



7 UX LAWS FOR GREAT DIGITAL EXPERIENCES

SEE HOW COMPANIES LIKE NIKE, NETFLIX, AND GRAMMARLY—AND ELECTRIC KITE—PUT THESE UX DESIGN PRINCIPLES INTO PRACTICE TO DRIVE ENGAGEMENT, LEAD GENERATION, AND CONVERSION.

Good digital experiences create trust and lay the foundation for lasting relationships that can lead to repeat visits and eventual leads and conversions.

The key to making that happen? **Great UX.** Fortunately, there are basic principles you can use to create the seamless, intuitive digital experiences you need.

These seven laws are fundamental to good UX design, and once you see them you'll instantly understand them and can begin applying them to your own work.

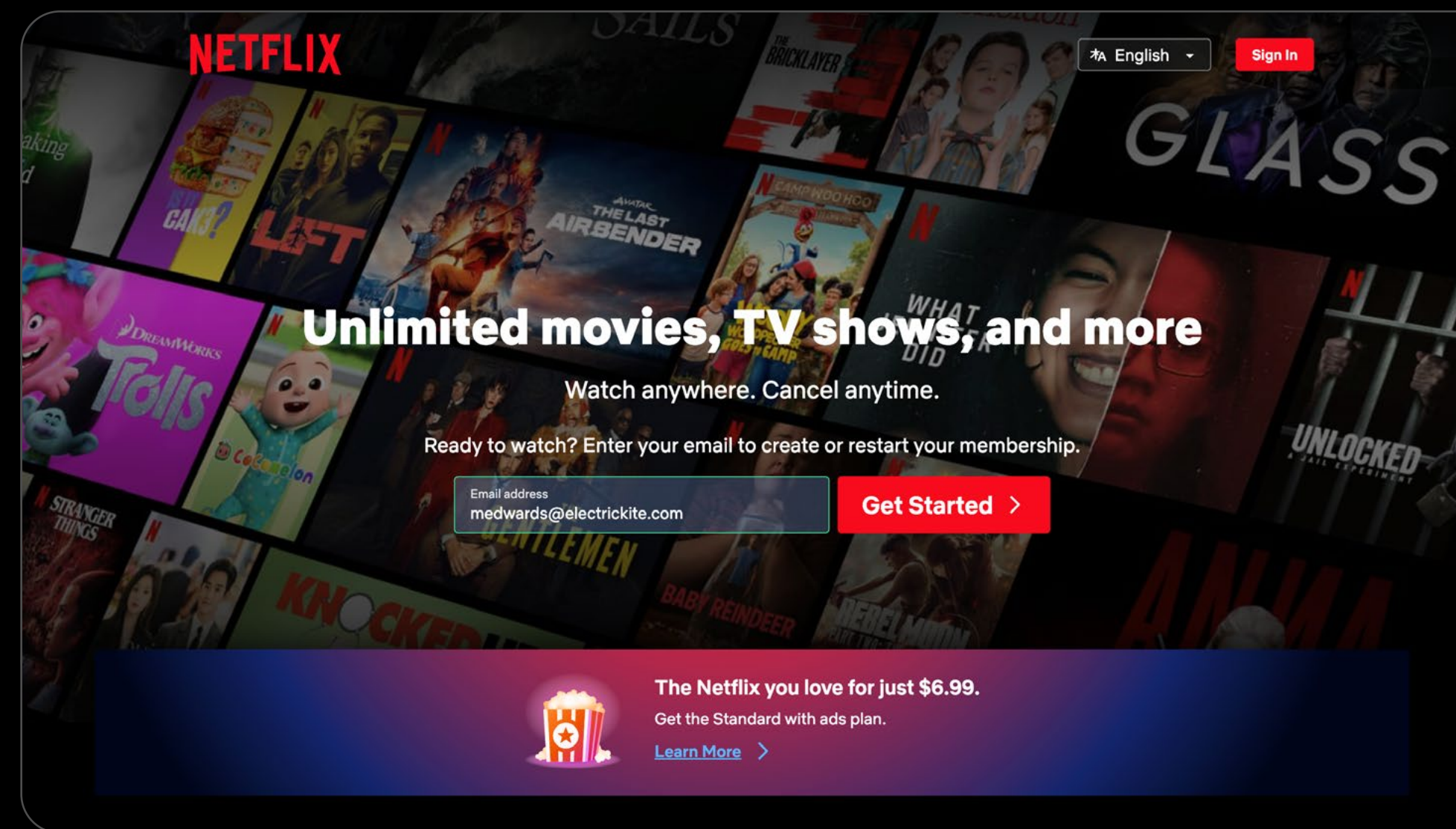
01 — FITT'S LAW

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

How does this apply to digital design?

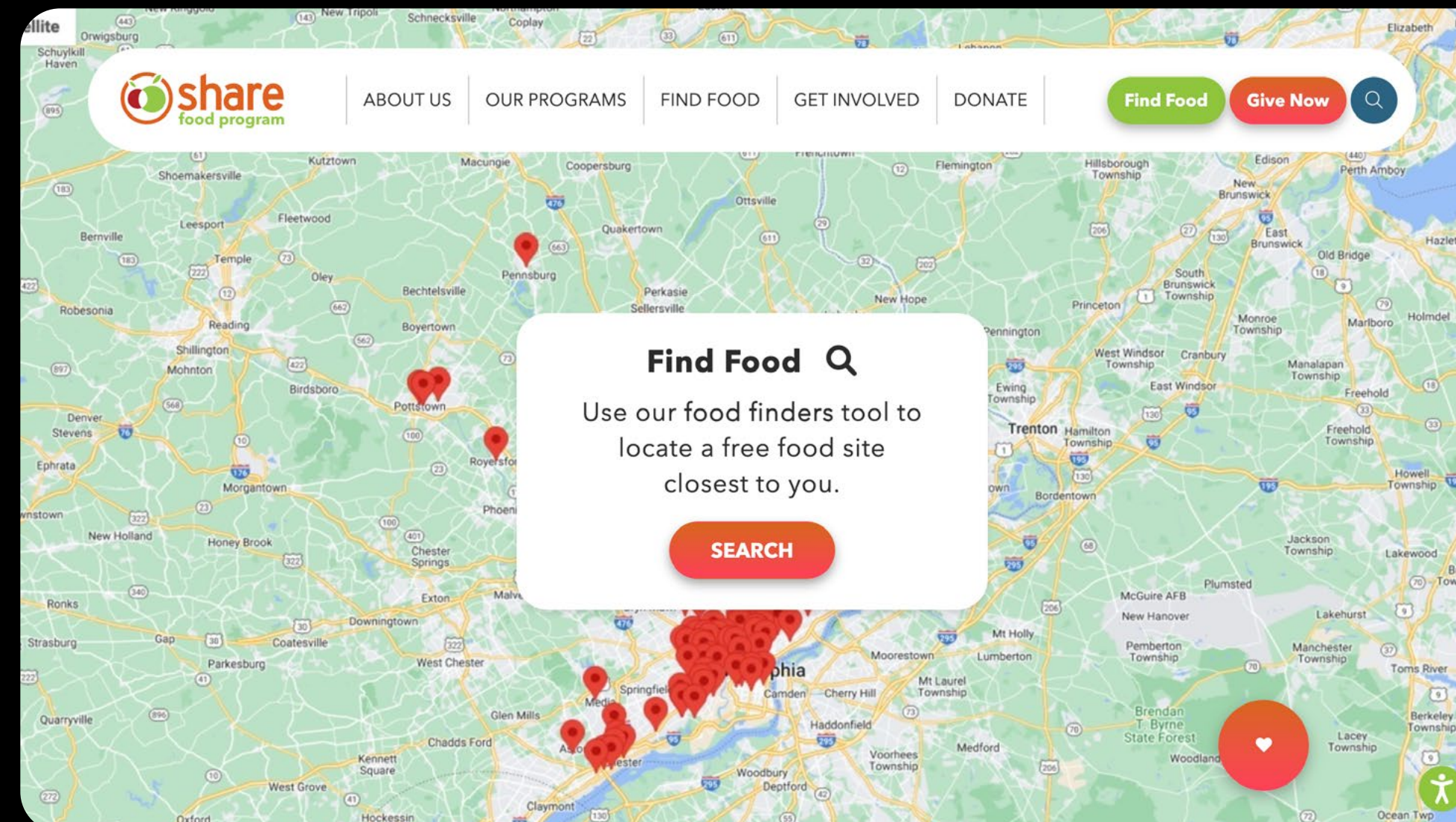
Make the most important targets large and visually prominent. This may seem obvious, but it's a more common problem than you might think.

