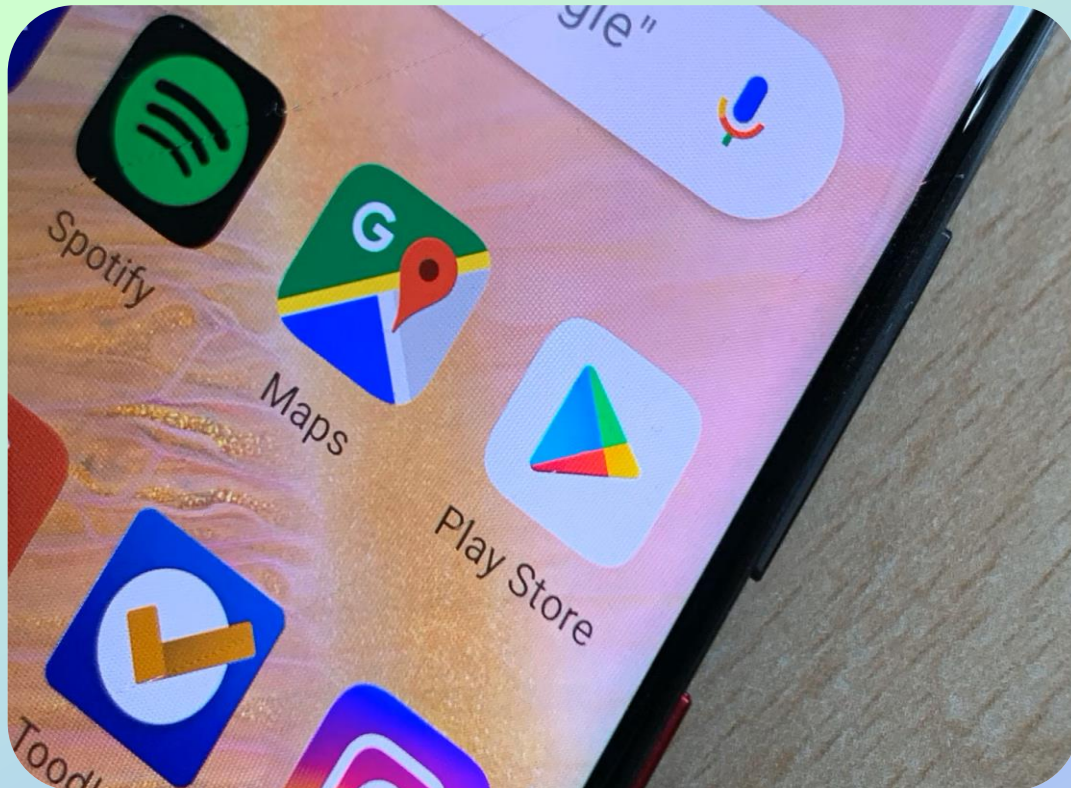


X

next
leap



GET IT ON

Google Play

UX ANALYSIS

Nielsen Heuristics of Google Play Store

NextLeap's Learn in Public challenge (4/5)

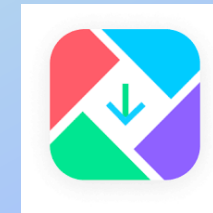


Bhushan Maheshwari

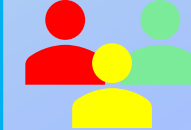
OVERVIEW

1. It is a digital distribution service operated and developed by Google.
2. It serves as the official app store for certified devices running on the Android operating system and its derivatives, as well as ChromeOS, allowing users to browse and download applications developed with the Android software development kit and published through Google.
3. Google Play has also served as a digital media store, offering games, music, books, movies, and television programs.
4. Content that has been purchased on Google Play Movies & TV and Google Play Books can be accessed on a web browser and through the Android and iOS apps.

