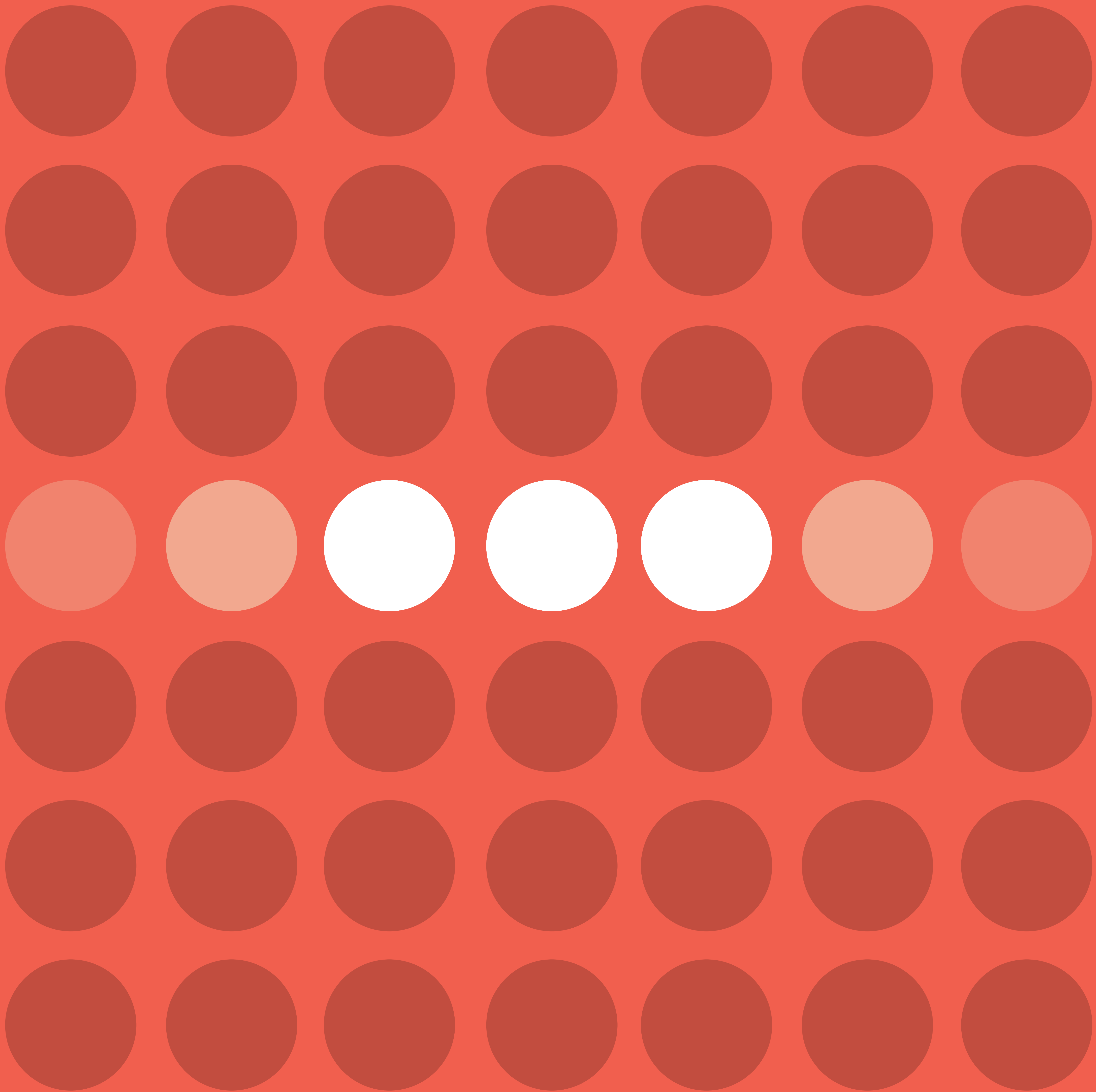
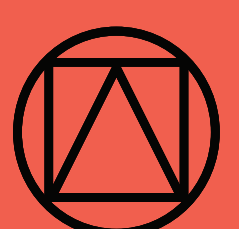


