

#DesignTipsAleusejo



Top 7 **UX laws** for design



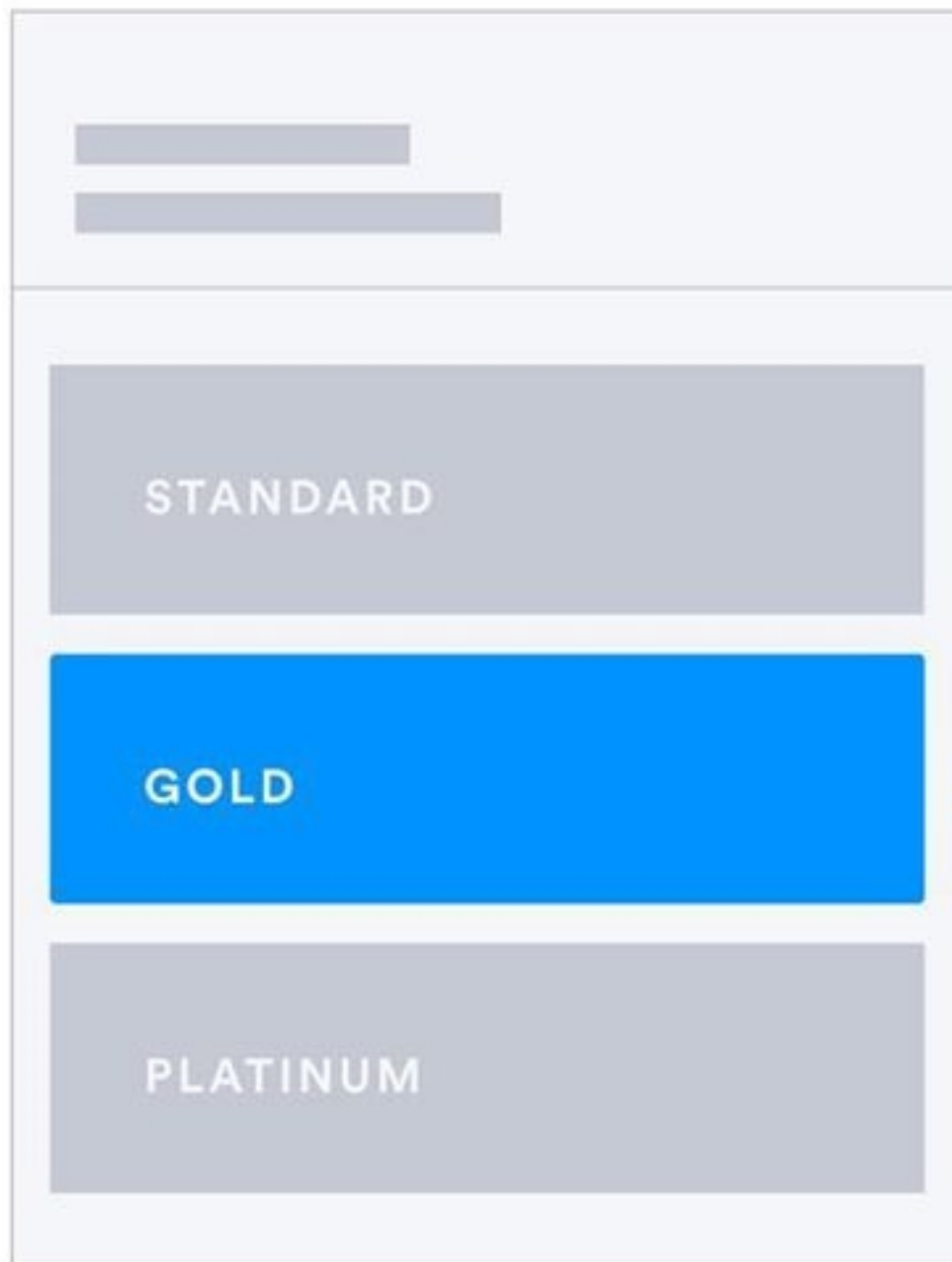
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Von Restorff Effect



When multiple similar objects are present, the one that differs from the rest is most likely to be remembered.



