

ПРИНЦИПЫ ХОРОШЕГО ДИЗАЙНА

# ОСНОВЫ ЧЕЛОВЕЧЕСКОГО ВОСПРИЯТИЯ



Тихон Белоусько

UI/UX Дизайн, ИММиКН ЮФУ, 2021

# План лекции

## О чем будем говорить

1. Визуальное восприятие
2. Память
3. 7 этапов действия
4. Принципы юзабилити
5. Принципы проектирования информационной архитектуры

# Человеческое восприятие

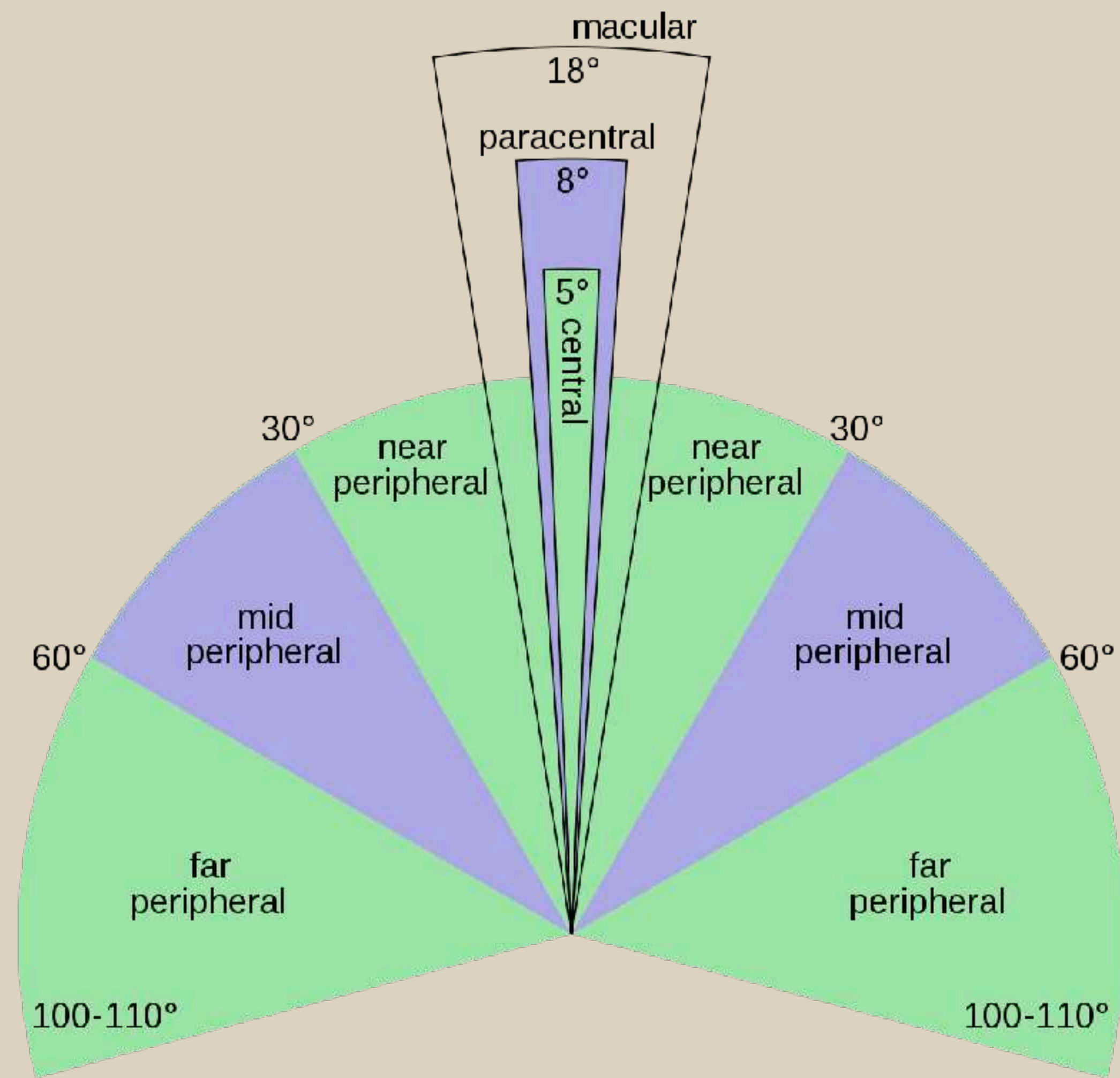
1. Зрение 👁️

2. Слух 👂

3. Прикосновения 🙌

4. Запахи 👃

5. Вкусы 👄



Периферийные зрение

Google

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About 75,200,000 results (0.8 seconds)

**How Does Solar Power Work - sunfirstsolar.com**  
[www.sunfirstsolar.com/](http://www.sunfirstsolar.com/) (415) 458-5871  
 Sun First - 30+ Years Experience in Solar Installation in the Bay Area.  
 Get Rebates And Credits - Forget The Maintenance - Protect The Environment  
 Contact Us Our Services  
 Solar Energy News About Us

Simply put, a solar panel works by allowing photons, or particles of light, to knock electrons free from atoms, generating a flow of electricity. Solar panels actually comprise many, small cells called photovoltaic cells. (Photovoltaic simply means they convert sunlight into electricity.)

**How Do Solar Panels Work? | Photovoltaic Cells - Live Science**  
[www.livescience.com/41096-how-do-solar-panels-work.html](http://www.livescience.com/41096-how-do-solar-panels-work.html)

People also ask

- does the solar system works?
- How does a solar cell work?
- How do the solar panels work?
- How do solar panels work?

**How Do Solar Panels Work? | Photovoltaic Cells - Live Science**  
[www.livescience.com/41096-how-do-solar-panels-work.html](http://www.livescience.com/41096-how-do-solar-panels-work.html)  
 Dec 16, 2013 - Simply put, a solar panel works by allowing photons, or particles of light, to knock electrons free from atoms, generating a flow of electricity. Solar panels actually comprise many, small cells called photovoltaic cells. (Photovoltaic simply means they convert sunlight into electricity.)

**How Solar Panels Work | Union Concerned Scientists**  
[www.ucsusa.org/clean-energy/renewable-energy/how-solar-panels-work](http://www.ucsusa.org/clean-energy/renewable-energy/how-solar-panels-work)  
 Dec 18, 2015 - In the 1950s, scientists at Bell Labs revealed the technology and, using silicon, produced PV cells that could convert four percent of the energy in sunlight directly to electricity. ... The most important components of a PV cell are two layers of semiconductor material commonly ...

**How Solar Panels Work - SolarWorld**  
<https://www.solarworld-usa.com/solar-101/how-solar-panels-work>  
 Solar energy 101 how solar panels work, made in the USA. ... however, requires batteries to store

NNGROUP.COM NN/g

Саккады



## DANS, KÖN OCH JAGPROJEKT

På jakt efter ungdomars kroppsspråk och den "synkretiska dansen", en sammansmältning av olika kulturers dans, har jag i mitt fältarbete under hösten rört mig på olika arenor inom skolans värld. Nordiska, afrikanska, syd- och östeuropeiska ungdomar gör sina röster hörda genom sång, musik, skrik, skratt och gestaltar känslor och uttryck med hjälp av kroppsspråk och dans.

Den individuella estetiken framträder i kläder, frisyrer och symboliska tecken som förstärker ungdomarnas "jagprojekt" där också den egna stilen i kroppsrörelserna spelar en betydande roll i identitetsprövningen. Upphållsrummet fungerar som offentlig arena där ungdomarna spelar upp sina performanceliknande kroppsspråk

## Саккады

время «планирования» саккады варьируется в пределах 100-1000 мс. Средняя продолжительность саккады 20-40 мс.





F-pattern

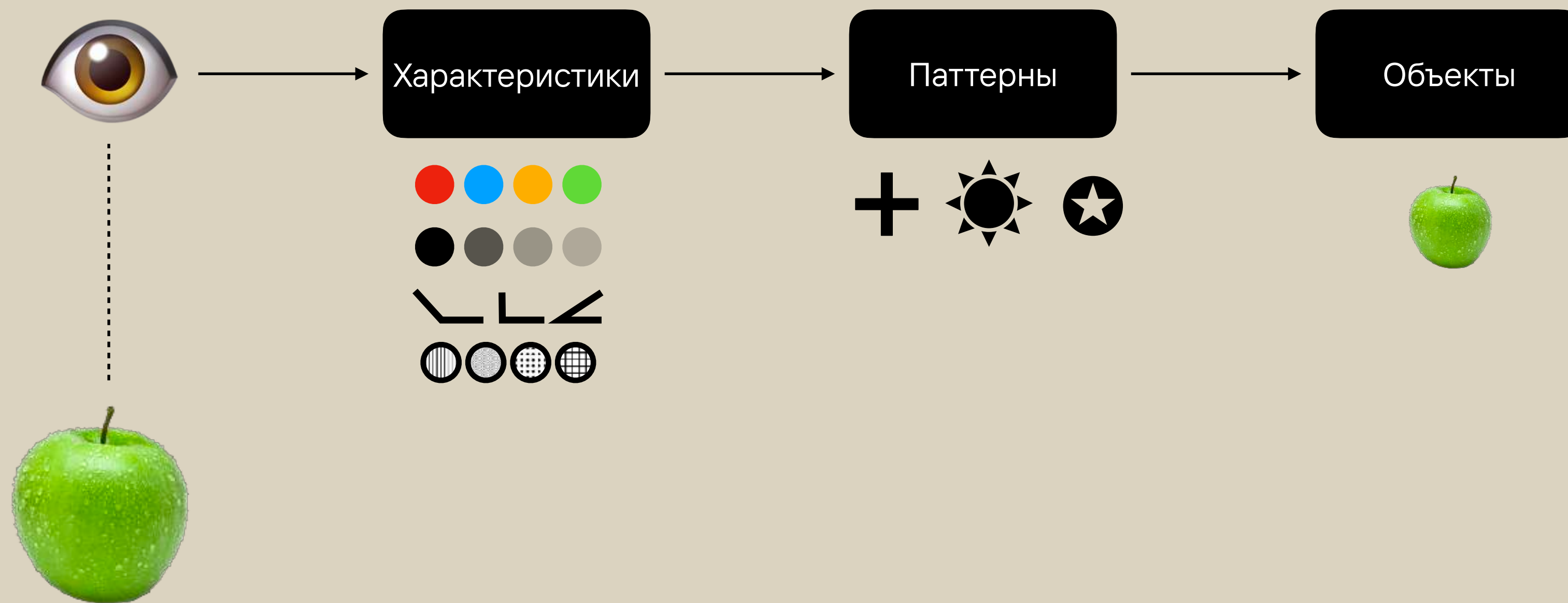


# Восприятие

1. Важная информация и действия должны быть видимыми
2. Используйте «F-паттерн» для структурирования информации



# Как люди распознают образы



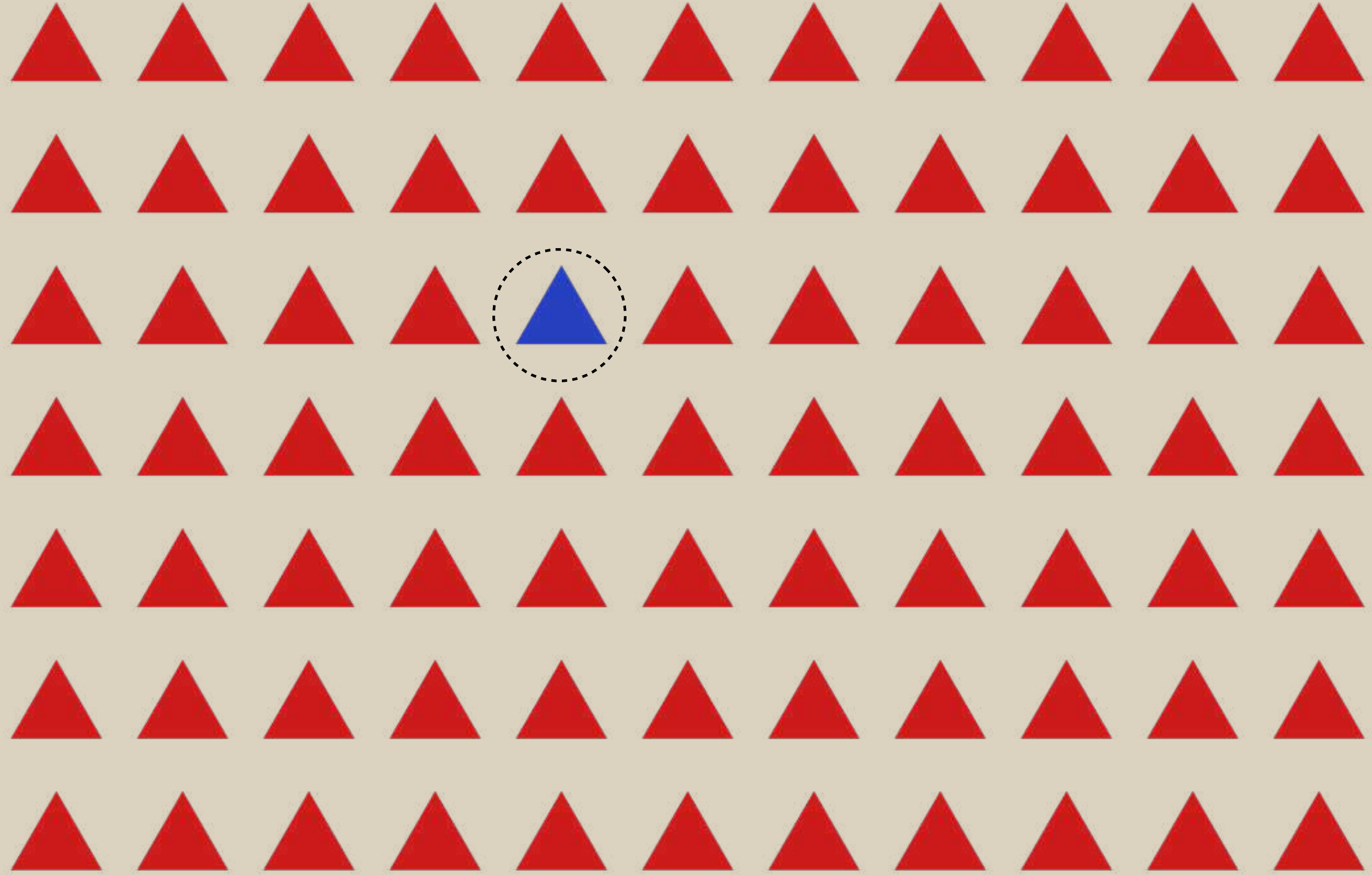
# Характеристики объекта

1. Цвета 
2. Оттенки 
3. Углы 
4. Длины 
5. Текстура 
6. Движение 





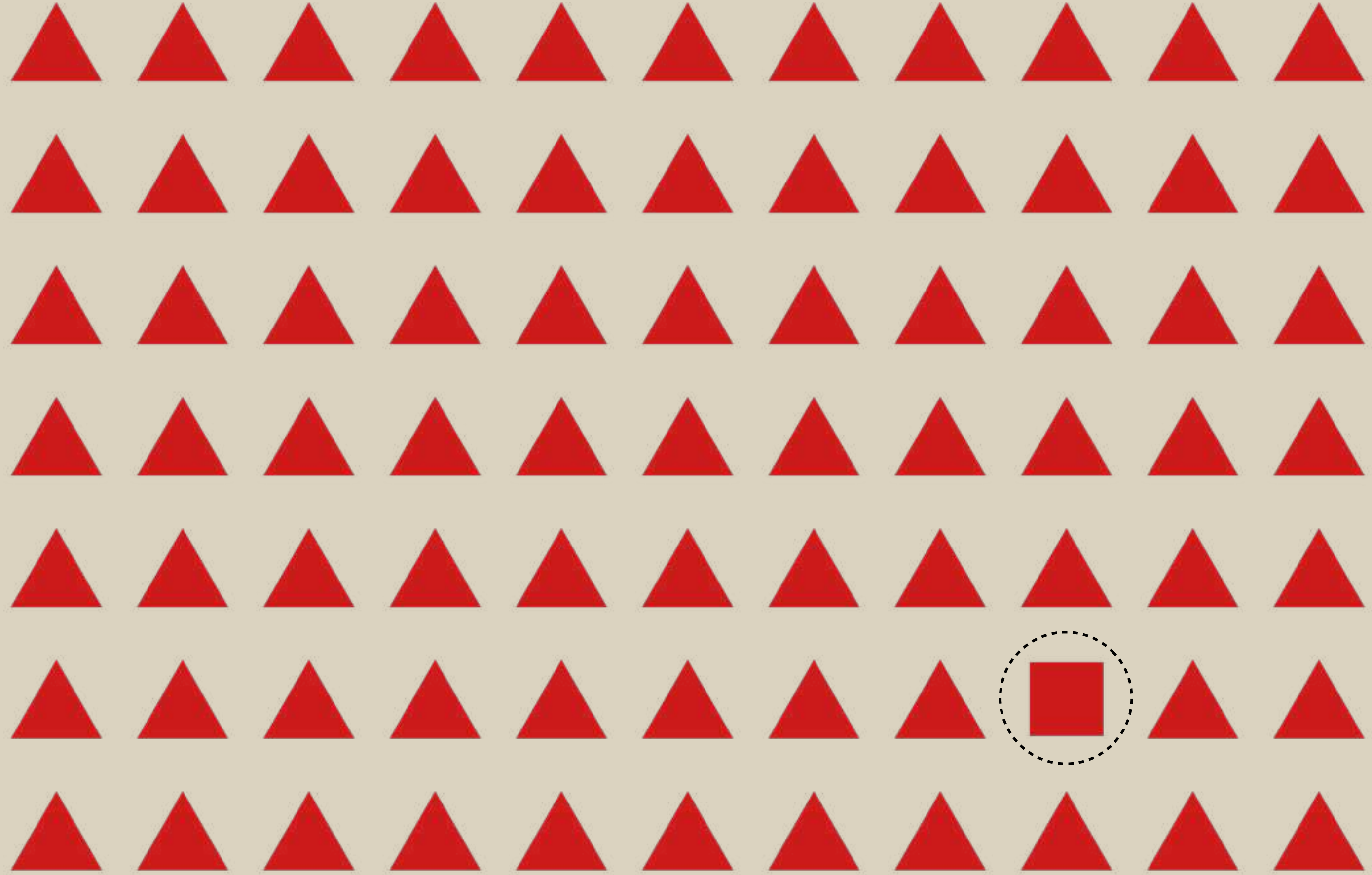
Найти синий треугольник







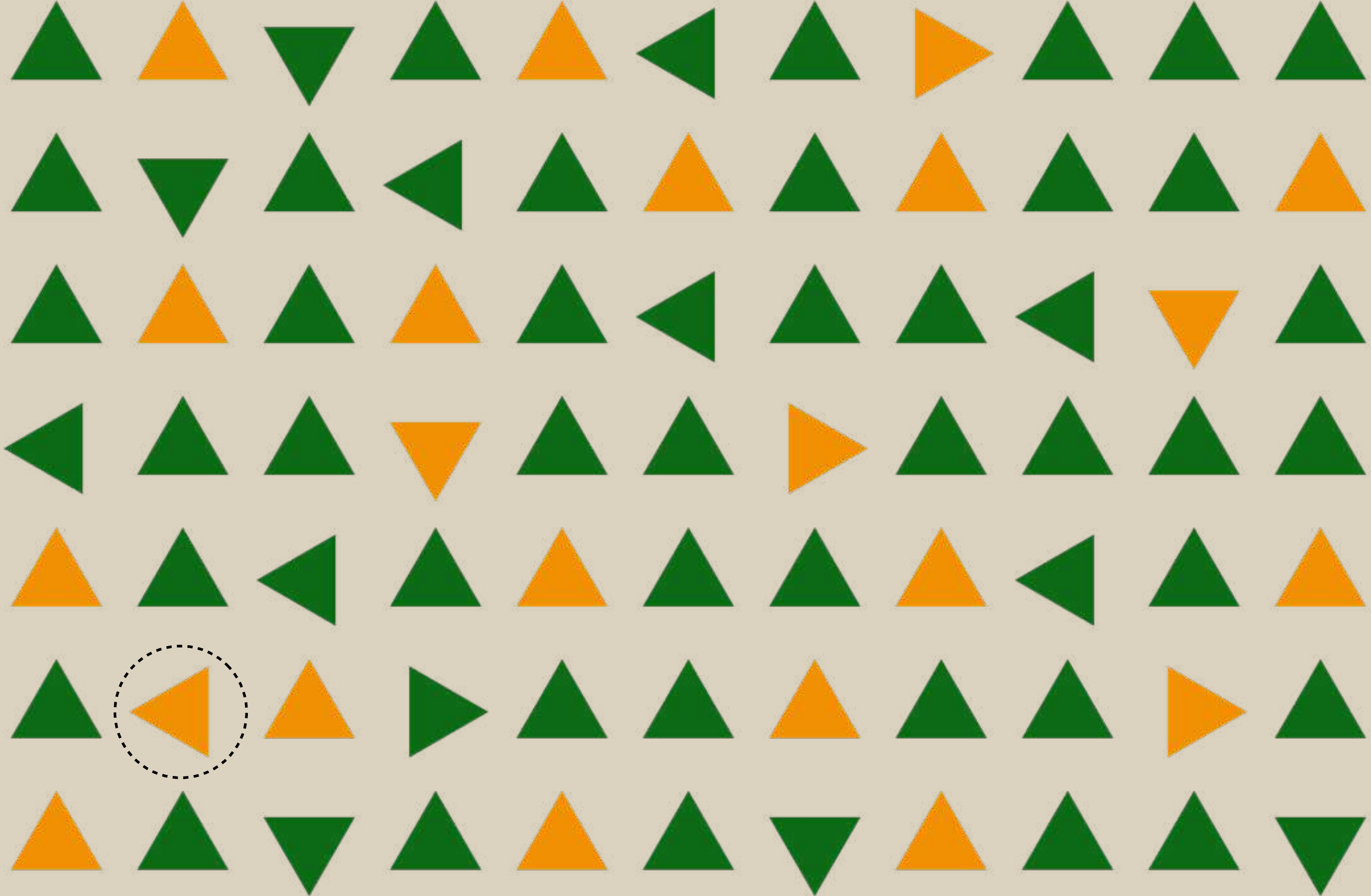
Найти красный квадрат

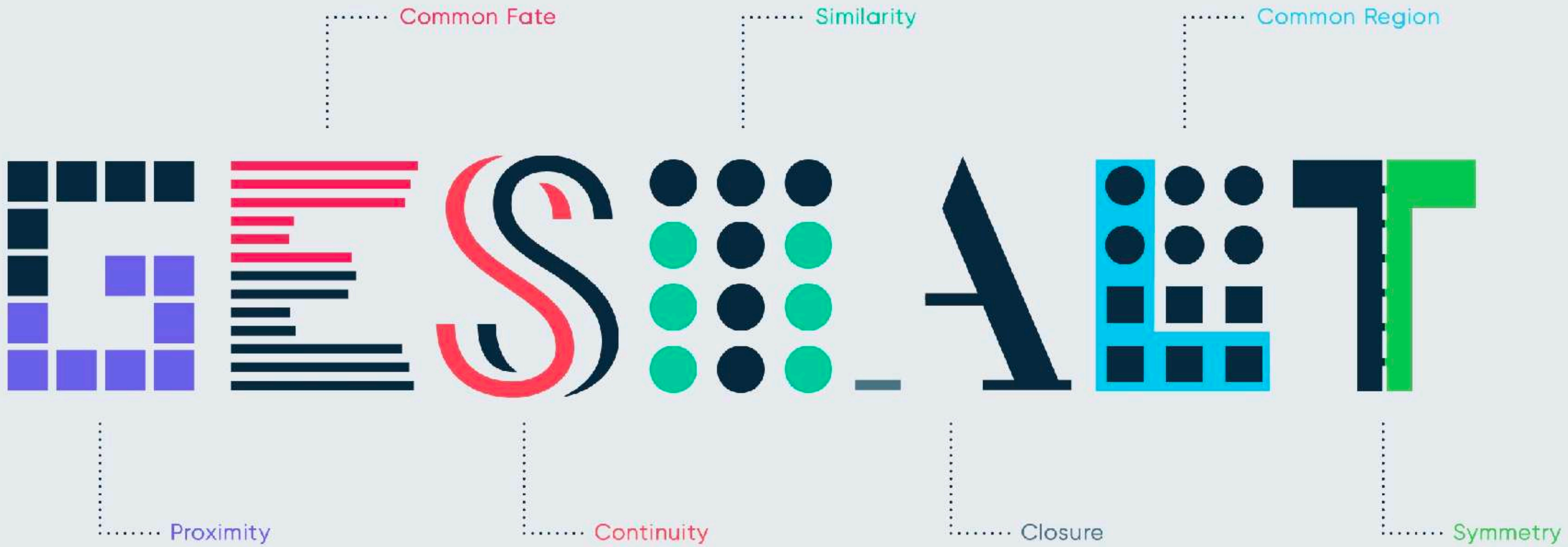






Найти желтый треугольник,  
который указывает влево







# Что такое Гештальт?

**Гештальт** (*нем. форма, структура*) — это группа принципов визуального восприятия, разработанных в 1920 годах немецкими психологами. Гештальт-принципы строятся на теории, что «организованное целое воспринимается как нечто большее, чем просто сумма его частей».

# Гештальт строится на 4 ключевых идеях

- Появление
- Овеществление
- Мультистабильность
- Неизменность

# Свойство появления

Emergence



Люди склонны идентифицировать элементы в более общей форме. Наш мозг распознает целое быстрее, чем составляющие элементы.



# Свойство овеществление

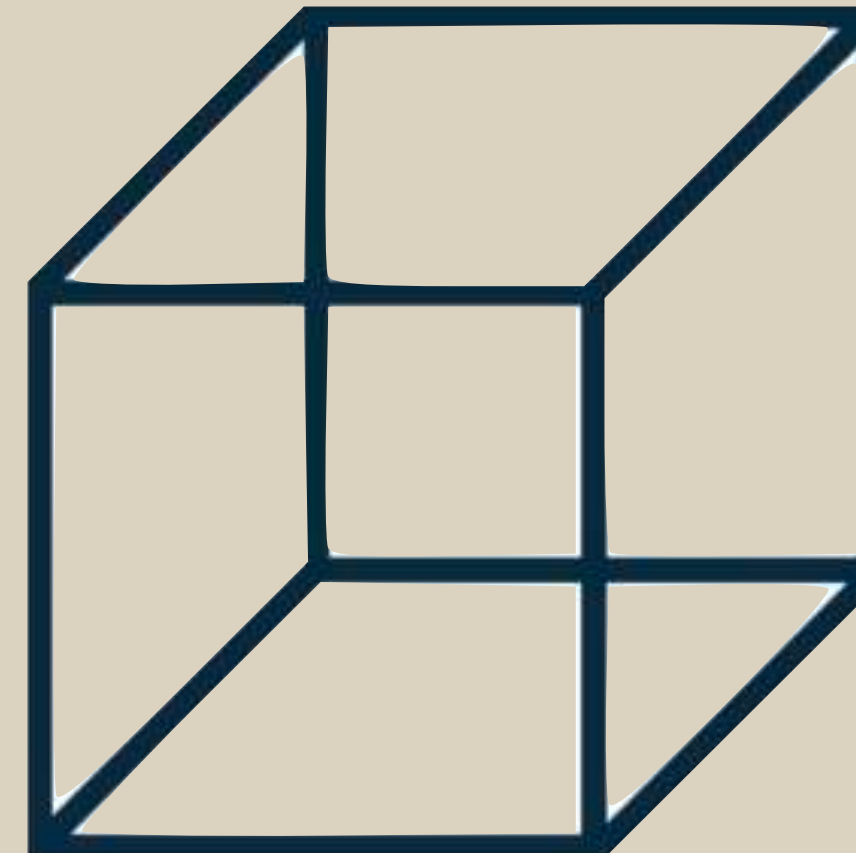
Reification

Люди могут распознавать объекты, даже если отсутствуют их части. Наш мозг сопоставляет то, что мы видим со знакомыми шаблонами, хранящимися в нашей памяти, и заполняет пробелы.



# Свойство мультистабильность

Multi-Stability



Люди часто интерпретируют неоднозначные объекты более чем одним способом, переключаясь между альтернативами в поиске определенности.



В какую сторону движется поезд?

