



Introdução e boas práticas em UX Design (Portuguese Edition)

Fabricio Teixeira

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Cada vez mais o desenvolvimento do front-end de sites e sistemas tem papel preponderante em como o seu site converte, retém e agrada os usuários. Porém, além de saber como implementar uma tela, é importante saber também o que fazer nela. Quais recursos devem ser usados? Quais informações precisam ser exibidas? Em quais lugares?

Atualmente, a experiência do usuário (User Experience - UX) tem ganhado um papel fundamental na criação de sites e aplicativos. Entender como o usuário se comportará no seu sistema é de extremo valor para criar um site simples para ele.

Neste livro, Fabricio Teixeira mostra com exemplos práticos e reais de sucesso e insucesso de diferentes sites quais são as boas práticas e os pilares para conseguir construir um de uso agradável.

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