



CONSCIÊNCIA DE MUNDO

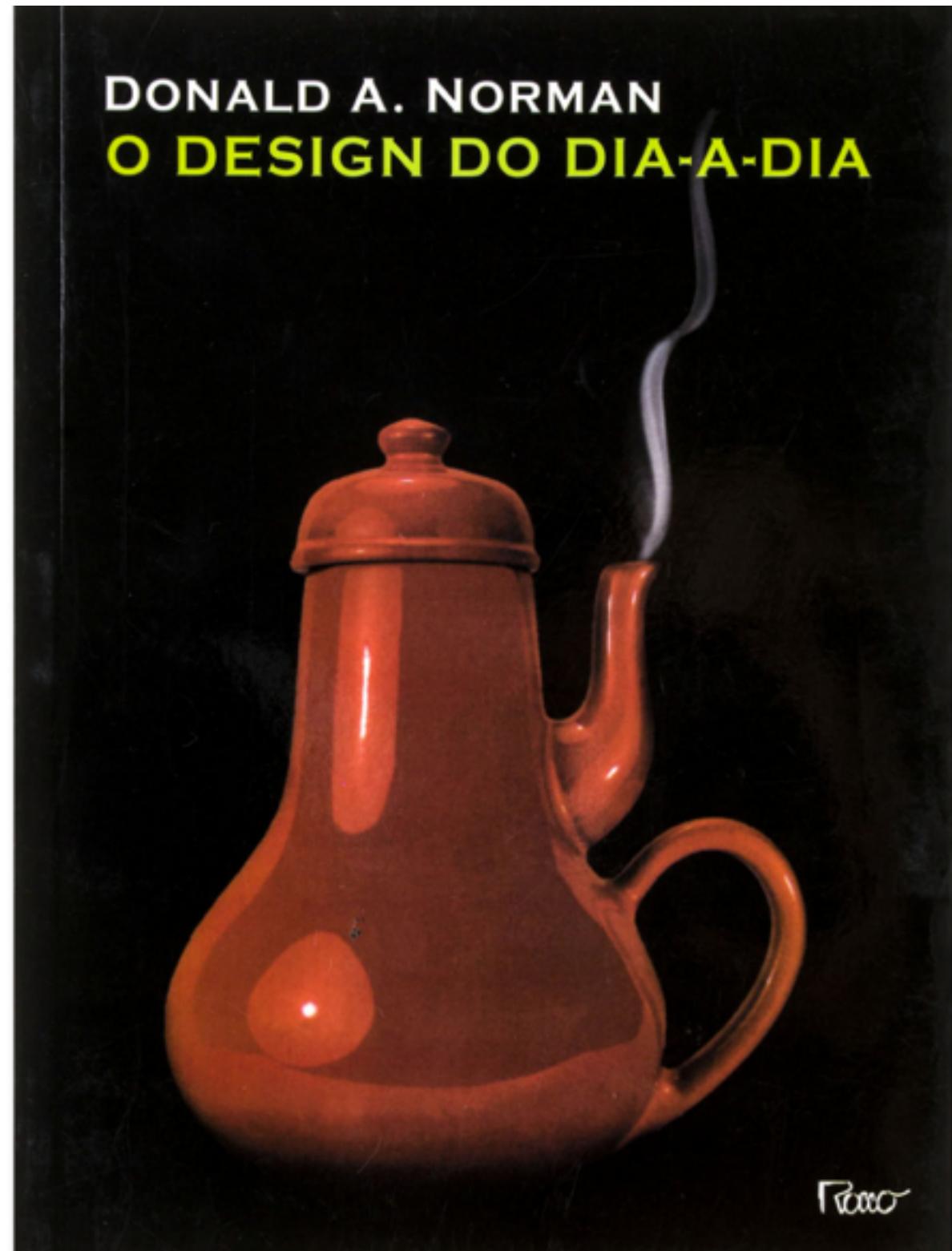
O DESIGN DO DIA-A-DIA

Base da Aula

O livro é de 1988 porém o curso foi feito com base na edição revisitada e expandida de 2013.

Donald Arthur Norman é formado no MIT e PHD em Psicologia pela Universidade da Pensilvânia.

