

# Vinicius Ribeiro

Equity Partner  
USER EXPERIENCE  
DESIGN





INTEGRAÇÃO V4 COMPANY

# UX / DESIGN



# O mundo sem ux design



**O mundo sem design**



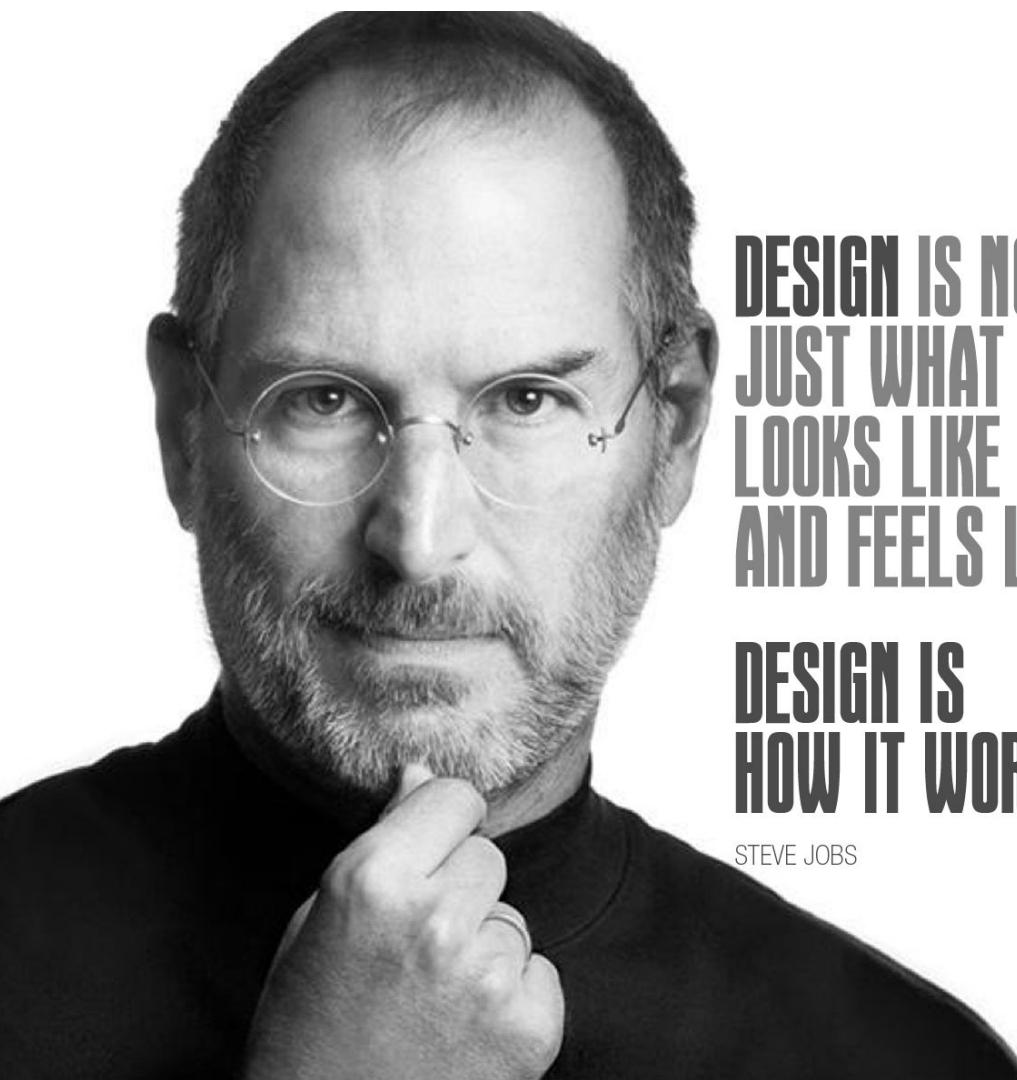
A photograph of a dense forest with tall, thin trees. Sunlight filters through the canopy, creating bright patches on the green grassy ground. The perspective leads into the distance where more trees stand.

FOREST







A black and white close-up photograph of Steve Jobs. He is looking directly at the camera with a thoughtful expression, his right hand resting against his chin. He has short, light-colored hair and is wearing round-rimmed glasses and a dark turtleneck.

**DESIGN IS NOT  
JUST WHAT IT  
LOOKS LIKE  
AND FEELS LIKE.**

**DESIGN IS  
HOW IT WORKS.**

STEVE JOBS

 Scott Sakamoto, Ronin Studios

# DESIGN NÃO É:

- Apenas estética:  
bonito e feio
- Ser criativo
- Criar uma “arte”.





User experience

Design

*““A Experiência do Usuário” engloba todos os aspectos da interação do usuários finais com a empresa, seus serviços e seus produtos, até eles falam sobre ele.”*

*Don Norman*



# The UX process

Understand

Research

Analyze

Design

Launch

Analyze again

- Entender quem é público
- Nível de Consciência
- Comportamento e
- Linguagem
- Dores e Objeções
- O que eles buscam
- Como o meu produto resolve?





# O QUE É DESIGN?



Designing the Product

VS.

LIÇÃO: **Se ponha no lugar do usuário.**



Designing the Experience

# OBJETIVO:

- Princípios de UX
- Design
- Técnicas Básicas

# O que eu ganho com isso?

Tendo base técnica, tudo vai se tornar mais fluido e o mais importante, vai ajudar vocês a gerarem mais resultados pra vocês mesmos.

- **VAI PREVENIR MUITAS DORES LÁ NA FRENTE.**

# IMPORTÂNCIA

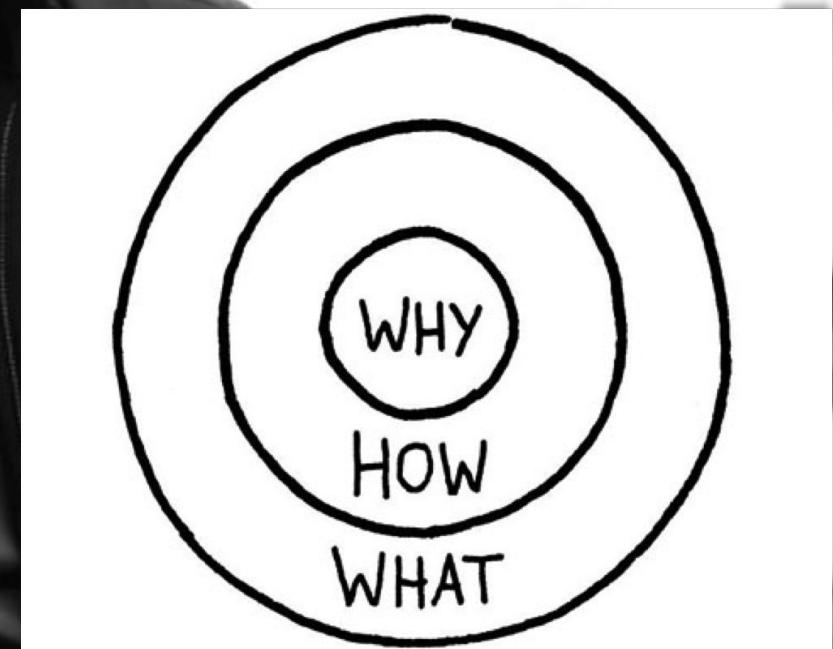
Algumas vezes desprezada, algumas vezes supervvalorizada.



# IMPORTÂNCIA

**“Nossas decisões mais profundas não são racionais, são emocionais.”**

**Simon Sinek**



# IMPORTÂNCIA

Nosso cérebro...

- **USER EXPERIENCE > DESIGN**



# O que?

As questões mais práticas e importantes que vocês vão precisar no dia a dia, pra tocar a franquia com mais tranquilidade, sem sofrer.

- **USER EXPERIENCE > DESIGN**

# MÉTODO:

## Conceito & Prática

A nossa missão é aprender a fazer e não só saber o que fazer.

Primeiro a gente faz uma introdução sobre o tema, aprende a teoria e depois já parte pra mão na massa pra exercitar.



# O QUE VAMOS APRENDER?

- Técnicas Básicas de Design (para aprender e sair fazendo)
- Noções de Identidade Visual e Branding
- Noções de Copywriting
- Princípios básicos de anúncios (+ regras facebook + boas práticas V4)
- Estrutura de Landing Pages
- Noções de Unbounce
- CRO / UI / UX
- Resolvendo Problemas Práticos
- Construir relação e resultados junto com os clientes

# UI UX

USER INTERFACE  
DESIGN THE PRODUCT



USER EXPERIENCE  
DESIGN THE EXPERIENCE

UI + UX = INTERACTIVE EXCELLENCE

# Se ponha no lugar do usuário.



# Facilite



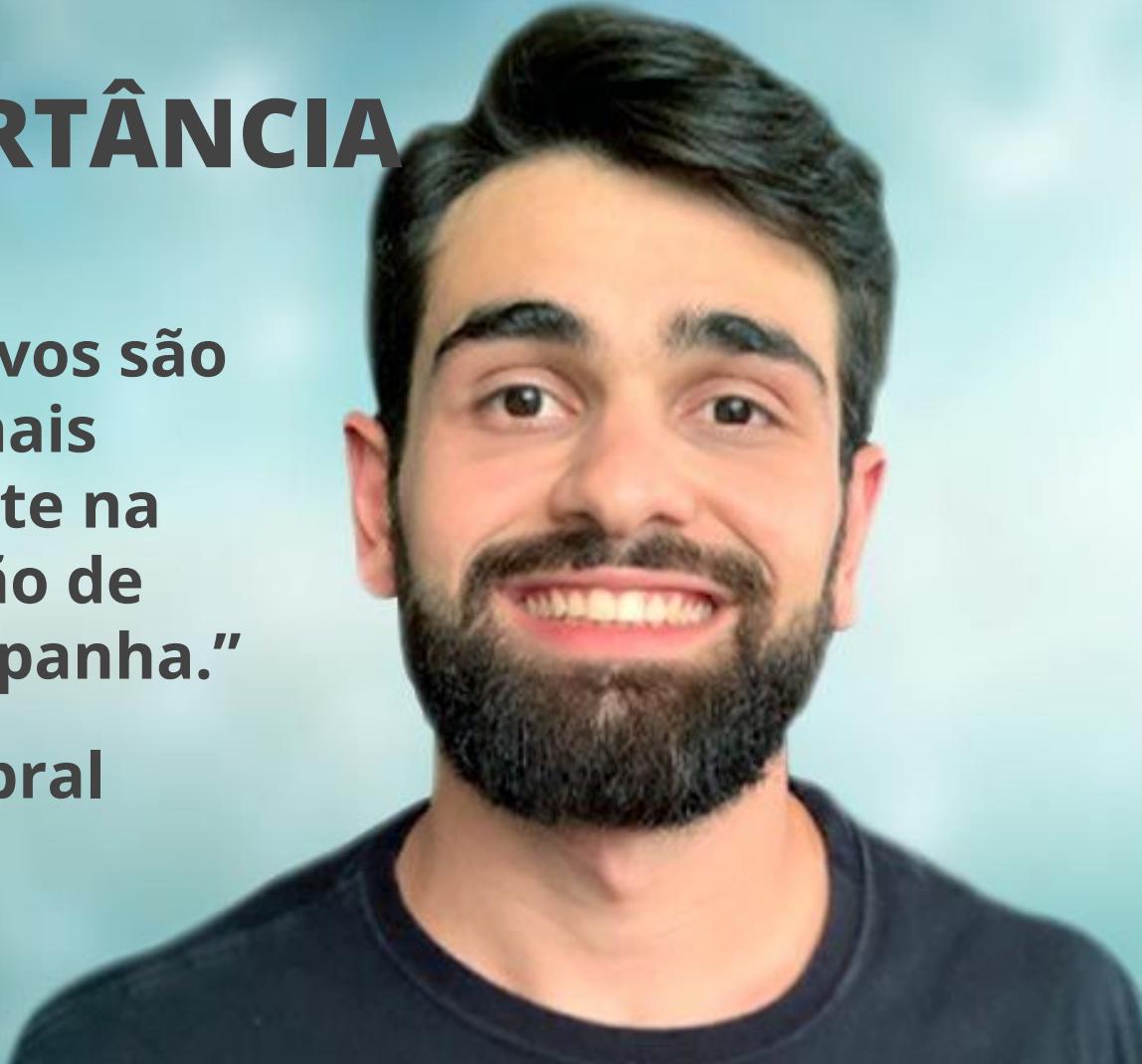
# UX

USER EXPERIENCE  
DESIGN THE EXPERIENCE

# **IMPORTÂNCIA**

**“Os criativos são  
a parte mais  
importante na  
otimização de  
uma campanha.”**

**Pedro Sobral**







# Como? Princípios

# Contraste



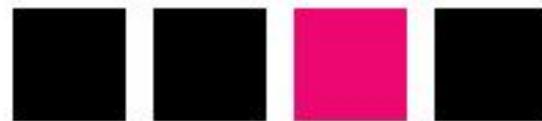
# **1. CONTRASTE**

## **= Oposição**

Escuro/ Claro/ Grande / Pequeno /  
Textura / Liso / Redondo / Quadrado



Color



Typeface

thankyou

Shape



Line



Size



Orientation



cores diferentes

**GRANDE**  
pequeno

**finogrosso**

Tipografías  
*diferentes*



FORMAS

DIFERENTES

# Como NÃO fazer!

## Heading

### Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.



