

Leis de UX

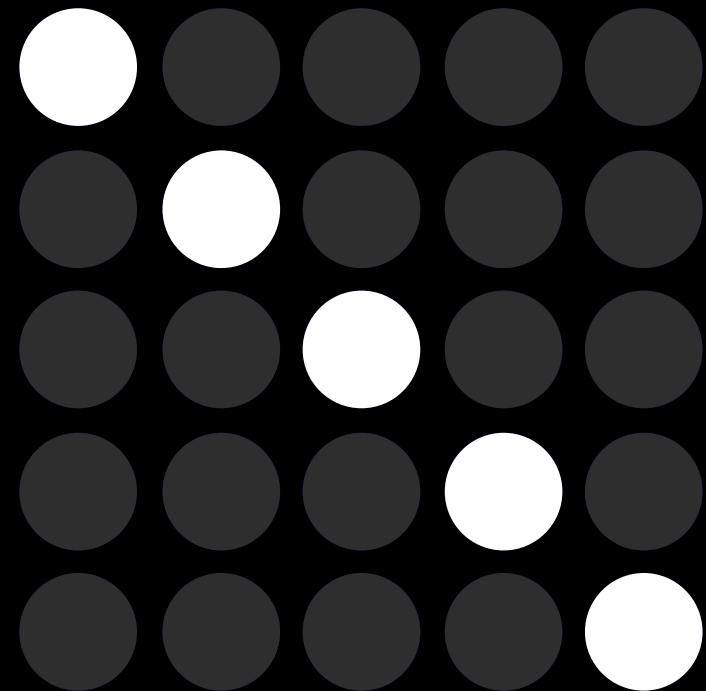
Parte 3

Carla de Bona

mentorama.

Princípio de Pareto

mentorama.

