



THE

PSYCHOLOGY OF UX

FABIO PEREIRA

goto;

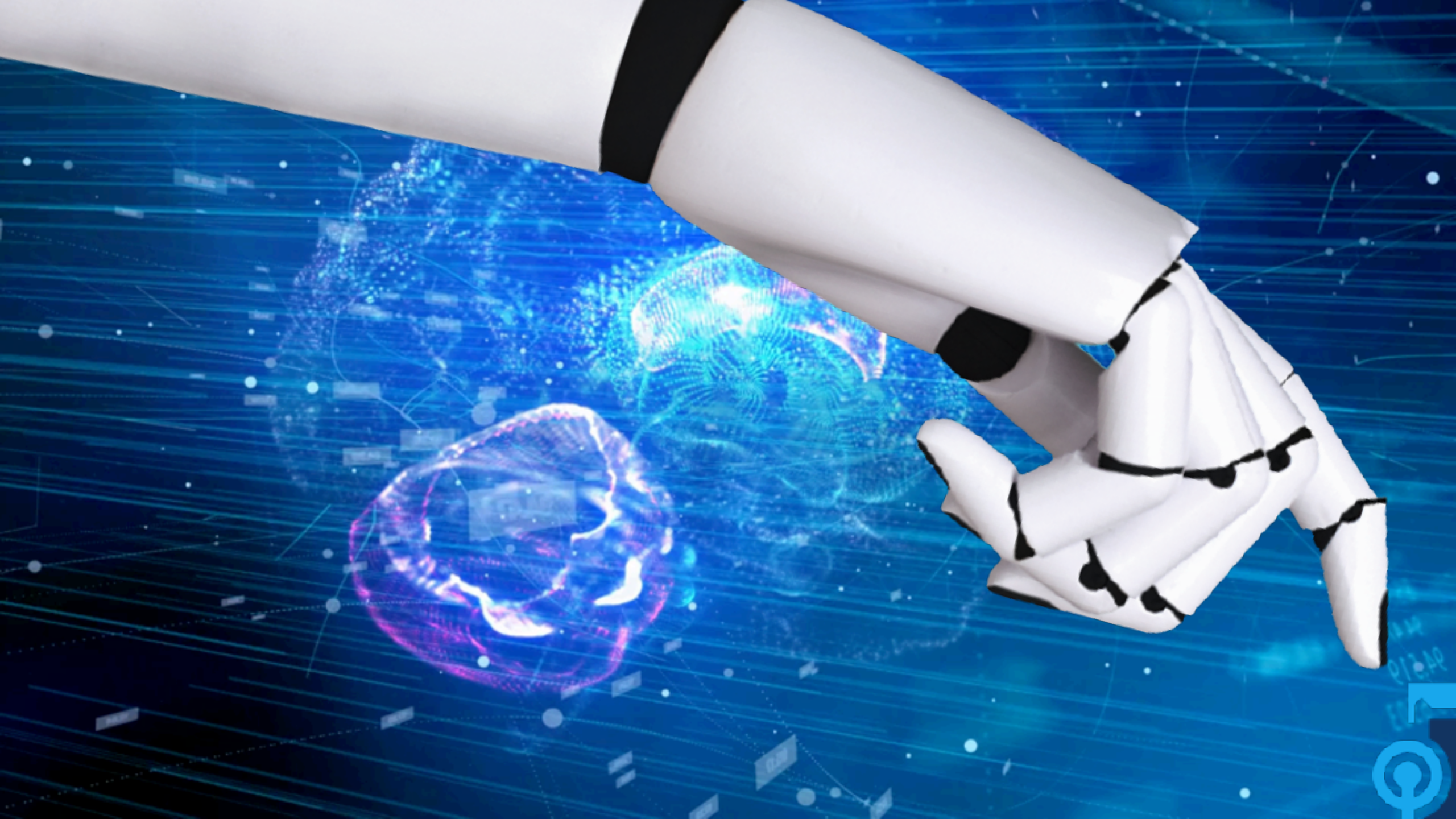
GOTO Copenhagen 2022

The Psychology of UX

FABIO PEREIRA

#GOTOcph





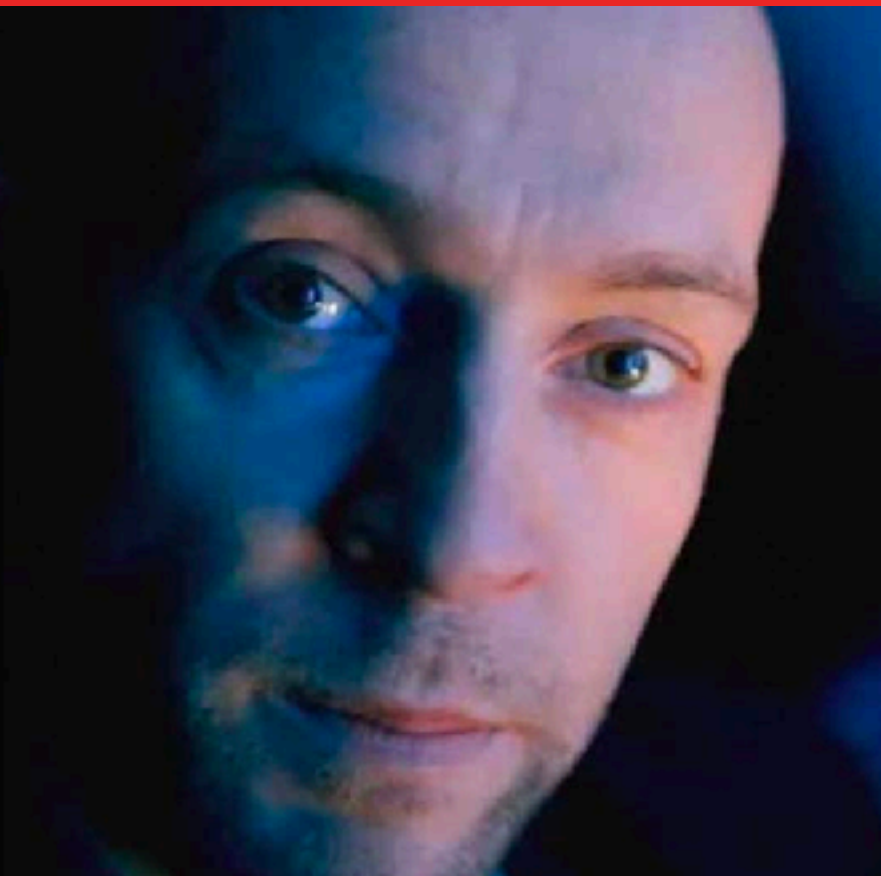
“I MUST READ THIS BOOK”



Wozniak - Apple Co-Founder

DERREN BROWN

The Push

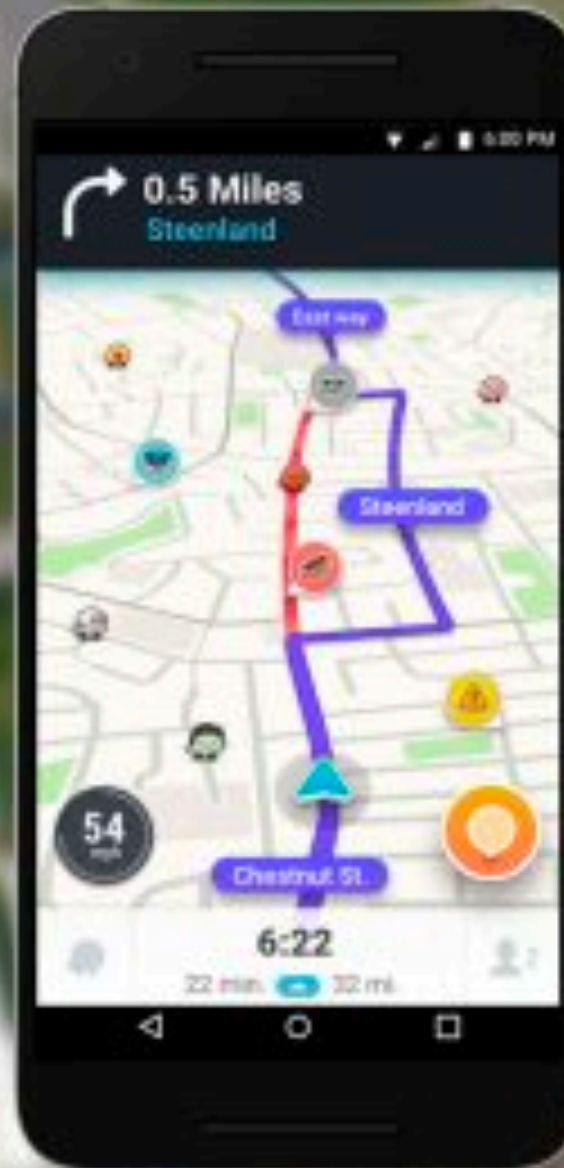
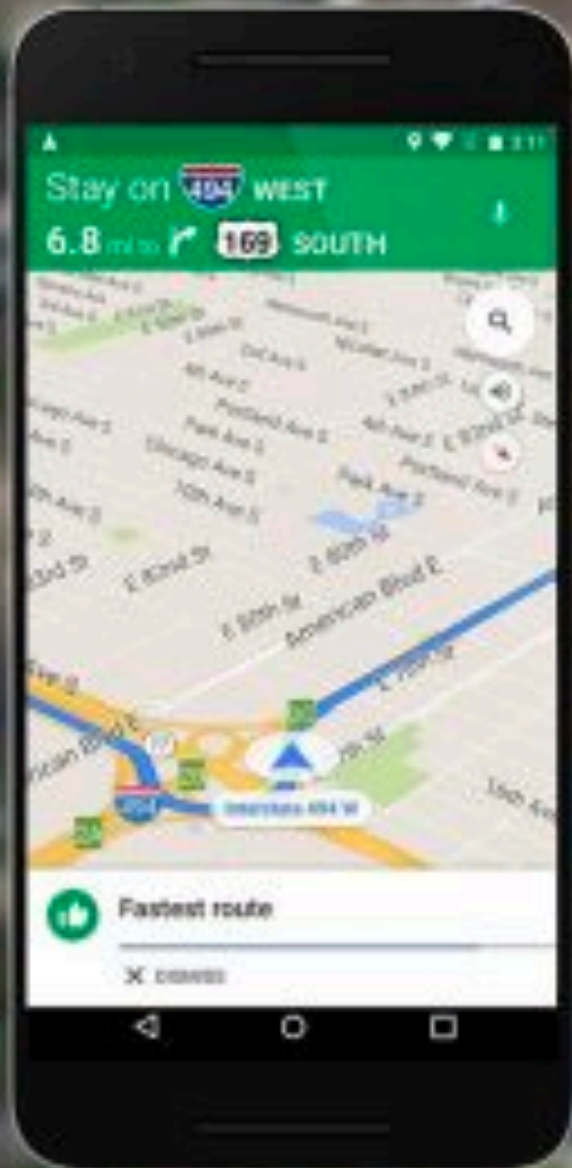




