

Módulo #21

Padrões de Interface

INTRODUÇÃO AOS PADRÕES DE INTERFACE

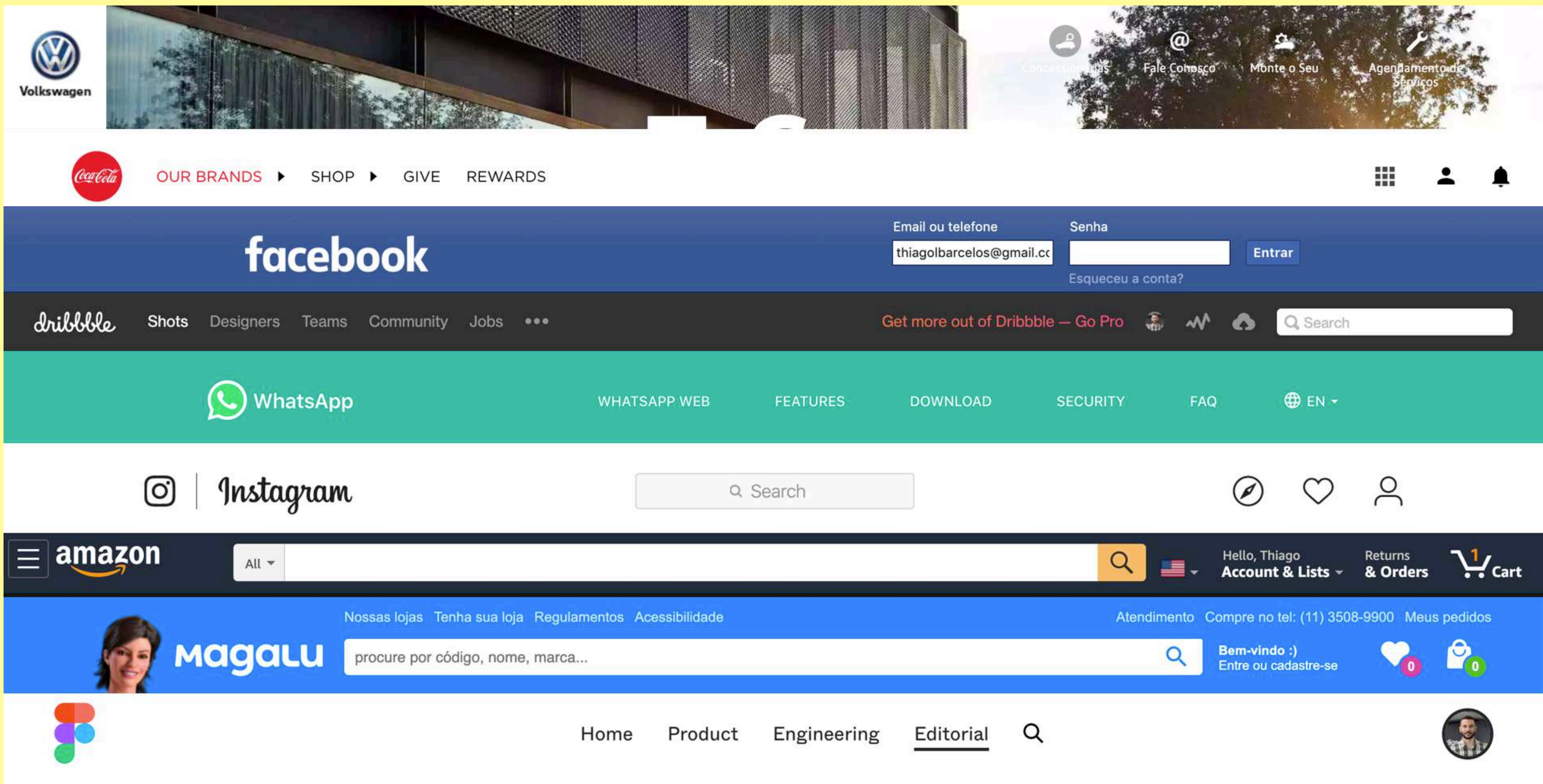
Alinhamento de expectativas

- **Não vamos ter tutoriais de design visual.**
- **Não vamos desenhar telas de alta fidelidade em software.**
- **Não vamos sair daqui dominando todos os padrões de interface.**

Alinhamento de expectativas

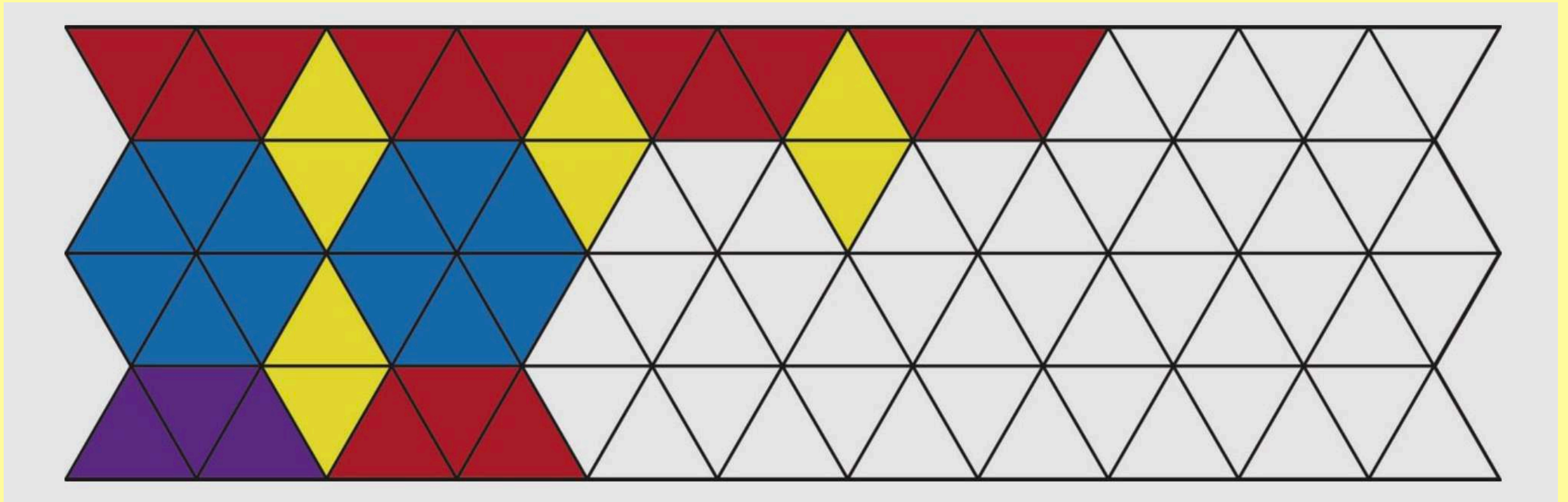
- **Vamos entender o que são padrões de interface, porque eles existem e como usá-los.**
- **Boas e más práticas.**
- **Qual o limite para modificar, hackear e quebrar padrões.**
- **Como construir um vocabulário visual.**

PADRÕES



Padrões

Queremos encontrar padrões em tudo.
O ser humano é bom nisso



Padrões

Para compreender o mundo de forma mais rápida, o nosso cérebro é acostumado a fazer associações com formas e coisas que costumamos ver em nosso cotidiano, como um 'atalho'.



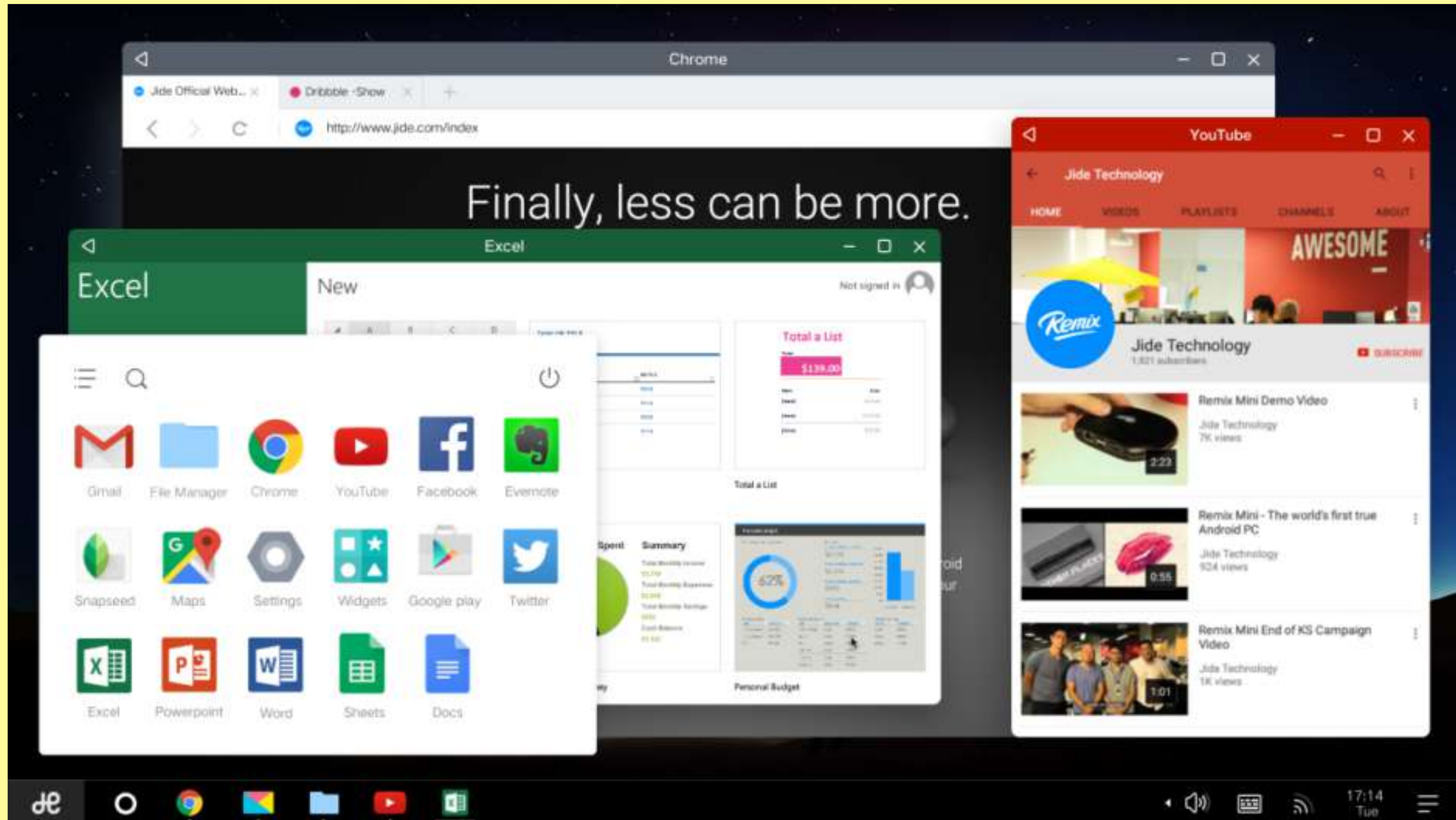
Padrões

Cotidiano



Padrões

Design de interface

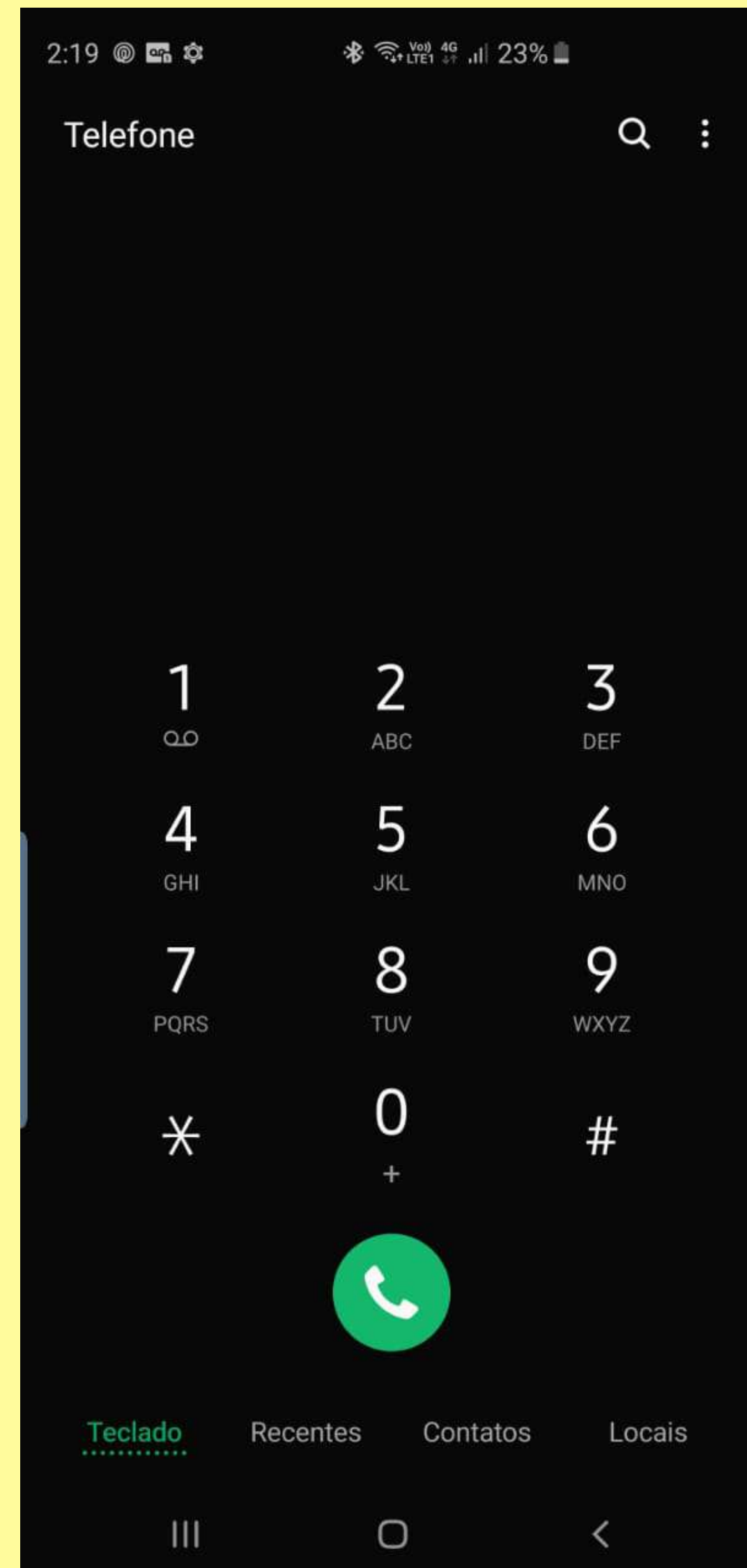


Padrões

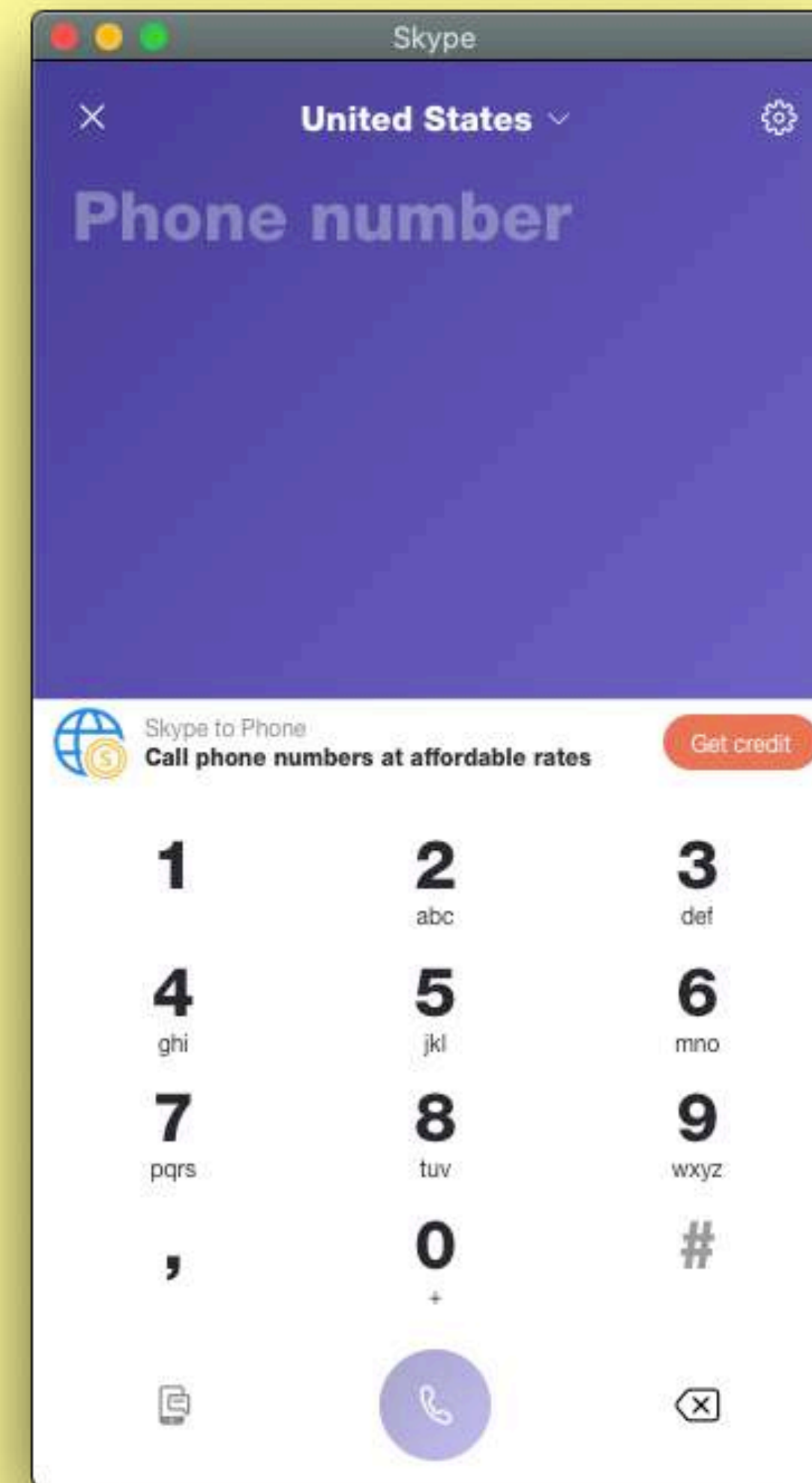
Design de produto



Padrões



Design de interface







IMAX

A wide-angle photograph of an IMAX theater interior. The left wall is a massive, curved screen displaying the word "IMAX" in large, glowing blue letters. The seating area is filled with rows of dark, padded seats, arranged in a semi-circular fashion. The floor is covered in a light-colored, textured carpet. The overall lighting is dim, with the primary light source being the screen and the "IMAX" logo.

