



DHIRUBHAI AMBANI INSTITUTE OF INFORMATION COMMUNICATION TECHNOLOGY

Course : IE418 UX Design for Mobile Applications

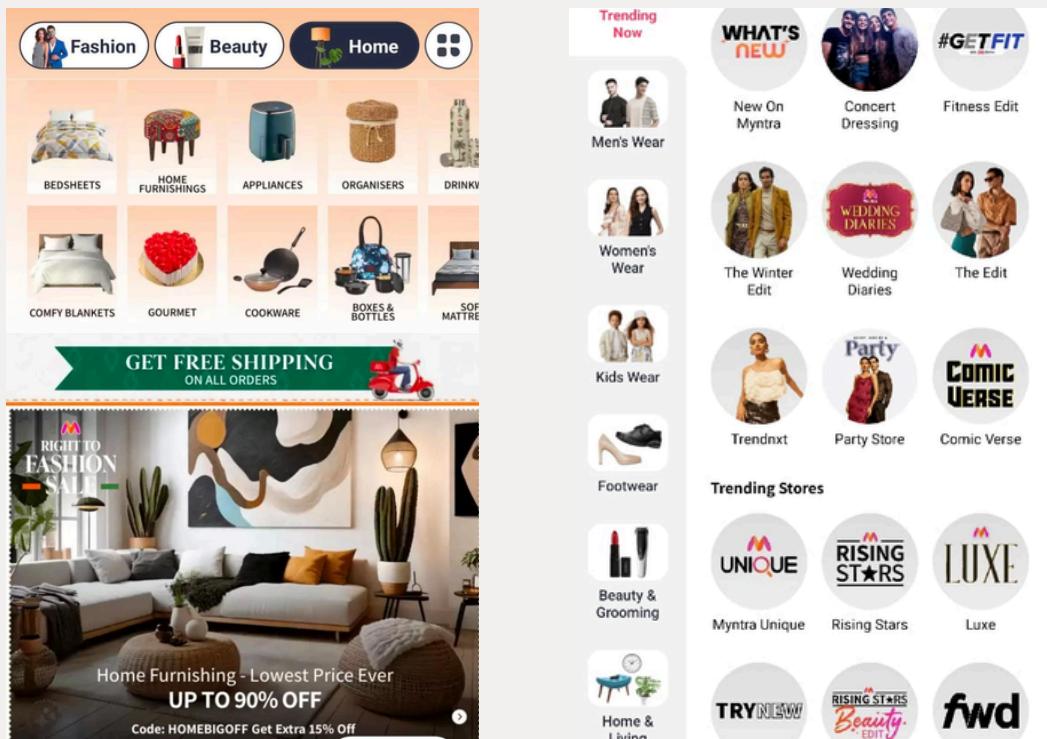
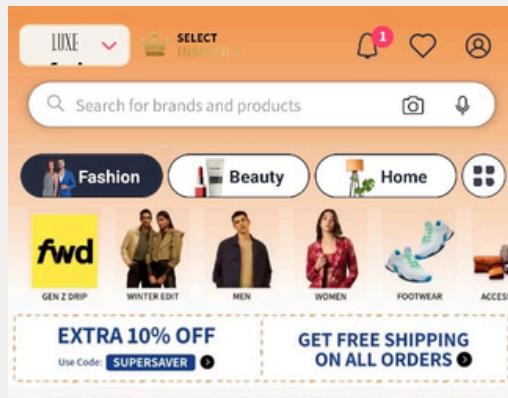
Eight Essential laws of UX for
“Myntra”

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1) Hick's Law

Mynta uses a streamlined navigation bar with clear categories like "Men," "Women," "Kids," "Home & Living," and "Beauty."



By categorizing the choices, users can quickly filter their interests, reducing the number of decisions they need to make upfront.