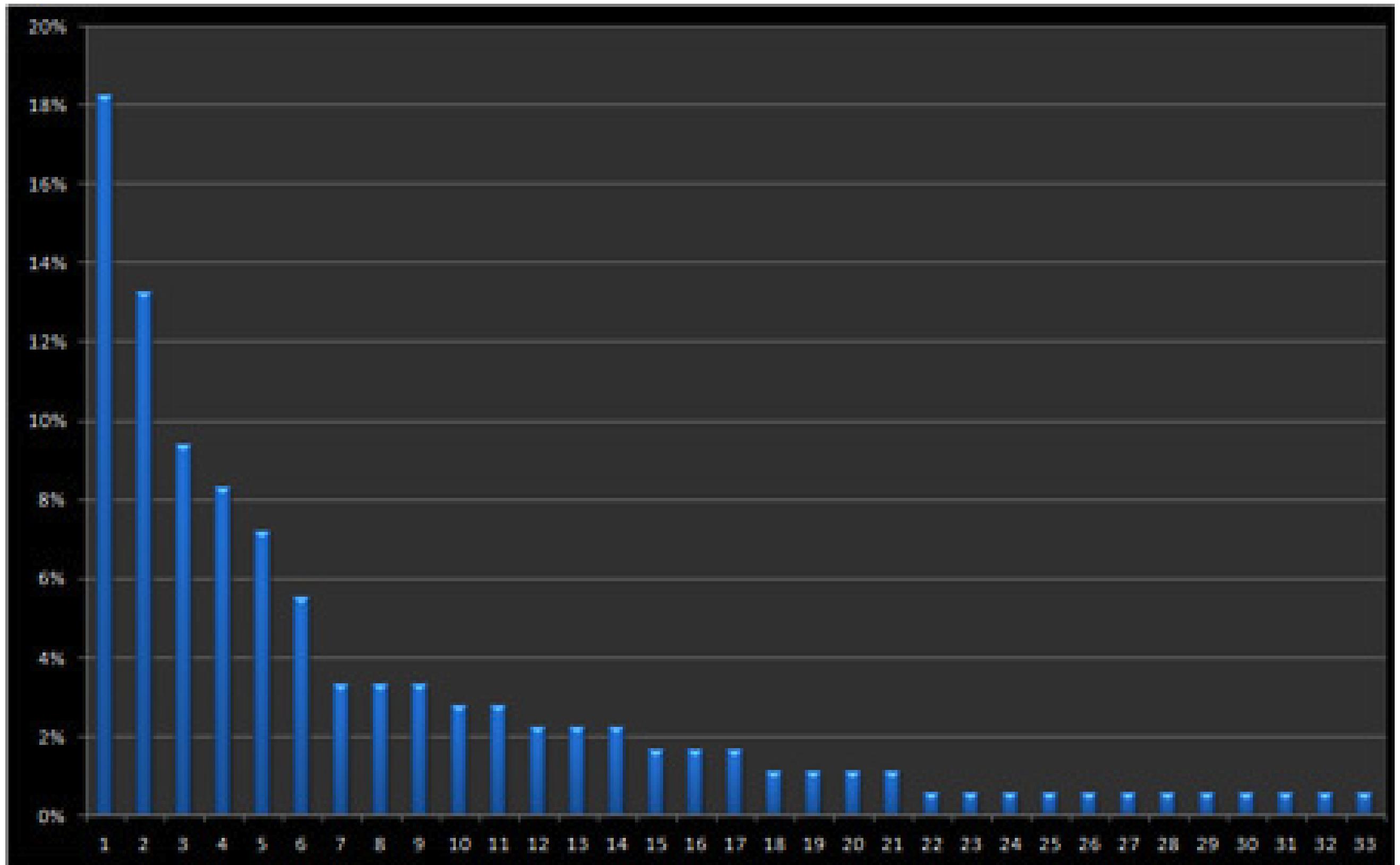


O princípio de Pareto afirma que, para muitos eventos, cerca de 80% dos efeitos vêm de 20% das causas.

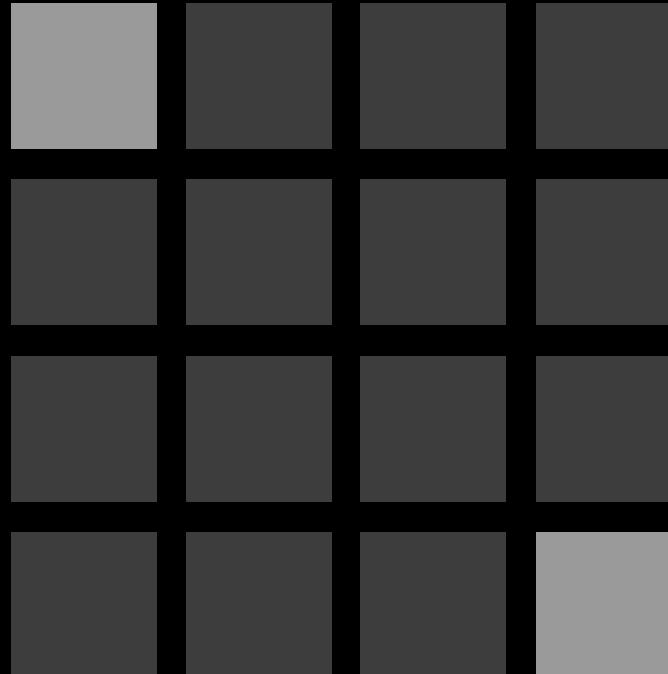
mentorama.

Exemplo: frequência de problemas de usabilidade

Dos 33 problemas de usabilidade identificados em 50 usuários, corrigir nove deles resolveria 72% de todas as interações ruins.



Efeito de posição sequencial



Os usuários têm a tendência de se lembrar melhor do primeiro e do último item de uma série.

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

iPad Air 2

[Explore](#)[Buy Now](#)

iPad Air 2

Light. Heavyweight.



[Watch the keynote ▶](#)

mentorama.

Massive power. In a minimal form.



64-bit

ARCHITECTURE

2.5x

FASTER GRAPHICS

40%

FASTER CPU

UP TO
10

HOUR BATTERY

Not only is iPad Air 2 thinner, it's also a lot more powerful. We designed a chip, the A8X, that delivers substantially better CPU and graphics performance than its predecessor. In fact, with its 64-bit desktop-class architecture, iPad Air 2 is as powerful as many personal

mentoroma.



iPad Air 2

Starting at \$499

[Compare iPad models >](#)



Free two-day delivery
On in-stock items ordered by
5pm.

[Learn more >](#)



Pick up today
Buy online and pick up available
items in an hour.

[Learn more >](#)



Special financing
Apply for special financing plus
rewards.

