
IE418 – UX DESIGN FOR MOBILE APPLICATION



BOOKING.COM

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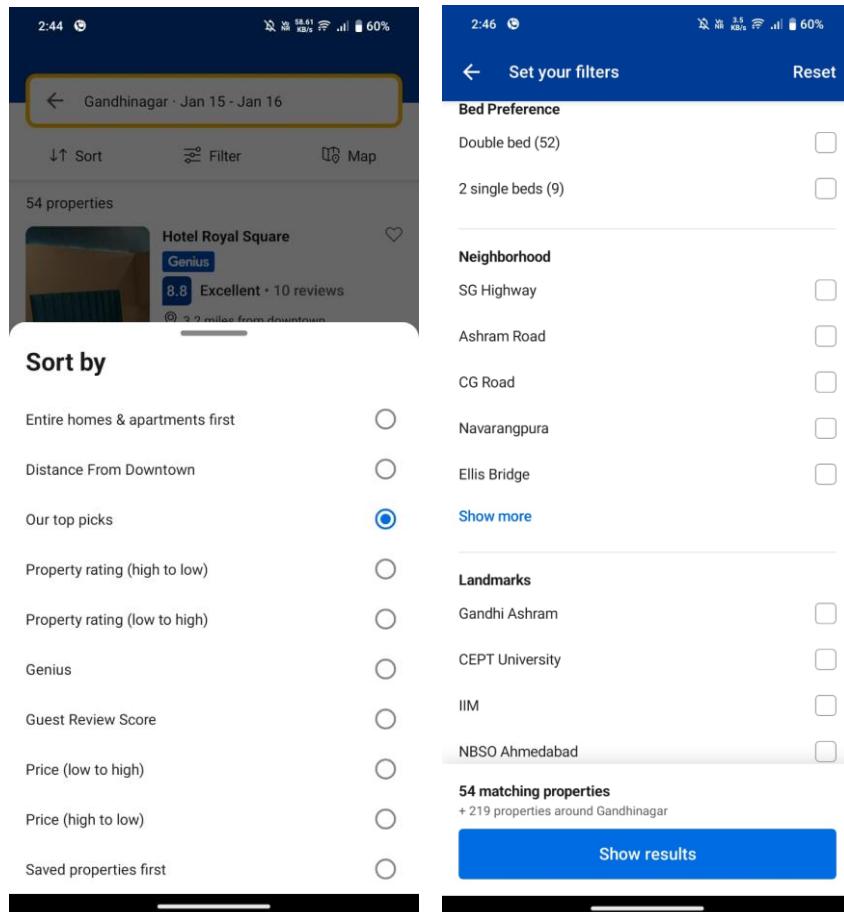
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“ 8 LAWS OF UX ”

1. Hick's Law (More options = More time to decide)

“ Simplify choices to make decisions easier for users. ”

