

Ayos Ways of Design





AyosDito.ph Great Deals in the Philippines

Find good deals near you. Millions of Pinoys buy and sell cars, motorcycles, pets, cellphones, clothes and other items on AyosDito.ph!



Excellent website.. I already bought a lot of things in here and also successfully sold a lot of stuff. Thanks AyosDito! -GERARD A.



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Ilocos Region

Cagayan Region

Central Luzon

NCR - Metro Manila

CALABARZON

MIMAROPA

Bicol

Western Visayas

Cebu & Central Visayas

Eastern Visayas

Zamboanga Peninsula

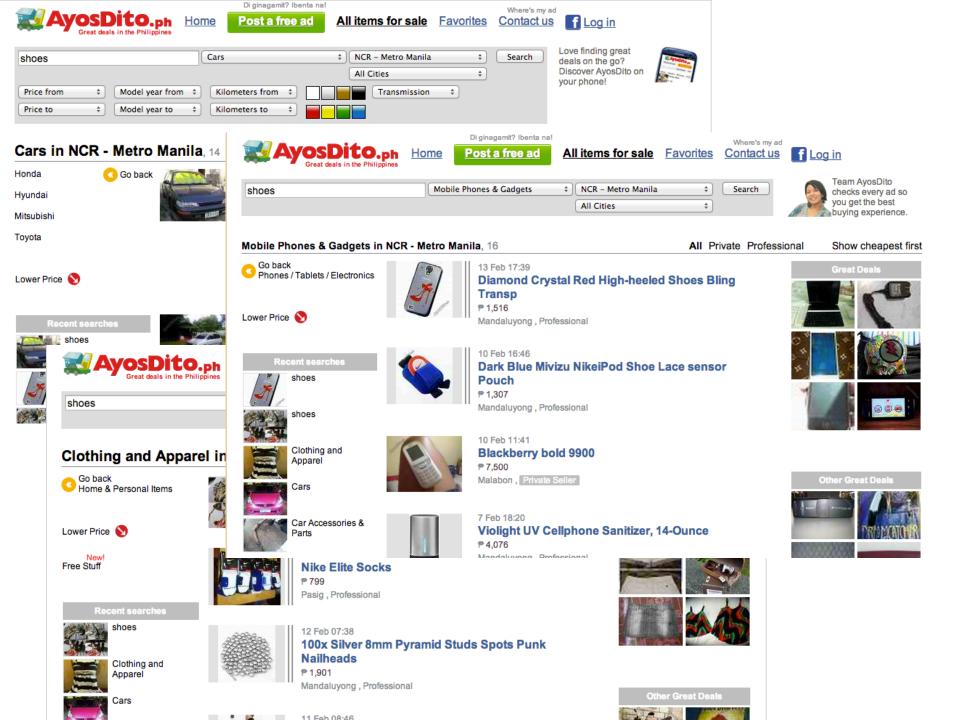
Northern Mindanao

Davao Region

SOCSARGEN

CARAGA

ARMM





iPhone 2.0

3.0

Evolution of the iOS Home Screens I ST TO THE TO

Technology and Design Trends



Non-Boring Typography



worldwide reputation for designing websites that look beautiful and work wonderfully on every type of device.

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Flat Design

When something is designed to work beautifully, it tends to look that way, too.

Nothing we've ever created has been designed just to look beautiful. That's approaching the opportunity from the wrong end. Instead, as we reconsidered iOS, our purpose was to create an experience that was simpler, more useful, and more enjoyable — while building on the things people love about iOS. Ultimately, redesigning the way it works led us to redesign the way it looks. Because good design is design that's in service of the experience.

