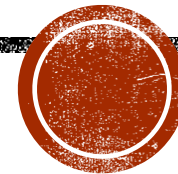

PADRÕES DE DESIGN

Tiago Massoni



Analizando UIs

À procura de **boas decisões de design** em aplicativos existentes



- ☐ ▾ ↻ ⋮ 1-2 de 2 < > ☰ ▾
- ☐ ☆ 📧 **Amazon.com.br** **Seu pedido Amazon.com.br #701-1428177-1141053 de 2 itens** - Amazon Seus pedidos | Sua ... 13:34
 - ☐ ☆ 📧 **Assessoria de Comun.** **Boletim de Notícias nº 1230 - 20/03/2024** - *|MC_PREVIEW_TEXT|* CONFIRA AS NOVIDADES... 13:19

11,54 GB de 17 GB usado(s)

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Aberta em um outro local · [Detalhes](#)





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 Gmail

 Pesquisar e-mail



Escrever

1-2 de 2



Caixa de entrada

2



Adiados



Enviados



Rascunhos



Todos os e-mails



Lixeira



Mais

Marcadores



[Imap]/Important



acm e SBC



administração



Arquivo Morto



carros



COMPAL



compras online



coordenação



embrapii



epol



import



INES

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de Comun.	Boletim de Notícias nº 1230 - 20/03/2024 - * MC_PREVIEW_TEXT * CONFIRA AS NOVIDADES...	13:19



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Última atividade da conta: há 0 minuto

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- 1-2 de 2
- Amazon.com.br: Seu pedido Amazon.com.br #701-1428177-1141053 de 2 itens - Amazon Seus pedidos | Sua ... 13:34
- Assessoria de Comun.: Boletim de Notícias nº 1230 - 20/03/2024 - *|MC_PREVIEW_TEXT|* CONFIRA AS NOVIDADES... 13:19

Layout

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Aberta em um outro local · [Detalhes](#)



Compose Mail		Archive	Report Spam	Delete	More Actions...	Go	Refresh	1-50 of hundreds	Older >
Inbox (4)	<input type="checkbox"/>	Gracie Bishop	Have you noticed?	- I can't quite seem to put my finger on it, but something's different. Maybe it's the new season, but...					2:35 PM
Starred ☆	<input type="checkbox"/>	Lori Cole	Birthday Party Pictures	- Here are the pictures! Thanks so much for helping with Kim's surprise party. I don't know how we'll top...					Jun 11
Sent Mail	<input type="checkbox"/>	Lauren Roberts	Fwd: Movie Plans	- We were thinking of going to see Napoleon Dynamite when it comes out in a few days. Do you want to co...					Jun 8
Drafts (4)	<input type="checkbox"/>	Ethan Lattimore	Summer Vacation	- Have you thought about where we should go this summer? We went to Florida last year so I think w...					Jun 8
All Mail	<input type="checkbox"/>	Helen Chang	Forgot my Hat	- Hi! It was so nice visiting you the other day. I think I may have left my hat behind. Can you please check to...					Jun 7
Spam	<input type="checkbox"/>	Shirley Franklin	Yikes! Sorry	- I totally didn't realize that I'm going to talk to some people and I'll get back to you on whether or not...					Jun 7
Trash	<input type="checkbox"/>	Edward Wang	Pool Club Sign Up	- It's time to renew our pool club membership. Do you remember what we had to bring last time? Or how mu...					Jun 7
Contacts	<input type="checkbox"/>	Lori Cole	Kim's Birthday	- Hey! I'll pick up the cake on my way to the party. Do you think you can get the balloons filled up by the time ever...					Jun 7
Labels	<input type="checkbox"/>	Janice Castro	Fwd: End of the Year Party	- This is the finalized volunteer list for the end of the year party. I think we'll have enough parents...					Jun 6
Receipts	<input type="checkbox"/>	Adam Lee	Pottery Class	- Everyone, tomorrow will be Glaze Day! I'm not talking about donuts, though. Please dress in clothing yo...					Jun 6
Bank	<input type="checkbox"/>	Gracie Bishop	Need your Recipe!	- I cannot stop thinking about the macaroni and cheese you made. You have to give me the recipe for...					Jun 6
Coupons	<input type="checkbox"/>	Raymond Santos	Book Club	- This month we'll be diving into the famous murder mystery that topped the best sellers list last month. A curator at...					Jun 5
Neighbors	<input type="checkbox"/>	Lauren, me (2)	Re: Adoption Application	- Your application looks great! I'm sure Otto would get along well with your current cat. Have you...					Jun 5
School	<input type="checkbox"/>	Lauren Roberts	Re: Social Network	- Yeah, I made an account a while ago. It's kind of like a blog. If you want, I can show you how to customize...					Jun 5
Family	<input type="checkbox"/>	Adam Young	Need help moving!	- Hey! I was wondering if we could borrow your truck for our move coming up. I'm not sure we can fit all...					Jun 5
Friends	<input type="checkbox"/>	Susan Johnson	Block Party	- I've been chatting with Natasya on the side. Depending on the hot dog demand, we might want to consider two grills...					Jun 4
Edit labels	<input type="checkbox"/>	Jason Coleman	It's been a while!	- Hey there, stranger! It's been a minute since I last saw you. I was wondering if you wanted to get lunch so...					Jun 4
	<input type="checkbox"/>	Ethan Lattimore	Stuck in my Head	- The whole chorus is just the word "yeah" but I can't get enough of it. I can't stop playing it over and over...					Jun 4
	<input type="checkbox"/>	Ann Gray	Stumped	- Fellow crossword enthusiasts, have any of you been able to finish this week's puzzle? I am absolutely lost on...					Jun 4
	<input type="checkbox"/>	Edward Wang	Miss you <3	- Scott and I were hoping you'd come by sometime soon. The kids would love to see their aunt, and...					Jun 4
	<input type="checkbox"/>	Gracie, Paul, me (3)	Breakfast Buddies	- Awesomesauce. Nobody makes a coffee like you do. I even bought a new mug for our next g...					Jun 4
	<input type="checkbox"/>	Janice Castro	FOUND DOG	- Hey Elisa! We found a dog wandering in our backyard yesterday. We were wondering if you might...					Jun 4

2004

Visual e estética

The screenshot shows the Gmail interface for the year 2012. At the top, there is a search bar with the Google logo and a search icon. Below the search bar, the navigation tabs include 'Mail', 'Social', and 'Promotions'. The main content area displays a list of emails with the following details:

Sender	Subject	Date
Gracie Bishop	Have you noticed?	2:35 PM
Lori Cole	Birthday Party Pictures	Jun 11
Lauren Roberts	Fwd: Movie Plans	Jun 8
Ethan Lattimore	Summer Vacation	Jun 8
Helen Chang	Forgot my Hat	Jun 7
Shirley Franklin	Yikes! Sorry	Jun 7
Edward Wang	Pool Club Sign Up	Jun 7
Lori Cole	Kim's Birthday	Jun 7
Janice Castro	Fwd: End of the Year Party	Jun 6
Adam Lee	Pottery Class	Jun 6
Gracie Bishop	Need your Recipe!	Jun 6
Raymond Santos	Book Club	Jun 5

2012

Escrever

Caixa de entrada 2

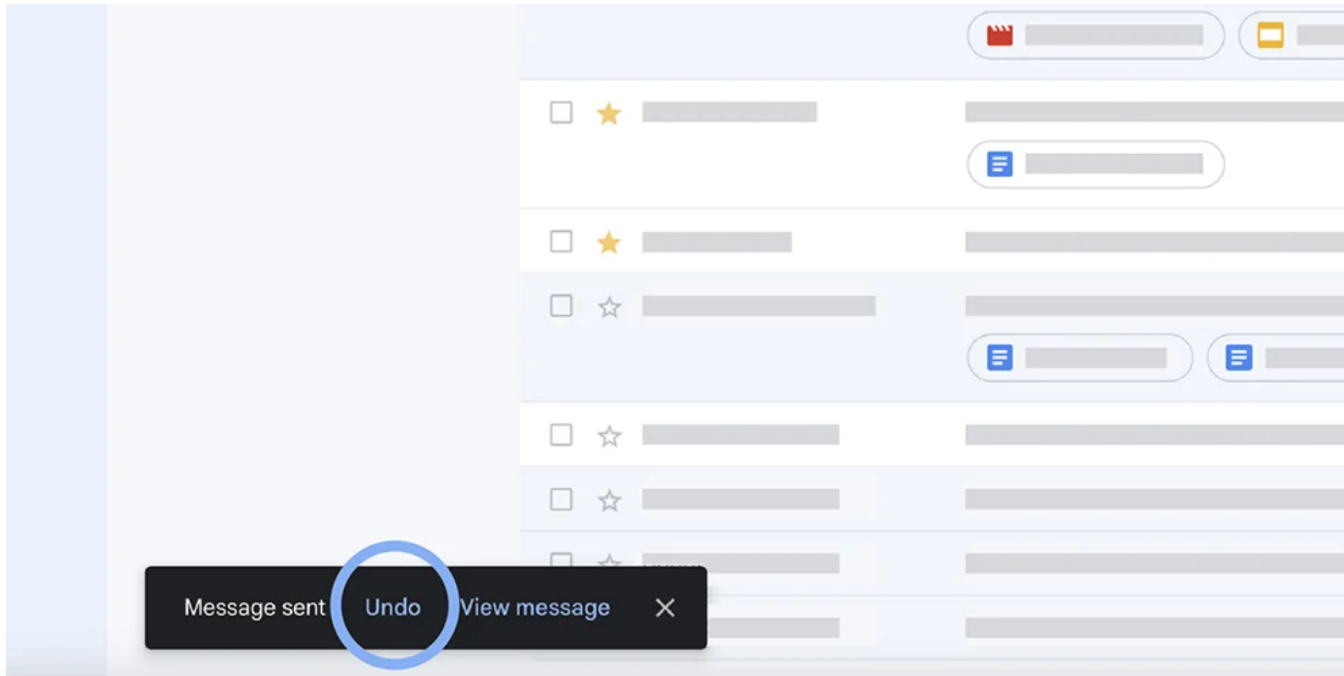
- Adiados
- Enviados
- Rascunhos
- Todos os e-mails
- Lixeira
- Mais

Marcadores +

- [Imap]/Important
- acm e SBC
- administração
- Arquivo Morto
- carros
- COMPAL
- compras online
- coordenação
- embrapii
- epol
- import
- INES

1-2 de 2 < > Filter icon

m.br	Seu pedido Amazon.com.br #701-1428177-1141053 de 2 itens - Amazon Seus pedidos Sua ...	13:34
de Comun.	Boletim de Notícias nº 1230 - 20/03/2024 - * MC_PREVIEW_TEXT * CONFIRA AS NOVIDADES...	13:19



Ações

New Message

To Cc Bcc

Subject

I

Sans Serif ↕ B I U A ☰ ☰ ☰ ☰

Send

A 📎 🔗 😊 📷 🖼️ 🔒 \$ 🗑️ ⋮


Entrada de datos

 Gmail

 Compose

 Inbox 79




 Starred

 Snoozed

Meet

from:ajay| ✕ ☰

from:ajay

-  A/B testing featu... 📧 Aug 16
Ajay Goel, me
-  New Feature: perso... 12/16/20
Ajay Goel, me
-  5 important things t... 11/3/20
me, ajay@wordzen.com

More search results for "from:ajay..."

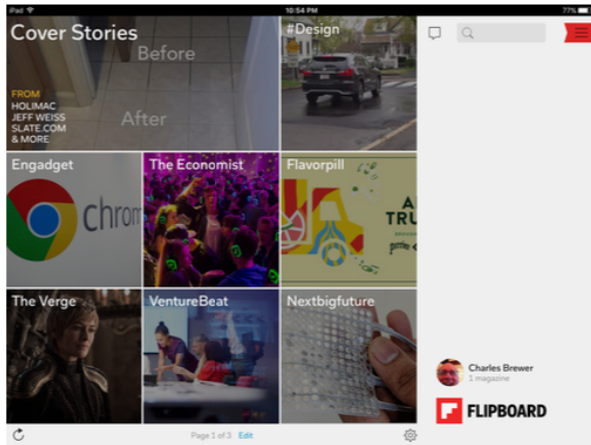
Search: from:ajay| 🔍 📄 📧 📊 ? ⚙️ ☰ E

Advanced search

1-9 of 9 ⏪ ⏩ 🗑️

Inbox	Oct 20
Inbox	Sep 28
Inbox	Sep 11

Arquitetura da informação



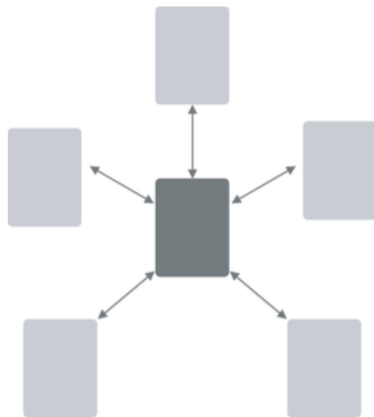
Layout



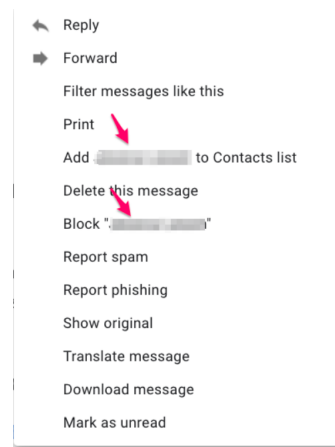
Visual e estética



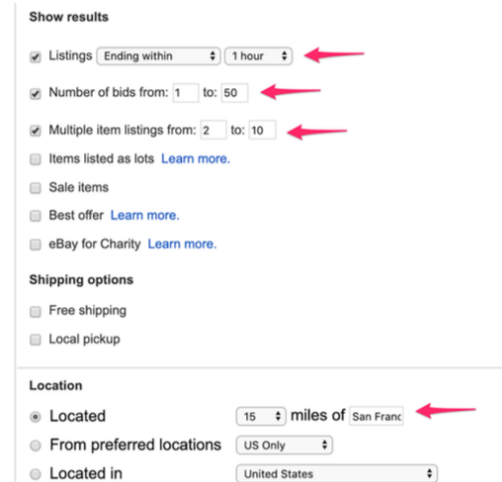
Navegação



Ações



Entrada de Dados





Gmail



Search



4

Mail



Compose



Chat



Inbox

4



Starred



Snoozed



Netflix

Timeline

How has the product changed?



@uxgiotto

Como se faz design?

Usamos **padrões**, não reinventamos a roda

Third Edition

O'REILLY®

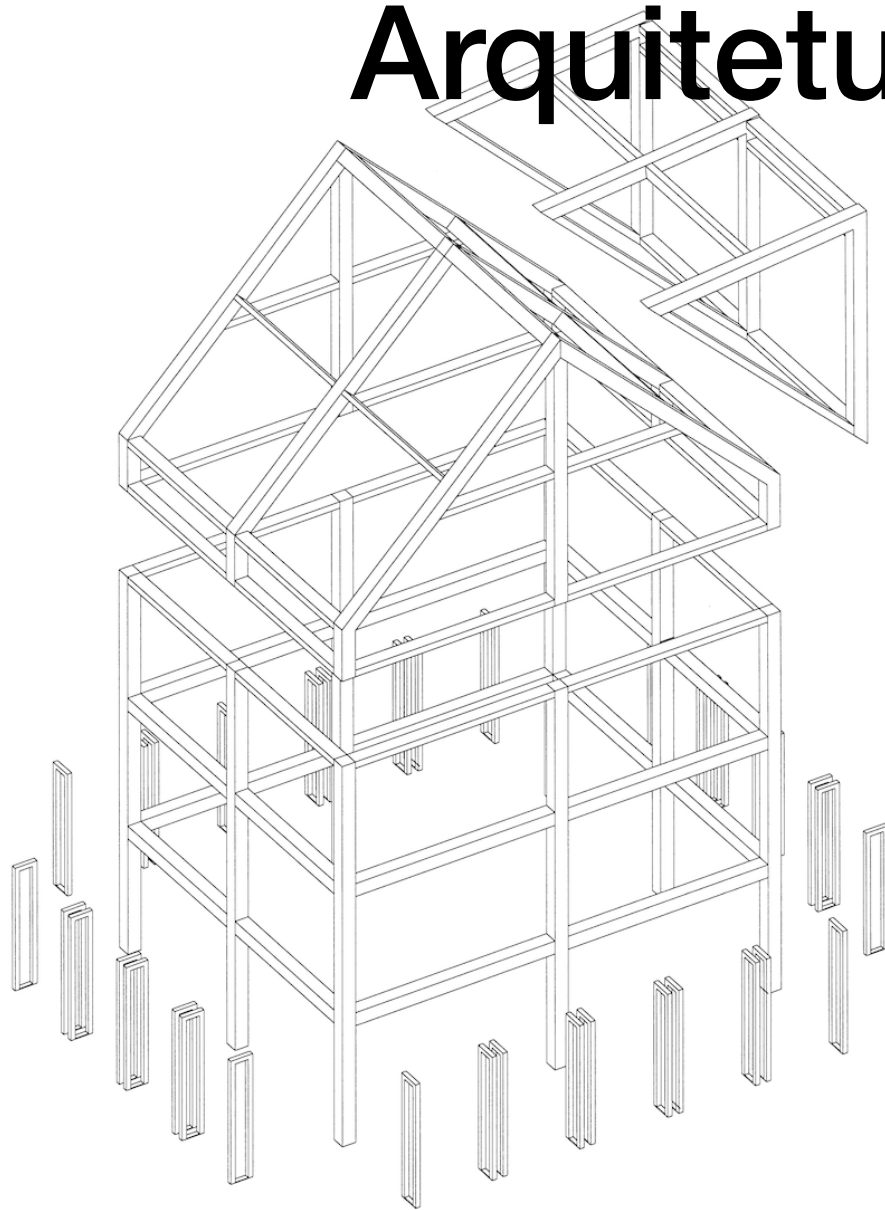
Designing Interfaces

Patterns for Effective Interaction Design



Jenifer Tidwell,
Charles Brewer &
Aynne Valencia

Arquitetura da informação



Estrutura e organização
da informação no
espaço digital

Diferentes expectativas



Mental Model
How the user sees it,
based on their knowledge



User



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Which Doctors Make the Most Money?

More Kids Having 'Tommy John' Surgery

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Breaking News WH releases memo about Trump's Ukraine call

The president repeatedly encouraged Ukraine's president to investigate Joe Biden and his son, the memo reveals.

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ALWAYS EARNING

Learn more

White House releases memo about controversial call

President Trump repeatedly encouraged Ukraine's president to work with Rudy Giuliani and William Barr to probe Joe Biden and his son, a newly released memo reveals. 'It sounds horrible to me'

5361 people reacting

Jaden Smith's drastic weight loss leads to...
 Jessica Simpson shows off 100-pound weight...
 Paula Deen makes tasteless joke about...
 Troy Aikman salty over harsh Mahomes...
 'High pressure situation' of Obama's 'Ferns'...

Celebrity USA TODAY Entertainment

'Two and a Half Men' alum Jon Cryer denies claim in Demi Moore's headline-making memoir

Jon Cryer is setting the record straight about a claim in Demi Moore's best-selling memoir, "Inside Out," released Tuesday.

