


Hi!

Ivan Pauletti

User Experience & Interface Developer



YouTube Search



YOOOOOOO!!!! MA BROO!
D'YA WANNA BUY SOME GUD STUFF?

Trazido a você por

THE CONF

e

InfoQ
BRASIL

32:06 / 34:38

Designing Experiences for Chatbots The Conf 2017

**How to DESTROY any
idea with a little (really, too little)
Psychology.**



Ivan Henrique Tavares Pauletti

UX Designer & Front End Developer

São Paulo, São Paulo, Brasil

Adicionar seção do perfil ▼

Mais...



Mercado Bitcoin



ESPM Escola Superior de Propaganda e Marketing



Visualizar informações de contato



Visualizar conexões (+ de 500)

Totally passionate for the user experience of things, from a book to an advanced smartphone, Ivan is software usability enthusiast and how it must be used in favor of the easy and intuitive conception of software and hardware. "How to solve one of the major e-book readers problems? "The 'fast-flippin...



Exibir mais ▼



Designer

2017 edition



I'm curious!

I have empathy!

**I have great
taste!**

Designer

2017 edition



Designer

2017 edition



Developer

I build.. things



Designer



Developer

Here to help!

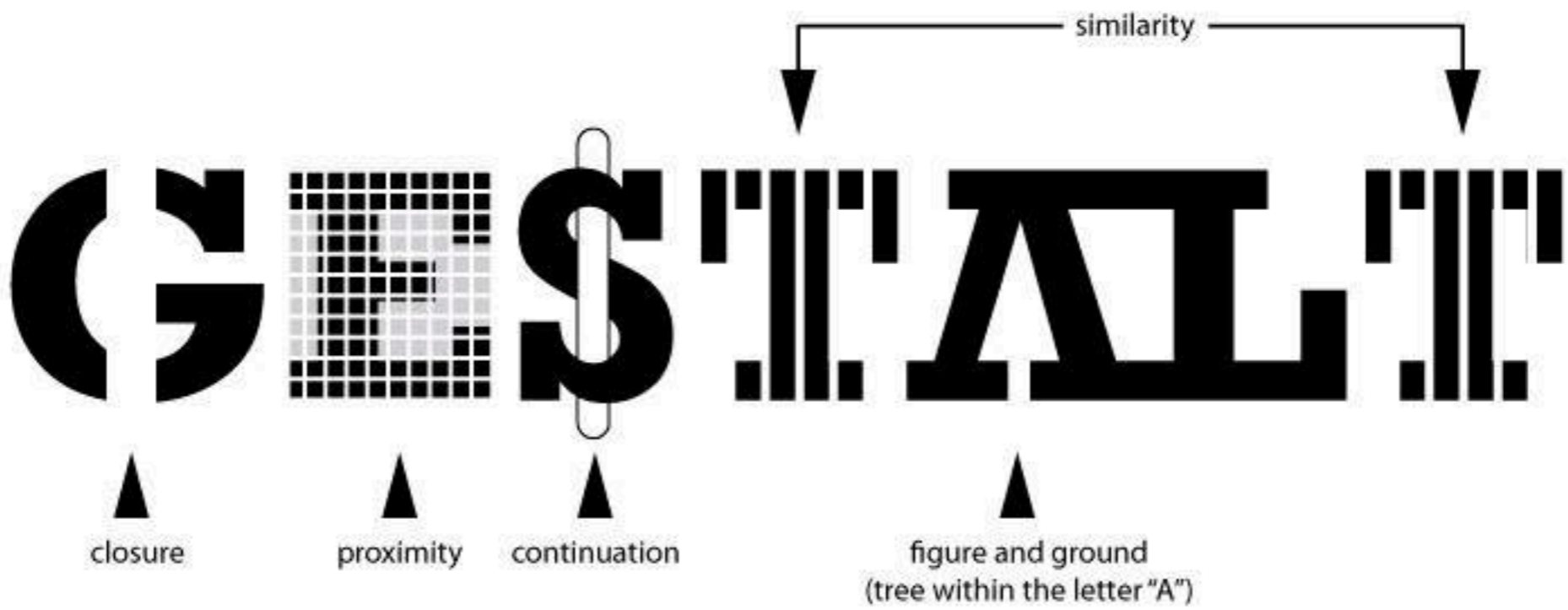
Loneliness!

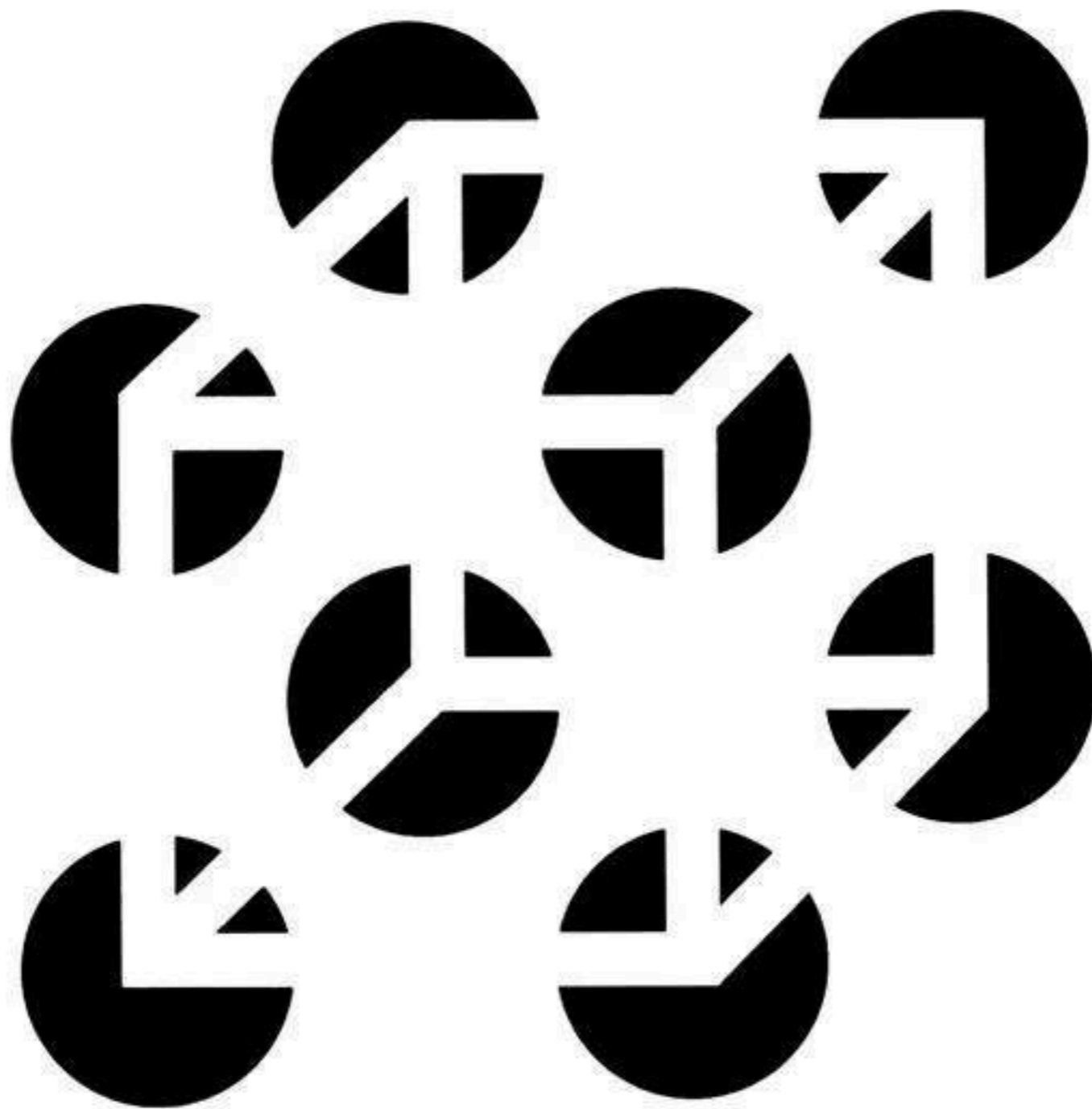
I HATE YOU!



Psychologist

Here to help!





**The whole is greater
than the sum of its
parts!**





Law of Similarity

SUBSCRIBE

CLICK TO DOWNLOAD

SAVE

Law of Common Fate

CANCEL

DELETE

SAVE



André Souza
Cognitive
Psychologist

User Experience Researcher

Google
User Experience & Design
Mountain View, CA, USA

At Google, User Experience Researchers (UXRs) help everyone focus on the user. In this role, you will create understanding and empathy around user needs, stated and unstated, for your entire product team including designers, product managers, and engineers. You will do so by conducting primary research, exploring the behaviors and motivations of our users through methods like field visits, ethnography, surveys, usability testing, and logs analysis. Your research will help us create useful, usable, and delightful new products and features for people as well as continually innovating on our existing products. You'll inspire change at all stages of product development by delivering compelling, written, in-person and visual presentations on your findings.

The UXR community at Google is unique. As part of our group, you will have the chance to work not only with the other UXRs on your immediate team but to work and learn from UXRs across the company through regular in-person meetups, established mentorship programs, access to our internal research tools, and 20% projects. Google is a place where UXRs can do their best work.

Google's mission is to organize the world's information and make it universally accessible and useful. Only one thing consistently stands in the way between our users and the world's information - hardware. Our Hardware team researches, designs, and develops new technologies and hardware to make our user's interaction with computing faster, more powerful, and seamless. Whether finding new ways to capture and sense the world around us, advancing form factors, or improving interaction methods, our Hardware team is making people's lives better through technology.

Responsibilities

- Conduct independent research on multiple aspects of products and experiences.
- Collect and analyze user behavior through lab studies, field visits, ethnography, surveys, benchmark studies, server logs, and online experiments (A/B testing).
- Work with Designers, Product Managers, Engineers, and other UXRs to prioritize research opportunities in a fast-paced, rapidly changing environment.
- Understand and incorporate complex technical and business requirements into research.
- Advocate research findings through written reports and in-person presentations.

