

<b>ID</b>	3088
<b>Curricular Unit</b>	Cognitive Ergonomics (Option)
<b>Regent</b>	Paulo Noriega
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Comprehension of cognitive ergonomic principle about the maximization of compatibility between a technical system (e.g. product) and the user cognitive processes.</li> <li>2. Mastering of cognitive processes related with product design.</li> <li>3. Understanding the limits of human information processing as related with the products design.</li> <li>4. Understanding the experimental methodology and its application to test cognitive attributes of interaction with products.</li> </ol>
<b>Syllabus</b>	<p>Applications and study object of cognitive ergonomics;            Perceptive process;            Attention: Information selection and concentration keeping;            Attention, automatisms and performance of simultaneous tasks;            Memory: Description, capacity and limits;            Knowledge representation and mental models;            Interaction between user mental model and the product;            Experimental method applied to usability and UX;            Tools for stimuli management and data collection in real time.</p>
<b>Evaluation</b>	Experimental basis work (100%)
<b>Bibliography</b>	<p>Eysenck, M.W., &amp; Keane, M.T. (2015). Cognitive Psychology: A Student's Handbook. Psychology Press: East Sussex.</p> <p>Krug, S. (2014). Don't make me think, revisited: A common sense approach to web usability. Ner Riders: USA.</p> <p>Norman, D.A. (2002). The design of everyday things: Revised and Expanded. Basic Books: New York.</p> <p>Weinschenk, S.M. (2011). 100 Things every designer needs to know about people. New Riders: USA.</p>