Teorias e Modelos

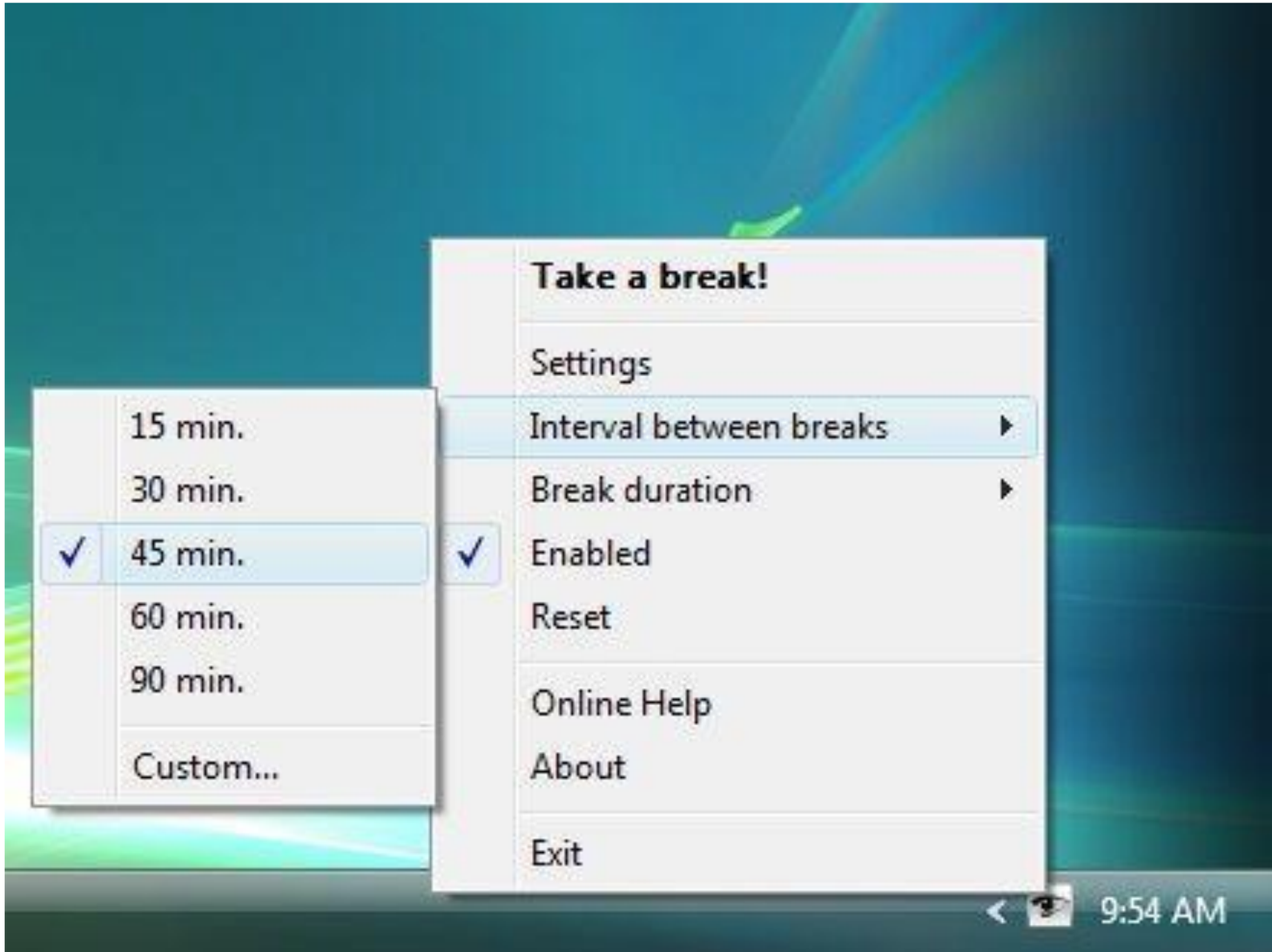
Considerações Éticas

Tiago Massoni

COMPUTAÇÃO
U F C G

Concept Idea: Radial Menu UI

dribbble.com/retrogradestudio


Take a break!
Settings
Interval between breaks
Break duration
Enabled
Reset
Online Help
About
Exit
15 min.
30 min.
45 min.
60 min.
90 min.
Custom...
9:54 AM

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 MOVEMENT[1]

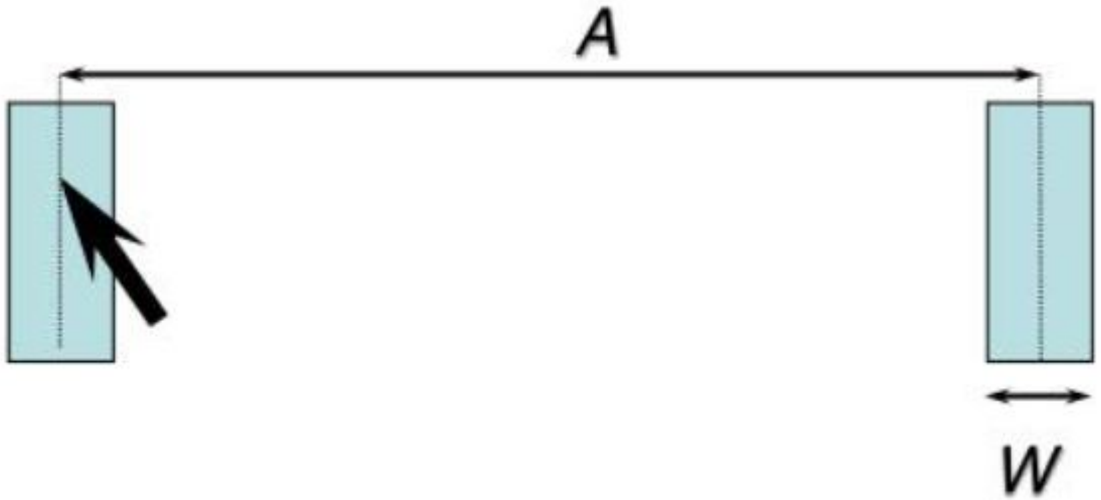
PAUL M. FITTS[2]

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

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

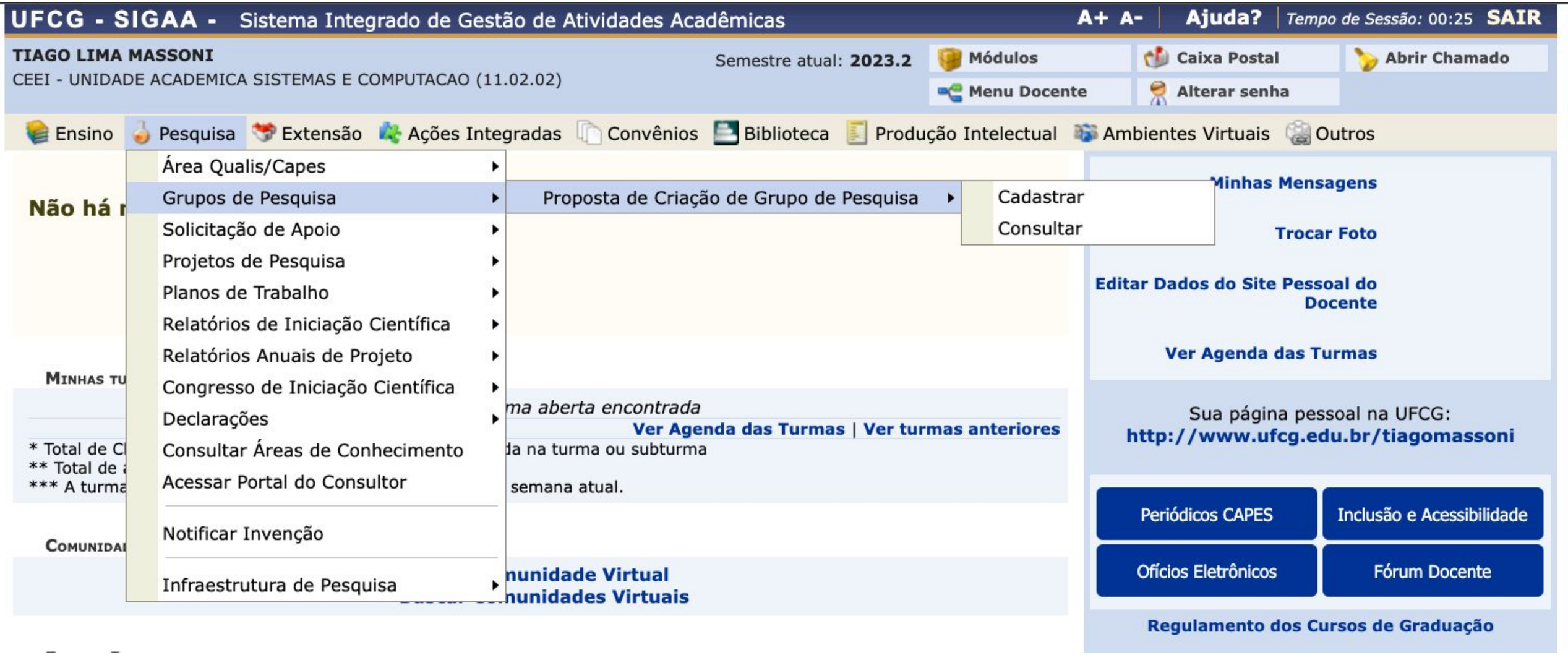
Lei de Fitts



- $T = a + b \underbrace{log_2(\frac{A}{W})}_{ID}$

Demo

http://simonwallner.at/ext/fitts/


UFCG - SIGAA - Sistema Integrado de Gestão de Atividades Acadêmicas
A+ A-
Ajuda?
Tempo de Sessão: 00:25
SAIR
TIAGO LIMA MASSONI
CEEI - UNIDADE ACADEMICA SISTEMAS E COMPUTACAO (11.02.02)
Semestre atual: 2023.2
Módulos
Caixa Postal
Abrir Chamado
Menu Docente
Alterar senha
Ensino
Pesquisa
Extensão
Ações Integradas
Convênios
Biblioteca
Produção Intelectual
Ambientes Virtuais
Outros
Área Qualis/Capes
Grupos de Pesquisa
Solicitação de Apoio
Projetos de Pesquisa
Planos de Trabalho
Relatórios de Iniciação Científica
Relatórios Anuais de Projeto
Congresso de Iniciação Científica
Declarações
Consultar Áreas de Conhecimento
Acessar Portal do Consultor
Notificar Invenção
Infraestrutura de Pesquisa
Proposta de Criação de Grupo de Pesquisa
Cadastrar
Consultar
Não há
Minhas Mensagens
Trocar Foto
Editar Dados do Site Pessoal do Docente
Ver Agenda das Turmas
Sua página pessoal na UFCG:
http://www.ufcg.edu.br/tiagomassoni
Periódicos CAPES
Inclusão e Acessibilidade
Ofícios Eletrônicos
Fórum Docente
Regulamento dos Cursos de Graduação
Ver Agenda das Turmas | Ver turmas anteriores
semana atual.

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

ONLINE CHECK-IN

FLIGHTS | HOTELS | HERTZ

Departing from

Going to

Return | One Way

Depart Date

14 | Jul 2007

Return Date

14 | Jul 2007

Number of Passengers

1 Adults

0 Children (under 16 years)

0 Infants (under 2 years)

BOOK CHEAP FLIGHTS

REGISTER FOR OFFERS

My Flight

- Airport Transfer
- Find Lowest Fares
- Web Check-In
- Priority Boarding
- Change Flight Details
- View Flight Details

SUPER SUMMER FARES

ONE WAY FROM

ALGHERO	£10	MONTPELLIER	£10
MARSEILLE	£10	PORTO	£10
MILAN BERGAMO	£10	SANTANDER BILBAO	£10

INCLUDES TAXES AND CHARGES

SALE ENDS MIDNIGHT MONDAY

RYANAIR'S LOWEST FARE GUARANTEE – BOOK NOW

TRAVEL INSURANCE SINGLE TRIP COVER FROM £5.50

- Advance Passenger Information -Flights to Spain
- Deputy Sales & Marketing Manager – UK & Ireland
- Final opportunity to advertise your Ski product on Ryanair

From **LONDON (STANSTED)**

Fares include taxes, fees & charges from

Aarhus	£10.00

From **EAST MIDLANDS**

Fares include taxes, fees & charges from

Barcelona (Girona)	£10.00

Hotel Deals

Rooms from only £17/€25

Cheap Car Hire

LOW COST CAR HIRE Hertz

Todays Jackpot

? ? ?