Qualifications

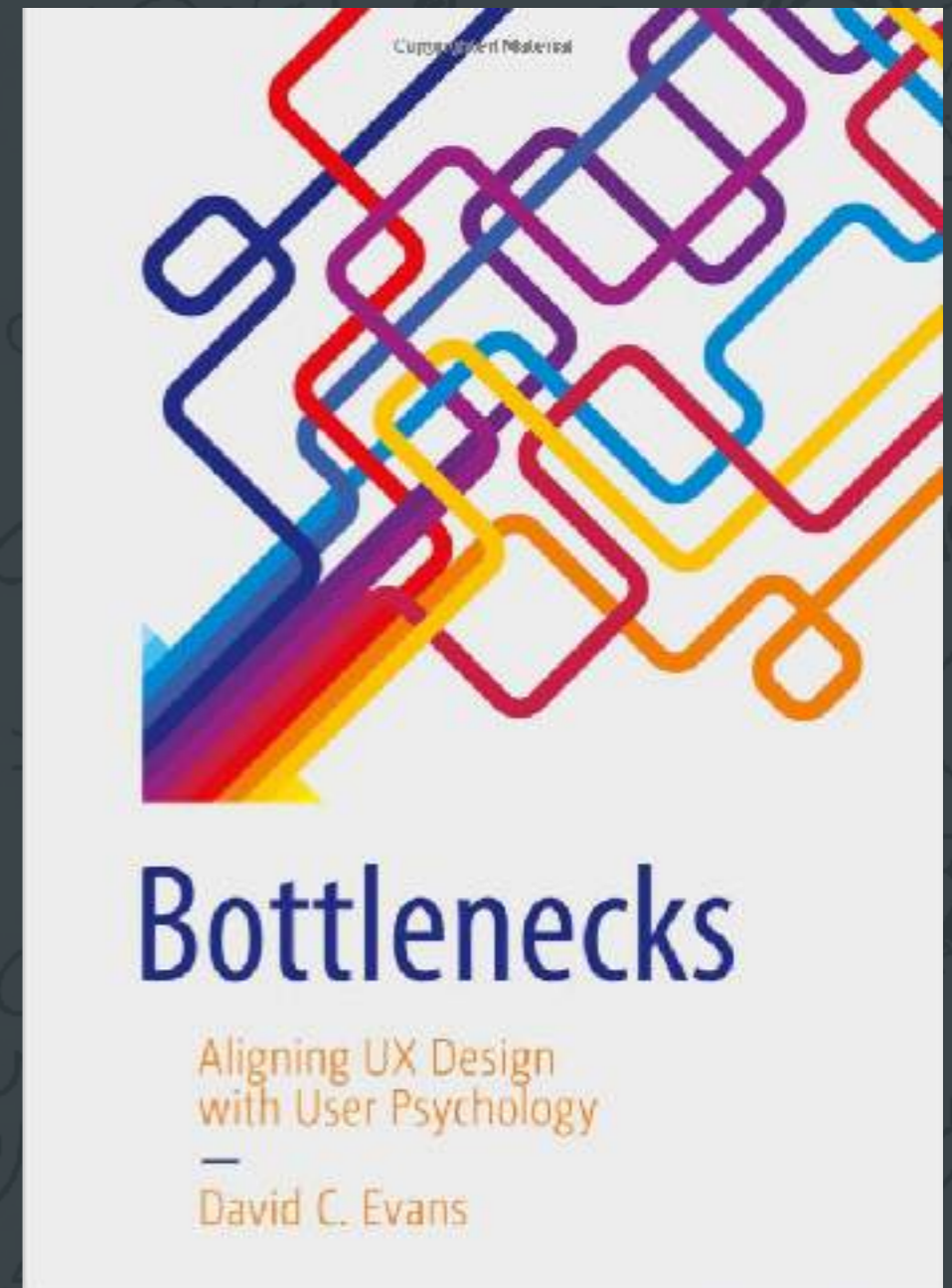
Minimum qualifications:

- BA/BS degree in Anthropology, Human Factors, Psychology, HCI/Computer Science or other related fields or equivalent practical experience.
- 4 years of work experience.
- Experience conducting semi-structured interviews, contextual field visits, usability studies either live or remote (e.g. Userzoom or usertesting.com).

Preferred qualifications:

- M.S./M.A. or Ph.D. in a related field or equivalent practical experience.
- Experience integrating user research into product designs and design practices.
- Experience in survey design (ie: Qualtrics). Experience working with statistics and experimental design.
- Experience with internet search, advertising, and curation within mobile, apps or development environments.
- Demonstrated understanding of the strengths and shortcomings of different research methods, including when and how to apply them during the product development process.
- Excellent interpersonal, communication and collaboration skills.

“ For just as **chemistry** is the science behind good **cooking**, **psychology** is the science behind good **design**. ”





Innovation

Ideas

Desafios

Manutenção

Segmentação de mercados

Benefícios



Objetivo



* Experiência Digital

* Estratégia

* Marketing

* Segmentação de Mercado



* Produtos

A collection of 15 sticky notes arranged in a grid-like pattern. The notes are primarily pink and blue, with one yellow note in the middle. They are organized into three columns and five rows, with some missing notes in the bottom right.

* Experiência Digital

A collection of 21 sticky notes arranged in a grid. The notes are primarily pink and blue, organized into three rows and seven columns. The notes contain handwritten text related to digital experience.

* Estratégia

A collection of 10 sticky notes arranged in a grid. The notes are primarily pink and blue, organized into two rows and five columns. The notes contain handwritten text related to strategy.

* Marketing

A collection of 5 sticky notes arranged in a grid. The notes are primarily pink and blue, organized into two rows and three columns. The notes contain handwritten text related to marketing.

* Segmentação de Mercado

A collection of 8 sticky notes arranged in a grid. The notes are primarily pink and blue, organized into two rows and four columns. The notes contain handwritten text related to market segmentation.

* Branding

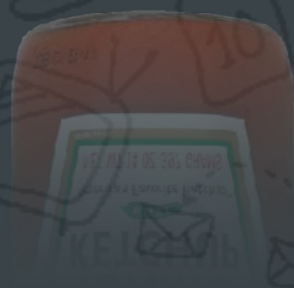
A collection of 6 sticky notes arranged in a grid. The notes are primarily pink and blue, organized into two rows and three columns. The notes contain handwritten text related to branding.

* Pagamentos

A collection of 4 sticky notes arranged in a row. The notes are primarily pink and blue, with one yellow note in the middle. They contain handwritten text related to payments.

* Time

A collection of 2 sticky notes arranged in a row. Both notes are blue and contain handwritten text related to time.



Week days - Monday to Friday

20/50

Occupied seats

4h

Travel Time

\$40

Ticket price





Convenient and cheap.

Week days - Monday to Friday

20/36

Occupied seats

3.5h

Travel Time

\$46

Ticket price





Ideas

“

No business plan survives the **first contact** with a customer ”

THE STARTUP OWNER'S MANUAL

The Step-by-Step Guide for
Building a Great Company

Steve Blank and Bob Dorf

Steve Blank and Bob Dorf

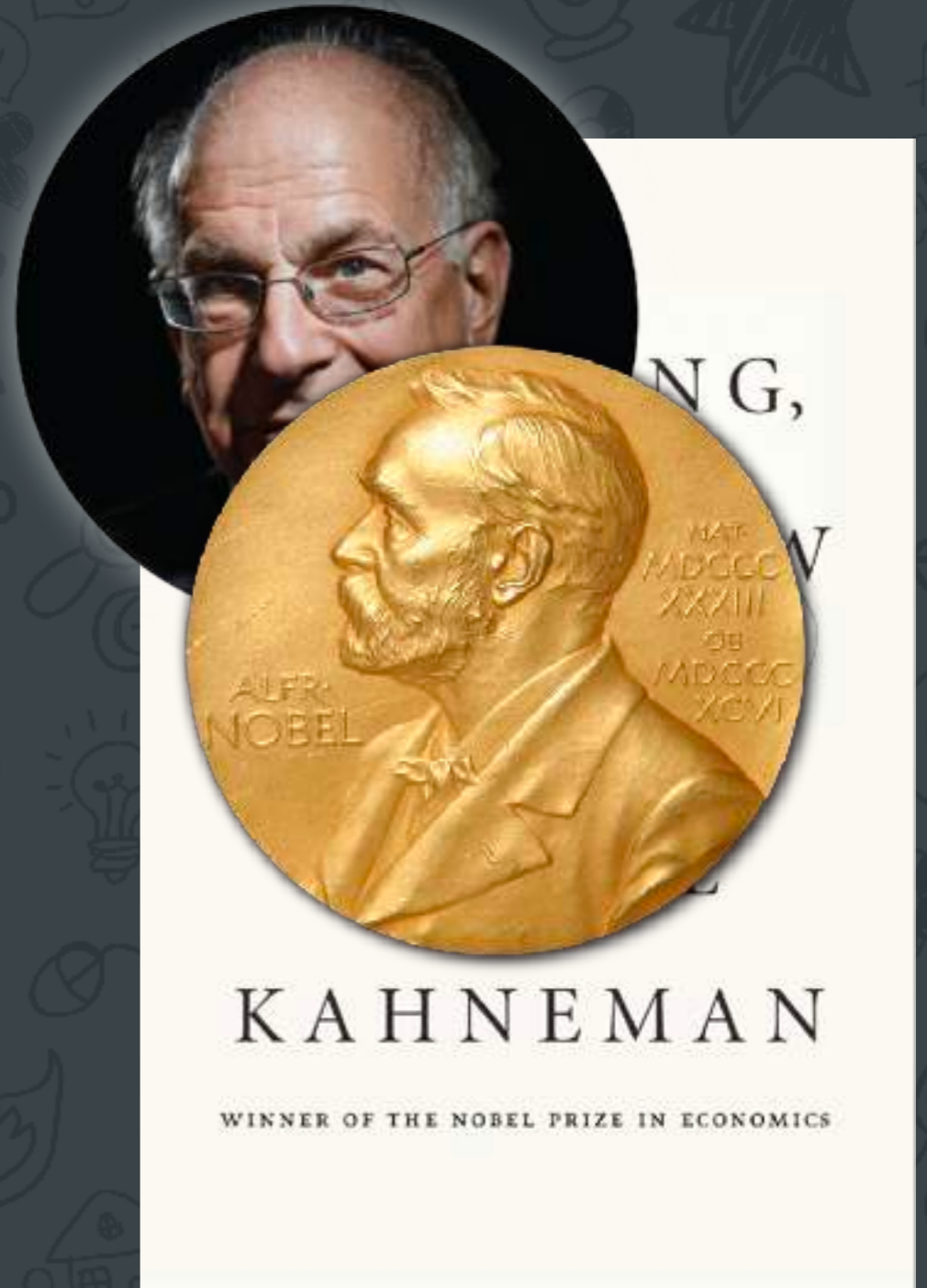








“ How a different group of people can have **different interpretations** and judgements, sometimes on the **opposite way** of the **rational choice**. ”



BIAS.



