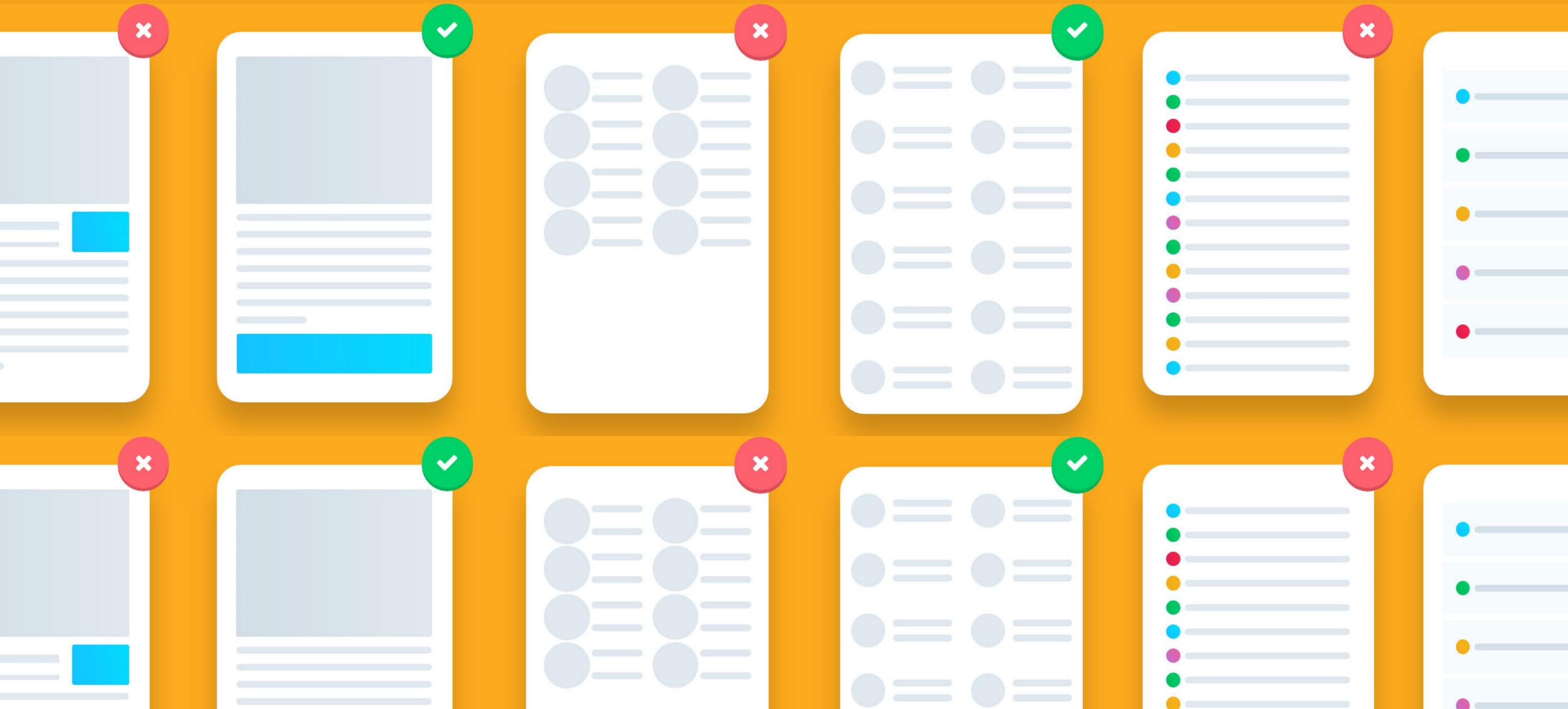
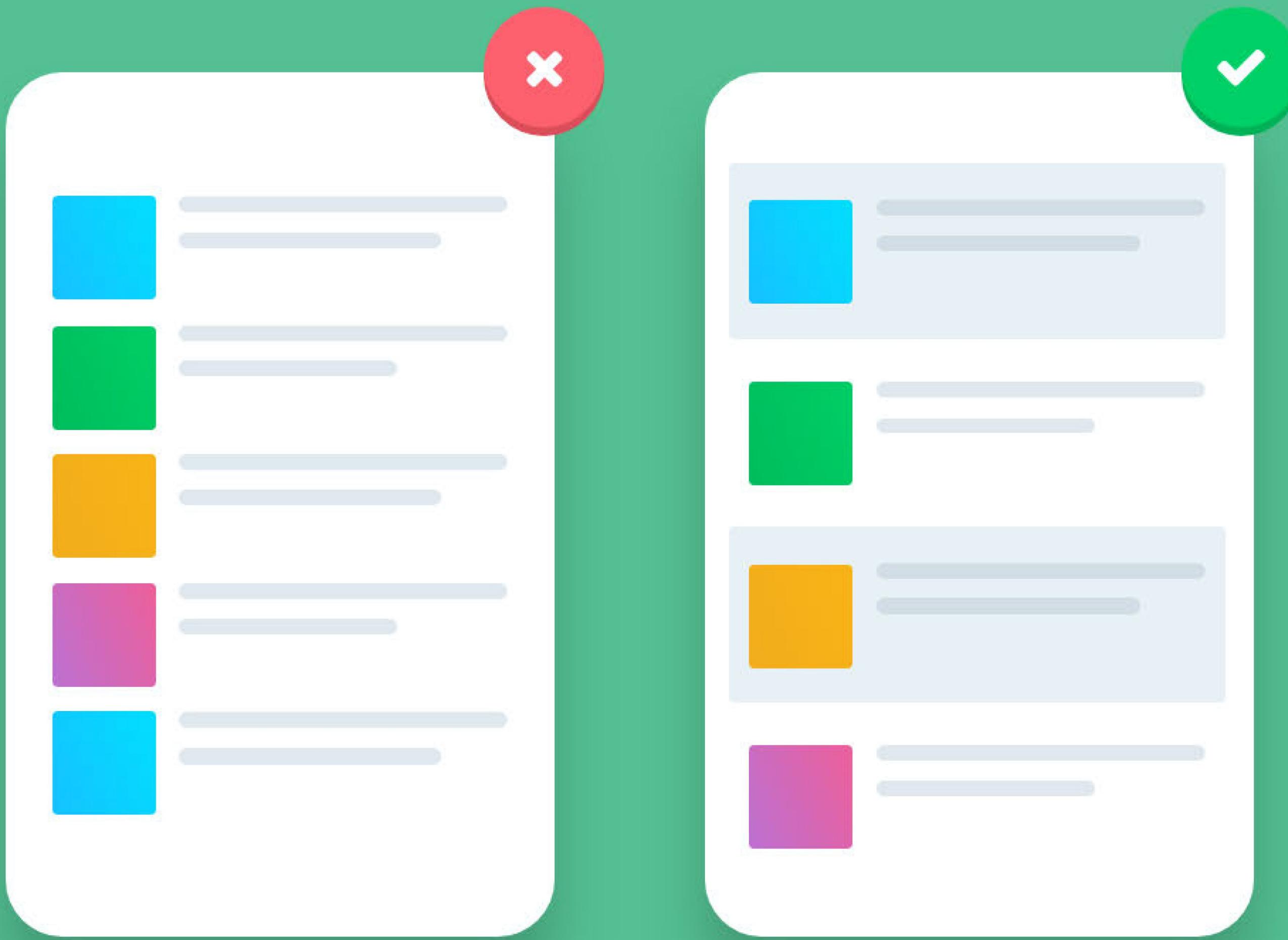