## Heading

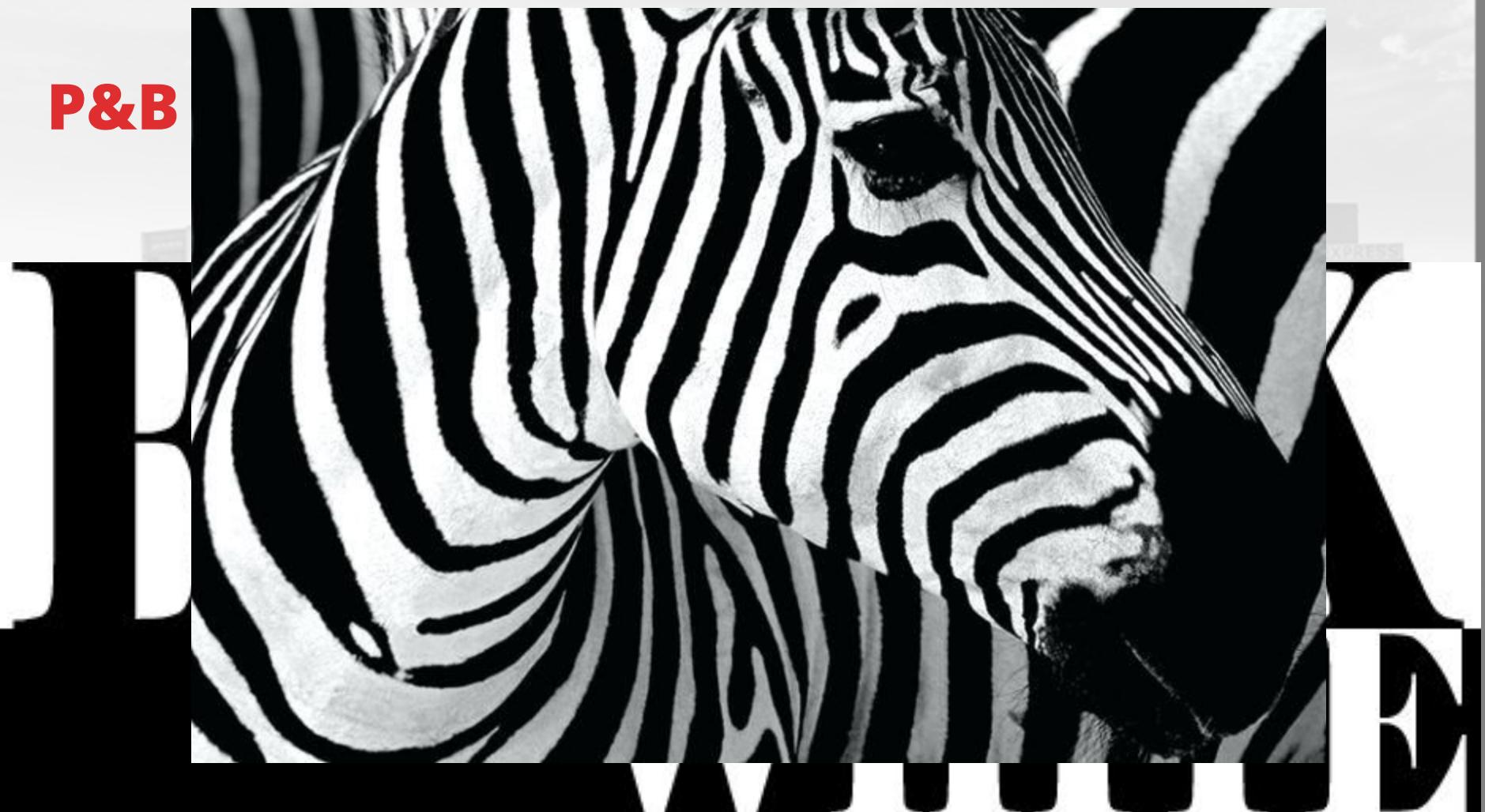
### Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

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P&B



# Contraste



SaneBox.com

Sponsored •



It's not too late to save your inbox (or your sanity), pick a plan today for as little as \$5 per month.

Before



After



Pick A Plan Today

[www.sanebox.com](http://www.sanebox.com)

Learn More

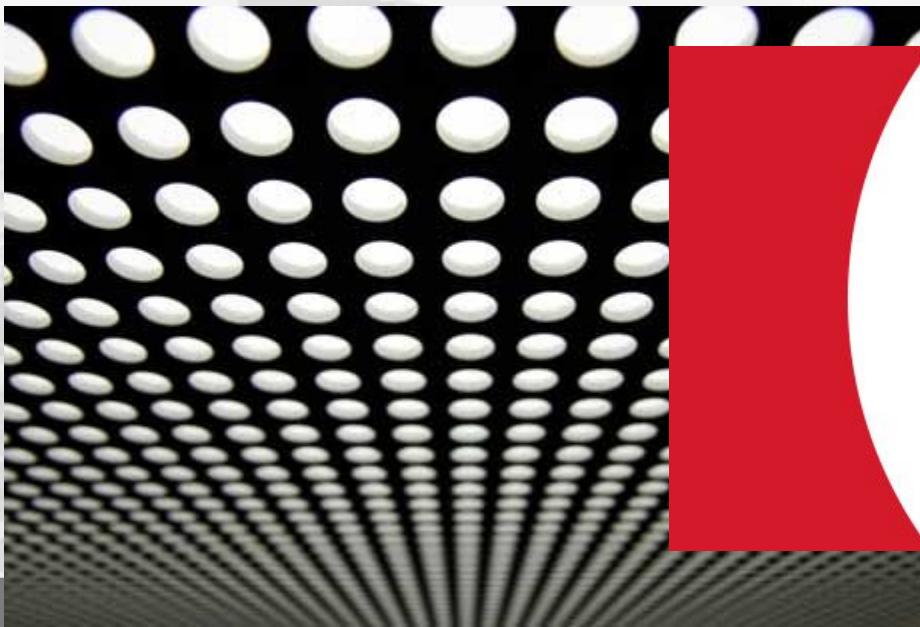
# Contraste



# Repetição



# Repetição



# Repetição



21<sup>st</sup> june, happiest day of 2013

# Unidade



# Unidade

## #8. Unity & Variety

- Identify in what way the following Design represents the principle of "Unity & Variety"?



Package Design:  
Tea



Package Design: Energy  
Drink

# Unidade



# Unidade



# Unidade





to para mim. ☕️🌿🌴💤

Depois que nos aposentou, não  
tem mais tempo pra dormir.  
Por isso, no seu horário de descanso,  
faça o que quiser. Queremos que você  
fique com a energia e a disposição  
para viver a vida de forma mais  
ativa. Para isso, fala pro seu  
profissional Itaú.  
Pra que ele te ajude.

Neu Pinto patrocinador

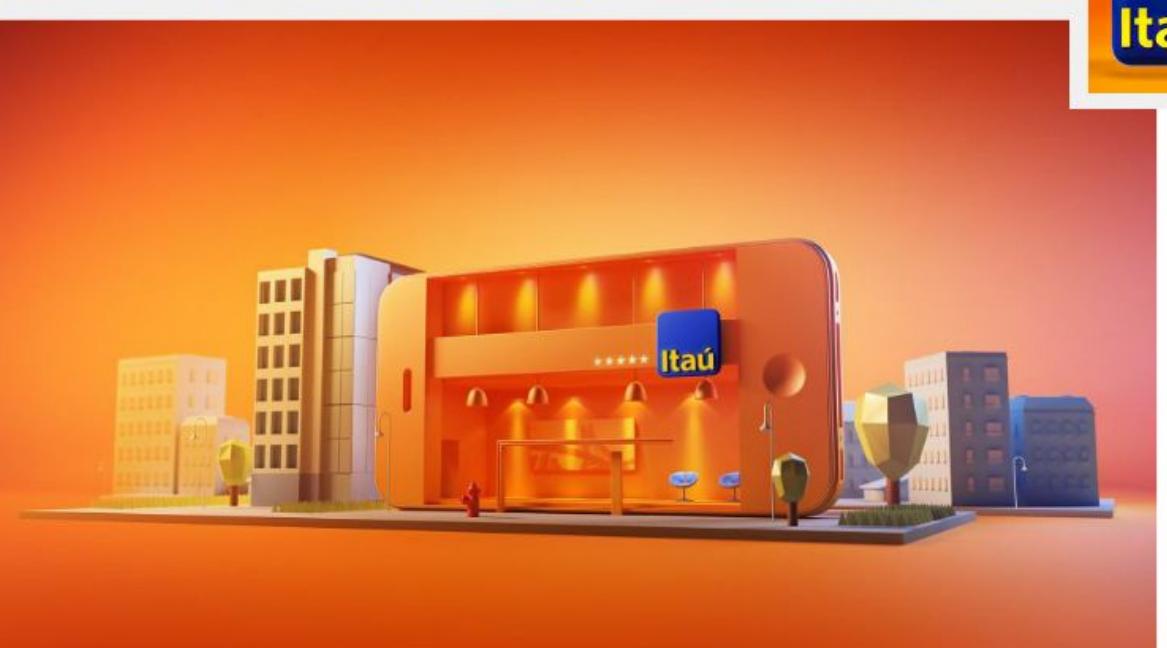


em dupla ou com  
a banda toda:  
seja bem vindo.

Itaú. Patrocinador Master  
do Rock in Rio.

A mudança é feita  
de vários passos:  
1 pra lá, 2 pra cá

Por isso somos patrocinadores  
oficiais do Festival de Dança de Joinville. →  
#issomudaomundu



- Educação
- Cultura
- Esportes
- Entretenimento

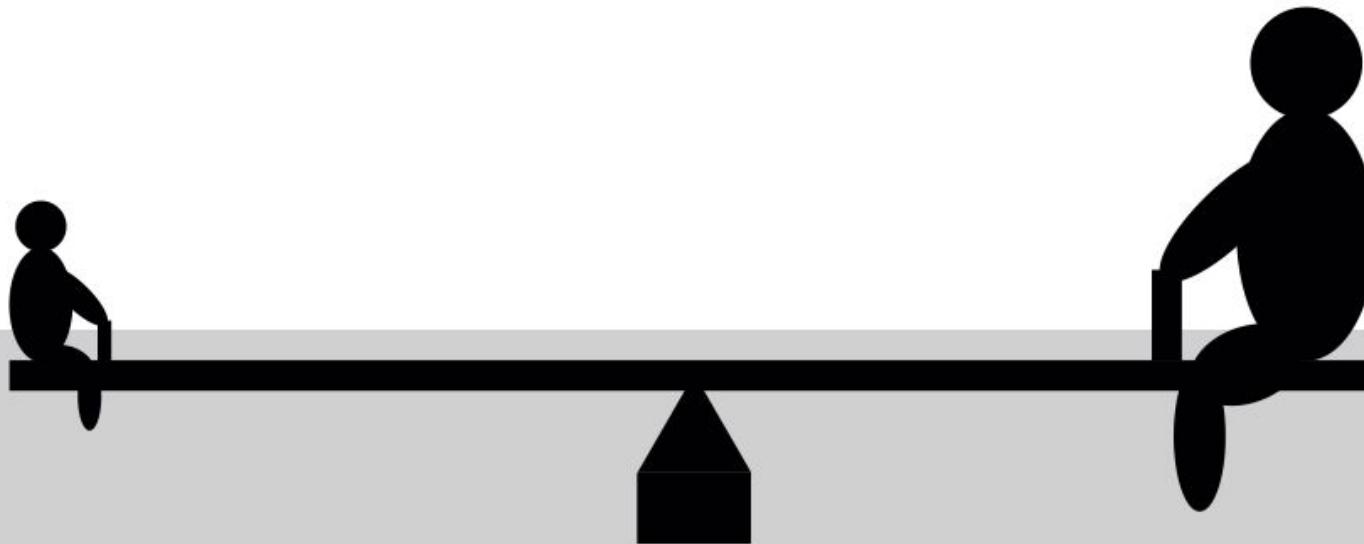
Itaú. Feito para você.

It

# Equilibrio



# **Equilíbrio = pesos / espaçamentos**



# Equilibrio = pesos / simetria

The Onion homepage features a large banner at the top with the text "98° Winter blists transitioning into spring blaths". Below the banner is the website's logo, "theONION® America's Finest News Source". The main navigation menu includes links for VIDEO, POLITICS, SPORTS, SCIENCE/TECH, LOCAL, ENTERTAINMENT, PARENTING, and a search bar. The main content area contains several news articles with thumbnail images and headlines:

- Plan For Future Still Involves Drumming For Lifehouse** (Thumbnail: A man in a blue shirt)
- Viewer Prepared To Believe Whatever Documentary Tells Him About Coral Reefs** (Thumbnail: A person sitting in front of a TV)
- Mom Scared For NHL Players Without Visors** (Thumbnail: A woman)
- Unprise Says He Was On LSD When He Called No-Hitter** (Thumbnail: A man)
- Lovestruck Arabian Princess Begs Father To Spare John Kerry's Life** (Thumbnail: A woman)
- KINGDOM OF GOLDEN SANDS—** Throwing herself in front of her beloved U.S. secretary of state as the royal executioner raised his scimitar, Princess Amish ... (Thumbnail: A woman)
- Lethal Injection Least Effective Drugs Man Took While In Prison** (Thumbnail: A man)
- New Evidence Suggests Middle East Conflict Predates All Human Civilization** (Thumbnail: A woman)

On the right side of the page, there are additional sections and advertisements:

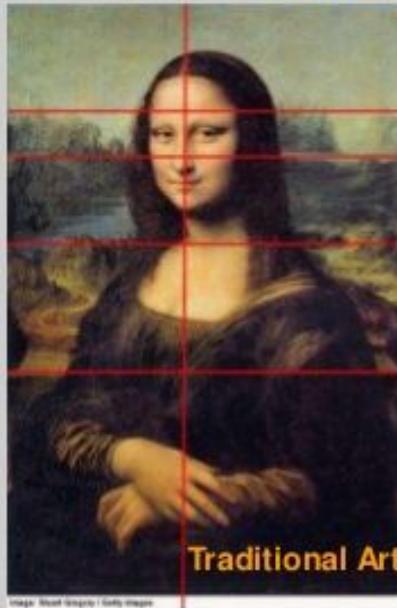
- RECENT NEWS**: Study Links Facebook To Depression
- AMERICAN VOICES**: "It's terrible that it's depressing all my friends, but my life is pretty fucking great."
- COSMOLOGISTS: Aliens Most Likely Huge**
- Report: American Millennials Among Least Skilled In World**
- SPECIAL COVERAGE**: Fantasy Sports, FanDuel
- Technology**: SPONSORED BY Audi
- Business**: SPONSORED BY IBM
- College**: SPONSORED BY PNC BANK
- Pop Culture**: SPONSORED BY

At the bottom of the page is an editorial cartoon.



