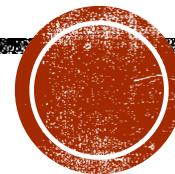

AVALIAÇÃO COM USUÁRIO

Tiago Massoni



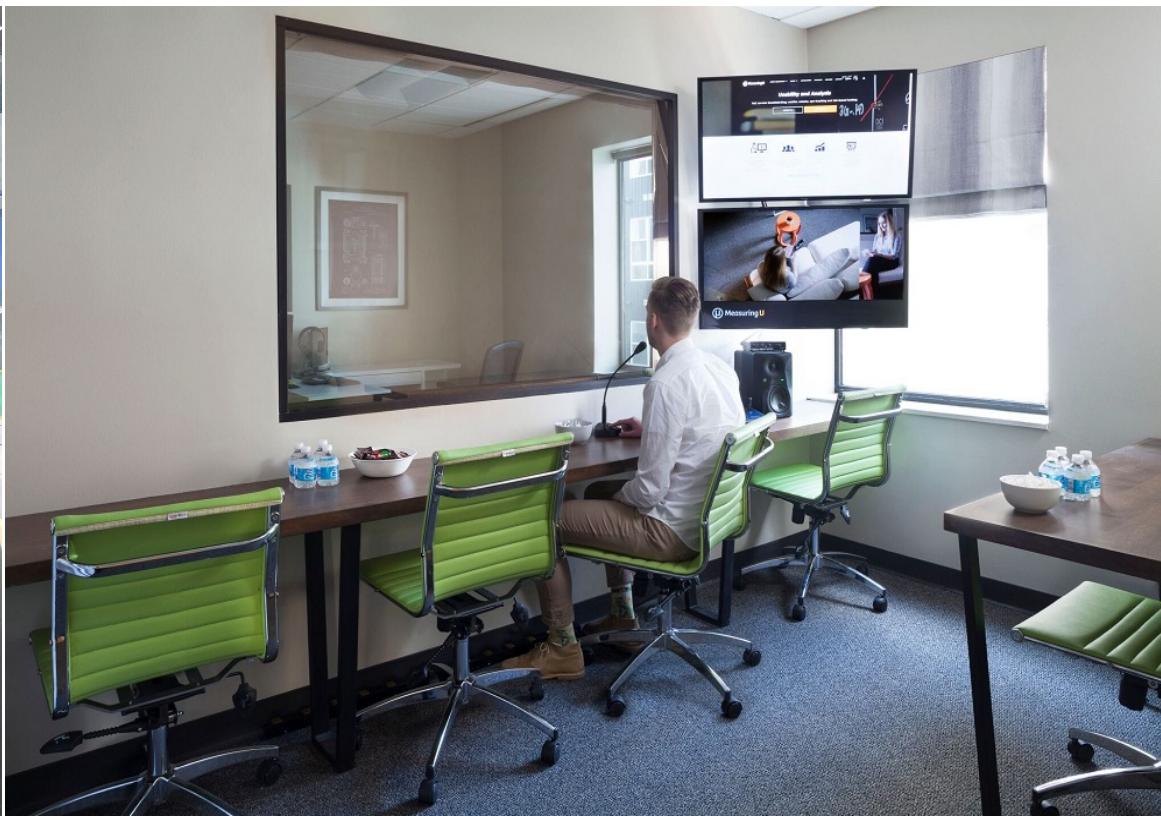
Tipos de avaliação

Com usuários



Sem usuários

Com usuários



Testes com usuários

Experimentos, em laboratório

Estudo de campo, em ambientes reais de uso (casa, universidade, trabalho, lazer)

