

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

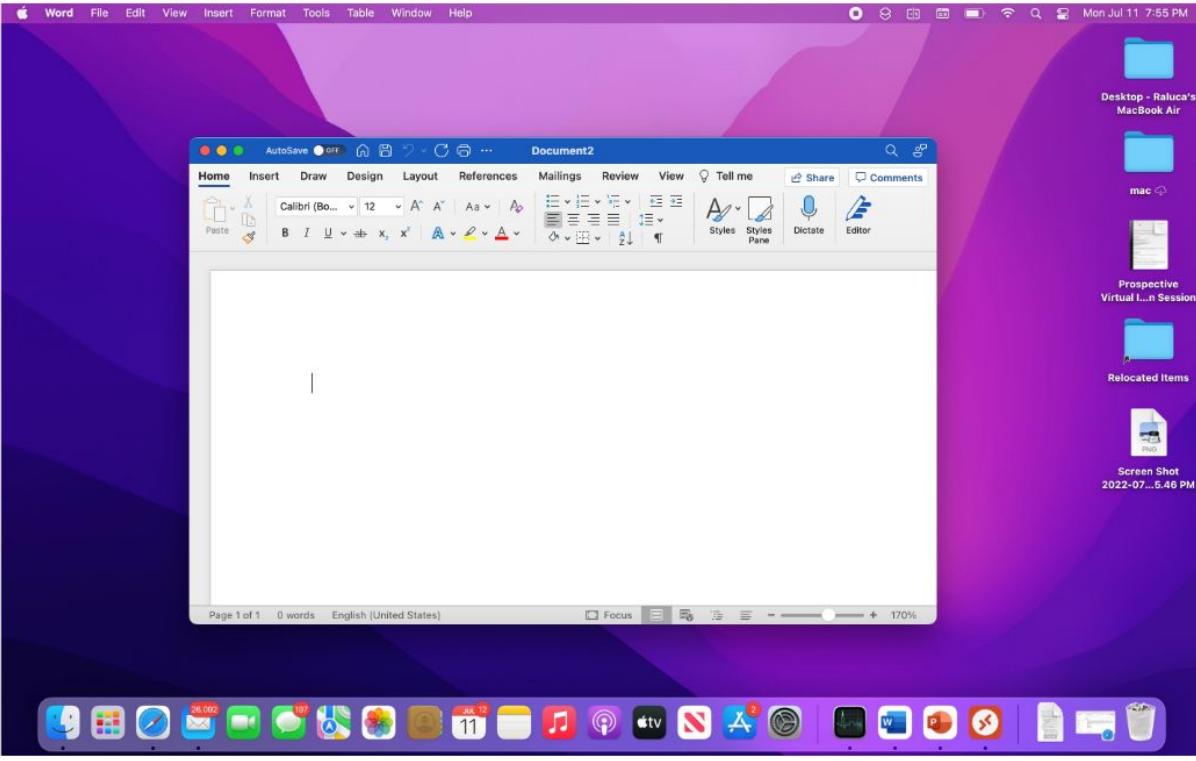
- 1) FITTS LAW
- 2) JAKOB'S LAW
- 3) LAW OF PROXIMITY
- 4) PEAK END RULE
- 5) MILLER'S LAW



01

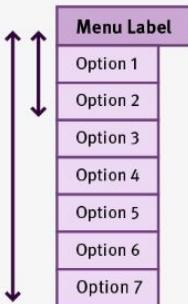
FITTS LAW

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

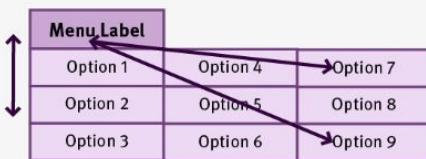


In Mac OS, the application menu is placed at the top edge of the screen, which acts as an infinite edge. This placement optimizes movement time to this frequently accessed area, as the options in the menu become infinite targets and users will not need to slow down in order to hit them accurately.

