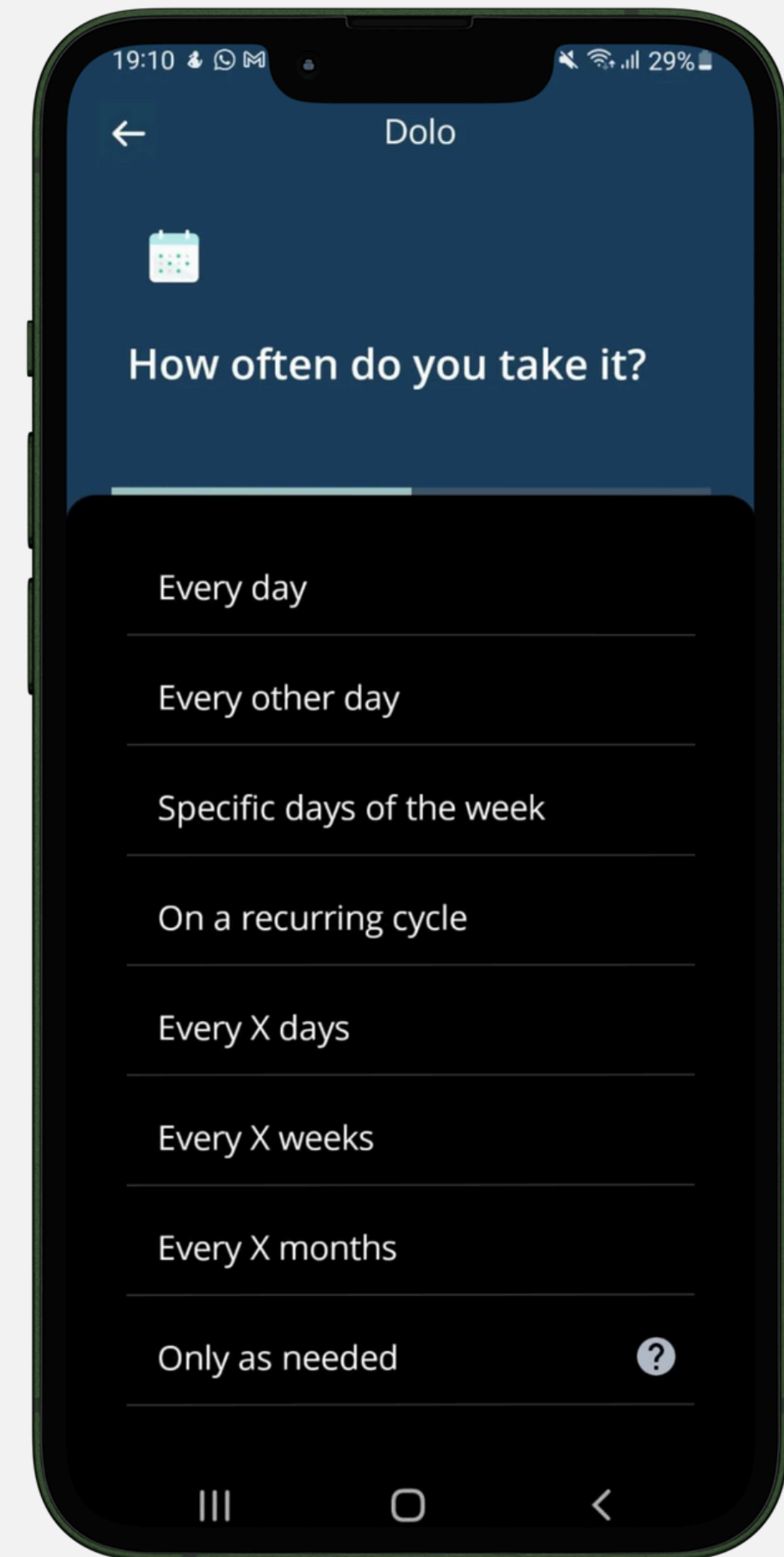