



CONSCIÊNCIA DE MUNDO

RECONHECIMENTO

Reconhecimento (Affordance)

Funções percebidas por um indivíduo em relação a um objeto, sem a necessidade de instruções para tal.

- Entender o usuário (Pesquisa)
- Aproveitar as convenções (Heurística)



Convenções

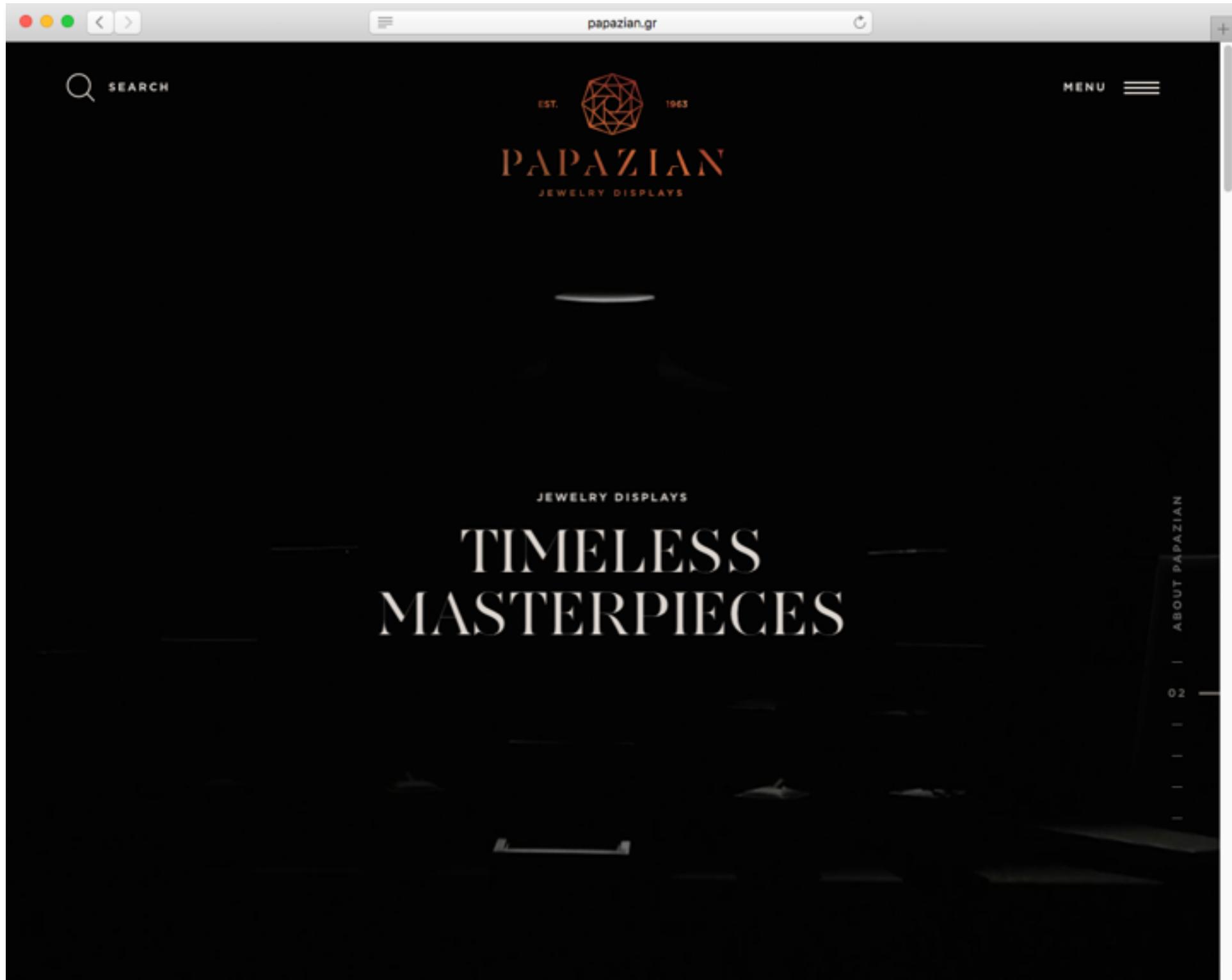
São padrões, normas ou regras. Elas podem ser criadas intencionalmente ou não.

