



8 *LAWS Of UX*

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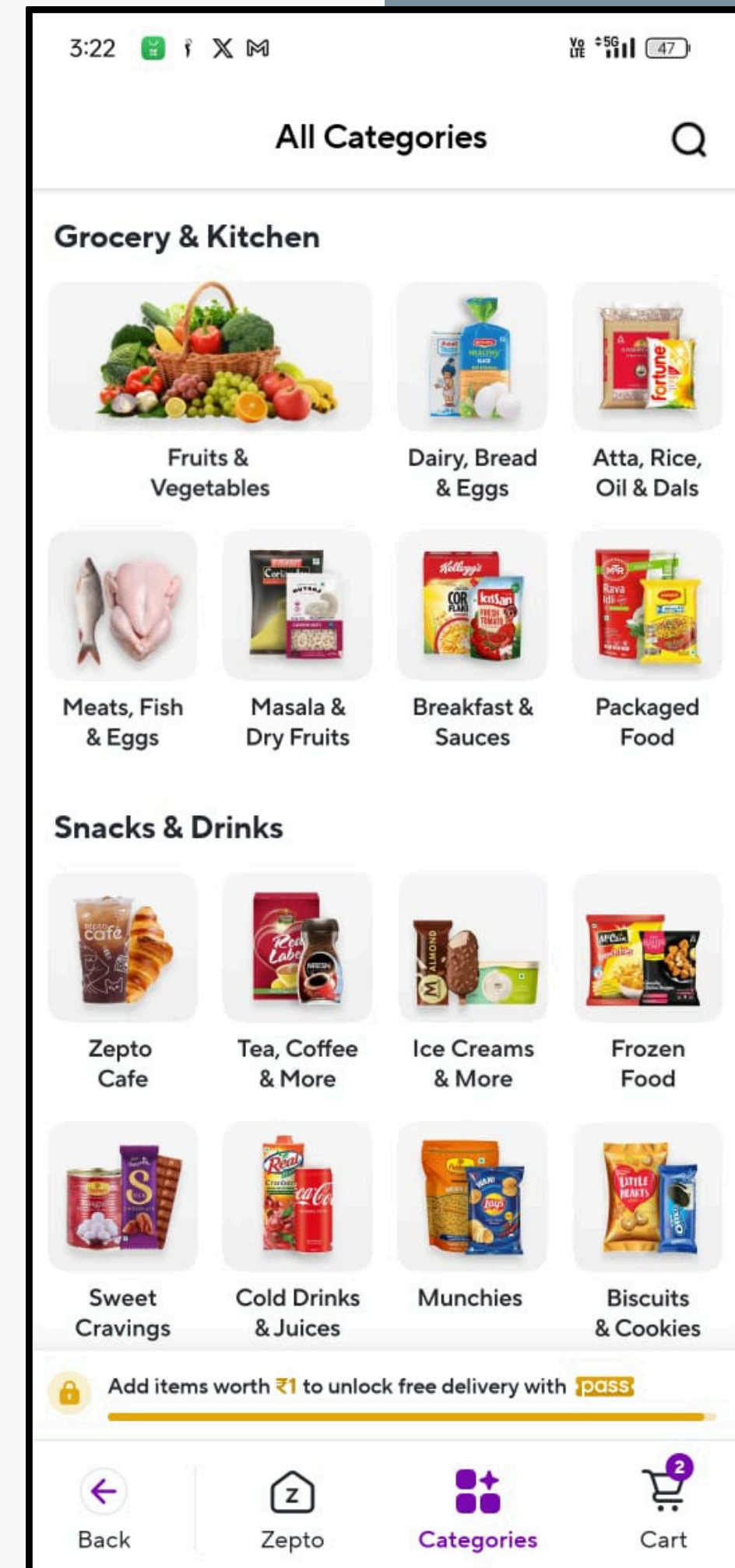
Application Name : ZEPTO



1. *Hick's Law*

Simplify choices to make decisions easier for users.

