8 Essential Laws of

USER EXPERIENCE.

GROUP-1
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We will be continuing the analysis of
SCHMOOZE.

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

Hick's Law

Simplify choices to make decision easier for users

🏳️‍⚧️ **Select your gender**

Pick which best describes you, you can update this later

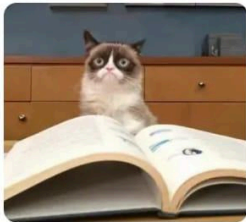I identify as

| Male | Female | Non-Binary |

🚫 Not visible on your profile. We will use your gender only to show you potential matches

Continue

📖 **What are you doing currently?**

Help potential matches know more about you

Studying

Working

**The choices are quite simplified so that user can make their decision in very little time.**

Fitt's Law

Larger and closer buttons make interaction faster

The Language options buttons all having the same size and in a proper layout make it easier for user to choose from all the different options
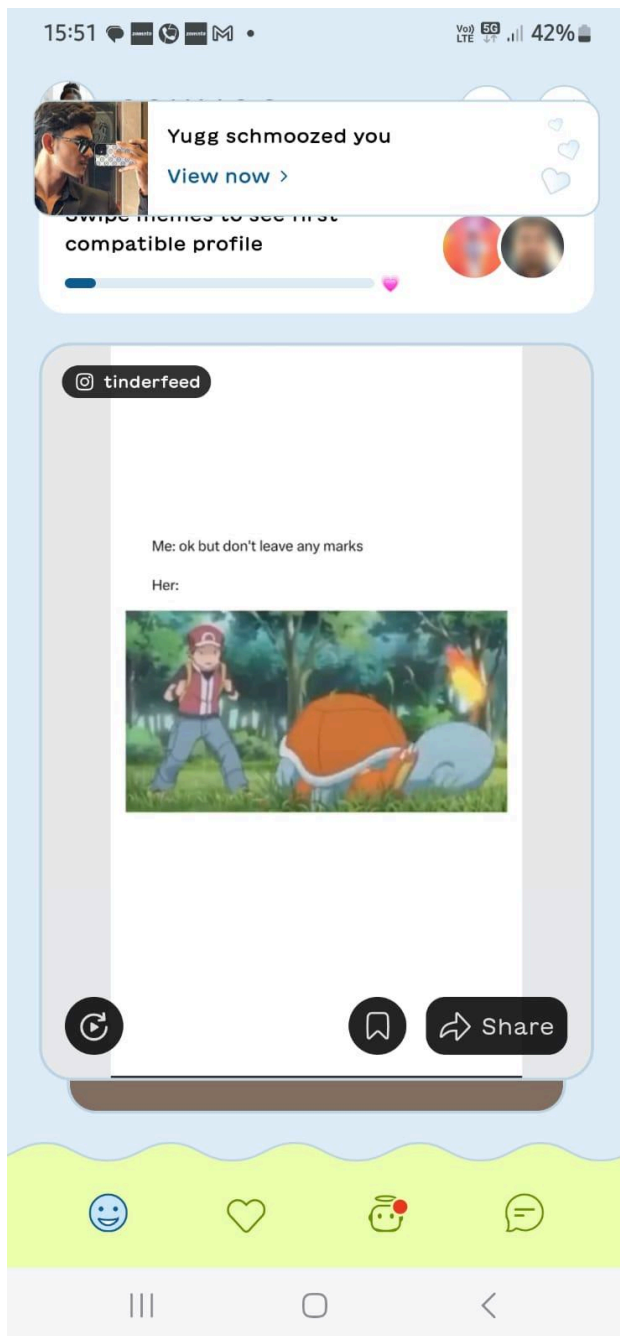
The options for permissions being the same colour and close together make it visually easy for user to choose
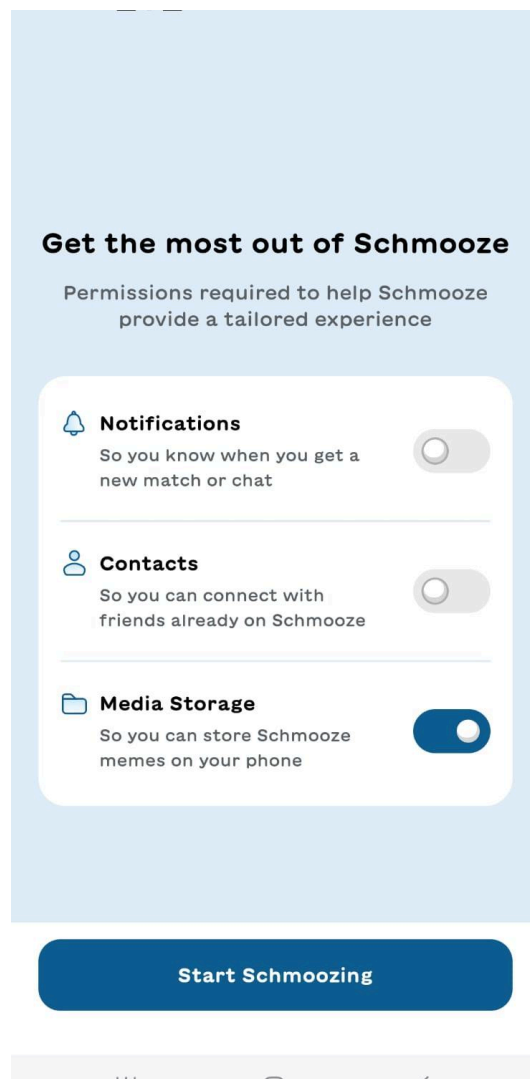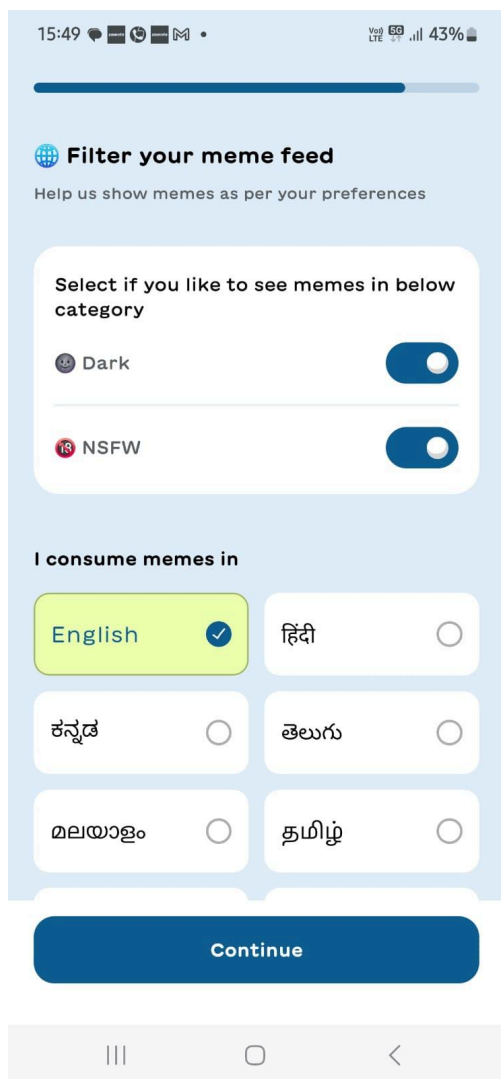
Jacob's Law

