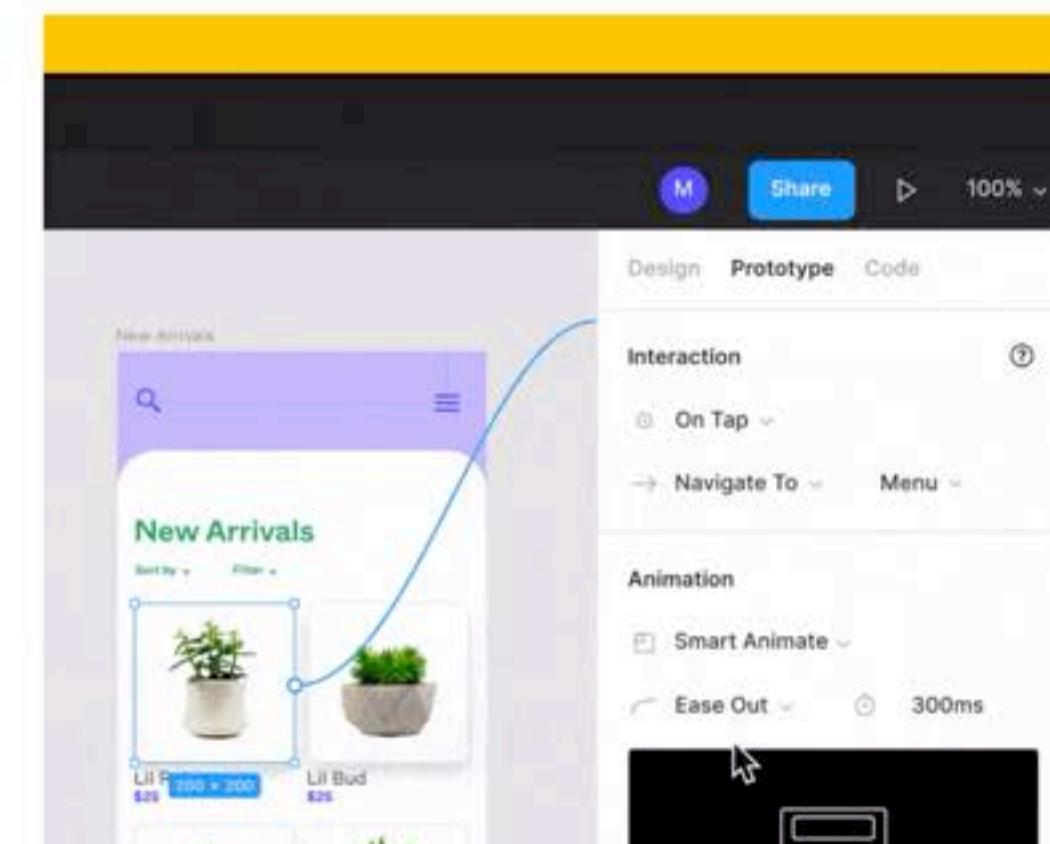
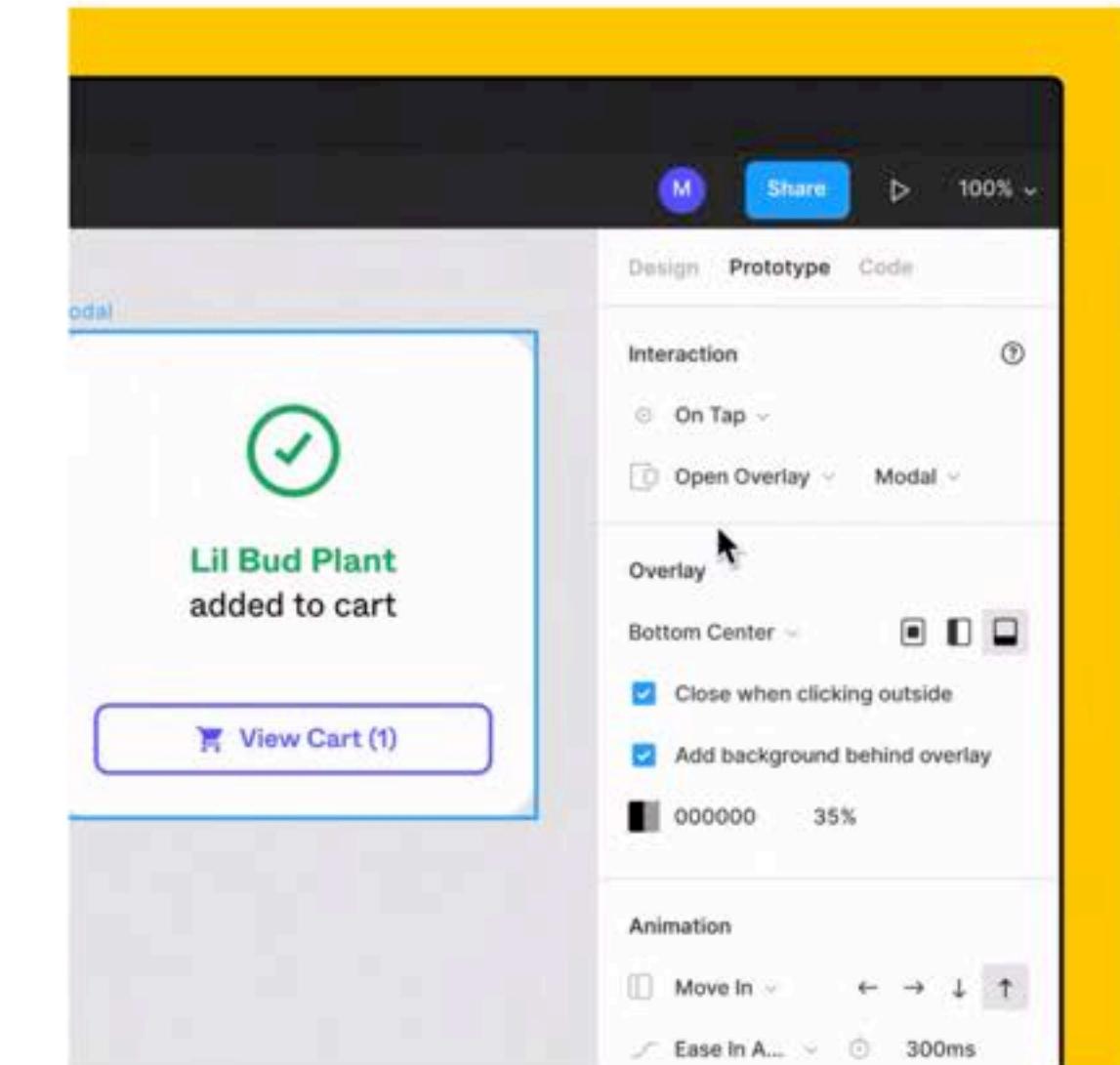
INTERAÇÕES SIMPLÉS

