IE418: UX DESIGN OF FOR MOBILE APPLICATIONS

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Fogg's six elements of

SIMPLICITY.

GROUP-1

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The app that we'll be talking about is

SCHMOOZE.

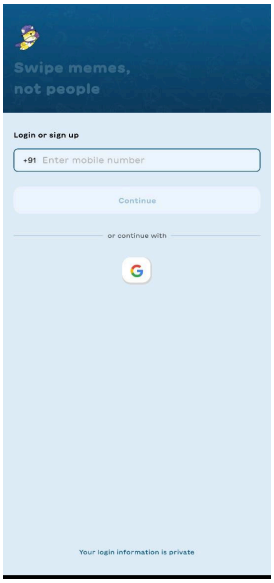
Swipe memes to meet people who match your humor, and laugh your way to love.

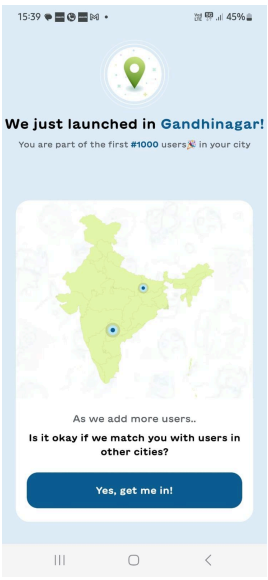
Time

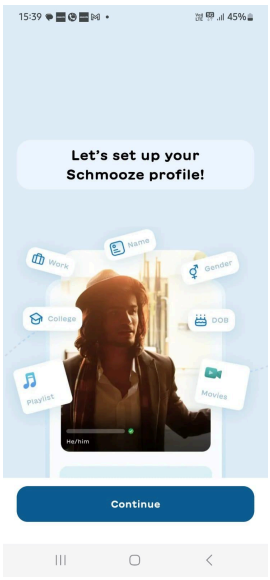
How long it takes to complete an action

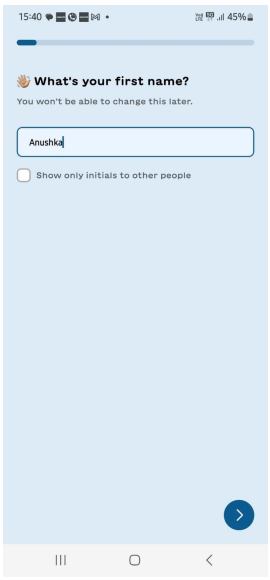
01

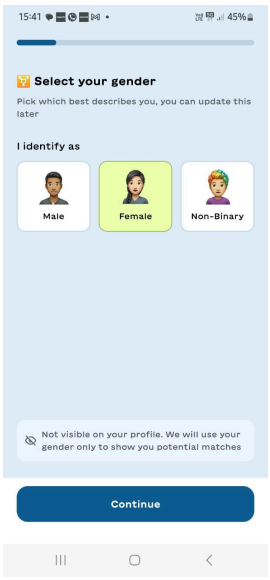
Action:
Setting up the profile and ‘Schmoozing’ with users

