


















































































# Cheatsheet: Psychology of Design




















List of Cognitive Biases & Principles That Affect Your UX



	Name	One-Liner	Category
1.	 <b>Hick's Law</b>	More options leads to harder decisions	Information
2.	 <b>Confirmation Bias</b>	People look for evidence that confirms what they think	Information
3.	 <b>Priming</b>	Previous stimuli influence users' decision	Information
4.	 <b>Cognitive Load</b>	Total amount of mental effort that is required to complete a task	Information
5.	 <b>Anchoring Bias</b>	Users rely heavily on the first piece of information they see	Information
6.	 <b>Nudge</b>	Subtle hints can affect users' decisions	Information
7.	 <b>Progressive Disclosure</b>	Users are less overwhelmed if they're exposed to complex features later	Information
8.	 <b>Fitt's Law</b>	It's easier to aim the bigger the target is.	Information
9.	 <b>Attentional bias</b>	Users' thoughts filter what they pay attention to	Information
10.	 <b>Empathy Gap</b>	People underestimate how much emotions influence user behaviors	Information
11.	 <b>Visual Anchors</b>	Elements used to guide users' eyes	Information
12.	 <b>Von Restorff Effect</b>	People remember more items that stand out	Information
13.	 <b>Visual Hierarchy</b>	The order in which people perceive what they see	Information
14.	 <b>Selective Attention</b>	People filter out things from their environment when in focus	Information
15.	 <b>Survivorship Bias</b>	People neglect things that don't make it past a selection process	Information
16.	 <b>Sensory Adaptation</b>	Users tune out the stuff they get repeatedly exposed to	Information
17.	 <b>Juxtaposition</b>	Elements that are close and similar are perceived as a single unit	Information
18.	 <b>Signifiers</b>	Elements that communicate what it will do	Information
19.	 <b>Contrast</b>	Users' attention is drawn to higher visual weights	Information
20.	 <b>External Trigger</b>	When the information on what to do next is within the prompt itself	Information
21.	 <b>Decoy Effect</b>	Create a new option that's easy to discard	Information
22.	 <b>Centre-Stage Effect</b>	People tend to choose the middle option in a set of items	Information
23.	 <b>Framing</b>	The way information is presented affects how users make decisions	Information

24.	 <b>Law of Proximity</b>	Elements close to each other are usually considered related	Information
25.	 <b>Tesler's Law</b>	If you simplify too much, you'll transfer some complexity to the users	Information
26.	 <b>Spark Effect</b>	Users are more likely to take action when the effort is small	Information
27.	 <b>Feedback Loop</b>	When users take action, feedback communicates what happened	Information
28.	 <b>Expectations Bias</b>	People tend to be influenced by their own expectations	Information
29.	 <b>Aesthetic-Usability Effect</b>	People perceive designs with great aesthetics as easier to use	Information
30.	 <b>Social Proof</b>	Users adapt their behaviors based on what others do	Meaning
31.	 <b>Scarcity</b>	People value things more when they're in limited supply	Meaning
32.	 <b>Curiosity Gap</b>	Users have a desire to seek out missing information	Meaning
33.	 <b>Mental Model</b>	Users have a preconceived opinion of how things work	Meaning
34.	 <b>Familiarity Bias</b>	People prefer familiar experiences	Meaning
35.	 <b>Halo Effect</b>	People judge things (or people) based on their feelings towards one trait	Meaning
36.	 <b>Miller's Law</b>	Users can only keep $\pm 7$ items in their working memory	Meaning
37.	 <b>Unit Bias</b>	One unit of something feels like the optimal amount	Meaning
38.	 <b>Flow State</b>	Being fully immersed and focused on a task	Meaning
39.	 <b>Skeuomorphism</b>	Users adapt more easily to things that look like real-world objects	Meaning
40.	 <b>Reciprocity</b>	People feel the need to reciprocate when they receive something	Meaning
41.	 <b>Authority Bias</b>	Users attribute more importance to the opinion of an authority figure	Meaning
42.	 <b>Pseudo-Set Framing</b>	Tasks that are part of a group are more tempting to complete	Meaning
43.	 <b>Variable Reward</b>	People enjoy rewards, especially unexpected ones	Meaning
44.	 <b>Cheerleader Effect</b>	Individual items seem more attractive when presented in a group	Meaning
45.	 <b>Curse of Knowledge</b>	Not realizing that people don't have the same level of knowledge	Meaning
46.	 <b>Aha! moment</b>	When new users first realize the value of your product	Meaning
47.	 <b>Self-Initiated Triggers</b>	Users are more likely to interact with prompts they setup for themselves	Meaning
48.	 <b>Survey Bias</b>	Users tend to skew survey answers towards what's socially acceptable	Meaning
49.	 <b>Cognitive Dissonance</b>	It's painful to hold to opposing ideas in our mind	Meaning
50.	 <b>Goal Gradient Effect</b>	Motivation increases as users get closer to their goal	Meaning
51.	 <b>Feedforward</b>	When users know what to expect before they take action	Meaning
52.	 <b>Occam's Razor</b>	Simple solutions are often better than the more complex ones	Meaning

