

**A**  
**Summer Internship Report**  
**On**  
**"Helpy Moto Customer and**  
**Mechanic App UI Design"**

(IT446 – Summer Internship - II)

**Prepared by**  
Kavar Deep Maheshbhai(19IT054)

**Under the Supervision of**  
Prof. Ravi Patel

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**SMT. KUNDANBEN DINSHA PATEL DEPARTMENT OF**  
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**Chandubhai S. Patel Institute of Technology (CSPIT)**  
**Faculty of Technology & Engineering (FTE), CHARUSAT**  
**At: Changa, Dist: Anand, Pin: 388421.**  
**July, 2022**



Accredited with Grade A by NAAC  
Accredited with Grade A by KCG

## CERTIFICATE

This is to certify that the report entitled “**Helpy Moto Customer and Mechanic app**” is a bonafied work carried out by **Kavar Deep Maheshbhai(19IT054)** under the guidance and supervision of **Prof. Ravi Patel & Mr. Shantanu Bunker** for the subject **Summer Internship – II (IT446)** of 7<sup>th</sup> Semester of Bachelor of Technology in **Department of Information** at Chandubhai S. Patel Institute of Technology (CSPIT), Faculty of Technology & Engineering (FTE) – CHARUSAT, Gujarat.

To the best of my knowledge and belief, this work embodies the work of candidate himself, has duly been completed, and fulfills the requirement of the ordinance relating to the B.Tech. Degree of the University and is up to the standard in respect of content, presentation and language for being referred by the examiner(s).

Under the supervision of,

Prof. Jalpesh Vasa  
Assistant Professor  
Smt. Kundanben Dinsha Patel Department of  
Information Technology  
CSPIT, FTE, CHARUSAT, Changa, Gujarat

Mr. Shantanu Bunker  
CEO  
Product Manager  
Helpy Moto Pvt Ltd

Dr. (Prof.) Parth Shah  
Head of Department (IT)  
CHARUSAT, Changa, Gujarat.

**Chandubhai S. Patel Institute of Technology (CSPIT)**  
**Faculty of Technology & Engineering (FTE), CHARUSAT**

At: Changa, Ta. Petlad, Dist. Anand, Pin: 388421. Gujarat.

## **ACKNOWLEDGEMENT**

The internship Opportunity I had with Helpy Moto Pvt Ltd was a great chance for learning and improving my ui ann ux design concept . I will strive to use gained skills and Knowledge in the best possible way and I will continue to work on their improvement in order to attain desired career objectives. I would like to express my gratitude to my project guides for helping throughout the internship project and giving me the opportunity to learn and develop new things.

## **ABSTRACT**

During 2022 Summer I done a UI/UX designer internship at helpy moto Pvt Ltd .The Purpose of doing this internship is to learn about UI/UX design and get familiar with the tools that are use in the designing purpose.

## TABLE OF CONTENT

### Contents

Acknowledgement .....	i)
Abstract... ..	ii)
Description of the Company... ..	iv)
Chapter 1: UI/UX Design .....	1)
1.1 What is UI Design? .....	1)
1.2 What is UX Design? .....	2)
1.3 Laws of UX Design .....	3)
Chapter 2: Figma.....	7)
2.1 what is figma? .....	7)
Chapter 3: Figure Of UI Design.....	9)
Conclusion... ..	18)
Reference .....	18)

## DESCRIPTION OF THE COMPANY

Company Name :- Helpy Moto Pvt Ltd(<http://helpymoto.com/>)

CEO : Shantanu Bunker

Number of Employees : 25

Helpy Moto is a Service based Company .It Provide Customer service at hand .Helpy moto help/provide service to people who are stuck in the middle of the highway/street and somewhere in India. Helpy Moto Organization helps Repair All type of vehicle anywhere in India at any time .

Headquarter :- Delhi

## Chapter 1: UI/UX Design

### 1.1 What is UI Design?

User interface (UI) design is the process designers use to build interfaces in software or computerized devices, focusing on looks or style. Designers aim to create interfaces which users find easy to use and pleasurable. UI design refers to graphical user interfaces and other forms—e.g., voice-controlled interfaces.

UI designers design all the screens that make up a digital user interface, as well as the individual elements featured on those screens. As such, they consider both the overall layout of each individual screen and how all the separate screens fit together.

User interfaces are the access points where users interact with designs. They come in three formats:

1. Graphical user interfaces (GUIs)—Users interact with visual representations on digital control panels. A computer's desktop is a GUI.
2. Voice-controlled interfaces (VUIs)—Users interact with these through their voices. Most smart assistants—e.g., Siri on iPhone and Alexa on Amazon devices—are VUIs.
3. Gesture-based interfaces—Users engage with 3D design spaces through bodily motions: e.g., in [virtual reality \(VR\)](#) games.

To design UIs best, you should consider:

- Users judge designs quickly and care about [usability](#) and likeability.
  - They don't care about *your design*, but about *getting their tasks done* easily and with minimum effort.
  - Your design should therefore be “invisible”: Users shouldn't focus on it but on completing tasks: e.g., ordering pizza on Domino's Zero Click app.
  - So, understand your users' contexts and task flows (which you can find from, e.g., [customer journey maps](#)), to fine-tune the best, most intuitive UIs that deliver seamless experiences.
- UIs should also be enjoyable (or at least satisfying and frustration-free).
  - When your design predicts users' needs, they can enjoy more personalized and immersive experiences. Delight them, and they'll keep returning.
  - Where appropriate, elements of [gamification](#) can make your design more fun.
- UIs should communicate brand values and reinforce users' trust.

- Good design is [emotional design](#). Users associate good feelings with brands that speak to them at all levels and keep the magic of pleasurable, seamless experiences alive.

## 1.2 What Is UX?

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

What UX Designers do goes Beyond UI Design

“User Experience Design” is often used interchangeably with terms such as “User Interface Design” and “Usability”. However, while [usability](#) and [user interface \(UI\) design](#) are important aspects of UX design, they are subsets of it – UX design covers a vast array of other areas, too. A UX designer is concerned with the *entire* process of acquiring and integrating a product, including aspects of branding, design, usability and function. It is a story that begins before the device is even in the user’s hands.

Products that provide great user experience (e.g., the iPhone) are thus designed with not only the product’s consumption or use in mind but also the entire process of acquiring, owning and even troubleshooting it. Similarly, UX designers don’t just focus on creating products that are usable; we concentrate on other aspects of the user experience, such as pleasure, efficiency and fun, too. Consequently, there is no single definition of a good user experience. Instead, a good user experience is one that meets a particular user’s needs in the specific context where he or she uses the product.

UX Designers consider the Why, What and How of Product Use

As a UX designer, you should consider the Why, What and How of product use. The Why involves the users’ motivations for adopting a product, whether they relate to a task they wish to perform with it or to values and views which users associate with the ownership and use of the product. The What addresses the things people can do with a product—its functionality. Finally, the How relates to the design of functionality in an accessible and aesthetically pleasant way. UX designers start with the Why before determining the What and then, finally, the How in order to create products that users can form meaningful experiences with. In software designs, you will need to ensure the product’s “substance” comes through an existing device and offers a seamless, fluid experience.



## 1.3 Laws Of UX Design

### Jacob's Law

Users prefer your site to be designed the way other sites they use are designed.

This law was defined by the director of the Nielsen Norman Group, Jakob Nielsen, who insists you design for familiarity.

Since the best designs are user-centric, it helps to leverage prevailing mental models or to create designs that meet users' expectations. For instance, users expect to find the 'shopping bag' on an ecommerce site in the navigation bar.

### Aesthetic-Usability Effect

Users perceive visually pleasing sites as more usable.

Put another way, first impressions matter. So make sure yours is a visually appealing one.

In fact, scientists analyzed the impact of visual appeal on site usability and learned that the visual appeal of a design influences first impressions the most. Test participants gave high interest and usability ratings to websites that looked visually stunning and low interest and ratings to sites with low visual appeal.

### Doherty Threshold

Human-computer interaction is ideal when the interaction pace is less than 400 ms so that no one has to wait for the other's response.

The Doherty Threshold is all about your design's timely reaction. The idea is to hold your audience's attention by making them feel they're in charge of the interaction. Think of it like this: when people see a response to each of their clicks, they're likely to feel in charge of the interaction, which helps them stick with using the interface.

