



DHIRUBHAI AMBANI INSTITUTE OF INFORMATION COMMUNICATION TECHNOLOGY

Course : IE418 UX Design for Mobile Applications

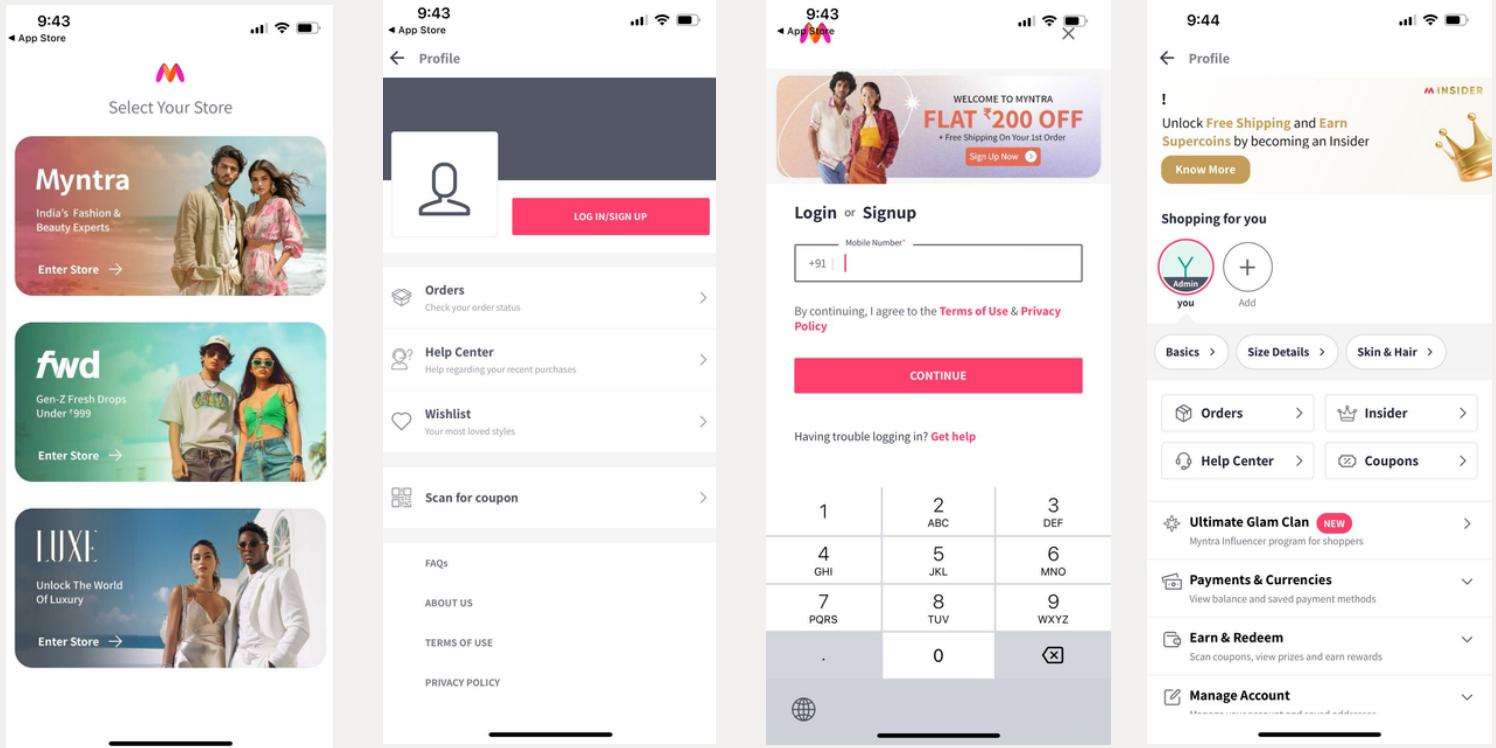
BJ Fogg's Six Elements of Simplicity for
“Myntra”

Group Members:

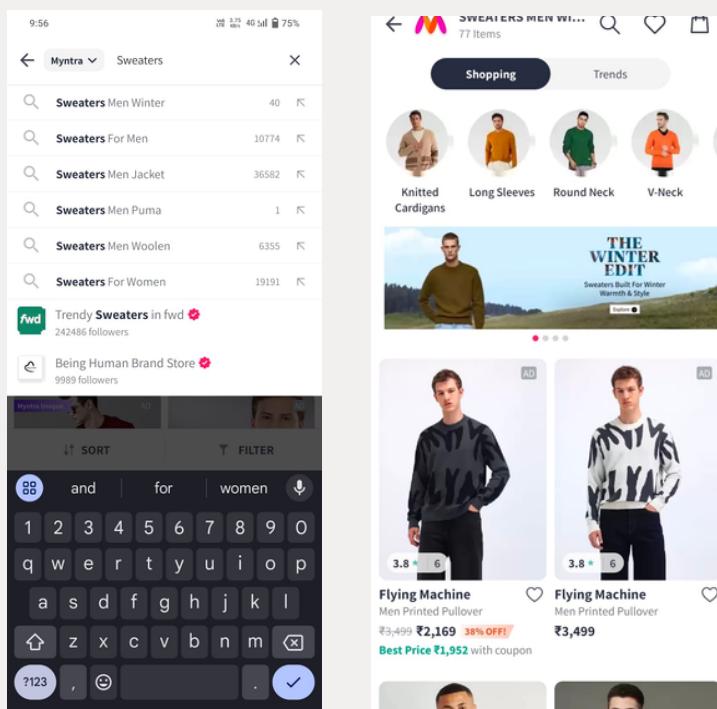
- 1) Arnold Mochahari- 202201522
- 2) Dipesh Verma- 202201126
- 3) David Lochan Baro- 202201132
- 4) Adit Shah-202201289

1) Time

Signing up is simple and fast, with options like using our phone number, email, or social accounts.

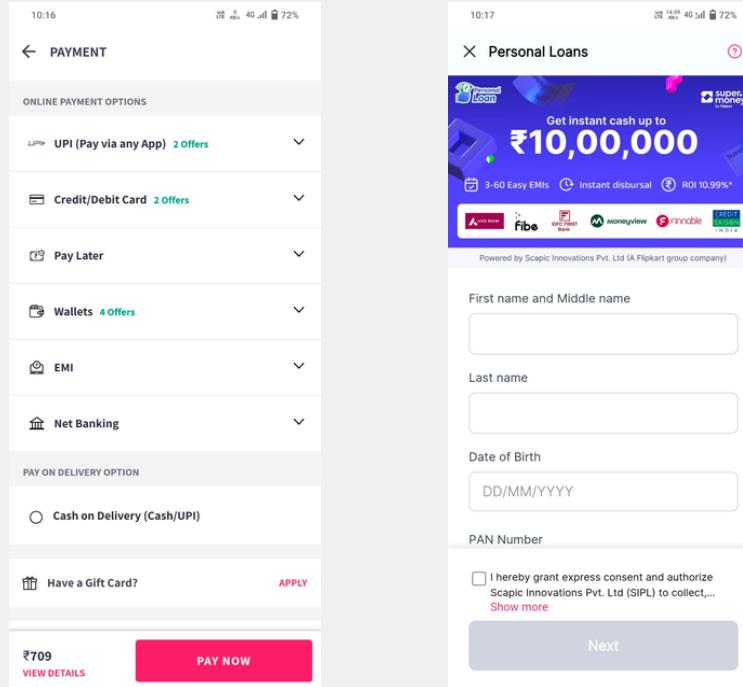


When we search for something the app predicts what we are lookin for and shows relevant suggestions immediately.



2) Money

Flexible payment options, like 'UPI,Credit/Debit Card, Pay Later, Wallet, EMI, Net Banking, COD(Cash on Delivery)' are available also personal loans are offered, reducing upfront financial stress.

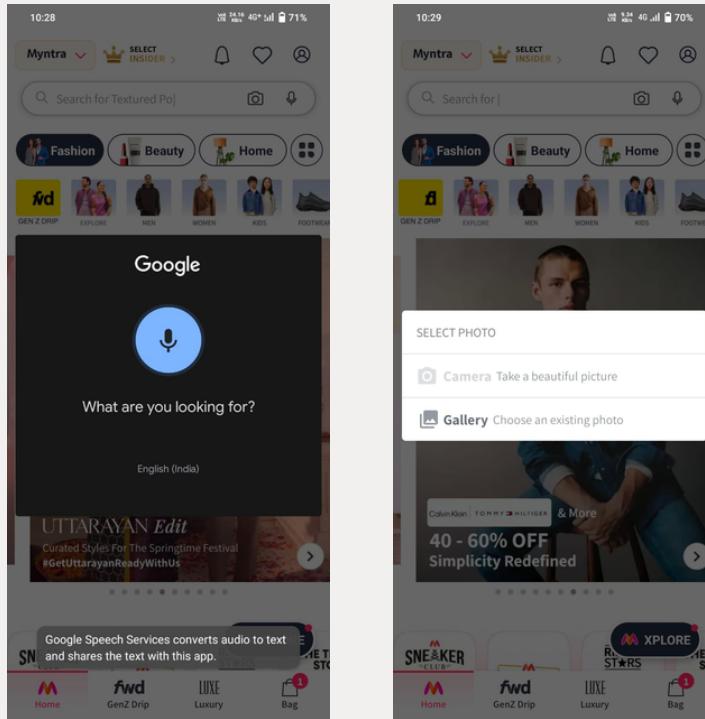


Free shipping is highlighted when it applies to the order, making us feel we're getting extra value. Savings are displayed on each product with tags like 'Discount on MRP ₹1160,' creating a sense of accomplishment.

