



THE

PSYCHOLOGY OF UX

FABIO PEREIRA

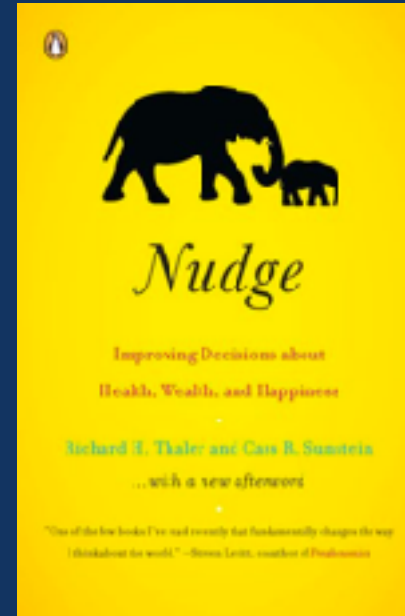
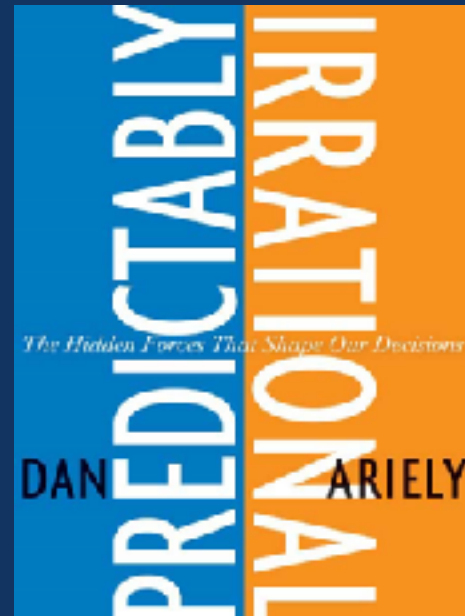
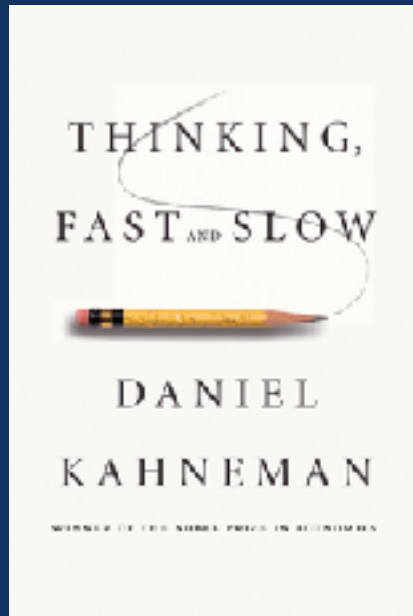
@fabiopereirame

PSYCHOLOGY

COGNITIVE PSYCHOLOGY

**BEHAVIORAL
ECONOMICS**

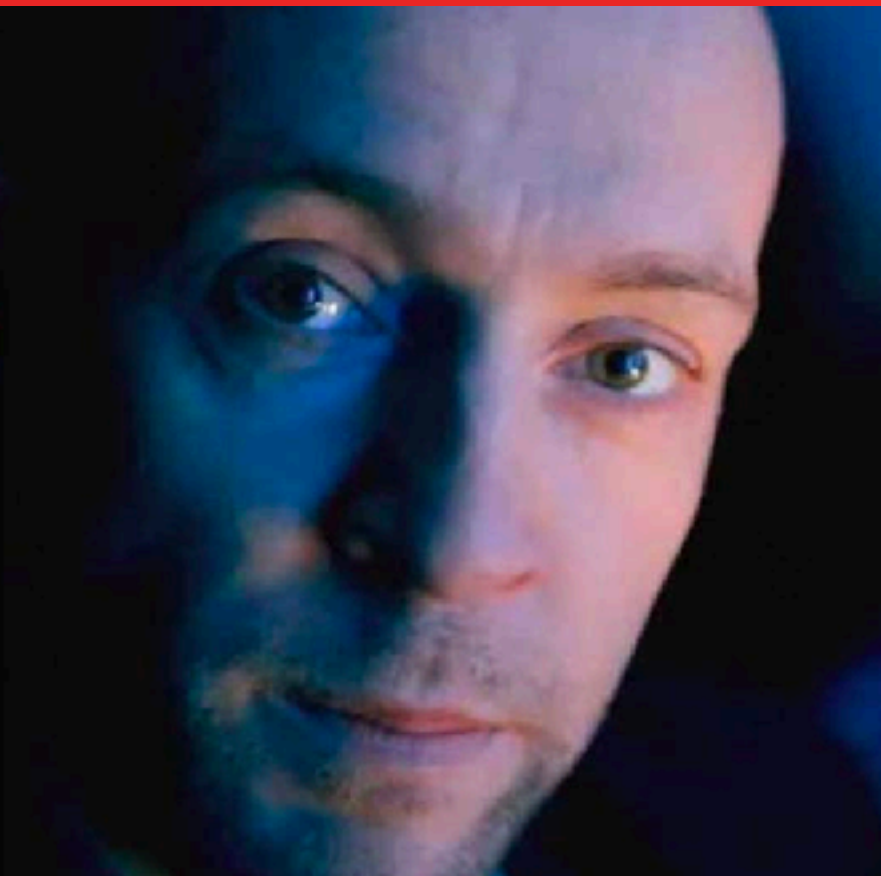
**DECISIONS &
PUBLIC CHOICE**



COGNITIVE PSYCHOLOGY BOOKS

DERREN BROWN

The Push

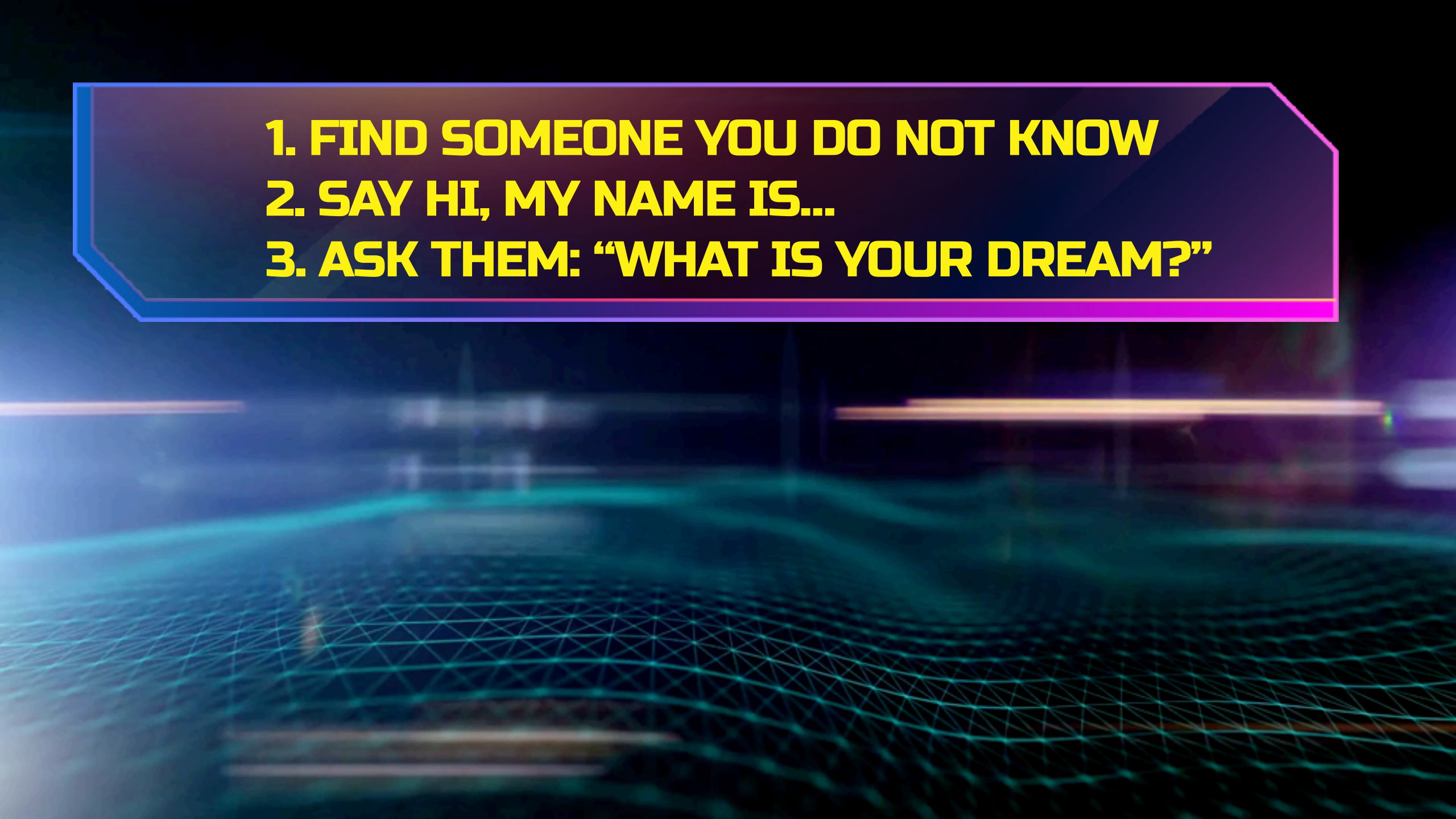


3 in 1

3 things in 1 minute

I HAVE
A
Dream

I have a dream that...
Technologists look at
ethics and morals as
the basis for everything
that's done

- 
- 1. FIND SOMEONE YOU DO NOT KNOW**
 - 2. SAY HI, MY NAME IS...**
 - 3. ASK THEM: “WHAT IS YOUR DREAM?”**



35 000



DIGITAL DECISIONS

where to eat in Chicago



340.000.000 results (0.58 seconds)

1

2

3

4

5

6

7

8

9

10

Mais

91.5%

#DigitalNudge



MONDAY

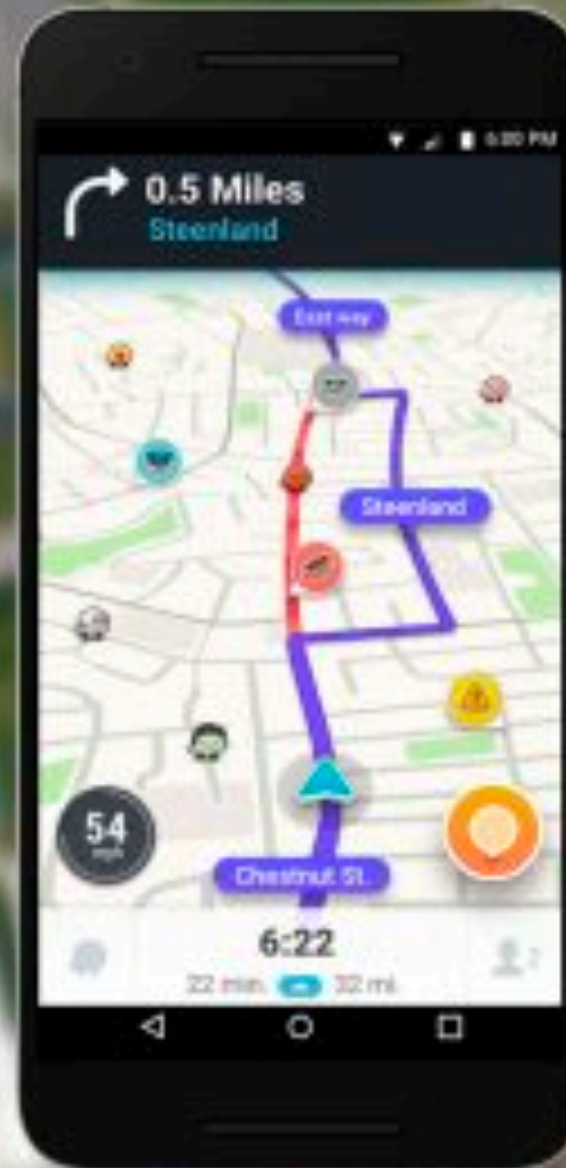
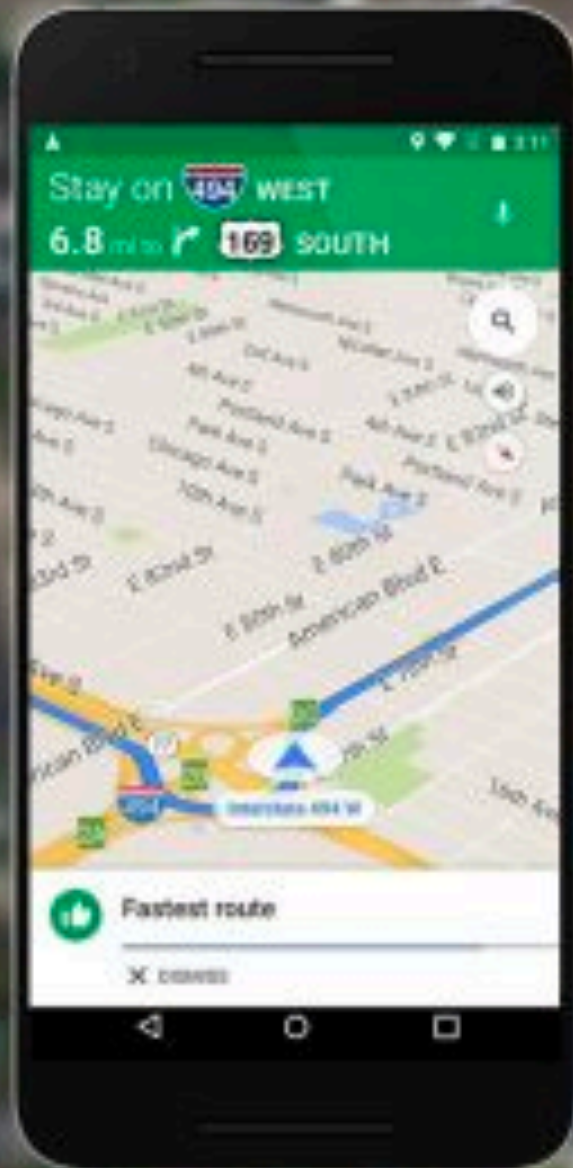


Vera Kimmi (She/Her) • 8:11 PM

H Fabio.

Great meeting you!

Do you have Baha'i ltemple on your agenda?





GPS Tracking Disaster: Japanese Tourists Drive Straight into the Pacific

By Akiko Fujita March 16, 2012

<https://abcnews.go.com/blogs/headlines/2012/03/gps-tracking-disaster-japanese-tourists-drive-straight-into-the-pacific>



Topics

The Rise of Dataism: A Threat to Freedom or a Scientific Revolution?

By **Steven Parton** - September 30, 2018 👁 10,176

"LISTEN TO GOOGLE"

**FROM THEISM - TO HUMANISM
- TO DATA-ISM**



THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS



The Bat And the Ball (Experiment)



A bat and a ball
together cost \$1.10

The bat is \$1 more
expensive than the ball

Ball ????