- ✓ Reduce the distance between steps in a sequence
- ✓ Make target objects large enough for users to see them immediately and assist in the easy selection of interactive elements without sacrificing accuracy



How They Do It:

The large, high-contrast "Get Started" and "Sign In" buttons give users a clear indication of intended next steps.



How EK Does It:

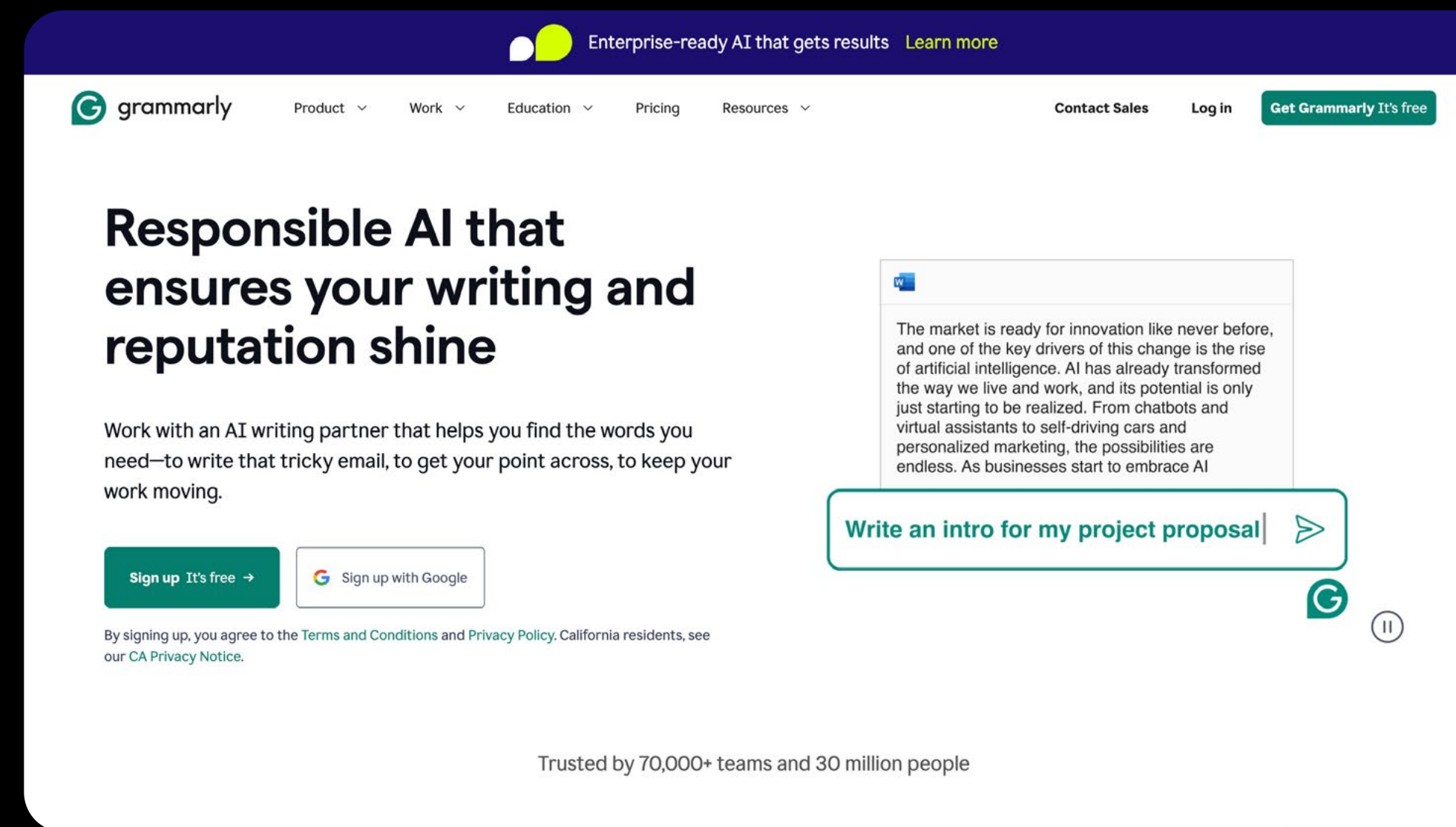
Similarly, the large, high-contrast "Search" button on Share Food's website homepage indicates the priority action for users.

