

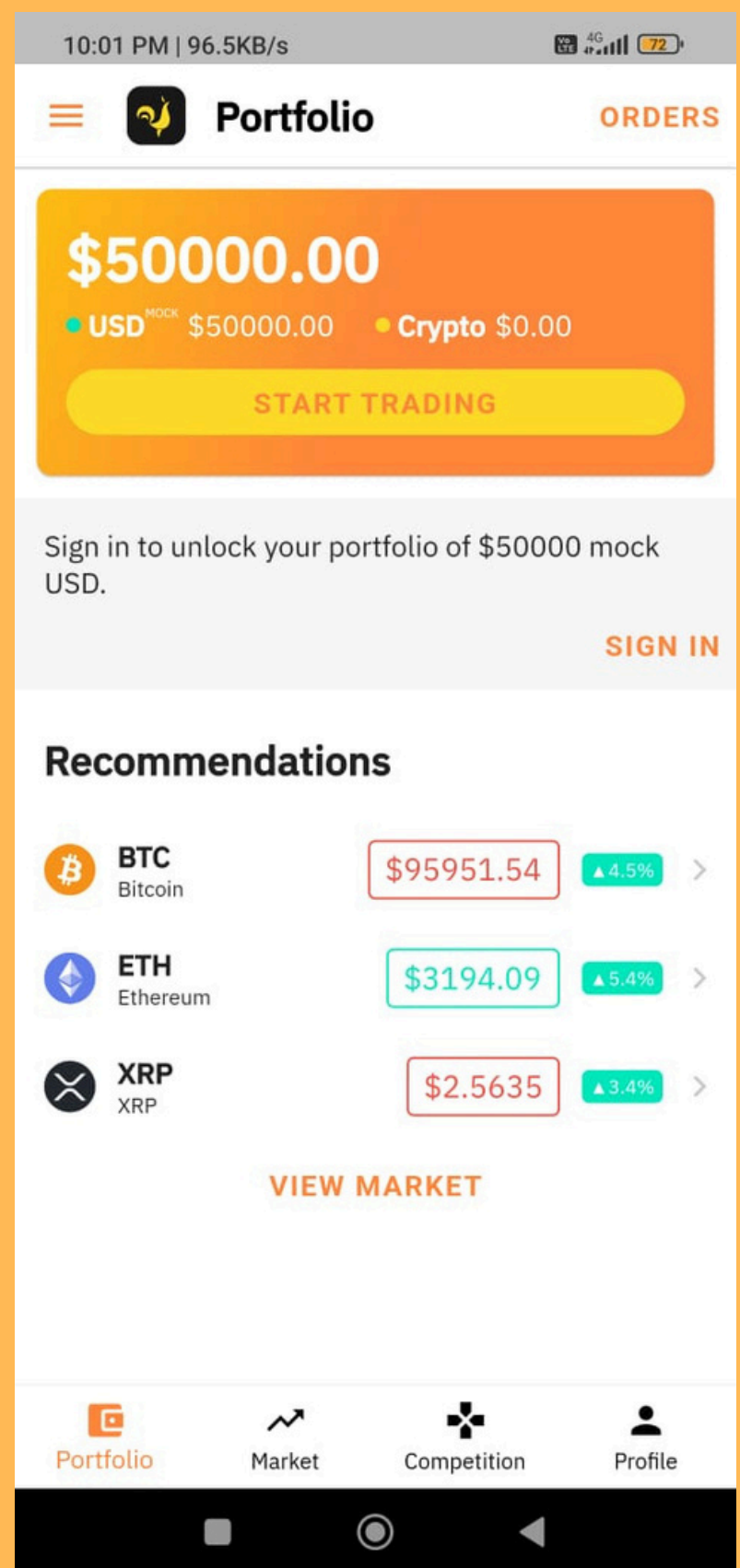
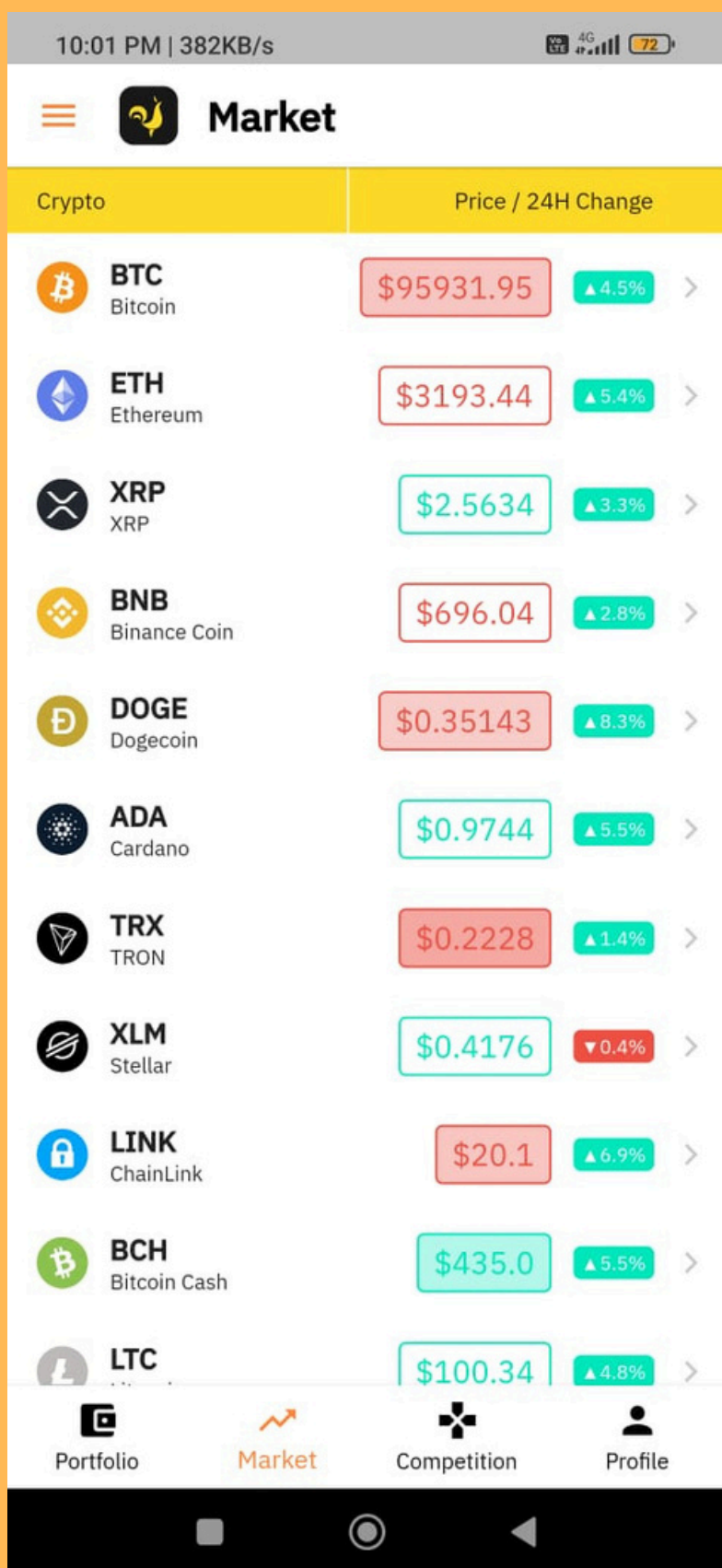
Roostoo - Mock Crypto Trading APP

