

DESIGN TIPS

VOLUME 3



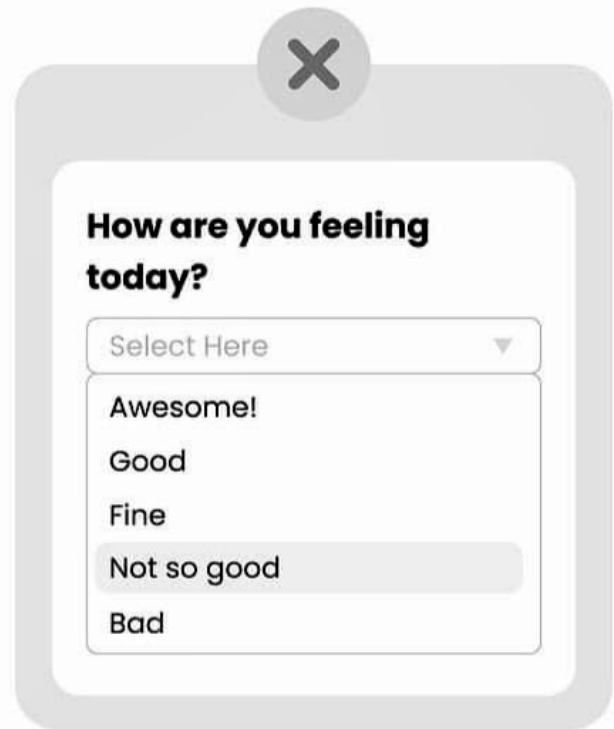
Laws of UI/UX Design





How are you feeling today?

- ☐ Awesome!
- ☒ Good
- ☐ Not so good
- ☐ Bad



How are you feeling today?

