



IE418

Ux Design for Mobile Application

Task : Elements of Simplicity

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Application used for this task : Uber

UBER

Users use Uber for transportation, which provides many options i.e., auto, bike, car and also provides courier services. Uber offers on-demand transportation, real time tracking, transparent pricing, safety features, multiple payment option , and availability in every place.

Six Elements of Simplicity

The factors that influence a task's difficulty

- By Fogg

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

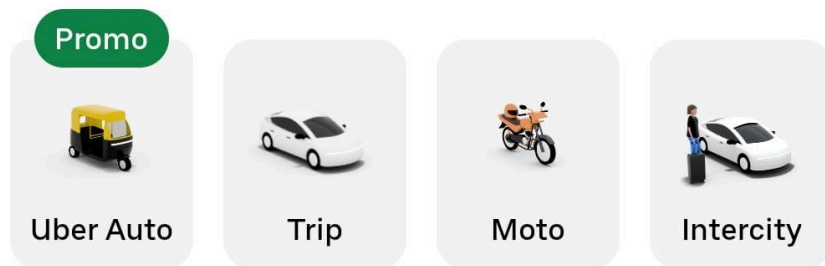
In our case,

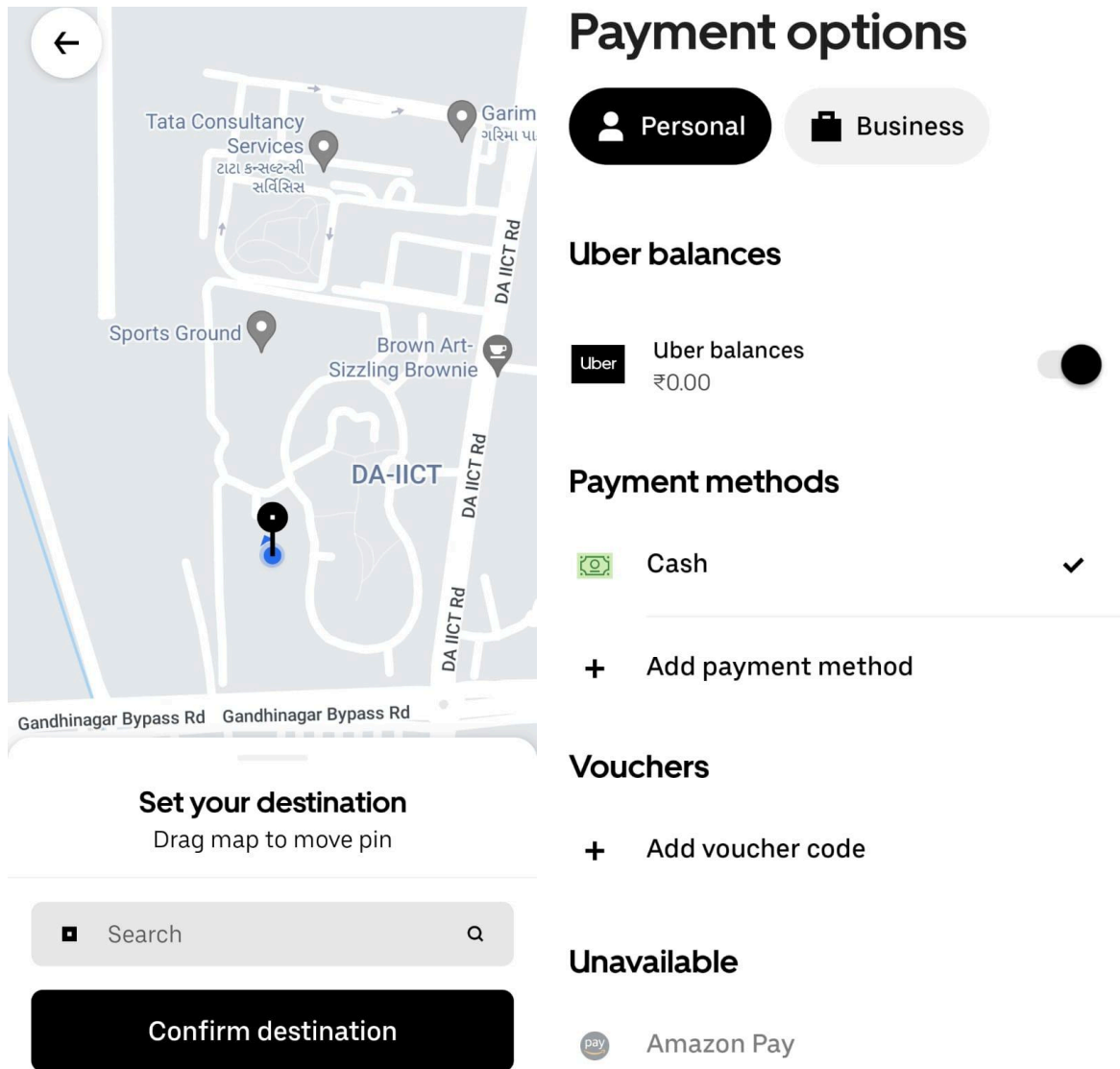
User have to spend time on...

