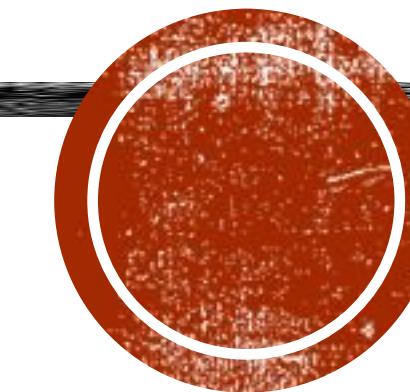

Teorias e Modelos

Considerações Éticas

Tiago Massoni



Concept Idea: Radial Menu UI



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...

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

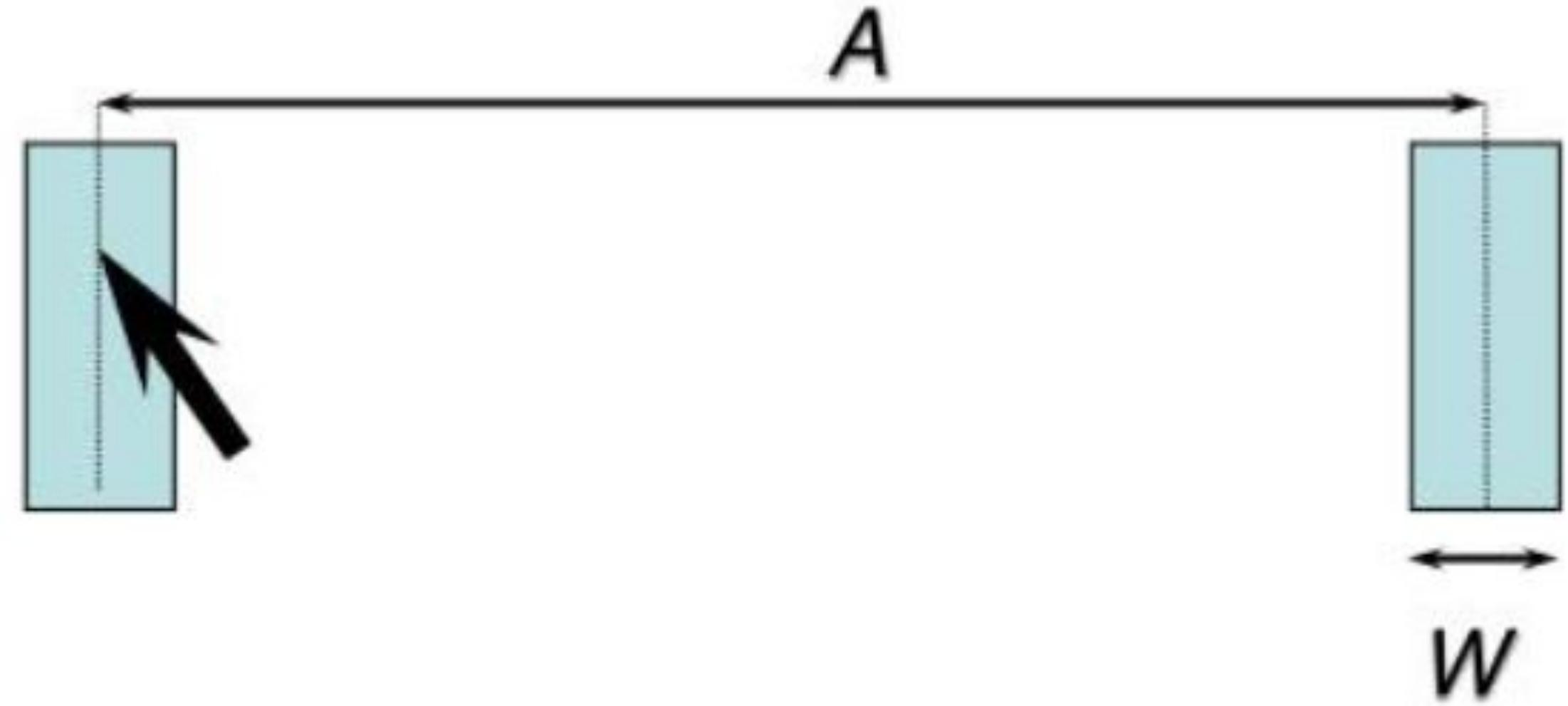
PAUL M. FITTS²

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

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 capacities 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/>

TIAGO LIMA MASSONI

CEEI - UNIDADE ACADÉMICA SISTEMAS E COMPUTAÇÃO (11.02.02)

Semestre atual: 2023.2



Módulos



Caixa Postal



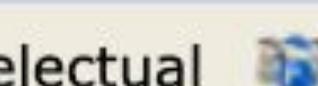
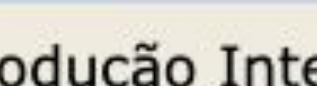
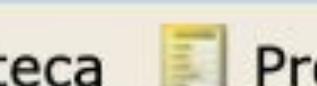
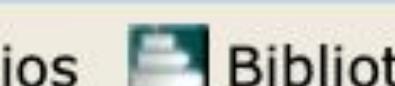
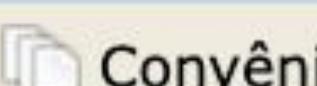
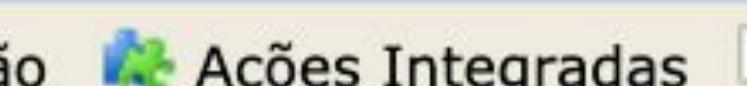
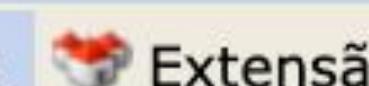
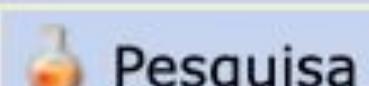
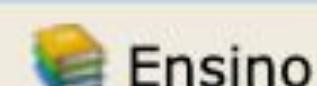
Abrir Chamado



Menu Docente



Alterar senha



Área Qualis/Capes

Grupos de Pesquisa

Solicitação de Apoio

Projetos de Pesquisa

Planos de Trabalho

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Proposta de Criação de Grupo de Pesquisa

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Regulamento dos Cursos de Graduação

Não há nenhuma turma.

MINHAS TURMAS

* Total de Cursos

** Total de Aulas

*** A turma

COMUNIDADES

ma aberta encontrada
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da na turma ou subturma

semana atual.

nunidade Virtual

nunidades Virtuais

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 Adults0 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](#)

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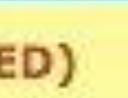


From LONDON (STANSTED)

Fares include taxes, fees & charges

from

Aarhus



From EAST MIDLANDS

Fares include taxes, fees & charges

from

Barcelona (Girona)

£10.00

Hotel DealsRooms from only
£17/€25**Cheap Car Hire****Todays Jackpot****Travel Deals**
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HOTEL DEALS
CREDIT CARD
AIRPORT COACH
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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.