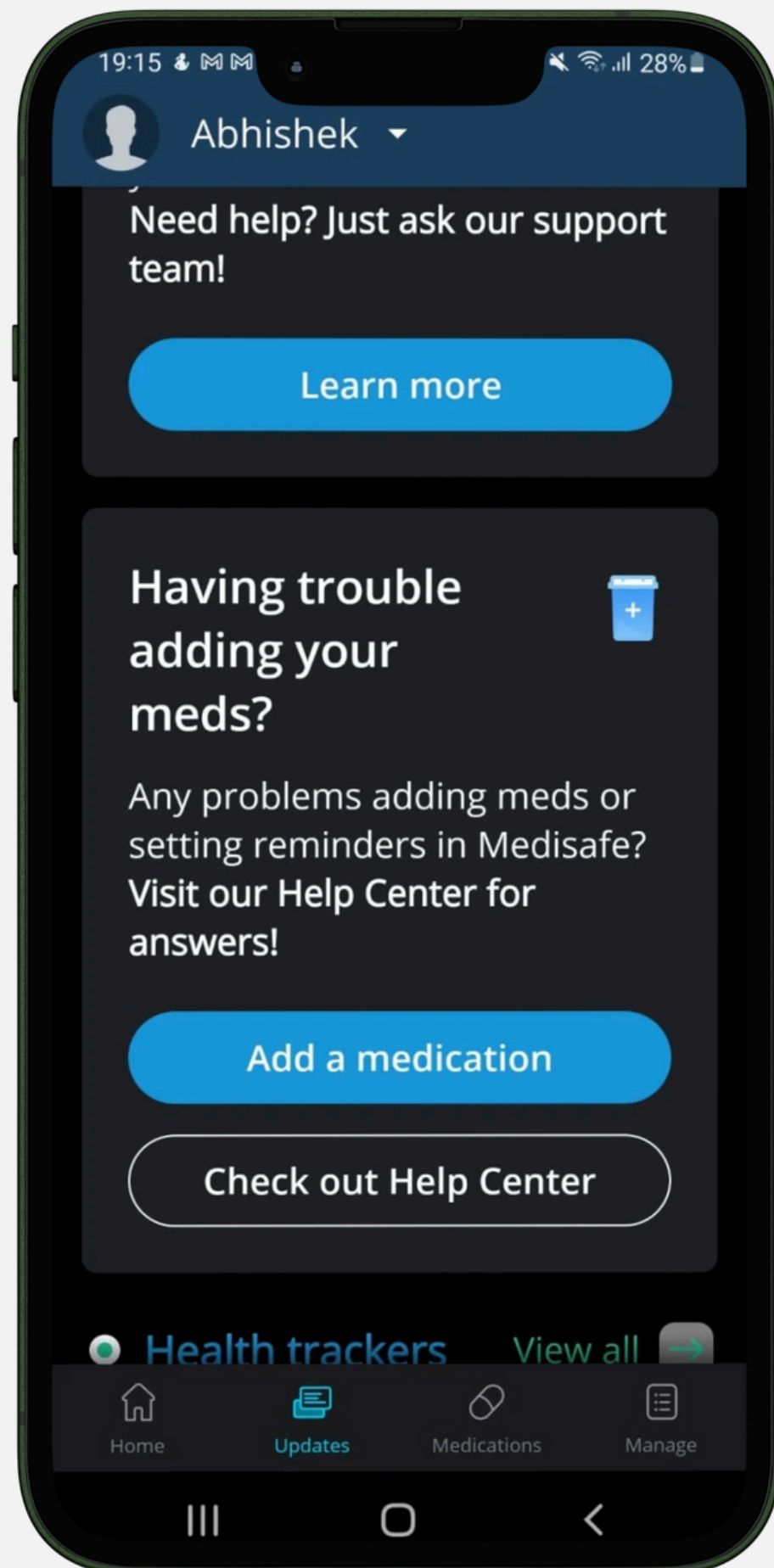# 8 LAWS OF UX

