



PSICOLOGIA PARA DESIGNERS

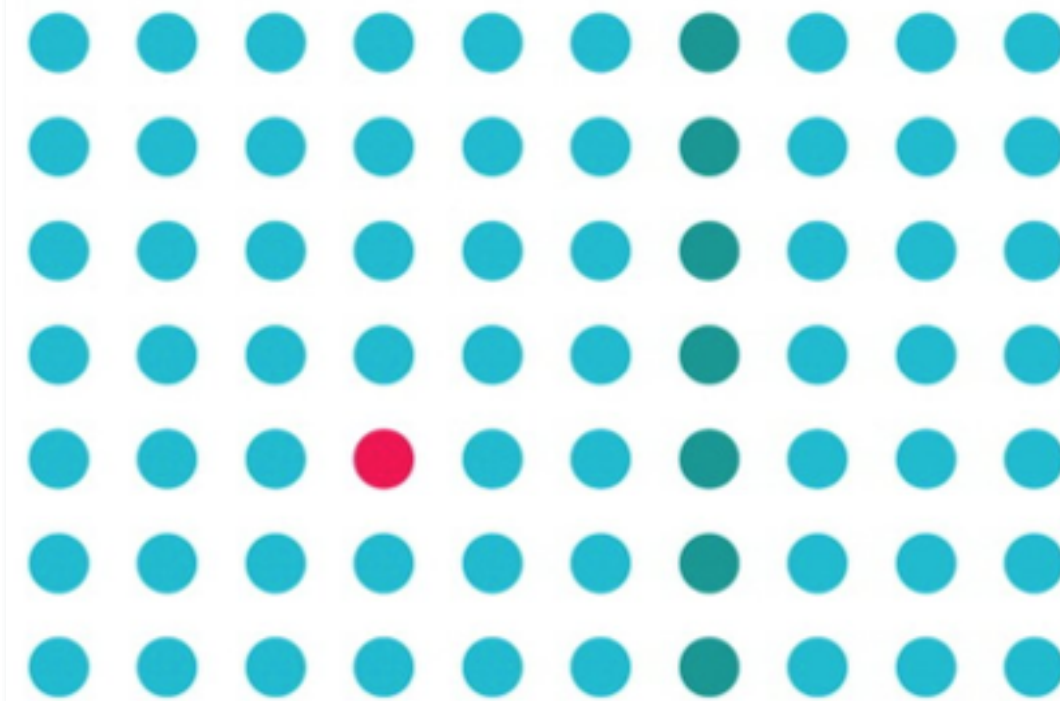
VISÃO, EMPATIA E PONTAS DO SITE



100 THINGS

EVERY DESIGNER NEEDS TO KNOW ABOUT **PEOPLE**

SUSAN M. WEINSCHENK, Ph.D.



1

*Utilizamos muito
a visão periférica*

A Medium Corporation

For you

Police shootings

Politics

Culture


Life

Sports

Tech

Top stories

Bookmarks




Julie Zhuo


yesterday · 10 min read

Metrics Versus Experience

Some decades ago, if you wanted to build a great experience, you'd take a deep breath, close your eyes, and mutter a prayer to that oracle of answers: your gut.

Read more...


 789

19 responses 

More from The download

Car wars

Questioning the future of self-driving cars.




Mike Walsh

in [Field Notes From The Future](#)

