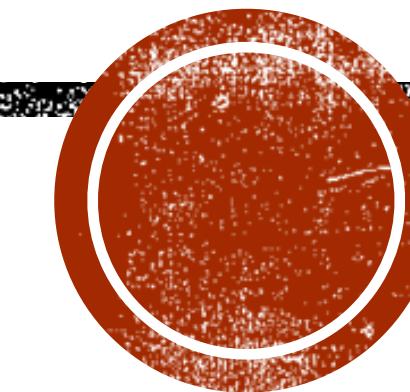

CONCEITOS CHAVE

Tiago Massoni



YouTube BR

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Tourist destinations Nature Live Music Arrocha Chill-out music Background music Guitar Art Sitcoms Comedies

Home Explore Subscriptions Library History

Xamã - Malvadão 3 (Prod. DJ Gustah & Neobeats)
Bagua Records
98M views • 2 months ago

Dua Lipa, Coldplay, Martin Garrix & Kygo, The...
Deep Light
553 watching

LIVE NOW

Louvores Para Acalmar à Alma e Coração - Melhores Músicas...
Espaço Música Gospel
2.8M views • 4 months ago

Relaxing Blues Music | Best of Slow Blues/Rock | Electric...
JAZZ & BLUES
612K views • 2 weeks ago

SÓ OS C* DE NITRO!
8:58

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Kristijan
14M views • 2 weeks ago

BRO? 🤔
9:24

200 MILHÕES
8:27

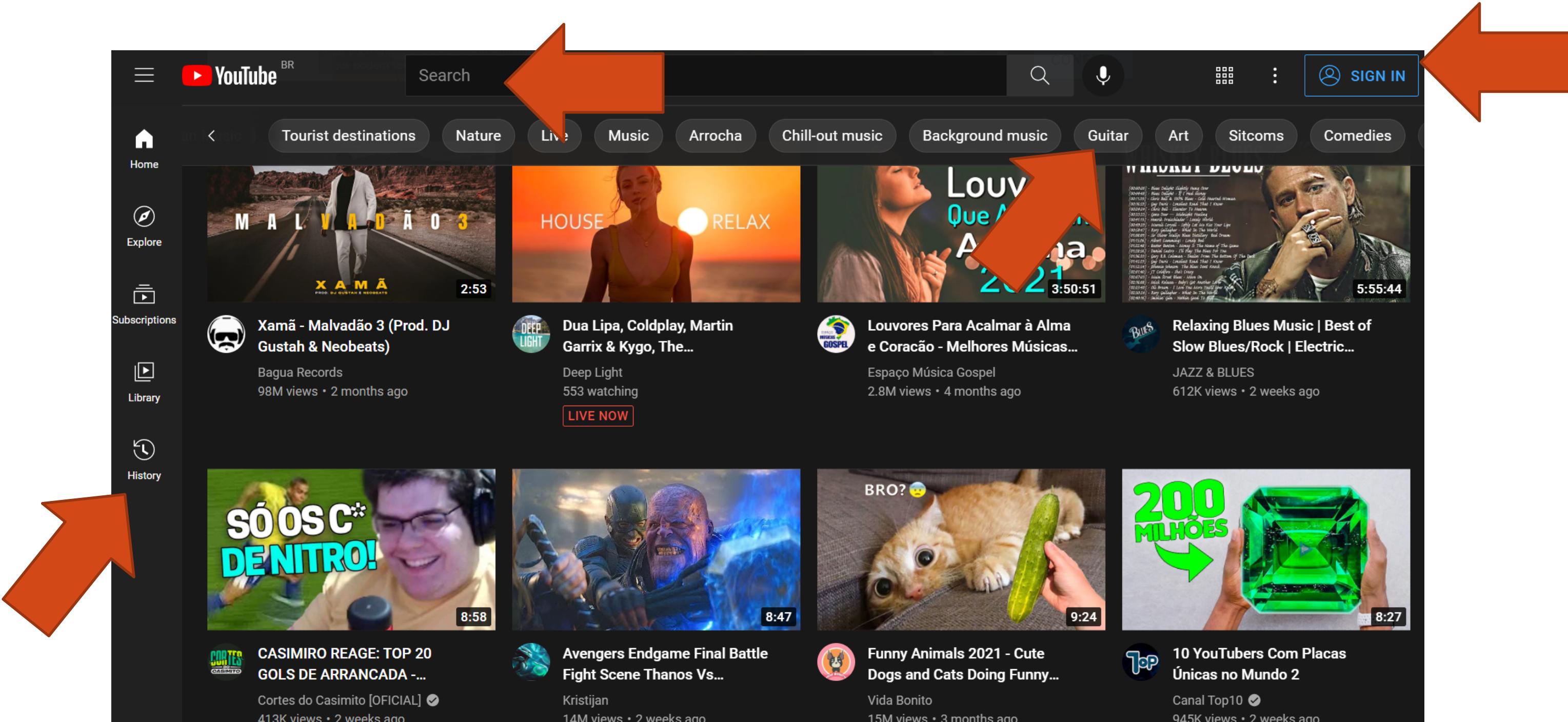
CASIMIRO REAGE: TOP 20 GOLS DE ARRANCADA - ...
Cortes do Casimoto [OFICIAL] ✓
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Vida Bonito
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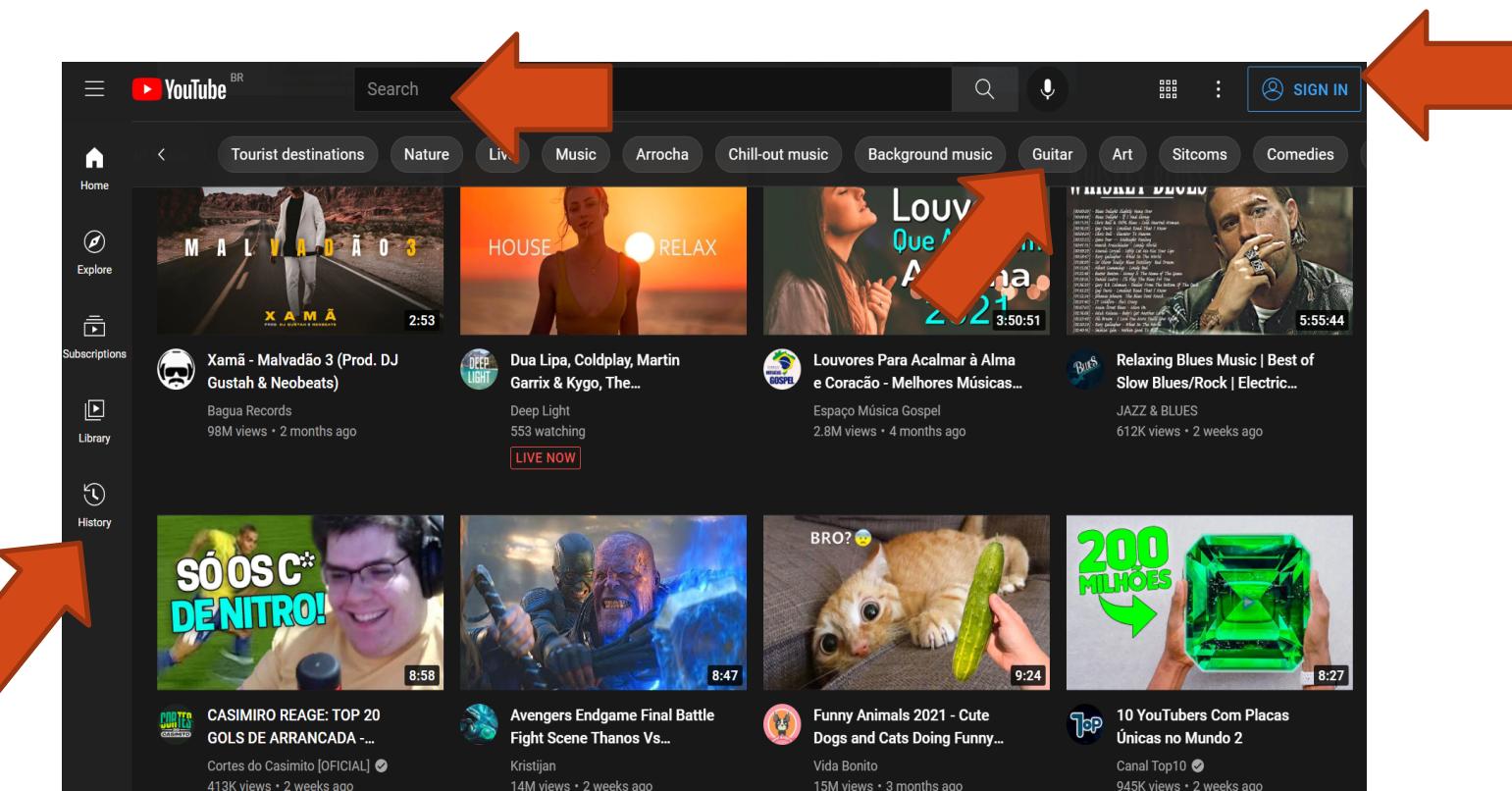
10 YouTubers Com Placas Únicas no Mundo 2
Canal Top10 ✓
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Interface: ponto de interação

