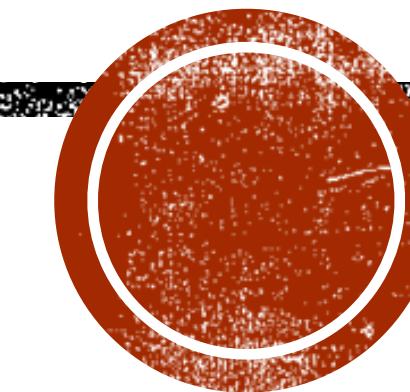

TEORIAS E MODELOS

Tiago Massoni



Concept Idea: Radial Menu UI



Take a break!

Settings

Interval between breaks ▶

Break duration ▶

Enabled

Reset

Online Help

About

Exit

15 min.

30 min.

45 min.

60 min.

90 min.

Custom...

Lei de Fitts

Journal of Experimental Psychology

VOL. 47, No. 6

JUNE, 1954

THE INFORMATION CAPACITY OF THE HUMAN MOTOR SYSTEM IN CONTROLLING THE AMPLITUDE OF MOVEMENT¹

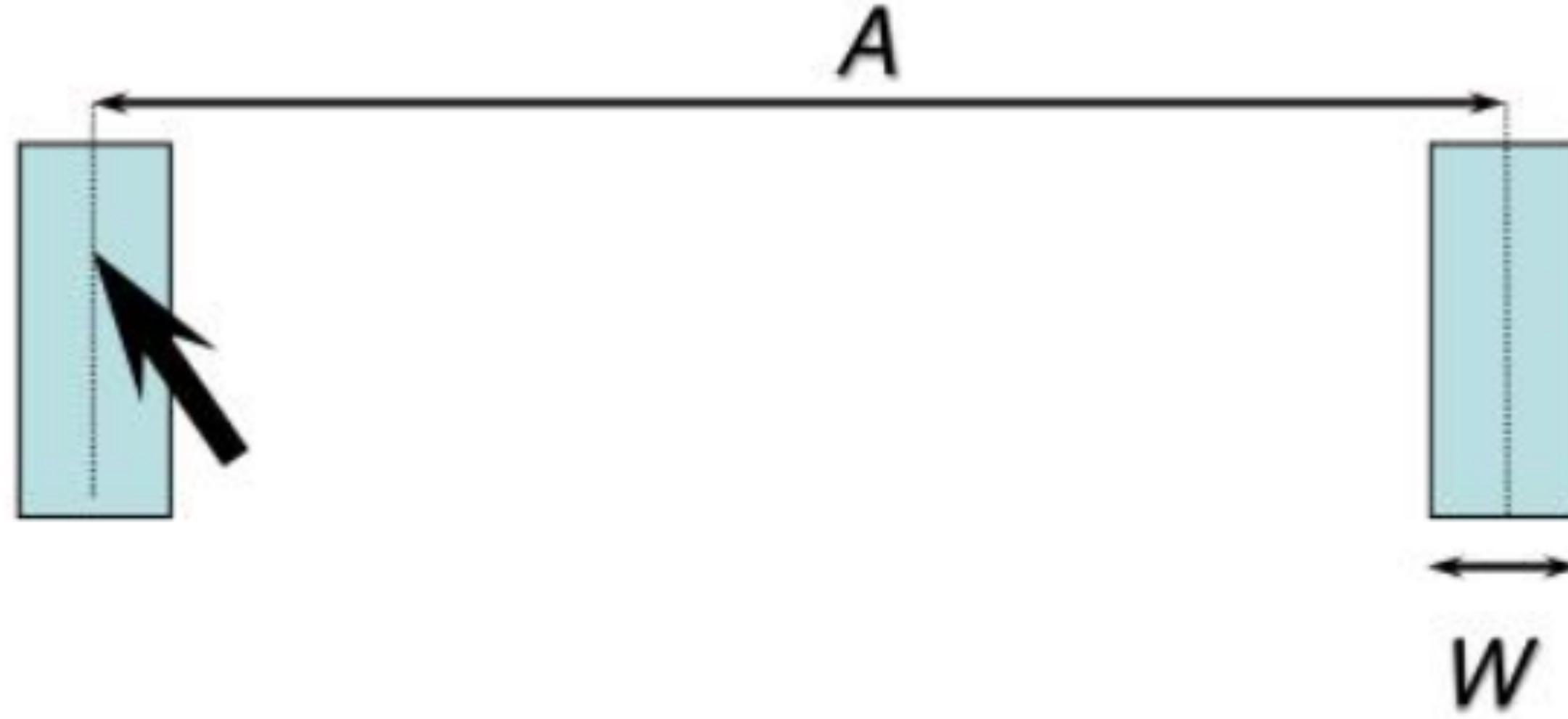
PAUL M. FITTS²

The Ohio State University

Information theory has recently been employed to specify more precisely than has hitherto been possible man's capacity in certain sensory, perceptual, and perceptual-motor functions (5, 10, 13, 15, 17, 18). The experiments reported in the present paper extend the theory to the human motor system. The applicability of

ever, by asking S to make rapid and uniform responses that have been highly overlearned, and by holding all relevant stimulus conditions constant with the exception of those resulting from S's own movements, we can create an experimental situation in which it is reasonable to assume that performance is limited primarily by the capacity of the motor system.

Lei de Fitts



- $T = a + b \underbrace{\log_2\left(\frac{A}{W}\right)}_{ID}$

Demo

<http://simonwallner.at/ext/fitts/>

teorias no design UI/UX

Esquemas de como percebemos e processamos o mundo a nossa volta

Estudo da psicologia e outras ciências humanas decifram esses esquemas: **teorias**

Designers usam este conhecimento para construir interfaces e interações mais intuitivas, centradas no usuário

O'REILLY®

Laws of UX

Using Psychology to Design Better Products & Services

Jon Yablonski



Lei de Hick

Oferecer muitas opções pode frustrar o usuário

Nomeada em homenagem aos psicólogos **William Edmund Hick** e **Ray Hyman**, a **Lei de Hick (ou a Lei de Hick-Hyman)** afirma que quanto mais escolhas são apresentadas a uma pessoa, mais tempo ela levará para chegar a uma decisão.



Lei de Hick

$$T = b * \log_2(n+1)$$

Leia-se: “b” é uma constante que pode ser determinada empiricamente ao ajustar uma linha a dados coletados, por exemplo achar um presente ideal para um amigo

o tempo necessário para chegar a
uma decisão
aumenta logaritmicamente com o
número de escolhas