Teste de usabilidade, em ambiente controlado

Experimentos

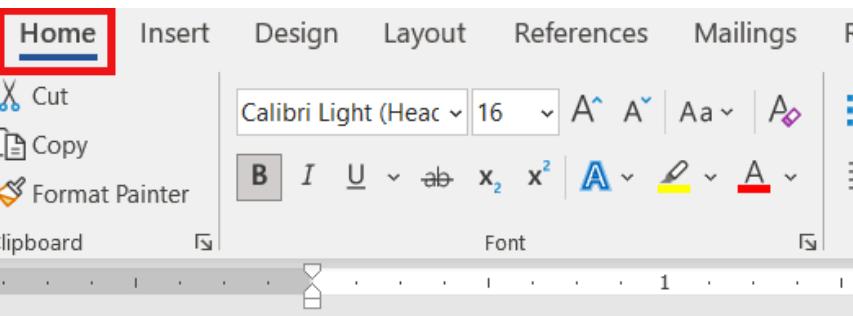
Contexto de **pesquisa**

Teste de hipóteses

Rigor

Maior confiança nos resultados

Ex: Menus contextuais são mais fáceis de usar do que menus do topo



Calibri Light (Hea 16 A A A A A A

B I U ab x x A A A A

Font

1

Paragraph styles ▾

Align ▾

Line spacing ▾ Single

Numbered list ▾ 1.15

List options ▾ Double

Customize ▾ Custom: 1.2 ▾

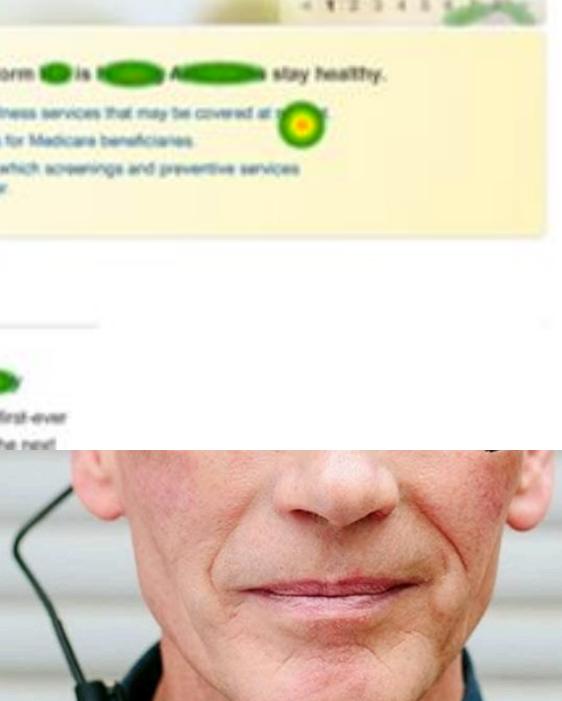
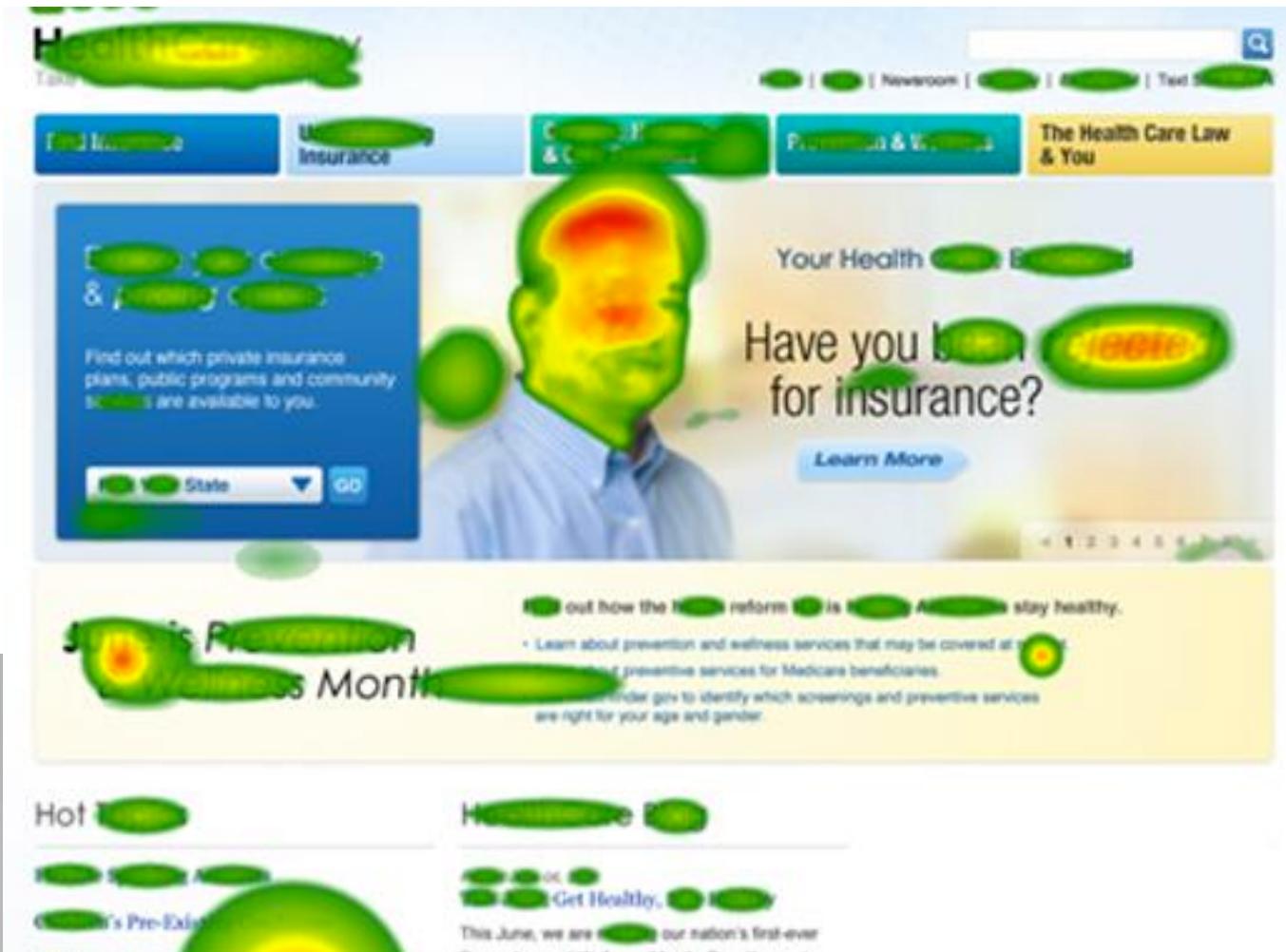
Line spacing 1.2 Add space before paragraph

