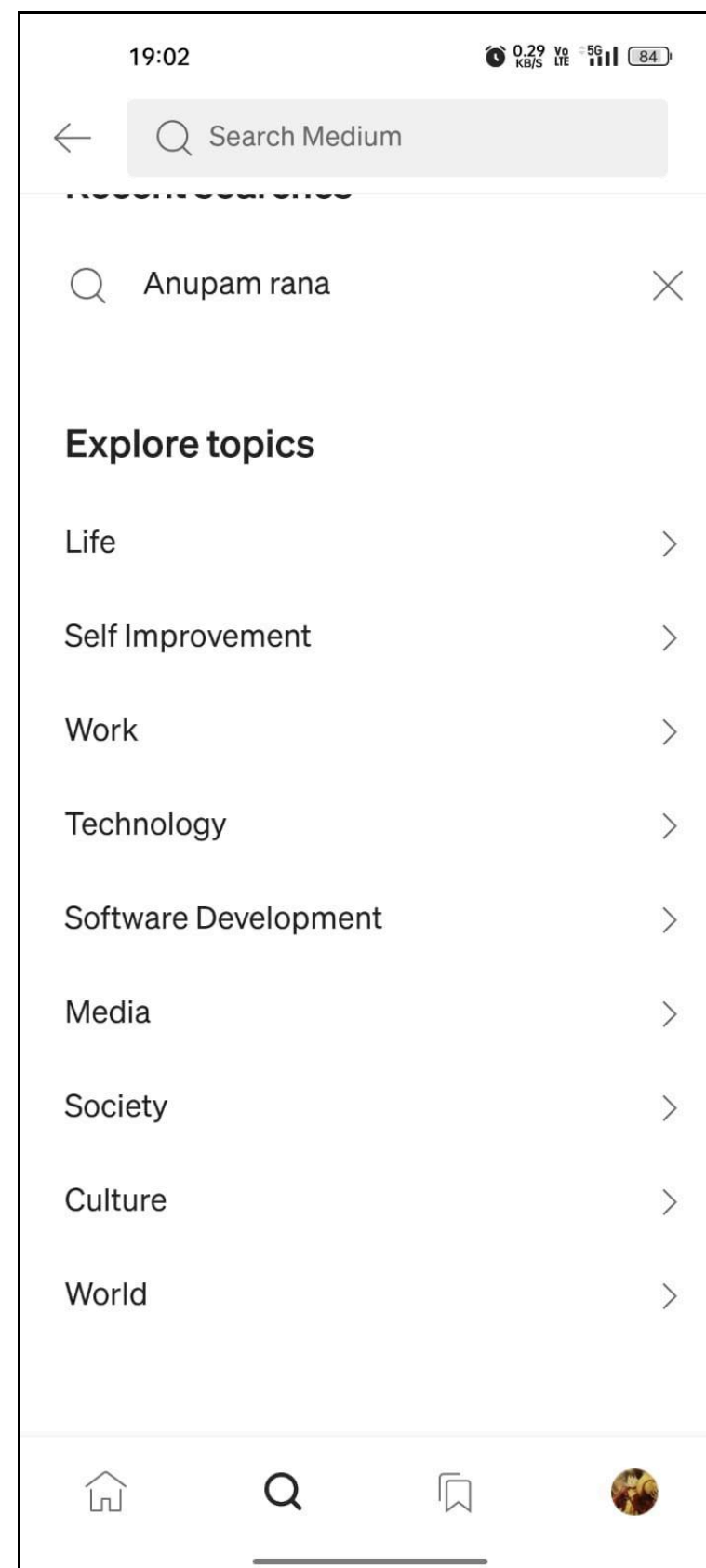


Laws of UX for Medium application

Prof: Anupam Rana

Hick's Law

Simplify choices to make decisions easier for users.

