

**8 Essential LAWS OF
UX Every Designer
should know**

IRCTC UX ANALYSIS

ASSIGNMENT - 2



Parjanya Rajput-202201115



Tanmay Singh-202201135



Aditya Raina-202201466



Prof- Anupam Rana



TABLE OF CONTENTS

- 1 HICK'S LAW
- 2 FITTS'S LAW
- 3 JAKOB'S LAW
- 4 MILLER'S LAW
- 5 TESLER'S LAW
- 6 LAW OF PROXIMITY
- 7 PEAK – END RULE
- 8 AESTHATIC-USABILITY EFFECT

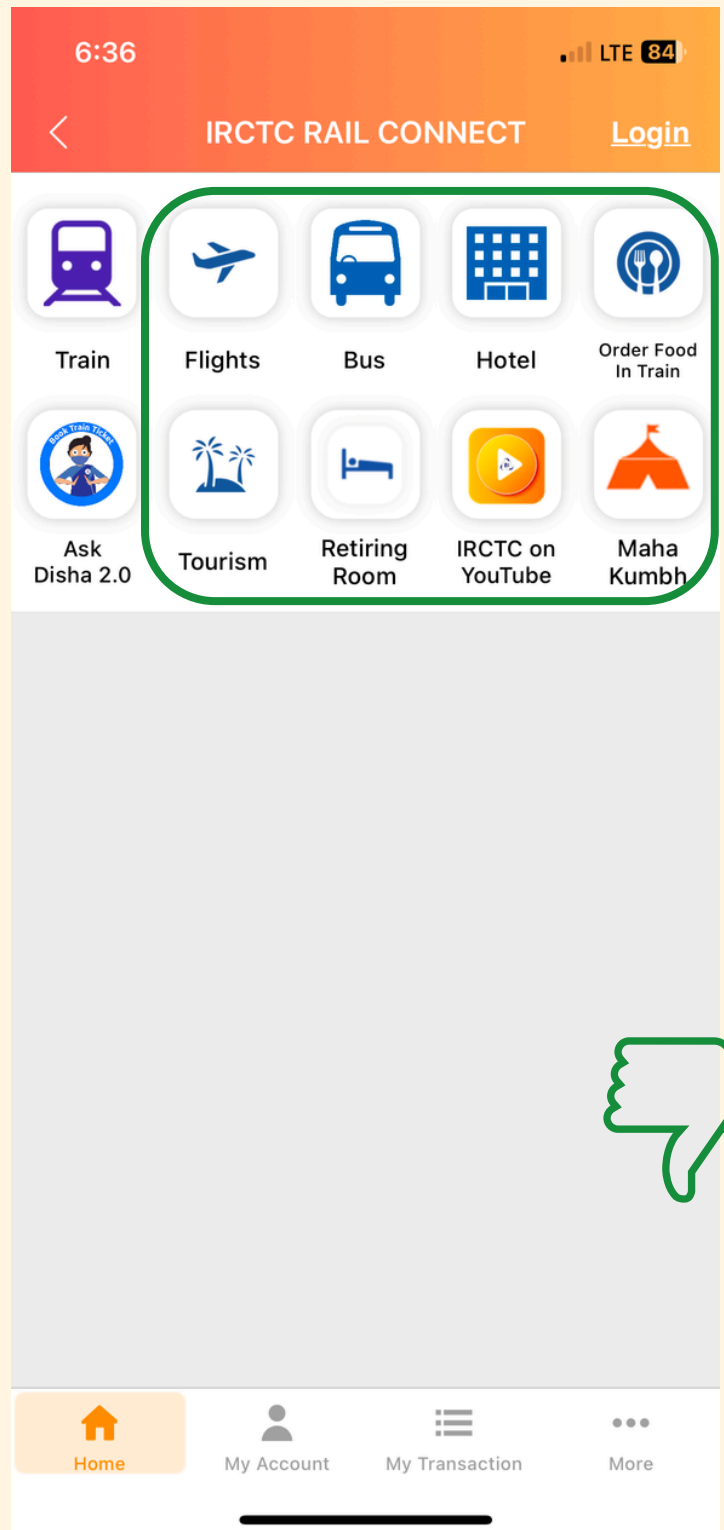


HICK'S LAW

Case: Additional Options Beyond Ticket Booking

Assessment:

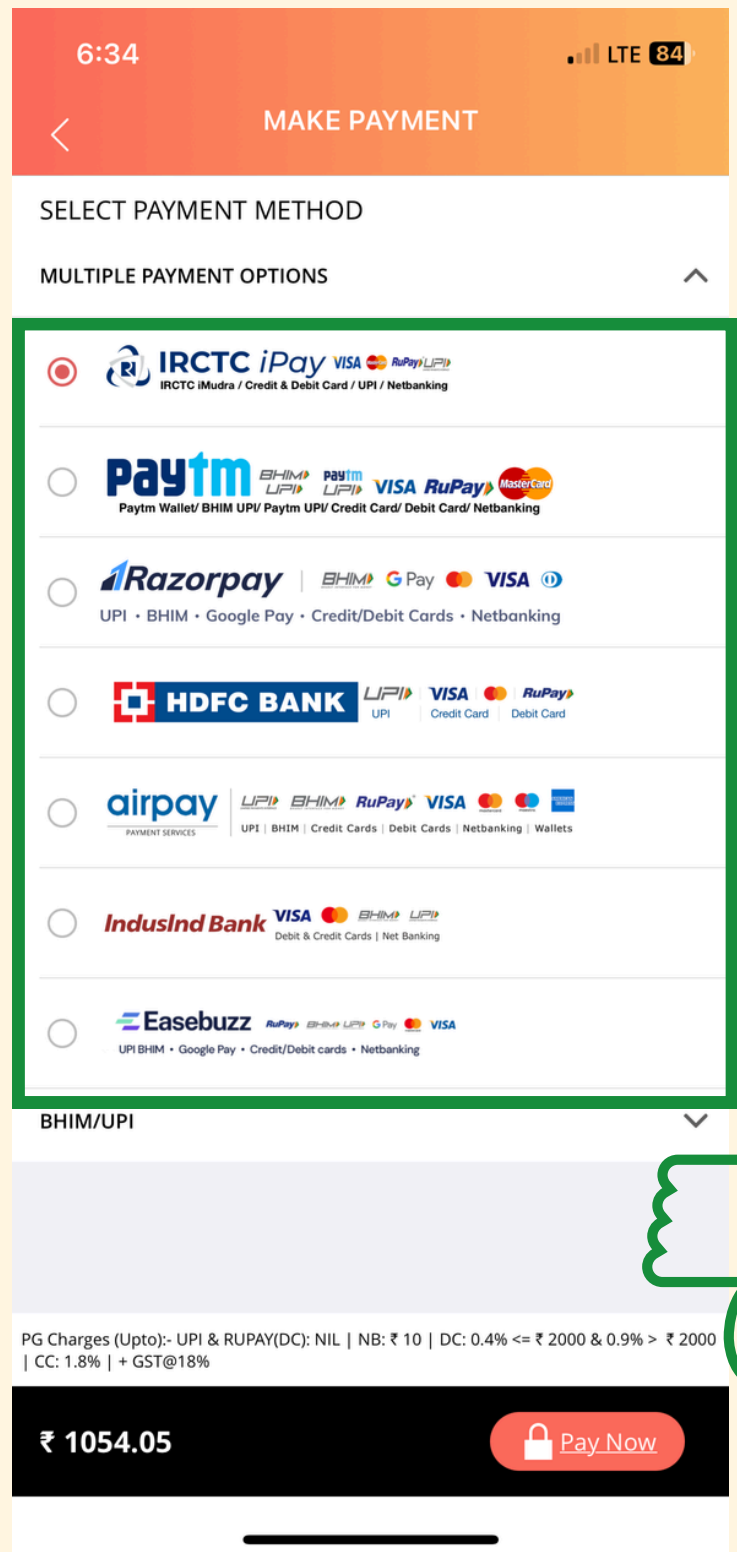
- Features like flight booking, bus reservations, hotel bookings, and links to IRCTC's YouTube channel can overwhelm users.
- The abundance of options increases mental effort as users need to read and evaluate each one, making the interface less intuitive.



