

# UX DESIGN

Módulo 10



## Parte #1 - UX Design



- ✓ Módulo 1: Introdução ao UX/UI Design
- ✓ Módulo 2: Introdução ao Design Thinking
- ✓ Módulo 3: Os Usuários
- ✓ Módulo 4: User Research - Parte I
- ✓ Módulo 5: User Research - Parte 2
- ✓ Módulo 6: Definição de Problema e Ideação
- ✓ Módulo 7: Usabilidade e Prototipação
- ✓ Módulo 8: Validação e Design Iterativo
- ✓ Módulo 9: UX Writing
- ▶ Módulo 10: Leis e princípios de UX

# Aula #1

## Leis de UX

# Princípios de UX

Princípios cognitivos importantes para entender e estudar a fundo para design de interfaces. Foi criado por Jon Yablonski



# #1 Efeito Estética- Usabilidade

Usuários quase sempre percebem interfaces esteticamente agradáveis como mais fáceis de usar.

Usuários são mais tolerantes a pequenos erros de usabilidade quando a interface lhes parece esteticamente agradável

Leia mais em: <https://www.nngroup.com/articles/aesthetic-usability-effect/>

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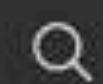


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# #2 Fitt's Law

O tempo para o usuário atingir um alvo é a função da distância e do tamanho do alvo

Elementos que são selecionáveis e importantes devem ser sempre grandes e se localizarem perto do usuário

Leia mais em: [https://www.interaction-design.org/  
literature/topics/fitts-law](https://www.interaction-design.org/literature/topics/fitts-law)



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# #3 A Lei de Hick

O tempo que o usuário leva para tomar uma decisão é relacionada ao número de opções e complexidade de escolha

Diminua o número de opções, simplifique o número de opções quebrando as tarefas em tarefas menores

Leia mais em: [https://www.interaction-design.org/  
literature/article/hick-s-law-making-the-choice-easier-for-  
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- List item 3
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- List item 6
- List item 7
- List item 8
- List item 9

**EASIER**

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- List item 4
- List item 5
- List item 6

**EASIEST**

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- List item 6



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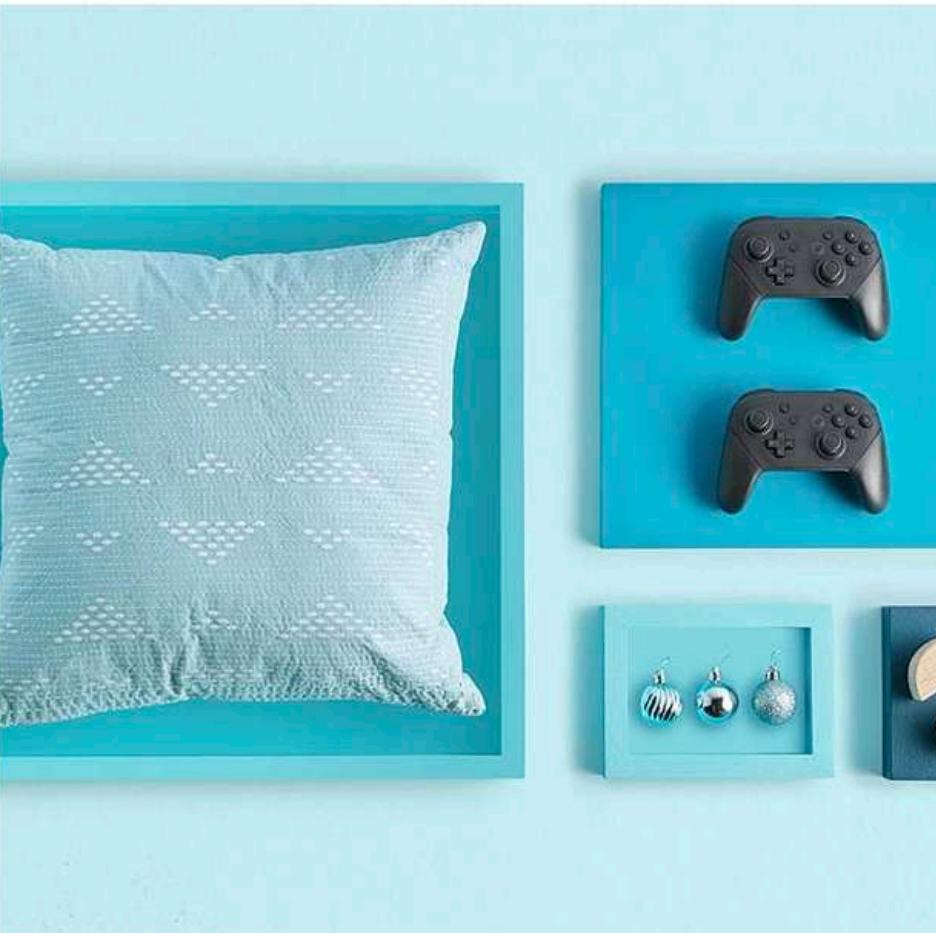


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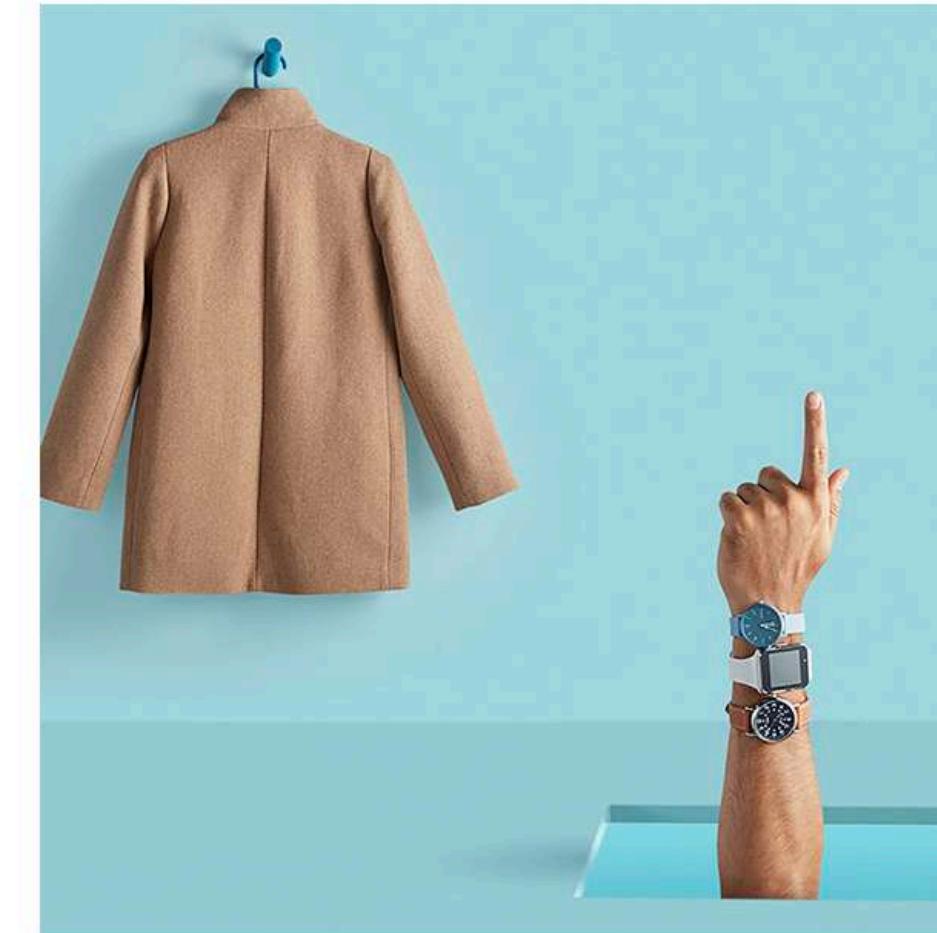
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# #4 A Lei de Jakob

Usuários passam a maior parte do tempo deles em outras interfaces. Isso significa que eles vão preferir que a sua seja parecida com interfaces que eles já conhecem

Simplifique a curva de aprendizagem usando padrões de interfaces familiares ao usuário

