

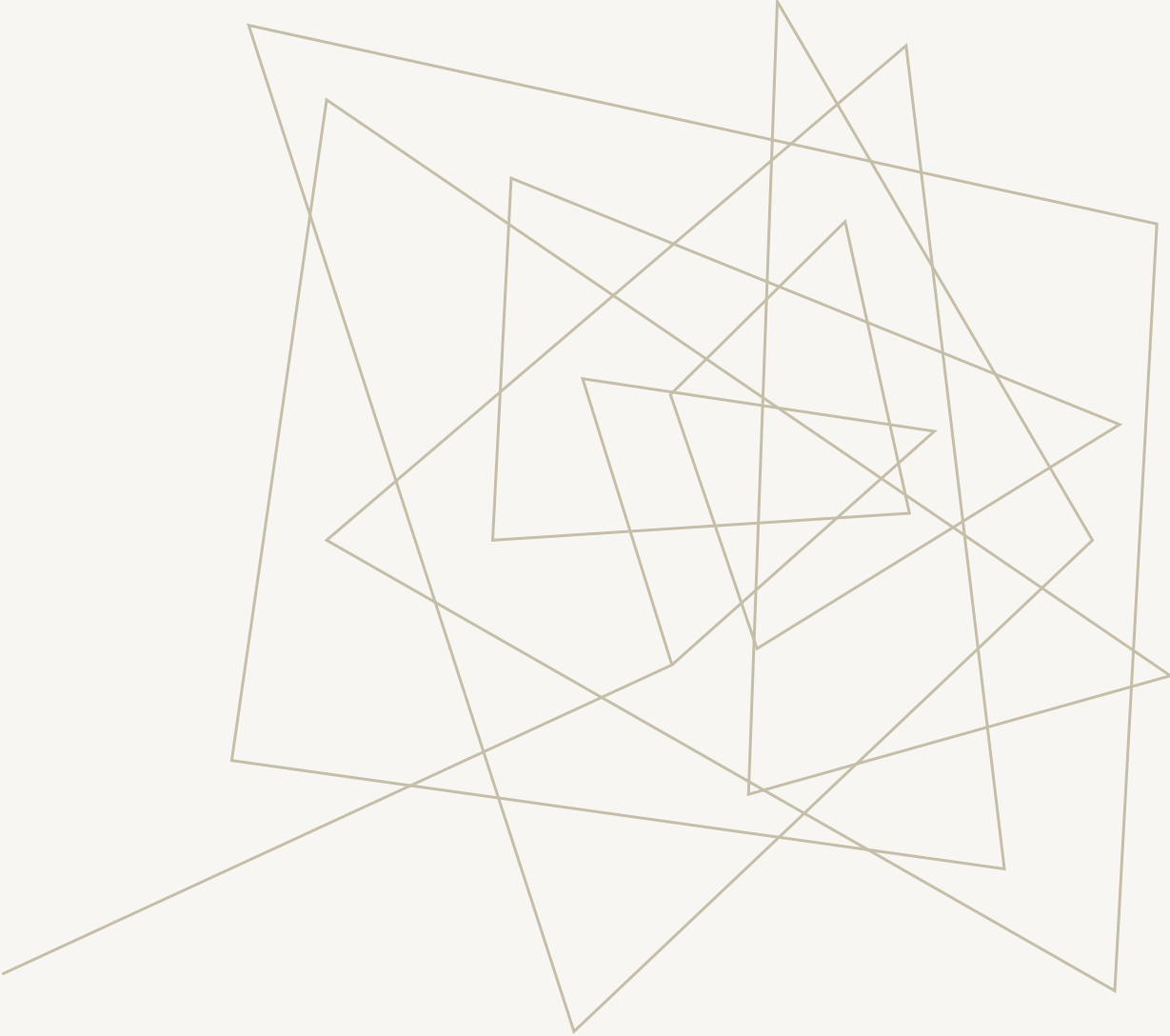
Abstract geometric lines in the top left corner, consisting of several overlapping, irregular polygons and lines in a light beige color.