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

The screenshot displays the Adobe XD website with a yellow header and a white main content area. The header includes the 'Xd' logo, 'ADOBE XD', 'Recursos', 'Empresas', 'Aprendizado', 'Suporte', and a 'Compre agora' button. The main content is organized into four sections:

- Animação automática**: Describes creating microinteractions and animations with attractive movement effects. It includes a 'Saiba mais' link and an image of a colorful, fan-like 3D object.
- Protótipo de voz**: Describes creating voice commands, audio playback, and sound augmentation. It includes an image of a waveform.
- Grupos roláveis**: Describes creating interactive carousels, lists, and loops, and assigning design areas for scrolling. It includes an image of a mobile interface with a scrollable list.
- Links de ancoragem**: Describes adding navigation menus, creating scroll interactions for the start and end of designs, and linking to different areas with clickable links. It includes an image of a curved line connecting a dark blue button to a pink button.

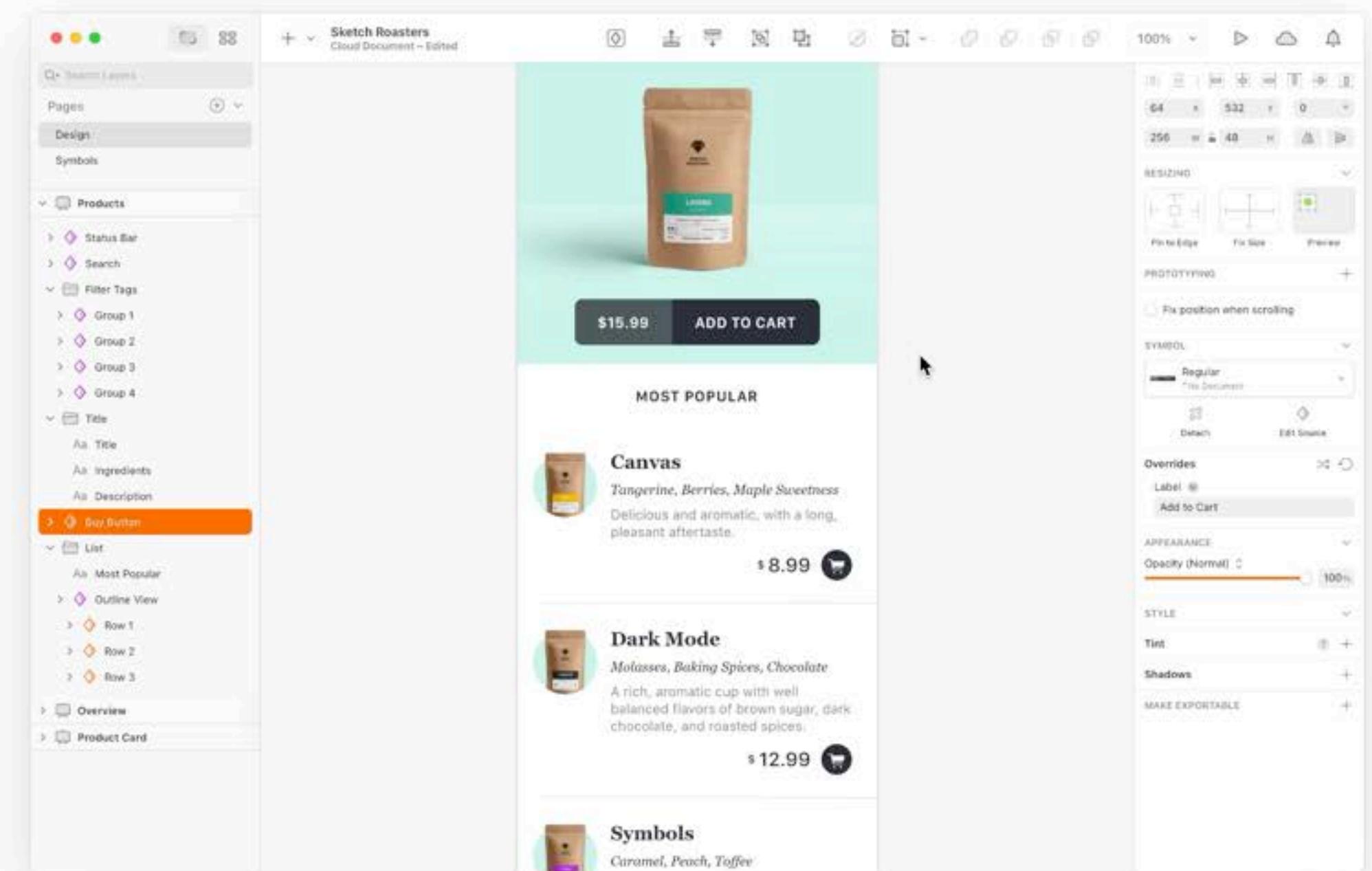
Sketch App

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.

