Laws of UX

Part 1

Hick's Law
Streamlining Decision-Making

- Hick's Law states that the more choices you present to a user, the longer it will take them to make a decision.
- Keep menus concise, simplify options, and prioritize the most important actions.

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Fitts's Law
Optimizing Interactive Elements

- Fitts's Law highlights the relationship between the size of a target and its distance from the user.
- Make interactive elements (like buttons) large enough and place them in easily accessible locations to improve usability.

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Jakob's Law

Meet User Expectations, Not Surprise Them

- Jakob's Law emphasizes that users prefer your site to work the same way as all the other sites they already know.
- Leverage familiar design patterns and conventions to minimize the learning curve for your users.

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Zeigarnik Effect

The Power of Incomplete Tasks

- The Zeigarnik Effect suggests that people remember uncompleted or interrupted tasks better than completed ones.
- Use this principle to create a sense of anticipation and encourage users to complete actions.

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Doherty Threshold

The Importance of Responsiveness

- This suggests that users perceive systems to be more responsive and engaging when feedback is provided within 400 milliseconds of an action.
- Aim for quick response times to create a smooth and enjoyable user experience.

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Miller's Law
Chunking Information for Better Recall

- Miller's Law states that most people can only hold about 7 (±2) items in their working memory.
- Break down complex information into smaller, more manageable chunks to aid comprehension and retention.

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Tesler's Law

The Law of Conservation of Complexity

- Tesler's Law argues that for any system, there is a certain amount of complexity that cannot be reduced.

- As a designer, your goal is to manage this complexity and avoid transferring it to the user. Simplify interfaces wherever possible.

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This was just a glimpse!

Stay tuned for my upcoming posts, where I'll explore each law in more detail, providing examples and practical tips for applying them to our designs.

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