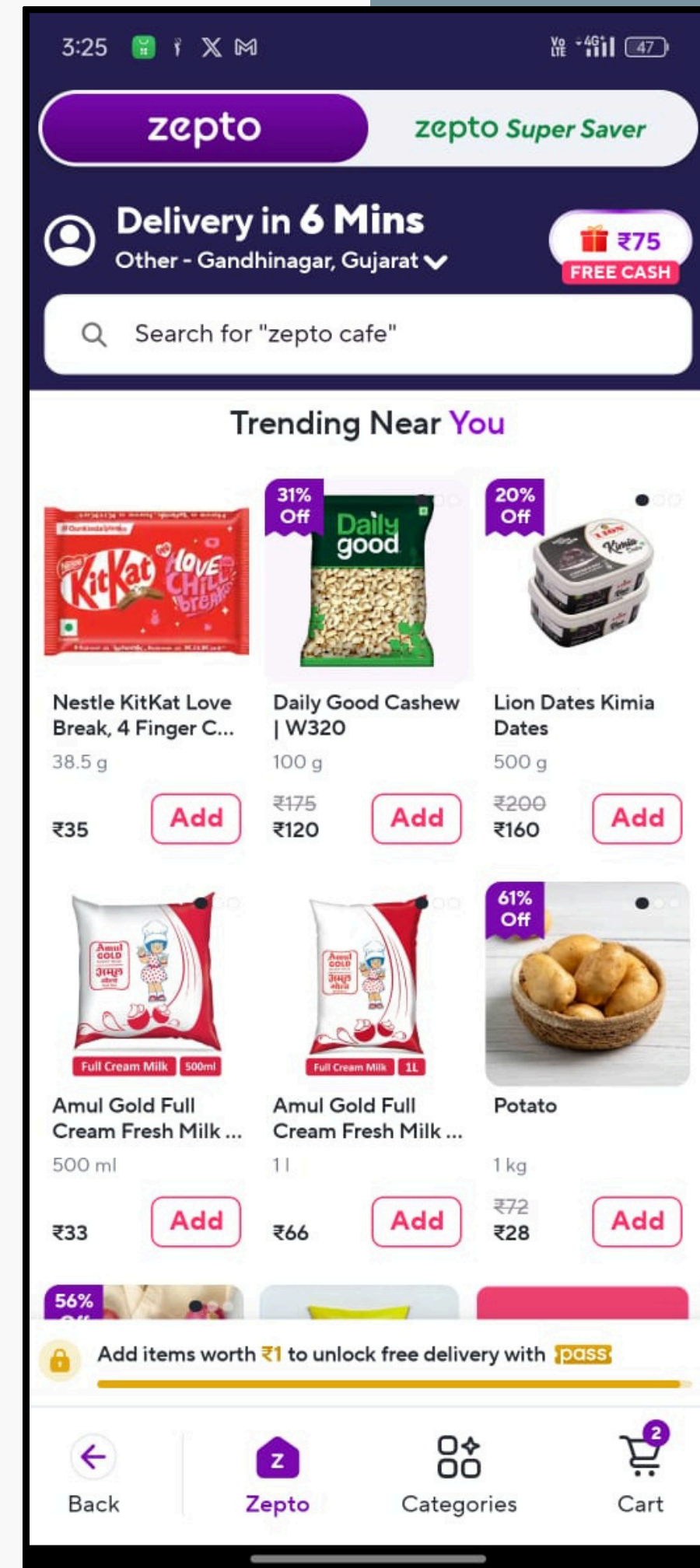
In the Zepto app, minimizing choices per screen, like simplifying product categories or checkout steps, speeds up user decisions and enhances usability.



