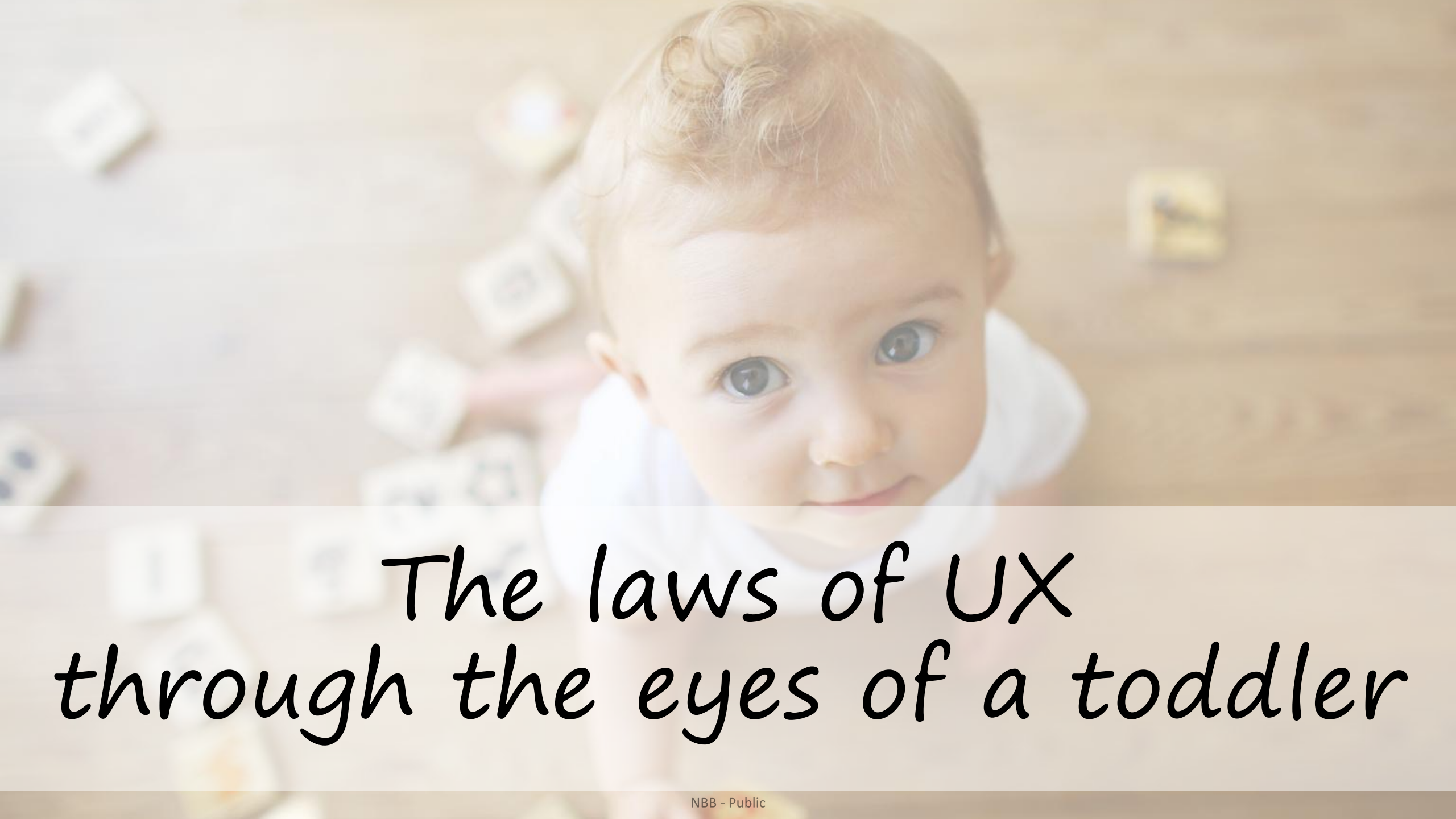


The laws of UX through the eyes of a toddler

NBB - Public



NBB - Public


JACK MASON

I **understand** that

You **want** to keep playing,

But you are hungry

So you **need** to eat something

NBB - Public


Reciprocal Tariffs
Country
Tariffs Charged to the U.S.A. Including Currency Manipulation and Trade Barriers
U.S.A. Discounte Reciprocal Tariffs
China 67% 34%
European Union 39% 20%
Vietnam 90% 46%
Taiwan 64% 32%
Japan 46% 24%
India 52% 26%
South Korea 50% 25%
Thailand 72% 36%
Switzerland 61% 31%
Indonesia 64% 32%
Malaysia 47% 24%
Cambodia 97% 49%
United Kingdom 10% 10%
60% 30%
10% 10%
74% 37%
10% 10%
33% 17%
34% 17%
10% 10%
10% 10%
58% 29%
10% 10%
88% 44%
SEAL OF THE PRESIDENT OF THE UNITED STATES
E PLURIBUS UNUM
NBB - Public

I **understand** that

You **want** a table with 50 columns,

But you are comparing categories

So you **need** a bar chart

NBB - Public


BLS Overestimates Biden Jobs by Nearly 1.5 Million
UNLEASH PROSPERITY
Total Nonfarm Payroll Revisions
0
-200,000
-400,000
-600,000
-800,000
-1,000,000
-1,200,000
-1,400,000
-1,600,000
-855,000
-601,000
-1,456,000
Benchmark Revisions
Monthly Revisions
Total Overestimate 2023-2024
Source: Bureau of Labor Statistics, CES



Who has kids?

