LIVE ▶

Webinar

UI/UX IN MOBILE APPS
Making the Little Details Matter

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STATISTICS ON BAD UX/UI

About *90% of users* have stopped using an app due to poor performance.

Customers with negative brand experience on mobile are *62% less likely* to purchase from your business again in the future.

90%
Poor Performance

78%
Bad UX/UI

62%
Negative Experience

70%
Lenghty Checkout

Around *78% of the customers* leave the app due to bad UX/UI.

The average cart abandonment rate for eCommerce platforms is *70% for websites and 86% for mobile sites*

1

Bad UX reduces online revenue

2

Bad User Experience increases cart abandonment

3

Bad UX Increase in customer acquisition cost

4

The bad UX/UI directly impacts your brand's perception

5

Poor UX puts you at a competitive disadvantage

1

Keep Your App Design Simple and User Friendly

2

Improve Consistency In Your App Design

3

Work with users' feedback

4

Keep your app updated

5
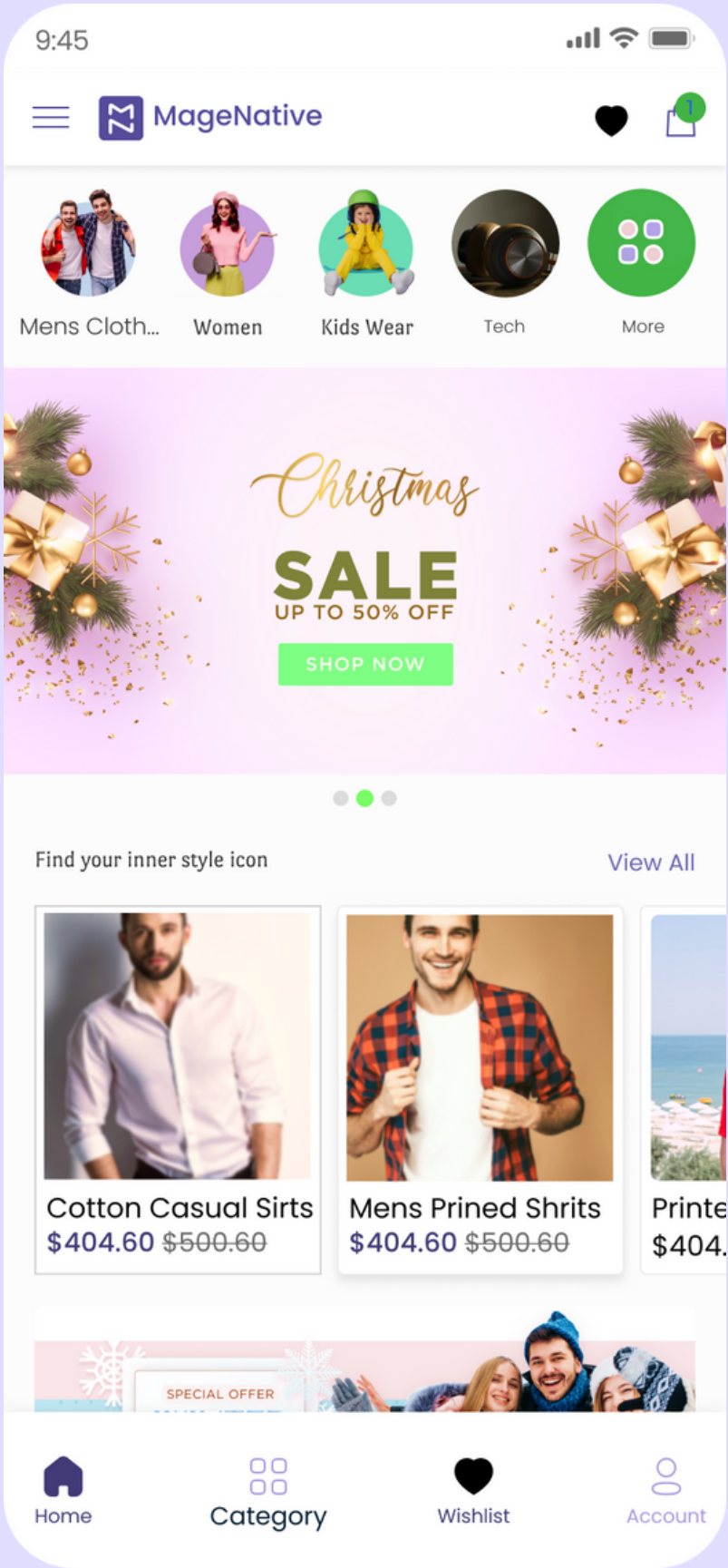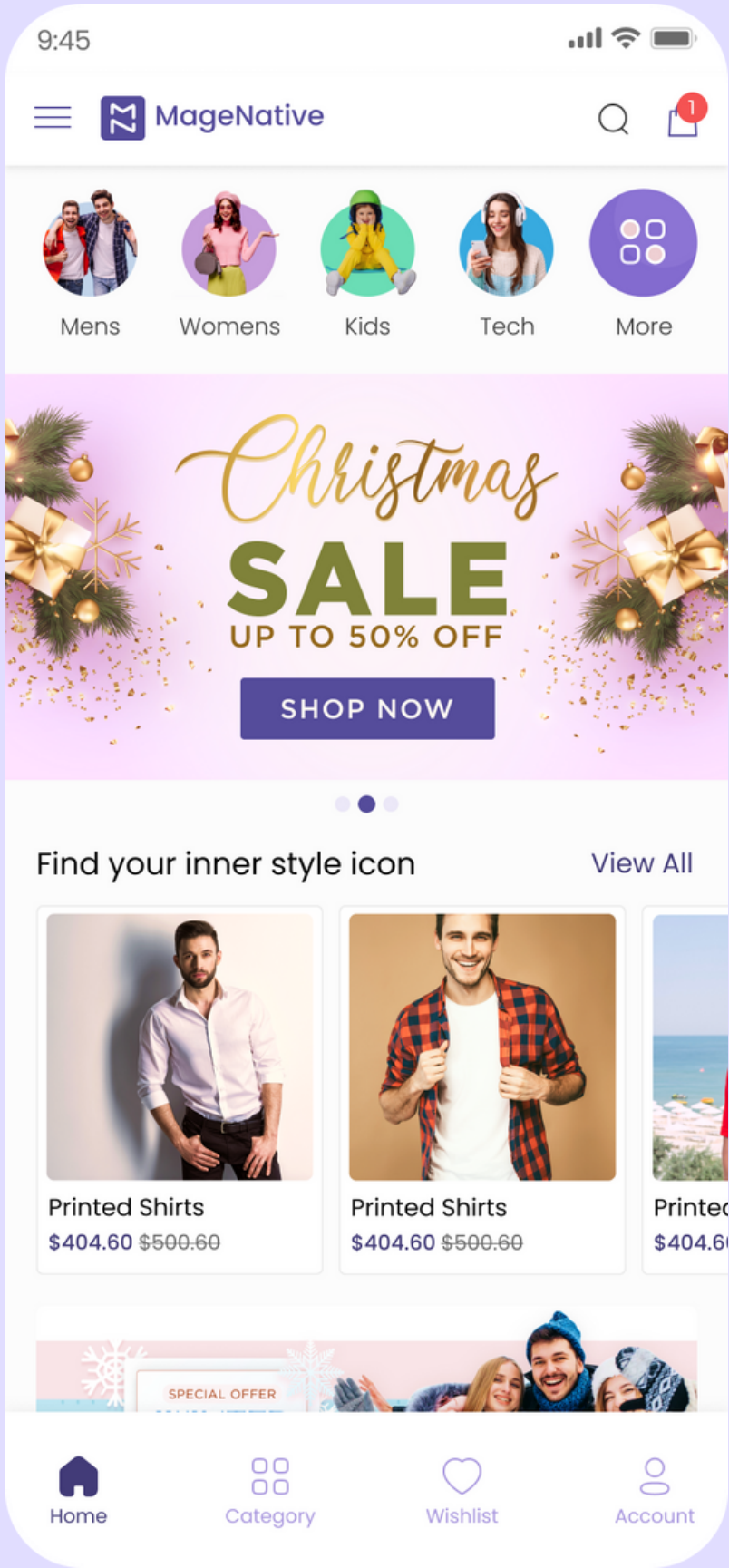
Ensure periodical audit for your app's UI/UX

WHAT IS UX DESIGN? WHAT IS UI DESIGN?

WHAT IS UX DESIGN?

User Experience Design refers to how users feel when they are interacting with any product or services.

WHAT IS UI DESIGN?

UI design, on the other hand, refers to the actual interfaces with which users engage.

