

## Assignment - 2

# **8 ESSENTIAL LAWS OF UX EVERY DESIGNER SHOULD KNOW**

**ZEPTO UX ANALYTICS**

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# HICK'S LAW



Simplify choices to make decisions easier for users

The image shows three screenshots of the Zepto mobile application interface, illustrating how products are organized into clear categories to simplify user decisions.

- Screenshot 1: All Categories** (Left)  
This screen shows a grid of categories:
  - Grocery & Kitchen**: Fruits & Vegetables, Dairy, Bread & Eggs, Atta, Rice, Oil & Dals, Meats, Fish & Eggs, Masala & Dry Fruits, Breakfast & Sauces, Packaged Food.
  - Snacks & Drinks**: Zepto Cafe, Tea, Coffee & More, Ice Creams & More, Frozen Food, Sweet, Cold Drinks, Munchies, Biscuits.A message at the bottom encourages users to add items worth ₹99 to unlock free delivery.
- Screenshot 2: All Categories** (Middle)  
This screen shows a grid of categories:
  - Beauty & Personal Care**: Makeup & Beauty, Skincare, Baby Care, Bath & Body, Hair Care, Jewellery & Accessories, Apparel & Lifestyle, Fragrances & Grooming, Pharma & Wellness, Feminine Hygiene, Sexual Wellness.
  - Household Essentials**: Home Needs, Kitchen & Dining, Cleaning Essentials, Electronics & Appliances, Pot, True R, Stationery & Paan.
- Screenshot 3: Breakfast & Sauces** (Right)  
This screen shows a grid of breakfast-related products:
  - Top Picks**: Rs By True Elements Muesli ... (40g), Hellmann's Veg Mayonnaise (25g).
  - Breakfast Cereals**: ₹210 ₹350 (Add to Cart), ₹81 ₹90 (Add to Cart).
  - Ketchup & Sauces**: Ketchup & Sauces.
  - Muesli & Oats**: Saffola Muesli Kesar Crunch Wit... (700 g), ₹319 ₹450 (Add to Cart), MyFitness Chocolate Peanut... (1.25 kg), ₹565 ₹689 (Add to Cart).
  - Honey & Spreads**: Honey & Spreads.
  - Peanut Butter**: Peanut Butter.
  - Batter & Mixes**: MyFitness Chocolate Peanut... (1.25 kg), Saffola Muesli Kesar Crunch Wit... (18g).

- Zepto applies Hick's Law by organizing products into clear, intuitive categories like "Grocery & Kitchen," "Snacks & Drinks," and "Beauty & Personal Care."
- Grouping products into categories reduces decision-making complexity for users.
- Categories act as natural filters, helping users narrow down their choices easily.
- This layout minimizes cognitive overload and enables users to find desired products quickly.

# FITTS' S LAW

(Make it easy to click)



8:30 0.47 78 47

Search for "chocolate icecream"

Amul Gold Full Cream Fresh Milk...  
500 ml  
₹33 Add

Potato 1 kg 6% OFF ₹28 Add

Amul Masti Dahi Pouch 1 kg ₹75 Add

Amul Fresh Malai Paneer 20...  
1 kg ₹88 Add

Onion 1 kg 56% OFF ₹32 Add

Kurkure Solid Masti Masala Twisteez 61 g ₹20 Add

Fortune Sunlite Refined Sunflower...  
1 l ₹163 Add

Amul Gold Full Cream Fresh Milk...  
1 l ₹68 Add

Grocery & Kitchen

7:09 16.0 78 52

WOW! CHILLI CHICKEN NOODLES

90 g ₹98 ₹125 21% Off

Estimated Delivery Time: 12 mins

Add to cart

7:09 0.00 78 52

Packaged Food

Best deals Taste of Korea Explore now

Noodles & Vermicelli

Pasta & Soups

Papads, Pickles & ...