Travel Deals

CAR HIRE | HOTEL DEALS | CREDIT CARD | AIRPORT COACH | B&B'S | TOURS & ACTIVITIES | AIRPORT PARKING | RYANAIR BINGO

RYANAIR

Plan | My Bookings | Sign Up | Log In | Help

FLIGHTS | CAR HIRE | HOTELS | EVENTS & ACTIVITIES

Return trip | One way | Apply promo code

Verified by Ryanair

From
Dublin

To
Destination

Search

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 1 of 1

Why are you not subscribed?

Subscribe now to get our best deals delivered straight to your inbox.

Email address

Sign me up!

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

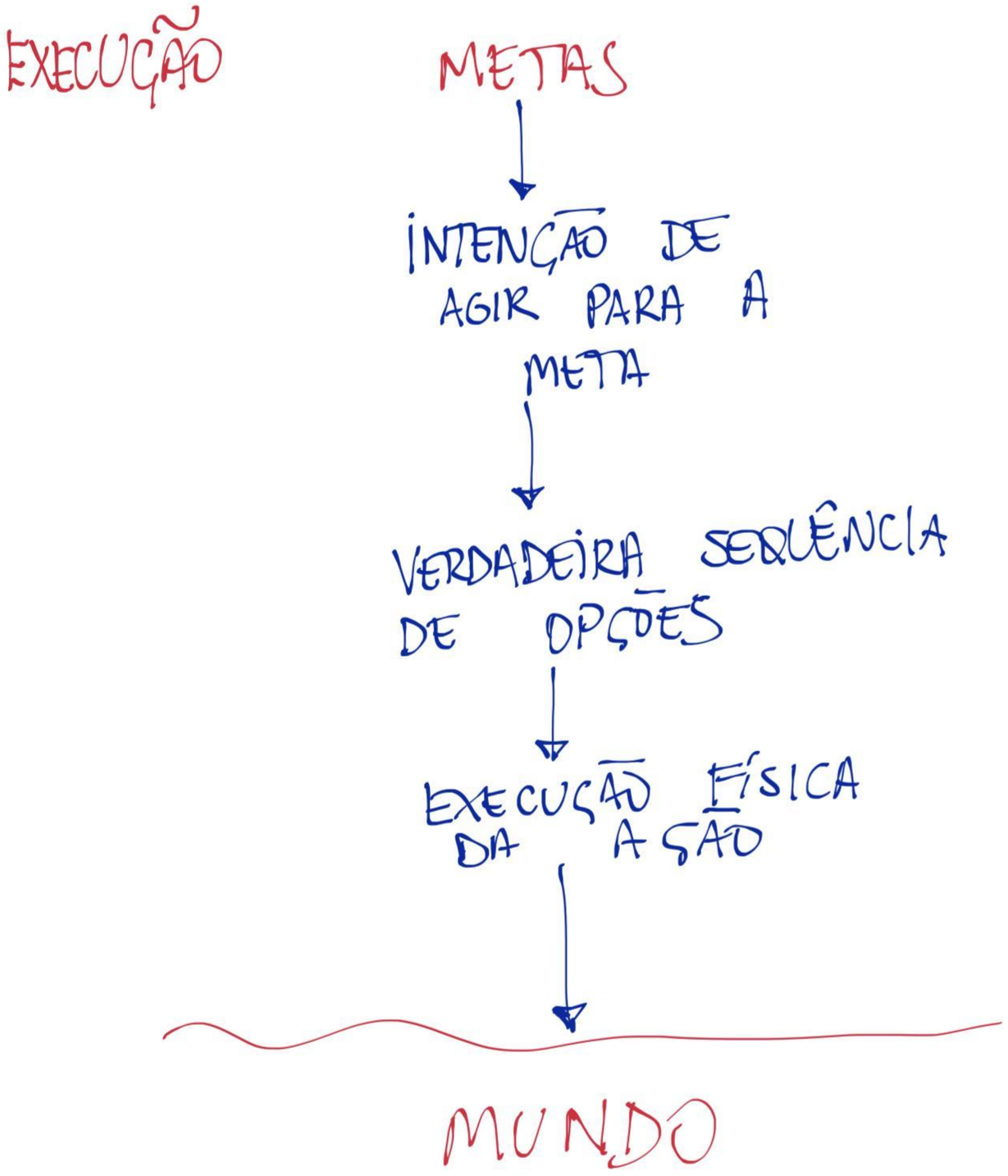
Intenção vs Resultado

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



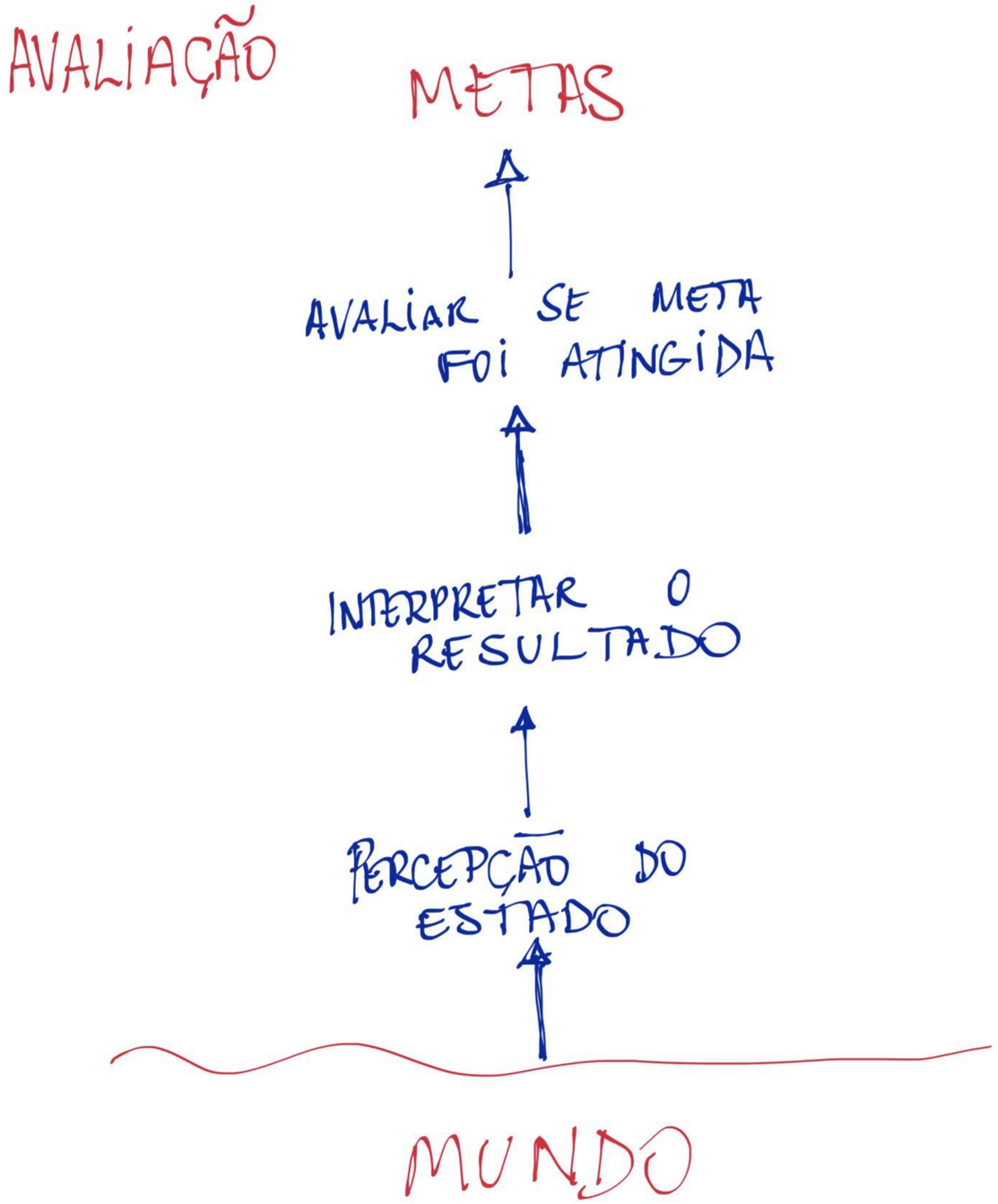
Quero apagar os emails desnecessários

Tenho que tocar nos emails e selecionar

1.toque,2.seleção, 3.botão lixeira

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

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



Quero apagar os emails desnecessários

OK, emails apagados

Ok, entendi, trash é lixo, posso desfazer

Notificação

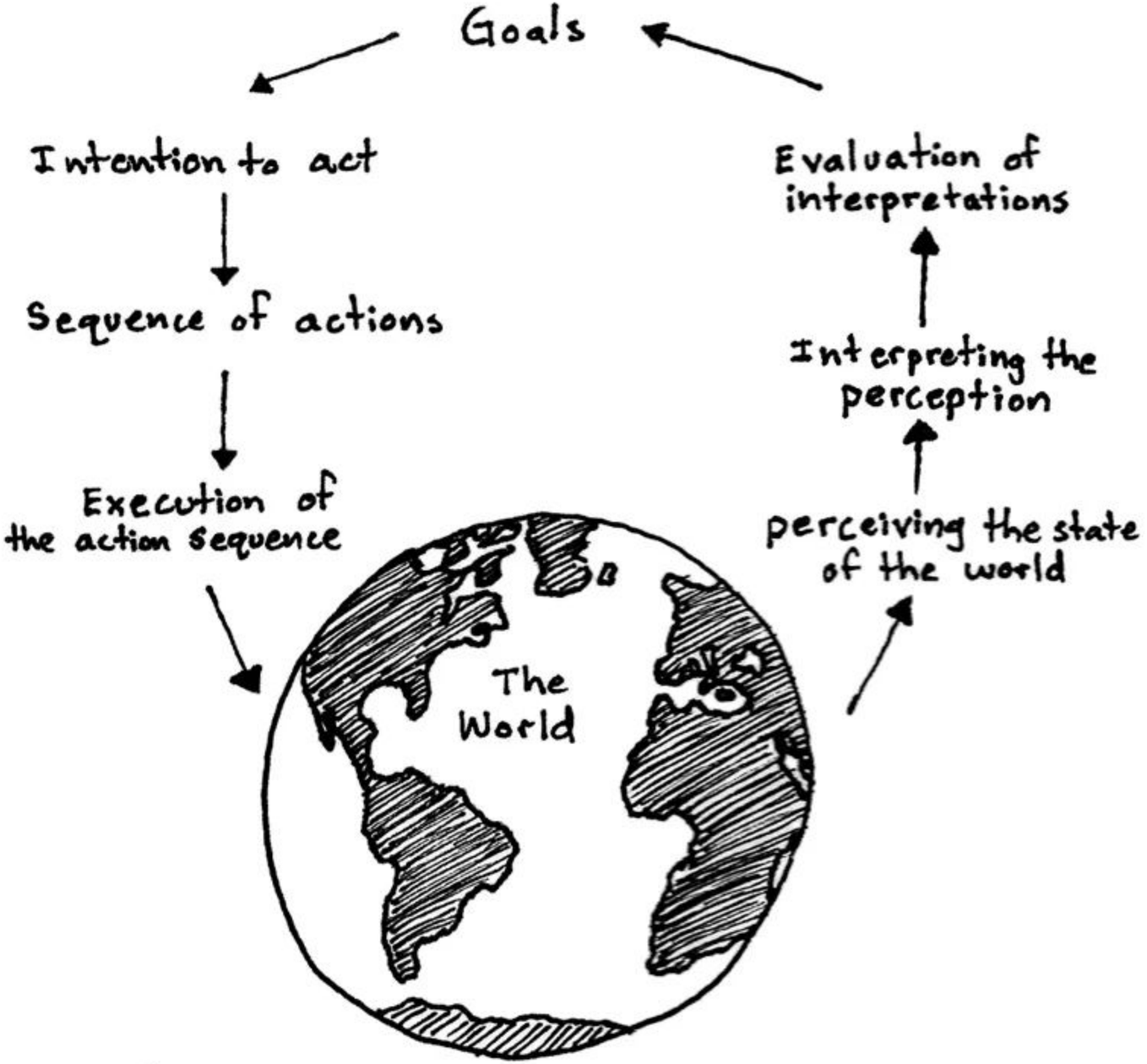
A lacuna de avaliação: “o sistema oferece uma representação física que possa ser percebida facilmente e seja imediatamente interpretável em termos de intenções e expectativas da pessoa?” (NORMAN, 2006, p. 77)