2. Fitts's Law

Larger and Closer buttons make interaction faster

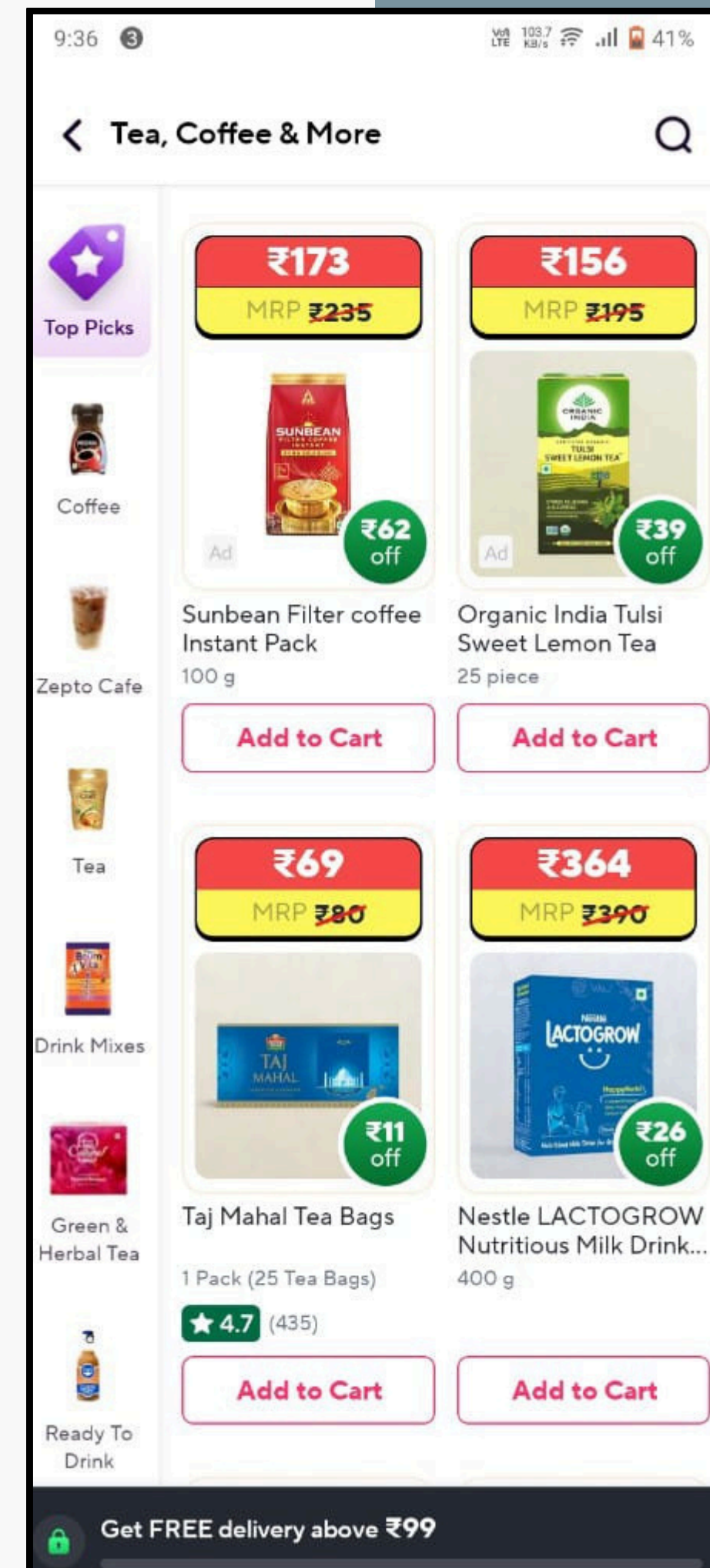
In the Zepto app, larger and closer tappable elements, like "Add to Cart" buttons, improve user efficiency and reduce interaction time.