Miller's Law



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

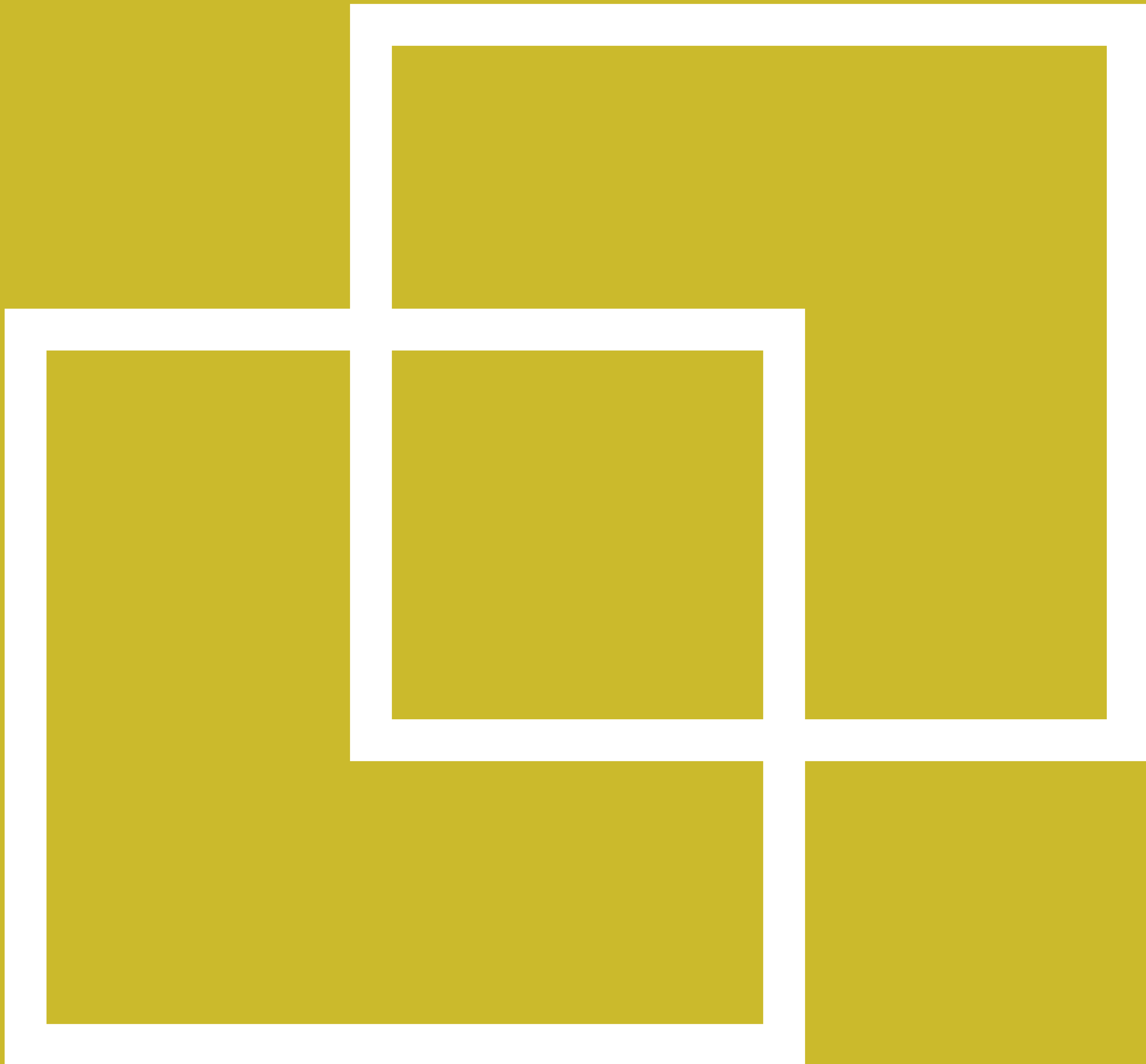


Aesthetic Effect