A bat and a ball
together cost \$1.10

The bat is \$1 more
expensive than the ball

Ball \$0.10

Bat \$1.10
Total \$1.20



A bat and a ball
together cost \$1.10

The bat is \$1 more
expensive than the ball

Ball \$0.05

Bat \$1.05

Total \$1.10





**THINK
FAST!**



KANGAROO







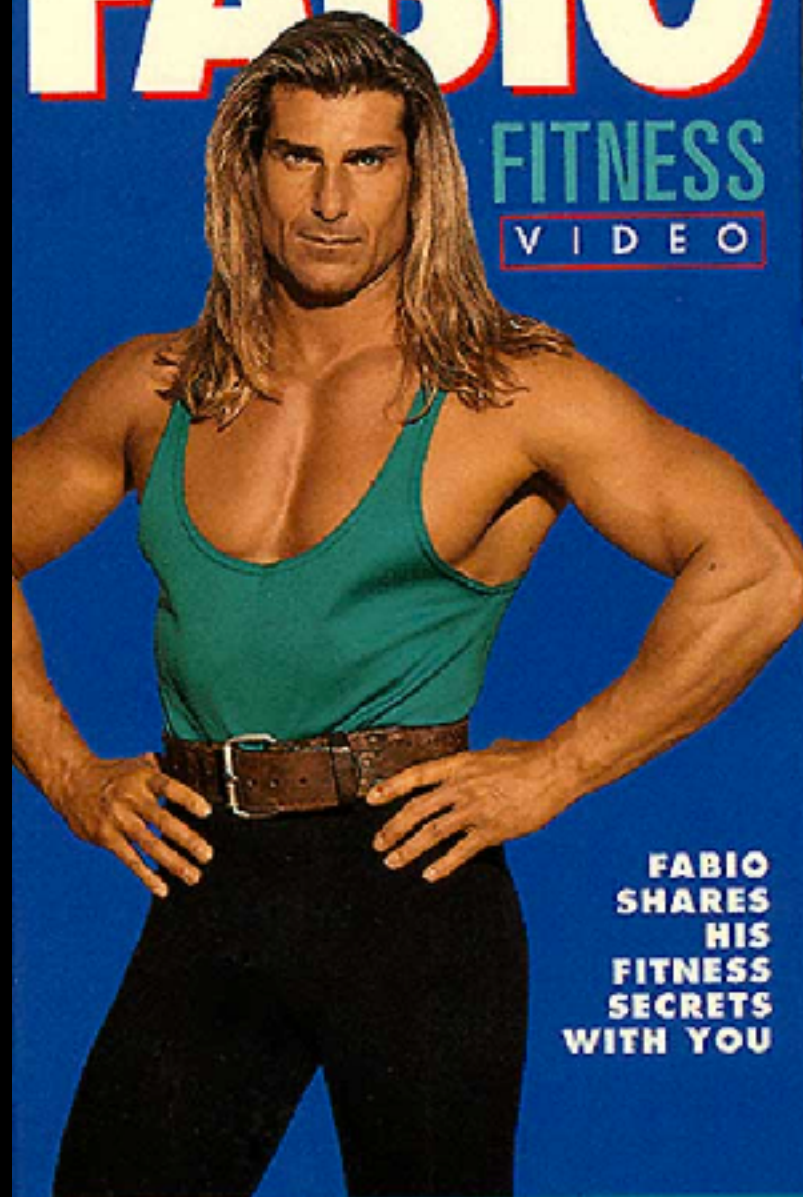
Pelé



FABIO

FITNESS

VIDEO



FABIO
SHARES
HIS
FITNESS
SECRETS
WITH YOU

WITH FITNESS EXPERT BRENDA DYKGRAAF

Geena Davis's spectacular wedding weekend

OCTOBER 4, 1993 \$2.95

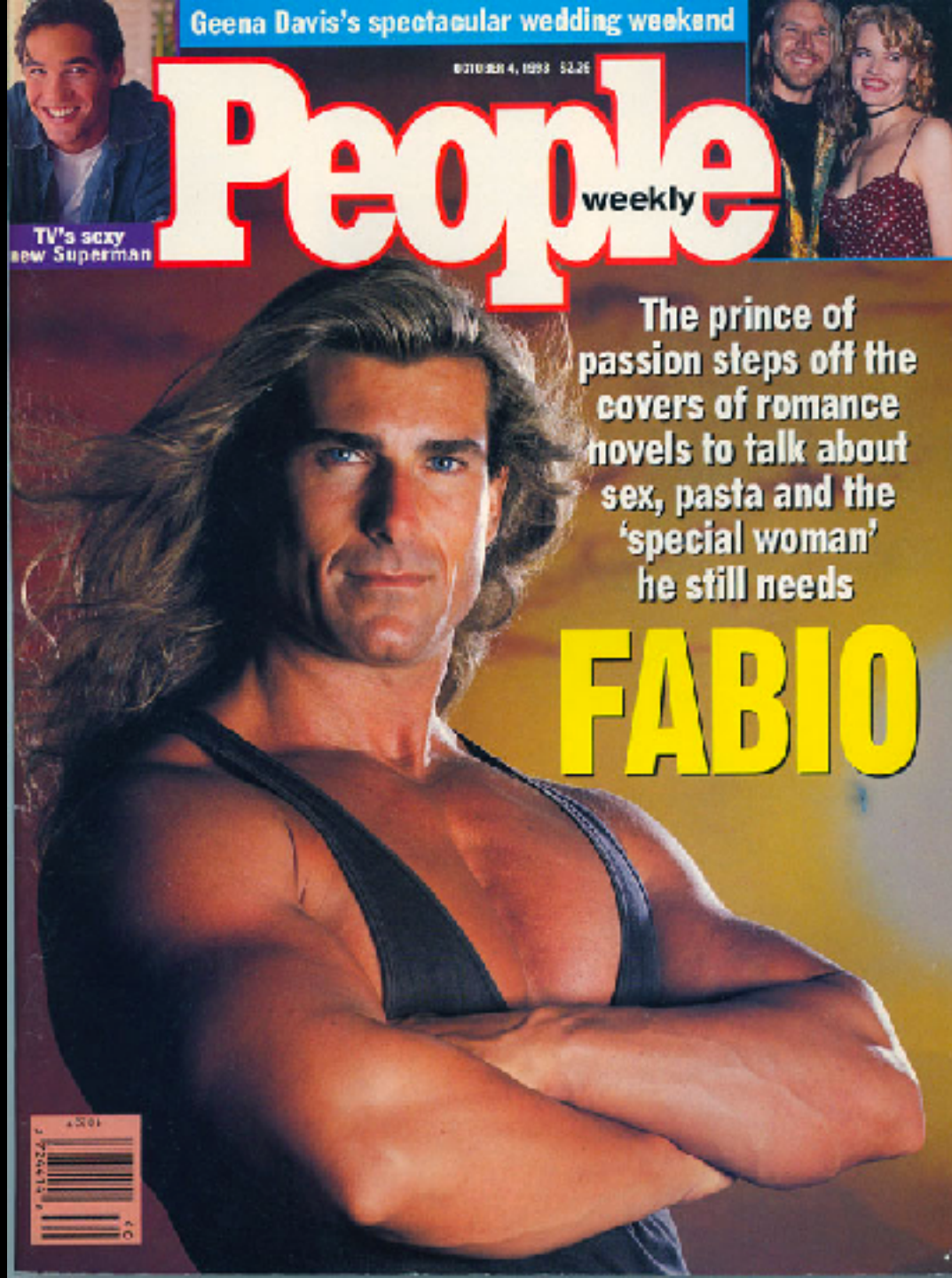
People

weekly

TV's sexy
new Superman

The prince of
passion steps off the
covers of romance
novels to talk about
sex, pasta and the
'special woman'
he still needs

FABIO





35.000



BLACK MIRROR

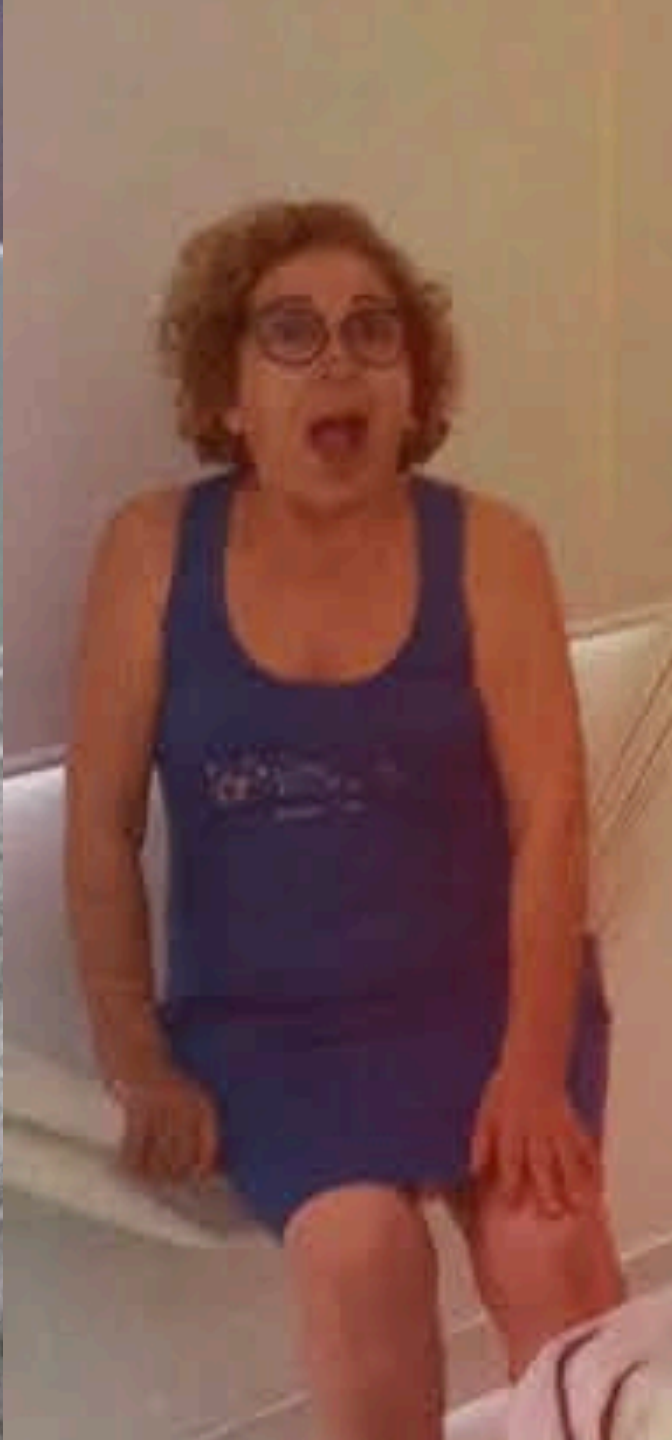


Smart Mirror

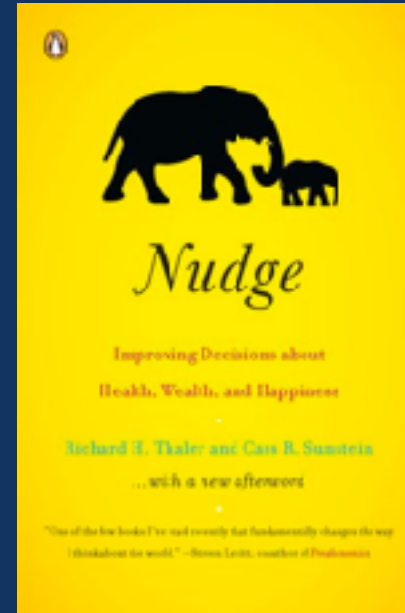
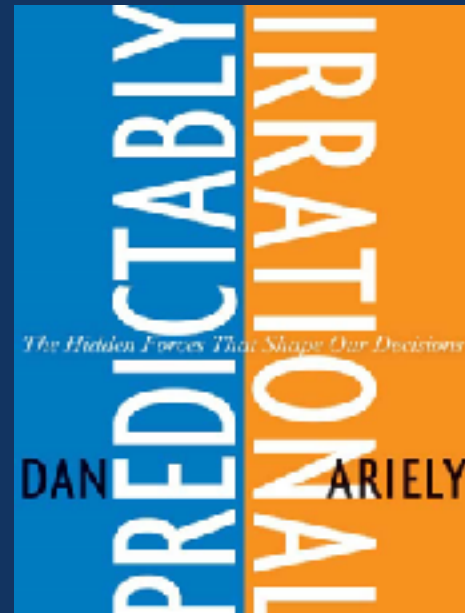
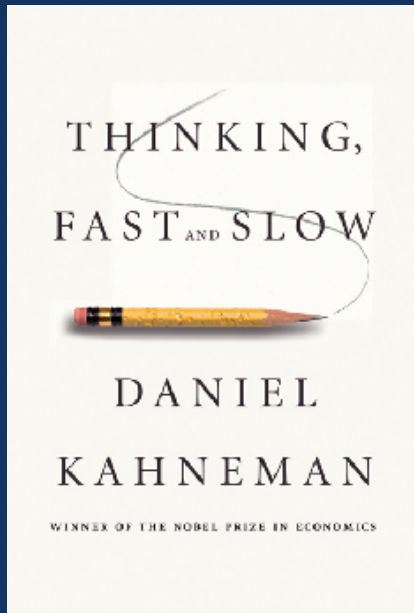


