

## #56 What to consider when working with lists (any)?

Development

Pre-SignUp

Post-SignUp



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### #102 Serial recall

The order of the components in the list affects the quality of the content perception. Each subsequent element of the list should be a logical continuation of the previous element. For example, if I placed this item in the middle of the list, it might be less comfortable to read.

### #85 Unit bias

A correctly selected number of items in a list increases the likelihood of reading/completing it.

### #104 Primacy effect

If the list consists of different events (e.g., a list of alerts), then when prioritizing them, we should consider the effect of primacy.

### #49 Automation bias

By adding features such as system prompts, we reduce users' attention while increasing their comfort in working with lists. We need to find the line where the system will support users, but at the same time, it will not lead them to entirely depend on this support (of course, if this is not our goal).

### #15 Von Restorff effect

Lists are especially sensitive to different object types that "fall out" of the standard. This can be used when we want to draw the user's attention to something specific.

### #17 Negativity bias

By setting a negative tone at the very beginning of the list, we significantly affect the user's perception of it. This factor can be used in completely different ways, depending on the product's specifics and goals.

### #21 Distinction bias

Depending on the positioning and order of items in the list, we can control the user's level of attention and the number of differences noticed by them.

### #46 Functional fixedness, #58 Normality bias

When regularly working with lists, users quickly create small habits to keep the number of actions minimum. We should be aware of these habits and do not let our changes affect those.

### #105 Serial-position effect

We can underline the most important items in the list by placing them at the beginning or end.