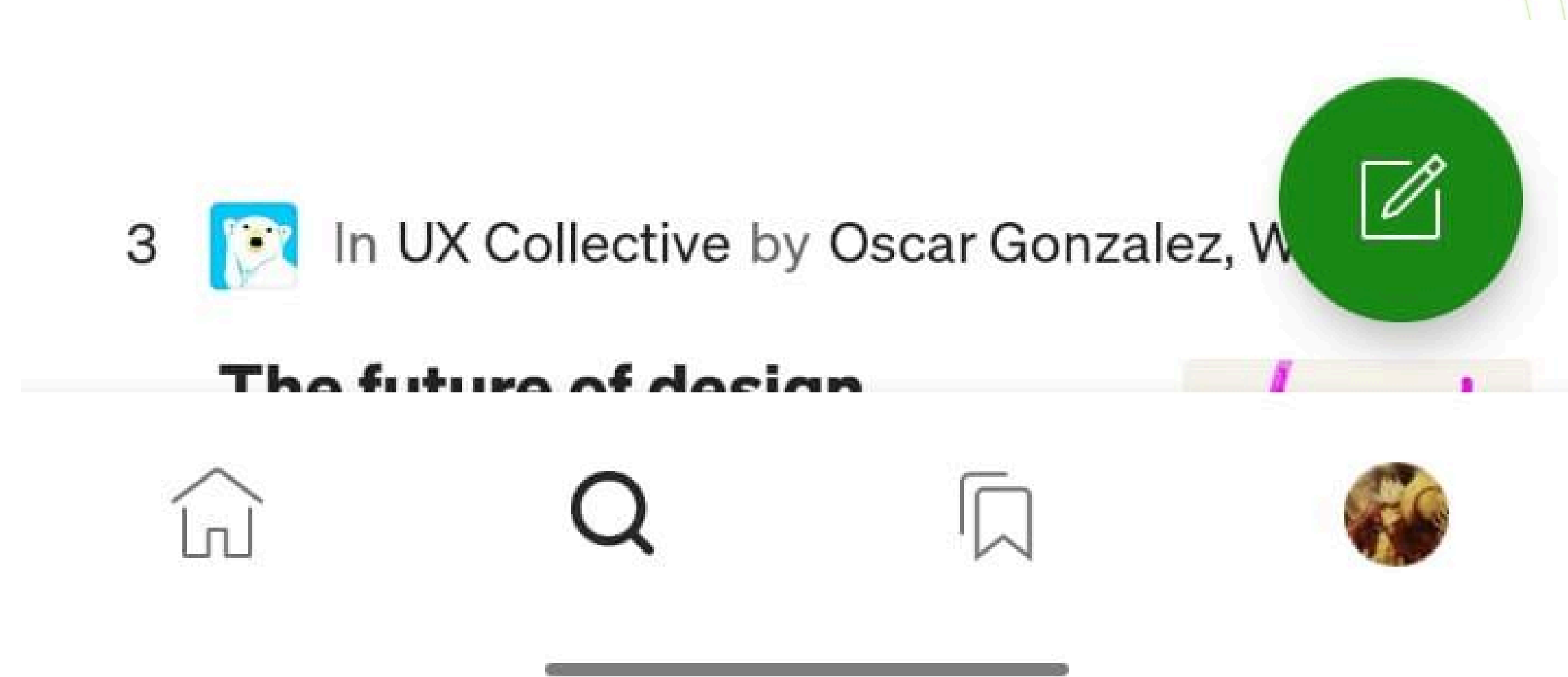


We can refine our search by utilizing the Explore Topics feature, which simplifies our ability to find and select content that aligns with our niche.