PRINCIPLES OF UX DESIGN

Mariyana Mileva, CB01

WHAT ARE THE PRINCIPLES

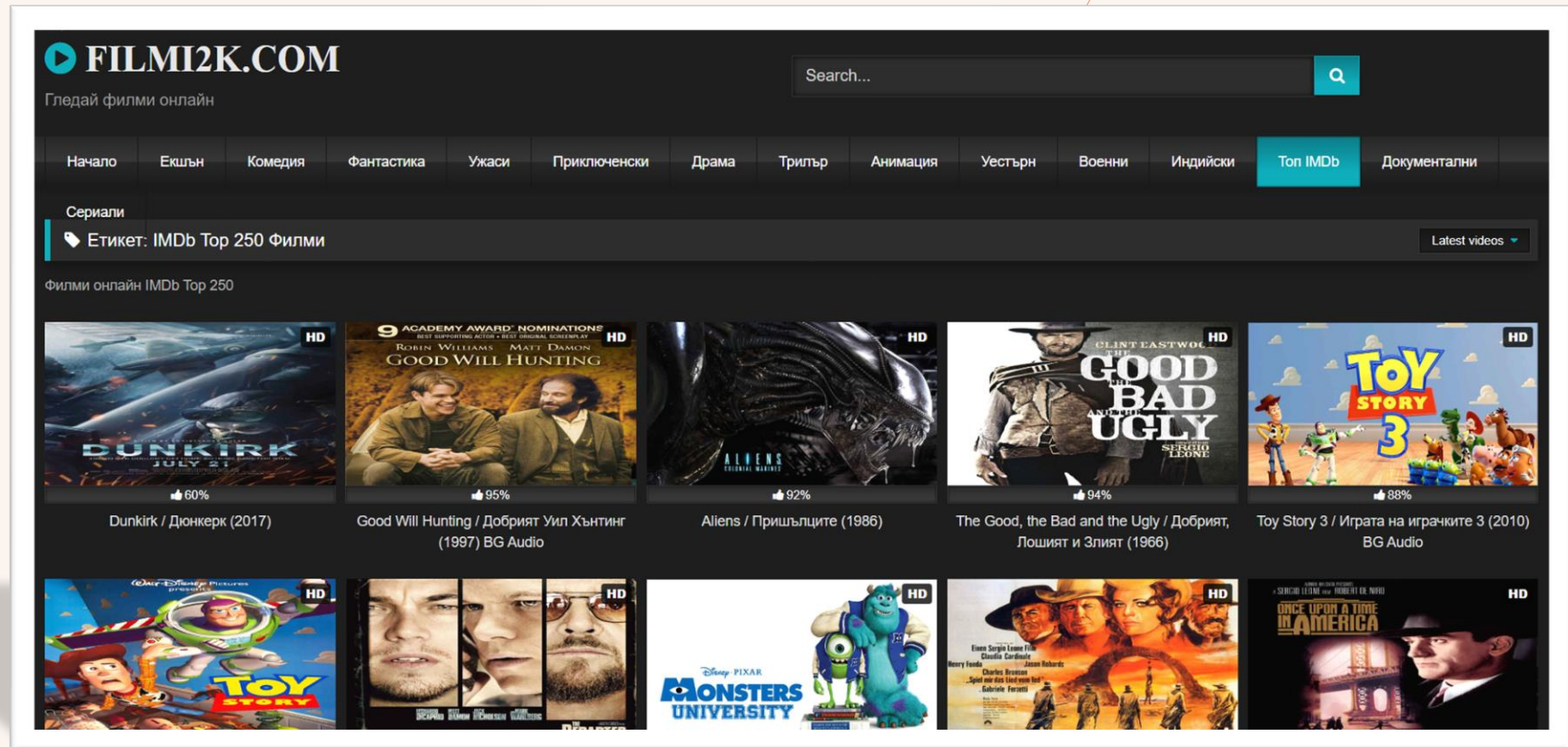
1. The principle of Least Effort
2. The principle of Perpetual Habit
3. The principle of Socialization
4. The principle of Emotional Contagion
5. The principle of Identity
6. The principle of Beauty
7. The Magical Number 7, Plus or Minus Two
8. The principle of Mistakes
9. Focus, Attention and Concentration