NBB - Public



NBB - Public



NBB - Public


O'REILLY
SECOND EDITION
Laws of UX
USING PSYCHOLOGY TO DESIGN
BETTER PRODUCTS & SERVICES



NBB - Public


O'REILLY
SECOND EDITION
Laws of UX
USING PSYCHOLOGY TO DESIGN
BETTER PRODUCTS & SERVICES



Get a kid



NBB - Public

The laws of UX through the eyes of a toddler













The laws of UX through the eyes of a toddler













NBB - Public

Doorknob law

aka Jacob's law







- Tie your kid to the bed
- Have an older sister in charge
- Apply Jacob's law

Doorknob law

aka Jacob's law





	A	B	C	D	E	F	G	H	I	J	K	L
1	Segment	Country	Product	Discount Band	Units Sold	Manufacturin	Sale Price	Gross Sales	Discounts	Sales	COGS	Profit
2	Government	Canada	Carretera	None	1618.50	3	20.00	32370.00	0.00	32370.00	16185.00	16185.00
3	Government	Germany	Carretera	None	1321.00	3	20.00	26420.00	0.00	26420.00	13210.00	13210.00
4	Midmarket	France	Carretera	None	2178.00	3	15.00	32670.00	0.00	32670.00	21780.00	10890.00
5	Midmarket	Germany	Carretera	None	888.00	3	15.00	13320.00	0.00	13320.00	8880.00	4440.00
6	Midmarket	Mexico	Carretera	None	2470.00	3	15.00	37050.00	0.00	37050.00	24700.00	12350.00
7	Government	Germany	Carretera	None	1513.00	3	350.00	529550.00	0.00	529550.00	393380.00	136170.00
8	Midmarket	Germany	Montana	None	921.00	5	15.00	13815.00	0.00	13815.00	9210.00	4605.00
9	Channel Partners	Canada	Montana	None	2518.00	5	12.00	30216.00	0.00	30216.00	7554.00	22662.00
10	Government	France	Montana	None	1899.00	5	20.00	37980.00	0.00	37980.00	18990.00	18990.00
11	Channel Partners	Germany	Montana	None	1545.00	5	12.00	18540.00	0.00	18540.00	4635.00	13905.00
12	Midmarket	Mexico	Montana	None	2470.00	5	15.00	37050.00	0.00	37050.00	24700.00	12350.00
13	Enterprise	Canada	Montana	None	2665.50	5	125.00	333187.50	0.00	333187.50	319860.00	13327.50
14	Small Business	Mexico	Montana	None	958.00	5	300.00	287400.00	0.00	287400.00	239500.00	47900.00
15	Government	Germany	Montana	None	2146.00	5	7.00	15022.00	0.00	15022.00	10730.00	4292.00
16	Enterprise	Canada	Montana	None	345.00	5	125.00	43125.00	0.00	43125.00	41400.00	1725.00
17	Midmarket	United States of America	Montana	None	615.00	5	15.00	9225.00	0.00	9225.00	6150.00	3075.00
18	Government	Canada	Paseo	None	292.00	10	20.00	5840.00	0.00	5840.00	2920.00	2920.00
19	Midmarket	Mexico	Paseo	None	974.00	10	15.00	14610.00	0.00	14610.00	9740.00	4870.00
20	Channel Partners	Canada	Paseo	None	2518.00	10	12.00	30216.00	0.00	30216.00	7554.00	22662.00
21	Government	Germany	Paseo	None	1006.00	10	350.00	352100.00	0.00	352100.00	261560.00	90540.00
22	Channel Partners	Germany	Paseo	None	367.00	10	12.00	4404.00	0.00	4404.00	1101.00	3303.00
23	Government	Mexico	Paseo	None	883.00	10	7.00	6181.00	0.00	6181.00	4415.00	1766.00
24	Midmarket	France	Paseo	None	549.00	10	15.00	8235.00	0.00	8235.00	5490.00	2745.00
25	Small Business	Mexico	Paseo	None	788.00	10	300.00	236400.00	0.00	236400.00	197000.00	39400.00
26	Midmarket	Mexico	Paseo	None	2472.00	10	15.00	37080.00	0.00	37080.00	24720.00	12360.00
27	Government	United States of America	Paseo	None	1143.00	10	7.00	8001.00	0.00	8001.00	5715.00	2286.00
28	Government	Canada	Paseo	None	1725.00	10	350.00	603750.00	0.00	603750.00	448500.00	155250.00
29	Channel Partners	United States of America	Paseo	None	912.00	10	12.00	10944.00	0.00	10944.00	2736.00	8208.00
30	Midmarket	Canada	Paseo	None	2152.00	10	15.00	32280.00	0.00	32280.00	21520.00	10760.00
31	Government	Canada	Paseo	None	1817.00	10	20.00	36340.00	0.00	36340.00	18170.00	18170.00
32	Government	Germany	Paseo	None	1513.00	10	350.00	529550.00	0.00	529550.00	393380.00	136170.00
33	Government	Mexico	Velo	None	1493.00	120	7.00	10451.00	0.00	10451.00	7465.00	2986.00
34	Enterprise	France	Velo	None	1804.00	120	125.00	225500.00	0.00	225500.00	216480.00	9020.00
35	Channel Partners	Germany	Velo	None	2161.00	120	12.00	25932.00	0.00	25932.00	6483.00	19449.00
36	Government	Germany	Velo	None	1006.00	120	350.00	352100.00	0.00	352100.00	261560.00	90540.00
37	Channel Partners	Germany	Velo	None	1545.00	120	12.00	18540.00	0.00	18540.00	4635.00	13905.00

2019 2020 2021 2022

Green Hill | Main Ave | Park Lane

AVG RENT

1.41K

% YoY: +7.5%

MAX RENT

2.8K

% YoY: -6.7%

MIN RENT

380

% YoY: -5.0%

RENTAL DAYS

AVG
301

MIN
200

MAX
399



CA | DE | IN | UK | USA

TOTAL RENTAL INCOME

Rented Vacant

Rental Profit

60K

Possible Profit (Vacant)

43K

3K
2K
1K

Berlin | Düsseldorf | Hamburg | Munich | Stuttgart

AVERAGE RENT INCOME

2,000
1,500
1,000
500
0

J F M A M J J A S O N D

AVG RENT | RENT PROPERTY | % YoY AVG RENT



- Ease them into the transition





- Ease them into the transition
- Allow users to opt in/out





- Ease them into the transition
- Allow users to opt in/out
- Talk, talk, talk

The laws of UX through the eyes of a toddler













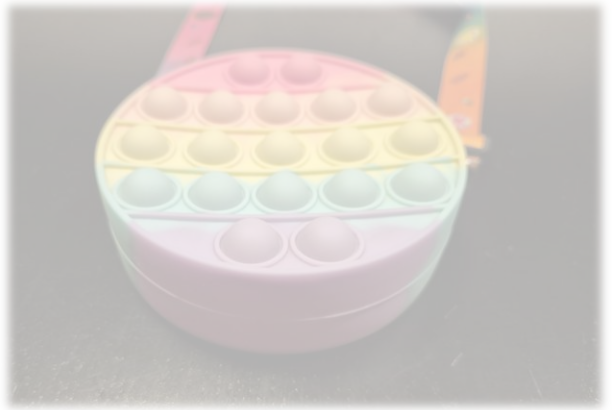
The laws of UX through the eyes of a toddler

Build trust











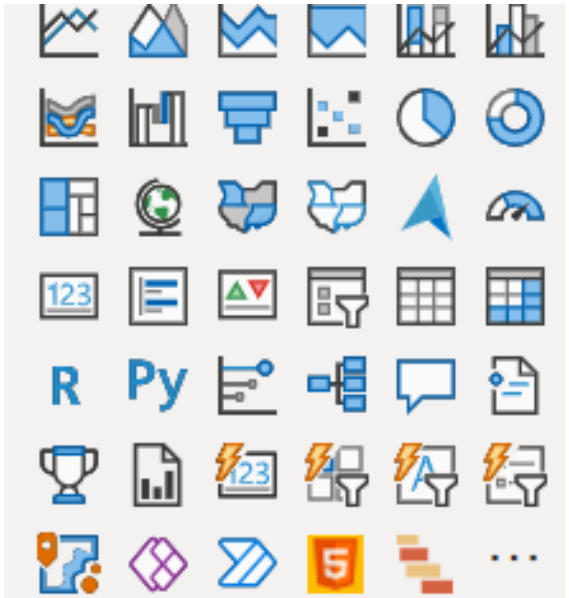


Open ended play aka Postel's law

NBB - Public

- Color
- Form
- Fit




123
R
Py
123

Date	Country	Total Profit
01-Sep-2013	Canada	€ 95,357.21
01-Sep-2013	France	€ 175,922.59
01-Sep-2013	Germany	€ 198,528.16
01-Sep-2013	Mexico	€ 112,149.20
01-Sep-2013	United States of America	€ 181,645.87
01-Oct-2013	Canada	€ 268,804.28
01-Oct-2013	France	€ 431,798.96
01-Oct-2013	Germany	€ 597,036.56
01-Oct-2013	Mexico	€ 141,320.56
01-Oct-2013	United States of America	€ 218,834.74
01-Nov-2013	Canada	€ 203,770.10
01-Nov-2013	France	€ 120,407.30
01-Nov-2013	Germany	€ 183,912.90
Total		**€ 16,893,702.26**

