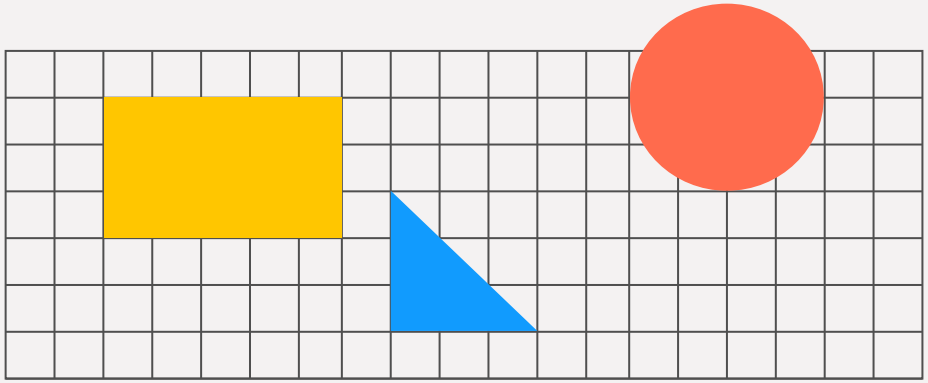
Notes

UI/UX Laws & Principles



UI Principles

Layout

Visual Hierarchy

Typography

Color

Iconography

Spacing

Alignment

Consistency

Accessibility

Reducing Visual Noise

Fundamental principles ensure clarity, usability, consistency, and accessibility in the interface.

Visual hierarchy guides user attention to the most important information first.

Alignment creates order and visual balance, improving readability and user flow.

Color enhances visual appeal, provides feedback, and ensures accessibility through contrast.

Whitespace improves legibility and reduces cognitive load by separating content areas.

Consistency helps users predict interactions and reduces confusion.

Iconography uses symbols to simplify actions or ideas for quick recognition.

F-pattern helps scan text-heavy layouts; **Z-pattern** works for simpler, image-based layouts.

Visual noise clutters the interface and distracts users—eliminating unnecessary elements is key.

Spacing groups related items together and separates unrelated ones for clarity.

UX Principles

1. **User-centricity** means prioritizing user needs, behaviors, and goals throughout the design process.

2. **Consistency** ensures similar elements behave the same, aiding learnability and trust.

3. **Hierarchy** helps users navigate by visually emphasizing key elements like headings or buttons.

4. **Context** considers the environment and situations in which users interact with the product.

5. User control allows users to undo actions, exit flows, and feel in control of their experience.

6. Usability includes ease of learning, task efficiency, memorability, error tolerance, and satisfaction.

7. Accessibility ensures the design works for users with diverse abilities and limitations.

8. Efficiency supports quick task completion through intuitive and optimized flows.

9. Learnability is how easily new users can grasp how to use the system effectively.

10. Satisfaction refers to how pleasant and enjoyable the overall user experience feels.

UX Principles

UX Laws

1. **Fitts' Law**
2. **Hick's Law**
3. **Gestalt Principles (Proximity, Similarity, Common Region, Prägnanz, etc.)**
4. **Miller's Law**
5. **Serial Position Effect**
6. **Peak-End Rule**

UX Laws List

Fitts' Law

Hick's Law

Gestalt Principles
(Proximity, Similarity, Common Region etc.)

Miller's Law

Serial Position Effect

Peak-End Rule

Law of Similarity

Law of Common Fate

Law of Figure-Ground

Law of Uniform Connectedness

Fitts' Law: The time to reach a target depends on its size and distance—make key buttons large and easy to reach.

Hick's Law: The more choices, the longer the decision—limit options for faster user action.

Gestalt Law of Proximity: Items close together are seen as related—used in grouping navigation or form fields.

Law of Common Region: Elements inside the same boundary are perceived as a group—used in card designs or sections.

Law of Prägnanz: Users prefer simple, organized layouts—avoid overly complex visuals.

UX Laws

Serial Position Effect: Users remember the first and last items in a list—place important content accordingly.

Miller's Law: People can remember ~7 items at once—limit choices in menus or navigation.

Peak-End Rule: Users judge an experience based on its most intense point and end—make final steps positive.

Law of Similarity: Similar elements are perceived as related—ensure consistent button shapes/colors.

Law of Common Fate: Elements moving in the same direction are seen as related—used in sliders and animations.

UX Laws

What does Fitts' Law say about button size in user interfaces?

Why should the most important item go at the top or bottom of a list?

What is the average number of items people can remember, as per Miller's Law?

Why should we follow UX laws when designing apps or websites?

Check your knowledge