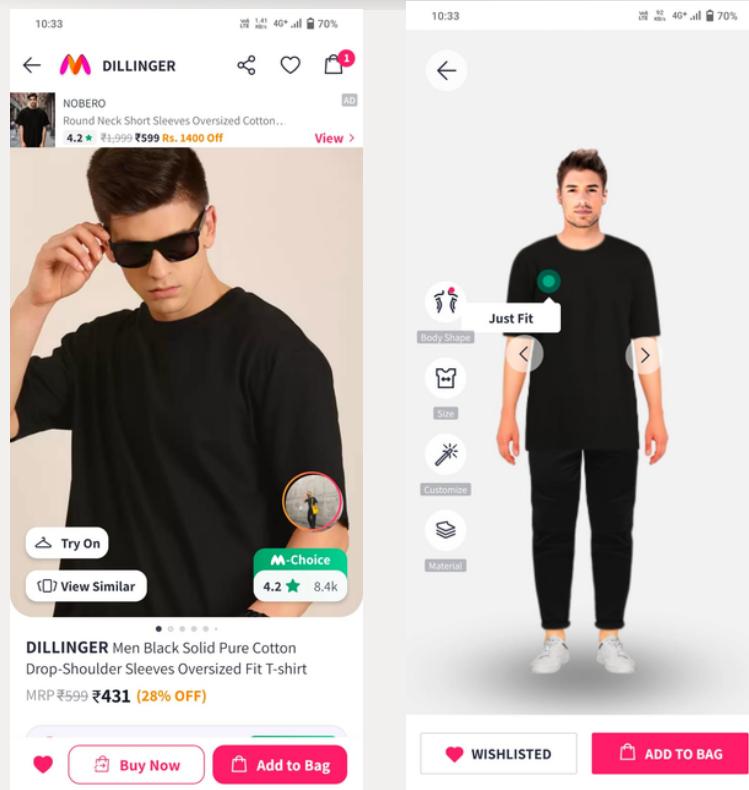
This image shows a product listing for a 'HIGHLANDER White Typography Printed Drop Shoulder Sleeves Oversized Pullover Sweatshirt'. The original MRP was ₹1,849, but it is now ₹689 with a ₹1160 OFF! discount. The item has a 4.2-star rating from 286 reviews. It includes a 'View Similar' button and a 'M-Choice' badge. On the right, there's a detailed 'PRICE DETAILS' section showing the breakdown of costs: Total MRP ₹1,849, Discount on MRP ₹1,160, Platform Fee ₹20, Shipping Fee FREE (with free shipping for Myntra Insiders). The 'Total Amount' is ₹709. A note says you will earn 7 SuperCoins on this purchase. At the bottom, there are buttons for 'Get at ₹621' (with a 'Mega Deal'), 'Extra ₹68 Off', 'With Bank Offer', 'Buy Now', and 'Go to Bag'.

3) Physical Effort

Voice and Photo search is available, letting us find products without typing



A virtual feature shows how clothes or shoes will look on us.



