

**DIGITAL**

**PRODUCT**

**DESIGN**

**BVA  
FAC**

**CURSO ONLINE  
COORDENADO POR  
THIAGO BARCELOS**

**MÓDULO 2**

**MÓDULO 2**

**AULA 1**

# **Introdução ao design de telas**

# Agenda

- Evolução do design e do suporte visual (telas)
- Diferentes tipos de suporte
- Softwares gráficos para design de telas

# DESIGN PARA TELAS

















PIXEL







PIXEL

PERFECT



# HISTÓRIA DO DESIGN



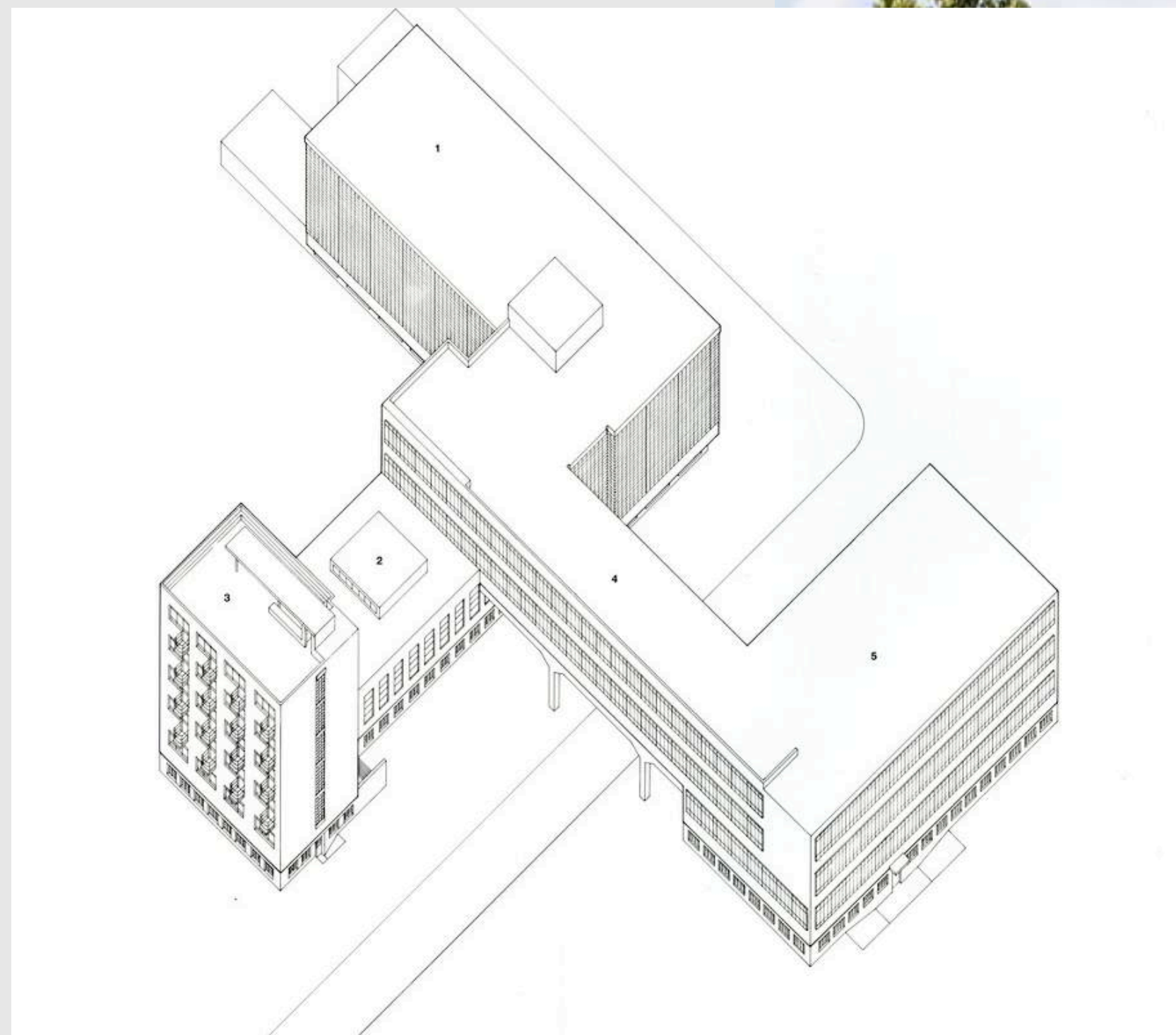
Da revolução  
industrial à era  
exponencial...