Quero apagar os emails desnecessários

OK, emails apagados

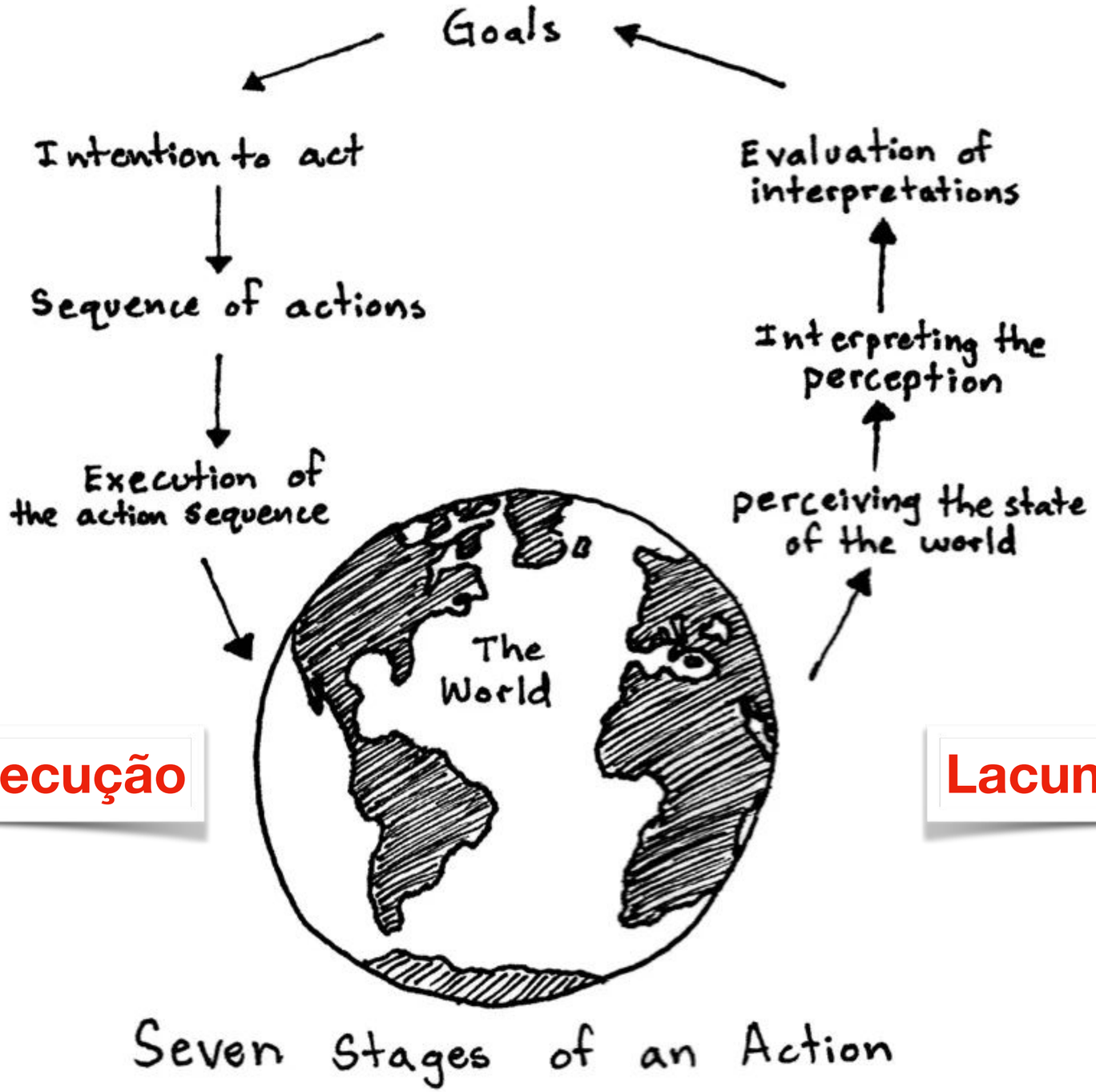
Ok, entendi, trash é lixo, posso desfazer

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

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

Ética no Design de UI/UX

FOLHA DE S.PAULO

Ao cancelar sua inscrição, você deixará de receber conteúdos com ofertas, brindes e promoções exclusivas.

Deseja continuar?

Sim Não

Most Popular

STANDARD

$99 /mo

$79 /mo when you pay yearly

If you're new to SEO or just need the basics, this plan is a great way to get started.

Sign up now!

MEDIUM

$179 /mo

$143 /mo when you pay yearly

Ample limits plus full access to keyword research tools. Most folks start here.

Try it free!

or sign up now

LARGE

$299 /mo

$239 /mo when you pay yearly

The ideal plan (and best value) for businesses and agencies that are serious about search.

Sign up now!

PREMIUM

$599 /mo

$479 /mo when you pay yearly

Most popular for large SEO-focused agencies and in-house marketing teams.

Sign up now!

Malone Lodge Hotel & Apartments ★★★★

Queens Quarter, Belfast – Show on map (1.2 miles from centre)

Very good 8.2
1,379 reviews

6 people are looking at this moment
In high demand! Booked 41 times in the last 24 hours

Great Value Today

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

£71
includes taxes and charges

See our last available rooms ›

Bestseller

Maldron Hotel Belfast City

Belfast – Show on map (250 yards from centre)

Superb 9.0
2,215 reviews
Location 9.6

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.

£69
includes taxes and charges
FREE cancellation
No prepayment needed

The Washington Post
Democracy Dies in Darkness

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

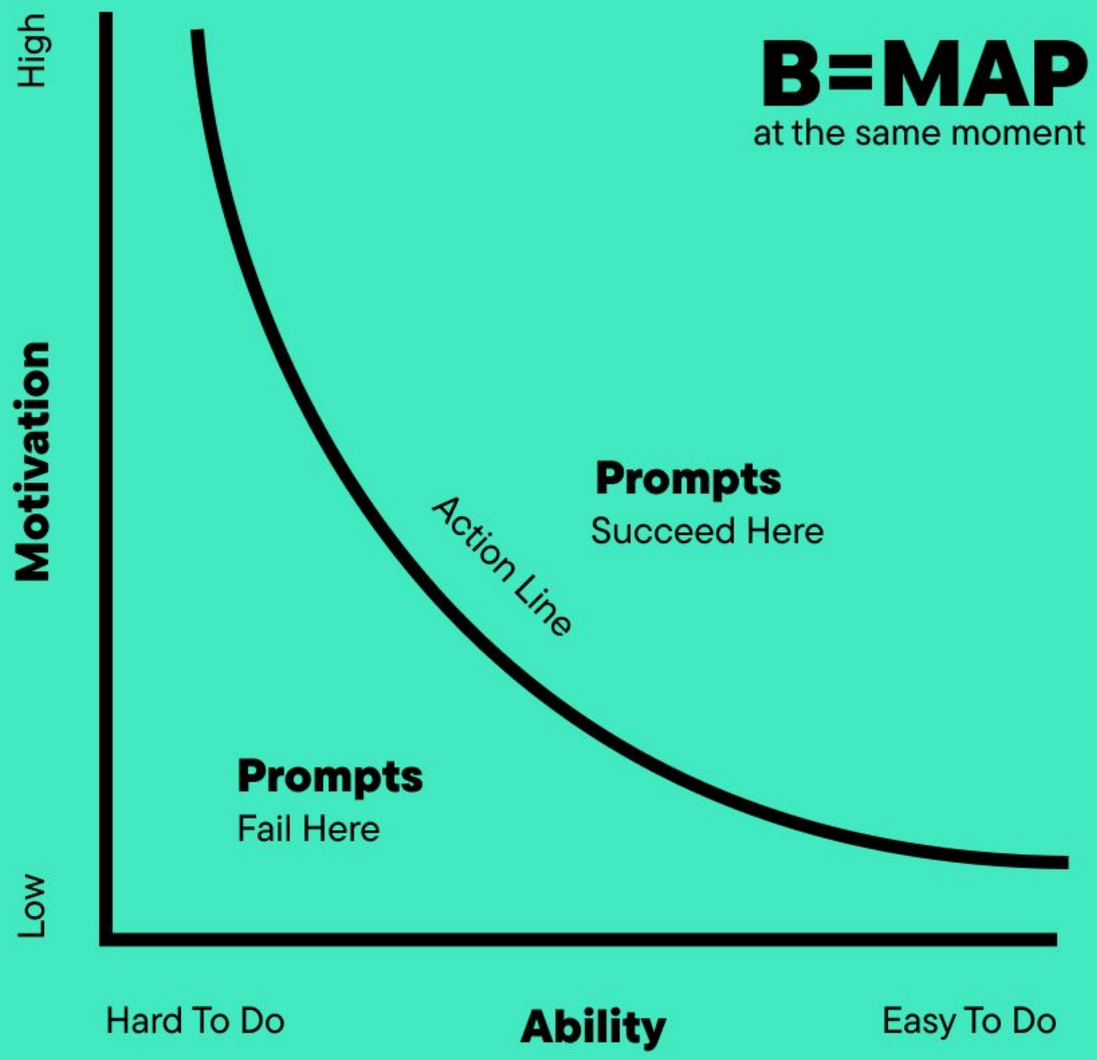
Australia fines Facebook owner Meta $14 million for undisclosed data collection

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.


B=MAP
at the same moment
High
Motivation
Low
Action Line
Prompts
Succeed Here
Prompts
Fail Here
Hard To Do
Ability
Easy To Do

Designing Addictive User Interfaces

Ali Qureshi · Follow

Published in Bootcamp · 7 min read · Mar 22

71 2

Brown Undergraduate Journal of Public Health

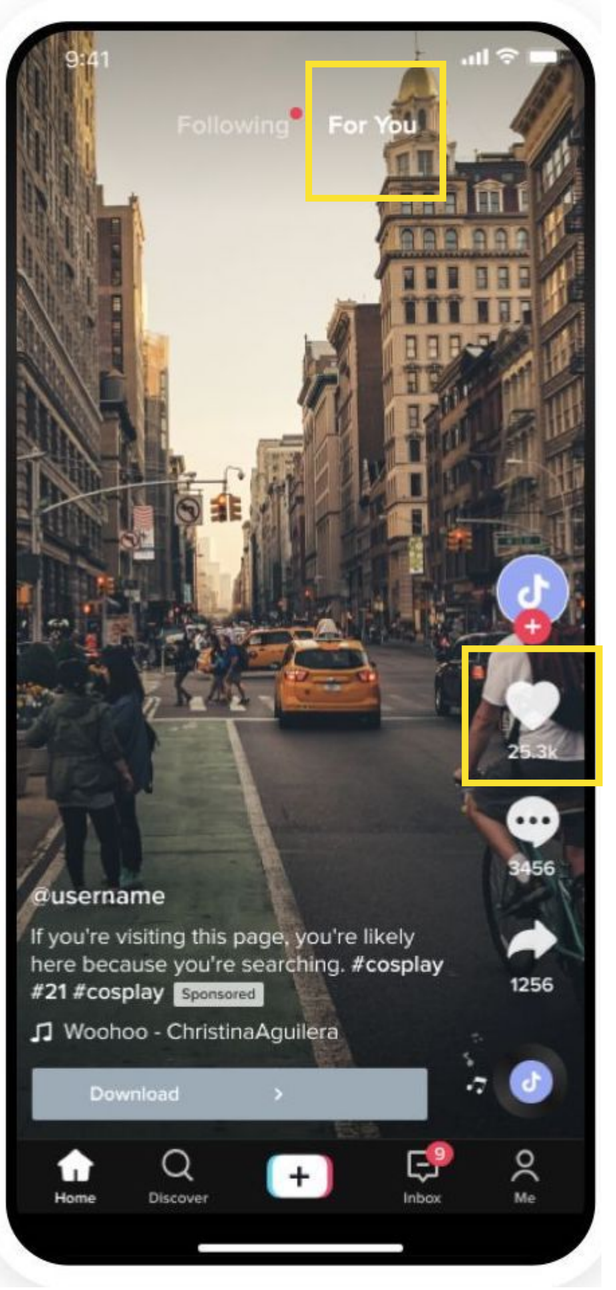
A publication of the Brown University School of Public Health