Make important information or key actions visually distinctive.




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Hick's Law



The time it takes to make a decision increases with the number and complexity of choices.



How's your mood? ^

- Incredible!
- Amazing
- Great
- Good
- Fine
- Ok
- Meh
- I've been better
- Not so good



How's your mood?

- Great
- Ok
- Not so good
- Bad



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Hick's Law *Real Life*



Apply KISS: Keep It Simple Stupid.



Everyone

VS



Apple



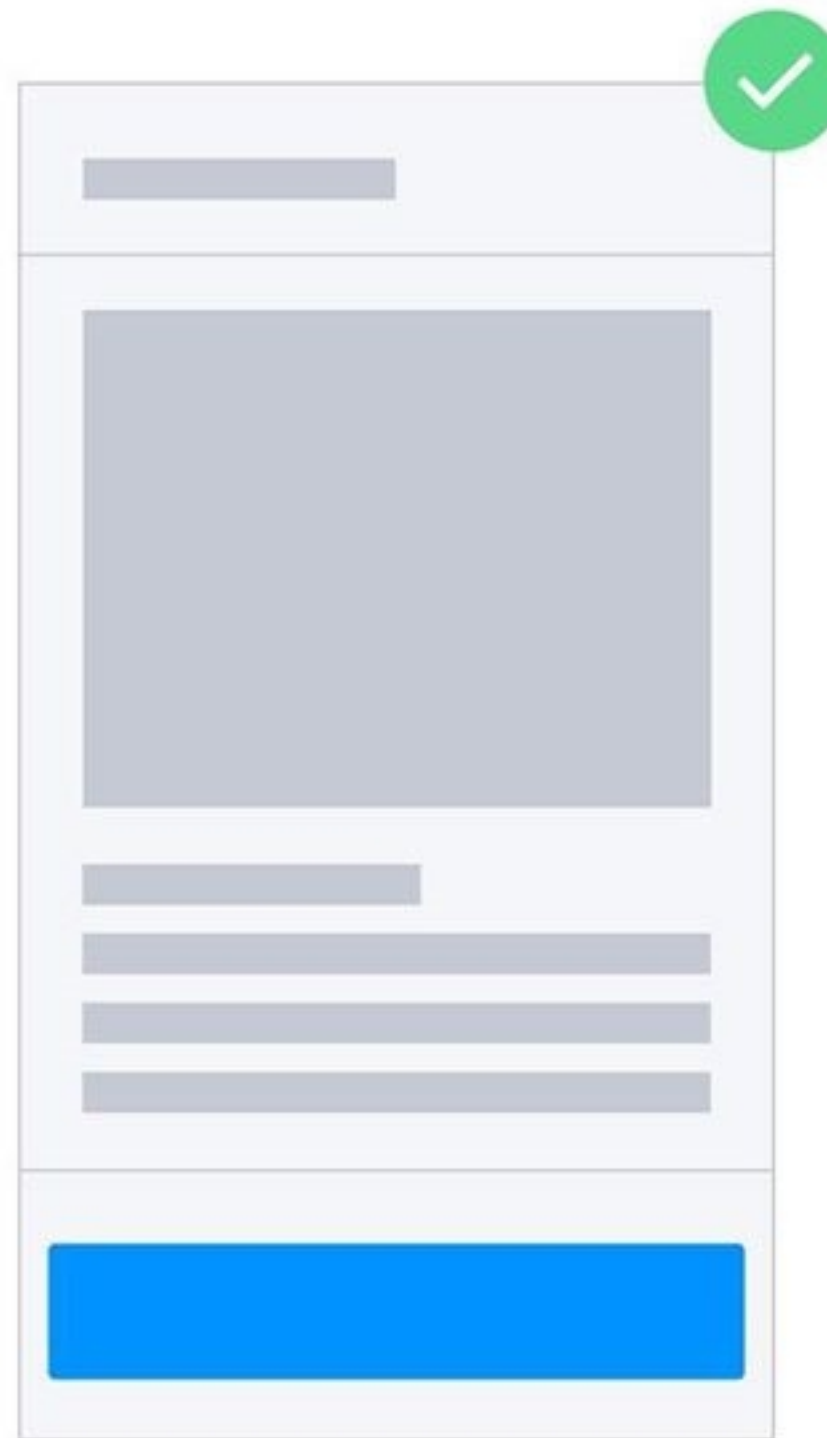
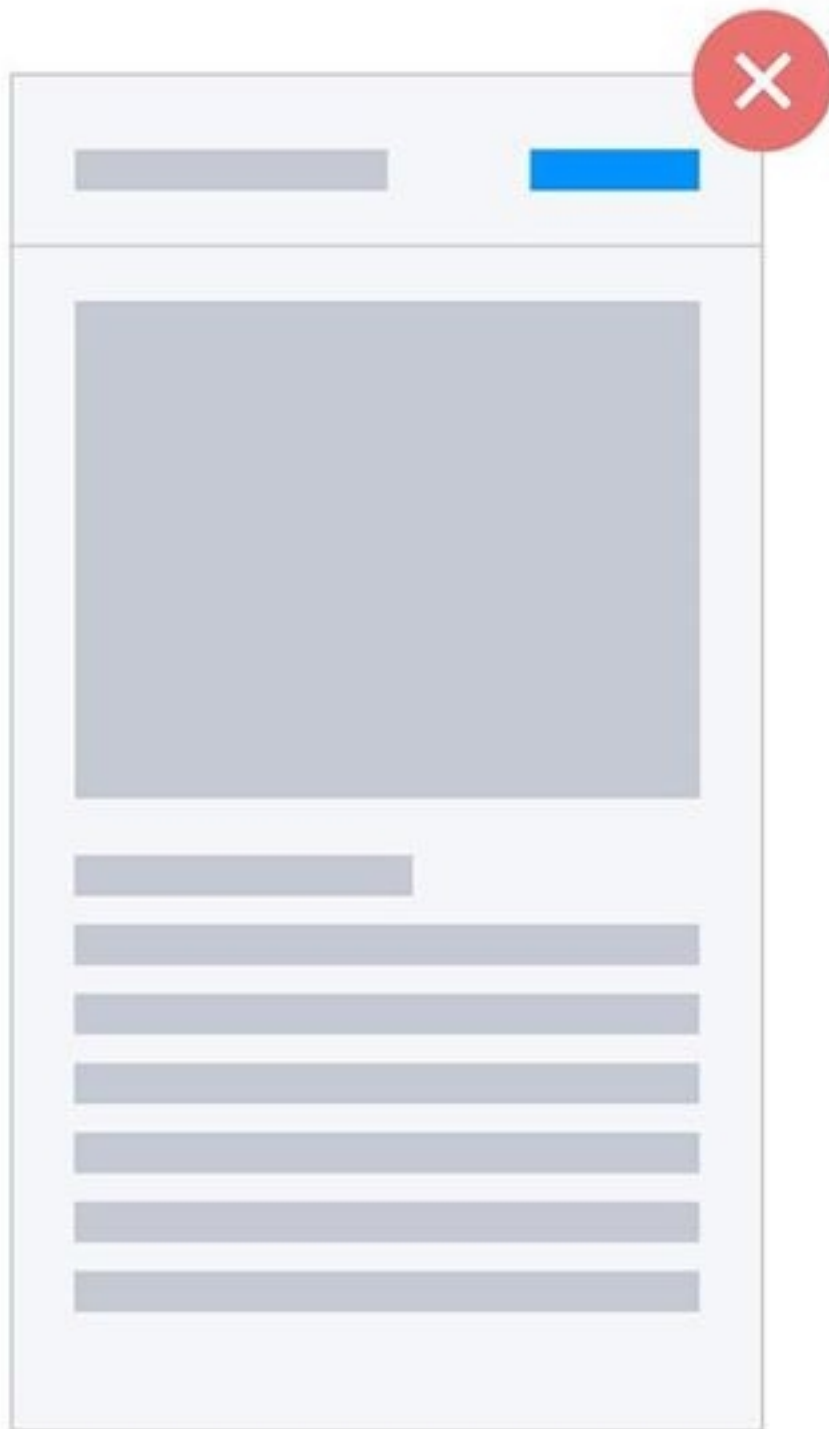
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Fitt's Law



The time to acquire a target is a function of the distance to and size of the target.