Ready To Cook

Ready To Eat

Wow! Chilli Chicken Noodles 90 g ₹98 ₹125 Add to Cart

2PM Noodlesnapolitana 10... ₹46 ₹50 Add to Cart

Nestle Ceralac Baby Cereal With... 30... Add to Cart

Annkoot Urad Special Papad 20... Add to Cart

## Button Size and Placement:

- The "Add to Cart" buttons are consistently large and prominently placed
- The primary "Add to cart" button at the bottom of the product detail page is full-width, making it an extremely easy target to hit
- The "Add" buttons on product cards are of sufficient size for easy tapping

## Touch Targets:

- Product cards are large enough to be easily tappable
- The search bar at the top is full-width, making it easy to access
- Bottom navigation icons are spaced well to avoid accidental taps.

# JAKOB'S LAW

## User-Friendly Navigation and Organization



The image displays three side-by-side screenshots of a mobile application interface, illustrating various design elements:

- Screenshot 1 (Left): All Categories**
  - Header: "All Categories" and a search bar.
  - Section: "Grocery & Kitchen" with categories: Fruits & Vegetables, Dairy, Bread & Eggs, Atta, Rice, Oil & Dals, Meats, Fish & Eggs, Masala & Dry Fruits, Breakfast & Sauces, and Packaged Food.
  - Section: "Snacks & Drinks" with categories: Zepto Cafe, Tea, Coffee & More, Ice Creams & More, Frozen Food, Sweet, Cold Drinks, Munchies, and Biscuits.
  - Text: "Add items worth ₹99 to unlock free delivery with pass!"
  - Bottom navigation: "Zepto", "Categories", and "Cart".
- Screenshot 2 (Middle): Payment Options**
  - Header: "Payment Options" and "To Pay: ₹1,148.24".
  - Section: "Delivering to work - daiict".
  - Section: "Pay by UPI" with "Pay by any UPI app" and logos for GPay, PhonePe, and Amazon Pay UPI.
  - Section: "Add new UPI ID".
  - Section: "Pluxee".
  - Section: "Cards" with "Credit / Debit Cards".
  - Section: "Pay Later".
- Screenshot 3 (Right): Payment Options**
  - Header: "Payment Options" and "To Pay: ₹1,148.24".
  - Section: "Delivering to work - daiict".
  - Section: "Amazon Pay Balance".
  - Section: "MobiKwik Wallet".
  - Section: "Other Wallets".
  - Section: "Netbanking" with logos for HDFC, ICICI, Axis, and SBI.
  - Section: "More Banks".
  - Text: "Facing payment failures for State Bank of India".
  - Section: "Pay On Delivery".
  - Section: "Cash On Delivery".
  - Text: "COD not allowed on order above ₹1000".

### Thumb-Friendly Bottom Navigation

- Place essential options like Home, Filter, and Cart at the bottom of the screen for effortless thumb access.

### Familiar Payment Structure

- Follow established payment patterns by grouping methods into clear categories such as UPI, Cards, and Wallets.
- Use standard, recognizable icons (e.g., GPay, PhonePe, and bank logos) in expected locations to enhance familiarity and user trust.

# MILLER'S LAW



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

The figure consists of three side-by-side screenshots of a mobile application interface. The first screenshot shows the 'Customer Support & FAQs' section with a header 'Recent Orders' and a summary of an 'Order cancelled' at ₹154.61. The second screenshot shows the 'FAQs' section for 'Gift Card' with several questions like 'What is 'Add Gift card' on Zepto Cash?' and 'How do I add my Gift Card?'. The third screenshot shows the 'FAQs' section for 'Zepto Pass' with questions like 'What is Zepto Pass?' and 'How do I enroll in Zepto Pass?'. Each screenshot includes a navigation bar at the bottom.

## Good Aspects

- The hierarchical organization (main categories and subcategories) reduces cognitive load.
- Users can focus on a smaller subset of information at a time by selecting a specific category.

## Bad Aspects

- Subcategories slightly exceed the ideal range ( $7 \pm 2$  items), which could be overwhelming for some users.
- If users need to scroll to view all items, they might struggle to retain the full list in their memory.