# The Laws of UX





# Law of Common Region

Elements that are clearly defined by a boundary (common region) are often perceived into groups.

**Payment**

**Email Address**

Email Address

**Card Number**

Card Number

**Expiry Date**

MM/YY

**CVC**

CVC

**Payment**

**Email Address**

Email Address

**Card Number**

Card Number

**Expiry Date**

MM/YY

**CVC**

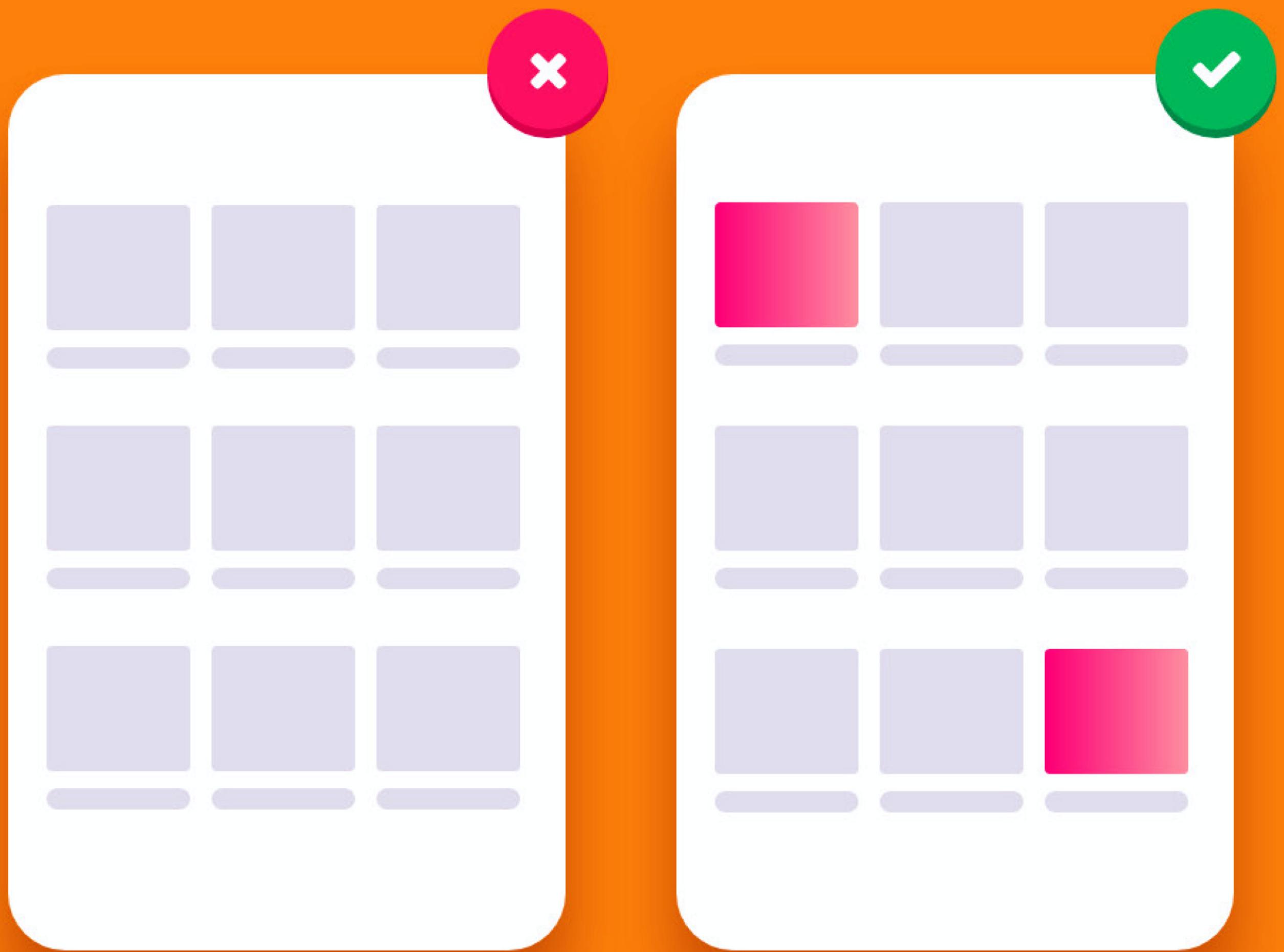
