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# USABILITY & VISUAL DESIGN ANALYSIS

# DIMENSIONS OF USABILITY

- ▶ Visual
- ▶ Cognitive/Intellect
- ▶ Motor
- ▶ Memory
- ▶ Mental models
- ▶ Users task
- ▶ Information Architecture

# HEURISTIC PRINCIPLES

- 1 Visibility of system status;
- 2 Match between system and the real world;
- 3 User control and freedom;
- 4 Consistency and standards;
- 5 Error prevention;
- 6 Recognition rather than recall;
- 7 Flexibility and efficiency of use;
- 8 Aesthetic and minimalist design;
- 9 Help users recognize, diagnose, and recover from errors;
- 10 Help and documentation.

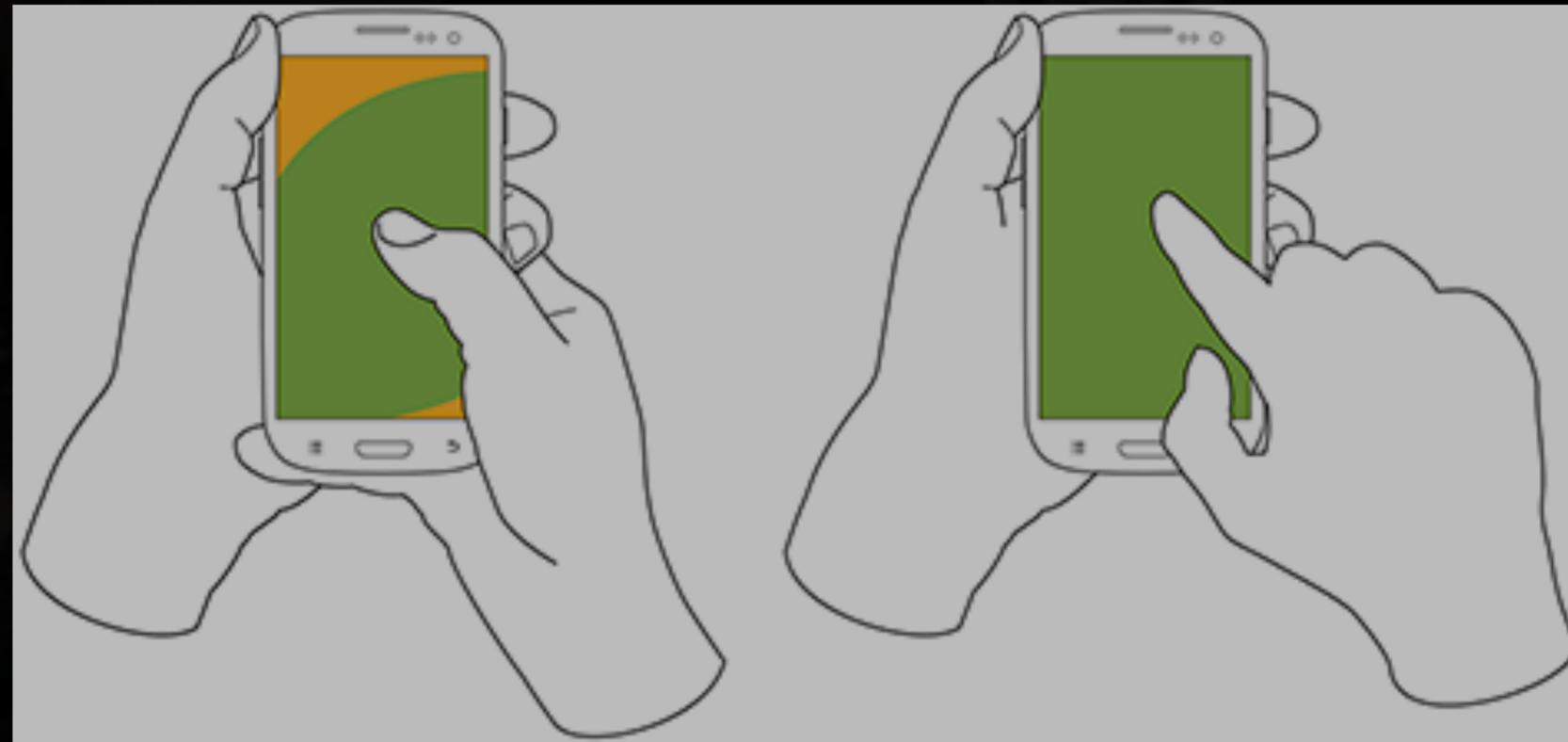
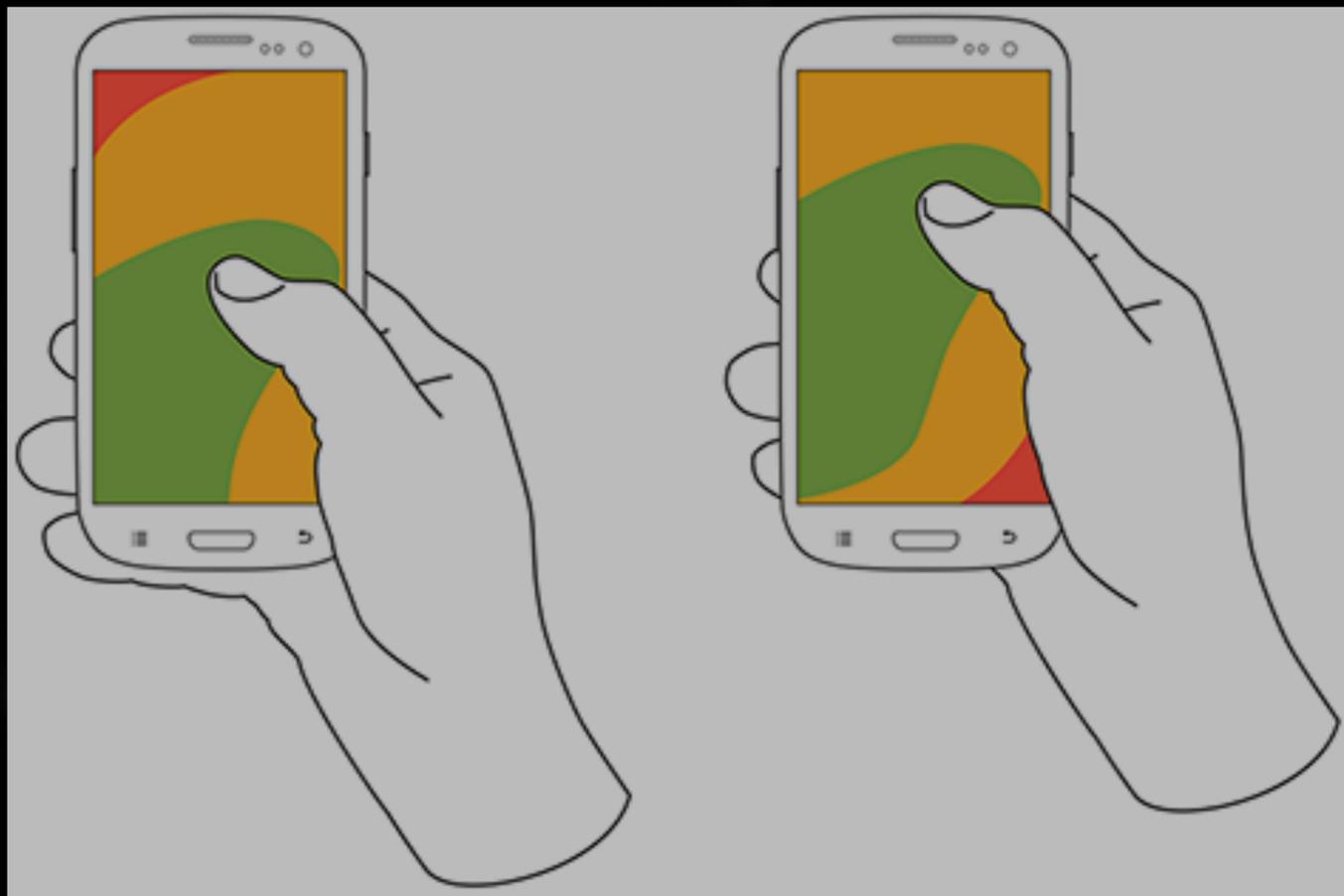
# MOBILE PARADIGM

- ▶ Visual
- ▶ Interruptible
- ▶ Playful
- ▶ How fast users can finish the major tasks.
- ▶ Context is king in Mobile world.
- ▶ Content first and task first approach.

# HOW DO PEOPLE USE MOBILE PHONES?

- ▶ People hold phones in multiple ways, depending on their device, their needs, and their context
- ▶ They change their methods of grasping their phone without realising it, which also means people cannot observe themselves well enough to predict this behaviour.
- ▶ 75% of users touch the screen only with one thumb.
- ▶ Fewer than 50% of users hold their phone with one hand.
- ▶ 36% of users cradle their phone, using their second hand for both greater reach and stability.
- ▶ 10% of users hold their phone in one hand and tap with a finger of the other hand

# HOW DO PEOPLE USE MOBILE PHONES?

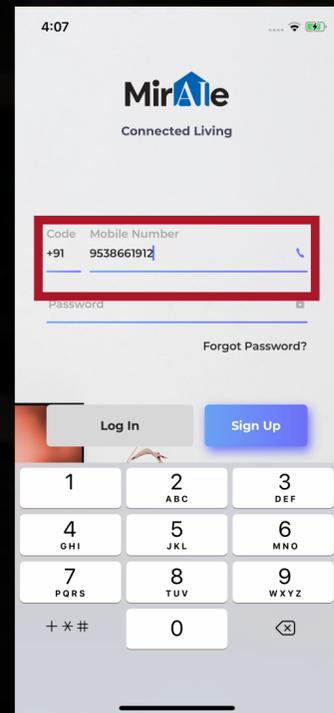


# UX PROCESS & DELIVERABLES



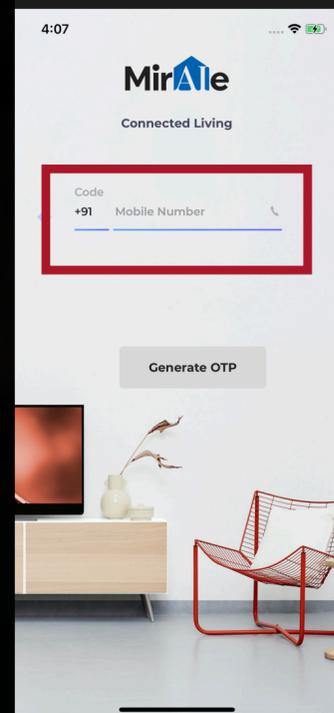
# UX FINDINGS

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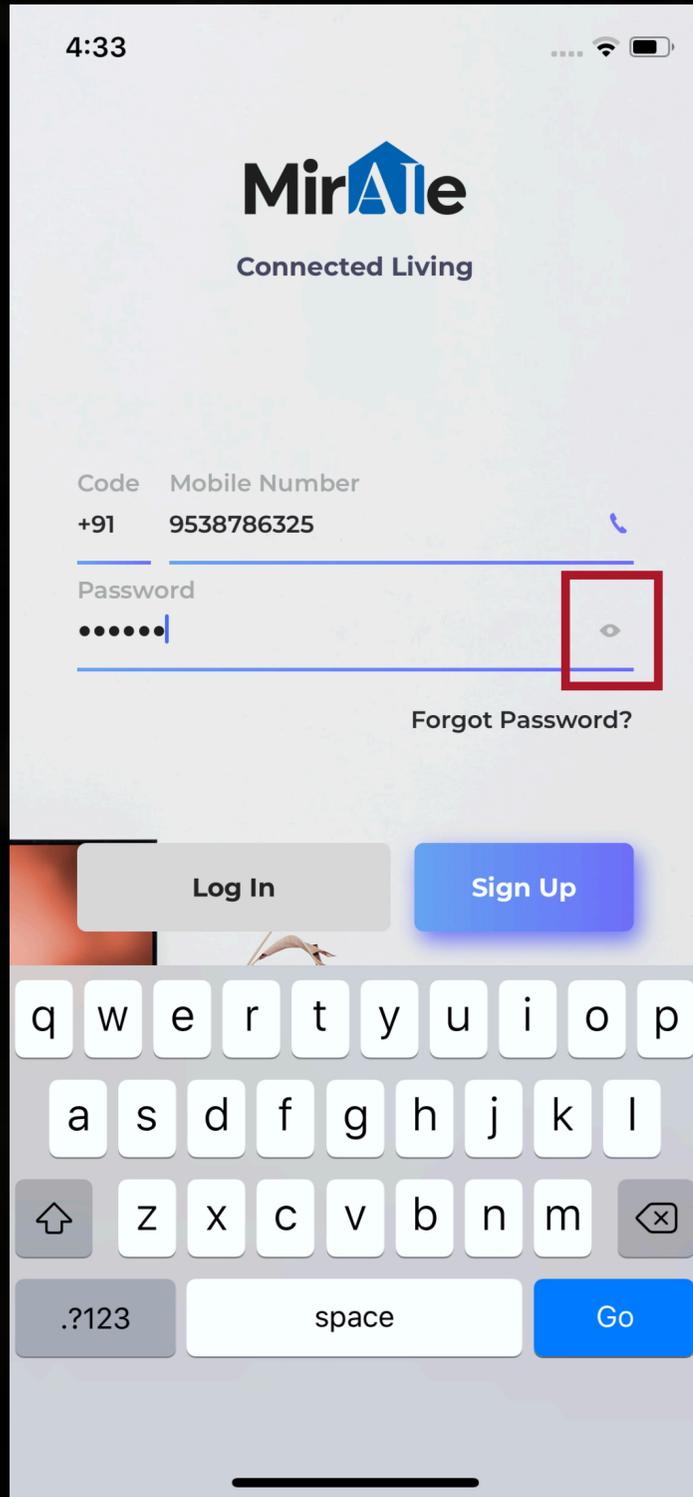
- ▶ Increased motor and cognitive load for the user.

App does not retain number, in transitions to Sign Up or Password screen.