8 Essential Laws of UX Every
Designer Should Know...!



1. HICK'S LAW

It gives simplified choices to the user to make the decisions easier.



Recommendations help the users to pick stocks quickly



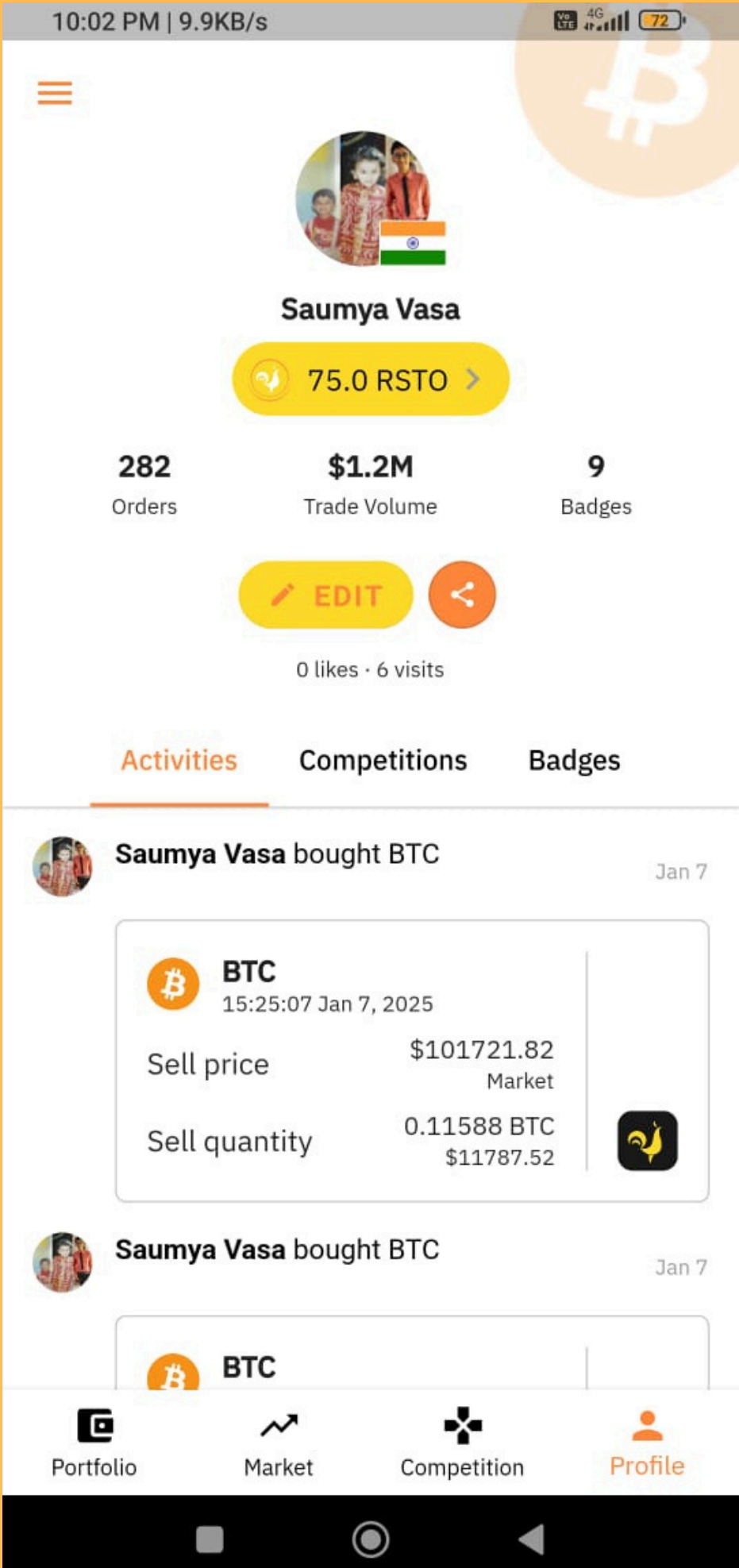
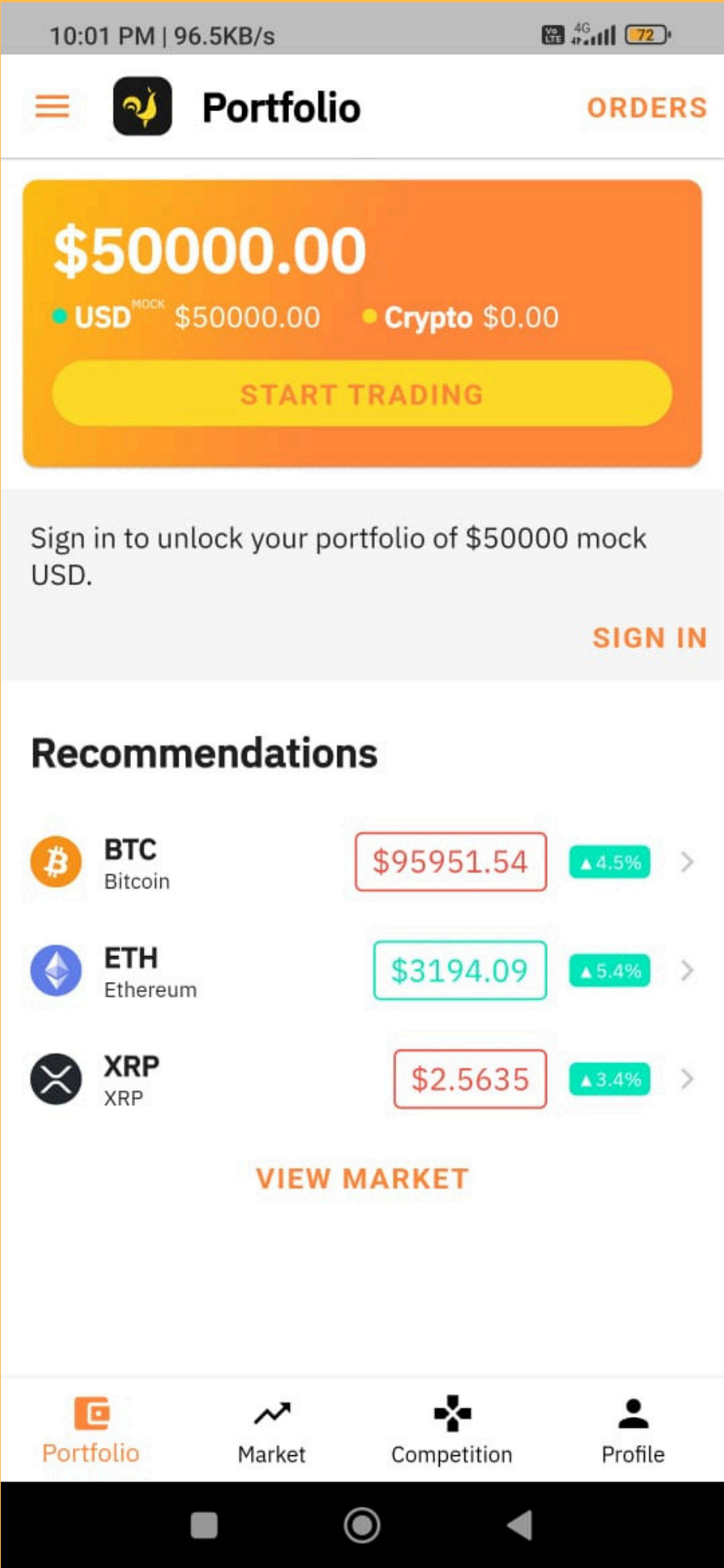
2. FITTS'S LAW