Leia mais em: <https://www.nngroup.com/people/jakob-nielsen/>

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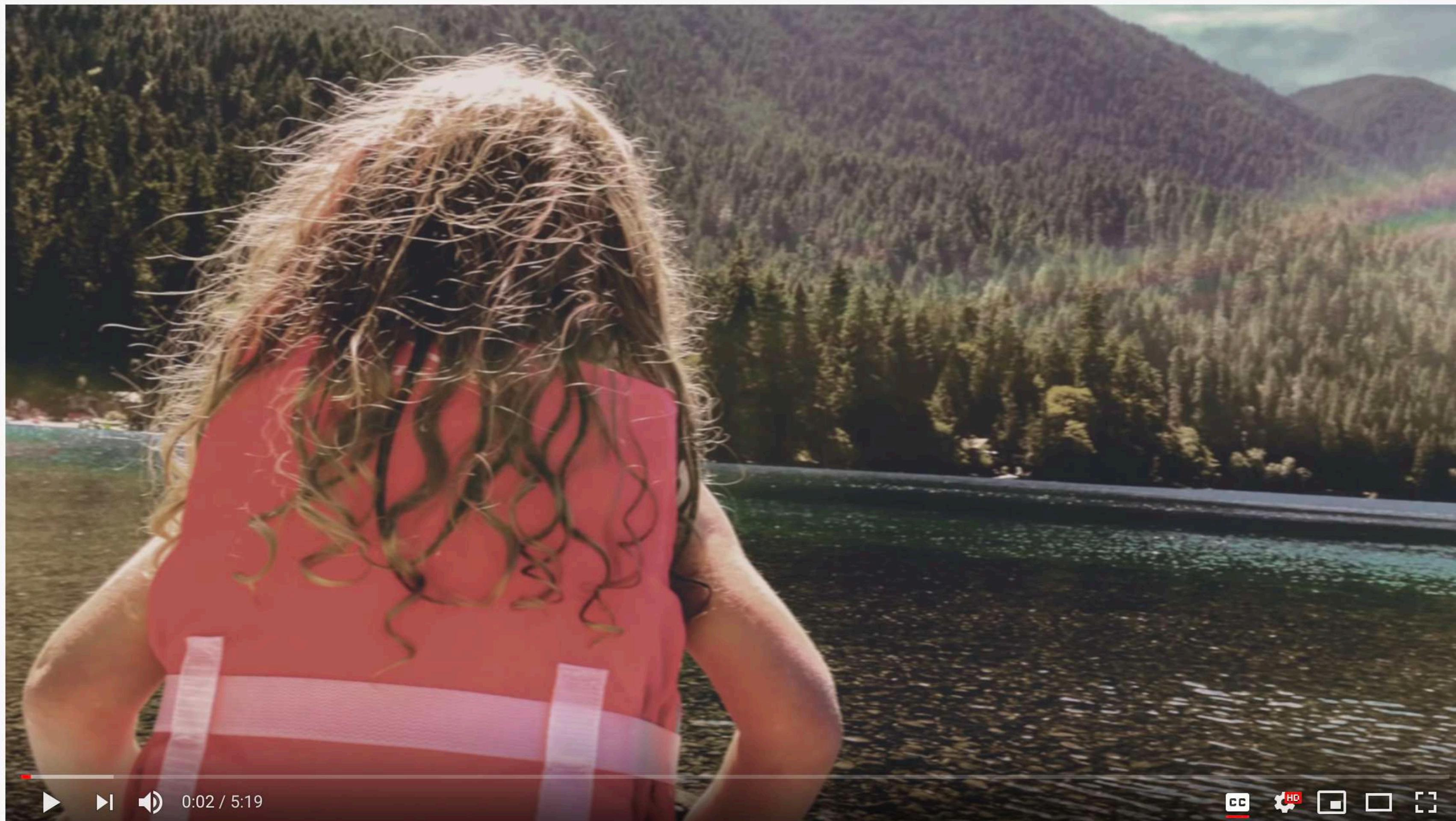


