



Design of Digital Products (Apps, Websites, etc.)

Veja as duas modalidades que você pode escolher ao contratar esse serviço.

MODALITY 01 INTERFACE DESIGN.

In this modality I will apply good design practices to each page of your project. The elements worked on in this type of project involve: typography, colors, graphic and video compositions, iconography, among others.

MODALITY 02 INTERFACE DESIGN + USABILITY.

In addition to including all the elements of Modality 01, in Modality 02 I will also plan the experience as a whole, such as: finding the best flow for the user, organizing information strategically, defining the best way of writing, carrying out market research to find opportunities for innovation, among others.



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MODALITY 01

INTERFACE DESIGN.

See some deliverables of this modality*:

- Style Guide - Typography, Color Palette and Components.
- Compositions - Graphics and Videos.
- Exploratory Research.
- Research - UI References.
- Drafts.
- Low and High Fidelity Prototype.
- Navigable Prototype.
- Among others...

*Deliverables may vary depending on the scope of the project.

MODALITY 02

INTERFACE DESIGN + USABILITY.

See some deliverables of this modality*:

- Modality 01 Deliverables.
- UX Canvas.
- Product Strategy.
- Qualitative and Quantitative Research.
- Competitor Analysis.
- Blueprint.
- User Flow.
- Journey Map.
- Persona/Proto-Persona.
- Usability Testing.
- Strategies for the Future.
- Among others...

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