

8 LAWS OF UX



GROUP : 21

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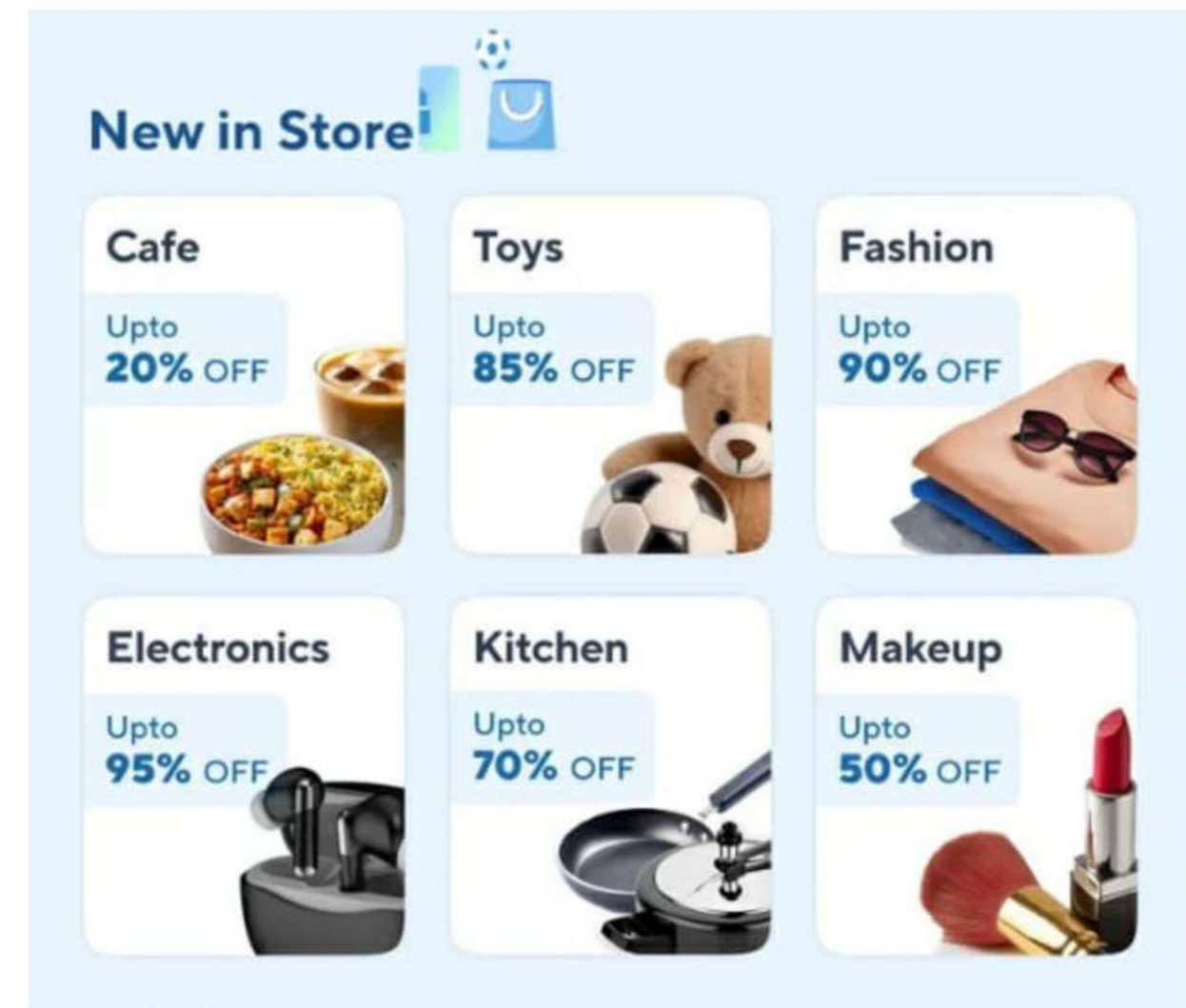
MAUNIL MODI : 202201490



1. HICK'S LAW

Simplify choices to make decisions easier for users.

Zepto features a clean layout with organized categories and product lists, making shopping quick and hassle-free.