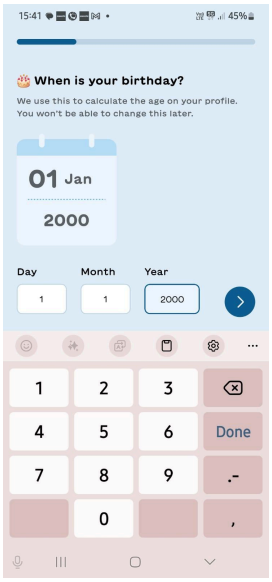


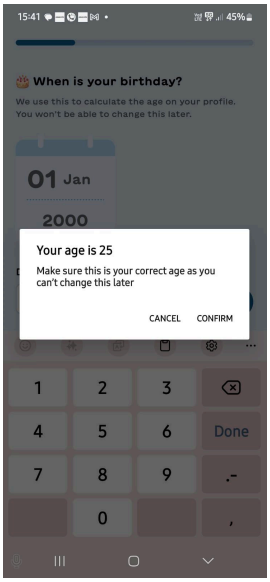


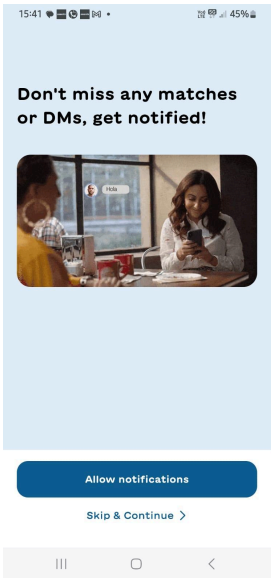


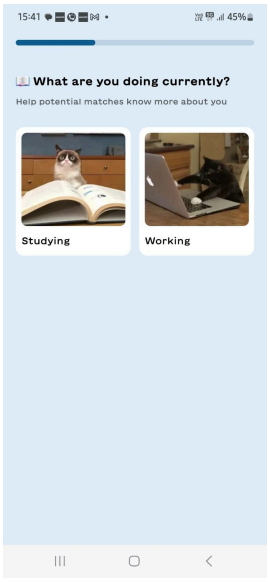


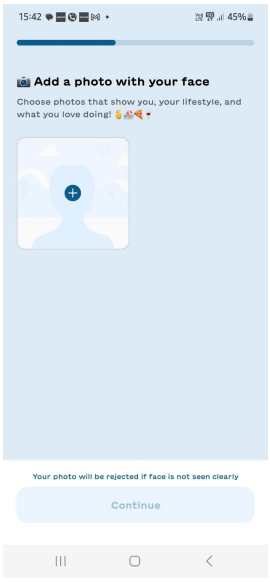




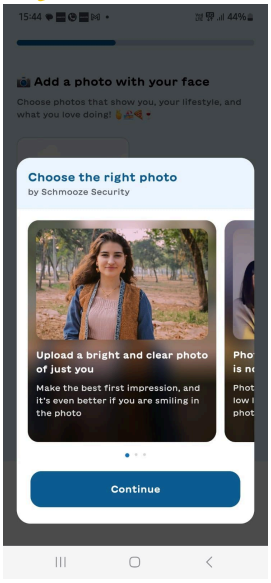


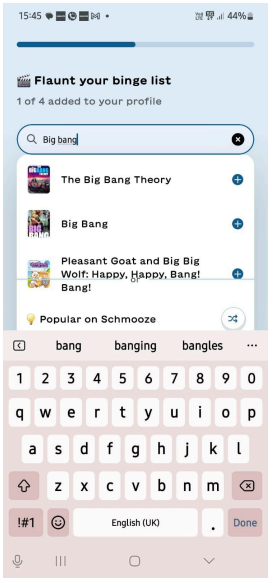


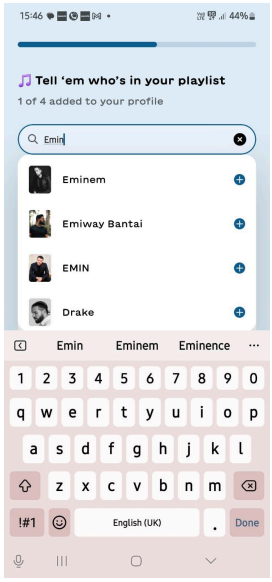


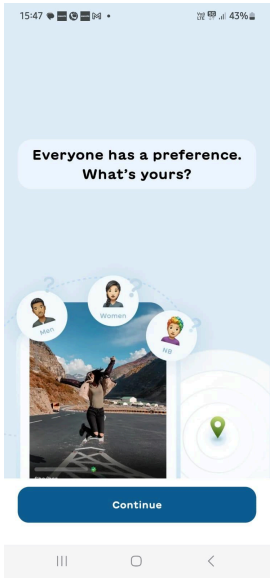


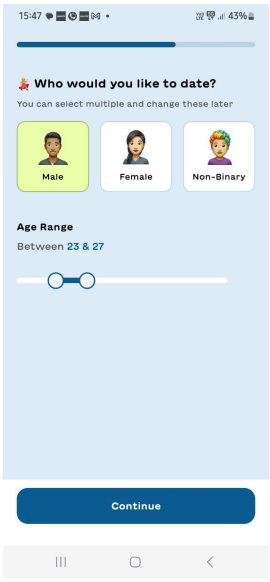
Basic Details

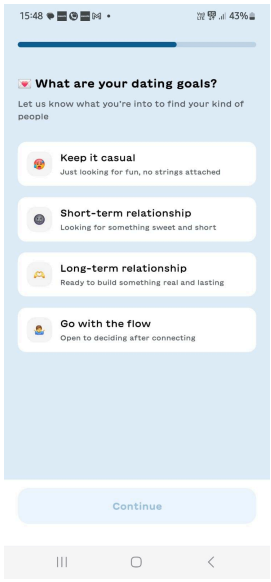