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Return Date

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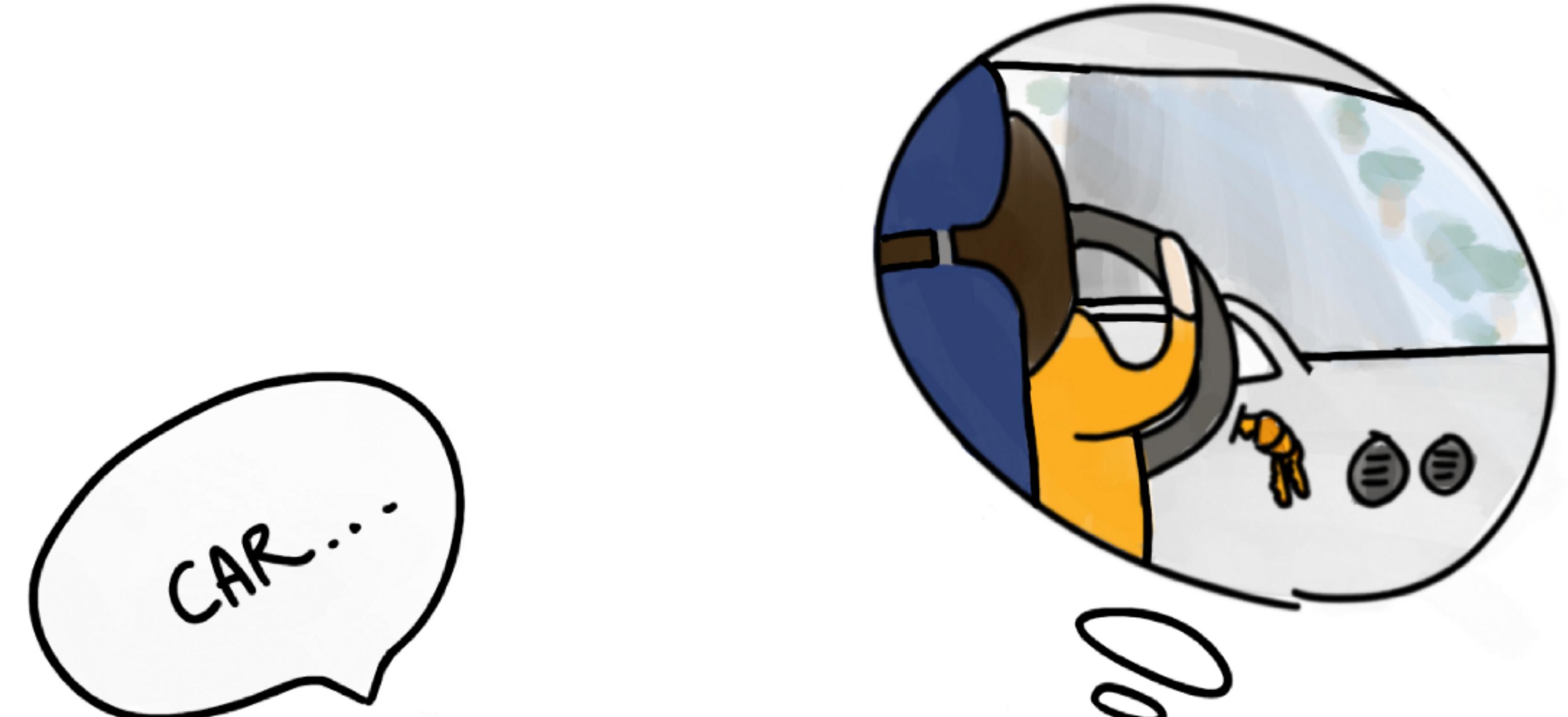
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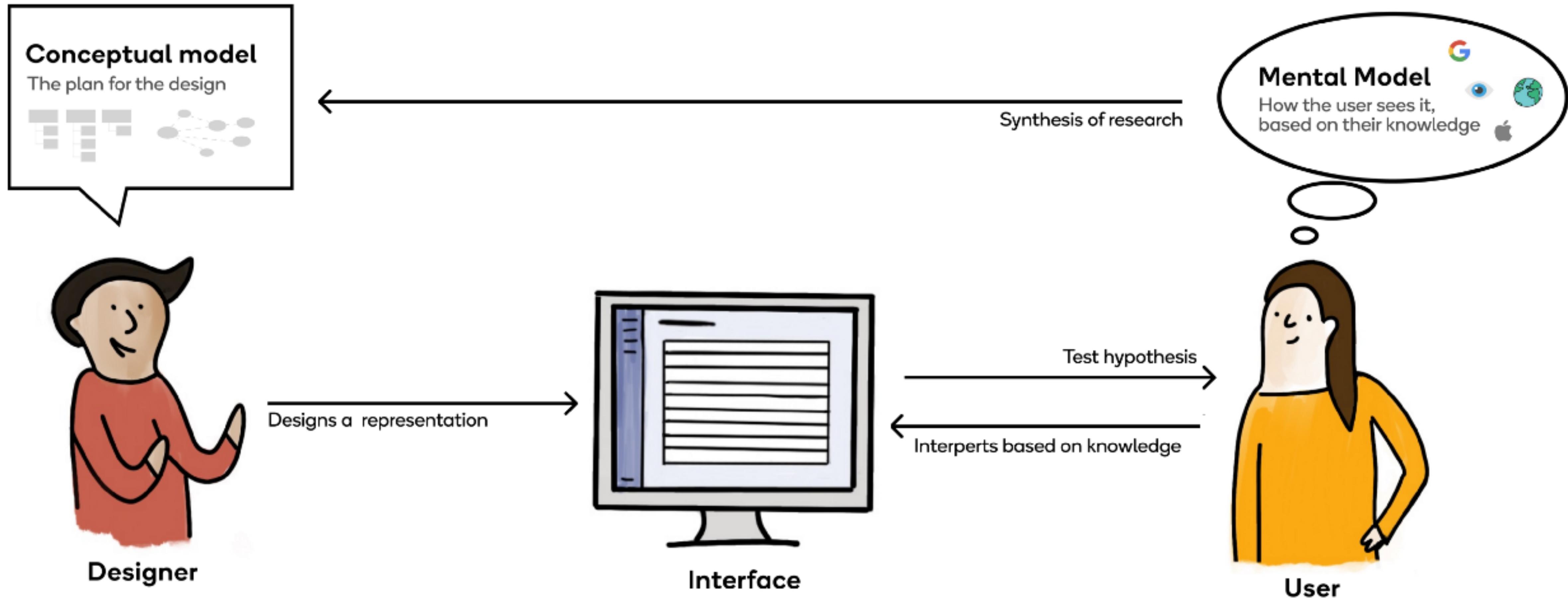