35 000



DIGITAL DECISIONS





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>

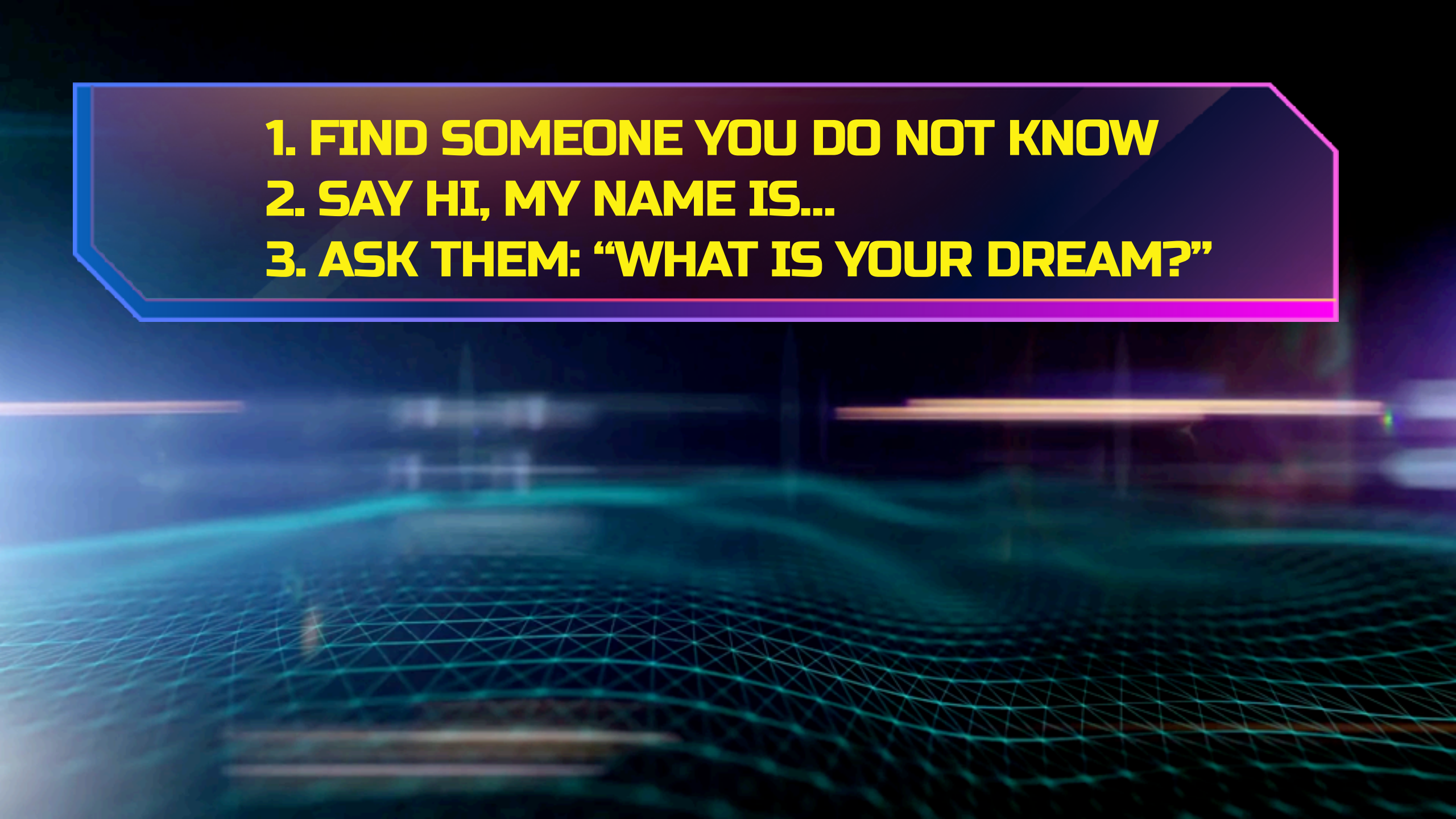


3 in 1

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?”**

\$59



\$125



\$125



\$59



\$125



NOBODY

\$125



**THE MAJORITY
CHOSE THIS ONE**

1

\$59



\$125



\$125



2

\$59



THE

MAJORITY
CHOSE
THIS ONE

\$125



1

\$59



\$125



\$125



2

\$59



\$125



\$59



\$125



\$125



DECOY

\$59



A

\$125



-B

\$125



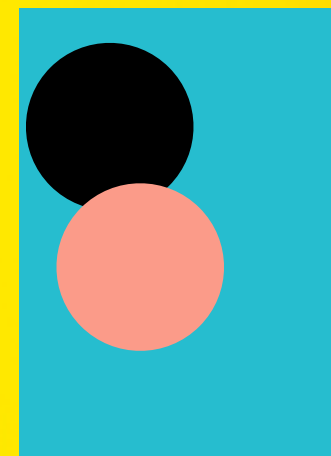
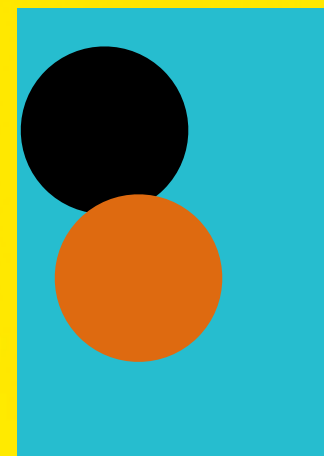
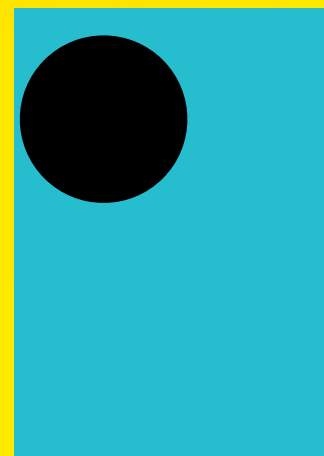
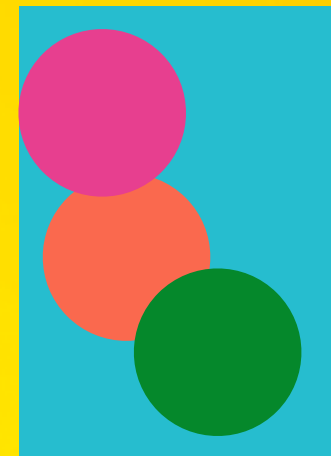
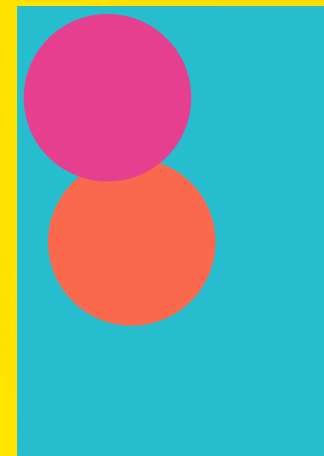
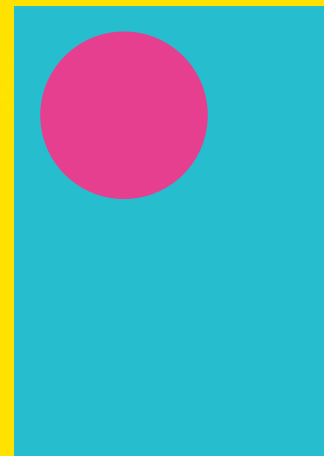
B



