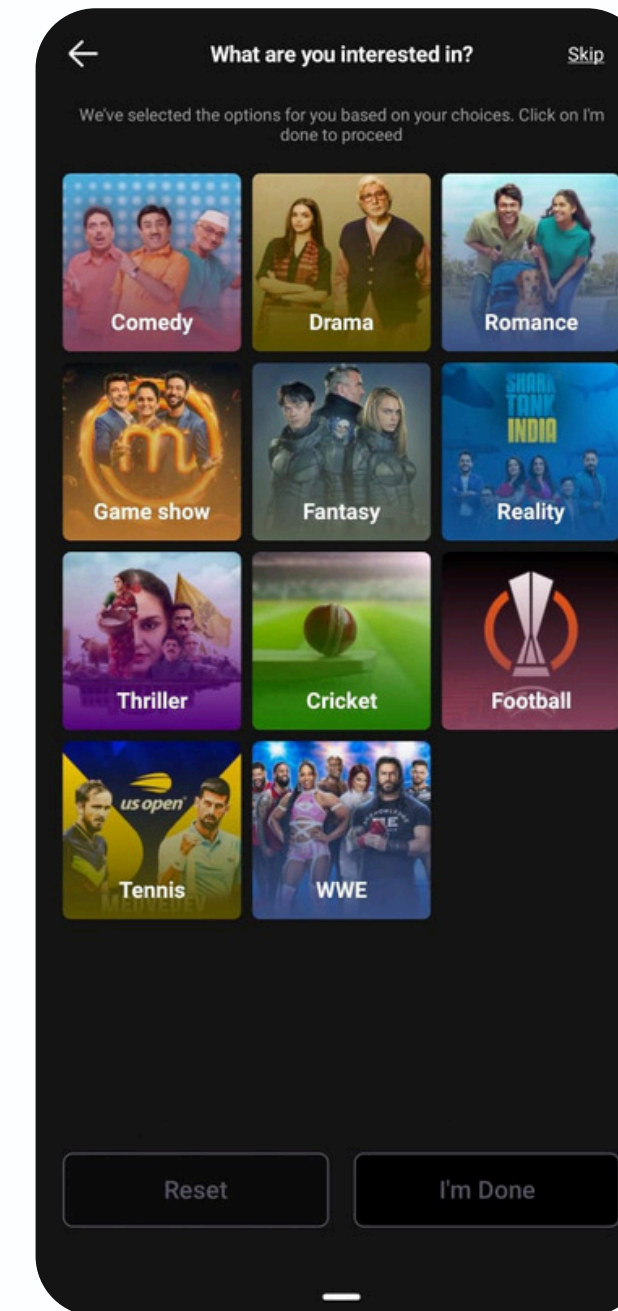# 8 LAWS OF UX DESIGN

Group : 20

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1. HICK'S LAW

Simplify choices to make
 decisions easier for users.

