



#### **Law of Similarity**

The human eye tends to perceive similar elements in a design as a complete picture even if those elements are separated.



#### **Occam's Razor**

Among competing hypotheses that predict equally well, the one with the fewest assumptions should be selected.



#### **Principle of Closure**

We tend to fill in gaps between elemento perceive incomplete objects as



#### **Law of Common Fate**

Objects with a common movement, that move in the same direction, at the same pace, are perceived as a group.



#### Miller's Law

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



#### **Dieter Rams Law**

Good design is as little design as possible.



#### **Uniform Connectedness**

Elements that are visually connected are perceived as more related than elements with no connection.



#### **Pareto Principle**

The Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes.



#### **Parkinson's Law**

Any task will inflate until all of the available time is spent. The amount of work required



### **Law of Past Experience**

Under some circumstances visual stimul are categorized according to past



### Jakob's Law

Users spend most of their time on othe products so yours should work the sam way as all the others they already know



# **Aesthetic Usability Effect**

Users often perceive aesthetically pleasing design as design that's more usable.



# Von Restorff Effect

Predicts that when multiple similar objects are present, the one that differs from the rest is most likely to be remembered.



# Serial Position Effect

Users have a propensity to best remember the first



### **Doherty Threshold**

Productivity soars when a computer and its users interact at a pace (<400ms) that



### **Law of Good Gestalt**

Elements of objects tend to be perceptually grouped together if they form a pattern that is regular simple, and orderly



### **Law of Proximity**

Objects that are near, or proximate to each other, tend to be grouped together.



### Law of Common Region

Objects placed in the same area (usually enclosed by a box or other shape) are



### Fitt's Law

The time to acquire a target is a function of the distance to



### **Center Stage Effect**

When presented with an array of similar objects, we tend to prefer the one in the center.



## **Dual Coding Theory**

Suggests that presenting information both verbally and non-verbally makes



## **Figure Ground Principle**

The size of an object and the contrast to its background help users distinguish both.



## Law of Focus

Objects with a higher level of clarity receive a higher focus by the user.



# **Hanlon's Razor**

assume they are ignorant, and then help them overcome that ignorance.



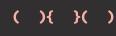
# Law of Similarity

Elements that are similar to each other tend to be perceived as a unified group.



### Hick's Law

The time it takes to make a decision increases with the number and complexity of choices.



## Law of Symmetry

each other tend to be perceived as a unified group.