Select Here ▼

- Awesome!
- Good
- Fine
- Not so good
- Bad

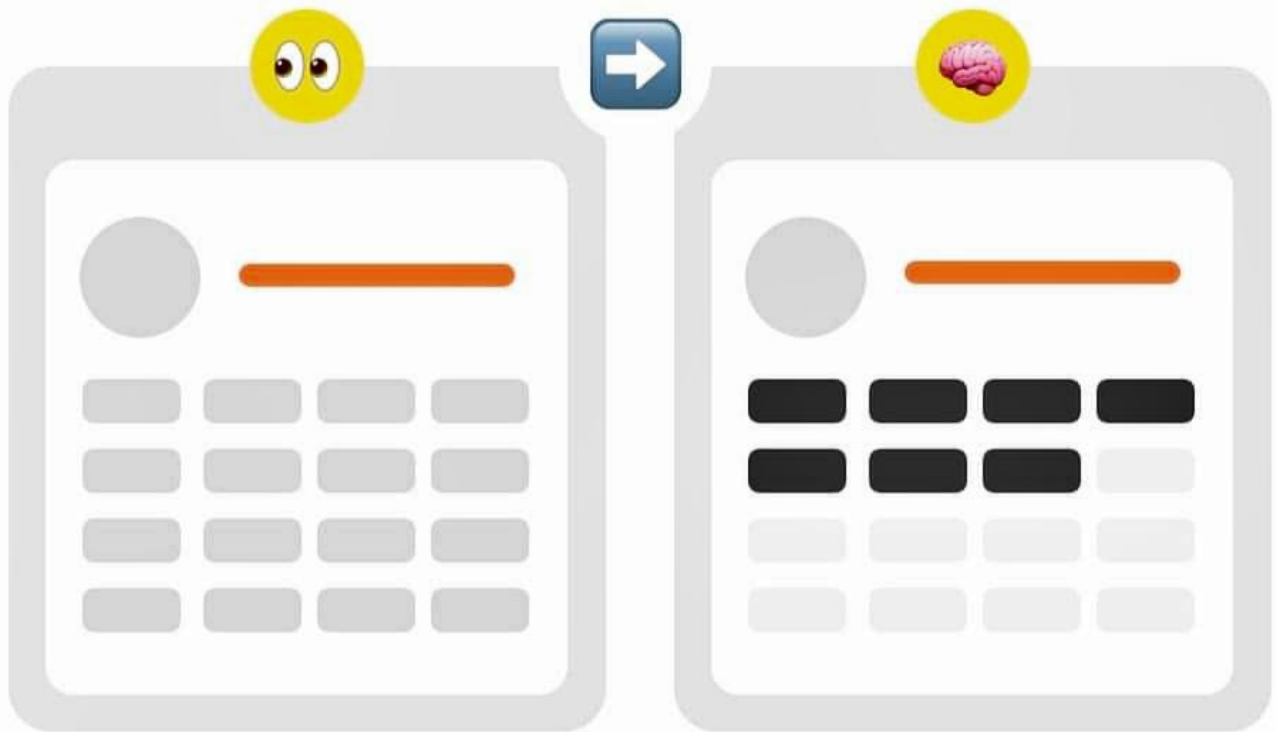
(1) **Hick's Law**

The time it takes to make a decision increases with the number of options.



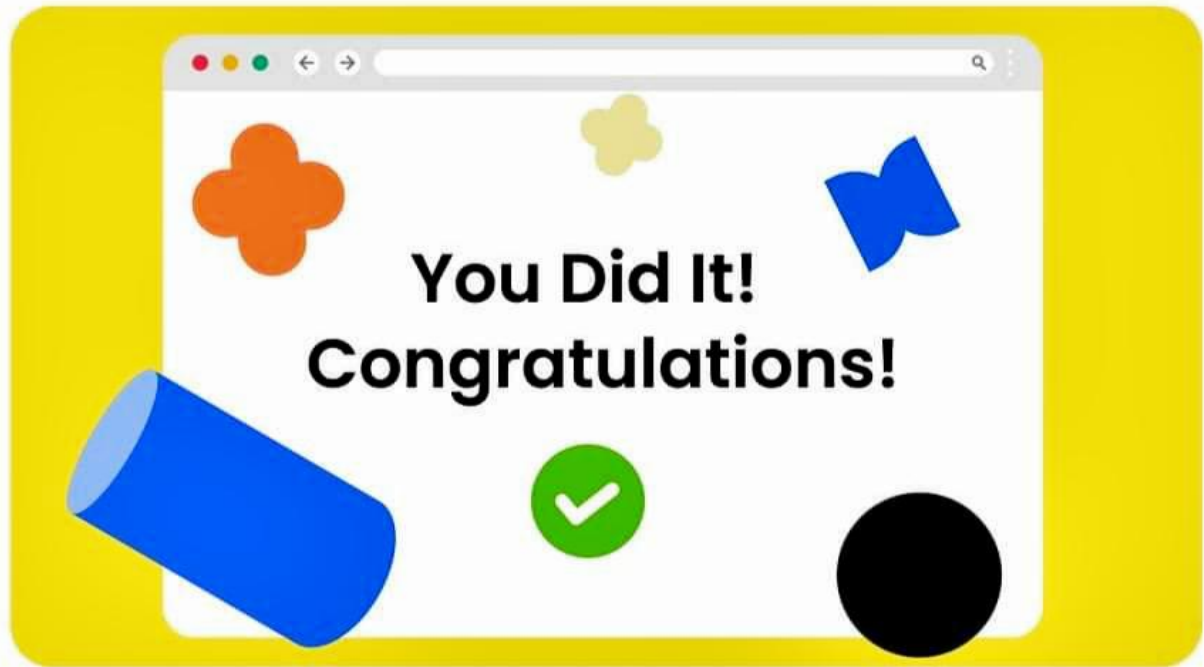
(2) **Fitts's Law**

The time required to move to a target area depends on the distance and size of the target.