SIMILAR MARKET PLACE



Over 190+ countries round the globe use Google play Store



Over 2.5 Billion monthly users



Over 3.95 Million apps available



Supports 77 Languages



25% market share worldwide while Over 95 % market share in India



Nielsen's Usability Heuristics for User Interface Design



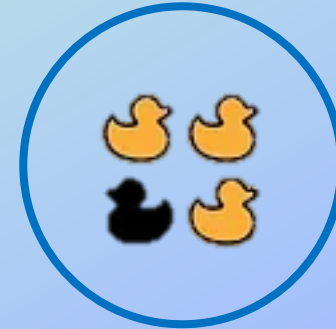
Visibility of
System Status



Match Between the
System and the Real
World



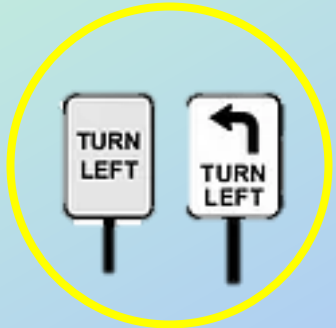
User Control and
Freedom



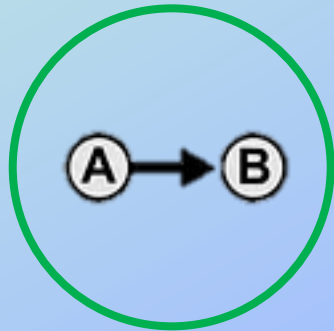
Consistency and
Standards



Error Prevention



Recognition
Rather than
Recall



Flexibility and
Efficiency of Use



Aesthetic and
Minimalist Design



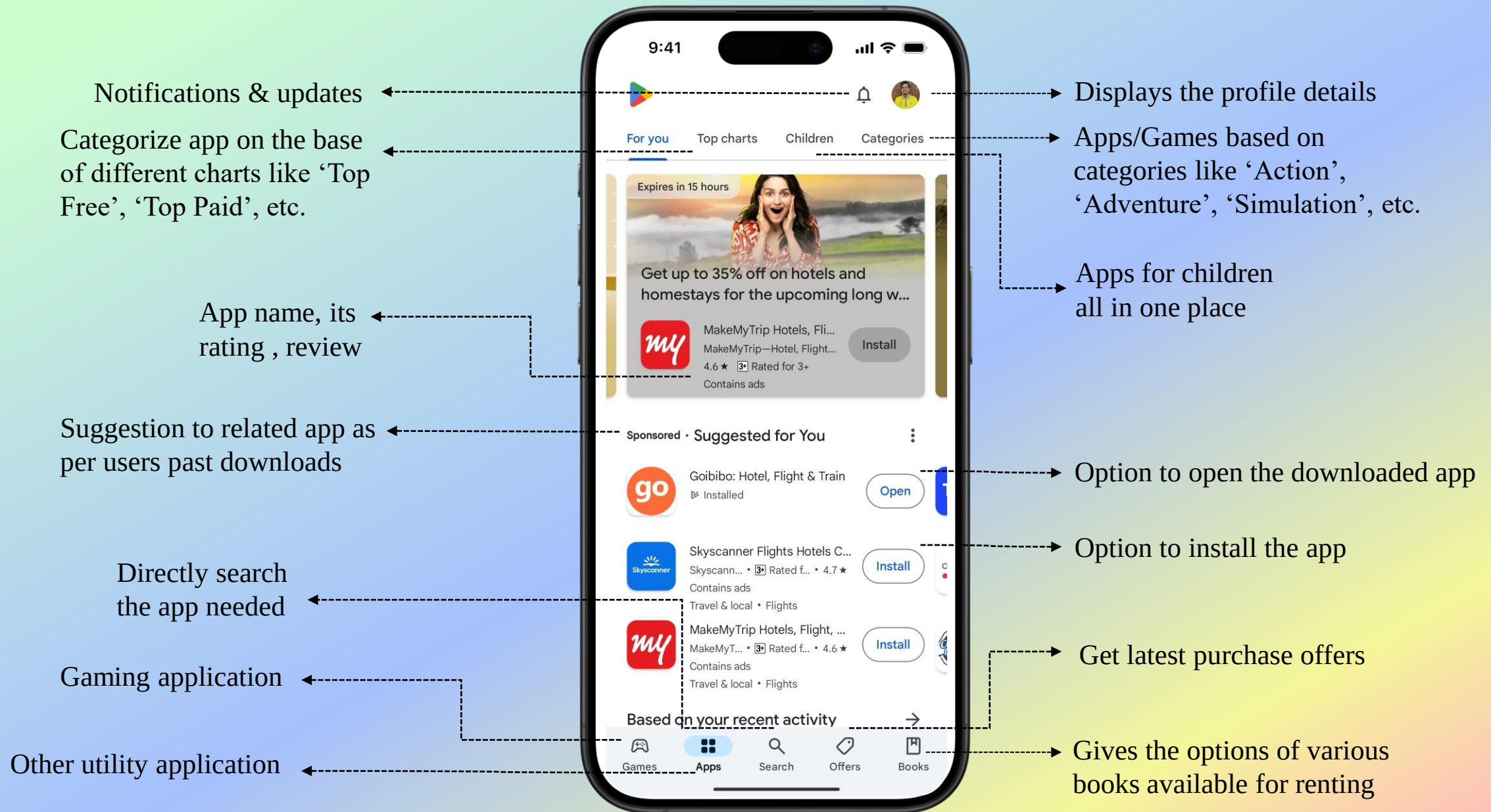
Help users Recognize,
Diagnose & Recover
from Errors



Help and
Documentation

Let's breakdown Google Play Store's UX using Nielsen's 10 Usability Heuristics

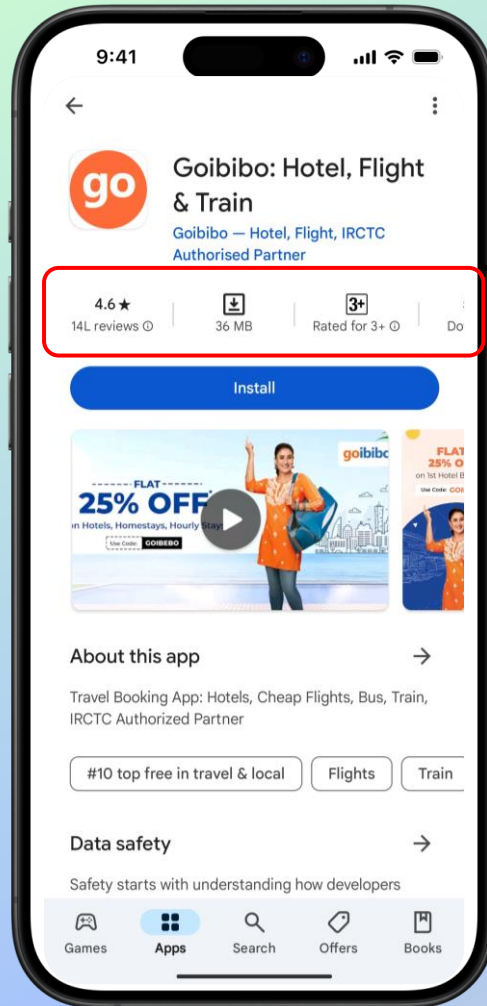
LAYOUT of GOOGLE PLAY STORE



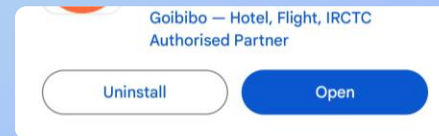
Visibility of System Status



“The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.”



