IE418

UX Design Of Mobile Application

Law of UX Design

Splitwise Mobile Application

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1. Hick's Law:

Time taken for a user to make a decision increases with the number of choices presented to them. A good design simplifies choices to reduce cognitive load.

Our Take for Splitwise Mobile Application

The navigation bar is clear, minimal and intuitive. Each section is easy to find.

Adding expenses has been simplified to a matter of few clicks. Just enter the amount, select the payer and the way expense is to be distributed. However for a person who is using the app for the first time might be overwhelmed with the options available for splitting the expense such as splitting equally, unequally, by percentage, by shares, by adjustment. The app chooses splitting equally by default which in most cases is the go to method , so it does remove the need to make decision.
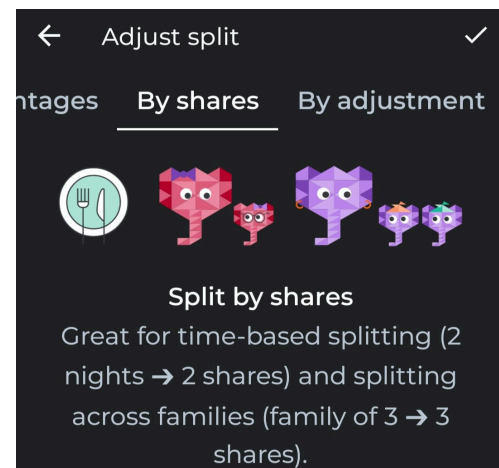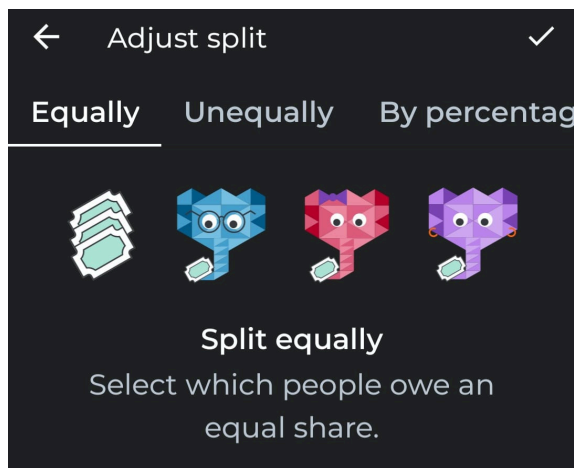
2.Fitts's Law:

Fitts's Law states that larger buttons are easy to spot and target.

Our Take for the Splitwise Mobile Application:

In Splitwise, the larger size and right-sided positioning of the 'Add Expense' button make it easy for the user to tap on it, making the interaction faster and more efficient for users' ease.

