

# UX CORE CONCEPTS

V5.0



Apple Developer Academy - POA  
Porto Alegre - 2025

# SOFTWARE

The image features a dark blue background with a subtle grid pattern. Overlaid on this are several layers of text in a light blue color. The most prominent text is the word "SOFTWARE" in large, bold, white letters at the top left. Below it, there are multiple instances of the text "Apple Developer Academy - 2025" and "Porto Alegre - POA" in a smaller font, creating a watermark-like effect across the entire image.

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# Bulk Rename Utility

File Actions Options Help

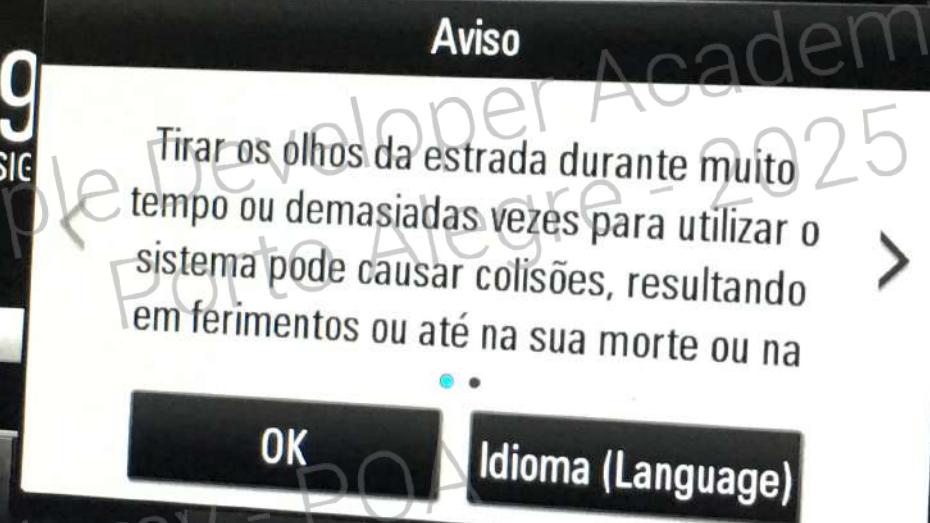
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Try the PRO version. Click Here To Find Out More ...

24 Objects (24 Selected) Favourite





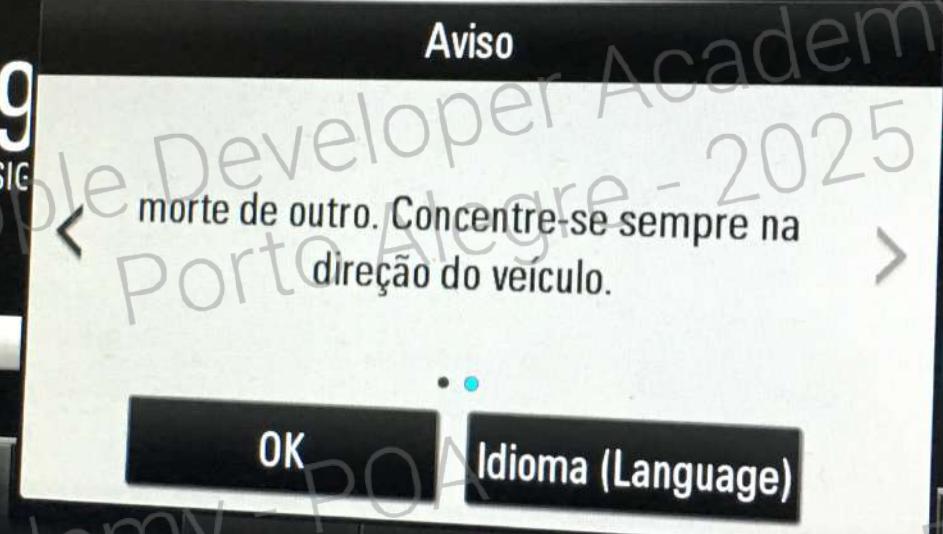
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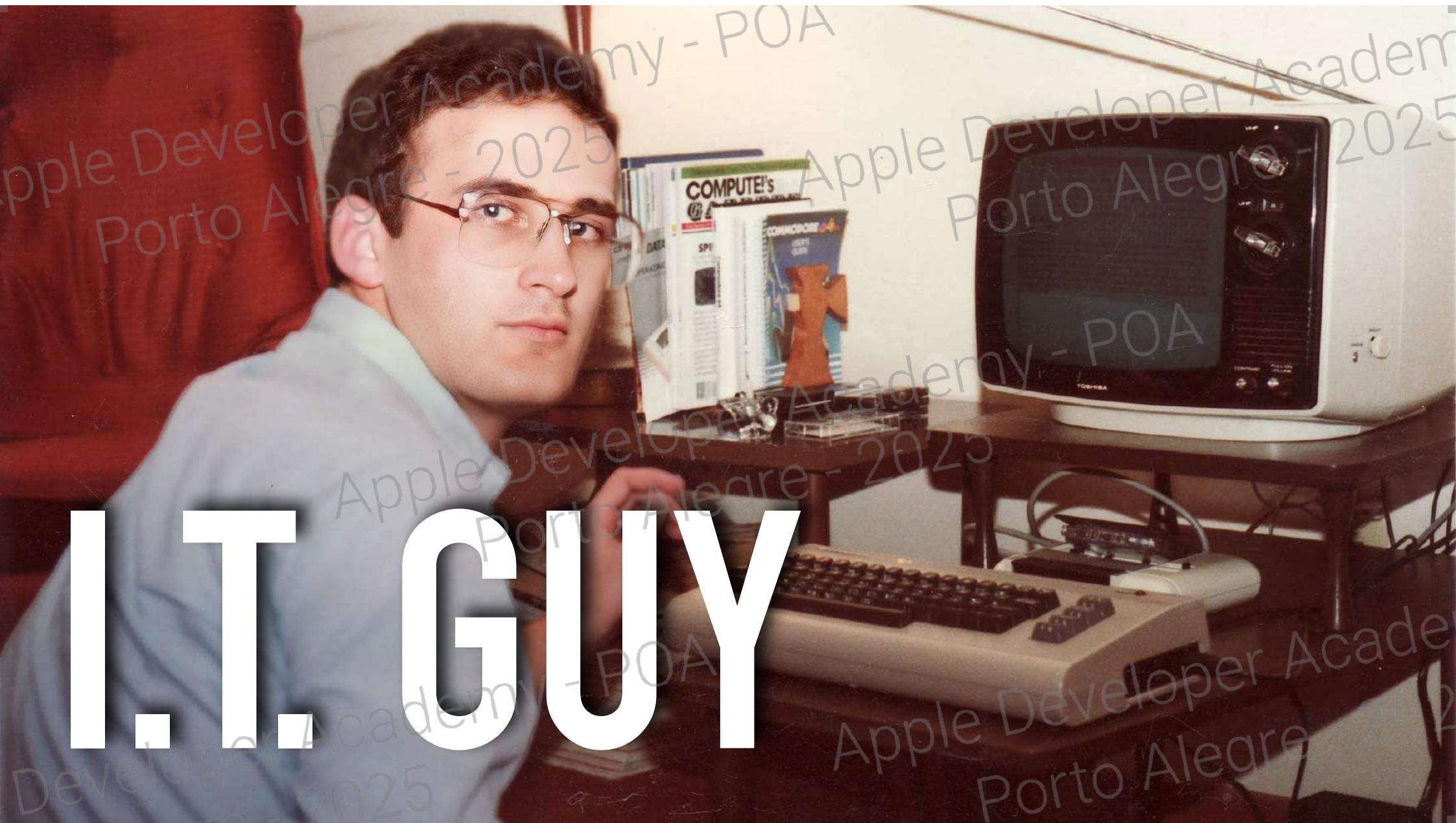