The Sony LIV app features a straightforward
layout that makes selecting categories and
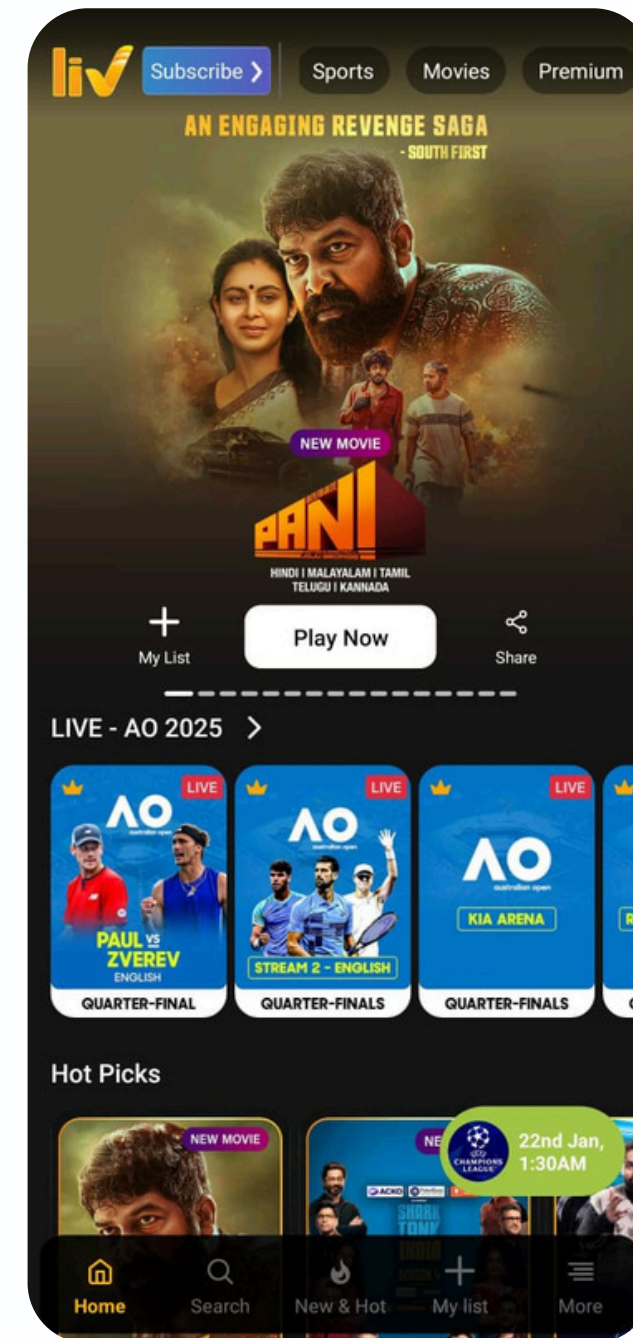interests easy.

2. FITTS'S LAW

Larger and Closer buttons make interaction faster.

The small entertainment category icons on the Sony LIV homepage are challenging to interact with.
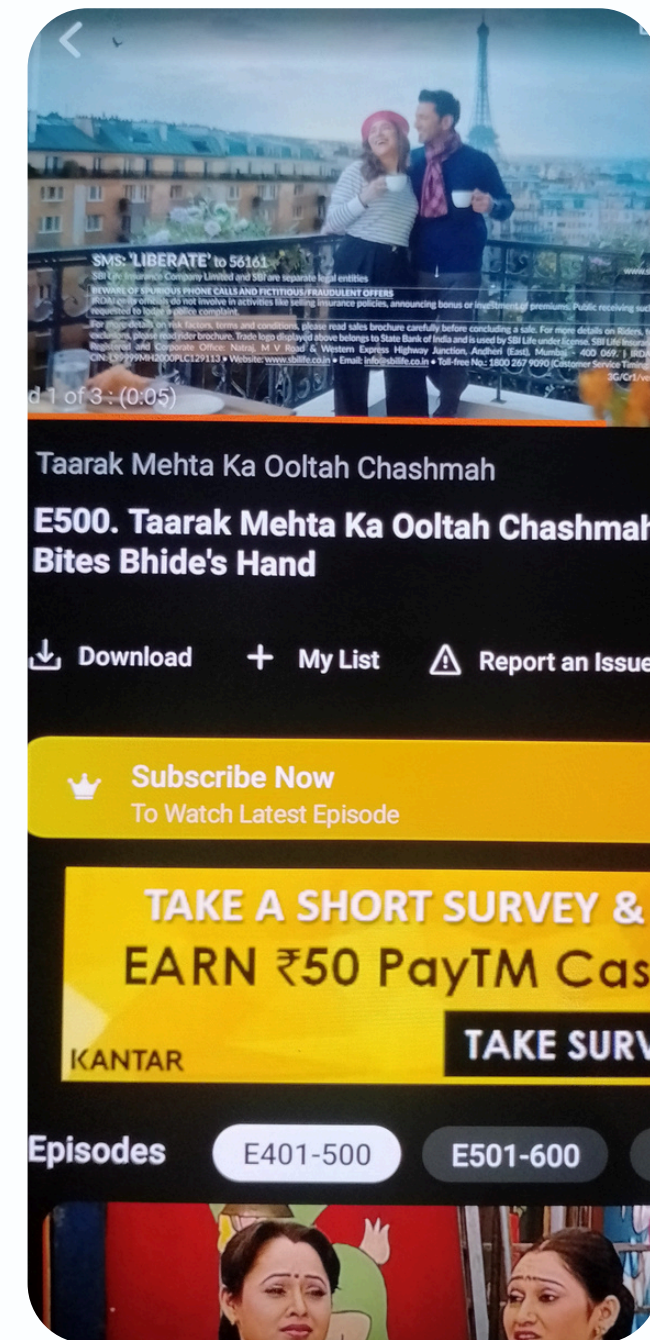
3. JAKOB'S LAW