Application : Medisafe

Group ID : 6

1. HICK'S LAW

Simplify choices, to make decisions for users.

As can be observed, the number of options available is vast, and not very convenient for users.

Instead only options every X days, every X months and every X weeks would suffice.

2. FITT'S LAW

Larger and closer buttons make interactions faster

Buttons like "Add Medication" and "Check out Help Center" are large, clearly labeled, and positioned centrally, which makes the users do the respective task simpler and much more easier.

3. JAKOB'S LAW

Follows Established design convention to improve usability.

The app's layout is pretty standard with an easily reachable navbar at the bottom, the calendar at the top to select dates, the profile icon on the top left as well as the notifications on the top right.
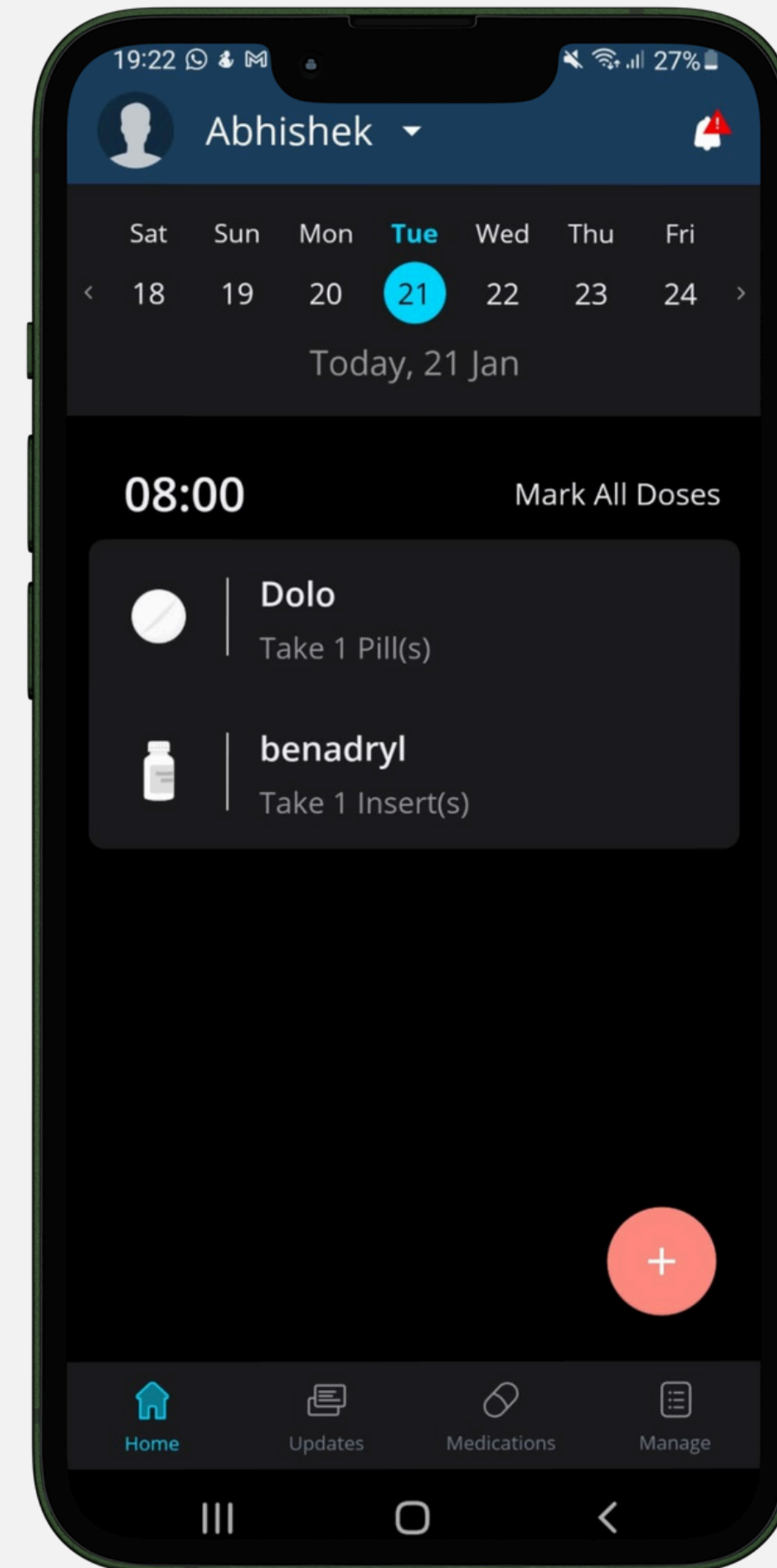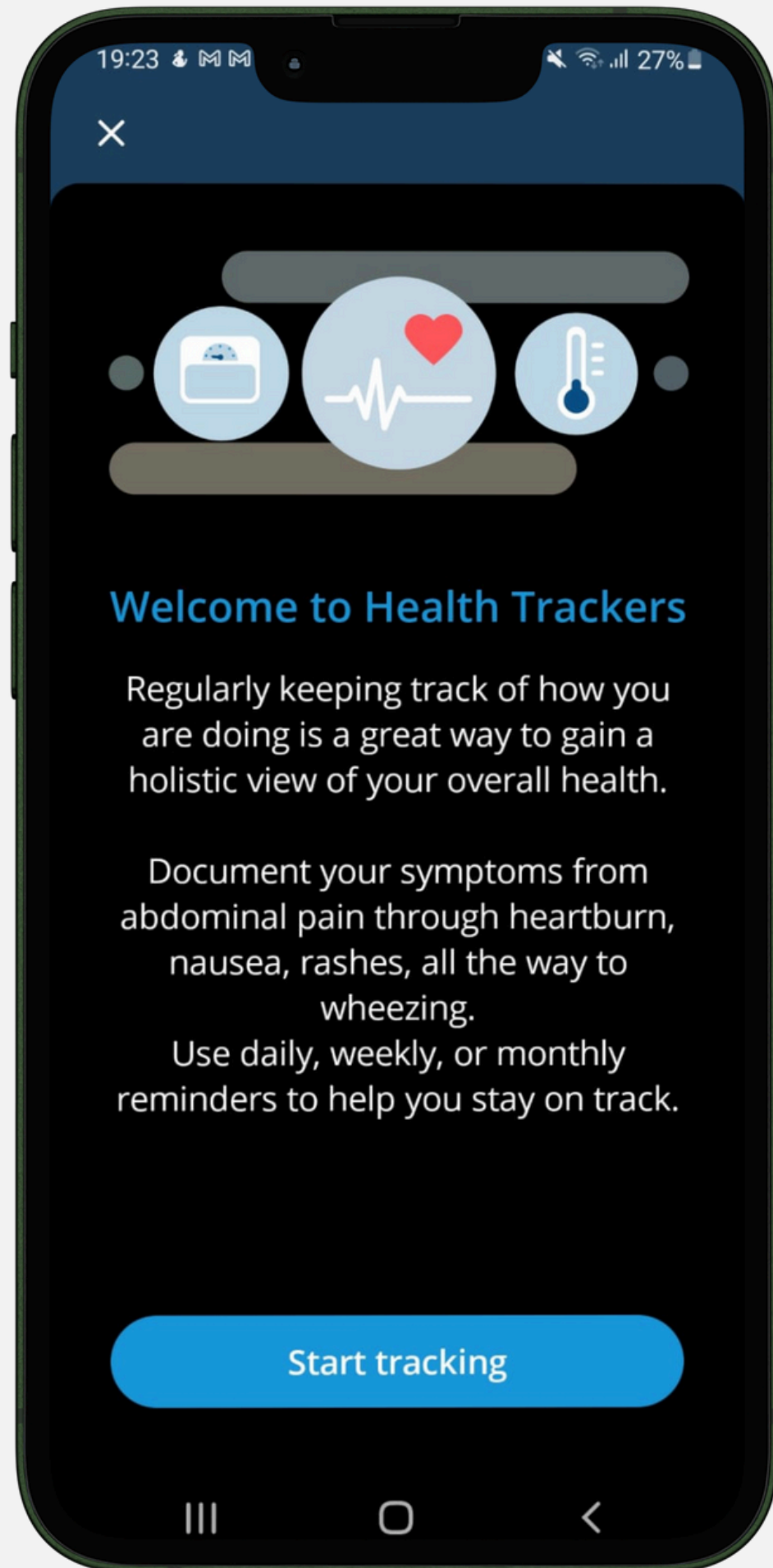
4. MILLER'S LAW