Paragraph spacing before 1.2 Add space after paragraph

Paragraph spacing after 1.5

Custom spacing...

This image shows a detailed view of the Microsoft Word ribbon and its context menus. The 'Home' tab is active. A context menu is open over a selected text block, showing options like Bold, Italic, Underline, and various line spacing and list styles. A secondary dropdown menu for 'Line spacing' is also open, showing options like Single, 1.15, and Double, with 'Custom: 1.2' currently selected. The ribbon below shows the 'Font' settings.



Métricas

Número de usuários que **completaram** a tarefa

Número de **erros**, e tipos de erro, por tarefa

Número de acessos ao **menu de Ajuda**

Proporção de usuários que comentem um **tipo de erro específico**

Estudo de Campo

Hoje, mais fáceis de fazer

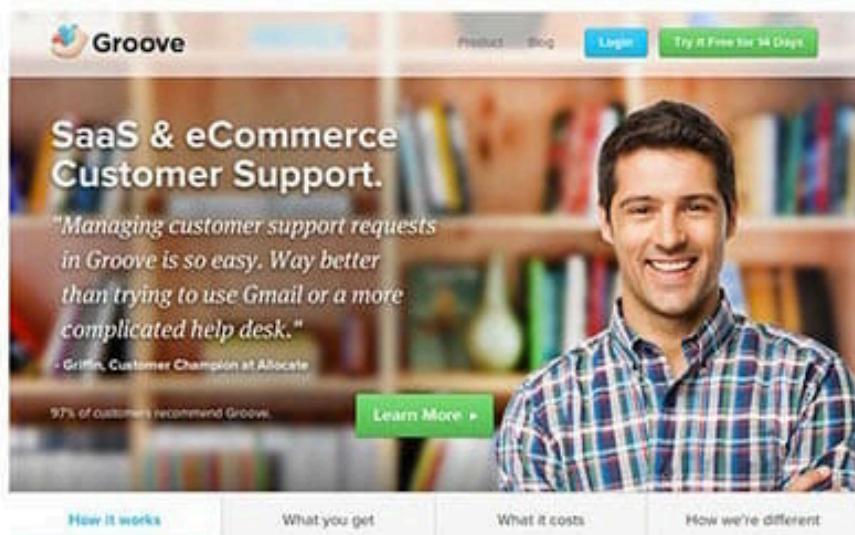
tecnologia

Contexto livre, real

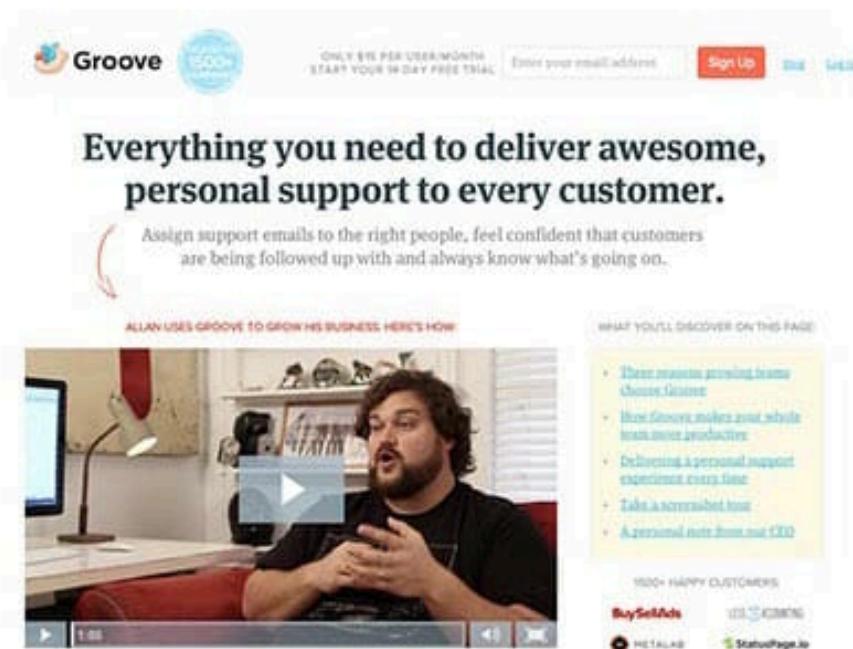
Pouco (ou nenhum) controle sobre o usuário

Testes A/B

Original: 2.3%



Long Form: 4.3%



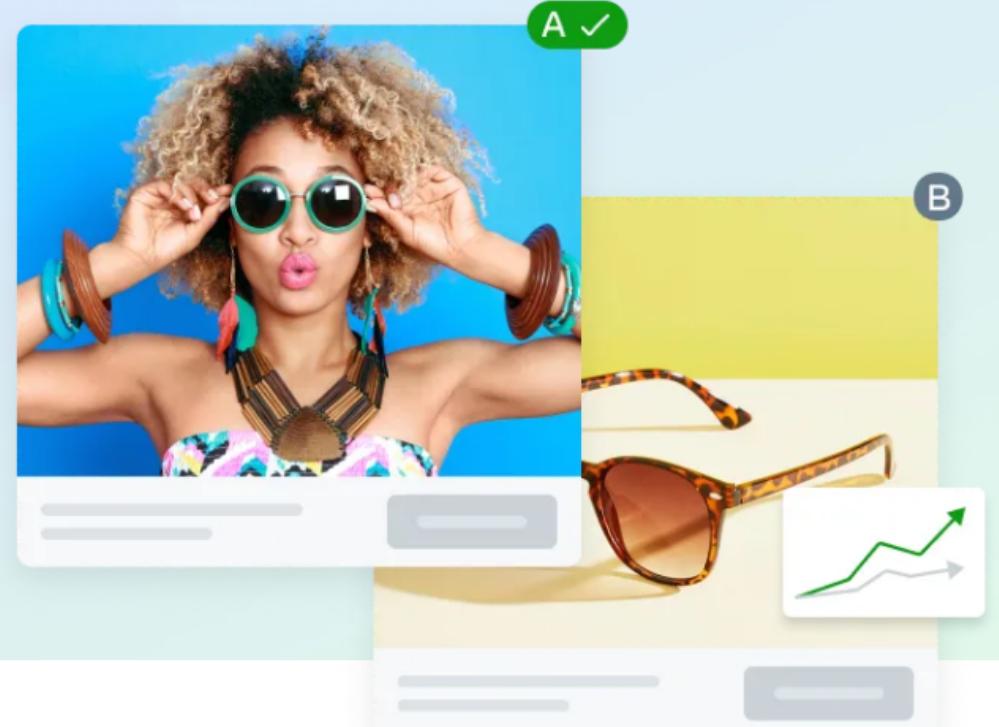
◎ Anúncios da Meta

Otimize as campanhas de anúncios com testes A/B.