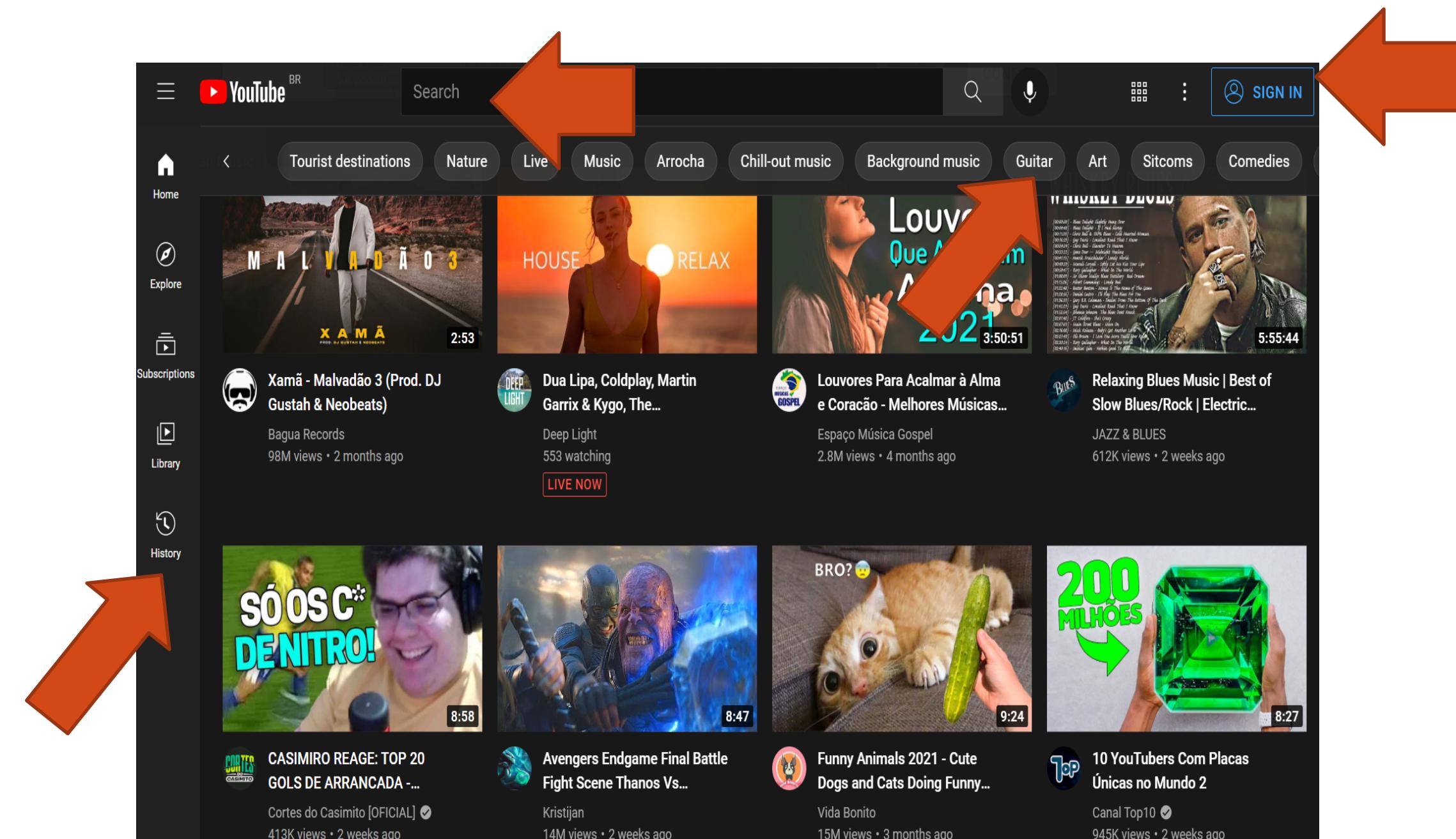
Promove estímulos de interação



Interface: ponto de interação entre computador e outra entidade



Interação: envolve a comunicação entre usuários e computadores, incluindo novos campos de estudo



Quem decidiu
colocar esses pontos
nesses locais, com
esses formatos?