3 days ago · 3 min read

Unsafe At Any Speed

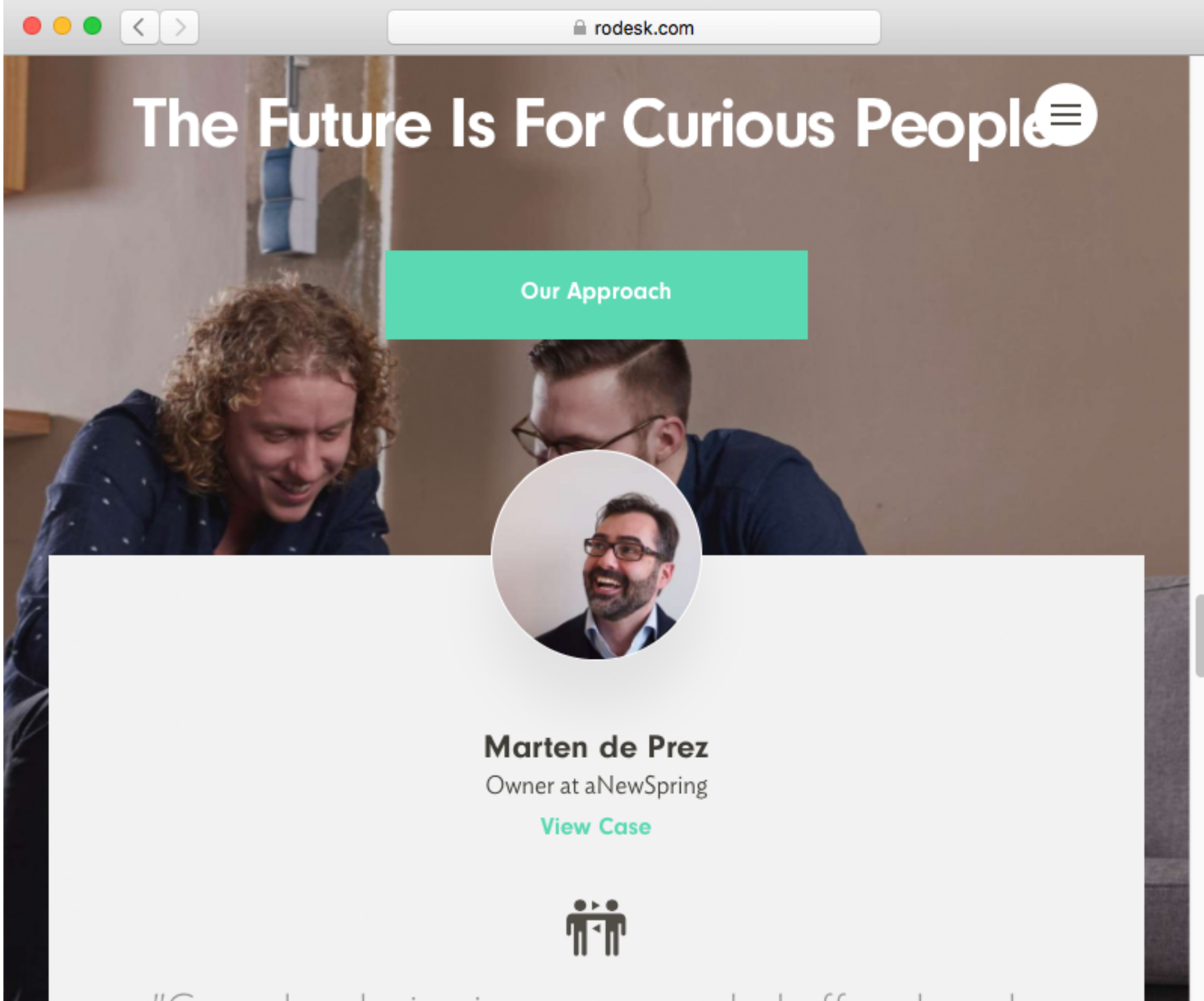
What the Tesla autopilot crash means for the



