

NI Company – Usability Project

Application of the Three Laws of Usability
(Project 01 – Main Page)



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Course: UI/UX Design

1. Discussion Questions and Answers

a. What do users typically do when visiting a website? Do you do that too?

Users usually scan quickly to find what they want, instead of reading everything carefully. They look for links, buttons, or words that stand out. Yes, I also do that—I don't read the whole page, I just click what looks like it will take me where I need to go.

b. What is mindless usability? Why do users like mindless choices?

Mindless usability means designing things, so users don't have to think too hard when using them. Users like mindless choices because they're faster, easier, and feels less stressful. They don't want to figure things out, they just want it to work.

c. What is the second law of usability? Why is it a law of usability?

The second law is "It's not about what people say, it's about what they actually do." This is a law because people may say one thing in surveys but behave differently when really using a website. Observing real behavior gives more accurate results for design.

d. What is the third law of usability? Why is it a law of usability?

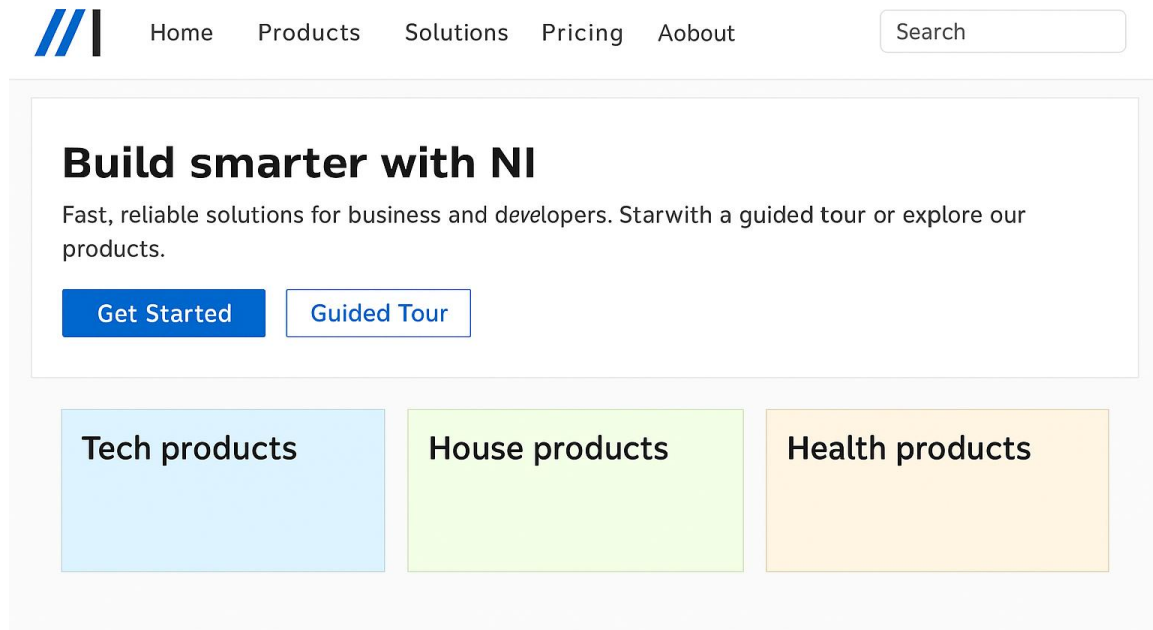
The third law is "Users don't read, they scan." This is a law because almost everyone skims pages instead of carefully reading, so websites must be designed with clear headings, short text, and obvious links.

e. How would you apply mindless usability, and the second and third laws, to design websites for a better, more user-friendly and effective user experience?

I would make the website very simple, so users don't have to think too much which fulfills mindless usability law. I would test the design by watching what people do, not just what they say which explains the second law. Finally, I would keep text short, use clear labels, and make important buttons stand out, since users usually just scan the page to make sure apply the third law of usability.

2. Initial Design for Main Page

The following design demonstrates the application of the three laws of usability to NI Company's Project 01 main page.



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Design Explanation

- Clear header navigation with logo, nav items, and search bar.
- Hero section with a concise headline, supporting text, and two CTAs.
- Three feature cards highlighting key offerings.
- Sidebar for latest news and updates.

Application of the Three Laws

1. Don't make me think: Clear visual hierarchy, obvious layout, predictable placement.
2. Mindless choices: Guided tour and Get Started CTAs are simple and unambiguous.
3. Omit needless words: Short, scan-friendly headlines and concise descriptions.