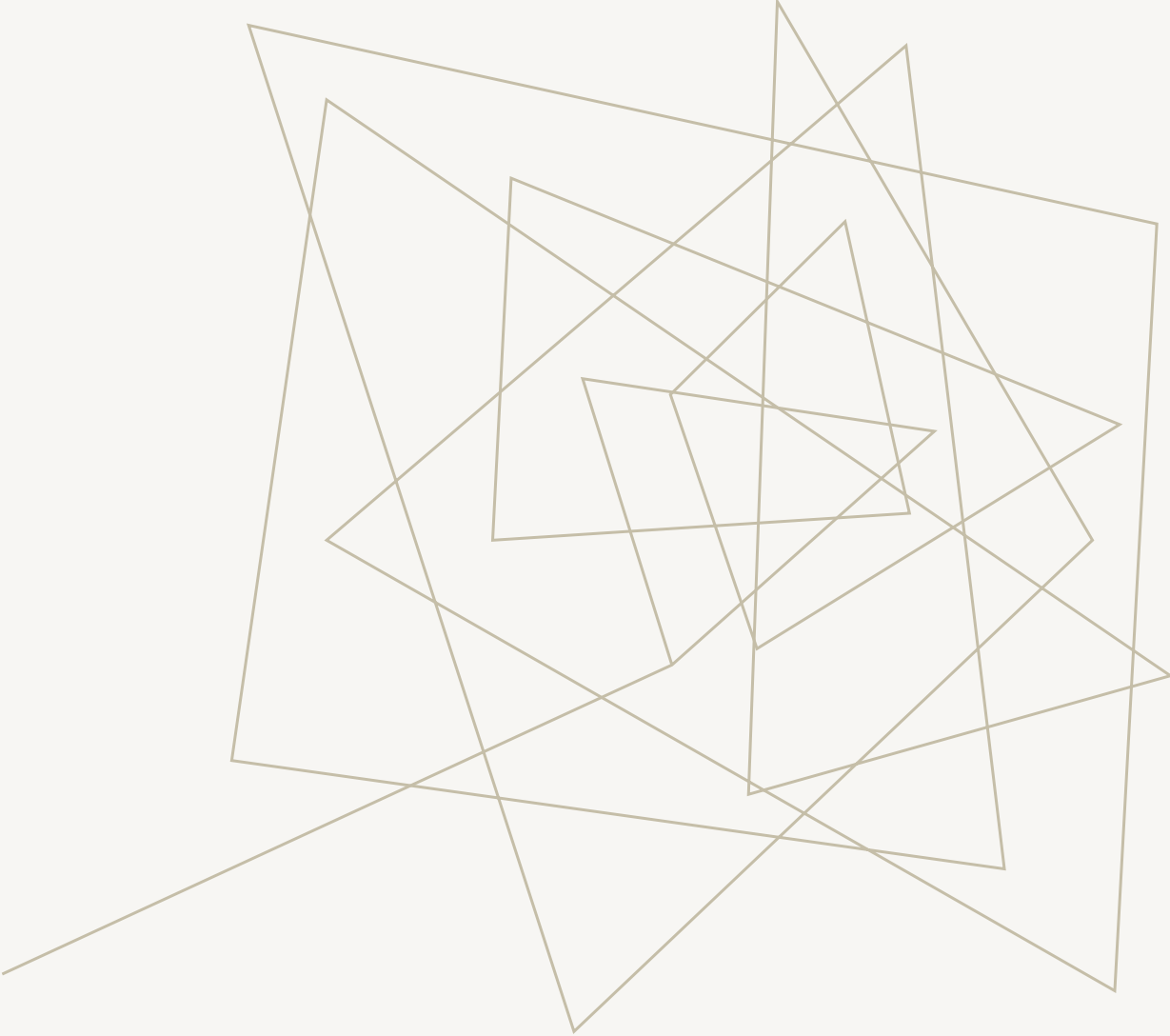


THE PRINCIPLE OF LEAST EFFORT

EXAMPLE: FILMI2K.COM

- The website provides brief and informative descriptions of its films.
- The categories are already displayed at the top.
- If a user wants to watch a movie, they simply click on the movie.