# #1. Balance: Symmetry

- Examples of "Symmetrical Balance":



# Mortgage the house.

There's a good reason why the New Balance 1300 costs more than any running shoe you've probably ever owned. It costs more because it offers more.

Give us a minute to explain, and you'll begin to understand what makes a running shoe worth \$130.\*

EVEN CYNICS WILL AGREE:  
THE ENCAPSULATED MIDSOLE  
WARRANTS  
THE TERM  
'REVOLUTIONARY.'

Revolutionary, because it combines oil and water—cushioning and stability. Here's how:

Long ago, we discovered that a buoyant material called EVA delivered exceptional cushioning. In polyurethane, with its tighter cell structure, we recognized a superior stability compound.

What has driven us the past couple of years has been the intriguing notion of what it would be like if we were able somehow to "marry" these two previously incompatible materials. We did it.

Through a patented manufacturing process called "encapsulation," we encased a wedge of EVA within an outer shell of polyurethane. The combination provides phenomenal cushioning without the slightest sacrifice of stability. As a runner moves through his gait cycle, the EVA delivers spring and bounce, while the polyurethane shell cradles the foot and disperses shock.

\*Suggested retail price.

Another thing: The Encap™ midsole is virtually compression proof. In test after test of 1,000 miles or more, it showed no signs of flattening out. None.

TO CREATE A NEW  
SENSATION OF  
SECURITY, WE CREATED  
A SENSATIONAL  
NEW LAST.

Our R&D people have designed a new last (the SL-2) with a greater circumference at the ball of the foot, a higher toe-box and a higher cone than our traditional SL-1 last. Your feet will tell you, in human terms, what this means.

You'll notice when you try on a pair of 1300's that the forefoot area is broader. This helps to reduce excessive lateral motion. The higher cone means a snugger fit around the ankle and additional motion reduction. There's also considerably more room for orthotics.

And if you've ever lived through the agony of a bad toe box, you'll find the higher toe box absolutely comforting.

IN LIGHT OF HOW  
PROTECTIVE IT IS, THE 1300  
IS SURPRISINGLY LIGHT.

To make a running shoe that offers a lot of protection is usually a weighty matter. The 1300 is proof that a running shoe can be protective without being heavy.

To achieve that goal, we incorporated a stability device into

the heel design of the 1300. Light but strong, it helps to keep your heel from rocking.

We developed a light, firm footbed insert that we view as another feat of engineering.

Made of polyurethane, polyethylene and nylon, it helps to control overpronation with interior heel and arch support. It's also real comfortable.

To reduce irritation of and injury to one of the more critical areas of the foot, we built an anatomically designed Achilles "dip" that allows the Achilles tendon to move more naturally.

## OUR MINUTE'S UP.

And we haven't even told you about the supple nubuck leather. Or the extremely durable carbon rubber outersole. Or the double extended surlyn counter. Or the fact that the 1300 comes in a variety of widths for a more perfect fit.

We will tell you this. If you want to run in the very best running shoe ever made—a shoe that represents a new standard of comfort, support and fit—you should have no qualms about doing something you do every time you run:

Digging deep.



The remarkable Encap™ midsole.  
The lightweight stability device.

Long ago, we discovered that a buoyant material called EVA delivered exceptional cushioning. In polyurethane, with its tighter cell structure, we recognized a superior stability compound.

What has driven us the past couple of years has been the intriguing notion of what it would be like if we were able somehow to "marry" these two previously incompatible materials. We did it.

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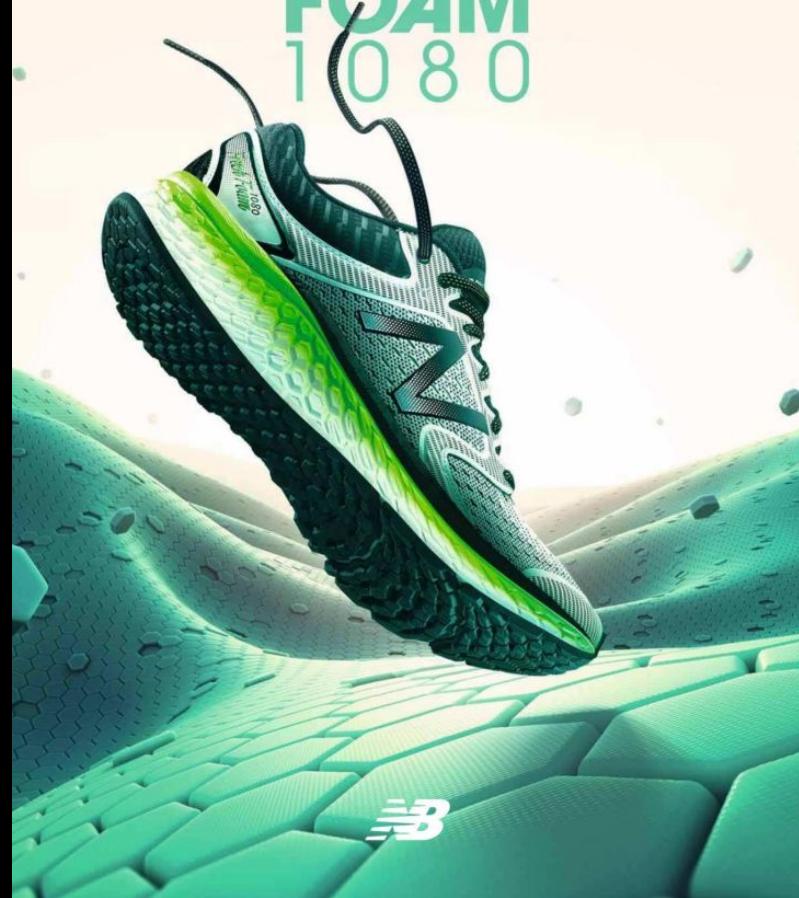
\*Suggested retail price.

Made in USA

© 1984 New Balance Athletic Shoe, Inc. The marks New Balance, NB design, N and Encap are trademarks and registered trademarks of New Balance Athletic Shoe, Inc., Boston, MA 02134

ULTRA-CUSHION YOUR RUN

# FRESH FOAM 1080





# Centro de Interesse





**Guie as o olhar**

# **AO QUE INTERESSA**

## Centro de Interesse

# POR EXEMPLO,

essa linha não vai chamar atenção primeiro.

Muito menos essa aqui.



# Centro de Interesse







No one grows Ketchup like Heinz.



Simplicidade é o último  
grau de sofisticação.

– Leonardo Da Vinci



# Ritmo







**SUA EMPRESA**  
VENDE COM  
A INTERNET?



CONHEÇA O **MÉTODO V4**  
E SAIBA COMO VENDER MAIS!

# MARKETING DIGITAL **ESPECIALIZADO** **EM ACADEMIAS**

CONHEÇA O MÉTODO V4  
E SAIBA COMO VENDER MAIS

ARRASTE PARA O ALVO



# Proporção & Escala







**K2700** LOAD IT UP  
WITH MORE

Wider, longer, stronger...simply better

Apppletely cutting-edge.



iPhone3G



them

us



DIGITALDAY

The big dog in eBusiness.



GATORADE  
ALWAYS  
WINS!

Gatorade  
REHYDRATE  
REPLENISH  
REFUEL



# Proximidade





Rias Baixas  
Denominación de Origen  
O ROSAL



Terras Gauda

Abadía de San Campio

Terras Gauda Etiqueta Negra

Milwaukee



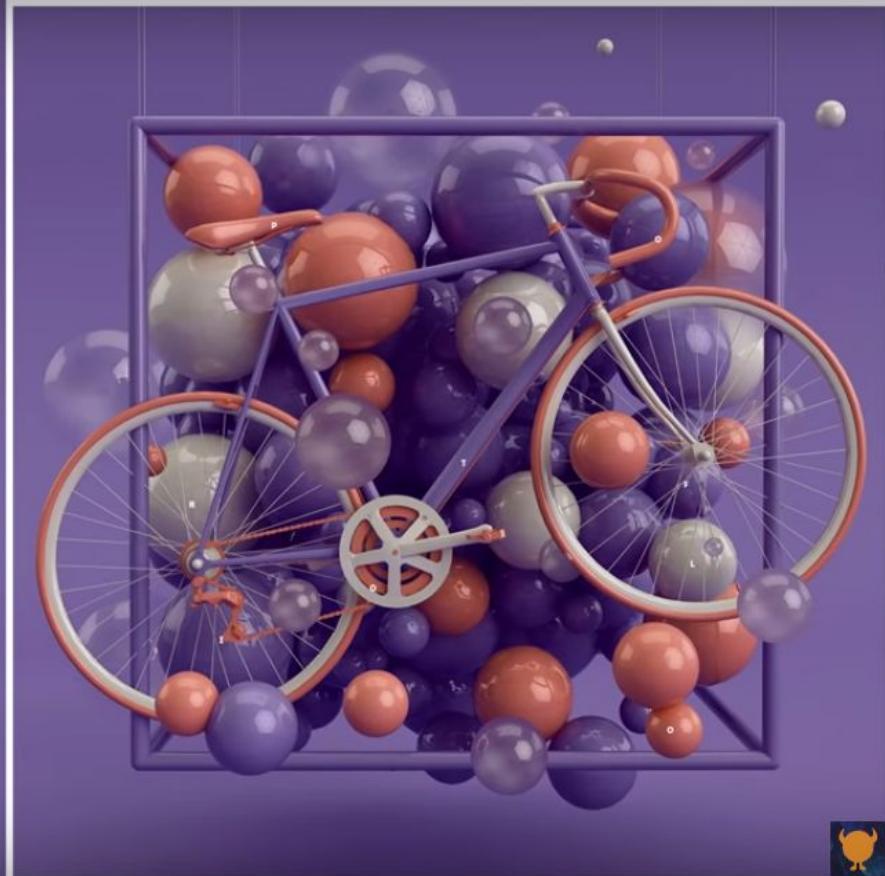






Unilever

1.00



# Alinhamento





 Sathya N 3 days ago

## Hiring UX designers: 11 qualities to look for

It's tough to evaluate UX designers. User experience encompasses a lot of different skills, and as a relatively new field, there isn't a... [Continue reading](#) (1.5 min read)

 Ben H 3 days ago

## Why I left my 'Dream Job'

I've been meaning to provide more non-Merkat, non-Hoover, and non-Product Hunt content. I want to share some things I've been thinking about lately as my life changes so much. Below is my first stab at this. I reveal some things I've never discussed before, and give my take on a variety of job-seeker topics. Your honest feedback is welcome. [Continue reading](#) (1.5 min read)

 Mike Bro 3 days ago

## DECKER [DECKER] Big Brand Logo Redesign Before & After

Big Brand Logo Redesign—Before and After

 Sathya N 3 days ago

## Women in Tech Music

Entrepreneurship On Demand  
Technology Business History  
Work/Life/Mother Education Reform  
Universities Artificial Intelligence  
Work Reimagined WWDC Poetry  
NASA Copa America 2016 Comedy  
Innovation Life Lessons 1989s

Connect your Facebook account to see more stories your friends are reading and writing. [Connect to Facebook](#)

**TOP STORIES ON MEDIUM**

- When Mother Teresa Drives a Ferrari [\(1.4 min read\)](#)
- We Don't Need More Designers Who... [\(1.4 min read\)](#)
- What It's really like to work for a hi... [\(1.4 min read\)](#)
- Building your design portfolio? Her... [\(1.4 min read\)](#)
- The New Normal [\(1.4 min read\)](#)

 Sathya N 3 days ago

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 Mike Bro 3 days ago

## DECKER [DECKER] Big Brand Logo Redesign Before & After

Big Brand Logo Redesign—Before and After

## The easiest way to upgrade to the latest iPhone.

Join the iPhone Upgrade Program to get the latest iPhone every year, low monthly payments, and AppleCare.<sup>†</sup>

[Learn more >](#)

## Trade in your smartphone for credit.

With Apple Trade In, you can get credit toward a new iPhone when you trade in an eligible smartphone.\* It's good for you and the planet.

[Buy iPhone XR >](#)



### Fast, free delivery

Choose free delivery or pick up available items at an Apple Store.

[Learn more >](#)



### Special financing

Apply for up to 18 months of special financing.

[Learn more >](#)



### Get help buying

Have a question? Call a Specialist or chat online. Call 1-800-MY-APPLE.