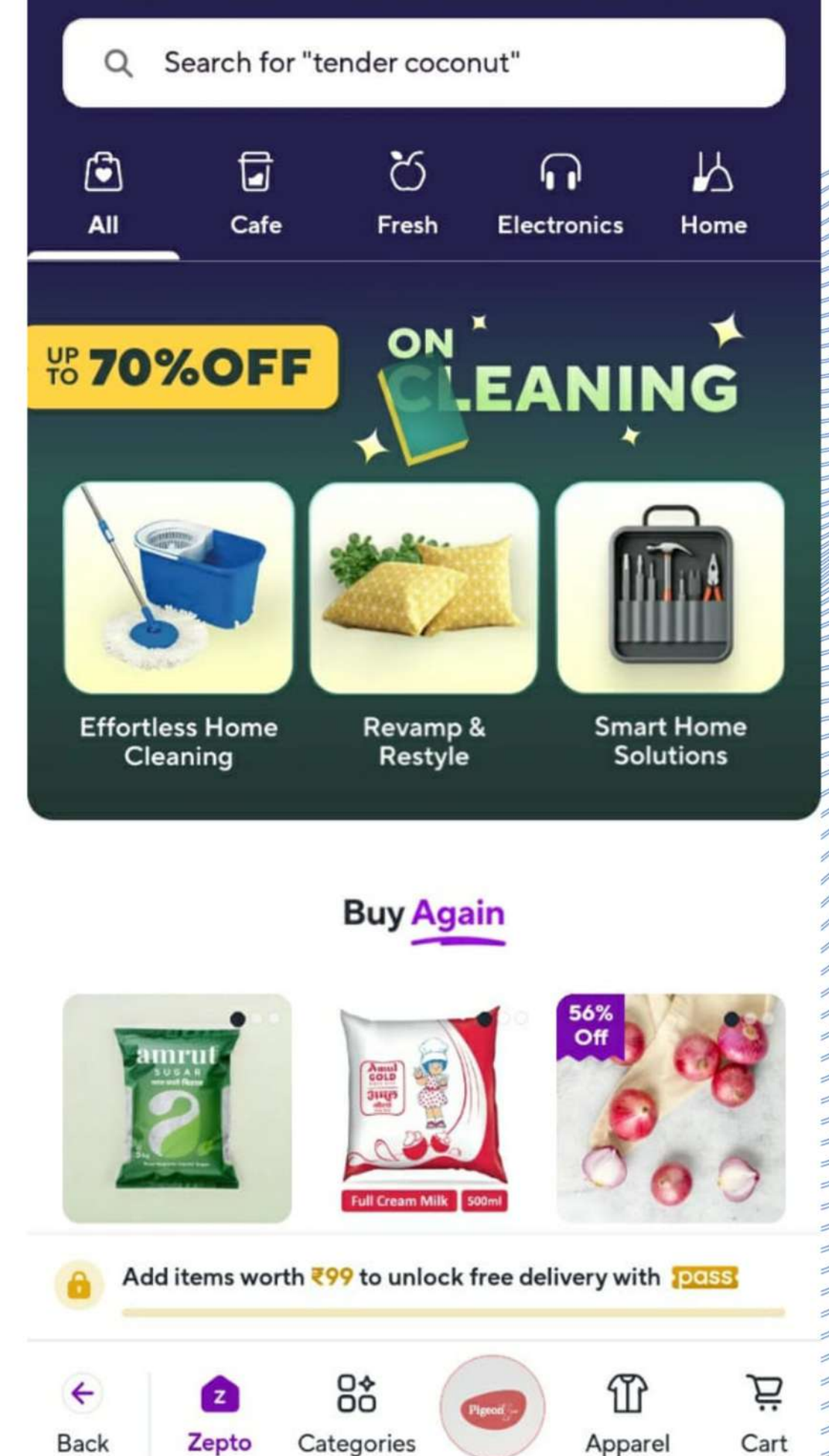


Add items worth ₹99 to unlock free delivery with Zepto Pass

2. Fitts's Law

Larger and Closer buttons make interaction faster.