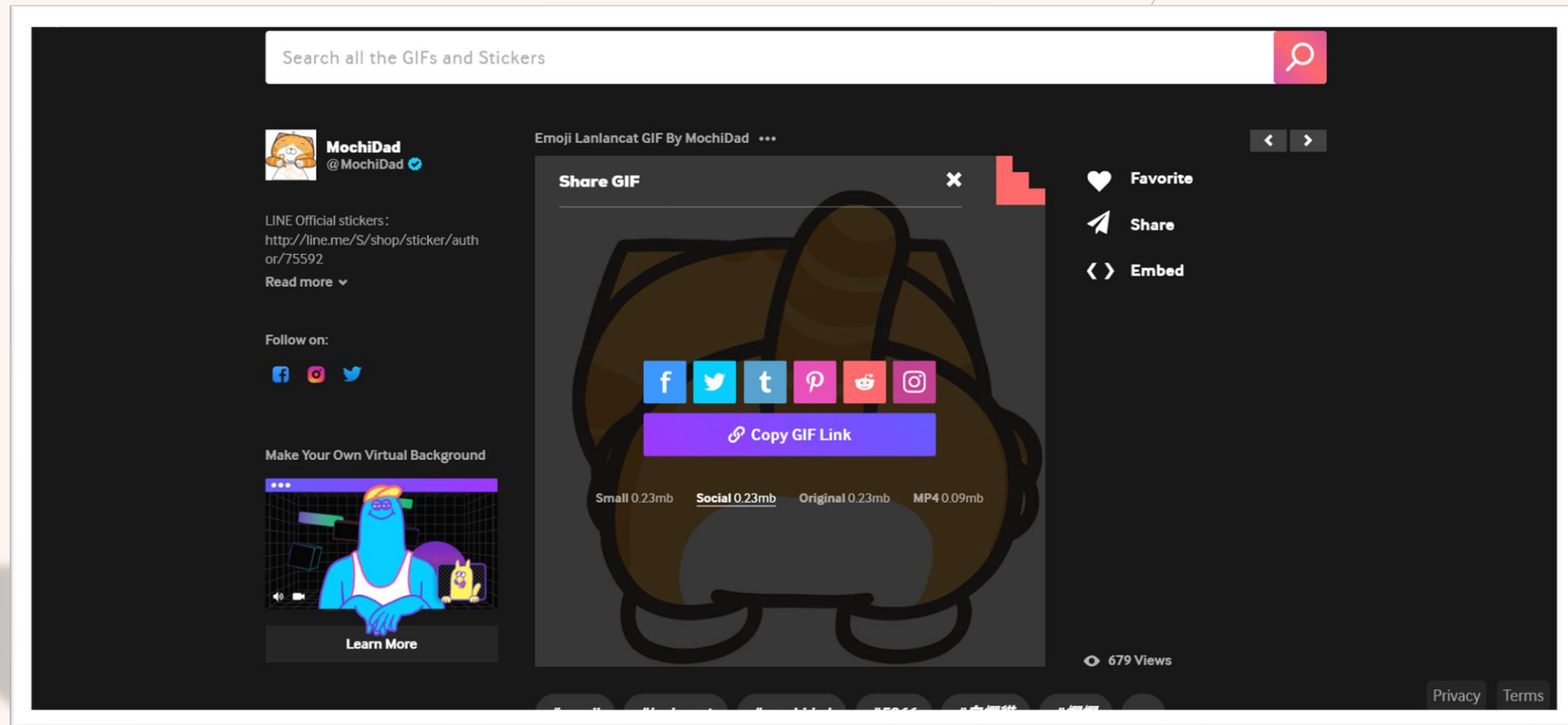




THE PRINCIPLE OF SOCIALIZATION

EXAMPLE: GIPHY.COM

This website has implemented buttons for users to share their work on different social medias.