[Contact us >](#)

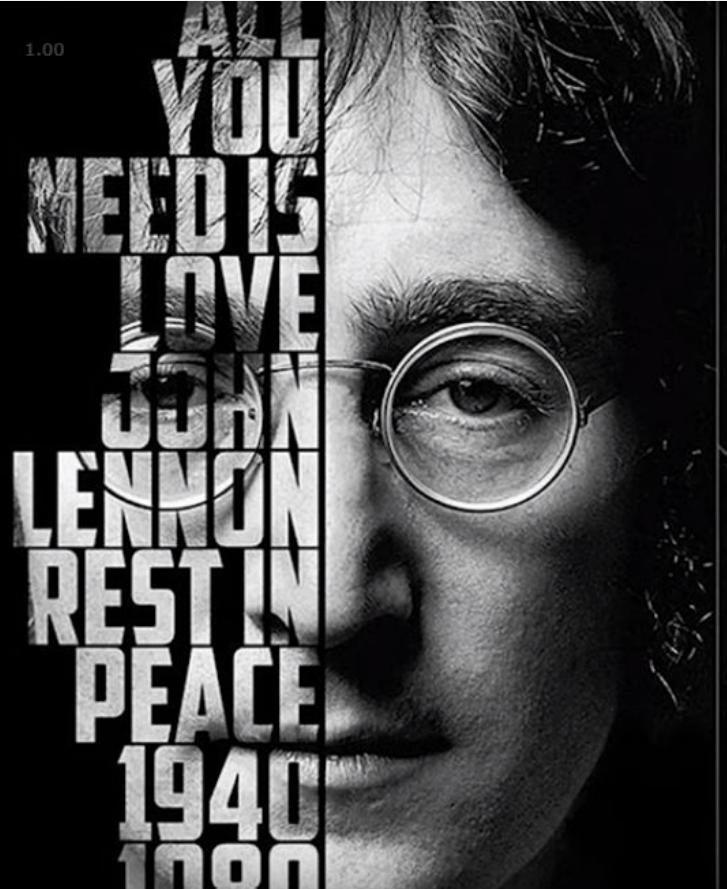


### Personal Setup

We'll show you how to get the most out of your new iPhone, online or in store.

[Learn more >](#)

1.00



**Forward Times**  
REPORTING THE TRUTH | AFFECTING CHANGE | MOVING FORWARD

# YES HE DID

BY CHRISTIAN LÉONARD WILSON

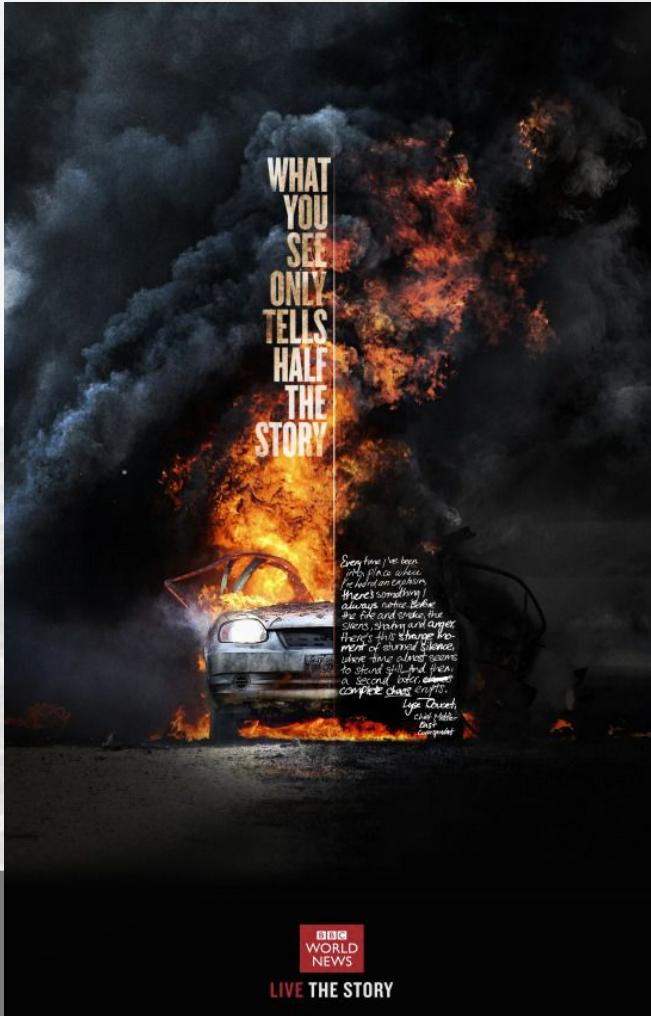
There was a sense of optimism, hope and pride in every Black household on November 4, 2008. High fives and tears of joy were exchanged across the country as the first African American to be elected to that office, Senator Obama's victory, was seen as the answer to that oft-repeated Obama challenge: "Are we ready?"

Four years later, the challenges remain. President Obama has faced circumstances and difficulties on-and-offer since he first took office. In the face of these challenges and obstacles, our President has not only persevered, but thrived.

Since his ascent, the President has implemented the necessary by enacting 130 laws and executive orders, a different kind of job proposal, and the creation of the Affordable Care Act, which will affect 37.6 million people and offering the means to health care insurance to millions of Americans. He has also overseen the most significant reduction in the national deficit since the end of the "good old days."

President Barack Obama's legacy is a testament to the fact that he will be remembered as the President who elevated his initial slogan from "Yes, We Can" to "Yes, We Did". President Obama's leadership has been a source of strength and inspiration. To combat the negative division in the media, the President has focused on the positive aspects of his administration, and we celebrate President Obama's professional achievements, past political success during his tenure as the 44th President of the United States.





The image shows the homepage of the Pfister REACT website. At the top left is the logo 'N' and a 'MENU' button. The top right features social media links for YouTube, LinkedIn, Facebook, and Twitter, along with a 'Follow' button. A large circular image in the center-left shows a woman wearing white headphones and holding a small orange object. To her left is a vertical sidebar with the text 'Preview Project • See all Work' and a 'View Case Study' button. The main title 'Pfister REACT' is prominently displayed in large, bold, white letters. Below it is a quote from The New York Times: "'With a Whisper, Pfister Takes a Comedic Jab at Highbrow Faucet Commercials' - The New York Times". At the bottom left is a footer link 'View our recent projects'. The bottom right contains copyright information: 'Copyright Pfister 2018' and 'highnote.com/pfister'.

# **Harmonia / Clareza**



**HB**

About Us

Our Classes

Contact Us

Feel the

# DANCE RHYTHM

inside your soul

Open master classes  
08.23.2017

Contemporary dance style







# Crafting Digital Experiences.

The work of designer Frank Lucas

[LEARN MORE](#)

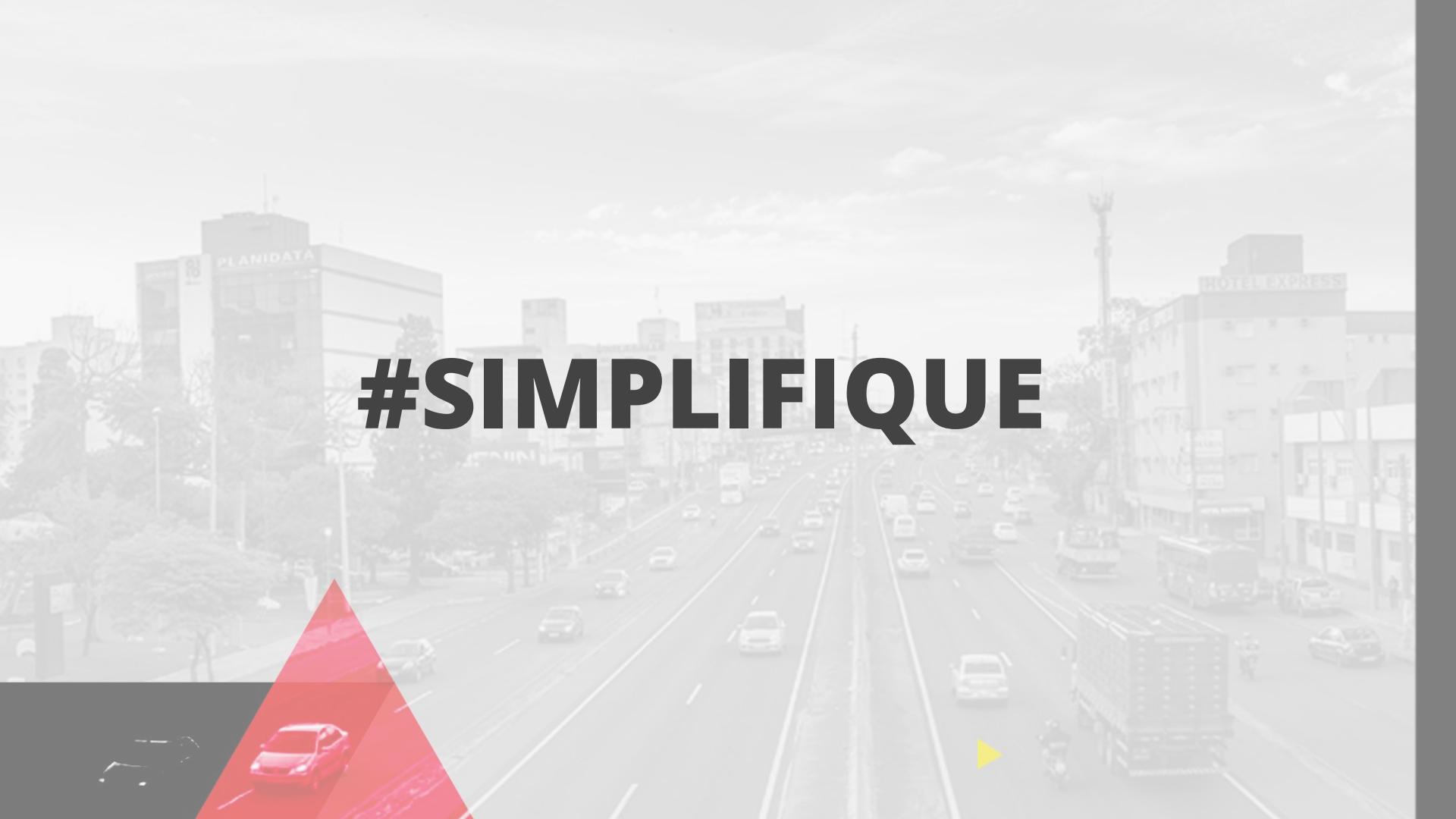
SELECTED WORK

We nurture our collaborative *creative thinking & high-end design outcomes* to develop compelling work that sets us apart.

 TripAdvisor  
**THE REDESIGN  
CONCEPT**

**EXPLORE**





# #SIMPLIFIQUE



# The Microsoft "Live" Platform





# iPad





A perfeição é alcançada  
não quando não há mais  
nada para adicionar, mas  
quando não há mais nada  
que se possa retirar.

– Antoine de Saint-Exupéry



Nike

about 8 months ago



The best of Nike will now be delivered to your doorstep. Customise yours at [www.nike.com](http://www.nike.com)



Customise It Your Way

Learn More



Customise It Your Way

Le



NÃO SEJA TÍMIDO

# #OUSE

Busque algo inusitado, que chame a atenção, cause impacto / estranheza.



A close-up photograph of a woman's face. She has blonde hair styled in soft waves, blue eyes, and is wearing bright red lipstick. Her gaze is directed towards the camera. A red tube of lipstick is held near her mouth, partially open. The background is dark and out of focus.

FOTO E TÍTULO ESTOURADOS.

FOTO ESTOURADA + BOX.

METADE-METADE.

TEXTO NO ESPAÇO VAZIO.

DETALHE DA FOTO.

VOCÊ PRECISA  
**mesmo**  
COLOCAR IMAGENS ?

# #PÚBLICO



# FONTES





**Fontes também  
CARREGAM SIGNIFICADO**

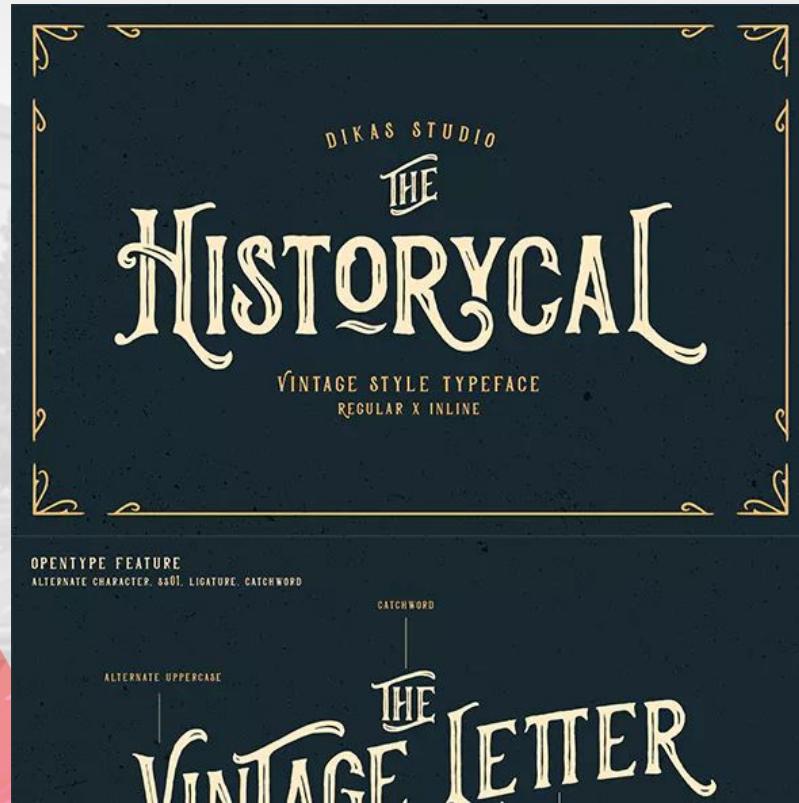
Fontes são como a roupa de seu texto: emprestam significado.