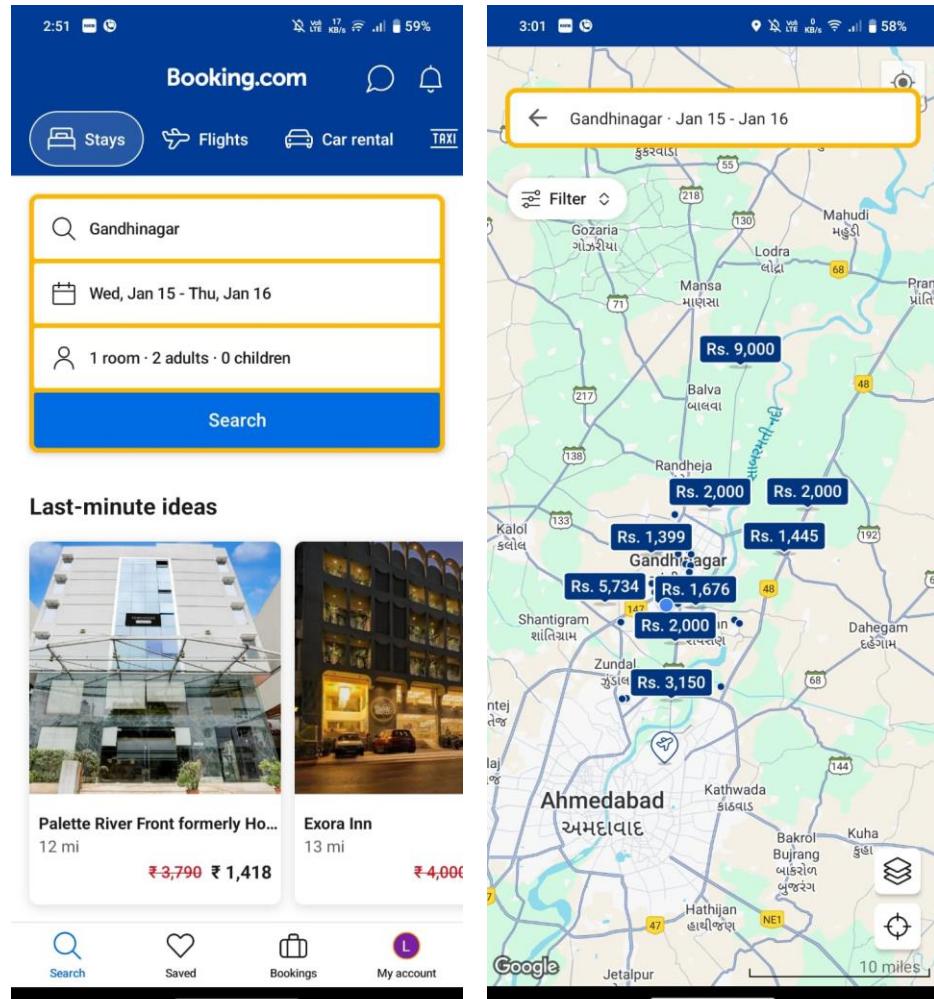
- The app simplifies decision-making by providing filters (e.g., price, amenities) and sorting options (e.g., by rating or distance), helping users narrow down choices quickly.
- However, the large number of options and constant recommendations can sometimes overwhelm users.



2. Fitts's Law (Make it easy to click)

“ Larger and closer buttons make interaction faster. ”

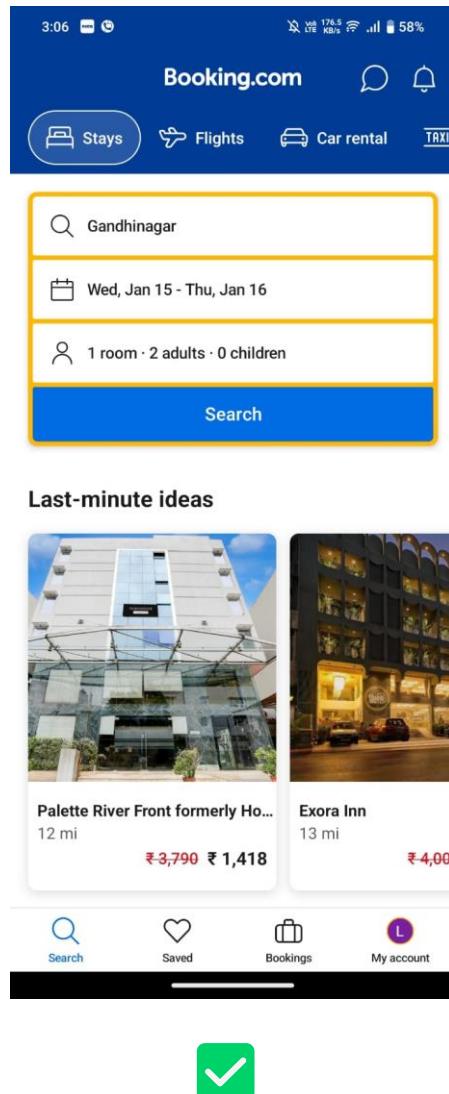
- Buttons like "Search," "Book Now," and "Apply Filters" are large and easy to access, especially on mobile devices.
- Some smaller links (e.g., "Terms and Conditions") are less user-friendly, particularly for users with accessibility needs.