# TESLER'S LAW

(Some Complexity is unavoidable)



## Case: Payment Gateway

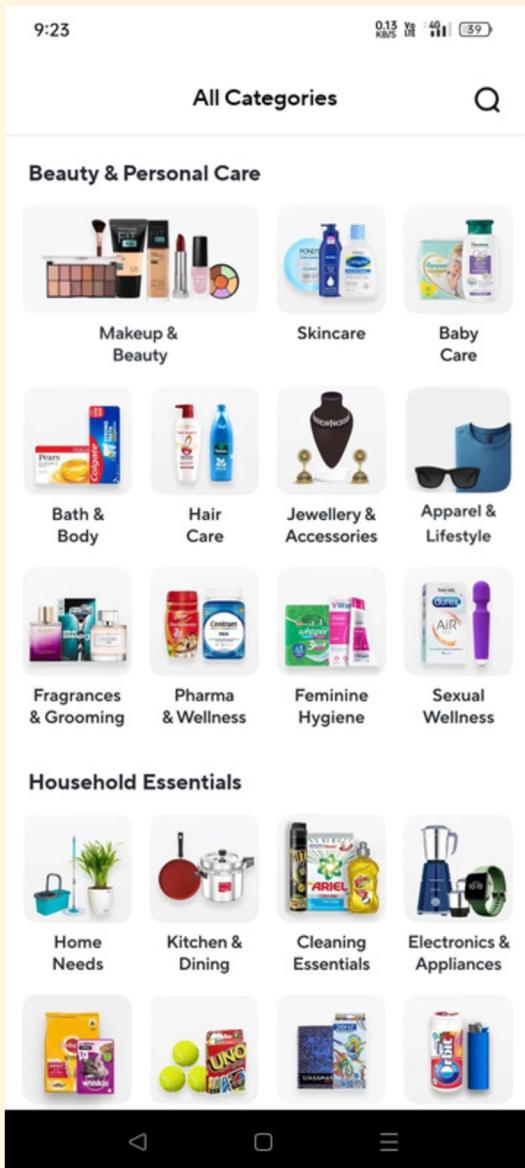
The payment gateway process is inherently complex and cannot be entirely simplified. However, Zepto's app effectively reduces complexity through the following:

### Proper Field Separation:

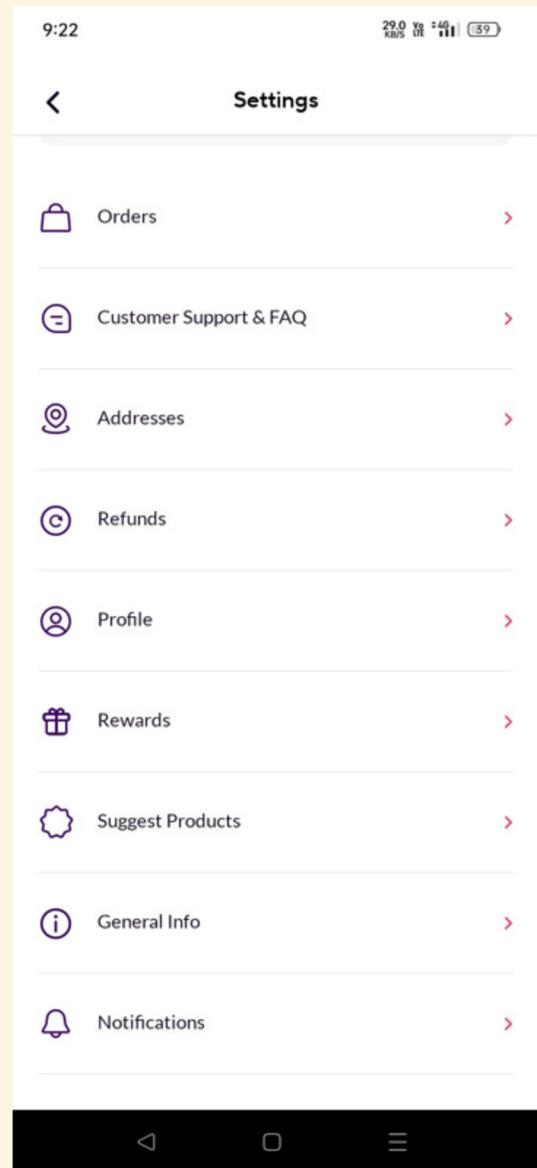
- Input fields are clearly divided into sections (Card Number, Expiry Date, and CVV), ensuring clarity and reducing user errors.