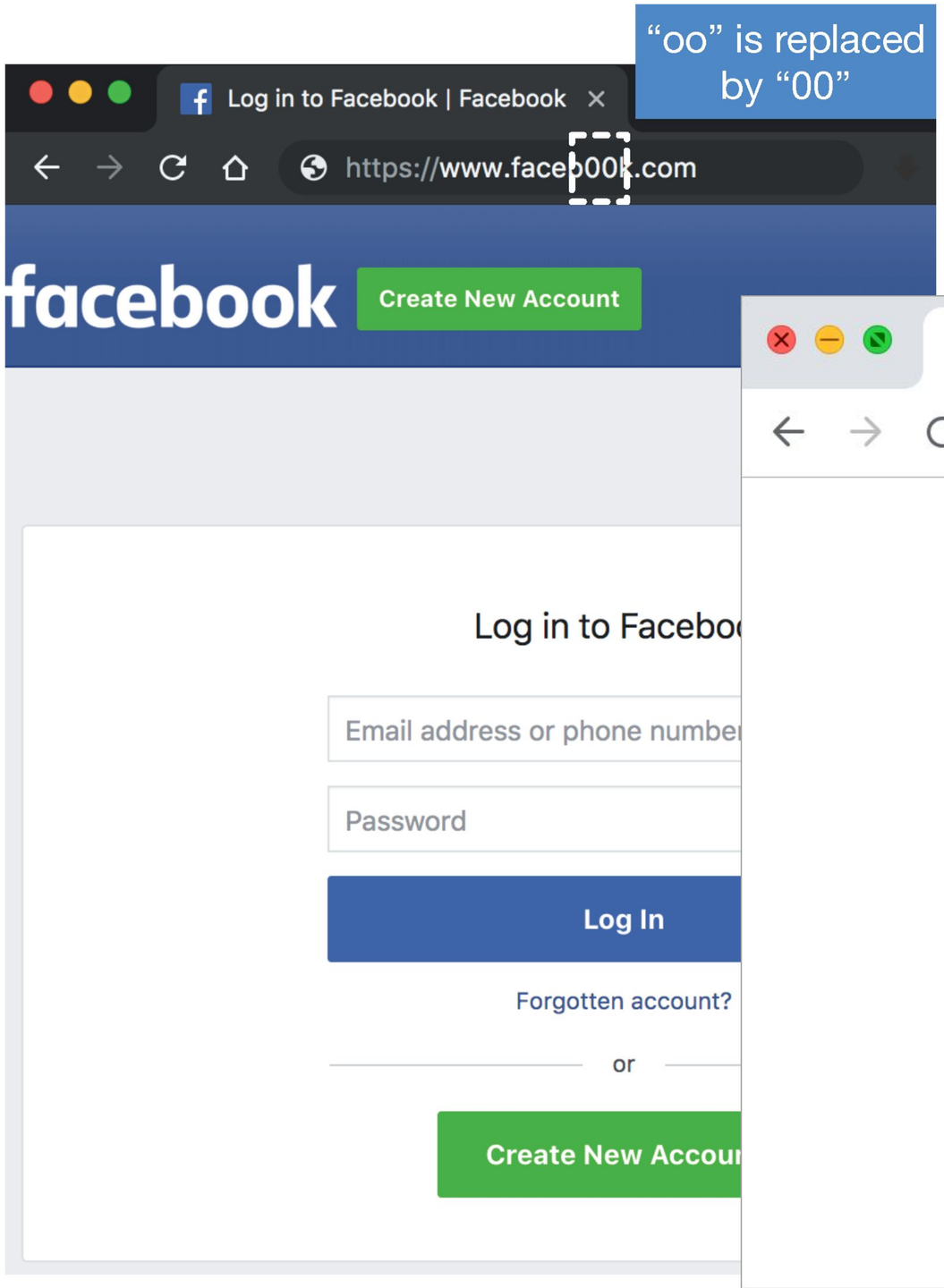
What Makes TikTok so Addictive?: An Analysis of the Mechanisms Underlying the World's Latest Social Media Craze

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”
Log in to Facebook | Facebook
https://www.face00k.com
facebook
Create New Account
Log in to Faceboo
Email address or phone numbe
Password
Log In
Forgotten account?
or
Create New Accou
Log in to your PayPal account
Not Secure
paypal--accounts.com
PayPal
Email or mobile number
Password
Log In

BREAKINGVIEWS DECEMBER 10, 2014 / 11:01 PM / UPDATED 9 YEARS AGO

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

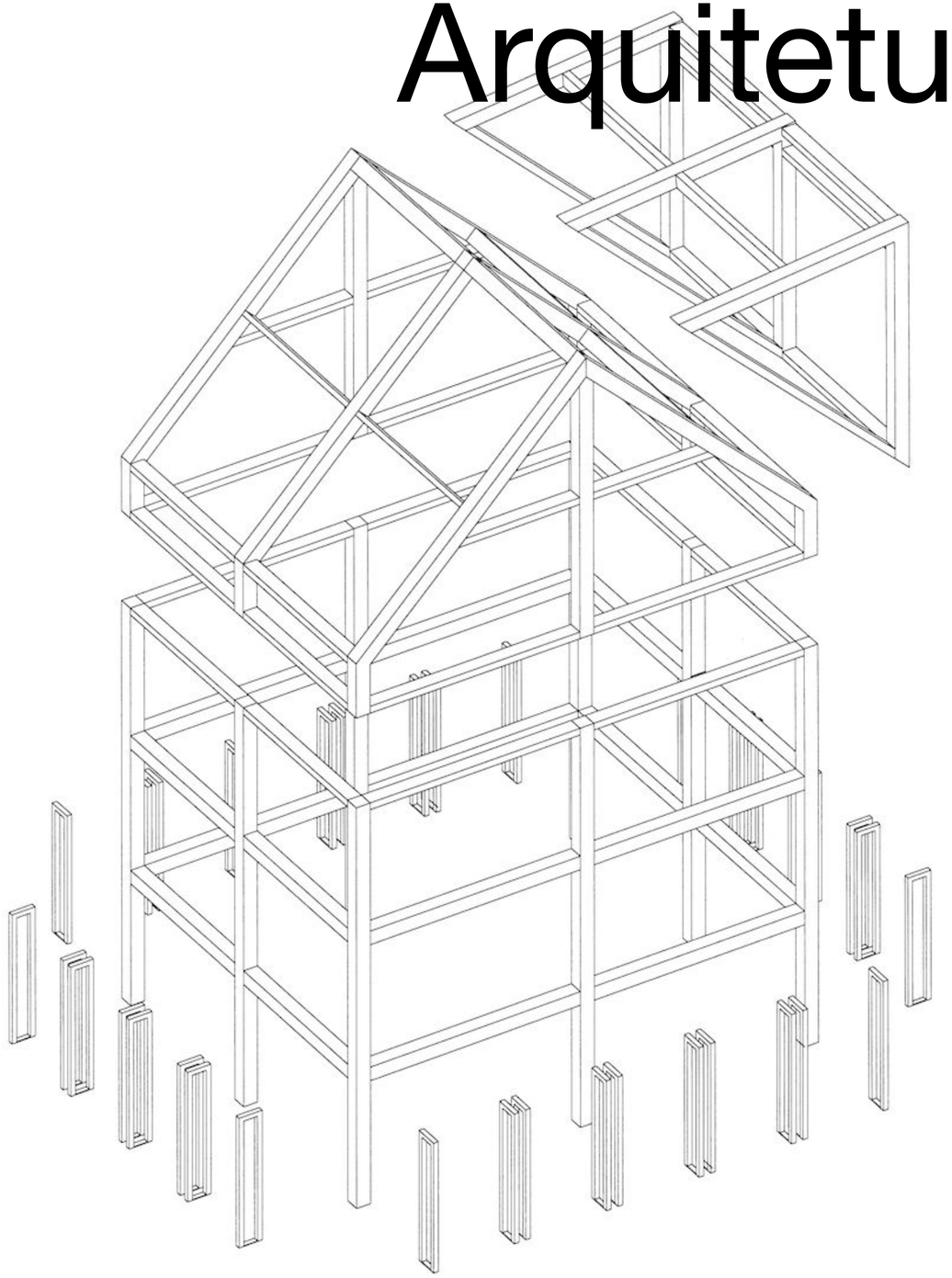
Quais são os impactos, curto ou longo prazo? A escolha pode causar mal a alguém? Comete crime?

Arquitetura da informação

Como se faz design?

