

 Design

UNDERSTANDING

# The Psychology Behind Good UI Design

**Taszid Izaz**

Product Designer

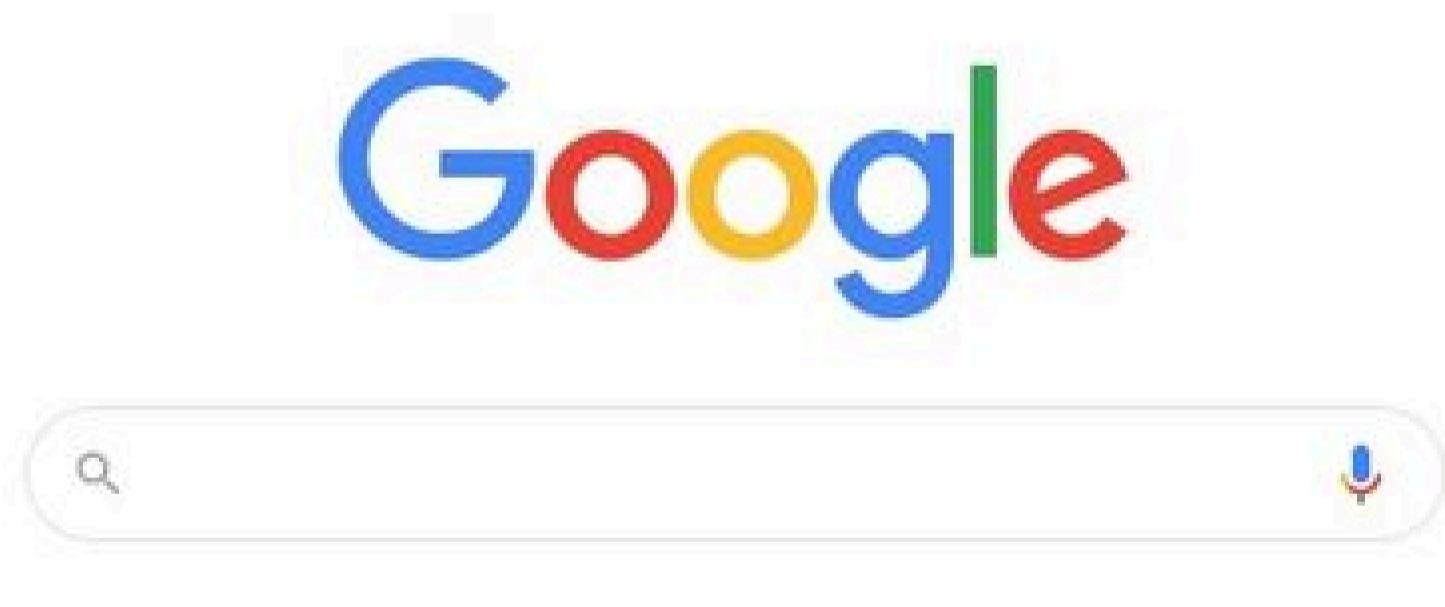


Taszid.nahi@gmail.com

# Why Psychology Matters?

UI design isn't just about aesthetics, it's about how users think and behave

**Good Designer leverages psychological principles to create experiences**

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Google's minimalist homepage reduces cognitive load, making search effortless