Trabalhou na Apple como User Experience Architect e fundou o Nielsen Norman Group.

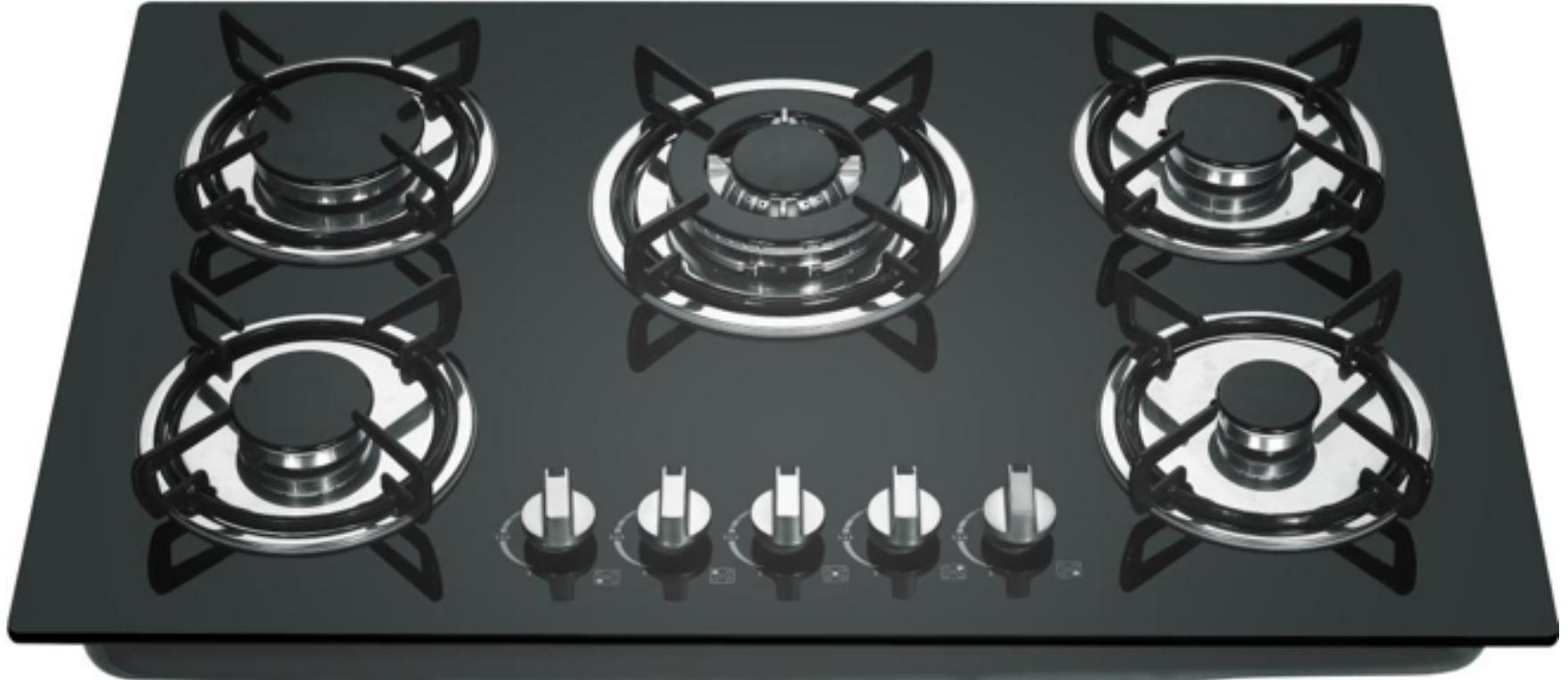


Interação Humano Objeto

Como interagimos como objetos do dia-a-dia, o que percebemos neles, quais são as nossas dificuldades e qual o papel do Designer.

