



Hamad Tanveer

# Understanding Laws Of UX

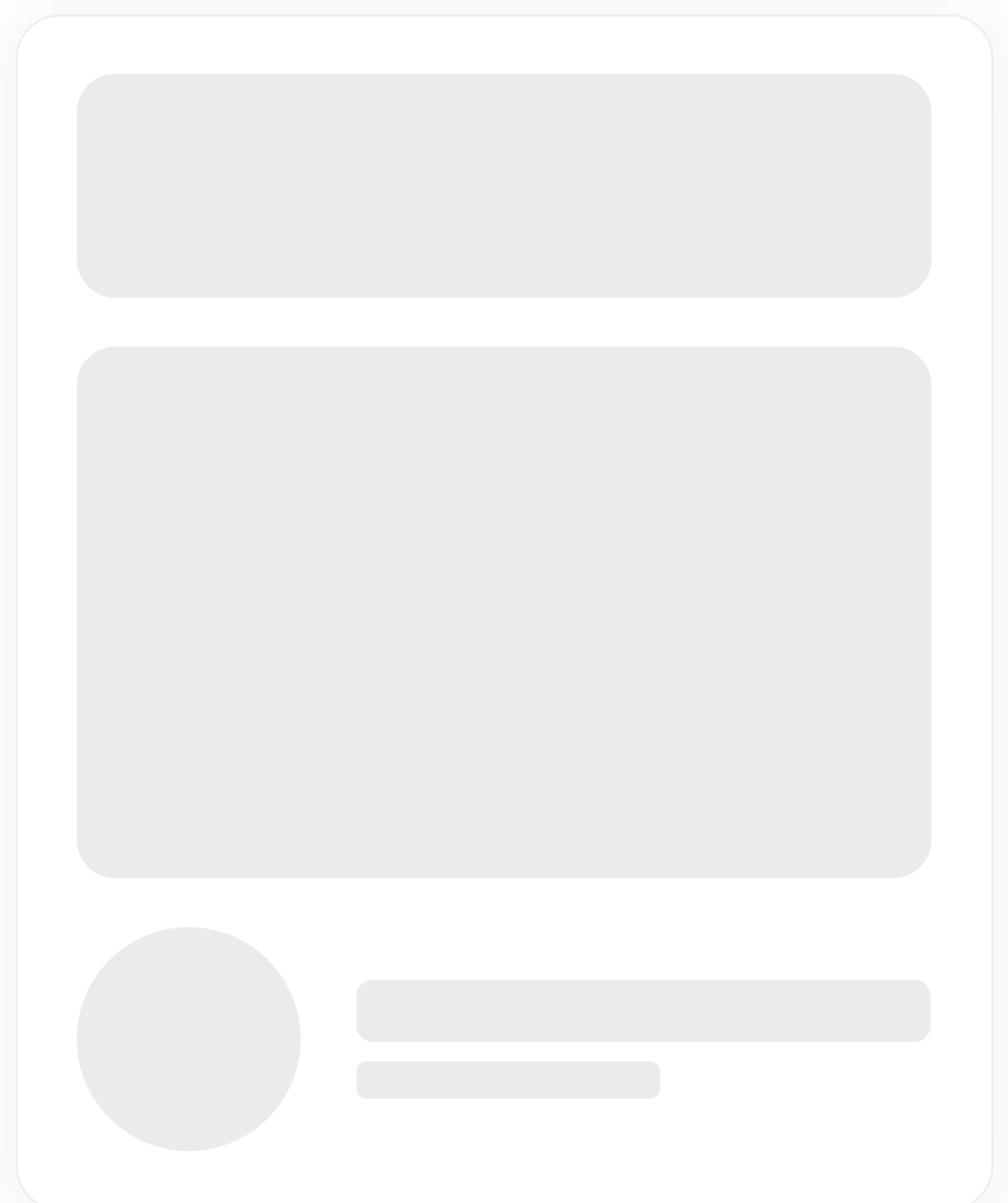
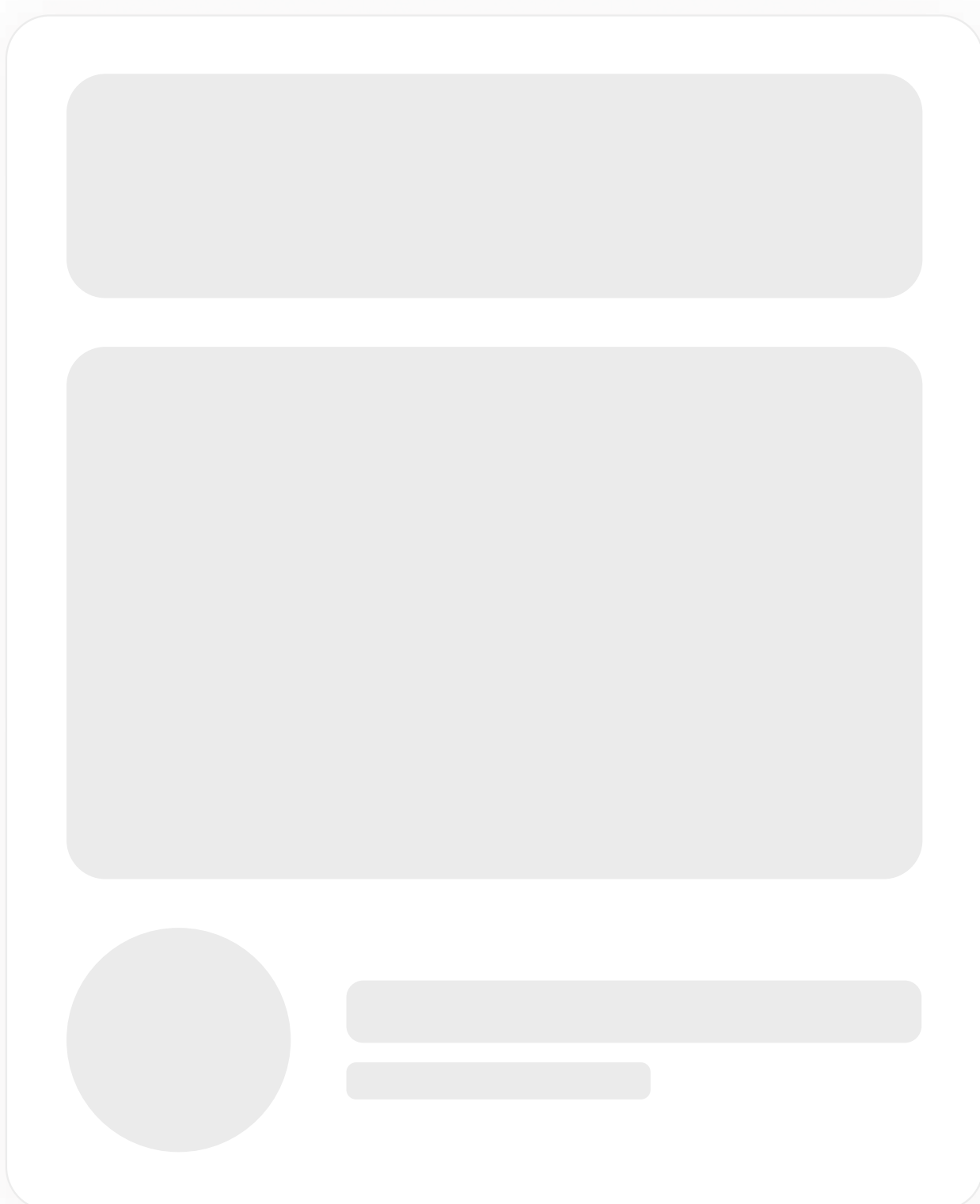




