

IE418: UX Design for Mobile Applications

Prof. Dr. Anupam Rana



KUKU FM:

Group No: 15

Group Members:

Maulik Kansara - 202201442

Pritish Desai - 202201312

Harsh Lad - 202201493

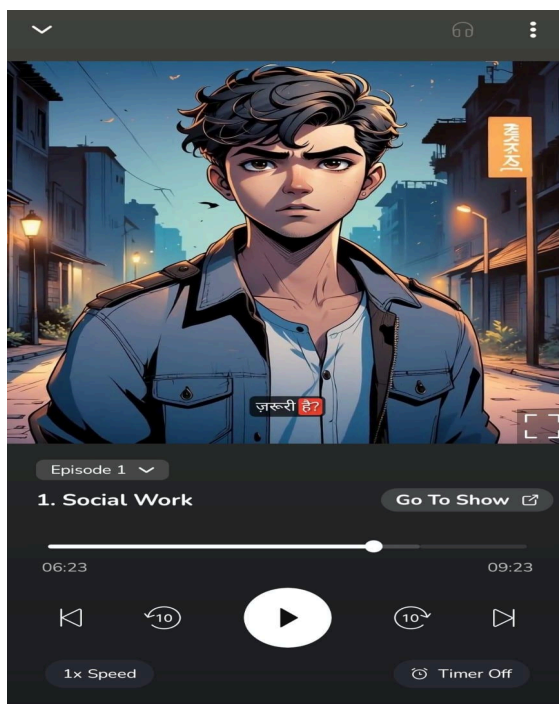
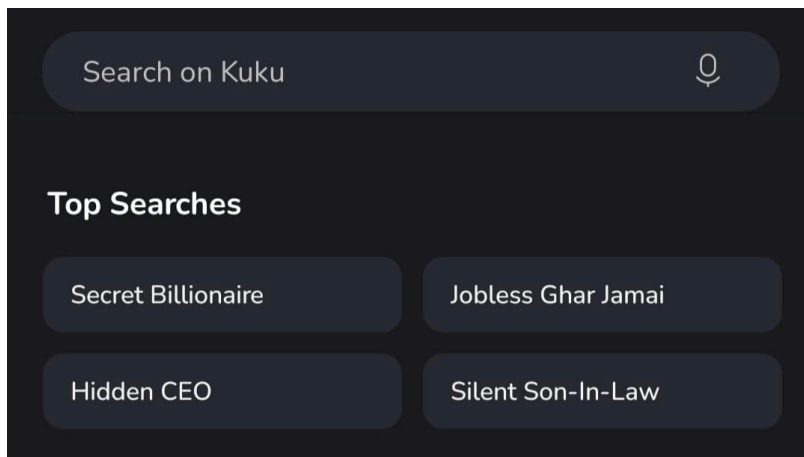
KUKU FM is an application which provides audio content like podcasts, audiobooks, Talk Shows, stories in multiple languages.



Analysis of KUKU FM with respect to Fogg's 6 principles of simplicity:

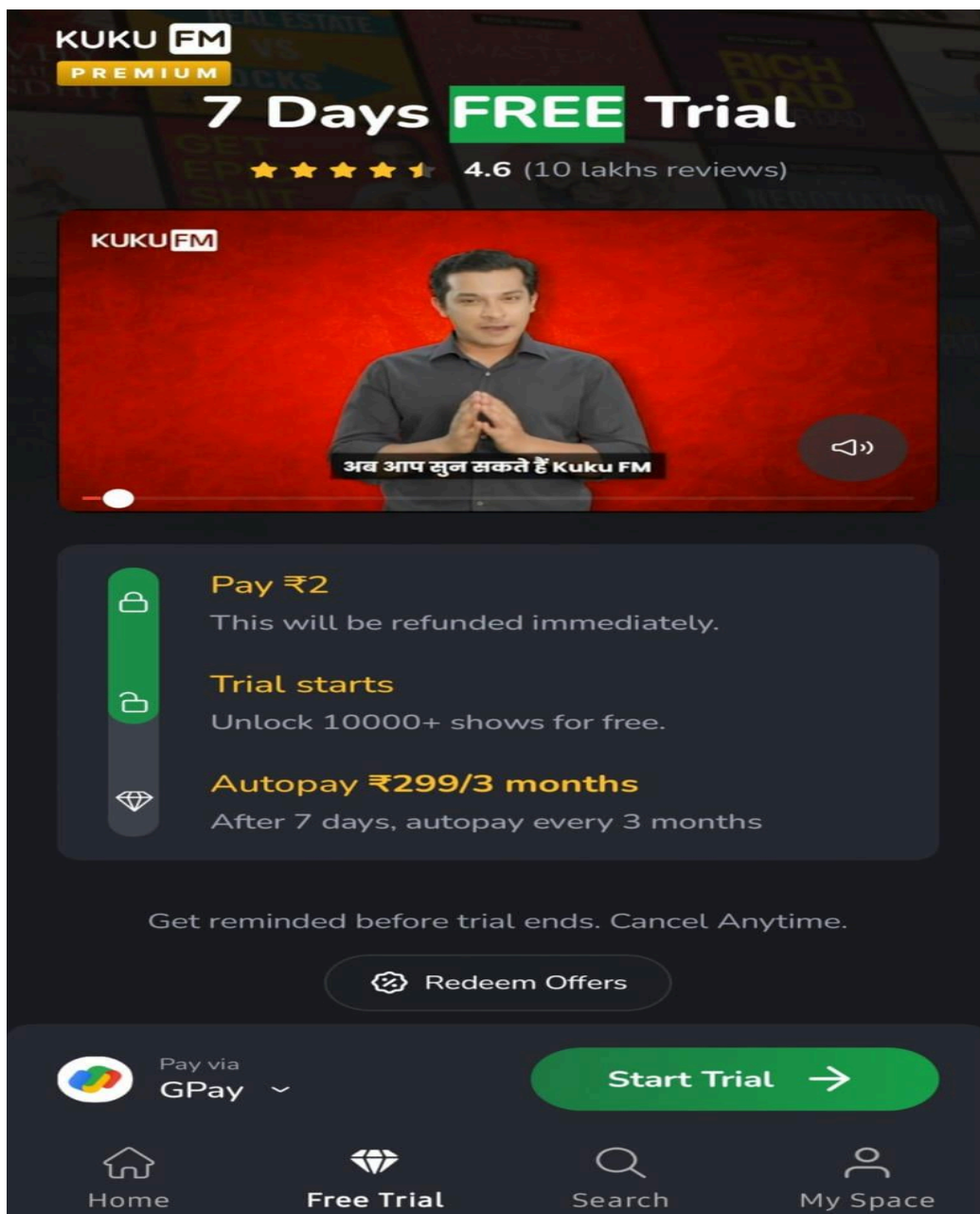
1) Time: how long it takes to complete an action