Algumas convenções da web:

- Ícones
- Menu no topo
- Marca leva para a home
- Links sublinhados
- Carrinho de compras

As convenções não são óbvias para um leigo.





papazian.gr

deborahzoephoto.com

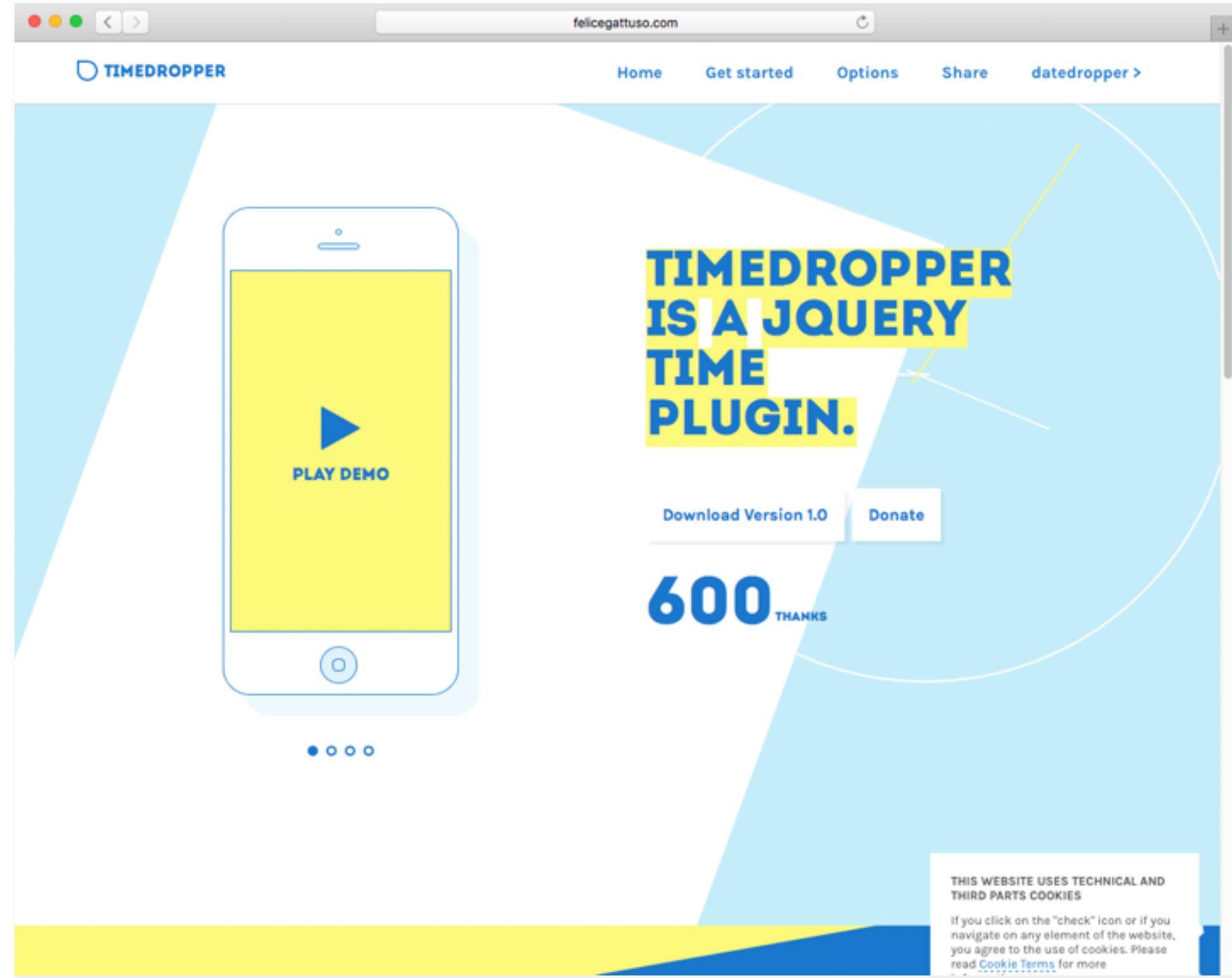
GALLERIES ABOUT FAQS APPROACH INQUIRE BLOG

DEBORAH ZOE

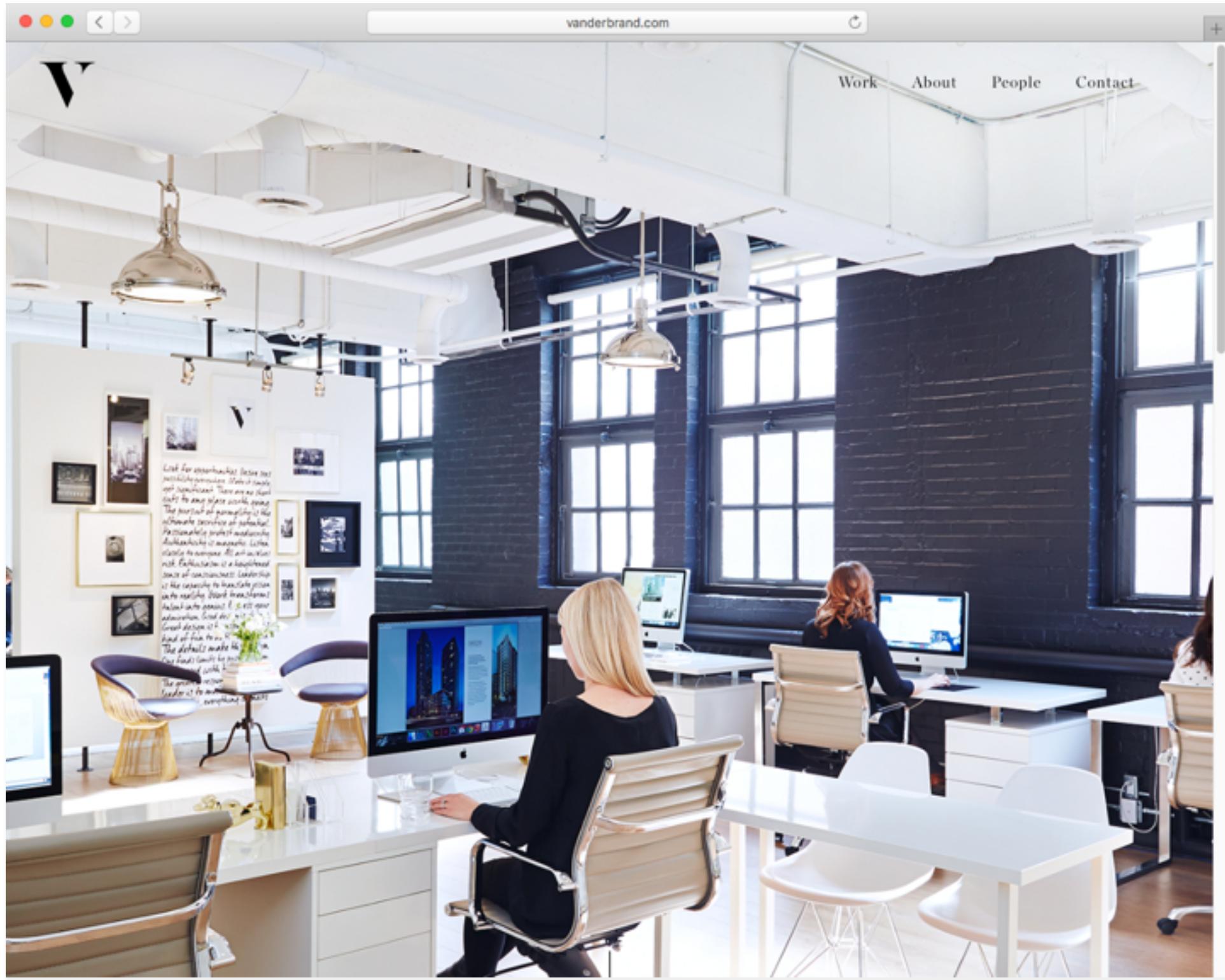
PHOTOGRAPHY



CELEBRATING
The Beauty Of Connection



