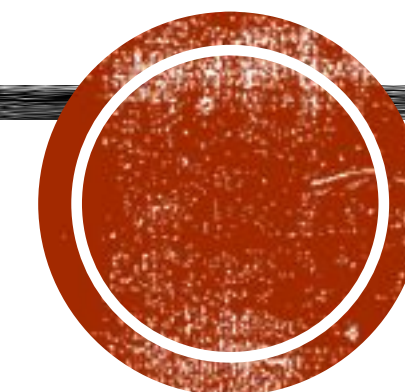

Teorias e Modelos

Considerações Éticas

Tiago Massoni



Concept Idea: Radial Menu UI



- 15 min.
- 30 min.
- ✓ 45 min.
- 60 min.
- 90 min.
- Custom...

- Take a break!**
- Settings
 - Interval between breaks ▶
 - Break duration ▶
 - ✓ Enabled
 - Reset
 - Online Help
 - About
 - Exit

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

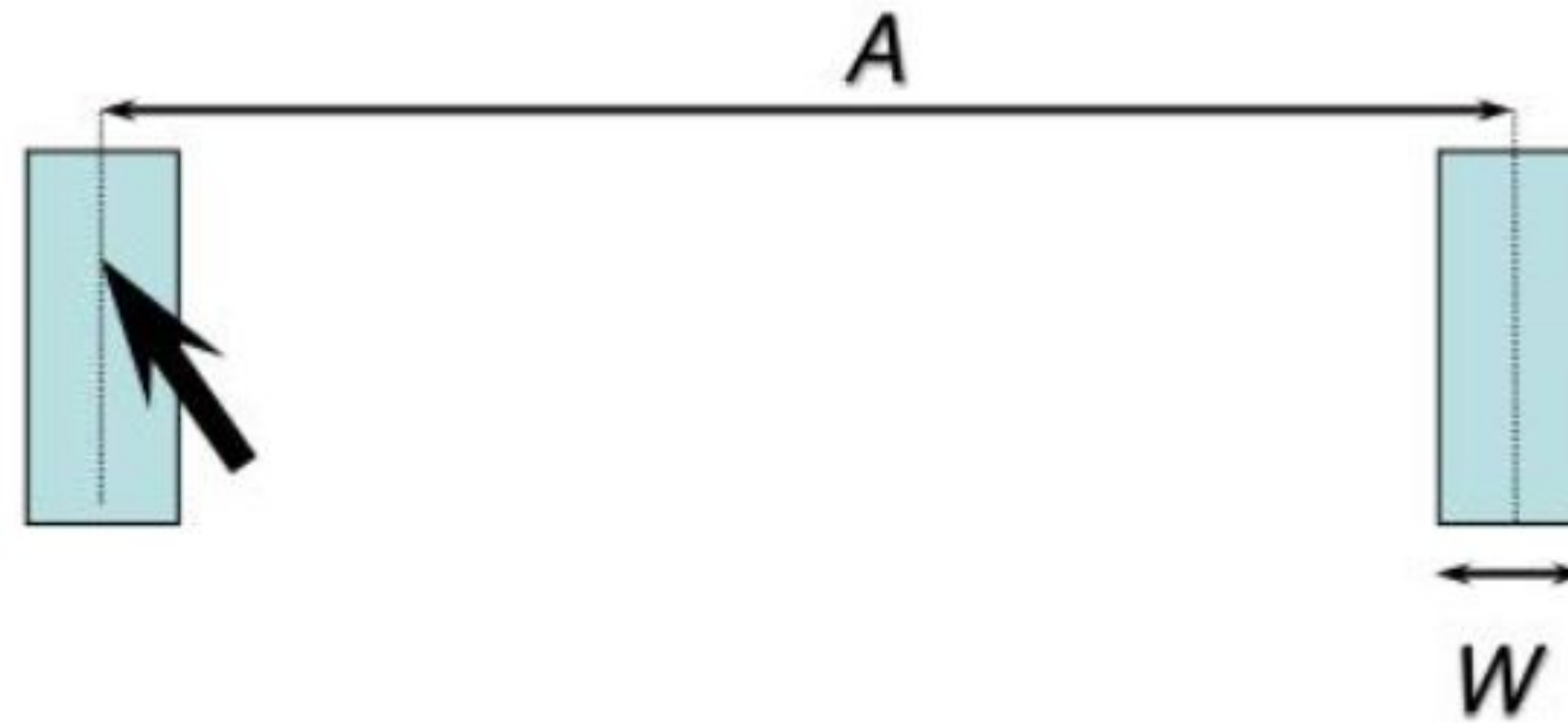
PAUL M. FITTS²

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 only the basic concepts amount 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/>

Não há r

Área Qualis/Capes

Grupos de Pesquisa

Solicitação de Apoio

Projetos de Pesquisa

Planos de Trabalho

Relatórios de Iniciação Científica

Relatórios Anuais de Projeto

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semana atual.

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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



RYANAIR.COM

Great Britain (E

HOME

HOTELS

CHEAP
CAR HIREHOSTEL
WORLDTOURS &
ACTIVITIESTRAVEL
GUIDESTRAVEL
INSURANCEREASONS
TO TRAVELRYANAIR
CASINOAIRPORT
TRANSFER

ONLINE CHECK-IN

FLIGHTS

HOTELS

HERTZ

Departing from

Going to

☒ Return ☐ One Way

Depart Date

14

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Return Date

14

Jul 2007

Number of Passengers

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Adults

0

Children

(under 16 years)

0

Infants

(under 2 years)

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To
Destination

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 World Youth Day Lisbon 2nd to the 6th of August 2023 [Read more](#)

1 of 1 

 Protect Passengers: Keep the EU skies open - Sign the petition [Read more](#)

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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

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

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

Intenção vs Resultado



**Quero apagar os emails
desnecessários**

**Tenho que tocar nos emails
e selecionar**

**1.toque,2.seleção,
3.botão lixeira**

**Ação: toque longo,
rolar a página,
botão fica habilitado**

EXECUÇÃO

METAS

INTENÇÃO DE
AGIR PARA A
META

VERDADEIRA SEQUÊNCIA
DE OPÇÕES

EXECUÇÃO FÍSICA
DA AÇÃO

MUNDO

**Quero apagar os emails
desnecessários**

A lacuna de execução: “as ações fornecidas pelo sistema correspondem às ações pretendidas pela pessoa?” (NORMAN, 2006, p. 77)

