

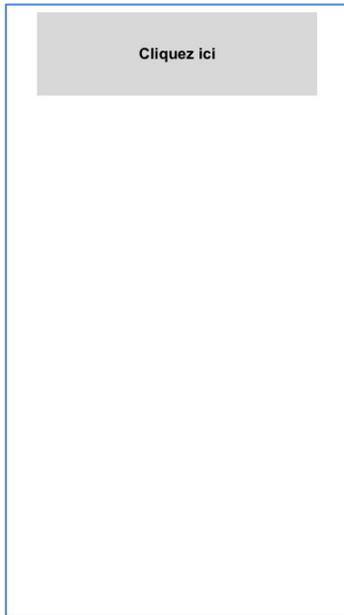


Dev & Design

Que fait un développeur à part taper du code ?



Qu'est-ce que le Design ?



Qu'est-ce que le Design ?

~~UI~~
USER INTERFACE
DESIGN THE PRODUCT



UX
USER EXPERIENCE
DESIGN THE EXPERIENCE

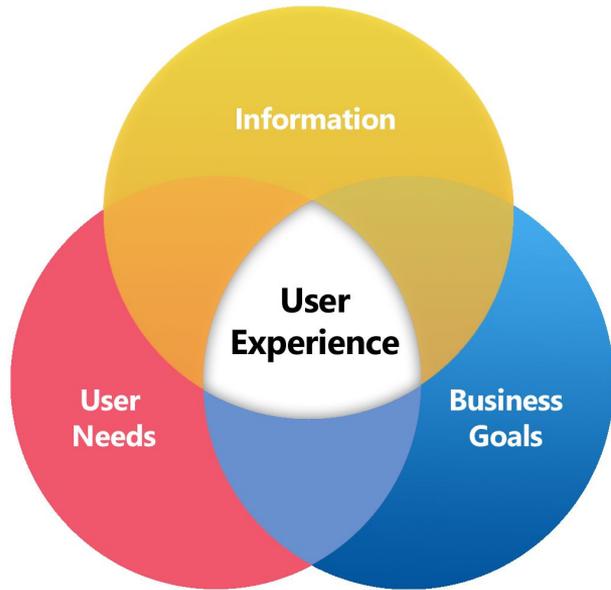


User Experience

La première étape de tout projet



Qu'est-ce que l'expérience utilisateur ?



Exemples de la vie réelle



Exemples de la vie réelle



Exemples de la vie réelle



Exemples de sites web

The screenshot displays the homepage of LINGxCARS.com, characterized by a highly cluttered and colorful design. At the top, the site's name is prominently displayed in a large, blue, stylized font, accompanied by a traffic light icon and a tongue sticking out of a car wheel. Below the name, the text reads "UK CONTRACT HIRE CARS FROM LING VALENTINE". A navigation menu includes links for "Home", "Cars and Vans", "How It Works", "Price Lists", "About Ling", "Wah! 1500+ Letters Customers", "Fun Stuff", and "Quote/Order". A central banner features a search bar with the text "Search Cars Here" and a "Go" button. To the right, there is a "LING'S LIVE TWITTER FEED" section with several tweets. The page is filled with various advertisements, including one for "ABARTH LEAS CARS" and another for "THE BEST... IN THE WORLD!". A large, colorful, abstract graphic is visible on the left side of the page. The overall aesthetic is busy and visually overwhelming.

CAR LEASING
Want a cheap new lease car? Start HERE!

My cheapest leasing deal!
Click to chat with Ling

ABARTH LEAS CARS
595
695

LINGxCARS.com
UK CONTRACT HIRE CARS FROM LING VALENTINE
Version 238.20160215 You can't find me! ... In 2015 I rented over 855 million of cars (at RRP)

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home | Cars and Vans | How It Works | Price Lists | About Ling | Wah! 1500+ Letters Customers | Fun Stuff | Quote/Order

Business Customer Pricing | Personal Customer Pricing | The Best FAQs in the World!

NEW SEXY CHRISTMAS FULL REP HERE

An error occurred. Please try again later.
Playback ID:

FFD FREE LINKS

Search Cars Here Go

Intro Film News Blog Office TV Contact Moon Links Play Quiz Privacy Policy Google Visitors

"JUST CLICK!"

