

# ZOOM

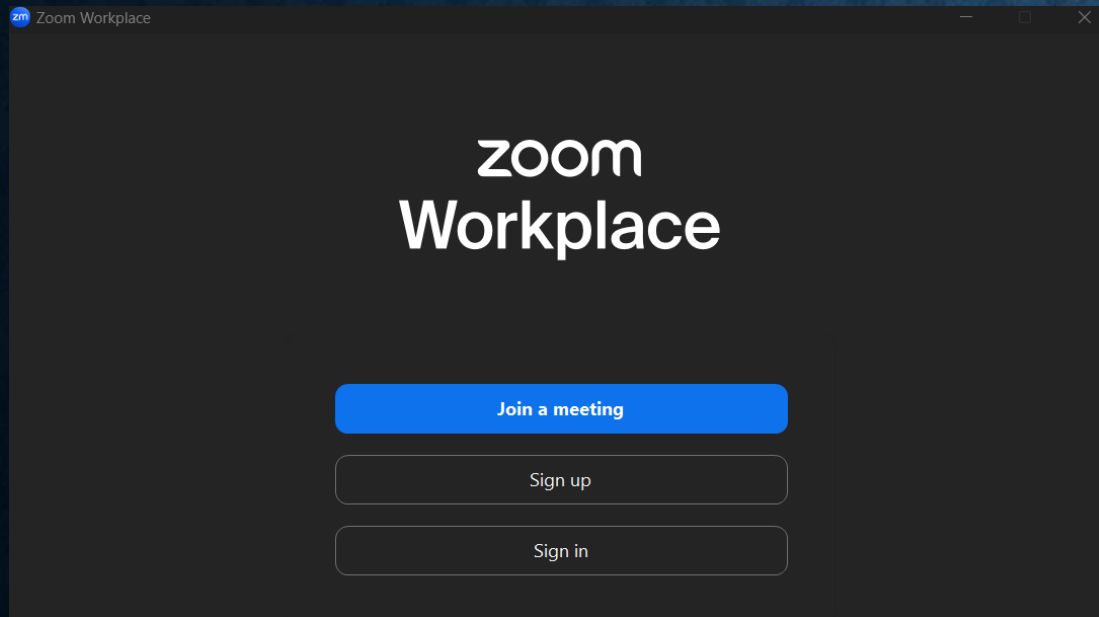
Designed for Hosting & Management of virtual meetings, webinars, and online events

**Purpose:** Enable seamless & reliable communication, allowing users to connect anywhere and anytime.

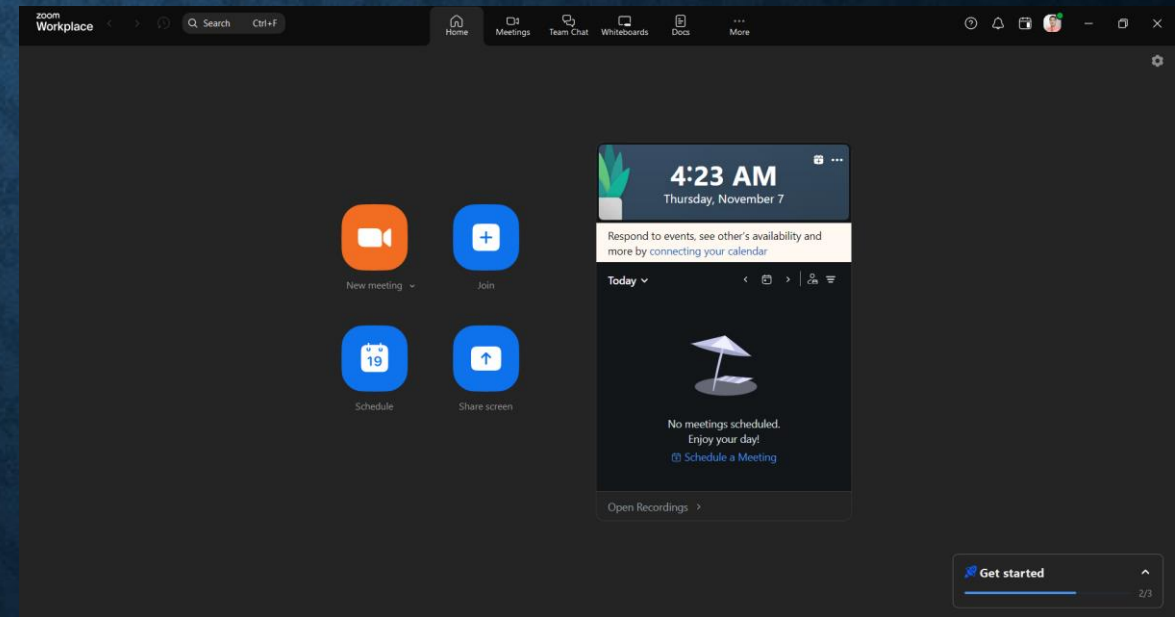
**Audience:** individuals, small businesses, large enterprises, and educational institutions

# SIMPLICITY

Clean & Simple, showing only important buttons. Extra features are hidden



Clear Primary Options, Minimal Text and Visuals(uncluttered) & Organized Layout.



