

URGENT, IMPORTANT Top of your to-do list	NOT URGENT, IMPORTANT Necessary for long-term success. Set aside time each week.
URGENT, NOT IMPORTANT Minimized or eliminate!	NOT URGENT, NOT IMPORTANT Trivial time-wasters

Merrill Covey Matrix: Evaluate the urgency and importance of your tasks. The goal of this activity is to prioritize your to-do list in order to plan ahead and work efficiently.

Good Instructions: [Gamestorming](#)

URGENT, IMPORTANT	NOT URGENT, IMPORTANT
Do!	Plan.
URGENT, NOT IMPORTANT	NOT URGENT, NOT IMPORTANT
Delegate, Outsource.	Let it Go!

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Good Instructions: [Gamestorming](#)



MY ACCOUNT WISHLIST VIEW CART (0 ITEMS) LOGIN

JENNIFER
CONVERTIBLES

STORE REVIEWS ABOUT US CURRENT AD FINANCING STORE LOCATIONS CUSTOMER SERVICE CAREERS

BEDROOMS LIVING ROOM DINING ROOM ACCENTS OFFICE YOUTH MATTRESSES ENTERTAINMENT

Tax Event SPECIALS

EXTREME DEALS (LIMITED SUPPLY)

JENNIFER'S BEST SELLERS

GUARDSMAN 5 Year Protection starting at \$159.99

Extreme Values PLUS TO UP TO 50% OFF White Supplies Last!

2 PIECE JACLYN SECTIONAL \$869.99

*Please add \$100 to order tax.

COLLECTION Bedrooms Living Rooms Dining Rooms Accents Office Youth Mattresses Entertainment

OUR STORES Showrooms Policy Help Store Locations View Cart Login

SHOPPING My Account Locations Home View Cart Login

SHOWROOMS Store Locations

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Airbnb, 2009

Photos Maps Street View Calendar

\$65

From Per Night

Check in Check out Guests
02/01/2014 02/04/2014 2

Subtotal **\$195**

BOOK IT!

Excludes Airbnb service fee (\$23)