7 clicks

10 clicks

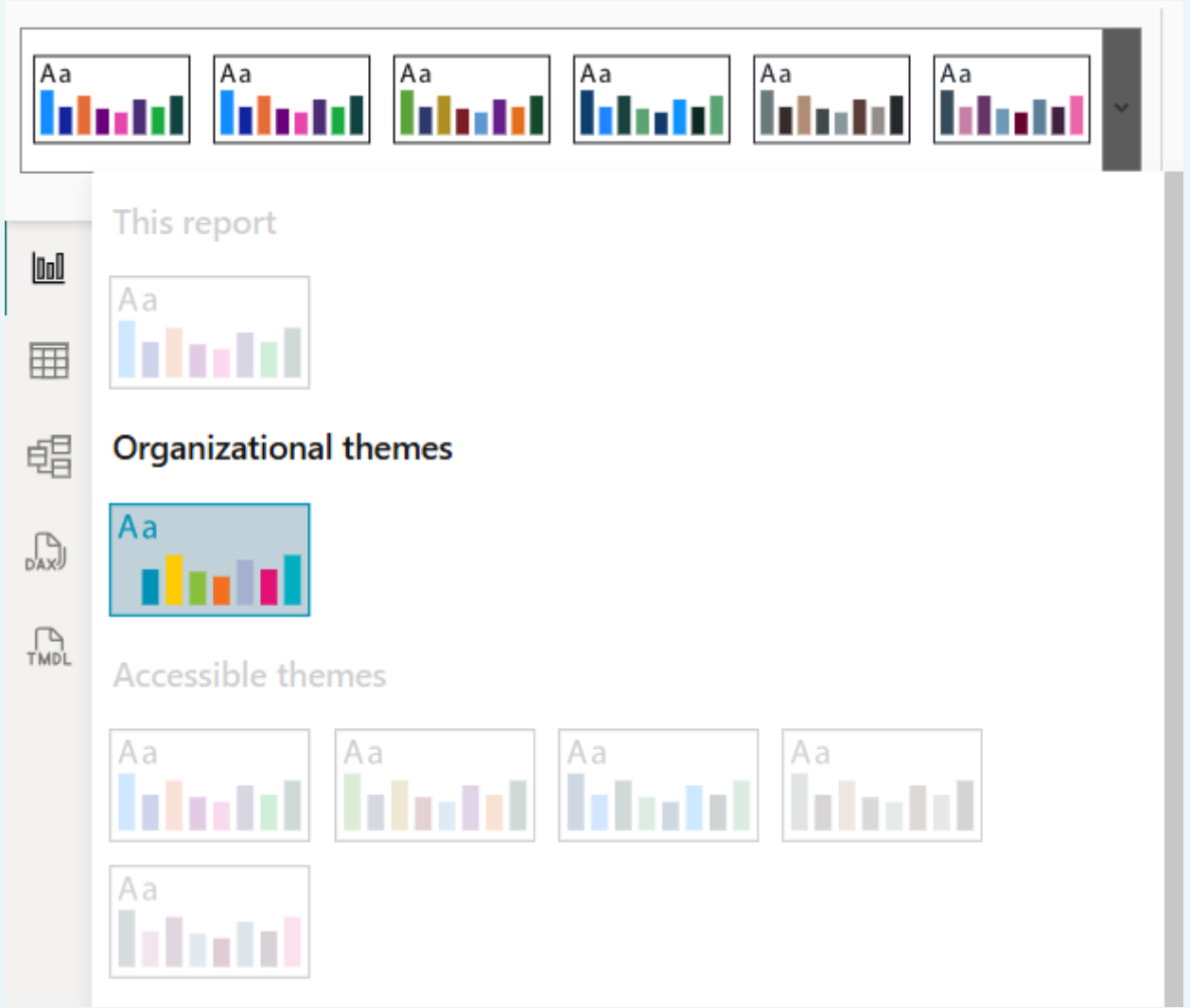
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01-Oct-2013	Mexico	€ 141,320.56
Total		**€ 16,893,702.26**

10 clicks


This report
Organizational themes
Accessible themes
DAX
TMDL

- Color
- Formatting
- Background




This report
Organizational themes
Accessible themes
DAX
TMDL

Date	Country	Total Profit
01-Sep-2013	Canada	€ 95,357.21
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1 click

Date	Country	Total Profit
01-Sep-2013	Canada	€ 95,357.21
01-Sep-2013	France	€ 175,922.59
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01-Sep-2013	Mexico	€ 112,149.20
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The laws of UX through the eyes of a toddler

Build trust











NBB - Public

The laws of UX through the eyes of a toddler

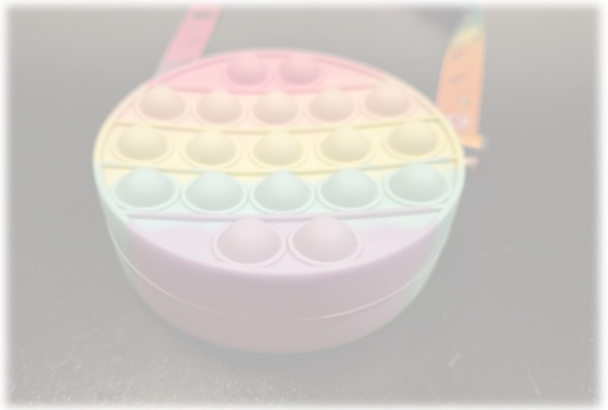
Build trust



Design efficiently

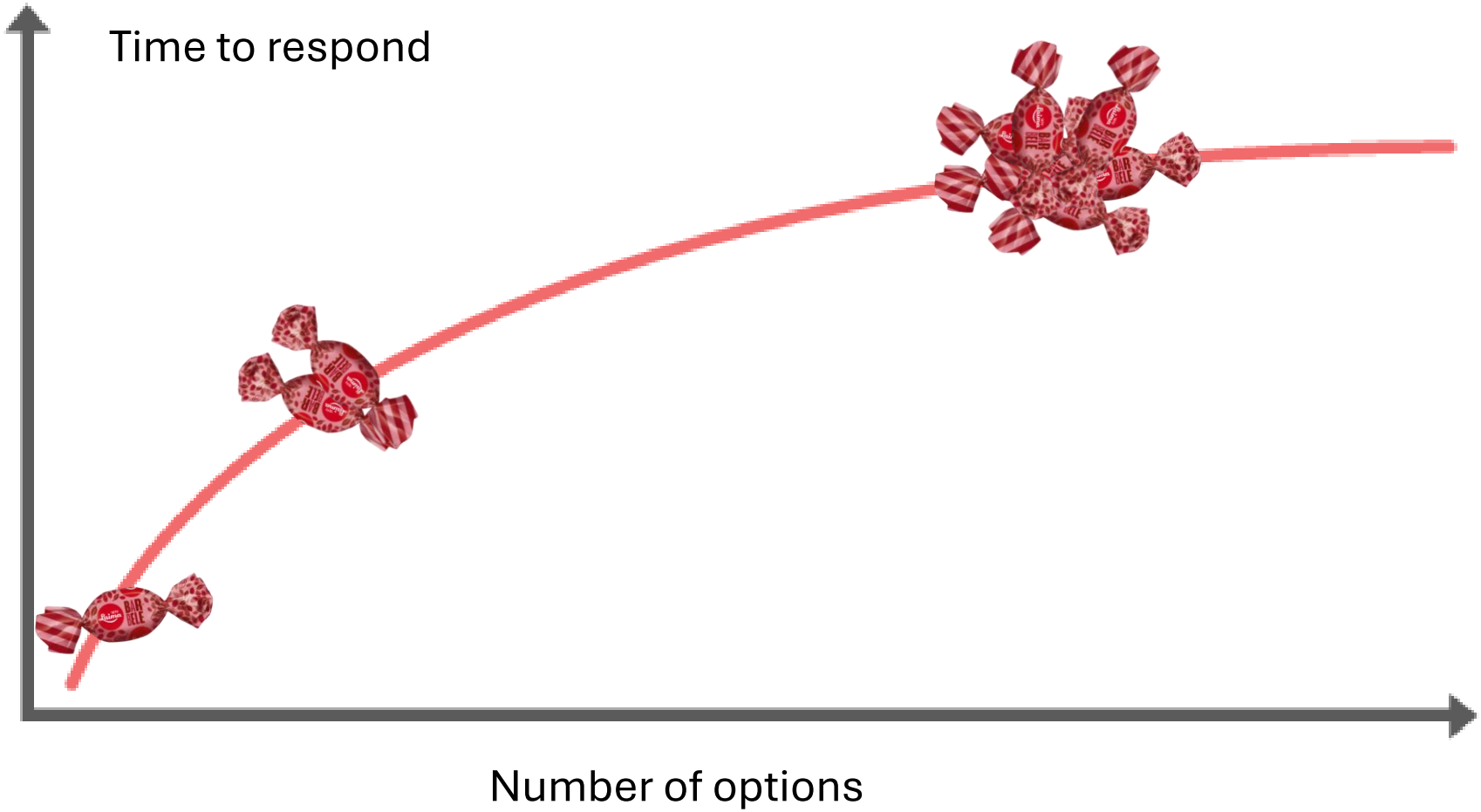









Candy law
aka Hick's law


Time to respond
Number of options

NexaCall

Overview | Records

Call Center Analysis

August 2025

Max Min

Designed by
Jonathan Akpogbo Chris

Incoming Calls

32,941
Calls

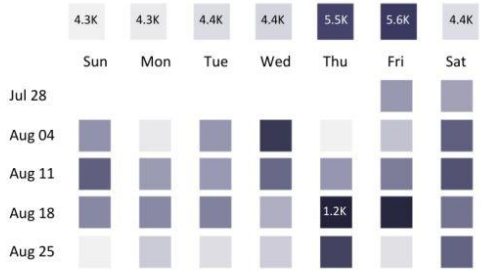


Total Call Duration

824,222
Minutes

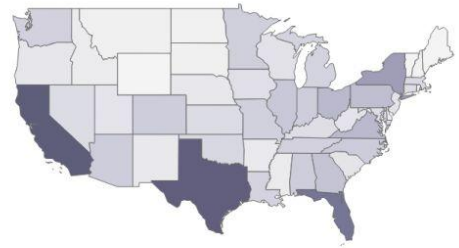


No of Calls Per day (August 2025)