Padrões = Convenções

**Quando falamos em padrões
de interação e interface
estamos falando sobre
convenções.**

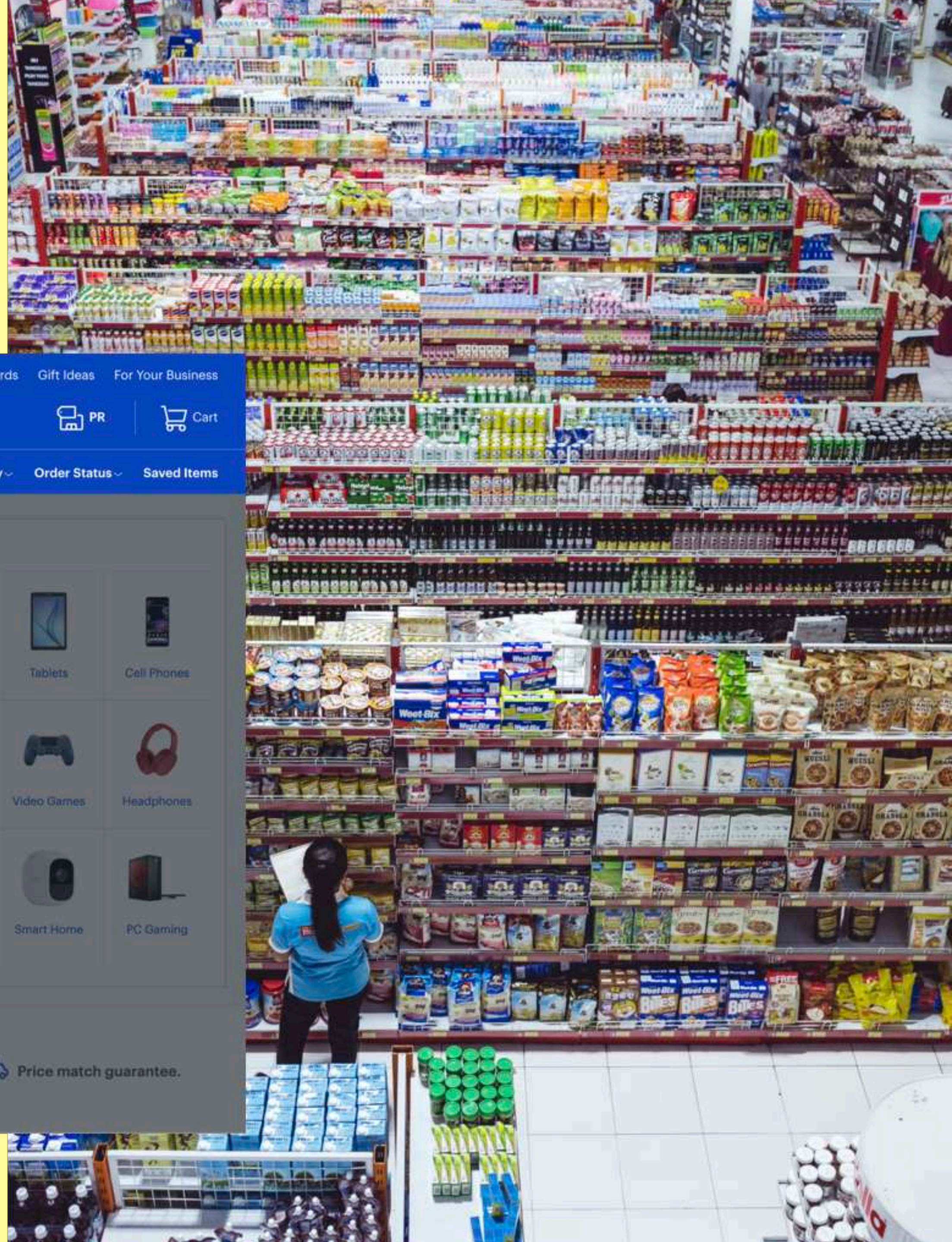
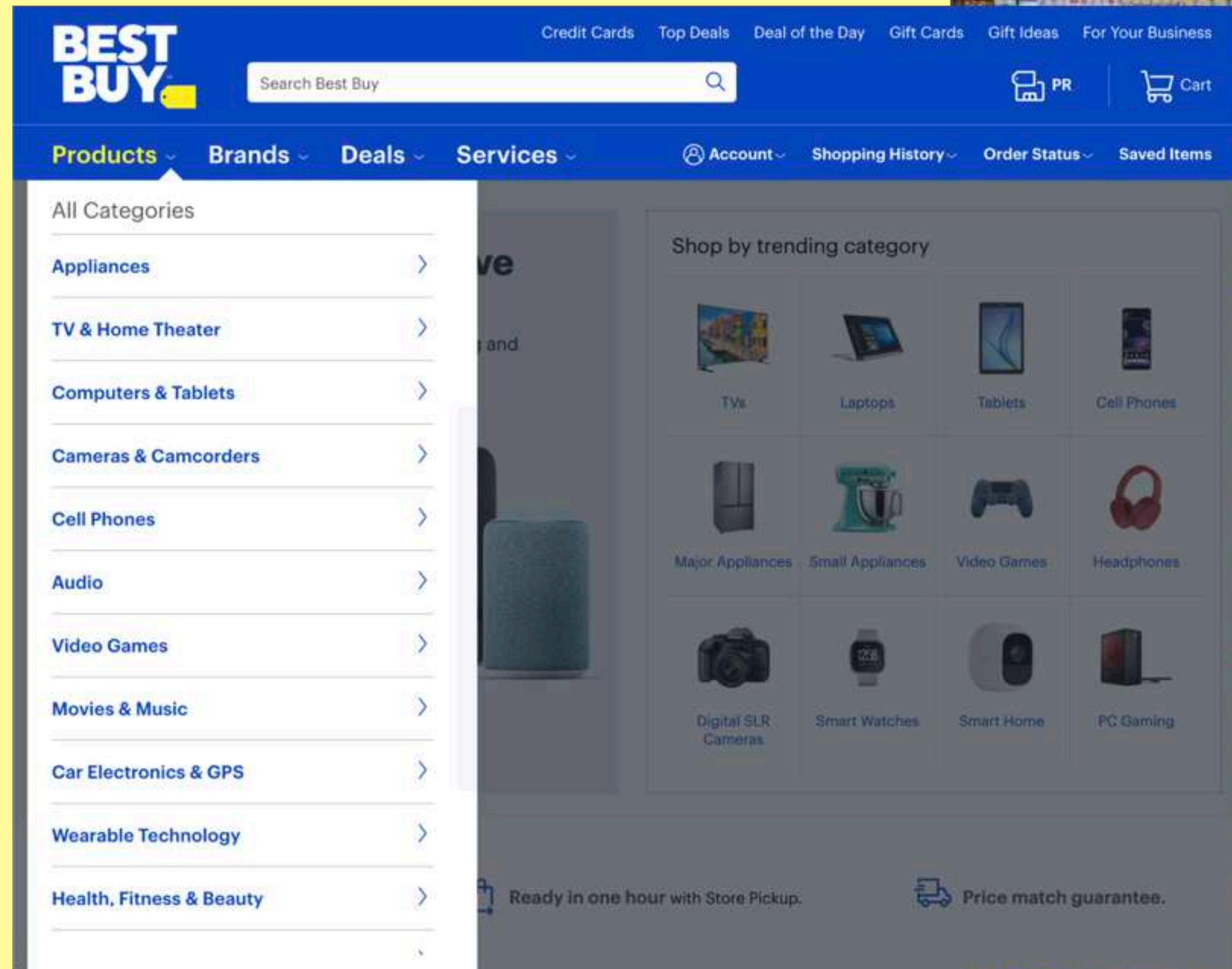
Interação Humano Computador (IHC)

Apropriar de modelos mentais pra simplificar a forma como interagimos com as "coisas".

Modelo mental

É uma representação interna da realidade externa, fruto da experiência e vivências de cada indivíduo.

Modelo mental



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See details




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★★★★☆ 67

See details





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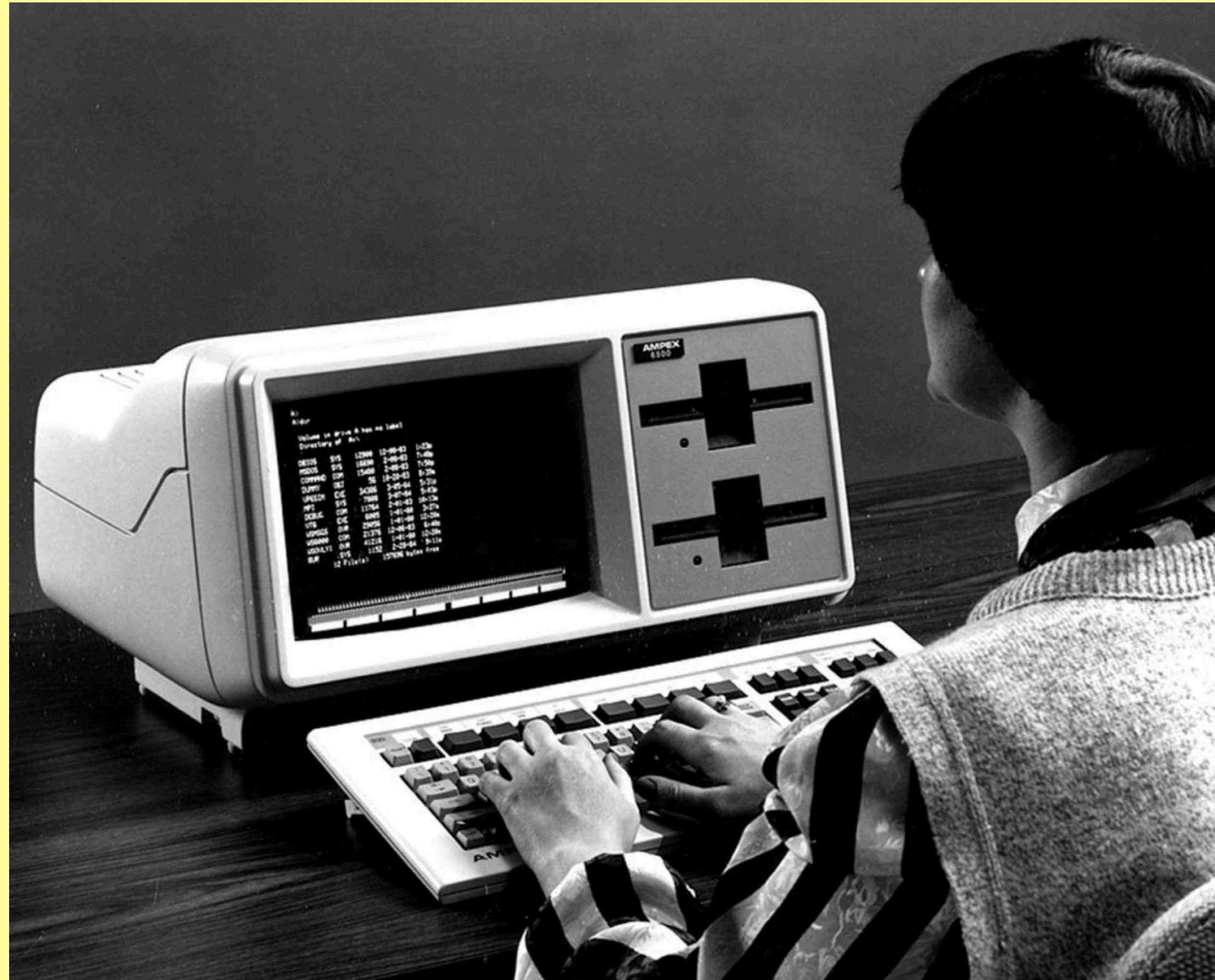
LEI DE JAKOB

Lei de Jakob

Os usuários passam a maior parte do tempo navegando em outros websites. Projete seguindo os padrões que as pessoas já estão acostumadas.

PADRÕES DE INTERAÇÃO HOMEM COMPUTADOR

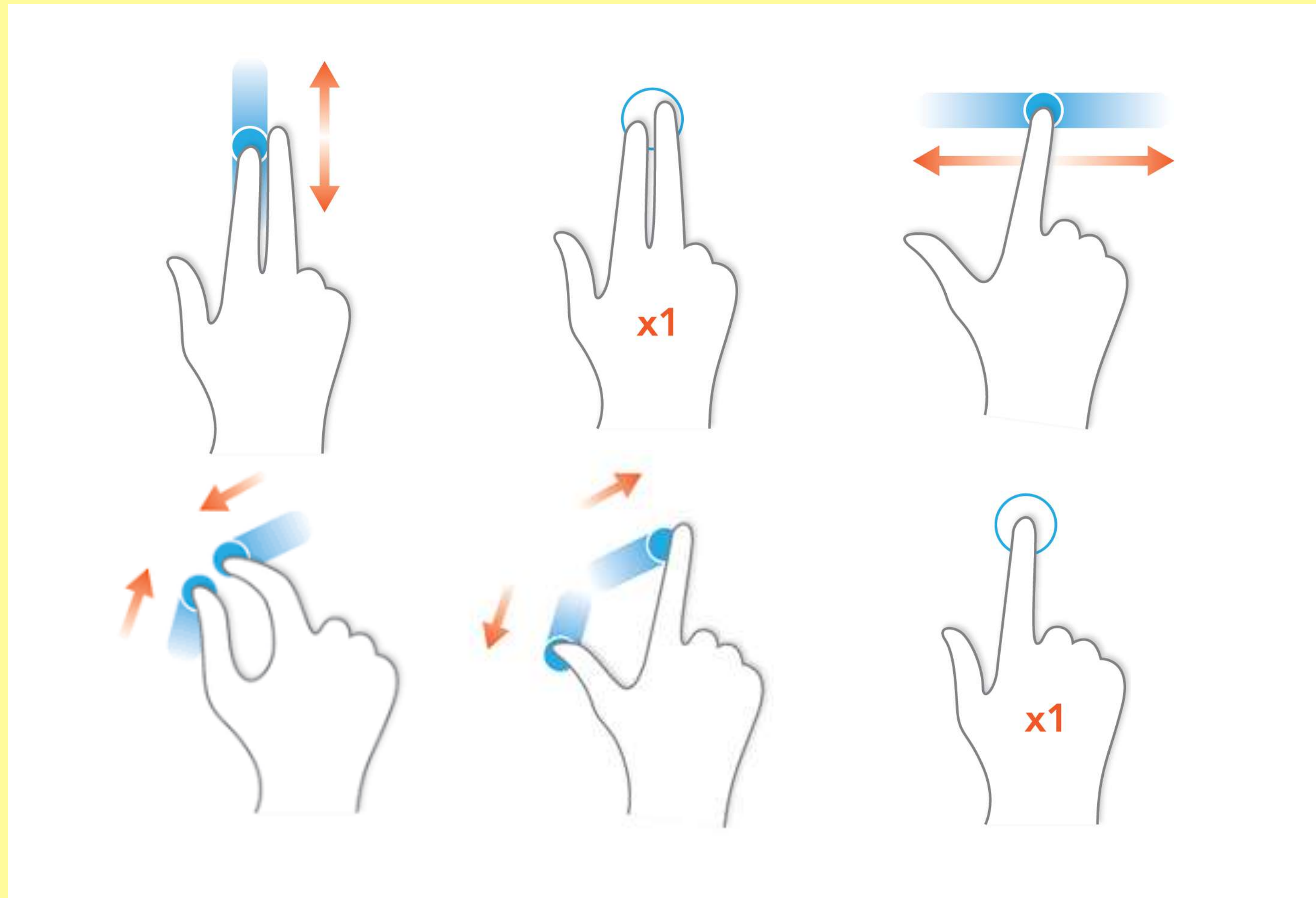
Prompt de comando



Mouse



Gestos



Gestos



Gestos



Gestos






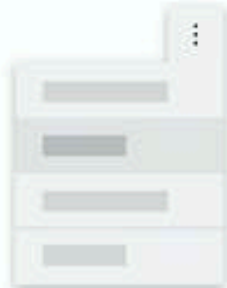




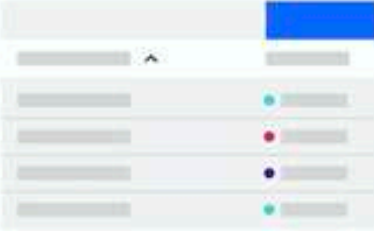
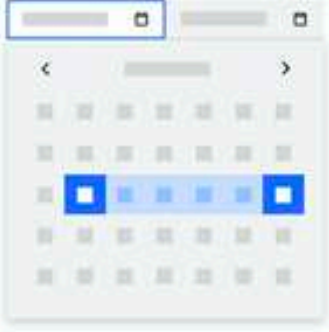
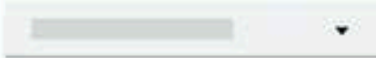


