

TALLER

PROTOTIPA TU APP CON **FIGMA**



ING. KONRAD PESCHKA



Acuerdos Esenciales

- Escribe y comenta por el chat.
- Mantén tu micrófono en silencio.
- Si quieres decir algo, levanta tu mano y te daremos la palabra.
- Buena energía y ganas de participar en las actividades / dinámicas.



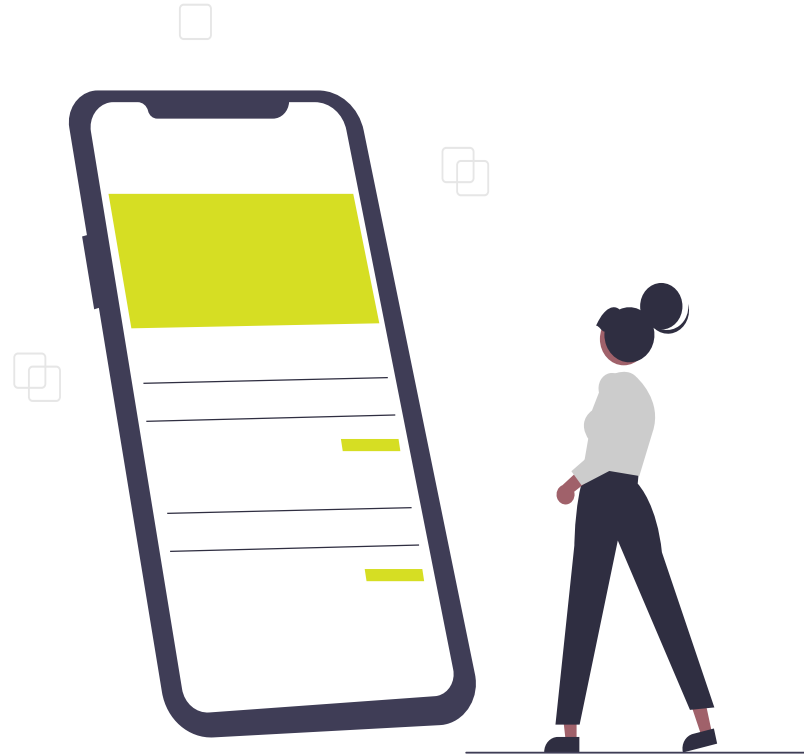


Mas sobre Konrad



- Ingeniero, emprendedor y divulgador tecnológico.
- Con más de 8 años de experiencia capacitando y formando docentes en el área STEAM.
- Instructor de cursos Makers en UDEMY.
- Especializándome como Analista de Negocios.

¿Cómo van a ser estos 4 encuentros?



¿Cómo van a ser estos 4 encuentros?

E1

Figma

- ✓ Colores
- ✓ Diseños
- ✓ Figma

E2

Prototipo

- ✓ Iconos
- ✓ Boton
- ✓ Prototipado

E3

Estructuras

- ✓ Estructura
- ✓ Login App
- ✓ Scroll Vertical

E4

Test Final

- ✓ Scroll Horizo.
- ✓ Flujo App
- ✓ Test en Celular

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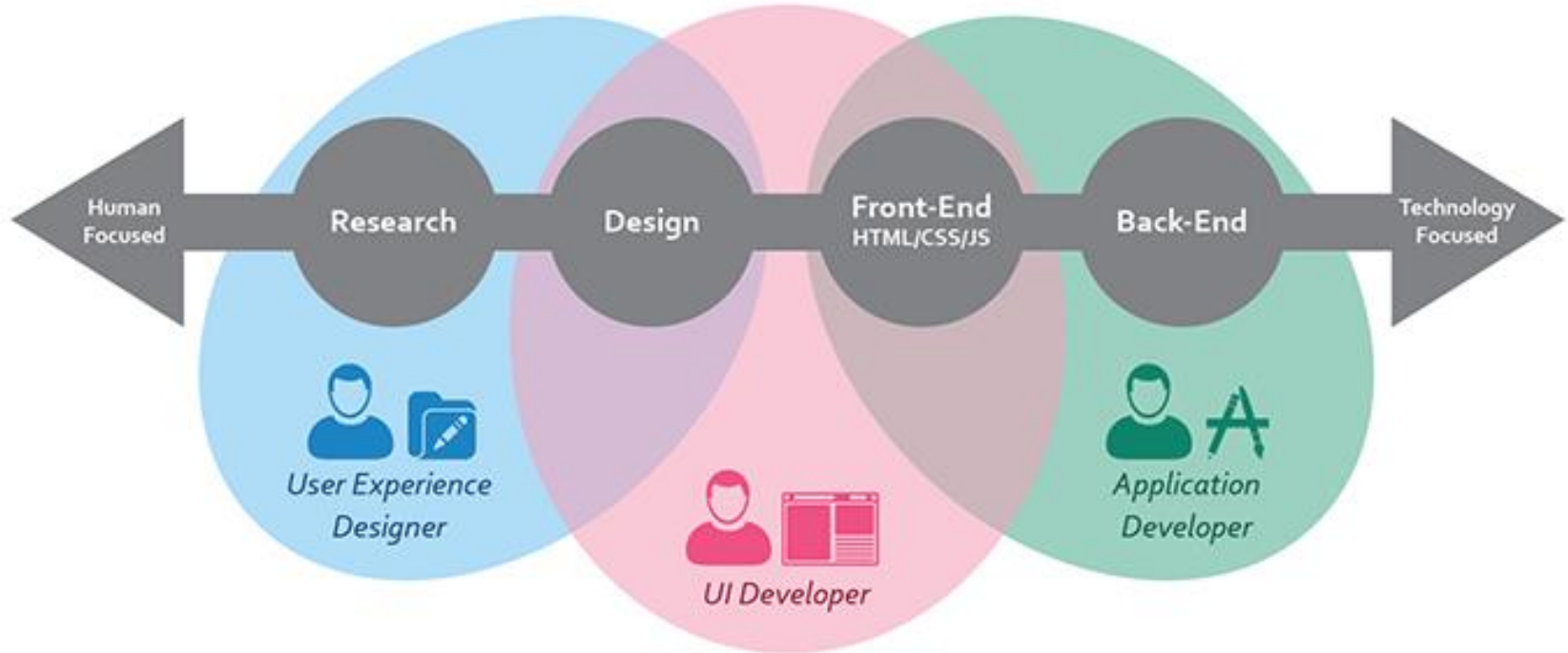
Test Final

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El universo de las Webs y de las Apps



¿Quiénes son los que crean las Webs y Apps?