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# IT GUY



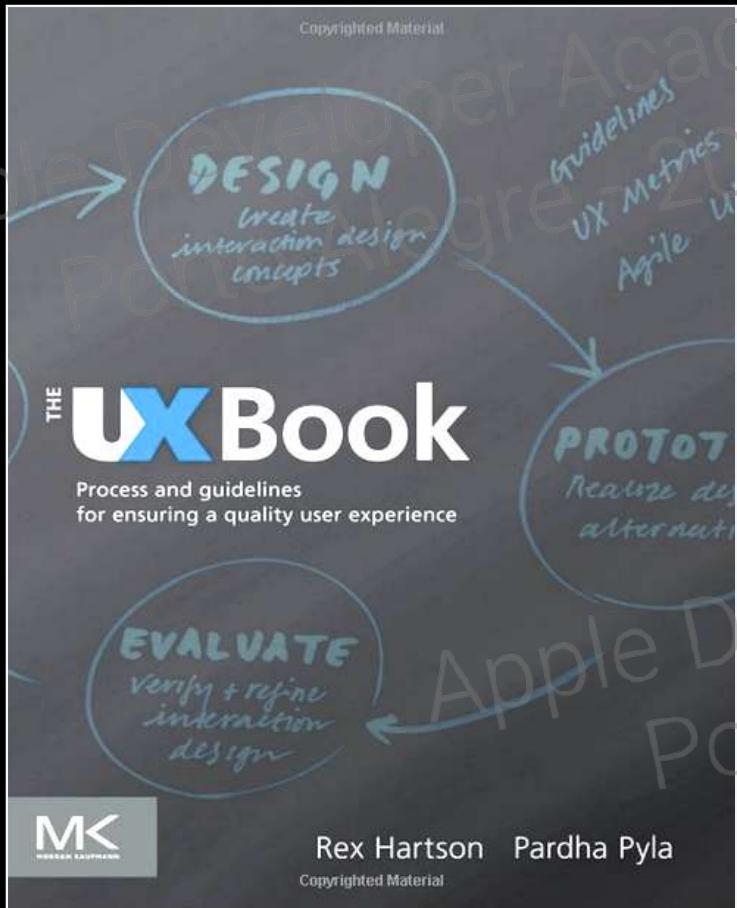
# **WHAT IS USER EXPERIENCE?**

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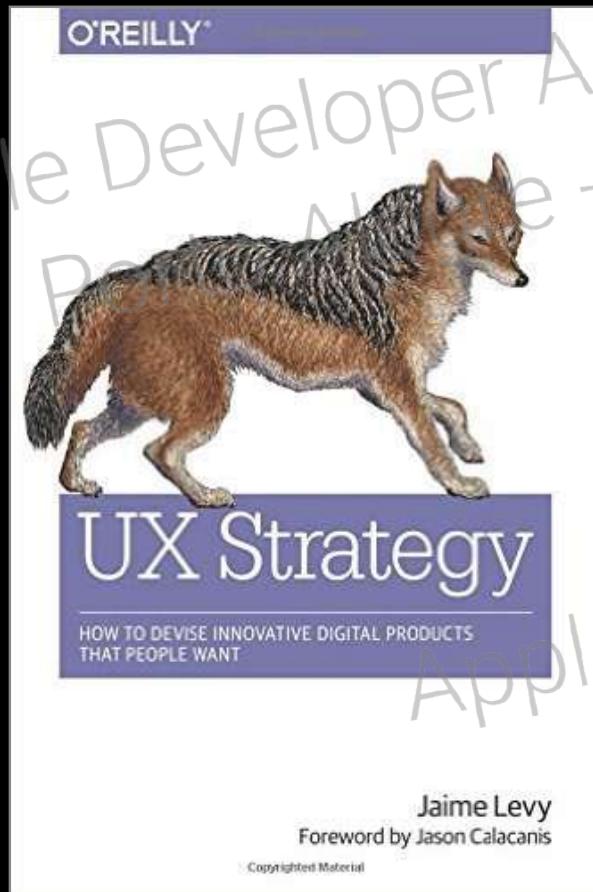
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**"User experience is the totality of the effect or effects felt by a user as a result of interaction with, and the usage context of, a system, device, or product, including the influence of usability, usefulness, and emotional impact during interaction, and savoring the memory after interaction."**



## UX Strategy

How to devise innovative digital products that people want

**"The creation and synchronization of the elements that affect the user's experience with a particular product, with the intent of influencing their perceptions and behavior"**



**Donald A. Norman, Ph.D.**  
Principal, Nielsen Norman Group



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From Newsweek

# Instant Apple iPad Reaction: Disappointment

Jan 27, 2010 1:42 PM EST



ipad a disappointment

Hotness: Spicy

Related searches:

ipad review, ipad tablet, ipad apple, apple store, does ipad have flash

Peak:

9 hours ago

Steve Jobs is unveiling the Apple iPad, the company's feverishly anticipated tablet device, in San Francisco at this minute. NEWSWEEK Technology Editor Daniel Lyons is on the scene—and says the audience's reaction is surprisingly tepid. "I haven't been this let down since Snooki hooked up with The Situation," Lyons e-mails.

## Why the Apple iPad is a huge disappointment – more bad than good

by [Dave Parack](#)



January 27, 2010

I was there along with everyone else watching the live stream and reading the live blogs of the Apple iPad being unveiled today by Steve Jobs. And I was impressed, for a time. Then reality kicked in, and it became more about what was missing and what was bad than what was present and good. Once again, Apple is offering style over substance.