**Tenho que tocar nos emails
e selecionar**

**1.toque,2.seleção,
3.botão lixeira**

**Ação: toque longo,
rolar a página,
botão fica habilitado**

AVALIAÇÃO

METAS

AVALIAR SE META
FOI ATINGIDA

INTERPRETAR O
RESULTADO

PERCEPÇÃO DO
ESTADO

MUNDO

Quero apagar os emails
desnecessários

OK, emails apagados

Ok, entendi, trash é
lixo, posso desfazer

Notificação

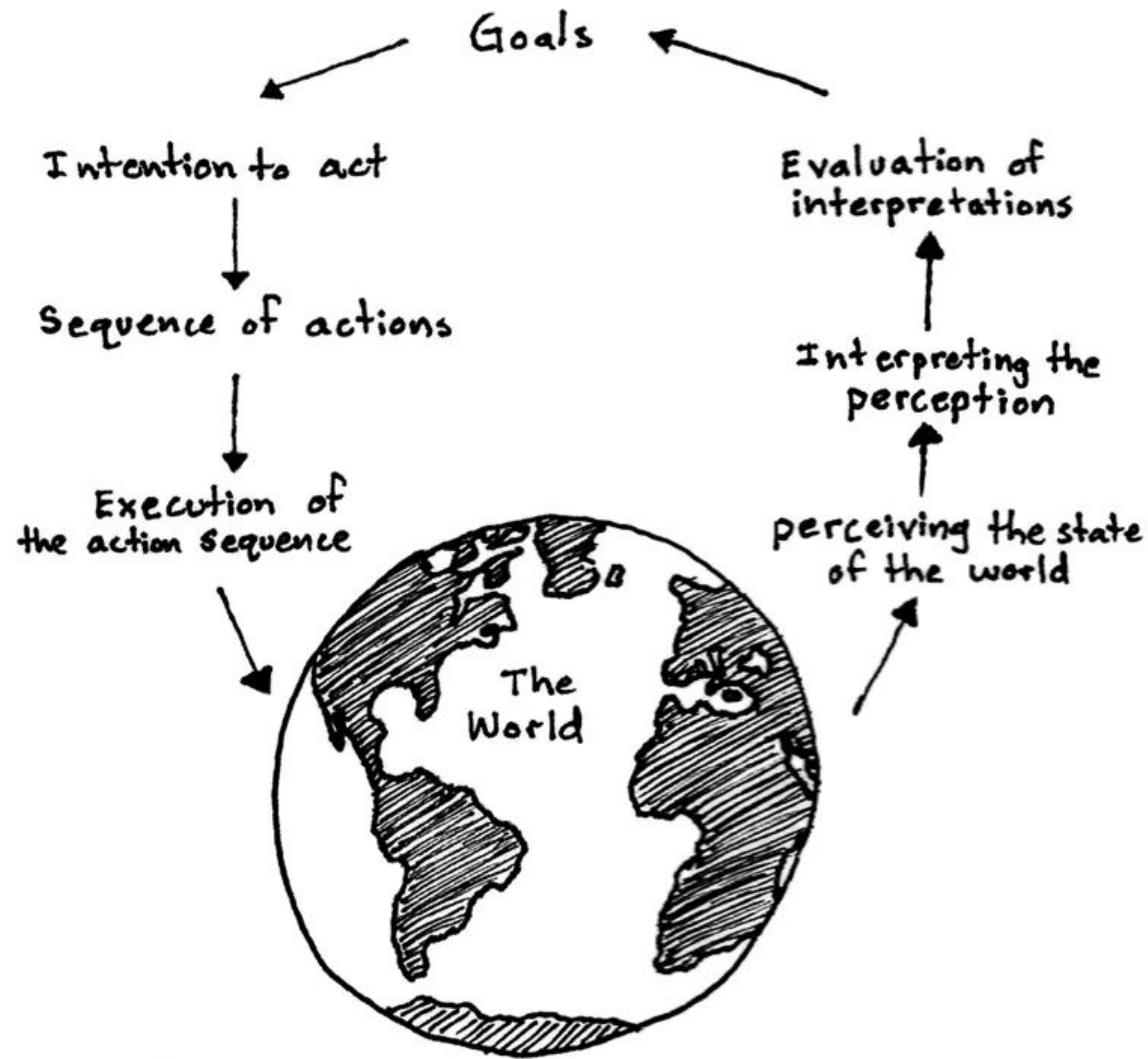
A lacuna de avaliação: “o sistema oferece uma representação física que possa ser percebida facilmente e seja imediatamente interpretável em termos de intenções e expectativas da pessoa?” (NORMAN, 2006, p. 77)

Quero apagar os emails desnecessários

OK, emails apagados

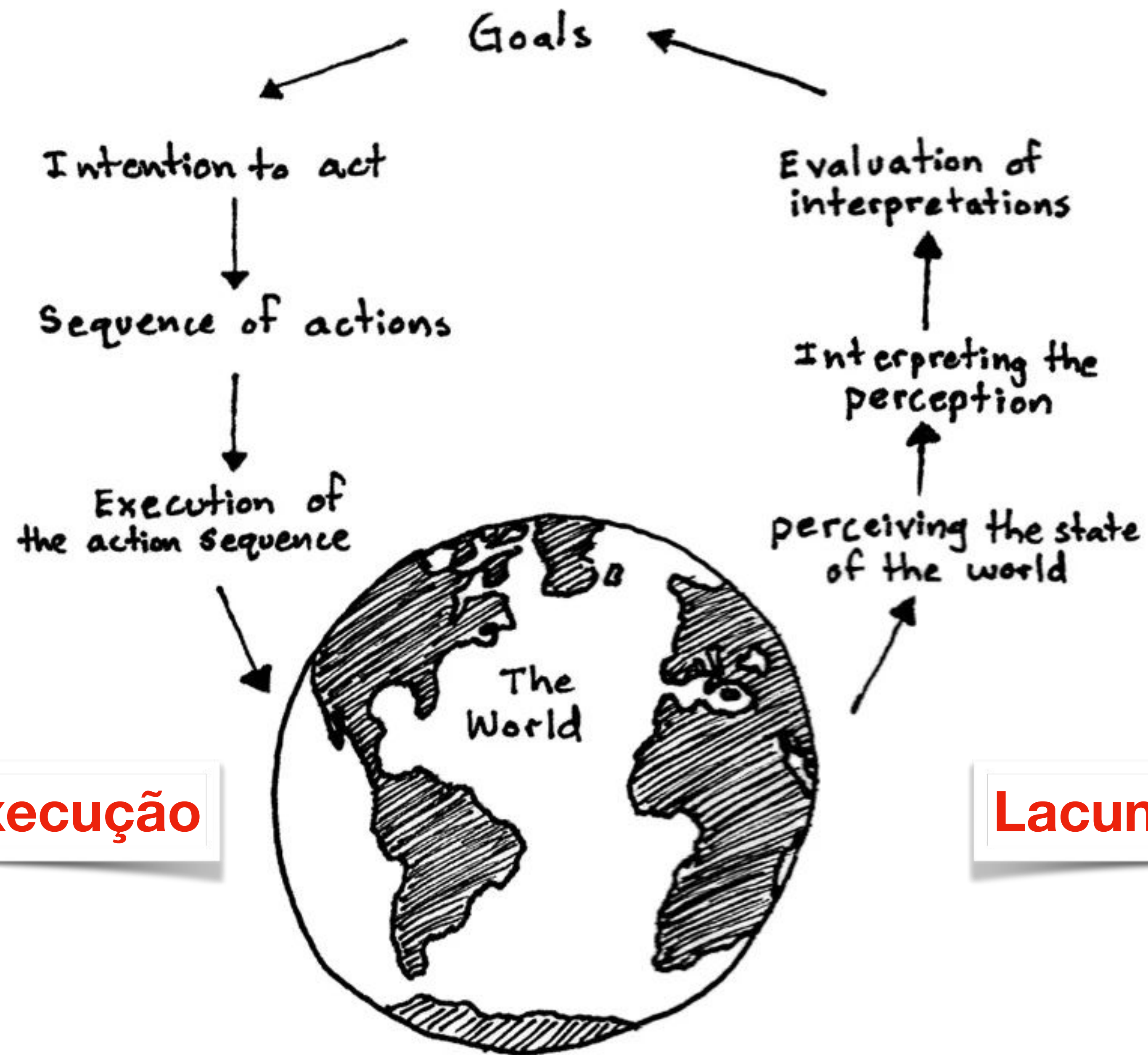
Ok, entendi, trash é lixo, posso desfazer

Notificação



Seven Stages of an Action

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



Lacuna da Execução

Lacuna da Avaliação

Seven Stages of an Action

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

Ética no Design de UI/UX

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Great Value Today

One-Bedroom Apartment 🧑🧑

In high demand - only 6 rooms left on our site!

Very good
1,379 reviews

8.2

£71

includes taxes and charges

[See our last available rooms >](#)

Bestseller



Maldron Hotel Belfast City 🏆

📍 [Belfast](#) – [Show on map](#) 🗺️ (250 yards from centre)

7 people are looking at this moment

In high demand! Booked 82 times in the last 24 hours

Deluxe Double Room 🧑🧑

In high demand!

Risk free: You can cancel later, so lock in this great price today.

Superb
2,215 reviews

9.0

Location 9.6

£69

includes taxes and charges

FREE cancellation

No prepayment needed



Help Desk Tech in Your Life Future of Work Your Data and Privacy Internet Access What's New Ethical Issues Ask a Question

YOUR DATA AND PRIVACY

There's no escape from Facebook, even if you don't use it

You pay for Facebook with your privacy. Here's how it keeps raising the price.



Perspective by [Geoffrey A. Fowler](#)
Columnist | [+ Follow](#)

August 29, 2021 at 8:00 a.m. EDT

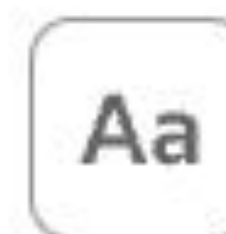
Among the 100 most popular smartphone apps, you can find Facebook software in 61 of them, app research firm Sensor Tower told me. Facebook also has trackers in about 25 percent of websites, [according to privacy software maker Ghostery](#).