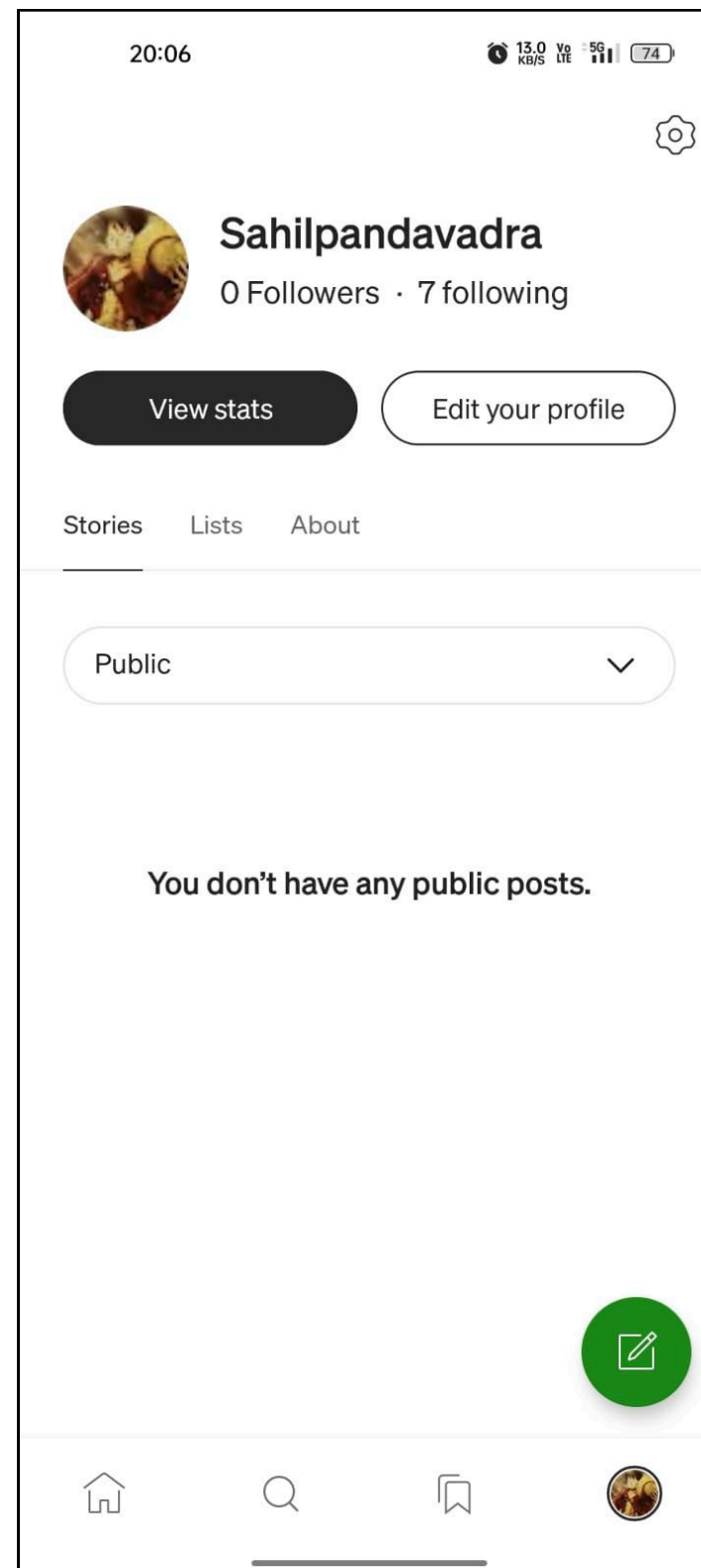
Fitts's Law

Larger and Closer buttons make interaction faster.