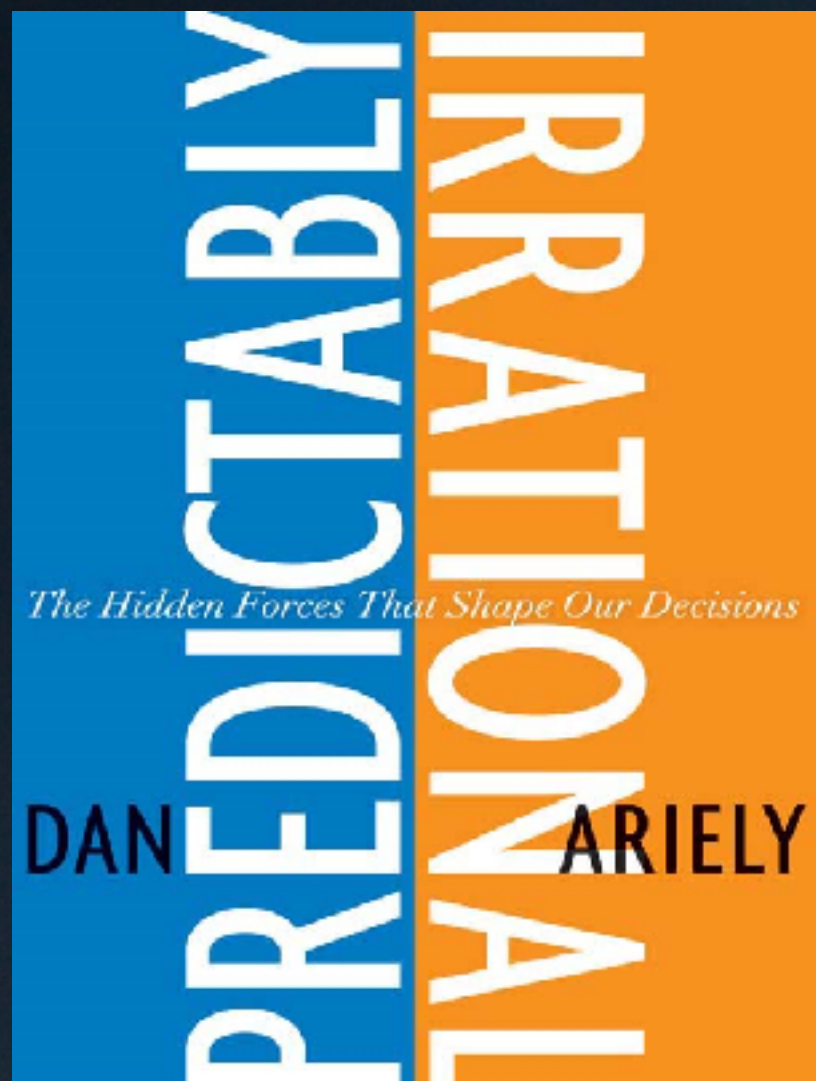


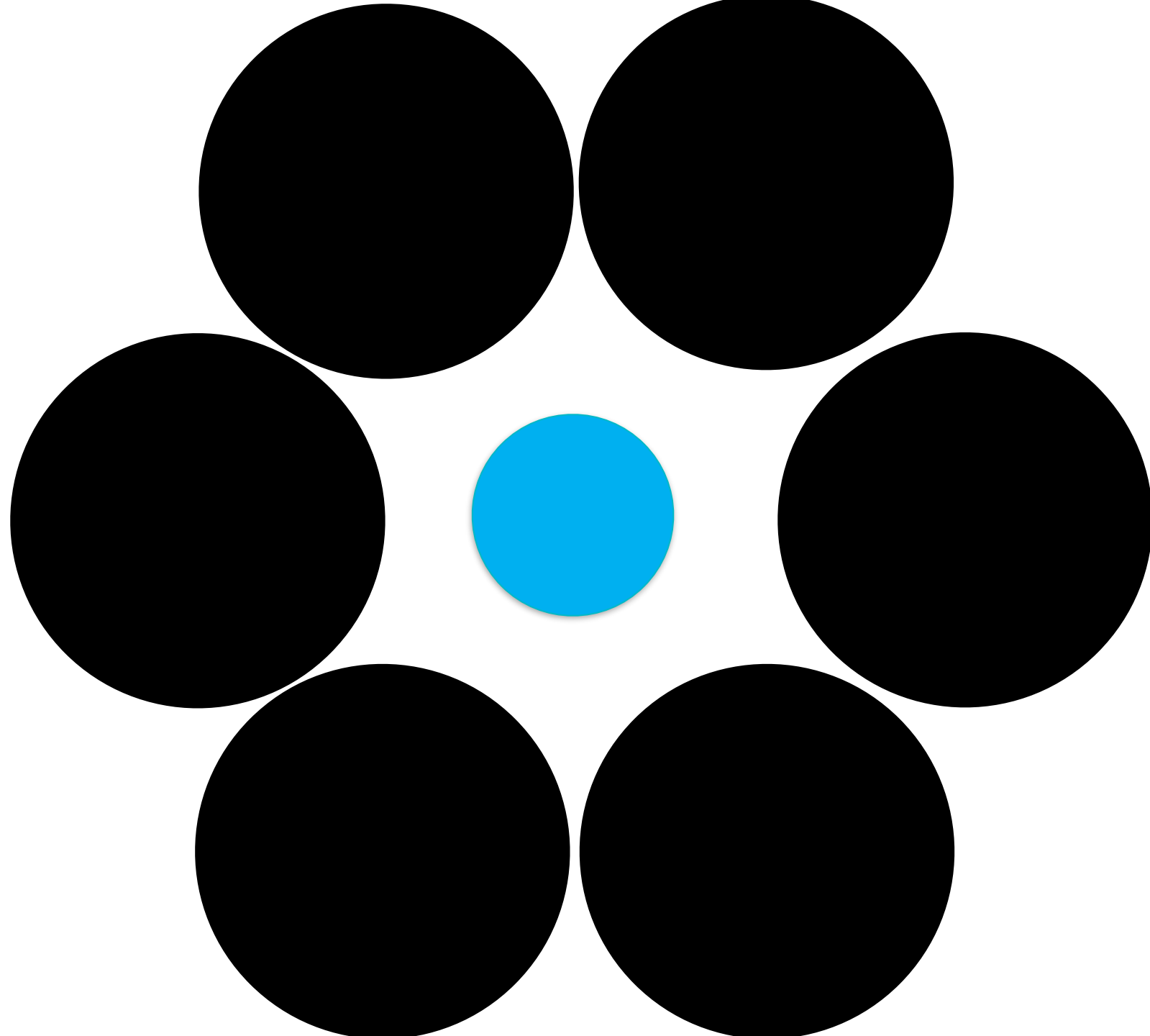
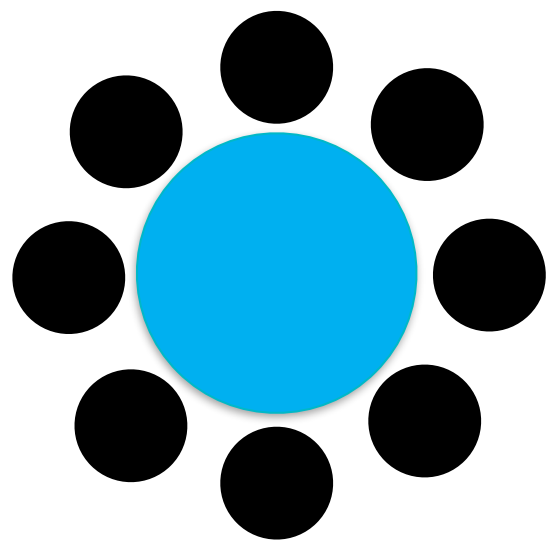


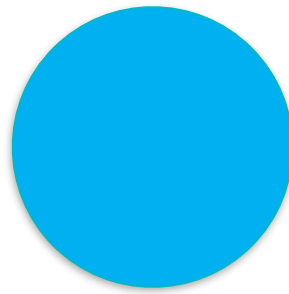
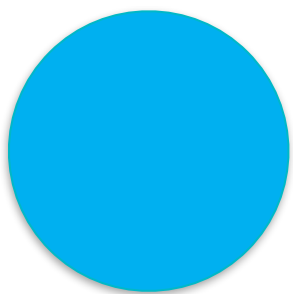