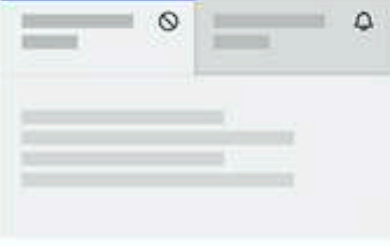



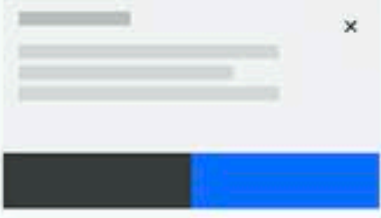

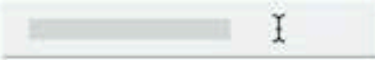
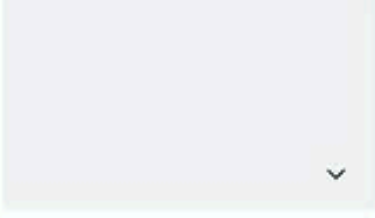

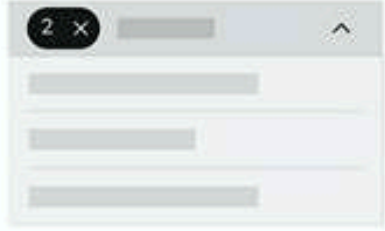

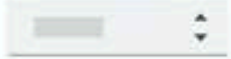
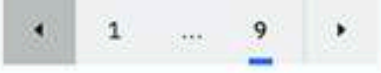
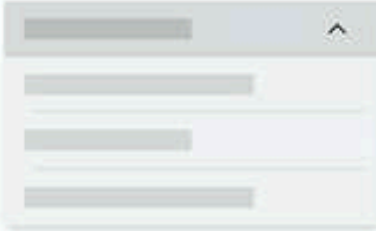
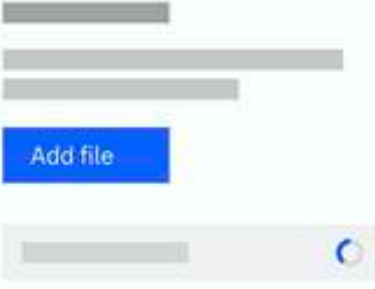
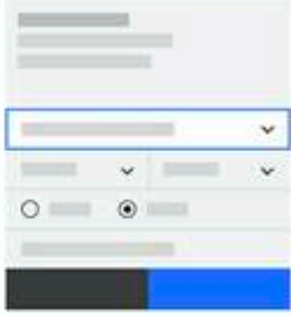
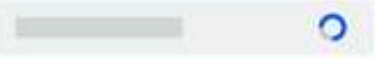


Processamento de linguagem natural (NLP)





Padrões de interface

<div>Accordion</div> 	<div>Breadcrumb</div> 	<div>Button</div> 	<div>Checkbox</div> 	<div>Progress indicator</div> 	<div>Overflow menu</div> 	<div>Radio button</div> 	<div>Search</div> 
<div>Code snippet</div> 	<div>Content switcher</div> 	<div>Data table</div> 	<div>Date picker</div> 	<div>Select</div> 	<div>Slider</div> 	<div>Structured list</div> 	<div>Tabs</div> 
<div>Link</div> 	<div>List</div> 	<div>Loading</div> 	<div>Modal</div> 	<div>Tag</div> 	<div>Text input</div> 	<div>Tile</div> 	<div>Toggle</div> 
<div>Multiselect</div> 	<div>Notification</div> 	<div>Number input</div> 	<div>Pagination</div> 	<div>Dropdown</div> 	<div>File uploader</div> 	<div>Form</div> 	<div>Inline loading</div> 

Padrões de interface


- **Foco no resultado**
- **Vários problemas já foram resolvidos, as pessoas estão acostumadas com determinada solução que já existe**
- **Não reinvente a roda. Inove onde precisa de inovação. Se o usuário encontra uma navegação muito diferente no seu site, pra resolver um problema comum, ele vai pra outro site que seja mais fácil**

**PADRÕES WEB
PELA W3C**


Padrões web pela W3C


W3C é a principal organização de padronização da web, fundada em 1994 por Tim Beners-Lee.


Padrões web pela W3C





PADRÕES WEB


 Web Design e Aplicações


 Arquitetura Web

 Web Semântica

 Tecnologia XML

 Web de serviços

 Web de dispositivos

 Navegadores e ferramentas de autoria

... mais

GRUPOS DE TRABALHO W3C BRASIL

Acessibilidade Web

Dados Abertos: Governo e Sociedade

Vocabulários e Ontologias

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NOTÍCIAS

Visões: desktop mobile imprimir

PADRÕES

PARTICIPE

FILIE-SE

SOBRE O W3C

W3C.br » Padrões » Web Design & Aplicações [ir para conteúdo](#)

WEB DESIGN & APLICAÇÕES

Web Design e Aplicações referem-se aos padrões para o desenvolvimento de páginas Web, incluindo HTML5 CSS, SVG, Ajax, e outras tecnologias para Aplicações Web (“WebApps”). Esta seção inclui também informações sobre como tornar páginas acessíveis para pessoas com deficiências (WCAG), sobre internacionalização, e ainda para dispositivos móveis.

HTML & CSS

HTML e CSS são as tecnologias fundamentais para o desenvolvimento de páginas Web: HTML (html e xhtml) para a estrutura, CSS para o estilo e leiaute, incluindo WebFonts. Pesquise recursos para melhores projetos de páginas web e ferramentas de ajuda.

Script e Ajax

Padrões em APIs para o desenvolvimento de aplicações Web client-side incluem Geolocalização, XMLHttpRequest (Ajax), e widgets para mobile. O padrão W3C para modelo de documento (o “DOM”) e tecnologias como XBL possibilitam a criação de documentos interativos com scripts.

Gráficos

O W3C é a casa do formato raster PNG e do formato vetorial SVG, além da API Canvas. WebCGM é um formato mais especializado para, por exemplo, os domínios da engenharia automotiva e aeronáutica.

Acessibilidade

A Iniciativa de Acessibilidade do W3C (WAI) publicou as Recomendações para Conteúdo Acessível na Web (Web Content Accessibility Guidelines - WCAG) para orientar a autoria de conteúdos acessíveis para pessoas com alguma deficiência. WAI-ARIA oferece mais ferramentas para autoria de aplicações Web acessíveis, provendo adições semânticas para widgets.

Internacionalização

W3C tem em sua missão desenvolver tecnologia que funcione nas diversas culturas e idiomas. Por exemplo, os padrões W3C como HTML e XML são desenvolvidos em Unicode. Além disso, o W3C publica orientações para autores relacionadas a elementos para idioma bidirecional, e outros mais.

Áudio e Vídeo

Alguns dos formatos W3C que permitem a criação de apresentações de áudio e vídeo incluem HTML, SVG e SMIL (para sincronização). W3C também trabalha em um formato de texto cronometrado para legendagem e outras aplicações.

Padrões web pela W3C

active

hover

visited

link

HTML Links - Hyperlinks

HTML links are hyperlinks.

You can click on a link and jump to another document.

When you move the mouse over a link, the mouse arrow will turn into a little hand.


Note: A link does not have to be text. It can be an image or any other HTML element.

HTML Links - Syntax

Hyperlinks are defined with the HTML `<a>` tag:

```
<a href="url">link text</a>
```


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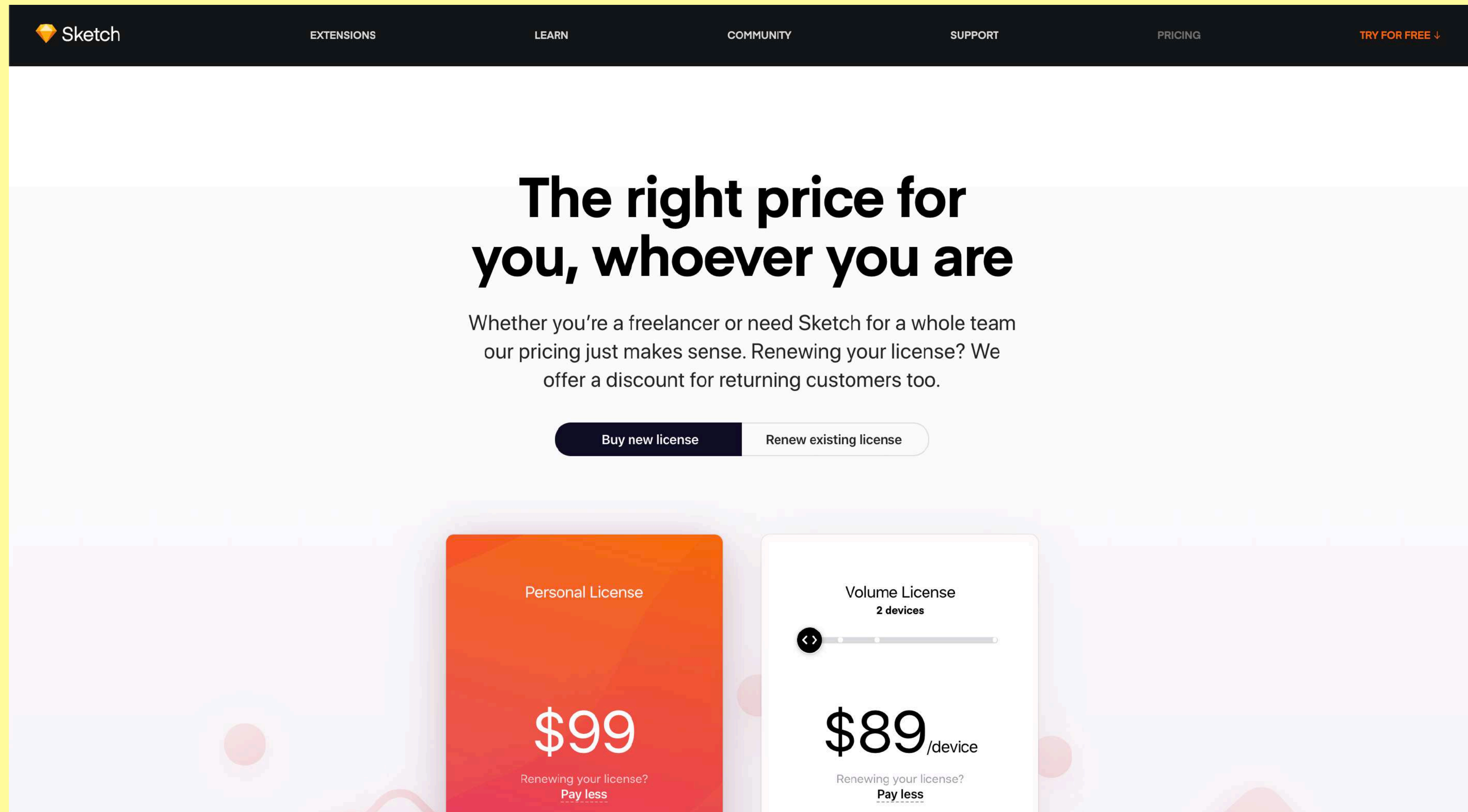
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✓ On-site training

✓ Priority support

✓ Dedicated account manager

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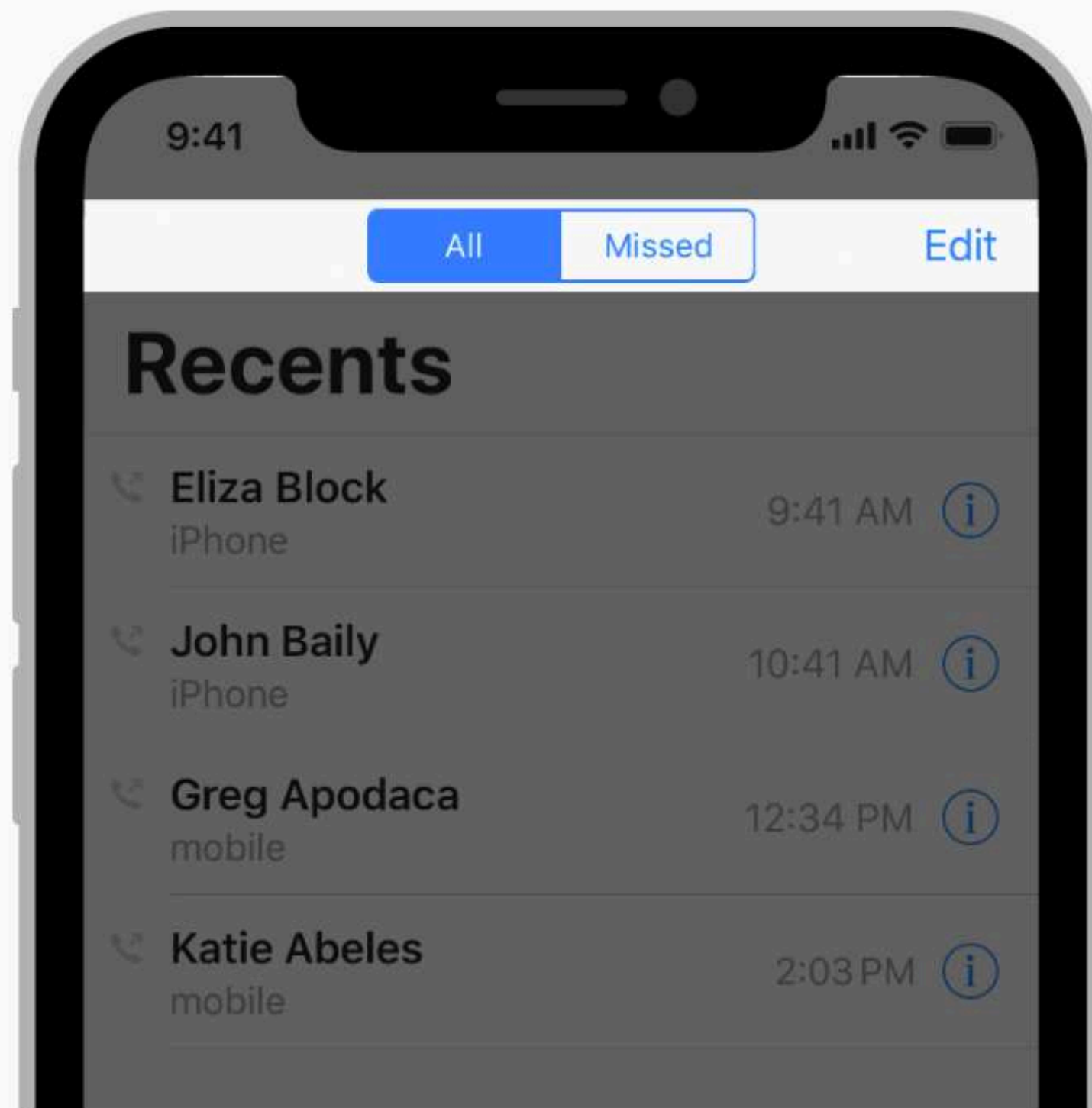
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Support

