



LAWS OF UI UX

How tiny little changes can change
entirely how your users see your product



WHAT IS UIUX?

UIUX is User Interface and User Experience. Even though they both are related to how a user will work with an application, they have distinct meanings

UX or user experience refers the overall experience of a person using a product such as a website or app, especially in terms of how easy or pleasing it is to use. Requires study of human reactions.

UI or user interface the actual means by which the user and a computer system interact, in particular the use of input devices and software. In most cases it's specific to websites or apps

THE LAWS WE'LL BE LOOKING AT

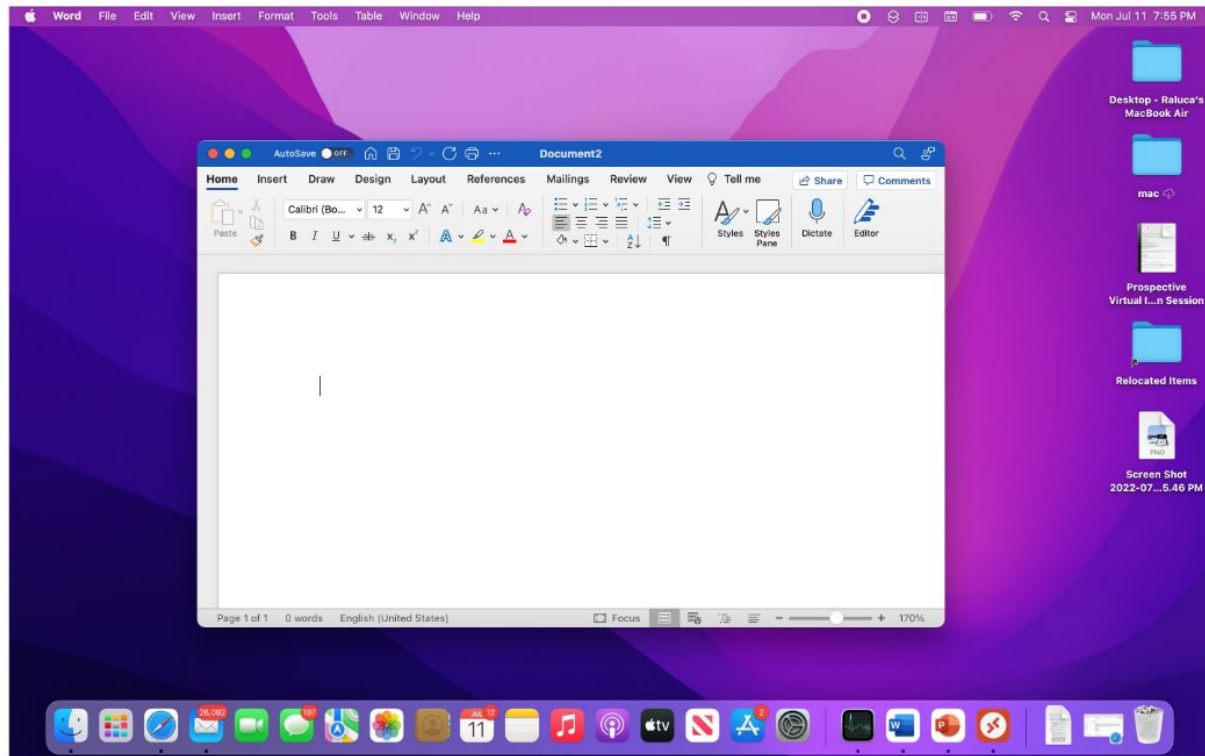
- 1) FITTS LAW
- 2) JAKOB'S LAW
- 3) LAW OF PROXIMITY
- 4) PEAK END RULE
- 5) MILLER'S LAW