Usability factor: Recognition rather than recall, Error preventions

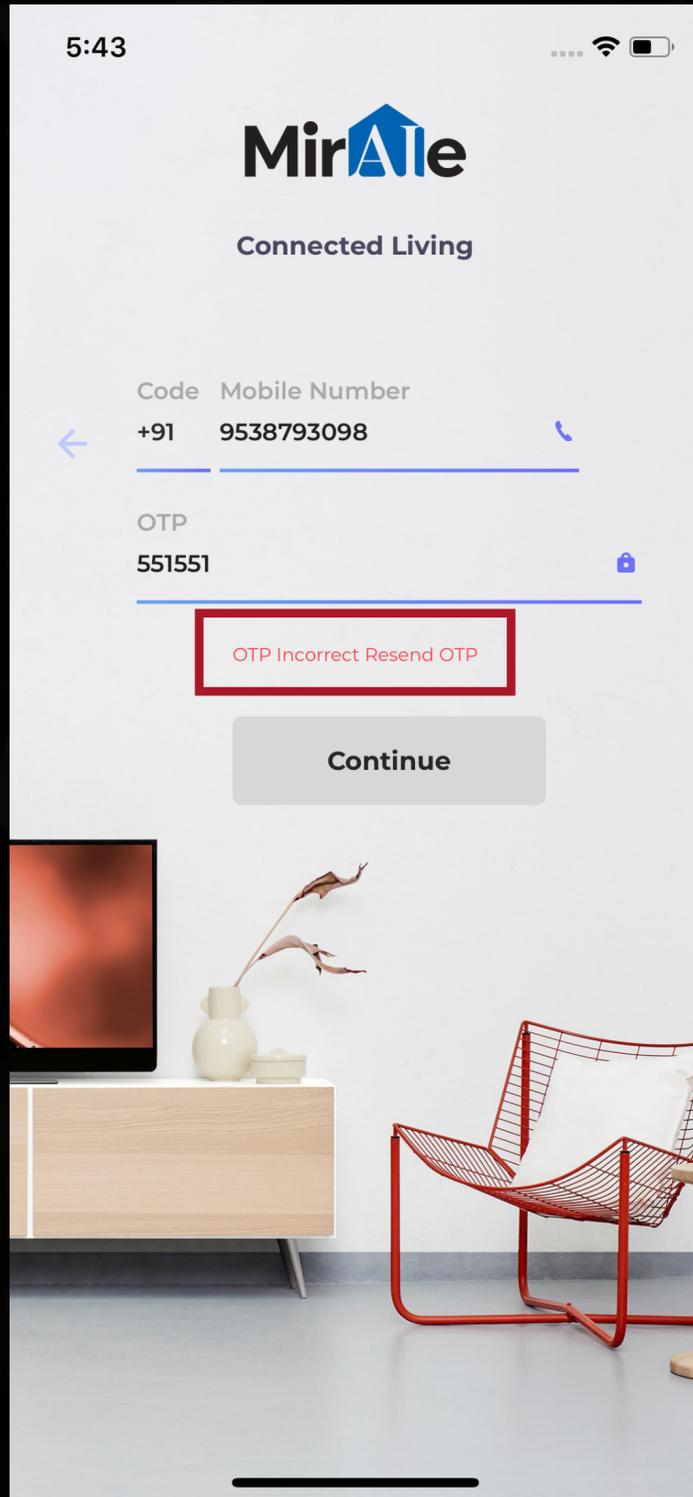




- ▶ Increased visual and motor load for the user.

The show/hide password button is not fat finger friendly.



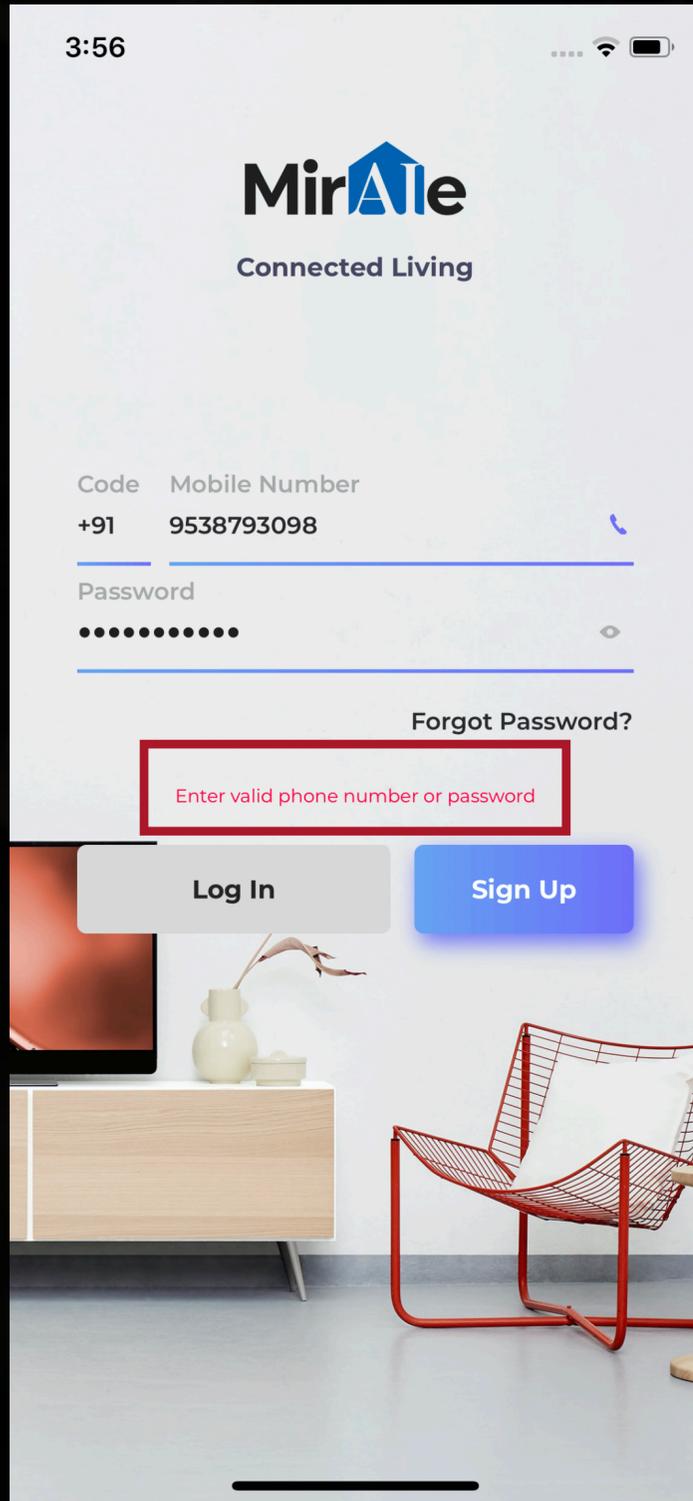


- ▶ Against the mental model of digital users.
- ▶ Inconsistent visual language.

“Resend OTP” does not look like actionable text button or a link.

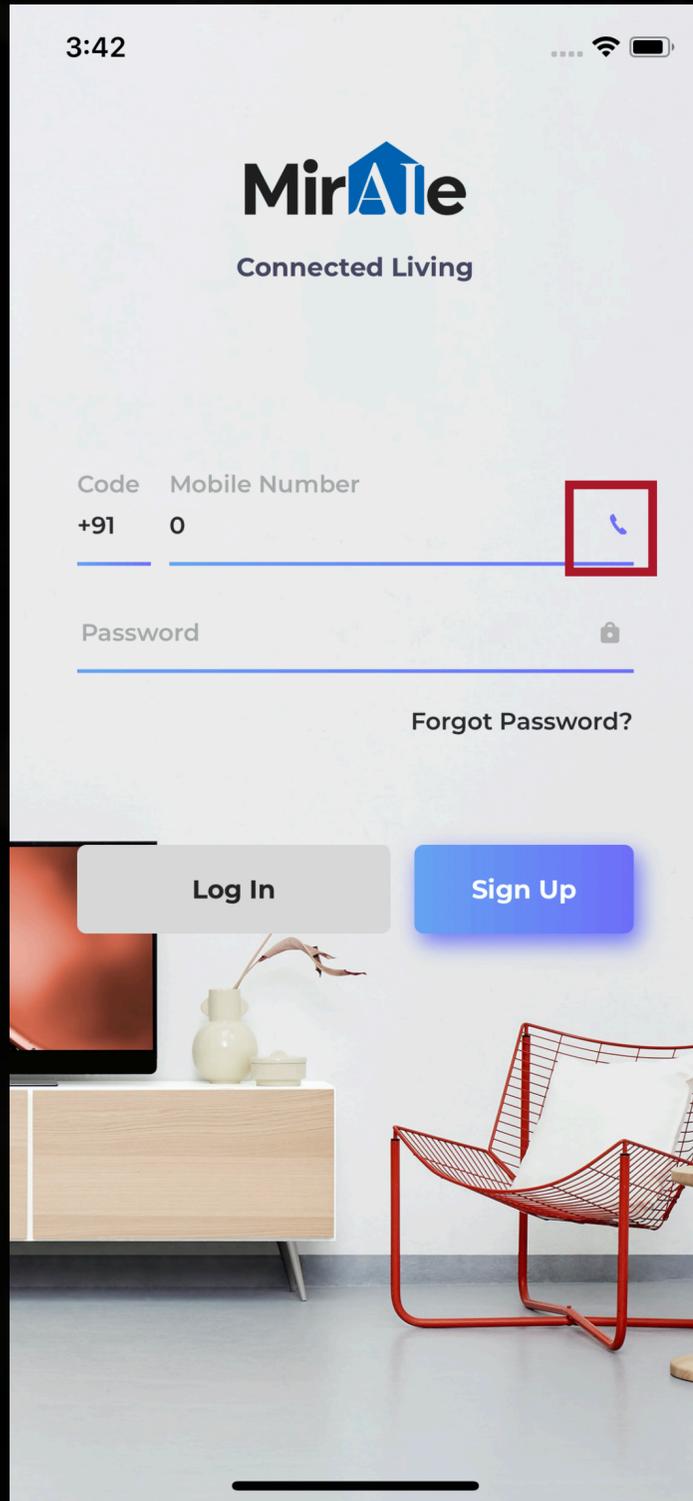
Usability factor: Consistency & Standards





▶ Increased visual and cognitive load for the user.

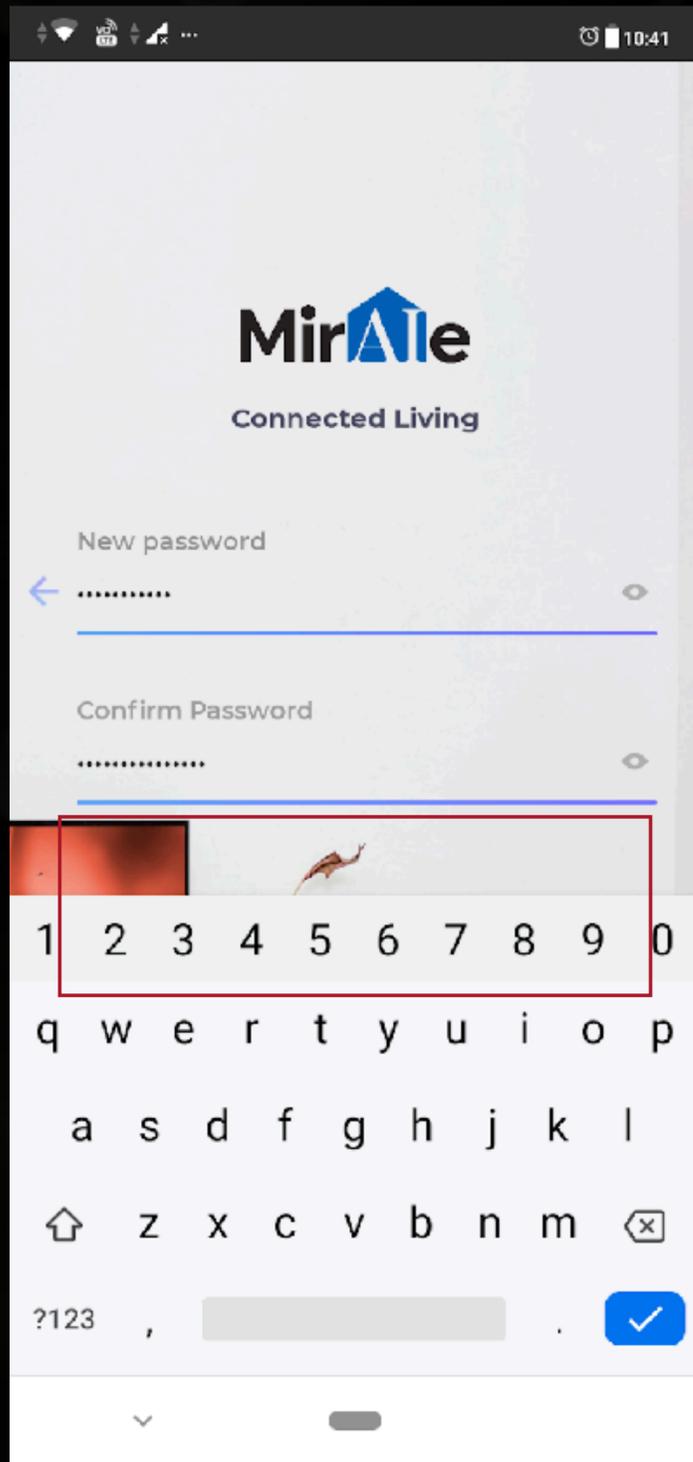
Small font size has readability issue and does not facilitate fast scanning



- ▶ Increased cognitive load for the user and bad affordance.

The button function is not clear to the user.