Fontes são como a roupa de seu texto: emprestam significado.



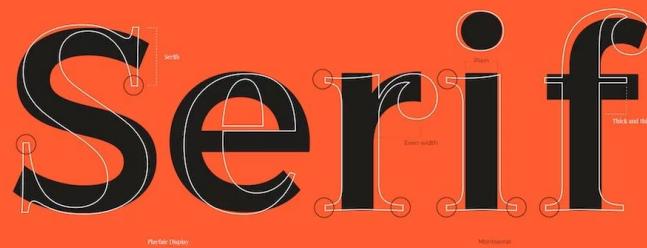
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Fontes são como a roupa de seu texto: emprestam significado.



<https://fonts.google.com/>

The screenshot shows the Google Fonts homepage with a dark theme. At the top, there's a navigation bar with links for DIRECTORY, FEATURED, ABOUT, and a user icon. A search bar is on the right. The main content area displays four font families:

- Open Sans** by Steve Matteson (10 styles). Sample text: "All their equipment and instruments are alive."
- Baloo Tamma** by Ek Type (1 style). Sample text: "A red flair silhouetted the jagged edge of a wing."
- Prompt** by Cadson Demak (18 styles). Sample text: "I watched the storm, so beautiful yet"
- Roboto** by Christian Robertson (12 styles). Sample text: "Almost before we knew it, we had left the ground."

On the right side, there are filters for Categories (Serif, Sans Serif, Display, Handwriting, Monospace), Sorting (Trending), Languages (All Languages), Number of styles, Thickness, and Slant.



**Blackcoak**

*Blackmoor*

*Curlz*

*Lucida Handwriting*

*Snell Roundhand*

# Erros mais comuns:

**ROUBARAM MEU CELULAR, QUE AINDA ESTOU PAGANDO, ONTEM!**

# Erros mais comuns:

ESTAVA NO PONTO DE ÔNIBUS QUANDO DUAS PESSOAS ARMADAS CHEGARAM!

# CORES



VERMELHO	LARANJA	AMARELO	VERDE	AZUL	VIOLETA
CALOR	CALOR	CALOR	FRIO	FRIO	FRIO
INTENSIDADE	ALEGRIA	ALEGRIA	SAÚDE	CALMA	SERENIDADE
DESEJO	ESPONTÂNEO	LUZ	CRESCIMENTO	SABEDORIA	RIQUEZA
AGRESSIVIDADE	CREATIVIDADE	POSITIVIDADE	ESTABILIDADE	ESPIRITUALIDADE	CREATIVIDADE
PERIGO	VITALIDADE	VITALIDADE	NATUREZA	CLAREZA	SOFISTICADO





# AS CORES E AS EMPRESAS

## GUIA DAS CORES



OTIMISMO

// clareza  
calor

AMIGÁVEL

// alegria  
confiança

EXCITAÇÃO

// juventude  
coragem

CREATIVO

// imaginação  
sabedoria

CONFIANÇA

// segurança  
força

PACÍFICO

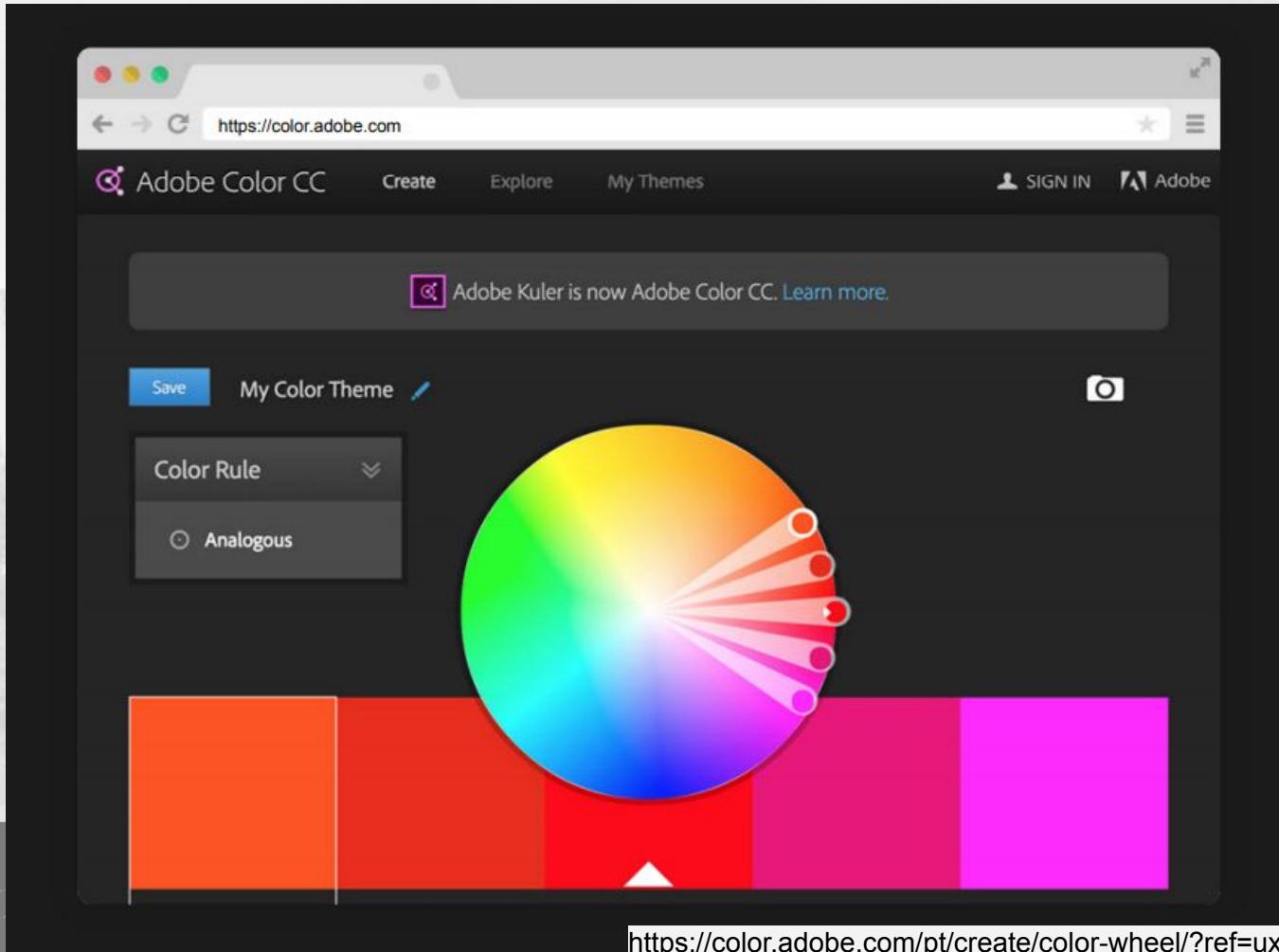
// crescimento  
saúde

EQUILÍBRIO

// neutralidade  
calmo



Link: <http://a.co/d/5e6J9LC>



<https://color.adobe.com/pt/create/color-wheel/?ref=uxprocc>

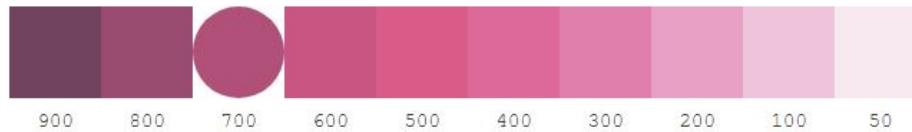


## Material Design Palette Generator

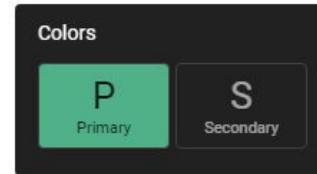
### PRIMARY



### COMPLEMENTARY



### ANALOGOUS



COOLORS + SKILLSHARE 2 months free classes →

Generate Explore iOS App Add-on More ▾ Login Sign Up

# The super fast color schemes generator!

Create, save and share perfect palettes in seconds!

Start the Generator, it's free!



iOS App



Adobe

A large grid of color palettes is displayed on the right side of the page. The palettes are arranged in a grid pattern, each consisting of several colored squares. Below this grid is a color picker interface showing five vertical color swatches: dark blue, light beige, yellow, orange, and red. To the right of the color picker is a small image of a computer monitor displaying the Slack logo, with the text "Bring your team together with Slack, the collaboration hub for work." Below this is a small note "ads via Carbon".

# PESQUISA & REFERÊNCIAS



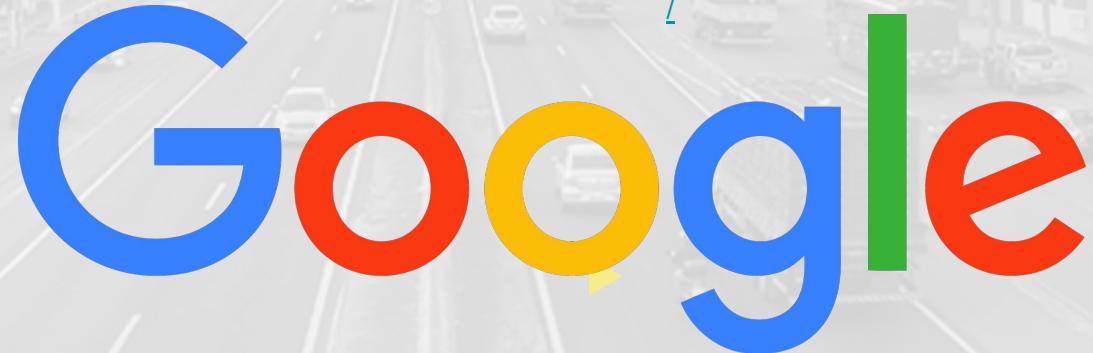
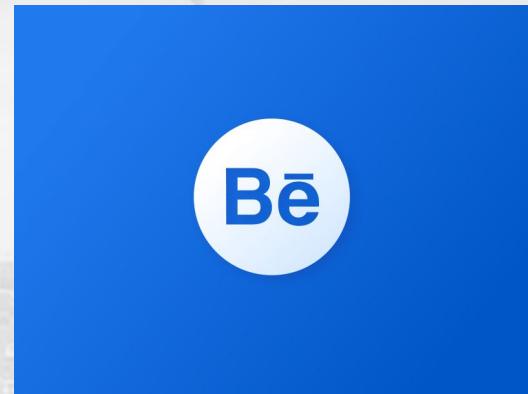
# #PESQUISA & REFS



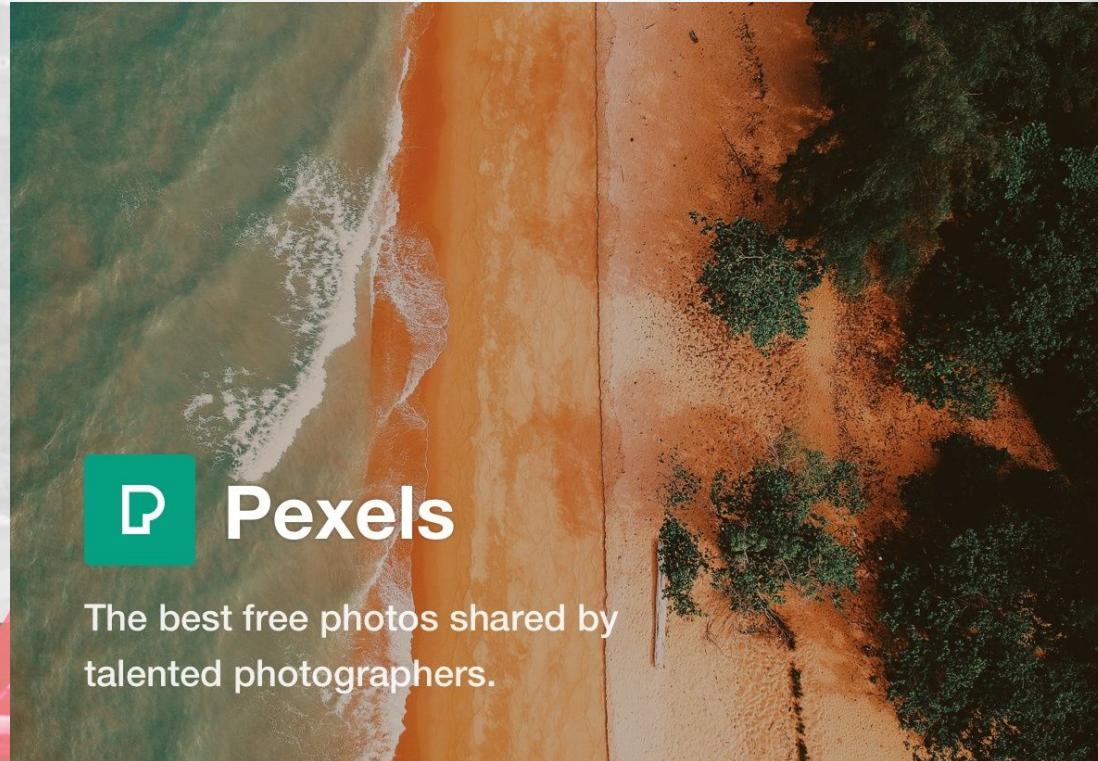
<https://dribbble.com/>



<https://muz.li/>



# #IMAGENS



Pexels

The best free photos shared by  
talented photographers.

