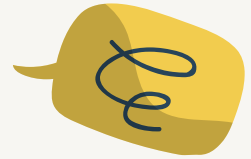




The 9 Design Psychology Principles





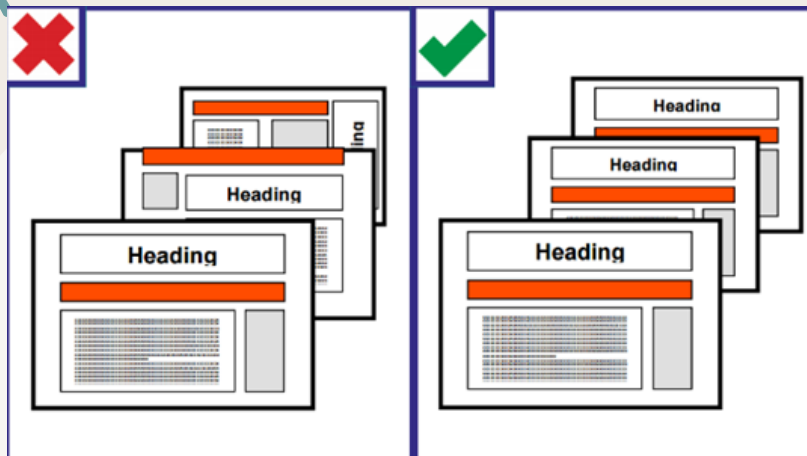
THE PRINCIPLE OF LEAST EFFORT

The “principle of least effort” essentially states that people will do the least amount of work to get something done. This can apply to the amount of thought, time, energy or even keystrokes- at the end of the day every human prefers the path of least resistance.

What can you do as a UX designer to address this principle?

- Show your user an example
- Be as consistent as possible – meaningful and important information
- Use grouping when there is a lot of similar information – sorting, filtering, search bar
- Click or not





zenefits PLATFORM PRICING TOOLS COMPANY SIGN IN GET STARTED

Search topics and key words

Reopening your workplace—safely—with Truework and Zenefits

As the pandemic continues, there are two truths. One, that businesses need to reopen in order to be viable, and two, protecting people from the dangers of the virus is of the utmost importance. As a small business—we know that these dilemmas—reopening your workplace and keeping your employees safe—is at the forefront of everything that [...]

Christian Platen
Oct 06 · 2 min read

Switching Up Your Small Business: Fundamentals of Pivoting in a Pandemic

Change is scary and uncomfortable. If 2020 has done anything, it's helped (or forced) us to come to terms with change. And perhaps there is no group that's had to shift and change more than the people working to keep America's small businesses afloat. I had the opportunity this week to talk to Natasha Miller, [...]

Didi D'Enico
Sep 03 · 1 min read

Equality, Paid Forward: 10 Inspiring Female CEOs

This month, we mark 100 years since the 19th Amendment was ratified, allowing US women to vote. And 47 years since the establishment of Women's Equality Day—seeking broader equality of pay, opportunity and rights. While there is much work to be done to truly level the playing field for women entrepreneurs, there are [...]

Didi D'Enico
Aug 25 · 6 min read



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Hearthstone's Duels mode is like a bleak knife fight with an omnipotent clown

Wacky Funn!

Feature by Nate Crowley
Introduction
Published on 5 Nov, 2020



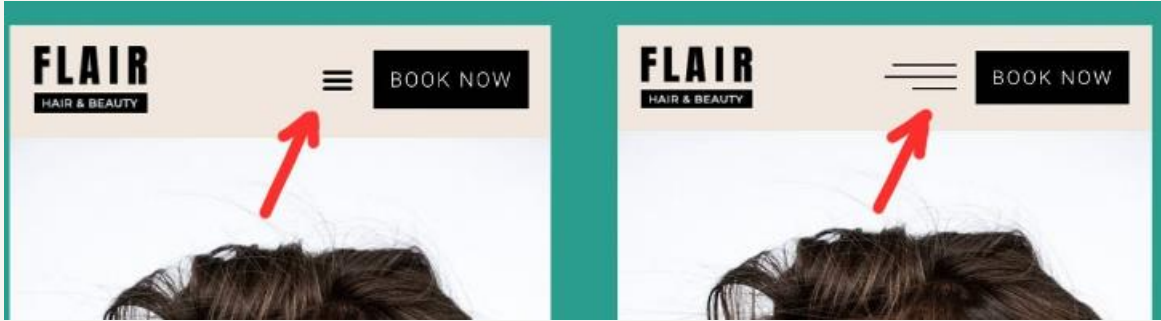
THE PRINCIPLE OF PERPETUAL HABIT

The principle of perpetual habit states that people greatly rely on their memory and habit when doing this or that task.

What can you do as a UX designer to address this principle?

- Layout and navigation simple so that the user could learn to go around your website
- Keep thing “traditional”





llll



THE PRINCIPLE OF SOCIALIZATION

“Man is by nature a social animal.”