Settle Up Button is also highlighted for the user to easily accessible so that the user can settle the payments with any friends.
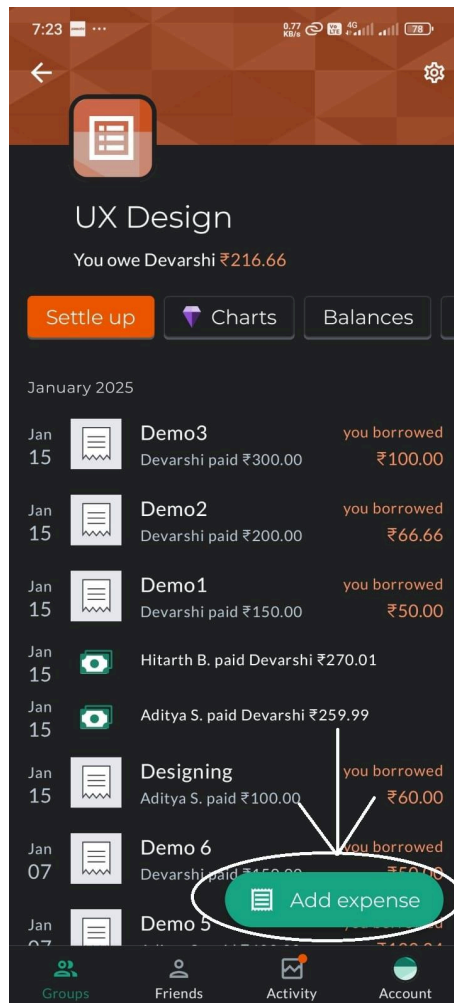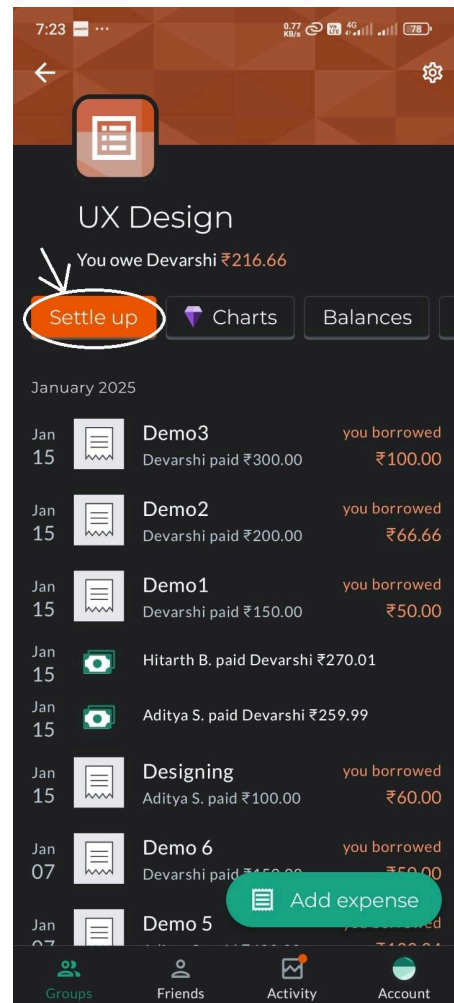
Add Expense Button   Settle Up Button

3. Jakob's Law:

Users prefer interfaces that work similarly to the apps they already use.

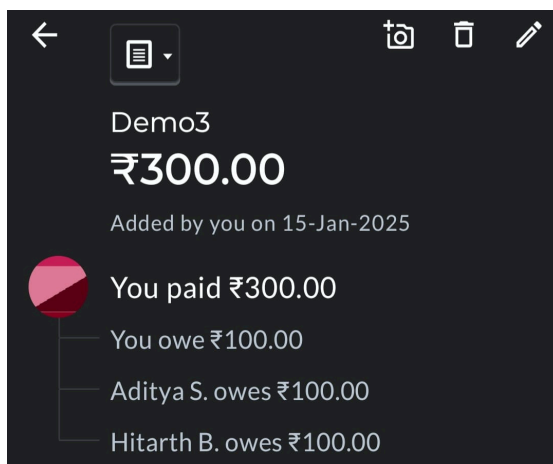## Our Take for the Splitwise Mobile Application:

The app uses a standard navigation bar at the bottom which is a design common in many apps.

Common interaction actions such as tapping to expand details, pull down for refresh are found in other apps too.
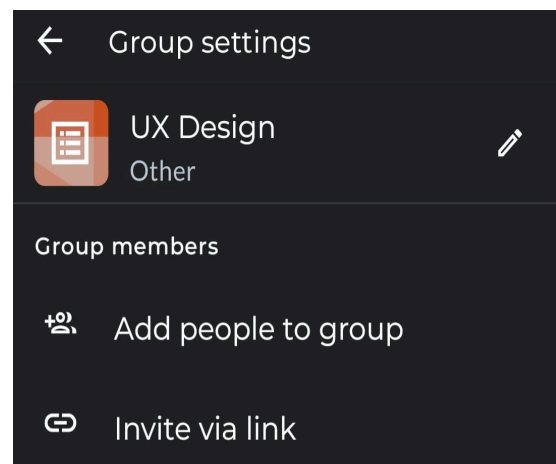
Creating groups, adding people to groups or inviting them to join a group works similarly as that seen on WhatsApp.
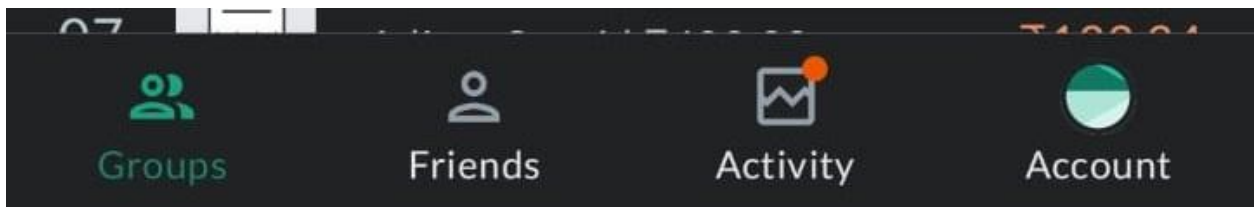
Navigation Bar