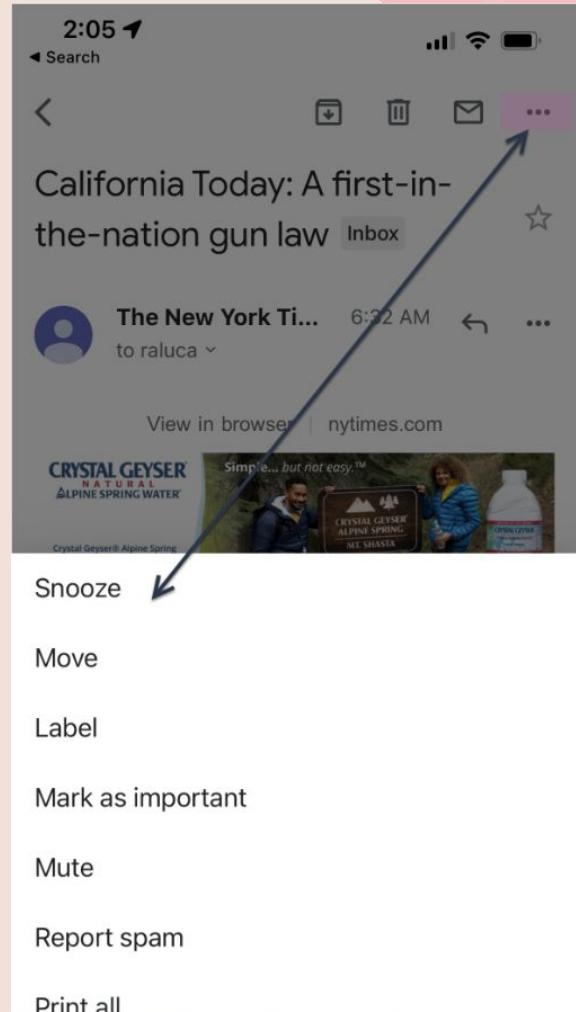
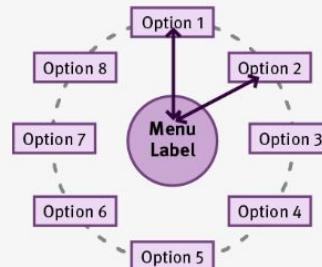
Linear Menu



Rectangular Menu



Pie Menu





02

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.

Search

Home

My channel

Trending

Subscriptions

Get YouTube Red

Get YouTube TV

LIBRARY

History

Watch Later

Liked videos

LOL Cats

Classic Cartoons!

SUBSCRIPTIONS

Nat and Friends 2

Made with Code 1

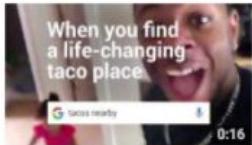
Google Developers

Project Loon

Browse channels

YouTube Movies

Recommended

[Google Search: Tacos nearby](#)

Google

[Nat & Lo: Search Tips Sneak Peek](#)

Nat and Friends

2,123,508 views • 14 hours ago

[#teampixel: All the hoops of Harlem](#)

Google

80,214 views • 3 days ago

[Google - Year In Search 2016](#)

Google

14,938,322 views • 10 months ago

Recently Uploaded

Recommended videos for you



Search

Home

Trending

Subscriptions

LIBRARY

History

Watch Later

Liked Videos

Purchases

LOL Cats

Classic Cartoons!

SUBSCRIPTIONS

Nat and Friends 2

Made with Code 1

Google Developers

Project Loon

Recommended

[YouTube Rewind: The Ultimate 2016 Challenge](#)

YouTube Spotlight 190M views

[Explore the Hidden Worlds of the National Parks in 360°](#)

Google 5M views

Google

[Beyond the Map, Rio de Janeiro - Ricardo's Story](#)

Google 91K views

[Google Home: Hands-free help from the Google Assistant](#)

Google 1.1M views



O3 LAW OF PROXIMITY

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

[All](#) [Images](#) [Videos](#) [News](#) [Shopping](#) [More](#)[Settings](#) [Tools](#)

About 197,000 results (0.62 seconds)

[lawsofux.com](#) › hicks-law ▾

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 ...

You've visited this page 3 times. Last visit: 2/8/20

[en.wikipedia.org](#) › wiki › Hick's_law ▾

Hick's law - Wikipedia

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 ...

[Background](#) · [Law](#) · [Exceptions](#)

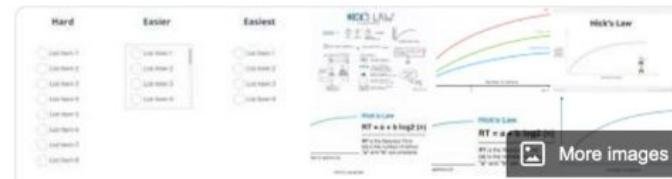
You've visited this page 5 times. Last visit: 2/21/20

[www.interaction-design.org](#) › literature › article › hick-... ▾

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.

