DIGITAL PRODUCT DESIGN

CURSO ONLINE
COORDENADO POR
THIAGO BARCELOS

MÓDULO 27

MÓDULO 27

AULA 1

Protótipos de alta fidelidade

Agenda

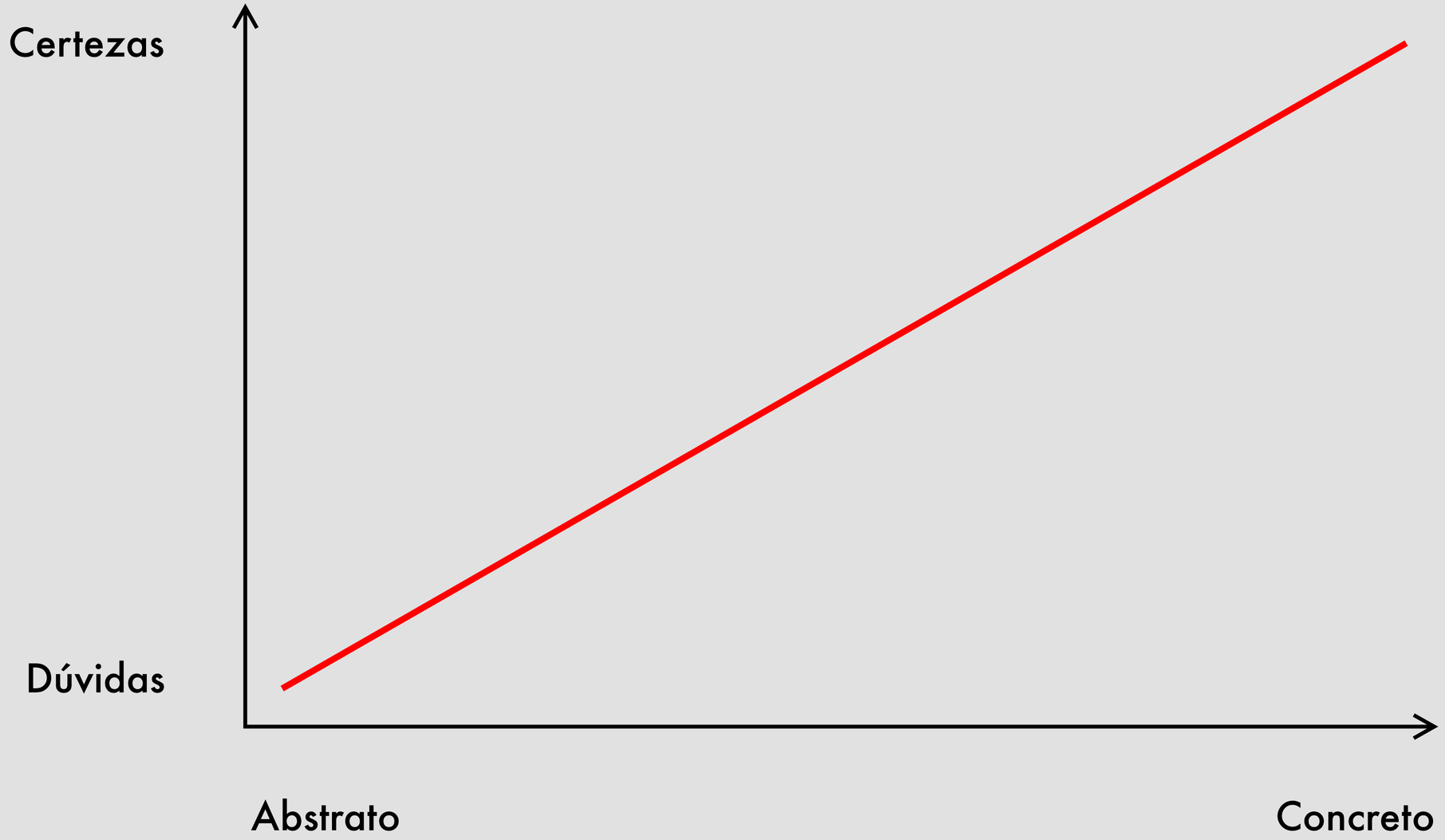
- Vamos entender a importância de criar protótipos detalhados e altamente interativos
- Quando, por que e como usar
- Relembrar algumas ferramentas
- Entender contextos de uso delas

ALTA FIDELIDADE
HIGH FIDELITY
HI-FI

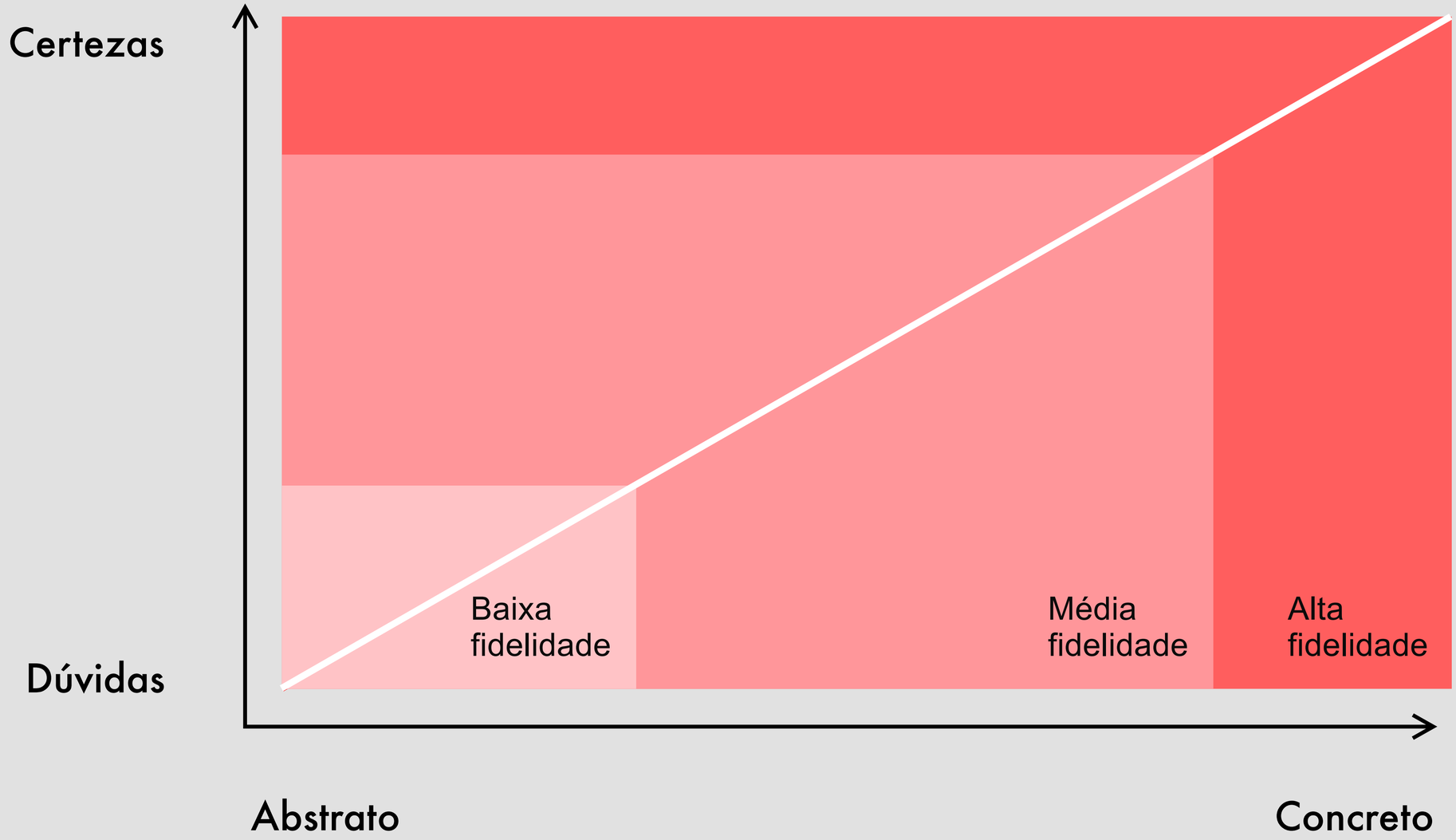
Níveis de fidelidade

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.