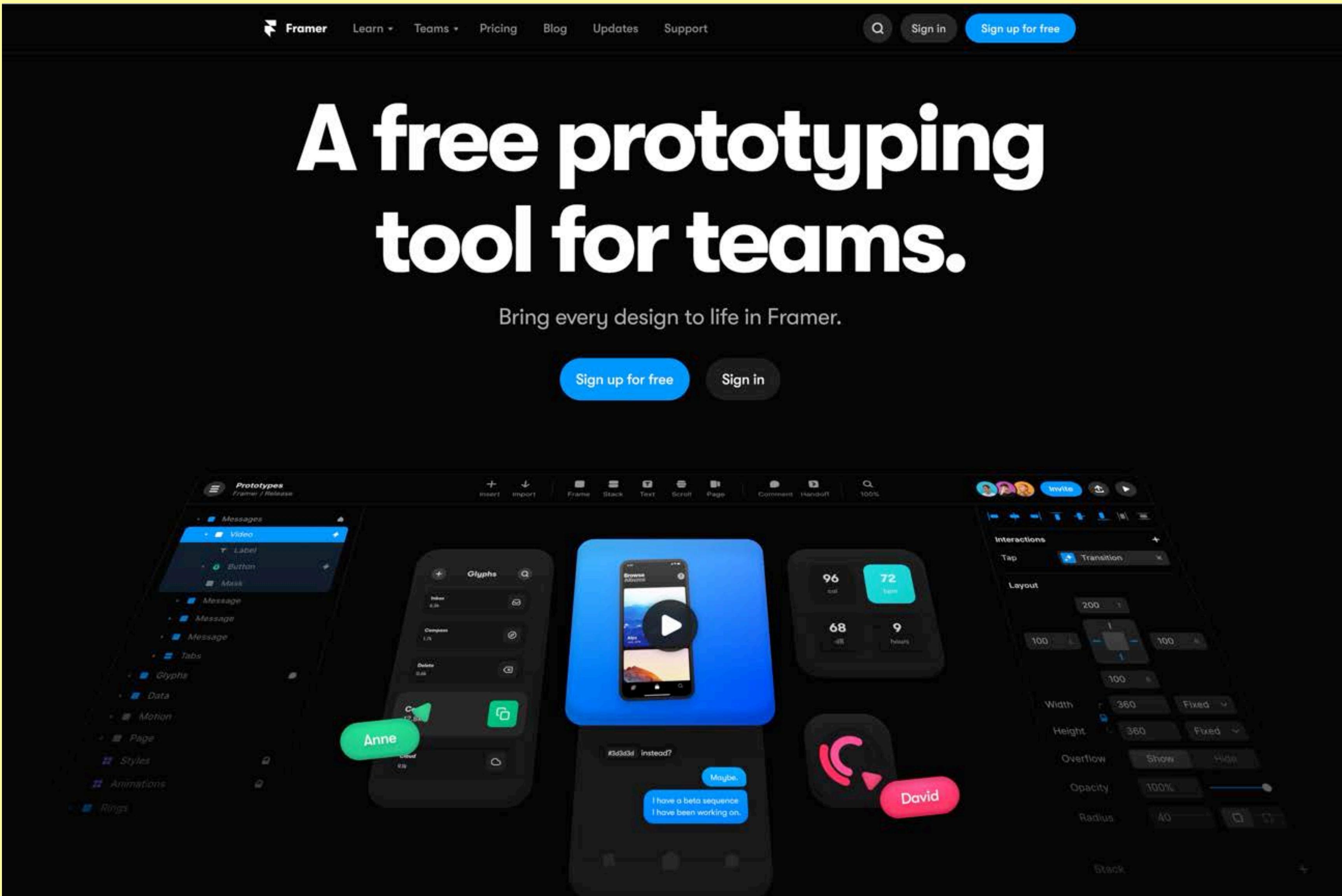
Customise your workflow

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

[Browse extensions →](#)