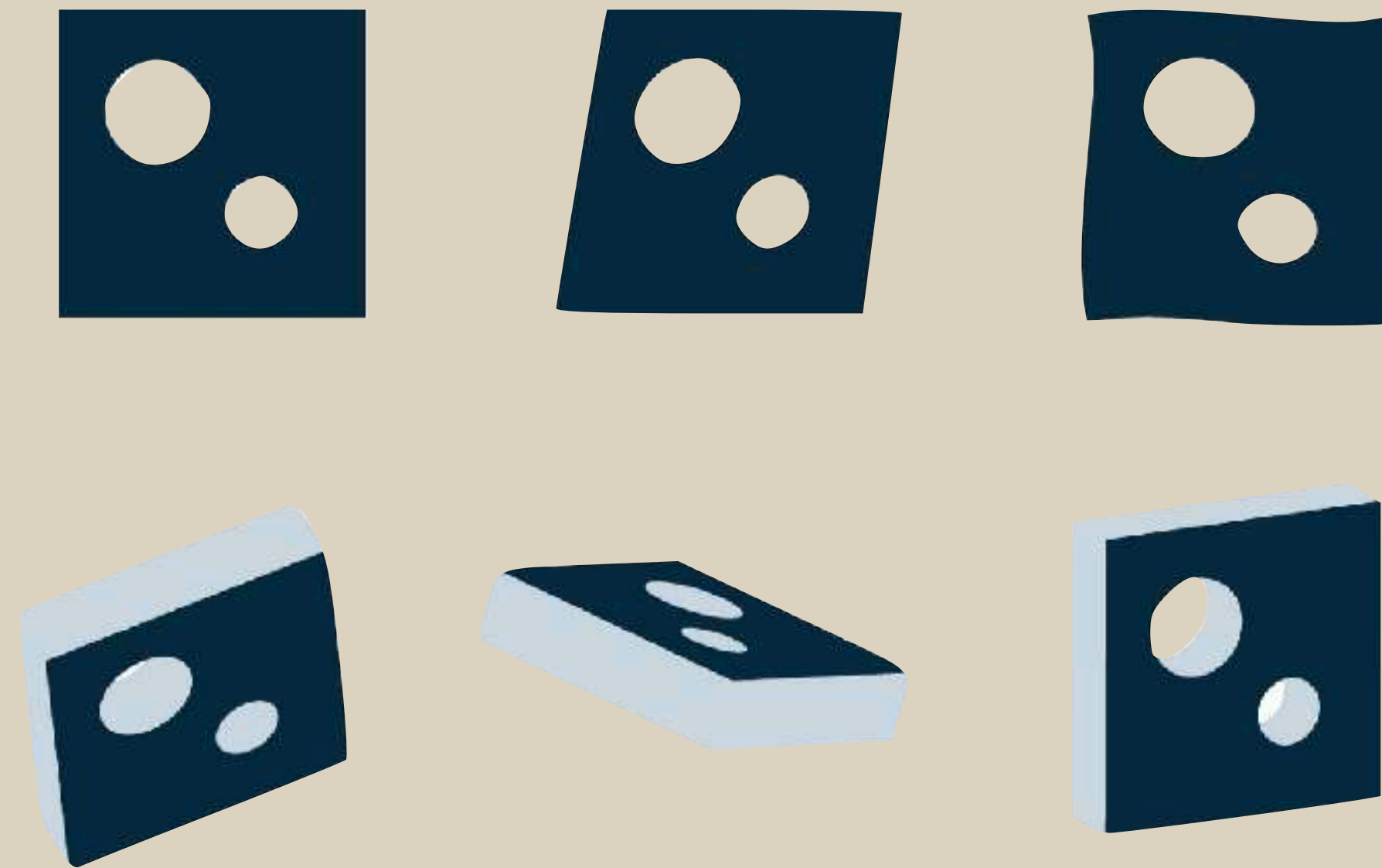




В какую сторону крутится танцовщица?

# Свойство неизменность

Invariance



Люди могут распознавать простые объекты независимо от их положения в пространстве, размера и стиля.

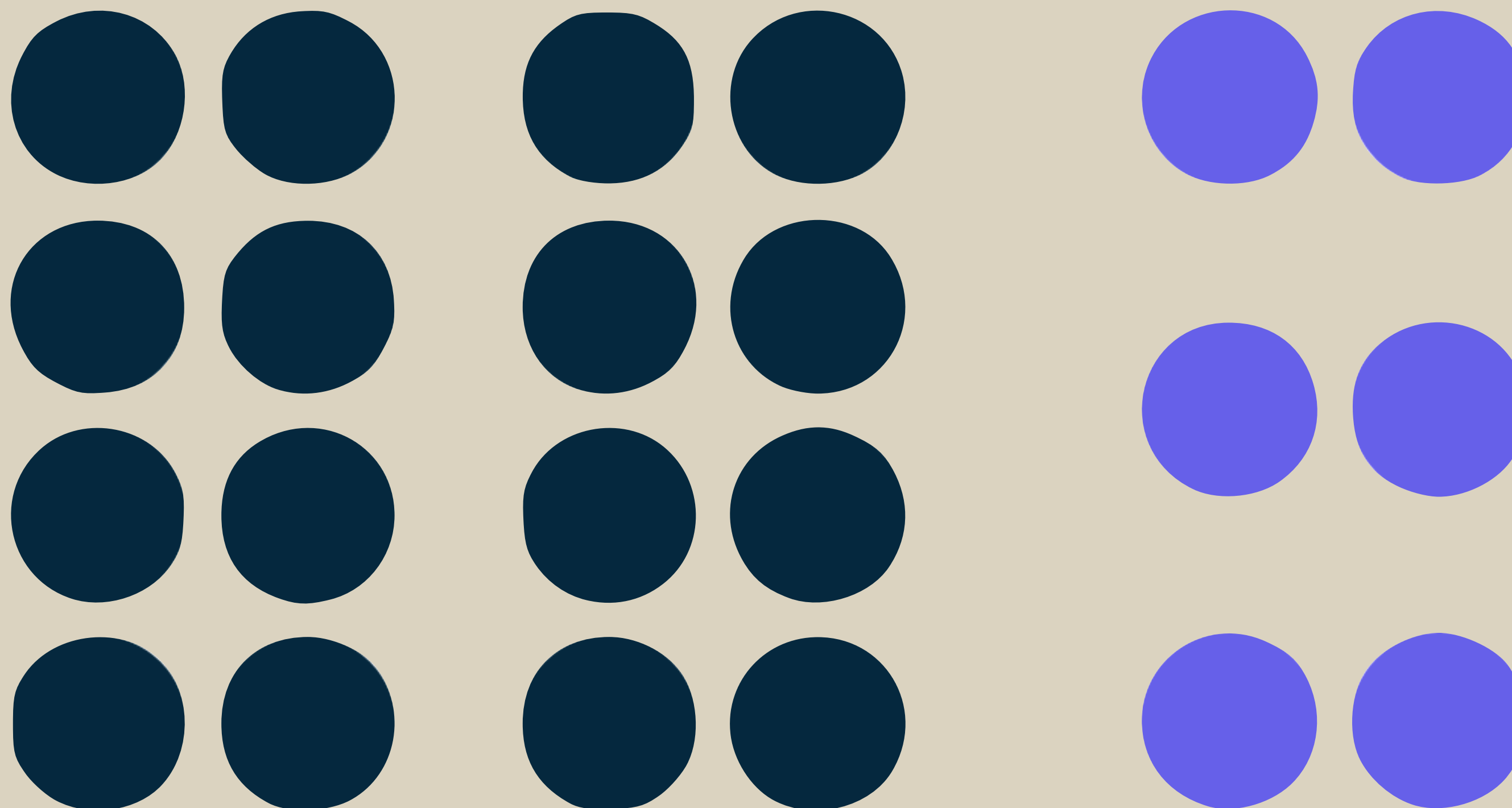


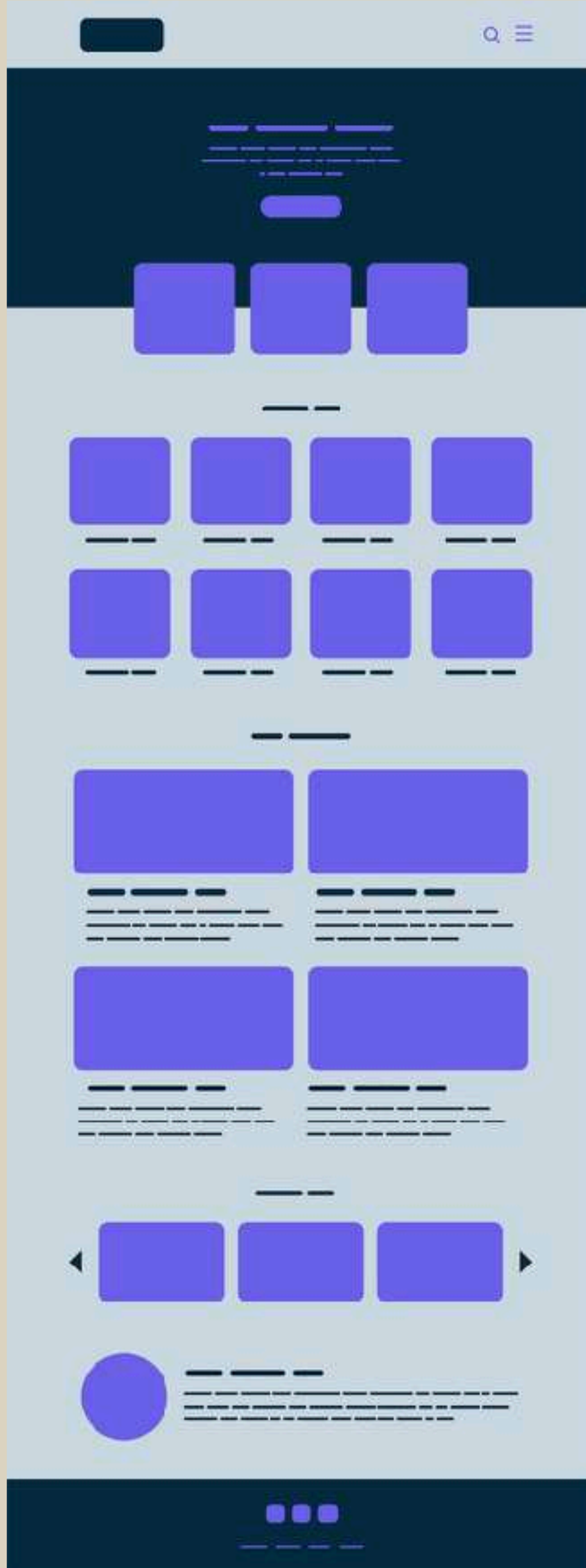
**Гештальт-принципов в  
графическом дизайне**



# Принцип близости

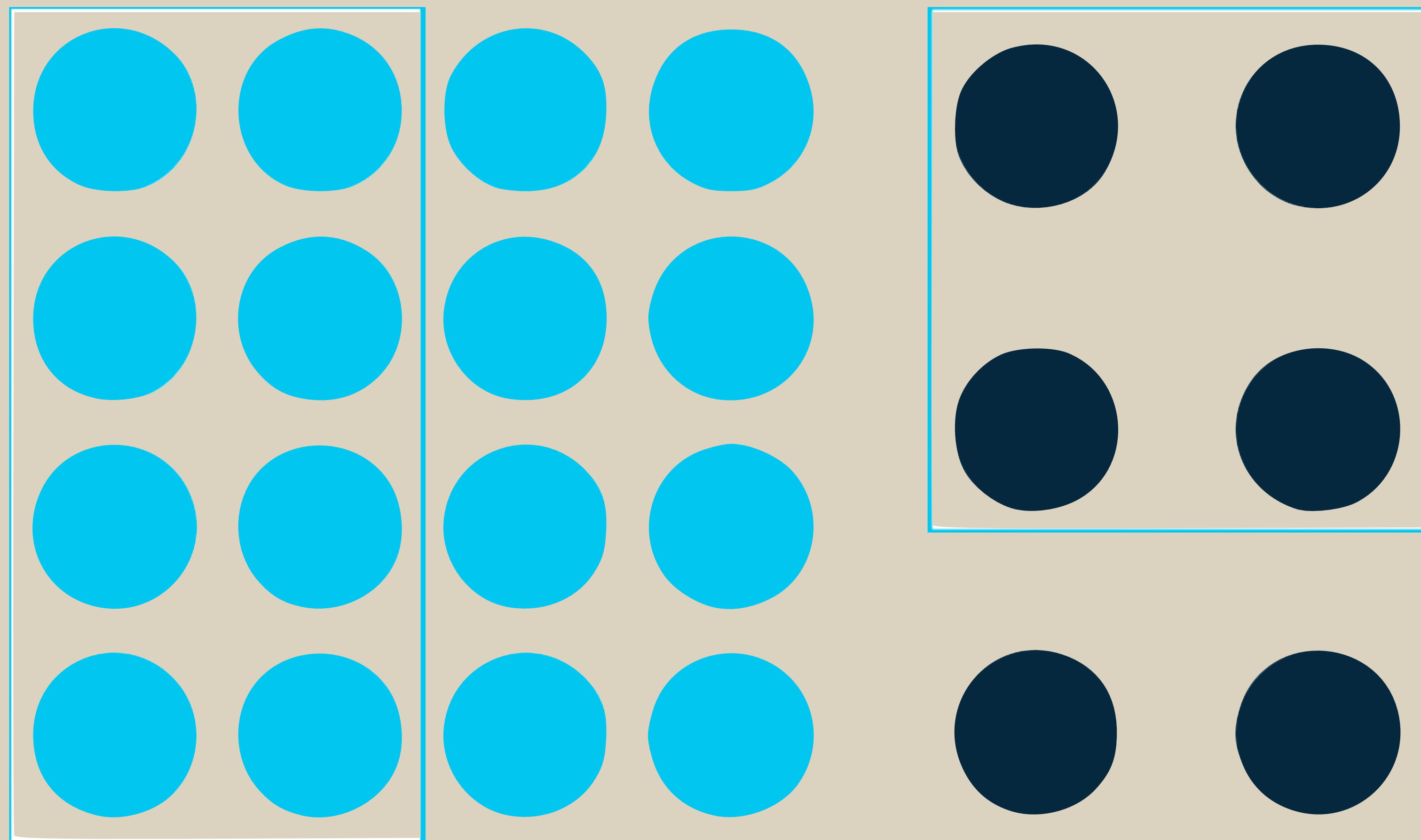
Law of Proximity



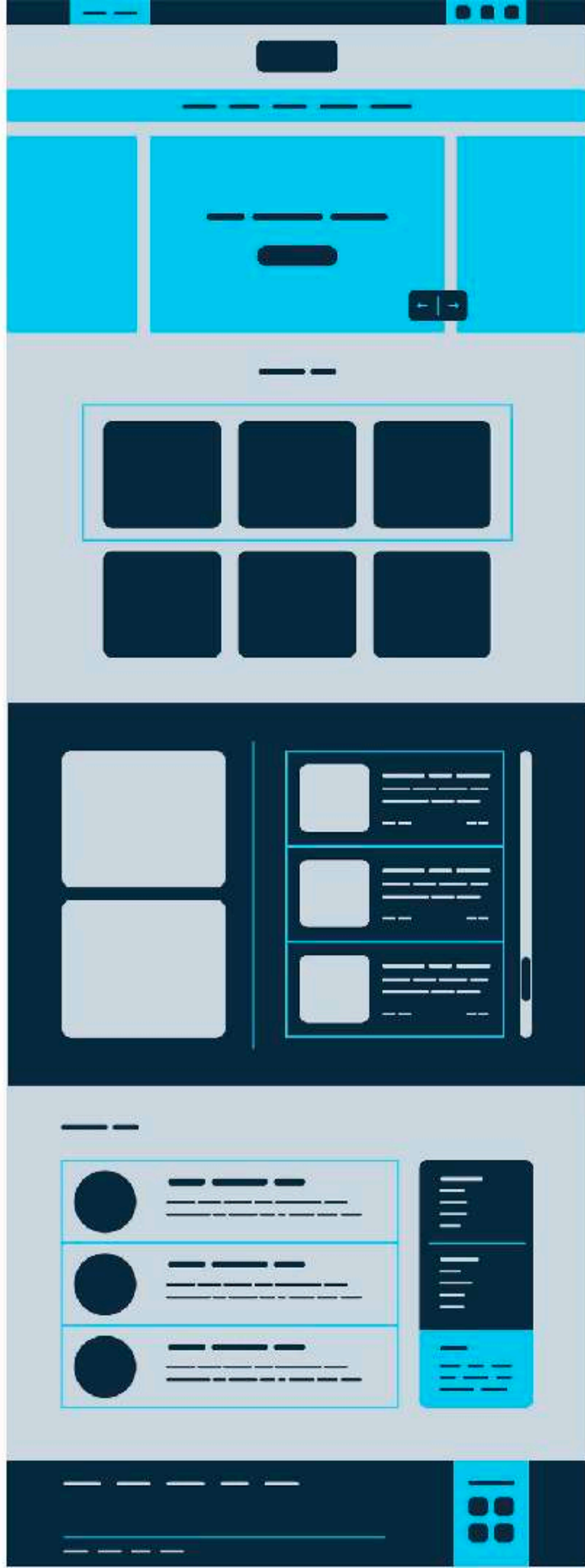
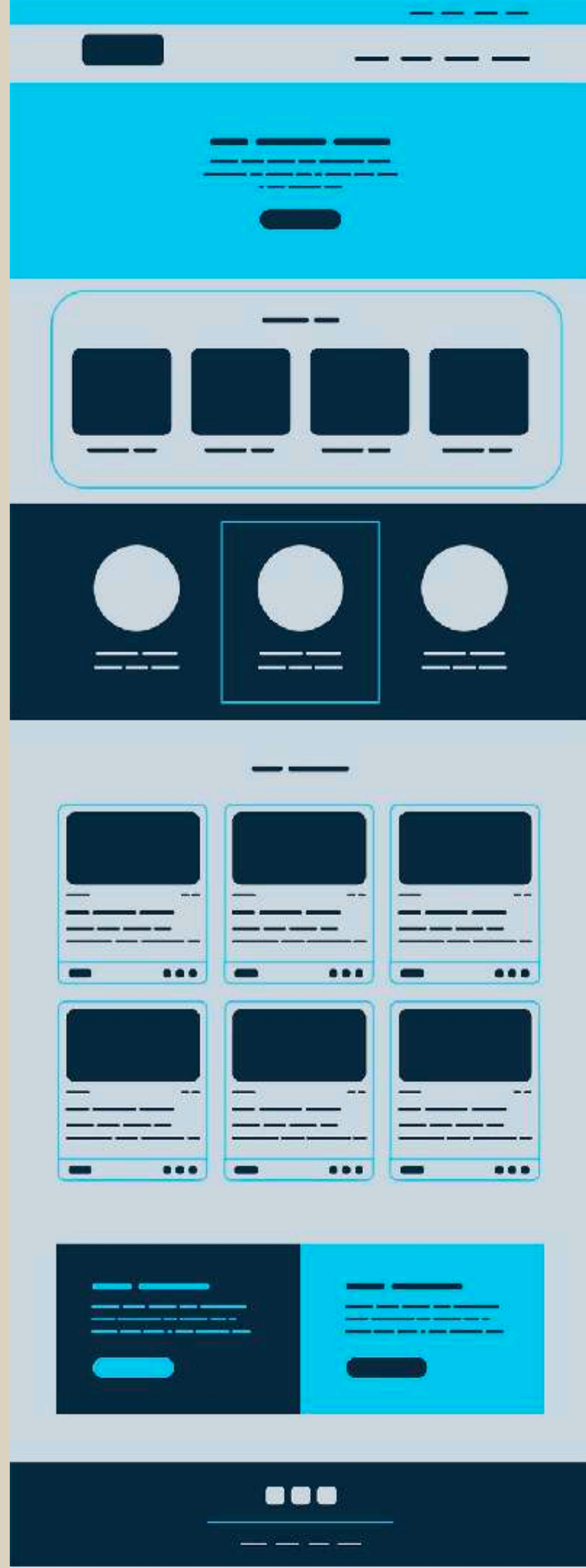


# Общая область

Law of Common Region

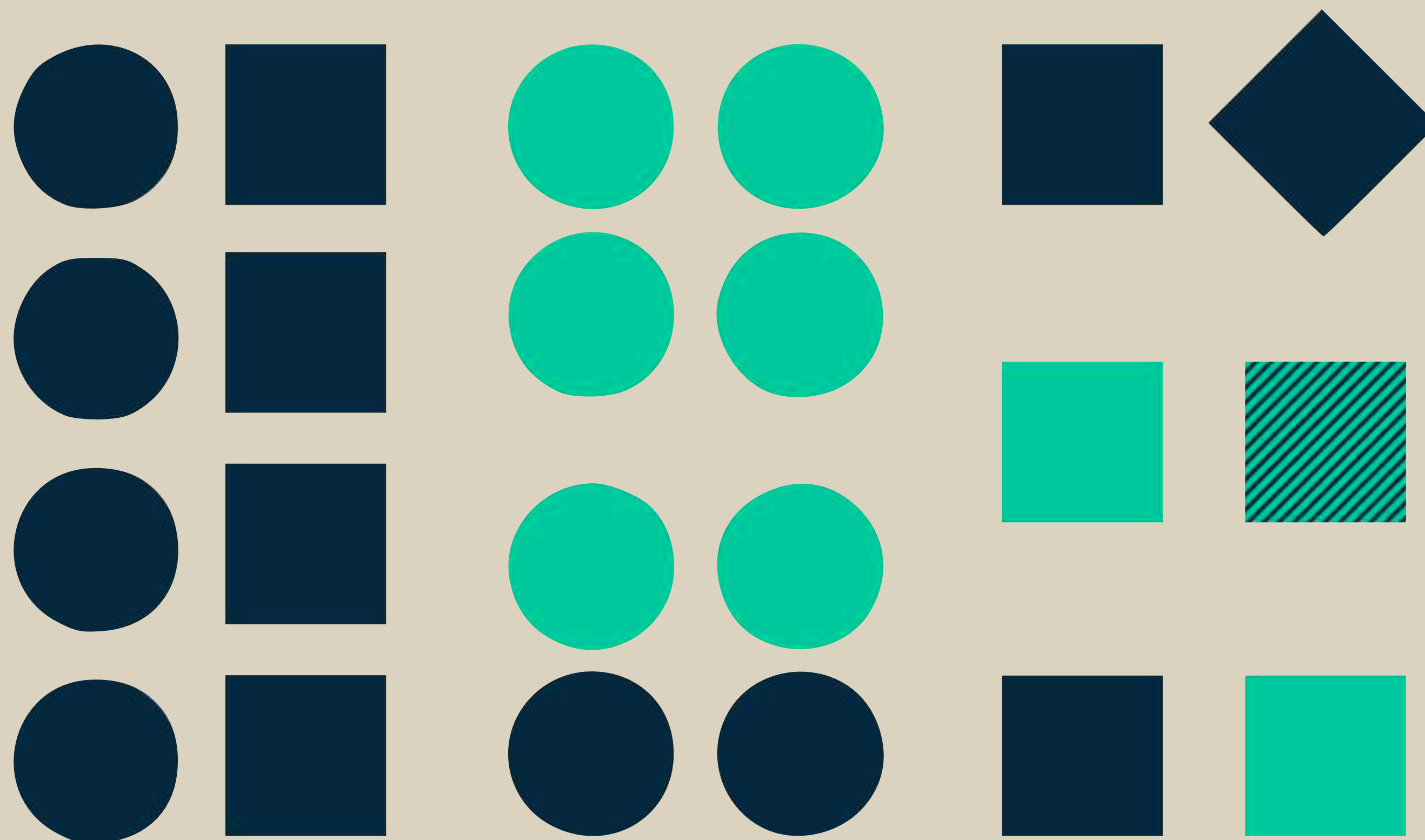


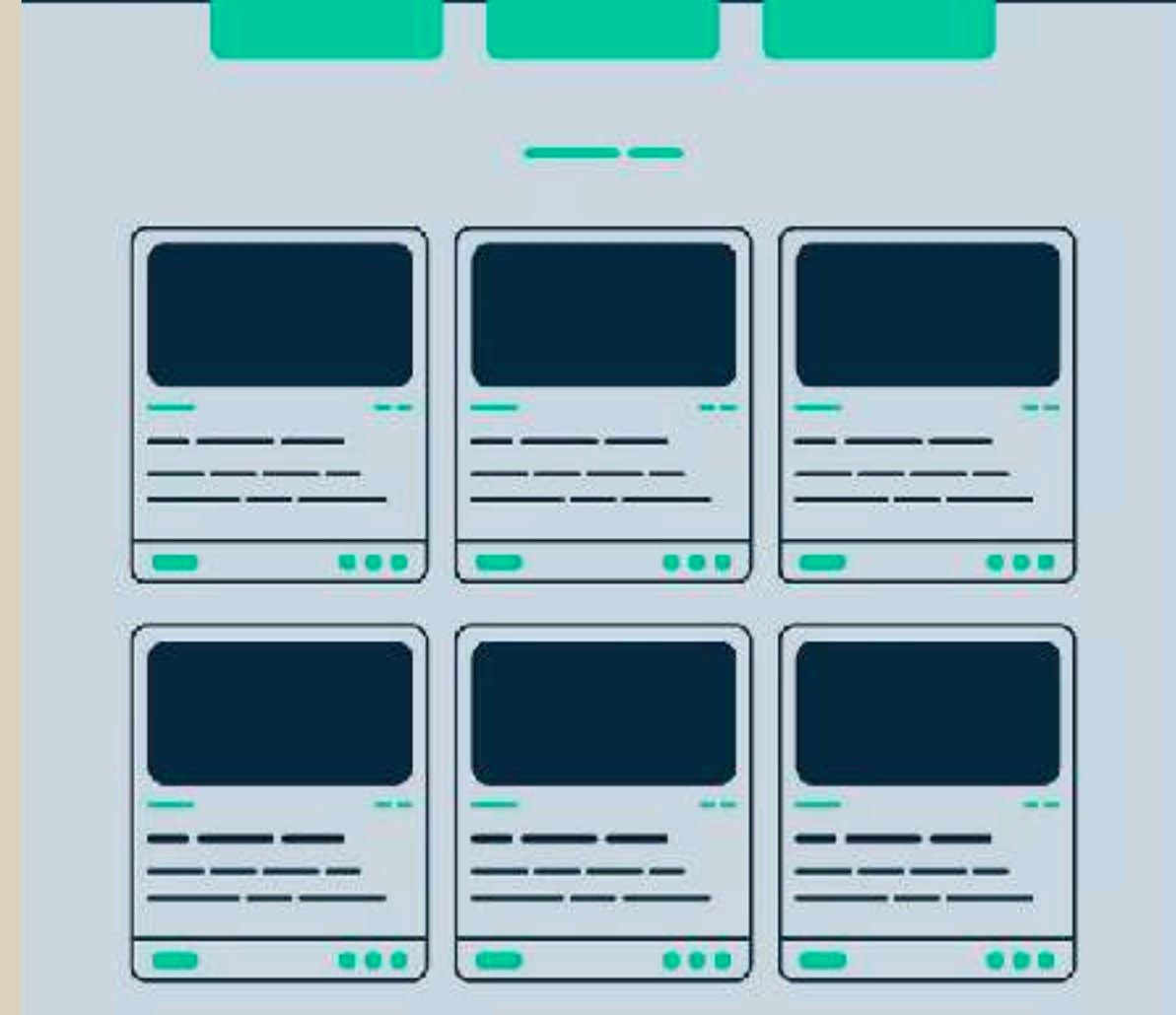
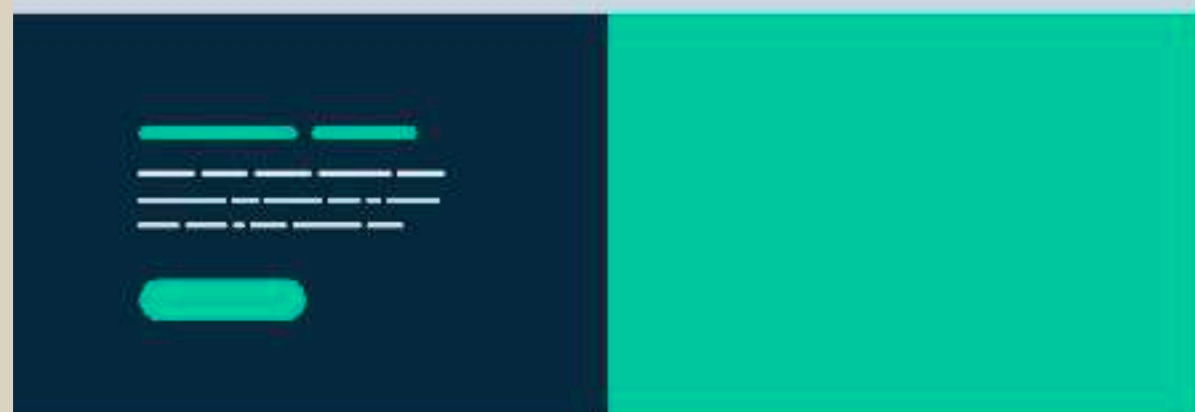
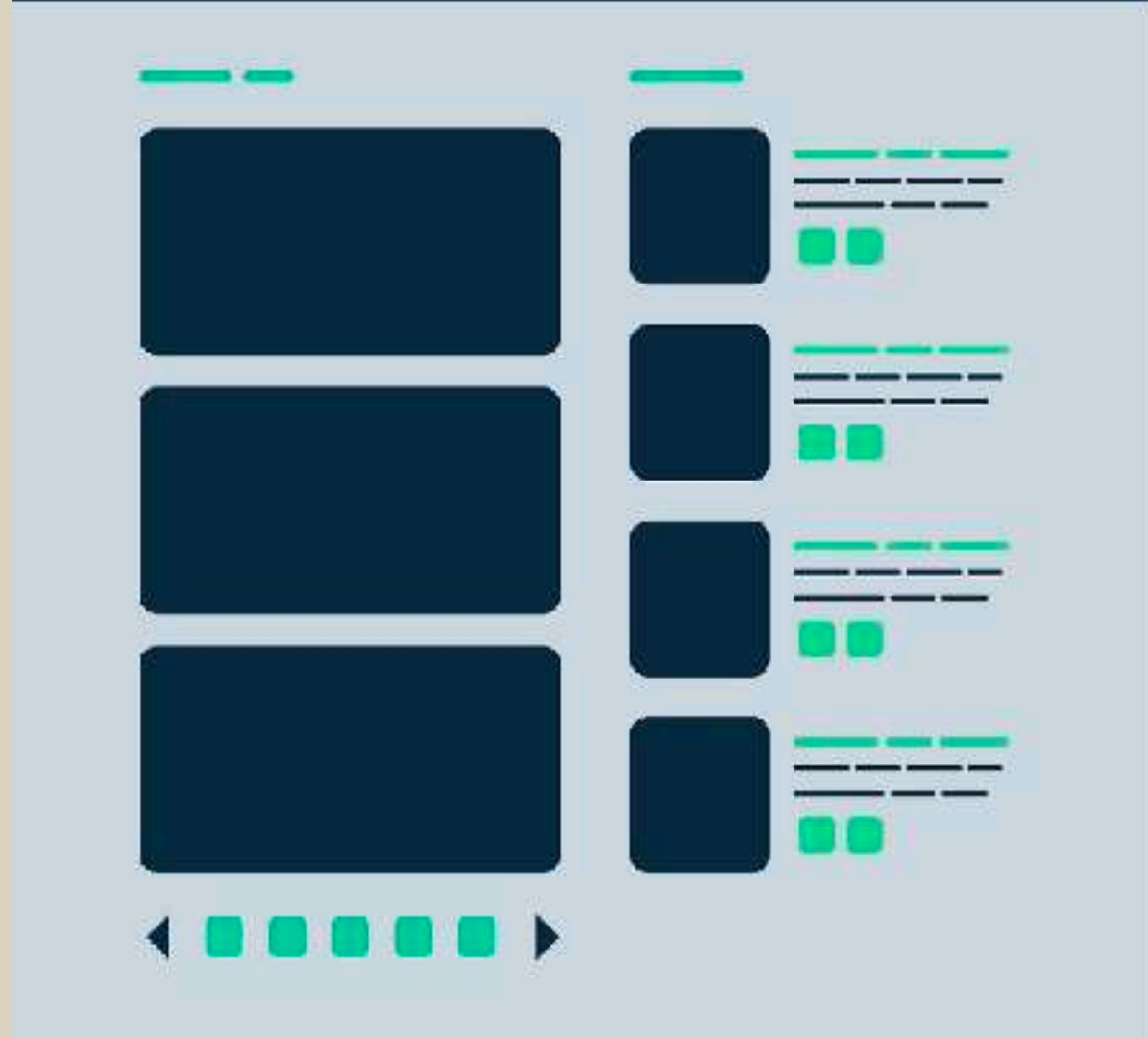
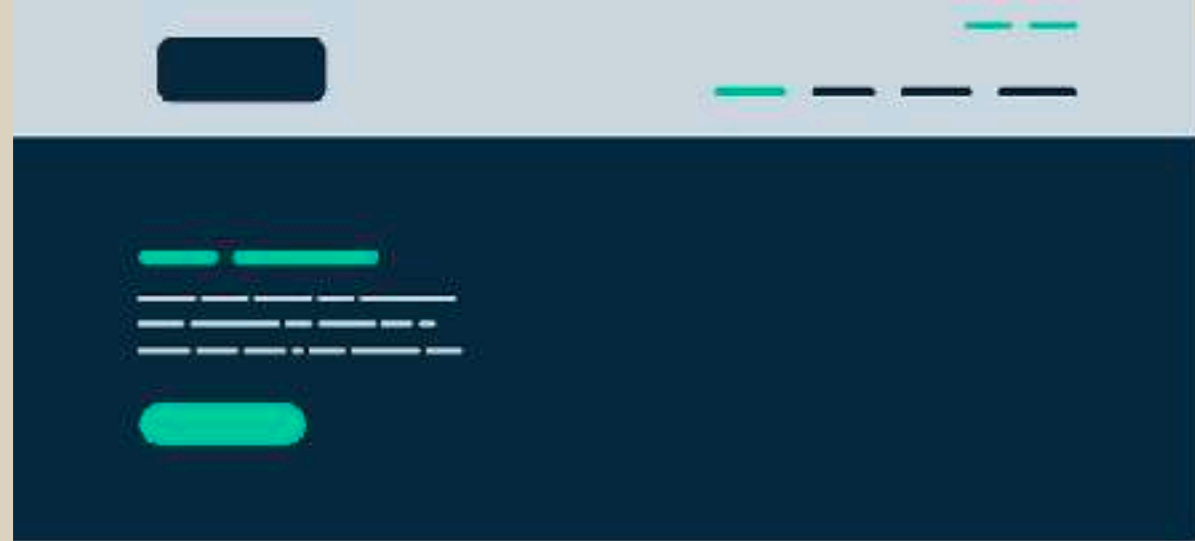