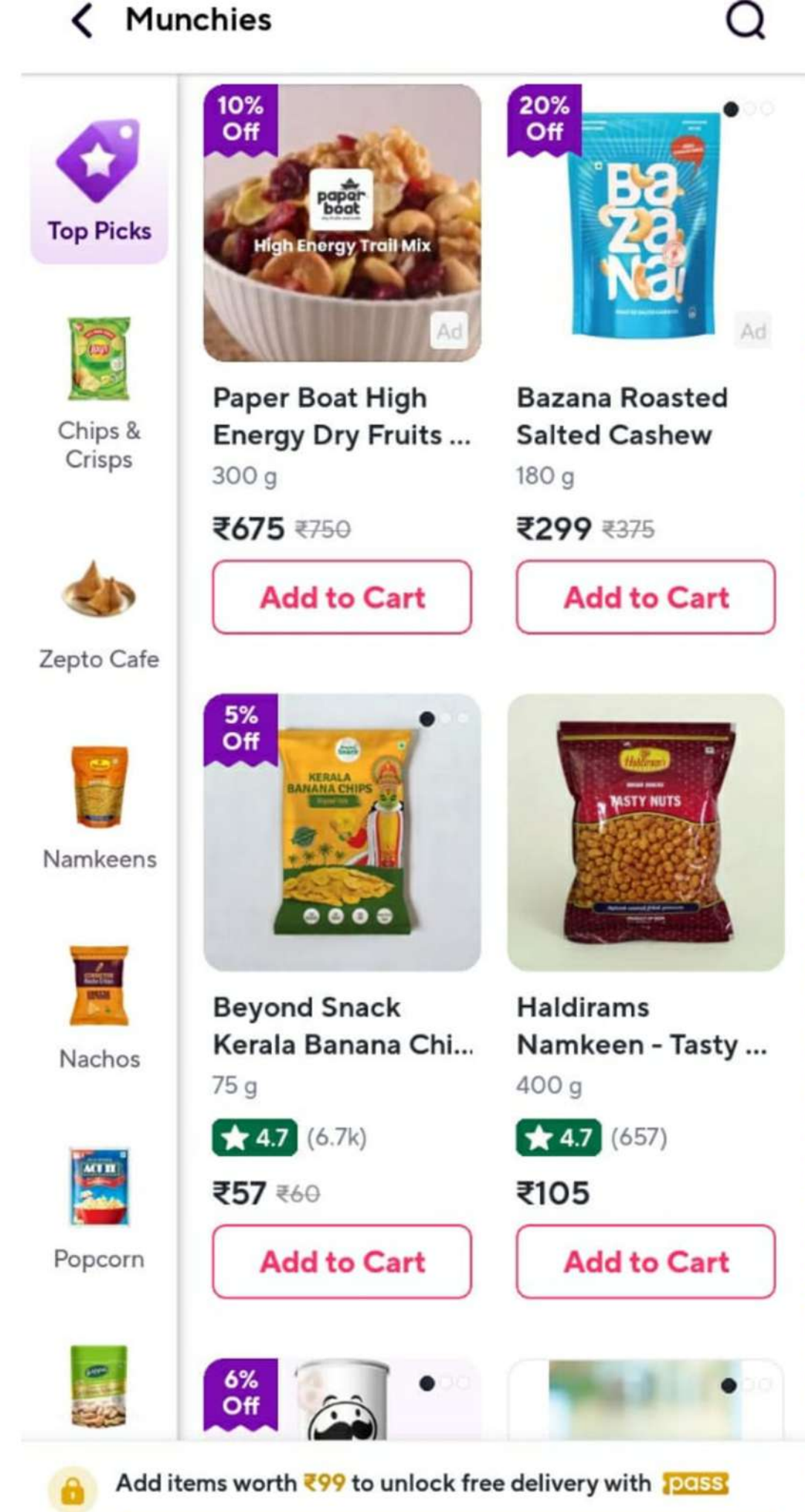
The buttons are close and large-enough which make it easy to tap and navigate,



