Dhirubhai Ambani Institute of Information and Communication Technology

Gandhinagar, Gujarat

IE-418

UX Design for Mobile Applications

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Group – 7

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Fogg's elements of Simplicity

Description :

We have selected **Lenskart** Application for Fogg's elements of Simplicity, as we were asked for. We have provided data for each element if there is any regarding the application. These factors influence the ease or difficulty of completing specific actions within an application.

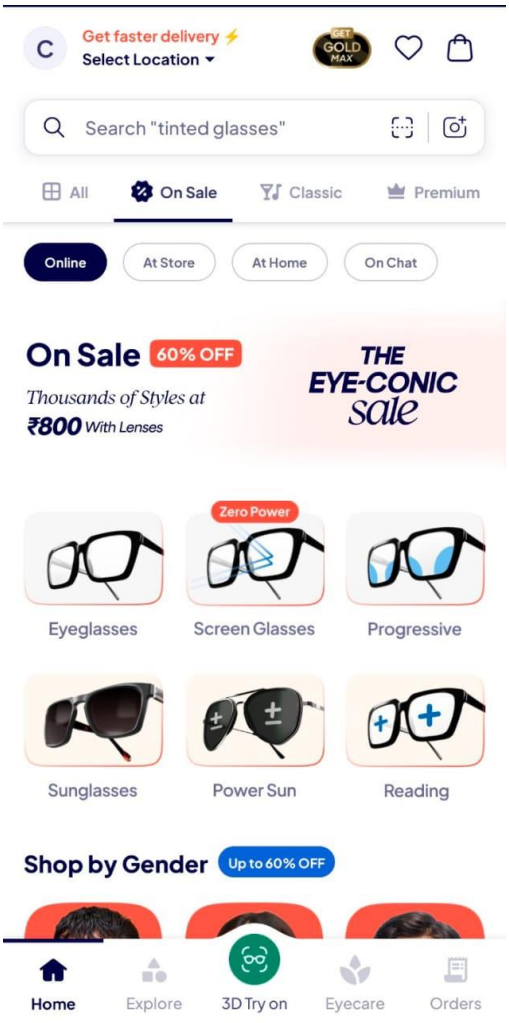
1. Time:

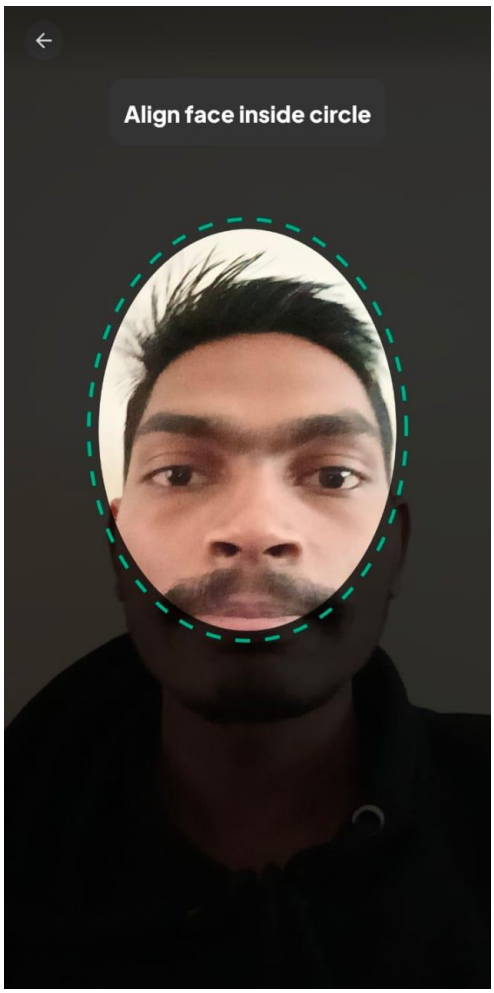
Goal: Determine how long it takes users to finish important tasks including ordering, utilizing the virtual try-on tool, and exploring glasses.