(3) **Miller's Law**

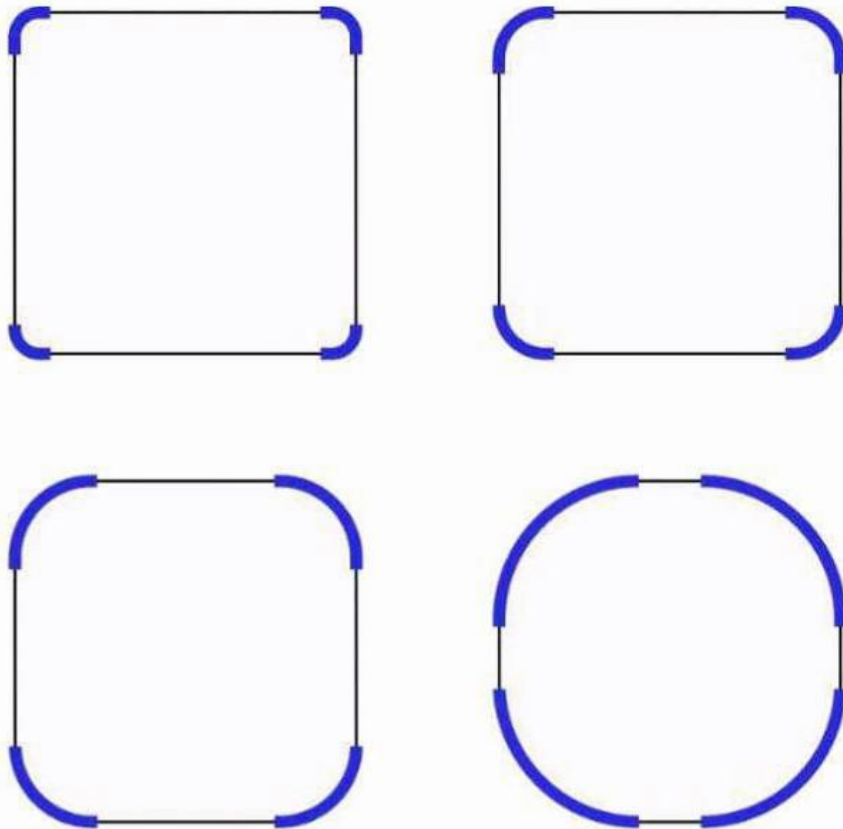
The average person can only keep 7
(plus or minus 2) items in their working memory.



(4) **Peak-End Rule**

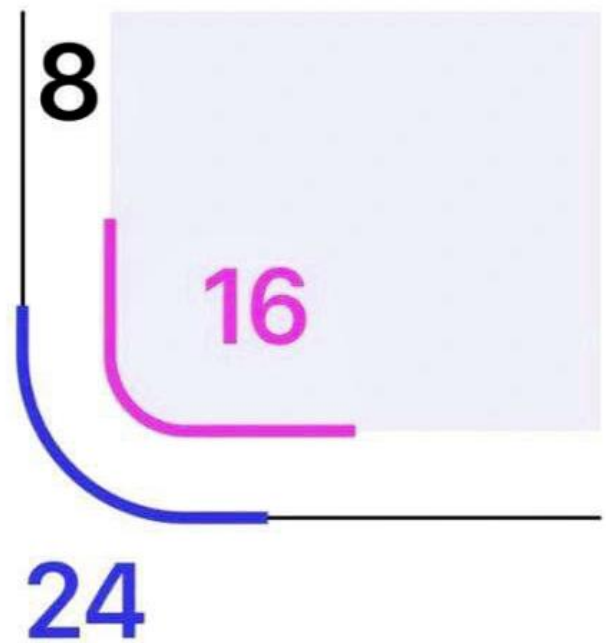
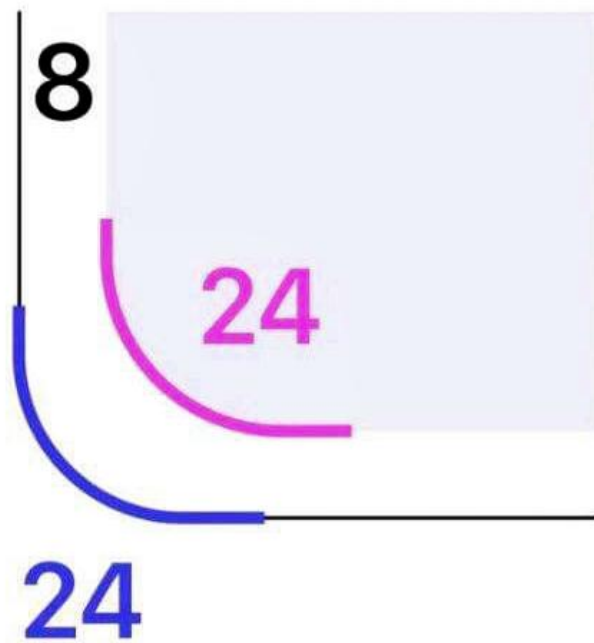
People judge an experience mainly by its peak and end, not by the total sum or average of every moment.

