UX ACTIVITY
8 LAWS OF UX ANALYSIS

Mobile Application :
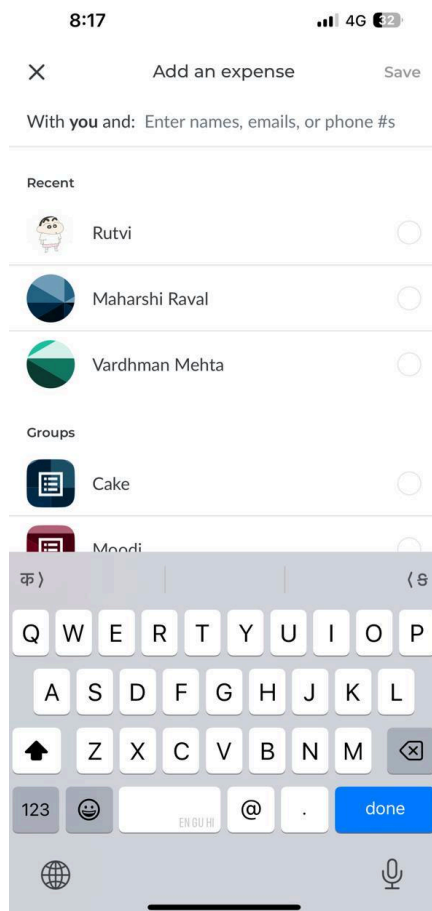Splitwise - Adding & Settling expense in a group

Members :
Herik Patel - 202201407
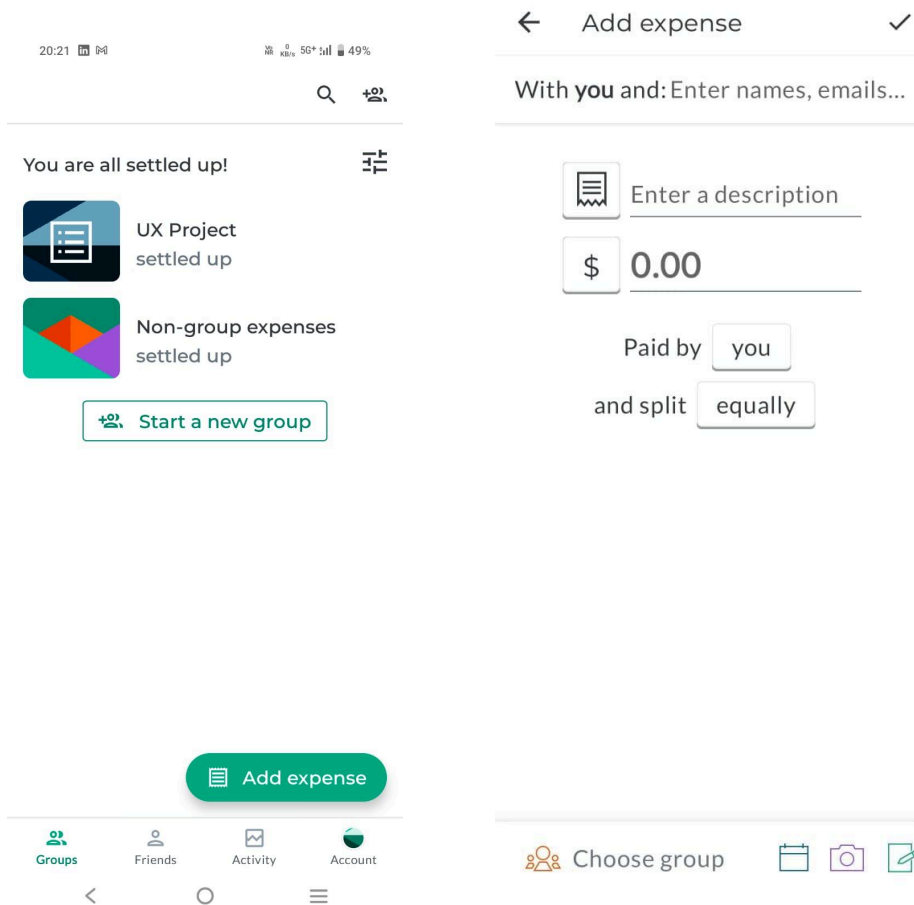Siddhant Kotak - 202201410
Vardhman Mehta - 202201444