→ KUKU FM is a really efficient and smooth app. The search functionality is fast and it displays the results quickly. Also, the play and pause buttons execute the action without any time lag.



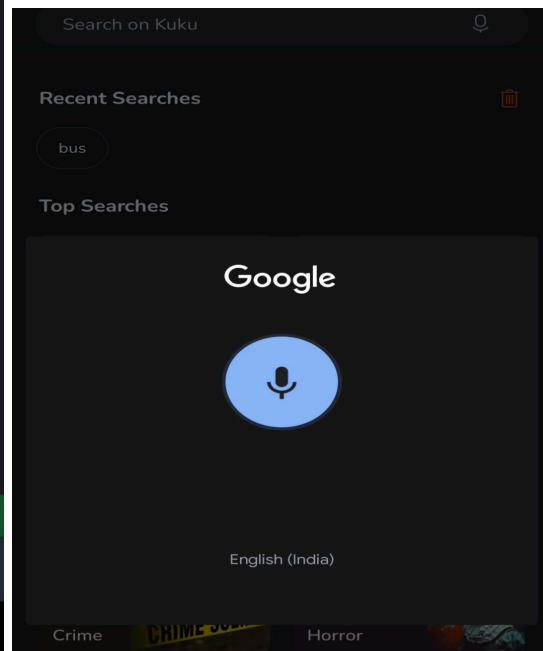
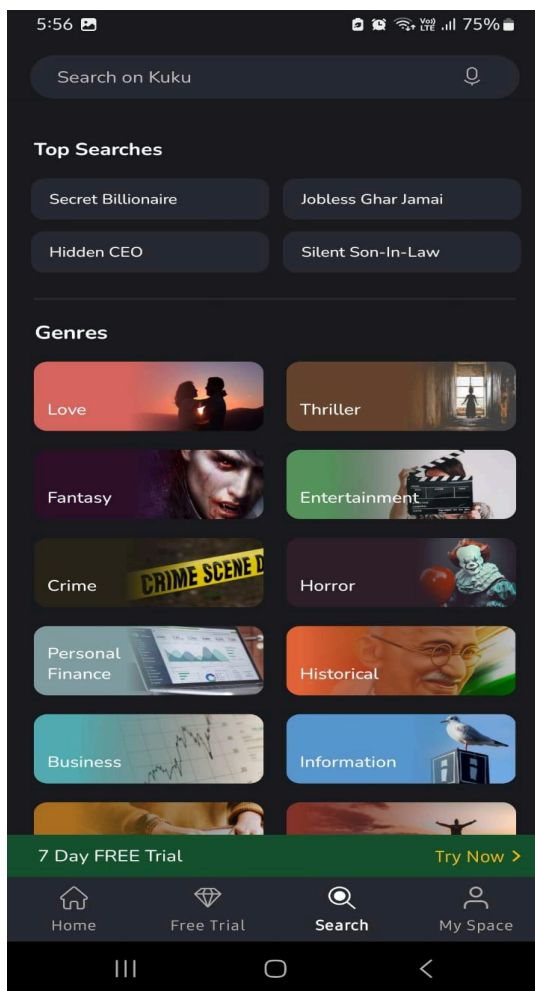
2) Money: The fiscal cost of taking an action