02 — HICK'S LAW

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

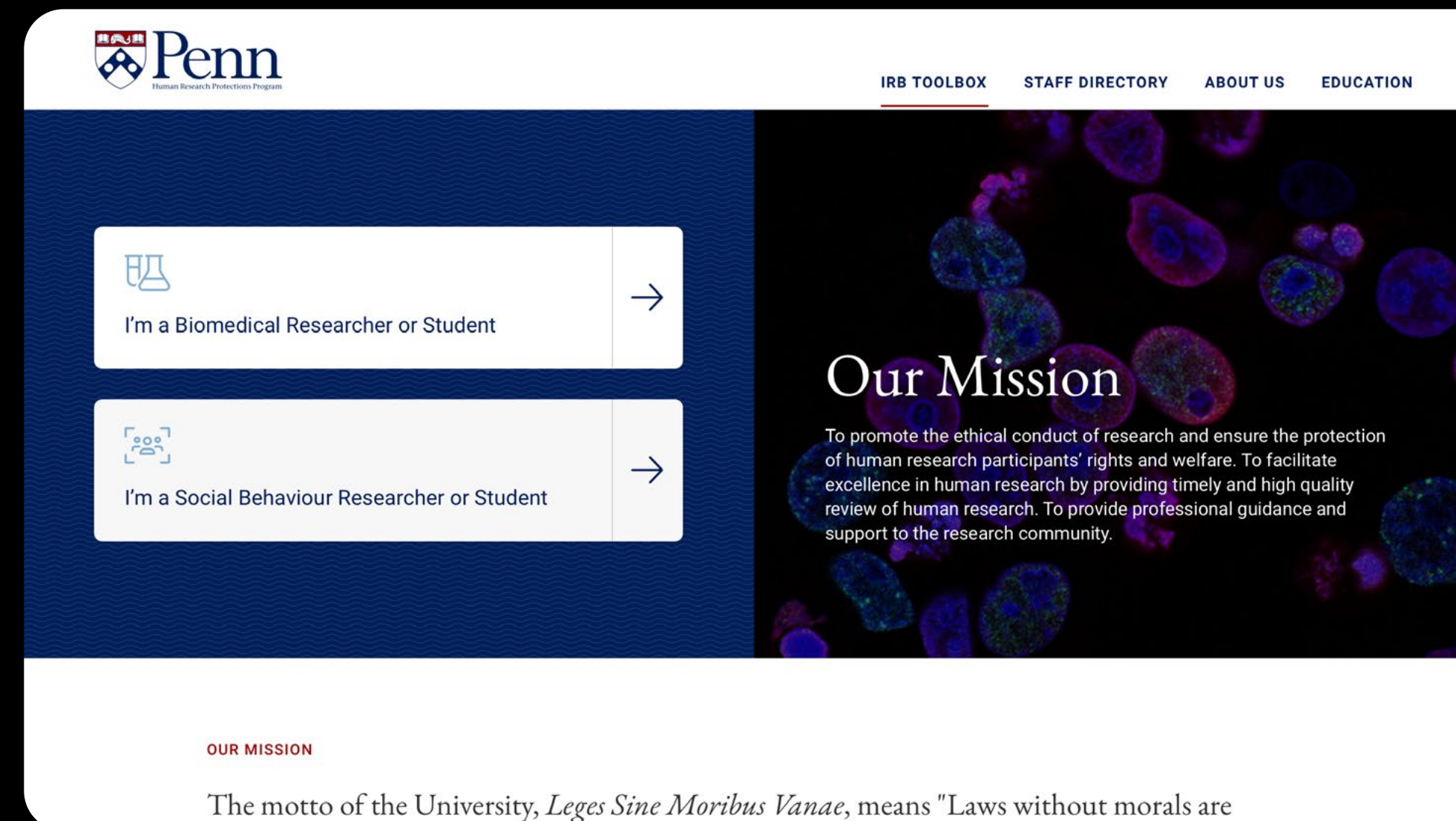
How does this apply to digital design?

- ✓ Keep the number of options small to make it easier for users to decide between them
- ✓ Break down complex problems into simple steps
- ✓ Don't overwhelm users by highlighting too many options or features



How They Do It:

Grammarly gives users two clear options for signing up, both of which achieve the same desired end result of registering new users.



How EK Does It:

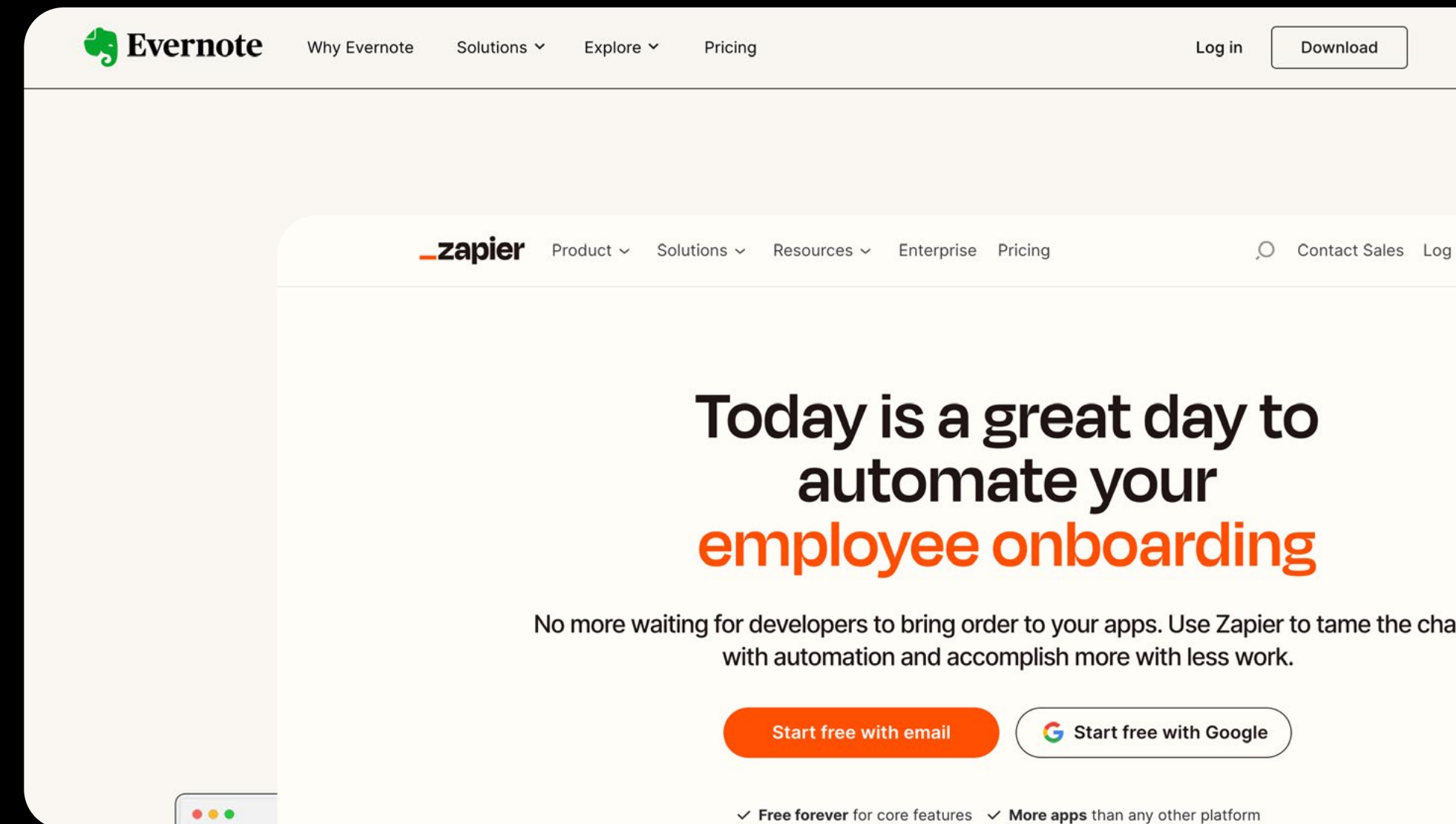
This website for Penn medical researchers prompts users to self-select based on their user interests, driving them to the right section of the website for what they need.

03 — JAKOB'S LAW

Users spend most of their time on other sites. They prefer your site to work the same as the other sites they already know.

How does this apply to digital design?