Conceitos:

- Reconhecimento
- Signos
- Limitações
- Feedback
- Mapeamento



Reconhecimento (Affordance)

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

Existe diferença entre funções e affordances.



mnuniform.com

MN

MENU

MN-7075
Tailored Vest

MN-5000
Work Pant - Zip Fly

MN-1250
Boundneck Shirt

VIEW ALL PRODUCTS

The Process

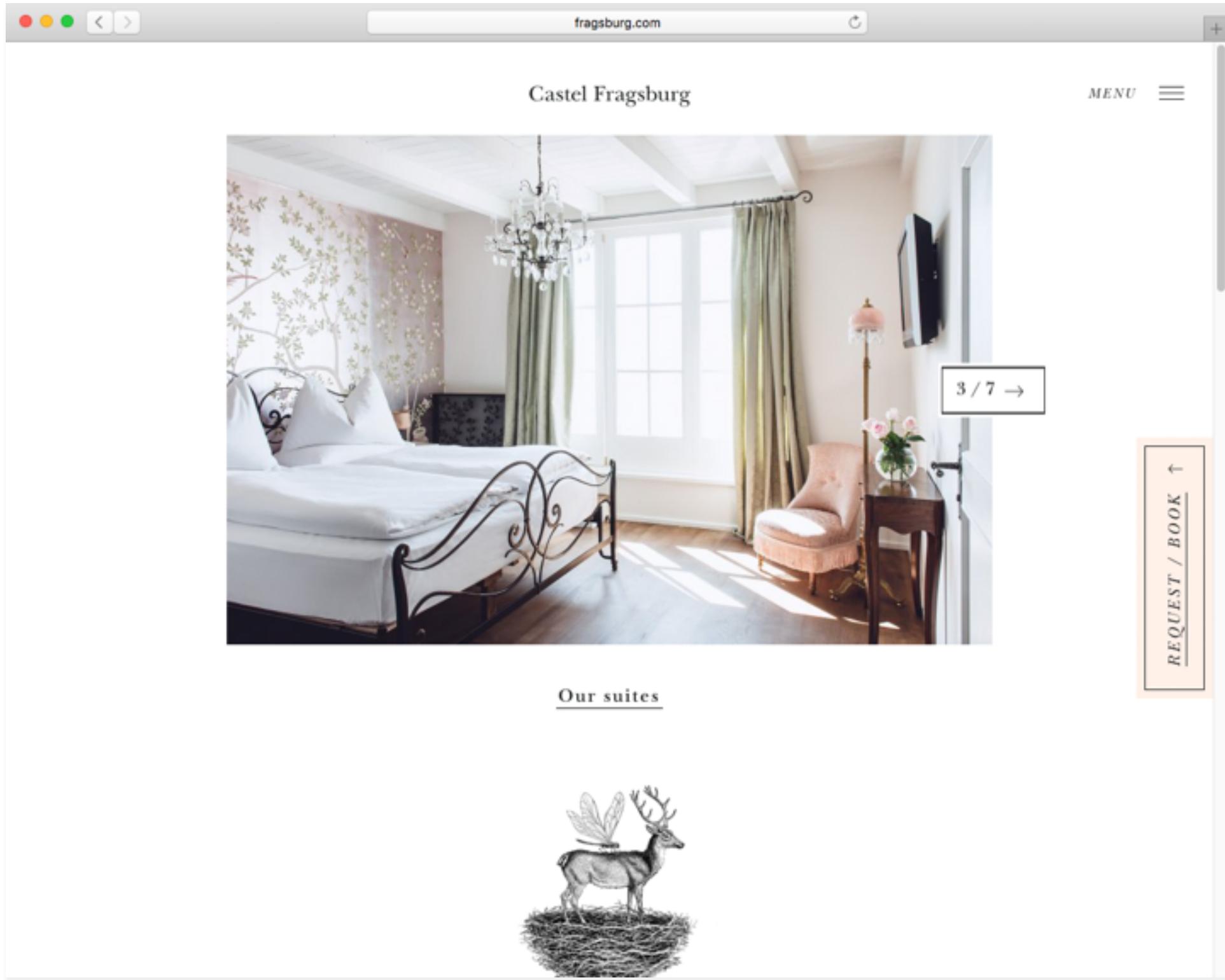
Signos (*Signifier*)

Pistas que indicam funções para os usuários.

Podem ser ícones, instruções, formatos e etc.

Boa parte do trabalho do designer é focada na criação dos signos.





Our suites



fragsburg.com/en/

Limitações (Constraints)

Restringir interações do usuário para indicar o caminho / uso correto do objeto.