Keep main CTA's big and closer to the thumb.



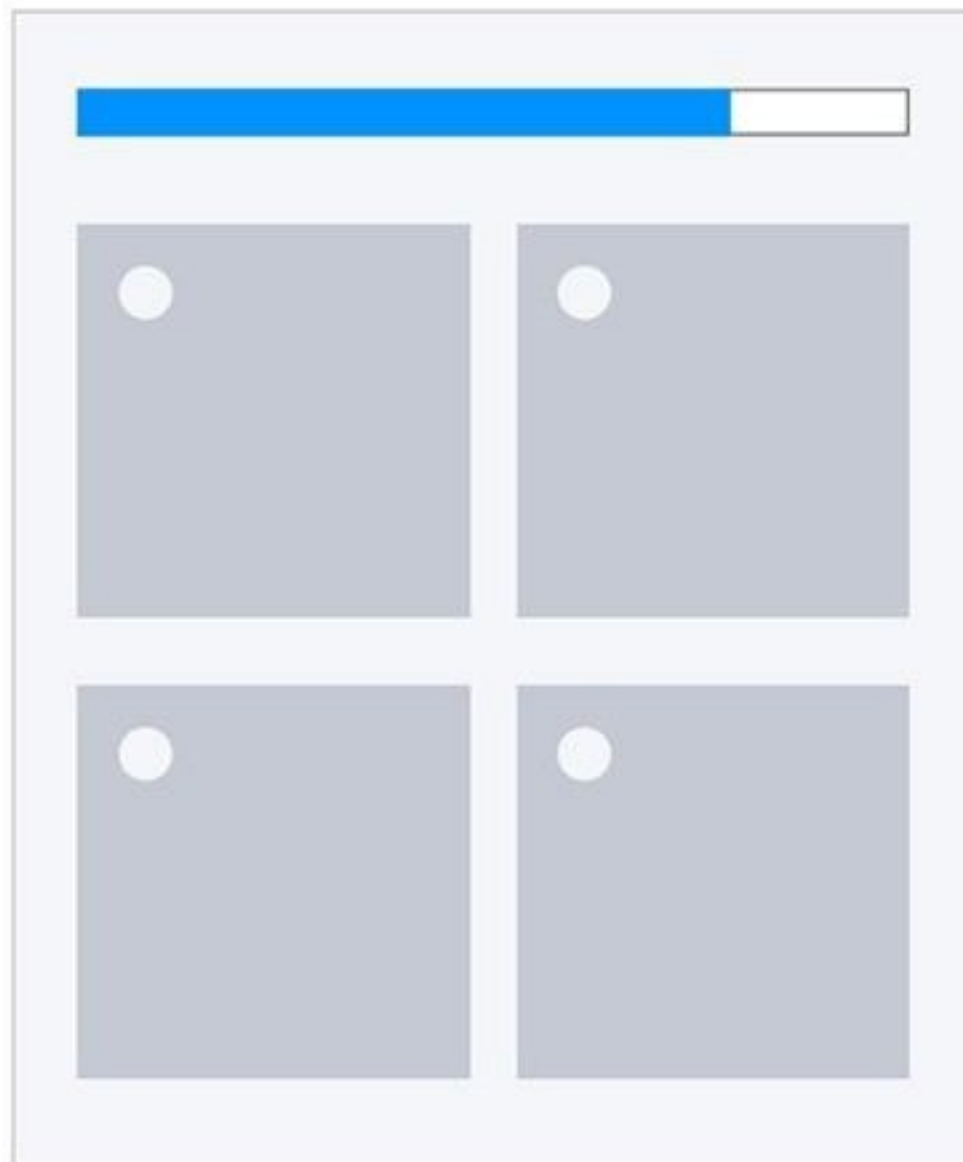
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Zeigarnik Effect



People remember uncompleted or interrupted task better than completed tasks.



Use progress bars to visually indicate when a task is incomplete.