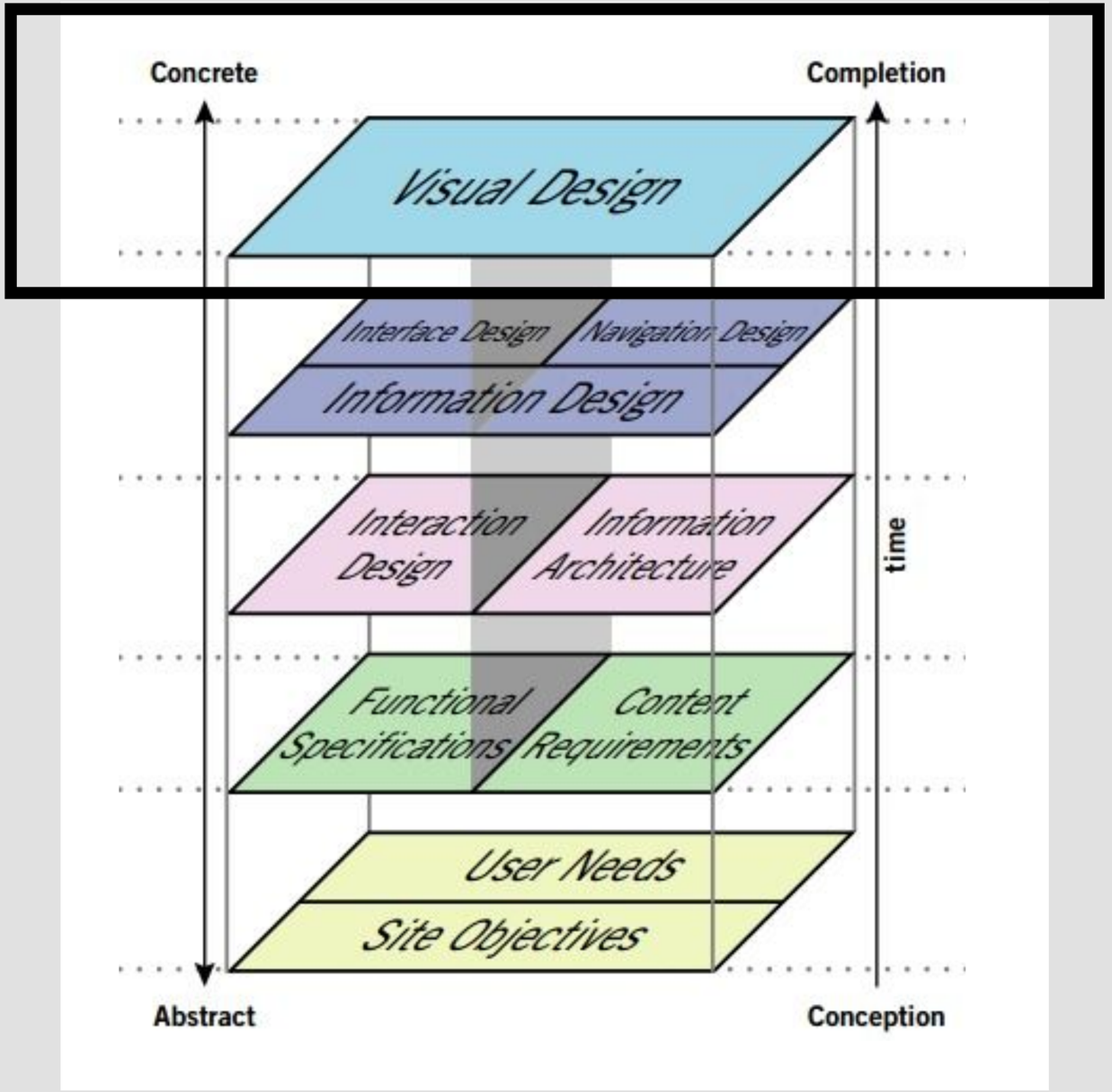
Níveis de fidelidade



Níveis de fidelidade



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



Jesse James Garret

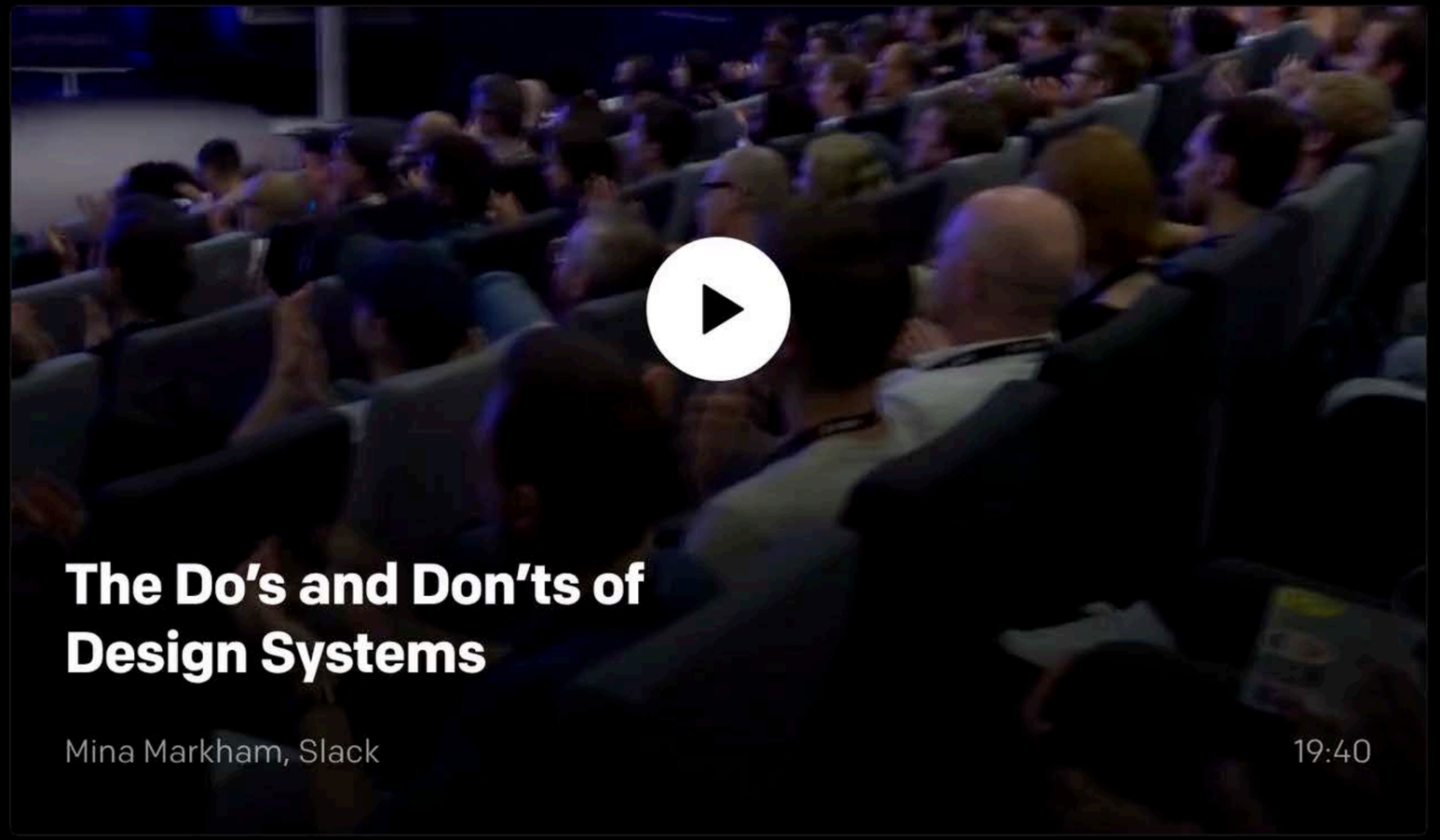
Os elementos da experiência do usuário

For Reusability

Read more ›

for Teams at Dropbox

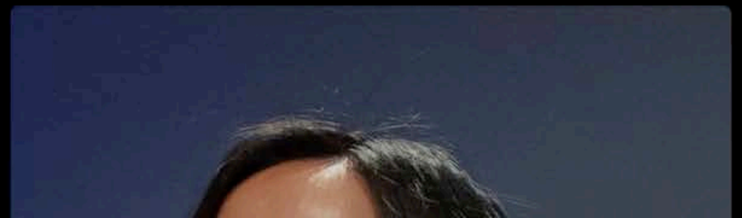
Read more ›

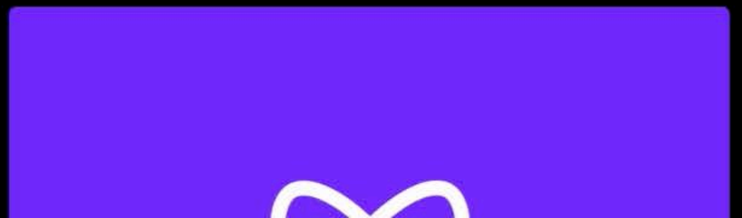


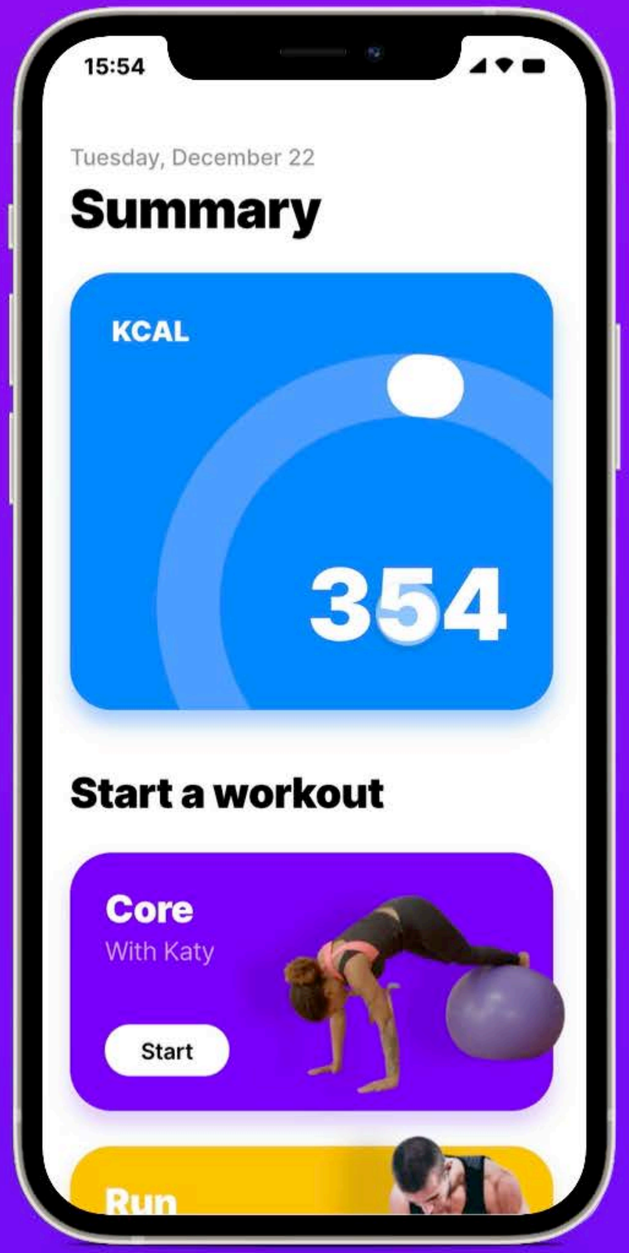
The Do’s and Don’ts of Design Systems

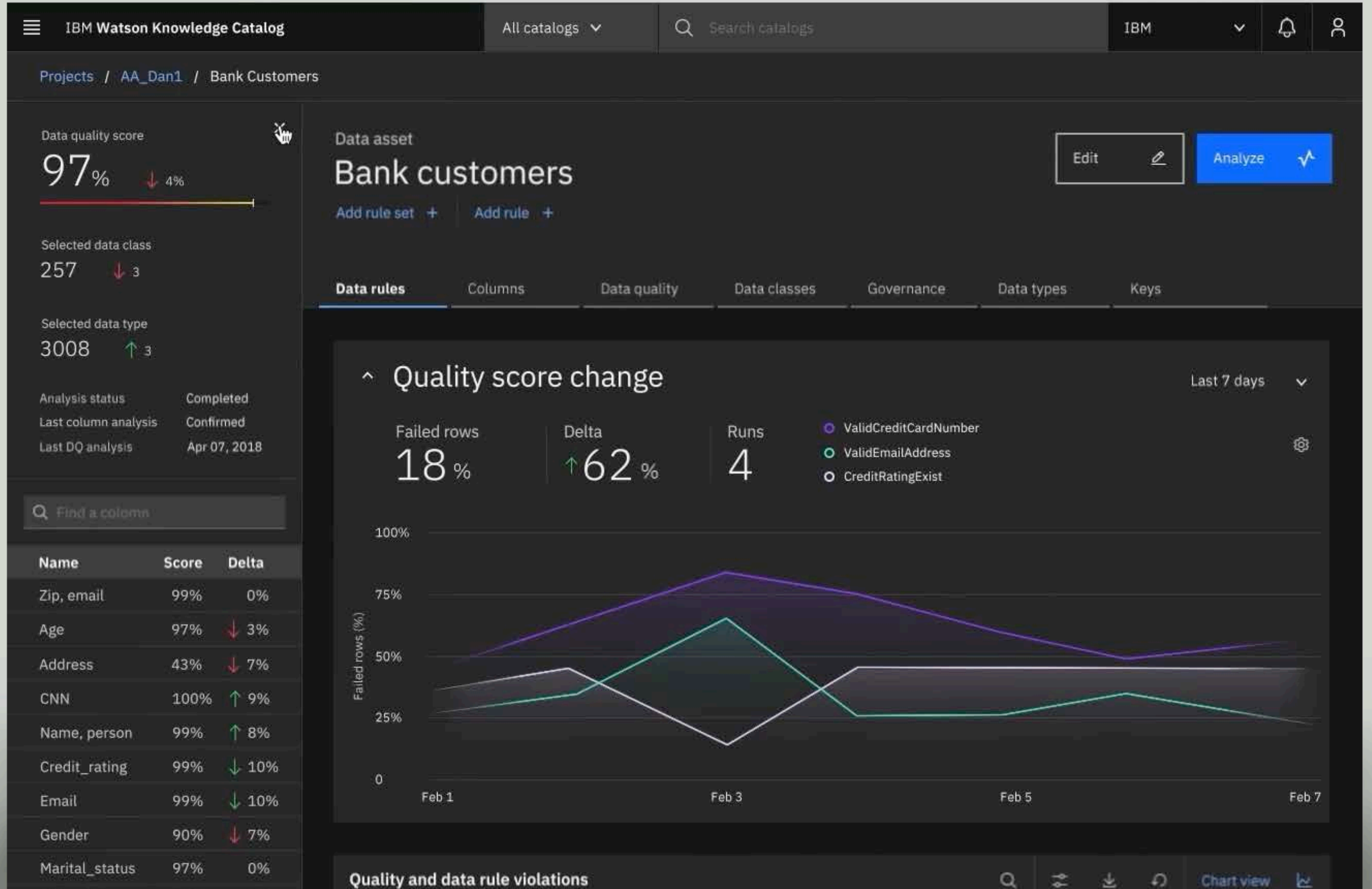
Mina Markham, Slack

19:40








IBM Watson Knowledge Catalog
All catalogs
Search catalogs
IBM
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
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Delta
Zip, email
99%
0%
Age
97%
3%
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43%
7%
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9%
Name, person
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Email
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Gender
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Marital_status
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Data asset
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Columns
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Last 7 days
Failed rows
18%
Delta
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Runs
4
ValidCreditCardNumber
ValidEmailAddress