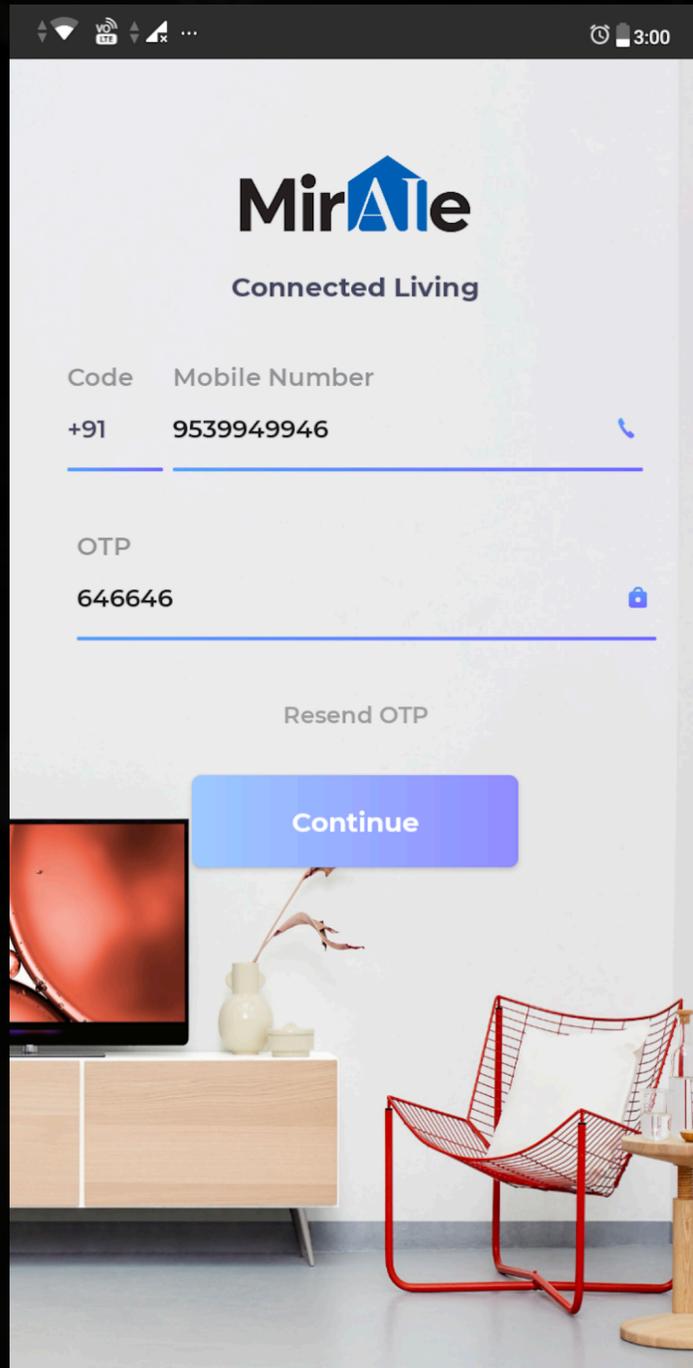




- ▶ Increased motor load for the user.

Keyboard overlaps with primary action of change password, user has to click twice to perform the action (checkmark button and then change password)



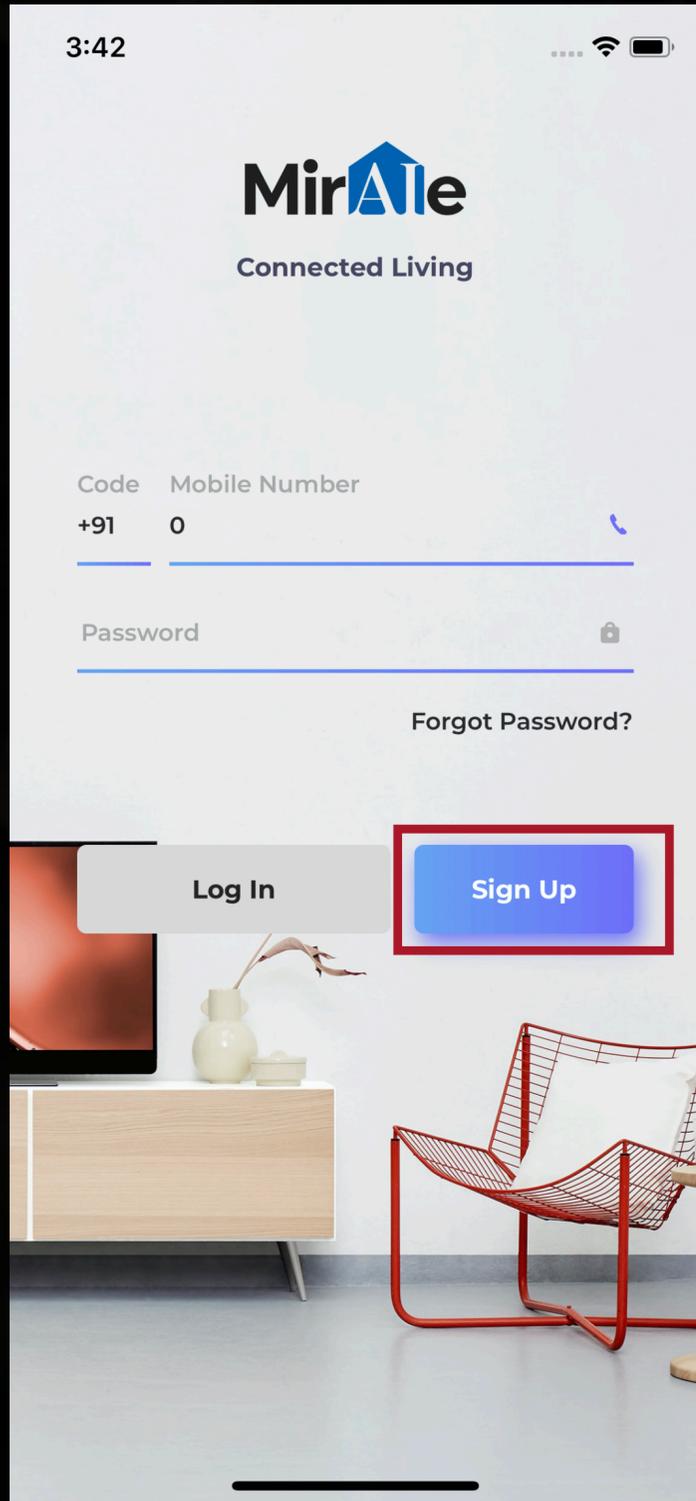


- ▶ Increased cognitive load and user frustration.

Entering incorrect credentials hangs the app without any feedback.

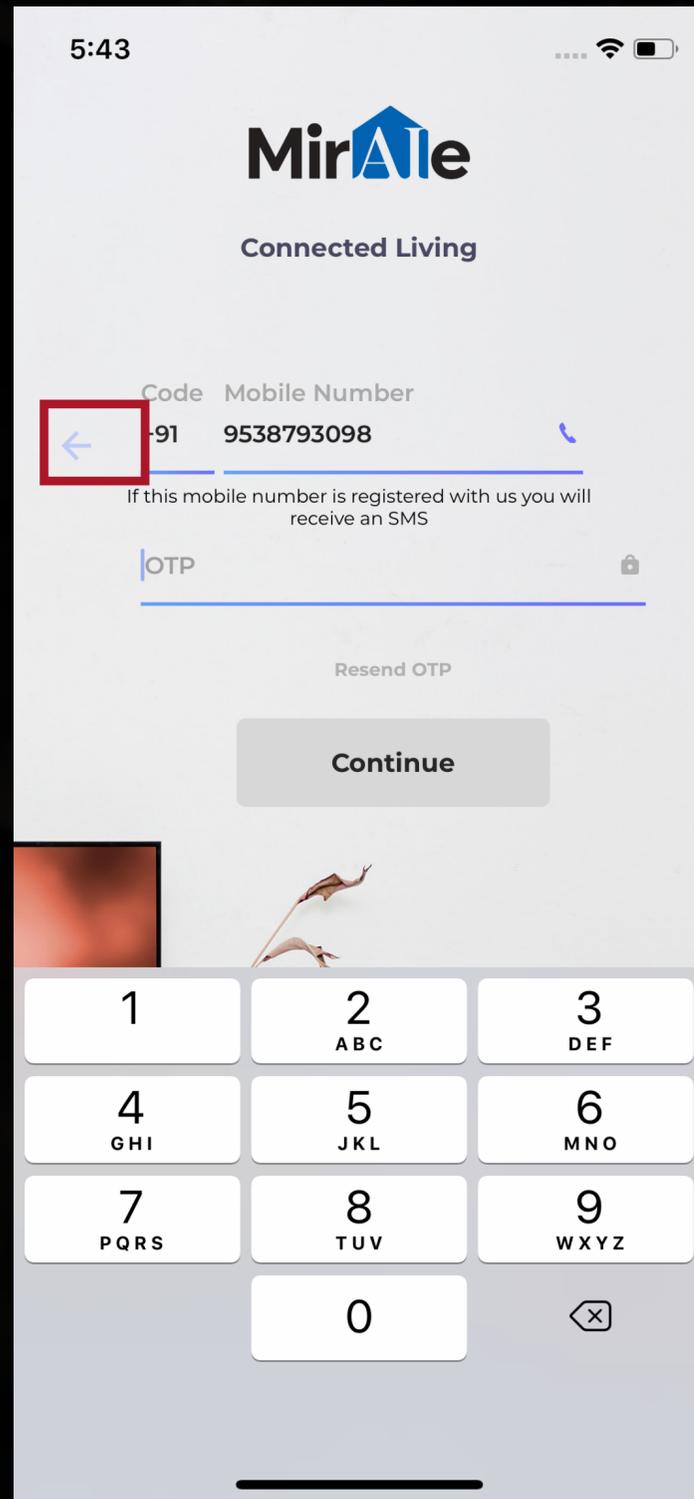
Usability factor: Visibility of system status





- ▶ Sign Up looks primary task, not the login

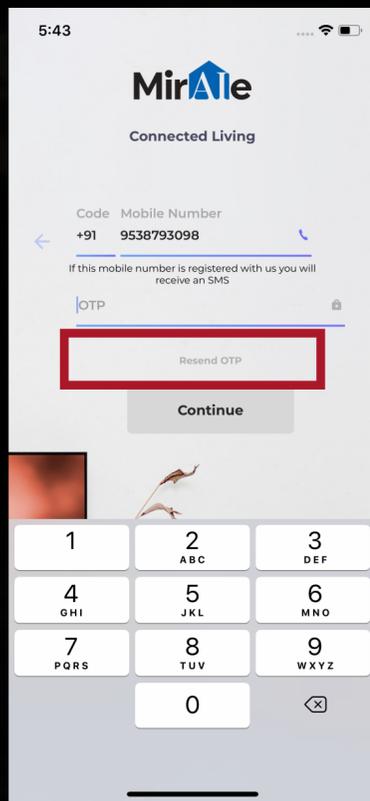




- ▶ Affordance issue and inconsistent visual language.  
“Back” arrow colour conveys disable state.

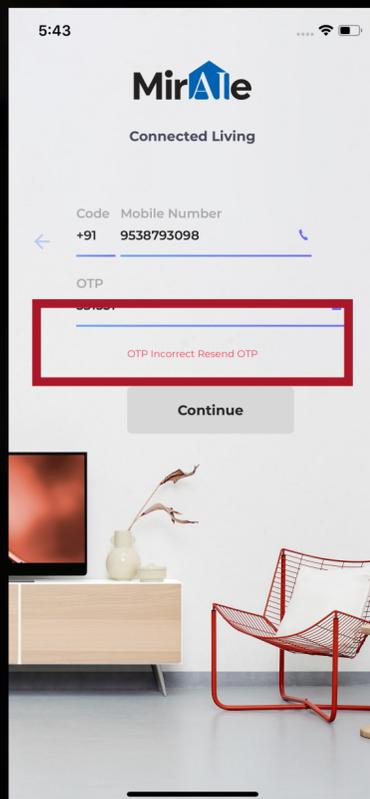
Usability factor: Consistency & Standards





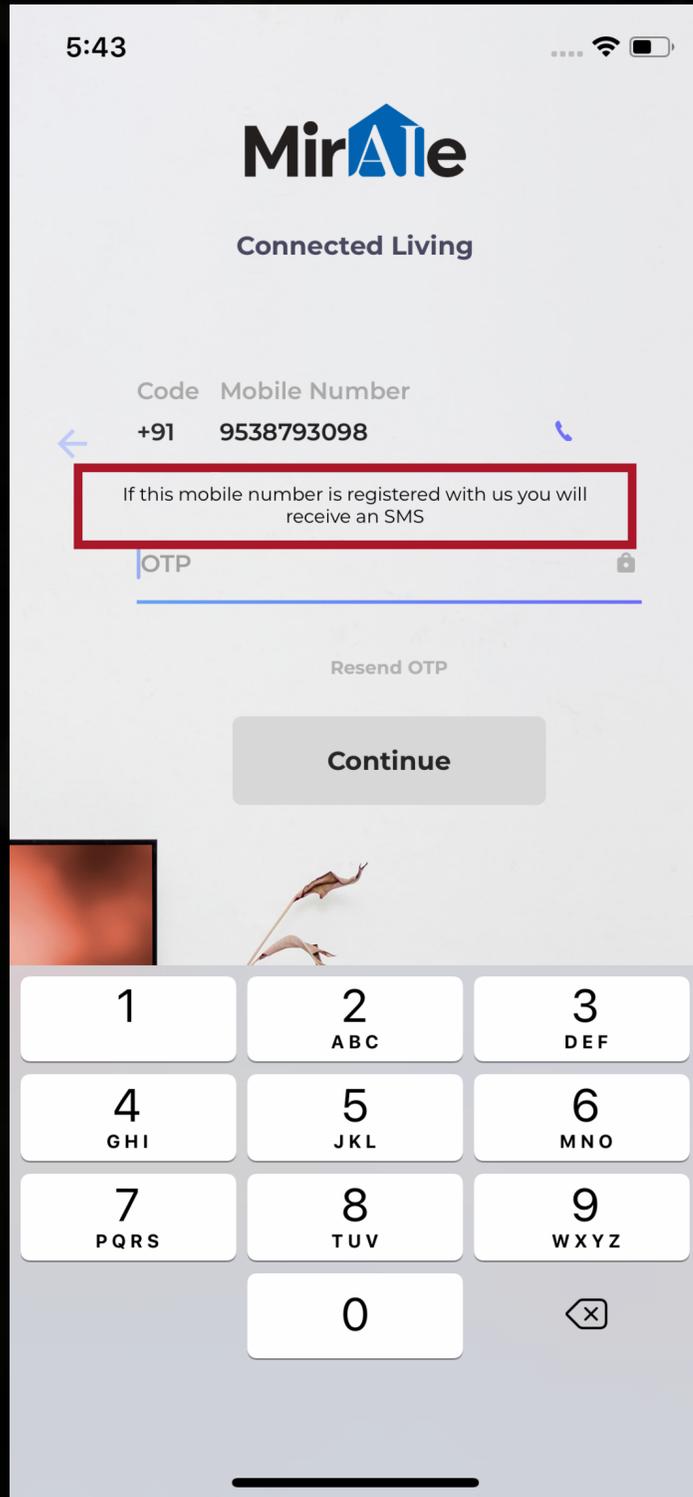
▶ Inconsistent visual language.