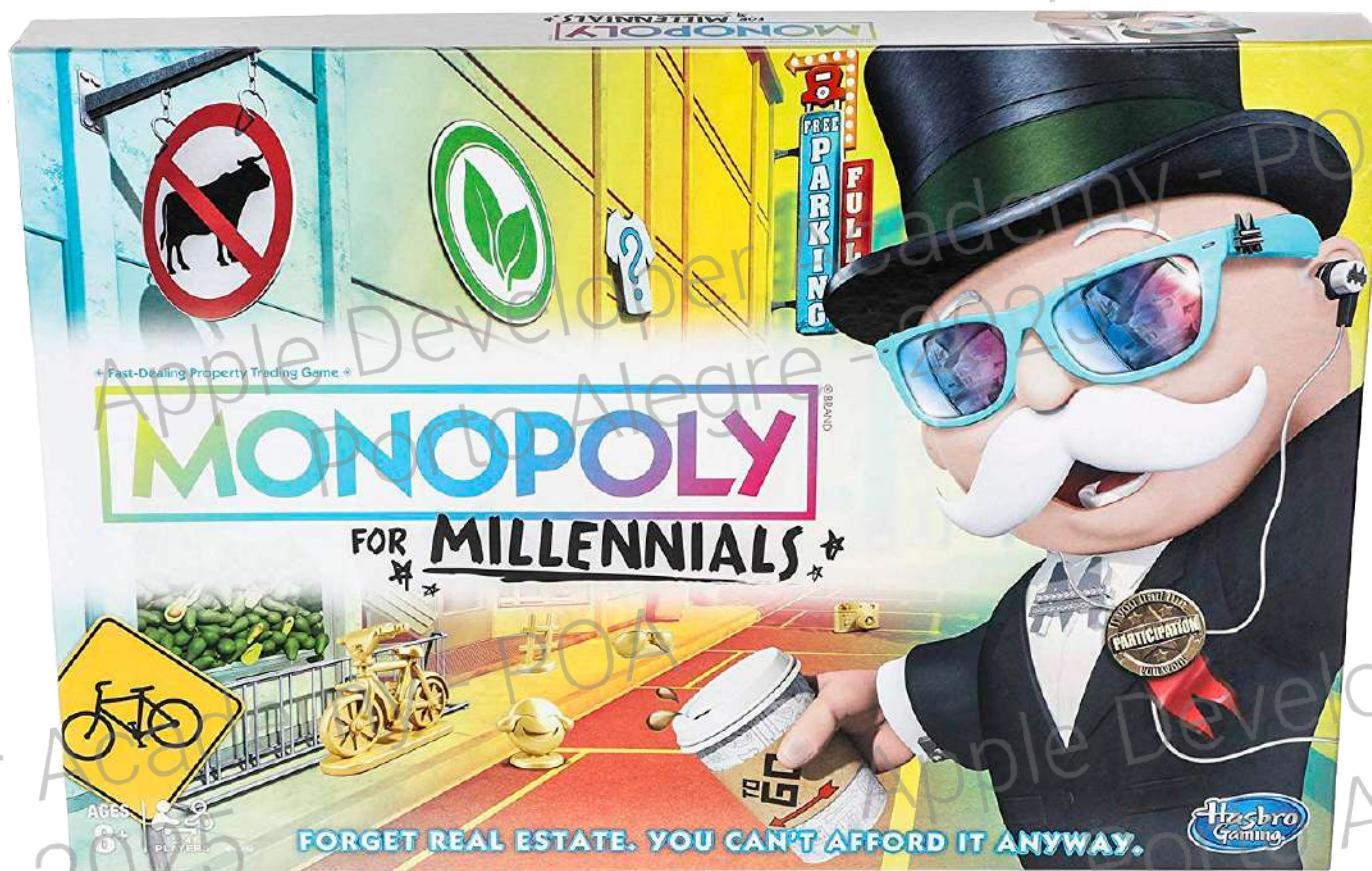




- ★ iPad is for old people
- ★ iPad is for consuming, not producing
- ★ No Flash on iPad
- ★ No camera on iPad
- ★ It's just a humongous iPhone
- ★ The iPad's name sounds like a feminine hygiene product

## Banco Imobiliário para millenials não vende casas, e sim “experiências”

Jogo incentiva que os jogadores utilizem o dinheiro para adquirir experiências, e não para acumular bens



RISING STARS

## The No. 1 Thing Millennials Value (No, It's Not Starbucks)

It might not be what you think, but you can probably relate.

in f t



By Melanie Curtin Writer, activist



@melaniebcurtin

When ranking what's important to them,  
they consistently rank one thing highest: **experiences**



For this group, happiness isn't as focused on possessions or career status. Living a meaningful, happy life is about creating, sharing and capturing memories through experiences.

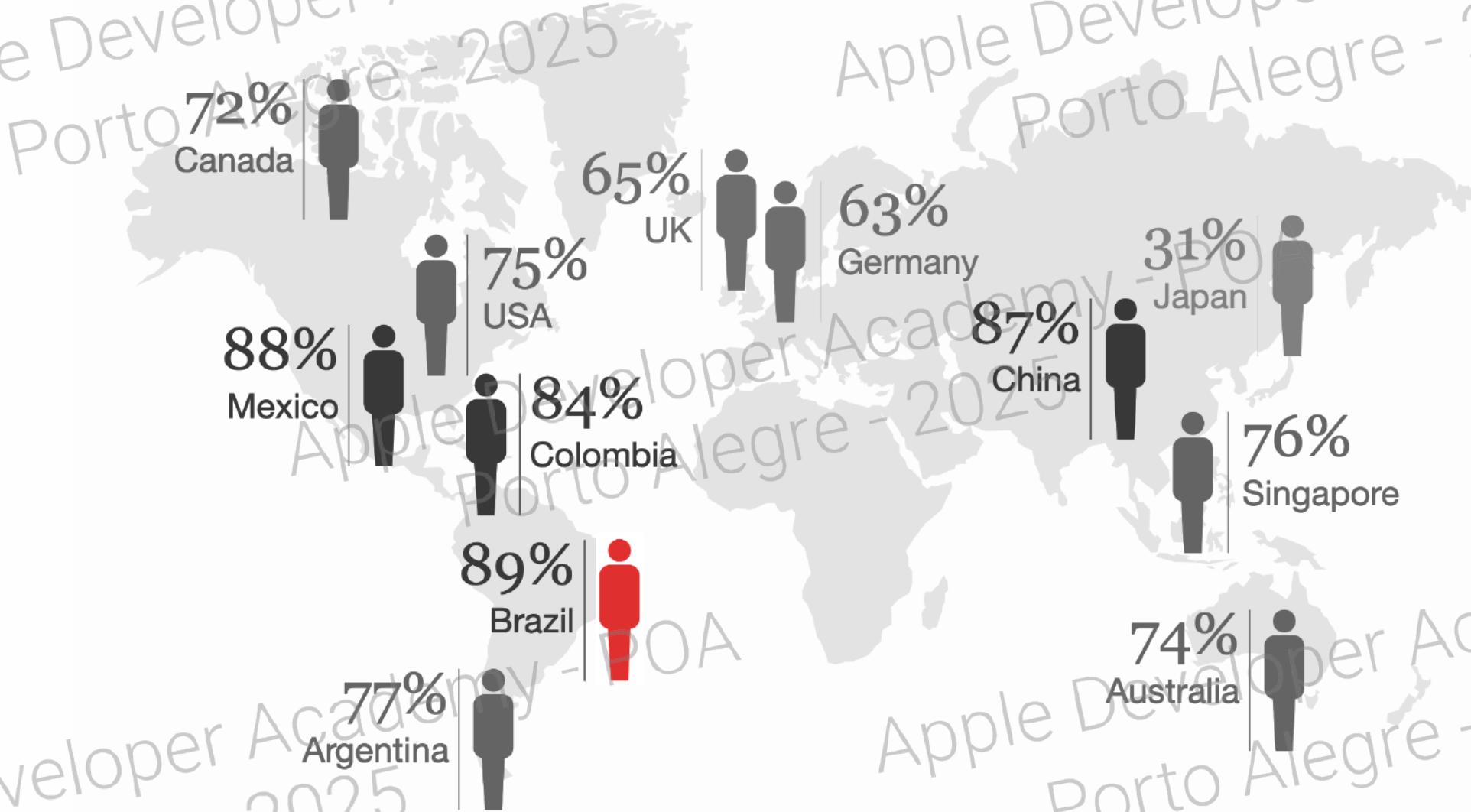
The Gen-Xer was grilling the diamond seller on rings, asking him about quality, size, style, brand appeal, cut, clarity, whether pink diamonds are still in, and