**IOS &
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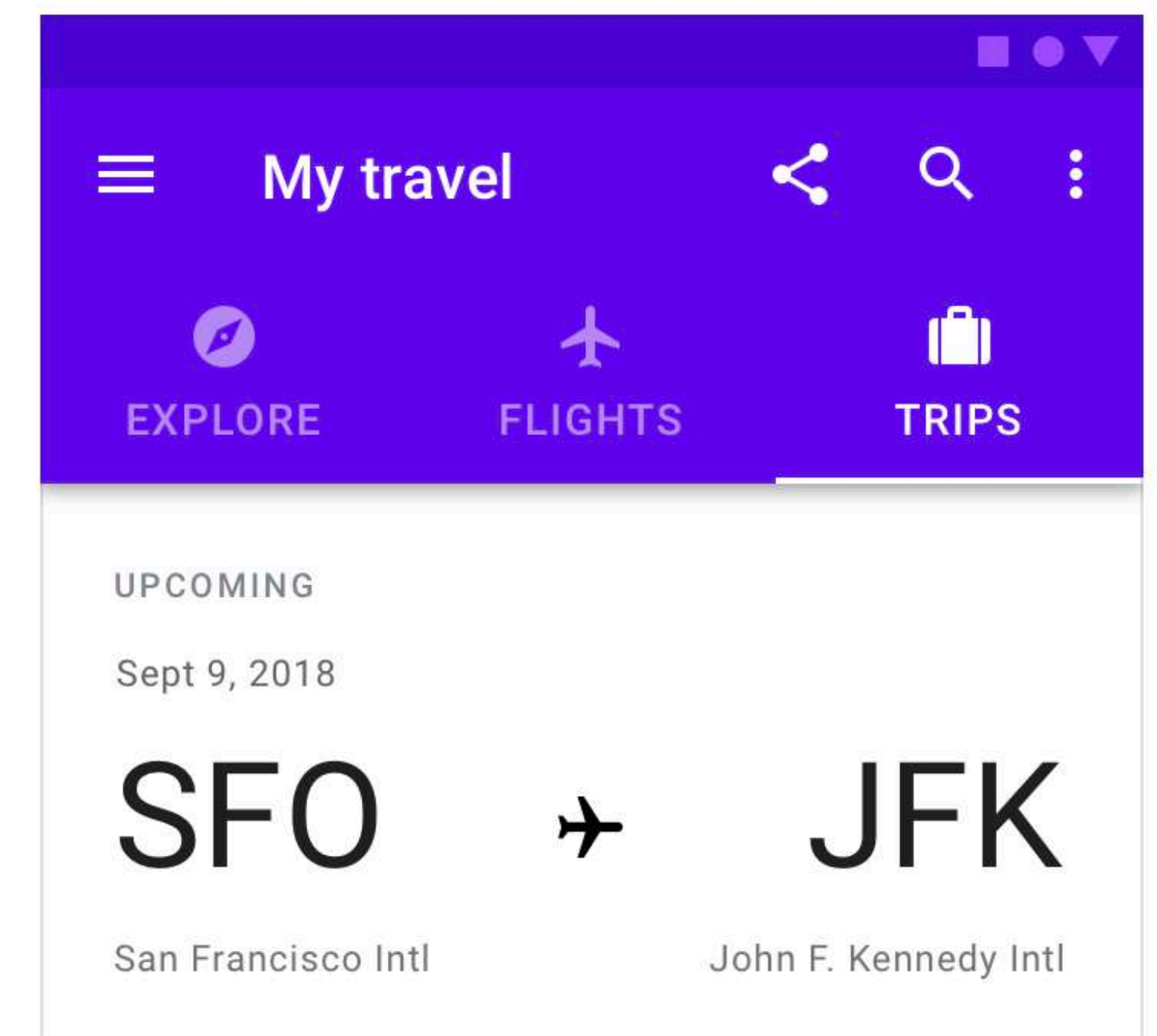
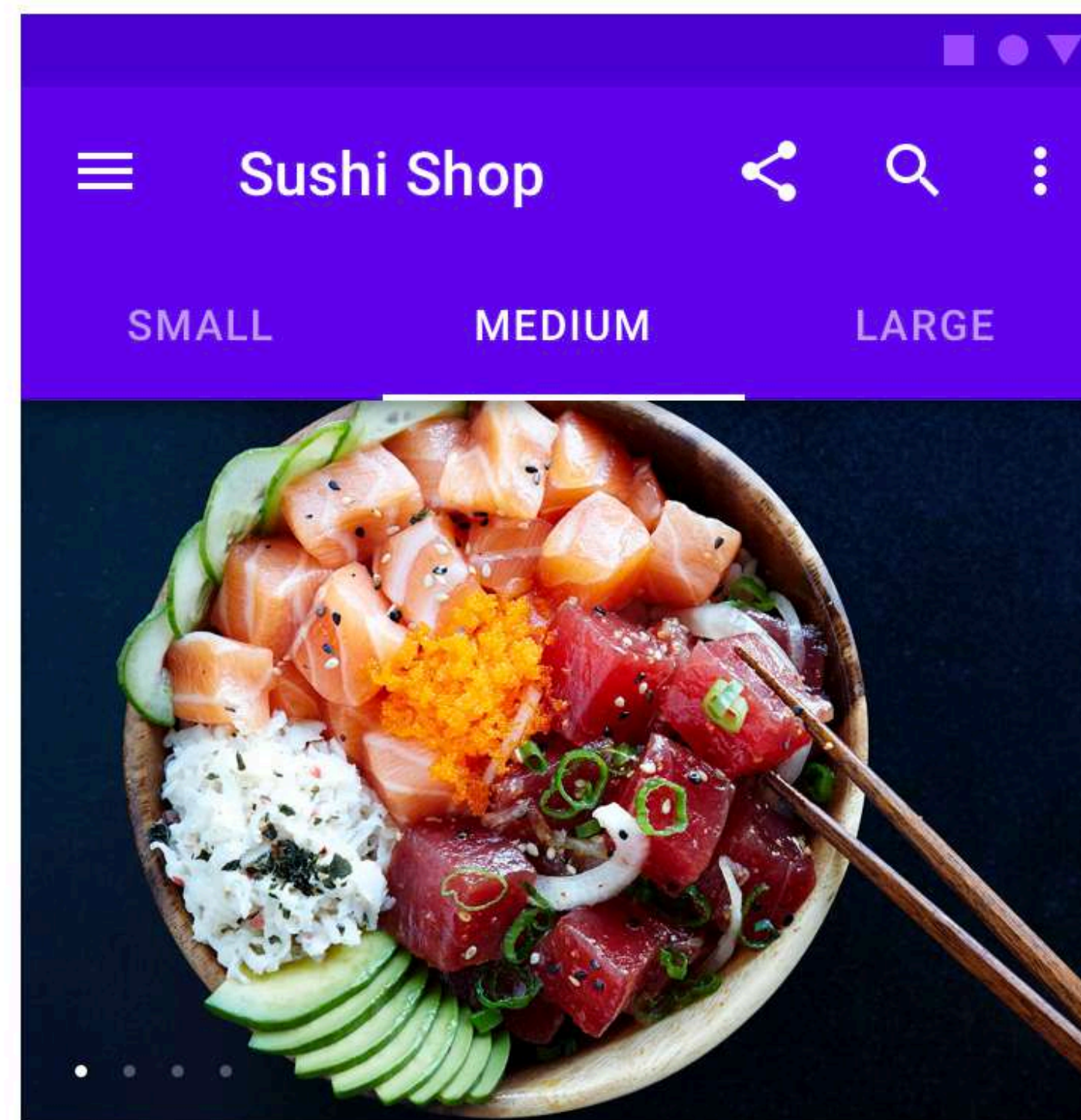
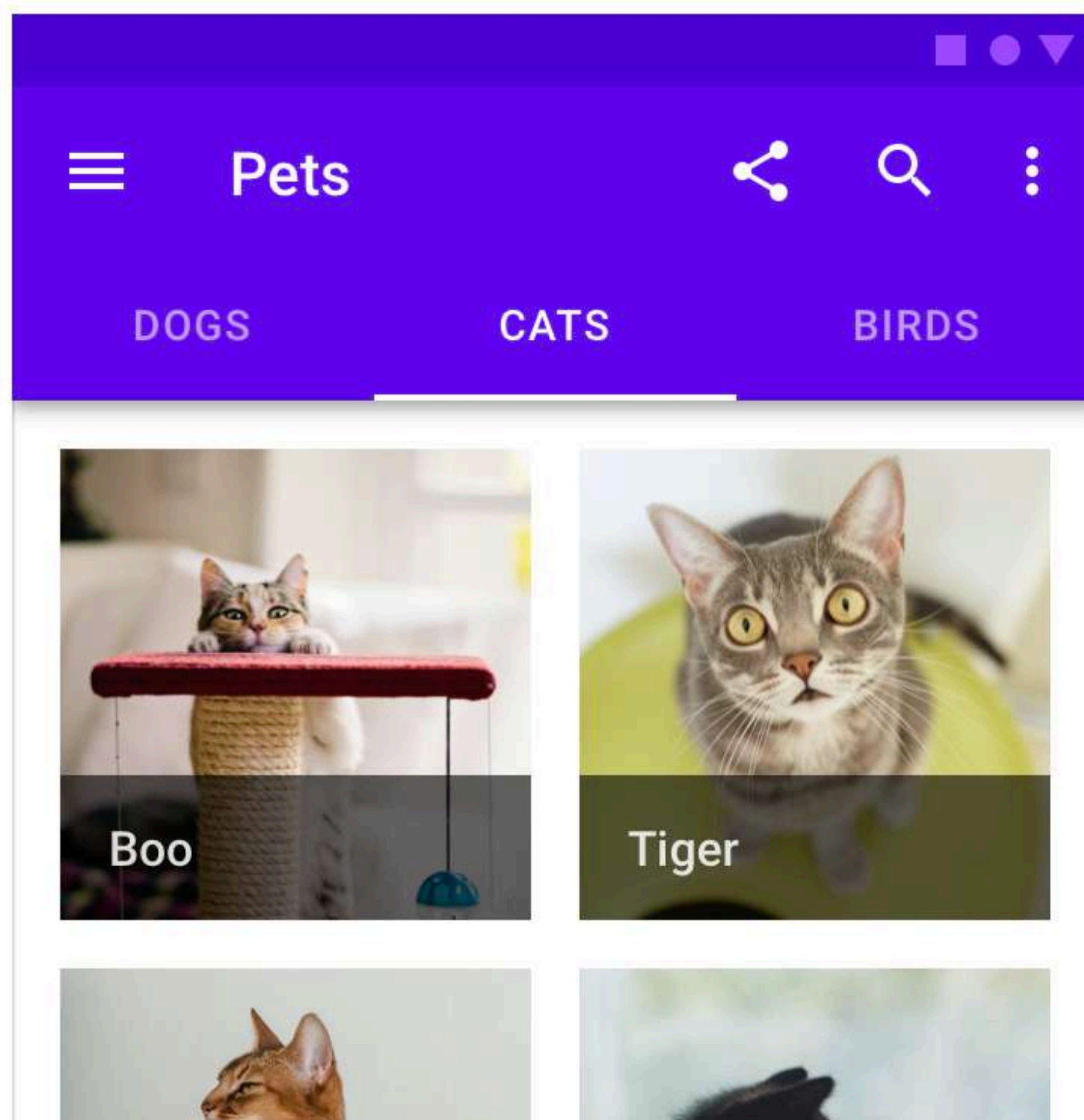
iOS & Android

Apple Human Interface Guidelines



iOS & Android

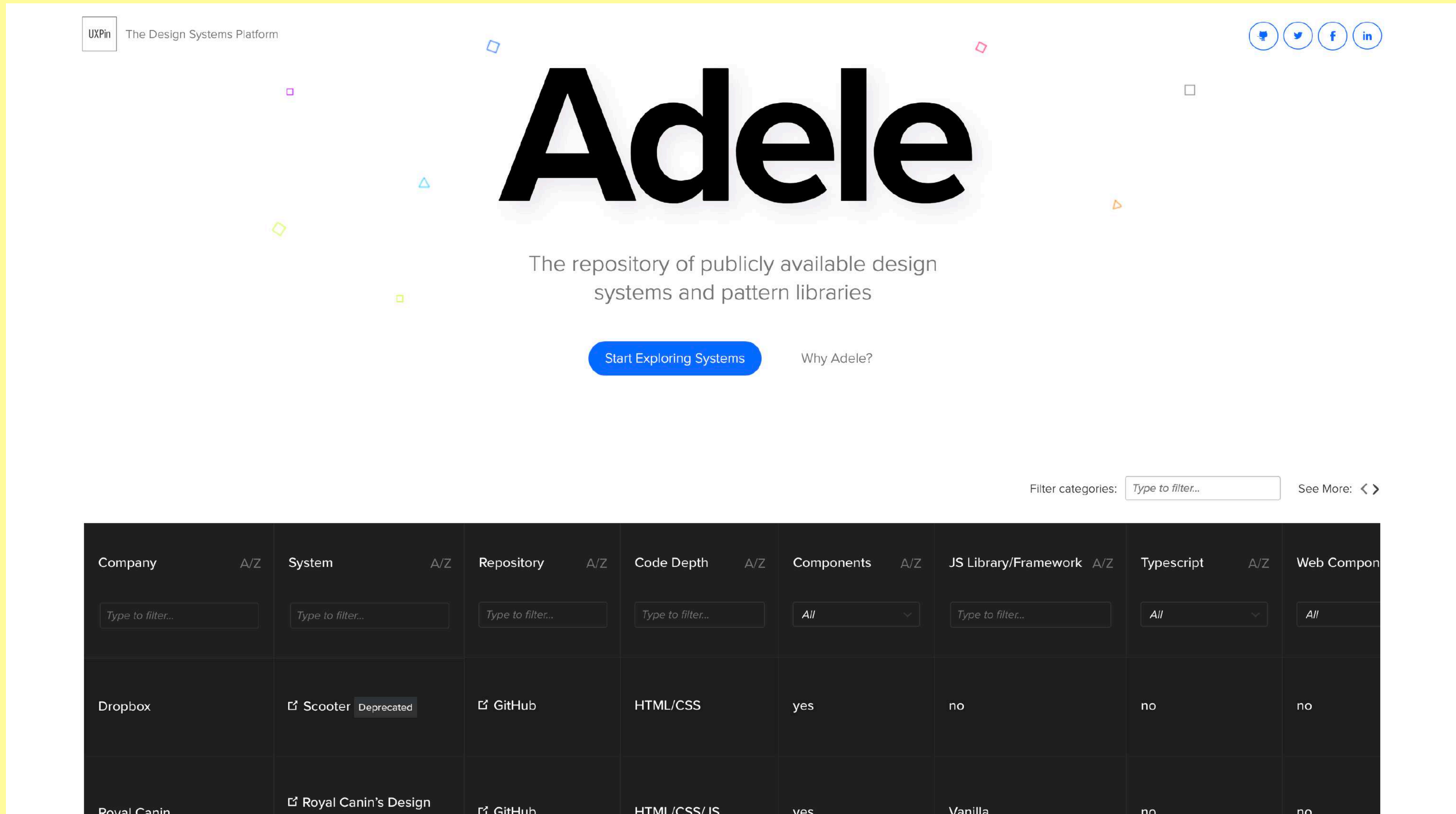
Google Material Design



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Referências

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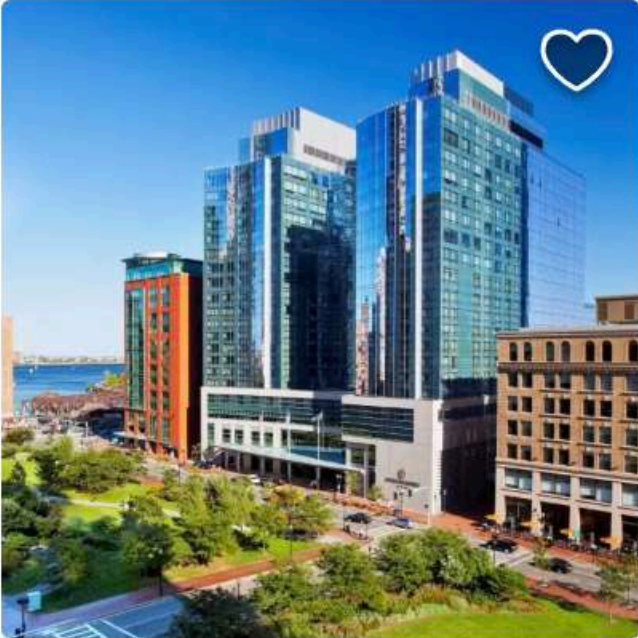
DARK PATTERNS

~~DARK~~ MEAN
PATTERNS

~~Dark~~ mean patterns

Funcionalidades do design de interface feitas para induzir os usuários a tomarem ações indesejadas em benefício do negócio.

Dark mean patterns



♥

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738 reviews

9.0

Guest Favorite

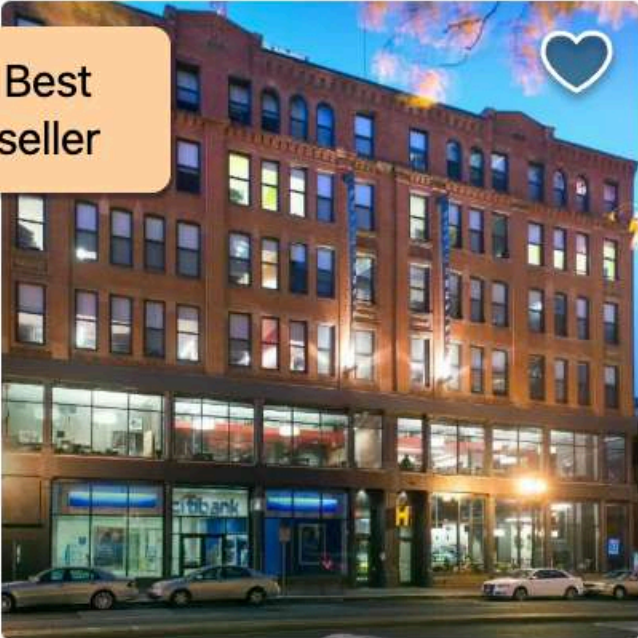
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1 queen bed

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Excellent

7,000 reviews

8.6

Location 9.4

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♥

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Exceptional

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9.5

Location 9.9

🕒 You missed it!

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Dark mean patterns



darkpatterns.org

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**DARK
PATTERNS**

WHAT ARE DARK PATTERNS?

Dark Patterns are tricks used in websites and apps that make you do things that you didn't mean to, like buying or signing up for something. The purpose of this site is to spread awareness and to shame companies that use them.

 How Dark Patterns Trick You Online  Share

**DARK
PATTERNS**



[Add to network](#) or [Skip this step »](#)

HOW DO DARK PATTERNS WORK?

When you use websites and apps, you don't read every word on every page - you skim read and make assumptions. If a company wants to trick you into doing something, they can take advantage of this by making a page look like it is saying one thing when it is in fact saying another. You can defend

~~Dark~~ mean patterns

Como é o processo de encerramento de uma conta na Amazon?

Encerrando uma conta na Amazon

The screenshot shows the Amazon homepage for a user named Evan. The top navigation bar includes the Amazon logo, a search bar, and links to 'Stream Prime Video', 'Account & Lists', 'Orders', and 'Prime'. Below the navigation bar, there's a large banner for the Echo dot smart speaker with the text "Alexa, call dad." and the Echo dot logo. The banner also features images of glasses, a notebook, and a pen. Below the banner, there are several promotional tiles: 'Hi, Evan' (CUSTOMER SINCE 2006), 'PRIME' (FREE 2-hour delivery. 10% off your first order.), 'FRESH' (Try grocery delivery: Save \$25 off \$100 or more), 'VIDEO' (Recommended for you: Sneaky Pete - Season 1), 'MUSIC' (Free with Prime: over 2 million songs), and 'MEET ALEXA' (Voice control your w Echo & Alexa devices). The bottom of the page shows the start of a 'Your Dash Buttons' section.