<https://www.thoughtworks.com/clients/standardcharteredbank>

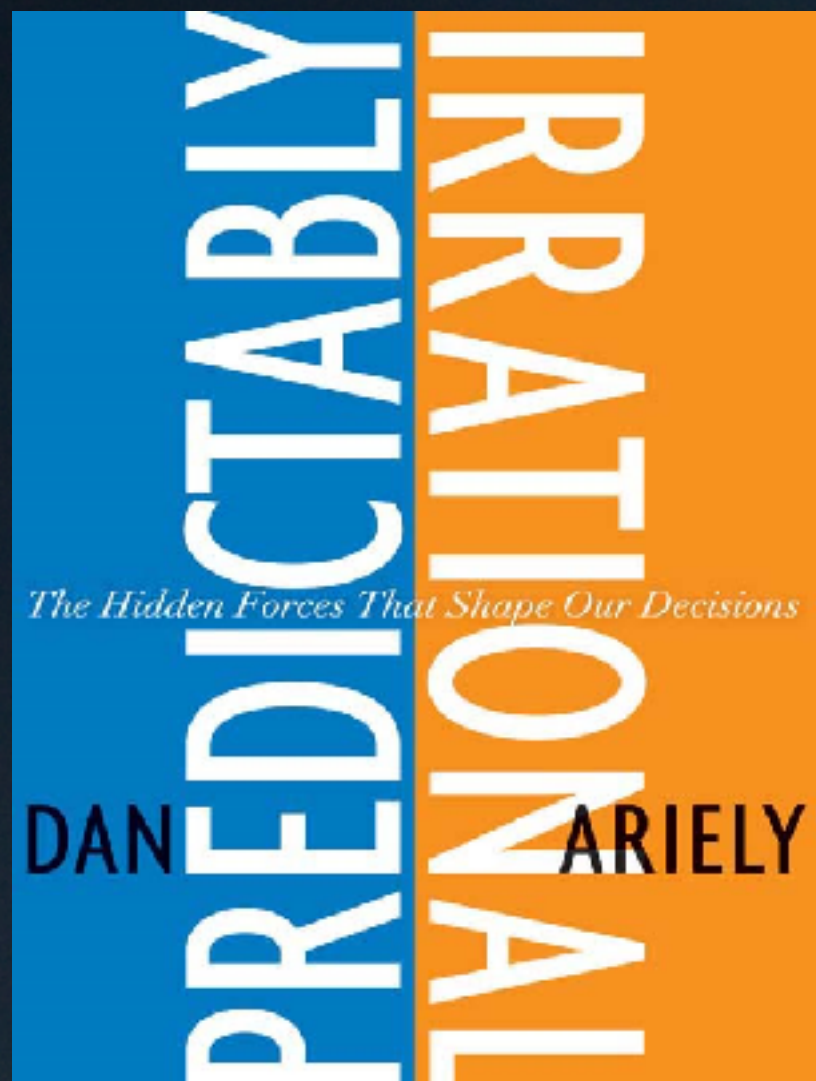


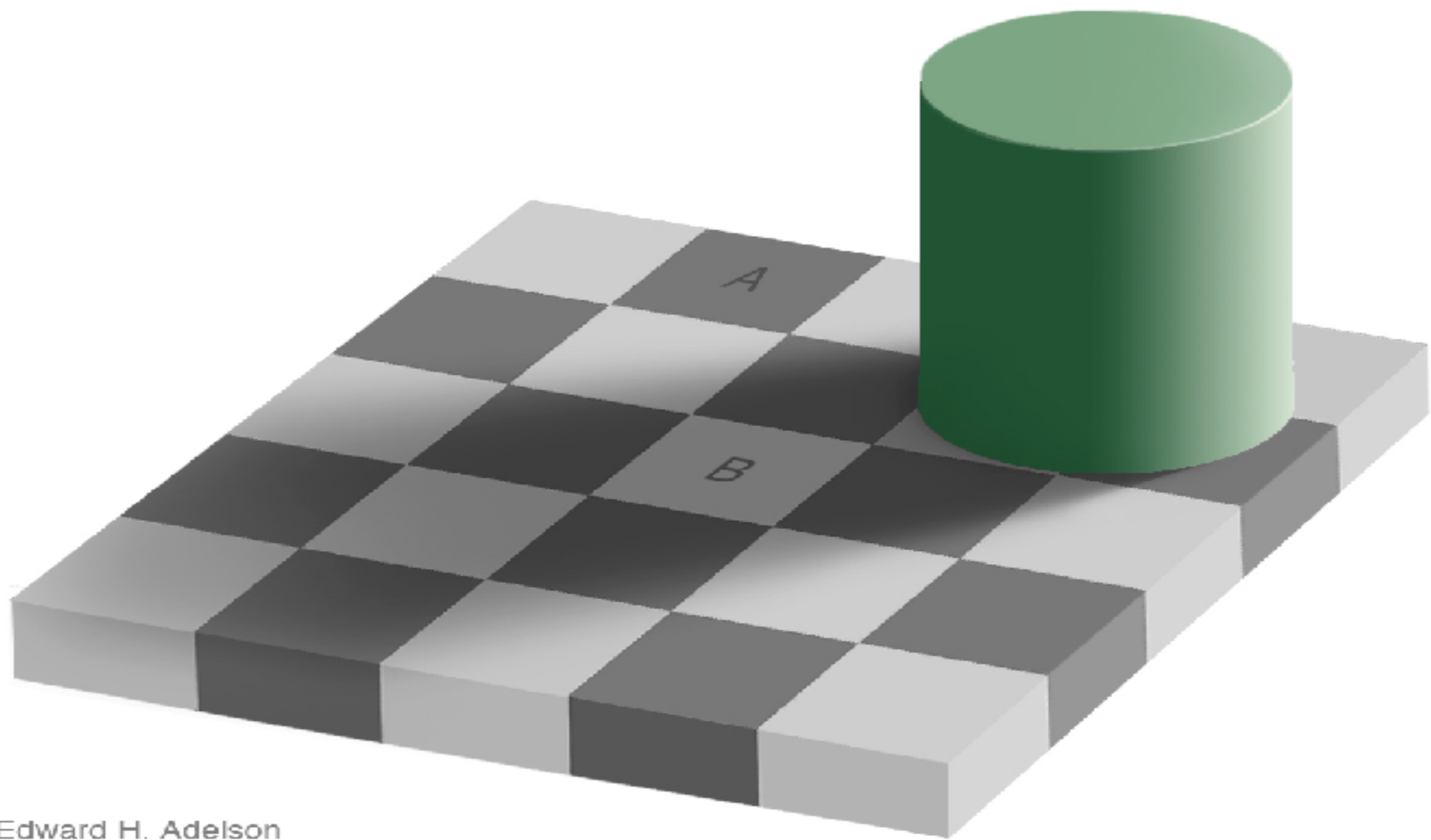


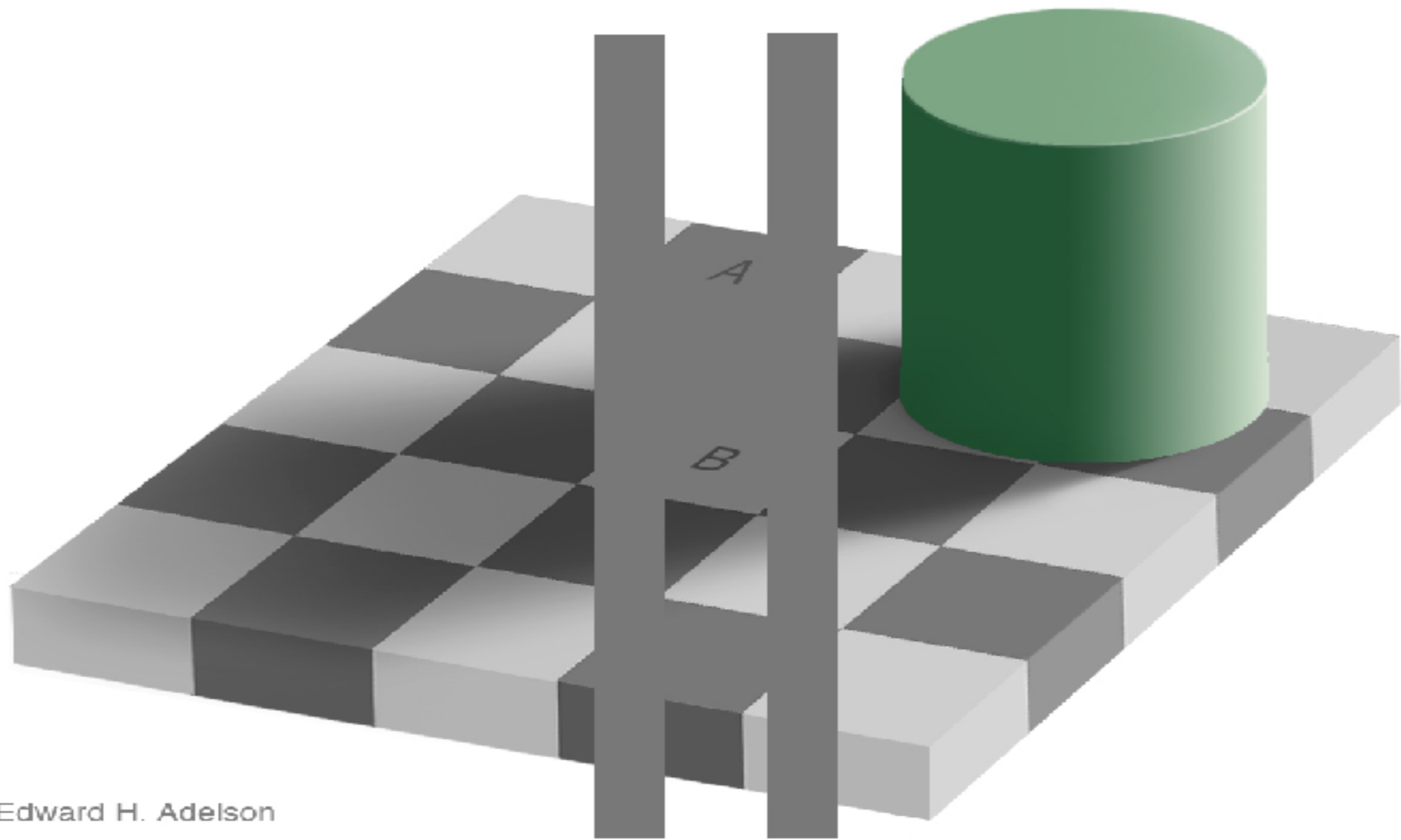


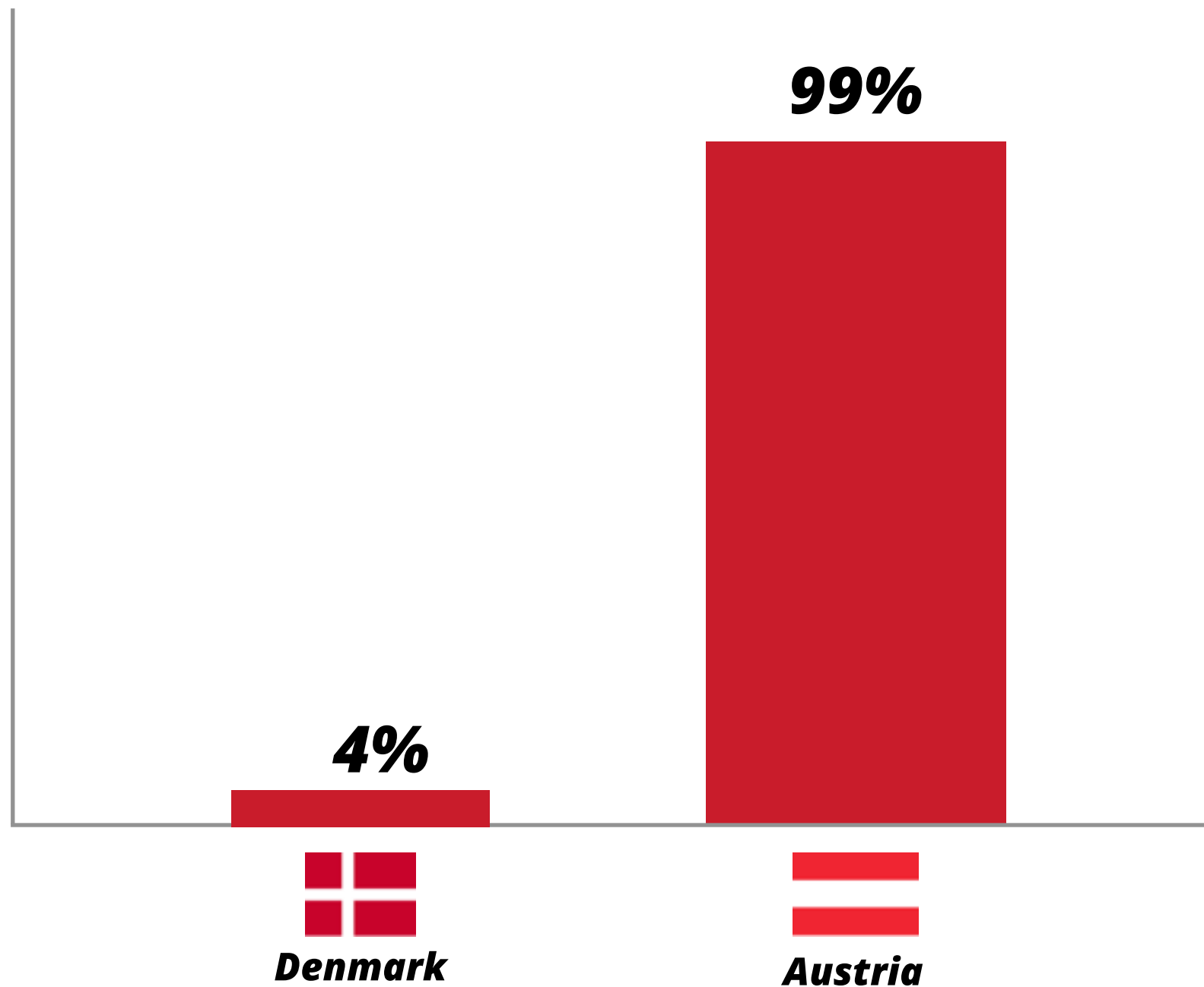


COGNITIVE PSYCHOLOGY BOOKS









DEFAULT

4%



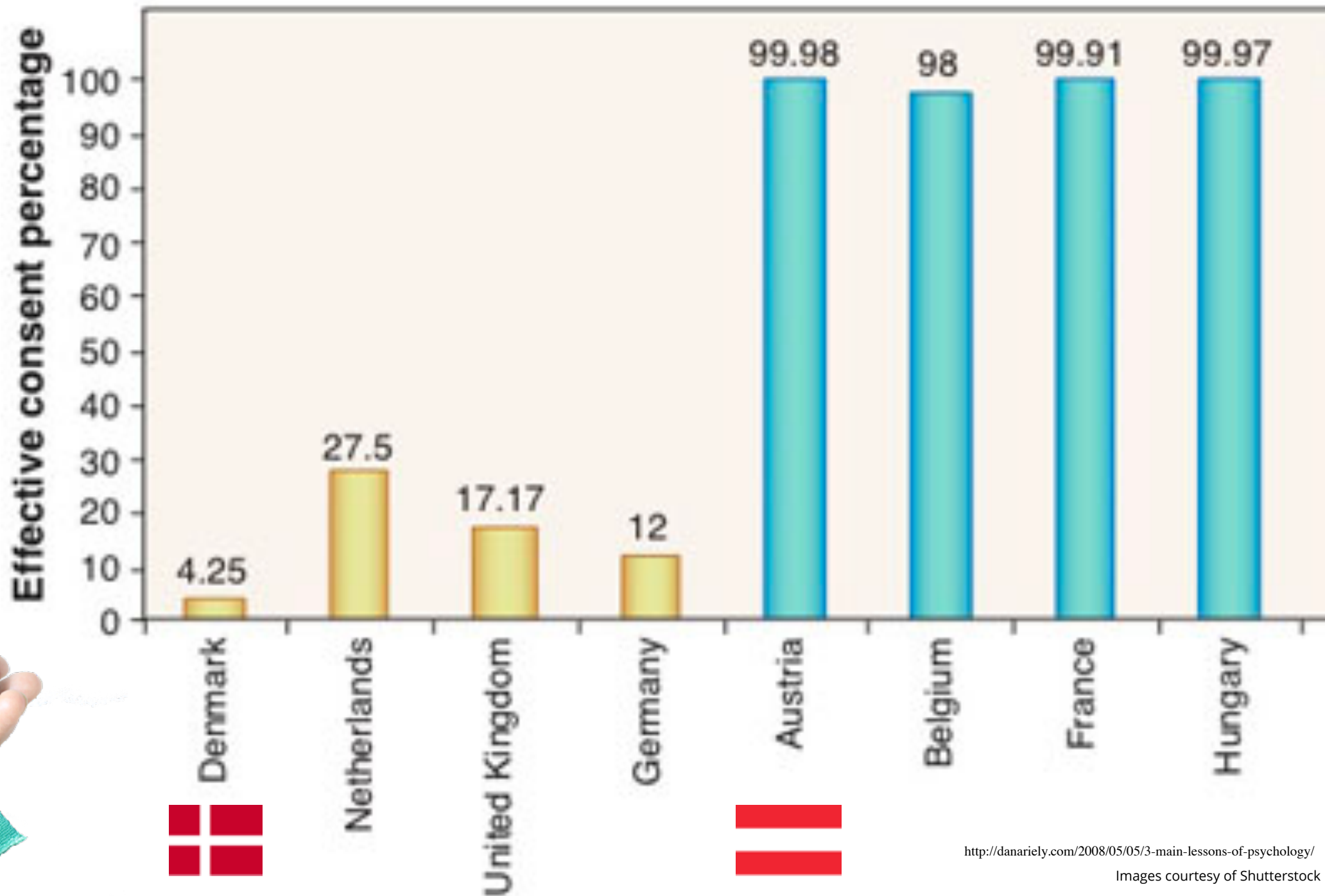
Denmark

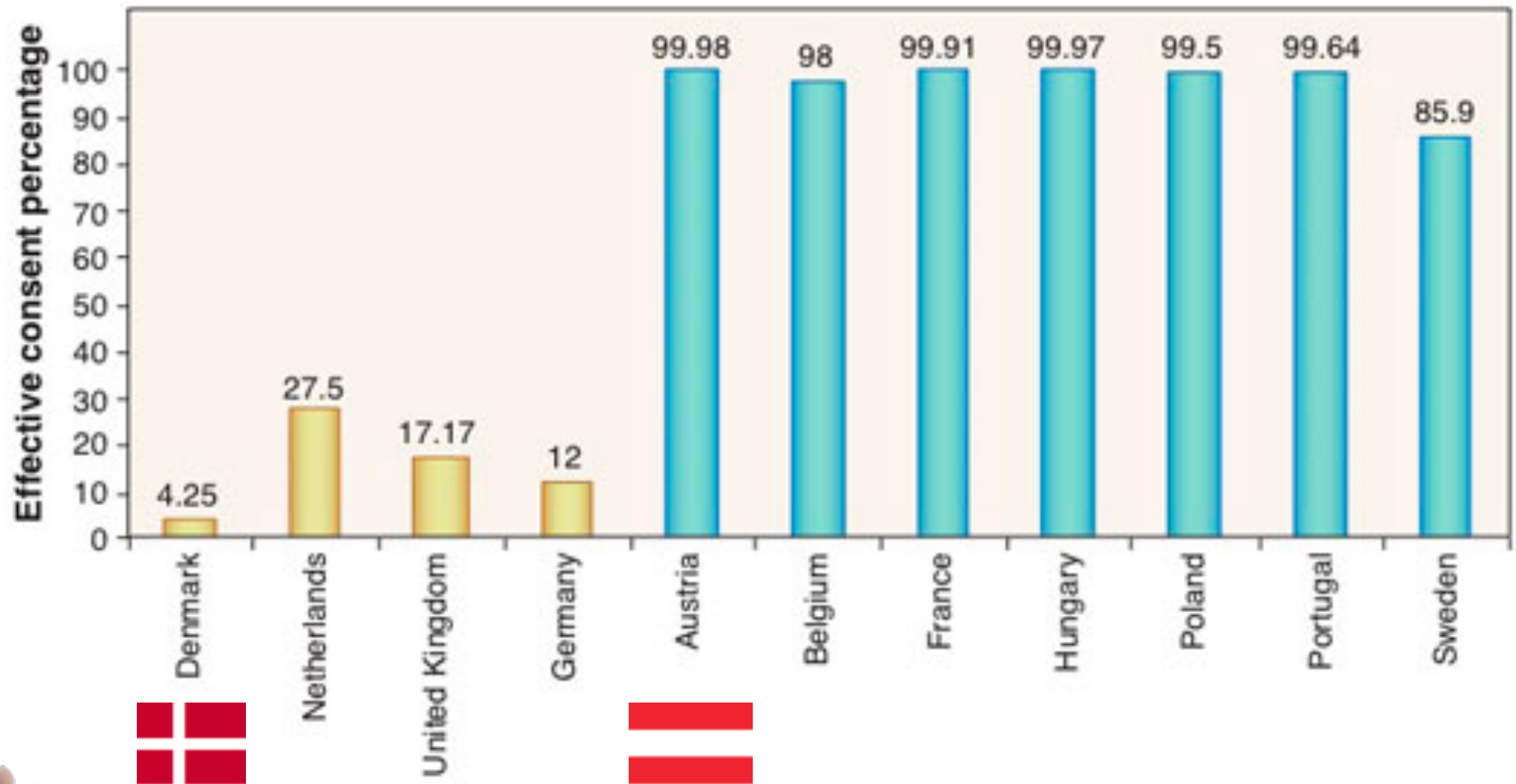
99%



Austria



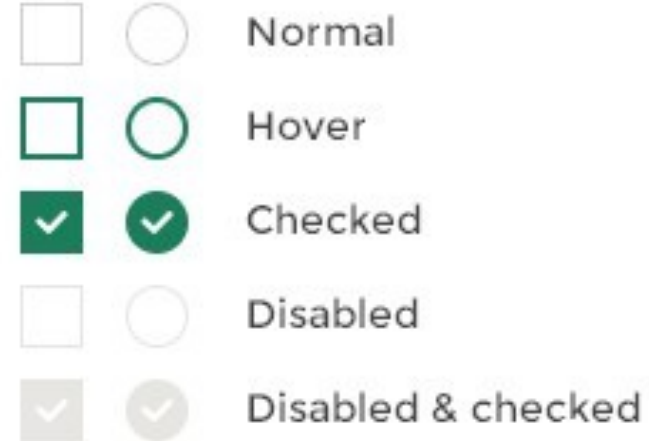
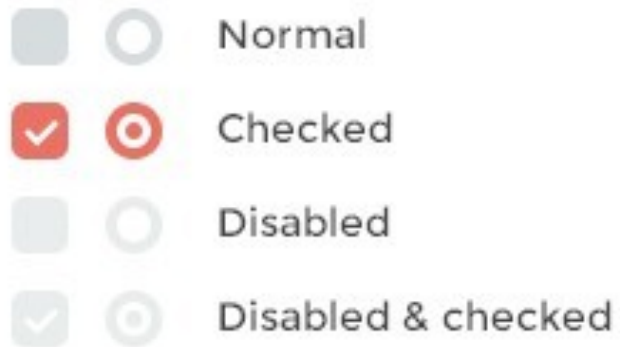
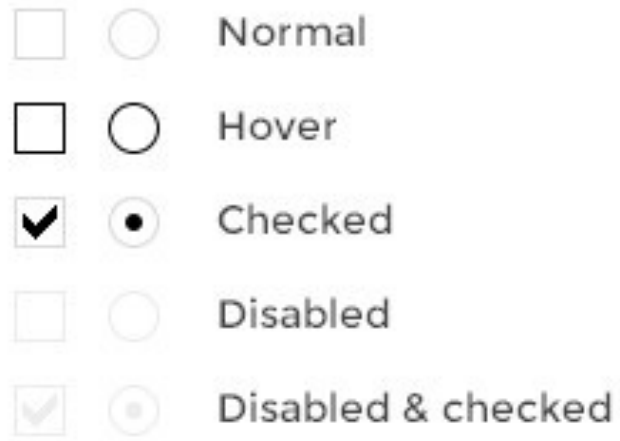


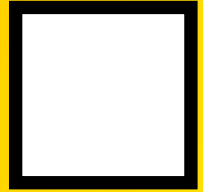


Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).



