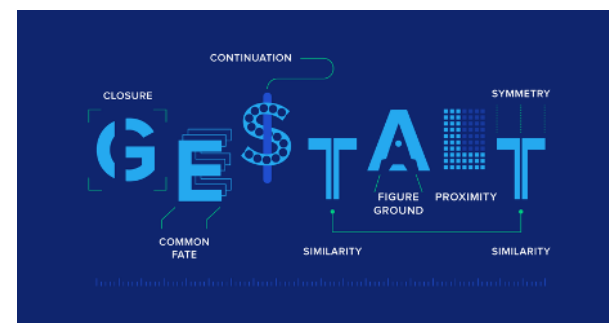**Vandana Anand**
**UX Design**
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# <u>Gestalt Principles</u>

Gestalt Principles are the laws of human perception that explain how humans see objects or designs. Using this concept, designers create products that are visually pleasing and intuitive for users. I have heard of Gestalt principles before in art classes. It was great to refresh my memory by reading through the articles that covered its purpose and various applications in the world. It is an important topic largely based on psychology in which perspectives can vary from person to person.

What I found interesting was that Gestalt is not dependent on the eye, but on the mind. It serves to make a website for example, easier to use and relies on the whole experience or journey of the user. Each user journey can vary largely on the person's opinions and experiences. With the advanced digital environment of today's world, Gestalt principles can be seen everywhere.

As a peer responded to my thoughts conveyed above, they mentioned that having a basic understanding of the laws of Gestalt and the way we process information drastically changes how the user feels as well as how businesses perform in the market. In terms of a business, anything from logos to the website design can make or break a company because they largely depend on consumers to purchase their products. If consumers believe that the company uses outdated designs that are not pleasing, they could possibly churn and turn to a competitor. Utilizing the psychology and testing designs with users before release of a product can lead to a much better outcome.

Some examples my peers posted that I thought were interesting and posted my comments on were the google maps and home chef sites. The google maps site shows that even though there are no arrows on the directional path, it is intuitive enough to know that the user is looking at directions from the starting point to the ending point. It is also consistent because all the dots on the path are spaced out evenly. On the home chef website, I like how the plates are almost spaced out evenly and each of them showcases a meal. It gives the audience a vision of what type of products or in this case, meals are available. It also makes use of the similarity principle in four different corners, creating a frame for the site. The design guides the user to the middle of the page where the information or purpose of the site is displayed. Using psychology, both sites effectively and visually communicate to the audience what the product or business aims to do.