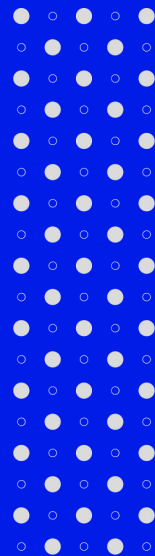


# Design de experiência do usuário na Era Digital



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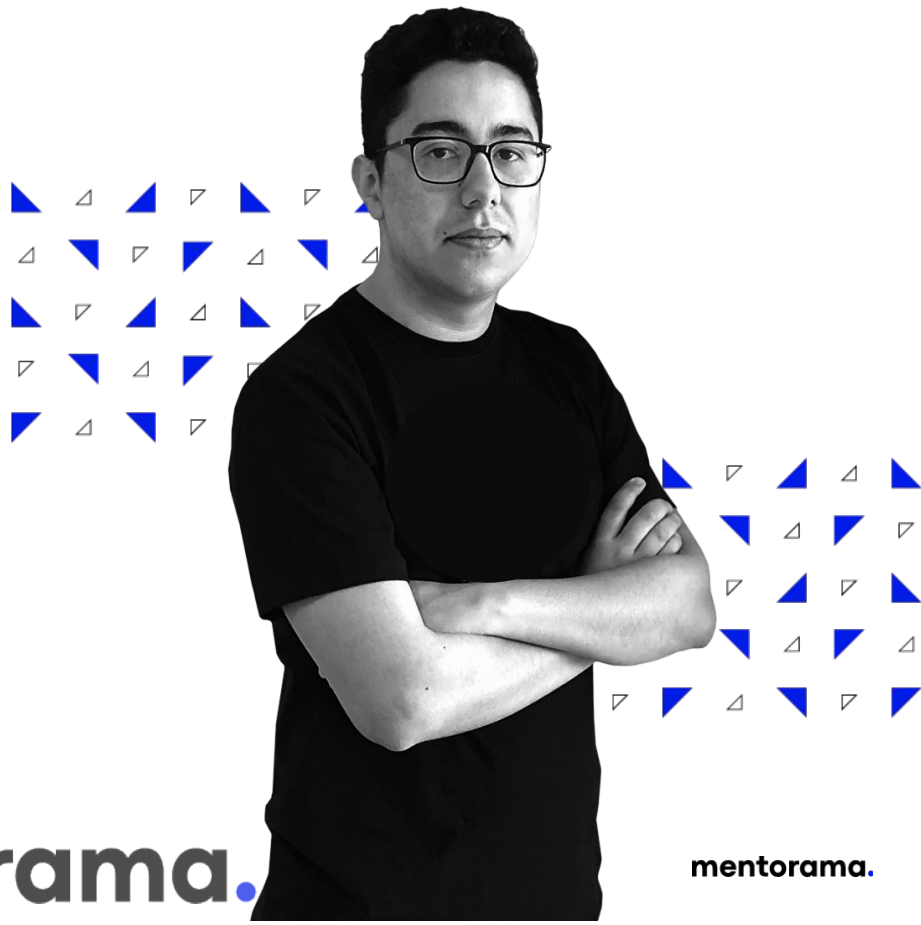
mentorama

# Luiz Parussolo

Portfolio: [parussolo.live](https://parussolo.live)

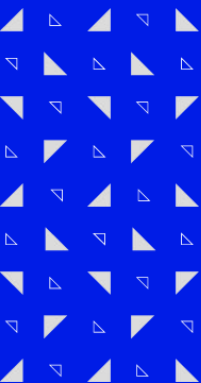
---

- **PicPay**  
Head of Product Design
- **OLX**  
Product Designer Specialist
- **webmotors**  
Senior Product Designer
- **GetNinjas**  
Product Designer

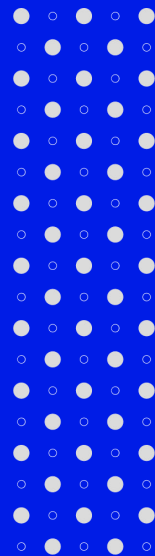


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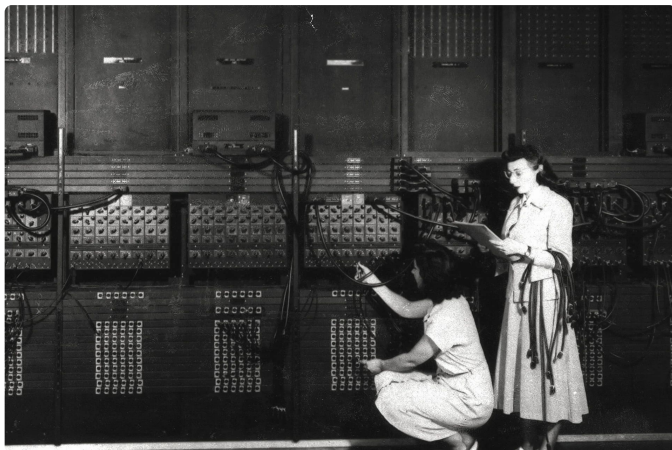
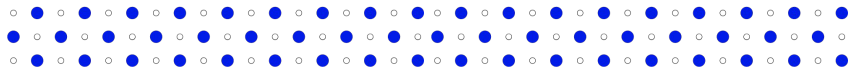
mentorama.



# A construção do UX Design



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**Primeira geração de computadores**

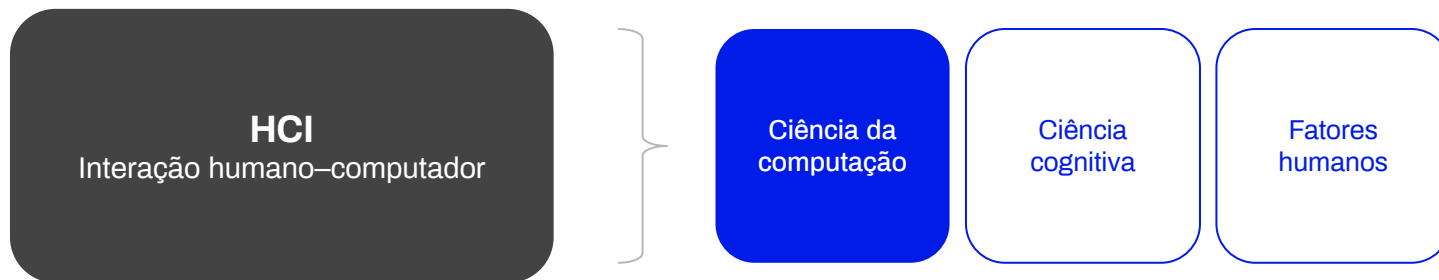
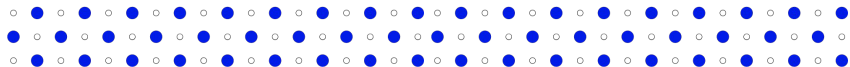


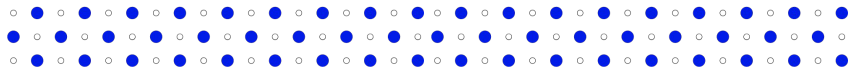
**Computadores Pessoais**



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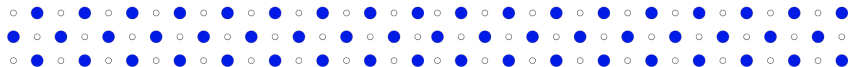
mentorama.