EXAMPLE

ROLE OF HUMAN PSYCHOLOGY

HUMAN PSYCHOLOGY

We design for HUMANS, to solve problems for humans, and finally to make our fellow humans' lives easier
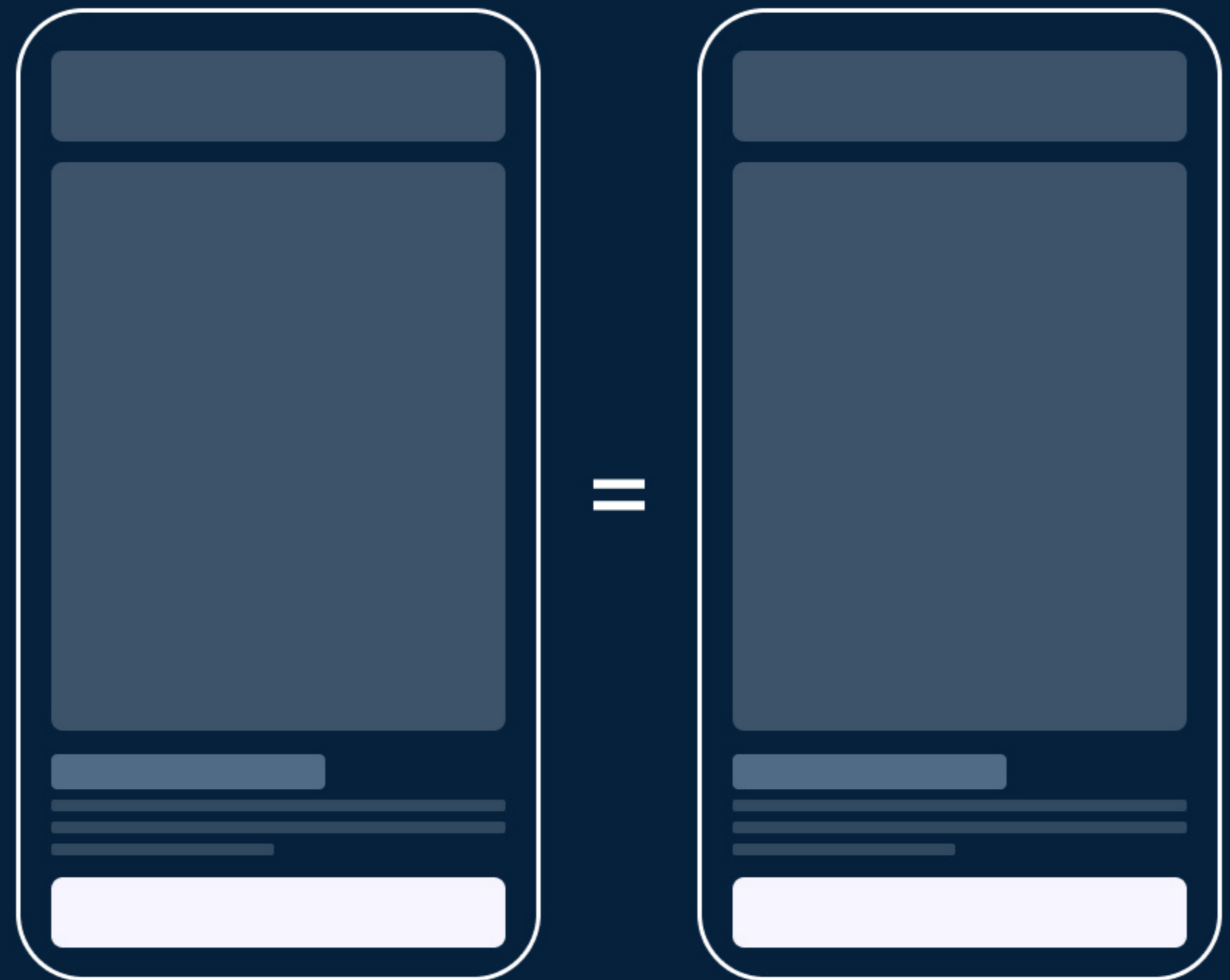
Therefore, understanding how humans *think*, *behave* and *decide* is the ultimate design principle.

Jakob's Law

Users spend most of their time on other websites and applications.

This means that user prefer your app will work same way as other app they already used.

