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# UX DESIGN FOR MOBILE APPLICATIONS

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IE418



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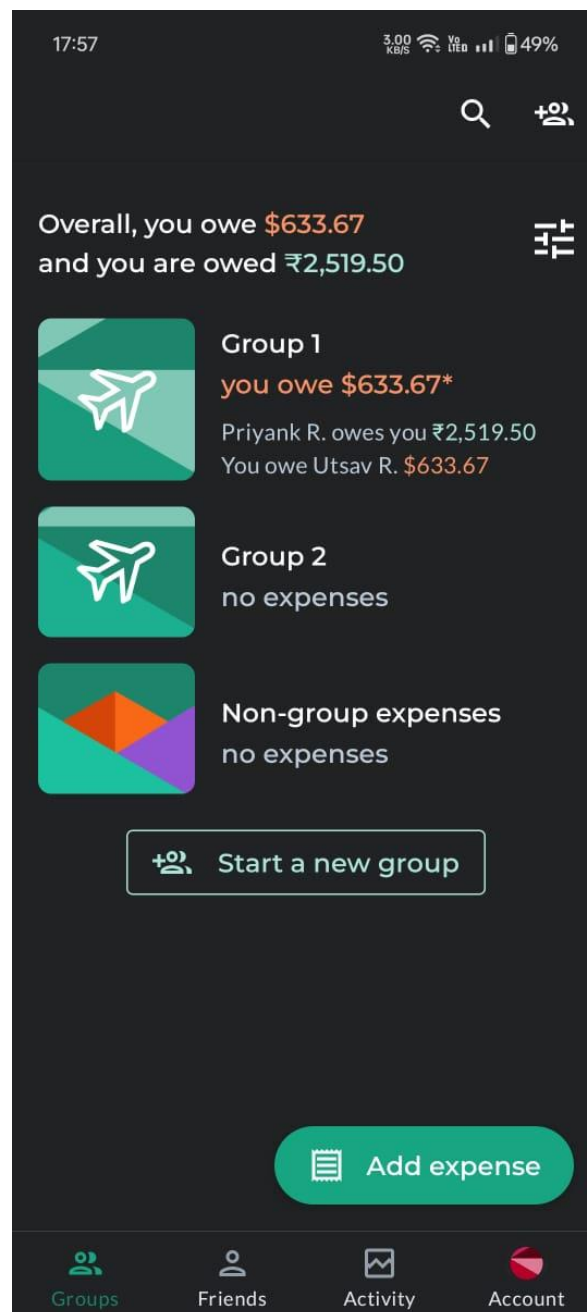
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# Analysis of Splitwise Using 8 Laws of UX Design

## 1. Hick's Law (More options = More time to decide)

### Good Aspects:

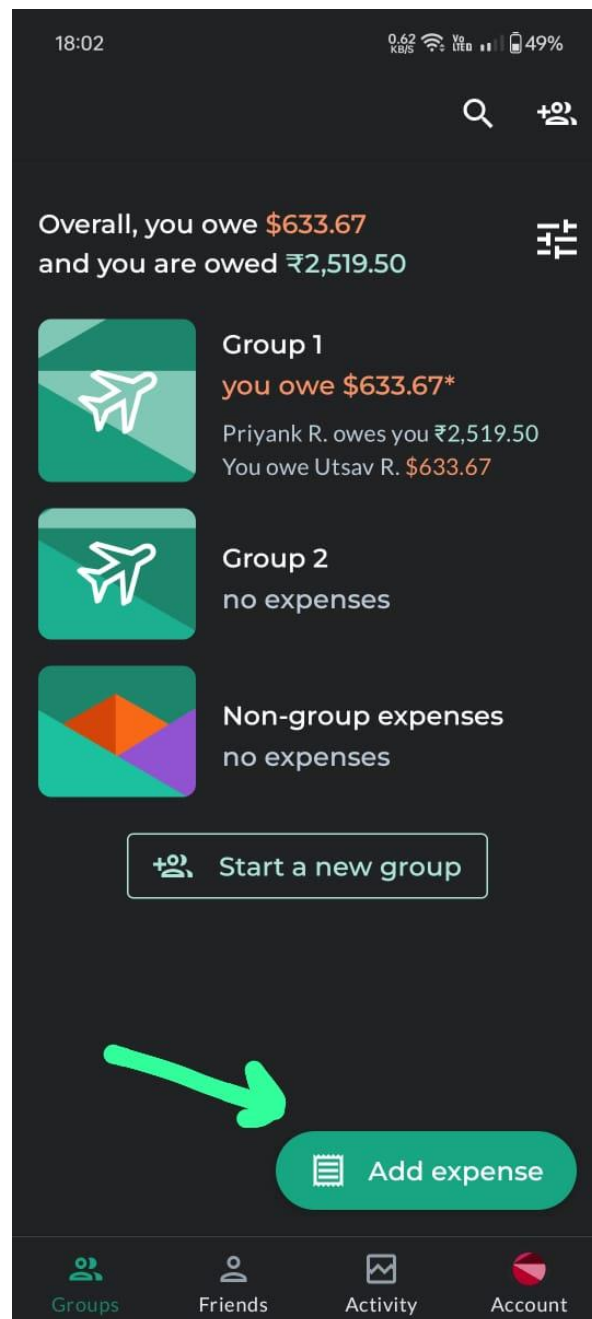
Simplifying options helps users make quicker decisions. Splitwise organizes complex financial data into categorized views such as “Groups,” “Friends,” and “Activity.”