State

Click on a state to drill down



Avg Call Duration

25
Minutes

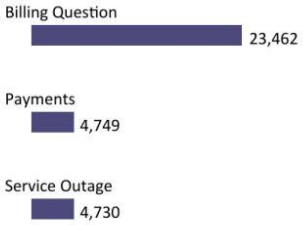


Avg Satisfaction

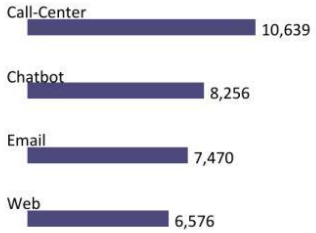
5.5
CSAT



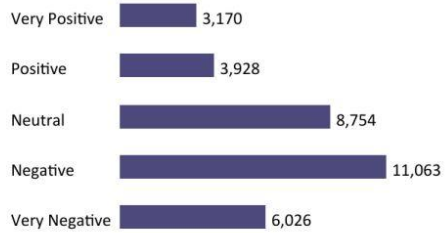
Reason for Call



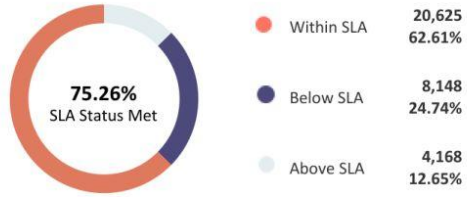
Call Channel



Sentiment



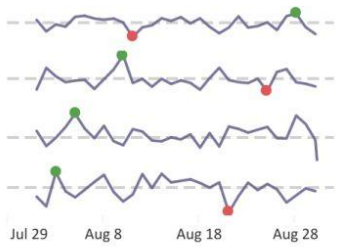
Response Time



Call Centers



Avg Call Duration over time



Recent Calls

ID	DATE	CALLER	SLA STATUS	SENTIMENT
AAV-55712680-M-150407-aO	30 Aug 2025	**Carline Goranov** Des Moines, Iowa	Within SLA	Negative
ACI-69828116-Z-070252-1E	30 Aug 2025	**Henrieta Danielian** Colorado Springs, Colorado	Below SLA	Very Positive
ACJ-83115031-v-161814-VL	30 Aug 2025	**Ced L'Episcopio** Houston, Texas	Below SLA	Positive

NexaCall

Overview | Records

Call Center Analysis

August 2025

Max Min

Designed by
Jonathan Akpogbo Chris

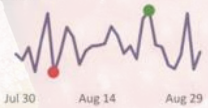
Incoming Calls

32,941
Calls



Total Call Duration

824,222
Minutes



Avg Call Duration

25
Minutes

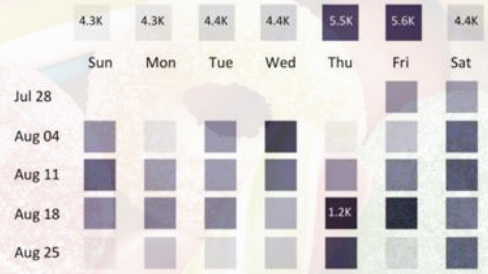


Avg Satisfaction

5.5
CSAT

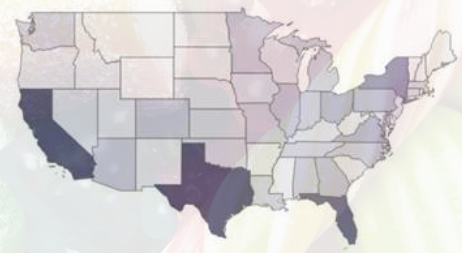


No of Calls Per day (August 2025)

