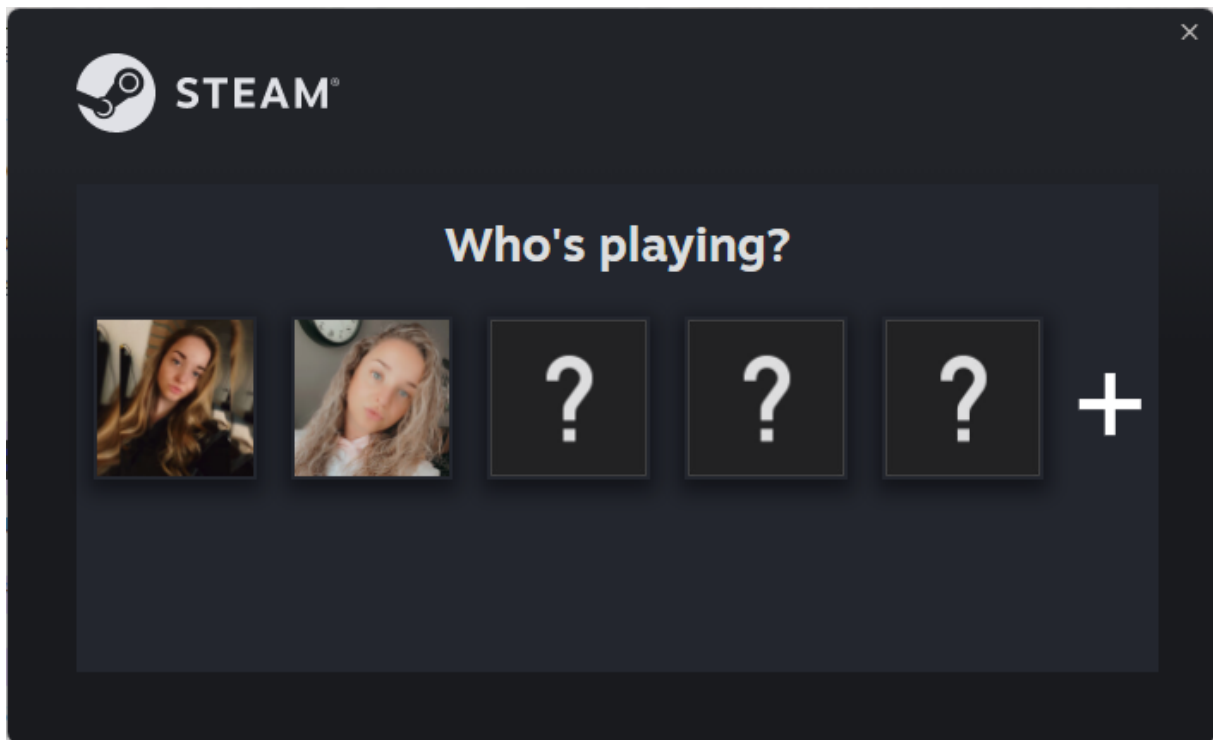**UX and Psychology – UCD assignment 3**

Least effort

- Instead of having to fill in your username and password you can click your account
- If you've logged in at least once it will automatically log you in
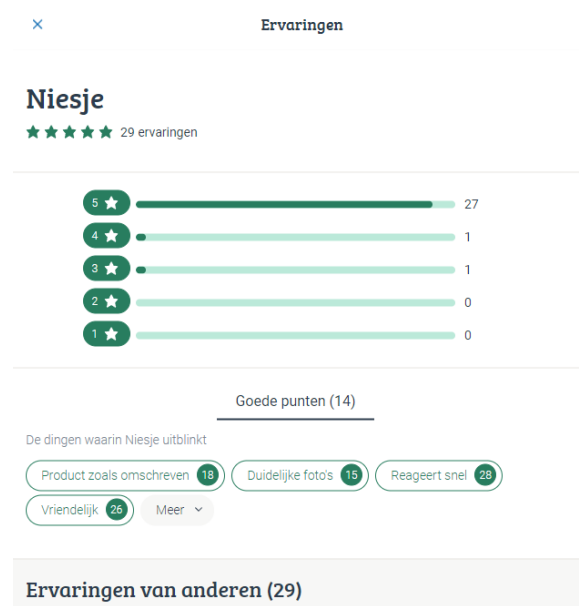- Simple design with the use of pictures and big text

Perpetual habit

- Icons that everyone will recognize such as the home button, video button, marketplace, notifications and messenger/chat

Socialization

- One part of socialization is reviews/ratings of a website. People see what the experiences are of other people so it makes it more trustable.
- Anything that can be purchased should have a review part or rating part on the website.

Emotional contagion

- In Duolingo you have a streak when you use the app
- The bird encourages people to at least open the app every day
- If the user misses a lesson the bird gets sad
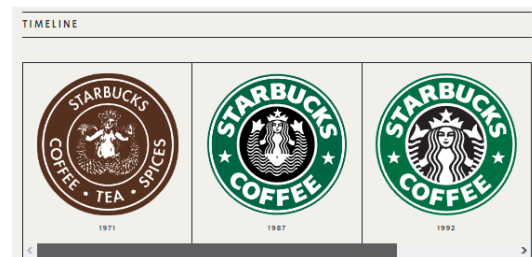- When the user completes a lesson the bird is happy

