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)

Controle Remoto

Convenções

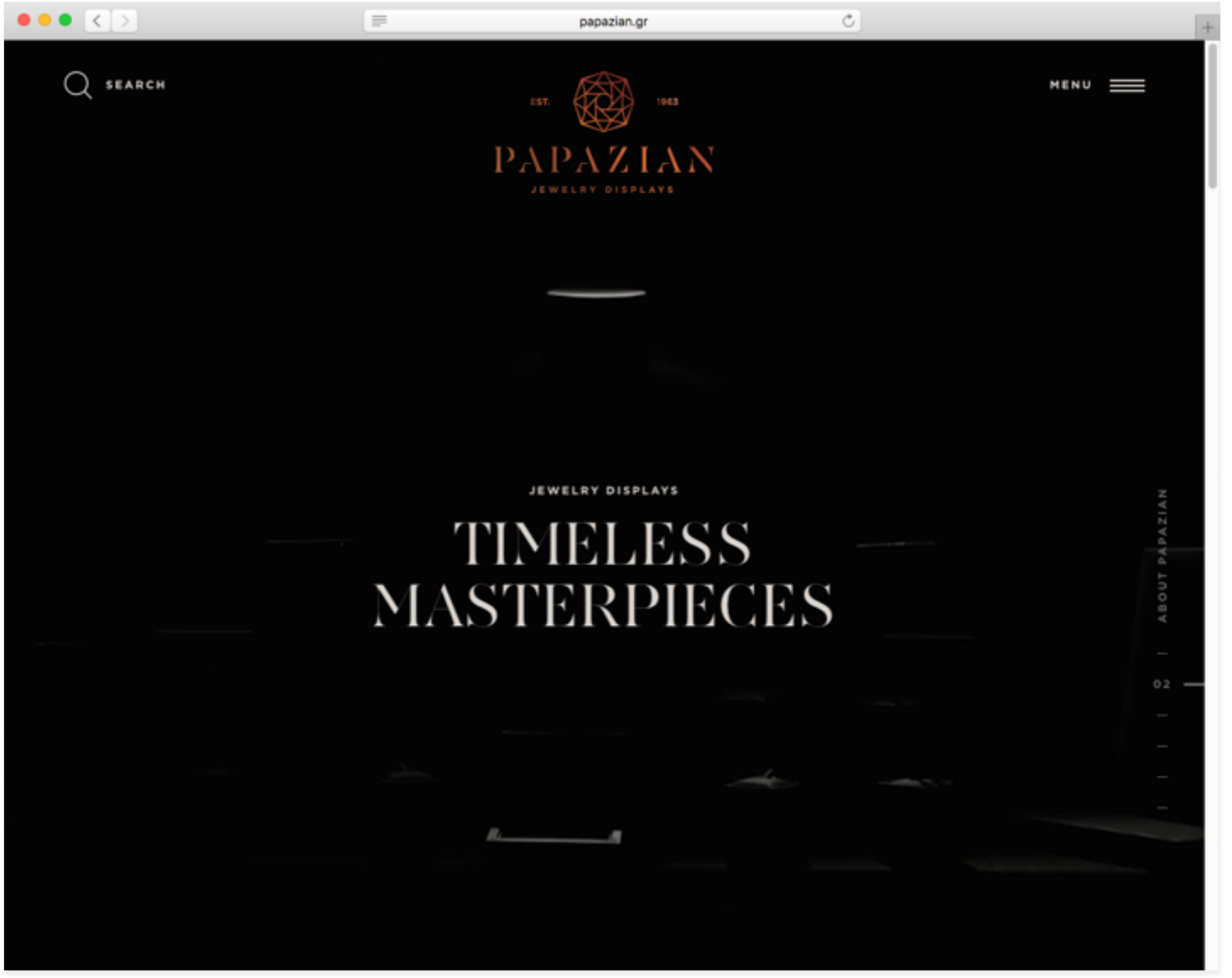
São padrões, normas ou regras. Elas podem ser criadas intencionalmente ou não.