53.	 <b>Noble Edge Effect</b>	Users tend to prefer socially responsible companies	Meaning
54.	 <b>Hindsight Bias</b>	People overestimate their ability to predict outcomes after the fact	Meaning
55.	 <b>Law of Similarity</b>	Users perceive a relationship between elements that look similar	Meaning
56.	 <b>Law of Prägnanz</b>	Users interpret ambiguous images in a simpler and more complete form	Meaning
57.	 <b>Spotlight Effect</b>	People tend to believe they are being noticed more than they really are	Meaning
58.	 <b>Fresh Start Effect</b>	Users are more likely to take action if there's a feeling of new beginnings	Meaning
59.	 <b>Labor Illusion</b>	People value things more when they see the work behind them	Time
60.	 <b>Default Bias</b>	Users tend not to change an established behavior	Time
61.	 <b>Investment Loops</b>	When users invest themselves, they're more likely to come back	Time
62.	 <b>Loss Aversion</b>	People prefer to avoid losses more than earning equivalent gains	Time
63.	 <b>Commitment &amp; Consistency</b>	Users tend to be consistent with their previous actions	Time
64.	 <b>Sunk Cost Effect</b>	Users are reluctant to pull out of something they're invested in.	Time
65.	 <b>Decision Fatigue</b>	Making a lot of decisions lowers users' ability to make rational ones	Time
66.	 <b>Reactance</b>	Users are less likely to adopt a behavior when they feel threatened	Time
67.	 <b>Observer-Expectancy Effect</b>	When researchers' biases influence the participants of an experiment	Time
68.	 <b>Weber's Law</b>	Users adapt better to small incremental changes	Time
69.	 <b>Law of the Instrument</b>	If all you have is a hammer, everything looks like a nail	Time
70.	 <b>Temptation Coupling</b>	Hard tasks are less scary when coupled with something users desire	Time
71.	 <b>Parkinson's Law</b>	The time required to complete a task will take as much time as allowed	Time
72.	 <b>Dunning-Kruger Effect</b>	People tend to overestimate their skills when they don't know much	Time
73.	 <b>Affect Heuristic</b>	People's current emotions cloud and influence their judgment	Time
74.	 <b>Hyperbolic Discounting</b>	People tend to prioritize immediate benefits over bigger future gains	Time
75.	 <b>Cashless Effect</b>	People spend more when they can't actually see the money	Time
76.	 <b>Self-serving bias</b>	People take credits for positive events and blame others if negative	Time
77.	 <b>Pareto Principle</b>	Roughly 80% of the effects come from 20% of the causes	Time
78.	 <b>Discoverability</b>	The ease with which users can discover your features	Time
79.	 <b>Backfire Effect</b>	When people's convictions are challenged, their beliefs get stronger	Time
80.	 <b>False Consensus Effect</b>	People overestimate how much other people agree with them	Time
81.	 <b>Barnum-Forer Effect</b>	Some people believe in astrology and fortune telling.	Time

82.	 <b>IKEA Effect</b>	When user partially create something, they value it way more	Time
83.	 <b>Planning Fallacy</b>	People tend to underestimate how much time a task will take	Time
84.	 <b>Provide Exit Points</b>	Invite users to leave your app at the right moment	Memory
85.	 <b>Peak-End Rule</b>	People judge an experience by its peak and how it ends.	Memory
86.	 <b>Sensory Appeal</b>	Users engage more with things appealing to multiple senses	Memory
87.	 <b>Zeigarnik Effect</b>	People remember incomplete tasks better than completed ones	Memory
88.	 <b>Endowment Effect</b>	Users value something more if they feel it's theirs	Memory
89.	 <b>Chunking</b>	People remember grouped information better	Memory
90.	 <b>Picture Superiority Effect</b>	People remember pictures better than words	Memory
91.	 <b>Method of Loci</b>	People remember things more when they're associated with a location	Memory
92.	 <b>Shaping</b>	Incrementally reinforcing actions to get closer to a target behavior	Memory
93.	 <b>Delighters</b>	People remember more unexpected and playful pleasures	Memory
94.	 <b>Internal Trigger</b>	When users are prompted to take action based on a memory	Memory
95.	 <b>Recognition Over Recall</b>	It's easier to recognize things than recall them from memory	Memory
96.	 <b>Storytelling Effect</b>	People remember stories better than facts alone	Memory
97.	 <b>Negativity Bias</b>	Users recall negative events more than positive ones	Memory
98.	 <b>Availability Heuristic</b>	Users favor recent and available information over past information	Memory
99.	 <b>Spacing Effect</b>	People learn more effectively when study sessions are spaced out	Memory
100.	 <b>Serial Position Effect</b>	It's easier for users to recall the first and last items of a list	Memory



## Don't miss the new ones!

We update the list every few weeks here:  
<https://growth.design/psychology/>

Don't hesitate to share the link with your friends & colleagues who might enjoy it.

—Dan Benoni & Louis-Xavier Lavallée