

Sr. No	Principle Achieved	Justification
1	Consistency	Icons, colors, and navigation tabs remain the same across screens, reducing cognitive load.
2	Visibility of System Status	Message sent ✓, delivered ✓✓, seen Blue double tick indicators provide clear feedback.
3	Simplicity / Minimalism	Clean layout, limited buttons, and familiar design improve usability.
4	User Control & Freedom	Back button and navigation tabs allow easy movement between screens.
5	Feedback	Taps and message sending show immediate visual response.

Sr. No	Element	Observation	Improvement / Corrections
1	Navigation Tabs (Chats/Updates/Communities/Calls)	Easy to switch between sections	Increase icon size slightly for better thumb accessibility
2	Search Bar	Helps quickly locate chats	Add voice search button for faster input
3	Chat Bubbles	Clear difference between sender & receiver	Increase spacing to improve readability
4	Status/Updates Section	Status previews are visually recognizable	Add text preview to indicate type of update
5	Call Icon in Chat	Easy to initiate call	Add confirmation dialog to prevent accidental calls

Above content is for Whatsapp

Below content is for Instagram

Sr. No	Principle Achieved	Justification
1	Consistency & Standards	Icons, bottom nav bar, typography, layout are the same across screens and follow familiar Instagram patterns. (Medium)
2	Recognition Rather Than Recall	The grid of posts, familiar bottom nav, and story circles let the user recognise what to do rather than remember commands. (Medium)
3	Visibility of System Status	Story circles change state (seen vs unseen); loading animations when content loads. (Medium)
4	Simplicity / Minimalism	Interface avoids extra clutter; focuses on images/videos and simple controls. (Medium)
5	Feedback	When user taps like/share/comment, immediate visual feedback is given (icon change, comment posted) — supports system status and feedback.

Sr. No	Element	Observation	Improvement / Corrections
1	Bottom Navigation Bar (Home, Search, Reels, Shop, Profile)	Easily reachable by thumb; icons clear and consistent across screens.	Increase hit-area size slightly for older users or larger thumbs to reduce mis-taps.
2	Story Circles at Top of Feed	Visually distinct, shows which story posts are new/unseen.	Add subtle label underneath or “Your Story” highlight to make first time users more aware.
3	Grid of Posts on Explore/Search	Good for browsing; visually rich and recognisable.	Ensure enough spacing/padding between images so that taps don’t accidentally hit adjacent images.
4	Comment Field & Keyboard	Appears when user taps, enabling text input; feedback shows posted comment.	Provide “clear placeholder text” like “Add a comment...” in lighter colour for better usability.

5	Profile Stats (Posts, Followers, Following)	Presents relevant user information concisely.	Consider making “Followers” number tappable to show list directly instead of multiple steps.
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Below is for Ecommerce / Amazon Website

Sr. No	Principle Achieved	Justification
1	Consistency	Navigation bar and search bar remain consistent across all screens.
2	Visibility of System Status	Cart count updates, price summary visible, AI response loading shown.
3	Match to Real-World Concepts	Uses real shopping metaphors (cart, orders, wishlist).
4	Feedback	Clicking “Add to Cart” instantly updates cart total and product count.
5	Simplicity / Minimalism	Layout avoids clutter; key functions like “Buy Now” and “Search” are easily visible.

Sr. No	Element	Observation	Improvement / Corrections
1	Search Bar	Centered and easy to find.	Add voice search for faster accessibility.
2	Product Cards / Item List	Product image, title, price are clear.	Increase spacing for readability on small screens.
3	Cart Summary	Shows cost breakdown clearly.	Add “Estimated Delivery Date” preview.
4	Navigation Bar (Home, You, Cart, Menu)	Appears on every screen, improves access.	Highlight current active tab.
5	AI Assistant (RUFUS)	Helps user discover products.	Add microphone support for voice questions.