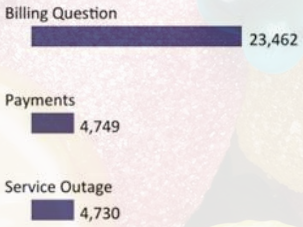


State

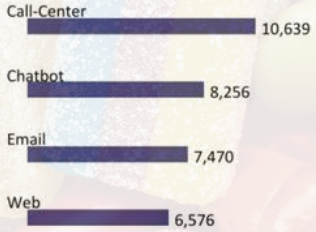
Click on a state to drill down



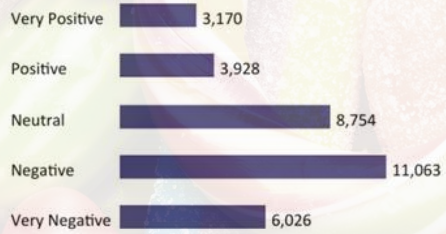
Reason for Call



Call Channel



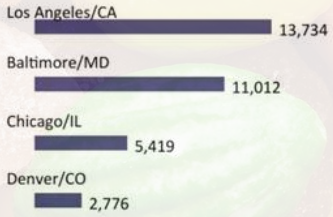
Sentiment



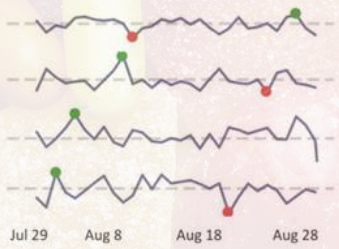
Response Time



Call Centers

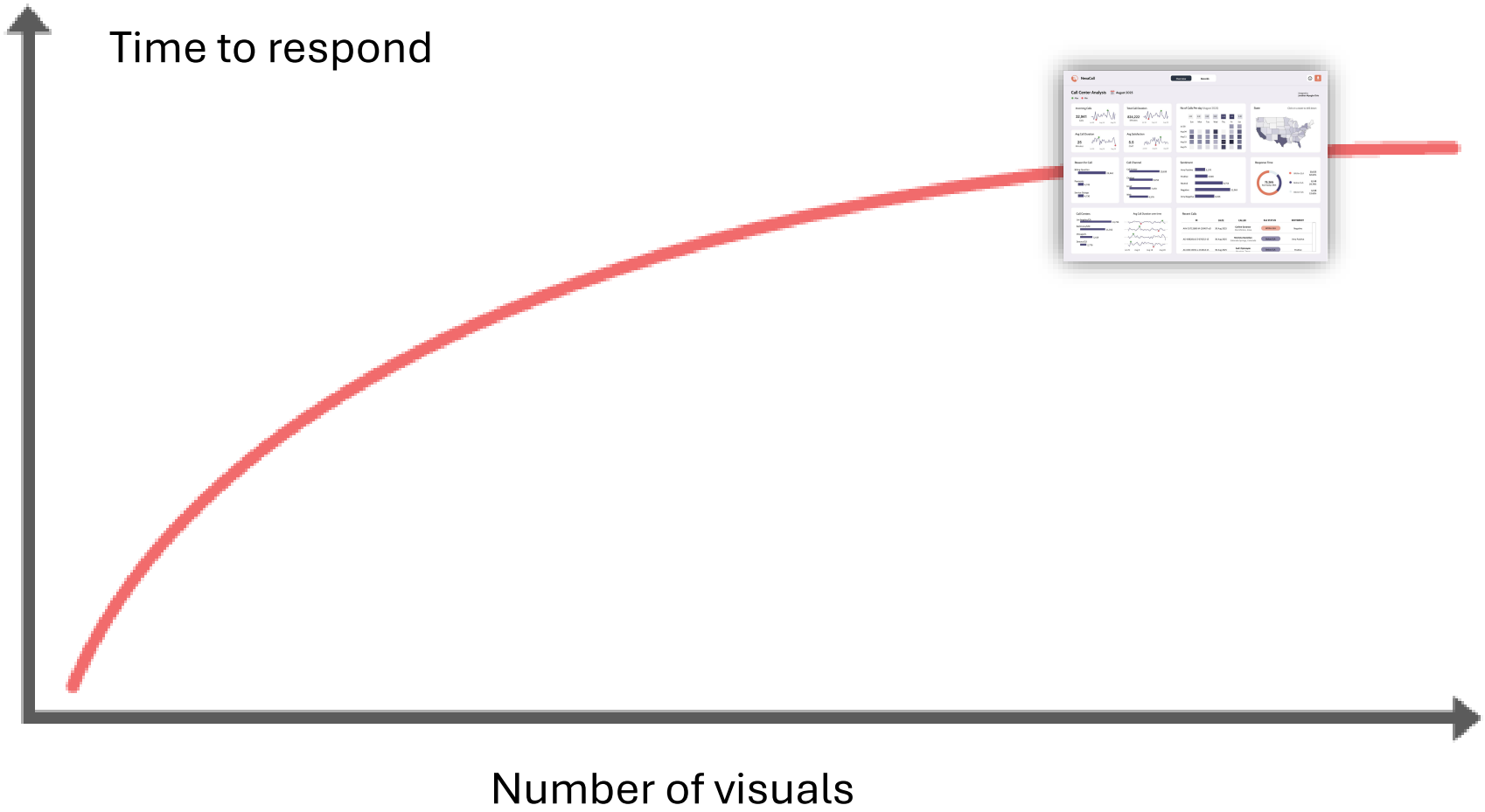


Avg Call Duration over time



Recent Calls

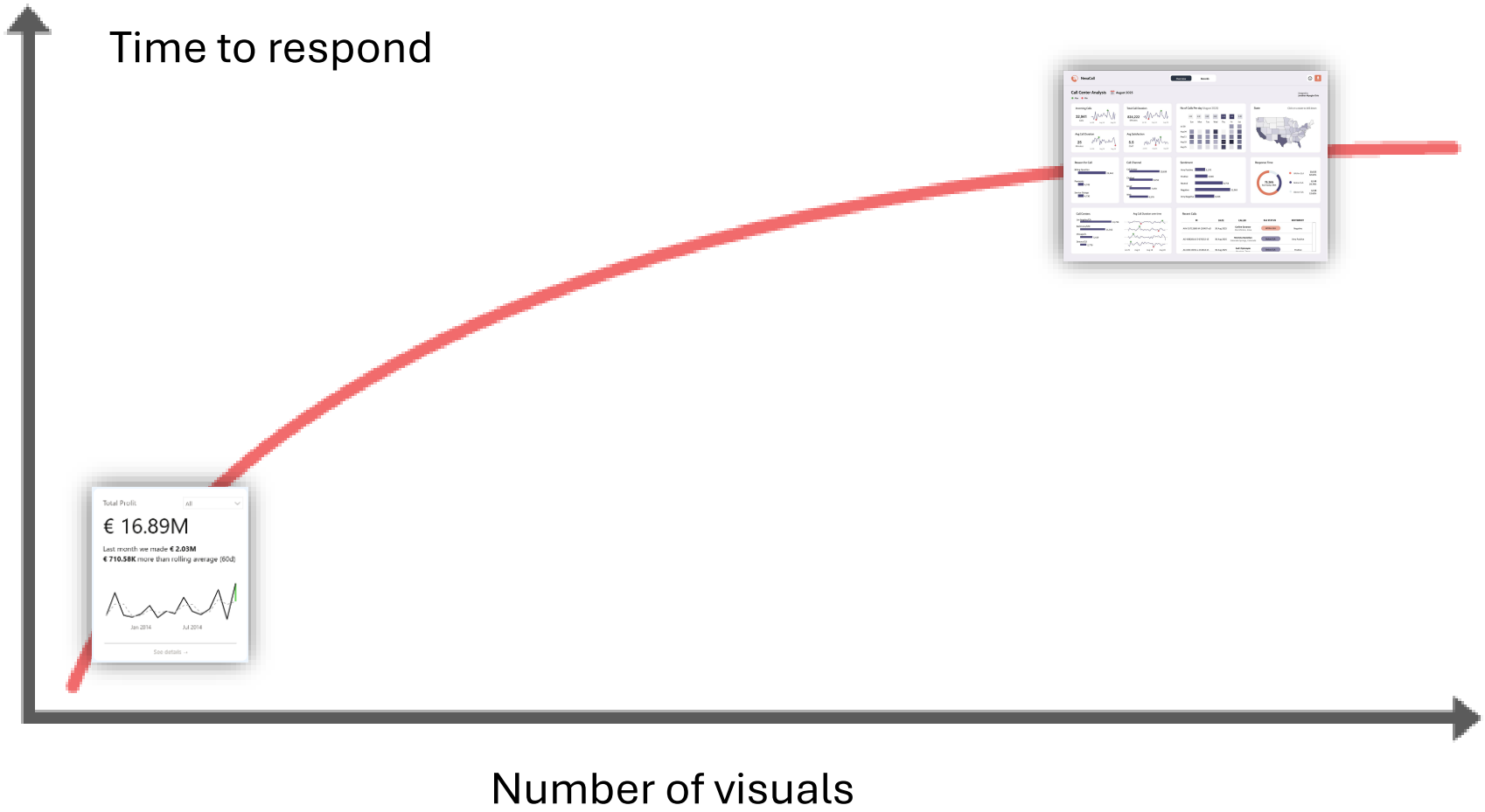
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ACJ-83115031-v-161814-VL	30 Aug 2025	Ced L'Episcopio Houston, Texas	Below SLA	Positive


Time to respond
Number of visuals


9:41
WEDNESDAY
27
Gym
10:00–11:30AM
Lunch & Learn
12–1PM
Calendar
FaceTime
WED
27
Calendar
Photos
Camera
San Francisco
58°
Mostly Cloudy
H:66° L:56°
10AM 11AM 12PM 1PM 2PM 3PM
59° 62° 63° 65° 66° 66°
Weather
Mail
Notes
Reminders
Clock
News
TV
Podcasts
App Store
Search

NBB - Public




Time to respond
Total Profit
€ 16.89M
Last month we made € 2.03M
€ 710.58K more than rolling average (60d)
Jan 2014
Jul 2014
See details →
Number of visuals

The laws of UX through the eyes of a toddler

Build trust











NBB - Public

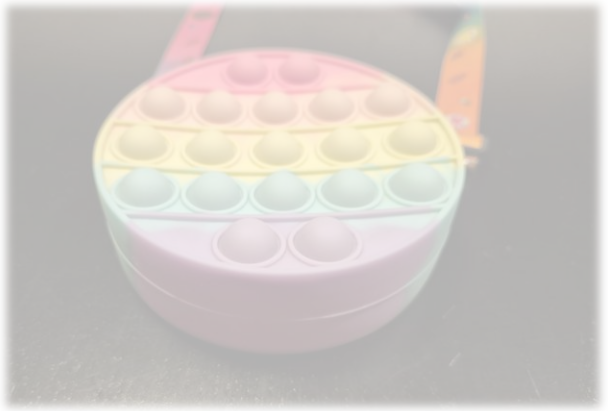
The laws of UX through the eyes of a toddler

