

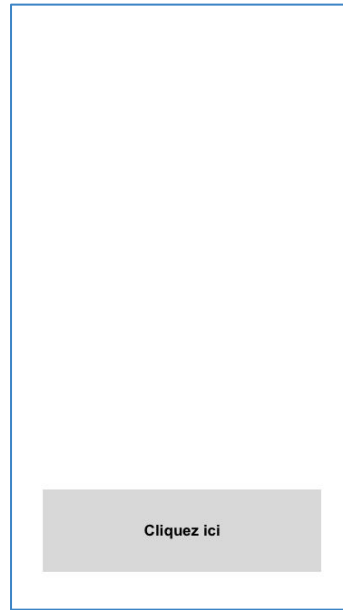
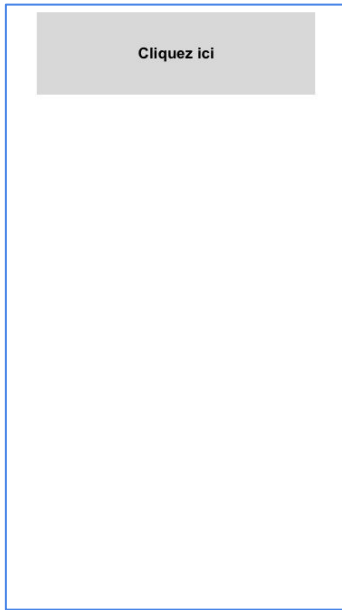


Dev & Design

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

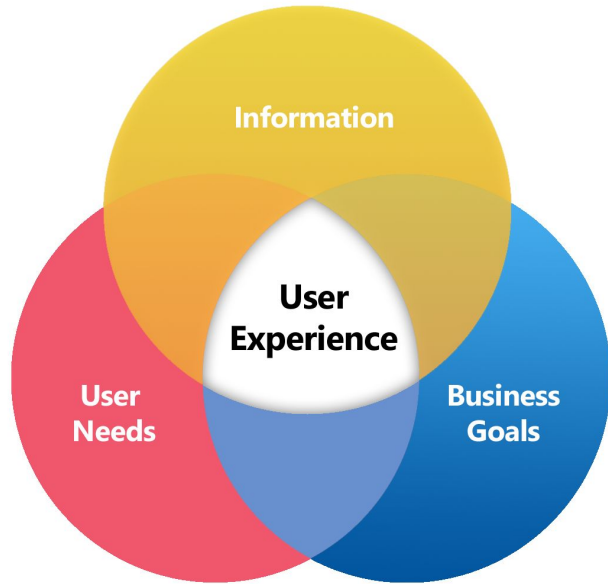


User Experience

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 image shows a screenshot of the LINGxCARS.com website with several annotations and sidebars. The main website content includes:

- Header:** "CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS". Logo for LINGxCARS.com with the tagline "UK CONTRACT HIRE CARS FROM LING VALENTINE".
- Navigation:** Home, Cars and Vans, How It Works, Price Lists, About Ling, WAH! 1500+ Letters Customers, Fun Stuff, Quote/Order.
- Content:** "An error occurred. Please try again later." with a "Search Cars Here" button. A "LIVE TWITTER FEED" section with tweets from @LINGxCARS.
- Footer:** "You can't find a car? Apply for a CAR QUOTE".

Annotations and sidebars include:

- Left Sidebar:** "CAR LEASING Want a cheap new lease car? Start HERE!". A photo of a woman with sunglasses and the text "My cheapest leasing dealist". A "Click to chat with Ling" button.
- Right Sidebar:** "THE BEST FAQ: IN THE WORLD!". A "Close (X)" button.
- Bottom Right:** "TV TWO DRAGONS" logo.
- Other Elements:** A traffic light icon, a chicken, a woman holding a sign, and various colorful graphics.

