



IE418

Ux Design for Mobile Application

Task : Essential Laws of UX

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Application used for this task : Uber

UBER

Users use Uber for transportation, which provides many options i.e., auto, bike, car and also provides courier services. Uber offers on-demand transportation, real time tracking, transparent pricing, safety features, multiple payment option , and availability in every place.

Eight Essential Laws of UX

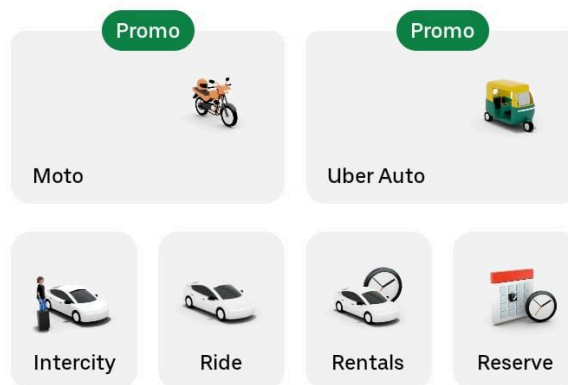
Hick's Law :

(More options = More time to decide)

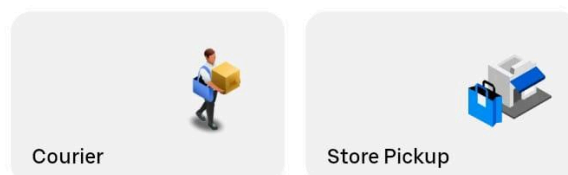
Simplify choices to make decisions easier for users.