...ou era da  
Experiência



# Prática projetual e arquitetura





# “Forma segue a função.”

Louis Sullivan





# Design industrial



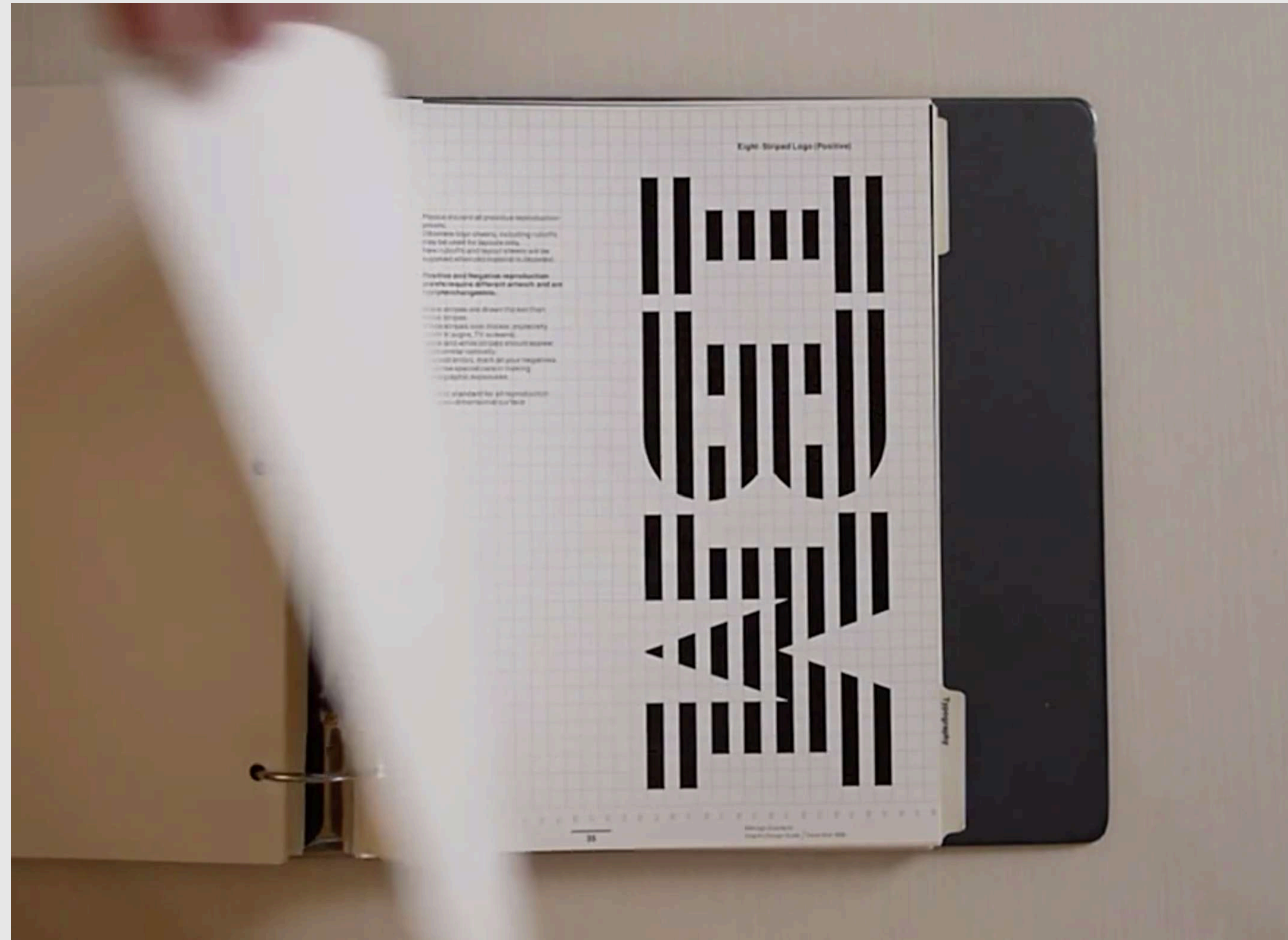


# Produção em larga escala





# Identidade corporativa





# Computação e a ascensão da Interface Gráfica de Usuário (GUI)





# Massificação do computador pessoal e a Web



**Search Stanford**

10 results ▾ clustering on ▾ Search

**Search The Web**

10 results ▾ clustering on ▾ Search





# Internet móvel



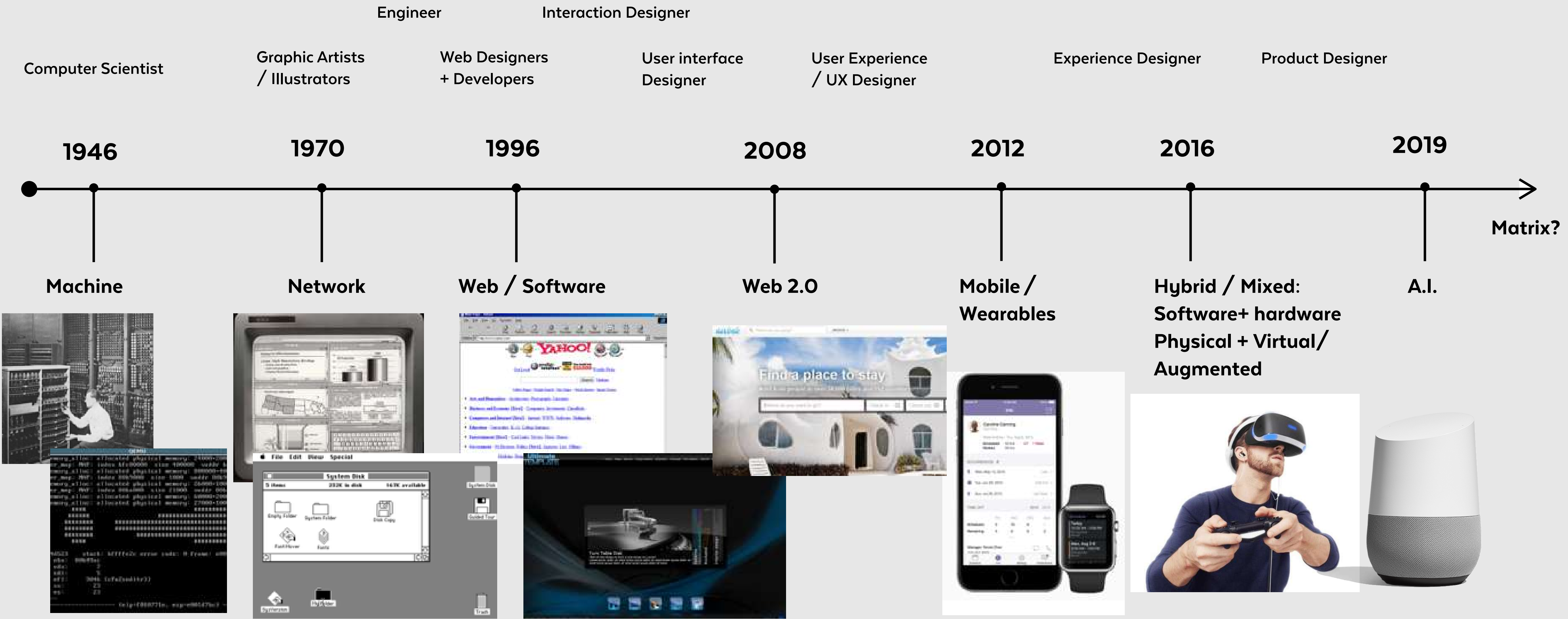


# Asistentes cognitivos





# Breve história do design e tecnologia







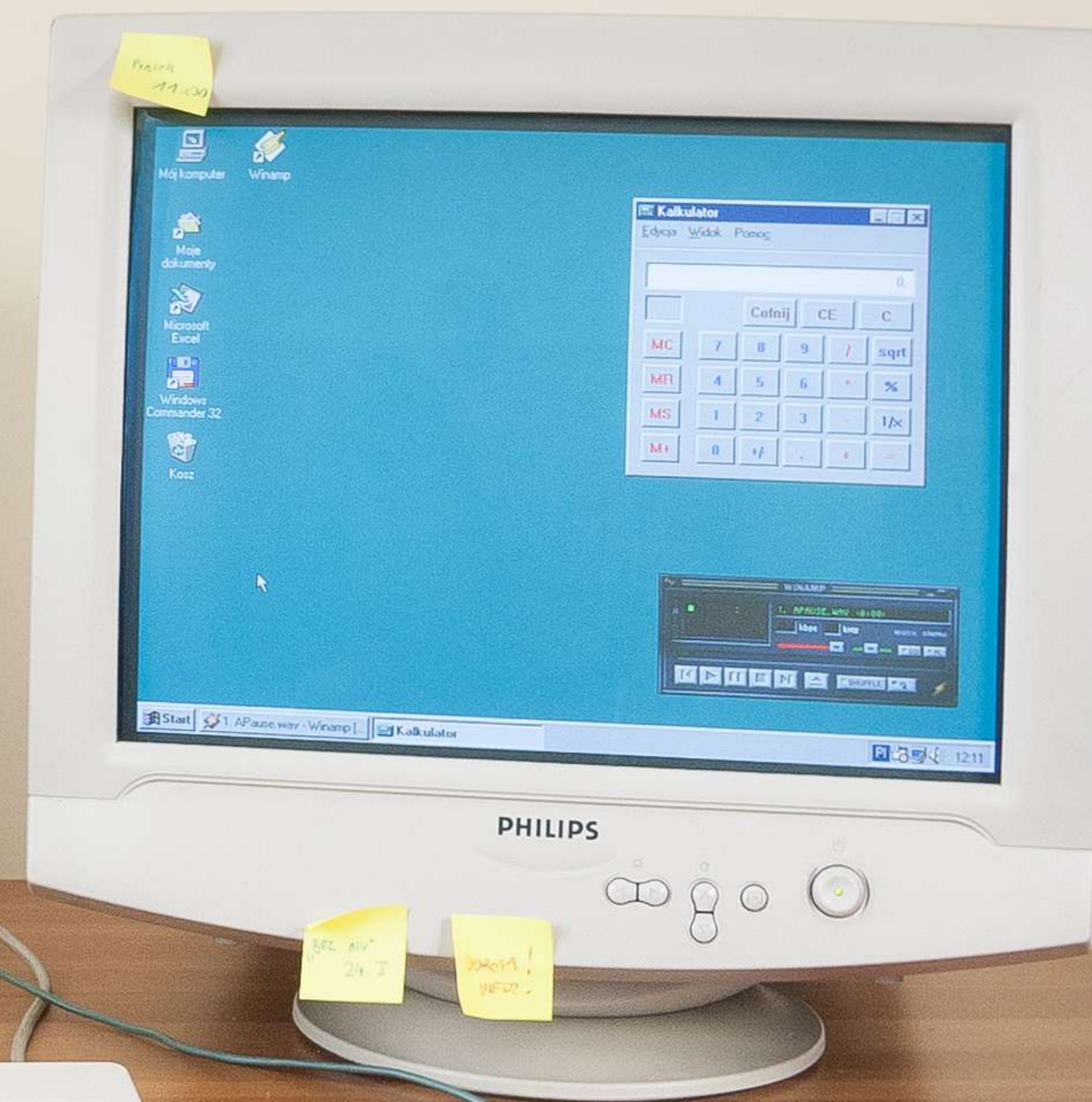
A:  
dir  
Volume is drive A has no label  
Directory of A:  
DIRIOS D/S 12000 12-00-83 1:12p  
MODOS D/S 15000 2-00-83 7:40p  
COMVNO COM 15000 2-00-83 9:20p  
DUPPI SET 50 10-20-83 9:20p  
UPNICH C/C 34000 3-05-84 1:12p  
HFC D/S 11764 2-01-83 10:12p  
DEBUC COM 6000 1-01-80 12:00p  
VTE C/C 20400 12-00-83 6:40p  
USPICS COM 21270 1-01-80 12:00p  
USDAV1 COM 41214 1-01-80 12:00p  
B/R D/S 1152 2-20-84 9:11p  
12 Files 127000 bytes free

AMPEX  
6500











Accounts

- All Notes >
- Gmail >
- carly@geardiary.com >
- iCloud >

Test note



Today Jan 24 11:17 AM

Test note

This is my test note for gear diary.