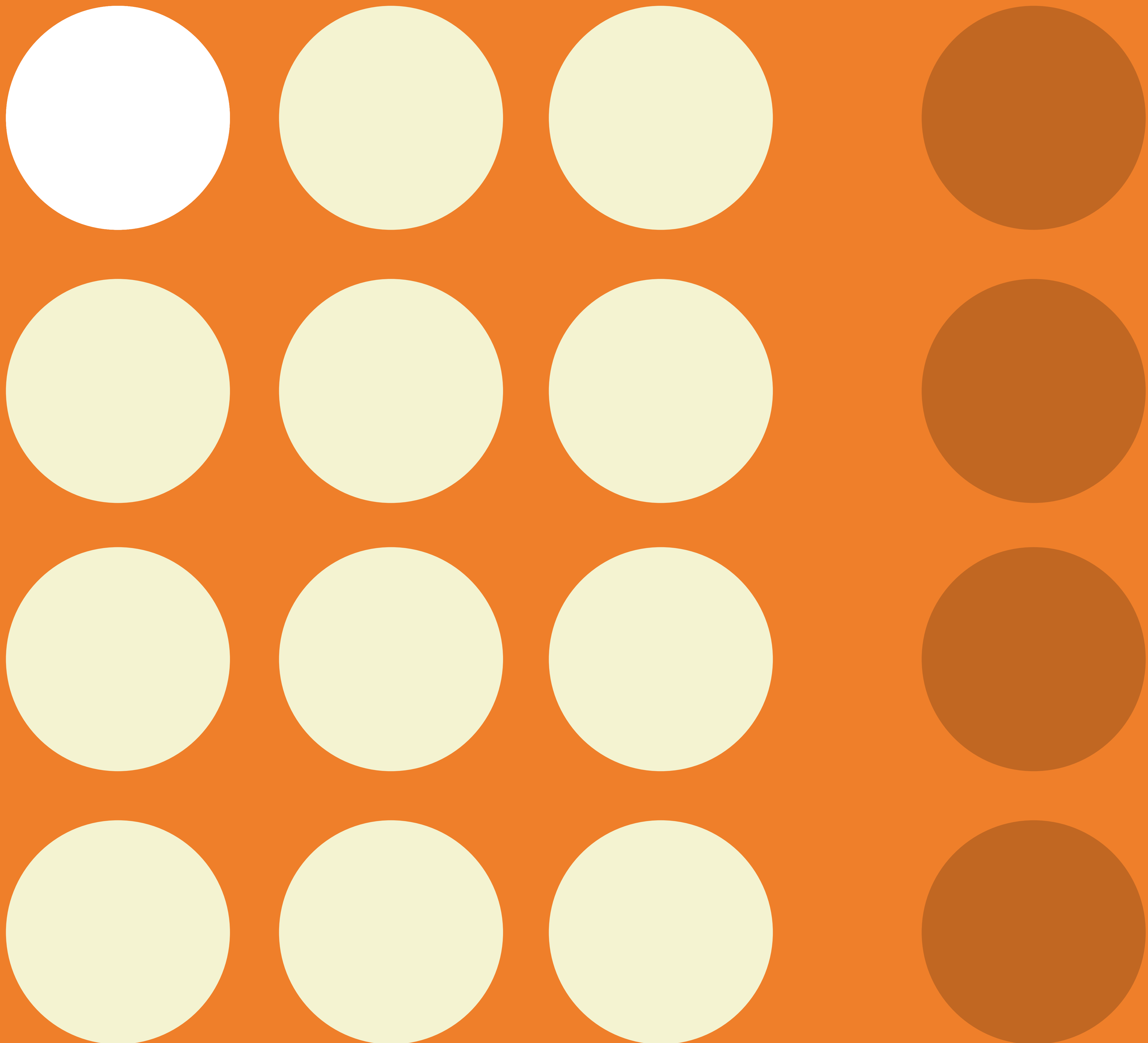
Users often perceive aesthetically pleasing design as design that's more usable.