THE BEST... IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

Play stupid game NEW

THE BEST FAQ: IN THE WORLD!

Close (X)

ASK

TV TWO DRAGONS

Exemples de sites web

Rakuten.com.my
Shopping is Entertainment!

HP OJ8600 HP OJ8600 Plus
RM 989 RM 1204
729 899

Rakuten Super Points Shopping Guide Open Your Online Store

Follow @RakutenMalaysia 621 followers Like 135k

All Categories Search by keywords

Hi Larry Lim 80.59 Points

Categories

- Special Deals
- Electronics
- Fashion
- Health & Beauty
- Home
- Food & Beverages
- Toy & Game
- Hobby & Arts
- Pets
- Movies & Music
- Books & Magazines
- Kids Baby & Maternity
- Car & Bike
- Sports & Outdoor

HOT ITEMS Tongkat Ali SK II G-Shock PowerBank Disney Collagen BackJoy Hero Rakuten TRAVEL

RAYA SALE
26th June - 31st July 2014

SPEND & WIN

1st Prize
GINTELL DeHarmony Massage Chair

2nd Prize
SAMSUNG 3D Blu-ray Home Theatre System

3rd Prize
EPSON L210 printer

View More

3 CONCEPT EYES
3 CONCEPT EYES IN MALAYSIA
Girls's Stylish Shop

TOP 1 BESTSELLER
Power Bank
RM 69.00

TOP 2
LIOELE Vita Shake Pack
RM 25.00

TOP 3
Ogosport Mini 12"
RM 99.90

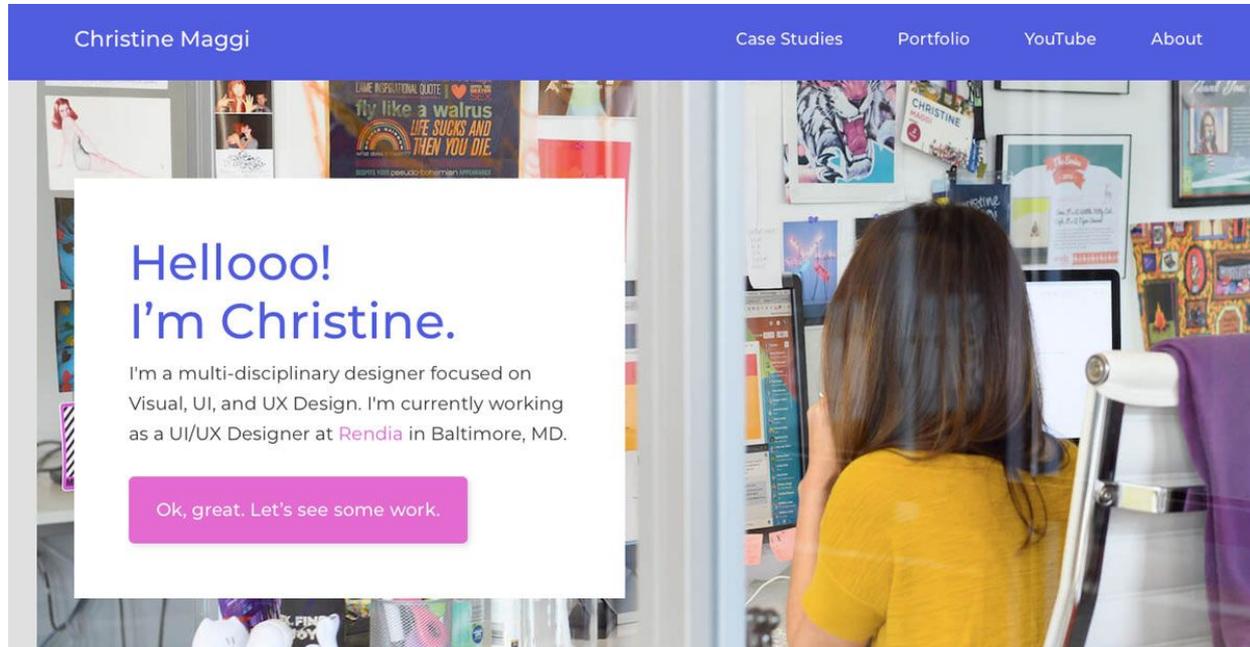
Free Shipping Discount Buy 1 Free 1

New Shop Open Style Life Miracle Mall GEGE Jewelers Message Boutique Artistic Home Sun & Son Peace Collections