KAHNEMAN

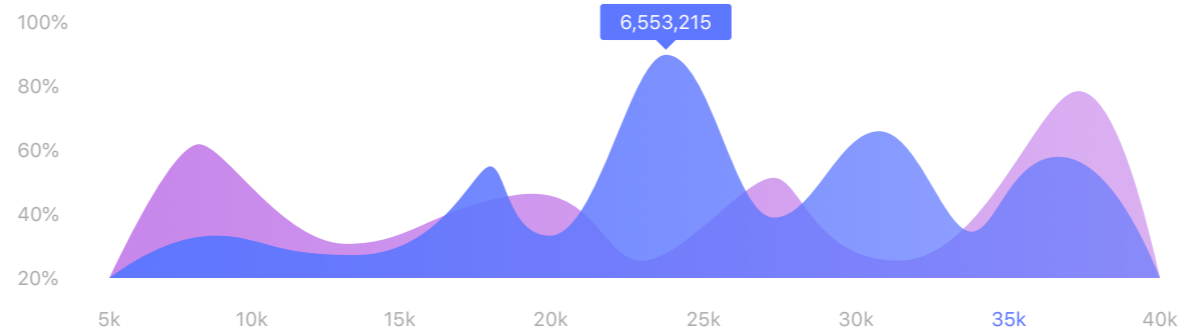
WINNER OF THE NOBEL PRIZE IN ECONOMICS

WINNER OF THE NOBEL PRIZE IN ECONOMICS

Dashboard

Sales

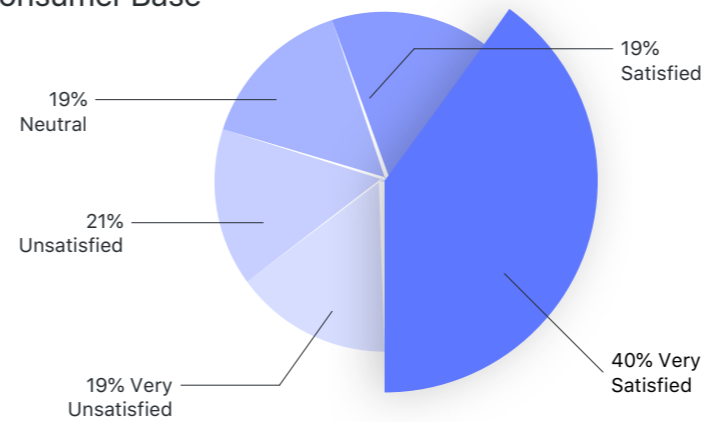
Last Month ▾



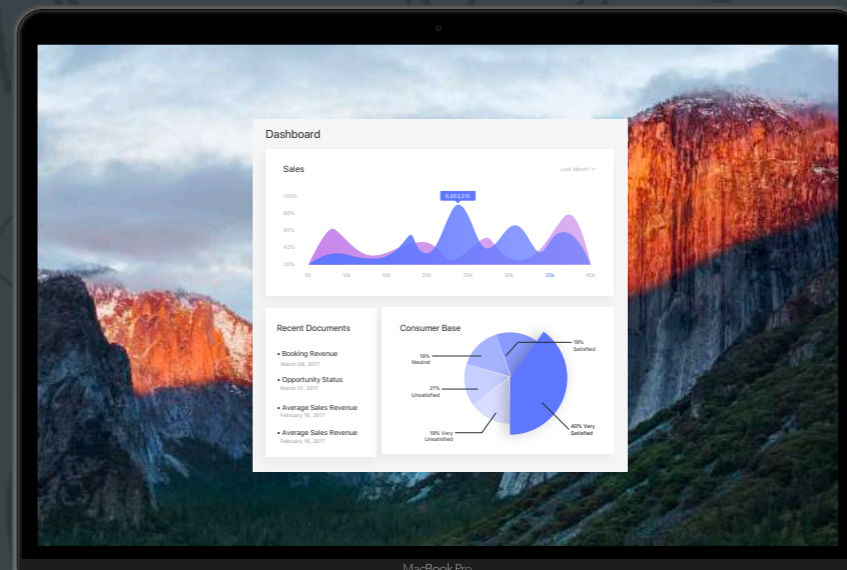
Recent Documents

- **Booking Revenue**
March 08, 2017
- **Opportunity Status**
March 01, 2017
- **Average Sales Revenue**
February 16, 2017
- **Average Sales Revenue**
February 16, 2017