**Usabilidade é sobre como as pessoas usam e entendem as coisas, não sobre tecnologia.**

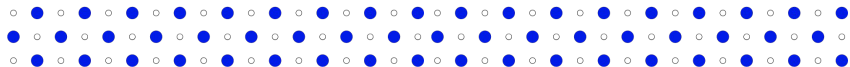
- Steve Krug



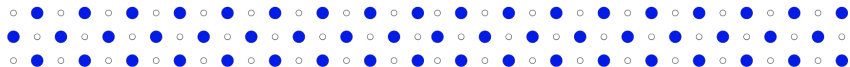
## HCI

Interação humano-computador

Usabilidade



Tornar o uso do  
computador mais fácil

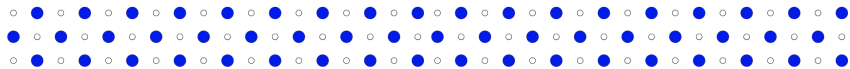


Primeiro computador Macintosh, da Apple

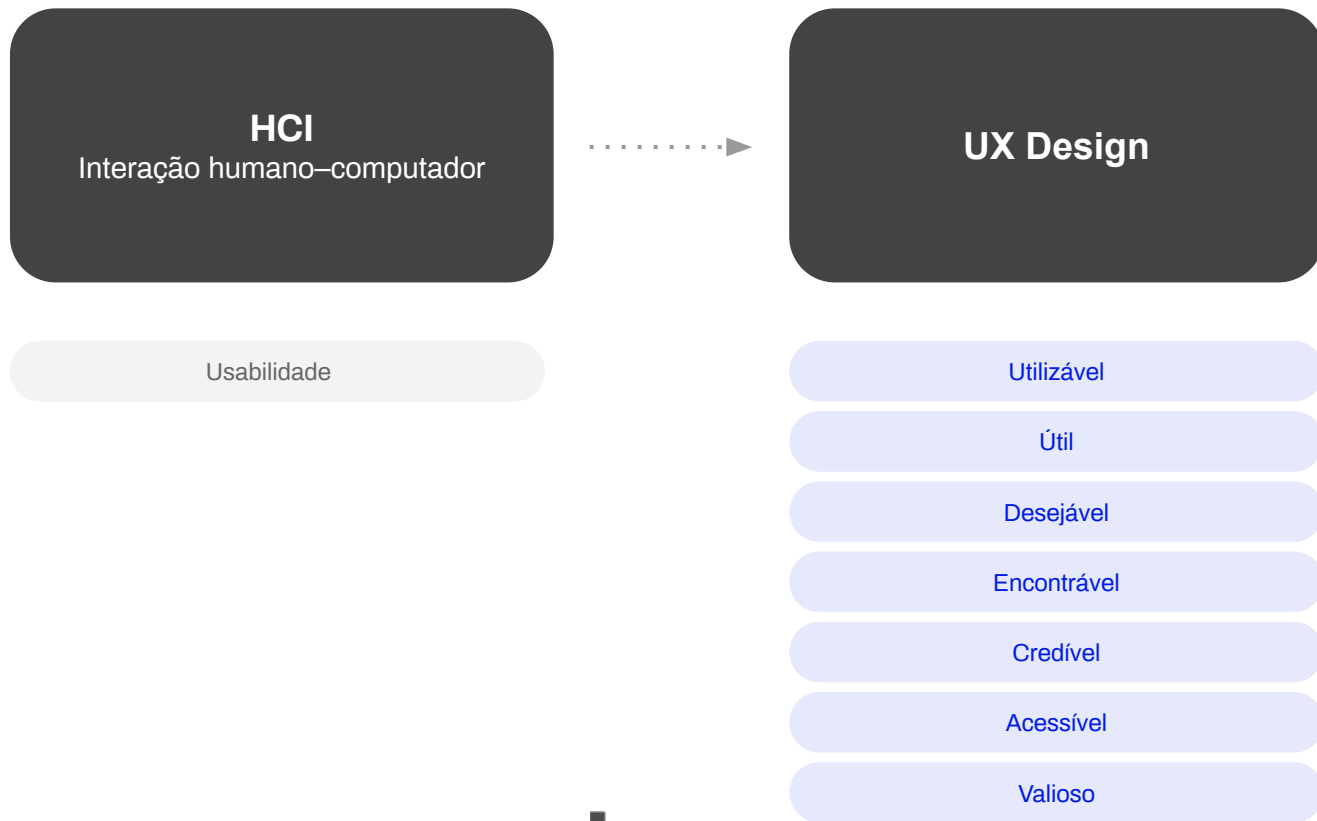
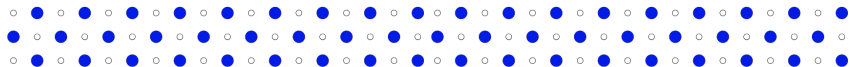


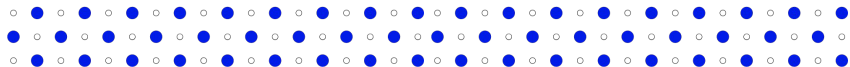
# Designer de Experiência do usuário

- Don Norman

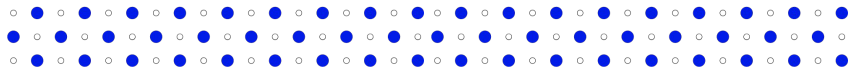


**A experiência do usuário deve cobrir todos os aspectos do uso da pessoa com um produto ou serviço, incluindo design, tecnologia, marketing, interações físicas e digitais.**