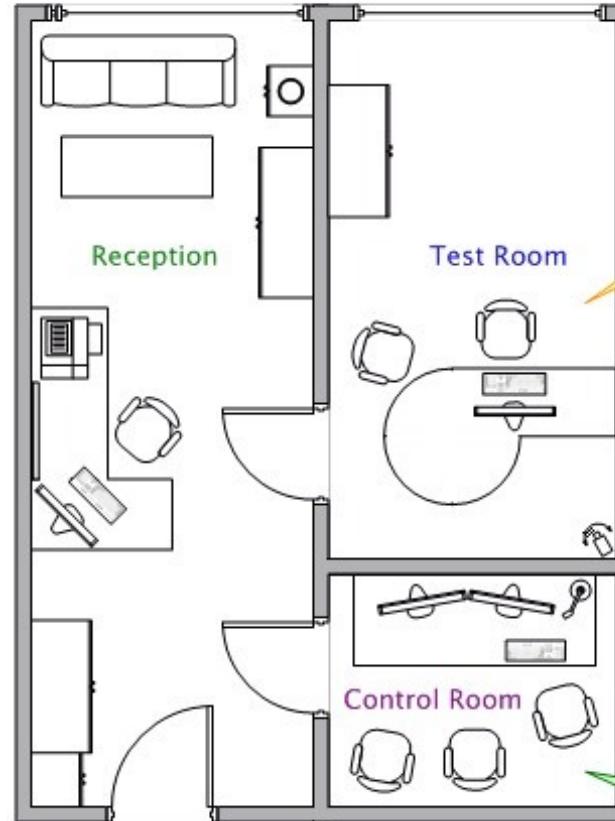
Saiba como fazer testes A/B para gerar retornos maiores para suas campanhas de anúncios.

[Saiba mais](#)

 [Começar](#)



Usability labs



Teste de usabilidade

Ambiente **controlado**

Designer monitora e define o contexto, influências

Testes do iPac (2010)



App or website	Task
iBook	Download a free copy of <i>Alice's Adventures in Wonderland</i> and read through the first few pages.
Craigslist	Find some free mulch for your garden.
Time Magazine	Browse through the magazine, and find the best pictures of the week.
Epicurious	You want to make an apple pie tonight. Find a recipe and see what you need to buy in order to prepare it.
Kayak	You are planning a trip to Death Valley in May this year. Find a hotel located in the park or close to the park.

In different apps, **touching a picture** could produce any of the following 5 results:

- **Nothing** happens
- **Enlarging** the picture
- **Hyperlinking** to a more detailed page about that item
- **Flipping** the image to reveal additional pictures in the same place (metaphorically, these new pictures are "on the back side" of the original picture)
- **Popping up** a set of navigation choices

Pad 10:57 AM 73%

 USA TODAY. News



Obama aide: Boehner shouldn't hold debt limit 'hostage' to spending cuts

Updated 22m ago
By David Jackson, USA TODAY

The White House is firing back at House Speaker John Boehner's demand for budget cuts of more than \$2 trillion in exchange for Republican support of an increase in the nation's \$14.3 trillion debt ceiling, saying the issues are too important to link in such a manner.

"To hold one hostage to another remains extremely unwise," White House spokesman Jay Carney said today.

Carney said President Obama is committed to debt reduction but raising the debt limit in the meantime is essential to protecting American credit globally.

In a New York City speech yesterday -- as reported by our On Politics blog -- Boehner said, "To increase the debt limit without simultaneously addressing the drivers of our debt -- in defiance of the will of our people -- would be monumentally arrogant and massively irresponsible."

Debt reduction is on the agenda today as Vice President Biden meets with congressional leaders from both parties at Blair House, across the street from the White House.

President Obama has separate meetings with Senate Democrats and Republicans this week at the White House; he also plans to meet with House Democrats and Republicans this week.

The Treasury Department has reported that the nation will hit its \$14.3 trillion debt ceiling by May 16, but it can use accounting procedures to avoid default by at least August.

This "Home" icon was small and easy to miss.

The tiny arrow takes users to the next article.

pg 1 of 1 Article 6 of 31

Affordances



[Kenmore 24" Built-In Dishwasher With Smartwash™ Cycle \(1389\)](#)

Regular: \$689.99
Sale: \$527.84

★★★★★ [4 Reviews](#)

[Store Availability](#)

[Add to List](#)

[Add to Cart](#)

[Kenmore 24" Built-In Dishwasher With Smartwash™ Cycle \(1389\)](#)

users don't know that something is touchable unless it looks so

Vídeos

Introdução: <https://www.youtube.com/watch?v=bcfqmx2hnUQ>

AVALIAÇÃO COM USUÁRIO

Tiago Massoni