1. The interface clearly displays the name of the app, its size, reviews and rating, average star and even the age it is suitable for.
2. Once the app is downloaded, it shows an option to open it or uninstall it

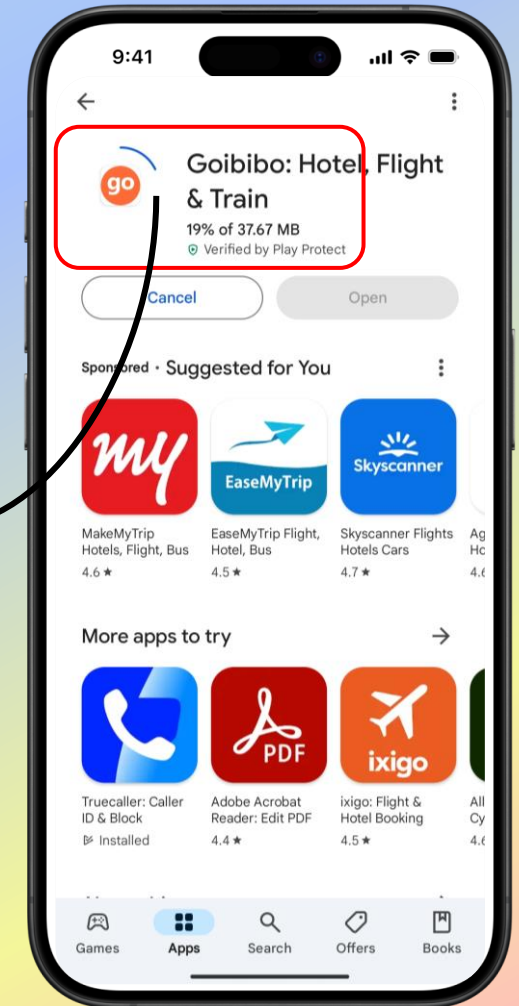


3. An animation of download in progress along with its percentage is shown to keep the public engaged and get them the idea that the download is in process



Violation

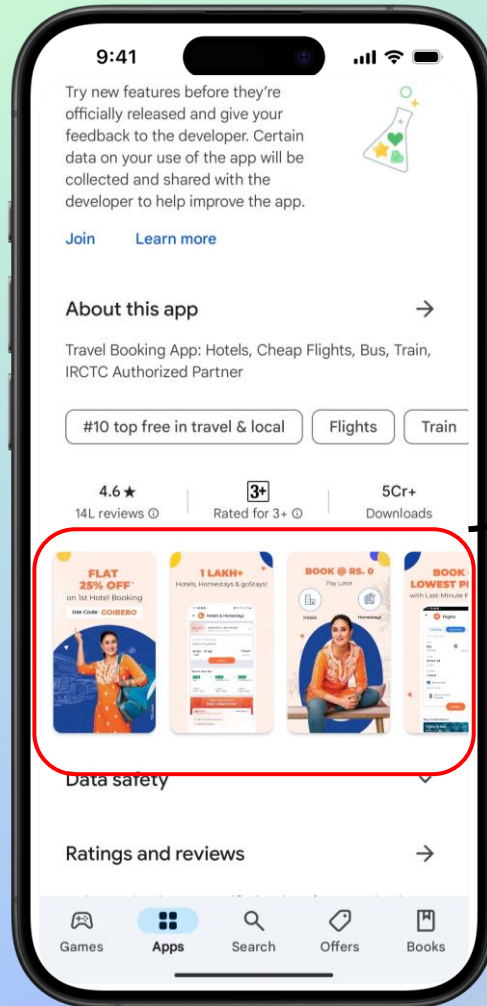
1. Download may be delayed due to poor internet connectivity
2. Download may not start or stop in between due to insufficient space on the device



Match Between the System and the Real World



“Talk the user's talk, not your own. Use words and ideas they understand, avoiding technical jargon.”

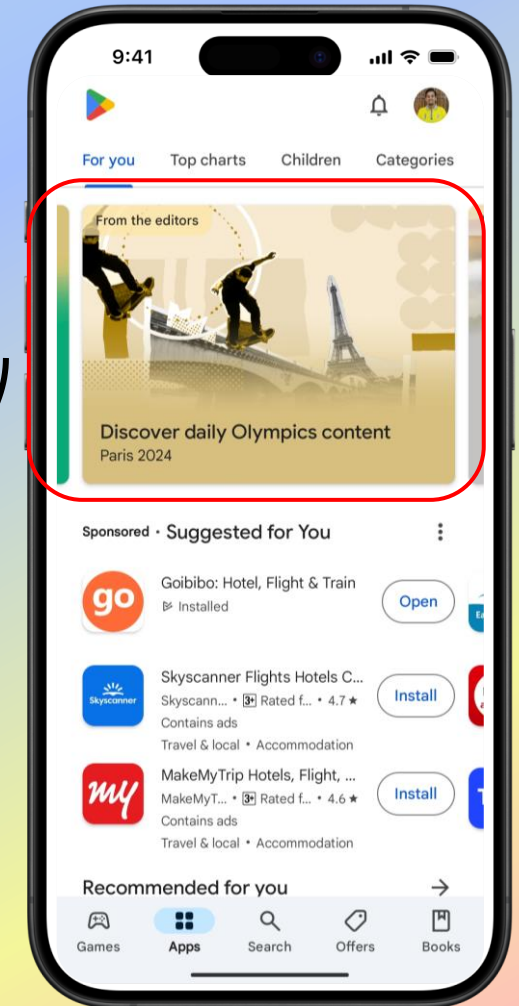


1. The pictures & videos in the app description showcasing the app in the real world & how the interface will look after it is downloaded
2. The app commonly has an animation at the top of its home screen indicating the a direct link with the real world & showcasing the related downloads when clicked upon.