1. Hick's Law:

- The screenshot shows Splitwise's interface for adding an expense, where users can select recent contacts or groups, simplifying the process with clear and limited options.
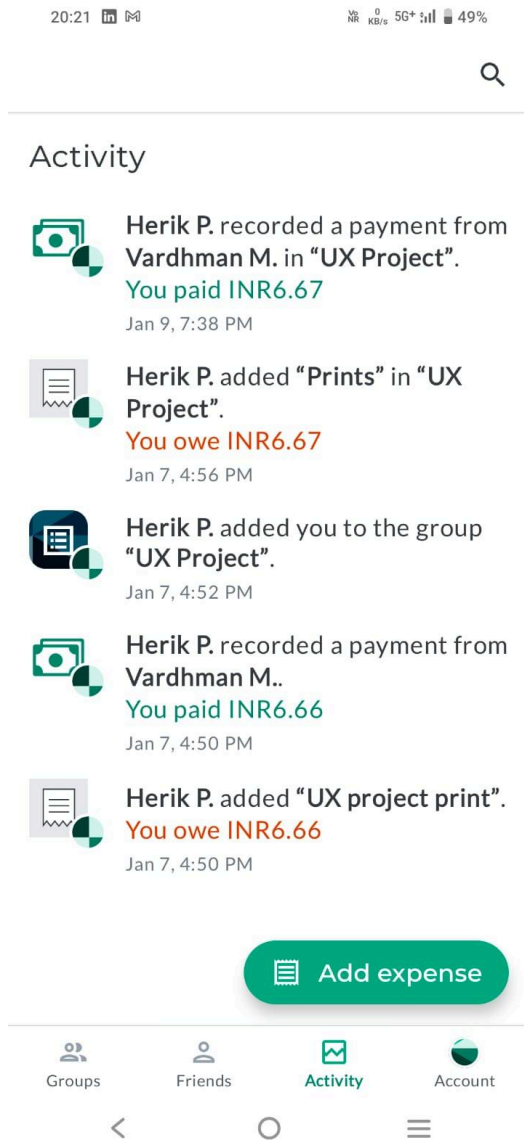
- Simplifying choices, like displaying recent contacts and groups, helps users quickly decide and act without feeling overwhelmed.

2. Fitts' Law:

- The "Paid by" and "Split equally" buttons are placed close together, reducing the distance users need to move their fingers. This layout improves interaction speed and accessibility.