<https://thenounproject.com/>

# #ICONES

**The Noun Project**  
Free Icon and Symbols



# #IMAGENS+VETORES+ICONS

## THE STOCKS

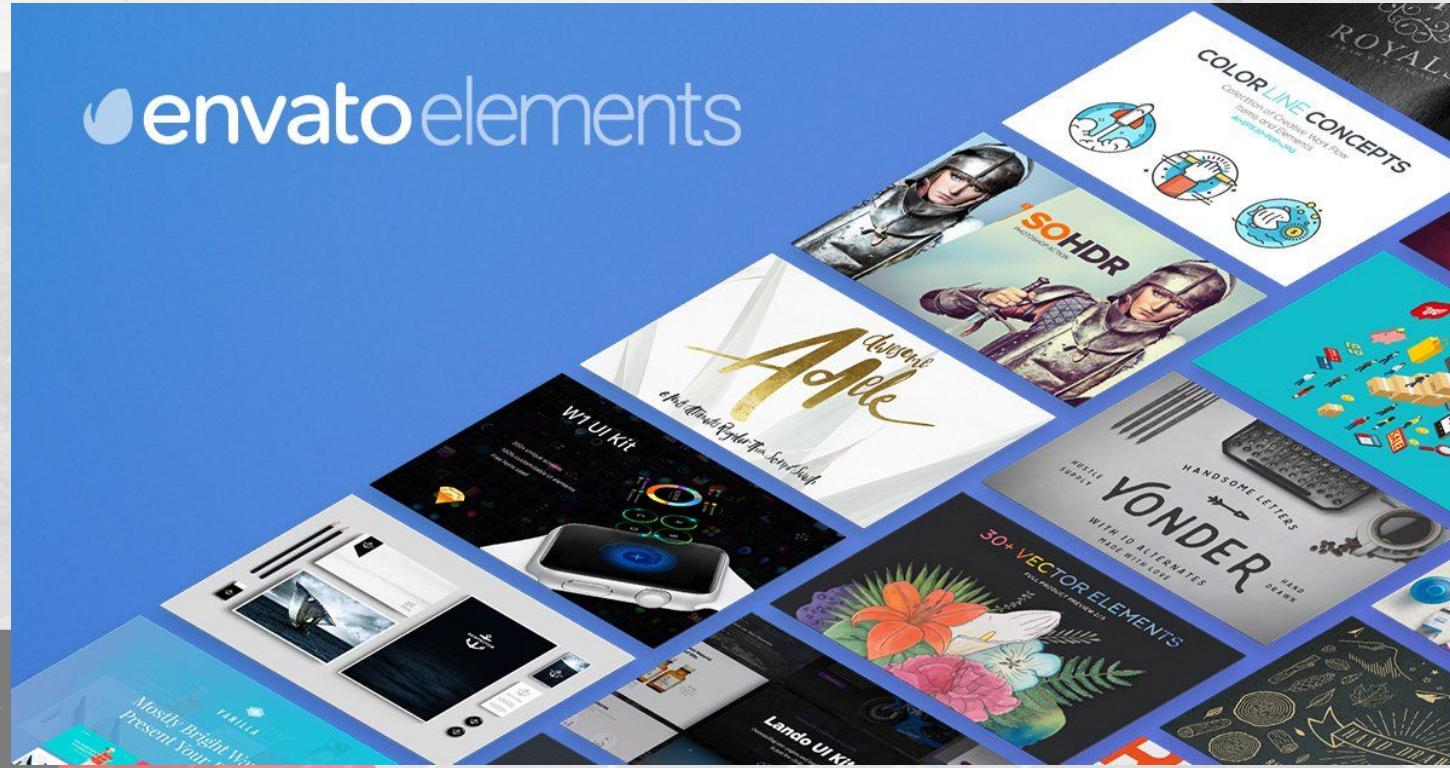


*Best royalty free stock photos, videos and mockups.*

*Resources for colors, icons and fonts.*

<https://elements.envato.com>

# #TEMPLATES



<https://br.freepik.com>

# #TEMPLATES



The image is a promotional graphic for Freepik. It features a blue background with a white Freepik logo and the tagline "Graphic resources for everyone". Below the logo is a stylized illustration of three people working together at a light blue desk. On the left, a woman with curly hair, wearing a green jacket over a yellow top, sits at a laptop. In the center, a woman with a bun hairstyle, wearing a blue and orange patterned top, stands and points towards the right. On the right, a man wearing a purple shirt and a black cap sits at a laptop. The desk also has a small potted cactus and a purple mug. The background shows a blurred cityscape with buildings and a road.

# VARIE OS ESTILOS

teste vini

Responsáveis



+

5.2 Tráfego Aquisição/Monetização  
(Facebook+Google) Form

Criado por Vinicius Ribeiro

24/07  
18:07

Título  
teste vini

Cliente (Database)

[Clique aqui para adicionar](#)

Projeto (Central de Projetos)

[Clique aqui para adicionar](#)

Responsável



Vinicius Ribeiro

Prazo

[Clique aqui para adicionar](#)

Observações

Dois

Três

Quatro

## Ganchos explorados por público

Você não precisa usar quatro ganchos necessariamente por público. Mas não use apenas um. Sempre no mínimo explore o gancho de Oferta Irresistível, Prova Social, Medo, Esperança e Escassez/Urgência

Dois

Três

Quatro

## Formatos explorados Facebook

Imagem simples sem design

Imagem com design

Vídeo

Boomerang

## Formatos explorados Adwords

Search (Just text)

Vídeo youtube bumper

Mover para



# IMPORTÂNCIA

*"Você está sempre  
a 1 criativo de  
dobrar seus  
resultados."*

Pedro Sobral



Pesquisa Forrester / IBM:  
**Cada U\$ investido em UX traz de U\$ 2 a U\$ 100 de  
retorno.**



# Praticar 30min!

**Baseado nas técnicas abordadas até agora, crie anúncios de estilos diferentes (com imagem, somente vetor, somente imagem), para:**

- 1 Cliente

**\* Defenda sua criação.**

A screenshot of a web browser showing the Facebook Ads Text Overlay tool at the URL https://www.facebook.com/ads/tools/text\_overlay. The page has a blue header bar with the Facebook logo, a search bar, and a user profile icon. Below the header, there's a section titled "Verificação de texto da imagem" with instructions about uploading images for text analysis. A large blue button labeled "Enviar" is at the bottom right of the form area.



**[facebook.com/ads/tools/text\\_overlay](https://facebook.com/ads/tools/text_overlay)**



# RETOMANDO...



# ATÉ AMANHÃ!

# 5 DICAS DE UMA COPY MATADORA



# **1. Minha oferta é única? Nova? Diferenciada?**

TODAS As pessoas querem saber O QUE É NOVO,  
utilizar coisas como "GRANDE AVISO" ou coisas que  
remetam a uma NOVIDADE imensa vai fazer com  
que, indiferente do que seja, as pessoas PRESTEM  
ATENÇÃO!



## 2. A Oferta se entende facilmente?

O cliente tem que ter facilidade, não pode se esforçar para fazer as coisas. Principalmente no inicio, se você pensa em aquisição, a pessoa não pode ter muito esforço para obter o que você tem a oferecer



# **3. Vale utilizar uma PERGUNTA DE ABERTURA.**

A ideia é fazer com que a sua primeira parte da comunicação seja uma pergunta que necessariamente seja respondida com um sim e que faça com que vc continue o texto/assunto conseguindo a atenção dessa pessoa.

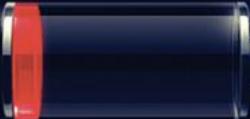


# 4. Use a PRÉ-PERSUASÃO.

DigitalMarketer  
February 17 at 1:32pm ·

**LAST CHANCE!**

Ticket sales for Traffic & Conversion Summit 2017 end on the 23rd:  
[www.trafficandconversionsummit.com/learn-more](http://www.trafficandconversionsummit.com/learn-more)



LAST CHANCE TO BUY T&C 2017 TICKETS!

Last chance to grab T&C tickets...

Every year, thousands of the world's smartest marketers descend on San Diego, California to learn what's new, what's hot, and what's actually working RIGHT NOW in digital marketing. Here's what you can expect to learn at this year's Traffic &...

TRAFFICANDCONVERSIONSUMMIT.COM

Learn More

# 5. Vale usar NOSTALGIA na comunicação.

Usando lembranças, os ads vão tocar no lugar CERTO na cabeça das pessoas. Essa é a maneira como Coca-Cola vende água com açúcar por décadas. Eles estão associando este produto à vida das pessoas, seja família ou amigos ou bons tempos.





# Praticar 20min!

**Crie 2 copy's para vender:**

- 1. Franquias V4 para mulheres**
- 2. Assessoria V4 para Redes de Franquias**



# LANDING PAGES



# O que são Landing Pages?

Landing Page é totalmente voltada à conversão do visitante em Lead, oportunidade ou cliente.

- **Menos elementos / sem distrações;**
- **Objetivo / CTA Único;**
- **Altamente Segmentada;**
- **Engajamento.**

## **1. Motivação**

"Você oferece o que eu preciso?"

## **2. Proposta de Valor**

"Eu quero isso de você?"

## **3. Incentivo**

"Por que agora?"

## **4. Fricção**

"Você consegue me guiar pelos obstáculos?"

## **5. Incerteza**

"Terei sucesso nesta jornada?"



# Os 5 elementos Essenciais de uma Landing Page



# 1. Proposta Única de Valor



A missão da Proposta Única de Valor é definir o diferencial do seu negócio.

**É o que faz ele ser único, e a principal razão pela qual os clientes devem comprar de você e não da concorrência.**

# 1. Proposta Única de Valor

EXEMPLOS:

**Domino's:** "Pizza quentinha feita na hora, entrega garantida em 30 minutos ou menos".

**Unbounce:** Gere mais vendas para seus negócios e publique landing pages sem precisar de um especialista.

**Netflix:** Sua próxima história, agora.  
ASSISTA ONDE QUISER. CANCELE QUANDO QUISER.



# 1. Proposta Única de Valor

Filmes, séries e  
muito mais. Sem  
limites.

Assista onde quiser. Cancele quando quiser.

EXPERIMENTE GRÁTIS POR 30 DIAS >

Entrar



# 1. Proposta Única de Valor

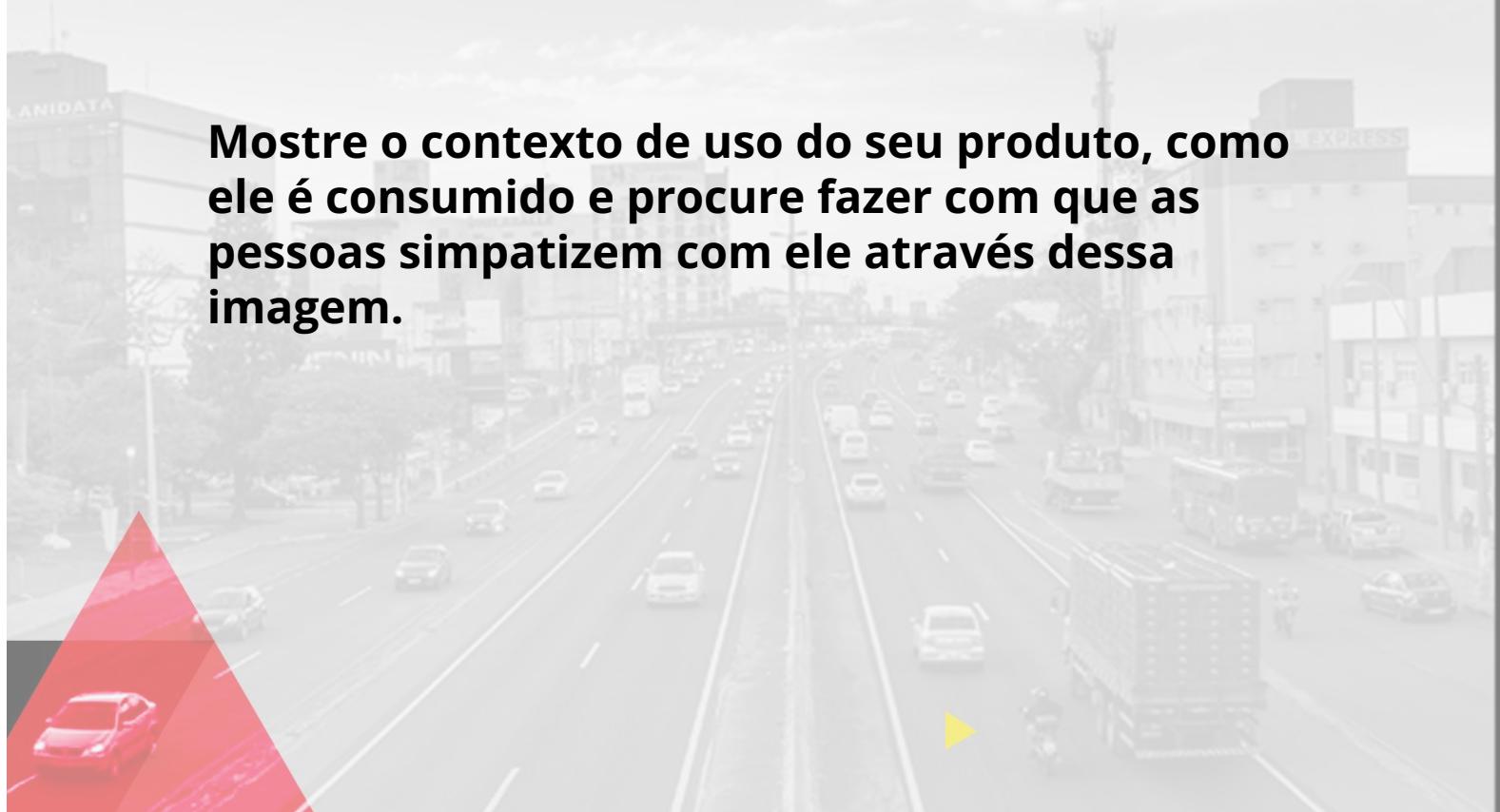
**EXERCÍCIO 10min:**

Eu ajudo \_\_\_\_\_ (tal público), a fazer \_\_\_\_\_ (uma coisa específica, alcançar um resultado) sem ter que \_\_\_\_\_ (passar por um problema, ter que fazer algo difícil sozinho).



