

Leis de UX

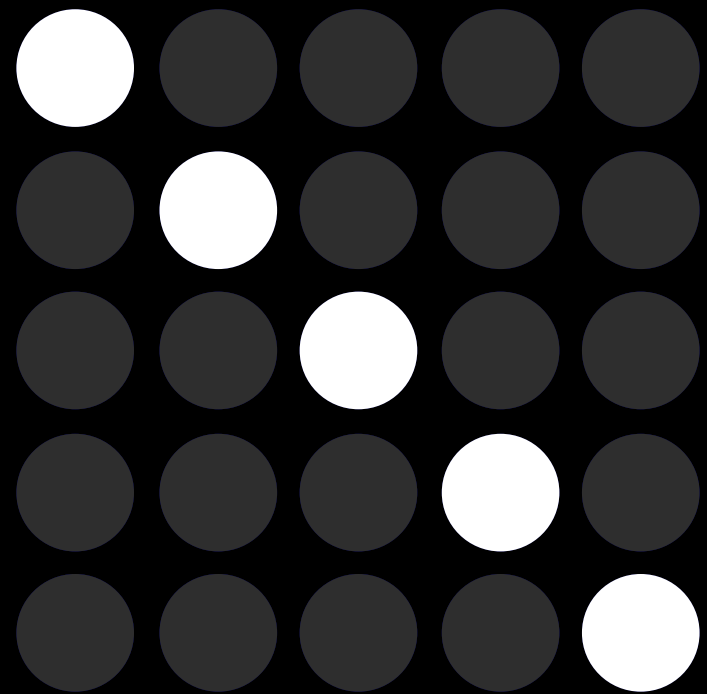
Parte 3

Carla de Bona

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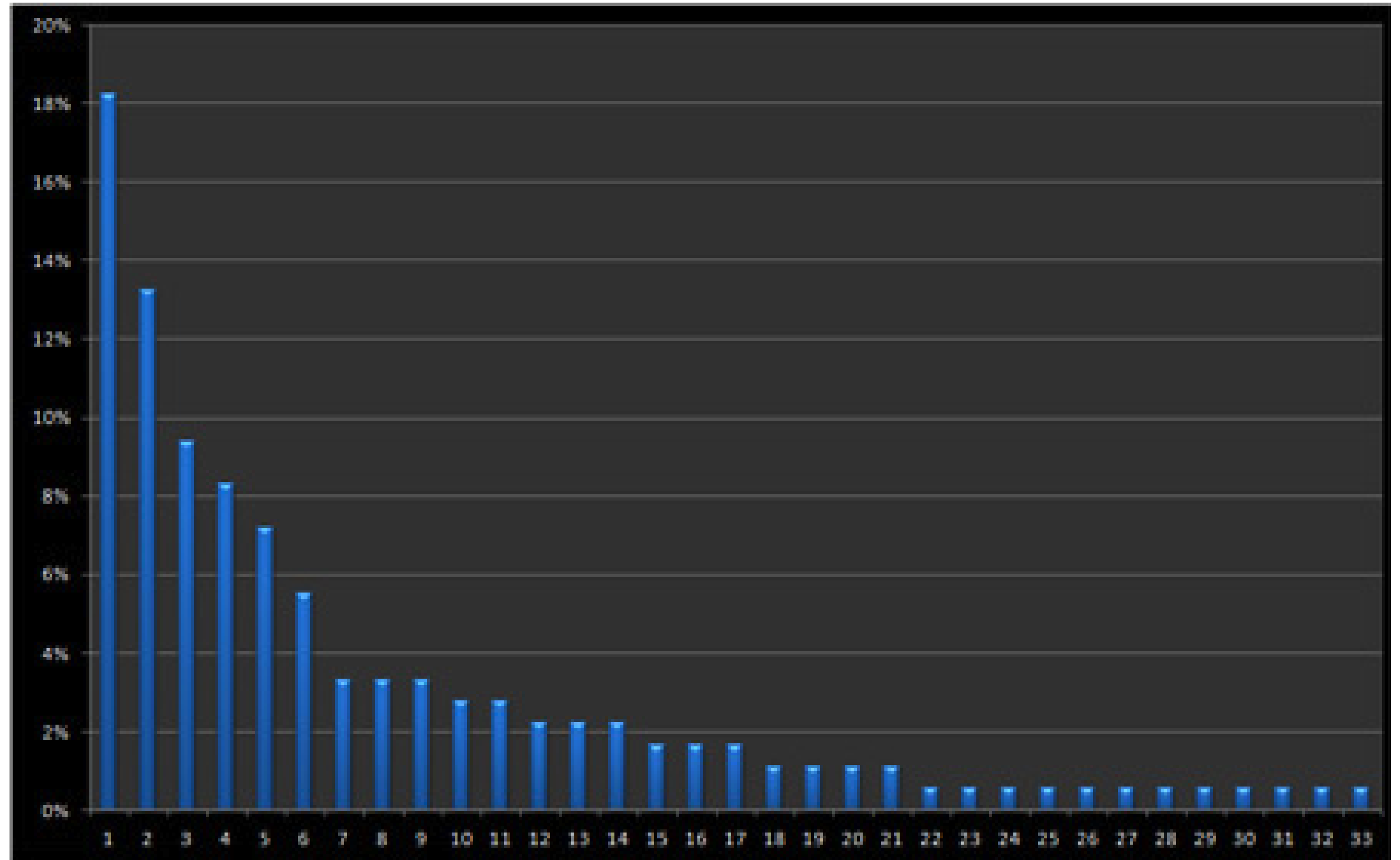
Princípio de Pareto