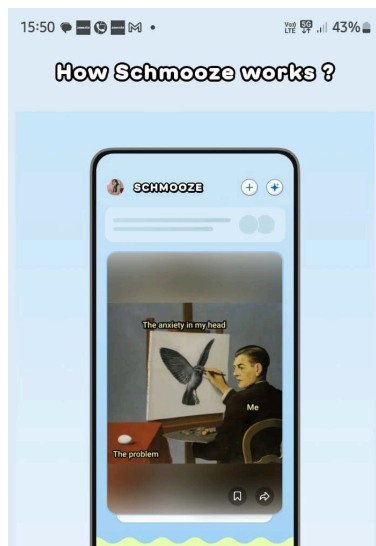**Users prefer similar patterns**

We can observe Jacob's law in Schmooze app in the "Schmoozing" feature i.e. how user likes memes is similar to the way user "swipes right" in Tinder. Even in Schmooze user has to swipe right if they like a particular meme.
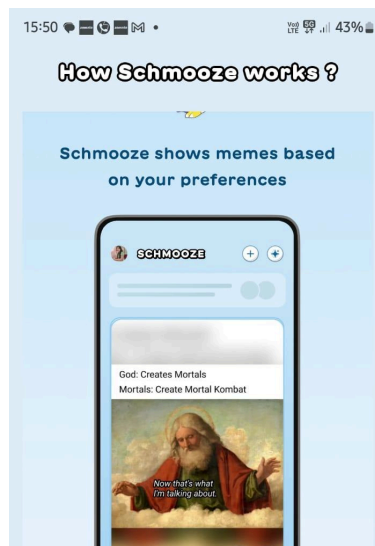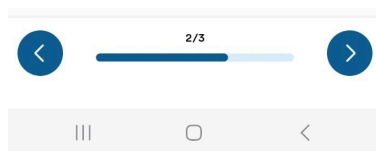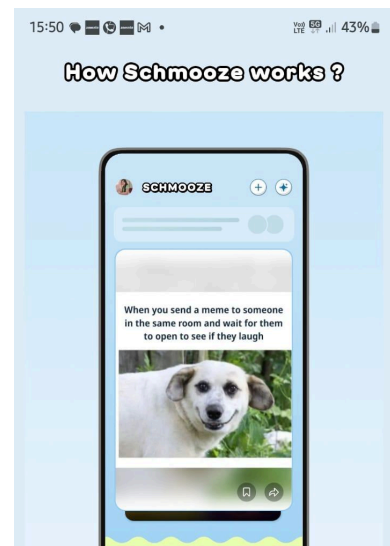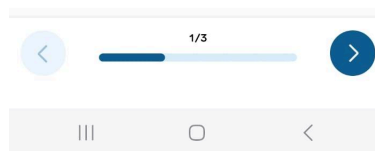
Miller's Law

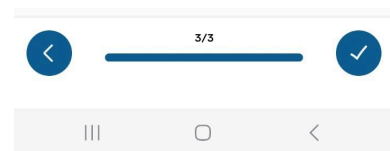User prefers chunks of information rather than paragraphs in one go

