

# UX PSYCHOLOGY

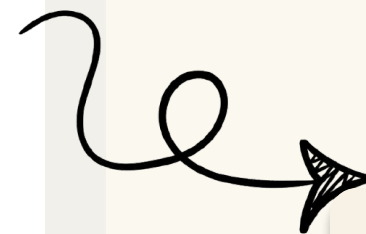
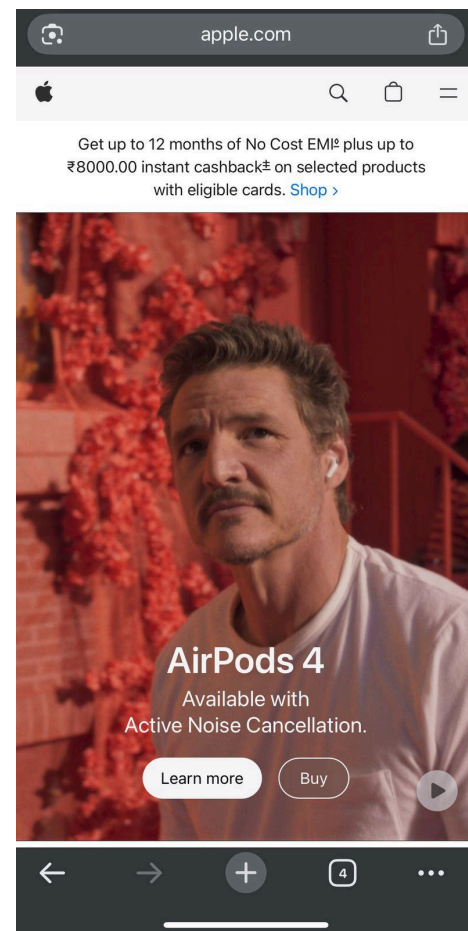
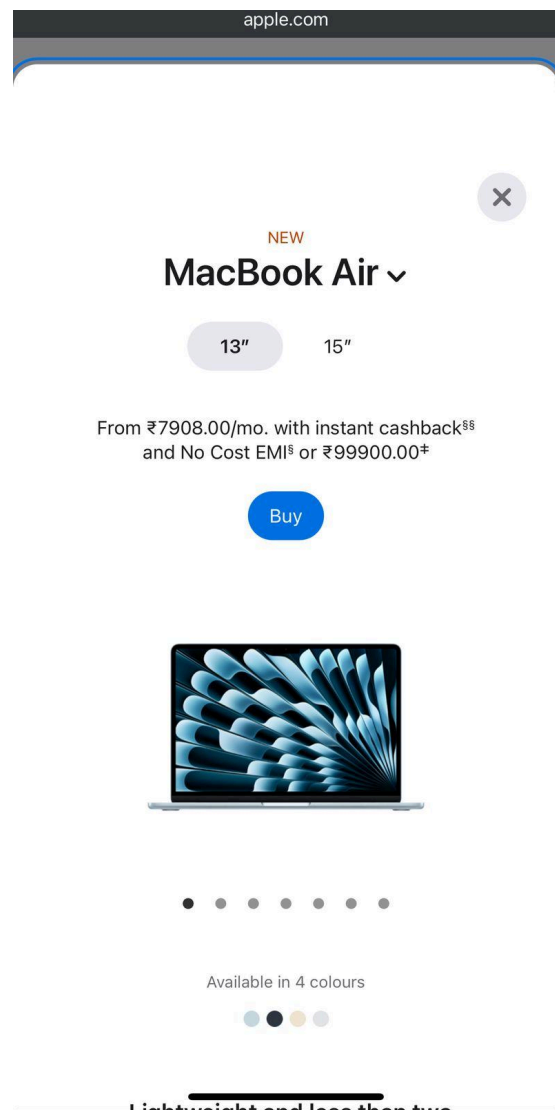
UX That Feels  
Right:  
Leveraging  
Psychology in  
Design



