1. Jakob's Law – Keep It Familiar

👉 Users expect your design to work like other websites/apps they already use.
✅ Example: A shopping app should have a cart icon in the top right, just like Amazon or Flipkart.

2. Fitts's Law – Bigger & Closer Is Better

👉 The bigger and closer a button is, the easier it is to click.
✅ Example: A "Buy Now" button should be large and easy to reach.

3. Hick's Law – Too Many Choices = Confusion

👉 More choices make it harder for users to decide.
✅ Example: Instead of showing 20 food options at once, show categories first (Pizza, Burger, Pasta).

4. Miller's Law – People Remember 7 Things

👉 Users can remember about 7 items at a time.
✅ Example: Use categories or step-by-step forms instead of long lists of information.

5. Tesler's Law – Keep It Simple

👉 Don't make users do extra work—simplify things for them.
✅ Example: Auto-fill addresses in a checkout form instead of making users type everything.

6. Aesthetic-Usability Effect – Pretty = Easy to Use

👉 If something looks good, people assume it works well.
✅ Example: A modern, clean app with smooth animations feels easier to use than an outdated one.

7. Doherty Threshold – Fast Response Keeps Users Happy

👉 If an app responds within 400ms (milliseconds), users stay engaged.
✅ Example: Use a loading animation if something takes longer to load, so users don't leave.

8. Pareto Principle (80/20 Rule) – Focus on What Matters

👉 80% of the impact comes from 20% of the effort.
✅ Example: In an e-commerce app, focus on search, filters, and checkout instead of unnecessary features.

9. Parkinson's Law – Work Expands to Fill Time

👉 The more time you give yourself, the longer the task takes.
✅ Example: Set strict deadlines for UI/UX design so you don't overthink small details.

10. Zeigarnik Effect – People Remember Unfinished Tasks

👉 If a task is unfinished, people think about it more.
✅ Example: Use progress bars or "Continue where you left off" features to keep users engaged.

11. Serial Position Effect – First & Last Are Most Memorable

👉 People remember the first and last items in a list better than the middle ones.
✅ Example: Put the most important menu options at the start and end, not in the middle.

12. Gestalt Principles – Group Things Smartly

👉 Users see related items as a group.
✅ Example: Keep related buttons (like "Save" and "Cancel") close together to show they belong.