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

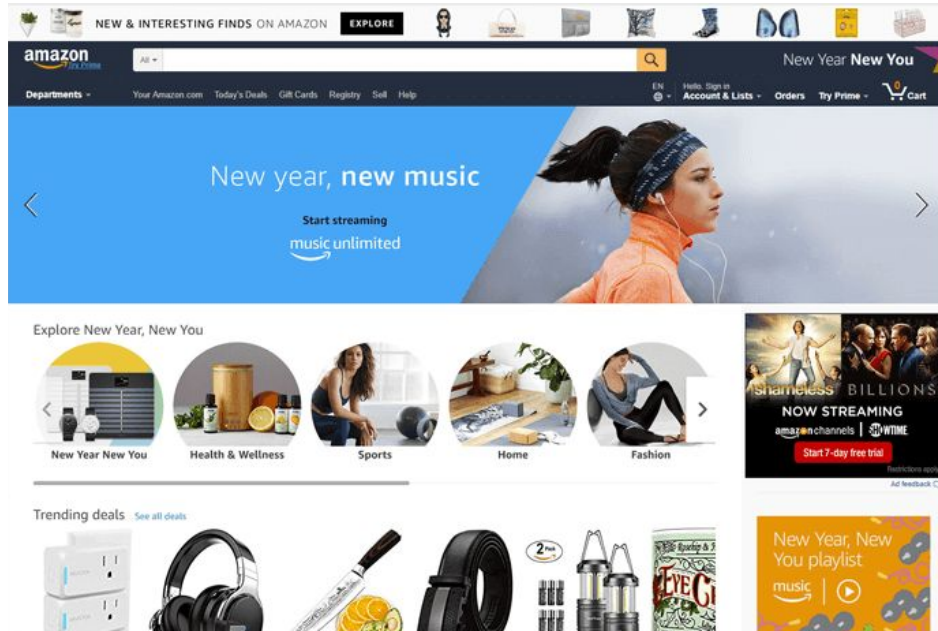
TOP 2
LIOELE Vita Shake Pack
RM 25.00

TOP 3
Ogosport Mini 12"
RM 99.90

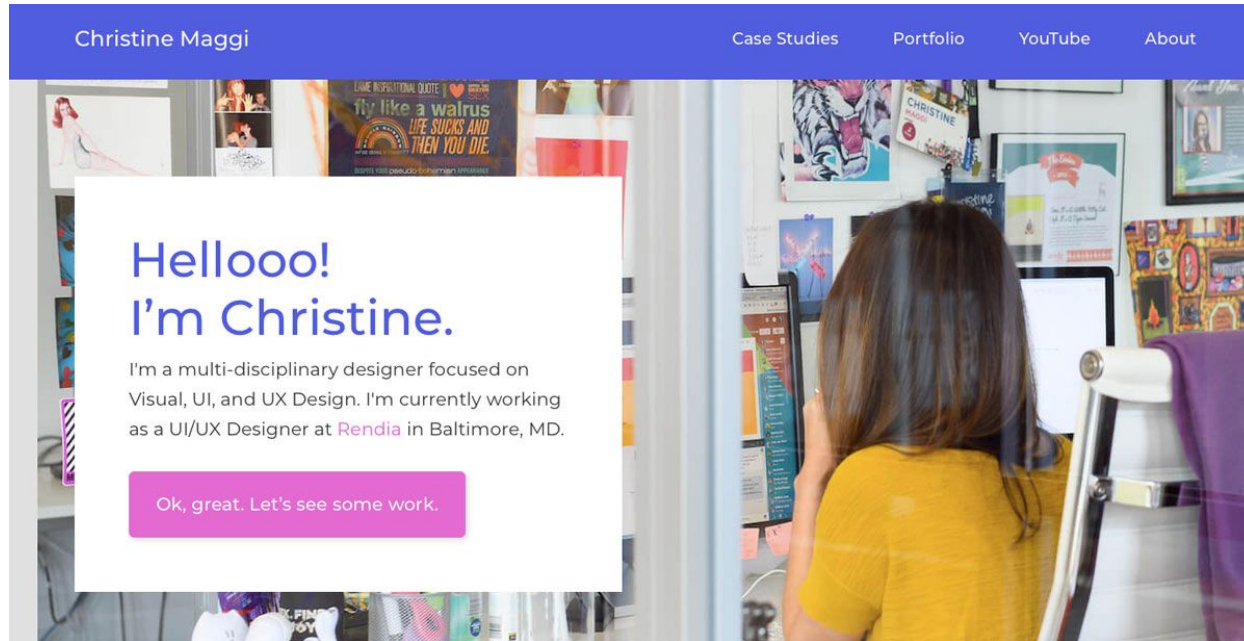
Free Shipping Discount Buy 1 Free 1

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

Exemples de sites web



Exemples de sites web



Exemples de sites web

The Google logo is centered on the page, featuring its characteristic multi-colored letters: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.A white, rounded rectangular search bar with a thin grey border. On the right side of the bar, there is a small, colorful microphone icon, indicating voice search functionality.