Services

Go anywhere, get anything

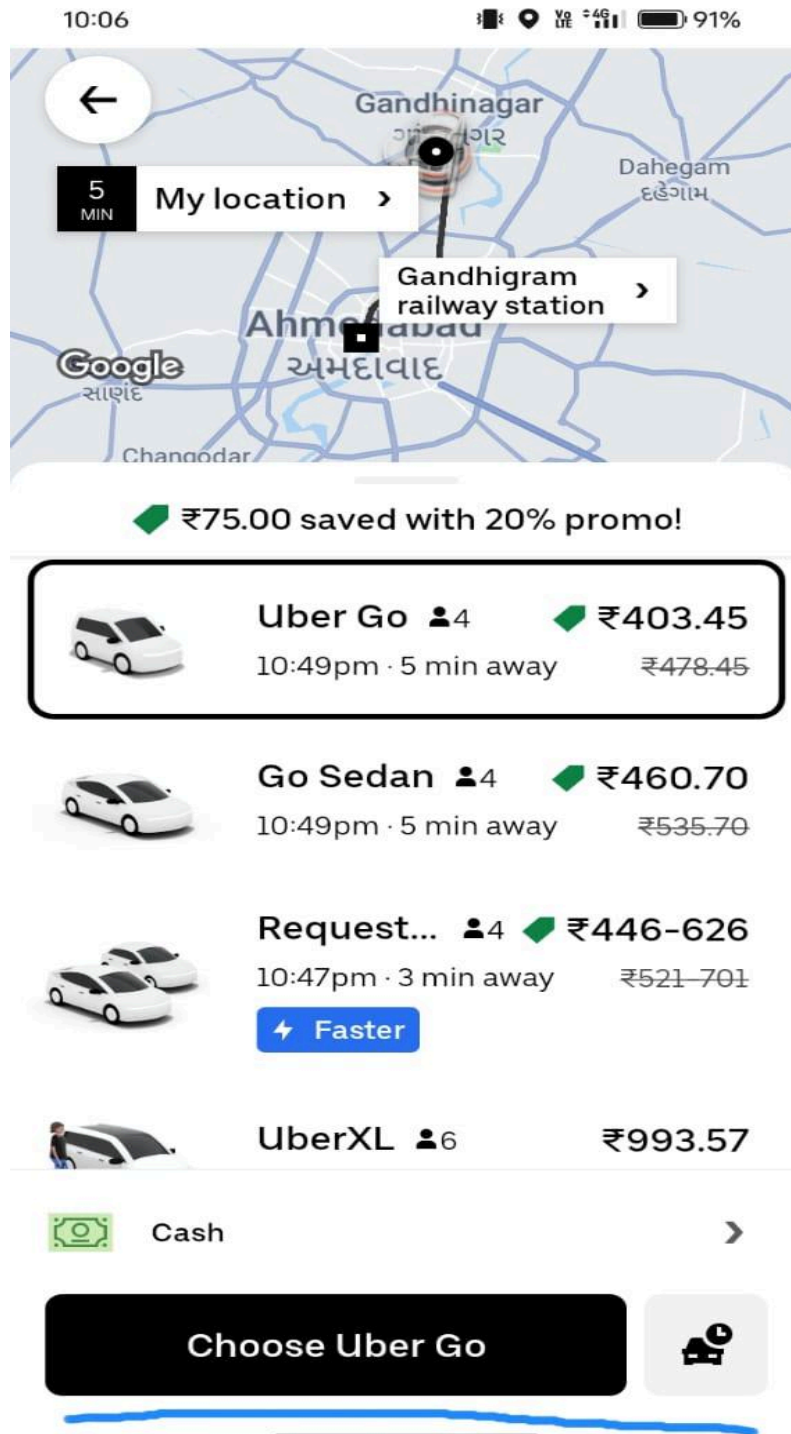


Get anything done



Fitts's Law

Larger and Closer buttons make interaction faster.



Jakob's Law

Users prefer familiar pattern

The **ride request flow** in Uber is similar to ordering or booking processes in other apps, where users enter details Like pickup and drop-off locations .

The screenshot shows the 'Plan your ride' interface in the Uber app. At the top, there is a back arrow and the title 'Plan your