HCI Design Activity

Application Domain : Any Commercial books selling app

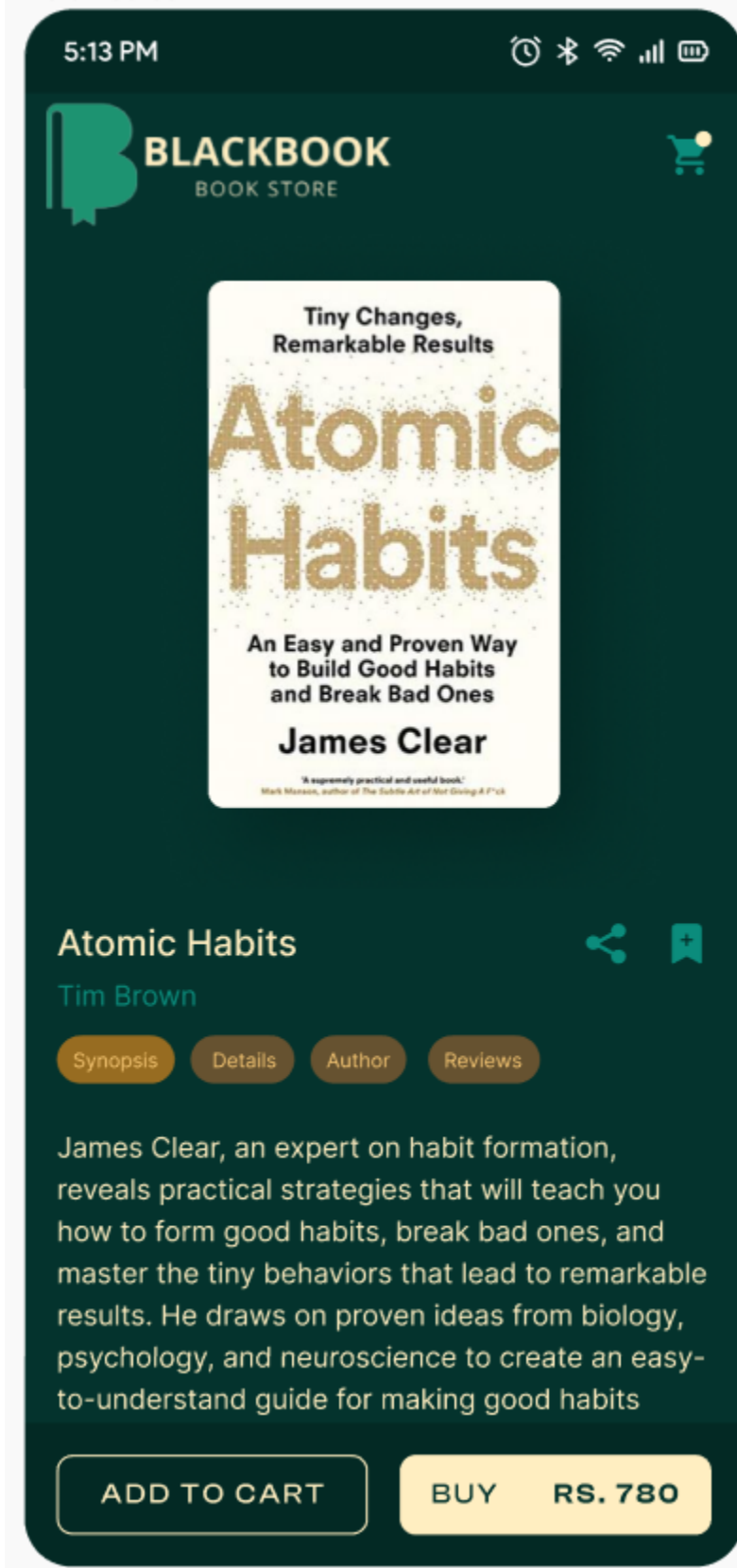## Midsem Design Activity

Nihal Yemula COE19B021
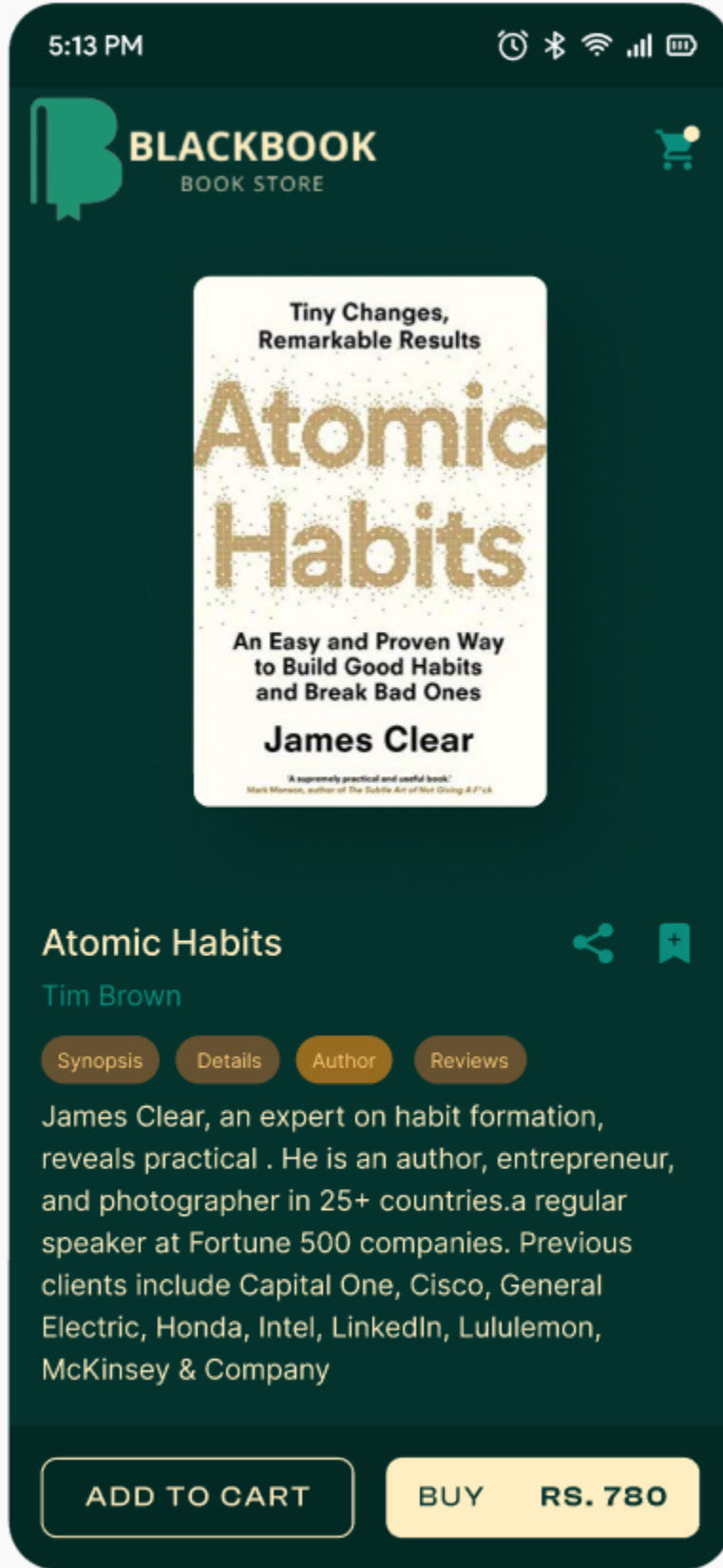
Problem Description:

To design interface design layout/scheme for a commercial book selling app like Kindle, amazon, etc. We need to depict our design as wireframes and I used Figma to develop them

UI/Layout:

5:13 PM

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to Build Good Habits
and Break Bad Ones

James Clear

'A supremely practical and useful book.'
Mark Manson, author of The Subtle Art of Not Giving A F*ck

Atomic Habits

Tim Brown

Synopsis   Details   Author   Reviews

James Clear, an expert on habit formation, reveals practical strategies that will teach you how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. He draws on proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits

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Atomic Habits

Tim Brown

Synopsis   Details   Author   Reviews

James Clear, an expert on habit formation, reveals practical . He is an author, entrepreneur, and photographer in 25+ countries.a regular speaker at Fortune 500 companies. Previous clients include Capital One, Cisco, General Electric, Honda, Intel, LinkedIn, Lululemon, McKinsey & Company

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Laws Used:

1. **Skeuomorphism** : describe interface objects that mirror real world counterparts in how they appear and/or how the user can interact with them.
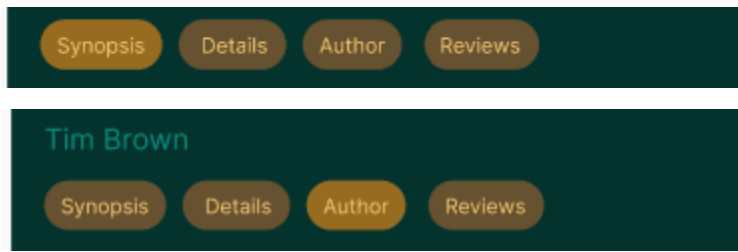
2. **Offer Informative Feedback:**The user should know where they are at and what is going on at all times
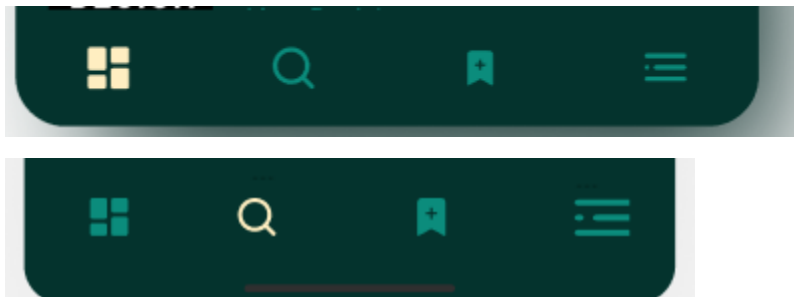
3. **Reduce Short Term Memory Load:**Keep displays simple – consolidate multiple page displays - give time for learning actions.

   As you can see in the above picture I have used only 4 items in the menu bar.

4. **Consistency and standards:**– No confusion on whether different words, situations, or actions mean the same thing.

   As you can see in the above screenshot we used all buttons following their respective actions according to normal conventions.

5. **Aesthetic and minimalist design:** Dialogues should not contain information which is irrelevant

   I have not made the UI clumsy rather made useful information at center and irrelevant ones in detail page

6. **Vertical Dimensions:**Reserve the top of the page for high-priority content: key business and user goals
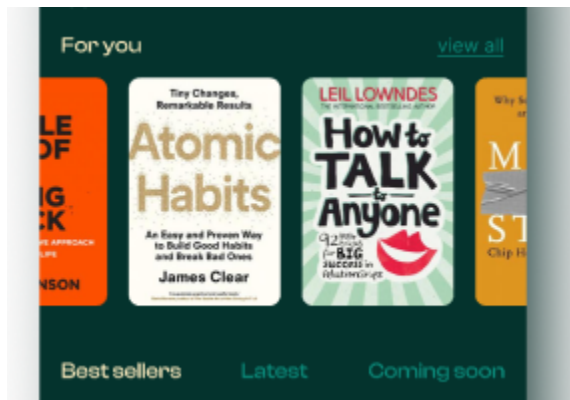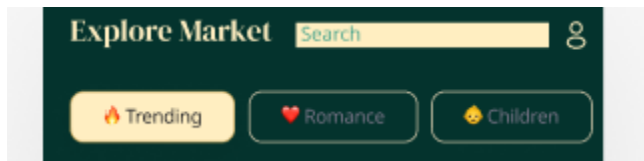
As you can see, used appropriate font styling to attract attention to important content and which matches user goals.

7. **Fitts' Law:**how long it will take to "acquire" a target based on its distance and size. Here most apps use a small search icon rather I used a search bar instead.
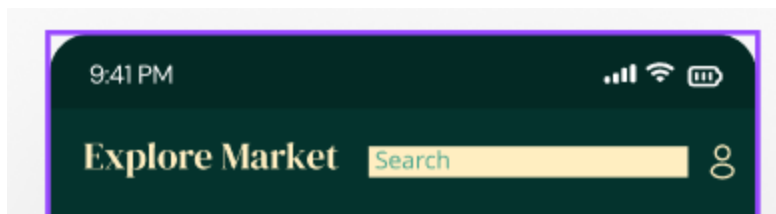
8. **GESTALTS LAWS OR PRINCIPLES (Closure):**Preferring complete shapes, we automatically fill in gaps between elements . The logo I used literally refers to a book store.
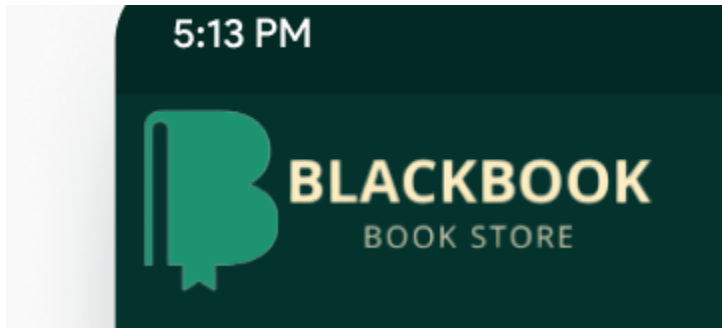
9. **Pareto Optimality Principle:** you only need to fix a little in order to get a lot of positive change. 80% of users rely on 20% of the features of the app. Most people use cart and save features and buy the book when the price is less.

CONCLUSION

These are the laws that fit my design layout of the book selling app.I have used
screenshots of my layout designed in figma and explained HCI principles with respect to
my design.