The UX contains large and closer buttons to help user interact better



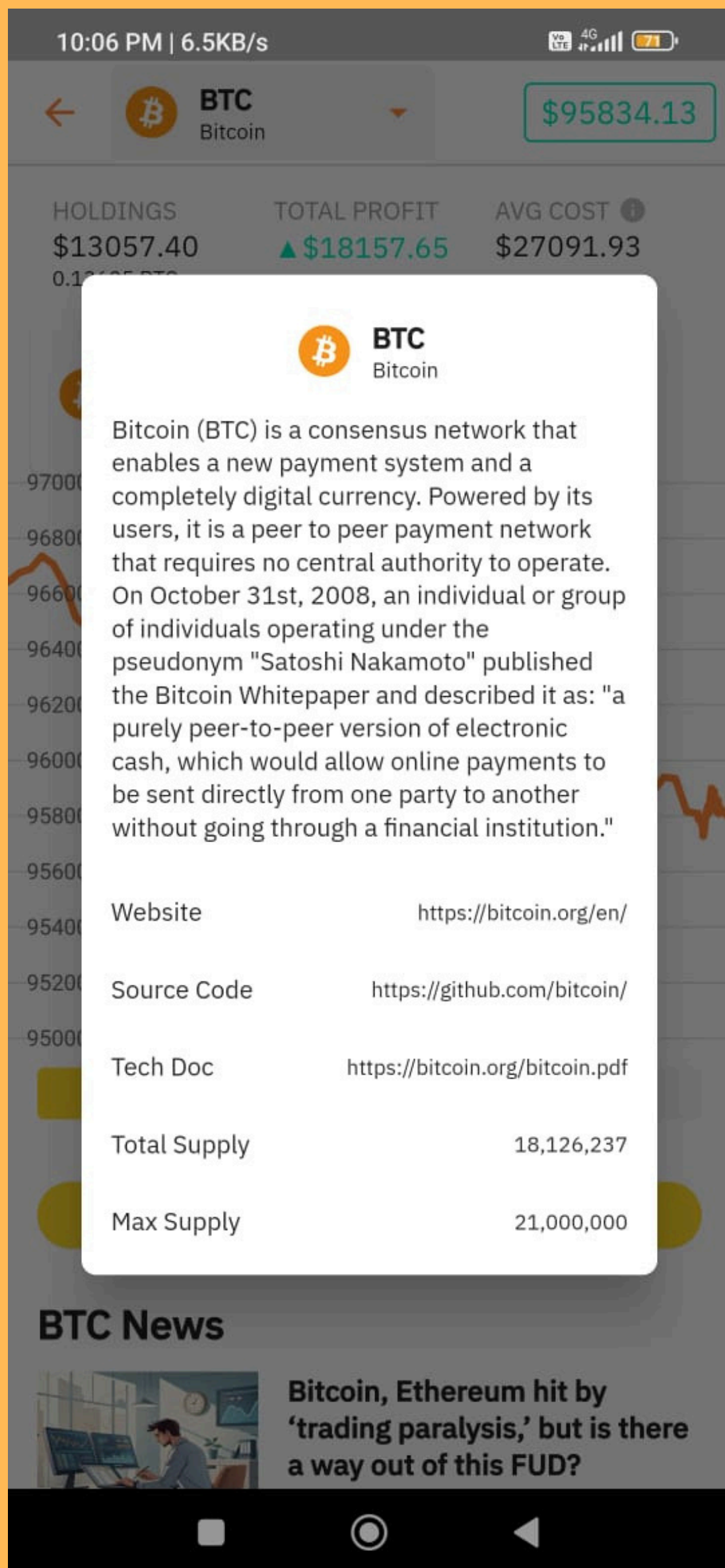
3. JAKOB’S LAW

Follow established design convention to improve usability.