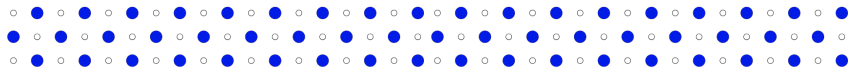




# Experiência de usuário

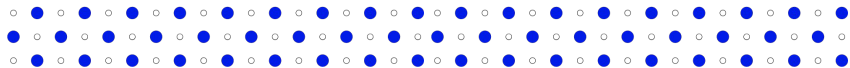


# Design centrado no usuário

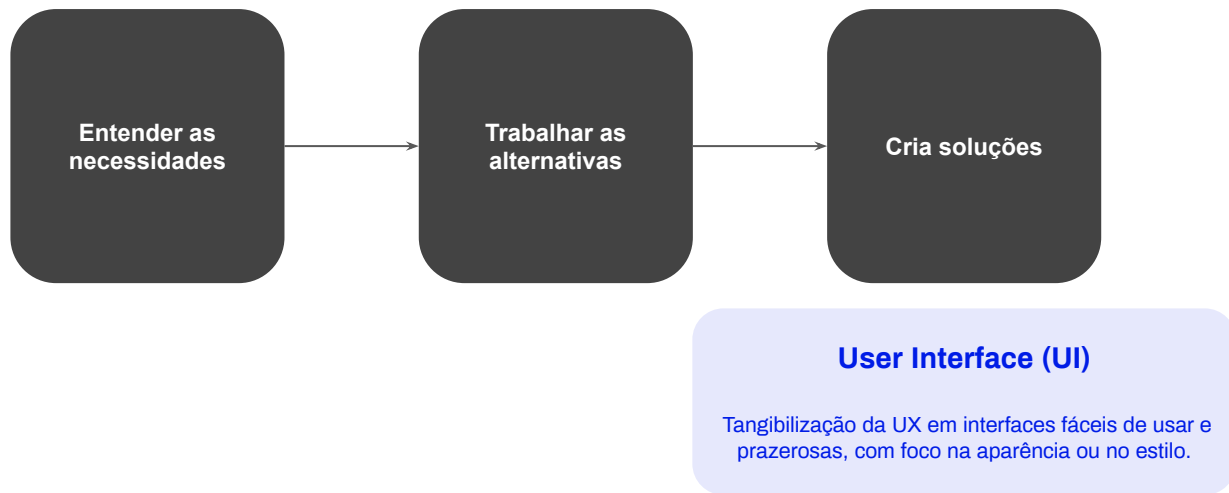


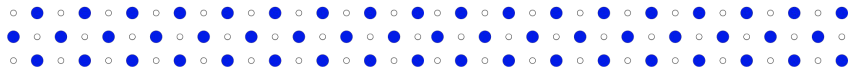
## Design centrado no usuário

Processo de design iterativo, no qual os designers se concentram nos usuários e em suas necessidades em cada fase do processo.