3. Jakob's Law

Follow established design conventions to improve usability

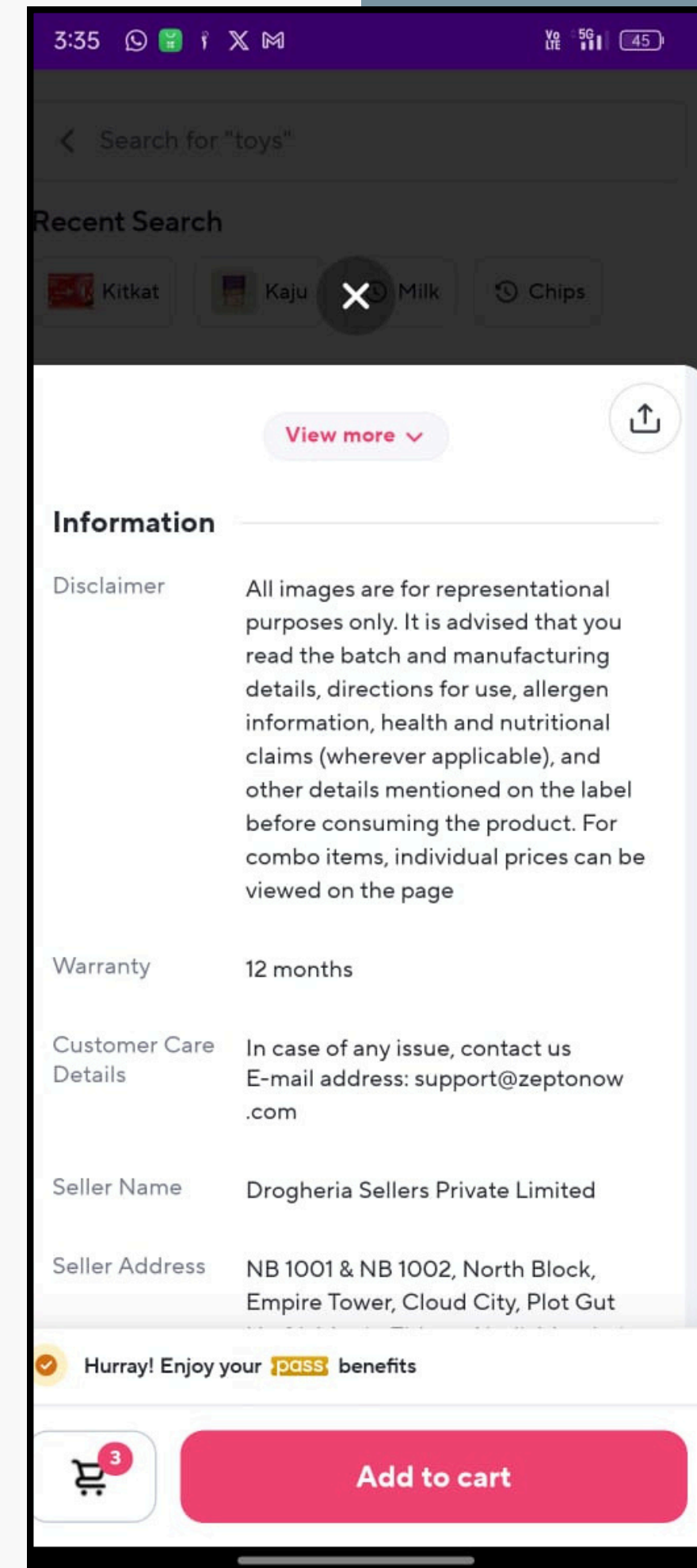
In the Zepto app, aligning design patterns with common e-commerce apps (like intuitive navigation and standard icons) enhances user experience and reduces learning effort.



4. *Miller's Law*

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

In the Zepto app, grouping products into clear, manageable categories helps users process information efficiently without feeling overwhelmed.



5. *Tesler's Law*

Simplify where possible, but guide users through necessary complexity

In the Zepto app, simplifying tasks like one-click checkout reduces user effort by managing backend complexities seamlessly.