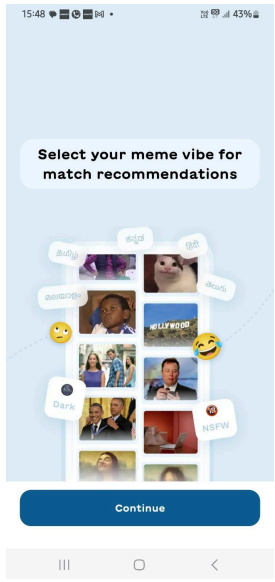


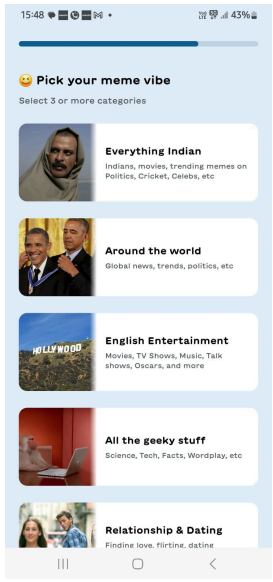


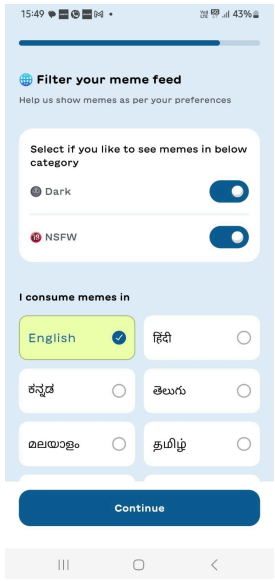


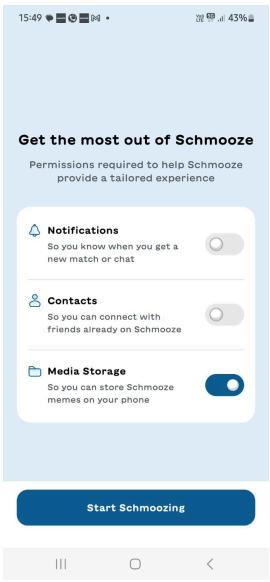


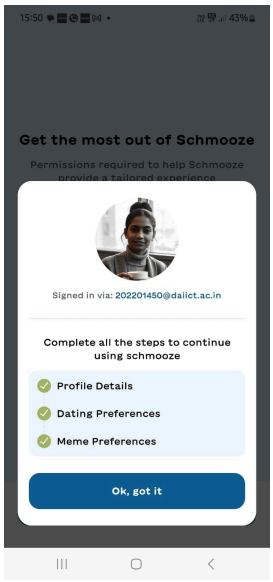






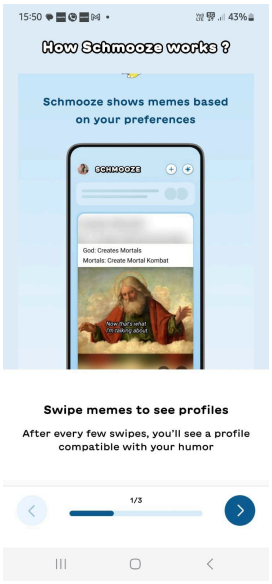


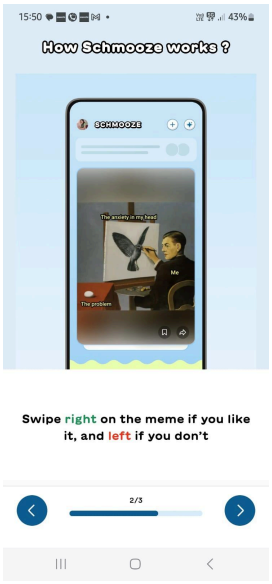


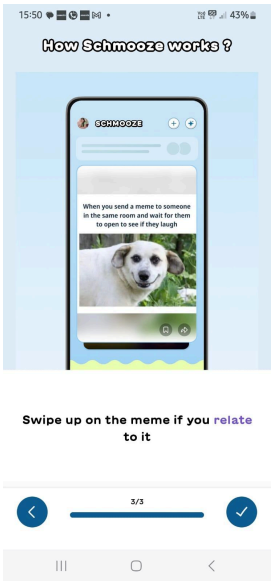


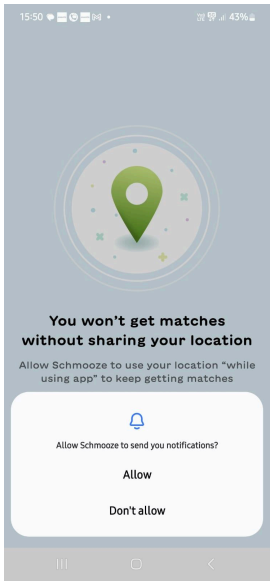
Setting up the profile is a long and tedious process and took around 15 minutes of time.

