



# UX Laws Cheat Sheet

Learn the Law



Remember the Principle



Apply It





01

# Hick's Law

More choices = More decision time

*Remember*

*Reduce unnecessary options.*

Use it for

- Navigation
- Menus
- Pricing pages
- Dashboards
- Filters



Example

Instead of 20 menu items, group them into 5 categories.



02

# Fitts's Law

Bigger & closer targets are easier to click

*Remember  
Important actions deserve larger targets.*

Use it for

- CTA Buttons
- Mobile navigation
- Floating buttons
- Forms



Example

"Buy Now" should be larger than "Learn More."



03

# Jakob's Law

Users prefer interfaces they already know

*Remember*

*Don't reinvent common UI patterns.*

Use it for

- Navigation
- Login
- Checkout
- Search
- Forms



Example

Place the cart icon where users expect it.



04

# Miller's Law

People can remember only a limited amount of information at once

*Remember  
Chunk information.*

Use it for

- Forms
- Dashboards
- Onboarding
- Documentation



Example

Split a 15-field form into 3 simple steps.



05

# Tesler's Law

Every product has complexity.

*Remember*

*Move complexity from users to the system.*

Use it for

- Automation
- AI
- Smart defaults
- Autofill



Example

Auto-detect the user's country instead of asking them.



06

# Doherty Threshold

Respond within 400ms whenever possible

*Remember  
Fast system feel smarter.*

Use it for

- Loading
- Search
- Navigation
- AI Responses



Example

Show instant loading skeletons instead of blank screens.



07

# Aesthetic–Usability Effect

Beautiful products feel easier to use

*Remember  
Good visual design builds trust.*

Use it for

- Landing pages
- Mobile apps
- SaaS products
- Ecommerce



Example

Clean interfaces reduce perceived complexity.



08

# Peak-End Rule

People remember the peak and the ending

*Remember  
Design memorable moments.*

Use it for

- Checkout
- Success screens
- Rewards
- Onboarding



Example

Celebrate completing a task with a delightful animation.



09

# Serial Position Effect

People remember the first and last items best

*Remember*

*Put important content first or last.*

Use it for

- Navigation
- Lists
- Pricing
- Dashboards



Example

Place the primary CTA at the beginning or end of a sequence.



10

# Law of Proximity

Things placed close together are seen as related

*Remember  
Group related information.*

Use it for

- Forms
- Cards
- Settings
- Tables



Example

Keep labels close to their input fields.



11

# Law of Similarity

Similar-looking items are perceived as connected

*Remember  
Consistency reduces confusion.*

Use it for

- Buttons
- Icons
- Cards
- Components



Example

Use one button style for all primary actions.



12

# Law of Common Region

Elements inside the same boundary belong together

*Remember - Containers improve scanning.*

Use it for

- Cards
- Dashboards
- Widgets
- Pricing plans



Example

Wrap related metrics inside a single card.



13

# Occam's Razor

The simplest solution is often the best

*Remember  
Remove unnecessary features.*

Use it for

- MVPs
- Navigation
- Forms
- AI Interfaces



Example

Ask only for the information you truly need.



14

# Parkinson's Law

Work expands to fill the available time

*Remember  
Design with constraints.*

Use it for

- Design sprints
- Product development
- Learning



Example

Time-box wireframing to 45 minutes.



15

# Pareto Principle (80/20 Rule)

20% of features create 80% of value

*Remember*

*Focus on what matters most.*

Use it for

- MVP planning
- Product roadmap
- Feature prioritization



Example

Improve the most-used flow before adding new features.



## Quick Reference

UX Law	One-Line Reminder
Hick's Law	Fewer choices = Faster decisions
Fitts's Law	Bigger targets are easier to click
Jakob's Law	Follow familiar patterns
Miller's Law	Chunk information
Tesler's Law	Hide complexity
Doherty Threshold	Keep interactions fast
Aesthetic-Usability	Attractive feels usable
Peak-End Rule	End with delight
Serial Position	First & last matter most
Proximity	Group related items
Similarity	Make related items look alike
Common Region	Use containers wisely
Occam's Razor	Keep it simple
Parkinson's Law	Time constraints improve focus
Pareto Principle	Focus on the vital few



## AI Prompt for Every UX Law

### 01. Hick's Law

*Prompt:*

Review this UI using Hick's Law. Identify areas where users have too many choices and suggest three ways to reduce decision fatigue while maintaining functionality.