Pennsylvania

Bedford Motel/Hotel: Crinaline Courts
(814) 623-9511 S: \$118 D: \$120

Bedford Motel/Hotel: Holiday Inn
(814) 623-9006 S: \$129 D: \$136

Bedford Motel/Hotel: Midway
(814) 623-8107 S: \$121 D: \$126

Bedford Motel/Hotel: Penn Manor
(814) 623-8177 S: \$119 D: \$125

Bedford Motel/Hotel: Quality Inn
(814) 623-5189 S: \$123 D: \$128

Bedford Motel/Hotel: Terrace
(814) 623-5111 S: \$122 D: \$124

Bradley Motel/Hotel: De Soto
(814) 362-3567 S: \$120 D: \$124

Bradley Motel/Hotel: Holiday House
(814) 362-4511 S: \$122 D: \$125

Bradley Motel/Hotel: Holiday Inn
(814) 362-4501 S: \$132 D: \$140

Breezewood Motel/Hotel: Best Western Plaza
(814) 735-4352 S: \$120 D: \$127

Breezewood Motel/Hotel: Motel 70
(814) 735-4385 S: \$116 D: \$118

Qual é o preço do quarto duplo no Holiday Inn em Bradley Pennsylvania?

Qual o número de telefone do Quality Inn em Bedford, Pennsylvania?

South Carolina

City	Motel/Hotel	Area code	Phone	Rates	
				Single	Double
Charleston	Best Western	803	747-0961	\$126	\$130
Charleston	Days Inn	803	881-1000	\$118	\$124
Charleston	Holiday Inn N	803	744-1621	\$136	\$146
Charleston	Holiday Inn SW	803	556-7100	\$133	\$147
Charleston	Howard Johnsons	803	524-4148	\$131	\$136
Charleston	Ramada Inn	803	774-8281	\$133	\$140
Charleston	Sheraton Inn	803	744-2401	\$134	\$142
Columbia	Best Western	803	796-9400	\$129	\$134
Columbia	Carolina Inn	803	799-8200	\$142	\$148
Columbia	Days Inn	803	736-0000	\$123	\$127
Columbia	Holiday Inn NW	803	794-9440	\$132	\$139
Columbia	Howard Johnsons	803	772-7200	\$125	\$127
Columbia	Quality Inn	803	772-0270	\$134	\$141
Columbia	Ramada Inn	803	796-2700	\$136	\$144
Columbia	Vagabond Inn	803	796-6240	\$127	\$130

Qual é o preço do quarto duplo no Quality Inn Columbia, South Carolina?
 Qual o número de telefone do Days Inn em Charleston, South Carolina?

O que é este número?

7553451234

755-345-1234

Humanos possuem LIMITAÇÕES COGNITIVAS

Atenção

Memória

Ver, Ouvir, Falar

productive chat and leave the other person feeling good about helping you out.

4. Leverage your entire network

Take advantage of your entire network. And when it comes to referrals, this is especially true. Don't limit yourself to just one group of your network when you ask for introductions. Your **existing clients** are a great resource, but they're far from the only one.

Your past customers, industry connections, former and present colleagues, friends, family members, social acquaintances, friends of friends -- everyone is fair game. The more people you include in your quest for introductions, the more introductions you'll get, plain and simple.

5. Get specific about your ideal introduction

One of the **biggest mistakes salespeople make** is not being clear about the kind of introductions they want. Far too often, salespeople say, "So who do you know? Who do you think might be a good fit for what I have to offer?" This puts all the burden on the person helping you. Instead, you should be specific about what your ideal introduction looks like.

When you ask for an introduction, give clear examples about the types of prospects you're interested in connecting with. Share information such as their specific job titles, the companies they work for, the industry they're in, their average revenue, and other important factors. Then, let the person think about who in their network fits the bill for an introduction to you.

6. Ask for one introduction per day

This might sound like a lot of work, but how long does it actually take to ask for a single introduction? You should be able to accomplish this in just 15 minutes -- so make it the most important 15 minutes of your day, every

FLAGSHIP SERIES NAME (1)	+			
CONDITION	+			
CARRIER	+			
MODEL FAMILY	+			
STORAGE SIZE	+			
COLOR	+	SM-J737VZKPN2W Galaxy J7 16GB (Verizon)	SM-J737VZKAJZW Galaxy J7 V 16GB (Verizon) \$240.00	SM-J737T25A7MB Galaxy J7 Star (T-Mobile) ★ ★ ★ ★ 5 (4)
KEY CATEGORY FEATURES	+	★★★★★ (0)	★★★★★ (2)	★★★★★ (4)
SHOP	+			
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				
				
SM-J737A2KAATT Galaxy J7 16GB (AT&T)				
★★★★★ (1)				
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				
				
SM-J737P00ESPR Galaxy J7 Refine 2018 (Sprint)				
★★★★★ (2)				
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				
				
SM-J737P00ERST Galaxy J7 Refine 2018 (Boost)				
★★★★★ (5)				
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				
				
SM-J737P00EPR Galaxy J7 Prime 2				
★★★★★ (1)				
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				
				
SM-J737P00EPR Galaxy J7 (2017)				
★★★★★ (1)				
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				
				
SM-J737P00EPR Galaxy J7 (2016)				
★★★★★ (1)				
WHERE TO BUY				
(0) ADD TO COMPARE				
NEW				

Percepção

Forma de adquirir informação via cinco sentidos (visão, audição, paladar, olfato e tato)

Transforma em experiências com objetos e eventos

O que isso implica no projeto de sistemas?

Ícones e outras representações gráficas: **distinguíveis**

Separadores óbvios e espaços em branco

Sons remetem à informação correta

Contraste de cores

Feedback de toque diferenciável

Register

This email is already registered



Register using Google



Register using ORCID

or

tiagomassoni@gmail.com

.....