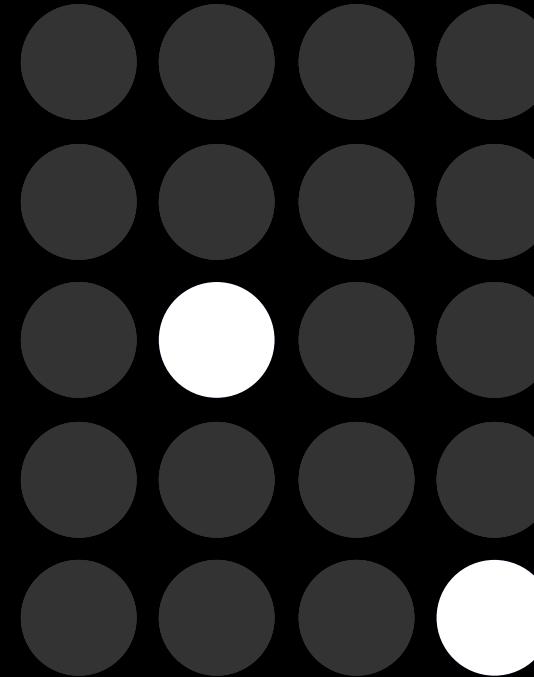
[Learn more >](#)



Get help buying
Have a question? Call a Specialist
or chat online.
Call 1-800-MY-APPLE.

[Chat now >](#)

Regra do Pico-Fim



As pessoas julgam uma experiência em grande parte com base em como se sentiram no auge e no final, em vez da soma total ou média de cada momento da experiência.



Your email campaign is paused.
Paused

Prepare for launch



Resume Campaign

Send Now

- From
Web Field Manual HQ • admin@
- Subject
Web Field Manual Dispatch No.
- Content



You're about to send a campaign to:

Web Field Manual Dispatch
1373 subscribers

This is your moment of glory.

[Send Now](#)

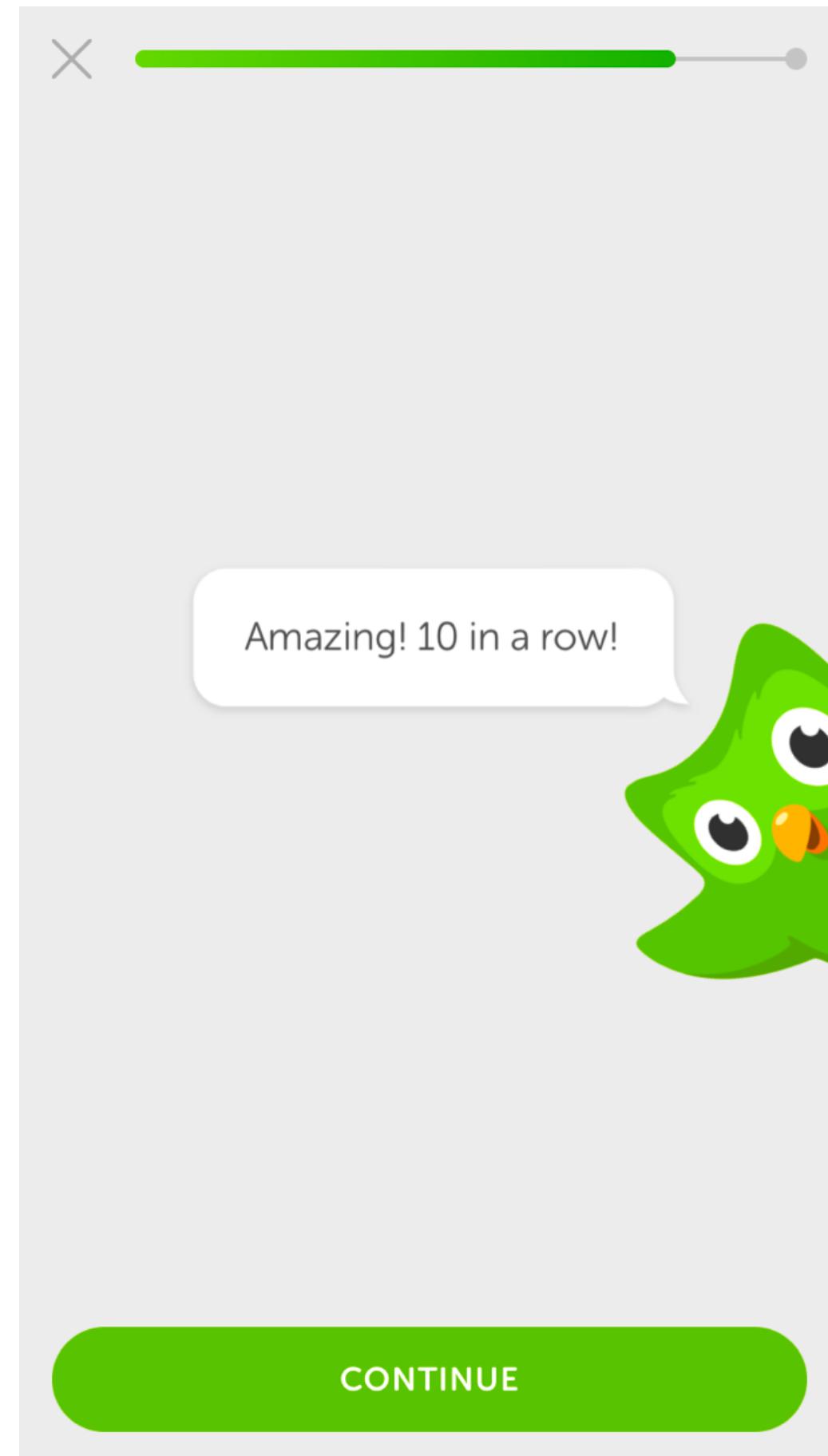
[Cancel](#)