## 2. Fitts's Law (Make it easy to click)

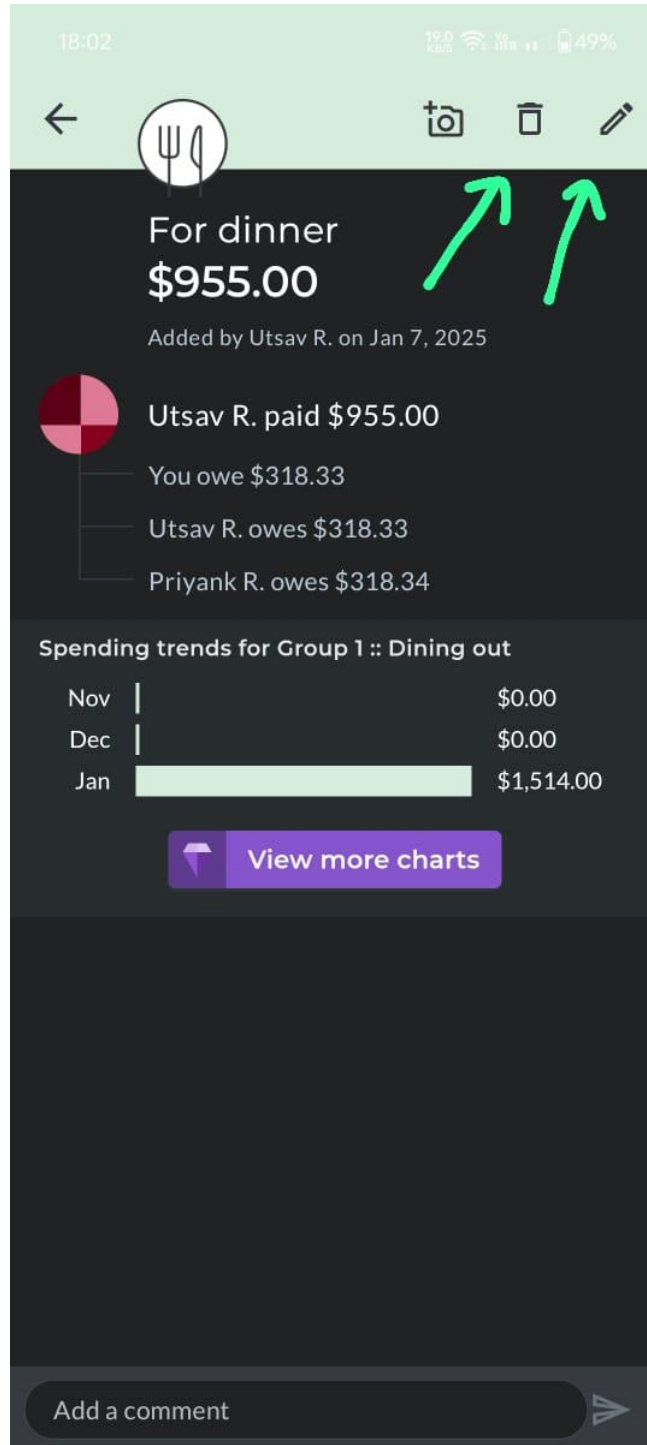
### Good Aspects:

The floating “Add Bill” button is large and prominent, ensuring quick accessibility.