“Resend OTP” action in two different sizes and colour in different app states



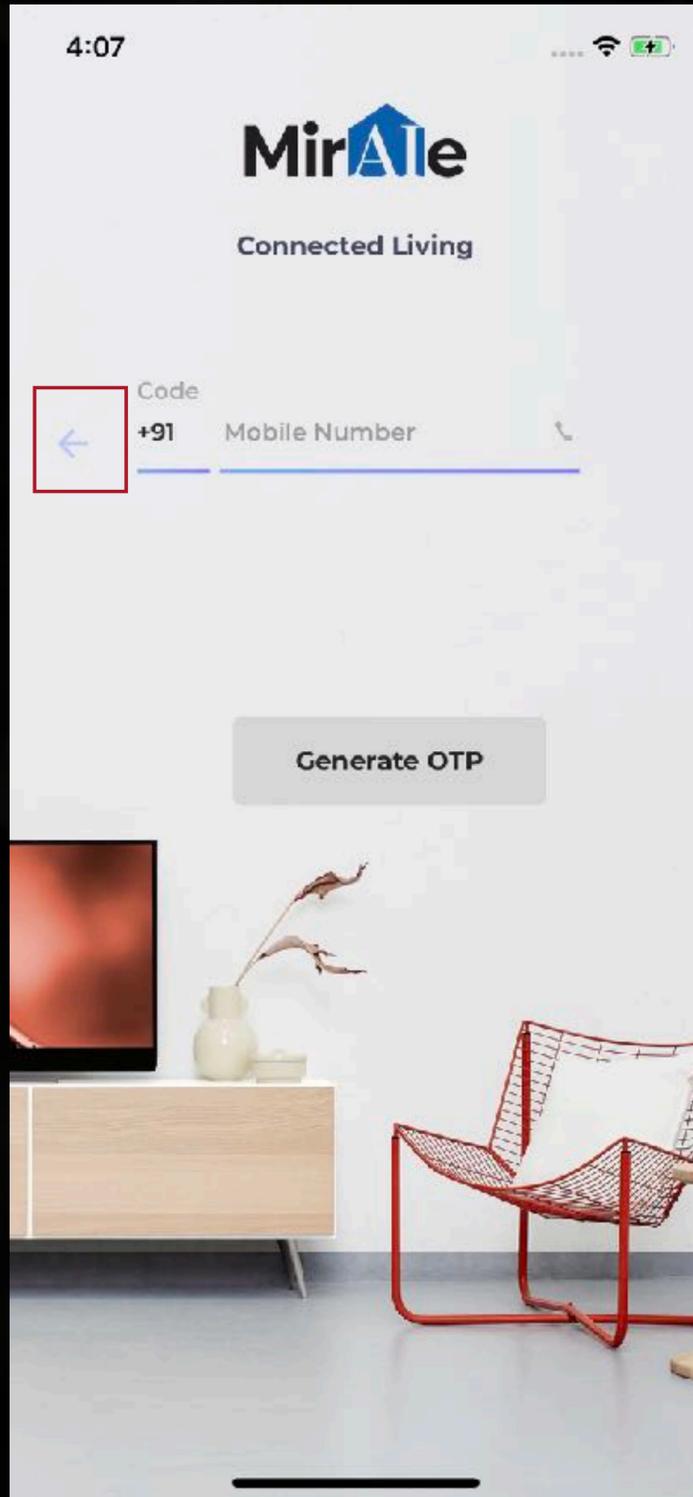
Usability factor: Consistency & Standards





- ▶ Increased visual load for the user.  
Small font size has readability issue.



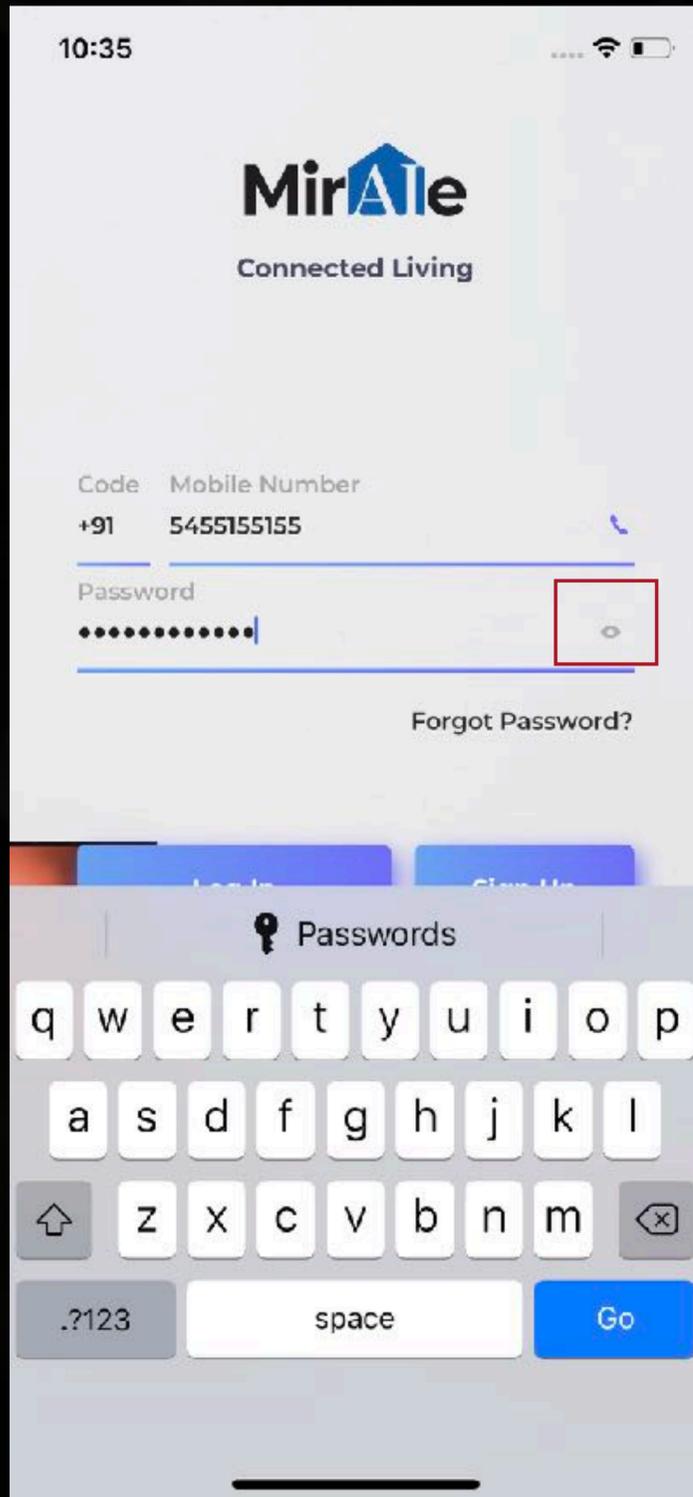


- ▶ Increased motor load for the user.

If, by mistake user touches sign up, the next screen does not provide easy way to go back and difficult to operate with one hand.

Heuristic: User control and freedom

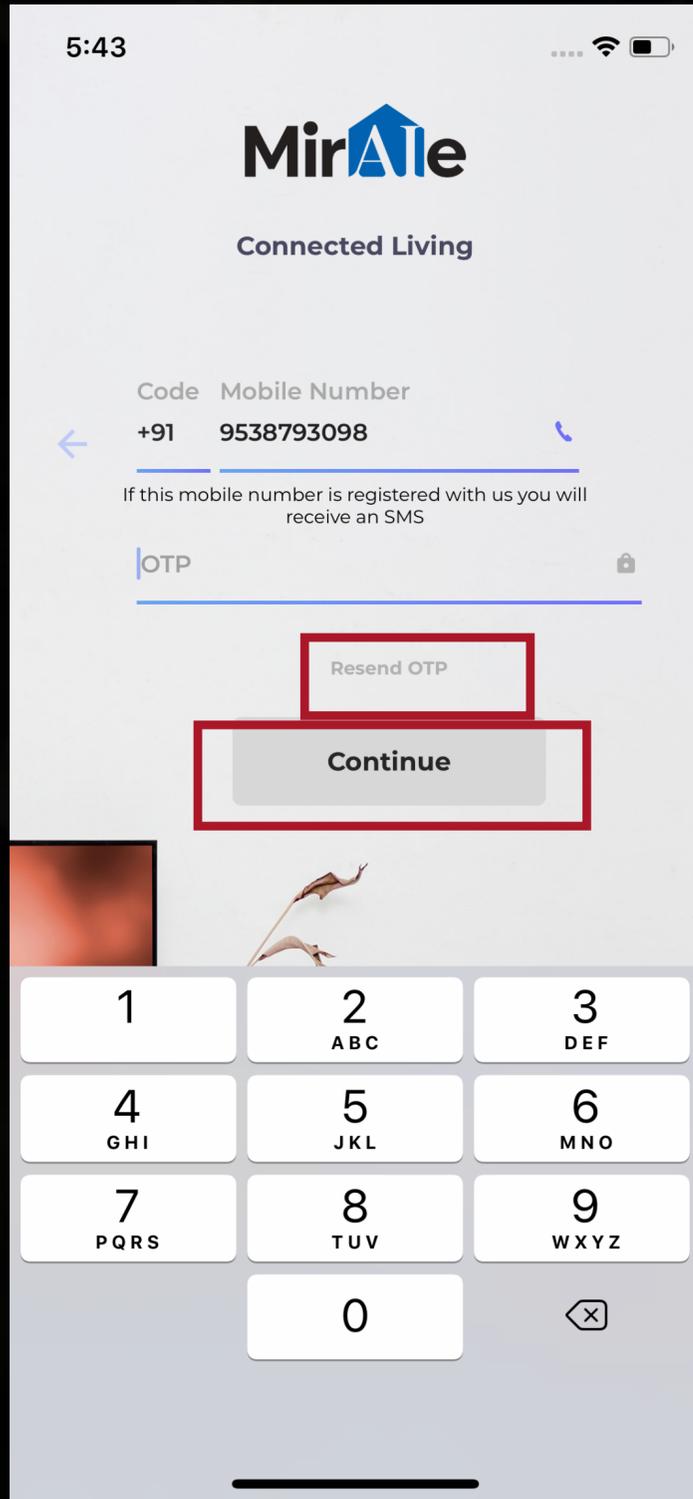




- ▶ Non conformance to the mental models of the user.

The show hide icons and interaction used are not according to the existing standard visual clue and interaction of digital users.



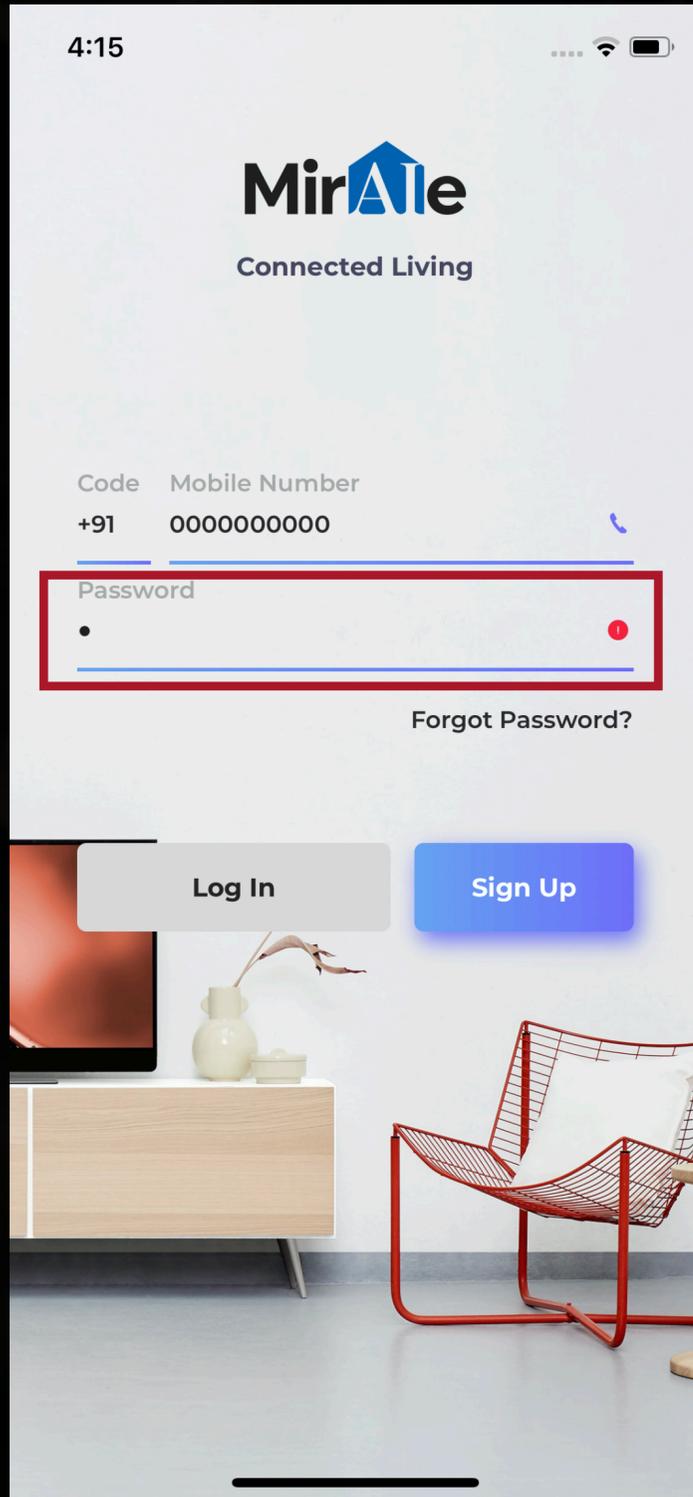


▶ Inconsistent visual language.

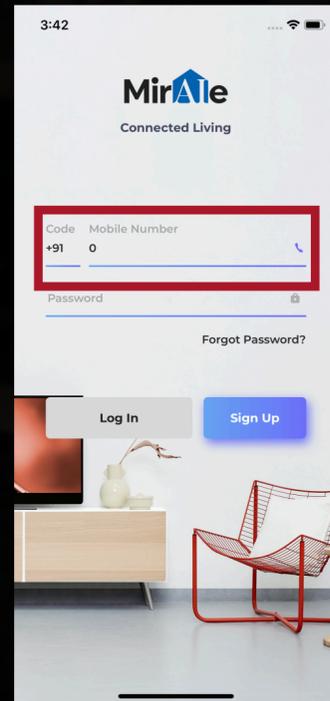
Enable/disable states of buttons in UI are depicted with same colour

Usability factor: Consistency & Standards





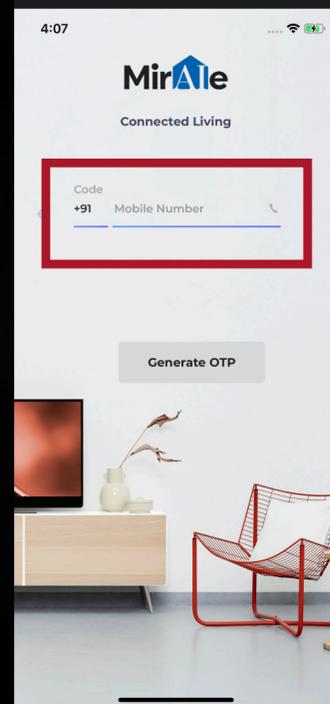
- ▶ Affordance issue and increased cognitive load for the user.  
The app state depicts only password is wrong.  
(Note: Typing is a complex task in Mobile paradigm)



- ▶ Screen transition animation is not necessary.