Jakob's Law

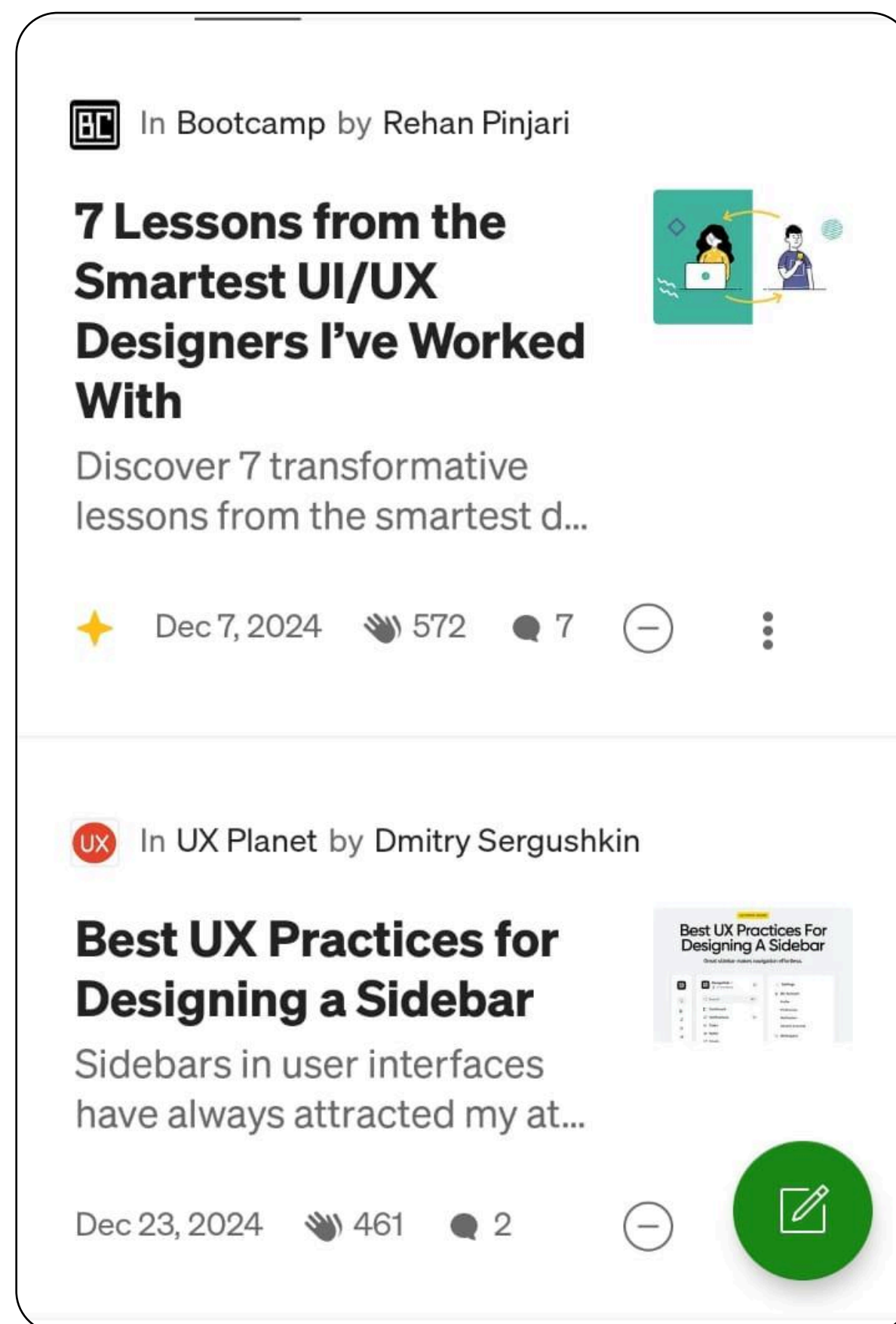
Follow established design conventions to improve usability



The profile interface closely resembles that of other applications, and the features offered are also quite similar.