Expanding the Details of Expenses

Creating a Group

4. Miller's Law:

Miller's law states that One of the most impactful things we can do is chunk our information into related groups.

Our Take for the Splitwise Mobile Application:

The main dashboard shows a list of groups or trips and by clicking on any of these the user gets to the specific group where only the related transactions are displayed rather than a long list of mixed expenses. Also users can concentrate on the expenses of a specific group or trip without being distracted by other expenses. It's simpler to see who owes what within that group or event, instead of viewing all the transactions together.
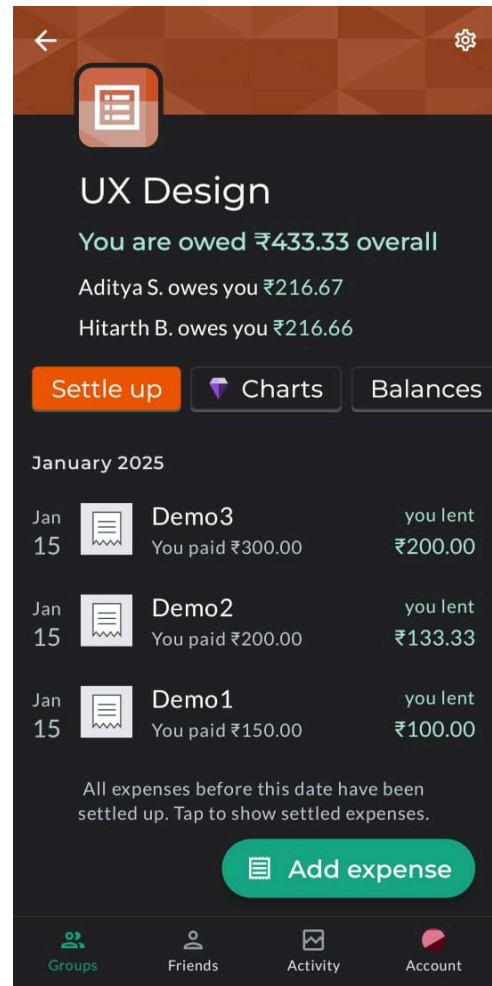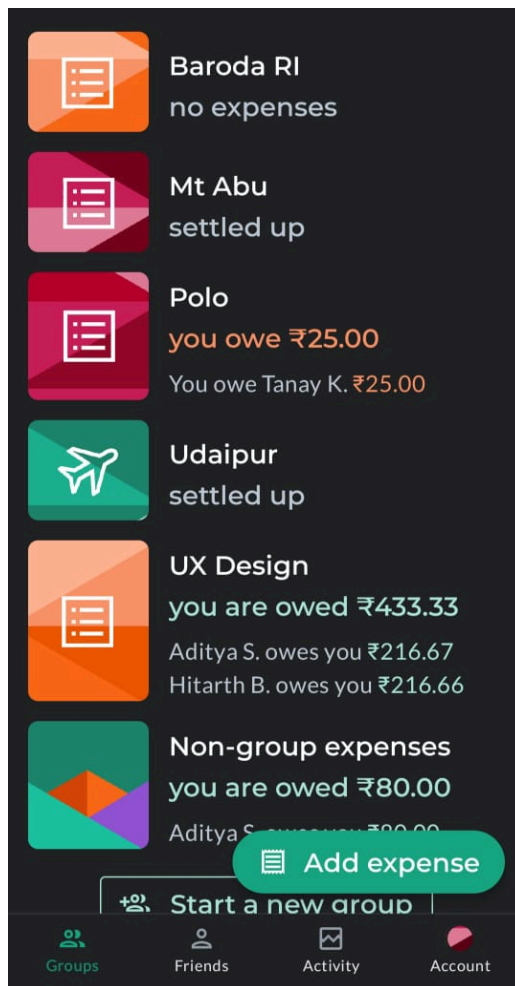
5. Tesler's Law:

Simplify complexity wherever possible but certain complexity is always unavoidable. This complexity must be handled by the system to enhance user complexity.