A portrait of Seth Godin, a middle-aged man with short grey hair, wearing yellow-rimmed glasses, a white shirt, and a blue and yellow striped tie. He is looking slightly to the right of the camera with a neutral expression.

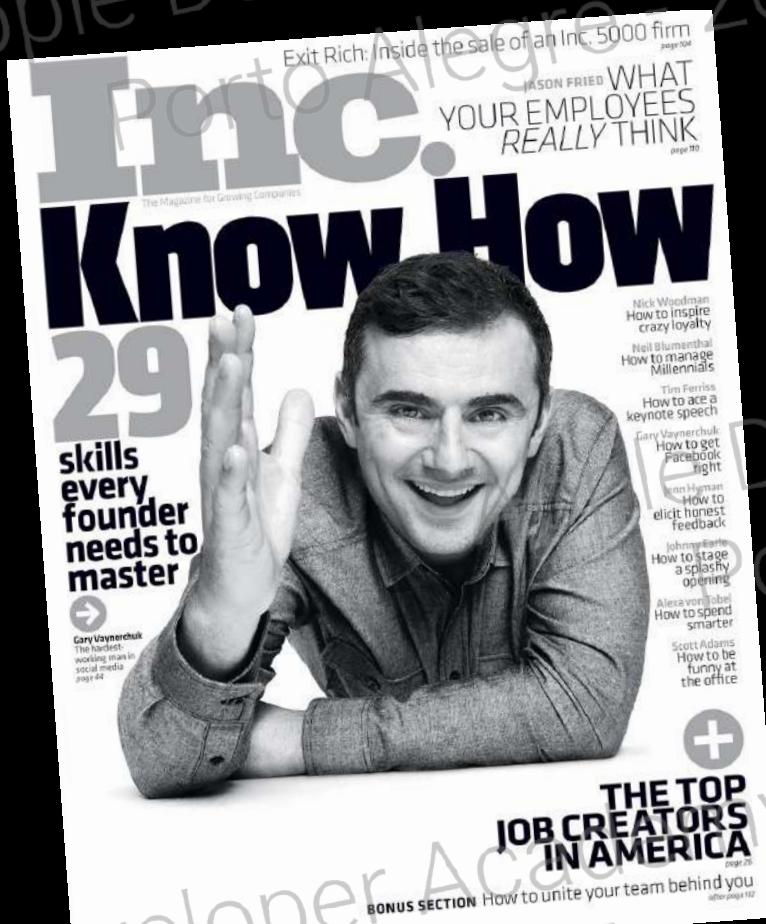
**PEOPLE DO NOT BUY GOODS AND  
SERVICES. THEY BUY RELATIONS,  
STORIES AND EXPERIENCES.**

Seth Godin

# The Future of Customer Experience Survey 2017/2018



# Gary Vaynerchuk



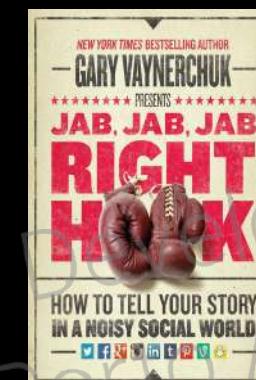
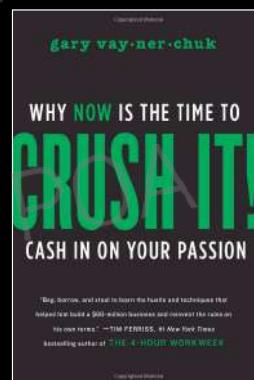
Forbes

BUSINESS  
INSIDER

The Top 10 Most Influential People Online

10 Business Leaders All Entrepreneurs Should F

Internet Entrepreneur & Media phenomenon



# THE FUTURE OF USER EXPERIENCE



**DESIGNING UX?**

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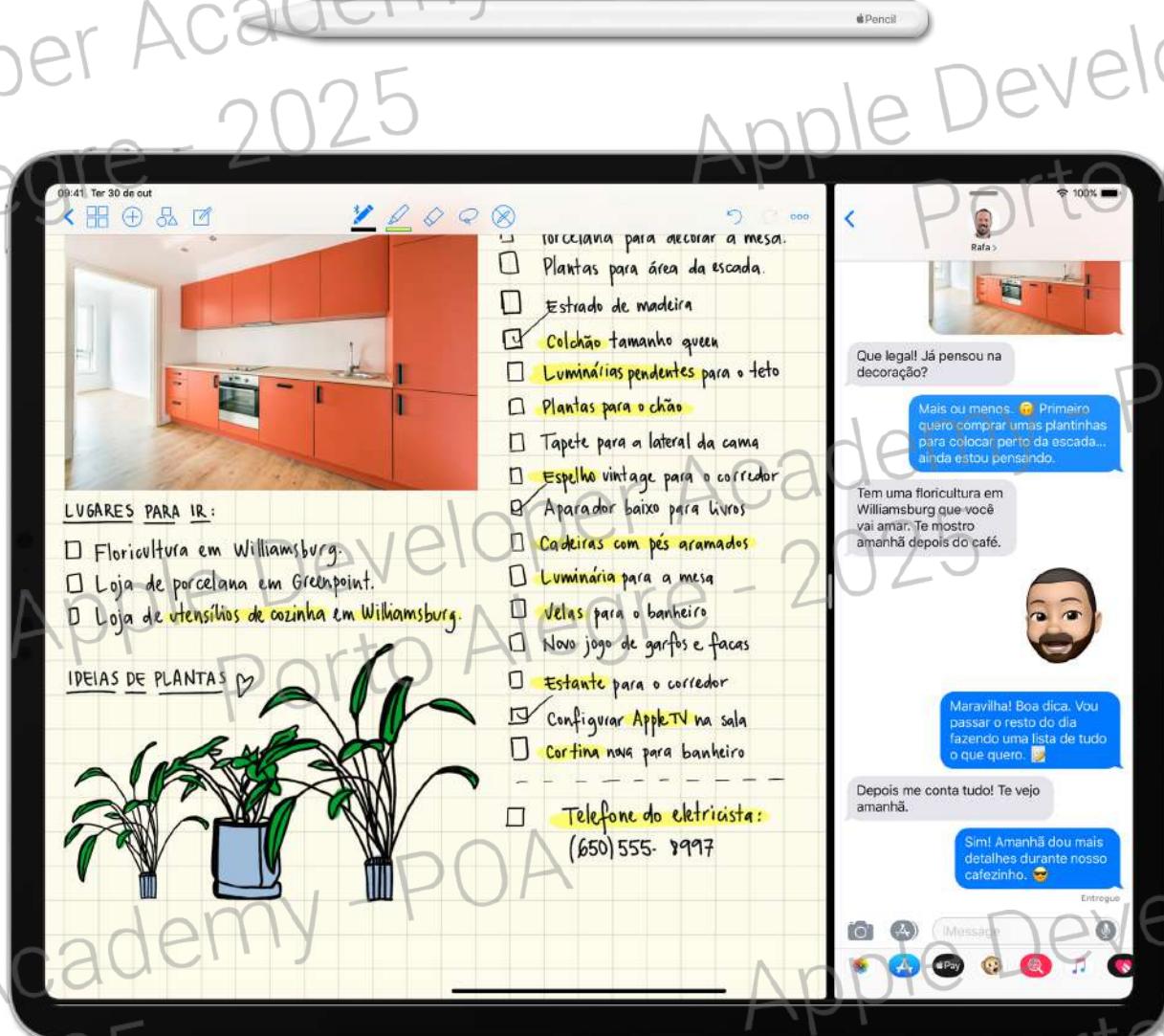