Steps:

Determine Important Tasks:

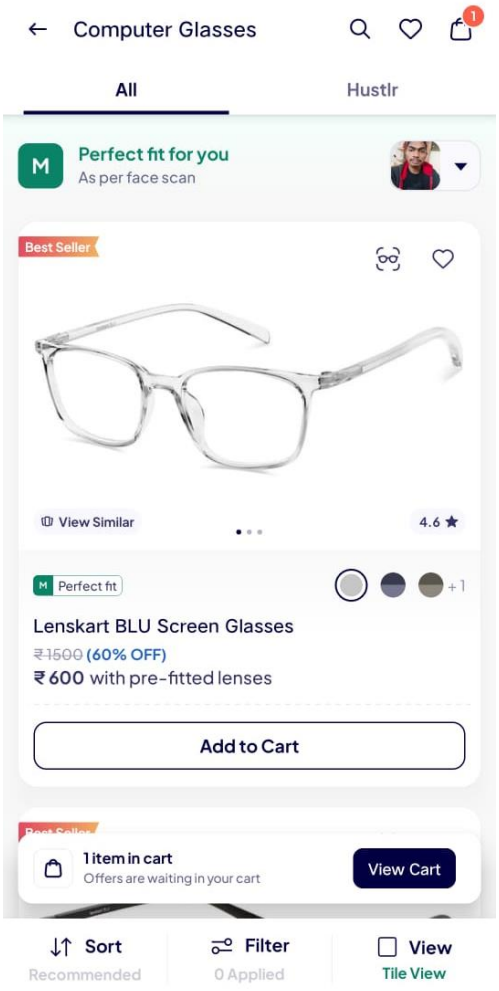
- Looking through and choosing glasses.
- Making use of the virtual try-on function.

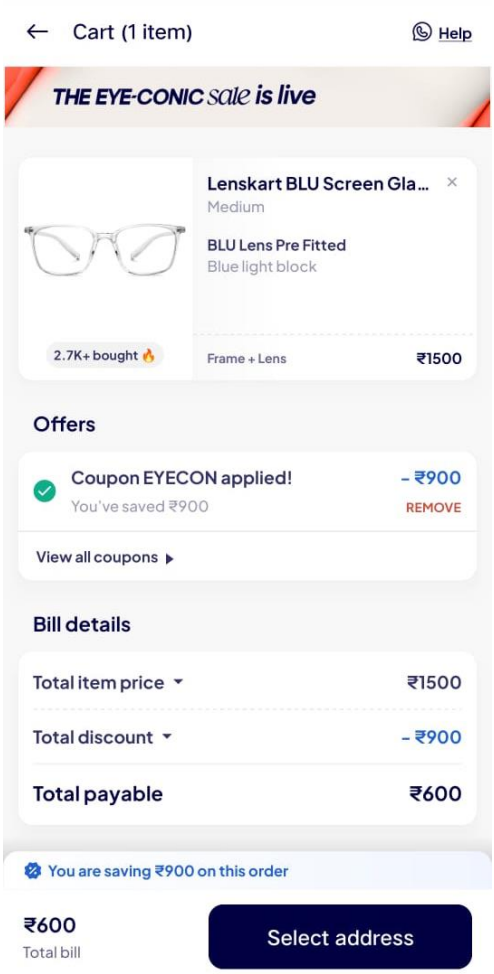




Fogg's elements of Simplicity

- Placing an item in the shopping cart and making the transaction.





Perform a task analysis:

- Watch people complete these tasks and note how long they take.
  - We noted the time for the above tasks.
    Time taken: 01:03 Minutes.
    We were confirmed about the product which we were ordering so it took less time to complete the action.

Metrics:

- Average time to finish tasks (e.g., placing an order takes three minutes).
- Rates of dropout for extended tasks, such as virtual try-ons.