< Add Card

Card Number

Enter Card Number

Expiry CVV

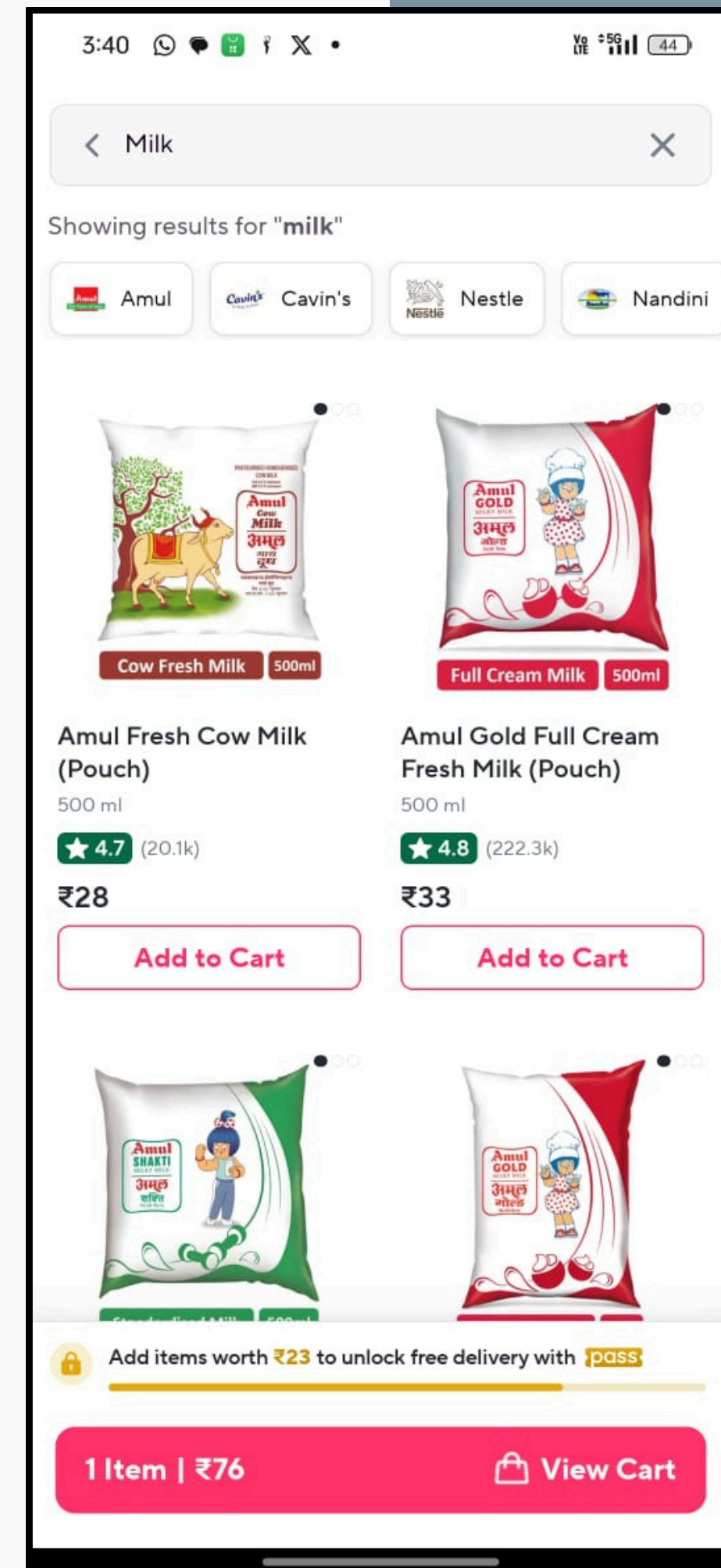
MM/YY CVV ?