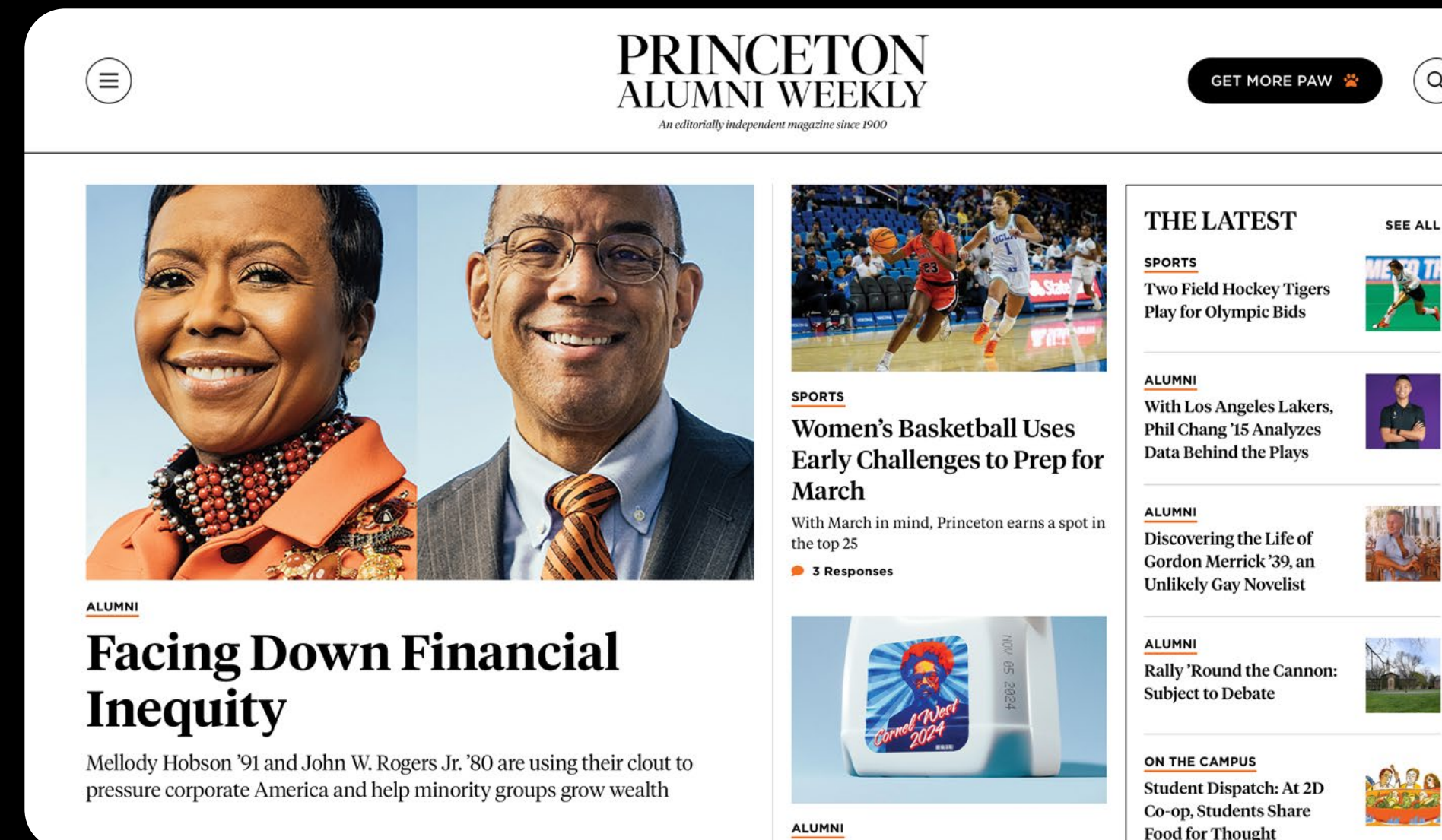
- ✓ Don't unnecessarily reinvent the wheel: Make sure you are staying consistent with the norms of your industry
- ✓ If you deviate too much, you risk confusing and alienating the very people you want to attract
- ✓ Reduce the time the user must spend to learn how to use your site by being consistent with accepted design standards
- ✓ Another tangible benefit of design for this law is that development time will be reduced



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How They Do It:

Zapier and Evernote are both digital products meant to simplify complex tasks; each uses a top navigation with a Solutions dropdown as its second item and Pricing as its last item.



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How EK Does It:

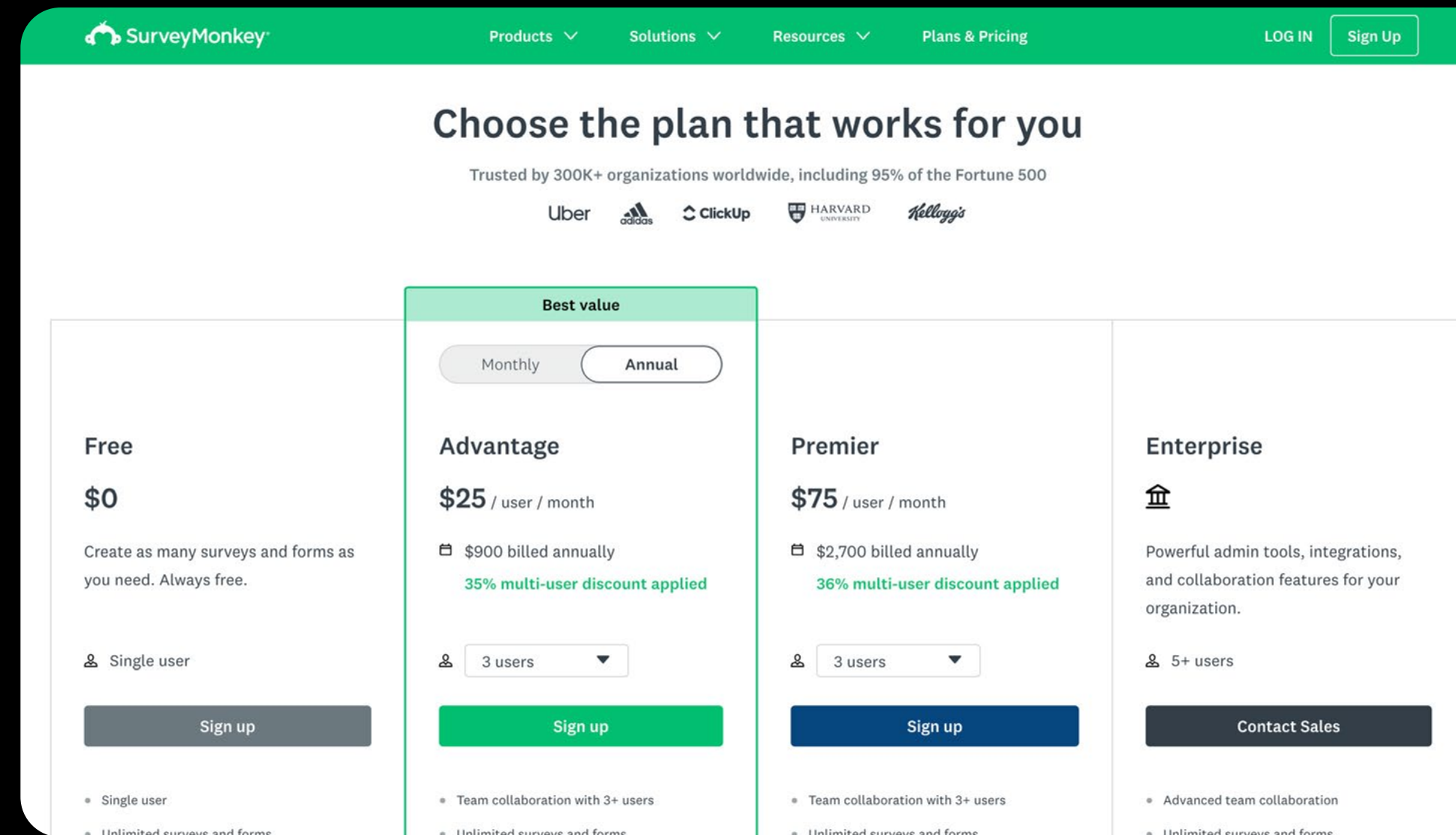
The forthcoming website that Electric Kite is designing for *Princeton Alumni Weekly* uses a clean design and streamlined navigational elements that users have seen on other editorial platforms like *The Atlantic* and *The New Yorker*.