Settings NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon prime All Stream Prime Video

Deliver to LOS ANGELES 90043 Departments Your Pickup Location Browsing History Evan's Amazon.com Today's Deals Gift Cards EN Hello, Evan Account & Lists Orders Prime Cart

< "Alexa, call dad." echo dot >

Hi, Evan CUSTOMER SINCE 2006

YOUR ORDERS
0 recent orders

TOP CATEGORIES FOR YOU
Home & Kitchen
Arts, Crafts & Sewing
Video Games

PRIME
FREE 2-hour delivery. 10% off your first order.

FRESH
Try grocery delivery: Save \$25 off \$100 or more

VIDEO
Recommended for you:
Sneaky Pete - Season 1
PRIME ORIGINAL

sneaky pete

MUSIC
Free with Prime: over 2 million songs

MEET ALEXA
Voice control your w Echo & Alexa devices

Your Dash Buttons

Encerrando uma conta na Amazon

The screenshot shows the Amazon homepage with the 'Account & Lists' menu open. The top navigation bar includes the Amazon Prime logo, a search bar, and links to 'Stream Prime Video', 'Orders', and 'Prime'. The user's name 'Hello, Evan' is displayed next to the 'Account & Lists' link. The dropdown menu is divided into three sections: 'Buy it again', 'Your Lists', and 'Your Account'. The 'Buy it again' section lists three items: Green Mountain Coffee, Skinny Dipped Almonds, and Brita Standard Replacement Filters. The 'Your Lists' section lists various list types and creation options. The 'Your Account' section lists various account management options.

Buy it again

- Green Mountain Coffee, Kenya Extra Bold... \$14.97 [Add to Cart](#)
- Skinny Dipped Almonds, Dark Chocolate Cocoa... \$31.95 [Add to Cart](#)
- Brita Standard Replacement Filters for... \$25.49 [Add to Cart](#)

[View All & Manage](#)



Your Lists


- New List
- Shopping List
- Wish List
- Create a List
- Find a List or Registry
- Find a Gift
- Save Items from the Web
- Wedding Registry
- Baby Registry
- Friends & Family Gifting
- Pantry Lists
- Your Hearts
- Explore Idea Lists
- Explore Shop by Look








Your Account


- [Your Account](#)
- Your Orders
- Your Dash Buttons
- Your Lists
- Your Recommendations
- Your Subscribe & Save Items
- Memberships & Subscriptions
- Your Service Requests
- Your Prime Membership
- Your Garage
- Your Pets
- Register for a Business Account
- Your Amazon Credit Cards
- Your Content and Devices
- Your Music Library
- Your Prime Photos
- Your Amazon Drive
- Your Prime Video
- Your Kindle Unlimited
- Your Watchlist
- Your Video Library
- Your Android Apps & Devices
- Switch Accounts
- Sign Out

Encerrando uma conta na Amazon


NEW & INTERESTING FINDS ON AMAZON








All ▾



Stream **Prime Video**

 Deliver to
LOS ANGELES 90043

Departments ▾

Your Pickup Location

Browsing History ▾

Evan's Amazon.com

Today's Deals


Gift Cards


EN ▾

Hello, Evan
Account & Lists ▾

Orders

Prime ▾

 **0** Cart

**Evan's
Amazon**

YOUR ORDERS

0 recent orders

[View orders](#)

INCLUDED WITH PRIME

For you in Prime Video

[Explore](#)


GROCERIES TO YOUR DOOR


Try Amazon Fresh for FREE


[View Details](#)


CUSTOMER SINCE


2006


**Your Orders**
Track, return, or buy things again

**Login & security**
Edit login, name, and mobile number

**Prime**
View benefits and payment settings

**Your Addresses**
Edit addresses for orders and gifts

**Payment options**
Edit or add payment methods

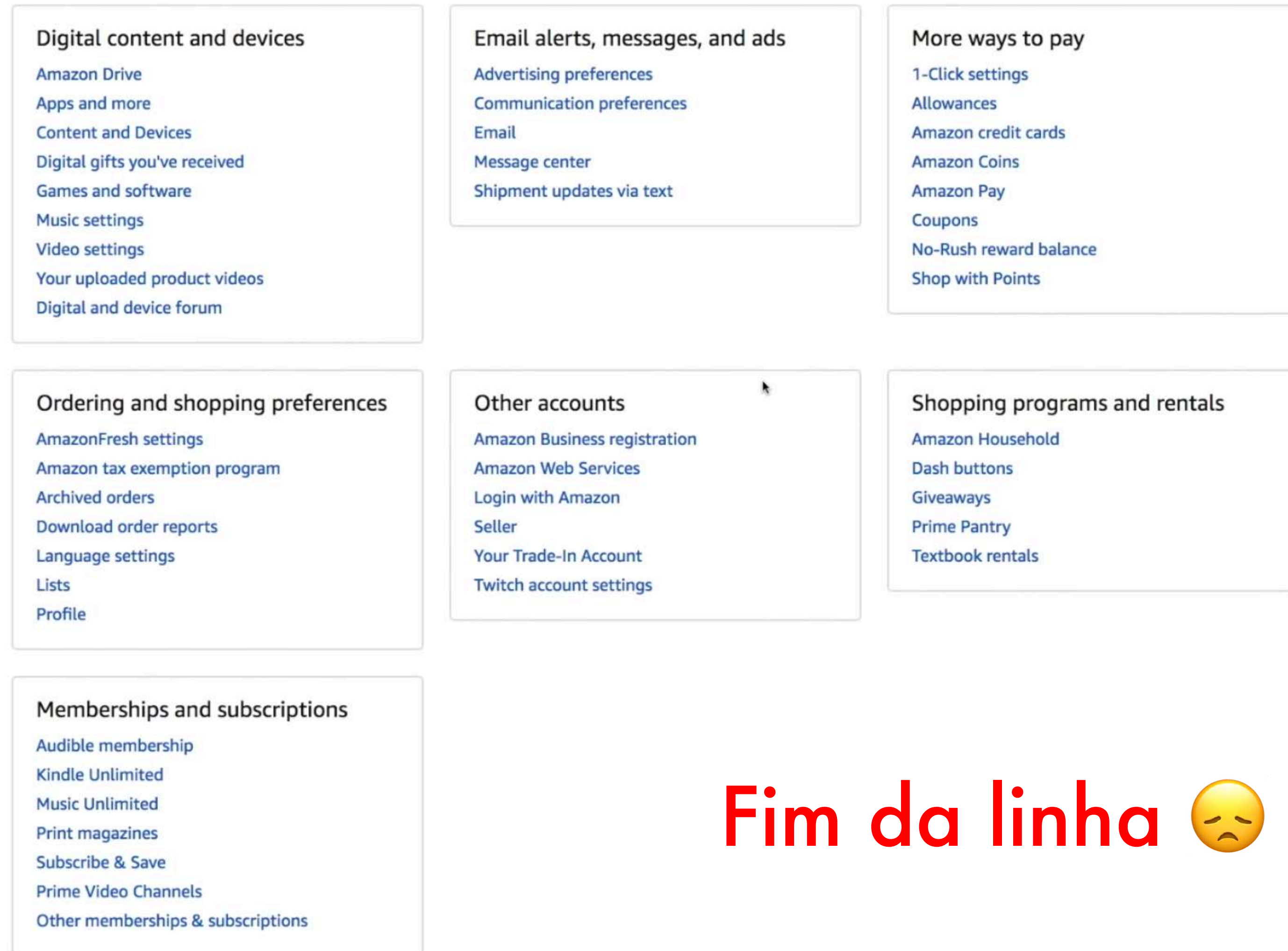
**Gift cards**
View balance or redeem a card

Digital content and devices
[Amazon Drive](#)
[Apps and more](#)
[Content and Devices](#)
[Digital gifts you've received](#)
[Games and software](#)
[Music settings](#)
[Video settings](#)
[Your uploaded product videos](#)
[Digital and device forum](#)

Email alerts, messages, and ads
[Advertising preferences](#)
[Communication preferences](#)
[Email](#)
[Message center](#)
[Shipment updates via text](#)

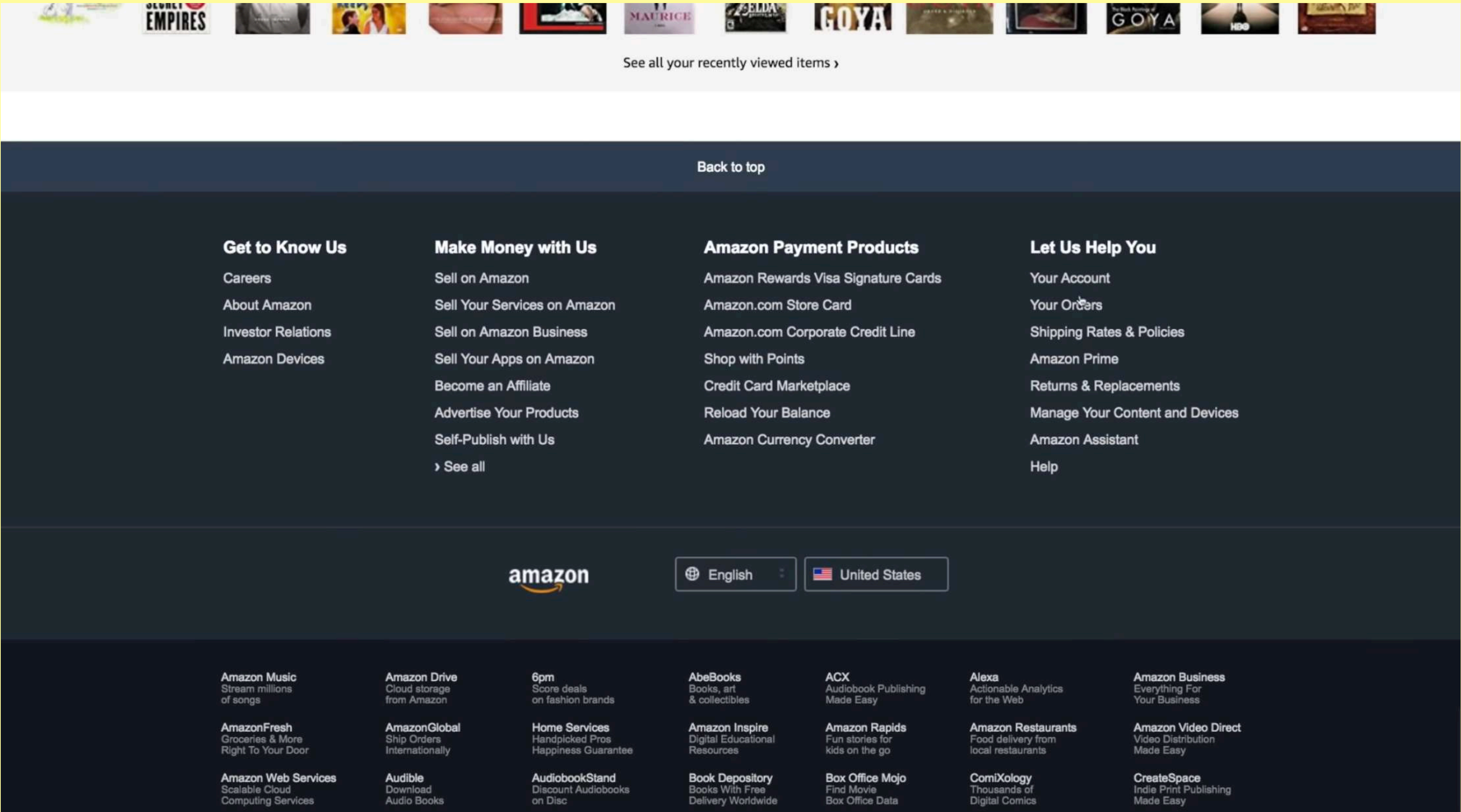
More ways to pay
[1-Click settings](#)
[Allowances](#)
[Amazon credit cards](#)
[Amazon Coins](#)
[Amazon Pay](#)
[Coupons](#)
[No-Rush reward balance](#)
[Shop with Points](#)

Encerrando uma conta na Amazon

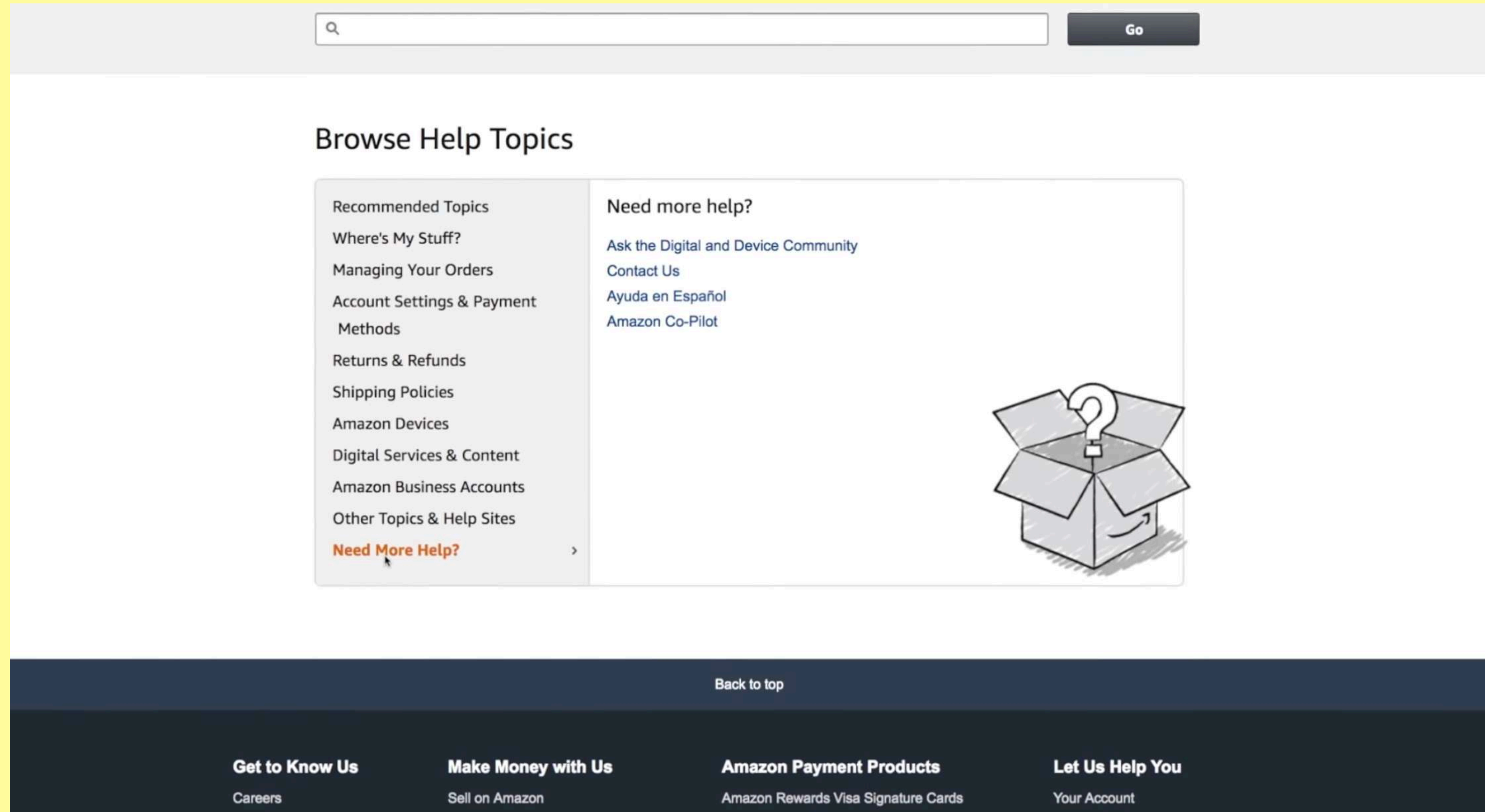


Fim da linha 🙄

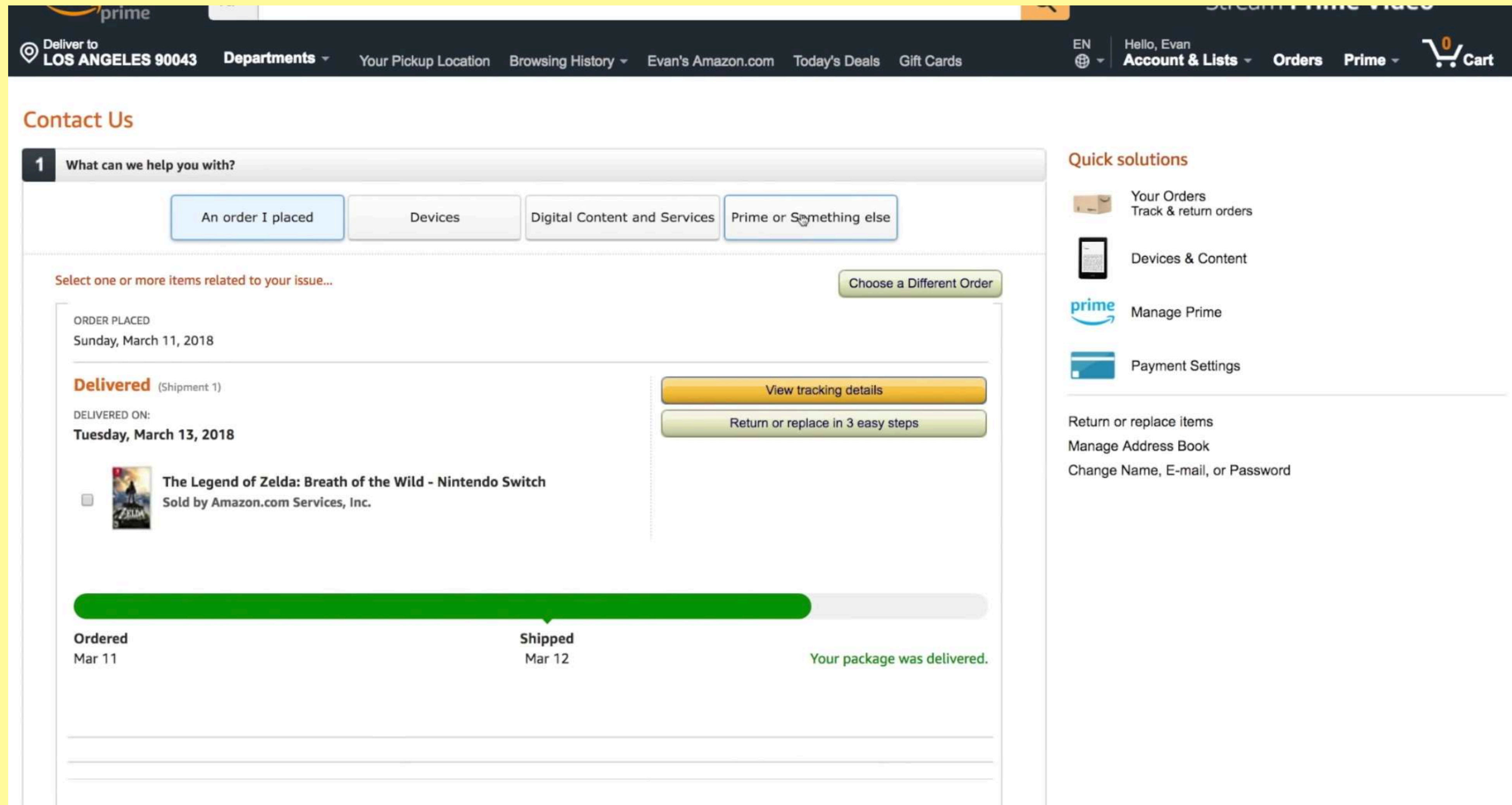
Encerrando uma conta na Amazon



Encerrando uma conta na Amazon



Encerrando uma conta na Amazon



Encerrando uma conta na Amazon

Make a change to your account

Click on the buttons at right to handle common account activities.