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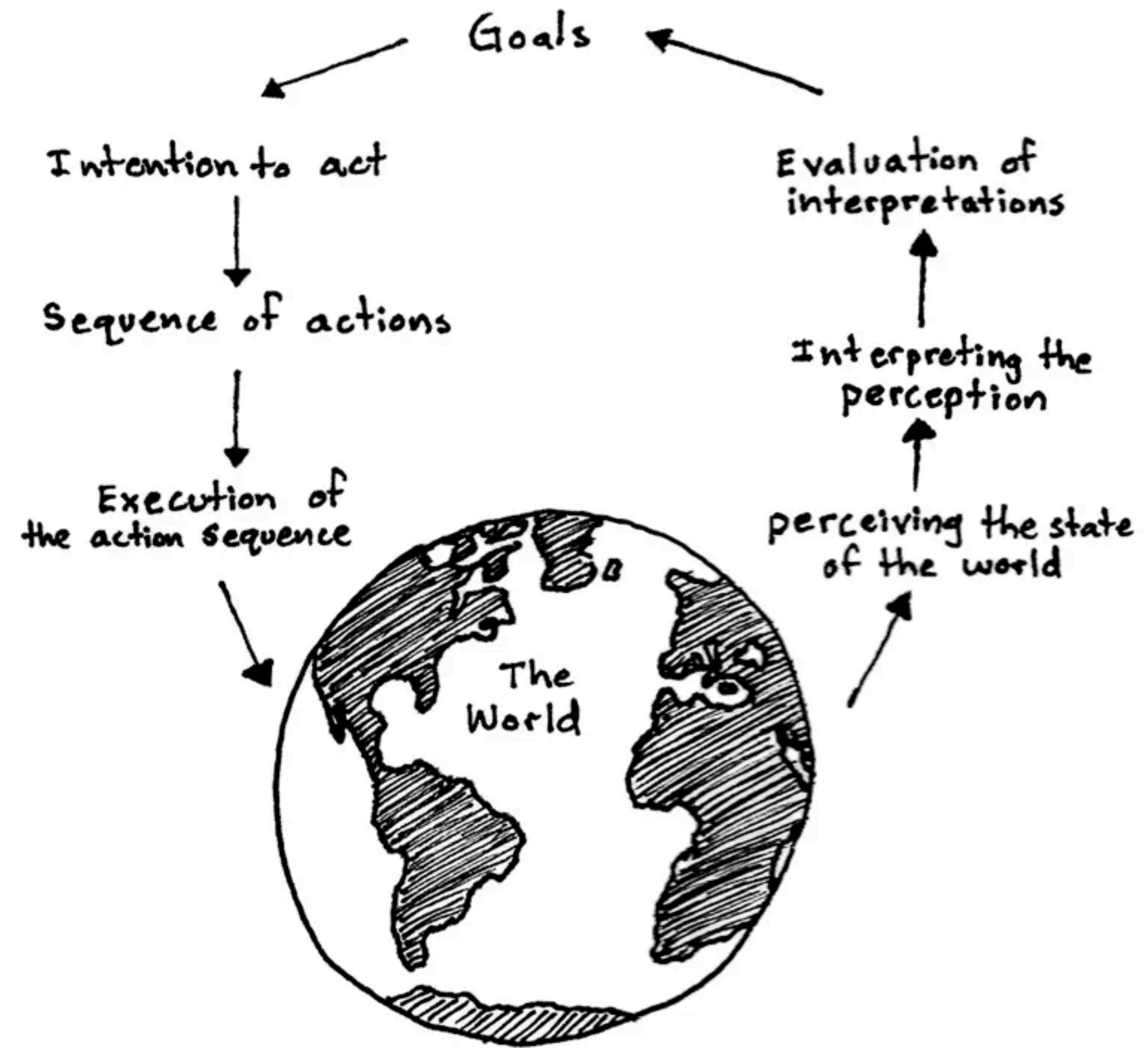
Alana
Brajdic