Consumer Base



Confirmation bias

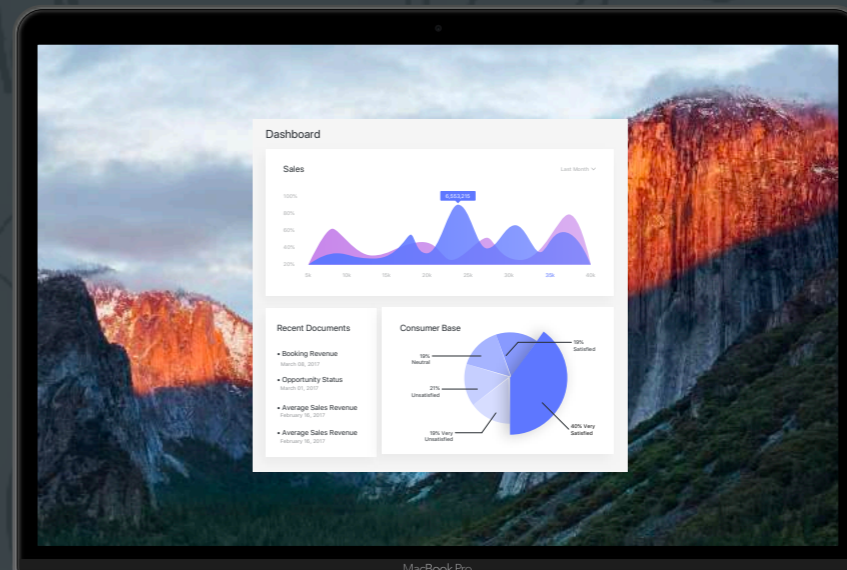


230 crashes

Pro-choice bias



230 crashes

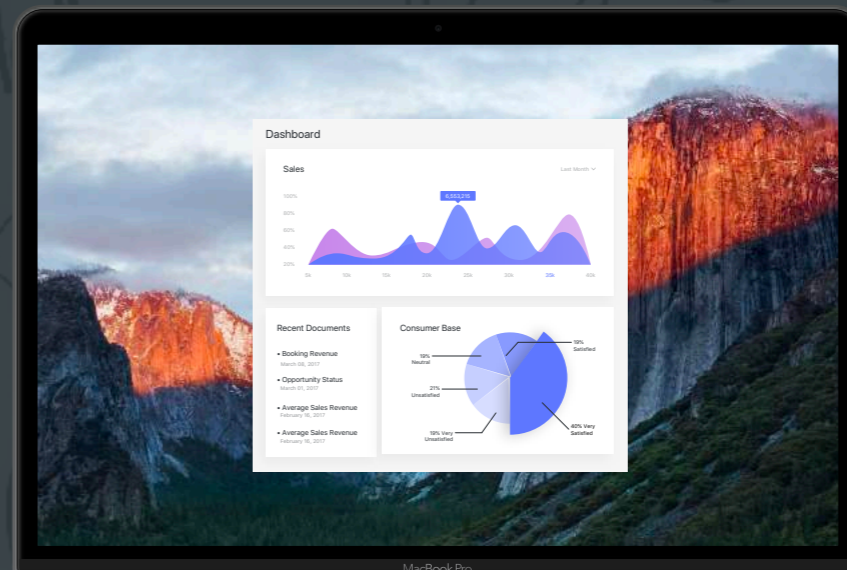


50 crashes

Base rate fallacy



230 crashes
1.000.000 users
0,023% crashrate



50 crashes
2.000 users
2,5% crash rate

Base rate fallacy

Pro-choice bias

Confirmation bias



Ideas

Cognitive distortion

Choice supportive bias Naive realism

Sub-additivity bias Contrast effect

Survivorship

Google effect

Reactance

Framing

Well travelled road effect Unity

Backfire effect Zero-risk bias

Expectation bias Clustering illusion

Zeigarnik

Pareidolia

effect

IKEA

Forer effect

effect

Status quo

Fundamental attribution error

Worse-than-average effect

Sexual over perception bias

Stereotyping

Blind spot

Emotional

Bandwagon

effect

Cryptomnesia

Moral luck

Halo effect

Semmelweis

reflex

Irrational

escalation

Focalism

Law of the

Instrument

Illusion of

control

Restraint bias

Actor-observer

Systemic bias

Third-person effect

Rhyme as **False**

Neglect of probability

The post purchase

rationalization

Restraint

Cheerleader effect Anthropomorphism

Confirmation bias Implicit stereotype

Woman are wonderful effect

Recency

illusion

Hindsight bias

Belief bias

Authority bias

System justification

Time saving Social disability bias

Not invented

here bias

Overconfidence

Context effect

Prejudice bias

Selective perception

Social comparison bias

Peltzman effect

Courtesy bias

In-group bias

Loss

Aversion

The Zero-sum

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Byrstander effect

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probability **effect**

The post **Less is**

purchase **Better**

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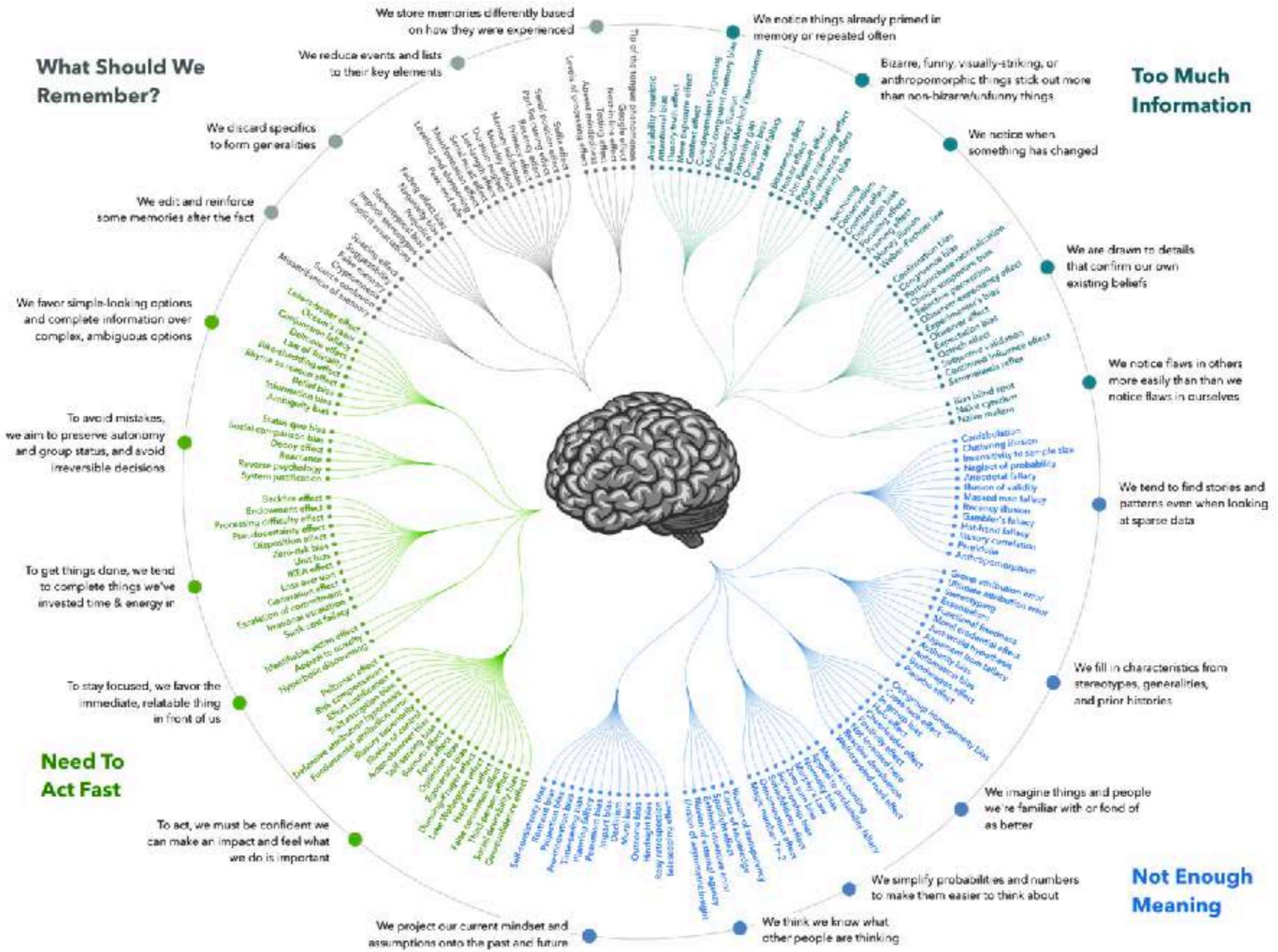
The **Zero-sum**

Weber-Fechner law Attentional bias

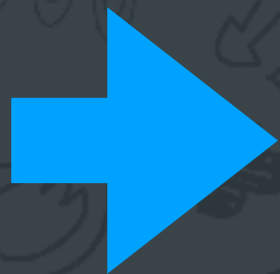
Byrstander effect

Self-serving

COGNITIVE BIAS CODEX







Position ↕	District ↕	Population 2010 ↕	Census 2000 ↕
1	Grajaú	444.593	333.436
2	Sapopemba	296.042	282.239
3	Jardim Ângela	291.798	245.805
4	Brasilândia	280.069	247.328
5	Capão Redondo	275.230	240.793
6	Jardim São Luís	261.586	239.161
7	Cidade Ademar	248.215	243.372
8	Itaim Paulista	241.026	212.733
9	Sacomã	237.769	228.283
10	Jaraguá	220.292	201.512
11	Cidade Tiradentes	219.868	190.657
12	Campo Limpo	216.098	191.527
13	Jabaquara	212.504	214.095
14	Cidade Dutra	203.473	191.389
15	Itaquera	199.824	145.900
16	Tremembé	185.731	163.803
17	Lajeado	185.184	157.773

**The whole is greater
than the sum of its
parts!**





Ideas

Cognitive distortion

Choice supportive bias Naive realism

Sub-additivity bias Contrast effect

Survivorship

Google effect

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Well travelled road effect Unity

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fallacy

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Districts with higher people displacements to work (last mile)

- Central side (Consolação, Pinheiros, República, Sé, Bela Vista)
- Southside (Brooklin, Vila Olímpia, Moema)
- Westside (Pompéia, Lapa, Perdizes)

Deslocamentos pendulares na região metropolitana de São Paulo

Cláudia Antico

Doutora em Demografia, Consultora na Fundap (SP-Brasil)

RESUMO

O principal objetivo deste trabalho é analisar os deslocamentos pendulares ocorridos na Região Metropolitana de São Paulo como um indicativo de desigualdades e da heterogeneidade espacial e social existentes na região. A abordagem do tema foi feita em diferentes recortes espaciais para analisar os tipos de fluxos pendulares estabelecidos nos diversificados contextos sub-regionais. A principal fonte de dados utilizada foi o Censo Demográfico 2000.

Palavras-chave: Deslocamentos pendulares. População. Região Metropolitana de São Paulo.

ABSTRACT

This study has aimed at analysing the commutings in the metropolitan area of São Paulo as an indication of inequalities and of social and spatial heterogeneity in the area. The theme has been approached in different special units to analyse the types of commutings established among the diversified subregional contexts. The main source of data used in this study was Demographic Census 2000.

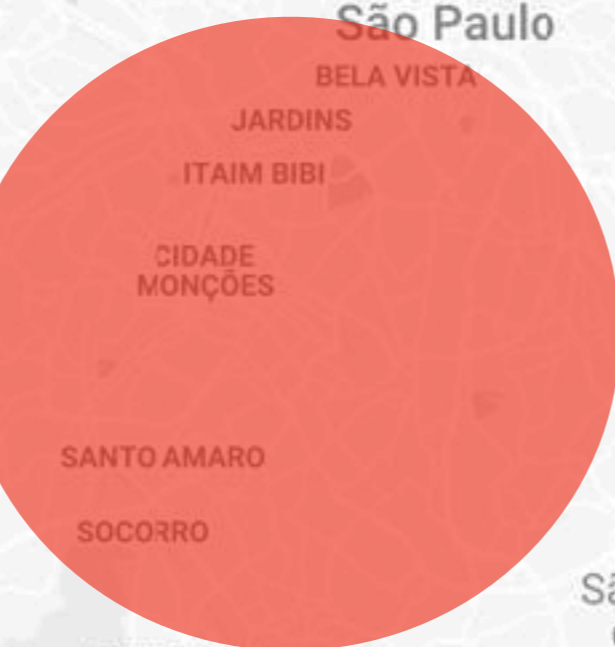
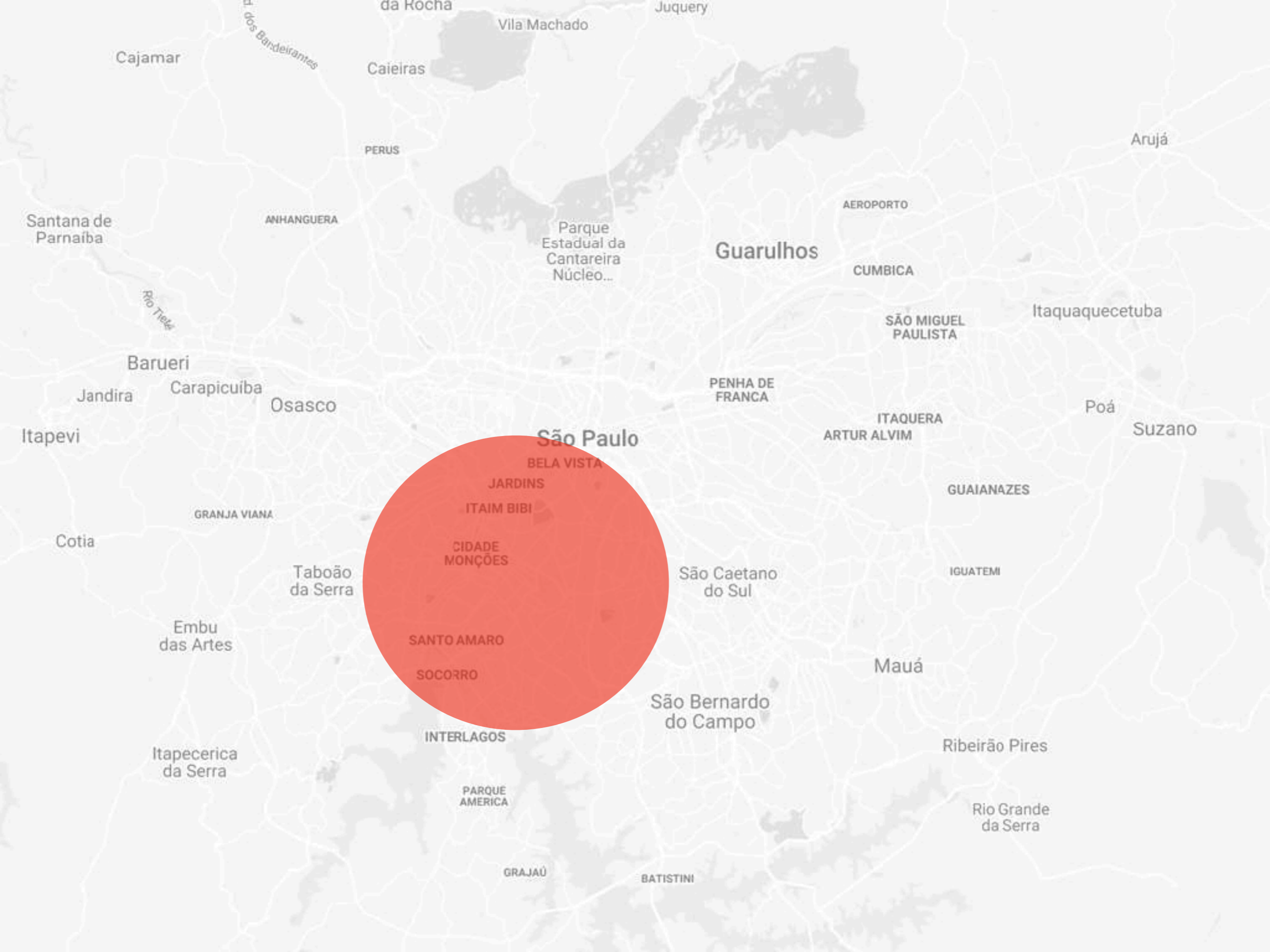
Key words: Commutings. Population. Metropolitan Area of São Paulo.