3. Jakob's Law

Follow established design conventions to improve usability

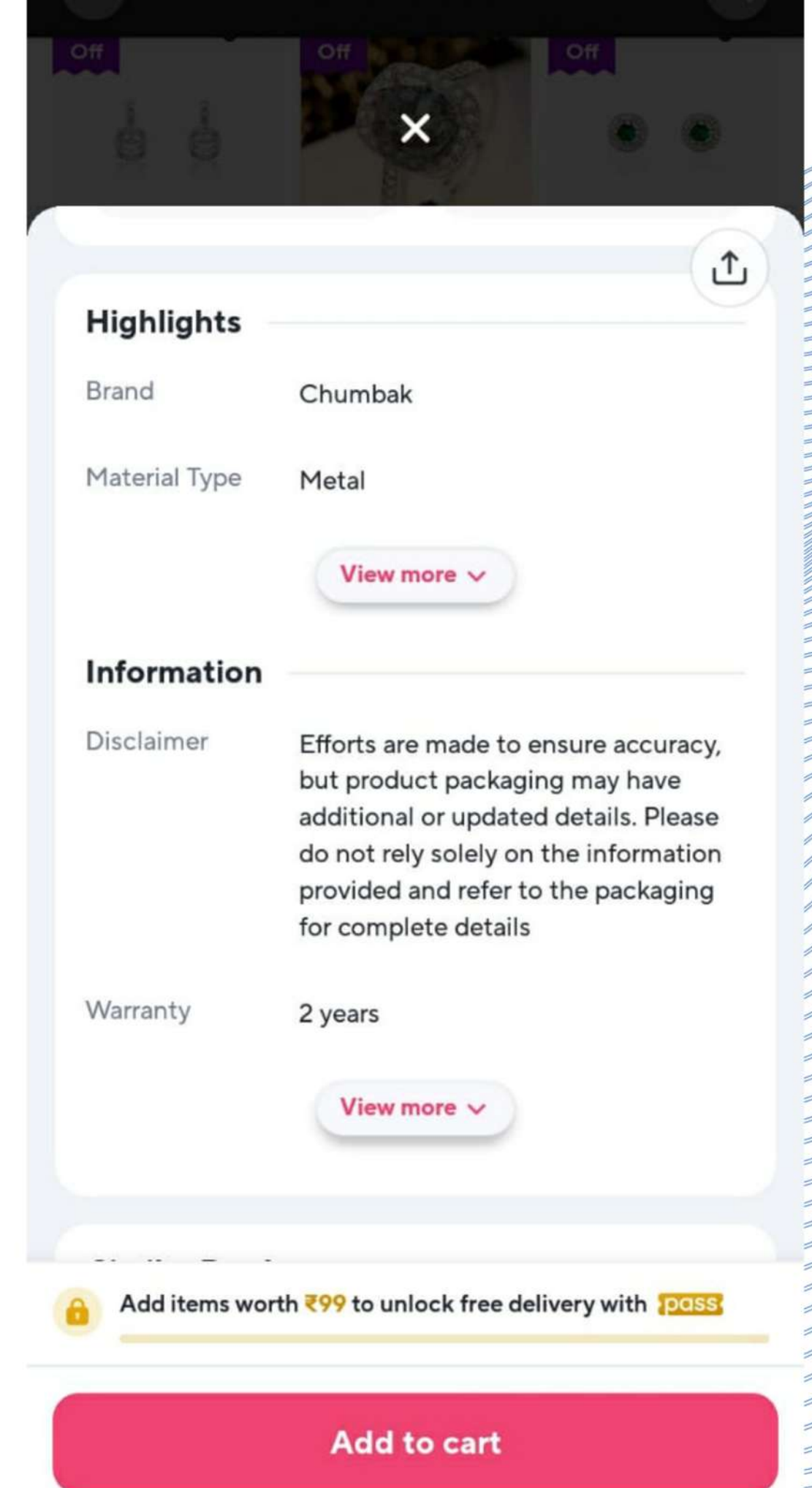
App uses a familiar layout similar to other popular shopping apps, making it easy for users to navigate and shop effortlessly.



