



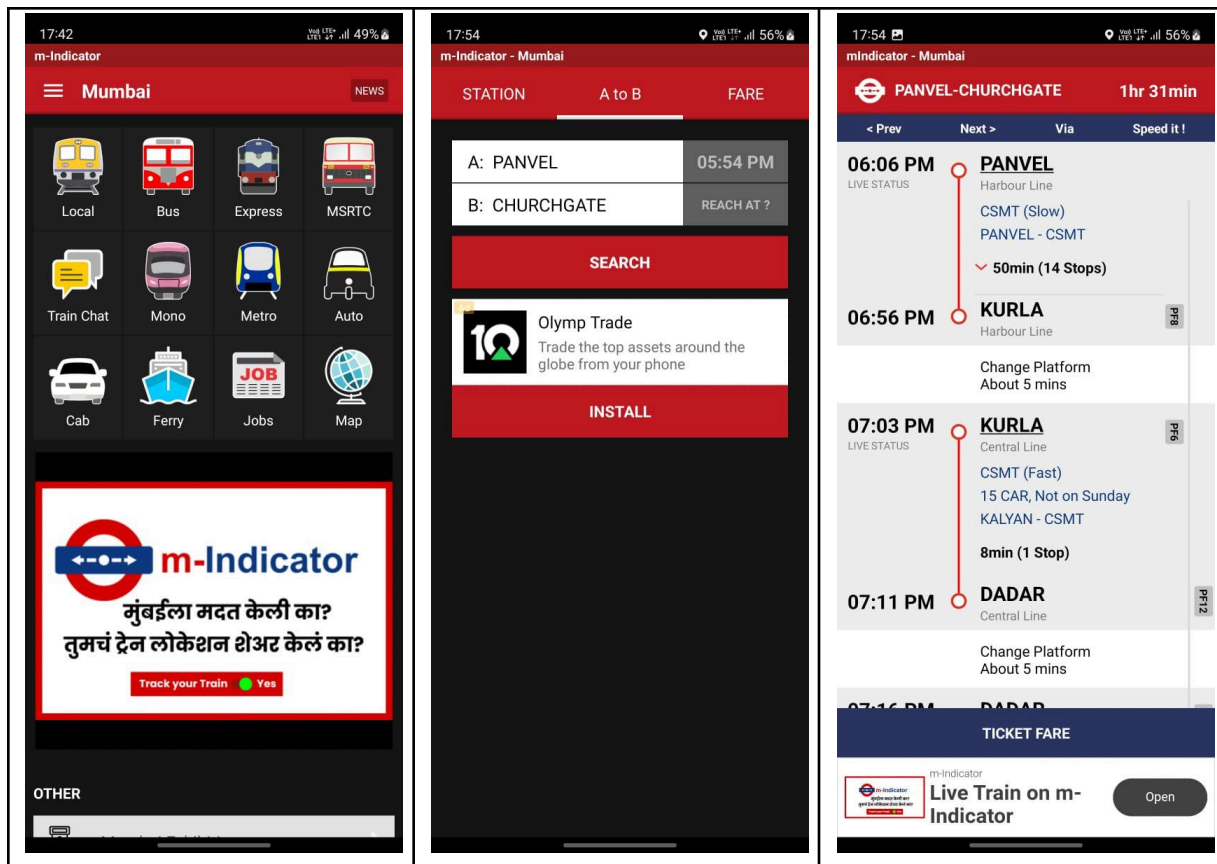
## **IE418: UX Design for Mobile Applications**

### **Elements of Simplicity For M-Indicator App**

M-Indicator is a transportation related mobile application that primarily provides information about public transportation in the cities of Mumbai and Pune.

#### **1. Time: How long it takes to complete an action.**

The time taken to locate any service is a minimum of 10-15 seconds on this app which gives details of the time and location of the vehicle/transport. This is extremely efficient as compared to finding physical signs.