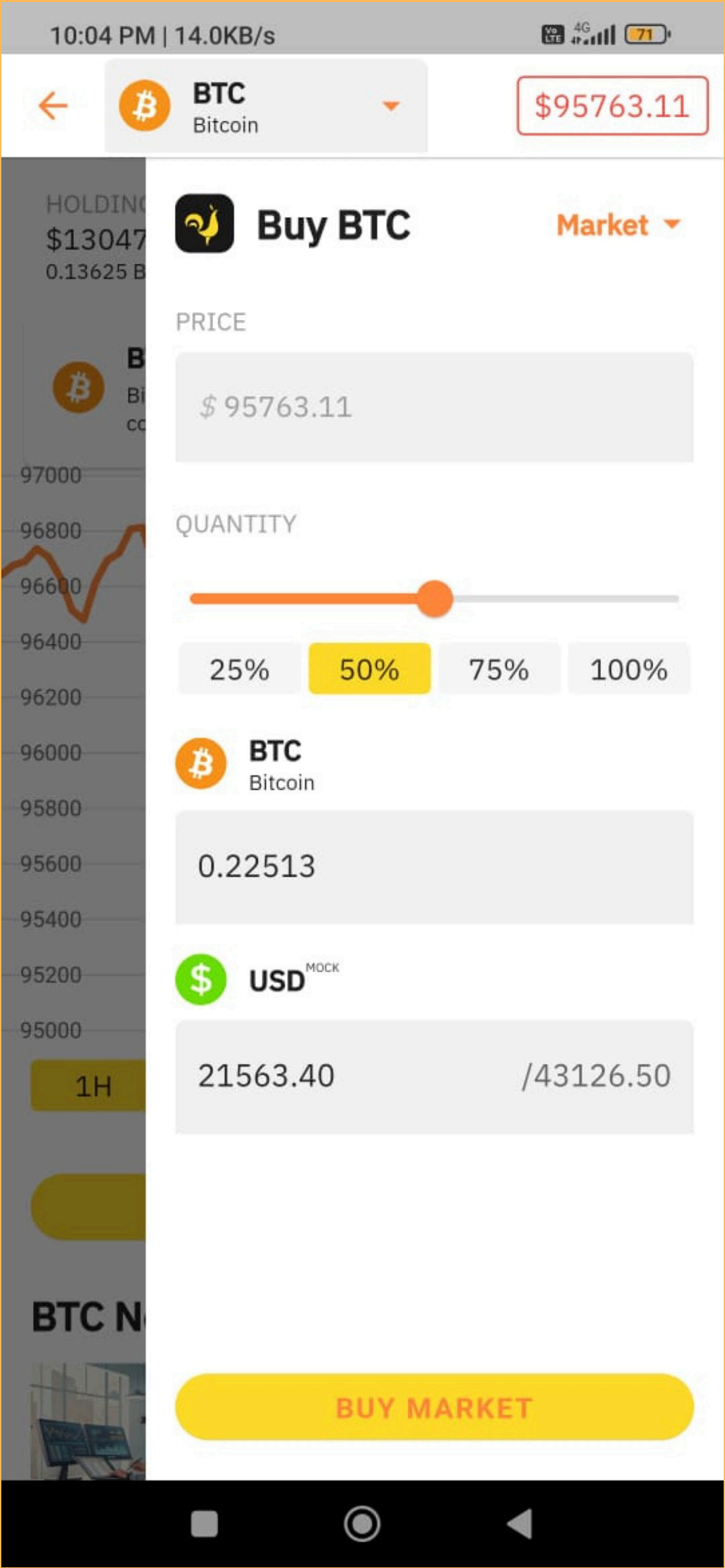
4. MILLER'S LAW

One of the most impactful we can do is chunk our information into related group .