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.

WhatsApp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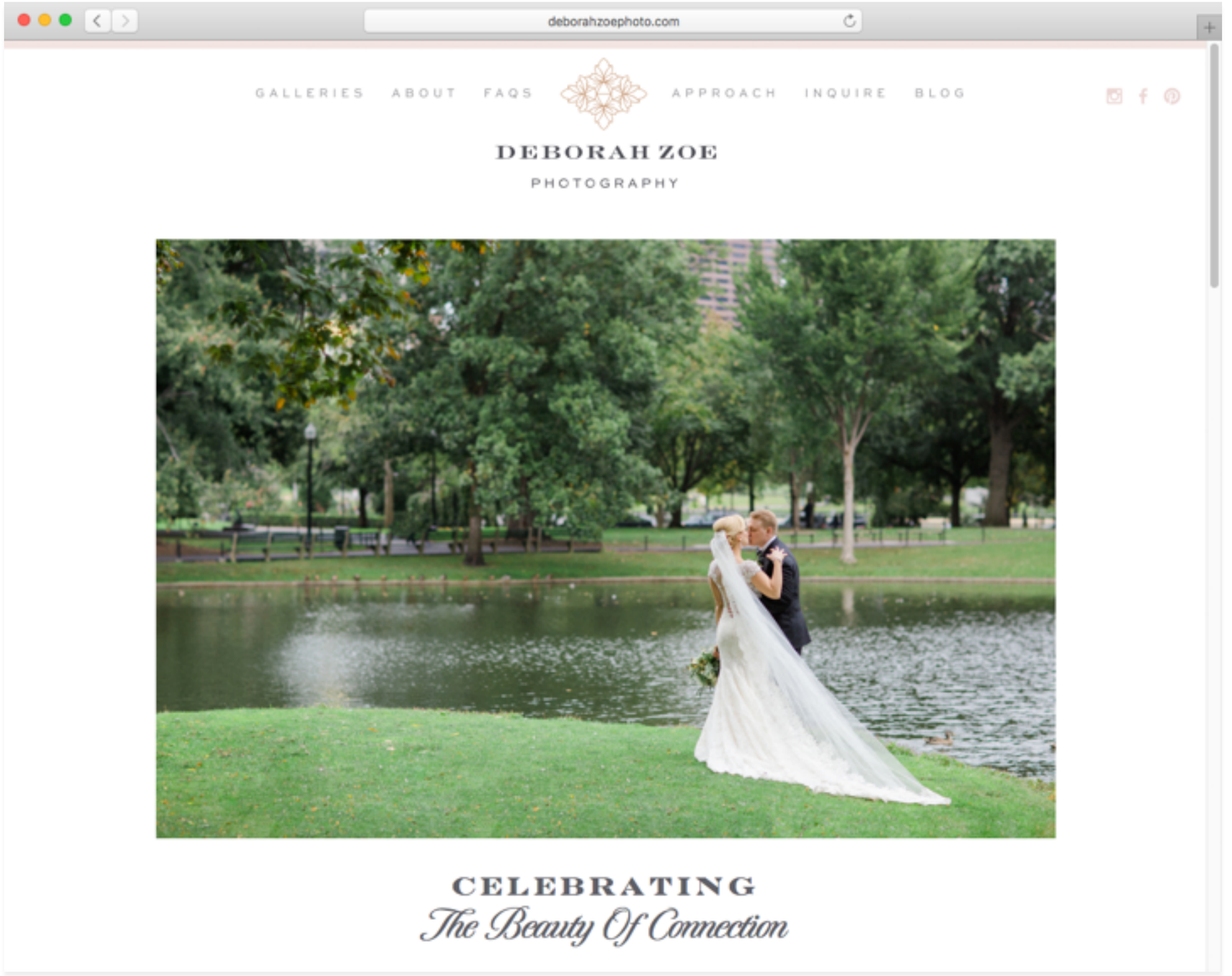
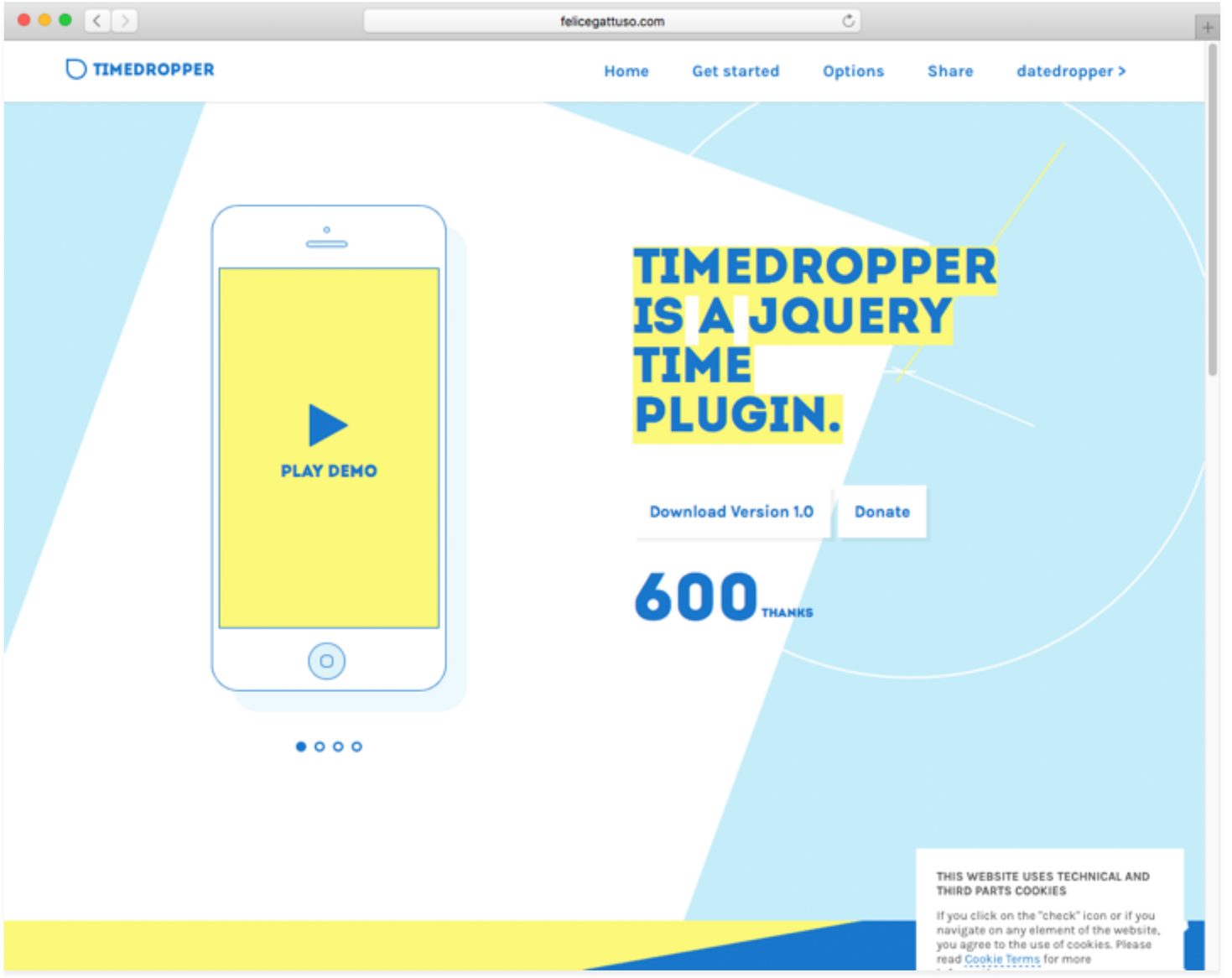


deborahzoephoto.com