04 — VON RESTORFF EFFECT

When multiple similar objects are present, the one that differs from the rest is most likely to be remembered and valued.

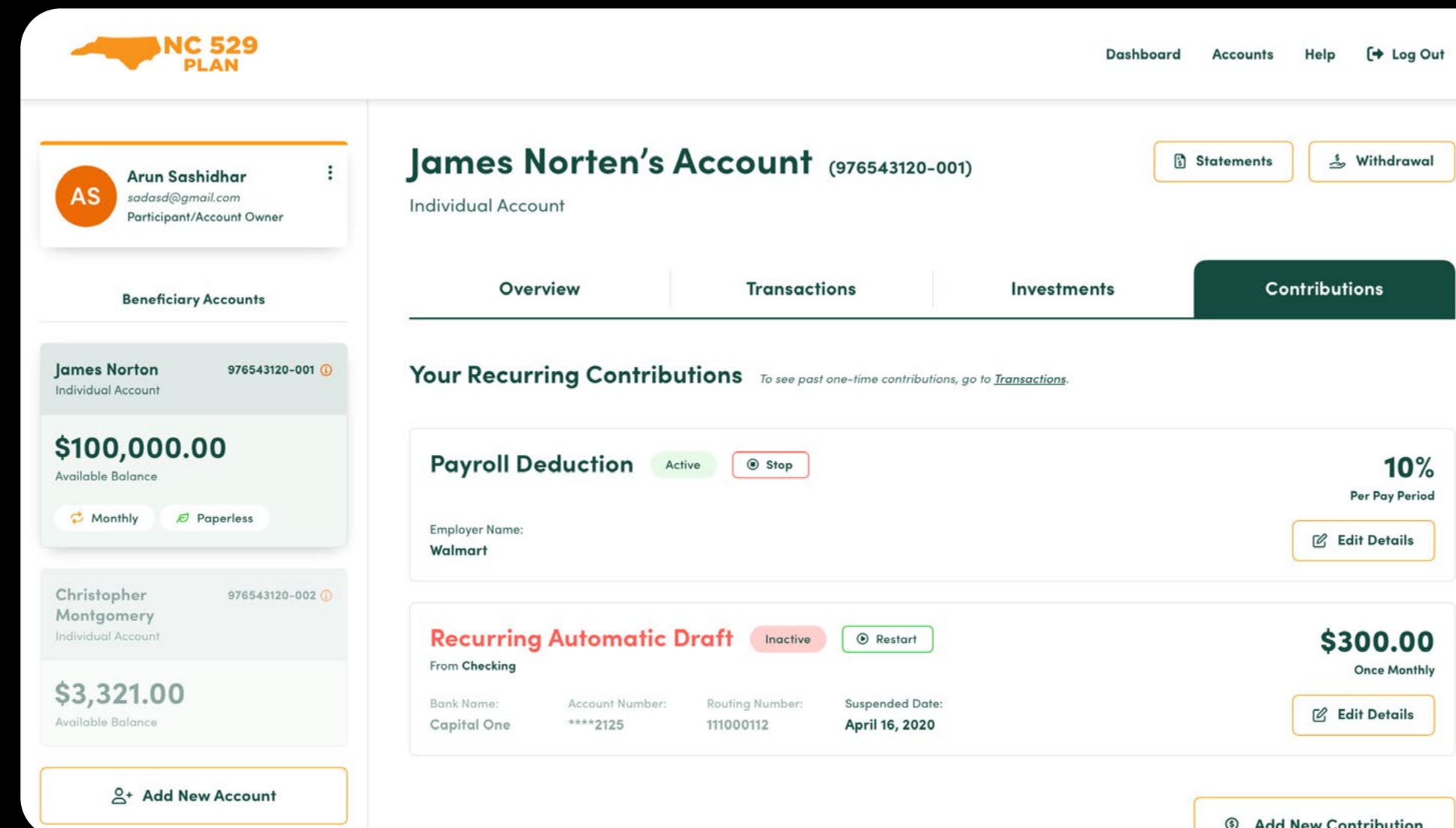
How does this apply to digital design?

- ✓ Make important information stand out by treating it as visually different from the other options
- ✓ Web designers can make a particular option seem more appealing when it is placed next to seemingly inferior alternatives



How They Do It:

SurveyMonkey uses a brand-color box and similarly colored CTA button to make its preferred pricing option stand out from the rest.



How EK Does It:

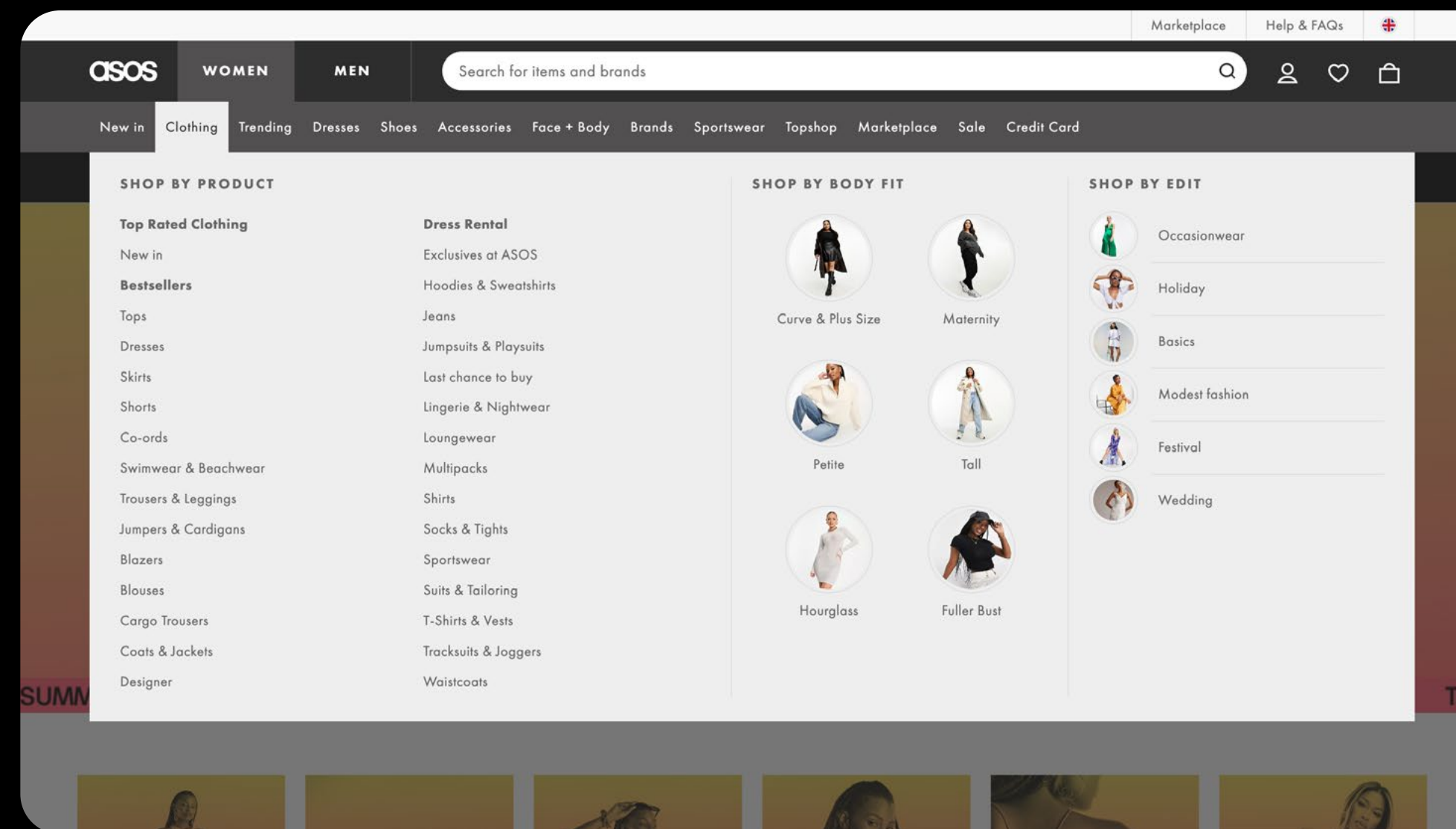
This user dashboard for CFNC's NC529 Plan website uses styling differentiators on similarly structured content to indicate active and inactive account and contribution states.