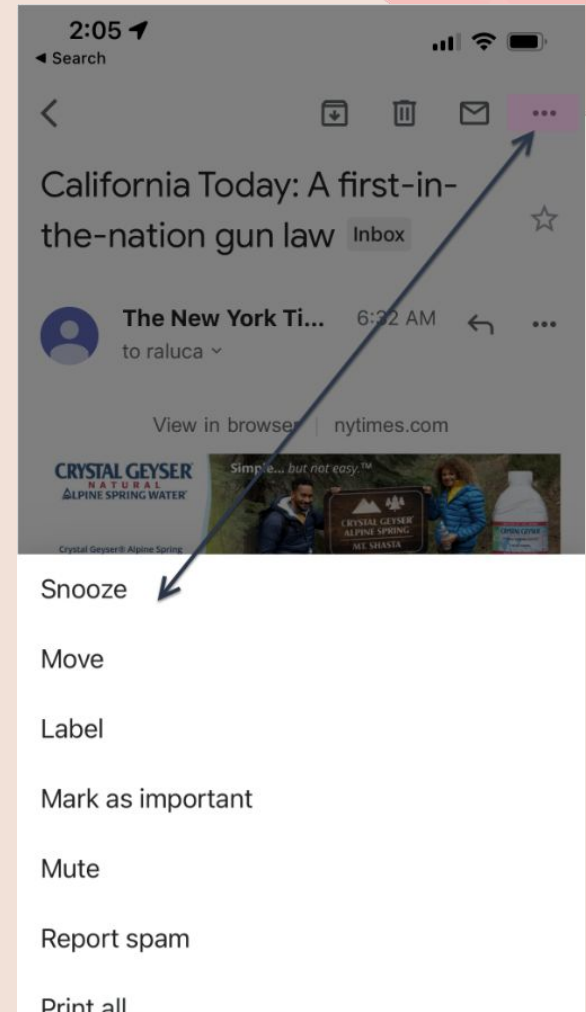
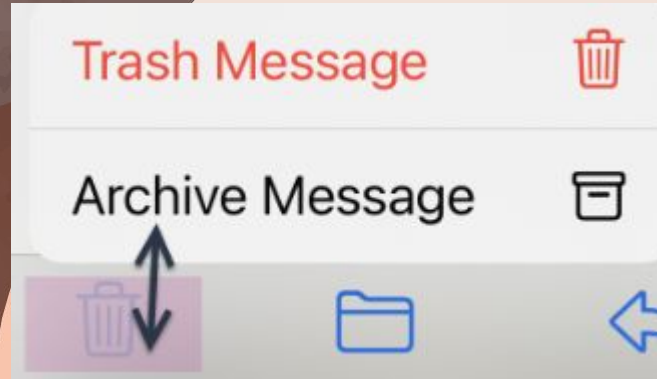
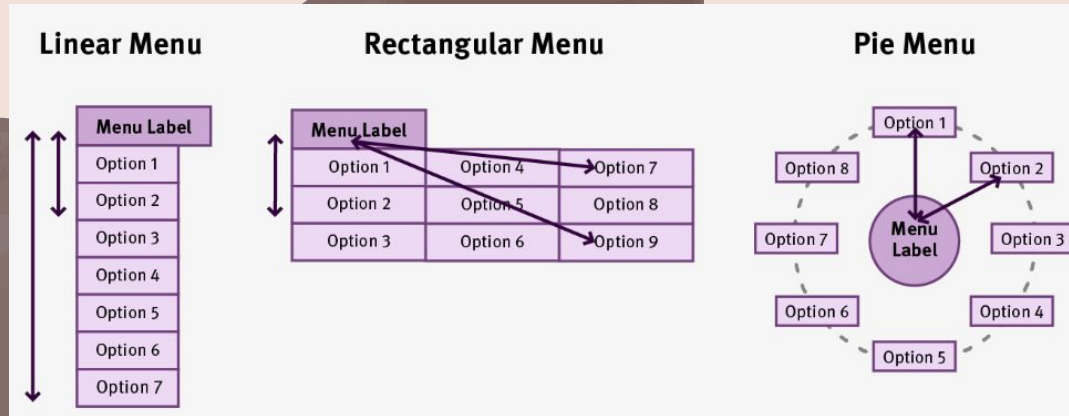
01

FITTS LAW

The amount of time required for a person to move a pointer (e.g., mouse cursor) to a target area is a function of the distance to the target divided by the size of the target



In MacOS, the application menu is placed at the top edge of the screen, which acts as an infinite edge. This placement optimizes movement time to this frequently accessed area, as the options in the menu become infinite targets and users will not need to slow down in order to hit them accurately.





O2

JAKOB'S LAW

**Users spend most of their time on other sites.
This means that users prefer your site to work the
same way as all the other sites they already know.**

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O3 LAW OF PROXIMITY

Objects that are near, or proximate to each other, tend to be grouped together.

Hick's Law



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Hick's Law | Laws of UX

Hick's Law (or the Hick-Hyman Law) is named after a British and an American psychologist team of William Edmund Hick and Ray Hyman. In 1952, this pair set ...

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Hick's Law: Making the choice easier for users | Interaction ...

Jul 26, 2020 - **Hick's Law** (or the **Hick-Hyman Law**) states that the more stimuli (or choices) users face, the longer it will take them to make a decision. For designers of all types, this presents a challenge, making it imperative to offer the most useful set of options to avoid frustrating the user.

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Hick's law



Hick's law, or the Hick–Hyman law, named after British and American psychologists William Edmund Hick and Ray Hyman, describes the time it takes for a person to make a decision as a result of the possible choices: increasing the number of choices will increase the decision time logarithmically. [Wikipedia](#)

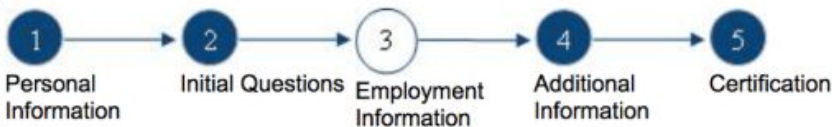
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MAIN MENU

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Employment Summary



You are currently on Step 3 Employment Information

Section 4A - List of Employers

Please click the "Add" button to add information about your last or current employer. You must add at least one employer.

