



# Diseño de Interfaces y UX

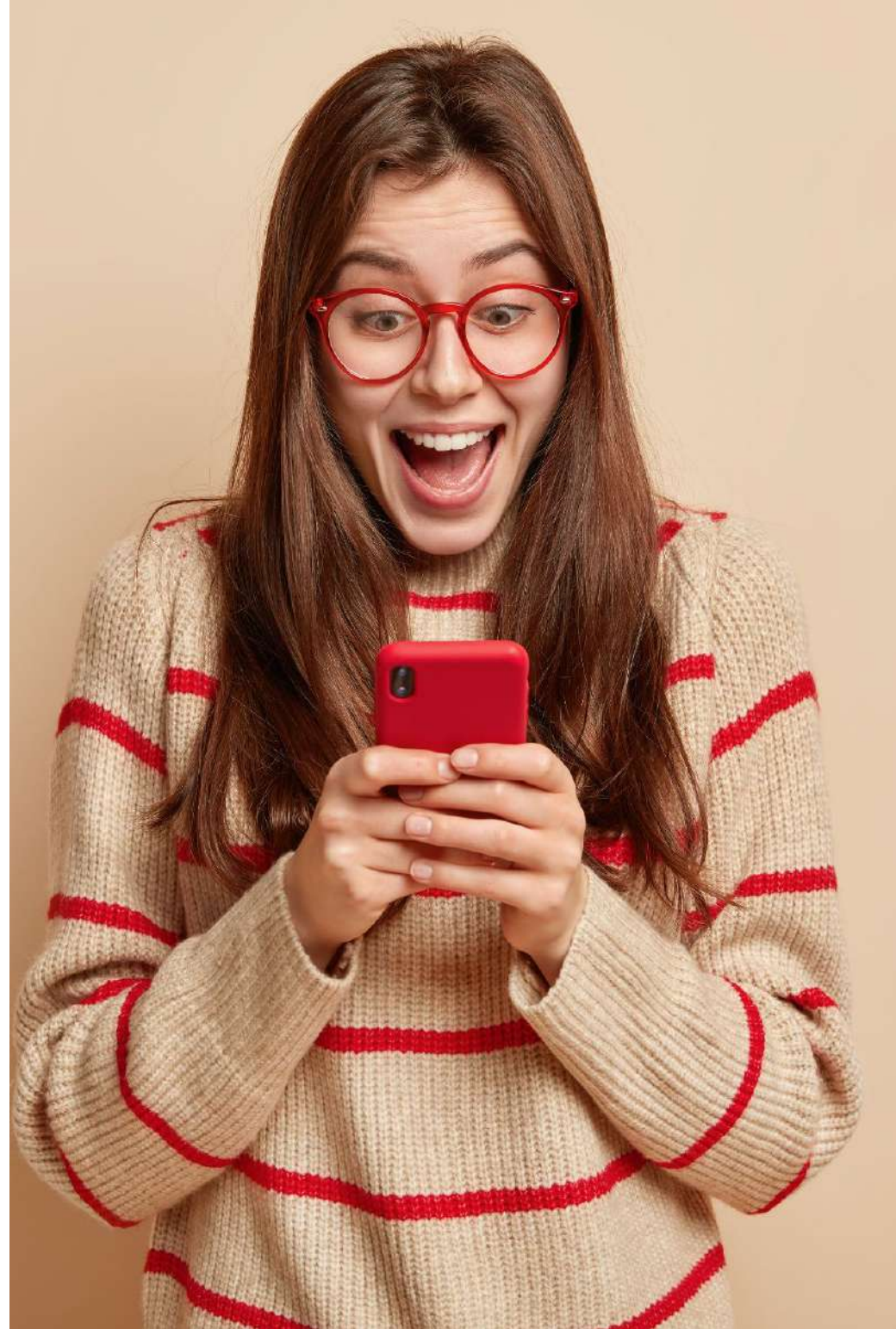
Tannia Obregón

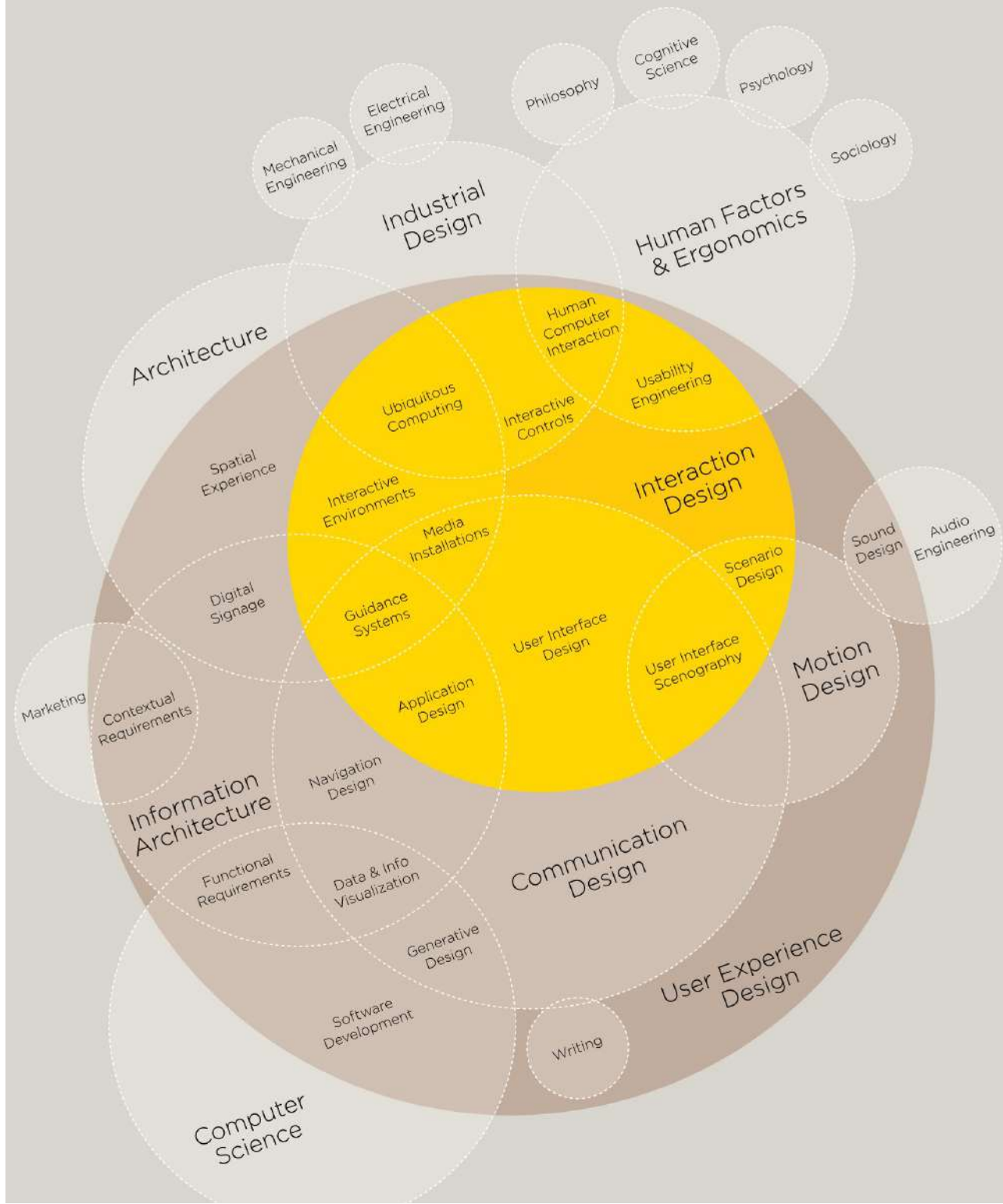
¿Qué es User  
Experience?



**Hacer que el usuario de un  
producto tenga una  
experiencia significativa  
y relevante.**

Fácil, intuitivo y  
aporta valor =  
usuarios felices



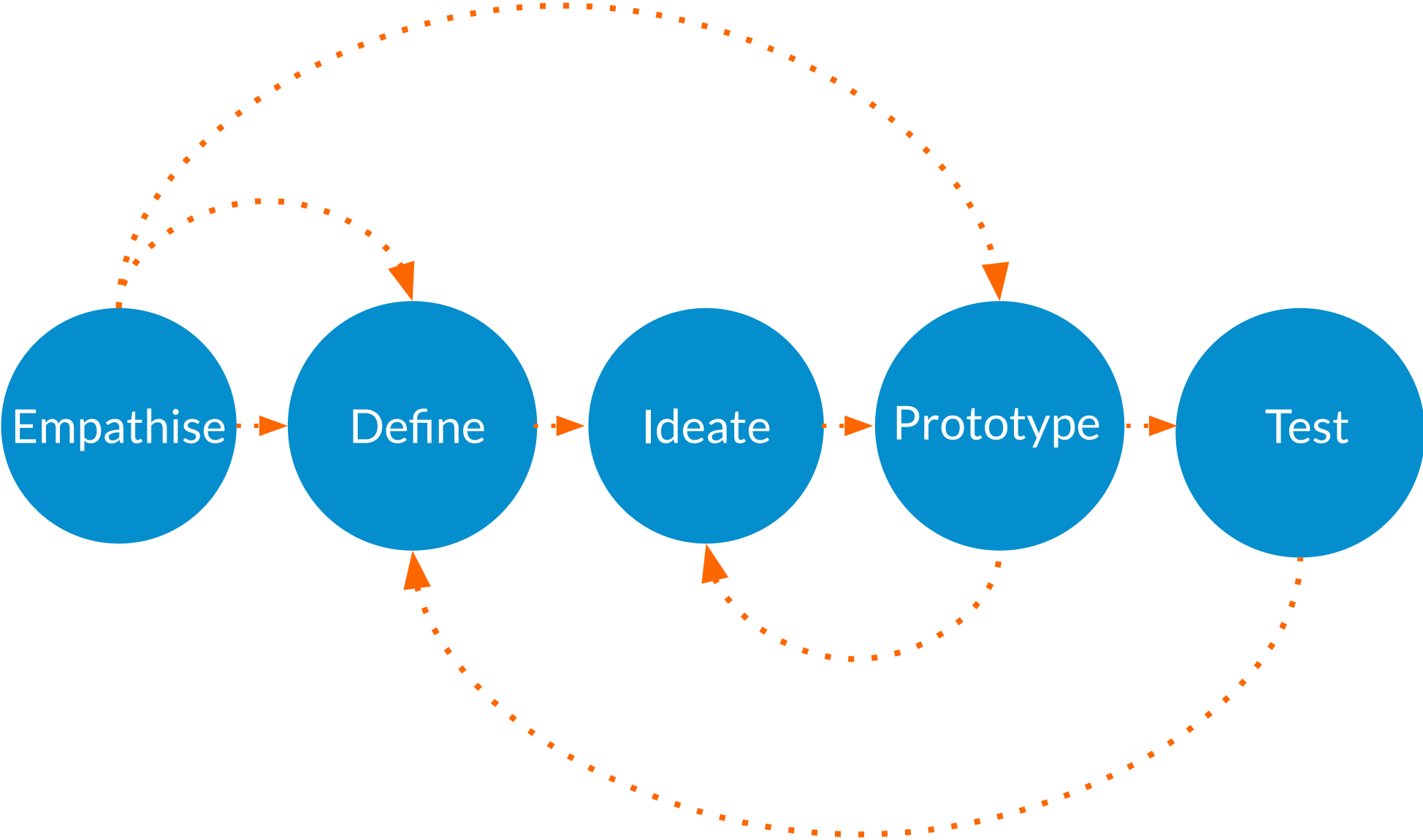


**USER CENTRIC**

¿Qué implica ser un  
diseñador de interfaces?