1

# Jakob's Law

Users are used to a particular way that other sites work, so they expect your site to be designed the way other sites they use are designed.

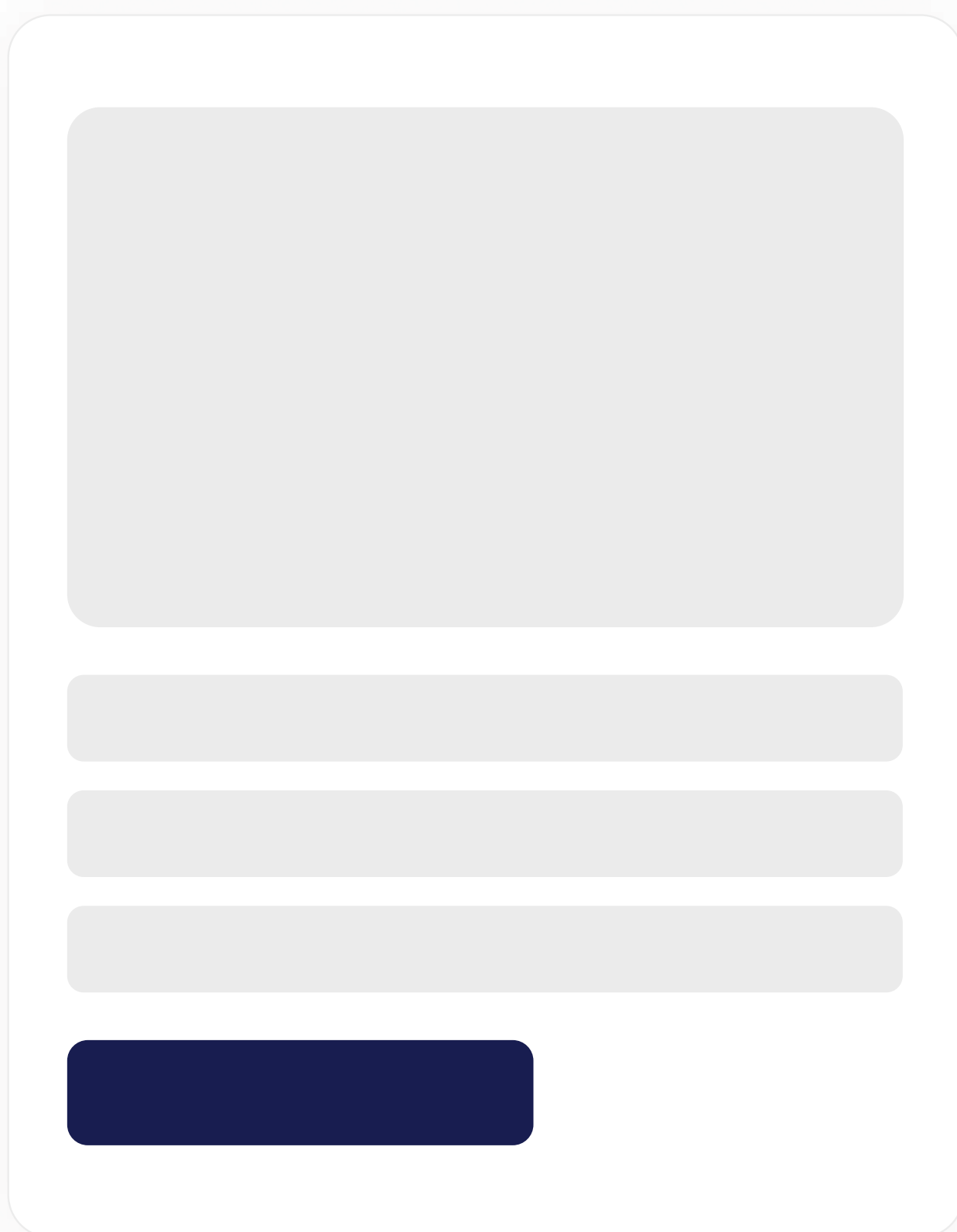




2

# Fitt's Law

Make sure the target action is always easily accessible to the user-both in terms of the distance the user has to travel and the target's size.