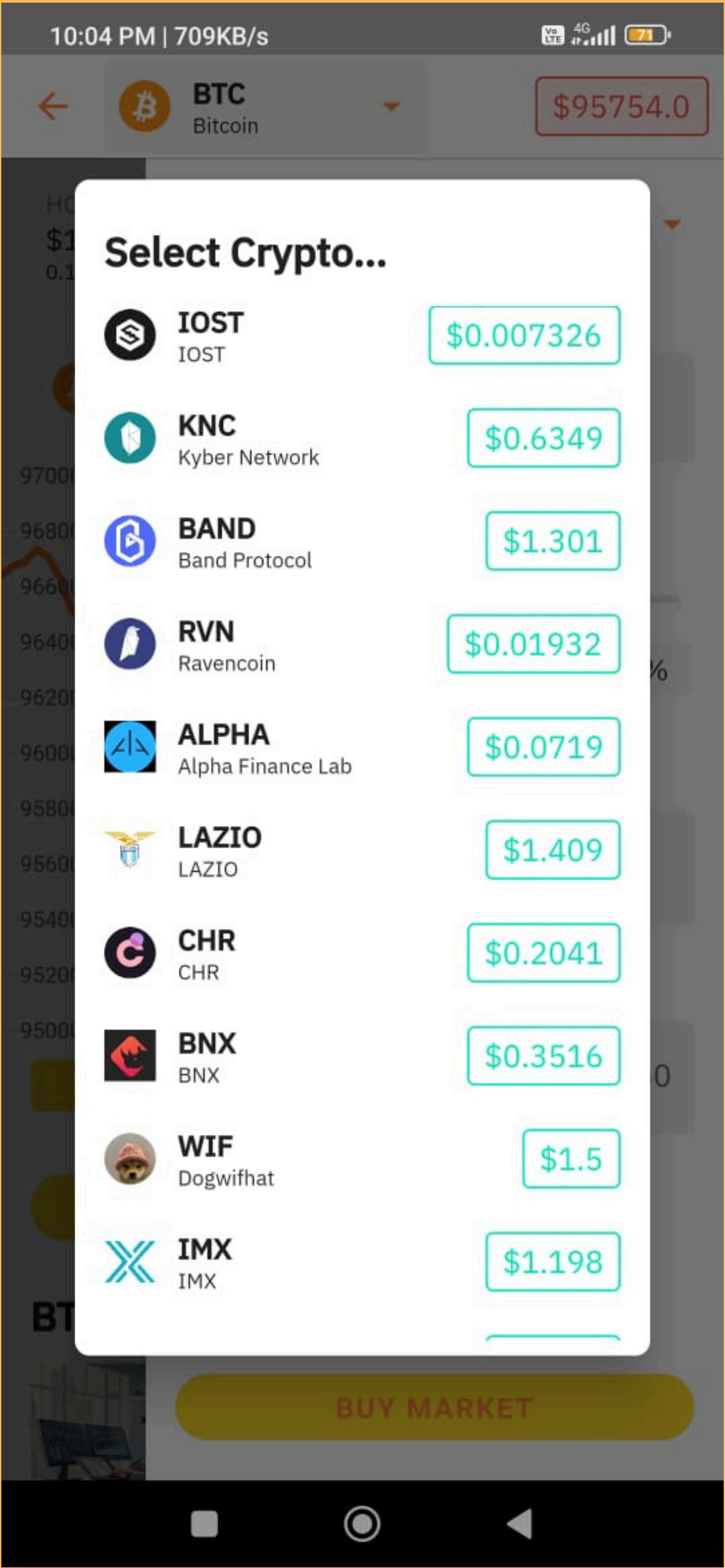
5. TESLER’S LAW

Simplify where possible, but guide users through necessary complexity.



