







































































Psychology of Design


























List of cognitive biases & principles that affect your UX














| | Name | One-Liner | Category |
|-----|--|---|-----------------------------|
| 1. |  Hick's Law | More options leads to harder decisions | Information |
| 2. |  Confirmation Bias | People look for evidence that confirms what they think | Information |
| 3. |  Priming | Previous stimuli influence users' decision | Information |
| 4. |  Cognitive Load | Total amount of mental effort that is required to complete a task | Information |
| 5. |  Anchoring Bias | Users rely heavily on the first piece of information they see | Information |
| 6. |  Nudge | Subtle hints can affect users' decisions | Information |
| 7. |  Progressive Disclosure | Users are less overwhelmed if they're exposed to complex features later | Information |
| 8. |  Fitts's Law | Large and close elements are easier to interact with | Information |
| 9. |  Attentional Bias | Users' thoughts filter what they pay attention to | Information |
| 10. |  Empathy Gap | People underestimate how much emotions influence user behaviors | Information |
| 11. |  Visual Anchors | Elements used to guide users' eyes | Information |
| 12. |  Von Restorff Effect | People notice items that stand out more | Information |
| 13. |  Visual Hierarchy | The order in which people perceive what they see | Information |
| 14. |  Selective Attention | People filter out things from their environment when in focus | Information |
| 15. |  Survivorship Bias | People neglect things that don't make it past a selection process | Information |
| 16. |  Banner Blindness | Users tune out the stuff they get repeatedly exposed to | Information |
| 17. |  Juxtaposition | Elements that are close and similar are perceived as a single unit | Information |
| 18. |  Signifiers | Elements that communicate what they will do | Information |
| 19. |  Contrast | Users' attention is drawn to higher visual weights | Information |
| 20. |  External Trigger | When the information on what to do next is within the prompt itself | Information |

| | Name | One-Liner | Category |
|-----|--|---|-----------------------------|
| 21. |  Decoy Effect | Create a new option that's easy to discard | Information |
| 22. |  Centre-Stage Effect | People tend to choose the middle option in a set of items | Information |
| 23. |  Framing | The way information is presented affects how users make decisions | Information |
| 24. |  Law of Proximity | Elements close to each other are usually considered related | Information |
| 25. |  Tesler's Law | If you simplify too much, you'll transfer some complexity to the users | Information |
| 26. |  Spark Effect | Users are more likely to take action when the effort is small | Information |
| 27. |  Feedback Loop | When users take action, feedback communicates what happened | Information |
| 28. |  Expectations Bias | People tend to be influenced by their own expectations | Information |
| 29. |  Aesthetic-Usability Effect | People perceive designs with great aesthetics as easier to use | Information |
| 30. |  Social Proof | Users adapt their behaviors based on what others do | Meaning |
| 31. |  Scarcity | People value things more when they're in limited supply | Meaning |
| 32. |  Curiosity Gap | Users have a desire to seek out missing information | Meaning |
| 33. |  Mental Model | Users have a preconceived opinion of how things work | Meaning |
| 34. |  Familiarity Bias | People prefer familiar experiences | Meaning |
| 35. |  Halo Effect | People judge things (or people) based on their feelings towards one trait | Meaning |
| 36. |  Miller's Law | Users can only keep 5±2 items in their working memory | Meaning |
| 37. |  Unit Bias | One unit of something feels like the optimal amount | Meaning |
| 38. |  Flow State | Being fully immersed and focused on a task | Meaning |
| 39. |  Skeuomorphism | Users adapt more easily to things that look like real-world objects | Meaning |
| 40. |  Singularity Effect | Users care disproportionately about an individual as compared to a group | Meaning |
| 41. |  Reciprocity | People feel the need to reciprocate when they receive something | Meaning |
| 42. |  Authority Bias | Users attribute more importance to the opinion of an authority figure | Meaning |
| 43. |  Pseudo-Set Framing | Tasks that are part of a group are more tempting to complete | Meaning |
| 44. |  Variable Reward | People especially enjoy unexpected rewards | Meaning |
| 45. |  Group Attractiveness Effect | Individual items seem more attractive when presented in a group | Meaning |