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50%
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Failed rows (%)
Feb 1
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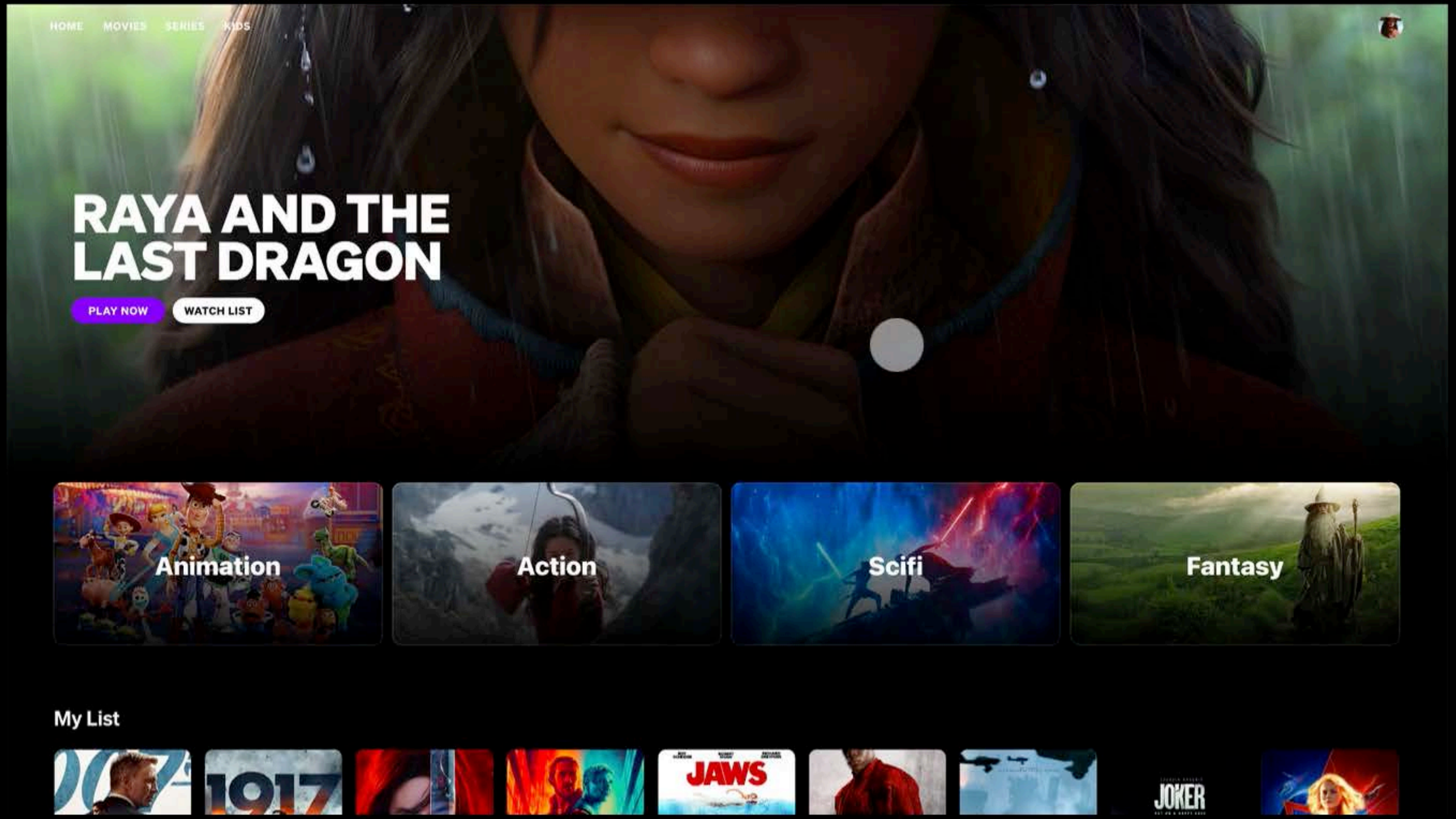
Feb 7
Quality and data rule violations
Chart view


HOME
MOVIES
SERIES
KIDS
RAYA AND THE LAST DRAGON
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1917
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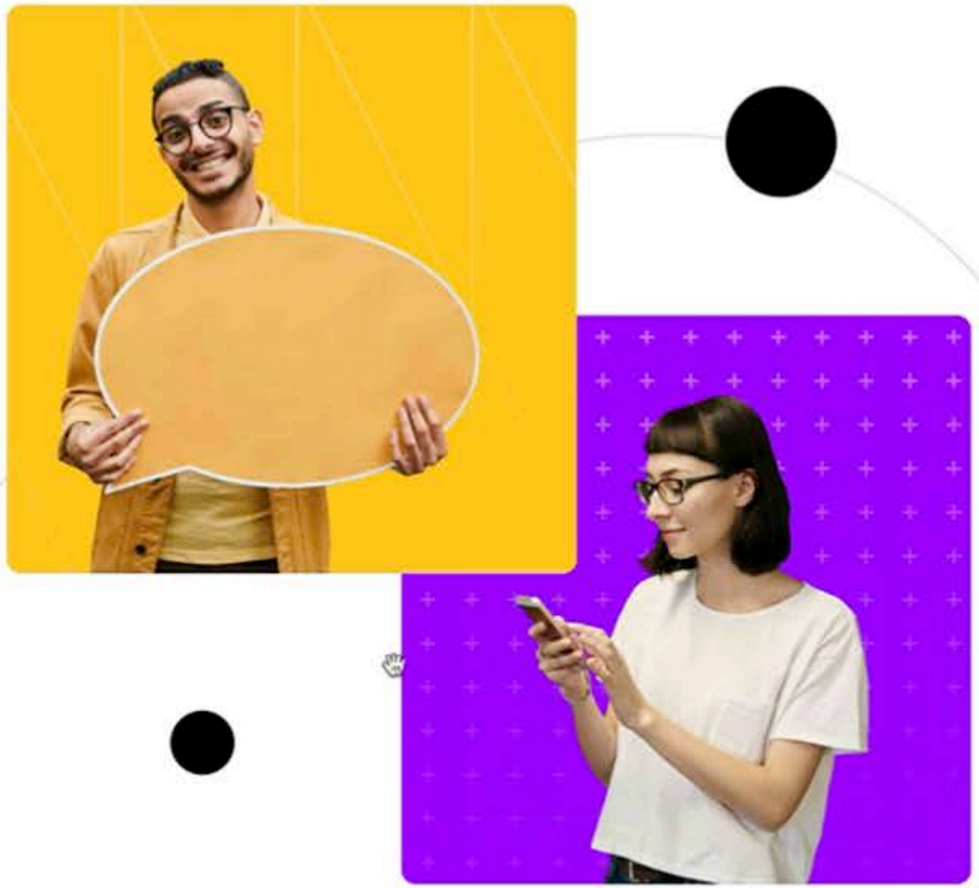

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Size

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Vans

Old Skool

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01

Next

All Collection

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?

1

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

Quando é necessário?

2

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

Quando é necessário?

3.
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

TRADE-OFFS

Trade-offs

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

Trade-offs

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

Trade-offs

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

Trade-offs

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

PRINCIPAIS FERRAMENTAS (RECAP)

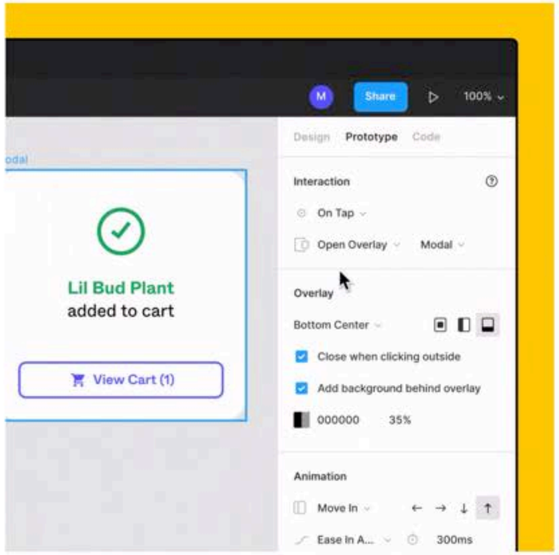
INTERAÇÕES SIMPLES

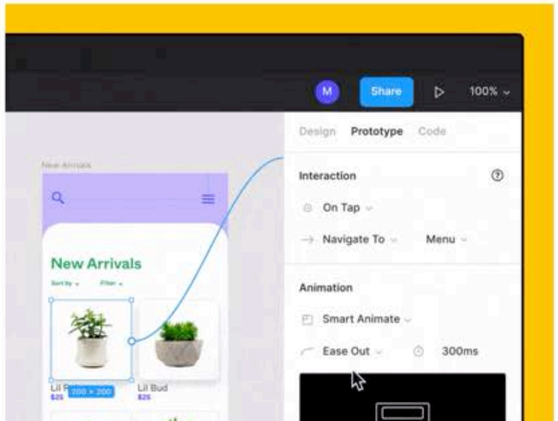
Figma

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.



