Laws of UX

Laws of UX is a collection of best practices that designers can consider when building user interfaces.

All

All Heuristic Principle Gestalt Cognitive Bias

- ## Aesthetic-Usability Effect

  Users often perceive aesthetically pleasing design as design that’s more usable.

  Heuristic

- ## Doherty Threshold

  Productivity soars when a computer and its users interact at a pace (<400ms) that ensures that neither has to wait on the other.

  Principle

- ## Fitts’s Law

  The time to acquire a target is a function of the distance to and size of the target.

  Heuristic

- ## Goal-Gradient Effect

  The tendency to approach a goal increases with proximity to the goal.

  Heuristic

- ## Hick’s Law

  The time it takes to make a decision increases with the number and complexity of choices.

  Heuristic

- ## 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.

  Heuristic

- ## Law of Common Region

  Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.

  Gestalt

- ## Law of Proximity

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

  Gestalt

- ## Law of Prägnanz

  People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us.

  Gestalt

- ## Law of Similarity

  The human eye tends to perceive similar elements in a design as a complete picture, shape, or group, even if those elements are separated.

  Gestalt

- ## Law of Uniform Connectedness

  Elements that are visually connected are perceived as more related than elements with no connection.

  Gestalt

- ## Miller's Law

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

  Heuristic

- ## Occam's Razor

  Among competing hypotheses that predict equally well, the one with the fewest assumptions should be selected.

  Principle

- ## Pareto Principle

  The Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes.

  Principle

- ## Parkinson's Law

  Any task will inflate until all of the available time is spent.

  Heuristic

- ## 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.

  Cognitive Bias

- ## Postel's Law

  Be liberal in what you accept, and conservative in what you send.

  Principle

- ## Serial Position Effect

  Users have a propensity to best remember the first and last items in a series.

  Cognitive Bias

- ## Tesler's Law

  Tesler's Law, also known as The Law of Conservation of Complexity, states that for any system there is a certain amount of complexity which cannot be reduced.

  Principle

- ## Von Restorff Effect

  The Von Restorff effect, also known as The Isolation Effect, predicts that when multiple similar objects are present, the one that differs from the rest is most likely to be remembered.

  Cognitive Bias

- ## Zeigarnik Effect

  People remember uncompleted or interrupted tasks better than completed tasks.

  Cognitive Bias

View All

Zeigarnik Effect

Overview

People remember uncompleted or interrupted tasks better than completed tasks.

Takeaways

1. Invite content discovery by providing clear signifiers of additional content.
2. Providing artificial progress towards a goal will help to ensure users are more likely to have the motivation to complete that task.

3. Provide a clear indication of progress in order to motivate users to complete tasks.

Origins

Bluma Wulfovna Zeigarnik (1900 – 1988) was a Soviet psychologist and psychiatrist, a member of the Berlin School of experimental psychology and Vygotsky Circle. She discovered the Zeigarnik effect and contributed to the establishment of experimental psychopathology as a separate discipline in the Soviet Union in the post-World War II period. In the 1920s she conducted a study on memory, in which she compared memory in relation to incomplete and complete tasks. She had found that incomplete tasks are easier to remember than successful ones. This is now known as the Zeigarnik effect. She later began working at the Institute of Higher Nervous Activity which is where she would meet her next big influence Vygowski, and become a part of his circle of scientists. It was also there that Zeigarnik founded the Department of Psychology. During that time, Zeigarnik received the Lewin Memorial Award in 1983 for her psychological research.

Source

Further Reading

Endowed progress effect: Give your users a head start

Canvs Editorial | UX Collective

Moving the Finish Line: The Goal Gradient Hypothesis

Farnam Street

The Zeigarnik Effect: Why it is so hard to leave things incomplete

Abhishek Chakraborty | Medium.com

Zeigarnik Effect

Coglode

Zeigarnik Effect on Wikipedia

Wikipedia

Buy Large Format Poster

Download free poster

Related

Goal-Gradient Effect

The tendency to approach a goal increases with proximity to the goal.

Heuristic

Miller's Law

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

Heuristic

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.

Cognitive Bias

Next

Aesthetic-Usability Effect