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# USER EXPERIENCE

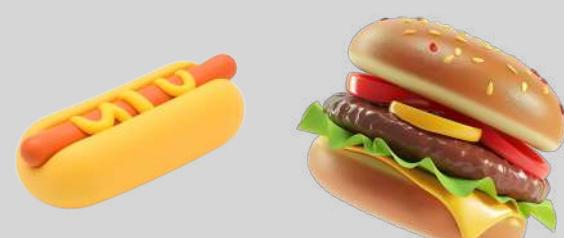


# HUMAN

(User)



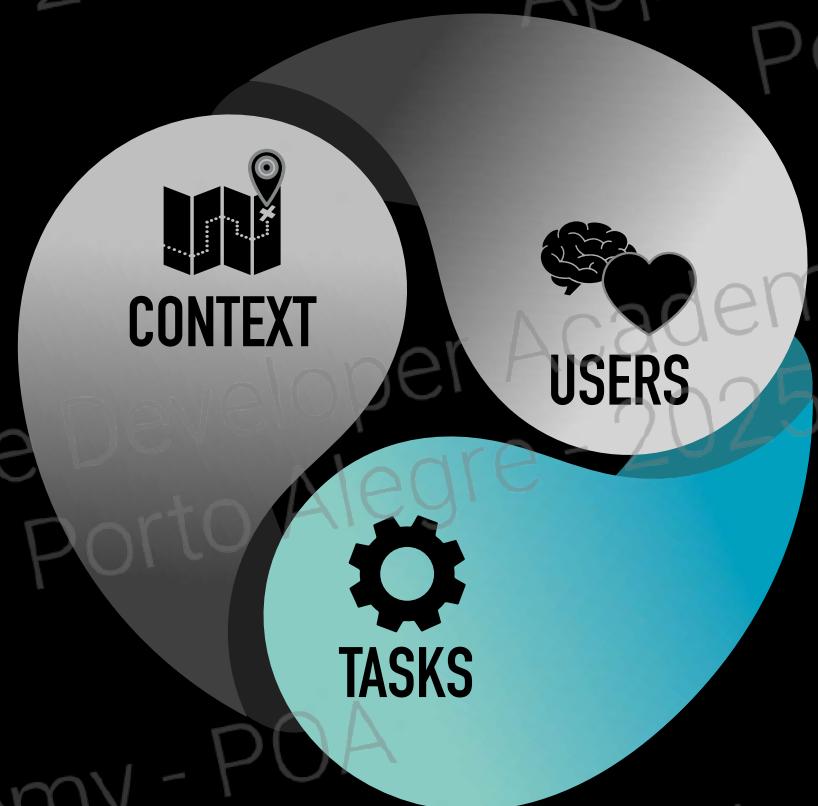
# TASK



# CONTEXT

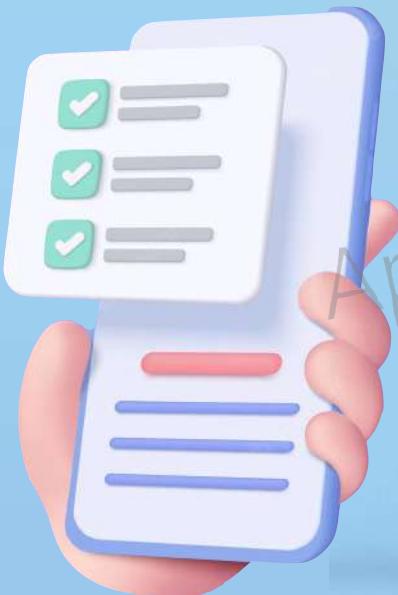


# DEVELOPMENT BASED ON:



# TASKS

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# **WHY WOULD STUDENTS ACCESS THE UNIVERSITY WEBSITE?**

Esqueci minha senha!

Dúvidas para acessar?

**O login deve ter o seguinte formato:**

Caso seu número de matrícula tenha 6 dígitos, digite alu + 0 + número de matrícula

ex: matrícula 819158 = alu0819158

Caso seu número de matrícula tenha 7 ou 9 dígitos, digite alu + número de matrícula