¿Que hace un profesional UX (User Experience)?




¿Qué importancia tiene la labor del UX?

- ☑ Investiga y analiza el mercado
- ☑ Crea un prototipo funcional rapido
- ☑ Sale a probarlo con usuarios reales
- ☑ Obtiene información valiosa y modifica prototipo
- ✗ No crea el product final



Programas que utiliza un UX para su labor



 Ahora si...
¡Manos a la obra!



Ejemplo de la App que vamos a crear



Objetivo del encuentro de hoy

The image shows a design tool interface with three frames in a sequence:

- Frame 1:** A woman sitting on the floor, holding a large yellow heart.
- Frame 2:** A man on a stationary bike, holding a yellow heart. A blue selection box is overlaid on the image with the dimensions **536 × 453**.
- Frame 3:** An empty white frame.

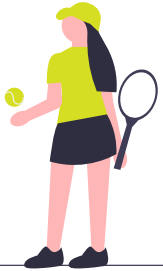
The interface includes a top toolbar with various tools, a left sidebar with layers (Frame 2, Frame 3, Frame 1, undraw_Appreciation_vmef 1), and a right sidebar with design and constraints panels.



Actividad 1:

Temática y colores

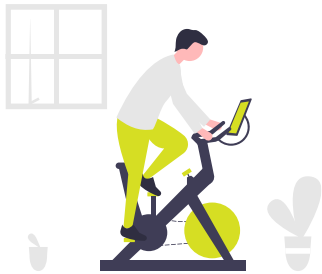
Define tu temática que vas a trabajar



Deportes



Comidas



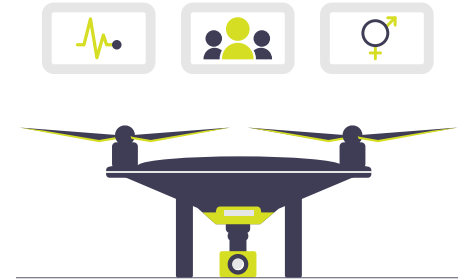
Salud

Mascotas

Juegos



Música



Tecnología

Programación

Libros

La importancia de unificar los Diseños

Frame 1

Ejercicio



Frame 2

Gimnasio



Frame 3

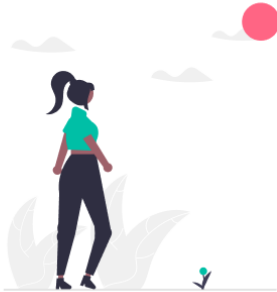
Descanso



La importancia de unificar los Colores

Frame 1

Ejercicio



Frame 2

Gimnasio



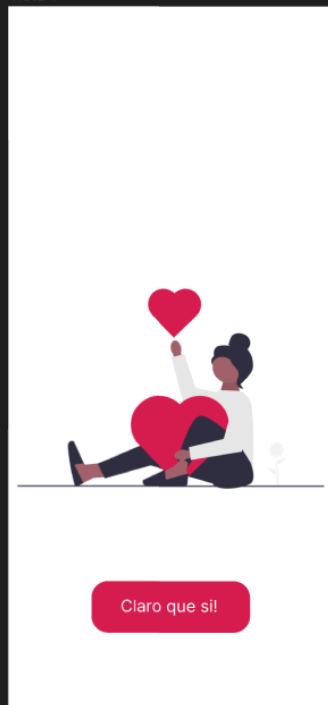
Frame 3

Descanso



La importancia de unificar los Colores

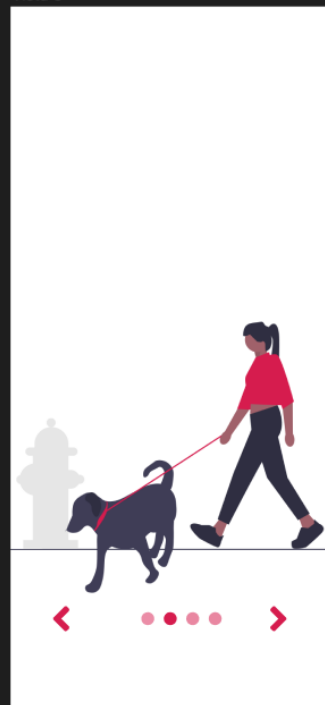