### Fitts's Law

Make sure the target action is always easily accessible to the user—both in terms of the distance the user has to travel and the target's size.

According to this design law by psychologist Paul Fitts, a design's usability increases by making sure the interactive element is:

- Large enough for users to select it easily
- Separate from other elements in the interface (larger in size and differently colored, for instance)
- Clickable anywhere so it's easy to carry out the action and
- Within a users' reach so they have to do minimal work

### Hick's Law

Too many and too complicated choices reduces the odds of the user actually making a choice.

If you've ever given up on taking a course because the option list was too long, you know what Hick's Law or Hick-Hyman Law (based on the psychologists duo, William Edmund Hick and Ray Hyman who created this law) is.

Essentially, too many choices lead to choice or analysis paralysis, i.e., information overload preventing users from taking any action at all. So limit available options. HelpScout's navigation bar design, for instance, only includes essential categories.

### **Miller's Law**

The average person can hold only 7 (plus or minus 2) items in their working memory. Miller's law explains why attention is limited.

Since people can hold seven items in their working memory at most, aim to reduce their cognitive load or the mental effort it takes to remember everything to make a decision.

Some ways to do so:

- Minimize choices as Hick's Law states
- Design based on learning models to reduce learning load (circle back to Jacob's Law for this)
- Keep your design clutter-free so there are fewer design elements vying for users' attention

Google Meet's design follows these principles—clutter-free design with minimal choices.

### **Goal-gradient effect**

The closer users are to a goal, the faster they are going to work to complete it.

Case in point: Dropbox's onboarding process. It uses a checklist to tell users how much of the job is complete, therefore, leveraging the goal-gradient effect to encourage them to complete the onboarding process.

### **Law of Common Region**

Users group together elements that share an area with a defined boundary.

When users visit a design, they make quick judgments based on grouped elements in a target area to understand which UI areas to interact with.

Shading a group of elements, adding a background color, or designating elements in the header, footer, and navigation panel are some ways to create common regions for interactive designs.

### **Law of Proximity**

Users group together elements or objects that are positioned close to each other.

Like the Law of Common Region, this law is also a grouping principle that makes it easy for users to interact with your design. And, like the law above, it means that users perceive elements that are near each other or arranged close together in a series to be linked.

Simply put, you need to put thought into how you arrange elements so you can create common region elements. This requires strategic use of whitespace to separate or group elements to show meaningful groupings.

## Law of Uniform Connectedness

Visually connected elements are perceived as more related than elements with no connection. This one's another grouping principle. According to it, users see grouped-together elements as connected. Again, this means you use visual direction to group elements that are linked to meet your audience's expectations.

For instance, use the same shapes, frame, or color to unite related elements. This log in screen from Workona shares linked elements related to signing in in a white-colored box.

## Law of Prägnanz

People interpret complex or ambiguous images in simple forms because interpretation takes cognitive effort.

In simple words, your audience will always find simplicity in complex or ambiguous designs to save themselves from the mental overload. It's why call to action (CTA) buttons tend to be rectangles rather than hexagons or any other complex structure.

## Law of Similarity

Users tend to perceive similar elements in a design as a whole even if the elements are separated.

This means consumers perceive visually similar elements in a design such as those sharing the same color, size, shape, orientation, and movement as related in meaning or functionality. This is why clicked links have a different color in contrast with those that aren't.

## Occam's Razor

Select a design with the lowest possible complication.

Occam's Razor comes in handy when you're choosing between design prototypes. The goal is to select the design that's simplest among all the options.

Don't have a simple version? Work on removing elements as long as they don't compromise with the overall design function. This resonates with what German designer, Dieter Rams, says: *"Good design is as little design as possible."*

## Pareto Principle

80% of the results come from 20% of the work.

The Pareto Principle is a pretty prominent one across several industries—not just the design field. You'll find it highly valuable for projects with limited resources or tight timelines.

By keeping the Pareto principle in mind, focus on designing areas that'll deliver the largest benefit to your audience. A minimum viable product (MVP) is an example of the Pareto Principle. Designers create low-fidelity prototypes that take less input but demonstrate the bulk of the outcome. To top that, UX designers can leverage this principle for prioritizing features to build by focusing on the ones that deliver the most results.

### **Parkinson's Law**

A task will inflate to take up all the available time.

Parkinson's Law is also widely known in other fields, particularly, among productivity enthusiasts. For UX-ers, this law means you should limit the time it takes to complete a task to what users expect it'll take.

Let's say, users expect to fill in forms within three minutes (the exact expectation varies on the task at hand though. You can identify it using [usability tests](#) that show users completing the task in question). Anything shortening this duration works as a positive experience.

### **Peak-End Rule**

People judge an experience based on how they felt at peak moments and at the end, instead of the average or sum of all moments of the experience.

If you think of a project you enjoyed working on recently, you'll note that you can recall some intense moments that you enjoyed and the final moments when you wrapped it up.

The same is true for a user's journey. Keeping this in mind, it's essential you focus on the most important and final moments in a consumer's journey.

### **Postel's Law**

Be flexible in what you accept from your users and limit what you ask of them.

Postel's law also goes by the name of the robustness principle. And it makes two points:

- Take what users share with you. For example, if you ask a user to share their country and they enter 'US' instead of 'United States,' accept it and convert the data for consistency yourself.
- Ask for limited information. This means you ask for only what's important to encourage folks to take action—the same as Netflix does. After all, filling in a long form to get access to an eBook or service is repelling, isn't it?

## **Chapter 2 : Figma**

### **2.1 What is Figma?**

Figma is a powerful design tool that helps you to create anything: websites, applications, logos, and much more.

By learning to use Figma, you'll take your first steps into User Interface Design and User Experience Design. These skills are essential for building a great portfolio for yourself and potentially for your own company.

#### **How to Make a Frame in Figma**

First we will create a frame. This is the same as a page, and it's where our design will live. You can size a frame however you want depending on your requirements.

This example will be a website, so we will select the Desktop Frame – but you can also create mobile application frames, or even custom frames.

- Select the Frame tool from the top menu
- Select the Frame size on the right panel

#### **How to Add Grids and Columns in Figma**

Before we start with the design, you will want to add grids that help you keep the alignment of content for your page consistent.

You can add grids to a frame and customise them. For example, I often prefer 12 grids as this is the default for website development.

- Select the frame you wish to grid
- Select Layout Grid on the right panel

#### **How to Use Shapes in Figma**

Use the shapes and elements in Figma to create squares, circles, lines, and more. These are the fundamentals for creating a design on a page.

I'll start with a simple rectangle which we will use to create our hero navigation section for the top part of this home page.

- Select Square Shape tool
- Create a square
- Begin to shape and size it

### **How to Add Images in Figma**

You can add images from an online source or locally to your page. Images are an important part of designing a website, especially for the hero section.

Let's add a logo as our first image which we will add to the top left of the screen.

- Drag and drop an image from your local computer
- Import an image from the shapes image upload option
- Resize and place the image on the design

### **How to Add Text to a Design in Figma**

To add text to a design, select the text tool and place it on the page. The font will default to Roboto, but you can change the font family, size, and color at any stage.

In this example we will use right panel to change the color and size of the font, and later the font family as well.