Alana
Brajdic

Sete Estágios de Ação (Don Norman)

Toda a ação se inicia com **um objetivo** (geralmente é vago) que é **sucedido pela execução** e, por fim, é finalizada com a **avaliação ou verificação** do que foi feito.



Seven Stages of an Action

Adapted from Donald A Norman's: *The Design of Everyday Things*, page 47.

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luminária portátil para ler à noite

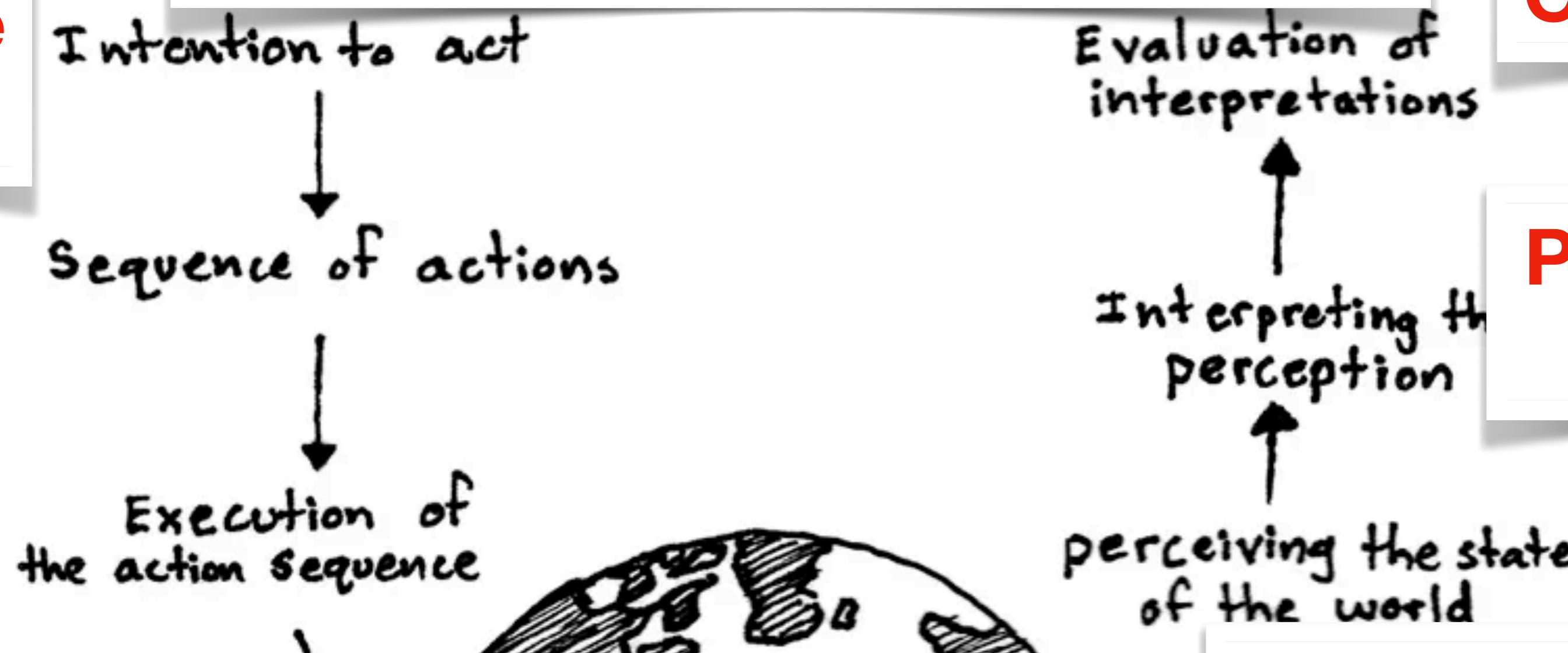
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comprar

