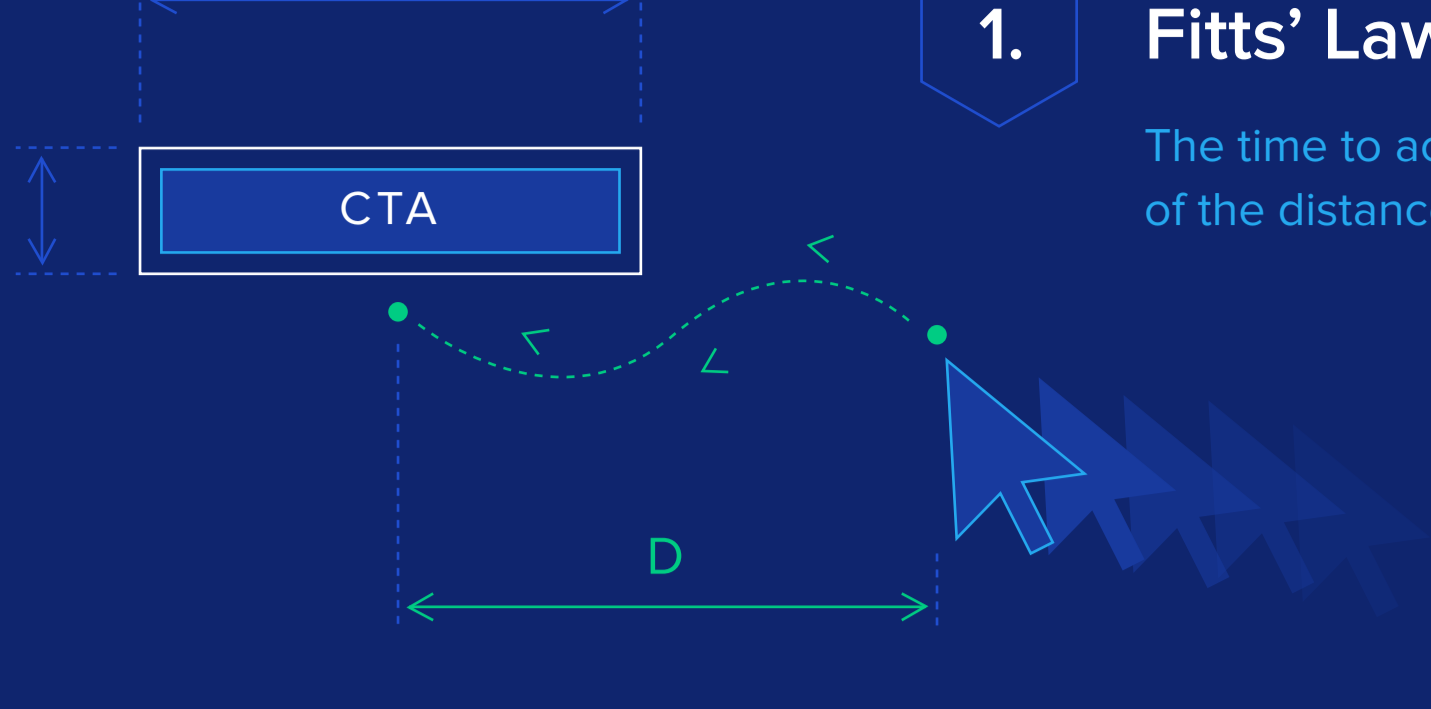


# The Laws of UX

## 1. Fitts' Law

The time to acquire a target is a function of the distance to and size of the target.



## 2. Hick's Law

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

### 2.



## 3. Jacob'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.



## 4. Miller's Law

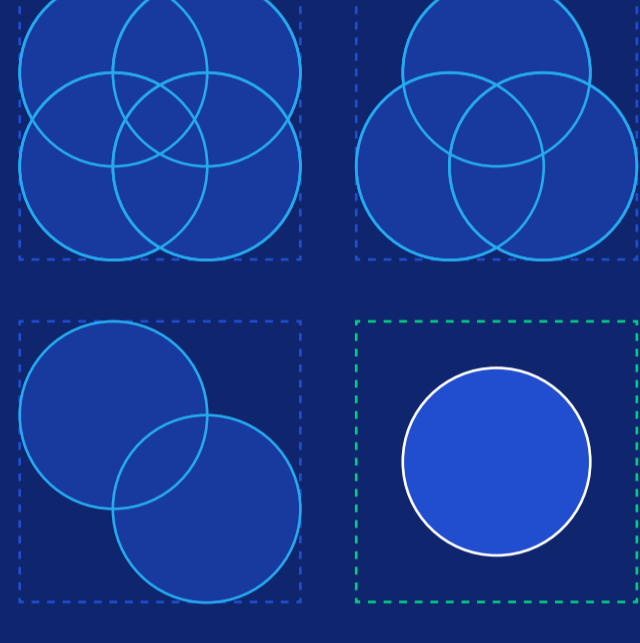
The average person can only keep 7 (plus or minus 2) items in their working memory.