Proceed to Pay

6. *Law of proximity*

Users perceive elements that are close together as related

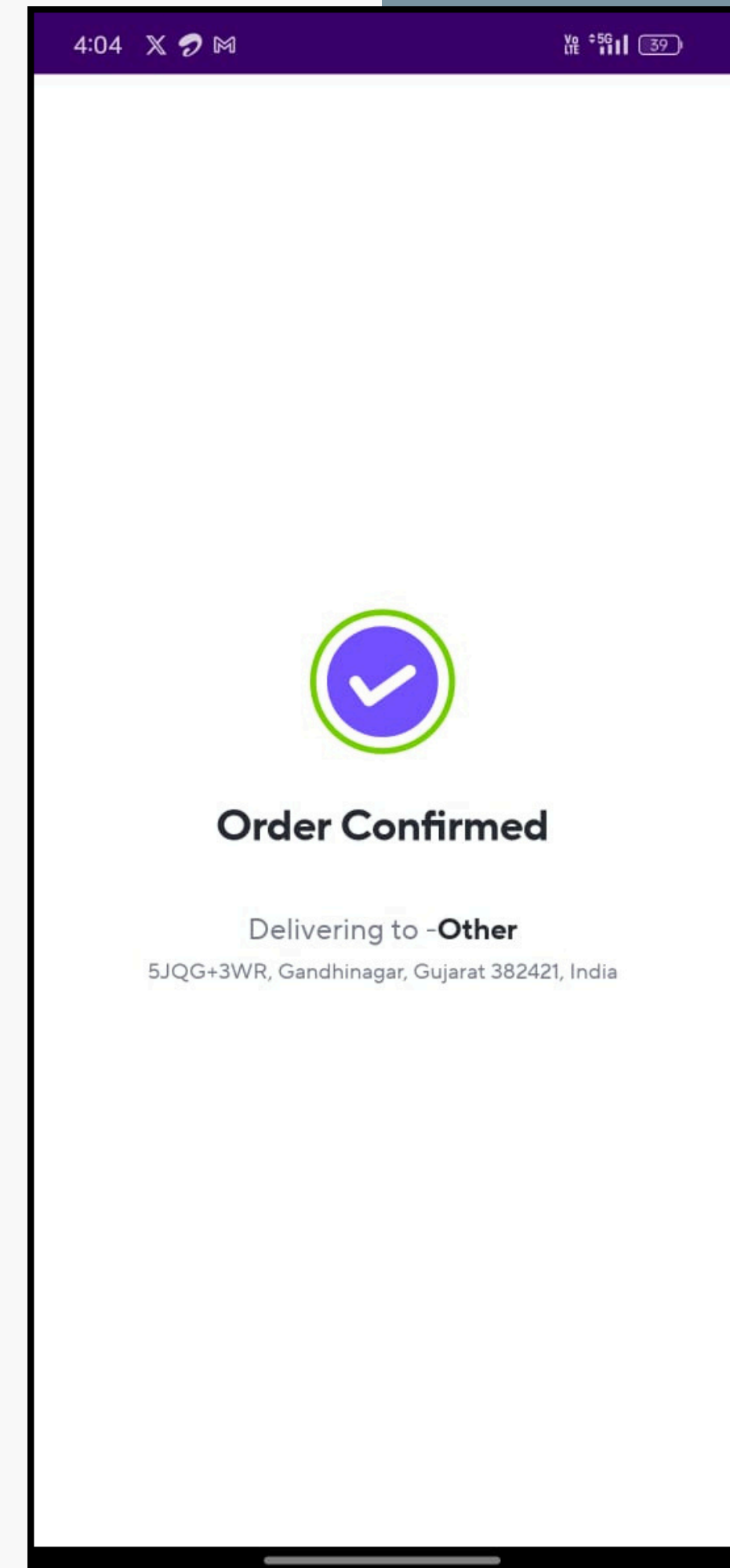
In the Zepto app, grouping similar items (like products in a category or related actions) visually helps users quickly understand their connection and navigate efficiently.



7. *Peak - End Rule*

Focus on delivering positive peak movements and endings.