2) Fitts's Law

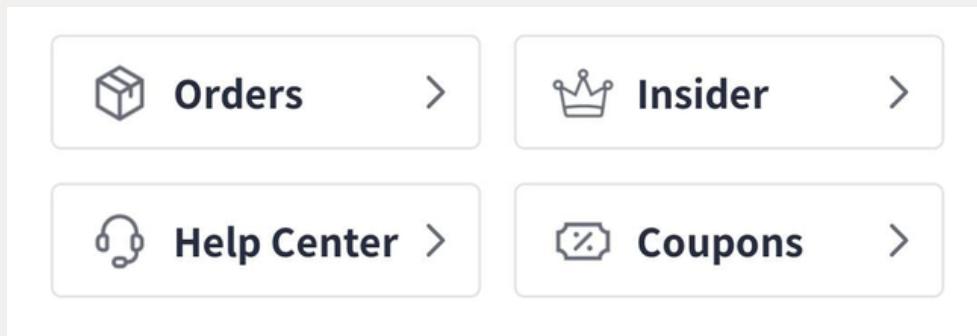
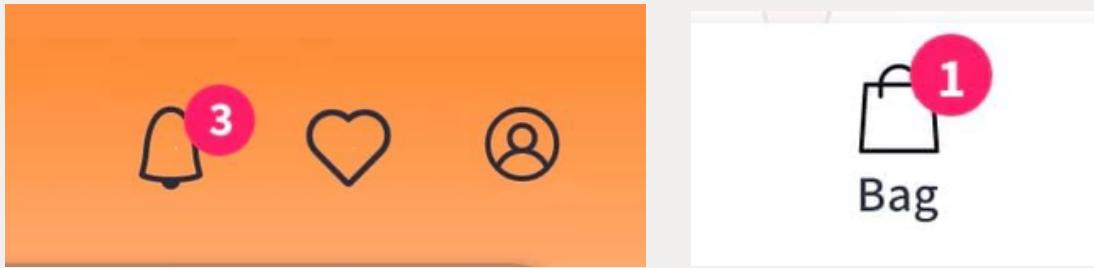
Myntra uses large buttons for key actions, such as: "Buy Now" and "Add to Bag".



Larger buttons reduce the effort and time required for users to interact,

3) Jakob's Law

Mynta uses standard navigation patterns, such as "Cart", "Wishlist", "Orders", "Notifications", "Coupons" and "Profile".