HICK'S LAW

Case: Multiple Payment Options

Assessment:
This can lead to decision fatigue, especially for those unfamiliar with the differences between the payment method



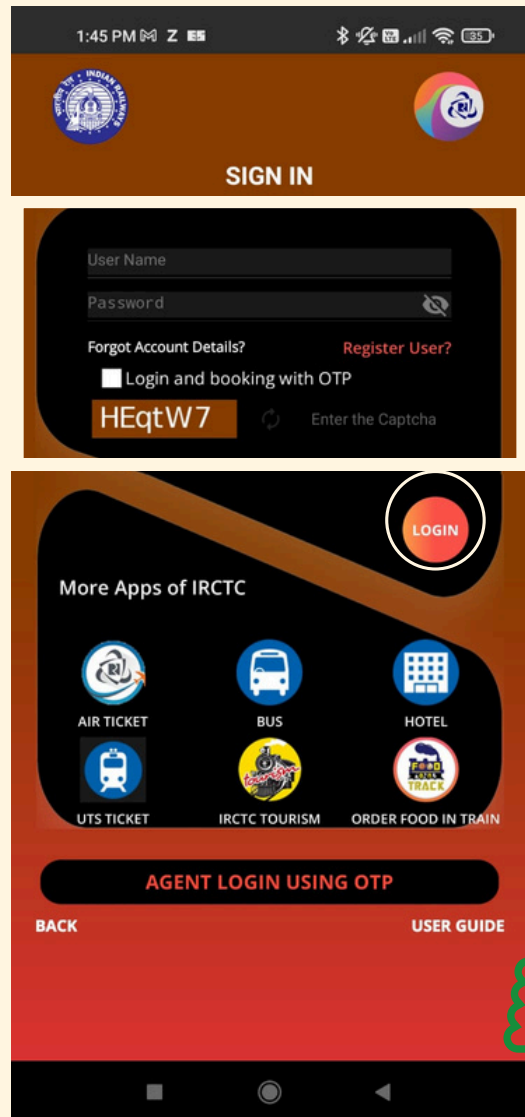
FITTS' S LAW



Case: Narrowly Grouped Buttons

Assessment:

- Clickable area of the button is very less and most of the space is not utilised



Case: Credentials and Login Button

Assessment:

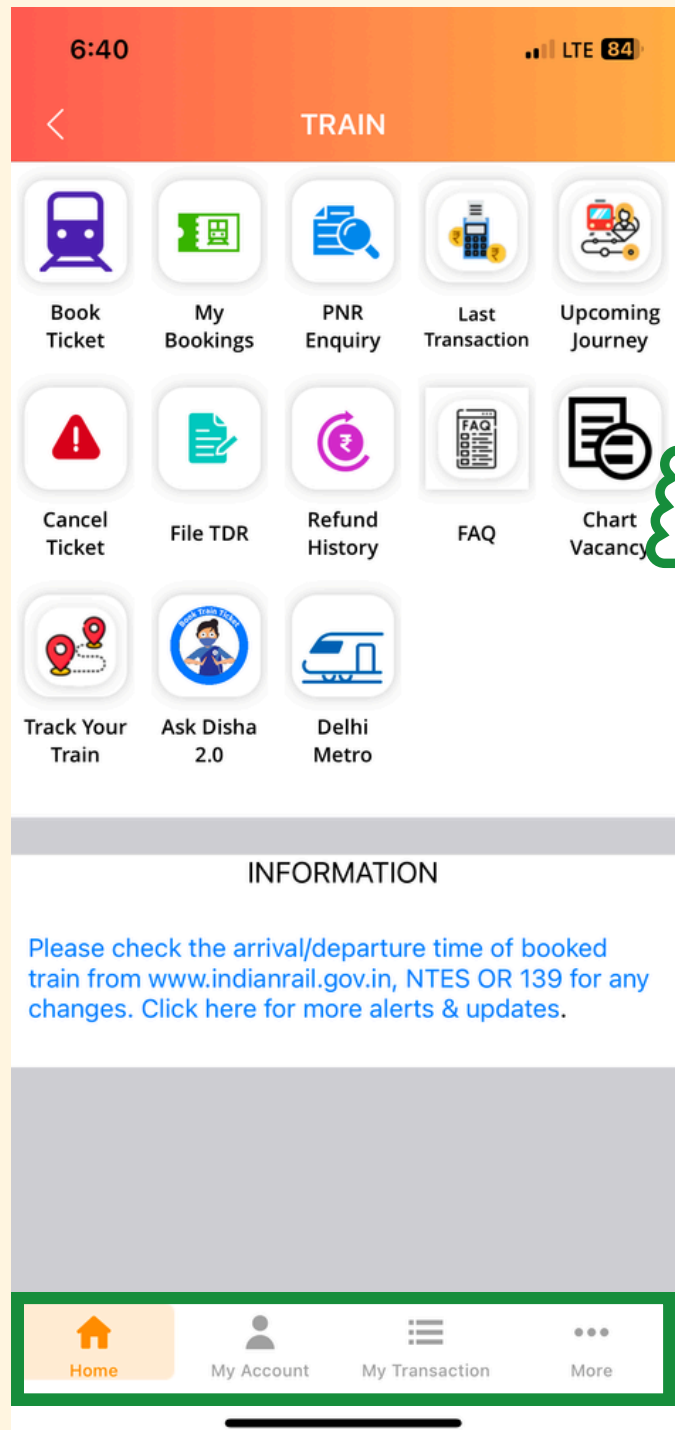
- Small input area for password, username and captcha
- No separate larger buttons for Login and Register for a user