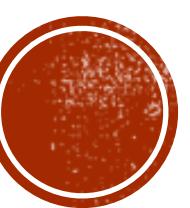
Register using your email

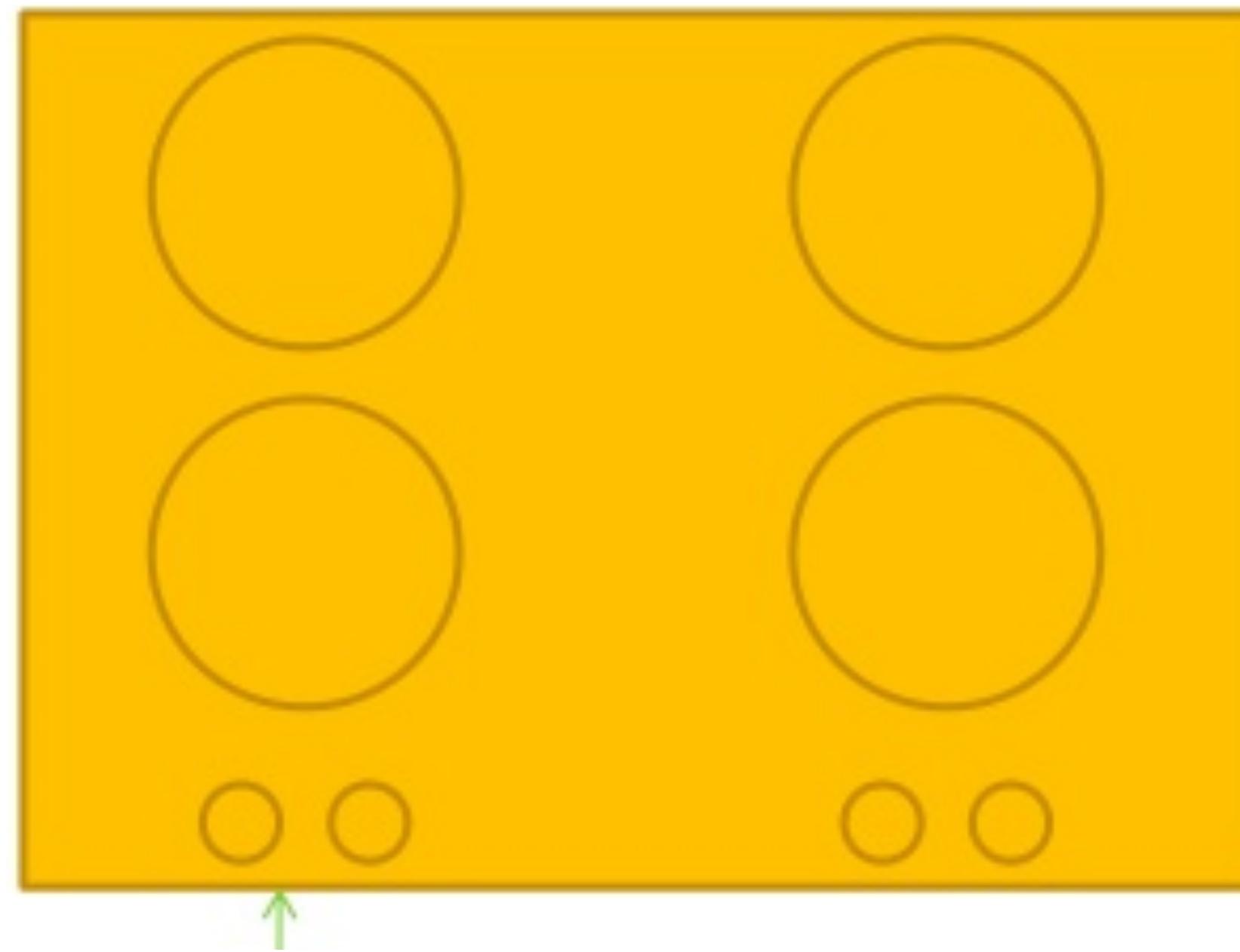
I'd like emails about product offers and
company news and events.