ex: matrícula 7288999 = alu7288999

ex: matrícula 200810012 = alu200810012

\* Utilize o mesmo usuário/senha do **EaD, Agendamento e dos computadores**



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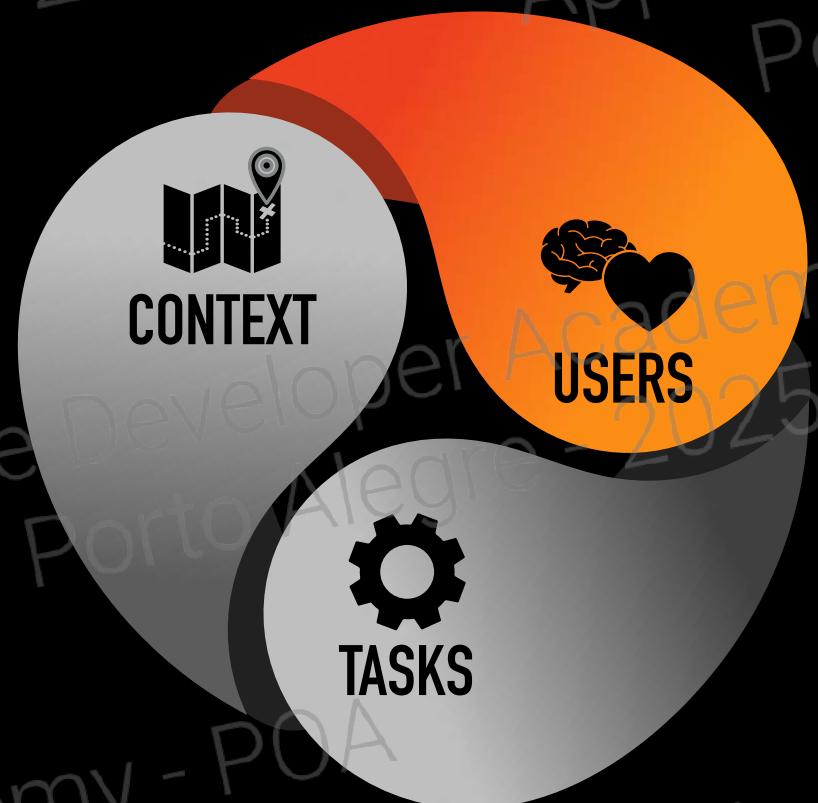
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# DEVELOPMENT BASED ON:



# USERS

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**SPECIALIST**

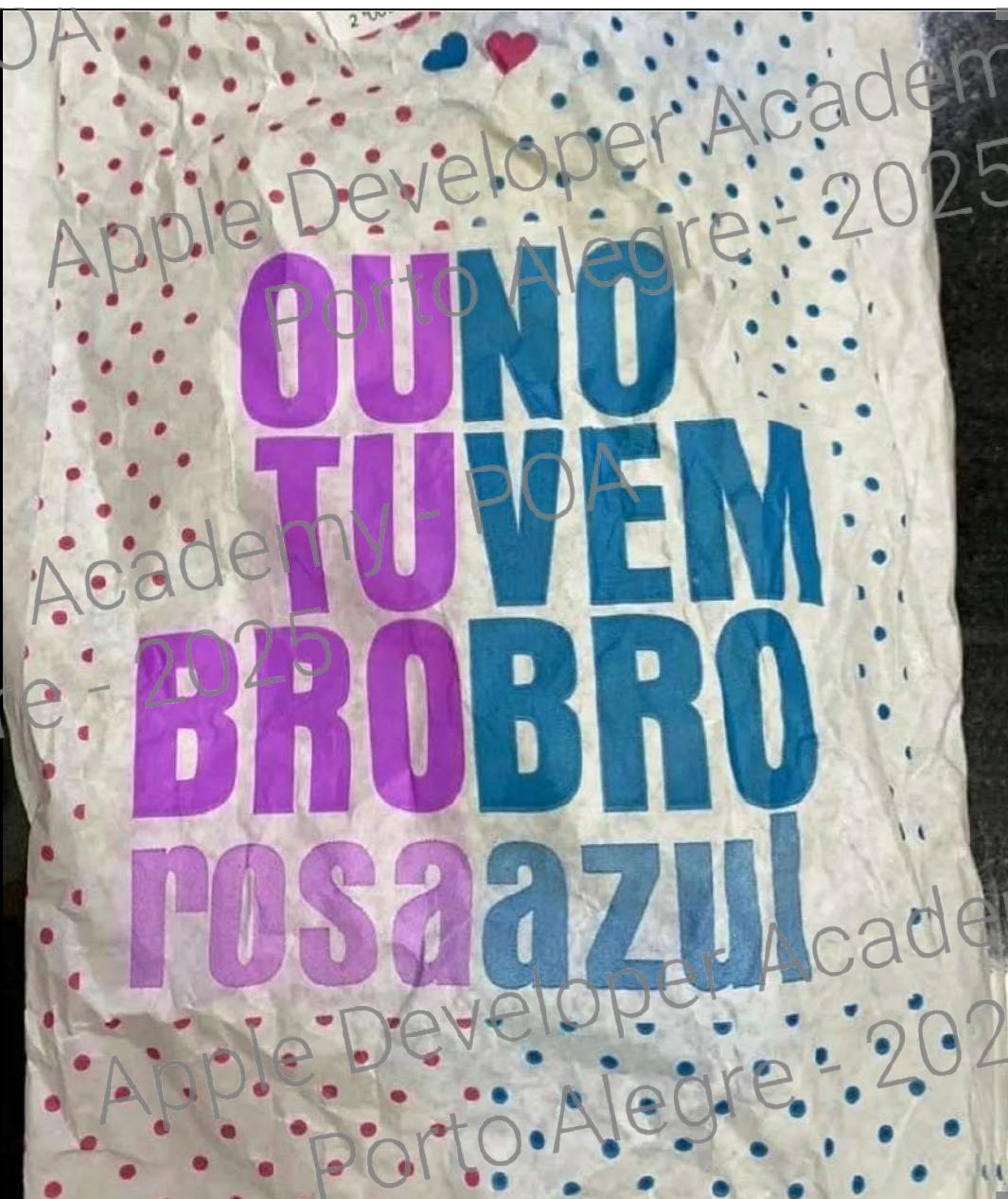
**USER**





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Rooms  
201-216

Apple Developer Academy

Rooms  
207-226







LIGHTING RIGS

CENTRE

LEFT

RIGHT



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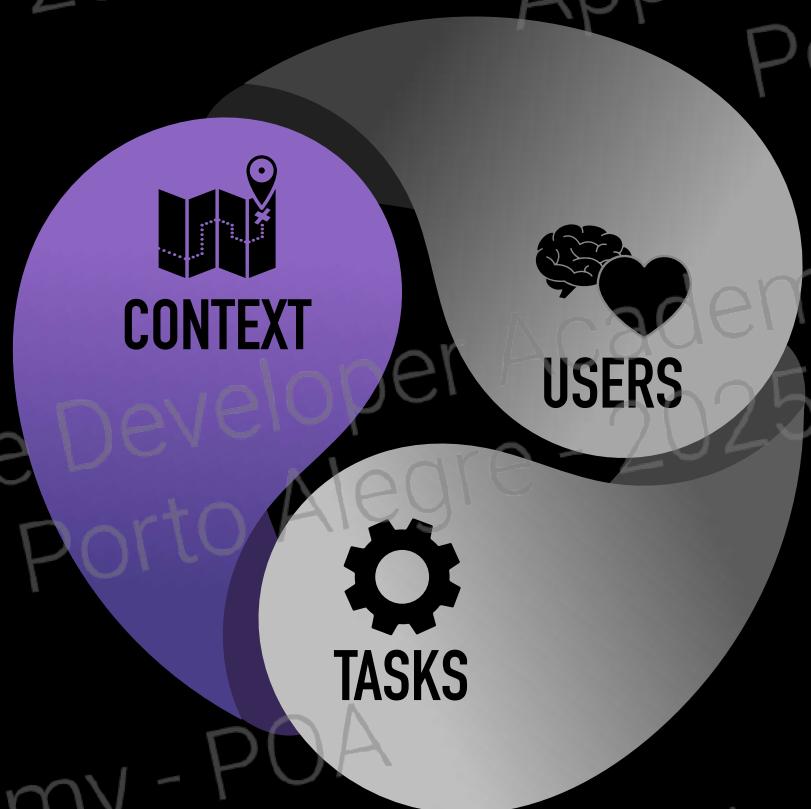