Visit [Your Account](#) to view and edit all of your account preferences.

If your issue cannot be fixed here, please continue describing your issue below so we can assist you.

Recent \$99 Charge?

Manage Payment Options

Manage Prime Membership

Apply Gift Card to Account

Show more

2 Tell us more about your issue

Select an issue

< Please make a selection >

prime

Manage Prime

Payment Settings

Return or replace items

Manage Address Book

Change Name, E-mail, or Password

Back to top

Get to Know Us

Careers

About Amazon

Investor Relations

Amazon Devices

Make Money with Us

Sell on Amazon

Sell Your Services on Amazon

Sell on Amazon Business

Sell Your Apps on Amazon

Become an Affiliate

Advertise Your Products

Self-Publish with Us

See all

Amazon Payment Products

Amazon Rewards Visa Signature Cards

Amazon.com Store Card

Amazon.com Corporate Credit Line

Shop with Points

Credit Card Marketplace

Reload Your Balance

Amazon Currency Converter

Let Us Help You

Your Account

Your Orders

Shipping Rates & Policies

Amazon Prime

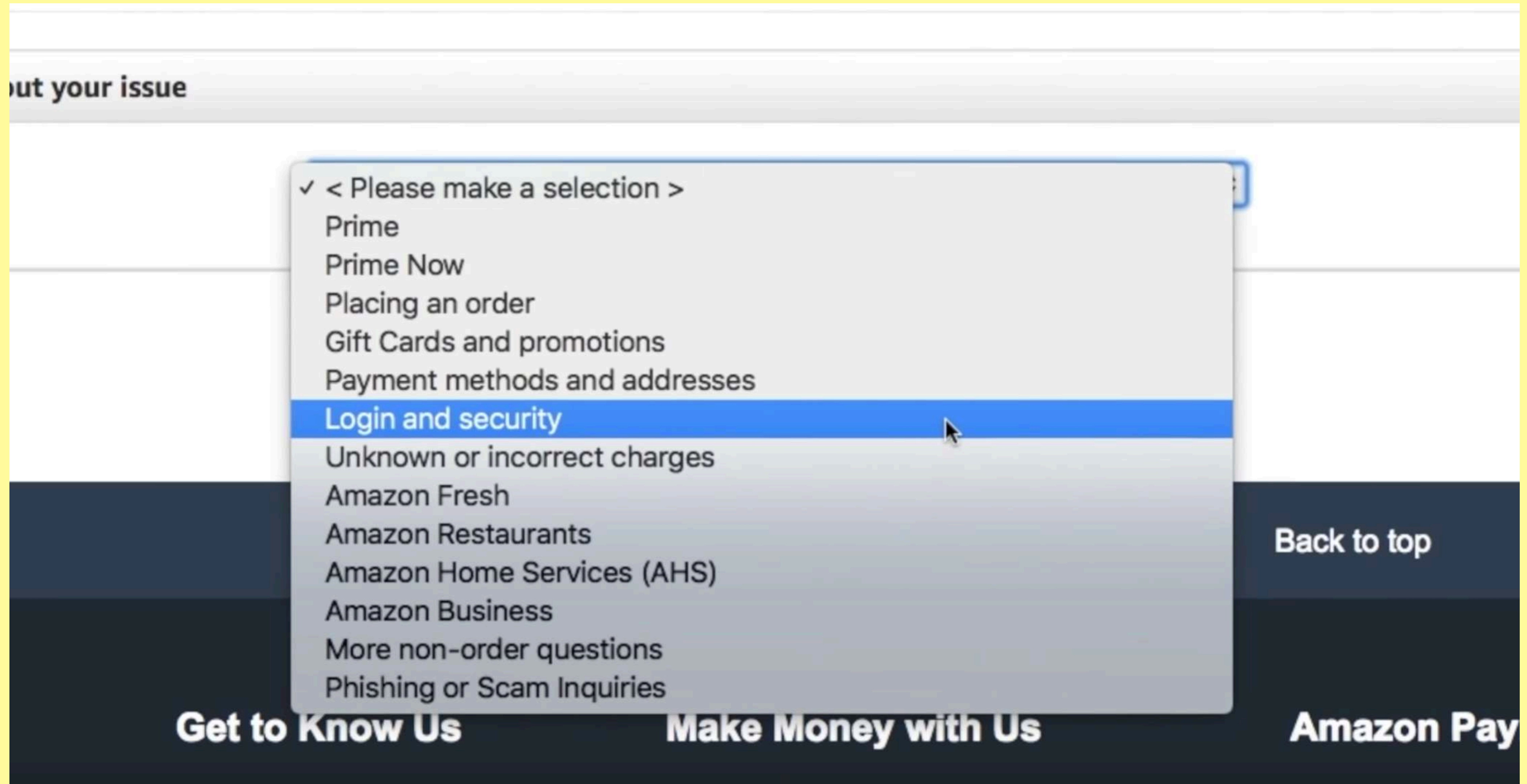
Returns & Replacements

Manage Your Content and Devices

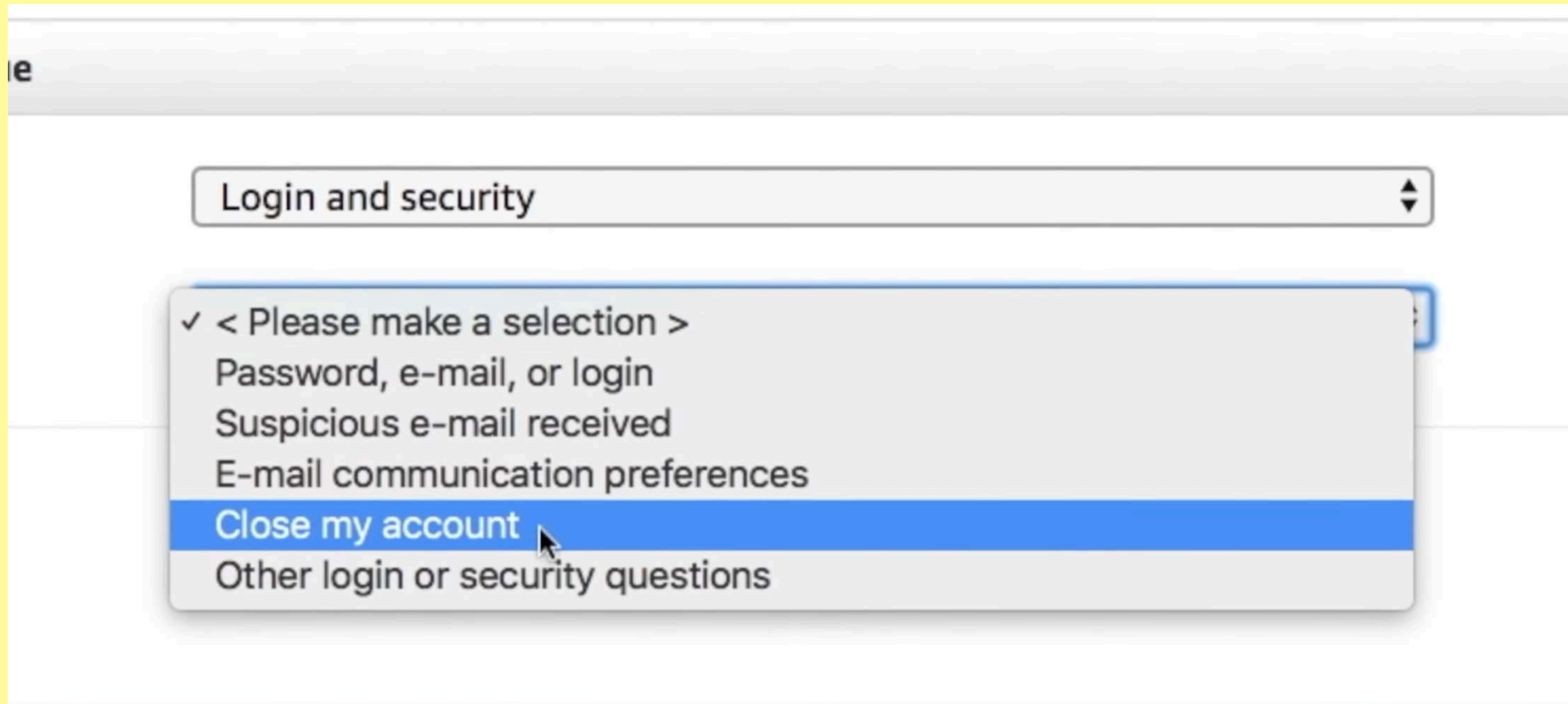
Amazon Assistant

Help

Encerrando uma conta na Amazon



Encerrando uma conta na Amazon



Back

Encerrando uma conta na Amazon

Tell us more

Login and security

Close my account

Did You Know?

Once your account is closed, it's no longer accessible by you or anyone else. Keep in mind:

- You won't have access to other websites using your Amazon.com log-in (Audible.com, certain international Amazon sites, etc.)
- You won't have access to your account history (including credit card information, order history, etc.)
- Returns and refunds can't be processed for orders on closed accounts (including textbook rentals)

To close your account, please contact us to request that your account be closed.

If you simply need to change your e-mail address or remove a payment method from your account, you don't need to close your account. For more information on updating your account, go to [Change Your Account Settings](#).

Or, talk to someone

E-mail

Phone

Chat

Encerrando uma conta na Amazon

Tell us more

Login and security

Close my account

Did You Know?

Once your account is closed, it's no longer accessible by you or anyone else.

- You won't have access to other websites using your Amazon.com log-in.
- You won't have access to your account history (including credit card information).
- Returns and refunds can't be processed for orders on closed accounts.

To close your account, please contact us to request that your account be closed.

If you simply need to change your e-mail address or remove a payment method, go to [Change Your Account Settings](#).

Or, talk to someone

E-mail

Phone

Live Chat with Amazon.com

amazon.com/gp/help/chat/popup.html?c2cId=b36f17d7-118a-4f17-bc3d...

Chat

Sound Close Window

Start a Live Chat

Please complete the form below to get started

Hello, **Thiago Luiz de Barcelos Vital** (use a different name)

How can we help you today?

☐ E-mail a transcript of this chat to thiagolbarcelos@gmail.com

Cancel

Start Chat

Ready to Connect

**NOVE
ETAPAS!**



~~Dark~~ mean patterns

Nossa maior defesa contra os dark patterns é saber da existência e estar ciente deles e advogar sempre em prol do usuário.

**MODIFICAR
HACKEAR E
QUEBRAR PADRÕES**

Quebrar padrões

**Padrões devem ser vistos
como uma referência e não
como uma norma. Não deve
restringir a criatividade.**

Quebrar padrões

O padrão de interação pode variar na forma e na função, porém a estrutura permanece a mesma.

Quebrar padrões



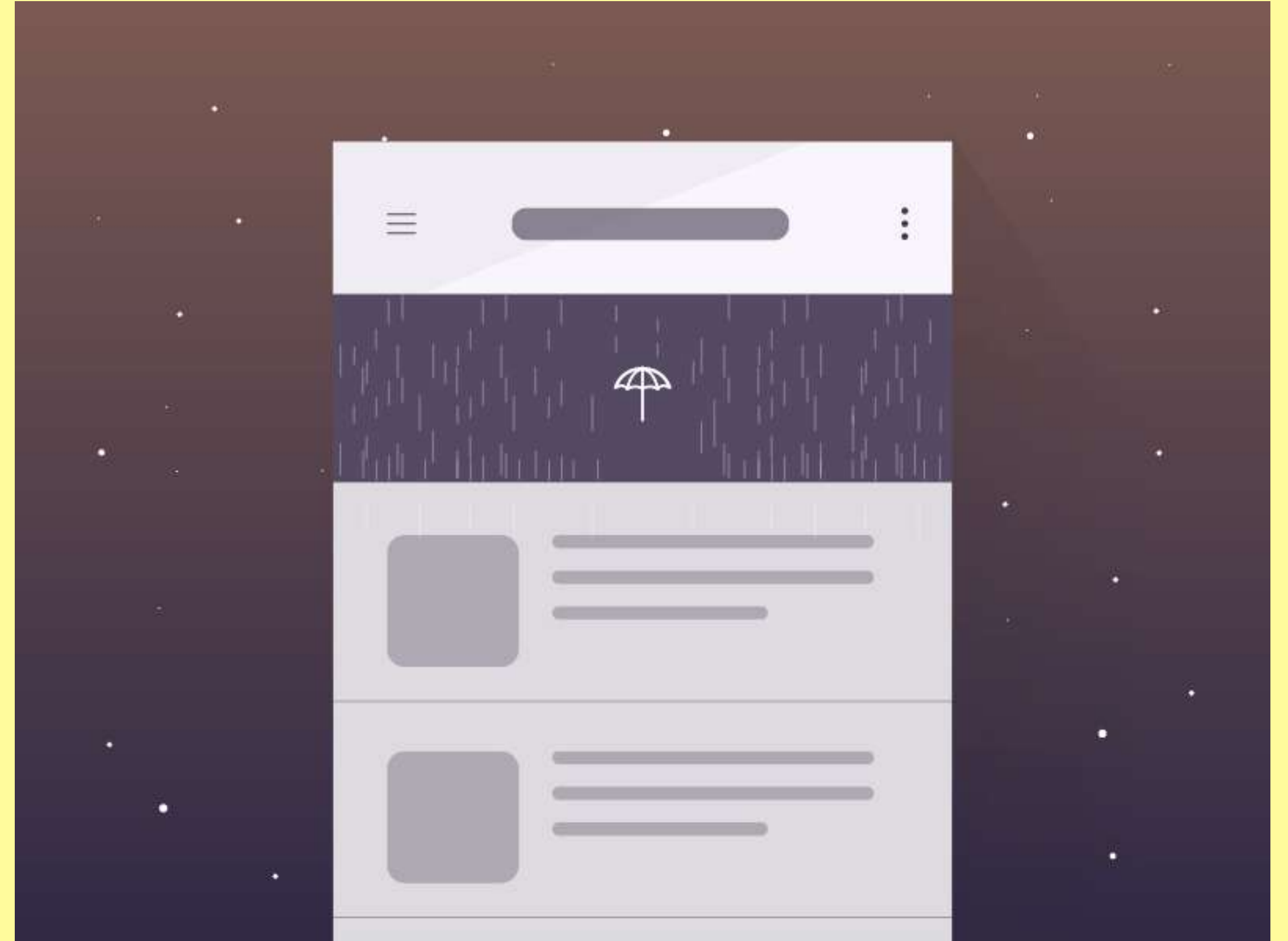
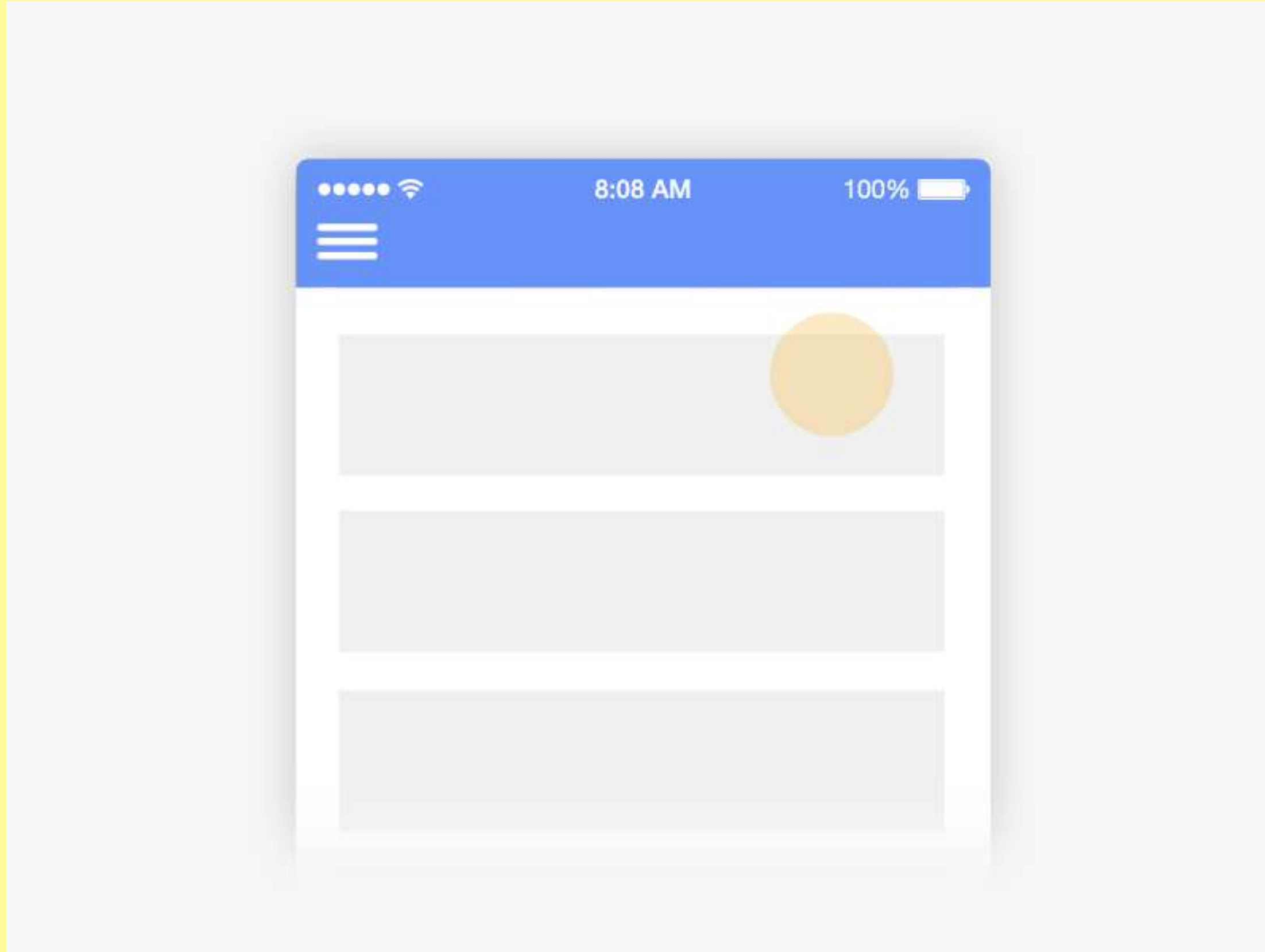
Quebrar padrões