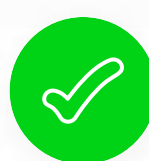
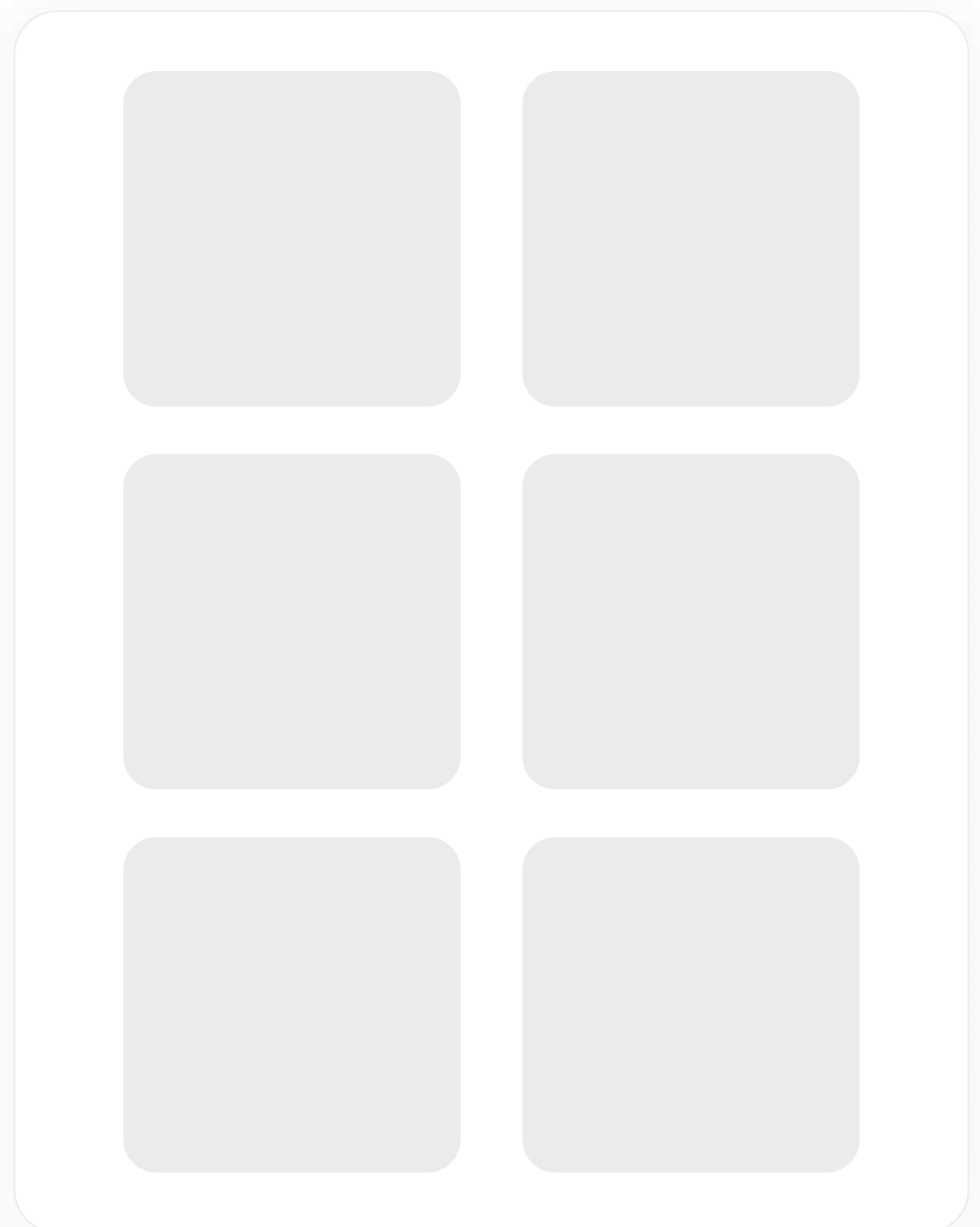