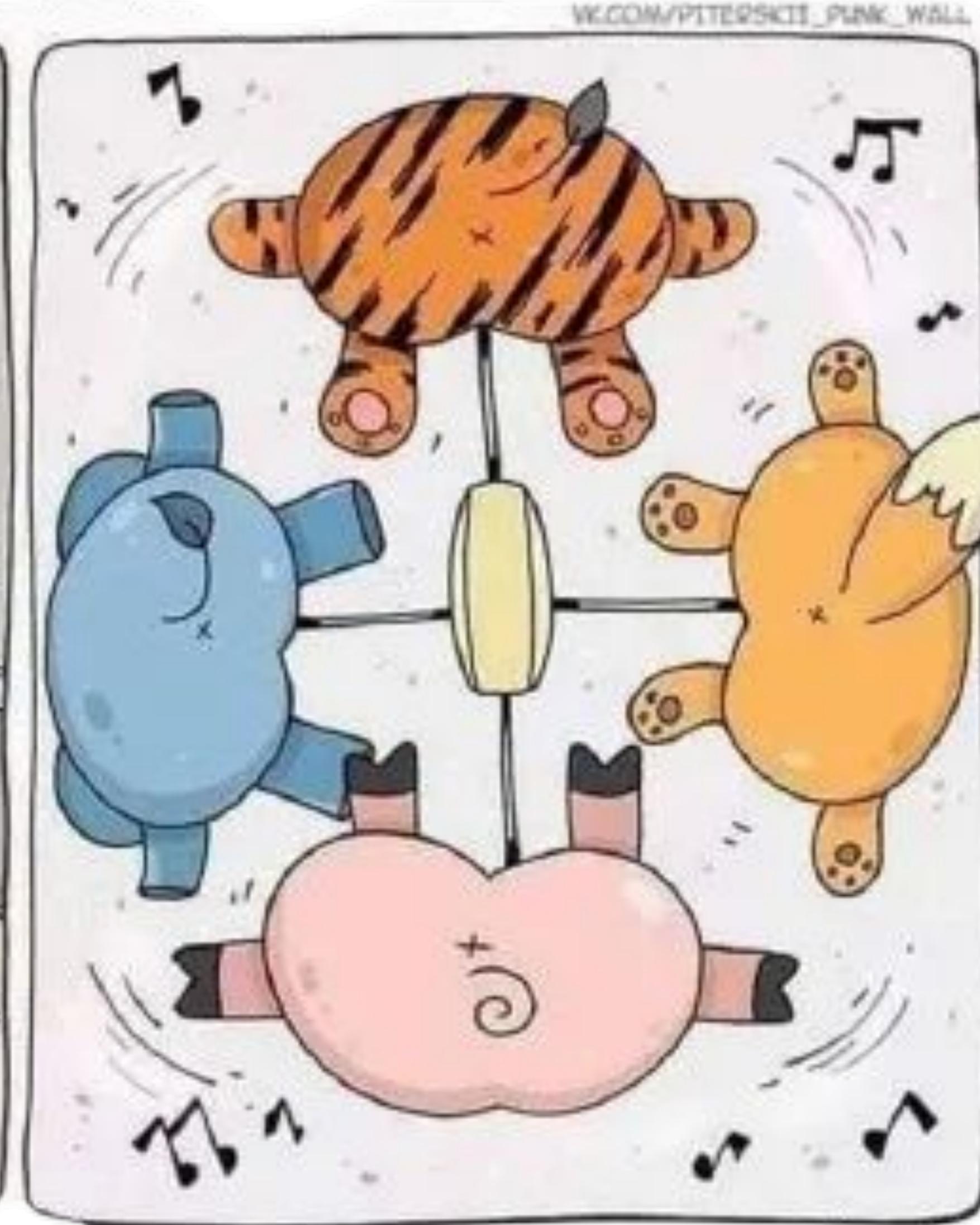
Lei de Hick

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

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
METÁ**

**VERDADEIRA SÉQUÊNCIA
DE OPÇÕES**

**EXECUÇÃO FÍSICA
DA AÇÃO**

MUNDO

**Quero apagar os emails
desnecessários**

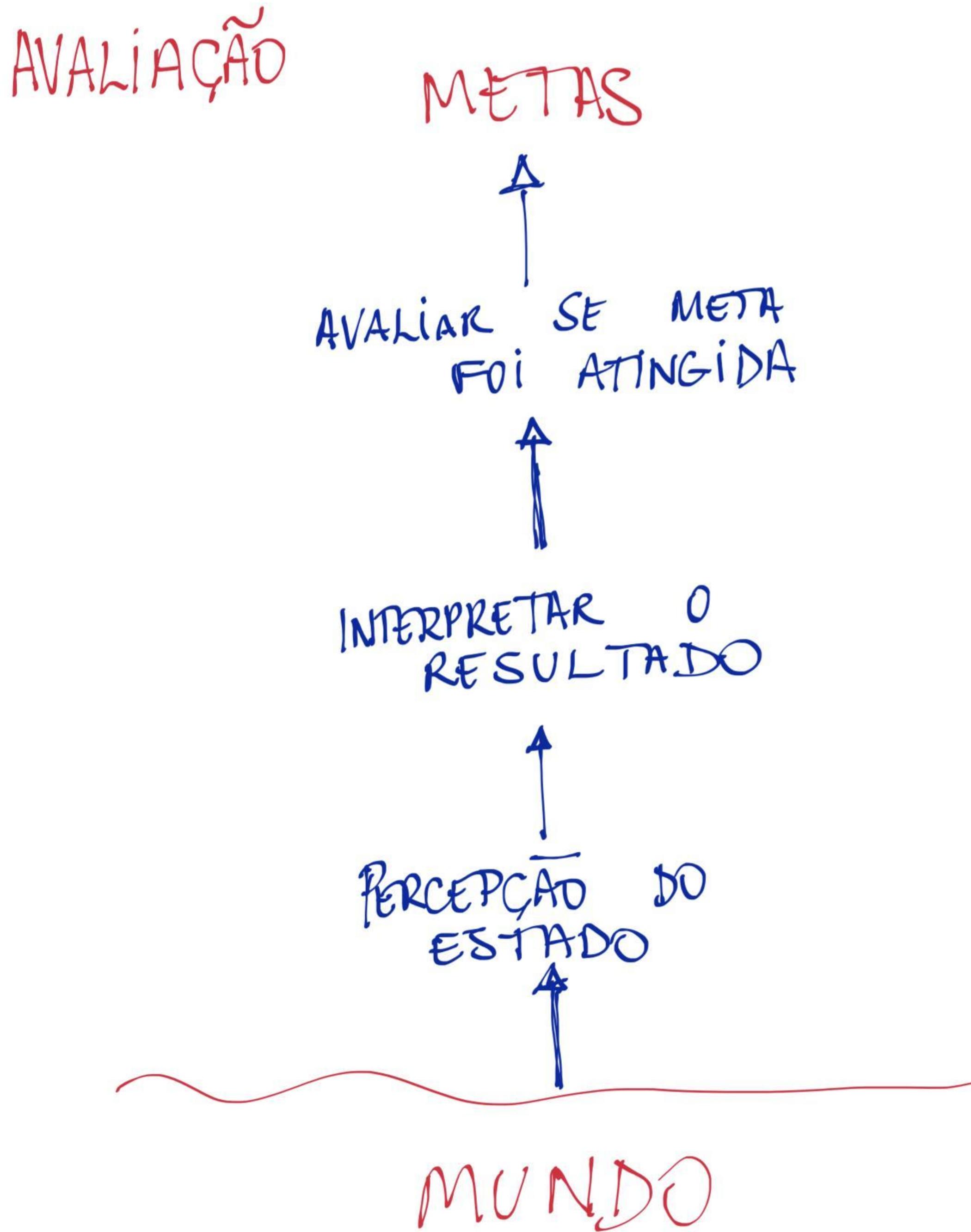
A lacuna de execução: “as ações fornecidas pelo sistema correspondem às ações pretendidas pela pessoa?” (NORMAN, 2006, p. 77)