### Bad Aspects:

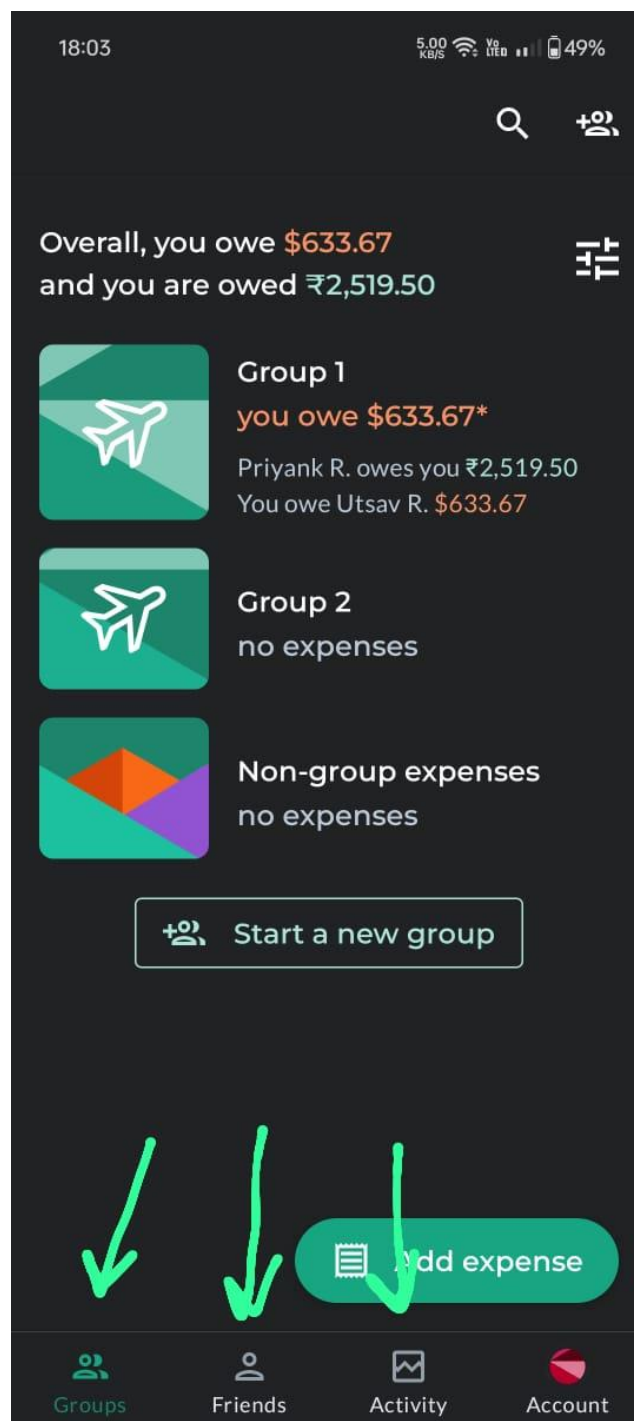
Small buttons for the “delete” and “edit” buttons and also have less gape between those two.



### 3. Jakob's Law (Users prefer familiar patterns)

#### Good Aspects:

Bottom navigation bar follows common design conventions, making it easy to locate "Groups" and "Activity." This represents the use of familiar icons.





### Bad Aspects:


Some features, like splitting expenses unequally or converting currencies, are hidden under menus, making them less intuitive.