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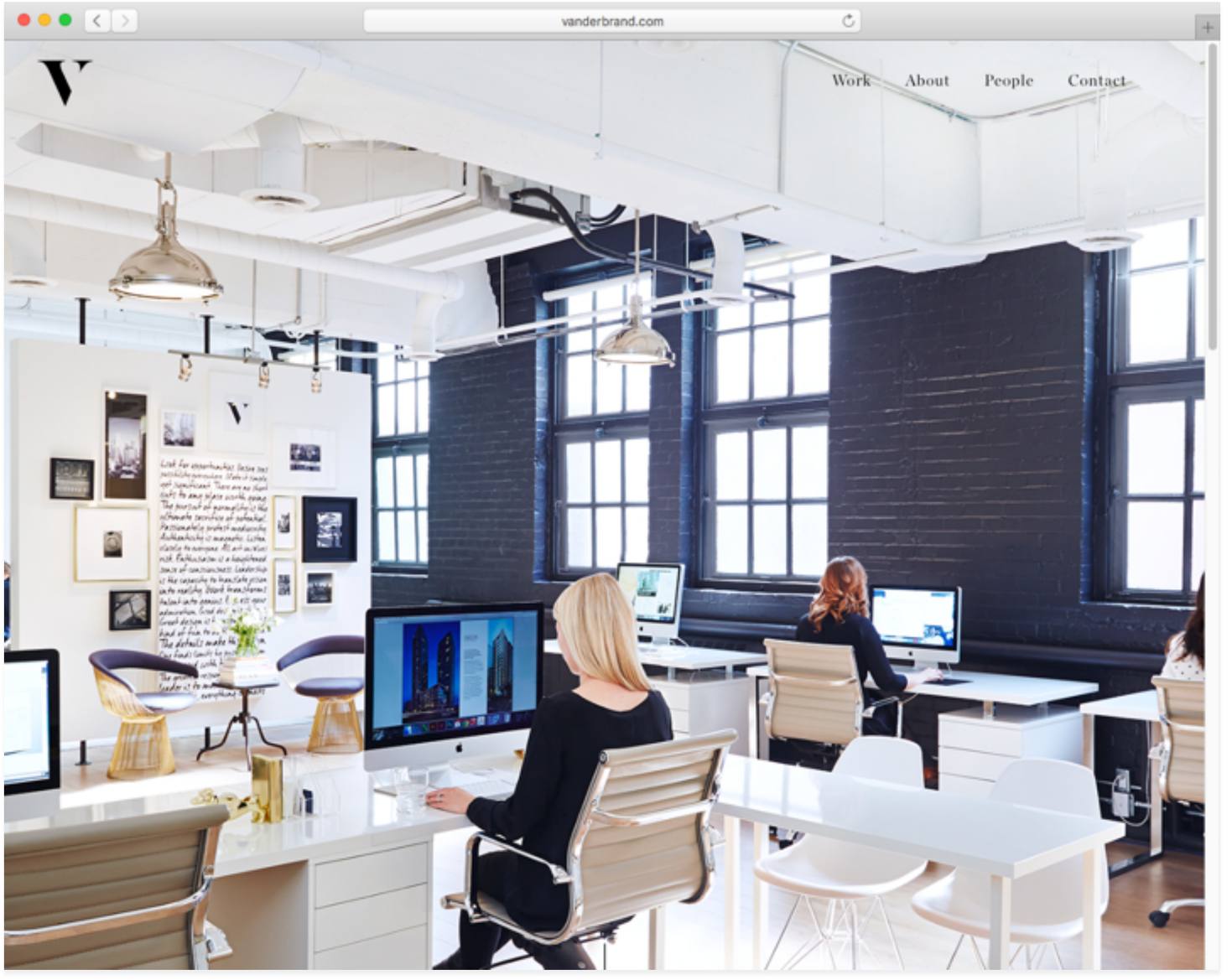
