

IE418

UX Design Of Mobile Application

BJ Foggs's Six Elements of Simplicity explained for the Splitwise Mobile Application



Group Members:-

Hitarth Bhatt 202201024

Aditya Sable 202201049

Devarshi Patel 202201447

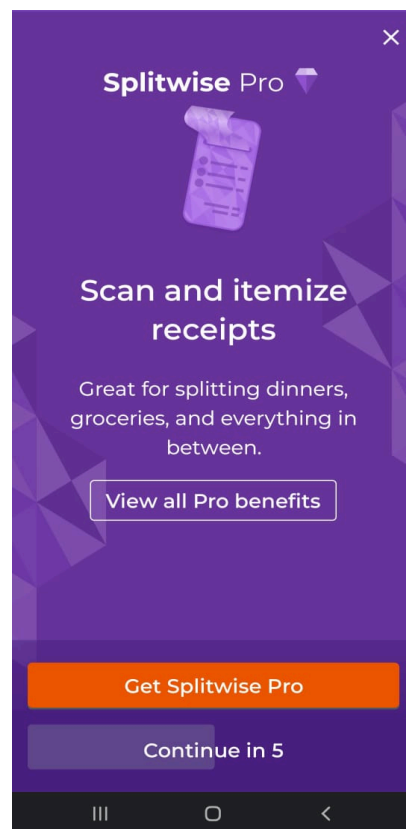
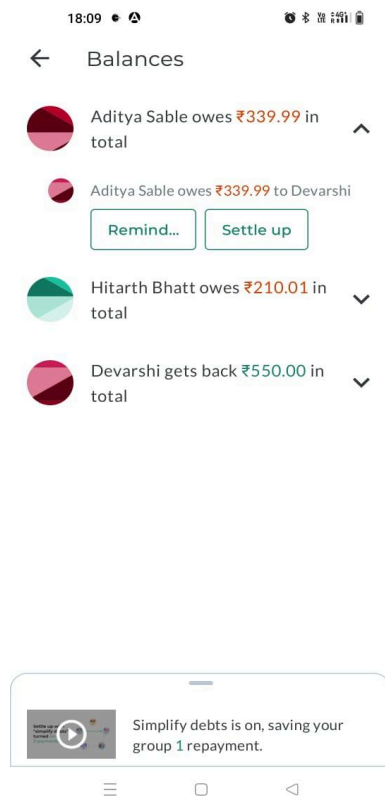
1. Time:

Users can easily record expenses, divide them among group members, and check who owes money, without needing to calculate manually as it automatically divides the money among the members.

Example:

Instead of manually calculating the share of each person for the bill, just add the amount in the add expense section and select the members amongst which you want to divide the bill, the app will automatically divide the money and add each person's share in their expense account.

Also there is a 10 second wait time after 2 expenses added before adding another expense.

