A PRACTICAL APPROACH TO GESTALT PSYCHOLOGY APPLIED TO WEB DESIGN

UI THAT ROCKS
USE GESTALT TO MAKE YOUR USERS AVOID COGNITIVE OVERLOAD.

A UI THAT ROCKS IS A UI THAT DOESN’T MAKE YOUR USERS THINK.
COMPLEX IMAGES TEND TO BE REDUCED TO SIMPLER SHAPES

GESTALT PRINCIPLES DESCRIBE HOW THE HUMAN EYE PERCEIVES VISUAL ELEMENTS

Gestalt psychology
WE PERCEIVE THE WHOLE OBJECT BEFORE THE COMPONENT PARTS

PERCEPTUAL ORGANISATION UNDERLIES HUMAN PERCEPTION

Gestalt psychology
THE WHOLE IS OTHER THAN THE SUM OF ITS PARTS

Kurt Koffka
WESTERN DESIGN THEORY IS BASED ON GESTALT PRINCIPLES

MANY OF THE DESIGN PRINCIPLES WE FOLLOW ARISE OUT OF GESTALT THEORY
EMERGENCE

SIMPLE SHAPES ARRANGED TOGETHER CAN CREATE A MORE COMPLEX IMAGE.
THE OVERALL APPEARANCE OF AN ELEMENT MUST ALWAYS TAKE PRECEDENCE OVER THE DETAILS.
MULTI STABILITY

OUR MIND CAN ONLY INTERPRET ONE VIEW AT ONCE
CREATORS OF GREAT WEBSITES
DON’T MAKE THEM THINK: AVOID AMBIGUITY OR INFORMATION OVERLOAD IN YOUR UI. USABILITY TESTS ARE YOUR FRIEND.
We see a complete representation even with limited visual information.
BEST SOLUTIONS IN

- DESIGN: 50%
- MARKETING: 70%
- BRANDING: 80%
- 3D MODELING: 90%
YOUR USERS’ MINDS CAN FILL IN THE GAPS: BOLDLY USE WHITE SPACE AS A DESIGN TOOL.
INVARINANCE

WE RECOGNISE OBJECTS EVEN WHEN THEY DIFFER IN PERSPECTIVE, ROTATION, SCALE...
if you can read this

it means you're a human
INVARIANCE, FOR NOW, IS THE EDGE THE HUMAN BRAIN HAS OVER BOTS. ON THE WEB. TYPICALLY USED IN CAPTCHA.
SOME PRINCIPLES ARE MORE HELPFUL THAN OTHERS

THE MOST RELEVANT GESTALT PRINCIPLES FOR WEB DESIGN
FIGURE/GROUND

WE ARE ABLE TO FOCUS ON ONE PART OF A SCENE FILTERING OUT THE OTHER ELEMENTS
Actionable Employee Insights Through Artificial Intelligence

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<th>Your Name</th>
<th>Your Email</th>
<th>Password</th>
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Try it free →
MAKE SURE THAT THE MOST IMPORTANT PARTS OF YOUR UI STAND OUT CLEARLY AGAINST THE BACKGROUND.
SIMILARITY

THE HUMAN EYE GROUPS TOGETHER ELEMENTS THAT SHARE SIMILAR FEATURES.
CLIENTS

We’re proud to have worked with some amazing clients on some fantastic projects over the years. Our work has covered sport, video games, retail, entertainment, leisure and FMCG. We’ve built shops, spiced up politics, branded underground stations and helped launch the most successful piece of gaming hardware around. We’ve worked across Europe and the emerging markets delivering consistent, relevant creative in multiple languages, often on the tightest of deadlines. We have done this by building close and long-lasting partnerships with our clients and making these relationships one of the cornerstones of our business.
UI elements that perform a similar function / belong to a same group share one or more visual feature.
PROXIMITY

THE HUMAN EYE GROUPS TOGETHER ELEMENTS THAT ARE CLOSE TO ONE ANOTHER IN SPACE
How to Prepare WordPress Clients for Google Mobile-First Indexing

Posted by Suzanne Scacca on Apr 4, 2018

Enjoy these reads
MAKE SURE THAT ELEMENTS THAT BELONG TO A SAME GROUP ARE PLACED IN CLOSE PROXIMITY.
We perceive items as grouped when they share the same clearly delineated area.
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805 Likes
42 Comments 108 Shares
MAKE UI EASY TO USE BY PLACING GROUPS OF ELEMENTS WITHIN THE SAME CLEARLY DEFINED REGION OF SPACE.
CLOSURE

OUR MIND SUPPLIES THE MISSING INFORMATION FOR INCOMPLETE SHAPES
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MINIMAL DESIGNS CAN HELP UI BY AVOIDING VISUAL OVERLOAD. LET USERS FILL IN THE GAPS.
THE EYE PERCEIVES THE PATH AS A CONTINUOUS FLOW
USE GESTALT TO MAKE YOUR UI ROCK. ALSO USE IT TO EXPLAIN TO CLIENTS WHY THE LOGO CAN’T BE BIGGER.
GESTALT PSYCHOLOGY: MAIN TAKEAWAY FOR WEB DESIGN

DON’T MAKE THEM THINK.
HTTPS://WWW.FACEBOOK.COM/GROUPS/DESIGNFORGEeks/

(or just search for Design for geeks on Facebook)
THANK YOU
DESIGNFORGEEKS.COM