Exemples de sites web

The image shows a screenshot of the Amazon website homepage. At the top, there is a navigation bar with the Amazon logo, a search bar, and links for 'New Year New You', 'Departments', 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Registry', 'Sell', 'Help', 'EN', 'Hello, Sign in', 'Account & Lists', 'Orders', 'Try Prime', and 'Cart'. Below the navigation bar is a large blue banner with the text 'New year, new music' and 'Start streaming music unlimited' with the Amazon logo. To the right of the text is a woman wearing a headband and earphones. Below the banner is a section titled 'Explore New Year, New You' with five circular icons representing different categories: 'New Year New You', 'Health & Wellness', 'Sports', 'Home', and 'Fashion'. To the right of these icons is a promotional banner for 'NOW STREAMING' on Amazon Channels and Prime Video, featuring the TV shows 'Shantress' and 'Billions', with a 'Start 7-day free trial' button. Below the 'Explore New Year, New You' section is a 'Trending deals' section with a 'See all deals' link and a row of product images including a power strip, headphones, a knife, a belt, a water filter, and a water bottle. To the right of the 'Trending deals' section is a 'New Year, New You playlist' section with a play button icon.

Exemples de sites web



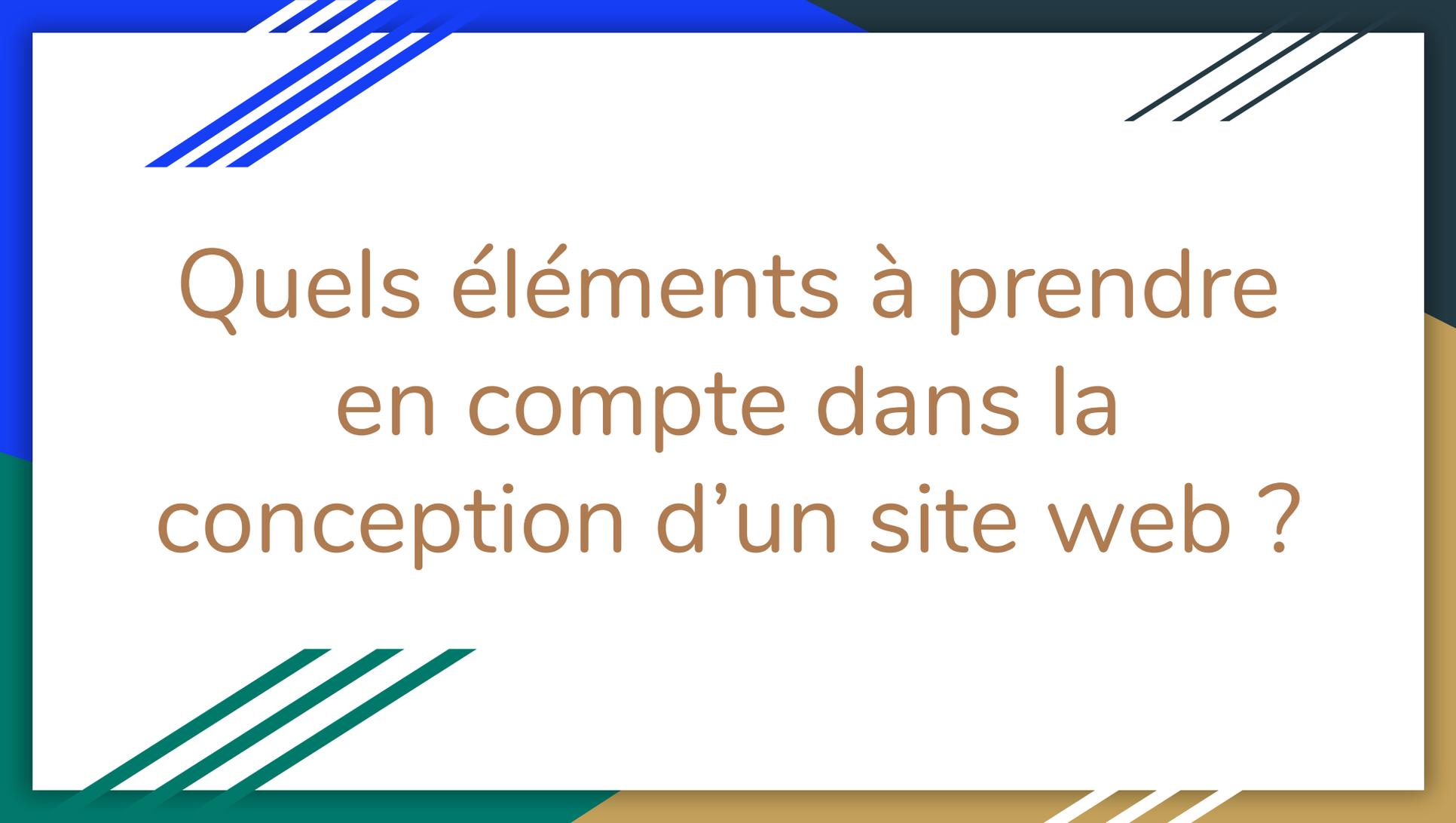
Exemples de sites web

Google



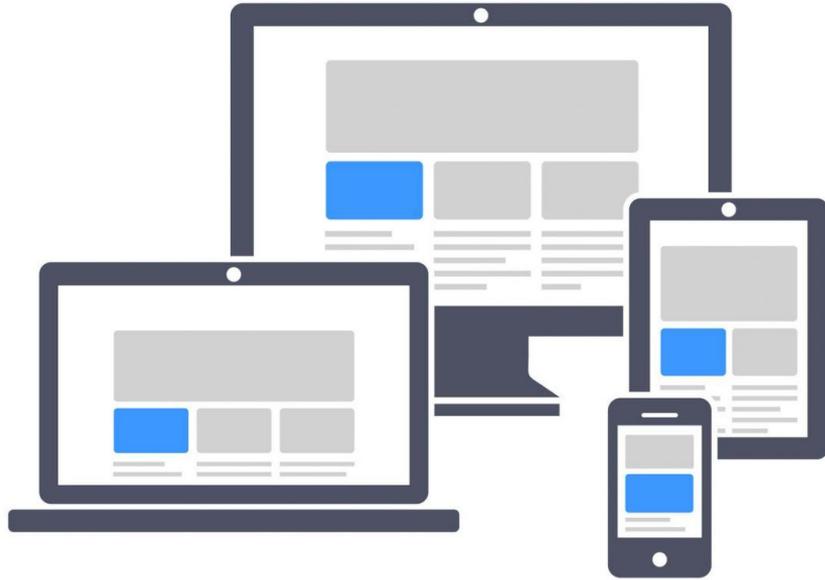
Recherche Google

J'ai de la chance



Quels éléments à prendre
en compte dans la
conception d'un site web ?

Le responsive

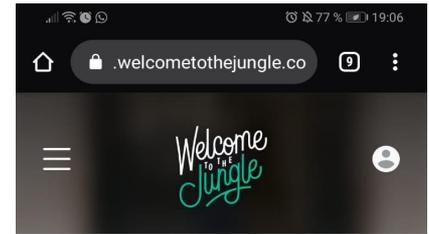
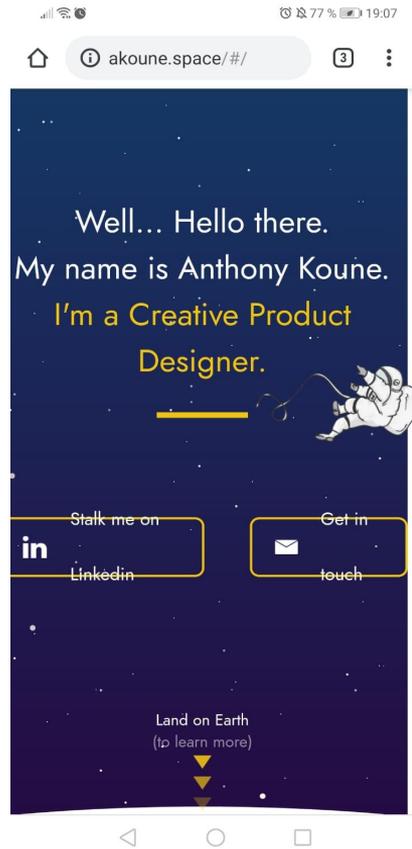


