

The principles of Microsoft design

Will Tschumy

Principal User Experience Advisor
2-116

//build/

Beginning in 2003,
Microsoft made a strategic
investment in design

And the results?
The fastest selling, most critically
acclaimed version of Office...

...at least until
Office 2010 launched

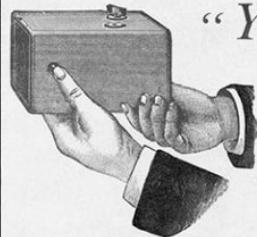
Put another way, with Office 2007,
Microsoft made and won a
\$20 billion/year bet on design



“*Você aperta
o botão,
nós fazemos
o resto. „*

GEORGE EASTMAN

The Kodak Camera



*"You press the button,
we do the rest."*

OR YOU CAN DO IT YOURSELF.

The only camera that anybody
can use without instructions. As
convenient to carry as an ordi-
nary field glass. World

*The Kodak is for sale by all Photo sto-
res.
Send for the Primer, free.*

The Eastman Dry Plate & Film

Price, \$25.00 — Loaded for 100 Pictures.

Re-loading, \$2.00.

ROCH





*Groupon, Inflection,
Adaptive Path, Epinions.com*

“

*Experiência
é o Produto „*

PETER MERHOLS



*Groupon, Inflection,
Adaptive Path, Epinions.com*



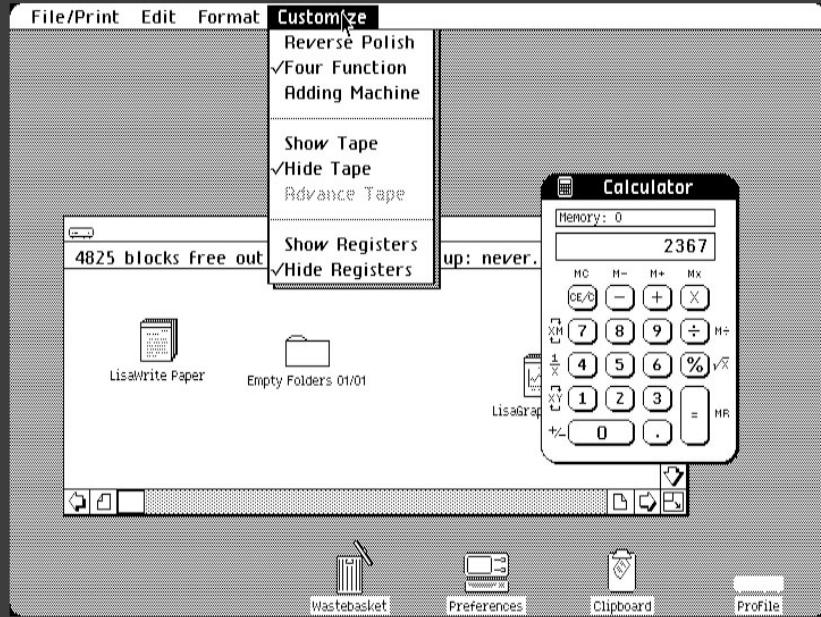


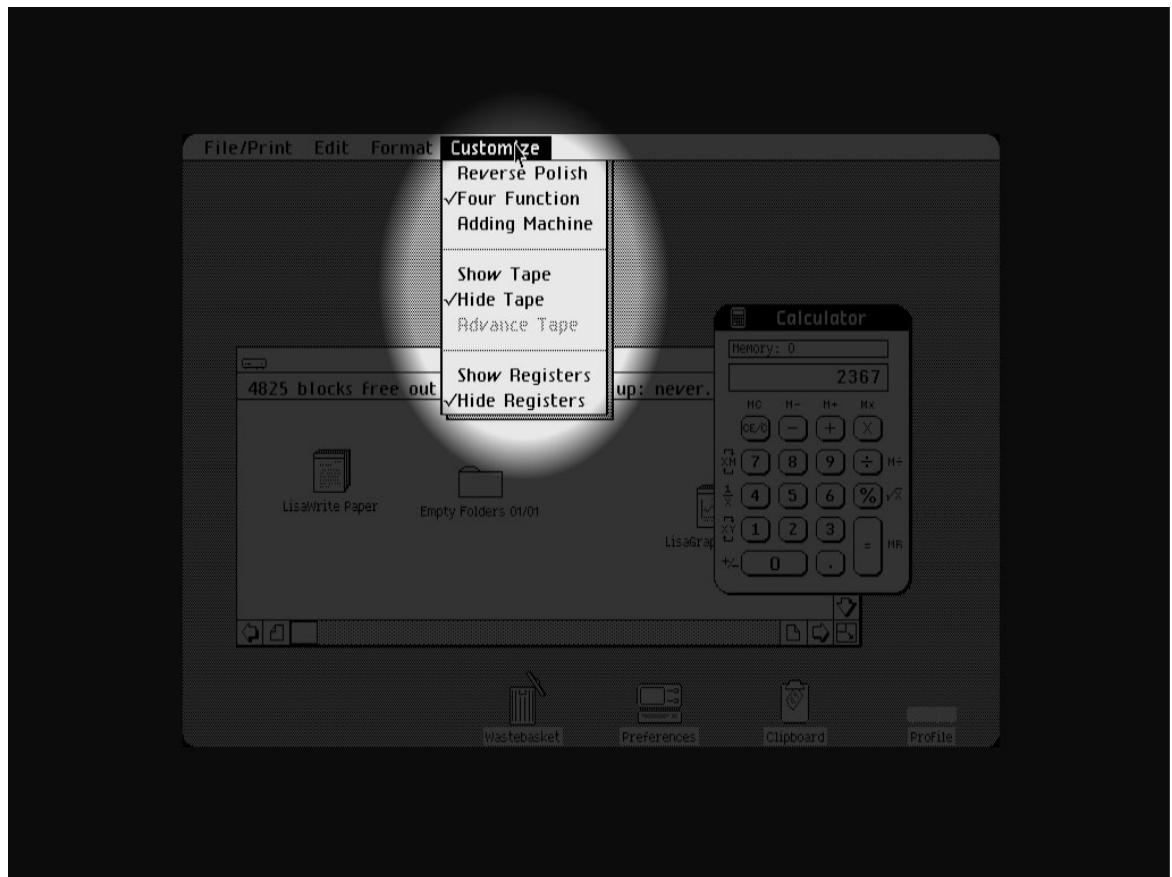
Apple Lisa II - 1983

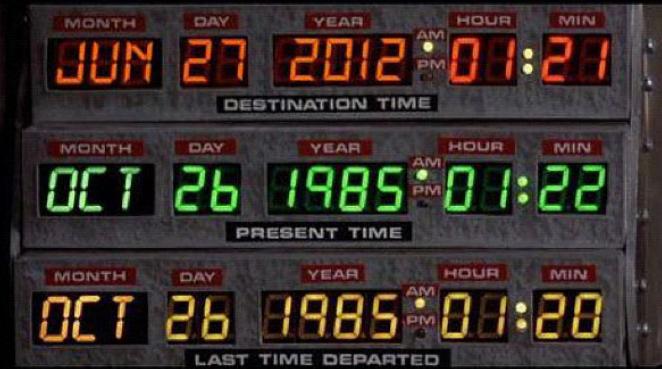
5MHz 1MB



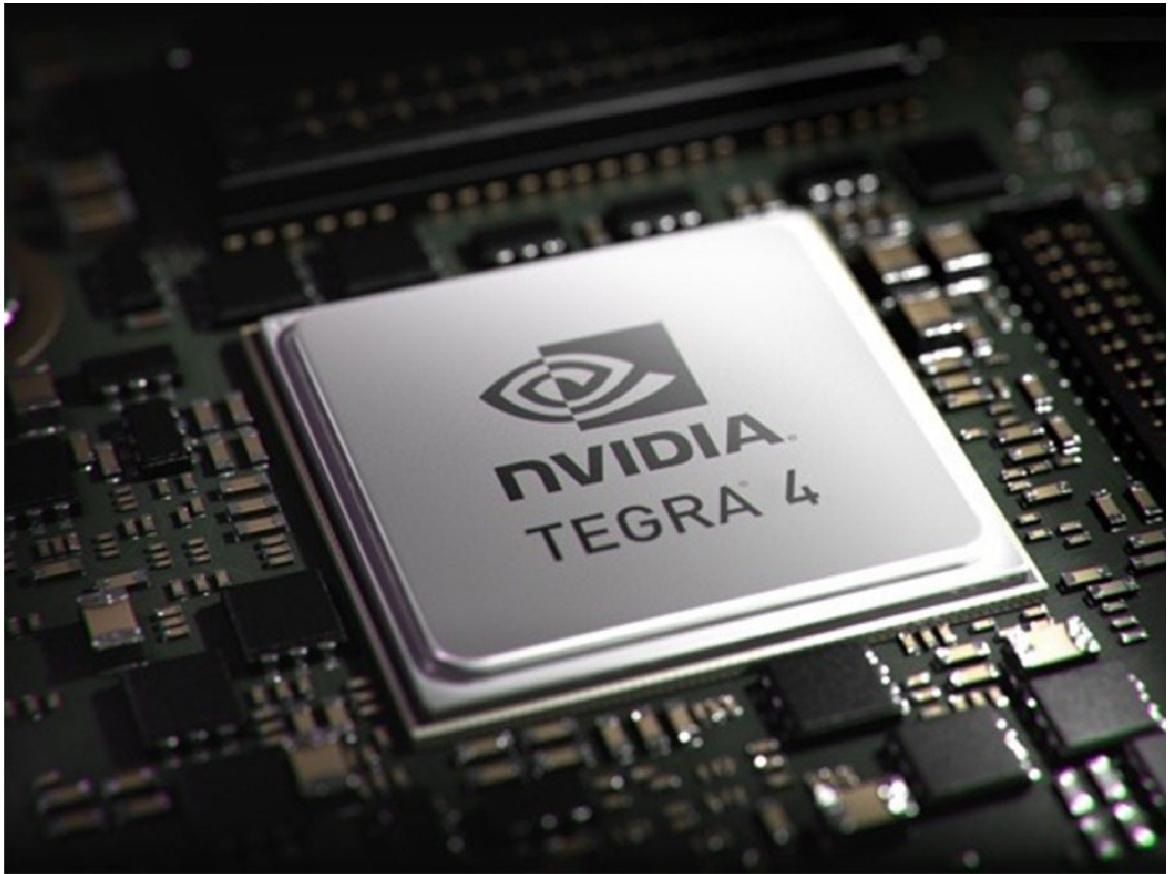
Apple Lisa II - 1983













SMF

Bem vindo(a), Luiz Wandrowelzti

Painel de Controle ▾ Conteúdo ▾ Menu ▾ Relatório ▾ Usuário ▾

Seus Dados

Identificador: 8
Grupo: Administrador
Login: lwandrowelzti
Acessos: 73

Conteúdo

- Banners
- Categorias
- Conteúdos** ▾
 - Multimídias
 - Notícias
 - Tags
 - Vídeos
 - Agenda de Eventos

Visitantes

Visitas dos últimos
1,00
0,75
0,50
0,25
0,00

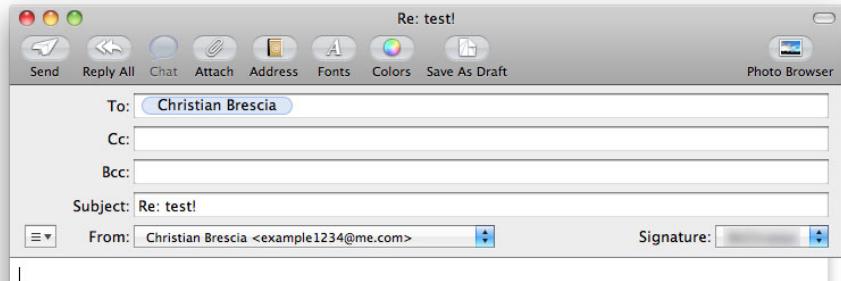
Sessões: 1 | Instituto Curitiba de Informática | © 2010-2012



OS OUTROS



Created By Tee



Inbox — Bento PRs (20058 messages)

MAILBOXES

- Inbox
 - Bento ALI
 - dabbsnet mail
- Bento PRs
 - Mynewsdesk monitoring 06:07
Mynewsdesk alert: Latest updates within Data, Telecom, IT
Your alert: Latest updates within Data, Telecom, IT Type of information: Press Releases Keywords: Industry (s)...
 - Mynewsdesk monitoring Yesterday
Mynewsdesk alert: Latest updates within Art, Culture,...
Your alert: Latest updates within Art, Culture, Entertainment Type of information: Press Releases Ke...
 - Mynewsdesk monitoring Yesterday
Mynewsdesk alert: Latest updates within Media, Com...
Your alert: Latest update within Media, Communication Type of information: Press Releases Keyword: Indust...
 - ACE PR for Context Americas 22/07/2011
MEDIA ALERT! Context to Participate in Minuteman; XD24...
View this email online. Click here MEDIA ALERT: July 22, 2011 Contact: Quiana Bradford Phone: +709-964-9820 fax:...
