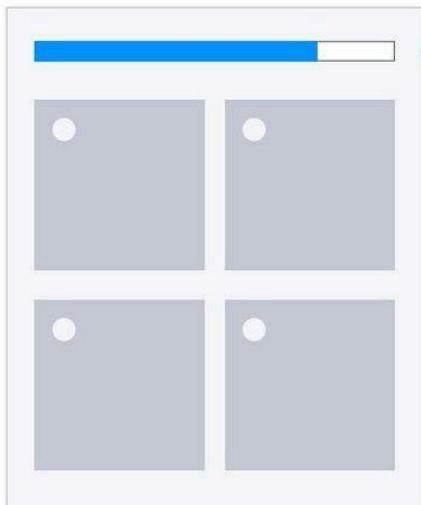


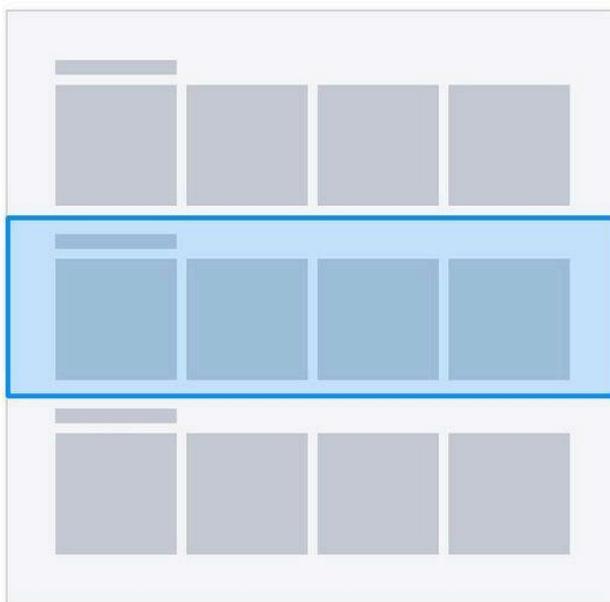
# Laws of UX

- **Zeigarnik Effect:** People remember uncompleted or interrupted task better than completed tasks.



Use progress bars to visually indicate when a task is incomplete.

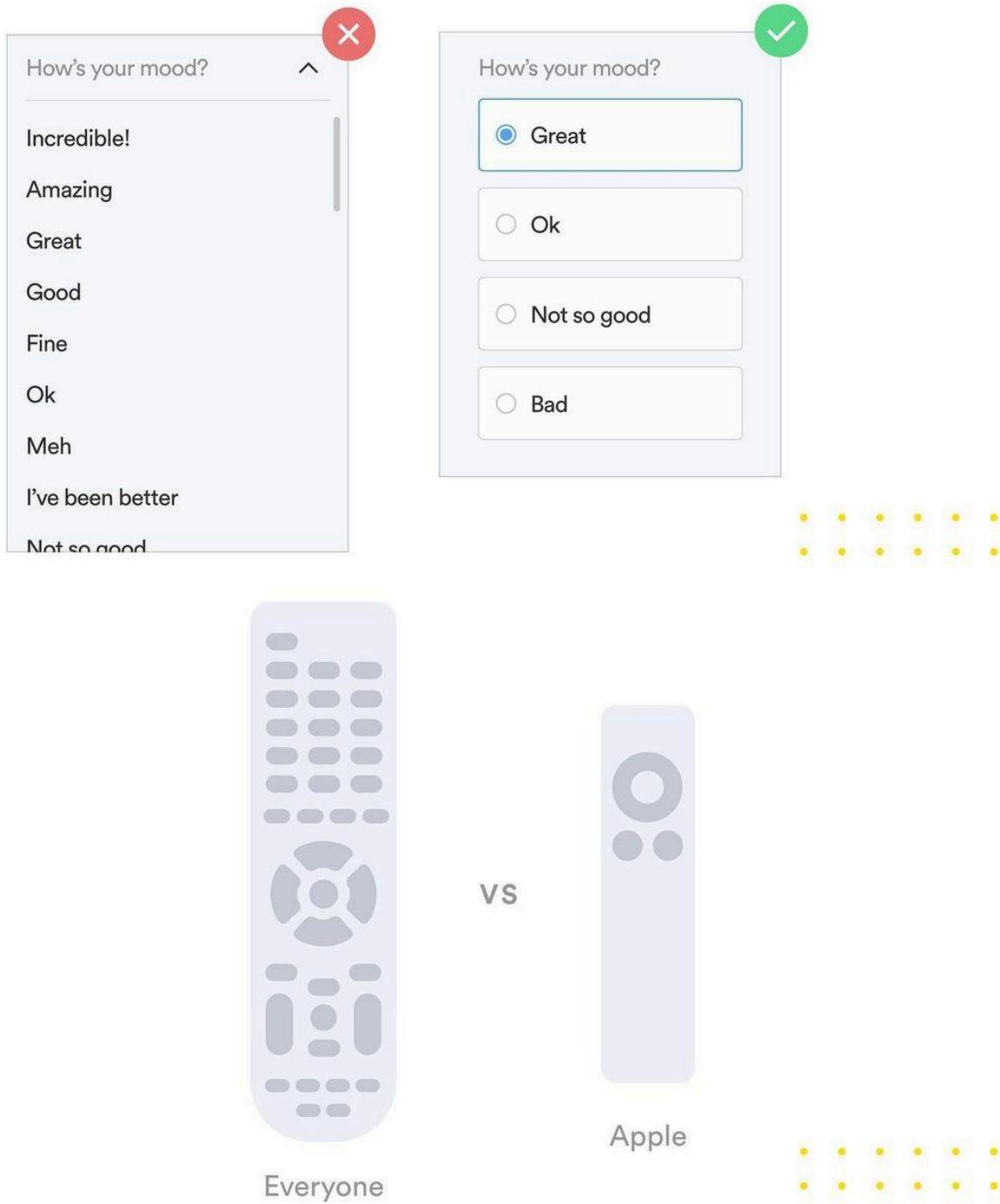
- **Law of Proximity:** Objects that are near, or proximate to each other, tend to be grouped together.