**IF YOU WORK IN A  
MODERN COMPANY...  
YOU MUST UNDERSTAND  
HOW THE BRAIN WORKS**

,,

# DEVELOPMENT BASED ON:





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# CONTEXT



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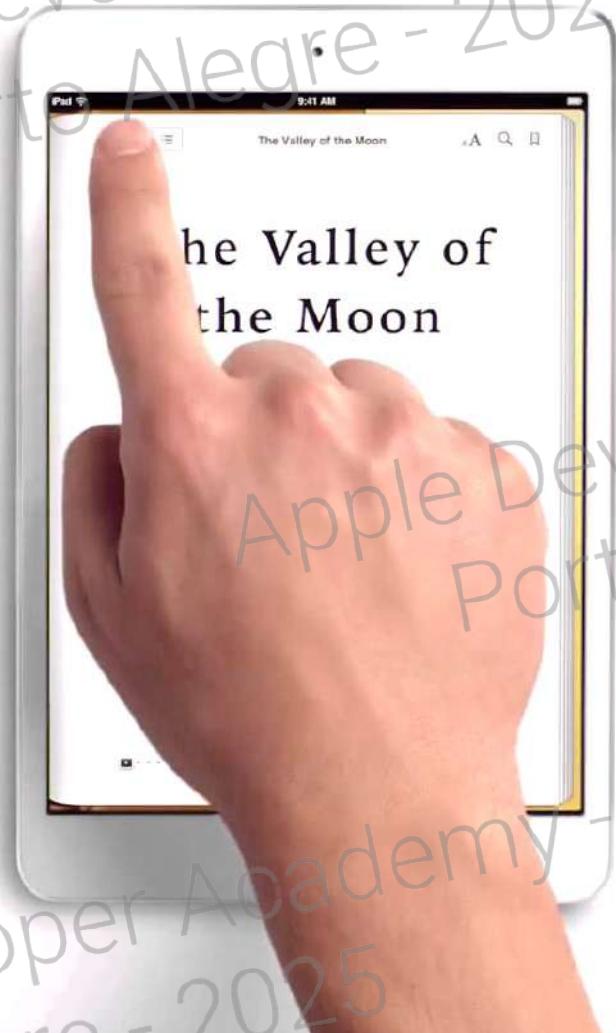
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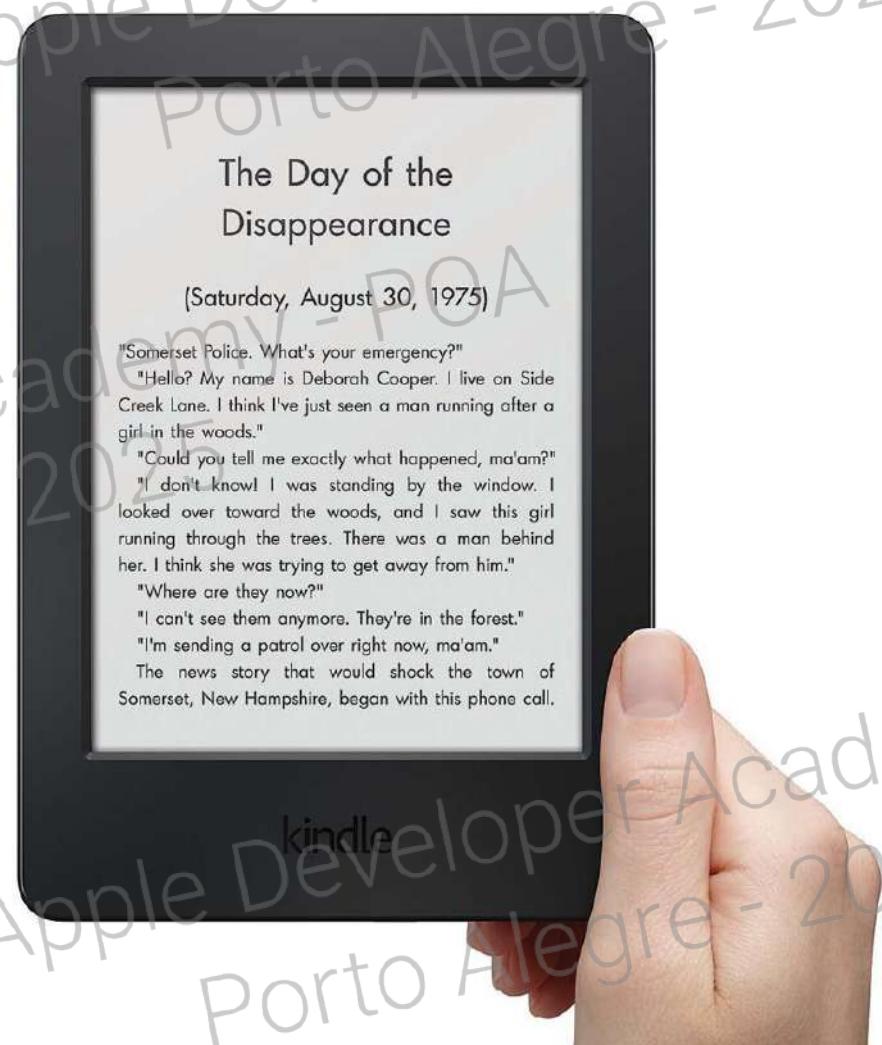
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# iPad



# kindle



an experimental ecosystem amps up the risk mitigation.

And while average entrepreneurs might not be able to afford to start, stop, or stall dozens of projects at once—the Google ecosystem—they can set up multiple experimental tracks, employing rapid iteration and tighter feedback loops to fail forward far more consistently. Even better, as Teller argues, this kind of rigor brings a funding advantage. “People think that bold projects don’t get funding because of their audacity. That’s not the case. They don’t get funded because of a lack of measurability. Nobody wants to make a large up-front investment and wait ten years for any sign of life. But more often than not, if you can show progress along the way, smart investors will come on some pretty crazy rides.”

## Google's Eight Innovation Principles

While Kelly Johnson had fourteen rules, Google has eight innovation principles that govern their strategy, famously summarized in a 2011 article by

an experimental ecosystem amps up the risk mitigation.