# LAW OF PROXIMITY

(Group related items together)



Categories Page



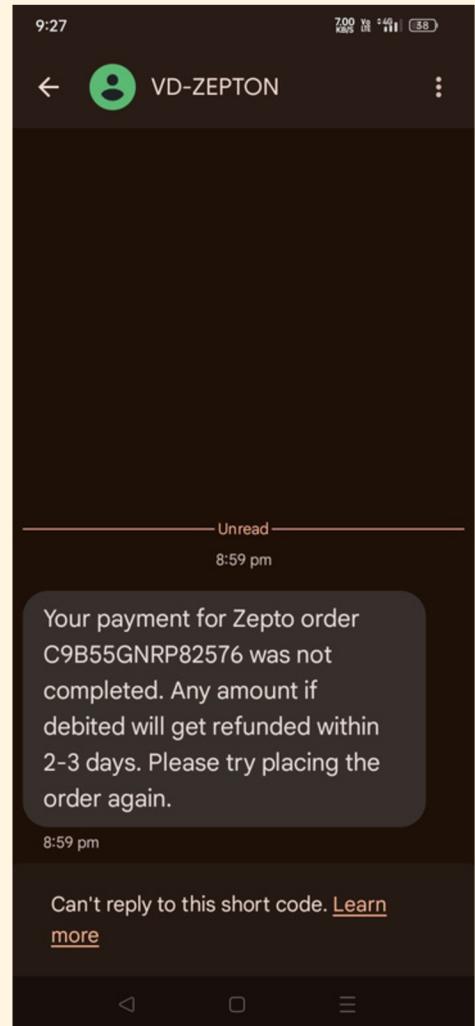
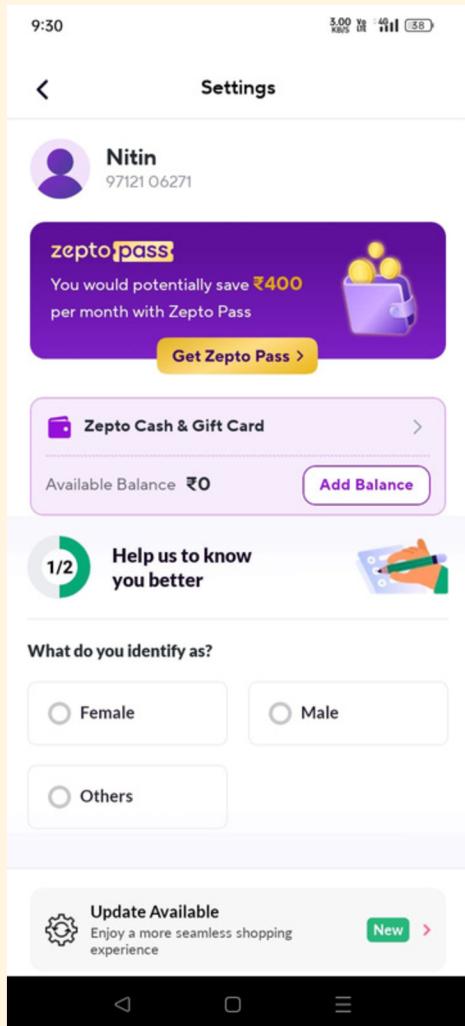
Settings Page

- Items that are related (e.g., Makeup & Beauty products) are grouped together, making it easy to see which products belong in the same category.

- The options are arranged vertically with equal spacing, making them easy to follow.