or

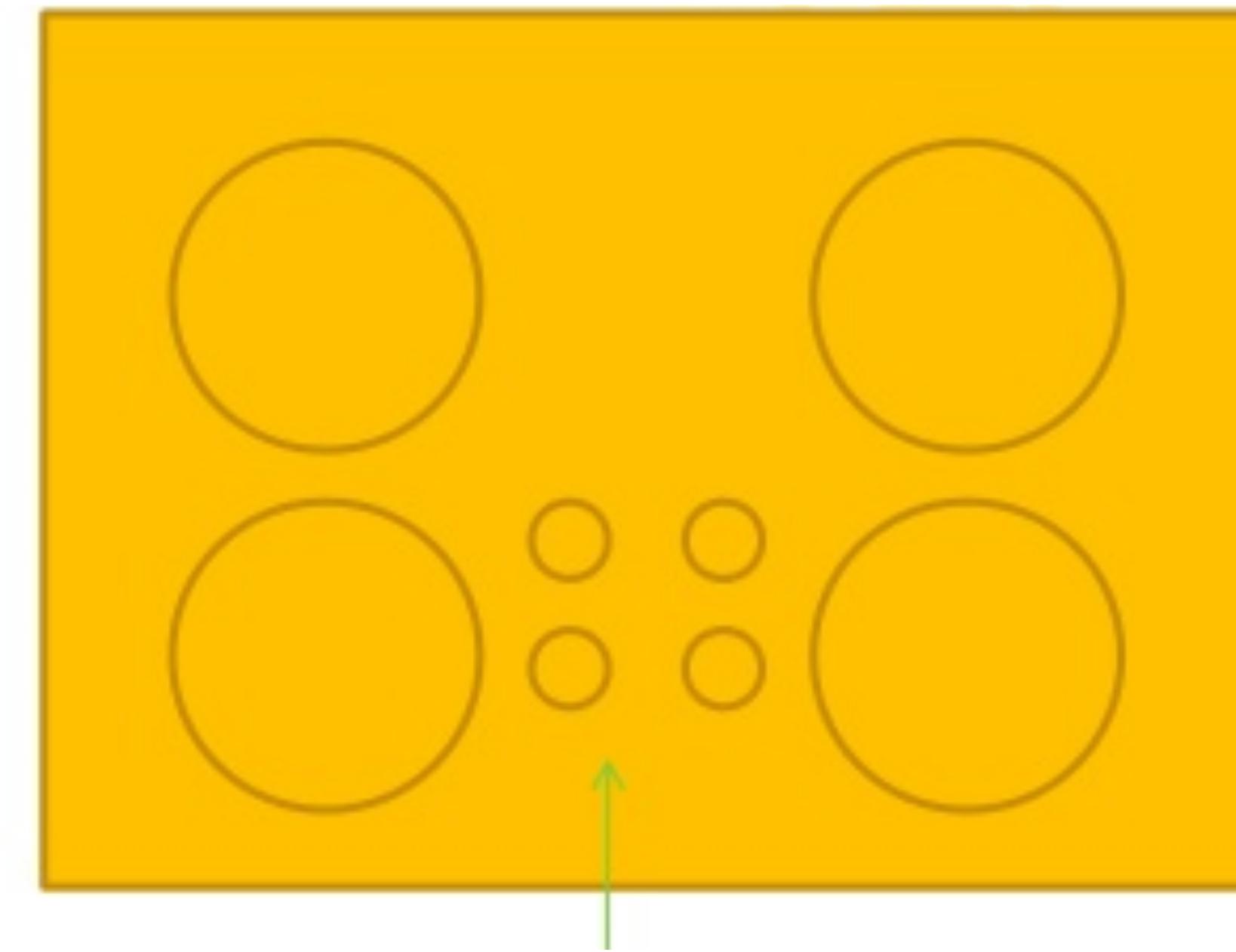
Log in through your institution

Already have an account? [Log in instead](#)

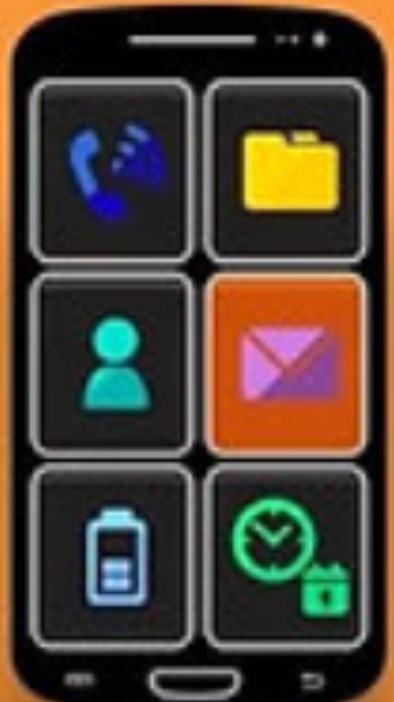
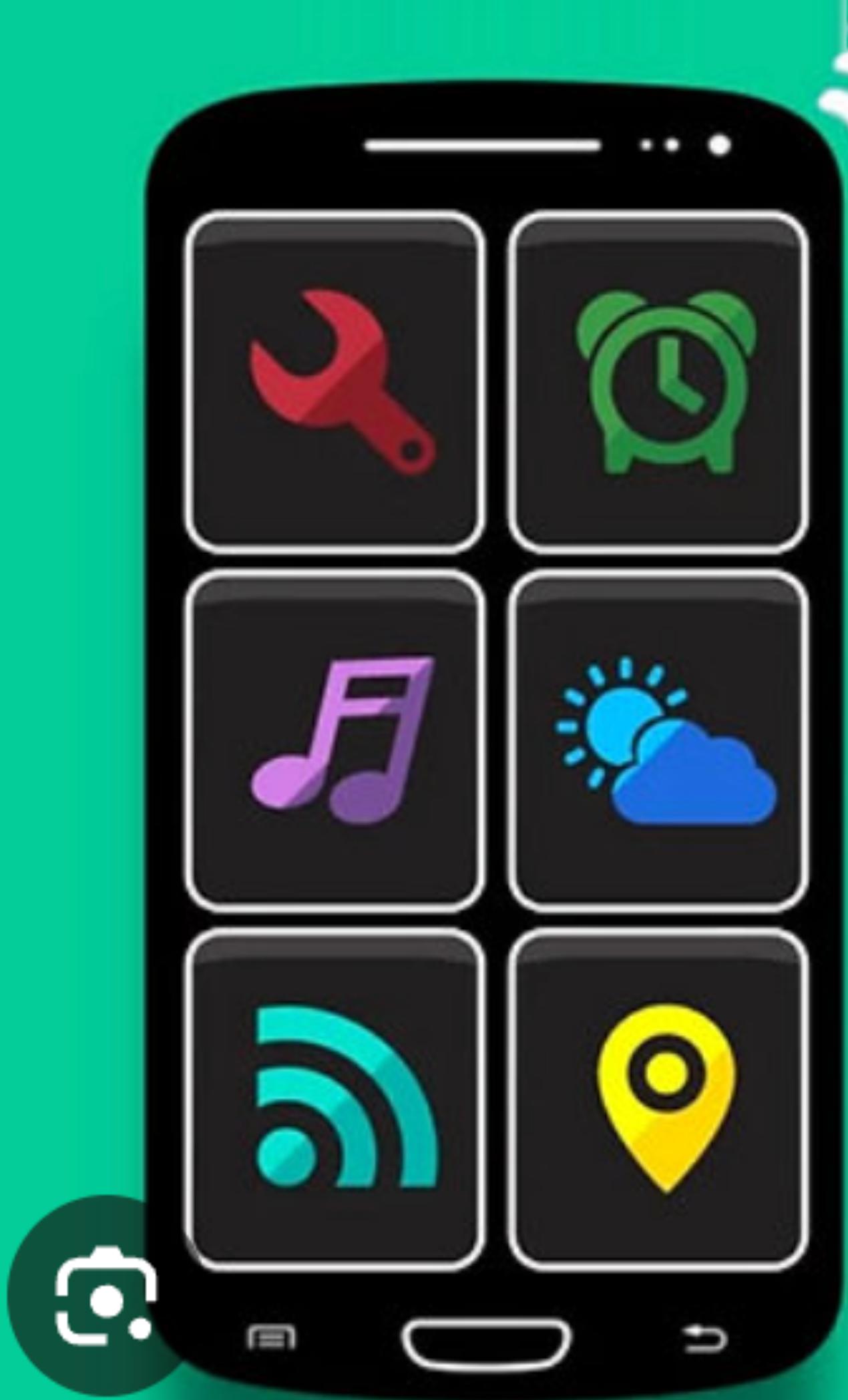