# 5 PHASES OF THE DESIGN THINKING PROCESS





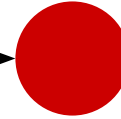
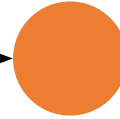
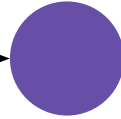
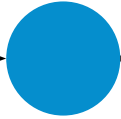
Preplanning

Exploration

Design

QA

Feedback



Data Analysis  
User Stories  
User Flows

Sketching  
Wireframes  
IA  
Prototypes

Style Guide  
Mockups  
Hand Off

Speed Test  
Finalize Designs  
Micro Details

KPI Testing  
A/B Testing

Cycle back through for new versions and new features



**PROCESO ITERATIVO**

**Ser diseñador es  
una actividad  
social.**



**Es un maratón,  
no una carrera.**



**Enamórate  
del problema,  
no de la solución.**



# Básicos de diseño



**HOMINIS LE JUVENIL**  
Il n'y a pas au monde de FILLETTES



**Vous pouvez obtenir GRATUITEMENT** un prospectus de nos produits de beauté...  
à la Mlle SNEIBERT

**MAUX DE REINS**  
Plus importante de la douleur est agitée...  
**PILULES FOSTER**  
Elles font disparaître l'inflammation...

**MESDAMES**  
ne s'occupez plus de votre HEMERGÉ TAILLEUR...  
ÉPOQUES DOULOUREUSES IRRÉGULARITÉS TROUBLES MENSTRUELS

**UNE BELLE CHEVELURE**



Le produit le plus complet de notre gamme...  
**20.000 GRANDES BOITES D'ESSAI**  
Chaque boîte est un véritable trésor...

**SECRET DES POILS & DUVETS**

**COMMENT J'AI DÉVELOPPÉ MON BUSTE**  
de 15 centimètres en 30 jours

après avoir essayé des pilules, des massages, des exercices...  
**UNE MÉTHODE SIMPLE ET FACILE QUE TOUTE FEMME PEUT EMPLOYER**

**PILLES FOSTER**  
Elles font disparaître l'inflammation...  
**COUPON GRATUIT**



**HEMERGÉ TAILLEUR**  
ÉPOQUES DOULOUREUSES IRRÉGULARITÉS TROUBLES MENSTRUELS

**OCCASIONS DE PARIS**

**SUPPORT POUR LAMPETRIAGE**  
"LE ROUILLET"  
Pour les amateurs de lampes à pétrole...

**20.000 GRANDES BOITES D'ESSAI**  
Chaque boîte est un véritable trésor...

**POILS & DUVETS**  
Le produit le plus complet de notre gamme...

**SOUVENEZ-VOUS**

En 1914, il y avait 14 millions de Français...  
Aujourd'hui, il y en a 60 millions...

**Maladies de la Femme**



**JOUVENCE de l'abbé SOURY**  
Le produit le plus complet de notre gamme...

**Bloomberg**

Quick Links: Commodities Stocks Rates & Bonds Currencies Futures Economics Fixed Income ETFs Sectors Watchlist  
US 10 Year Bond Yield 1.990 ▼ -0.002 -0.095% US 2 Year Yield 1.65 ▼ -0.008 -0.48% Bloomberg Barclays Global Aggregate Bond Index 509.91 ▲ +0.308 +0.06% WTI Future \$6.75 ▲ +0.340



**Trump Whistle-Blower Goes Where Mueller Never Could**

Politiis  
Pelosi Says Trump Was Disloyal to Oath of Office on Ukraine  
How Congress Could Impeach Trump  
Pelosi Says Barr Has 'Gone Rogue' in Office: Impeachment Update

**ART+TECHNOLOGY**  
Witness a New Art Revolution Unfold  
PLAY ALL HYUNDAI

Markets  
**U.S. Stocks Edge Higher; Greenback Declines; Markets Wrap**  
Everything you need to know about what's moving markets today.

Politiis  
**McConnell Attempts to Shield GOP From Potential Trump Fallout**  
He's also lashing out at Democrats for pursuing an impeachment inquiry.

Business  
**Harvard's 6.5% Return Lags Elite Peers After Strategy Revamp**  
Three years into an overhaul, Harvard is still trailing rivals.

Markets  
**Mylan to Pay \$30 Million to Settle SEC Suit Over EpiPen Probe**  
The probe was into whether the company overcharged Medicaid for sales of the device.

updated 17 minutes ago

updated 3 hours ago

updated 59 minutes ago

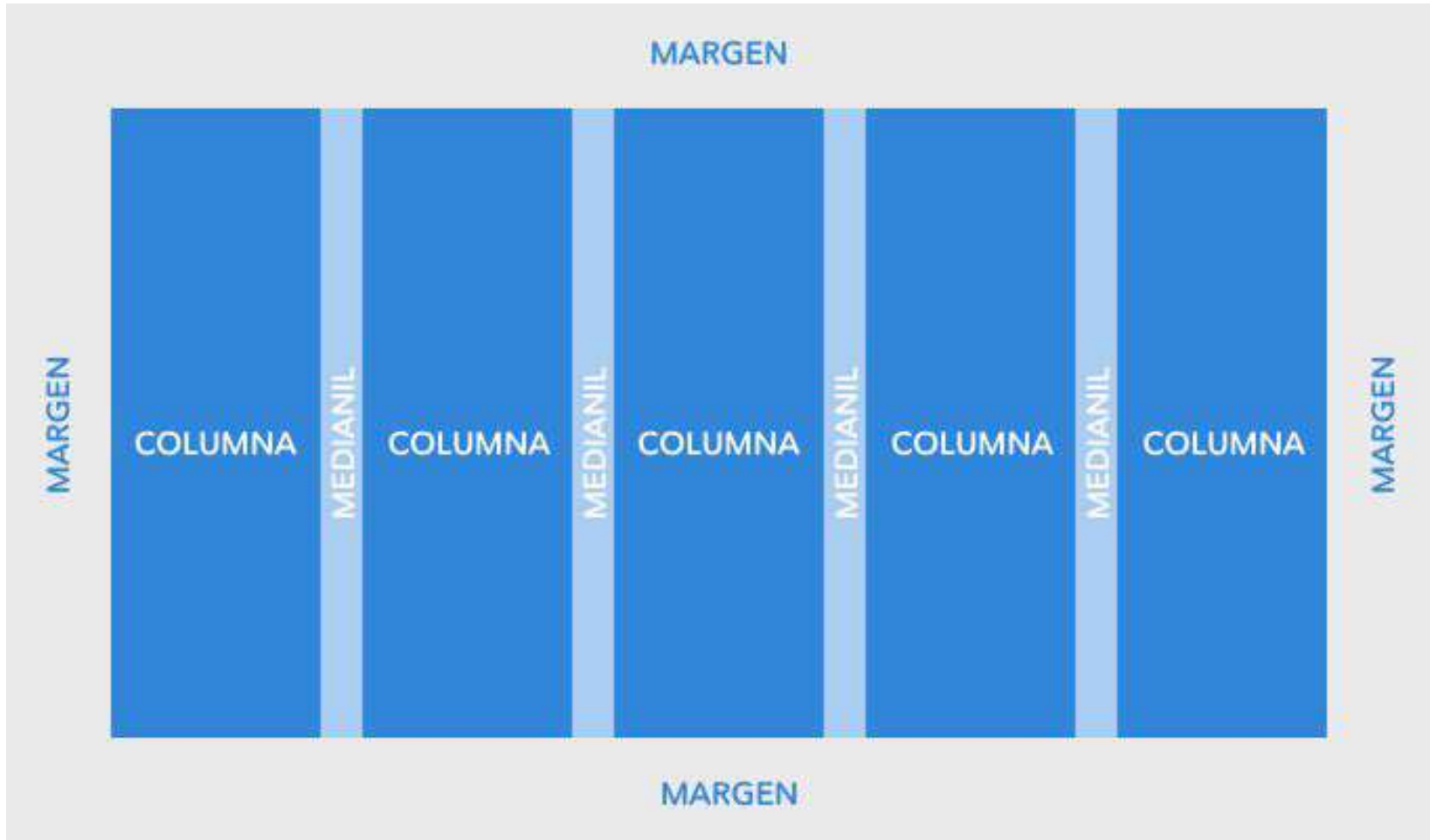
**LIVE MARKET**  
21,878.90 ▲ 169.34 0.77%  
2,049.93 ▼ 24.89 1.19%  
25,954.81 ▼ 87.12 0.33%

LIVE ON BLOOMBERG TV  
**Bloomberg Markets: European Close**  
Guests: Quincy Krosby

Politics  
**Johnson's Voters Say Boris Is Just Being Boris**

Video  
**Trump's Attack on Whistle-Blower Was Caught on Video**

**BloombergOpinion**  
Noah Feldman  
**A Special Counsel Must Investigate Rudy Giuliani and Bill Barr**  
Justin Fox  
**The Fall of Juice and the Rise of Fresh Fruit**  
Jonathan Bernstein  
**Fox News Is Warring Republican Incentives**  
Noah Smith  
**Americans Feel a Little Down About a Decent Economy**  
Faye Flam  
**The Weird Narcissism of Jeffrey Epstein's Philanthropy**  
READ MORE FROM OPINION >  
**The most important business stories of the day.**  
Get Bloomberg's daily newsletter.