# Принцип схожести

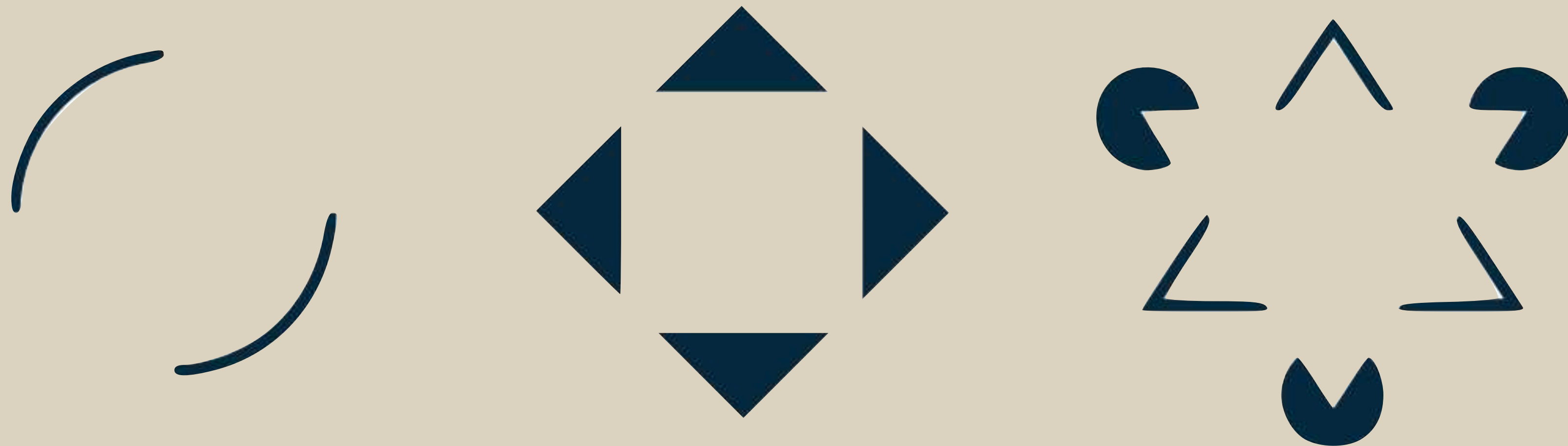
Law of Similarity





# Принцип замкнутости

Law of Closure





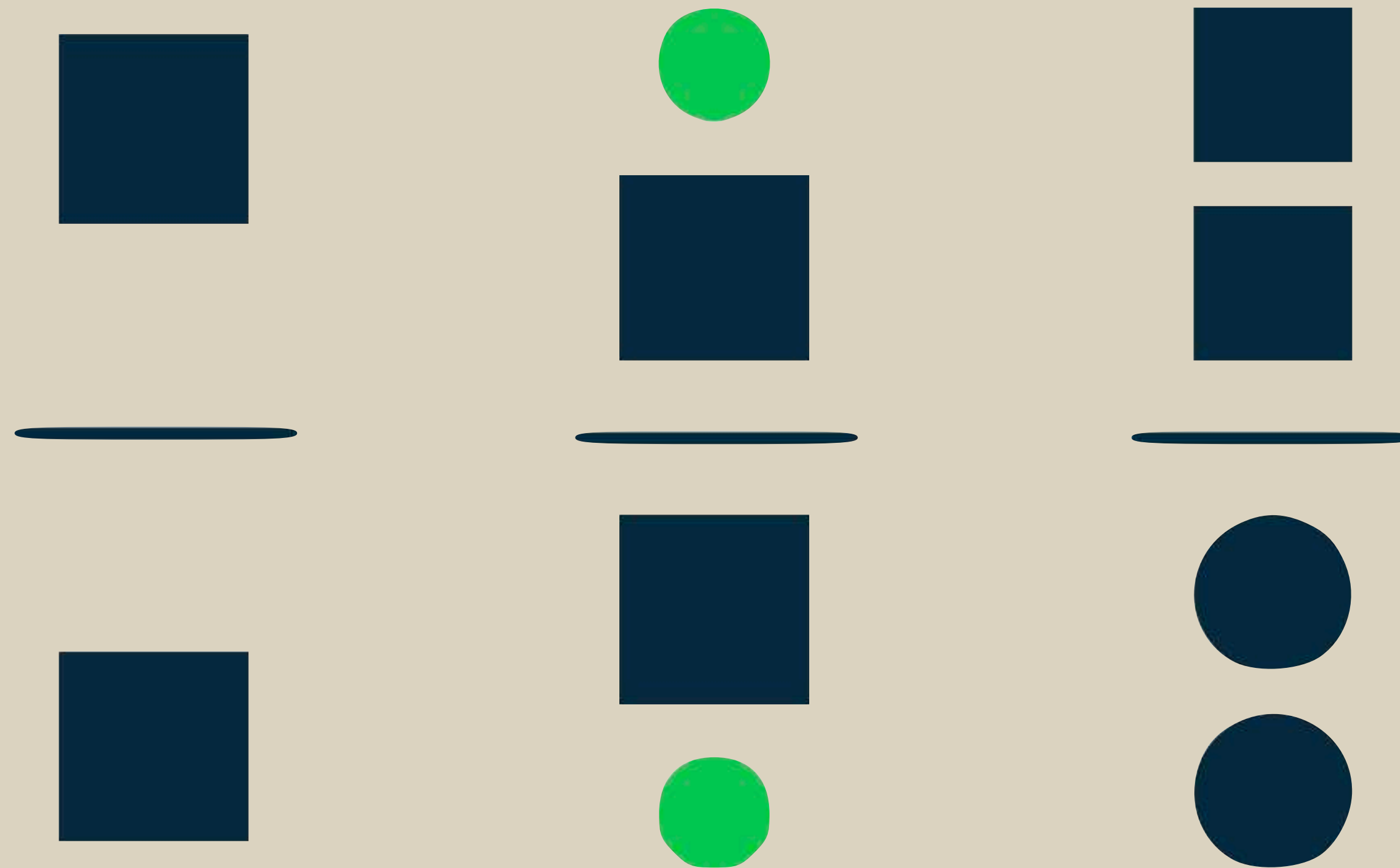


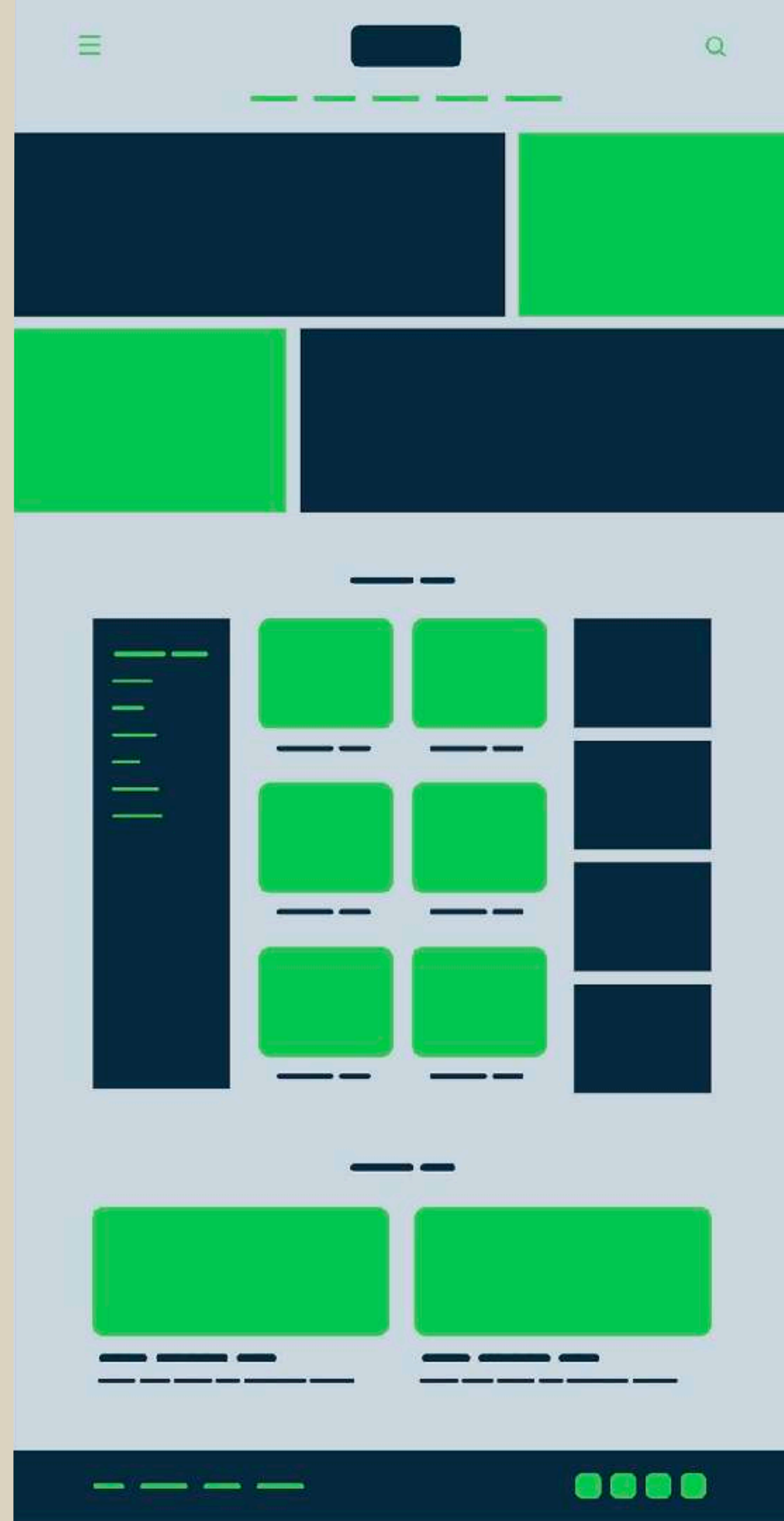
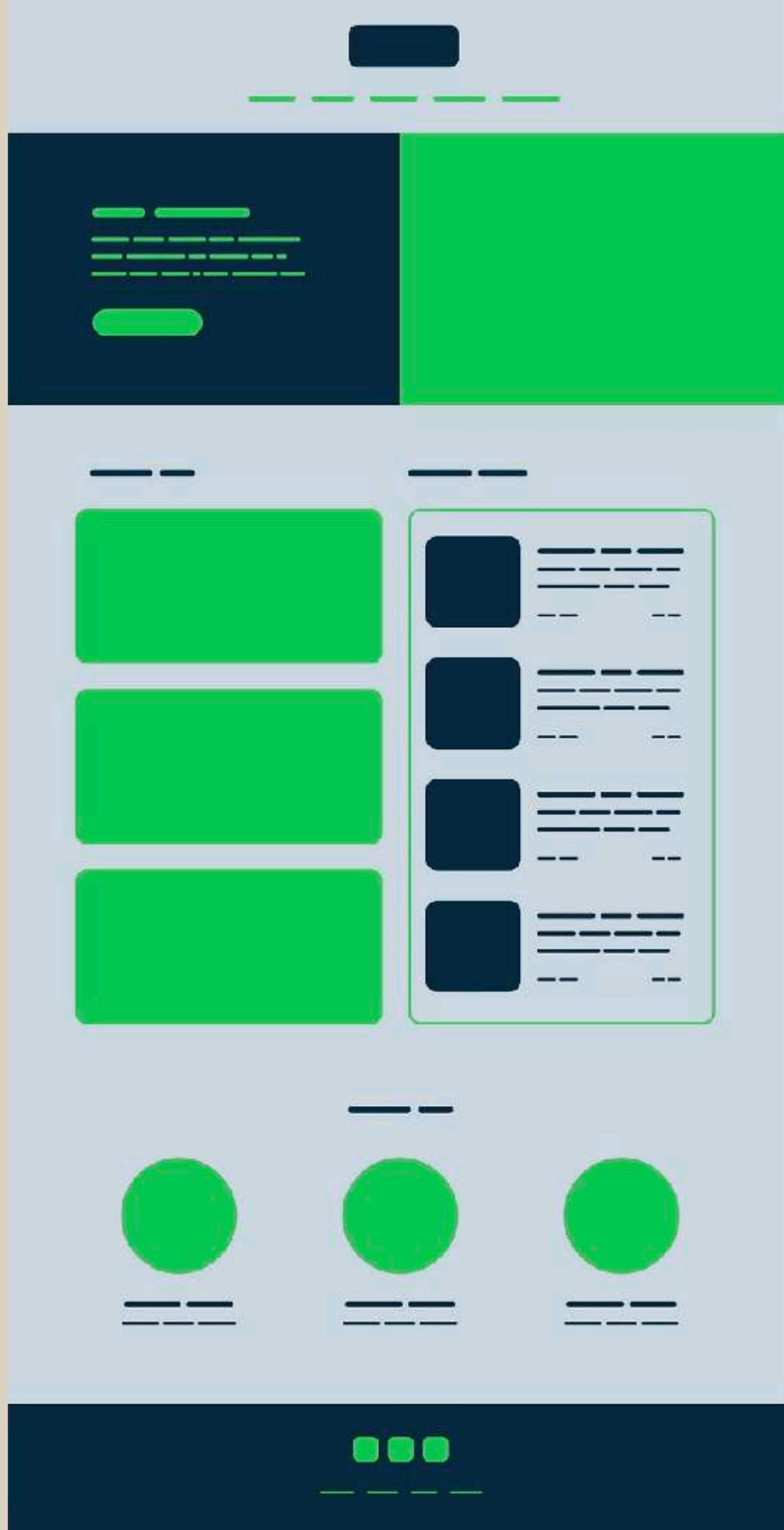
**USA**<sup>TM</sup>  
network



# Принцип симметрии

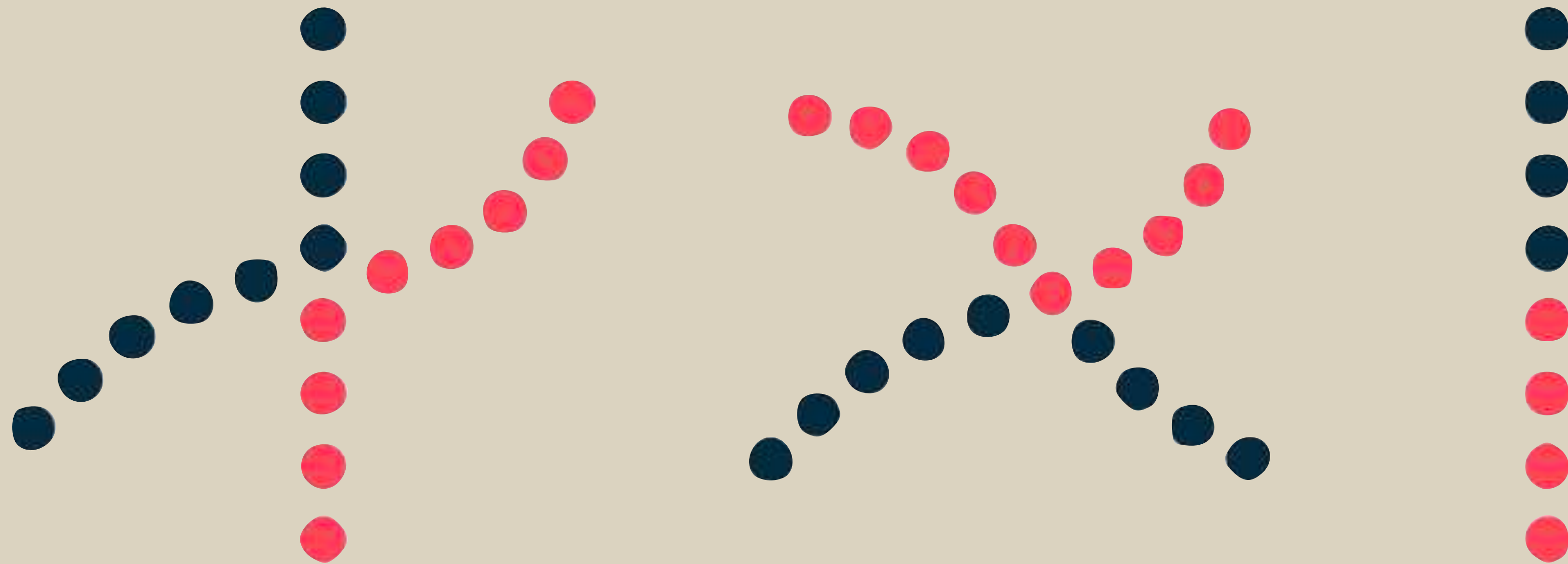
Law of Symmetry



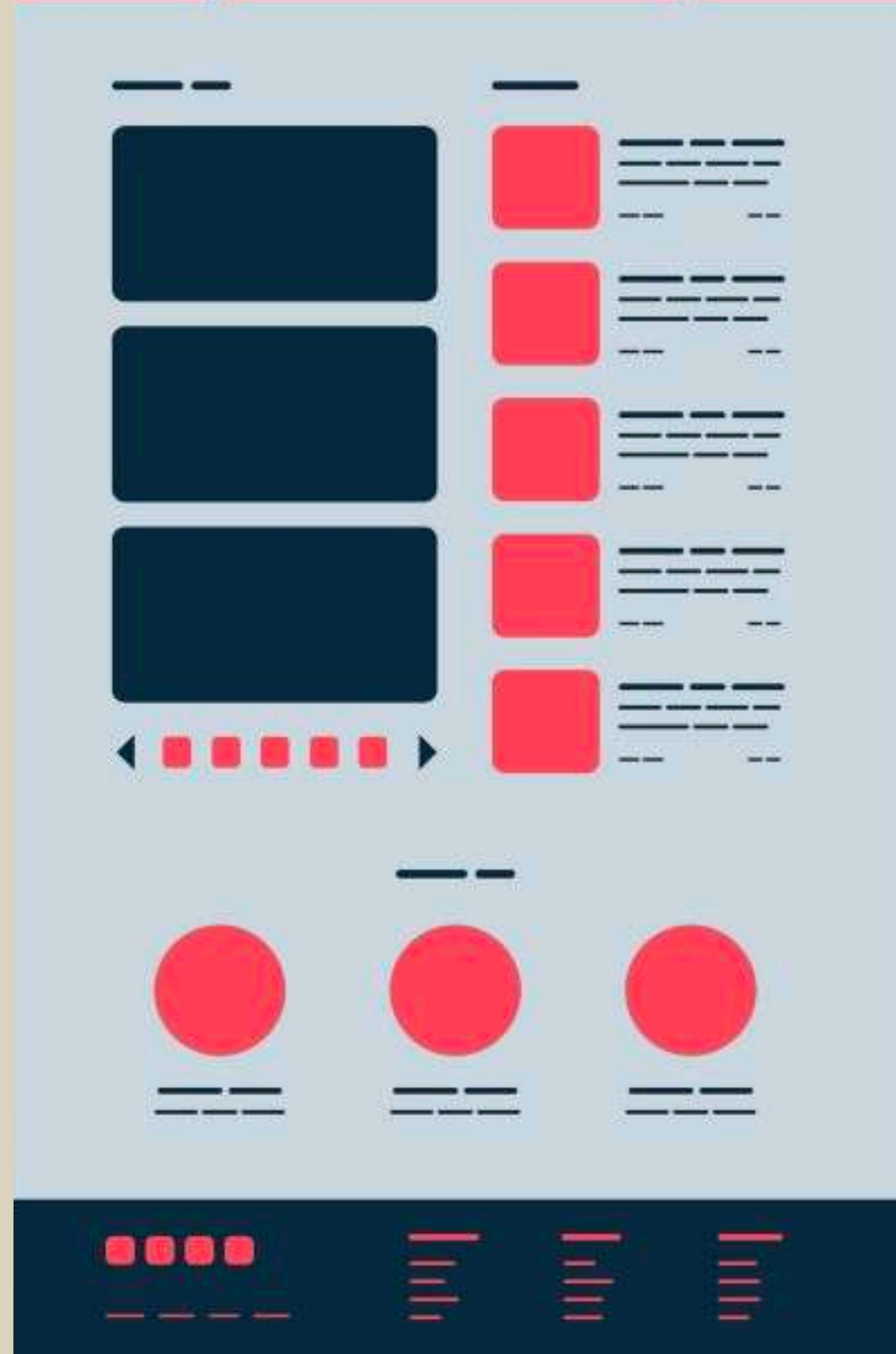
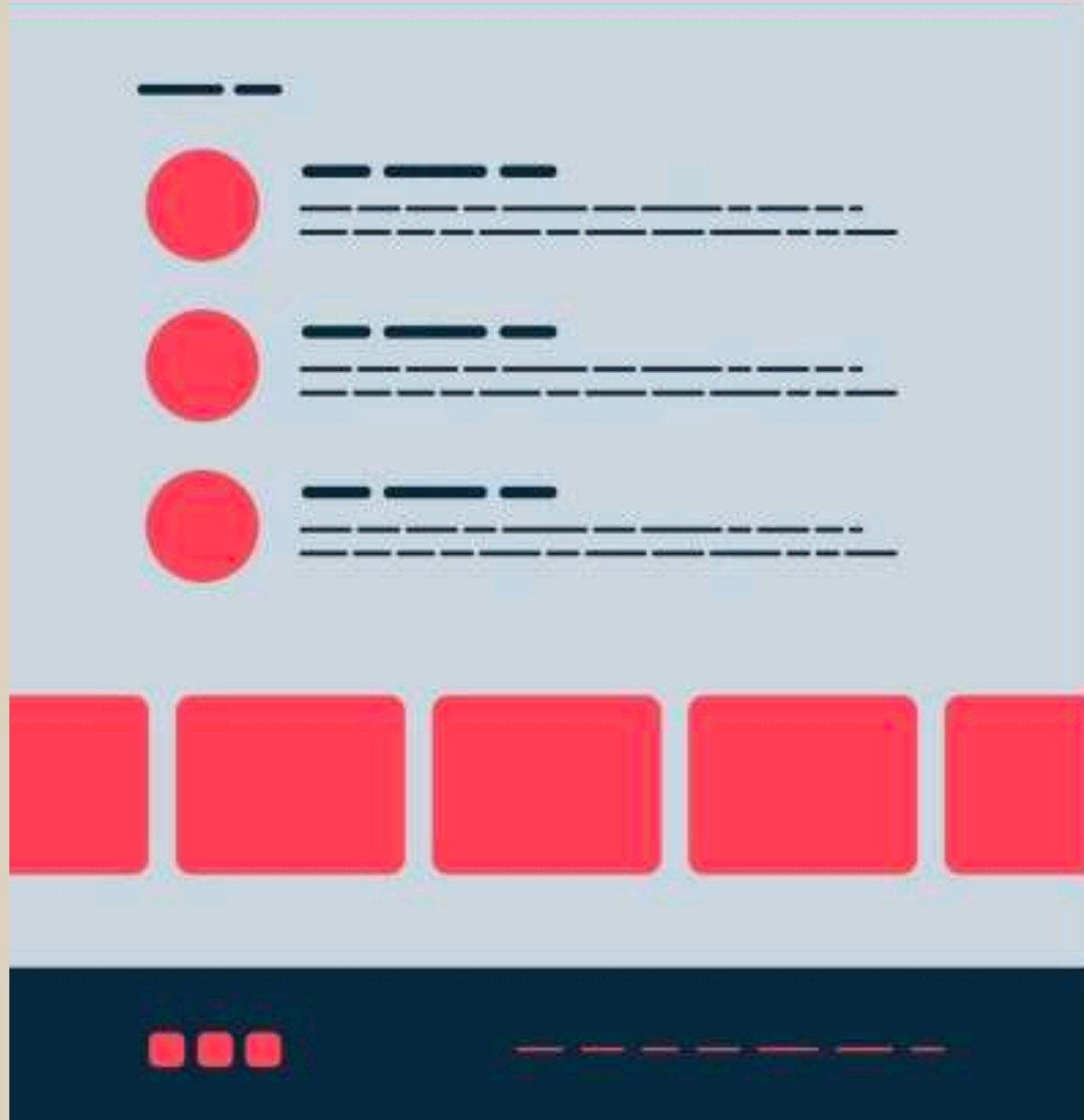
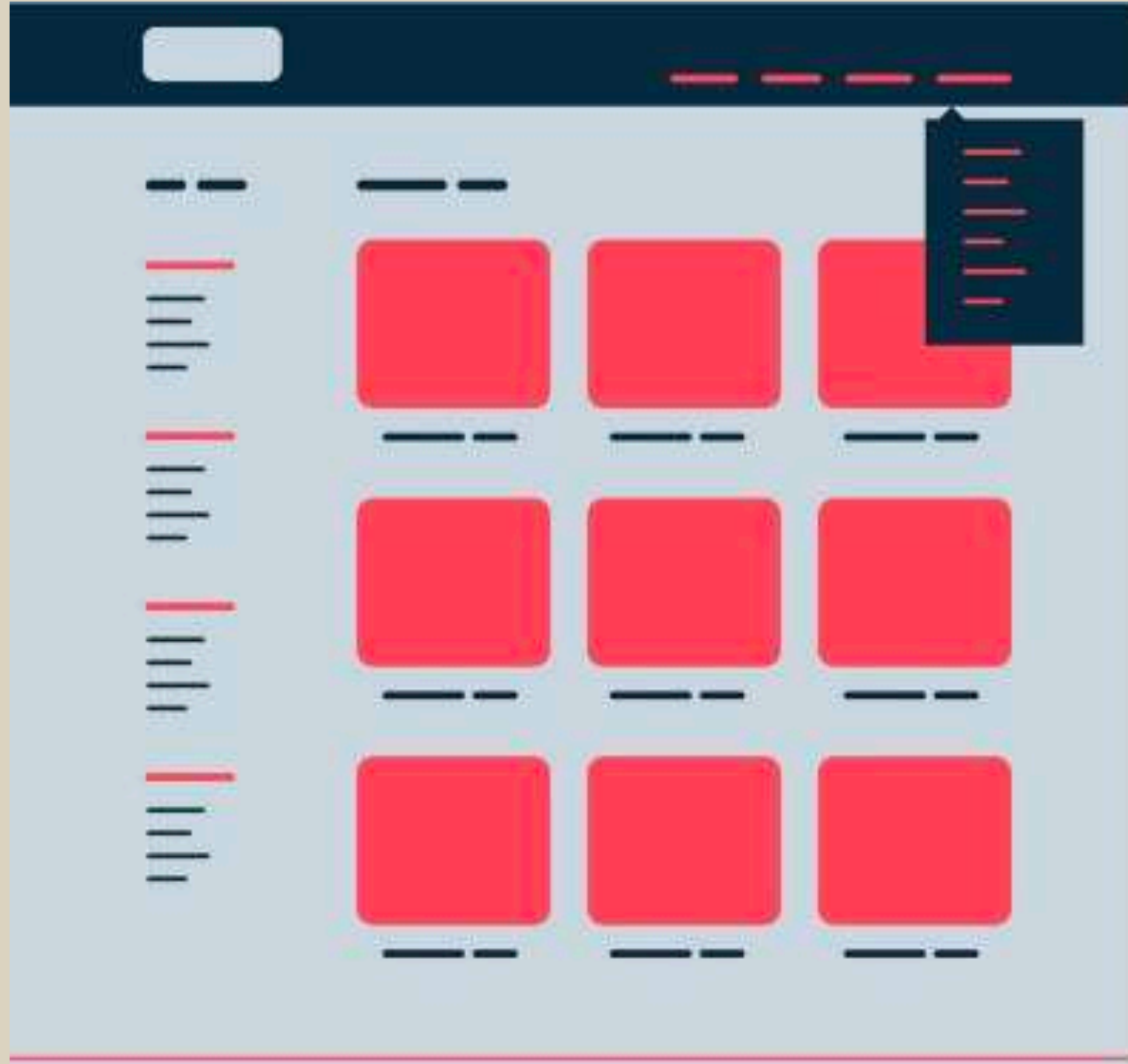