 - Color Confidence 22/07/2011
No delivery charges this weekend!
Moribri Calibration on Printer Profiling Manufacturer Using Software FREE Delivery this weekend! *JK AND FIRO...
 - gary@bastion.co.uk 22/07/2011
Media alert: TAKE ON THE WORLD! D...
22 July 2011 TAKE ON THE WORLD! FIRST TRAILER RELEASED FOR THE OFFICIAL VIDEO GAME OF RUGBY...
 - Response Source/SourceWire Press Rel... 22/07/2011
Firstnumber Wolomos The Proposals To Cut EU Mobile ...
Firstnumber Wolomos The Proposals To Cut EU Mobile 'Nameing' Phones 22 July 2011 The main proposal of cuts...
 - Response Source/SourceWire Press Rel... 22/07/2011
What Are the Issues Around Cloud Computing?
What Are the Issues Around Cloud Computing? 22 July 2011 commisur explain all the issues of cloud computing, and...
 - Response Source/SourceWire Press Rel... 22/07/2011
Valued Opinions reveals people are unsure about Facebo...
Valued Opinions reveals people are unsure about Facebook tag suggestions facial recognition 22 July 2011 Valued Op...
 - Stuart McCruden 22/07/2011
Head for heights - Quantinata and Cloud Computing Security
To Editors, IT & Business writers: There are a number of barriers, rumours and reports contributing to a hesitant app...
 - Response Source/SourceWire Press Rel... 22/07/2011
Calling all kids and families! Westfield London Announces...
Calling all kids and families! Westfield London Announces a Sizzling Summer 2011 22 July 2011 Summer for kids has of...
- Sent
- Trash
- Junk
- REMINDERS**
- Flagged
- Notes
- SMART MAILBOXES**
- Region 8 News
- Travel GRL
- The Register
- ON MY MAC**
- Acrobat 10.1
- CS 5.5
- DMP
- InDesign CS6 beta
- Old mail
- Press releases
- Receipts
- Registered
- Travel
- MOBILEME**
- ASSOCNEWS

Inbox — Bento PRs (20058 messages)

Mynewsdesk monitoring <no-reply@mynewsdesk.com>
Mynewsdesk alert: Latest updates within Data, Telecom, IT
24 July 2011 06:07

Your alert: Latest updates within Data, Telecom, IT

Type of information: Press Releases
Keywords:
Industry (s): Data, Telecom, IT
Delivery Schedule: Every day, 07:00
New search: 2

Press Releases

The Amazing HTC Desire S Includes HTC Sense UI
Phones Limited - Jul 23, 2011 18:27 CEST

The iPhone 4 White Models Composition Of Text Simple
Phones Limited - Jul 23, 2011 13:27 CEST

Mynewsdesk, the News Exchange Site, matches and distributes company news such as news releases, photos and video with important influencers - on their own terms. The press material - all visible in a social media newsroom - is instantly search engine optimized and automatically published and shared on social media platforms such as Twitter, Flickr, Word Press and SlideShare.