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Ashton Kutcher Says He Deleted a 'Really Snarky Tweet' Amid Demi Moore...
 De film roles contributed to her 'obsession' with exercise

Ad United Naturals

Top Gut Doc: How To Properly Cleanse Your Bowels

Leading Gut Health Expert & frequent guest of Dr. Oz and Good Morning America has the solution for better digestion

Politics HuffPost

Anthony Scaramucci Makes A Bold Prediction About How It Ends For Trump

The former White House communications director says it's over for the president.

Celebrity Cosmo

How Channing Tatum responded to Jenna Dewan and Steve Kazee's baby news

Jenna announced that she was pregnant with her second child yesterday

Everything Pregnant Jenna Dewan Has Said About Having More Kids: 'I'm...
 A timeline of Jenna Dewan and Steve Kazee's relationship

- Trending Now**
- Demi-Leigh Nel-Pe...
 - Printed Tote Bags
 - Thitima Noraphan...
 - Emily Vancamp
 - Allison Tolman
 - Mandy Moore
 - Megan Fox
 - High Yield Savings
 - Mortgage Refinan...
 - Liza Koshy

THE UNICORN

PREMIERES THURSDAY SEPT 26 8:30/7:30c CBS

San Francisco, CA

Today	Thu	Fri	Sat
89° 65°	75° 63°	67° 60°	69° 58°

Scoreboard MLB

Yesterday	Today	Tomorrow
St. Louis	Arizona	12:40 PM PDT
Minnesota	Detroit	3:40 PM PDT
Milwaukee	Cincinnati	3:40 PM PDT
Philadelphia	Washington	4:05 PM PDT
Chi Cubs	Pittsburgh	4:05 PM PDT
Baltimore	Toronto	4:07 PM PDT

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Viola Davis On Diabetes, Motherhood & Asking For The Top



My Body Can Have a Baby But My Finances Can't

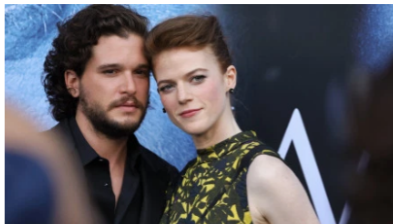
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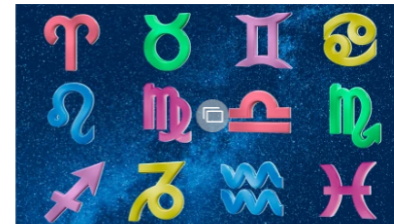
ENTERTAINMENT

Kit Harington's *Game of Thrones* Scene with Rose Leslie Is So Dark



ENTERTAINMENT

Netflix Just Surprise-Cancelled *Santa Clarita Diet*, & Fans Are Furious



LIVING

This Just In: Your May 2019 Horoscope



PARENTING

My Body Can Have a Baby But My Finances Can't



PARENTING

This Viral Facebook Post Nails the Impossible



HEALTH & WELLNESS

TLC Star Alv Taylor Shares Her Story of Cancer



Exposure (feature), search and browse

Combinação de três elementos na primeira página de qualquer Sistema web

algum item importante a apresentar

uma caixa de busca

uma lista de itens a serem navegados

Exposure (feature), search and browse

Nome do padrão

Combinação de três elementos na primeira página de qualquer Sistema web

algum item importante a apresentar

uma caixa de busca

uma lista de itens a serem navegados

Descrição

VIDEO

sheknows

1440 x 1451



Viola Davis On Diabetes, Motherhood & Asking For The Top



My Body Can Have a Baby But My Finances Can't

What would you like to know?

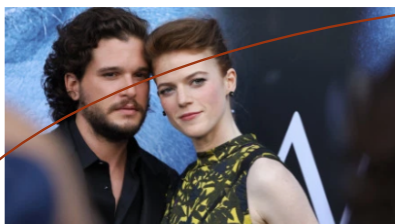
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Exemplos de uso

THE LATEST



ENTERTAINMENT

Kit Harington's Favorite *Game of Thrones* Scene with Rose Leslie Is So Dark



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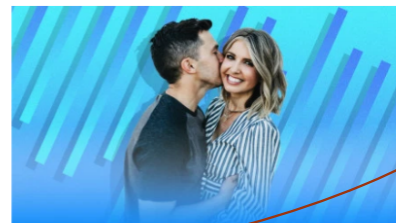
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My Body Can Have a Baby But My Finances Can't



PARENTING

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HEALTH & WELLNESS

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Science




Reckoning With Personal Responsibility In The Age Of Climate Change
As someone who loves traveling and going outdoors, I struggle with balancing my hopefulness and my despair — and my culpability — regarding an imperiled earth.
Shannon Keating • 1 day ago




Can You Work Out How To Spend Your Money To Slow Global Warming?
It's easy to feel helpless in the face of climate change, but how you spend your money can make a difference.
Peter Adlbauer • 1 day ago



How Much Do You Know About Climate Change?
When Yale University quizzed US adults on the facts, most of them got a failing grade. How do you compare?
Peter Adlbauer • 2 days ago



17 Books That Will Change The Way You Think About The World
From Naomi Klein to Barbara Kingsolver, these authors explain the consequences of our warming planet — and imagine its future.
Arianna Rebelli • 2 days ago



These Haunting Pictures Show How Chernobyl Has Aged Over The Years
Since 1994, photographer David McMillan has made 21 trips to Chernobyl to witness nature reclaiming civilization.
Gabriel H. Sanchez • 2 days ago



These Haunting Photos Capture The Vanishing Wildlife Of Africa
"The destruction of the natural world is far more complex than we think."
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Trump Administration

- Trump Revs Up Pitch on Jobs, Economy to Key Wisconsin Voters
- Replay: Rally in Green Bay, WI
- On Infrastructure, Trump and Dems May See Common Ground
- Trump Debates Waiving Jones Act to Ship Natural Gas to NE, Puerto Rico
- Charles Barkley Sneaked into White House by Kushner for Meeting

Washington

- Barr Warns House Democrats He Might Not Appear at Hearing
- WHDC Focuses on Press Freedom and History, Not Stars and Comedy

Video Highlights

- Trump on Border Crossings: 'It's Like Disneyland...It's a Disaster'
- Chernow Praises Media for 'Noble Work' at Correspondents Dinner
- Moore Apologizes for Bad Jokes, Says Smeared Campaign Should Stop
- Maher: Should Those Who Don't Go to College Pay for Those Who Do?

2020 Democratic Nomination

- Democratic Candidates Seek Union Support at Workers' Forum
- Why the Biden-Union Bond May Slacken in the Age of Trump
- How Biden, Obama's 'Odd Couple' Relationship Aged into Family Ties
- Can a Woman Win in 2020? Some Democrats Wonder If It's Risky

U.S. Economy

- Overcoming Doubts, Economy Finds Way Forward With Strong Growth
- GDP Data Illustrate Both the Good and Bad of Trump's Trade Battles

Political Landscape

- FL Gov. DeSantis Defies Republican Orthodoxy w/Drug Importation Plan
- NY Attorney General Investigates the NRA's Tax-Exempt Status
- Oliver North Steps Down as NRA President After Leadership Dispute

Media & Politics

- NY Times Apologizes for Cartoon Depicting Anti-Semitic Tropes
- Trump: Fox's Napolitano Wanted High Court Appt., Pardon for Friend

REAL CLEAR POLITICS FOR IPAD

Sunday, April 28

The Media Has Trump Has Said Biden Is Normal Can a Woman Win An Indictment in Charlottesville Why the Dem M A Despicable C Sunday Panels

Saturday, April 27
Friday, April 26
Thursday, April 25
Wednesday, April 24
Tuesday, April 23
Monday, April 22
Sunday, April 21

RCP Afternoon Edition

20 Dems Are Vying for 2020. Can One Beat Trump? Amy Sorokin, The New Yorker
Will Barr Keep His Promise to Investigate Spying? Michael Goodwin, New York Post
Mueller Proved Comey Told the Truth About Trump William Saletan, Slate
What I Saw at Middlebury College Dominic Aiello, Quillette
Democrats Hunt for an Economic Argument to Counter Trump David Siders, Politico
Will Biden's History Lift Him Up or Weigh Him Down? Evan Osnos, The New Yorker
Biden's Big Lie About Charlottesville Will Backfire Jeffrey Lord, The American Spectator
A Long Talk With Cory Booker Gabriel DeBenedetti, New York Magazine
China, the U.S. and Trade in a Dog-Eat-Dog World Edward Luce, Financial Times
Obsession With 'Whiz Kids' Is Harming U.S. Teens Eric Spitznagel, New York Post
Just Don't Call Them UFOs Marina Koren, The Atlantic

RCP Morning Edition

Trump Will Relish His Fight With the Democratic House Rich Lowy, New York Post
Trump Should Be Indicted for Obstructing Russia Probe Rocah & Mariotti, Daily Beast
Collusion Conspiracy Theory Was an Attack on Democracy Aaron Mate, The Nation
Families Need Defending--Conservative Women Must Step Up Helen Andrews, NYT
Will Trump and Supreme Court Tear the Country Apart? E.J. Dionne, Washington Post
A Democratic Party Obsessed With Skin Color Karin McQuillan, American Greatness
Why Biden Will Be Tough to Beat in the Dem Primary Josh Kraushaar, National Journal
Democrats Would Be Mad to Nominate Biden in 2020 Mehdi Hasan, The Intercept
Mick Mulvaney on the White House, 2020 and Mueller Plott & Nicholas, The Atlantic
Want to Fix the Universities? Here Are 2 Options Roger Kimball, American Greatness
We're Standing Up to Gun Lobby and the NRA Is Losing Rep. Eric Swalwell, USA Today
Black Conservatives Debate Black Liberals on Trump, Democrats Lee Adams, Vice
Trump Made the Right Call on How to Win the 5G Race Mark Mills, New York Post
Au Revoir, Trump and Washington, D.C. Maureen Dowd, New York Times
Meet the Photographer Trump Can't Shut Up About Christopher Cadelago, Politico

Recommended

- Biden-Union Bond May Slacken in the Age of Trump
- Trump Cheers Economy, Criticizes Democrats at Wisconsin Rally
- Chernow Praises Media for 'Noble Work' at Correspondents Dinner
- U.S. Economy Grew at Strong 3.2% Rate in First Quarter
- The Free-Stuff Primary: What Democrats' Promises Will Cost
- Presidential Job Approval
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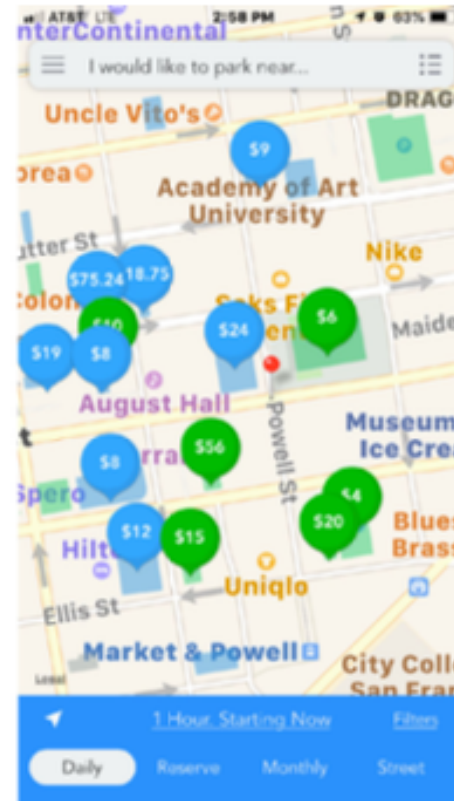
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Favorability Ratings: U.S. Political Leaders

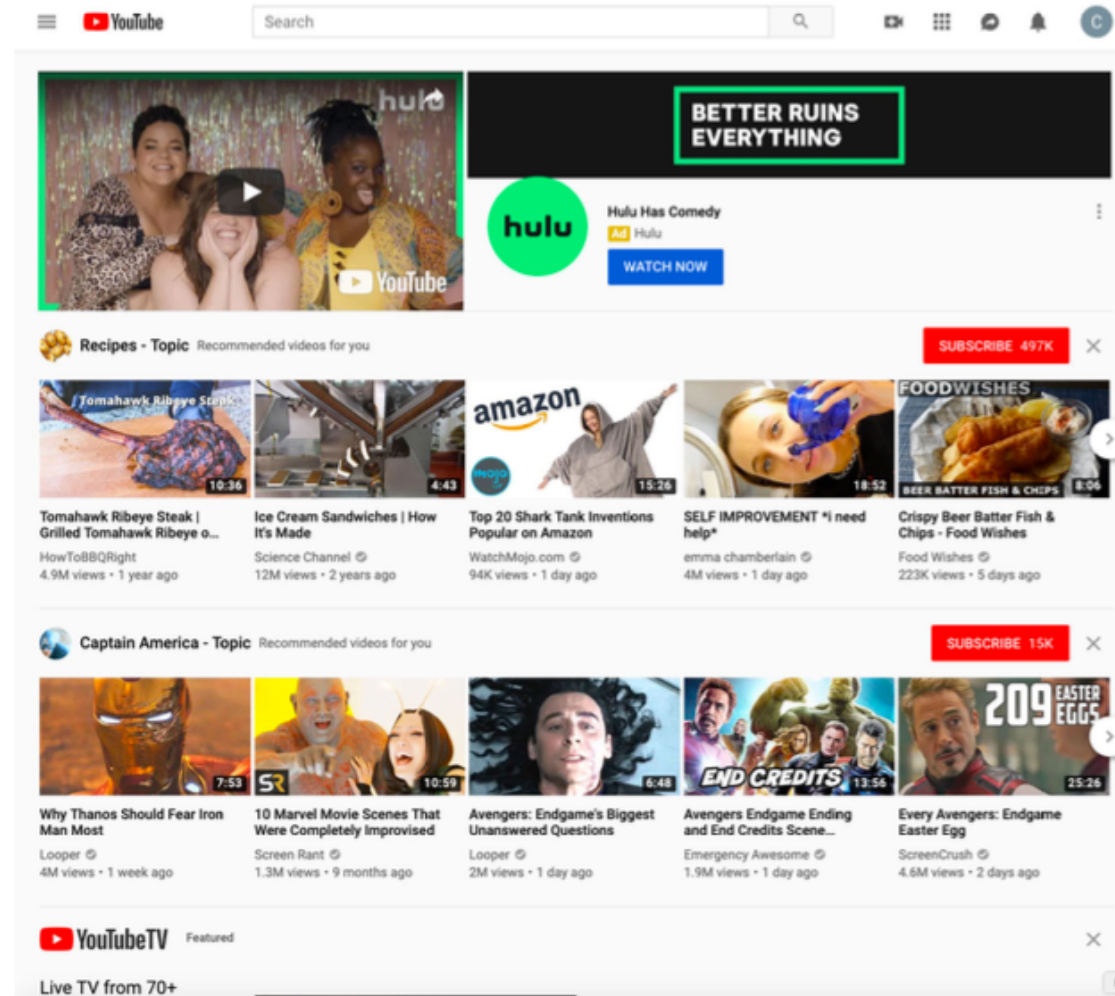
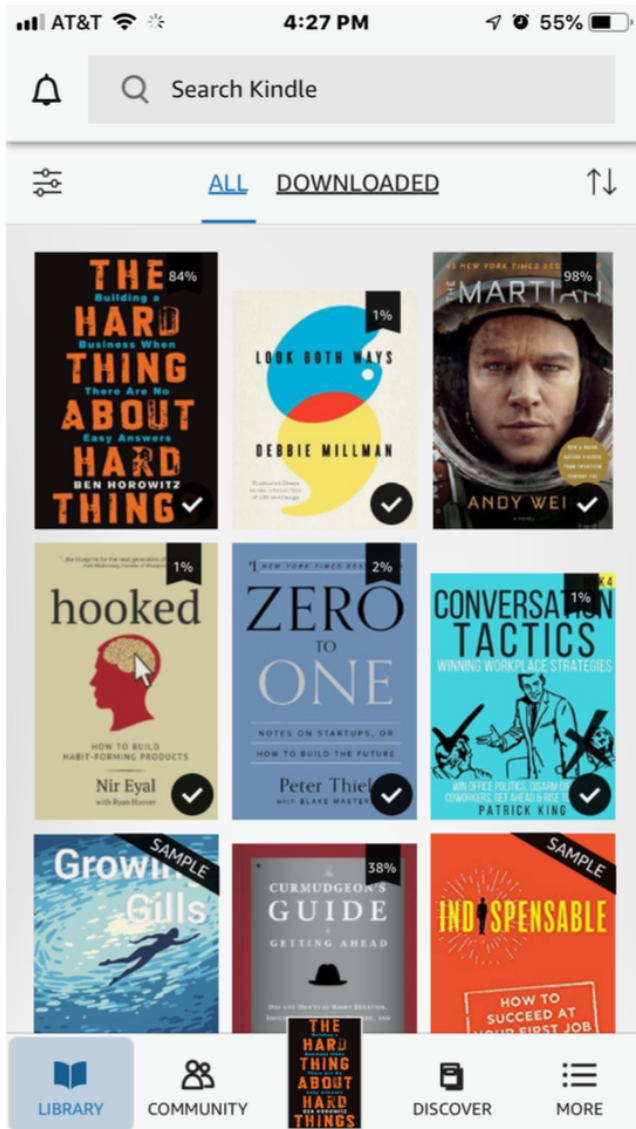
	Favorable	Unfavorable	Spread
Donald Trump	41.3	53.6	-12.3
Nancy Pelosi	36.5	56.3	-19.8
Mitch McConnell	29.9	46.3	-22.8
Chuck Schumer	28.0	39.7	-11.7

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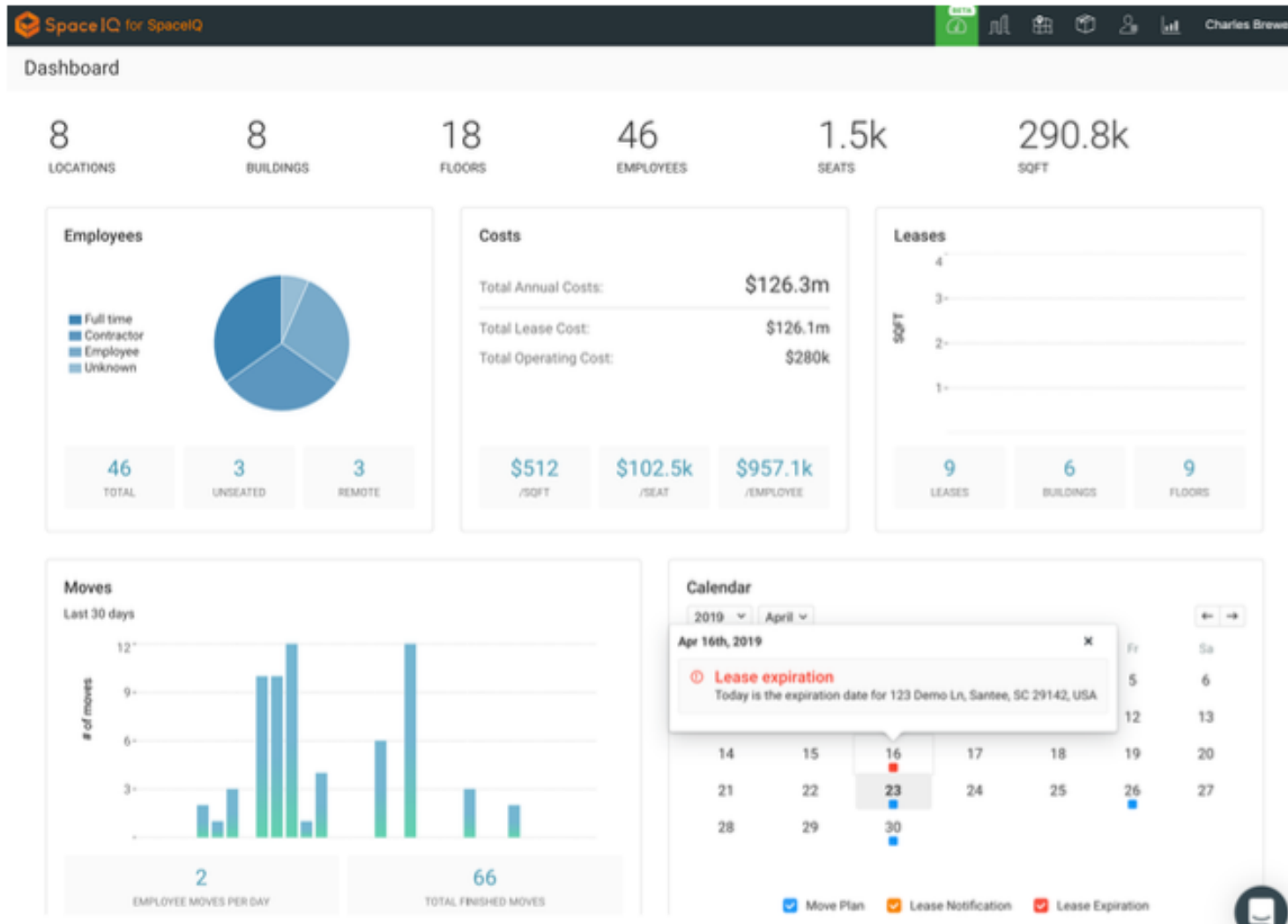
Mobile direct access