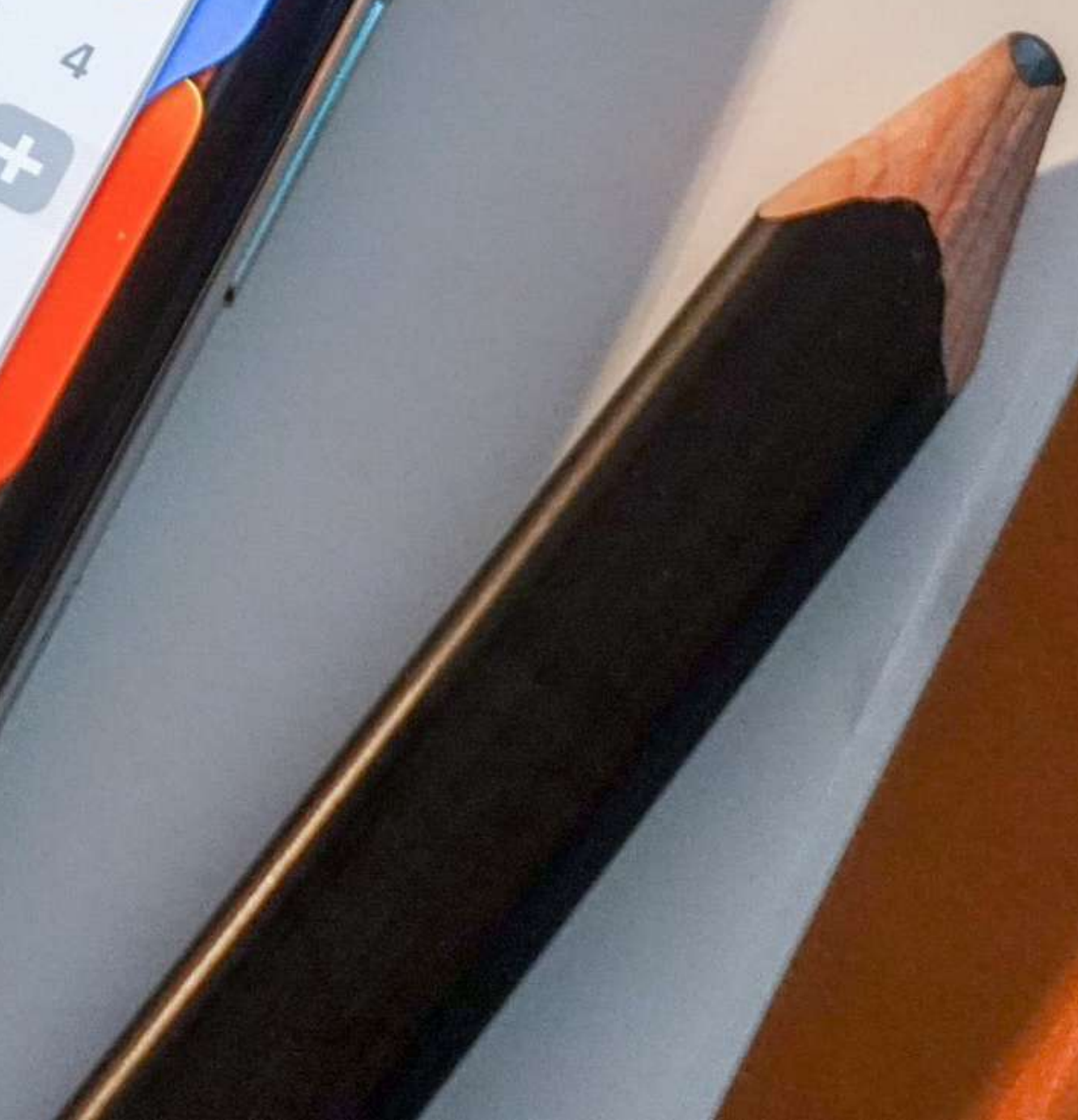
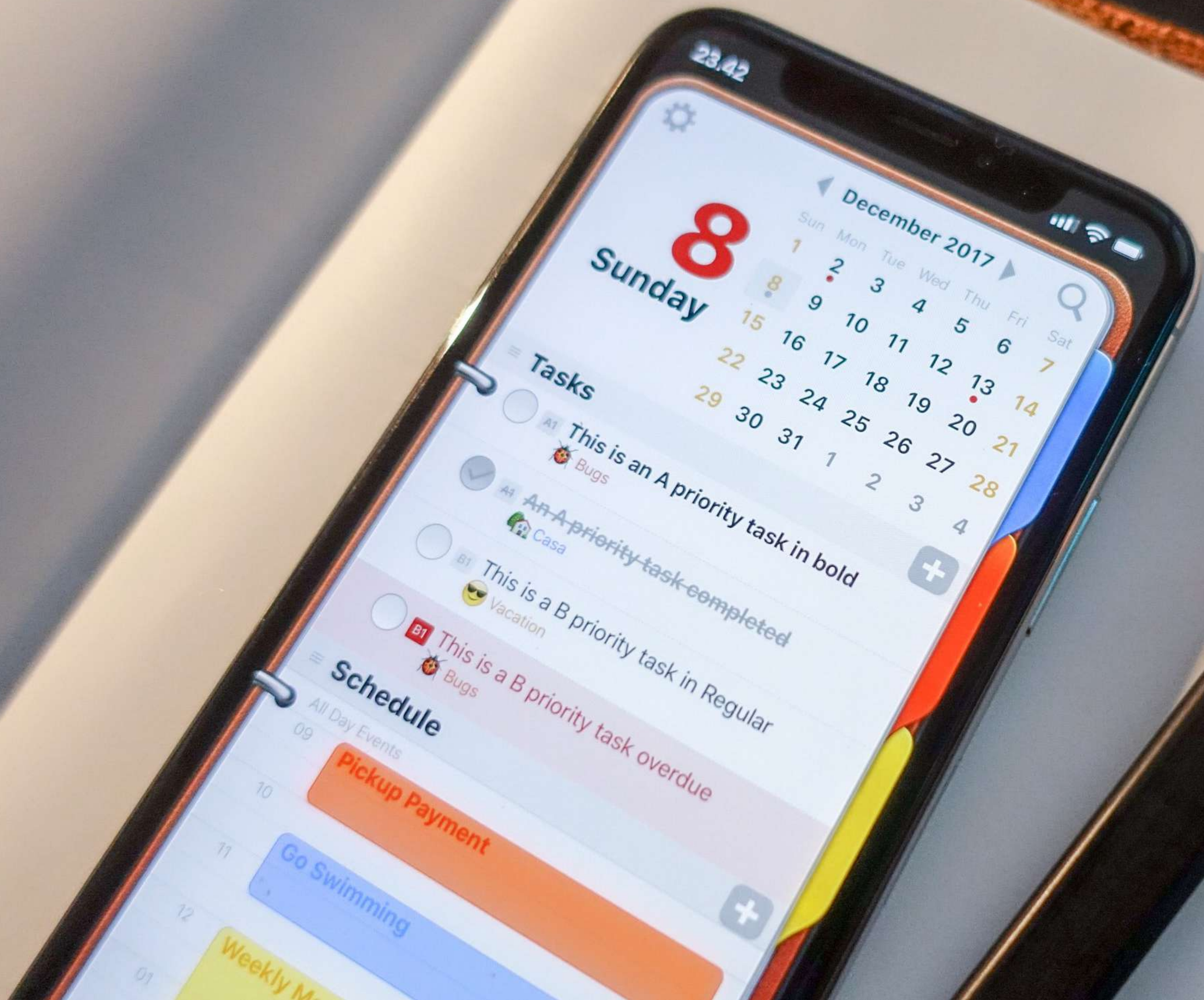


# Skeuomorfismo

vs.

# Flat design









T-Mobile V



10:48

Monday, September 17

## Notification Center



3:24 AM

now available

Manage

View

Clear All

## American Express | Wallet

^ Show less



AMERICAN EXPRESS | WALLET Yesterday, 5:16 PM

Starwood Preferred Guest  
Bp Products Na  
\$6.99



AMERICAN EXPRESS | WALLET Yesterday, 4:19 PM

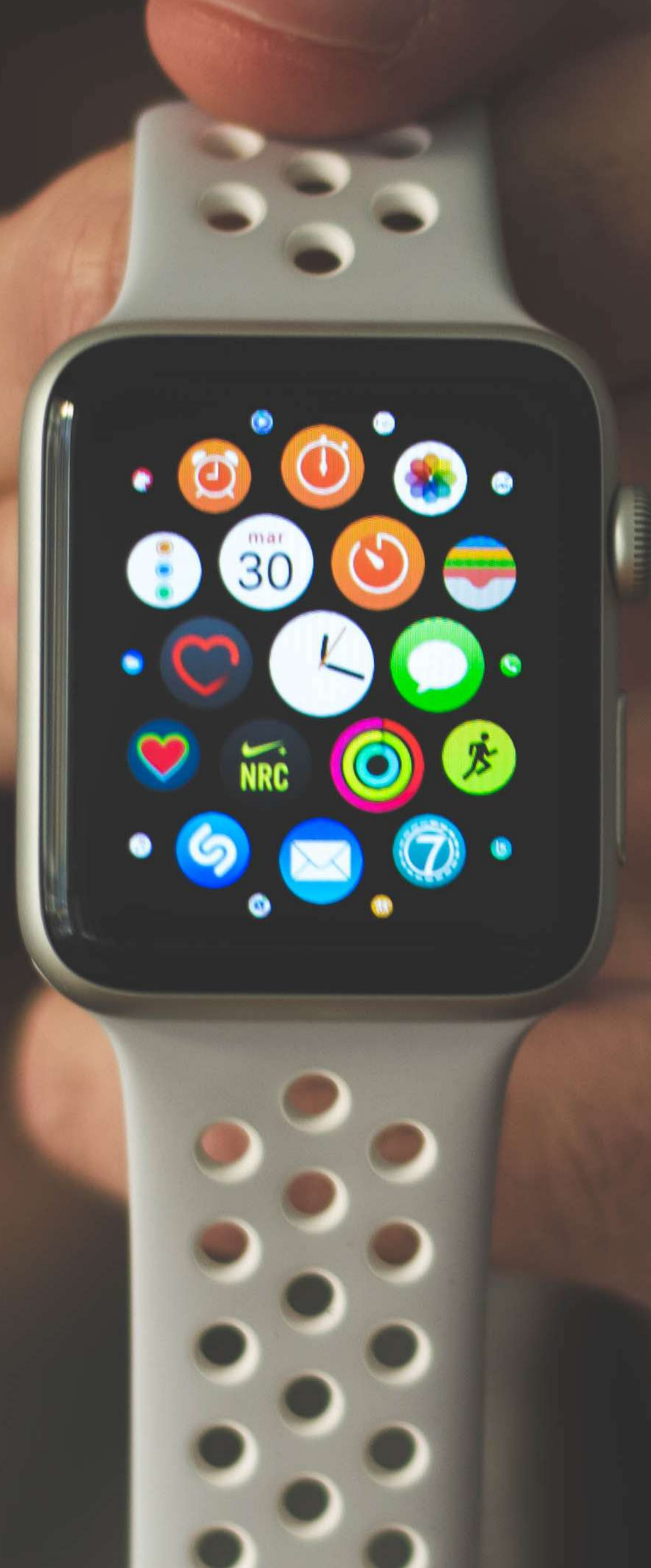
Starwood Preferred Guest  
Apple Online Store  
\$98.88



