

01

HOW WE SEE



Aesthetic-Usability
Effect

01 · Aesthetic- Usability Effect

If something looks good, people believe it works better, and forgive small problems.

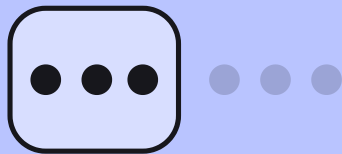
USE IT

Polish matters, but don't let a pretty screen hide a usability problem in testing.

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02

HOW WE SEE



Law of Common
Region

02 · Law of Common Region

Things inside the same box or background feel like they belong together.

USE IT

Use cards and panels to group related content instead of extra labels.

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by UX UI Open

03

HOW WE SEE



Law of Proximity

03 · Law of Proximity

Things that sit close together look like a group.

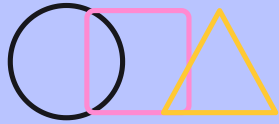
USE IT

Put a label right next to its field, and leave more space between groups than inside them.

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04

HOW WE SEE



Law of Prägnanz

04 · Law of Prägnanz

We see complicated shapes as the simplest shapes that could make them.

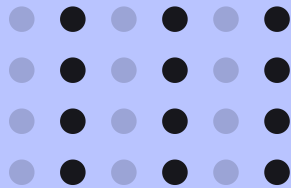
USE IT

Simple, clear forms are understood faster. Icons especially.

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05

HOW WE SEE



Law of Similarity

05 · Law of Similarity

Things that look alike, by colour, shape or size, seem to do the same job.

USE IT

Make every link look like a link and every button like a button. Different jobs, different looks.

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06

HOW WE SEE



Law of Uniform Connectedness

06 · Law of Uniform Connectedness

Things joined by a line or a shared colour feel more related than things that aren't.

USE IT

Connect the steps of a flow with a line, or the parts of a group with one colour.

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07

HOW WE SEE



Von Restorff Effect

07 · Von Restorff Effect

When everything looks the same, the one thing that's different is the one we remember.

USE IT

Make the most important action stand out, and only one. If everything is loud, nothing is.

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08

HOW WE REMEMBER

987 654 3210

Chunking

08 · Chunking

We remember long information better when it's broken into small groups.

USE IT

Show phone numbers, card numbers and long pages in chunks.

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09

HOW WE REMEMBER



Cognitive Load

09 · Cognitive Load

Every extra thing on a screen costs a little brain power to understand.

USE IT

Remove anything that doesn't help the task in front of the person.

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10

HOW WE REMEMBER



$$7 \pm 2$$

Miller's Law

10 · Miller's Law

Most people can hold only about seven things in mind at once, often fewer.

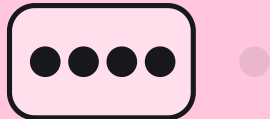
USE IT

Don't make people remember things between screens. Show them again.

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11

HOW WE REMEMBER



Working Memory

11 · Working Memory

Our short-term memory is a small, leaky box: new things push old ones out.

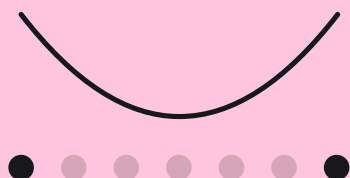
USE IT

Keep what people need visible, like the items in a cart or the step they're on.

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12

HOW WE REMEMBER



Serial Position Effect

12 · Serial Position Effect

We remember the first and last items in a list best, and the middle least.

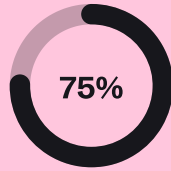
USE IT

Put the most important items at the start and end of menus and lists.

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13

HOW WE REMEMBER



Zeigarnik Effect

13 · Zeigarnik Effect

Unfinished tasks stick in our minds more than finished ones.

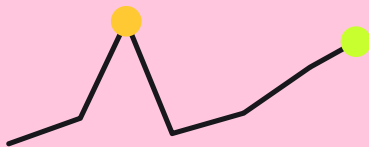
USE IT

Show progress on incomplete tasks, like a profile that's 70% done, to invite people back.

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14

HOW WE REMEMBER



Peak-End Rule

14 · Peak-End Rule

We judge an experience by its best or worst moment, and how it ended.

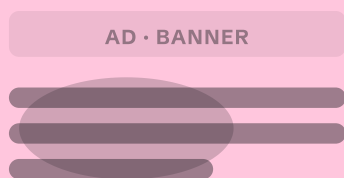
USE IT

Design a delightful high point and a good ending, like a clear success screen.

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15

HOW WE REMEMBER



Selective Attention

15 · Selective Attention

People focus on what matters to their goal and tune the rest out, including ads.