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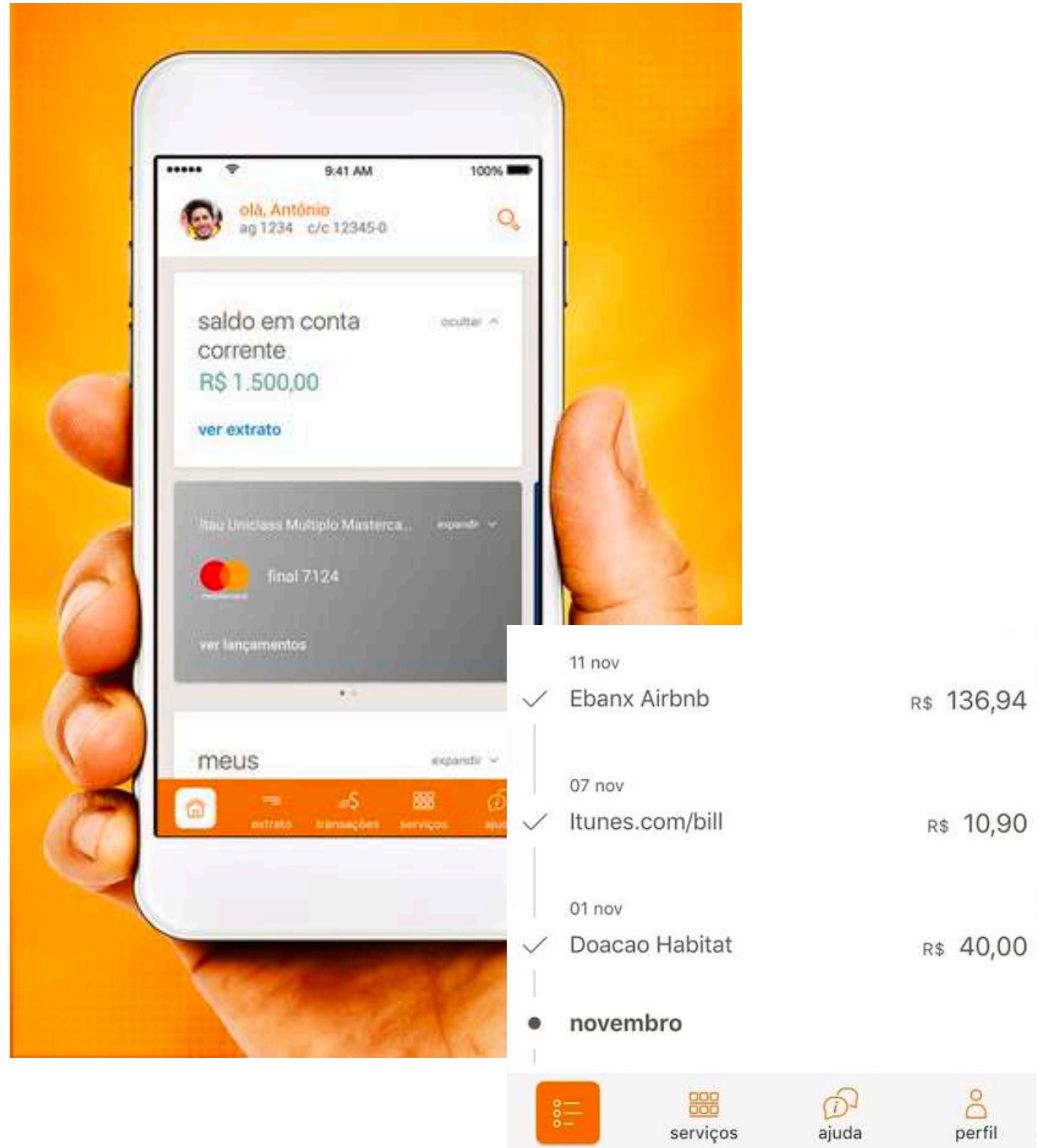
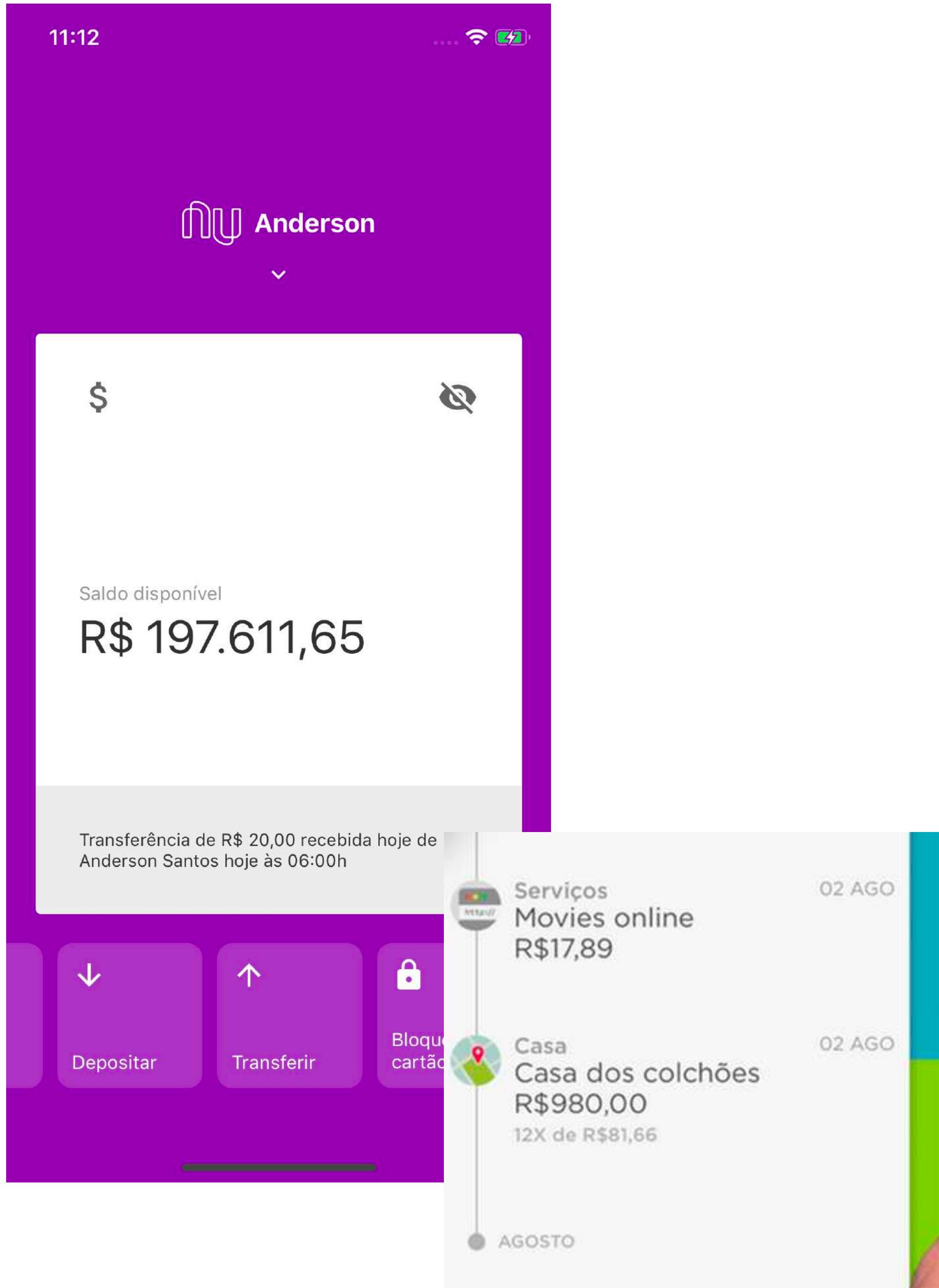
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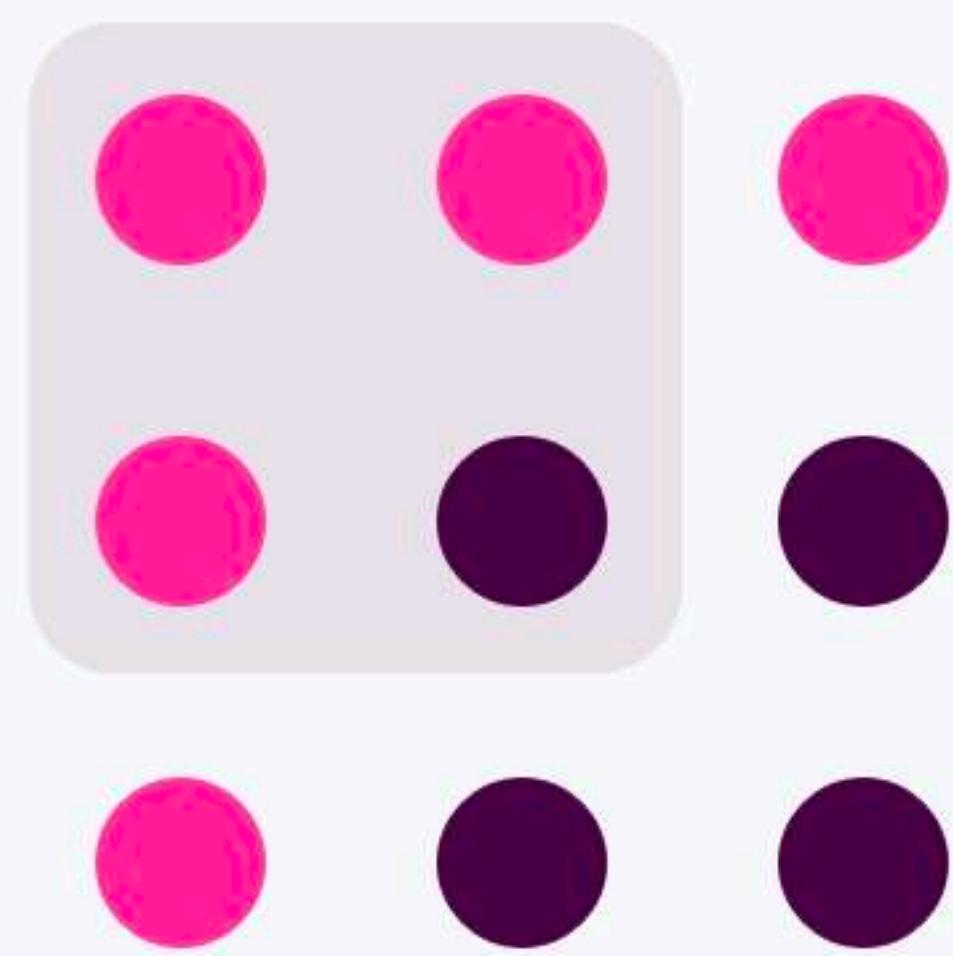
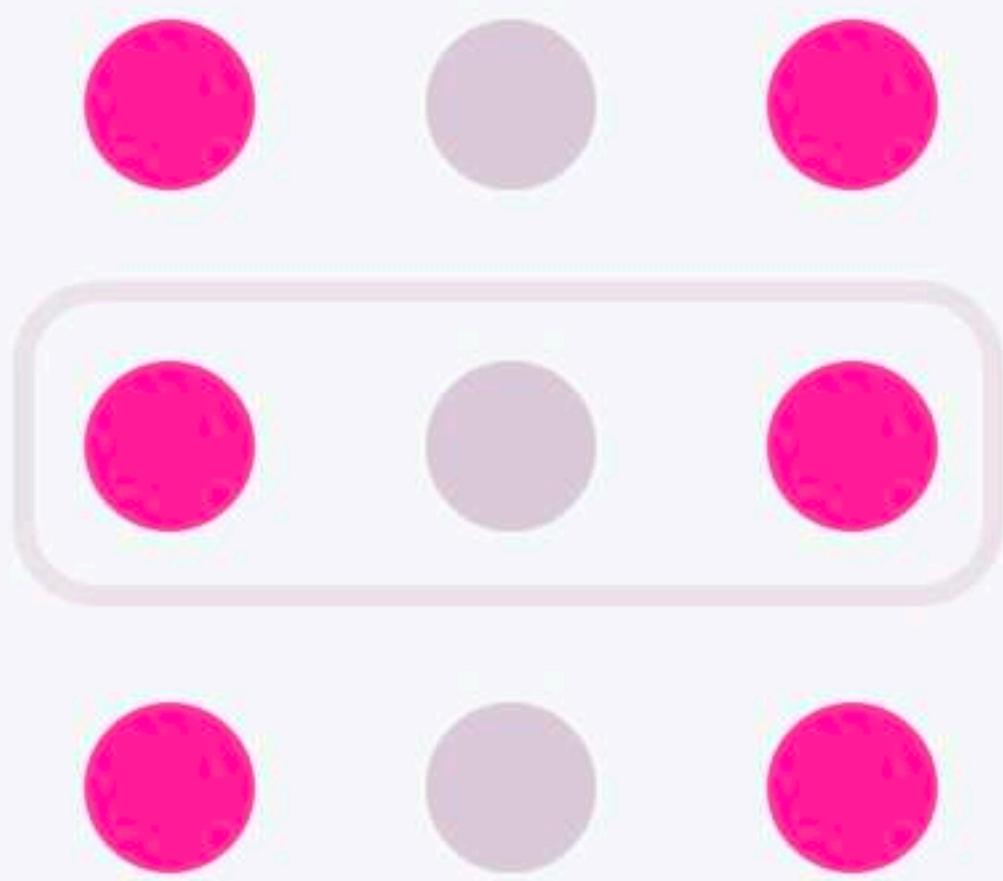
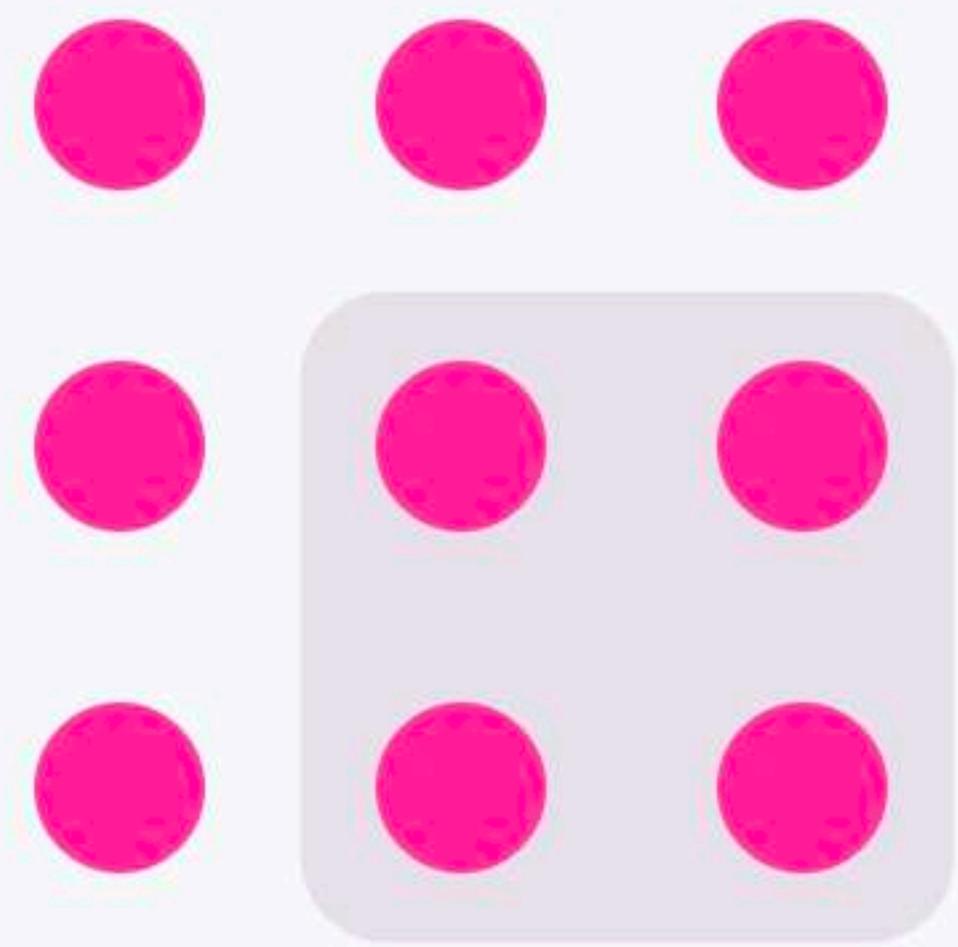
## Gestalt

# #5 Região comum (Gestalt)

Elementos são percebidos como integrantes do mesmo grupo quando dentro da mesma área com limitações claras

Adicionar bordas, fundos e elementos que criem limites de áreas ou agrupamento de elementos ajudam o usuário a perceber que os elementos são do mesmo grupo

Leia mais em: [https://en.wikipedia.org/wiki/Principles\\_of\\_grouping](https://en.wikipedia.org/wiki/Principles_of_grouping)