3. Jakob's Law (Users prefer familiar pattern)

“ Follow established design conventions to improve usability. ”

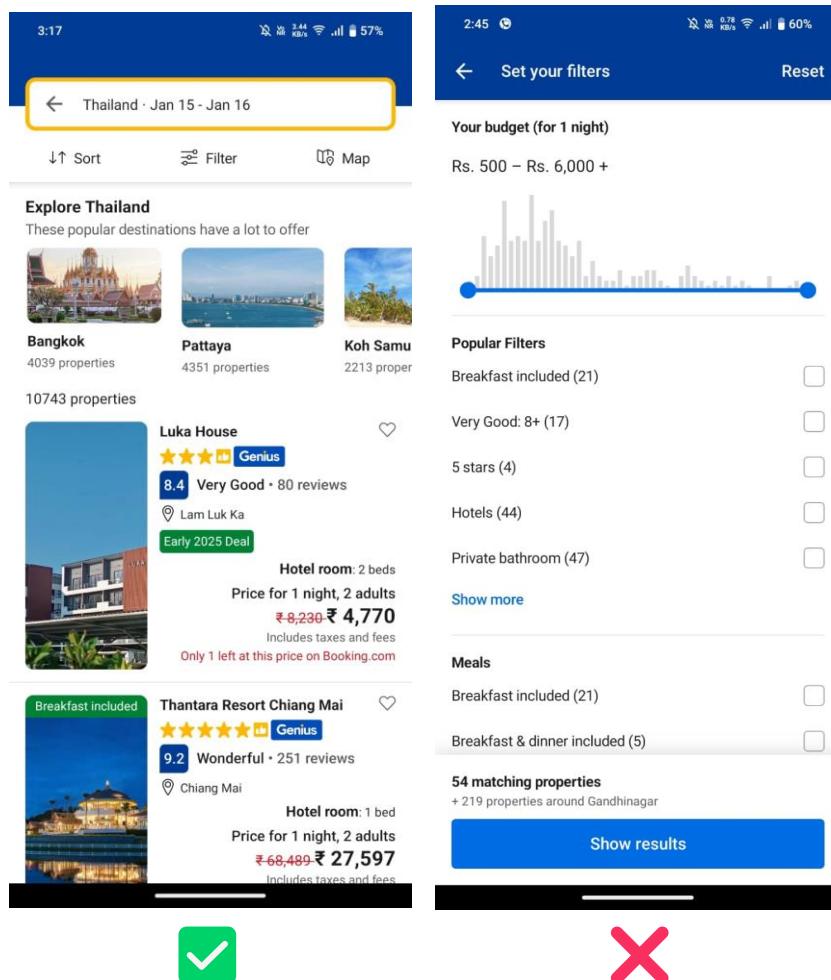
- Booking.com uses familiar UI patterns like a central search bar and clear tabs, making navigation intuitive.