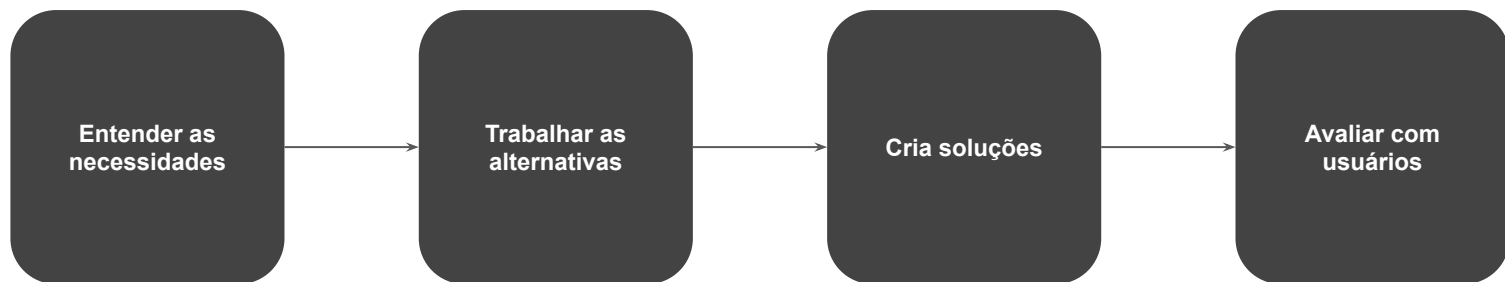


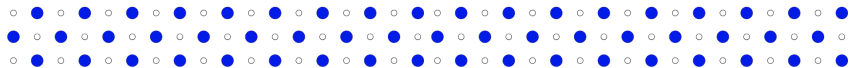
## Abordagem DCU



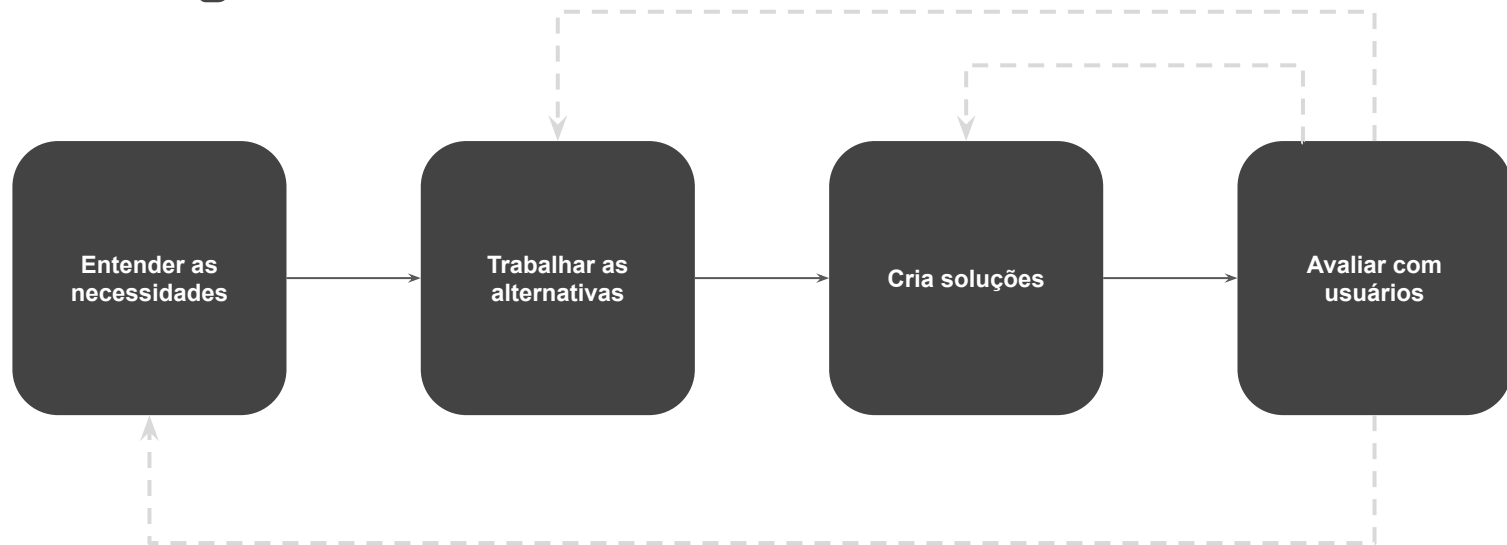


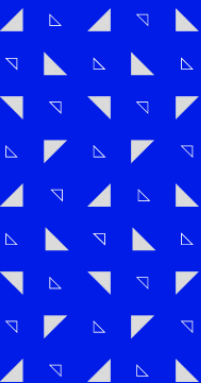
## Abordagem DCU



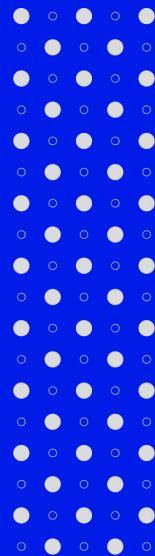


## Abordagem DCU

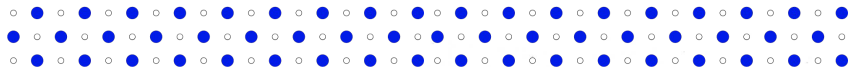




# A importância do design na era do cliente

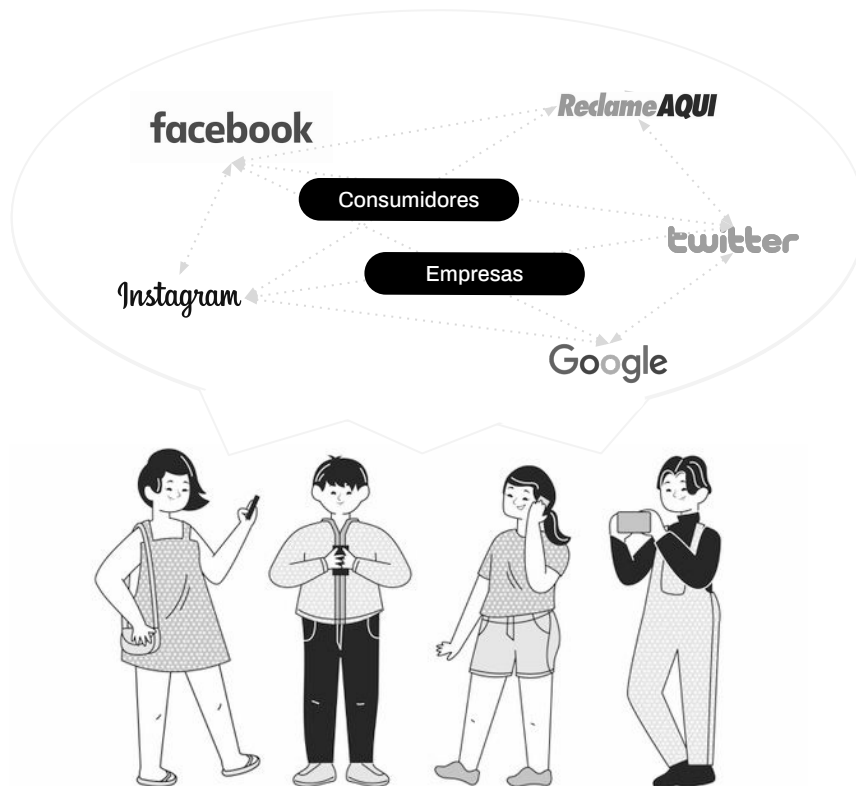
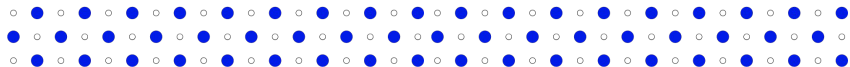


**mentorama**



**mentorama.**

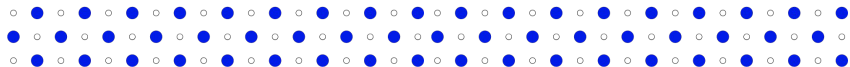
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+ Informação

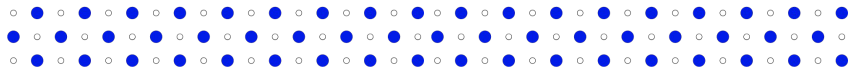
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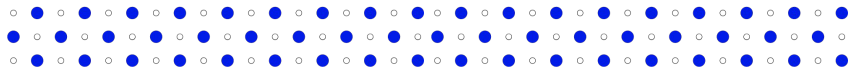


“Através da Internet os consumidores estão ficando mais espertos – e mais espertos que a maioria das empresas.”

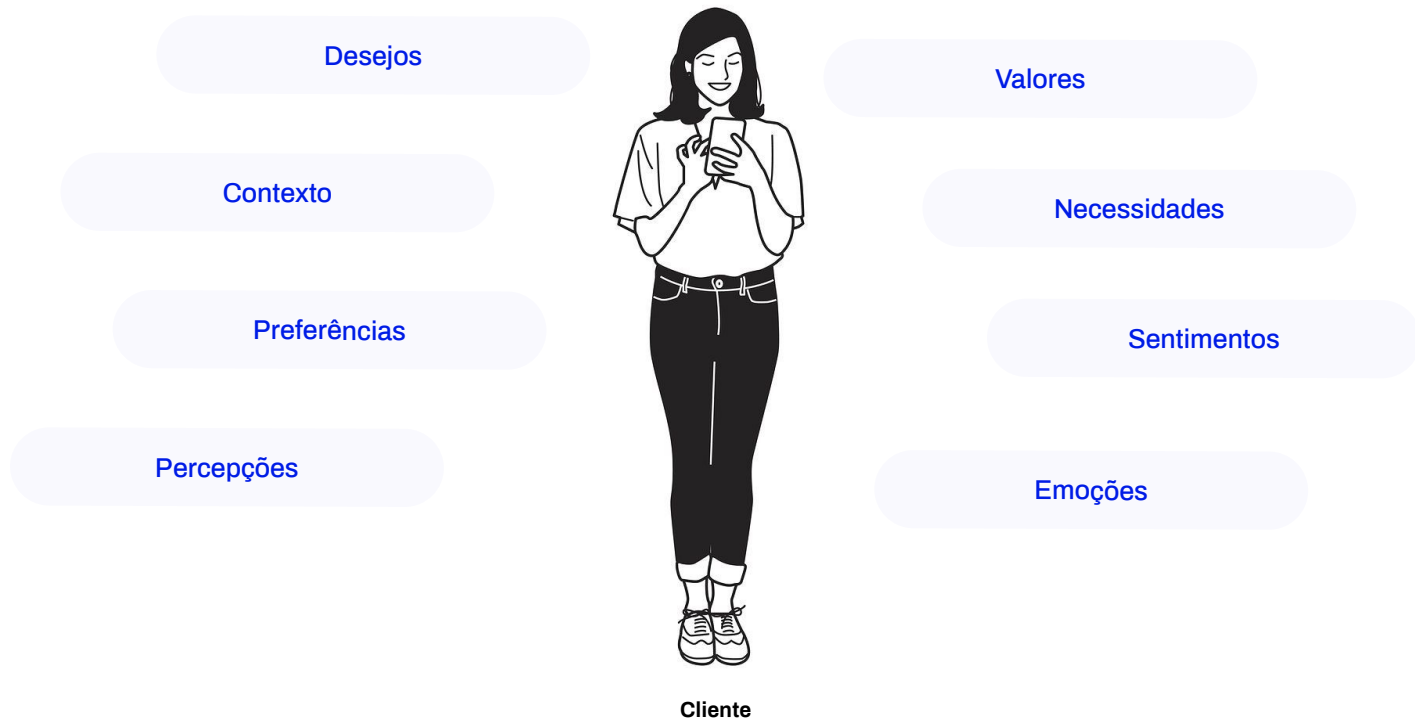
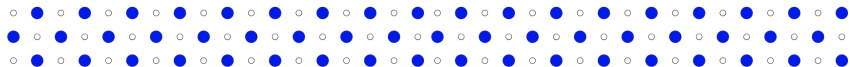
**Manifesto “The cluetrain”**