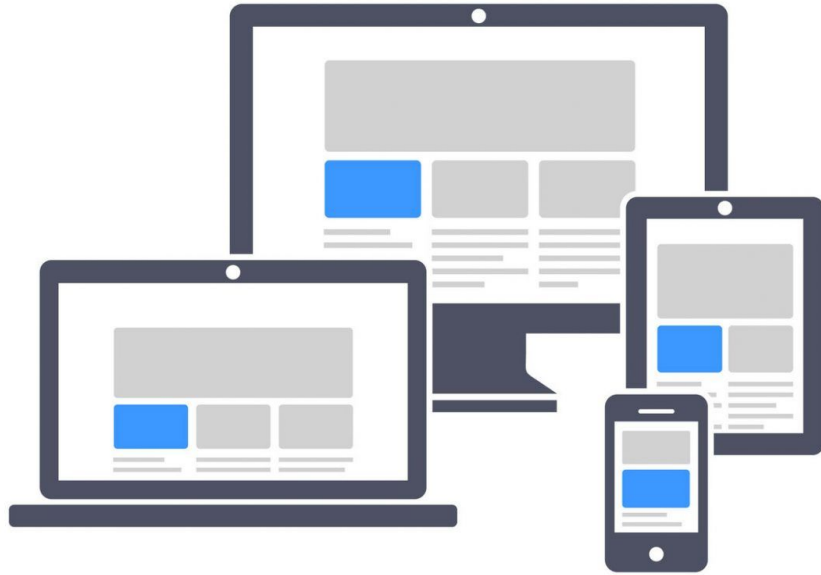
Recherche Google

J'ai de la chance



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

Le responsive

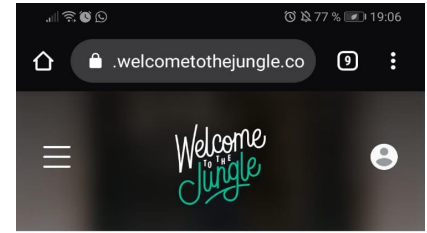
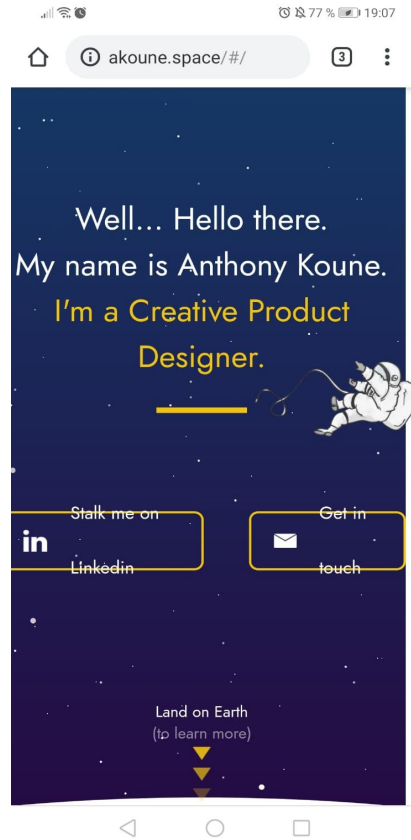


width: 500px

Devices

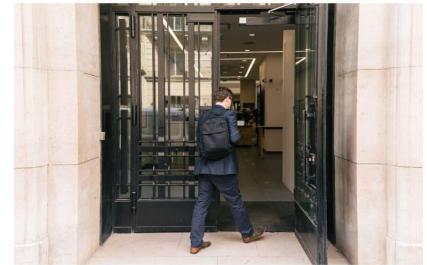
Bootstrap

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

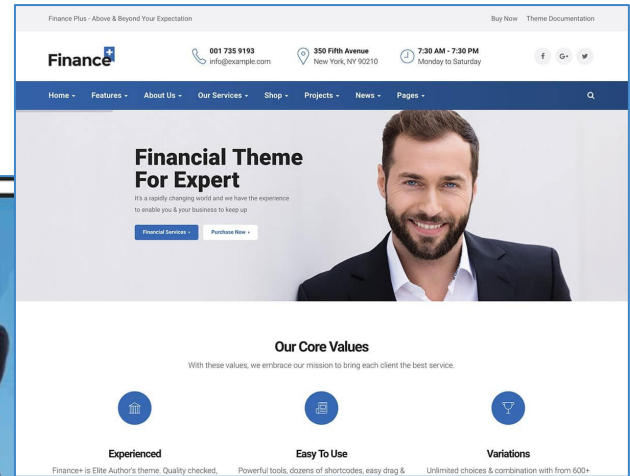
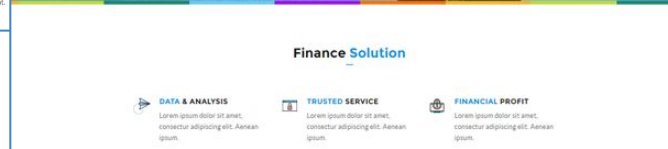


Le choix des couleurs

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