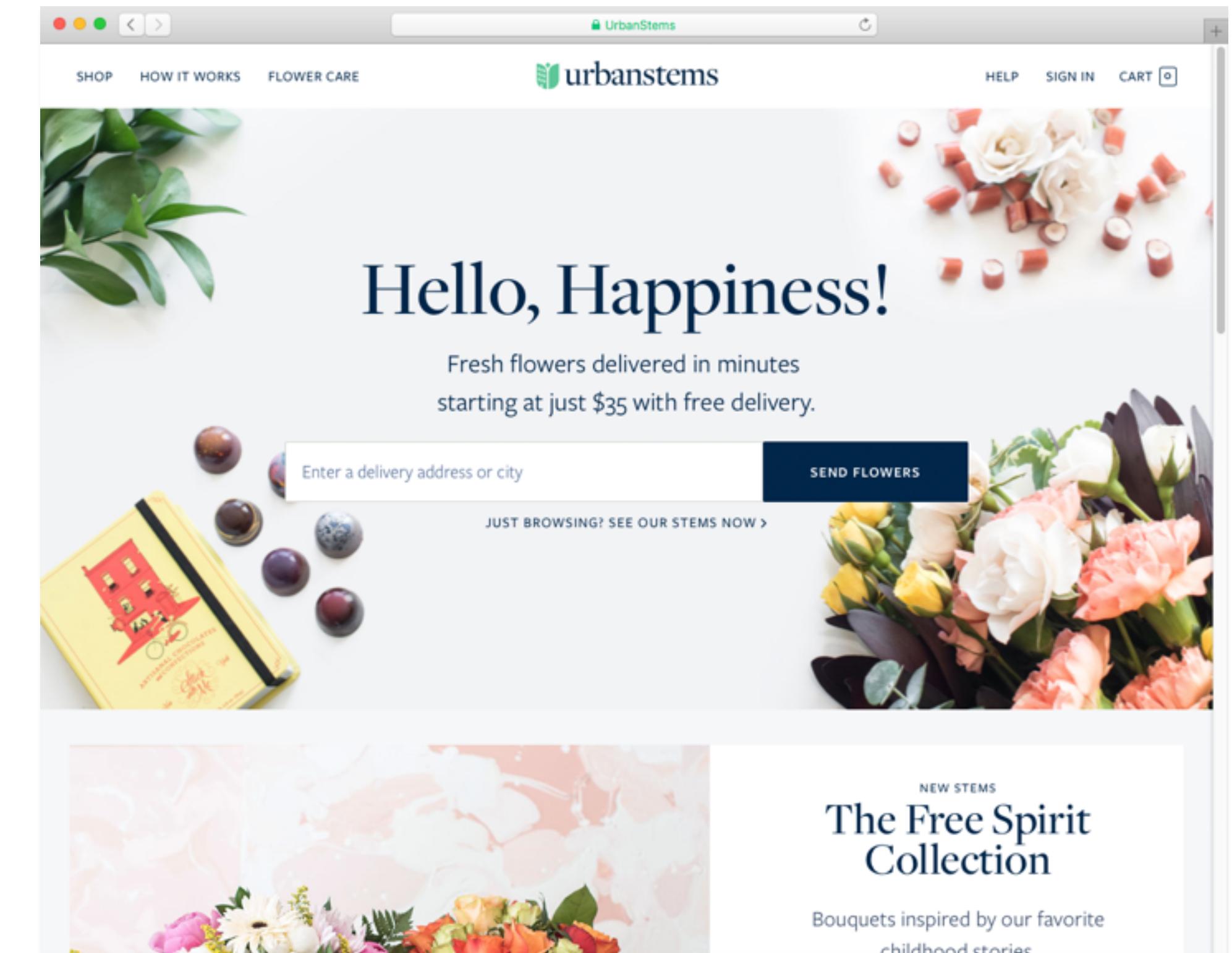
felicegattuso.com/projects/timedropper/



vanderbrand.com

Padronização

- Cores de links
- Formatos de links
- Campos de formulário
- Tipografia



boka.com

[BOKA]