05 — LAW OF PROXIMITY

Objects or shapes that are close to one another appear to form groups.

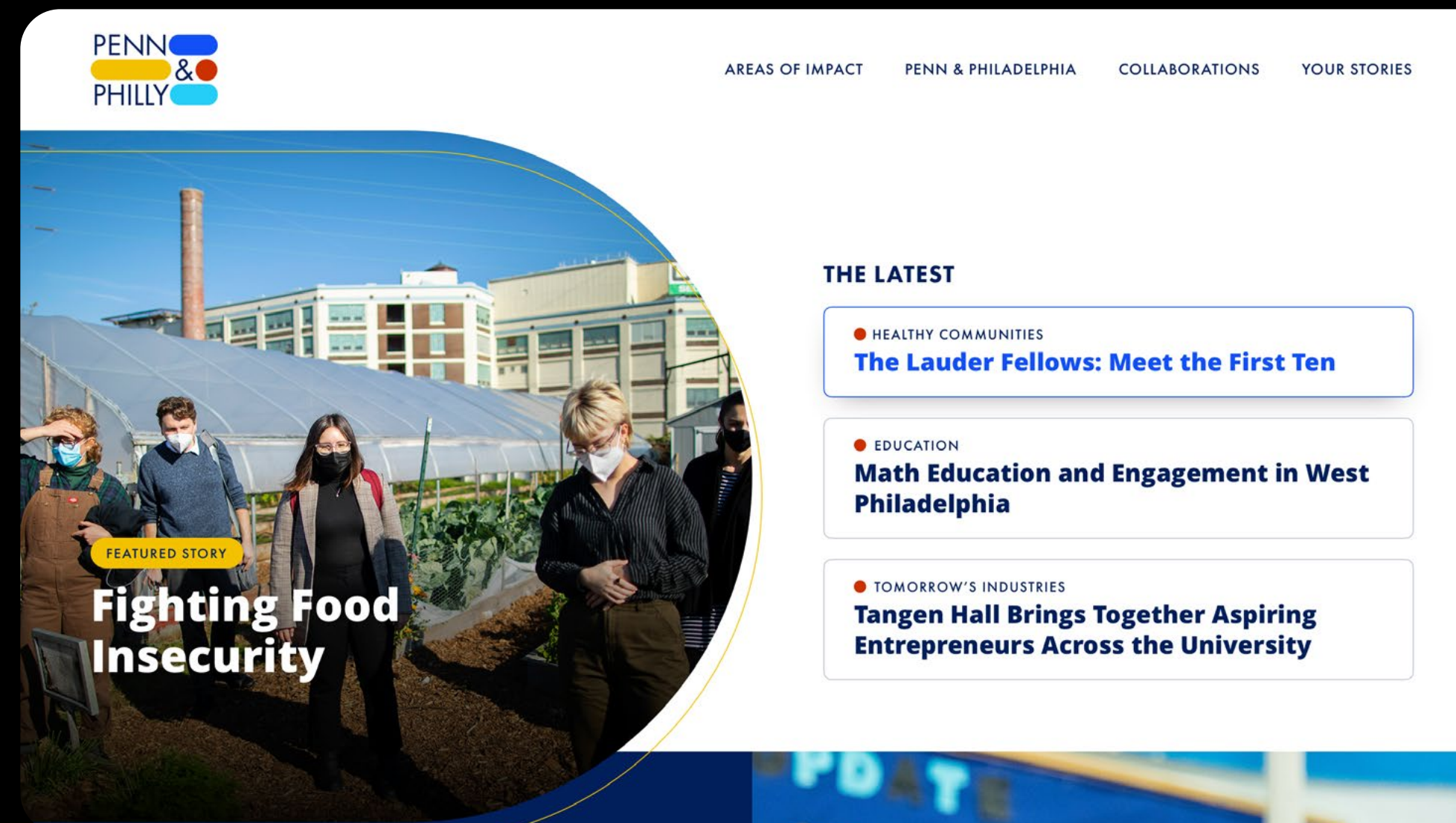
How does this apply to digital design?

- ✓ Group like items together and style them similarly. Doing so will immediately communicate that the items are related, making them easier to understand and take action on
- ✓ Be wary of grouping unrelated items in this way as the user may assume a relationship between them that doesn't exist



How They Do It:

The website of fashion brand ASOS uses a navigation that creates natural groups both by position and resemblance and support different user needs.



How EK Does It:

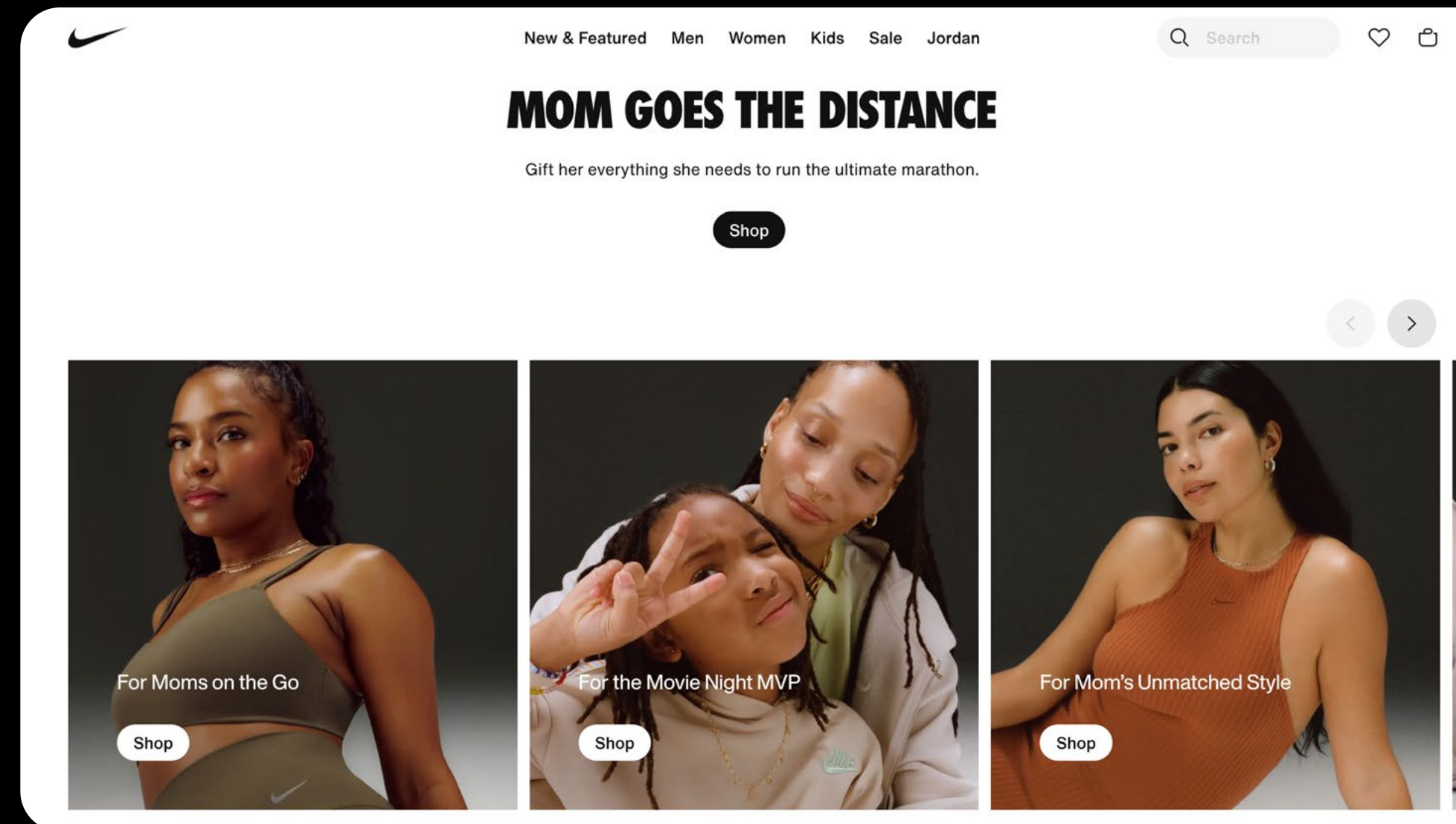
This EK design for Penn & Philly groups recent news stories together in the homepage hero, signaling to users through design and titling that these are impactful news items.

