Dhirubhai Ambani Institute of Information and Communication Technology

Gandhinagar, Gujarat

IE-418

UX Design for Mobile Applications

(Prof. Anupam Rana)

Group – 7
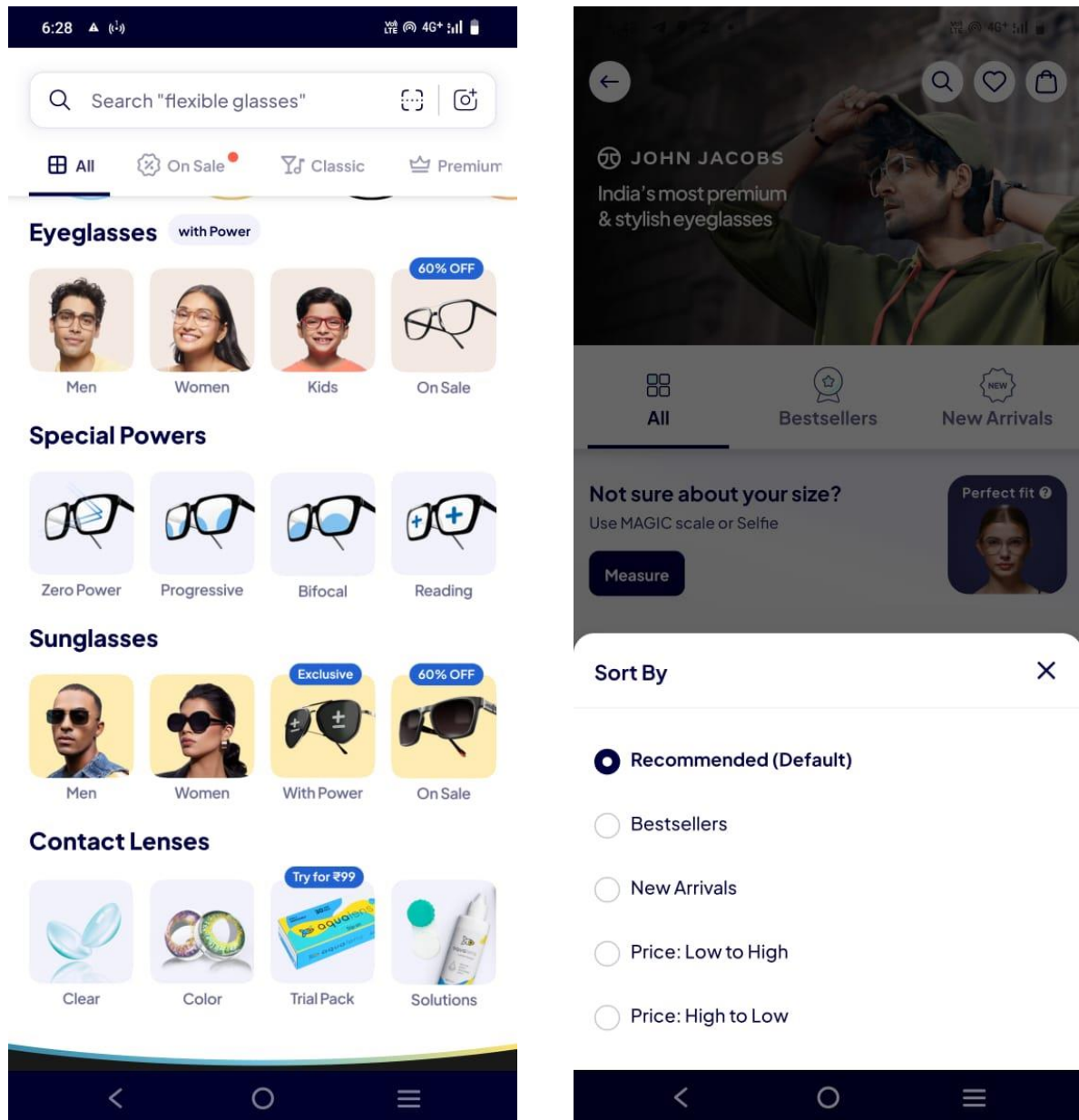