Miller's Law

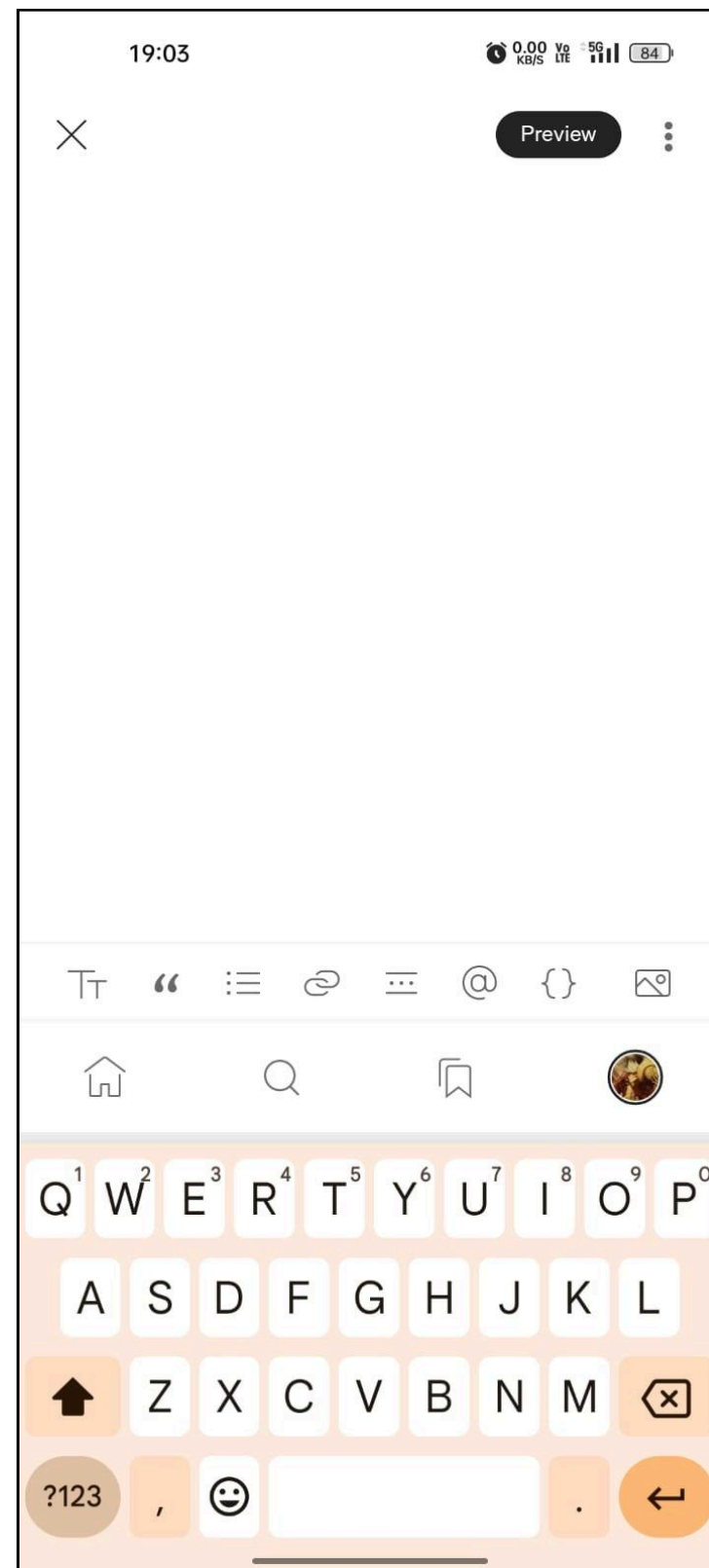
One of the most impactful we can do is chunk our information into related groups.



displays articles in manageable lists and uses cards to group similar content, preventing users from feeling overwhelmed.