- The large and prominently placed "Add Expense" button ensures faster and easier interaction for users, highlighting the impact of button size and placement.
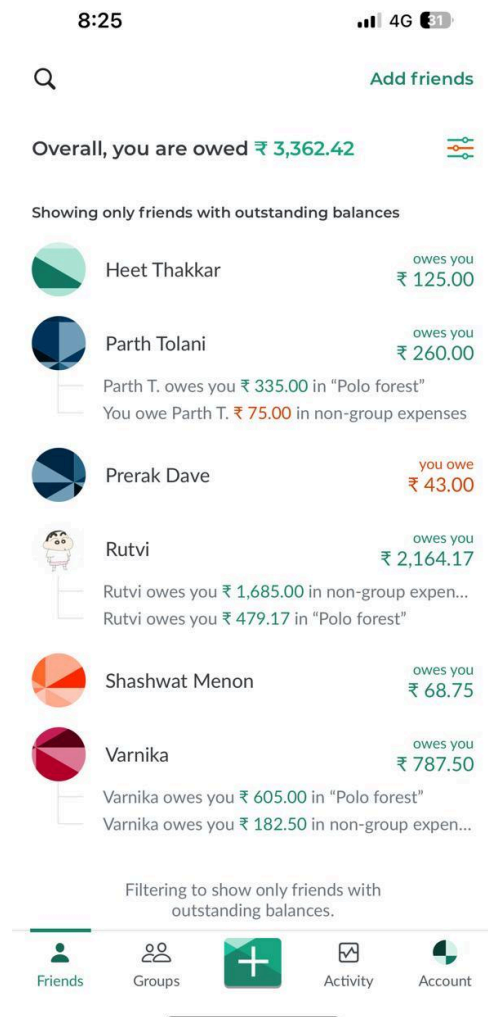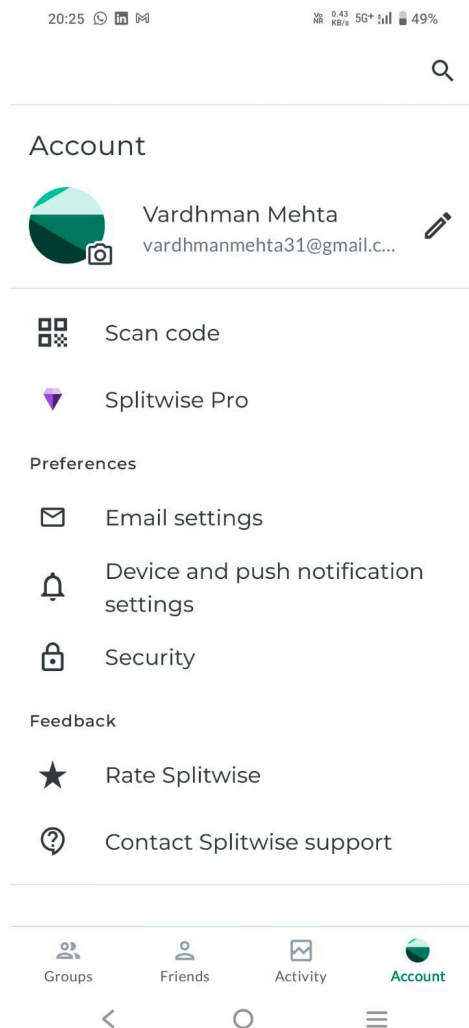
3. Jakob's Law:

- Jakob's Law suggests that users expect a design to follow familiar patterns from other applications they use, enhancing usability and reducing the learning curve.

- The activity section in Splitwise aligns with standard conventions for expense tracking apps. Each entry is structured with clear text, icons, and timestamps, making it easy for users to quickly comprehend and interact with the data.

4. Miller's Law:

- Miller's Law states that humans can only process a limited amount of information at once, typically around 7 (plus or minus 2) items. Chunking related information improves cognitive processing.
- In the Friends and Account sections, information is chunked into related groups (e.g., outstanding balances by friends, account settings). This reduces cognitive load, allowing users to quickly locate and comprehend the information they need.

5. Tesler's Law:

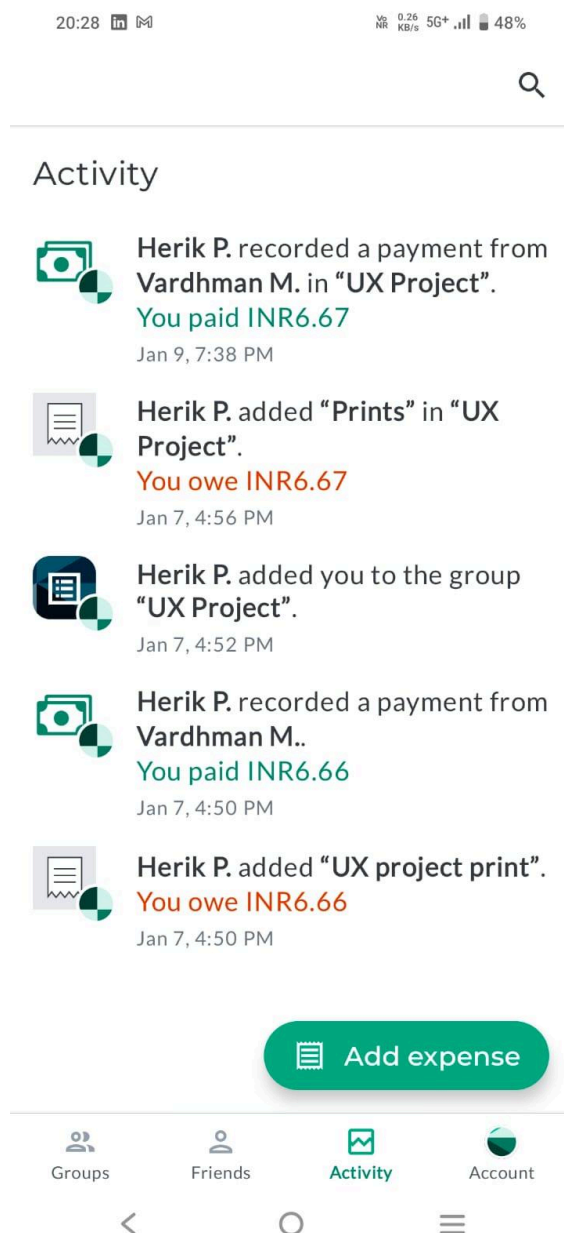● Placeholder text like "Enter a description" and "0.00" provides clear guidance on what the user needs to input without adding extra complexity.