Technology

Australia fines Facebook owner Meta \$14 million for undisclosed data collection

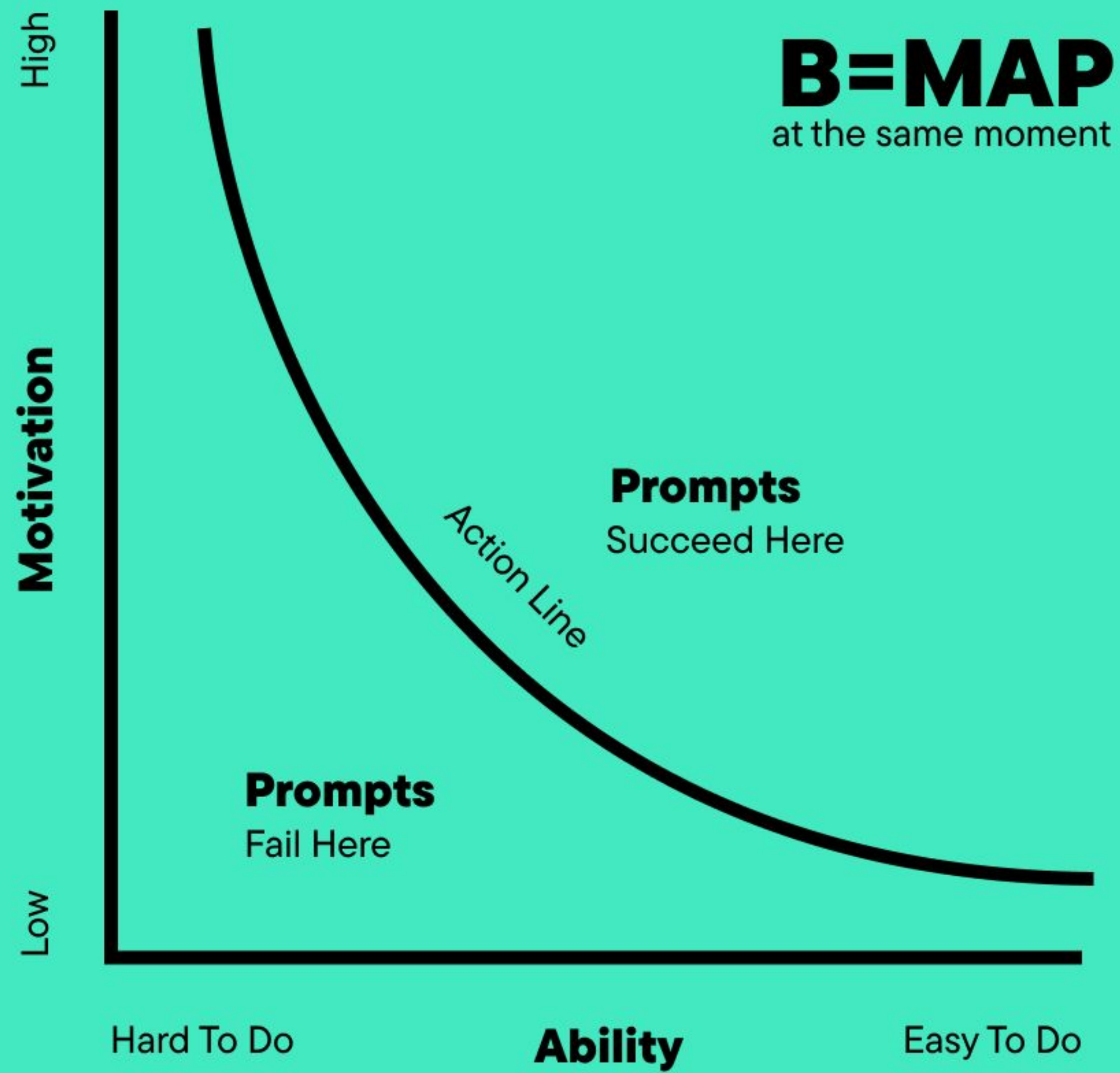
By Byron Kaye

July 26, 2023 6:40 AM GMT-3 · Updated 5 days ago



Wednesday's judgment was in relation to a virtual private network (VPN) service the company then called Facebook offered from early 2016 to late 2017, Onavo, which it advertised as a way to keep personal information safe. VPNs obscure an internet user's identity by giving their computer a different online address.

However, Facebook used Onavo to collect users' location, time and frequency using other smartphone apps, and websites they visited for its own advertising purposes, the judge Wendy Abraham said in a written judgment.





Designing Addictive User Interfaces



Ali Qureshi · [Follow](#)

Published in Bootcamp · 7 min read · Mar 22



71



2



Brown Undergraduate Journal of Public Health

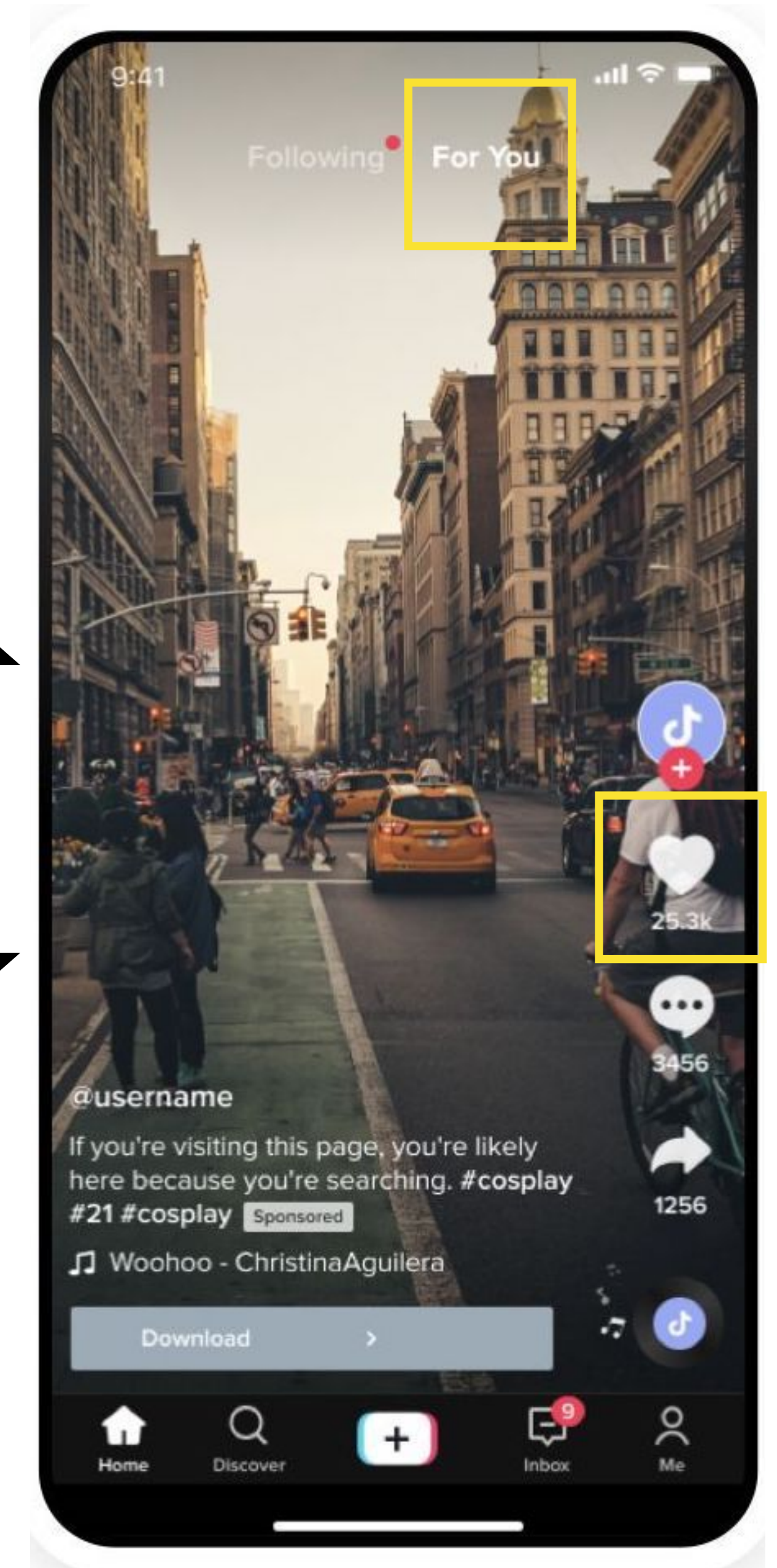
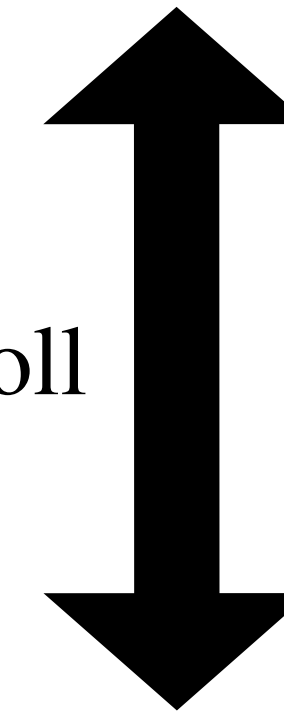
A publication of the Brown University School of Public Health

What Makes TikTok so Addictive?: An Analysis of the Mechanisms Underlying the World's Latest Social Media Craze

Posted on December 13, 2021 by BUJPH

Recent reports reveal that users spend an average of 46 minutes per day on the app and open it eight times daily; considering the maximum length of videos is 15 seconds, they may watch upwards of 180 videos per day on average.