CVC

Remember me

Pay £12.99

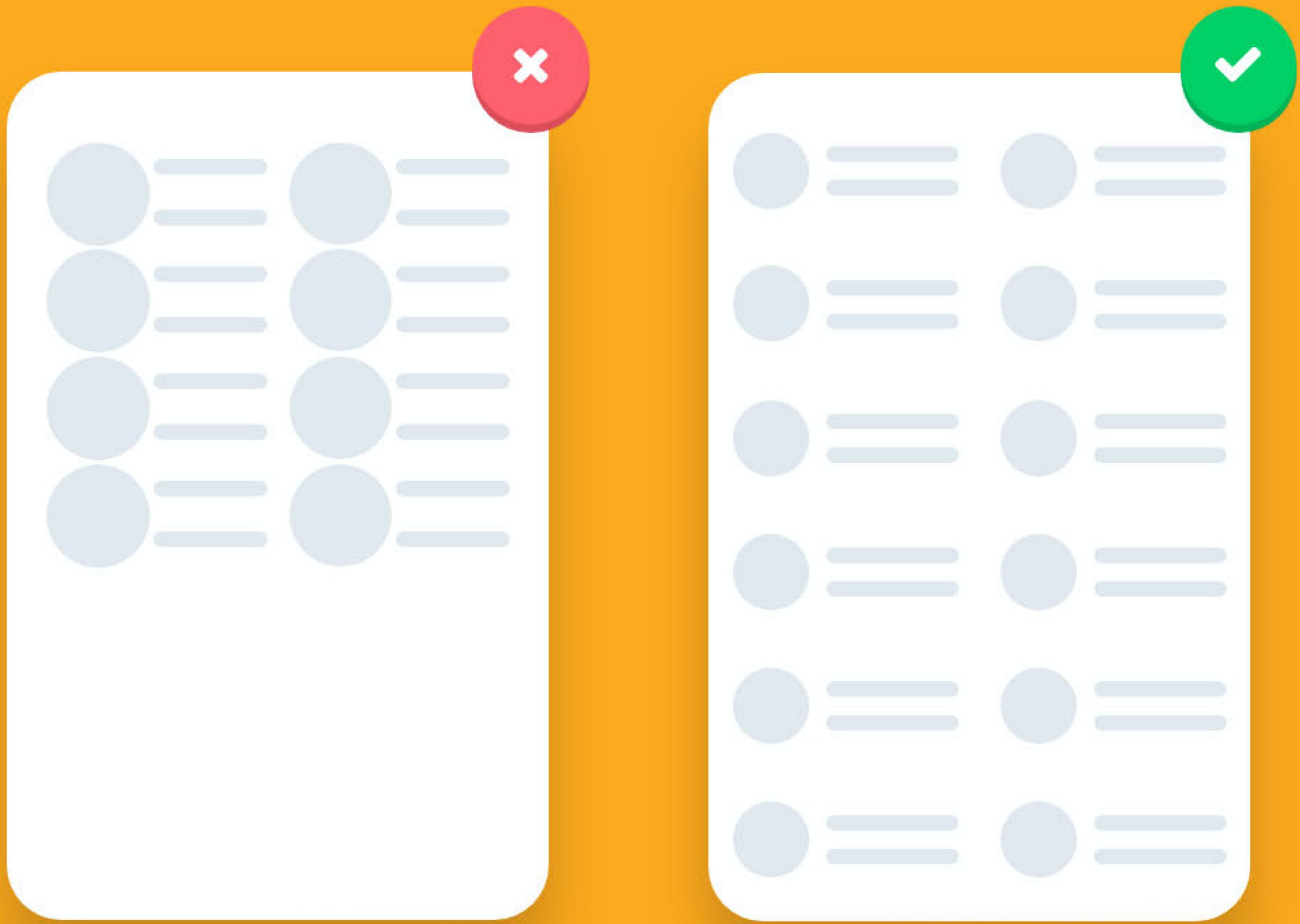
# Parkinson's Law

Give the option of retaining data to help shorten a process, which is perceived as a positive.



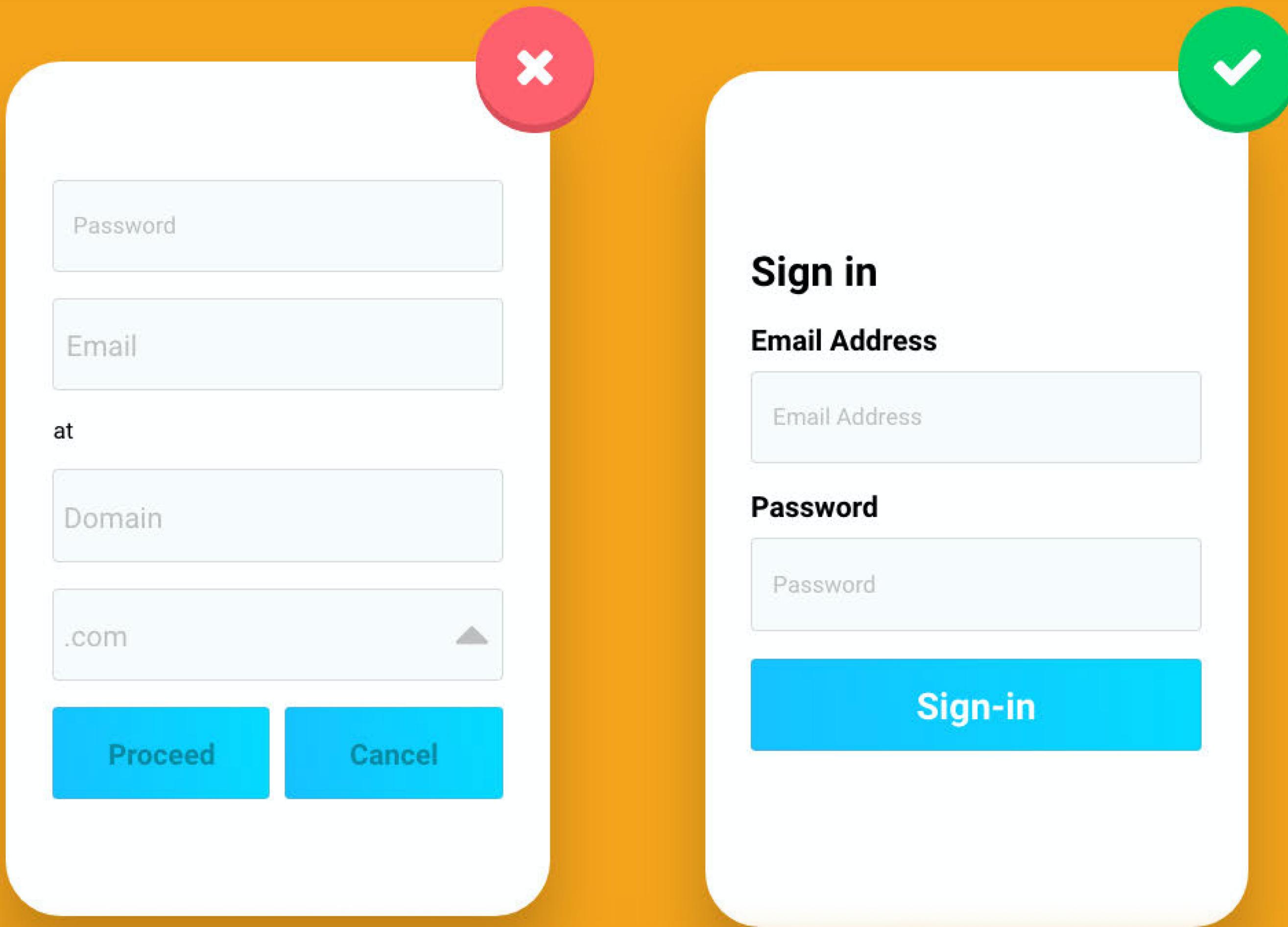
# Serial Position Effect

Put important items at the beginning or the end (left and right) of a group or list to increase the chance of them being remembered.