[Click here if you want to edit your alert.](#)

Mynewsdesk monitoring <no-reply@mynewsdesk.com>
Mynewsdesk alert: Latest updates within Data, Telecom, IT
23 July 2011 06:12

Your alert: Latest updates within Data, Telecom, IT

Type of information: Press Releases
Keywords:
Industry (s): Data, Telecom, IT
Delivery Schedule: Every day, 07:00
New search: 4

Press Releases

Share Your Home Movies On The iPhone 4 Thanks To Air Play





Applications Places

Tue Nov 15, 14:47

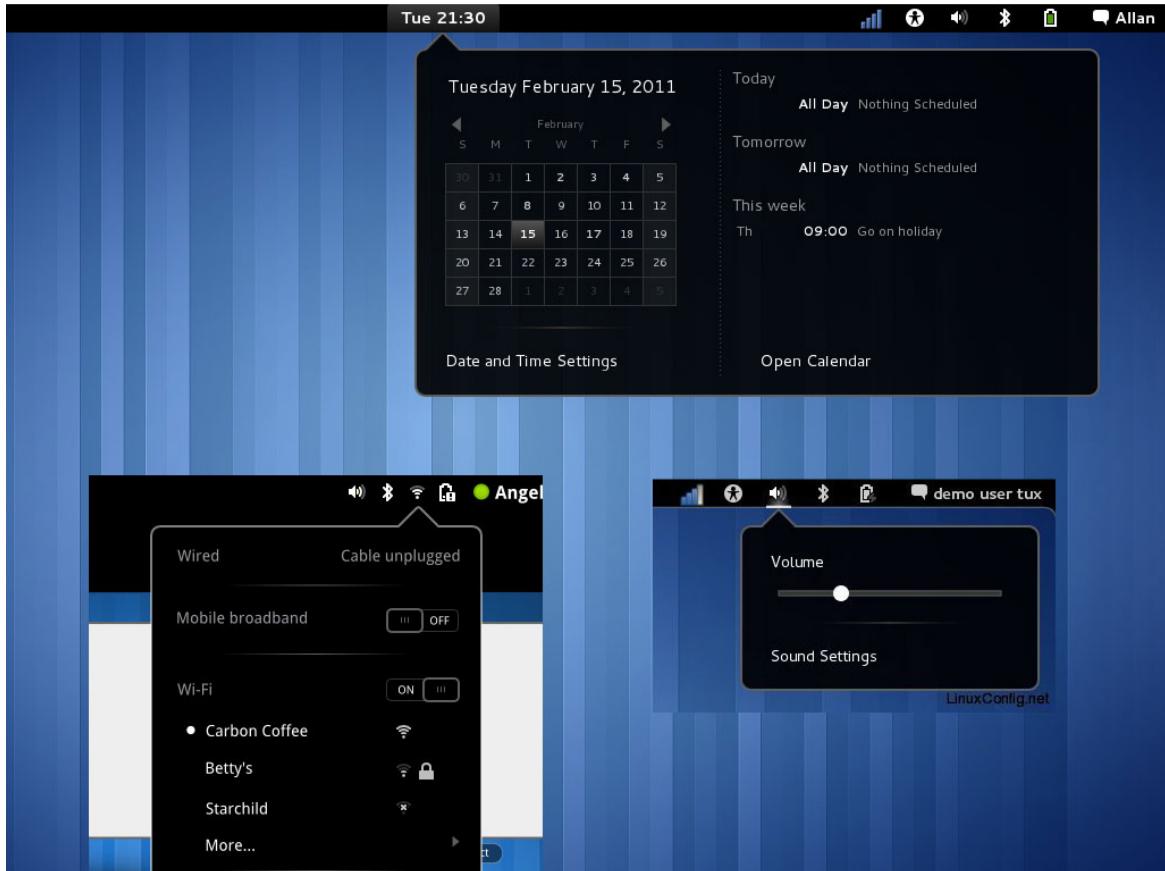


Live System User

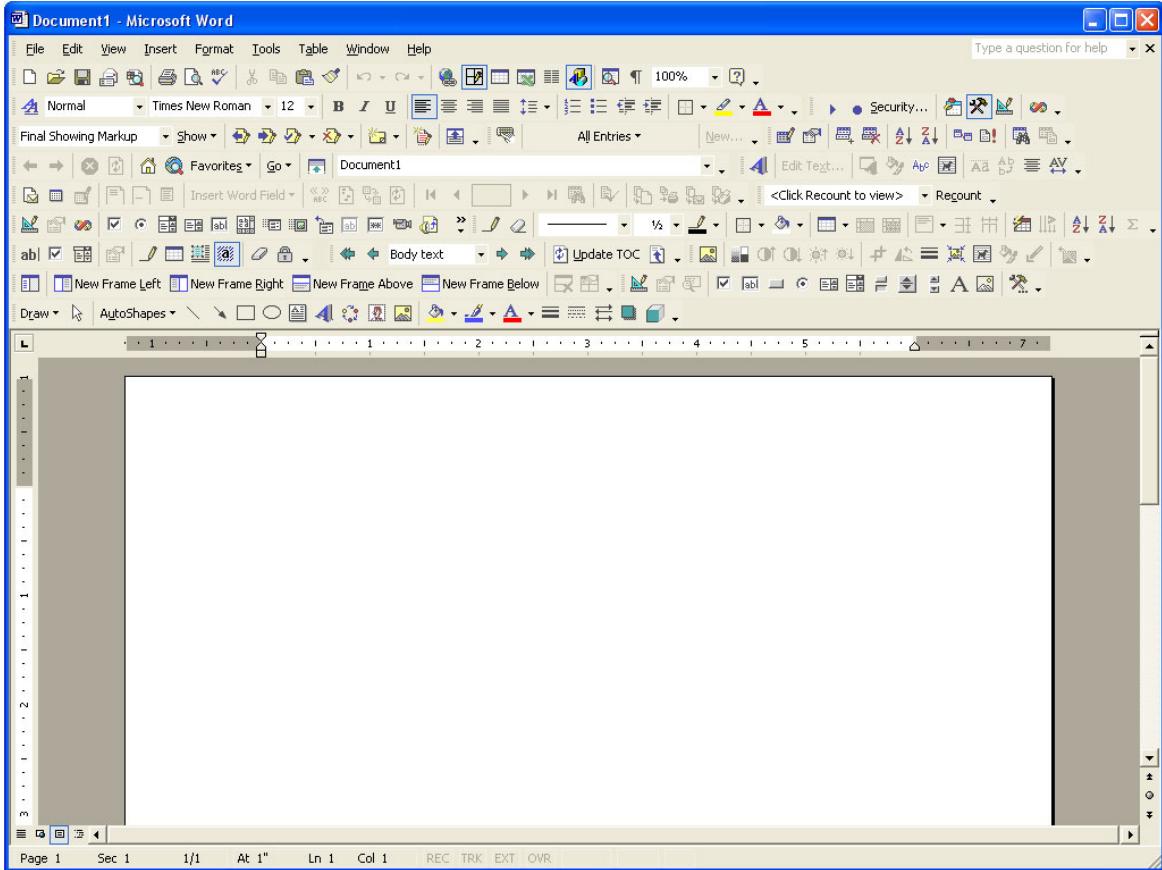
- Accessories >
- Games >
- Graphics >
- Internet >
 - Desktop Sharing
 - Empathy Internet Messaging
 - Firefox
 - Remote Desktop Viewer
 - Transmission BitTorrent Client
- Office
- Other
- Sound & Video
- System Tools
- Universal Access >