Infinite scroll



“oo” is replaced
by “00”

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facebook

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Forgotten account?

or

Create New Account

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Ex-Madoff computer programmer gets two-and-a-half years prison for fraud

By Nate Raymond

3 MIN READ



NEW YORK (Reuters) - A former computer programmer for Bernard Madoff was sentenced to 2-1/2 years in prison on Wednesday for helping the imprisoned fraudster carry out his multibillion dollar Ponzi scheme.



Princípios éticos

Transparência

Propósito claro? Usuários estão sendo enganados?

Respeito

Respeita direitos? Como tratar tópicos sensíveis? Encoraja comportamento nocivo?

Responsabilidade

Quais são os impactos, curto ou longo prazo? A escolha pode causar mal a alguém? Comete crime?

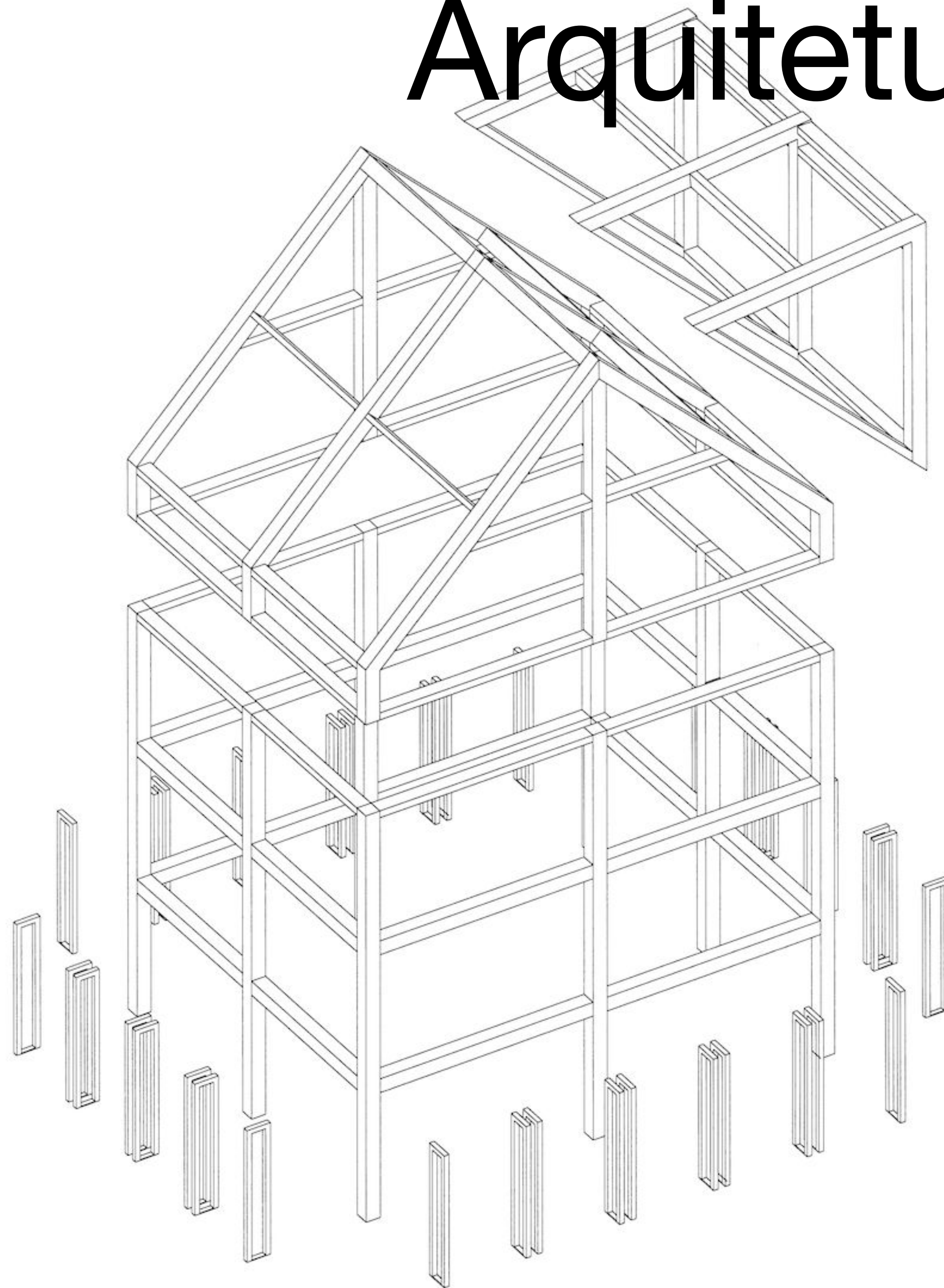
Arquitetura da informação



Como se faz design?

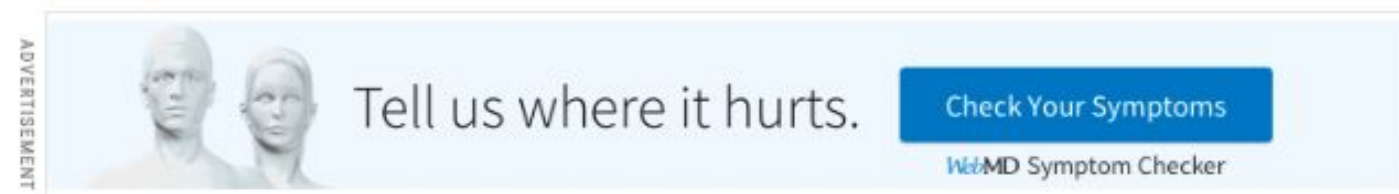
Usamos **padrões**, não reinventamos a roda

Arquitetura da informação



Estrutura e organização
da informação no
espaço digital

Organizando informação



Too Much Media, Too Little Attention

Being immersed in electronic stimuli may be taking its toll.

More: Attention Issues Related to Technology Seen at Age 5



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Inside a Widow-Maker Heart Attack



5 Facts About Allergies



Unexpected Anxiety Triggers



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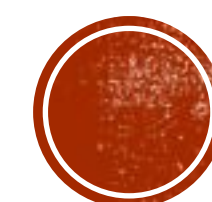
Why Science Can't Seem to Tell Us How to Eat Right

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More Kids Having 'Tommy John' Surgery

Can Weighted Blankets Really Help You Sleep?

Common Food Preservative May Make You Fat



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LATCH (Wurman 2001)

Location

Alphabetical

Time

Category

Hierarchy



Screen Types (Theresa Neil, 2010)

Overview

Focus

Make

Do



Screen Types (Theresa Neil, 2010)

Overview: mostrar conjunto de coisas

Focus: mostrar um elemento único

Make: ferramentas para criar algo

Do: Facilitar uma tarefa única



Padrões para

VIDEO

sheknows

1440 x 1451



Viola Davis On Diabetes, Motherhood & Asking For The Top



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Kit Harington's Favorite *Game of Thrones* Scene with Rose Leslie Is So Dark



ENTERTAINMENT

Netflix Just Surprise-Cancelled *Santa Clarita Diet*, & Fans Are Furious



LIVING

This Just In: Your May 2019 Horoscope



PARENTING



PARENTING



HEALTH & WELLNESS

Exposure (feature), search and browse

Combinação de três elementos na primeira página de qualquer Sistema web

algum item importante a apresentar

uma caixa de busca



uma lista de itens a serem navegados

Exemplos de uso

VIDEO

sheknows

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PARENTING

This Viral Facebook Post Nails the Impossible



HEALTH & WELLNESS

TLC Star Aly Taylor Shares Her Story of Cancer

Streams and feeds



Science



Reckoning With Personal Responsibility In The Age Of Climate Change

As someone who loves traveling and going outdoors, I struggle with balancing my hopefulness and my despair — and my culpability — regarding an imperiled earth.