Vista 1



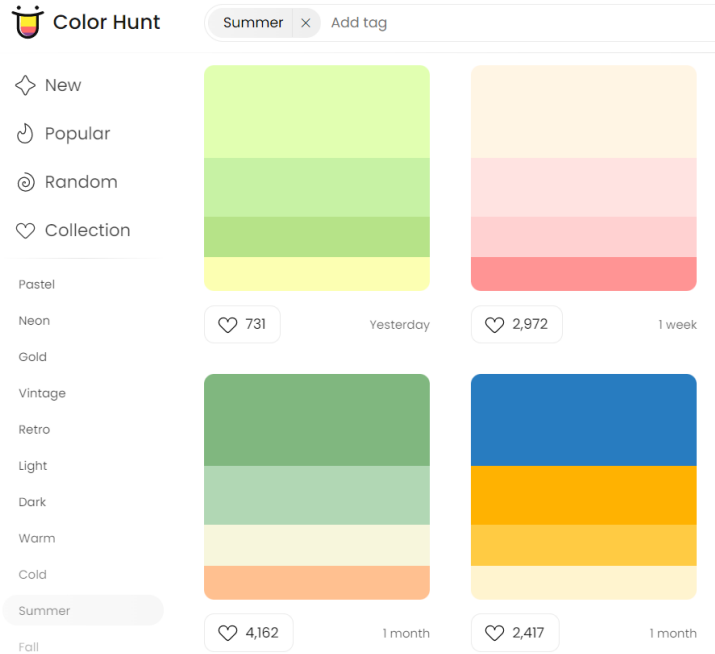
Vista 2



Vista 3



Les voy a mostrar 2 páginas muy útiles

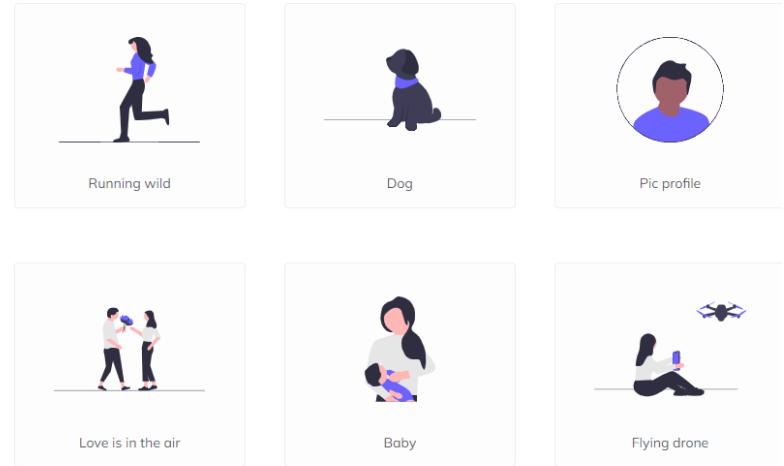


<https://colorhunt.co/palettes/summer>

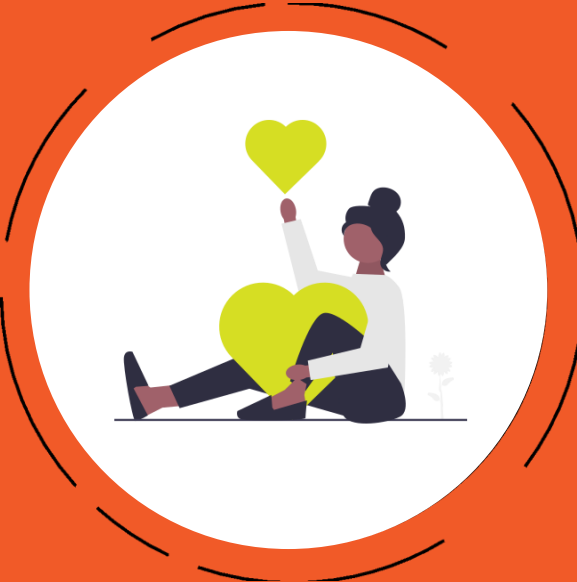
unDraw

[/illustrations](#)

Browse to find the images that fit your needs and click to download. Use the on-the-fly color image generation to match your brand identity.

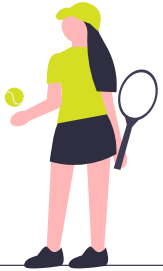


<https://undraw.co/illustrations>



Desafío:
Temática, color
y descarga

1) Define tu temática que vas a trabajar



Deportes



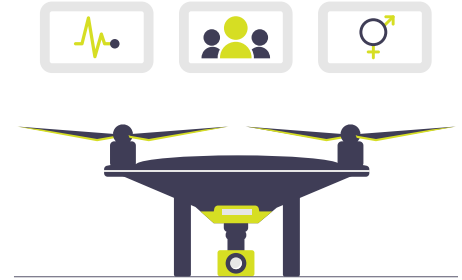
Comidas

Mascotas

Juegos



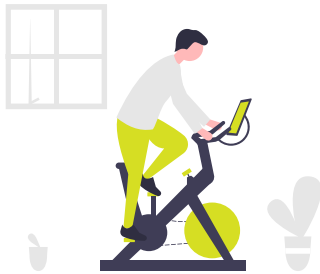
Música



Tecnología

Programación

Libros



Salud

2) En colorhunt.co define tu paleta de colores

Color Hunt Summer x Add tag

- New
- Popular
- Random
- Collection
- Pastel
- Neon
- Gold
- Vintage
- Retro
- Light
- Dark
- Warm
- Cold
- Summer
- Fall

Color Palette	Likes	Time
Light green to yellow gradient	731	Yesterday
Light orange to pink gradient	2,972	1 week
Light blue to yellow gradient	2,291	2 weeks
Dark blue to yellow gradient	3,337	3 weeks
Dark green to orange gradient	4,162	1 month
Dark blue to yellow gradient	2,417	1 month
Dark red to light green gradient	2,206	1 month
Light yellow to dark blue gradient	1,514	1 month

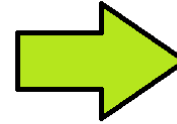
<https://colorhunt.co/palettes/summer>

3) Ingresa el color primario a undraw.co

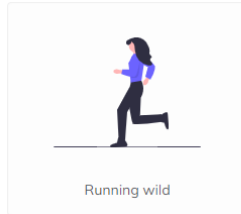
unDraw

/illustrations

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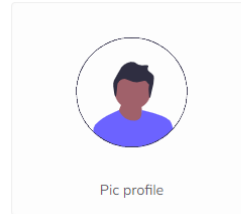
▼  Handcrafts Search ...