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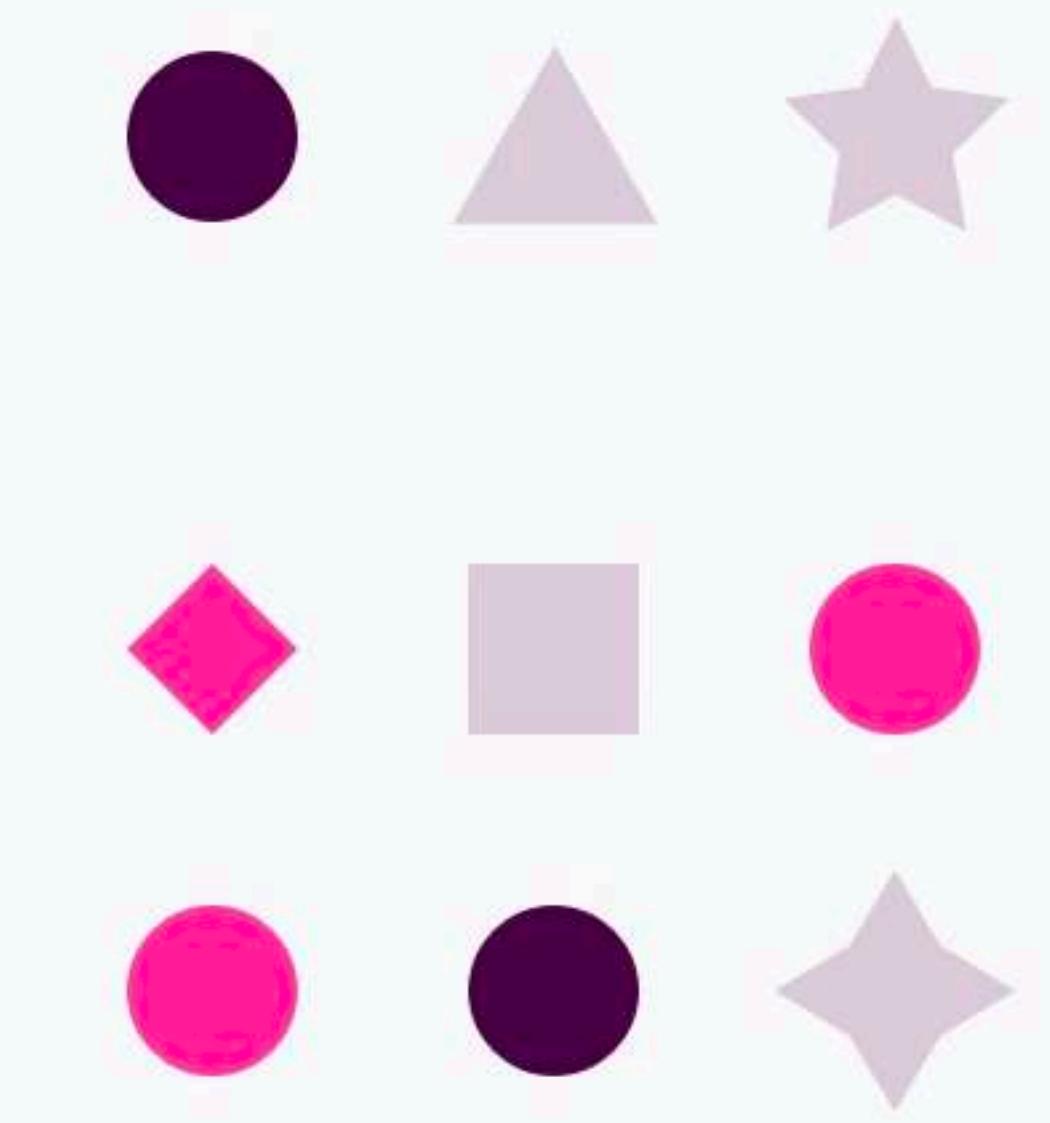
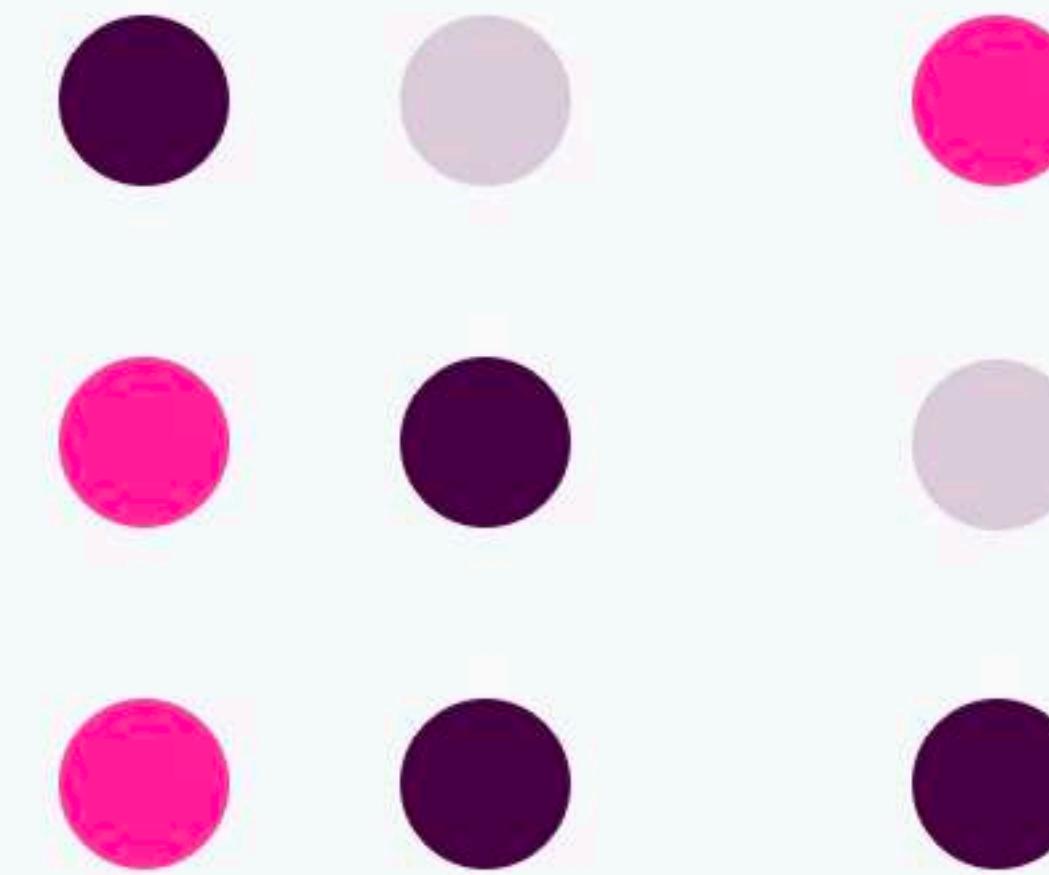
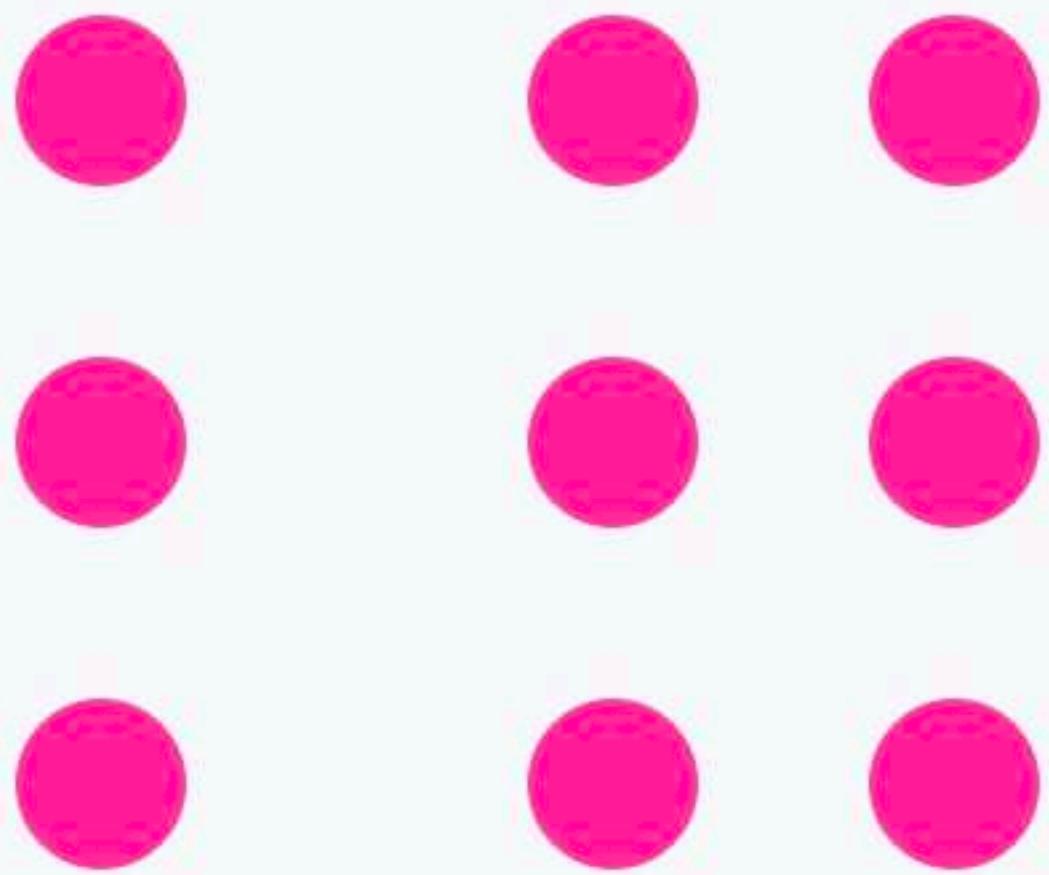