JAKOB'S LAW

Case: Convention for arrangement of tabs in bottom app bar

Assessment:

- Profile Tab is preferred to be kept at last



JAKOB'S LAW

Case: reCaptcha to proceed to payment

Assessment:

- Captcha during for proceeding to payment is not an established convention
- Once user is logged in no further verification is needed

The screenshot shows the 'REVIEW JOURNEY' screen in the IRCTC mobile app. The status bar at the top shows the time as 14:55 and 4G connectivity. The screen title is 'REVIEW JOURNEY' with a subtitle 'NDLS TO JAT | 16 JAN THURSDAY 2025'. Below this, the 'PASSENGERS DETAILS' section shows '1) ADITYA 20 yrs, M, MB'. A message states 'Your eticket will be sent to *****2035@gmail.com and +91-788****710'. The 'TRAVEL INSURANCE OPTED' section shows 'No'. The 'PAYMENT METHOD' section shows 'Pay through Credit & Debit Cards/ Net Banking/Wallets/Others (Convenience Fee: ₹30/- + GST)'. A green arrow points to the 'Proceed to Pay' button. Below the payment section, a 'CAPTCHA' section is highlighted with a green box, showing the text '3WWnU' and a refresh button. At the bottom, a keyboard is visible with the text '3WWnU' entered in the input field.

MILLER'S LAW

Case: Huge amount of cluttered information

Assessment:

- Confirmation guide should be arranged point-wise instead of one large paragraph
- English and Hindi translation should not be together in same dialog box

6:33 LTE 84

REVIEW JOURNEY
BVI TO ADI | 21 JAN 2025 TUESDAY

VANDE BHARAT EXP(22961)

16:1 BORIV
Tue, 2
1 Ad
Pass
1 P
2
Your
bha*
Trave
Paym
CAPTCHA
₹ 1054.05 Fare Breakup ▲

1:15 AD JN
2025
0151
GN)
646
Yes
ence
GST)

Confirmation

There are Maximum Waiting List Limits in the PRS booking system for which Waitlisted Tickets can be issued after all confirmed tickets are exhausted. Your ticket booking request may get declined as the Maximum Waiting List Limit may be reached in the booking system by the time payment success response is received from your bank. In such case, your deducted amount will be refunded back, without any deductions, to your bank account in 3-5 working days.

Do you want to proceed for booking?