# Принцип продолжения

Law of Continuity







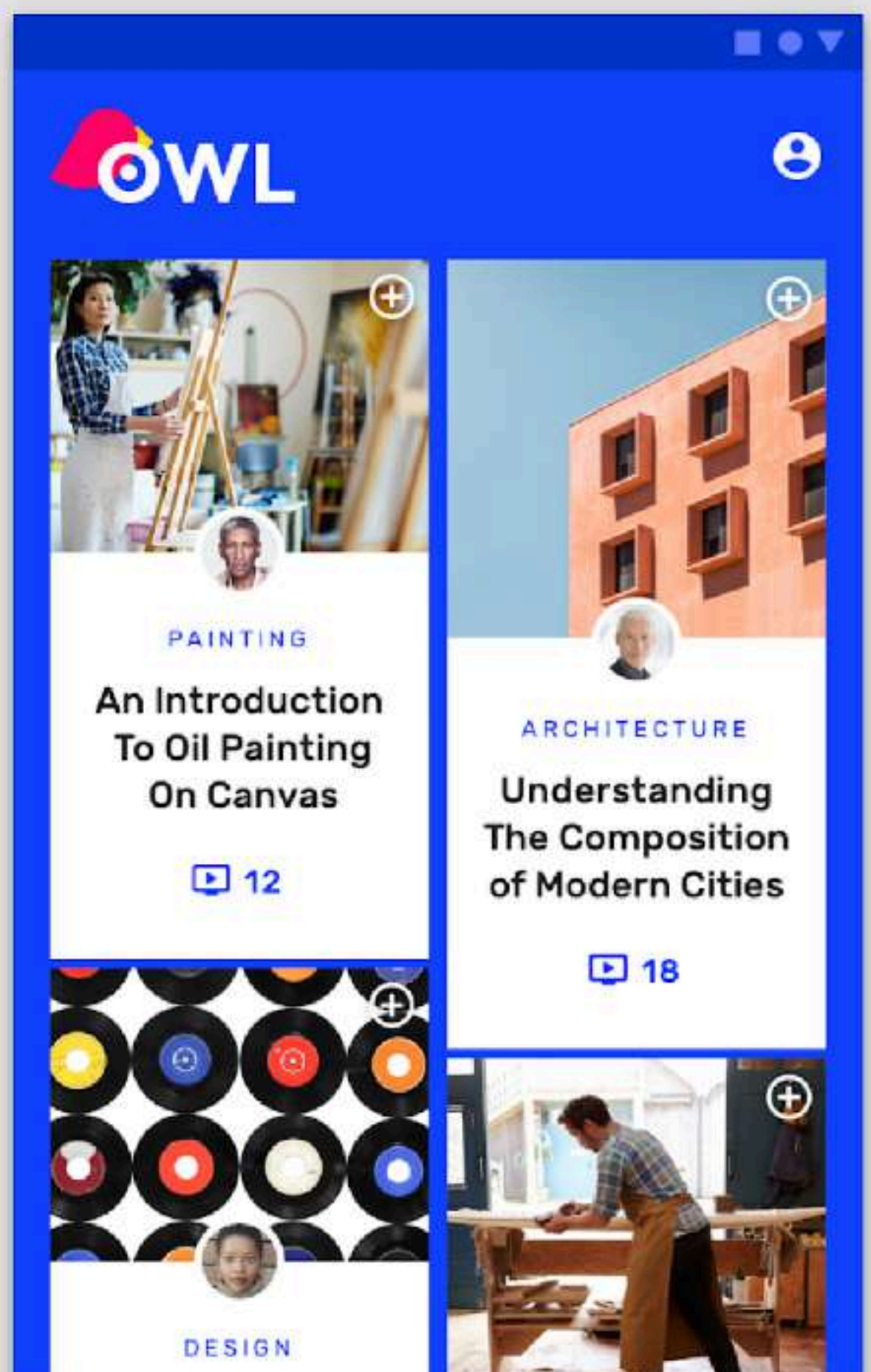


- Environment
- Layout
- Navigation
- Color**
  - The color system
  - Applying color to UI**
  - Color usage
  - Text legibility
  - Dark theme
- Typography
- Sound
  - About sound
  - Applying sound to UI
  - Sound attributes
  - Sound choreography
  - Sound resources

Primary  
Owl Blue

700 #0336FF

Secondary  
Owl Yellow



CONTENTS

- Usage
- Top and bottom app bars**
- Backdrop
- Sheets and surfaces
- Buttons, chips and selection controls
- Typography and iconography

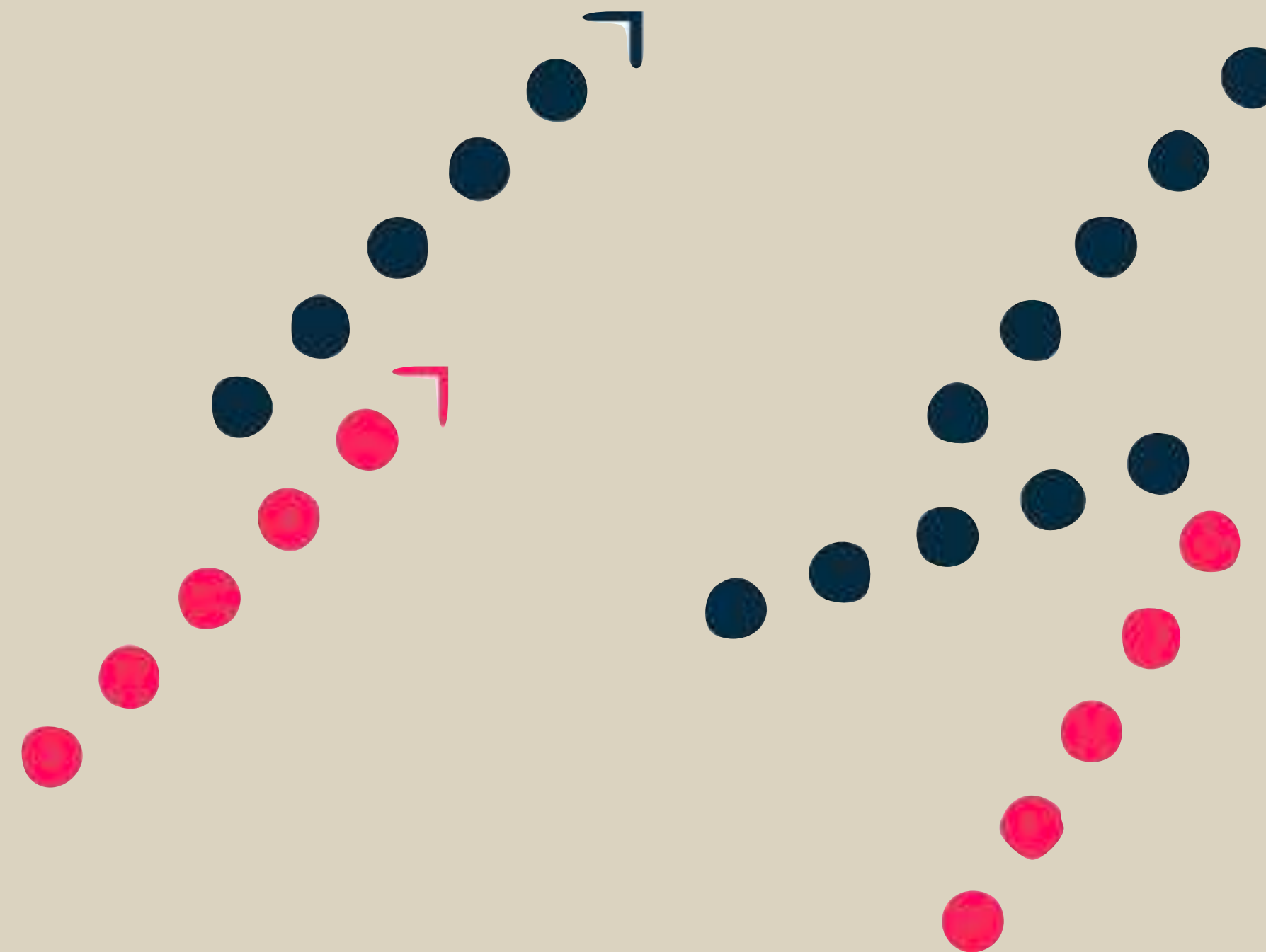


**Medical**

Иконка категории «Медицина» на [resume.io](https://resume.io)

# Принцип общего поведения

Law of Common Ground





FLY SLEEP EAT




1 Adult, Economy

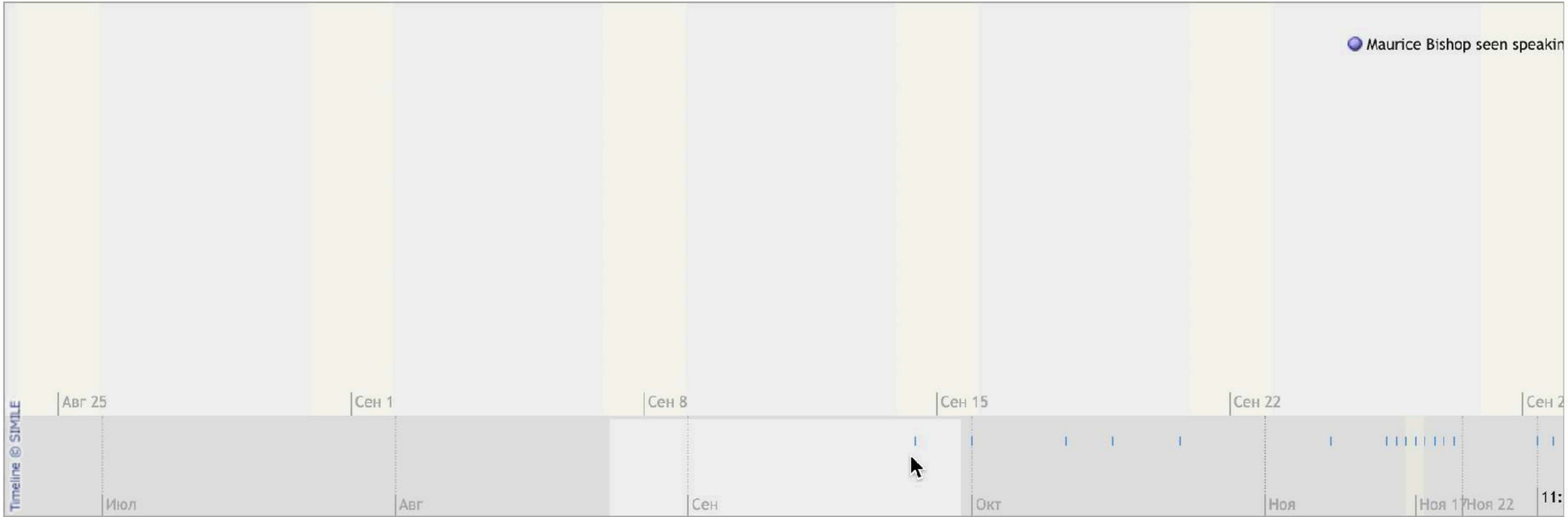
Seoul, Korea

Choose Destination

Select Dates

Explore Flights by Destination

-  Khumbu Valley, Nepal  
Nonstop · 5h 16m+
-  Maldives, South Asia  
Nonstop · 8h 24m+
-  Machu Picchu, Peru  
Nonstop · 2h 12m+