Follow established design conventions to improve usability.

Sony LIV adopts a familiar video playback design, mirroring popular and well-established streaming apps, ensuring users enjoy a seamless and intuitive viewing experience.

4. MILLER'S LAW

One of the most impactful we can do is chunk our information into related groups.

SonyLIV presents content in easily digestible segments, catering to the average human ability to process approximately 7±2 items simultaneously.
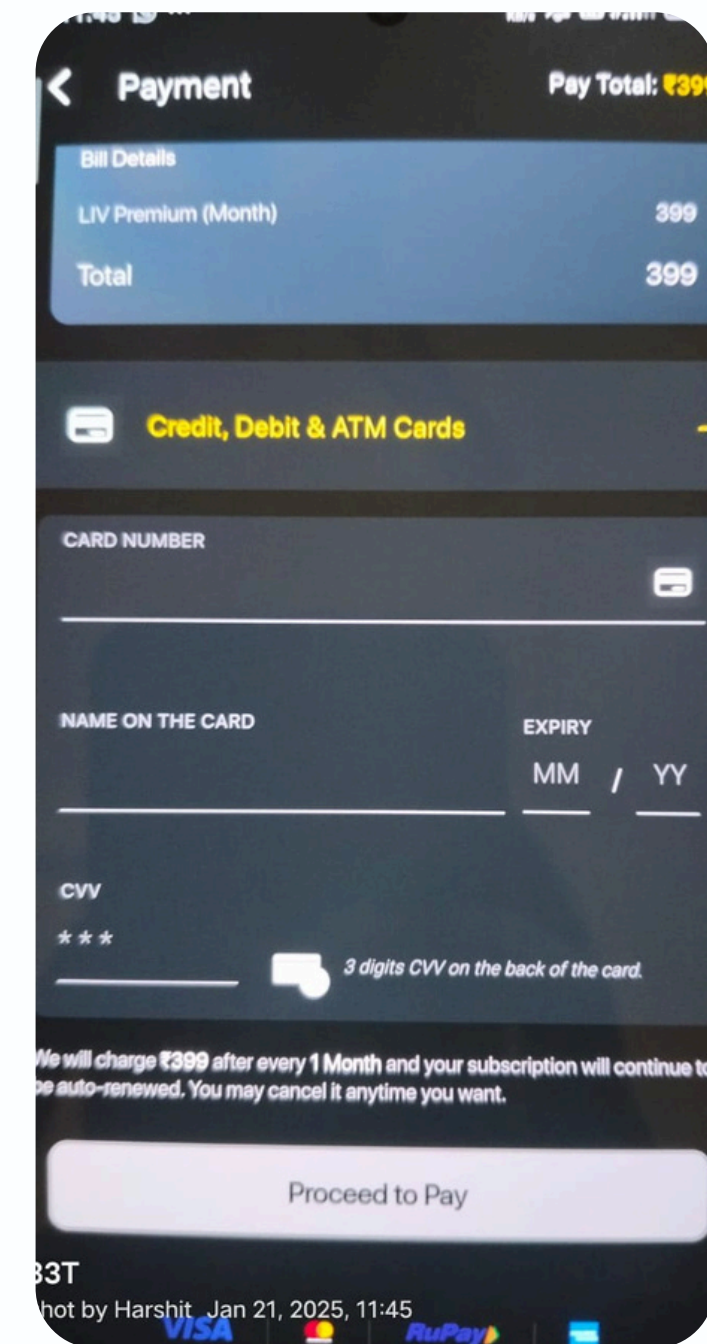
5. TESLER'S LAW

Simplify where possible, but guide users through necessary complexity.