**Tenho que tocar nos emails
e selecionar**

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

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

**Quero apagar os emails
desnecessários**



OK, emails apagados

**Ok, entendi, trash é
lixo, posso desfazer**

Notificação

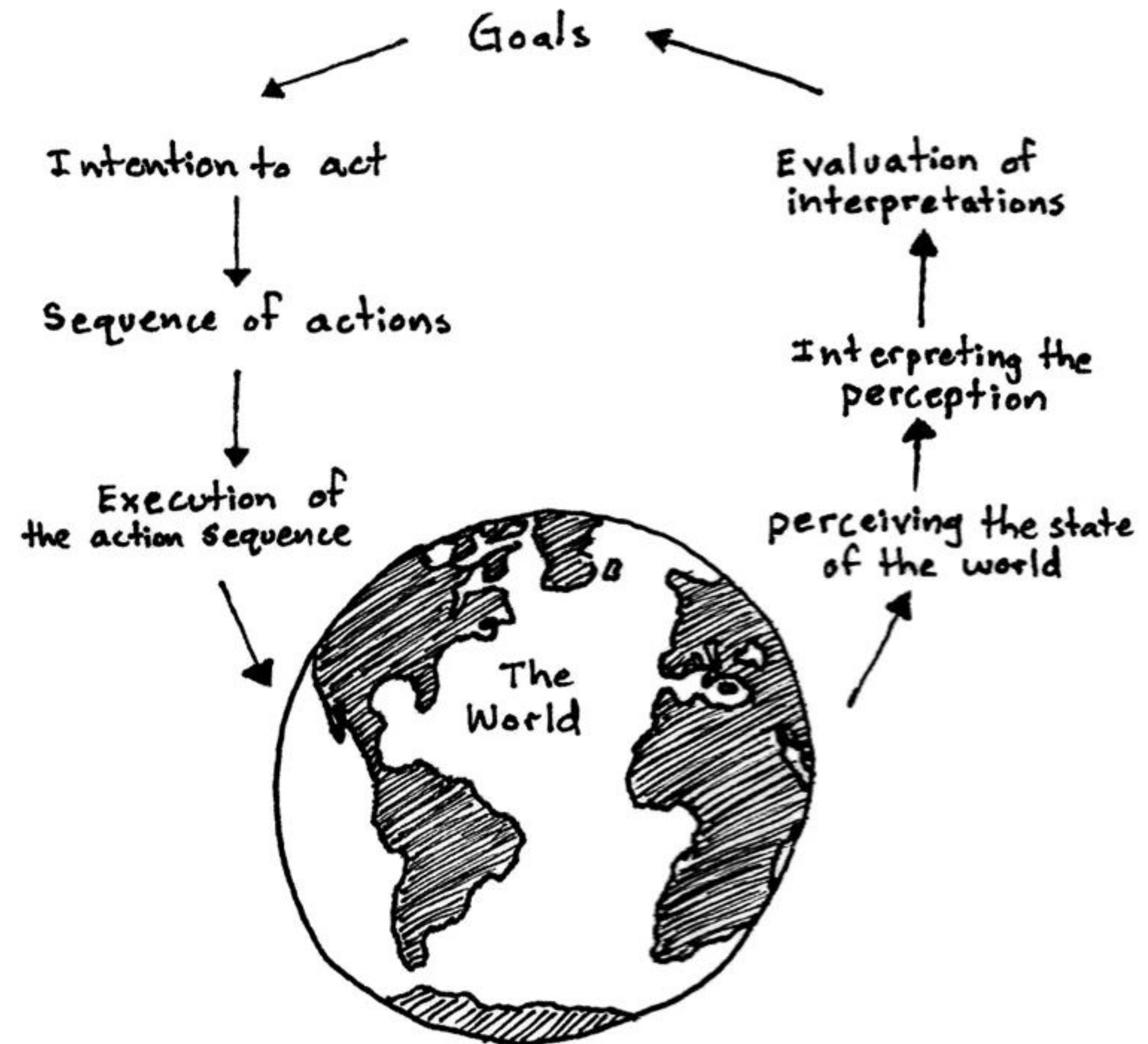
A lacuna de avaliação: “o sistema oferece uma representação física que possa ser percebida facilmente e seja imediatamente interpretável em termos de intenções e expectativas da pessoa?”
(NORMAN, 2006, p. 77)

Quero apagar os emails desnecessários

OK, emails apagados

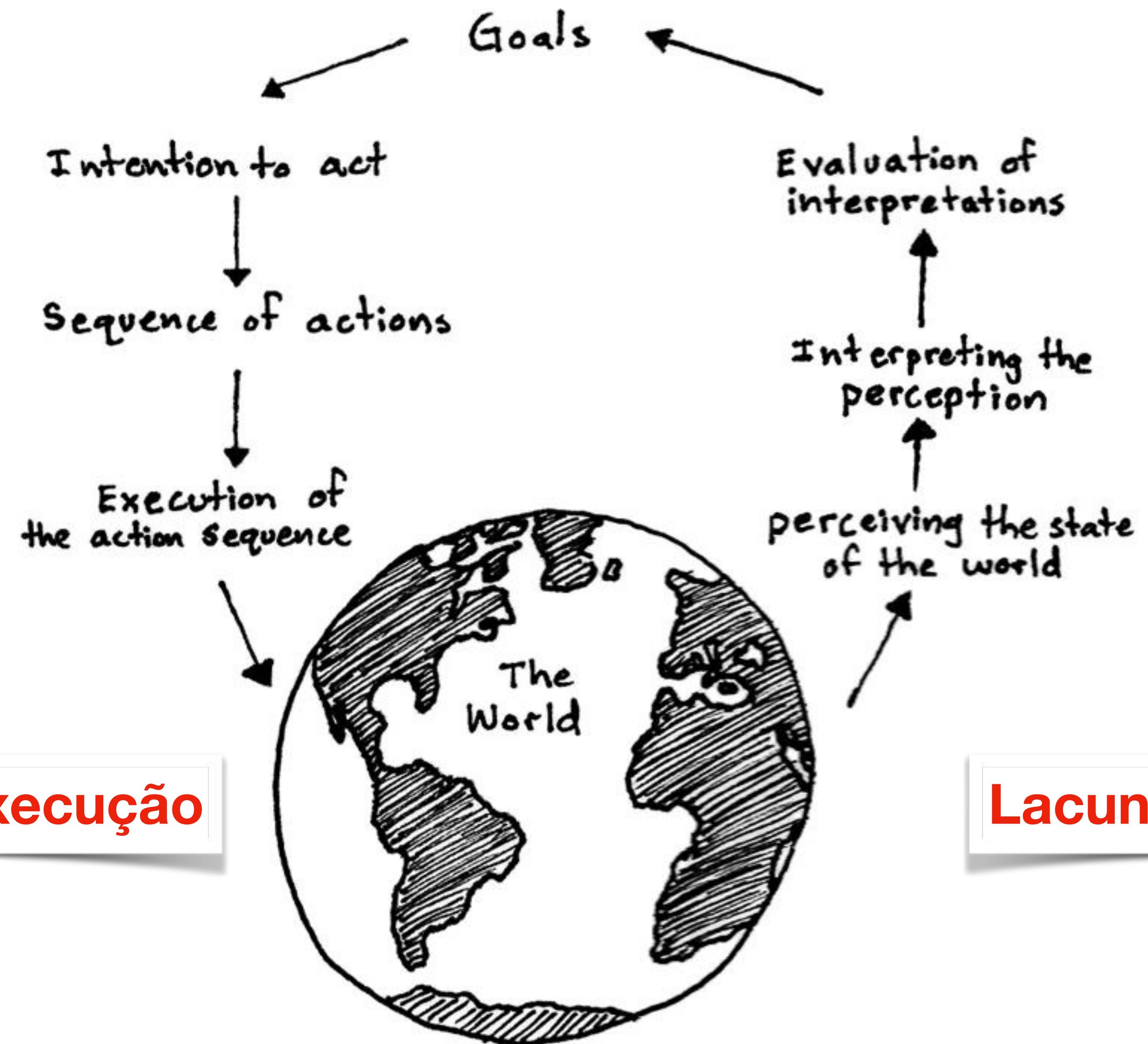
Ok, entendi, trash é lixo, posso desfazer

Notificação



Seven Stages of an Action

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



Seven Stages of an Action

Ética no Design de UI/UX

FOLHA DE S.PAULO



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

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Malone Lodge Hotel & Apartments ★★★★

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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!

8.2

Very good
1,379 reviews

£71

includes taxes and charges

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Bestseller



Maldron Hotel Belfast City

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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.

