



## **IE - 418 UX Design for Mobile Applications**

### **Assignment - 1**

#### **Analysis of Mobile Applications using elements of simplicity**

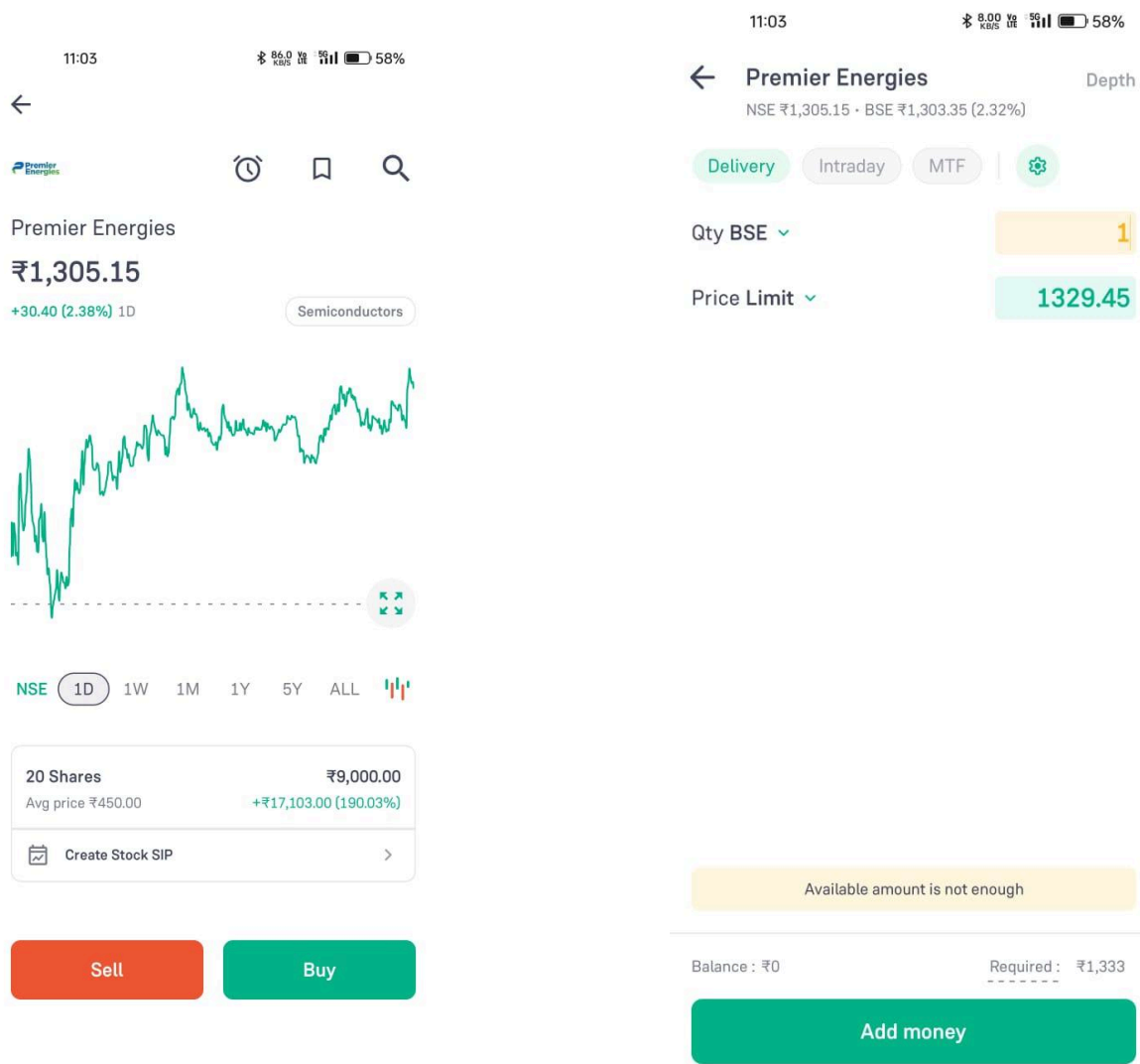
##### **Group Members ( Group - 9 )**

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## Mobile Application : GrowwStocks

GrowwStocks is a mobile application used to buy, sell and analyze stocks (shares) through the internet.

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



## **BUY A STOCK**

- We search for the stock we want to buy which takes **0-2 seconds**.
- Then we click on that stock which takes **1-2 seconds**.
- Then we click on the BUY button which takes **1-2 seconds**.
- Then we have to enter the quantity of that particular stock we want to buy and enter the price limit which takes **2-3 seconds**.
- Then we click on the confirm buy button which takes **1-2 seconds**.
- Overall, it takes around **10 seconds** to buy a stock..