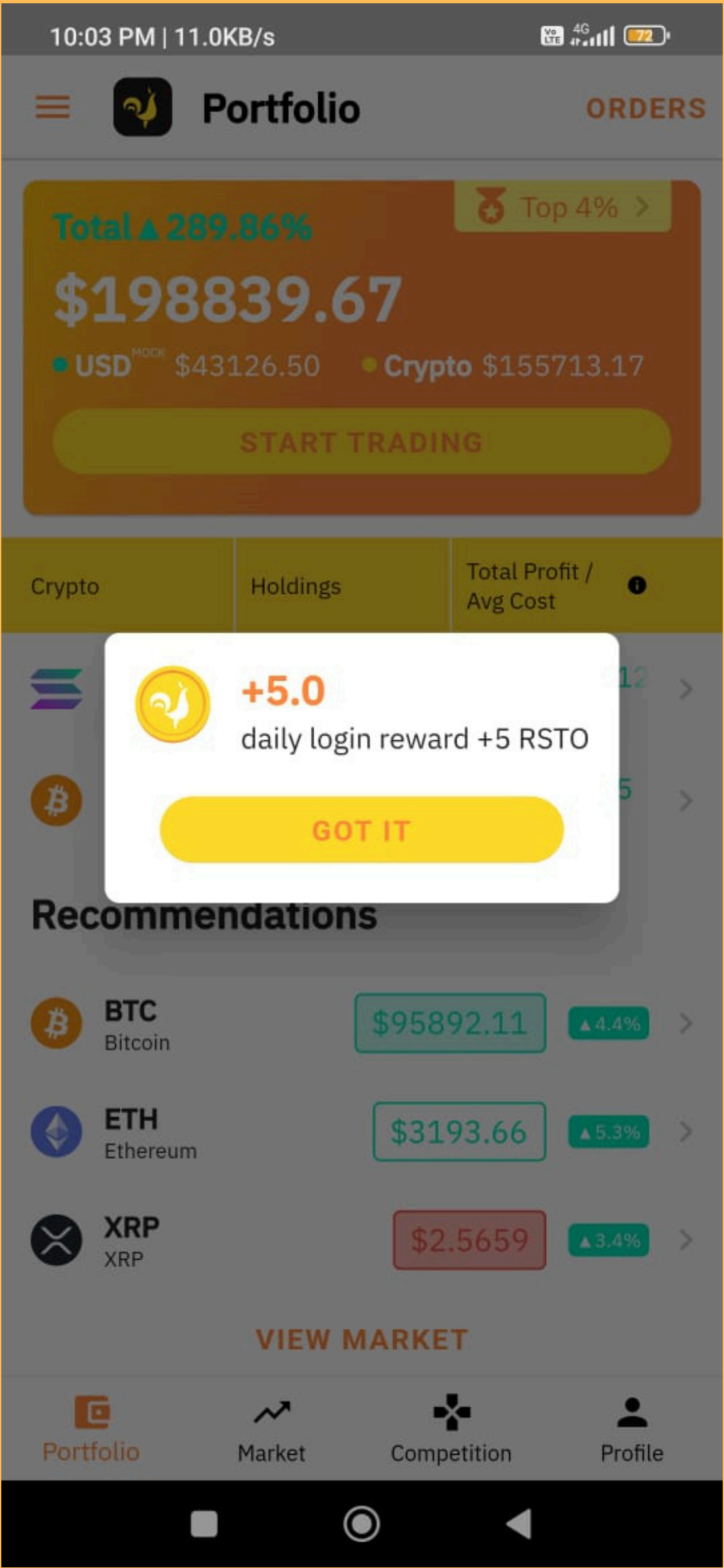
6. LAW OF PROXIMITY

Users perceive elements that are close together as related.