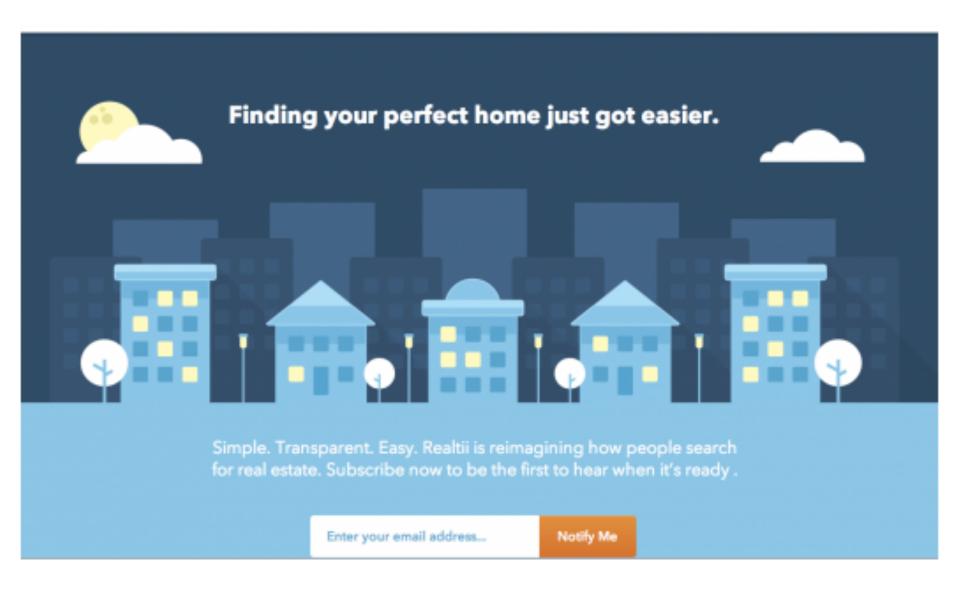
Watch the iOS 7 video



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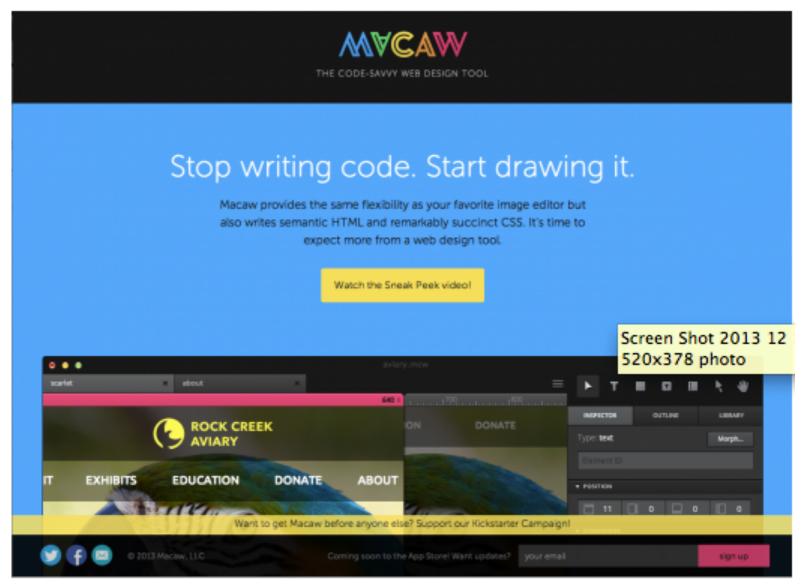
The Hero Page



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Long Scrolling Pages



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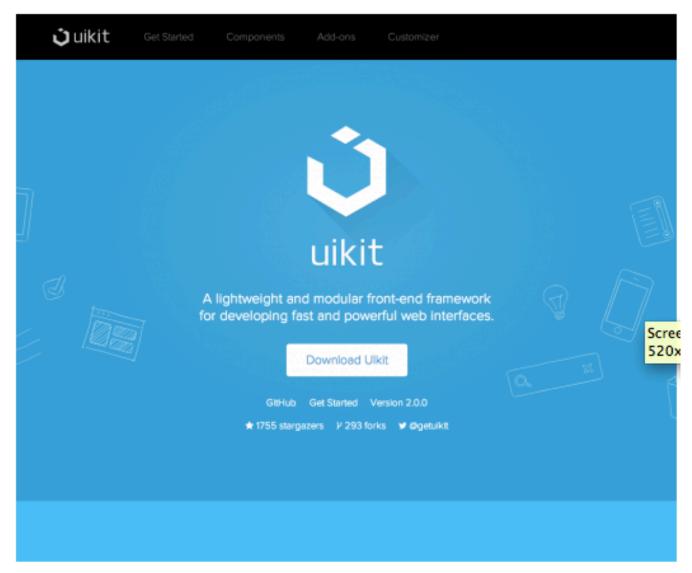
Mobile



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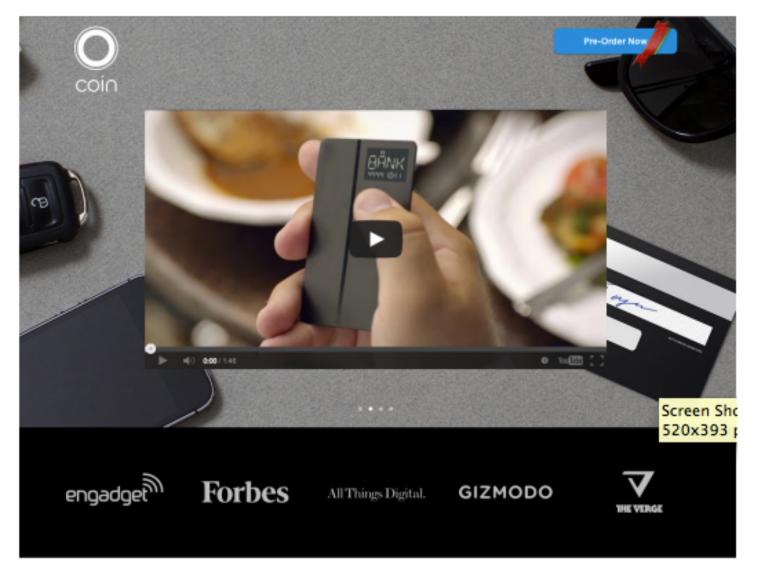
Simplified Color Schemes