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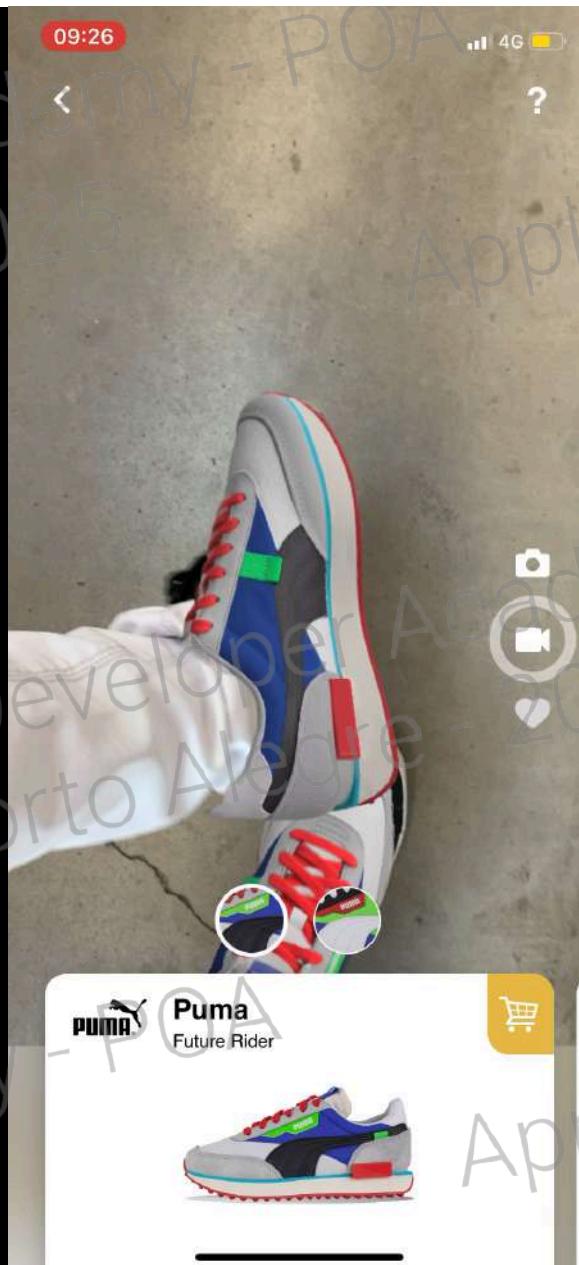
A portrait of Gary Vaynerchuk, a middle-aged man with dark hair and a beard, wearing a dark t-shirt, smiling at the camera with his arms crossed.

If content is King,

**Context is God**

Gary Vaynerchuck





PUMA  
POA  
Future Rider



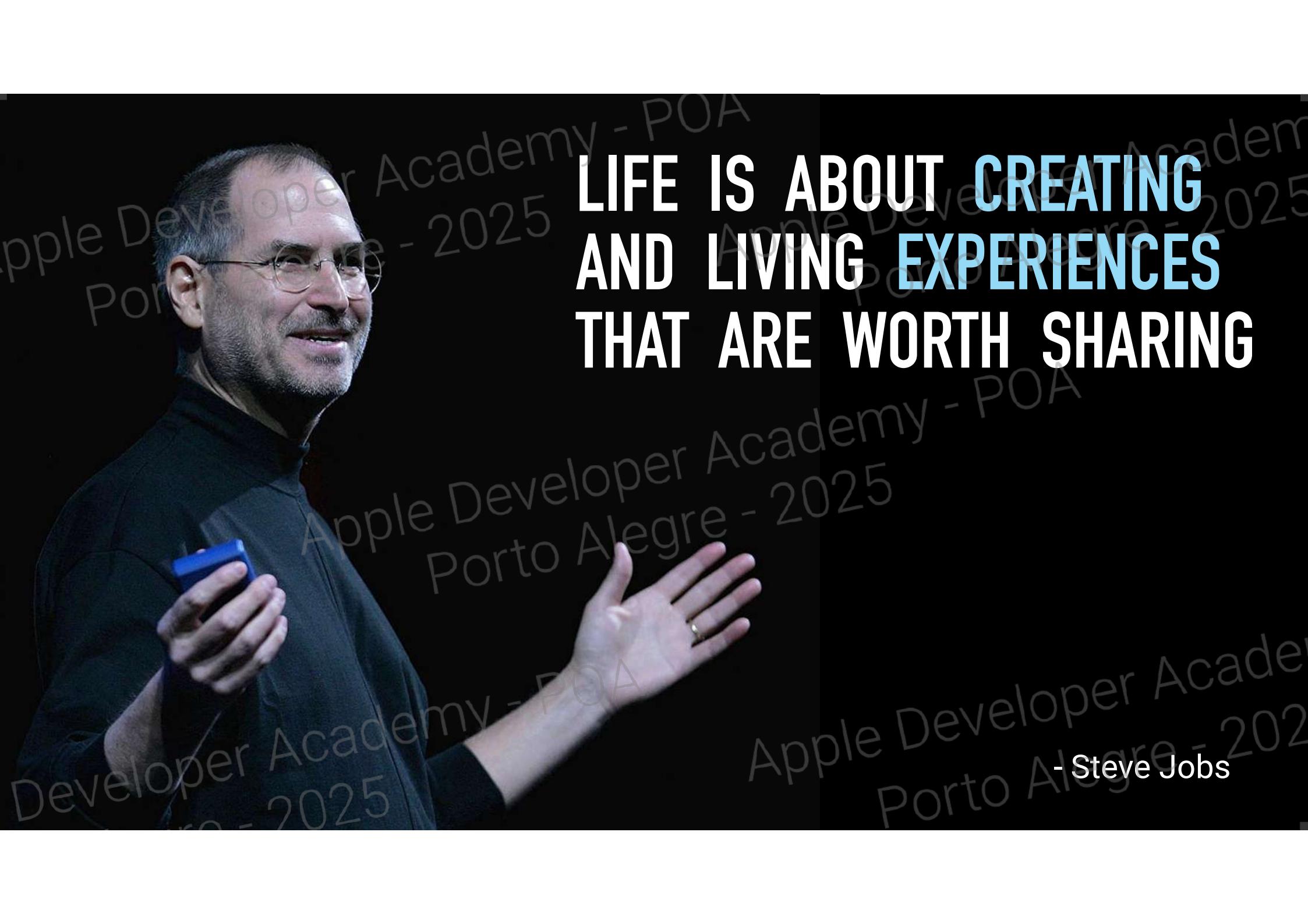


# PEOPLE IGNORE DESIGN THAT IGNORES PEOPLE.

- Frank Chimero



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A photograph of Steve Jobs, co-founder of Apple, speaking at a podium. He is wearing glasses and a dark turtleneck sweater. He is gesturing with his right hand while holding a blue remote in his left hand. The background is dark, and there are faint, diagonal watermark-like text overlays that read "Apple Developer Academy - POA" and "Porto Alegre - 2025".

**LIFE IS ABOUT CREATING  
AND LIVING EXPERIENCES  
THAT ARE WORTH SHARING**

- Steve Jobs