Preferences

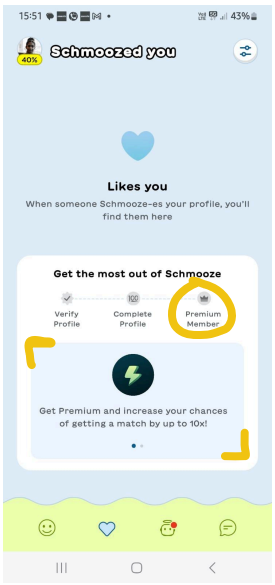


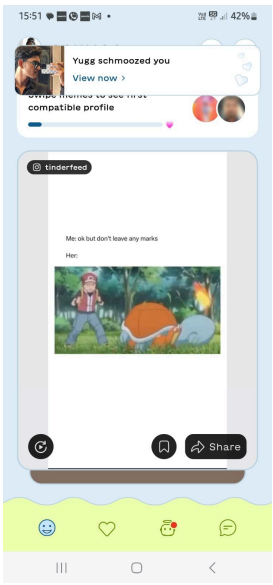


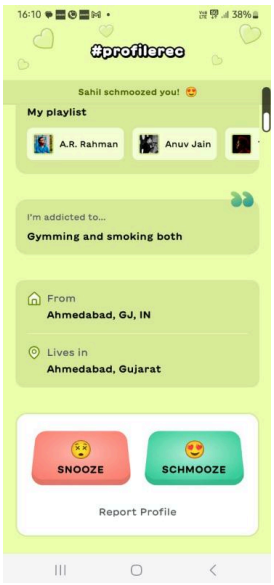




Clear Instructions







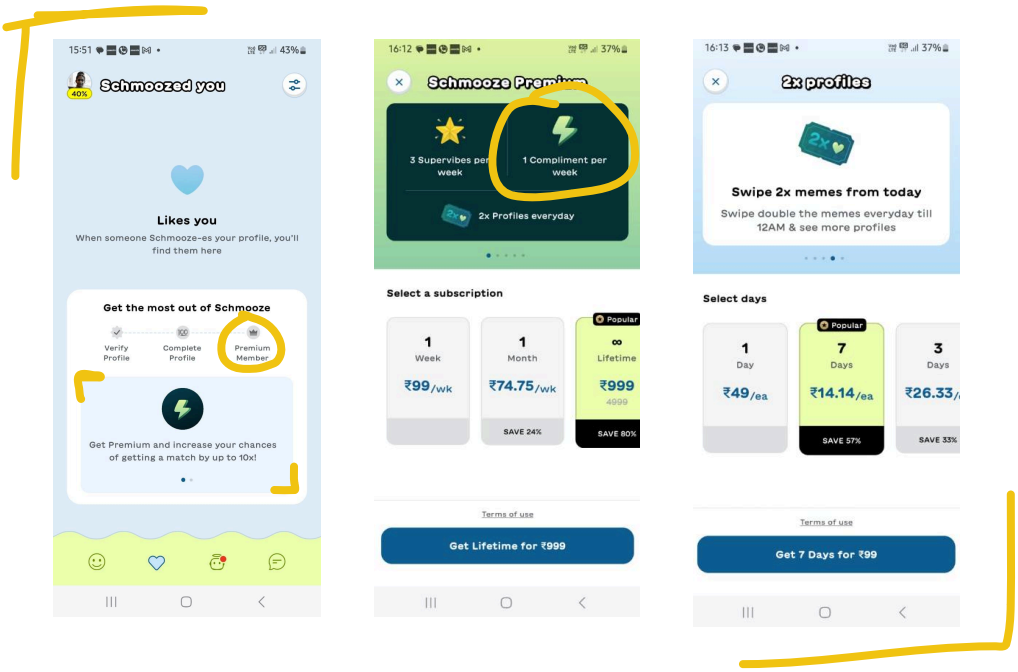
Once the profile is set up, it is takes very little time for 'schmoozing' someone.

