



SNS COLLEGE OF TECHNOLOGY



Coimbatore-36.

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COURSE NAME : 19CSE315-UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – III UX & ITS ELEMENTS OF DESIGN

Topic: UX DESIGN LAWS AND ITS USES

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UX DESIGN LAWS AND ITS USES

UX DESIGN LAWS AND CONCEPTS

In simple terms, user experience is the experience a user has when interacting with a product. For example, You want to have a glass of water, you interact with the glass of water. The design of the glass including the look, feel and material may impact your experience of the interaction.

While there aren't rigid "laws" in UX design, there are several principles and guidelines that designers commonly adhere to. These principles serve as fundamental concepts to guide the creation of user-centered and effective designs. Here are some widely recognized **UX design laws**:

1. Zeigarnic Effect
2. Fitts' Law
3. Hick's Law
4. Jacob's Law
5. Law of pragnanz
6. Miller's Law
7. Serial Position Effect



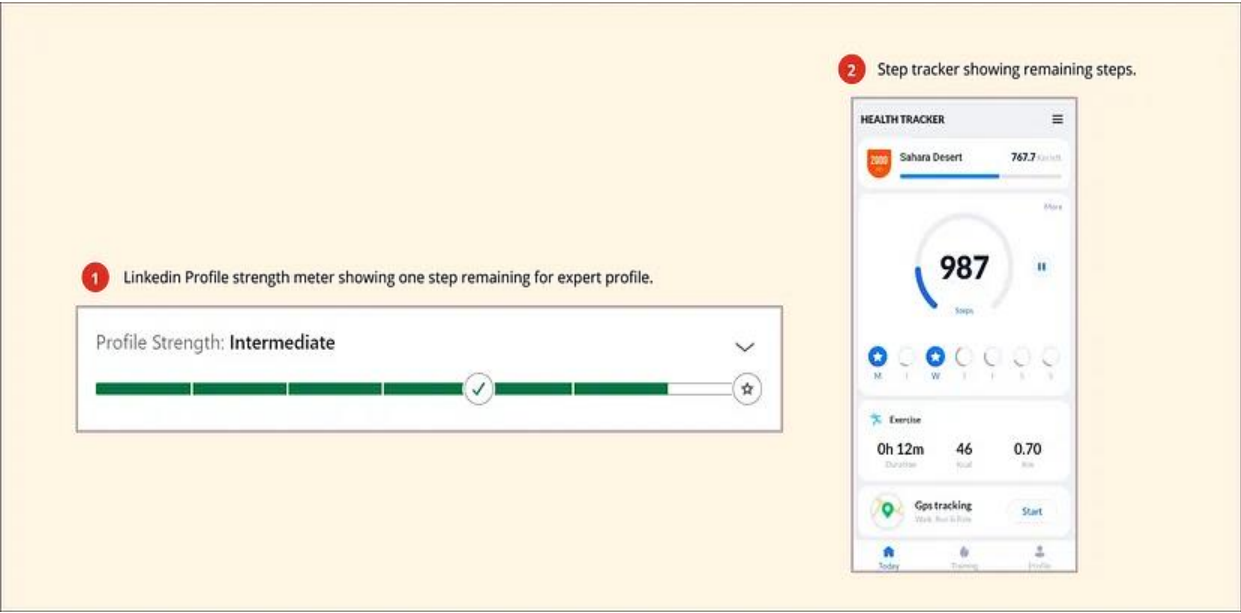
UX DESIGN LAWS AND ITS USES

1. ZEIGARNIC EFFECT

This happens with all of us, when we have some important task to do, and when we forget to do it, we tend to feel bad about it; this is the zeigarnic effect.

It states that we remember uncompleted and uninterrupted tasks more than the completed task.