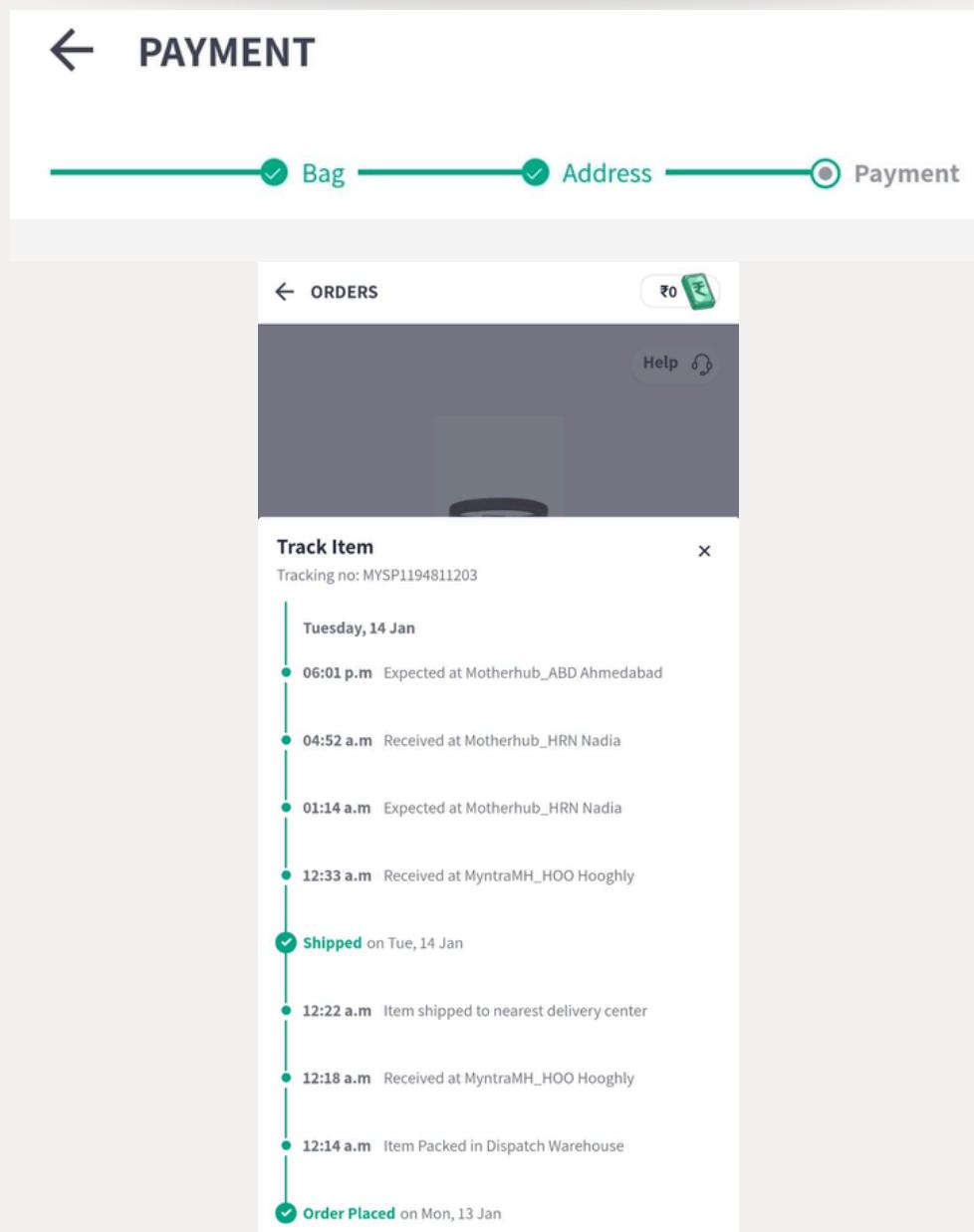


These patterns are consistent with other e-commerce apps (like Amazon or Flipkart), so users instinctively know how to navigate.

4) Miller's Law

The order tracking feature breaks the process into clear steps:

- 1.Order Placed
- 2.Packed
- 3.Shipped
- 4.Out for Delivery
- 5.Delivered



Displaying progress in a step-by-step format makes complex processes feel simpler and easier to follow.

5) Tesler's Law

Instead of requiring users to enter details repeatedly, Myntra stores payment and address information, reducing friction. The complexity of managing secure transactions is handled behind the scenes.

The image consists of two side-by-side screenshots from the Myntra mobile application. Both screenshots show a header bar with a back arrow, the text 'SHOPPING BAG' or 'ADDRESS', signal strength, battery level (68% or 71%), and a heart icon.

Screenshot 1: Shopping Bag (Left)

This screenshot shows the 'Deliver to' section of the shopping bag. It displays the name 'Arnold, 382007' and the address 'DAIICT College, Old Hostel, DAIICT Road, Gandhinagar'. There is a red 'Change' button next to the address. Below this, the 'EDIT ADDRESS' screen is shown:

- CONTACT DETAILS:** Name: Arnold, Mobile No.: [redacted]
- ADDRESS:** Pin Code: 382007, Address: DAIICT College, Old hostel, Locality / Town: DAIICT road, City: Gandhinagar, State: GUJARAT
- SAVE ADDRESS AS:** Home (selected), Work
- Checkboxes:** Make this my default address