ride'. Below this are two buttons: 'Pickup now' with a clock icon and 'For me' with a person icon. The main input area contains a pickup location 'Unnamed Road' and a drop-off location field labeled 'Where to?'. To the right of the input fields is a plus sign icon. Below the input fields is a list of suggested locations, each with a location icon (either a clock or a pin) and the address.

← Plan your ride

Pickup now ▾ For me ▾

○ Unnamed Road

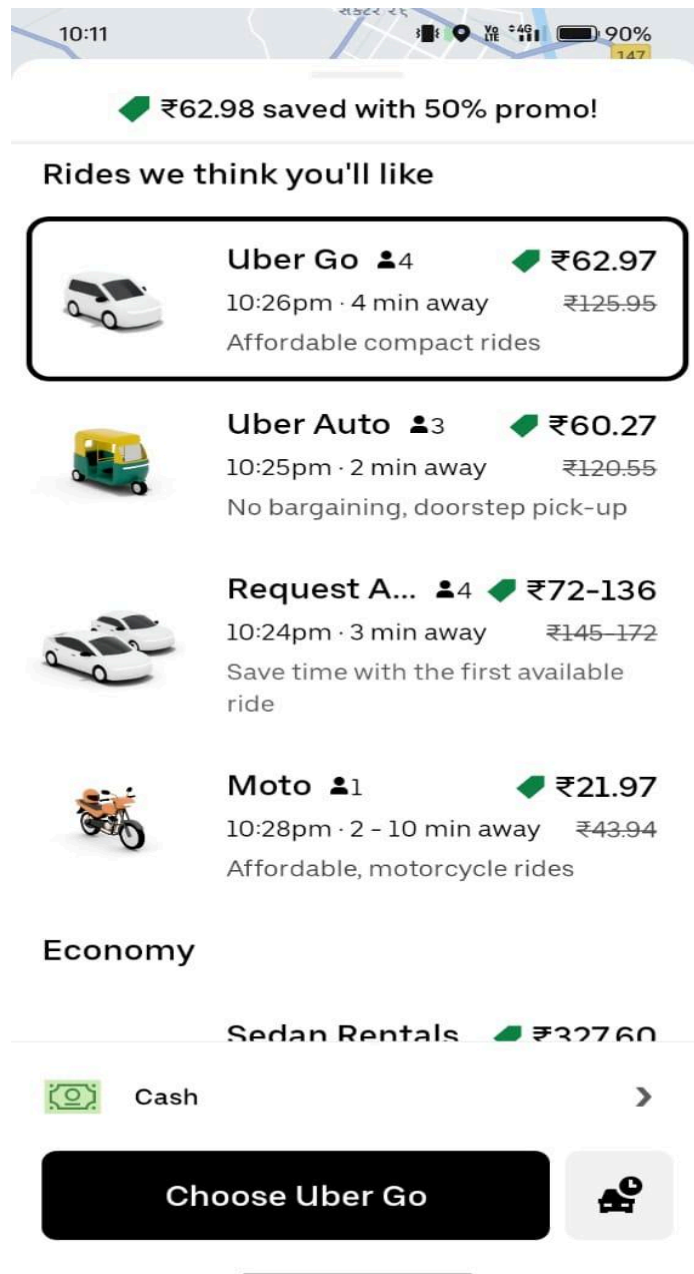
□ Where to?