Jakob's Law



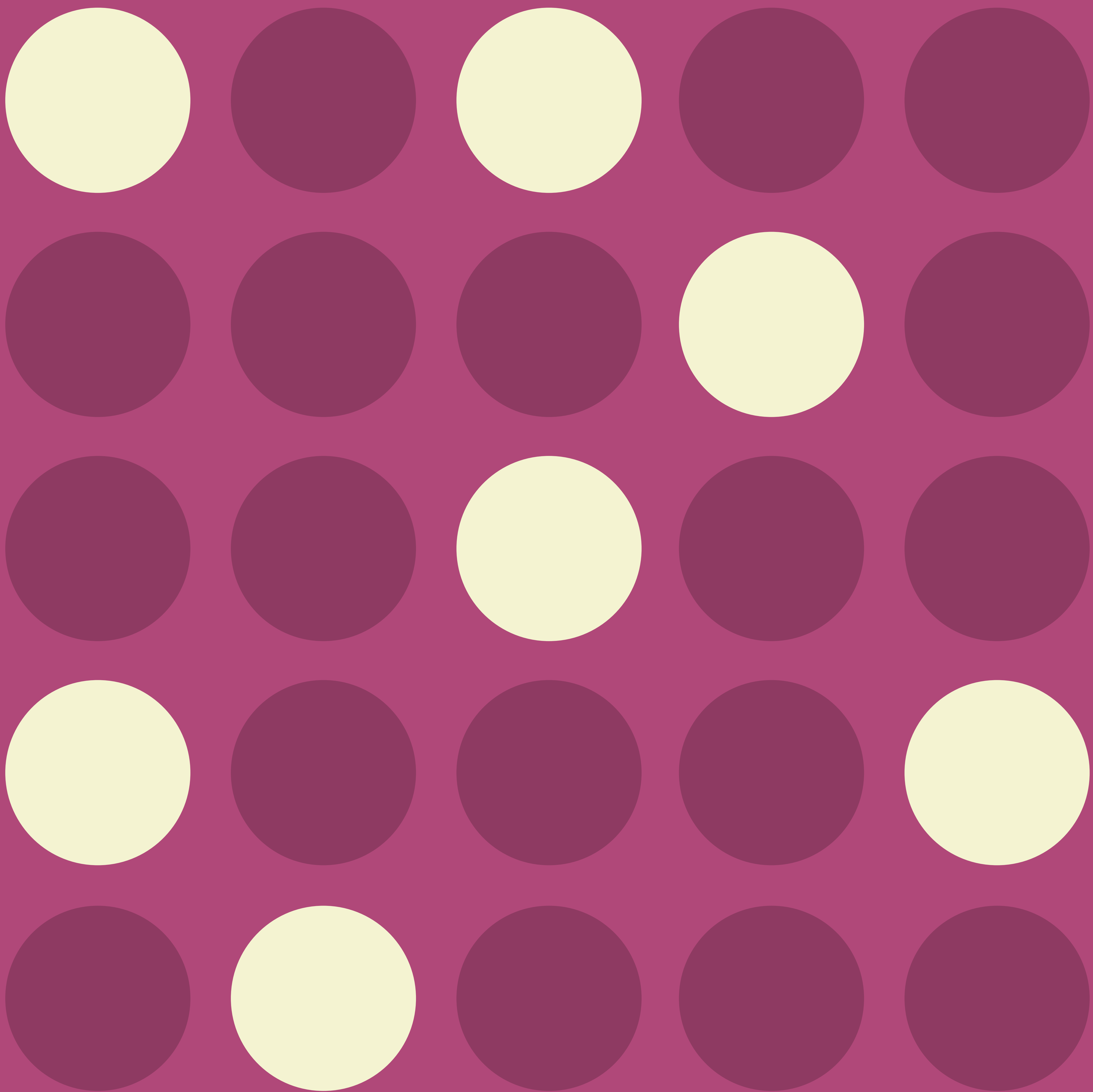
Users spend most of their time on other sites. This means that users prefer your site to work the same way as all other sites they already know.