Login→ Sign Up

Login→ Forgot password.

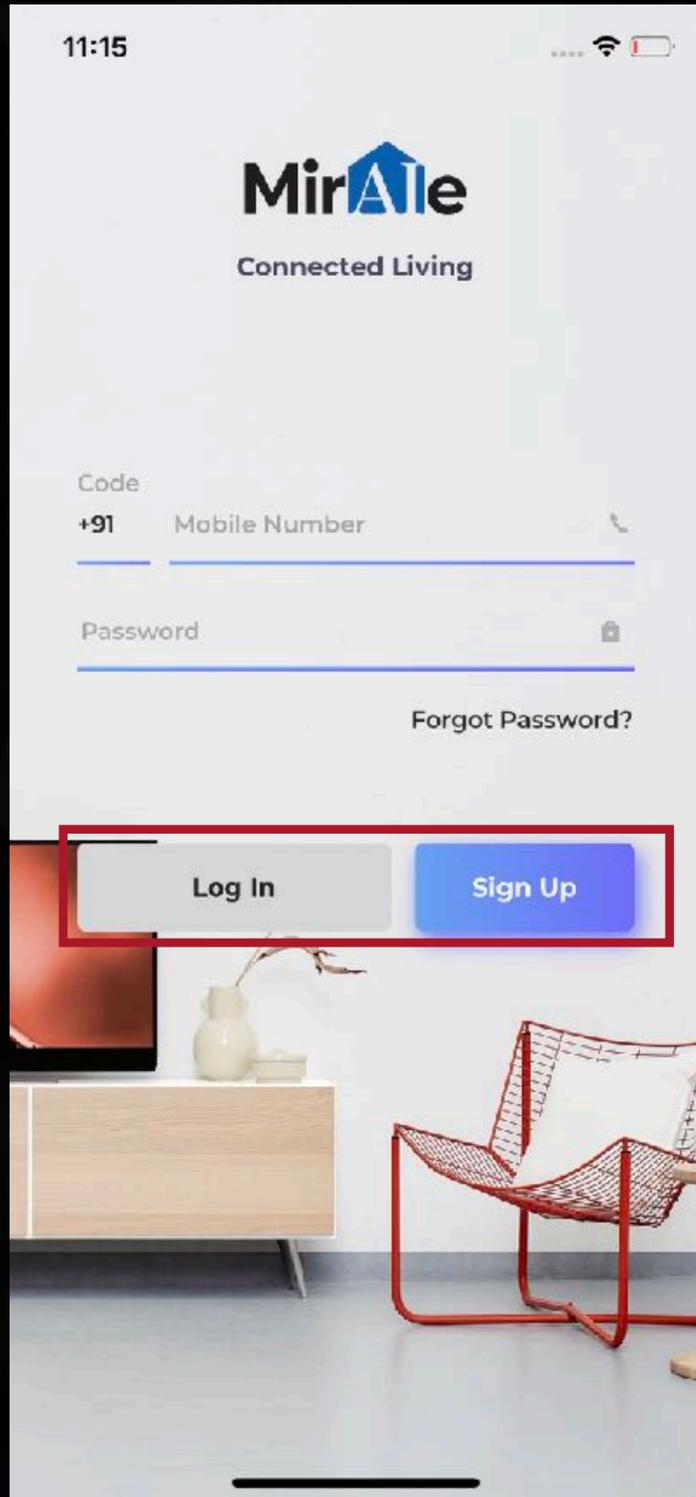


Usability factor: User's orientation.



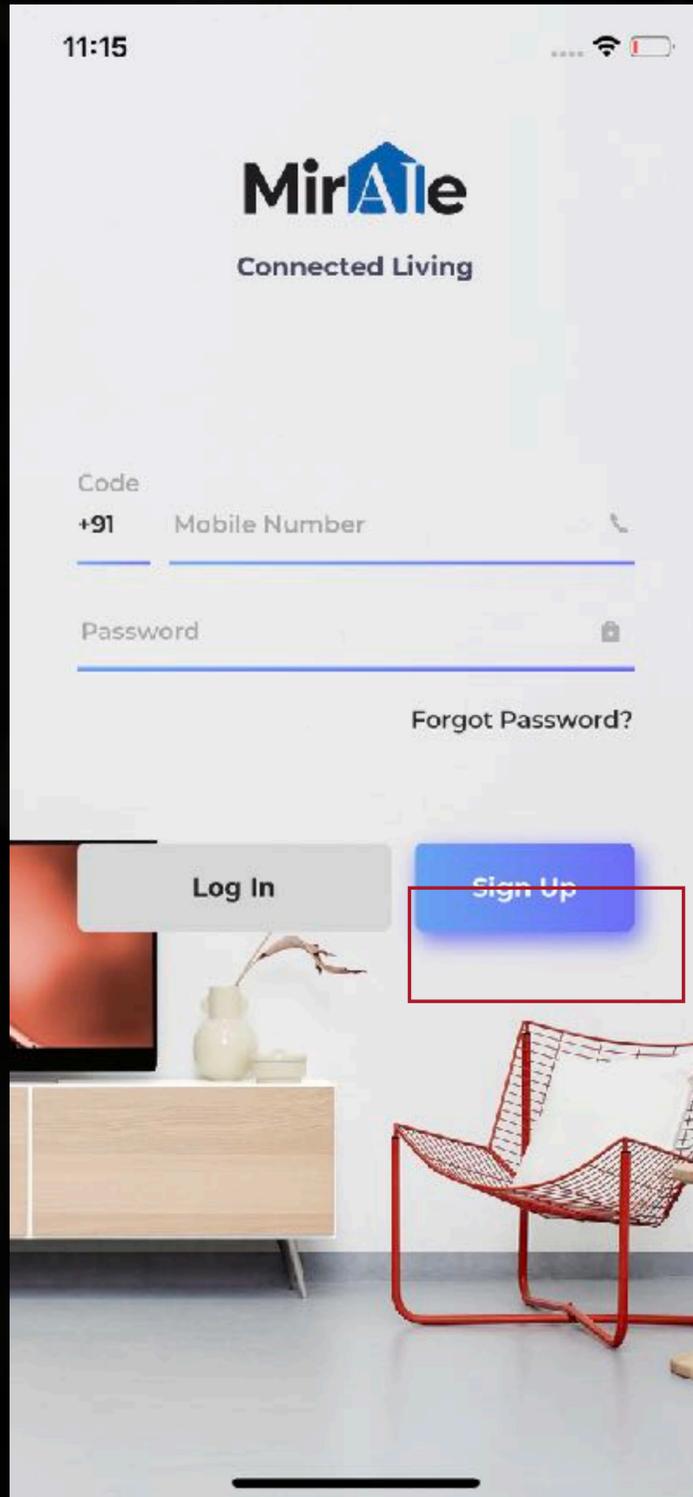
# VISUAL DESIGN FINDINGS

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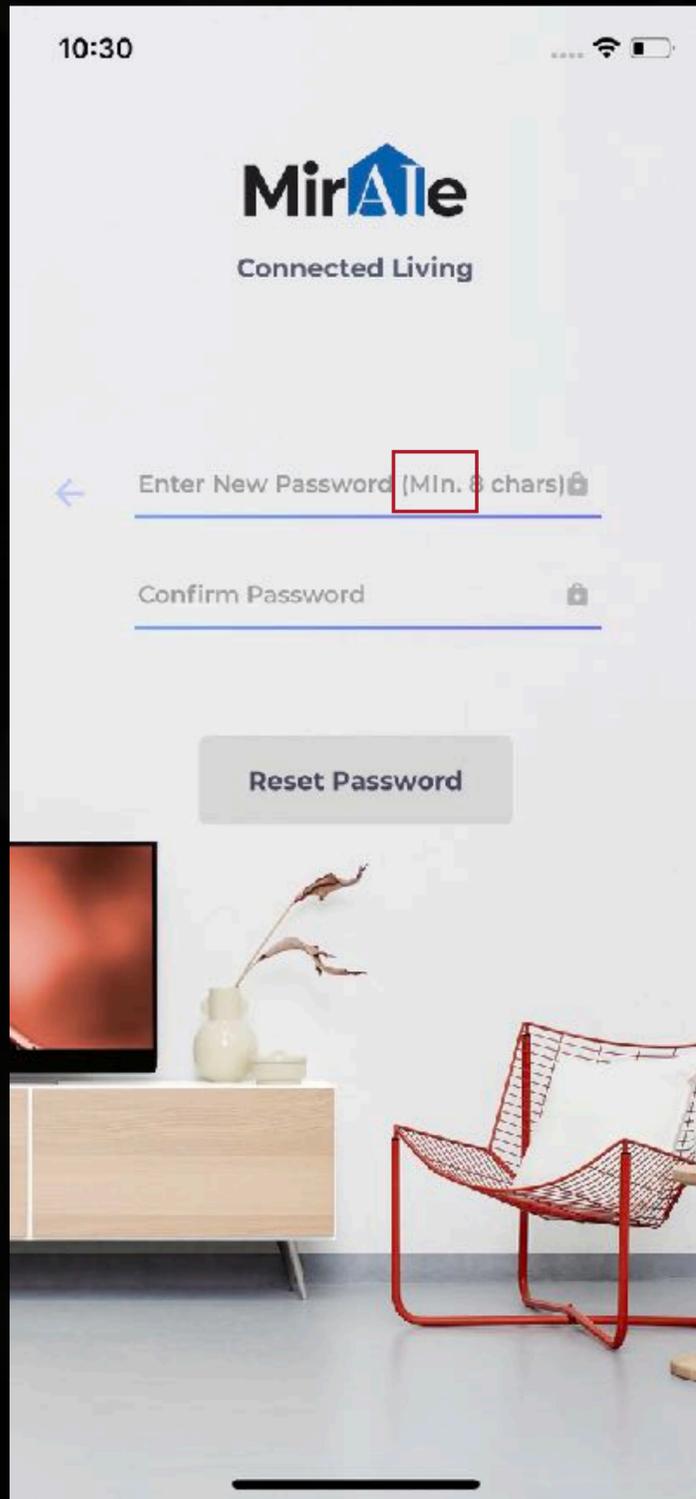
- ▶ Button sizes are inconsistent.





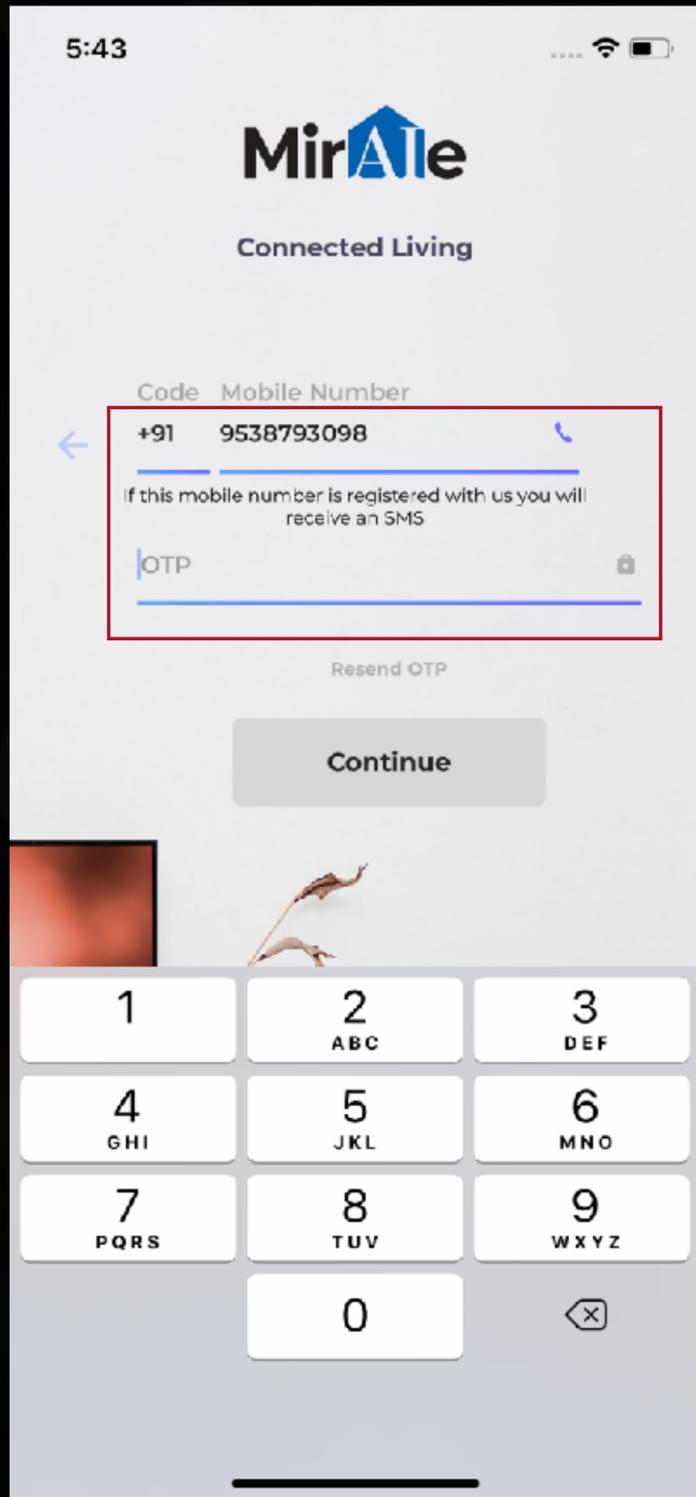
- ▶ Shadow used in buttons relatively more, considering the standards.
- ▶ Use of shadow in buttons of iOS and android is inconsistent.