Swipe



# Framing Effect

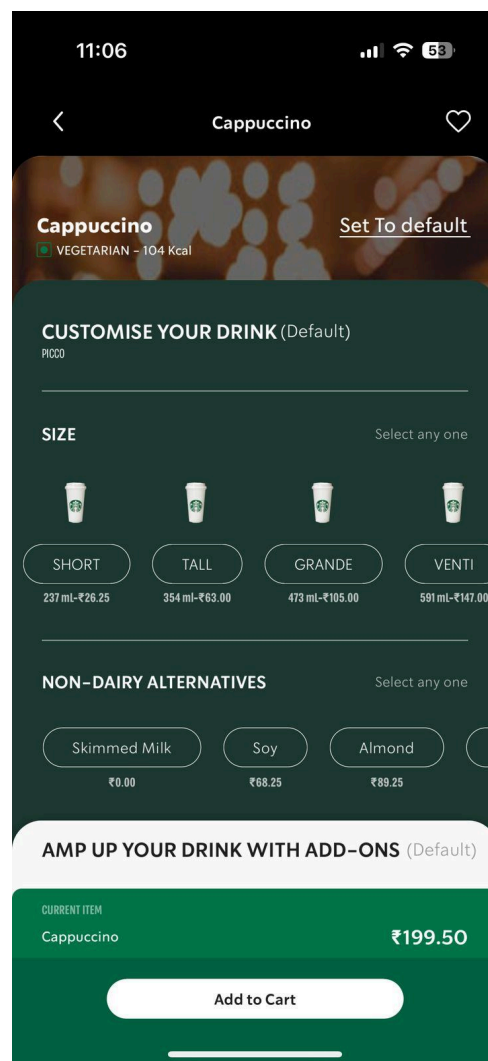
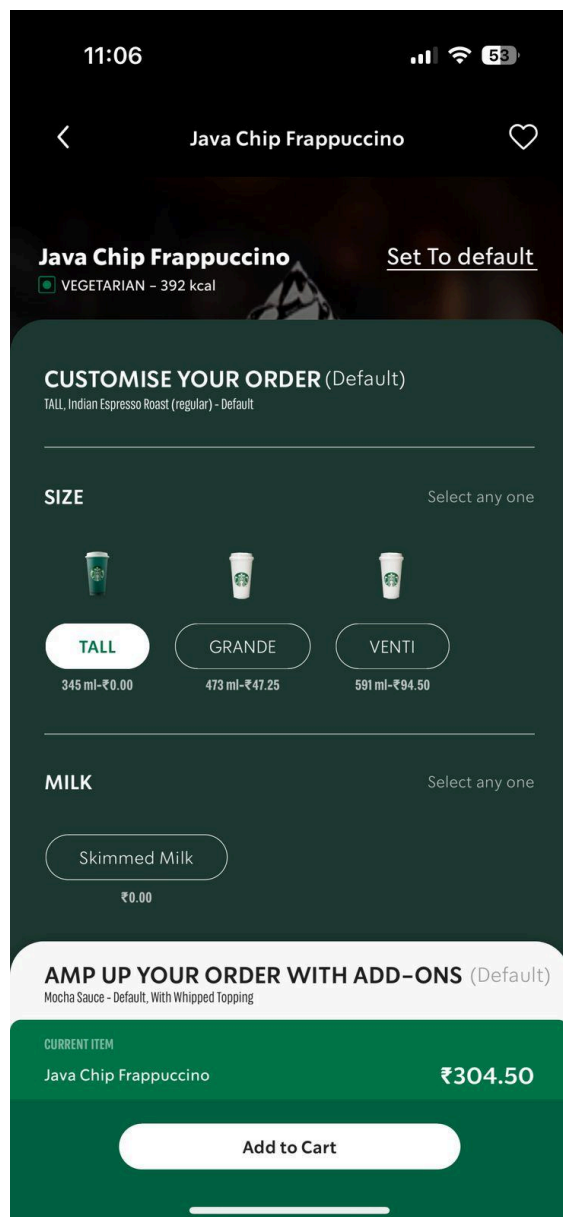


Apple frames its products in a way that makes premium pricing feel justified.

