






4 Consistency and Standards

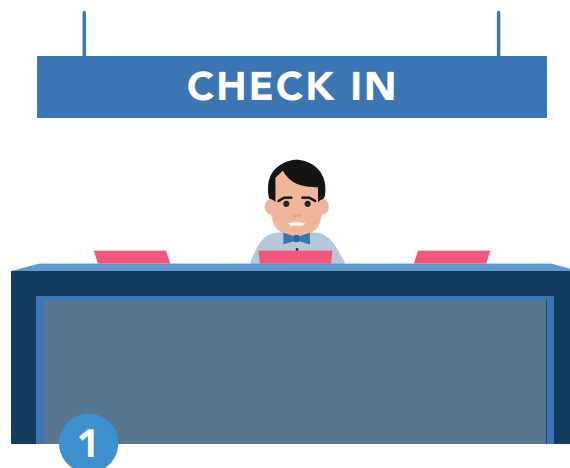
Definition Users should not have to wonder whether different words, situations, or actions mean the same thing. **Follow platform and industry conventions.**

Jakob's Law states that people spend most of their time on products other than yours. Failing to maintain consistency may increase the users' cognitive load by forcing them to learn something new.

 **Tip:** Improve learnability by maintaining *both* types of consistency: internal and external.

 **Tip:** Maintain consistency within a single product or a family of products (*internal consistency*).

 **Tip:** Follow established industry conventions (*external consistency*).



1 Check-in counter

Check-in counters are usually located at the front of hotels. This consistency meets customers' expectations.

2 Design system

Using elements from the same design system across the product lines lowers the learning curve of users.

3 Notifications

A standardized notification design provides a similar but distinguishable look and feel for different app pop-ups.

