



**DHIRUBHAI AMBANI INSTITUTE OF INFORMATION AND
COMMUNICATION TECHNOLOGY**

IE418

UX DESIGN FOR MOBILE APPLICATION

LAWS OF UX DESIGN -HINGE

GROUP - 24

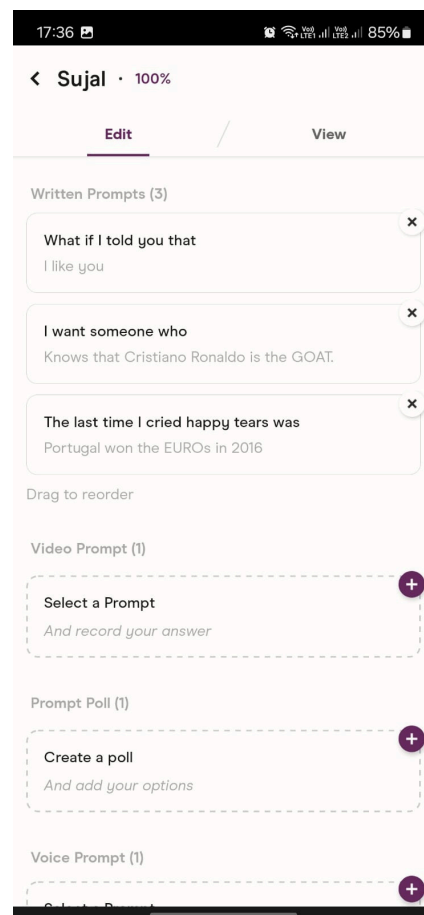
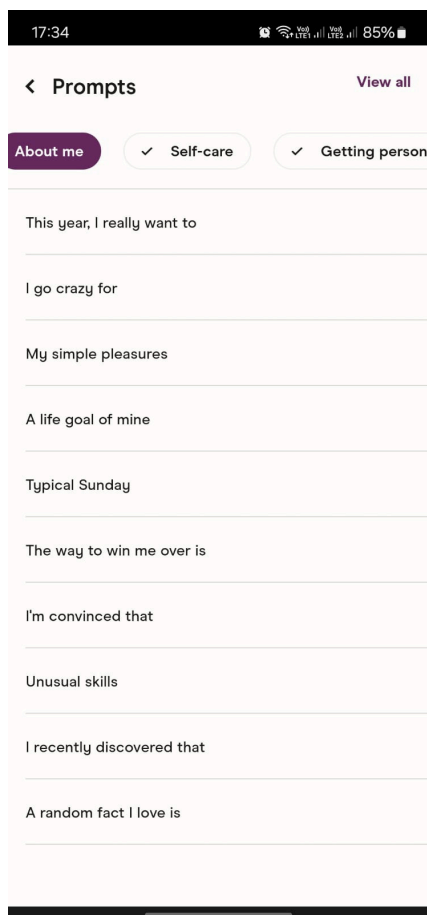
SUJAL MAVDIYA - 202201040

PARTH PRAJAPATI - 202201250

PROF. ANUPAM RANA

HICK'S LAW:

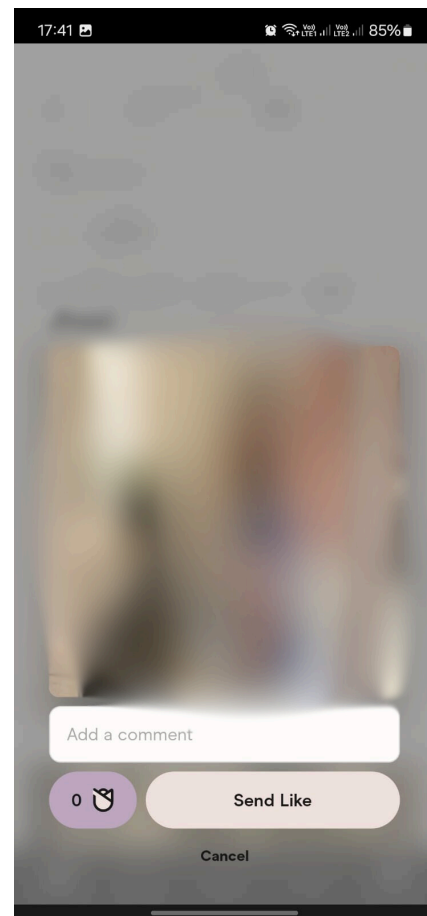
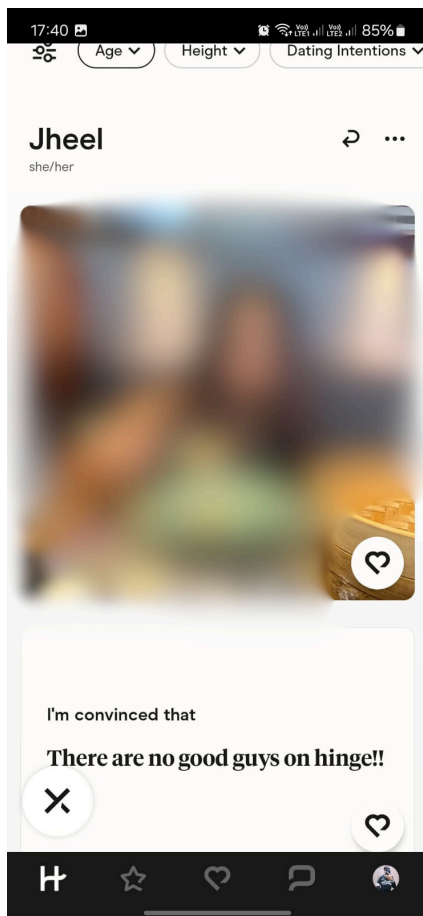
SIMPLIFY CHOICES TO MAKE DECISIONS EASIER FOR USERS



The app minimizes decision fatigue by simplifying choices. It simplifies the decision-making process by categorizing options clearly.

FITTS'S LAW:

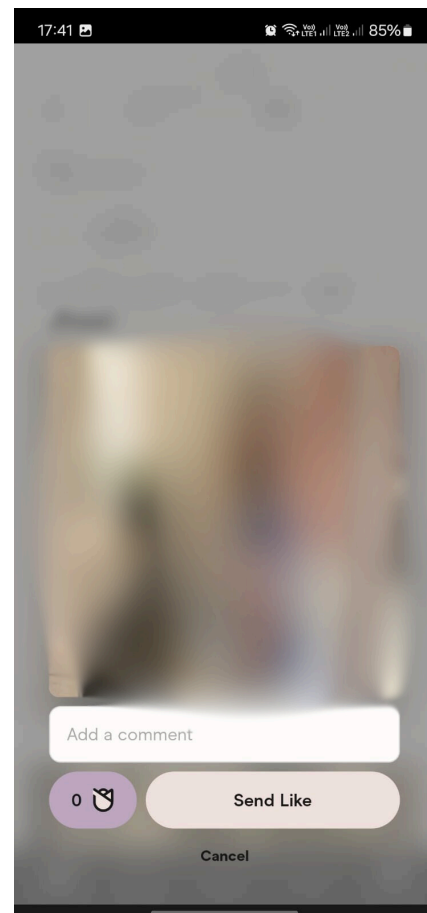
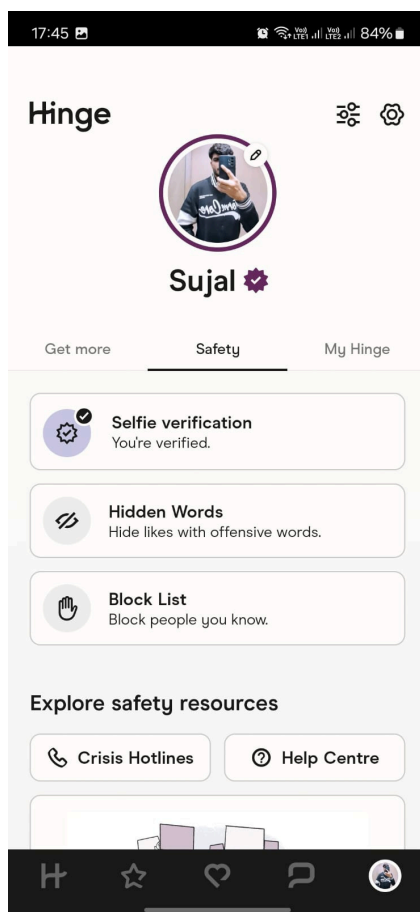
LARGER AND CLOSER BUTTONS MAKE INTERACTION FASTER



this screenshot includes action buttons like "Like," "Pass," or "Send a Comment," the size and placement of buttons enhance usability by making interactions quicker and easier.