Violation

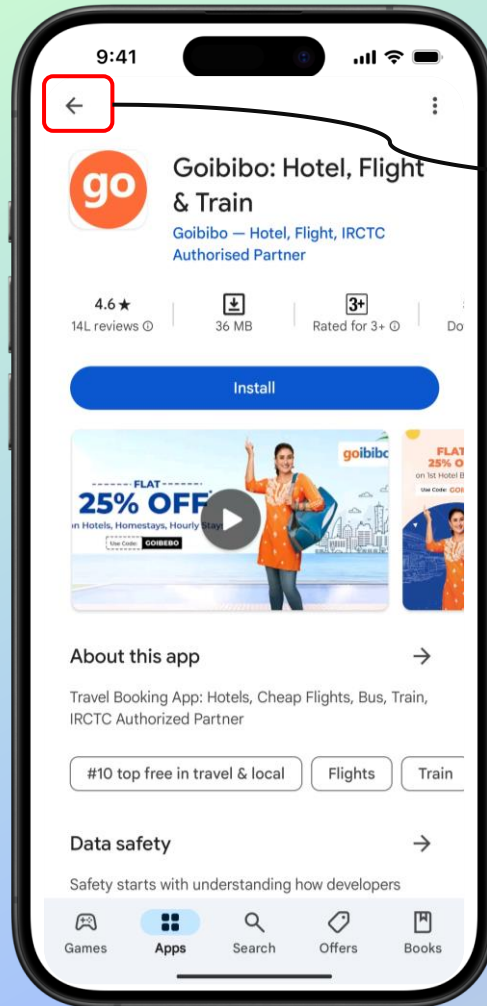
Sometimes the images shown does not exactly resemble the app UI



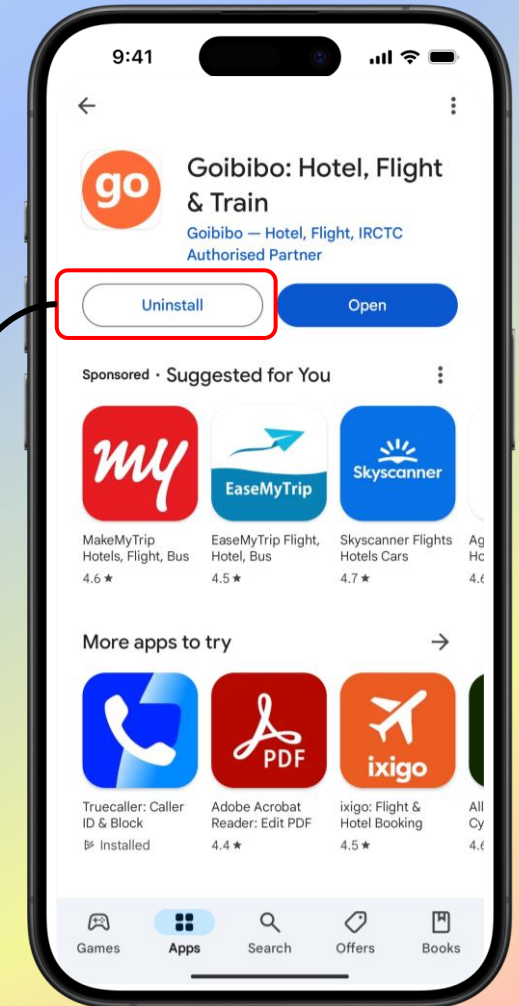
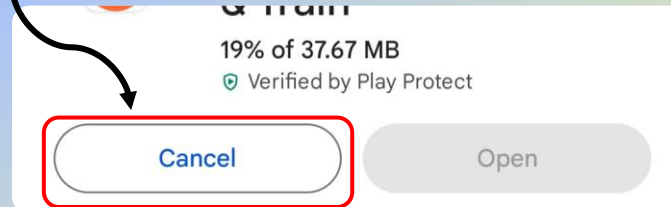
User Control and Freedom



“People sometimes mess up. Make it easy for them to undo their actions without a hassle.”



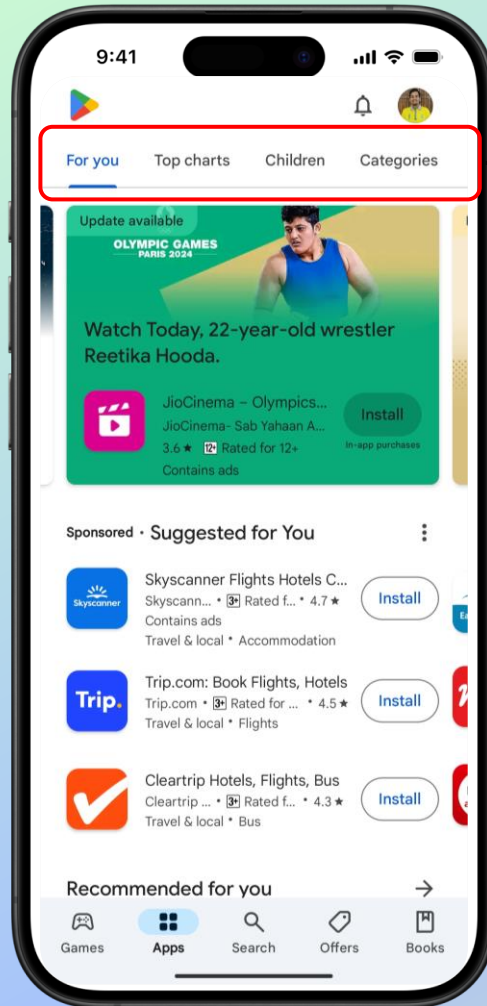
1. Users have the back option to go back if they don't wish to download the app.
2. They can also Uninstall the app with this option if they don't find the app useful after downloading it
3. They can also stop the downloading in between if they change their mind



Consistency and Standards



“Keep things consistent! Don't confuse users with different terms or actions for the same thing. Follow industry standards too.”

