Principle of least effort

For the principle

Drops Kleding Schoenen Sport Accessoires Premium SALE Top100 Merken Inspiratie

Q. Sud-terr horse, market an installa-

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 socializtaion 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 increases the changes 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 change 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 brands identity

The principle of beauty

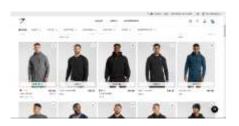
For the principle of beaty I found an example from *Gymshark*, Gymshark uses a clean design with not much color, and a clear font. Gymshark uses mostly the color black and white, while using the font Montserrat. Which makes the design feel "High-quality"





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!



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