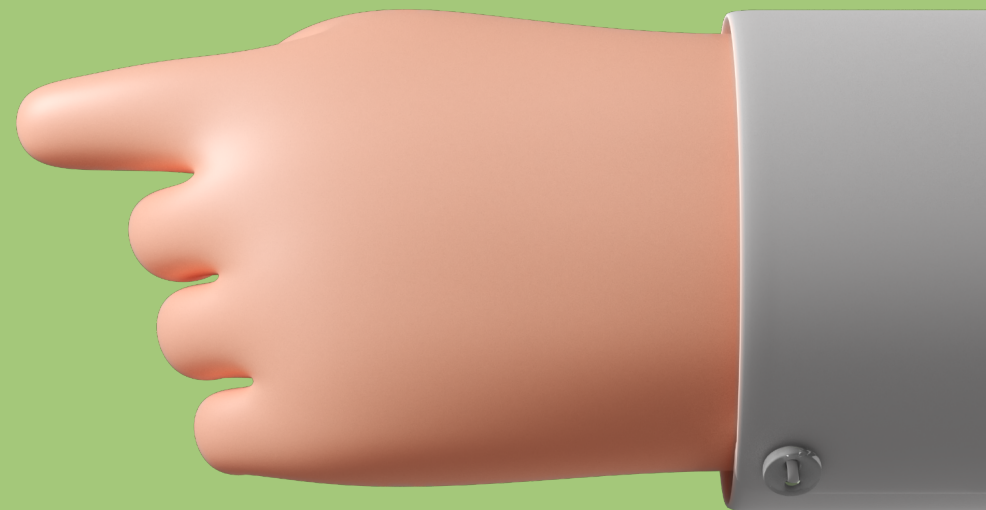


# 8

**BASIC**  
UX LAW  
EVERY  
DESIGNER  
**SHOULD**  
**KNOW**



# Law of Aesthetics

This meant that users perceived attractive products to be more useful. In other words, the more positive the response is to visual design, the more tolerant they are with minor usability issues.



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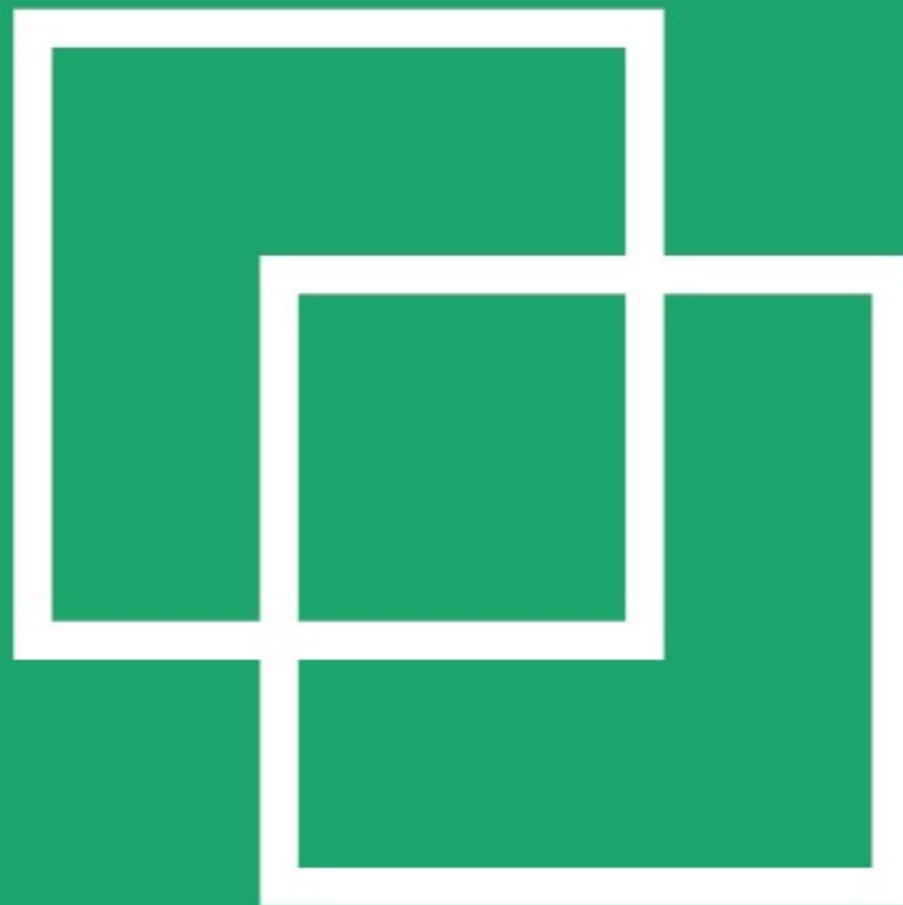
# Fitt's Law

Fitts' law states that the amount of time required for a person to move a pointer (e.g., mouse cursor) to a target area is a function of the distance to the target divided by the size of the target.