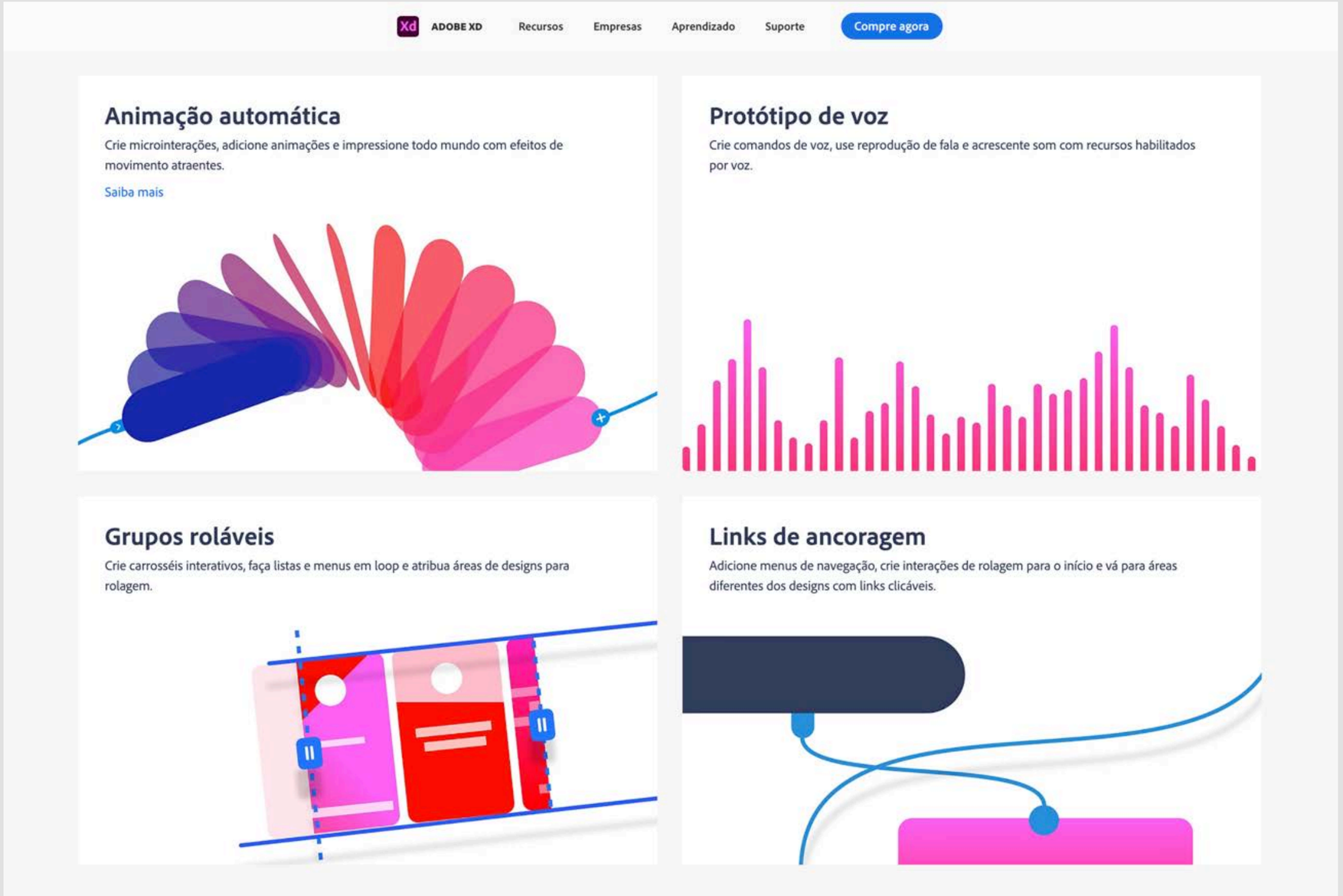


Show, don’t tell your interaction vision

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.

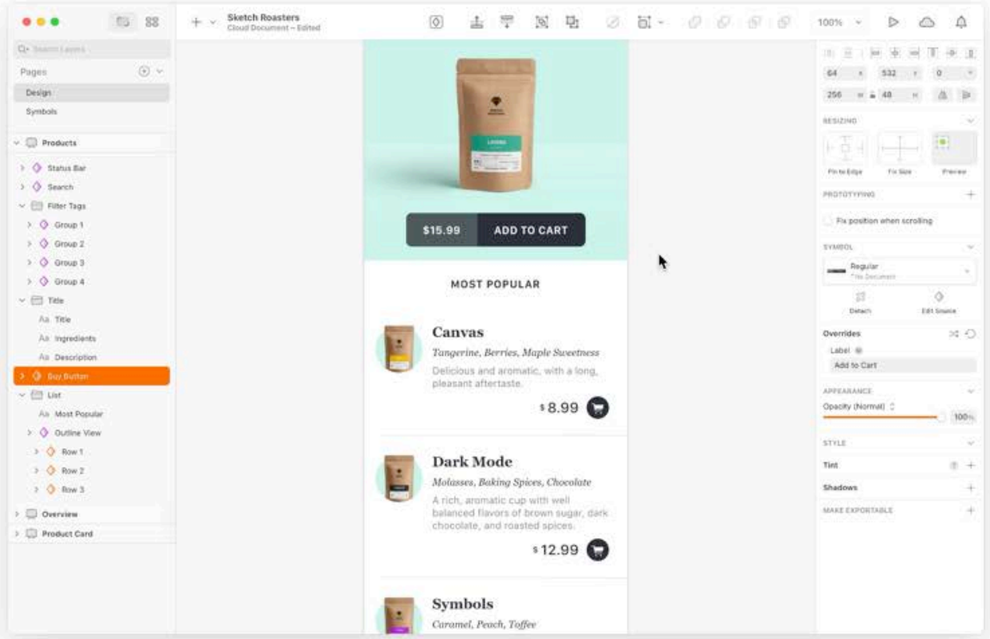
Sketch App

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.