### 4.



## 5. Occam's Razor

A problem-solving principle that the simplest solution tends to be the right one. When presented with competing hypotheses to solve a problem, one should select the solution with the fewest assumptions.



## 6. Pareto Principle

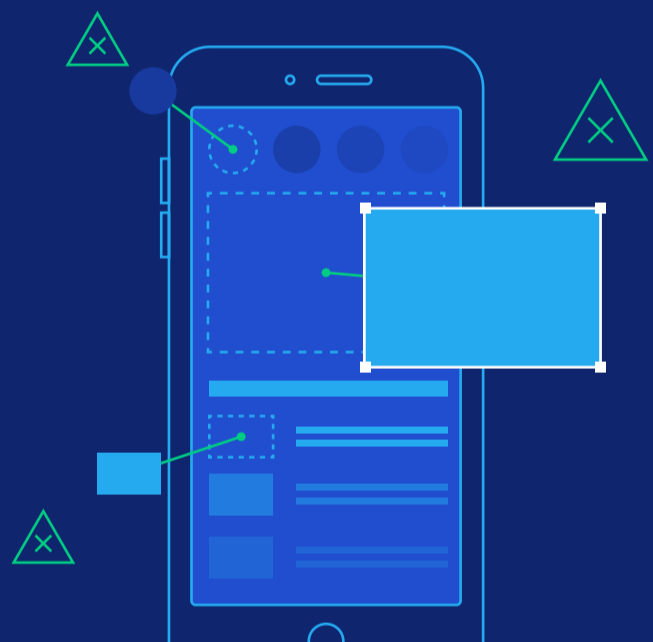
The Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes.

### 6.



## 7. Tesler's Law

Also known as The Law of Conservation of Complexity, states that for any system there is a certain amount of complexity which cannot be reduced.



## 8. Von Restorff Effect

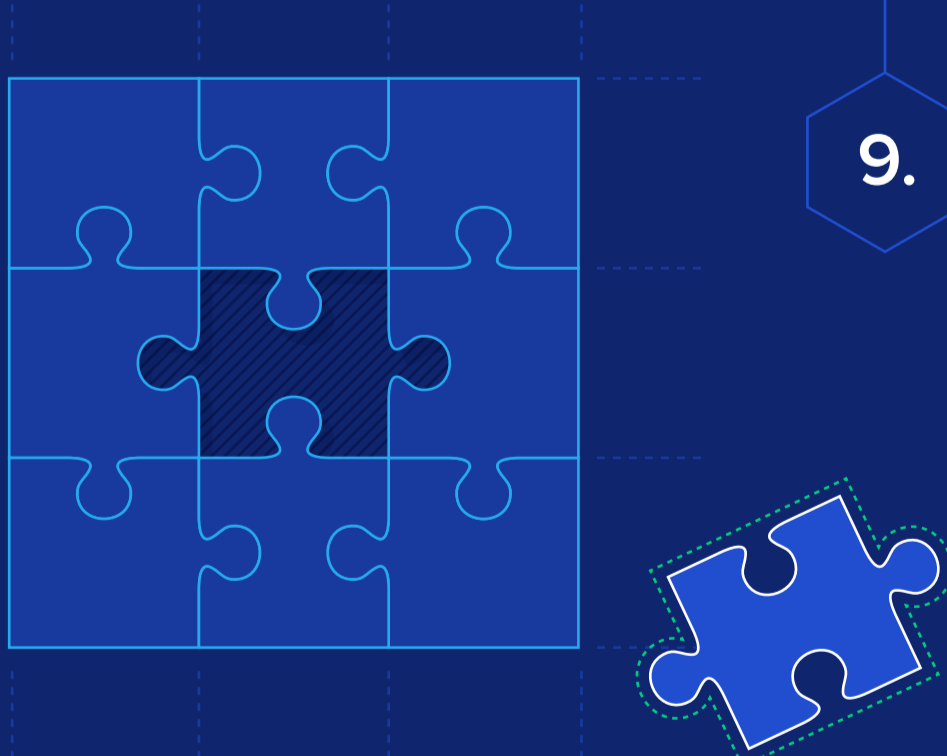
Also known as The Isolation Effect, this effect predicts that when multiple similar objects are present, the one that differs from the rest is most likely to be remembered.

### 8.



## 9. Zeigarnik Effect

People remember uncompleted or interrupted tasks better than completed tasks.



## 10. Doherty Threshold

Productivity soars when a computer and its users interact at a pace (<400ms) that ensures that neither has to wait on the other.

### 10.



## 11. Serial Position Effect

Users have a propensity to best remember the first and last items in a series.