| | Name | One-Liner | Category |
|-----|---|--|-------------------------|
| 46. |  <u>Curse of Knowledge</u> | Not realizing that people don't have the same level of knowledge | Meaning |
| 47. |  <u>Aha! moment</u> | When new users first realize the value of your product | Meaning |
| 48. |  <u>Self-Initiated Triggers</u> | Users are more likely to interact with prompts they setup for themselves | Meaning |
| 49. |  <u>Survey Bias</u> | Users tend to skew survey answers towards what's socially acceptable | Meaning |
| 50. |  <u>Cognitive Dissonance</u> | It's painful to hold two opposing ideas in our mind | Meaning |
| 51. |  <u>Goal Gradient Effect</u> | Motivation increases as users get closer to their goal | Meaning |
| 52. |  <u>Feedforward</u> | When users know what to expect before they take action | Meaning |
| 53. |  <u>Occam's Razor</u> | Simple solutions are often better than the more complex ones | Meaning |
| 54. |  <u>Noble Edge Effect</u> | Users tend to prefer socially responsible companies | Meaning |
| 55. |  <u>Hawthorne Effect</u> | Users change their behavior when they know they are being observed | Meaning |
| 56. |  <u>Hindsight Bias</u> | People overestimate their ability to predict outcomes after the fact | Meaning |
| 57. |  <u>Law of Similarity</u> | Users perceive a relationship between elements that look similar | Meaning |
| 58. |  <u>Law of Prägnanz</u> | Users interpret ambiguous images in a simpler and more complete form | Meaning |
| 59. |  <u>Streisand Effect</u> | When trying to censor information ends up increasing awareness of that information | Meaning |
| 60. |  <u>Spotlight Effect</u> | People tend to believe they are being noticed more than they really are | Meaning |
| 61. |  <u>Fresh Start Effect</u> | Users are more likely to take action if there's a feeling of new beginnings | Meaning |
| 62. |  <u>Labor Illusion</u> | People value things more when they see the work behind them | Time |
| 63. |  <u>Default Bias</u> | Users tend not to change an established behavior | Time |
| 64. |  <u>Investment Loops</u> | When users invest themselves, they're more likely to come back | Time |
| 65. |  <u>Loss Aversion</u> | People prefer to avoid losses more than earning equivalent gains | Time |
| 66. |  <u>Commitment & Consistency</u> | Users tend to be consistent with their previous actions | Time |
| 67. |  <u>Sunk Cost Effect</u> | Users are reluctant to pull out of something they're invested in. | Time |
| 68. |  <u>Decision Fatigue</u> | Making a lot of decisions lowers users' ability to make rational ones | Time |
| 69. |  <u>Reactance</u> | Users are less likely to adopt a behavior when they feel forced | Time |
| 70. |  <u>Observer-Expectancy Effect</u> | When researchers' biases influence the participants of an experiment | Time |

| | Name | One-Liner | Category |
|-----|--|--|------------------------|
| 71. |  Weber's Law | Users adapt better to small incremental changes | Time |
| 72. |  Law of the Instrument | If all you have is a hammer, everything looks like a nail | Time |
| 73. |  Temptation Bundling | Hard tasks are less scary when coupled with something users desire | Time |
| 74. |  Parkinson's Law | The time required to complete a task will take as much time as allowed | Time |
| 75. |  Dunning-Kruger Effect | People tend to overestimate their skills when they don't know much | Time |
| 76. |  Affect Heuristic | People's current emotions cloud and influence their judgment | Time |
| 77. |  Hyperbolic Discounting | People tend to prioritize immediate benefits over bigger future gains | Time |
| 78. |  Cashless Effect | People spend more when they can't actually see the money | Time |
| 79. |  Chronoception | People's perception of time is subjective | Time |
| 80. |  Self-serving bias | People take credits for positive events and blame others if negative | Time |
| 81. |  Pareto Principle | Roughly 80% of the effects come from 20% of the causes | Time |
| 82. |  Discoverability | The ease with which users can discover your features | Time |
| 83. |  Backfire Effect | When people's convictions are challenged, their beliefs get stronger | Time |
| 84. |  False Consensus Effect | People overestimate how much other people agree with them | Time |
| 85. |  Bandwagon Effect | Users tend to adopt beliefs in proportion of others who have already done so | Time |
| 86. |  Barnum-Forer Effect | When you believe generic personality descriptions apply specifically to you. | Time |
| 87. |  Second-Order Effect | The consequences of the consequences of actions | Time |
| 88. |  IKEA Effect | When user partially create something, they value it way more | Time |
| 89. |  Planning Fallacy | People tend to underestimate how much time a task will take | Time |
| 90. |  Provide Exit Points | Invite users to leave your app at the right moment | Memory |
| 91. |  Peak-End Rule | People judge an experience by its peak and how it ends. | Memory |
| 92. |  Sensory Appeal | Users engage more with things appealing to multiple senses | Memory |
| 93. |  Zeigarnik Effect | People remember incomplete tasks better than completed ones | Memory |
| 94. |  Endowment Effect | Users value something more if they feel it's theirs | Memory |
| 95. |  Chunking | People remember grouped information better | Memory |

| | Name | One-Liner | Category |
|------|--|--|------------------------|
| 96. |  Picture Superiority Effect | People remember pictures better than words | Memory |
| 97. |  Method of Loci | People remember things more when they're associated with a location | Memory |
| 98. |  Shaping | Incrementally reinforcing actions to get closer to a target behavior | Memory |
| 99. |  Delighters | People remember more unexpected and playful pleasures | Memory |
| 100. |  Internal Trigger | When users are prompted to take action based on a memory | Memory |
| 101. |  Recognition Over Recall | It's easier to recognize things than recall them from memory | Memory |
| 102. |  Storytelling Effect | People remember stories better than facts alone | Memory |
| 103. |  Negativity Bias | Users recall negative events more than positive ones | Memory |
| 104. |  Availability Heuristic | Users favor recent and available information over past information | Memory |
| 105. |  Spacing Effect | People learn more effectively when study sessions are spaced out | Memory |
| 106. |  Serial Position Effect | It's easier for users to recall the first and last items of a list | Memory |



Don't miss the new ones!

We update the list every few weeks here:

<https://growth.design/psychology>.

Don't hesitate to share the link with your friends & colleagues who might enjoy it.

—Dan Benoni & Louis-Xavier Lavallée