- Select the Text tool
- Add "About" text as the start of the navigation
- Ensure the size and color are 24 and white

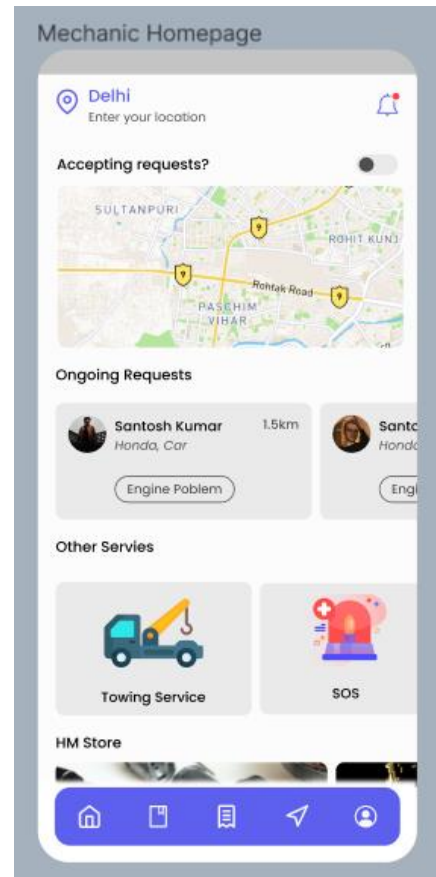
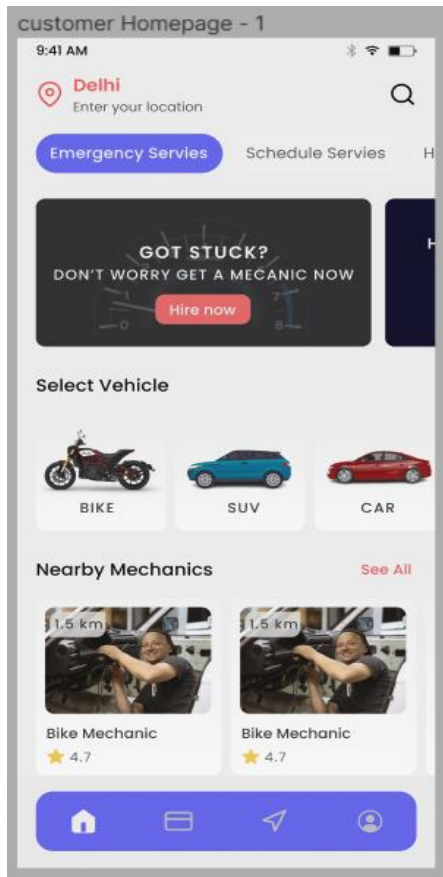
### **How to Label Elements and Create Groups in Figma**

Working with lots of layers in Figma can get confusing, so label all your elements as soon as you create them. Even better is to group different sections and shapes with labels such as "Hero Background" or "Navbar".

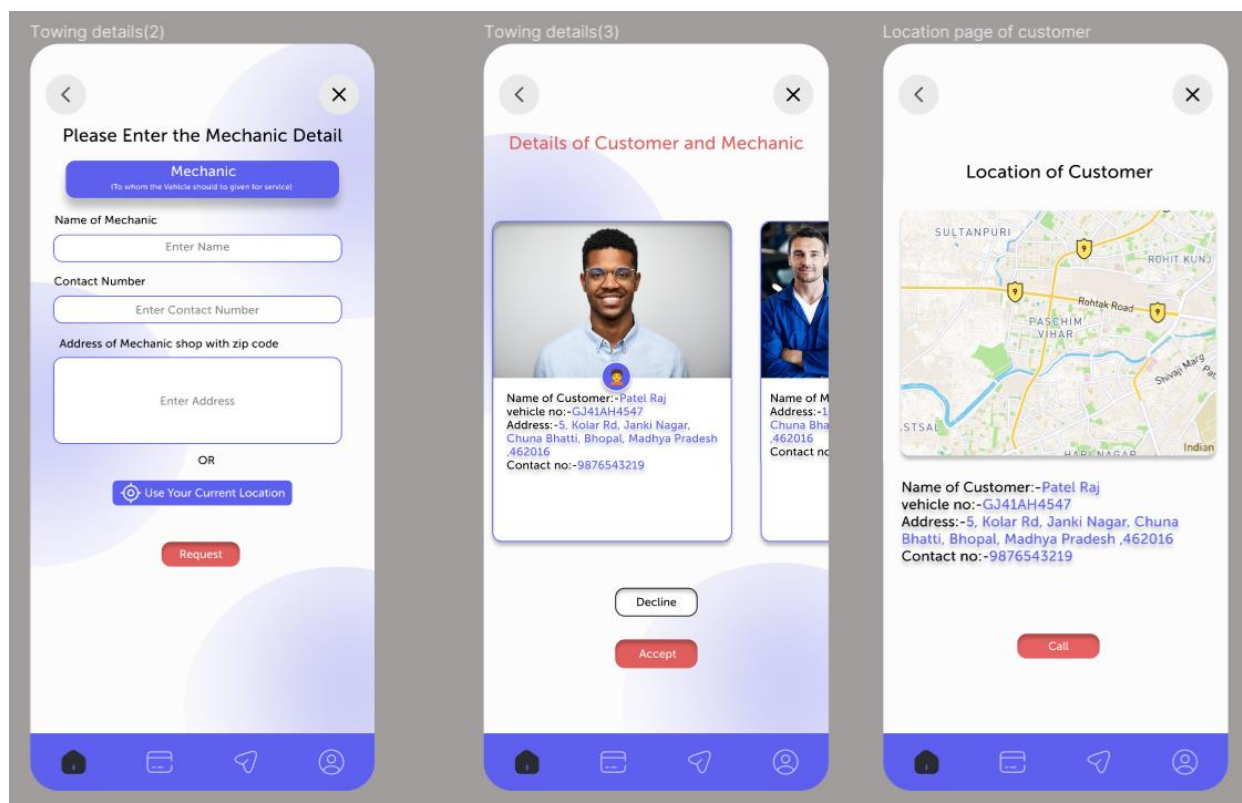
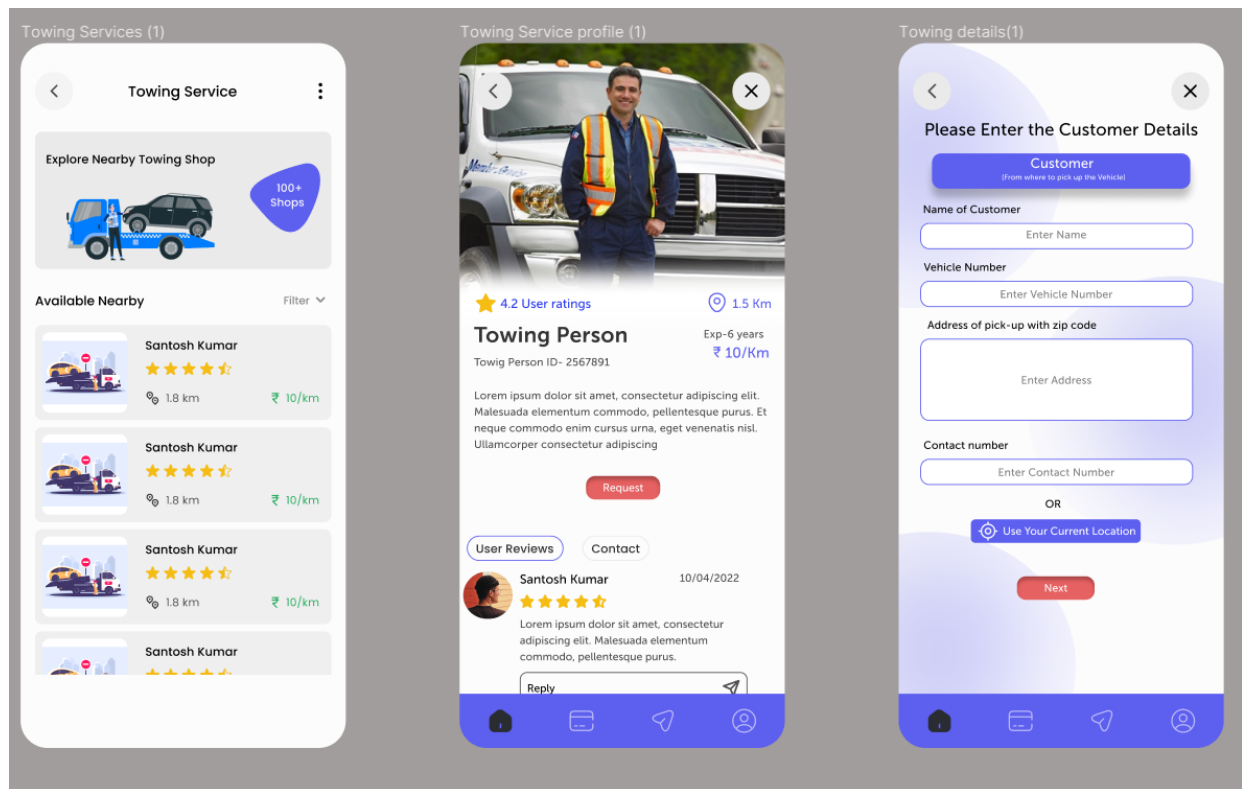
- Select your element/s and right click to group or press Ctrl + G
- Name your group
- Place groups inside groups for each section of your page to improve readability once your page gets large