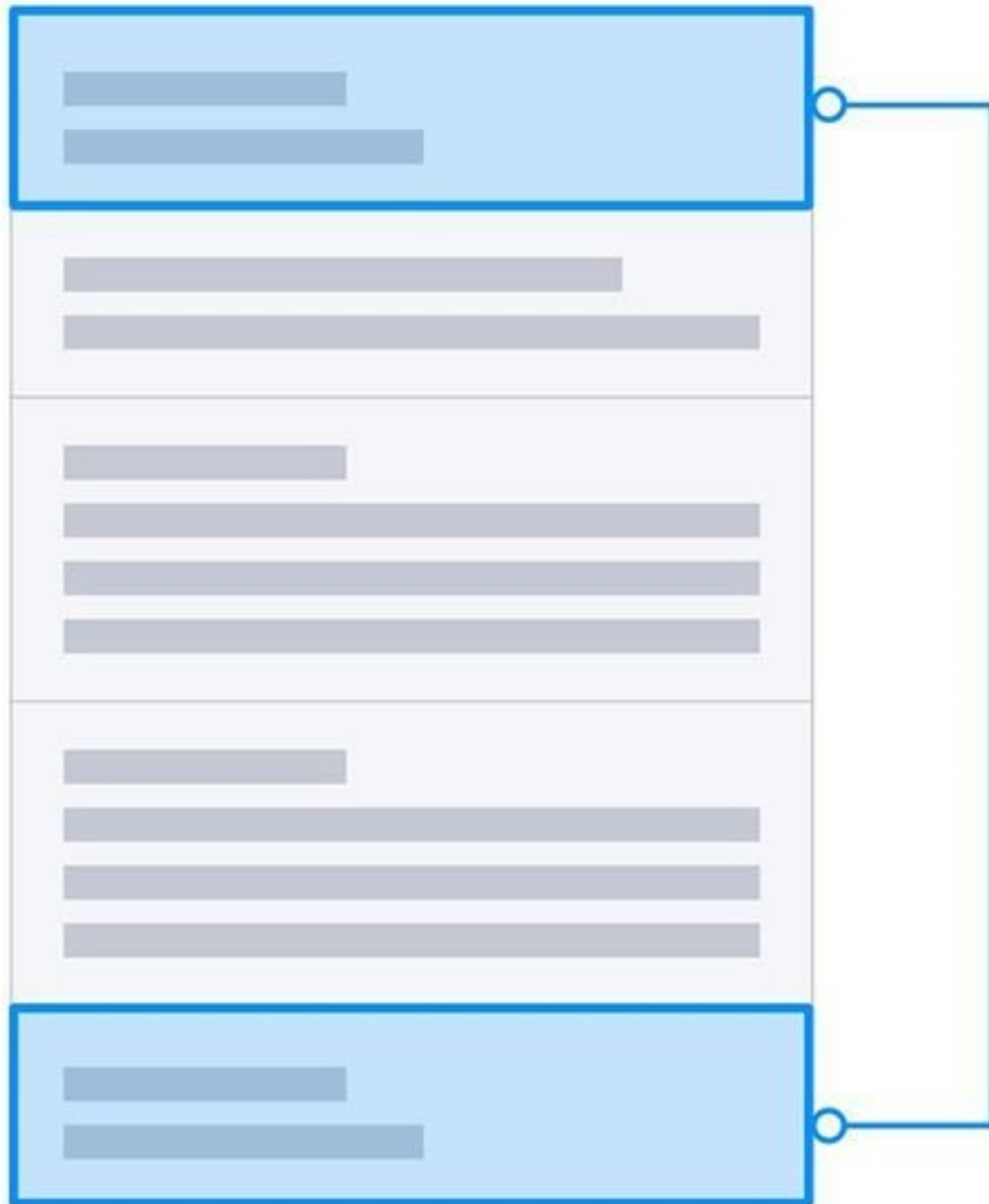
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Serial Position Effect



Users have a propensity to best remember the first and last items in a series.



Emphasize key information in the beginning and the end, while placing the least important items in the middle of your sequence



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Law of Common Region



Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.