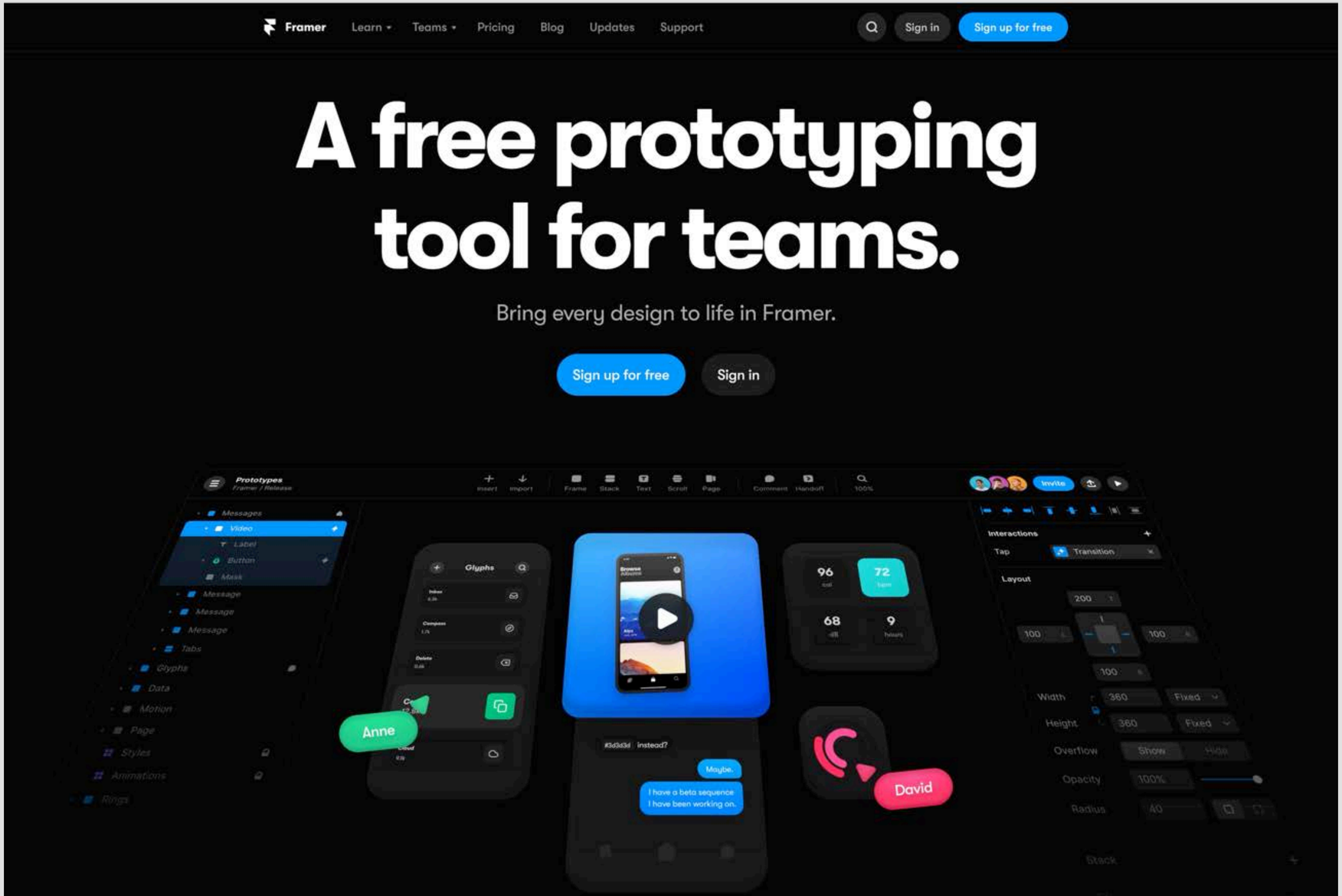
Customise your workflow

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

Browse extensions →

INTERAÇÕES COMPLÉXAS

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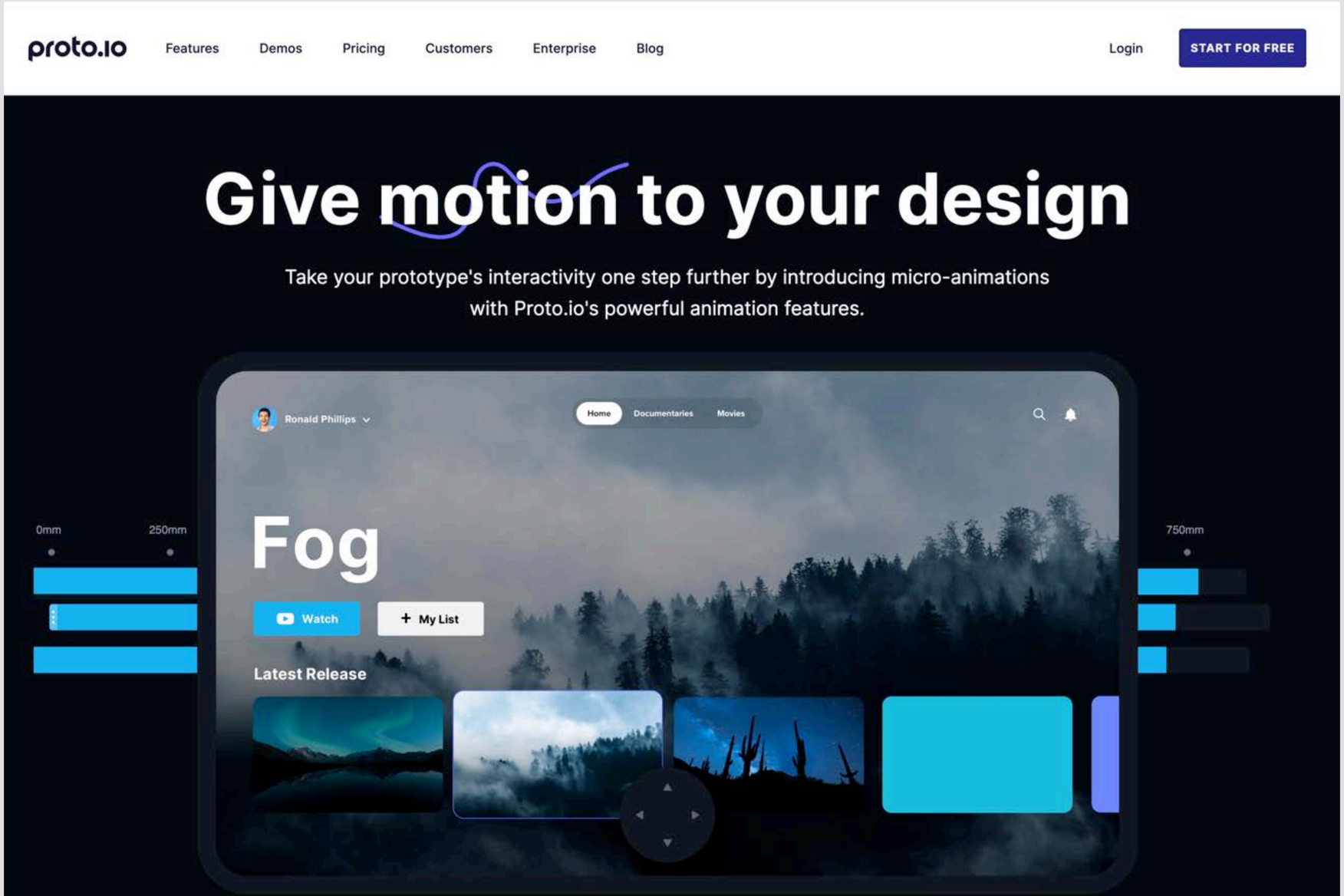
Anne
David
Maybe.
I have a beta sequence I have been working on.

proto.io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Give motion to your design
Take your prototype's interactivity one step further by introducing micro-animations
with Proto.io's powerful animation features.
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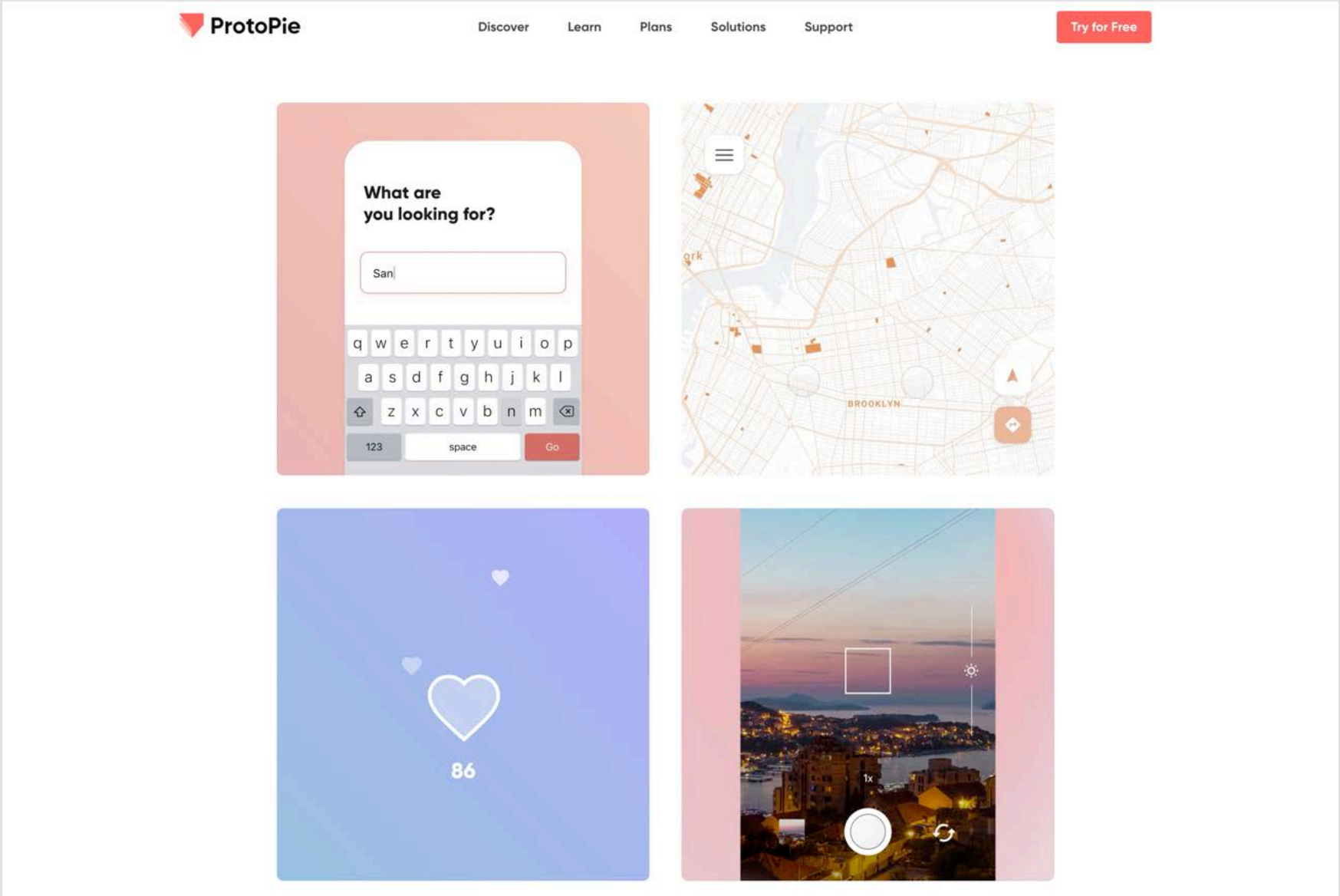
Fog
Watch
My List
Latest Release
0mm
250mm
750mm

Protopie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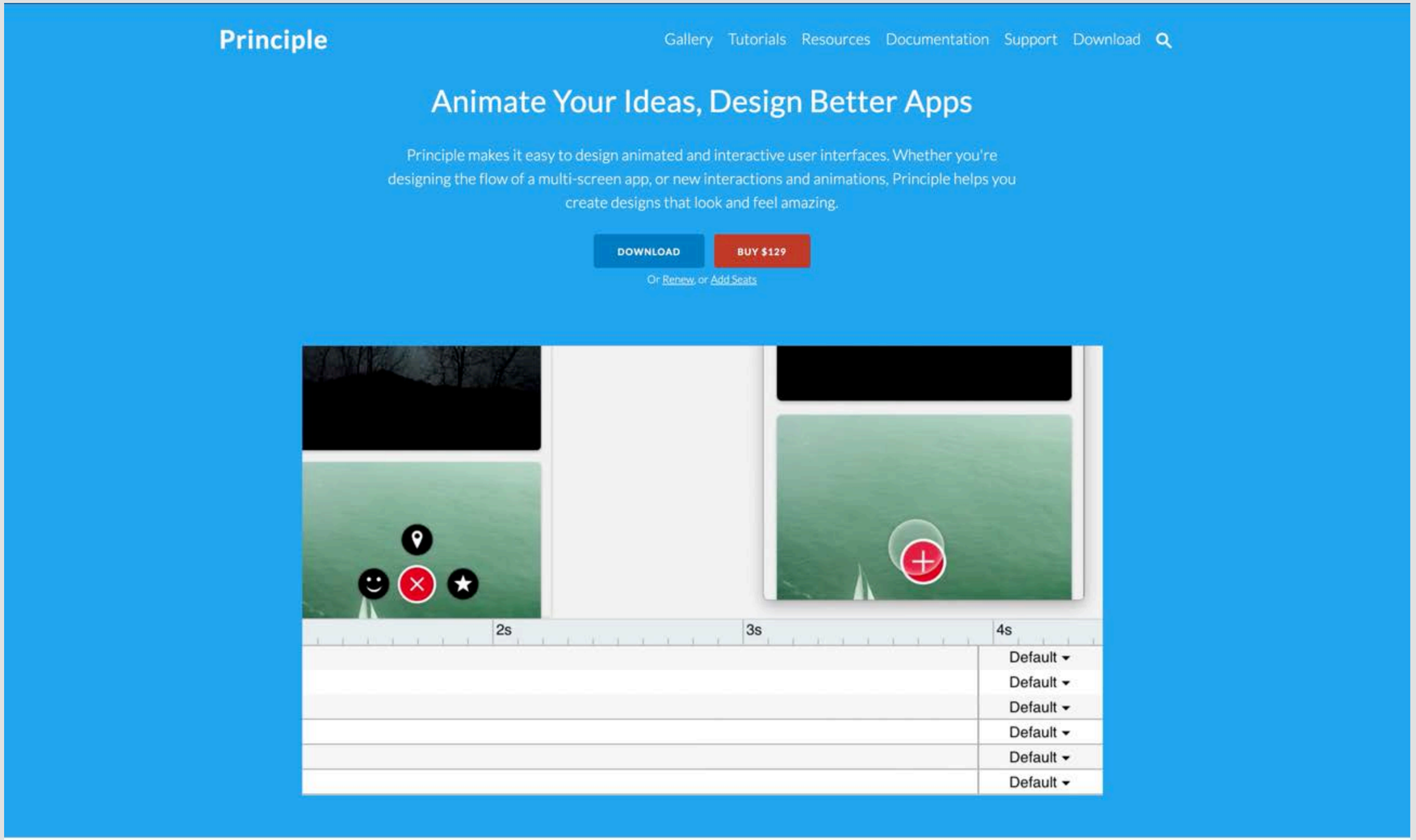
Principle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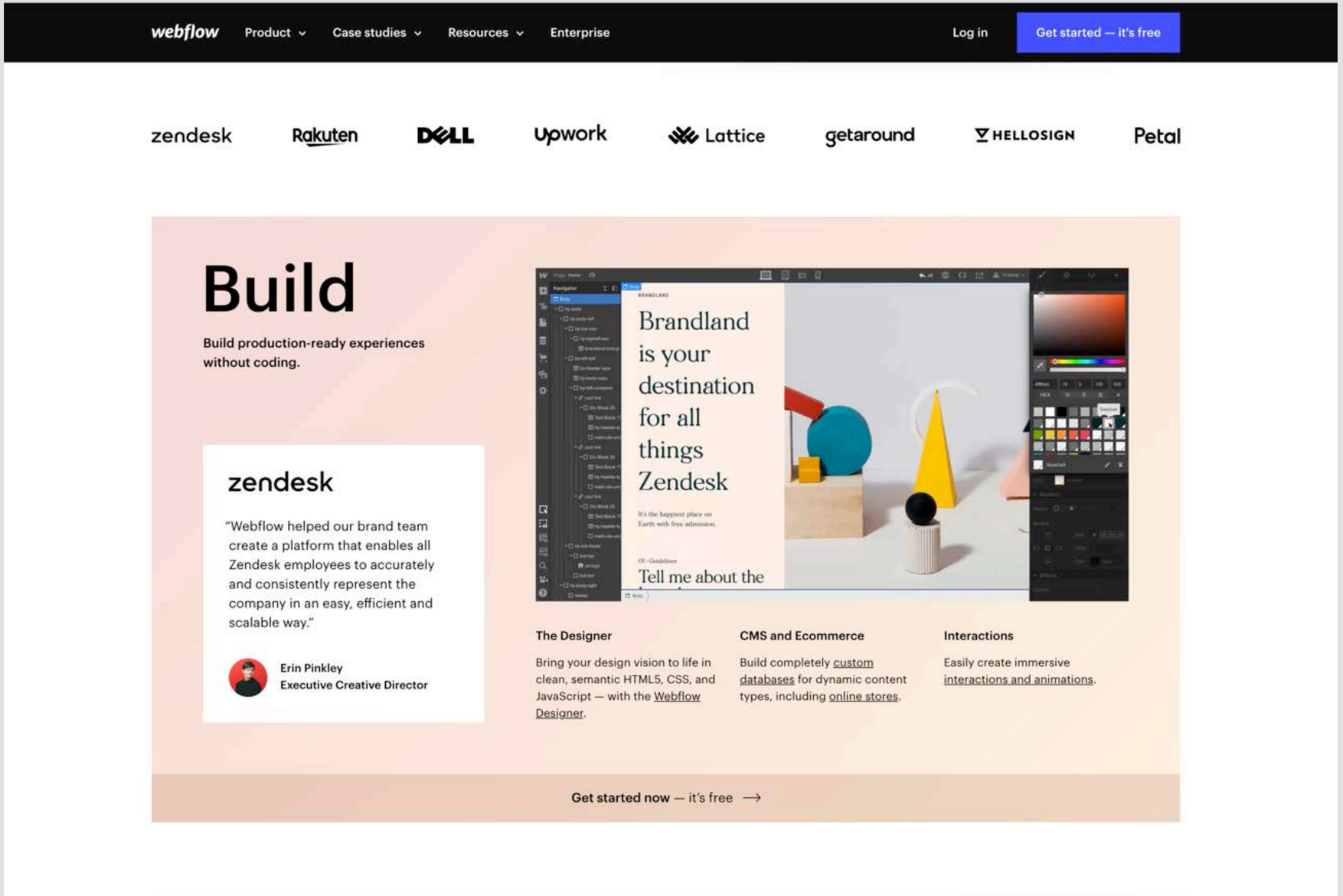
PRODUCTION READY