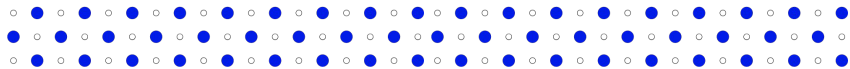


# Customer-Centrism

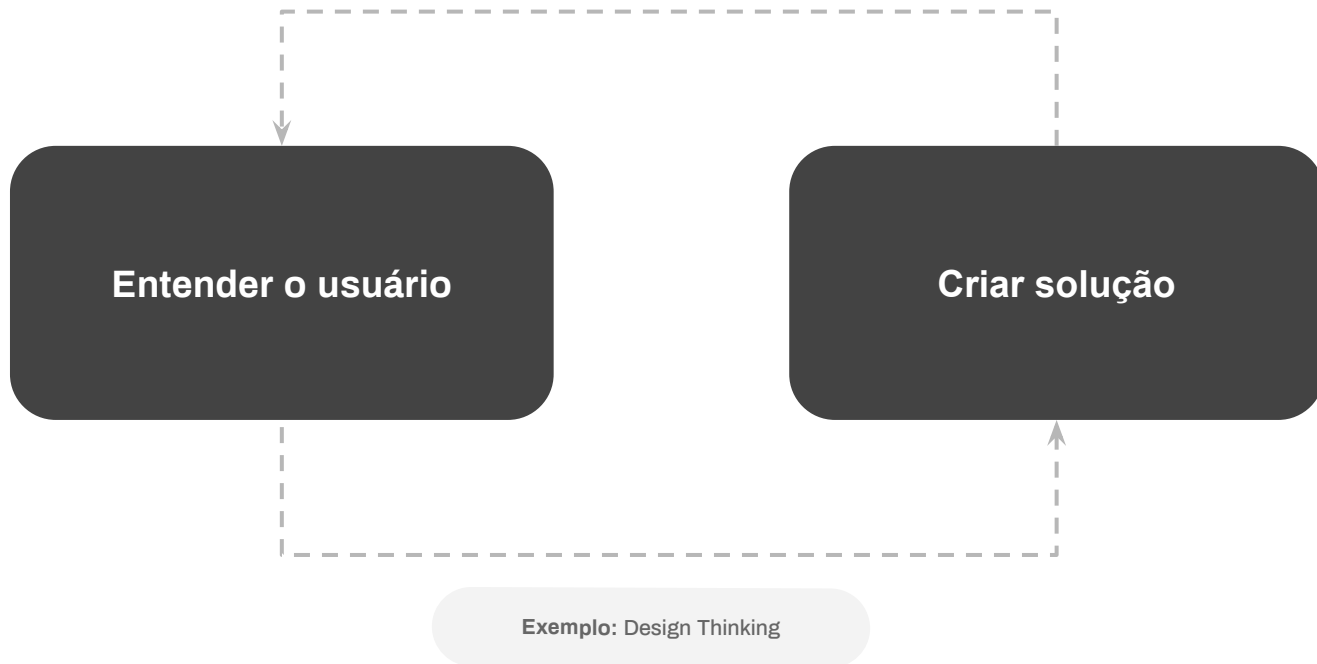
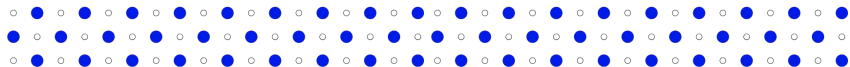


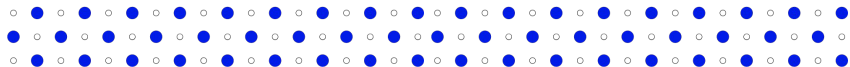
**Os consumidores estão cada vez mais controlando como os serviços são entregues a eles, em vez de serem gerenciados por quem os fornece.**



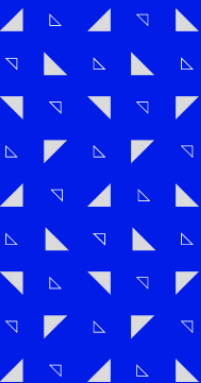


# Design como abordagem para colocar os clientes no centro da estratégia das empresas

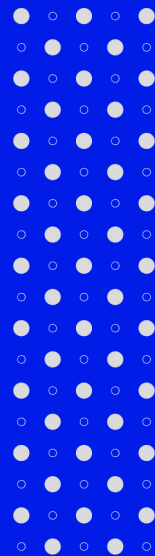




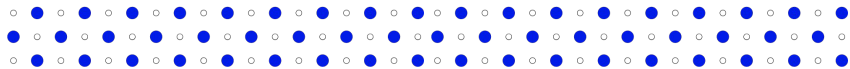
**Produtos e serviços precisam  
atender à necessidades de pessoas**



# Benefícios da aplicação do design em produtos e serviços

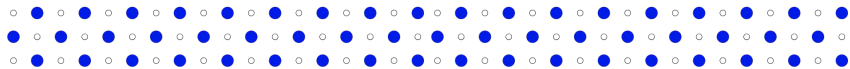


**mentorama**



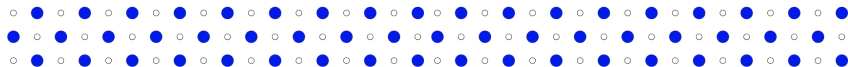
**Quinze anos atrás, as empresas competiam em preço. Hoje em qualidade. Amanhã será no design.**

- Robert Hayes



## Ganhos de ter uma cultura voltada para experiência do usuário:

- Conversão de vendas



\* - Denotes Required Information

> 1 Donation > 2 Confirmation > Thank You!