People want to be social, and they greatly rely on technology in order to achieve it. More than that, they use technology in order to feel accepted into society.

What can you do as a UX designer to address this principle?

- Implement social media buttons – increase social engagement, convenient way for the user to contact you
- App review, product rating – users follow the example of the satisfied customers.



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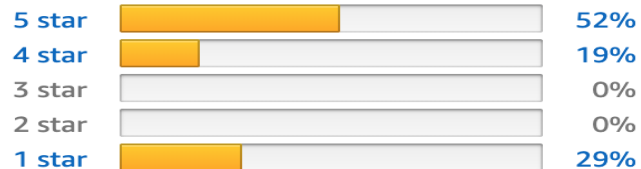


TrustScore 4.1 | 59098 reviews

Customer reviews

★★★★☆ 3.6 out of 5 ∨

6 customer ratings



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THE PRINCIPLE OF EMOTIONAL CONTAGION

Emotional contagion occurs when someone's emotions and related behaviours lead to similar emotions and behaviours in others..

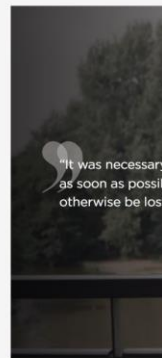
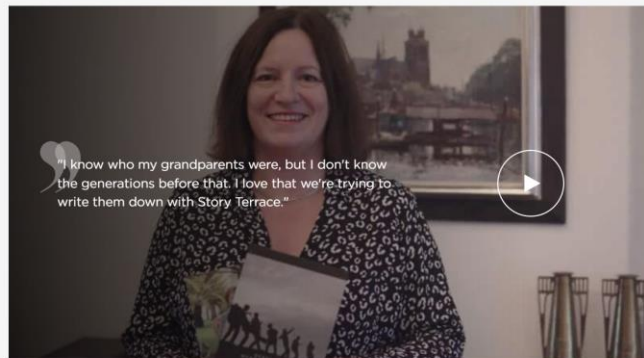
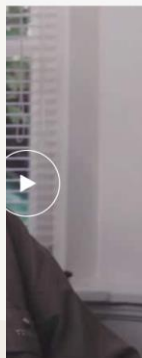
What can you do as a UX designer to address this principle?

- Targeting user's emotional sides and showing them content which appeals to their emotions





our customers. Learn about your predecessors and read their experiences



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THE PRINCIPLE OF IDENTITY

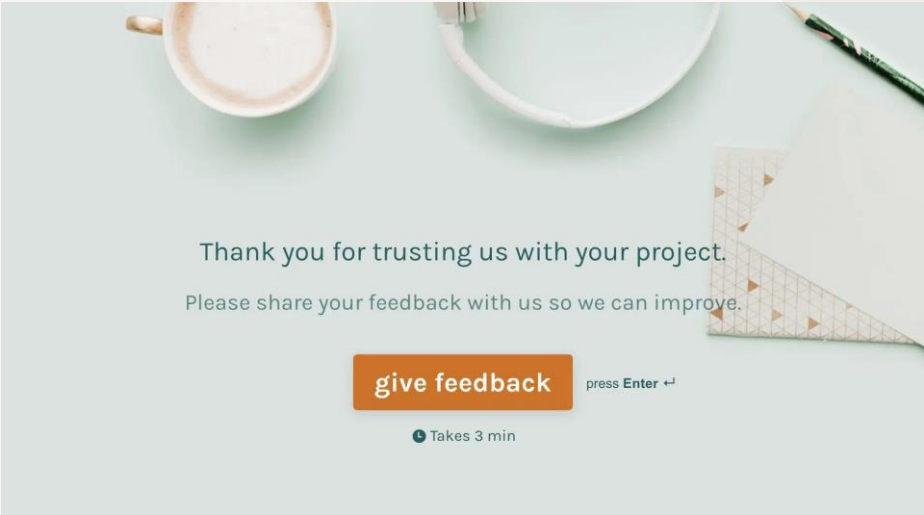
All people need a sense of identity, a feeling of belonging, an understanding of who they are.

What can you do as a UX designer to address this principle?

- Use unique characteristics
- Show users you care about them - Keep them in the loop with valuable feedback at every step of their journey
- Show interest in their opinions and actually make changes based on their feedback.

llll





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Please share your feedback with us so we can improve.