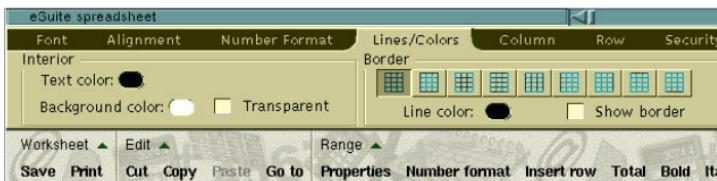
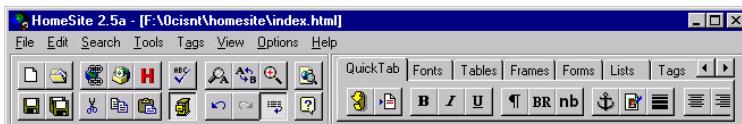


Klondike









Documento1 - Microsoft Word

Início Inserir Layout da Página Referências Correspondências Revisão Exibição

Folha de Rosto Página em Branco Quebra de Página Tabela Imagem Clip-art Formas SmartArt Gráfico Hyperlink Indicador Referência Cruzada Cabecalho Rodapé Número de Página Caixa de Texto Partes Rápidas

Páginas Inserir Tabela... Desenhar Tabela Converter Texto em Tabela... Planilha do Excel Tabelas Rápidas

Links Cabecalho e Rodapé

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27

Interno
Calendário 1
Dezembro

S	T	Q	Q	S	S	D
						1

Calendário 2
MAIO

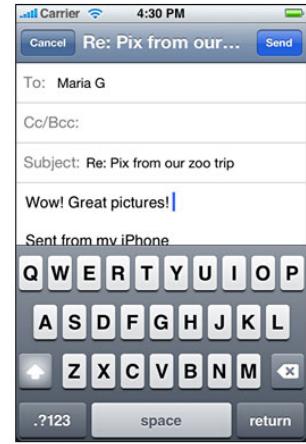
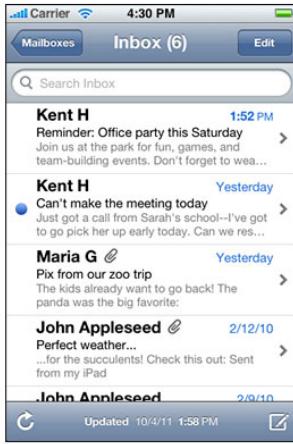
S	T	Q	Q	S	S	D
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

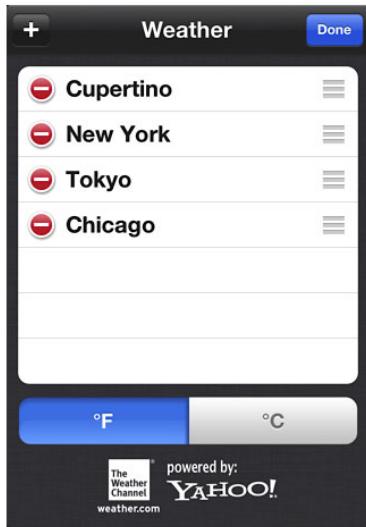
Calendário 3
Dezembro de 2007

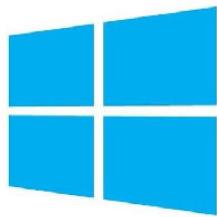
Dom	Seg	Ter	Qua	Qui	Sex	Sáb
						1

Salvar Seleção na Galeria de Tabelas Rápidas...









← TV Series



Recently Added
Series



Popular Series



In Your Playlist



Adventure



Comedy



Drama



Foreign



Mystery



Select All



Clear Selection



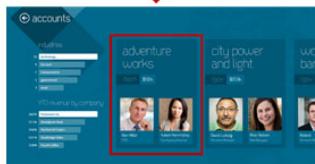
Filter



Remove



Finish





Mudança de PARADIGMA



MUDANÇA DE 范例

PORTFOLIO DE PROJETOS

VISÃO GERAL DO
DASHBOARD

Comunicados

Natal e Ano Novo

A Diretoria do Instituto Curitiba de
Informática comunica: ...

Personalidades

03/jan - Bruna
Zulkievicz

Trabalhando para atender as demandas da
SME - Dextra, nossa colega Bruna está
completando 2 ano de ICI.



PRIMEIRA
CONSIDERAÇÃO

“
*Memória
é Associativa*”