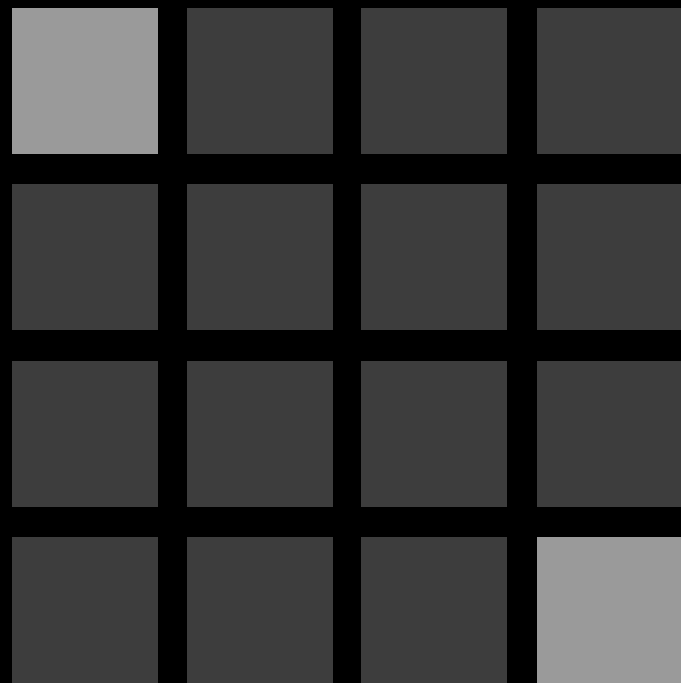
O princípio de Pareto afirma que, para muitos eventos, cerca de 80% dos efeitos vêm de 20% das causas.

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.

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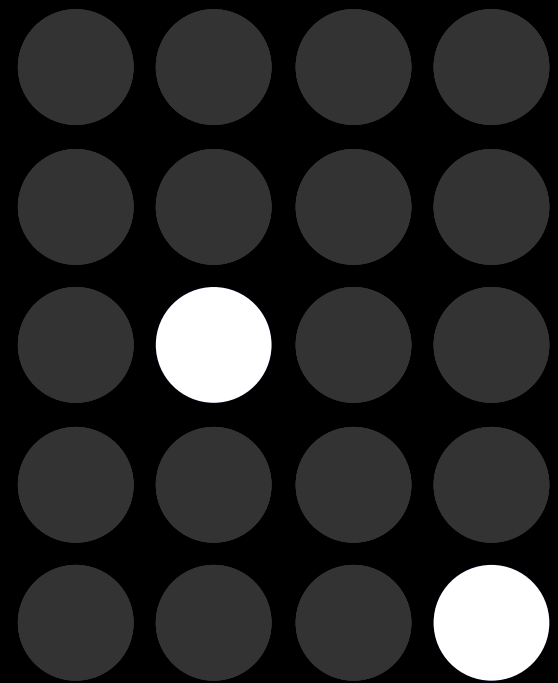