Examples:



Example of zeigarnic effect

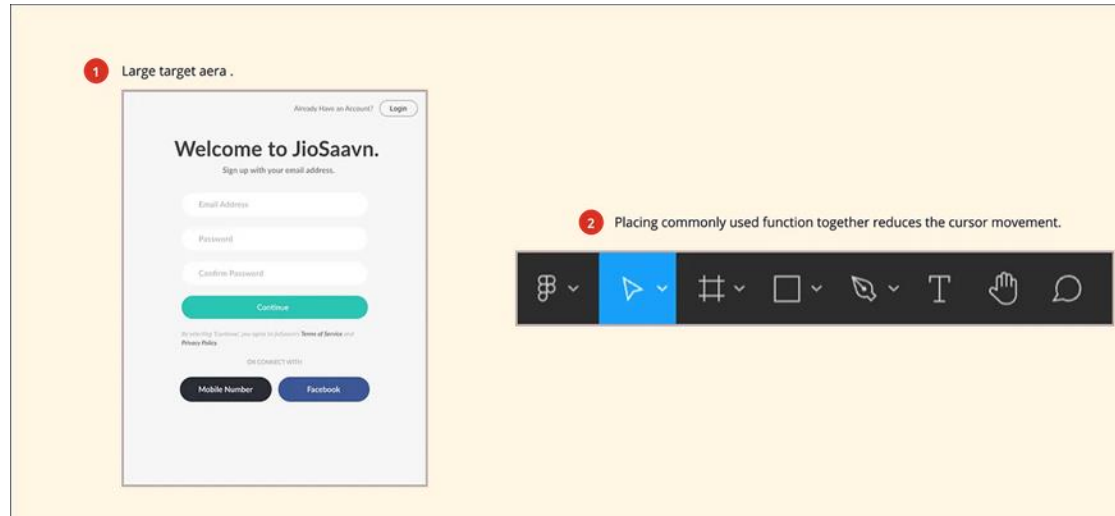


UX DESIGN LAWS AND ITS USES

2.FITTS' LAW

Fitts law states that the larger the distance and smaller the size of the target, the longer it will take. According to this law, fast movement and smaller targets result in greater error rates, due to the speed-accuracy tradeoff.

Examples:



Example of Fitts'law

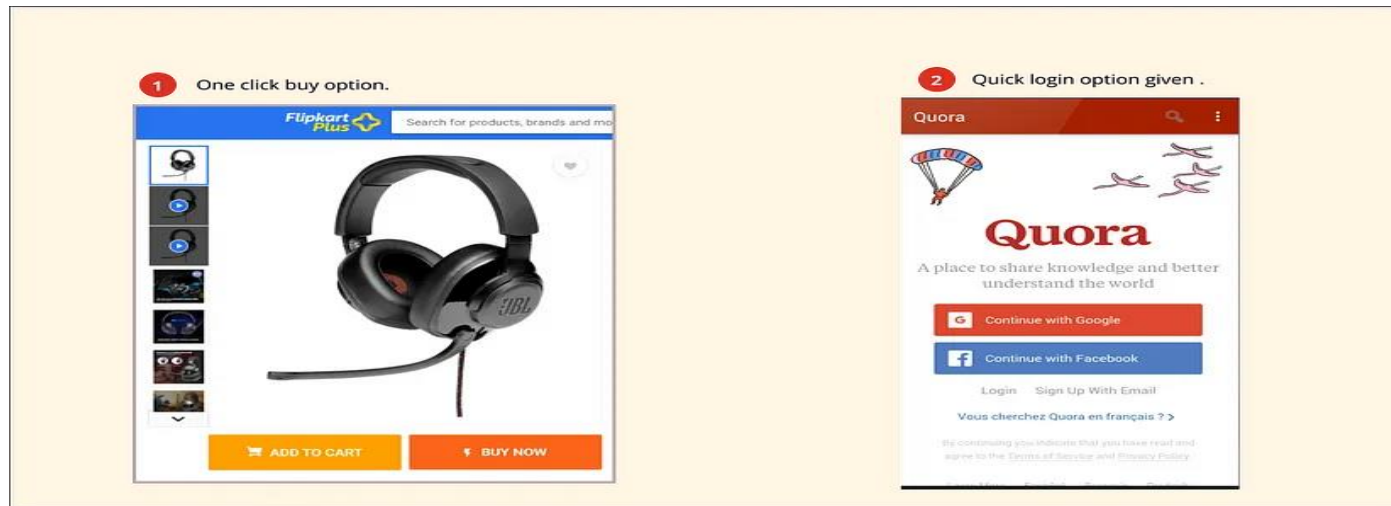


UX DESIGN LAWS AND ITS USES

3.HICK'S LAW

If you have multiple tasks to complete within a limited time, you will take more time making a decision compared to if you have only two tasks to complete . Hick's law states that the time to make a decision increases with the number and complexity of choices.