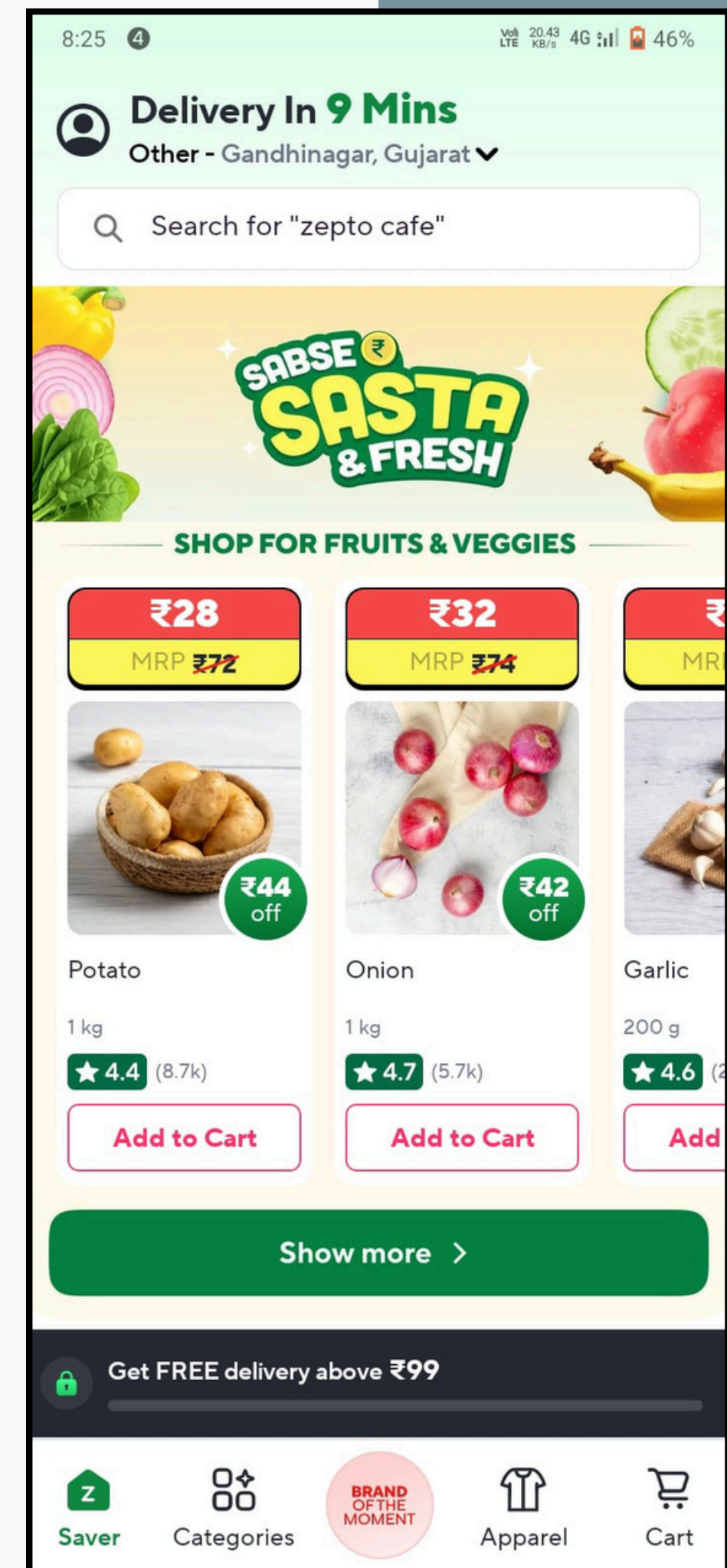
In the Zepto app, ensuring smooth peak moments (like fast delivery updates) and a delightful end (such as an easy checkout process) leaves users with a positive impression.



8. *Aesthetic Usability Effect*

Users tolerate minor usability issues in a visually appealing design.

In the Zepto app, a clean and visually appealing interface builds trust and encourages users to interact confidently, even if minor usability issues exist.



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Thank

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