You've visited this page many times. Last visit: 2/21/20

[www.smashingmagazine.com](#) › 2012/02 › redefining-h... ▾

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](#)

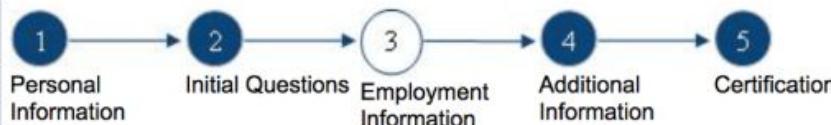
[Feedback](#)



MAIN MENU

- [Home](#)
- [Inbox](#)
- [File a New Claim](#)
- [Continue a Saved Draft](#)
- [Manage My Profile](#)
- [My Claim History](#)

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.

No Results Found

[Previous](#)

[Next](#)

[Add](#)

[Save as Draft](#)

[Cancel](#)



04 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!

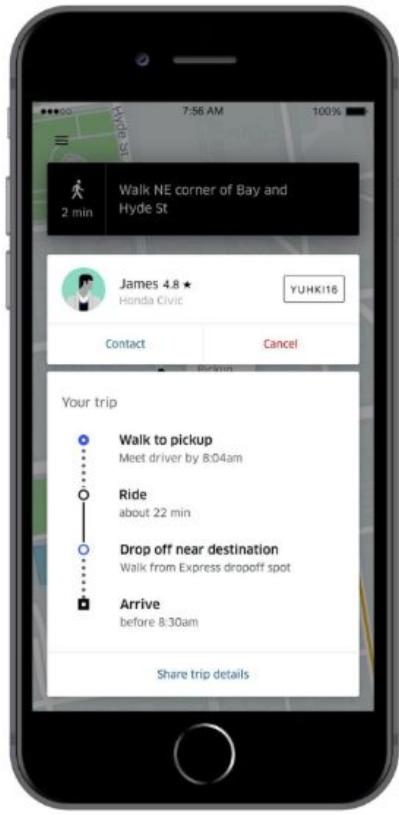
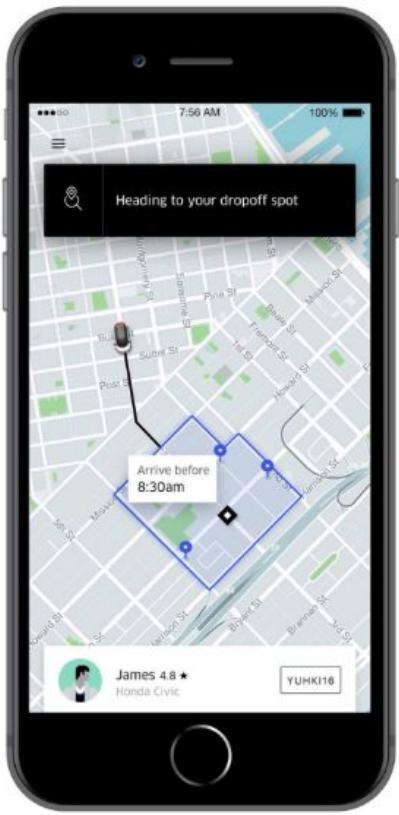
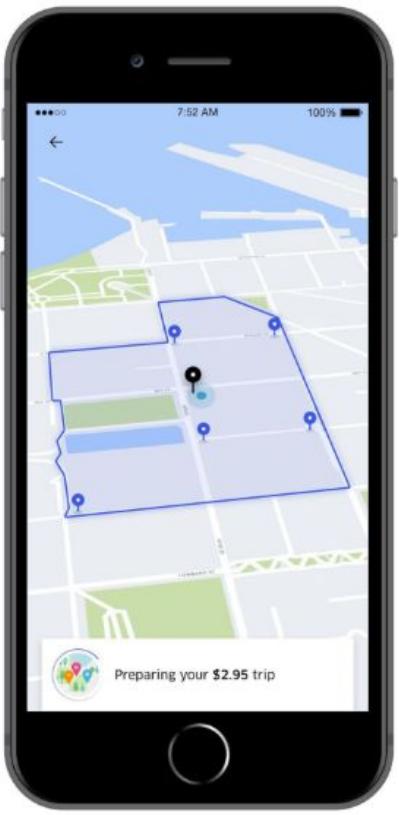
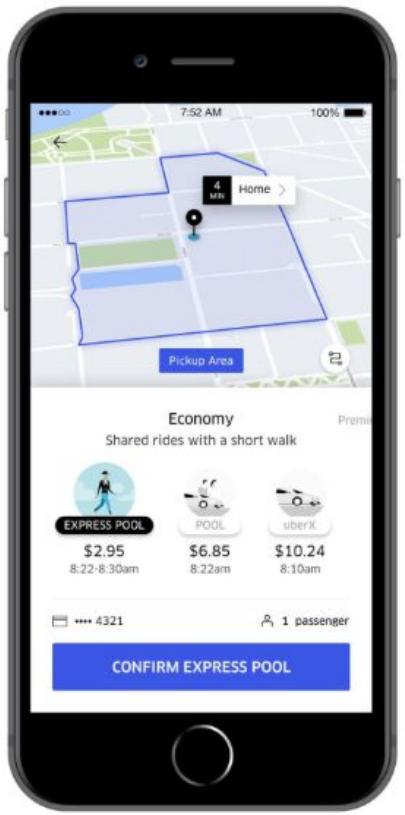
"Web Field Manual Dispatch No.159" will go out shortly.