Product Pricing & Ads



# Anchoring bias



Medium-sized drinks ("Grande") are priced close to large so users feel getting large sized ("Venti") is a better deal.

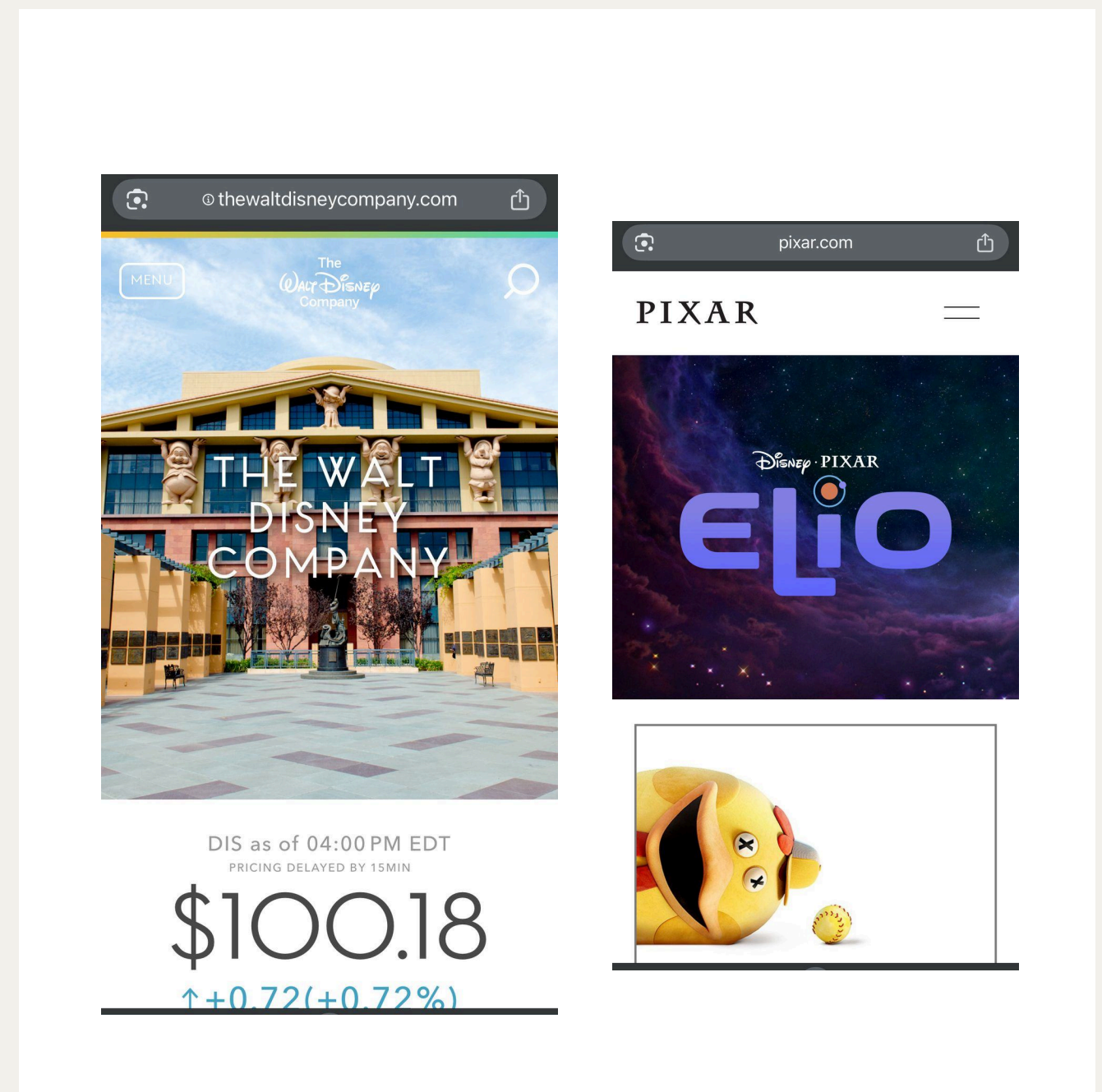
Price Anchoring



# Serial Position Effect



Disney theme parks have the best attractions at the start and end.