Webflow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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
Brandland is your destination for all things Zendesk
It's the happiest place on Earth with free admission.
Tell me about the
The Designer
Bring your design vision to life in clean, semantic HTML5, CSS, and JavaScript — with the Webflow Designer.
CMS and Ecommerce
Build completely custom databases for dynamic content types, including online stores.
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Easily create immersive interactions and animations.
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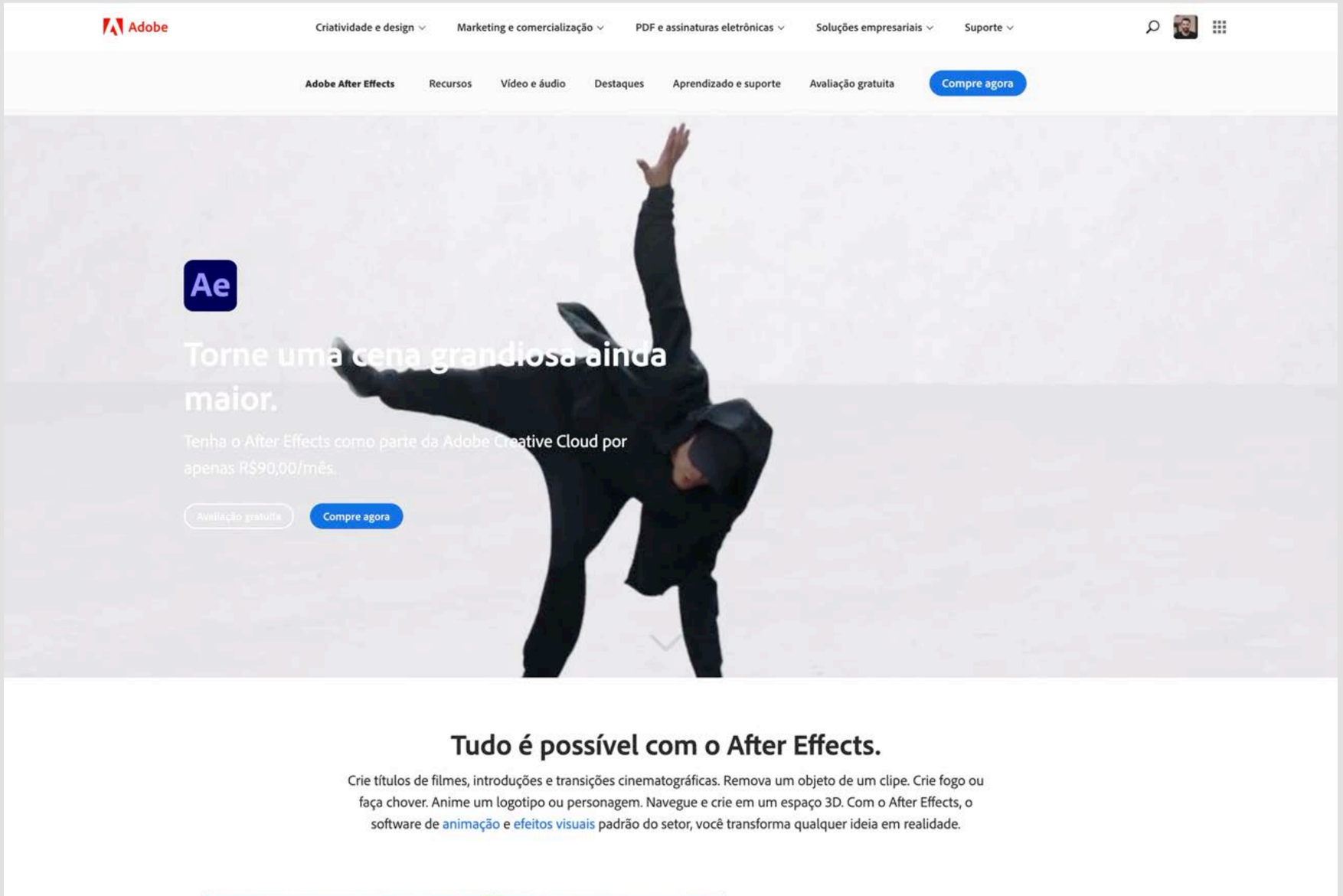
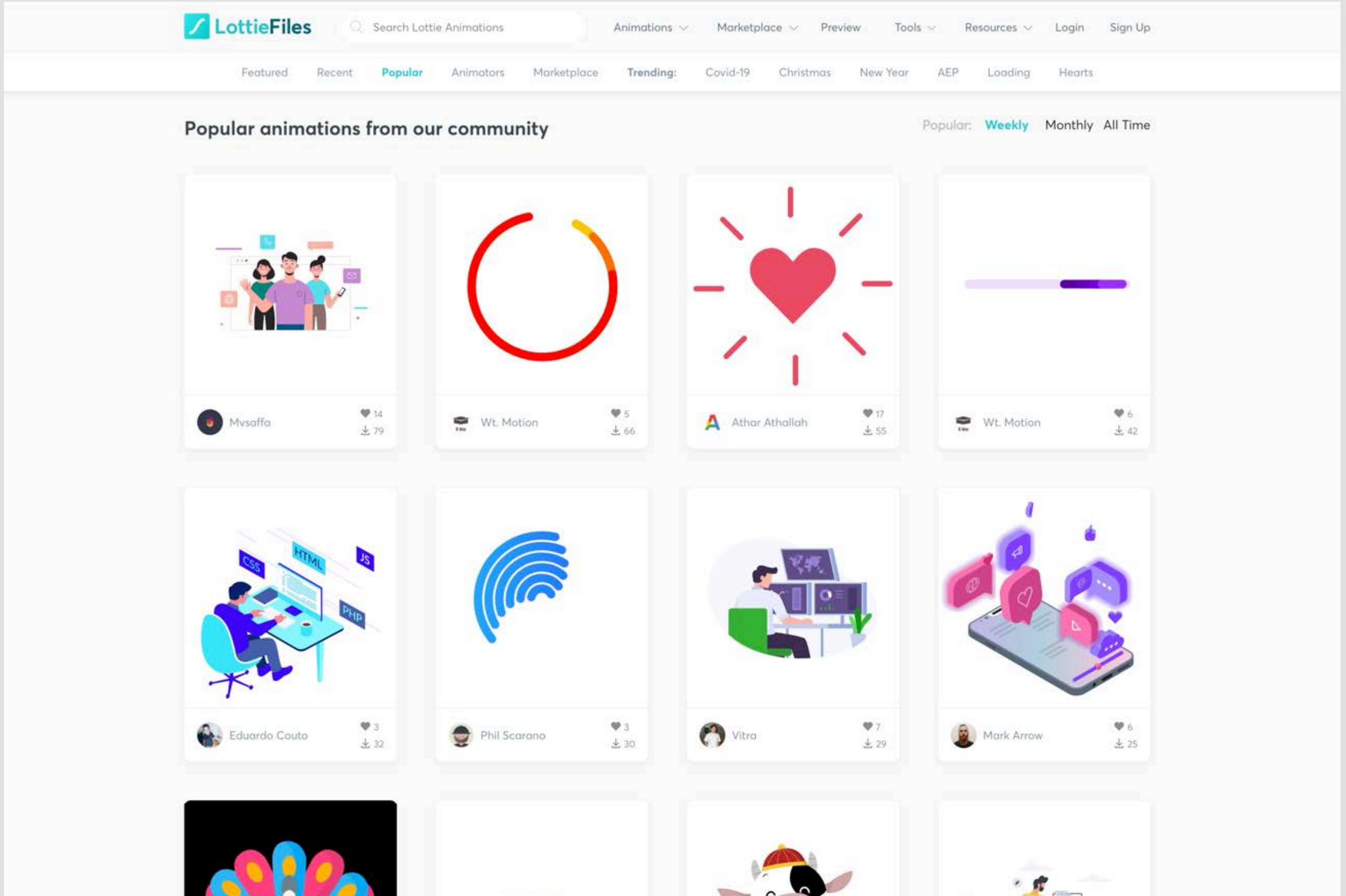
ANIMAÇÕES COM AFTER ÉFFECTS + LOTTIE