The screenshot shows the Twitter homepage with the following elements:

- User Profile:** Origamid (@origamidlabs) with 1 tweet and 4 followers.
- Momentos (Moments):** A sidebar titled "Assuntos do Momento" (Topics of the Moment) lists several hashtags and their tweet counts:
 - #MafiaEGeralNoSdv: 14,8 mil Tweets
 - Prison Break: 76,1 mil Tweets
 - #RespectLouis: 30,7 mil Tweets
 - Isabela Freitas: Tornou-se assunto do momento há uma hora.
 - #QueroDizerProCrush: 79,2 mil Tweets
 - #RodaViva: Acabou de tornar-se assunto.
 - #TotalmenteDemais: Mais comentado há 2 horas.
 - Dedé: 12,5 mil Tweets
 - Uncancel Faking It: 51,8 mil Tweets
 - Pareja Tekila En Las Amazonas: Mais comentado há 2 horas.
- Followers:** Quem seguir (Who to follow) section showing ObservatórioImprensa and Grupo Fluminense.
- Search Bar:** Buscar no Twitter (Search Twitter) with placeholder "O que está acontecendo?" (What's happening?).
- Compose Area:** A new tweet form with the placeholder "O que está acontecendo?", a media selection bar (camera, GIF, list, location), character count (140), and a "Tweetar" (Tweet) button.

Feedback

Serve para indicar algum status, seja de uma ação que o usuário tomou ou precisa tomar.

Indica se ela foi bem sucedida, está em andamento ou se houve algum erro.



The screenshot shows a web browser window with the URL juiceboxseattle.com in the address bar. The page is divided into two main sections. On the left, there's a large image of a bright, modern dining room or cafe interior with a wooden table, chairs, and a white shelving unit filled with plants and decorative items. On the right, the word "juicebox" is written in a large, bold, dark green sans-serif font, followed by "café" in a smaller, regular black font. Below this, a "Menus" section contains four buttons: "Juice" (unselected), "Weekday Breakfast" (selected, highlighted in green), "Lunch", and "Brunch". Underneath the menu buttons, the cafe's contact information is listed: phone number 206-607-7866, address 1517 12th Ave Suite 100, Seattle, WA 98122, and a "Get Directions" link. Below this, the operating hours are given as "Monday-Friday: 8am - 4pm" and "Saturday - Sunday: 10am - 5pm". A descriptive paragraph follows, detailing the cafe's focus on vegetable-focused dishes, organic cold-pressed juices, blended drinks, wellness shots, and Honor Society coffee. Another paragraph discusses their commitment to sourcing locally whenever possible.

juicebox
café

Menus

Juice Weekday Breakfast Lunch

Brunch

206-607-7866
1517 12th Ave Suite 100
Seattle, WA 98122
[Get Directions](#)

Monday-Friday: 8am - 4pm
Saturday - Sunday: 10am - 5pm

At juicebox cafe, we serve breakfast, lunch, and weekend brunch in a 25 seat space in the Capitol Hill neighborhood of Seattle. We specialize in vegetable-focused dishes, organic cold-pressed bottled juices, blended drinks, wellness shots, and Honor Society coffee.

We strive to offer the highest quality products we can find. We source locally whenever possible, and have tight relationships with farmers and local businesses in Washington state. We would rather support a local farm, that has organic practices but is unable to afford the hefty organic certification fees, to a farm thousands of

Mapeamento (Mapping)

Relação entre controle, movimento e os efeitos que eles causam no mundo.



There are problems with your profile

- Please provide your First Name
- Please provide your Country
- You must accept the User Agreement to continue

First Name

Last Name

About You

City

Country

 United States of America ▾

I have read and accept the User Agreement

[Cancel](#)

[Submit](#)

Signup

First Name

✖ Enter your firstname

Last Name

✖ Enter your lastname

Username

✖ Enter a username

Password

✖ Provide a password

Confirm Password

✖ Repeat your password

Email Address

✖ Please enter a valid email address

Which Looks Right

14/02/07

02/14/07

✖ Choose your preferred dateformat

I have read and accept the Terms of Use.

[Signup](#)