- choosing options for selecting suitable rides
- selecting accurate pick-up and drop-off locations in map
- tracking current location of booked ride
- Choosing and paying payment by multiple option

Suggestions

[See all](#)





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

In our case,

User have to spend money on...

- Cancellation fee before booking a ride (if applicable)
- On public holidays have to spend more money than usual on same ride

Your unfinished payments

₹25.21

Premier, Jan 1, 2024, 11:24 am



₹20.11

uberGO, Nov 9, 2023, 5:43 pm

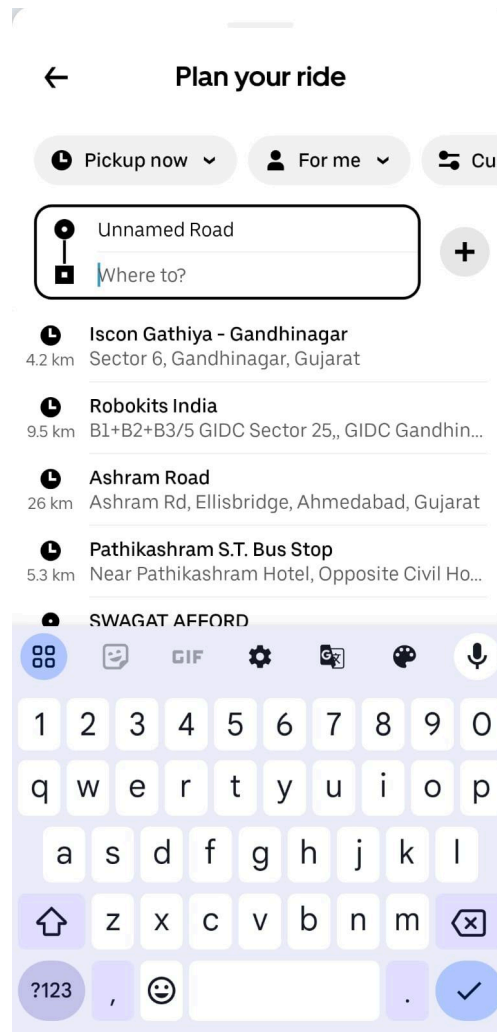


3. Physical Effort : The amount of labour involved in taking the action.

In our case,

User have to put physical effort on...

- Typing errors
- Difficulties in locating the exact pickup or drop-off points on map
- Searching map option for find locations on map
- Finding drop-off points in unfamiliar cities or locations



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

In our case,


User have to put effort on...

- Selecting appropriate ride based on user needs like no of peoples, amount of luggage,
- Applying best promo/offer coupon for getting maximum discount
- Selecting payment methods from different available options

→ Choosing rides options based on time to reach (like bike instead of car to reach faster)


Promotions

Book now and we'll auto-apply your best promo



Congrats! You have unlocked a super offer on Go and Sedan Intercity rides. Promo amount, timings, and validity subject to change. >


Jan 1, 2026
50+ trips left • India



Congrats! You have unlocked a super offer on Intercity rides. Promo amount, timings, and validity subject to change. >

Jan 2, 2026
50+ trips left • India

Congrats! You have unlocked a super offer on Go and Sedan

We'll apply your best deal 

[Book now](#)

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

In our case,

User for sometime will not...

→ Consider to take a ride from uber because of safety issue but after seeing other people using it they will feel safe to ride in uber ride.

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

In our case,

User will always...

- Check price in uber rather than directly take ride while going to travel
- Accept price calculated by system rather than bargaining