Tesler's Law

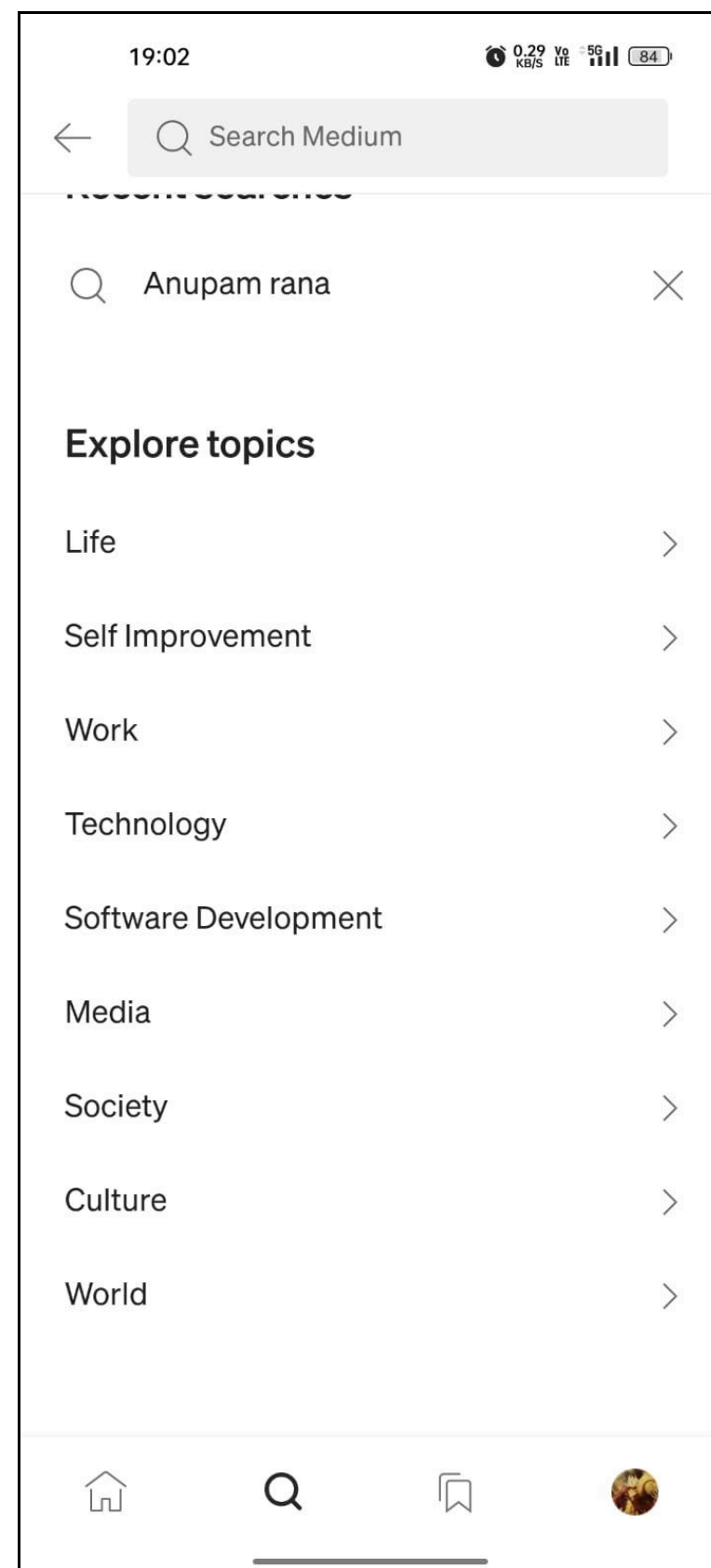
Simplify where possible, but guide users through necessary complexity.



simplifies writing and publishing but retains advanced tools (e.g., formatting, drafts) for experienced writers.