give feedback

press **Enter** ↵

🕒 Takes 3 min



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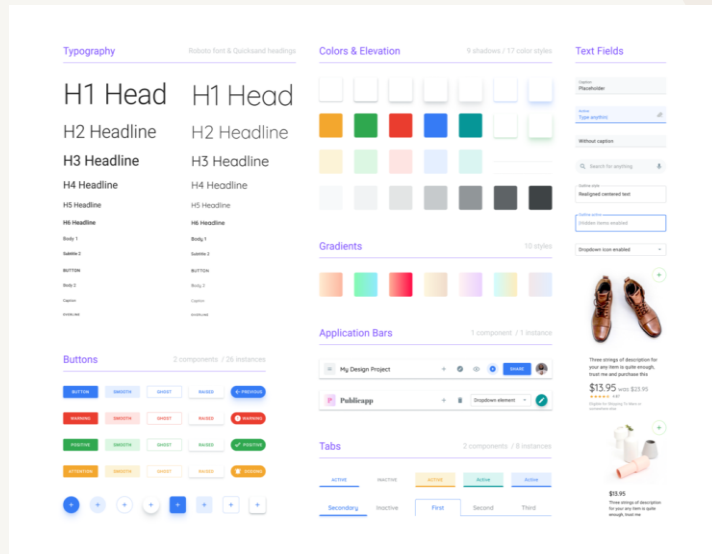
THE PRINCIPLE OF BEAUTY

Numerous psychological studies prove: beautiful people and beautiful things are always more loved and popular than unattractive ones.
People choose books by their cover

What can you do as a UX designer to address this principle?

- Stay up to date on market trends
- Design system
- Find inspiration





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THE MEGICAL NUMBER SEVEN, PLUS OR MINUS 2

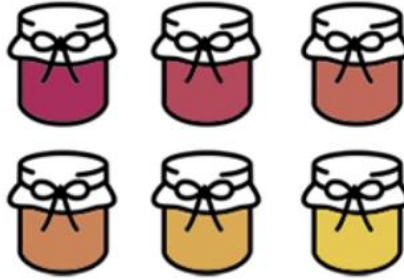
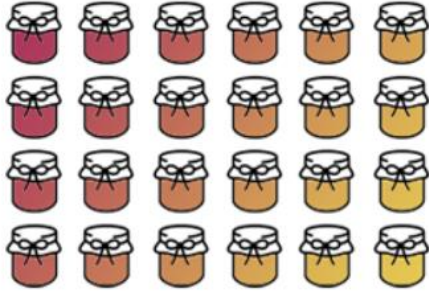
“The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information” by George A. Miller. According to him, we can only hold from five to nine things at once in our short-term memory. This is also called Miller’s rule.

What can you do as a UX designer to address this principle?

- Disclose information progressively
- Do not force people to remember more that they can



Too many choices?



WHAT YOU SEE

shoe nose color pencil eye
ring floor top paper house
dog flower girl circle wood
grass letter bee glue cactus

WHAT YOU REMEMBER

house
shoe circle
girl
paper nose
cactus

VS



llll



THE PSYCHOLOGY OF MISTAKES

Mistakes relative to UX design psychology include scenarios which are counterintuitive, unclear, and potentially misleading, thus preventing people from accomplishing the goals they set out to do.

What can you do as a UX designer to address this principle?

- Attempt to predict where a user may make mistakes
- Provide the ability to undo an action
- Inform users about mistakes.



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Are you sure you want to submit this form?

No

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FOCUS, ATTENTION AND CONCENTRATION

The average attention span for an adult ranges from 10 to 20 minutes, after which they may get distracted and lose focus.

What can you do as a UX designer to address this principle?

- Do not distract users with random pop-ups or sounds
- Make your product or service stand out
- Visual aid such as a simple step counter



1 Shopping cart

2 Delivery

3 Checkout

Choose a payment method

Code instantly delivered by email

Results: 72

Select payment method

☒ iDEAL Free

Checkout >

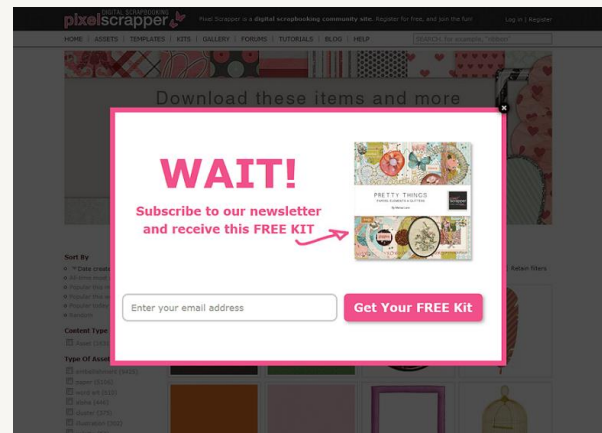
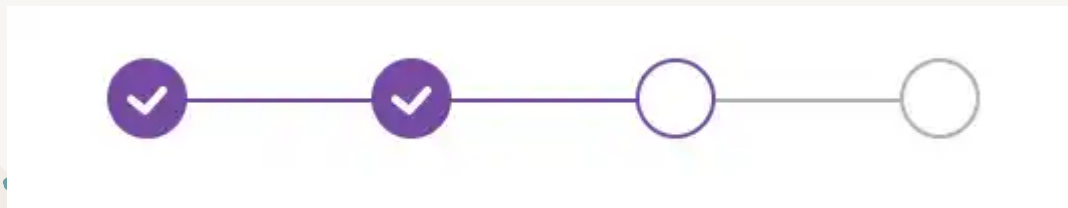
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