

# Leis de UX

Parte 2

Carla de Bona

mentorama.

# Lei do Fitts



O tempo para acertar um alvo  
depende da distância  
e do tamanho do alvo.



SUPERTECH

PROGRAMAS  
PROGRAMS

ZERAR  
RESET

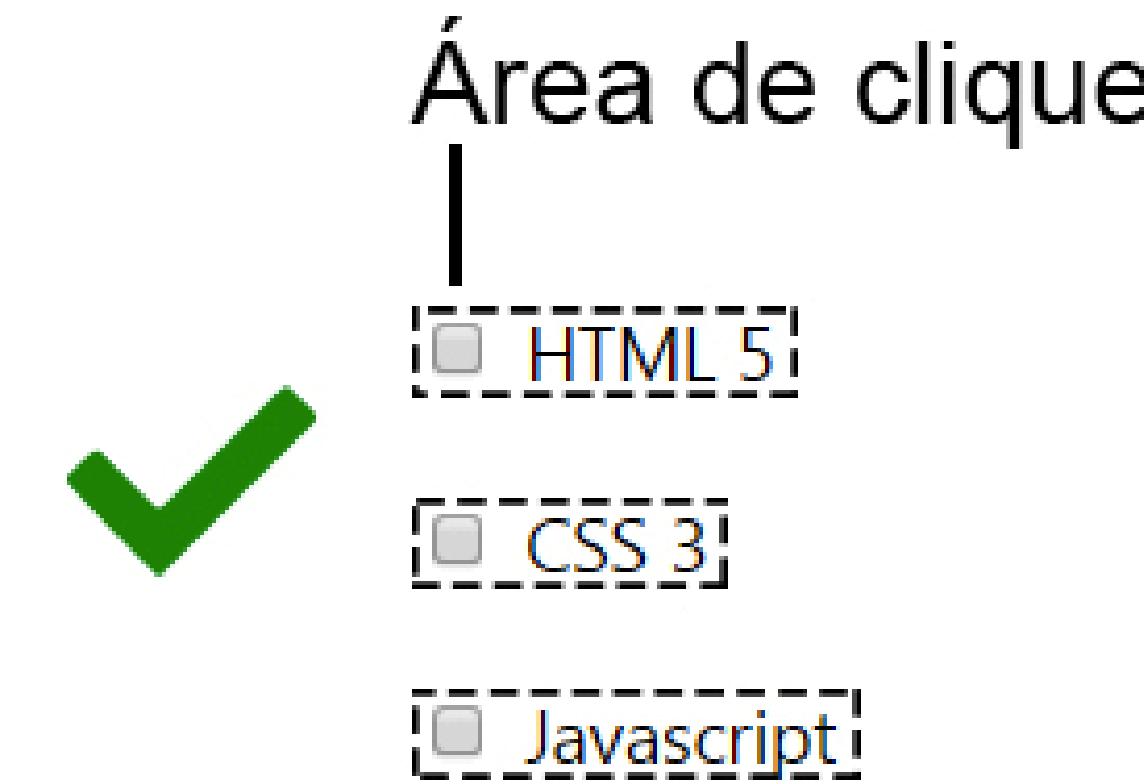
INICIAR  
START

PARAR  
STOP

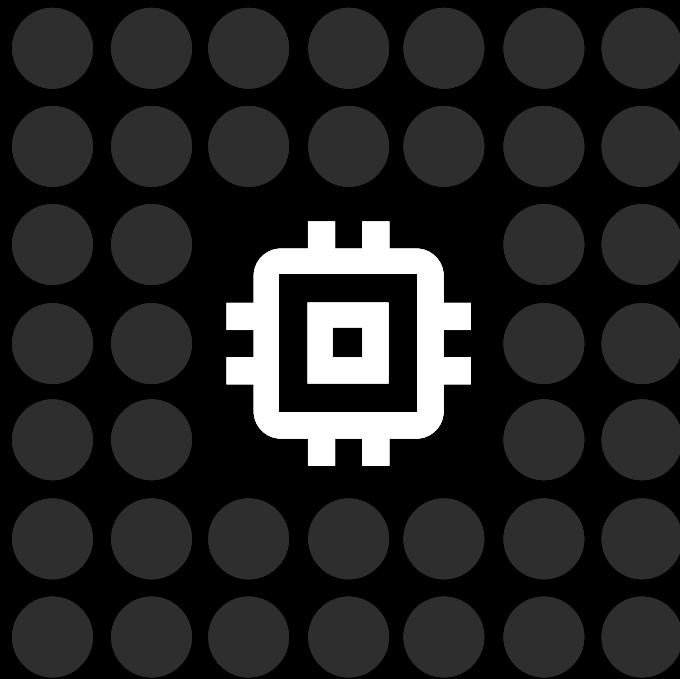
VELOCIDADE  
SPEED

VELOCIDADE  
SPEED





# Lei do Hick



O tempo que leva para  
tomar uma decisão aumenta com  
o número e a complexidade das escolhas.

