UX PSYCHOLOGY.

1. ## Hick's Law:

   Hick's Law states that the time it takes to make a decision increases with the number of options available. In UX design, this implies that reducing choices and providing clear paths can improve user decision-making and speed.

2. ## Accessibility:

   Psychology also plays a role in designing for accessibility. Understanding the cognitive and physical needs of users with disabilities is essential for creating inclusive and usable interfaces.

3. ## Tunnel Vision:

   Tunnel vision is a term used to describe a narrow, limited perspective or focus on a particular issue, without considering or being aware of the broader context. In a psychological context, tunnel vision can refer to a cognitive bias where an individual tends to focus excessively on one or a few aspects of a situation, often neglecting other relevant factors.

4. ## Priming:

   Influence user between by creating design elements that prime user towards certain actions or decisions.

   Eg: consider that you are going to buy a new knife at product page will give you a assurance to buy that specific knife and there by influences you behaviour.

5. ## Cognitive Load:

   Cognitive load refers to the mental effort required to process information. Designers should aim to reduce cognitive load by simplifying user interfaces, providing clear navigation, and minimizing distractions. Users should be able to easily understand and interact with the interface