

## Group name: Break Out Room 4

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## Section 1: User Reviews (Copy-Paste)

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Useless unless you pay

★★★★ Mar 16 · Hwdbjancncsiv

Unusable without paying for premium. Max transactions per day, and a 10 sec wait after you add each one just to annoy you. Try offering better options for premium and not forcing user conversion (or in my case losing a user)

Imagine instagram starts charging for adding photos

★★★★ Mar 16 · sohammehta

This app has went from my favorite utility app to worst experience ever

Worst monetization effort

★★★★ Mar 15 · pizzaktive

If you are doing something, do it right. Deleting the app and never using it again.

Pay to Play

★★★★ Mar 15 · Emmie Siren

With every new update, a feature gets lost behind a paywall. I've been using this app for 5 years—I use it for splitting bills and I attach a receipt photo/pdf to each expense. I don't use any other feature. The receipt photo/pdf feature just went behind a paywall —it's priced at \$5/m or \$40/yr to add a receipt photo.

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Recent update made it so you can no longer attach images to receipts unless you pay for premium

★★★★ Mar 17 · Kshdbeichfdb

Splitwise has recently decided that you can no longer attach an image of the receipt to an expense unless you pay for the premium service. We have been able to attach images of receipts until this recent update. Kind of defeats the whole purpose of the app if you can't include 1 image per receipt

Splitwise Pay

★★★★ Mar 17 · Splitwise Pay

Splitwise is great for an easy way to share all expenses on a trip. However, the settle up through...

Developer Response Mar 21

Sorry to hear you're not happy with Splitwise Pay! Payments funded by a bank account can take 3-5...

Artificial expense limit

★★★★ Mar 17 · App reviewer 78A

Apps blocks you from submitting more expenses unless you pay them money.

Useless unless you pay

★★★★ Mar 16 · Hwdbjancncsiv

Unusable without paying for premium. Max transactions per day, and a 10 sec wait after you add each one just to annoy you. Try offering better

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Best I've found for vacations with friends BUT...

★★★★★ Sun · Gsglvj

Splitwise FAR outshines Venmo for convenience, options, and clarity of expenses. It's easy to add expenses for yourself AND other people, you can add people into the group at any time, you can include or exclude individuals from any expenses (like alcohol for non-drinkers), and is overall a super user-friendly app to settle up expenses and keep finances fair and balanced for everyone. I originally rated this 5 stars. But the 10-second ad EVERY TIME I ADD AN EXPENSE IS TOTALLY OBNOXIOUS. Showing an ad every 3 or 4 login is fine but not every time I click on the "+" sign!

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Bad Interface

★★★★★ Mar 20 · eswishrtu

Very confusing interface. This should be so much easier. It used to be way better. Nobody wants to p...

Developer Response Thu

Sorry you had a difficult experience with Splitwise! We'd love to hear your feedback and help you in a...

Free app very limited

★★★★★ Mar 19 · --aaw--

Used to love the app but now can only add 3 or 4 expenses per day without the paid version. Trying to settle up after a vacation with friends and it's going to take days to get everything entered. Will be looking for a new app

Payment method doesn't work

★★★★★ Mar 19 · peterjustpeter

Can't pay what I owe.

Developer Response Mar 21

So sorry for the trouble! Please send a note about this to support@splitwise.com so we can investiga...

So easy!

★★★★★ Mar 18 · Colon friendly

Made the trip fair and easy!

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Payments made through Splitwise expire w...

★★★★★ Sat · RobSFall

Splitwise has benefits, but make sure you don't rely on Splitwise Payments. If you miss one coming in it...

Developer Response Thu

Sorry to hear you're not happy with Splitwise Pay! Our other payment options are still available and n...

Bad app, got worse with the added pay wall.

★★★★★ Fri · Peladas

Pay wall Limits you to only a few expenses a day. Almost useless now

Ads

★★★★★ Mar 21 · ItsTTbabyD

The new ads and pop ups make the app basically unusable

Cool but spendy

★★★★★ Mar 21 · AB2ski

I like this app, but for \$40/year or \$5/mo I think it's pricey. I mean, to track spending w friends isn't too complicated. This certainly makes it easier, but everyone in your group needs to have a subscription if you're adding more than 4 items a day and getting away fm ads. And that's a lot I think. Honestly I'd p...

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Promos!

★★★★★ Mon · Mr Putitdown

They never paid for a promo for making a deposit!!

Developer Response Thu

Sorry you had a difficult experience with Splitwise! We'd love to hear your feedback and help you in any way we can. Please send a note to support@splitwise.com so that we can look into what went wrong. Thanks!

## Section 2: Analysis and Prioritization

- Discuss the problems and themes mentioned in the reviews.
  - Users were annoyed by 10-second ads appearing every time they tried to add an expense.
  - Several reviews mentioned expired payments or the inability to pay what they owed through Splitwise Pay.
  - Previously free features like attaching receipt images are now restricted to premium users.
  - The \$4.99/month or \$39.99/year pricing was considered too expensive by users who only needed basic functionality.
  - At least one user described the interface as very confusing and worse than previous versions.
  - A user reported not receiving the promised reward after making a deposit.
- Explain which issues were repeated by reviewers and which ones were unique.
  - Many users complained about only being able to add 3–4 expenses per day without upgrading to premium.
  - Many users talked about how it was free, and now they want to charge for the things they used to do
  - Many users says it's complicated and confusing
- Present your prioritized list of the most critical problems and the reasoning behind the prioritization.
  - Not able to add more than 4 expenses - This is our first prioritized problem because it was mentioned by many people and also it's very annoying to install an app for very limited usage and it immediately asks us to pay for using it better
  - Make it less complicated - This is our second prioritized problem because the app should be easy and help users instead of making it harder.
  - Annoying Ads - This is our third prioritized problem to get rid of unnecessary content, which takes up space, hindering the UI

## Section 3: Solution Ideas

- Provide ideas and potential solutions for the top three high-priority issues. Discuss the strategies and improvements that could address these problems effectively.
  - Ad Controls: Limit ads to once every few minutes or sessions
  - Skippable ads can be included in the pro version
  - Allow more than 4 expenses without having it locked behind a premium.