18:03 6.00 KB/s Vo LTE 48%





← Add expense ✓

With you and:  All of Group 1

 Enter a description

 0.00

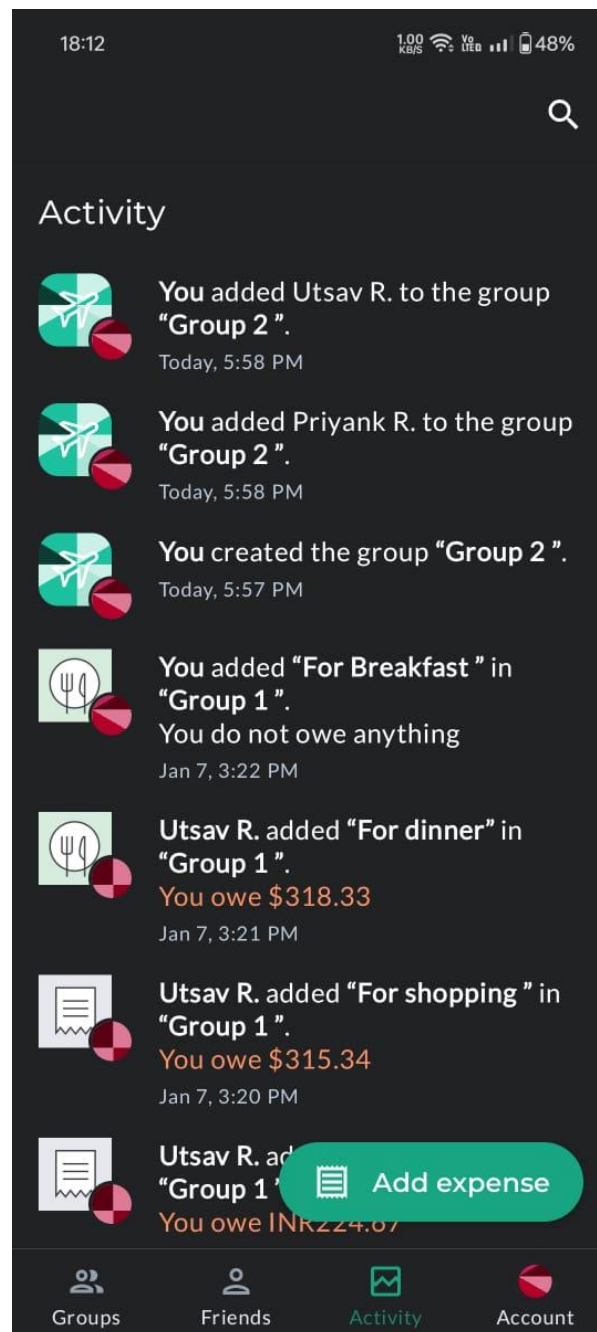
Paid by  and split

 Group 1   

## 4. Miller's Law (Users can keep 5-7 items in memory)

### Good Aspects:

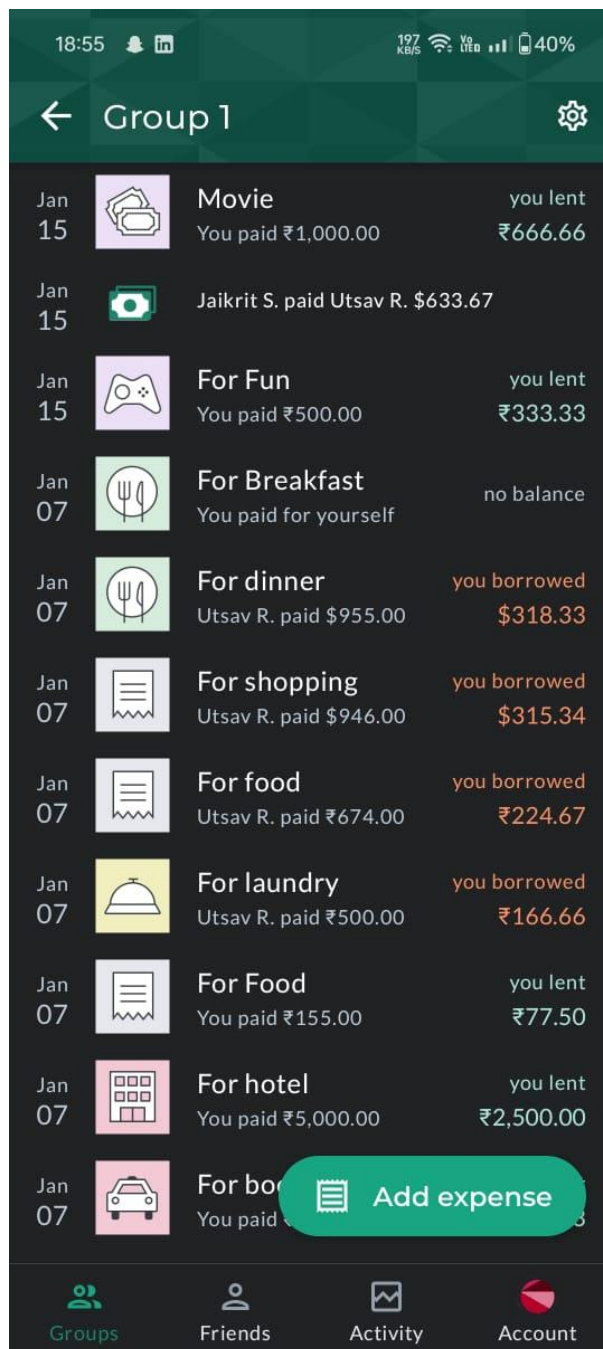
Expenses are grouped into manageable chunks, such as by person or group. Notifications and summaries simplify tracking outstanding balances.