Quebrar padrões



Quebrar padrões



**COMO APRIMORAR
ESSE VOCABULÁRIO
VISUAL?**

Aprimorando o vocabulário

- **Aprender praticando. Cada novo projeto é uma oportunidade para se desenvolver**
- **Ver inspirações e exemplos. Estímulos constantes e análise crítica**
- **Identificar estruturas recorrentes e experimentar**

BCA escola
britânica
de artes
criativas

Módulo #21

Padrões de Interface

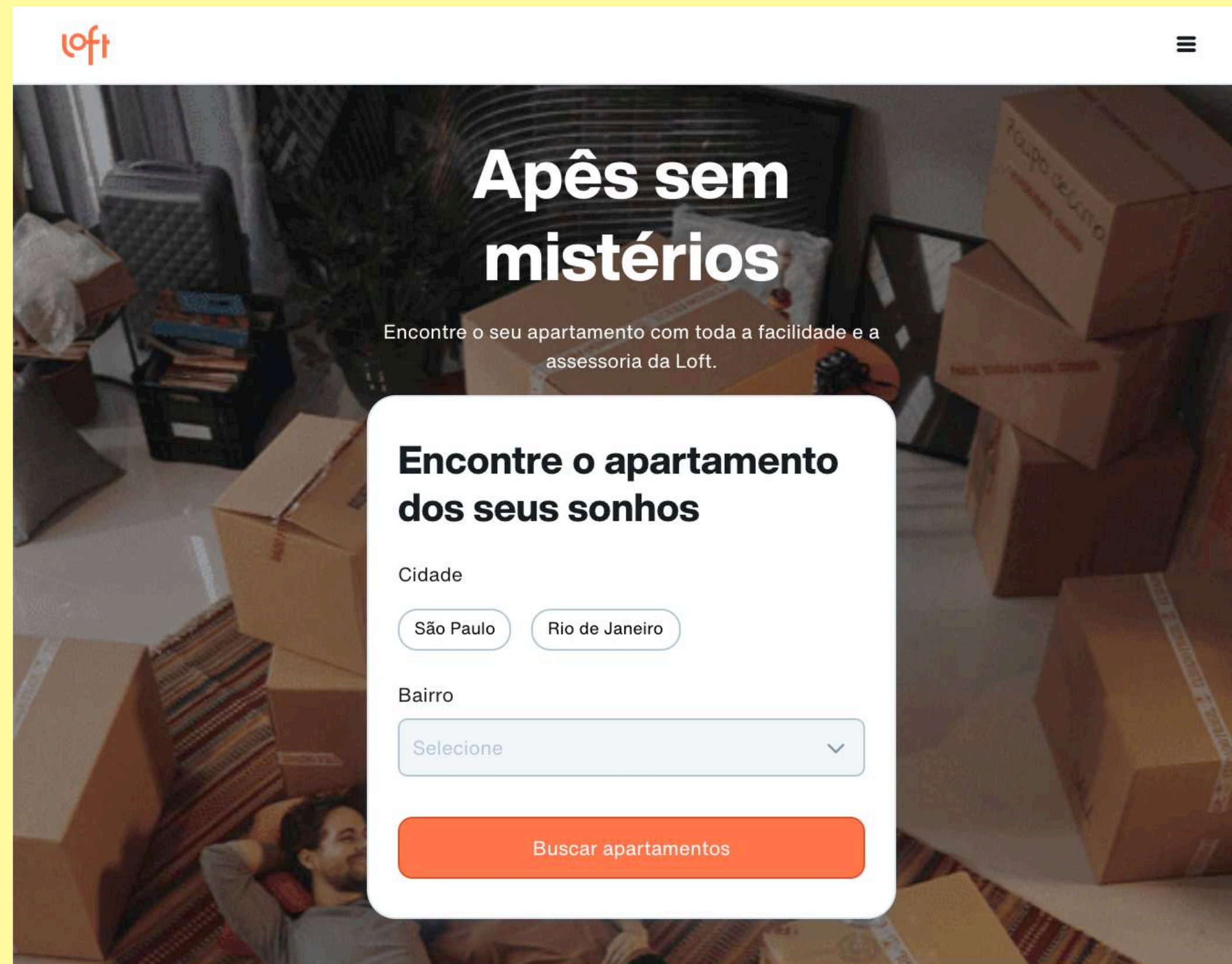
ATOMIC

DESIGN

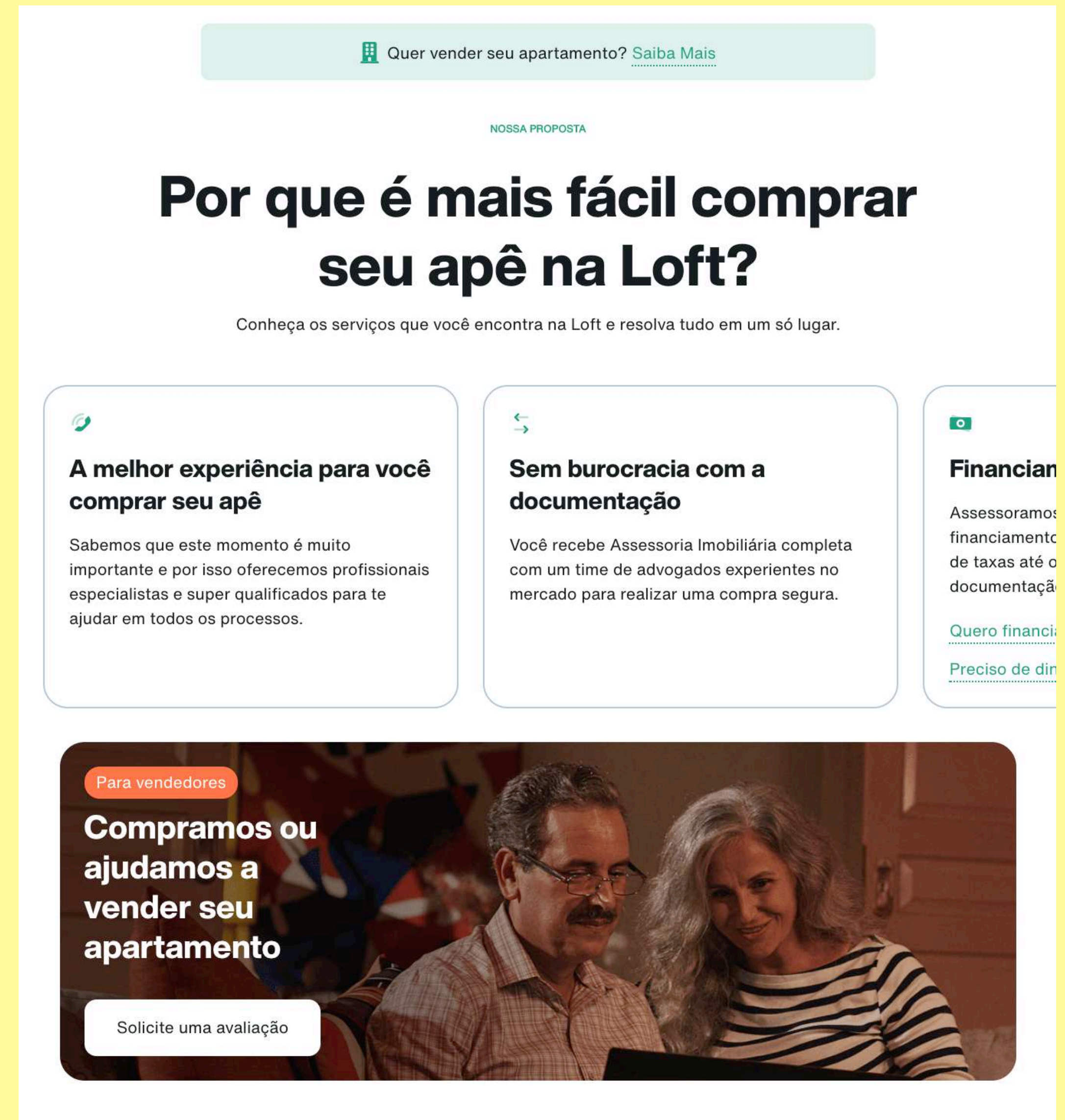
Estrutura visual de uma interface

- Sistemas são construídos pela combinação de várias peças que formam um todo: componentes;
- Componentes que agrupados por sua função e por contexto;
- Componentes estáticos, dinâmicos e reaproveitáveis;
- Dos mais simples aos mais complexos;

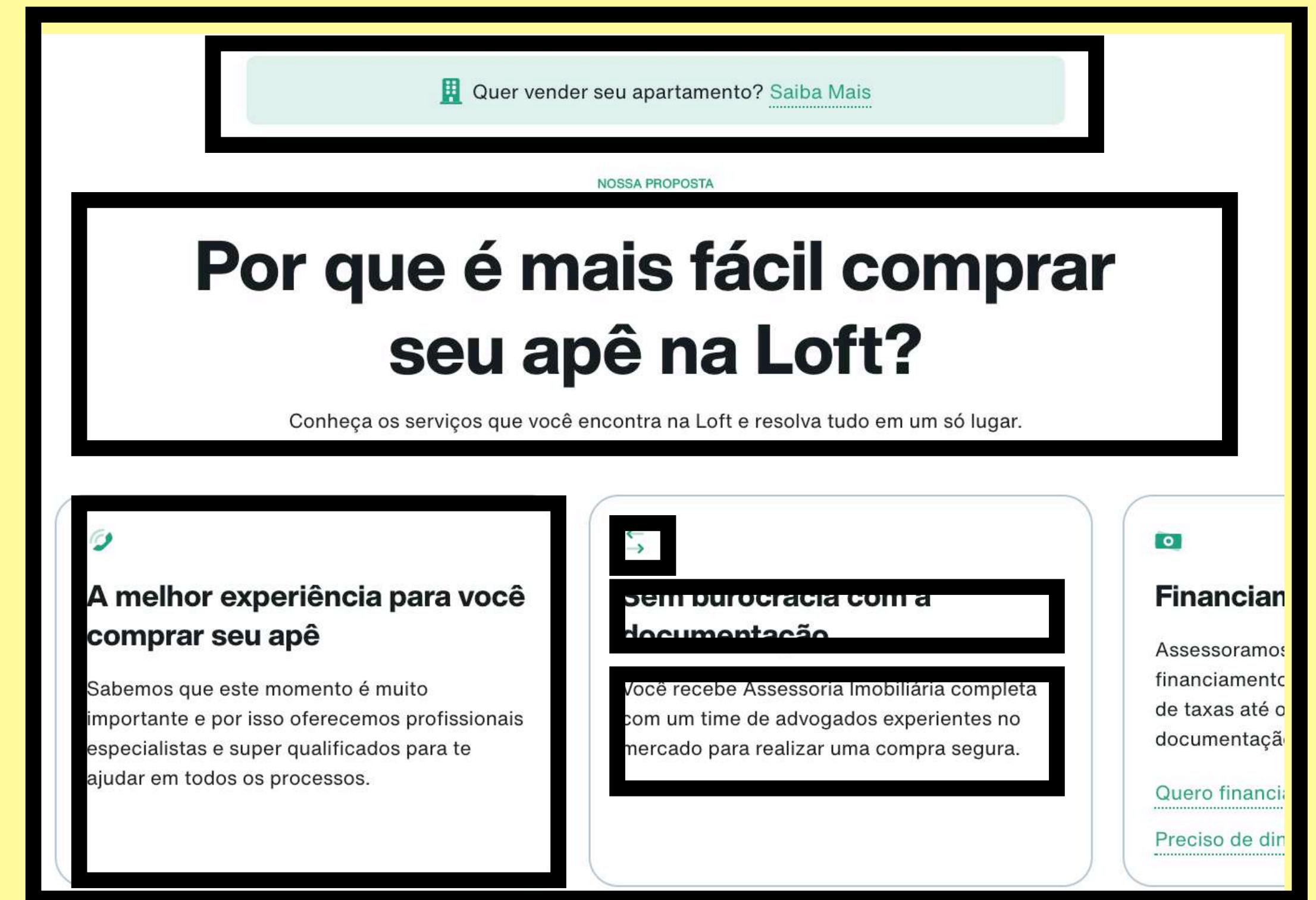
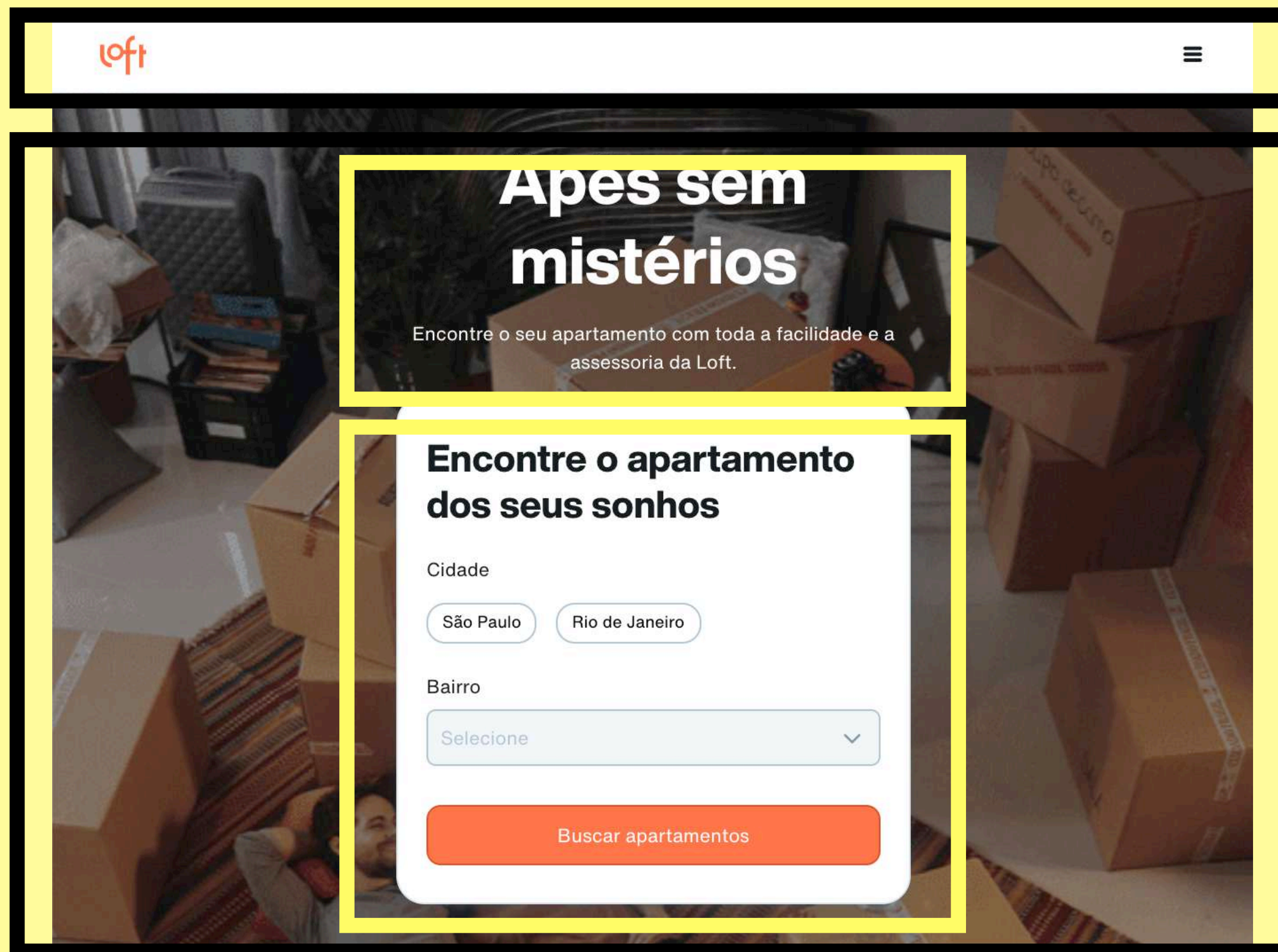
Estrutura visual de uma interface



Por que é mais fácil comprar seu apê na Loft?