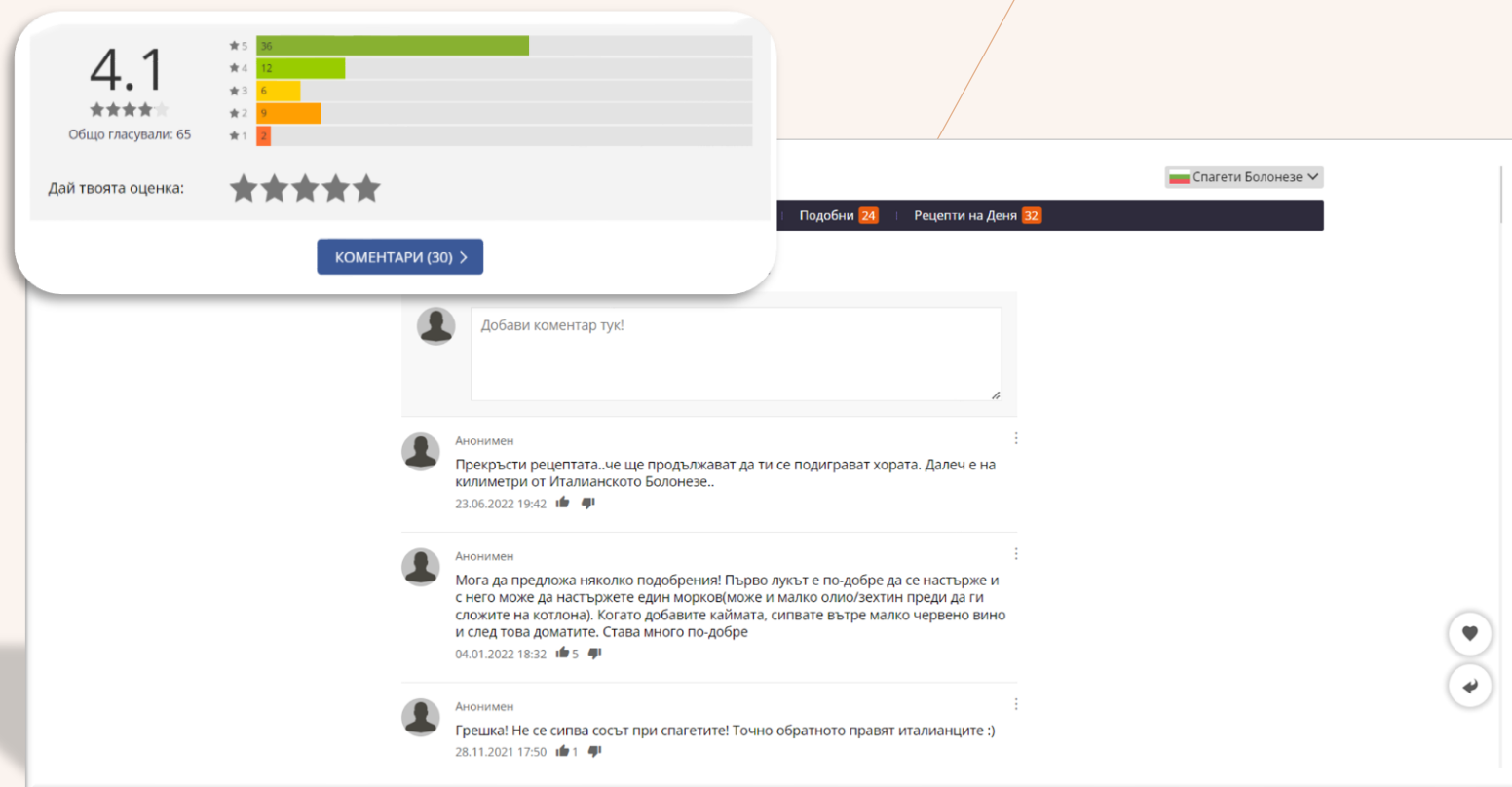




THE PRINCIPLE OF EMOTIONAL CONTAIGION

EXAMPLE: GOTVACH.COM

- This website has implemented a comments section and ratings for the different recipes.