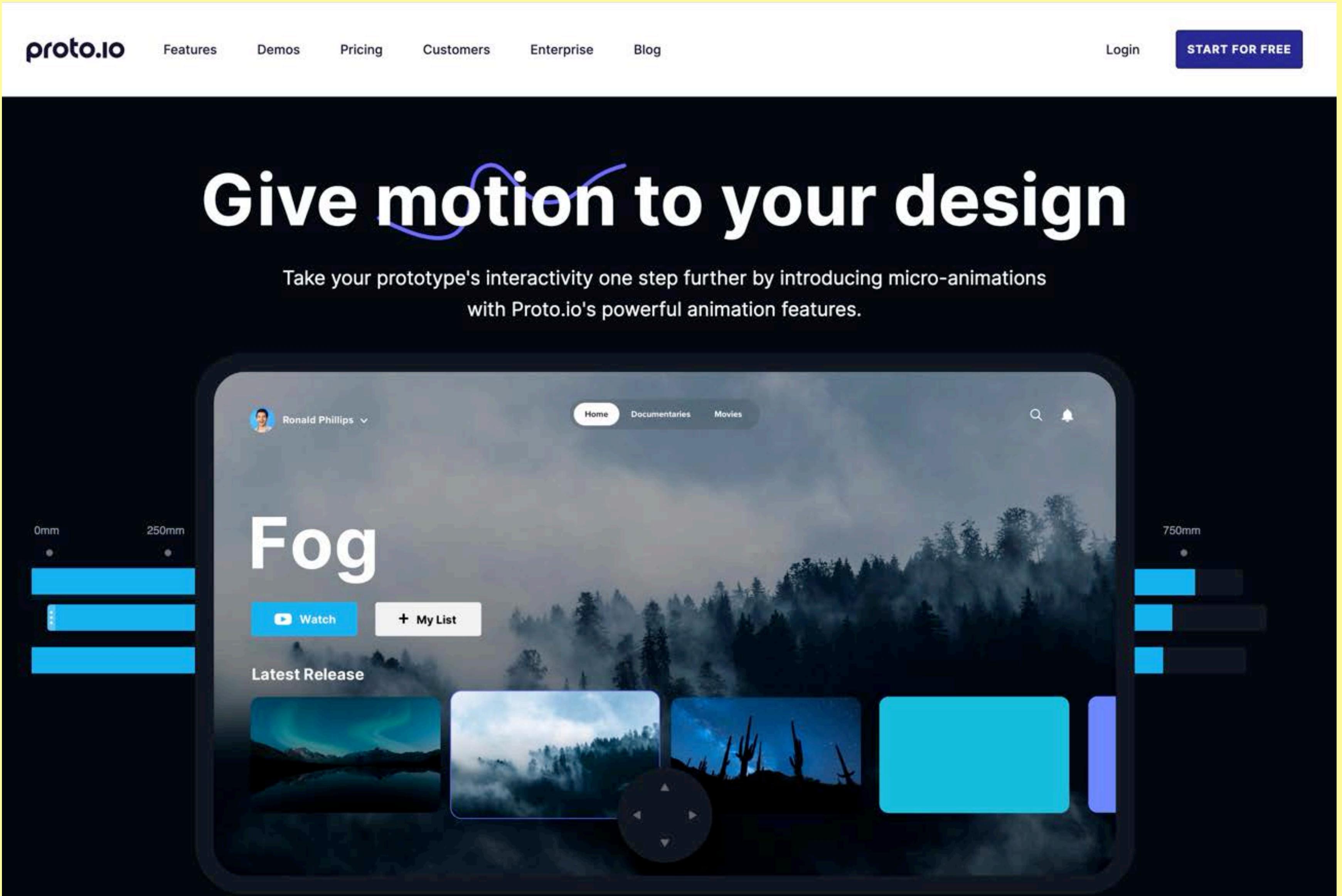
INTERAÇÕES
COMPLÉXAS

Framer



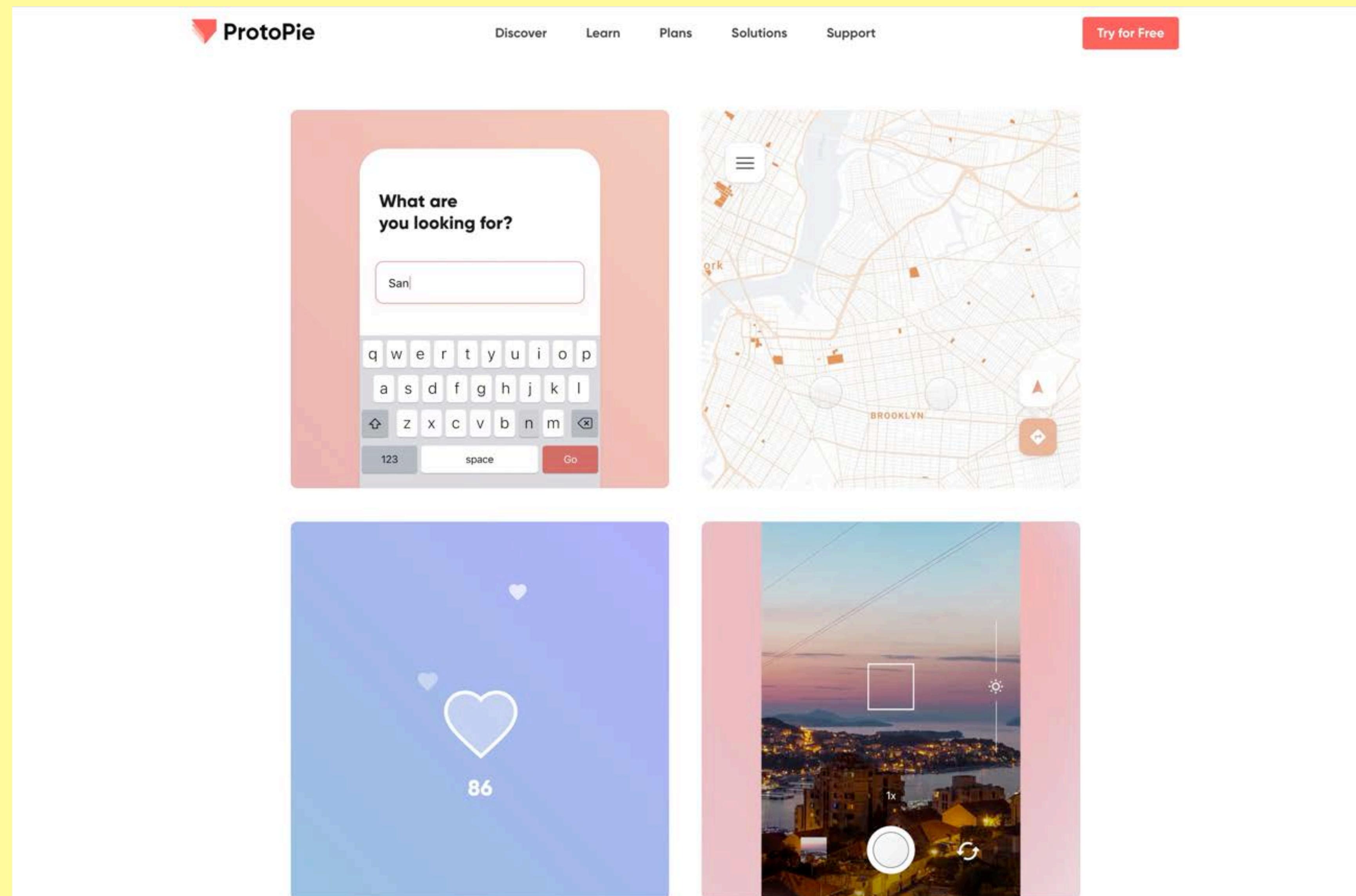
The image is a screenshot of the Framer website homepage. The header features the Framer logo, navigation links for Learn, Teams, Pricing, Blog, Updates, and Support, a search bar, and buttons for Sign in and Sign up for free. The main title is "A free prototyping tool for teams." with the subtitle "Bring every design to life in Framer." Below the title is a "Sign up for free" button and a "Sign in" button. The central part of the page shows a dark interface of the Framer application. On the left is a sidebar with categories like Prototypes, Messages, Glyphs, Data, Motion, Page, Styles, Animations, and Rings. The main workspace displays a prototype of a messaging app. It includes a sidebar with components like "Video", "Label", "Button", "Mask", "Message", "Message", "Message", "Tabs", "Glyphs", "Data", "Motion", "Page", "Styles", "Animations", and "Rings". A central phone screen shows a video player with a play button. To the right, there are two cards with numbers: 96 and 72. At the bottom, there are two messages: one from "Anne" and one from "David". On the right side of the interface, there are panels for "Interactions" (with a "Tap" section) and "Layout" (with settings for Width, Height, Overflow, Opacity, and Radius). The overall theme is dark with blue and white highlights.

Proto.io



The image shows the homepage of Proto.io. At the top, there is a navigation bar with the 'proto.io' logo, 'Features', 'Demos', 'Pricing', 'Customers', 'Enterprise', 'Blog', 'Login', and a 'START FOR FREE' button. The main headline is 'Give motion to your design' with a subtext: 'Take your prototype's interactivity one step further by introducing micro-animations with Proto.io's powerful animation features.' Below the headline is a screenshot of a mobile application interface for a movie streaming service. The app shows a search bar with 'Fog', a user profile for 'Ronald Phillips', and navigation buttons for 'Home', 'Documentaries', and 'Movies'. The main content area displays a 'Latest Release' section with thumbnail images of movies and a navigation slider. The Proto.io interface is overlaid on the app, showing various interaction points and motion paths as blue and purple lines and arrows, demonstrating the tool's capabilities for creating interactive prototypes.