Law of proximity

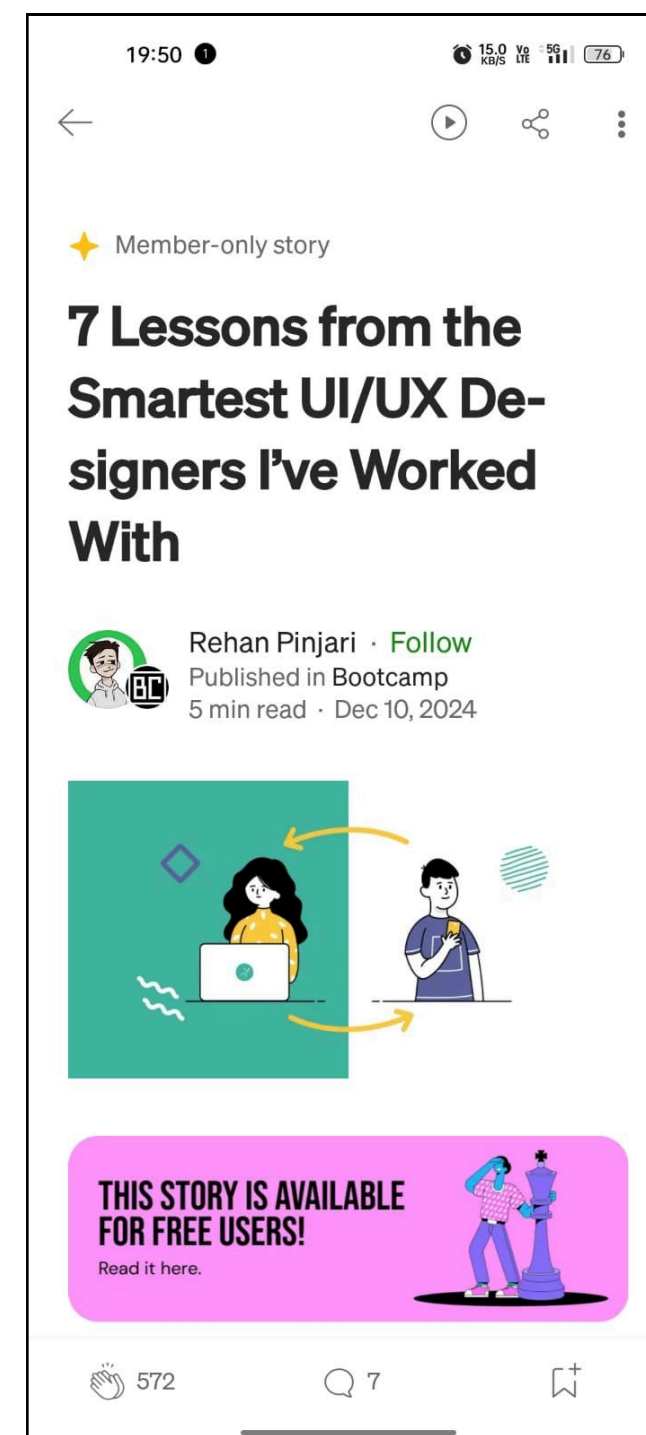
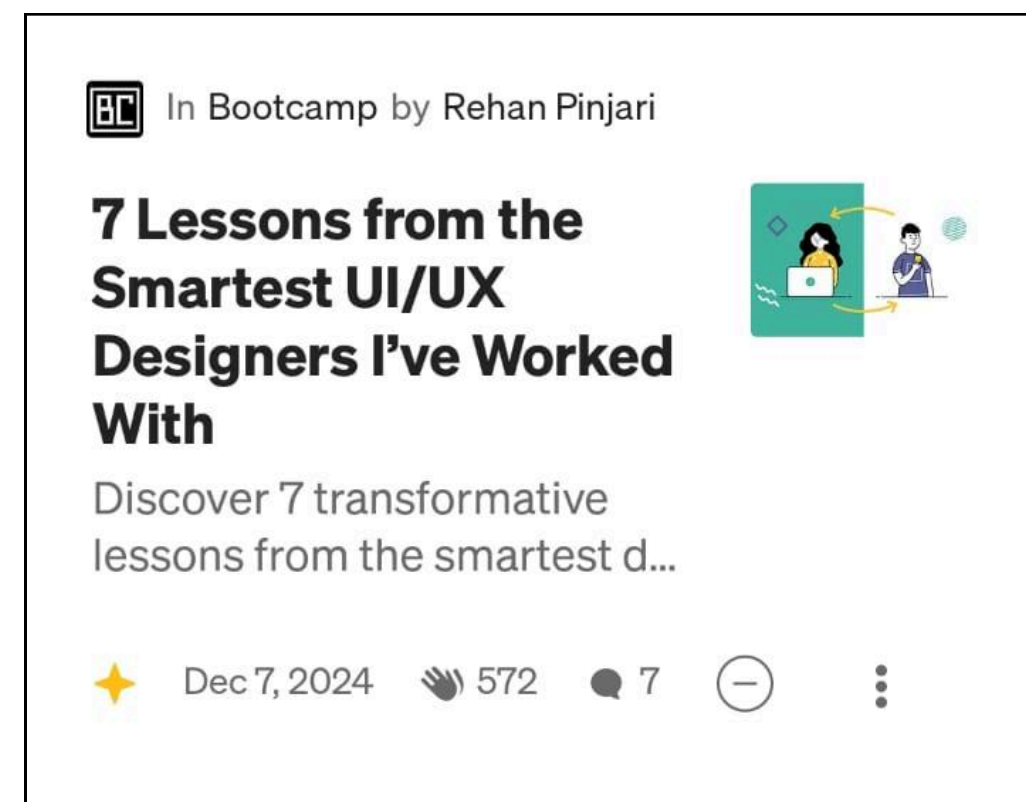
Users perceive elements that are close together as related.



Article elements like title, author, and estimated reading time are grouped, helping users quickly understand the context.