AMERICAN EXPRESS | WALL... Yesterday, 12:13 PM

Starwood Preferred Guest











# Resolução de tela a partir da largura

**1280 px**

**1440 px**

**1920 px**



# Densidade de pixel

Telas em geral 72 dpis

144 dpis para telas

retina quad k e 4k

@2x, @3x



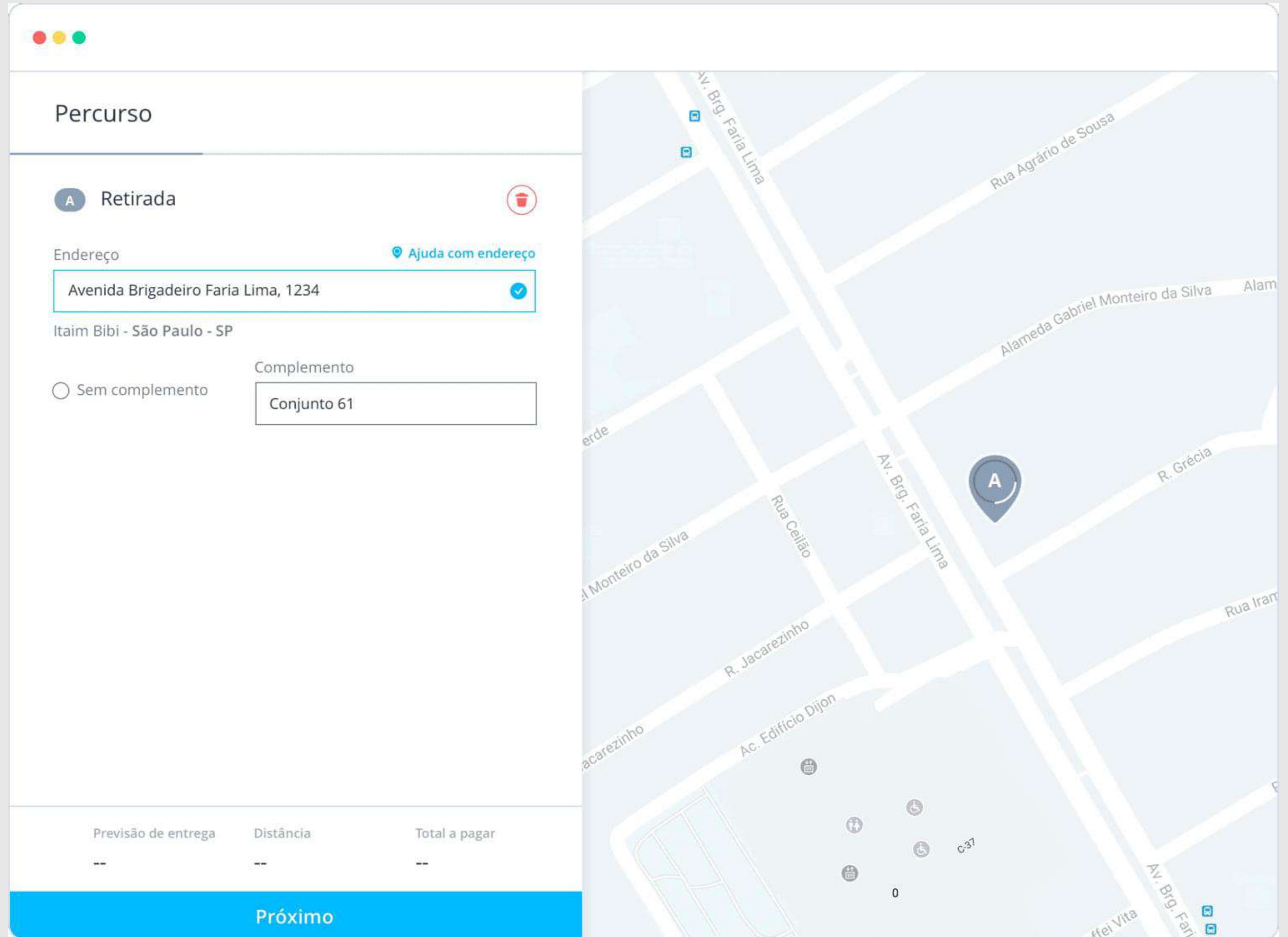
**SUPORTE**



# Suporte

## Desktop

- Web sites
- Portais
- Intranet
- Web apps
- Ecommerce
- Social media



Loggi



# Suporte

Mobile App

Tablet / Smartphone

Nativo

- iOS
- Android

Híbrido

- Flutter
- Xamarin

PicPay



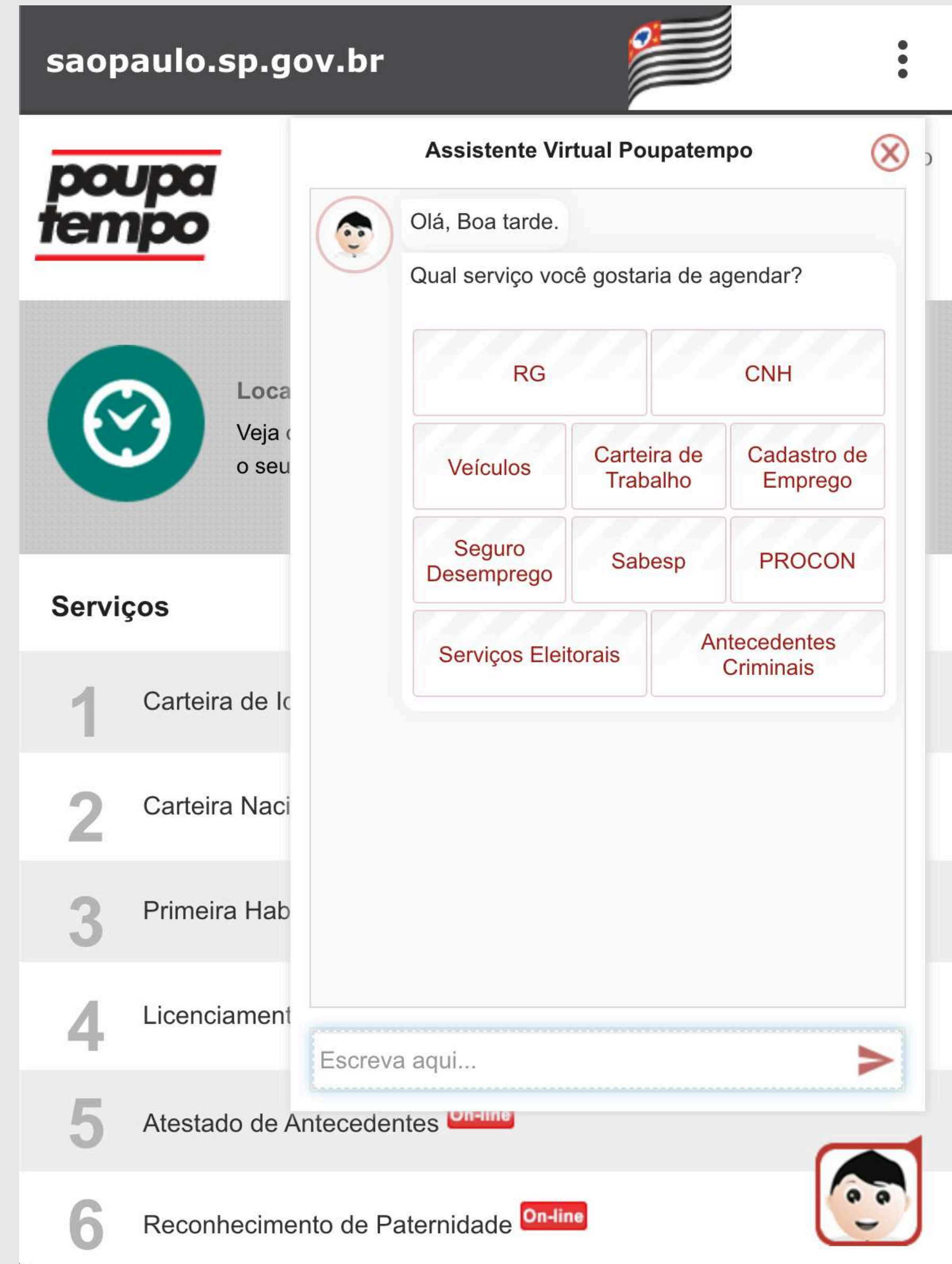


# Suporte

## Chatbots, URA

- IBM Watson Assistant
- Amazon Alexa
- Nama
- Blip

Poupinha





# Suporte

## VR

- Microsoft HoloLens
- Facebook AR/VR



Hololens



# Suporte

## Outros formatos





# SOFTWARES GRÁFICOS



# **Softwares gráficos**

- **Visão geral das ferramentas mais populares do mercado**
- **Em que contexto elas podem ser melhor utilizadas**
- **Anatomia dos softwares e exemplos**