+

- 🕒 1C, 915/1C, Rd Number 3
Sector 7, Gandhinagar, Gujarat
- 🕒 Gandhigram railway station
2HG9+MH9, Ellisbridge, Ahmedabad, Guja...
- 📍 Karnavati University
Uvarsad-Adalaj Road At.&Po.: Uvarsad, Dis...
- 📍 Indian Institute Of Technology Gandhina...
Indian Institute of Technology, Palaj, Gujar...

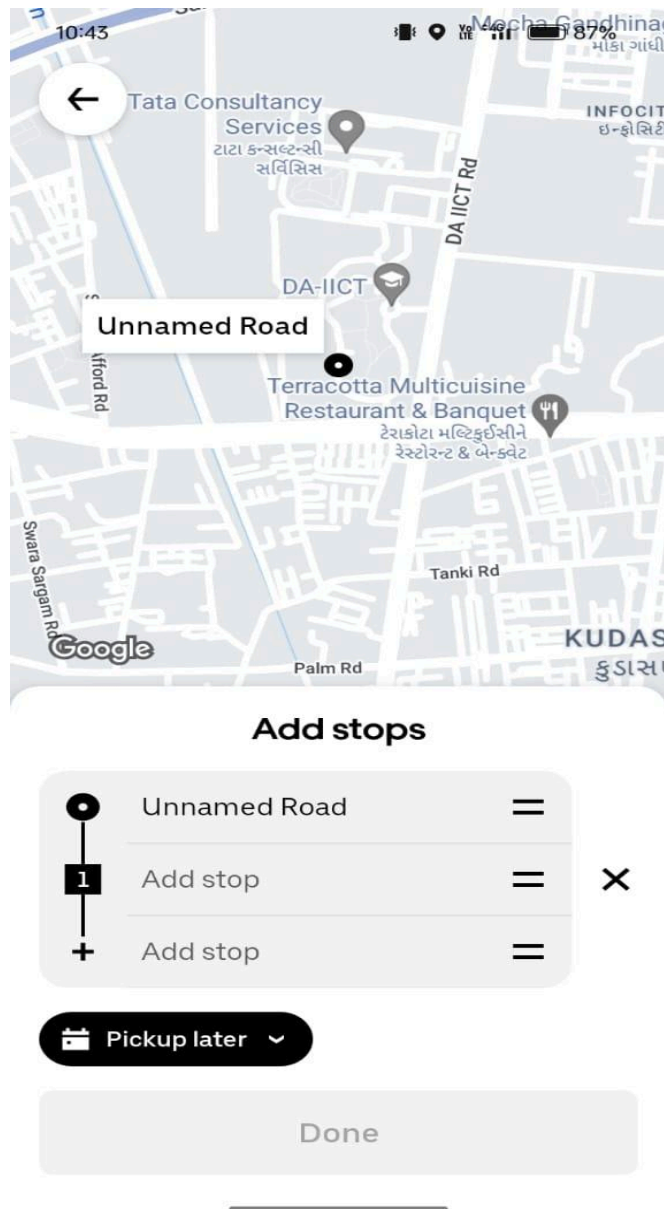
Miller's Law

Users can keep average of 5 - 7 items of information in memory



Tesler's Law

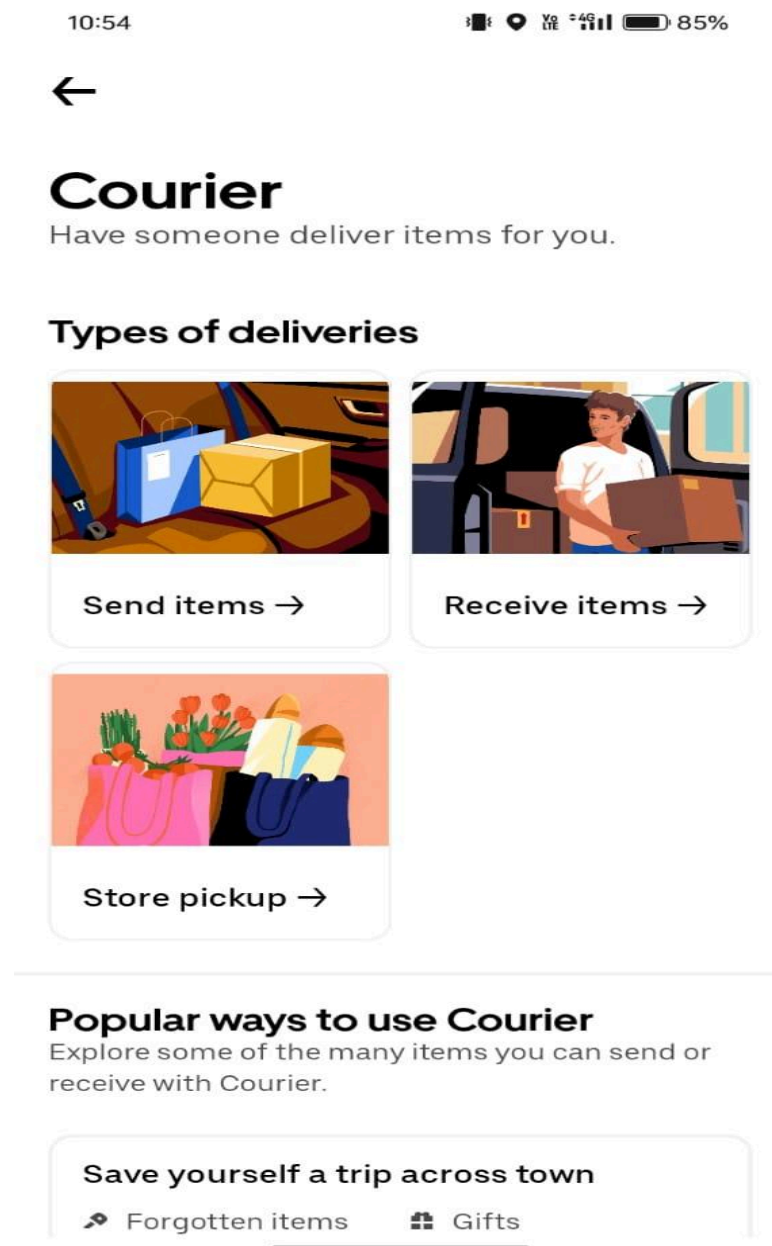
Simplify where possible, but guide users through necessary complexity.



Law of proximity

Group related items together

Users perceive elements that are close together as related.



Peak - End Rule

Users remember the peak and the end
Focus on delivering positive peak movements and endings.

December 6, 2023

Thanks for
riding, Aman



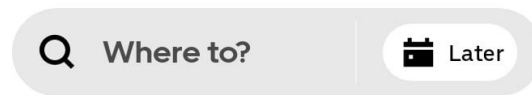
Total **₹140.00**

Aesthetic Usability Effect

Beauty improves usability

Users tolerate minor usability issues in a visually appealing design.

Uber



Commute smarter



Go with Uber Auto →
Doorstep pickup, no bargaining



Hop on Uber M
Move through tra

Ride as you like it



Book Premier →
Extra comfort for special days



Reserve
Reliable ai

Suggestions

See all

Promo



Moto



Uber Auto



Ride



Intercity