9.0

Superb
2,215 reviews
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

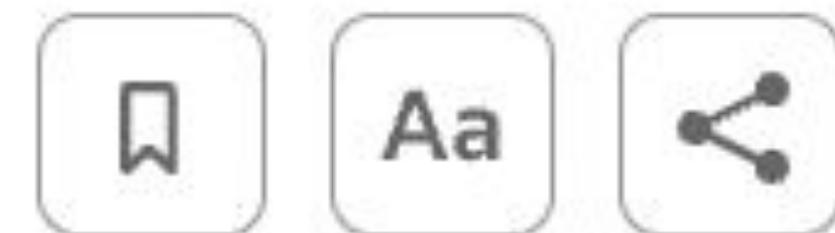
Among the 100 most popular smartphone apps, you can find Facebook software in 61 of them, app research firm Sensor Tower told me. Facebook also has trackers in about 25 percent of websites, [according to privacy software maker Ghostery](#).

Technology

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

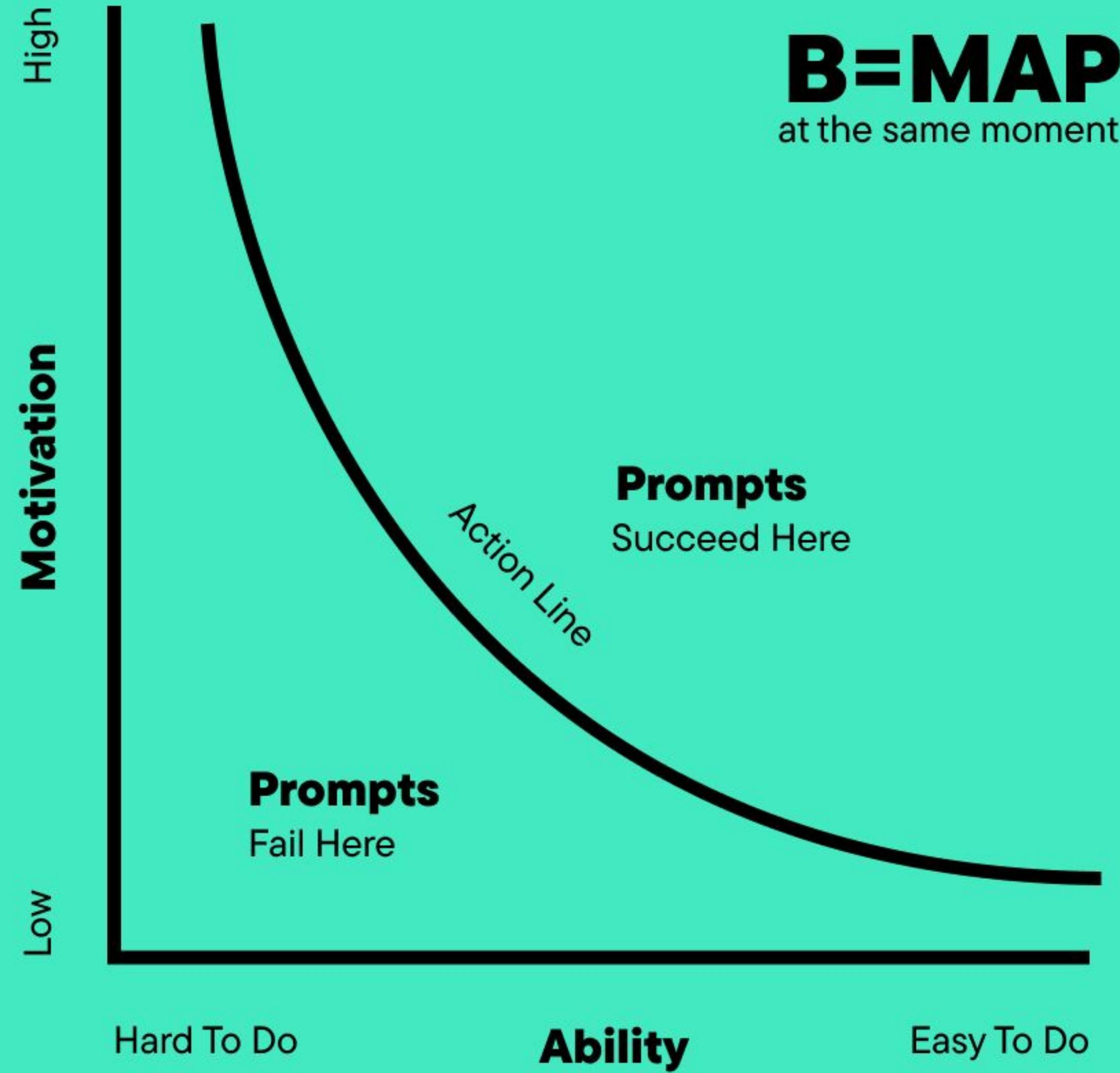
By Byron Kaye

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

Brown Undergraduate Journal of Public Health

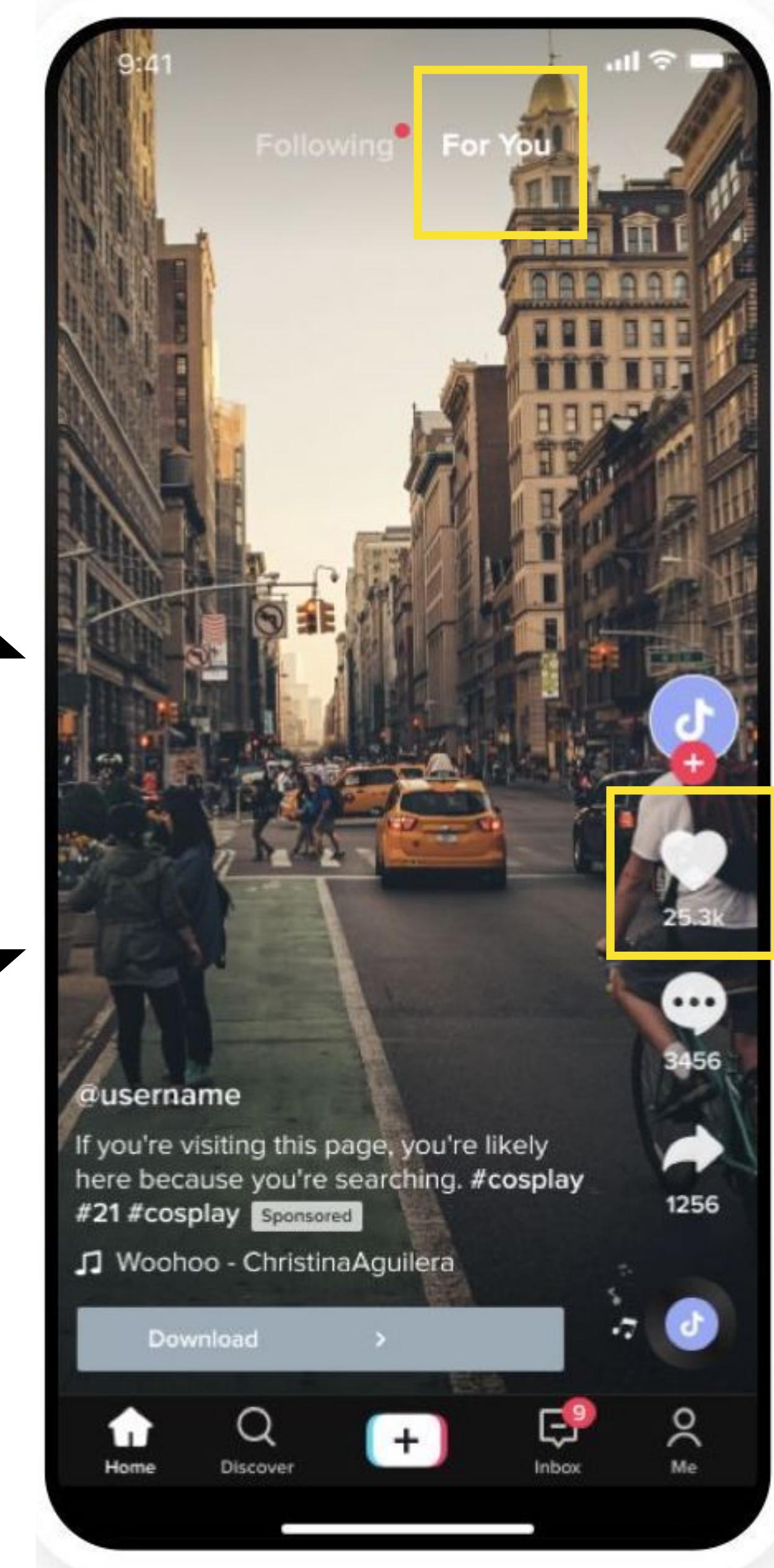
A publication of the Brown University School of Public Health

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.facebook.com

facebook Create New Account

Log in to Facebook

Email address or phone number

Password

Log In

Forgotten account?

or

Create New Account

Log in to your PayPal account × +

Not Secure | paypal--accounts.com

PayPal

Email or mobile number

Password

Log In

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?