Protopie



Principle

Principle

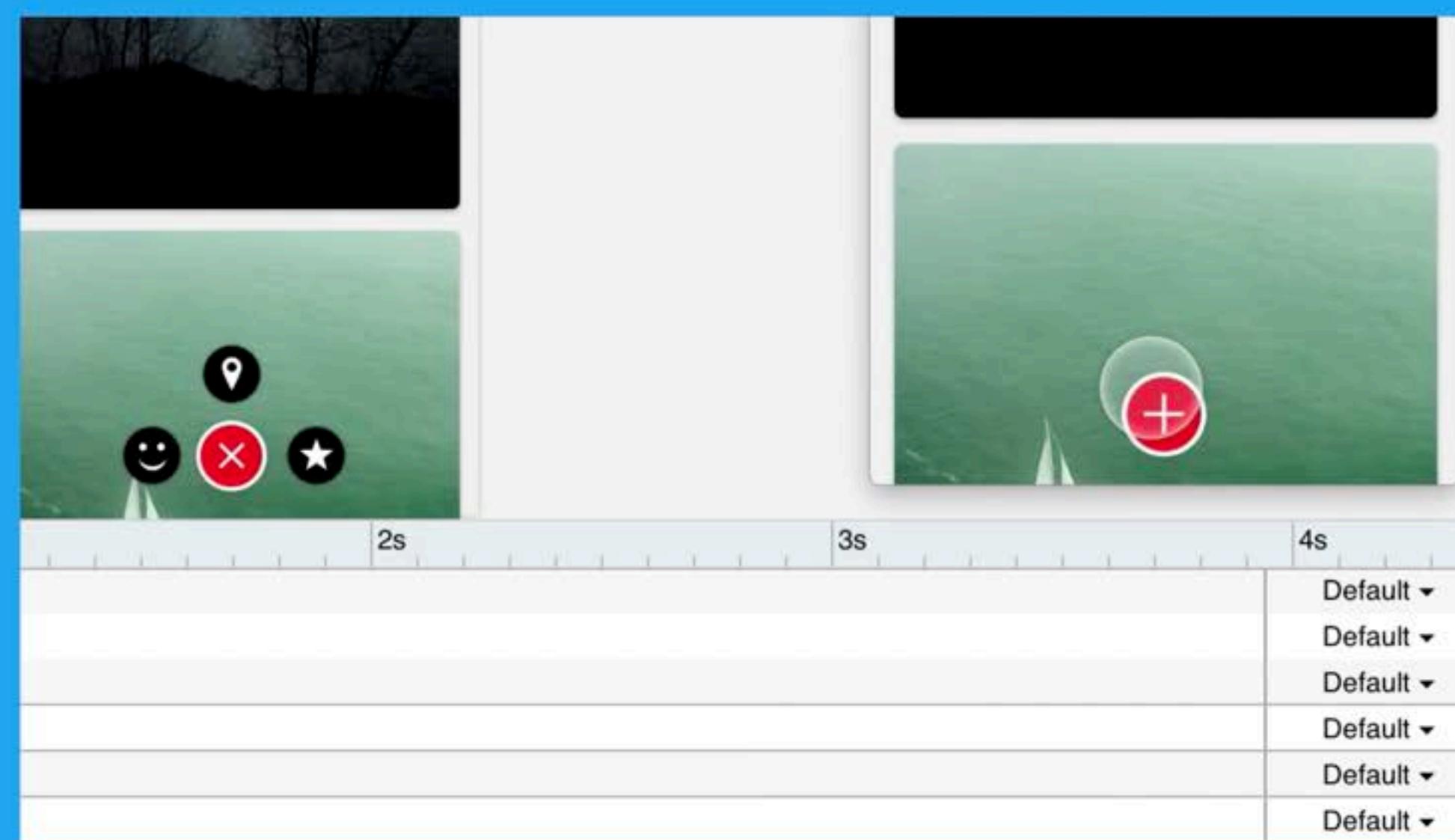
Gallery Tutorials Resources Documentation Support Download 

Animate Your Ideas, Design Better Apps

Principle makes it easy to design animated and interactive user interfaces. Whether you're designing the flow of a multi-screen app, or new interactions and animations, Principle helps you create designs that look and feel amazing.

[DOWNLOAD](#) [BUY \\$129](#)

Or [Review](#), or [Add Seats](#)



Principle 5 Now Available

Use Principle in beautiful dark mode and import designs from Figma
[See What's New](#)

**PRODUCTION
READY**

Webflow

webflow Product Case studies Resources Enterprise Log in Get started — it's free

zendesk Rakuten **DELL** Upwork Lattice getaround HELLOSIGN Petal

Build

Build production-ready experiences without coding.

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



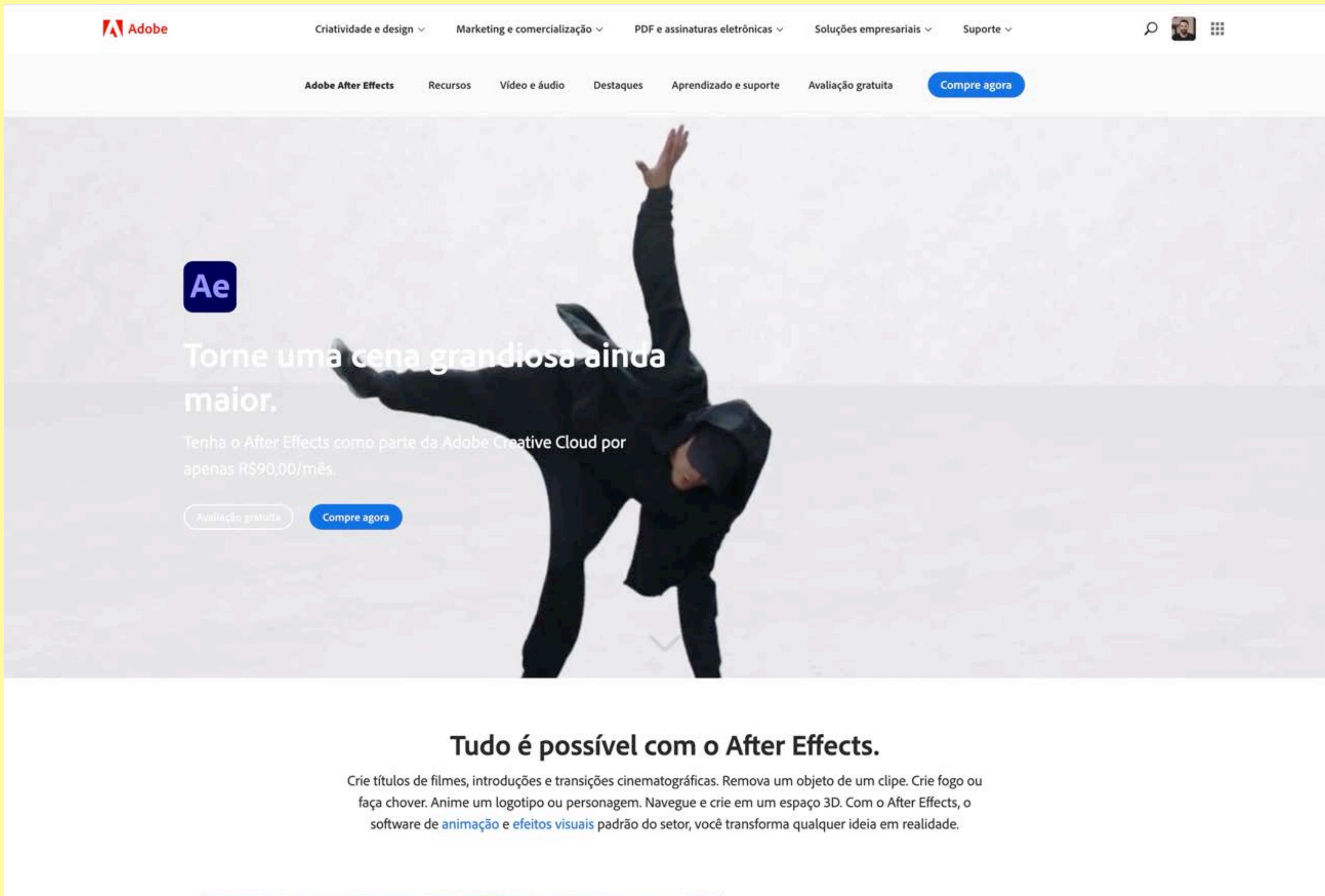
The Designer CMS and Ecommerce Interactions