SAVE TO WISH LIST

Saved 500 times

View Photos

Airbnb, 2018

Become a host Help Sign Up Log In

Share Save

PRIVATE ROOM IN HOUSE

Greyhound Manor 2 fullbd
share bath

Overview · Reviews · The Host · Location

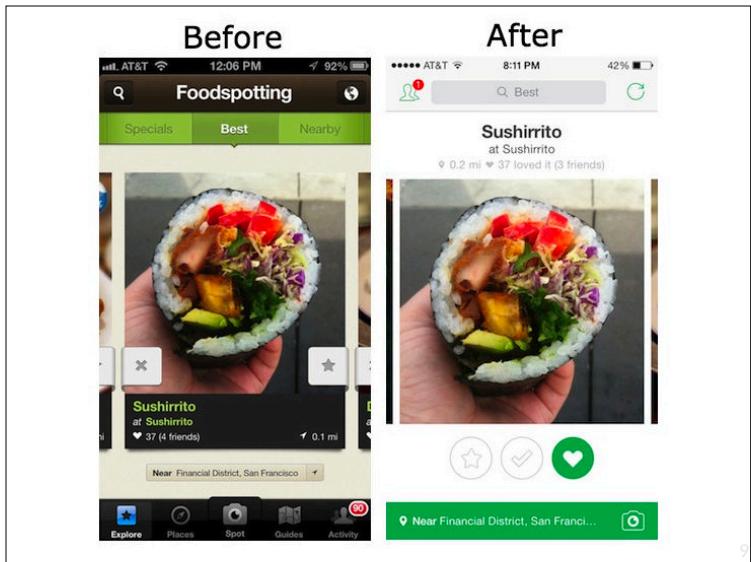
\$48 per night
★★★★★ 35

\$48 per night
★★★★★ 35

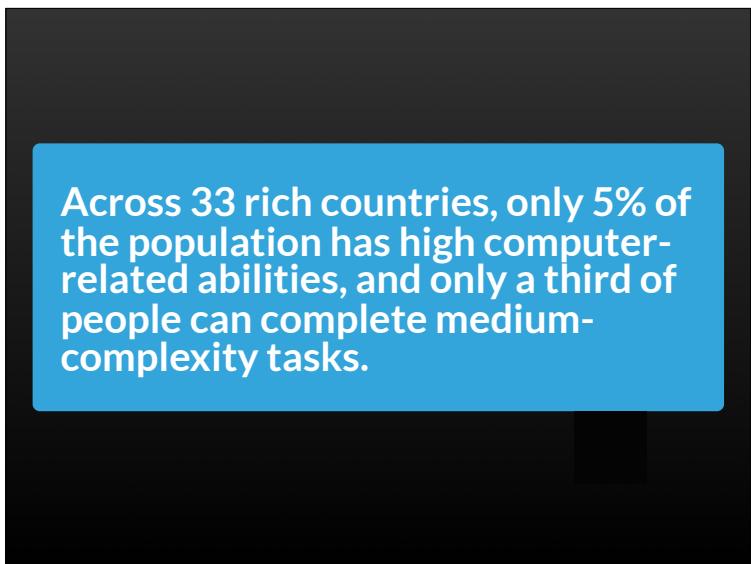
Dates 02/14/2018 → 02/20/2018

Guests 3 guests

Read more about the space

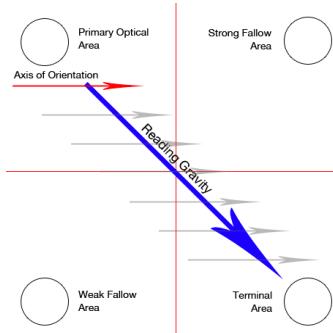


Foodspotting got a complete overhaul with a stripped down interface. Search and Explore have gotten smarter, but a couple features like Guides and Hide didn't make it into the release.



"One of usability's most hard-earned lessons is that you are not the user. This is why it's a disaster to guess at the users' needs. Since designers are so different from the majority of the target audience, it's not just irrelevant what you like or what you think is easy to use — it's often misleading to rely on such personal preferences," Jakob Nielsen

Guttenberg



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The overall movement is for the eye to travel from the primary area to the terminal area and this path is referred to as reading gravity. Attention is focused on a line's beginning so for left to right reading languages, this pattern is reversed.



Demand for the creation of right-to-left (RTL) websites has grown over the years due to the fact that Arabic is the 4th most popular language globally. According to Arab Media Outlook, 60% of Arabic speakers prefer browsing internet content in Arabic.

Guttenberg website examples

The F Layout

LINK LINK LINK LINK LINK SIGN UP

This is a headline or mission statement for the website.

Use Catchy Words
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.

New eBook Out Now!

Headlines Should Be Sexy!
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.

Categories
Photoshop Tutorials
WordPress Site Elements
Web Design Freelancers
Typography More
Layouts

Use Awkwardly Shapes Elements To Break Up The Visual Flow

Fresh Content
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.

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Lorem ipsum dolor sit amet, consectetur adipiscing

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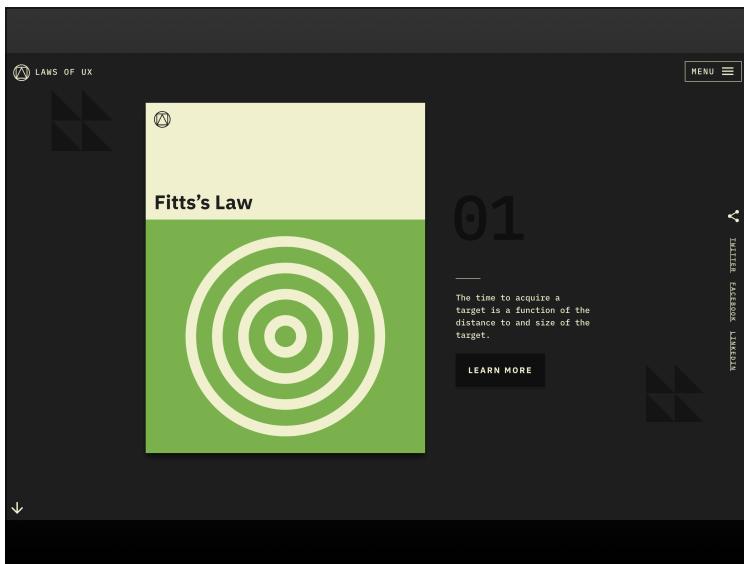
The diagram illustrates two contrasting approaches to web layout design:

Left Column (Even Distribution): Shows a series of horizontal black bars of equal height, representing an even distribution of content. Below it, text states: "Even distribution of content will lead to one of the patterns controlling where the eye flows."

Right Column (Visual Hierarchy): Shows a series of horizontal bars of varying heights and colors (grey, green, black), creating a clear visual hierarchy. Below it, text states: "Visual hierarchy will override any of the 3 patterns. The eye will flow where the hierarchy leads it."