Money

The fiscal cost of taking an action

02

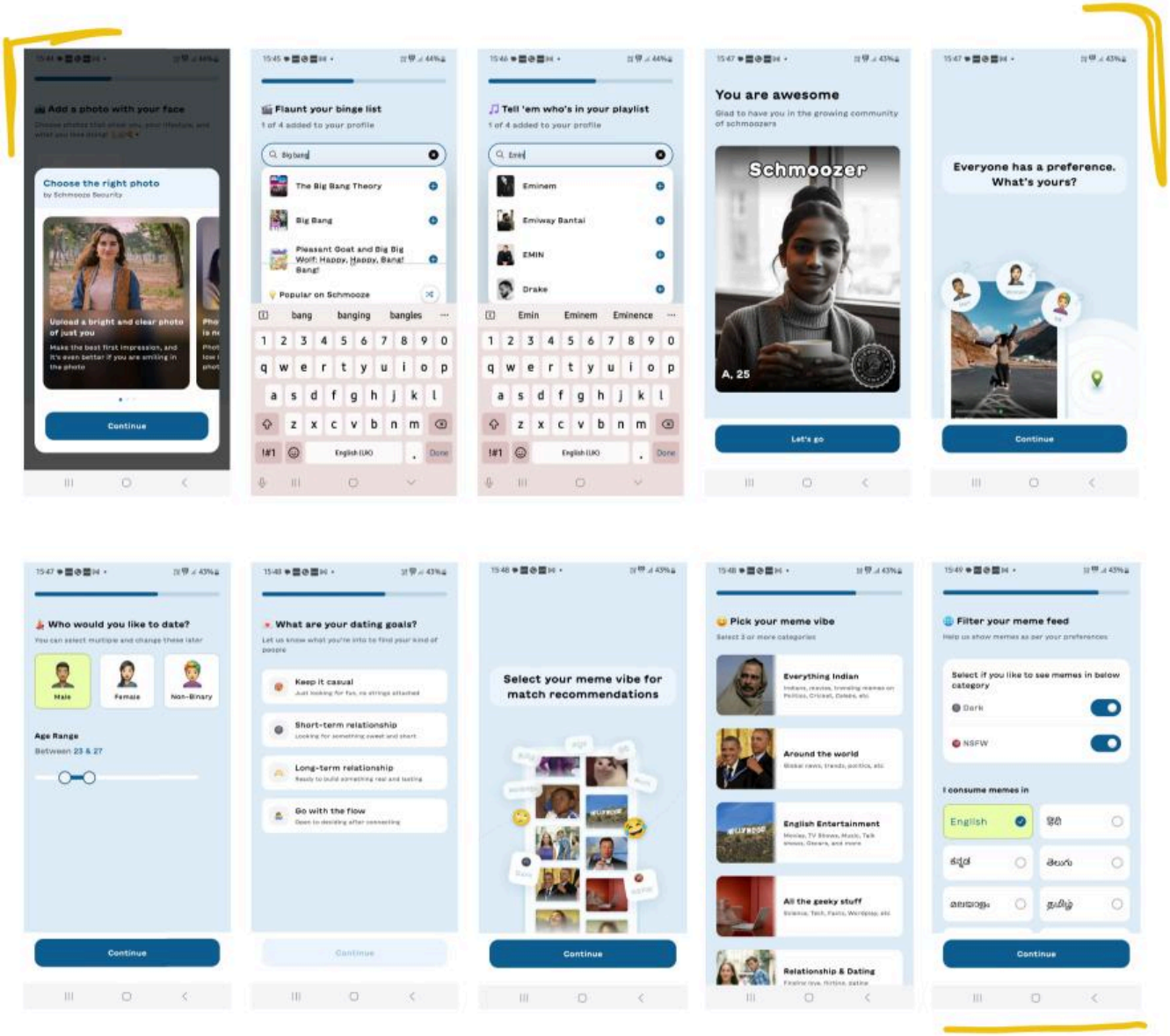
No cost is required for setting up the profile (Except the cost of Internet).



However, premium features even the basic ones like commenting on someone's profile picture requires money also there is a cap on number of memes you can view in a day.