Chintan Bhara – 202201060

Het Gandhi – 202201167

Dishant Patel – 202201260
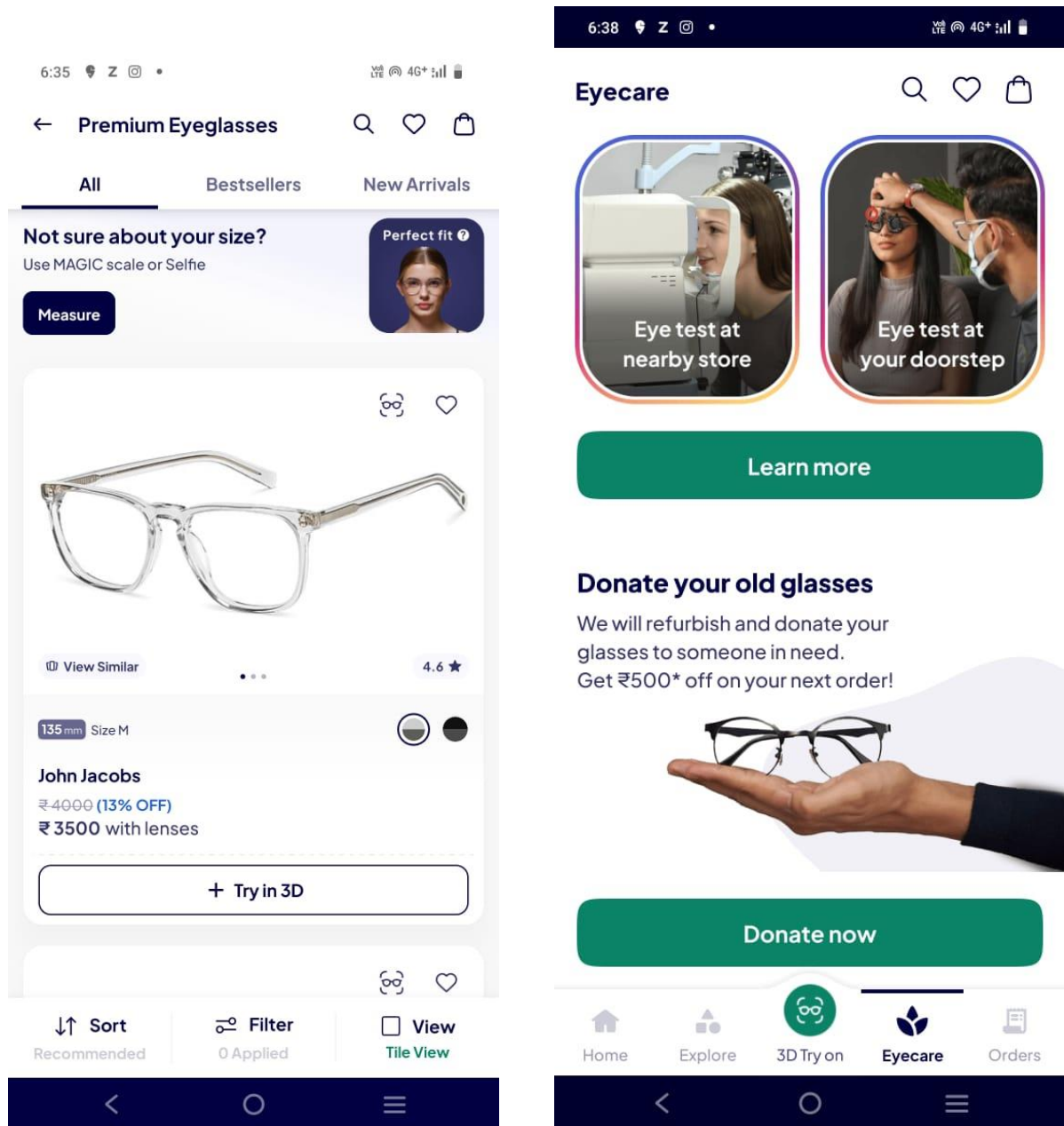
Application selected: **Lenskart**.

Here, we define **8 essential laws of UX**.

