

5 PSYCHOLOGICAL PRINCIPLES TO APPLY IN WEB DESIGN FOR BETTER USER ENGAGEMENT



1. Visual Hierarchy

- Use contrast, size, and white space to highlight key info
- Make CTAs pop
- Ensure natural content flow

2. Fitts's Law

- Big, bold buttons
- Easy-to-reach navigation
- Ample spacing between clickable items



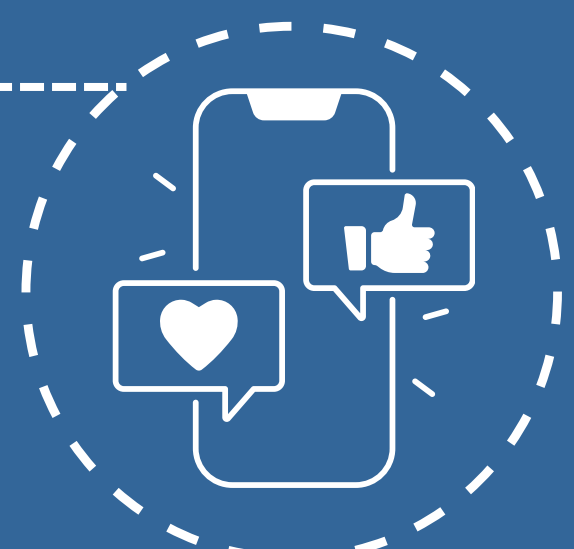
3. Hick's Law

- Minimise menus and CTAs
- Focus each page on one key goal
- Streamline user journeys



4. Social Proof

- Add real customer reviews
- Show brand/client logos
- Embed star ratings and Google Reviews



5. Zeigarnik Effect

- Use progress indicators on forms
- Let users save signups or quotes
- Break tasks into steps