Shannon Keating • 1 day ago



Can You Work Out How To Spend Your Money To Slow Global Warming?

It's easy to feel helpless in the face of climate change, but how you spend your money can make a difference.

Peter Alderson • 1 day ago



How Much Do You Know About Climate Change?

When Yale University quizzed US adults on the facts, most of them got a failing grade. How do you compare?

Peter Alderson • 2 days ago



17 Books That Will Change The Way You Think About The World

From Naomi Klein to Barbara Kingsolver, these authors explain the consequences of our warming planet — and imagine its future.

Arlene Rabinowitz • 2 days ago



These Haunting Pictures Show How Chernobyl Has Aged Over The Years

Since 1994, photographer David McMillan has made 21 trips to Chernobyl to witness nature reclaiming civilization.

Cathel W. Sanchez • 2 days ago



These Haunting Photos Capture The Vanishing Wildlife Of Africa

"The destruction of the natural world is far more complex than we think."

Cathel W. Sanchez • 3 days ago



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Only Read This If You Want To Know Who Died In



Trump Administration

- Trump Revs Up Pitch on Jobs, Economy to Key Wisconsin Voters
- Replay: Rally in Green Bay, WI
- On Infrastructure, Trump and Dems May See Common Ground
- Trump Debates Waiving Jones Act to Ship Natural Gas to NE, Puerto Rico
- Charles Barkley Sneaked Into White House by Kushner for Meeting

Washington

- Barr Warns House Democrats He Might Not Appear at Hearing
- WHCD Focuses on Press Freedom and History, Not Stars and Comedy

Video Highlights

- Trump on Border Crossings: "It's Like Disneyland... It's a Disaster"
- Chernow Praises Media for "Noble Work" at Correspondents Dinner
- Moore Apologizes for Bad Jokes, Says Smear Campaign Should Stop
- Maher: Should Those Who Don't Go to College Pay for Those Who Do?

2020 Democratic Nomination

- Democratic Candidates Seek Union Support at Workers' Forum
- Why the Biden-Union Bond May Slacken in the Age of Trump
- How Biden, Obama's "Odd Couple" Relationship Aged Into Family Ties
- Can a Woman Win in 2020? Some Democrats Wonder if It's Risky

U.S. Economy

- Overcoming Doubts, Economy Finds Way Forward With Strong Growth
- GDP Data Illustrate Both the Good and Bad of Trump's Trade Battles

Political Landscape

- FL Gov. DeSantis Defies Republican Orthodoxy w/Drug Importation Plan
- NY Attorney General Investigates the NRA's Tax-Exempt Status
- Oliver North Steps Down as NRA President After Leadership Dispute

Media & Politics

- NY Times Apologizes for Cartoon Depicting Anti-Semitic Tropes
- Trump: Fox's Napolitano Wanted High Court Appt., Pardon for Friend

REAL CLEAR POLITICS FOR IPAD

Sunday, April 28

The Media Has	Saturday, April 27	ction Joel Kotkin, New Geography
Trump Has Sor	Friday, April 26	ead of 2020 Sabato & Kondik, Post & Courier
Biden Is Norma	Thursday, April 25	Good to Me Ana Navarro, CNN
Can a Woman V	Wednesday, April 24	der If It's a Risk Lauren Egan, NBC News
An Indictment i	Tuesday, April 23	ew York Review of Books
Charlottesville	Monday, April 22	bert E. Lee Nicole Hemmer, CNN
Why the Dem M	Sunday, April 21	s as Racist Karl Nottuno, Am. Greatness
A Despicable C		sphens, New York Times
Sunday Panels:		vation, This Week, FOX News, CNN

RCP Afternoon Edition

- 20 Dems Are Vying for 2020. Can One Beat Trump? Amy Sorkin, The New Yorker
- Will Barr Keep His Promise to Investigate Spying? Michael Goodwin, New York Post
- Mueller Proved Comey Told the Truth About Trump William Saletan, Slate
- What I Saw at Middlebury College Dominic Aiello, Quillette
- Democrats Hunt for an Economic Argument to Counter Trump David Siders, Politico
- Will Biden's History Lift Him Up or Weigh Him Down? Evan Osnos, The New Yorker
- Biden's Big Lie About Charlottesville Will Backfire Jeffrey Lord, The American Spectator
- A Long Talk With Cory Booker Gabriel DeBenedetti, New York Magazine
- China, the U.S. and Trade in a Dog-Eat-Dog World Edward Luce, Financial Times
- Obsession With 'Whiz Kids' Is Harming U.S. Teens Eric Spitznagel, New York Post
- Just Don't Call Them UFOs Marina Koren, The Atlantic

RCP Morning Edition

- Trump Will Relish His Fight With the Democratic House Rich Lowry, New York Post
- Trump Should Be Indicted for Obstructing Russia Probe Rocah & Mariotti, Daily Beast
- Collusion Conspiracy Theory Was an Attack on Democracy Aaron Mate, The Nation
- Families Need Defending--Conservative Women Must Step Up Helen Andrews, NYT
- Will Trump and Supreme Court Tear the Country Apart? E.J. Dionne, Washington Post
- A Democratic Party Obsessed With Skin Color Karin McQuillan, American Greatness
- Why Biden Will Be Tough to Beat in the Dem Primary Josh Kraushaar, National Journal
- Democrats Would Be Mad to Nominate Biden in 2020 Mehdi Hasan, The Intercept
- Mick Mulvaney on the White House, 2020 and Mueller Piott & Nicholas, The Atlantic
- Want to Fix the Universities? Here Are 2 Options Roger Kimball, American Greatness
- We're Standing Up to Gun Lobby and the NRA Is Losing Rep. Eric Swalwell, USA Today
- Black Conservatives Debate Black Liberals on Trump, Democrats Lee Adams, Vice
- Trump Made the Right Call on How to Win the 5G Race Mark Mills, New York Post
- Au Revoir, Trump and Washington, D.C. Maureen Dowd, New York Times
- Meet the Photographer Trump Can't Shut Up About Christopher Cadelago, Politico