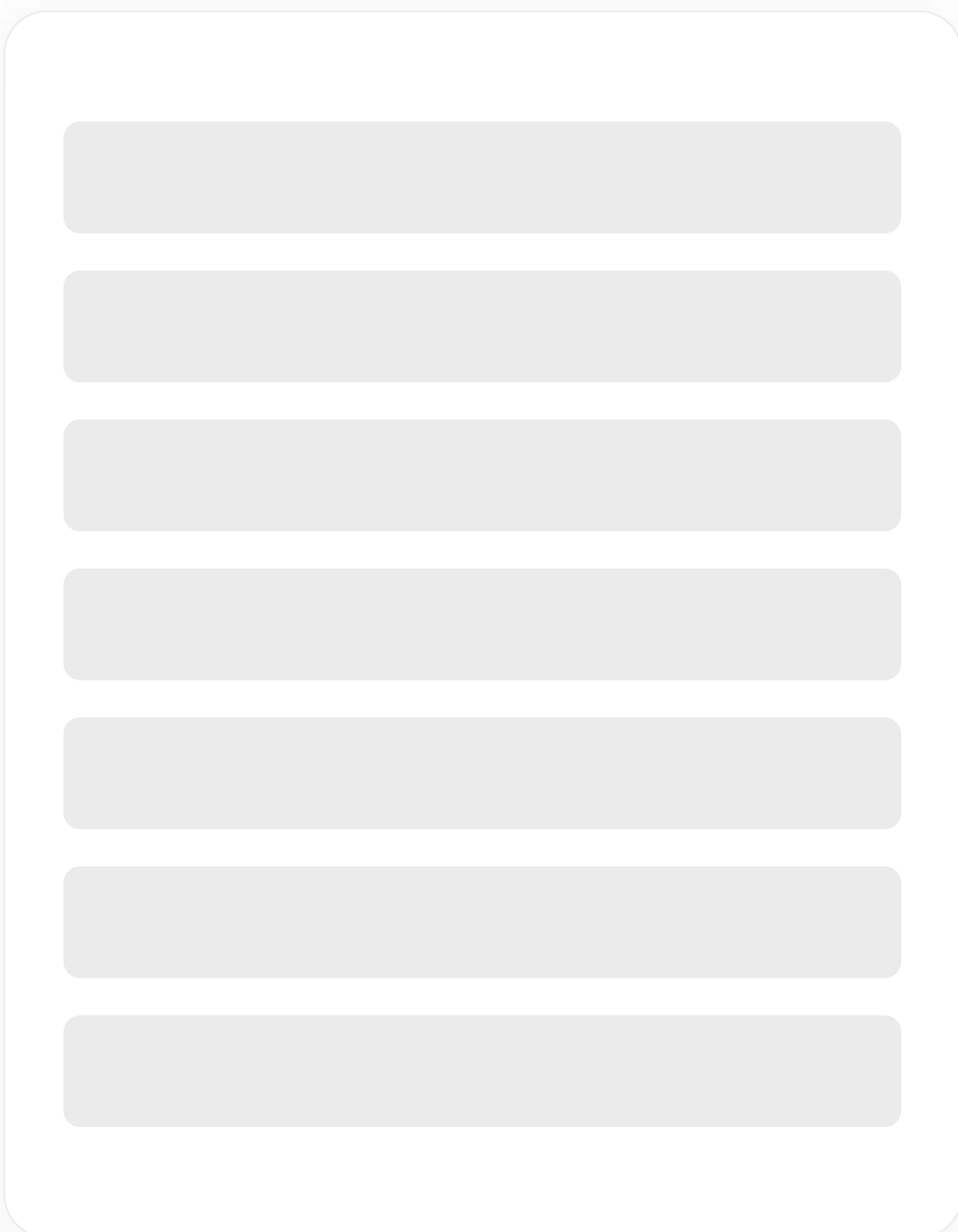