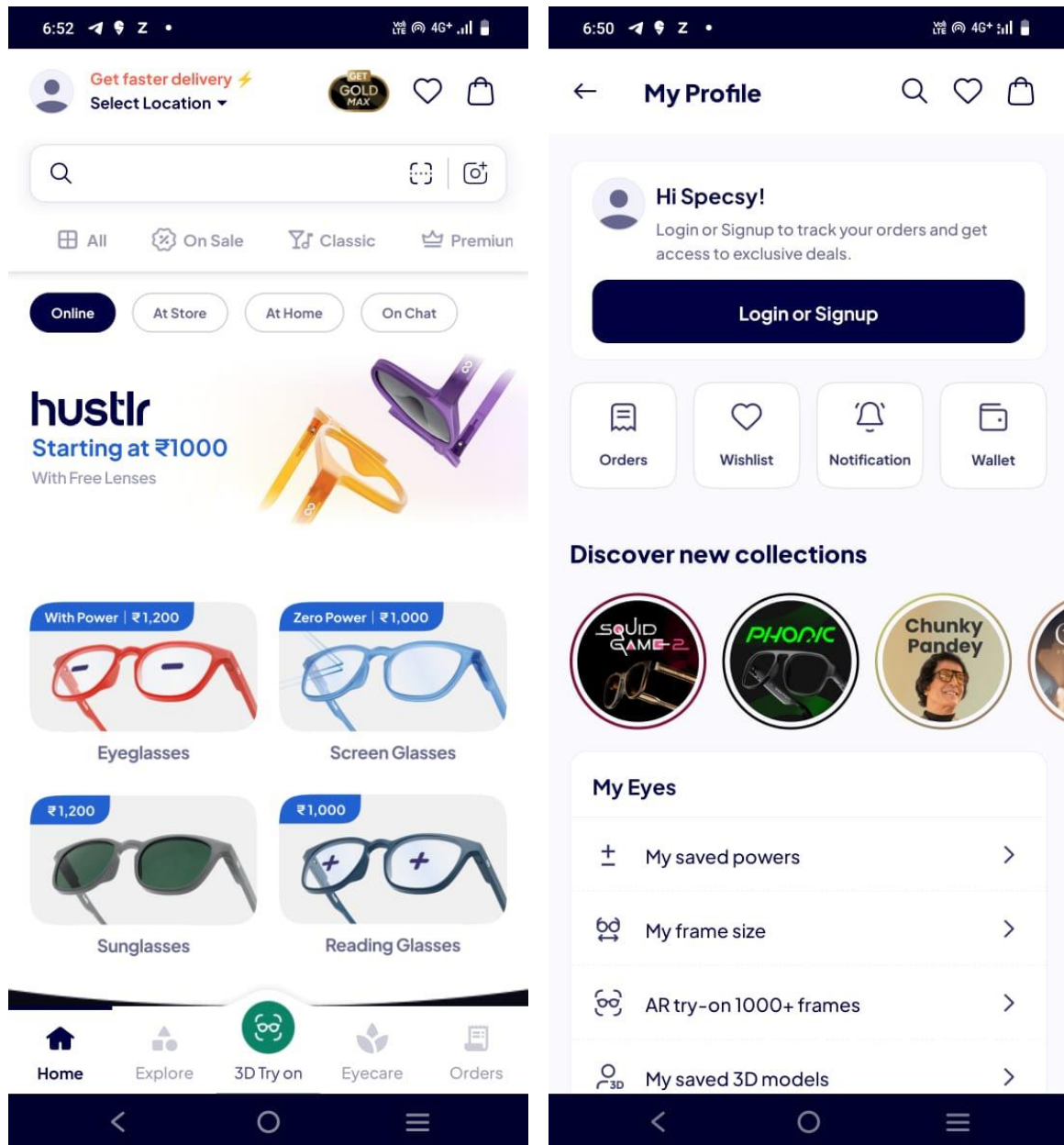1. **Hick's Law:** Simplify choices to make decisions easier for users.

The app simplifies selections on the home screen, providing consumers with a streamlined range of products, making decision-making easier.

2. **Fitts's Law:** Larger and Closer buttons make interaction faster.

Larger, well-placed buttons (such "Add to Cart", "Try Now" or as shown in photos) enable speedy interaction and ease of access, boosting the user experience.