Peak – End Rule

Focus on delivering positive peak movements and endings.

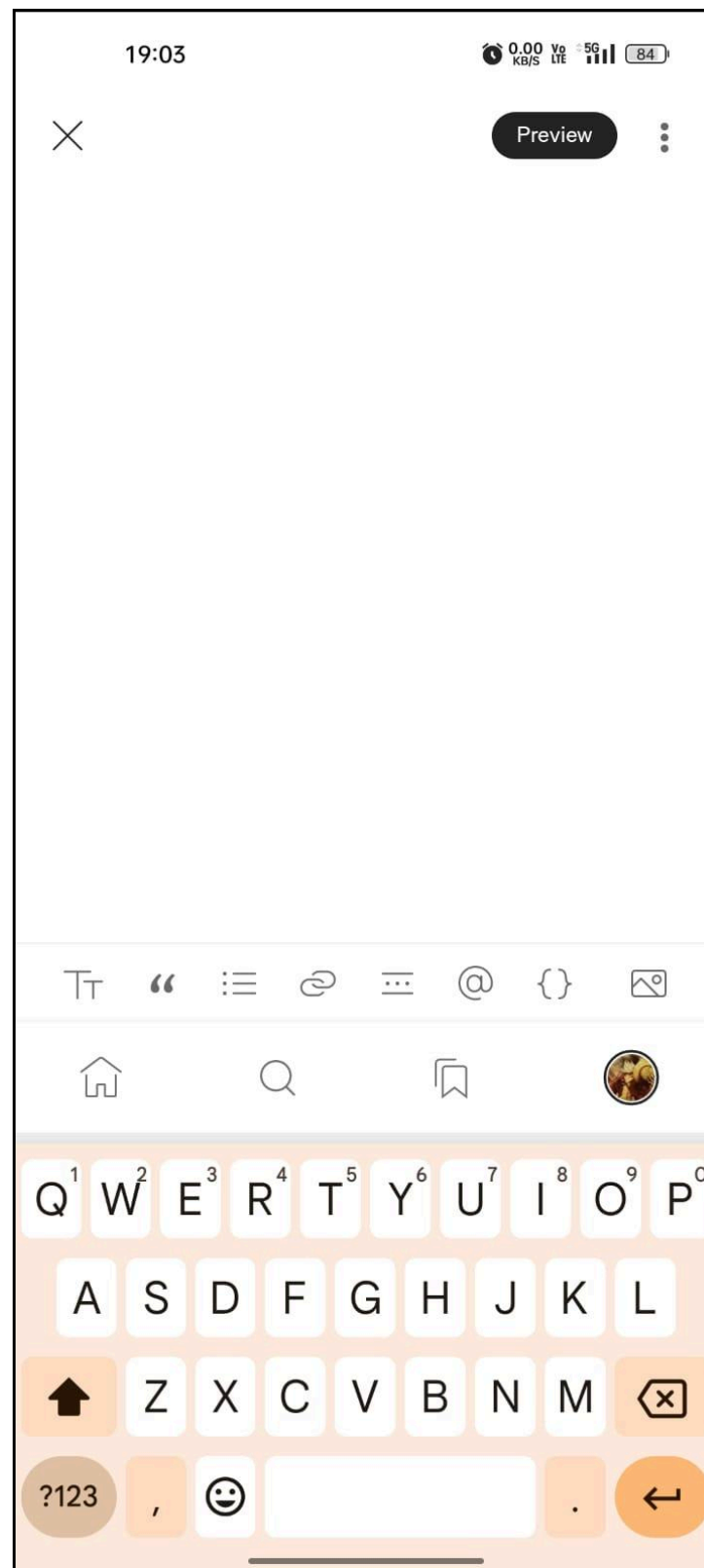


Peak Moments: Showcase engaging articles and personalized recommendations; for writers, publishing or receiving feedback creates memorable experiences.

End Moments: Conclude with "You've reached the end of the story" or suggest related content for a positive impression.

Aesthetic Usability Effect

Users tolerate minor usability issues in a visually appealing design.



Ensure the icon is perfectly aligned to enhance its visual appeal and create a more attractive interface.