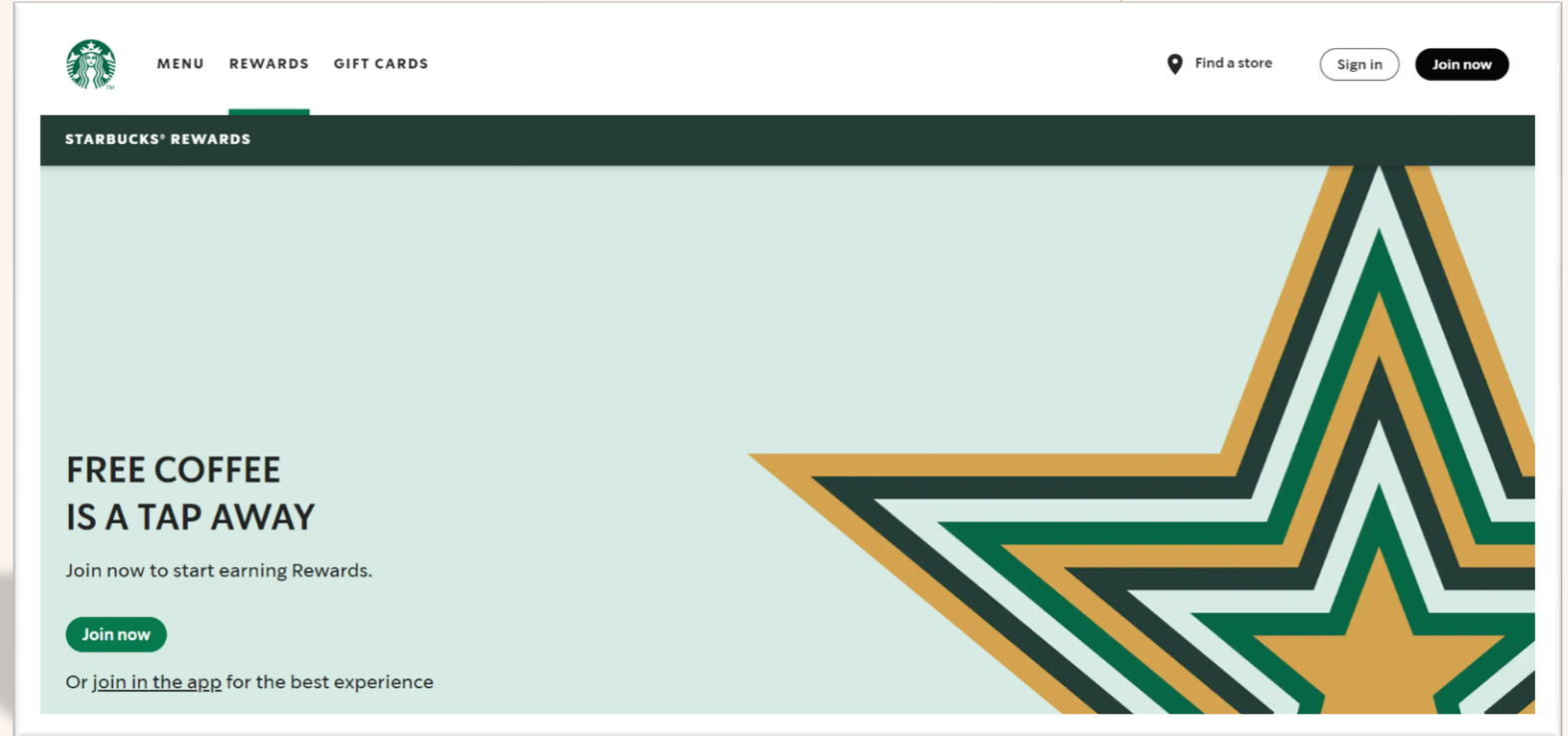




THE PRINCIPLE OF IDENTITY

EXAMPLE: STARBUCKS.COM

- Starbucks has established the green color as their color
- They have a unique logo