# FERRAMENTAS CLÁSSICAS DE DESIGN GRÁFICO





Photoshop



Illustrator



# FERRAMENTAS PARA CRIAÇÃO DE UI

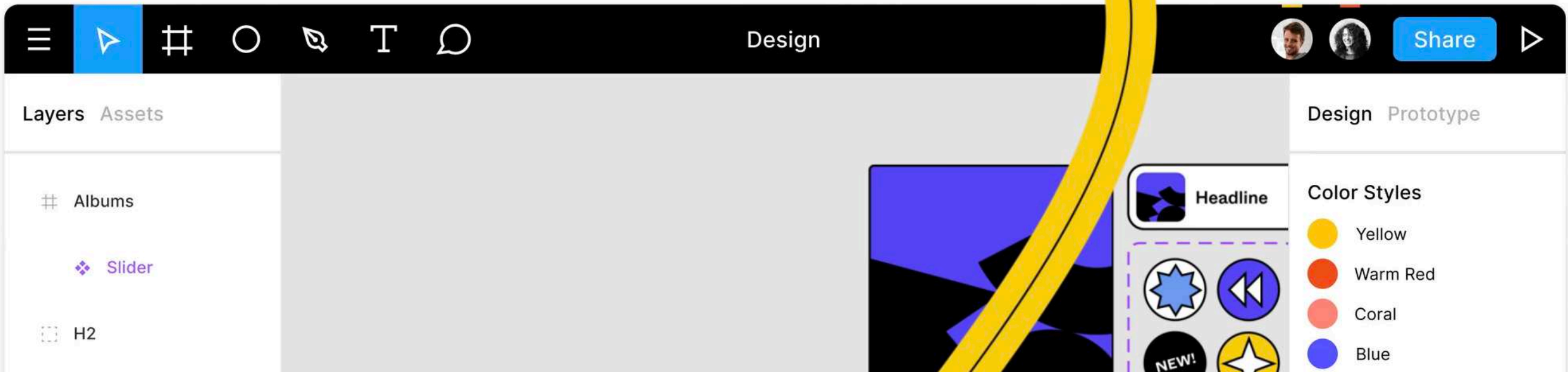
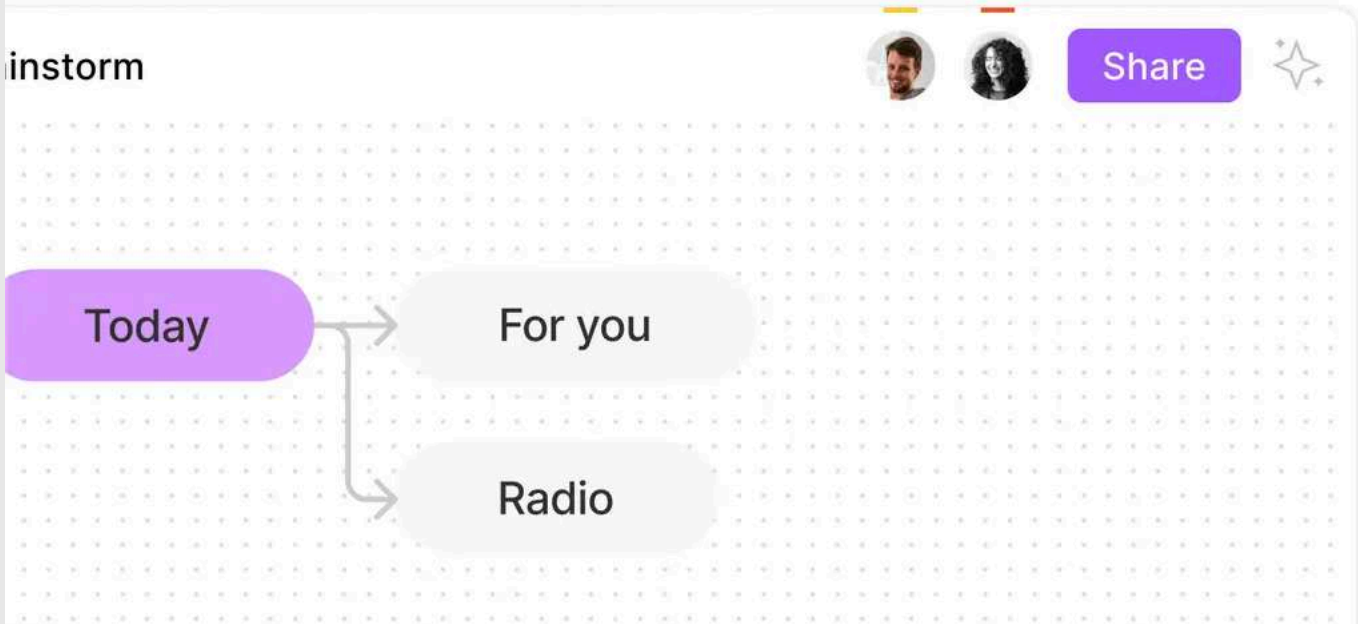
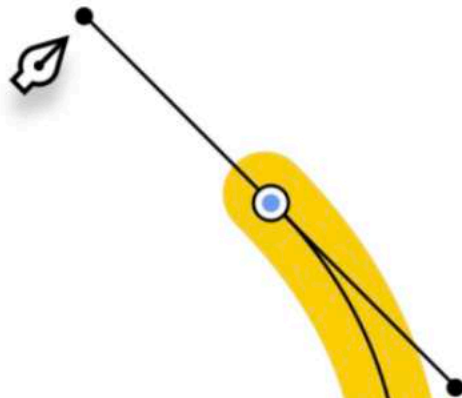




# Nothing great is made alone.

Figma connects everyone in the design process  
so teams can deliver better products, faster.

Get started

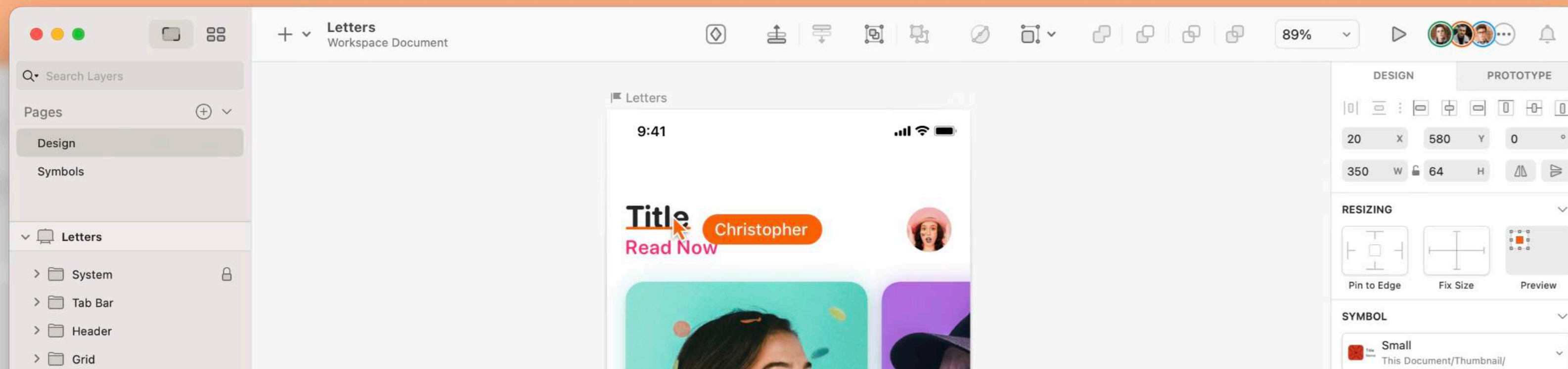




[Product](#) ▾[Learn](#) ▾[Apps](#)[Pricing](#)[Support](#) ▾[Sign In](#)[Get started for free](#)