Build trust





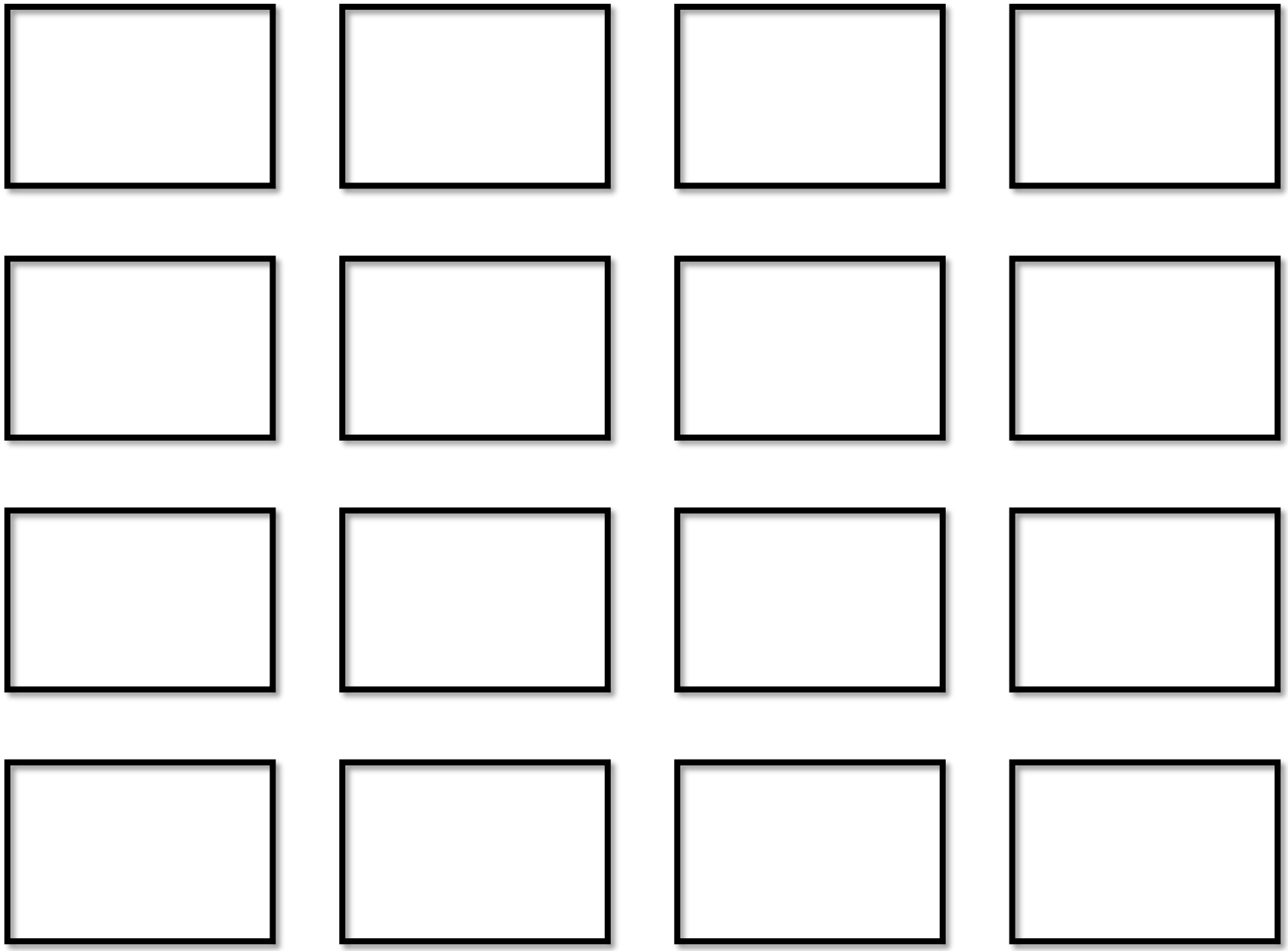








Memory law
aka Miller's law



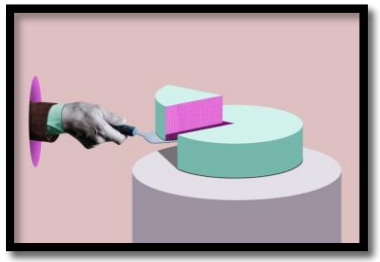
NBB - Public

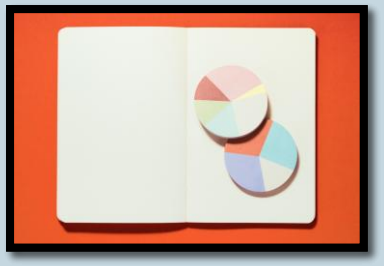


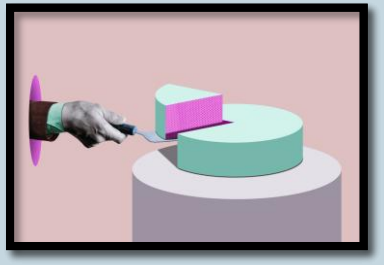


NBB - Public

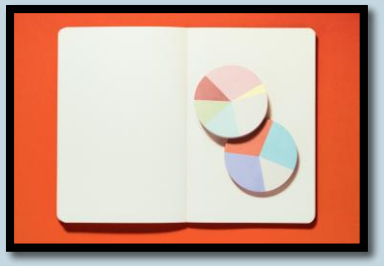


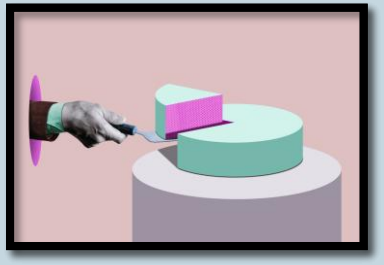


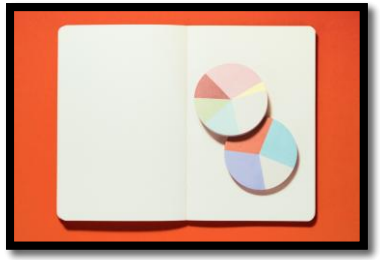


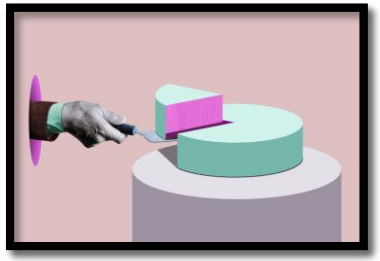
NBB - Public

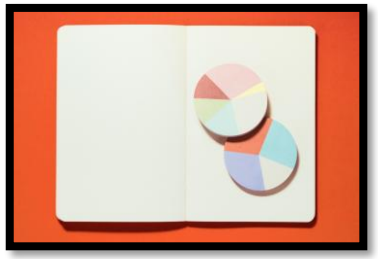