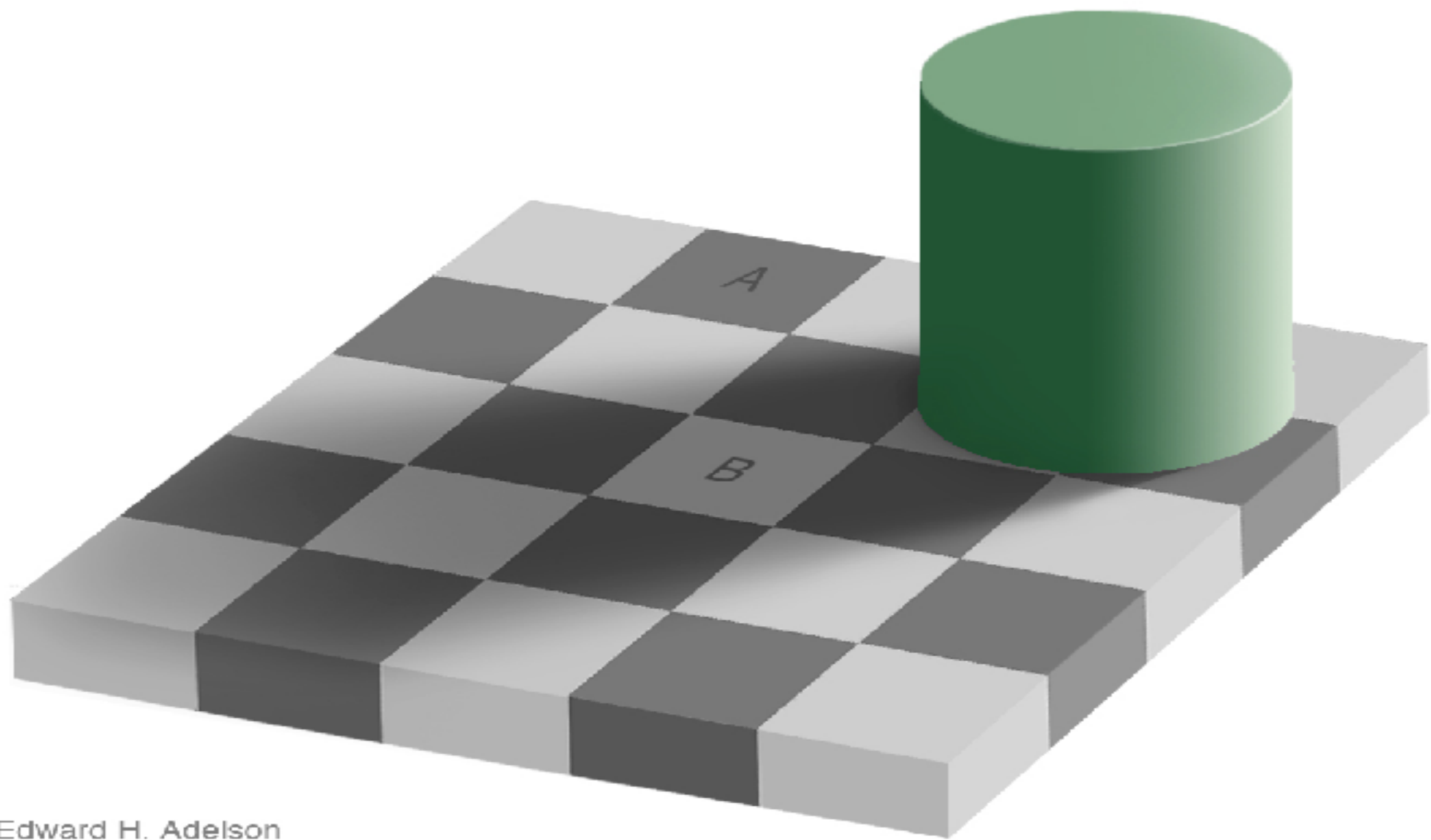


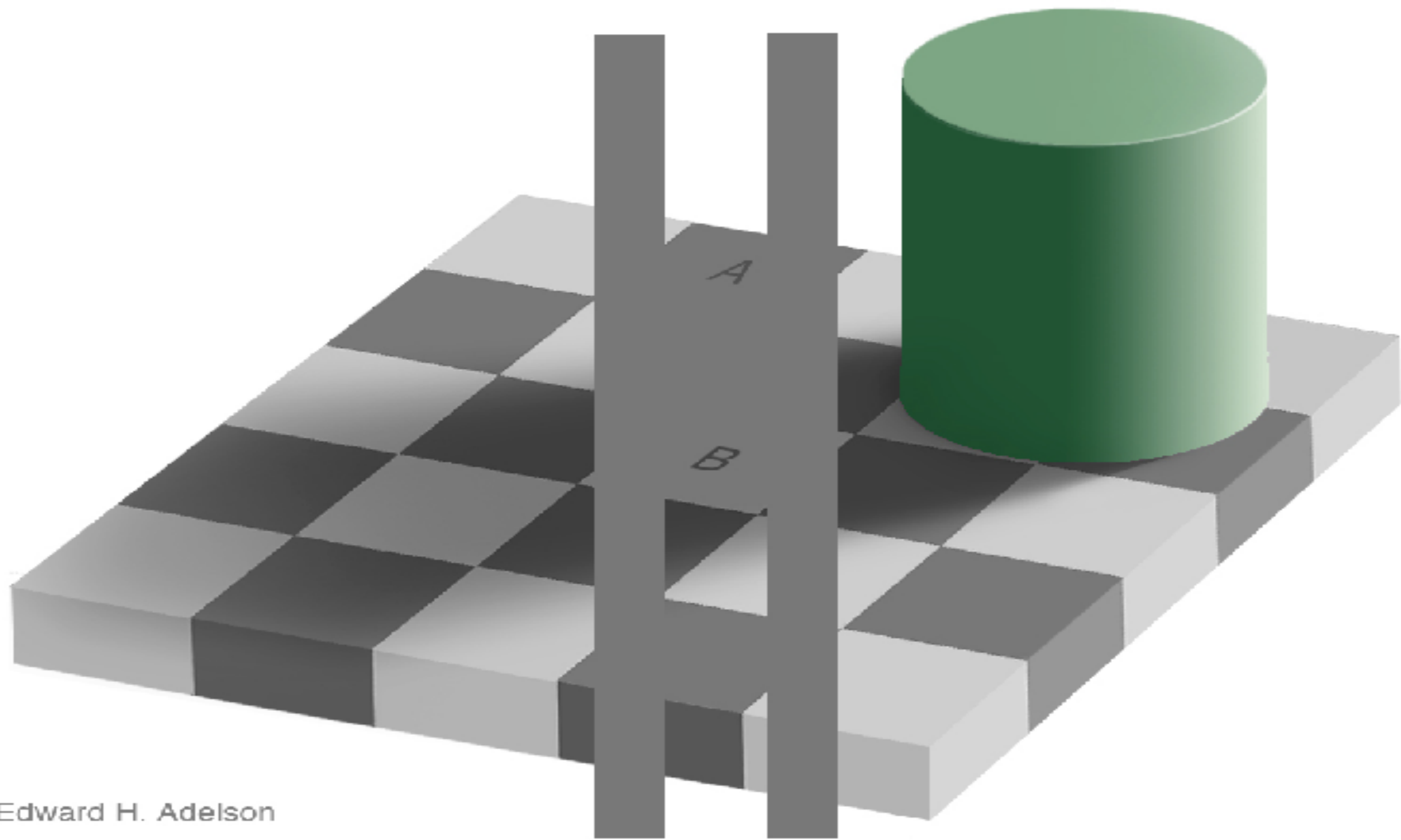
DIGITAL **personalisation**

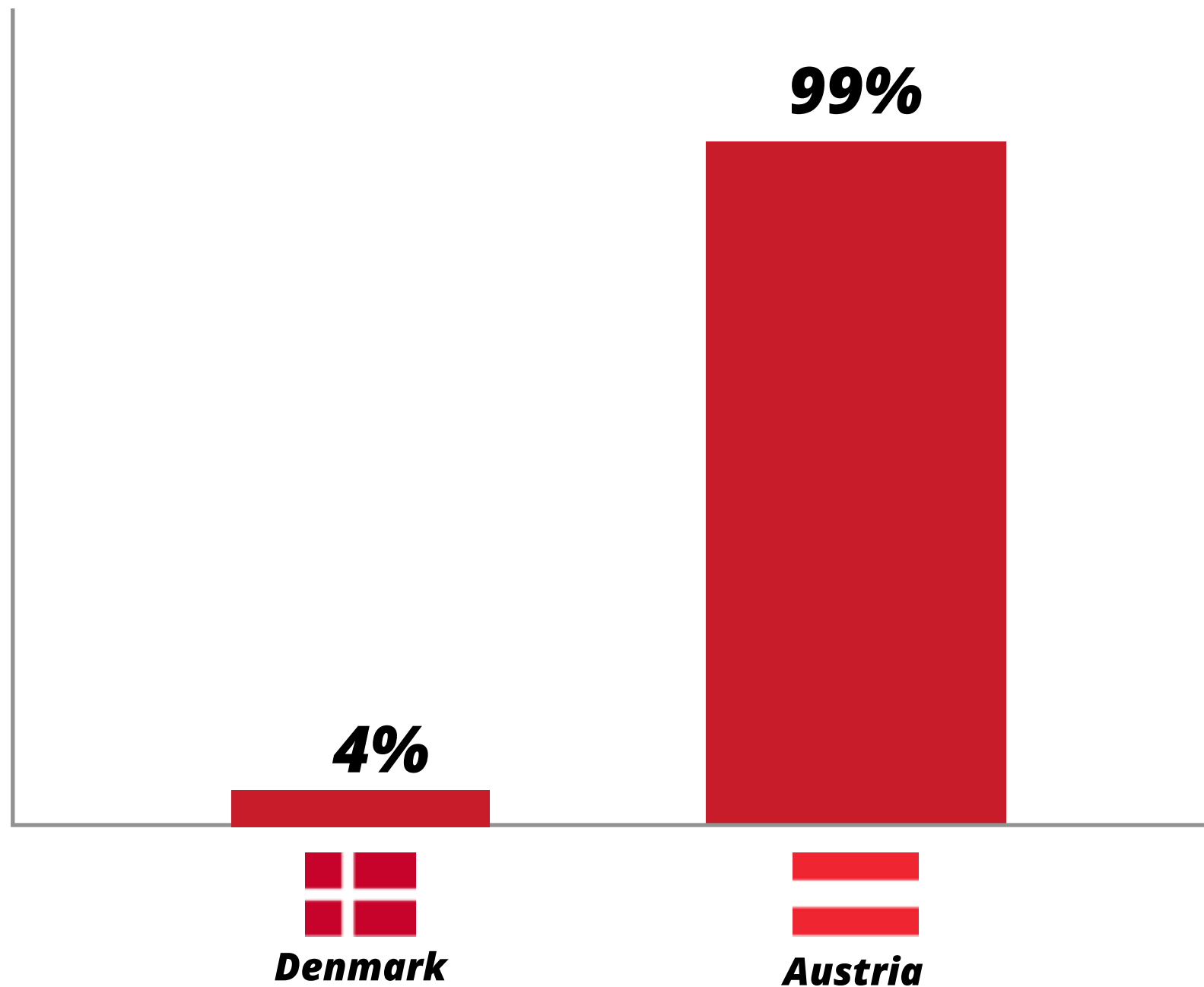












DEFAULT

4%



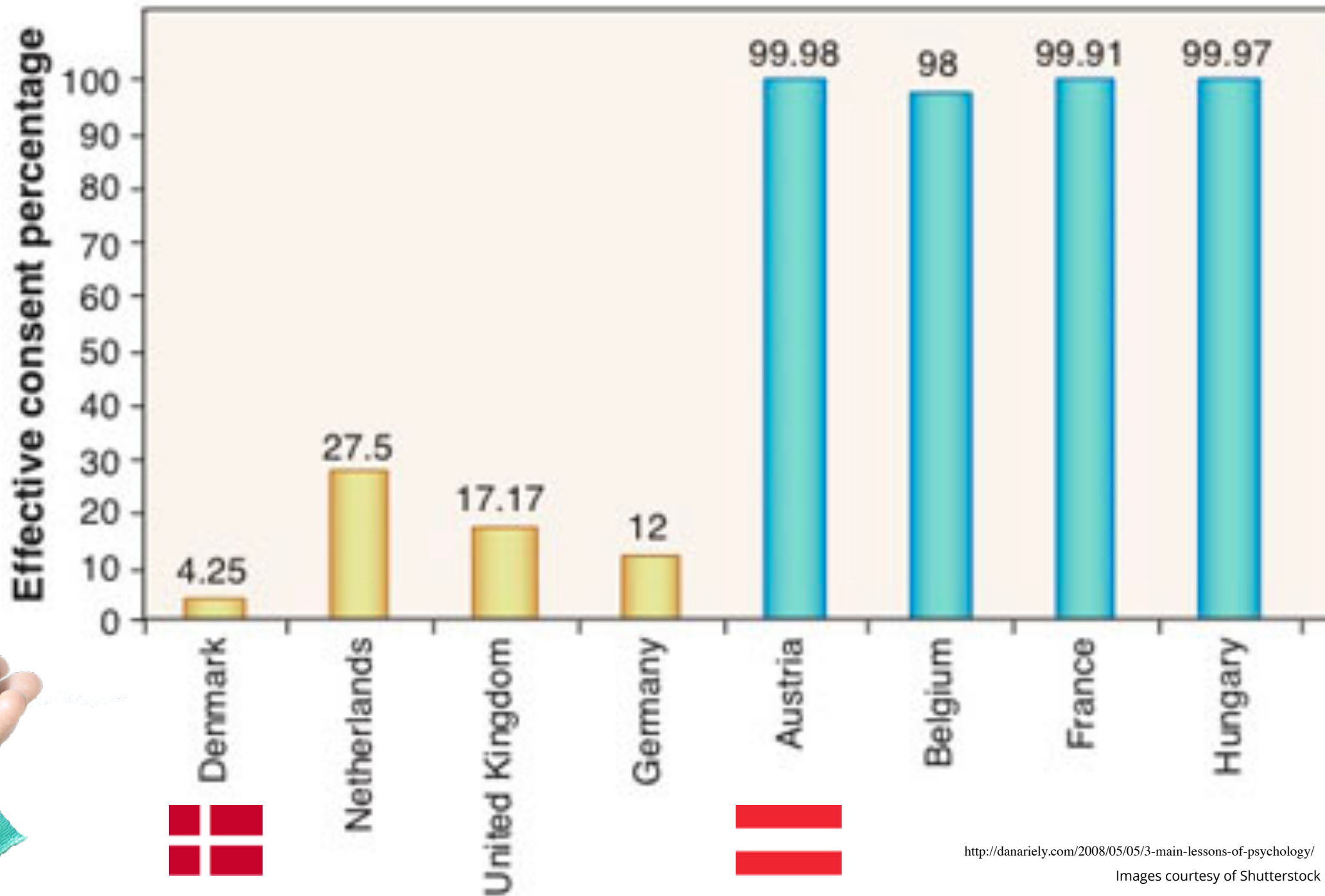
Denmark

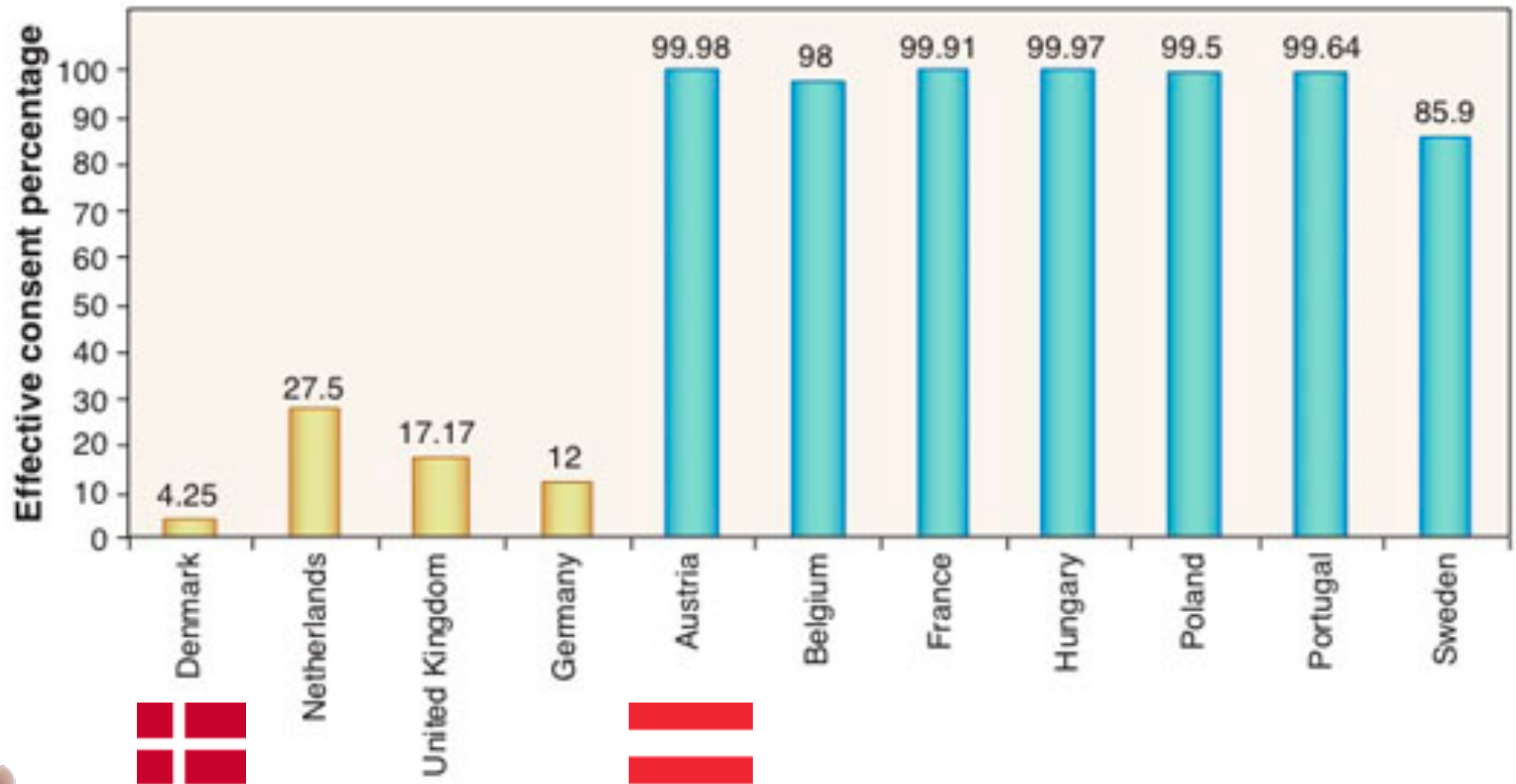
99%



Austria

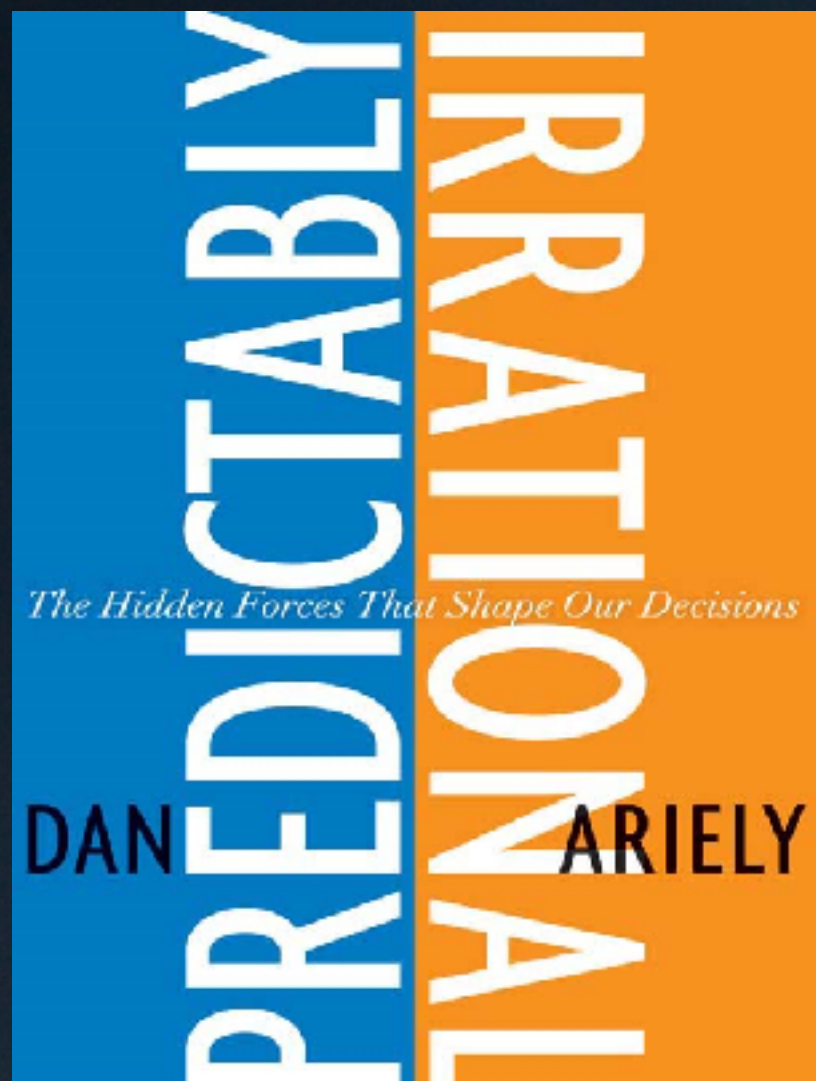






Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).





