



K. J. Somaiya College of Engineering, Mumbai-77
(Autonomous College Affiliated to University of Mumbai)

Batch: A4 Roll No.: 1721001

Experiment / assignment / tutorial No. 9

Grade: AA / AB / BB / BC / CC / CD / DD

Signature of the Staff In-charge with date

Title: Self Study Experiment

Objective: To understand Jakob's Law

Expected Outcome of Experiment:

Course Outcome	After successful completion of the course students should be able to
CO5	Design application for social and technical task

Books/ Journals/ Websites referred:

- “The essential guide to user interface design”, Wilbert O Galitz, Wiley DreamTech.
- <https://www.ibm.com/design/language/elements/icons/>

New Concepts to be learned: Jakob's Law and its applications in today's websites.



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Jakob's Law states that "Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know. You can simplify the learning process for users by providing familiar design patterns."

When people get their cumulative experience of all these other websites that adds up to their understanding of how a website should work and what are the design conventions on the Internet. So, if your website does the same as most other websites, then when somebody arrives at your site, they're going to know how to use it. They're going to focus, therefore, on your products, your services, your offerings, your content, your message; which is what you want.

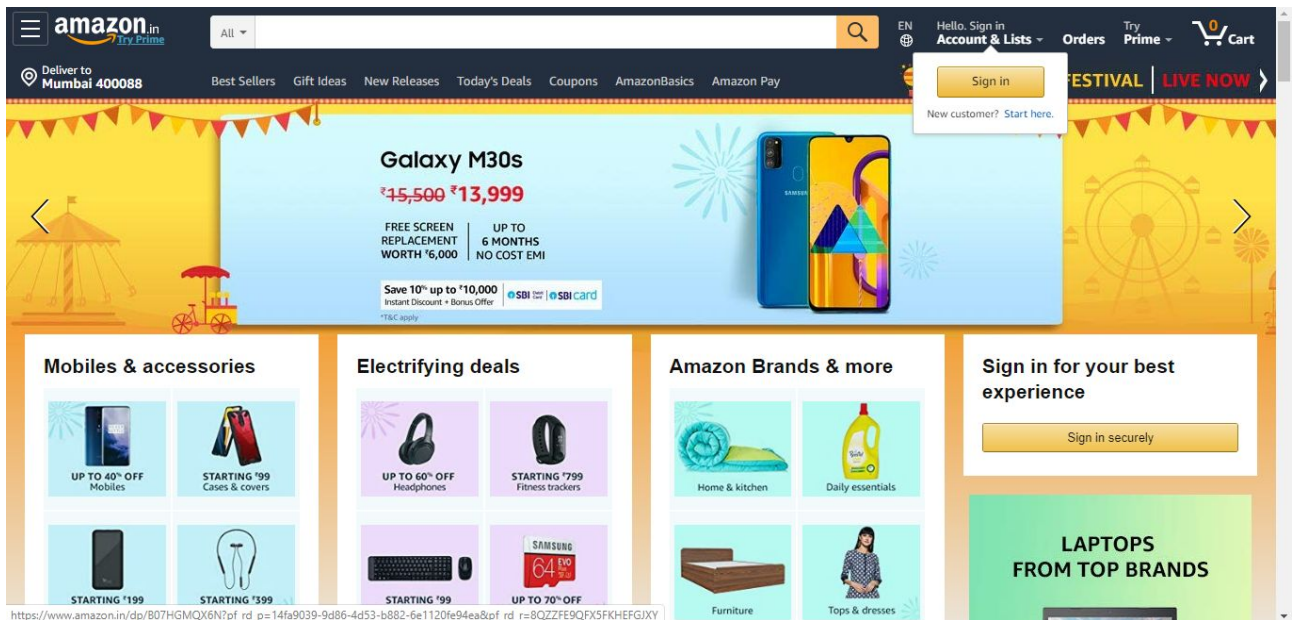
On the other hand, **if you violate Jakob's Law** of the Internet User Experience, and you do things differently then, people are not going to know how to use it; they're going to be confused.

And if people are confused on the Web, what most often happens is they just leave! The back button beckons! The back button is VERY attractive on the Web. And so, they're just going to be out of there. You've lost that customer.