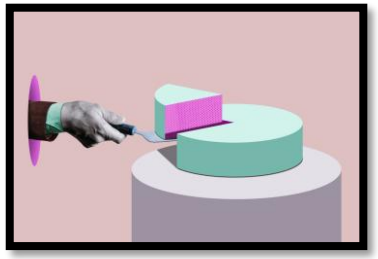


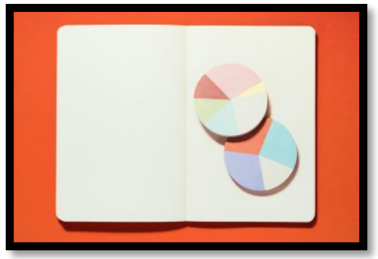
NBB - Public

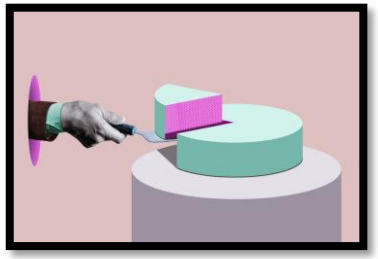















The laws of UX through the eyes of a toddler

Build trust











The laws of UX through the eyes of a toddler

Build trust







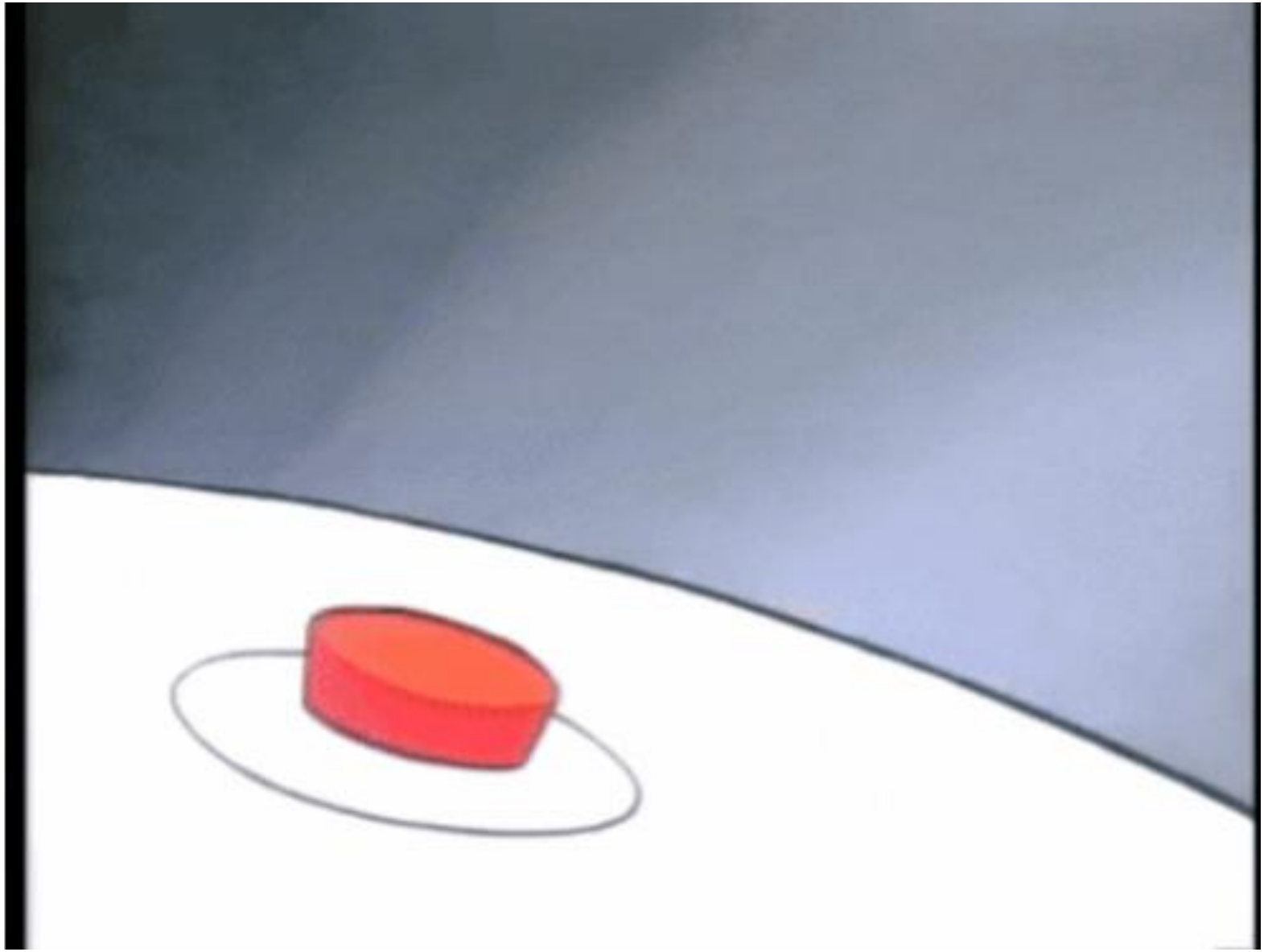




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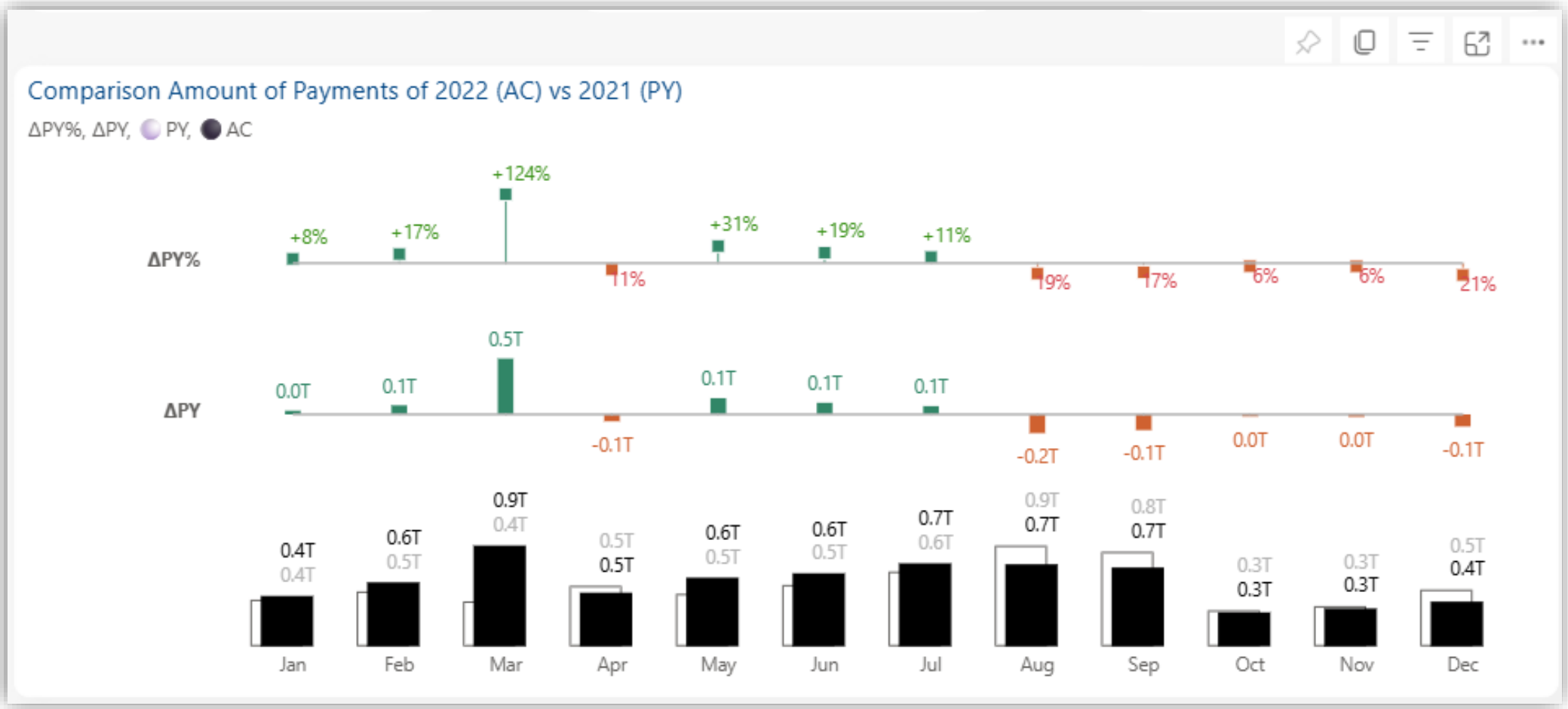
The button itch
aka Tesler's Law