Examples:



Example of Hick's Law

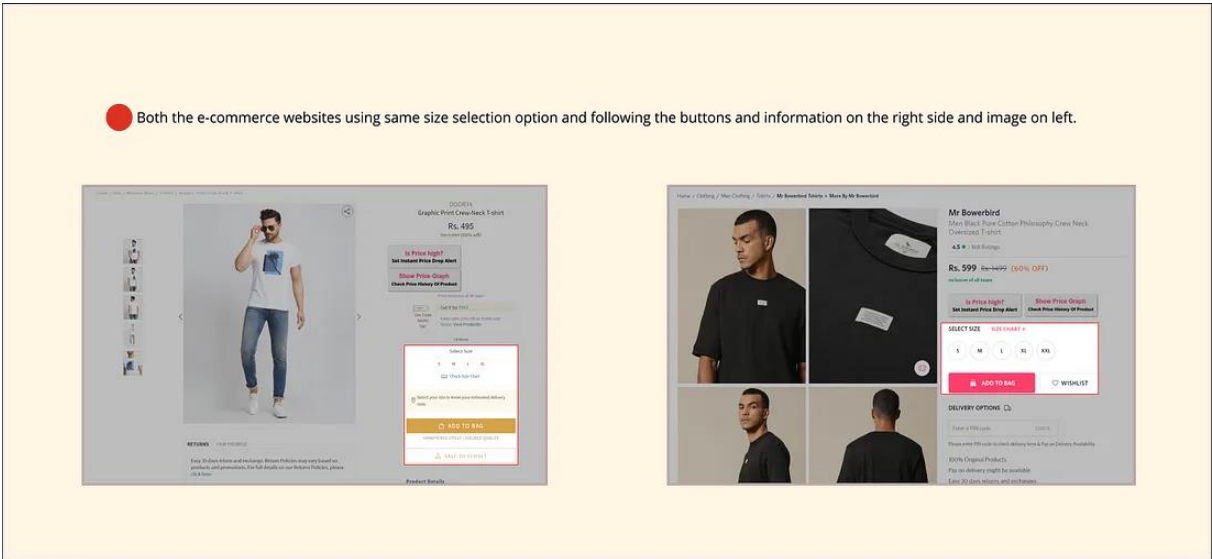


UX DESIGN LAWS AND ITS USES

4. JACOB'S LAW

Jacob's law states that when users are used to using a product, then users build their expectations around one familiar product that appears similar.

Examples:



Example of Jacob's Law



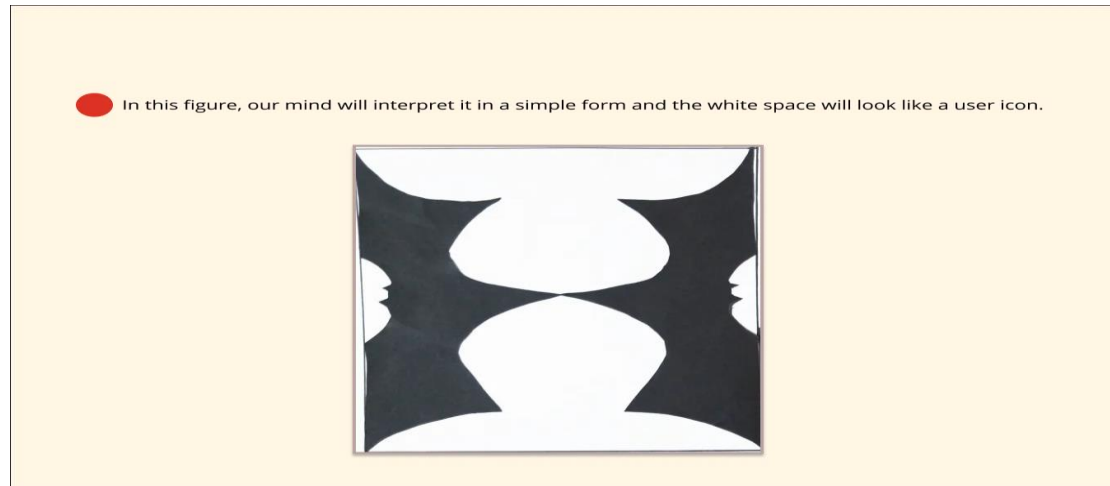
UX DESIGN LAWS AND ITS USES

5.LAW OF PRAGNANZ

This law states that we interpret complex images in the simplest form possible because it require very little cognitive effort to interpret.