Swipe right on the meme if you like it, and left if you don't

2/3

Schmooze shows memes based on your preferences

Swipe memes to see profiles

After every few swipes, you'll see a profile compatible with your humor

1/3

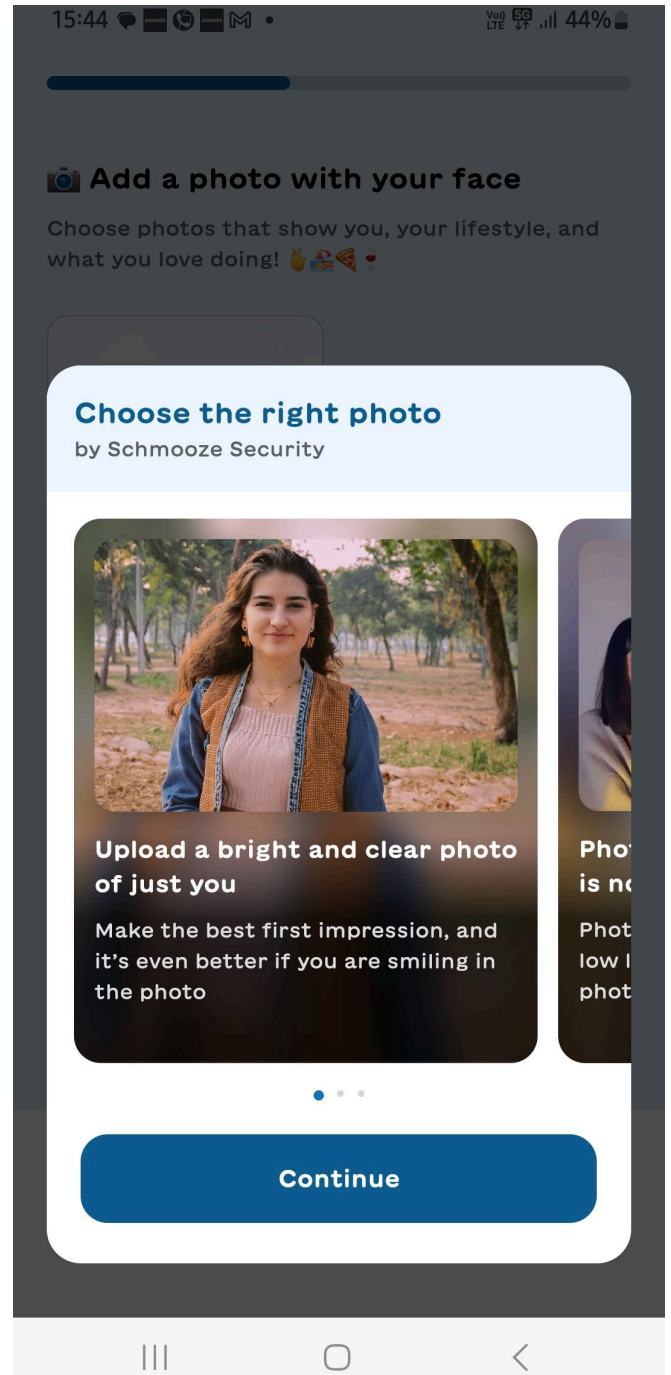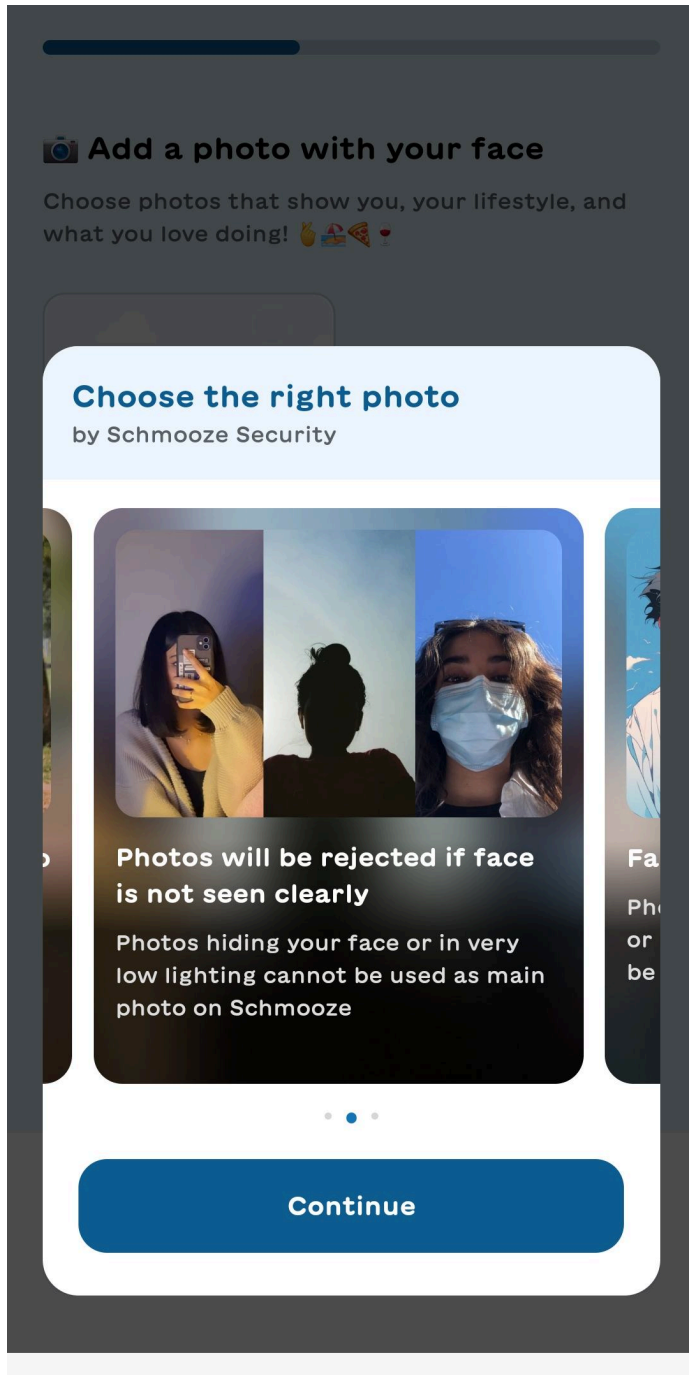**Swipe up on the meme if you relate to it**

