



1. Exercises, Quizzes, Flashcards & Glossary  
Number of Questions
2. Expert Instructor-Led Training
3. ADA Compliant & JAWS Compatible Platform
4. State of the Art Educator Tools
5. Award Winning Learning Platform (LMS)
6. Chapter & Lessons

Syllabus

Chapter 1: Introduction

Chapter 2: Fitt's Law

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Chapter 5: Jakob's Law

Chapter 6: Tesler's Law

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Chapter 15: Gamification in UX Design

Chapter 16: Biases in UX Design

Videos and How To

## 1. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

## 2. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

## 3. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

## 4. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**
  1. Best Postsecondary Learning Solution
  
- **2015**
  1. Best Education Solution
  2. Best Virtual Learning Solution
  3. Best Student Assessment Solution
  4. Best Postsecondary Learning Solution
  5. Best Career and Workforce Readiness Solution
  6. Best Instructional Solution in Other Curriculum Areas
  7. Best Corporate Learning/Workforce Development Solution
  
- **2016**
  1. Best Virtual Learning Solution
  2. Best Education Cloud-based Solution
  3. Best College and Career Readiness Solution
  4. Best Corporate / Workforce Learning Solution
  5. Best Postsecondary Learning Content Solution
  6. Best Postsecondary LMS or Learning Platform
  7. Best Learning Relationship Management Solution
  
- **2017**
  1. Best Overall Education Solution
  2. Best Student Assessment Solution
  3. Best Corporate/Workforce Learning Solution
  4. Best Higher Education LMS or Learning Platform
  
- **2018**
  1. Best Higher Education LMS or Learning Platform
  2. Best Instructional Solution in Other Curriculum Areas
  3. Best Learning Relationship Management Solution

- **2019**
  1. Best Virtual Learning Solution
  2. Best Content Authoring Development or Curation Solution
  3. Best Higher Education Learning Management Solution (LMS)
  
- **2020**
  1. Best College and Career Readiness Solution
  2. Best Cross-Curricular Solution
  3. Best Virtual Learning Solution

## 5. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

### Syllabus

#### Chapter 1: Introduction

- Section I – Psychology Laws
  
- Section II – Psychological Effects
  
- Section III – Gamification
  
- Section IV – Biases

#### Chapter 2: Fitt's Law

- Introduction
- History
- How to avoid Fitt's law mistakes?
- Conclusion

### Chapter 3: Hick's Law

- Introduction
- History
- Let us understand Hick's law
- Conclusion

### Chapter 4: Miller's Law

- Introduction
- History
- Understanding Miller's law with examples
- Conclusion

### Chapter 5: Jakob's Law

- Introduction

- History
- Jakob's law and its usage
- Tips and strategies to use Jakob's Law
- Conclusion

## Chapter 6: Tesler's Law

- Introduction
- History
- Real-life examples of Tesler's law
- Tips to use Tesler's law
- Conclusion

## Chapter 7: Gestalt's Law

- Introduction
- History
- Law of proximity
- Law of similarity
- Law of continuity
- Law of closure

- Law of focal point
- Conclusion

## Chapter 8: Doherty Threshold

- Introduction
- History
- Examples of Doherty Threshold
- Conclusion

## Chapter 9: Zeigarnik Effect

- Introduction
- History
- Use cases of the Zeigarnik effect
- Tips to use Zeigarnik effect
- Conclusion

## Chapter 10: Storytelling Effect

- Introduction
- History
- Tips on how to use storytelling effectively

- Conclusion

## Chapter 11: Halo Effect

- Introduction
- History
- Reverse Halo effect
- Impact of Halo Effect in UX
- Conclusion
- Key findings

## Chapter 12: Goal Gradient Effect

- Introduction
- History of the goal gradient effect
- Practical examples of Goal gradient effect
- Conclusion

## Chapter 13: Picture Superiority Effect

- Introduction
- History of PSE

- Know what makes images memorable
- Conclusion

## Chapter 14: Von Restorff Effect

- Introduction
- History
- Von Restorff affects everyone
- Use of Von Restorff effects by UX Designers
- Conclusion
- Points to remember

## Chapter 15: Gamification in UX Design

- Introduction
- Scarcity
- Social proof
- Reciprocation
- Reinforcement
- Shared commitment
- Conclusion

## Chapter 16: Biases in UX Design

- Introduction
- Confirmation bias
- Negativity bias
- Research bias
- Default bias
- Anchoring bias
- Tips to overcome anchoring biases
- Conclusion

You can't stay away! Get

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