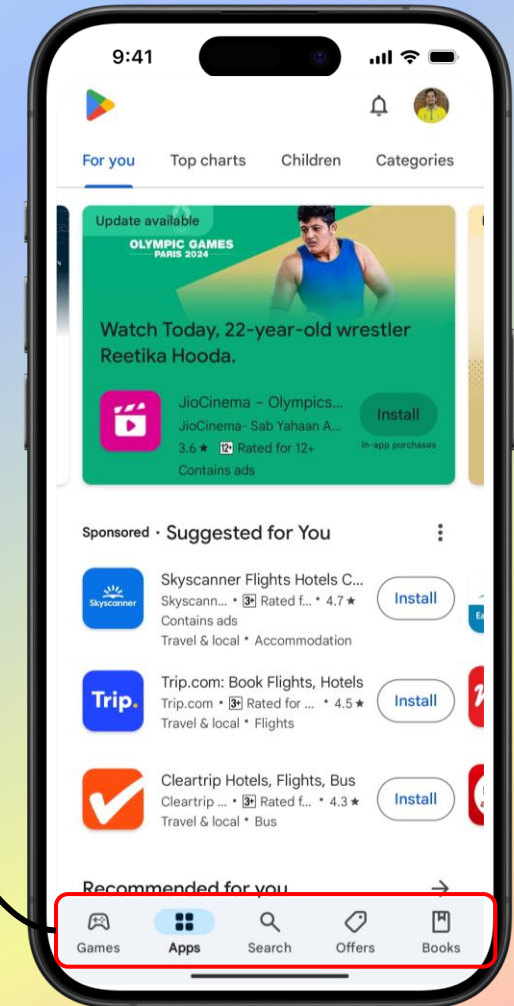


1. Apps are being categorized using these following topics making it easier for user to choose
2. Applications are further categorized using ‘Games’, ‘Apps’, ‘Books’ making a seamless experience for users
3. Google's products feel like a unified ecosystem thanks to a consistent design language



Violation

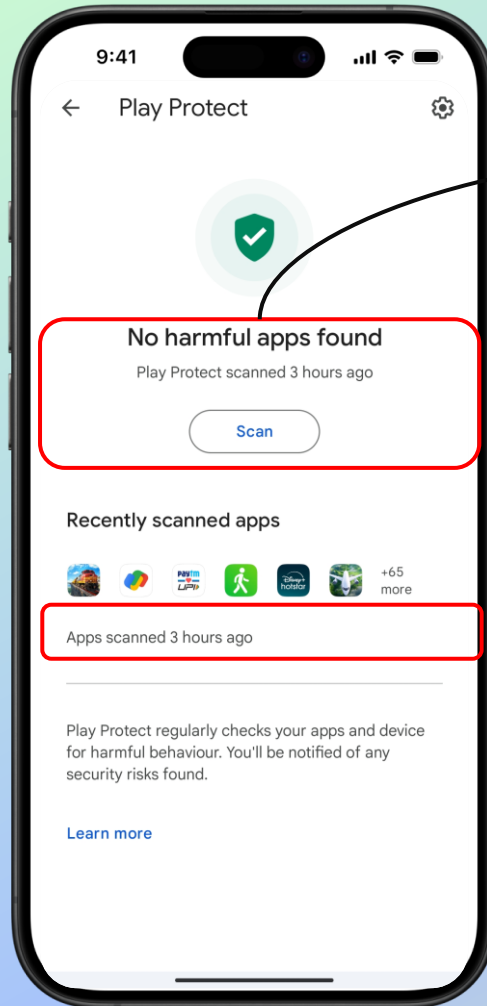
Sometimes this creates a confusion for the user.



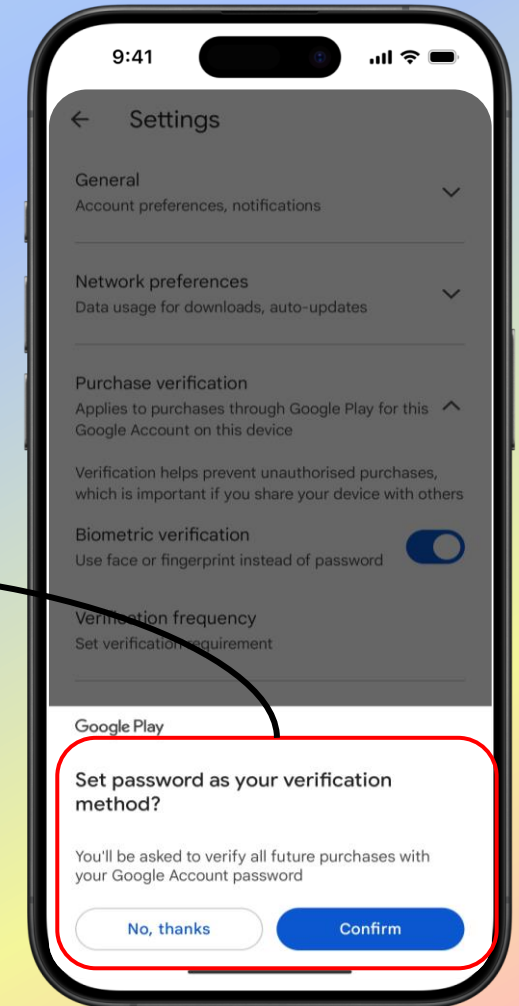
Error Prevention



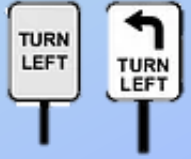
“Sure, clear error messages help, but the best designs avoid mistakes altogether. Prevent errors or double check actions with users before they finalize.”