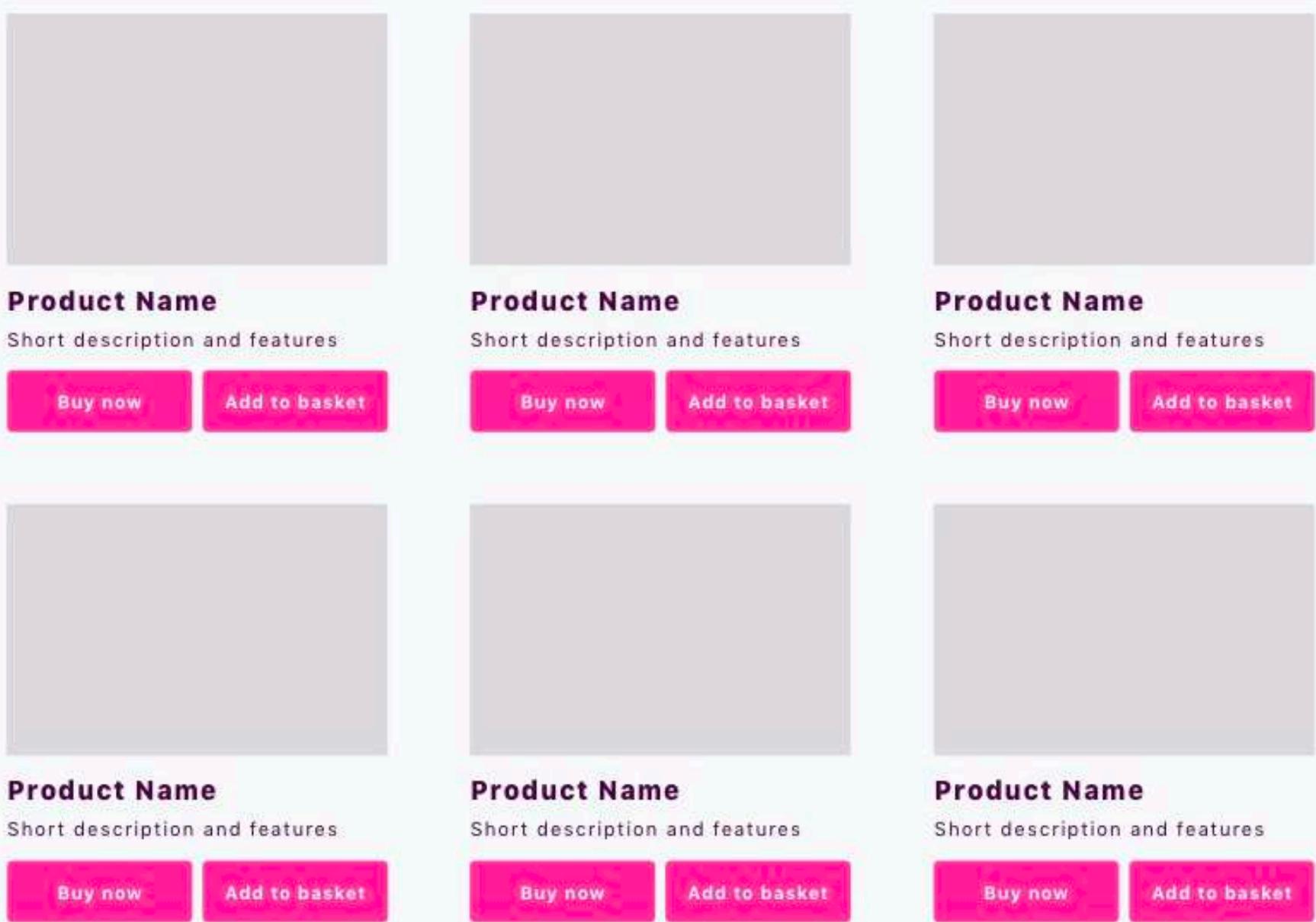
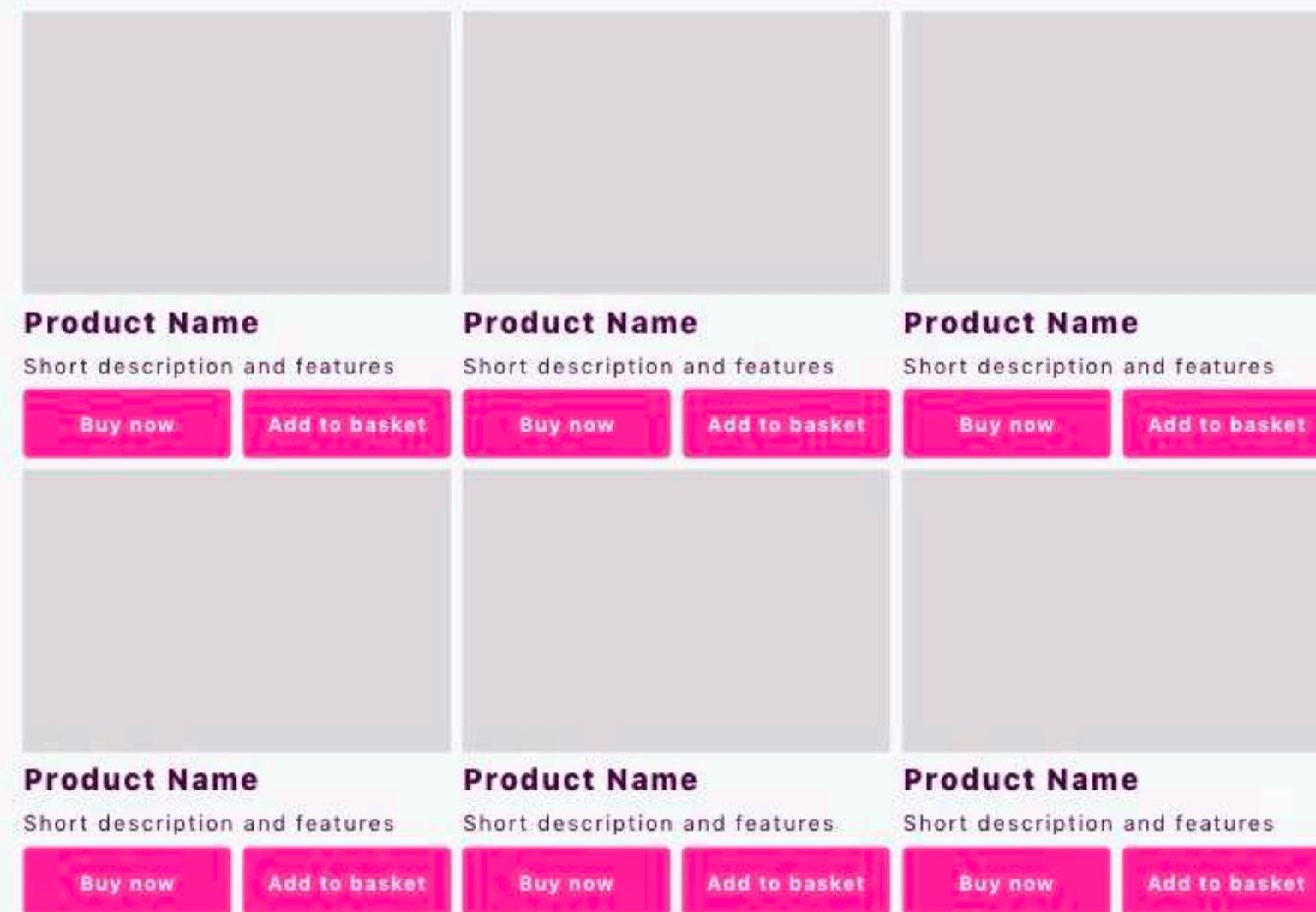
# #6 Proximidade (Gestalt)

Elementos que estão próximos  
são percebidos como sendo do  
mesmo grupo

Adicionar bordas, fundos e elementos que criem limites de  
áreas ou agrupamento de elementos ajudam o usuário a  
perceber que os elementos são do mesmo grupo

Leia mais em: [https://en.wikipedia.org/wiki/Principles\\_of\\_grouping](https://en.wikipedia.org/wiki/Principles_of_grouping)