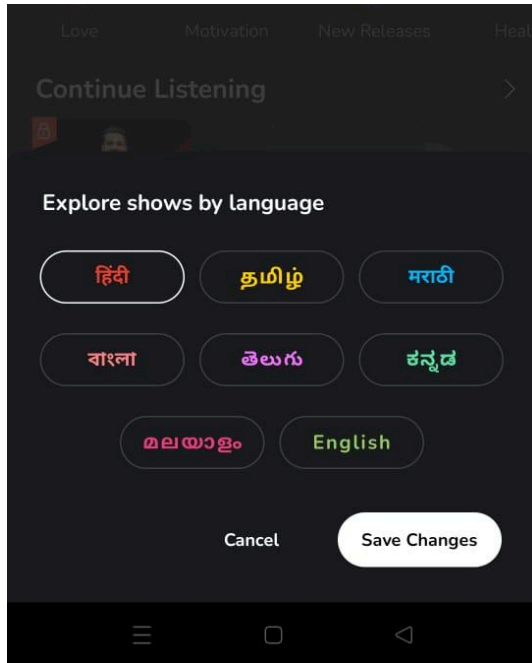
→ KUKU FM is not a free-to-use app. The app offers a free trial and a subscription plan. It has a monthly plan of Rs 299/3 months and a 7 day free trial.



3) Physical Effort: The amount of labour involved in taking the action

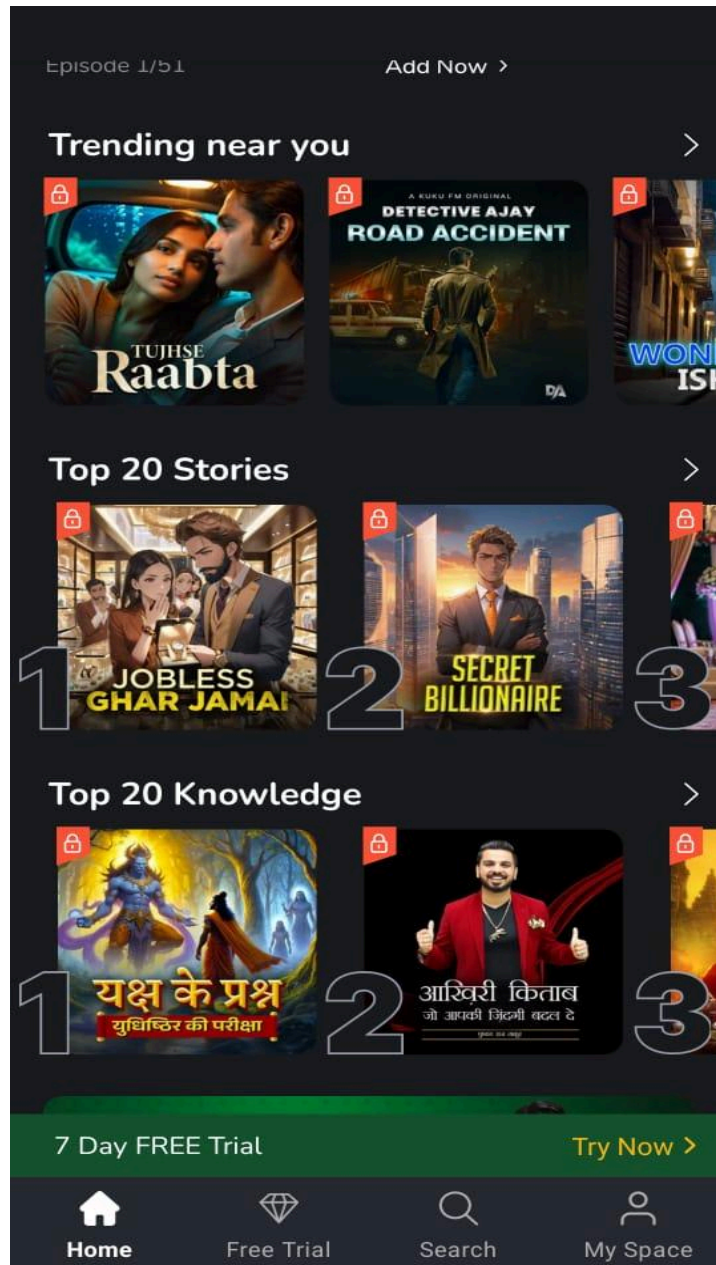
→ KUKU FM reduces physical effort by enabling quick searches through genres and voice search, eliminating the need to type full sentences. We can easily change the language of the content by just a few clicks.





4) **Brain Cycle:** The level of mental effort and focus required to take an action.

→ KUKU FM minimizes the cognitive load by categorizing by genres and offers personalized recommendations based on user preference.



5) Social Deviance: How accepted the behaviour is by others

→ The contents on KUKU FM are accessible to anyone, and the app does not include age restrictions or verification. As a result, parents may hesitate to accept the app due to concerns about the availability of inappropriate or age-inappropriate content for their children.

6) **Non-routine:** how much the action matches or disrupts existing routines.

→ KUKU FM may become addictive and habit-forming for a user, because of its large collection and variety of audios of various topics pertaining to a user's interest.