# 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 the other sites they already know.



**JAKOB'S LAW**



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# Hick's Law

The time it takes to make a decision increases with the number and complexity of choices.

## Hard

- ☐ List Item 1
- ☐ List Item 2
- ☐ List Item 3
- ☐ List Item 4
- ☐ List Item 5
- ☐ List Item 6
- ☐ List Item 7
- ☐ List Item 8

## Easier

- ☐ List Item 1
- ☐ List Item 2
- ☐ List Item 3
- ☐ List Item 4

## Easiest

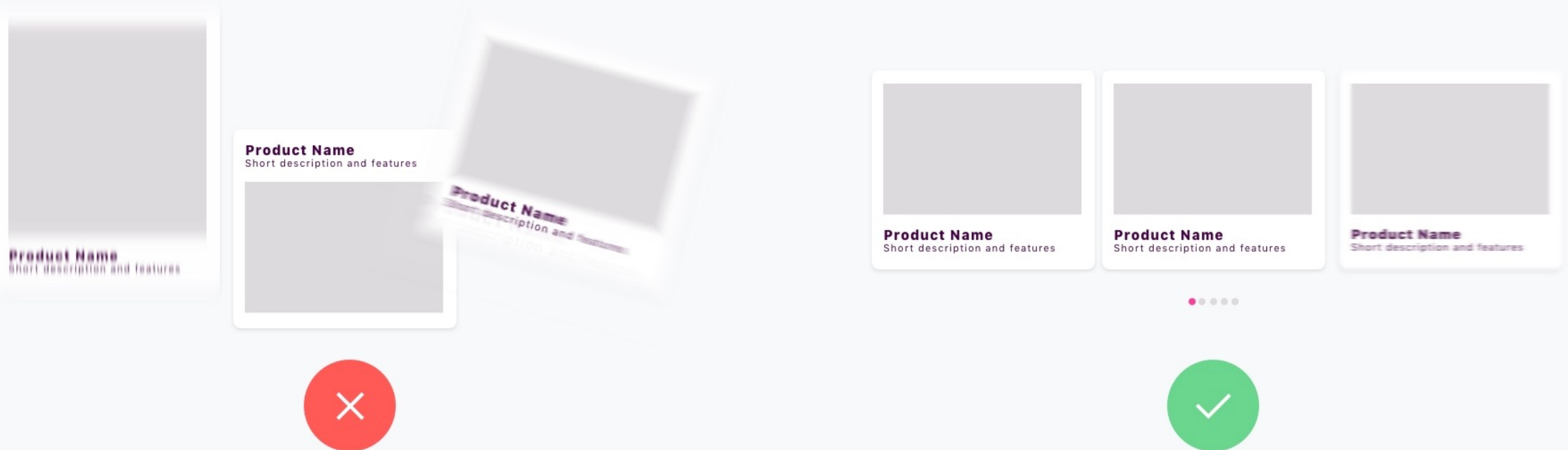
- ☐ List Item 1
- ☐ List Item 2
- ☐ List Item 3
- ☐ List Item 4



# Common Region Law

Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.

## Common Fate



Gestalt Principles

<https://uxmisfit.com>



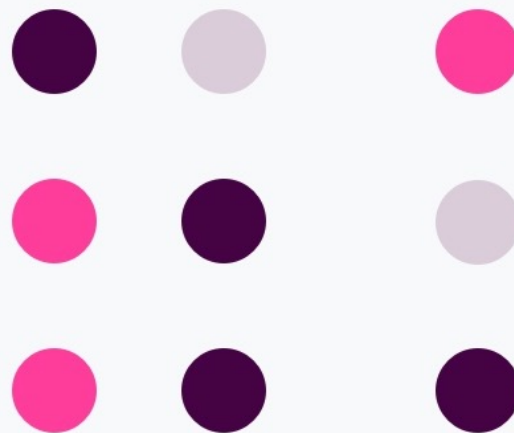
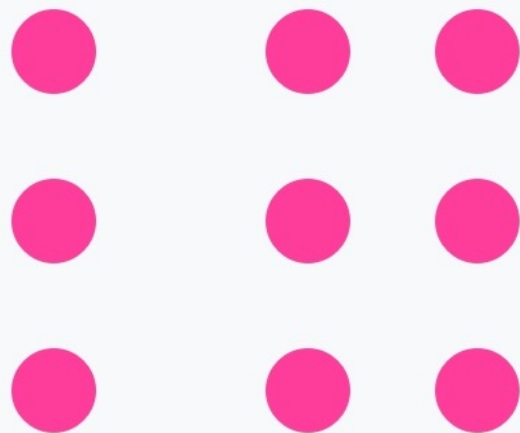
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# Proximity Law

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

## Proximity



Gestalt Principles

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# Similarity Law

The human eye tends to perceive similar elements in a design as a complete picture, shape, or group, even if those elements are separated.

