



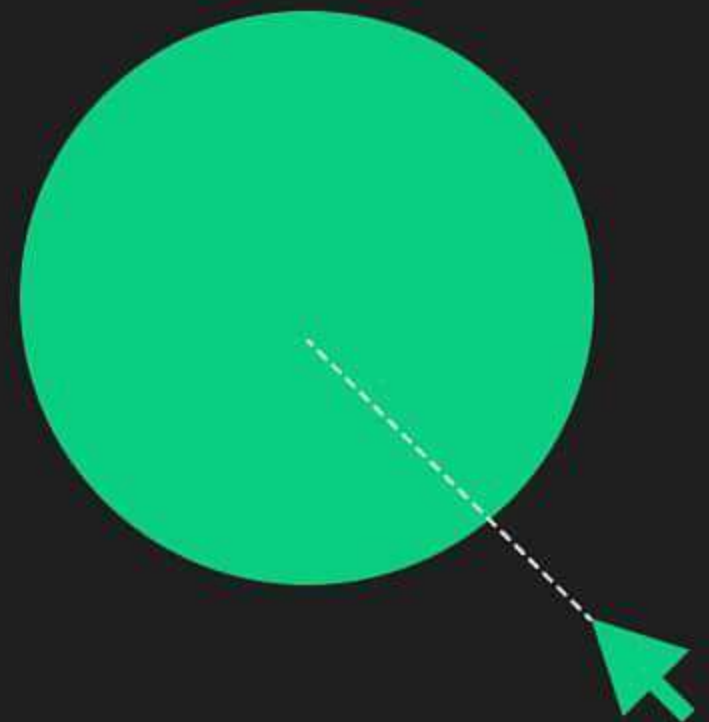
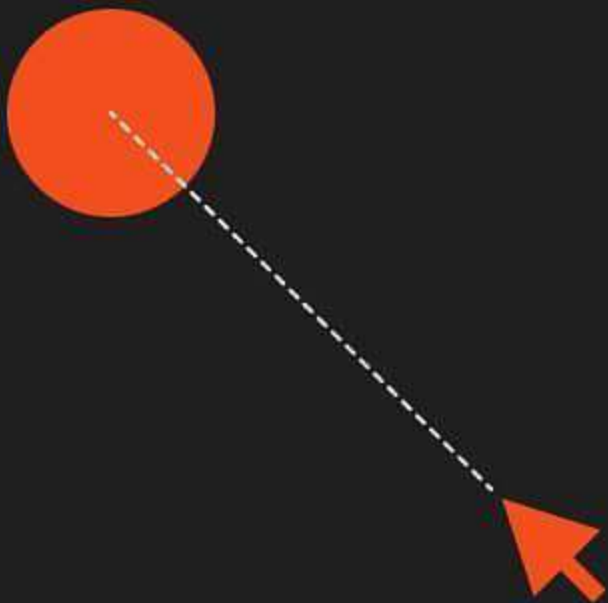
# Improve your website/app's user experience using these psychology principles





# 1. Fitts Law

The time to acquire a target is a function of the distance to and size of the target.