OK, deu tudo certo

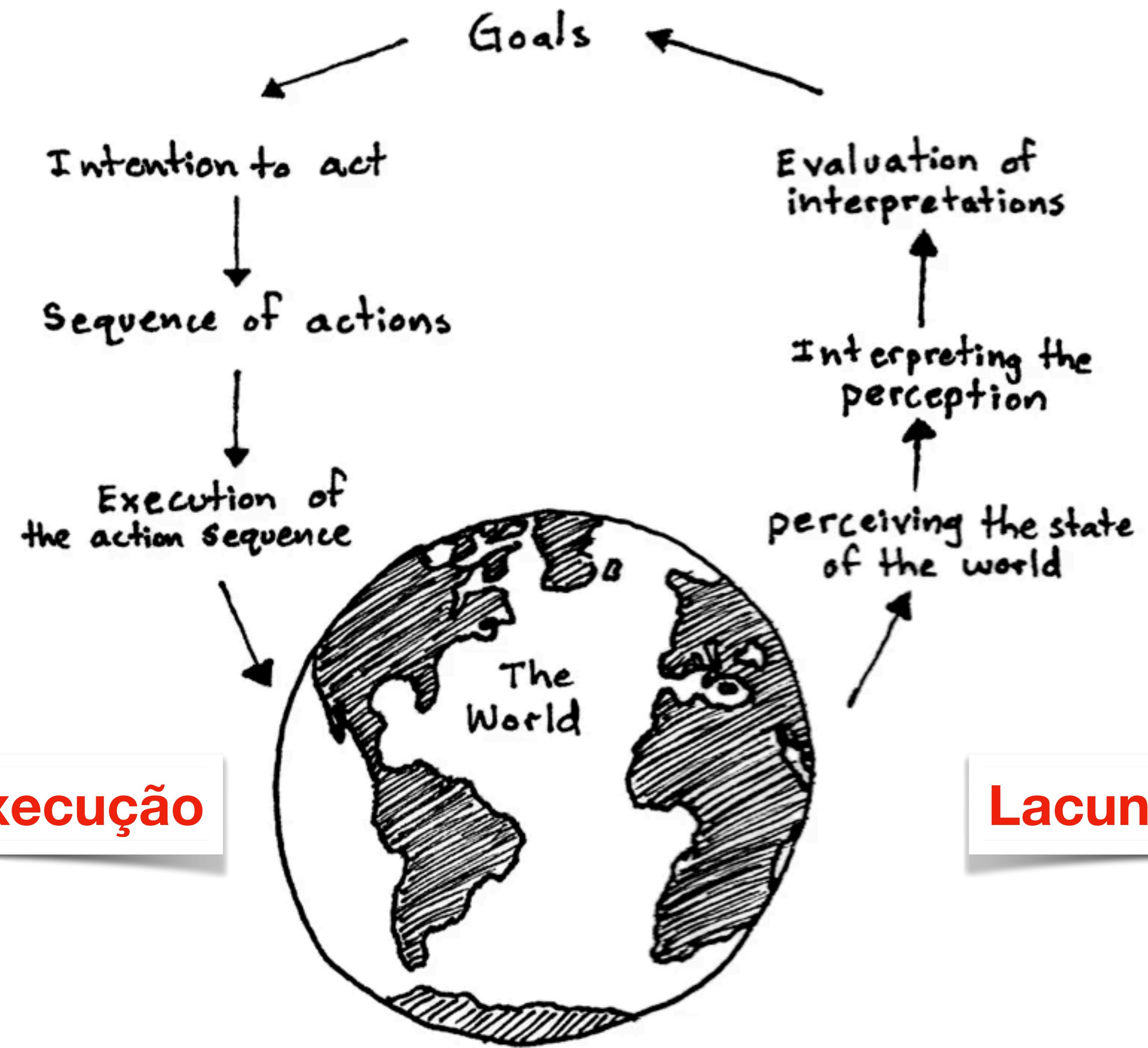
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Cartão de crédito registrou
compra