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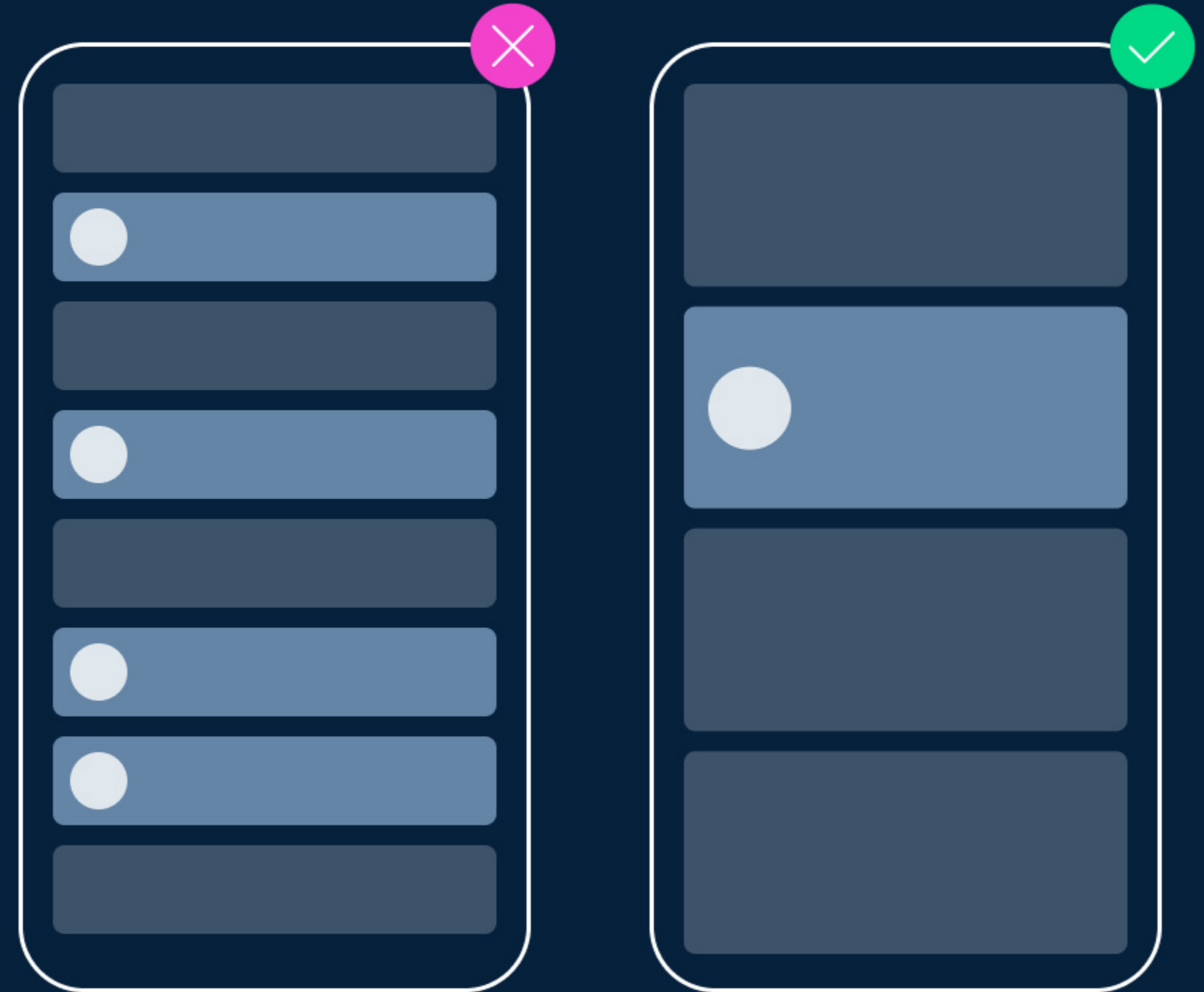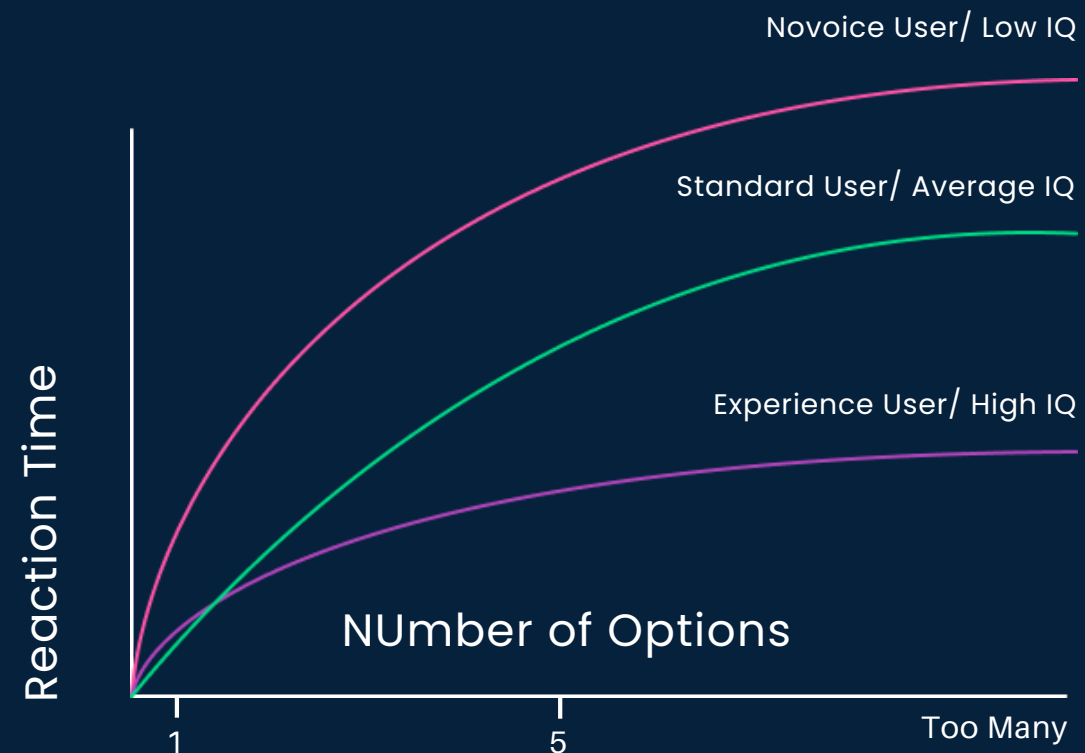