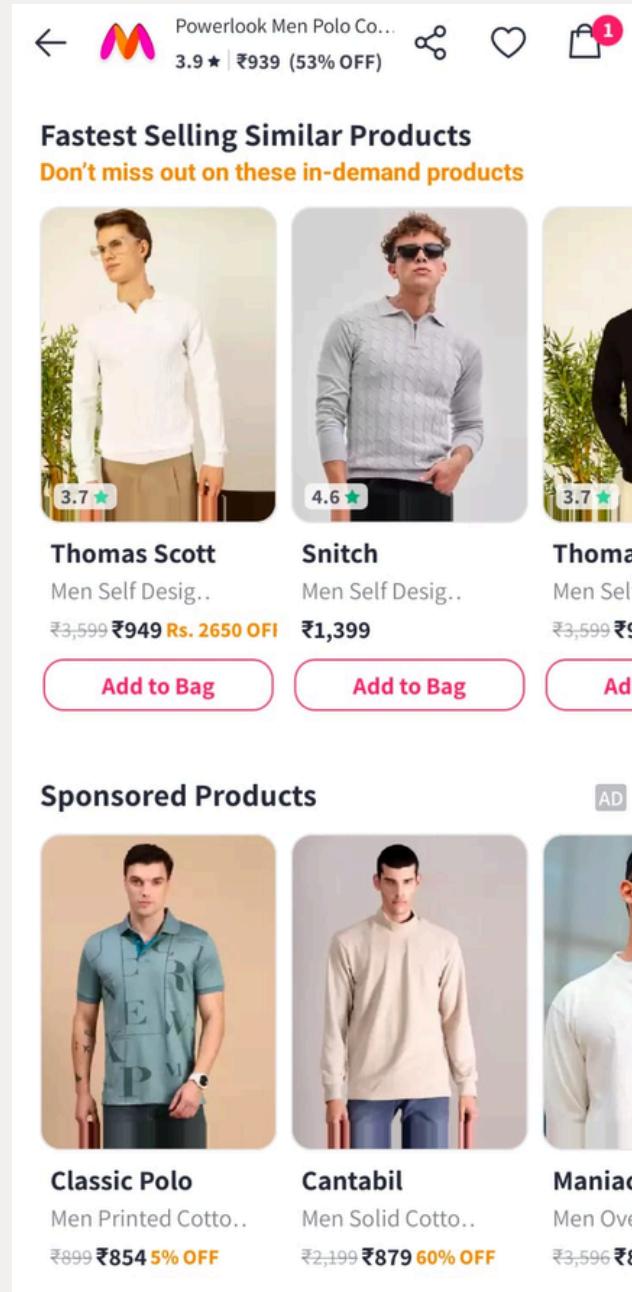
A large red 'SAVE ADDRESS' button is at the bottom.

Screenshot 2: Address Management (Right)

This screenshot shows the 'ADDRESS' screen. It lists the 'DEFAULT ADDRESS' as 'David' with the details: Vill - Khagara, P.O - Barangai, Barangabari, Goreswar - 784522. Below this is the 'OTHER ADDRESSES' section, which lists 'Alisha' with the details: Janana Prava, East Point Campus, Virgonagar, Bangalore - 560049. At the bottom, it shows 'David Lochan' with the details: DAIICT College, New Hostel L405, Reliance Cross Road, Gandhinagar - 382007, Gujarat, and a mobile number 91325. A green 'MAKE THIS DEFAULT' button is visible. At the very bottom are 'EDIT' and 'REMOVE' buttons.