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O4 PEAK END RULE

People judge an experience largely based on how they felt at its peak and at its end, rather than the total sum or average of every moment of the experience.



High Five!

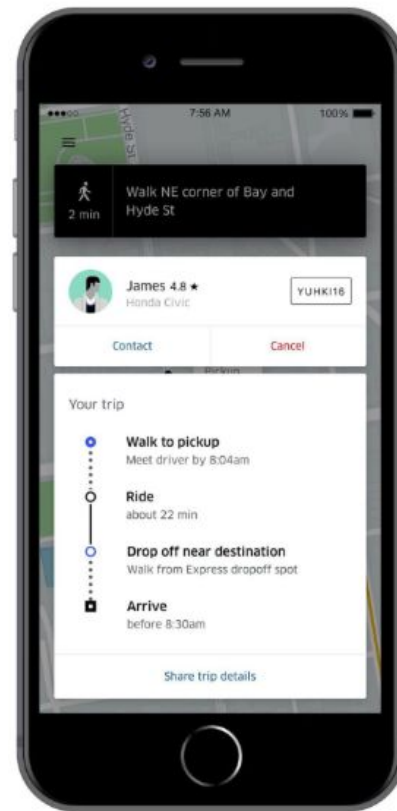
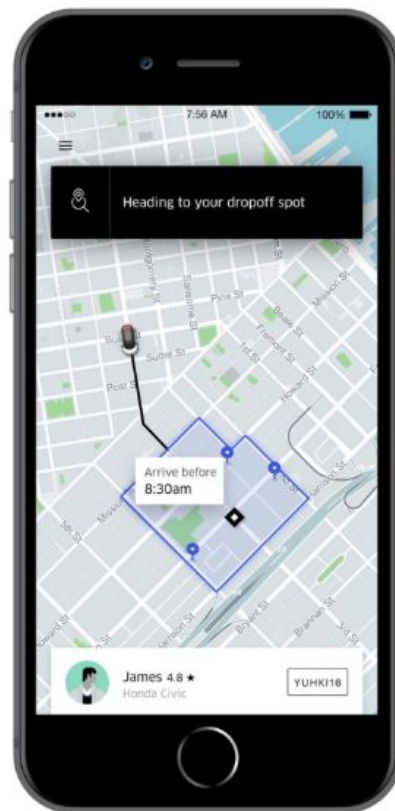
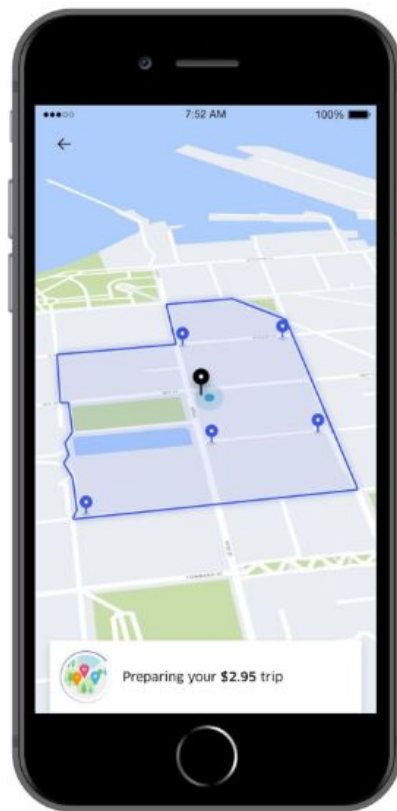
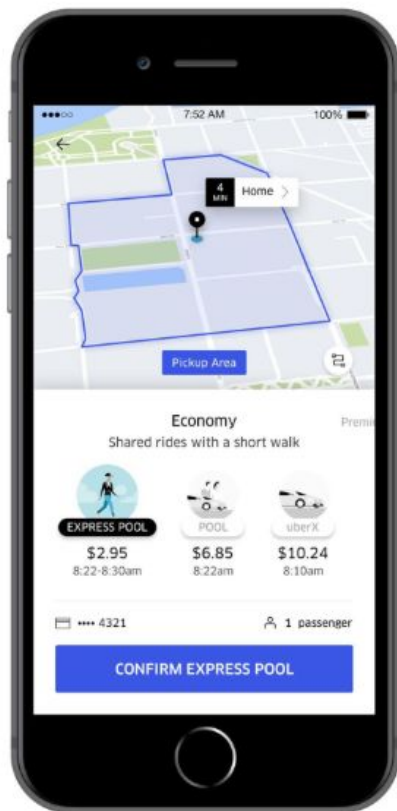
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O5

MILLER'S LAW

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7 (plus or minus 2) items in their
working memory.



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UX IS CONNECTED TO
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