Identity

- Your own identity, making your own logo or creating your own font
- Use specific colours or graphics
- Pictures of the people who work for your brand
- On websites identity is also positive feedback for users such as "email successfully verified" etc. -> engagement with audience
- Asking users for feedback, show interest in their opinions (e.g. short surveys of feedback how they liked customer service)
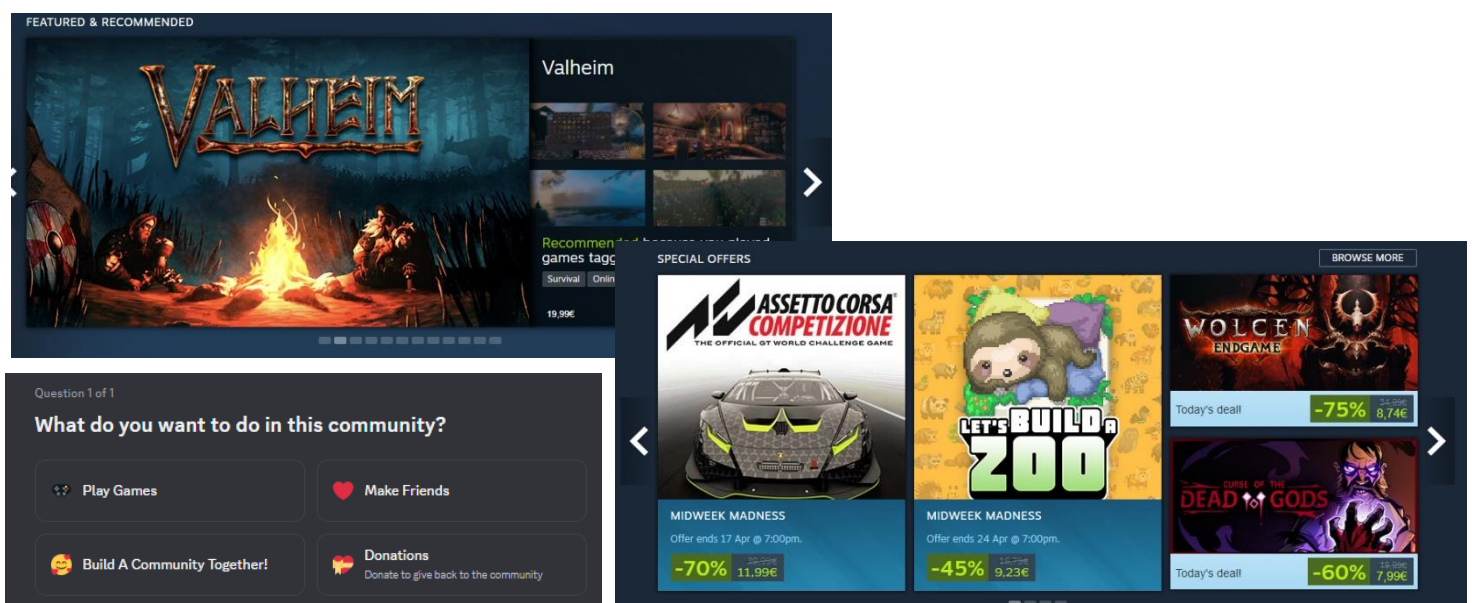

Beauty

- Use a style guide and stick to it
- Stay up to date with trends
- People like it when a website or anything related to a company such as a poster or advertisement on tv looks good

The magical number 7/Miller's rule

- Don't make people remember a bunch of things
- Try to group elements on your website
- If you sell products on your page stick to 5-9 products per page
- For quests in game, don't give too many at the same time but group them together in a story mode and make them available one after the other

The psychology of mistakes

- Attempt to predict where a user may make mistakes, what part of your website or system is confusing or unclear
- Add extra information or an extra step
- Add a confirmation page e.g. while shopping you see your cart at the end to make sure you have everything you want
- Provide an ability to undo an action
- Provide info if a user has something wrong such as an invalid email or password without capital letter or special signs or if they just have the username/password wrong

Log in to Snapchat

We cannot find an account for this username.

Username or Email

Use phone number instead

Next

Focus, attention and concentration

- No random pop ups or sounds, chat windows etc.
- When giving tutorials make sure the user knows where to look and make the step easy to understand

History panel

The history panel keeps track of the latest changes on an opened file. You can do undo/redo to walk the changes and expand each one of them to get detailed information.
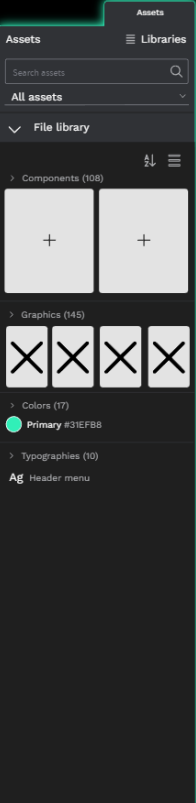
Zoom

100%

Zoom options and shortcuts information.

Assets panel

Assets

Assets   ☰ Libraries

Search assets

All assets

File library

Components (108)

+   +

Graphics (145)

X X X

Colors (17)

Primary #31EFB8

Typographies (10)

Ag Header menu

Each file has a default library (File Library) where that allows to store elements and styles that are likely to be reused. That includes components, graphics, colors and typographies. To add an asset to a library just click the "+" button at the header of each asset group.

9 / 14

Design properties

Design

Size   100   W   100   H

Position   100   X   100   Y

Rotation   100   dg

Constraints

At the Design properties sidebar you can find and edit the properties of a selected shape. The list of properties shown varies depending on the type of element. There are some common properties always set (like size and position) and others not set but available to be added (stroke, shadow, blur...).

Export

12 / 14