## **2) Money : The fiscal cost of taking an action**

11:03

0.40 KB/s 5G 58%

←

Premier Energies

Depth

NSE ₹1,305.15 • BSE ₹1,303.35 (2.32%)

Delivery

Intraday

MTF

⚙

Qty BSE ▾

5

20 qty available

Price Limit ▾

1277.30

### Approx charges

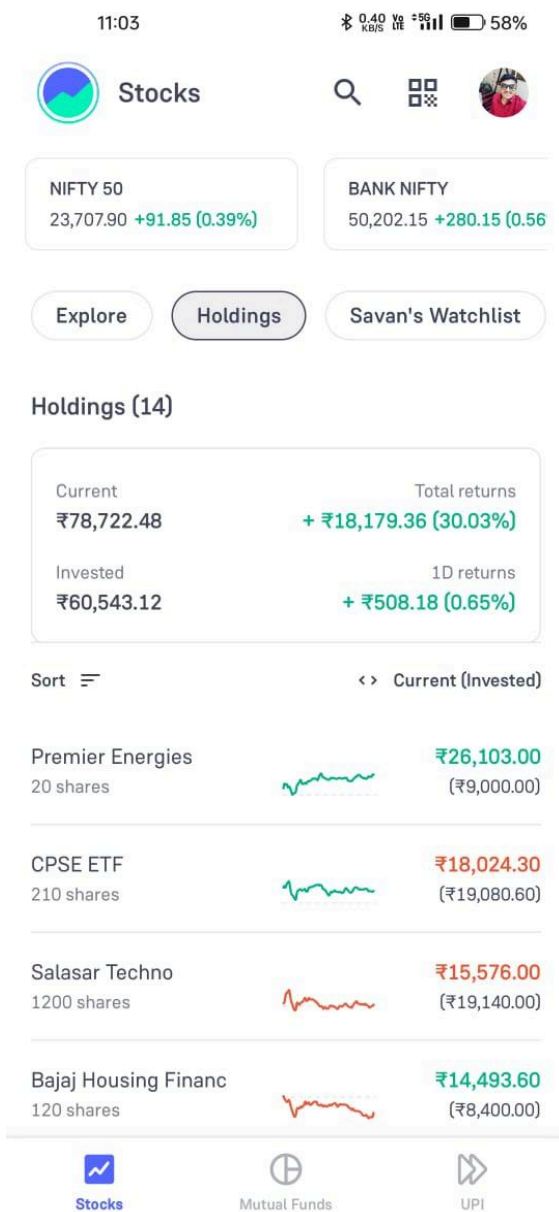
Brokerage	₹6.39
Exchange transaction charges	₹0.24
GST	₹1.19
Securities transaction charges	₹6.39
SEBI turnover charges	₹0.01
Stamp duty	₹0.00

View exact charges in contract note at end of day

## **DUTIES FOR BUYING A STOCK**

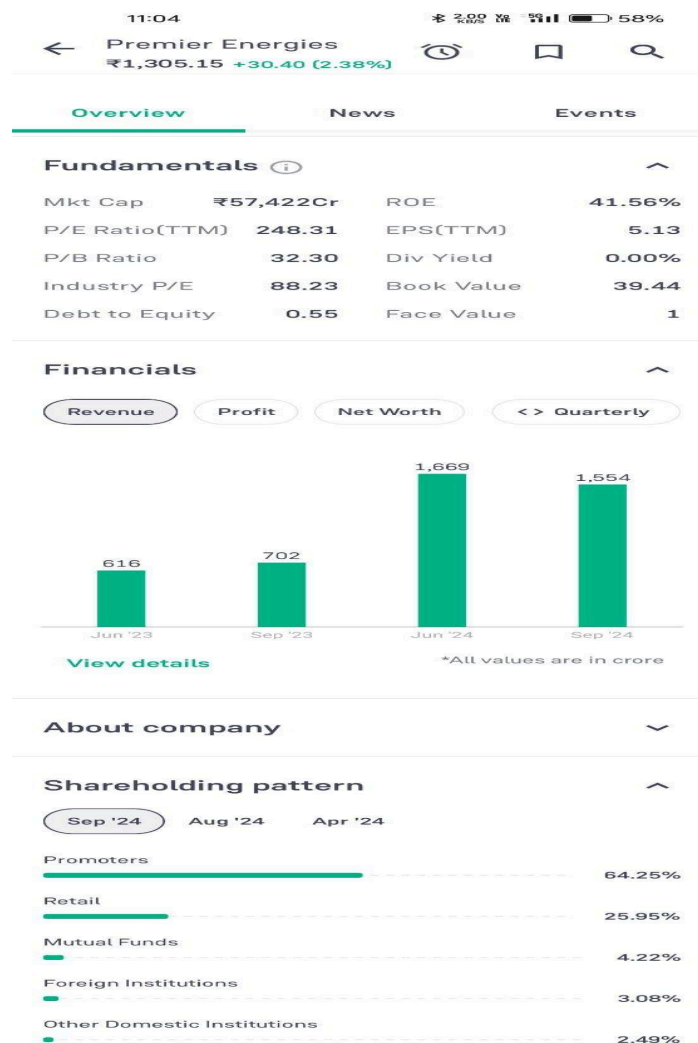
- Internet charges
- Brokerage
- Exchange transaction charges
- GST
- Securities transaction charges
- SEBI turnover charges
- Stamp duty

**3) Physical effort : The amount of labour involved in taking the action.**



- To buy a stock, a user needs to first search it, which requires physical effort.
- For a particular stock, if the user wants to see the overview, news or events then he/she has to switch tabs which requires physical effort.
- To see the increase and decrease in the price of stocks, the person has to drag along the price graph which requires physical effort.

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



- Understanding charts and trends like moving averages, price change etc.
- Deciding the right time to buy and sell stocks based on price fluctuations and news updates.
- Reading blogs, articles and tips within the app.

**5) Social Deviance : How accepted the behaviour is by others.**

- Users might bring up stock trends, market values in casual conversations with friends, family, yet it is socially accepted.

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

- Users may start consuming financial news, watching YouTube videos, or reading articles about stocks to make decisions.
- Checking and tracking notifications and alerts about price changes, news etc.