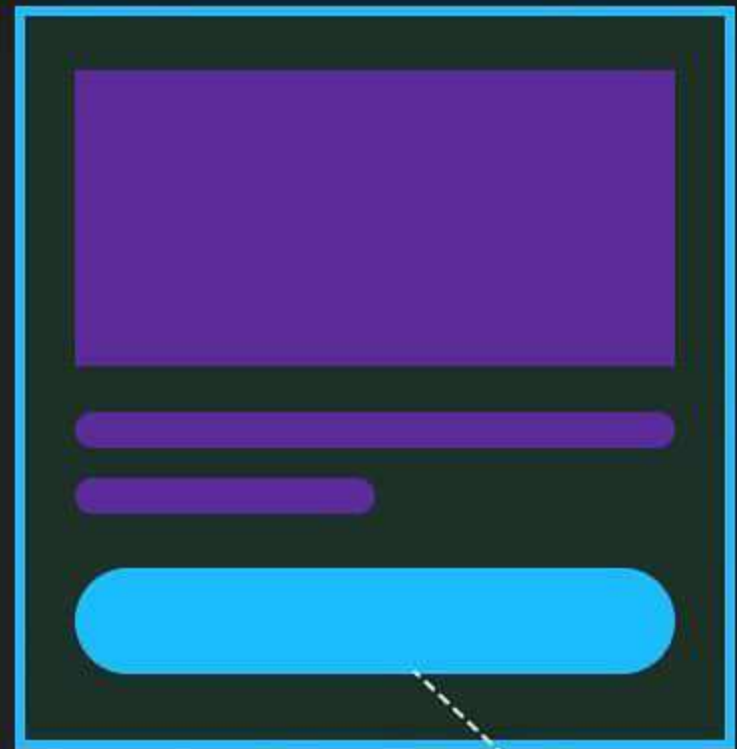
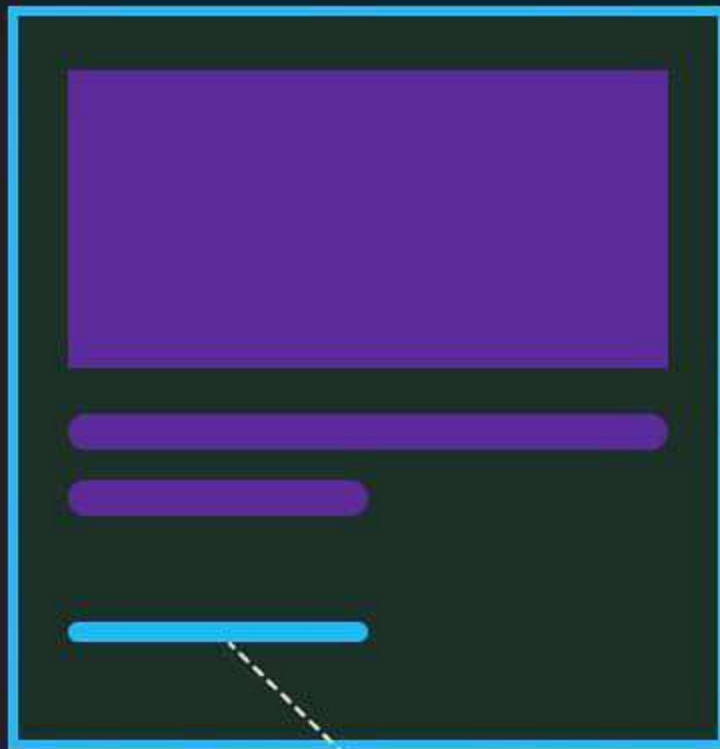