Estrutura visual de uma interface



**COMPONENTES
MODULARIZADOS**

**PADRÕES
DE INTERFACE
CONSOLIDADOS**

Padrões de interface

Account Set Up

Plan > Profile > Address > Contacts > Customize > Finish

Tell us about your contacts

This can include people who signed up to receive marketing emails from your organization, or those who solely receive transactional emails. Learn more about [Mailchimp contact types](#).

Do you have a list of contacts?

- ☐ Yes
- ☒ No
- ☐ I'm not sure...

That's ok! We can help you find contacts with ads and landing pages.

Continue

©2001–2020 All Rights Reserved. Mailchimp® is a registered trademark of The Rocket Science Group.
[Privacy](#) and [Terms](#).

☐ Yes

☒ No

☐ I'm not sure...

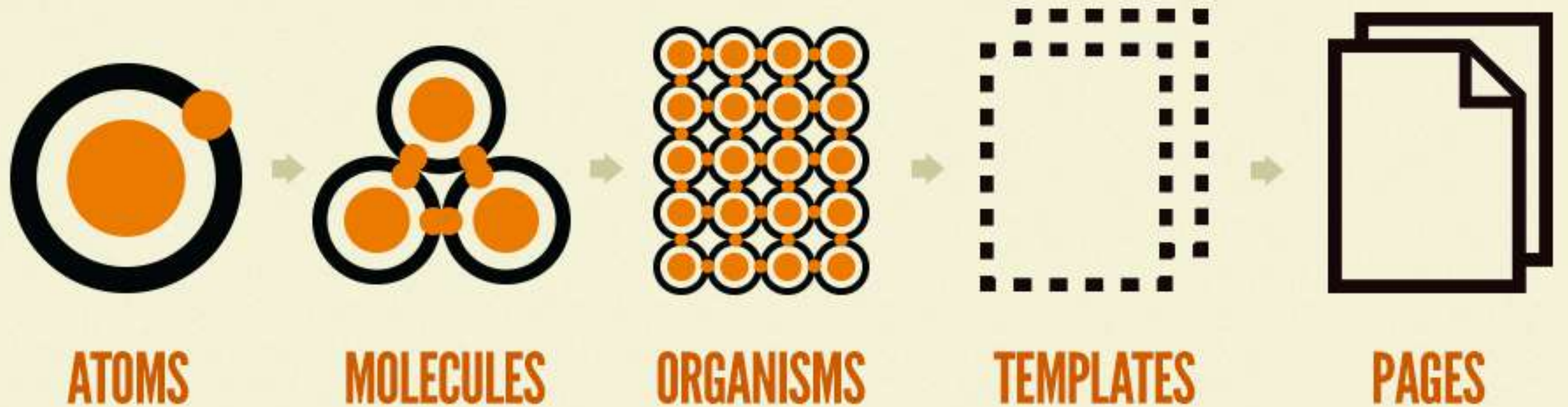
☐ Services

☒ Other

List your unique product or service

Atomic design

O Atomic Design é uma metodologia que nos ajuda a pensar na interface do usuário (UI) de maneira hierárquica e reforça a importância da qualidade de biblioteca de padrões eficazes, e apresenta técnicas para otimizar o fluxo de trabalho do design e desenvolvimento em equipe.





SEARCH THE SITE

LABEL

ENTER KEYWORD

INPUT

SEARCH

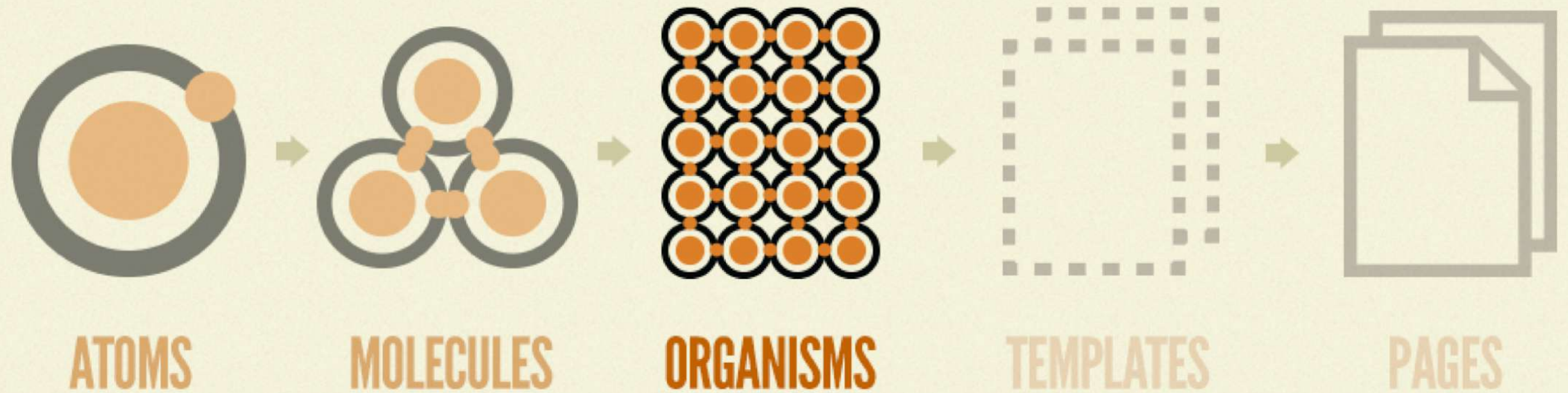
BUTTON

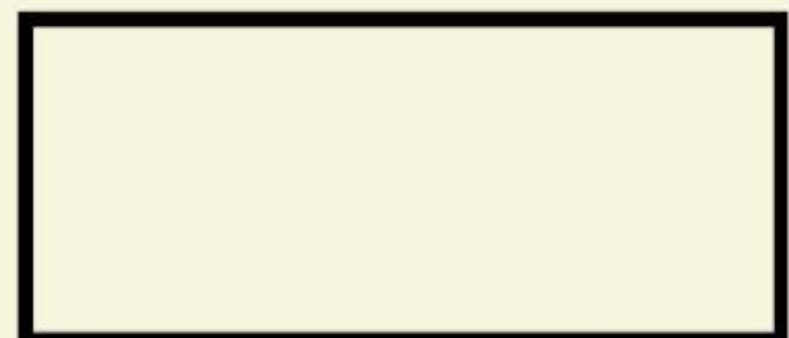


SEARCH THE SITE

ENTER KEYWORD

SEARCH





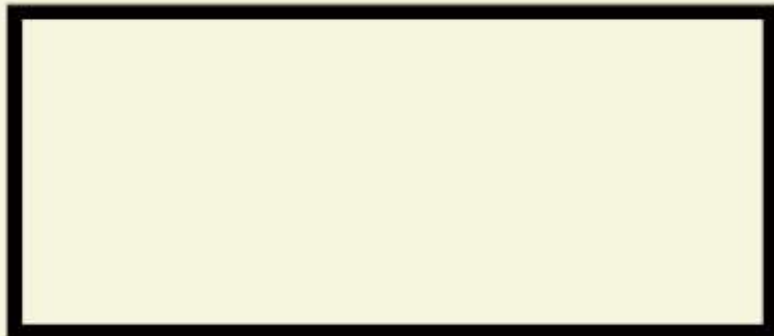
Nav Nav Nav Nav Nav

SEARCH THE SITE

ENTER KEYWORD

SEARCH





Nav Nav Nav Nav Nav

SEARCH THE SITE

ENTER KEYWORD

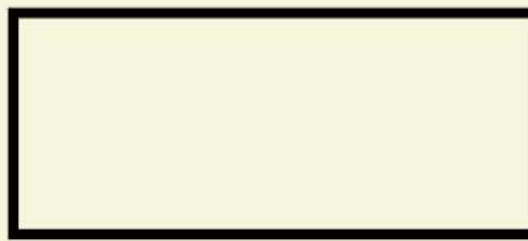
SEARCH



[Solid black bar]







Nav Nav Nav Nav Nav

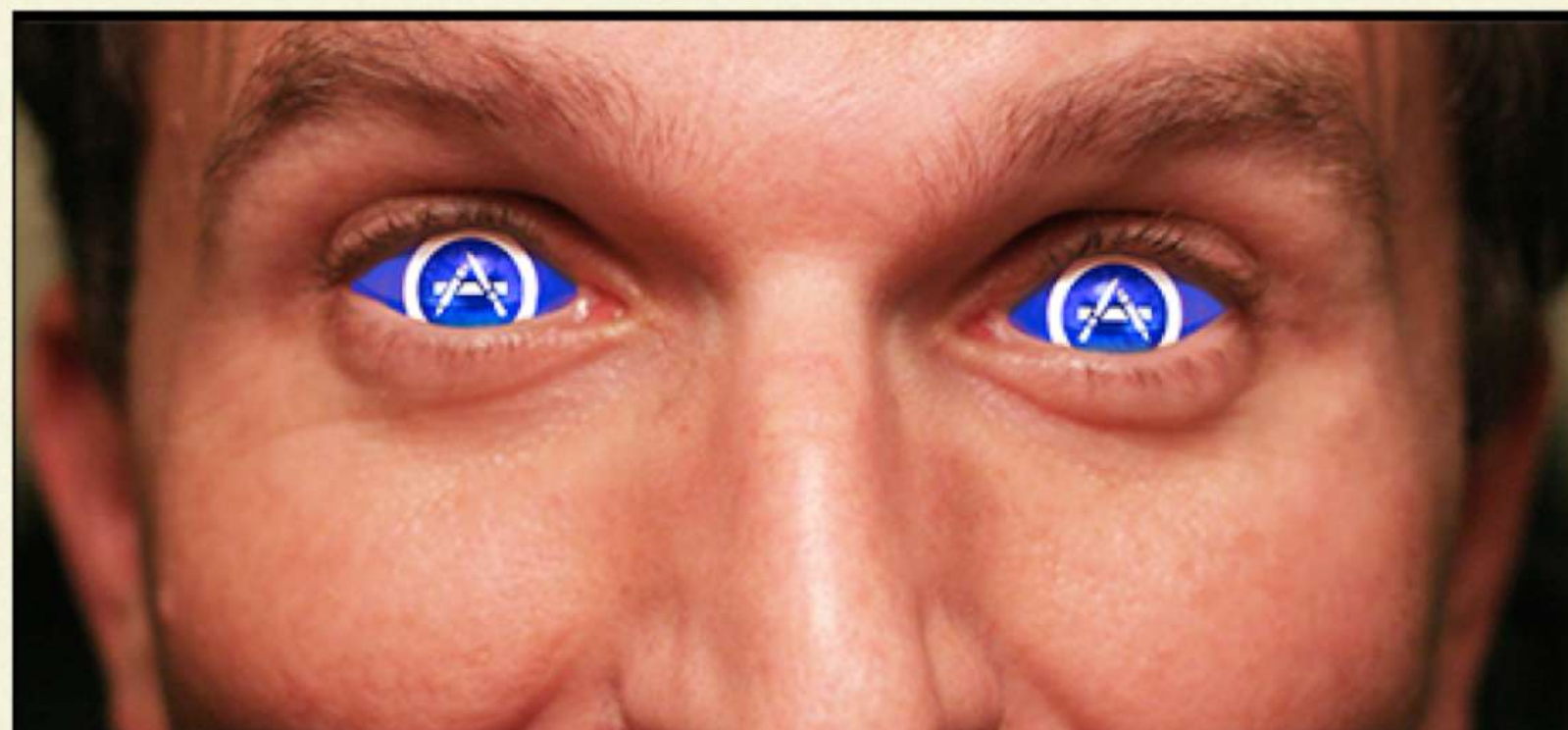
SEARCH THE SITE

ENTER KEYWORD

SEARCH









ATOMS



PHOTO

XXXXXX likes

thisistheusersinstagramhandle

2h

Lorem ipsum dolor sit amet, consectetur adipiscing

150 x 150

1080 x 1080



MOLECULES

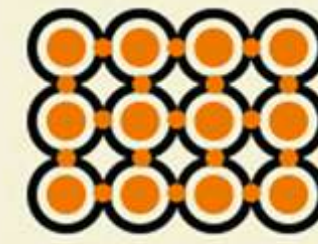


thisistheusersinstagramhandle 2h



♥ XXXXXX likes

thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



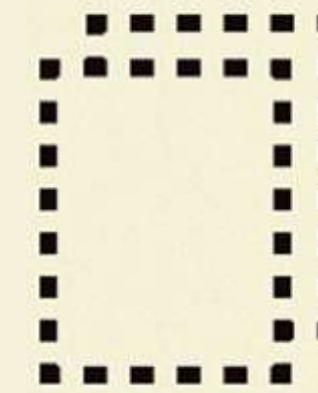
ORGANISMS



thisistheusersinstagramhandle 2h



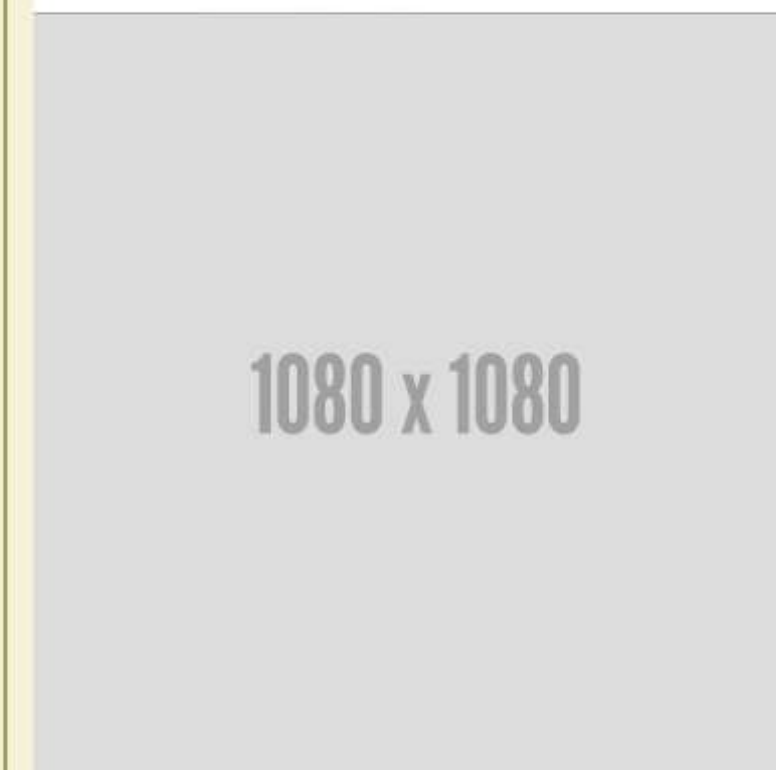
♥ XXXXXX likes
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



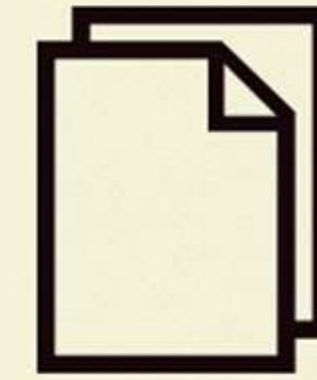
TEMPLATES



thisistheusersinstagramhandle 2h



♥ XXXXXX likes
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



PAGES



brad_frost 2h



♥ 41 likes
brad_frost Hi!



O que importa na hora de documentar é você saber separar o que são componentes de base, que formam outros componentes, os complexos.



~~ATOMS~~



Básicos
Componentes
indivisíveis




~~MOLECULES~~

Complexos
Formado por um ou mais
componente básicos

Exemplo





Apês sem mistérios

Encontre o seu apartamento com toda a facilidade e a assessoria da Loft.

Encontre o apartamento dos seus sonhos

Cidade

São PauloRio de Janeiro

Bairro

Selecione▼

Buscar apartamentos

Quer vender seu apartamento? [Saiba Mais](#)

NOSSA PROPOSTA

Por que é mais fácil comprar seu apê na Loft?

 Quer vender seu apartamento? [Saiba Mais](#)

NOSSA PROPOSTA


Por que é mais fácil comprar seu apê na Loft?

Conheça os serviços que você encontra na Loft e resolva tudo em um só lugar.




A melhor experiência para você comprar seu apê

Sabemos que este momento é muito importante e por isso oferecemos profissionais especialistas e super qualificados para te ajudar em todos os processos.



Sem burocracia com a documentação

Você recebe Assessoria Imobiliária completa com um time de advogados experientes no mercado para realizar uma compra segura.



Financiamos seu apê

Assessoramos seu financiamento de taxas até o documento de compra.

[Quero financiar](#)

[Preciso de dinheiro](#)

Para vendedores

Compramos ou ajudamos a vender seu apartamento

Solicite uma avaliação



Por que isso é importante?

- **Ajuda a estruturar a forma como os componentes serão codificados;**
- **Reaproveitamento de código;**
- **Simplifica o processo de design;**
- **Consistência visual para os usuários.**

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de artes
criativas