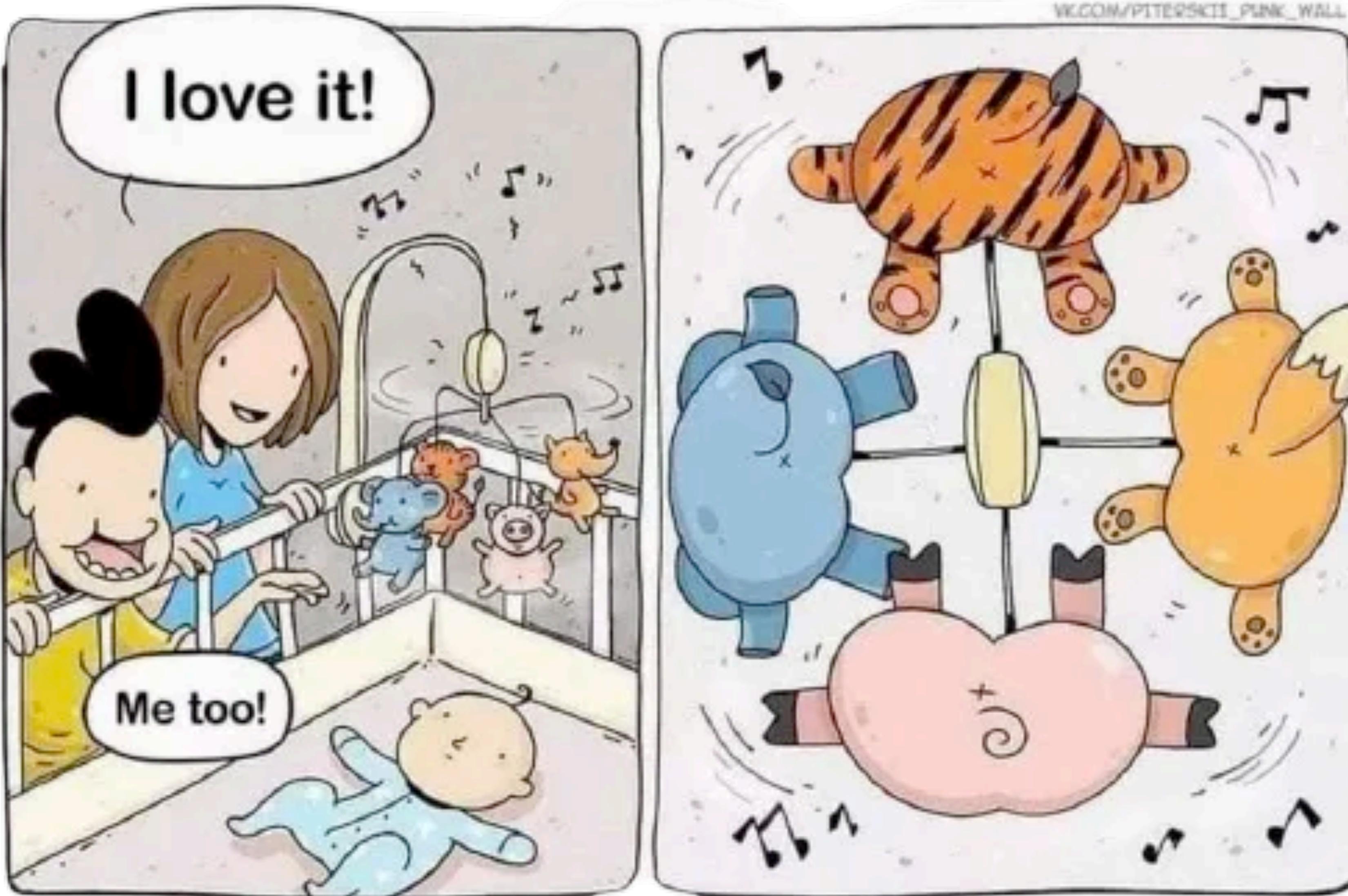


Seven Stages of an Action



Seven Stages of an Action

Intenção vs Resultado



TEORIAS E MODELOS

Tiago Massoni