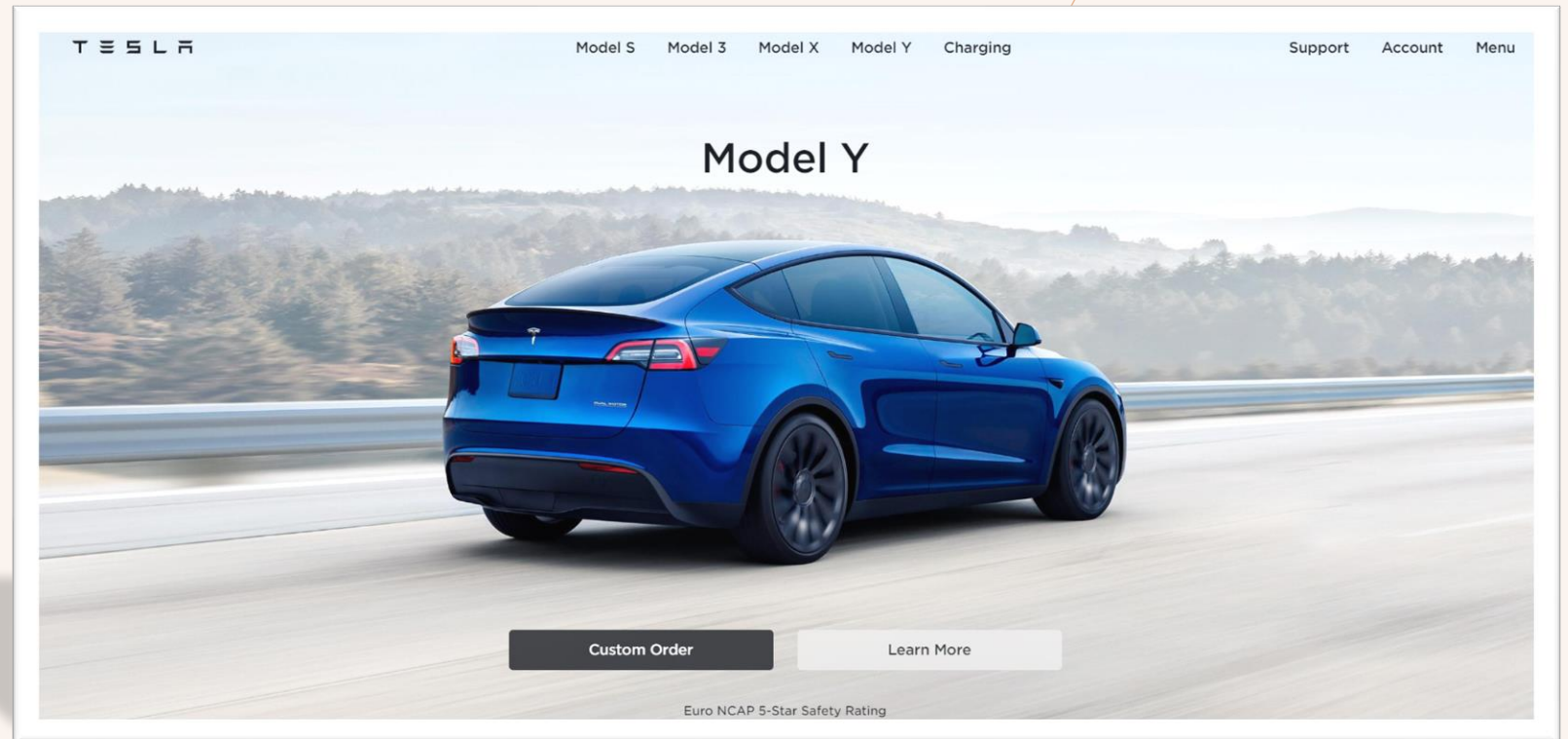


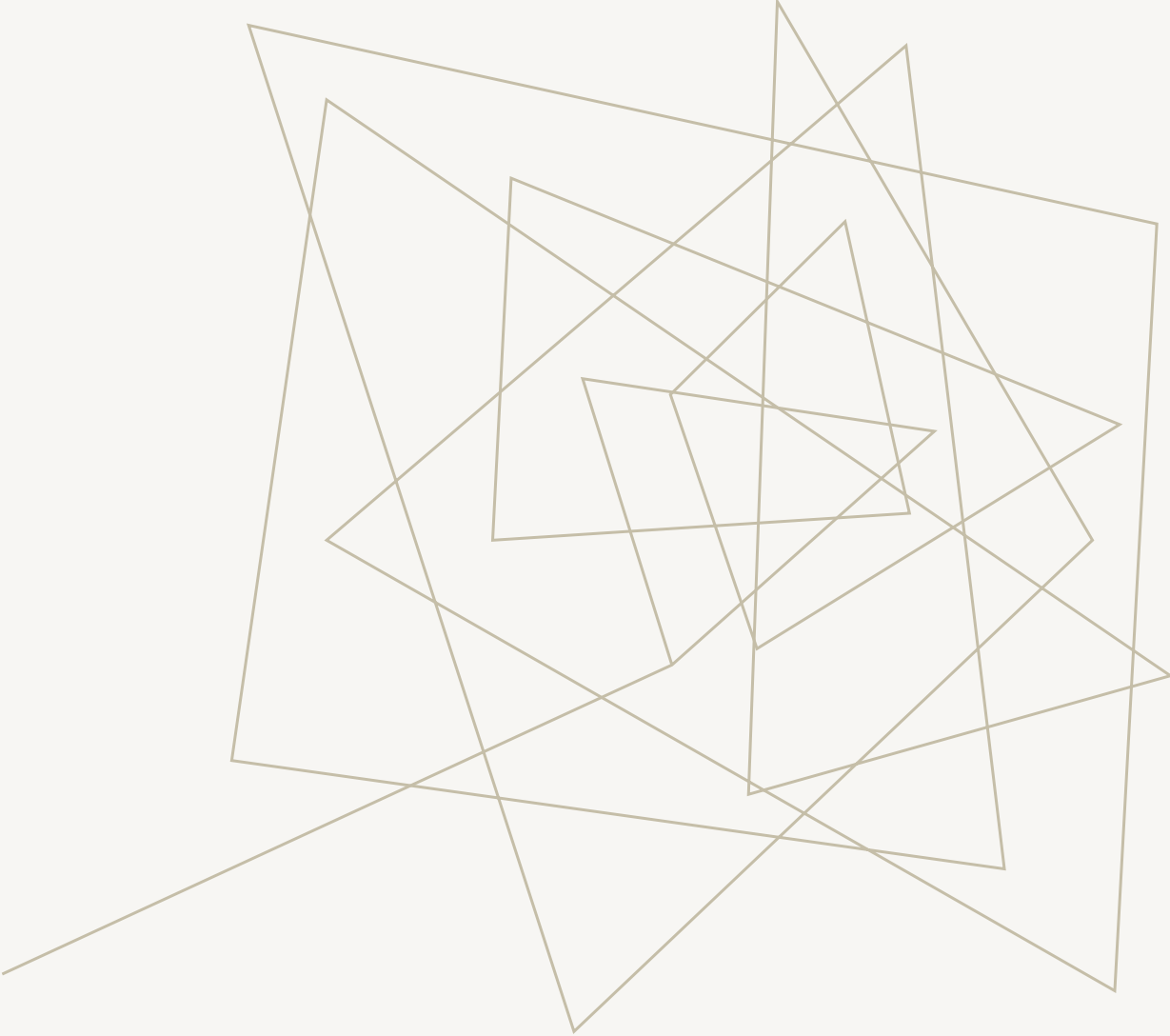


THE PRINCIPLE OF BEAUTY

EXAMPLE: TESLA.COM

- Tesla's website has a clean design
- They stick to one color palette and font
- They stick to modern looking design