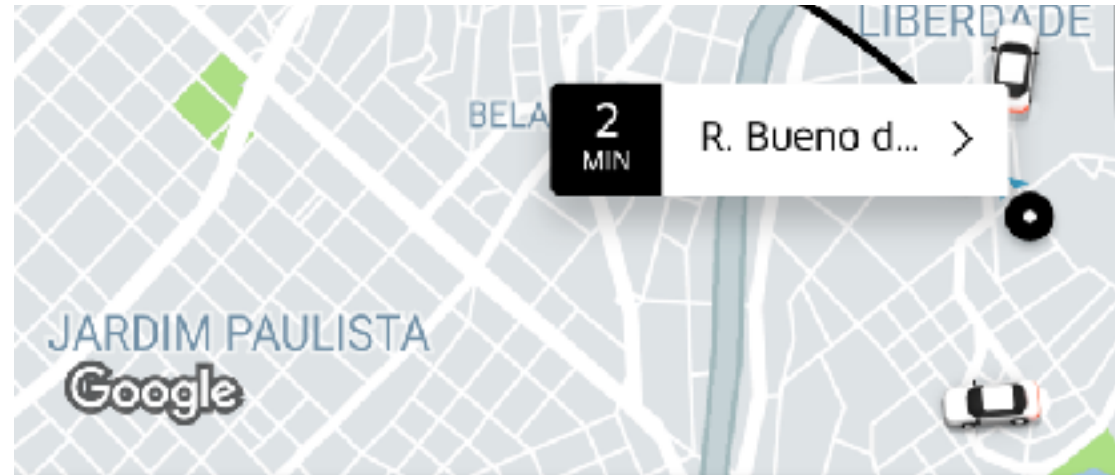
Digital Defaults





I do not want to receive emails

**What happens on
the DO NOTHING
situation?**



Economy

Pren



POOL
BRL10.28 ⓘ



uberX
BRL17.13



SELECT
BRL19.36



... 0110

1-2

REQUEST POOL

\$59



\$125



NOBODY

\$125



**✓ MOST PEOPLE
CHOSE THIS**



1

\$59



\$125



\$125



2

\$59



**MOST PEOPLE
CHOSE THIS**

\$125



\$59



\$125



\$125



DECOY

\$59



A

\$125



-B

\$125



B





iPhone 8

From
\$449



iPhone X®

From
\$599



iPhone 11

From
\$699



iPhone 11 Pro

From
\$999

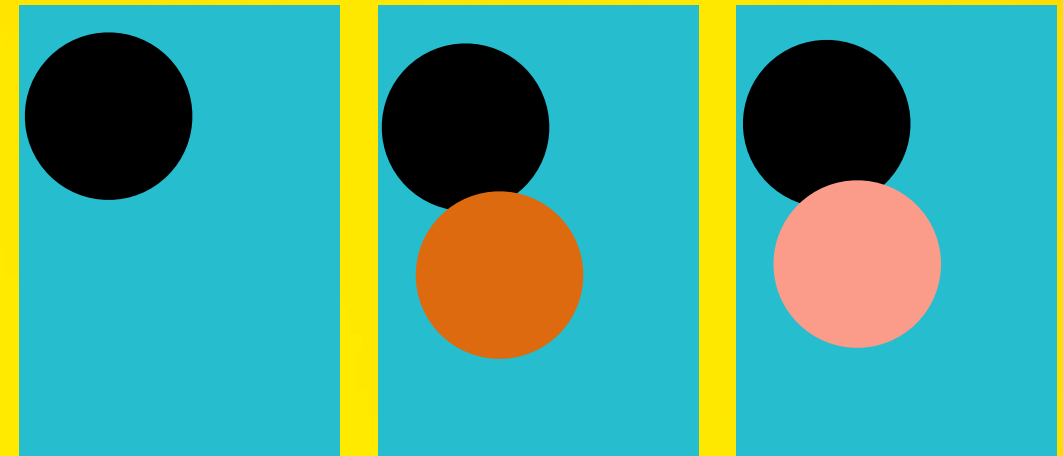
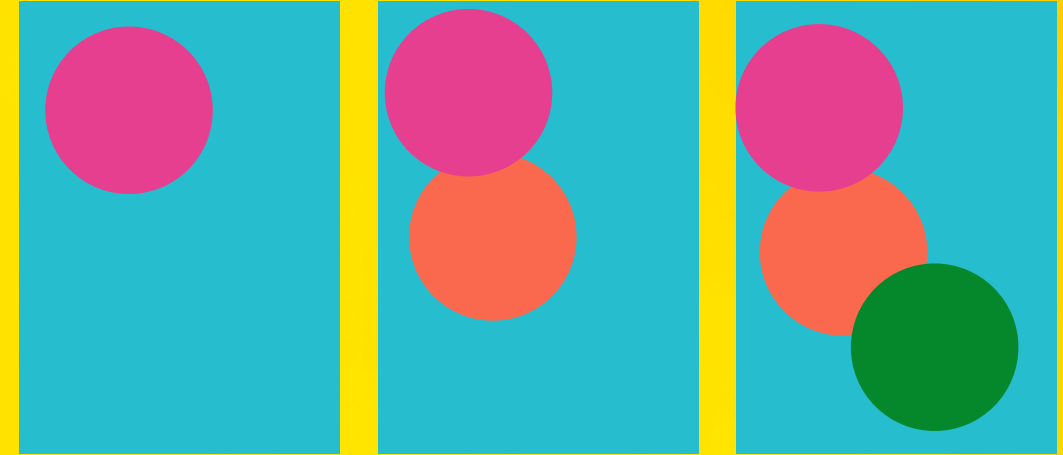