Память

Память

Память

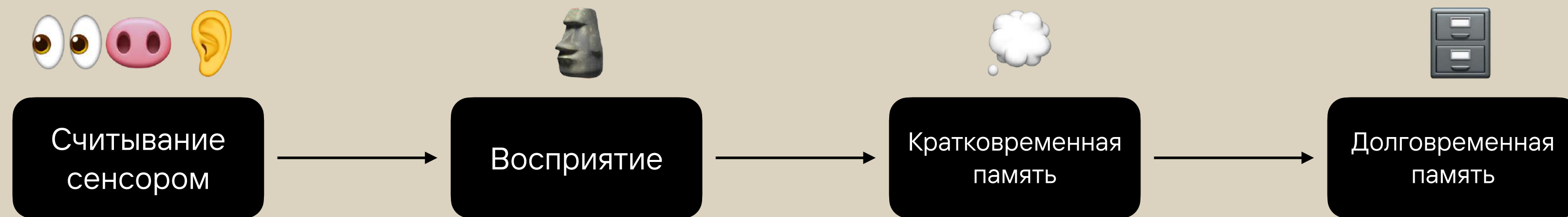
**Память**

Память

Память

Память

# Как работает наша память?





Тест кратковременной памяти

**Внимательно смотрим на экран**











**СКОЛЬКО ЯБЛОК ВЫ ВИДЕЛИ?**



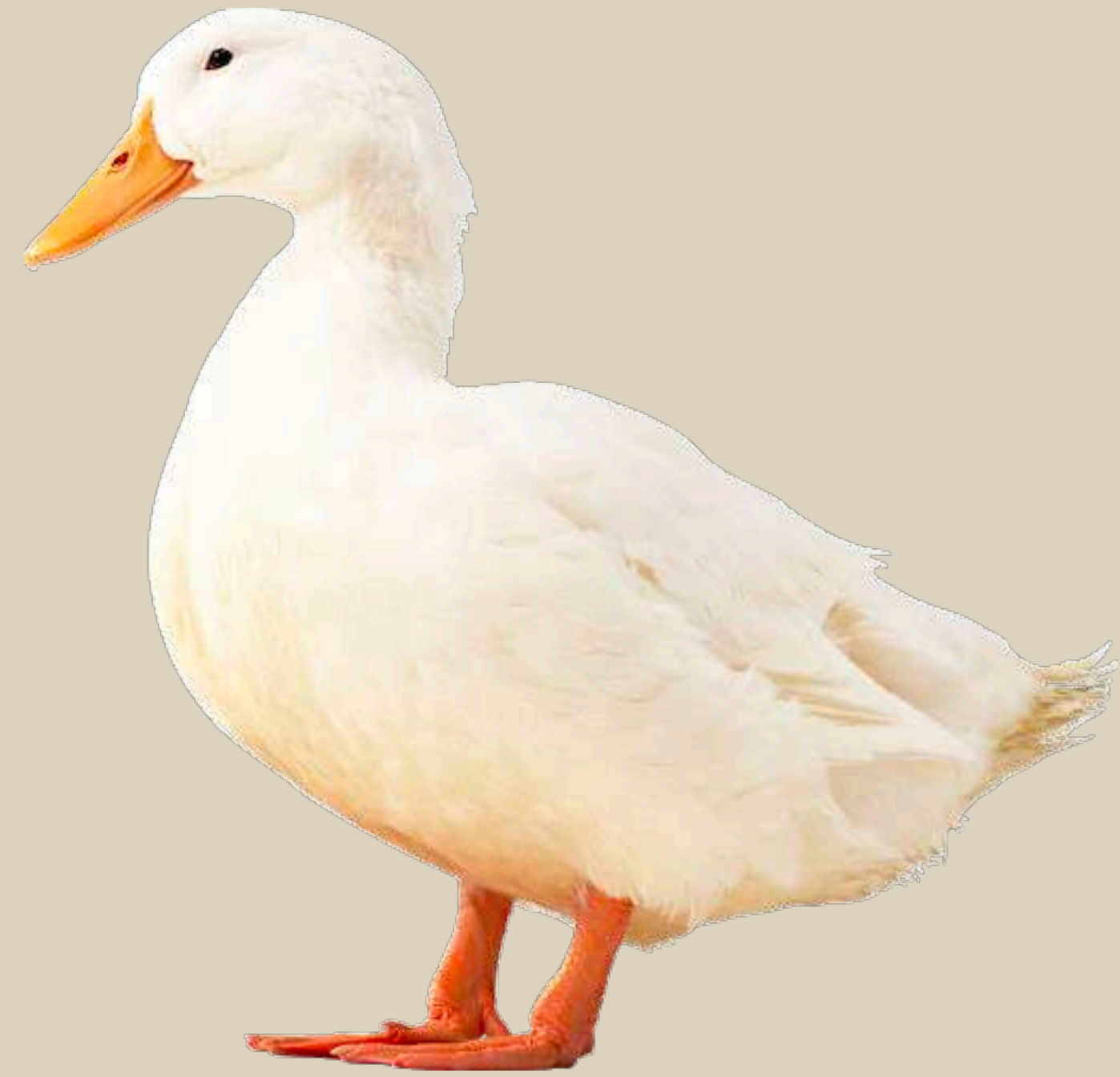
Ответ: 3

Тест кратковременной памяти №2

**Внимательно смотрим на экран**









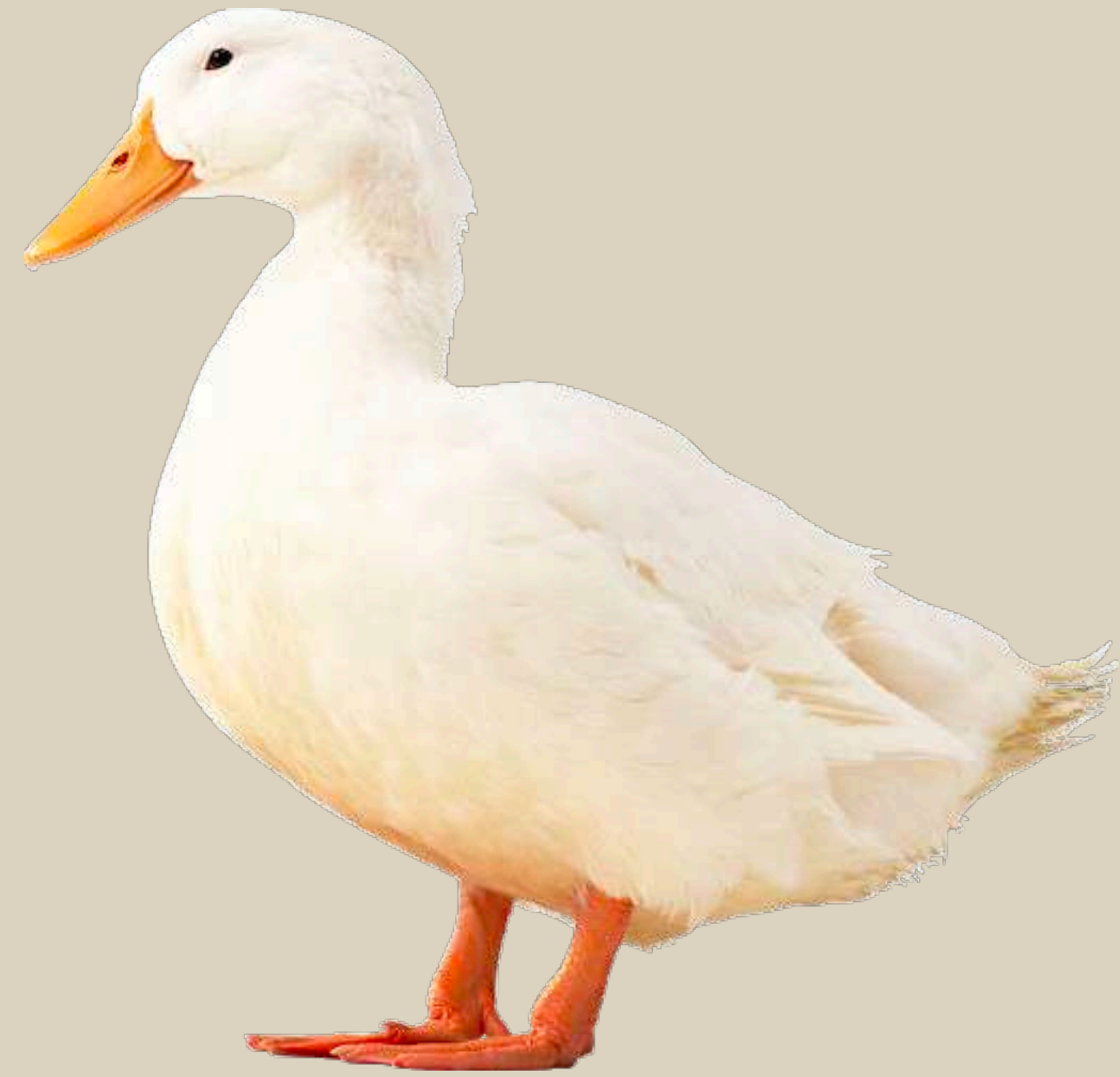








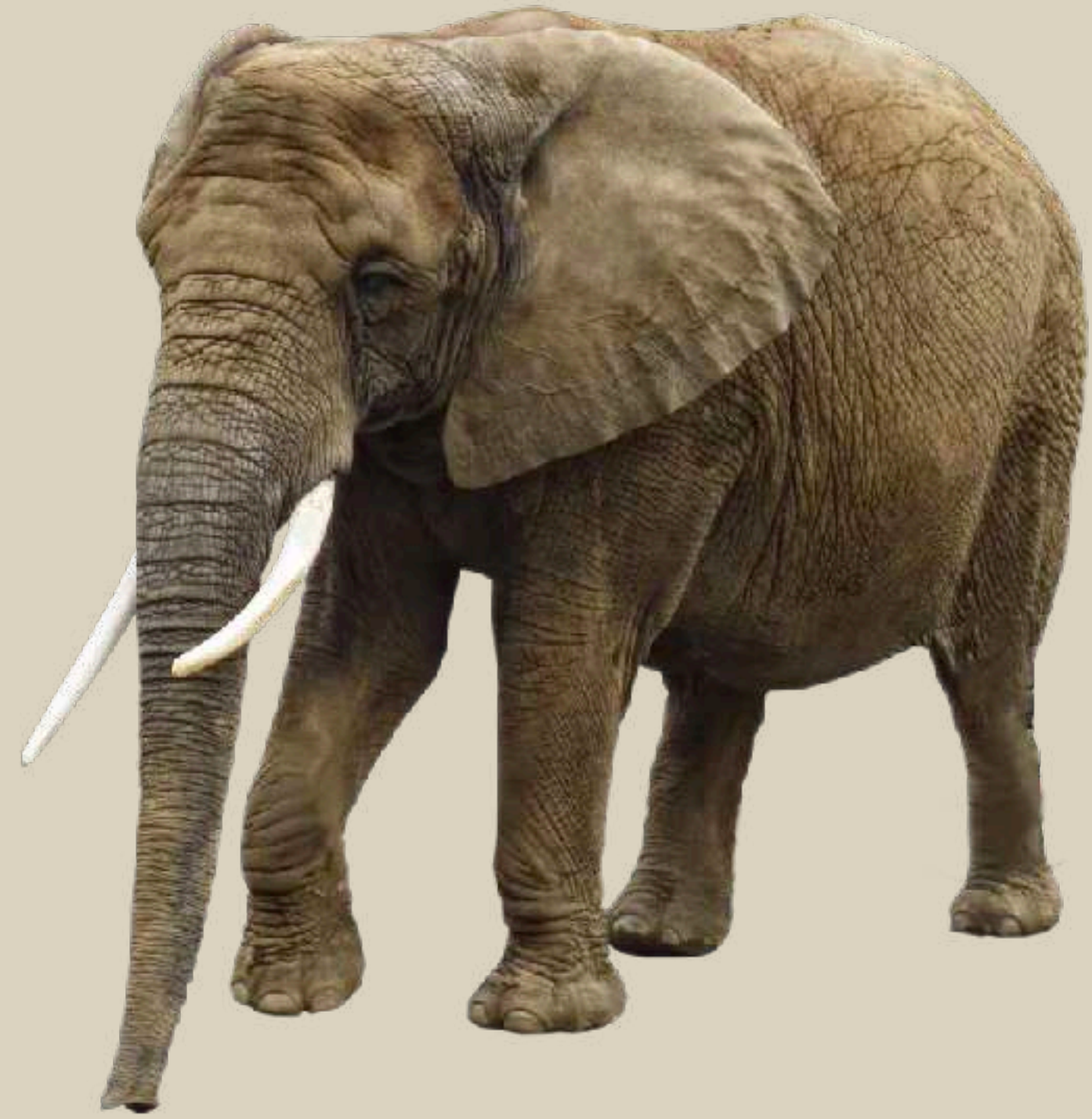






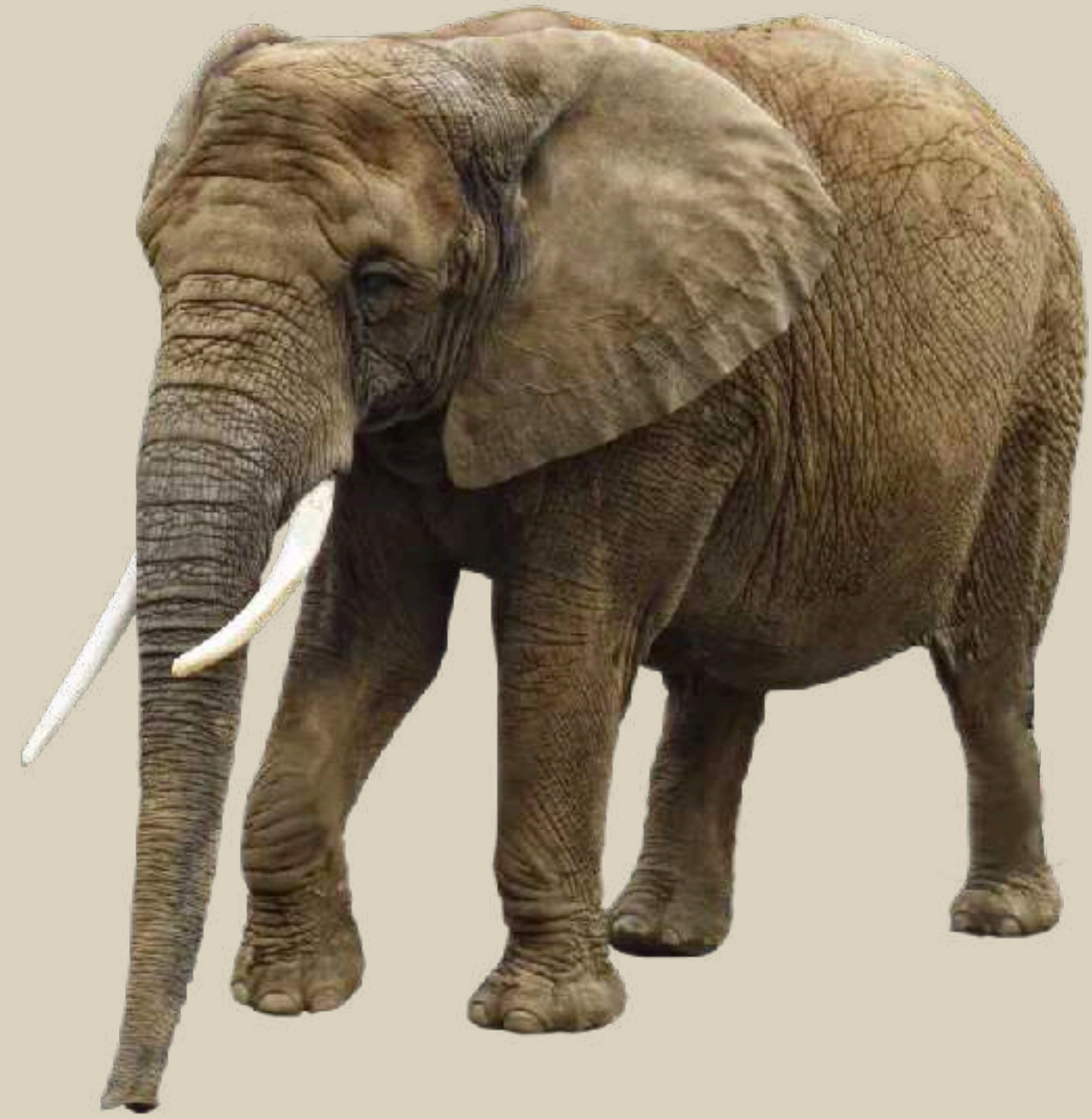






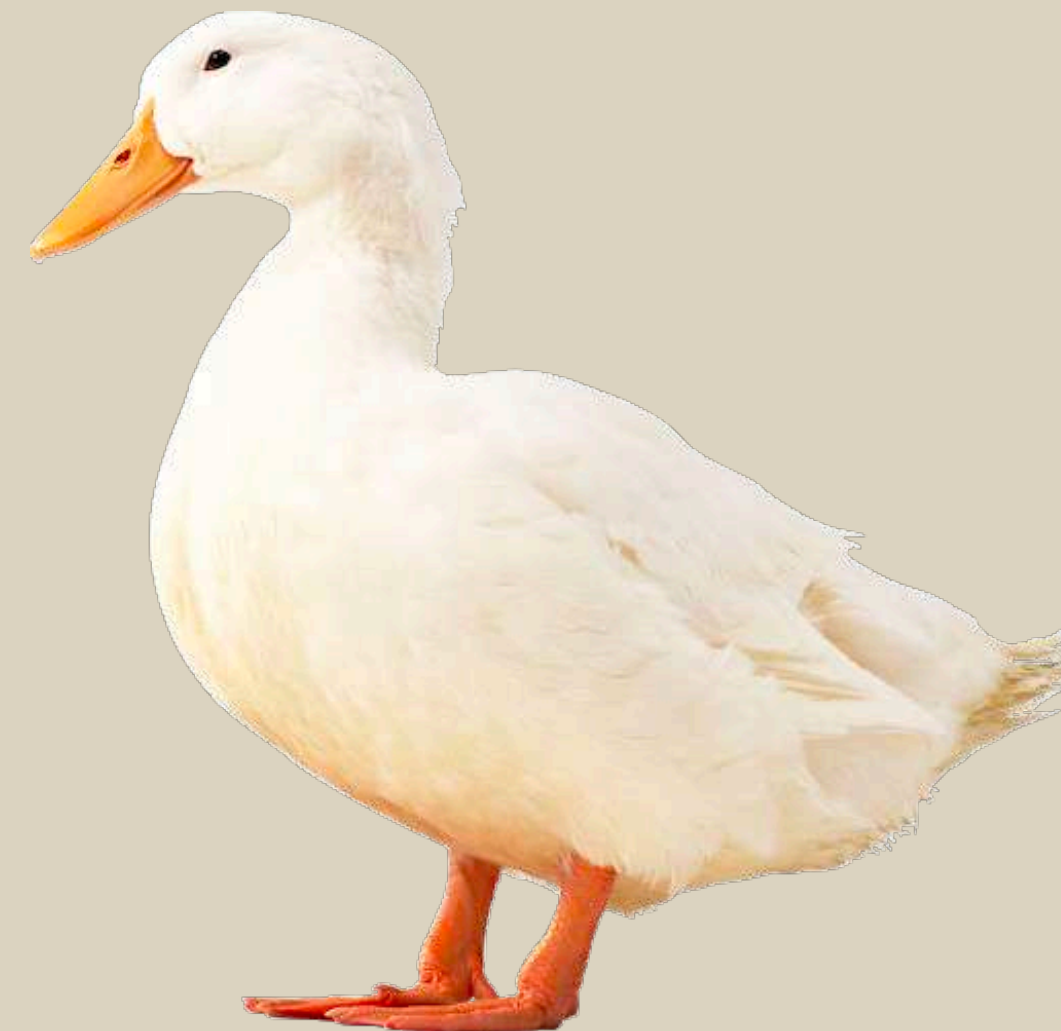








# СКОЛЬКО БЫЛО ПТИЦ?



Ответ: 5

# Кратковременная память

1. Вмещает  $7 \pm 2$  объектов (Закон Миллера, 1952)
2. Скорее даже  $4 \pm 1$  объект (Кован, 2001)



1. Используйте короткие списки
2. Дайте возможность сократить количество вариантов
3. Не заставляйте пользователя запоминать

**Tikhon Belousko**  
 Front-end Developer

**Profile**  
 Detail-oriented, team player, and results-driven professional with 5+ years of experience in web development. Skilled in JavaScript, HTML, CSS, and React. Passionate about creating user-friendly and accessible digital solutions.

**Employment History**

**Senior Front-end Developer, Tech Solutions Inc.**  
 August 2021 - Present

- Developed and maintained a high-traffic e-commerce platform, improving user experience and conversion rates.
- Implemented a new design system, ensuring consistency and reducing development time.
- Mentored junior developers and provided technical guidance.
- Collaborated with product and design teams to deliver high-quality features.

**Full Stack Developer, Digital Marketing Agency**  
 September 2019 - August 2021

- Managed the end-to-end development of various web applications, from concept to deployment.
- Worked closely with clients to understand requirements and deliver tailored solutions.
- Optimized website performance, resulting in faster load times and improved SEO.

**Web Developer, StartupXYZ**  
 May 2018 - August 2019

- Developed and launched a successful SaaS product, contributing to its growth and profitability.
- Managed the full development cycle, including design, development, testing, and deployment.
- Collaborated with a small team to build a scalable and secure web application.

**Education**  
 Bachelor of Science in Computer Science, State University, 2017

### Front-end Developer

Updated 5 March, 09:33

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- Download PDF
- More

- Export to DOCX
- Export to TXT
- Share a link
- Combine with...
- Delete

**SHANE GOMEZ**  
 Web Developer

**Profile**  
 Experienced web developer with a strong background in front-end development. Proficient in JavaScript, HTML, CSS, and React. Passionate about creating clean, functional, and user-centric web applications.

**Employment History**

**Senior Web Developer, Global Tech Solutions**  
 August 2020 - Present

- Developed and maintained a complex web application for a global client, ensuring high performance and security.
- Collaborated with cross-functional teams to deliver innovative digital solutions.
- Mentored junior developers and provided technical support.

**Full Stack Developer, StartupXYZ**  
 September 2018 - August 2020

- Managed the full development cycle of a SaaS product, from design to deployment.
- Worked closely with the product team to understand user needs and deliver high-quality features.
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 May 2017 - August 2018

- Developed and launched a successful e-commerce website for a client, contributing to its growth.
- Managed the development of various web applications, ensuring consistency and quality.
- Collaborated with the design team to create visually appealing and user-friendly interfaces.

**Education**  
 Bachelor of Science in Computer Science, State University, 2016

### Web Developer, Shan...

Updated 1 February, 11:23

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**Herman Walton**  
 Financial Analyst

**Profile**  
 Detail-oriented financial analyst with 5+ years of experience in financial analysis and reporting. Skilled in financial modeling, data analysis, and strategic planning. Passionate about providing accurate and insightful financial insights.

**Employment History**

**Financial Analyst, ABC Corp., New York**  
 January 2021 - Present

- Conducted financial analysis and prepared reports for management, identifying key trends and opportunities.
- Collaborated with cross-functional teams to support strategic decision-making.
- Managed the financial reporting process, ensuring accuracy and timeliness.

**Financial Analyst at XYZ Enterprises, New York**  
 September 2019 - December 2020

- Provided financial analysis and reporting for various departments, supporting budgeting and forecasting.
- Analyzed financial data to identify trends and areas for improvement.
- Collaborated with management to develop and implement financial strategies.

**Education**  
 Bachelor of Finance, Wilkes University, 2018

### Financial Analyst, Her...

Updated 22 December, 21:52

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**TIKHON BELOUSKO**  
 Front-end Developer

**Profile**  
 Detail-oriented, team player, and results-driven professional with 5+ years of experience in web development. Skilled in JavaScript, HTML, CSS, and React. Passionate about creating user-friendly and accessible digital solutions.

**Employment History**

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 August 2021 - Present

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 September 2019 - August 2021

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- Worked closely with clients to understand requirements and deliver tailored solutions.
- Optimized website performance, resulting in faster load times and improved SEO.

**Web Developer, StartupXYZ**  
 May 2018 - August 2019

- Developed and launched a successful SaaS product, contributing to its growth and profitability.
- Managed the full development cycle, including design, development, testing, and deployment.
- Collaborated with a small team to build a scalable and secure web application.

**Education**  
 Bachelor of Science in Computer Science, State University, 2017

### Ud

Updated 1 February, 11:22

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Компьютерная техника - Оборудование для презентаций - Мультимедиа-проекторы

# Сравнение товаров

Мультимедиа-проекторы 3

Сетевое оборудование Wi-Fi и Bluetooth 2

Показывать: Различающиеся характеристики Все характеристики Удалить список



Проектор LG HU80KSW



Проектор LG HF85LSR



Проектор Epson EH-TW7100

4.7 3 отзыва

4.4 2 отзыва

Отзывов нет

от 175 990 ₽  
12 предложений

от 118 465 ₽  
30 предложений

от 152 100 ₽  
20 предложений

## Основные характеристики

ТЕХНОЛОГИЯ ?

DLP

DLP

LCD

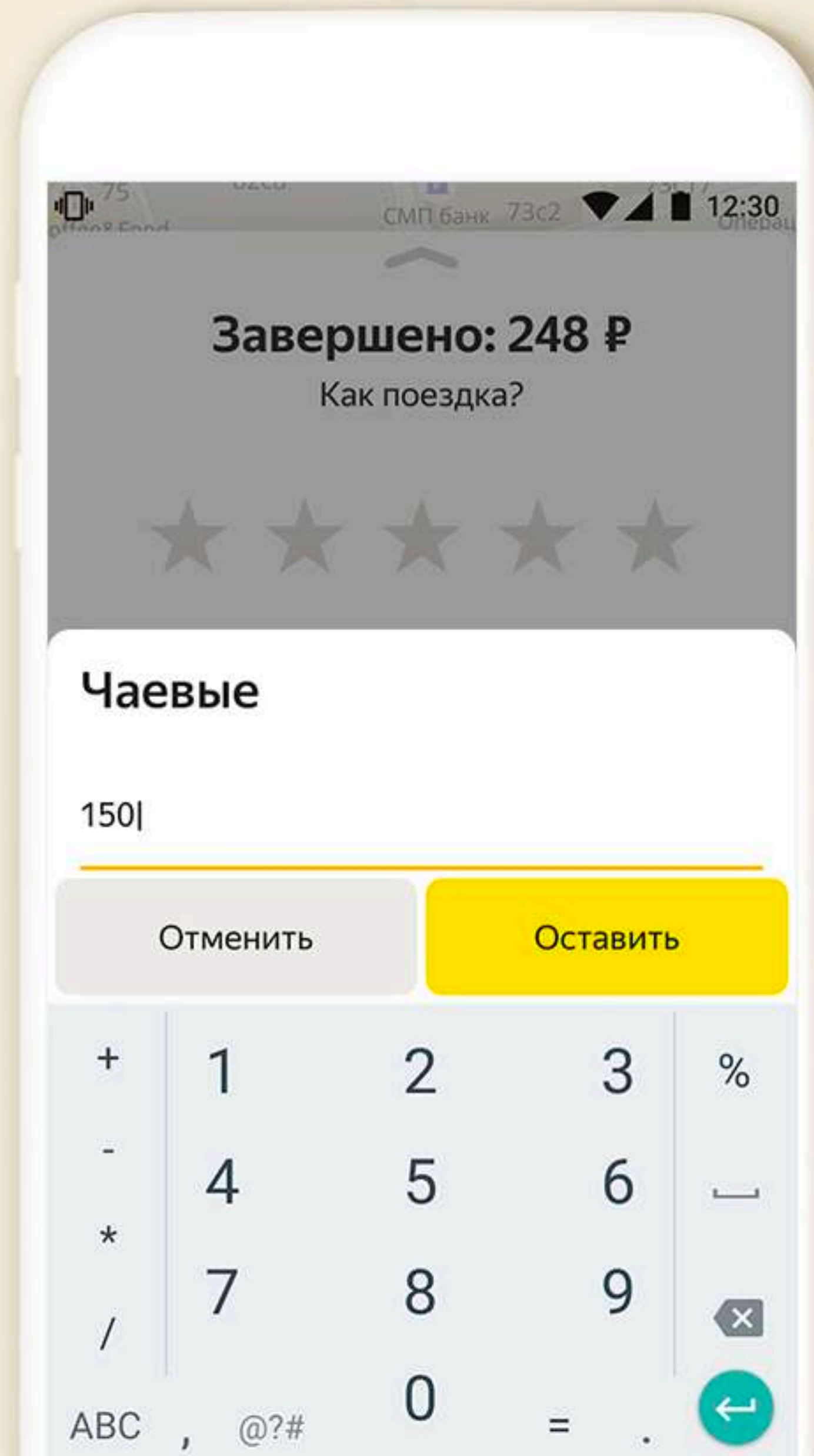
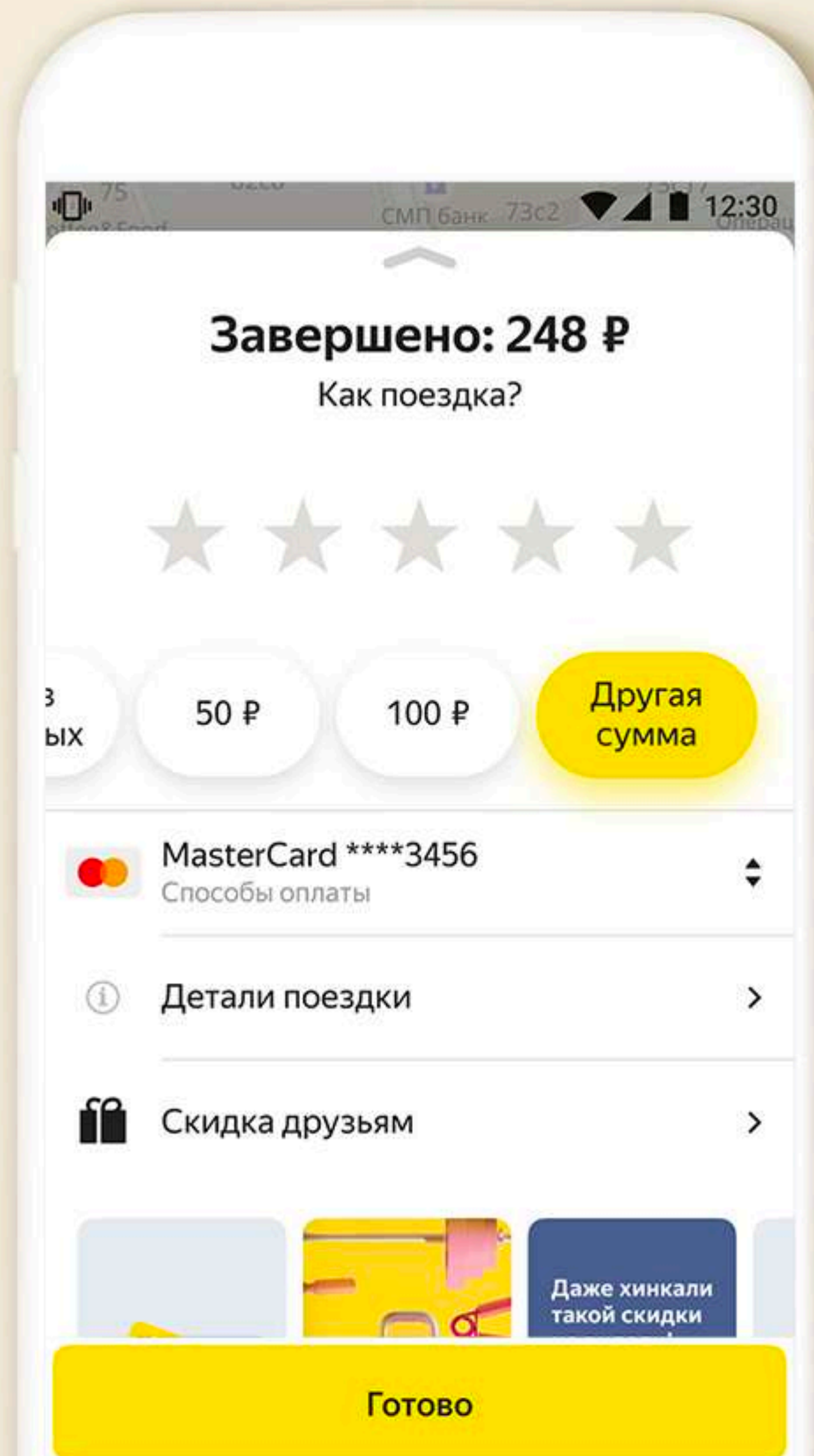
РАЗРЕШЕНИЕ ПРОЕКТОРА ?

3840x2160

1920x1080 (Full HD)

3840x2160





# Долговременная память



Повторения

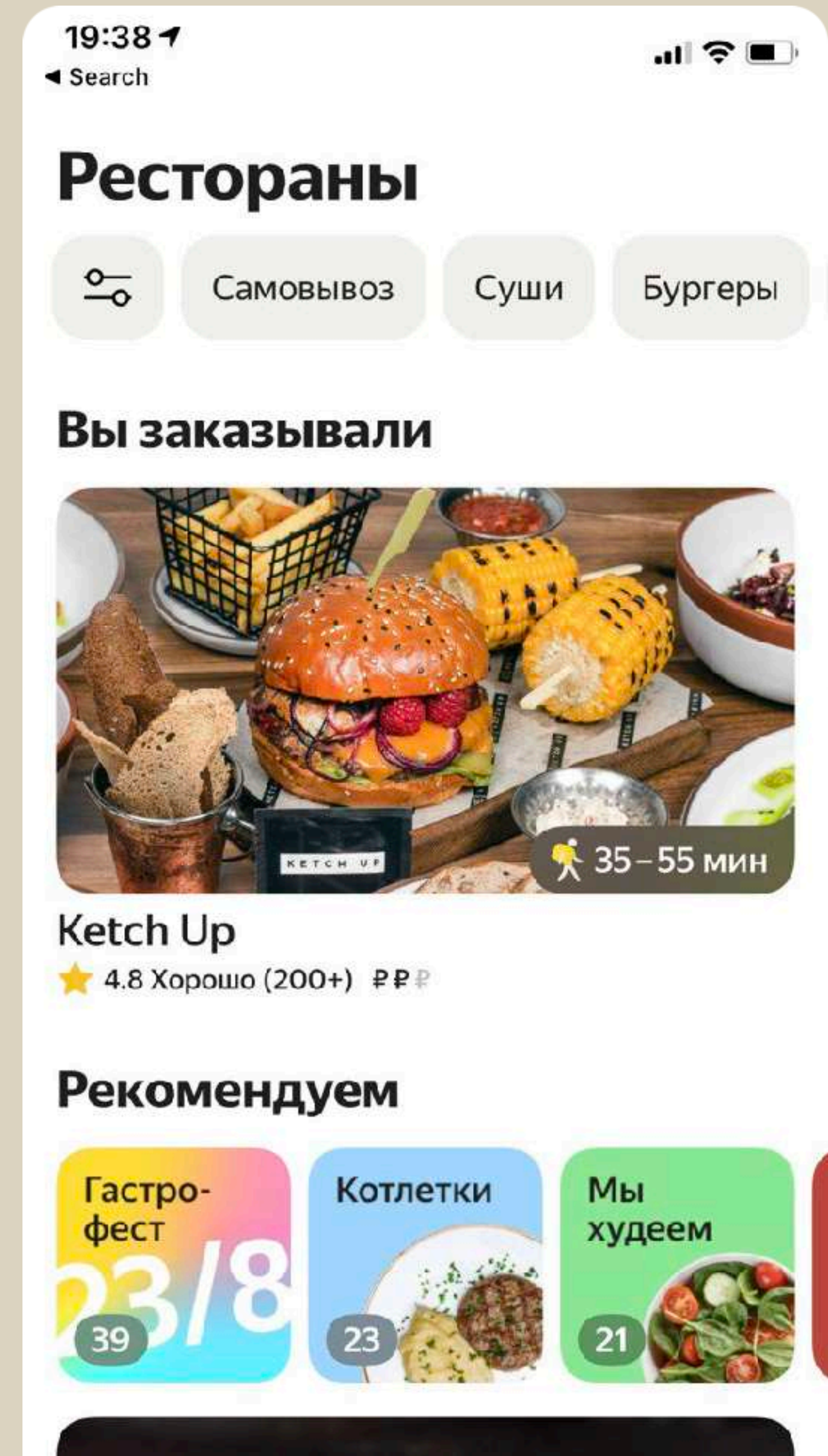


Ассоциации

# Долговременная память

## РЕКОМЕНДАЦИИ

1. Используйте метафоры
2. Опирайтесь на стандарты
3. Не заставляйте пользователя запоминать информацию





7

этапов  
совершеня  
действия





# Разрыв выполнения

Указатель



Аффорданс





# Разрыв оценки



Указатель

Фидбек

Аффорданс

10

ЭВРИСТИК  
ЮЗАБИЛИТИ  
ЯКОБА НИЛЬСЕНА



## Эвристики Нильсена

# 1. Видимость статуса системы

Пользователи всегда должны знать, что на данный момент происходит с системой. Для этого необходима полноценная и быстрая обратная связь.



Метка «Вы находитесь здесь»  
на карте торгового центра

# Front-end Developer

 English

89% Profile completeness

+7% Add references 

## Personal Details

Wanted Job Title 

Front-end Developer



 Edit photo

 Delete

First Name

Tikhon

Last Name

Belousko

Email

mail@example.com

Phone

000

[Edit additional details](#) 

## Professional Summary

Include 2-3 clear sentences about your overall experience

**B** *I* U  |   | 

[Add pre-written phrases](#) 

Dedicated Customer Service Representative dedicated to providing quality care for ultimate customer satisfaction. Dedicated to identifying customer needs and delivering effective solutions to all problems.

 Saving...

< 1 / 2 >



**Tikhon Belousko**

FRONT-END DEVELOPER

 mail@example.com

 Hartford, United States

### Profile

Dedicated Customer Service Representative dedicated to providing quality care for ultimate customer satisfaction. Dedicated to identifying customer needs and delivering effective solutions to all problems.

### Employment History

#### Junior Civil Engineer, Racon & Lewis Ltd, Danbury

August 2009 — August 2012

- Assisted senior engineers with any and all tasks related to ensuring project success.
- Inspected all materials to ensure project specifications and quantities properly met.
- Thoroughly inspected all major structures and supervised any revisions made.
- Monitored construction and inspected installation of major systems.
- Assisted with and independently produced many Engineer reports.

#### Civil Engineer, Hexagon Corporation, Hartford

September 2014 — September 2019

- Planned and directed the execution of various projects, keeping economical, administrative, and physical requirements in mind.
- Trained incoming engineers to meet standards and protocol expectations.
- Wrote daily reports for accountability and quality assurance.
- Advised project managers on financial decisions regarding product costs.

#### Civil Engineer, Racon & Lewis Ltd, Danbury

August 2012 — August 2014

- Planned and directed the execution of various projects, keeping economical, administrative, and physical requirements in mind.
- Trained incoming engineers to meet standards and protocol expectations.
- Wrote daily reports for accountability and quality assurance.
- Advised project managers on financial decisions regarding product costs.

#### Civil Engineer, Hexagon Corporation, West Hartford

February 2021 — February 2021


- Hello
- This is new list

### Education

#### Master of Civil Engineering, Souther Federal, New York

January 2009 — January 2011

- Graduated with a 3.9 GPA.