## Chapter 3: Figure Of UI Design

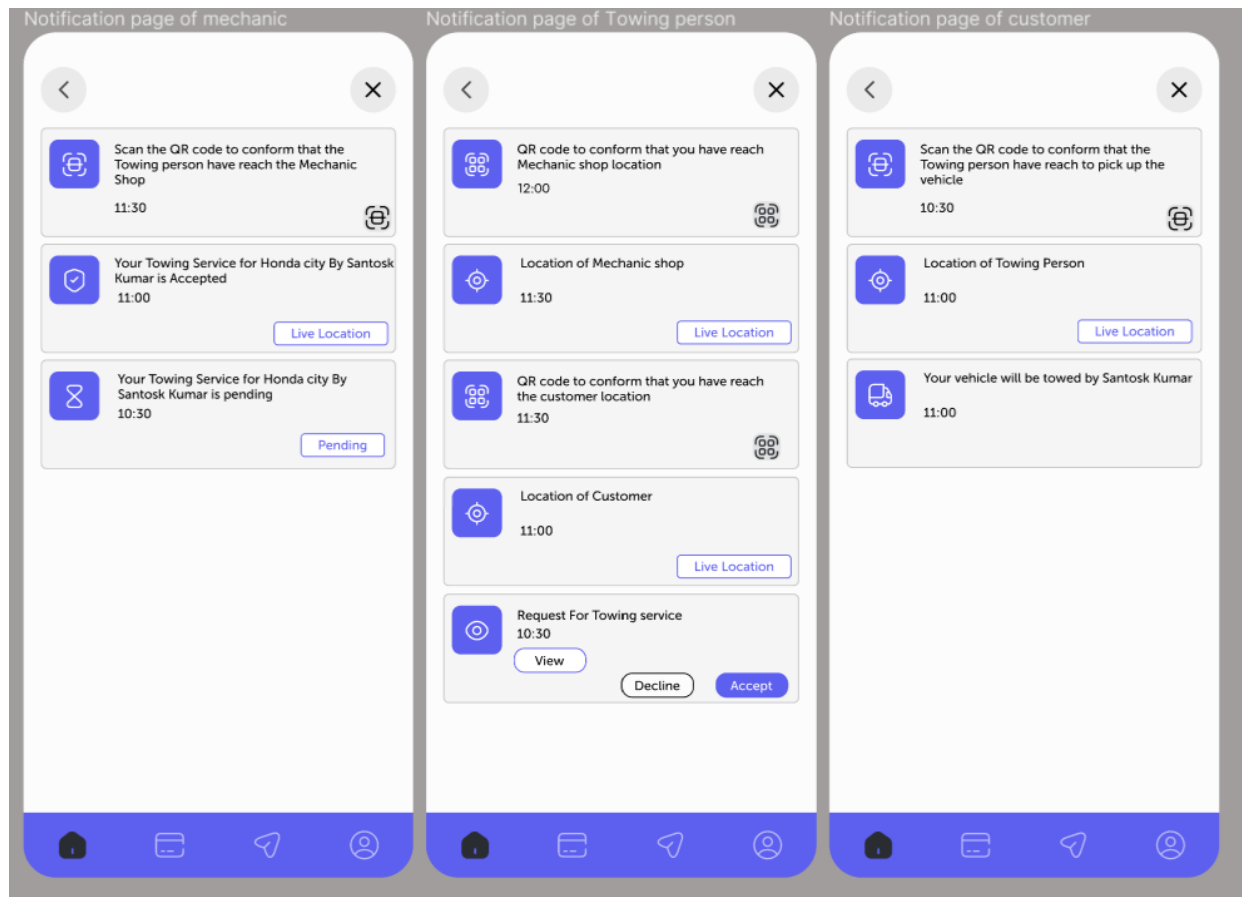
### Home page of customer and Mechanic:-