medium.com

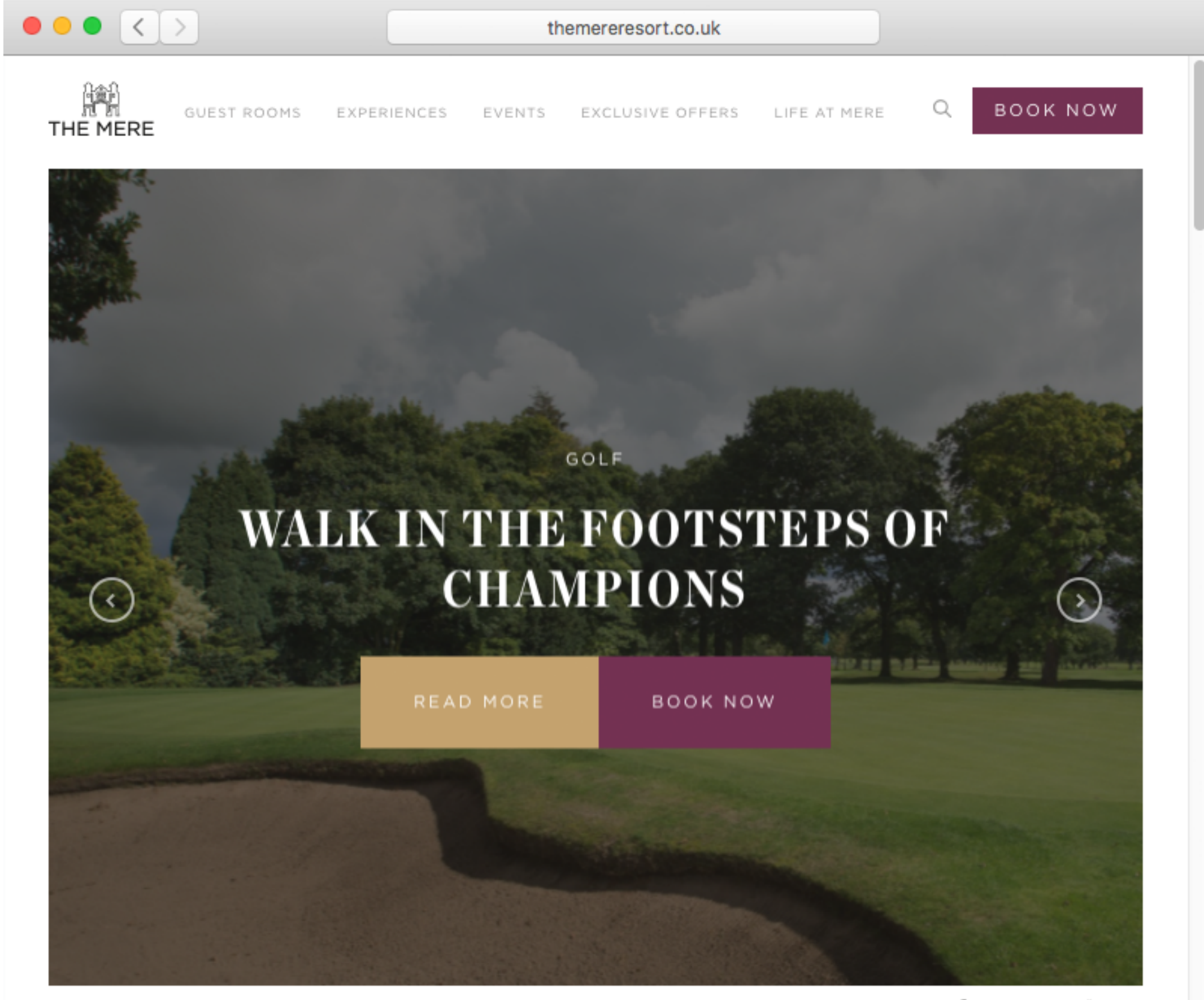
2

*Rostos de pessoas reais
criam empatia*



3

*Pessoas não olham nas pontas do site
e sim aonde elas acreditam que a
informação começa a ser verdadeira*



4

*A subjetividade das cores
varia entre culturas*



information is beautiful

Colours In Culture



- | | | |
|----------------------|--------------------|----------------|
| A Western / American | 1 Anger | 19 Desire |
| B Japanese | 2 Art / Creativity | 20 Earthy |
| C Hindu | 3 Authority | 21 Energy |
| D Native American | 4 Bad Luck | 22 Erotic |
| E Chinese | 5 Balance | 23 Eternity |
| F Asian | 6 Beauty | 24 Evil |
| G Eastern European | 7 Calm | 25 Excitement |
| H Muslim | 8 Celebration | 26 Family |
| I African | 9 Children | 27 Femininity |
| J South American | 10 Cold | 28 Fertility |
| | 11 Compassion | 29 Flamboyance |
| | 12 Courage | 30 Freedom |
| | 13 Cowardice | 31 Friendly |
| | 14 Cruelty | 32 Fun |
| | 15 Danger | 33 God |
| | 16 Death | 34 Gods |
| | 17 Decadence | 35 Good Luck |
| | 18 Deceit | 36 Gratitude |

- | | | |
|-----------------|-------------------|---------------------|
| 37 Growth | 55 Luxury | 73 Royalty |
| 38 Happiness | 56 Marriage | 74 Self-cultivation |
| 39 Healing | 57 Modesty | 75 Strength |
| 40 Healthy | 58 Money | 76 Style |
| 41 Heat | 59 Mourning | 77 Success |
| 42 Heaven | 60 Mystery | 78 Trouble |
| 43 Holiness | 61 Nature | 79 Truce |
| 44 Illness | 62 Passion | 80 Trust |
| 45 Insight | 63 Peace | 81 Unhappiness |
| 46 Intelligence | 64 Penance | 82 Virtue |
| 47 Intuition | 65 Power | 83 Warmth |
| 48 Religion | 66 Personal power | 84 Wisdom |
| 49 Jealousy | 67 Purity | |
| 50 Joy | 68 Radicalism | |
| 51 Learning | 69 Rational | |
| 52 Life | 70 Reliable | |
| 53 Love | 71 Repels Evil | |
| 54 Loyalty | 72 Respect | |

- | | |
|--------|--------|
| Yellow | Grey |
| Gold | Silver |

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