JAKOB'S LAW:

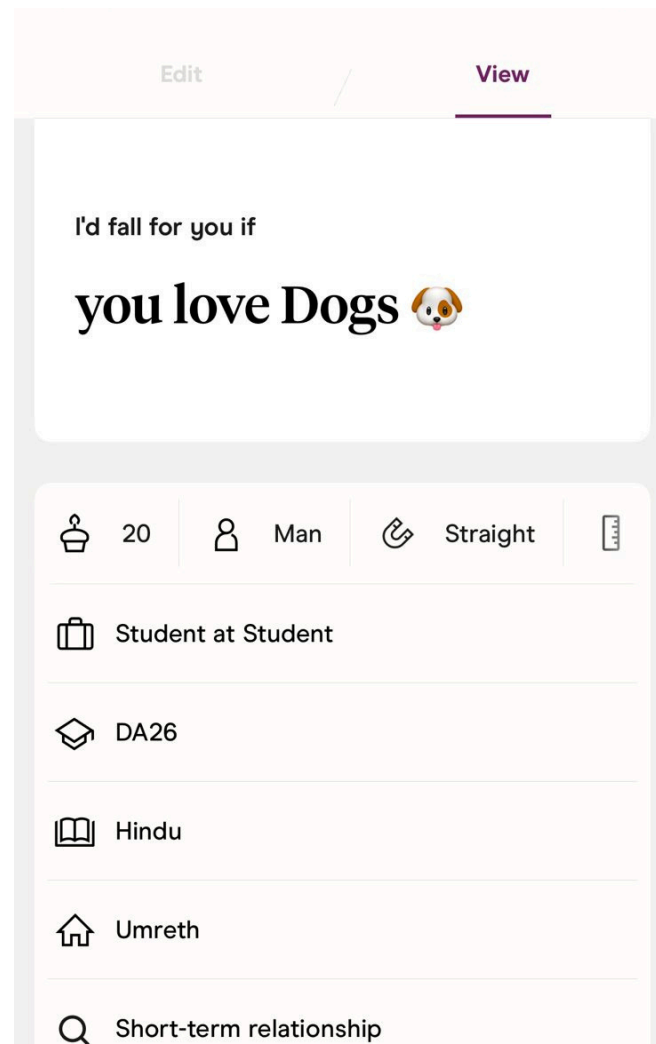
FOLLOW ESTABLISHED DESIGN CONVENTIONS TO IMPROVE USABILITY.



this screenshot demonstrates a familiar pattern, such as swiping to like or pass, it aligns with users' expectations based on other dating apps.

MILLER'S LAW:

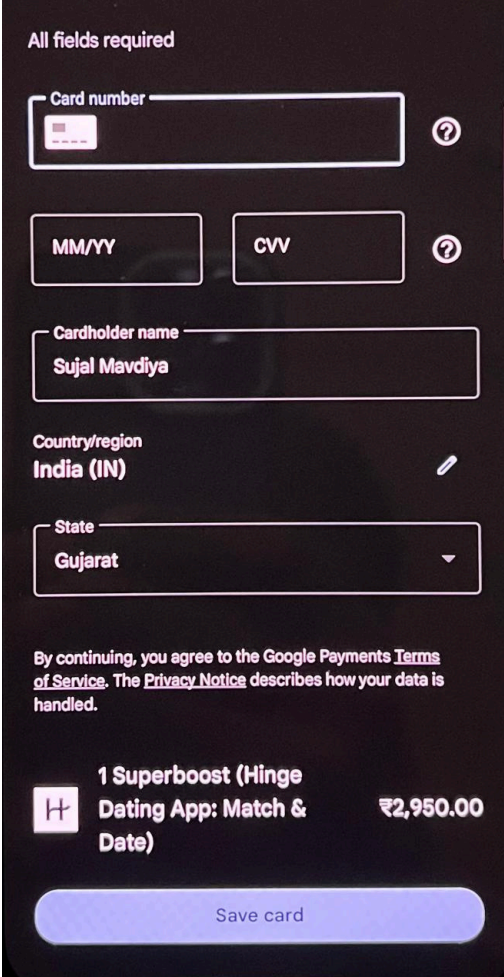
ONE OF THE MOST IMPACTFUL WE CAN DO IS CHUNK OUR INFORMATION INTO RELATED GROUPS.