Os dados do Censo Demográfico 2000¹ revelaram que, no Brasil, 7,4 milhões de pessoas trabalhavam ou estudavam em municípios diferentes daqueles onde residiam. Esse tipo de deslocamento era realizado, principalmente, por residentes nos Estados de São Paulo e Rio de Janeiro, que registraram 29,2% (2,1 milhões) e 13,2% (980 mil), respectivamente, do total do país. A Região Metropolitana de São Paulo - RMSP concentrava 54,8% (1,1 milhão) dos que trabalhavam ou estudavam fora do município e residiam no Estado, e entre seus municípios, Osasco (116 mil), São Paulo (114 mil), Santo André (95 mil) e Guarulhos (94 mil) apresentaram os maiores contingentes, caracterizando, assim, esse deslocamento populacional como um fenômeno urbano concentrado em grandes cidades.

Entre os residentes na RMSP que trabalhavam ou estudavam fora do município de residência, 91% o faziam em municípios situados na própria RMSP, 6% em outras Unidades da Federação - UF's ou países e 3% em outros municípios do interior do Estado de São Paulo, revelando o grande dinamismo interno metropolitano.

Os deslocamentos pendulares, caracterizados como um tipo de mobilidade populacional intra-urbana, mais intensos em áreas de maior concentração da população, tornaram-se um importante aspecto a ser considerado na dinâmica urbana metropolitana. Constituem uma dimensão da organização e da alocação das atividades econômicas, são mediadas pela confluência dos processos de transformação do espaço urbano, e derivados, em grande parte, da sua forma de expansão e de ocupação pela população, além da distribuição das funções urbanas.

Desse modo, destaca-se a importância de seu estudo, especialmente em áreas metropolitanas, como a da Grande São Paulo, caracterizada tanto pela intensidade e riqueza de seu dinamismo econômico e populacional, como pelas fortes desigualdades sociais e heterogeneidade espacial. A RMSP concentra polaridades e processos contraditórios, apresenta diferentes faces em sua dinâmica intra-urbana e em sua configuração espacial, e é composta tanto pela multiplicidade e diversidade de territórios como pela complexidade de processos contraditórios, apresenta diferentes faces em sua dinâmica intra-urbana e em sua configuração como todas as desigualdades sociais e heterogeneidade espacial. A RMSP concentra polaridades e grande grau de heterogeneidade espacial, revelando o grande dinamismo interno metropolitano. Desse modo, destaca-se a importância de seu estudo, especialmente em áreas metropolitanas, como a da Grande São Paulo, caracterizada tanto pela intensidade e riqueza de seu dinamismo econômico e populacional, como pelas fortes desigualdades sociais e heterogeneidade espacial.



