



#73 Hard-easy effect

We should structure the product's possible actions into workflows—for example, a purchase workflow, a profile update workflow, etc. Once we have outlined and grouped the processes, the next step is to simplify the steps in each process. The rule of simplification is always the same: product components are always much more complex to the users than we think. Thus, anything we consider as “not easy” should be simplified.

#61 The Magical Number 7+-2

If the problem is in the number of objects, we should come up with new methods of categorizing them according to Miller's law. Having too many objects is always bad even if we think that users are used to it.

#5 Context effect

Another thing that complicates the product could be a component that is falling out of the product's context. Also, we should avoid objects unusual in their type and shape as it is often causing an information noise (**#12 Bizarreness effect**, **#20 Contrast effect**).

#14 Picture superiority effect

Sometimes, to simplify product concepts, it can be useful to use pictures, small animations (.gif), etc. The simplest example is replacing one instruction of 70 words with a 4-second long .gif animation explaining the same.

#28 Selective perception

The absence of complaints does not mean that the product is ideally adapted to users' needs. We need to determine which product components are being ignored by users and decide what to do with them.

#49 Automation bias

We can replace some of the visible functionality by converting it into "system hints." This will help to significantly "lighten" the interface. The idea is to show the user some buttons/actions only when needed and hide them the rest of the time.