STEVEN PINKER



*Psicólogo, Cientista Cognitivo e Linguista
na Universidade de Harvard*

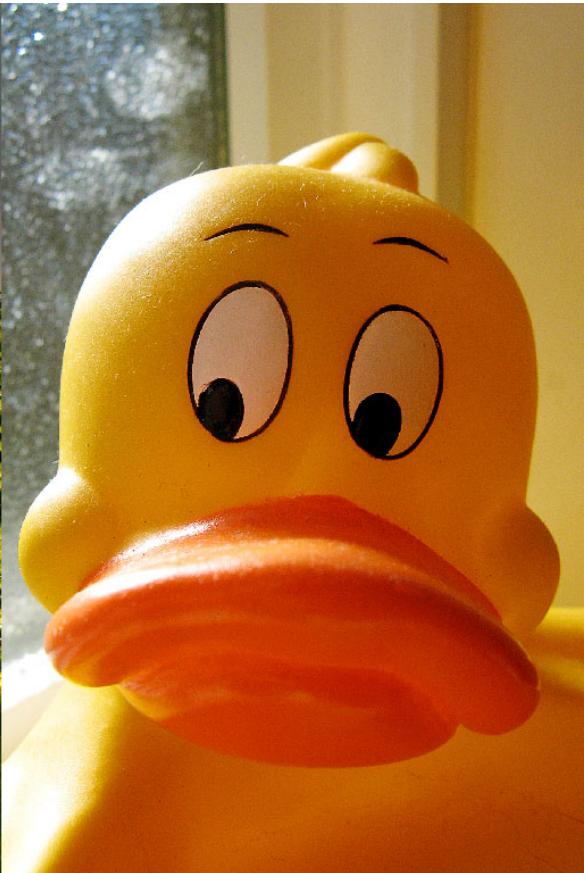


CONCEITO



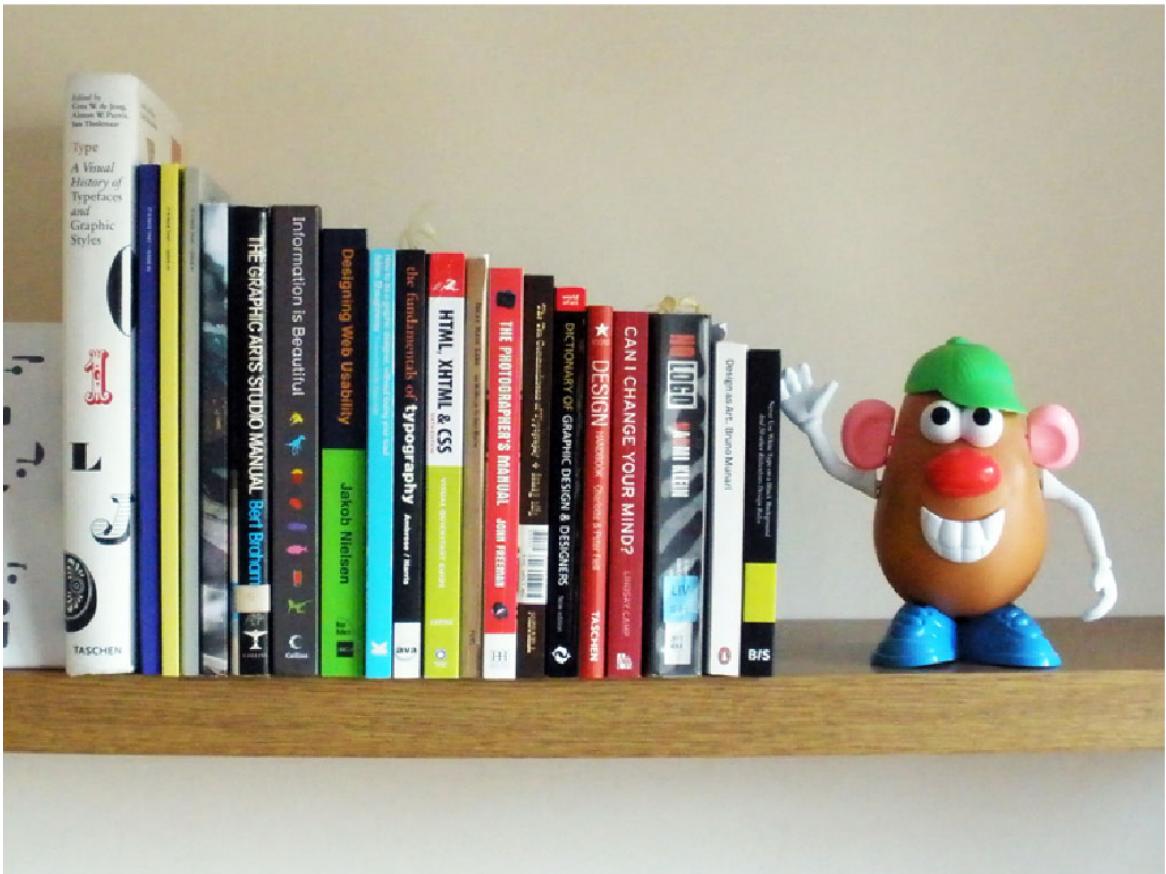
SCHEMATA











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Painel de Controle ▾

Conteúdo ▾

Menu ▾

Relatório ▾

Usuário ▾

Seus Dados

Identificador: 8

Grupo: Administrador

Login: lwandrowelzti

Acessos: 73

- Banners
- Categorias
- Conteúdos
- Multimídias
- Notícias
- Tags
- Vídeos
- Agenda de Eventos

Agrupamentos de Conteúdos ▾

Novo Conteúdo

Visitantes

Visitas dos últimos
1,00
0,75
0,50
0,25
0,00





SEGUNDA
CONSIDERAÇÃO

ERGONOMIA

ESCRITA VISÃO

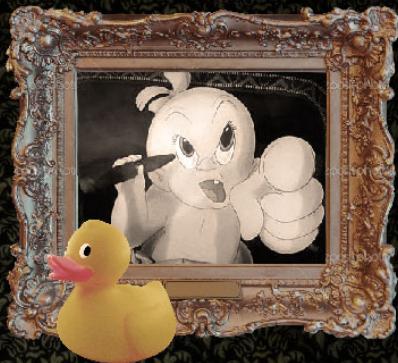






“
Crianças não
sabem falar, muito
menos ler, mas
identificam cores
e formas e possuem coordenação
motora mínima ,”