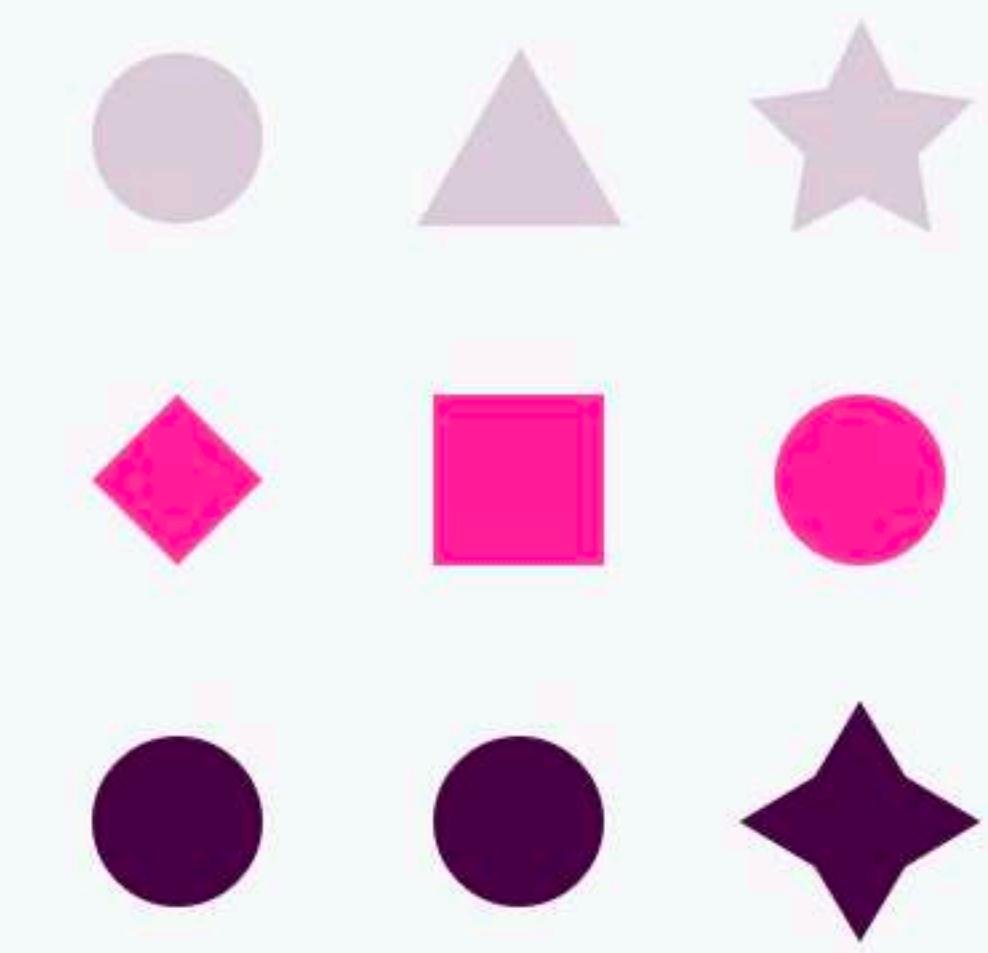
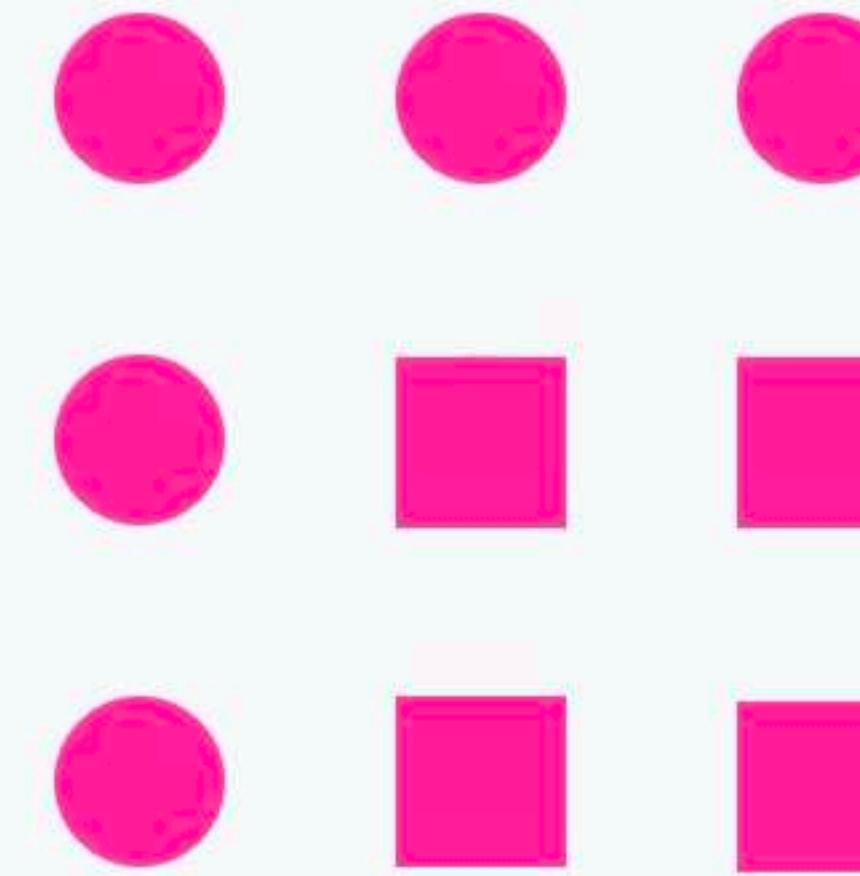
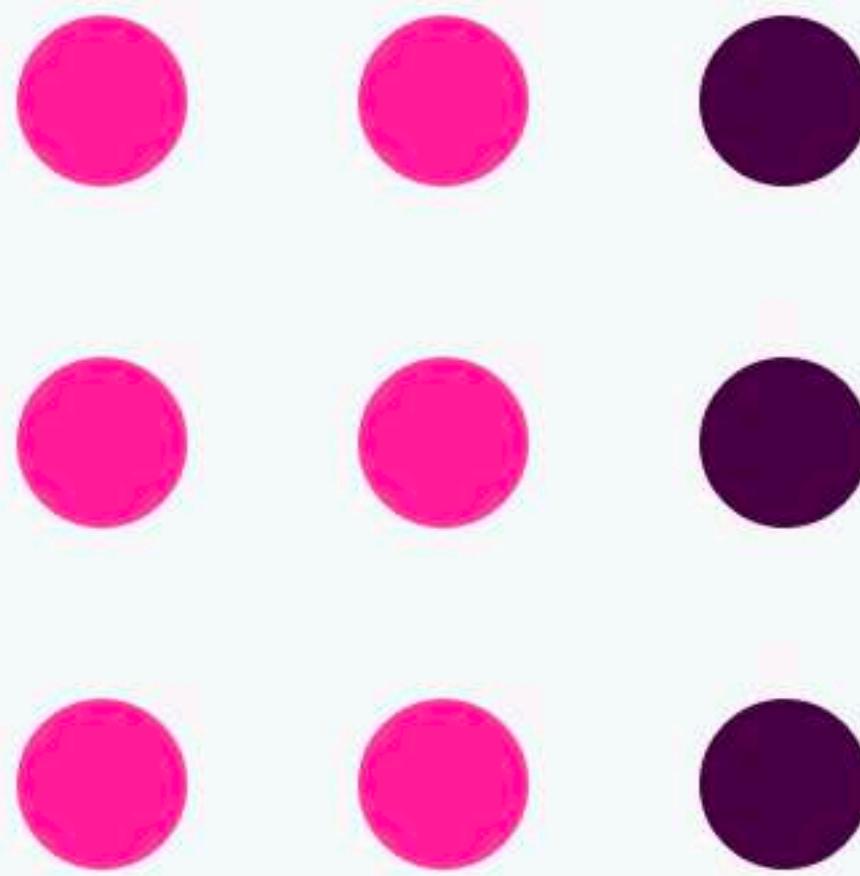


# #6 Similaridade (Gestalt)

O olho humano tende a perceber elementos similares como uma só forma, figura ou grupo, mesmo que esses elementos estejam separados

Garanta que elementos de destaque, como links de navegação e botões, estejam consistentes em toda plataforma.

Leia mais em: [https://en.wikipedia.org/wiki/Principles\\_of\\_grouping](https://en.wikipedia.org/wiki/Principles_of_grouping)



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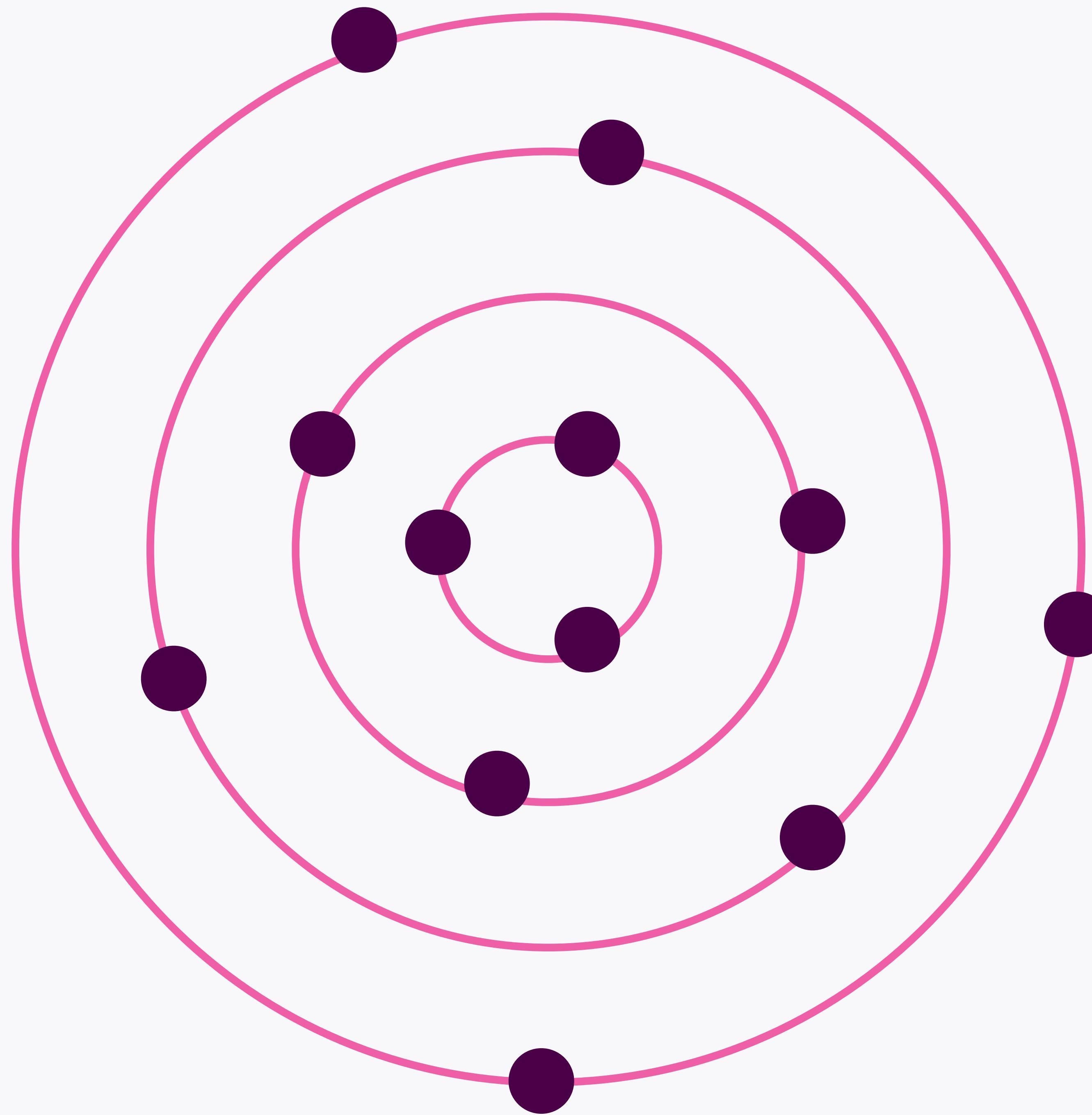