One of the most impactful we can do is chunk our information into related groups.

The paragraphs are divided into equally important points and have ample amount of space between them for better readability.

5. TESLER'S LAW

Simplify where possible, but guide users through necessary complexity.

The form is very cramped up and even though there are different types of data types (date, color, zip code, name, gender) they all still have the same textual input lacking the differentiation needed
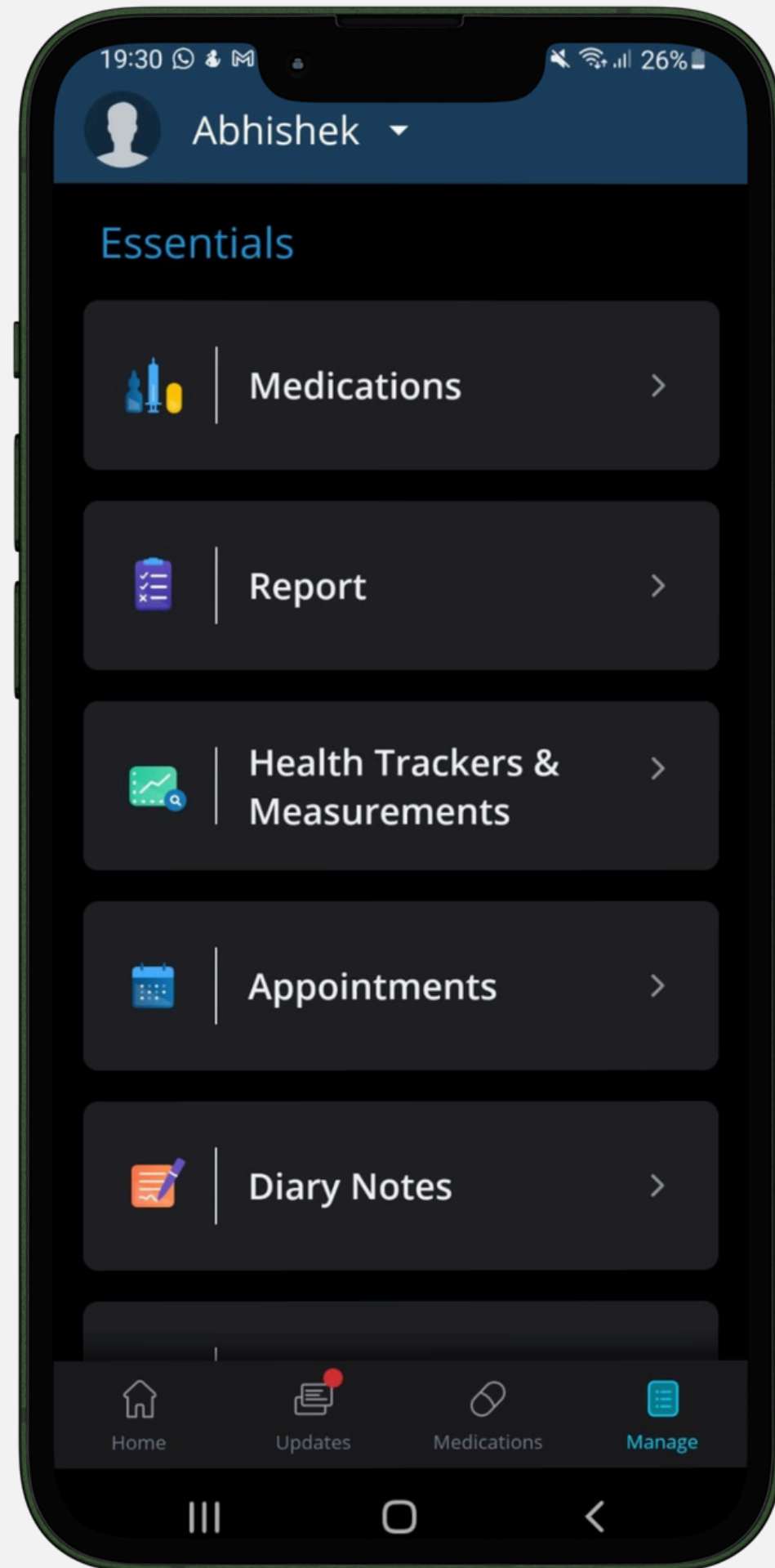
6. LAW OF PROXIMITY