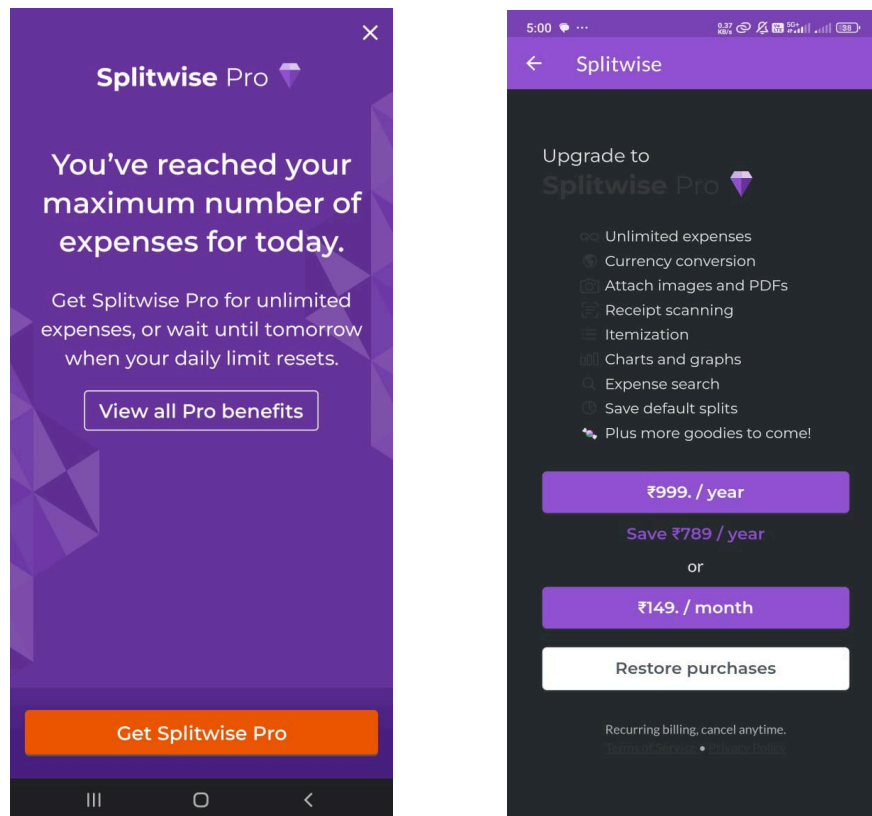


2. Money:

Users can use the free version of Splitwise but it allows only 5 entries per day. However in the Pro version you can add an unlimited number of entries even in 1 day.

Example:

While using the app any user can only add 5 entries a day . But if you want to add unlimited entries in a day you have to buy their premium version which costs 999/year or 149/month.



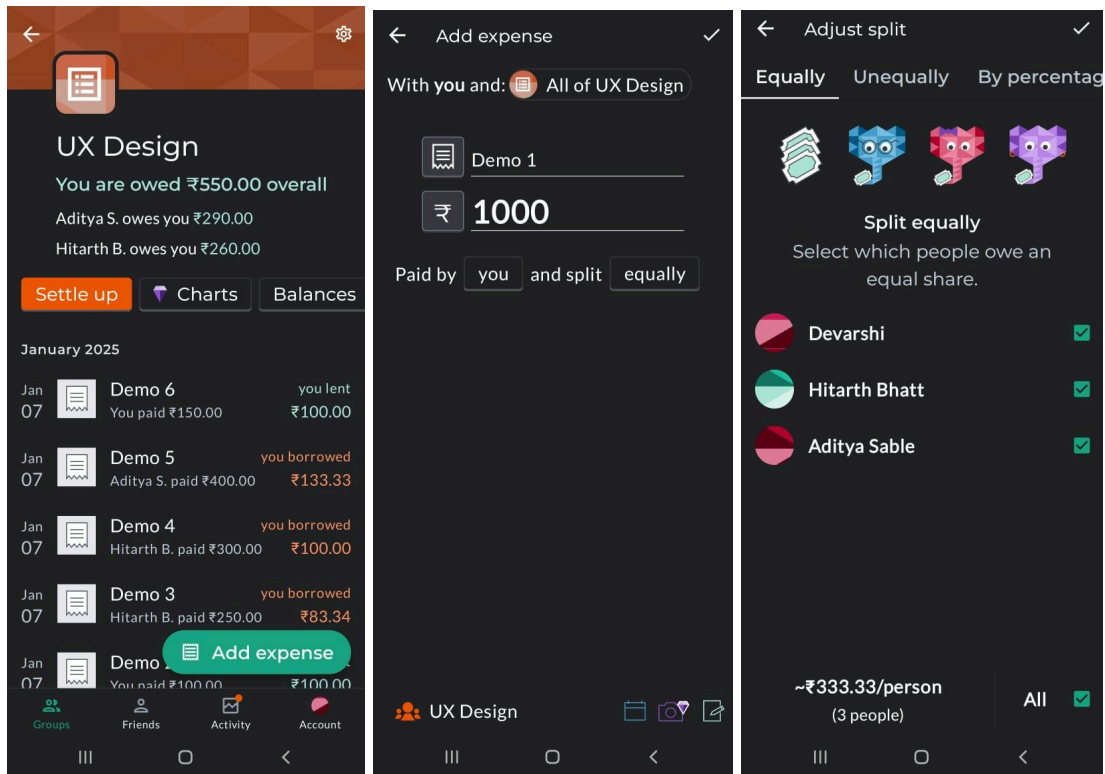
3. Physical effort:

Splitwise reduces the physical efforts of splitting expenses to a matter of a few clicks. Instead of storing receipts or writing

in pen paper and performing calculations the app allows you to do all this in a few clicks.

Example:

- 1) Click on Add expense
- 2) Fill in the details
- 3) Adjust the split (options of splitting equally, unequally, in percentages etc)
- 4) Click the ✓ . Your expense has been registered



4. Brain cycle:

Splitwise decreases the cognitive load as it remembers all the payment lent and borrowed money and makes it easy and as we would not have to remember the amount as the application does it for us.

5. Social deviance:

It feels awkward to split expenses with friends/relatives at times. Splitwise helps eliminate this by providing a platform where you can send or request payment. The reminders also reduce the discomfort of asking for payment.

6. Non-routine:

By introduction of the Splitwise, the hassle and routine of remembering our payments are gone, and another routine of adding the payments on the Splitwise application as soon as you would pay for anything for anyone is introduced.