By following Tesler's Law, SonyLIV streamlines complex interactions by managing intricate processes in the background, providing users with a smooth and effortless experience.
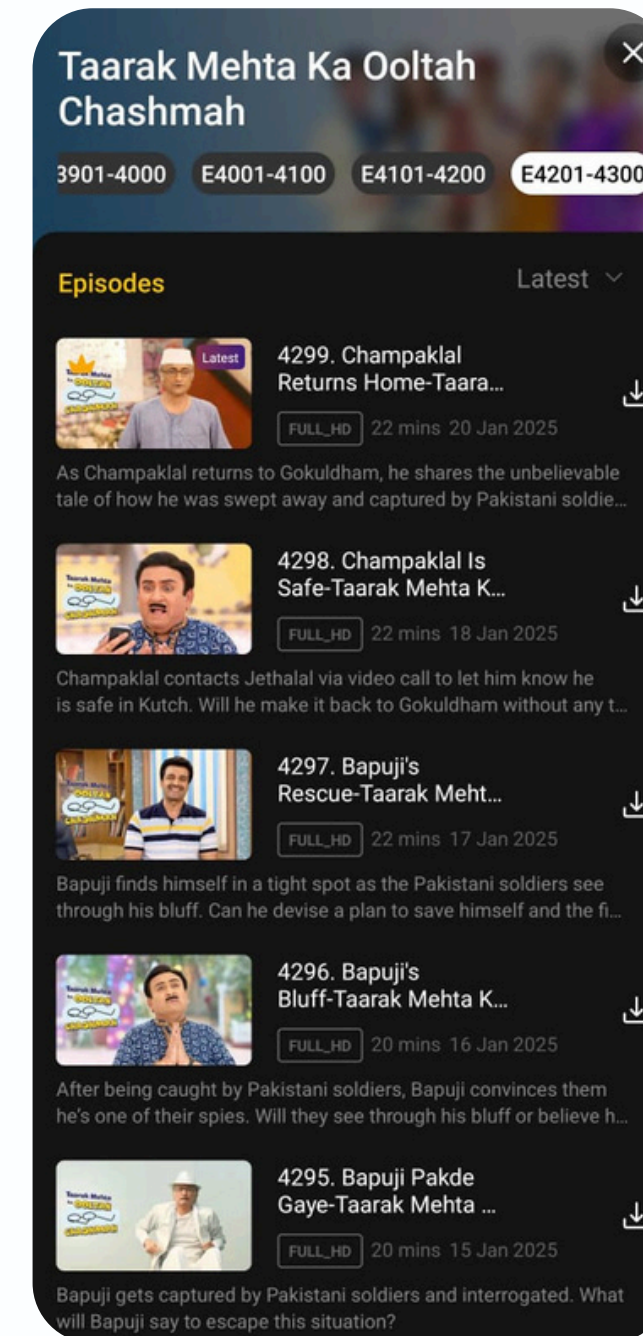
6. LAW OF PROXIMITY

Users perceive elements that are close together as related.