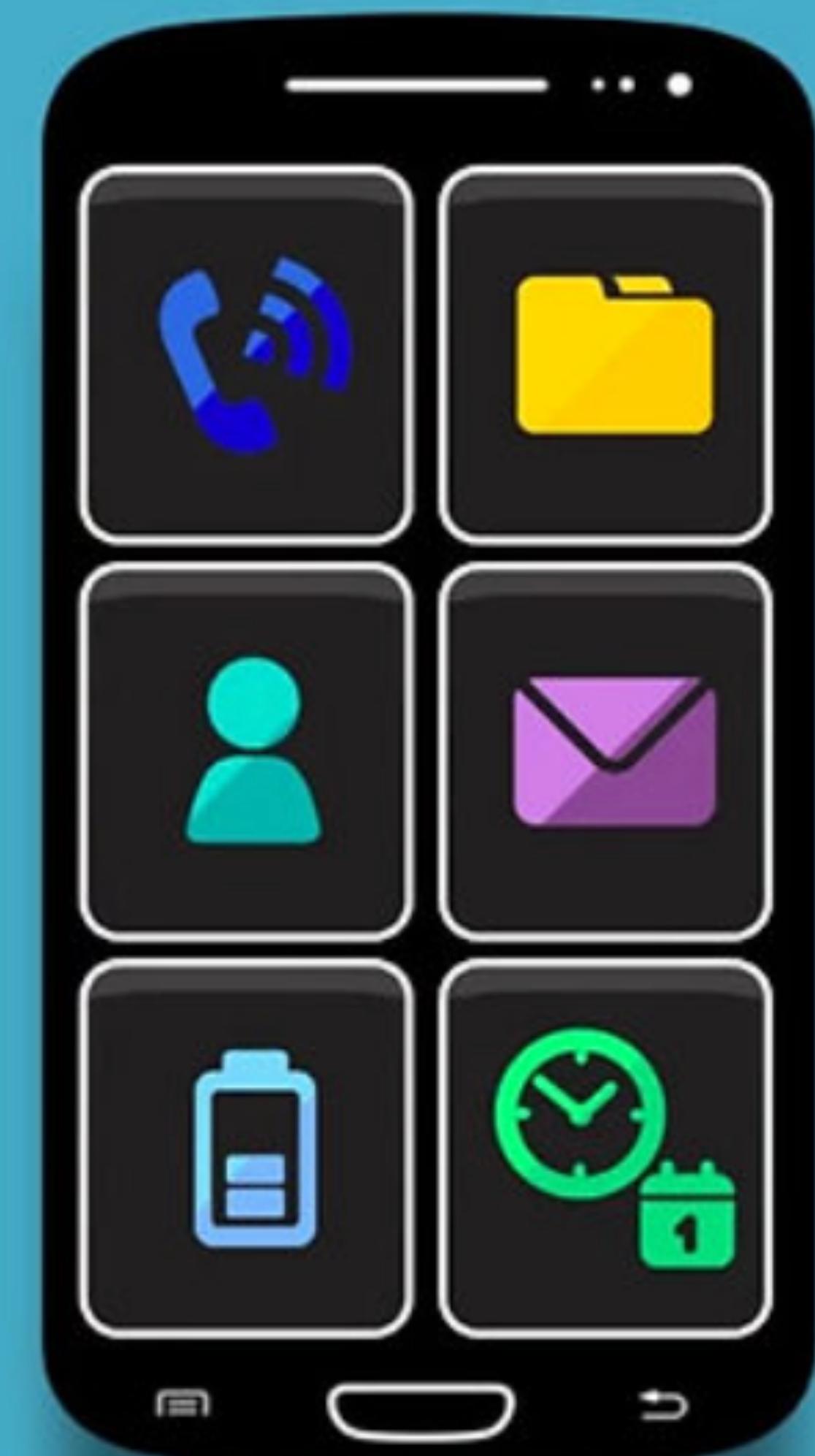
Demanda memória ou cognição reflexiva



Conhecimento embutido na interface



-
- A smartphone screen displaying a menu with five numbered options:
1. Recebidas
 2. Mensagens Enviadas
 3. Escrever Mensagem
 4. Enviar Mensagem Pronta
 5. Configurar mensagens prontas



First Name

John

Last Name

Doe

Email

john@email

Password

Submit

First Name

John

Last Name

Doe

Email

john@email

Password

Submit

First Name

John



Last Name

Doe



Email

john@email



Password



Submit

NORMAL

First Name

John



Last Name

Doe



Email

john@email



enter valid email address

Password



Submit

COLOR BLIND (DEUTERANOPIA)

R. Visc. de Silva ▾

Restaurantes Mercados

Ordenar ▾ Pra retirar Entrega grátis Vale reembolso

Mercado Vale-refeição Doces & Bolos Açaí

PÁSCOA NO iFOOD

Últimas lojas

Gourmet Seleção de restaurantes Os melhores da cidade

Inicio Busca Pedidos Perfil

Tilápis crocante

Marmita Gourmet com deliciosa tilápis crocante ao parmesão, harmonizada com maravilhoso risotto de limão siciliano.