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>

to me ▾

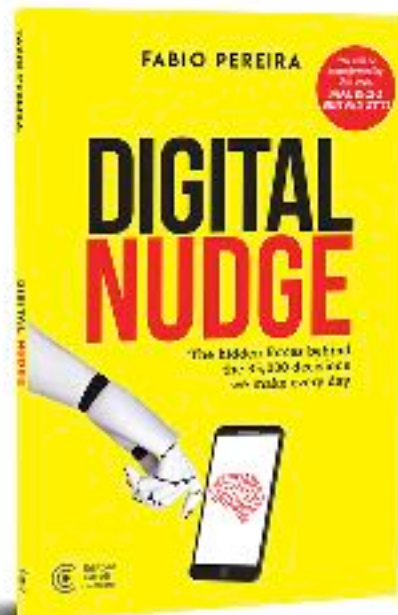
...

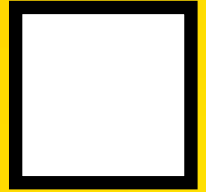
Dear friend,

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



9/19/15

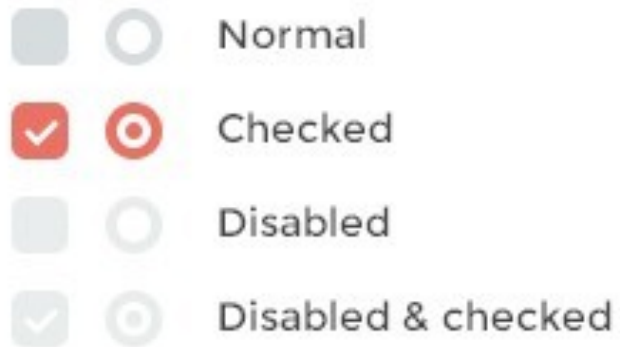
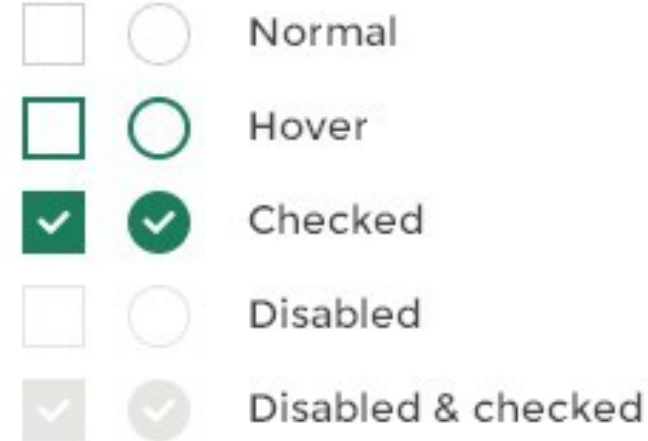
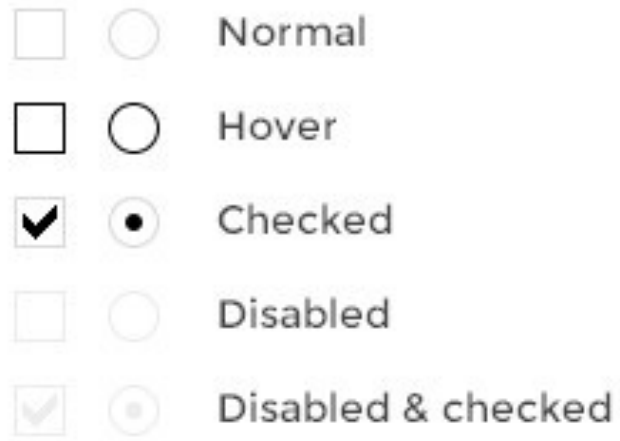




I do not to receive emails

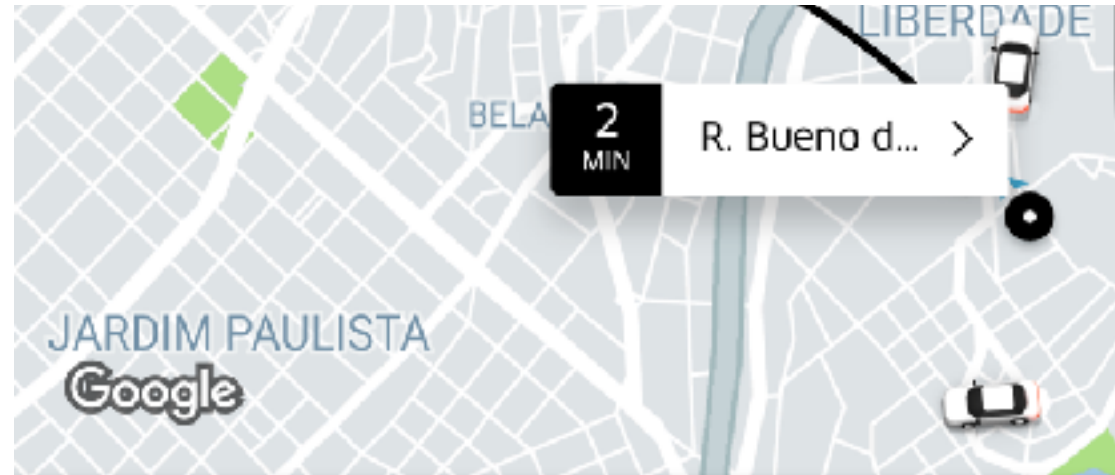
**What happens on
the DO NOTHING
situation?**

Digital Defaults



Digital Defaults

Settings...



Economy

Pren



POOL
BRL10.28 ⓘ



uberX
BRL17.13



SELECT
BRL19.36



... 0110

1-2

REQUEST POOL

where to eat in copenhagen



13.000.000 results (0.43 seconds)

1

2

3

4

5

6

7

8

9

10

Mais

91.5%

Next Episode Playing in **5 seconds**

or

. 2 – Fifteen Million

RROR

press the judges on a singing
w, a woman must either perform
r return to a slave-like



Back to Browse

More Episodes



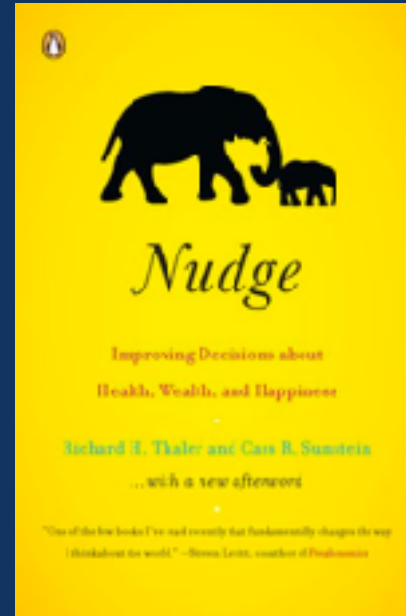
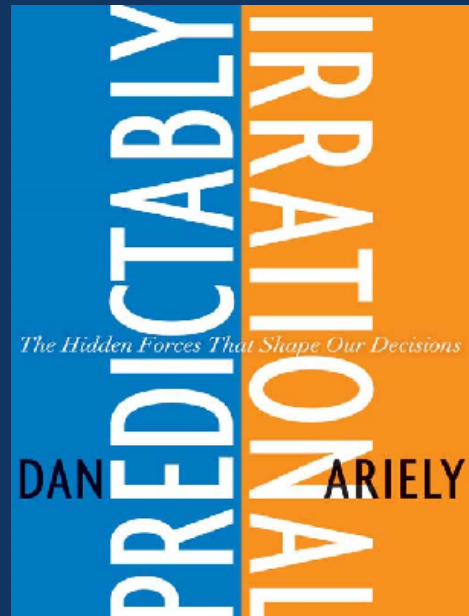
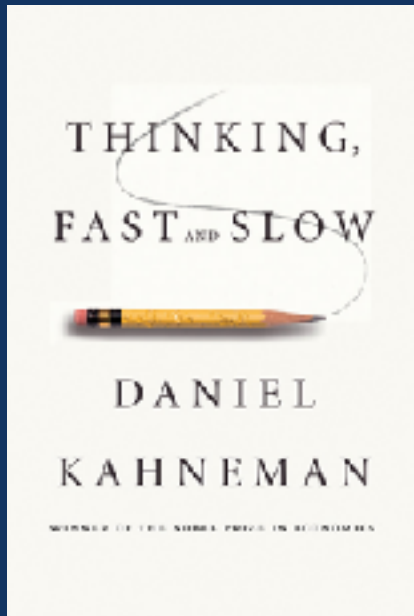
PSYCHOLOGY