3. Jakob's Law: Follow established design conventions to improve usability.

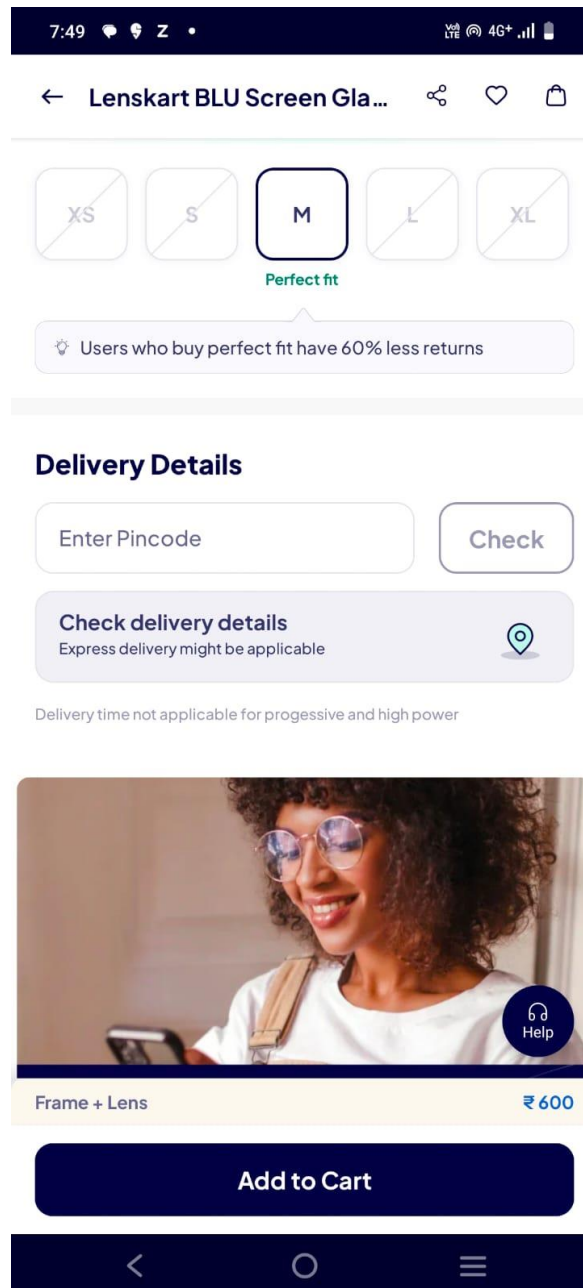

The application complies with design standards to a considerable extent, giving consumers a recognizable and predictable navigation experience.

4. **Miller's Law:** One of the most impactful we can do is chunk our information into related groups.
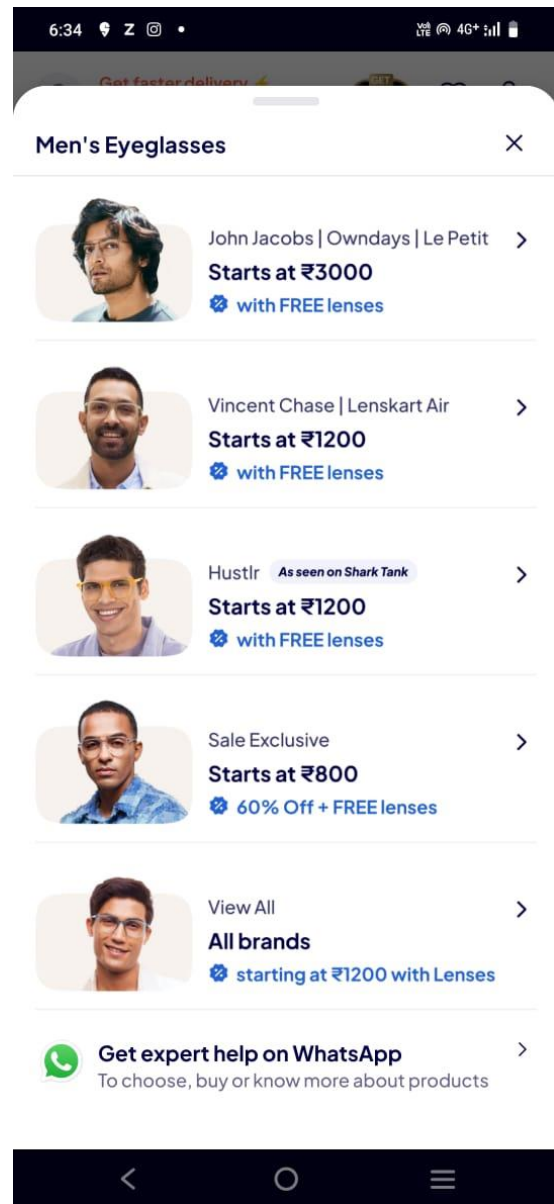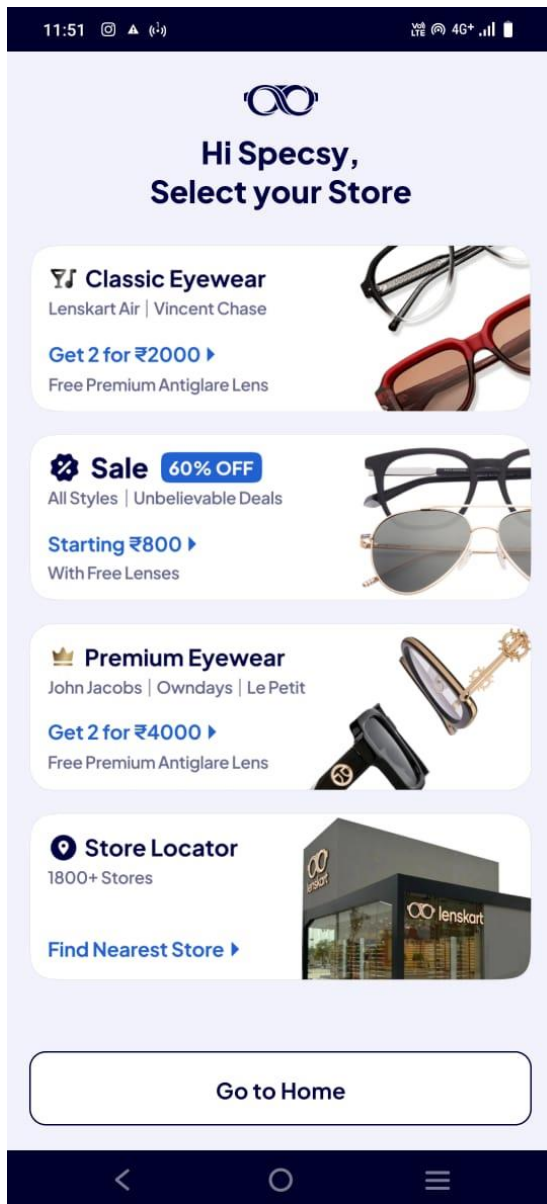
   No such content found to be grouped in the app.

