



Dhirubhai Ambani Institute of Information Communication Technology

Course : IE418 UX Design for Mobile Applications

BJ Fogg's Six Elements of Simplicity for

"Roostoo"

Group 2

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App Name : Roostoo – Mock Crypto Trading application.

❖ BJ Fogg's Six rules of simplicity for following application are.....

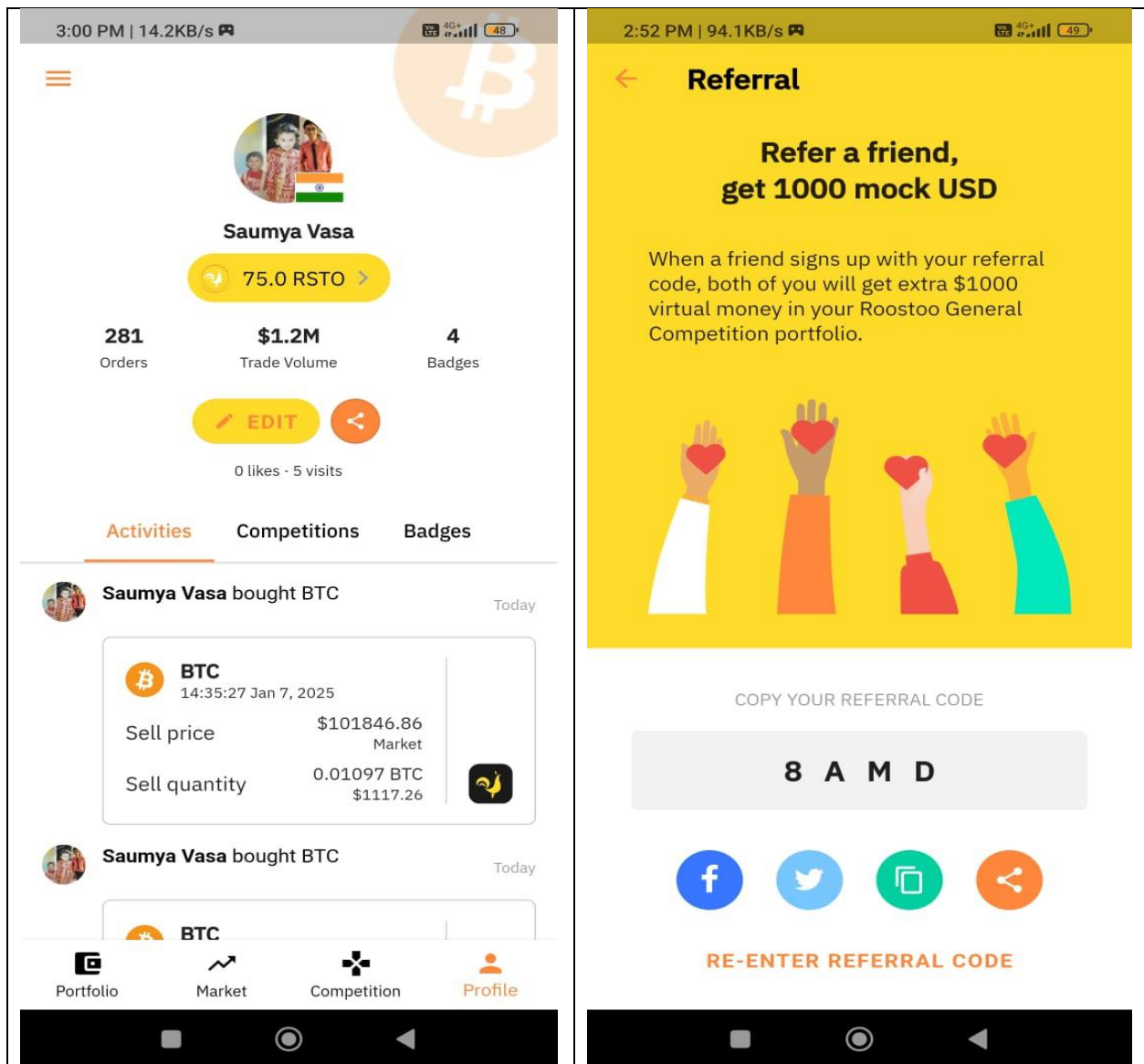
1. Time

New users may struggle with learning how to place their first trade or understand the complex crypto market, leading to longer initial setup times.