Nostalgia, Emotion & Memorable Moments!

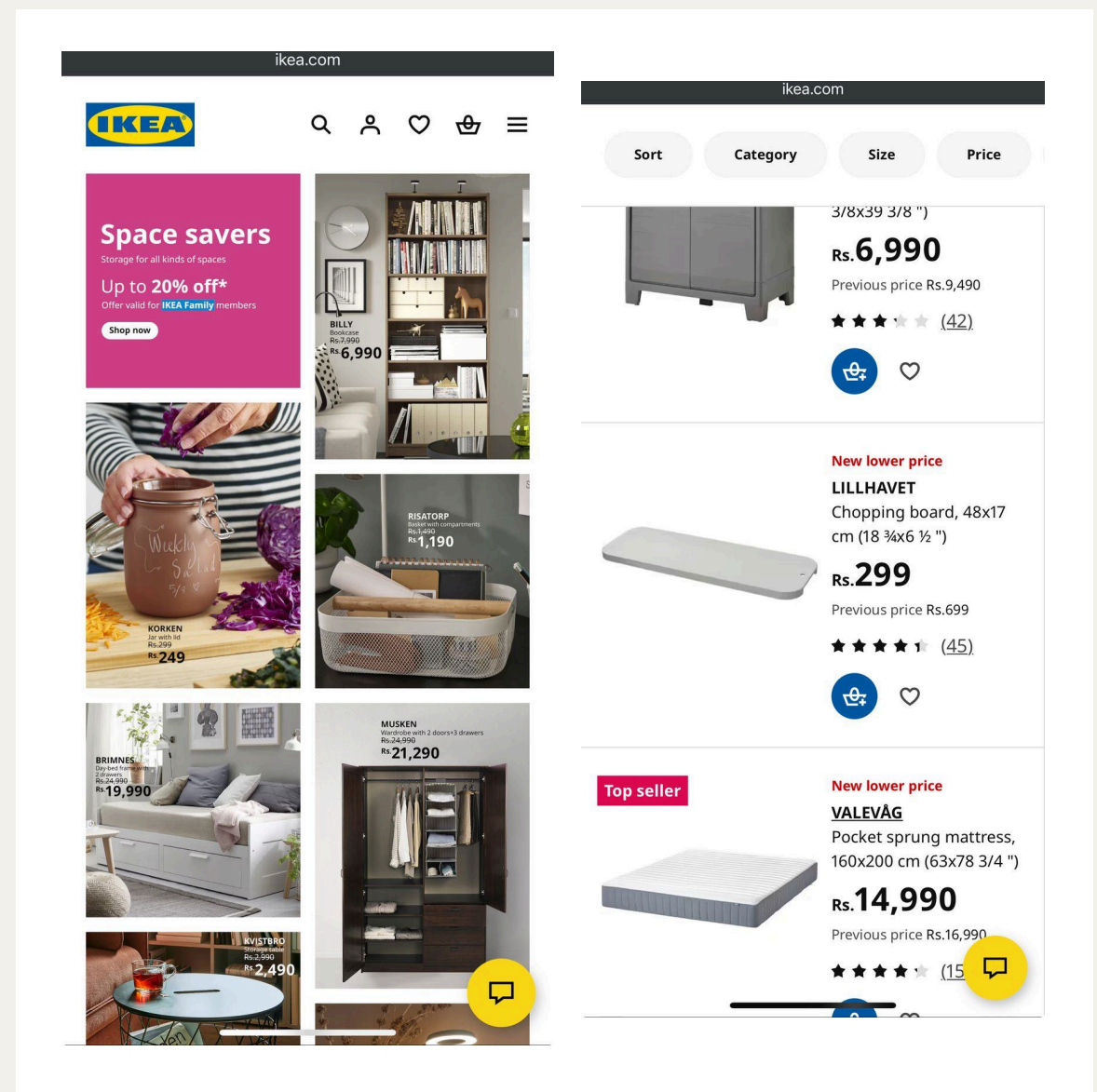
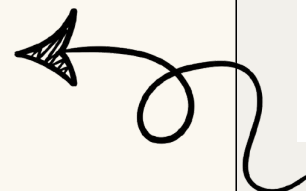