Our Take for the Splitwise Mobile Application:

The app handles all the complex calculations for splitting expenses. Users only need to add basic details. The app displays real time balances as in who owes what to whom. These features reduce cognitive load on users.

The app suggests optimized ways to settle debts, this reduces the number of payments and thus user efforts.
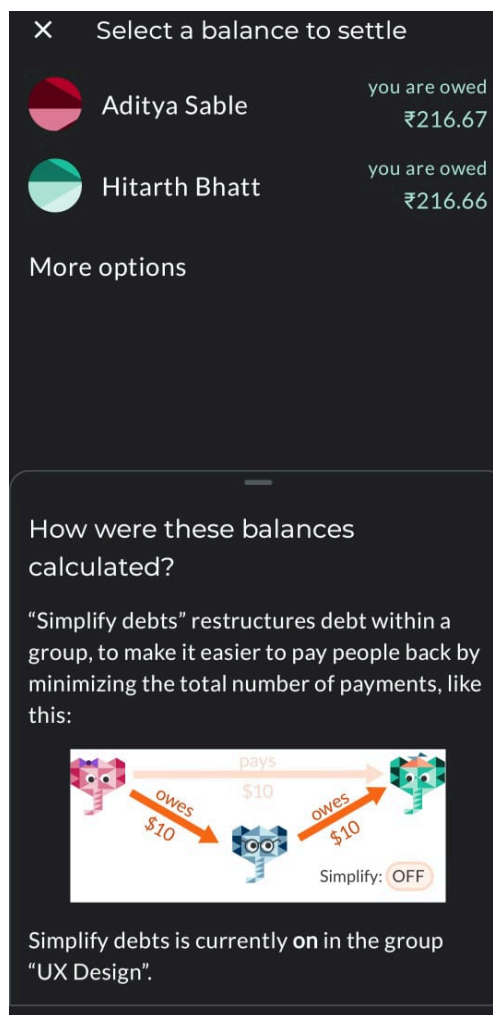
6. Law of Proximity:

Law of Proximity explains that the elements related to each other should be placed close together so that users find it easier to differentiate between elements.

Our Take for the Splitwise Mobile Application:

For the Group Details screen, the expenses, contributors and the amount are shown closed together which helps users to quickly understand who owes how much. And by placing it together, users can easily interpret the relationship between the transactions and the group members without the confusion.
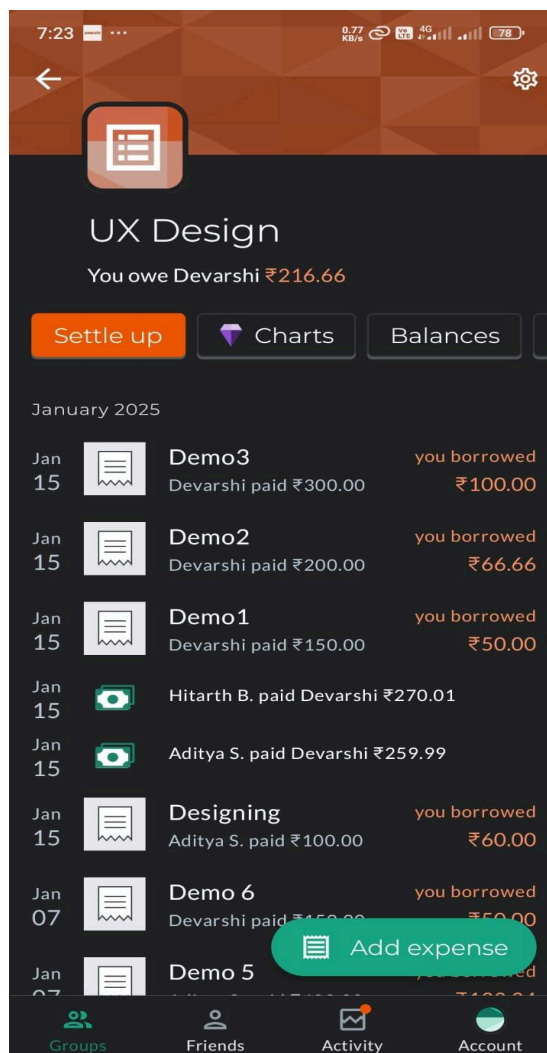
7. Peak-End Rule:

Users judge an experience primarily on its intense moments and ending rather than overall experience.