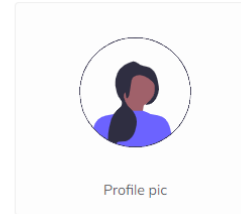
Running wild



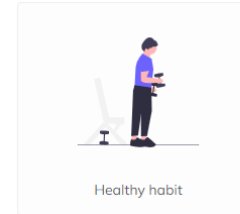
Dog



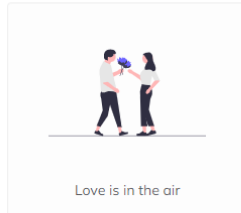
Pic profile



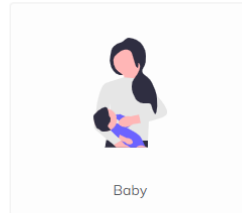
Profile pic



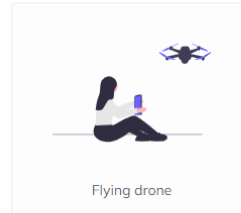
Healthy habit



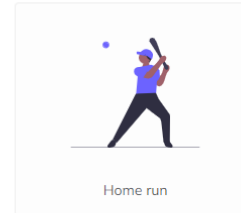
Love is in the air



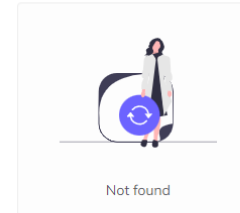
Baby



Flying drone



Home run



Not found

<https://undraw.co/illustrations>

4) Busca, selecciona y descarga las imágenes

unDraw

Type keywords relative to your project to find the illustrations you need.

Illustrations

Search by algolia

food



Street food



Tasting



Review




Barbecue



Special event



Breakfast



Breakfast

Download SVG for your projects

Download PNG for your blog / social

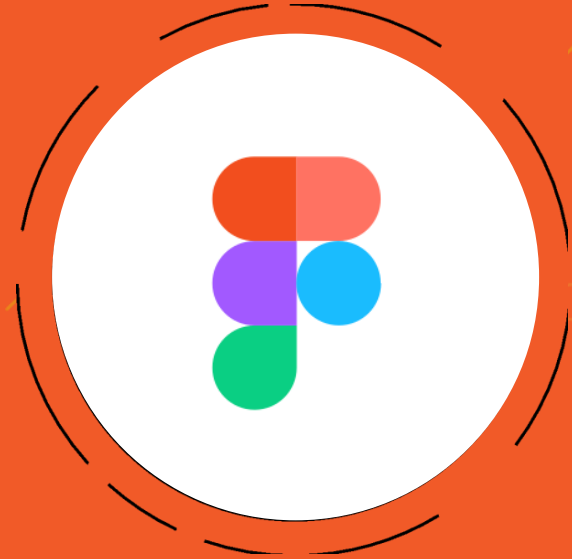


¡Vamos tu puedes!

 **Tienes 5min**



Actividad 2: Registro de cuenta en Figma



En mi navegador voy a escribir “Figma”

Google

figma



Acceder

Todos Imágenes Videos Noticias Shopping Más Herramientas

Cerca de 100,000,000 resultados (0.47 segundos)

<https://www.figma.com> Traducir esta página

Figma: the collaborative interface design tool.

With **Figma**, everyone works towards a shared goal. This has enabled our product teams to ship new products faster and feel more confident in their decisions.

Figma

Continue with Google. or. Log in. Log in with SAML SSO. Forgot ...

Download Figma Desktop

Download the Figma desktop app for macOS or Windows as well ...

Sign up

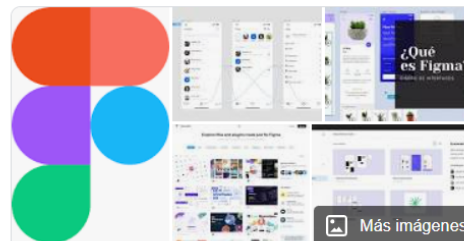
Sign up with SAML SSO. Already have an account?Log in.

Design

Design process Learn more - Design systems - UX design

[Más resultados de figma.com »](#)

Preguntas relacionadas



Figma

Aplicación

Figma es un editor de gráficos vectorial y una herramienta de generación de prototipos, principalmente basada en la web, con características off-line adicionales habilitadas por aplicaciones de escritorio en macOS y Windows. [Wikipedia](#)

Fecha del lanzamiento inicial: 27 de septiembre de 2016

Desafío:
¡Ahora te
toca a ti!



El objetivo es que te crees una cuenta en Figma

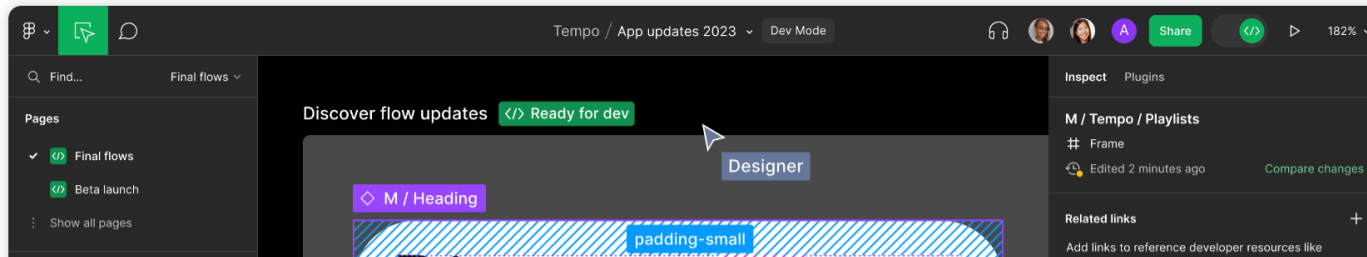


Products ▾ Enterprise ▾ Pricing Resources ▾ Community ▾ Log in

Get started for free

How you **design** , **align** ,
and **build**  matters.
Do it together with Figma.