## **2. Imagem ou Vídeo MATADOR**

**Mostre o contexto de uso do seu produto, como ele é consumido e procure fazer com que as pessoas simpatizem com ele através dessa imagem.**



## 2. Imagem ou Vídeo de Impacto



The screenshot shows a landing page for V4 COMPANY.COM. At the top, there is a red navigation bar with the logo 'V4 COMPANY.COM' and several menu items: 'Quem confiou?', 'O que vou ganhar?', 'O que vou aprender?', 'Quem são os sócios V4?', 'Previsão de Payback', and a phone number '(51) 3468.8466'. To the right of the phone number is a green button labeled 'APLICAR'. Below the navigation bar, the main headline reads 'Trabaine de qualquer lugar' and 'e tenha um negócio com renda mensal de:'. A large, bold text below states 'R\$ 6.000 a 20.000'. In the center, there is a video player showing a man speaking at a podium during a 'ASSEMBLEIA ESTRATÉGICA 2019'. The video player includes controls like play, volume, and progress (0:00 / 3:25). Below the video, there is a small image of a car on a road.

## 2. Imagem ou Vídeo de Impacto



The image shows the Unbounce website homepage. At the top, there is a navigation bar with the Unbounce logo, a search icon, a "Log In" button, and a "Start My Free Trial" button. The main headline is "Convert More Sales". Below it, a sub-headline reads: "Create custom landing pages with Unbounce that convert more visitors than any website—no coding required." A call-to-action button says "Start My Free Trial". To the right, a man is holding a laptop, looking at a landing page示例. The landing page features a bicycle and includes a statistic: "12% ↑ CONVERSIONS". A green bracket highlights this conversion rate.

unbounce

Product Solutions Pricing Learn Contact

Log In Start My Free Trial

# Convert More Sales

Create custom landing pages with Unbounce that convert more visitors than any website—no coding required.

Start My Free Trial

12% ↑ CONVERSIONS

Ride on Air

The most lightweight and powerful bike yet. —

SHOP THE COLLECTION

# 3.Benefícios da Oferta

- Faça uma lista dos principais benefícios e características da sua oferta, mostre detalhes.
- Mitigue as dúvidas de todas as dores que seu produto pode resolver.
- **A pergunta que deve ser respondida é “O que eu ganho com isso?”**



# 3.Benefícios da Oferta



## Build Any Page on Your Own

With our easy drag-and-drop builder and all-you-can-eat buffet of 100+ templates, you can bring any campaign vision to life in a fraction of the time it would take with a developer.



## Create the Exact Page You Want

Design pages that look and act 100% the way you want them to. Customizable templates with optional JavaScript and CSS put looks and functionality in your hands, for both desktop and mobile.



## Continually Grow Your ROI

Get built-in conversion power and the ability to A/B test your pages to see exactly what's working. Experiment with messaging, design, and forms to validate what makes more visitors convert more often.



# 3.Benefícios da Oferta



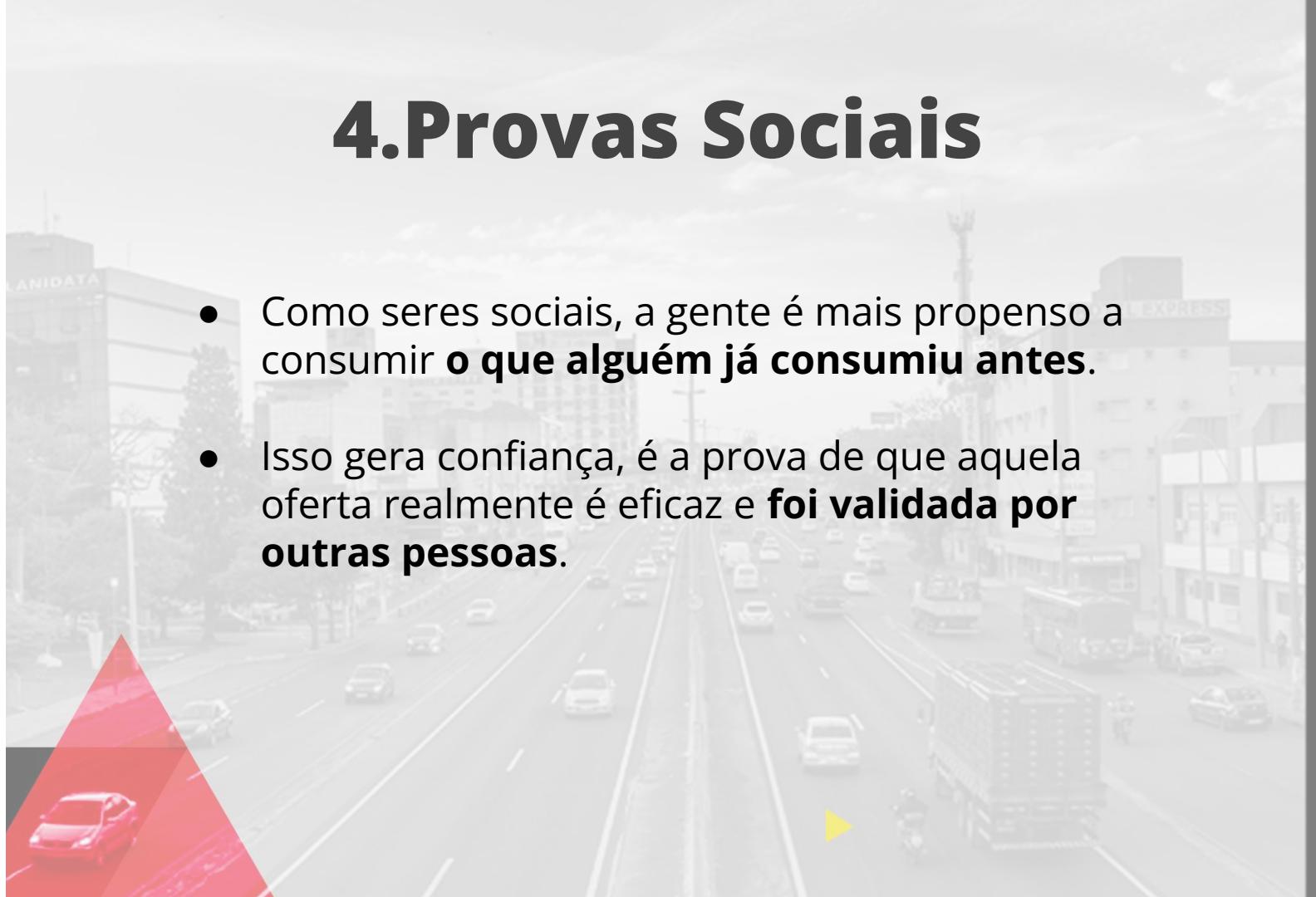
The landing page features a header with the DigitalMarketer logo and a phone number (+1 (512) 600-4363). Below the header is a large, bold title: "FREE DOWNLOAD Facebook Ad Template Library". To the right of the title is a graphic showing several documents with the text "THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY". The main content area contains text about proven Facebook ad campaigns and a list of five bullet points detailing specific ad formulas. On the right side, there is a form for users to enter their first name, last name, and email address, followed by a large orange "DOWNLOAD NOW" button. A small note at the bottom states: "By submitting your info, you agree to send it to Digital Marketer who will process and use it according to their privacy policy." A link to the privacy policy is provided: [View DigitalMarketer's Privacy Policy](#). A decorative swoosh graphic is located at the bottom right.

Copy & Paste These 7 Proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Ads On-Demand...

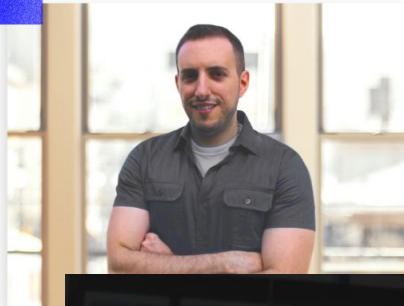
- The 11 word ad that netted \$208,485 in sales using one simple principle of buyer persuasion. (This formula works in ANY market.)
- The "You Forgot" reminder trick that brings in tons of new customers and leads, even after they've already said NO to your offer! (We use this one over and over... and you should too.)
- The "Use \_\_\_\_\_?" question formula that drives down click costs and sharply increases conversions. (Just fill in the blank and watch your clicks soar and costs plummet.)
- Plus... we'll reveal our Top 3 Facebook ads that generated a combined 110,422 leads for just \$1.76 a piece. (And how we made our money back quickly.)

# 4. Provas Sociais

- Como seres sociais, a gente é mais propenso a consumir **o que alguém já consumiu antes.**
- Isso gera confiança, é a prova de que aquela oferta realmente é eficaz e **foi validada por outras pessoas.**



# 4. Provas Sociais



"We've seen **conversion increases of over 70%**, just by switching a client's landing page over to Unbounce. We're also able to test and iterate more rapidly, which is a win for everyone."

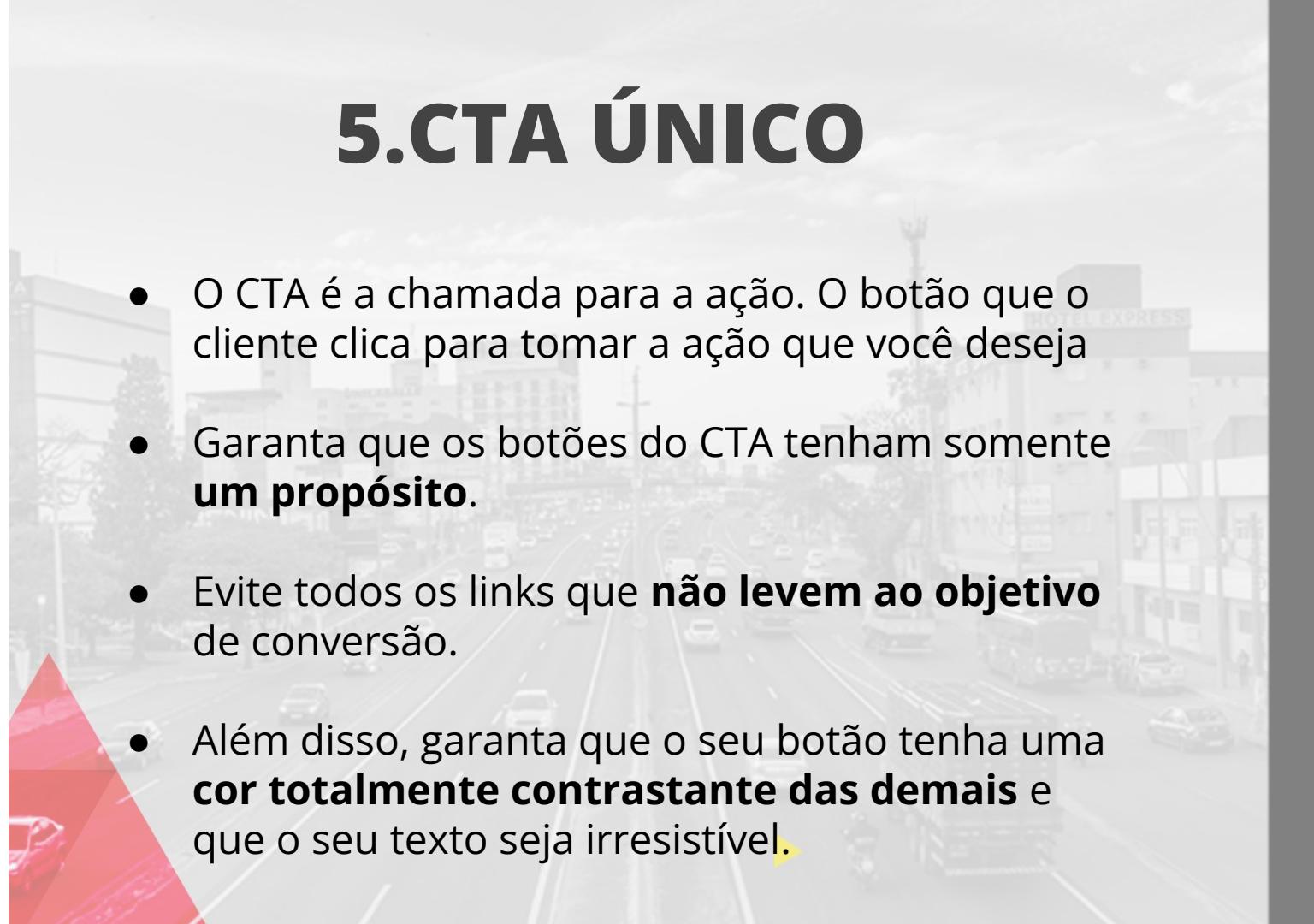
Nicholas Scalice, Founder of Earnworthy

A screenshot of a YouTube video player. The video is titled "Assembleia Estratégica 2019 da V4 C..." and features a thumbnail of a man speaking. The video has 1.00 views. The player includes standard YouTube controls like play, volume, and a progress bar showing 1:00 / 3:25. The channel logo "V4" is visible in the bottom left corner of the video frame.



# 5.CTA ÚNICO

- O CTA é a chamada para a ação. O botão que o cliente clica para tomar a ação que você deseja
- Garanta que os botões do CTA tenham somente **um propósito.**
- Evite todos os links que **não levem ao objetivo** de conversão.
- Além disso, garanta que o seu botão tenha uma **cor totalmente contrastante das demais** e que o seu texto seja irresistível.