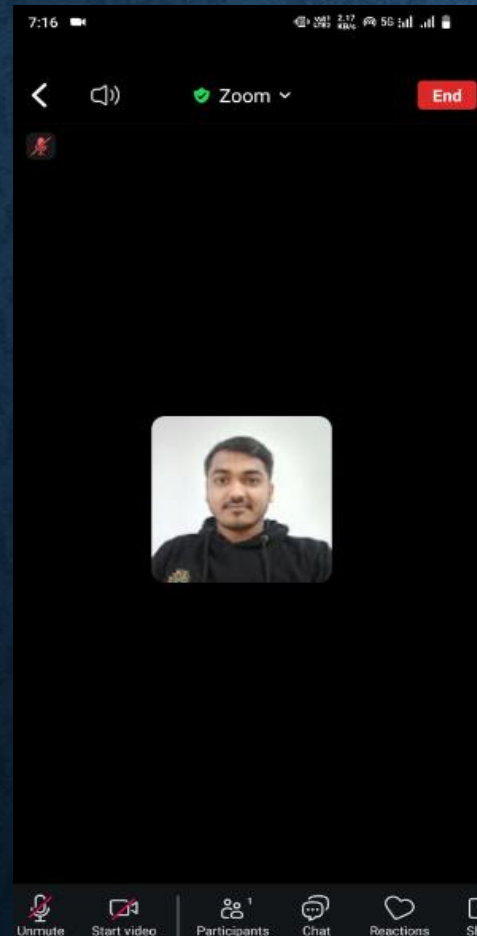
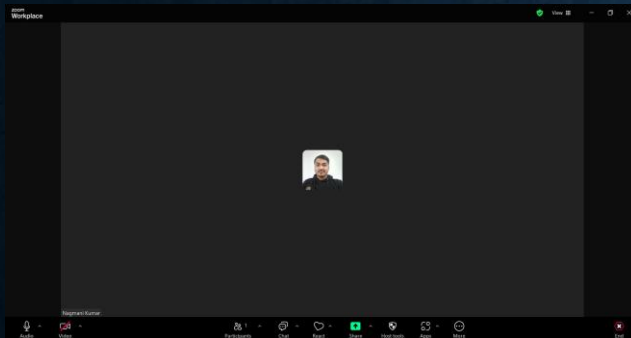


# CONSISTENCY

Zoom uses the same icons, layout, and words across all its platforms.

**For Example;**

The microphone & Camera controls are in the same place.



**Benefit:** No Relearn

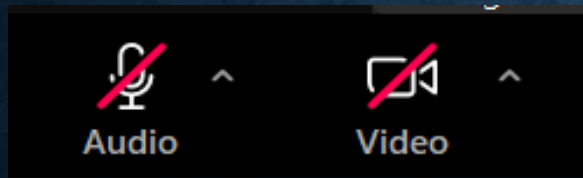
# AFFORDANCE

Buttons and icons are clearly labeled and use familiar symbols, like the microphone and camera

**Benefit:** Users can quickly understand Zoom's controls, making it easier for them to focus on their meetings instead of struggling to find features.

# FEEDBACK

Zoom provides feedback to show the result of users' actions like when the microphone or camera is clicked then it removes the slash mark.



# ACCESSIBILITY

Ensure the app is usable for people with disabilities by including features like screen reader, Caption, and keyboard shortcuts.



	alt	+	A	MUTE/UNMUTE AUDIO
	alt	+	S	START/STOP SCREENSHARE
	alt	+	Y	RAISE/LOWER HAND
	alt	+	V	START/STOP VIDEO
	alt	+	M	MUTE/UNMUTE ALL EXCEPT HOST



# CONCLUSION

Zoom's focus on key UX design principles—**simplicity**, **consistency**, **affordance**, **feedback**, and **accessibility**—plays a significant role in its success.

- **Simplicity** reduces cognitive load.
- **Consistency** helps users navigate intuitively across platforms.
- **Affordance** and **Feedback** provide visual and auditory cues, guiding users smoothly through each action.
- **Accessibility** ensures all users, including those with disabilities, can participate fully.