BABY HERMAN







TERCEIRA
CONSIDERAÇÃO

MAPEAMENTO











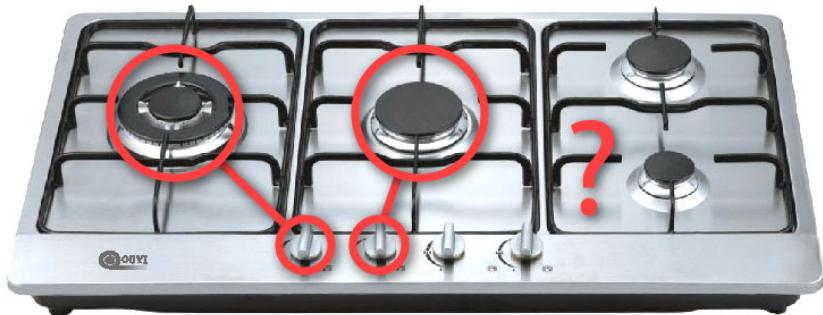






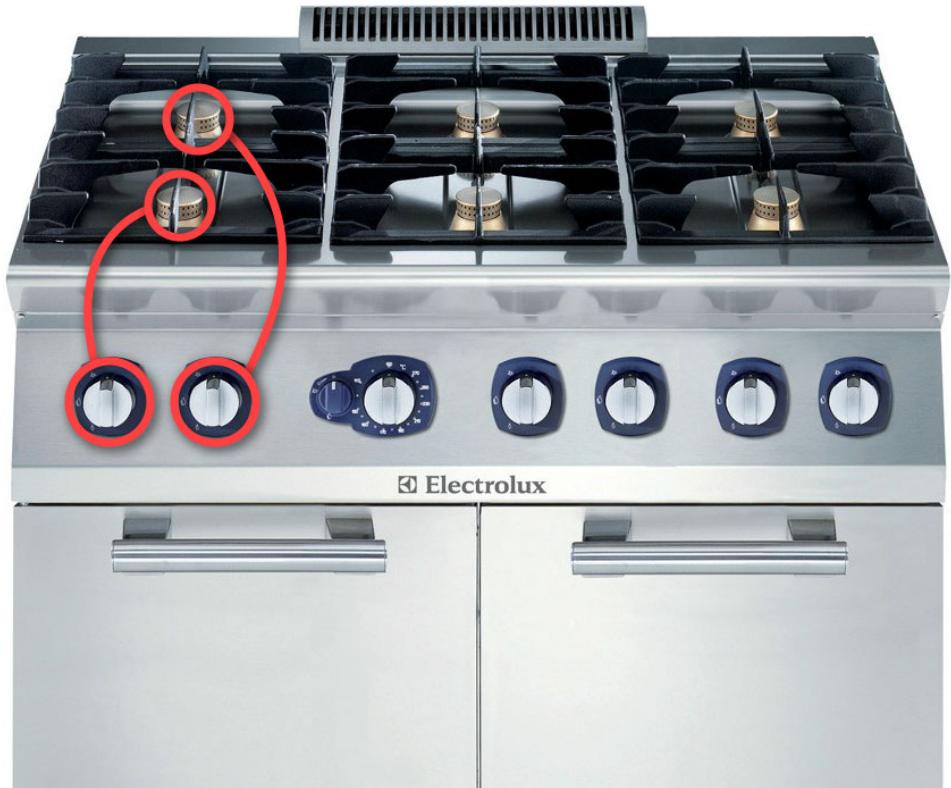


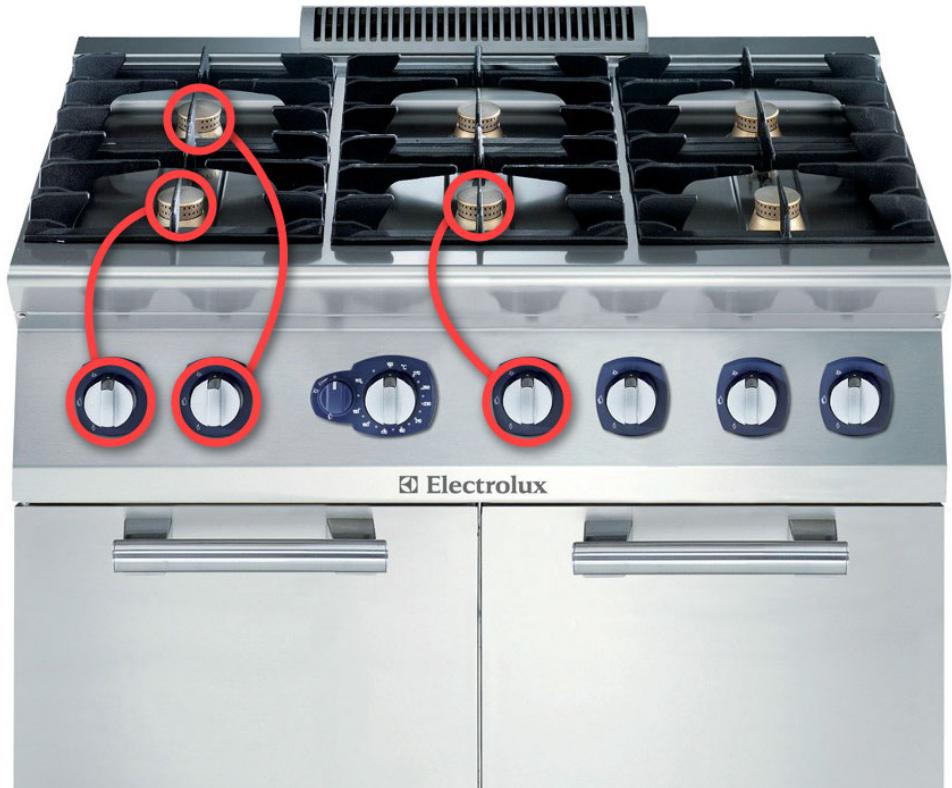


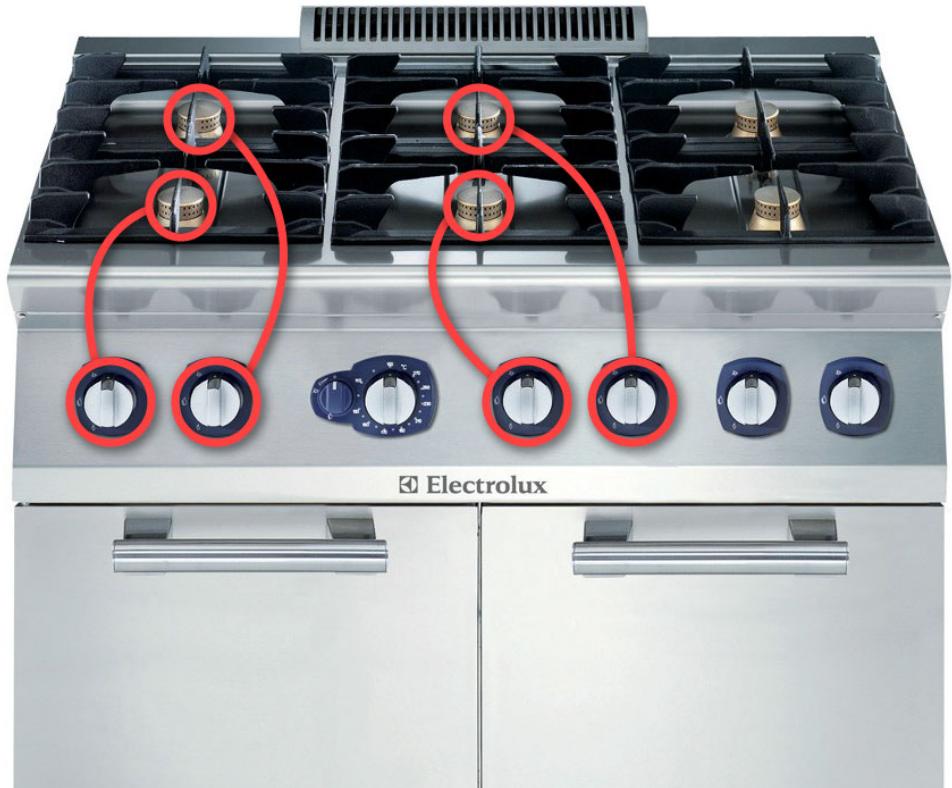




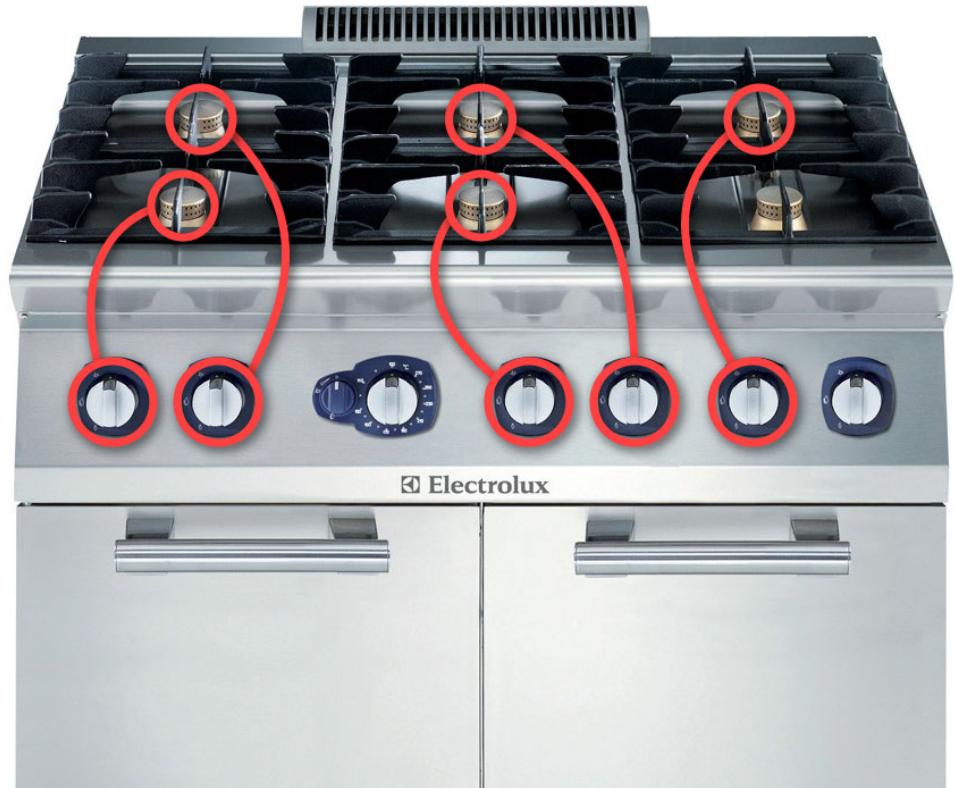




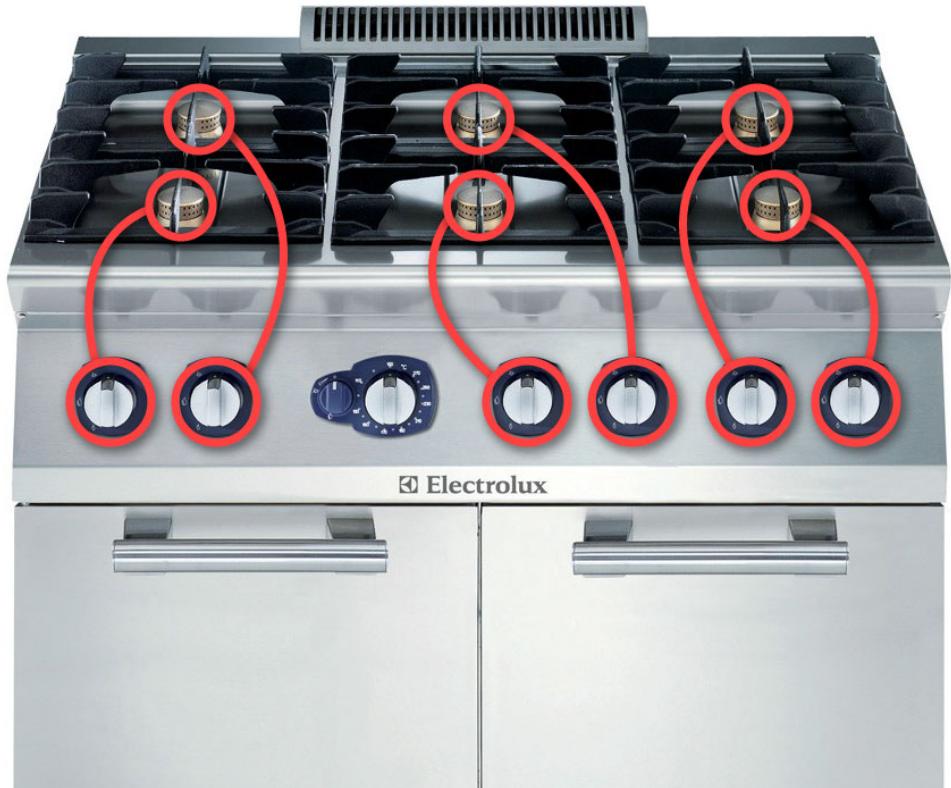




Electrolux



Electrolux





GOLFO
DA EXECUÇÃO

DISTÂNCIA ENTRE
O OBJETIVO FORMADO
PELO USUÁRIO

E OS MEIOS DE EXECUÇÃO
PARA REALIZAR O OBJETIVO

 **SMF** | Secretaria Municipal de Finanças

[INICIAL](#) [SERVIÇOS](#) [TIPOS](#) [CERTIF.](#) [AVULSA.COM](#) [NOTAIS](#) [NOTAS](#)

[SERVIÇOS PÚBLICOS](#) [SERVIÇOS DE EMPRESA](#) [NOTAIS DE HABITAÇÃO](#)


IPTU 2013
Prazo para pagamento do IPTU é de 10 dias corridos.
[CONSULTAR](#)

ÚLTIMAS NOTÍCIAS

- 14/02/2014 - 08h 30m
abertura oficial
Gabinete Lula
- 14/02/2014 - 08h 40m
aplicativo para pagamento da IPTU
Gabinete Lula
- 14/02/2014 - 08h 40m
VOLTE AS NOTÍCIAS

PERGUNTAS FREQUENTES

Tradutor português | Oferecer feedback | [ES](#)

Secretaria Municipal de Finanças
Av. Afonso Cláudio da Rosa, 817, 1º andar
Curitiba - PR 81010-000
contato@smf.pr.gov.br

 **NOTA FISCAL**
Sexta-Feira - 03/02/2014

 [CONSULTAR](#)

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[Painel de Controle](#) [Consultas](#) [Meus](#) [Relatórios](#) [Ajuda](#)

Sobre SMF

Identificações

Logotipo Administrador
Logotipo Administrador

Acesso: 38

Visão Geral

Valor das Unidades Fiscais	Unidade Fiscais
1,76	UFSCAR
1,71	UFSC
1,28	UFSCRS
1,20	UFSCar
0,38	UFSCar

Última Consulta: 09/02/2014 09:00:00

Curitiba

SMF | Secretaria Municipal de Finanças

INICIO INFORMAÇÕES BIMENSOS TÍTULOS CERTIFICAÇÕES AVALIAÇÃO NOTÍCIAS NOTA FISCAL

SISTEMA DE INSCRIÇÕES **SISTEMA DE PAGAMENTO** **SISTEMA DE HABITAÇÃO**

IPTU 2013
Pagamento do IPTU é visto finalizado

ÚLTIMAS NOTÍCIAS
4º GESTÃO DE R\$ 30 bilhões abre Stephen Hawking
Governo Lula
4º GESTÃO DE R\$ 40 bilhões abre Stephen Hawking

SENAC/CENBRENAZ
verificar disponibilidade

CALENDÁRIO DE EVENTOS
verificar disponibilidade

IPTU 2013
verificar disponibilidade

NOTA FISCAL
Centro de Negócios

PERGUNTAS FREQUENTES
verificar disponibilidade

Documentos | Ofícios Sustentáveis | 02

Av. Afonso Celso, 1000 - Centro
CEP: 81010-000
Curitiba - PR

Site da Prefeitura de Curitiba

SMF

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Seus Dados

Identificador: 8

Grupo: Administrador

Login: Iwandroelzti

Acessos: 82

Nova Notícia



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Pesquisar...

INICIO INSTITUCIONAL SERVIÇOS TÍTULOS CERTIFICAIS ALCALÂNCOR FINANÇAS MÓDULOS

SERVIÇOS CIDADÃO SERVIÇOS EMPRESA SERVIÇOS FONDEADORES

IPTU 2013

Fazendo o IPTU é só clicar no círculo azul.