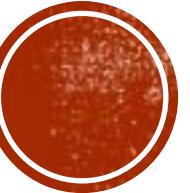
Respeito

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?

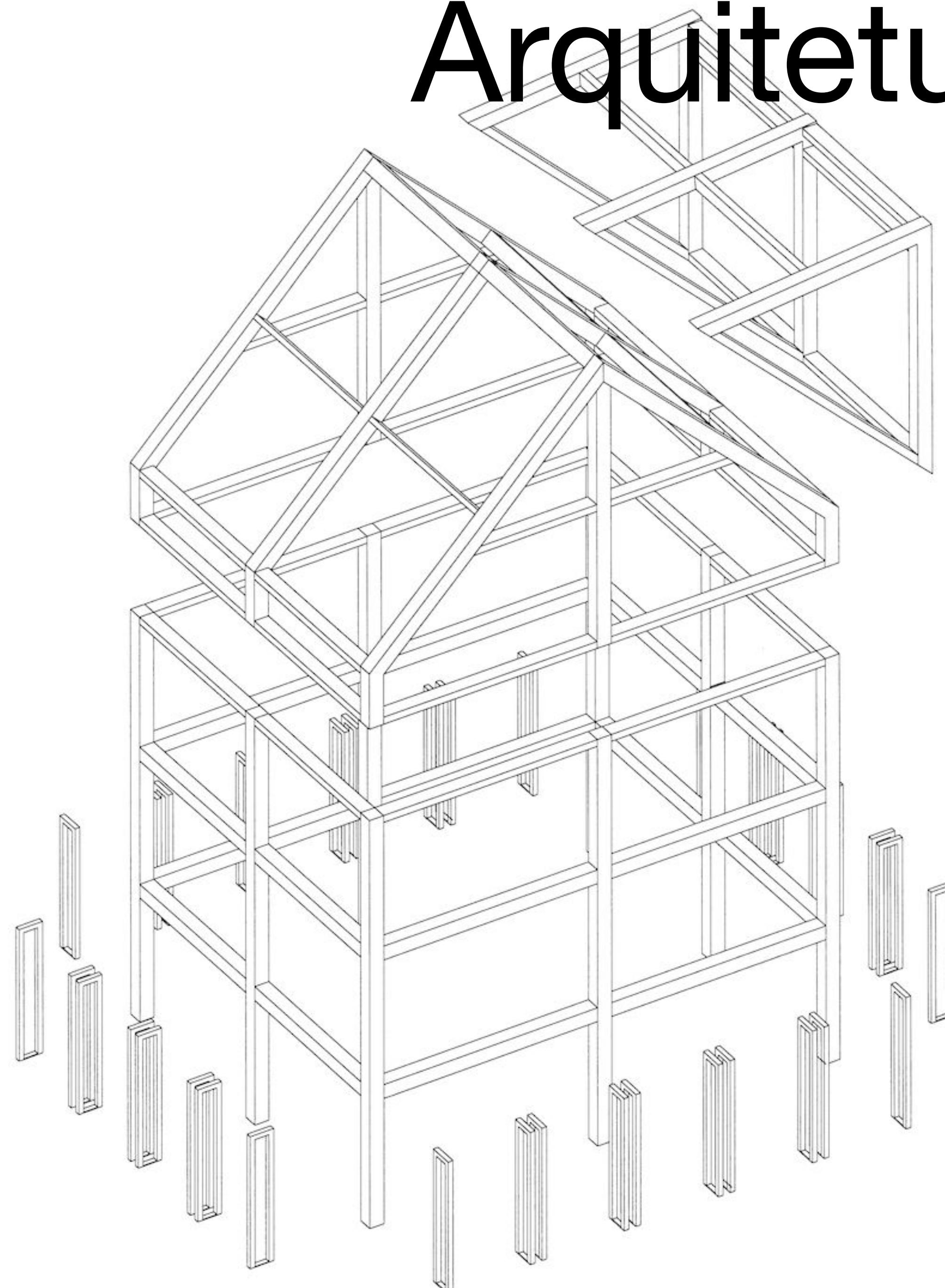
Arquitetura da informação



Como se faz design?

Usamos **padrões**, não reinventamos a roda

Arquitetura da informação



Estrutura e organização
da informação no
espaço digital

Organizando informação

CHECK YOUR SYMPTOMS FIND A DOCTOR FIND LOWEST DRUG PRICES

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Common Food Preservative May Make You Eat

Hierarquia Categória



TIAGO LIMA MASSONI

CEEI - UNIDADE ACADÉMICA SISTEMAS E COMPUTAÇÃO (11.02.02)

Semestre atual: 2023.2



Módulos



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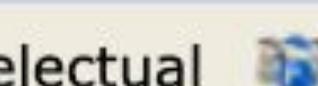
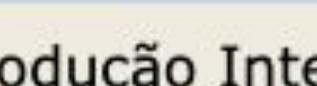
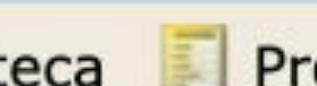
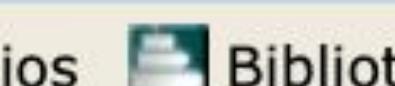
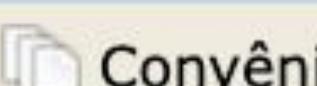
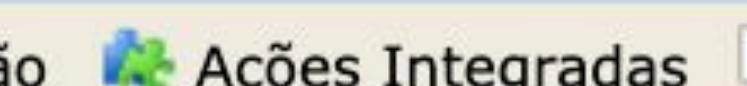
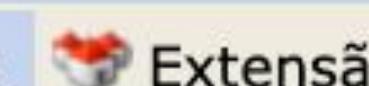
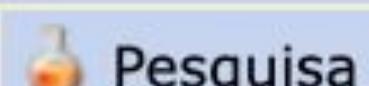
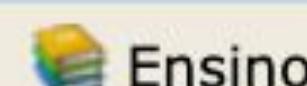
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Menu Docente



Alterar senha



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LATCH (Wurman 2001)

Location

Alphabetical

Time

Category

Hierarchy



Screen Types (Theresa Neil, 2010)

Overview

Focus

Make

Do



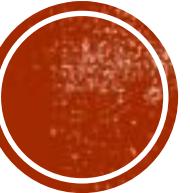
Screen Types (Theresa Neil, 2010)