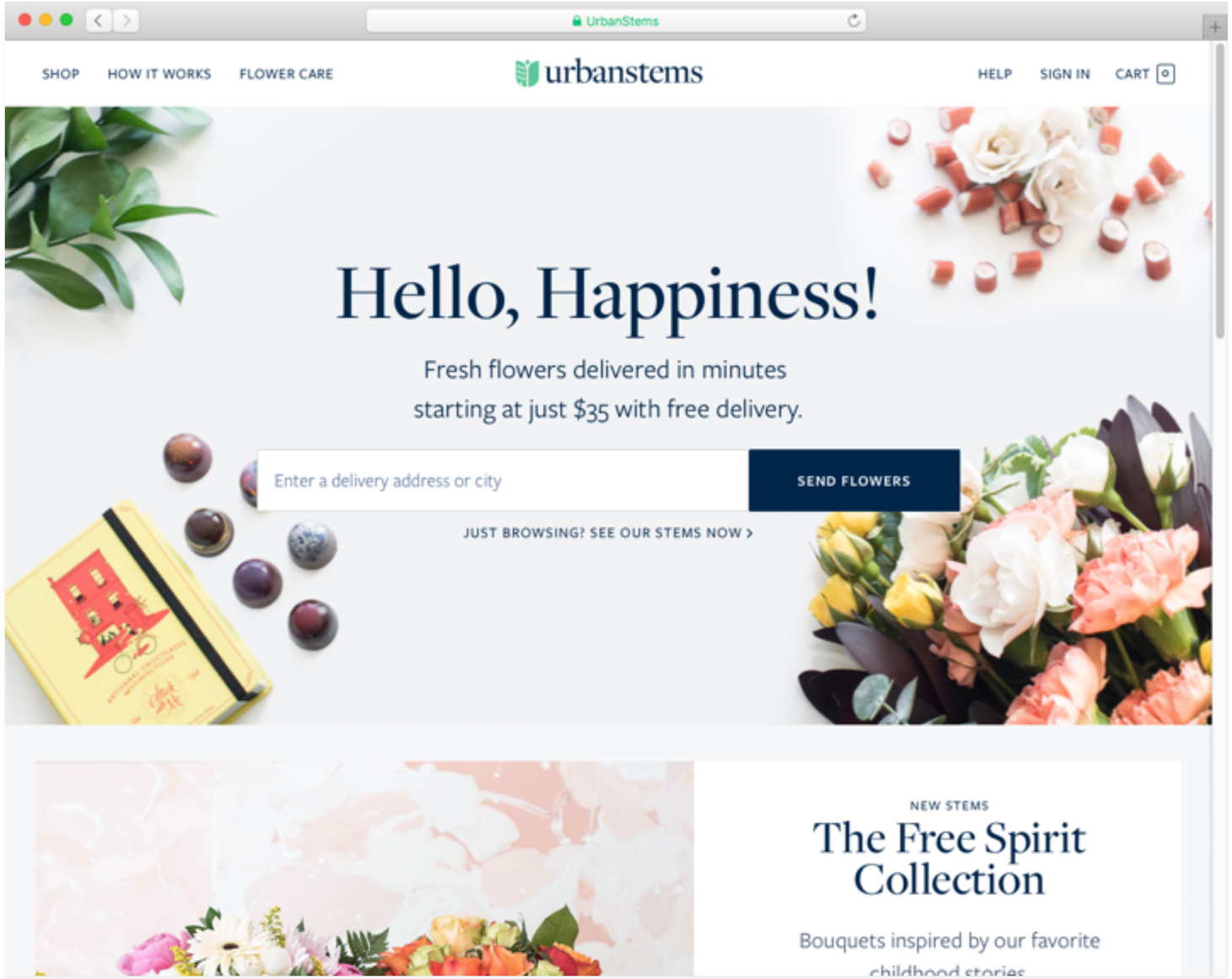


vanderbrand.com

Padronização

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