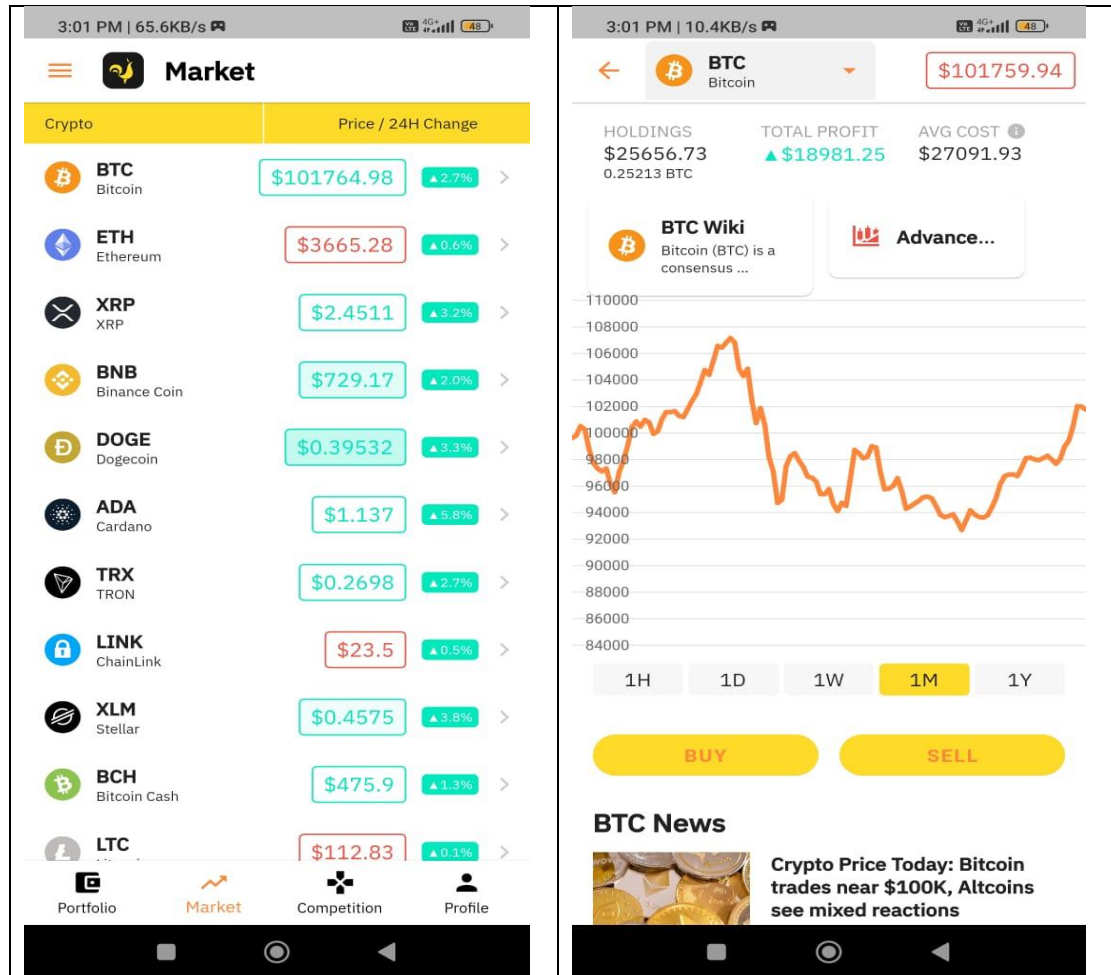
2. Money

The app requires a stable internet connection for real-time market data and trading, and users indirectly spend money on the app through their internet provider via recharges. Additionally, we deal with virtual currency in this app.