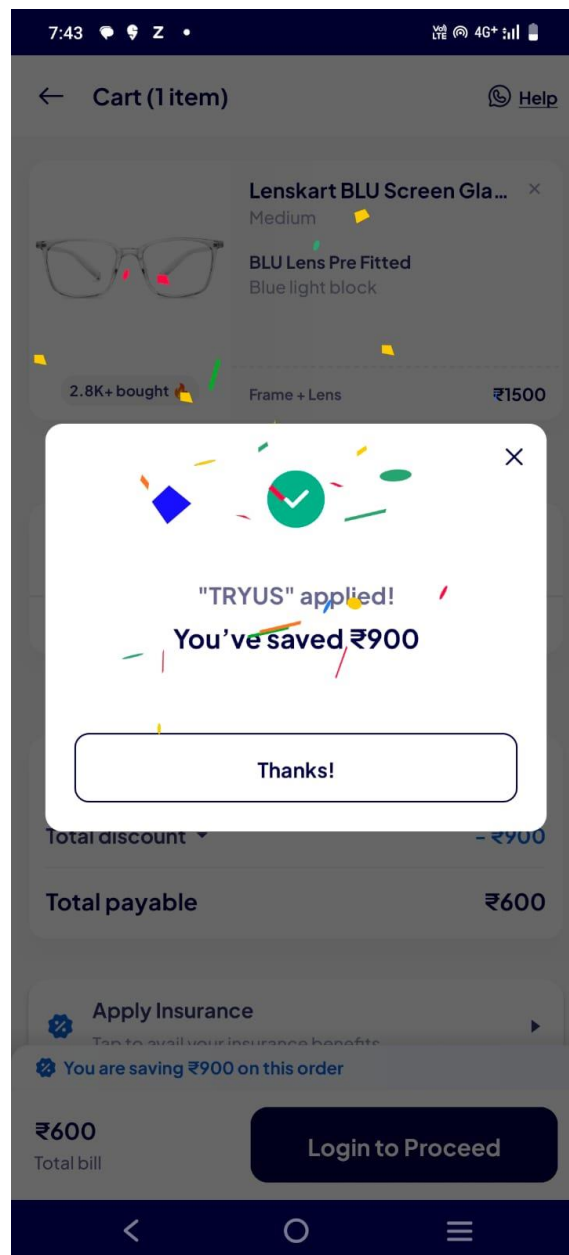5. **Tesler's Law:** Simplify where possible, but guide users through necessary complexity.

   Even though there are several steps in the checkout procedure (View -> Add to Cart -> Payment), it successfully leads users through the intricacy, albeit it may be made even simpler.