R\$ 49,90 R\$ 54,90

40-50 min • Grátis ★ 4,2

Alguma bebida?
Escolha até 6 opções

- 1 + Adicionar R\$ 49,90

TILÁPIA CROCANTE

Alguma bebida?
Escolha até 6 opções

+ R\$ 6,50

Suco De Laranja 300 ML
+ R\$ 8,90

- 1 +

Cerveja 330ml
+ R\$ 8,90

+

Acompanhamento extra?
Escolha até 5 opções

Batata Frita Pequena
Acompanha Maionese De Odin
+ R\$ 6,90

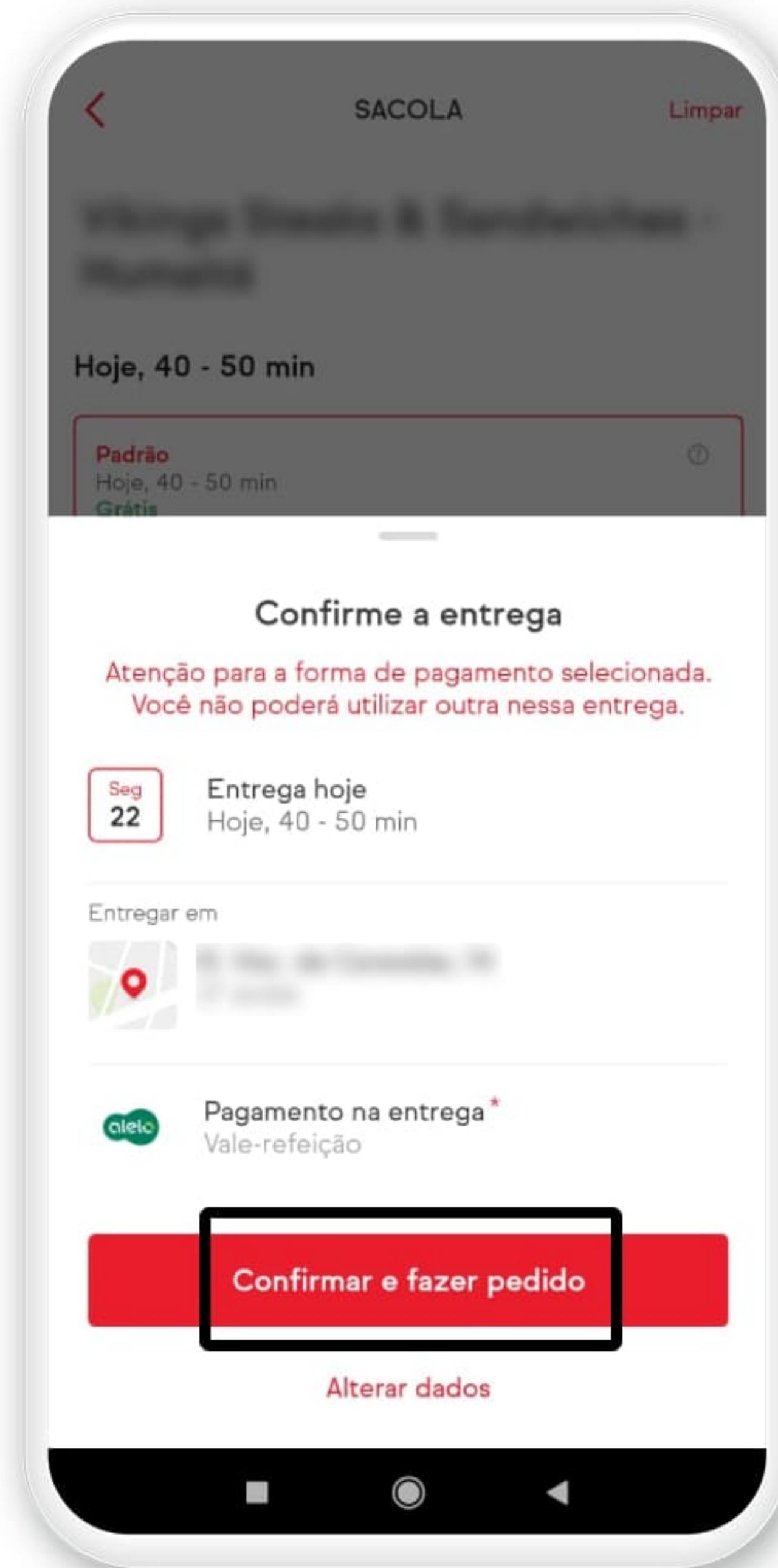
- 1 +

Batata Frita Grande
Acompanha Maionese De Odin
+ R\$ 10,90

+

Alguma observação? 0/140

- 1 + Adicionar R\$ 65,70



Você acha o app do iFood usável?

O que faz dele um app usável?

É fácil de aprender?

Dá pra fazer uma tarefa rapidamente?

Se deixar de usar por um tempo, ao voltar será fácil usar?

Se o usuário cometer erros, é muito sério? Há como recuperar-se desses erros?

Usar o app é satisfatório/agradável/prazeroso?

É fácil de aprender? **learnability**

Dá pra fazer uma tarefa rapidamente?

efficiency

Se deixar de usar por um tempo, ao voltar será fácil usar? **memorability**

Se o usuário cometer erros, é muito sério? Há como recuperar-se desses erros? **errors**

Usar o app é satisfatório/agradável/
prazeroso? **satisfaction**

learnability
efficiency
memorability
errors
satisfaction

usabilidade

Meeting Usability Goals for Software Products

John L. Bennett
IBM Research Laboratory, San Jose

ABSTRACT

Making software products more usable has been stated as an industrial, national, and even international goal. Constructive exchanges between those working in universities to build theory and those working in industry to build products have been identified as one way to speed the achievement of this goal. Programs within IBM have encouraged such exchanges. A discussion of the nature of collaborative work suggests ways to facilitate interaction for mutual benefit despite possible differences in culture and purpose.

Definição de usabilidade

Uma pessoa de habilidade e experiência mediana, ou até abaixo da média, pode descobrir como usar para realizar algo, com menos custo do que seria resolver sem a ferramenta/sistema

Princípios de usabilidade

Ajudam na forma de abstrações

Orientam, explicam

Mas não definem como projetar uma UI

(443) 470-4050

[home](#)

1801 York Road

Lutherville MD 21230

United States

[Directions to Here](#)

[Directions from Here](#)



Visibilidade de status do sistema

Entender para interagir

PRESS





LOADING...



Erro

[Voltar](#)

Usuário precisa de feedback

Áudio, táctil, texto, visual

Keynote Arquivo Editar Inserir Slide Formatar Organizar Visualizar Reproduzir Janela Ajuda