[Edit From](#)

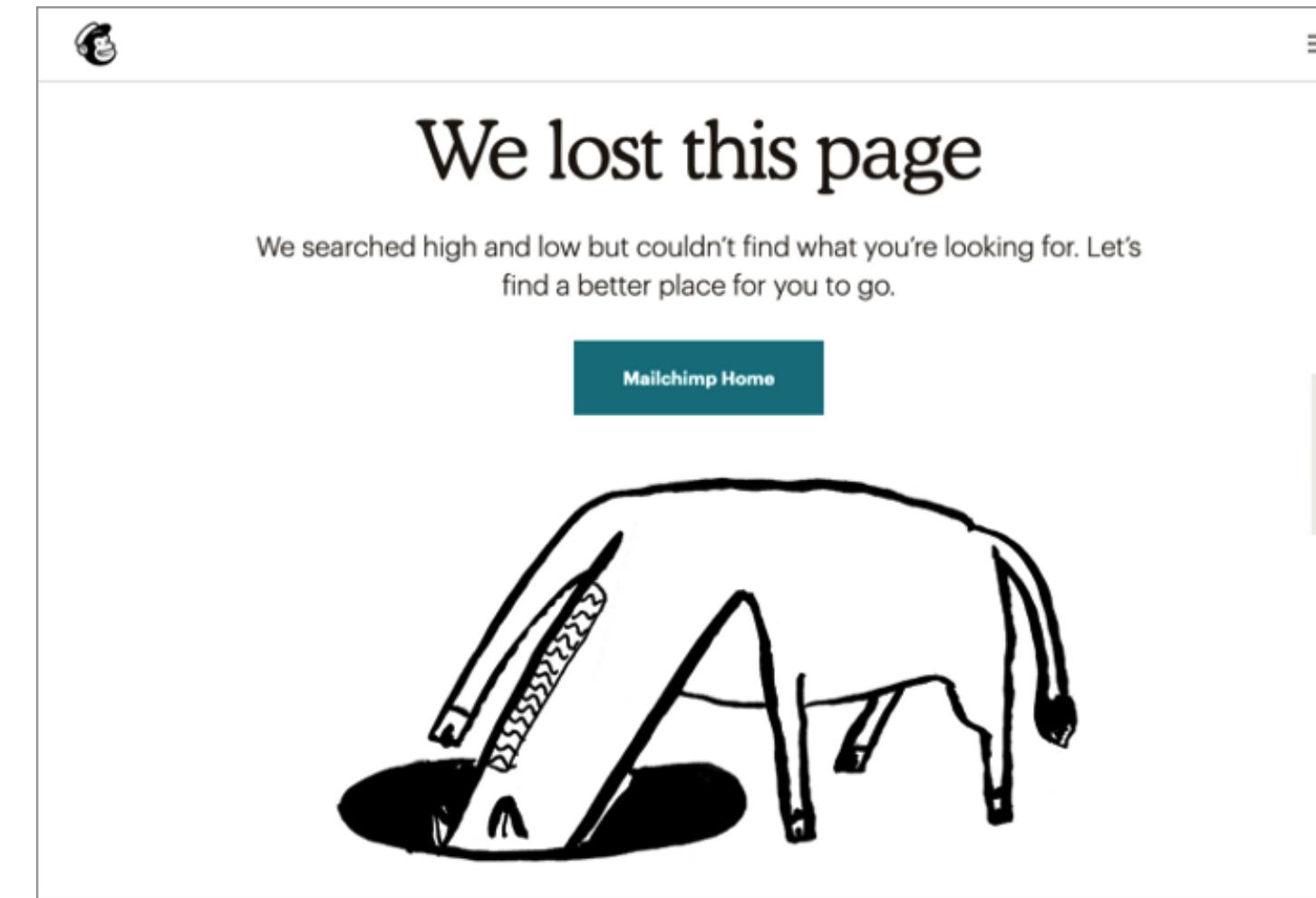
[Edit Subject](#)