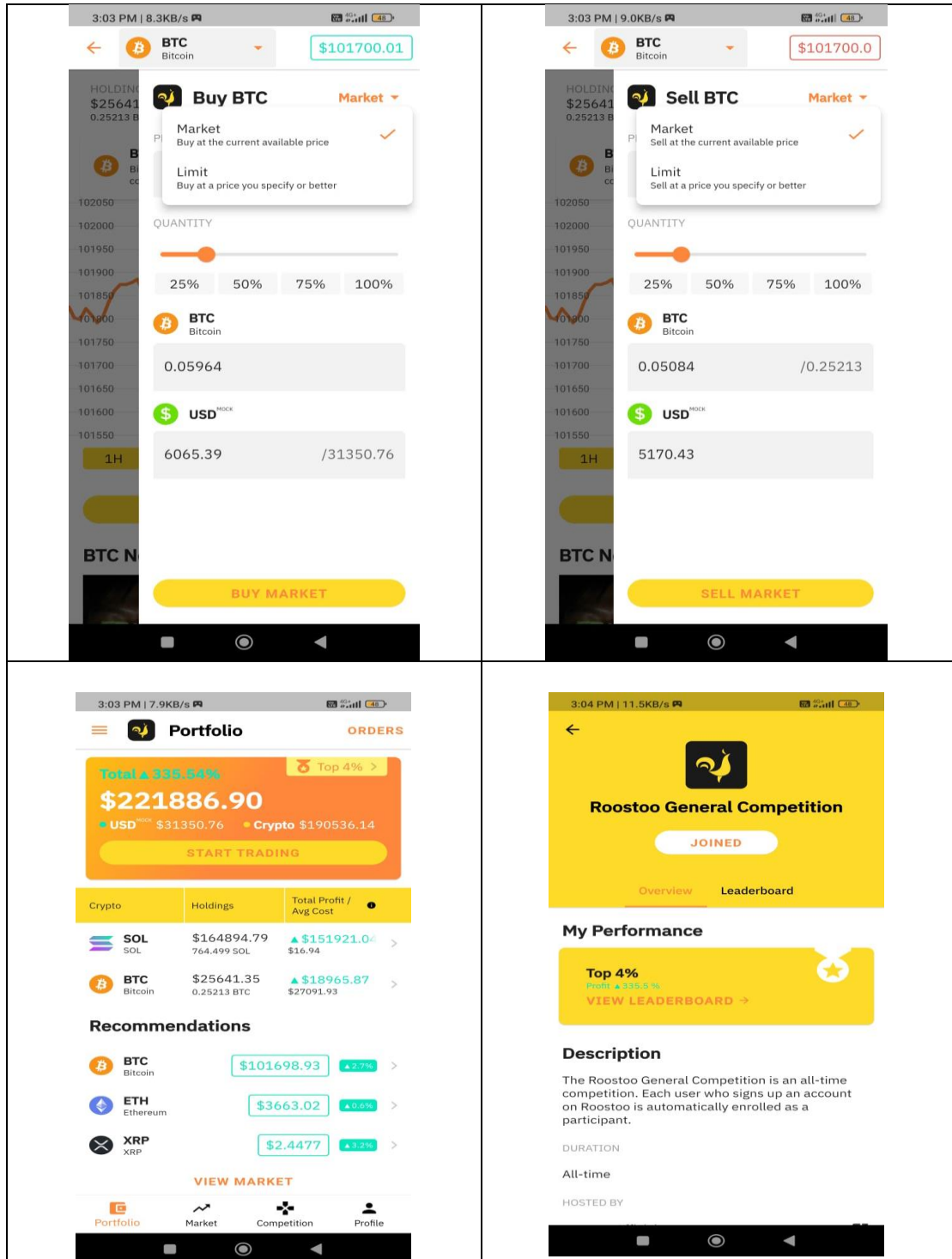
3. Physical Efforts

For analyzing the graph and market trends, users need to invest more effort in interpreting complex data and making informed trading decisions. Additionally, navigating through multiple screens and tools may require extra physical effort, especially on smaller devices.