São Paulo

Guarulhos

Itaquaquecetuba

Suzano

São Caetano do Sul

Mauá

São Bernardo do Campo

Ribeirão Pires

Rio Grande da Serra

INTERLAGOS

PARQUE AMERICA

GRAJAÚ

BATISTINI

SANTO AMARO

SOCORRO

CIDADE MONÇÕES

ITAIM BIBI

JARDINS

BELA VISTA

Osasco

Carapicuíba

Barueri

Santana de Parnaíba

ANHANGUERA

PERUS

Caieiras

Vila Machado

Cajamar

AEROPORTO

CUMBICA

SÃO MIGUEL PAULISTA

PENHA DE FRANCA

ITAQUERA ARTUR ALVIM

Poá

Itapevi

Jandira

Cotia

GRANJA VIANA

Taboão da Serra

Embu das Artes

Itapecerica da Serra

Juquery

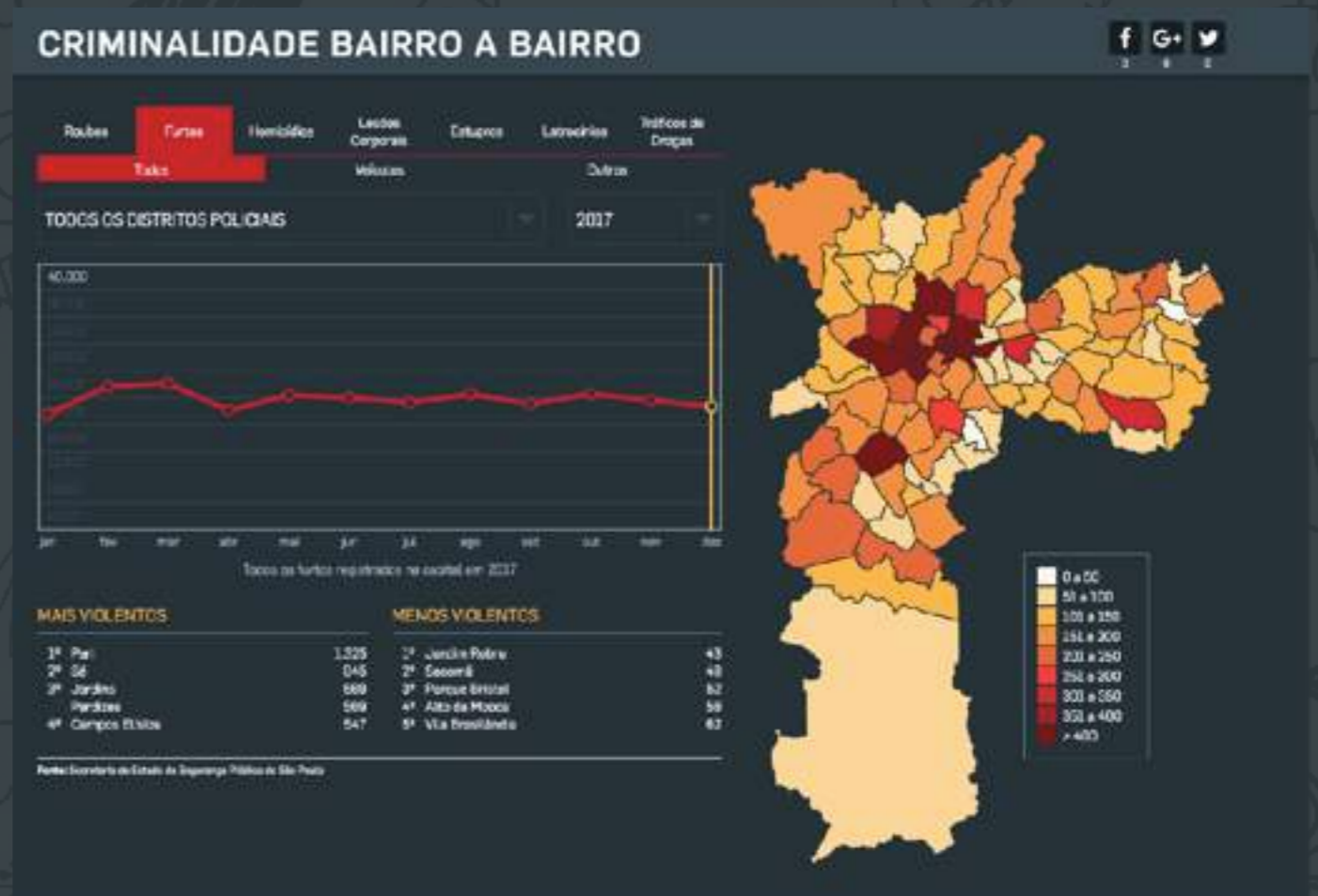
Rio dos Bandeirantes

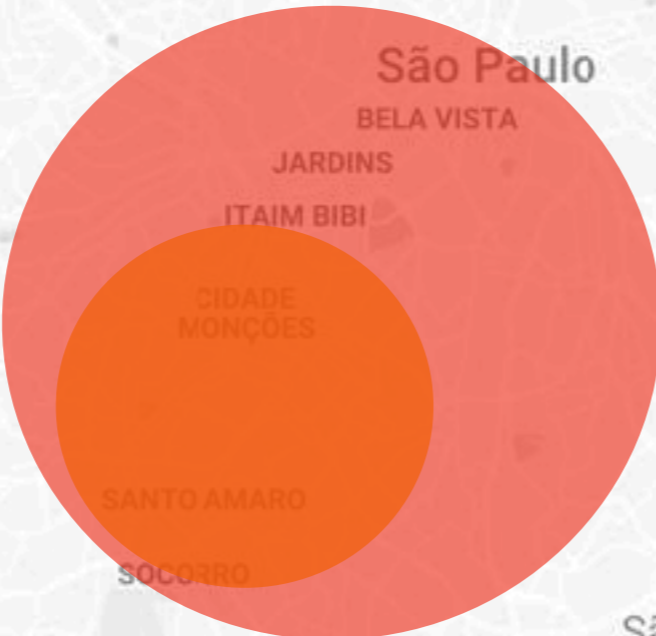
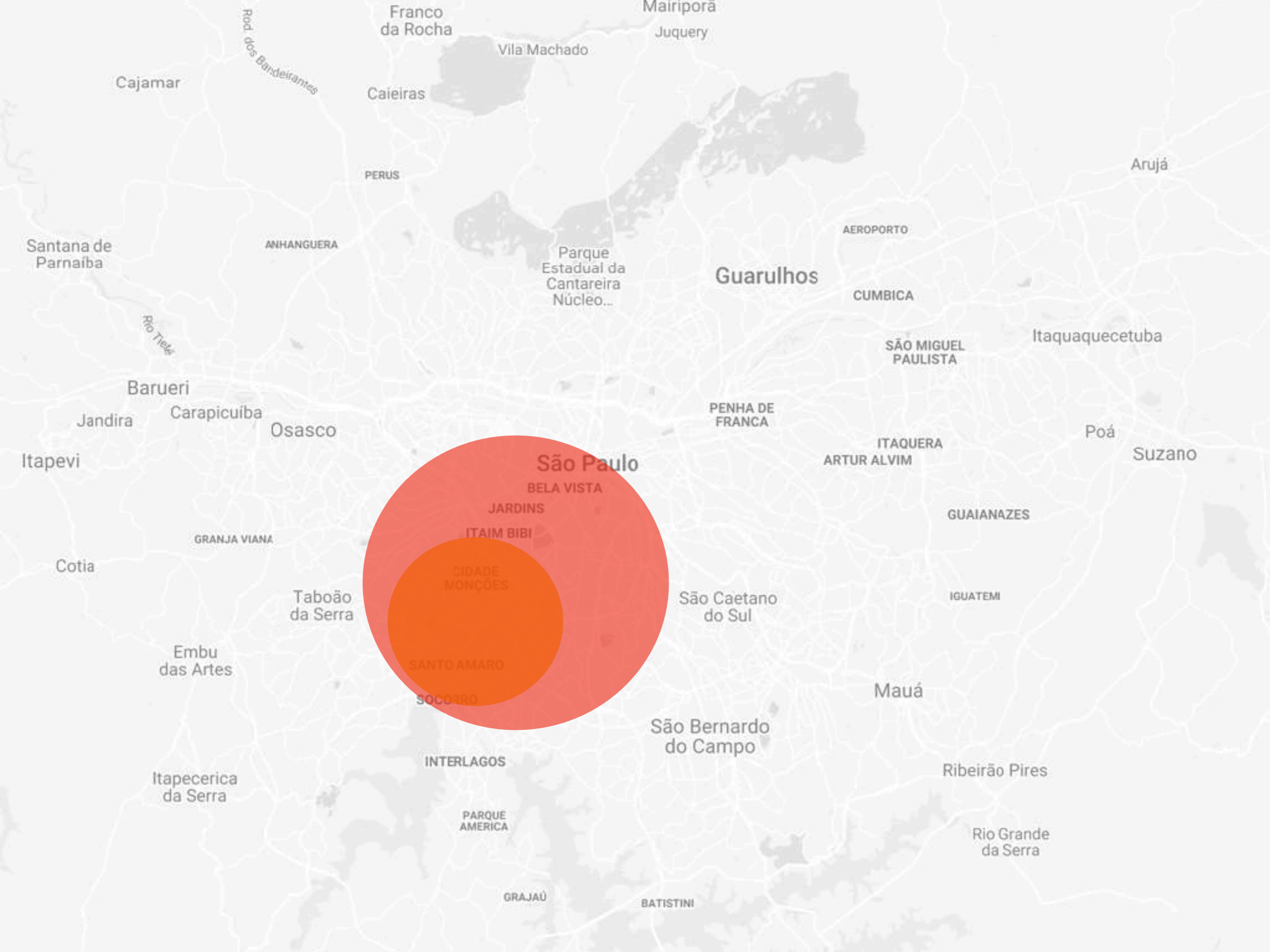
Rio Tietê

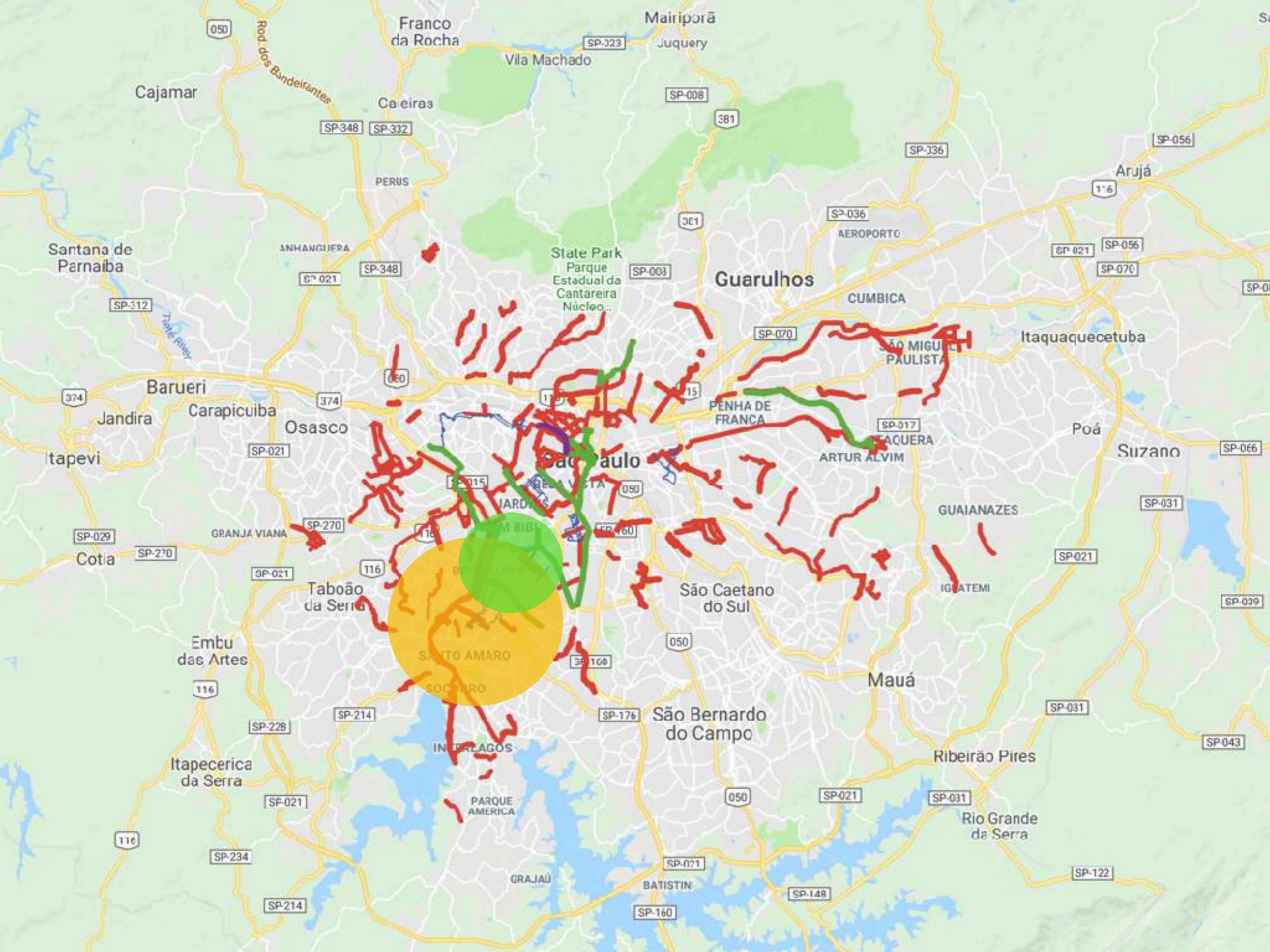
Parque Estadual da Cantareira Núcleo...

Safest districts

- Central side (Consolação, Pinheiros, República, Sé, Bela Vista)
- Southside (Brooklin, Vila Olímpia, Moema)
- Westside (Pompéia, Lapa, Perdizes)

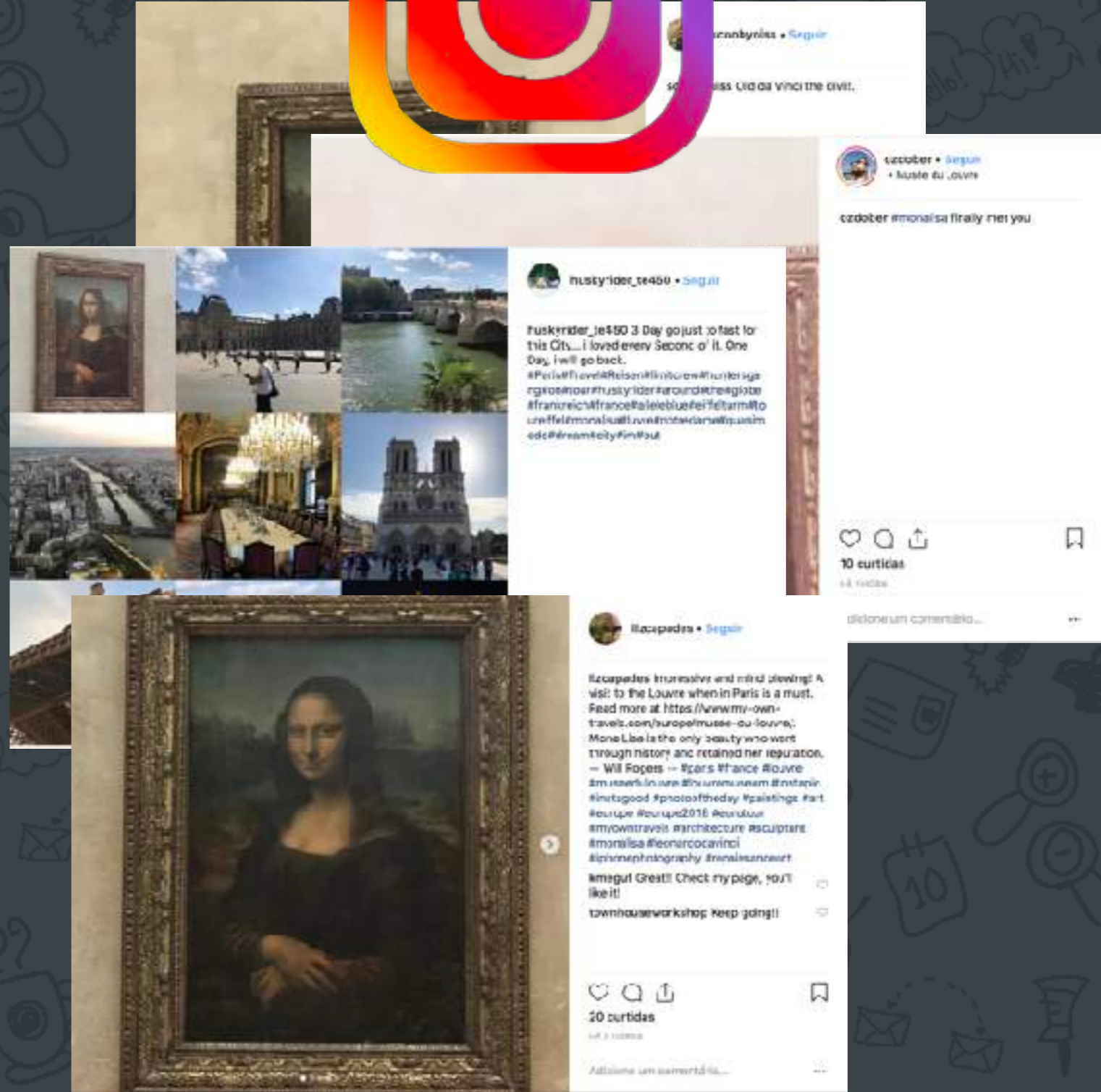








Bias



Bias



Decoy Effect

The tendency of change prices or features in favor of a specific option

Bias



Bias

Negativity Bias

Greater recall of negative experiences compared to positive ones.

