

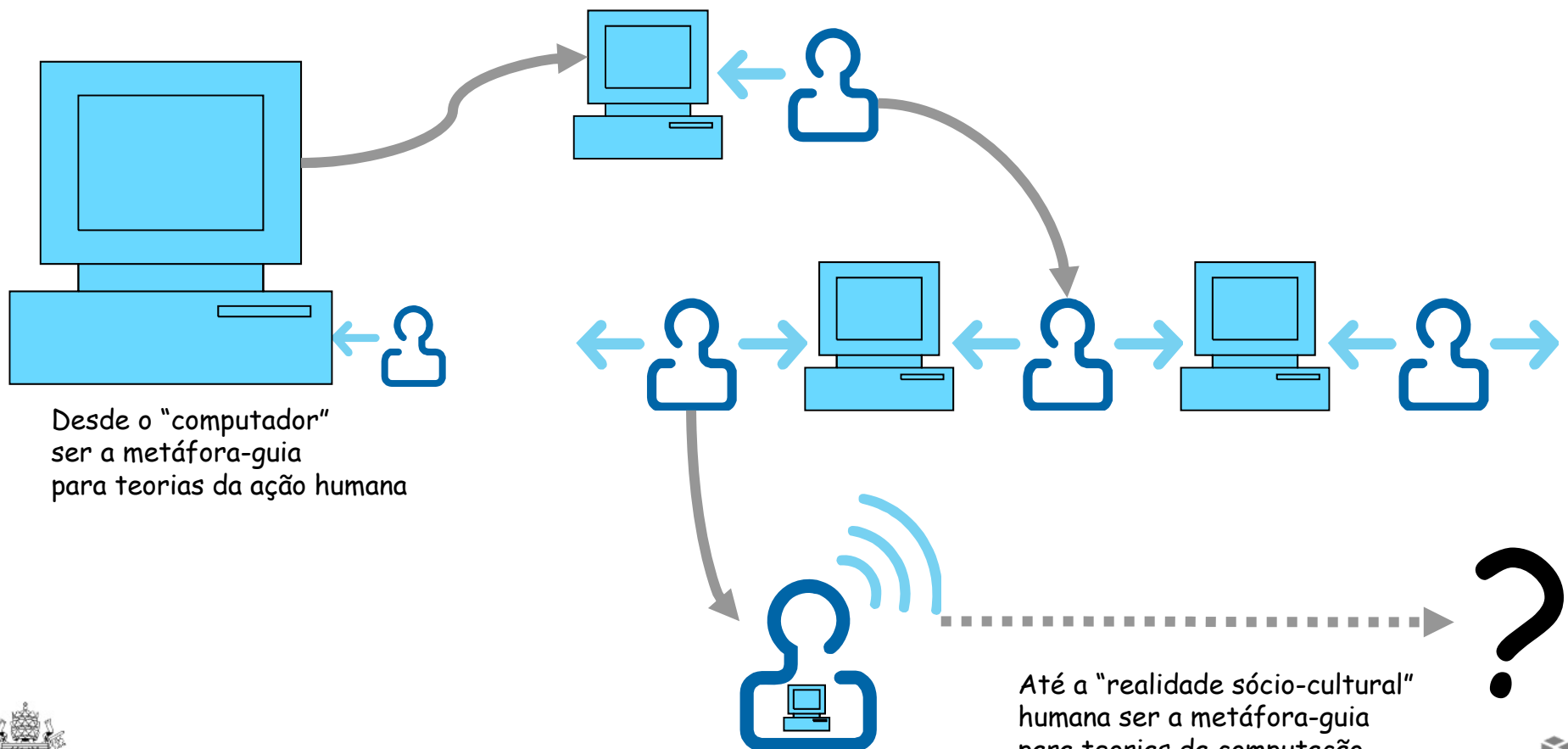
INF2706 – Fundamentos de IHC

Teorias fundamentais da disciplina

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Semiotic Engineering Research Group
www2.serg.inf.puc-rio.br

15/03/2012

Teorias refletem evolução cultural de TI



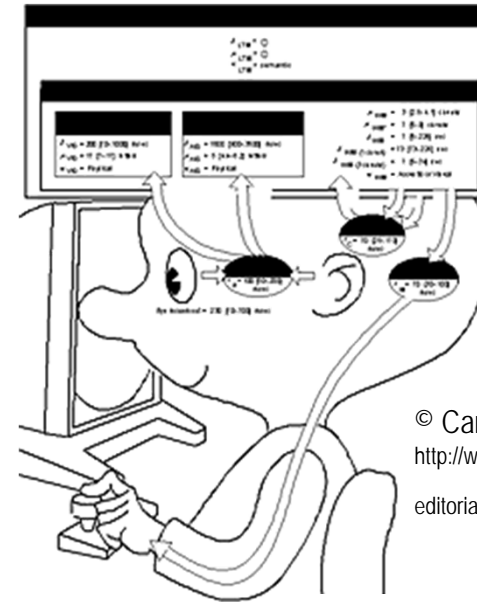
Desde o "computador" ser a metáfora-guia para teorias da ação humana