06 — MILLER'S LAW

The average person can only keep up to 7 items in their working memory.

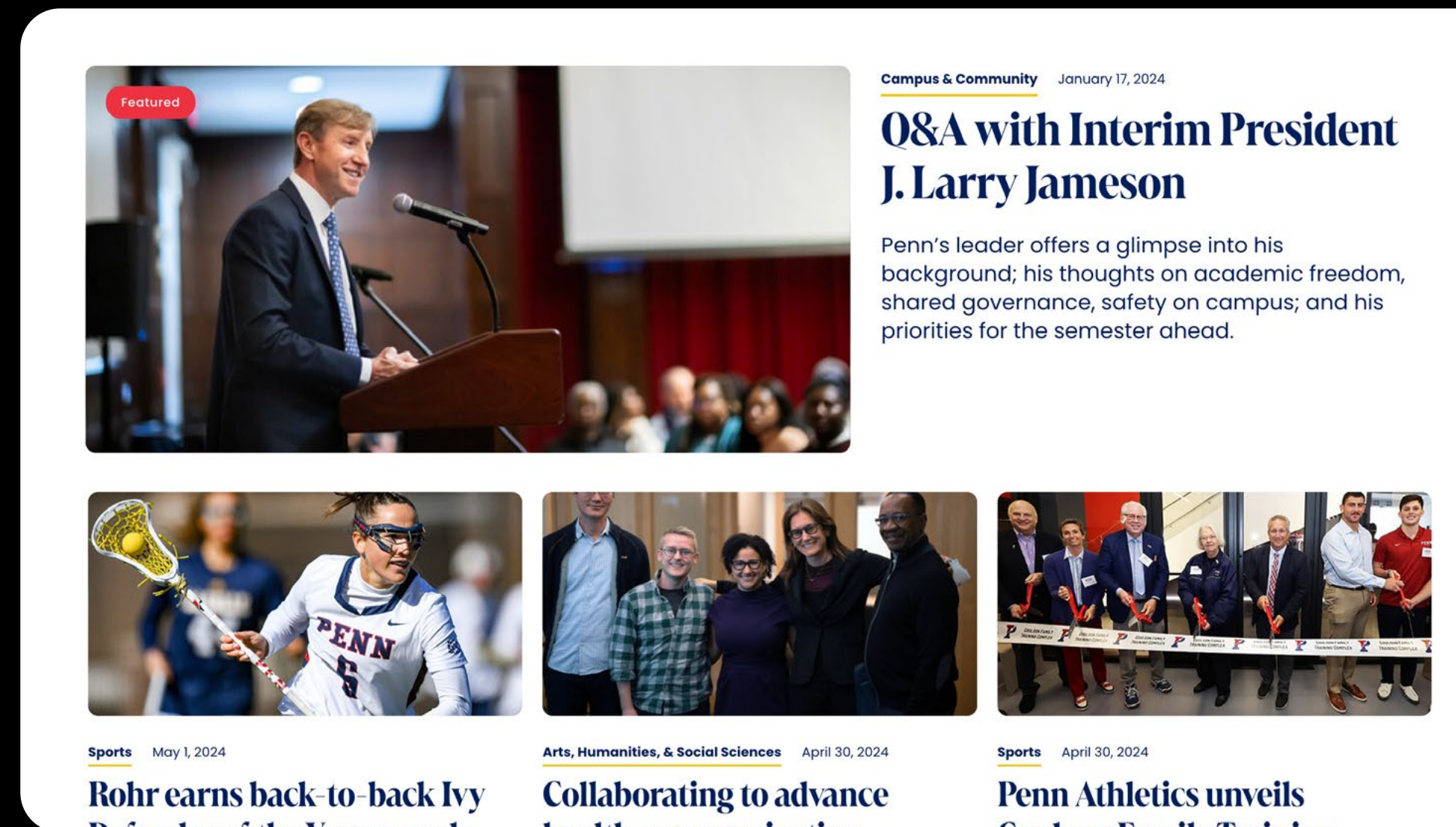
How does this apply to digital design?

- ✓ Create content groups with a maximum of 5-9 items of related information
- ✓ In navigation systems, avoid having more than 9 items, with 3-7 being optimal



How They Do It:

Nike uses a carousel that displays three items and rotates only as many as four at a time; users can easily remember the options and aren't overwhelmed by too many options.



How EK Does It:

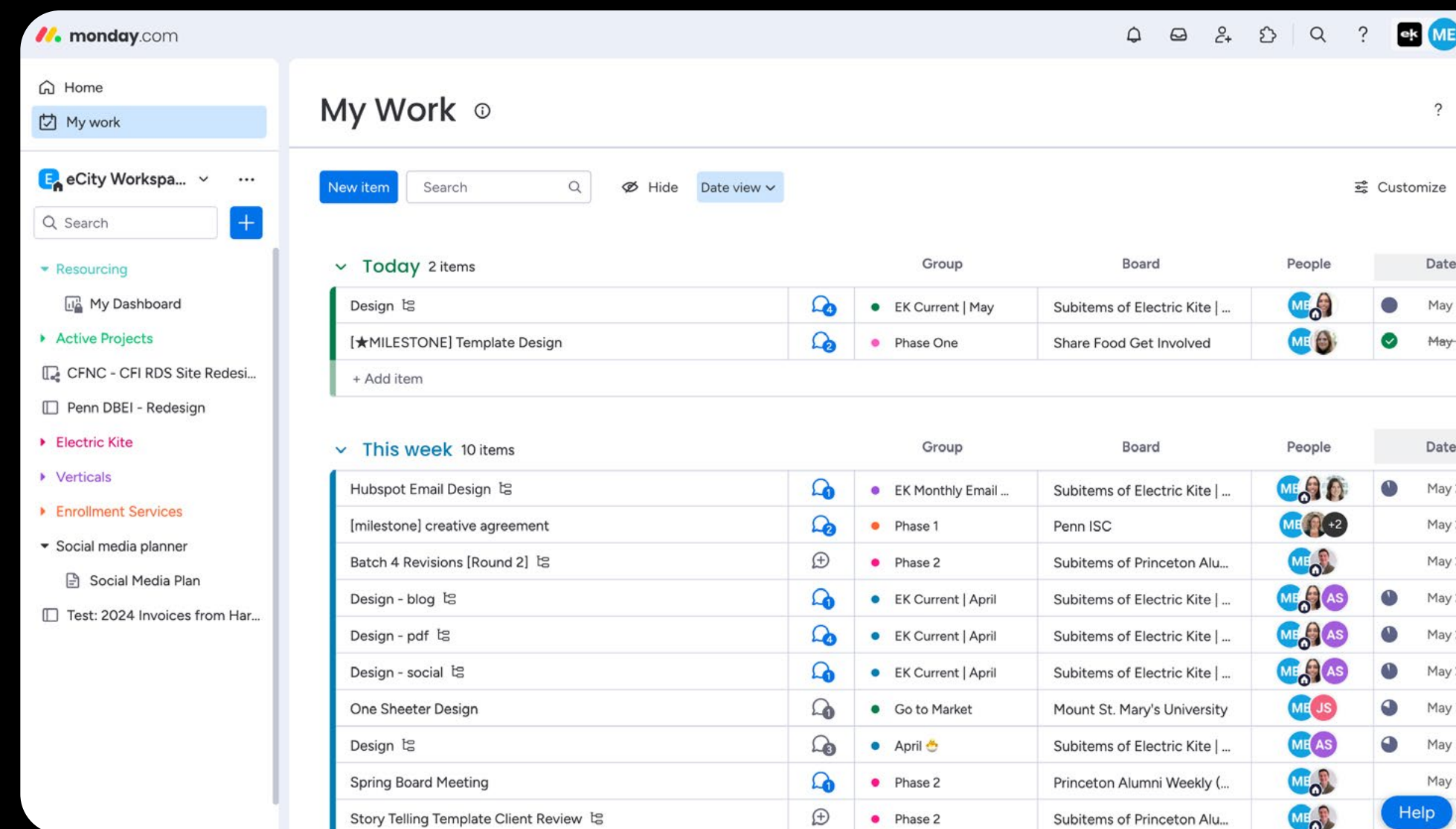
The EK-designed Penn Provost website uses a modular design that groups together no more than four related items, as seen here in this campus news section.

07 — ZEIGARNIK EFFECT

People remember uncompleted or interrupted tasks better than completed tasks.

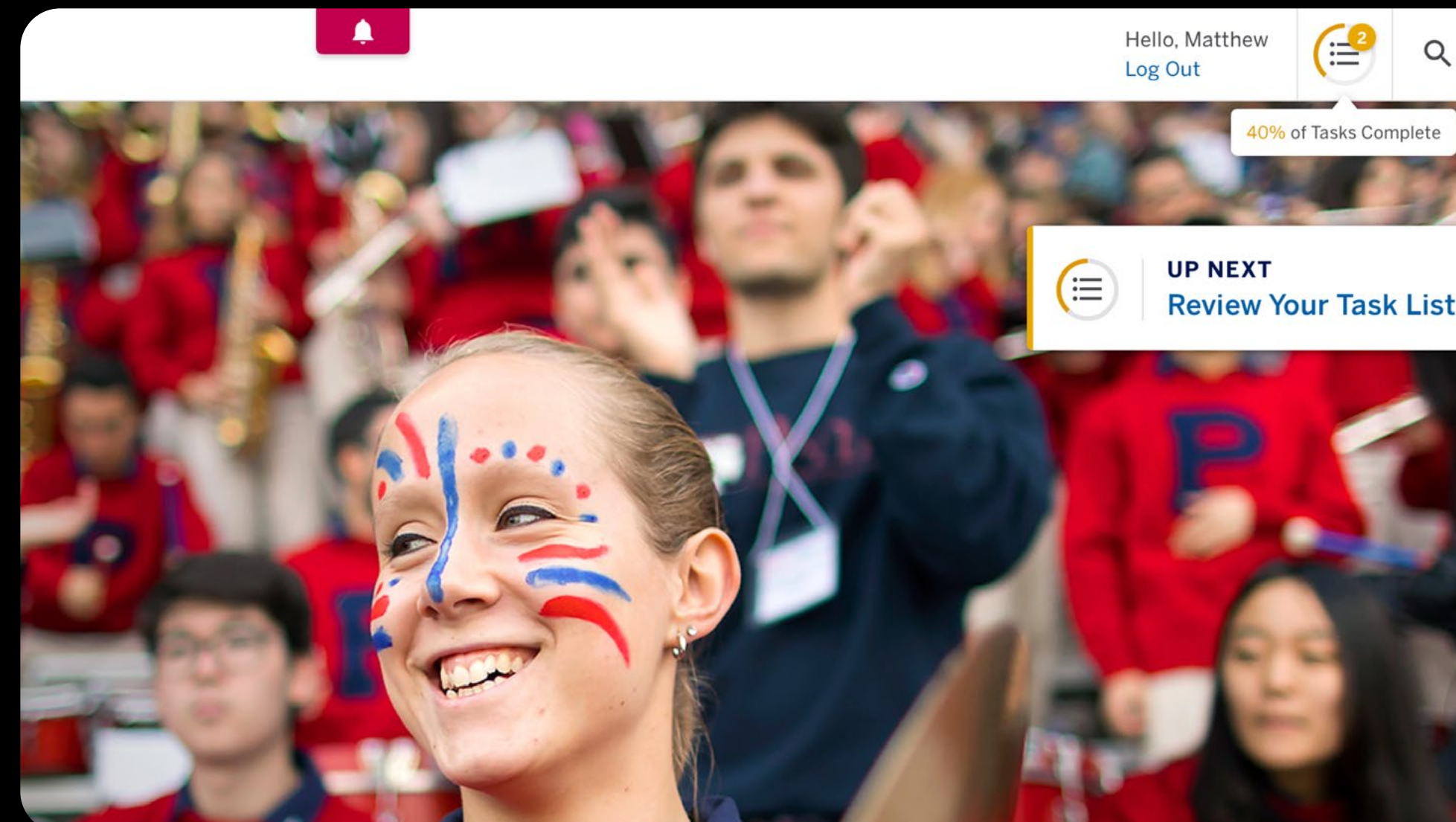
How does this apply to digital design?

- ✓ People’s minds keep going back to tasks that are perceived as incomplete
- ✓ Displaying a task as incomplete creates a strong motivation to complete that action
- ✓ Designers can leverage that impulse to push users through multi-step processes by conveying to users that they are not done yet
- ✓ This can be done effectively by showing progress indication in multi-step tasks or by signaling incomplete items or notifications to stand out visually



How They Do It:

Monday.com leverages many indicators, including dates, notification badges, progress charts, checklists, and at-a-glance color-coding, to keep users organized and focused on their upcoming and incomplete tasks.



How EK Does It:

This EK-designed new student portal for UPenn utilizes persistent notifications and progress indicators to remind students to complete important tasks prior to their first semester.