Image Source cartrade.com:

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Fitts's Law

The time to acquire a target is a function of the **distance** to and **size of the target.**
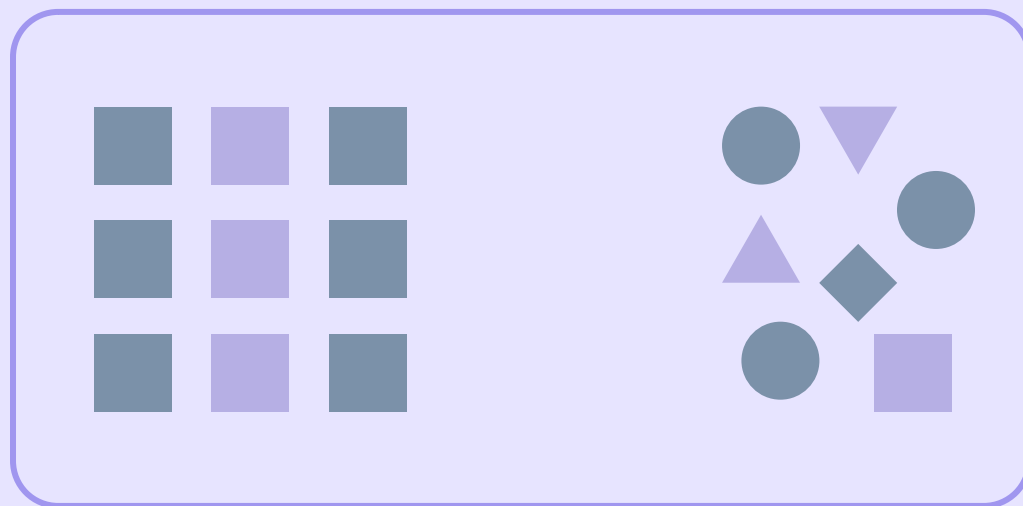
Hick's Law

The **time** it takes to make a decision increases with the number and complexity of **choices.**