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Regra do Pico-Fim



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Resume Campaign

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Edit From



Subject

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Content

Edit Design

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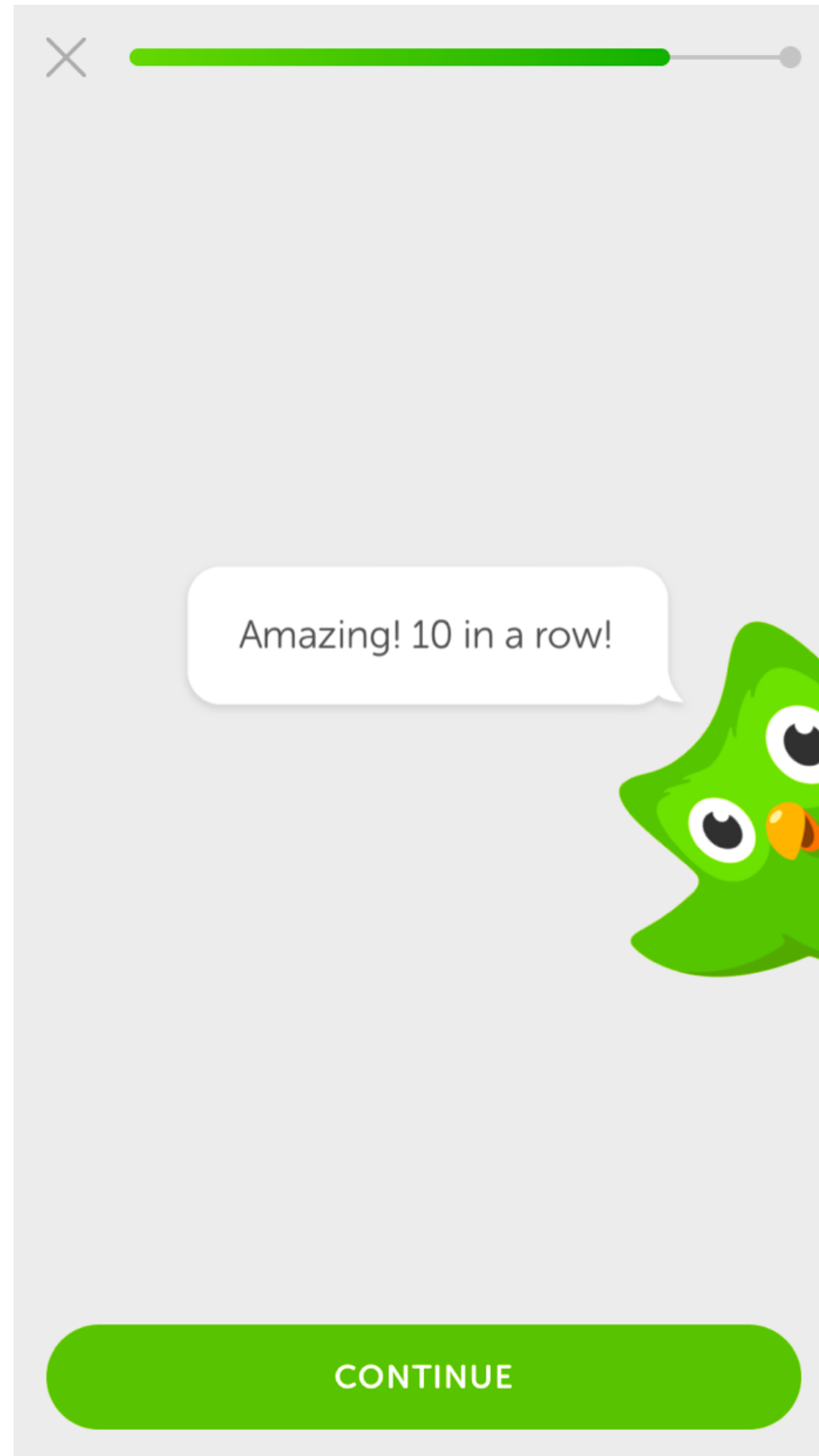
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