Users perceive elements that are close together as related

The elements Medication, Report and more are far apart from each other to be perceived different from each other.
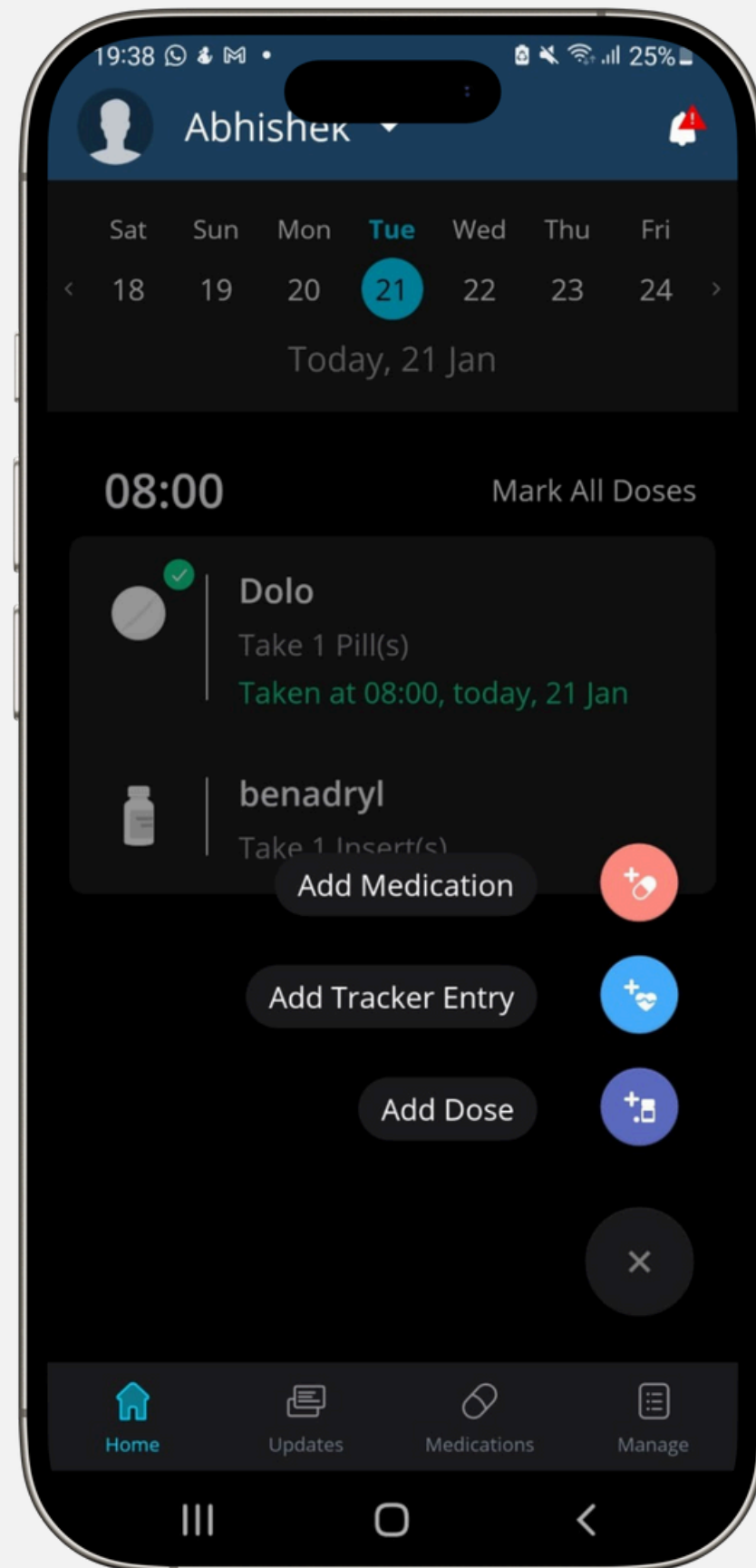
7. PEAK - END RULE

Focus on delivering positive peak movements and endings.