Physical Effort 03

The amount of labour involved in taking an action



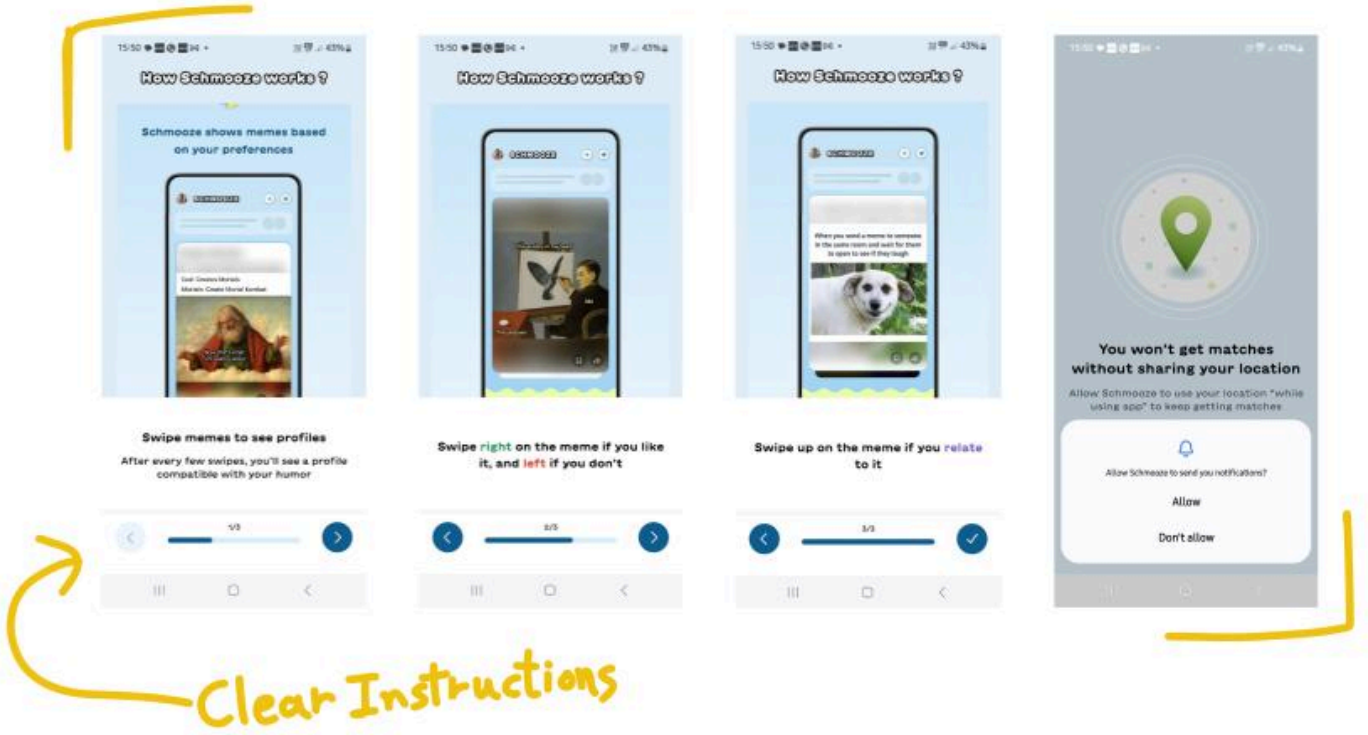
As displayed in the ‘Time’ element,

As a first time user the physical effort required is very high around 40-45 clicks ane selecting various options. After that it only takes 3-4 clicks to use the app.