iPhone 11 Pro Max

From
\$1099







DIGITAL **personalisation**

NETFLIX

Watch Credits



Next Episode

Amazon Patents



“Anticipatory” Shipping

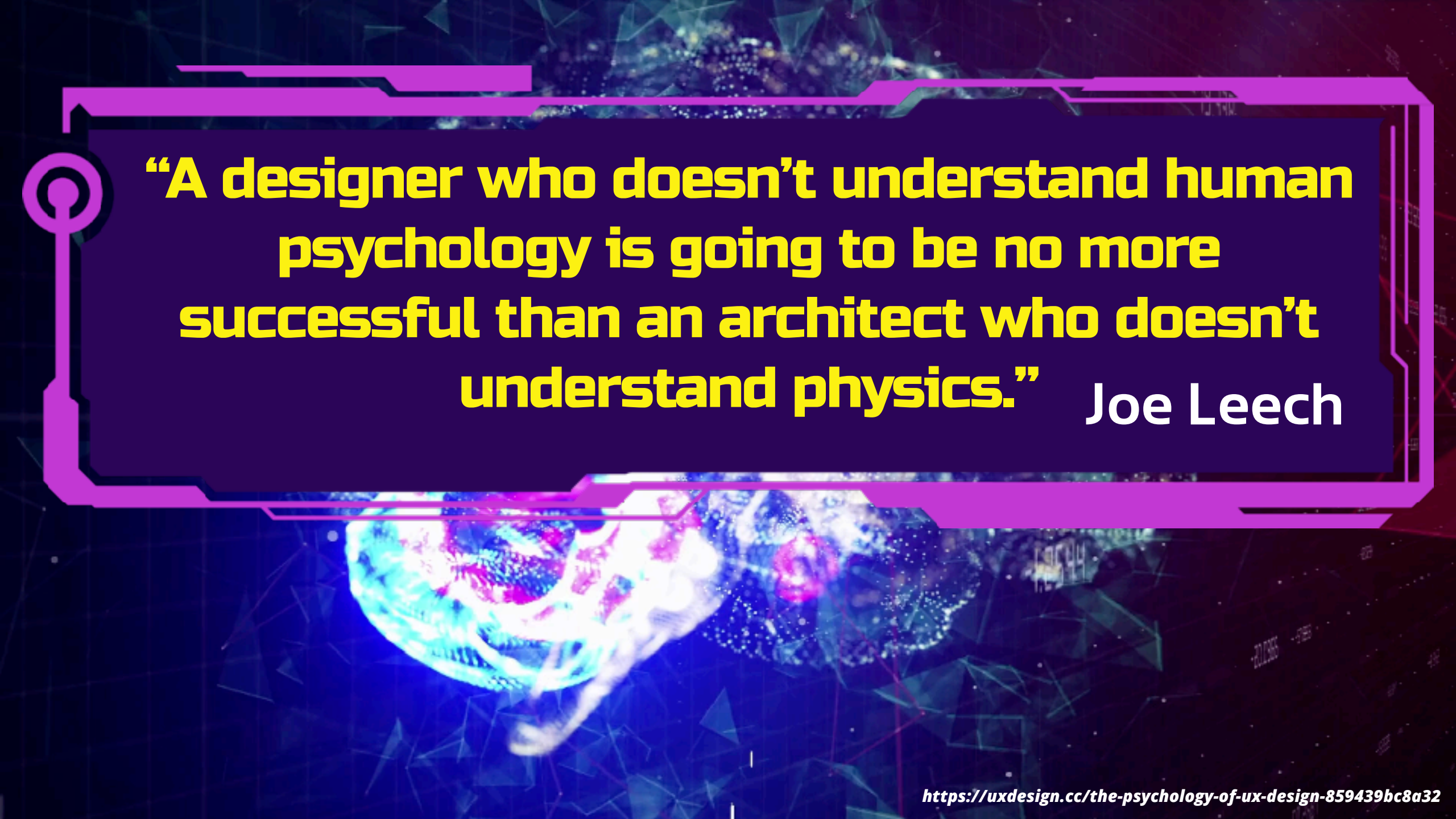
To Start Sending Stuff Before You’ve Bought It



THE POWER OF

UX DESIGN

**DIGITAL
DECISION
ARCHITECTS**

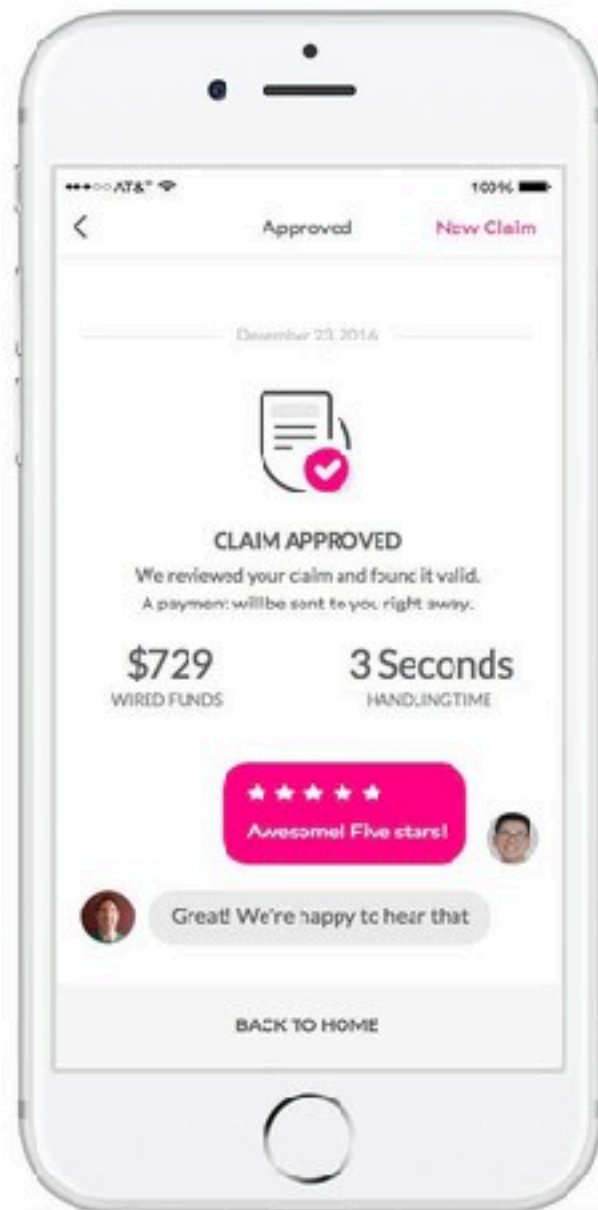


“A designer who doesn’t understand human psychology is going to be no more successful than an architect who doesn’t understand physics.” Joe Leech

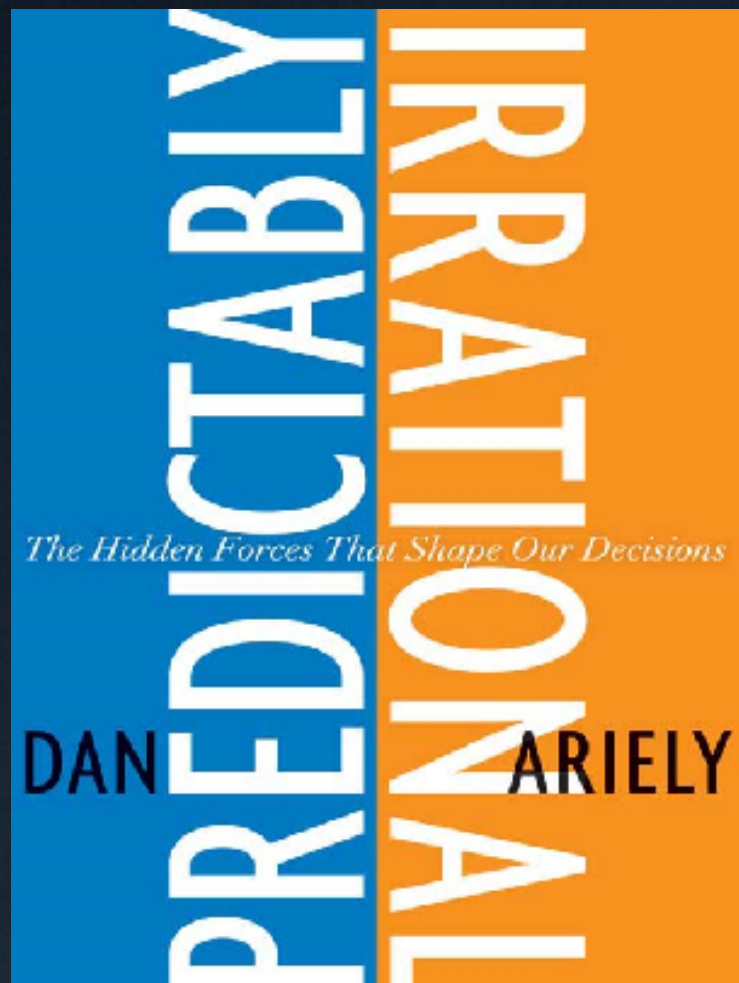
Lemonade[™]

Insurance that
doesn't suck

www.lemonade.com



Behavioral Lab





Dan Ariely

Chief Behavioral Officer - Lemonade





Dan Ariely
Chief Behavioral Officer - Lemonade





Fabio Pereira

Dan Ariely and Fabio Pereira Feb 2015

2 years

#psychology



Chat between Dan Ariely
and Fabio Pereira



Software Development
and Psychology



Dan Ariely <dan@danariely.com>



9/19/15

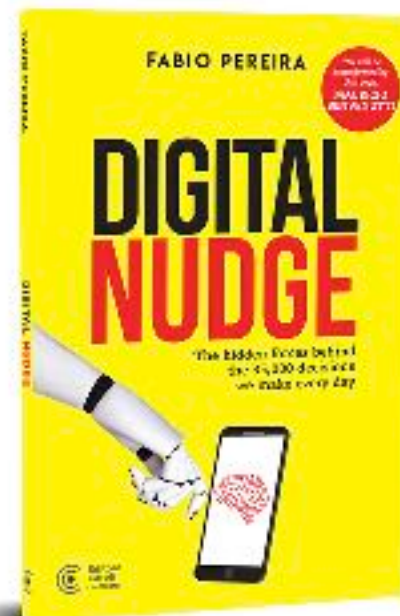


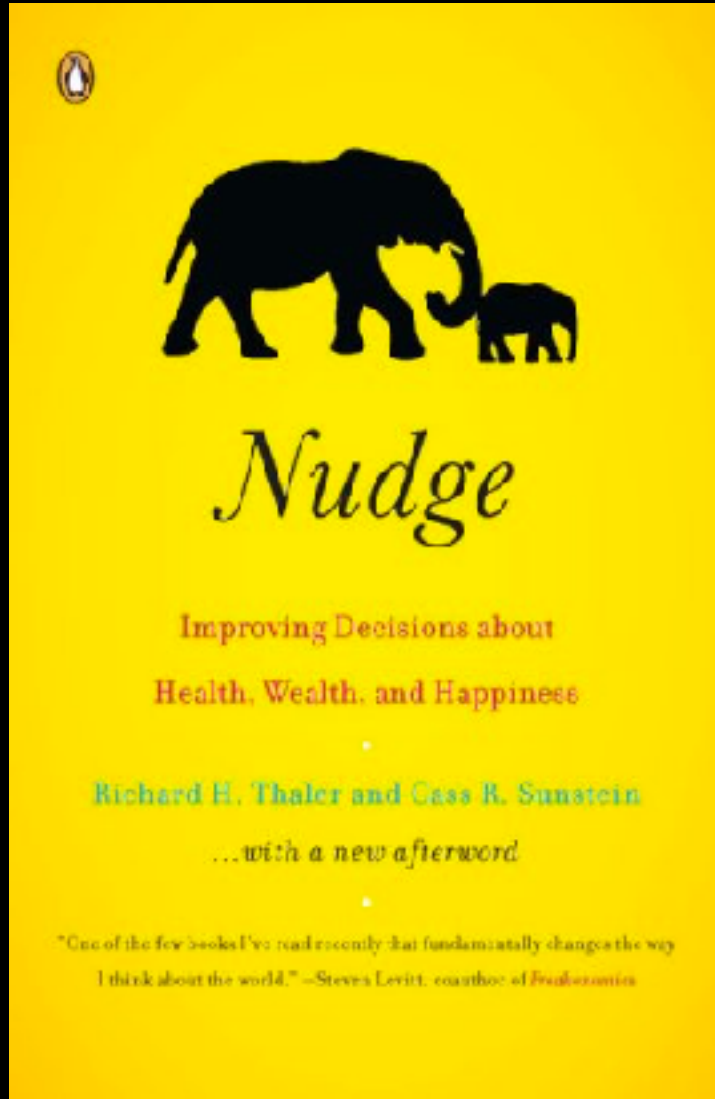
to me ▾



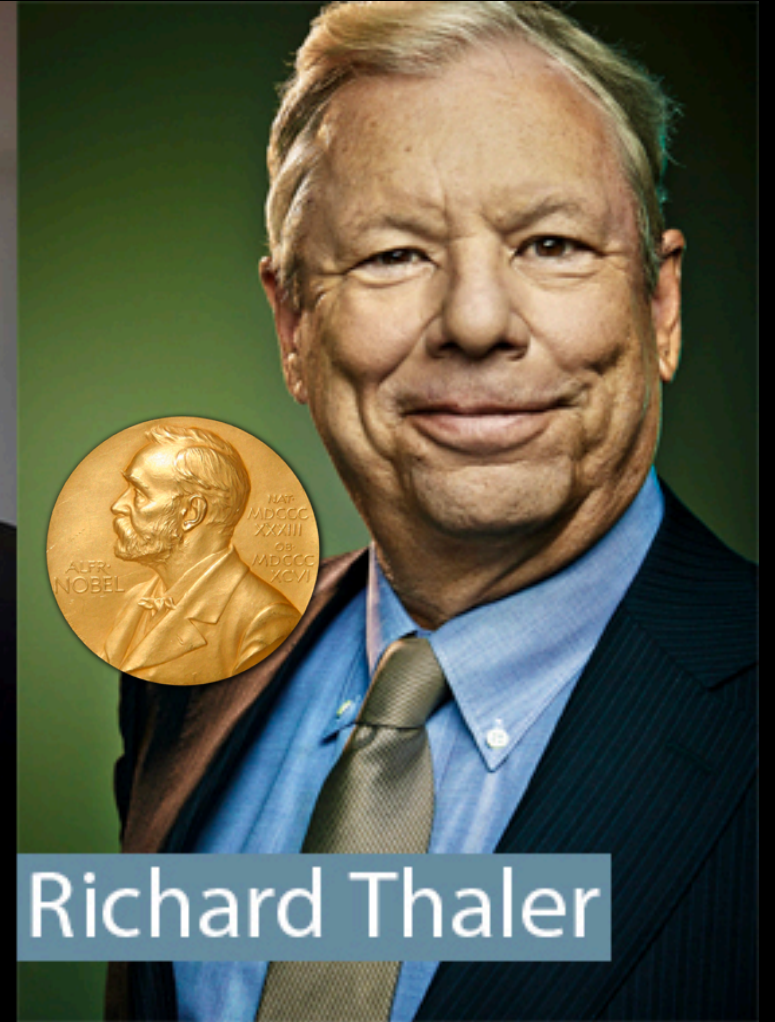
Dear friend,

I am trying to save on typing (lots of challenges with my hands), so here is an audio recording of my reply