Media browser



Dashboard



Tags

The screenshot displays the Stack Overflow interface. On the left, there's a navigation sidebar with 'Home', 'PUBLIC', 'Stack Overflow', 'Tags', 'Users', 'Jobs', and 'Teams'. The main content area is titled 'Top Questions' and features a search bar at the top. Below the search bar, there are filters for 'Interesting', 'Featured', 'Hot', 'Week', and 'Month'. The list of questions includes:

- Modifyig Java if statements** (0 votes, 0 answers, 4 views) - tags: java, if-statement
- How to extract source code from react js build version?** (-1 votes, 0 answers, 6 views) - tags: javascript, html, reactjs, react-native, sass
- Github commit/push rule, check two files have same list of variables** (0 votes, 0 answers, 10 views) - tags: git, github
- Can i draw custom donut chart that has each width in teechart?** (0 votes, 0 answers, 2 views) - tags: delphi, gd, teechart
- Variable name in string doesn't evaluate** (0 votes, 1 answer, 5 views) - tags: makefile, gnu-make
- XRStats.TryGetGPUTimeLastFrame is saying it used 2+ seconds last frame, how can that be?** (0 votes, 0 answers, 3 views) - tag: unity3d
- how to set showModalBottomSheet to full height** (2 votes, 2 answers, 777 views) - tags: dart, flutter
- Redefinition of module 'YAML'** (0 votes, 0 answers, 2 views) - tags: objective-c, swift, xcode, frameworks, libyaml
- Is there a way to detect when the ActionMode overflow menu is opened and closed?** (0 votes, 0 answers, 31 views) - tags: android, android-actionbar, android-actionmode
- Cross Site Scripting In JSP** (0 votes, 0 answers, 7 views) - tags: jsp, xss, veracode
- Setting up Validation via VBA script** (0 votes, 1 answer, 5 views) - tag: excel-vba
- Dynamic convert qspinbox to qdoublespinbox** (1 vote, 1 answer, 7 views) - tags: c++, qt, qspinbox, qdoublespinbox
- Fabric upload-symbols fails in Xcode 10.2** (0 votes, 0 answers, 11 views) - tags: ios, xcode, fabric, google-fabric, xcode10.2

On the right side, there is a job listing for **Invesco Ltd.** in San Francisco, CA. The listing includes the company logo, location, industry (Financial Services), public status, and employee count (5-10k people). It highlights 'Our tech stack' (java, node.js, angularjs, reactjs, mysql, spring, spring-boot, oracle, python) and 'We offer great benefits' (medical/dental/vision coverage, IVZ matching 401(k) contributions). A 'View all job openings!' button is at the bottom.

Below the job listing, there is a section for 'Hot Network Questions' with a list of trending topics like 'Lock in SQL Server and Oracle', 'Do I have an "anti-research" personality?', and 'Why is current rating for multicore cable lower than single core with the same cross section?'.

Navegação



Entender que tarefas
podem ser feitas

Saber como chegar na
tarefa que precisa fazer

Saber onde está



ORGANIZATION

TalentMaze

CONNECT TO CRM

SAVE



Summary

People

Technology

Signals & News

Similar Companies

About

TalentMaze is a recruitment consulting company.

Bengaluru, Karnataka, India

11-50

Private

269,327

Highlights

Employee Profiles

1



Similar Companies

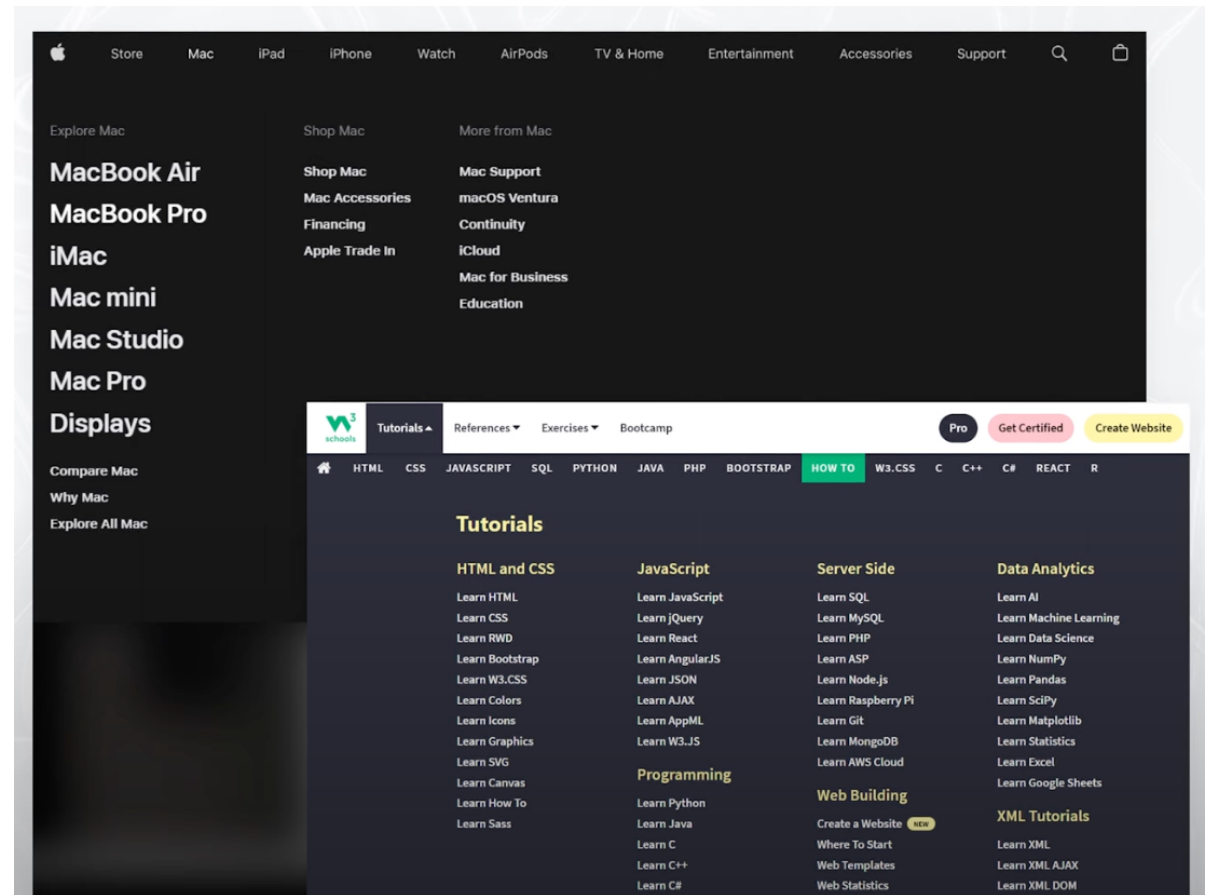
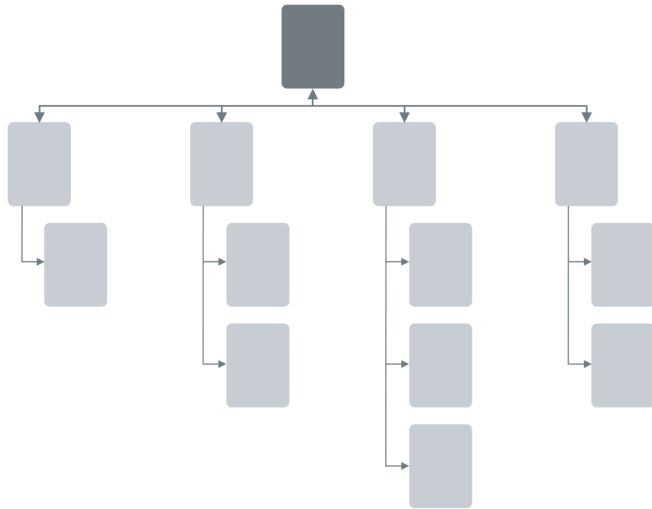
11



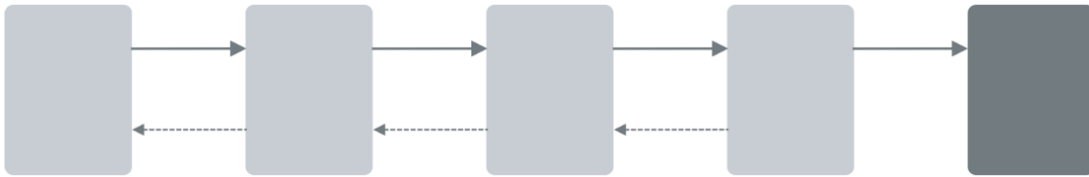
Recent News & Activity


There is no recent news or activity for this profile.

Multinível, ou árvore




Passo-a-passo



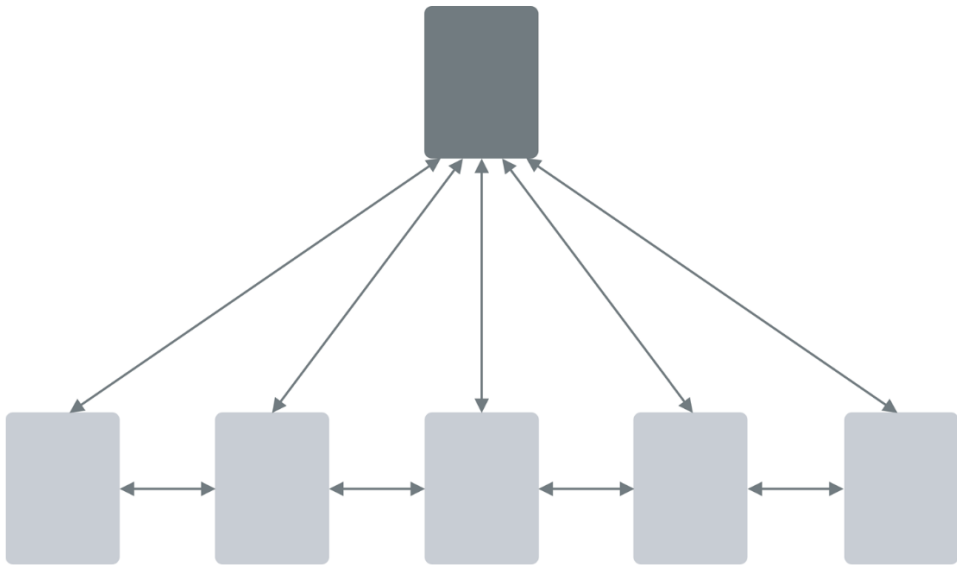


Choose a password
Must be at least 8 characters.



- Your details**
Please provide your name and email
- Choose a password**
Choose a secure password
- Invite your team**
Start collaborating with your team
- Add your socials**
Share posts to your social accounts

Pirâmide



1 Select campaign settings — 2 Create an ad group — 3 Create an ad

1 Name of step 1

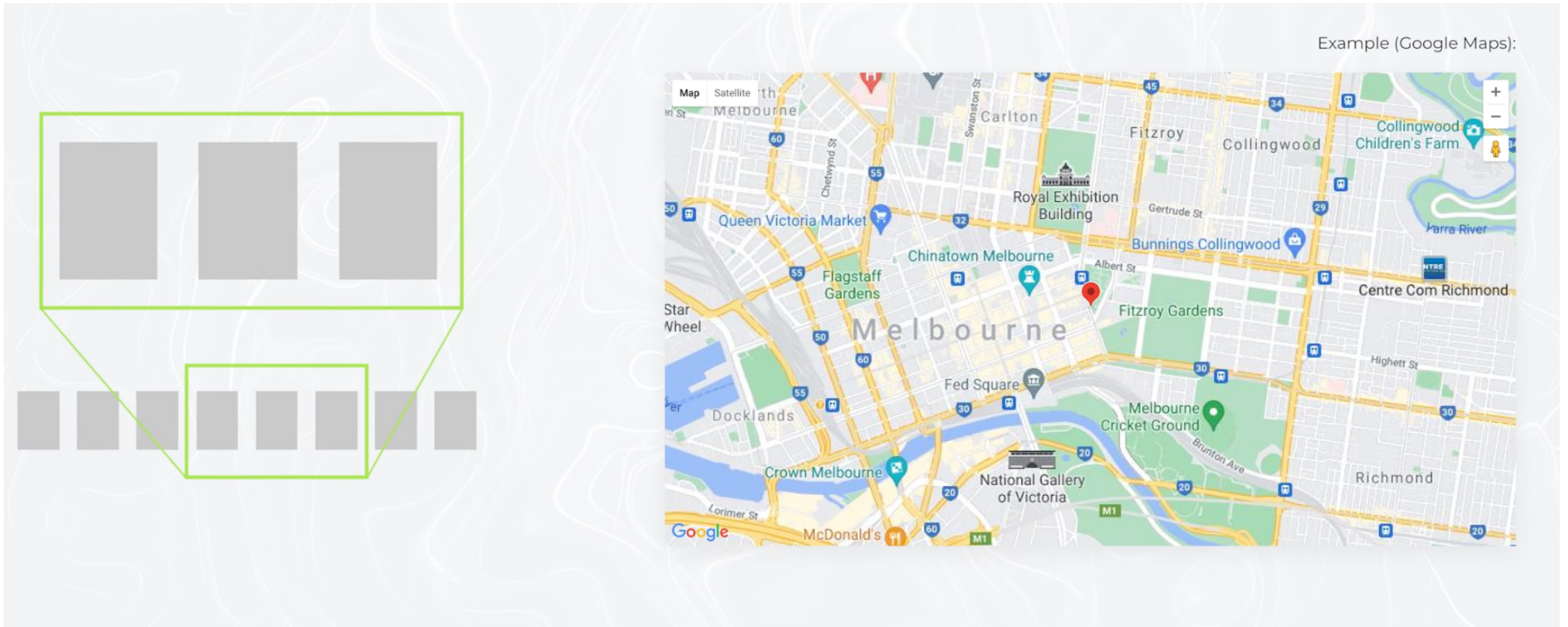
Large gray rectangular input area for step 1.

CONTINUE CANCEL

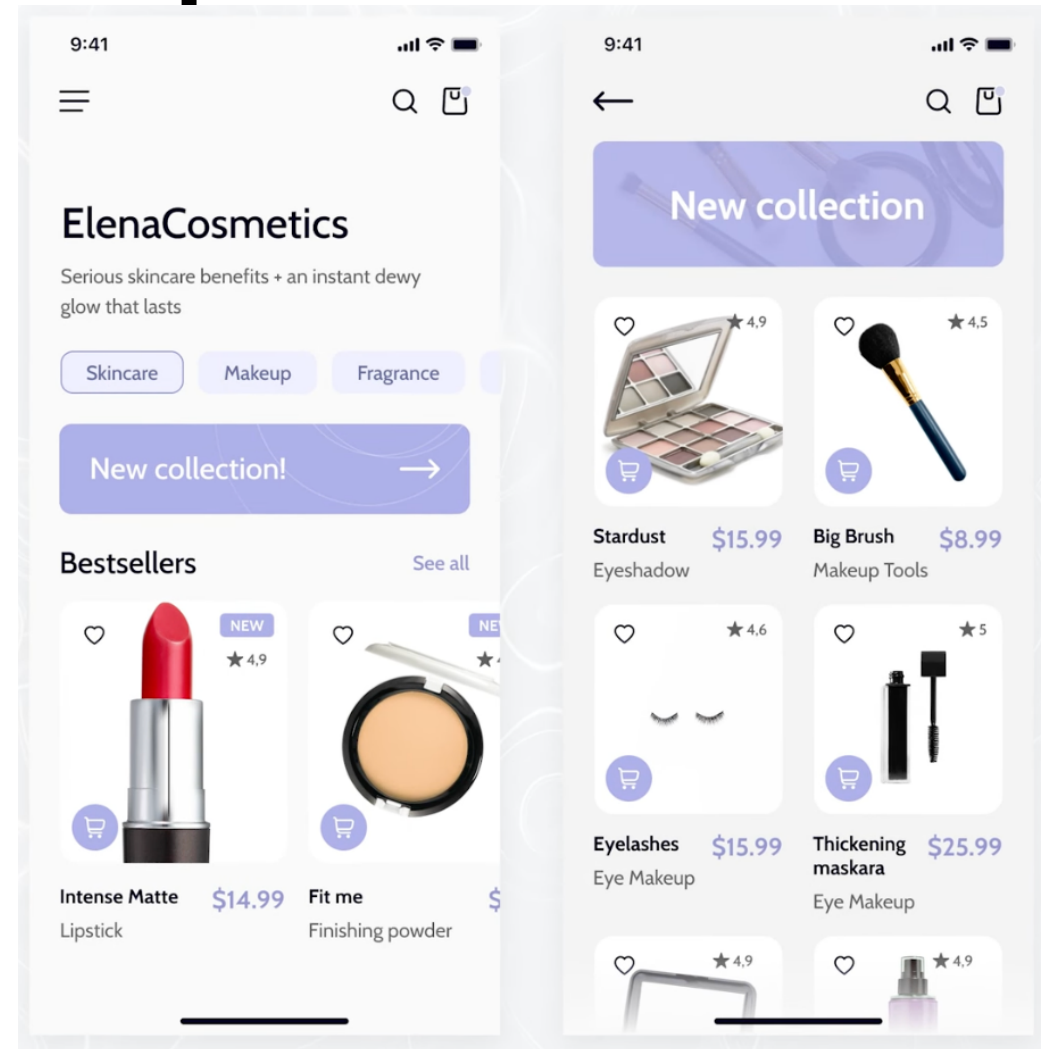
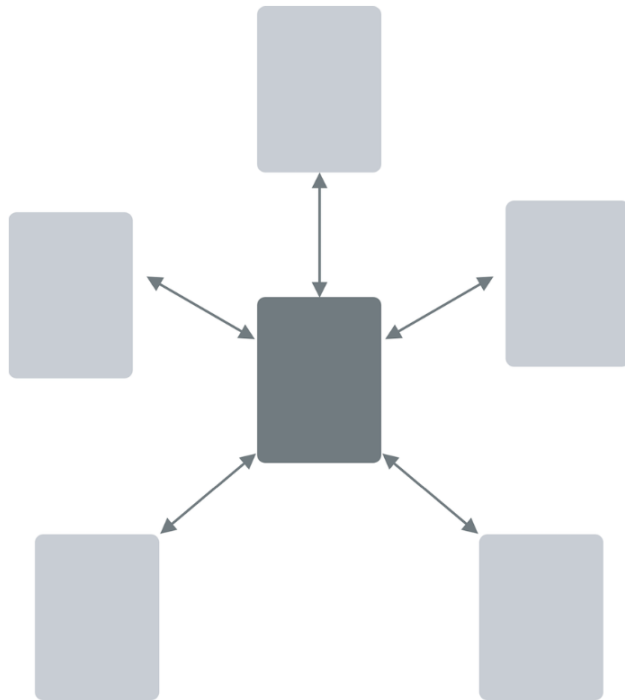
2 Name of step 2