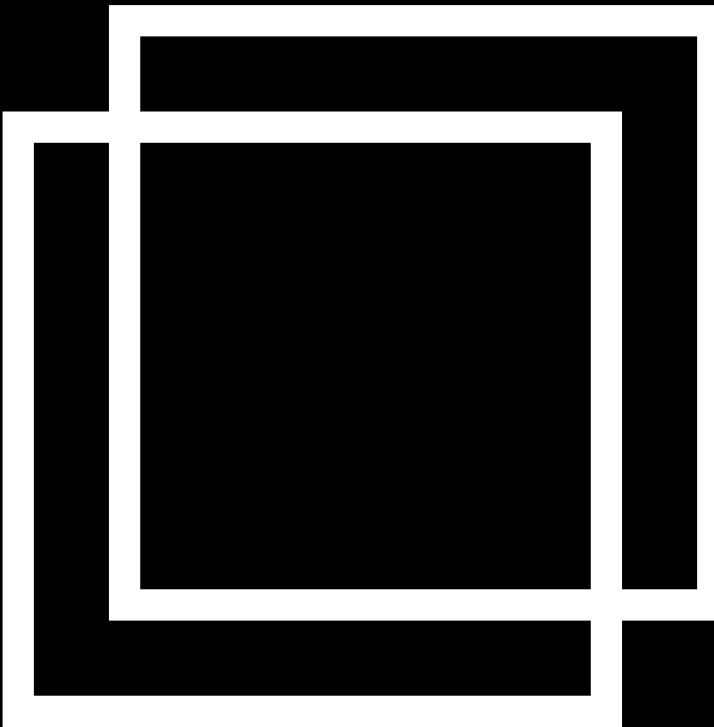
## Demorado

- CDB Pré
- CDB Pós
- CDB IPCA
- CDB Fundo UI
- CDB Universitário
- CDB Melhor idade

## Rápido

- CDB Pré
- CDB Pós

# Lei do Jacob



**Os usuários passam a maior parte do tempo em outros sites. Isso significa que os usuários preferem que seu site funcione da mesma maneira que todos os outros sites que já conhecem.**



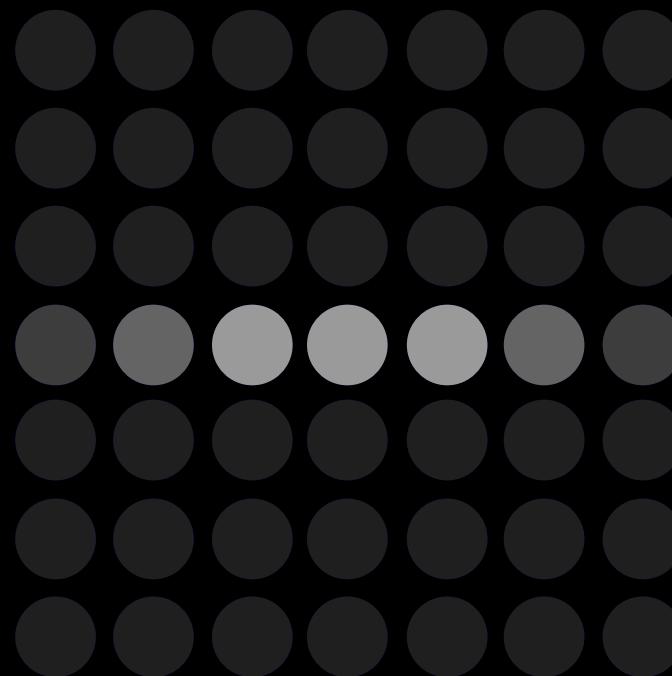
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This screenshot shows the Facebook desktop interface. At the top, there's a navigation bar with icons for home, search, and notifications. The main area displays a news feed with various posts from friends and pages. On the left, there's a sidebar with links to 'Carla De Bona' (profile), 'COVID-19: Central de Informações' (page), and other sections like 'Páginas', 'Amigos', 'Messenger', 'Marketplace', 'Videos', and 'Ver mais'. Below the sidebar, there's a 'Seus atalhos' (Your Shortcuts) section with links to 'Design Sprint BR' and 'Reprograma'. The bottom of the screen includes a footer with privacy and terms links.

This screenshot shows the Twitter mobile interface. The top navigation bar includes icons for search, direct messages, and notifications. The main 'Home' screen displays a timeline of tweets. To the left of the timeline is a vertical navigation menu with options: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. A blue 'Tweet' button is located at the bottom of this menu. On the right side of the screen, there's a sidebar titled 'What's happening' which lists trending topics and users. Below the timeline, there's a section for 'Índices' (Indices) showing financial data for S&P 500, Dow Futures, and Nasdaq.

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# Lei do Miller



A pessoa média pode manter  
apenas 7 (mais ou menos 2)  
itens em sua memória de trabalho.

Selection  
Direct Selection  
Magic Wand  
Lasso  
Pen Tool  
Curvature Tool  
Type Tool  
Line Tool  
Rectangle Tool  
Paintbrush Tool  
Shaper Tool  
Scissors Tool  
Rotate Tool  
Scale Tool  
Width Tool  
Free Transform Tool  
Shape Builder Tool  
...

Canvas

1 Selection  
Direct Selection  
Magic Wand  
Lasso  
  
2 Pen Tool  
Curvature Tool  
Type Tool  
Line Tool  
Rectangle Tool  
  
3 Paintbrush Tool  
Shaper Tool  
Scissors Tool  
Rotate Tool  
Scale Tool  
Width Tool  
...

Canvas

[carladebona.com](http://carladebona.com)

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