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).

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

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

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