Get started



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

¡Vamos tu puedes!
🕒 Tienes 5min





 5min de
descanso



Actividad 3:

Creación de Frames



Objetivo de esta actividad

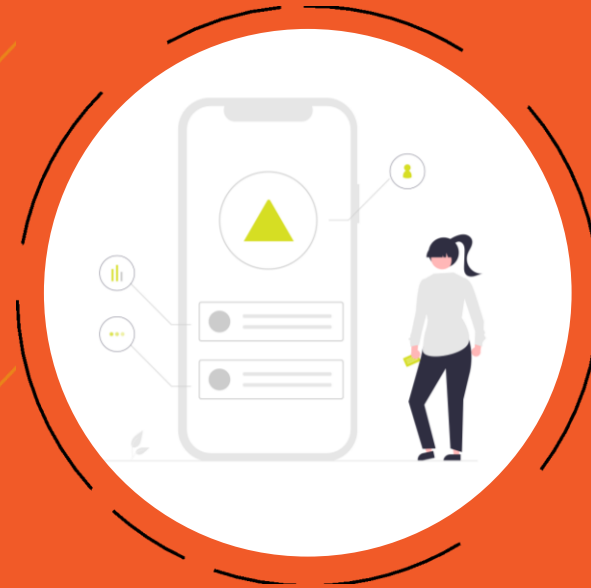
The image shows a design tool interface with three frames in a sequence:

- Frame 1:** A woman sitting on the floor holding two large yellow hearts.
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- Frame 3:** An empty white frame.

The interface includes a top toolbar with various tools, a left sidebar with layers (Frame 2, Frame 3, Frame 1), and a right sidebar with design and constraints panels.

Desafío:

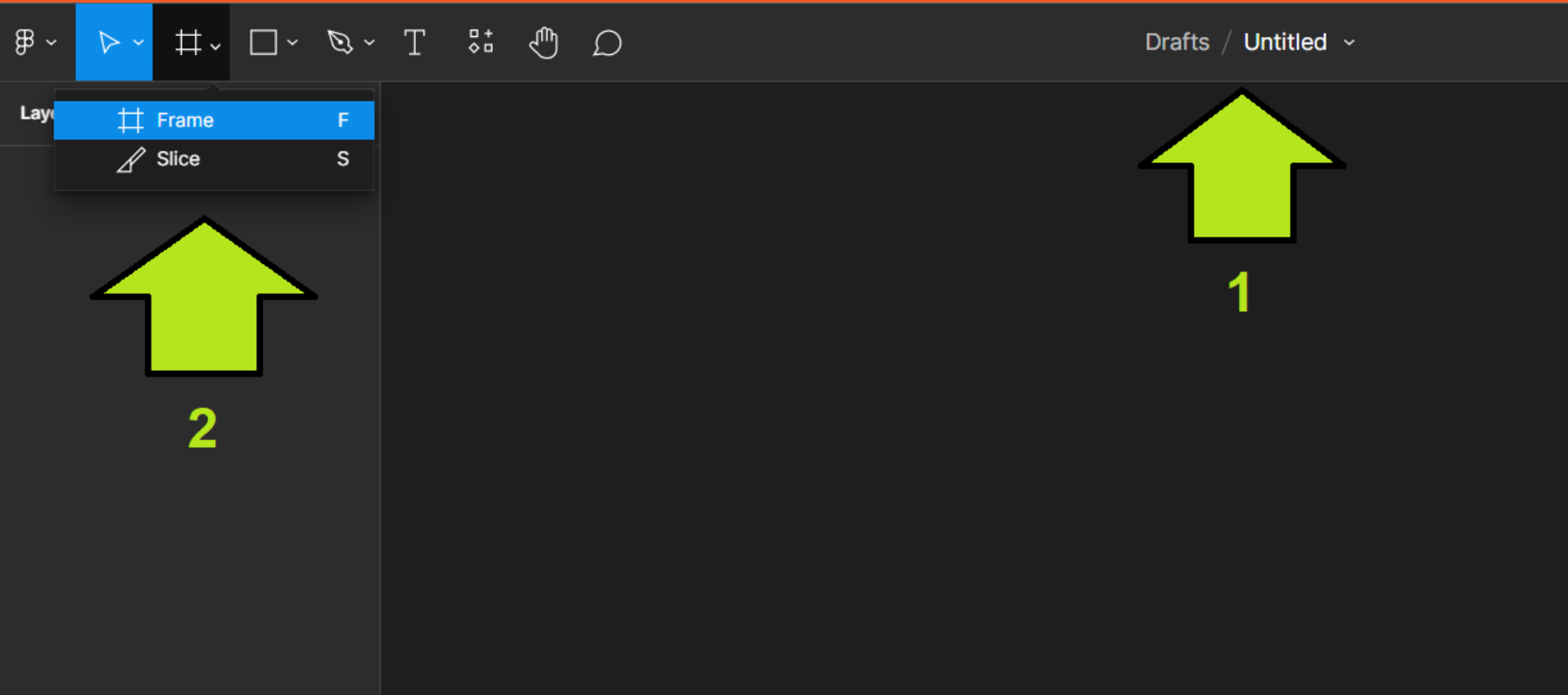
Ahora te
toca a ti



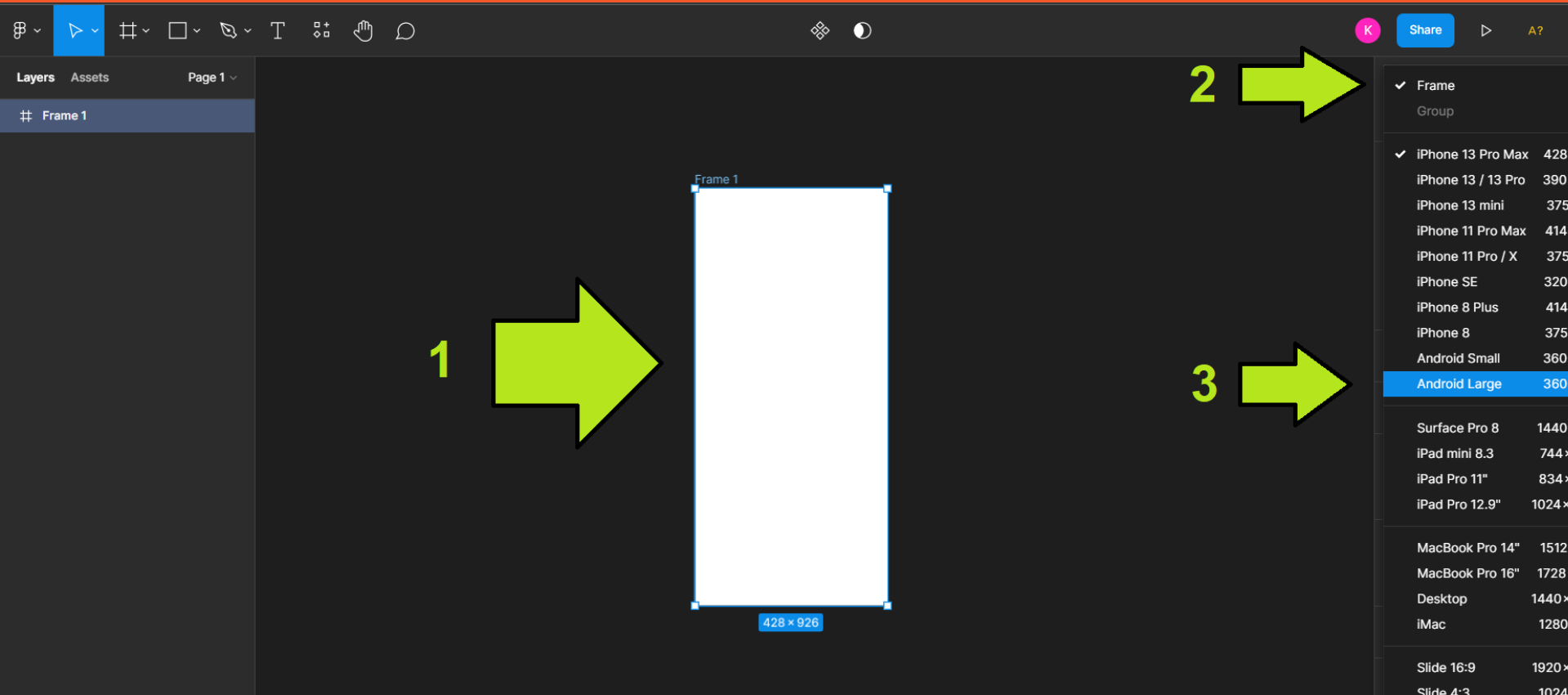
1) Crear un nuevo diseño en Figma

The screenshot shows the Figma web interface. At the top left, the user profile for Konrad Peschka is visible. Below it, the left sidebar contains navigation options: Recents, Drafts (highlighted), and Community. A promotional banner for upgrading to premium features is also present. The main workspace is titled 'Drafts Deleted' and contains a search bar. A large green arrow points to the 'New design file' button, which is labeled 'New design file' and 'Design and prototype'. Other buttons include 'Import file' and 'Filter: All files'. Below these are three design file thumbnails: 'Freebie Ticket', 'Untitled', and 'Cuida tu salud'.

2) Cambiar nombre y seleccionar herramienta **Frame**



3) Dibujar algo, frames y predeterminados



The screenshot shows a design tool interface with a central canvas and a right-hand panel. A large green arrow labeled '1' points to a white rectangular frame on the canvas. A second large green arrow labeled '2' points from the frame to the right-hand panel. In the right-hand panel, a list of device models is shown, with 'Android Large' highlighted in blue. A third large green arrow labeled '3' points from the 'Android Large' selection back to the canvas.