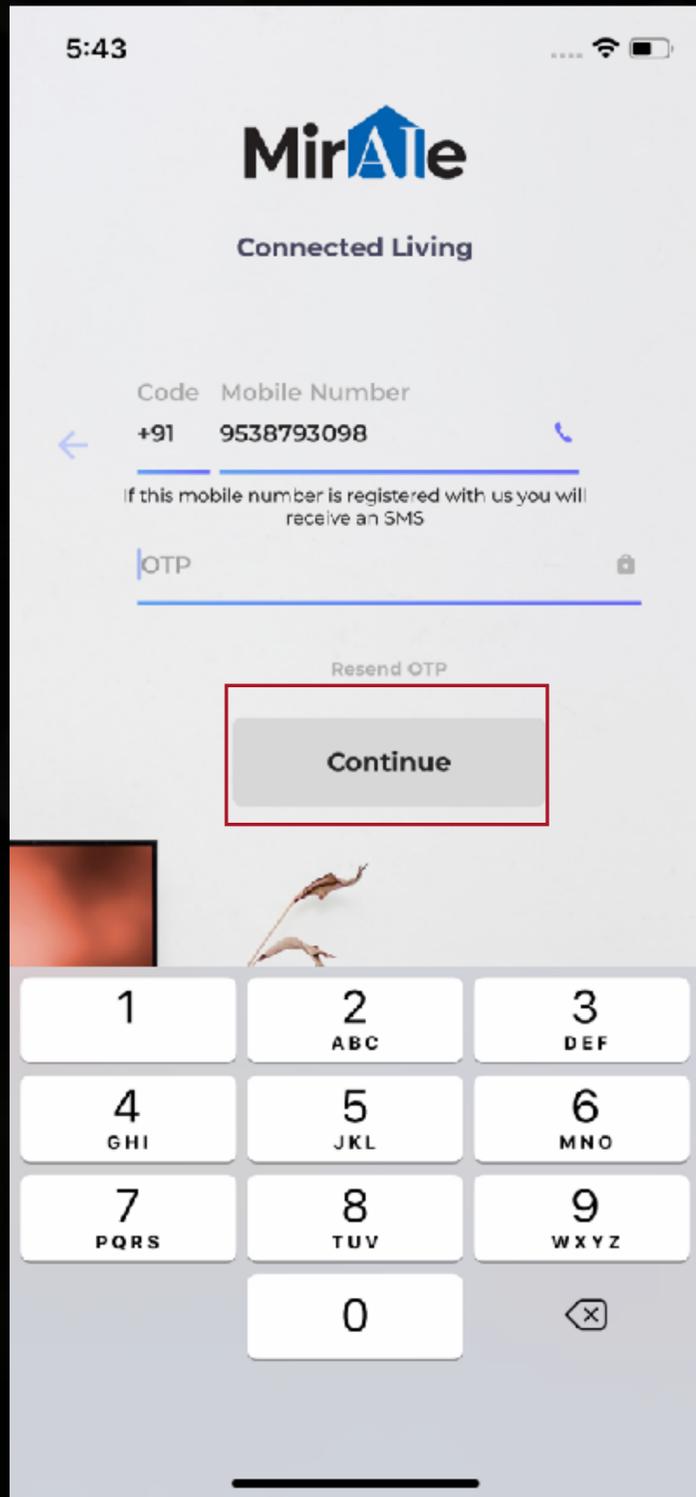
- ▶ “Min” - Use of case is inconsistent.





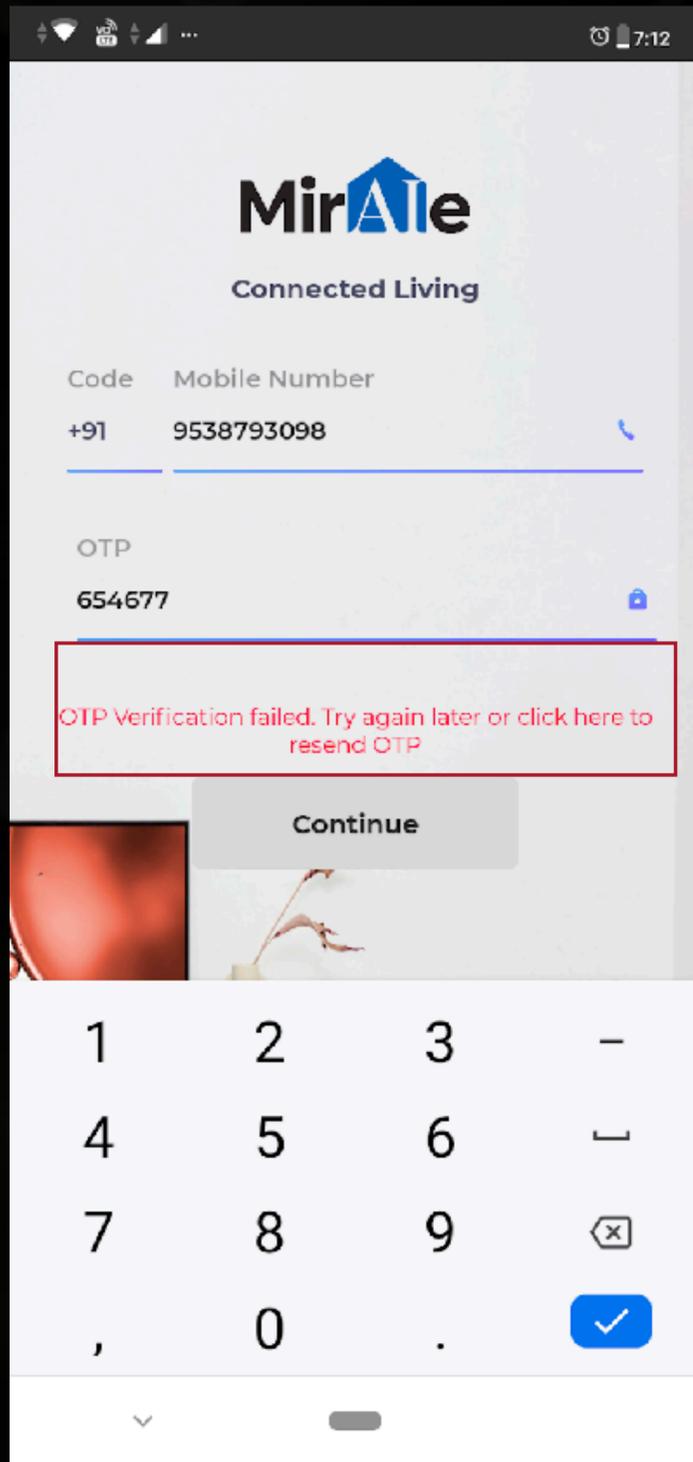
▶ Alignment of lines.





- ▶ Continue button is not in centre.

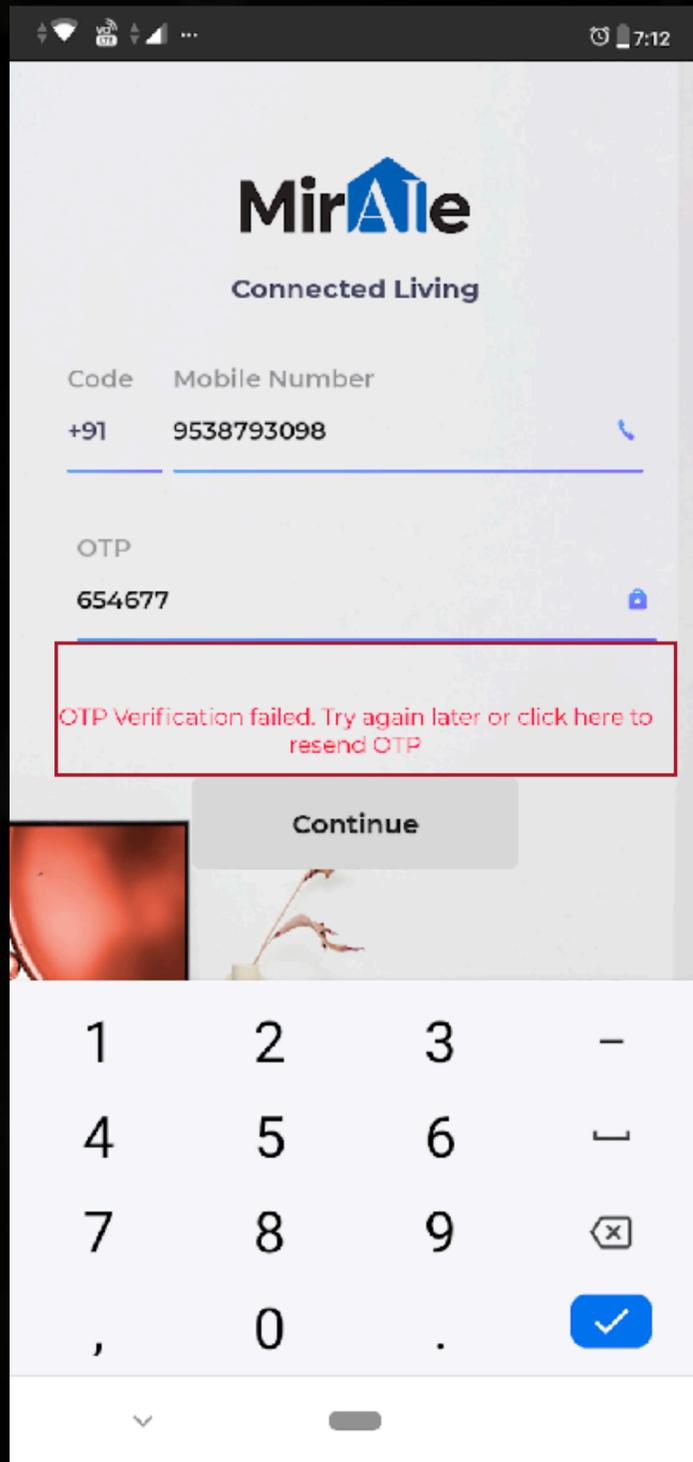




- ▶ Increased Motor load for the user, Visual clutter.

The "Click here" text action is placed relatively closed to continue action which makes it hard for the user to identify perform the required action.



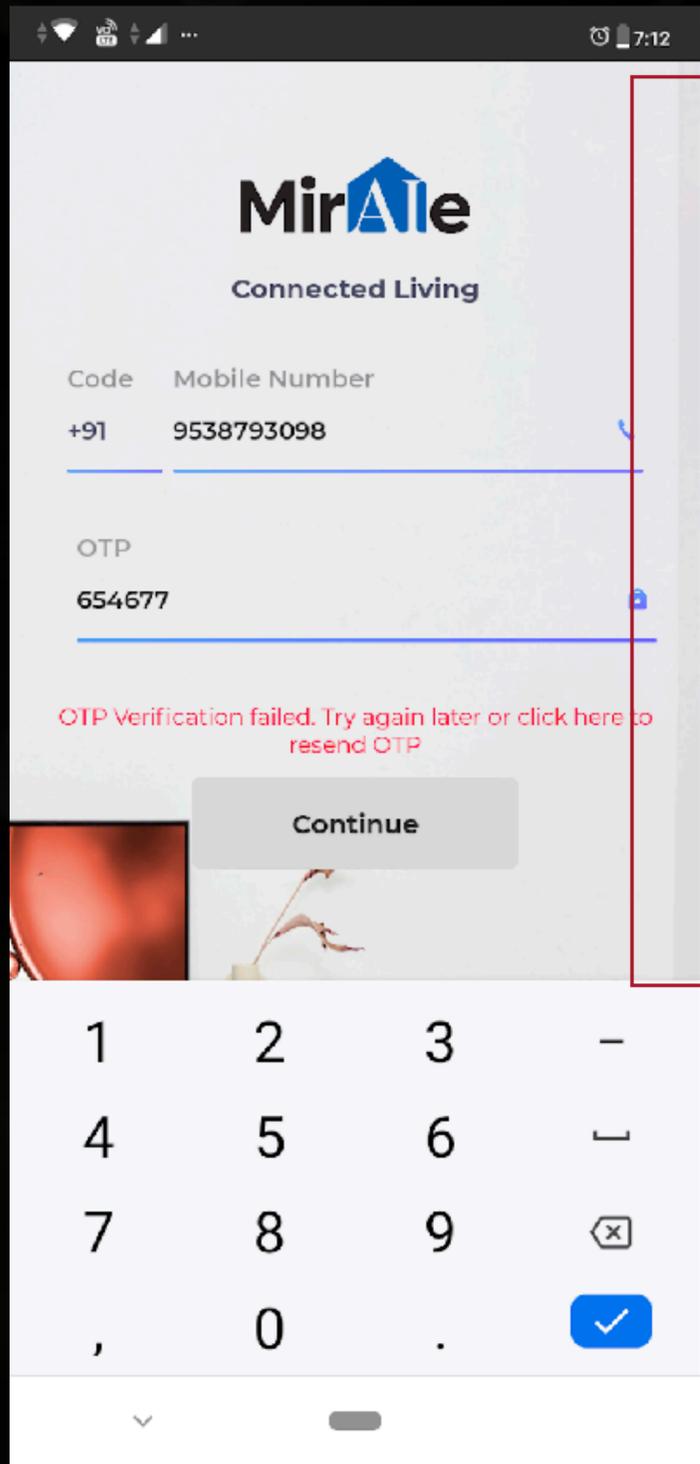


- ▶ Increased Visual load for the user, Visual clutter.

The "Click here" text button colour is error red and it does not look like a text link/button.