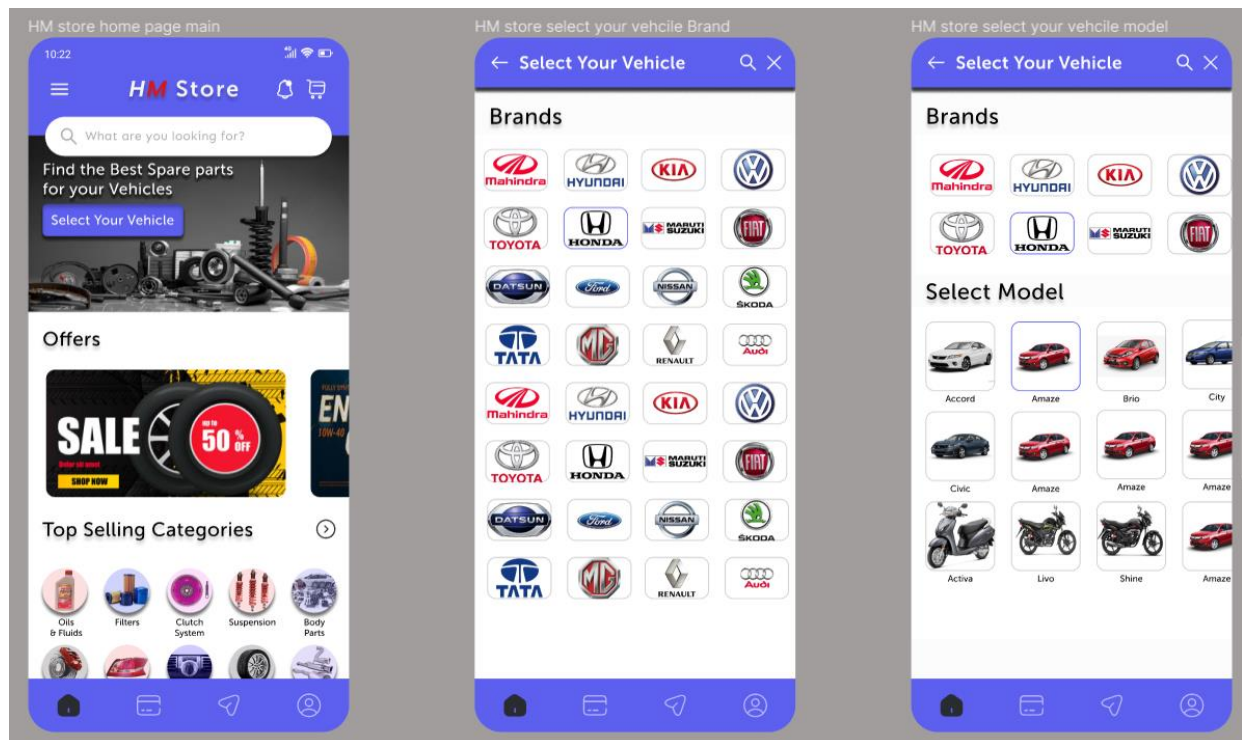
### Towing Service Design:-

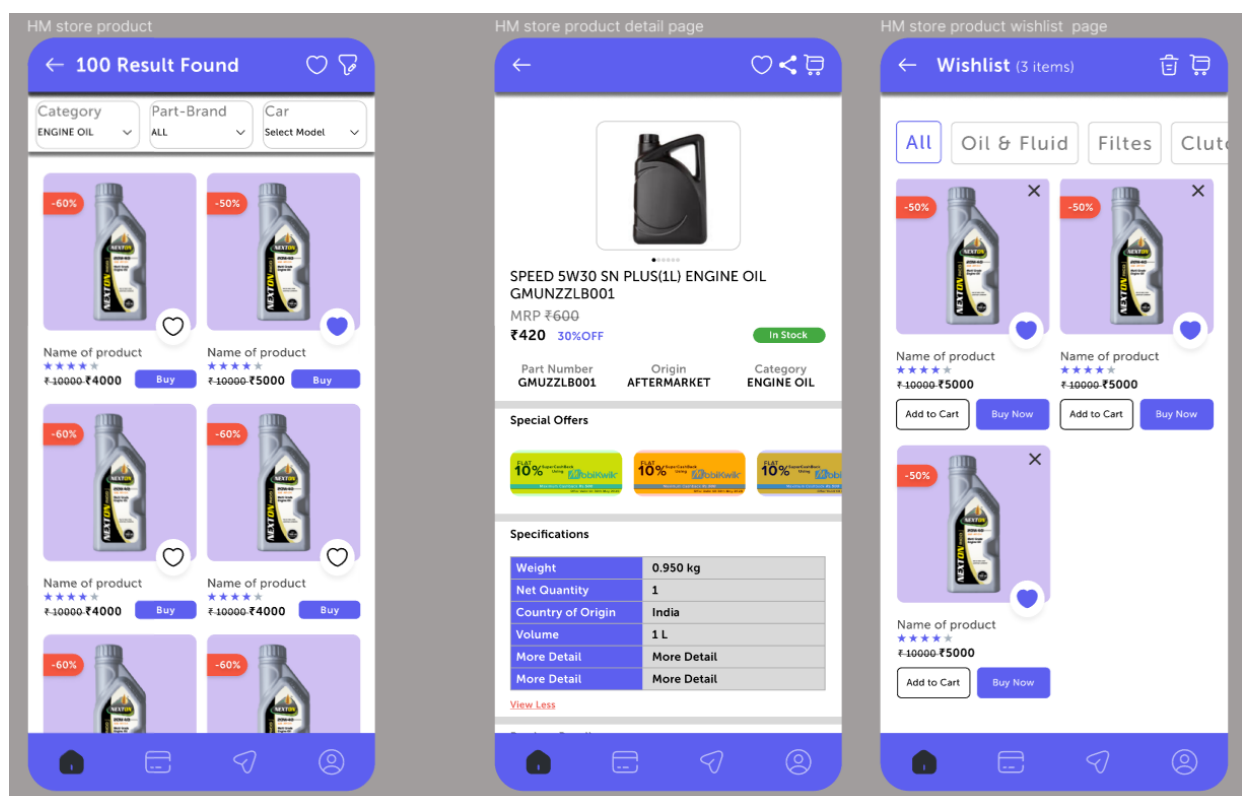
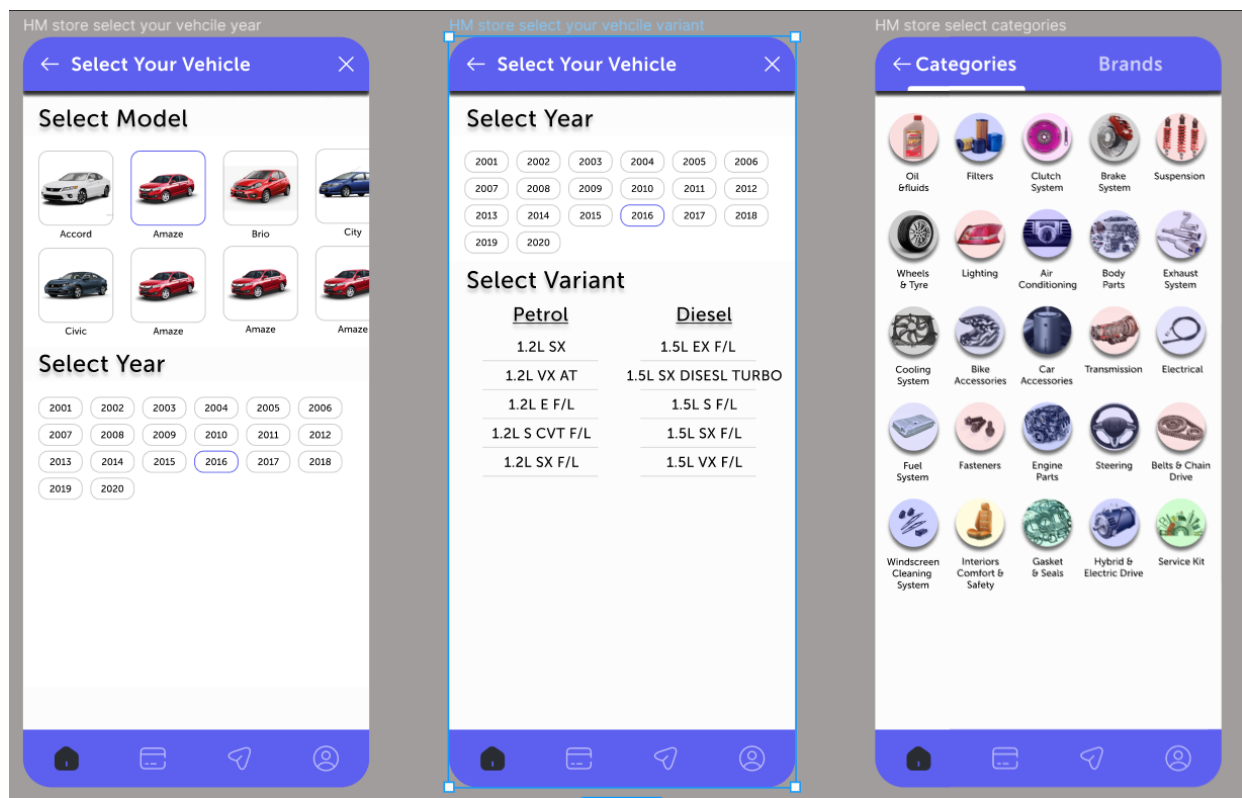