Até a "realidade sócio-cultural" humana ser a metáfora-guia para teorias da computação e abordagens gerais de desenvolvimento de sistemas

Duas teorias fundadoras – a base cognitiva

- The Human Information Processor (Card, Moran, Newell)

1

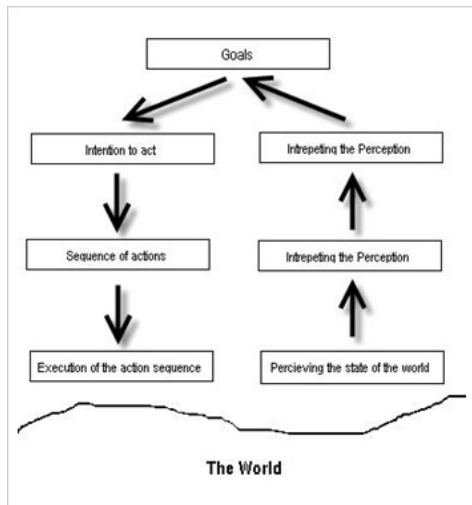


© Card, Moran, Newell 1982
http://www.sapdesignguild.org/community/editorials/editorial_02_2003.asp

THE TIMES THEY ARE A-CHANGIN' – SO ARE THE HCI PARADIGMS

By Gerd Walsoszek, SAP AG, SAP User Experience – July 24, 2003
 ...an Computer Interaction (HCI) and its "parent" cognitive psychology have long been dominated by information-processing paradigm. Currently, however, there are signs that we are experiencing a t to new HCI paradigms. This editorial offers a glimpse into the future of HCI.

2



Texto de Chris Franz
<http://blog.advantageevangelist.com/2008/06/book-review-design-of-everyday-things.html>

Monday, June 2, 2008

Book Review: The Design of Everyday Things

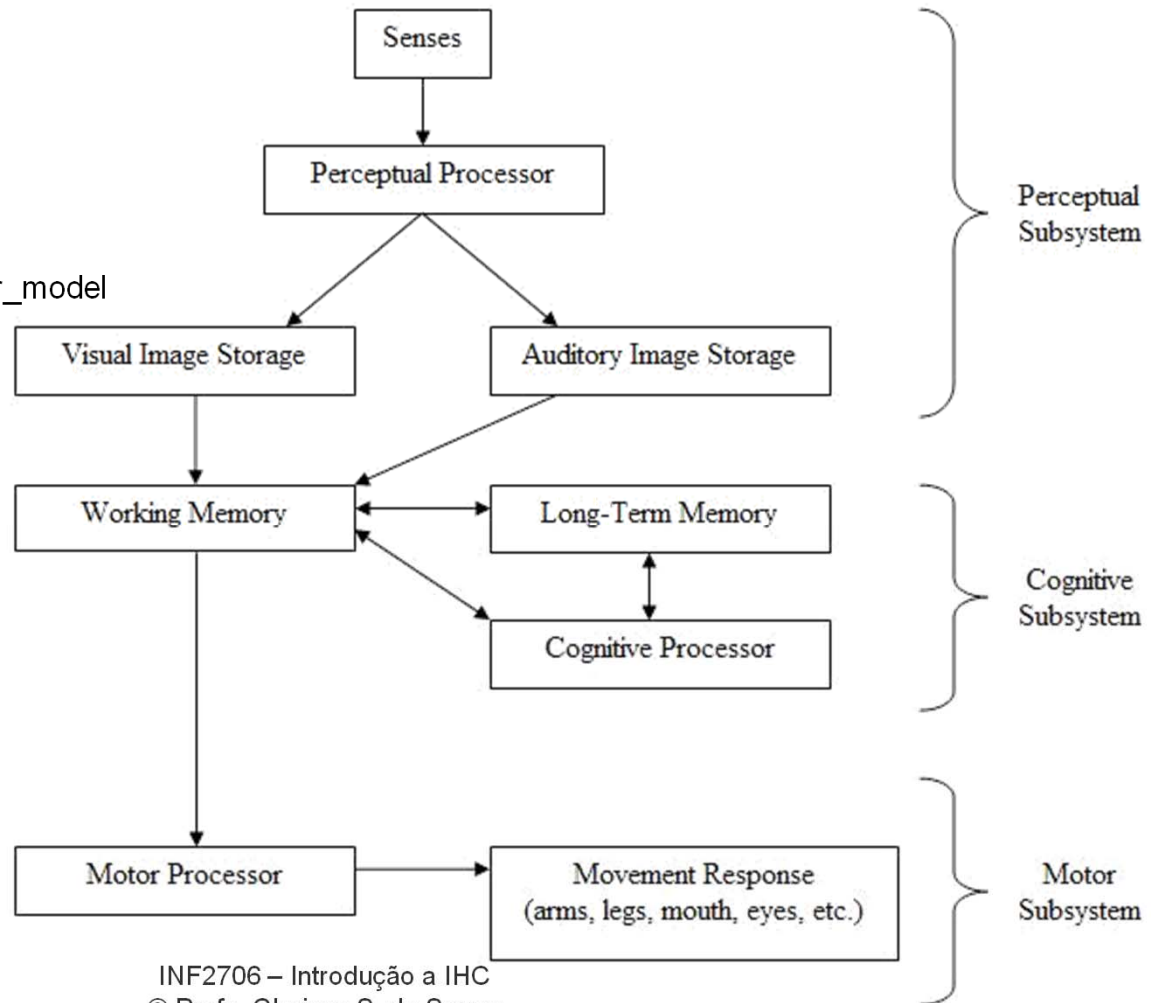
- The 7 stage Theory of Action (Norman)