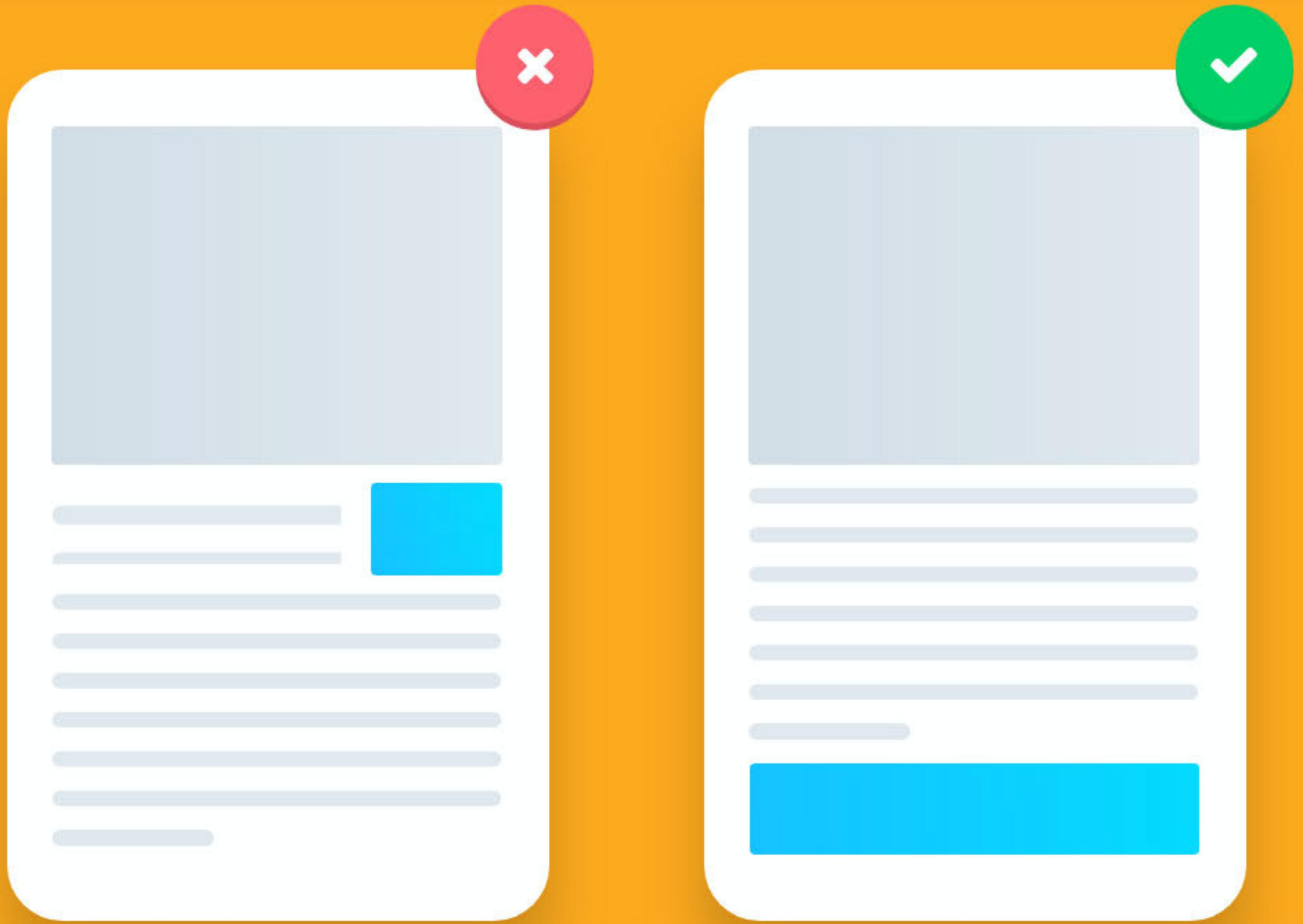
# Law of Proximity

Elements that are nearby to one another are often automatically grouped together.



