1. Extra Padding instead of overcrowding elements.
2. Keeping Focus.
3. Fewer Borders instead of wasting attention.
4. Conventions instead of reinventing the wheel.
5. Grouping Related Items instead of disordering.
6. Scarcity instead of abundance.
7. Bigger Click Areas instead of tiny ones.
8. Faster Load Times instead of making people wait.
9. Natural Language instead of dry text.
10. Attention Grabs instead of neglect.
11. Visual Clarity instead of ambiguity.
12. Multiple Steps.
13. Try Icon Labels instead of opening for interpretation.
14. Try Friendly Comparisons instead of confusion.
15. Try Extra Padding instead of overcrowding elements.