PSYCHOLOGY

COGNITIVE PSYCHOLOGY

**BEHAVIORAL
ECONOMICS**

**DECISIONS &
PUBLIC CHOICE**



COGNITIVE PSYCHOLOGY BOOKS

STEREOTYPING

#DigitalNudge











Pelé



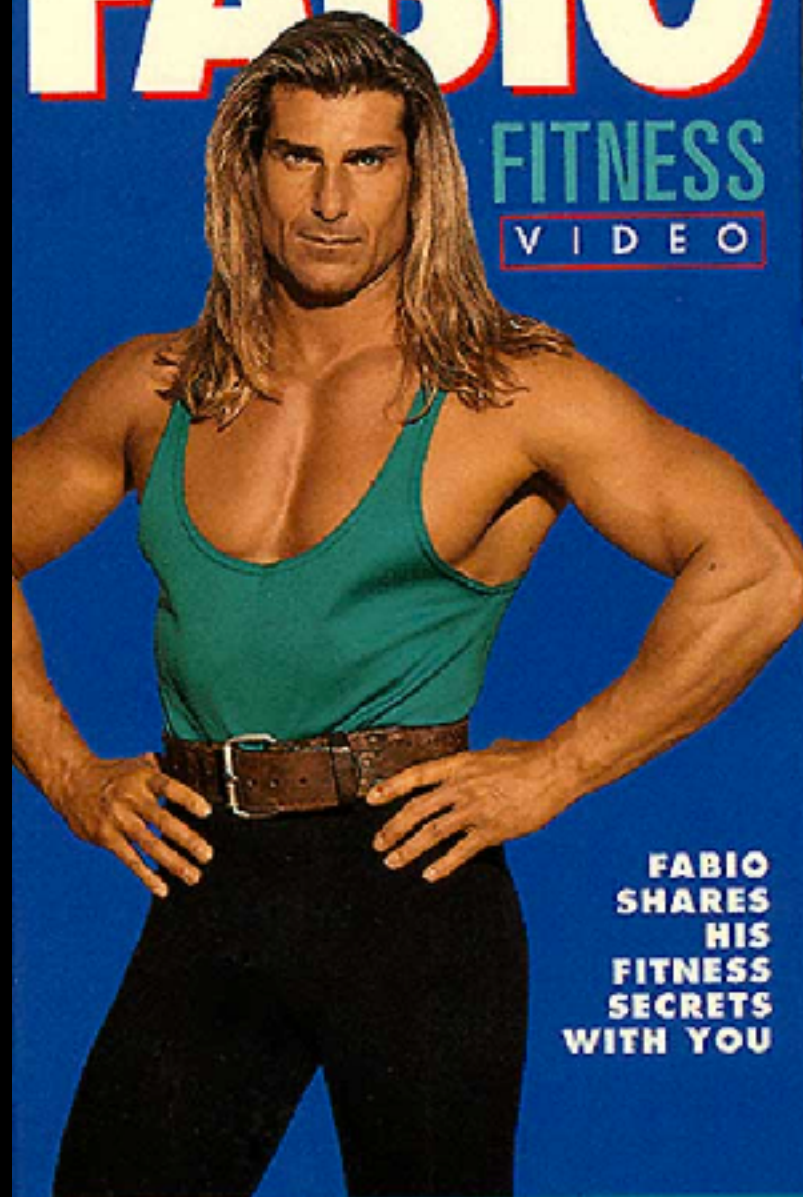
FABIO



FABIO

FITNESS

VIDEO



FABIO
SHARES
HIS
FITNESS
SECRETS
WITH YOU

WITH FITNESS EXPERT BRENDA DYKGRAAF

Geena Davis's spectacular wedding weekend

OCTOBER 4, 1993 \$3.25

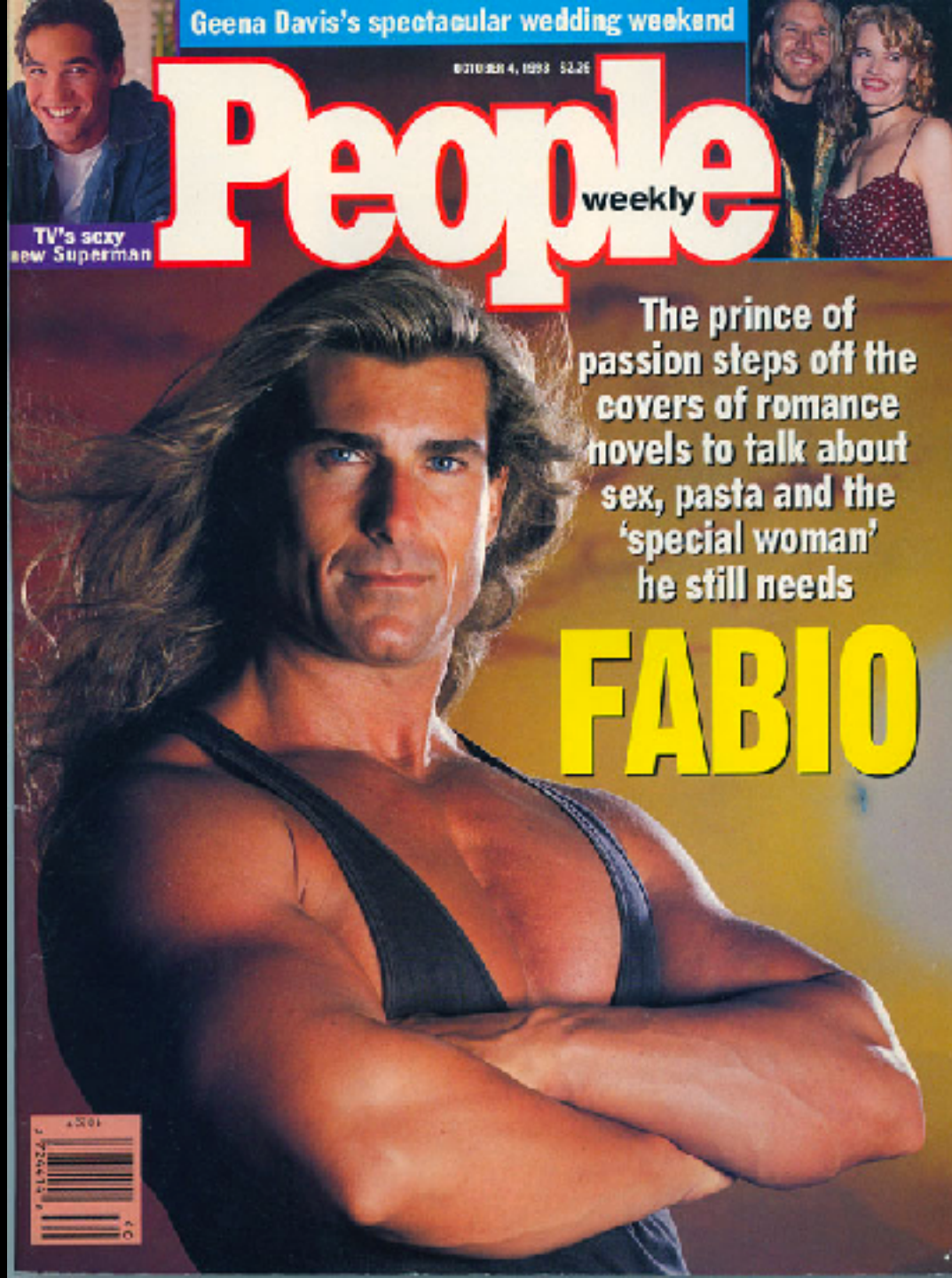
People

weekly

TV's sexy
new Superman

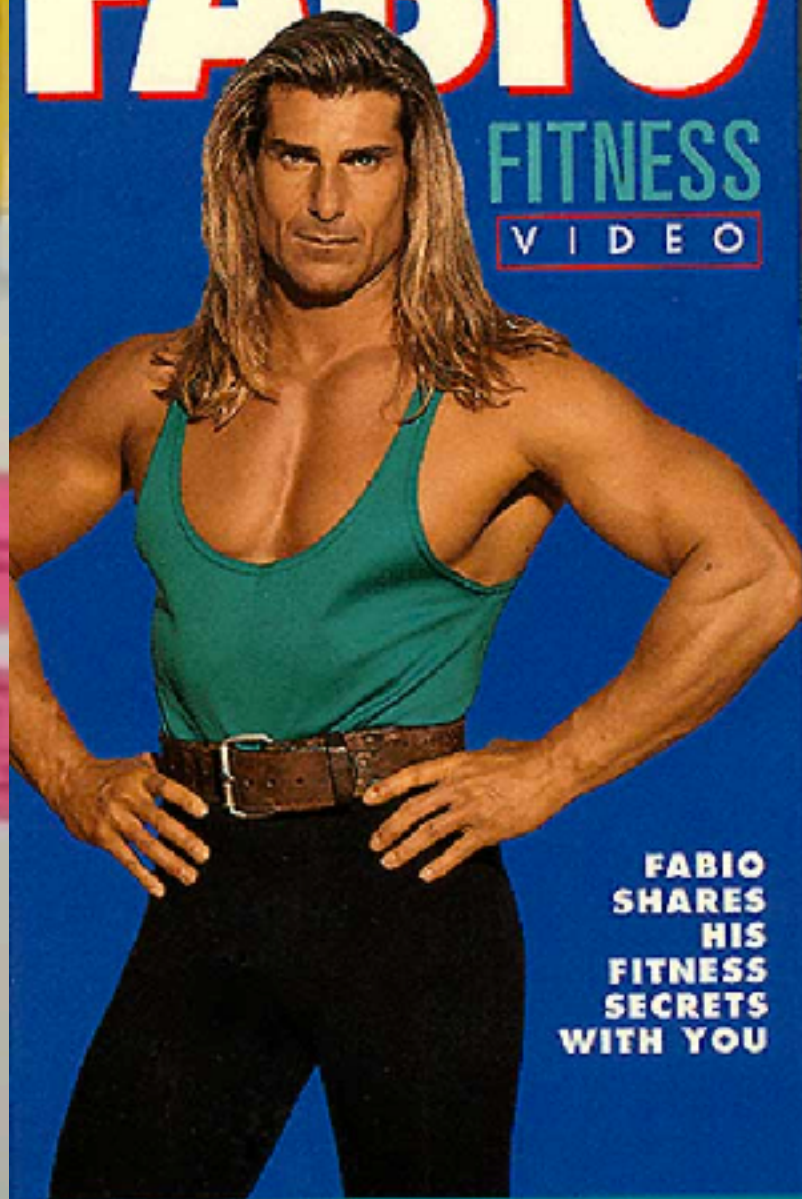
The prince of
passion steps off the
covers of romance
novels to talk about
sex, pasta and the
'special woman'
he still needs