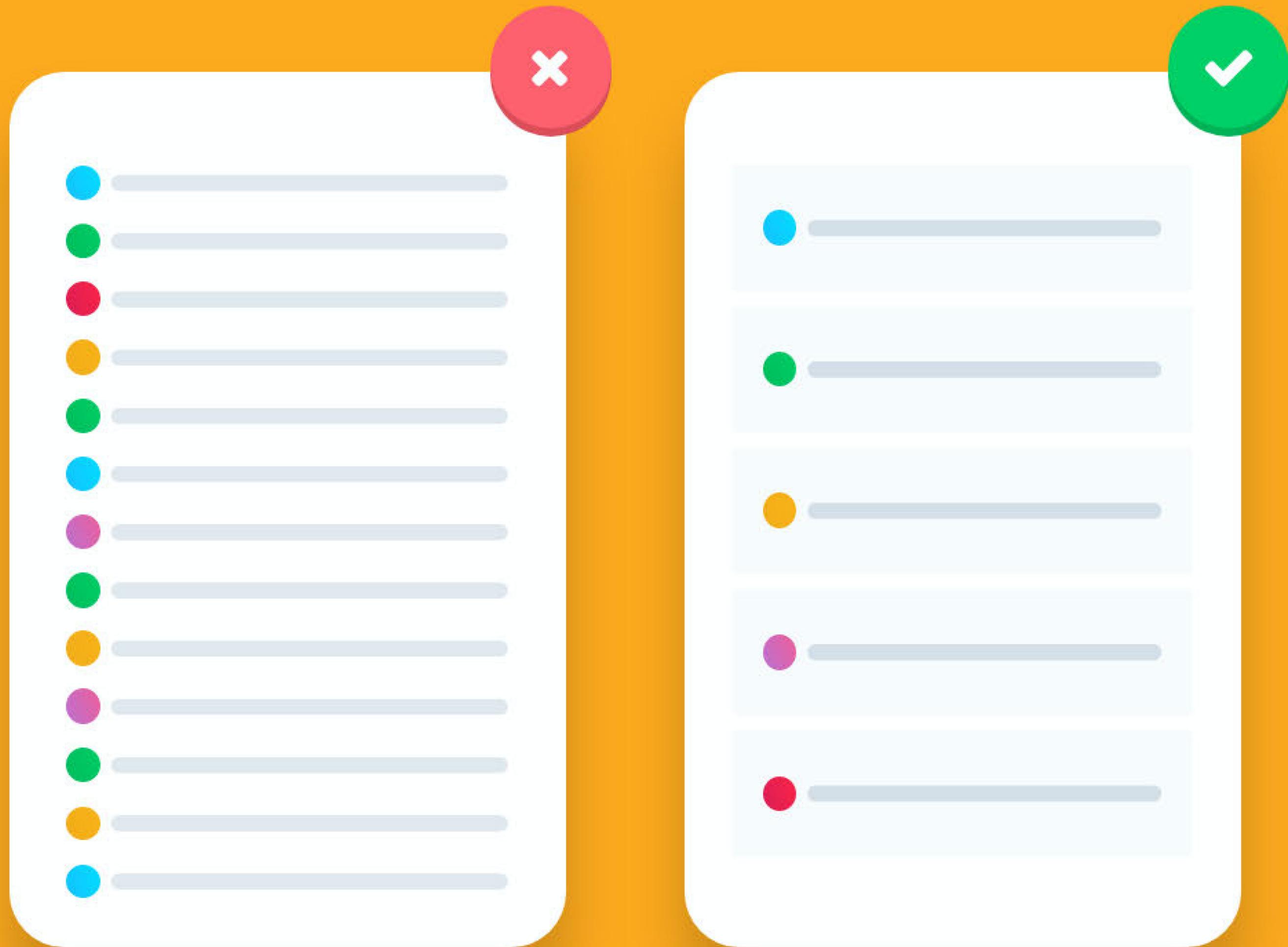
# Jakob's Law

Providing design patterns and functionality users would be familiar with simplifies the experience of learning how your site or app works.



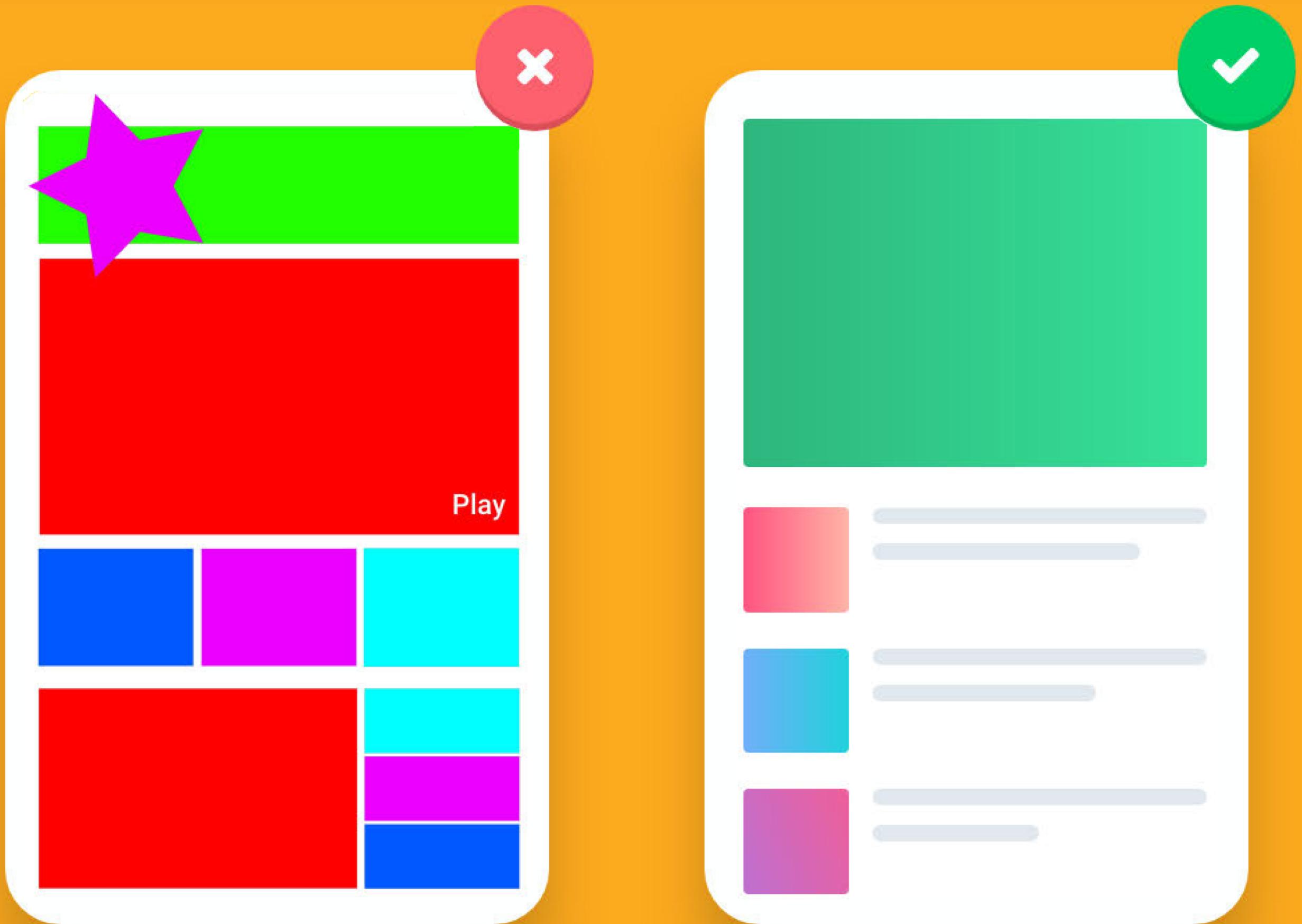
# Fitts Law

Make important elements such as buttons easy for the user to see and select.