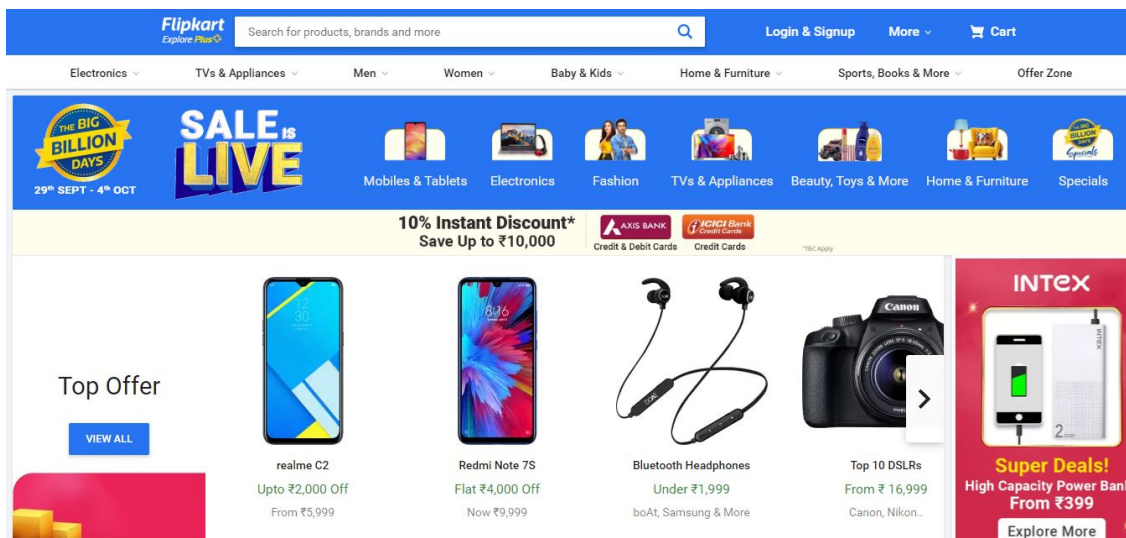
AMAZON



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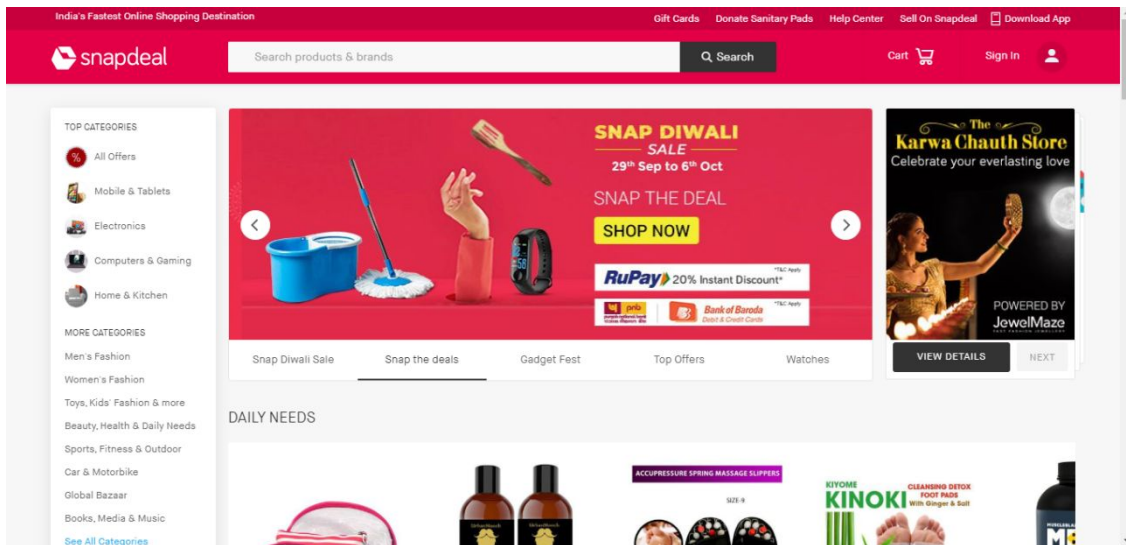
FLIPKART



SNAPDEAL

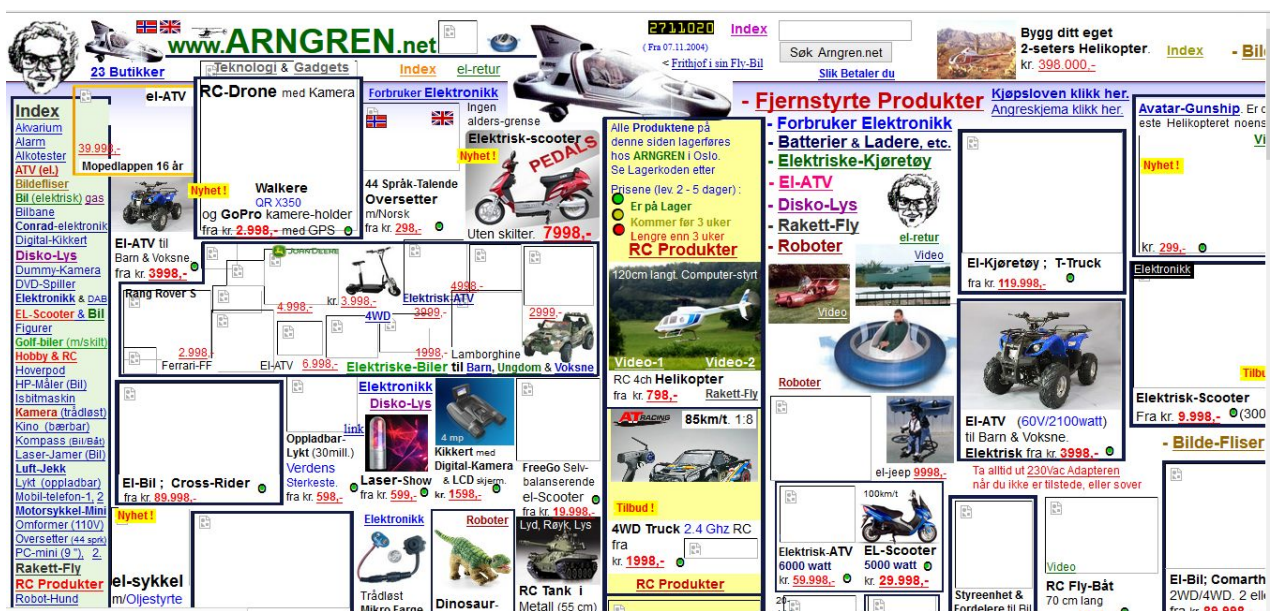


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Above are examples of websites that all work in the same way. Thus if a website is to be made for selling products and the aim is to beat the traffic of current websites then UI is one of the main factors that has to be kept in mind. The designer has to keep in mind that the interface and elements used are similar to the popular one exists.

For example, All have a sign in option at top right, and the cart symbol. On the left or the top nav bar there's a menu for available options to buy grouped categorically. If a website is made where login options are not on the top right and somewhere else it will confuse the user.





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For example after seeing the interface of the above website no user will want to buy anything, even if it has good offers.