4. Miller's Law

One of the most impactful we can do is chunk our information into related groups

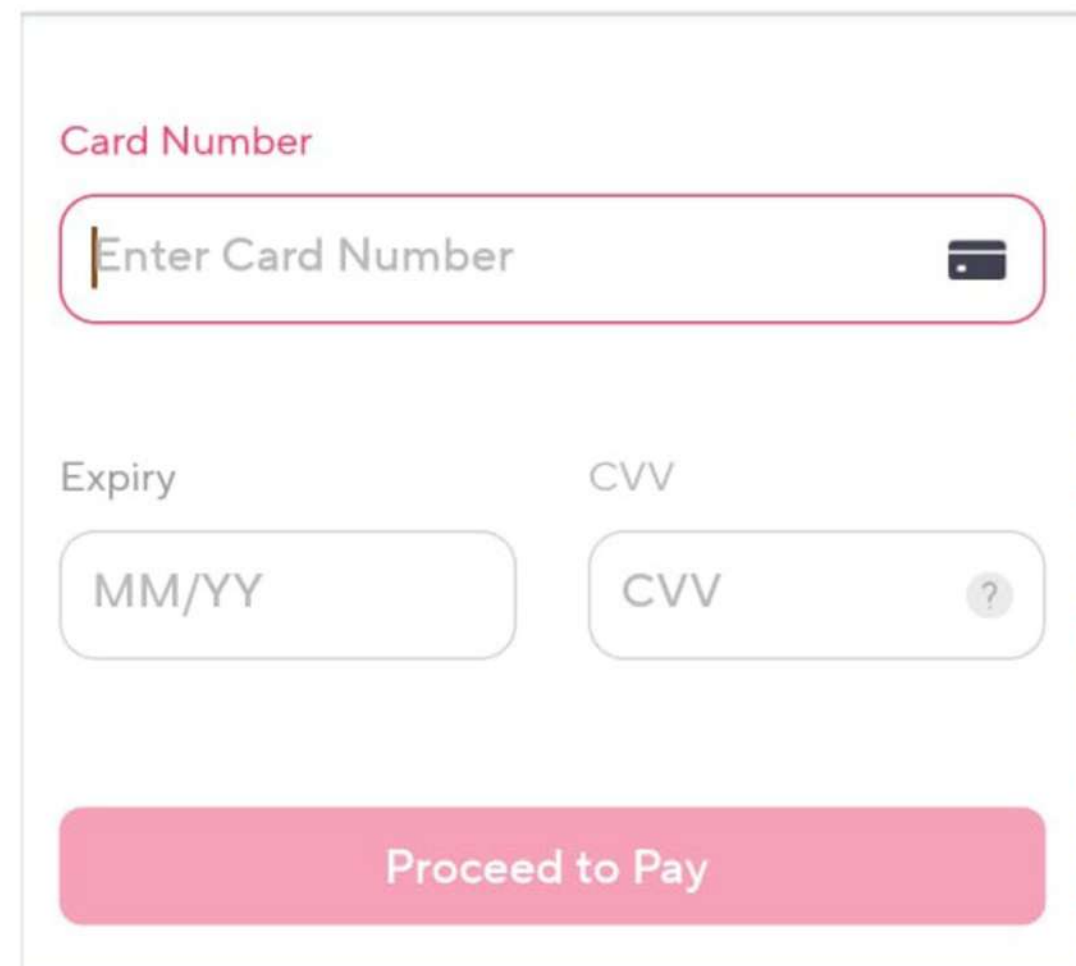
The short and clear product descriptions makes it easy for users to quickly understand and choose items.



5. Tesler's Law

Simplify where possible, but guide users through necessary complexity.

Zepto follows Tesler's Law by simplifying the shopping experience, handling complex tasks behind the scenes to ensure users have a fast and effortless experience.