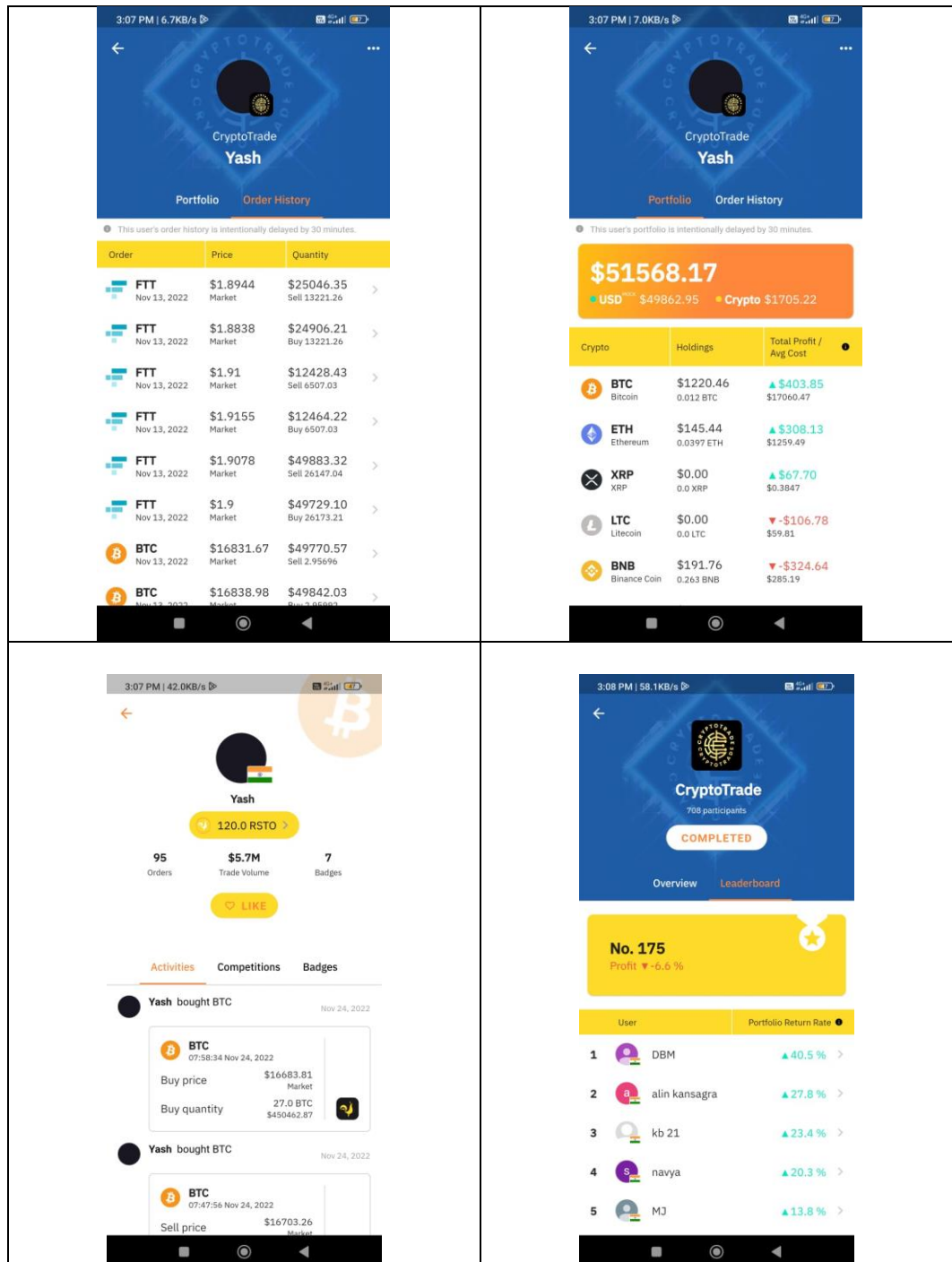
4. Brain Cycle

The UX is easy for users to buy and sell with a single click, making the trading process straightforward. It is also simple to understand, allowing users to quickly grasp basic actions without much effort.



5. Social Deviance

The app automatically shows the leaderboard with rankings and profit/loss, along with access to random users' profiles and order history. This transparency could make users feel uncomfortable about their trading activities being publicly visible and judged.



6. Non-Routine

Users may find it non-routine to check their orders and analyze the market daily, as it requires consistent engagement.