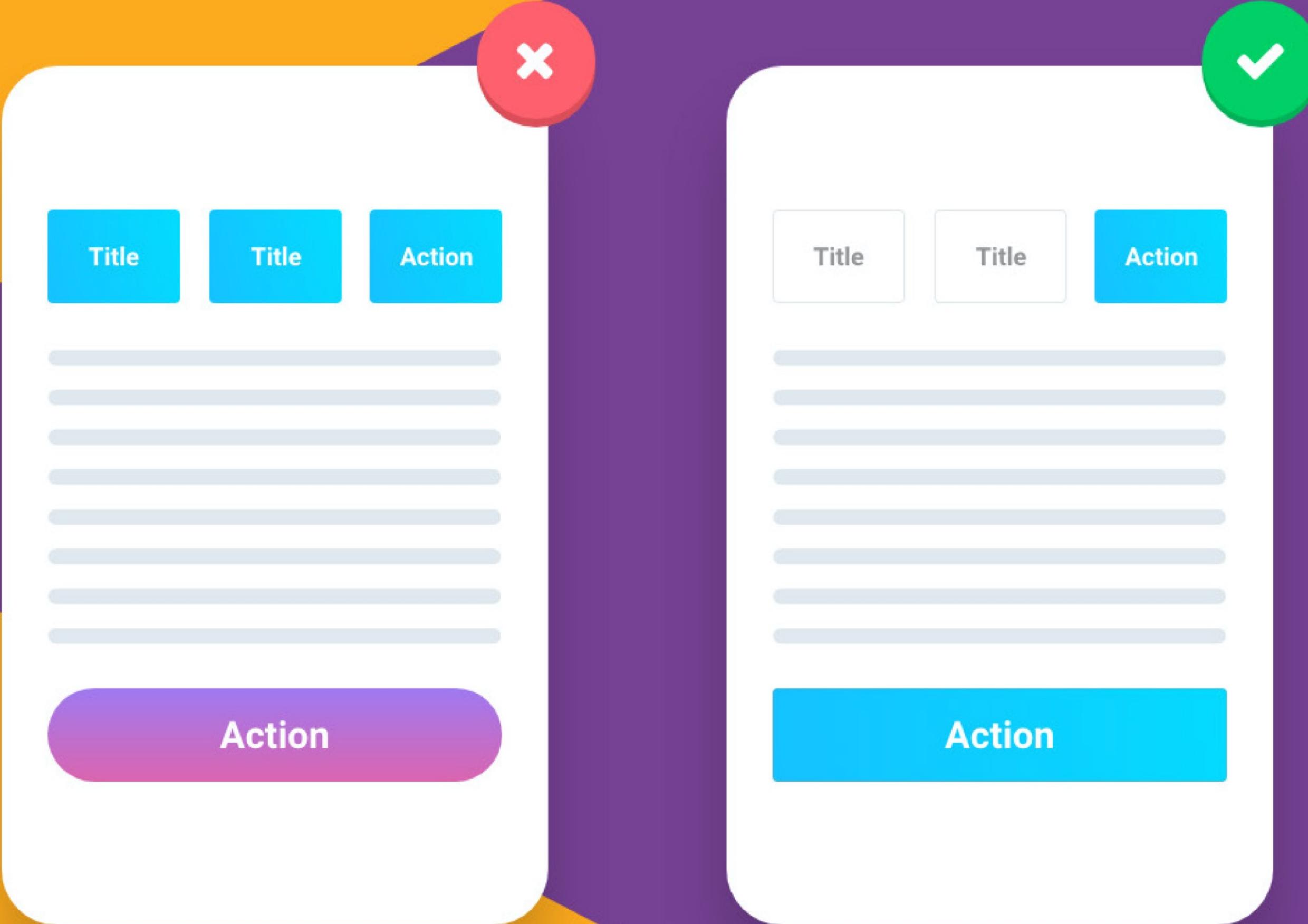
# Hicks Law

Limiting the amount of options available allows the user to make a decision in a shorter space of time.



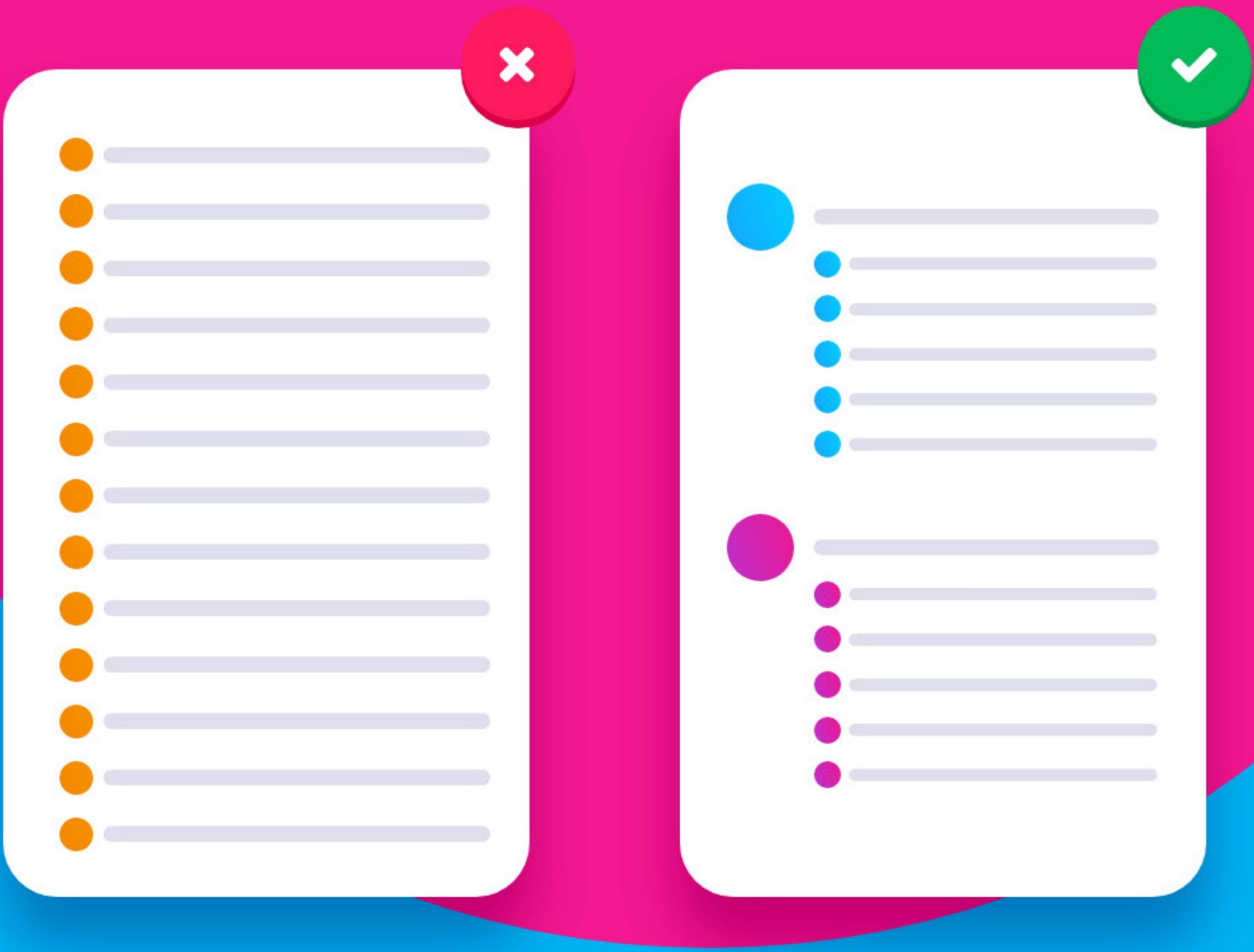
# Aesthetic Usability Effect

A well designed web page or app can make users tolerate small usability problems.