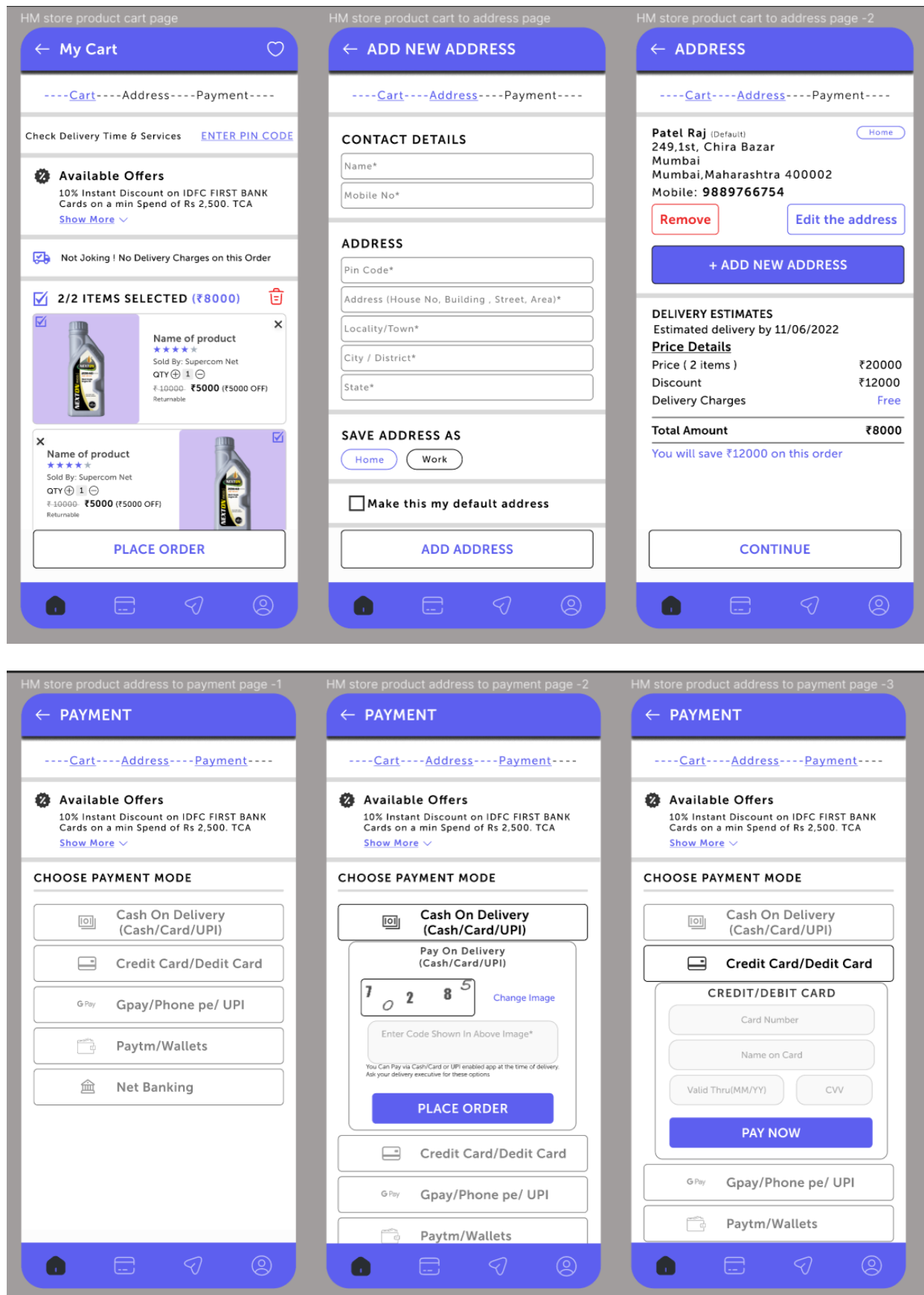


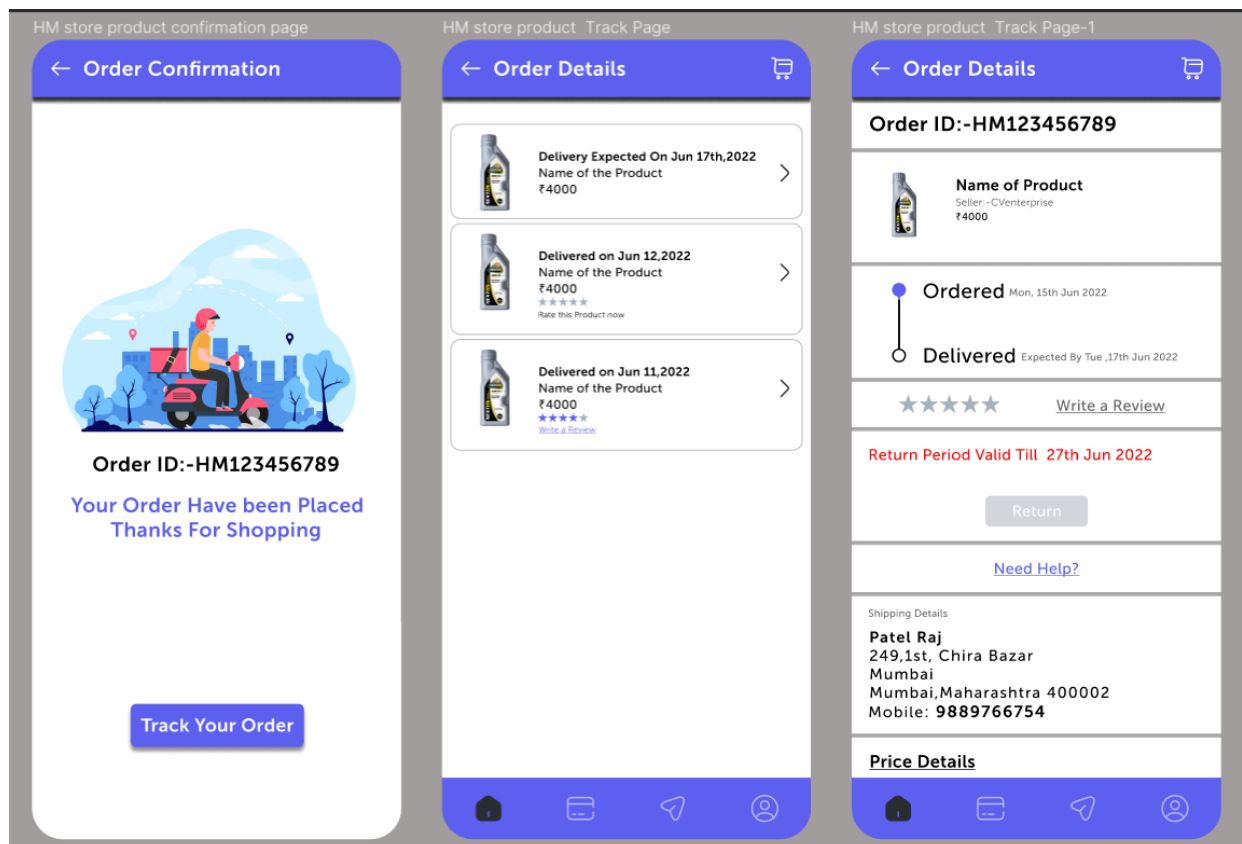
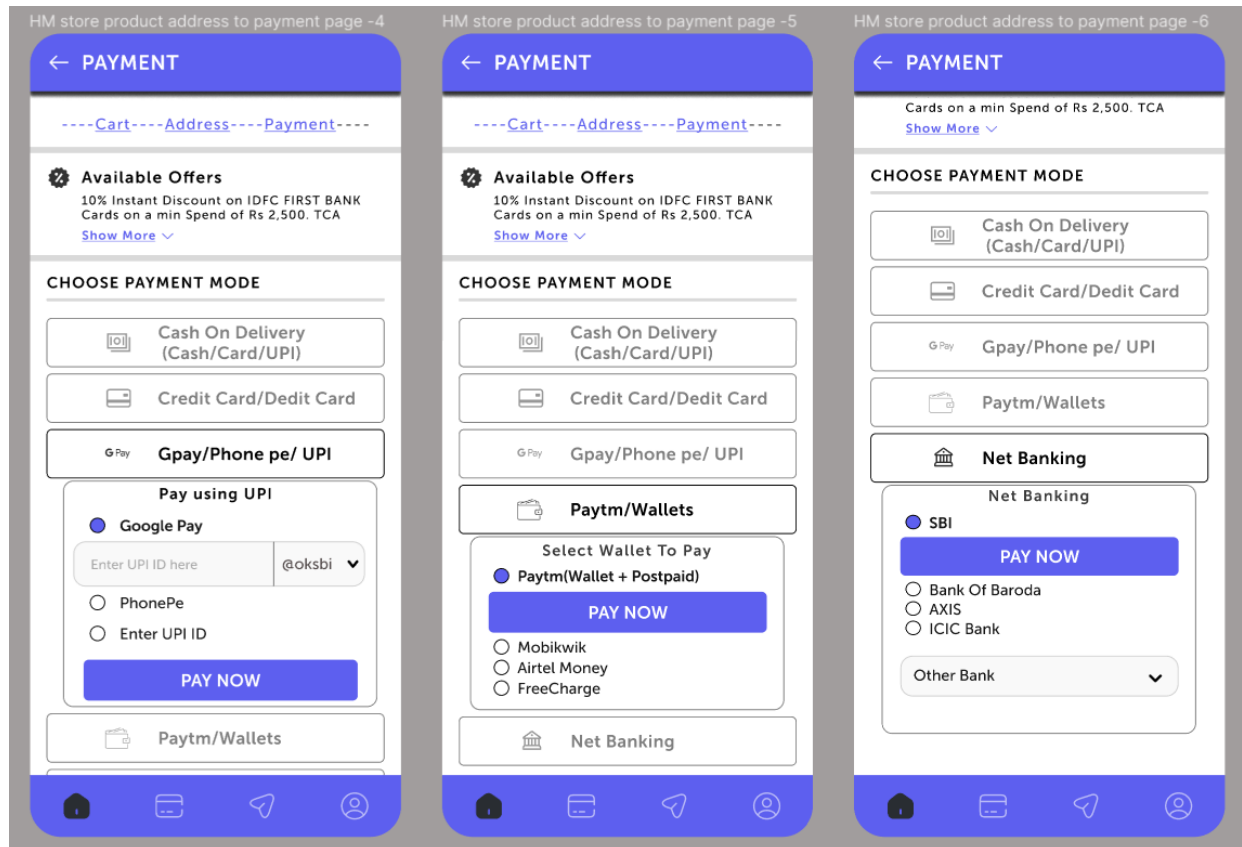