## 2. Money: The fiscal cost of taking an action

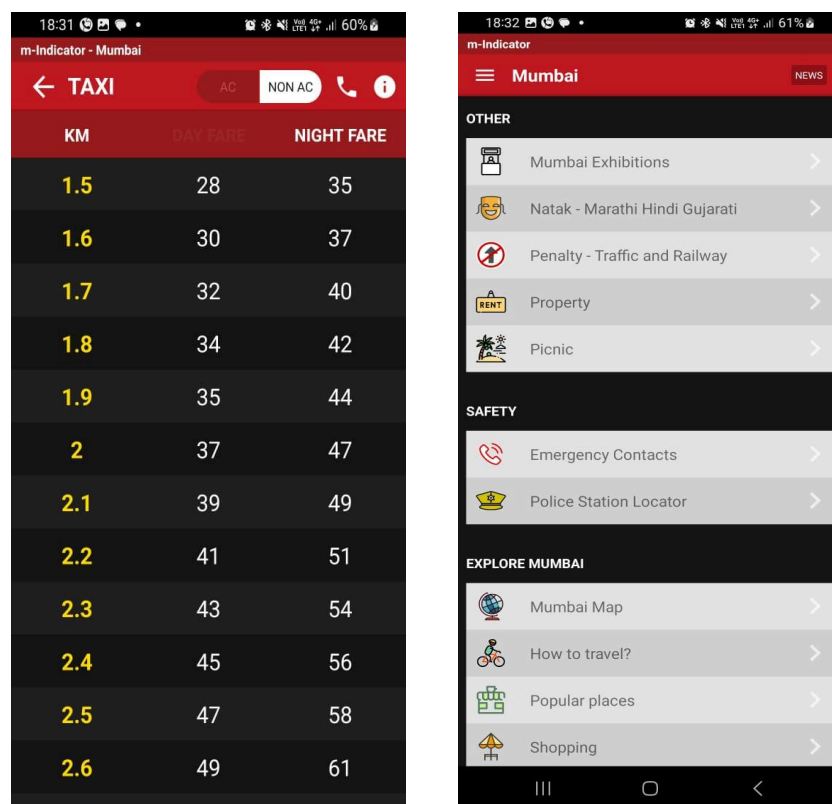
The m-Indicator app is used only for tracking and no money is required for that action. It does however redirect to another app to purchase tickets but no money is required on this application.

## 3. Physical Effort: The amount of labour involved in taking the action.

The m-Indicator app has displayed all the services in a very clean and simply understandable manner which reduces errors

and thus reduces physical effort. All services are displayed in the top half of the page and thus require no scrolling. After selecting the desired service, for e.g. local train, the next page consists of the list of destinations and the list of zones. The list of zones further reduces the need for excess scrolling. After just a few taps you can find what train you're looking for. So, it is pretty efficient and requires minimum effort.

#### 4. Brain cycle: The level of mental effort and focus required to take an action.

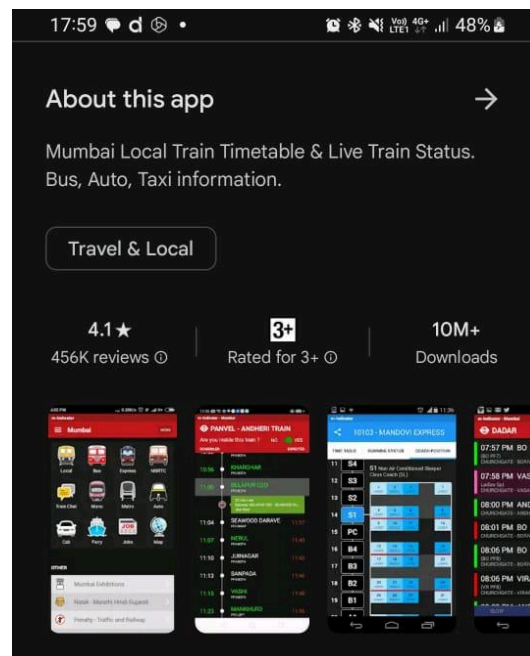


The mental effort required to use the m-Indicator app varies among users. First time users might find it overwhelming due to the vast amount of information presented, especially if they're unsure which train or bus to take to reach their

destination. This confusion can make it challenging to navigate the app effectively. However, as users become familiar with the app's functionalities, it becomes quite straightforward, provided they know their mode of transport and have the necessary details.

The app's well-labeled features and adequate layout facilitate easy navigation, requiring minimal focus. The users simply need to ensure they enter their details correctly. However, the frequent appearance of ads can be distracting.

## 5. Social deviance: How accepted the behaviour is by others.



The m-Indicator app aligns well with social norms in Mumbai and Pune. It has been downloaded by over 10 million users,

indicating its acceptance and integration into daily commuting routines. The app is regularly updated, providing accurate information, which is essential in large cities like Mumbai and Pune, where multiple modes of transport can be confusing. Its popularity suggests that relying on m-Indicator for public transport information is a socially accepted behavior among commuters in these cities.

## **6. Non-routine: How much the action matches or disrupts existing routines.**

The m-Indicator app has integrated into the daily routines of commuters in Mumbai and Pune, aligning well with existing travel habits. By providing real-time train tracking, bus schedules, and route planning, it has become an essential tool for millions of daily commuters. Before it was made, commuters often relied on multiple sources for travel information, leading to confusion and inefficiencies. The app's comprehensive features have made the process easier, reducing the need to switch between different platforms.