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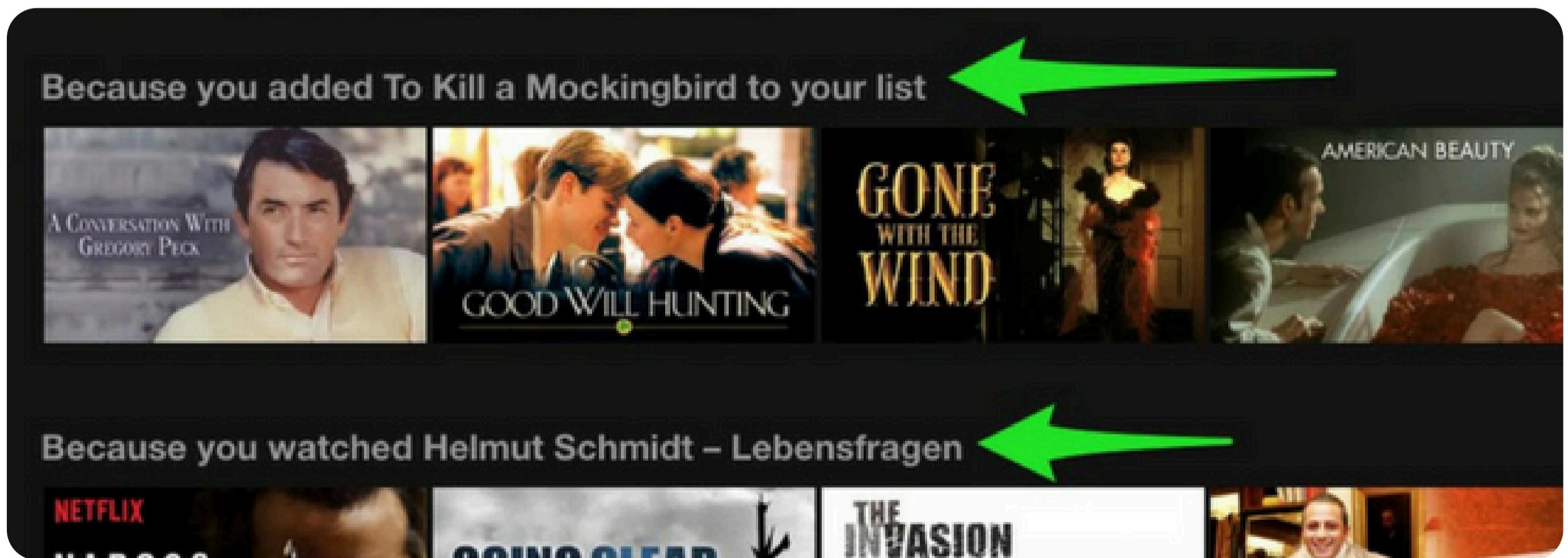
Product Designer

[Taszid.nahi@gmail.com](mailto:Taszid.nahi@gmail.com)

# Hick's Law

## Reducing Decision Fatigue

The more choices a user has, the longer they take to decide.



Instead of overwhelming users with thousands of movies,  
Netflix curates personalized recommendations

### UI Tip

Simplify navigation, reduce unnecessary options, and group related actions.



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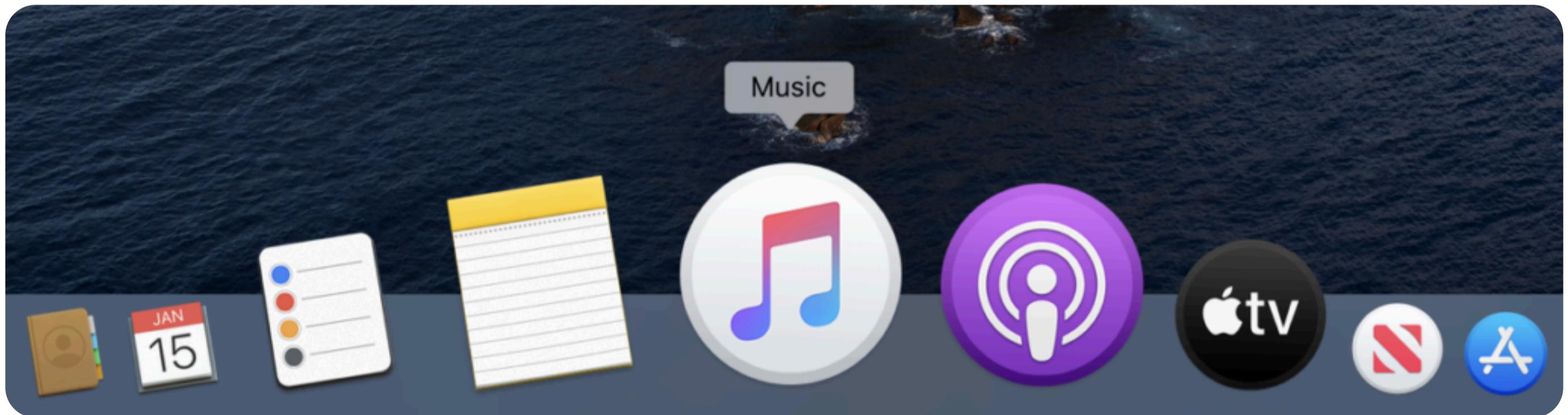


Taszid.nahi@gmail.com

# Fitts's Law

## Making Interactions Faster

The closer and larger a target, the easier it is to interact with



Apple uses Enlarges icons when hovered over, making them easier to click.

### UI Tip

Make buttons and clickable elements larger and within easy reach.