Corner Radius or Border Radius?



In **CSS** this property is known as '**border-radius**',
but in Figma or in other design programs are known
as **corner radius**.

Better Nested Corner Radius

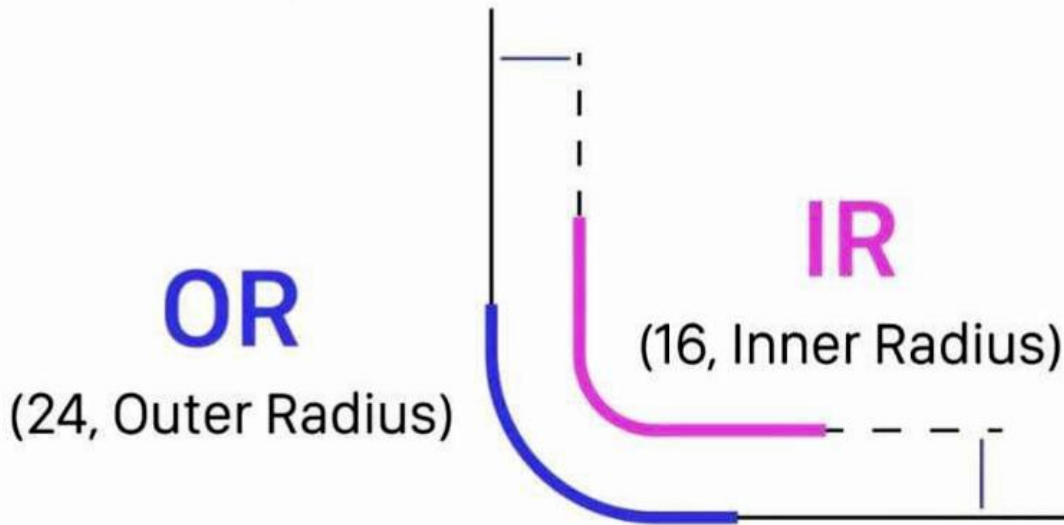


Works if both radius have the same center point. Or use **a multiplier**. To test, scale up your inner frame to the size of your outer frame.

Math Formula

OT

(8, Outer Thickness)

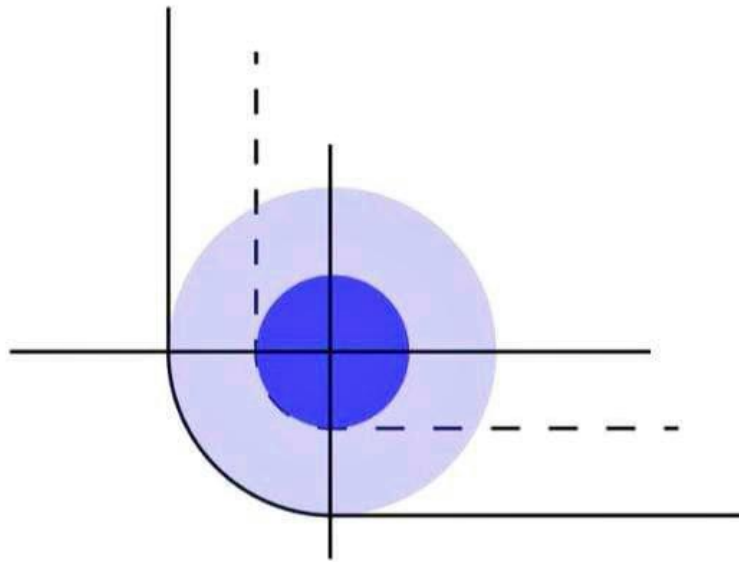


$$\mathbf{OR = IR + OT}$$

$$(24 = 16 + 8)$$

Use the following formula to calculate the perfect corner radius for your inner element.

Visual Formula



The outer corner should have a larger radius which "flows" round the one on the inside.

Without wanting to go into mathematical formulae try visualizing a central point, the "origin", around which your first radius curves. Now use that same point to round your outer corner.