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Thank you to Jon Yablonksi for lawsofux.com



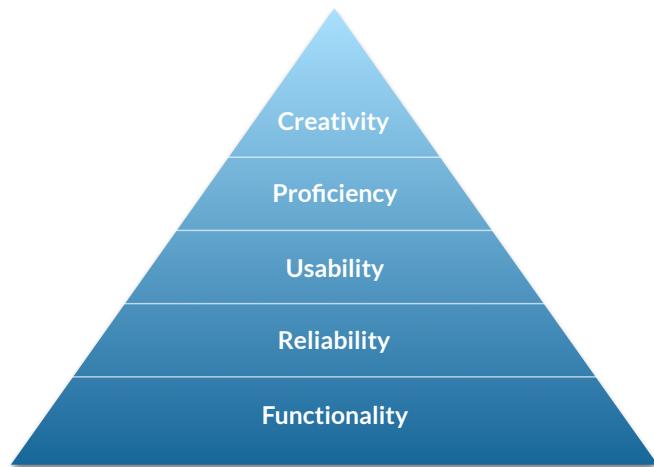
Laws of UX

1. Fitt's Law: The time to acquire a target is a function of the distance to and size of the target.
2. 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.
3. Hick's Law: The time it takes to make a decision increases with the number and complexity of choices.
4. 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.
5. Law of Proximity: Objects that are near, or proximate to each other, tend to be grouped together.
6. Miller's Law: The average person can only keep 7 (plus or minus 2) items in their working memory.
7. Parkinson's Law: Any task will inflate until all of the available time (and space) is spent.
8. Serial Position Effect: Users have a propensity to best remember the first and last items in a series.
9. 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 that cannot be reduced.
10. The Isolation Effect: Predicts that when multiple similar objects are present, the one that differs from the rest is most likely to be remembered.
11. Zeigarnik Effect: People remember uncompleted or interrupted tasks better than completed tasks.

The Best Antidotes to the F-Shaped Pattern

1. Do the work for the users instead of forcing them to exert effort and take bad shortcuts. Prioritize and format text to direct users to what you want them to see, and to what you know they want to see. Some simple tips:
2. Include the most important points in the first two paragraphs on the page.
3. Use headings and subheadings. Ensure they look more important, and are more visible, than normal text so users may distinguish them quickly.
4. Start headings and subheadings with the words carrying most information: if users see only the first 2 words, they should still get the gist of the following section.
5. Visually group small amounts of related content – for instance, by surrounding them with a border or using a different background.
6. **Bold** important words and phrases.
7. Take advantage of the different formatting of links, and ensure that links include information-bearing words (instead of generic “go”, “click here” or “more”). This technique also improves accessibility for users who hear links read aloud instead of scanning the content visually.
8. Use bullets and numbers to call out items in a list or process.
9. Cut unnecessary content.

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Maslow's *Hierarchy of Needs* is a motivational theory. Maslow (1943, 1954) stated that people are motivated to achieve certain needs and that some needs take precedence over others. Our most basic need is for physical survival, and this will be the first thing that motivates our behavior. Once that level is fulfilled the next level up is what motivates us, and so on.

Creativity: Can it be used in unexpected ways?

Proficiency: Does it increase designer and developer's skills?

Reliability: Does it work repeatedly?

Usability: Is it easy to set-up and use?

Functionality: Does it work as expected?

Visual Hierarchy Levels

Dominant: Most visual weight, gets the most emphasis. Your dominant level will usually consist of a single element in the foreground.

Sub-dominant: Focal points, secondary emphasis. Elements on this level get less emphasis than the dominant level but more than the subordinate level.

Subordinate: Least visual weight, recedes into background to some degree. This level will usually contain your body of text.

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How to Show Hierarchy

Size: Larger elements carry more weight (Surprise!)

Color: It's not fully understood why, but some colors are perceived as weighing more than others. Red seems to be heaviest while yellow seems to be lightest.

Density: Packing more elements into a given space, gives more weight to that space

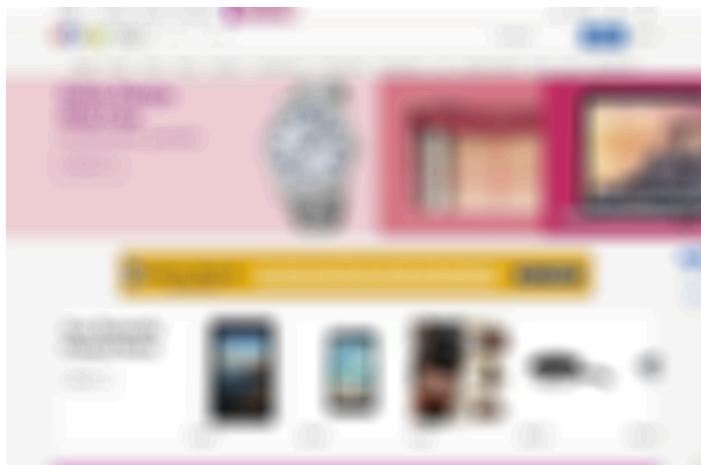
Value: A darker object will have more weight than a lighter object

Whitespace: Positive space weighs more than negative space or whitespace

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Blur

How to Test Hierarchy



Blur

