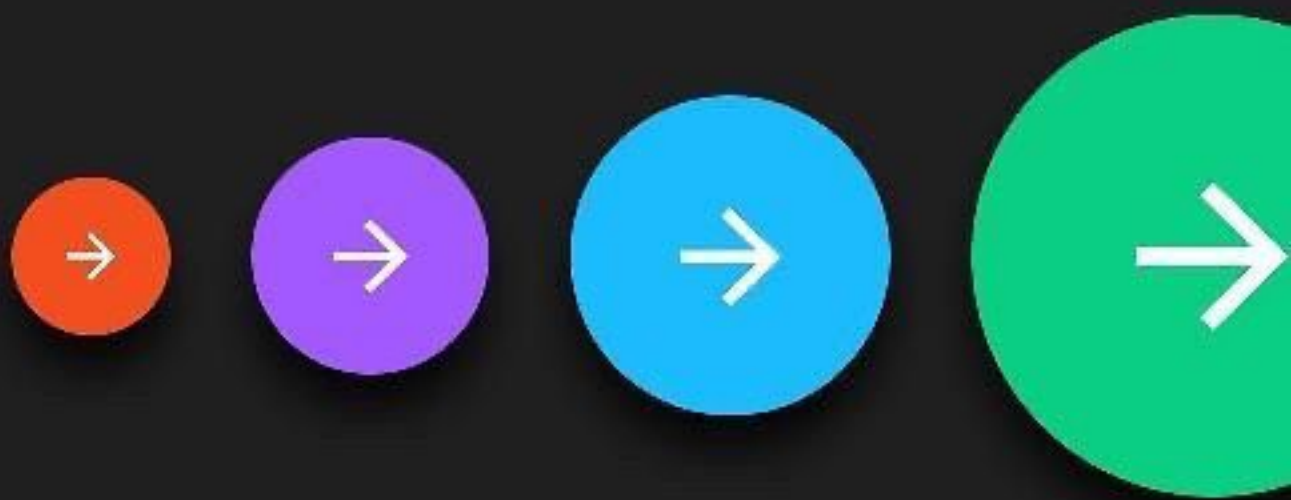


**What should
be the size of
your Icon/
Button ?**



Touch Target

An MIT study found that the average width of an index finger is 45-57 px and the avg size of the thumb is 72 px.

45-57 px.



Index Finger

72px.



Thumb

Touch Accuracy

It also showed that touch accuracy is low below 42 px and above 72 px.

Range of touch accuracy - 42-72 px



**Material Design
prescribes icon area of
24 dp and a touch target
of 48 dp. Apple suggests
44 pixels.**



So What should the button size be ?

You could follow conventions of the Operating system used by your audience (iOS, Android, Windows)

Or, You could get creative and pick any size between 42-72.

**But should you
design all the
buttons in the
same size ?**

Hierarchy is Important

The size of a button in a set of buttons help guide the user to the most important action!

Low
Priority



~42 px

Medium
Priority

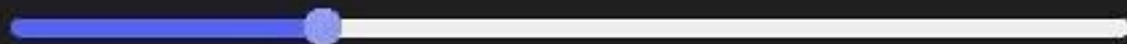


~60 px

High
Priority



~72 px



1:00 / 3:26



High Priority

Low Priority

Medium priority

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