Law of Proximity



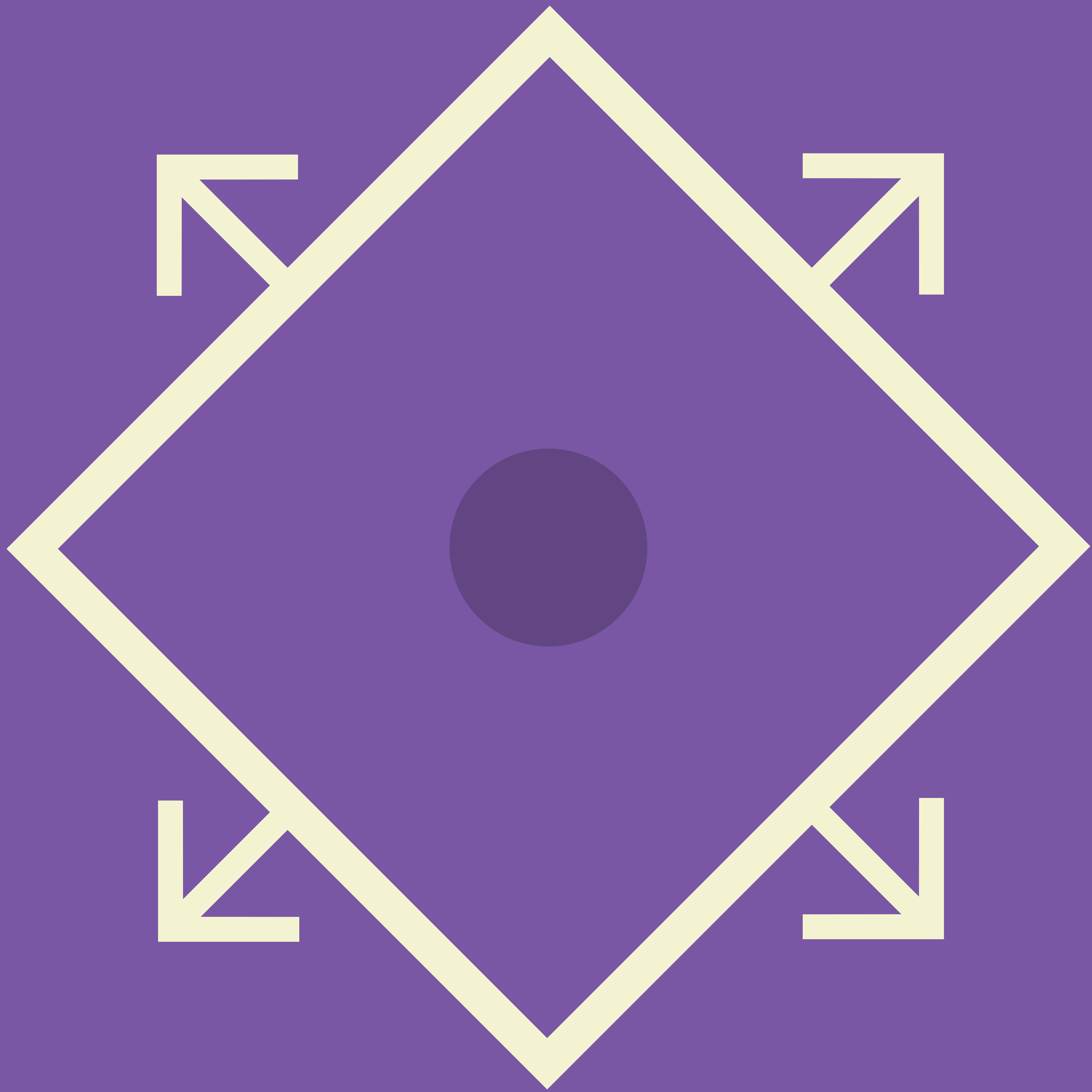
Objects that are near, or proximate to each other, tend to be grouped together.

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.