After Effects



Lottie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Trending:
Covid-19
Christmas
New Year
AEP
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Hearts
Popular animations from our community
Popular:
Weekly
Monthly
All Time
Mvsaffa
14
79
Wt. Motion
5
66
Athar Athallah
17
55
Wt. Motion
6
42
CSS
HTML
JS
PHP
Eduardo Couto
3
32
Phil Scarano
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30
Vitra
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Mark Arrow
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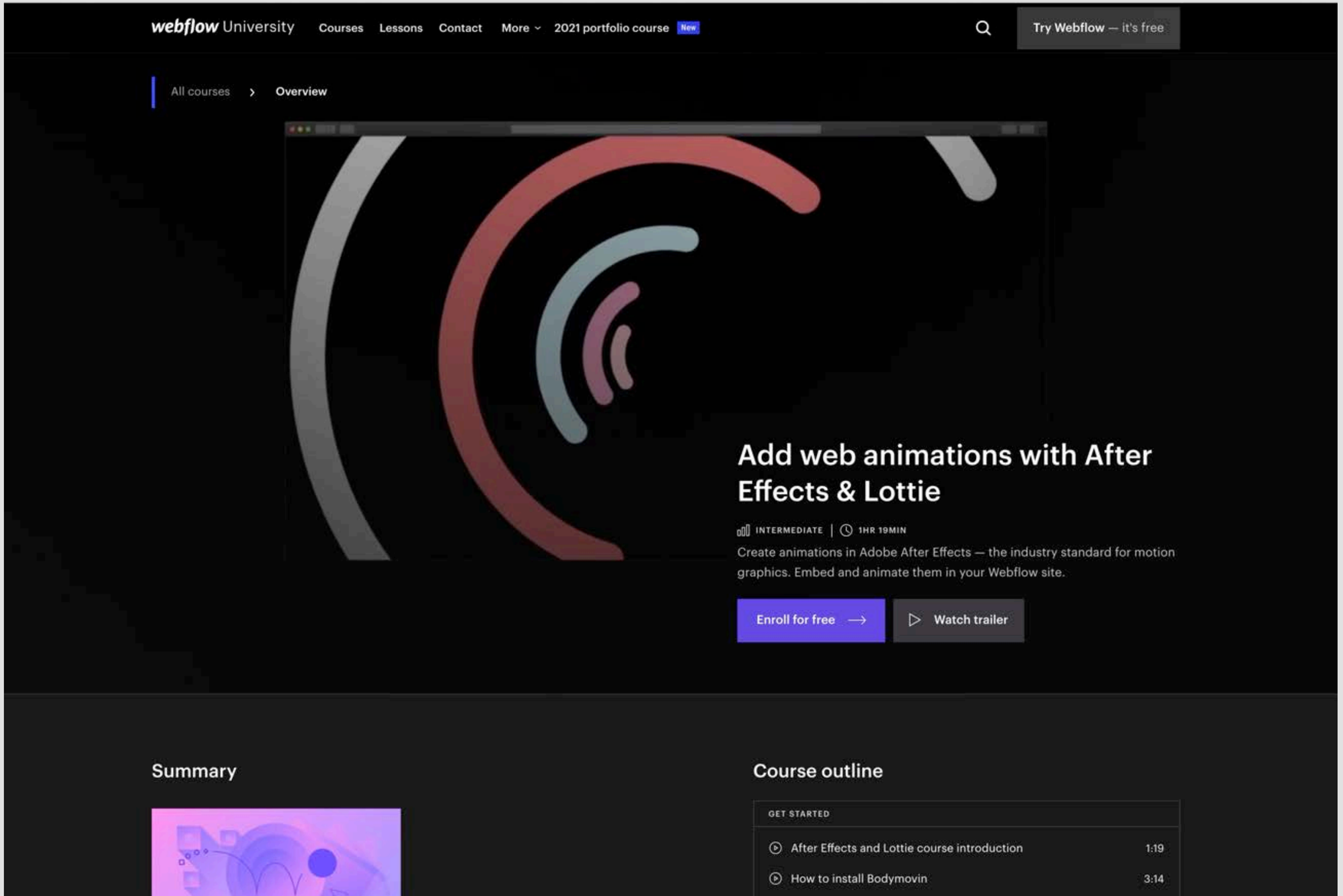
25

Webflow + After Effects + Lottie



Ferramentas

A melhor ferramenta é aquela que você sabe usar.