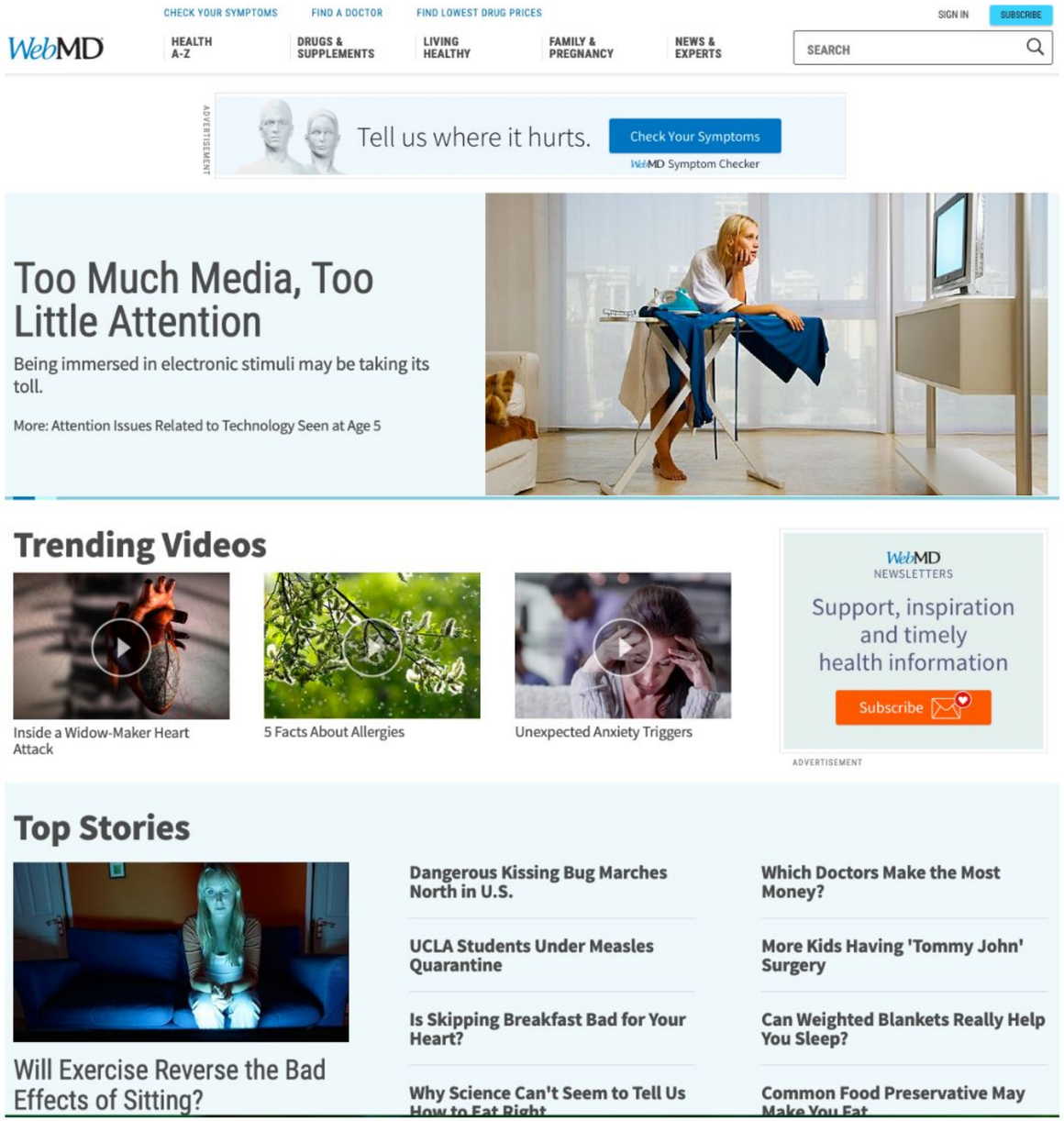
Usamos padrões, não reinventamos a roda

Arquitetura da informação

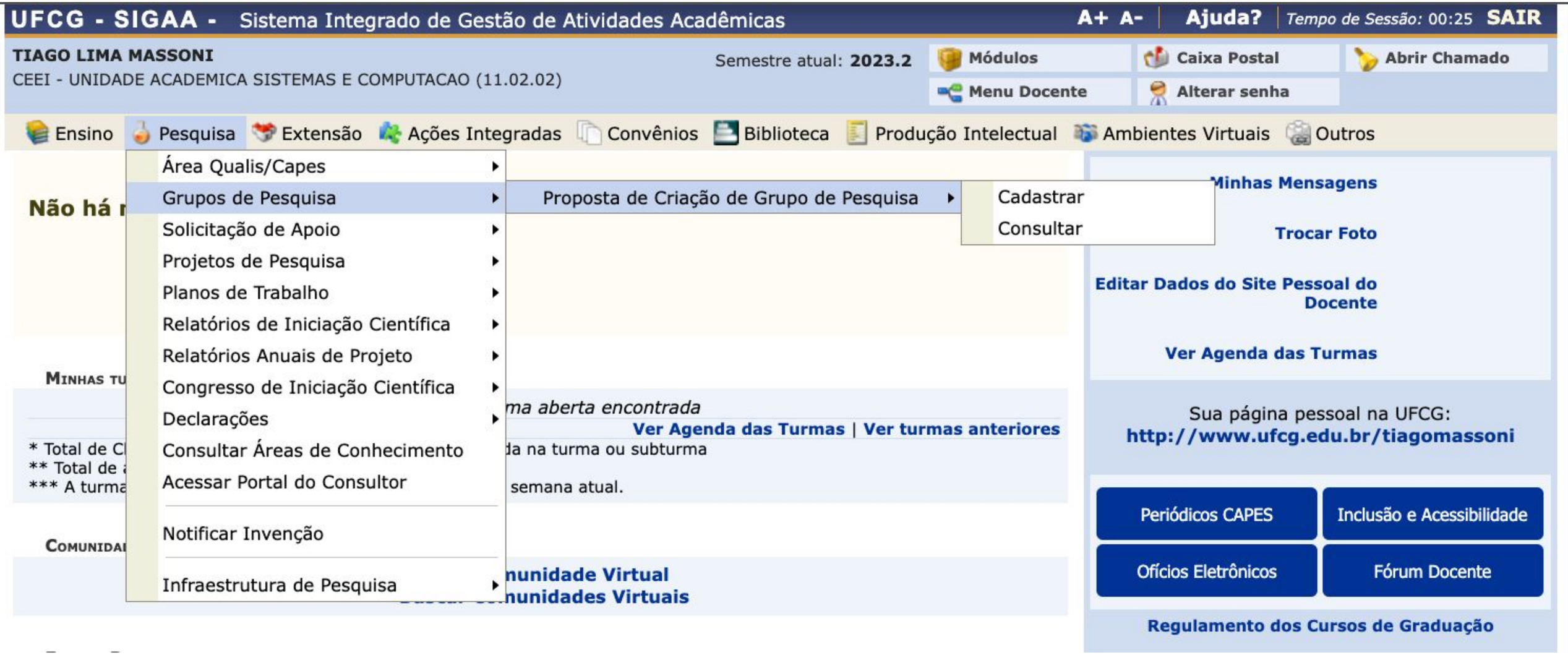


Estrutura e organização da informação no espaço digital

Organizando informação



Hierarquia
Categoria


UFCG - SIGAA - Sistema Integrado de Gestão de Atividades Acadêmicas
A+ A-
Ajuda?
Tempo de Sessão: 00:25
SAIR
TIAGO LIMA MASSONI
CEEI - UNIDADE ACADEMICA SISTEMAS E COMPUTACAO (11.02.02)
Semestre atual: 2023.2
Módulos
Caixa Postal
Abrir Chamado
Menu Docente
Alterar senha
Ensino
Pesquisa
Extensão
Ações Integradas
Convênios
Biblioteca
Produção Intelectual
Ambientes Virtuais
Outros
Área Qualis/Capes
Grupos de Pesquisa
Solicitação de Apoio
Projetos de Pesquisa
Planos de Trabalho
Relatórios de Iniciação Científica
Relatórios Anuais de Projeto
Congresso de Iniciação Científica
Declarações
Consultar Áreas de Conhecimento
Acessar Portal do Consultor
Notificar Invenção
Infraestrutura de Pesquisa
Proposta de Criação de Grupo de Pesquisa
Cadastrar
Consultar
Não há
Minhas Mensagens
Trocar Foto
Editar Dados do Site Pessoal do Docente
Ver Agenda das Turmas
Sua página pessoal na UFCG:
http://www.ufcg.edu.br/tiagomassoni
Periódicos CAPES
Inclusão e Acessibilidade
Ofícios Eletrônicos
Fórum Docente
Regulamento dos Cursos de Graduação

LATCH (Wurman 2001)

Location

Alphabetical

Time

Category

Hierarchy

Screen Types (Theresa Neil, 2010)

Overview

Focus

Make

Do

https://uxmag.com/articles/rich-internet-application-screen-design

Screen Types (Theresa Neil, 2010)