Parkinson's Law



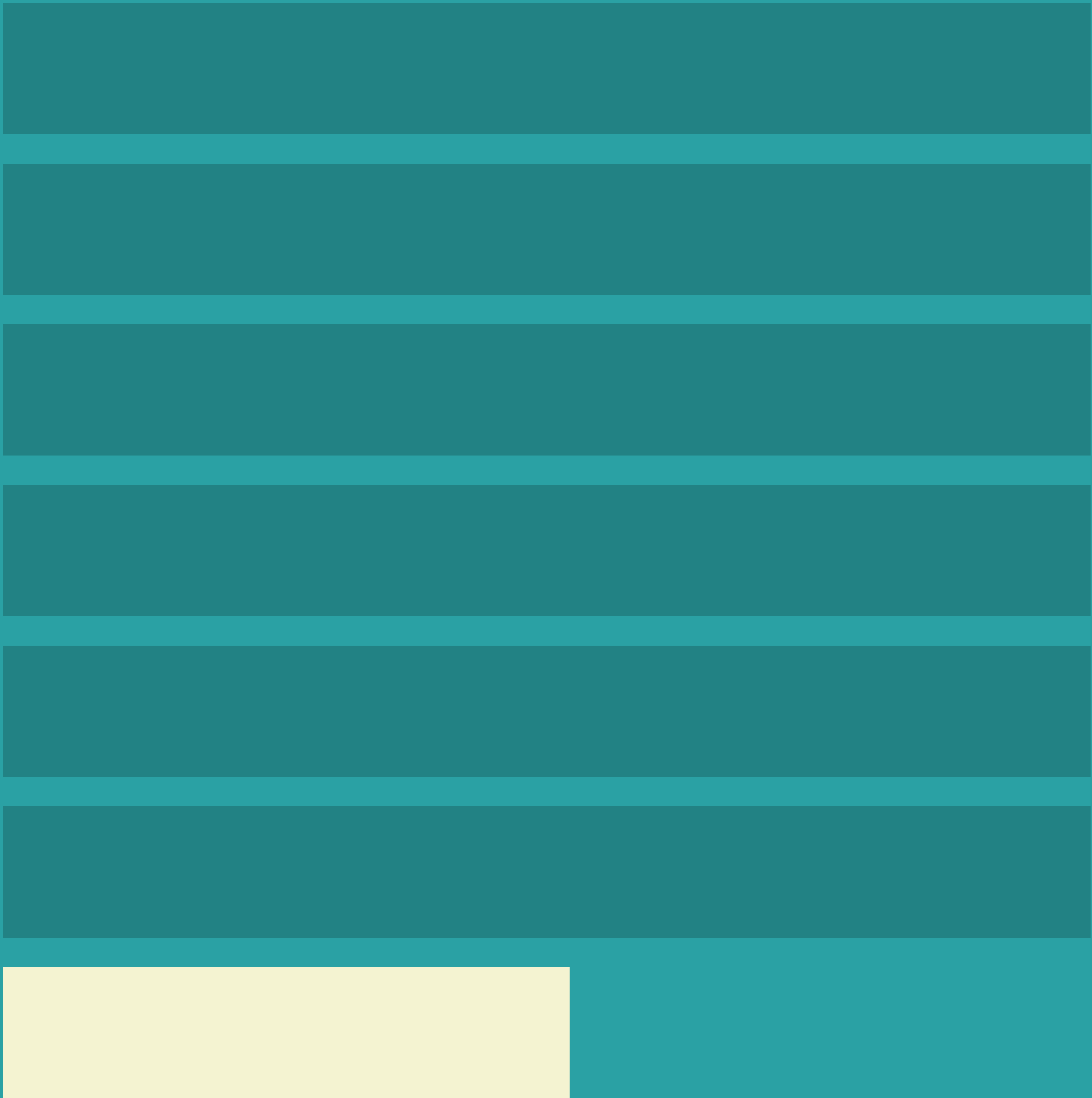
Any task will inflate until all of the available time is spent.

Postel's Law



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

Zeigarnik Effect



People remember uncompleted or interrupted tasks better than completed tasks.