# #6 Conexão uniforme (Gestalt)

Elementos visualmente  
conectados são percebidos como  
parte do mesmo grupo

Garanta que elementos do mesmo grupo estejam  
conectados

Leia mais em: [https://en.wikipedia.org/wiki/Principles\\_of\\_grouping](https://en.wikipedia.org/wiki/Principles_of_grouping)



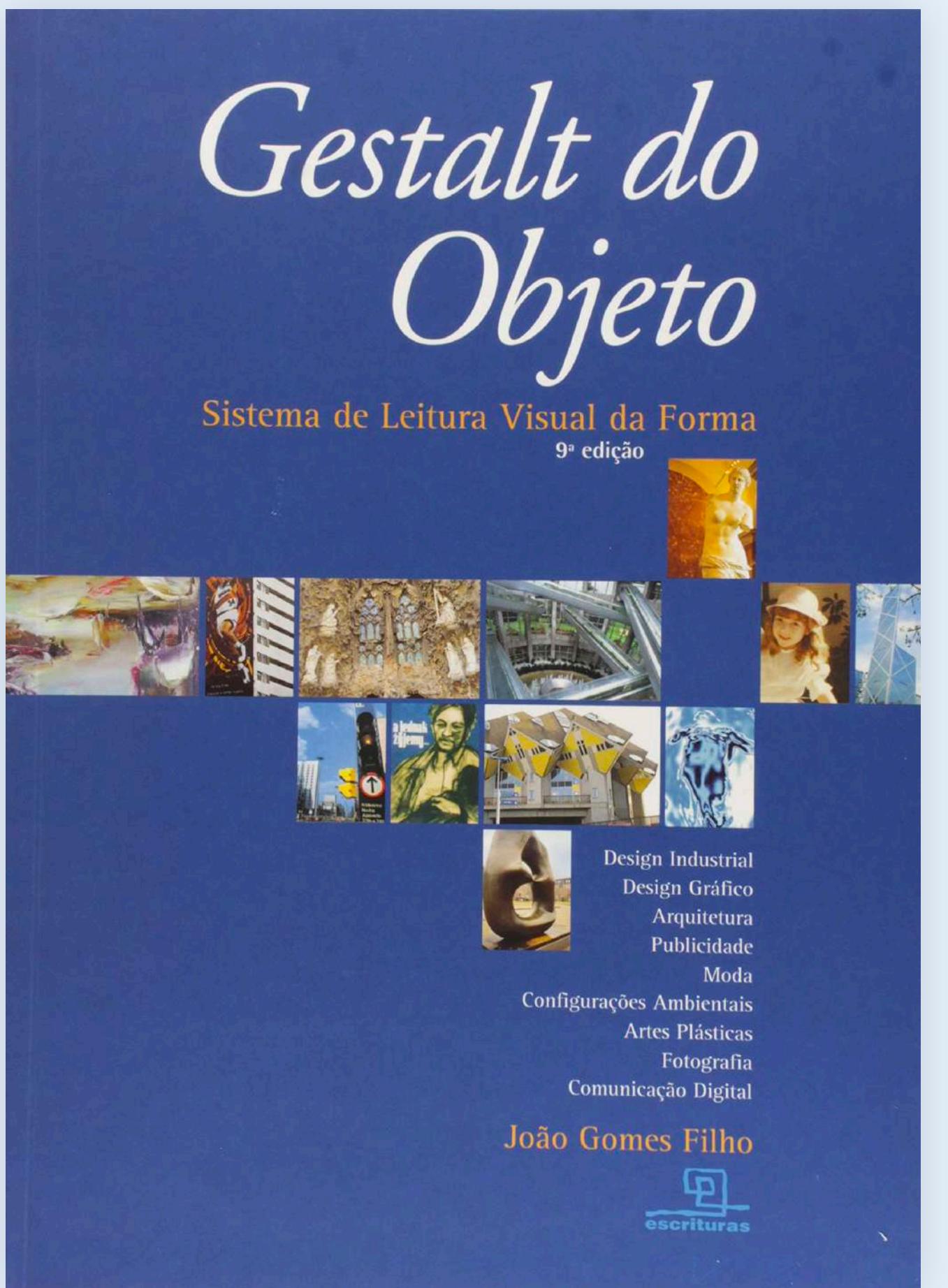
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# Recomendação de leitura



# Aula #3

## Outros princípios

# #7 Princípio de Miller

Um usuário comum tende a guardar 7 itens na memória recente (+/- 2)

Crie Wizard, organize informações e tarefas em no máximo 9 etapas por vez. Use formatos familiares.

Leia mais em: <https://www.khanacademy.org/test-prep/mcat/social-sciences-practice/social-science-practice-tut/e/miller-s-law--chunking--and-the-capacity-of-working-memory>

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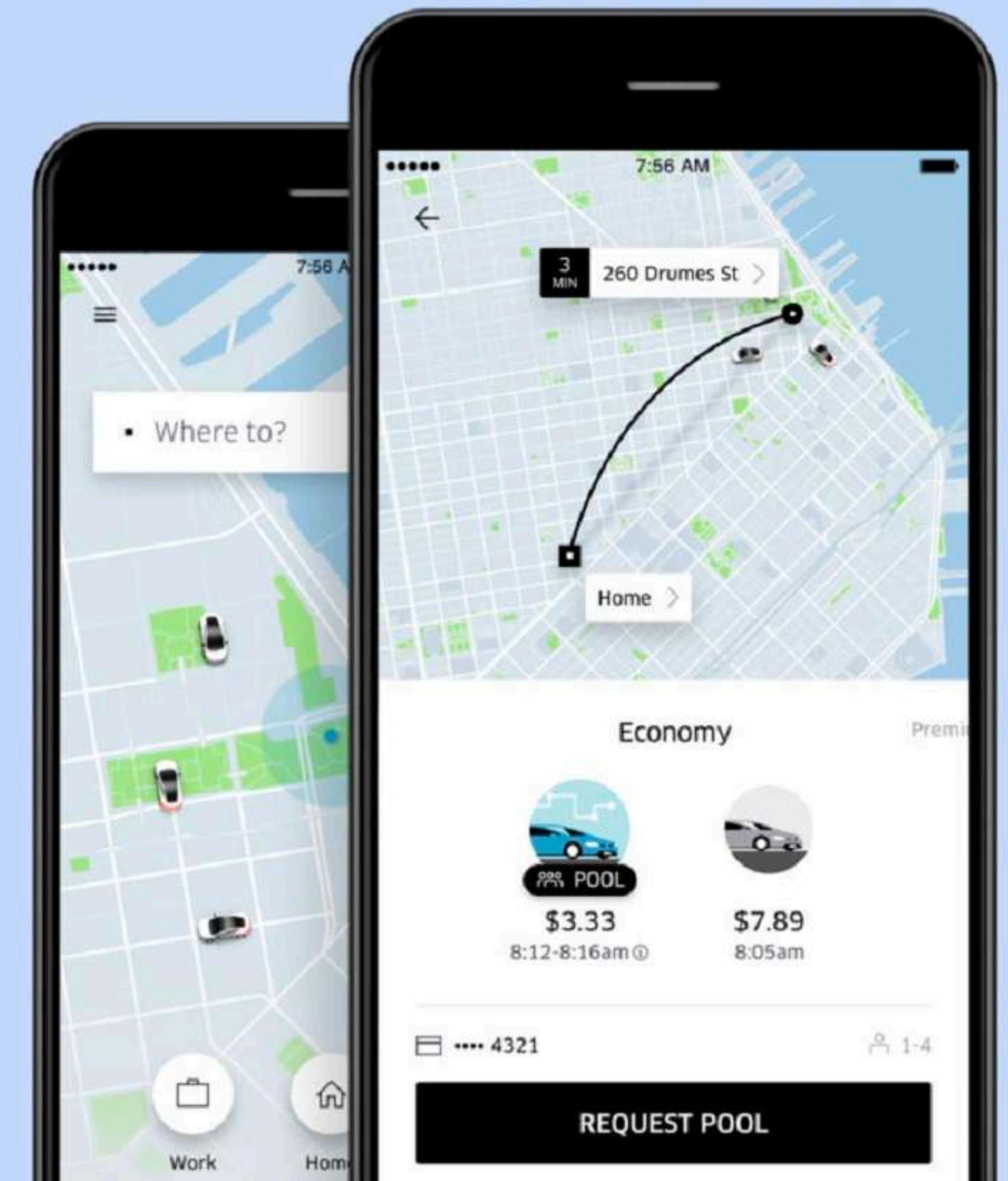


# #7 Princípio de Pareto

Para muitos eventos, 80% dos efeitos vem de 20% das causas. Também conhecido como lei 80/20.

Foque a maioria dos esforço nas áreas que trarão mais benefícios aos usuários.

Leia mais em: <https://medium.com/design-ibm/the-80-20-rule-in-user-experience-1695de32aaae>



# #8 Pico e final

Pessoas tendem a julgar uma experiência baseado em como ela se sentiu no pico e no final ao invés de fazer uma média em todo espaço de tempo.

Preste atenção nos momentos mais intensos da jornada e no final. Identifique pontos em que sua experiência vai ajudar mais o usuário. As pessoas lembram-se mais de momentos ruins do que bons.

Leia mais em: <https://www.nngroup.com/articles/peak-end-rule/>



Amazing! 10 in a row!



CONTINUE

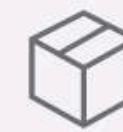
# #9 Posição sequencial

Pessoas tendem a lembrar melhor dos elementos posicionados em primeiro e último de uma série

Posicione as opções menos importantes no meio, posicione ações chaves mais a direita ou a esquerda.