width: 500px

Devices

Bootstrap

Exemples



L'expert-comptable, celui qui fait parler les chiffres

1 juillet 2019



Souvent considéré comme le médecin de l'entreprise, l'expert-comptable est perçu

La hiérarchie des informations



Heading 1

Heading 2

Heading 3

Heading 4



Heading 1

Heading 2

Heading 3

Heading 4

Le contraste des couleurs





L'interface utilisateur

Rendre compte de l'univers du produit

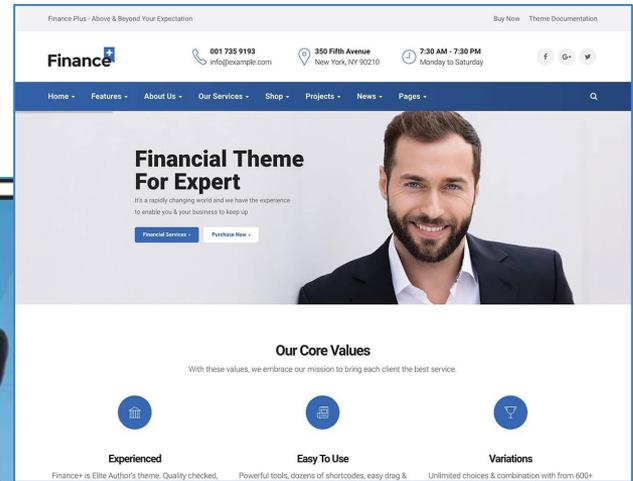
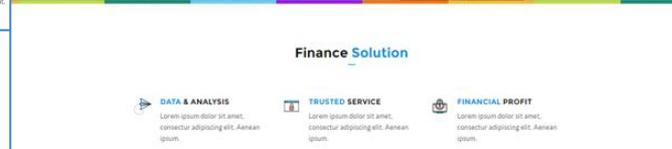


Le choix des couleurs

COLOR EMOTION GUIDE

	EXCITEMENT <i>PASSION</i> STRENGTH ENERGY BOLD <i>ROMANCE</i>
	CHEERFUL ENTHUSIASTIC FUN CONFIDENCE ENERGY PLAYFUL
	HOPE <i>FRIENDSHIP</i> WARMTH CLEAR OPTIMISM <i>JOY</i> WEALTH
	GROWTH HARMONY HEALTH LUCK NATURE <i>PEACEFUL</i> WEALTH
	TRUST LOYALTY STRENGTH DEPENDABLE CONFIDENT
	DEPENDABLE STABLE DEPTH NATURE <i>COMFORTABLE</i>
	<i>ELEGANCE</i> POWER <i>FORMAL</i> SOPHISTICATED <i>STYLE</i> STRONG
	BALANCE FORMALITY NEUTRAL <i>RESPECT</i> <i>CALM</i> SUBTLETY

Le choix des couleurs - exemple



Le choix des polices : personnalité



Le choix des polices : lisibilité

① The German extermination of Jews was not an overnight occurrence where Hitler came over the radio and said to start. The roots of the killing process was outlined and described in "Ordinary Men," where it sprung from middle command, from vague guidelines of security to "take care of the Jewish problem." Genocide, a term first used to describe the Holocaust does not begin with camps and gas chambers. The targeted group is first identified, classified, made to be separate from the general population. With a vague order to "take care