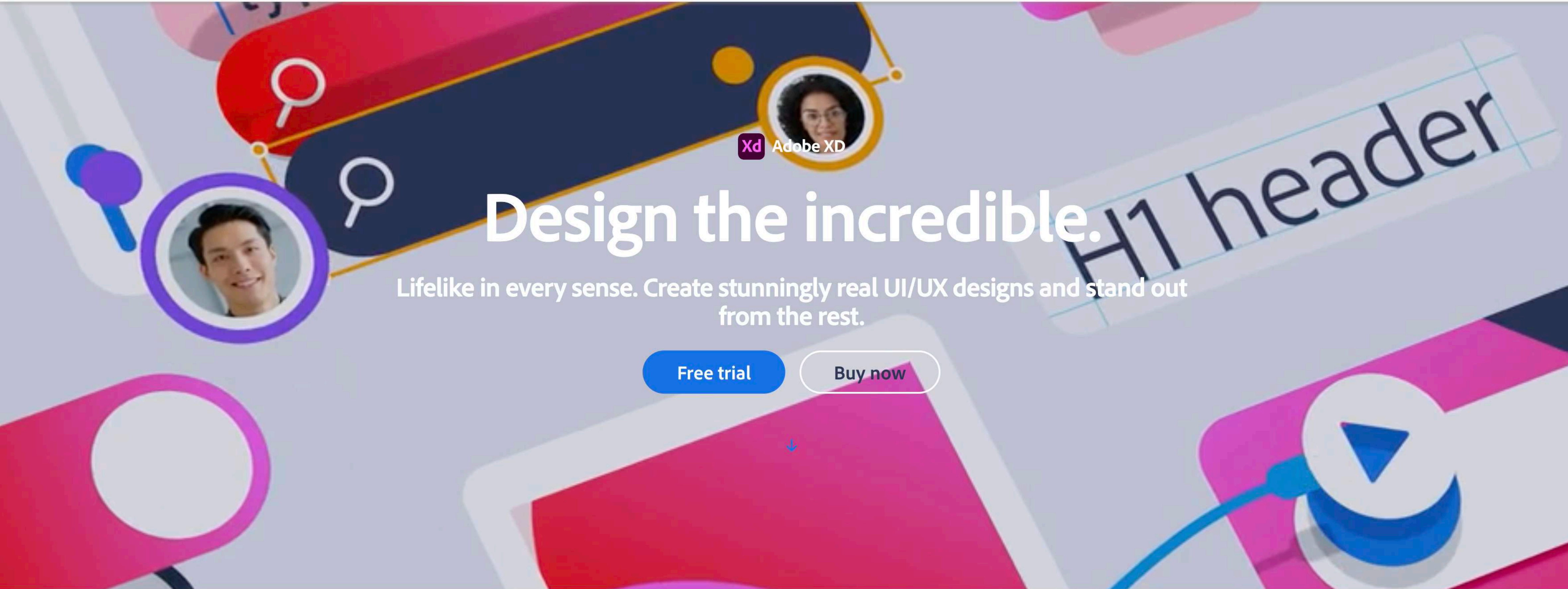
# Everything you need to collaborate

Sketch gives you all the tools you need for a truly collaborative design process. From early ideas to pixel-perfect artwork, playable prototypes and developer handoff. It all starts here.