# Empathy Gap



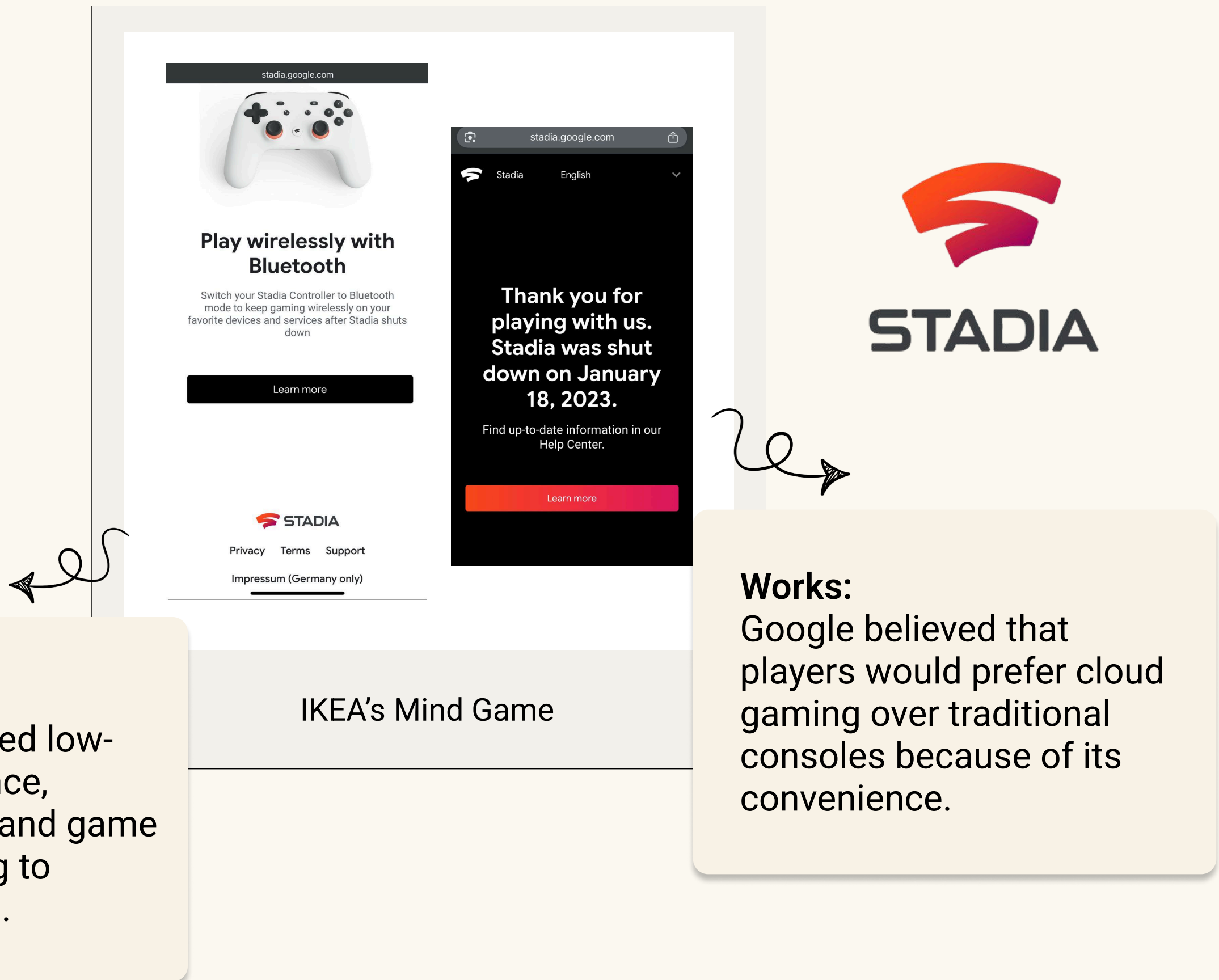
"Limited-time deals" push users to buy without thinking about practicality.