पीआरएस बुकिंग प्रणाली में अधिकतम प्रतीक्षारत सूची सीमित है जिसके लिए पुष्टिकृत टिकटों की बुकिंग के बाद प्रतीक्षारत टिकट जारी किये जा सकते हैं। आपकी टिकट बुकिंग आग्रह को अस्वीकृत किया जा सकता है यदि अधिकतम प्रतीक्षारत सूची की सीमा आपके बैंक से प्राप्त सफल भुगतान प्रक्रिया से पहले ज्यादा हो गई। ऐसे मामले में आपकी काटी गई धनराशि बिना किसी कटौती के 3 से 5 कार्य दिवसों में आपके बैंक खाते में वापस कर दी जाएगी।

क्या आप बुकिंग के लिए आगे बढ़ना चाहते हैं?

No Yes

PROCEED TO PAY



TESLER'S LAW

Case: Payment Gateway

Assessment:

- A payment gateway is a very complex process which cannot be simplified
- iPay from IRCTC guides users to avoid confusion with proper separation of input fields and shows required information in highlighted manner

The screenshot shows the IRCTC iPay mobile application interface. At the top, the status bar displays the time as 3:43 PM and various connectivity icons. The app header features the IRCTC logo and 'iPay' text, with a timestamp of 06:38 on the right. Below the header, there are four payment method options: 'Auto Pay' (selected with a blue circle), 'Credit Card', 'Debit Card', and 'Net Banking'. A blue arrow on the right indicates further options. The 'Mandate Based Payment Instruments' section displays three icons: a blue Debit Card (OTM)*, an orange Credit Card (OTM)*, and a UPI (OTM)* icon. Below these, there are input fields for 'Card Number' (with a red error message 'Please Enter Card Number'), 'MM/YY', 'CVV', and 'Name on Card'. A large blue 'Pay Now' button is positioned below the input fields. A disclaimer states: '* In case if the transaction fails, mandate will be released within 30 minutes of transaction else you may reach us on support@autope.in'. At the bottom, it shows 'Charges Applicable : Mandate Charges 1.8% plus applicable taxes.' and a 'Total ₹ 3248.41' with a 'View Order Details' link. The Android navigation bar is visible at the very bottom.