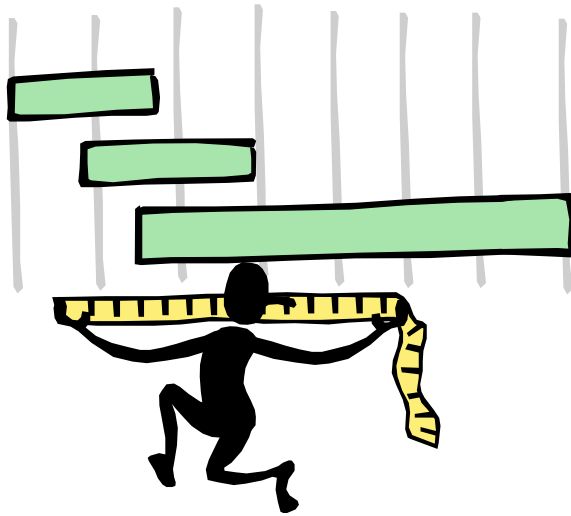
O modelo de Card, Moran & Newell

Base em Psicologia
Cognitiva

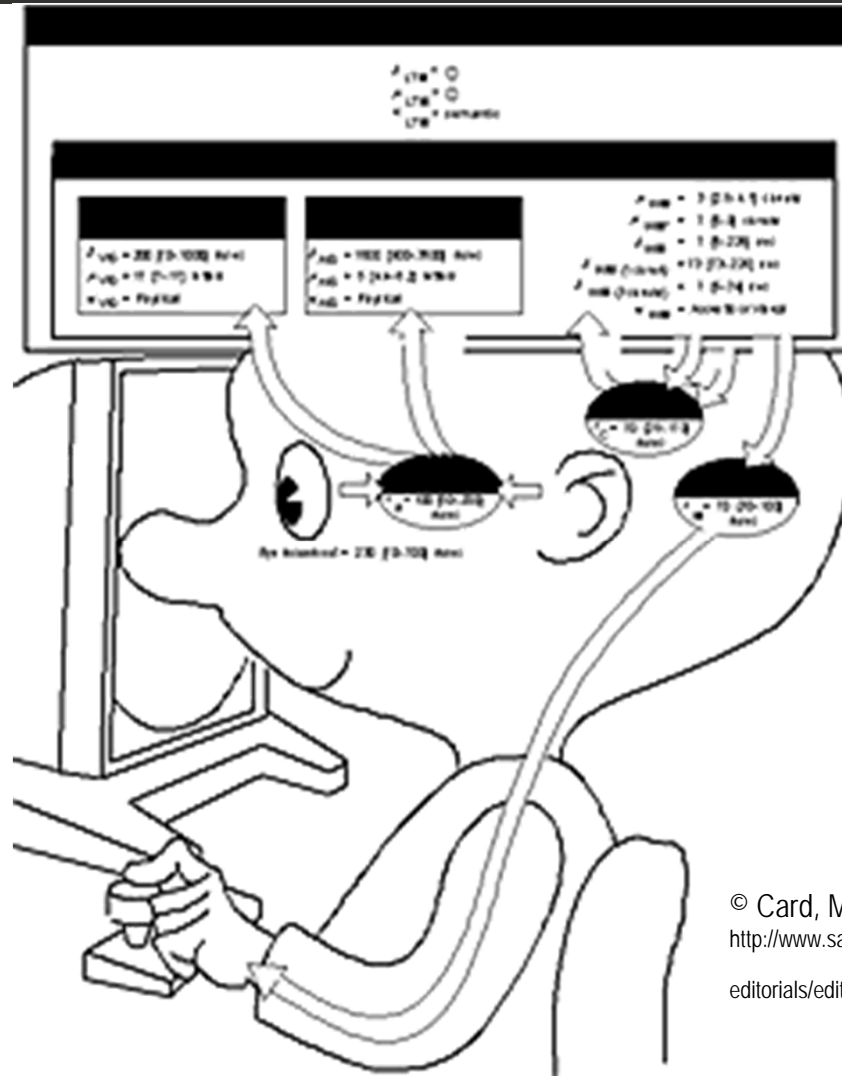
Fonte da imagem:

http://en.wikipedia.org/wiki/Human_information_processor_model





Métricas e Medidas do esforço cognitivo do usuário

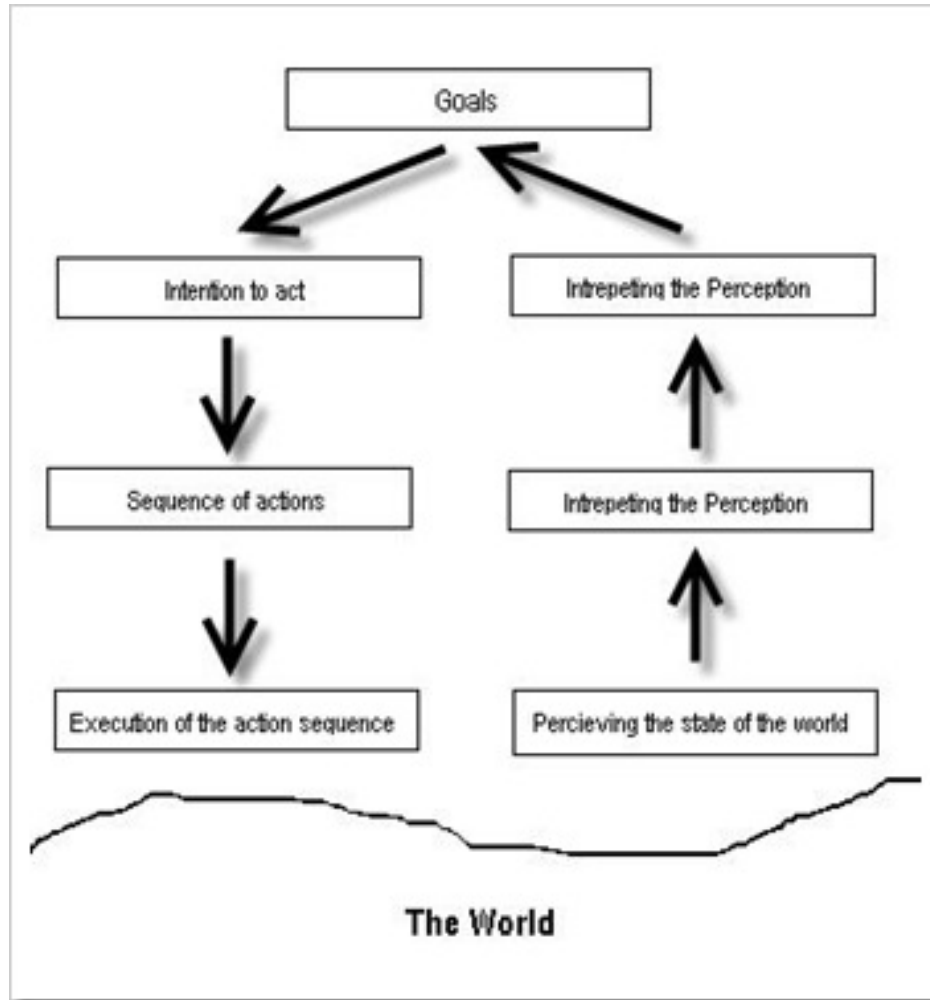


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INF2706 – Introdução a IHC
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THE TIMES THEY ARE A-CHANGIN' – SO ARE THE HCI PARADIGMS