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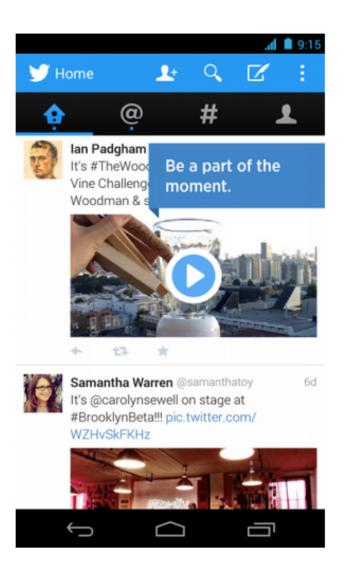
Videos in Place of Text



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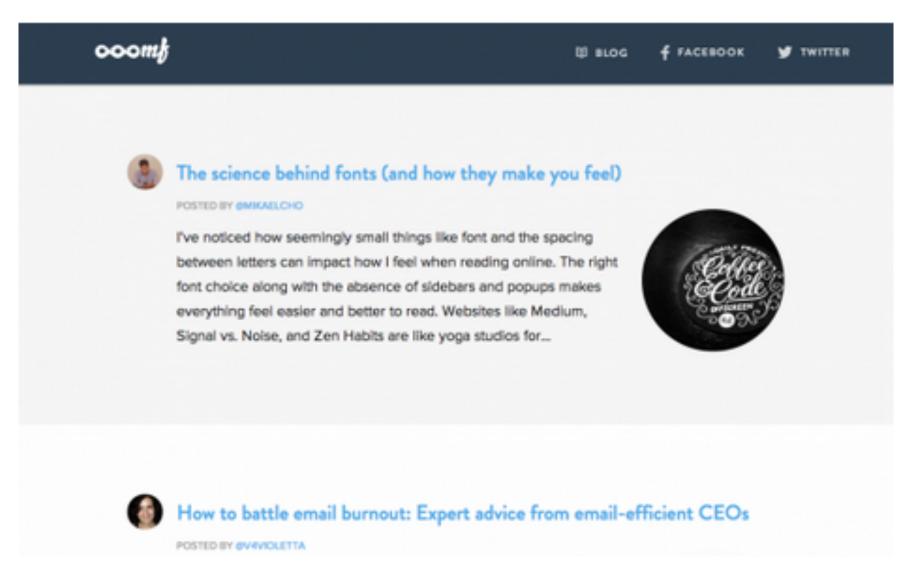
Simplified Content



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Dropping the Sidebar



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Manipulated Imagery

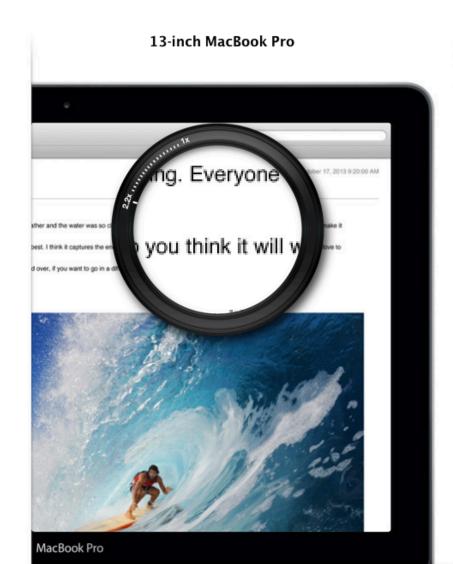


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Retina display.

Multimillion-pixel view.









Does anyone have any recommendation for Napa Valley? Hotel, area etc.?

Like · Comment · November 8, 2013 at 10:32am near San Francisco, CA, United States







Matthew Adam @MatthewAdamMiu · 5h

@lonelyplanet #lp Going to Barcelona next week then Paris... Suggestions? What area of Paris should I stay in. Using @airbnb_fr

♣ Reply 13 Retweet ★ Favorite ••• More

Results for #Sochi2014

December 9, 2013 at 8:05am · Like

Write a comment...