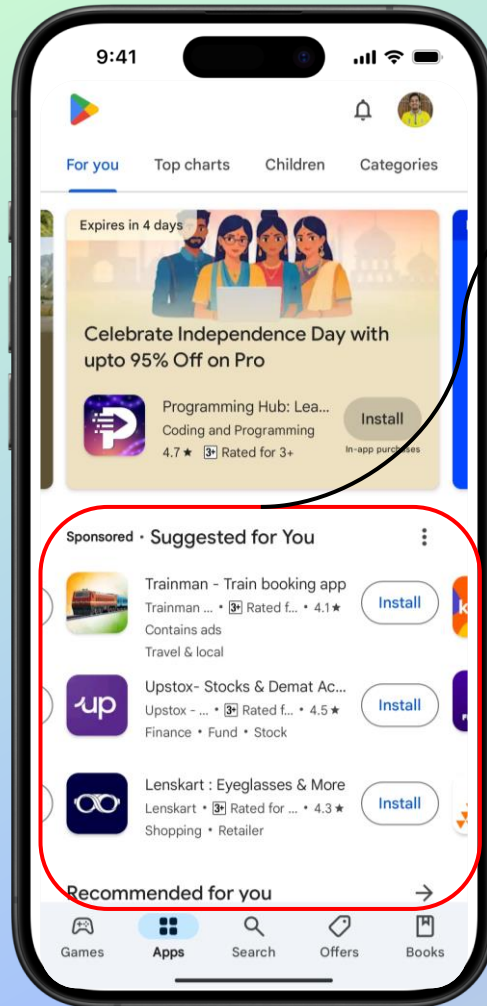
1. Google Play comes with a ‘scan’ feature of that prevents harmful apps from being download.
2. We can also scan the apps after they are being downloaded too.
3. Google Play comes with a authentication system of biometric verification that prevents from unauthorised payments



Recognition rather than Recall



“Make things clear and present at all times, so users don't have to remember details as they interact with the design.”

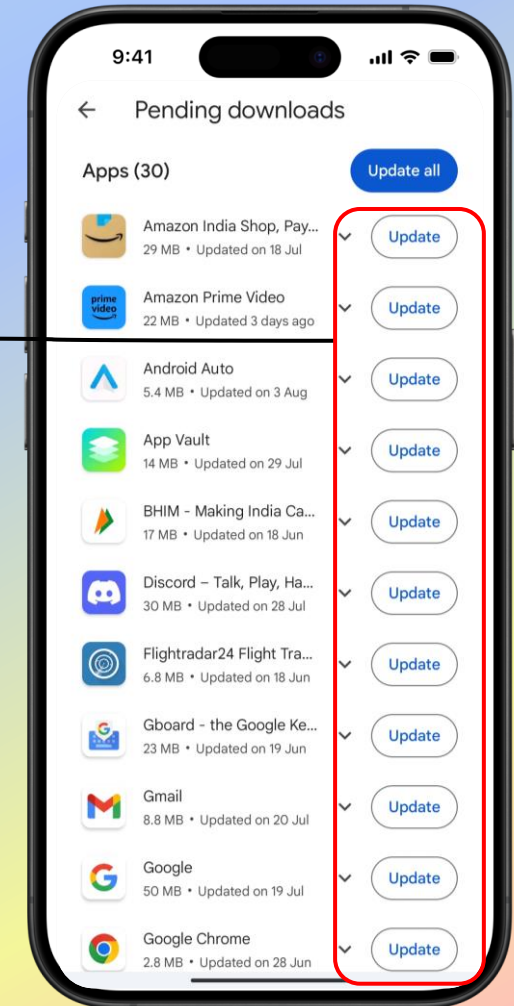
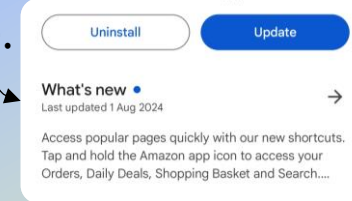


1. A series of suggestions for the user is located at the home screen itself
2. Clear display of the apps that need to be updated making it easier for users.
3. Description of the new update that the app has, letting users to know if they really want to download this update.