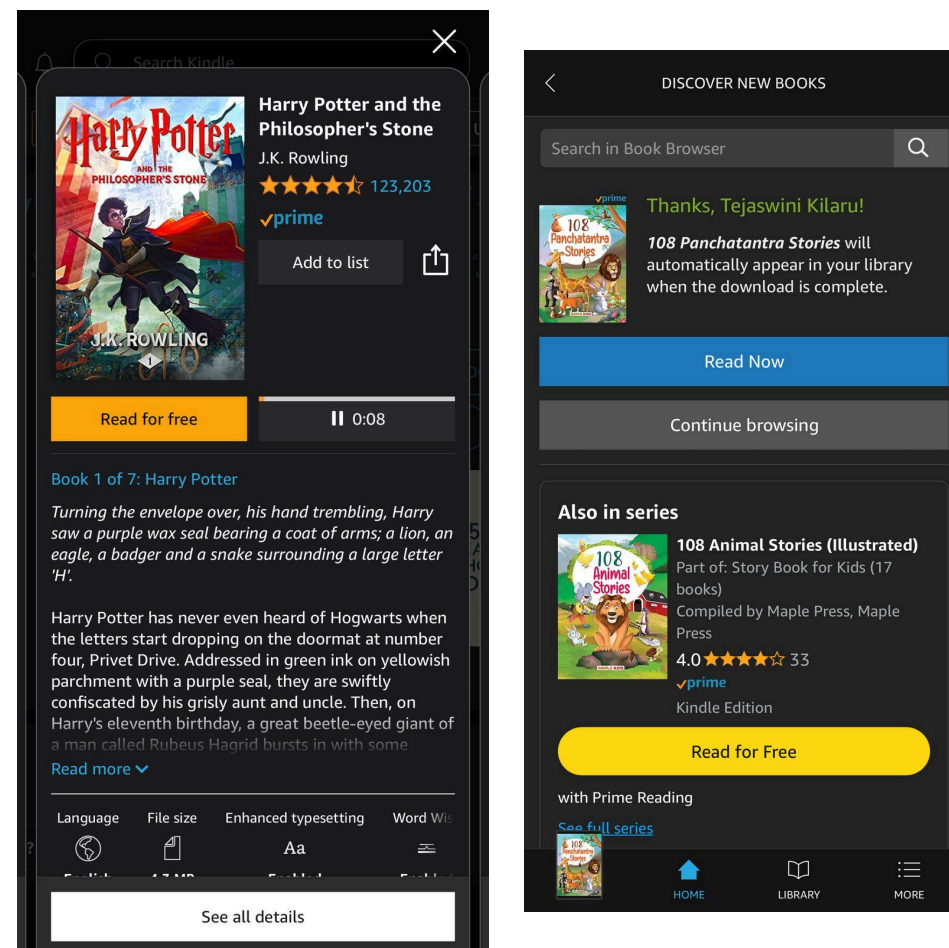
IKEA's Mind Game



# False Consensus Effect



# Question Order bias



## Works:

Users are first asked if they prefer audio or text, subtly pushing them toward Audible subscriptions.