Leia mais em: [https://www.interaction-design.org/  
literature/article/serial-position-effect-how-to-create-  
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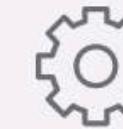
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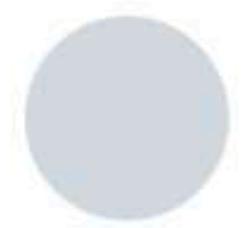
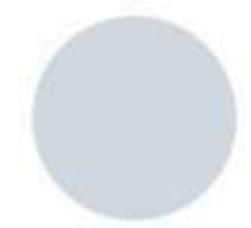
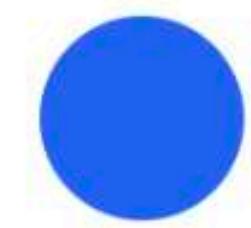
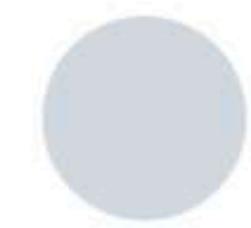
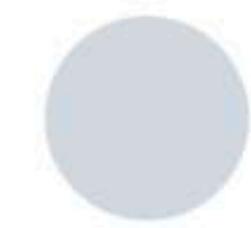
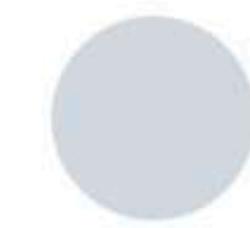
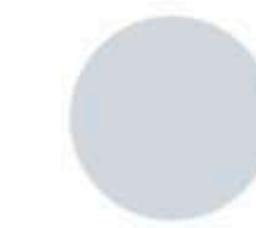
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# #10 Efeito Von Restorff

Quando objetos similares são apresentados, aquele mais diferente vai se destacar.

Destaque informações importantes

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literature/article/serial-position-effect-how-to-create-  
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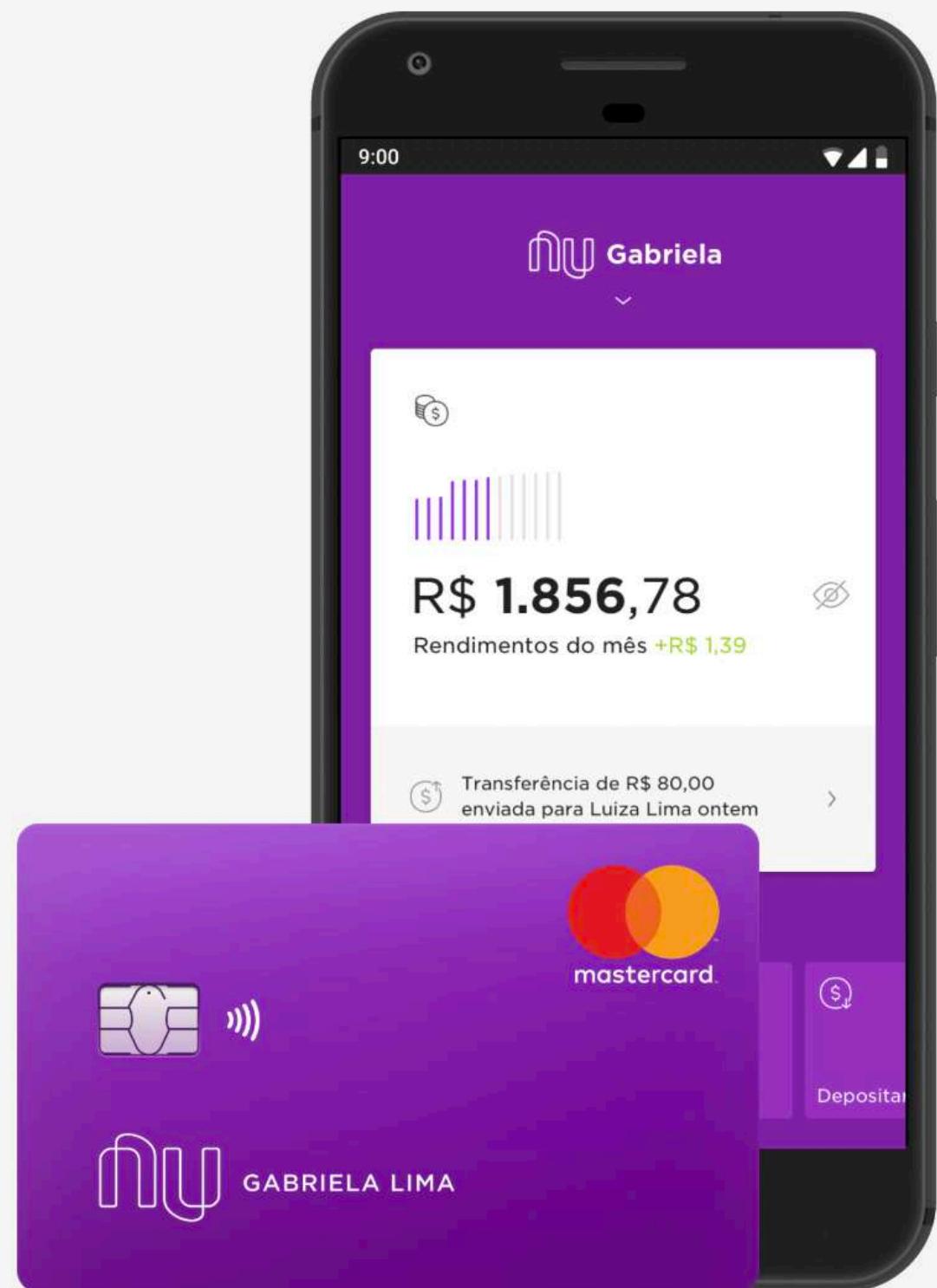
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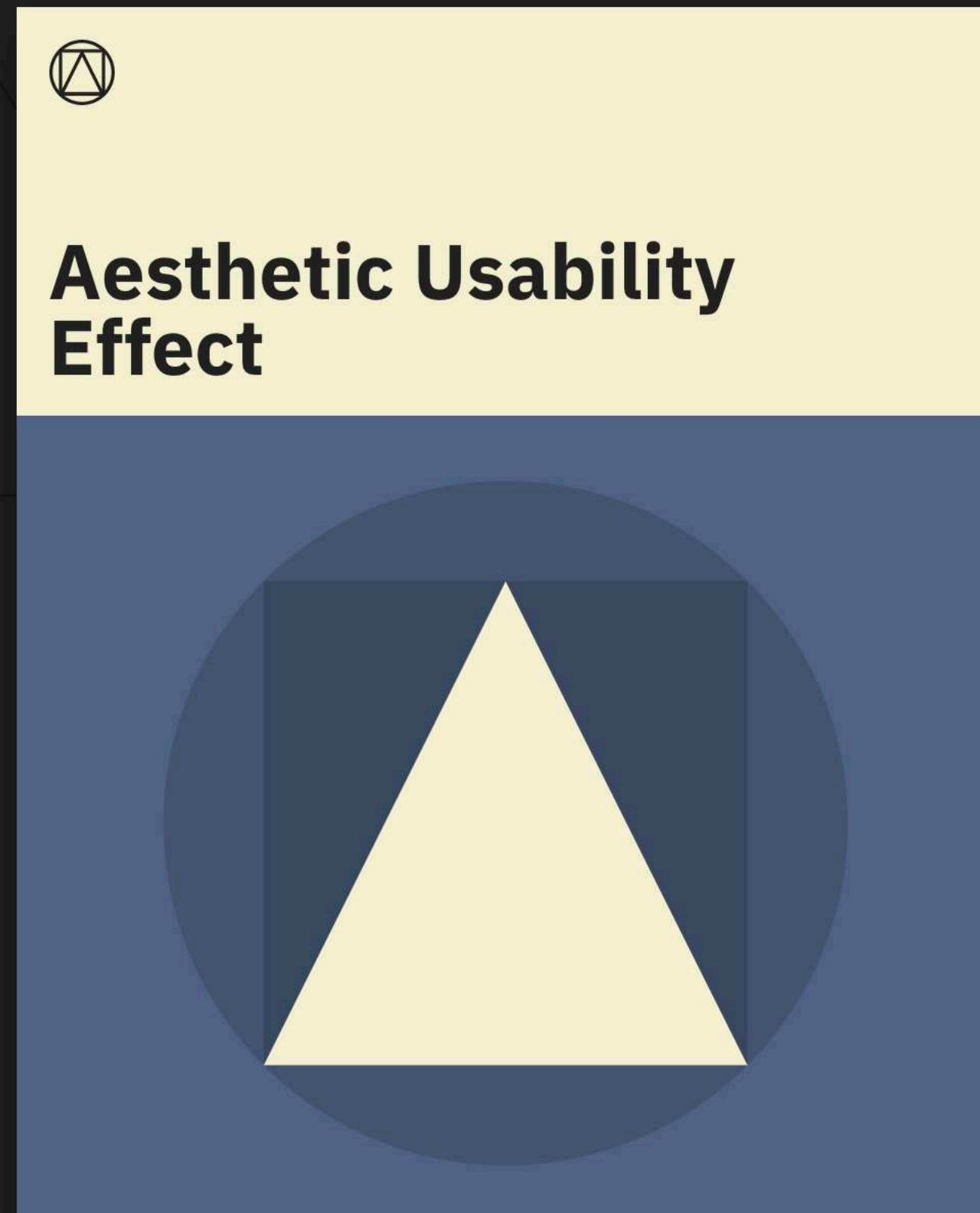
Módulo 10 - Princípios de UX

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MENU



## Aesthetic Usability Effect





# 01



Users often perceive aesthetically pleasing design as design that's more usable.

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# Recomendação de leitura