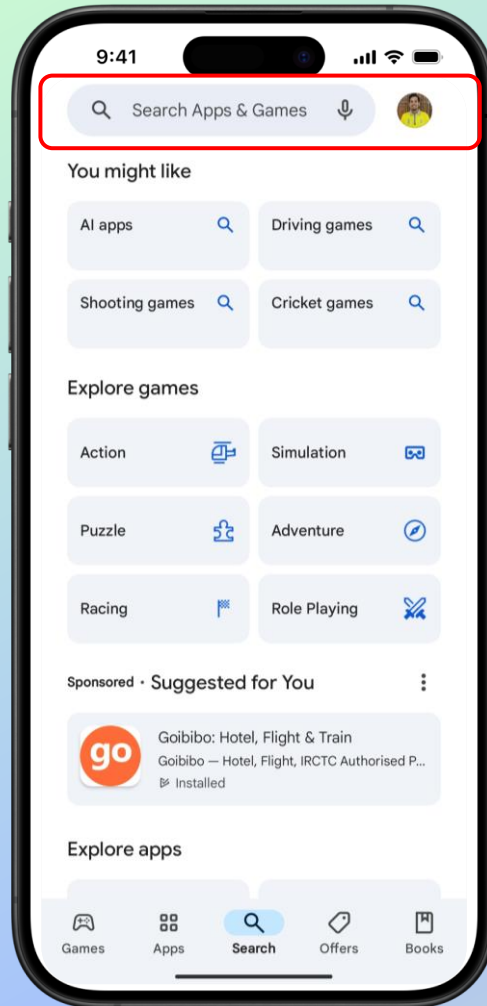


Violation

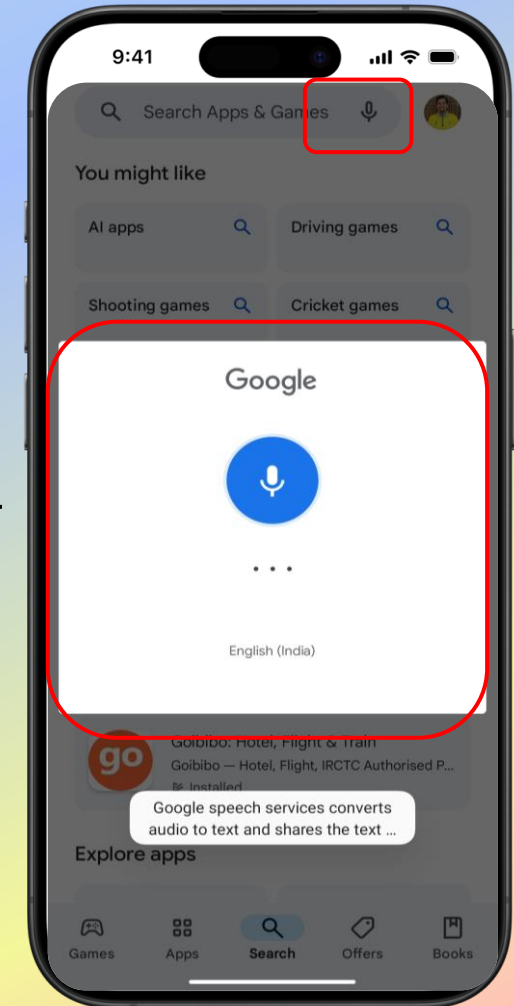
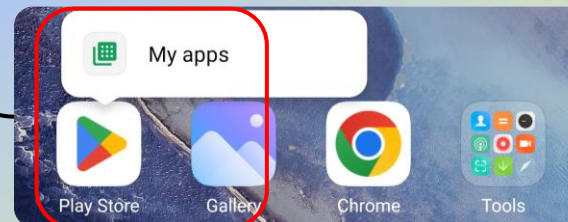
Sometimes these update also contain glitch and even virus making the apps with latest version to crash



“While beginners see a straightforward interface, shortcuts are available for experienced users to work faster. This flexibility caters to both comfort and efficiency.”



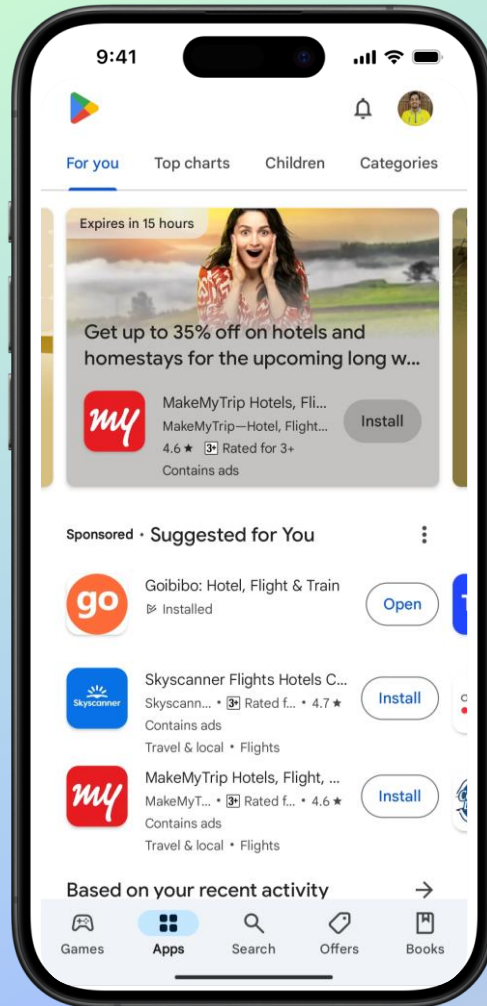
1. Rather than finding individual apps for download, users can simply search the name of the app, games etc. to speed up the process.
2. Google Play Store has been integrated with ‘Google Assistant’ features, letting users to search for the app by giving voice command
3. Also has a feature of smart integration, with quick shortcuts which are accessible from the home screen even before opening the app.



Aesthetic and Minimalist Design



“Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.”

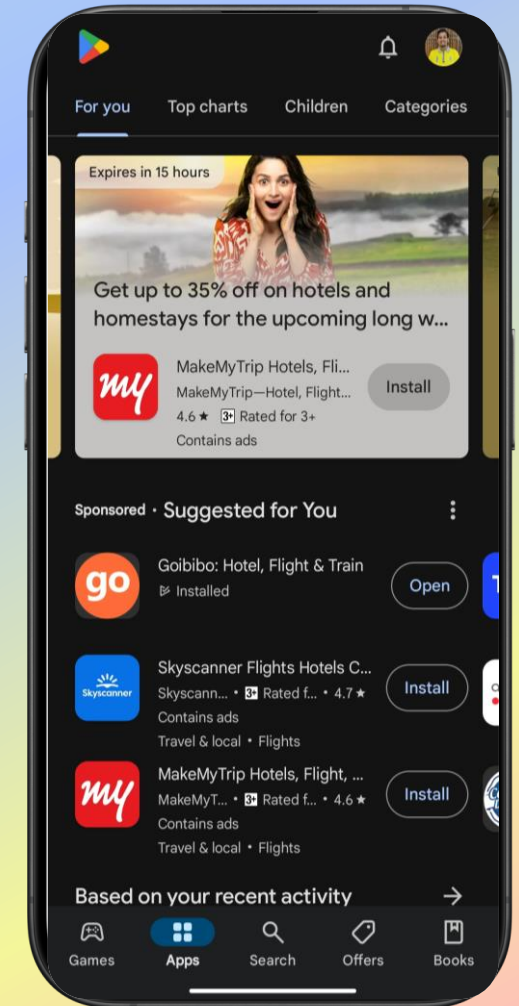


1. The app offers a really clean interface and displays only the relevant apps upfront making the experience smooth.
2. Same color scheme has been followed with almost all icons on the home page, to make it visually appealing.
3. The app can toggle between both light and dark mode thereby reducing the strain on the eyes.