 Select template

Download PDF



Эвристики Нильсена

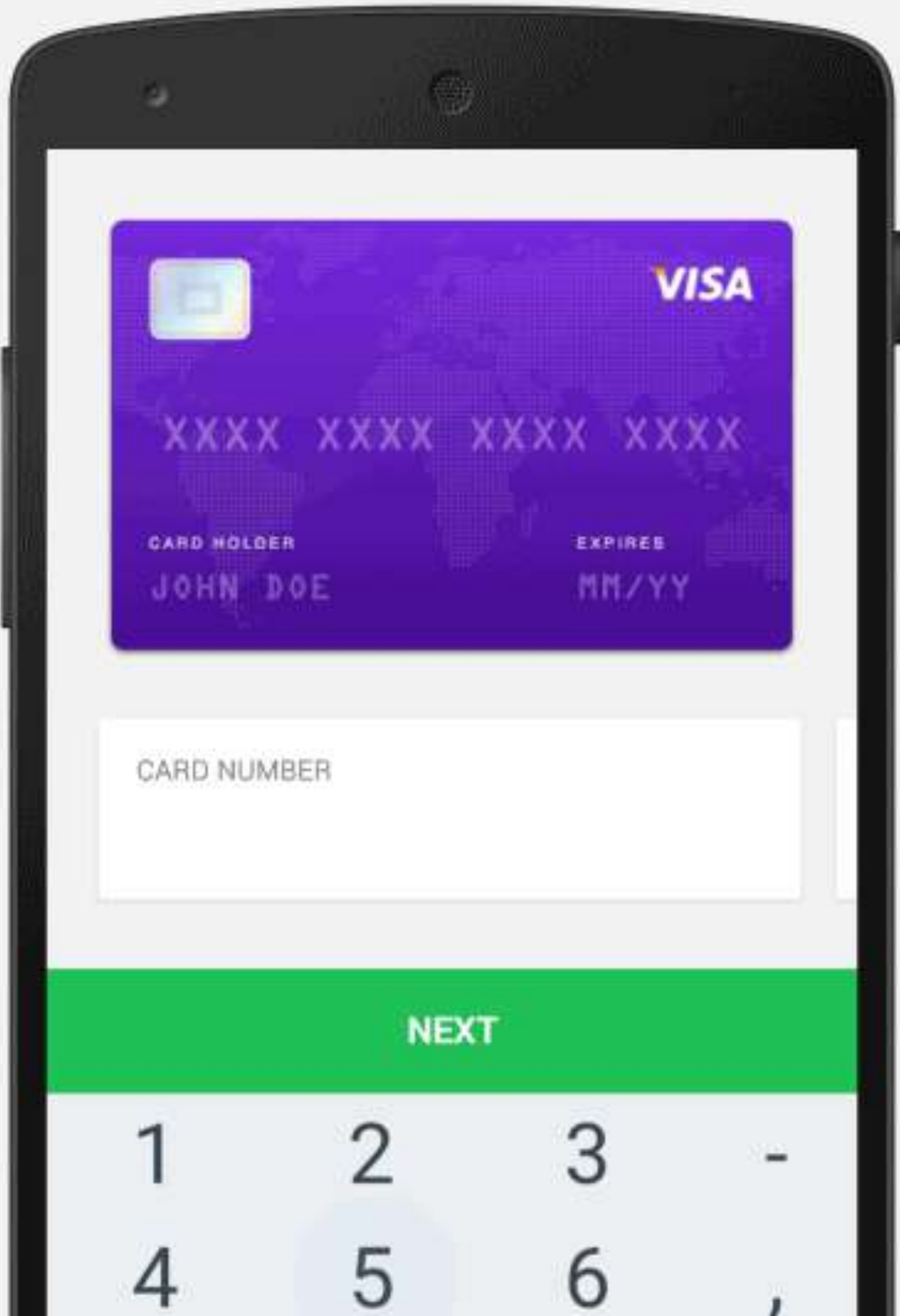
## 2. Схожесть системы с реальным миром

Система должна говорить на языке пользователя, понятными словами и формулировками, а не сложными терминами



Крутки соответствуют расположению конфорок на плите





CARD NUMBER

NEXT

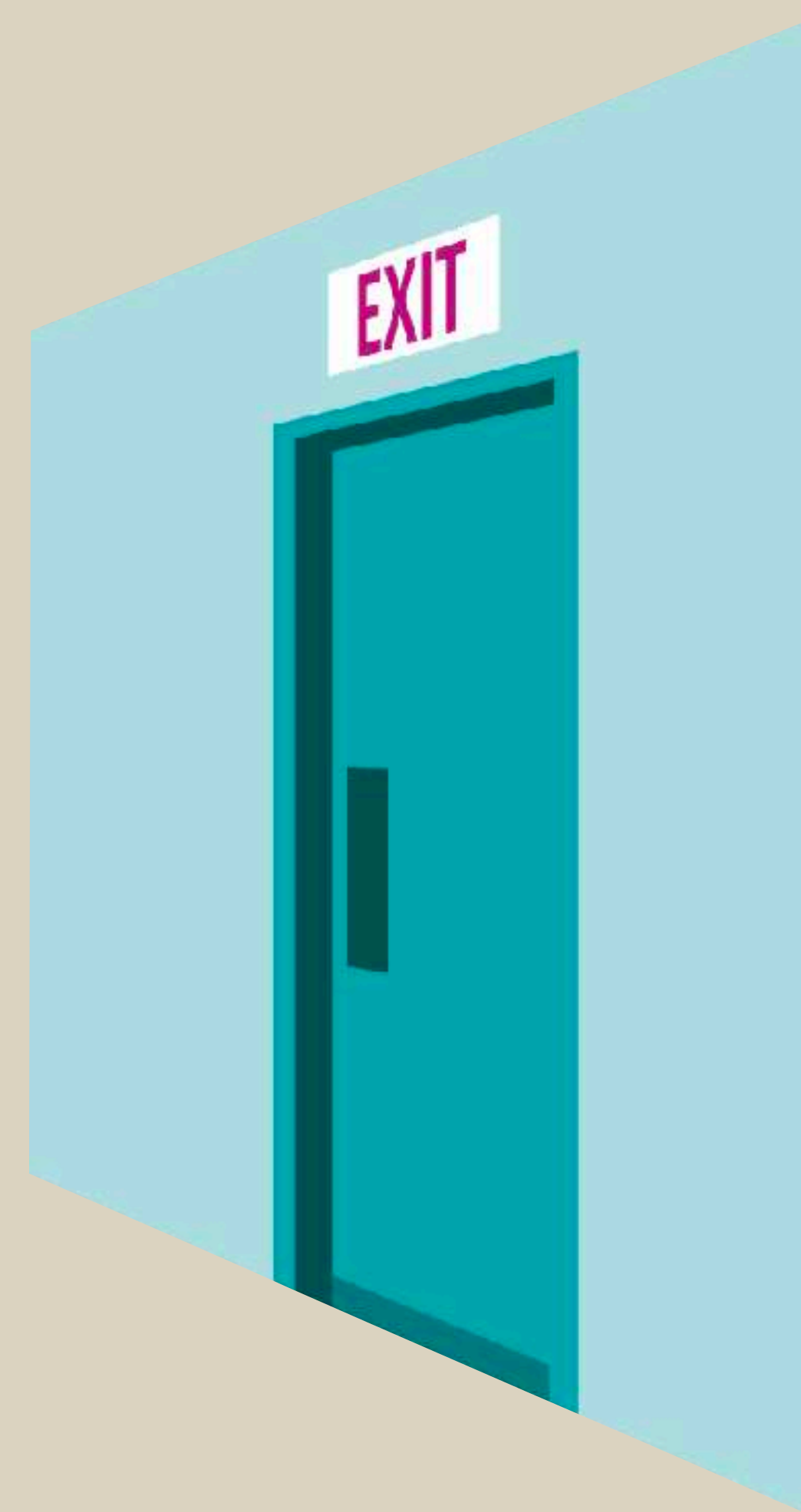
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Эвристики Нильсена

## 3. Свобода действий и контроль

Пользователи часто выбирают некоторые функции системы по ошибке, и им необходима кнопка «аварийного выхода», чтобы вернуть прежнее состояние системы



В цифровом пространстве нужна возможность «аварийного выхода», как и в реальном мире

- INBOX
  - tikhon@resume.io
  - tikhon.belousko... 1
- Folders
  - Snoozed
  - Sent
    - tikhon@resume.io
    - tikhon.belousko@...
  - Drafts
  - Pins
  - Archive
    - tikhon@resume.io
    - tikhon.belousko@...
  - More
  - Favorites
    - Билеты и отели
    - Онсайт Бреда 2020
  - Recents
    - Платежи
  - Spam

Search

Smart Classic



You've achieved  
[Tweet](#)

Пар больше не будет!

To: [students@example.com](mailto:students@example.com), Cc: Bcc:

From: [Tikhon Belousko \(tikhon.belousko@gmail.com\)](mailto:tikhon.belousko@gmail.com)

Subject: Пар больше не будет!

**B** *I* U ~~S~~ San Francisco - 14 - **A** -

Всем автоматы и 100 баллов!

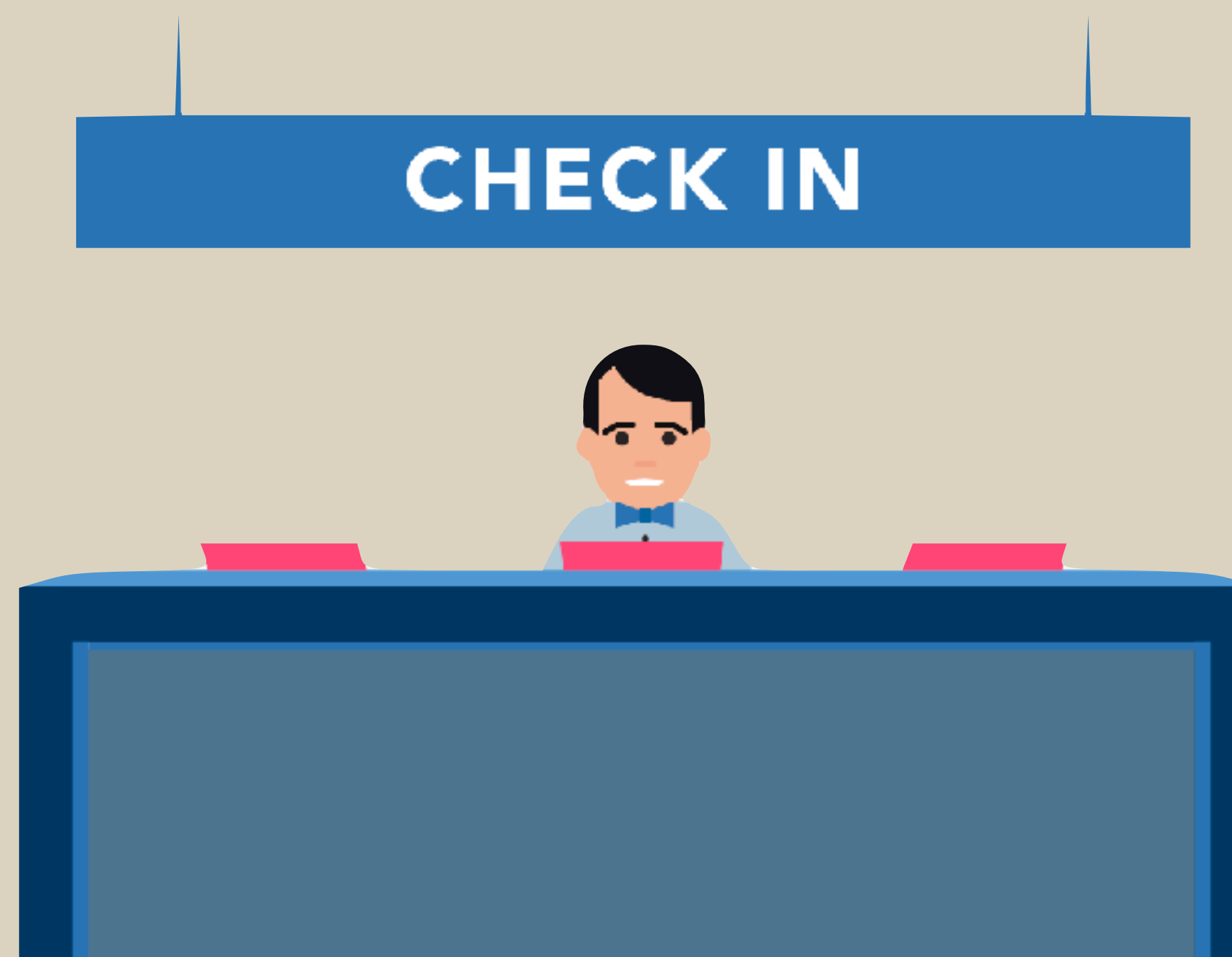
No signature

**Send**

## Эвристики Нильсена

# 4. Единообразие и стандарты

Пользователя не должны вводить в заблуждение разные слова, ситуации или действия, которые означают одно и то же. Придерживайтесь общепринятых для платформы правил.



Ресепшен в отелях всегда расположен сразу напротив выхода. Такая предсказуемость позволяет соответствовать ожиданиям клиентов



Presentation1

Home Insert Draw Design Transitions Animations Slide Show Review View

Search in Presentation

Share

Paste Cut Copy Format New Slide Layout Reset Section

B I U abc X<sup>2</sup> X<sub>2</sub> A<sup>v</sup> A<sup>a</sup> A

Convert to SmartArt Picture Shapes Text Box Arrange Quick Styles Shape Fill Shape Outline

Document1

Home Insert Draw Design Layout References Mailings Review View

Search in Document

Share

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Styles Pane

Book1

Home Insert Draw Page Layout Formulas Data Review View

Search Sheet

Share

Paste Calibri (Body) 12 A A A

B I U A A A

Wrap Text Merge & Centre

General

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Auto-sum Fill Clear

Sort & Filter Find & Select

A1 fx

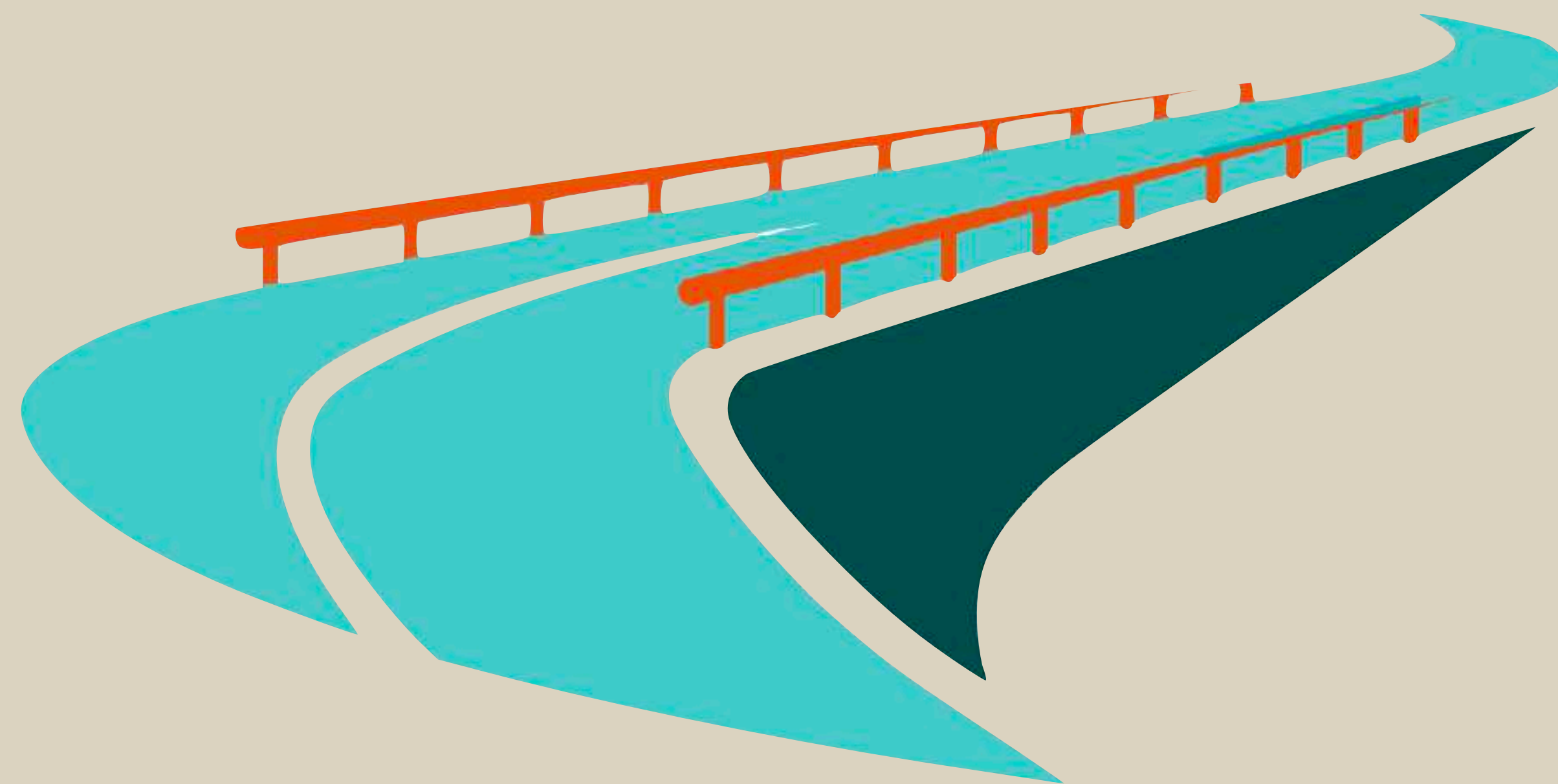
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Эвристики Нильсена

## 5. Предотвращение ошибок

Продуманный дизайн, который предотвратит проблему, лучше хороших сообщений об ошибках



Отбойники на извилистых горных дорогах предотвращают съезд автомобиля в обрыв

## Supply contact information

It's important to let employers know how to contact you. Enter your email address below.

Email

Back

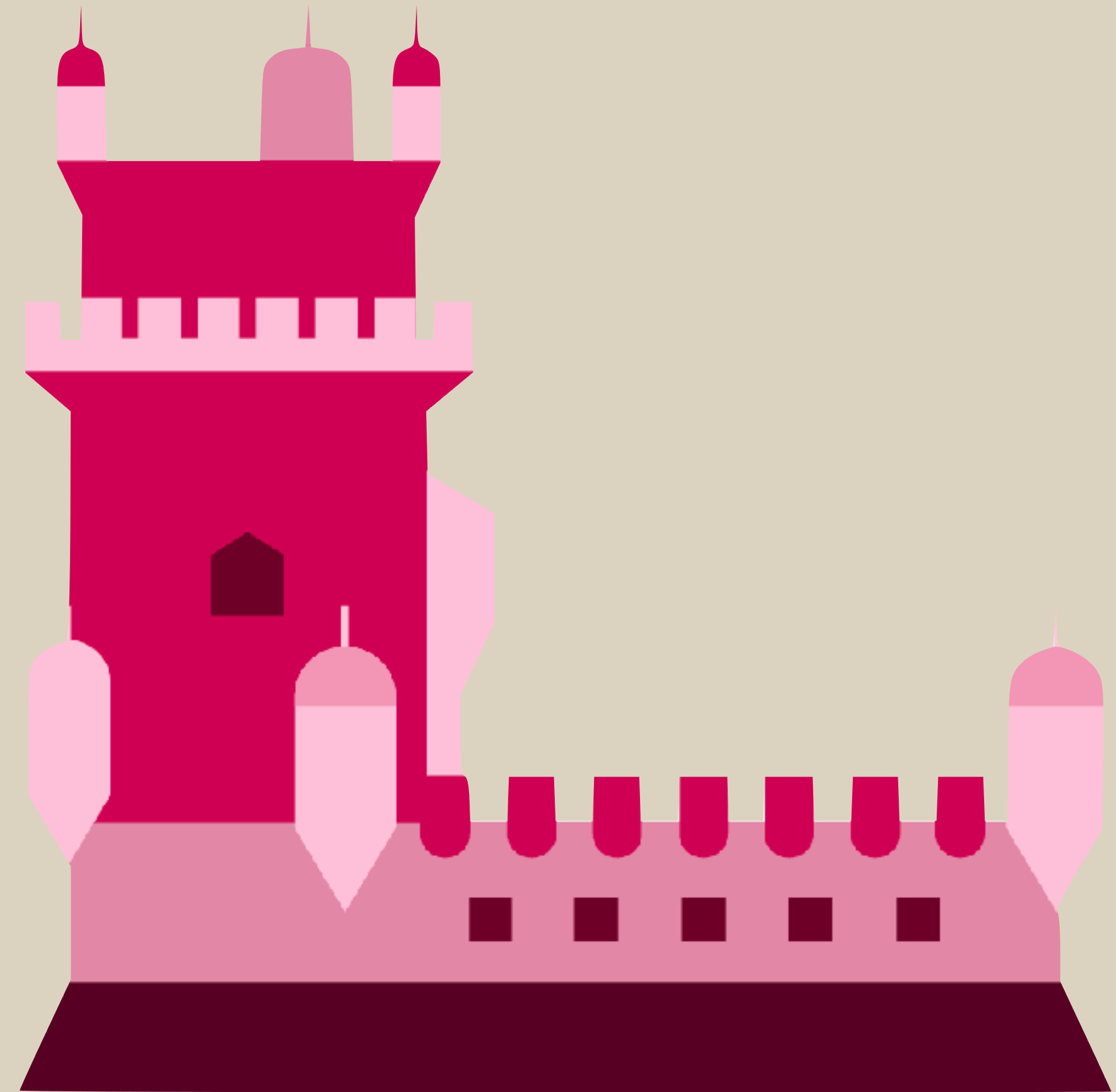
Continue



## Эвристики Нильсена

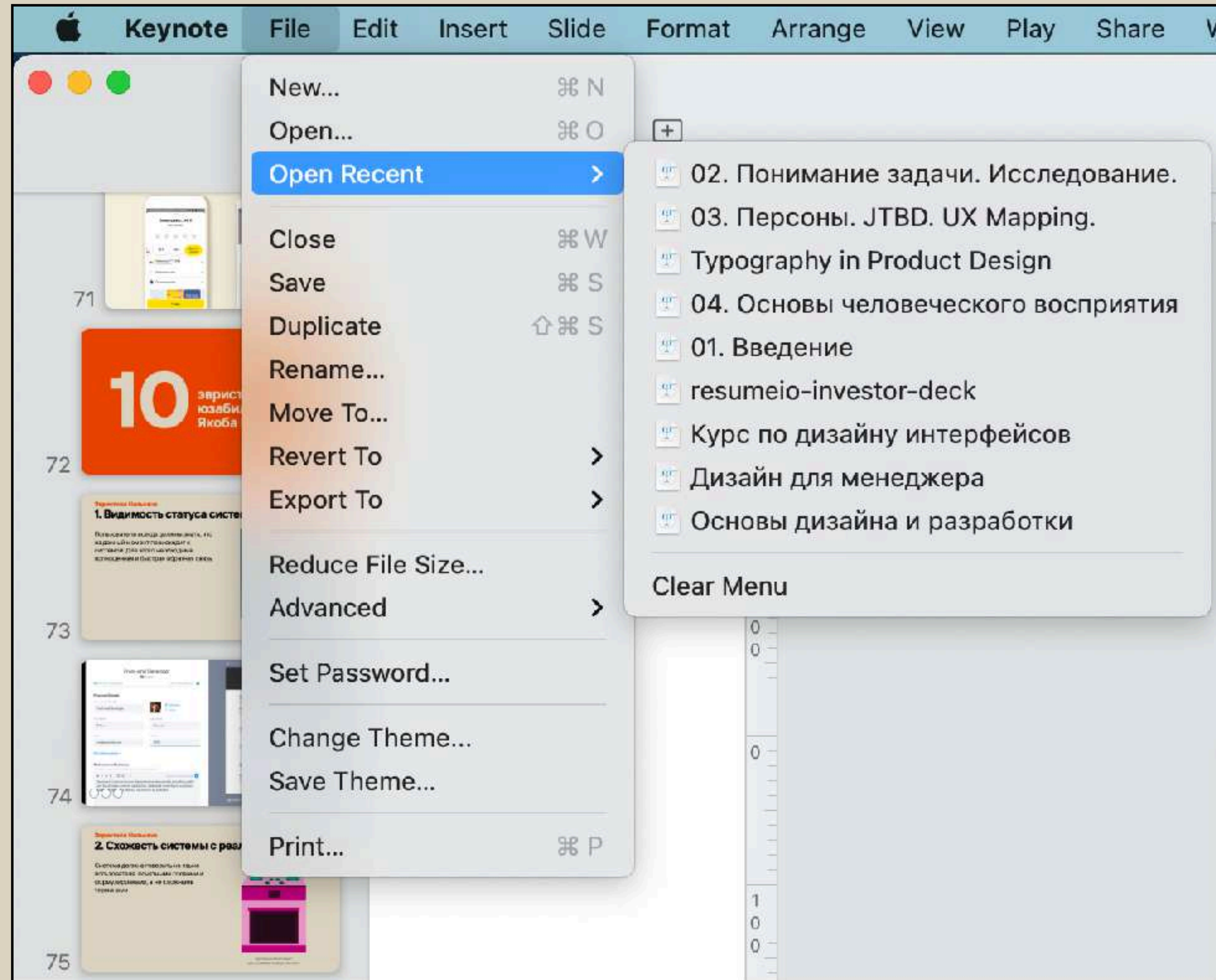
# 6. На виду, а не в памяти

Перемещаясь по системе, пользователь не должен запоминать информацию — все инструкции к системе должны быть видны или легко извлекаться при необходимости



Большинству людей легче узнавать столицы стран, чем запоминать их. Люди с большей вероятностью ответят на вопрос, является ли Лиссабон столицей Португалии? а не Какая столица Португалии?

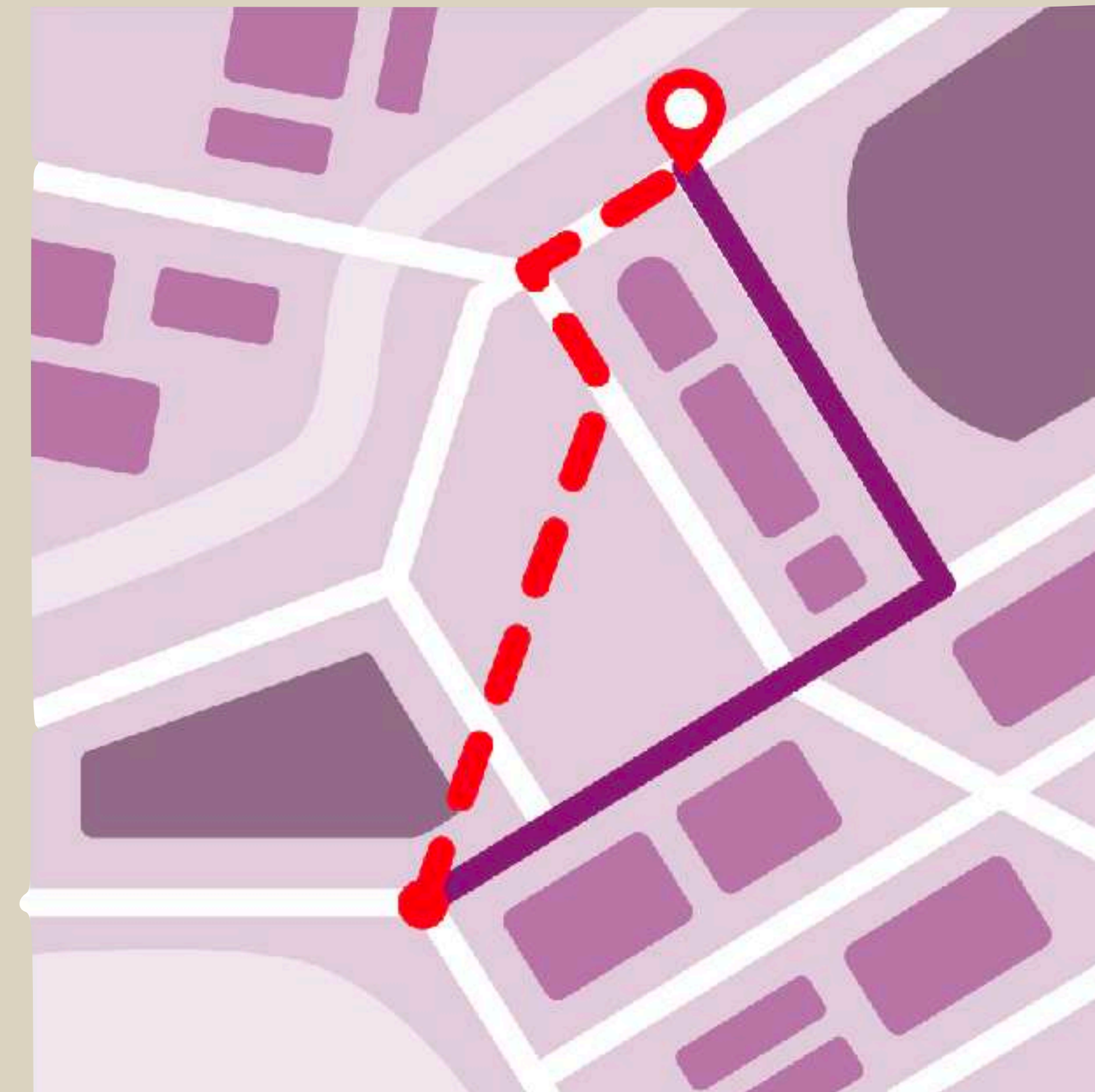




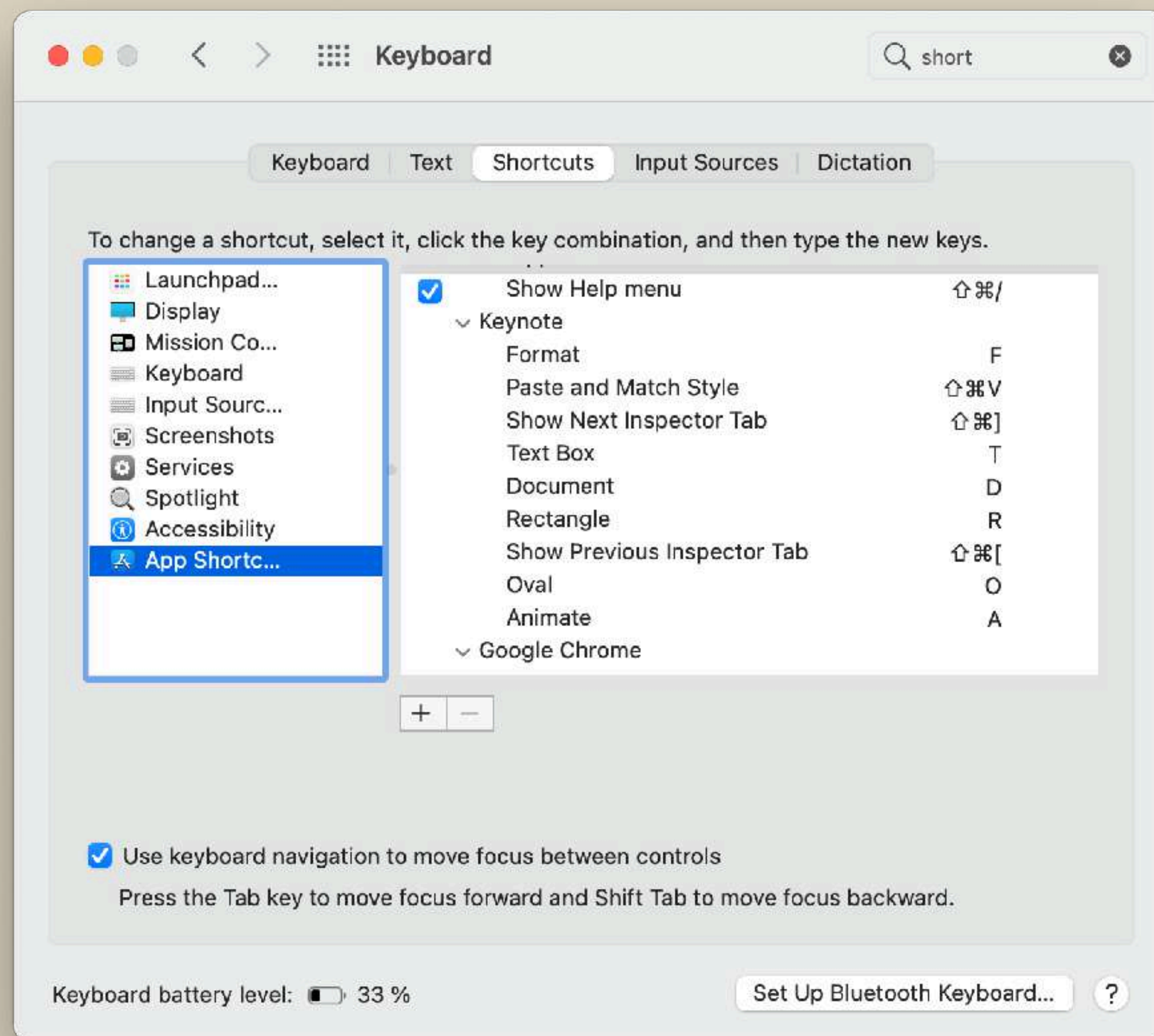


# 7. Гибкость и эффективность

Функции, ускоряющие взаимодействие, скрытые от новичков, могут помочь опытному пользователю. Так система будет удобной для пользователей любого уровня. Позвольте пользователям подстраивать систему под себя