Save



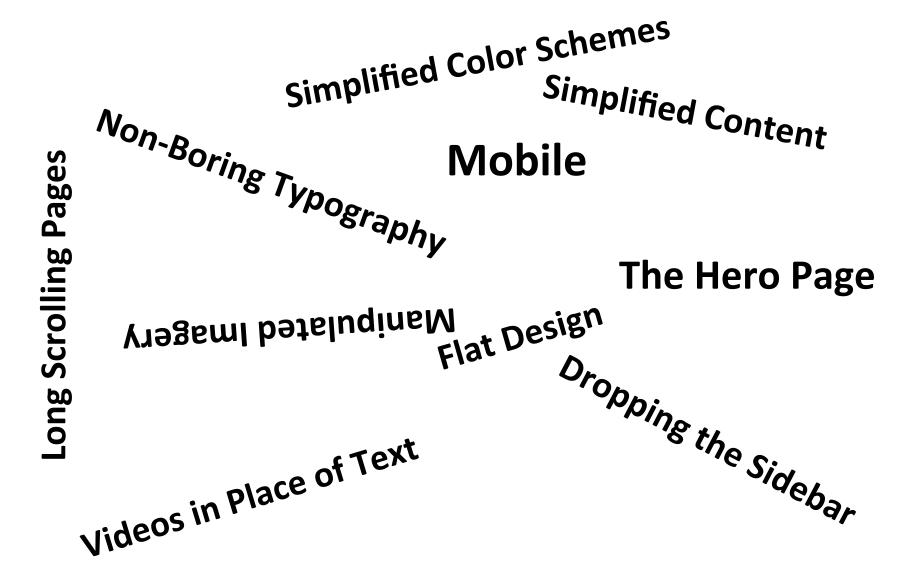
Vanessa Hill @nessyhill - 2m

In case you missed it (like I did): Cool photos of #sochi2014 from space at night space.com/24672-sochi-wi...

Th Expand

◆ Reply ★ Retweet ★ Favorite ··· More







"Tech support says the problem is located somewhere between the keyboard and my chair."

We are never 100% sure how users will react to our designs

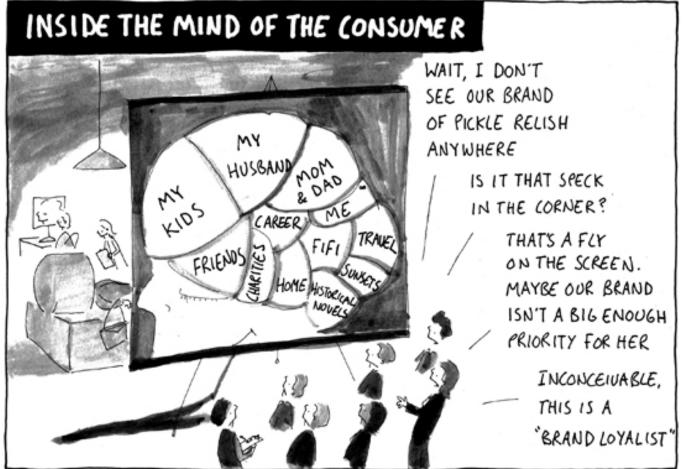


So how will you design your product?



BRAND CAMP

by Tom Fishburne



@ 2007

SKY DECKCARTOONS.COM

1. EMPATHIZE

Know your user



"There are no facts inside your building" Steve Blank

Steve Blank is a Silicon Valley serial-entrepreneur and academician who is based in Pescadero, California. Blank is recognized for developing the Customer Development methodology, which launched the Lean Startup movement





"My team has created a very innovative solution, but we're still looking for a problem to go with it."

2. DEFINE

Know what your users need





3. IDEATE

Here comes the fun part

AyosDito.ph





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4. BUILD





Developer watching videotape of usability test.

5. TEST YOUR PRODUCT

Analyze and get feedback.





6. REPEAT



At the end of the day...

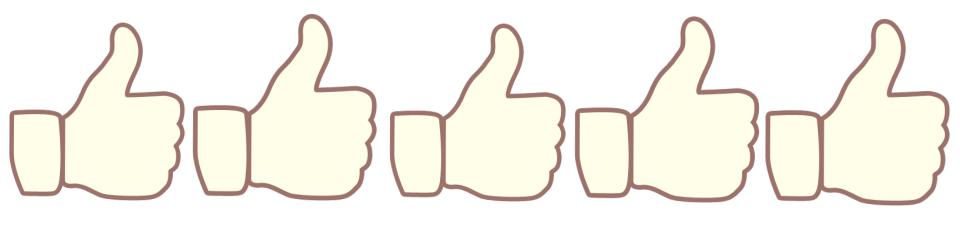


"When things get complicated, we simplify things by asking, what's best for the customer"

Jeff Bezos, Founder and CEO Amazon



At the end of the day...



The TRUST Index