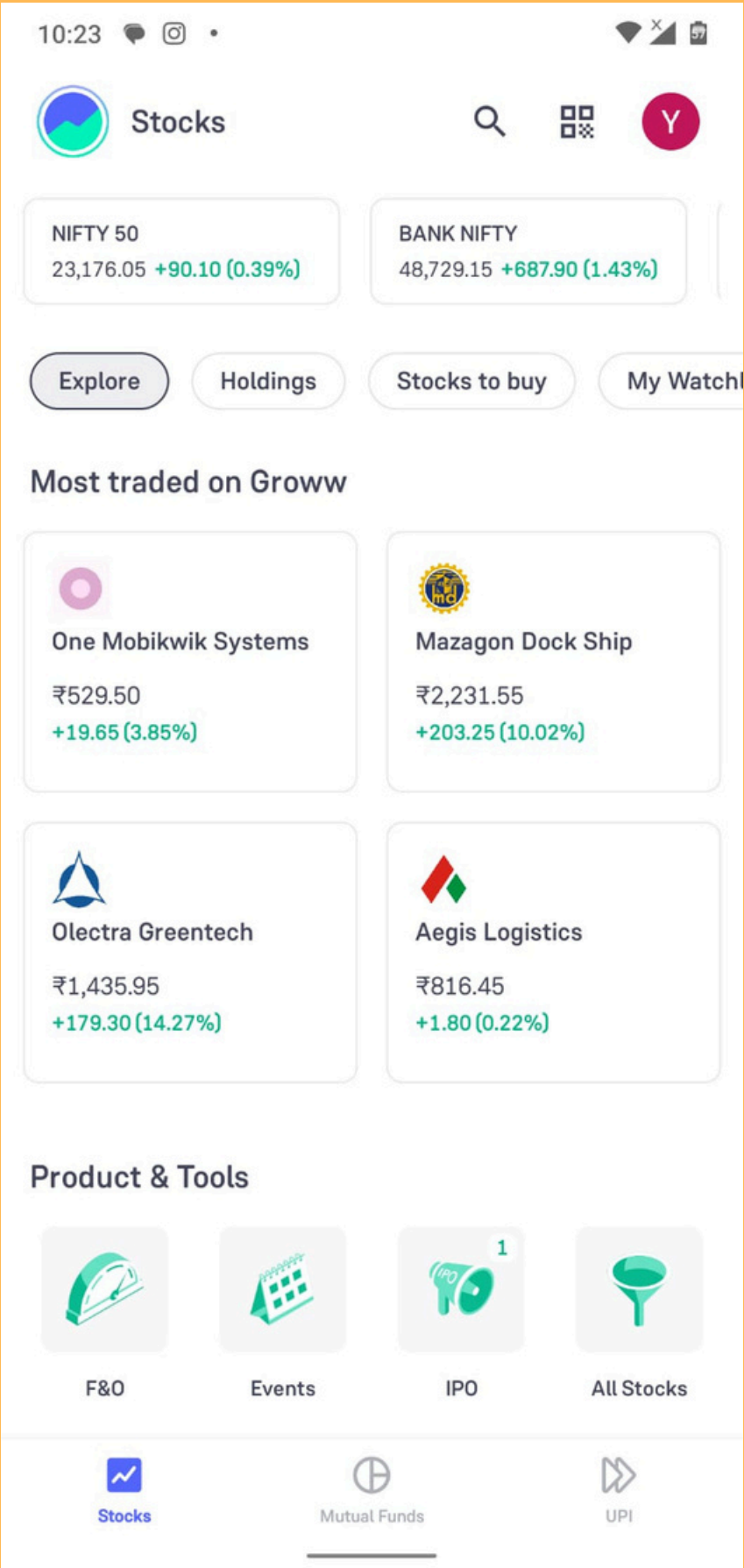
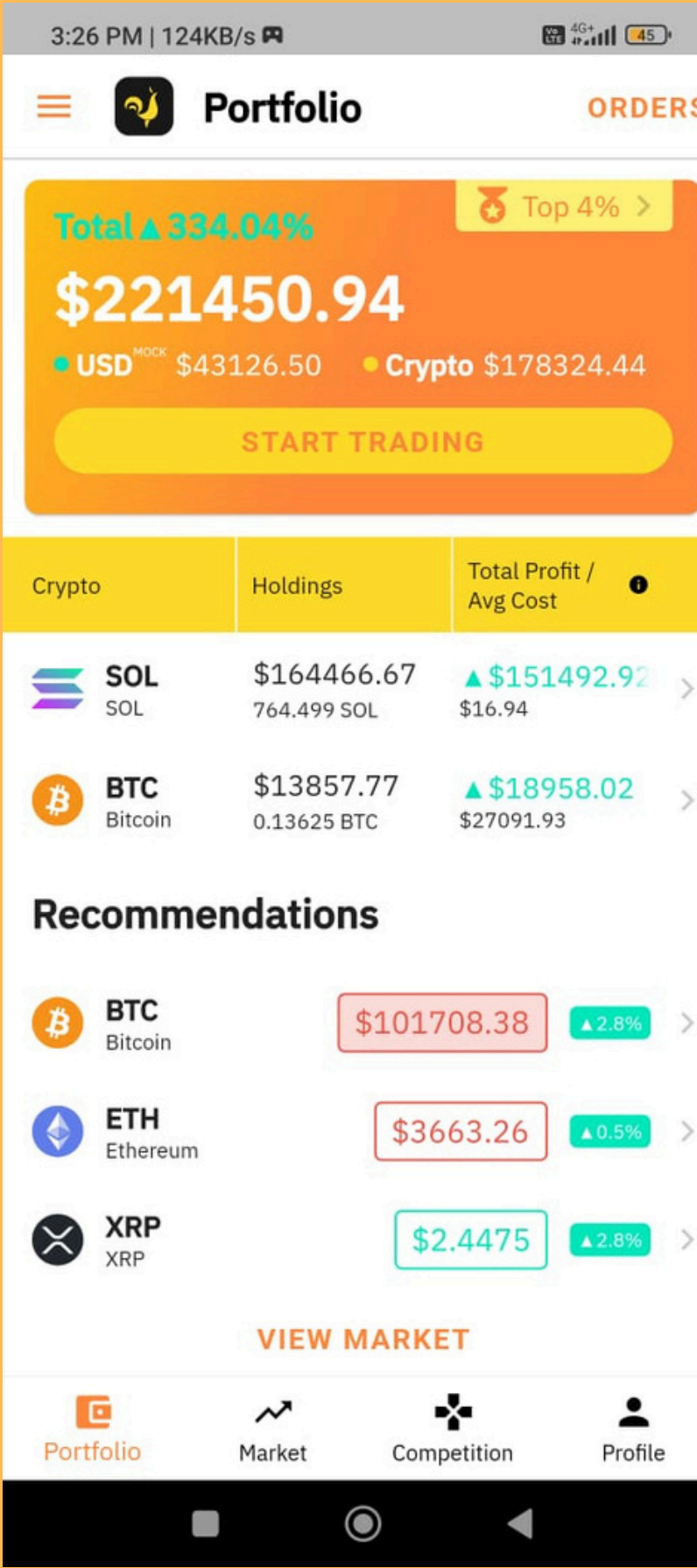
7. PEAK - END RULE

Focus on delivering positive peak movements and endings.



8. AESTHETIC USABILITY EFFECT

It gives simplified choices to the user to make the decisions easier.



THANK YOU