Violation

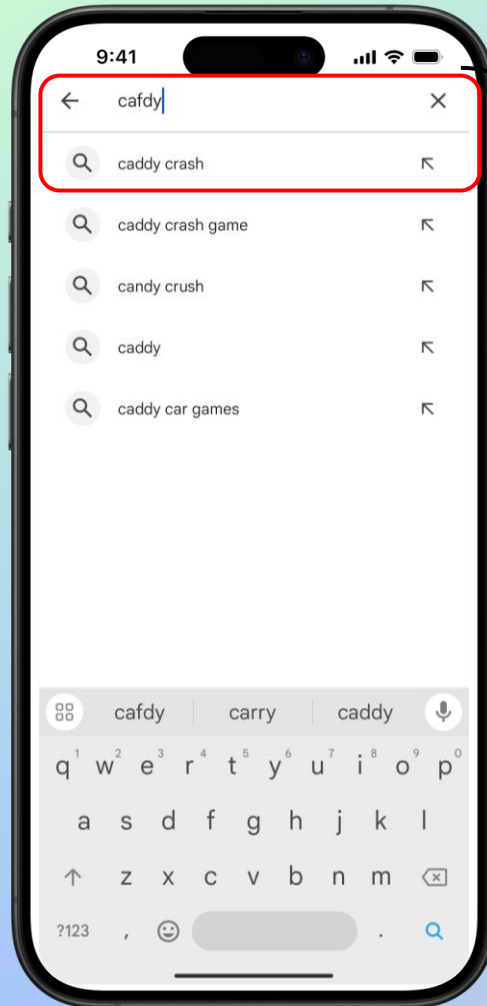
Some sections like Library, Payment Section etc. may not follow the same minimal & less cluttered aesthetic.



Help users Recognize, Diagnose & Recover from Errors



“When something goes wrong, the message you see should be easy to understand. It should clearly explain what the issue is, not use any confusing codes, and ideally offer a way to fix it.”

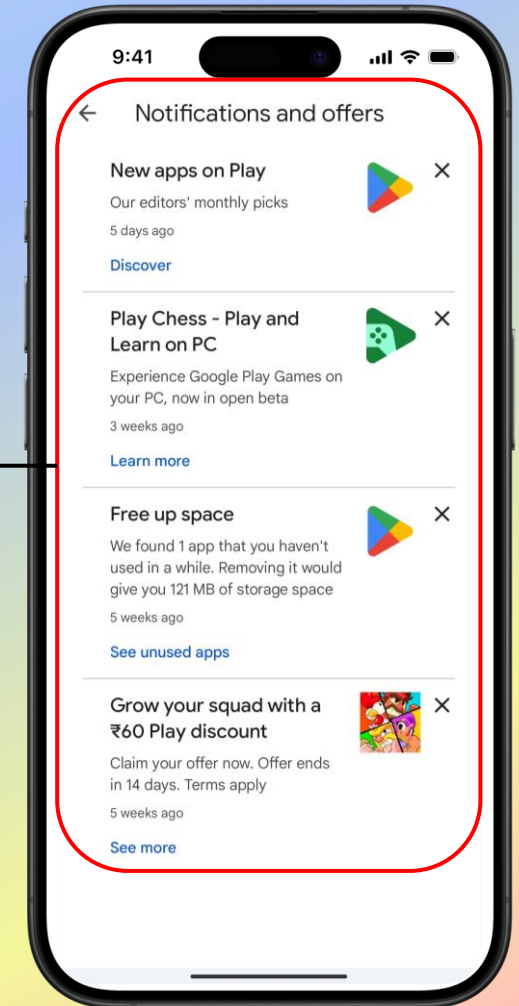
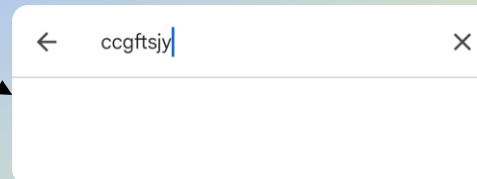


1. Provides autocomplete search suggestions
2. Rectifies spelling mistakes and provides relevant results based on the area
Eg. Cafdy – Caddy Crash Riding
3. Personalized notification enables user to discover new apps , free up device space etc.



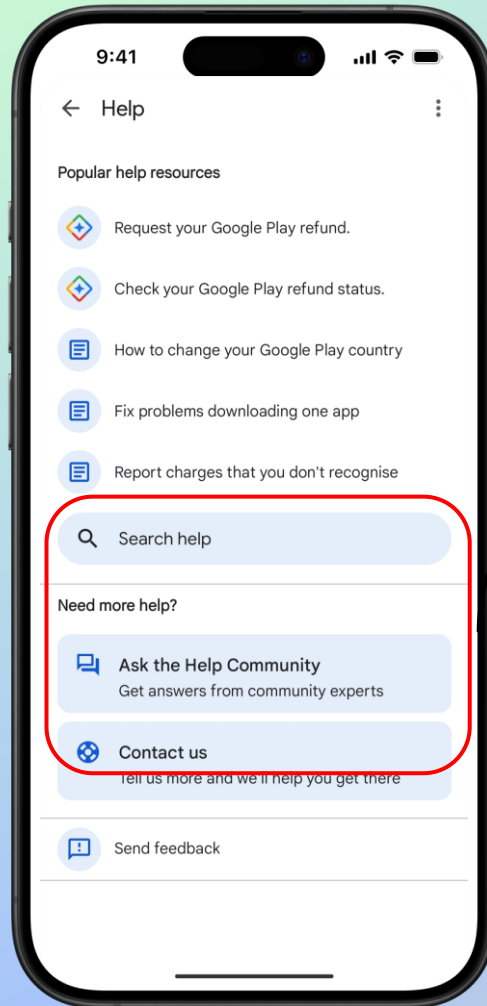
Violation

No error message provided if user types something wrong, no similar suggestion provided.





“The ideal system is self-explanatory, but offering clear documentation empowers users who want a deeper understanding or prefer a reference guide.”



1. Help section has been provided to address the issues faced by users.
2. In the help section, solutions for FAQs have been provided.
3. Furthermore, user can contact support if the issue remains unresolved.



Violation

The help section is currently buried at the bottom of the page, making it less accessible.