This screenshot includes impactful arrangement as dividing information in chunks in related groups as education, religion, home etc..

TESLER'S LAW:

SIMPLIFY WHERE POSSIBLE, BUT GUIDE USERS THROUGH NECESSARY COMPLEXITY



All fields required

Card number ?

MM/YY CVV ?

Cardholder name Sujal Mavdiya

Country/region India (IN) ✎

State Gujarat ▼

By continuing, you agree to the Google Payments [Terms of Service](#). The [Privacy Notice](#) describes how your data is handled.

1 Superboost (Hinge Dating App: Match & Date) ₹2,950.00

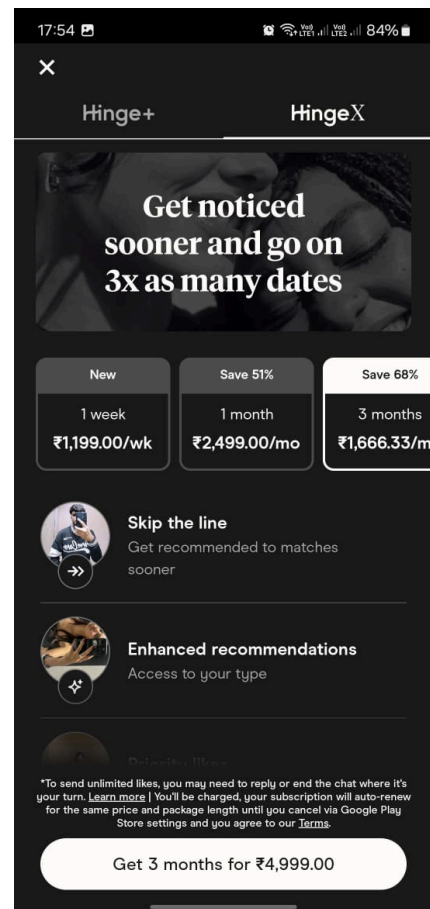
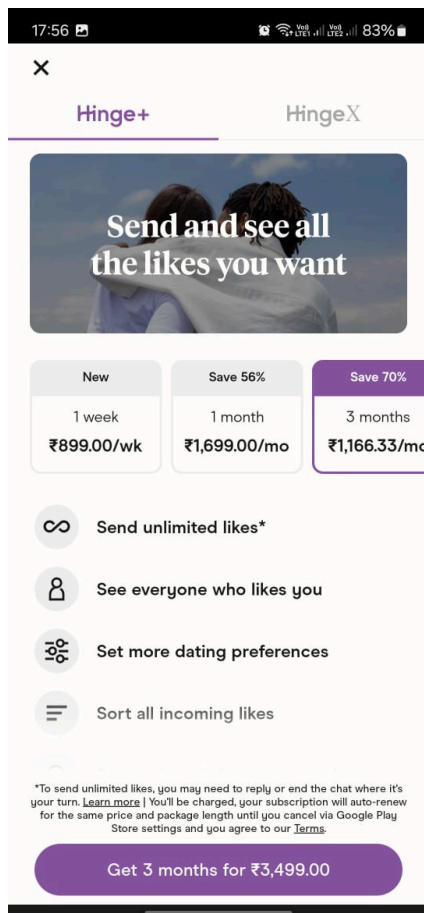
Save card

This screenshot is for getting any subscription plan. Here there is simple requirement to add card no and other thing instead of other data of card.