Novoice User/ Low IQ

Standard User/ Average IQ

Experience User/ High IQ

Reaction Time

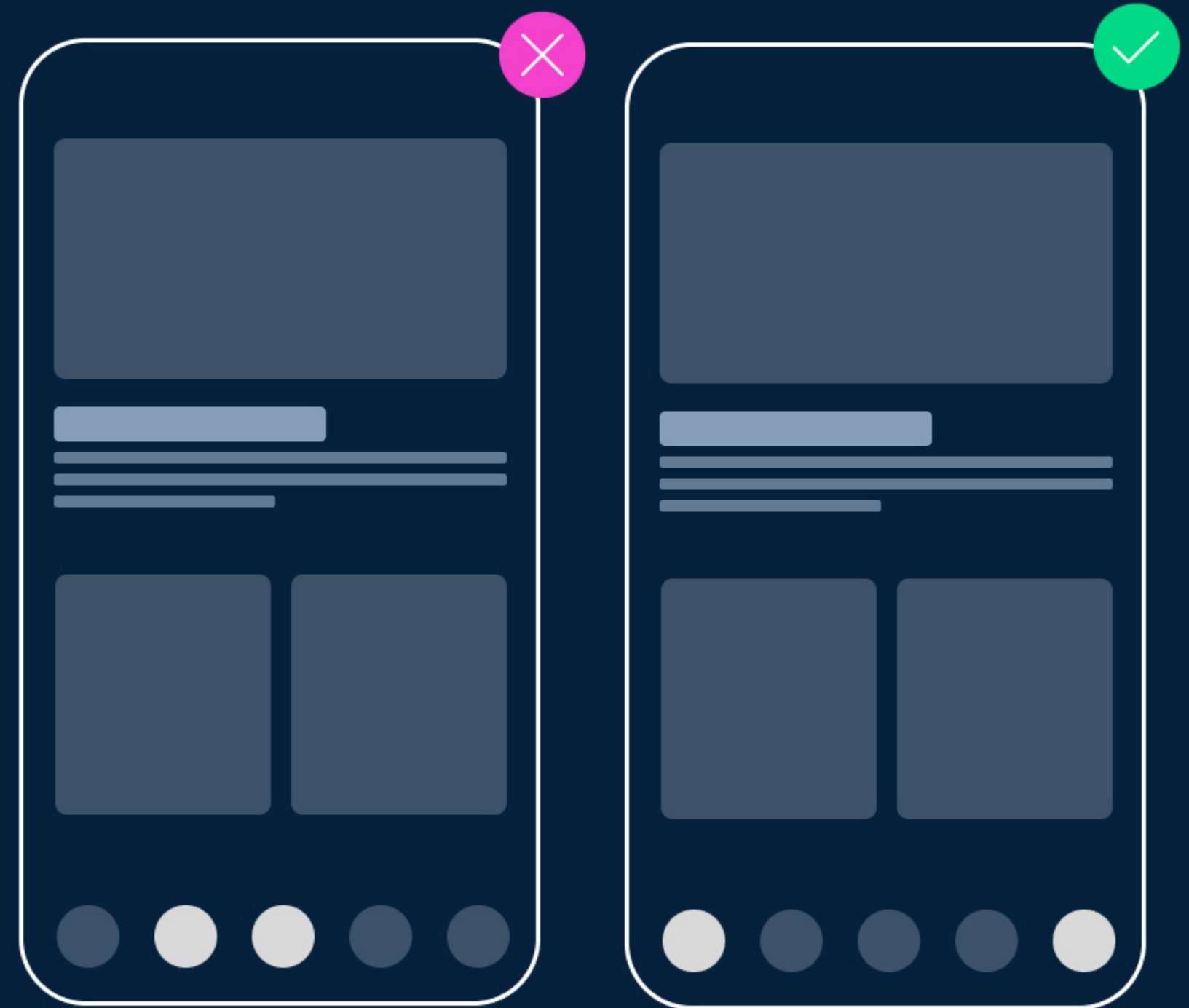NUmber of Options

1   5   Too Many

Law of Similarity

The human eye tends to perceive similar elements in a design as a complete picture, **shape**, **or group**, **even if those elements** are seperated.
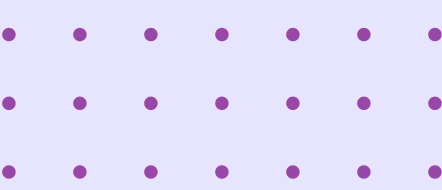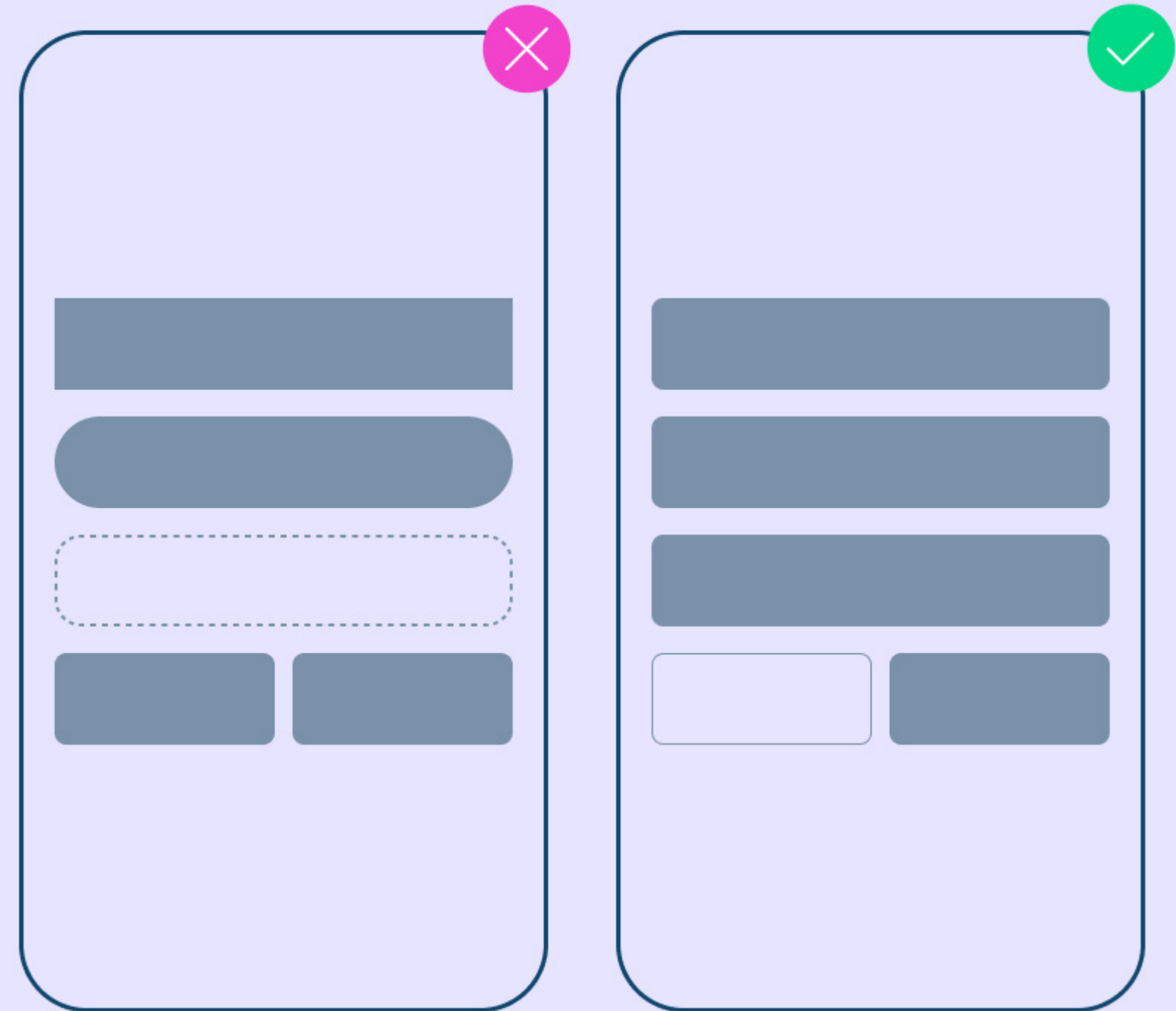
Serial Position Effect

The psychological tendency to remember the first and last items in a list better than those in the middle

IMPORTANCE OF ACCESSIBILITY IN DESIGN

THE IMPORTANCE OF ACCESSIBILITY

Accessibility is not just designing to include a group of users with varying abilities. Instead, it extends to anyone who is experiencing a permanent, temporary, or situation disability.

TYPES OF ACCESSIBILITY ISSUES

- Visual (e.g. color blindness)

- Auditory (hearing difficulties)

- Seizures (especially photosensitive epilepsy)

- Learning/cognitive (e.g., dyslexia)

- Environmental (e.g., using a mobile device underground)

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Thank You

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