

Principle of least effort

For the principle

of least effort I found an example from **About You** an online clothing store, with their navbar they give the customer the opportunity to find what he/she is looking for with one simple click. But the customer is also able to search what he/she is looking for in the same navigation bar.



Principle of perpetual habit

For the principle of perpetual habit I found an example from **About You**, by clicking on the logo you go back to the home page, something that has become an habit of users while on a website



Principle of socialization

For the principle of socialization I found an example from **Gymshark** an online gym clothing store.

On the website you can click the text bubble on the bottom right corner to see the most frequently asked questions and their answers, and you can contact the customer service. And if you're logged in the text messages even shows your name, which makes the socialization feel more real.



The principle of emotional contagion

For the principle of emotional contagion I found an example from **Gymshark**, Gymshark uses reviews underneath the products which will increase the chances for a user to buy the product, because they see that another user was happy (emotion) with what they got, which means there is a great chance they are going to be happy with it too



The principle of identity

For the principle of identity I found an example from Gymshark, Gymshark is known for being a "cool" fitness brand, and they keep this identity by having fit models for their clothing line. So people that like to fitness connect with the brand's identity



The principle of beauty

For the principle of beauty I found an example from **Gymshark**, Gymshark uses a clean design with not much color, and a clear font. Gymshark uses mostly the color black and white, while using the font Montserrat. Which makes the design feel "High-quality"



The magical number 7+-2

For the principle of the magical number 7+-2 I found an example from **Gymshark**, Gymshark has rows of 5 products a time, and the cards are too long to see the whole next row, you can only see the half of them which keeps the customer curious to go to the next row. And by placing 5 products a row the customer will remember it better.



Psychology of mistakes

For the principle of mistakes I found an example from **Gymshark**, Gymshark gives a clear warning when mistakes are made, and what went wrong. This makes it way more clear for the user!

A screenshot of a web form for email sign-up. The form has two input fields. The first field is labeled 'E-MAIL *' and has a red error message below it: 'Geef je e-mailadres in met een @-tekst'. The second field is labeled 'WACHTWOORD *' and has a red error message below it: 'Bevat minstens 1 hoofdletter, 1 kleine letter, 1 cijfer en 1 speciale teken'. Below the error messages, there are four small icons with labels: '1 hoofdletter', '1 kleine letter', '1 cijfer', and '1 speciale teken'.

Focus, attention

For the principle of focus, attention I found an example from **Gymshark**, the hero of the page really grabs your attention, especially the "Spring sale" line crossing the picture, it makes clear that there is a sale going on and that grabs the attention of the user.



Non website examples