Layers Assets Page 1

- # Frame 1

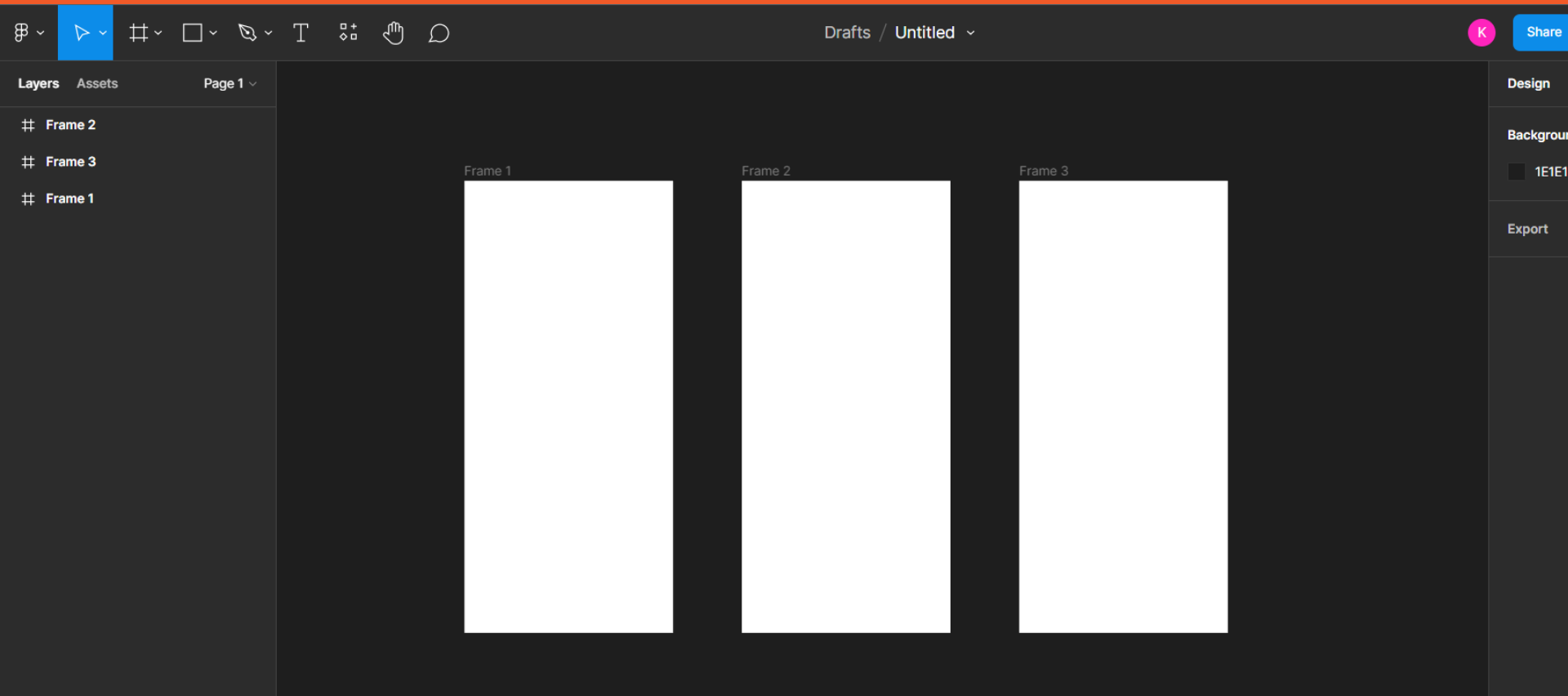
Frame 1

428 × 926

Share

- ✓ Frame Group
- ✓ iPhone 13 Pro Max 428
- iPhone 13 / 13 Pro 390
- iPhone 13 mini 375
- iPhone 11 Pro Max 414
- iPhone 11 Pro / X 375
- iPhone SE 320
- iPhone 8 Plus 414
- iPhone 8 375
- Android Small 360
- Android Large 360**
- Surface Pro 8 1440
- iPad mini 8.3 744 ×
- iPad Pro 11" 834 ×
- iPad Pro 12.9" 1024 ×
- MacBook Pro 14" 1512
- MacBook Pro 16" 1728
- Desktop 1440 ×
- iMac 1280
- Slide 16:9 1920 ×
- Slide 4:3 1024 ×

4) Copiar y pegar mas frames CTRL+C / CTRL+V

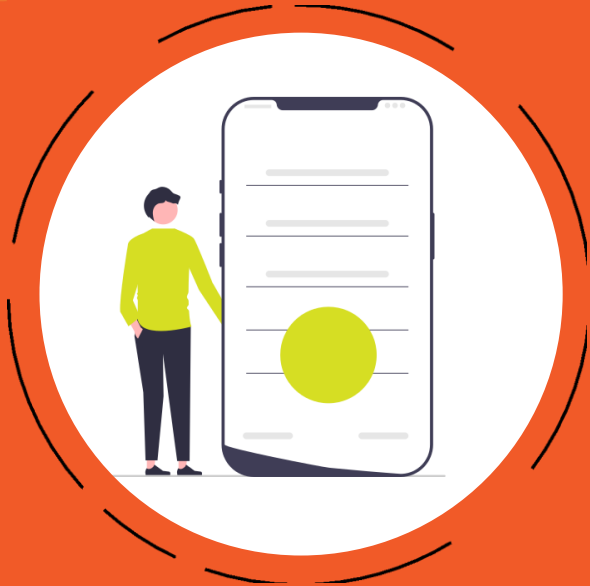


5) Arrastrar nuestras imágenes a Los Frames

The screenshot displays a design tool interface with three frames. Frame 1 contains an illustration of a person sitting on the floor holding a large yellow heart. Frame 2 contains an illustration of a person on a stationary bike, with a blue bounding box around it and a label indicating dimensions of 536 x 453. Frame 3 is currently empty. The interface includes a top toolbar with various tools, a left sidebar showing a list of layers (Frame 2, Frame 3, Frame 1, and undraw_Appreciation_vmef 1), and a right sidebar with design and constraints panels. The design panel shows settings for the selected frame, including X and Y coordinates, width (W: 536), height (H: 453), and a checked 'Clip content' option. The constraints panel shows a center alignment icon and a 'Fix position when' checkbox.