1 column

2 column

2 column

3 column

3 column

3 column

4 column

4 column

4 column

4 column

12 col

12 col

12 col

12 col

12 col

12 col

12 col

12 col

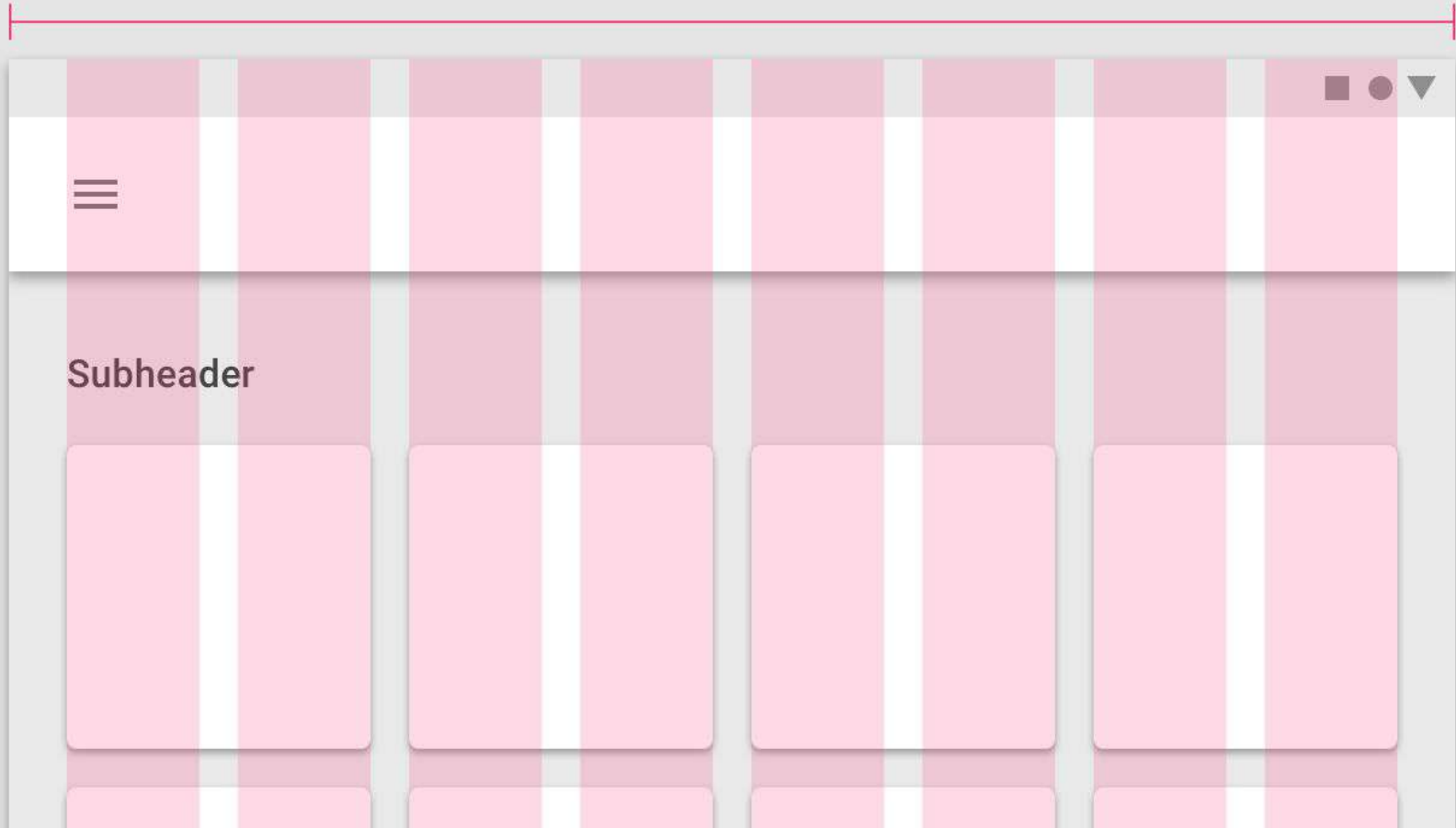
12 col

12 col

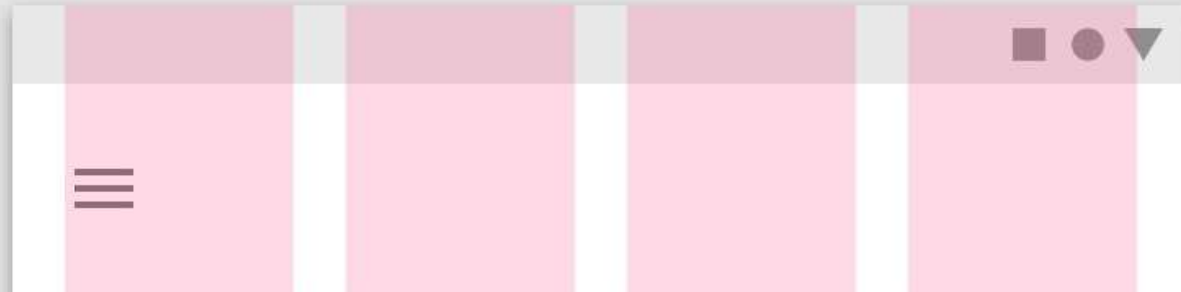
12 col

12 col

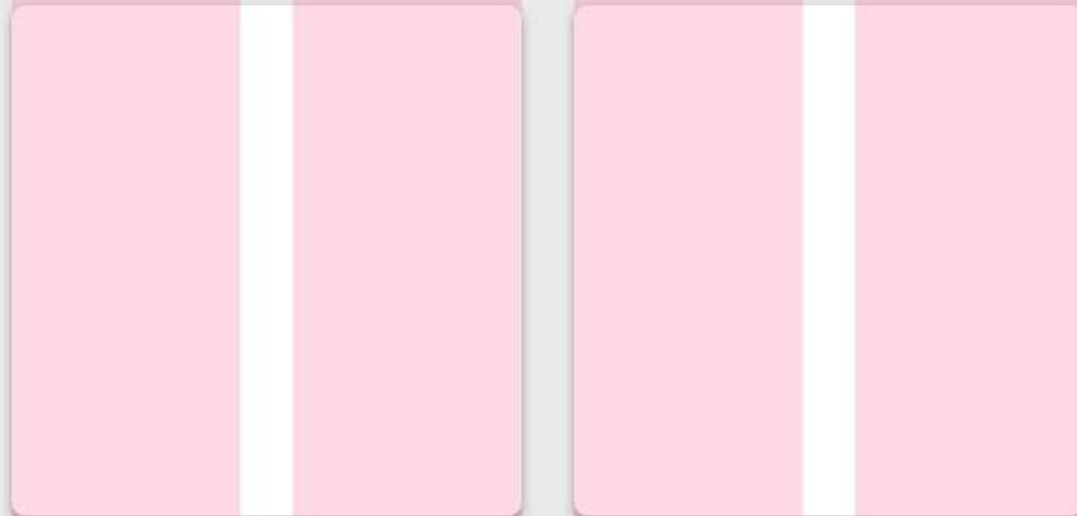
600dp - 8 columns



360dp - 4 columns



Subheader



# Roboto

Thin

*Thin Italic*

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

Las *Serif* tienen  
remates al final de  
los trazos del  
carácter.

Las **Sans-Serif** no  
tienen remates y  
suelen ser más  
geométricas.

En una `Monospace`  
todos los  
caracteres tienen  
el mismo ancho.

*Las Scripts imitan la  
escritura a mano.*



EV YAPIMI

KURABIYELER®  
saf tereyağı ve bütün badem ile...

ΤΟ ΚΟΥΤΟΥΚΑΚΙ 1901  
TAVERNA COFFE BAR

CASTELLO PIZZA ΠΛΛΕΙΤΑΙ  
λαϊκό καρβέλι.

ΤΑΒΕΡΝΑ  
ΚΑΝΑΔΟΣ CASTLE

Imaret Hotel  
★★★★★

КУРАБИИ. رابية.

Usa pocas tipografías.

Light 112sp

Regular 56sp

Regular 45sp

Regular 34sp

Regular 24sp

Medium 20sp

Regular 16sp (Device), Regular 15sp (Desktop)

Medium 14sp (Device), Medium 13sp (Desktop)

Regular 14sp (Device), Regular 13sp (Desktop)

Regular 12sp

MEDIUM (ALL CAPS) 14sp

**Asegúrate de  
que sea legible  
en distintos  
tamaños.**

## Heading

### Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.

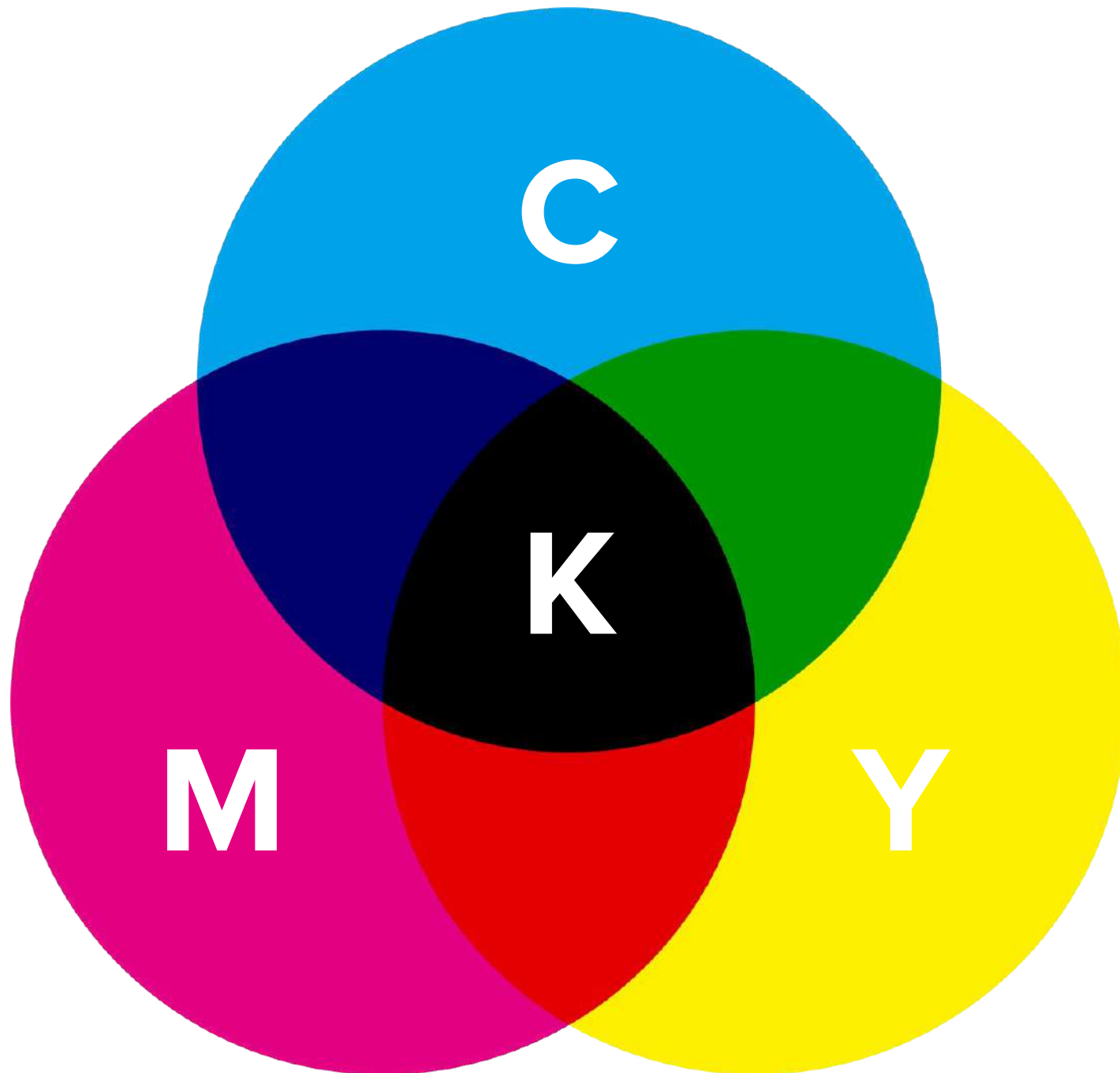
**Usa un espacio de columna e interlineado adecuado.**