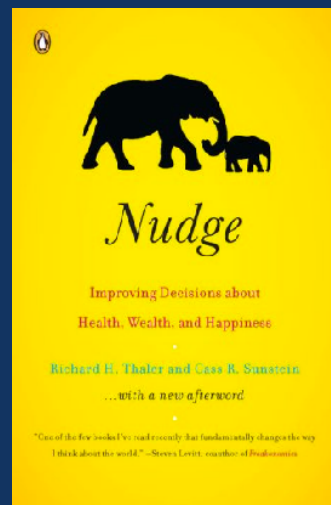


Cass Sunstein



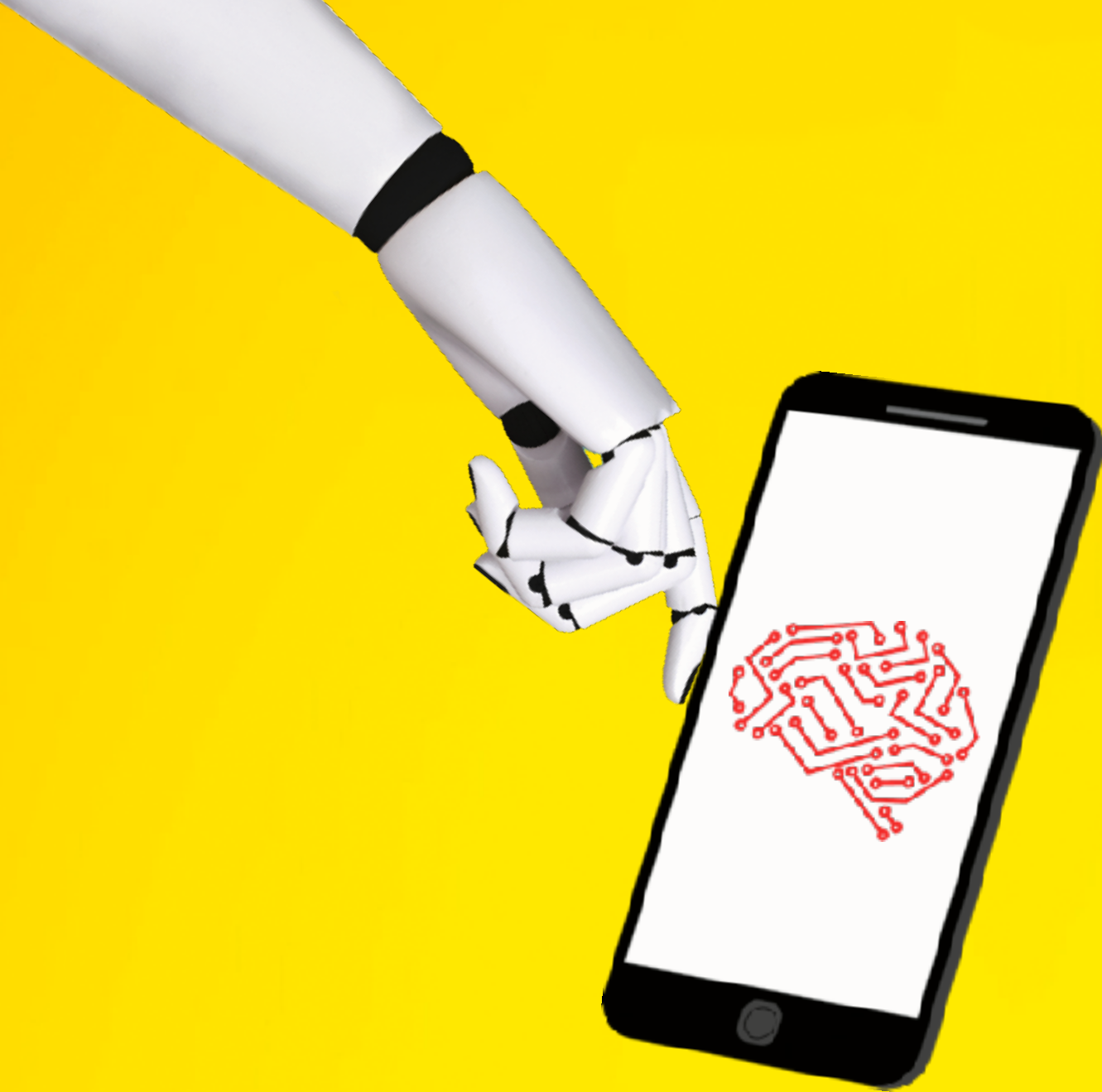
Richard Thaler

NUDGES are small and powerful interventions in the environments where we make decisions



NUDGE





DIGITAL **NUDGE**

www.digitalnudge.org

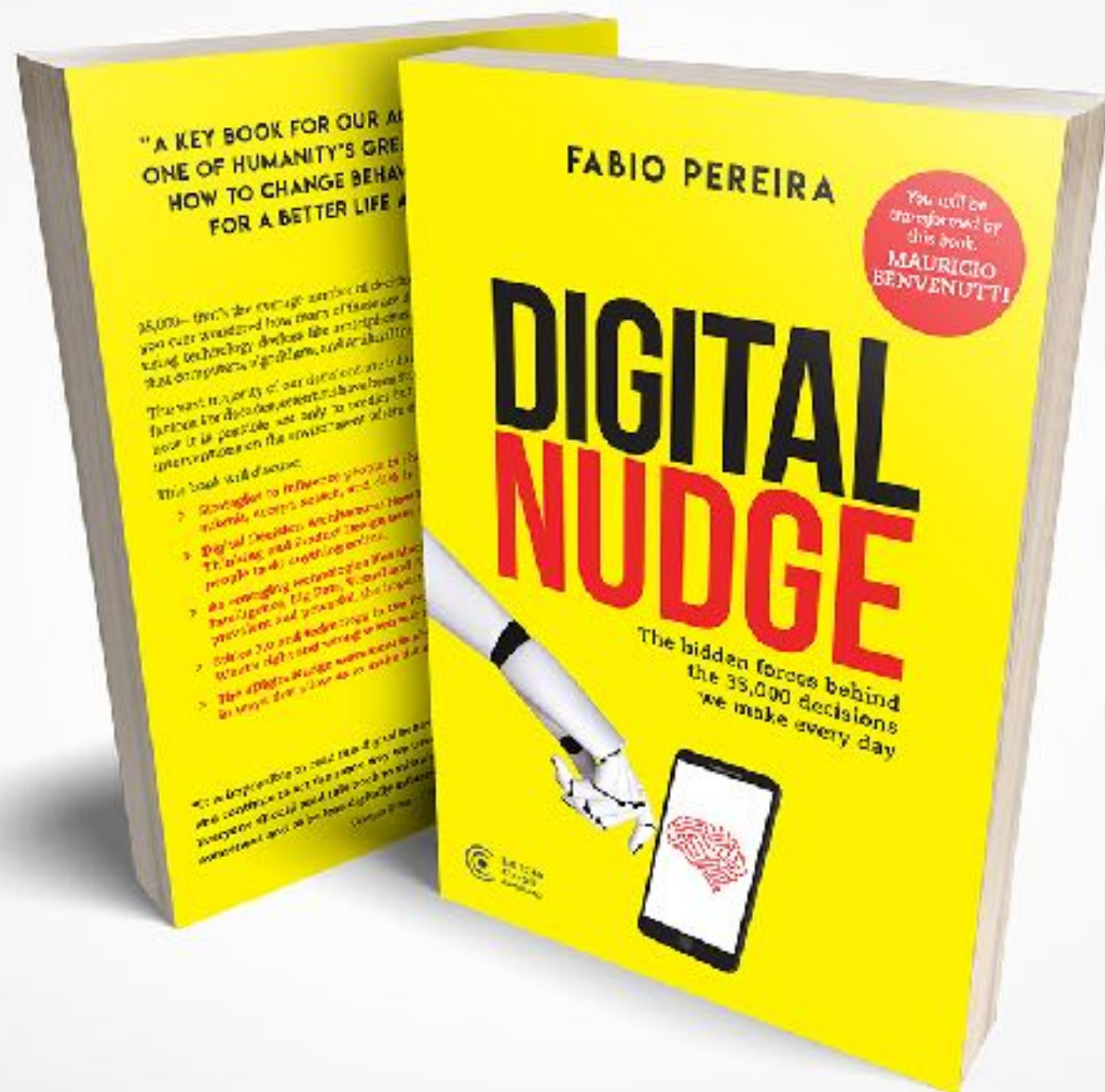


***Digital
Decision
Architect***



***Digital
Citizen***







#DigitalNudese

PSICOLOGIA POR TRÁS DA TRANSFORMAÇÃO DIGITAL

PEREIRA



Wo



fabio nudge



Todas

Imagens

Notícias

Vídeos

Shopping

Mais

Configurações

Ferramentas

Coleções

SafeSearch

behavioral economics

adam smith

fabio pereira

nudge theory

consciência

digital nudge

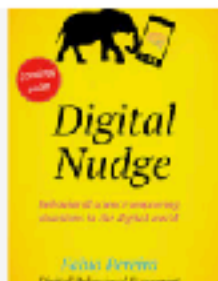
behavioural economics

fabio capello

tedx



Digital Nudge - The Book
digitalnudge.org



Digital Nudge by Fabi...
leapub.com



Nudge nudge, wink wink: How far...
omau.com.au



Fabio Pereira on Twitter: "Preparing my Digital Nudge...
twitter.com



Digital nudge: How automation, machi...
redhsa.com



Consciência Digital e Economia Com...
geekonomias.com.br



Digital Nudge - the brai...
archive.buzzconf.io



Agile Trends 2017 - #DigitalNudge - A psicologia ...
slideshare.net



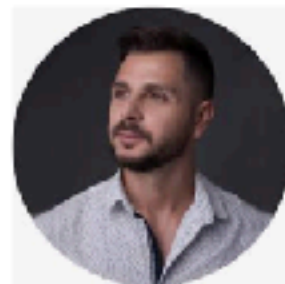
Fabio Pereira
fabiopereira.me



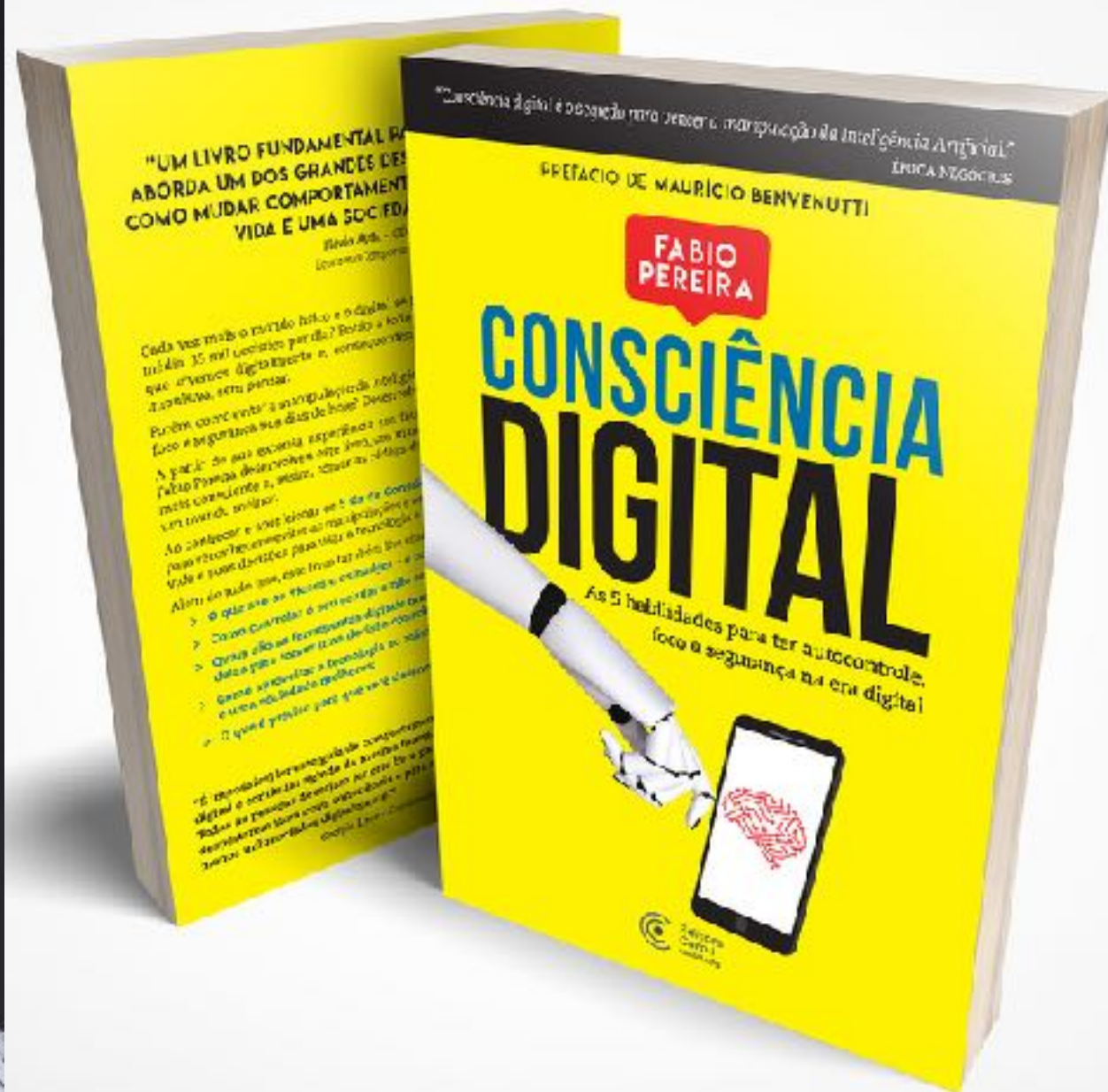
Bolton trio's England nudge - M...
manchestereveningnews.co.uk