6) Law of proximity

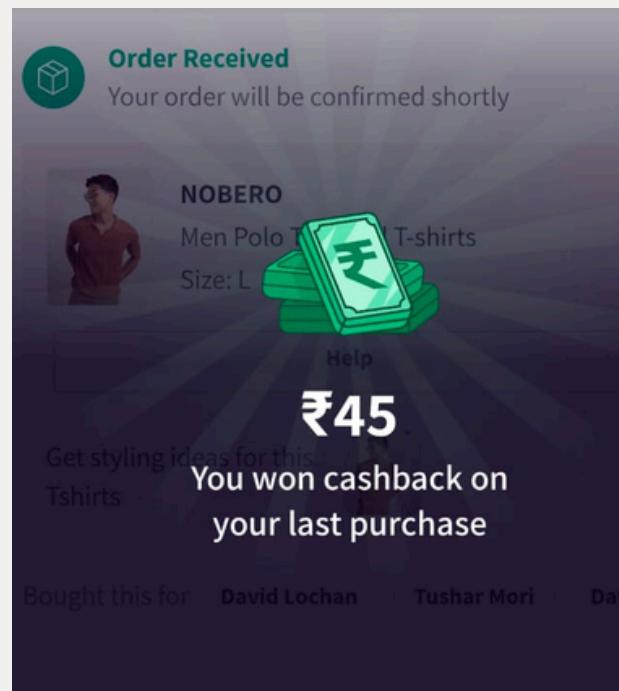
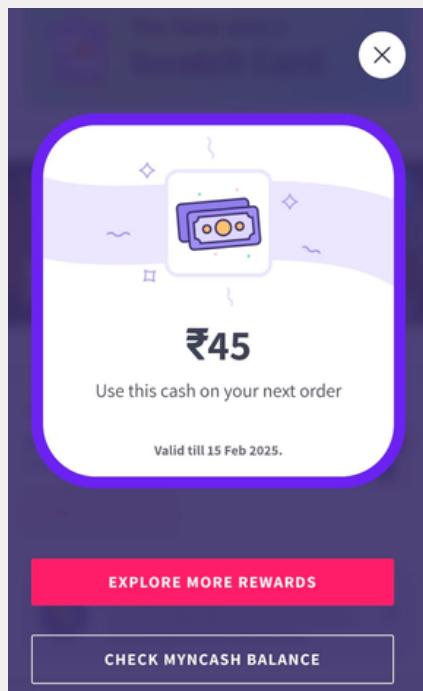
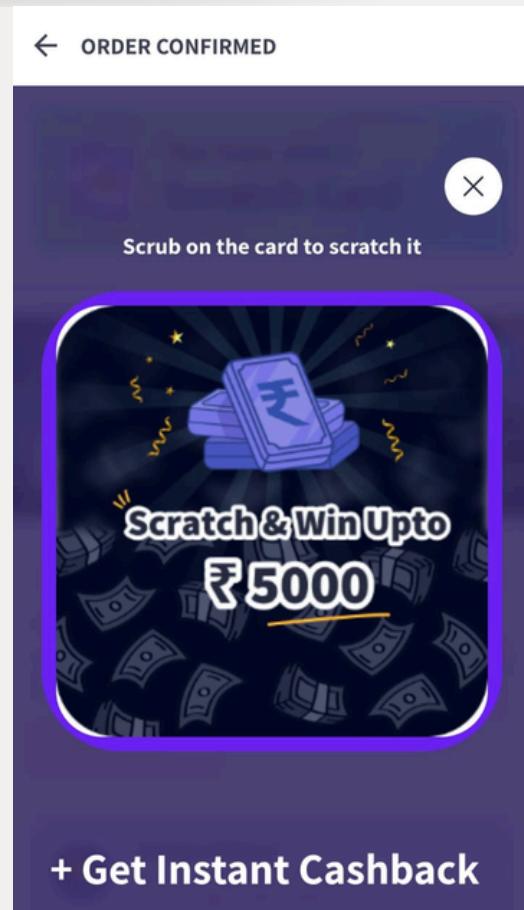
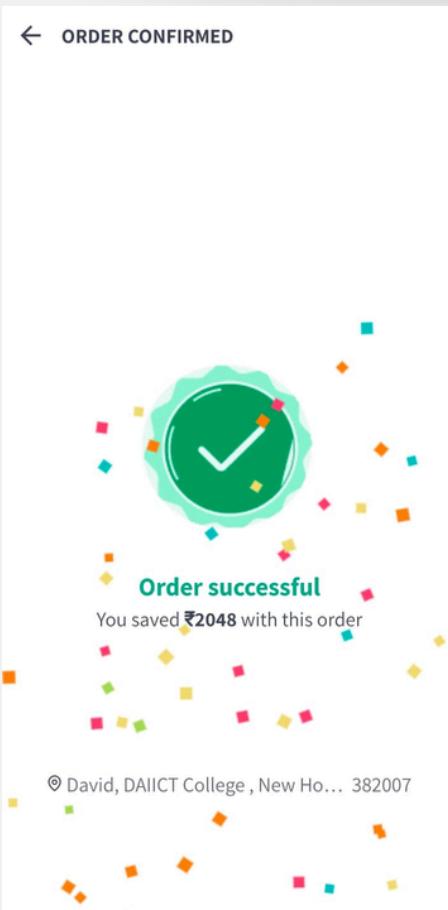
Myntra groups related products (like T-shirts, jeans, or shoes) into closely spaced grids.



Each product has an image, name, price, and discount placed together, making it easy for users to scan and compare items.

7) Peak - End Rule

After adding items to the cart and completing payment, Myntra provides a satisfying order confirmation screen with cashback, making users feel rewarded.



8) Aesthetic Usability Effect

Consistent fonts, colors, and high-quality images create a premium look.



Mynta LUXE leverages this principle to create a premium shopping experience that makes users feel they are engaging with an elite, high-fashion platform.