On signing up successfully in the app an animation with confetti is being displayed, signifying completion of a significant task.
This provides user proper feedback signifying completion of the task.
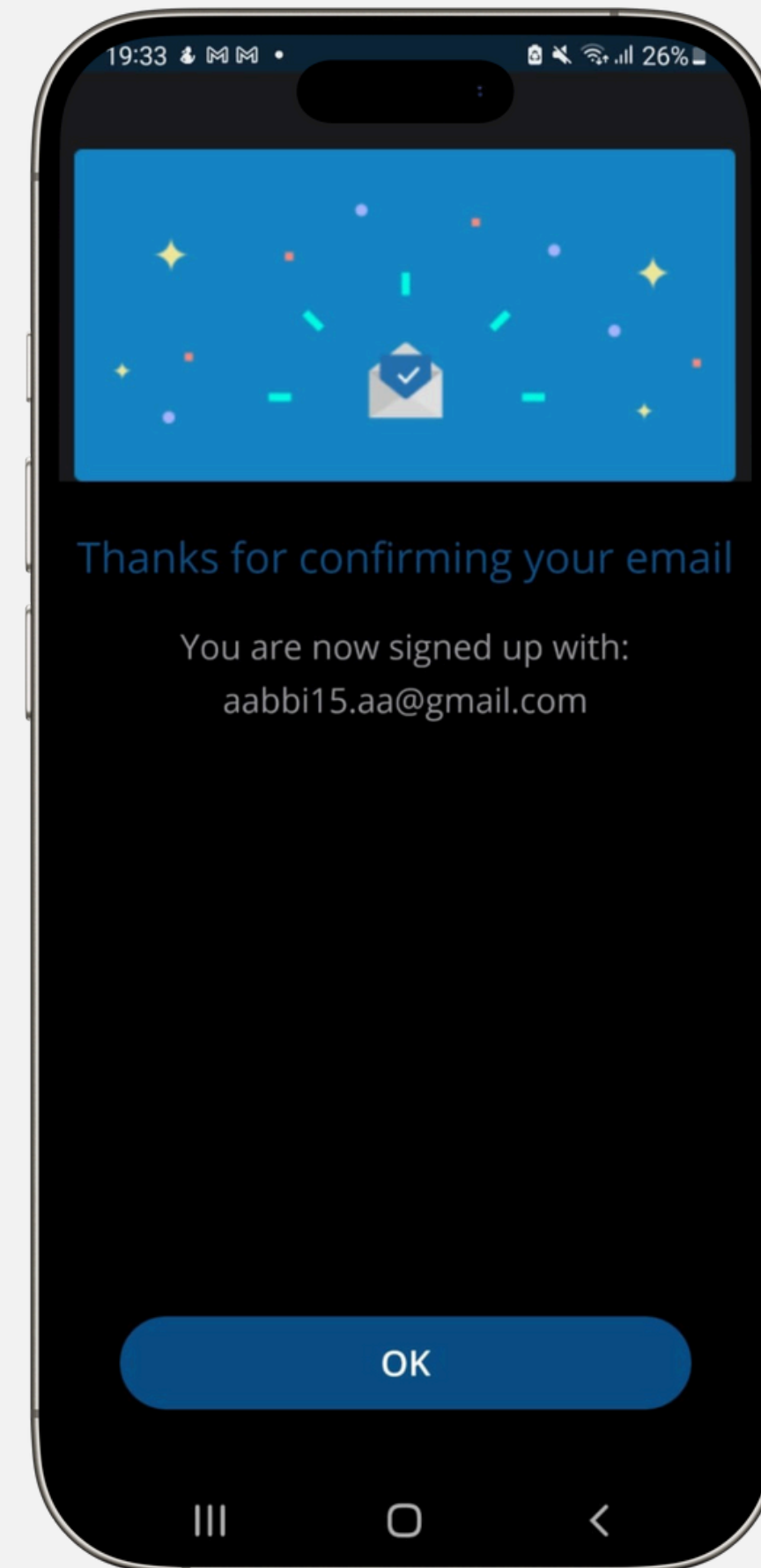
8. ASTHETIC USABILITY EFFECT

Users tolerate minor usability issues in a visually appealing design.

On clicking on the plus icon, 3 new icons pop up which have visually appealing orientation and design.

CONCLUSION

The app Medisafe did follow many of the "Laws of UX" but there were still some laws such as Tesler's and Hick's Law which were not followed.

The UI of the app can be further improved by following the laws more methodically.

THANK YOU!