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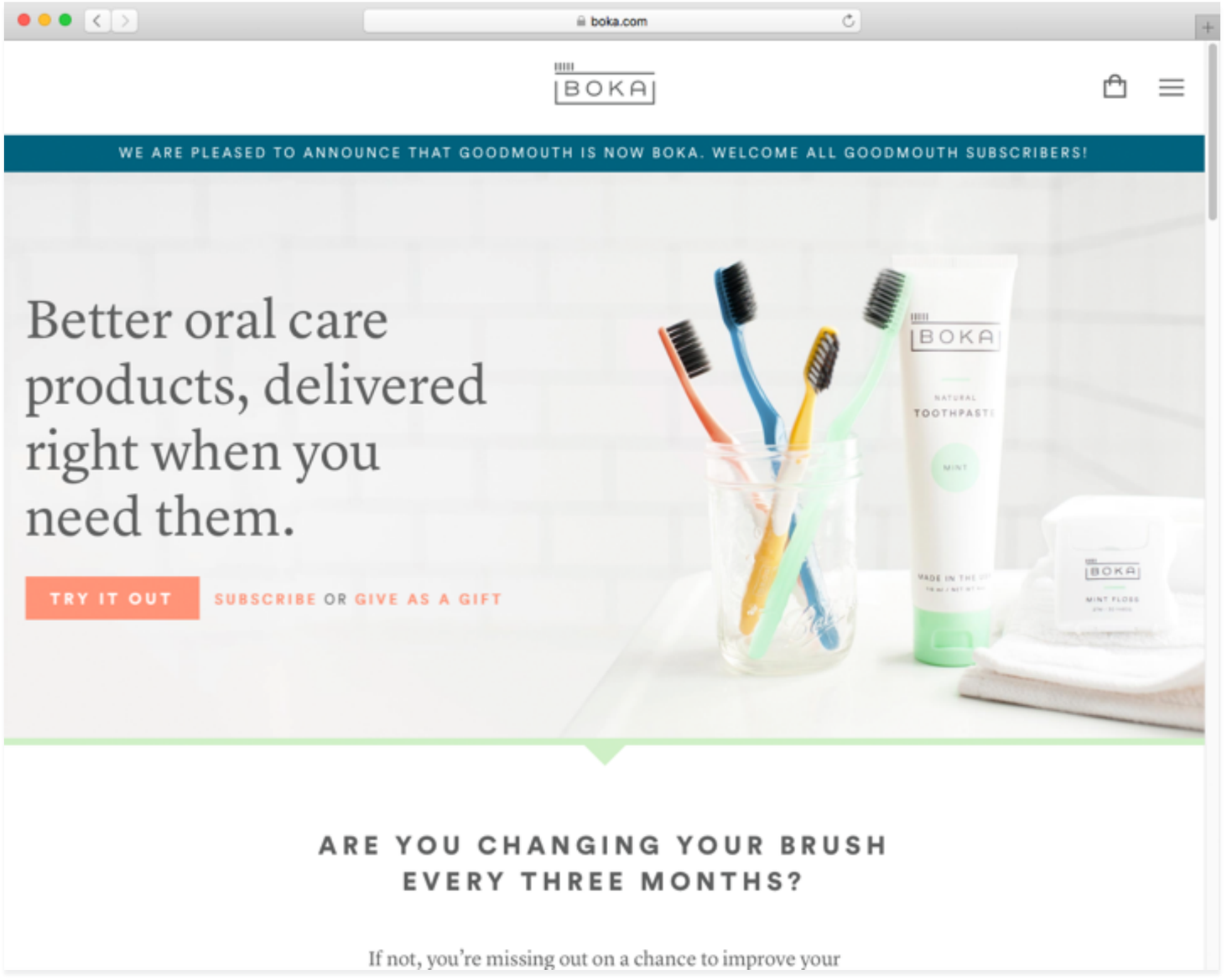