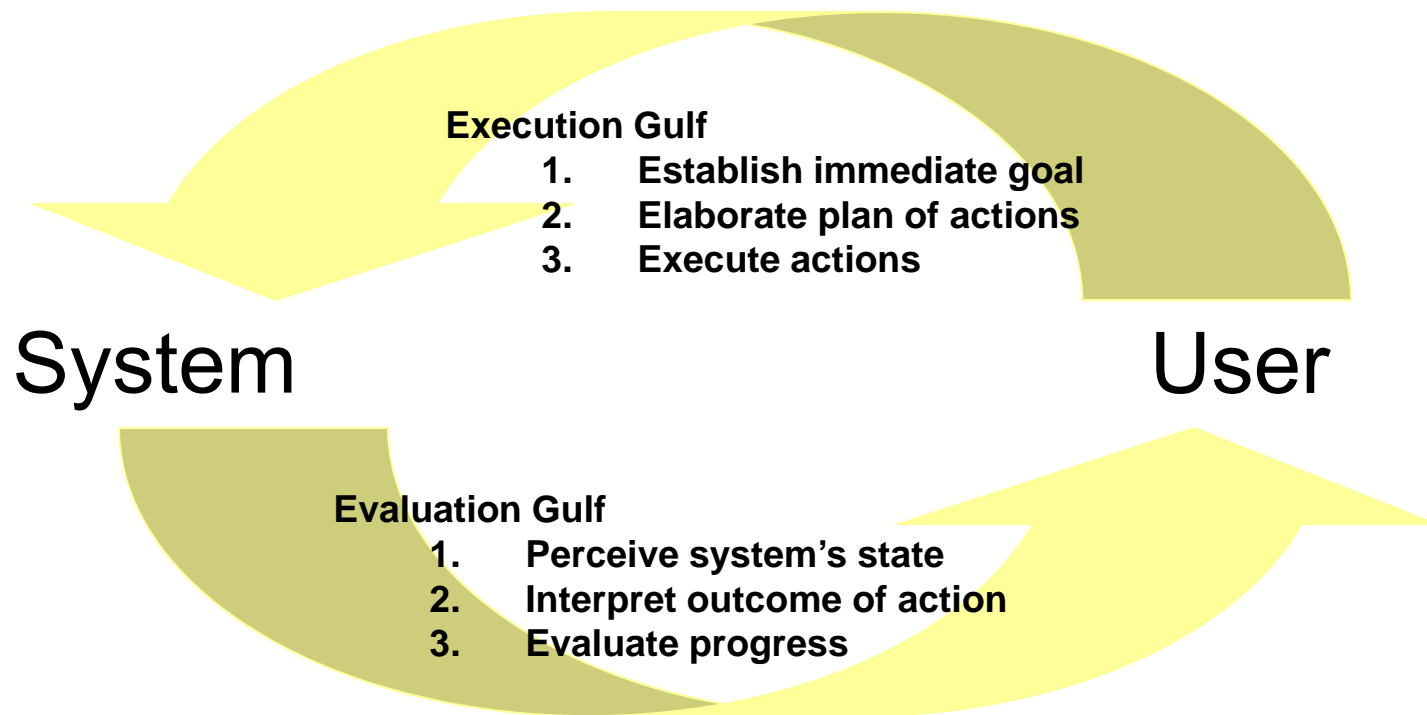
By Gerd Waloszek, SAP AG, SAP User Experience – July 24, 2003
 Human Computer Interaction (HCI) and its "parent" cognitive psychology have long been dominated by the information-processing paradigm. Currently, however, there are signs that we are experiencing a shift to new HCI paradigms. This editorial offers a glimpse into the future of HCI.



A Teoria da Ação de Norman

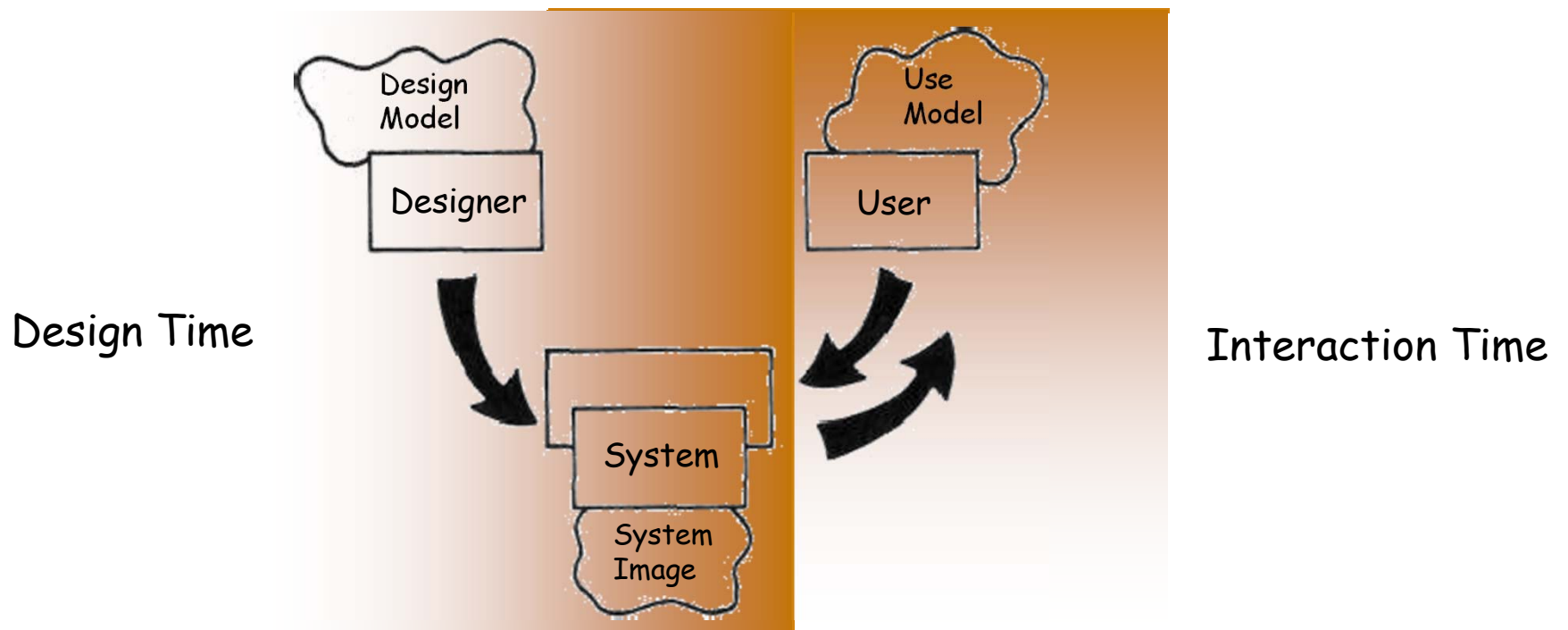
Fonte da Imagem:
<http://ars.sciencedirect.com/content/image/1-s2.0-S0953543898000599-gr1.gif>