Liberado

ÚLTIMAS NOTÍCIAS

- 14/02/2013 09:37 - Desafio
- 14/02/2013 09:36 - Prefeitura
- 14/02/2013 09:36 - Desafio
- 14/02/2013 09:35 - Desafio
- 14/02/2013 09:35 - Desafio

SERVICOS EM DESTAQUE

Verificar situação de imóveis
Baixar extrato da declaração
Consultar débitos e multas

Ayuda do Contador

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The screenshot shows the Moodle LMS interface. At the top, there's a navigation bar with links like 'Inicio', 'Aulas', 'Cursos', 'Ayuda', and 'Logout'. Below the navigation bar, the course title 'Introducción a la programación en Python' is displayed. The course summary states: 'Este curso es una introducción a la programación en Python. Se tratarán los fundamentos de la programación orientada a objetos y se aplicará el conocimiento adquirido para resolver problemas prácticos de programación.' A 'Nota' section indicates that the course has been updated recently.

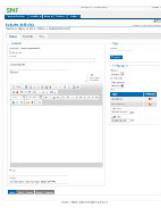
The main content area shows the course structure:

- Contenido**:
 - Introducción a la programación en Python
 - Variables y tipos de datos
 - Estructuras de control
 - Funciones y métodos
 - Clases y herencia
 - Operaciones avanzadas
- Recursos**:
 - Introducción a la programación en Python
 - Variables y tipos de datos
 - Estructuras de control
 - Funciones y métodos
 - Clases y herencia
 - Operaciones avanzadas
- Actividades**:
 - Introducción a la programación en Python
 - Variables y tipos de datos
 - Estructuras de control
 - Funciones y métodos
 - Clases y herencia
 - Operaciones avanzadas
- Entregables**:
 - Introducción a la programación en Python
 - Variables y tipos de datos
 - Estructuras de control
 - Funciones y métodos
 - Clases y herencia
 - Operaciones avanzadas

On the right side, there are several toolbars and panels:

- Trabajo**: Includes buttons for 'Nuevo', 'Borrar', 'Nuevo grupo', 'Nuevo espacio de trabajo', and 'Nuevo espacio de trabajo'.
- Recursos**: Includes buttons for 'Nuevo', 'Borrar', 'Nuevo recurso', and 'Nuevo recurso'.
- Actividades**: Includes buttons for 'Nuevo', 'Borrar', 'Nuevo actividad', and 'Nuevo actividad'.
- Entregables**: Includes buttons for 'Nuevo', 'Borrar', 'Nuevo entregable', and 'Nuevo entregable'.
- Entornos de desarrollo**: Shows a list of environments: 'Entorno de desarrollo local', 'Entorno de desarrollo remoto', 'Entorno de desarrollo de producción', and 'Entorno de desarrollo de pruebas'.
- Configuración**: Includes sections for 'Opciones', 'Básicas', 'Avanzadas', 'General', and 'Seguridad'.
- Noticias**: Shows a news item: 'Introducción a la programación en Python'.
- Calendario**: Shows an event: 'Introducción a la programación en Python'.