3/3

During the onboarding, user is fed information of how Schmooze works in short forms and the progress is kept with the help of a progress bar at the bottom of the screen
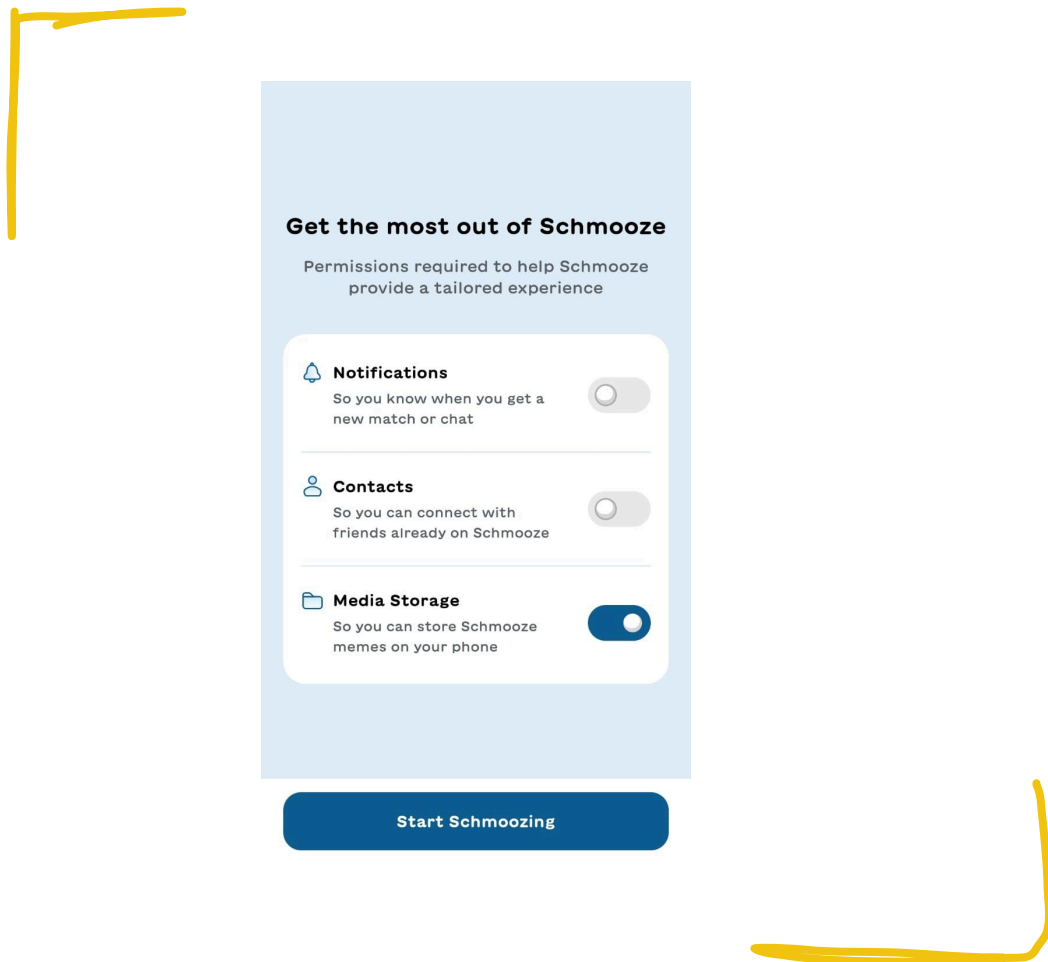
Tesler's Law