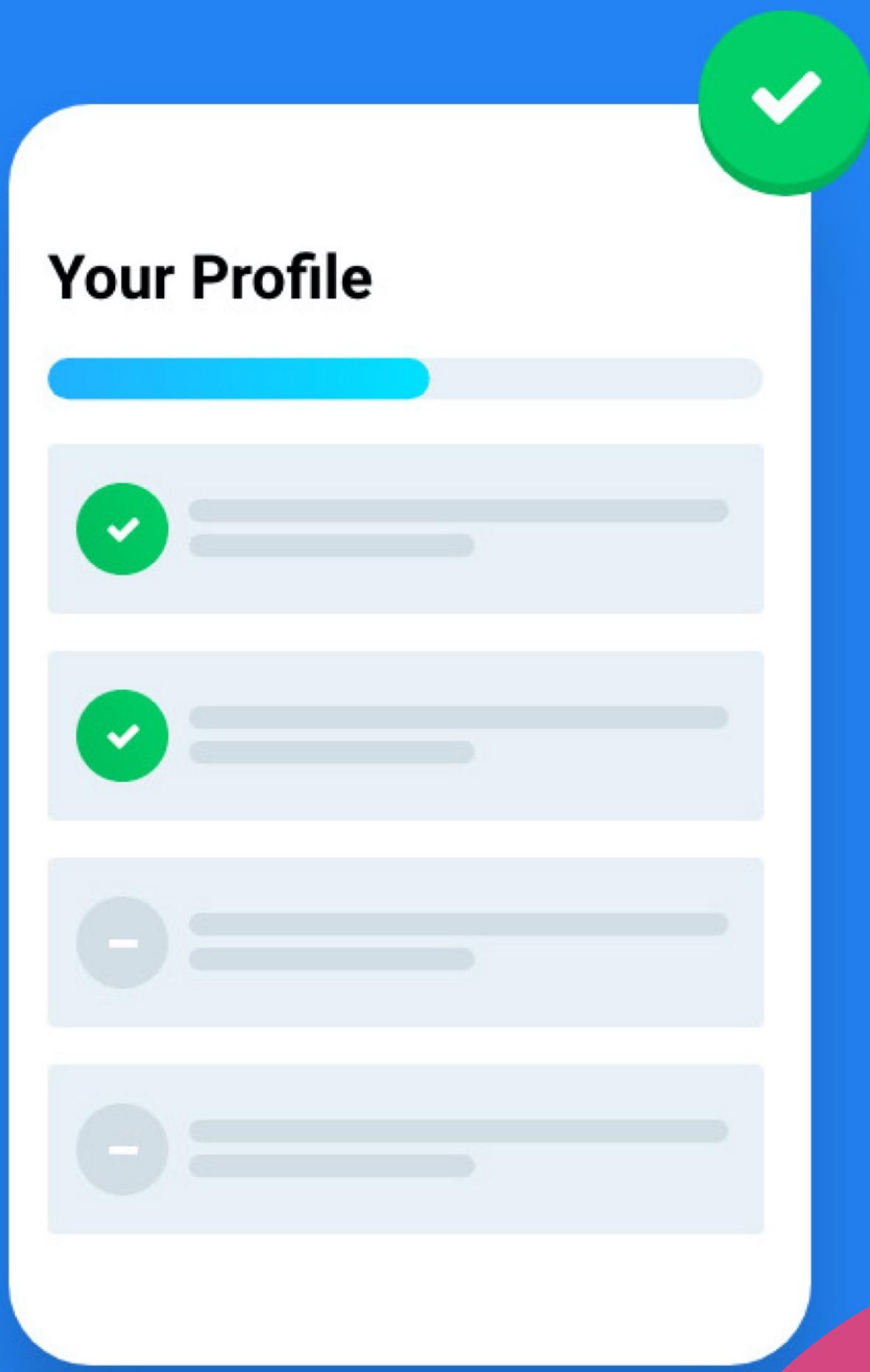
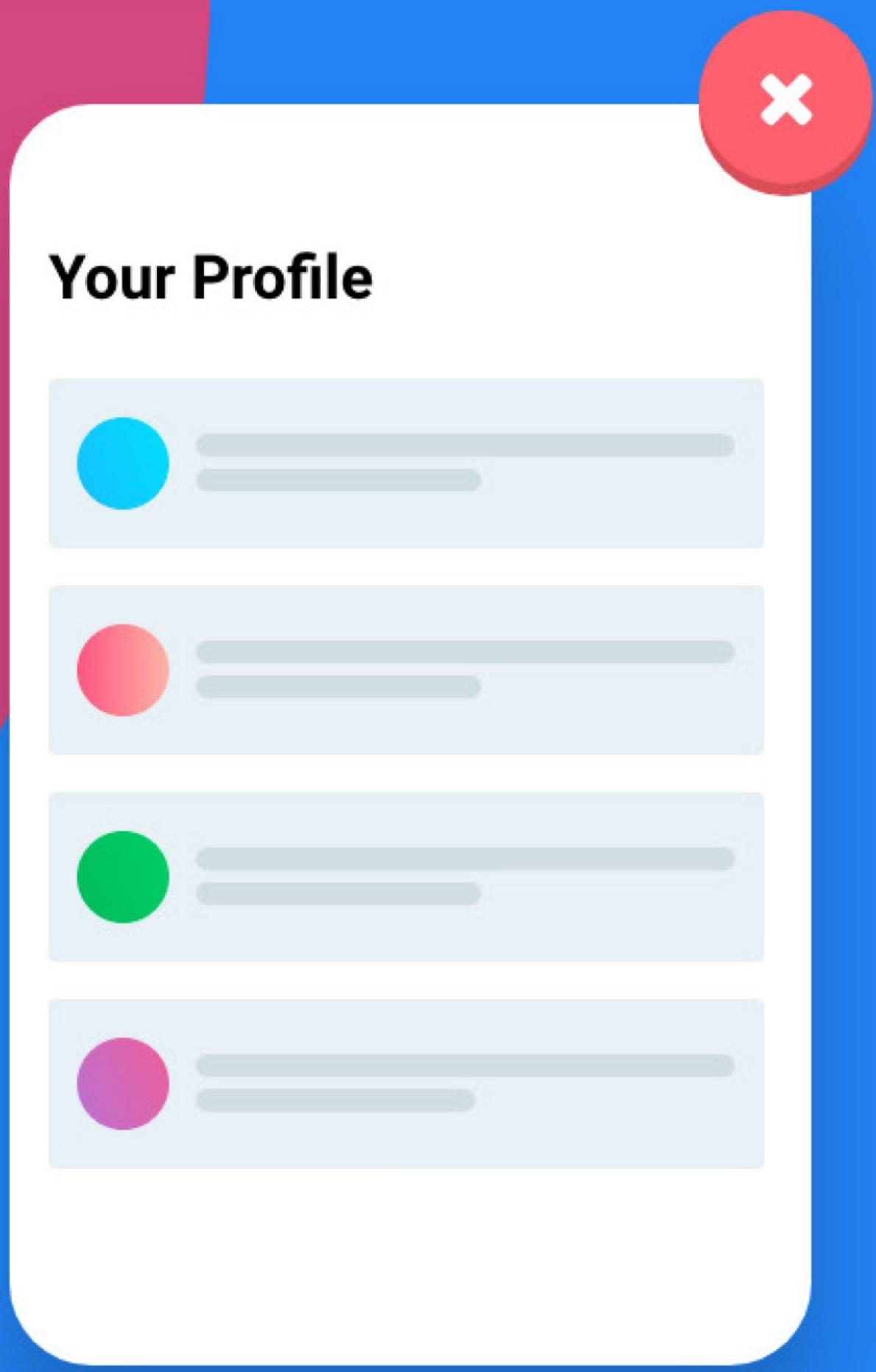
# Law of Similarity