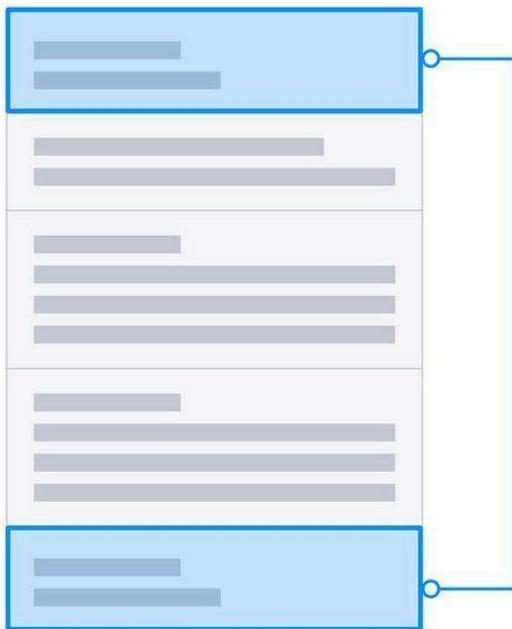
Allows user to group different clusters of content at a glance.



- **Hick's Law:** The time it takes to make a decision increases with the number and complexity of choices. (**Apply KISS:** Keep It Simple Stupid.)



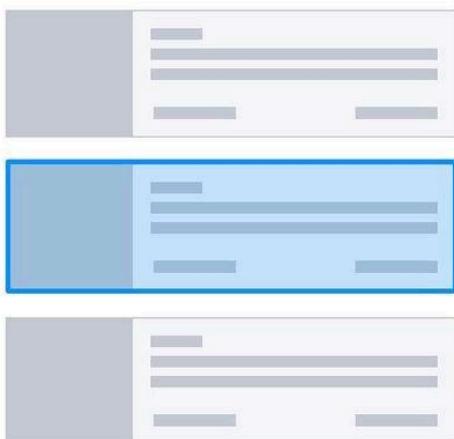
- **Serial Position Effect:** Users have a propensity to best remember the first and last items in a series.



Emphasize key information in the beginning and the end, while placing the least important items in the middle of your sequence

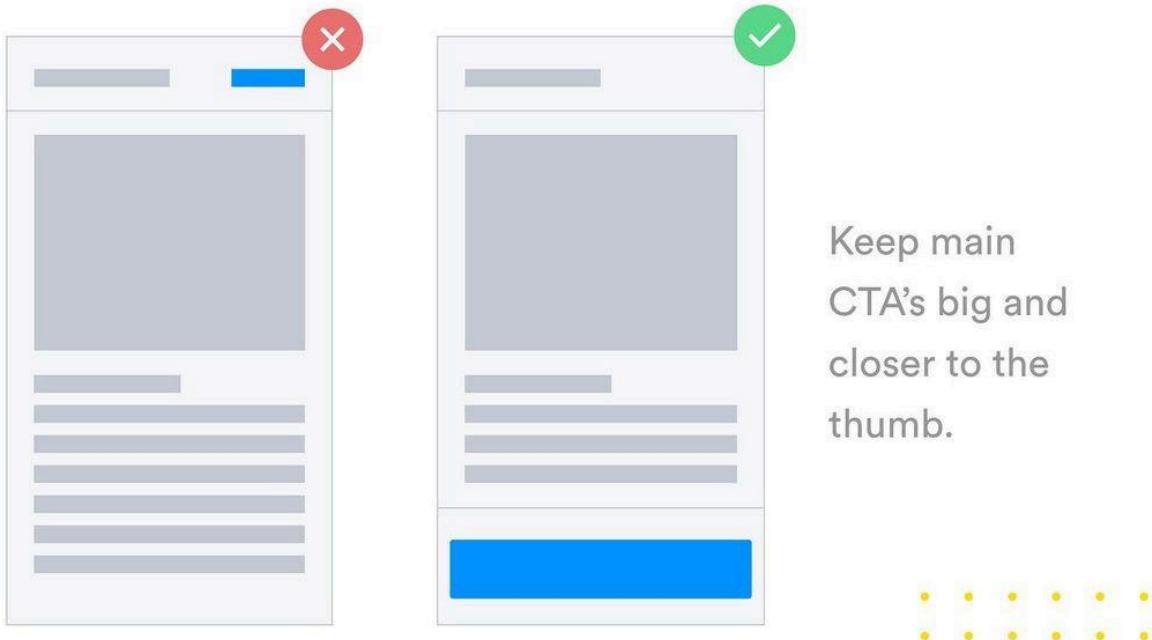


- **Law of Common Region:** Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.



Adding a background around a group of elements is an easy way to create separation.

- **Fitts' Law:** The time to acquire a target is a function of the distance to and size of the target.



- **Von Restorff Effect:** When multiple similar objects are present, the one that differs from the rest is most likely to be remembered.