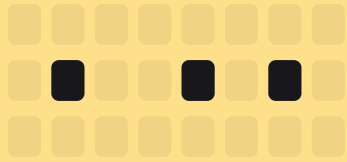
USE IT

Important content shouldn't look like an ad or a banner, or it will be ignored.

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16

HOW WE DECIDE



Choice Overload

16 · Choice Overload

Too many options make choosing harder, and people sometimes give up.

USE IT

Offer a few good options, recommend one, and let people filter the rest.

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17

HOW WE DECIDE



Hick's Law

17 · Hick's Law

The more choices there are, the longer it takes to pick one.

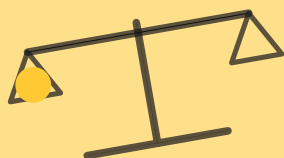
USE IT

Break big decisions into steps and highlight the most likely choice.

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18

HOW WE DECIDE



Cognitive Bias

18 · Cognitive Bias

Our thinking takes shortcuts that tilt our judgement, often without us noticing.

USE IT

Test with real people and real data, not just your own instincts.

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19

HOW WE DECIDE



Mental Model

19 · Mental Model

People expect a product to work the way they think it works.

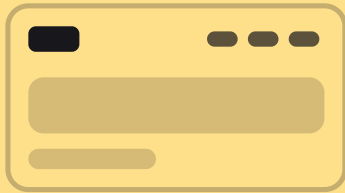
USE IT

Match what people already believe, like a cart that behaves like a cart.

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20

HOW WE DECIDE



Jakob's Law

20 · Jakob's Law

People spend most of their time on other apps, and expect yours to work the same way.

USE IT

Use familiar patterns. Save your originality for what makes your product special.

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21

HOW WE DECIDE



Paradox of the Active User

21 · Paradox of the Active User

People skip the instructions and start using things straight away.

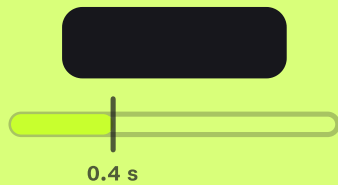
USE IT

Teach inside the interface, at the moment it's needed, not in a manual up front.

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22

TIME AND EFFORT



Doherty Threshold

22 · Doherty Threshold

When a product answers in under about 0.4 seconds, people stay in the flow.

USE IT

Respond instantly, even if it's just a loading state or an optimistic update.

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23

TIME AND EFFORT



Fitts's Law

23 · Fitts's Law

Big targets that are close by are faster and easier to hit.

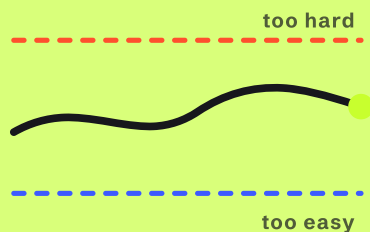
USE IT

Make buttons large enough to tap, and keep them near where the thumb or cursor already is.

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24

TIME AND EFFORT



Flow

24 · Flow

We get absorbed when a task is challenging enough, but not too hard.

USE IT

Remove friction, give clear feedback and match the difficulty to the person.

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25

TIME AND EFFORT



Goal-Gradient Effect

25 · Goal-Gradient Effect

The closer we get to a goal, the faster we move towards it.

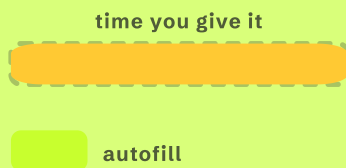
USE IT

Show progress, and give people a head start, like a stamp card with two stamps already.

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TIME AND EFFORT



Parkinson's Law

26 · Parkinson's Law

A task grows to fill the time you give it.

USE IT

Make tasks quicker than people expect: autofill, sensible defaults, fewer fields.

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27

DESIGN PRINCIPLES



Occam's Razor

27 · Occam's Razor

Of two solutions that work, the simpler one is usually better.

USE IT

Remove things until removing more would break it.

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28

DESIGN PRINCIPLES



20% → 80%

Pareto Principle

28 · Pareto Principle

Roughly 80% of results come from 20% of the causes.

USE IT

Find the few features most people use most, and make those excellent first.

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29

DESIGN PRINCIPLES

12/3

Dec 3



3 Dec

3rd Dec

Postel's Law

29 · Postel's Law

Be flexible in what you accept from people, and precise in what you give back.

USE IT

Accept dates, phone numbers and names in any sensible format and tidy them up yourself.

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30

DESIGN PRINCIPLES

person



product



Tesler's Law

30 · Tesler's Law

Every system has some complexity that can't be removed, only moved.

USE IT

Move the complexity to the product and the team, so the person doesn't have to carry it.

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