# Time to Locate

Slower

Faster

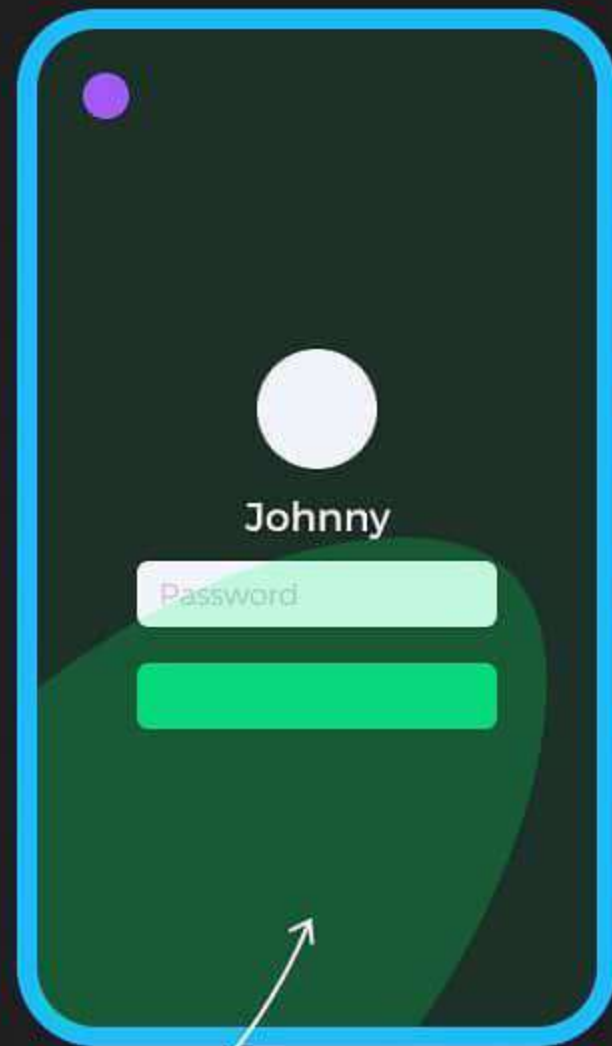




# Time to Locate

Slower

Faster

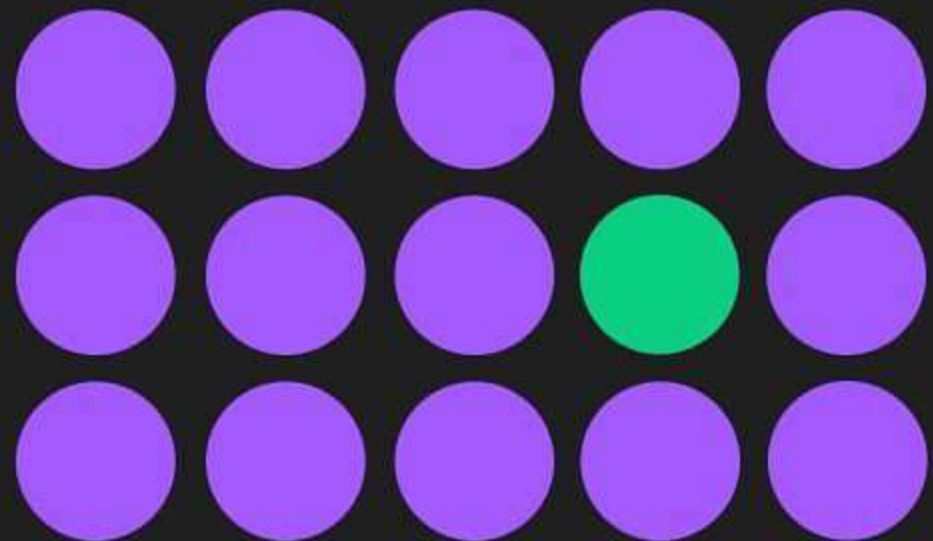


Thumb Zone



## 2. Von Restorff Effect

When multiple similar objects are present, the one that differs from the rest is most likely to be remembered.





# Most memorable information-



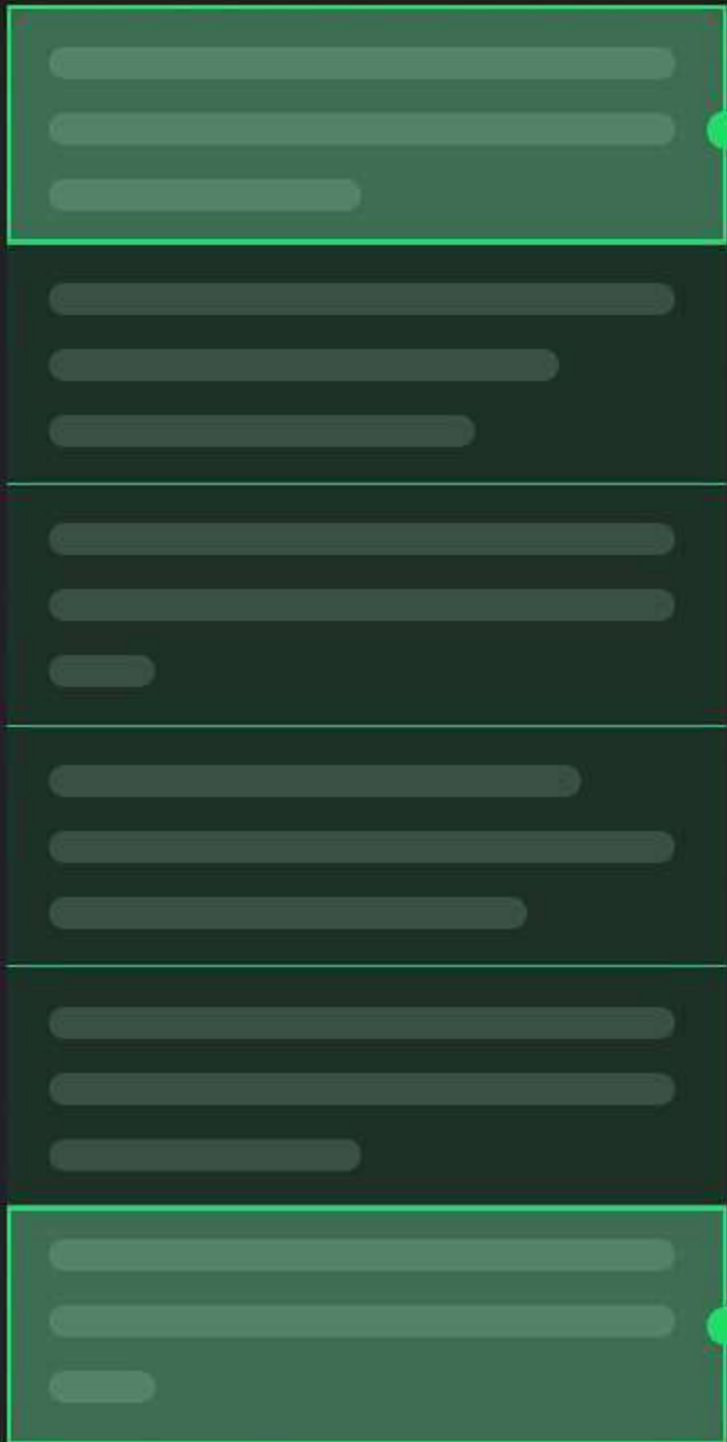




# 3. Serial Position Effect

Users have a propensity to best remember the first and last items in a series.