Overview: mostrar conjunto de coisas

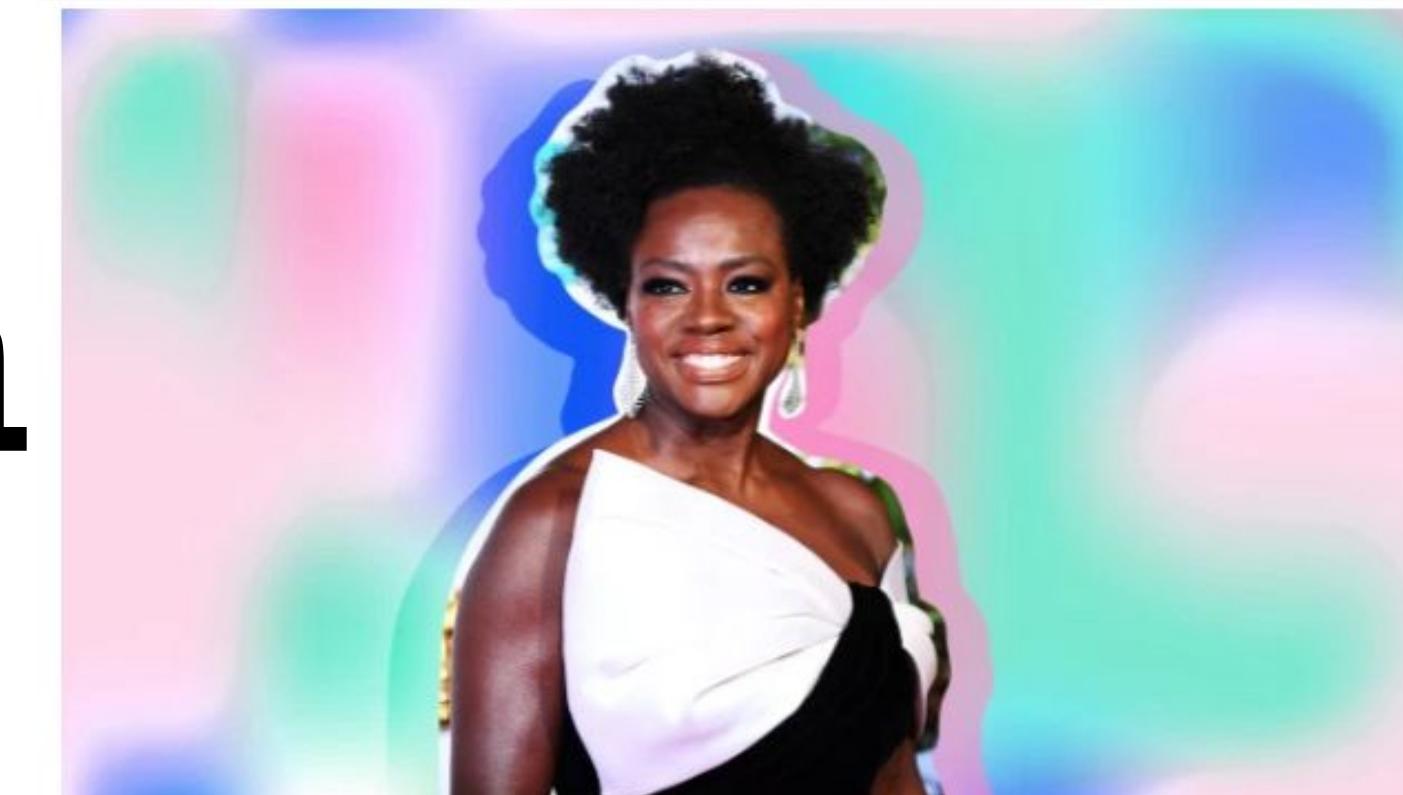
Focus: mostrar um elemento único

Make: ferramentas para criar algo

Do: Facilitar uma tarefa única



Padrões para



Viola Davis On Diabetes, Motherhood & Asking For The Top



My Body Can Have a Baby But My Finances Can't

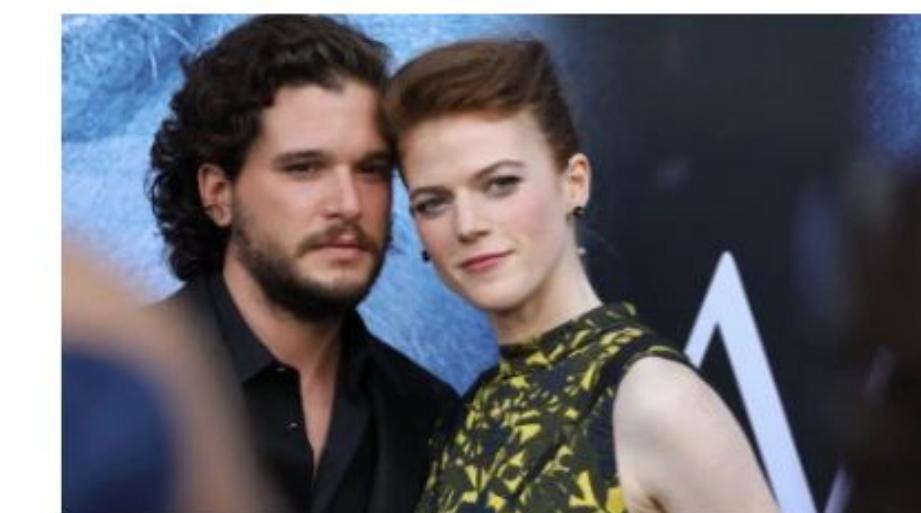
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ENTERTAINMENT

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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



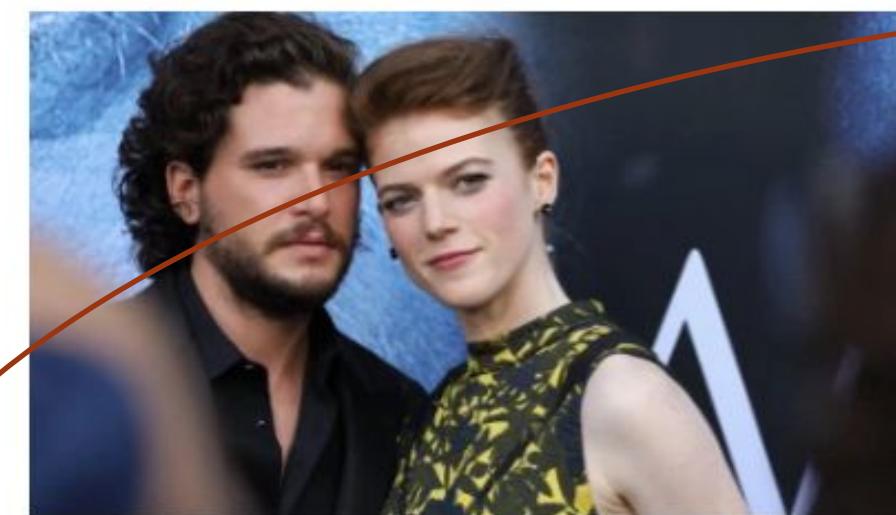
Viola Davis On Diabetes, Motherhood & Asking For The Top



My Body Can Have a Baby But My Finances Can't

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ENTERTAINMENT

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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.

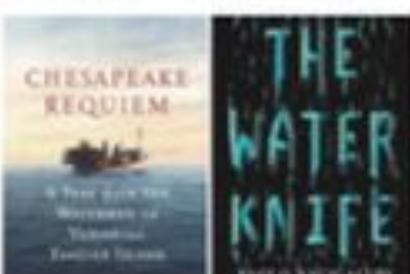
Peter Aldhouse - 1 day ago



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?

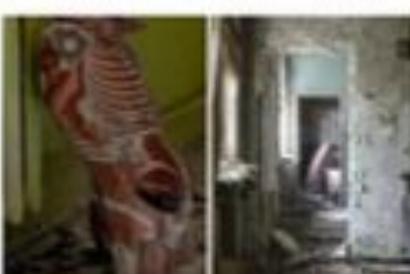
Peter Aldhouse - 2 days ago



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.

Arianna Rebolini - 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.

Gabriel H. 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."