Bring your design vision to life in clean, semantic HTML5, CSS, and JavaScript — with the [Webflow Designer](#). Build completely [custom databases](#) for dynamic content types, including [online stores](#). Easily create immersive [interactions and animations](#).

Get started now — it's free →

**ANIMAÇÕES COM
AFTER EFFECTS +
LOTIE**

After effects



The screenshot shows the Adobe After Effects product page. At the top, the Adobe logo is followed by a navigation bar with links: Criatividade e design, Marketing e comercialização, PDF e assinaturas eletrônicas, Soluções empresariais, and Suporte. To the right are search, user profile, and grid icons. Below the navigation is a secondary navigation bar with links: Adobe After Effects, Recursos, Vídeo e áudio, Destaques, Aprendizado e suporte, Avaliação gratuita, and a blue 'Compre agora' button. The main content features a large image of a person performing a backflip. On the left, a blue 'Ae' logo is displayed. The text 'Torne uma cena grandiosa ainda maior.' is overlaid on the image. Below this, a promotional message reads: 'Tenha o After Effects como parte da Adobe Creative Cloud por apenas R\$90,00/mês.' There are two buttons at the bottom left: 'Avaliação gratuita' and 'Compre agora'. At the bottom of the page, the tagline 'Tudo é possível com o After Effects.' is followed by a descriptive paragraph about the software's capabilities.

Ae

Torne uma cena grandiosa ainda maior.

Tenha o After Effects como parte da Adobe Creative Cloud por apenas R\$90,00/mês.

Avaliação gratuita Compre agora

Tudo é possível com o After Effects.

Crie títulos de filmes, introduções e transições cinematográficas. Remova um objeto de um clipe. Crie fogo ou faça chover. Anime um logotipo ou personagem. Navegue e crie em um espaço 3D. Com o After Effects, o software de [animação](#) e [efeitos visuais](#) padrão do setor, você transforma qualquer ideia em realidade.

Lottie

LottieFiles

Search Lottie Animations

Animations ▾ Marketplace ▾ Preview Tools ▾ Resources ▾ Login Sign Up

Featured Recent Popular Animators Marketplace Trending: Covid-19 Christmas New Year AEP Loading Hearts

Popular: Weekly Monthly All Time

Popular animations from our community

Mvsaffa (14 likes, 79 downloads)

Wt. Motion (5 likes, 66 downloads)

Athar Athallah (17 likes, 55 downloads)

Wt. Motion (6 likes, 42 downloads)

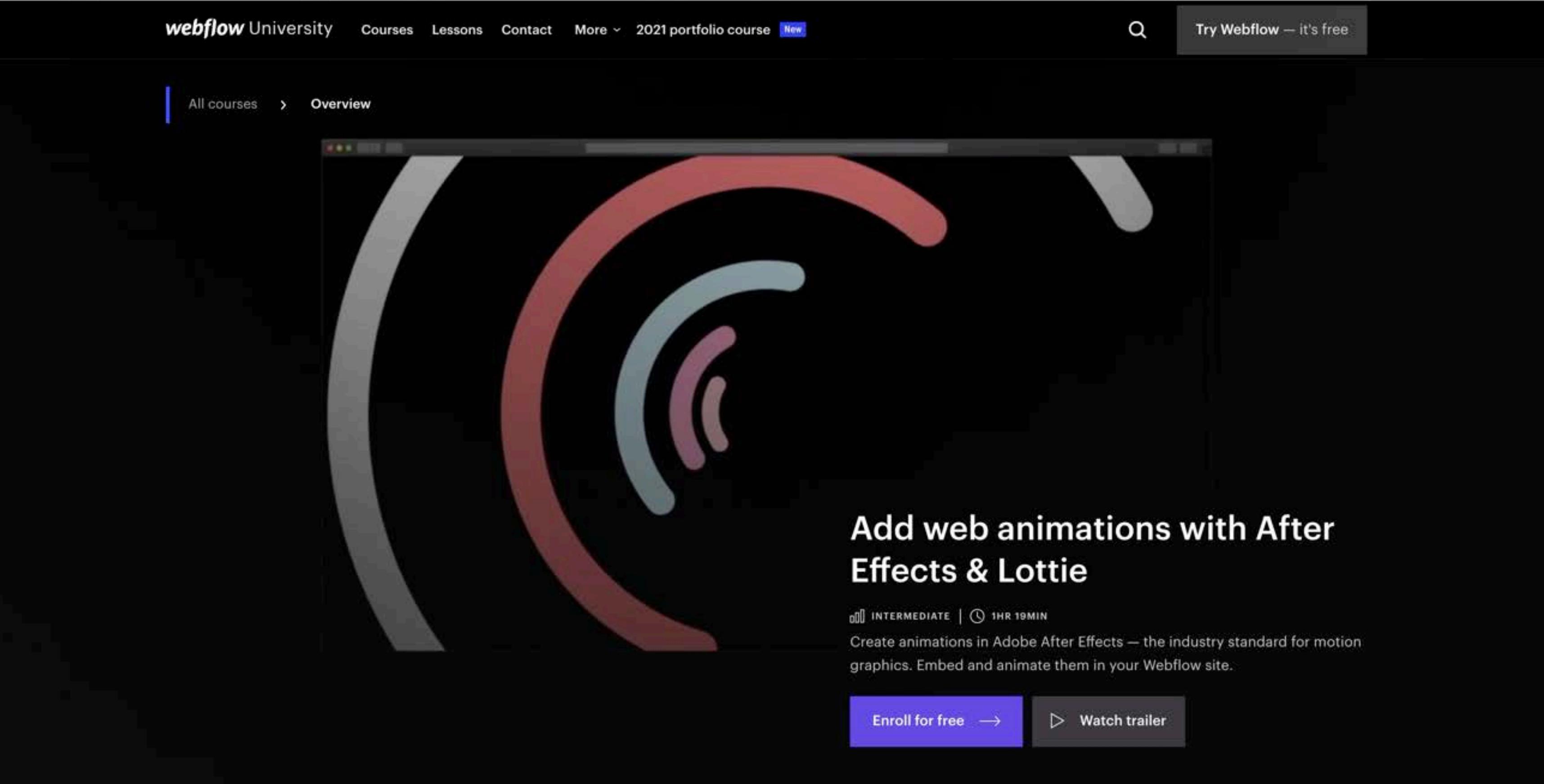
Eduardo Couto (3 likes, 32 downloads)