### 02. Fitts' Law

*Prompt:*

Analyze this interface using Fitts' Law. Identify buttons or touch targets that should be larger, closer, or easier to access, and explain why.

### 03. Jakob's Law

*Prompt:*

Evaluate this interface using Jakob's Law. Highlight components that differ from common UI conventions and recommend improvements that make the experience feel more familiar.

### 04. Miller's Law

*Prompt:*

Review this screen using Miller's Law. Identify places where users may be overloaded with information and suggest ways to chunk or simplify the content.

### 05. Tesler's Law

*Prompt:*

Analyze this workflow using Tesler's Law. Identify unnecessary complexity that can be moved from the user to the system through automation, defaults, or smart suggestions.



## 06. Doherty Threshold

*Prompt:*

Review this product using the Doherty Threshold. Identify interactions that feel slow and recommend ways to improve perceived performance using loading states, skeleton screens, or progressive loading.

## 07. Aesthetic–Usability Effect

*Prompt:*

Evaluate this interface using the Aesthetic–Usability Effect. Suggest visual improvements that increase user trust and perceived usability without changing functionality.

## 08. Peak–End Rule

*Prompt:*

Analyze this user journey using the Peak–End Rule. Identify opportunities to create memorable moments during key interactions and improve the ending of the experience.

## 09. Serial Position Effect

*Prompt:*

Review this page using the Serial Position Effect. Suggest how to reorder content so users remember the most important information or actions.

## 10. Law of Proximity

*Prompt:*

Analyze this layout using the Law of Proximity. Identify elements that should be grouped or separated to improve clarity and scanning.



## 11. Law of Similarity

*Prompt:*

Review this interface using the Law of Similarity. Identify inconsistent buttons, icons, colors, or components and recommend ways to improve consistency.

## 12. Law of Common Region

*Prompt:*

Evaluate this dashboard using the Law of Common Region. Suggest where grouping related information inside containers or cards would improve readability.

## 13. Occam's Razor

*Prompt:*

Review this feature using Occam's Razor. Identify unnecessary elements, features, or interactions and recommend the simplest solution that still meets user needs.

## 14. Parkinson's Law

*Prompt:*

Analyze this design process using Parkinson's Law. Suggest practical ways to reduce unnecessary work, time-box tasks, and focus on faster decision-making.

## 15. Pareto Principle (80/20 Rule)

*Prompt:*

Review this UI using Hick's Law. Identify areas where users have too many choices and suggest three ways to reduce decision fatigue while maintaining functionality.



## Pro Tip

### *Don't memorize UX Laws.*

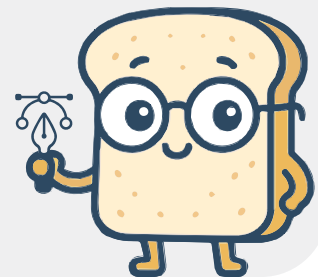
Ask yourself these questions while designing:

- Am I giving users too many choices? (Hick's Law)
- Is my CTA easy to tap? (Fitts's Law)
- Does this feel familiar? (Jakob's Law)
- Am I overwhelming users? (Miller's Law)
- Can the system do this instead of the user?  
(Tesler's Law)
- Is the interface fast enough? (Doherty Threshold)
- Does this experience end on a positive note?  
(Peak-End Rule)



### UX Crumbs Bonus Tip

The best designers don't remember UX laws because they studied them. They remember them because they apply them every day.



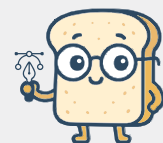


This is only Week 1.

### Coming next

- Gestalt Principles
- UX Research Cheatsheet
- UX Metrics
- Accessibility Guide
- Design Systems

*Join the waitlist to get every resource.*



<https://www.uxcrumbs.app/waitlist>