HTML
CSS
JAVASCRIPT

HARD SKILLS

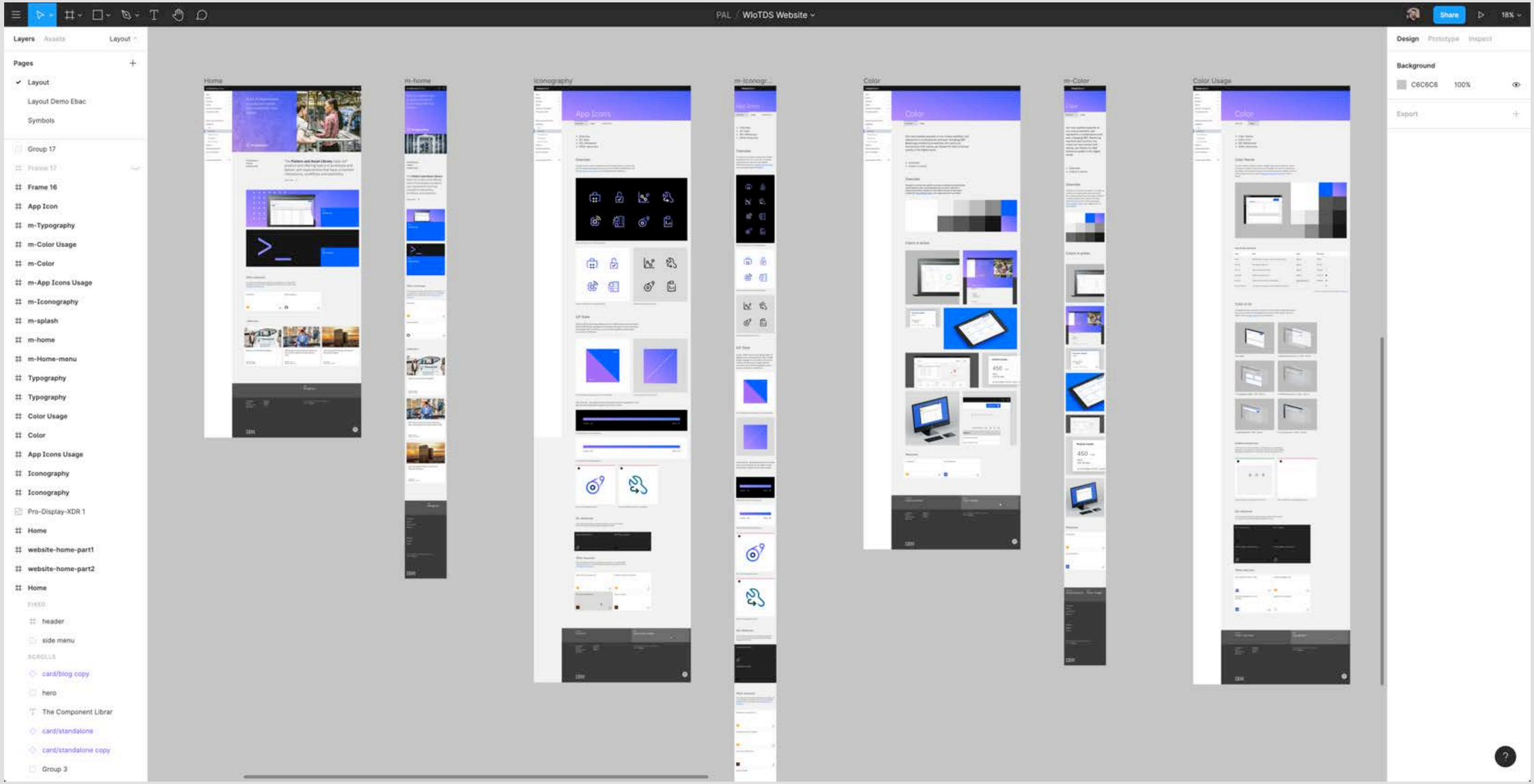
FIGMA
FRAMER
WEBFLOW

MÓDULO 27

AULA 2

Microinterações

PROTÓTIPOS DE ALTA FIDELIDADE


PAL / WIoTDS Website
Share
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Layers
Assets
Layout
Pages
Layout
Layout Demo Ebac
Symbols
Group 17
Frame 17
Frame 16
App Icon
m-Typography
m-Color Usage
m-Color
m-App Icons Usage
m-Iconography
m-splash
m-home
m-Home-menu
Typography
Typography
Color Usage
Color
App Icons Usage
Iconography
Iconography
Pro-Display-XDR 1
Home
website-home-part1
website-home-part2
Home
FIXED
header
side menu
SCROLLS
card/blog copy
hero
The Component Librar
card/standalone
card/standalone copy
Group 3
Home
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Iconography
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Design
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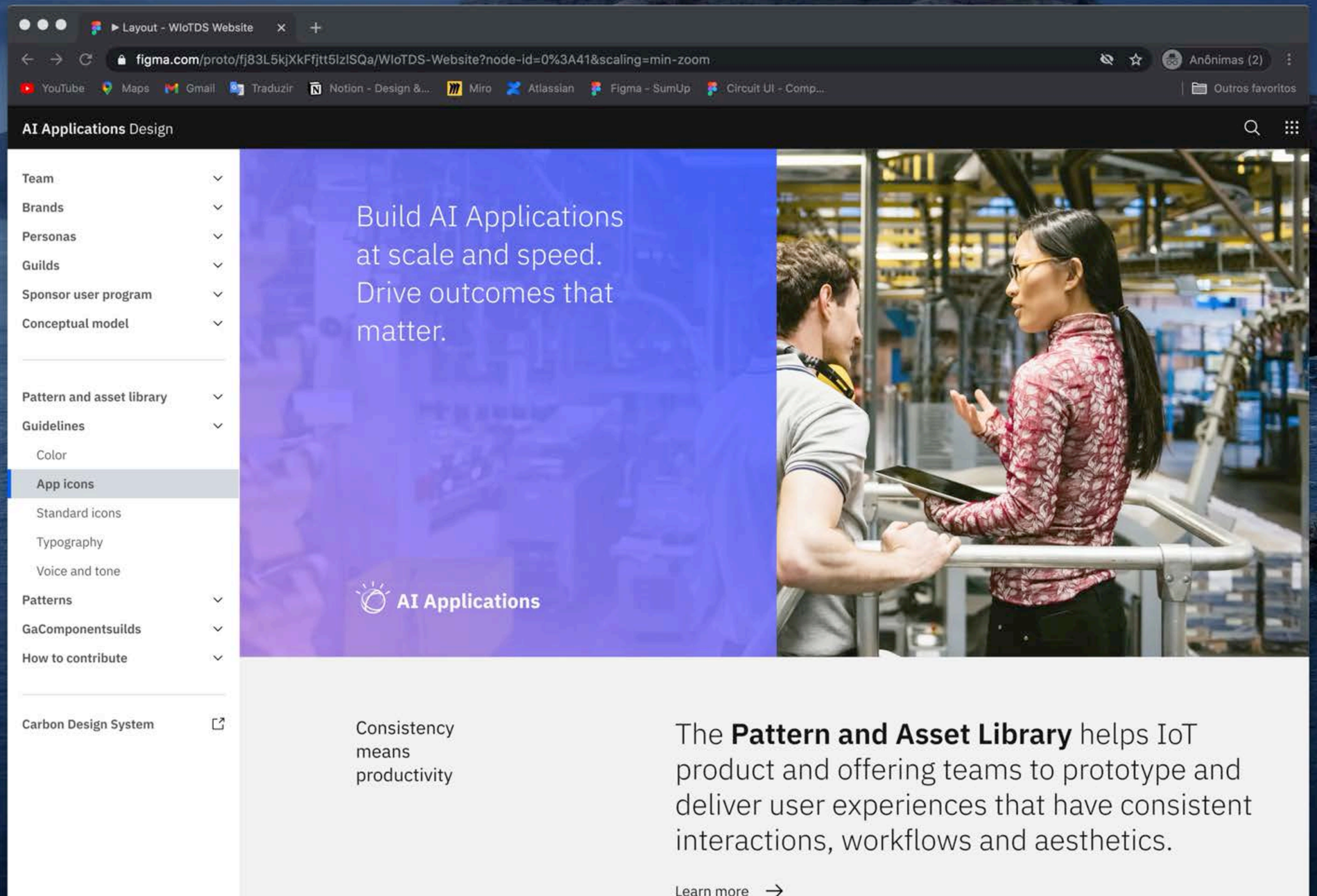
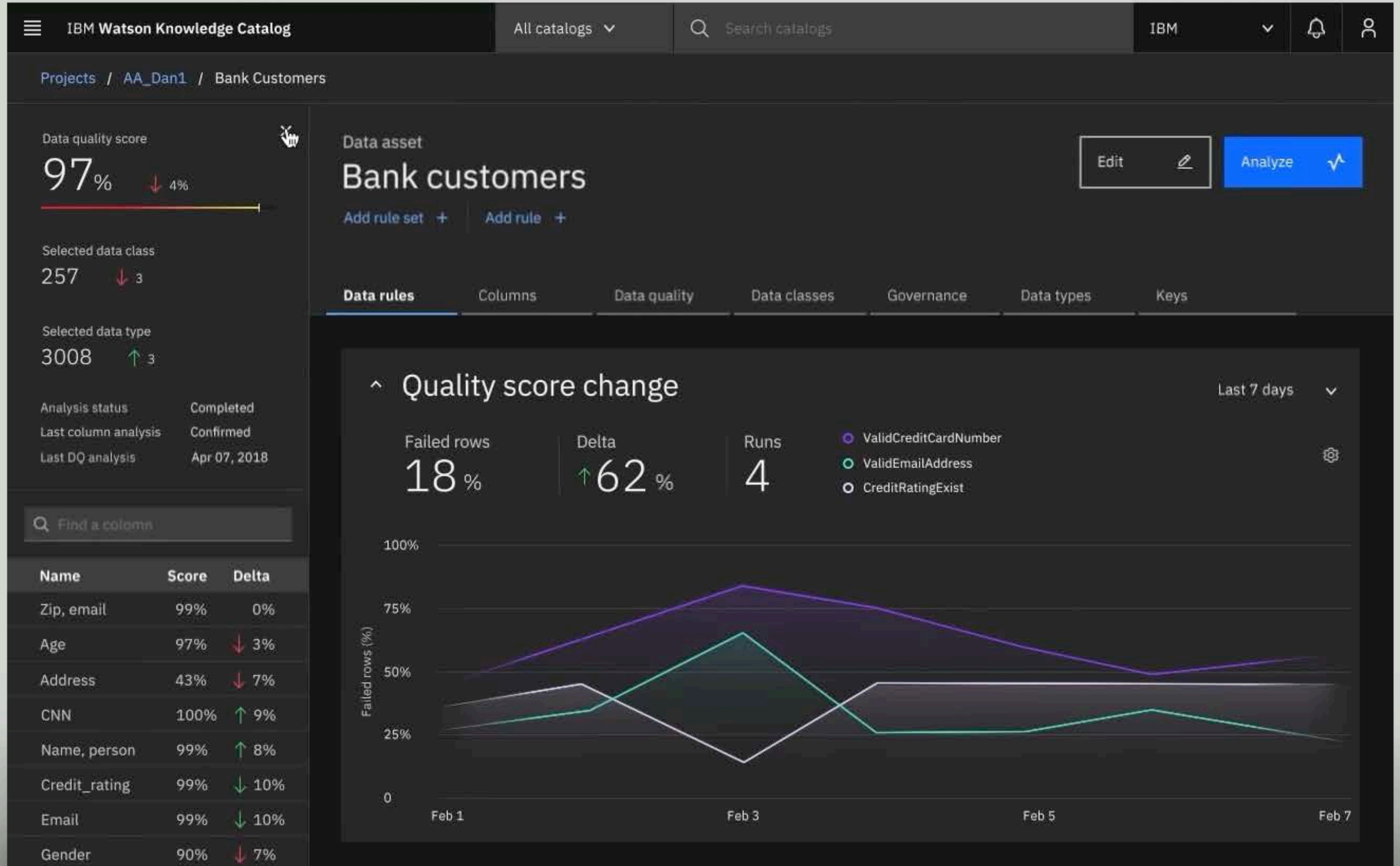

▶ Layout - WIoTDS Website
figma.com/proto/fj83L5kjXkFfjtt5IzlSQa/WIoTDS-Website?node-id=0%3A41&scaling=min-zoom
Anônimas (2)
YouTube
Maps
Gmail
Traduzir
Notion - Design &...
Miro
Atlassian
Figma - SumUp
Circuit UI - Comp...
Outros favoritos
AI Applications Design
Team
Brands
Personas
Guilds
Sponsor user program
Conceptual model
Pattern and asset library
Guidelines
Color
App icons
Standard icons
Typography
Voice and tone
Patterns
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

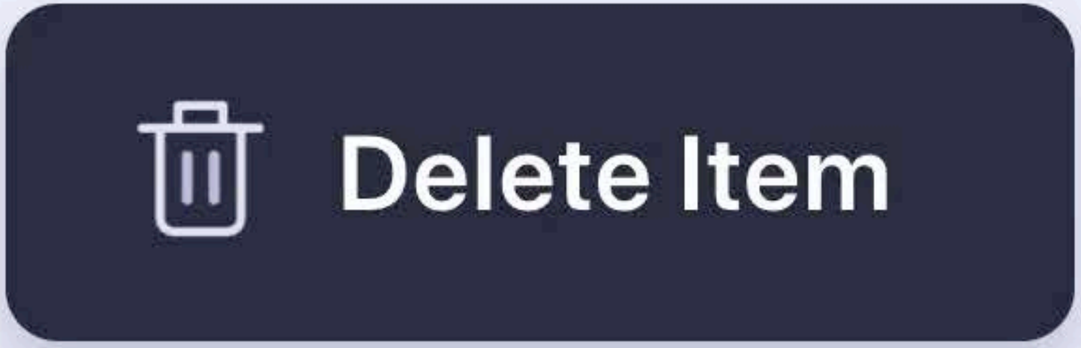

IBM Watson Knowledge Catalog
All catalogs
Search catalogs
IBM
Projects / AA_Dan1 / Bank Customers
Data quality score
97%
4%
Selected data class
257
3
Selected data type
3008
3
Analysis status Completed
Last column analysis Confirmed
Last DQ analysis Apr 07, 2018
Find a column
Name Score Delta
Zip, email 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 +
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
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

Publish


Delete Item

Favorite

Clap

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26

Click this Button

- 0 +

MODERN SOFA

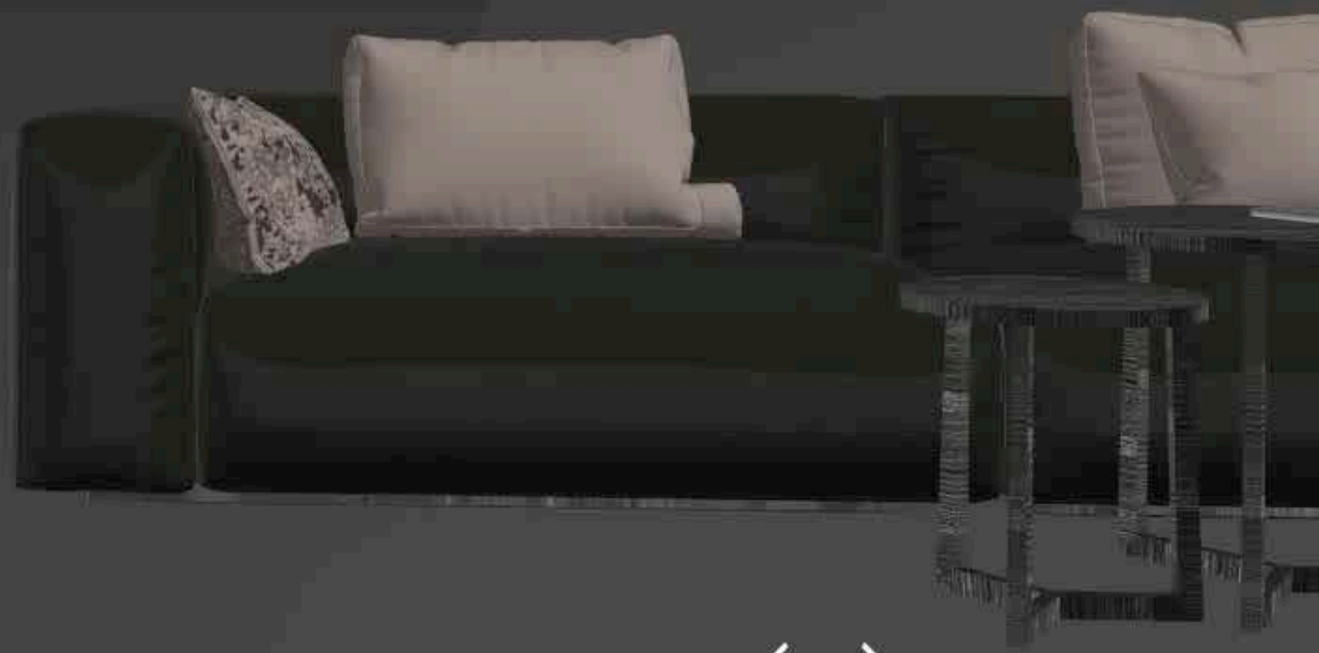
Home Customized Store About Us

BLOOM

Customized Series

★★★★☆

Details 360 view



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

RESPOSTA (FEEDBACK)

Feedback

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

Ex.: Reproduz animação, troca de cor

LOOPS E MODOS

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.

MÓDULO 27

AULA 3

Prototipação no Figma – Parte 1

MICRO-INTERAÇÕES NO FIGMA

Figma

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

Criar uma página de um produto com elementos interativos

Criar uma página de um produto com elementos interativos

1. Pequenos elementos (Átomos)
2. Elementos médios (Moléculas)
3. Transições animadas de páginas (Template)
4. Elementos de background (Loops)

NÍVEL ÁTOMOS

- Botão
- Toggle
- Menu Hamburger

NÍVEL MOLÉCULAS

- Carrossel
- Accordion

MÓDULO 27

AULA 4

Prototipação no Figma – Parte 2

MICRO-INTERAÇÕES NO FIGMA

NÍVEL TEMPLATE

- Transição entre páginas

LOOPS

- Background animado
  - Vídeo
  - Grafismos

RESULTADO FINAL

ATÉ A PRÓXIMA AULA!

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