● The predefined "Paid by you and split equally" option reduces decision-making effort while giving flexibility to adjust as needed.

● These elements reduce ambiguity and help users quickly understand what is expected of them, simplifying the process of adding expenses while accommodating the inherent complexity of financial sharing.
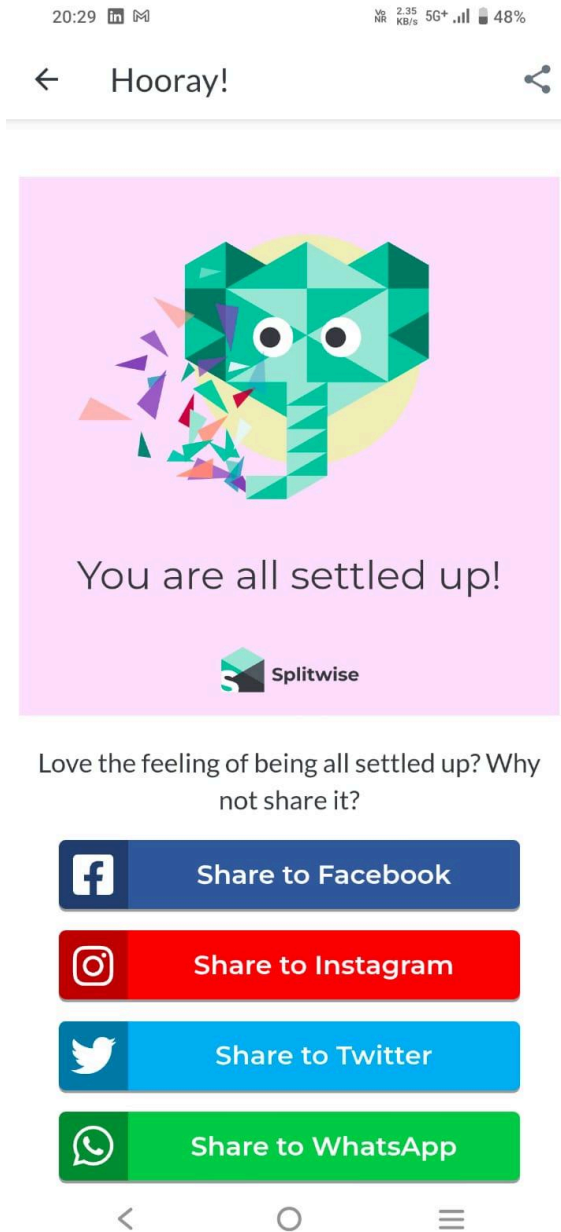
6. Law of Proximity:

- The activity log groups relevant information such as expense names, dates, and amounts close to each other. Payments and groups are visually distinct, ensuring clarity.

- This grouping ensures users can quickly scan and identify related actions, improving readability and comprehension of shared financial activities.

7. Peak-End Rule:

- The "Hooray!" screen celebrates users settling expenses with cheerful visuals and a positive message.
- By focusing on a delightful ending when users clear debts, the app ensures a satisfying and memorable experience, leaving users with a good impression.

8. Aesthetic Usability Effect:

- Splitwise's clean, minimalistic design with soft pastel colors and consistent typography enhances its appeal. Friendly visuals like the elephant mascot build trust, making users more forgiving of minor usability issues, such as slight delays or complex group calculations.