That descriptive data entry is little bit complex compare to this.

LAW OF PROXIMITY:

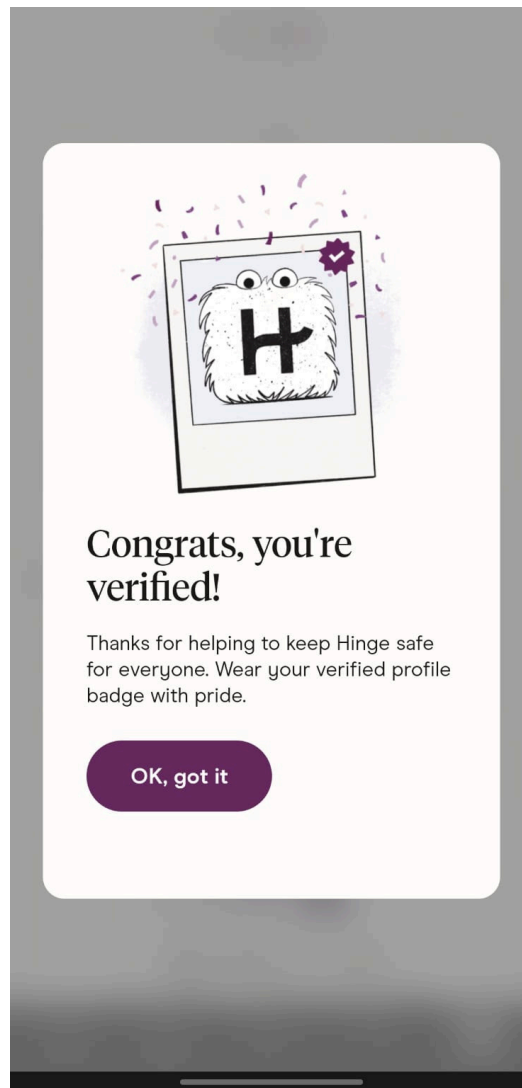
USERS PERCEIVE ELEMENTS THAT ARE CLOSE TOGETHER AS RELATED.



This screenshot depicts a Subscription Plan Purchase screen, it demonstrates how proximity helps users perceive related items as connected.

PEAK - END RULE:

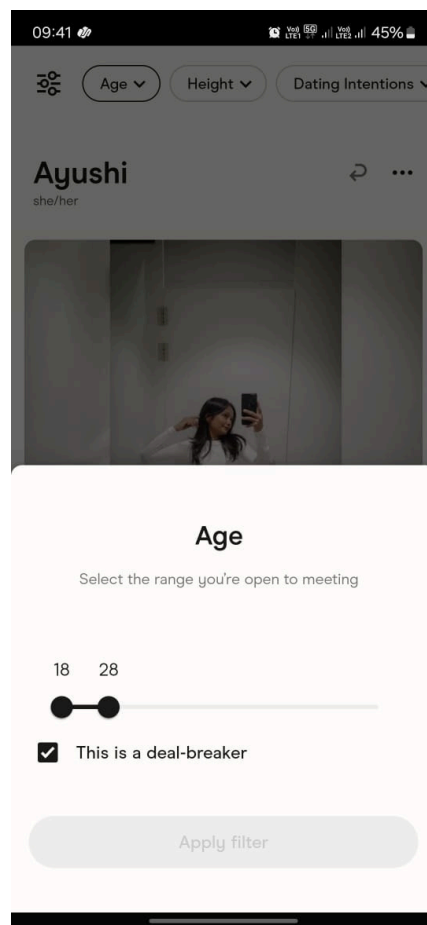
FOCUS ON DELIVERING POSITIVE PEAK
MOVEMENTS AND ENDINGS



The "Congratulations, you were verified" screen leverages the Peak-End Rule by showing the successful verified profile as positive ending movement.

AESTHETIC USABILITY EFFECT:

USERS TOLERATE MINOR USABILITY ISSUES IN A VISUALLY APPEALING DESIGN



this screenshot highlights the app's visually appealing design (e.g., home screen or profile view), it shows how aesthetics enhance perceived usability.