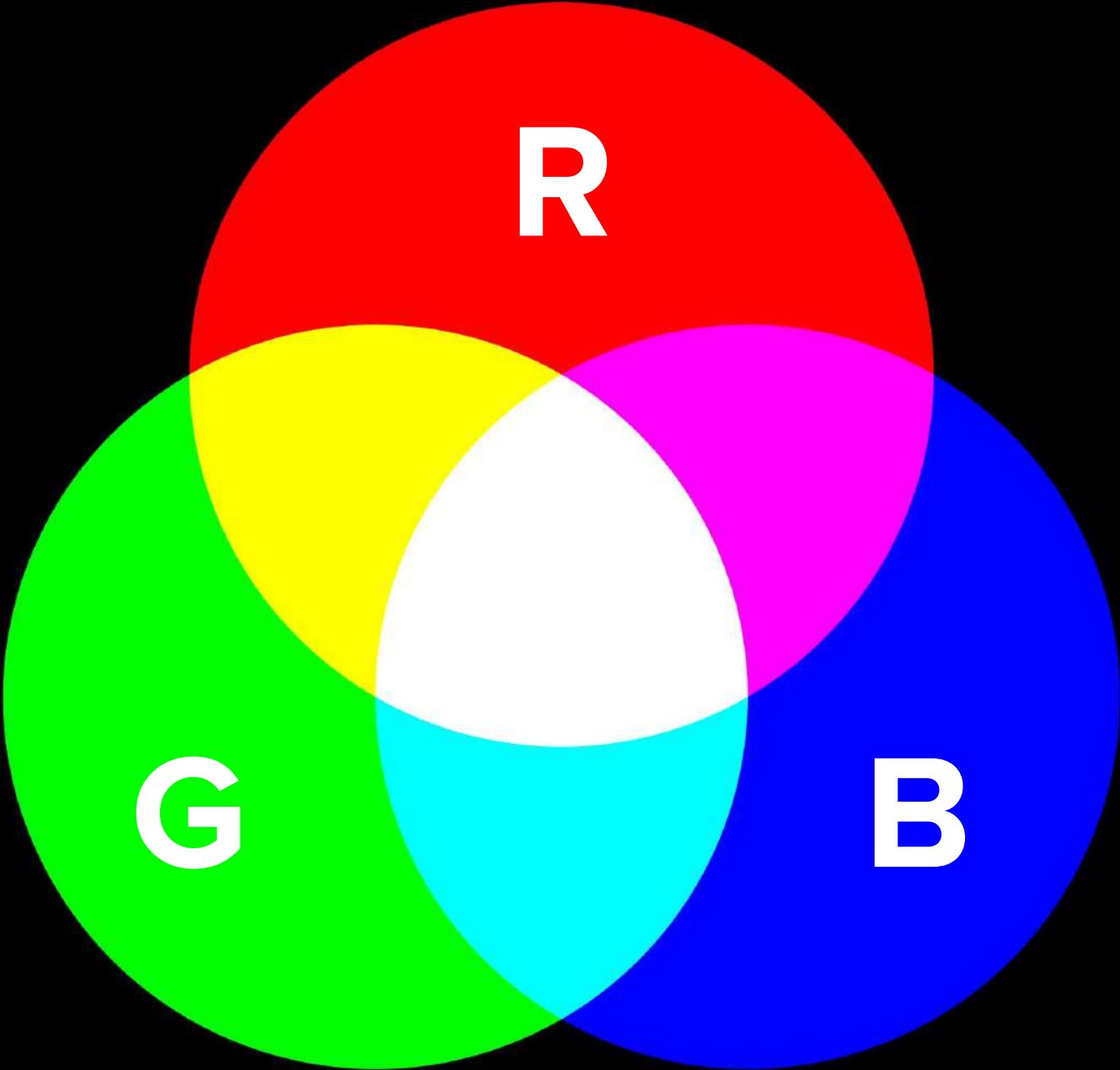
Sí

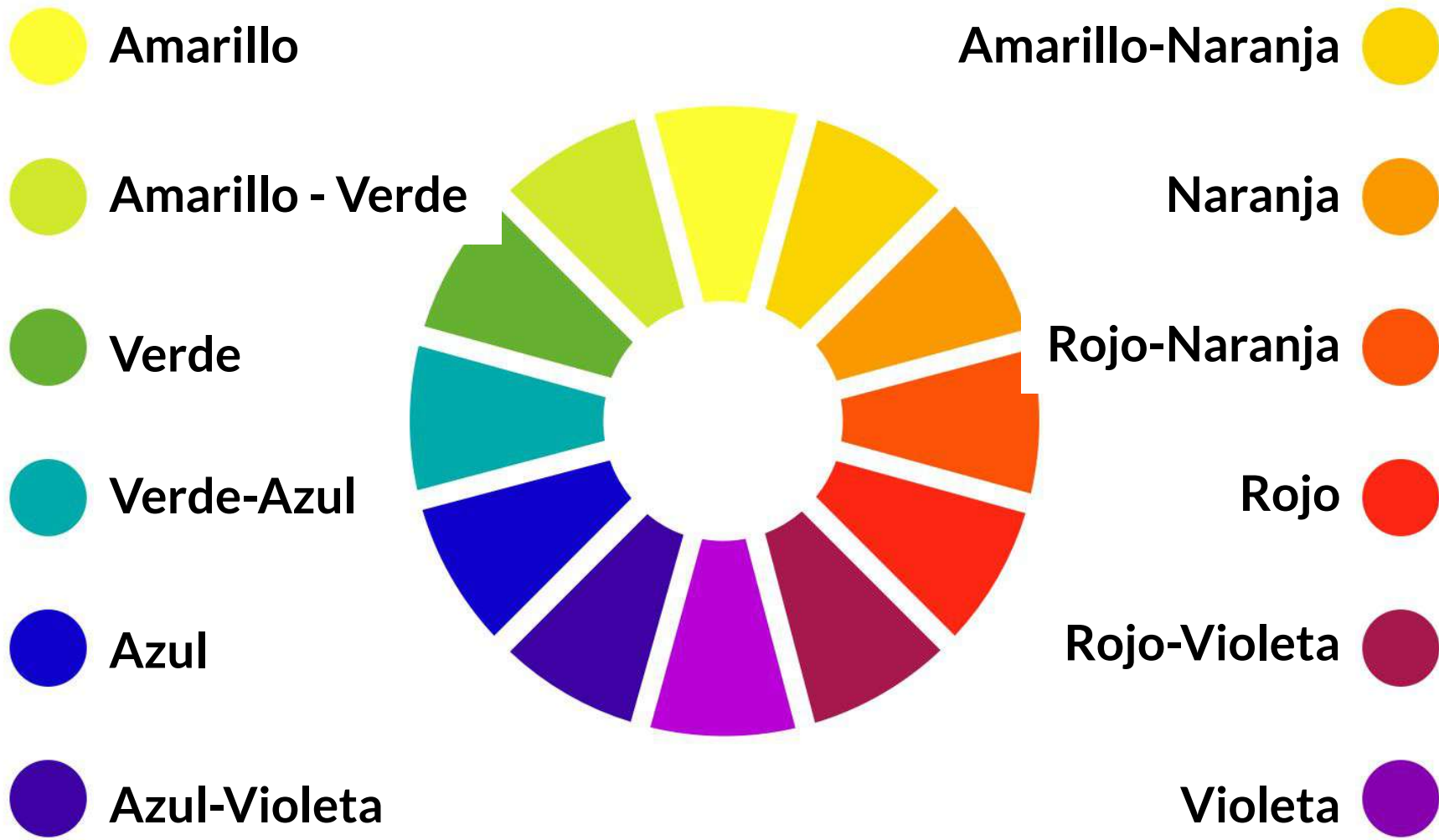
No

**¡Buen  
contraste!**













**100% Valor**



**+Valor**



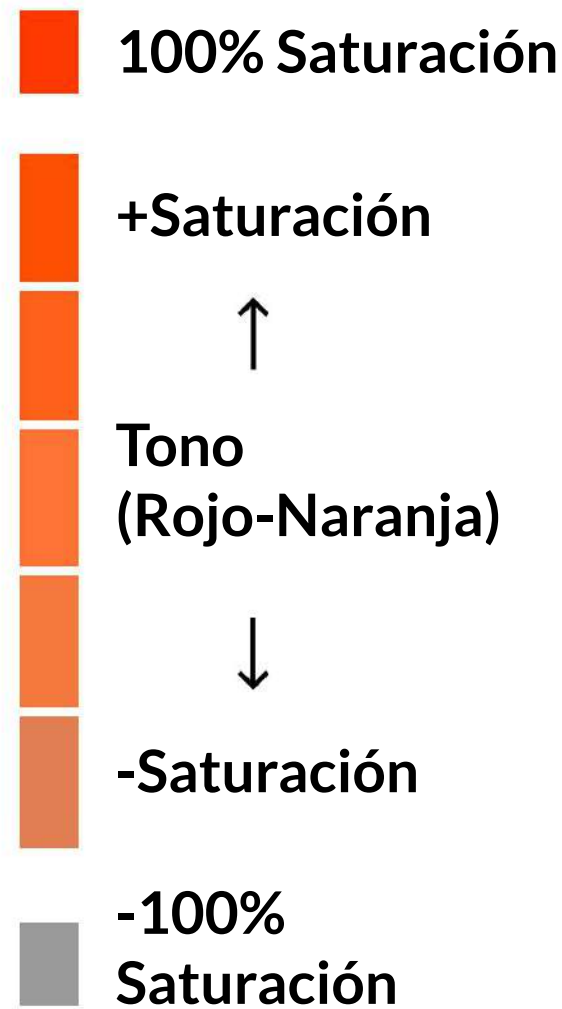
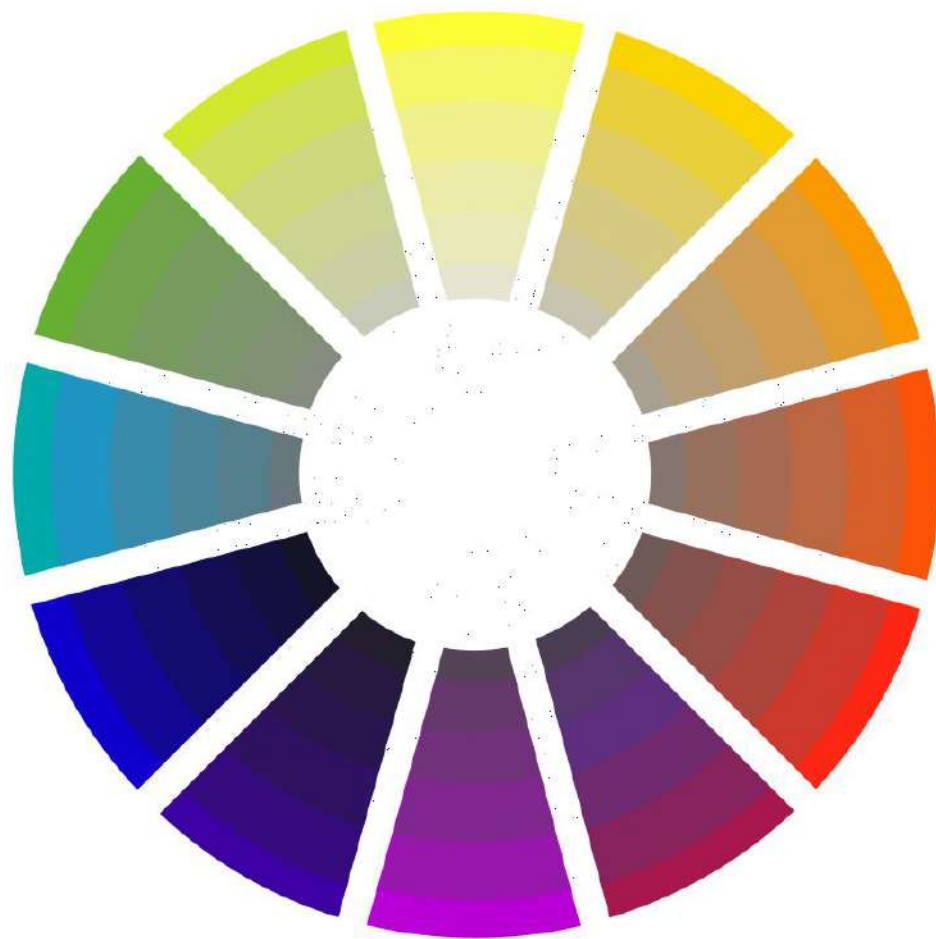
**Tono  
(Rojo-Naranja)**

