

ID	3496
Curricular Unit	Cognitive Ergonomics (Option)
Regent	Paulo Noriega
Learning Outcomes	<ol style="list-style-type: none"> 1. Comprehension of cognitive ergonomic principle about the maximization of compatibility between a technical system (e.g. product) and the user cognitive processes. 2. Mastering of cognitive processes related with product design. 3. Understanding the limits of human information processing as related with the products design. 4. Understanding the experimental methodology and its application to test cognitive attributes of interaction with products.
Syllabus	<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>
Evaluation	Experimental basis work (100%)
Bibliography	<p>Eysenck, M.W., & 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. New 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>