Adding a background around a group of elements is an easy way to create separation.



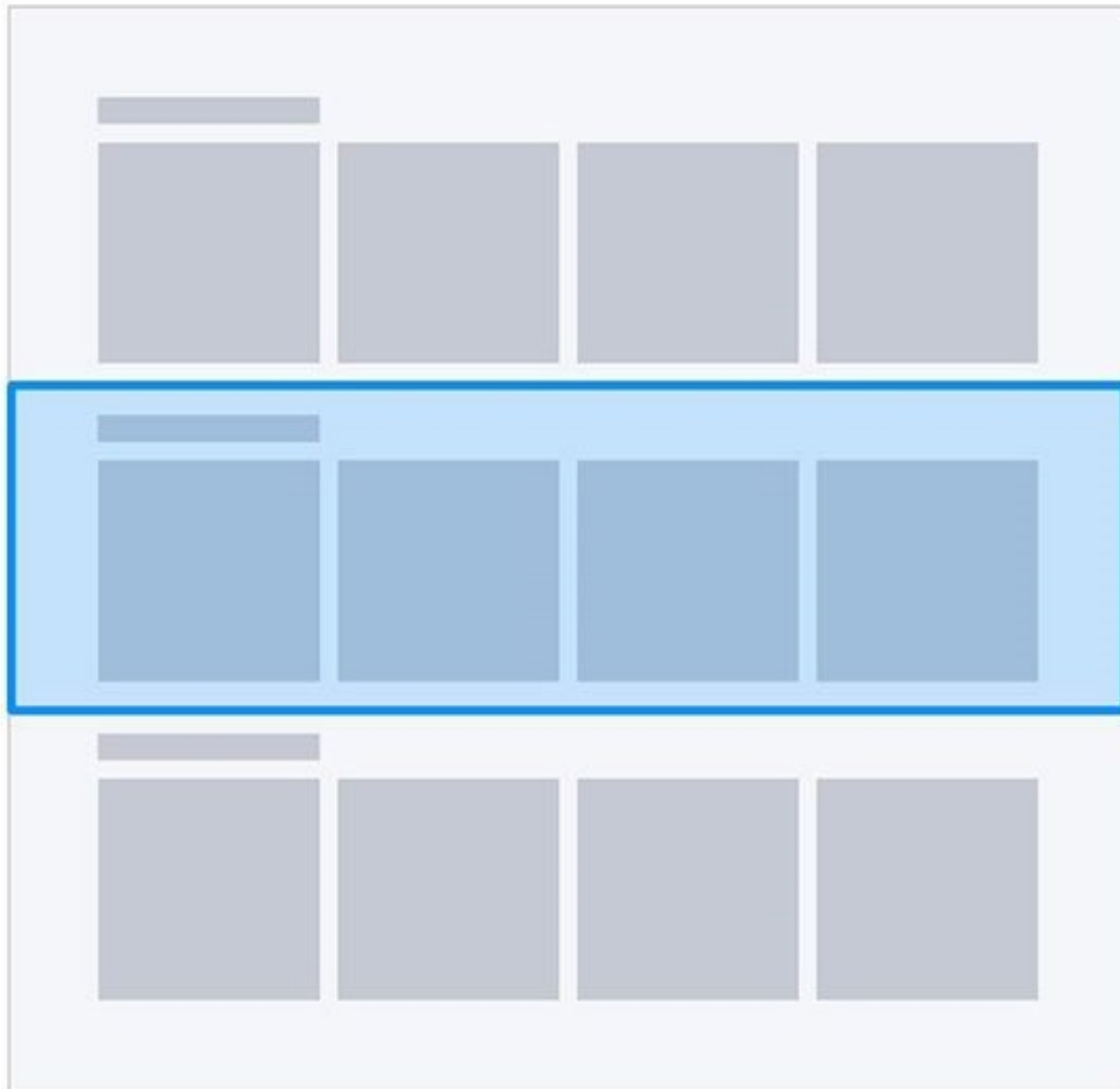
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Law of Proximity



Objects that are near, or proximate to each other, tend to be grouped together.



Allows user to group different clusters of content at a glance.



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