## Similarity

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove

**Product Name**  
Description and features

Edit

Remove



Gestalt Principles

<https://uxmisfit.com>



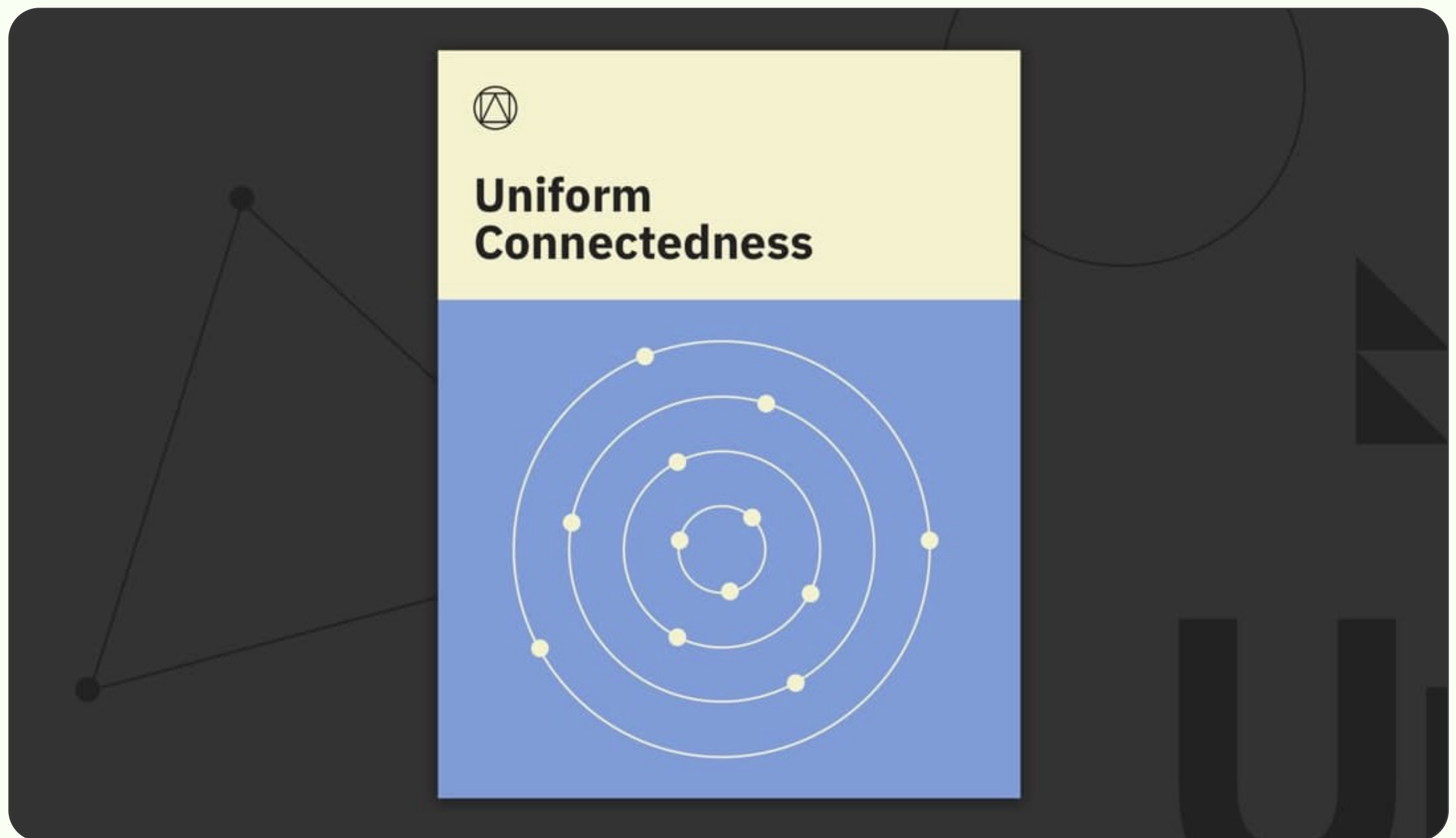
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# Uniform Connectedness Law

Elements that are visually connected are perceived as more related than elements with no connection.



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it valuable.!