3

# Hick's Law

If the choices are too many and too complicated, this reduces the chance of a user actually making a choice.

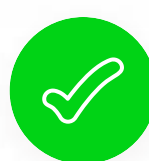




4

# Miller's Law

According to this law, people can remember up to 7 (plus or minus 2) different elements in their working memory. Therefore, minimize choices.

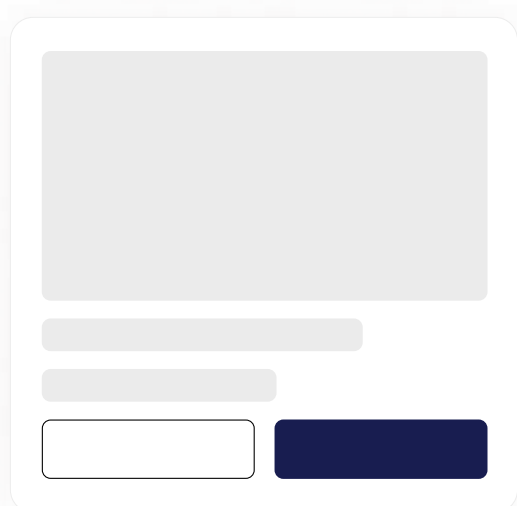
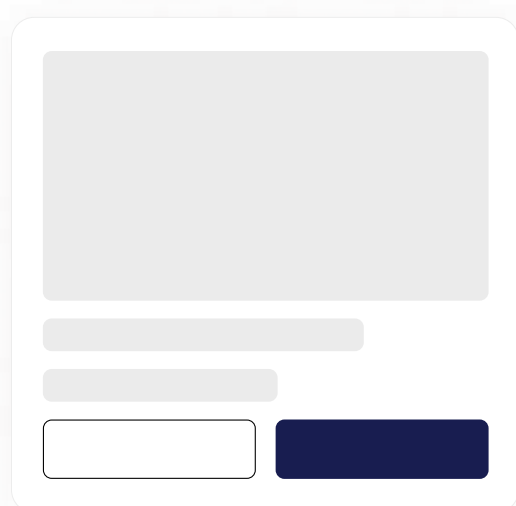
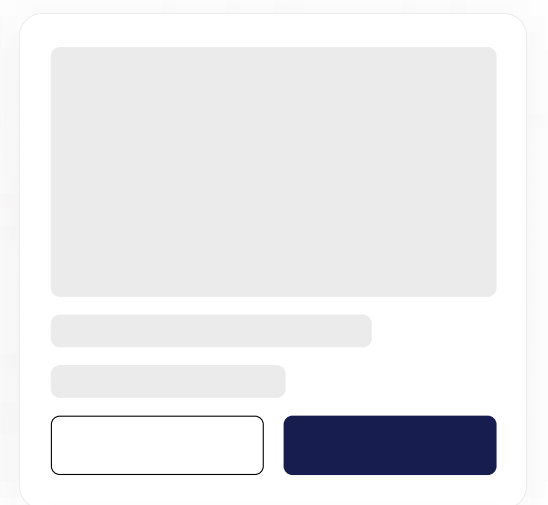
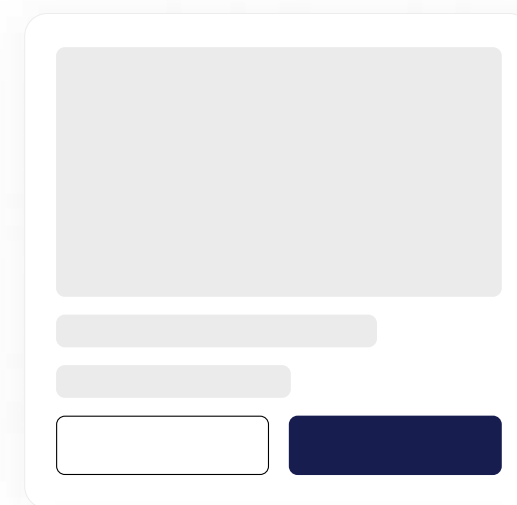
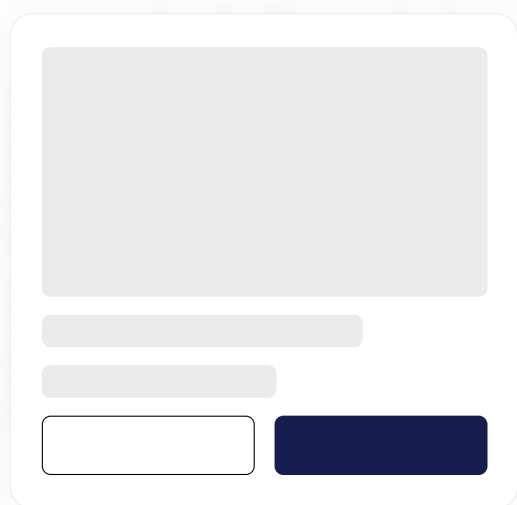
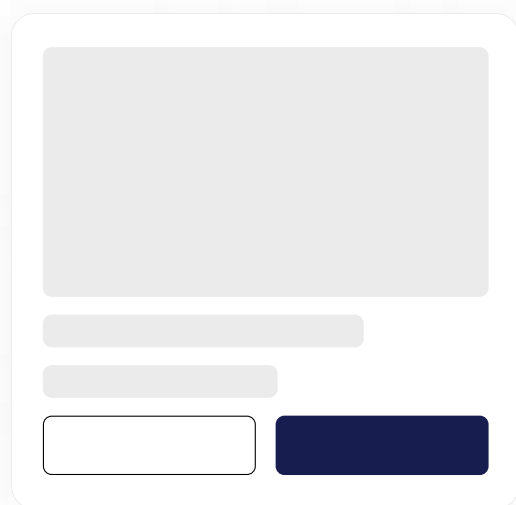