Our Take for the Splitwise Mobile Application:

The app provides positive peaks while adding or settling up by providing clear feedback like animation or other positive messages. This leaves users with positive feelings about key moments.

When all the expenses are settled up, the app celebrates with confetti and a visual message showing "You are all settled up" and a clean balance screen. This makes the ending of a process satisfying.
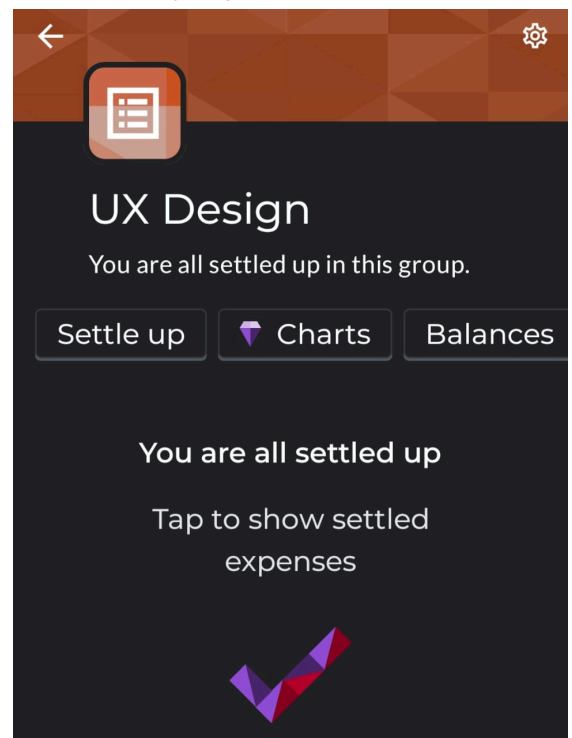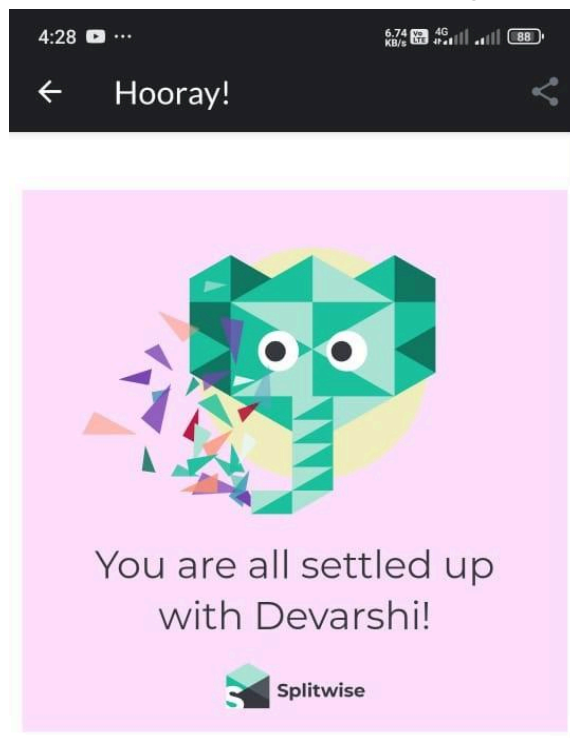
8. Aesthetic Usability Effect:

Users perceive aesthetically pleasing designs easier to use even though they are not more functional.

Our Take for the Splitwise Mobile Application:

The app has a clean interface with minimal clutter. Information is neatly organised according to sections.

Use of recognizable icons such as dustbin for delete, pen for edit and other such things help users to understand the function easily.

The app provides visual feedback such as animation or messages upon adding expenses or settling up debts. This makes the app look responsive.