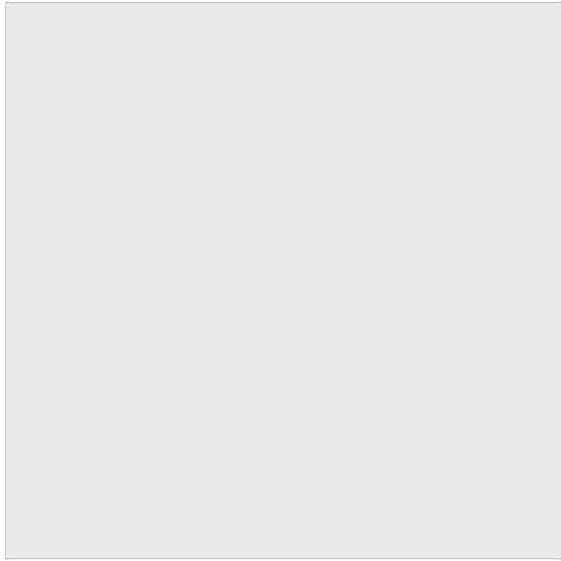


**-Valor**

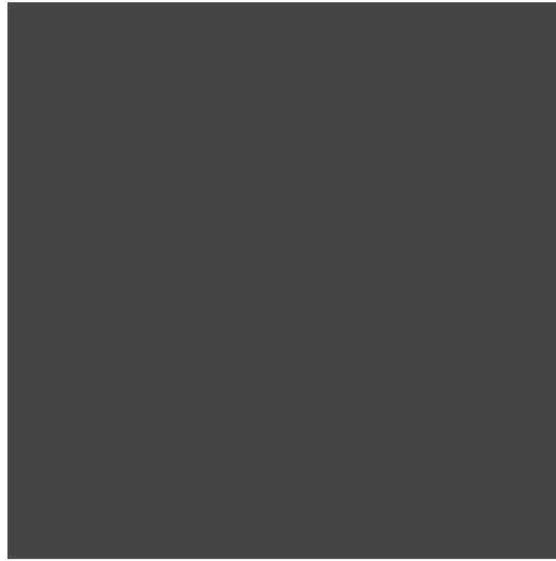


**0% Valor**

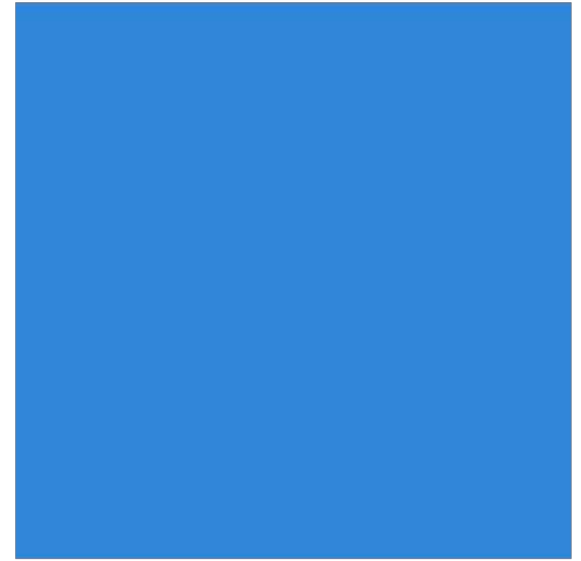




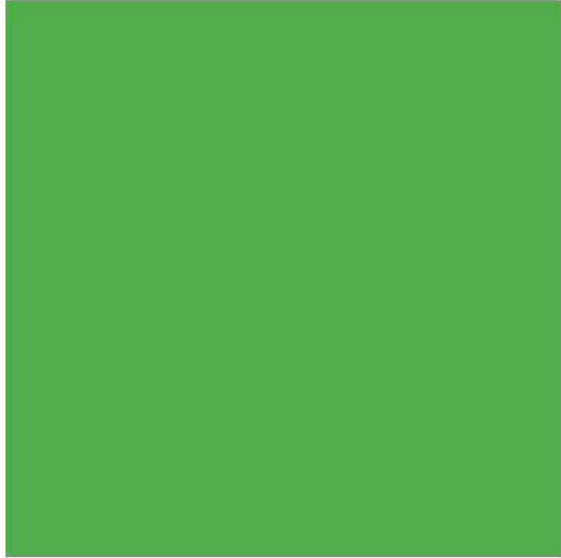
**Principal**



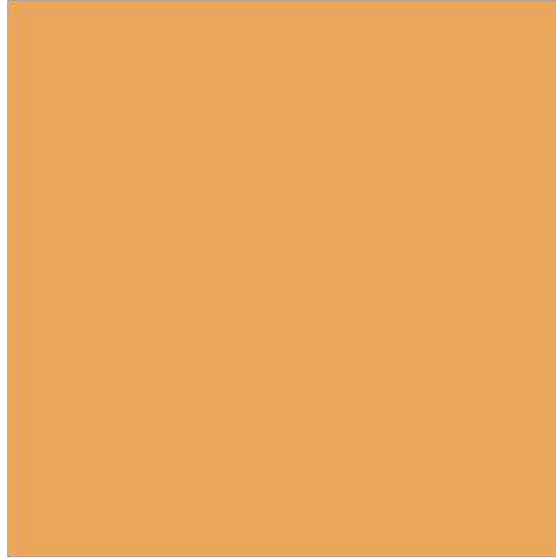
**Secundario**



**Acento**



**¡Todo bien!**



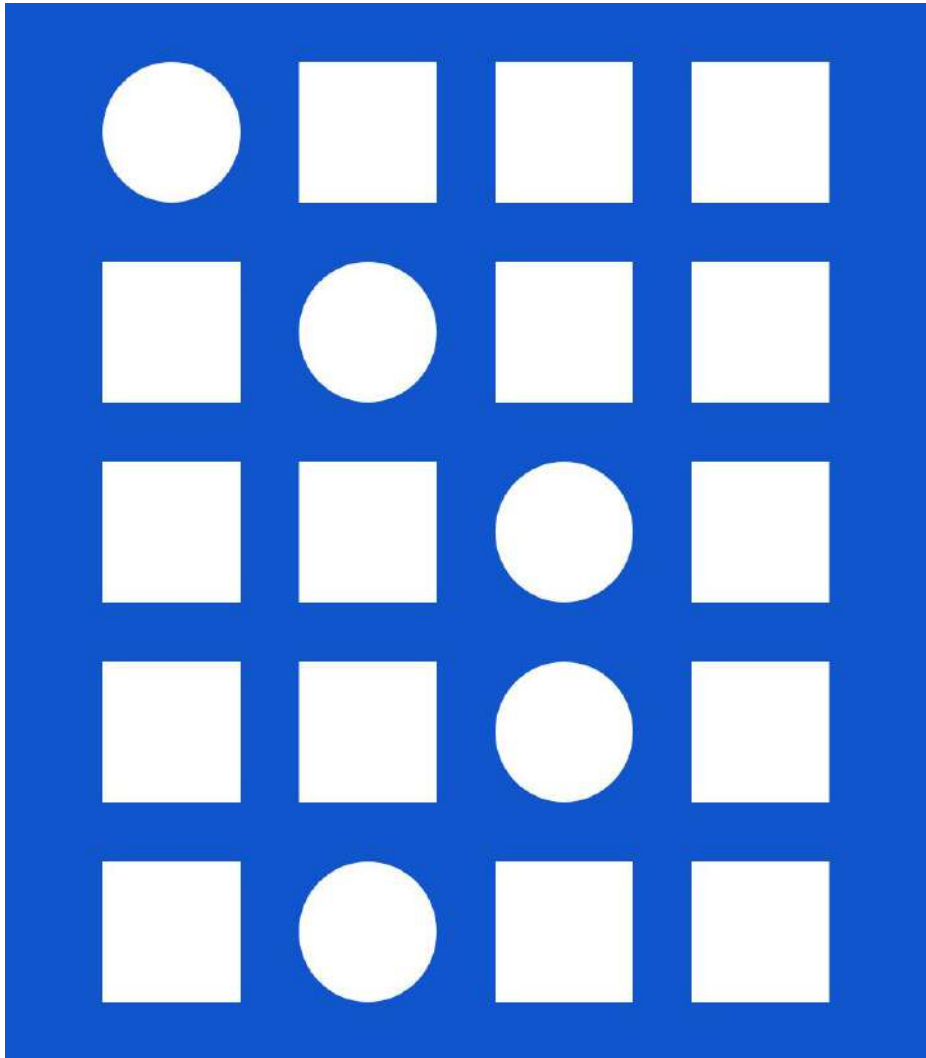
**Pon atención**



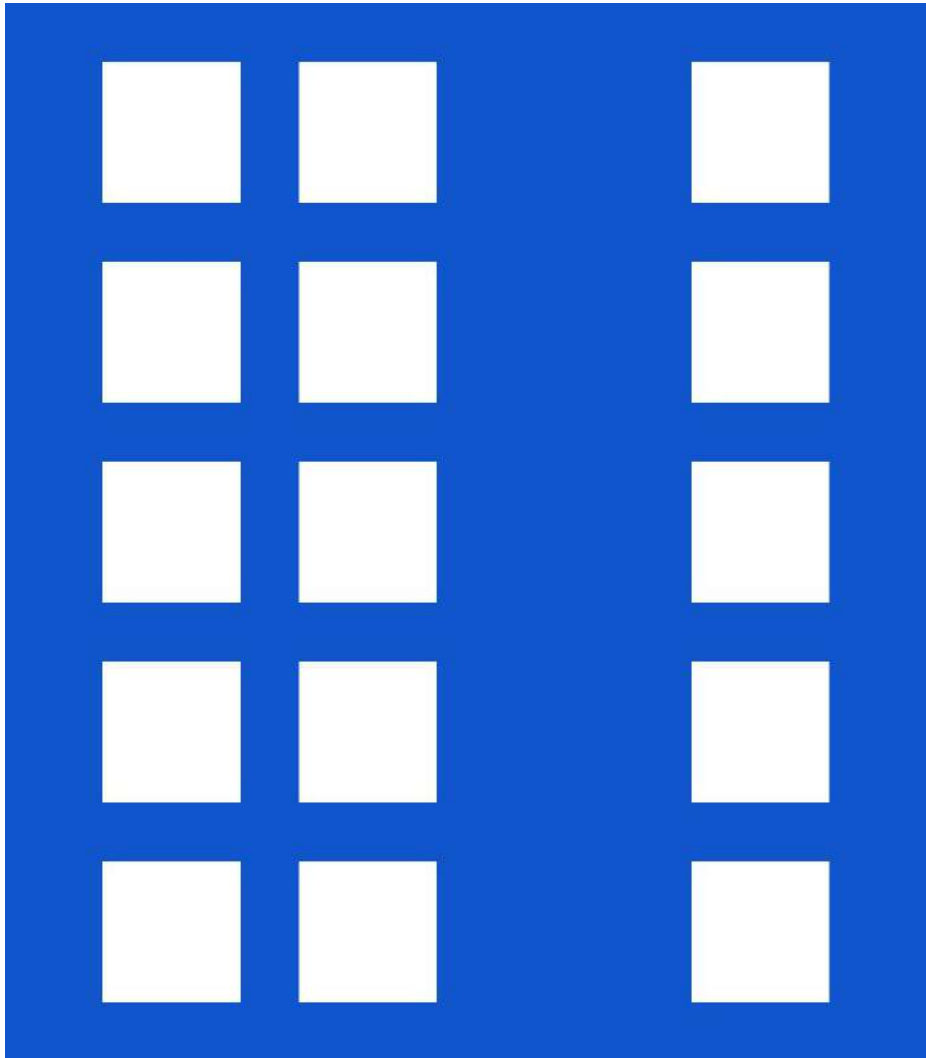
**¡Algo está mal!**

# Principios de Gestalt y UX

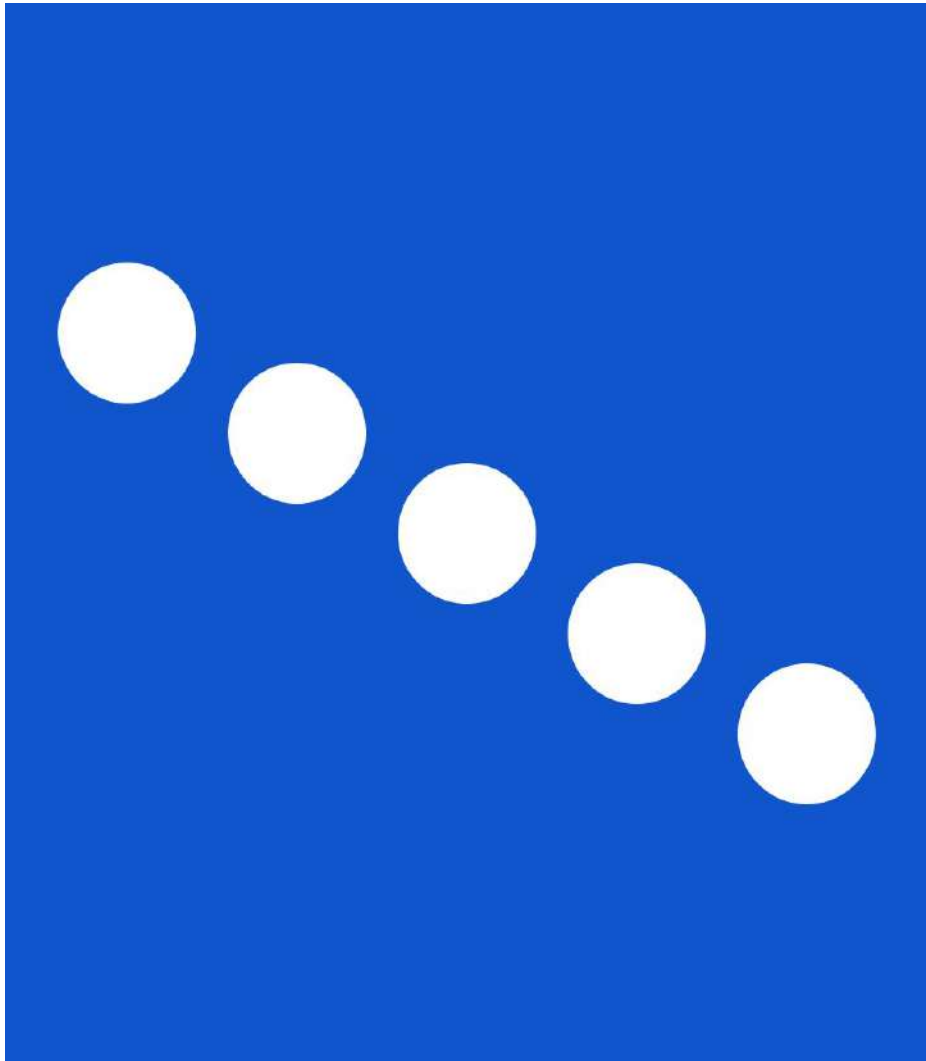




**Principio de  
Semejanza**

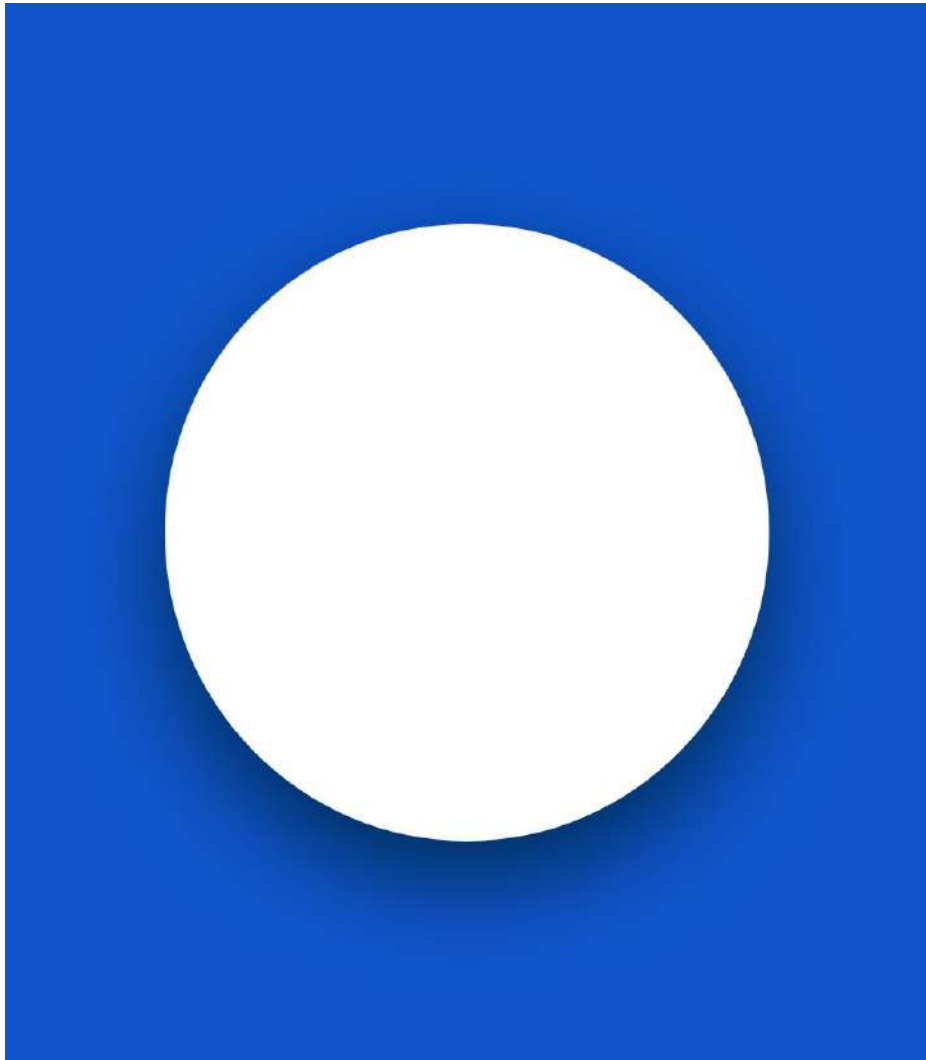


**Principio de  
Proximidad**