6. Law of Proximity: Users perceive elements that are close together as related.
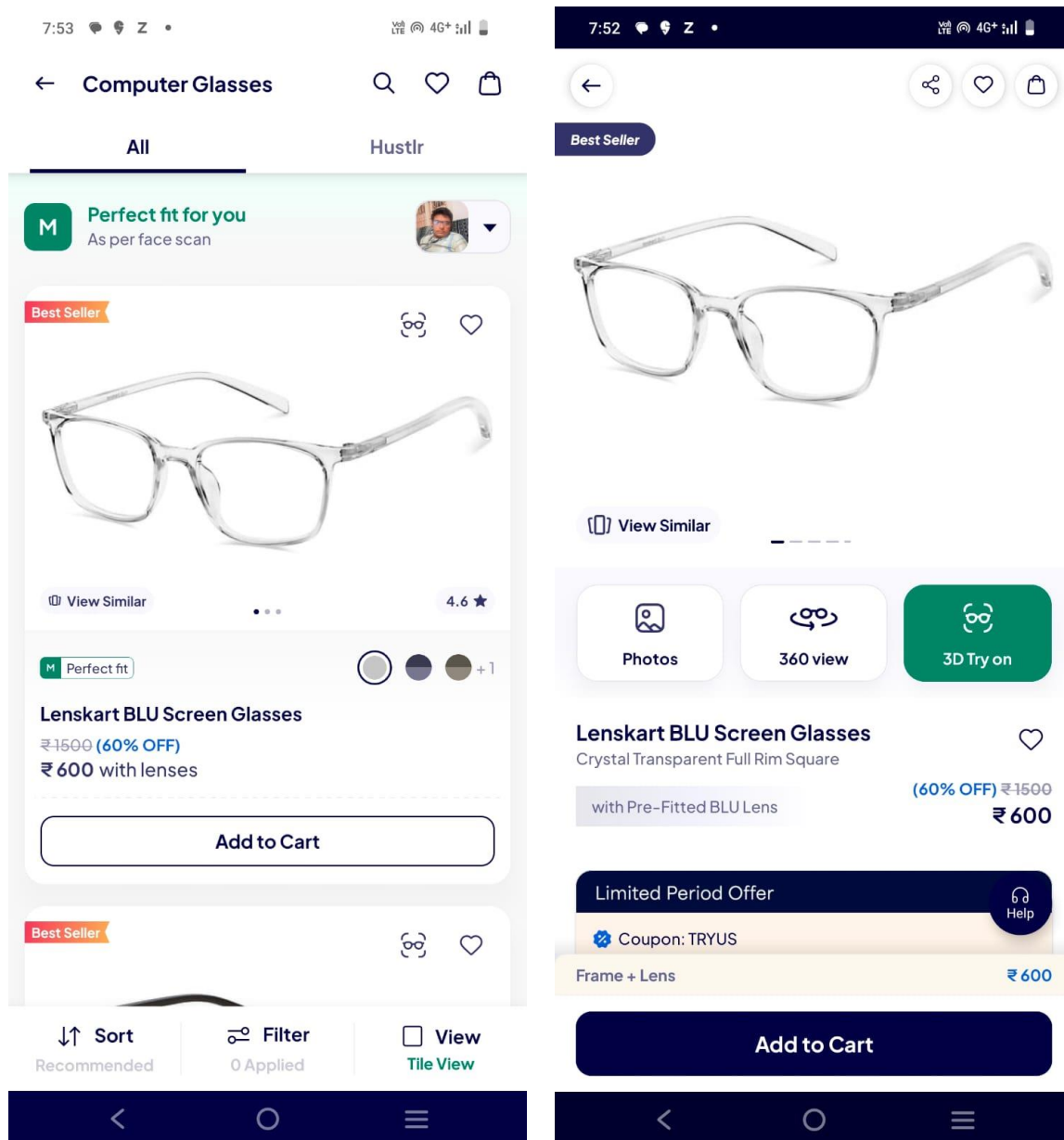

Logical grouping of elements, such as product photos and related actions (such "Buy Now" or "Add to Favourites") strengthens their relationship and enhances usability.

7. Peak – End Rule: Focus on delivering positive peak movements and endings.

The app concentrates on providing satisfying high points, such virtual try-on capabilities, but for a more powerful impact, the last processes (like payment) might use some improvement.

8. **Aesthetic Usability Effect:** Users tolerate minor usability issues in a visually appealing design.

The app's aesthetically pleasing design makes up for little usability problems, keeping users happy and involved.