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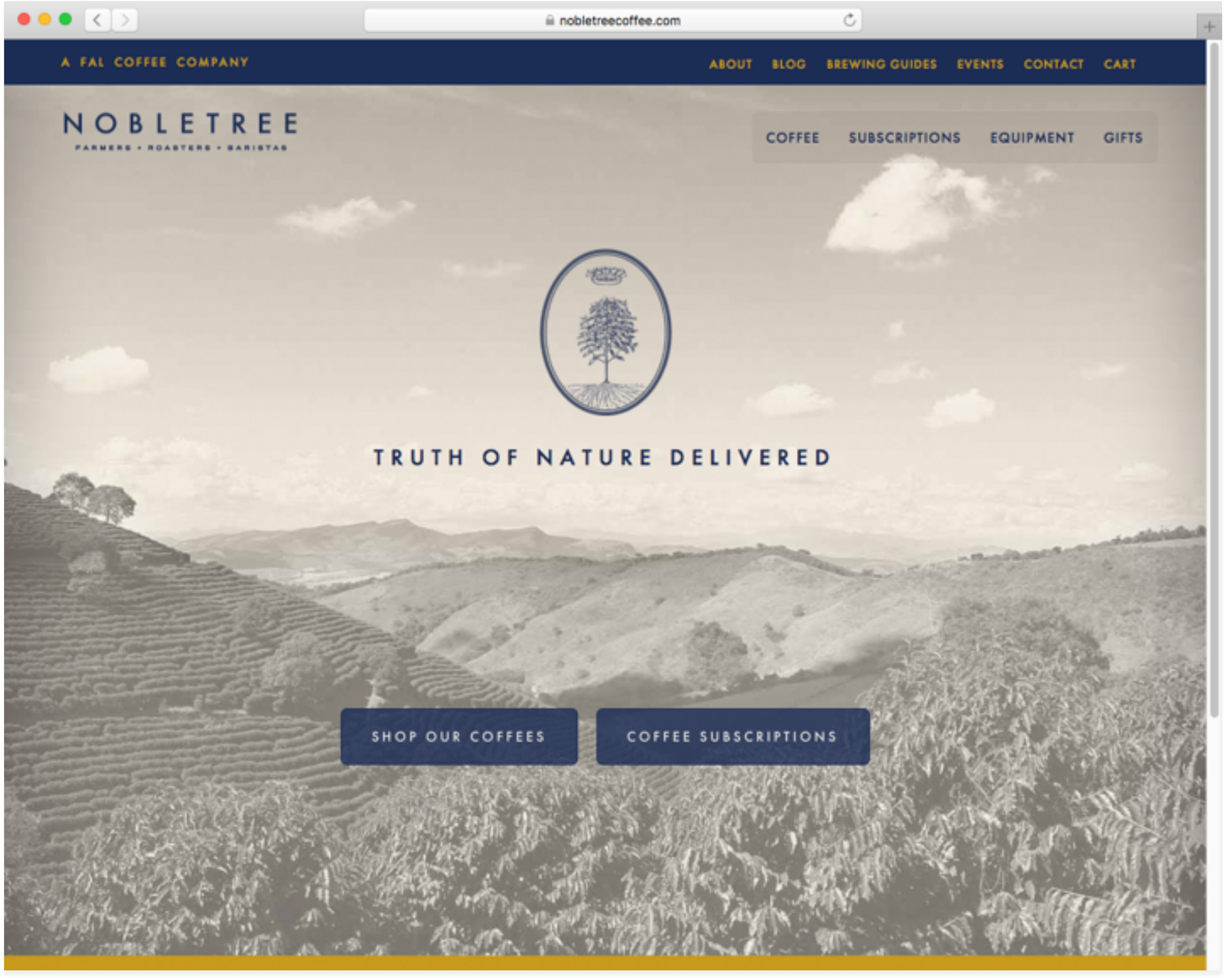

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