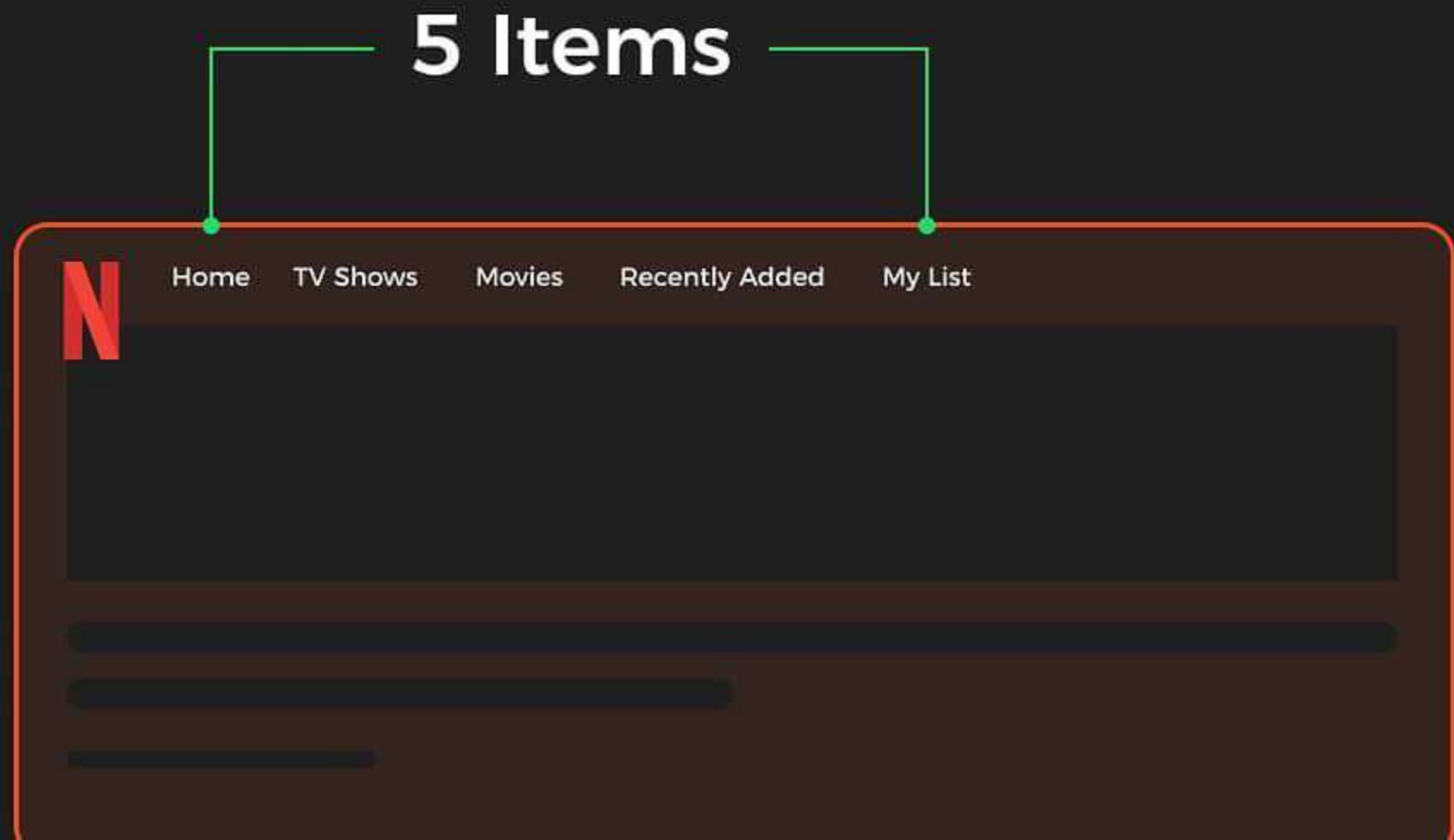
**Most  
Memorable  
Information**





## 4. Millers Law

The average person can only keep 7 (plus or minus 2) items in their working memory.





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