[Edit Design](#)

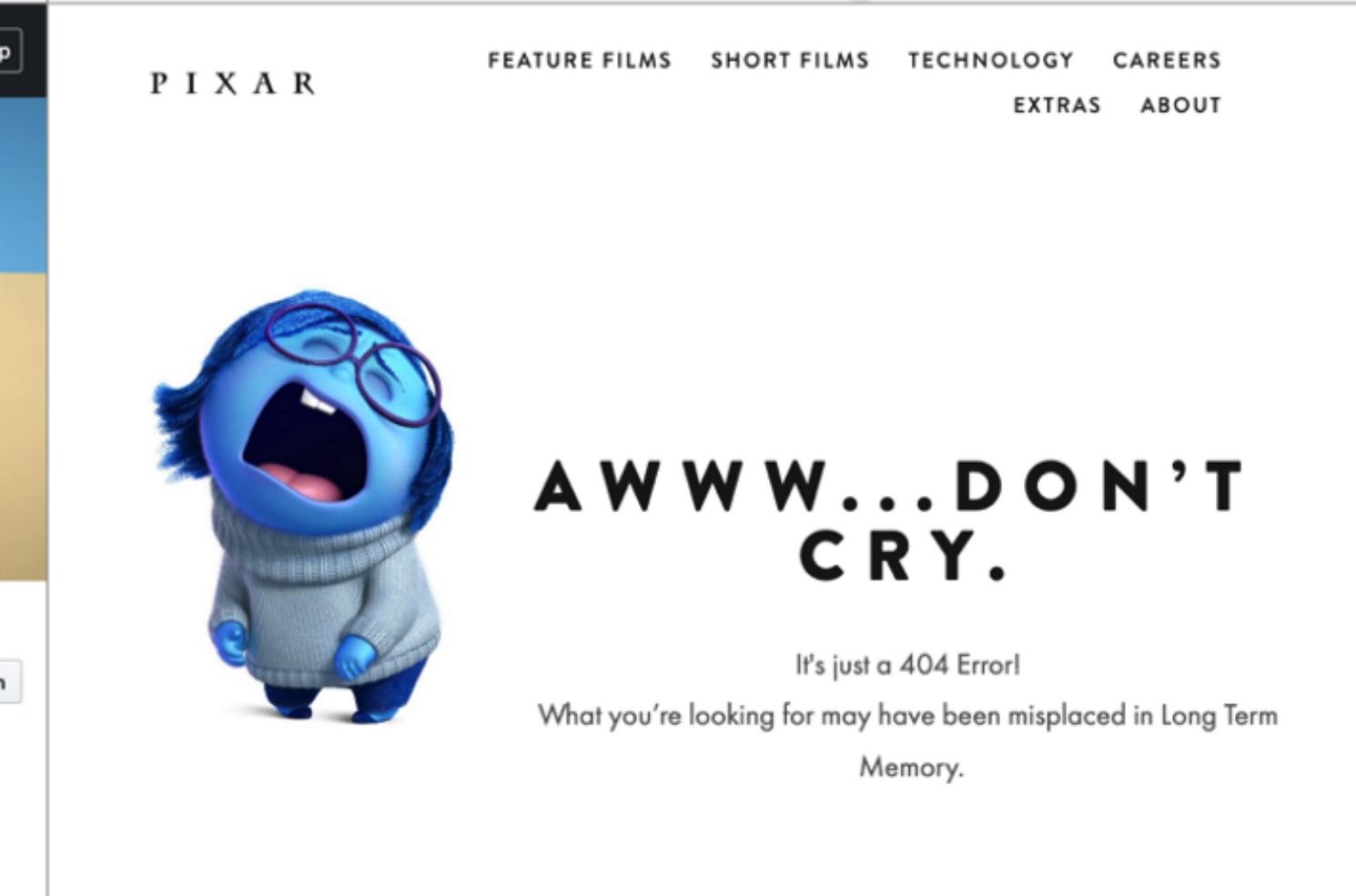
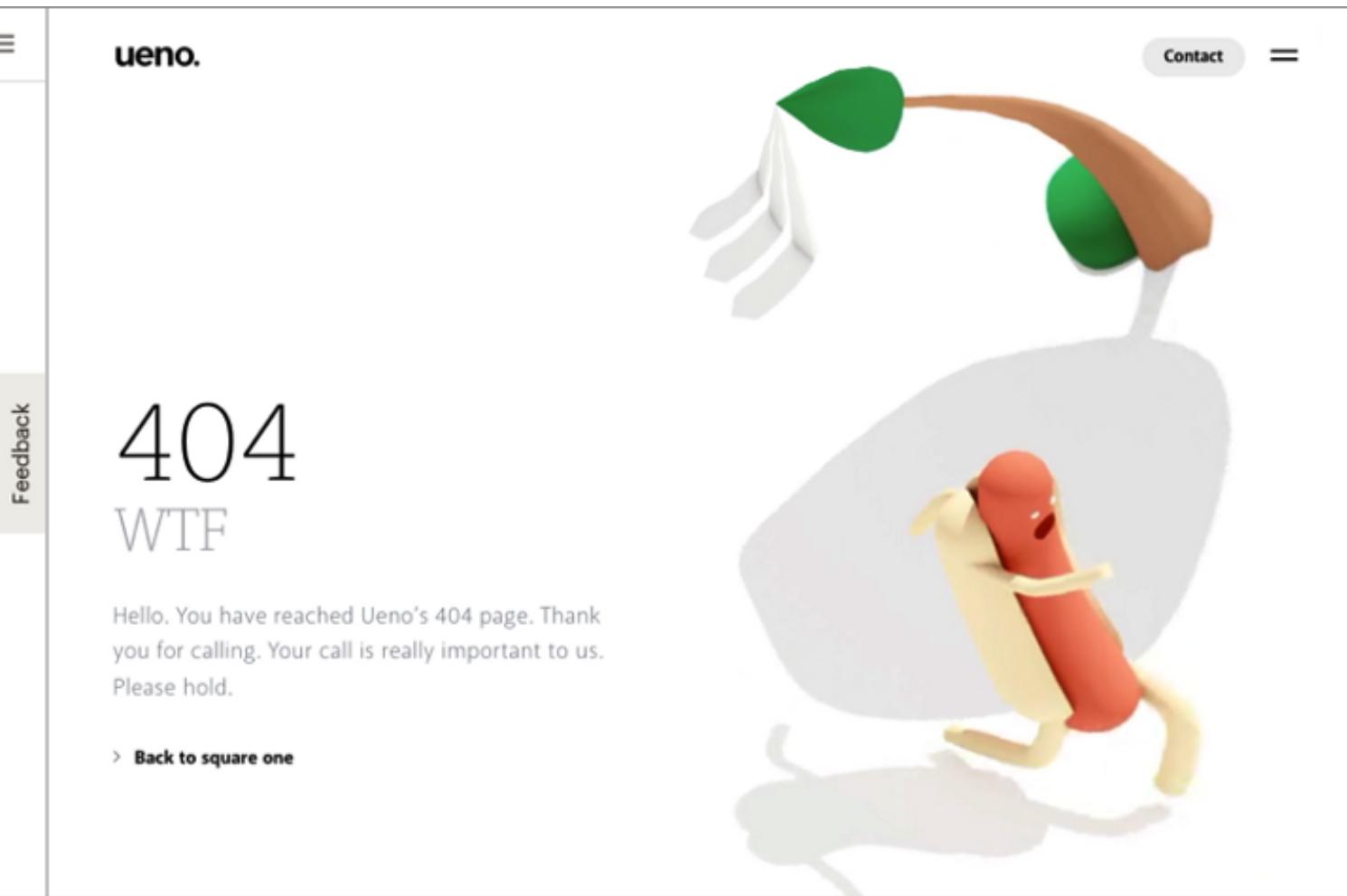
Feedback



mentorama.



A screenshot of the GitHub 404 error page. The GitHub logo is in the top left. The main heading "404" is large and white. Below it is a speech bubble containing the text: "This is not the web page you are looking for." The background features a desert landscape with a small, brown, hooded figure standing in the foreground. At the bottom, there is a search bar with the placeholder "Find code, projects, and people on GitHub:" and a "Search" button. The GitHub footer includes links for "Contact Support", "GitHub Status", and "@githubstatus".



carladebona.com

@carladebona

mentorama.

mentorama.