

*Entia non sunt multiplicanda praeter necessitatem (Latin): Entities should not be multiplied beyond necessity.*

When faced with multiple competing explanations or hypotheses, one should prefer the simplest explanation with the fewest assumptions.

## Why Ocam's Razor law?

Occam's Razor is important in UX design because it encourages simplicity and clarity, resulting in user interfaces that are more intuitive, efficient, and enjoyable. By minimizing complexity and focusing on essential elements, designers create experiences that are easier for users to understand, navigate, and interact with, ultimately leading to higher user satisfaction, retention, and product success.

## How product designers can apply the law in design?

### Simplify navigation

Streamline menus, group similar items, and use clear labels to make it easy for users to find what they're looking for.



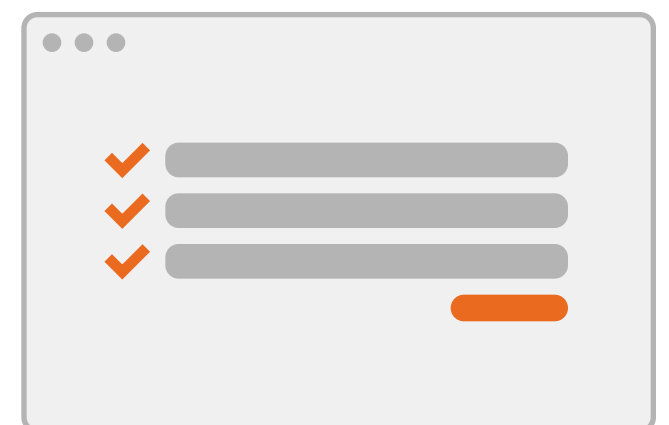
### Reduce cognitive load

Limit the amount of information presented at once, break down complex tasks into smaller steps, and provide clear instructions to help users focus on their goals.



### Minimize user input

Reduce the number of fields in forms, use smart defaults, and employ autofill features to decrease the amount of manual input required.



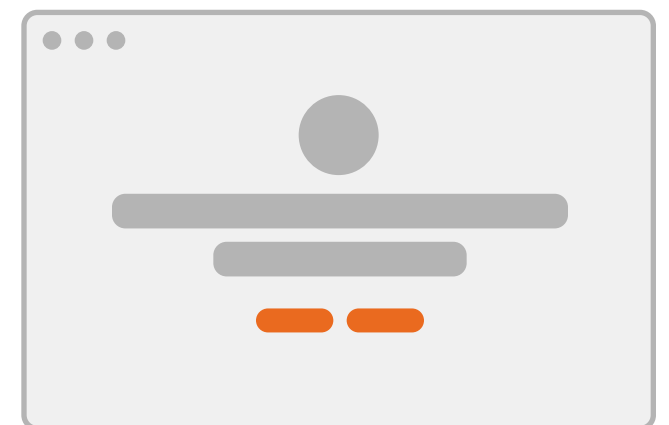
### Emphasize clarity and consistency

Use consistent visual elements, typography, and color schemes throughout the design to help users build a mental model of the interface.



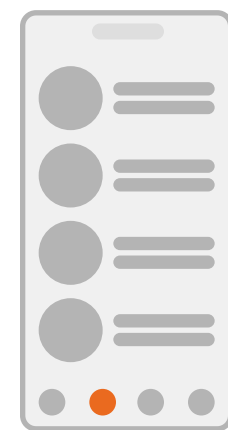
### Remove unnecessary elements

Eliminate any extraneous features, buttons, or content that don't directly contribute to the user's goals or improve their experience.



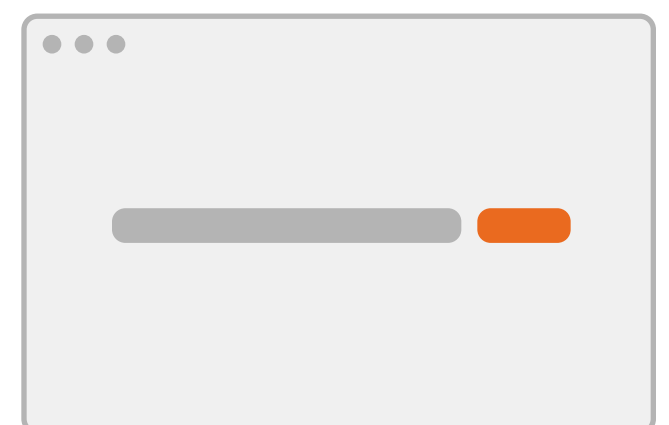
### Optimize for mobile

Design with mobile devices in mind, ensuring that interfaces are responsive, touch-friendly, and easily navigable on smaller screens.



### Prioritize usability over aesthetics

While an attractive interface is important, prioritize functionality and ease of use over purely visual design elements.



### Test and iterate

Conduct user testing to identify potential issues or areas for improvement, and continually refine the design based on user feedback.