[Get started for free](#)[See what's new](#) ▾



# Adobe XD

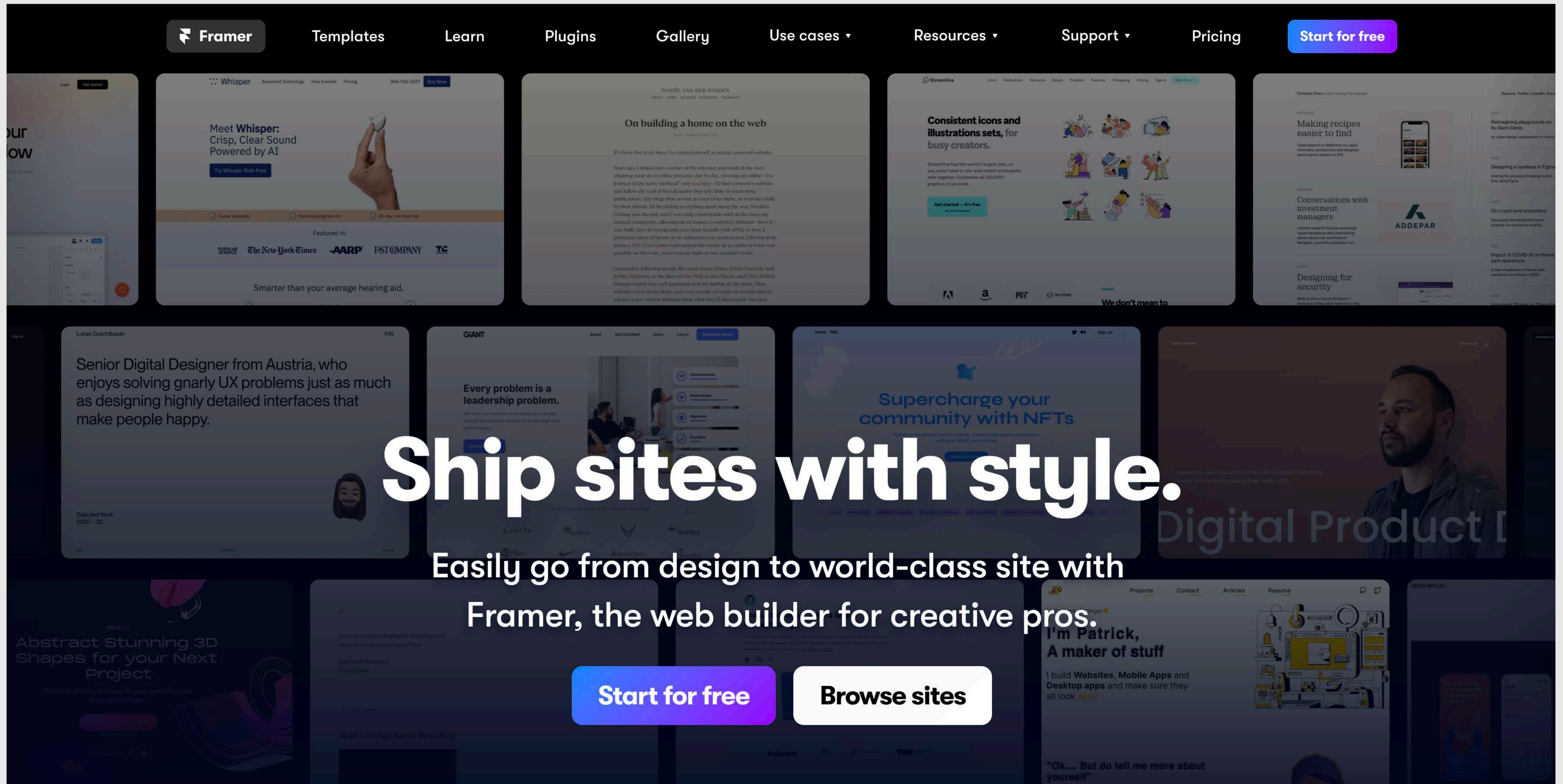




**PROTOTIPACÃO  
DE ALTA  
FIDELIDADE**

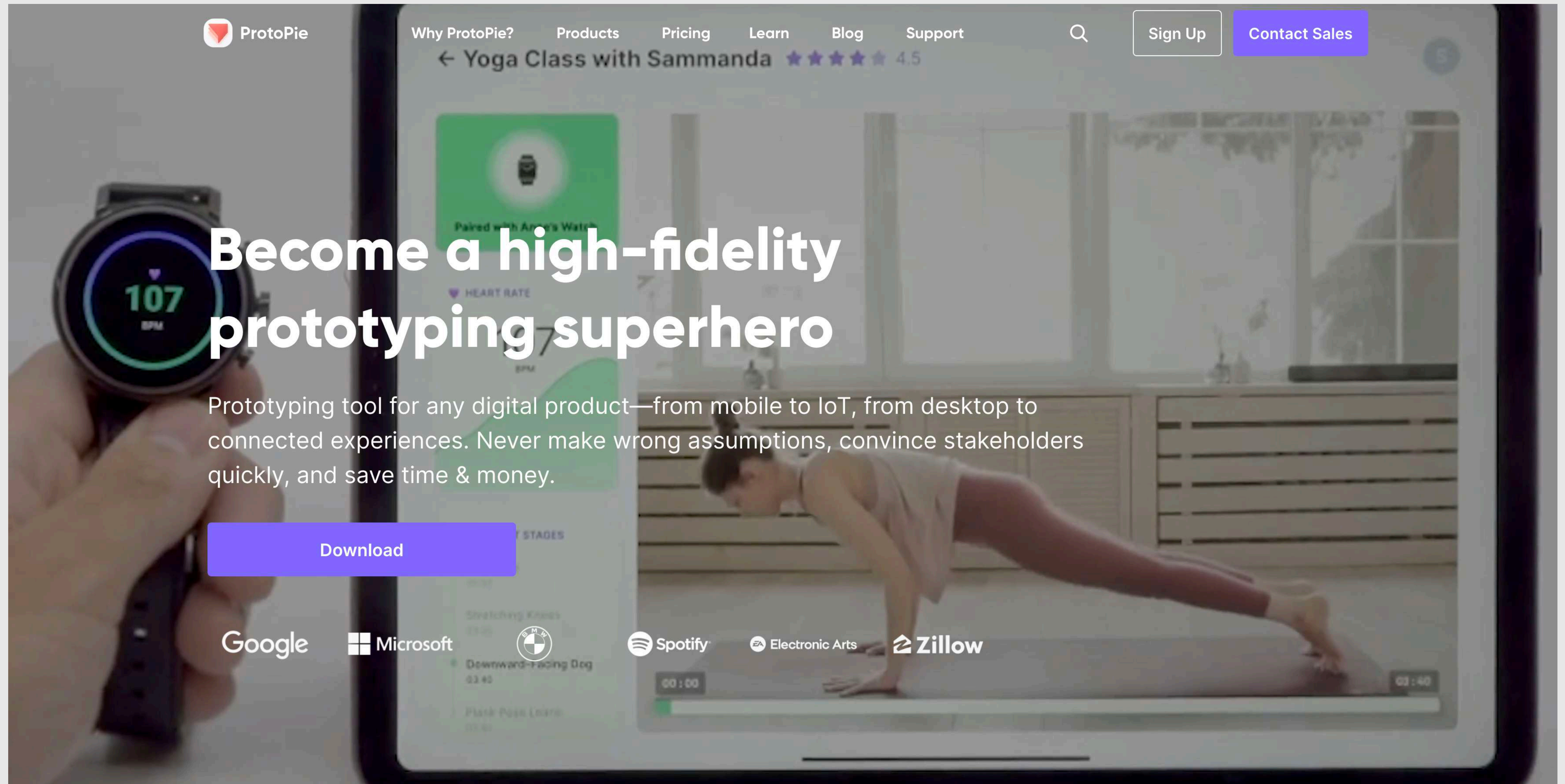


# Framer





# ProtoPie



## Become a high-fidelity prototyping superhero

Prototyping tool for any digital product—from mobile to IoT, from desktop to connected experiences. Never make wrong assumptions, convince stakeholders quickly, and save time & money.

Download

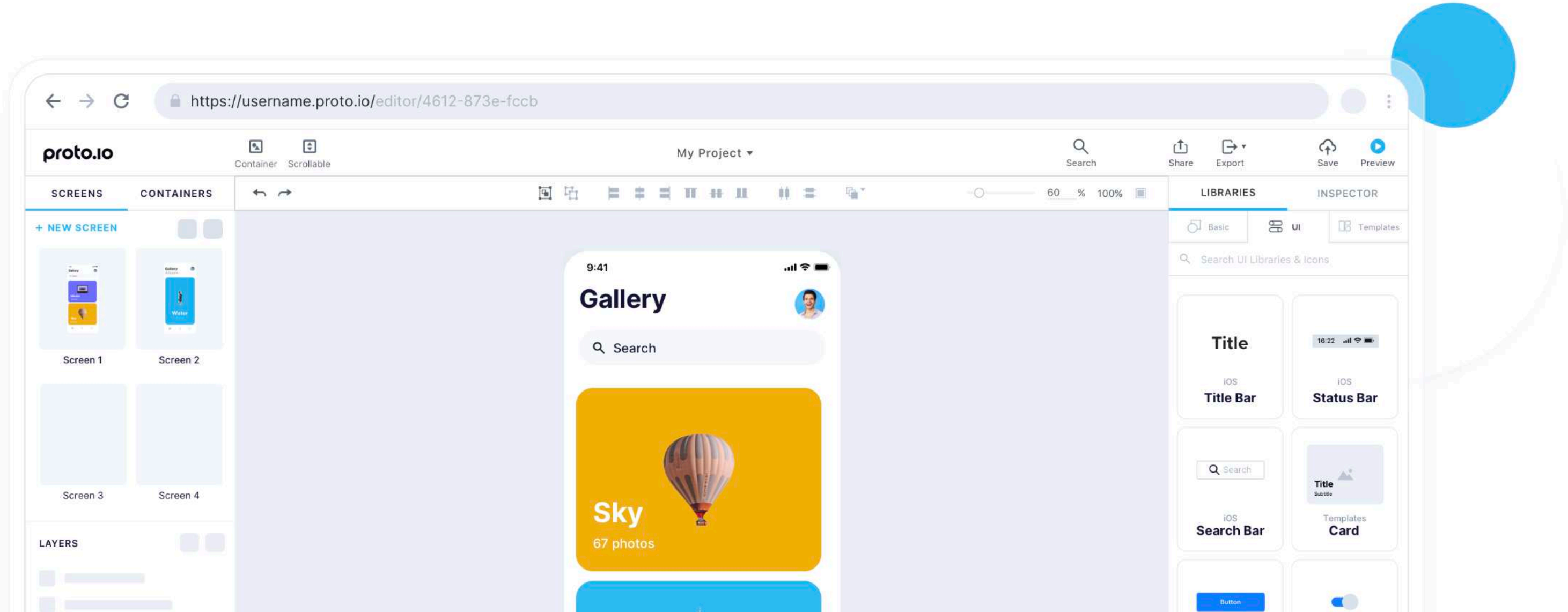


# Prototyping for all.

Bring your idea to life in no time. The prototyping solution for all your needs. For UX designers, entrepreneurs, product managers, marketers, and anyone with a great idea.

START FOR FREE

WATCH VIDEO





↑ Card Scroll

Reset

Save

▼ Scroll Actions

24%

Page: Home

1404 PX 100 %

1

Editing

Publish

CHOOSE PUBLISH DESTINATION:

✓ lattice-product.webflow.io

Published 5 minutes ago

Unpublish

✓ www.lattice.com

Published 5 minutes ago

Unpublish

▼ Advanced options

Close

Publish to Selected Domains

Lattice

Products

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About

Sign In

Request a demo

RATED #1 ON G2

People Strategy is Business Strategy

Lattice is the complete people management platform that employees love to use

See Lattice

CHRISTOPHER YEH

CLIO

With Lattice, Clío accelerated peer feedback by 10x

OLIVIA BAIR

TURO

With Lattice Goals, Turo has the right tools to manage growth

3,250+ ORGANIZATIONS TRUST LATTICE

reddit

asana

monzo

IMPERFECT FOODS

VENTION

slack

The leading people management platform

Performance >

Performance management employees love.