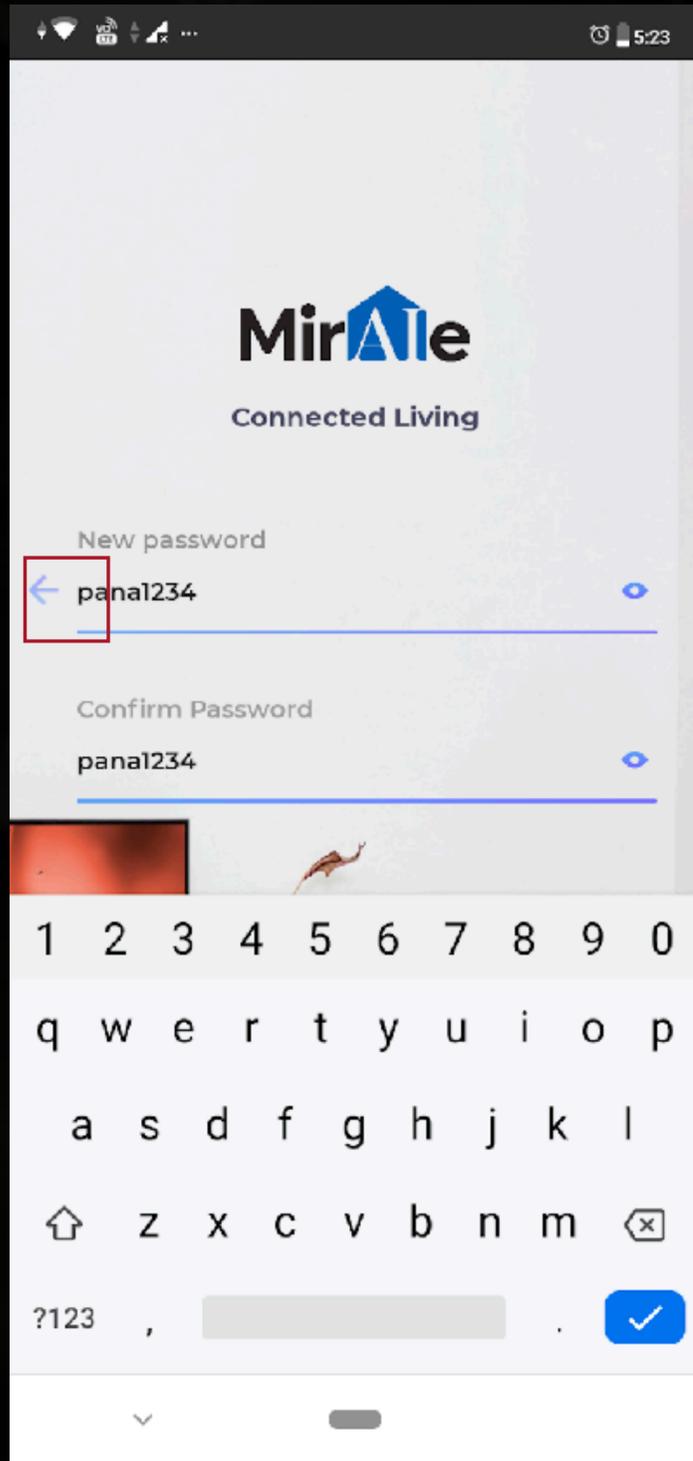
Usability factor: Discoverability, Mental model





- ▶ In every screen of login flow, the background image has a gap.

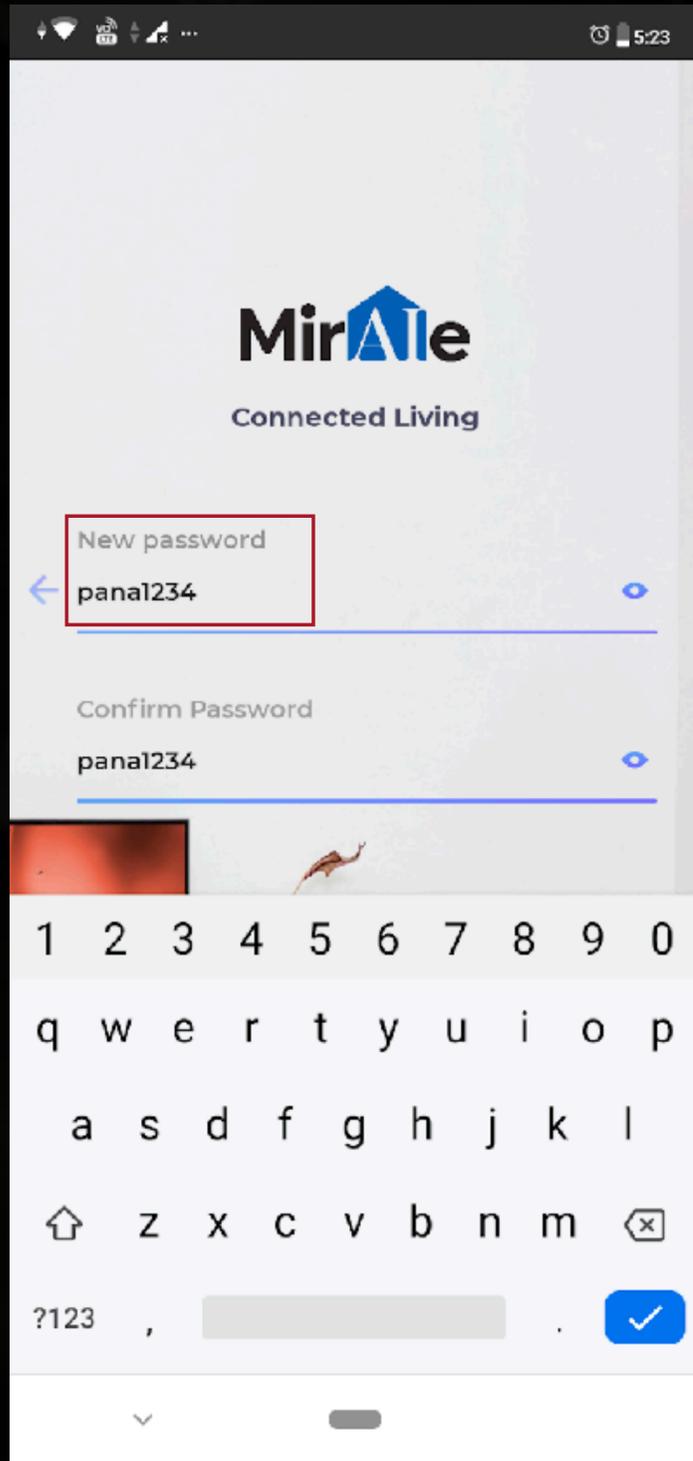




- ▶ Back button in Android is not according to the design.

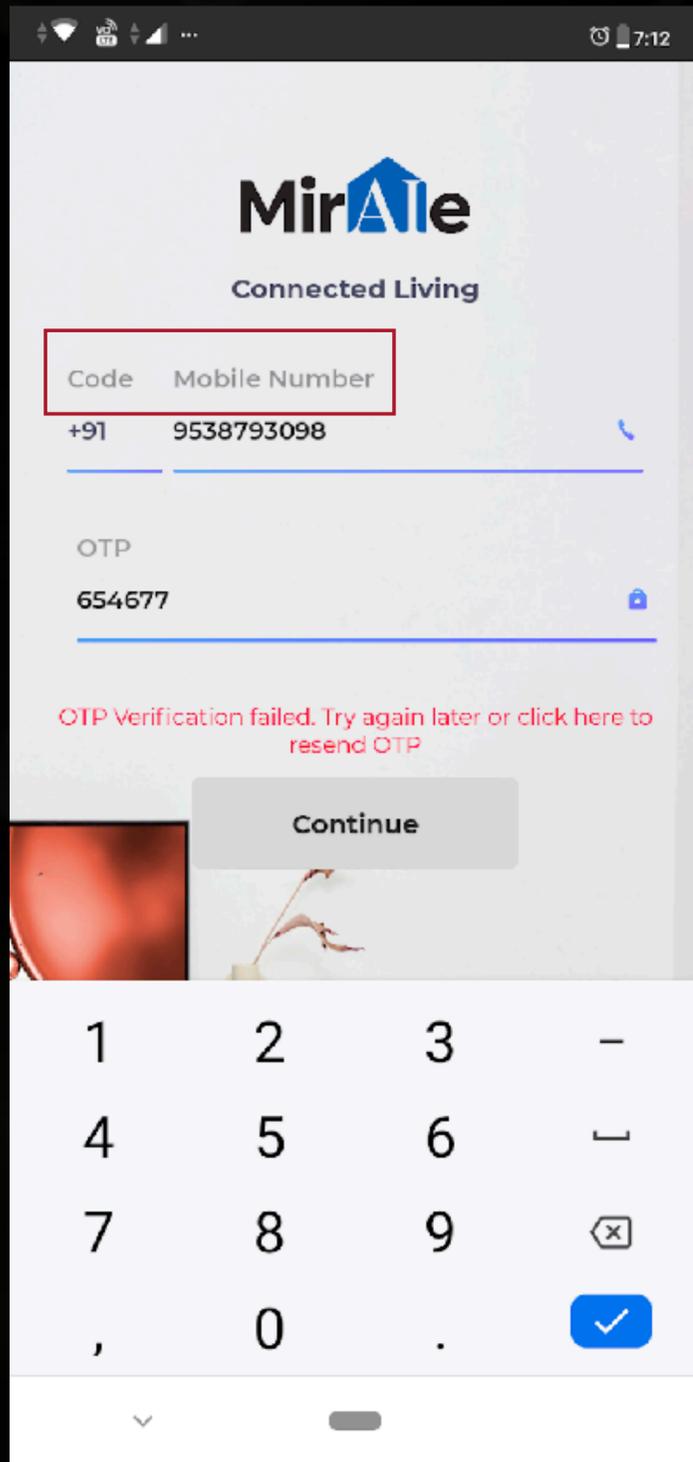
Heuristic: Consistency and Standards.





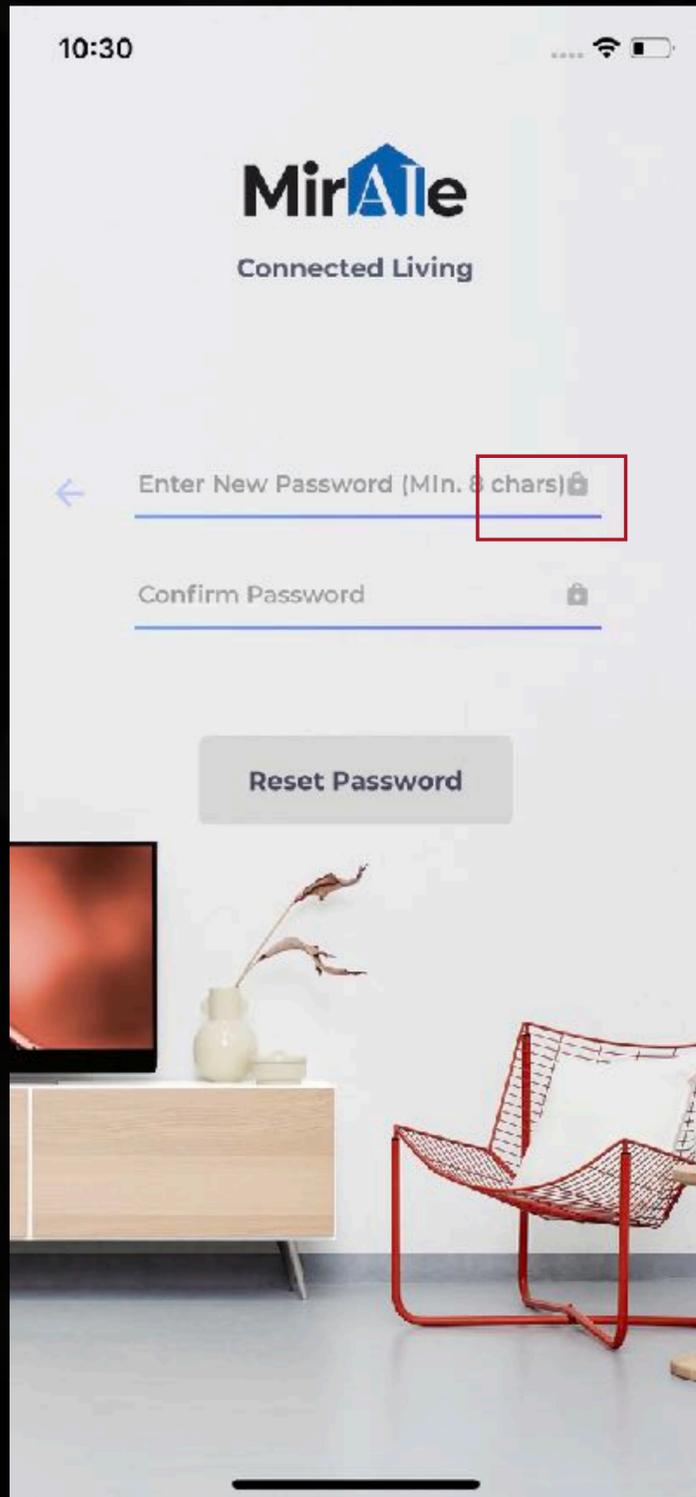
- ▶ Same font sizes don't form visual hierarchy.





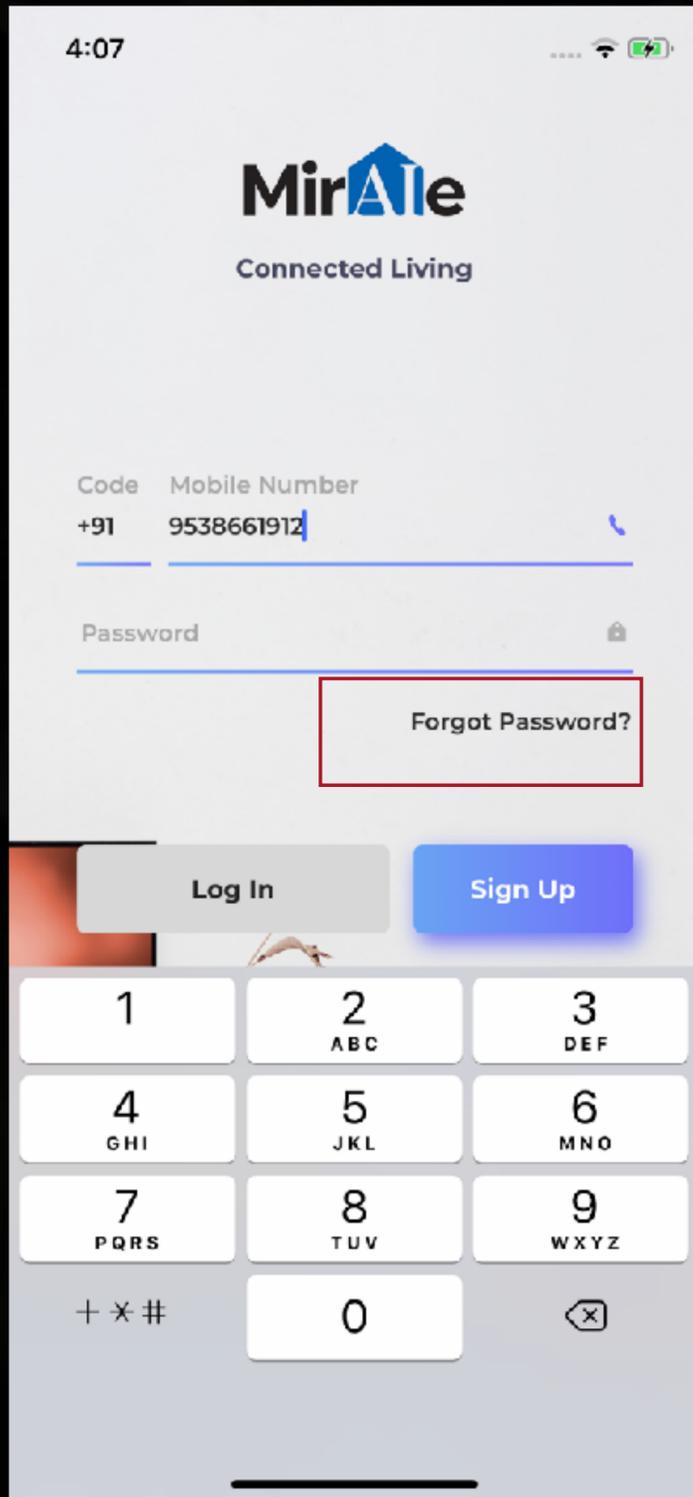
- ▶ Do we need placeholder to be present always, considering the complexity of the form?