Recommended **Politics**

- Biden-Union Bond May Slacken in the Age of Trump
- Trump Cheers Economy, Criticizes Democrats at Wisconsin Rally
- Chernow Praises Media for "Noble Work" at Correspondents Dinner
- U.S. Economy Grew at Strong 3.2% Rate in First Quarter
- The Free-Stuff Primary: What Democrats' Promises Will Cost
- Presidential Job Approval
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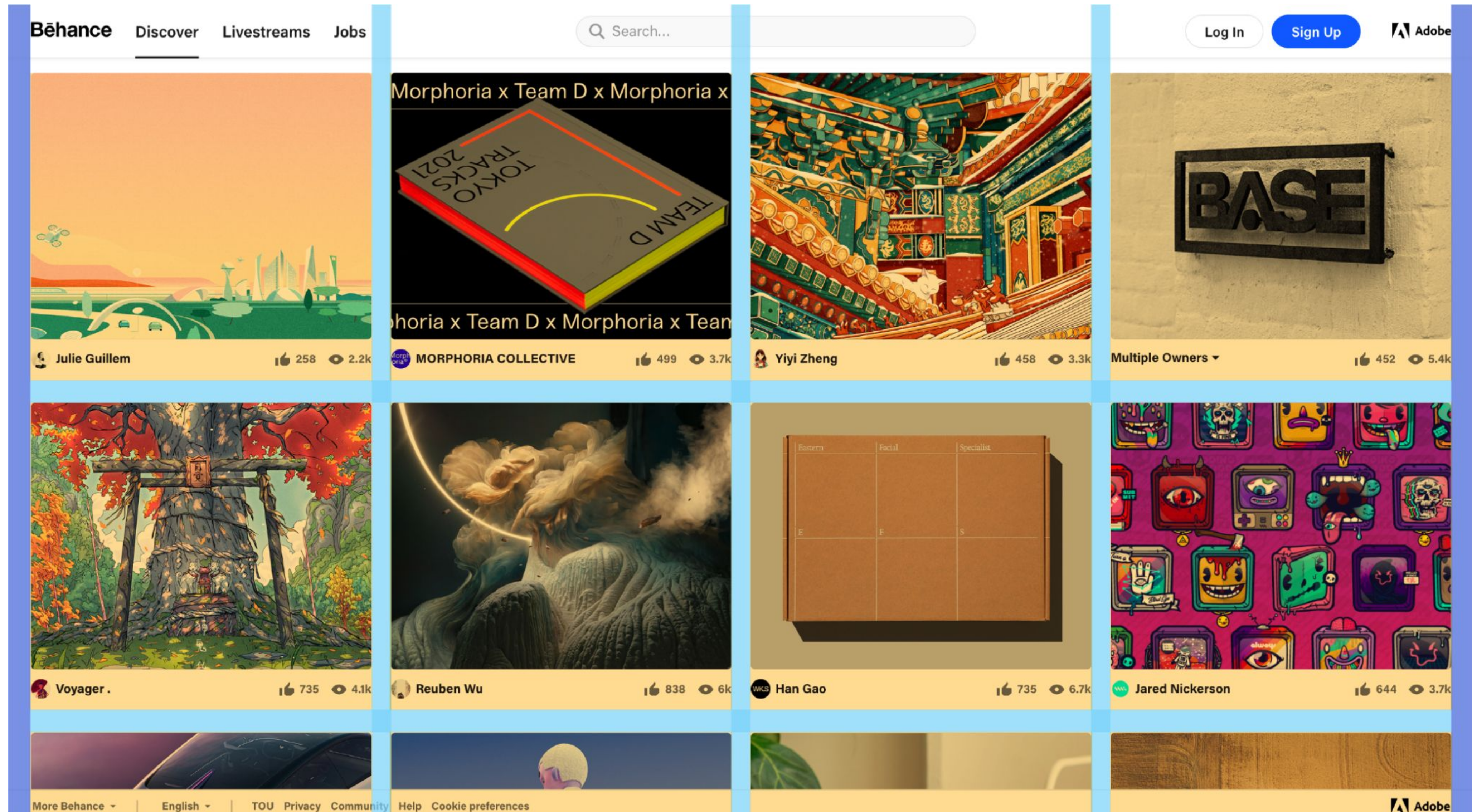
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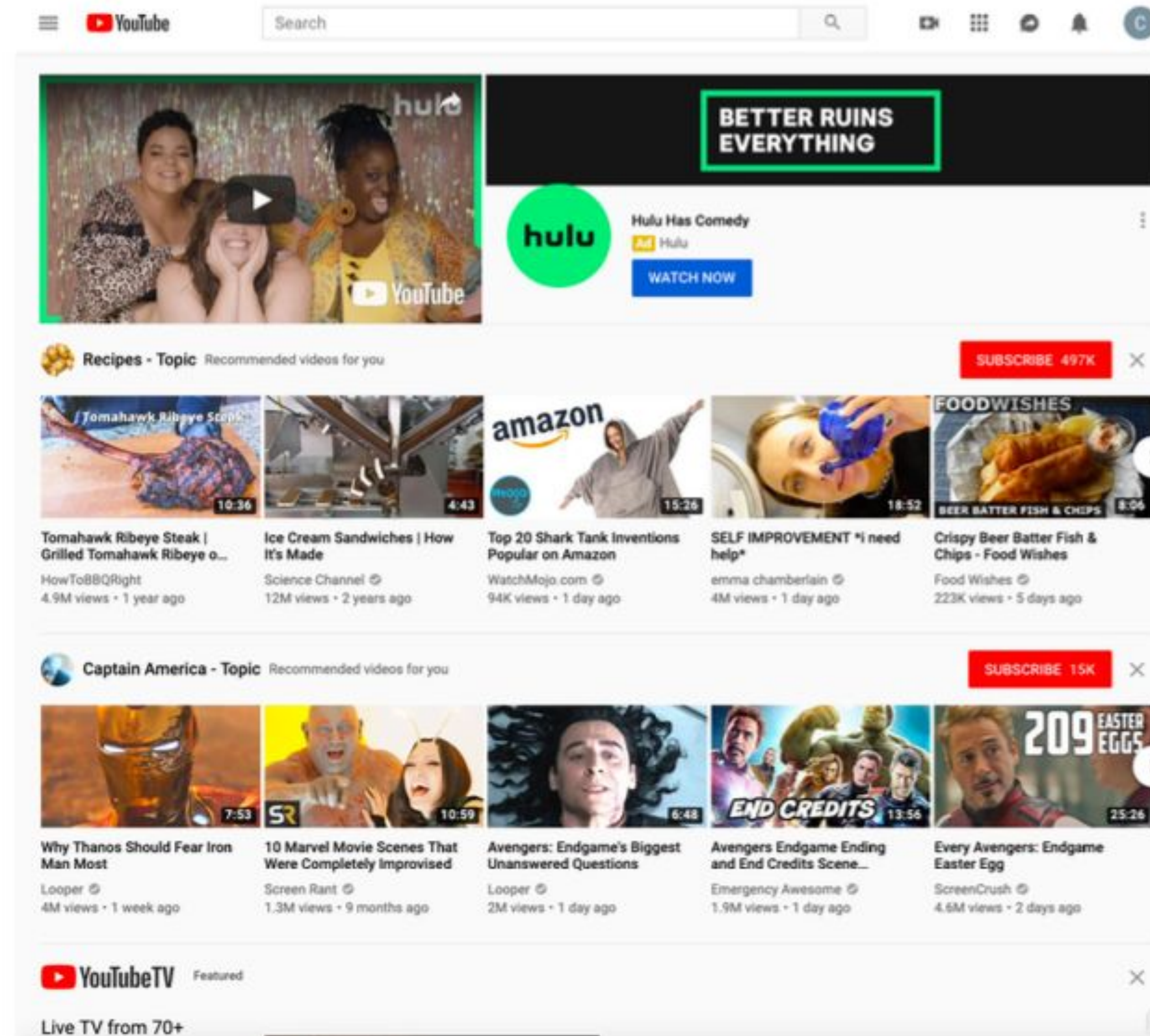
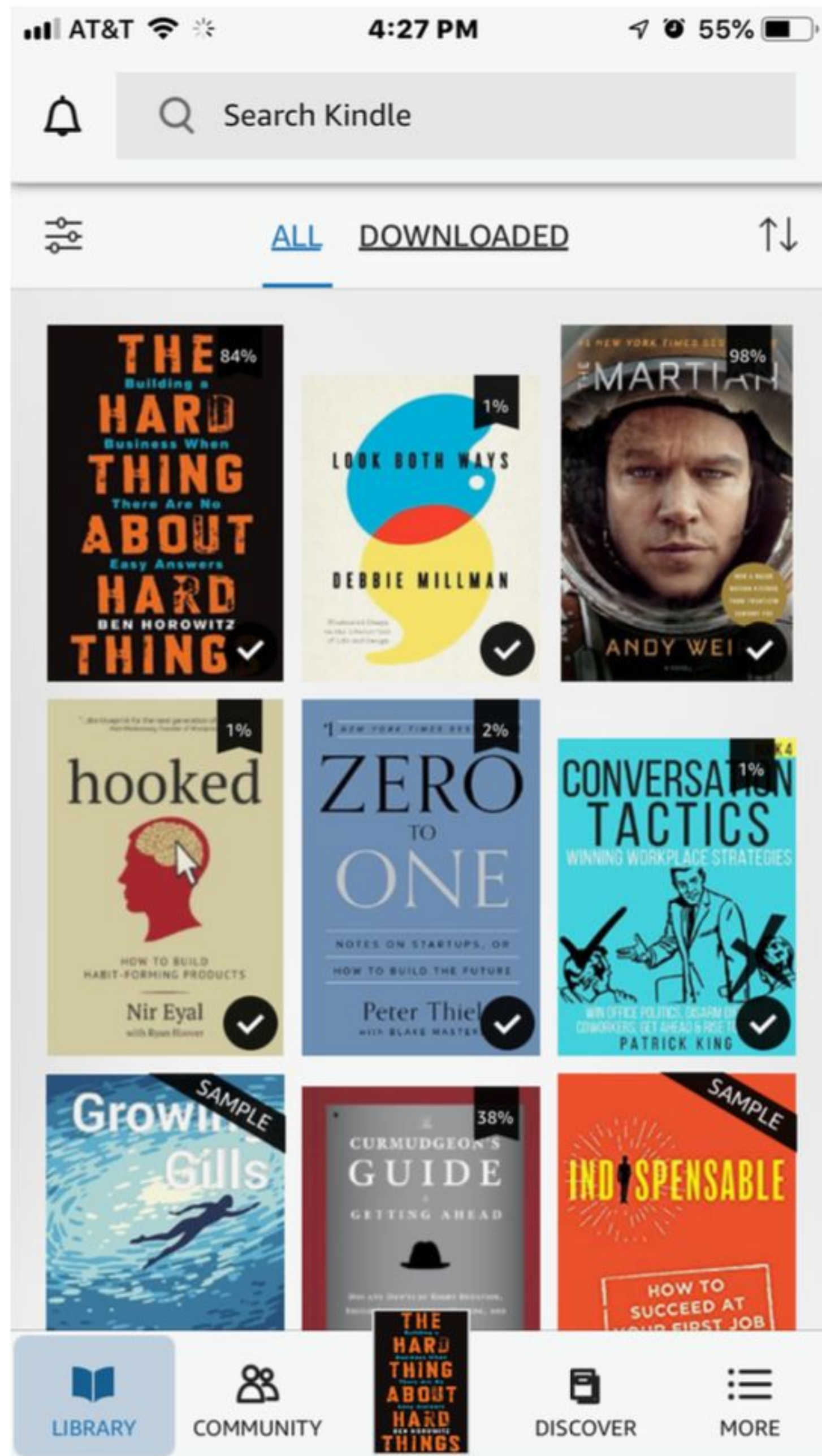
Favorability Ratings: U.S. Political Leaders			
	Favorable	Unfavorable	Spread
Donald Trump	41.3	53.6	-12.3
Nancy Pelosi	36.5	50.3	-13.8
Mitch McConnell	23.5	46.3	-22.8
Chuck Schumer	28.0	39.7	-11.7