Exemple



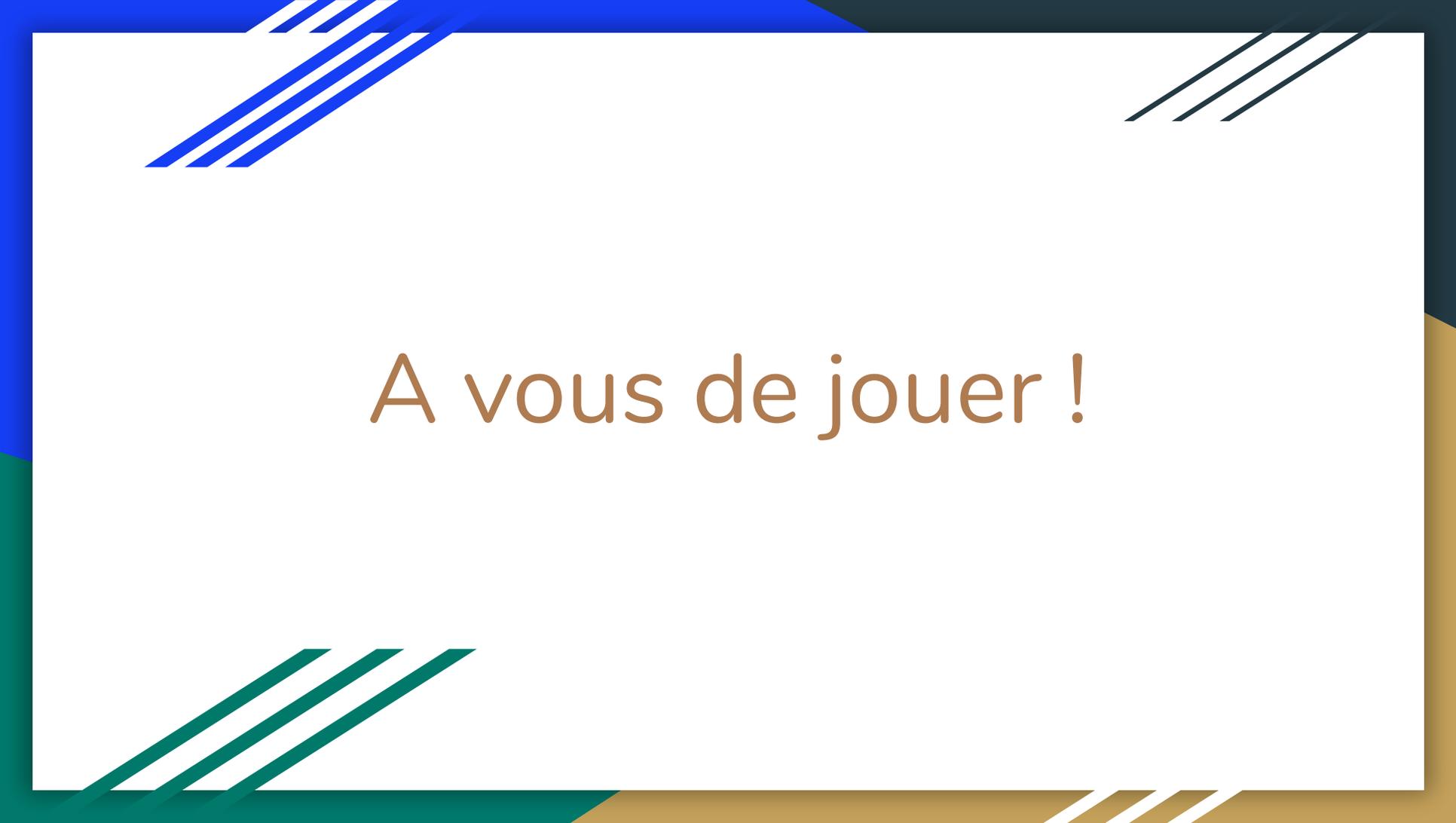
Exemple



LUXE

Adveris accompagne des clients prestigieux dans le secteur du luxe (mode, joaillerie, automobile, etc.)





A vous de jouer !

Brief UX

Quoi ? Une landing page

Business ? Votre client ouvre un restaurant et veut qu'il soit connu sur internet

Comment ? La landing page doit être responsive, posséder au moins une image, un formulaire de contact par mail et un menu

Étapes

Wireframes : 45min

Développement : 2h

Présentation finale : 30min