Overview: mostrar conjunto de coisas

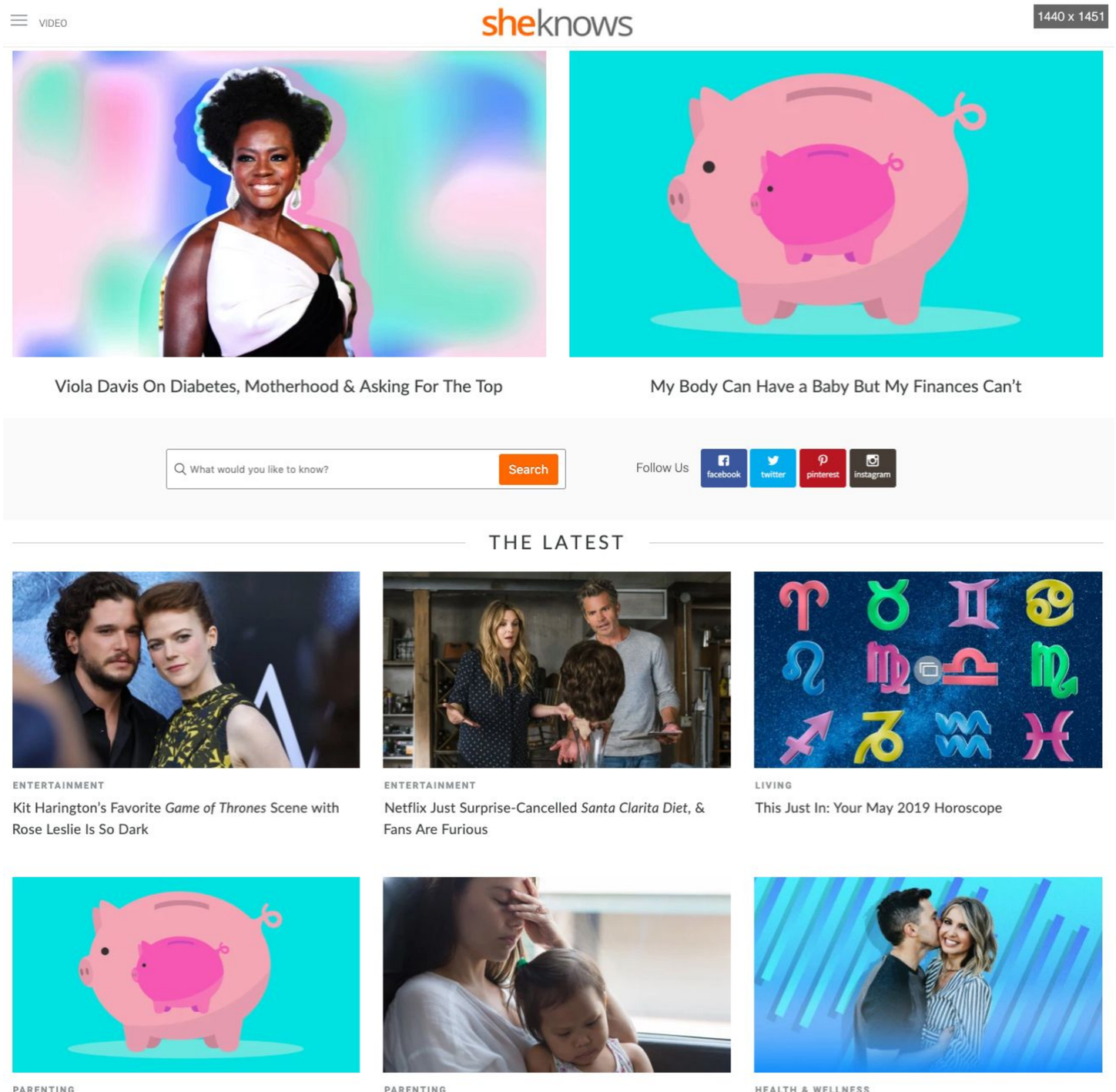
Focus: mostrar um elemento único

Make: ferramentas para criar algo

Do: Facilitar uma tarefa única

https://uxmag.com/articles/rich-internet-application-screen-design

Padrões para

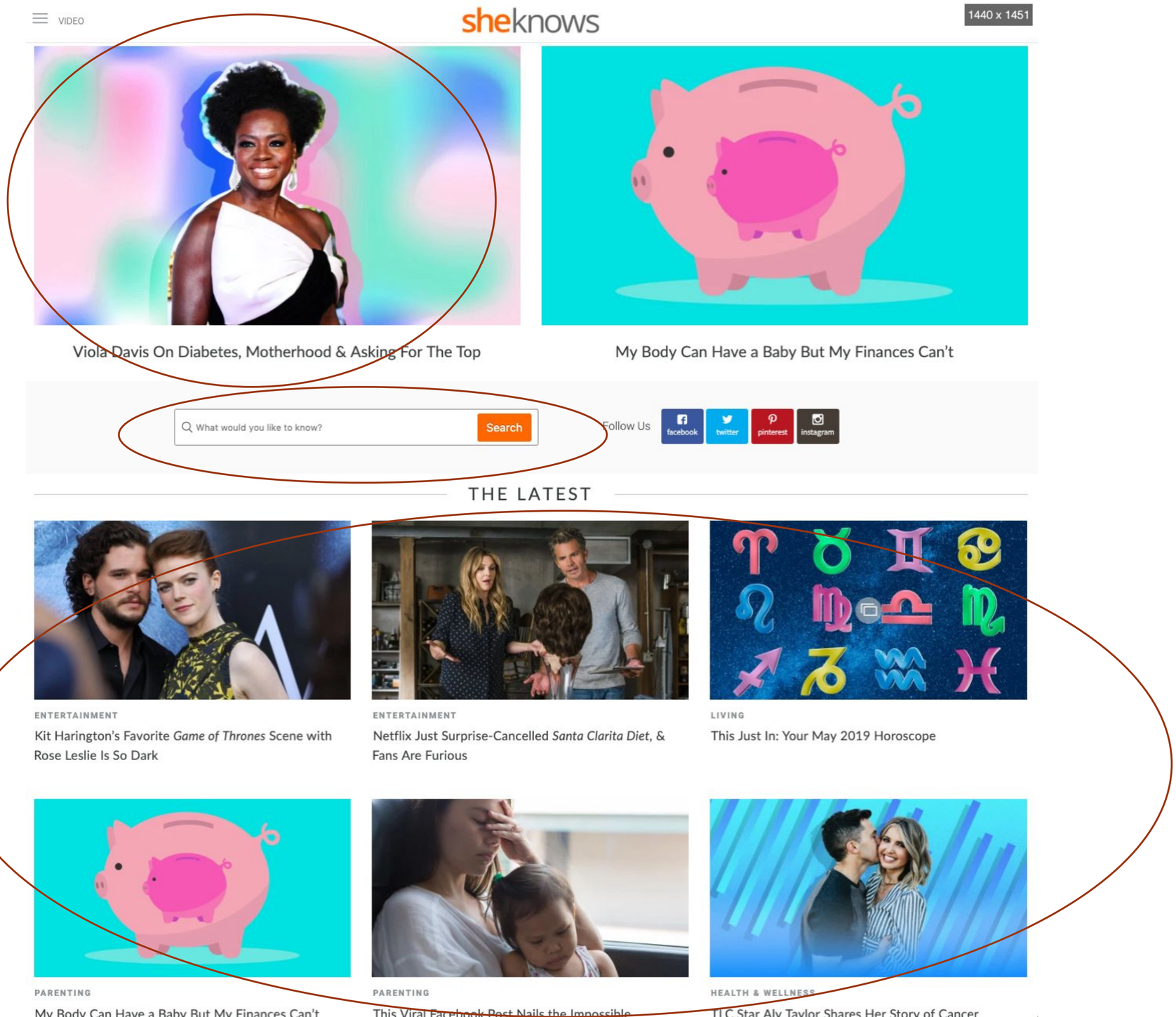


Exposure (feature),search and browse

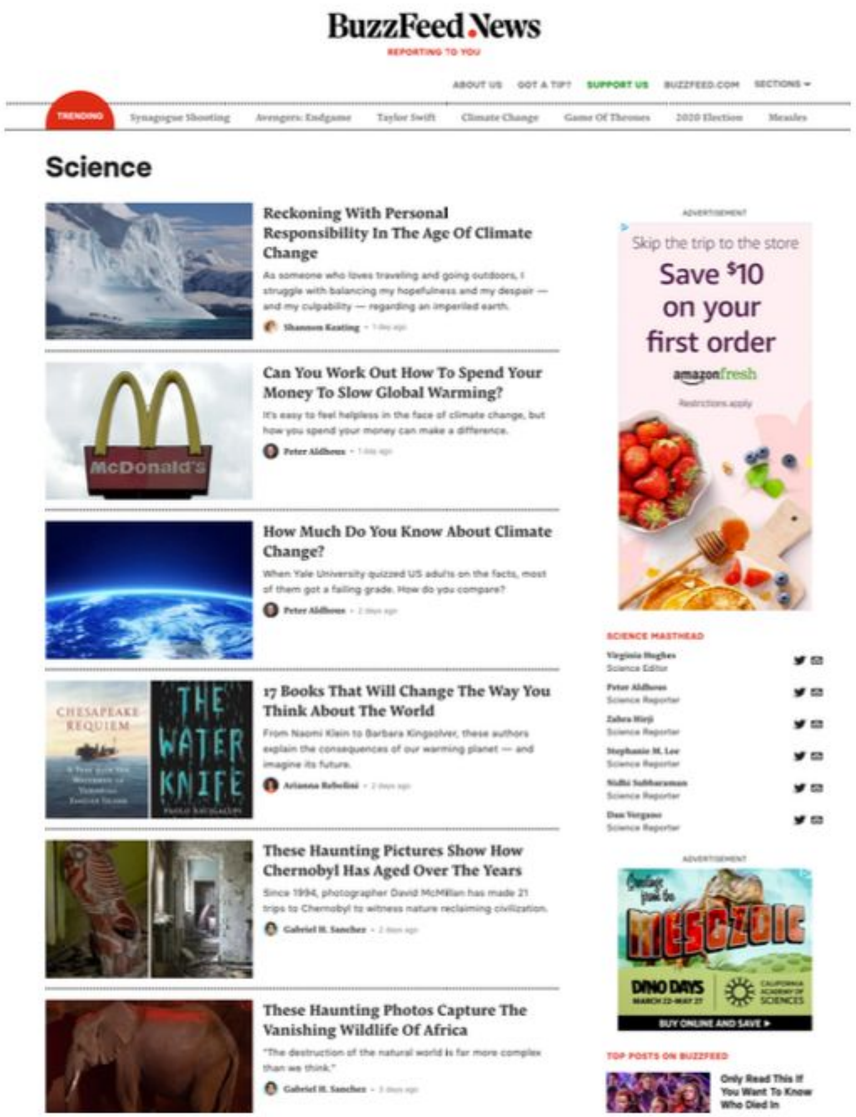
Combinação de três elementos na primeira página de qualquer Sistema web

- algum item importante a apresentar
- uma caixa de busca
- uma lista de itens a serem navegados