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Product Designer

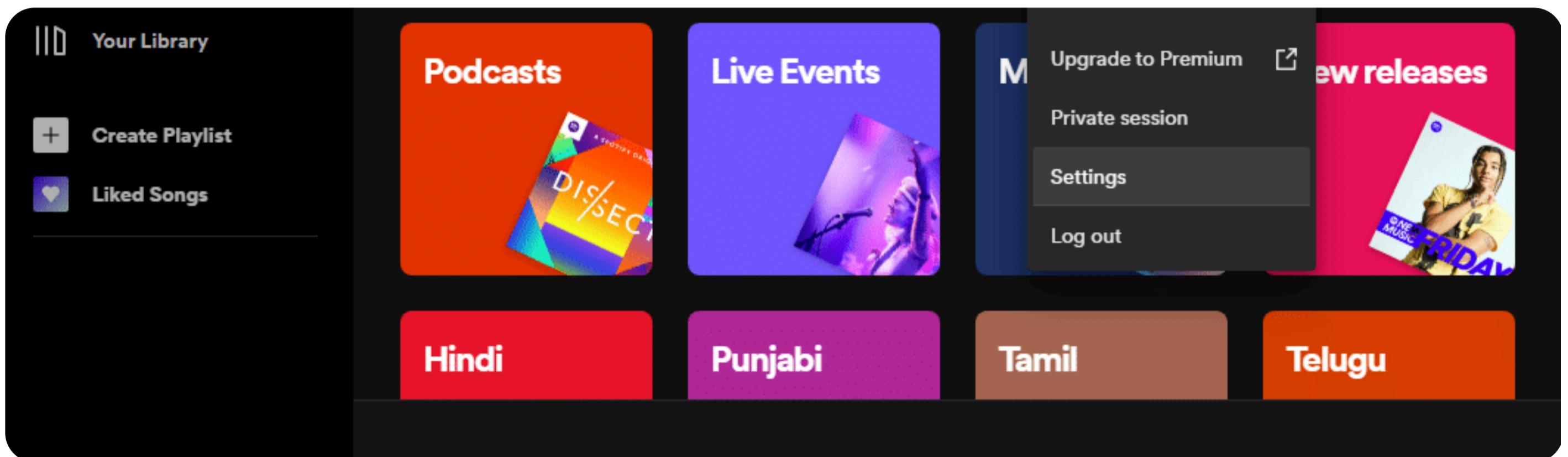


Taszid.nahi@gmail.com

# Gestalt Principles

## Organizing Visual Information

Users perceive elements as groups rather than individual parts.



Spotify groups related songs visually, making it easy to scan

### UI Tip

Use proximity, similarity, and continuity to create visual hierarchy.



Taszid Izaz

Product Designer



Taszid.nahi@gmail.com

# The Von Restorff Effect

## Making Key Actions Stand Out

Users remember elements that stand out from their surroundings.

PRACTICE NOW



Daily French Reminder

Duolingo's Effective CTA Takes the users back to the app each time they see the color

### UI Tip

Use color contrast and unique shapes for primary actions.



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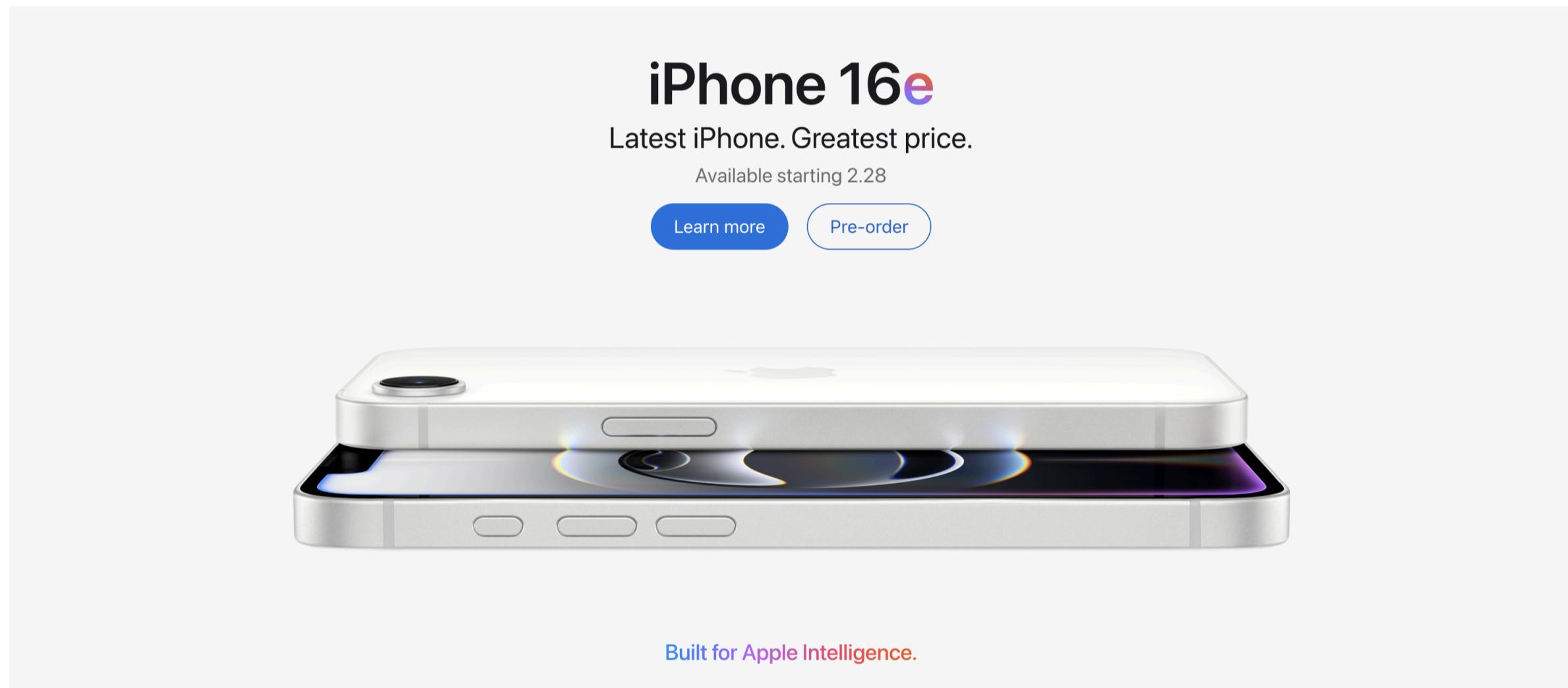
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# Serial Position Effect

