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Usabilidade na Web: Análise em sites do Governo Federal (Portuguese Edition)

Ítalo José B. Guimarães, Jorge de O. Gomes

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Na era da internet, há uma preocupação do governo brasileiro em promover a universalização do acesso e do uso crescente dos meios eletrônicos de informação de modo que a gestão pública possa se tornar transparente e cada vez mais próxima dos usuários. Esta obra traz uma análise da usabilidade em quatro portais do Governo Federal: Ministério da Educação, Ministério da Saúde, Ministério da Fazenda e Presidência da República com base nas sete diretrizes adotadas pela Cartilha de Usabilidade – Padrões Web em Governo Eletrônico: (1) Contexto e Navegação, (2) Carga de Informação, (3) Autonomia, (4) Erros, (5) Desenho, (6) Redação, e (7) Consistência e familiaridade. O livro traz um instrumento de pesquisa online de análise de usabilidade na web desenvolvido pelos autores e testado por meio da avaliação de 128 usuários que analisaram e identificaram os pontos fracos e oportunidades de melhoria em cada portal, como também avaliaram até que ponto os sites podem ser considerados eficientes no que diz respeito à usabilidade. A obra é indicada para disciplinas de cursos de graduação que envolvam aplicações computacionais em Administração e Informática.

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