3 Name of step 3

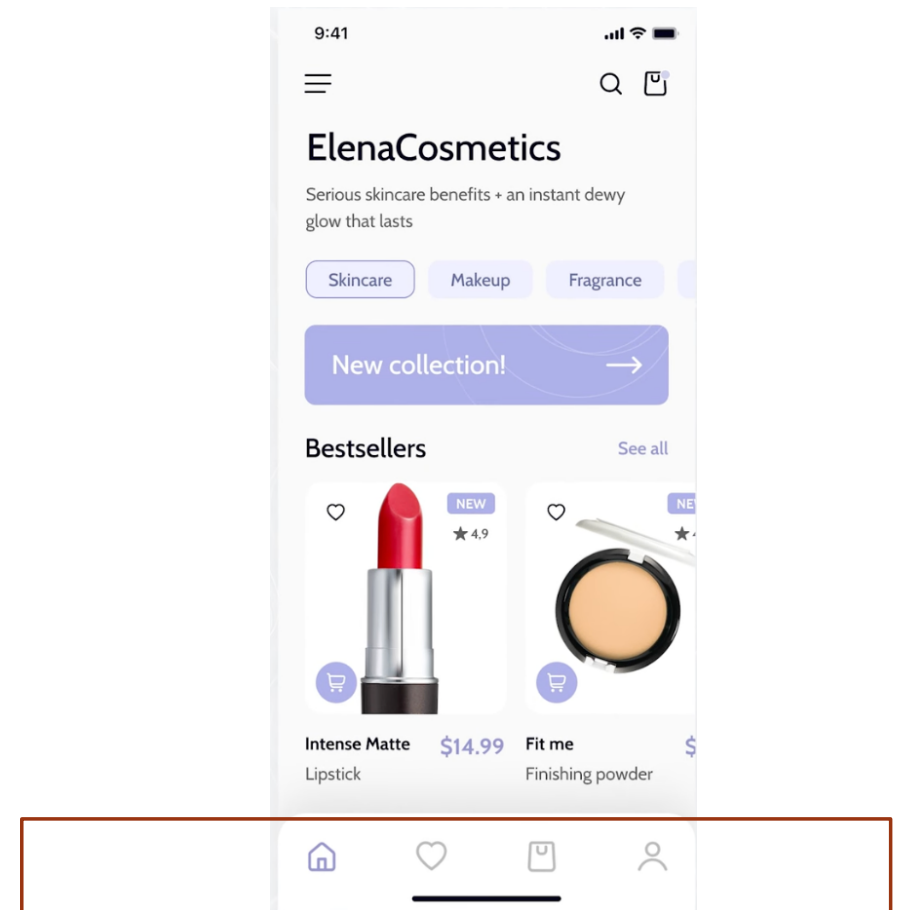
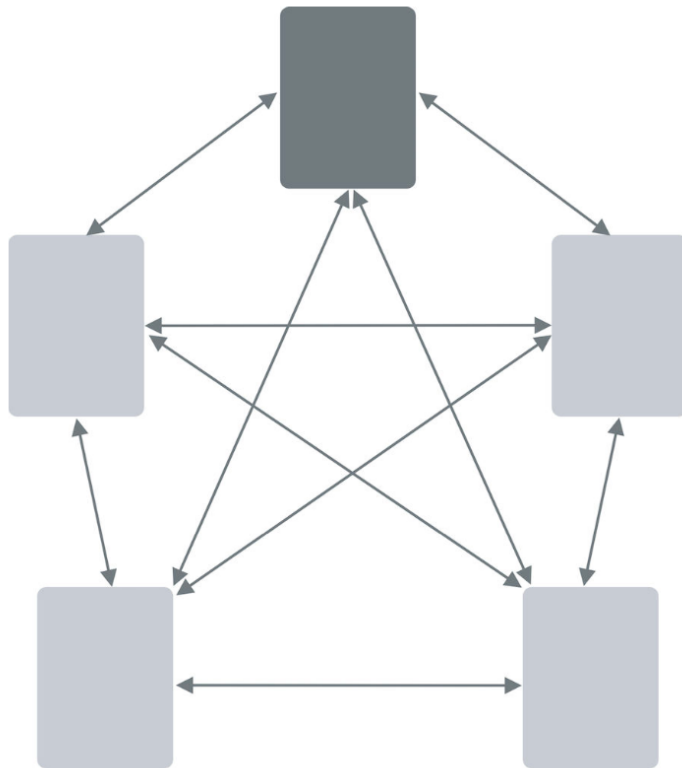
Zooming



Hub and spoke

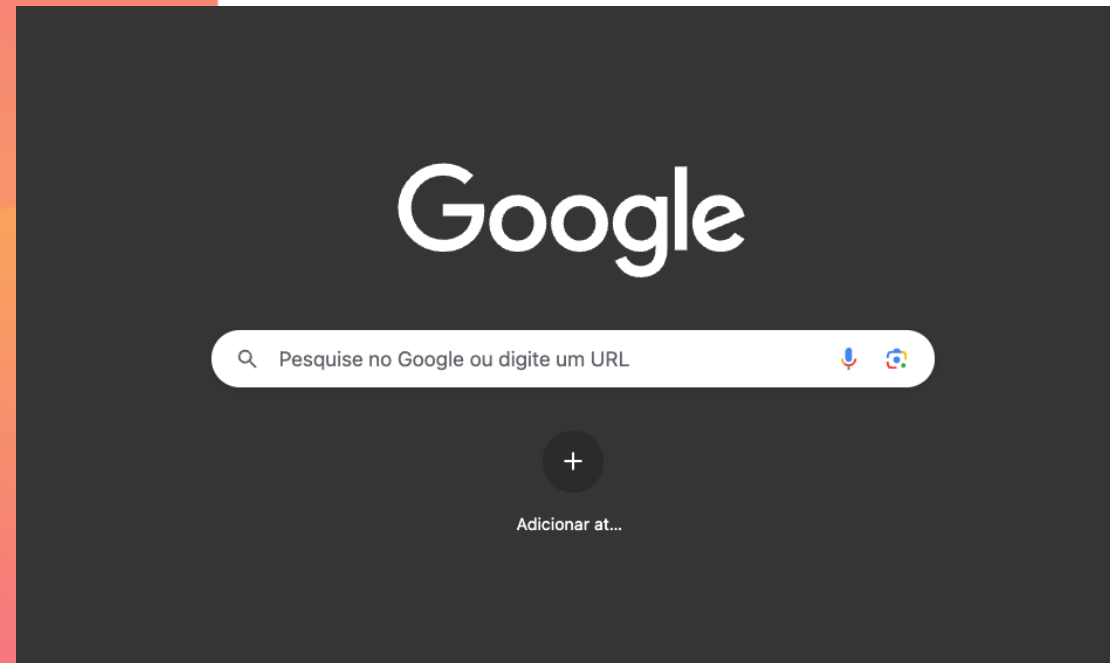
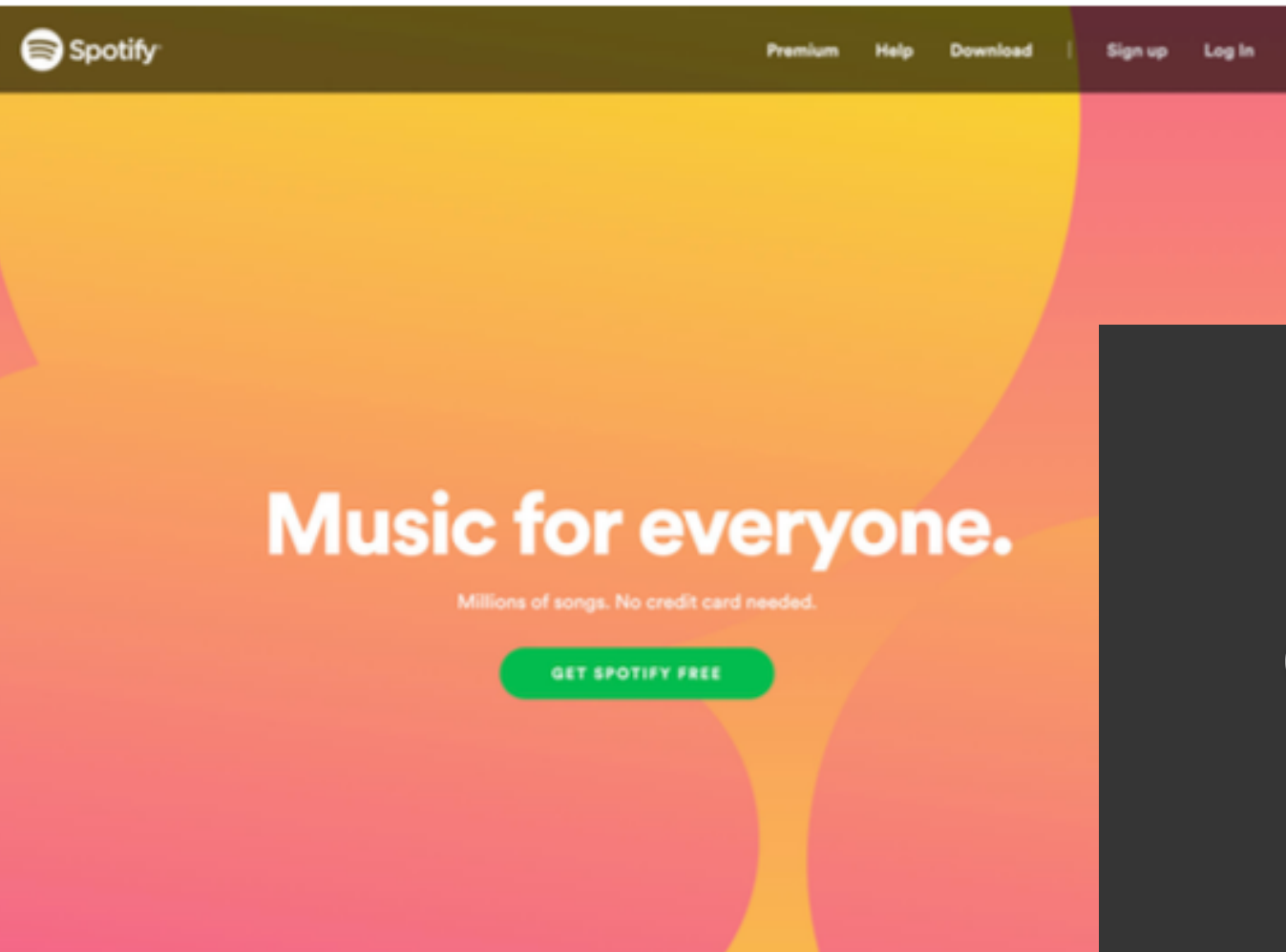


Fully connected

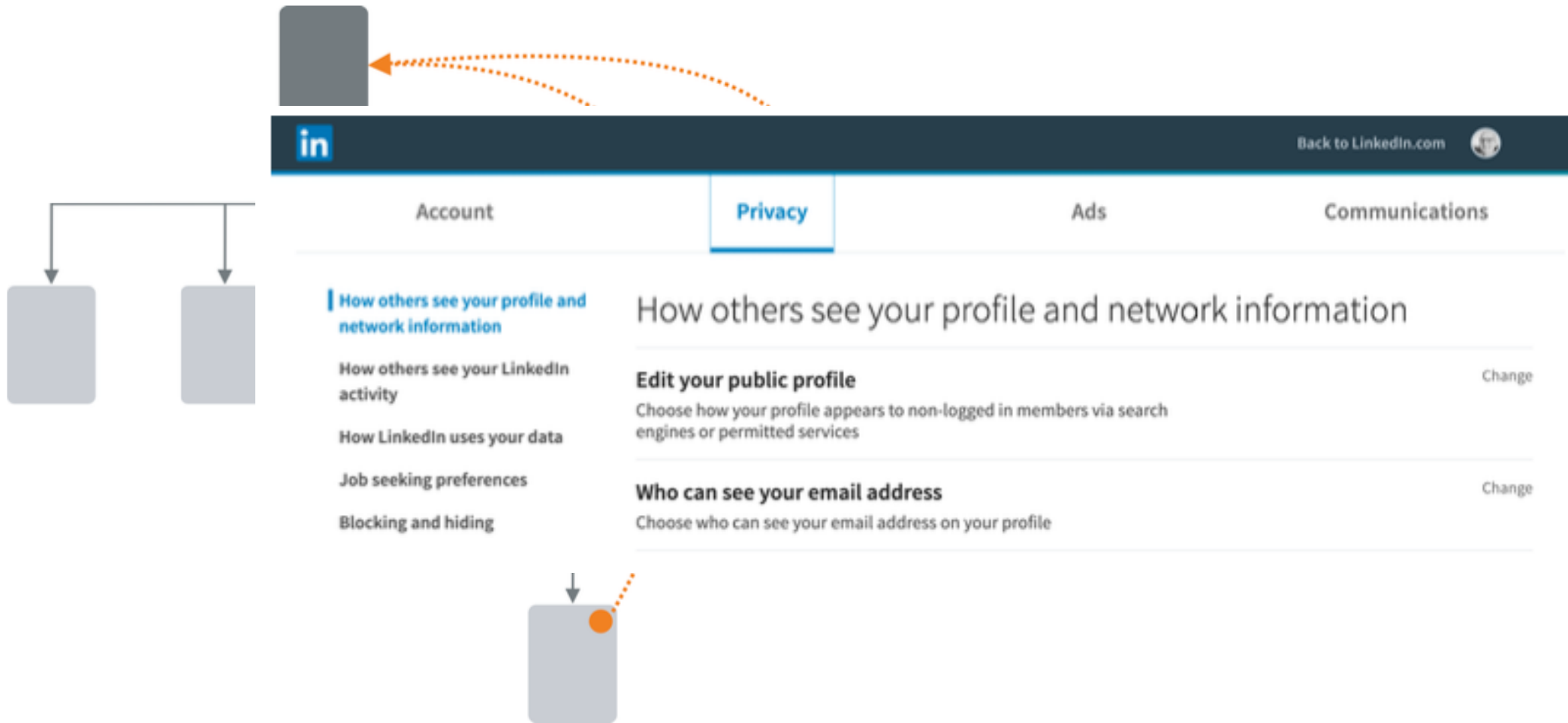


Sinais e indicações

Clear Entry Points



Escape Hatch



Progress Indicator



Breadcrumbs

Home » Web Design & Development » 5 Ways For Custom Web Design to Boost Conversions

Web Design & Development

5 Ways For Custom Web Design to Boost Conversions

 **Digital Web Services**
July 7, 2022

 **9 Views**  **0**

Layout

Relação entre elementos na interface

Como componentes de interface são agrupados numa mesma tela?

Hierarquia Visual

Conteúdo mais importante no momento deve **ser destacado**

Como deixar algo mais importante?

Cor, Tamanho, Formato, Posição

Q Search Google Account

People & sharing

People you interact with and the info you make visible on Google services

Contacts

Organize your Google contacts so you can connect with people on Google services, like Gmail



Contacts

No contacts yet



Contact info saved from interactions

On



Blocked

No blocked users



Location sharing

You aren't sharing your real-time location with anyone on Google



[Manage location sharing](#)

Choose what others see



About me

What personal info you make visible to others across Google services



Share recommendations in ads

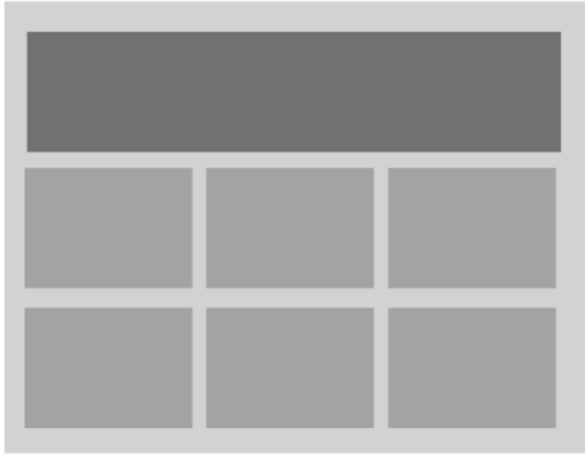
You can choose to show your name, profile photo, and activity in shared endorsements in ads to help others find things you're interested in



Shared endorsements in ads

Off

[Manage shared endorsements](#)