## Placing Important Content Strategically

**Users remember the first and last items in a sequence best.**



Apple's website highlights product features upfront and CTA buttons at the bottom

### UI Tip

Place key CTAs and critical information at the beginning and end of user flows.

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Product Designer

**Taszid.nahi@gmail.com**

# Design with Psychology in Mind

UI isn't just about looks, it's about creating effortless experiences.

## Why

Applying psychological principles improves usability, engagement, and conversions.

## Final Tip

Always test and iterate based on user behavior.



These work hand-in-hand to create great designs.



**Taszid Izaz**

Product Designer



Taszid.nahi@gmail.com



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# Your Turn!

# What Do You Think?



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Taszid Izaz

Design Thinking  
vs.  
Human-Centred Design

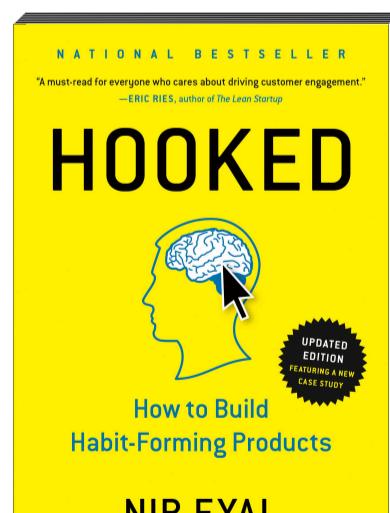


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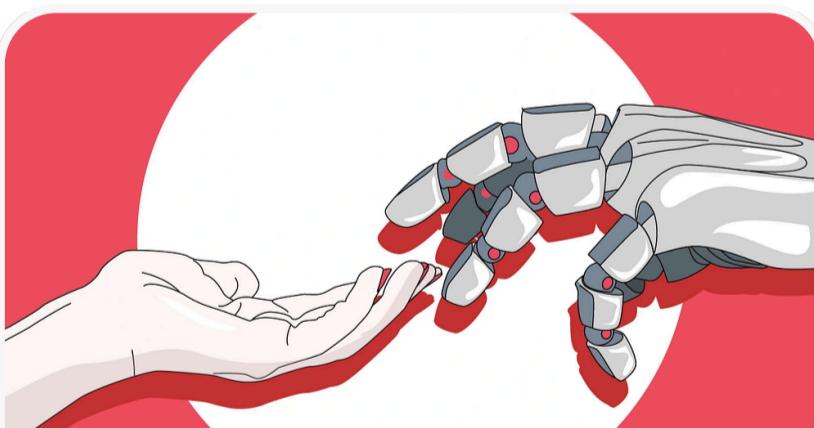
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Design for Habits,  
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LET'S EXPLORE

How HCI Transforms Design



Taszid Izaz

Product Designer



Taszid.nahi@gmail.com