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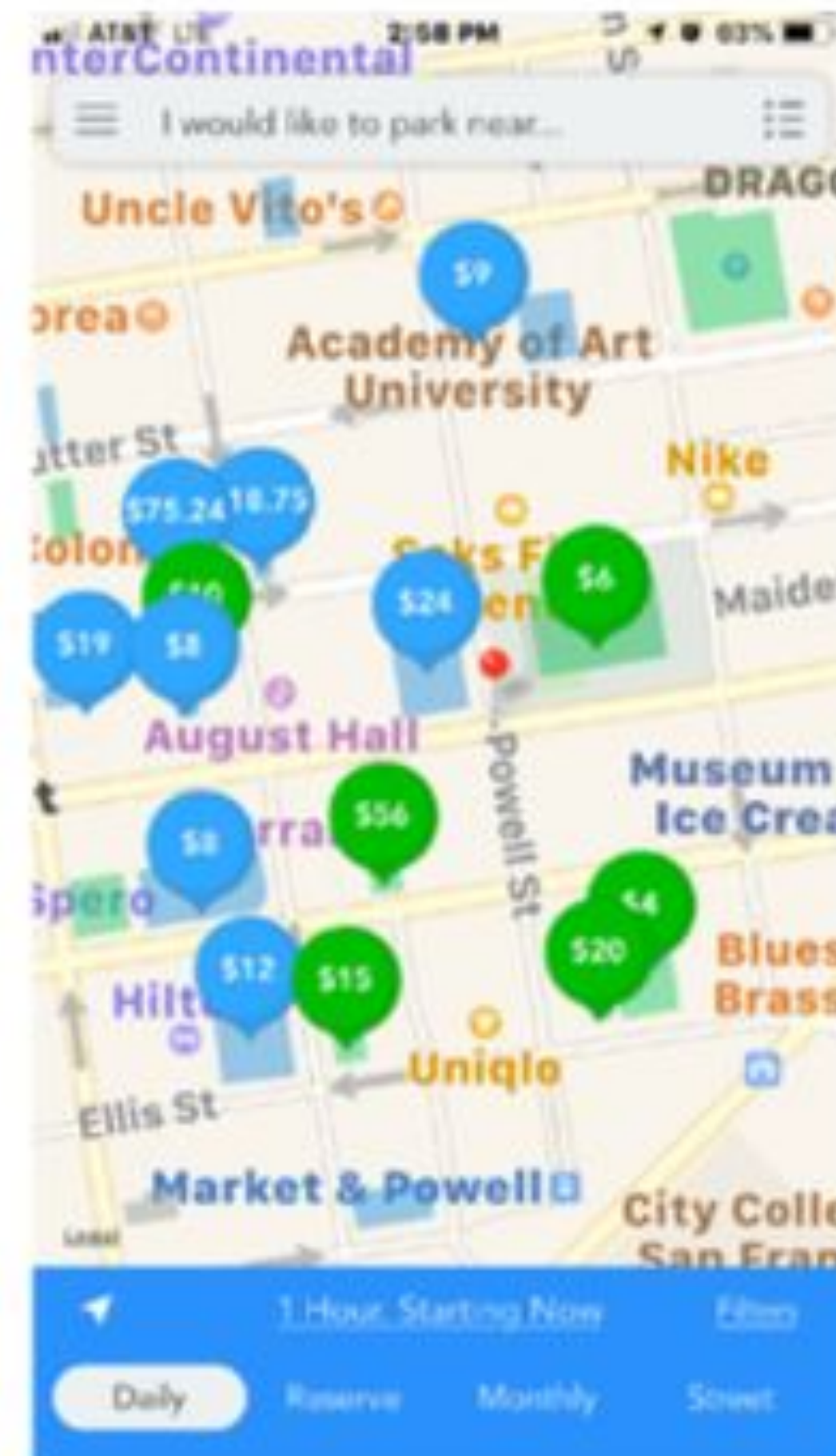