Fluxo visual

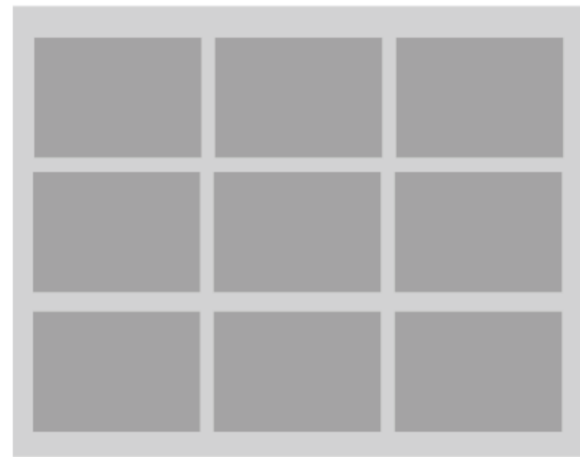


A

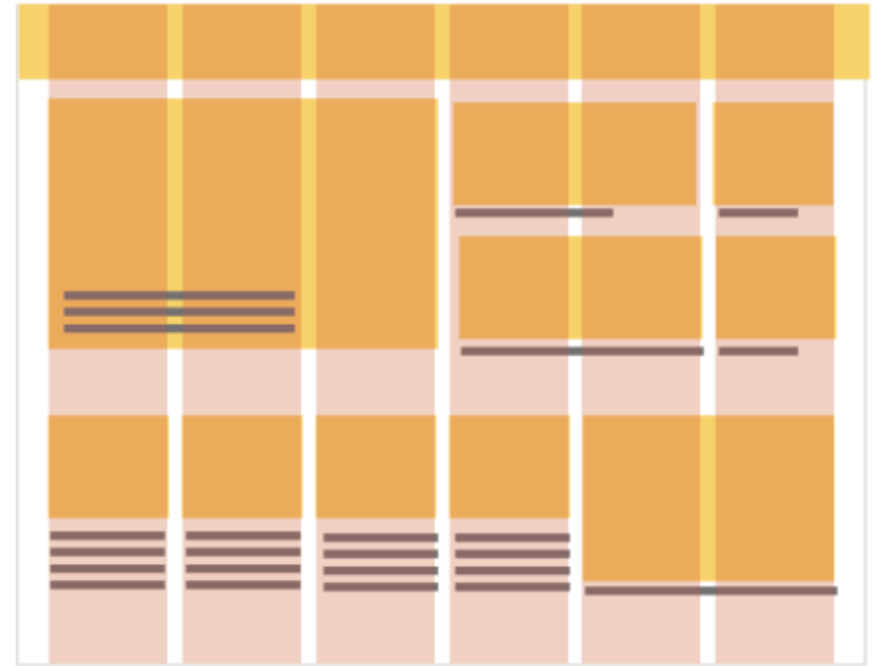
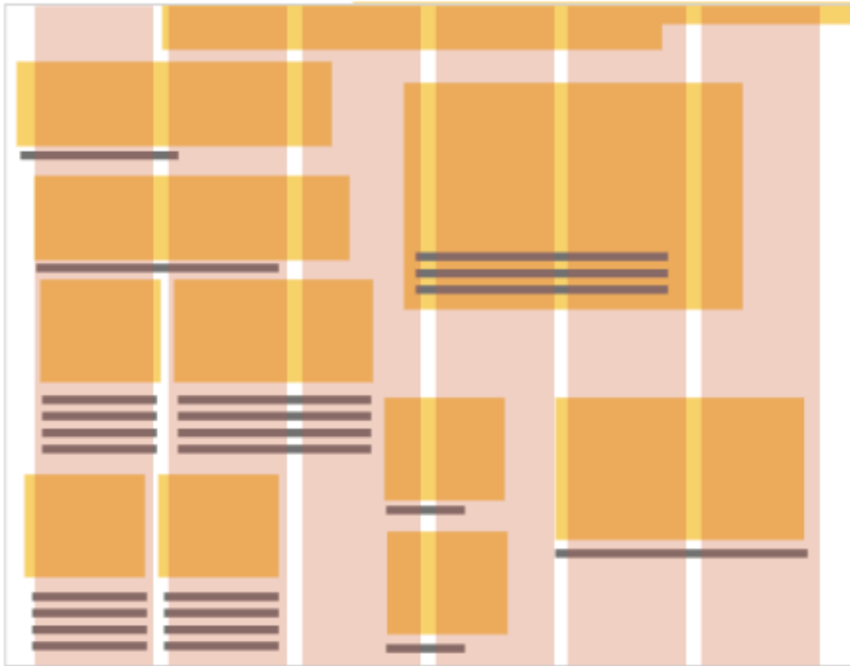


B

Uso de grids



Uso de grids



continuidade

semelhança

fechamento

contraste

direcionamento

proximidade

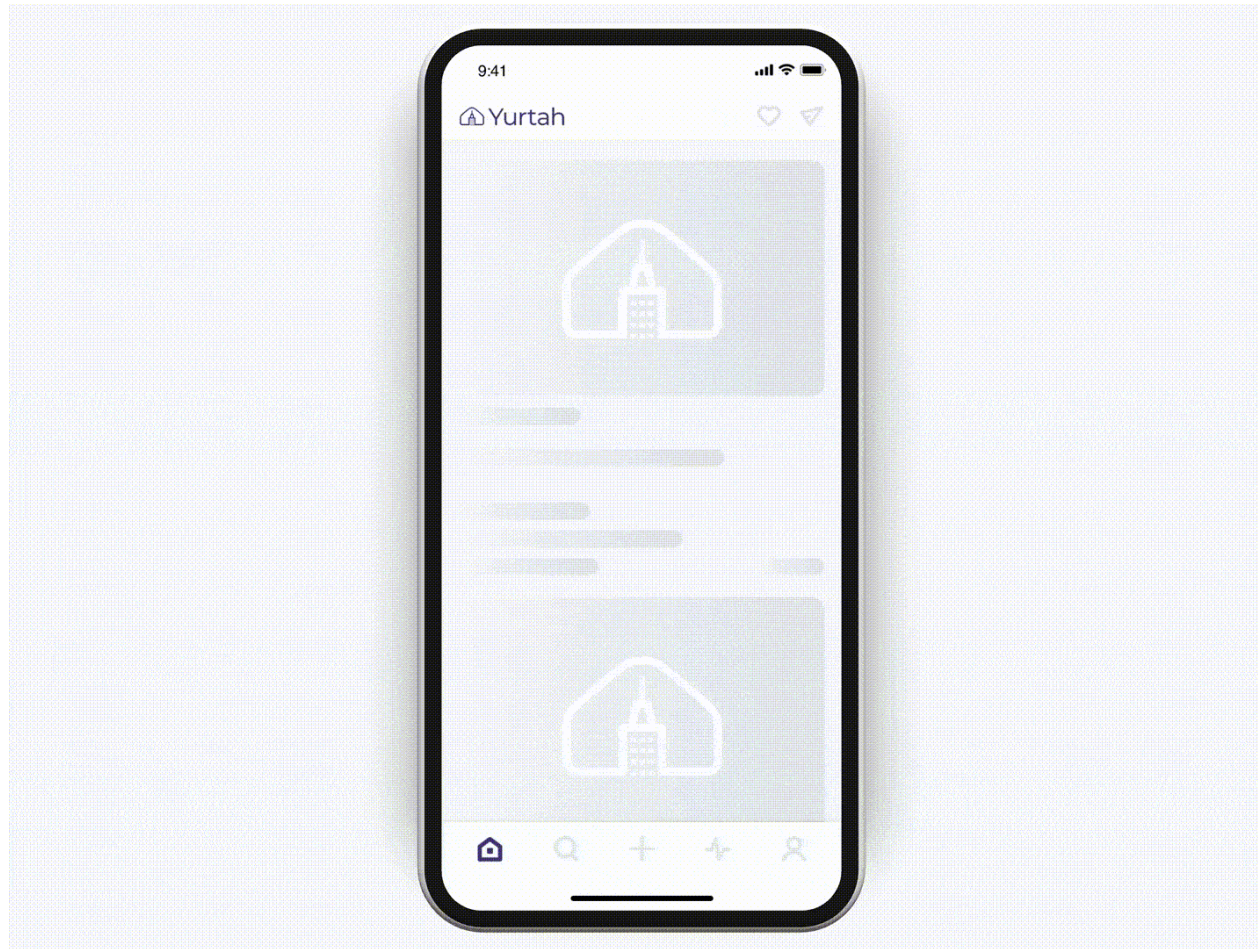
simetria



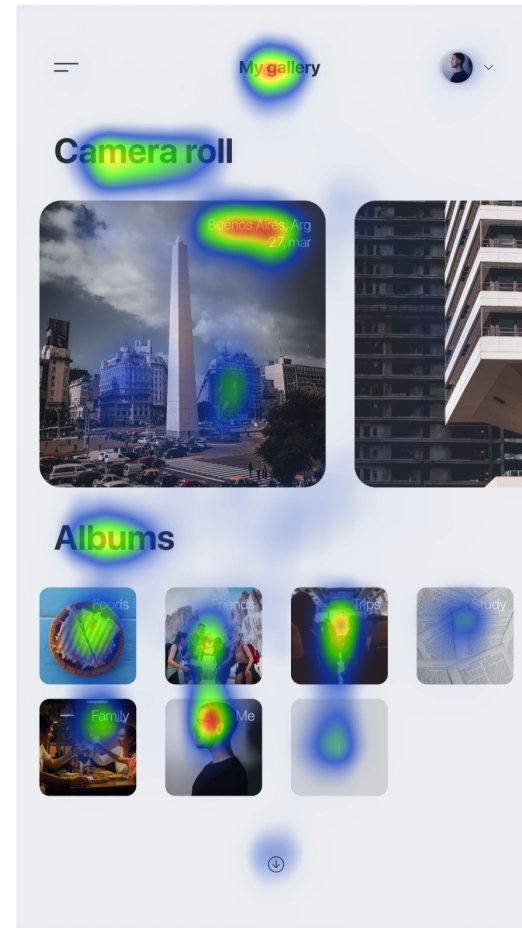
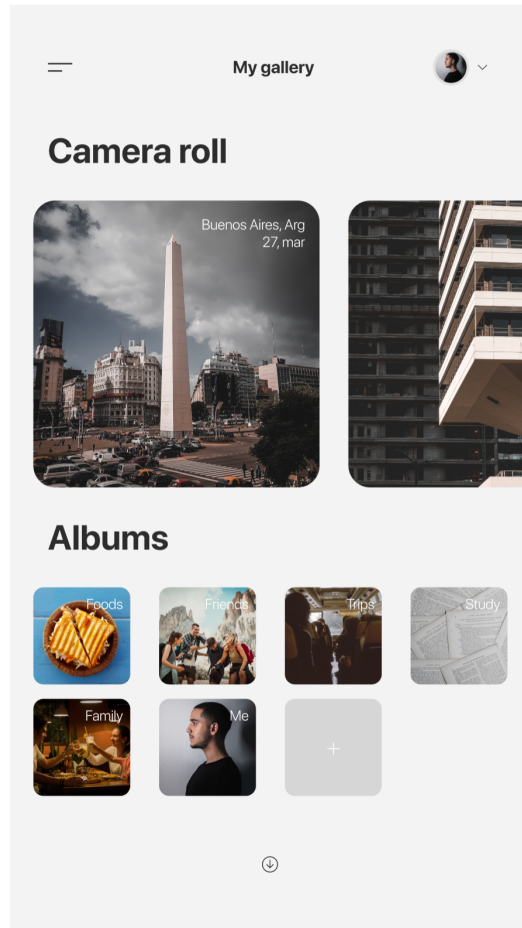
Fechamento



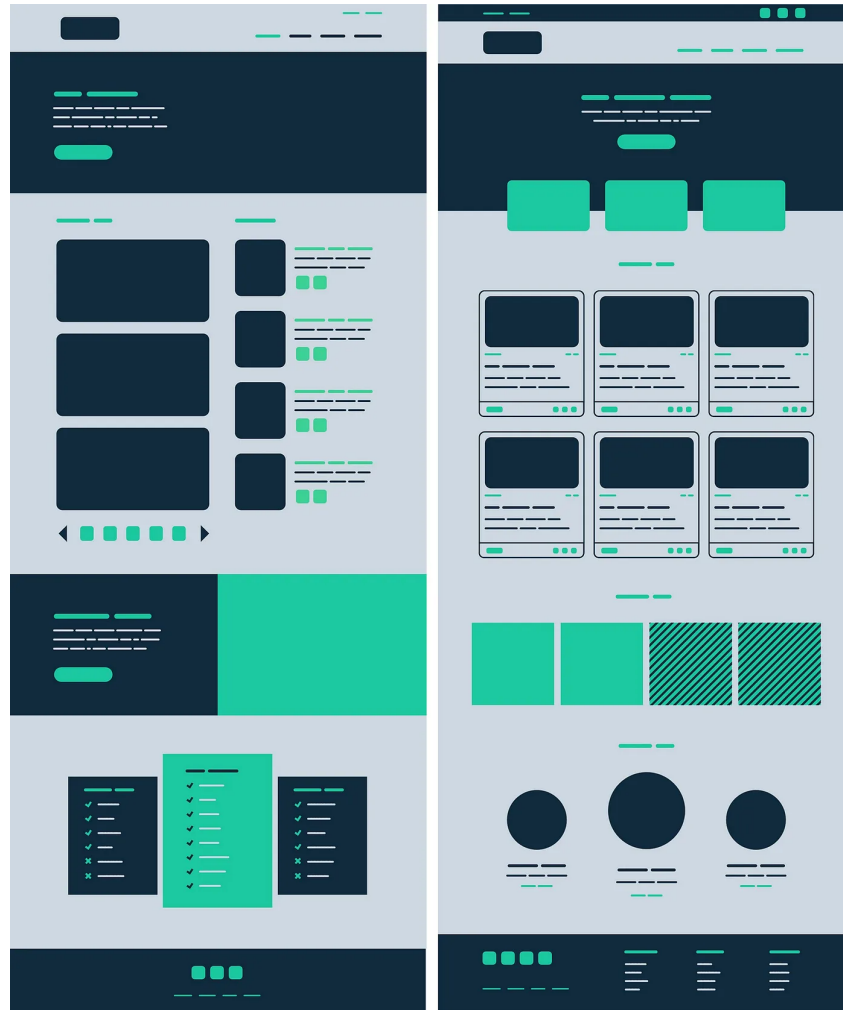
Fechamento



Proximidade

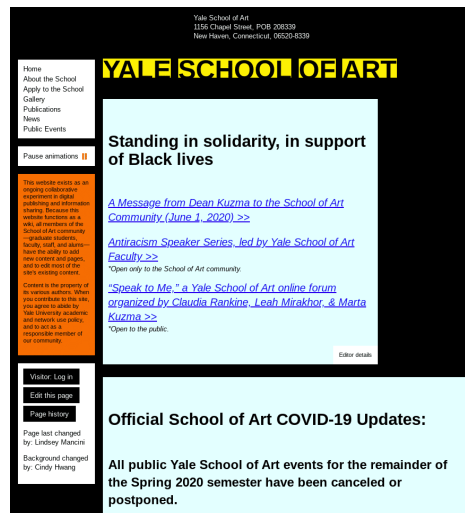


Similaridade



Visual e estética

Usuários não confiam em apps e sites que parecem “amadores” ou “não-profissionais”



Friendly

Log In

Achieve your dreams

Start saving for your dream vacation

Apply Now

We help you manage and save your money, not spend it on fees and overdrafts.

Set a monthly budget, we help you stick to it!

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

Keep track of your money

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

Build your nest egg

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)

Friendly

Sign In

Achieve your dreams

Start saving for your dream vacation

Apply Now

We help you manage and save your money, not spend it on fees and overdrafts.

Set a monthly budget, we help you stick to it!

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

Keep track of your money

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

Build your nest egg

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

[Learn more](#)

Hi! We're Friendly!

We want to be the best bank you ever had

Apply Now



The Friendly Difference

We help you manage and save your money, not spend it on fees and overdrafts.

Set a monthly budget, we help you stick to it!

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

Keep Track of your money in real time

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

Build your nest egg

The money you **don't** spend on your budget each month gets moved into a high interest savings account.

Learn more

Bank with us

We help you manage and save your money, not spend it on fees and overdrafts.

Apply Now

We help you Budget

Our personal finance tools help you estimate your paychecks and allocate funds to spend categories.

Keep Track of money

Each transaction you make is subtracted from the spend category and amount you have available in your budget.

Build your savings

The money you **don't** spend on your budget each month gets moved into a high interest savings account.



Great rates on auto loans

Learn More

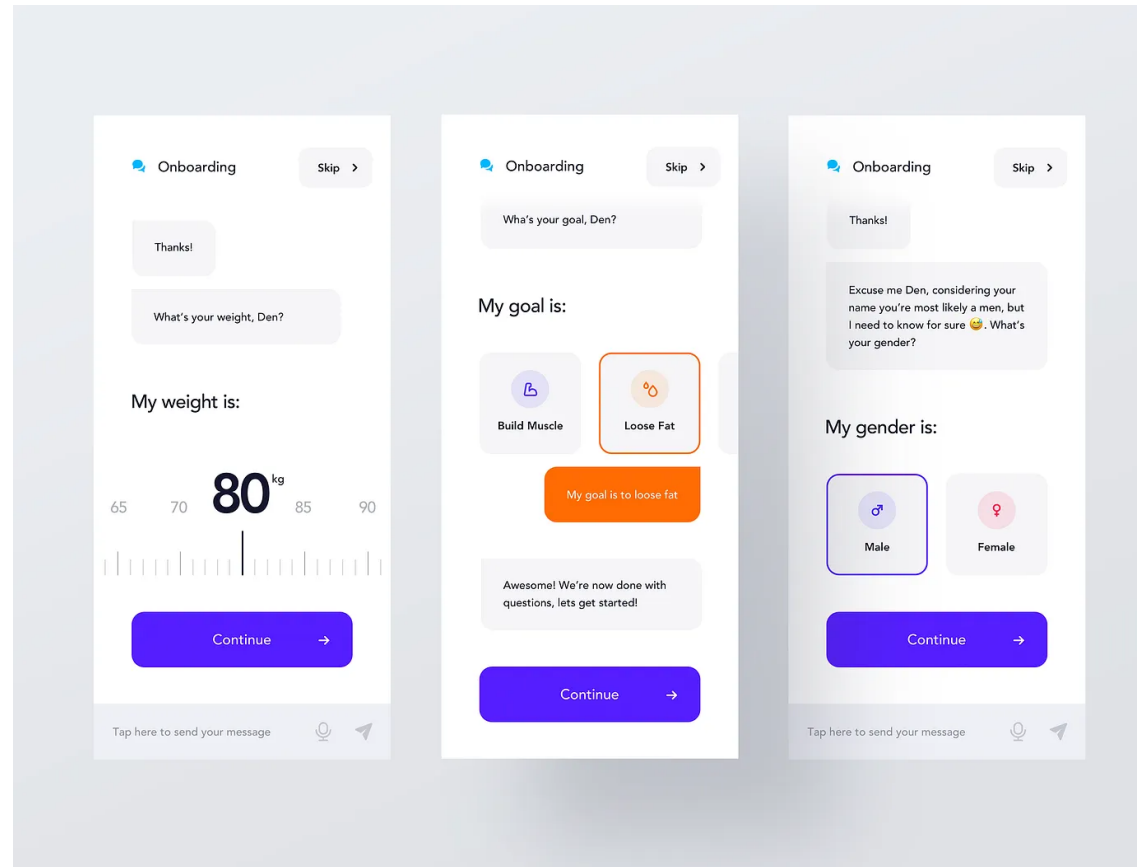
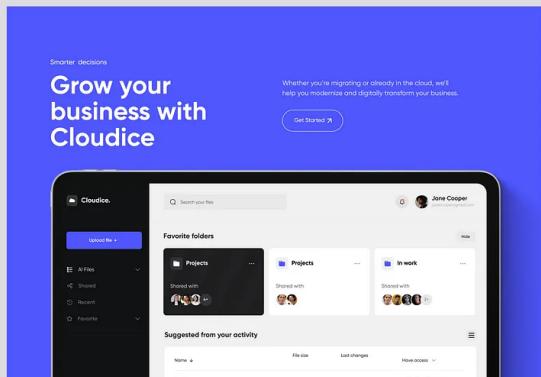
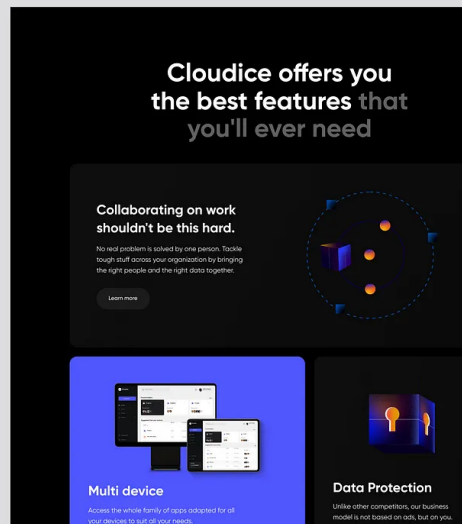
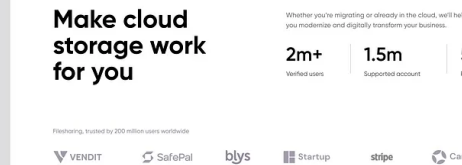
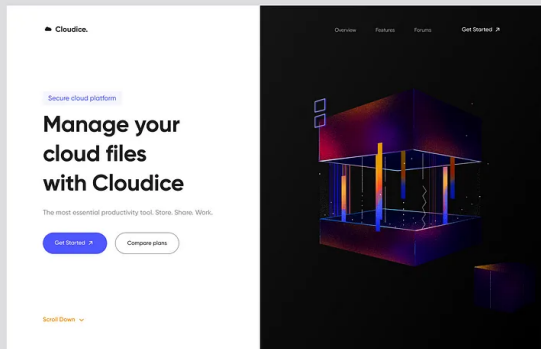
Cores



Cores primárias e secundárias

Base da interface

Geralmente conectadas com as cores da marca, e utilizadas com mais frequência



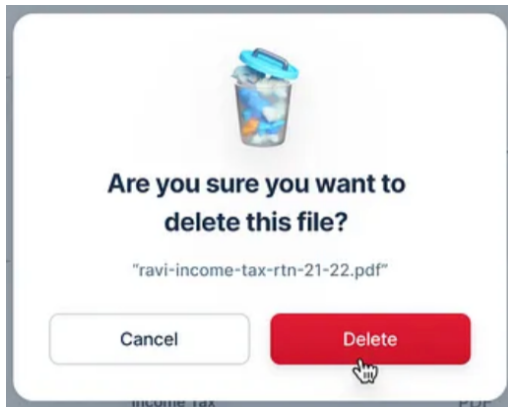
Cores de suporte

Erro/perigo

Alerta

Sucesso

Sign In



Sign In using Open ID Connect

or sign in with your email

Email address

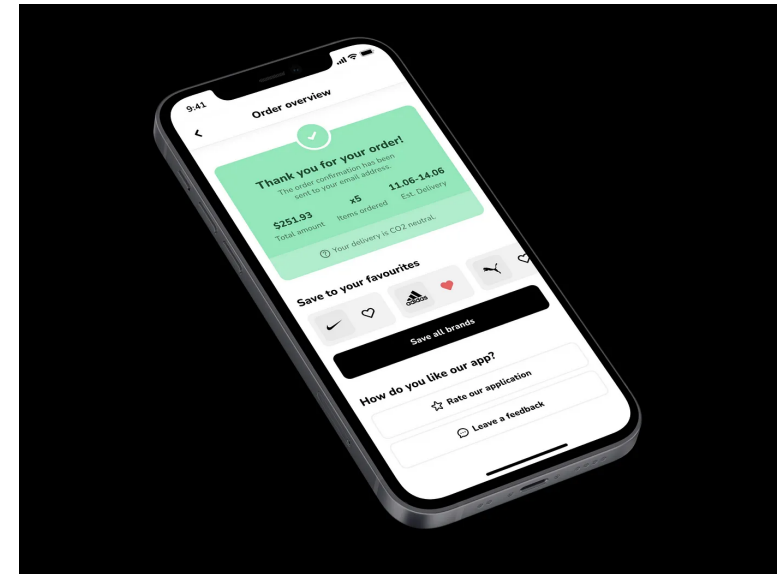
sofia.scannapieco@yahoo.com

⚠ Please enter a valid email address.