Обычные маршруты изображены на карте, однако местные жители, которые хорошо знают местность, могут сократить путь



Мои шорткары для Keynote

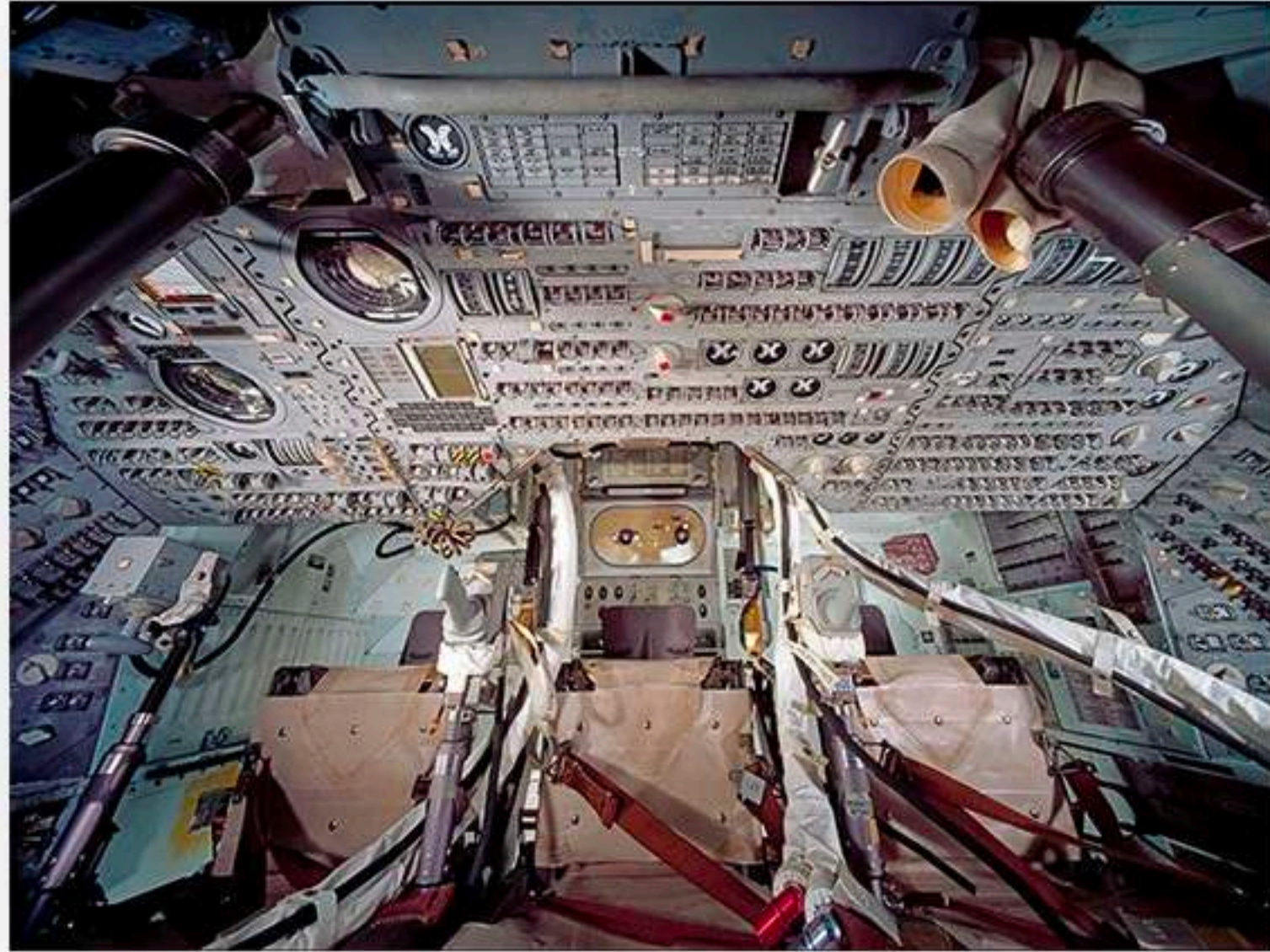
# 8. Эстетичный и минималистичный дизайн

Не перегружайте экран лишней информацией. На виду должны быть только нужные и полезные элементы, которые помогают пользователю в решении его задач.



У богато украшенного чайника могут быть чрезмерные декоративные элементы, которые помешают удобству использования, например неудобная ручка или трудно моющаяся насадка





Apollo Command Module, 1968-1973



Space Shuttle Discovery, 2011



SpaceX's Crew Dragon, 2020



## 9. Понимание проблем и их решение

Если пользователь что-то сделал не так — сообщите об ошибке и покажите, как ее исправить.



Знаки неправильного пути на дороге напоминают водителям о том, что они движутся в неправильном направлении, и просят их остановиться




Ошибка #0




Магазин

**Syntax Error in template  
"8f740fdc9ffc53ede6b7070eed7440f7b55d0b7b&c  
on line 1 "{foreach}" missing  
"from" attribute**

Please contact app developer.



 Sorry, we couldn't find an account with that username. Can we help you recover your [username](#)?


Username [I forgot](#)


Password [I forgot](#)

 Show

Stay logged in

[Create an account](#) · [Trouble logging in?](#)



 Sorry, that password isn't right. We can help you [recover your password](#).

Username [I forgot](#)

Password [I forgot](#)

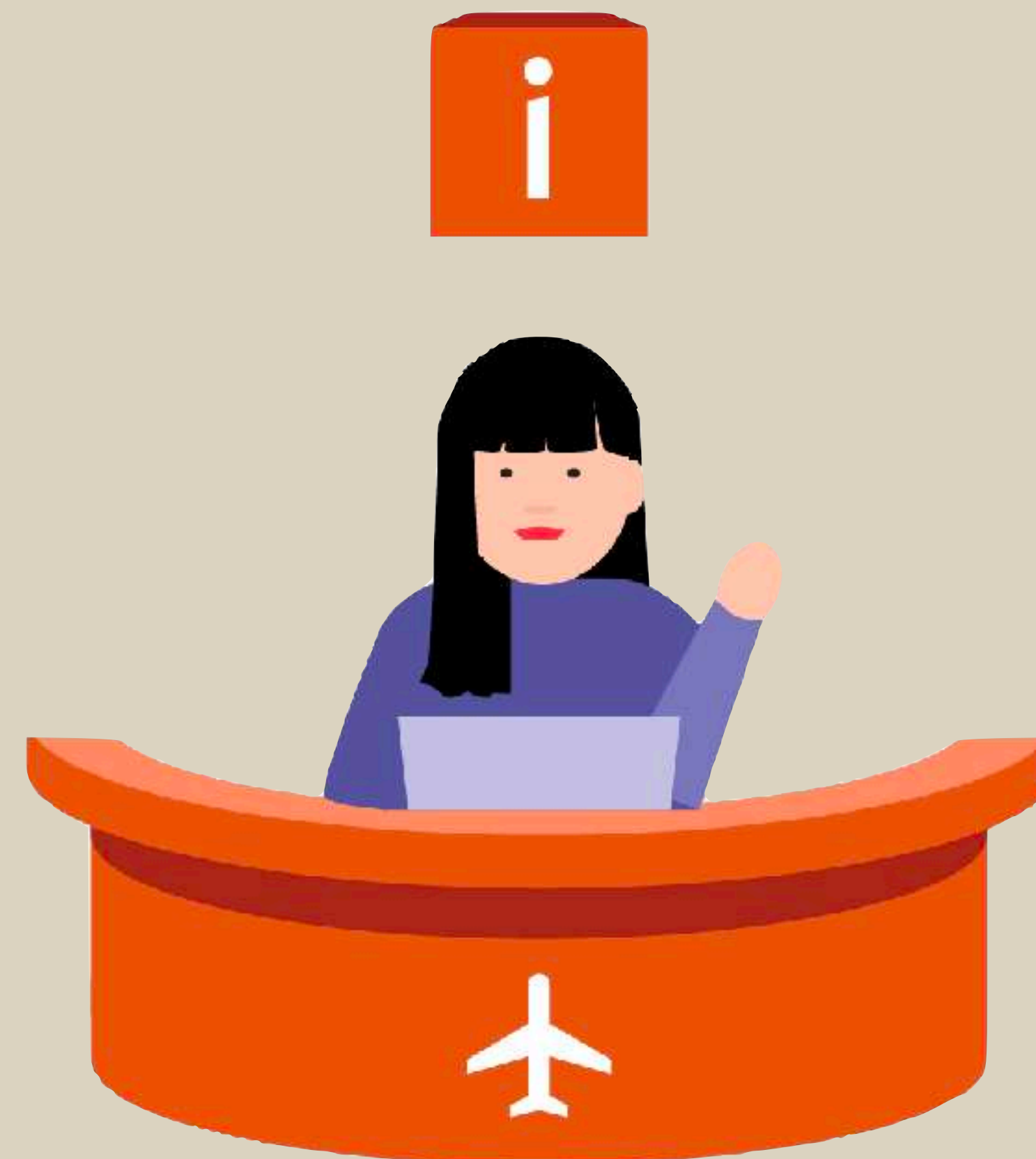
 Show

stay logged in

[Create an account](#) · [Trouble logging in?](#)

# 10. Справочные материалы и документация

Лучше всего, если система не нуждается в дополнительных пояснениях. Однако дополнительная инструкция поможет пользователям понять, как выполнять свои задачи



Информационные киоски в аэропортах легко узнаваемы и мгновенно решают проблемы клиентов.



## Contents

- The Interface
- Layer Basics
- Shapes
- Vector Editing
- Text
- Images**
  - Inserting Images
  - Replacing Images
  - Reducing Image Size
  - Editing Bitmap Images

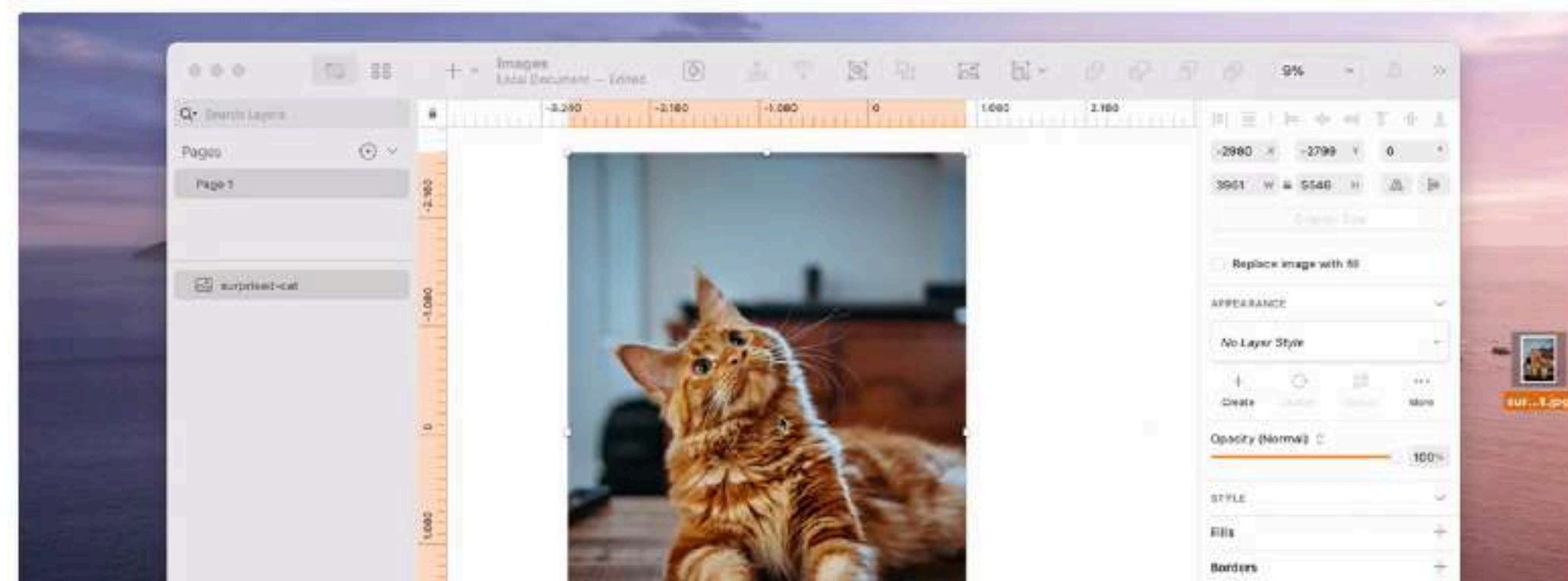
- Data
- Styling
- Symbols
- Libraries
- Prototyping
- Cloud
- Exporting
- Preferences
- Plugins

# Images

As well as adding **image fills** and images from **data sources** to existing layers, you can also add regular bitmap images into your Sketch documents.

## Inserting Images

To insert an image into your document, drag it straight from the Finder or Desktop, or choose **Insert > Image...**



8

принципов  
информационной  
архитектуры  
Дэна Брауна





# 1. Принцип объектов

ПРИНЦИПЫ ДЭНА БРАУНА



# 1. Принцип объектов

Контент — это развивающаяся сущность, которая имеет собственный жизненный цикл, атрибуты и поведение.

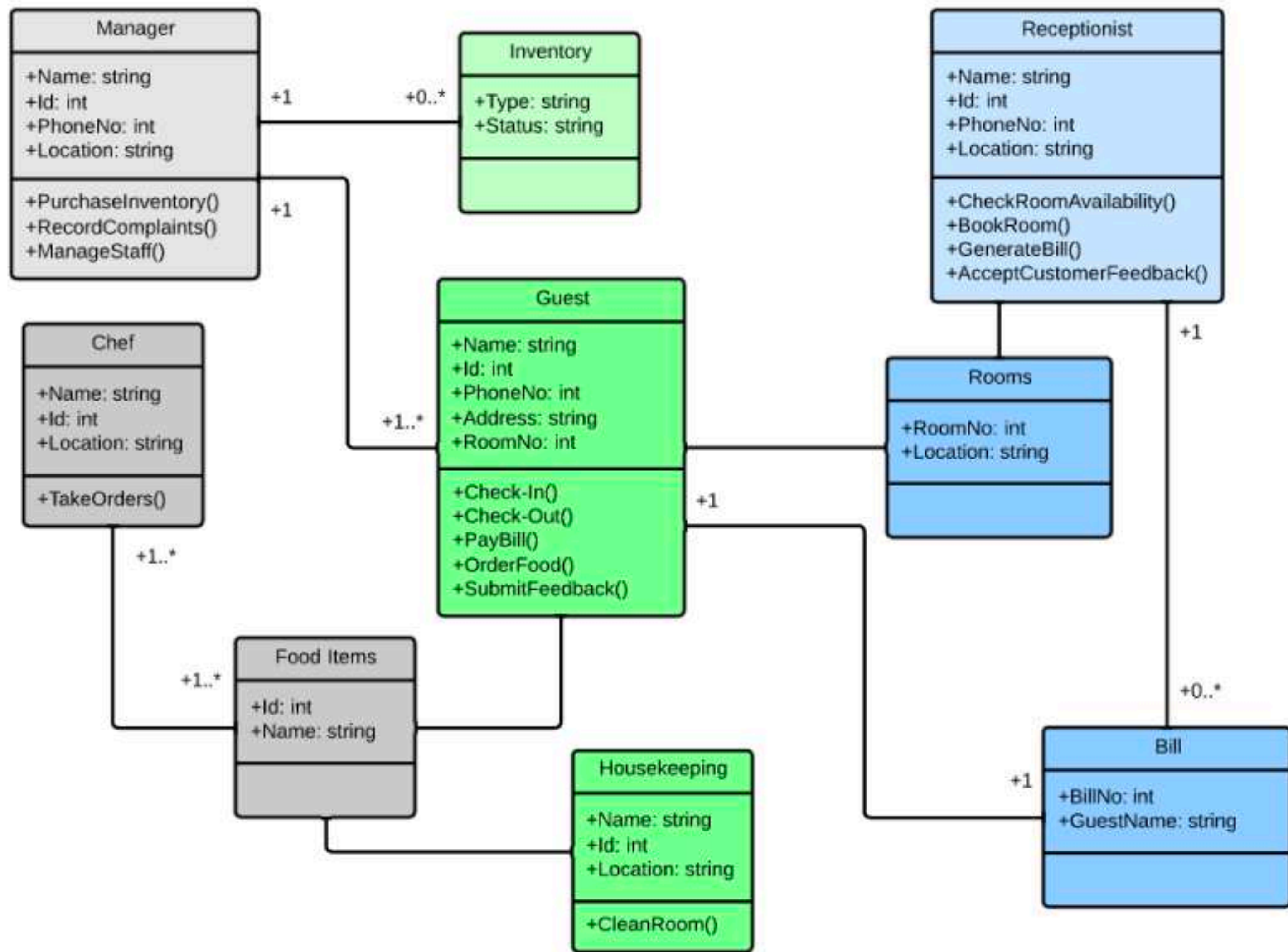


Диаграмма классов управления отелем





## Nutrition Facts

About 13 servings per container  
Serving size 1/4 cup (53g)

Amount per serving  
**Calories 180**

	% Daily Value*
<b>Total Fat</b> 0.5g	1%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 5mg	0%
<b>Total Carbohydrate</b> 31g	11%
Dietary Fiber 12g	43%
Total Sugars 1g	
Includes 0g Added Sugars	0%
<b>Protein</b> 12g	
Vitamin D 0mcg	0%
Calcium 42mg	4%
Iron 3mg	15%
Potassium 906mg	20%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.





Каталог

M. 30

Тихон

Сравнение

Избранное

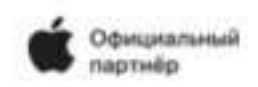
Корзина

Главная — Наушники — Наушники — Наушники True Wireless — Apple

- 50% на «Яндекс.Плюс»

## Наушники Apple AirPods Pro with Wireless Case (MWP22RU/A)

★★★★★ 229 отзывов Поделиться



Код товара 5013 1384



### Характеристики

Тип подключения	беспроводной Bluetooth
Система активного подавления шума	Да
Работа от аккумулятора	до 4 ч 30 мин
Использование в качестве гарнитуры	Да
Беспроводная зарядка	Да

[Смотреть все характеристики](#)

Финальная цена

**19 990 ₽**  
+ 600 Бонусных рублей

Нашли дешевле?

Добавить в корзину

В избранное В сравнение

Рассрочка и кредит

Кредит от 982 ₽/мес

Способы получения заказа

Самовывоз из 118 магазинов

M.Видео сегодня или из 121 - позже

Забрать из Почты России или

Патерики, с 06.03



Каталог

Найти ssd

30

Тихон

Сравнение

Избранное


Корзина

Назад к истории заказов

## Заказ 93432688

Сделан 19 декабря 2018

Заказ выполнен [Показать подробный статус](#)

 **Фен Dyson Supersonic HD01 Black** 1 шт. **29 990**  
Гарантия производителя - 2 года  
Товар обмену и возврату не подлежит  
[Написать отзыв](#)

Товары (1)	29 990
Доставка, Р	0
<b>Сумма заказа, Р</b>	<b>29 990</b>

[Распечатать](#)

**Контактная информация**

**Покупатель** Белоусько Тихон  
+7 905 \*\*\*\*682

**Получатель** Белоусько Тихон  
+7 905 \*\*\*\*682

**Дата готовности заказа**

Доступно в магазине 19.12.2018

**Информация о доставке** **0**

Самовывоз из магазина **Бесплатно**

Аксай, Аксайский пр-т, д. 23, ТЦ «МЕГА Ростов-на-Дону»  
На маршрутках № 85А, 91, 115, 163, на автобусе №150 до ост. «МЕГА»

10:00-22:00





## 2. Принцип выбора

ПРИНЦИПЫ ДЭНА БРАУНА



## 2. Принцип выбора

Большее количество вариантов увеличивает когнитивную нагрузку и затрудняет принятие решений. Показывайте набор вариантов, значимых для пользователей в конкретный момент.

# Only 2% of resumes make it past the first round. Be in the top 2%

Use professional field-tested resume templates that follow the exact 'resume rules' employers look for. Easy to use and done within minutes - try now for free!

Create My Resume

32,599 resumes created today



**Sophie Walton**  
CUSTOMER SERVICE REPRESENTATIVE

### Profile

Dedicated Customer Service Representative dedicated to providing quality care for ultimate customer satisfaction. Proven ability to establish and maintain excellent communication and relationships with clients. Adept in general accounting and finance transactions. Dedicated to identifying customer needs and delivering effective solutions to all problems. Excellent time management skills combined with a superior knowledge of the customer service industry. Bilingual, hardworking, and ready to join your next team.



### Resume Templates [View all](#)

- Simple** >  
Clean, timeless templates with a classic balanced structure. A perfect basic canvas
- Professional** >  
Job-winning templates to showcase professionalism, dependability and expertise
- Modern** >  
A current and stylish feel for forward-thinking candidates in innovative fields
- Creative** >  
A bold, original feel perfect for artistic fields and contemporary companies

### Resume Examples

- Accounting & Finance 12
- Administrative 9
- Beauty & Wellness 7
- Business & Management 13
- Construction 4

[All Examples >](#)



### Resume Builder

Build powerful resumes in only 5 minutes with our easy to use Resume Builder and get hired faster.

[Get Started Now >](#)

32,599 resumes created today



**Sophie Walton**

CUSTOMER SERVICE REPRESENTATIVE

### Profile

Dedicated Customer Service Representative dedicated to providing quality care for ultimate customer satisfaction. Proven ability to establish and maintain excellent communication and relationships with clients. Adept in general accounting and finance transactions. Dedicated to identifying customer needs and delivering effective solutions to all problems. Excellent time management skills combined with a superior knowledge of the customer service industry. Bilingual, hardworking, and ready to join your next team.





### 3. Принцип раскрытия

ПРИНЦИПЫ ДЭНА БРАУНА

# 3. Принцип раскрытия

Информацию нужно подавать постепенно,  
а не пытаться вывалить все и сразу.



[Back to categories](#) ↑



### Build your resume in 15 minutes

Use professional field-tested resume templates that follow the exact 'resume rules' employers look for.

[Create My Resume](#) >

## Government

[Show all](#)

Our tailor-made samples for Government jobs has all of the tools you need to easily craft a government resume. Our samples have been field-tested and are expertly designed to set you up for success.

- Postal Service Worker >
- Correctional Officer >
- Federal >

## Marketing

[Show all](#)

Get noticed and get hired by using our quick and easy-to-use resume examples. In a field as competitive as Marketing, let us help you to best market yourself by creating the perfect CV!

- Content Acquisitions Director >
- Magazine Editor >
- Marketing Manager >
- Creative Director >
- Event Planner >
- Art Director >
- Content Writer >
- Marketing Associate >
- Digital Marketing Manager >
- Advertising Director >
- Marketing Consultant >
- Social Media Manager >
- Blog Writer >
- Content Marketing Associate >

## Education

[Show all](#)





# Government Resume Examples

Government jobs are quite competitive, so having the perfect resume is crucial to the application process. Luckily our 250+ resume examples and guides have all of the tools and tips you need to succeed. Say goodbye to writer's block, because now you can view professional resume examples that will serve as a useful guide during the writing process.

Examples > Government

## Postal Service Worker

★★★★☆

**Jan Hayden, Postal Service Worker**  
10000 Lakeside Blvd, New York, NY 10001 | 212-555-1234 | jan.hayden@usps.gov

**PROFILE**  
Experienced and professional Postal Service Worker with 10 years of experience in a fast-paced, customer-focused environment. Skilled in mail sorting, delivery, and customer service. Committed to providing exceptional service and ensuring timely mail delivery.

**EMPLOYMENT HISTORY**

- Post Office Clerk, United States Post Office** (New York) | Aug 2015 - Sep 2020  
• Assisted customers with mail sorting and delivery services.  
• Maintained accurate records of mail delivery and customer interactions.  
• Provided excellent customer service and resolved issues efficiently.
- Post Office Clerk, United States Post Office** (New York) | Aug 2012 - Jul 2015  
• Sorted and delivered mail to various residential and commercial addresses.  
• Provided exceptional customer service and maintained high standards of accuracy.
- Front Desk Specialist, New York Public Library** (New York) | Dec 2010 - Jul 2012  
• Provided excellent customer service and assisted patrons with library inquiries.  
• Maintained accurate records of library usage and book returns.

**EDUCATION**

- B.A. in Communications, State University** (New York) | Aug 2008 - May 2011
- High School Diploma, Midtown High School** (New York) | Dec 2004 - Jun 2008

**SKILLS**

- Customer Service
- Mail Sorting and Delivery
- Customer Interaction
- Problem Solving
- Teamwork

## Correctional Officer

★★★★★

**ADAM POWELL**  
Correctional Officer  
10000 Lakeside Blvd, New York, NY 10001 | 212-555-1234 | adam.powell@corrections.gov

**PROFILE**  
Dedicated Correctional Officer with 5 years of experience working with inmates in a secure and controlled environment. Skilled in inmate supervision, program management, and conflict resolution. Committed to maintaining a safe and secure facility while providing rehabilitation services.

**EMPLOYMENT HISTORY**

- Correctional Officer, M.C. Correctional Institute** (New York) | Jun 2018 - Jul 2020  
• Supervised inmate behavior and maintained facility security.  
• Provided inmate supervision and program management.  
• Maintained accurate records of inmate activities and program participation.
- Correctional Officer, Middle Valley Prison** (New York) | Aug 2015 - May 2018  
• Supervised inmate behavior and maintained facility security.  
• Provided inmate supervision and program management.  
• Maintained accurate records of inmate activities and program participation.

**EDUCATION**

- University Community College** (New York) | Aug 2010 - May 2013
- New York High School** (New York) | Sep 2005 - Jun 2009



## Federal

★★★★☆

**DAVE SALIUS**  
Federal Worker  
10000 Lakeside Blvd, New York, NY 10001 | 212-555-1234 | dave.salius@eop.gov

**PROFILE**  
Experienced and dedicated Federal Government worker with 10 years of experience in a fast-paced, customer-focused environment. Skilled in program management, conflict resolution, and customer service. Committed to providing exceptional service and ensuring timely program delivery.

**EMPLOYMENT HISTORY**

- Senior Program Manager, Federal Government** (Washington D.C.) | Aug 2015 - Sep 2020  
• Managed and coordinated the implementation of various federal programs.  
• Provided excellent customer service and resolved issues efficiently.
- Program Manager, Federal Government** (Washington D.C.) | Aug 2010 - Jul 2015  
• Managed and coordinated the implementation of various federal programs.  
• Provided excellent customer service and resolved issues efficiently.

**EDUCATION**

- Master of Business Administration, Georgetown University** (Washington D.C.) | Aug 2008 - May 2010
- Bachelor of Science in Business Administration, State University** (New York) | Aug 2004 - May 2008

**SKILLS**

- Program Management
- Customer Service
- Conflict Resolution
- Teamwork
- Problem Solving



Examples > Government > Correctional Officer

# Correctional Officer Resume Example

A proven job specific resume sample for landing your next job in 2021. You can edit this Correctional Officer resume example to get a quick start and easily build a perfect resume in just a few minutes. Just fill in your details, download your new resume & start your job application today!

**4.8** AVERAGE RATING  
60 people've already rated it



**ADAM POWELL**  
Correctional Officer  
500 Church Hill Road, Framingham, MA 01701, United States

(508) 242-6351 powee\_llada9@yahoo.com

---

**PROFILE**

Dedicated Correctional Officer with over 10 years of experience working with the Massachusetts State Department of Corrections and Rehabilitation. Bringing forth the ability to command the respect and compliance of inmates while working to foster a safe and peaceful environment. Experience with investigations, gang related interventions, staff development, and prison intelligence. Proven track record of implementing safety procedures and avoiding inmate escapes and disturbances. Passionate about contributing to the safety of all prisoners and staff members, while also helping to rehabilitate prisoners.

---

**EMPLOYMENT HISTORY**

- ❖ **Correctional Officer, MCI- Framingham** ..... Jun 2010 — Jul 2017  
Framingham

  - Monitored prisoners and responded to any suspicious activity.
  - Maintained meticulous documentation regarding the behavior of offenders.
  - Wrote reports and worked collaboratively with staff members and supervisors.
  - Assessed difficult situations with speed and accuracy.
  - Conducted organized searches for special projects.
  - Maintained the correct head count of prisoners at all times.
- ❖ **Correctional Officer, Middle Valley Prison** ..... May 2006 — May 2010  
Middle Valley

  - Supervised the daily activities of 800+ inmates.
  - Maintained a safe and peaceful atmosphere by using early intervention tactics with disruptive or violent inmates.
  - Conducted safety audits daily.
  - Supervised 100+ employees and trained staff.
  - Implemented and enforced all security protocols.
  - Successfully restrained inmates when necessary.
  - Monitored inmates and documented behavior.
  - Worked to ensure compliance with Department of Corrections policies.