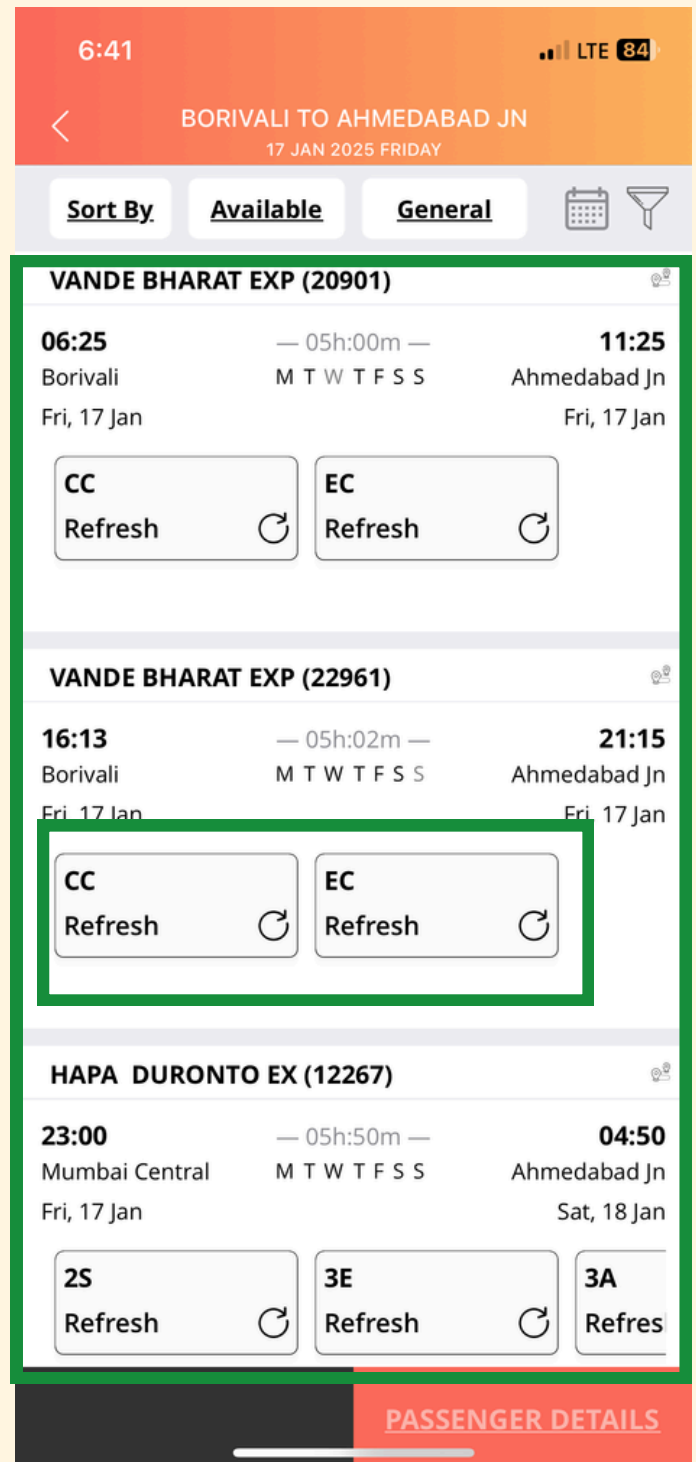
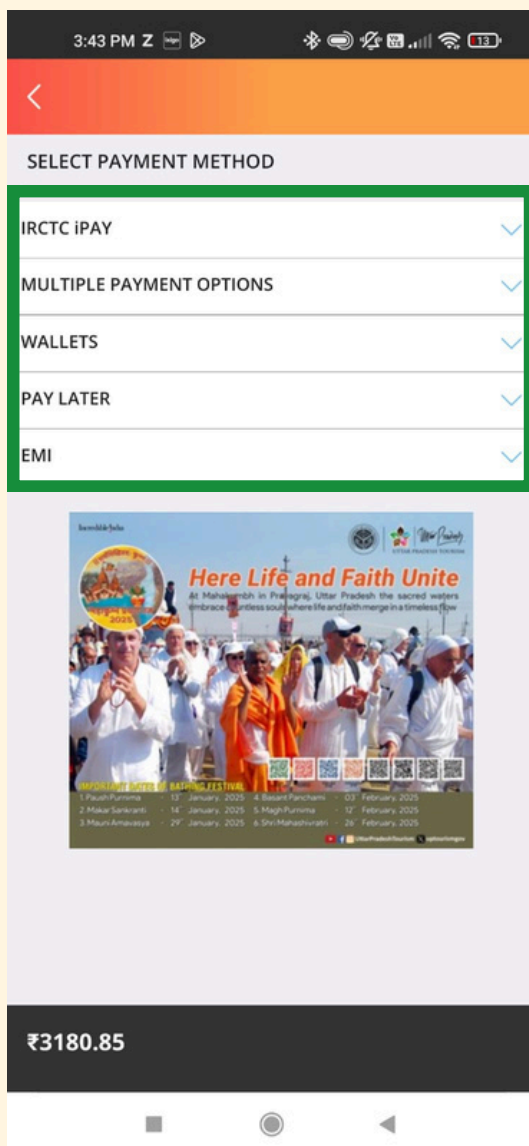


