



SNS COLLEGE OF TECHNOLOGY



Coimbatore-36.

An Autonomous Institution

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

COURSE NAME : 19CSE315 – UI/UX

3 YEAR/ VI SEMESTER

UNIT – UI DESIGN FUNDAMENTALS

Topic: Laws of digital interface design



Laws of digital interface design

What is law of digital interface design?

The "law" of digital interface design typically refers to principles or guidelines that are considered fundamental in designing effective and user-friendly digital interfaces. These principles are not actual laws in a legal sense, but they represent widely accepted best practices in the field of user interface (UI) and user experience (UX) design.





Laws of digital interface design

- 1. Hick's Law:** This law states that the time it takes to make a decision increases with the number and complexity of choices. In interface design, it suggests that reducing the number of options presented to the user can lead to faster decision-making and improved usability.
- 2. Fitts's Law:** This law relates to the time it takes to move to a target area, such as clicking on a button. It suggests that the time required to move to a target is a function of the distance to the target and the size of the target. Designers use this principle to make interactive elements larger and easier to click on, especially for frequently used actions.
- 3. Feedback:** Users should receive clear and immediate feedback for their actions. This includes visual cues, such as changes in button appearance when clicked, as well as informative messages or animations.





Laws of digital interface design

- 4. Simplicity:** Keep interfaces simple and avoid unnecessary complexity. This helps prevent cognitive overload and makes it easier for users to accomplish their tasks.
- 5. Accessibility:** Design interfaces that are accessible to users with disabilities. This involves considerations such as providing alternative text for images, ensuring proper color contrast, and offering keyboard navigation options.
- 6. Visual Hierarchy:** Use visual cues such as size, color, and placement to indicate the relative importance of elements within the interface. This helps users focus on the most important content and actions.





Laws of digital interface design

- 7. Clarity:** Ensure that interface elements are clearly visible and understandable. This includes using clear language, avoiding jargon, and providing helpful instructions when needed.
- 8. User-Centric Design:** Design interfaces with the end user in mind. Consider their needs, goals, and preferences throughout the design process.
- 9. Flexibility:** Allow users to customize their experience when appropriate. This might include options to adjust font size, choose between light and dark themes, or rearrange elements on the screen.
- 10. Performance:** Optimize interface performance to ensure smooth interactions and fast load times. Slow or unresponsive interfaces can frustrate users and lead to abandonment.





Laws of digital interface design

NOTE:

These "laws" are not rigid rules but rather guidelines that inform design decisions. Designers leverage these principles to create interfaces that are intuitive, efficient, and satisfying for users. By understanding human behavior, perception, and cognition, designers can craft interfaces that align with users' mental models and expectations, ultimately leading to better user experiences.



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