Password [Forgot password?](#)

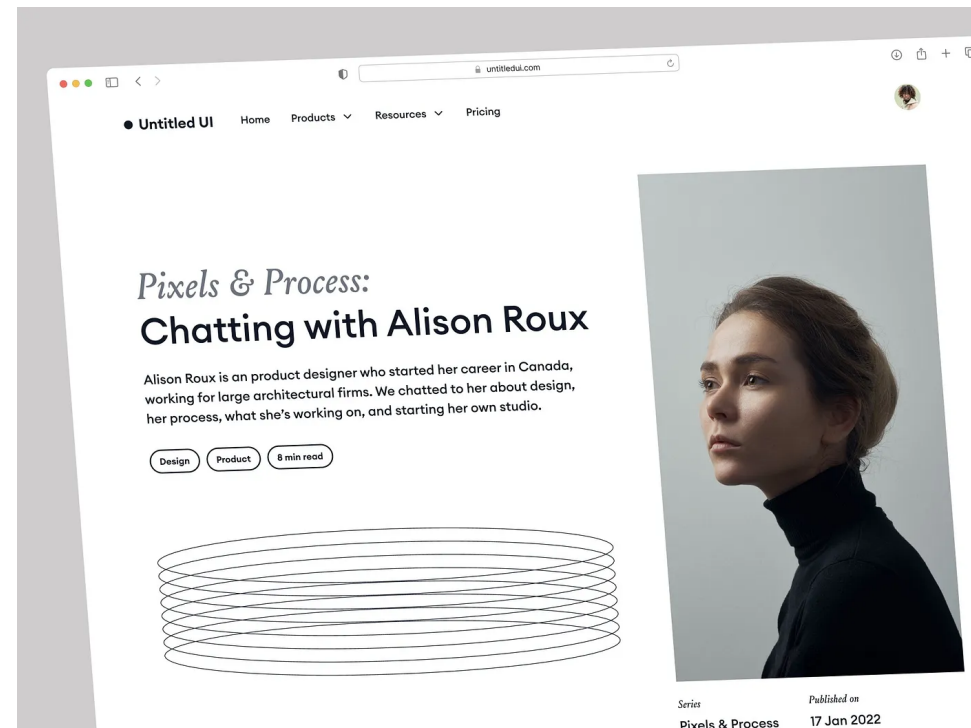
Enter your password

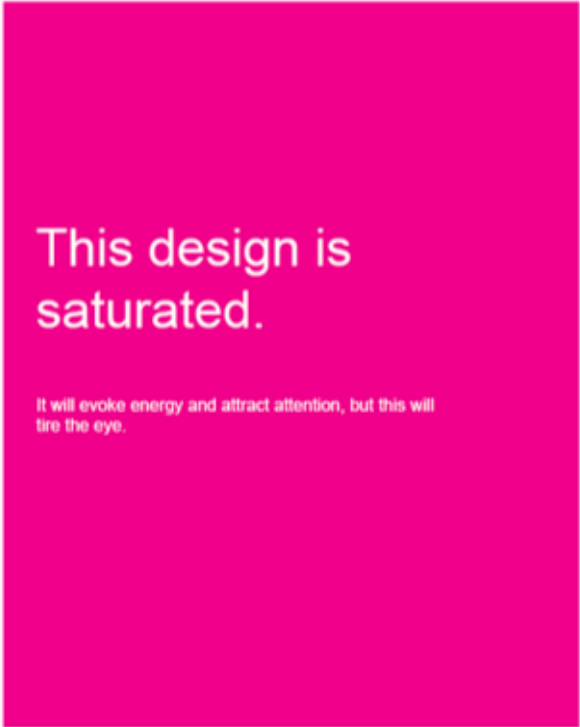
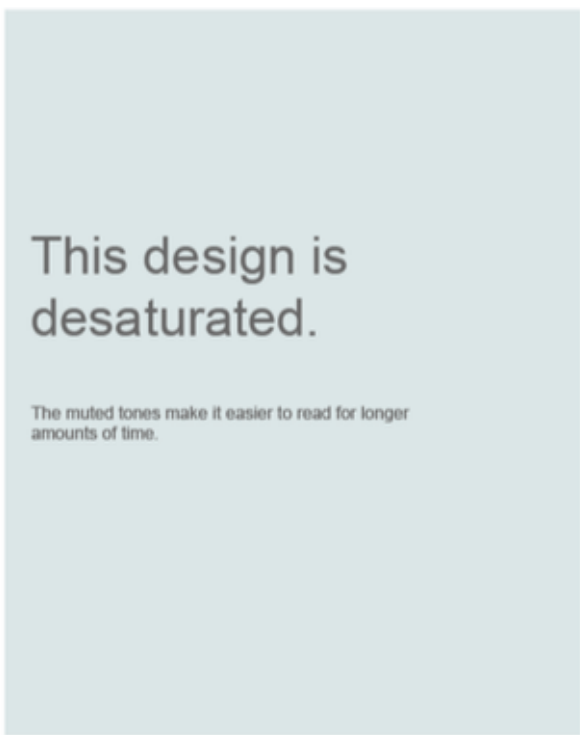
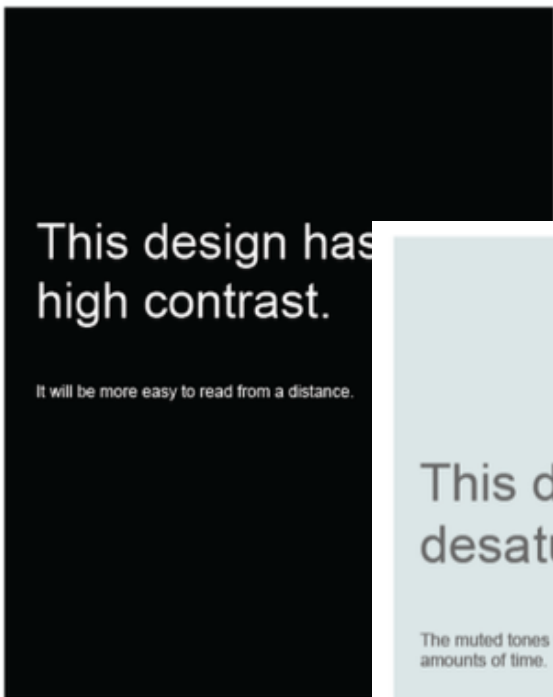
Sign In



Cores Neutras

Tipografia, sombras, divisórias, bordas





Combinações

Nem todas as cores combinam entre si

Uso do **círculo cromático**



How to Use the Color Wheel to Build Color Schemes

Analogous



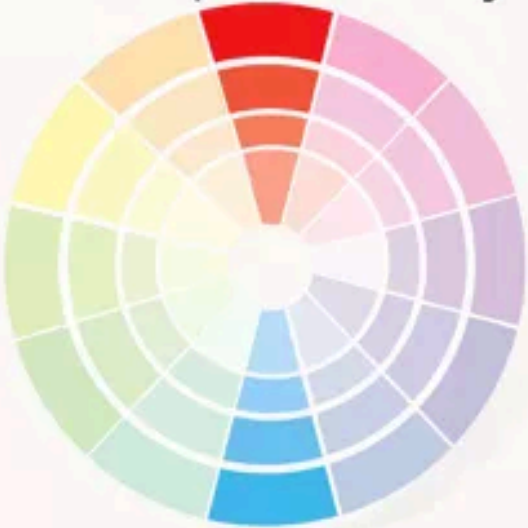
Monochromatic



Triadic



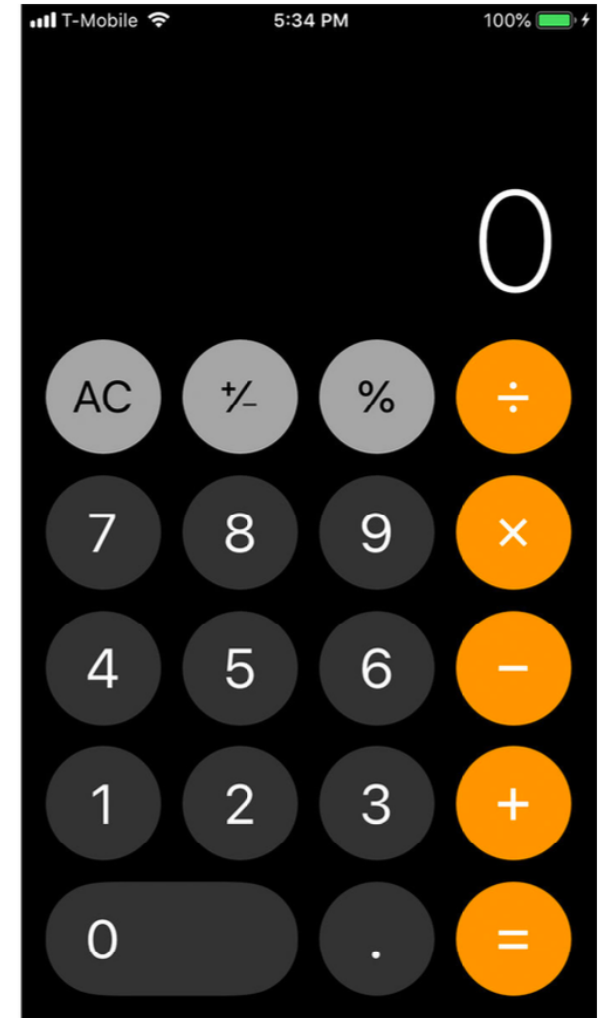
Complementary



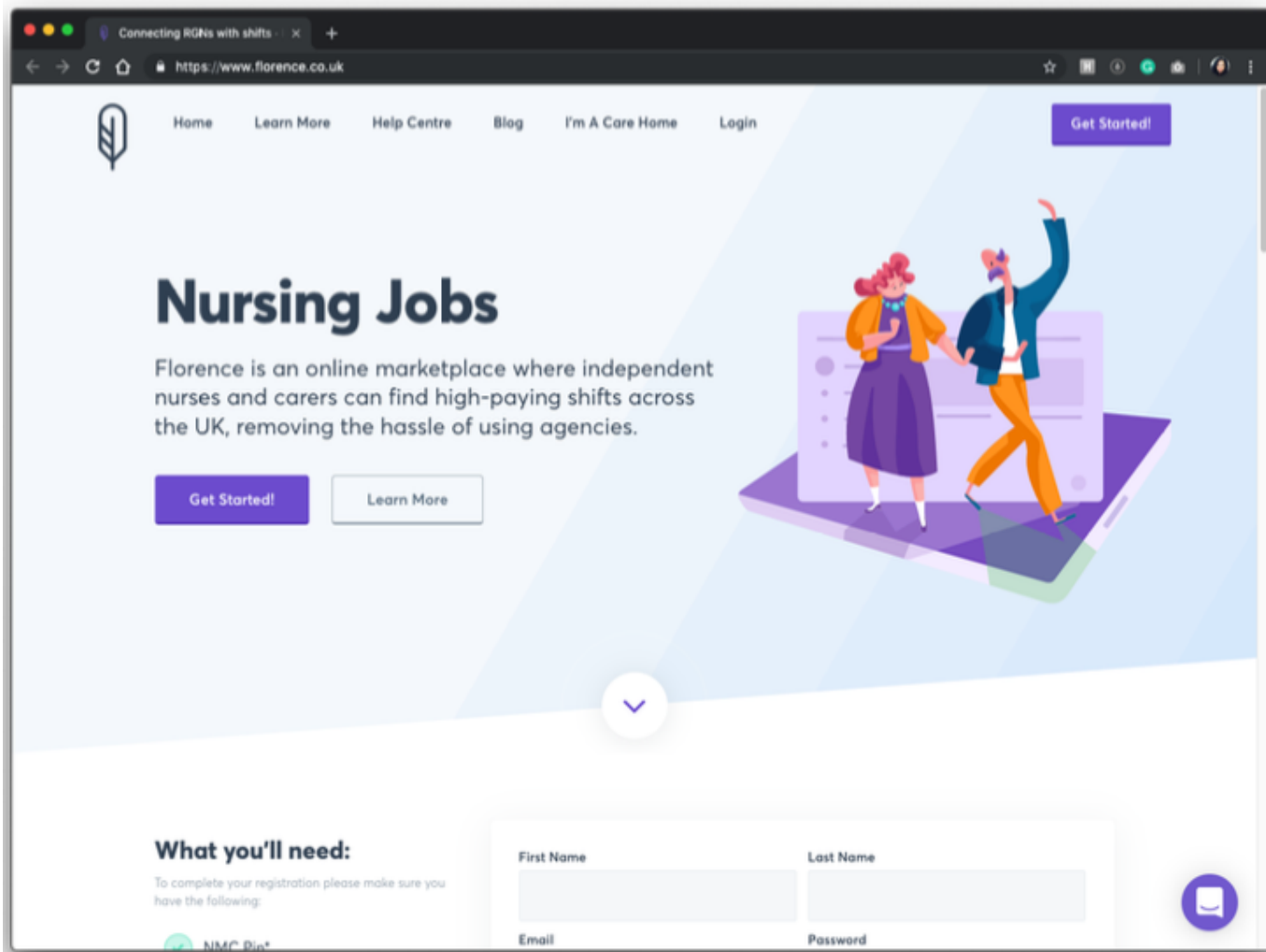
Estilos Visuais (padrões)

Esqueumorfismo

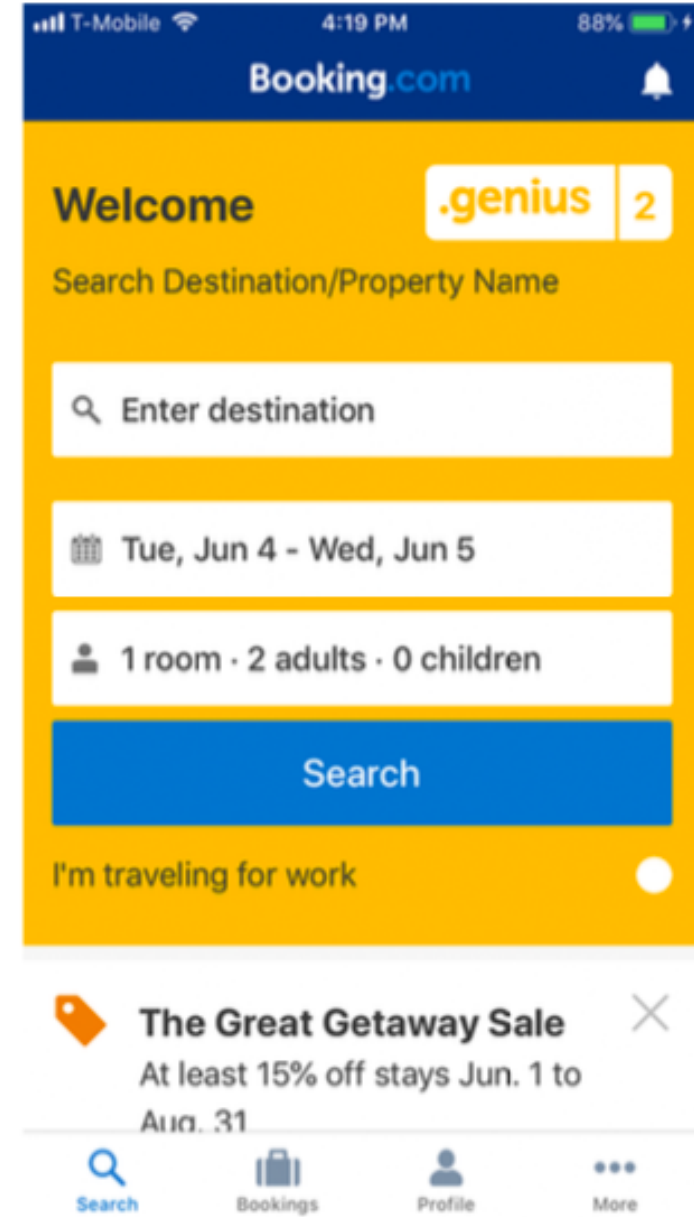
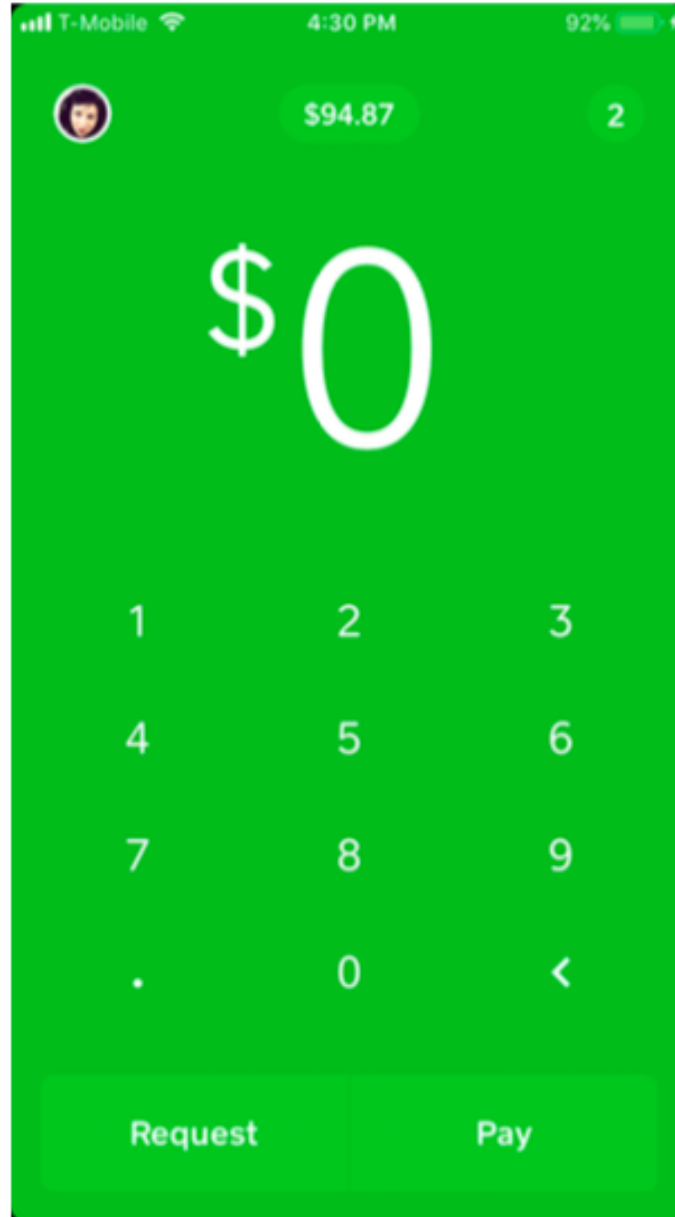
Estilo visual que lembra as características de objetos do mundo real