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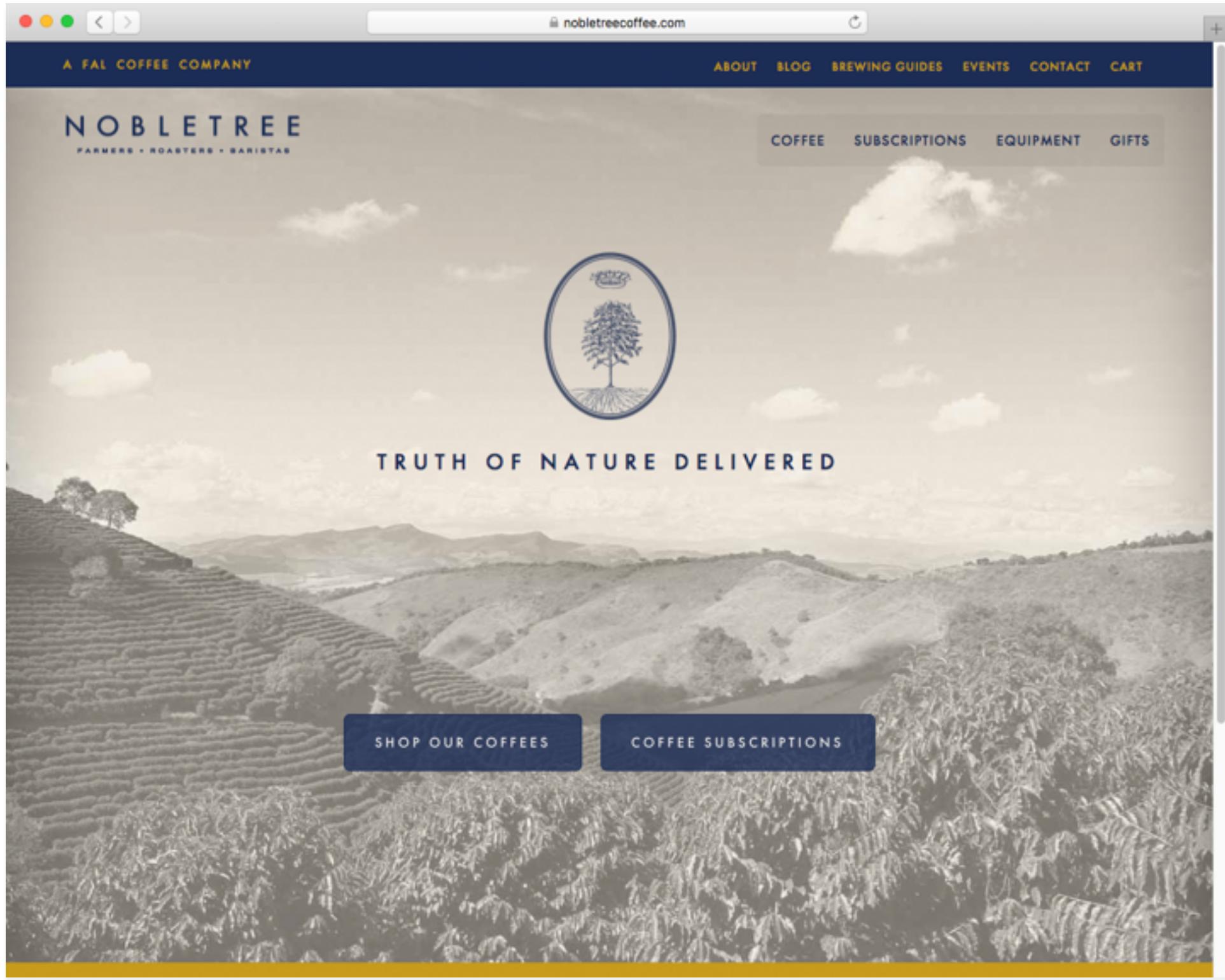
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The screenshot shows the Dropbox web interface. At the top, there's a navigation bar with the Dropbox logo, the text "Dropbox, Inc", a refresh icon, and a "+" button. Below the navigation bar, there are links for "Try Dropbox Business" and a user profile for "André Rafael P. X. Pais".

The main area displays a folder structure under "Dropbox > ux design". The visible folders are "Aulas", "Código", and "Cursos". To the left of the main content, there's a sidebar with links: Recents, Files, Team, Paper, Photos, Sharing, Links, Events, File requests, and Deleted Files. A promotional overlay for "Dropbox Business" is visible in the lower-left corner of the main area.

Name	Modified	Shared with
Aulas	--	--
Código	--	--
Cursos	--	--