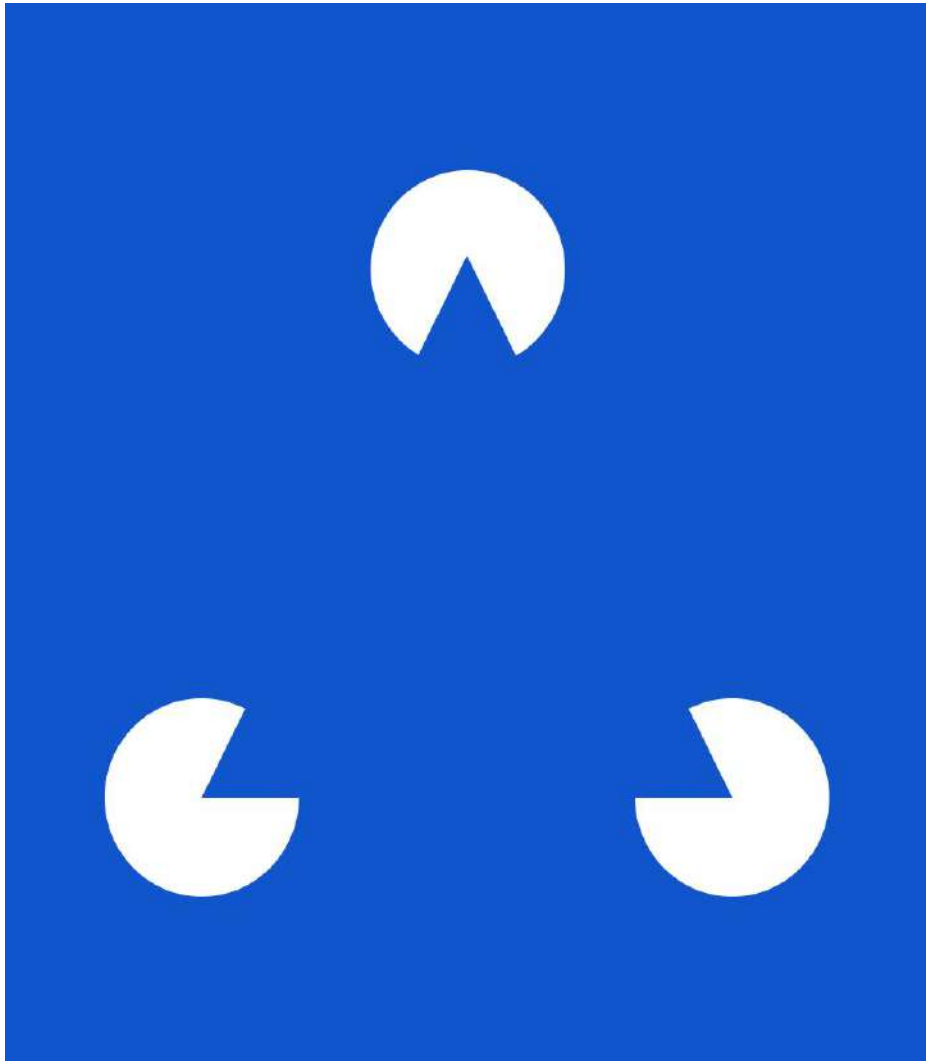


# Principio de Continuidad

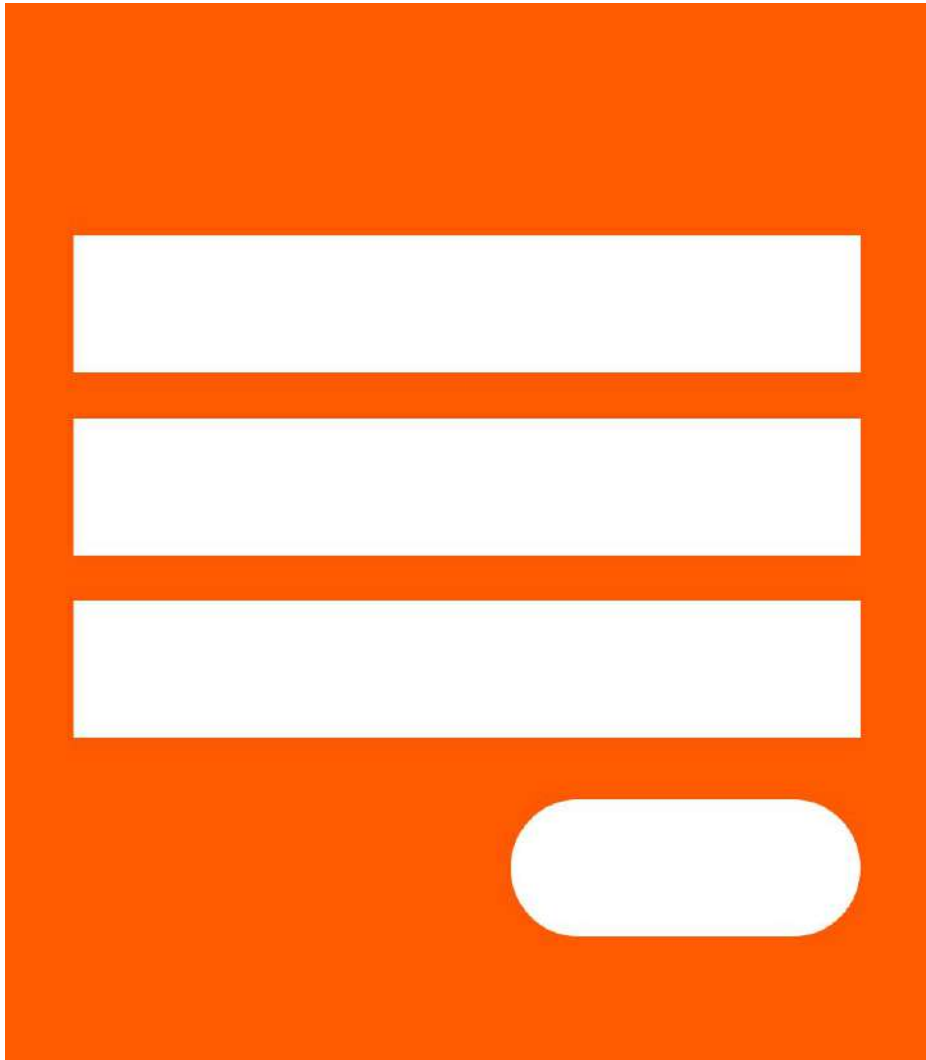




**Relación  
Figura - Fondo**



**Principio  
de Cierre**



**Ley de Fitt**

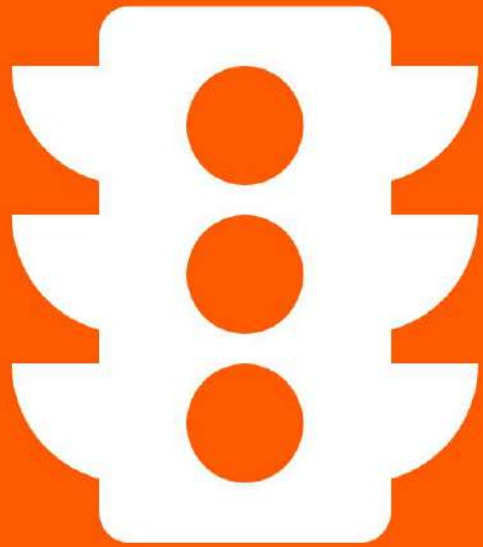


1

2

3

**Ley de Hick**



**Ley de Jakob**



**Ley de Miller**

# Principios de Usabilidad y Heurística








13:25



Scan your card 



## Type in your card details:

Valid Thru

09/20



375 Uploading ...

Cancel

< Portraits

Recent ▾



## Successfully Published

Your profile has been published successfully.  
You can browse projects now.