[Redacted] would like to contact you about products, services and offers that might interest you. Click on the Register button to submit this form and indicate your consent to receiving marketing communications by post, phone, email, text and other electronic means. If you **do not** wish to receive such communications, please tick the relevant box(es) below.

If you **do not wish to receive** communications from [Redacted] please tick the relevant box(es)

Post Telephone Email Text/other electronic means

Bias

Blind spot Bias

Tendency to see yourself less biased than other people, or to be able to identify more cognitive biases in others than in oneself



Cognitive distortion

Choice supportive bias Naive realism

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Authority bias

System justification

Time saving Social disability

Not invented here bias

Overconfidence

Context effect

Prejudice bias

Selective perception

Social comparison bias

Peltzman effect

Courtesy bias

In-group bias

Loss

Aversion

The Zero-sum

Weber-Fechner law Cultural bias

Byrstander effect

Self-serving

-Nobody proved that there is life on another planets, so there is no life outside Earth.

-Nobody proved there is NO life outside Earth, so we can say there is life outside Earth.

Appeal to ignorance

ARISTOTLE

ON SOPHISTICAL
REFUTATIONS
ON COMING-TO-BE AND
PASSING-AWAY

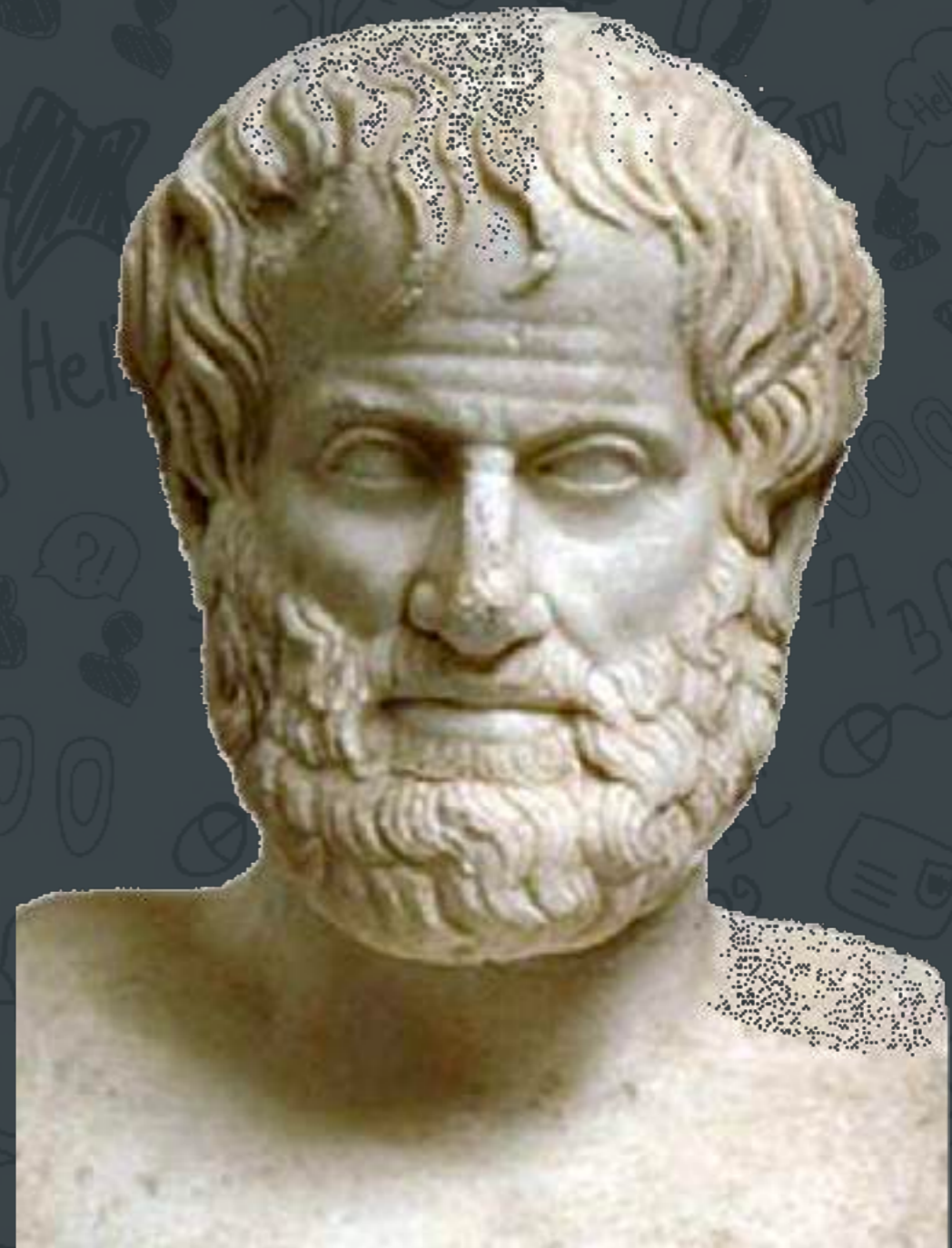
TRANSLATED BY
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ON THE COSMOS

TRANSLATED BY
D. J. FURLEY



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Let's put bikes on the streets so people can pick them anytime and pay with an app.

- If bikes were useful, we wouldn't have cars on the streets.

Appeal to ridicule


Let's put bikes on the streets so people can pick them anytime and pay with an app.

- If bikes were useful, we wouldn't have cars on the streets.

Appeal to ridicule

- Cars are so 2018. Bikes and scooter are awesome!

Argumentum ad novitatem - Appeal to novelty

A person wearing a green shirt and shorts is riding a yellow bicycle on a city street. The background shows a blurred city scene with buildings and other vehicles. The text is overlaid on the image.

Let's put bikes on the streets so people can pick them anytime and pay with an app.

- If bikes were useful, we wouldn't have cars on the streets.

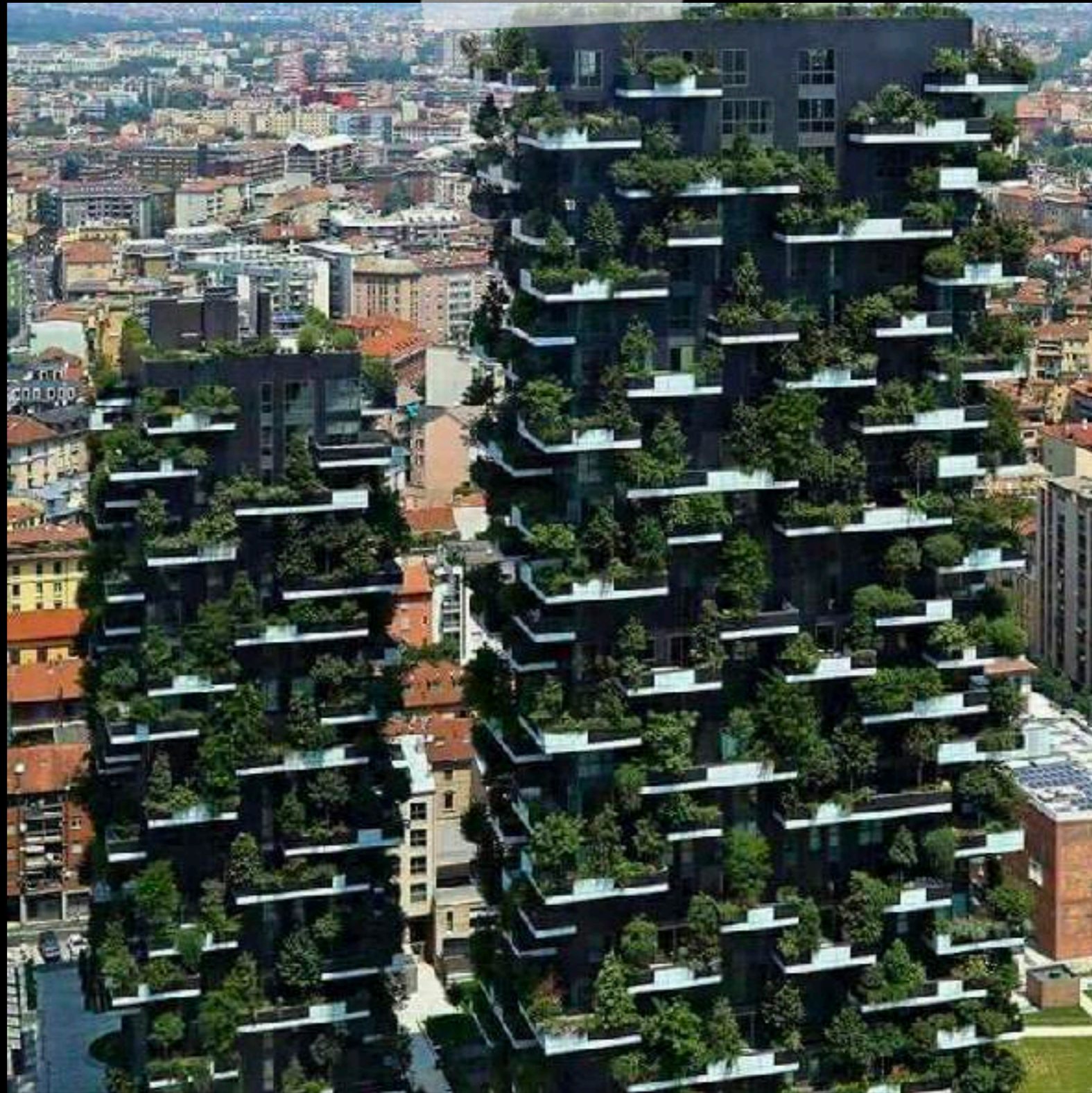
Appeal to ridicule

- Cars are so 2018. Bikes are awesome!