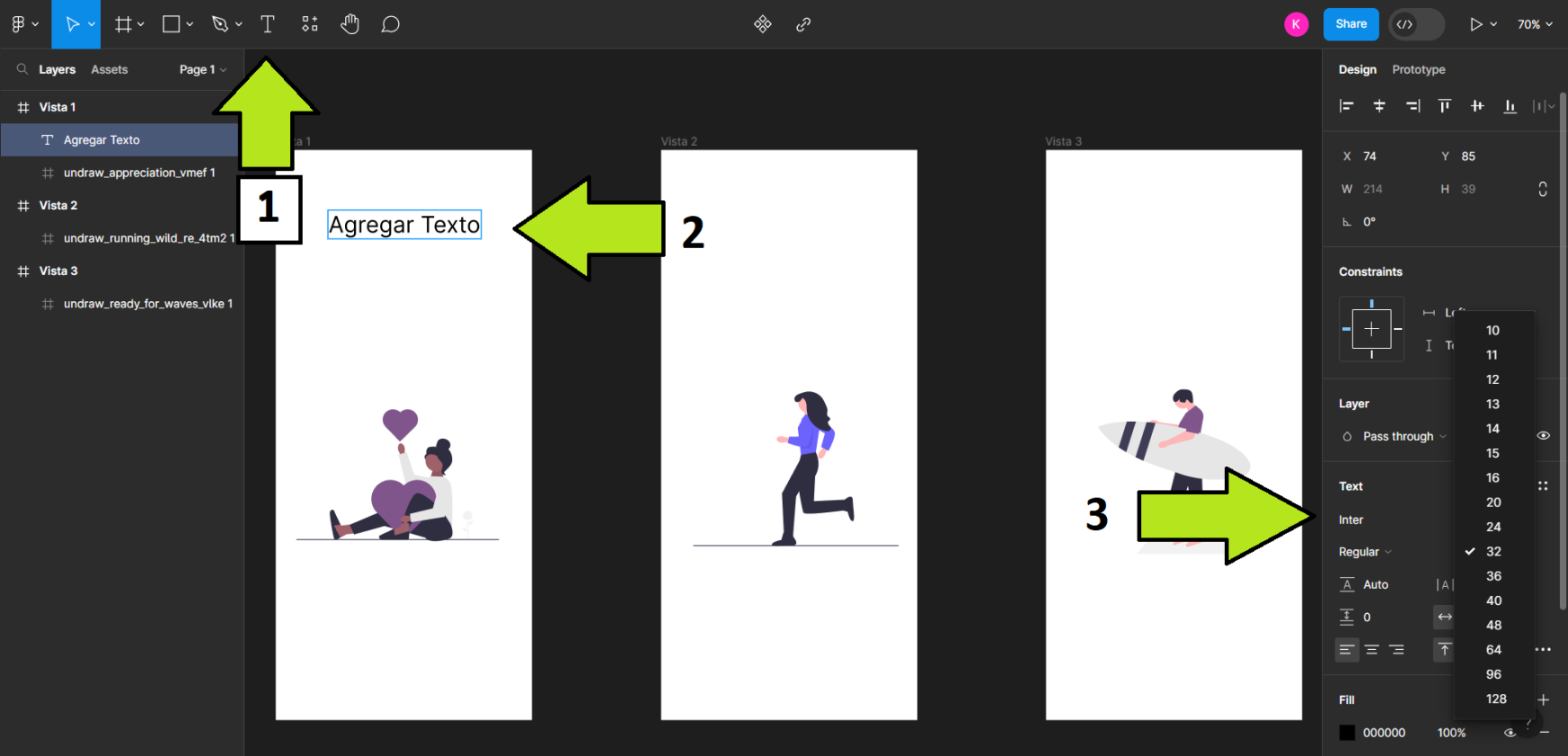
¡Vamos tu puedes!
🕒 Tienes 5min





Actividad 4: Agregar texto

Agregar texto a los Frames ya creados



The image shows a design tool interface with three frames. The first frame, labeled '1', contains an illustration of a woman sitting and holding two purple hearts. A text box with the text 'Agregar Texto' is positioned above the illustration. A green arrow points from the text box to the first frame. The second frame, labeled '2', contains an illustration of a woman running. A green arrow points from the second frame to the text box. The third frame, labeled '3', contains an illustration of a woman holding a surfboard. A green arrow points from the third frame to the right. The interface includes a top toolbar with various tools, a left sidebar with a layers panel, and a right sidebar with design and text properties.

Layers Assets Page 1

- # Vista 1
 - T Agregar Texto
 - # undraw_appreciation_vmef 1
- # Vista 2
 - # undraw_running_wild_re_4tm2 1
- # Vista 3
 - # undraw_ready_for_waves_vlke 1

Design Prototype

X 74 Y 85
W 214 H 39
R 0°

Constraints

Layer

- Pass through

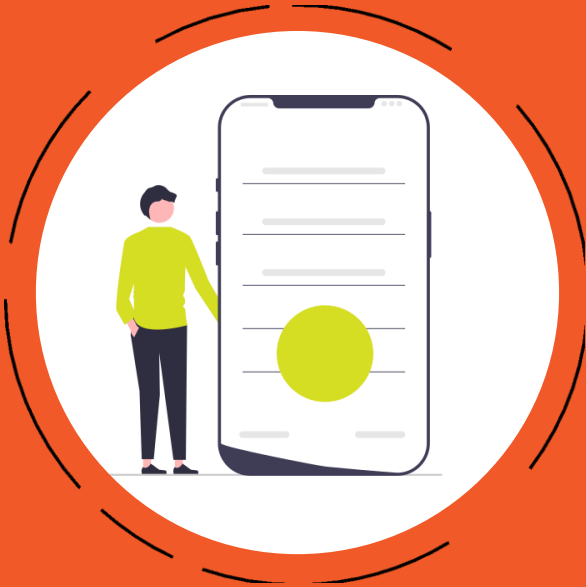
Text

Inter

Regular

Auto | A |
0 ↔
64 ...
96
128 +

Fill 000000 100%



Desafío:
Cuenta tu
Historia 

¡Vamos tu puedes!

 **Tienes 5min**





Ejemplos de aplicación

Proyecto LC – Año 2020

¿Que te llevas
del encuentro
de hoy?



¿Qué haremos el próximo encuentro?

E1

Figma

- ✓ Colores
- ✓ Diseños
- ✓ Figma

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Prototipo

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- ✓ Prototipado

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Estructuras

- ✓ Estructura
- ✓ Login App
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Test Final

- ✓ Scroll Horizo.
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- ✓ Test en Celular



LOS **CREA
DORES**
CHILE



¡MUCHAS
GRACIAS!

@LOSCREADORESCHILE
#ESTIEMPODECREADORES