Brain Cycle

04

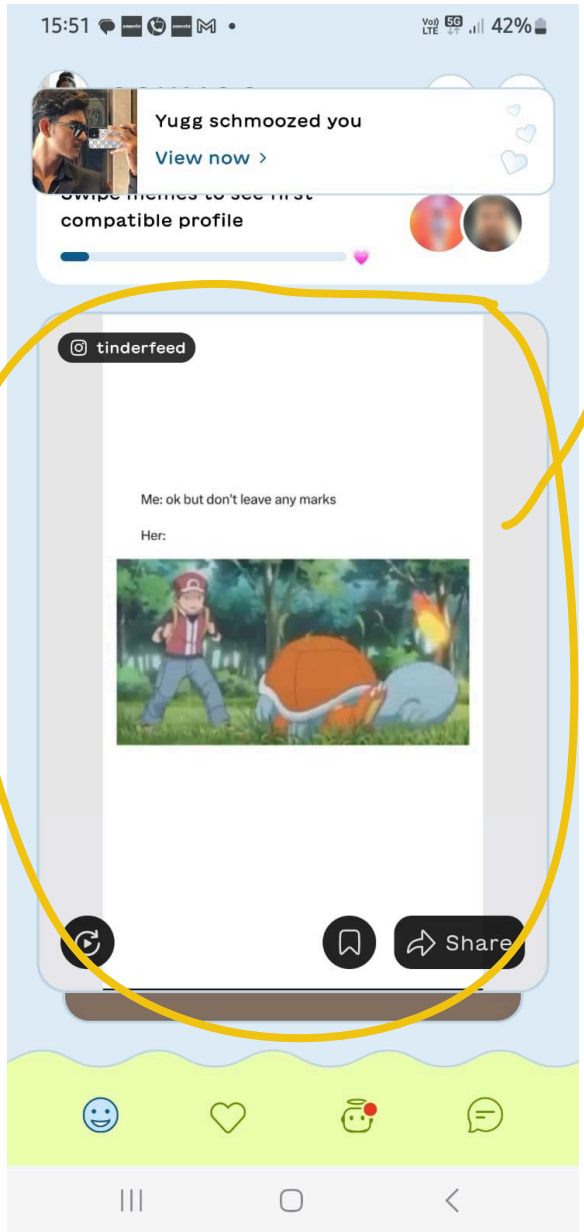
The level of mental effort and focus required to take an action



The level of mental efforts taken by the app is mild not very high it only asks for some basic user info along with a list of favourite singers and series and meme preferences and the instructions are clear and simple.

Social Deviance 05

How accepted the behavior is by others

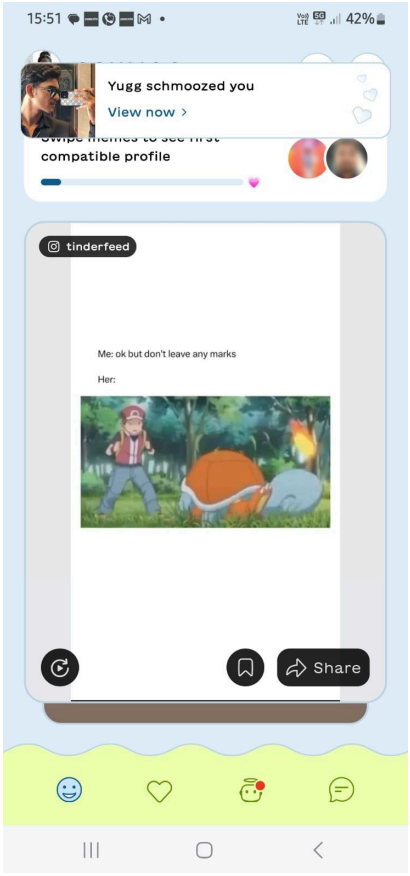


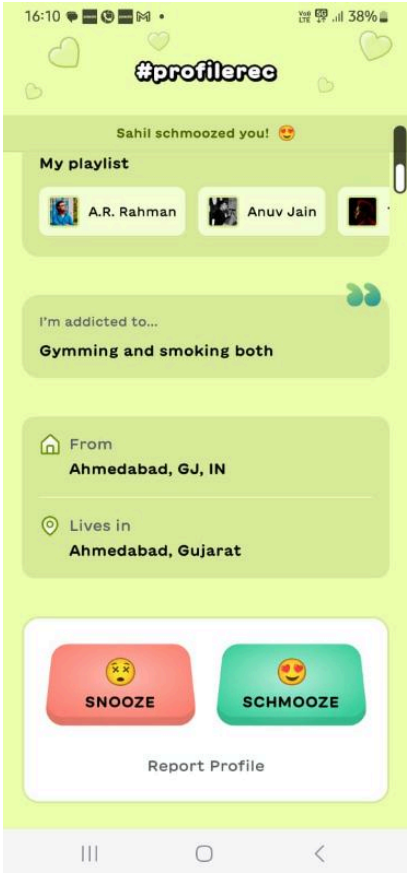
The app can create a social deviance as swiping memes can be easily addictive.

Moreover, Most dating apps prioritize physical appearance, career, or interests like hobbies. Focusing on memes shifts away from these measures.

Non-routine 06

How much the action matches or disrupts the existing routines





It fits perfectly into the routine of middle age young adult since the apps moat is built around the daily habit of this users that is watching memes.