FABIO



FABIO

FITNESS
VIDEO

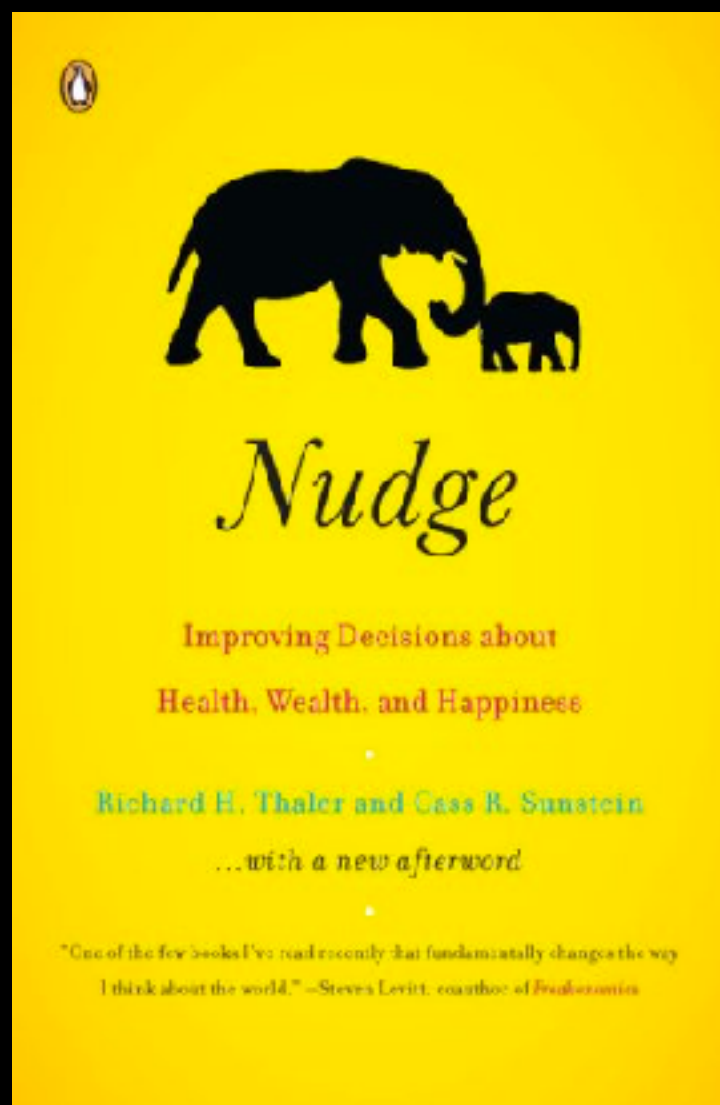


FABIO
SHARES
HIS
FITNESS
SECRETS
WITH YOU

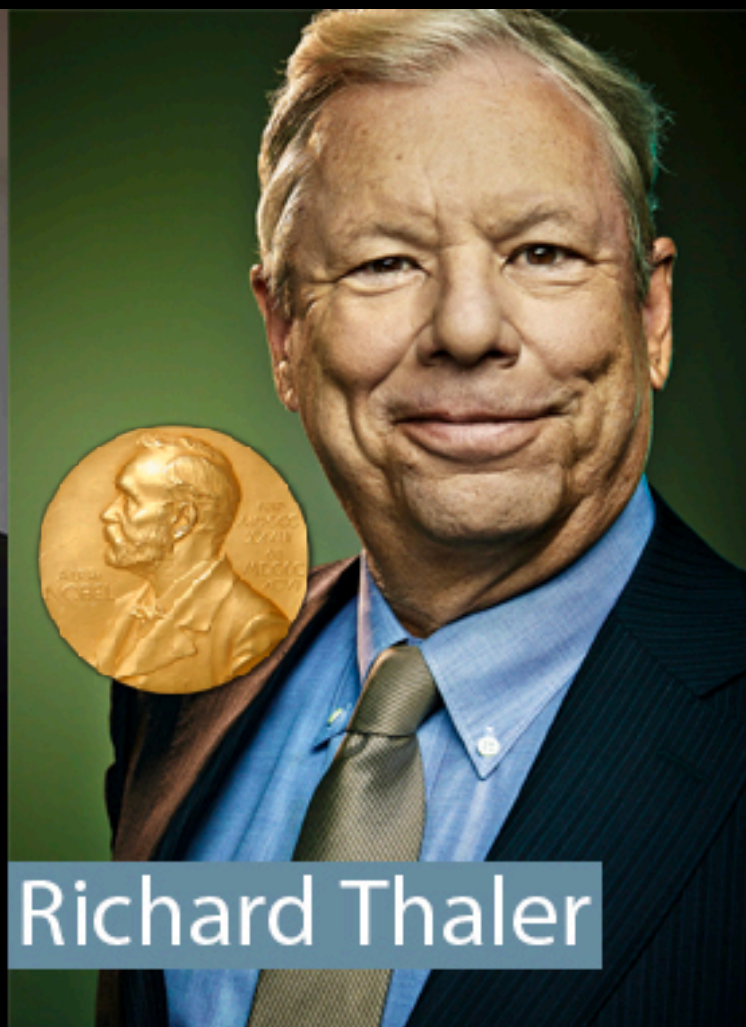
WITH FITNESS EXPERT BRENDA DYKGRAAF



35.000



Cass Sunstein



Richard Thaler



Nudge

Improving Decisions about
Health, Wealth, and Happiness

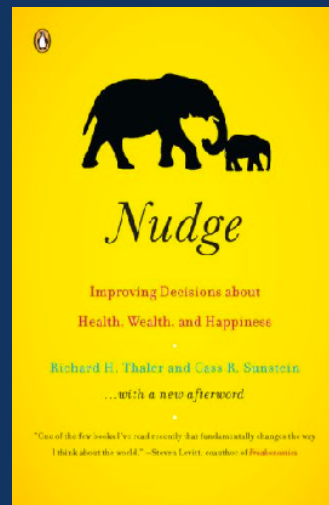
Richard H. Thaler and Cass R. Sunstein

...with a new afterword

"One of the few books I've read recently that fundamentally changed
I think about the world." —Steven Levitt, coauthor of *Freaky Economics*



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



NUDGE







#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

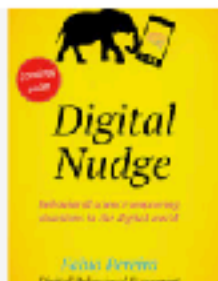
behavioural economics

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



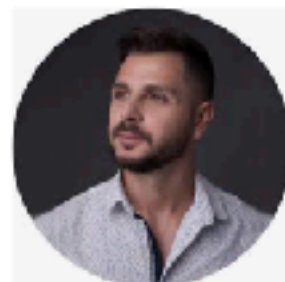
Fabio Pereira
fabiopereira.me



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



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



Fabio Pereira
fabiopereira.me

Arial



Fabio Per

Suggested spelling



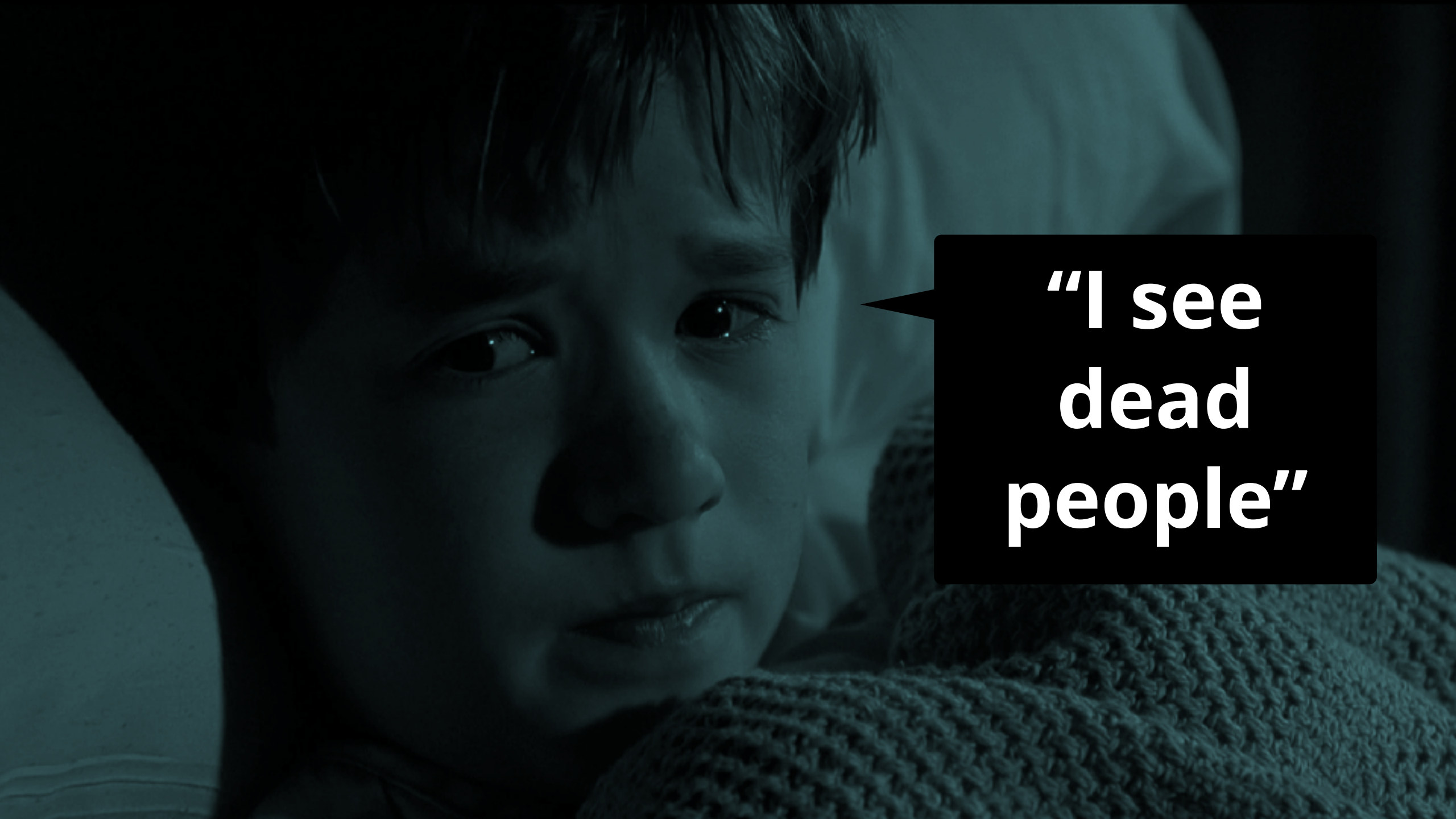
You are seeing this suggestion because your document locale is set to British English.

[Organisation](#)

[Change locale to American English](#)

Masterclass Organization




A close-up, low-key photograph of a young boy with dark hair, looking off-camera with a worried or fearful expression. He is wearing a textured, knitted sweater. A black speech bubble with white text is overlaid on the right side of the image.

**“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 overlaid with a teal color filter. 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 dark hair and a beard, looking upwards and to the side with a skeptical or questioning expression. A black speech bubble with white text is positioned to his right. The background is a plain, light-colored wall.

**“I see
biases”**

#DigitalNudge



What Should We Remember?



Need To Act Fast

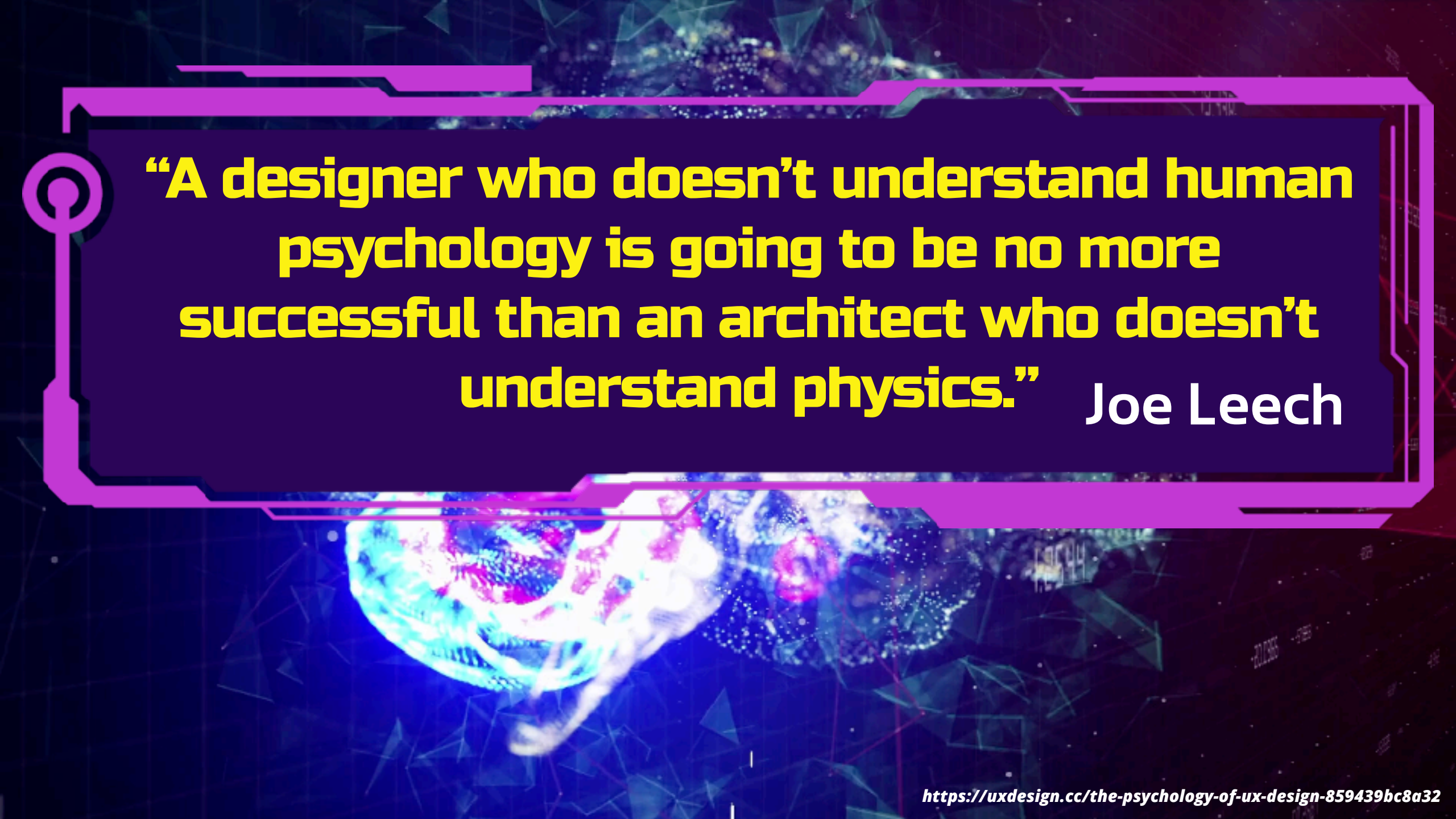
Not Enough Meaning



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

Amazon Patents



“Anticipatory” Shipping

To Start Sending Stuff Before You’ve Bought It

amazon go

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.