**Donor Information**

First Name\*

Last Name\*

Company

Address 1\*

Address 2

City\*

State\*

Zip Code\*

Country\*

Phone

Fax

Email\*

Donation Amount\* ☒ None ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$250 ☐ Other  
(Check a button or type in your amount) Other Amount \$

Recurring Donation ☐ I am interested in giving on a regular basis.  
(Check if yes) Monthly Credit Card \$  For  Months

**Honorarium and Memorial Donation Information**

I would like to make this ☐ To Honor  
donation ☐ In Memory of

Name

Acknowledge Donation to

Address

City

State

Zip

**Additional Information**

Please enter your name, company or organization as you would like it to appear in our publications:

Name

☐ I would like my gift to remain anonymous.

☐ My employer offers a matching gift program. I will mail the matching gift form.

☐ Please save the cost of acknowledging this gift by not mailing a thank you letter.

**Comments**  
(Please type any questions or feedback here)

**How may we contact you?**

☐ E-mail

☐ Postal Mail

☐ Telephone

☐ Fax

I would like to receive newsletters and information about special events by:

☐ E-mail

☐ Postal Mail

☐ I would like information about volunteering with the

Donate online with confidence. You are on a secure server.

If you have any problems or questions, please contact [support](#).

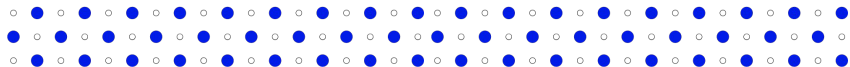
Formulários



Experiência de venda

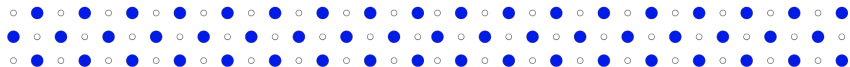
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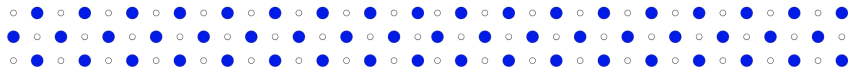
## **Ganhos de ter uma cultura voltada para experiência do usuário:**

- Conversão de vendas
- Fidelização e retenção



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**mentorama.**

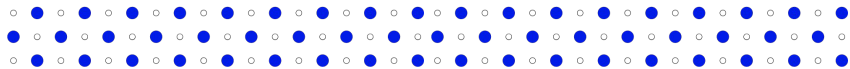


## **Ganhos de ter uma cultura voltada para experiência do usuário:**

- Conversão de vendas
- Fidelização e retenção
- Otimização de recursos

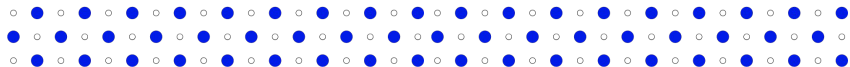


Ascensorista



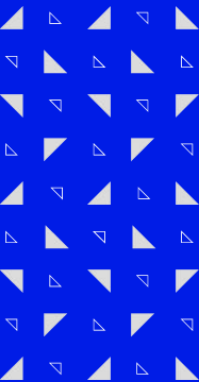
## Ganhos de ter uma cultura voltada para experiência do usuário:

- Conversão de vendas
- Fidelização e retenção
- Otimização de recursos
- Valor percebido dos produtos

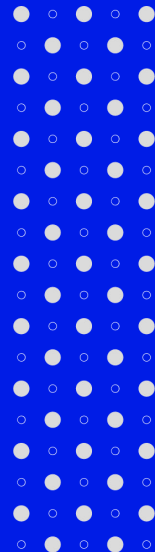


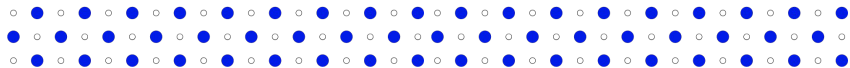
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# Design como forma de pensar



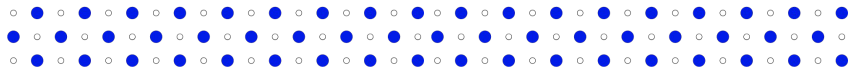


# Exemplos



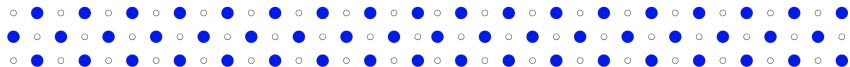
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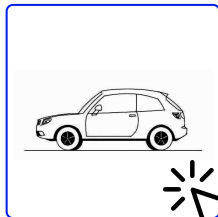
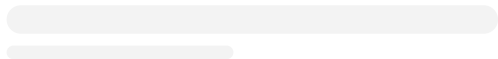