**Effect:** Once they pick one, they're less likely to reconsider the other option.

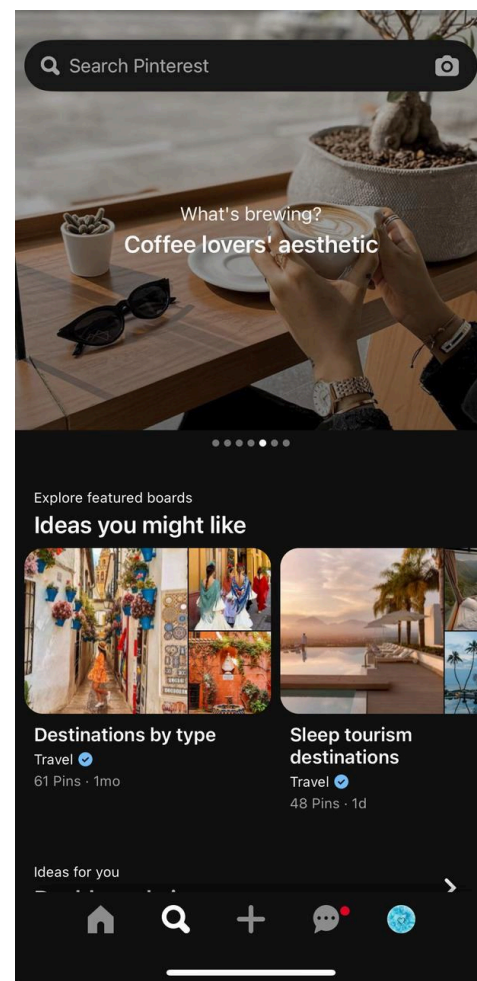
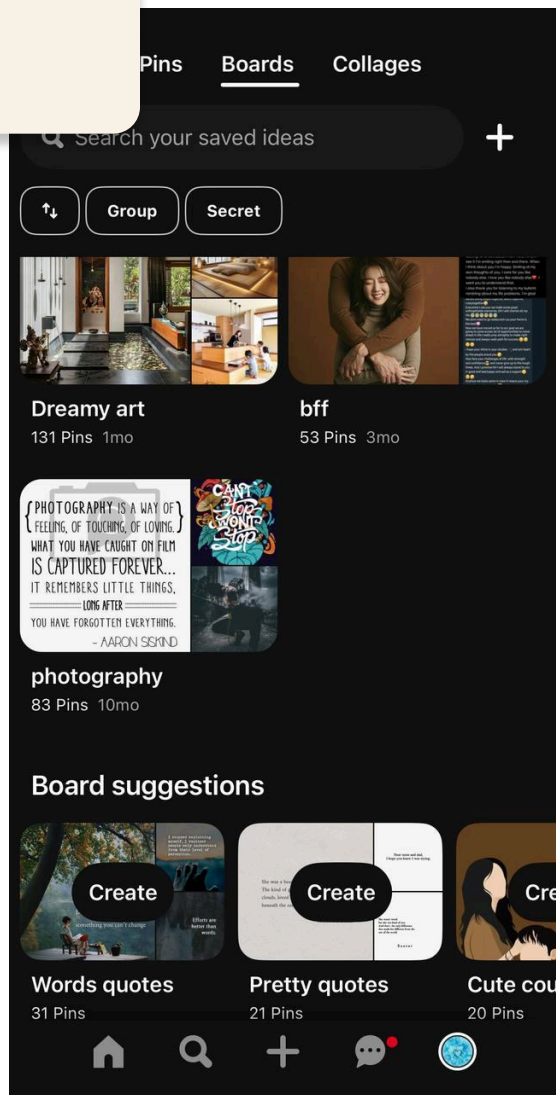
Audiobook or eBook

amazonkindle



# Confirmation bias

**Effect:** Users stay in aesthetic echo chambers, limiting creative exploration.



**Works:**  
Suggests handmade products & pins based on your past activity.

Inspired by Your Interests