# PEAK-END RULE

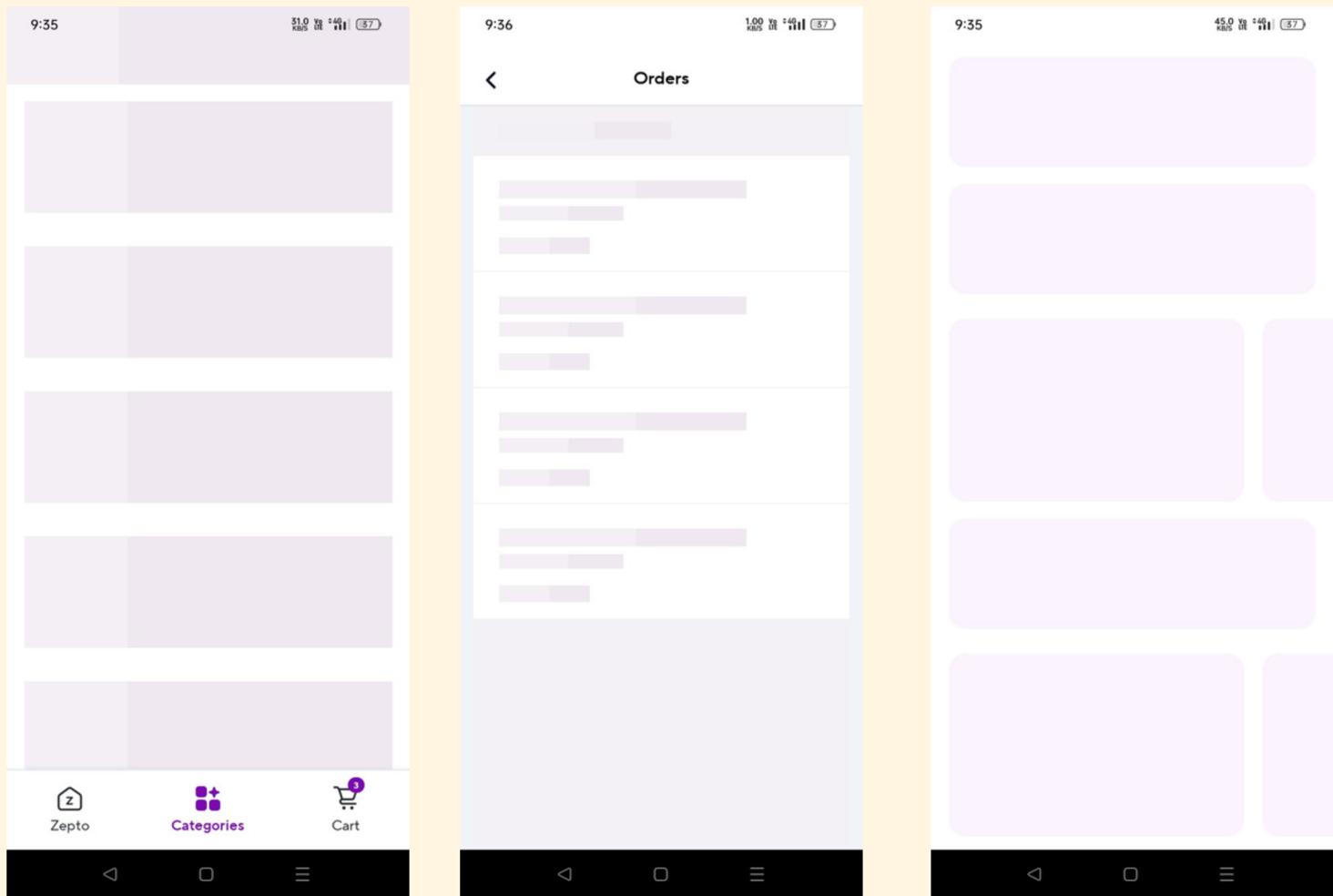
(Some Complexity is unavoidable)



A circular progress indicator visually displays the percentage of profile completion, showing users how much they have completed in a rounded format.

When a user's payment is unsuccessful, a message will be displayed to inform them, ensuring they don't worry about the issue.

# AESTHETIC USABILITY EFFECT



Until the data loads, a skeleton screen is displayed to indicate that content is being fetched. This gives users a visual cue that the app is actively loading data, improving the user experience by reducing uncertainty.

# CONCLUSION

we have explored key UX principles while analyzing each step of the user journey within the Zepto application.

Additionally, we identified the strengths and weaknesses of the app, taking into account users unique needs and preferences. By applying these principles, we gain insights into how users interact with the application, helping us identify areas for improvement.

This understanding allows us to make data-driven modifications to optimize the overall user experience, ensuring the app is intuitive, efficient, and user-friendly at every touchpoint.

# Thank You