Research confirms that people are better able to visually process and remember simple figures than complex figures.

Examples:



Example of Law of pragnanz




UX DESIGN LAWS AND ITS USES

6. MILLER'S LAW


Miller's Law states that an average person can only keep 7 (plus or minus) in their working memory. Organizing content in smaller chunks will help users to understand, process and memorize easily.

Examples:

Toggle keys are limited to 6 in the notification panel, reducing the cognitive load on the user.



On sliding the notification panel, Users get a view of quick panel settings where toggle keys are placed in rows and columns, making it easier for users to follow.



Example of Miller's Law



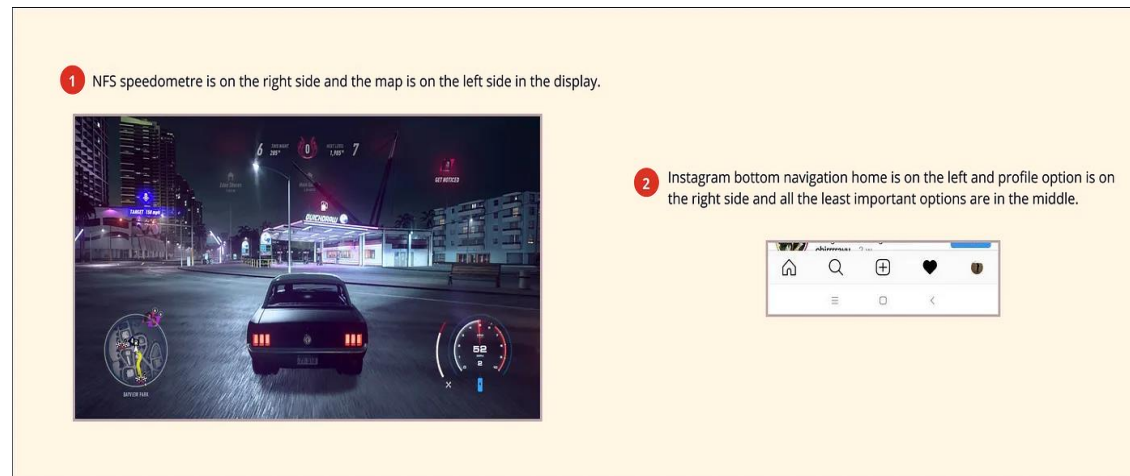
UX DESIGN LAWS AND ITS USES

7.SERIAL POSITION EFFECT

This law states that we tend to remember the first and the last item in the series. There are two main concepts involved in the serial position effect.

- 1. Primary effect-** The tendency to recall the first item is called the Primary effect because we require less processing effort in rehearsing the item.
- 2. Recency Effect-** The tendency to recall the last item is called the recency effect because our working memory preserves temporary information.

Examples:

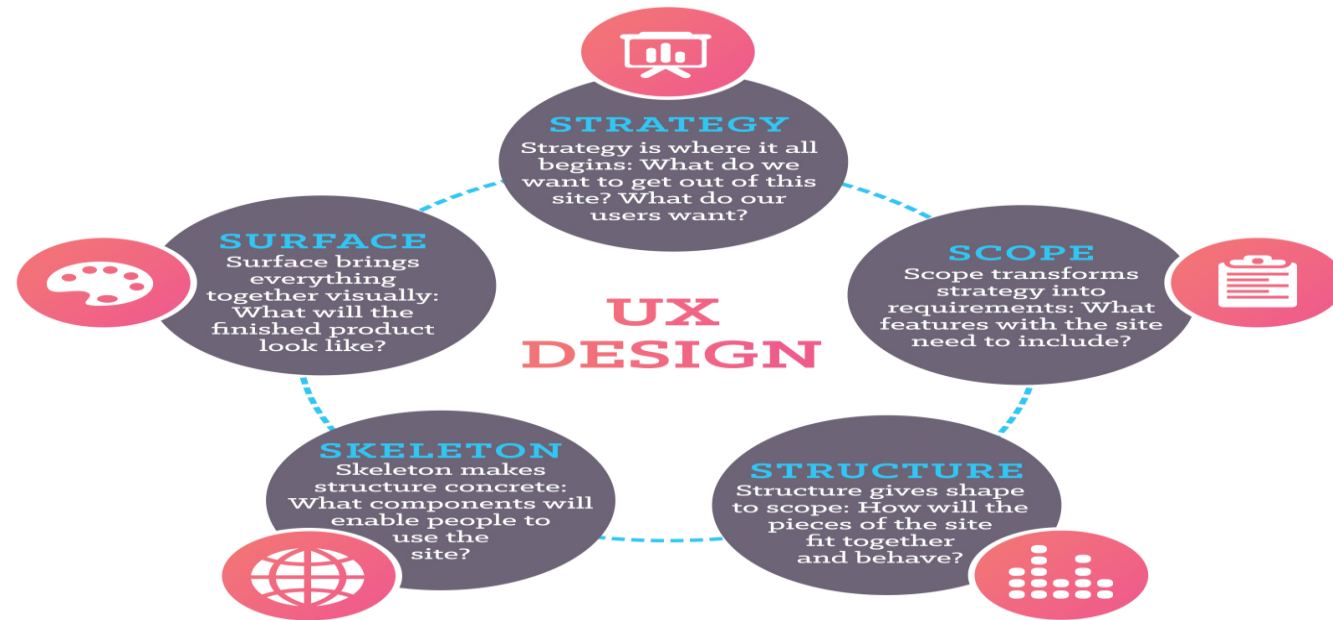


Example of Serial position effect



UX DESIGN LAWS AND ITS USES

These principles, among others, form a foundation for effective UX design. Applying them helps designers create interfaces that are user-friendly, intuitive, and capable of meeting the diverse needs of users. Keep in mind that while these principles provide valuable guidance, the specific application may vary based on the context and goals of a particular project.





UX DESIGN LAWS AND ITS USES

USES OF UX DESIGN

User Experience (UX) design is a multidisciplinary field focused on creating products, systems, and services that provide positive and meaningful experiences for users. The primary goal of UX design is to enhance user satisfaction and usability by making products more accessible, enjoyable, and efficient. Here are some key uses and benefits of UX design:

- **Enhanced User Satisfaction:** By understanding user needs and behaviors, UX designers can create interfaces and experiences that align with user expectations, leading to higher satisfaction levels.
- **Increased Usability:** UX design emphasizes creating interfaces that are easy to use and navigate. Improved usability helps users complete tasks more efficiently and reduces frustration.



UX DESIGN LAWS AND ITS USES

USES OF UX DESIGN

- **Effective Problem Solving:** UX designers identify and solve problems related to user interactions and experiences. This involves addressing pain points, streamlining processes, and improving overall usability.
- **Business Value:** A positive user experience contributes to customer loyalty and positive brand perception. Satisfied users are more likely to return, recommend products or services, and contribute to the success of a business.
- **Streamlined Workflows:** UX designers optimize user workflows, making processes more efficient and reducing the number of steps required to complete tasks. This can lead to time savings and increased productivity for users.

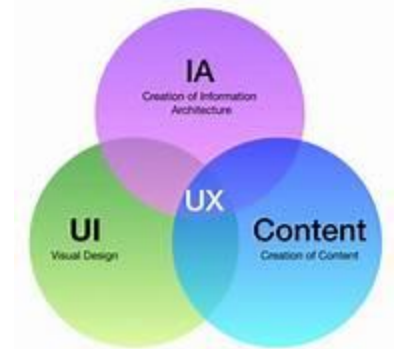


UX DESIGN LAWS AND ITS USES

CONCLUSION

In conclusion, User Experience (UX) design plays a crucial role in creating products, services, and interfaces that prioritize the needs, preferences, and satisfaction of users. It is a multidisciplinary field that combines elements of psychology, design, and technology to enhance the overall experience of interacting with digital and physical systems.

The key principles and practices in UX design are geared toward making products more usable, efficient, and enjoyable. Through user research, iterative design processes, and a focus on empathy, UX designers seek to understand the user journey, identify pain points, and deliver solutions that address real user needs of a particular project.





Thank
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