---

**EDUCATION**

[Edit This Resume](#)

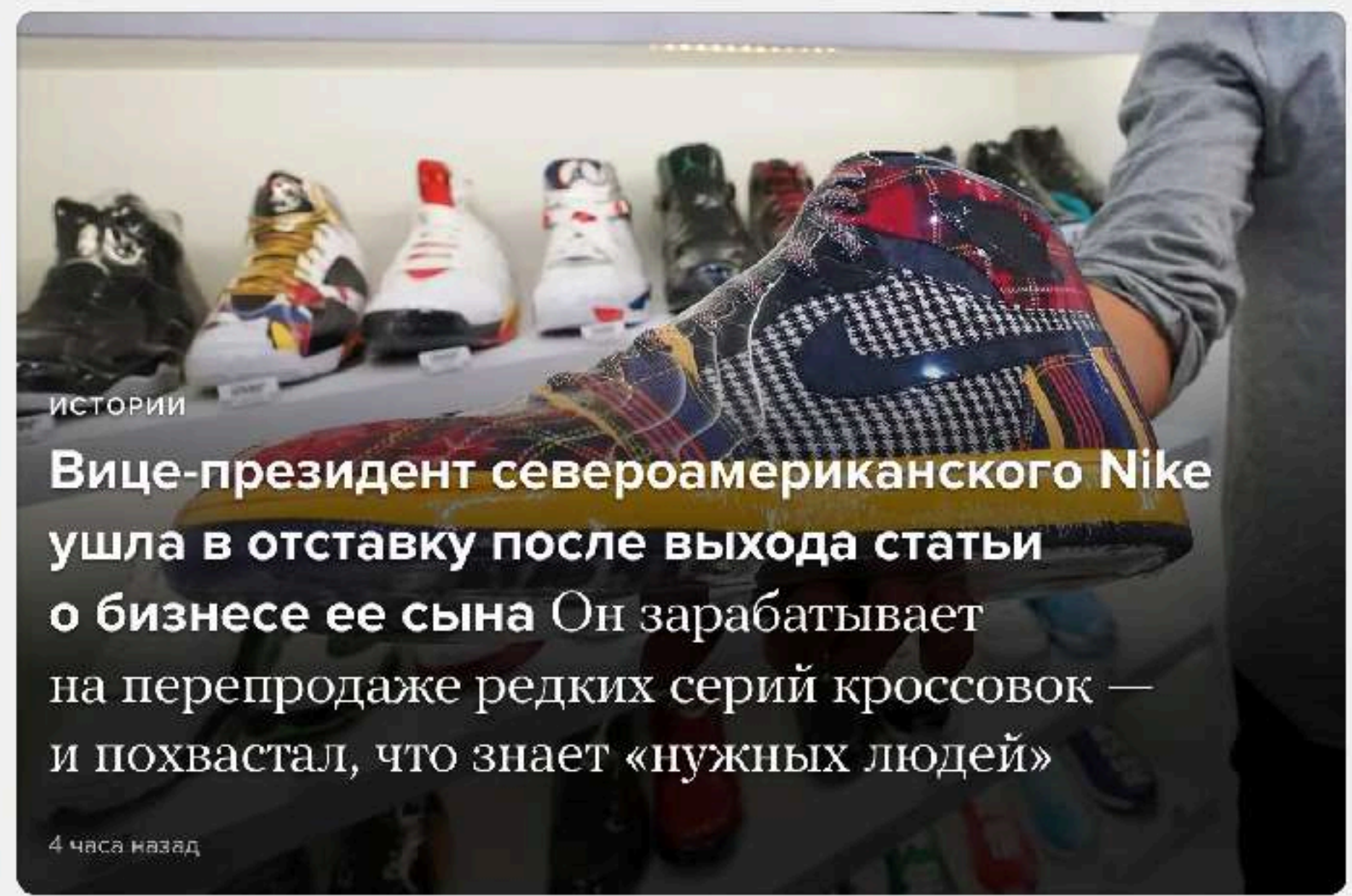




ИСТОРИИ

**Японский миллиардер объявил набор восьми туристов для полета к Луне. Год назад он искал себе одну спутницу — но потом передумал**

4 часа назад



ИСТОРИИ

**Вице-президент североамериканского Nike ушла в отставку после выхода статьи о бизнесе ее сына. Он зарабатывает на перепродаже редких серий кроссовок — и похвастал, что знает «нужных людей»**

4 часа назад





## 4. Принцип образца

VEGAS  
アキバチーズドッグ  
AKIBA CHEESE DOG  
¥500

人気No.1!!

VEGAS  
テラチーズドッグ  
TERA CHEESE DOG  
¥700 (税込)

VEGAS  
スドッグ  
SUGO DOG  
¥350 (税込)

人気No.3!!

VEGAS  
アキバテラドッグ  
AKIBA TERA DOG  
¥500 (税込)

VEGAS  
ギガ盛りポテト  
GIGA MOUNTAIN POTATO  
¥500 (税込)

VEGAS  
モミティー  
MOMI TEA  
¥350 (税込)



ПРИНЦИПЫ ДЭНА БРАУНА



# 4. Принцип образца

Мозг представляет категории как множество примеров. Вместо описания категории, покажите, что туда входит.





Начать поиск

Сдайте жилье

## Живите где угодно



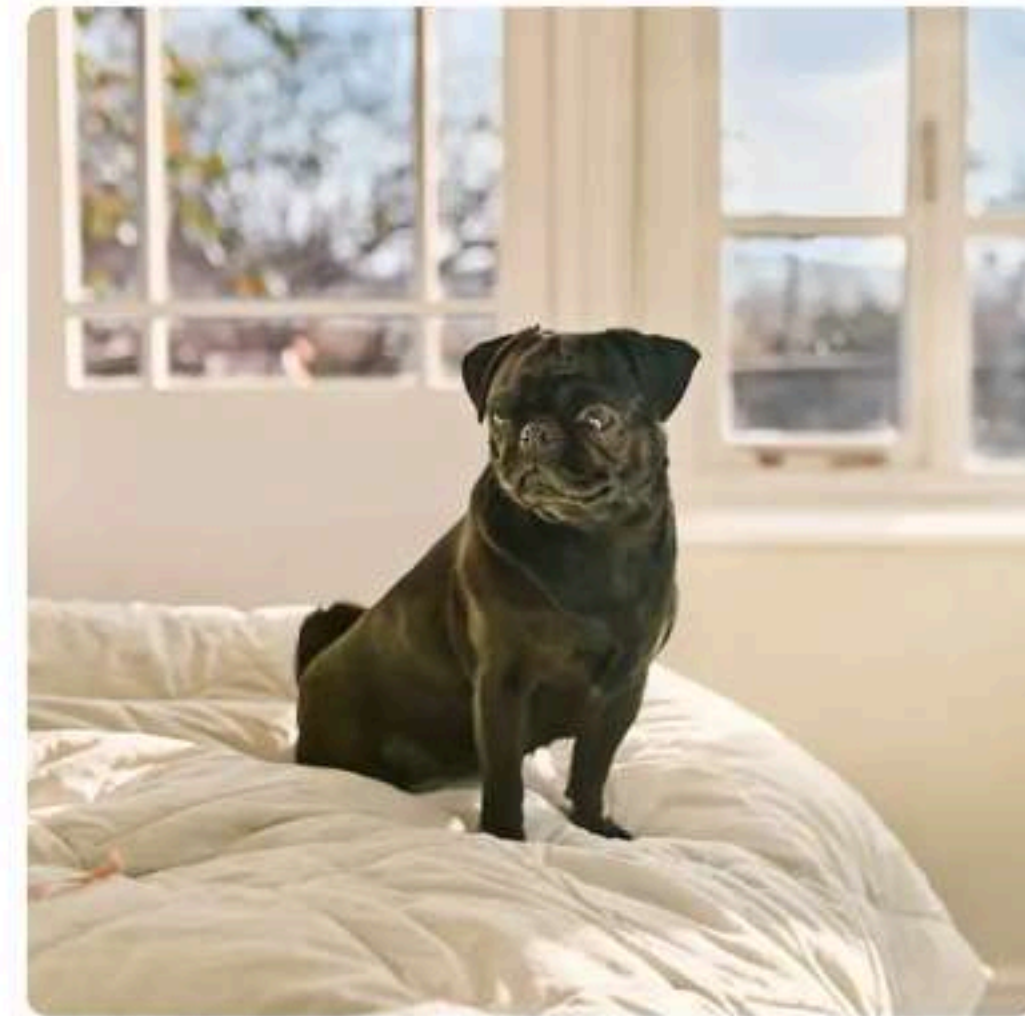
Жилье целиком



Уникальное жилье



Домики и коттеджи



Можно с животными

# Откройте двери в свой мир

Презратите свободное жилье  
в новые возможности





NETFLIX

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### Netflix Originals





8 марта | Скидка 15% | На избранные товары по полной стоимости

ДЛЯ НЕЕ | ДЛЯ НЕГО | ДЕТИ

# FARFETCH



Новинки | Актуально | Дизайнеры | Одежда | Обувь | Сумки | Аксессуары | Украшения | Архивные коллекции | Распродажа

## УКРАШЕНИЯ

- Новые украшения
- Все украшения
- Браслеты
- Броши и булавки
- Серьги
- Ожерелья
- Кольца
- Украшения

**Украшения на распродаже**

## ЮВЕЛИРНЫЕ ИЗДЕЛИЯ

- Все ювелирные изделия
- Браслеты
- Серьги
- Ожерелья и колье
- Кольца
- Часы премиум-класса
- Demi-fine украшения
- Часы pre-owned
- Ювелирные украшения pre-owned

## ВЫБОР FARFETCH

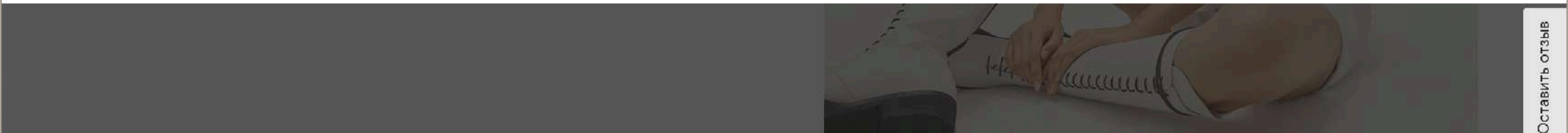
- Ювелирные украшения
- Камни-талисманы
- Помолвочные кольца

## ДИЗАЙНЕРЫ

- Backes & Strauss
- Chopard
- David Morris
- Foundrae
- Georg Jensen
- Jacque Aiche
- Pomellato
- Shay
- Suzanne Kalan
- Tasaki
- Yoko London
- Zoe Chicco



Наш выбор  
**СЕРЬГИ**  
Коллекция



Оставить отзыв





## 5. Принцип парадной двери



ПРИНЦИПЫ ДЭНА БРАУНА



# 5. Принцип парадной двери

Половина посетителей попадают на ваш сайт не через главную страницу. Любая страница должна содержать необходимый минимум информации, чтобы пользователи поняли, где они находятся и какой ещё контент можно у вас найти.



Blog > Career > Which professions are the happiest at work?

# Which professions are the happiest at work?

The happiness of professionals is paramount in the modern-day workplace, with many businesses prioritising employee welfare, satisfaction, and mental health. Interested to find out which industry is the happiest, and the reasons why, Resume.io surveyed more than 3,000 professionals around the world.

 **ROLF BAX**  
Content Specialist  
Updated February 24th, 2021



Artwork by: [Katya Vakulenko](#)

Over the years we have seen a significant improvement in the way businesses prioritise employee welfare, satisfaction, and mental health. From counselling services to coffee





Over the years we have seen a significant improvement in the way businesses prioritise employee welfare, satisfaction, and mental health. From counselling services to coffee hours, the happiness of professionals is quickly becoming paramount in the modern-day workplace.

Intrigued to understand whether companies are getting it right and what they could do better, [Resume.io](#) surveyed more than 3,000 professionals to find out which professions are the happiest in their role and the main reasons for their happiness.

### The top 10 happiest professions

Profession	% of employees that are happy in their role
Software Developers	87%
Accountants	83%
Personal Trainers	79%
Engineers	72%
Psychologists	66%
Marketers	61%
Teachers	54%
Nurses	51%
Architects	49%
Gardeners	47%



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16 тыс. просмотров • 5 дней назад  
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73 тыс. просмотров • 8 месяцев назад
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Новинка
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A row of six colorful buckets (red, blue, yellow, green, light blue, pink) with handles, arranged in a line. The buckets are slightly out of focus, creating a sense of depth. A black rectangular box is overlaid on the middle of the image, containing white text.

## 6. Принцип множественной классификации

ПРИНЦИПЫ ДЭНА БРАУНА



# 6. Принцип множественной классификации

Пользователи могут иметь разные методы для нахождения одной и той же информации

- Карточные игры 713
- Классические игры 67
- Книги-игры 20
- Кооперативные игры 220
- Логические игры 317
- Наборы игр 15
- Приключенческие игры 274
- Семейные игры 1139
- Стратегические игры 652
- Хардкорные игры 96
- Экономические игры 211

Цена ▾

Наличие товаров ▾

Тип ▾

Возраст ▾

Количество игроков ▲

Любое 1 2 3 4 5 6 Больше

Длительность игры ▾

Производитель ▾

Бренд ▾



### Соображарий Junior

Настольная карточная викторина для детей!

490 ₽



### Свинтус Юный

Какие милые хрюшки!

390 ₽



### Свинтус

Свиньячья радость в маленькой коробке!

390 ₽



### Соображарий Супер

На раздумья нет времени!



### Loopasy

Простая и увлекательная игра на быстроту реакции

ХИТ



### Взрывные котята

Котята никогда не смотрят на взрывы

ХИТ








Просмотренные



### Поиск работы в Москве

🔍 работа в торговле × 📍 Москва Метро/Радиус **Найти**

-  **Работа в сфере торговли**  
5225 вакансий
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5155 вакансий
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2878 вакансий
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2183 вакансии
-  **Подработка**  
2016 вакансий

Для вас Рядом Новые

#### Менеджер по работе с ключевыми клиентами

**договорная зарплата**

Работа.ру меняется. Из сайта по поиску работы для синих воротничков мы превращаемся в технологичную платформу для найма и поиска работы в различных сферах бизнеса. Мы переосмысливаем наш главный продукт, и открываем сразу

 Премиум


 Работа.ру

 м. Белорусская

**Откликнуться**

-   
334 вакансии
-   
812 вакансий
-   
23 вакансии
- 



A blue signpost stands in the center of the image against a clear blue sky. At the top is a circular sign with 'SETTLE' at the top and 'MARKET PLACE' at the bottom. Several directional signs are attached to the post: 'Methodist Church (300 yds)' pointing left, 'Railway Station' pointing up-right, 'Museum' pointing right, 'Toilets &' with a wheelchair symbol pointing left, and 'Castleberg & the Tot Lord Trail' pointing down-right. The background shows stone buildings and a hillside.

## 7. Принцип функциональной навигации



# 7. Принцип функциональной навигации

Не смешивайте в навигации ссылки разных сущностей. Каждое навигационное меню должно иметь определенную цель.



Поиск по сайту



Университет Поступление Обучение Наука Инновации Международная деятельность Карьера

Центр  
промышленного  
партнерства

Полезные ссылки

Новости

Кластеры

Фонд содействия  
инноваций

АИРО

МИП

ПИР

Партнеры

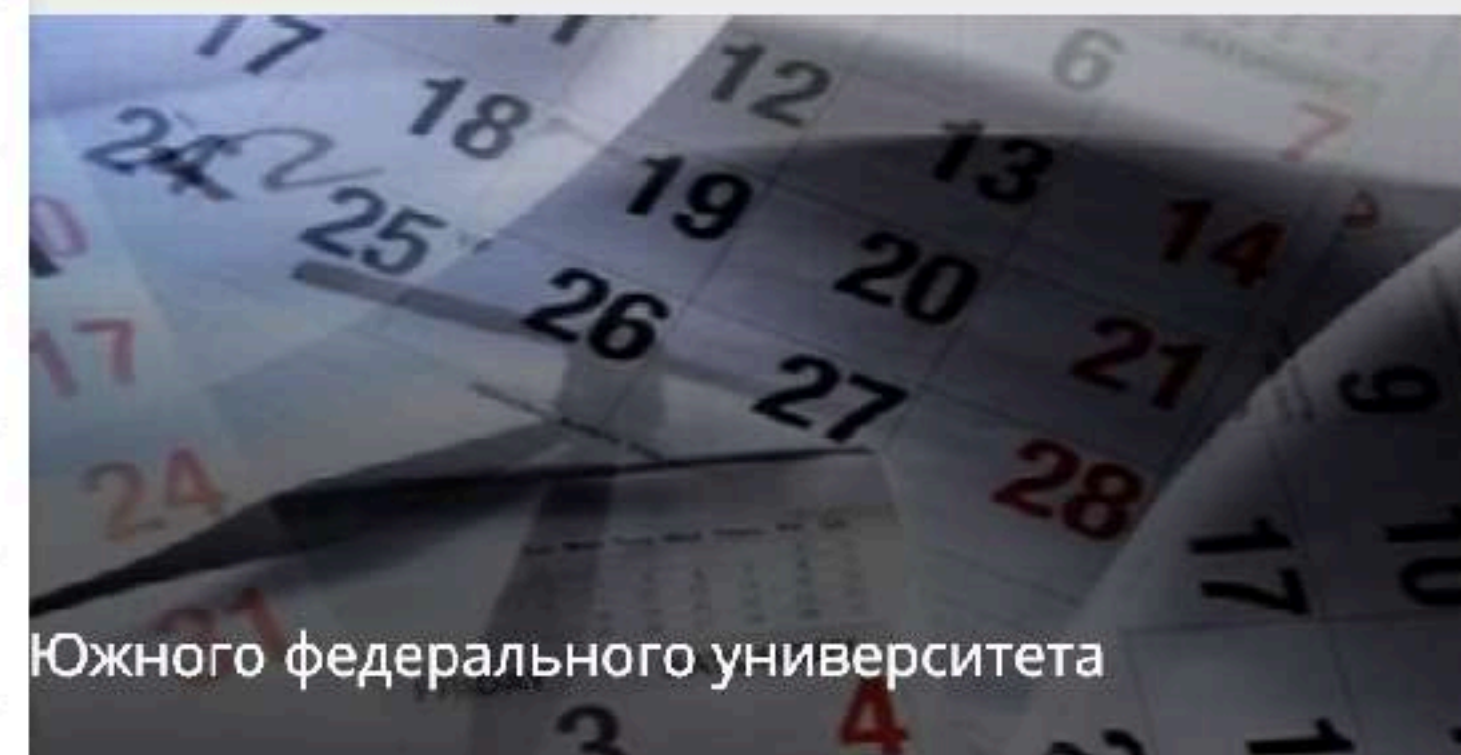
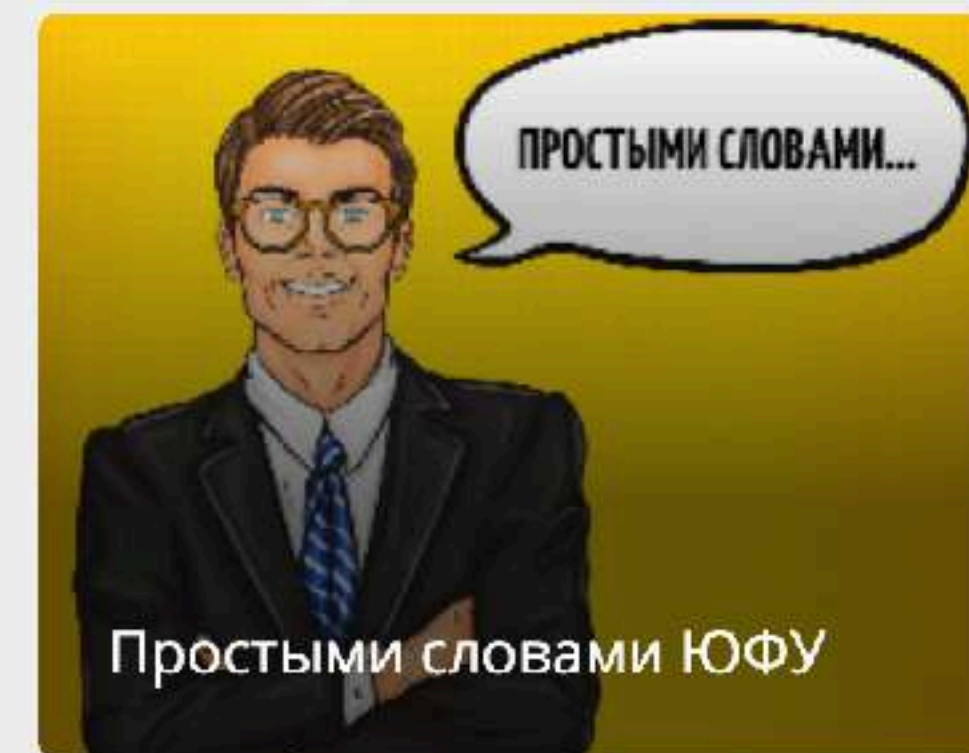
Документы

Контакты

FAQ



Проект "Этнокультурный код ЮФУ"





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- Layer Basics
- Shapes
- Vector Editing
- Text
- Images**
- Inserting Images
- Replacing Images
- Reducing Image Size
- Editing Bitmap Images

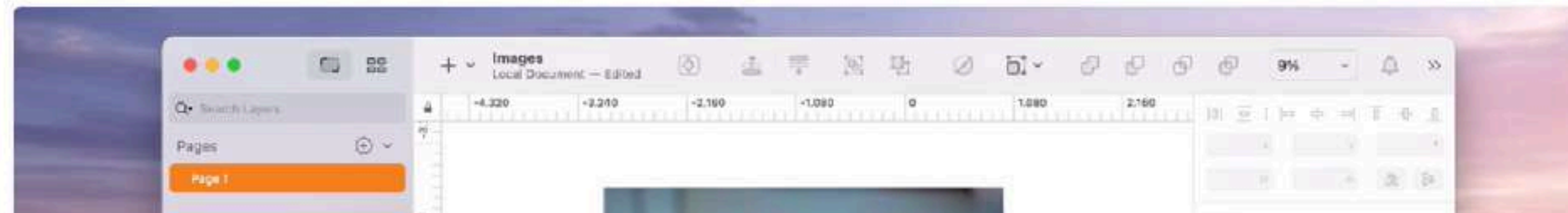
- Data
- Styling
- Symbols
- Libraries

# Images

As well as adding **image fills** and images from **data sources** to existing layers, you can also add regular bitmap images into your Sketch documents.

## Inserting Images

To insert an image into your document, drag it straight from the Finder or Desktop, or choose **Insert > Image...**





*Welcome to* WEBSTER, MA

LAKE

WANCHAOGGAGOGGGCHAU


## 8. Принцип роста

CHARGOGGAGOGG



GUHGA MAUGG

HOME OF THE  
NIPMUC INDIANS

SIGN PROVIDED BY  THE MASSACHUSETTS TURNPIKE AUTHORITY AND WDO CHAMBER OF COMMERCE

ПРИНЦИПЫ ДЭНА БРАУНА



# 8. Принцип роста

Контент сегодня, лишь малая часть того, что у вас  
появится в будущем.



Quick Links: Commodities Stocks Rates & Bonds Currencies Futures Economics Fixed Income ETFs Sectors Watchlist Wealth Covid-19

Market Data: Dow Jones Futures 31430 +72 +0.23% Euro Stoxx 50 Pr 3712.78 +5.060 +0.14% FTSE 100 6675.47 +61.720 +0.93% DAX INDEX 14080.03 +40.230 +0.29% NIKKEI 225

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VOz 1715.47 ▼ -22.89 -1.32% Bloomberg Barclays Global Aggregate Bond Index 544.62 ▲ +0.646

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Chris Bryant

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Chris Bryant

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# Foundering

Foundering is a new serialized podcast from the journalists at Bloomberg Technology. Each season, Foundering brings you inside a different high-stakes drama from Silicon Valley, where its companies are wielding unprecedented capital and power.

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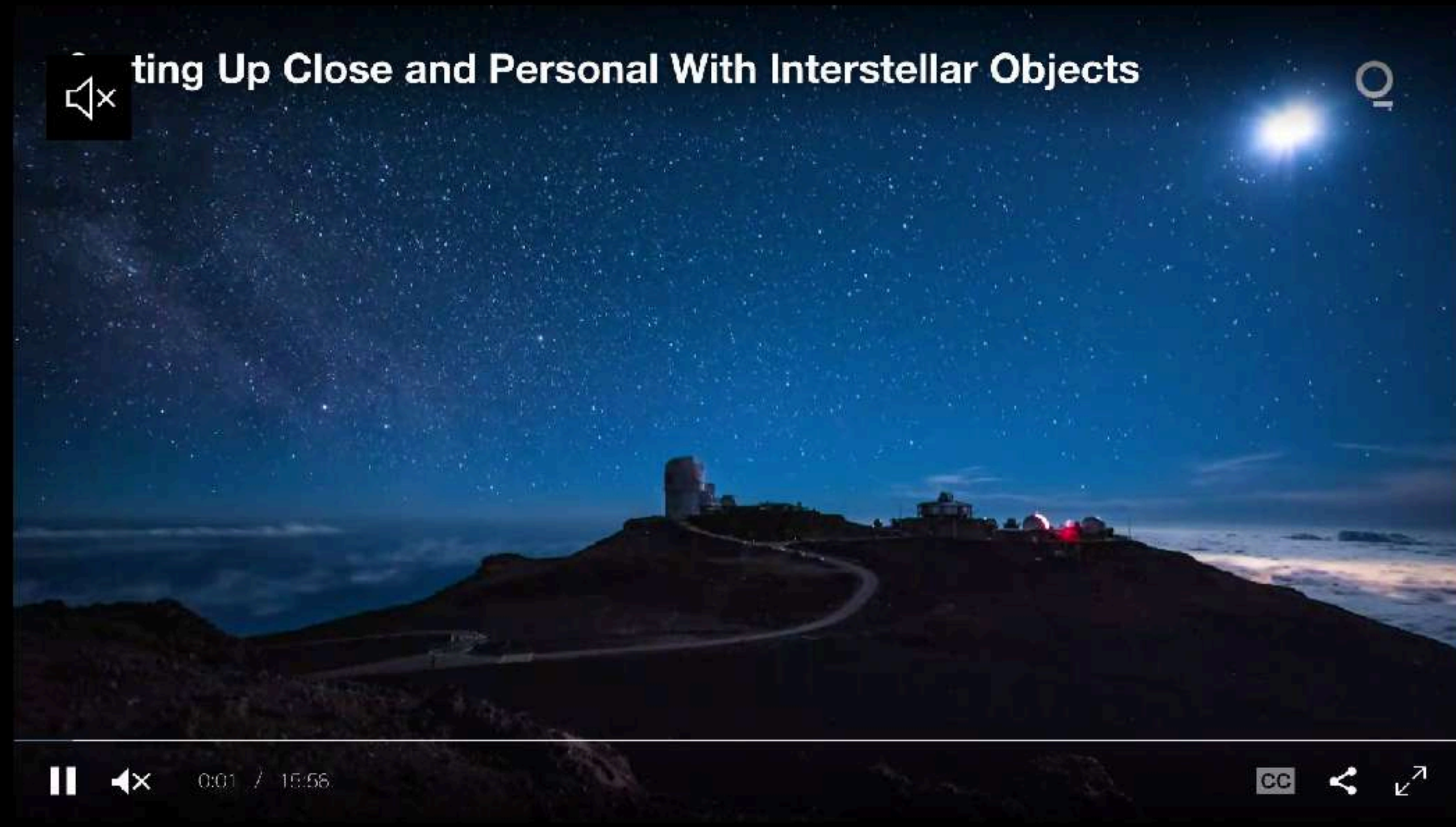


July 29, 2020  
After WeWork's failed IPO, thousands of employees were laid off and the company teetered on the brink of collapse. Meanwhile, ousted CEO Adam Neumann...

July 22, 2020  
WeWork had spent nine years chasing lightning-fast growth, burning billions of dollars, and expanding around the world. In 2019, the company reached ...

July 15, 2020  
Adam Neumann always had wild ambitions. By 2017, he had found an even wilder investor who wanted to fund those ambitions: SoftBank CEO Masayoshi Son....





## Getting Up Close and Personal With Interstellar Objects

Space missions usually take years to prepare. Now the European Space Agency is designing one that can spring into action when an interstellar object appears, allowing a close-up look before it passes us by. (Source: Bloomberg)



Meet The Scientists Trying to Reverse Aging



Sunak: U.K. Economy to Return to Pre-Covid GDP by Mid-2022



U.K. to Remain Competitive Despite Tax Hike: MP Stride



New Arctic warning sign



# Принципы информационной архитектуры

① Объектов

② Выбора

③ Раскрытия

④ Образца

⑤ Парадной двери

⑥ Множественной классификации

⑦ Функциональной навигации

⑧ Роста