Your campaign will be sent to 1,373 subscribers from the audience, "Web Field Manual Dispatch"

View or [share](#) your campaign:

<https://mailchi.mp/bc80ec063e95/web-field-manual-dispatch-no159>

[Track Performance In Our Mobile App](#)



O5

MILLER'S LAW

The average person can only keep
7 (plus or minus 2) items in their
working memory.

☰ Menu

Q. Search



U.S. Edition

Quick Links: Commodities Stocks Rates & Bonds Currencies Futures Economics Fixed Income ETFs Sector

DO Future +3.42% Generic 1st 'DM' Future +0.52% DJIA +0.49% S&P 500 +0.19% NASDAQ -0.26% EUR-USD +0.1%



BUSINESS

Saudis Pledge Decisive Oil Supply Boost to Comfort Consumers

Saudis Seek to Keep Oil-Market Control With OPEC Deal Fudge

Iran Doesn't Expect Oil Customers to Get Sanctions Waivers

POLITICS
Trump Administration Says It's Reuniting Immigrant Families

POLITICS
Car Tariffs? Europe Is Ready to Retaliate as Trade Dispute Grows

CRYPTOCURRENCIES
Bitcoin Slips to 2018 Low as Rising Scrutiny Fuels Skepticism

ECONOMICS
Saudi Women Driving Is Better for Economy Than Aramco IPO

53 minutes ago

2 hours ago

Bloomberg

Julian Lee
Trump and His Big in OPEC Deal

Virginia Postrel
The Art of Melania Green Jacket

Barry Ritholtz
Psychology of the Great Fake Art Road of Don Jr.

Hal Brands
Separating Family Blunder on a Global Scale

Noah Feldman
Government Plan Scares Justice Rehnquist

☰ Menu

Q. Search



U.S. Edition

Quick Links: Commodities Stocks Rates & Bonds Currencies Futures Economics Fixed Income ETFs Sector

DO Future +3.42% Generic 1st 'DM' Future +0.52% DJIA +0.49% S&P 500 +0.19% NASDAQ -0.26% EUR-USD +0.1%



BUSINESS

Saudis Pledge Decisive Oil Supply Boost to Comfort Consumers

Saudis Seek to Keep Oil-Market Control With OPEC Deal Fudge

Iran Doesn't Expect Oil Customers to Get Sanctions Waivers

POLITICS
Trump Administration Says It's Reuniting Immigrant Families

POLITICS
Car Tariffs? Europe Is Ready to Retaliate as Trade Dispute Grows

CRYPTOCURRENCIES
Bitcoin Slips to 2018 Low as Rising Scrutiny Fuels Skepticism

ECONOMICS
Saudi Women Driving Is Better for Economy Than Aramco IPO

53 minutes ago

POLITICS
Car Tariffs? Europe Is Ready to Retaliate as Trade Dispute Grows

2 hours ago

Bloomberg

Julian Lee
Trump and His Big in OPEC Deal

Virginia Postrel
The Art of Melania Green Jacket

Barry Ritholtz
Psychology of the Great Fake Art Road of Don Jr.

