IE - 418 UX Design for Mobile Applications

Assignment - 2

Analysis of Mobile Applications using Laws Of UX

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1) Hick's Law :

- Simplify choices to make decisions easier for users.
- Only 2 options of investment which are stocks and mutual funds making things easier and not overwhelming because more options means more time to decide.
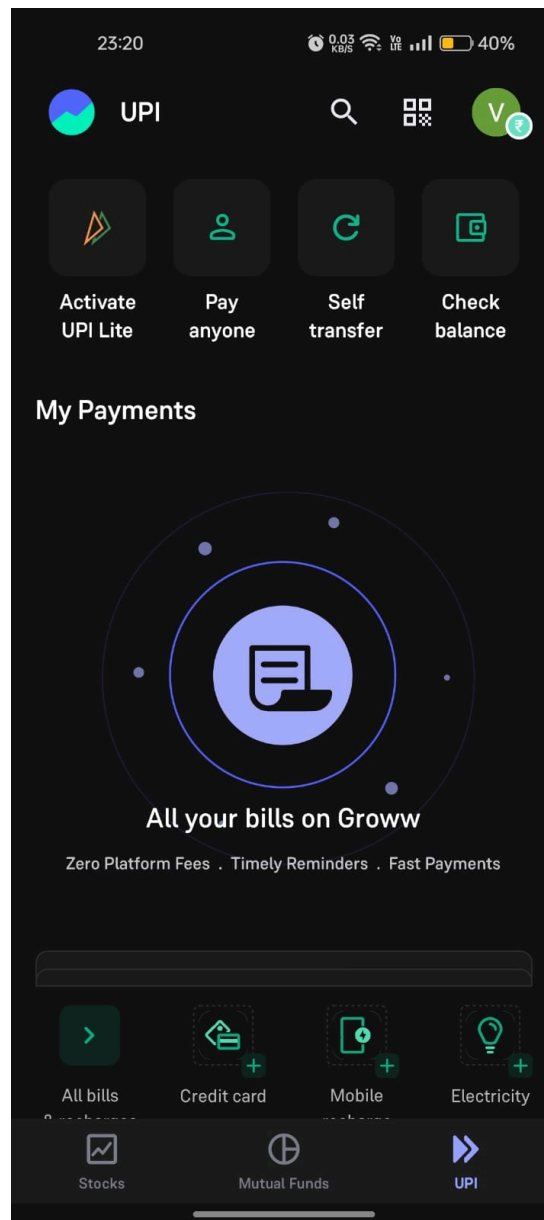
2) Fitts' Law :

- Larger and Closer buttons make interaction faster.
- Buy and sell buttons are large and closely spaced to give a comfortable user experience and make it easier to click.

3) Jakob's Law :

- Follow established design conventions to improve usability.
- Here in the graph of stock, a normal graph is displayed and not a candlestick type graph because a candlestick graph has much more complexity than a normal graph and an average user is more comfortable with the normal graph.

4) Miller's Law :

- One of the most impactful we can do is chunk our information into related groups.
- For each stock, all its information is partitioned in performance , fundamentals, financials. This data is segmented into logical groups, improving clarity.
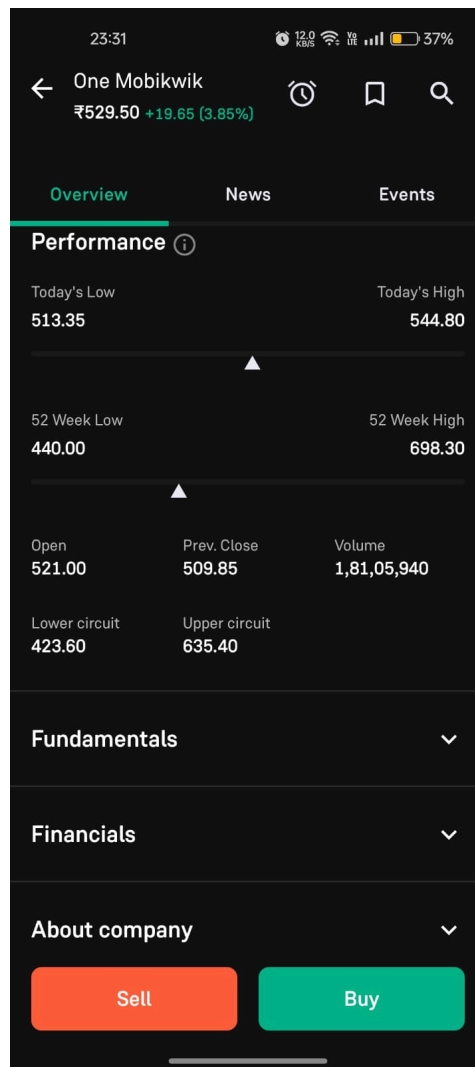
5) Tesler's Law :

- Simplify where possible, but guide users through necessary complexity.
- If we buy and sell stocks manually, we have to take care of the GST stamp duty and other charges manually, while in this app(i.e. online) first we have to do eKYC and so everytime we buy or sell stocks this app takes information from the eKYC and we do not have to worry about doing things manually.

6) Law of proximity :

- Users perceive elements that are close together as related.
- Does not apply.

7) Peak - End Rule

- Focus on delivering positive peak movements and endings.
- Groww provides a congratulatory message when an investment is made, which leaves a positive impression. However, there is no such feature for withdrawing money.
- When an IPO gets allotted to a person, the screen shows a congratulations pop up.

8) Aesthetic Usability Effect

- Users tolerate minor usability issues in a visually appealing design.
- The app has a clean, visually appealing design with a balanced use of colors and charts.