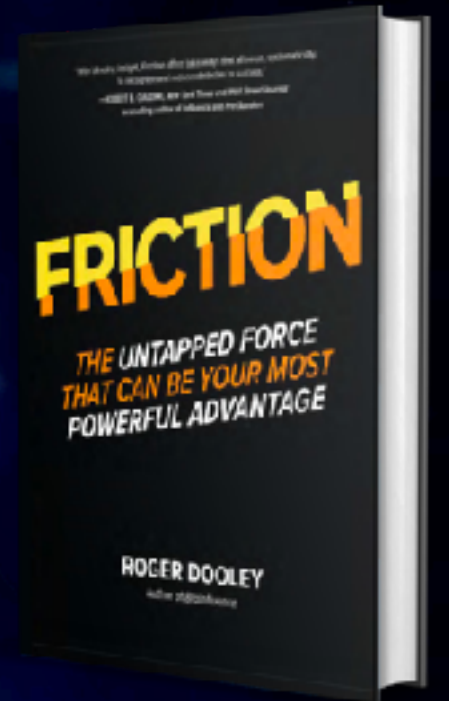
**JUST
WALK
OUT
SHOPPING**

.....
amazon go

SEAMLESS

EXPERIENCE

is one with the minimum
digital friction possible



CONMEBOL
LIBERTADORES

A GLÓRIA ETERNA

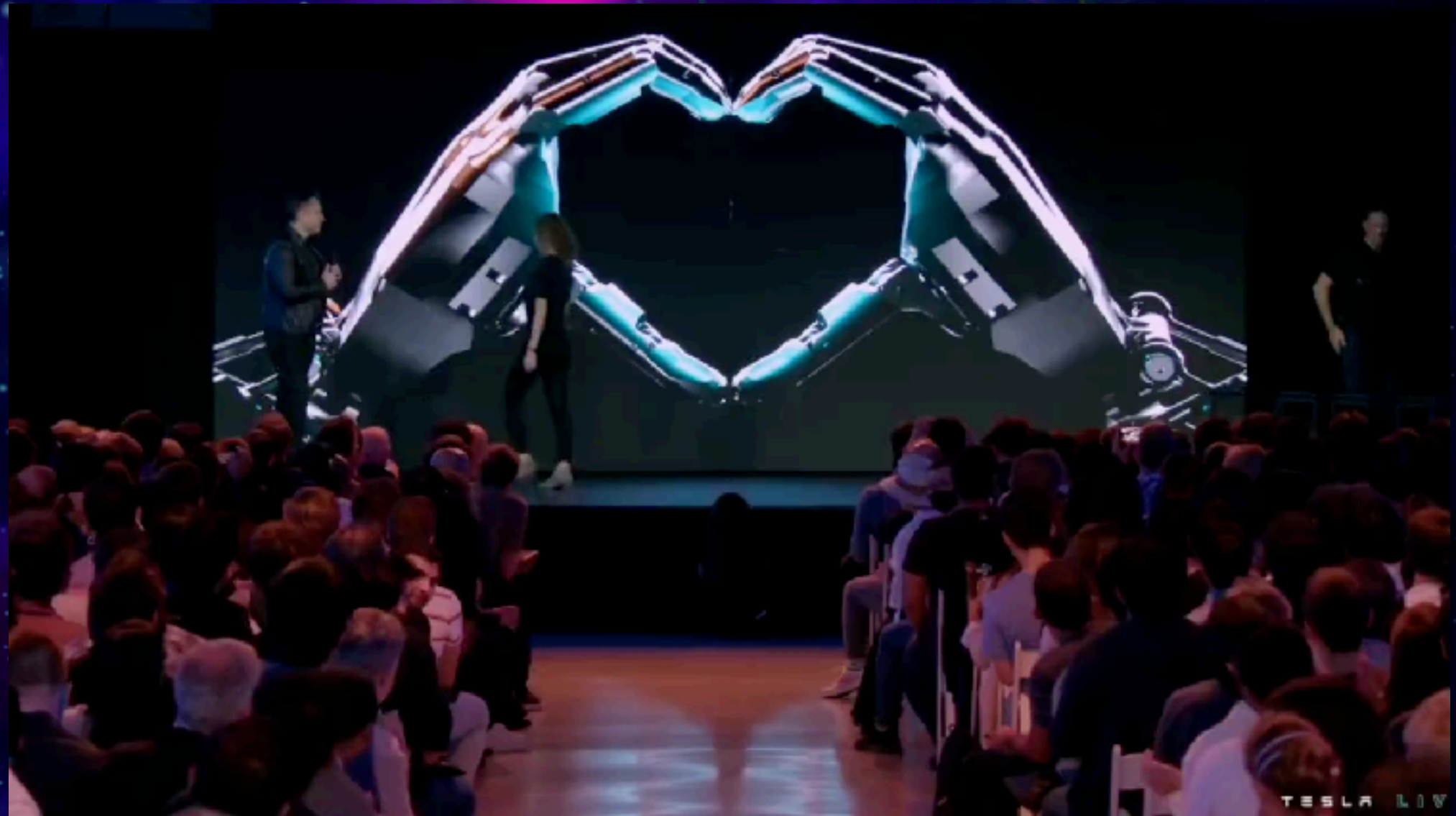
CONMEBOL
LIBERTADORES

LA GLORIA ETERNA

CONMEBOL
LIBERTADORES

A GLÓRIA ETERNA







ALIBABA OFFERS VR SHOPPING

CNN

6:41 AM CET

CNN NEWSROOM







fabiopereirame

fabiopereirame Quase morro! Tem coragem?

#inovação #vr #realidadevirtual
#virtualreality #games #innovation
#eradigital #eraexponencial
#TransformacaoDigital

smsscoach Deus me livre

beiruthay Valheeeeeime! KKKKKKK

mariamegp Kkkkkkk que jogo era ?

wanessaarnaud 🤔🤔🤔

fabiopereirame @mariamegp era uma moto meio montanha russa... kkkkk

fabiopereirame @deliazefiro eu quero uma champagne

deliazefiro @fabiopereirame wow ... nease caso, duas champanhes 🍾🍾🍾



391 views

APRIL 21



Add a comment...



Smart Mirror



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

BLACK MIRROR



The background is a dark, deep blue space filled with a complex network of thin, glowing lines in shades of purple, magenta, and blue. These lines connect various points, creating a web-like or molecular structure. Interspersed among these lines are several translucent, multi-faceted geometric shapes, primarily in vibrant magenta and purple, which appear to be floating or rotating. The overall effect is a sense of dynamic, interconnected energy.

EXPERIENCE



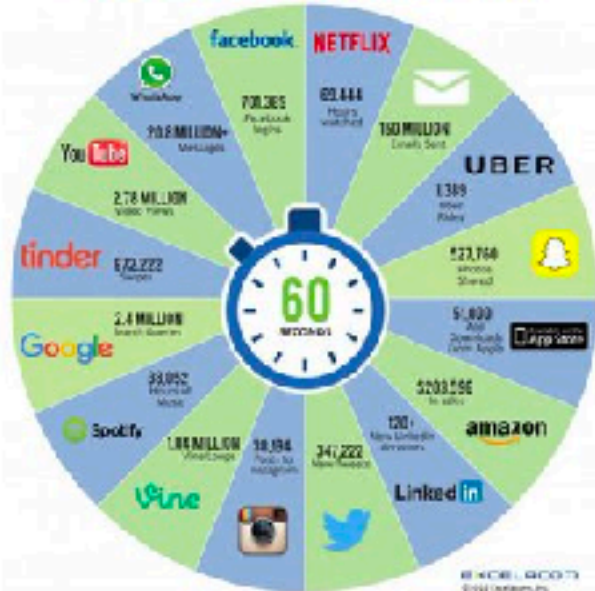
**SPOILER
ALERT**



2021 *This Is What Happens In An Internet Minute*



2016 What happens in an INTERNET MINUTE?



2017 This Is What Happens In An Internet Minute



2018 This Is What Happens In An Internet Minute



2019 This Is What Happens In An Internet Minute



2020 This Is What Happens In An Internet Minute



2021 This Is What Happens In An Internet Minute



2016 What happens in an INTERNET MINUTE?

tinder™

972,222
Swipes

2021 *This Is What Happens In An Internet Minute*

2 Million
Swipes

tinder™



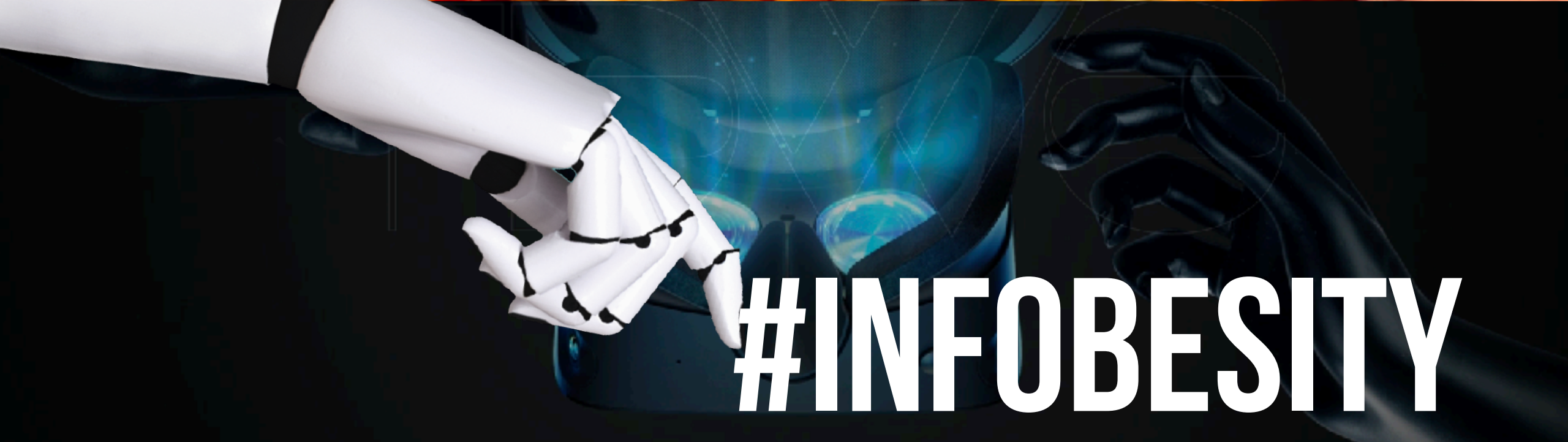


2021 This Is What Happens In An Internet Minute



#DigitalNudge

**DIGITAL CONTENT
NUTRITIONIST,
A JOB THAT CAN
ALSO BE CALLED
CONTENT CURATING.**







NOWATCH Raises \$8.7 Million Series A Round Led by Angel Investor Chris Hall

USA - English ▼

NOWATCH





nowatch.com