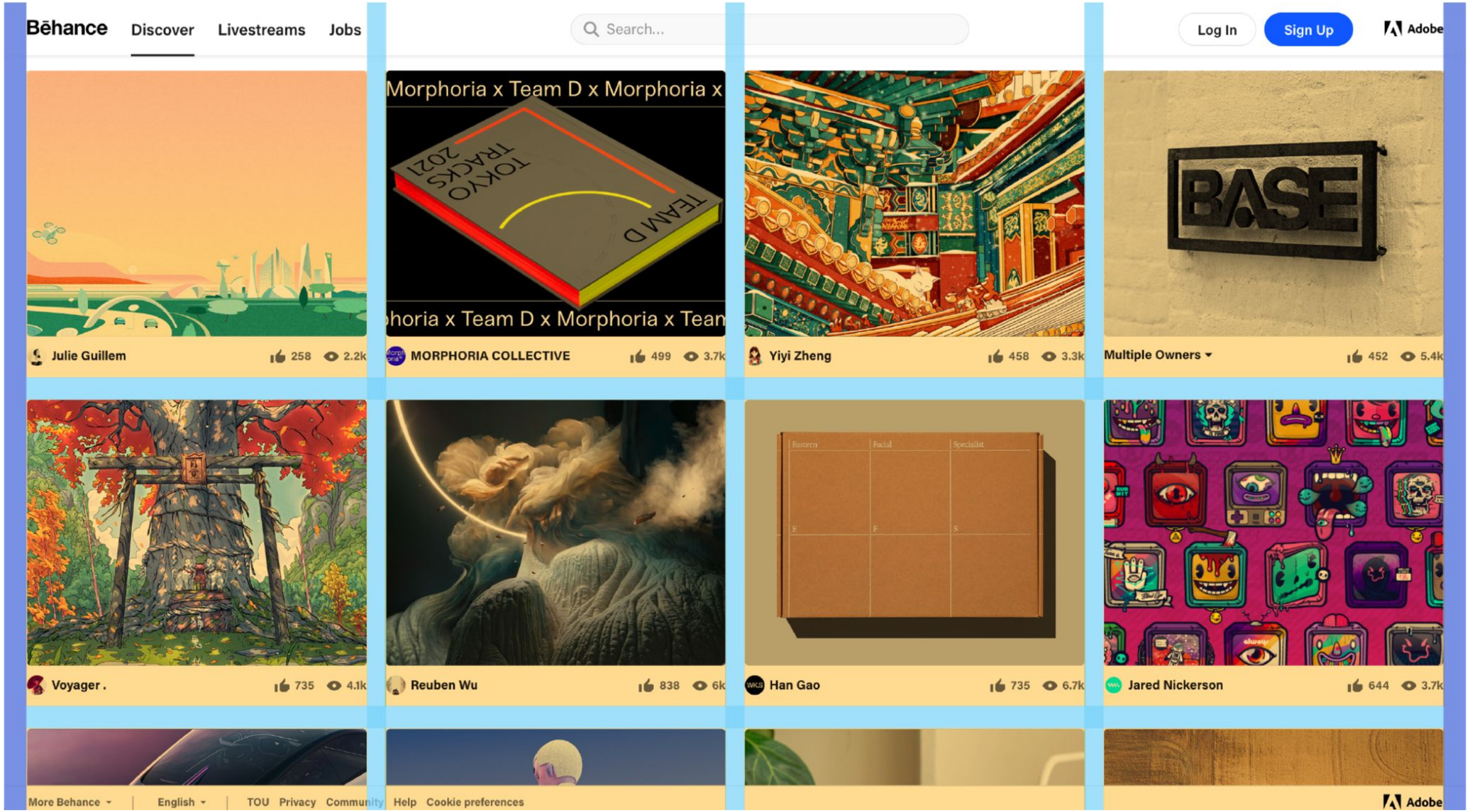
Exemplos de uso

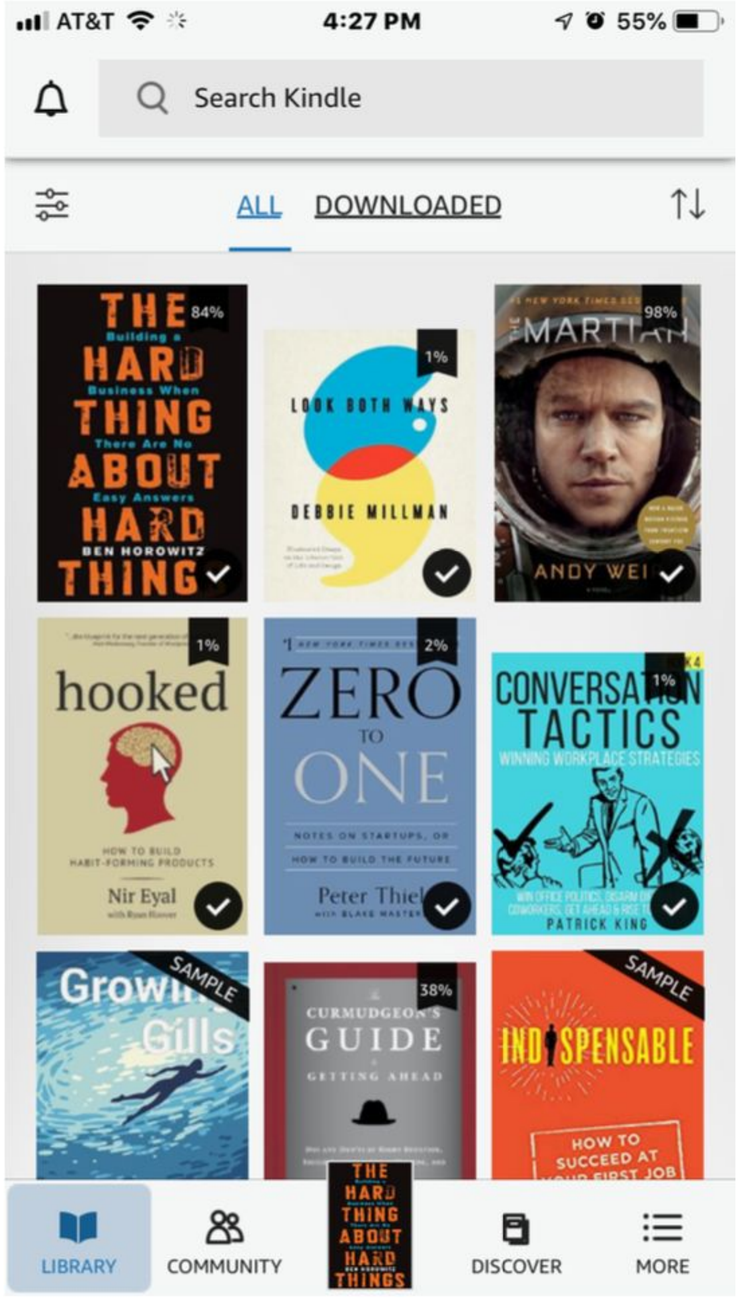


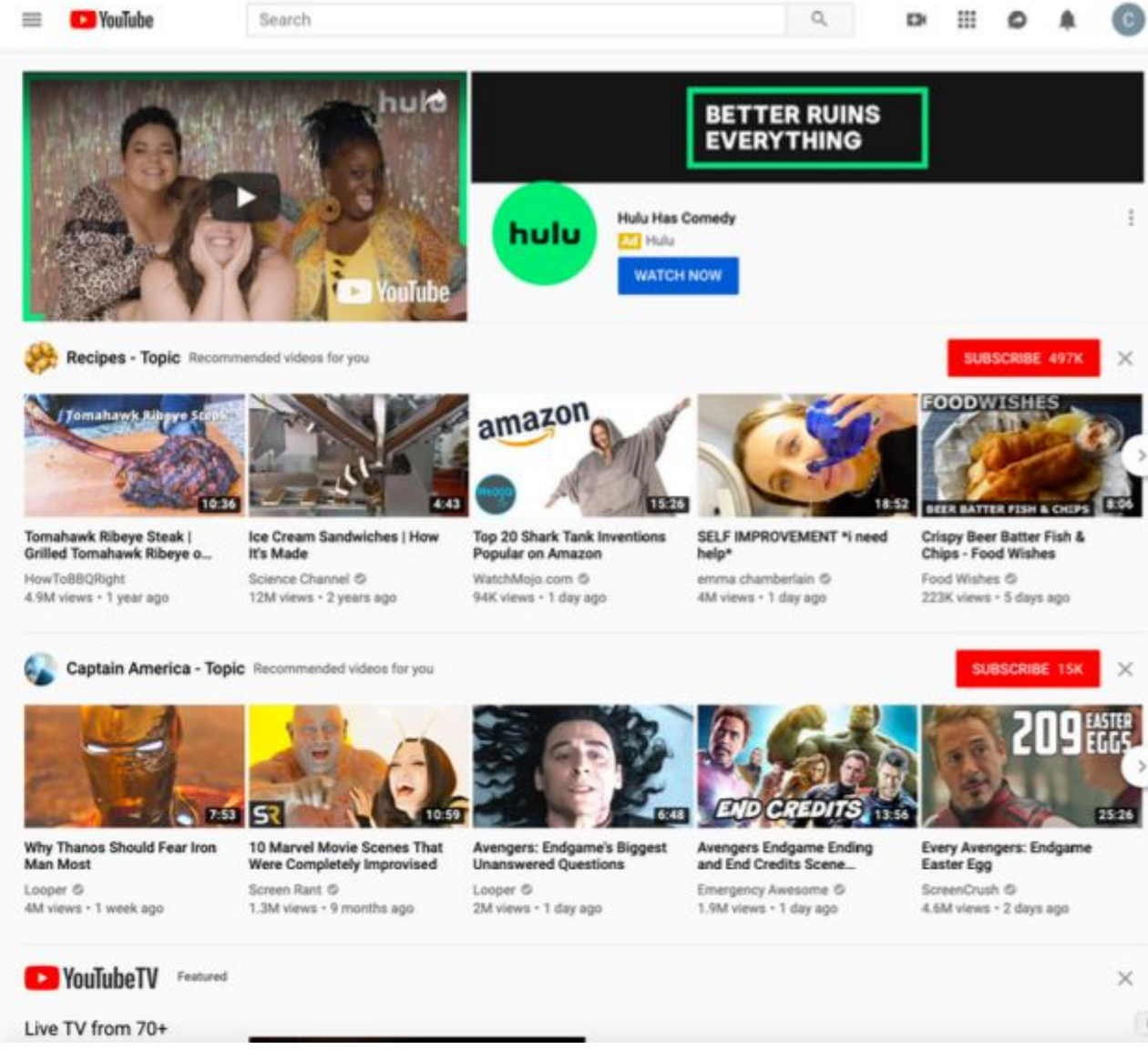
Streams and feeds



Grids

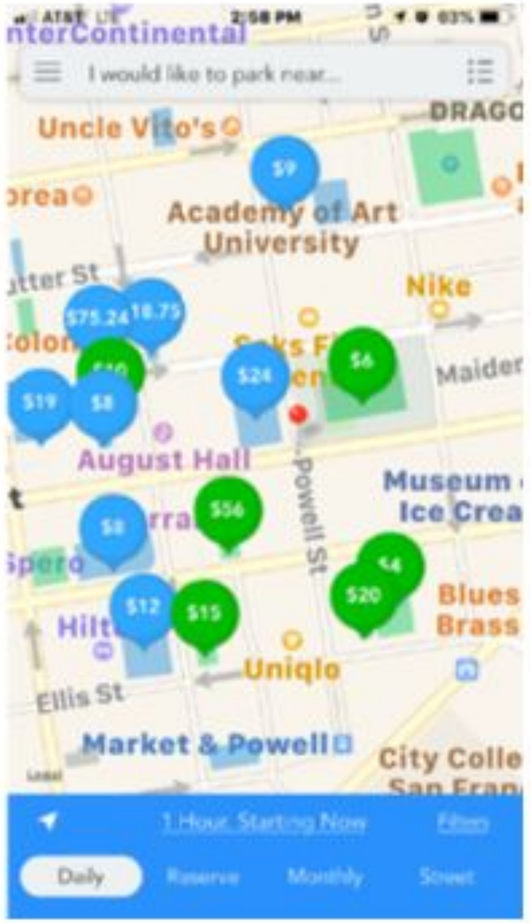

Bēhance
Discover
Livestreams
Jobs
Search...
Log In
Sign Up
Adobe
Julie Guillem 258 2.2k
MORPHORIA COLLECTIVE 499 3.7k
Yiyi Zheng 458 3.3k
Multiple Owners 452 5.4k
Voyager . 735 4.1k
Reuben Wu 838 6k
Han Gao 735 6.7k
Jared Nickerson 644 3.7k
More Behance
English
TOU Privacy Community
Help Cookie preferences
Adobe


AT&T
4:27 PM
55%
Search Kindle
ALL
DOWNLOADED
THE HARD THING ABOUT HARD THINGS
84%
BEN HOROWITZ
1%
LOOK BOTH WAYS
DEBBIE MILLMAN
98%
THE MARTIAN
ANDY WEI
1%
hooked
HOW TO BUILD HABIT-FORMING PRODUCTS
Nir Eyal
2%
ZERO TO ONE
NOTES ON STARTUPS, OR HOW TO BUILD THE FUTURE
Peter Thiel
1%
CONVERSATION TACTICS
WINNING WORKPLACE STRATEGIES
PATRICK KING
SAMPLE
Gills
38%
CURMUDGEON'S GUIDE
GETTING AHEAD
SAMPLE
INDISPENSABLE
HOW TO SUCCEED AT
LIBRARY
COMMUNITY
DISCOVER
MORE

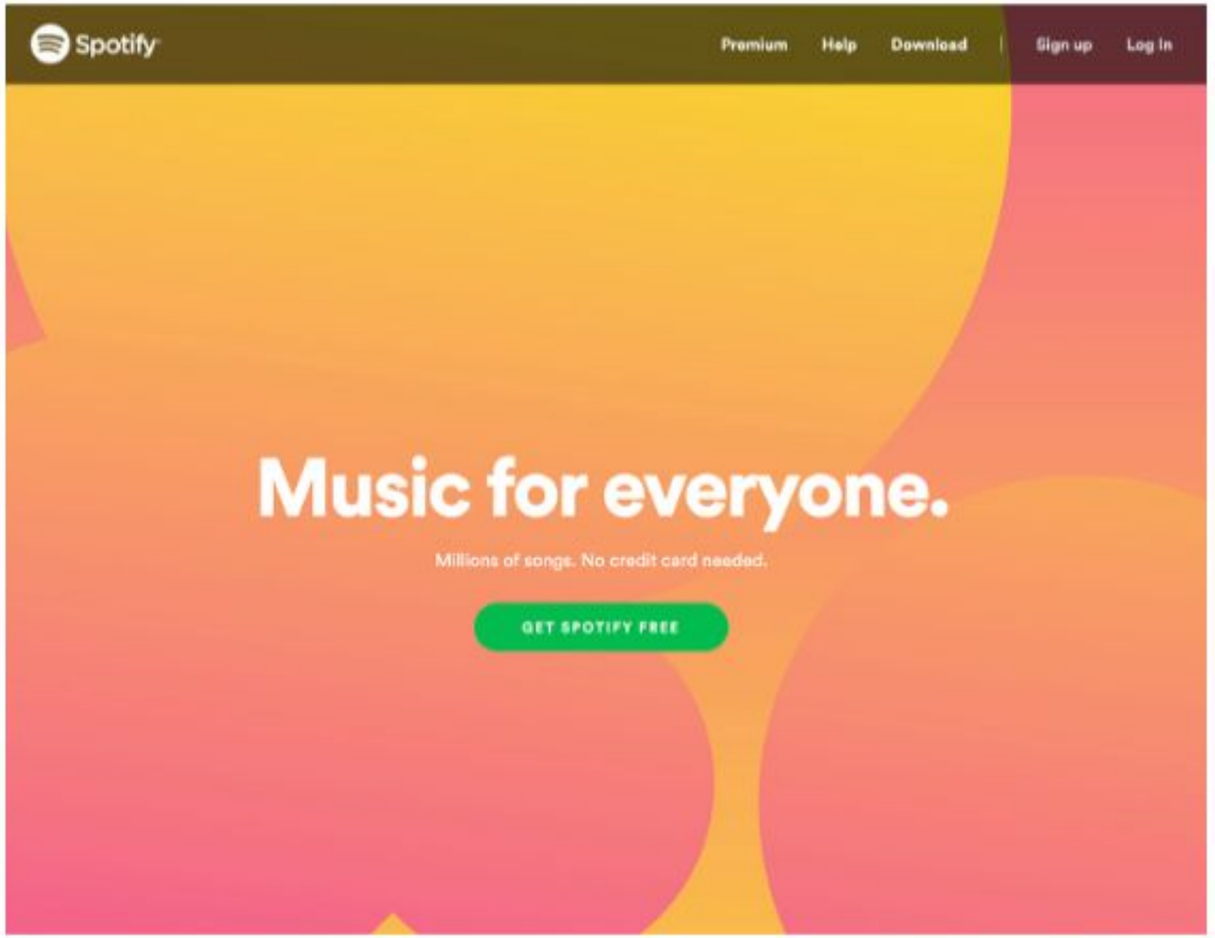

YouTube
Search
BETTER RUINS EVERYTHING
hulu
Hulu Has Comedy
Ad Hulu
WATCH NOW
Recipes - Topic
Recommended videos for you
SUBSCRIBE 497K
Tomahawk Ribeye Steak | Grilled Tomahawk Ribeye o...
HowToBBQRight
4.9M views • 1 year ago
Ice Cream Sandwiches | How It's Made
Science Channel
12M views • 2 years ago
Top 20 Shark Tank Inventions Popular on Amazon
WatchMojo.com
94K views • 1 day ago
SELF IMPROVEMENT *i need help*
emma chamberlain
4M views • 1 day ago
Crispy Beer Batter Fish & Chips - Food Wishes
Food Wishes
223K views • 5 days ago
Captain America - Topic
Recommended videos for you
SUBSCRIBE 15K
Why Thanos Should Fear Iron Man Most
Looper
4M views • 1 week ago
10 Marvel Movie Scenes That Were Completely Improvised
Screen Rant
1.3M views • 9 months ago
Avengers: Endgame's Biggest Unanswered Questions
Looper
2M views • 1 day ago
Avengers Endgame Ending and End Credits Scene...
Emergency Awesome
1.9M views • 1 day ago
Every Avengers: Endgame Easter Egg
ScreenCrush
4.6M views • 2 days ago
YouTubeTV
Featured
Live TV from 70+