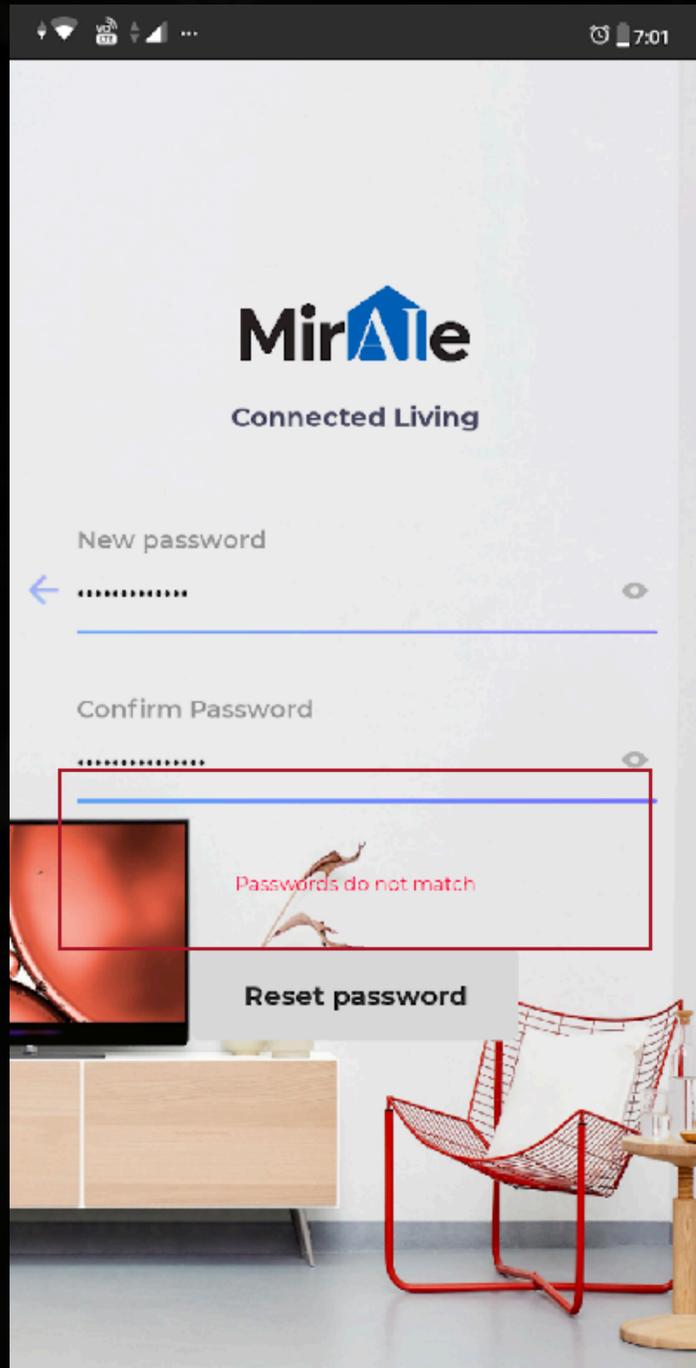
- ▶ Placeholder text overlaps with password icon.





- ▶ Forgot password transition animation in Android jumps and not smooth.

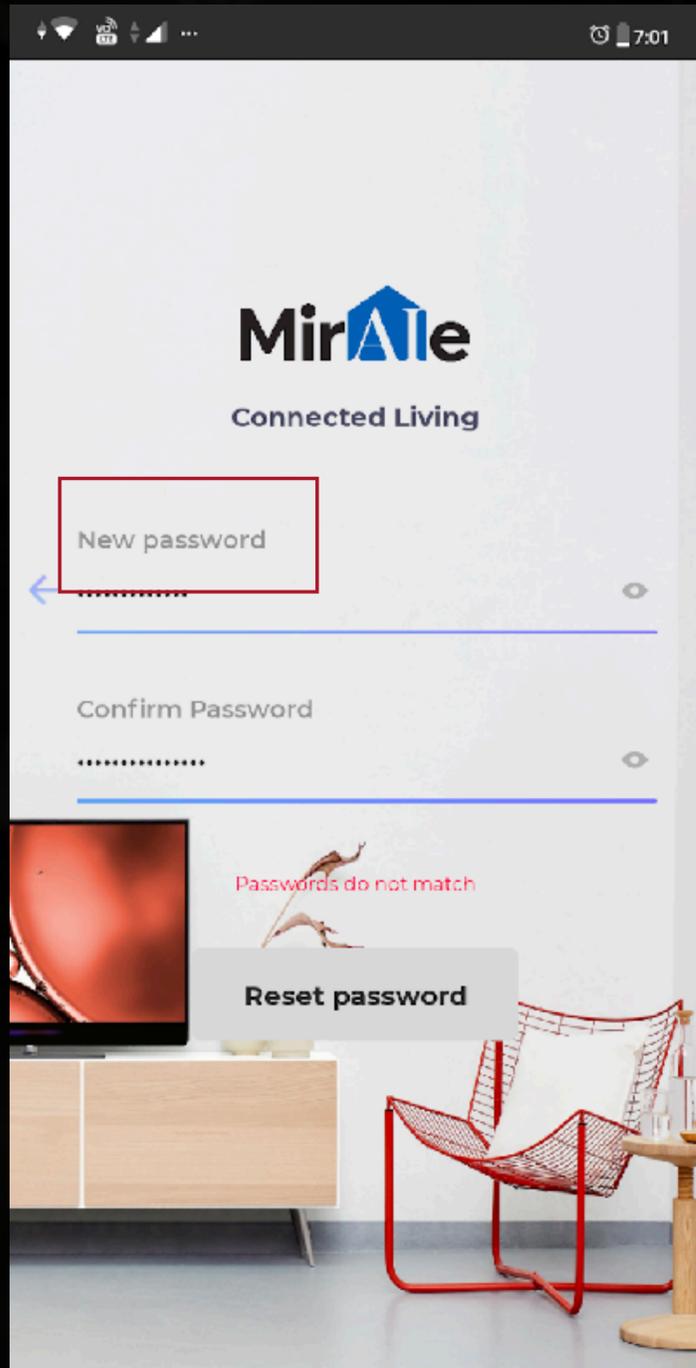




- ▶ Small font size and background image create readability issue.

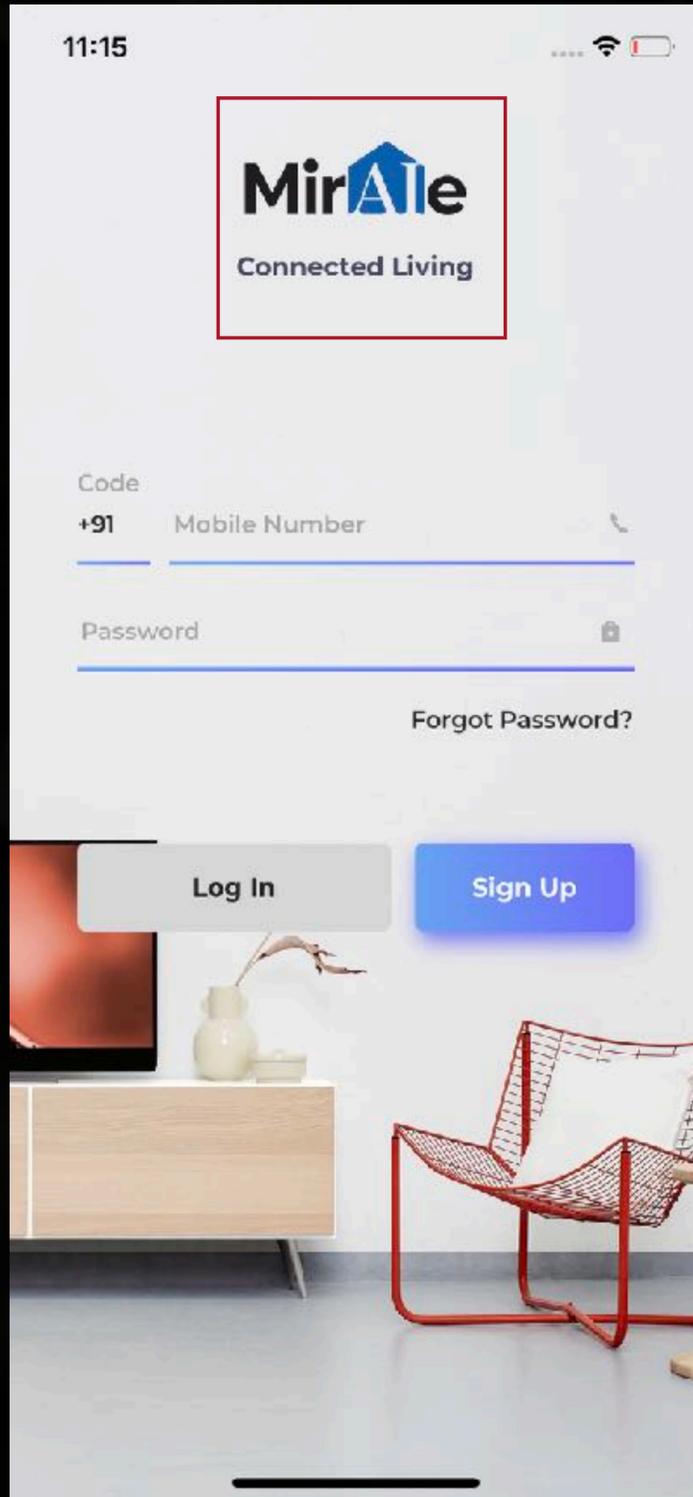
Heuristic: Error prevention





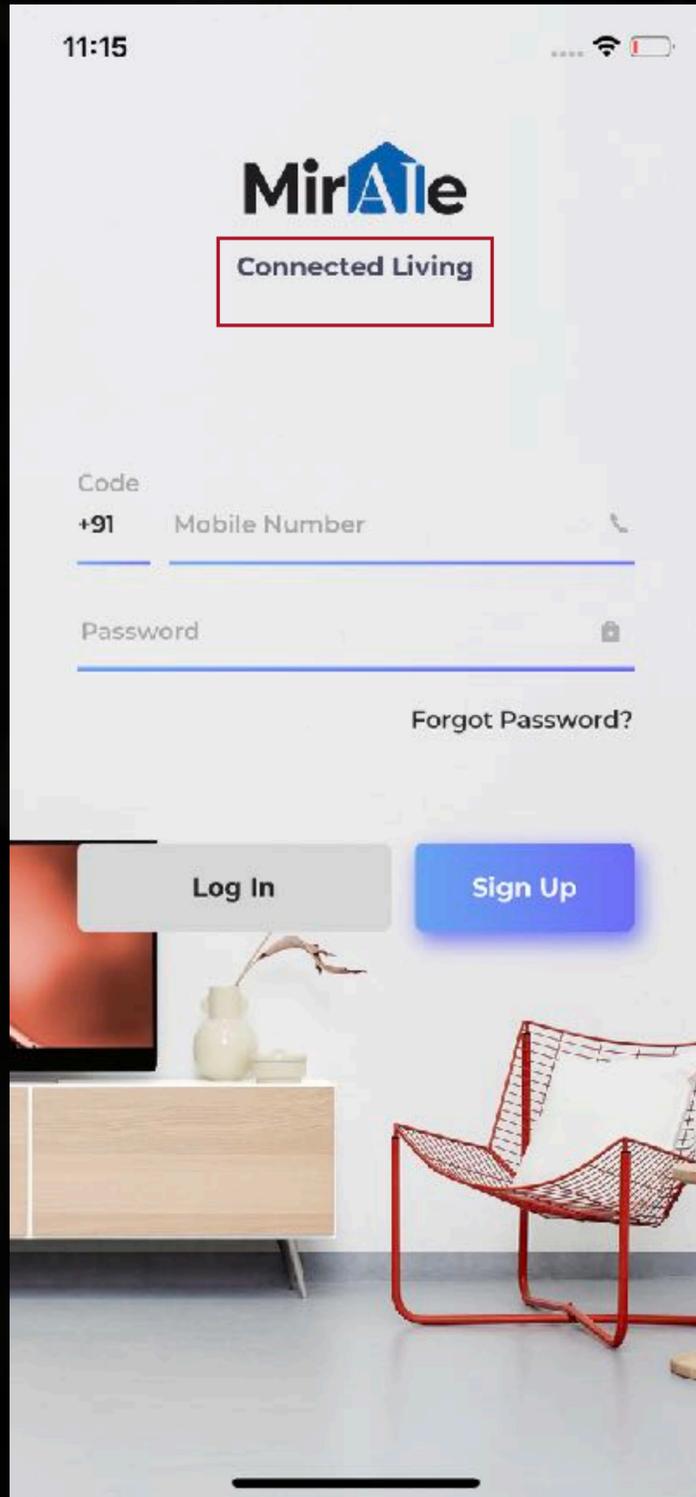
- ▶ In most of the screens of iOS and Android, the placeholder font is bold, it creates disruption in visual hierarchy.





- ▶ Gap between the text and Logo is more and does not form visual hierarchy.





- ▶ Bold text does not for visual hierarchy.



## GENERAL OBSERVATIONS

- ▶ Font types and sizes seem inconsistent in the app in screens further to login.
- ▶ App does not for visual hierarchy in some screens.
- ▶ App does not seem to be friendly with thumb interactions.