Undo

Continue

# BUTTONS

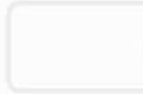
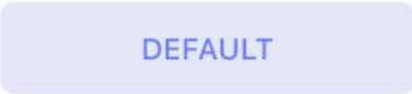
## LARGE BUTTONS



DEFAULT

DISABLED

## SMALL BUTTONS



DEFAULT

## Password Setup

Create a password to secure your Merchant account

Create Password

---

Confirm Password

---





## The Best of Dubai

5 days / 4 nights



Egypt Air, Economy Class

**RUH** ..... ✈️ ..... **CAI**



The Oberoi Dubai Hotel ★★★★★

2 adults, 4 nights



Egypt Air, Economy Class

**CAI** ..... ✈️ ..... **RUH**

Package Cost

**SAR 5357.10**

Price includes all taxes except tourism fees

[CONTINUE TO PAYMENT](#)

# Google



Buscar con Google

Me siento con suerte

## Búsqueda avanzada

Mostrar páginas que  
contengan...

P

todas estas palabras:

esta palabra o frase exactas:

cualquiera de estas palabras:

ninguna de estas palabras:

números del:

al

Luego restringe tus  
resultados por...

idioma:

cualquier idioma



región:

cualquier región



última actualización:

en cualquier momento



... de ...



[Añadir anuncio](#)

[Anfitrión](#)

[Guardados](#)

[Viajes](#)

[Mensajes](#)

[Ayuda](#)



# Reserva alojamientos y experiencias únicas.

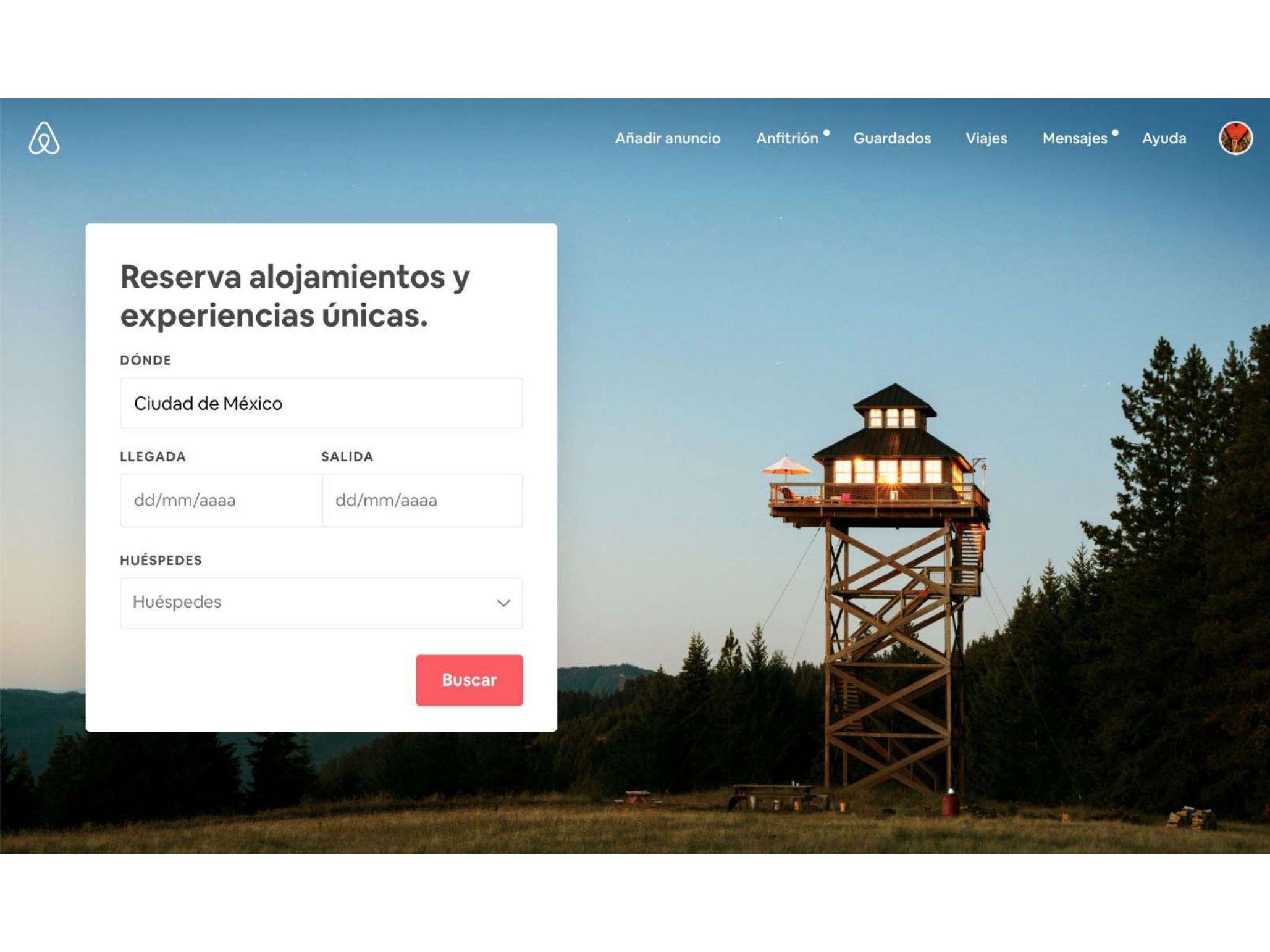
DÓNDE

LLEGADA

SALIDA

HUÉSPEDES

Buscar







Q Ciudad de México · Estancias

Año

28 de sep - 18 de oct

3 huéspedes

Viaje de trabajo

Alojamiento entero

Precio

Reservación inmediata

## No hay resultados de Airbnb Plus

Intenta ajustar tu búsqueda al cambiar las fechas, eliminando los filtros o ampliando la zona del mapa.

Eliminar todos los filtros

# Hola, Tannia. ¿En qué podemos ayudarte?



## Mis pedidos

- Rastrear tus paquetes
- Editar o cancelar pedidos



## Devoluciones y reembolsos

- Devolver o cambiar productos
- Imprimir etiquetas de devolución



## Soporte para dispositivos

- Ayuda y soporte para dispositivos
- Resolver problemas con el dispositivo



## Métodos de pago

- Agregar o editar
- Modificar una tarjeta de pago caducada



## Tarjetas de regalo

- Canjear tu tarjeta de regalo
- Ver el saldo de tarjeta de regalo



## Ajustes de la cuenta

- Cambiar correo electrónico o contraseña
- Actualizar tus datos de inicio de sesión

## ¿No puedes encontrar lo que necesitas?

Ir

**Entender el problema:  
¿Qué queremos  
resolver?**



# Las 5 W's

Who, What, Where, When, Why?

Quién, qué, dónde,  
cuándo y por qué

# Los 5 Why

Por qué x 5

# User Persona





# Ana

Diseñadora gráfica

28 años

Soltera

Vive en Ciudad de México

\$35k al mes

## Acerca de Ana

Ana se mudó de Querétaro a la Ciudad de México después de terminar la universidad. Desde que llegó a la ciudad, ha vivido con roomies para cortar gastos y poder ahorrar para hacer una maestría. Trabaja como diseñadora en una agencia de marketing y recientemente le dieron un aumento que le permitiría vivir sola. Le gusta la idea de tener su propio depa y de vivir más cerca de su oficina, en la colonia Nápoles.

## Personalidad

- Extrovertida
- Ahorradora
- Independiente
- Viajera

## Motivaciones

- Adoptar una mascota
- Menos tiempo de trayecto a la oficina
- Hacer una maestría
- Viajar una vez al año

## Objetivos

- Vivir sola
- Vivir más cerca de su trabajo
- Ahorrar en renta

## Barreras

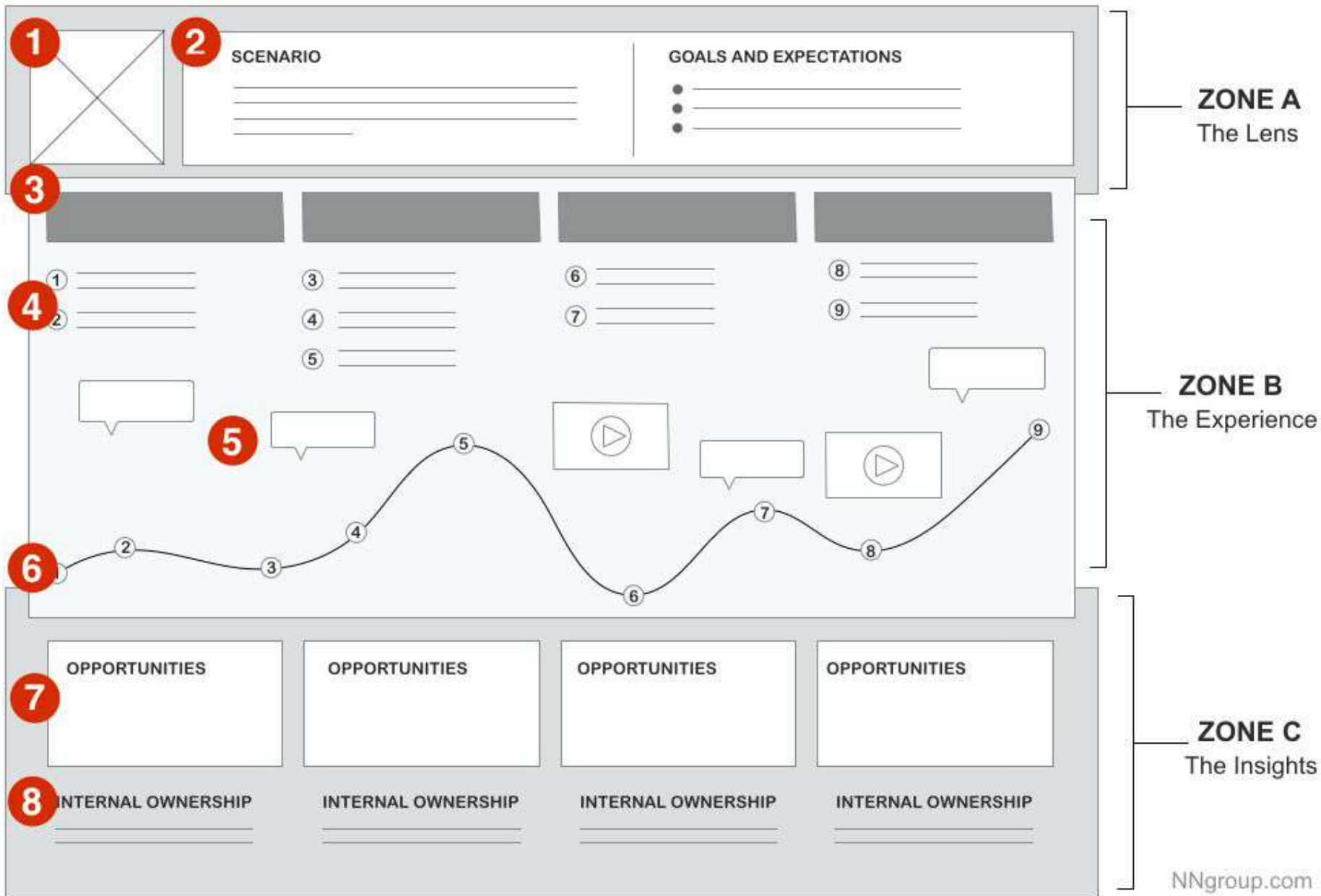
- No tiene aval en la Ciudad
- Las rentas son muy caras
- No quiere rentar a través de una agencia inmobiliaria