Da teoria ao modelo clássico de UCD

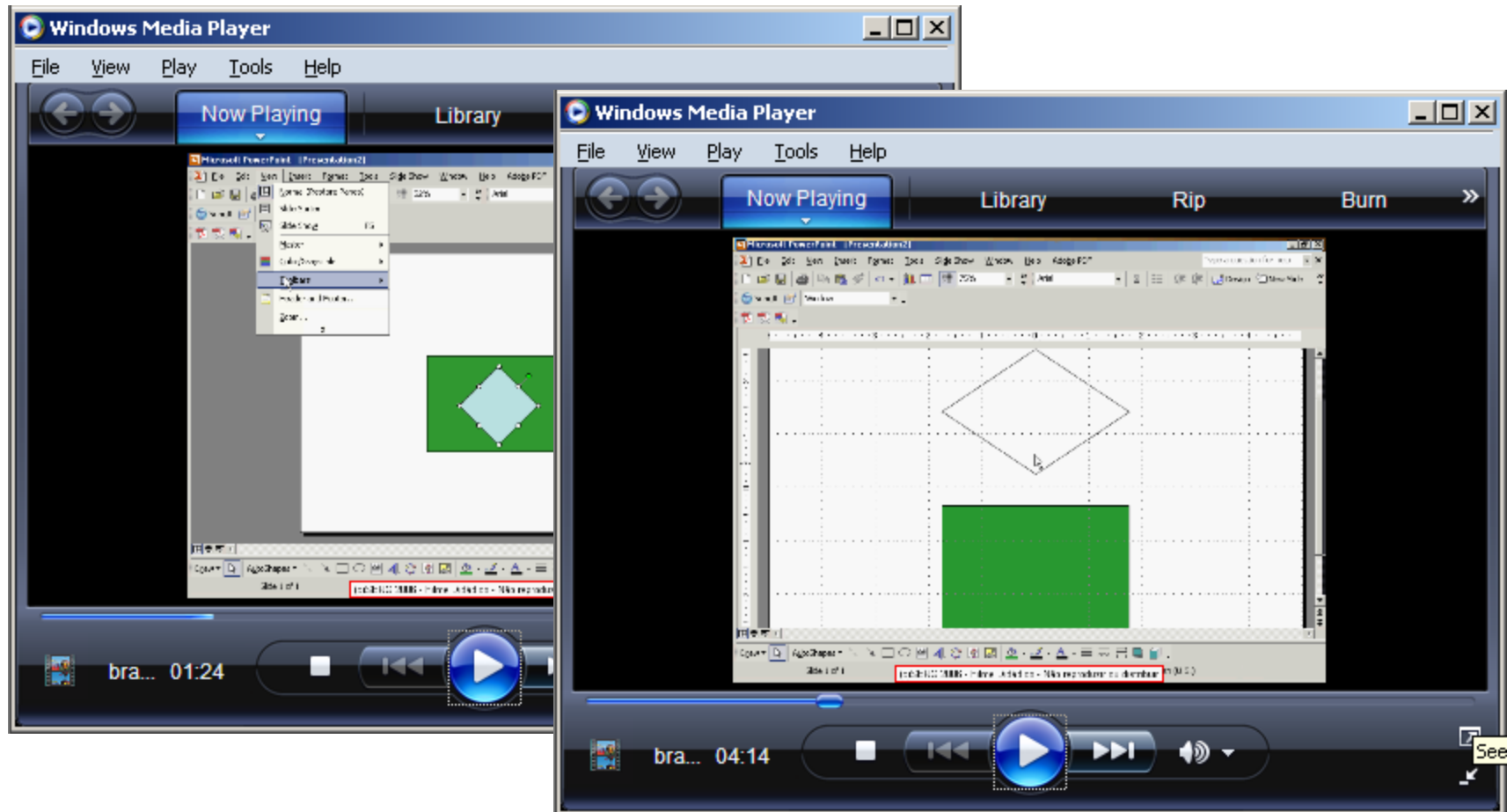


The influence of Norman's *7 Step Theory of Action* (Norman, 1986)

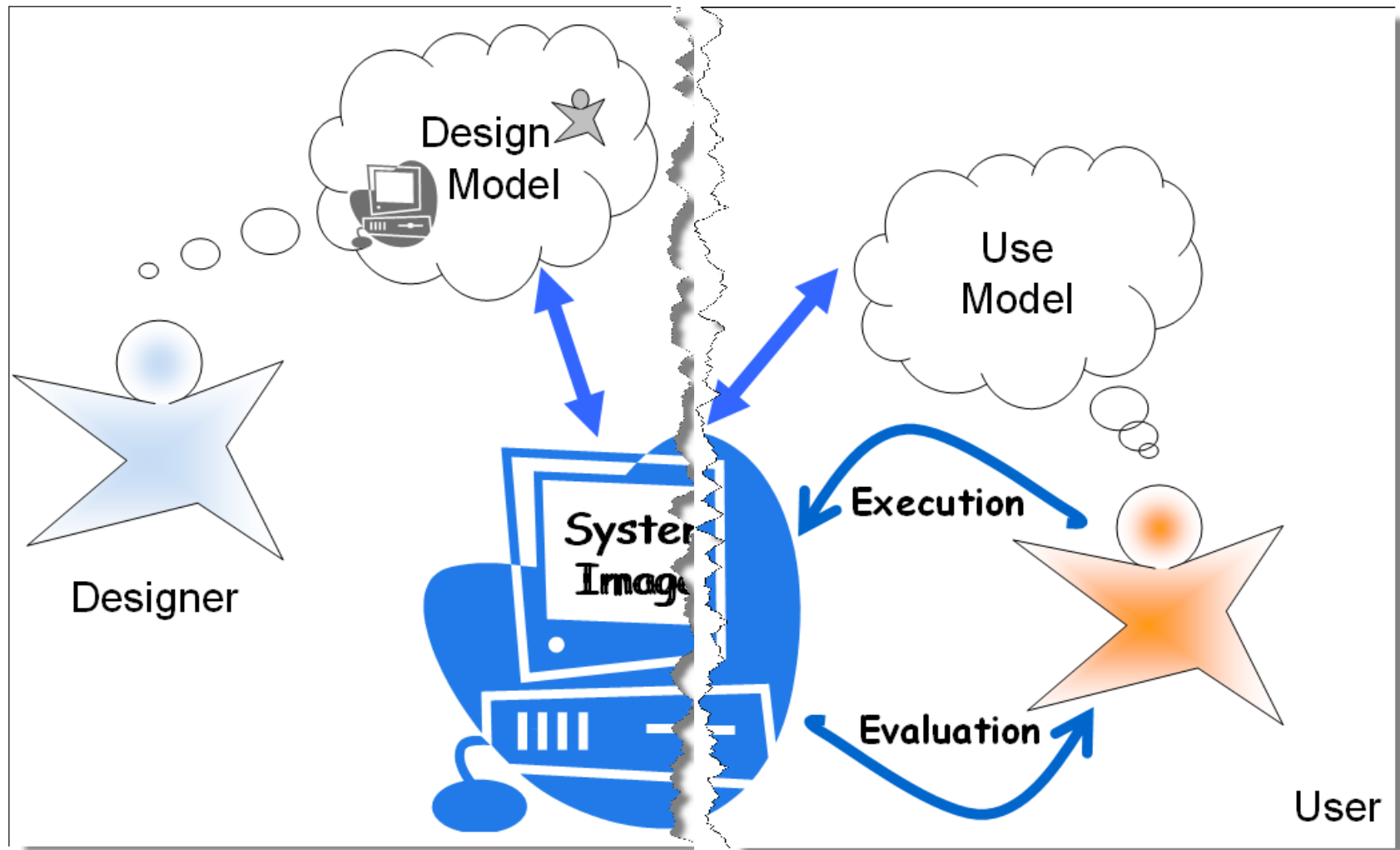
User-Centered Design: Perspectiva Geral



Vejam isto: (clips antigos, mas ainda reveladores)



O grande 'golfo' silencioso



SERG: ampliando o espectro de IHC

Migrando
disto ...