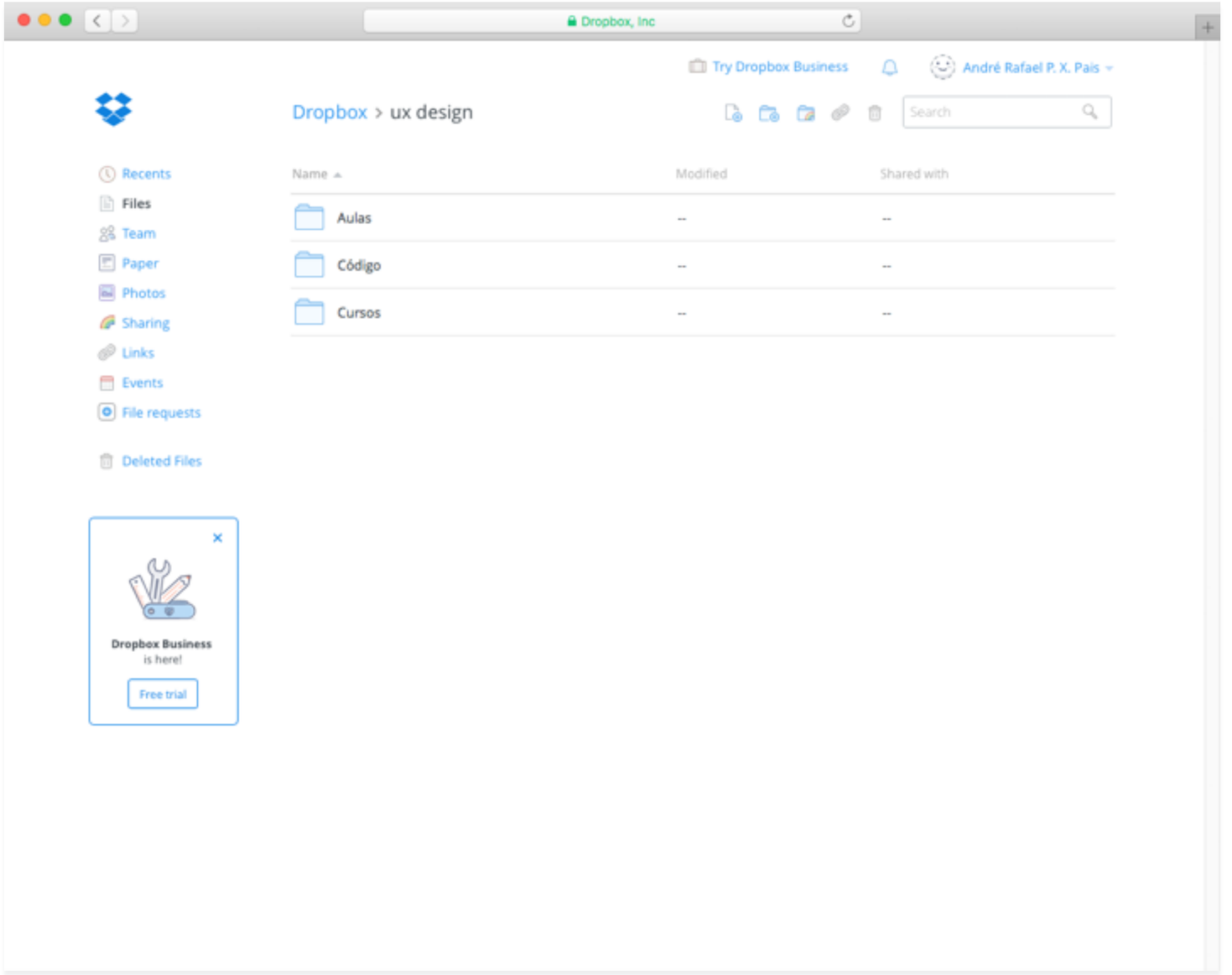
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