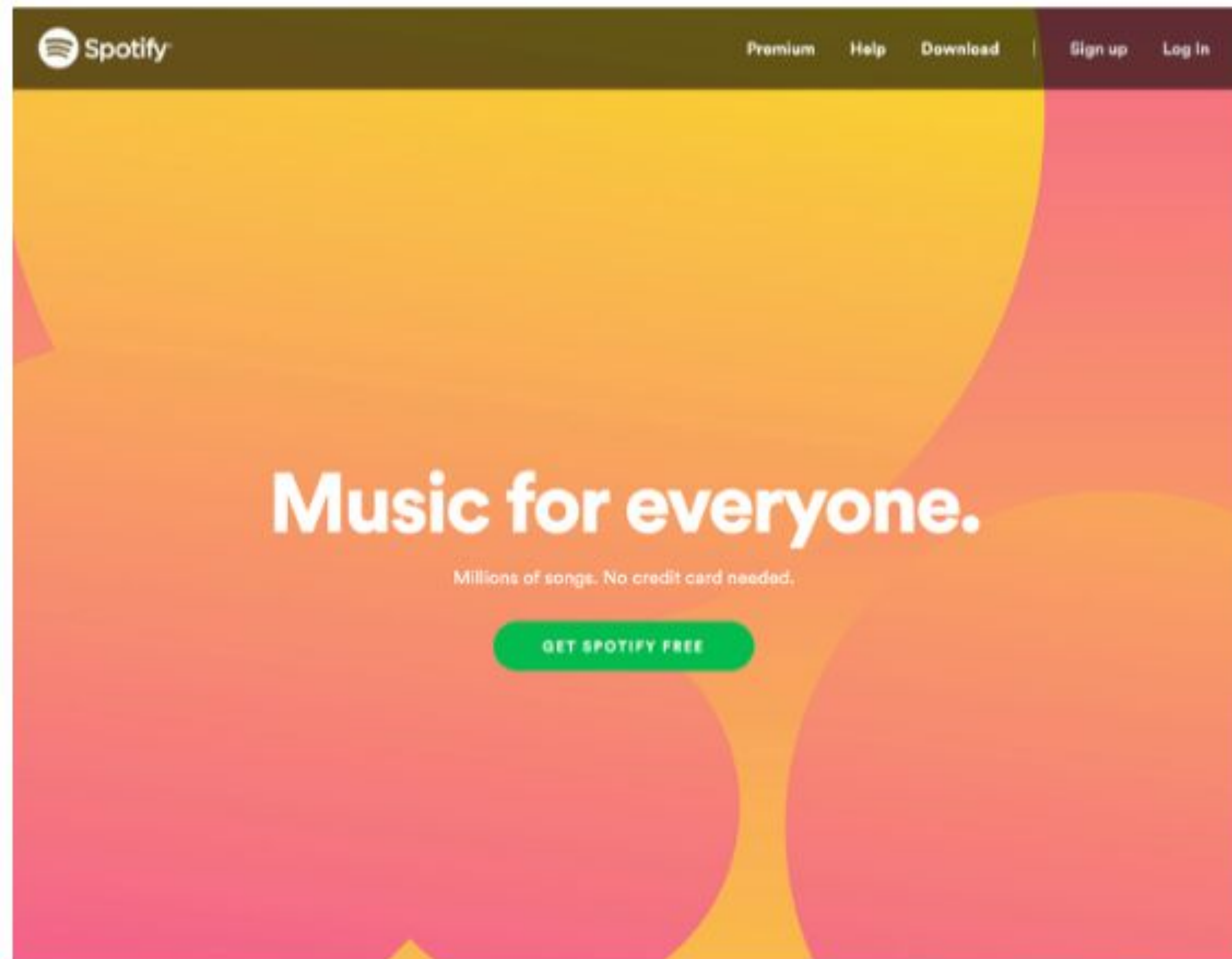
Padrões para **focus**



Mobile direct access



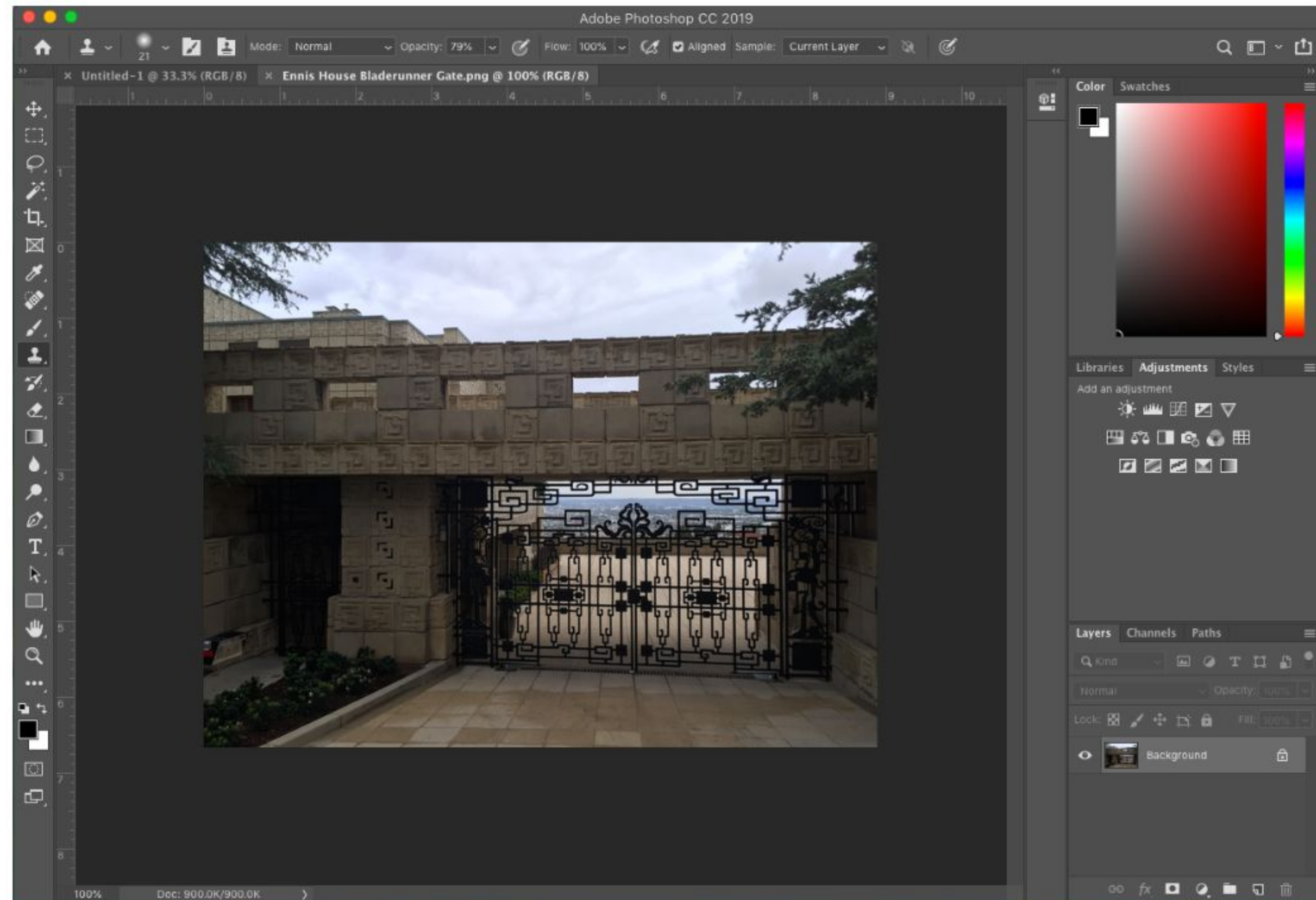
Single entry point



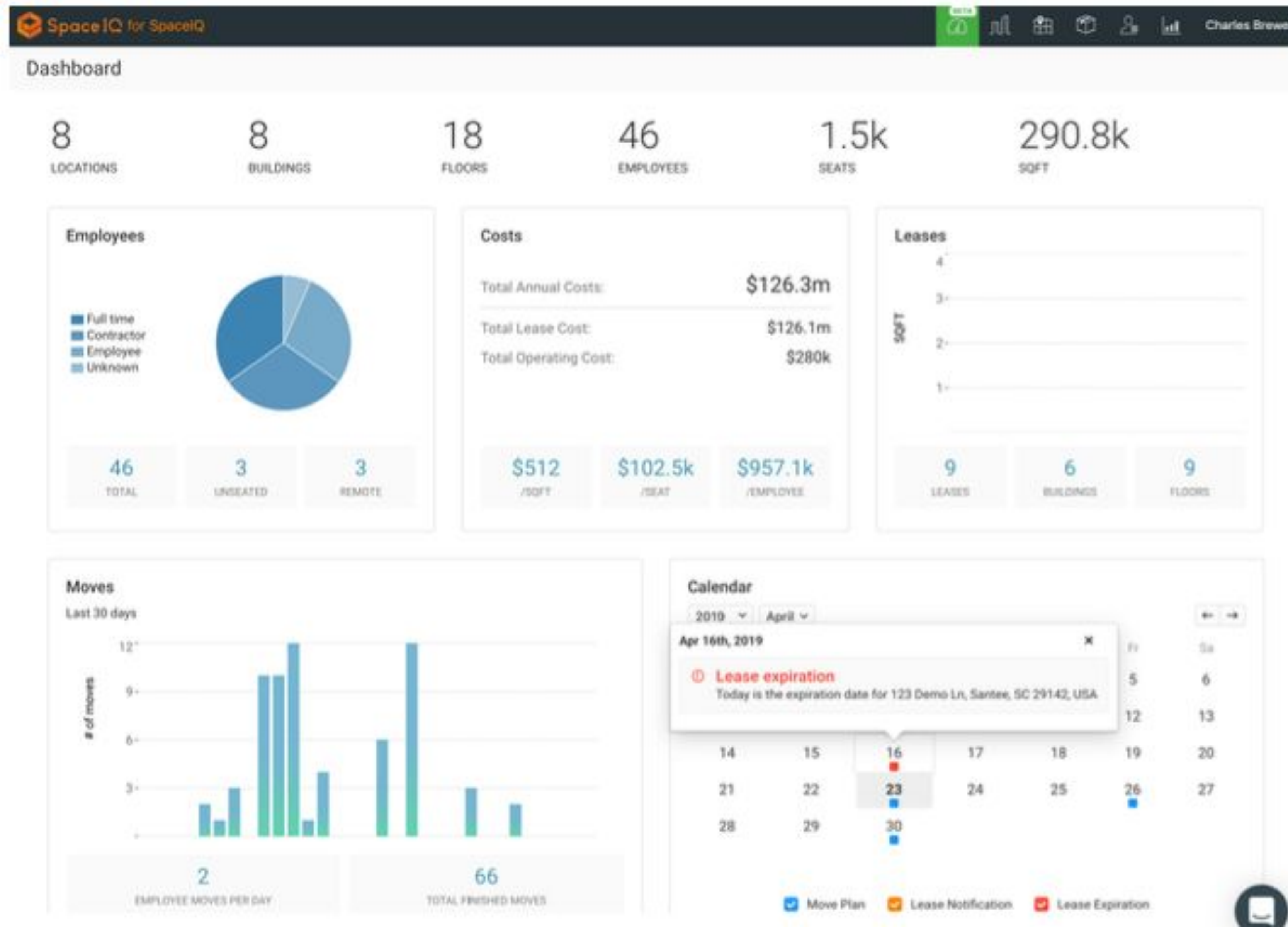
Padrões para **make**



Canvas




Dashboard



Padrões para Do



Wizards

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Select the property coverage deductible you would like:

\$250

What limit would you like for personal liability?

\$100,000

What limits would you like for medical payments?


\$1,000


General Property Information

Number of people living in your household


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Teorias e Modelos

Considerações Éticas

Tiago Massoni

