UX Myths collects the most frequent user experience misconceptions and explains why they don’t hold true.

And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

CHOICES SHOULD ALWAYS BE LIMITED TO 7+/−2

Limiting the number of menu tabs or the number of items in a dropdown list to the George Miller’s magic number 7 is a false constraint. Miller’s original theory argues that people can keep no more than 7 (plus or minus 2) items in their short-term memory. On a webpage, however, the information is visually present, people don’t have to memorize anything and therefore can easily manage broader choices.

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For example, research shows that broad and shallow menu structures may even work better than deeper menus. Also, link-rich e-commerce homepages, like that of Amazon with 90+ product category links, are found to be more usable than homepages with only a few links.