*“Tener mi espacio propio es importante para mi, ya no quiero roomies. Quiero vivir cerca de mi oficina para tener más tiempo libre.”*

# User Journey







# Patrones de UI



- Solucionan problemas comunes
- Reusables
- Comportamiento conocido por el usuario
- Lenguaje común entre diseñadores

# Dark Patterns

- Poco éticos
- Intentan manipular o confundir al usuario
- Comúnmente usados en e-commerce

# Design System



| Your name

BUTTON

BUTTON





Search





**10 Science-Backed Tips for Getting a Cat to Li...**

[mentalfloss.com](https://www.mentalfloss.com)



Q Try "Berlin"

Add listing

Host •

Saved

Trips

Messages •

Help





What to Expect When Your Kitty Becomes...  
petmd.com



Are you feeding your cat all wrong? - CBS News  
cbsnews.com



Cat Adoption Team | S...  
catadoptionteam.org



How Cats Tamed Us | The New Yorker  
newyorker.com



Cats are bird killers. These animal experts l...  
washingtonpost.com



Tenemos el primer tráiler de 'Cats', la pelíc...  
sopitas.com



The holy pedigree of cats | The S...  
spectator.co.uk



There's A Cat Festival At Uni...  
dcist.com



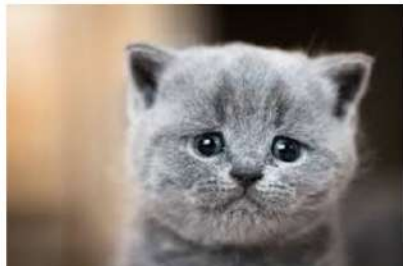
Cats - RSPCA South Au...  
rspcasa.org.au



Cats | Animal Planet  
animalplanet.com

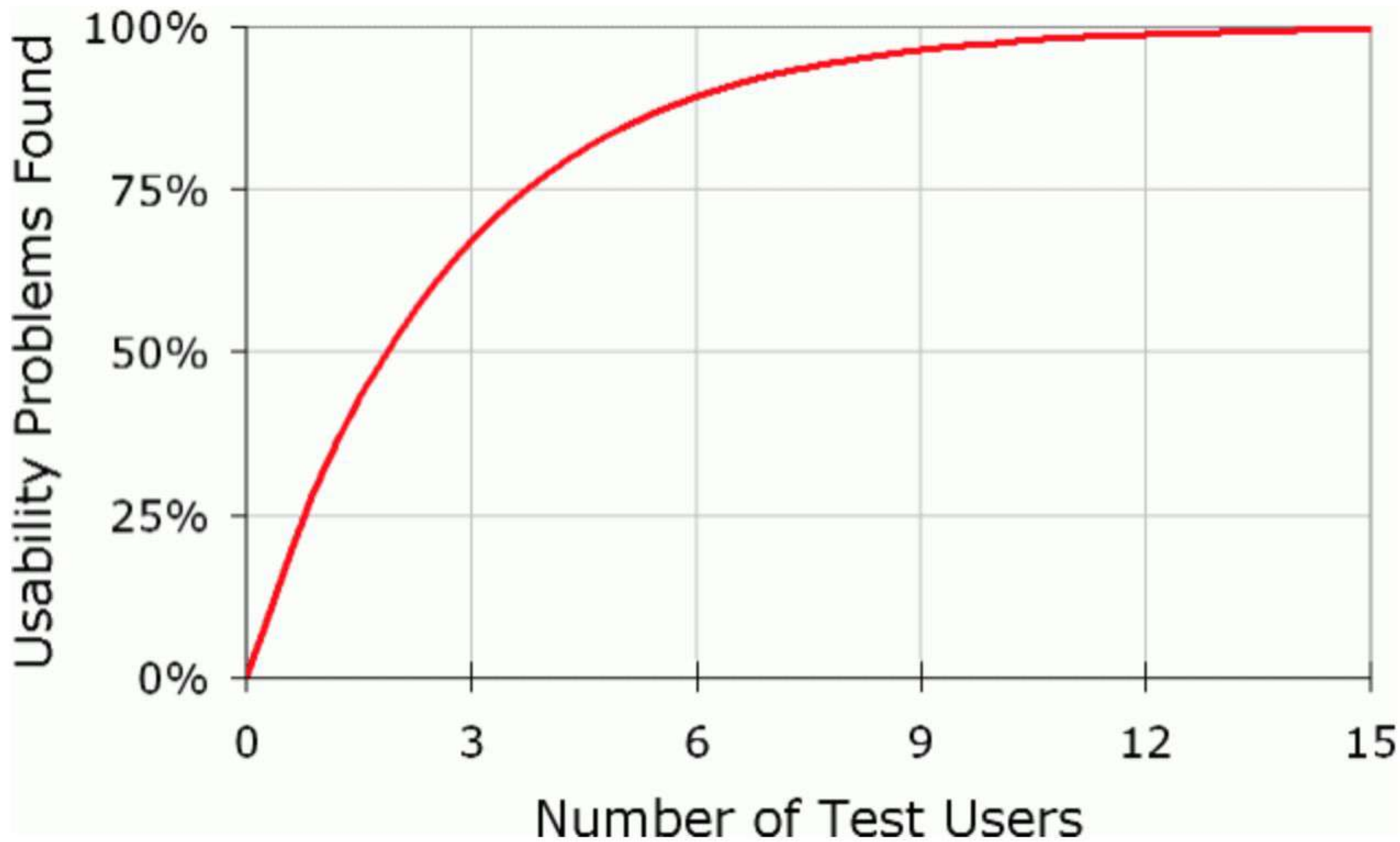


10 Science-Backed Tips for Getting a Cat to ...  
mentalfloss.com



# User Testing





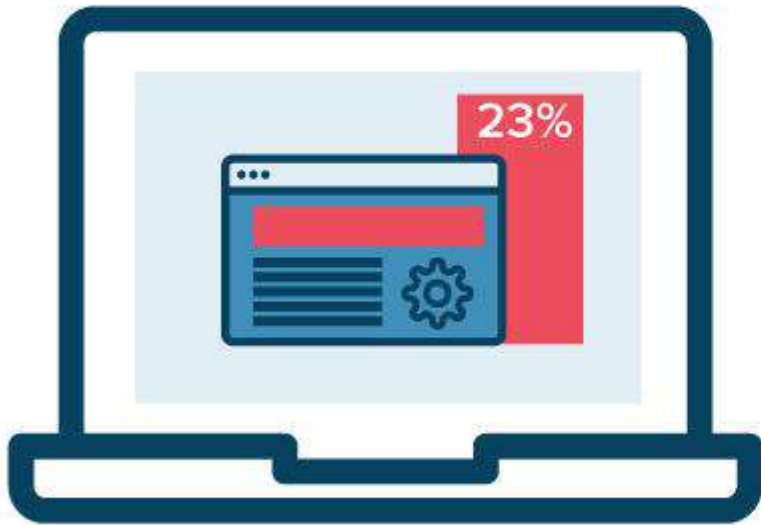
**PROTOTIPO**

# Cómo seguir probando tu interfaz



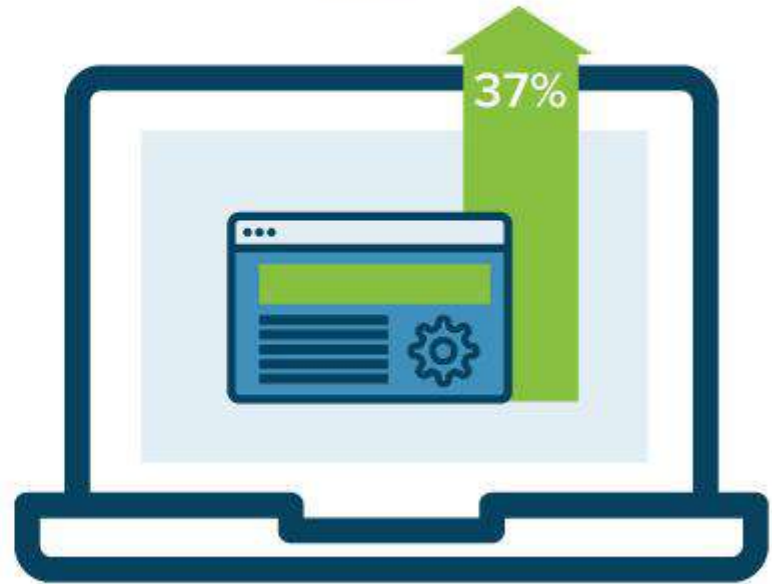


# A



CONTROL

# B



VARIATION



Google Optimize

**hotjar**

DEVICE

🖥️ 4,730

📱 75

📲 195



TYPE

🖱️ Click

👉 Move

🔄 Scroll



Download

📘 This heatmap is based on a sample of your total visitors. [Learn more.](#)



Complete and affordable insights for any organization size.

Every organization package includes **unlimited sites and users!**

BUSINESS

For organizations with high traffic.

From €49 per month

Included (per site):

Sample size starting from 20,000 page views per day.

PRO

Complete insights for less than €1 a day

€9 per month

Included (per site):

Sample size of 10,000 page views per day.

BASIC

Free package for personal use.

FREE

Included (per site):

Sample size of 5,000 page views per day.

Work with clients?

Every Hotjar account allows you to:

- ✓ Manage multiple organizations in a central account.
- ✓ Get discount volume pricing on your client organizations.

CLICKS RECORDED

7,376



### Funnels > Test Funnel Edit Funnel

SESSIONS  
**7,029**

CONVERSION RATE  
**7.8%**

2016-03-13 - 2016-03-13 📅

📘 This funnel is based on a sample of your total visitors. [Learn more.](#)



# Complete and affordable insights for any organization size.

Every organization package includes **unlimited sites and users!**

## BUSINESS

For organizations with **100,000** visitors per month

The number of visitors Hotjar records from your site's traffic. Recording is evenly distributed throughout the day.

Sample size starting from 20,000 page views per day.

Snapshot size of 5,000 visits for heatmaps, forms and recordings.

Manage an UNLIMITED number of items, snapshots and recordings.

Data storage for 1 year.

Remove Hotjar Branding.

Start 15 Day Trial

or [Contact us](#) for more info.

No credit card required.

## PLUS

Unlimited insights for less than \$1 a day. **\$29 per month**

Included (per site):

Sample size of 10,000 page views per day.

Snapshot size of 2,000 visits for heatmaps, forms and recordings.

Manage an UNLIMITED number of items, snapshots and recordings.

Data storage for 6 months.

Start 15 Day Trial

No credit card required.

## BASIC

A limited package for personal use. **FREE**

Included (per site):

Sample size of 2,000 page views per day.

Snapshot size of 1,000 visits for heatmaps, forms; 100 recordings.

Manage up to 3 heatmaps, funnels, forms, polls and surveys; 300 recordings.

Data storage for 3 months.

Start With Basic

No credit card required.

### Work with clients?

Every Hotjar account allows you to:

- ✓ Manage multiple client organizations from one central account.
- ✓ Get discount volume pricing on your client organizations.
- ✓ Add your logo to the Hotjar interface.

[Contact us for more info.](#)

### Enterprise?

Hotjar also offers Enterprise grade data collection, allowing you to scale up your sample size, or eliminate it entirely.

[Contact us now](#) for a no-obligation consultation.



**30 Day Money Back Guarantee. 100% satisfied or your money back.**

Do you have any questions before starting a free trial?

Please type here...

Not using Hotjar yet?

Send



4X

Skip Pauses

1:46 / 12:16

CURRENT PAGE: <https://www.hotjar.com/compare-our-plans>



INCOMING FEEDBACK BY HOTJAR

# Get instant visual feedback for your website or app

See what people love and hate, identify issues,  
and find opportunities for growth.

TRY IT FOR FREE

▶ WATCH THE VIDEO