# Case

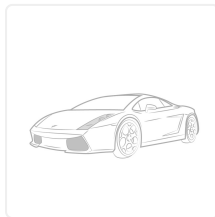
## Compra Segura de carros



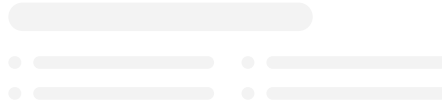
www.classificadosdecarro.com.br



COMPRAR



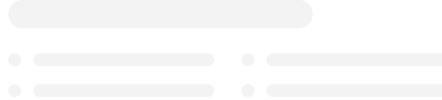
COMPRAR



COMPRAR

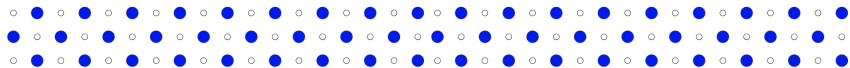


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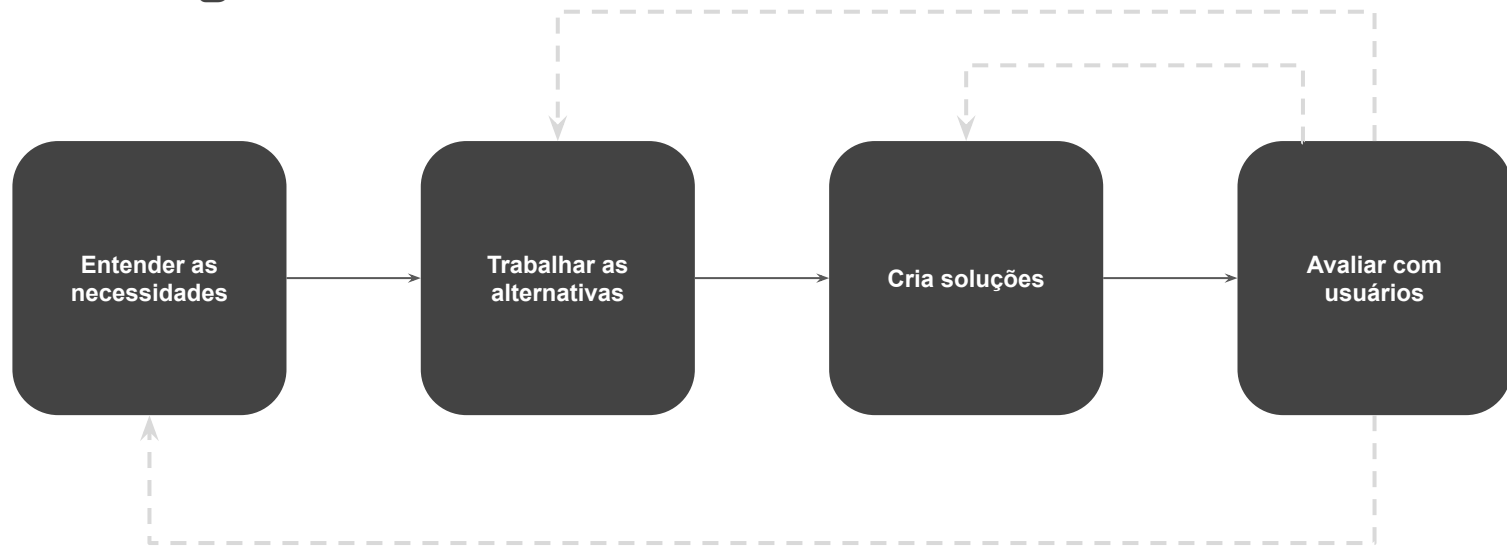


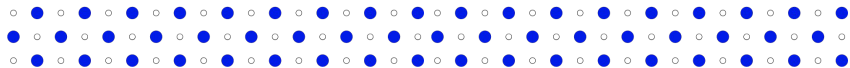
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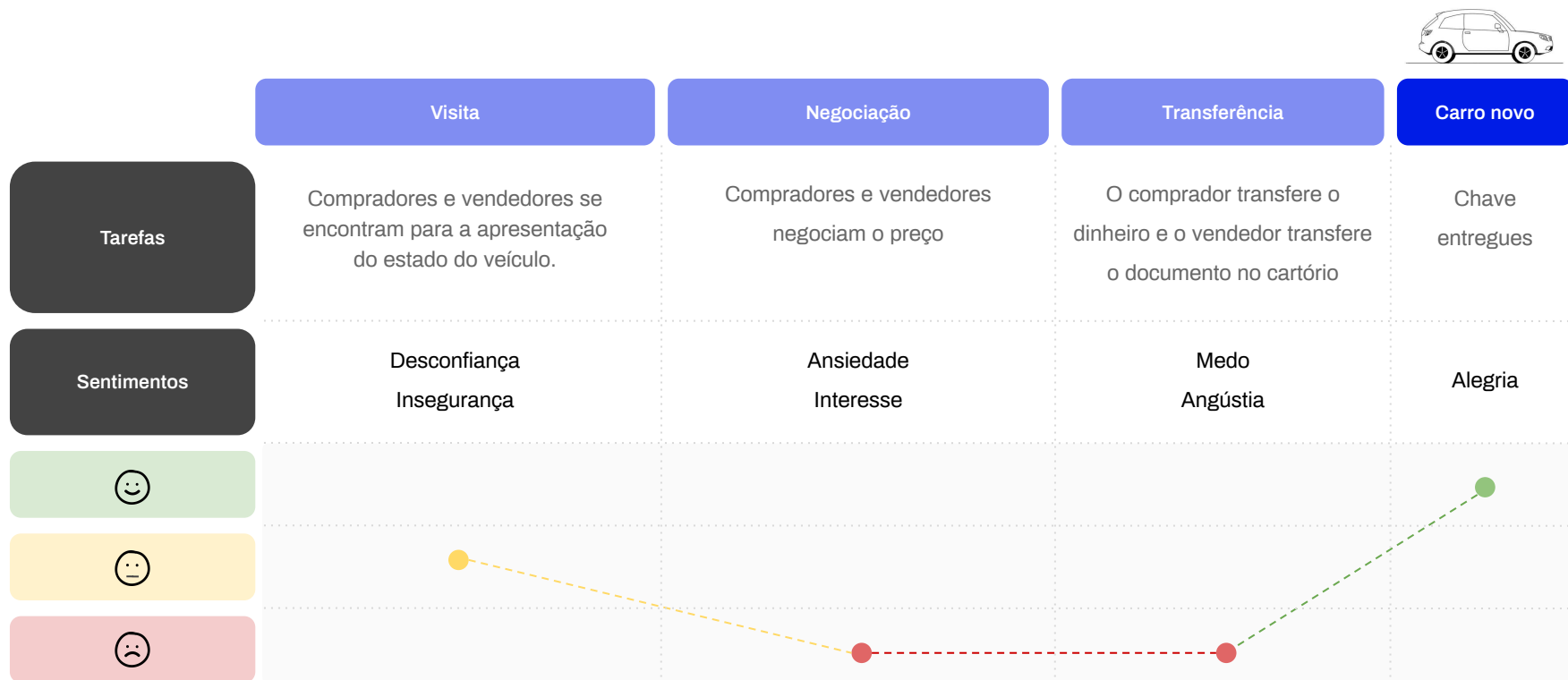
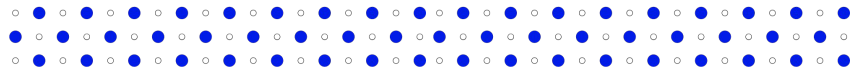
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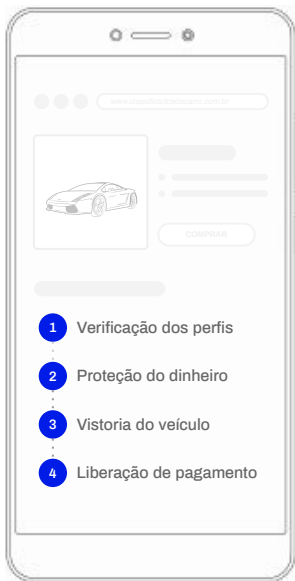


## Abordagem DCU









Os documentos de comprador e vendedor são verificados trazendo segurança durante o processo.



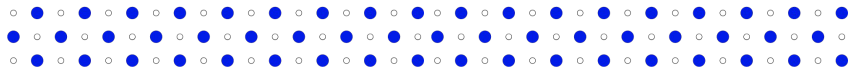
O pagamento fica protegido em uma conta segura durante toda a transação.