The Sony LIV app provides search suggestions that are similar and related to each other, making it easier for users to find what they're looking for.
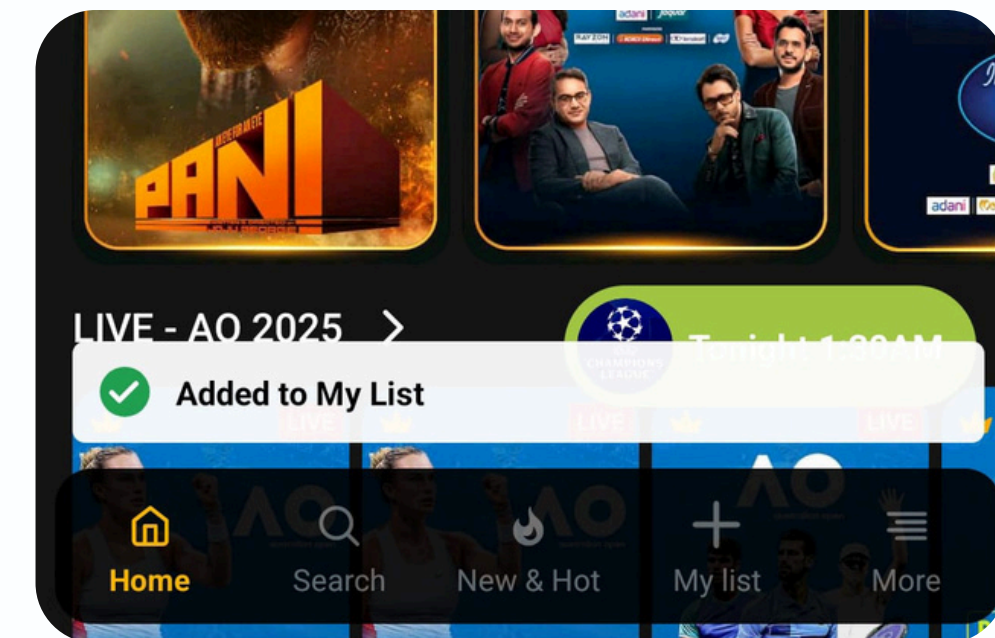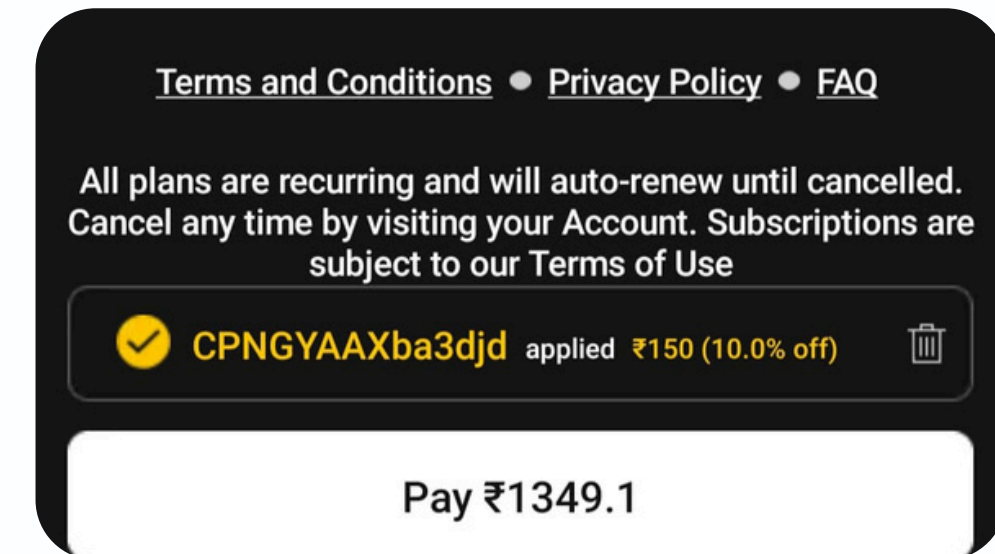
7. PEAK - END RULE

Focus on delivering positive
peak movements and endings.

Sony LIV lacks visually appealing peak and end
movement designs, offering only minor
notifications regarding action completion.

8. AESTHETIC USABILITY EFFECT

Users tolerate minor usability issues in a visually appealing design.

Unlike other apps that feature a standard five-star rating system for user experience, Sony LIV offers a unique and visually appealing rating section.