Goals >

Activate every employee with transparent goals and

Dynamic Style Settings

✓ Get text from

Header Text

Selector

Large Heading

0e0e29

240

66

16

100

HEX

H

S

B

A

Contrast ratio

AAA

12.63

+

Send data to leads database



**PROTOTIPACÃO  
SIMPLES COM  
TELAS ESTÁTICAS**



# Invision App

invision

Product

Customers

Resources

Enterprise

Sign in

Sign up free

Q

Share

Space overview

Documents

Key documents

Mode Dashboard

Product Brief

PPC Campaign Objectives

Monthly tracker

Project Management

Master Project Tracker

Q1 Team OKRs

Unpinned documents

Marketing plan

2021 Recap

Brand book

Backlog

Collect hi-res headshots

Doing

Coordinate with marketing for public facing announcement

Done

Darius

Send out ne

Darius

Dry run with executive team

Watch video

Chelsea

Play

Try InVision — Free

Request a demo

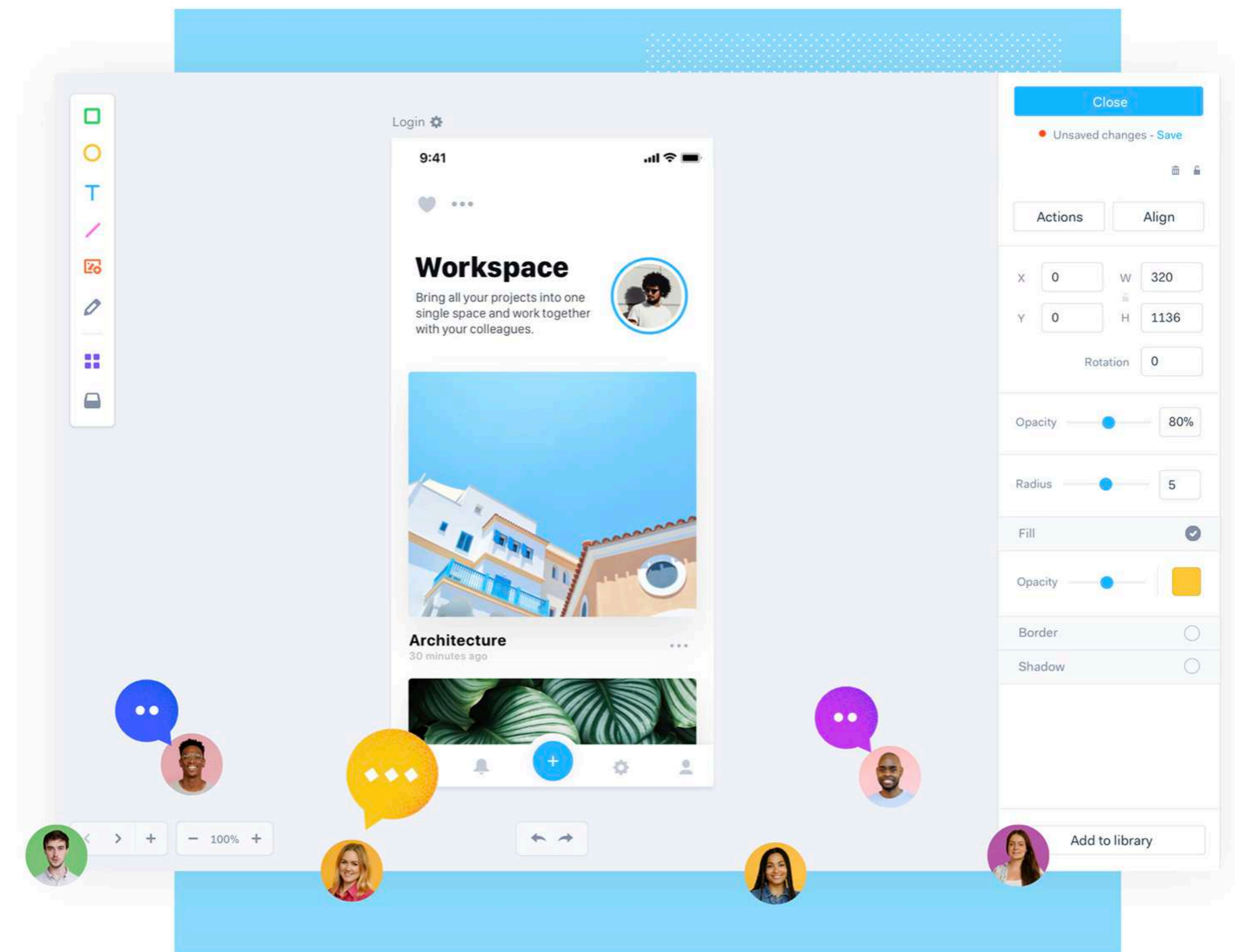


# Marvel App

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## Rapid prototyping, testing and handoff for modern design teams

Marvel has everything you need to bring ideas to life and transform how you create digital products with your team. Placing the power of design in everyone's hands.

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# ANATOMIA DO SOFTWARE GRÁFICO



# **Softwares gráficos**

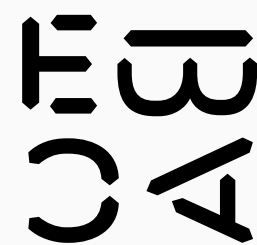
- **Área de trabalho (telas)**
- **Camadas de elementos**
- **Ferramentas de edição**
  
- **Componentes**
- **Protótipos**



Se você domina  
uma, é fácil migrar  
para outra



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& tecnologia



**MÓDULO 2**

**AULA 2**

# **Figma e o design para telas – P.1**



# Agenda

- Criar uma conta no Figma
- Ferramentas disponíveis na versão grátis
- Anatomia do Figma
- Frames e os formatos de tela
- Shape & Pen
- Tipografia e cores
- Trabalhando com imagens
- Figma Community



**CRIAR UMA  
CONTA NO  
FIGMA**



**FERRAMENTAS  
DISPONÍVEIS NA  
VERSÃO GRATIS**



# ANATOMIA DO FIGMA



**FRAMES E OS  
FORMATOS DE  
TELA**



**SHAPE & PEN**



# TIPOGRAFIA E CORES



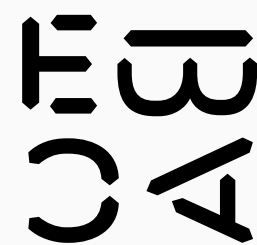
**TRABALHANDO  
COM IMAGENS**



**FIGMA  
COMMUNITY**



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**MÓDULO 2**

**AULA 3**

# **Figma e o design para telas – P.2**



# Agenda

- Estilos e componentes
- Construindo sua primeira tela
- Organizando fluxos
- Plugins: Auto flow, Material Icons
- Construindo um primeiro protótipo
- Testando um protótipo (Figma app)
- Comentários e colaboração simultânea
- Um ótimo exercício para praticar



# ESTILOS E COMPONENTES



**CONSTRUINDO  
SUA PRIMEIRA  
TELA**



**ORGANIZANDO  
FLUXOS**



**PLUGINS: AUTO  
FLOW, MATERIAL  
ICONS**



**CONSTRUINDO  
UM PRIMEIRO  
PROTÓTIPO**

**TESTANDO UM  
PROTÓTIPO  
(FIGMA APP)**

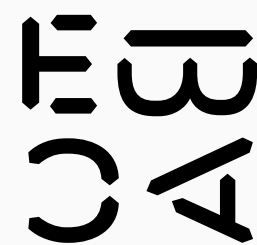


**COMENTÁRIOS E  
COLABORAÇÃO  
SIMULTÂNEA**

**UM ÓTIMO  
EXERCÍCIO  
PARA PRATICAR**



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**MÓDULO 2**

**AULA 4**

# Ferramentas e frameworks de inovação



# Agenda

- O que são essas ferramentas
- Exemplos
- Boas práticas

O QUE SÃO



# **Ferramentas e frameworks**

**São guias práticos para criar soluções, estruturar aprendizados ou gerar um plano estratégico para um produto, adaptando-se à necessidade e ao contexto do problema a ser resolvido.**

# Ferramentas e frameworks

- **Matriz CSD**
- **Mapa de empatia**
- **Mapeamento de cenários**
- **Stakeholder mapping**
- **Análise SWOT**
- **Canvas de proposta de valor**
- **Canvas de modelo de negócio**
- **Canvas de visão de produto**



**EXEMPLO:**

**PAD**

# Product Alignment Document

Opportunity/Problem Framing		Solution Framing		Post-launch Recap
<p><b>Problem Statement:</b> What problem are we trying to solve? What is the opportunity that we're addressing?</p> <div><div></div><div></div><div></div></div>	<p><b>Success Metrics</b> How do we know if we solved this problem?</p> <div><div></div></div>	<p><b>Proposed Solution:</b> What is the scope of the proposed solution? What are the key features? (Provide job stories, main flows, or mock-ups) How complex is it to realize the solution?</p> <div><div></div><div></div></div>	<p><b>Rejected Solutions and Why</b> Provide some context on why this solution was picked and the rest of the proposed high-level solution directions were not pursued. Any links to user research, customer data, etc.</p> <div><div></div><div></div></div>	<p><b>Success Reflection</b> How successful we were in achieving our goals according to success metrics and the actual results?</p> <div><div></div><div></div></div>
	<p><b>Competitive Research</b> How did others capture this opportunity / solve this problem?</p> <div><div></div></div>		<p><b>Dependencies, Risks and Mitigations</b> What are the dependencies? What are the risks associated with the solution (e.g. compliance, legal, privacy, security, strategic risk, operational, infrastructure stability/scaling risk, etc.) and potential mitigations?</p> <div><div></div><div></div></div>	
	<p><b>Potential Solution Directions</b> What are some high-level solution directions we explore for capturing this opportunity / solving this problem? Describe potential solutions through short descriptions or high-level sketches / low-fi prototypes (no implementation details at this stage). Compare the high-level solution directions through impact vs complexity (e.g. using high-level t-shirt sizing estimation).</p> <div><div></div><div></div></div>			
<p><b>Audience</b> For whom are we solving this problem?</p> <div><div></div><div></div></div>				
<p><b>Why</b> How do we know this is the right problem to solve? Why this opportunity and not others?</p> <div><div></div><div></div></div>			<p><b>GTM Strategy</b> What is the release plan? List the key milestones e.g. dev complete, alpha, beta, general accessibility. What are the marketing and operational supports needed for this launch? What's the pricing and packaging strategy?</p> <div><div></div><div></div></div>	<p><b>Learnings</b> What are the learnings that we can take to improve further?</p> <div><div></div><div></div></div>
		<p><b>Out of Scope</b> What is not in the scope of the proposed solution?</p> <div><div></div></div>		



**NÃO É RECEITA  
DE BOLO**

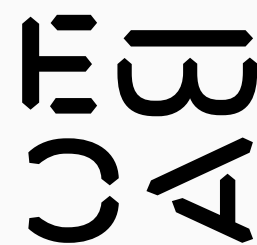
**ADAPTE,  
HACKEIE,  
CUSTOMIZE**



# Boas práticas

- Foco na resolução do problema
- Divergir para convergir
- Quantidade mais que qualidade
- Sem julgamento
- Multidisciplinaridade

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**MÓDULO 2**

**AULA 5**

# **Figma Jam e Miro nas dinâmicas de cocriação**

# Agenda

- Criar uma conta no Miro
- Ferramentas disponíveis na versão grátis
- Anatomia do Miro
- Figma Jam
- Atividades e artefatos



**CRIAR UMA  
CONTA NO  
MIRO**

**FERRAMENTAS  
DISPONÍVEIS NA  
VERSÃO GRATIS**



# ANATOMIA DO MIRO

**FIGMA JAM**



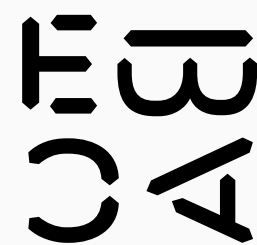
**ATIVIDADES E  
ARTEFATOS**

# Atividades e artefatos

- Workshops e dinâmicas de cocriação
- Brainstorming / Brainwriting
- Síntese de pesquisa e diagramas de afinidade
- Mapa mental
- Documentação de processos
- Benchmarking
- Mapeamento de jornada e wireframing
- Exercícios de priorização



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