4) Brain Cycle

Customer reviews and ratings help us decide if the product is right for us

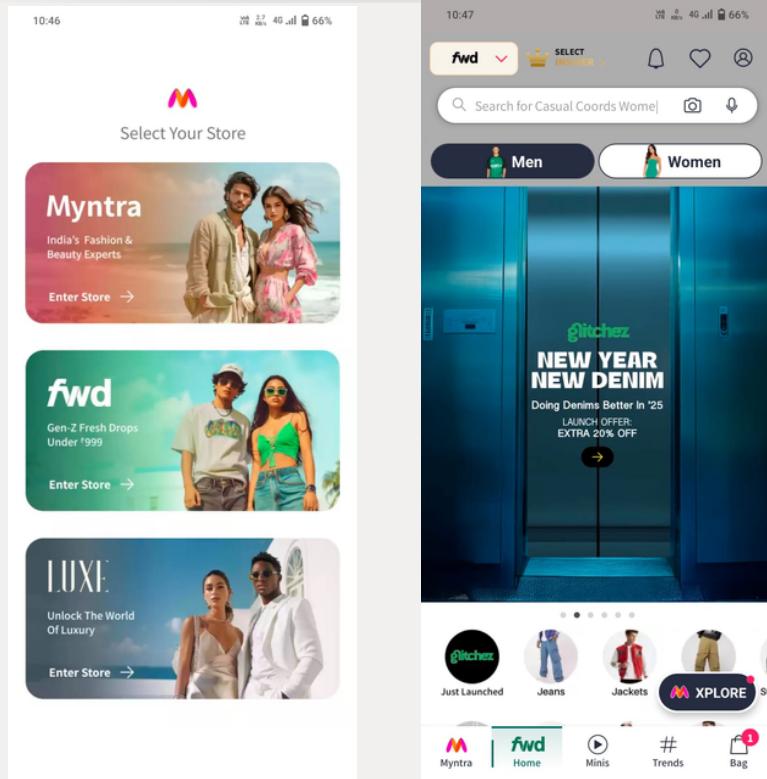
The left screenshot shows the 'Ratings & Reviews' section for a product. It displays a 4.2-star rating from 8371 verified buyers. Below the rating is a bar chart showing the distribution of reviews across five stars. A button to 'Filter photos and reviews by' allows users to choose between 'All', '5*', '4*', '3*', '2*', or '1*' reviews. A 'Most Recent' button is also present. The right screenshot shows the 'Size Chart' for a 'DILLINGER' men's t-shirt. It includes a size chart table with columns for Size, Chest (in), Front Length (in), and Across Shoulder (in). The table lists sizes S, M, L, XL, and XXL with their respective dimensions. A note at the bottom right says 'Not David Lochan?'. Buttons for 'Wishlist' and 'Add to Bag' are visible.

Favorites are saved in an easy-to-access wishlist, allowing us to decide later without losing track.

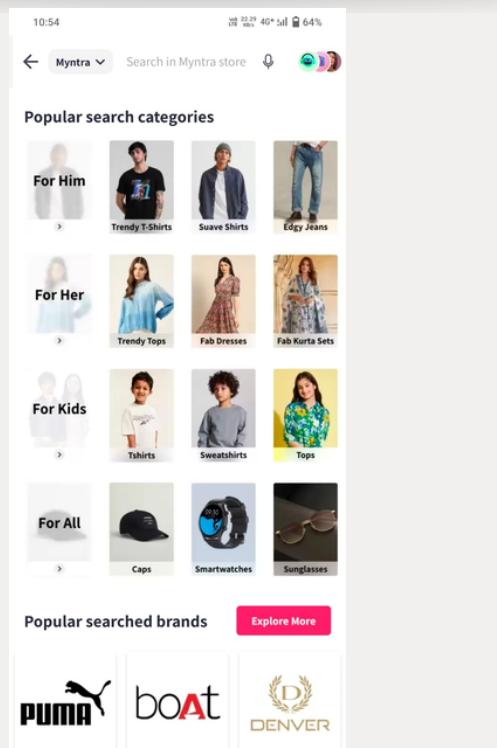
This screenshot shows the 'Wishlist' screen with 775 items. The top navigation bar includes tabs for 'Collections' (selected), 'All', 'Shirts', 'Tshirts', and 'Casual'. Below the tabs are two items: a white H&M shirt and a bottle of Davidoff Cool Water perfume. Each item has its star rating, review count, and price information. Buttons for 'MOVE TO BAG' are located at the bottom of each item card.

5) Social Deviance

Trending styles, fwd fashion trends, are highlighted, helping us stay updated and confident in our choices.

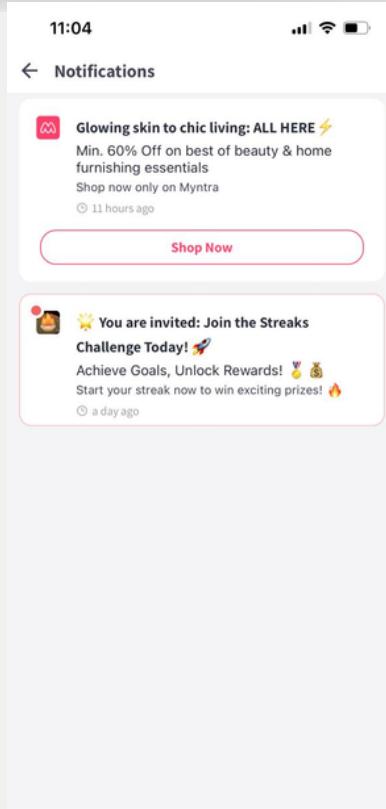


Popular searches show what people are looking for, making it easier to discover what's in demand.



6) Non Routine

Notifications keep us informed about new sales and offers, so we never miss a great deal



People who frequently use Myntra are already familiar with the timing of major offers, like the End of Season Sale, End of Reason Sale, and Black Friday Sale, making it easy to plan for those big discounts