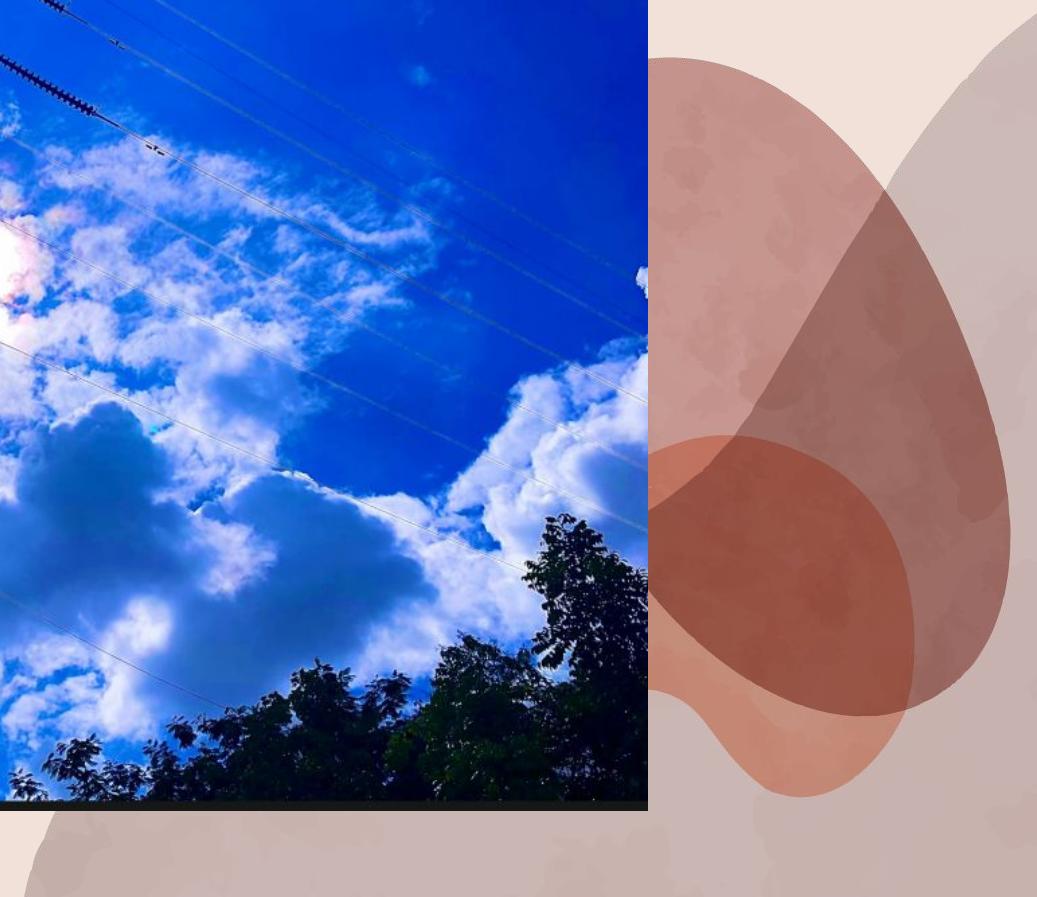
Hal Brands
Separating Family Blunder on a Global Scale

Noah Feldman
Government Plan Scares Justice Rehnquist

UX IS CONNECTED TO THE WORLD!







THE ONE PART OF THE DEFINITION WE MISSED:
STORYTELLING



The background features abstract, organic shapes in muted earthy tones. On the left, there's a large dark brown shape resembling a leaf or a seed pod, with a smaller orange blob underneath it. On the right, there's a large orange shape with a dark brown circular element at the top right corner. A small tan circle is located in the upper left area.

THANK YOU

Fonts & colors used

This presentation has been made using the following fonts:

Poiret One

(<https://fonts.google.com/specimen/Poiret+One>)

Oxygen Regular

(<https://fonts.google.com/specimen/Oxygen>)

#6d5b57

#f2e1d8

#595959

#b08980

Stories by Freepik

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [How it Works](#).



Pana



Amico



Bro



Rafiki



Cuate

Help & Support Icons



Avatar Icons



CONTENTS OF THIS TEMPLATE

Here's what you'll find in this **Slidesgo** template:

1. A slide structure based on a multi-purpose presentation, which you can easily adapt to your needs. For more info on how to edit the template, please visit **Slidesgo School** or read our **FAQs**.
2. An assortment of illustrations that are suitable for use in the presentation can be found in the **alternative resources slide**.
3. A **thanks slide**, which you must keep so that proper credits for our design are given.
4. A **resources slide**, where you'll find links to all the elements used in the template.
5. **Instructions for use**.
6. Final slides with:
 1. The **fonts and colors** used in the template.
 2. A **selection of illustrations**. You can also customize and animate them as you wish with the online editor. Visit Stories by Freepik to find more.
 3. More **infographic resources**, whose size and color can be edited.
 4. Sets of **customizable icons** of the following themes: general, business, avatar, creative process, education, help & support, medical, nature, performing arts, SEO & marketing, and teamwork.

You can delete this slide when you're done editing the presentation.