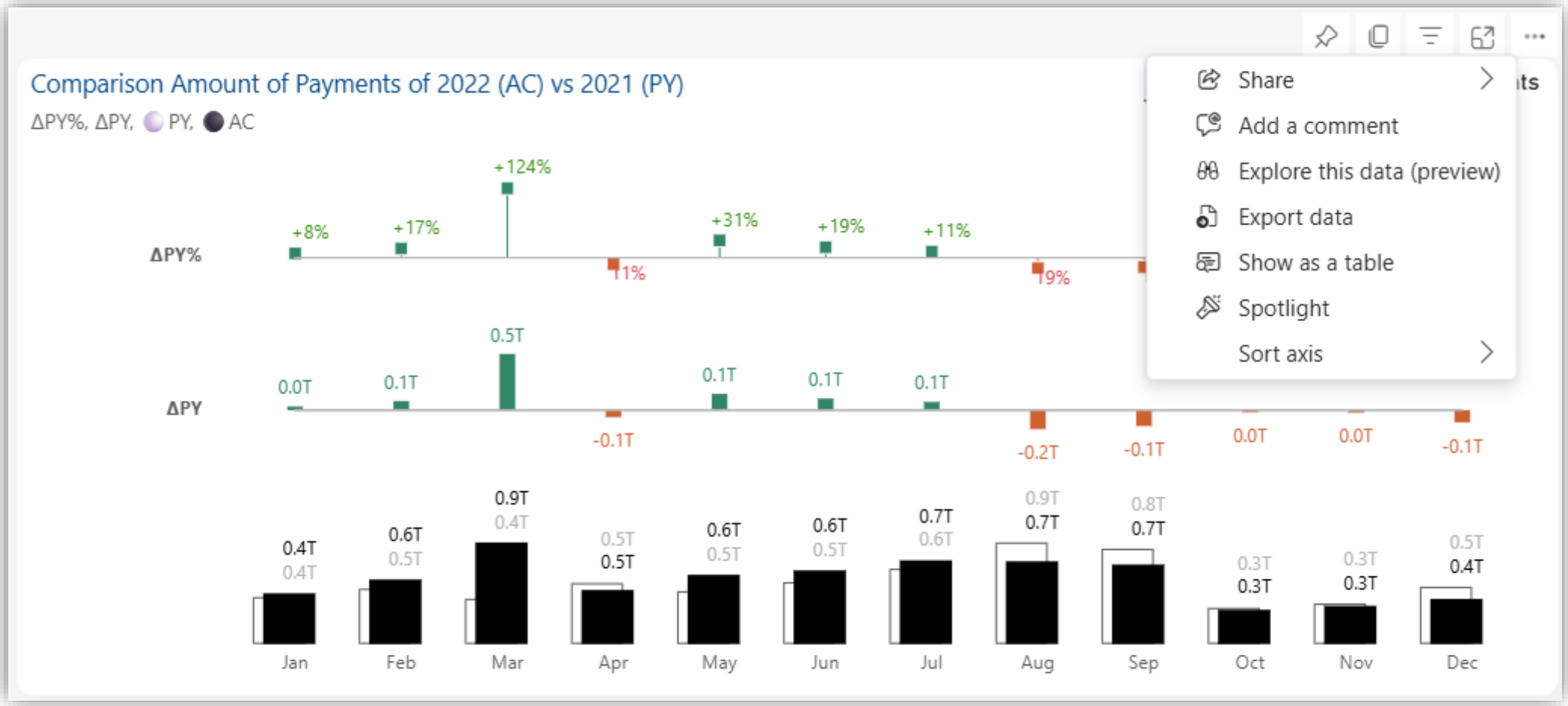









Comparison Amount of Payments of 2022 (AC) vs 2021 (PY)
ΔPY%, ΔPY, PY, AC
ΔPY%
+8%
+17%
+124%
-11%
+31%
+19%
+11%
-19%
-17%
-6%
-6%
-21%
ΔPY
0.0T
0.1T
0.5T
-0.1T
0.1T
0.1T
0.1T
-0.2T
-0.1T
0.0T
0.0T
-0.1T
0.4T
0.4T
0.6T
0.5T
0.9T
0.4T
0.5T
0.5T
0.6T
0.5T
0.6T
0.5T
0.7T
0.6T
0.9T
0.7T
0.8T
0.7T
0.3T
0.3T
0.3T
0.3T
0.5T
0.4T
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec


Comparison Amount of Payments of 2022 (AC) vs 2021 (PY)
ΔPY%, ΔPY, PY, AC
Share
Add a comment
Explore this data (preview)
Export data
Show as a table
Spotlight
Sort axis
ΔPY%
+8%
+17%
+124%
-11%
+31%
+19%
+11%
-19%
ΔPY
0.0T
0.1T
0.5T
-0.1T
0.1T
0.1T
0.1T
-0.2T
-0.1T
0.0T
0.0T
-0.1T
0.4T
0.4T
0.6T
0.5T
0.9T
0.4T
0.5T
0.5T
0.6T
0.5T
0.6T
0.5T
0.7T
0.6T
0.9T
0.7T
0.8T
0.7T
0.3T
0.3T
0.3T
0.3T
0.5T
0.4T
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

Train your user

or

Simplify your design

Train your user

or

Simplify your design

Train your user

and

Simplify your design

NBB - Public















The laws of UX through the eyes of a toddler

Build trust











NBB - Public

The laws of UX through the eyes of a toddler

Build trust











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The laws of UX through the eyes of a toddler

Build trust











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The shiny toy law
aka Von Restorff effect

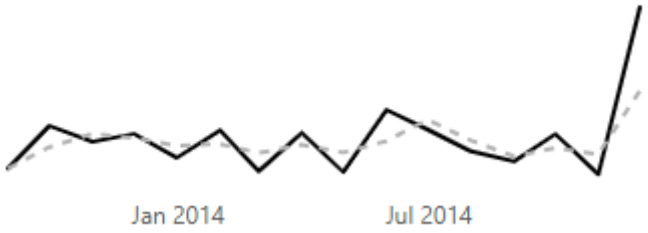



SUMMARY
USD, mln
Euro, mln
Ton, k
Export
Import
2015
2019
CAGR
4.4%
TRADE VOLUME
41,997,925
EXPORT
22,078,619
IMPORT
19,919,306
EXP / IMP BALANCE
2,159,313
GLOBAL TRADE DYNAMICS
Trade volume, Ton, K
Trade volume, Euro, M
CAGR (Year to Year)
3,920,389.2
7,552,786.3
0.0%
4,005,915.9
7,570,075.5
0.2%
4,139,712.9
8,445,072.6
11.6%
4,101,955.2
9,446,706.4
11.9%
4,087,284.5
8,983,284.1
-4.9%
2015
2016
2017
2018
2019
TRADE BY COUNTRIES
COUNTRY
CAGR, T
Ton, K
Euro, M
CAGR Euro
Germany -0.2% 3,985,724 12,518,084 3.5%
France 0.5% 2,460,968 5,586,650 5.2%
Netherlands 0.5% 3,573,633 5,431,377 6.6%
Italy 0.2% 2,266,334 4,835,215 3.7%
Belgium 3.3% 2,678,756 4,370,588 3.4%
Spain 1.3% 2,068,190 3,181,991 4.2%
Poland 3.1% 1,238,855 2,238,560 7.0%
Austria 1.8% 658,577 1,632,857 4.5%
Sweden 1.0% 875,428 1,567,313 3.4%
Finland 3.0% 448,791 635,289 5.3%
CARGO CATEGORIES
Machinery & equipment
17,044K
Consumables
9,109K
Metals, mining (excl coal) and chemi...
6,689K
Other
3,755K
Oil, c...
2,786K
Forest,...
1,244K
Agricult...
Constru...
DYNAMICS BY MODES OF TRANSPORT
Air
Rail
Road
Sea
All others or Unknown
3,478K
3,532K
3,142K
3,642K
4,220K
1,915K
1,937K
2,794K
3,111K
2,231K
1,448K
1,378K
1,653K
1,790K
1,655K
2015
2016
2017
2018
2019

Canada

€ 3.53M

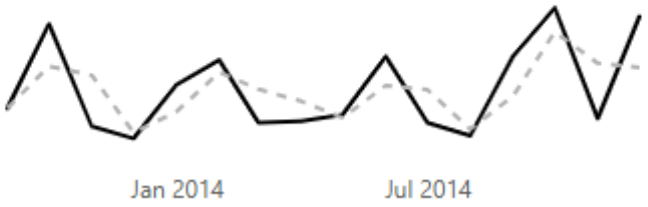
Last month we made **€ 750.98K**
€ 339.60K more than rolling average (60d)



France

€ 3.78M

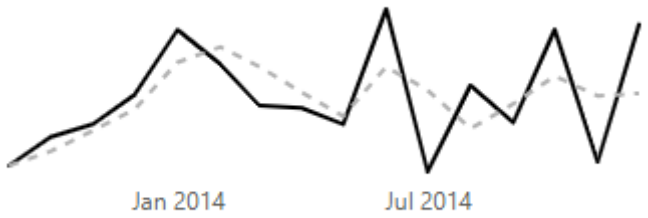
Last month we made **€ 455.45K**
€ 155.35K more than rolling average (60d)



Mexico

€ 2.91M

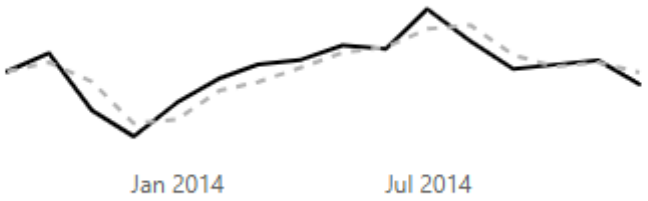
Last month we made **€ 255.52K**
€ 69.77K more than rolling average (60d)



United States of America

€ 3.00M

Last month we made **€ 155.39K**
-€ 24.55K less than rolling average (60d)





Demo



The laws of UX through the eyes of a toddler

Build trust











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O'REILLY
SECOND EDITION
Laws of UX
USING PSYCHOLOGY TO DESIGN
BETTER PRODUCTS & SERVICES



Get a kid



Disclaimer:
No toddlers were harmed for this presentation



Let's connect