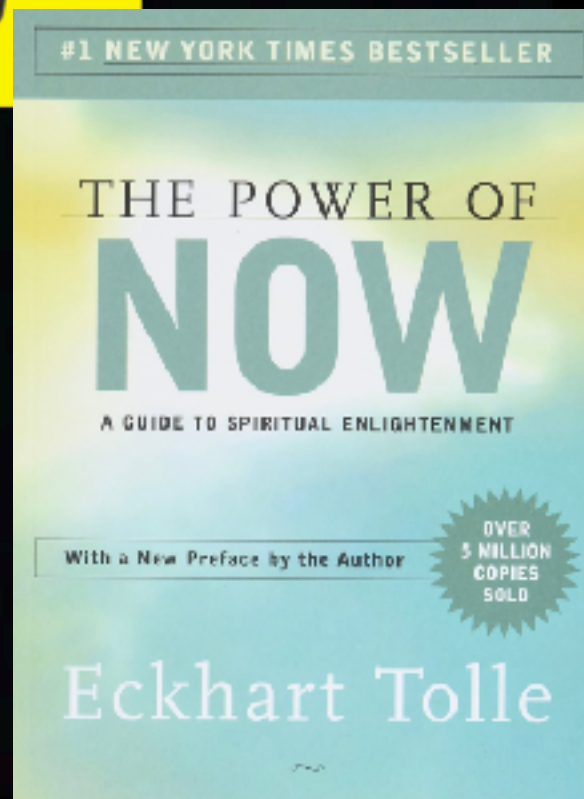


GOTO 2017 - #DigitalNudge - The Hidd...
youtube.com



Fabio Pereira
fabiopereira.me







Consciousness & Technology

79,003 views • 8 Oct 2018



THE 5 DIGITAL CONSCIOUSNESS SKILLS



5Cs

#DigitalNudge



3. KNOWLEDGE OF UNCONSCIOUS BIASES “I SEE BIASES!”

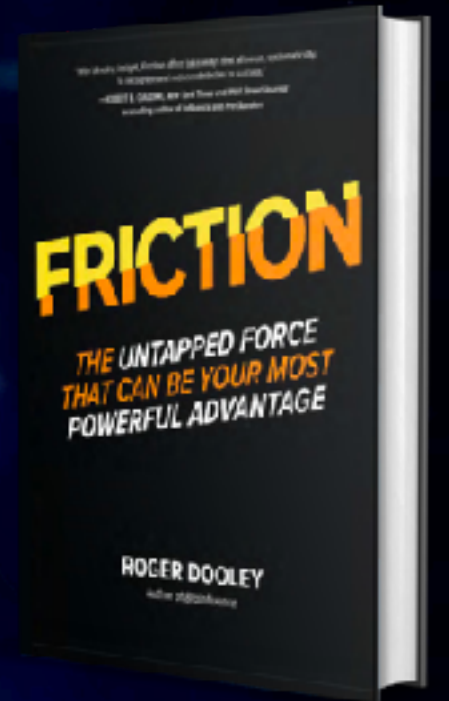
THE 5
DIGITAL
CONSCIOUSNESS
SKILLS

#DigitalNudge

SEAMLESS

EXPERIENCE

is one with the minimum
digital friction possible





amazon go

amazon go

2121

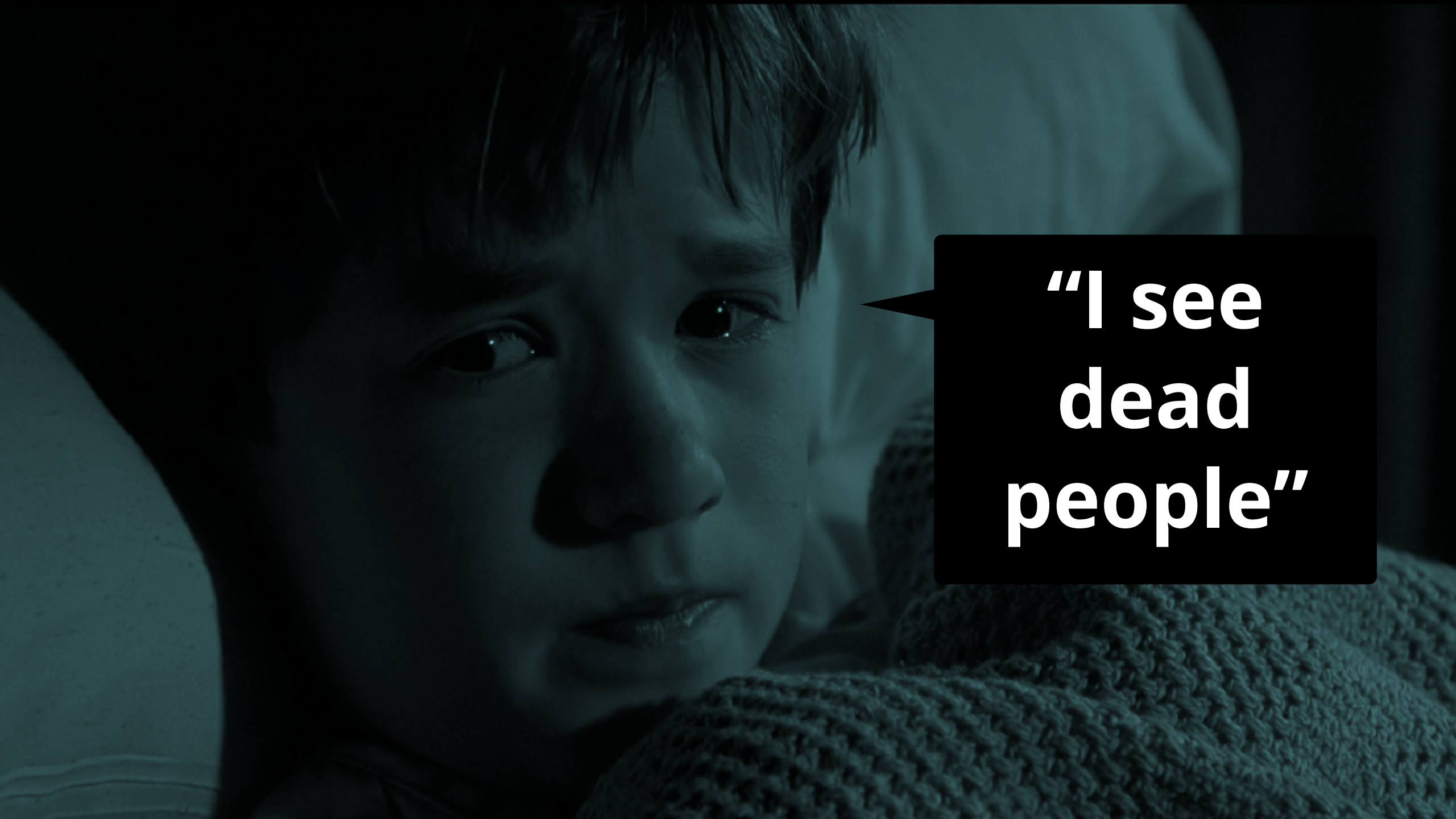
JUST WALK OUT SHOPPING

NO LINES. NO CHECKOUT.
(OR, SERIOUSLY.)
JUST WALK OUT SHOPPING
amazon go


NO LINES.
NO CHECKOUT.

**JUST
WALK
OUT
SHOPPING**

.....
amazon go


A close-up, low-key photograph of a young boy with dark hair, looking off to the side with a worried or fearful expression. The lighting is dim, with a strong blue/teal color grade. A speech bubble is overlaid on the right side of the image, containing the text "I see dead people".

**"I see
dead
people"**

A close-up photograph of a man with dark hair, looking slightly to the right with a thoughtful expression. The image is tinted with a teal color. A black speech bubble with a white border is positioned on the right side of the image, containing the text "I see biases".

**"I see
biases"**

#DigitalNudge

A close-up photograph of a man with a dark beard and mustache, looking upwards and to the side with a skeptical or questioning expression. He is lying down, with a white pillow and blanket visible. A black speech bubble with white text is positioned to his right.

**“I see
biases”**

#DigitalNudge

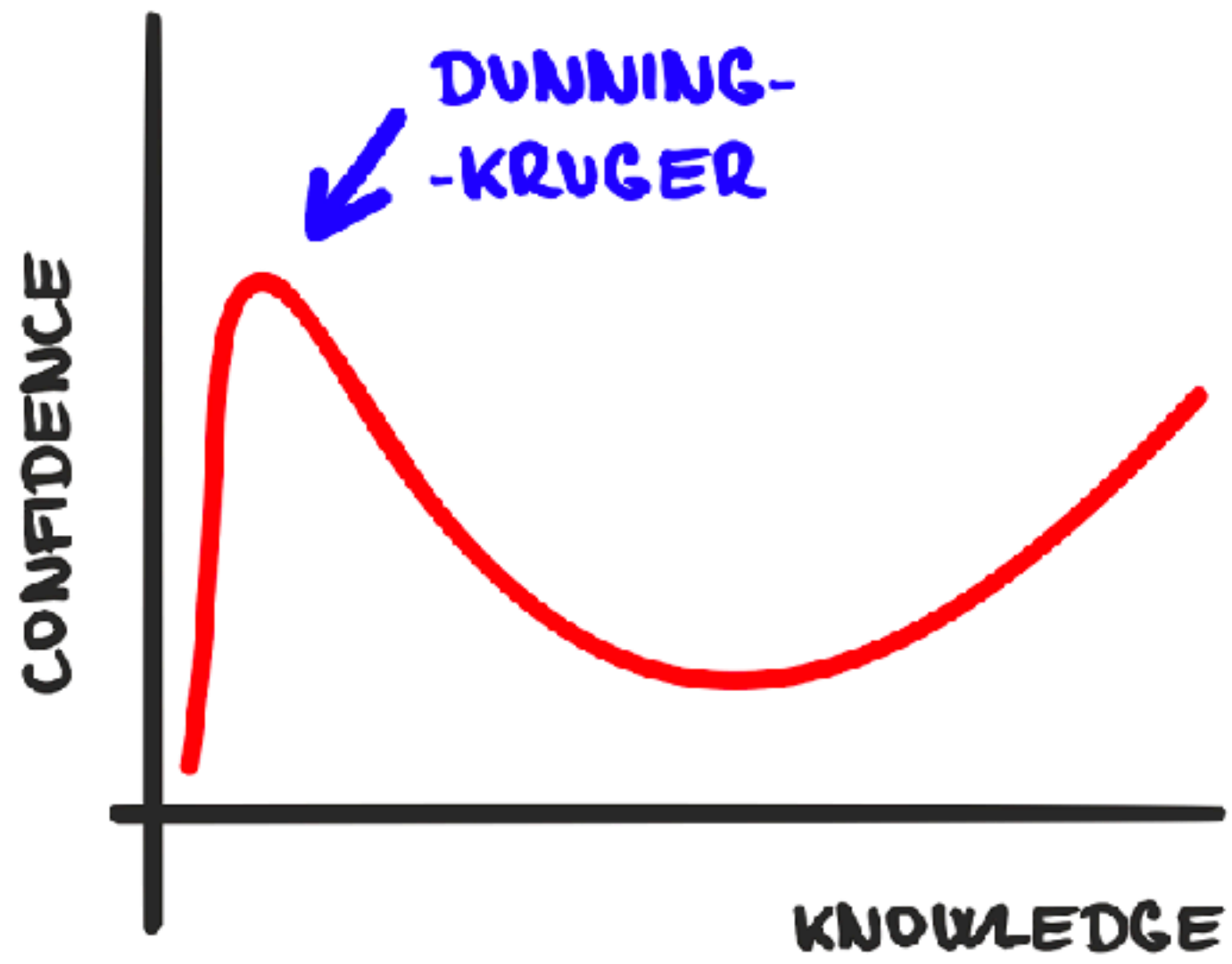


What Should We Remember?



Need To Act Fast

Not Enough Meaning



IKEA EFFECT

THE EXAGGERATEDLY HIGH
VALUE AND ATTACHMENT
PLACED ON PRODUCTS THAT
YOU BUILD YOURSELF, REGARDLESS
OF THE END RESULT QUALITY.



GABRIEL KRIESHOK

H A R V A R D | B U S I N E S S | S C H O O L



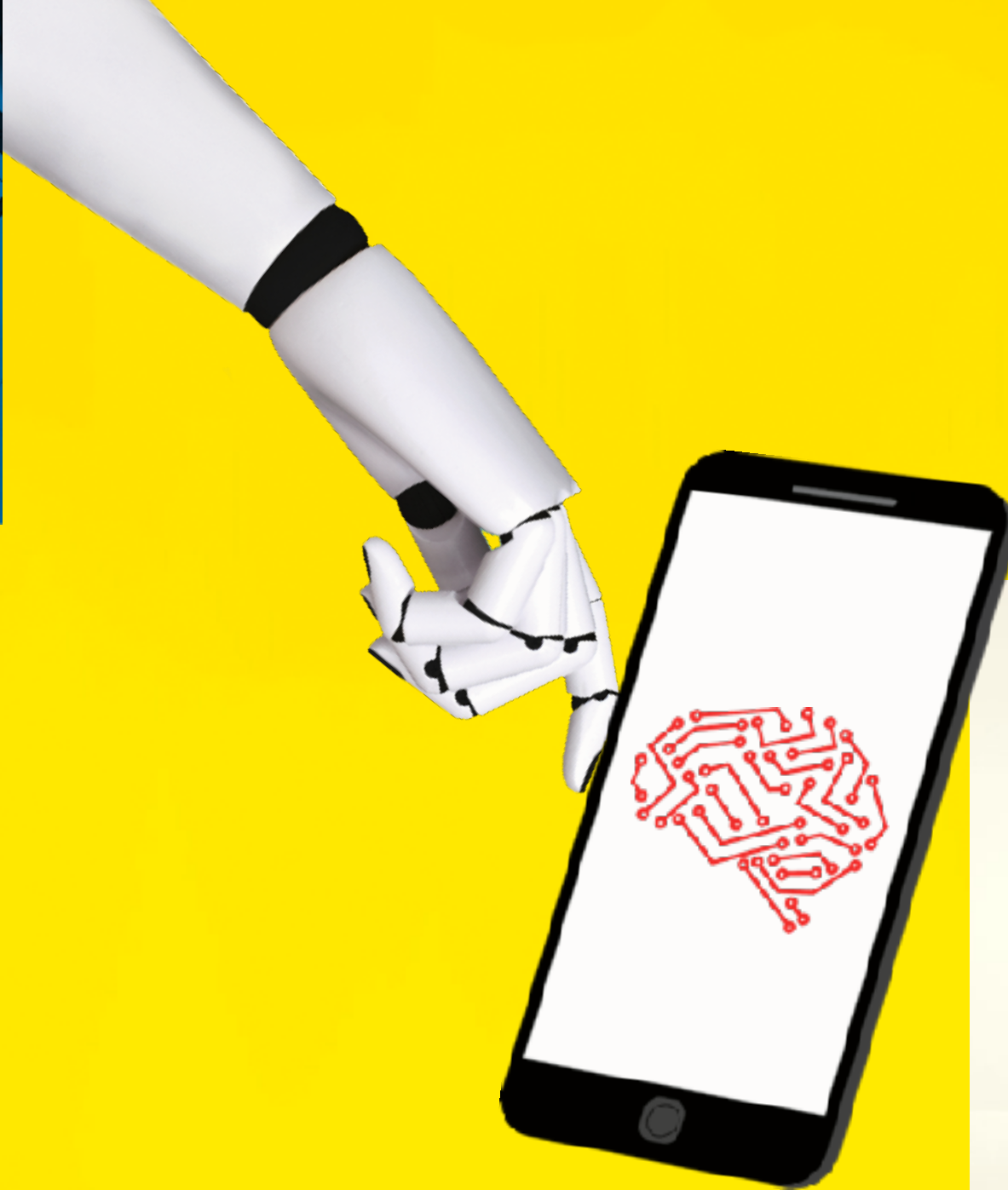
The “IKEA Effect”: When Labor Leads to Love

Michael I. Norton
Daniel Mochon
Dan Ariely



***Digital
Decision
Architect***

***Nudge
4Good***



***Digital
Citizen***

***Raise
Consciousness***





| Prefácio |

35 mil! Essa é a quantidade média de decisões que um ser humano toma por dia. Significa mais ou menos uma decisão a cada dois segundos. Já imaginou quantas dessas são decisões digitais? Decisões digitais são as que tomamos usando tecnologia como smartphones, tablets, computadores, wearables, realidade virtual etc. Também aqueles equipamentos digitais. Muitas vezes, tomamos decisões que misturam o físico e o digital. Vivemos digitalmente.

algo que é uma questão de moral e ética. Temos certeza de que ter esses hábitos não somente a forma que o pensamento e consciência para criarmos e vivermos em um mundo cada vez mais digital.