## 5. Tesler's Law (Some complexity is unavoidable)

### Good Aspects:

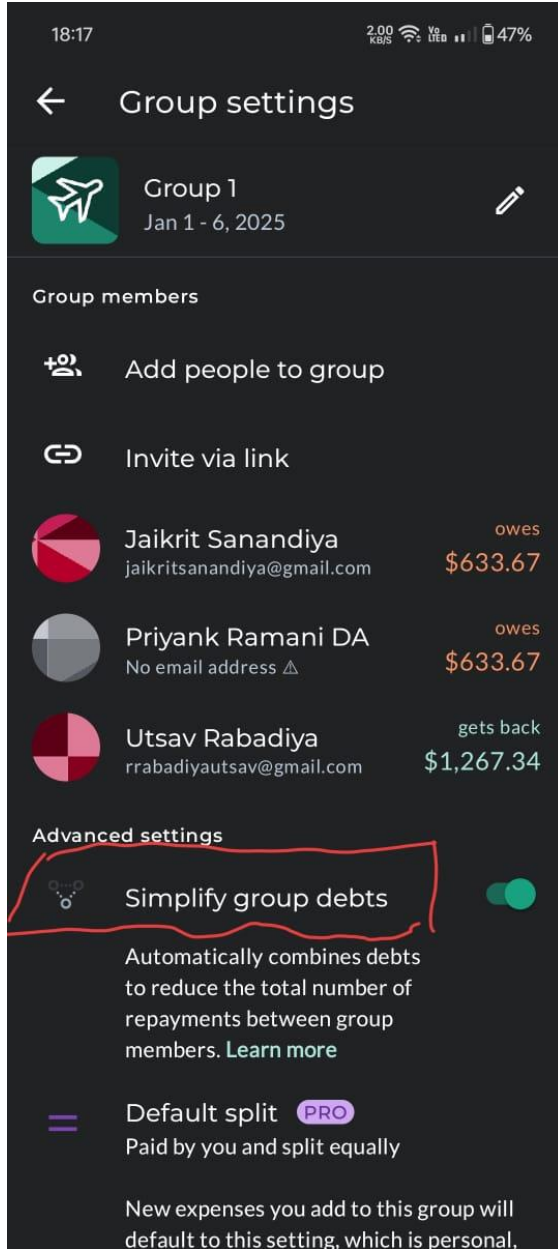
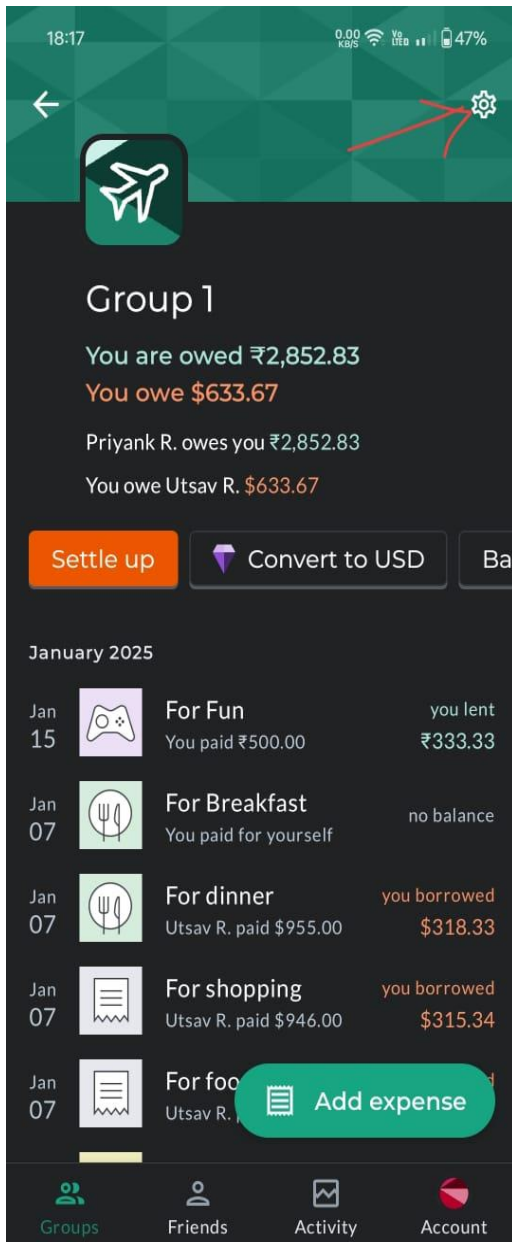
Splitwise automates complex calculations like currency conversion and percentage splits, reducing load.