Phil Scarano (3 likes, 30 downloads)

Vitra (7 likes, 29 downloads)

Mark Arrow (6 likes, 25 downloads)

Webflow + After effects + Lottie



The screenshot shows a course page on the webflow University website. The course title is "Add web animations with After Effects & Lottie". It is categorized as INTERMEDIATE and has a duration of 1HR 19MIN. The description states: "Create animations in Adobe After Effects — the industry standard for motion graphics. Embed and animate them in your Webflow site." Below the description are two buttons: "Enroll for free" and "Watch trailer".

Summary



Course outline

GET STARTED	
① After Effects and Lottie course introduction	1:19
② How to install Bodymovin	3:14

**HARD
SKILLS**

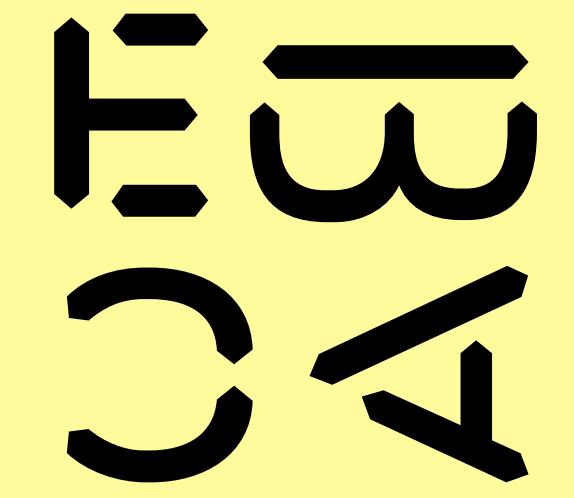
Ferramentas

A melhor ferramenta
é aquela que você
sabe usar.

FIGMA

WEBFLOW

FRAMER



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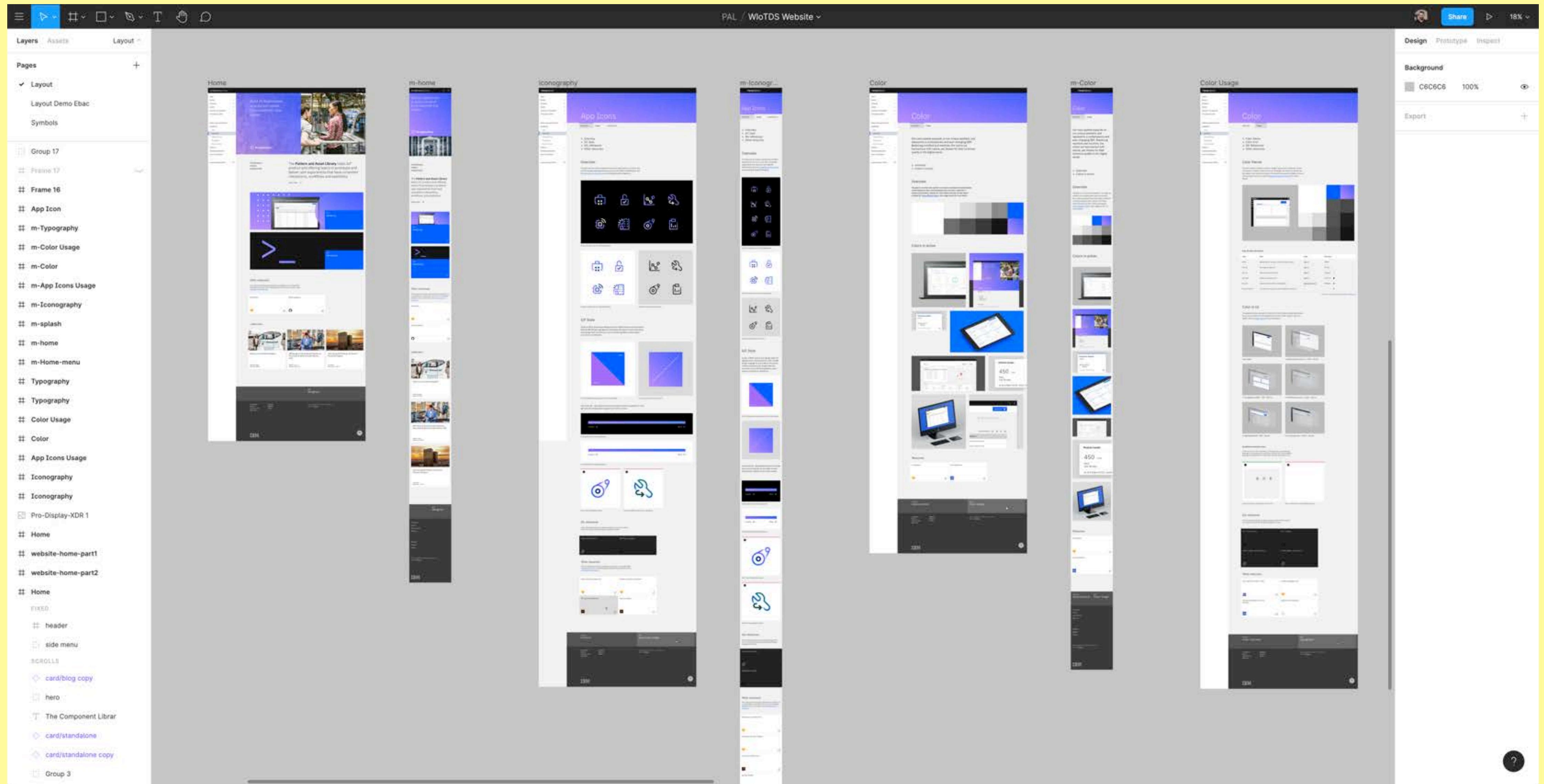
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Módulo #17

Protótipos de alta
fidelidade e
micointerações

**MICRO-
INTERAÇÕES**

**PROTOTÓTIPOS
DE ALTA
FIDELIDADE**



Layout - WIoTDS Website

figma.com/proto/fj83L5kjXkFjtt5lzlSQa/WIoTDS-Website?node-id=0%3A41&scaling=min-zoom

YouTube Maps Gmail Traduzir Notion - Design &... Miro Atlassian Figma - SumUp Circuit UI - Comp... Outros favoritos

AI Applications Design

Team

Brands

Personas

Guilds

Sponsor user program

Conceptual model

Pattern and asset library

Guidelines

Color

App icons

Standard icons

Typography

Voice and tone

Patterns

GaComponentsBuilds

How to contribute

Carbon Design System

Consistency means productivity

AI Applications

Build AI Applications at scale and speed. Drive outcomes that matter.