4. Miller's Law (Users can keep average of 5 - 7 items of information in memory)

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

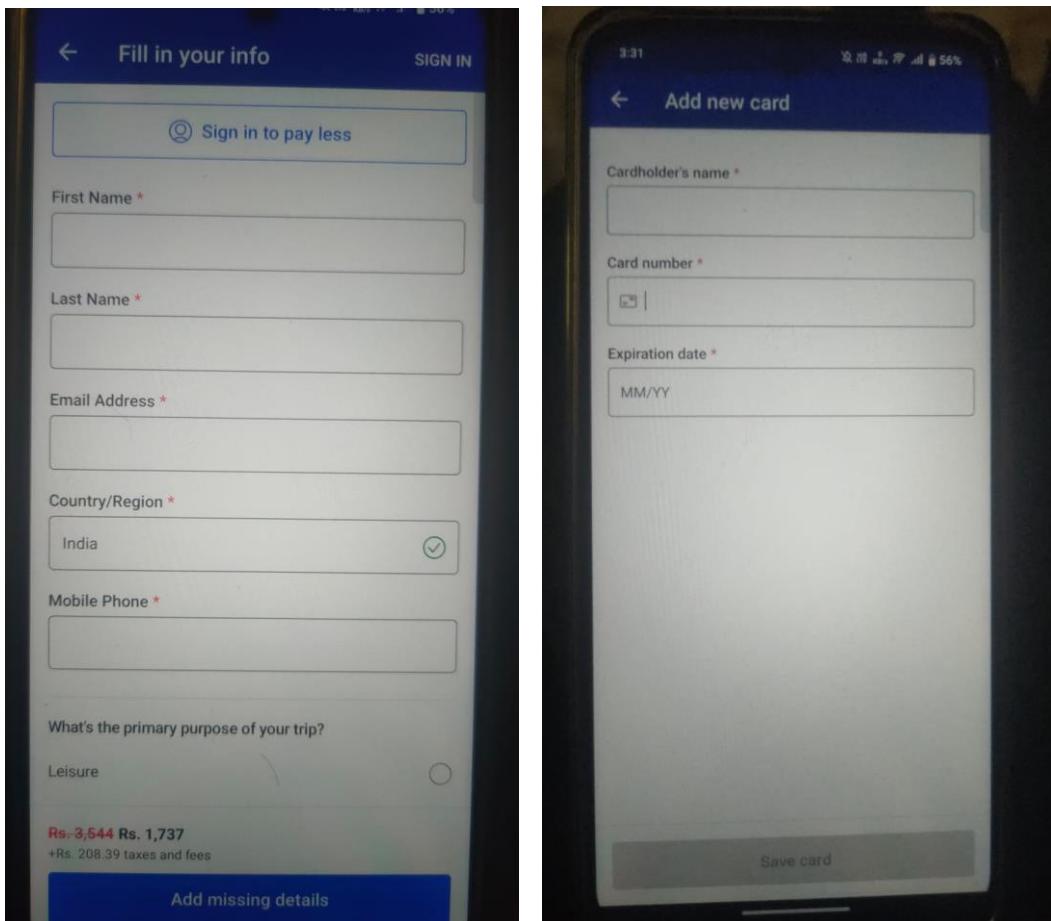
- Key information, such as price, ratings, and location, is chunked into well-organized sections, reducing cognitive load.
- Features like the "Shortlist" further assist users in managing their preferences without relying on memory.



5. Tesler's Law (Some Complexity is unavoidable)

“ Simplify where possible, but guide users through necessary complexity ”

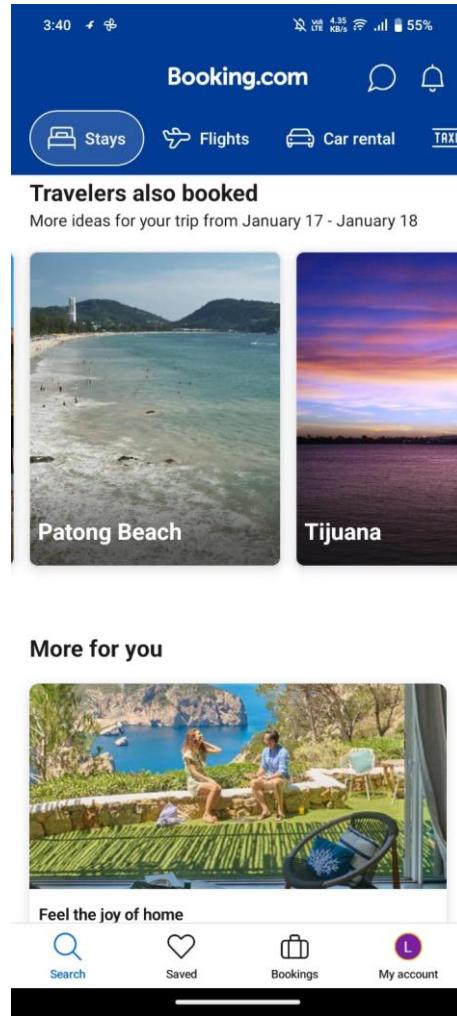
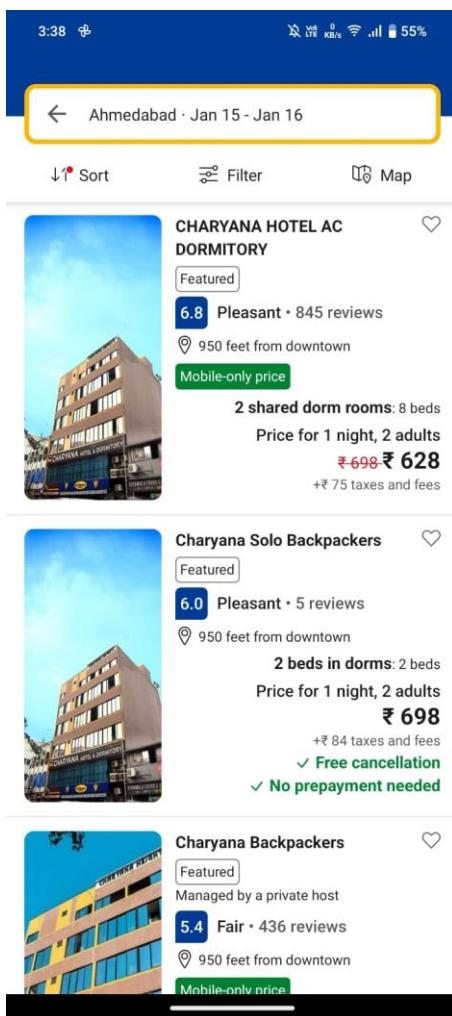
- The app balances complexity with simplicity by offering guided booking flows and default suggestions.
- Advanced features like combined bookings (e.g., flights + hotels) could benefit from clearer guidance for first-time users.



