IE418: UX DESIGN FOR MOBILE APPLICATION

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GROUP 15

KUKU FM: Audiobooks and Stories

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❖ The Eight Essential laws for UX design :-

1. **Hick's Law**: Simplify choices to make decisions easier for the users.

2. **Fitts's Law**: Larger and Closer buttons make interaction faster.

3. **Jakob's Law**: Follow established design conventions to improve usability.

4. **Miller's Law**: One of the most impactful we can do is chunk our information into related groups.

5. **Tesler's Law**: Simplify where possible, but guide users through necessary complexity.

6. **Law of Proximity**: Users perceive elements that are close together as related.

7. **Peak–End Rule**: Focus on delivering positive peak movements and endings.

8. **Aesthetic Usability Effect**: Users tolerate minor usability issues in a visually appealing design.

1. Hick's Law:

- Kuku FM provides a large variety of genres for users to choose their audio from. However, there are many similar options cluttered together with very less spacing. This increases the cognitive load and makes it hard for the user to make a decision. For example horror and thriller are similar options which could be merged into a single genre. Also the option called 'Entertainment' is unnecessary as there are options like thriller, fantasy, love, crime etc which come under the category of entertainment.
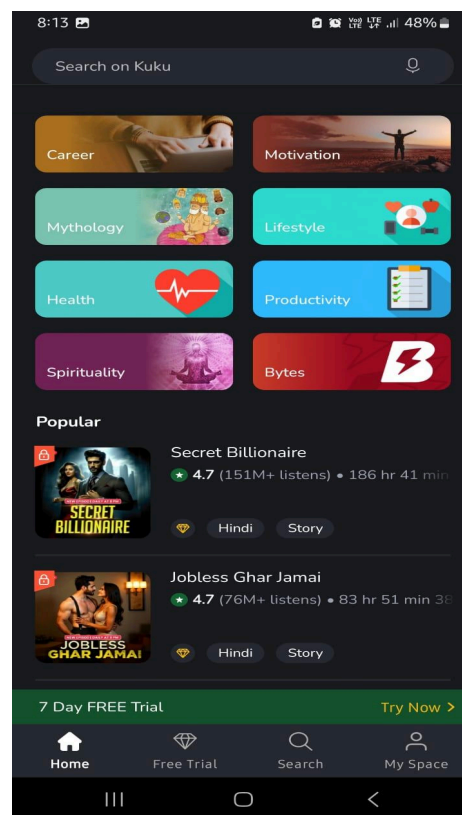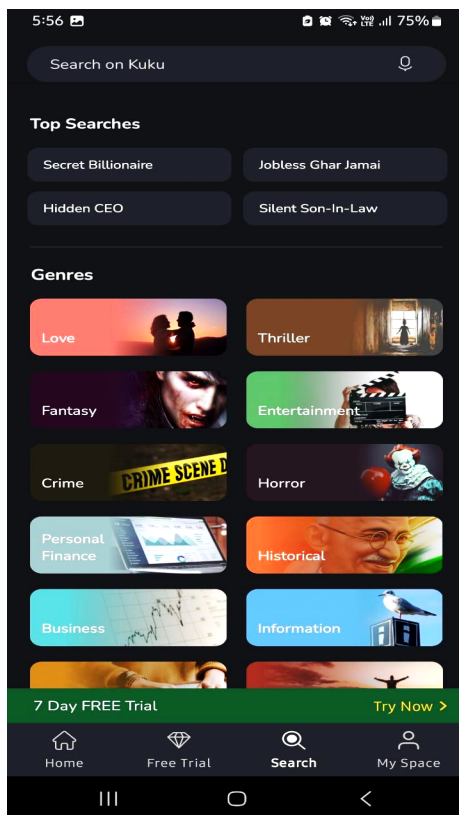
2. Fitts's Law:

- In the Kuku FM app, some pages have improperly sized buttons, which reduces user interaction. The small size of the buttons and icons can make it difficult for users to select them efficiently. Additionally, the small font size in the reviews section, creates a challenge for users to read and take action, as it requires more effort to interact with the interface.
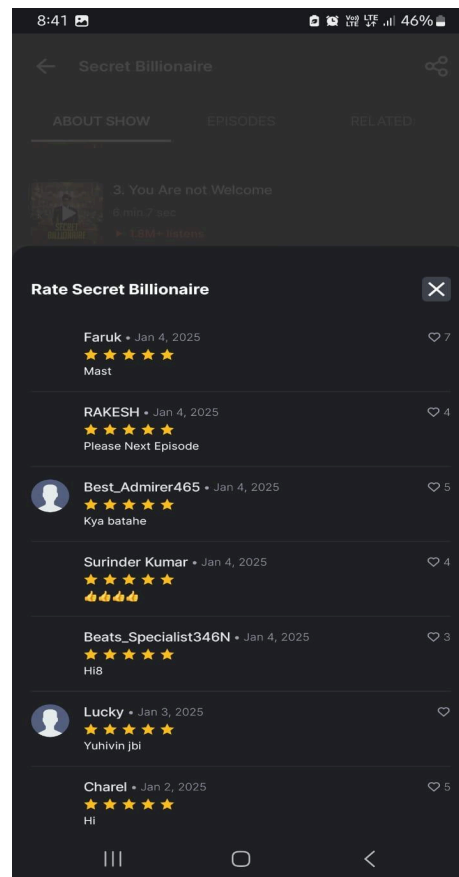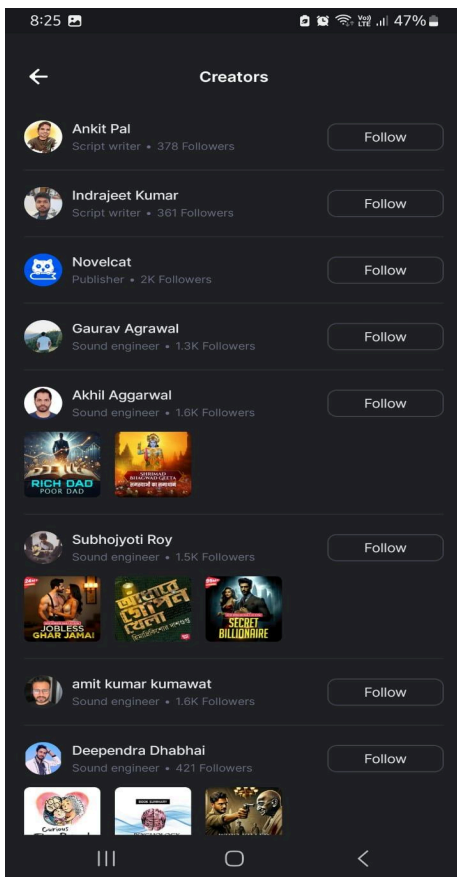
3.Jakob's Law:

- Kuku FM follows a similar design like many other OTTs like Amazon Prime, NetFlix, Hotstar which are made keeping in mind established design conventions. Kuku FM has a large play/pause button in the bottom of the screen situated at centre, a next/prev button and a jump forward or backward button as the neighbours of the play/pause button.
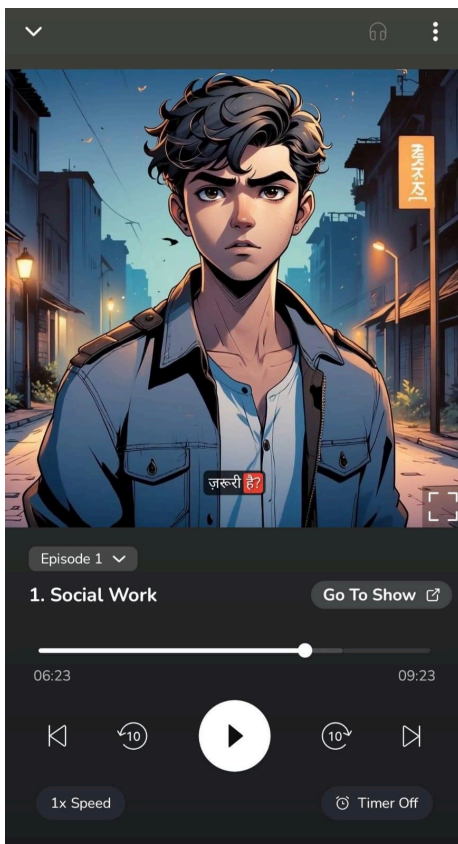
4. Miller's Law:

- Kuku FM often fails by presenting detailed yet ungrouped stories, overwhelming users and making the content harder to grasp. This lack of proper grouping not only reduces engagement but also hinders the retention of valuable insights. The lengthy explanations in various audiobooks can discourage users from completing entire sections and may lead to boredom, reducing overall engagement.
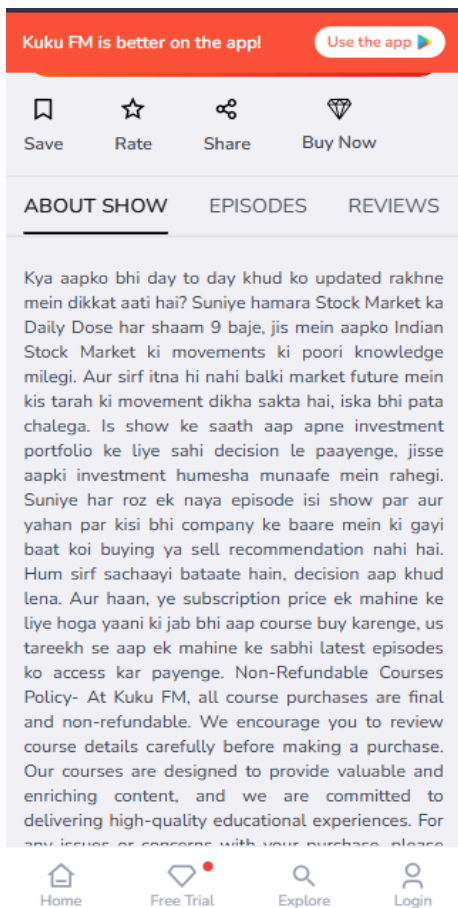
5. Tesler's Law:

- The payment method for buying the subscription on Kuku FM is a fairly complex one. It first prompts the user to choose a payment method, and after selecting a particular payment method, it asks the user for a minimal set of info like card number etc required for authentication and successful completion of payment. However, it is clear that this is the minimum possible complexity and it can't be reduced further for the user.
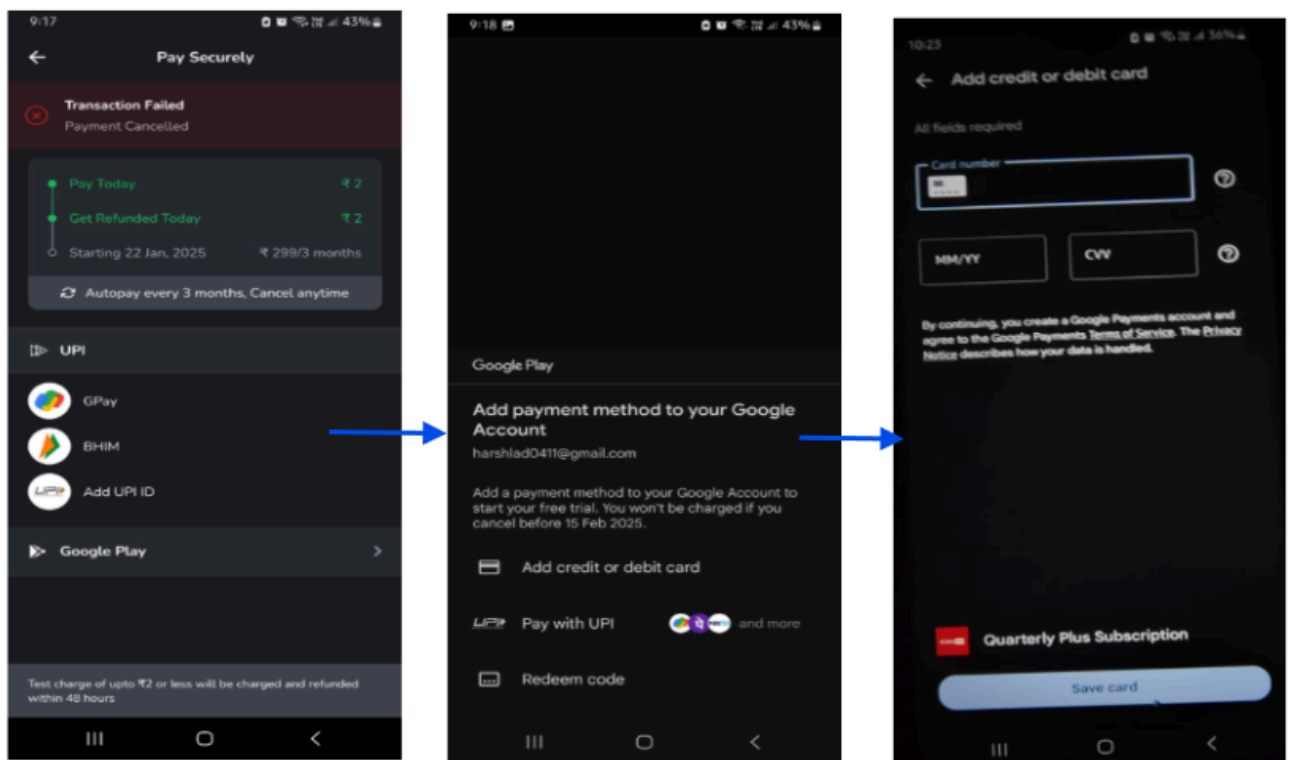
6. Law of Proximity:

- The proximity principle is applied in Kuku FM to enhance user experience by grouping related information together. For instance, organizing audiobook chapters, reviews, or related content into distinct sections allows users to quickly identify and navigate the content they seek.
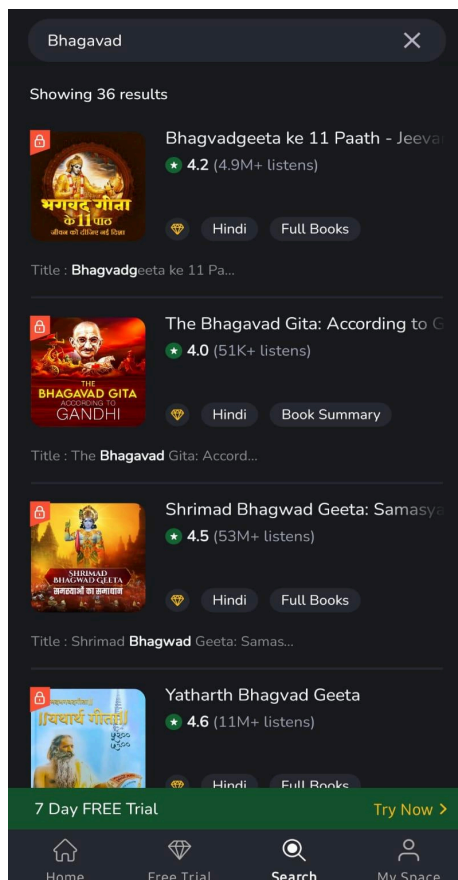
7.Peak-End Rule:

- Kuku FM has a Streak-Based Engagement System which turns daily visits into rewards. If a user completes at least 1 episode in a day then he/she gets a reward point. If they maintain this streak for 7 days in a week, then they get bonus points. Users can use these points in order to listen to the VIP shows or extend their subscription.
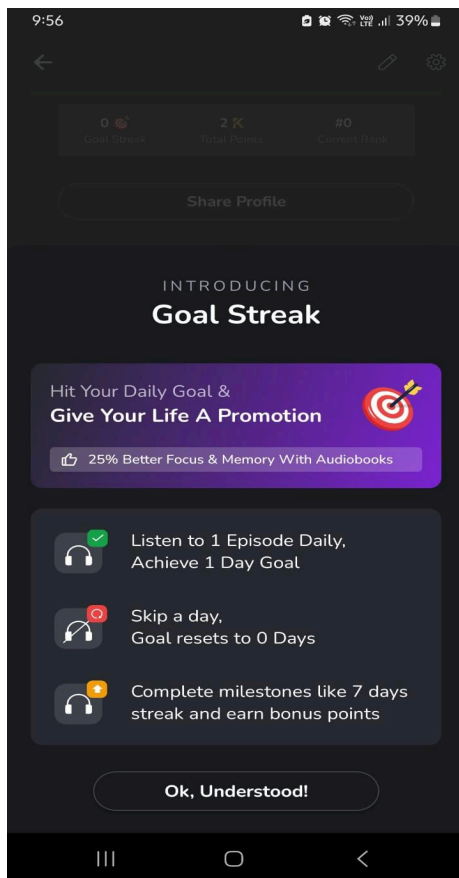
8. Aesthetic Usability Effects:

- Kuku FM partly follows the Aesthetic-Usability Effect with its colorful interface and attractive thumbnails, which make a good first impression. However, the app's cluttered layout and lack of clear grouping in some areas reduce usability. While the design is eye-catching, the disorganized content can make navigation confusing and less enjoyable. To improve, Kuku FM should simplify the interface, group related content better, and maintain a clear visual structure for both style and ease of use.