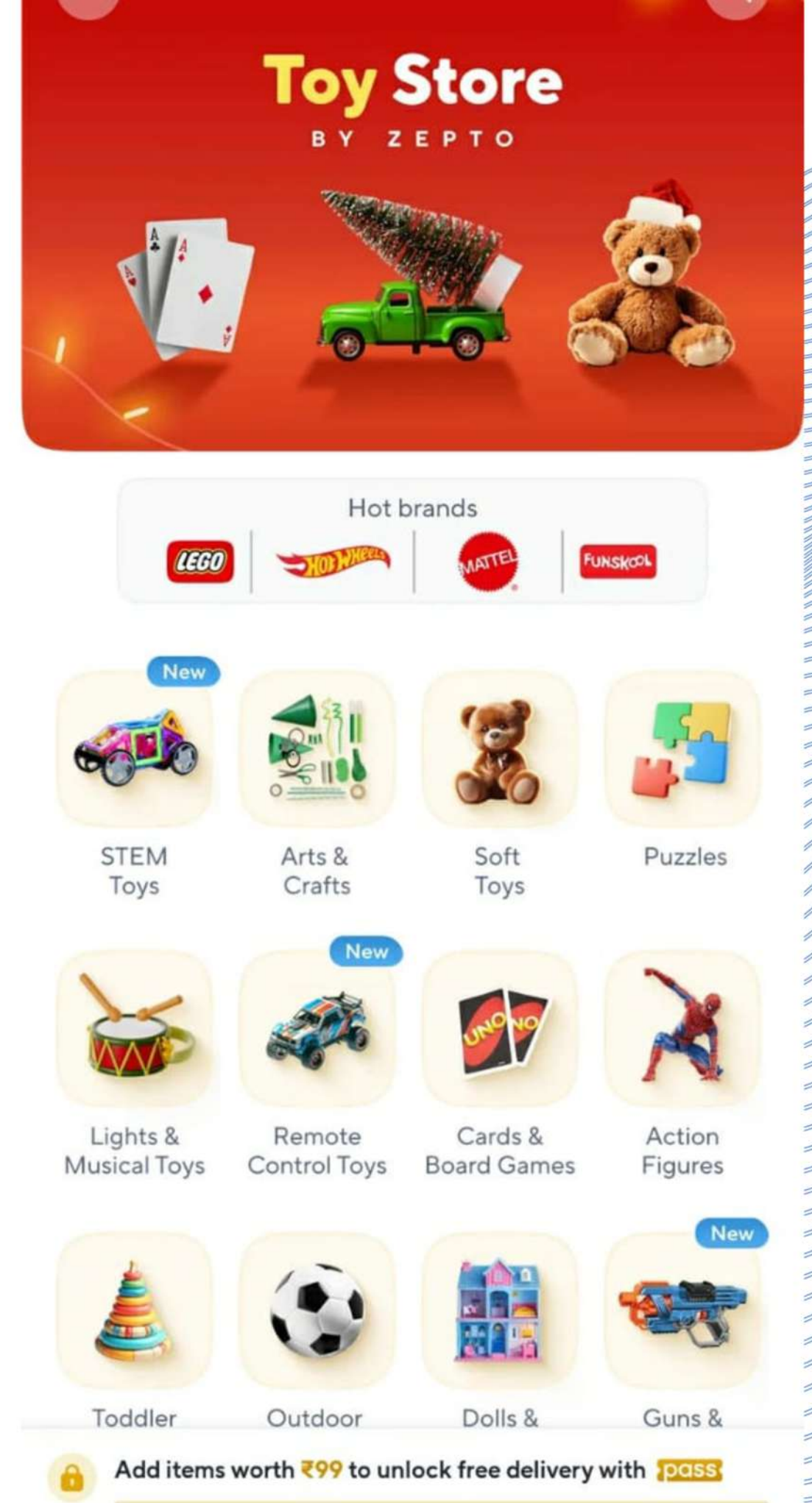


The image shows a payment form with a clean, minimalist design. At the top, the label "Card Number" is in a pink font. Below it is a single input field with the placeholder text "Enter Card Number" and a small card icon on the right. Below this, the form is split into two columns. The left column is labeled "Expiry" and contains an input field with the placeholder "MM/YY". The right column is labeled "CVV" and contains an input field with the placeholder "CVV" and a question mark icon on the right. At the bottom of the form is a wide, pink button with the text "Proceed to Pay". The entire form is set against a light blue background with a subtle wavy pattern on the right side.

6. Law of proximity

Users perceive elements that are close together as related

Zepto follows the Law of Proximity by grouping related items together on the app, making it easier for users to find and shop for products that are similar or frequently bought together.



7. Peak - End Rule

Focus on delivering positive peak movements and endings.

Zepto lacks visually engaging designs for the start and end of the shopping process, providing only basic notifications.



Order Confirmed

Delivering to -**Other**

5JQG+3WR, Gandhinagar, Gujarat 382421, India

8. Aesthetic Usability Effect

Users tolerate minor usability issues in a visually appealing design.

Zepto follows the Aesthetic Usability Effect by having a clean, attractive design.