### Bad Aspects:

The option for “simplify debts” is very hidden feature and hard to find for a normal or new user.



## 6. Law of Proximity (Group related items together)

### Bad Aspects:

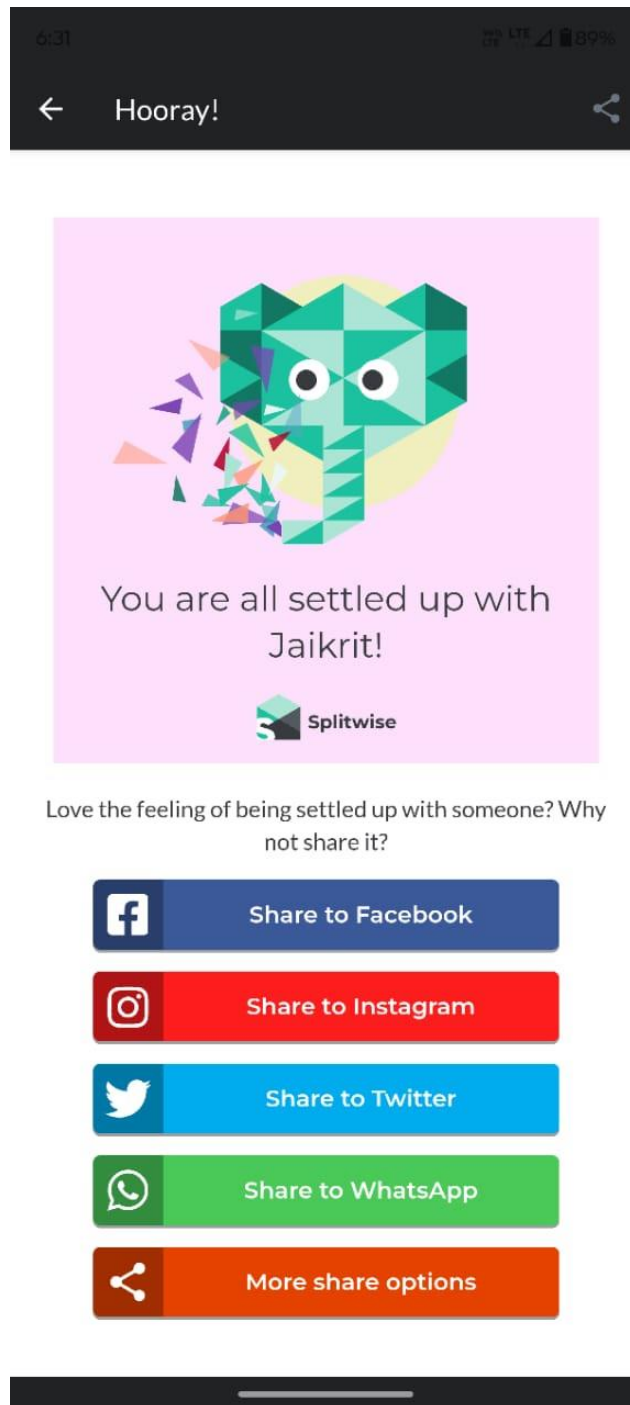
In the activity section, elements are represented very closely hence it is hard for the user to difference between any two activities.



## 7. Peak-End Rule (Users remember the peak and the end)

### Good Aspects:

Notifications like “Debt Settled!” leave a positive impression and provide closure.



## 8. Aesthetic-Usability Effect (Beauty improves usability)

### Bad Aspects:

Some of the options like white mode is unavailable in the app that can add to the beauty of the usability.