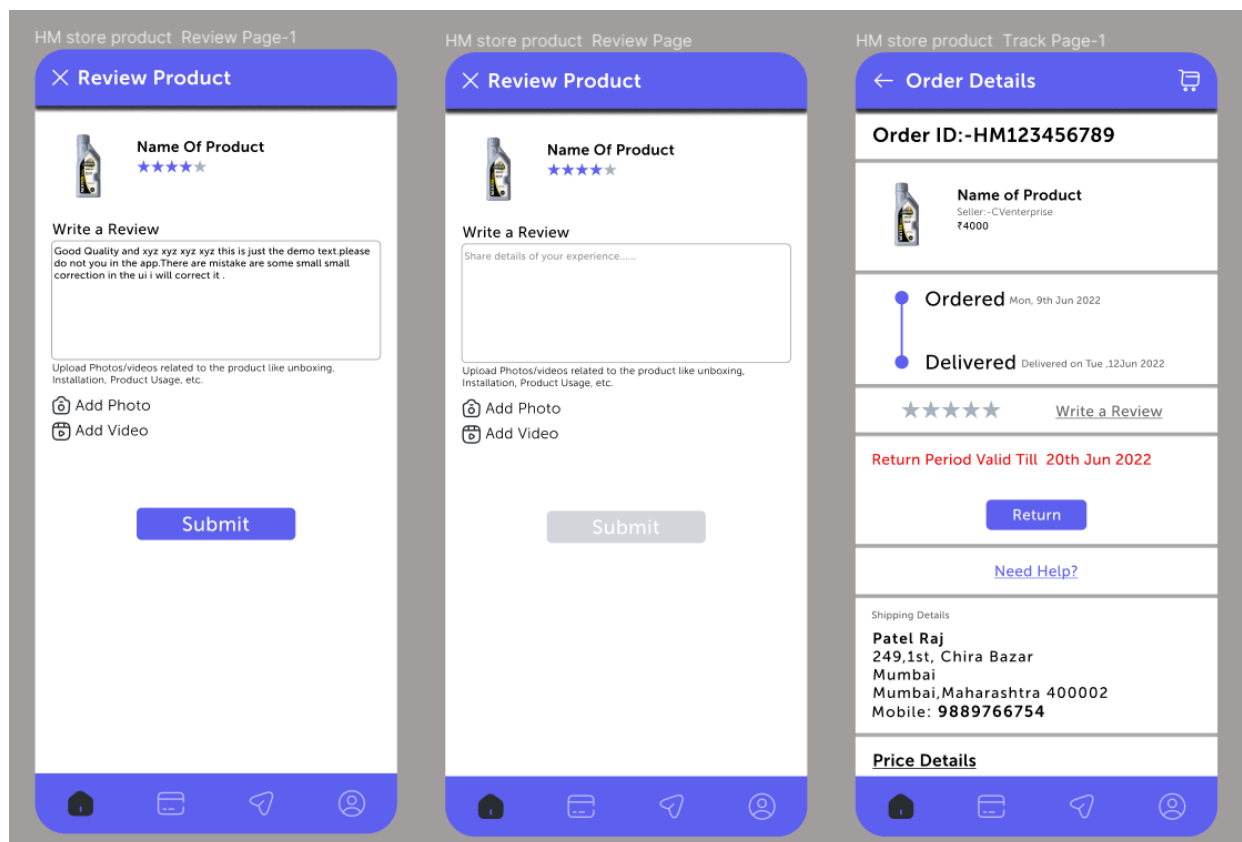
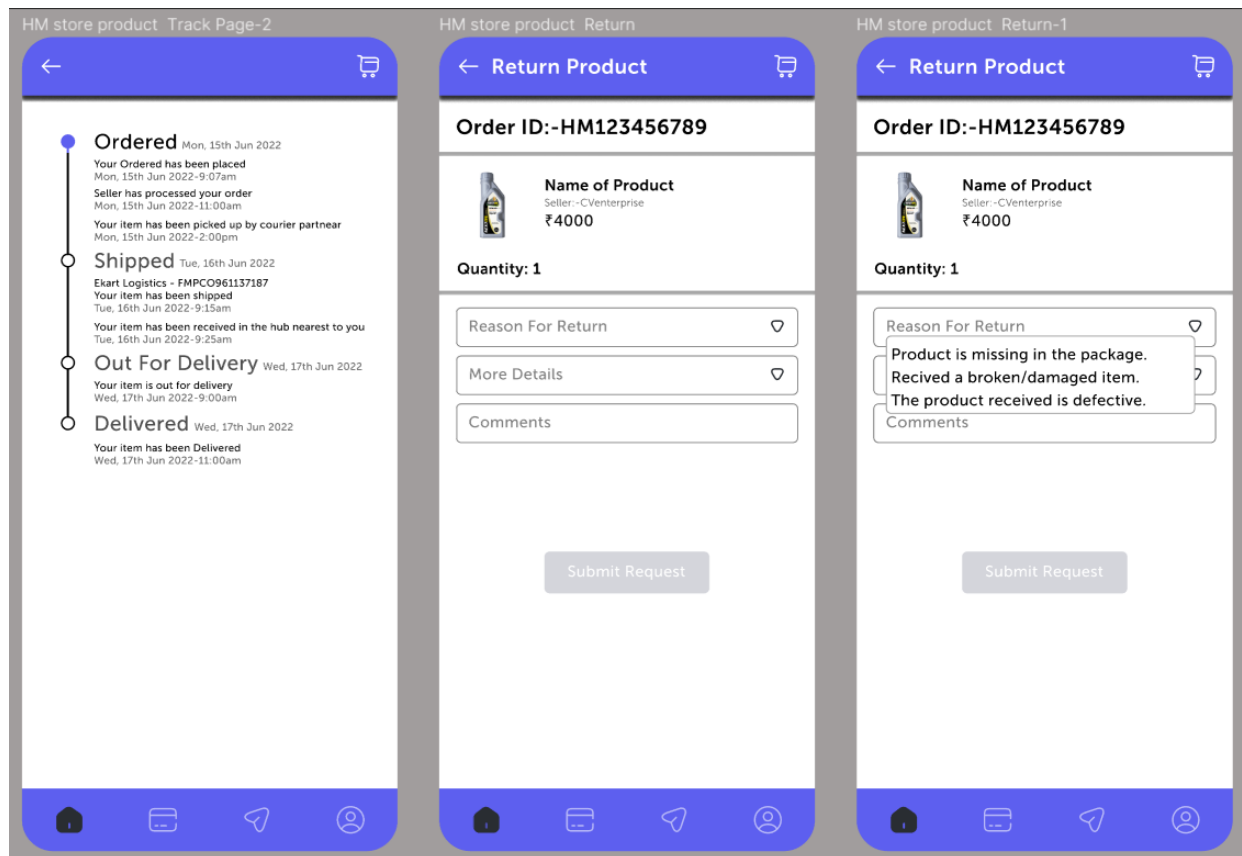
### HMstore Design:-