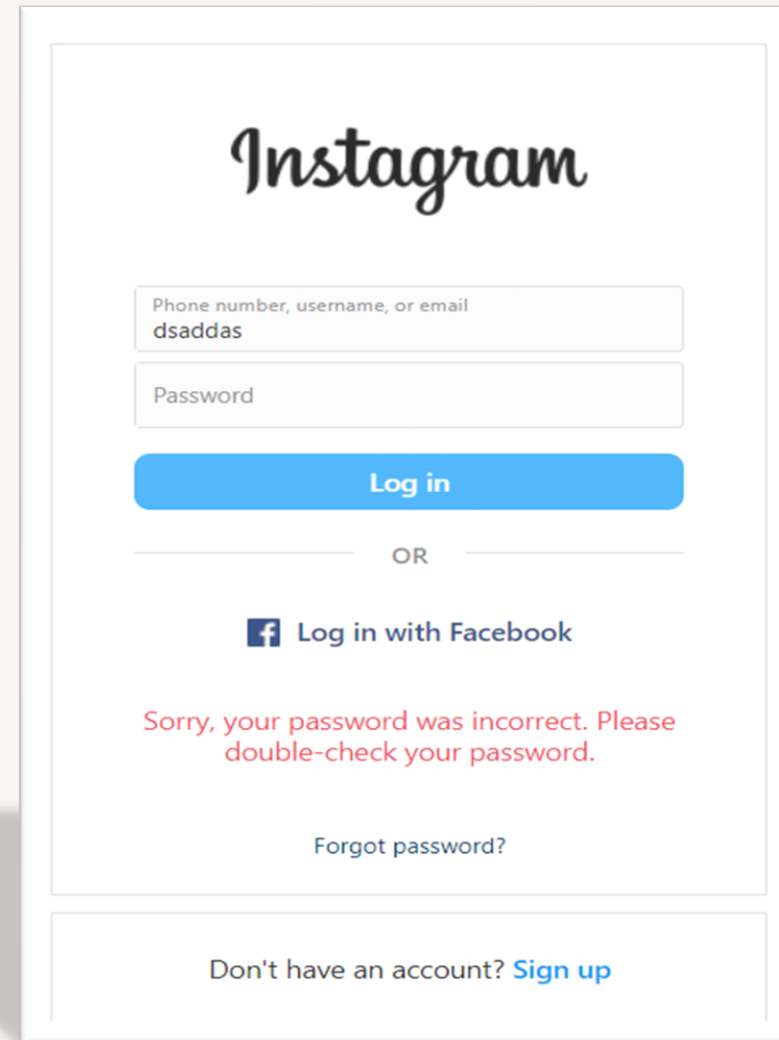




THE PRINCIPLE OF MISTAKES

EXAMPLE: INSTAGRAM.COM

- The login page of Instagram let the user know if their password is wrong, the email or both.
- They make sure the user will not be confused with what their mistake is.



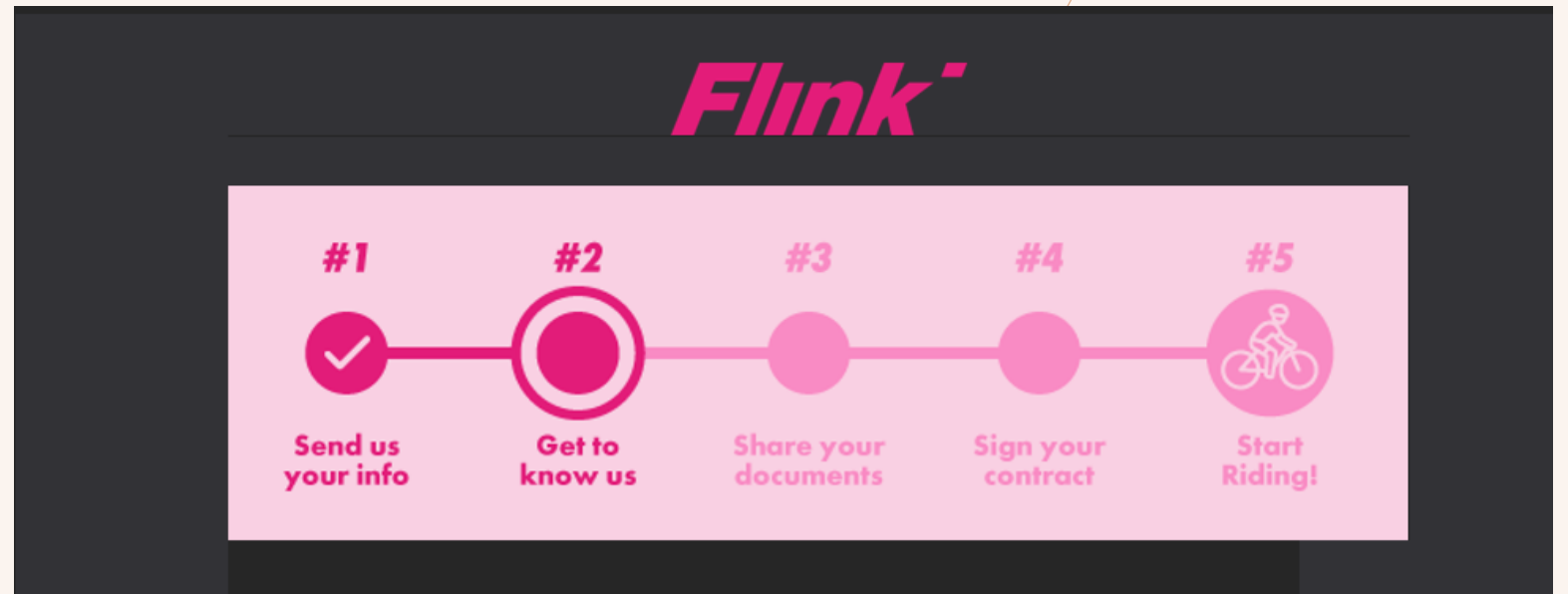
A mockup of the Instagram login page. At the top is the 'Instagram' logo in its signature script. Below it are two input fields: the first is labeled 'Phone number, username, or email' and contains the text 'dsaddas'; the second is labeled 'Password' and is empty. A blue 'Log in' button is positioned below the password field. A horizontal line with the word 'OR' in the center separates this from the Facebook login option, which consists of a Facebook 'f' icon and the text 'Log in with Facebook'. Below this, a red error message reads: 'Sorry, your password was incorrect. Please double-check your password.' A link for 'Forgot password?' is centered below the error message. At the bottom of the page, a link says 'Don't have an account? Sign up'.



FOCUS,
ATTENTION &
CONCENTRATION

EXAMPLE: GOFLINK.COM

- Throughout the whole process for applying for a job at flink, the users can see the steps they have already done and those that are about to be made



A series of thin, light brown lines on the left side of the slide, forming an abstract geometric pattern of overlapping polygons and intersecting lines.

THANK YOU!