The **Pattern and Asset Library** helps IoT product and offering teams to prototype and deliver user experiences that have consistent interactions, workflows and aesthetics.

DETAILED

IBM Watson Knowledge Catalog

All catalogs  Search catalogs 

IBM  Notifications  Log out 

Projects / AA_Dan1 / Bank Customers

Data quality score  97%  4%

Selected data class 257  3

Selected data type 3008  3

Analysis status Completed

Last column analysis Confirmed

Last DQ analysis Apr 07, 2018

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  Add rule 

Data rules  Columns Data quality Data classes Governance Data types Keys

Quality score change  Last 7 days 

Failed rows Delta Runs

18%  62% 4

ValidCreditCardNumber
ValidEmailAddress
CreditRatingExist



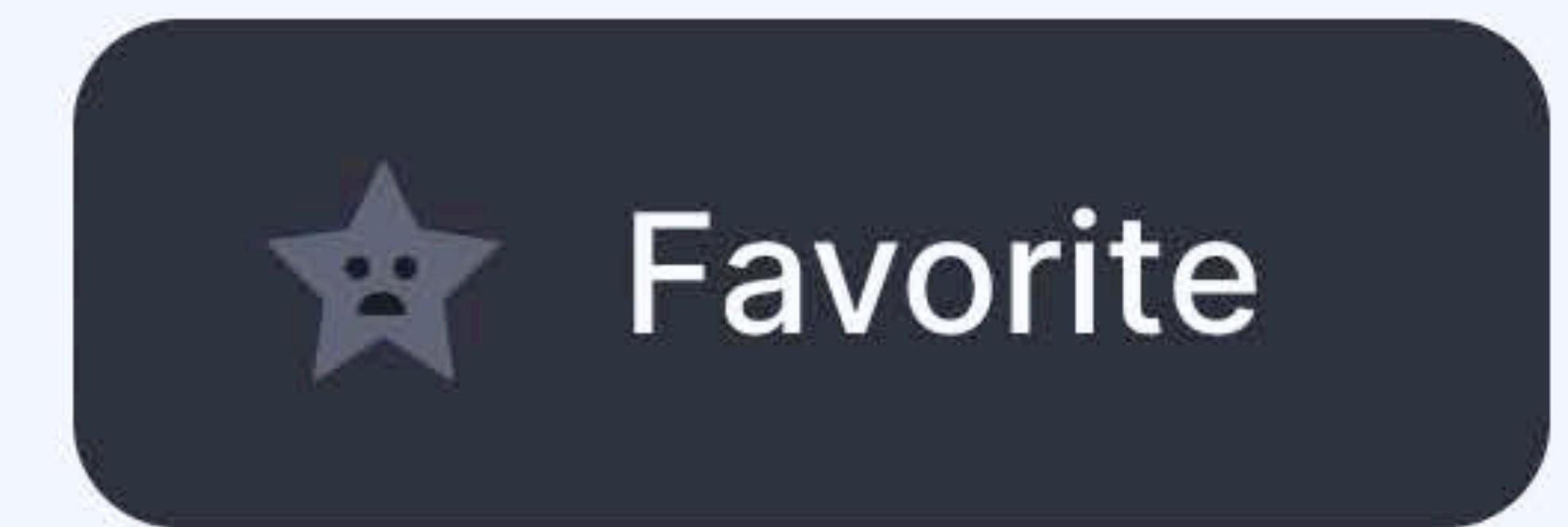
Microinterações

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.

Publish



Delete Item



Clap



3K



8

Click this
Button



26



BLOOM



Customized Series



Details

360 view



**GATILHO
REGRAS
FEEDBACK
LOOPS & MODOS**

GATILHO

(TRIGGER)

Gatilho

**Inicia a
micointeração**

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

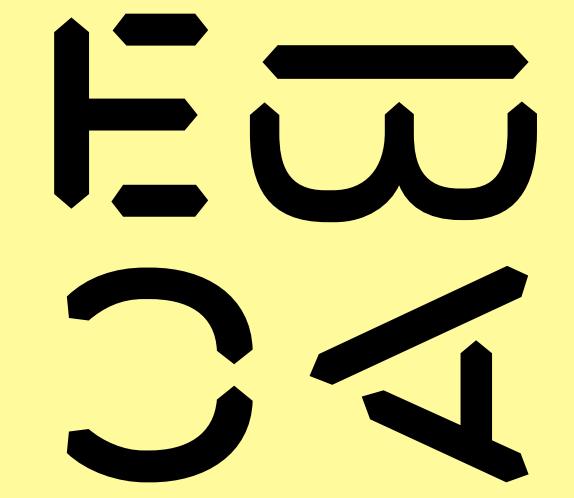
**DEVE SER
APLICADO COM
MODERAÇÃO**

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

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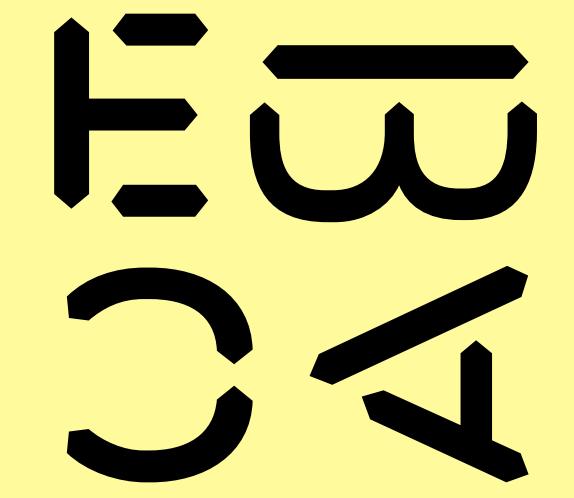
Módulo #17

Protótipos de alta
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MICRO- INTERACÕES NO FIGMÁ

Figma

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



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