Simplify complex information

The picture policy of the app is quite complex because of all the specific rules but it is explained easily using apt visuals and text

Law of Proximity

User perceives elements that are together as related

Get the most out of Schmooze

Permissions required to help Schmooze provide a tailored experience

🔔 **Notifications**
So you know when you get a new match or chat

👤 **Contacts**
So you can connect with friends already on Schmooze

📁 **Media Storage**
So you can store Schmooze memes on your phone

Start Schmoozing

As we can see in above screenshot, Notification and the greyed out text is kept closer relative to Notification and Contacts text.

Peak- End Rule

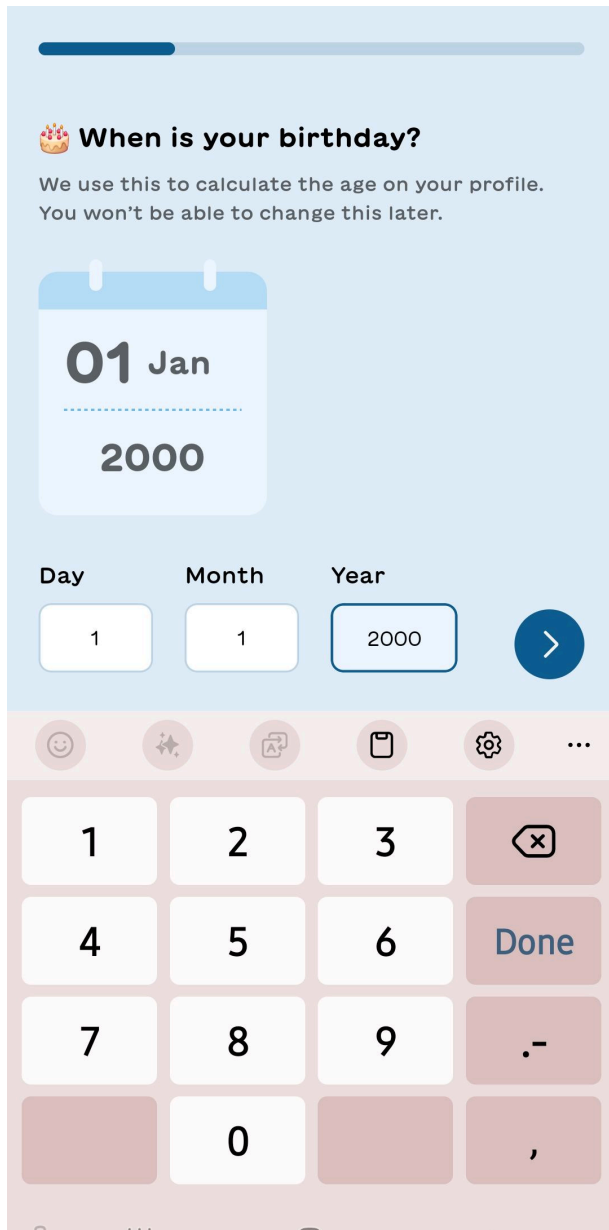**Positive peak moments leave an impact**
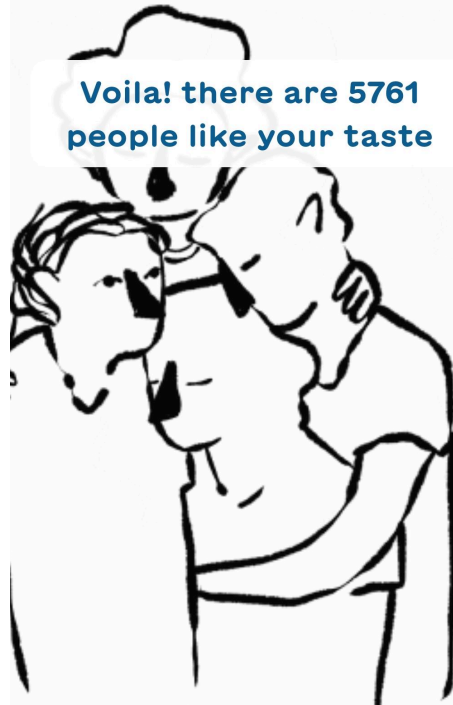
After the tedious profile set-up process the user served with a positive affirmation of
"You are awesome"