6. Law of Proximity (Group related items together)

“ Users perceive elements that are close together as related ”

- Grouping related information, such as price, reviews, and amenities, within each listing makes it easy for users to compare options.
- However, unrelated promotional banners occasionally disrupt the layout, causing potential confusion.

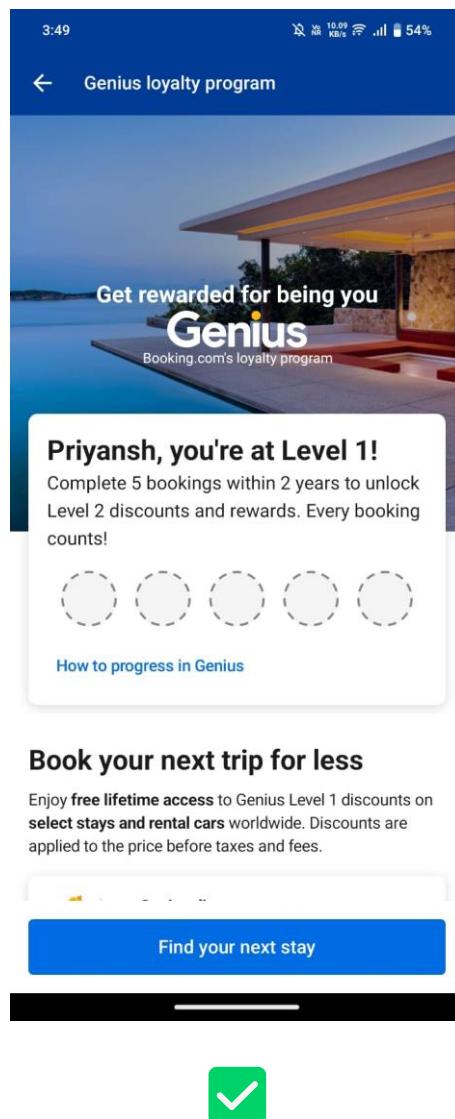


7. Peak-End Rule (Users remember the peak and the end)

“ Focus on delivering positive peak movements and endings ”

- Positive moments are created through clear booking confirmations and reward programs like the "Genius Program."
- The abundance of follow-up emails, while informative, can feel excessive for some users, potentially impacting the end experience.

eg. Booking confirmation page , Excessive Follow-Up Emails or Notifications , etc...



8. Aesthetic Usability Effect (Beauty improves usability)

“ Users tolerate minor usability issues in a visually appealing design ”

- The app's clean, professional design and consistent color scheme enhance usability and user trust.
- Despite its appealing layout, frequent pop-ups and countdown timers can create frustration, detracting from the overall experience.