Style your call to action and navigation links consistently with a clear differentiation to normal text to avoid confusion.



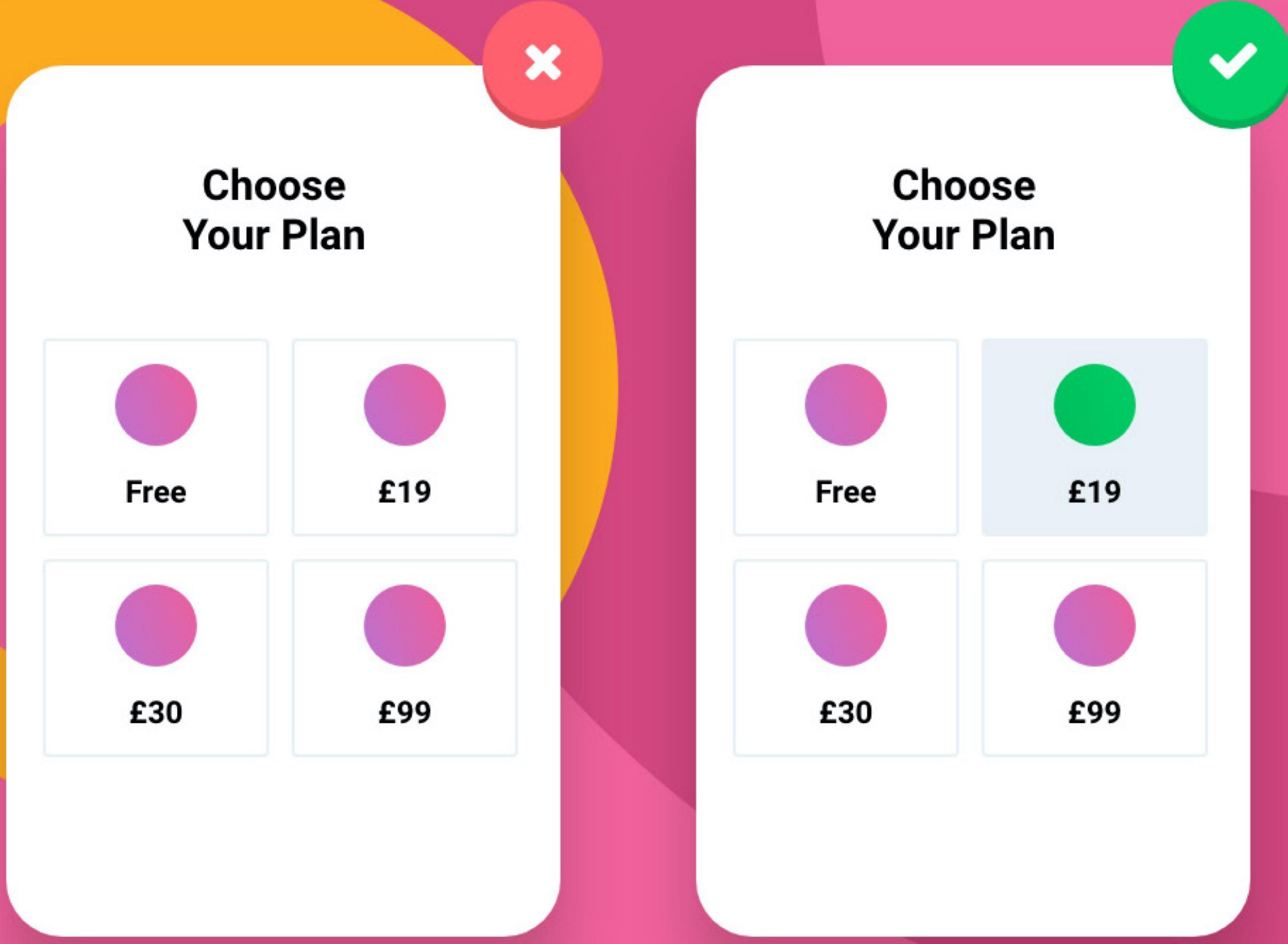
# Millers Law

Put items into groups of 5-9 items instead of 1 large group to improve the ability to digest information and make a decision.



# Zeigarnik Effect

Show when a task is incomplete using progress bars to increase the chance of it being completed.



# Von Restorff Effect

Make important elements visually different from others around it for more chance of it being remembered/selected.