Aesthetic Usability Effect

Aesthetics improve usability

15:49

Great! We're analysing your meme taste...

🎂 **When is your birthday?**

We use this to calculate the age on your profile. You won't be able to change this later.
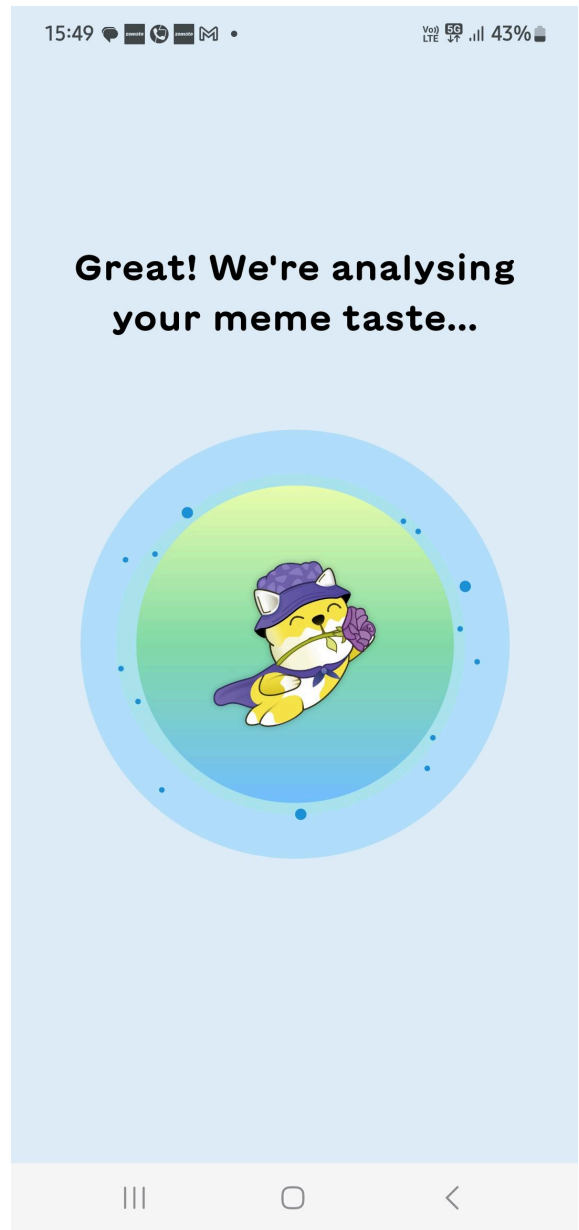
01 Jan

2000

Day	Month	Year
1	1	2000

The process of entering date looks aesthetics because of the entered date properly displayed on the calender

The micro transitons like these make the waiting time feel lesser, hence improving user retention too