# 5.CTA ÚNICO

**Tudo da Netflix.  
Grátis por 30 dias.**

**30 dias grátis**

PRIMEIRA COBRANÇA

27/7

27/8

 Lembrete de 3 dias  
restantes

Enviaremos um lembrete por email 3 dias antes de seu mês  
grátis terminar. Cancele a qualquer momento antes de 27/7 e  
você não será cobrado.

**EXPERIMENTE GRÁTIS POR 30 DIAS >**



# 5.CTA ÚNICO

- ✓ Selo Cientista do Marketing Digital
- ✓ Entregamos seu 1º CLIENTE GARANTIDO
- ✓ Utilização oficial da Marca V4 Company
- ✓ Desenvolvimento de Networking através da V4 Company
- ✓ Taxa de Royalties
- ✓ Acesso à treinamentos internos V4 Company
- ✓ Mentoria de projetos ativos
- ✓ Marketing Institucional
- ✓ Possibilidade de formar sua própria equipe de Consultores V4



PROCESSO DE TREINAMENTO

R\$ 10.000  
à vista

Inclui: Período de Integração,  
Capacitação Técnica e Estágio

TAXA DE FRANQUIA EMPRESARIAL

R\$ 8.000  
à vista

Contrato de Franquia  
Empresarial

*Consulte mais Condições de  
Pagamento na Documentação*

**QUERO ME APlicar para MICROFRANQUIA**

**QUERO ME APlicar para MICROFRANQUIA**

# Wireframe



The 5 Elements of an Effective Landing Page  
<http://unbounce.com/landing-page-elements/>

**1A** Headline that matches what was clicked  
A supporting subheader to provide extra information

**1B**

**2** Hero Shot: Photo or Video

**3A**

**3B**

**4**

**5**

**1C** A reinforcement statement to maintain interest

**1D**

**1E**

**1F**

**1G**

**1H**

**1I**

**1J**

**1K**

**1L**

**1M**

**1N**

**1O**

**1P**

**1Q**

**1R**

**1S**

**1T**

**1U**

**1V**

**1W**

**1X**

**1Y**

**1Z**

**1AA**

**1AB**

**1AC**

**1AD**

**1AE**

**1AF**

**1AG**

**1AH**

**1AI**

**1AJ**

**1AK**

**1AL**

**1AM**

**1AN**

**1AO**

**1AP**

- 1. PUV**
- 2. IMAGEM/VÍDEO**
- 3. BENEFÍCIOS**
- 4. PROVAS SOCIAIS**
- 5. CTA ÚNICO**



The 5 Elements of an Effective Landing Page  
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**1A** Headline that matches what was clicked  
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**1B**

**1C** A reinforcement statement to maintain interest

**2**

**3A**

**3B**

**4**

**5**

**Hero Shot: Photo or Video**

**The Form Header**

A short explanatory paragraph to clarify the purpose of the form and what you're giving in exchange for the personal data.

Name

Email Address  Privacy policy

What are you interested in?  Please Choose...

Call-to-Action

We will never share your email. Promise.

You can add a customer testimonial for social proof.  
Joe Bloggs, GreatCompany.com

You can add a customer testimonial for social proof.  
Joe Bloggs, GreatCompany.com

This is content describing the first benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for benefit 1

Benefit 1 title

This is content describing the second benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for benefit 2

Benefit 2 title

This is content describing the third benefit of your product or service. It should act as a supporting description of the benefit statements you wrote above.

Image for benefit 3

Benefit 3 title

# Fontes

Definir até 3 fontes para sua identidade visual.



# Cores

Definir até 3 cores para sua identidade visual.

**<https://color.adobe.com/pt/create/color-wheel/>**



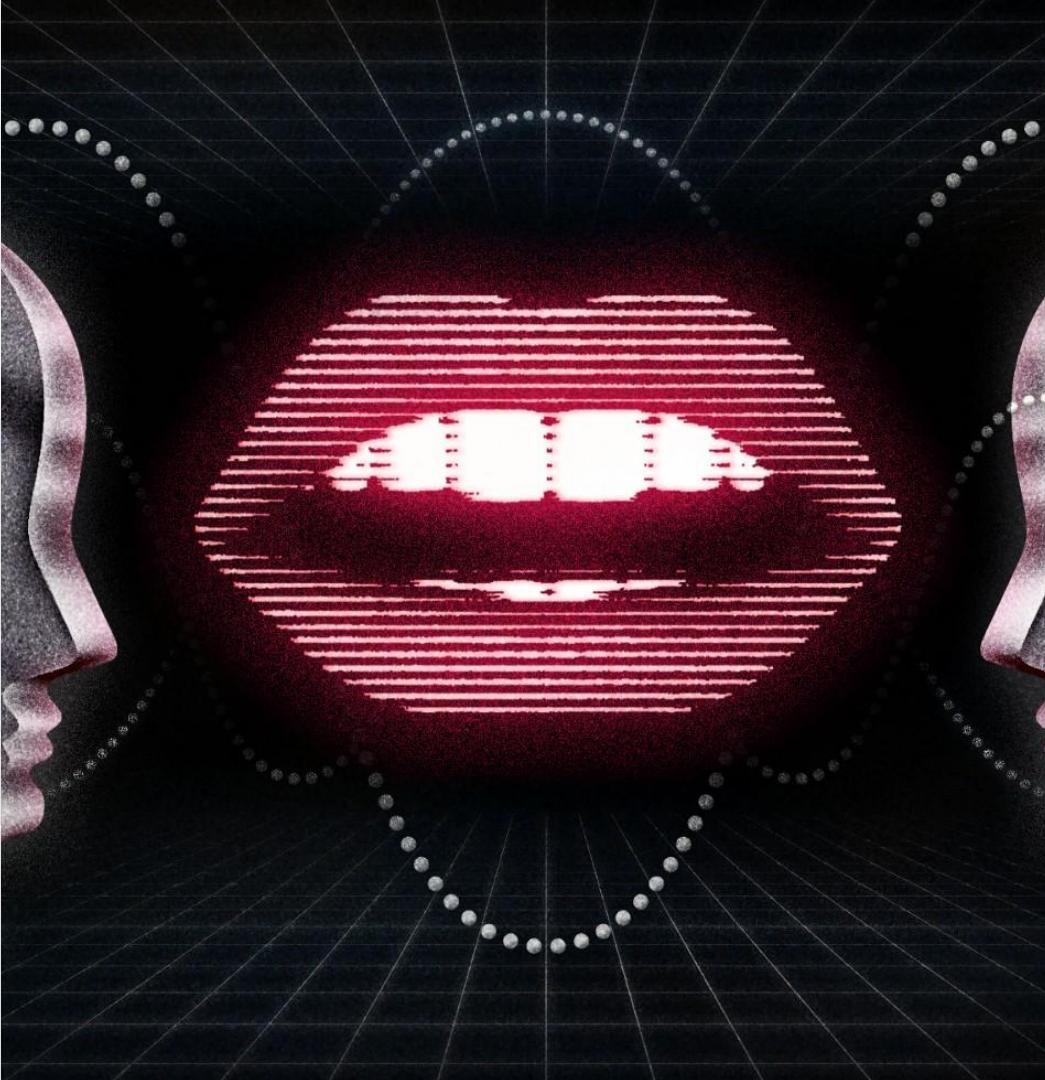
# GUIA EMOCIONAL D

<b>OTIMISMO</b>	<i>clareza calor</i>	
<b>AMIGÁVEL</b>	<i>alegria confiança</i>	
<b>EXCITAÇÃO</b>	<i>juventude coragem</i>	
<b>criativo</b>	<i>imaginativo sabedoria</i>	
<b>CONFIANÇA</b>	<i>seguro força</i>	 monster® Your calling is calling™
<b>PACÍFICO</b>	<i>crescimento saúde</i>	  JPMorgan
<b>EQUILÍBRIO</b>	<i>neutro calmo</i>	  flickr  T-Mobile  Big Brothers Big Sisters  Bell  American Express  intel  CN CARTOON NETWORK  Apple  LAND ROVER  ANIMAL PLANET  Android  Tropicana  hp  NASA  OREO



# Tom de Voz

- Divertida
- Agressiva
- Segura
- Técnológica



# Símbolo

Simples / Memorável / Diferenciação



# Wireframe Exercícios

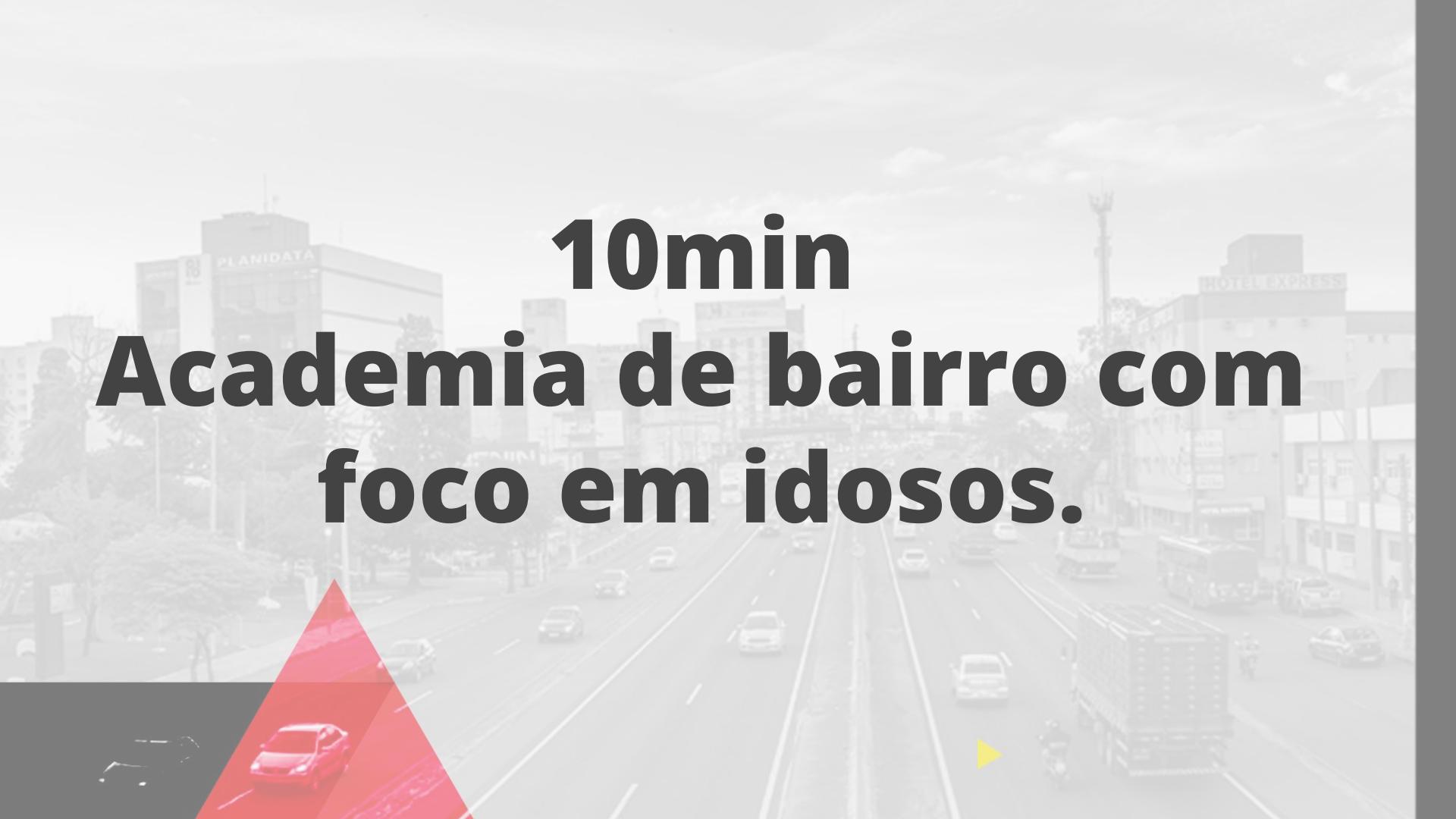


# **10min Wireframe FRANQUIA V4**



# **10min Wireframe REDE DE IMPLANTES DENTÁRIOS**





# **10min**

# **Academia de bairro com**

# **foco em idosos.**

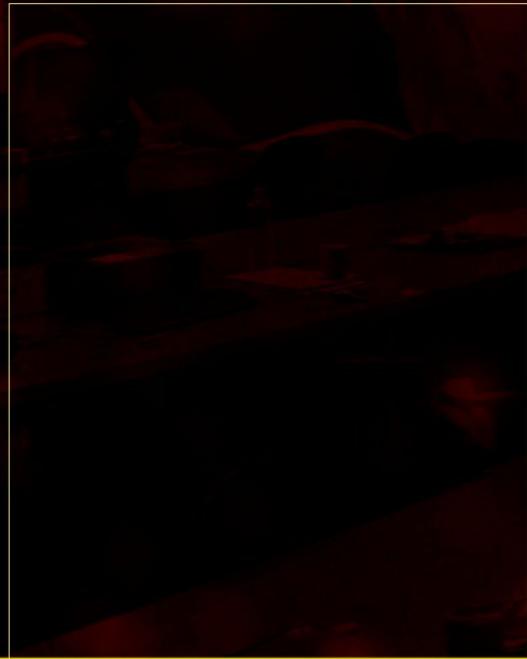


# LANDING PAGES NA PRÁTICA!





# Mão na massa!



<https://www.hotjar.com/>



# Analise!