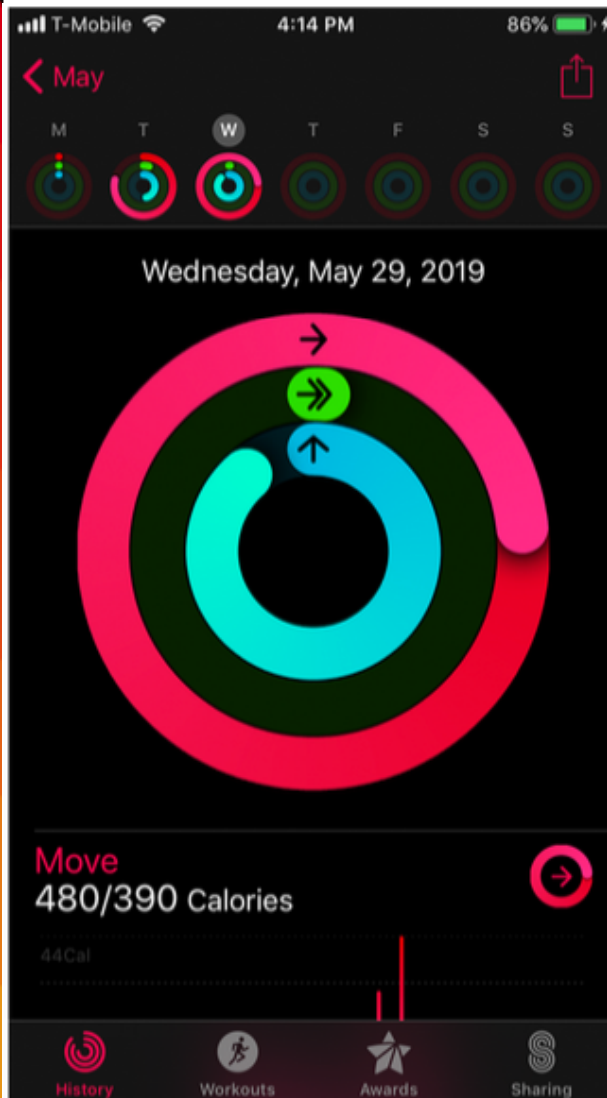
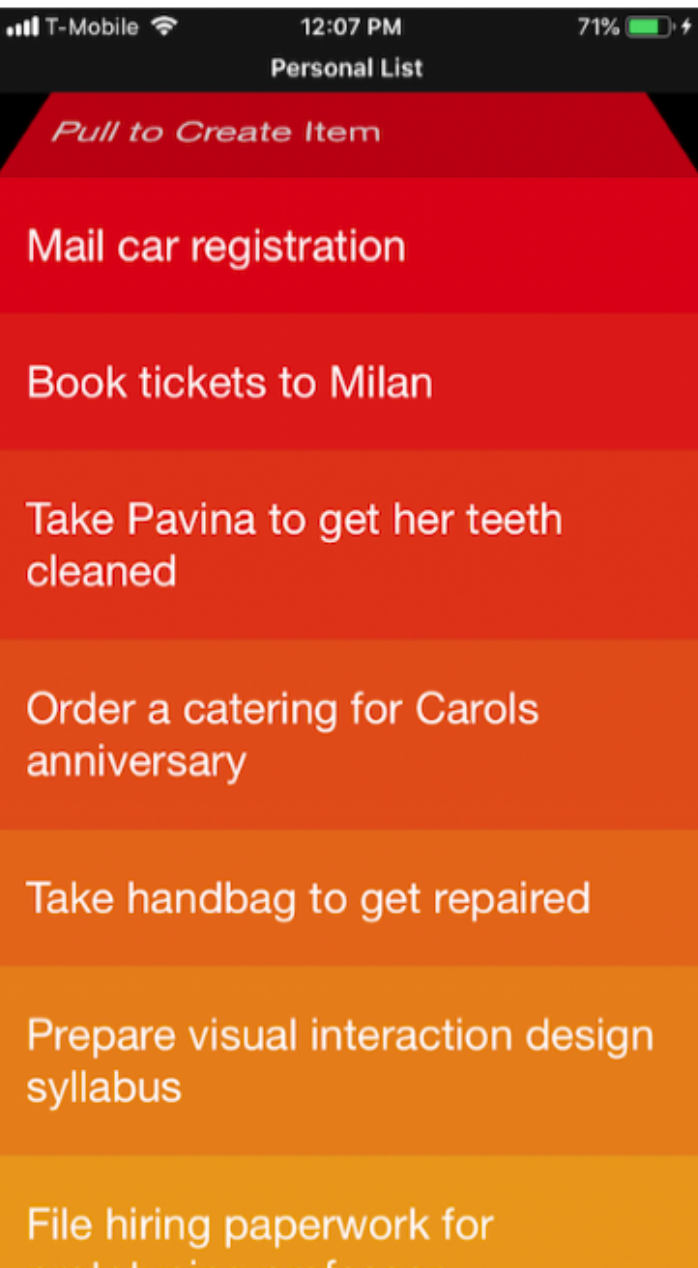


Illustrado



Flat





Minimalista

Ações e Comandos

Are you sure you want to delete this post?

This will delete this post permanently. You cannot undo this action.

Cancel

Delete



Enable



Disable

Exemplos de ações

Iniciar, pausar ou cancelar

Entrar com um valor, configuração

Manipular objeto da UI

Aplicar mudança ou transformação

Remover algo

Adicionar ou criar algo

Calendar > April 2016

Month

Wednesday April 6

46°

Partly cloudy
Redmond WA
High: 59°
Low: 37°

World Clock

Berlin
9:34 PM
1 hour ahead

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Calculator

0

CE C < +

7 8 9 ×

4 5 6 -

1 2 3 +

± 0 . =



85° F

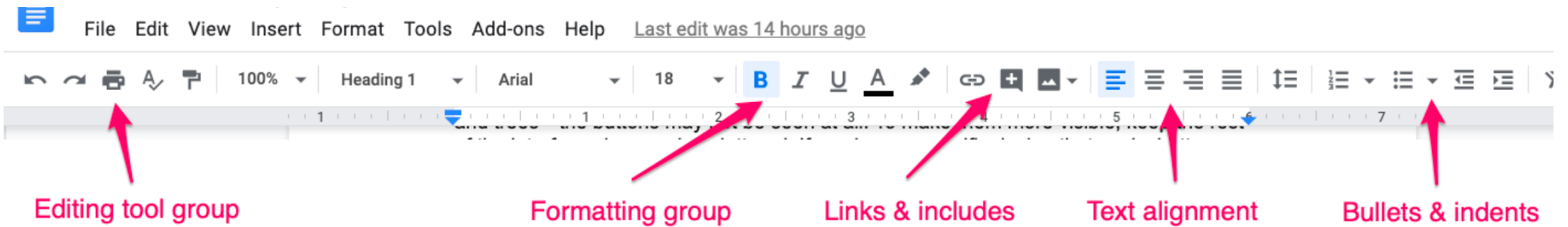
Isabela island

“Falta de originalidade”

Copy/Cut/Paste

Drag-and-drop

Button Group



Hover tools

5:57 AM
Can you lock it up like a bike?
6:33 PM
And now, it has occurred!



Image from iOS



And yes you can lock it up, but I prefer to keep my \$5,000 bike inside my house.

YouTube

NPR tiny desk concert

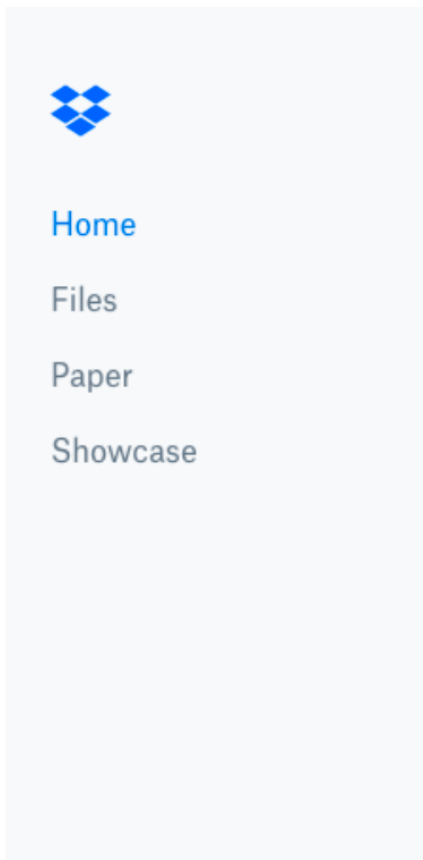


Yo-Yo Ma: NPR Music Tiny Desk Concert

734,784 views

25K 144 SHARE SAVE

Action Panel



Home

 [Try Dropbox Business](#)

 Search



Suggested for you 

Show

Starred

Hide


When you star items, they'll show up here for easy access. [Learn more](#)

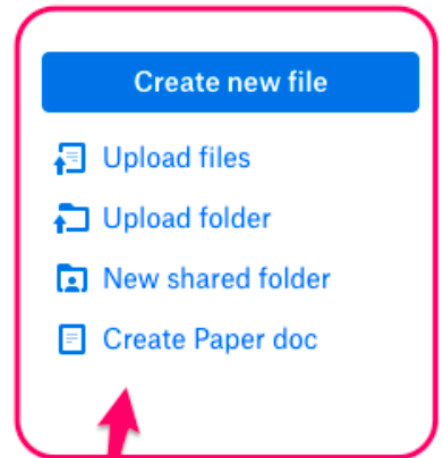
Recent ▾

Hide





>  2 images
Added yesterday · Android Screenshots



 Sent files
Added yesterday · Dropbox



A vertical menu with a blue header 'Create new file'. Below it are four items: 'Upload files', 'Upload folder', 'New shared folder', and 'Create Paper doc'. A red arrow points to the bottom of the menu.

- Create new file
-  Upload files
-  Upload folder
-  New shared folder
-  Create Paper doc

Prominent Button

The image shows a screenshot of the KAYAK website's search interface. The top navigation bar features the KAYAK logo and links for Flights, Hotels, Cars, Packages, Cruises, Deals, and More. On the right, there are links for Trips and Sign in. The main heading reads "Search hundreds of travel sites at once." Below this, the search form includes options for Round-trip, 1 Adult, Economy, and 0 Bags. The origin is set to San Francisco (SFO) and the destination to New York (JFK). The departure date is Fri 7/26 and the return date is Fri 8/2. A red search button is prominently displayed on the right side of the search bar. Below the search bar, there are checkboxes for "Show Advanced Options +", "Compare vs. KAYAK", "all | none", "Priceline" (checked), "Best Airfares", "Delta", "Expedia", and "JustFly". On the left side, there is a sidebar with the text "Book unique places to stay and things to do." and a "WHERE" dropdown set to "Anywhere". Below this are "CHECK-IN" (Sat, Jun 29) and "CHECKOUT" (Sat, Jul 6) date pickers, and a "GUESTS" dropdown set to "2 guests". A red "Search" button is located at the bottom of the sidebar.

Book unique places to stay and things to do.

WHERE

Anywhere

CHECK-IN **CHECKOUT**

Sat, Jun 29 Sat, Jul 6

GUESTS

2 guests

Search

KAYAK Flights Hotels Cars Packages Cruises Deals More Trips Sign in

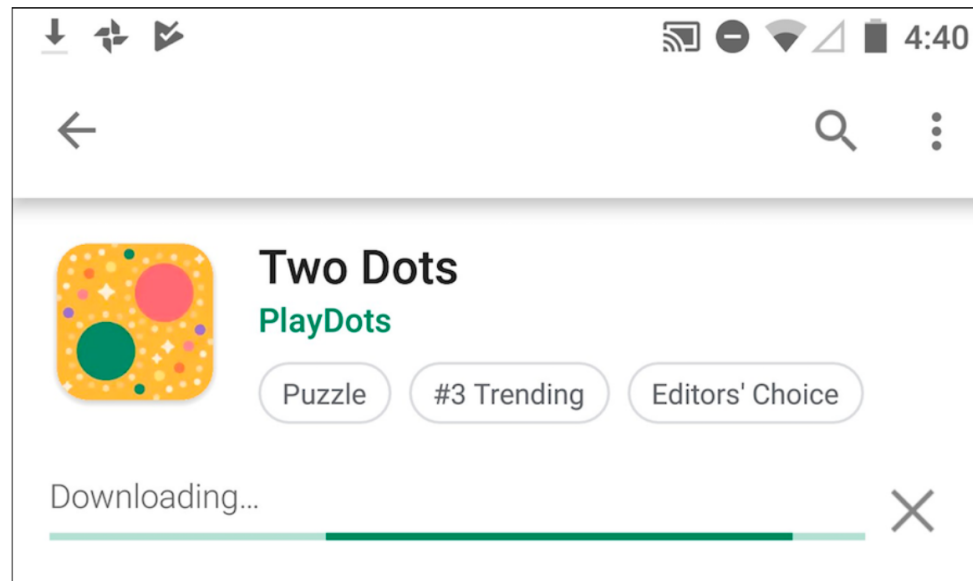
Search hundreds of travel sites at once.

Round-trip 1 Adult Economy 0 Bags

✈ San Francisco (SFO) ⇄ ✈ New York (JFK) 📅 Fri 7/26 < > 📅 Fri 8/2 < > 🔍

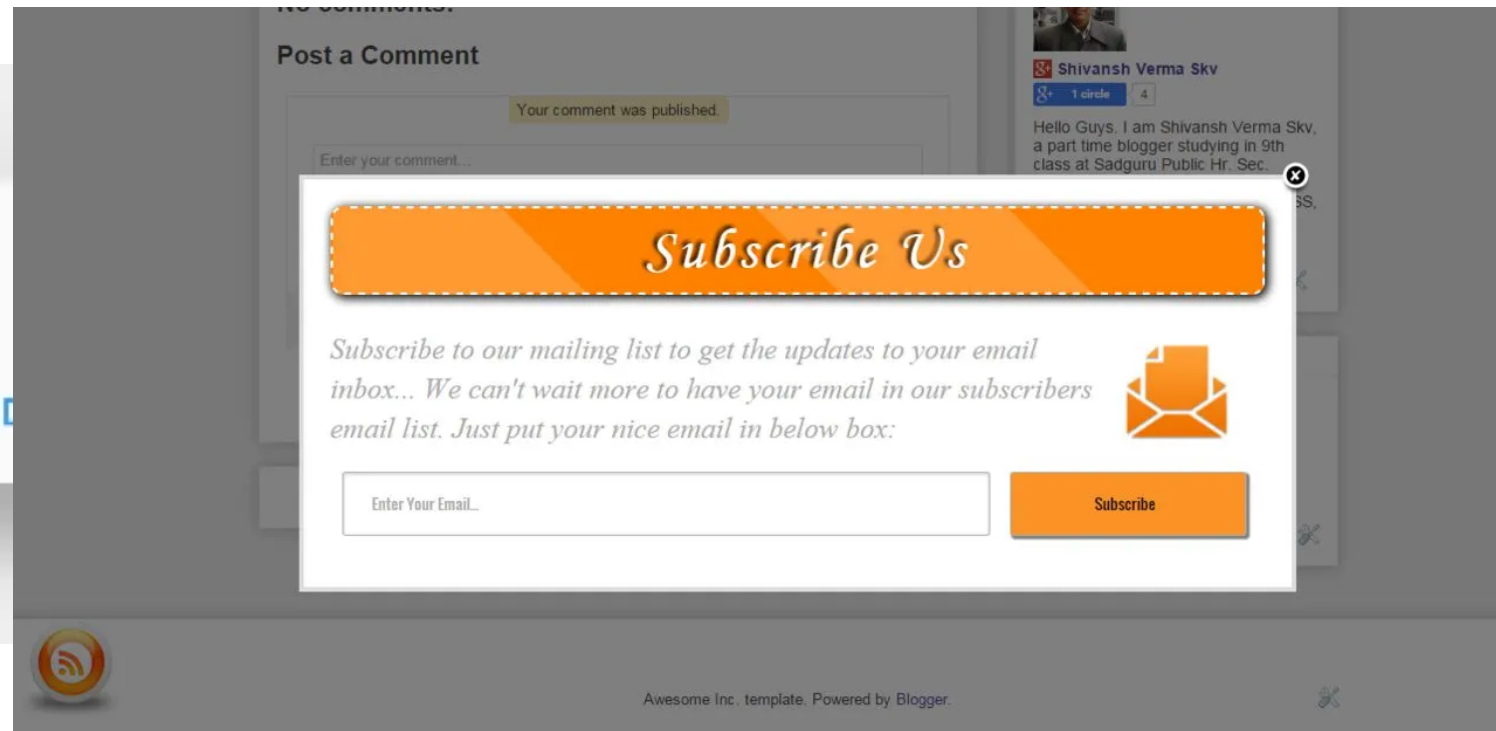
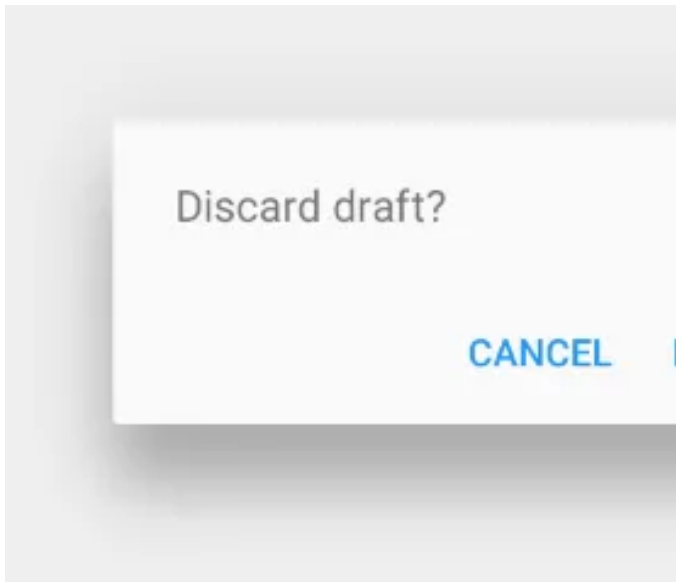
Show Advanced Options + Compare vs. KAYAK all | none Priceline Best Airfares Delta Expedia JustFly