Gabriel H. Sanchez - 2 days ago

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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"
- Chemow 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

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, Quilette

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 Kraushar, National Journal

Democrats Would Be Mad to Nominate Biden in 2020 Mehdi Hasan, The Intercept

Mick Mulvaney on the White House, 2020 and Mueller Pliott & 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 SG 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

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Mitch McConnell	23.5	46.3
Chuck Schumer	28.0	39.7

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Grids

The image is a collage of 12 screenshots from different Adobe platforms, demonstrating various uses of grids in design:

- Behance:** A grid-based interface for sharing creative work. It shows a 3x4 grid of projects:
 - Top-left: Julie Guillen's illustration of a futuristic landscape.
 - Top-middle: Morphoria Collective's "Morphoria x Team D x Morphoria x TOKYO TRACKS 2021" poster.
 - Top-right: Yiyi Zheng's colorful traditional Chinese architectural illustration.
 - Middle-left: Voyager.'s colorful autumn scene with a wooden structure.
 - Middle-middle: Reuben Wu's abstract painting featuring a large white flower.
 - Middle-right: Han Gao's minimalist grid-based graphic design.
 - Bottom-left: A dark image of a car's interior.
 - Bottom-middle: A dark image of a person's head.
 - Bottom-right: A dark image of a textured surface.
- Adobe Creative Cloud:** Shows a search bar and a grid of categories.
 - Search bar: "Search..."
 - Categories: Morphoria x Team D x Morphoria x TOKYO TRACKS 2021, MORPHORIA COLLECTIVE, Yiyi Zheng, Multiple Owners, Voyager., Reuben Wu, Han Gao, Jared Nickerson.
- Adobe Stock:** Shows a grid of stock images.
 - Category: BASE

Common UI elements across the platforms include a blue header bar, a search bar, and a footer bar with links like "Discover", "Livestreams", "Jobs", "Log In", "Sign Up", and "More Behance".

AT&T 4:27 PM 55%

Search Kindle

ALL DOWNLOADED ↑

The Kindle app interface displays a grid of 12 downloaded books. The books include:

- THE HARD THING ABOUT HARD THINGS** by Ben Horowitz (84% completion)
- LOOK BOTH WAYS** by Debbie Millman (1% completion)
- THE MARTIAN** by Andy Weir (98% completion)
- hooked** by Nir Eyal (1% completion)
- ZERO TO ONE** by Peter Thiel (2% completion)
- CONVERSATION TACTICS** by Patrick King (1% completion)
- GROWTH GILLS** (sample available)
- CURMUDGEON'S GUIDE** (sample available)
- INDISPENSABLE** (sample available)

Bottom navigation bar: LIBRARY (selected), COMMUNITY, DISCOVER, MORE.

YouTube

Search

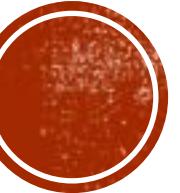
The YouTube homepage features a large Hulu advertisement with the text "BETTER RUINS EVERYTHING" and "Hulu Has Comedy". Below it, there's a "WATCH NOW" button and a "SUBSCRIBE 497K" button. The main content area shows recommended videos under two topics:

- Recipes - Topic**: Recommended videos for you:
 - Tomahawk Ribeye Steak | Grilled Tomahawk Ribeye o... (10:36)
 - Ice Cream Sandwiches | How It's Made (4:43)
 - Top 20 Shark Tank Inventions Popular on Amazon (15:26)
 - SELF IMPROVEMENT "I need help" (9:45)
 - Crispy Beer Batter Fish & Chips - Food Wishes (18:52)
 - Food Wishes (8:06)
- Captain America - Topic**: Recommended videos for you:
 - Why Thanos Should Fear Iron Man Most (7:53)
 - 10 Marvel Movie Scenes That Were Completely Improvised (10:59)
 - Avengers: Endgame's Biggest Unanswered Questions (6:48)
 - Avengers Endgame Ending and End Credits Scene... (13:56)
 - Every Avengers: Endgame Easter Egg (25:26)
 - ScreenCrush (4:56)