Argumentum ad novitatem - Appeal to novelty

- But, if we offer bicycles, soon people will claim for scooters, rollers, jet skis, etc. We can't afford that.

Slippery slope



**IF MARIJUANA GOES LEGAL, SCENES LIKE THIS WILL BE
COMMON**

A person wearing a green shirt and shorts is riding a yellow bicycle on a city street. The bicycle has a basket on the front and the word 'YELLOW' is visible on the frame. In the background, there are other bicycles parked and a white van. The scene is slightly blurred, suggesting motion.

Let's put bikes on the streets so people can pick them anytime and pay with an app.

- If bikes were useful, we wouldn't have cars on the streets.

Appeal to ridicule

- Cars are so 2018. Bikes are awesome!

Argumentum ad novitatem - Appeal to novelty

- But, if we offer bicycles, soon people will claim for scooters, rollers, etc. We can't afford that.

Slippery slope

- Bicycles are really famous in China!

Argumentum ad populum - Appeal to popularity

Argumentative Errors

Ad Hominem: Attacking an argument by attacking the person making it: "Bob is a spokesman for the senator's office, so Bob's arguments can't be trusted."

Ad Nauseam: Repeating something as true over and over again, even after it has been shown to be false. Radio commentators are prone to doing this: "Sandra Fluke wants the taxpayers to pay for contraception. She argues that it is the responsibility of the taxpayer to pay for her contraception. Sandra Fluke believes that contraception should be paid for by the taxpayer."

Argument from Scriptures: An argument that if one part of a source being cited is true, then the entire source must be true. Does not apply exclusively to holy texts or Biblical scriptures.

Appeal to Authority: An argument that something must be true because someone who is generally respected says so.

Appeal to Emotion, Force, or Threat: An attempt to manipulate the audience's emotions ("You must find Bob guilty of this murder. If you do not find him guilty, then you will set a dangerous murderer free to prey on your children").

Appeal to Ignorance: An assertion that something must be true because it hasn't been proven to be false, or that it must be false because it hasn't been proven to be true. "We can't prove that there is life in the universe other than on our own planet, so it must be true that life exists only on earth."

Appeal to Probability: An argument that because something could happen, that means it will happen. "If I keep playing the lottery I am sure to win, which will solve all my money problems."

False Dichotomy: An argument that claims there are only two possibilities which need to be considered when in fact there are more. "Either we cut spending on education or we rack up a huge budget deficit. We don't want a deficit, so we have to cut spending on education."

Fortunetelling: The tendency to make predictions about the outcome of a choice, assume that the prediction is true, and then use the prediction as a premise in arguments to support that choice.

Framing effect: The tendency to evaluate evidence or to make choices differently depending on how it is framed; for example, to oppose a law that is described as "health care reform" but to support the same law if it's described as "health insurance company regulation."

Guilt By Association: An argument that if an association exists between two things, they must be the same. "John supports Libertarian policies. Bill also supports Libertarian policies, and Bill is racist. Therefore, John must be racist too."

Illicit Affirmative: Affirming a negative consequent from two affirmative statements. "All true Americans are patriots; some patriots are willing to fight for their country; therefore, there must be some true Americans who aren't willing to fight for their country." The implication that there are some patriots who aren't willing to fight doesn't imply there must be some true Americans who aren't.

Just World Fallacy: The tendency to believe bad things happen to bad people and good things happen to good people. For example, an attorney defending

Logical Fallacies

Affirming the Consequent

Denying the Antecedent

Affirming the Disjunct

Post Hoc, Ergo Propter Hoc

Affirming the Consequent: An assertion of the form "If P, then Q; Q; therefore P. For example, "All dogs have fleas; this animal has fleas; therefore, this animal is a dog."

Affirming the Disjunct: An assertion that if one thing or another thing might be true, and the first one is true, that must mean the second one is false. For example, "Bob could be a police officer or Bob could be a liar. Bob is a police officer; therefore, Bob is not a liar." In fact, they might both be true or they might both be false.

Exclusive Premises

Illicit Affirmative

Undistributed Middle

Post Hoc, Ergo Propter Hoc

Post Hoc, Ergo Propter Hoc

Choice Supportive Bias: The tendency to believe that one's choices were better than they actually were, or to believe that other options were worse than they actually were. For example, when

Loaded Question

Guilt by Association

Straw Man

False Analogy

Cherry Picking

Appeal to Ignorance

Just World Fallacy

Entrenchment Effect

Appeal to Probability

Appeal to Authority

False Dichotomy

Base Rate Fallacy

Regression Bias

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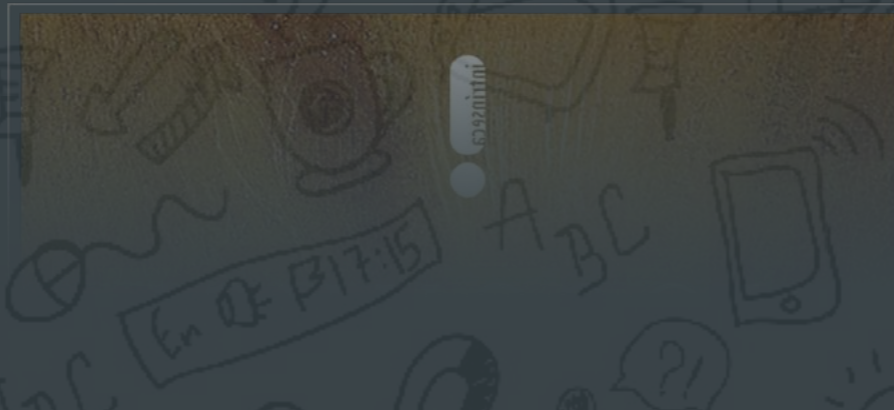
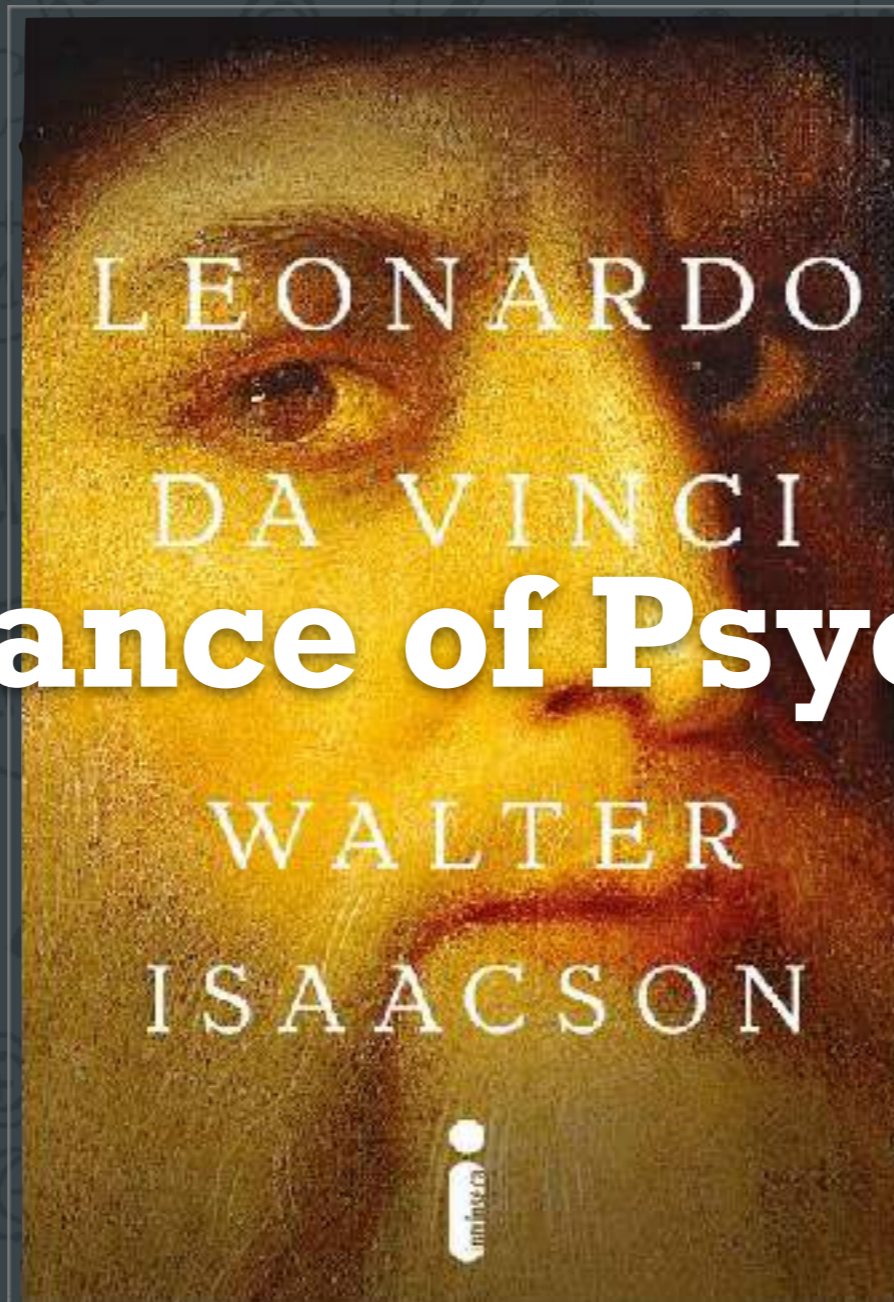
Importance of Psychology

Gestalt (briefly)

Biases

Fallacies

Importance of Psychology



Thank you!!!



@ivanhttp



/ivanhttp