Cancelability

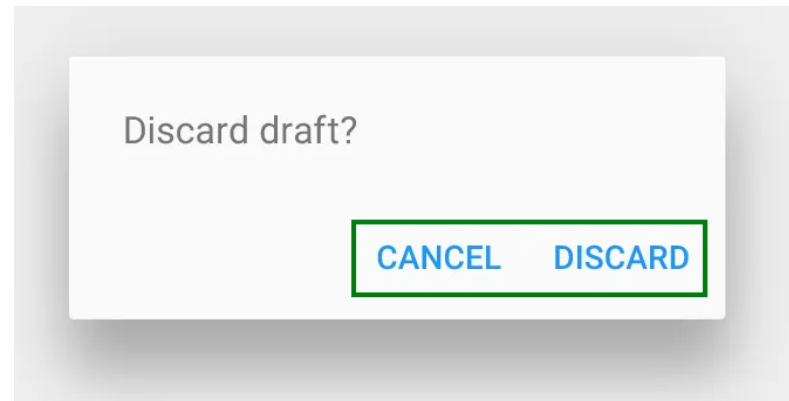
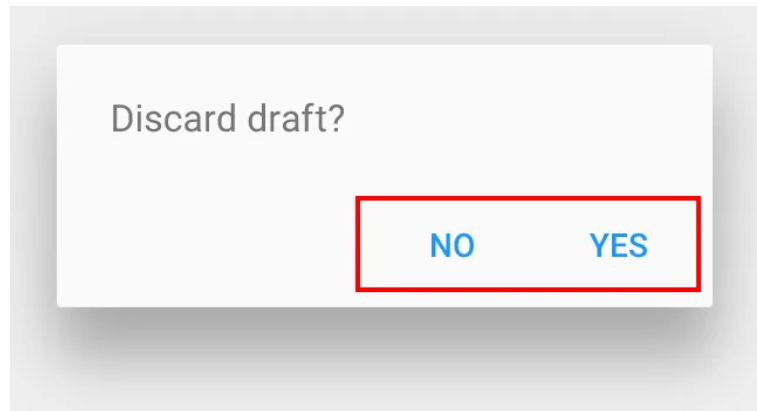


Dialog box

Evitar interrupções



Clear options



Não usar mais de duas opções

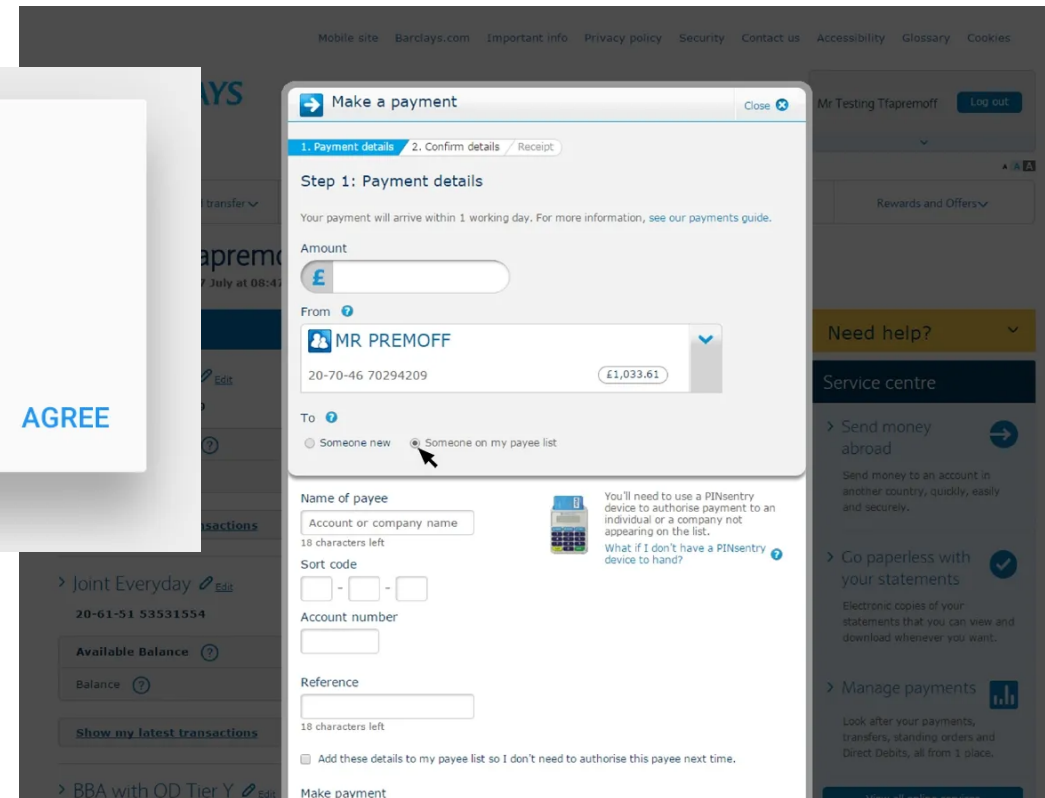
Sempre usar janela completa

Use Google's location service?

Let Google help apps determine location. This means sending anonymous location data to Google, even when no apps are running.

[LEARN MORE](#)

[DISAGREE](#) [AGREE](#)



Recebendo entrada dos usuários

Respeitar o tempo e a atenção do usuário

Promover entendimento do propósito de um formulário

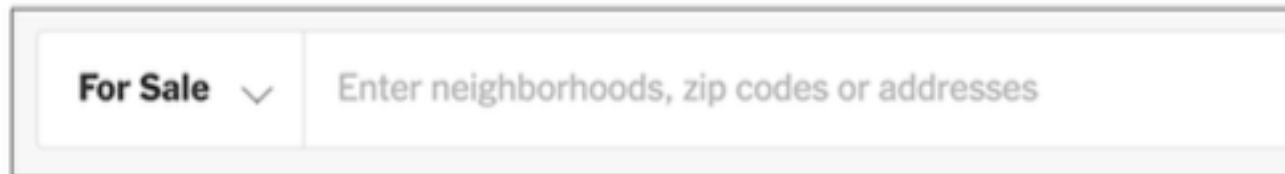
Evitar entrada de dados desnecessária

Minimizar a carga visual para usuários

Agrupar componentes em seções sempre que possível

Forgiving format

Permitir uma variedade de formatos de entrada
interpretação inteligente dos dados de entrada



A screenshot of a search bar. On the left, there is a dropdown menu with the text "For Sale" and a downward-pointing chevron. To the right of the dropdown is a text input field with the placeholder text "Enter neighborhoods, zip codes or addresses".



A screenshot of a "Get Quotes" form. The title "Get Quotes" is on the left, and "Your Portfolio" with a briefcase icon is on the right. Below the title is a text input field containing the placeholder text "Stocks, ETFs, Funds". To the right of the input field is a "GO" button.

Forgiving format

× Charlie's Meeting

7/20/2019 2:30pm to 3:30pm Jul 20, 2019 Time zone

Converts to this format

July 2019

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

SIGN IN TO HIGHFIVE

Make it a Zoom Meeting

Highfive

hit on meetings with 3 or more participants.
S.

Structured Format

×

×

Enter your security code

We texted your code to +14112. It may take a minute to arrive.

7 | - - -

Didn't get it? [Try again](#)

[← Back](#) [Next](#)

Don't have an account? [Sign up](#)

To:

Subject:

Location:

Duration: All day event

Starts:

Ends:

Fill-in

Ajustar um ou mais can
sentença



Show results

- Listings ←
- Number of bids from: to: ←
- Multiple item listings from: to: ←
- Items listed as lots [Learn more.](#)
- Sale items
- Best offer [Learn more.](#)
- eBay for Charity [Learn more.](#)

Shipping options

- Free shipping
- Local pickup

Location

- Located miles of ←
- From preferred locations
- Located in



Charles, welcome to Google



██████████@gmail.com

 Phone number (optional)

We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)

We'll use it to keep your account secure

Month Day Year

Your birthday

Gender

[Why we ask for this information](#)

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Input hints



Your personal info is private & safe

Input prompt

 Filter histogram...

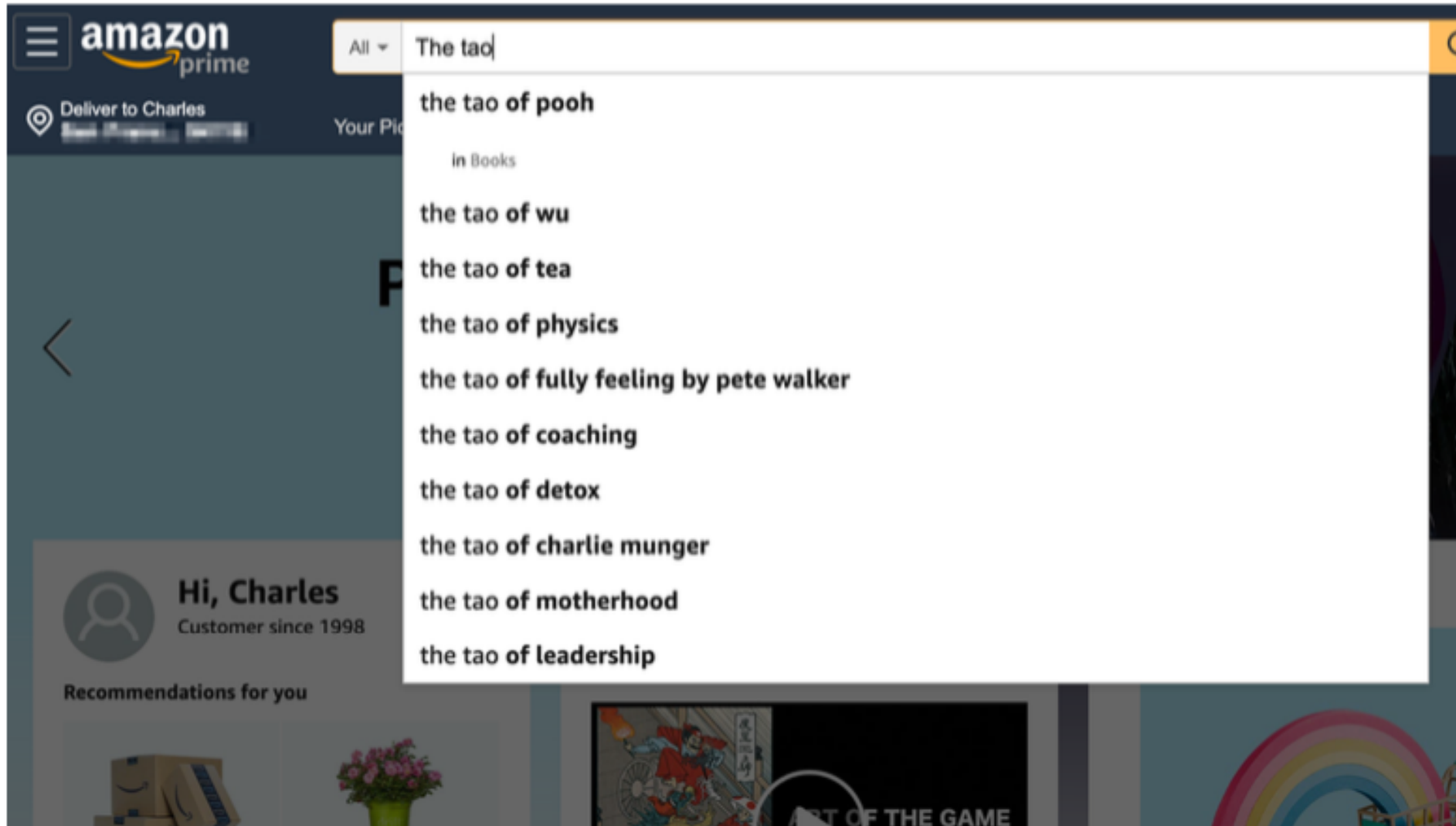
Enter your password... 

 Find tags

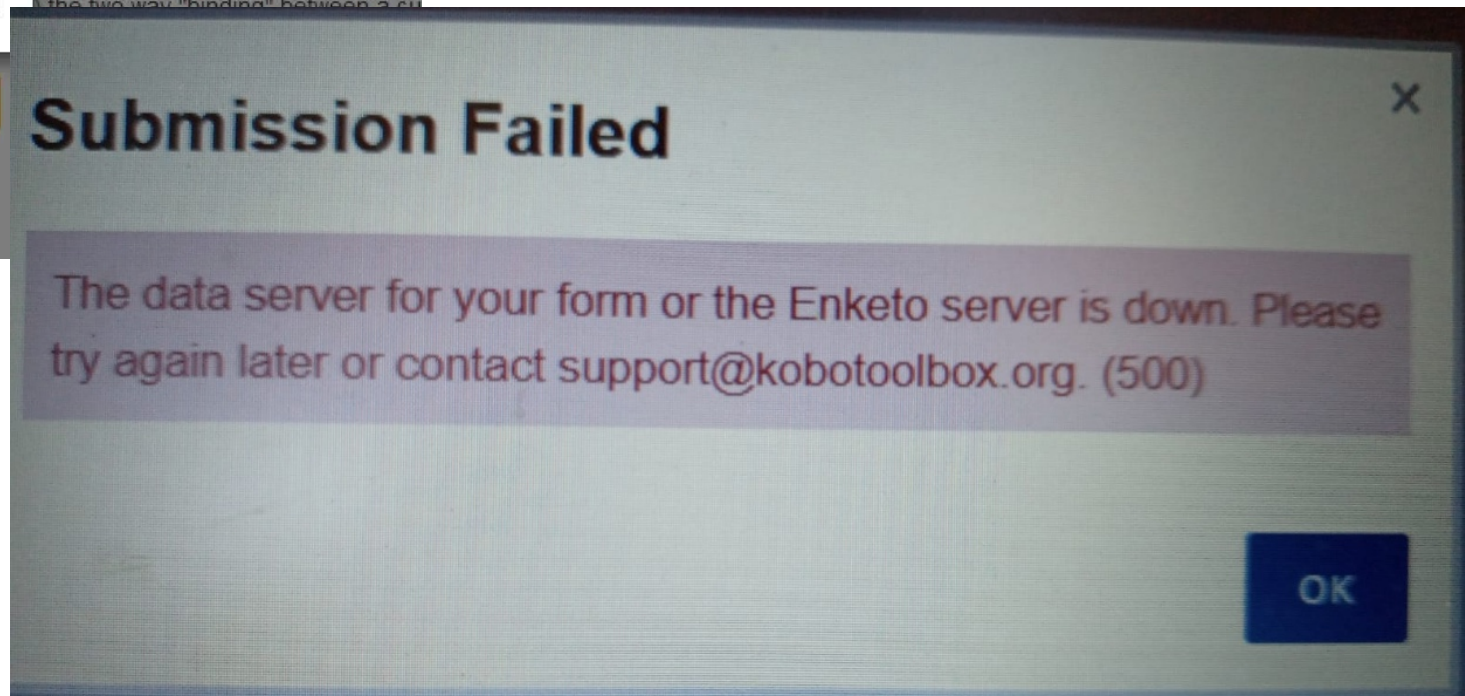
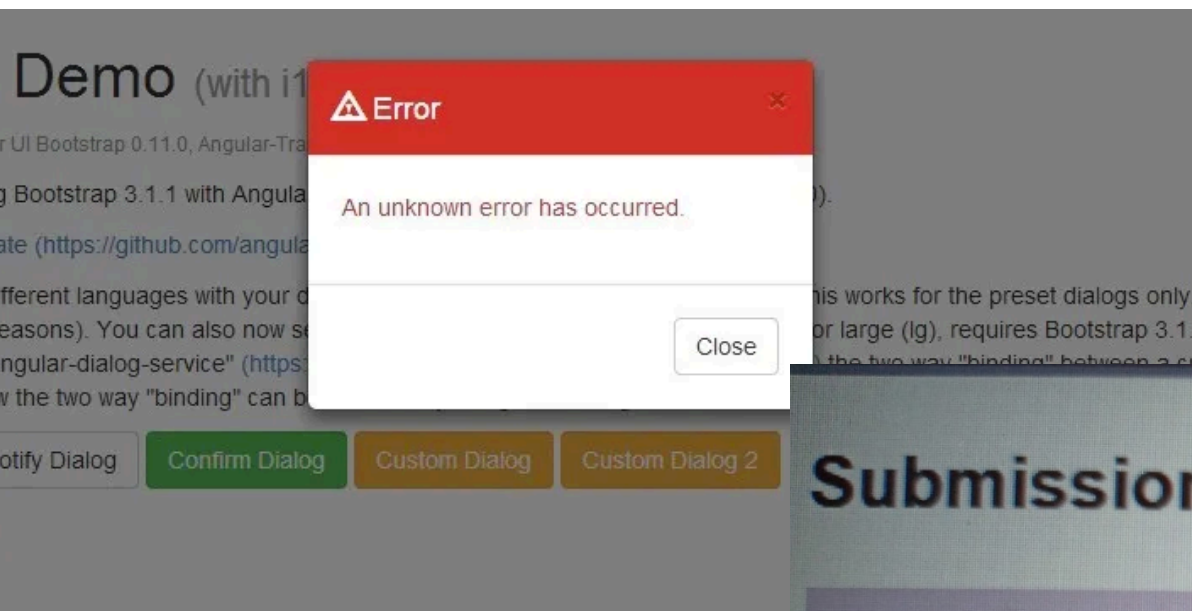
10000

Add people or groups... can edit 

Autocompletion



Mensagens de erro



1. Facilitar a entrada

nited

DEMO

United States

United Kingdom

Tanzania, United Republic of

United Arab Emirates

United States Minor Outlying Islands

Job search

Work area

Select a work area

Telecommunications

Art & Design

Education

Farming

Logistics

Cattle raising

Transport

Building

Tourism

Deliver

Name

Enter a delivery name

Address

Select a delivery address

102 Dowson St
Reno, NV 89502 - US

57 Santa Catalina St
Reno, NV 89502 - US

570 Martin St
Carson City, NV 89706 - US

+ Add another address

2. Validação inline

Error Message Right of Field

Email address



- ✓ Flows with natural reading direction
- ✓ Most preferred and expected by users

Top of Form Validation

The diagram shows a vertical stack of seven input fields. The top field is highlighted with a red background and contains two horizontal red lines, representing an error message. The other six fields are empty.

- ✗ High cognitive load on memory
- ✗ Longer time to correct errors

Inline Validation

The diagram shows a vertical stack of seven input fields. The second and sixth fields from the top are highlighted with a red background and contain a single horizontal red line, representing error messages. The other five fields are empty.

- ✓ Low cognitive load on memory
- ✓ Shorter time to correct errors

3. Outras diretrizes

Usar linguagem sem “technicalidade”

Mensagens curtas, objetivas, com detalhe suficiente

Cortesia

PADRÕES DE DESIGN

Tiago Massoni