Introdução

aula1.key — Editado

Visualizar Zoom Adicionar Slide

Avançar ⌘ F

Trazer Para Frente ⌘ F

Recuar ⌘ B

Enviar Para Trás ⌘ B

Alinhar Objetos >

Distribuir Objetos >

Virar Horizontalmente

Virar Verticalmente

Bloquear ⌘ L

Desbloquear ⌘ L

Agrupar ⌘ G

Desagrupar ⌘ G

mod1aula2.key — Editado

Visualizar Zoom Adicionar Slide

Reproduzir

Tabela Gráfico Texto Forma Mídia Comentário

Compartilhar

Layout do Slide 14

Clique duas vezes para editar

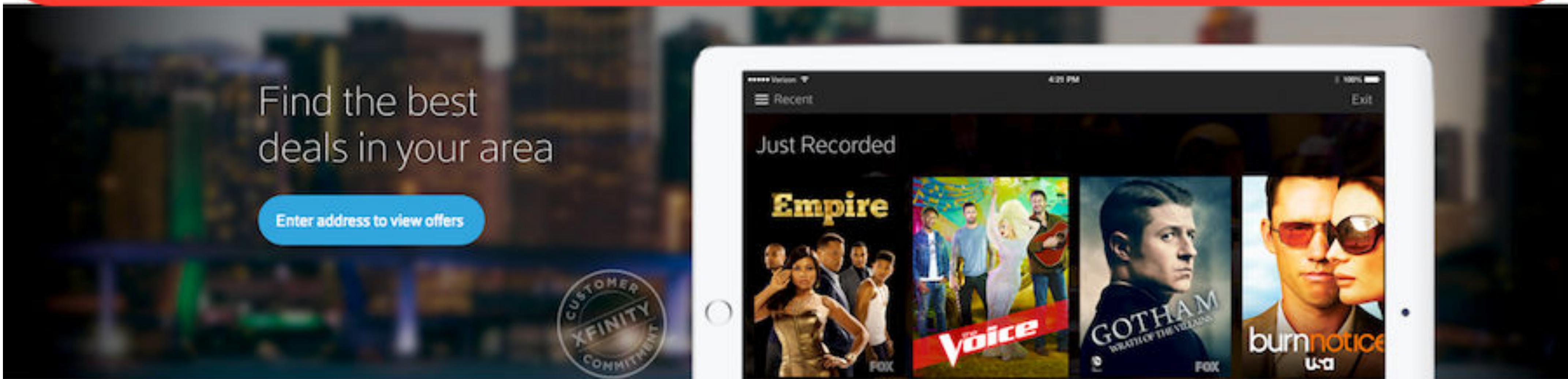
PRESS

LOADING...

LOADING...

Restrições evitam erros e frustração

Depende do status/momento/contexto



XFINITY TV Go

Watch Online

Watch On TV

Saved

Search TV & Movies



TV SHOWS

MOVIES

SPORTS

FAMILY & KIDS

NETWORKS

LIVE TV

STREAMPIX

LATINO

Special

Monday Night Shows

See All TV >



Consistência minimiza esforço de aprendizado

Muitas vezes, em UX, a **inovação pode ser ruim**



Affordance

Propriedade de um objeto: a partir dele, é possível saber o que fazer com ele?

Intuição, sem explicação adicional

Bluetooth & other devices



Add Bluetooth or other device

Bluetooth



Off

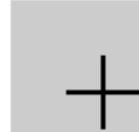
Mouse, keyboard, & pen



Dell KB216 Wired Keyboard



Bluetooth & other devices



Add Bluetooth or other device

Bluetooth



Off

Mouse, keyboard, & pen



Dell KB216 Wired Keyboard

Bluetooth & other devices



Add Bluetooth or other device

Bluetooth



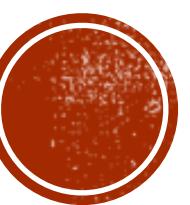
On

Now discoverable as "DESKTOP-ISFRCAL"

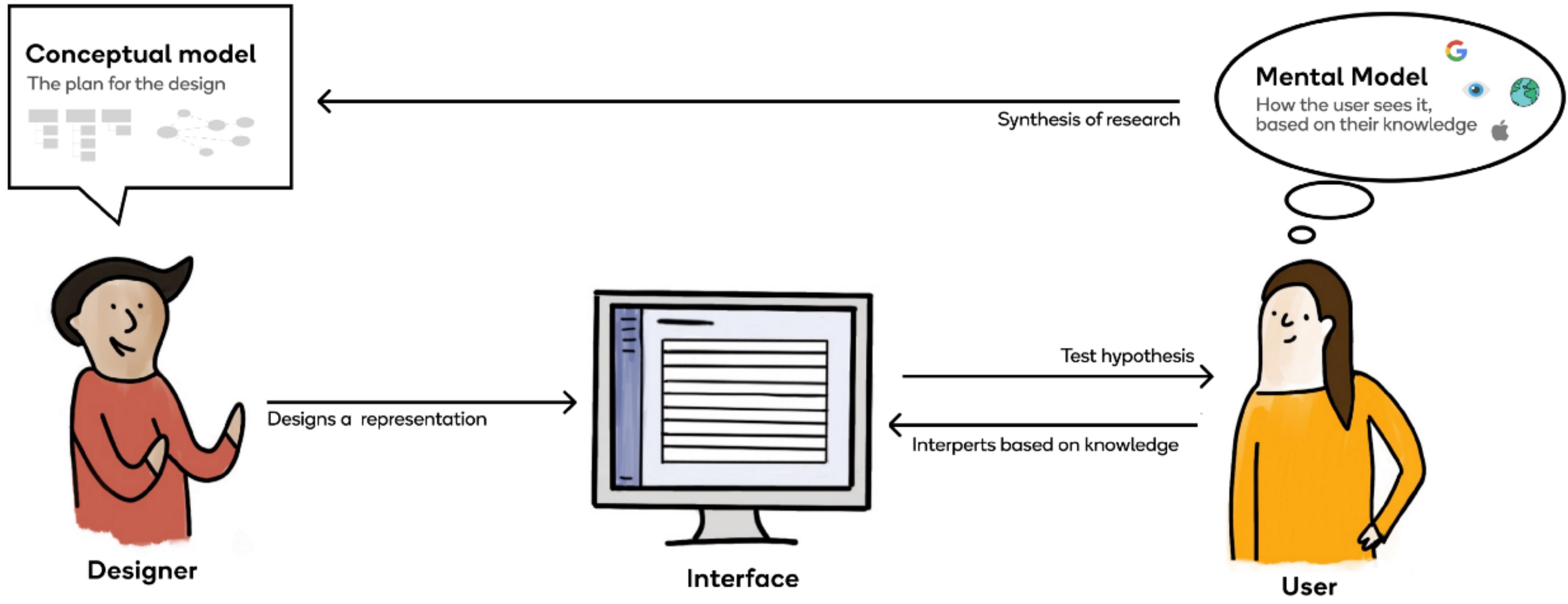
Mouse, keyboard, & pen



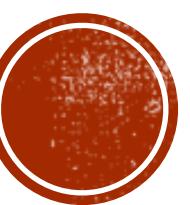
Dell KB216 Wired Keyboard







Alana
Brajdic



Como deve funcionar o pagamento sem contato?



User-centered design

Metodologia envolvendo designers e desenvolvedores(as)

Foco nos **usuários**

User-centered design

Ajuda a evitar

Decisões de UI arbitrárias

Preferência pessoal de pessoas da programação







Design

User Experience

User experience



CONCEITOS CHAVE

Tiago Massoni