At the bottom, there are footer links: 'Inicio', 'Aulas', 'Cursos', 'Ayuda', and 'Logout'.



Category	Subcategory	Count
Office	Office furniture	10
Office	Office equipment	10
Office	Office supplies	10
Office	Office accessories	10
Office	Office software	10
Office	Office services	10
Office	Office design	10
Office	Office ergonomics	10
Office	Office ergonomics	10

Category	Subcategory	Count
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Office	Office ergonomics	10





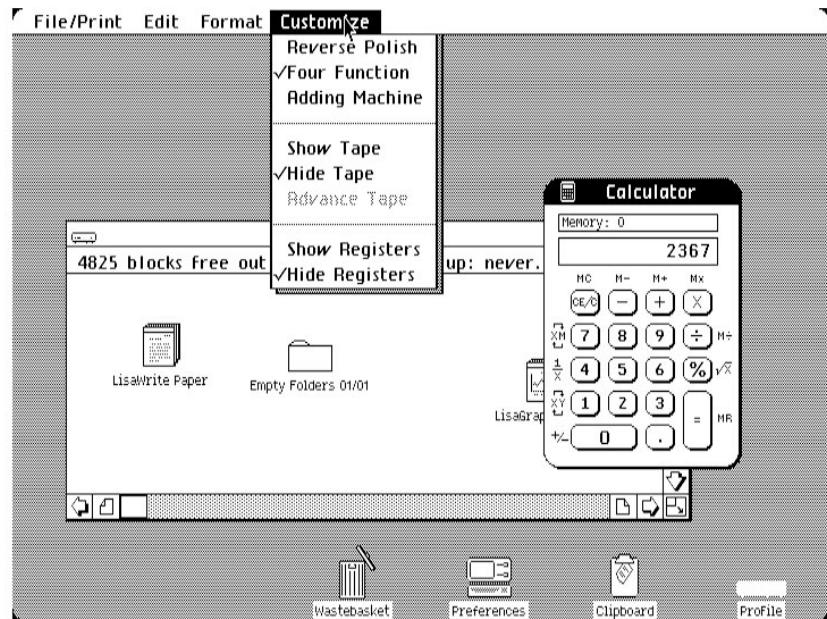
Acessar o Microsoft PowerPoint

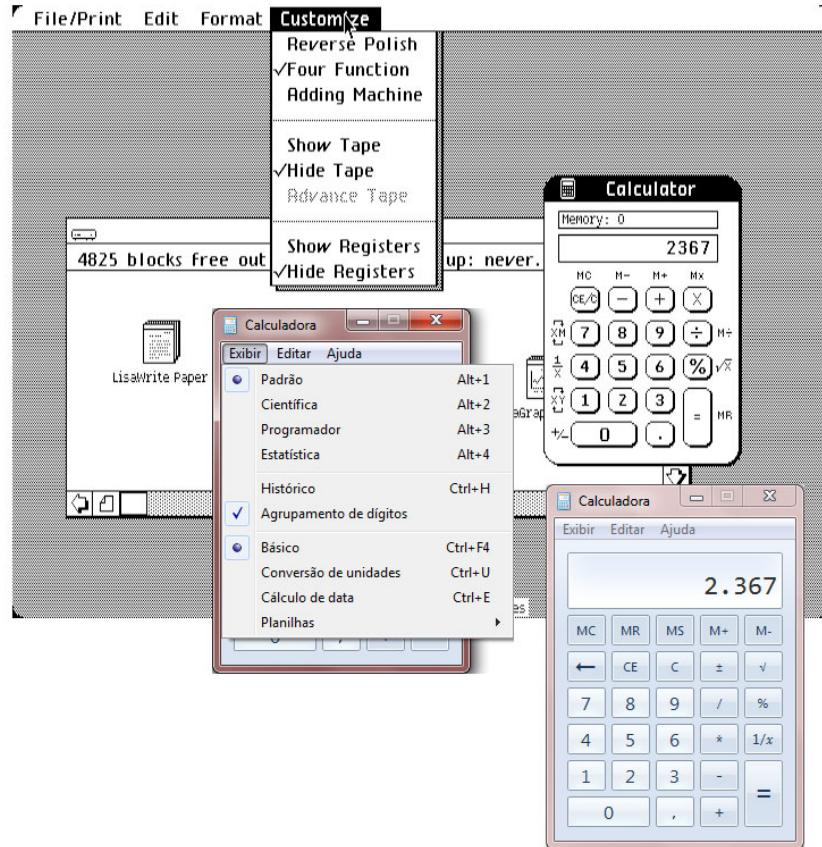
Manipulação Direta

Clique para adicionar anotações

The screenshot shows a Microsoft PowerPoint window with the following details:

- Top Bar:** Acessar o Microsoft PowerPoint, Arquivo, Início, Insertar, Design, Animações, Apresentação de Slides, Revisão, Definição, Formatar.
- Ribbon:** The 'Desenho' tab is selected. Other tabs include Início, Insertar, Design, Animações, Apresentação de Slides, Revisão, Definição, Formatar.
- Left Sidebar:** Slides, Tópicos.
- Slide Content:** A single slide with the title "Manipulação Direta". The text is enclosed in a dashed selection box, indicating it is currently being manipulated directly.
- Bottom Status Bar:** Slide 1 de 1 | Tema do Office | 75%





Arquivo

Operação

Formatar

Adição

Subtração

Adição

Subtração

Raiz Quadrada

Inverso

Porcentagem

Minuendo

Subtraendo

Subtrair

QUARTA
CONSIDERAÇÃO



PETER MERHOLZ

QUINTA
CONSIDERAÇÃO

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AJAX

SEXTA
CONSIDERAÇÃO



“Forms Suck”

LUKE WROBLEWSKI

ncsa (Mosaic), Ebay, yahoo!

Indispensável

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SER MAIS VISUAIS
FACILITAR AS TAREFAS MAIS COMUNS
UTILIZAR A HOME EM NOSSO FAVOR
UTILIZAR MELHOR O ESPAÇO DA TELA

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SERVIÇOS FORNECEDORES



ÚLTIMAS NOTÍCIAS

14/12/2012 13:58:17 - Geral

[Alerta Simples Nacional](#)

Continua Lendo

14/12/2012 12:01:13 - Geral

[Opção pelo Simples Nacional 2013](#)

SERVIÇOS EM DESTAQUE

Serviços indisponível no momento

Banner rotativo Curitiba Aberta

**Parcelamento
de débitos em
Dívida Ativa**

Agenda de Eventos

JANUÁRIO 2013

D	S	T	Q	Q	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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Label



Label



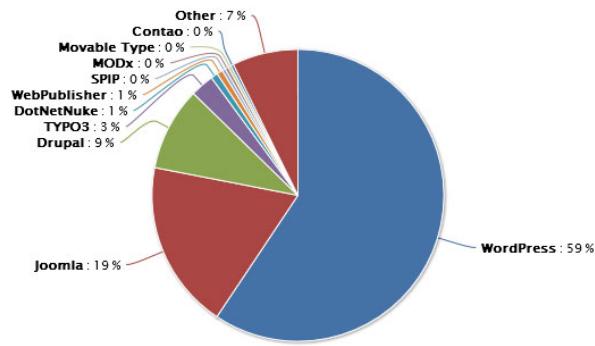
Label



Label



Label



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