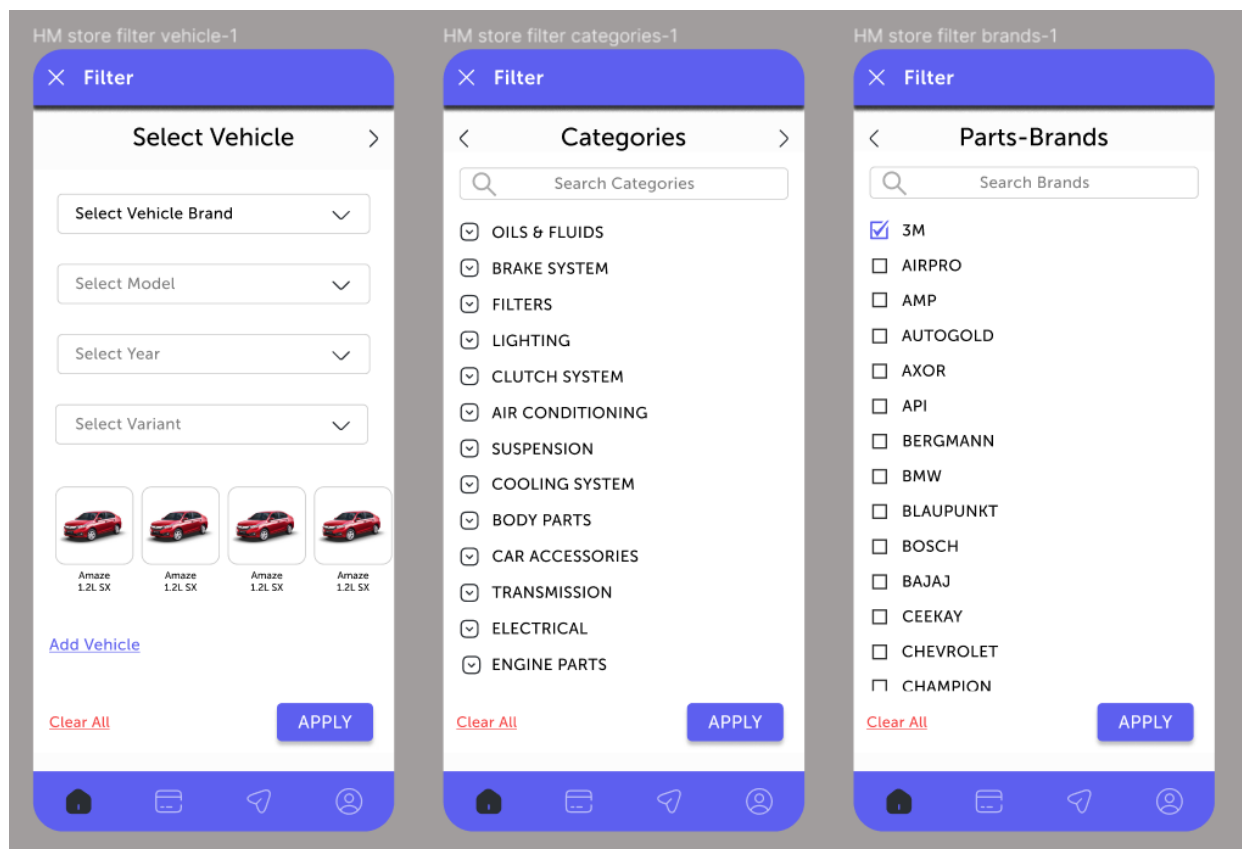
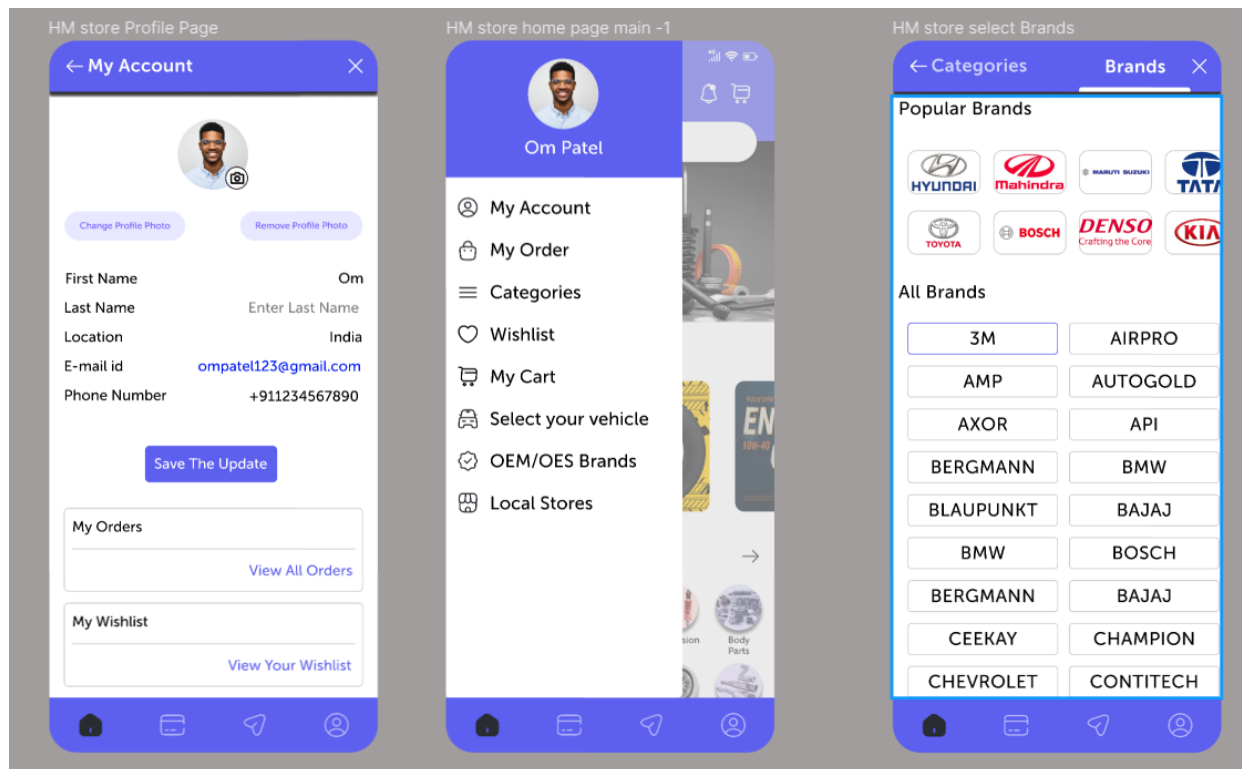




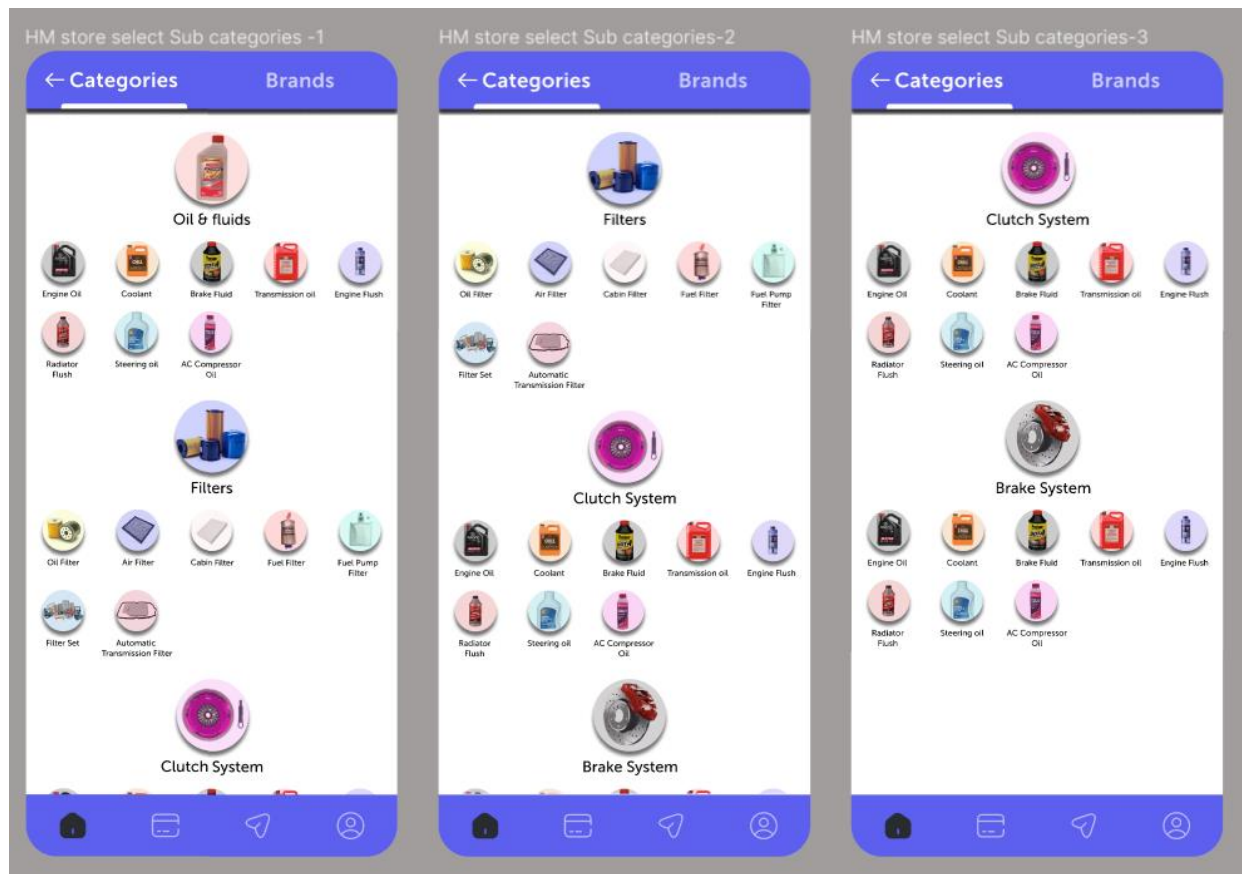












## **CONCLUSION**

In this i learn about what is UI/UX design and difference between ui and ux design .  
Learn the Tool like Figma and Adobe XD.

## **REFERENCES**

**Figma Link:-** <https://youtu.be/kbZejnPXyLM>

**Adobe XD Link:-** <https://youtu.be/68w2VwalD5w>