Padrões para **focus**

Mobile direct access

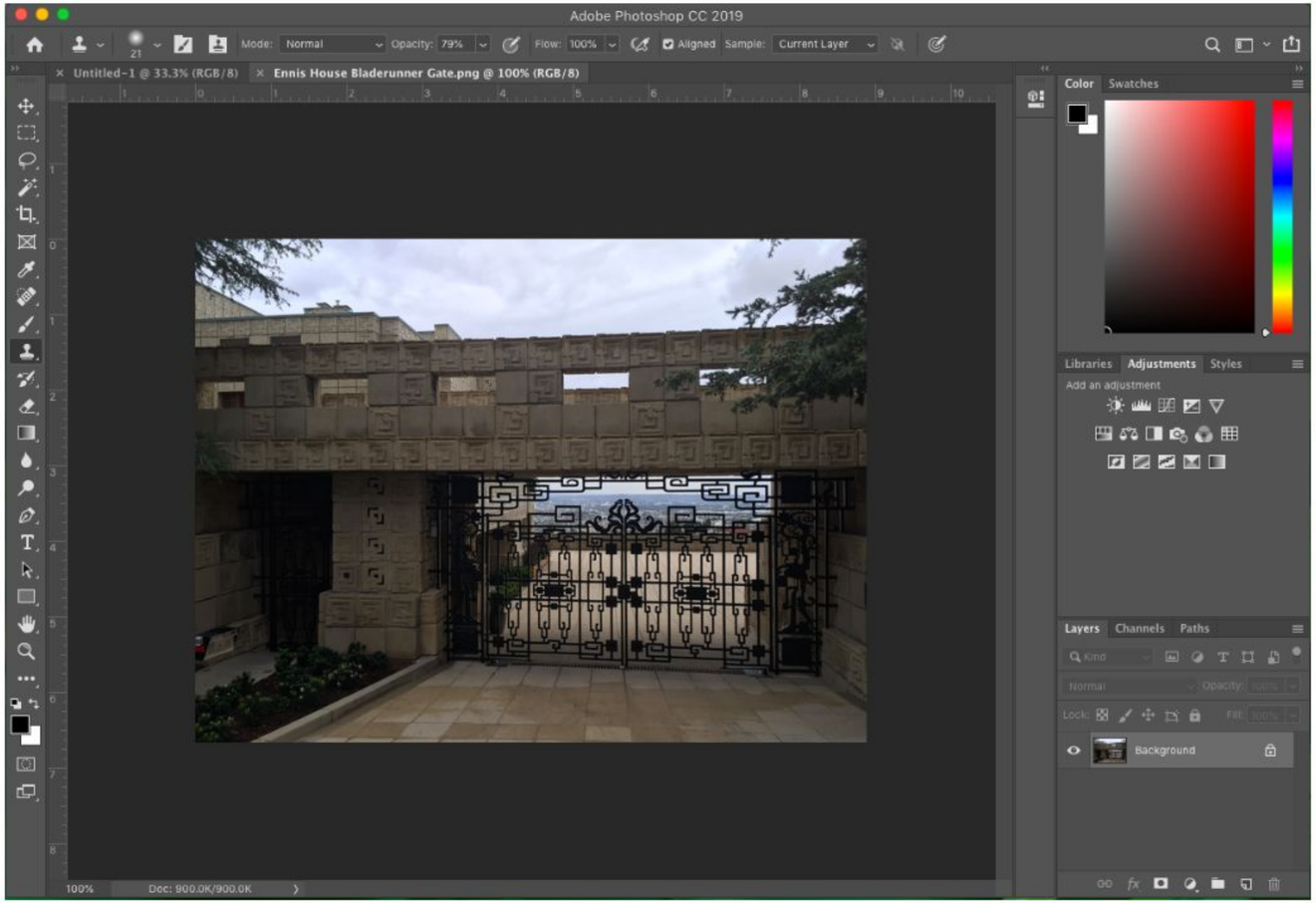


Single entry point

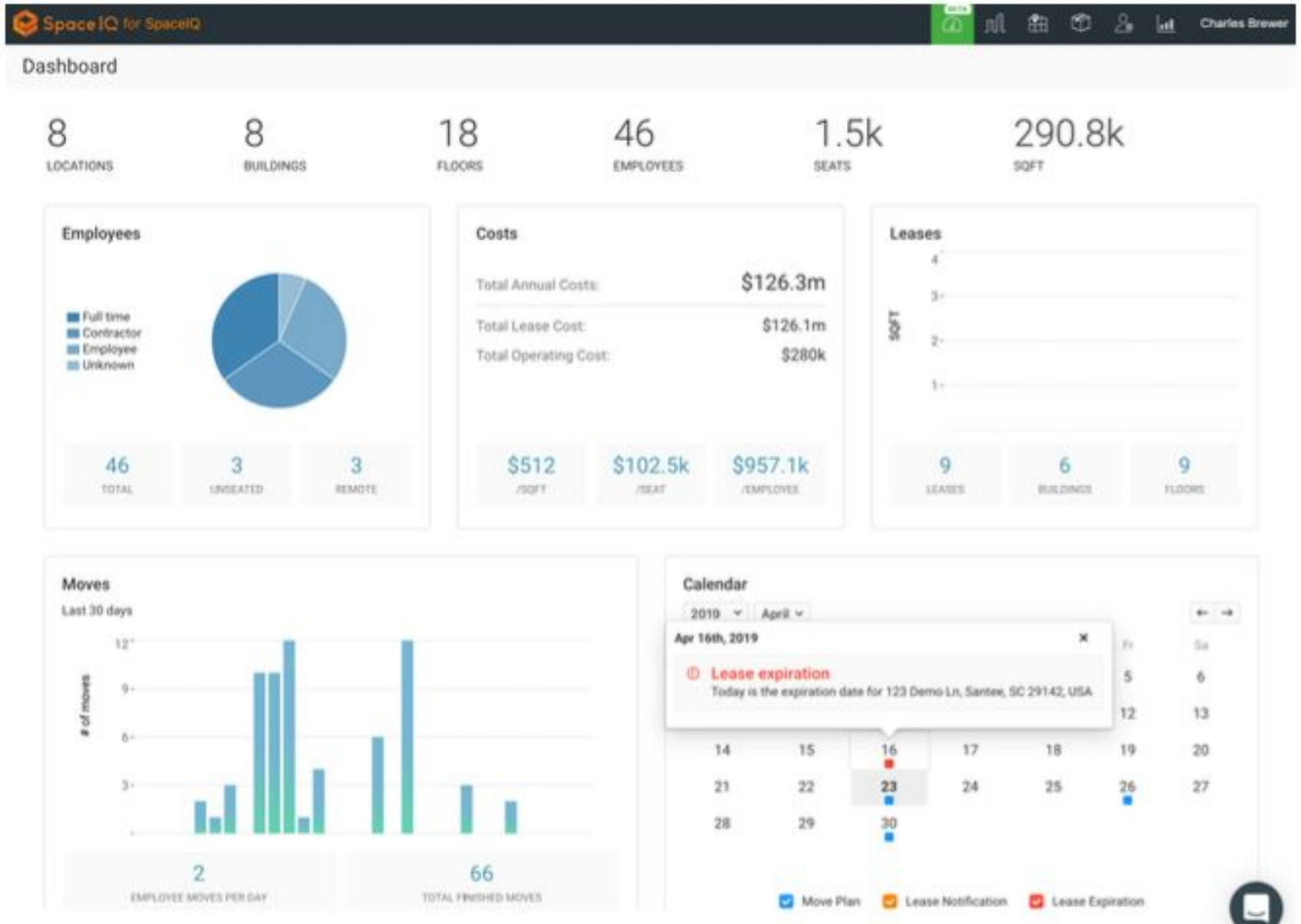


Padrões para **make**

Canvas

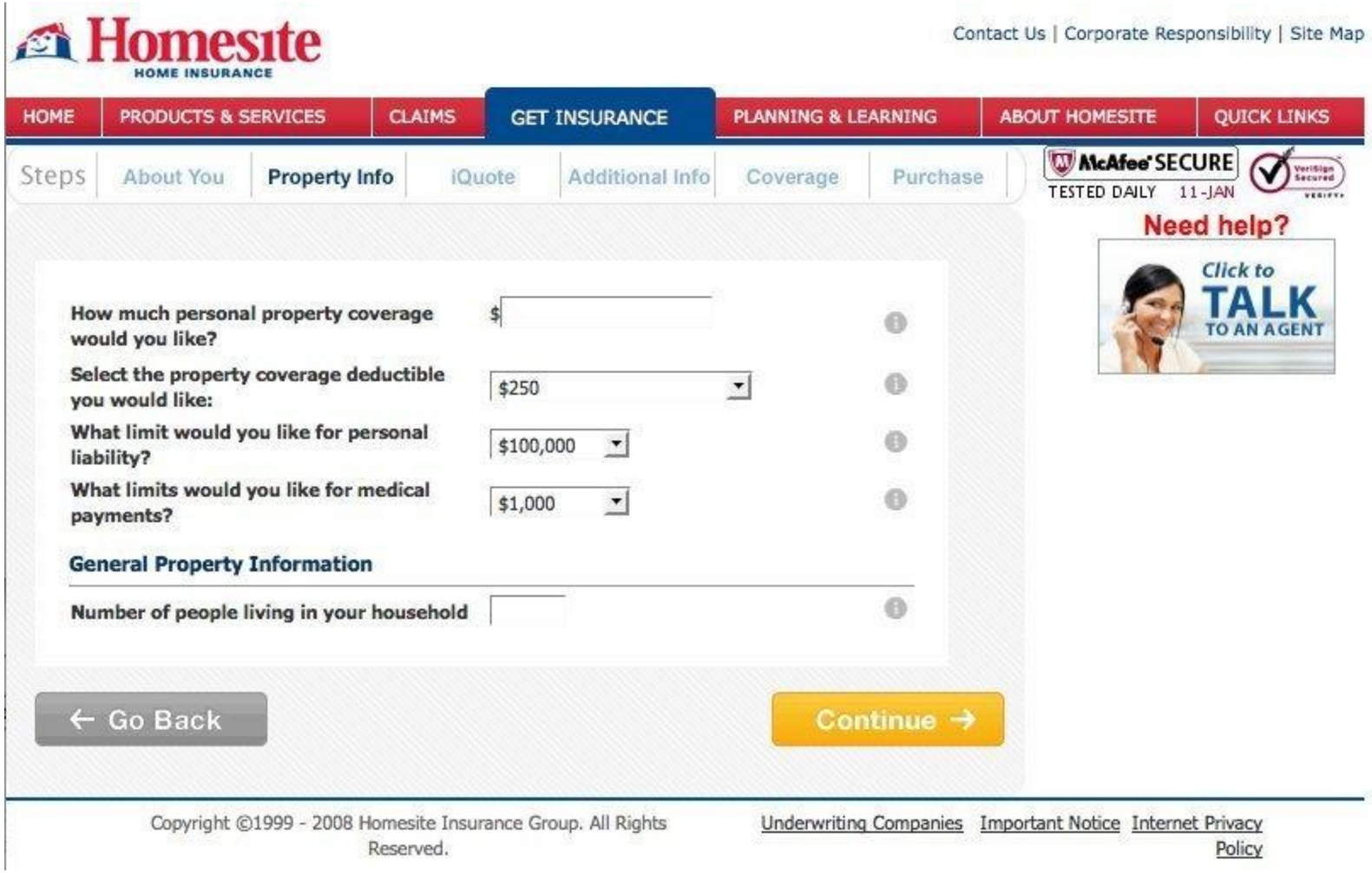

Adobe Photoshop CC 2019
Mode: Normal
Opacity: 79%
Flow: 100%
Aligned
Sample: Current Layer
Untitled-1 @ 33.3% (RGB/8)
Ennis House Bladerunner Gate.png @ 100% (RGB/8)
Color
Swatches
Libraries
Adjustments
Styles
Add an adjustment
Layers
Channels
Paths
Background
100%
Doc: 900.0K/900.0K

Dashboard


SpaceIQ for SpaceIQ
Charles Brewer
Dashboard
8
LOCATIONS
8
BUILDINGS
18
FLOORS
46
EMPLOYEES
1.5k
SEATS
290.8k
SQFT
Employees
Full time
Contractor
Employee
Unknown
46
TOTAL
3
UNSEATED
3
REMOTE
Costs
Total Annual Costs:
$126.3m
Total Lease Cost:
$126.1m
Total Operating Cost:
$280k
$512
/SQFT
$102.5k
/SEAT
$957.1k
/EMPLOYEE
Leases
SQFT
9
LEASES
6
BUILDINGS
9
FLOORS
Moves
Last 30 days
# of moves
2
EMPLOYEE MOVES PER DAY
66
TOTAL FINISHED MOVES
Calendar
2019
April
Apr 16th, 2019
Lease expiration
Today is the expiration date for 123 Demo Ln, Santee, SC 29142, USA
Move Plan
Lease Notification
Lease Expiration

Padrões para **Do**

Wizards


Homesite
HOME INSURANCE
Contact Us | Corporate Responsibility | Site Map
HOME
PRODUCTS & SERVICES
CLAIMS
GET INSURANCE
PLANNING & LEARNING
ABOUT HOMESITE
QUICK LINKS
Steps
About You
Property Info
iQuote
Additional Info
Coverage
Purchase
McAfee SECURE
TESTED DAILY 11-JAN
Need help?
Click to
TALK
TO AN AGENT
How much personal property coverage would you like?
$
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
← Go Back
Continue →
Copyright ©1999 - 2008 Homesite Insurance Group. All Rights Reserved.
Underwriting Companies
Important Notice
Internet Privacy Policy

Teorias e Modelos

Considerações Éticas

Tiago Massoni

COMPUTAÇÃO
U F C G