Fabio Pereira
Autor do livro Consciência Digital

NATIONAL BESTSELLER

"A most interesting and useful book about digital engagement"
—FORBES, author of The New York Times

HOOKED



How to Build
Habit-Forming Products

NIR EYAL
WITH RYAN HOEVER



BEST-SELLER DO WALL STREET JOURNAL

"Uma leitura obrigatória para todos que se interessam em promover o engajamento do cliente."
—Gilberto, Autor de A Arte da Escrita

HOOKED

(ENGAJADO)

COMO CONSTRUIR
PRODUTOS E SERVIÇOS
FORMADORES DE HÁBITOS



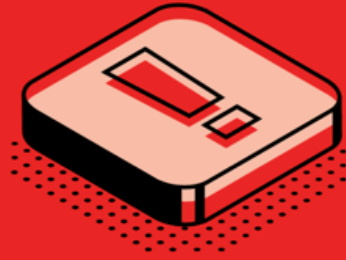
NIR EYAL
com RYAN HOEVER

BRUNO





2 TYPES OF INFLUENCE



2 TYPES OF INFLUENCE

PERSUASION

COERSION



Influencing
people to do
what they
**want and
need.**

Influencing
people to do
what they
**don't want and
don't need**

Dark Patterns: User Interfaces Designed to Trick People



DARK PATTERNS



User Interfaces designed to trick people

Are you interested in helping darkpatterns.org?

We need your help adding new examples to the site. If you're interested email submissions@darkpatterns.org

Dark Patterns: U

Trick People



- Bait and Switch
- Disguised Ads
- Faraway Bill
- Forced Continuity
- Forced Disclosure
- Friend Spam
- Hidden Costs
- Misdirection
- Price Comparison Prevention
- Privacy Zuckering
- Roach Motel
- Road Block
- Sneak into Basket
- Trick Questions



K PATTERNS

es designed to trick people

Are you interested in helping darkpatterns.org?

We need your help adding new examples to the site. If you're interested email submissions@darkpatterns.org




New team, new website!

Mark Leiser, Cristiana Santos and Kosha Doshi have joined forces with Harry Brignull, bringing you new sections on laws and legal cases.

[Get started](#)[About the team](#)



Featured Session: Machine or Human? **The Ethics Behind Smarter AI**

 Mar 18, 2022  4:00pm – 5:00pm CT  [Austin Convention Center](#)  [Ballroom EF](#)
 [Technology](#) [AI/ML](#)

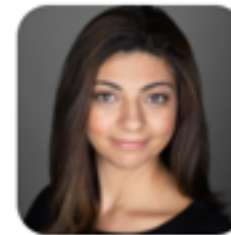


Elizabeth Bramson-Boudreau

MIT Technology Review



Add to Favorites



Rana el Kaliouby


Smart Eye



Add to Favorites

The Future of Influence Doesn't Involve Humans

 Mar 12, 2022  4:00pm – 5:00pm CT

 [Hilton Austin Downtown](#)

 [Salon C](#)

 [Virtual Production](#) [Social Media](#)




Mark Cuban

 [Add to Favorites](#)



Shep Ogden

Offbeat Media Group

 [Add to Favorites](#)



Christopher Travers


VirtualHumans.org

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Presented by **House of Creative Denmark**

Ethical Digital Design as a Competitive Advantage

 Mar 15, 2022

 3:15pm – 4:45pm CT

 [Wanderlust Wine Co](#)

 [Policy](#) [Brand Identity](#)

The Ethics of Deepfakes: Are They Always Bad?

📅 Mar 16, 2022 ⌚ 2:30pm – 3:30pm CT ★ [Hilton Austin Downtown](#) ★ [Salon J](#) 🏷️ [Policy](#) [Content Creation](#) [AI/ML](#)



Henry Ajder

Metaphysic



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Andy Parsons

Adobe

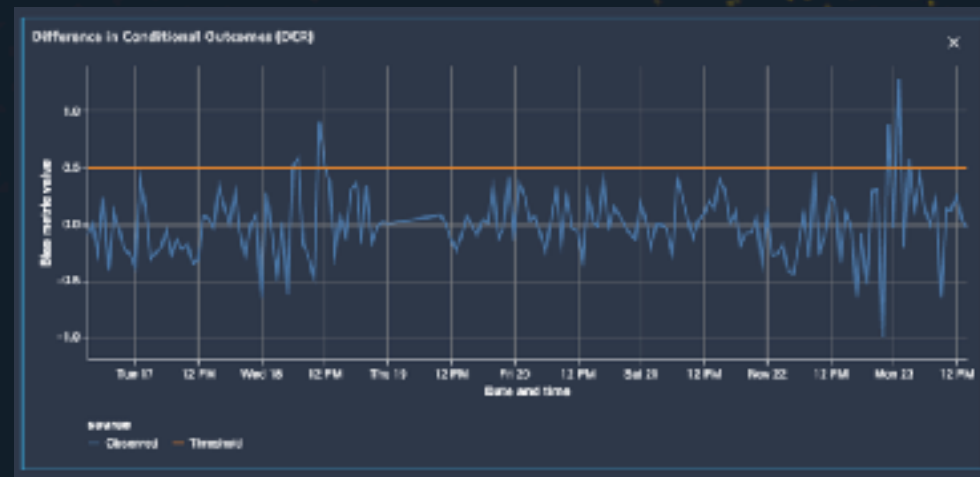


Add to Favorites



Amazon SageMaker Clarify

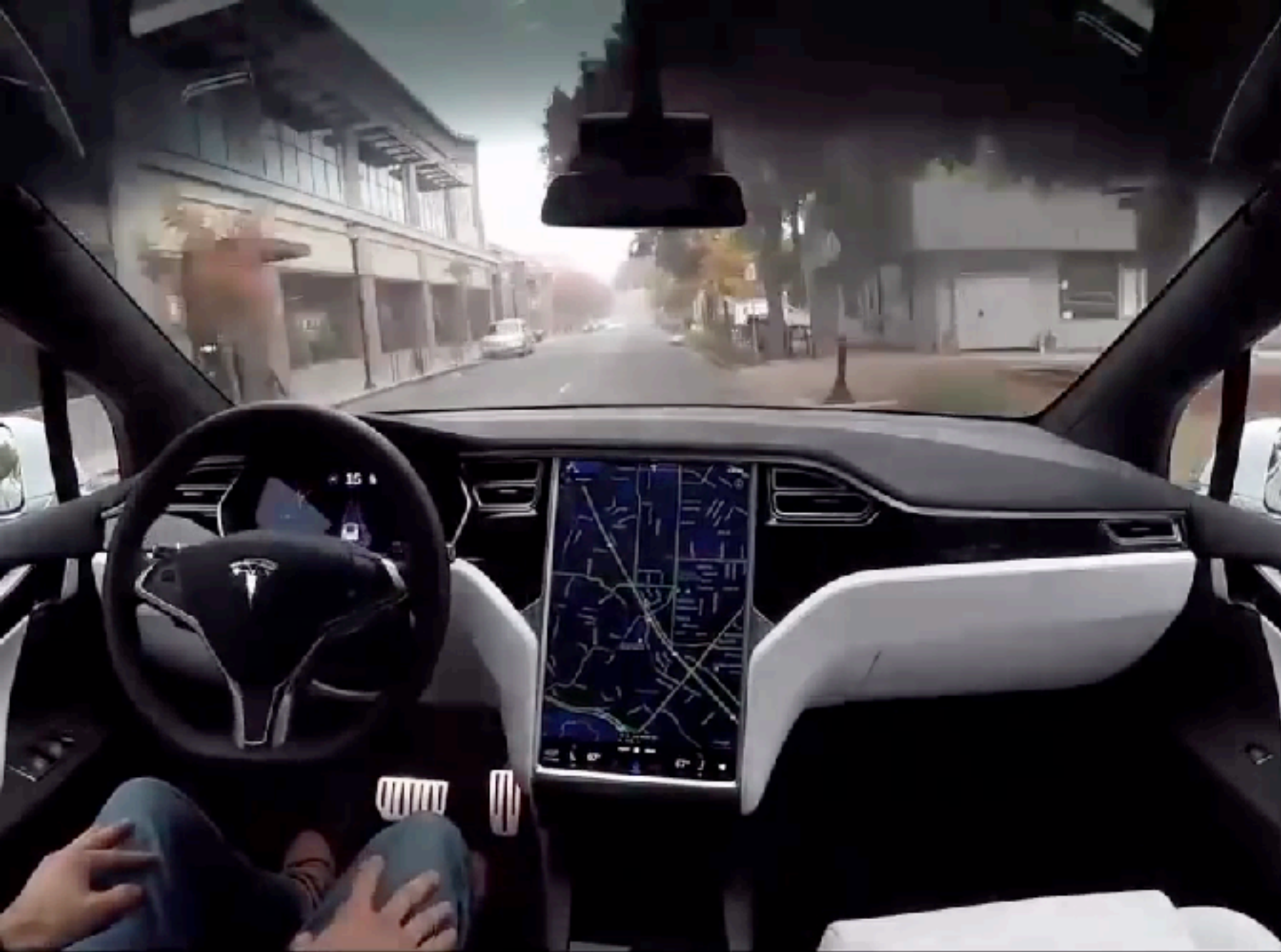
Detect bias in ML models and understand model predictions



<https://aws.amazon.com/sagemaker/clarify>

The
#DigitalNudge
4GOOD
Movement





LEFT REARWARD VEHICLE CAMERA

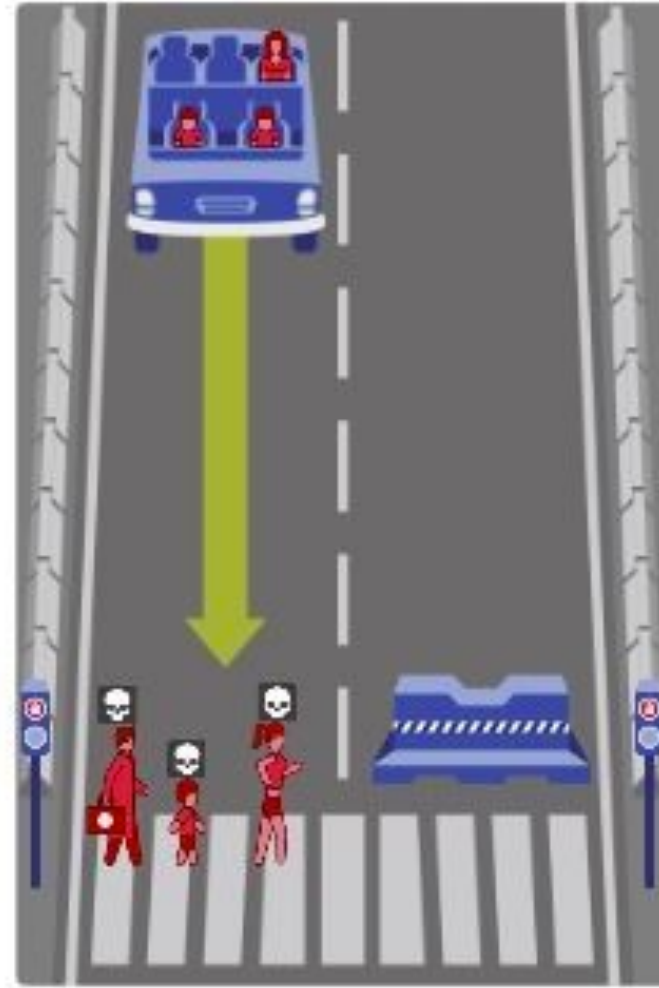
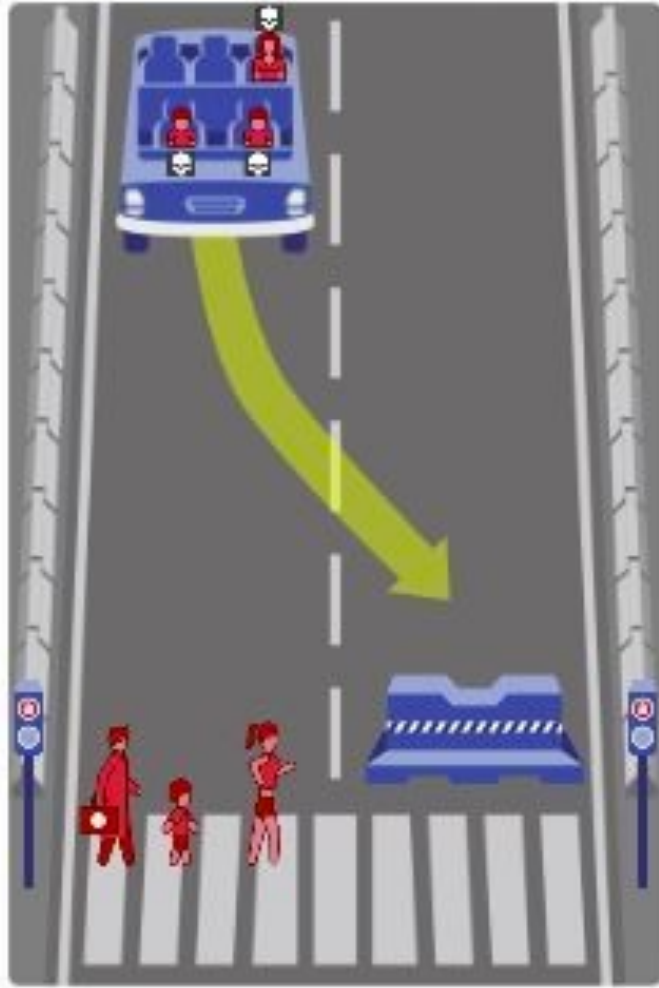


MEDIUM RANGE VEHICLE CAMERA



RIGHT REARWARD VEHICLE CAMERA







**Realigning
technology
with humanity's
best interests.**

<http://humanetech.com/>



EXPERIENCE



Happy bday Diego



Book Signing NOW!

***www.fabiopereira.me
www.digitalnudge.org***