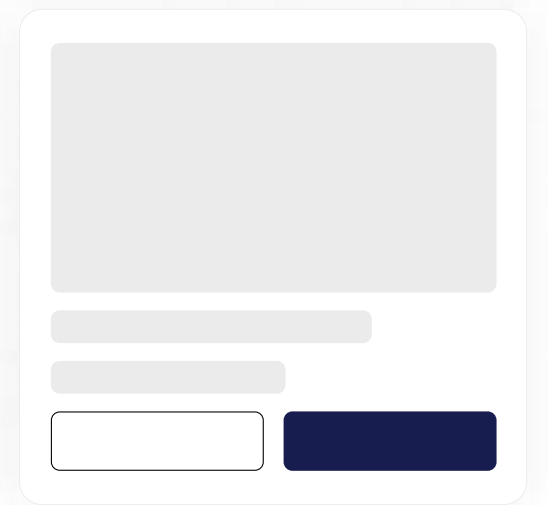
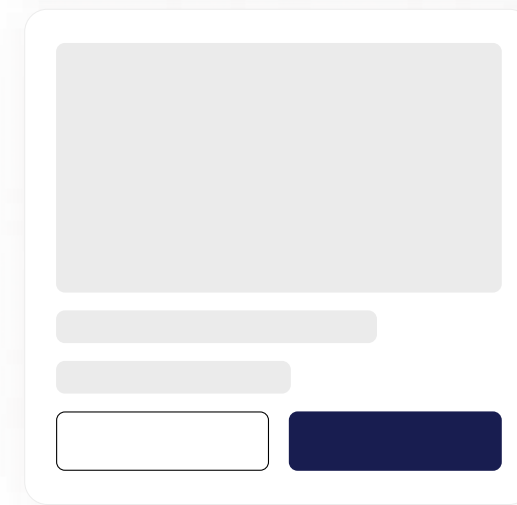
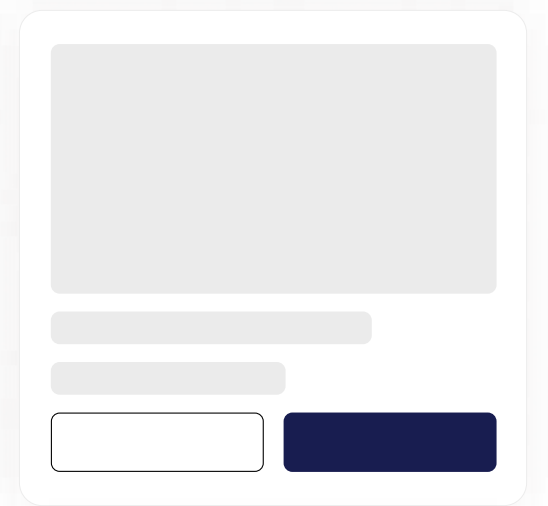
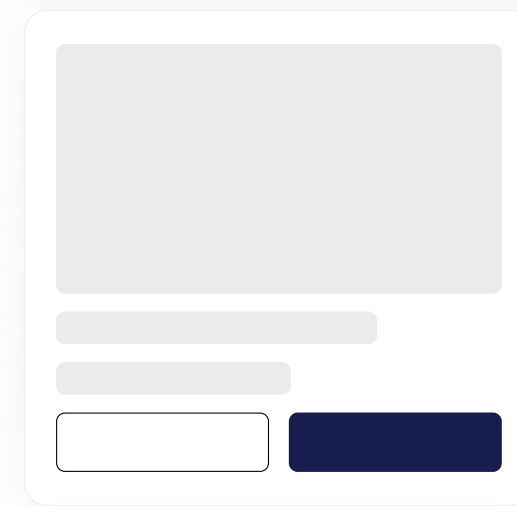
5

# Law of Proximity

Objects that are close tend to join, and they are understood as members of the same group unlike things that are farther apart.



VS





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