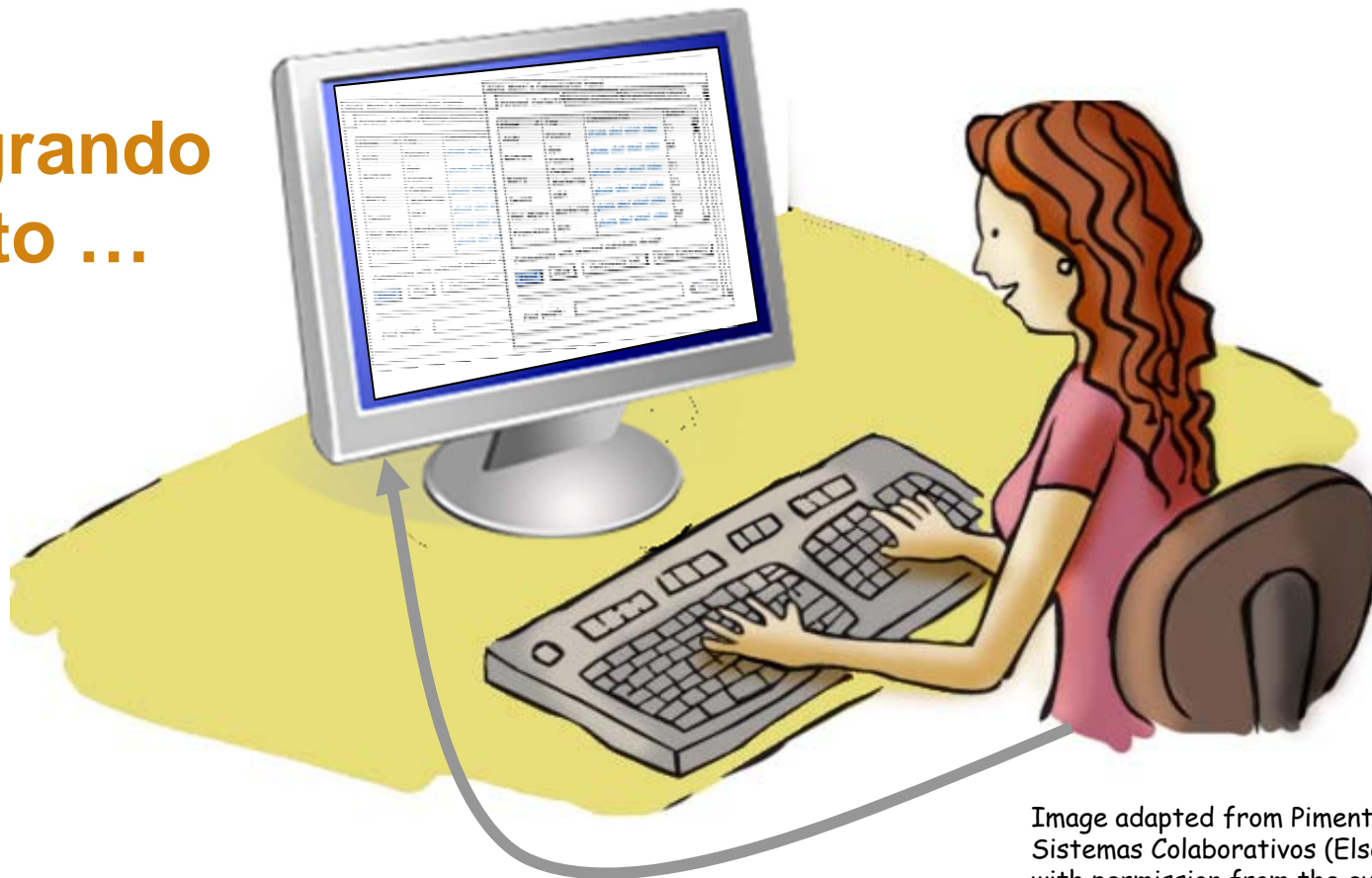


Image adapted from Pimentel & Fuks, 2011
Sistemas Colaborativos (Elsevier-Campus)
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... para isto.

"Here is my understanding of who you are, what I've learned you want or need to do, in which preferred ways, and why. This is the system that I have therefore designed for you, and this is the way you can or should use it in order to fulfill a range of purposes that fall within this vision."

O que muda?



Translated image from Pimentel & Fuks, 2011
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Semiotics & HCI – pré-publicação disponível



Interaction-Design.org

**Semiotics and HCI
de Souza, 2012 (Encyclopedia of HCI, Interaction-Design.org)**

http://www.interaction-design.org/encyclopedia/semiotics_and_human-computer_interaction.html