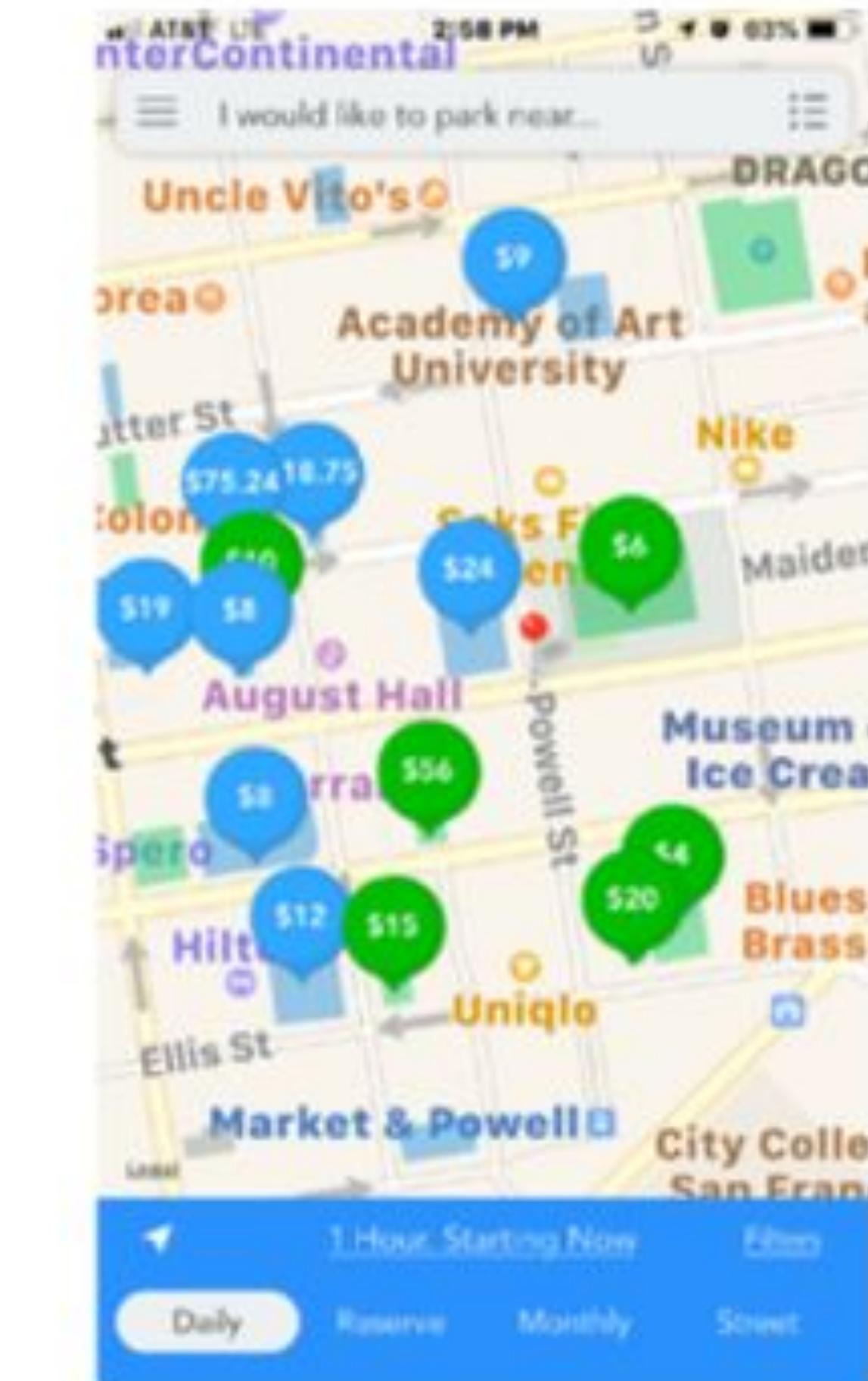
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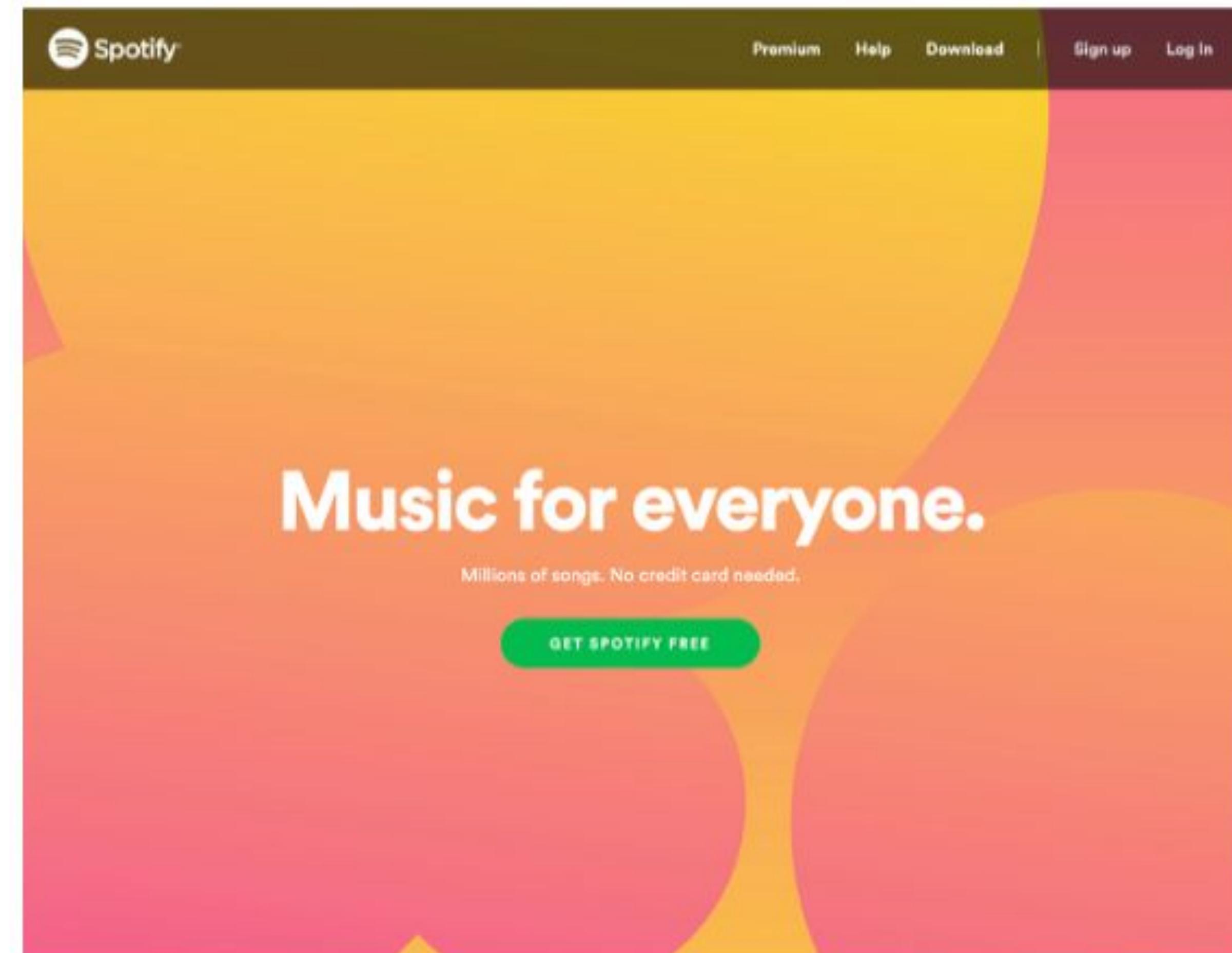
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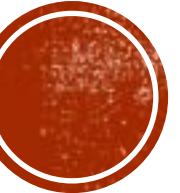
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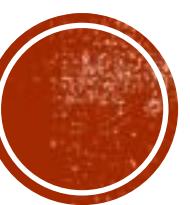
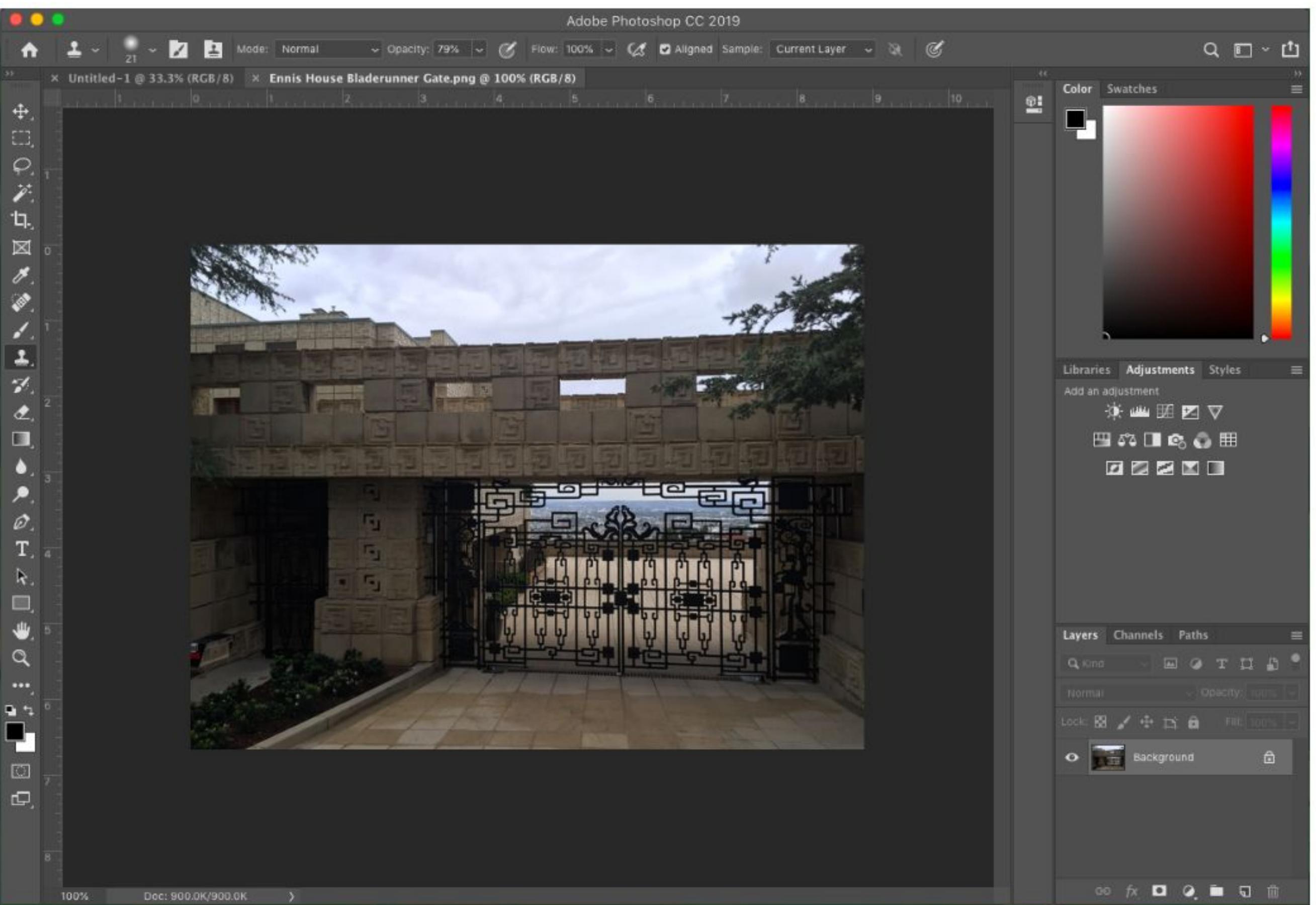
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Padrões para make



Canvas



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	3	3
TOTAL	UNSEATED	REMOTE

Costs

Total Annual Costs:	\$126.3m
Total Lease Cost:	\$126.1m
Total Operating Cost:	\$280k

\$512	\$102.5k	\$957.1k
/SQFT	/SEAT	/EMPLOYEE

Leases

9	6	9
LEASES	BUILDINGS	FLOORS

Moves

Last 30 days

2	66
EMPLOYEE MOVES PER DAY	TOTAL FINISHED MOVES

Calendar

2019 ▾ April ▾

Apr 16th, 2019

ⓘ Lease expiration
Today is the expiration date for 123 Demo Ln, Santee, SC 29142, USA

14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Move Plan Lease Notification Lease Expiration

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Teorias e Modelos

Considerações Éticas

Tiago Massoni