LAW OF PROXIMITY

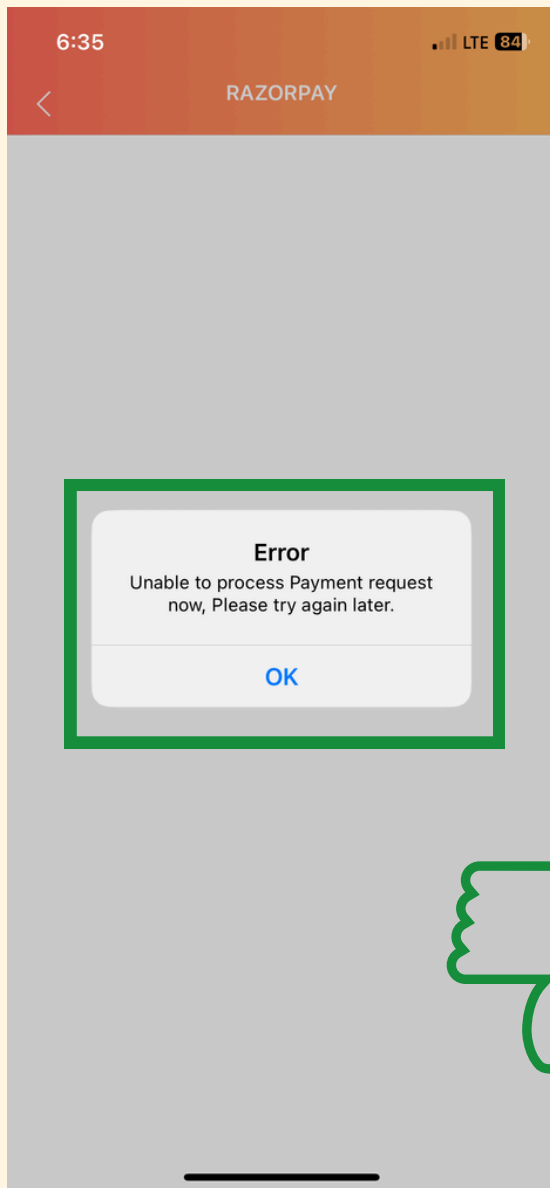
Case: All trains are grouped together

Assessment:

- Related things are grouped together with proper spacing



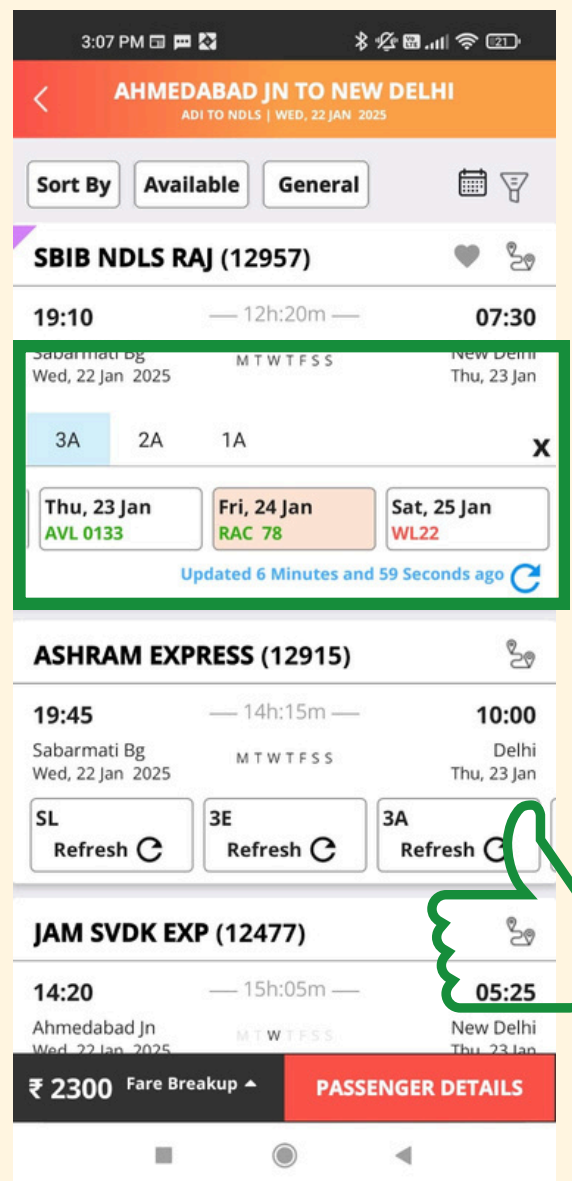
PEAK-END RULE



Case: Payment Failure

Assessment:

- Payment failure should be displayed properly (use or red color and retry payment option)



Case: Available Seats

Assessment:

- Use of proper colors to denote if a seat is available or not

AESTHETIC-USABILITY EFFECT

We couldn't find any aesthetically pleasing effect or pages in the application

CONCLUSION

- In a nutshell, we've explored all the 8 UX laws on every step of booking a train ticket on the IRCTC Application.
- Additionally we've also considered the pros as well as cons understanding the users unique needs.
- From these laws we understand how users are interacting with the application in the first place, make necessary modifications to optimize the user experience.