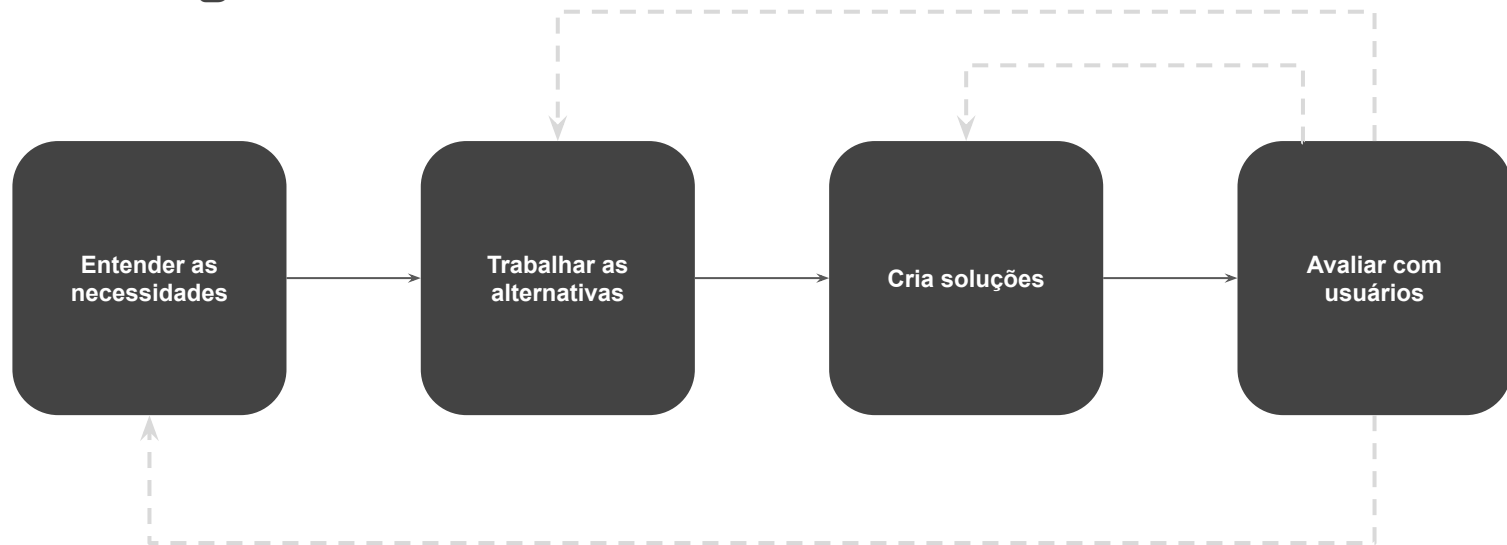
Para garantir a procedência do veículo, mais de 250 itens são avaliados na vistoria.



Depois da transferência dos documentos, o pagamento é liberado direto para o vendedor.



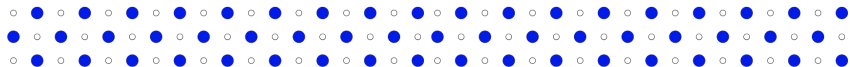
## Abordagem DCU

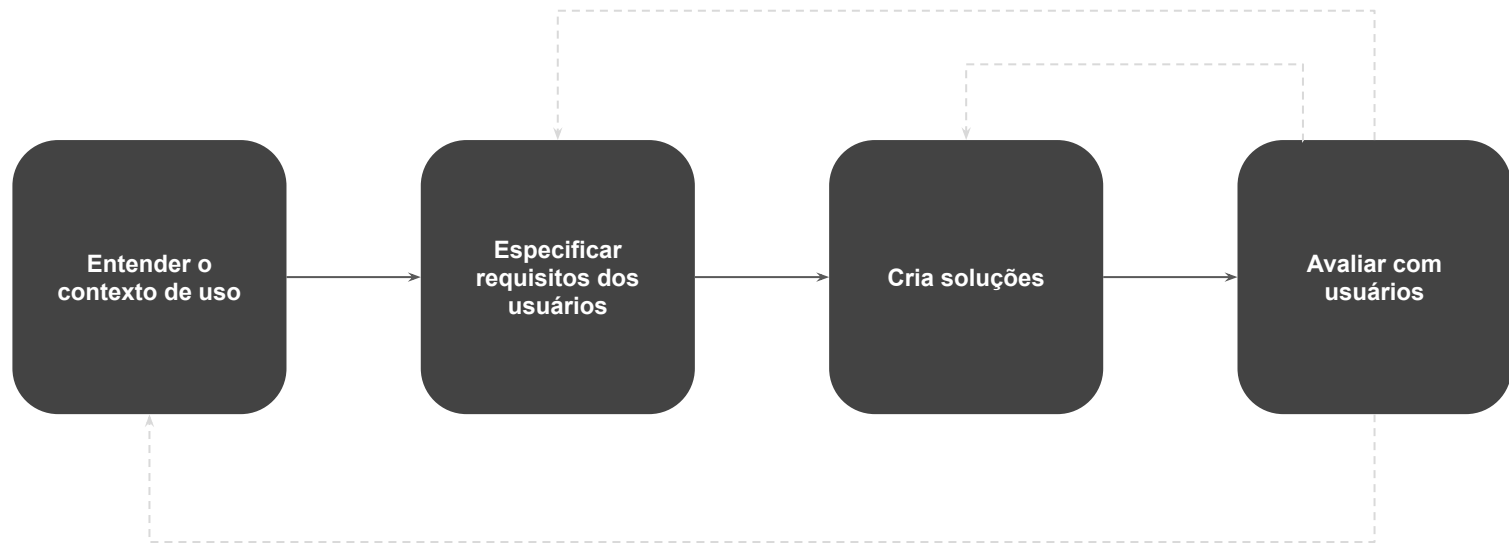
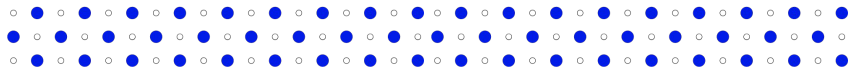


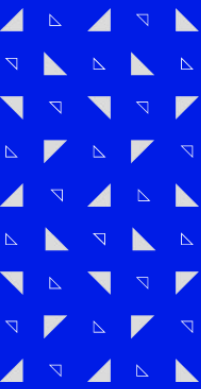


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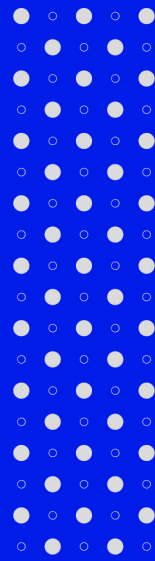
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Obrigado!



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