2. Money:

Goal: Find out how customers see the prices of **Lenskart** goods, such as memberships, glasses, and lenses.

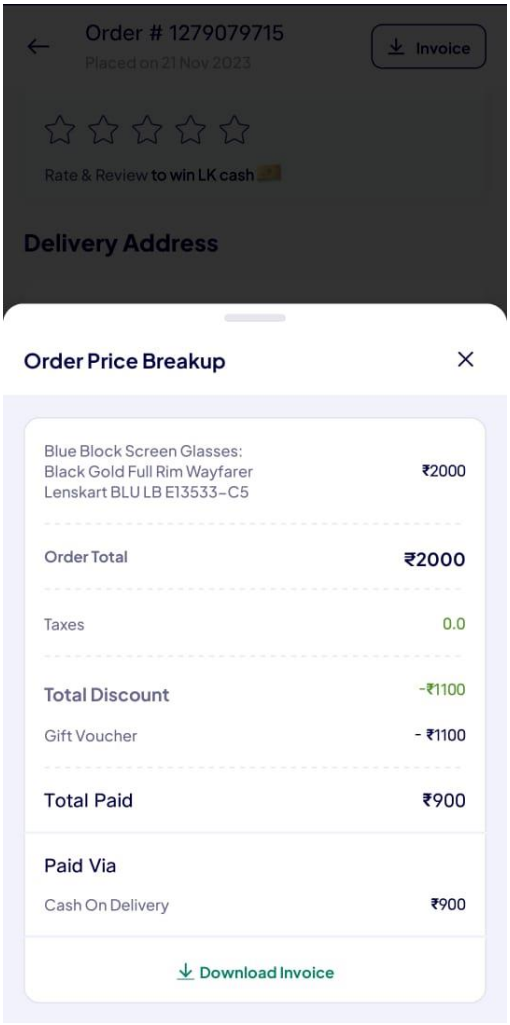
Steps:

Examine how people perceive prices:

- Ask consumers if they think the prices are reasonable, high-end, or costly.
- Analyze the effects of promotions such as discounts, free trials, or the Gold Membership plan.

Monitor Purchase Patterns:

- Examine data to determine whether pricing has an impact on conversion rates or cart abandonment.



Metrics:

- The proportion of users that think the prices are reasonable.
- Conversion rates following price or offer viewing.
- Rates of cart abandonment during the payment phase.

3. Physical Effort:

Goal: Assess the physical actions necessary to utilize the app, such as navigating through items or utilizing the virtual try-on function.

Steps:

Examine User Flows: Check for excessive scrolling, swiping, or adjusting while using the virtual try-on.

Metrics:

- The quantity of taps and swipes required to browse and make a purchase.

4. Brain Cycle:

Goal: Evaluate how much mental work it takes to use the virtual try-on function, traverse filters, and comprehend product descriptions.

Steps:

Cognitive Walkthroughs: Assess the intuitiveness of actions such as choosing a lens type, frame size, or color.

Mental state: Keep an eye out for user mistakes, such as choosing the incorrect frame size or misinterpreting prescriptions.

Metrics:

- The quantity of back-and-forth navigations or retries.

5. Social Deviance:

Goal: Determine if consumers are at ease sharing purchases or utilizing Lenskart features (such as the virtual try-on) in public.

Steps:

Perform User Interviews: Recognize whether consumers are hesitant to use socially awkward aspects like the virtual try-on.

Metrics:

- The proportion of users that feel at ease utilizing features in public.

6. Non-Routine:

Goal: Assess how effectively Lenskart fits with users' current schedules for making appointments for eye exams or purchasing eyewear.

Steps:

Examine Behavioral Information: Monitor recurring usage trends, such as frequent purchases or lens reorders.

Inquire as to whether the app complements or detracts from their purchasing patterns for eyewear.

Metrics:

- Comments on how the program works with the users' current routines.
- Use of recurrent features (such ordering new lenses) on a regular basis.