

Cents



Put sense to budget

Core ideas

Simple and accessible

Categorised

Spending tracking



The user



FAMILIAR WITH
TECHNOLOGY



OWNERSHIP OF
FINANCES



ACCOUNTABILITY



SAVINGS



Process

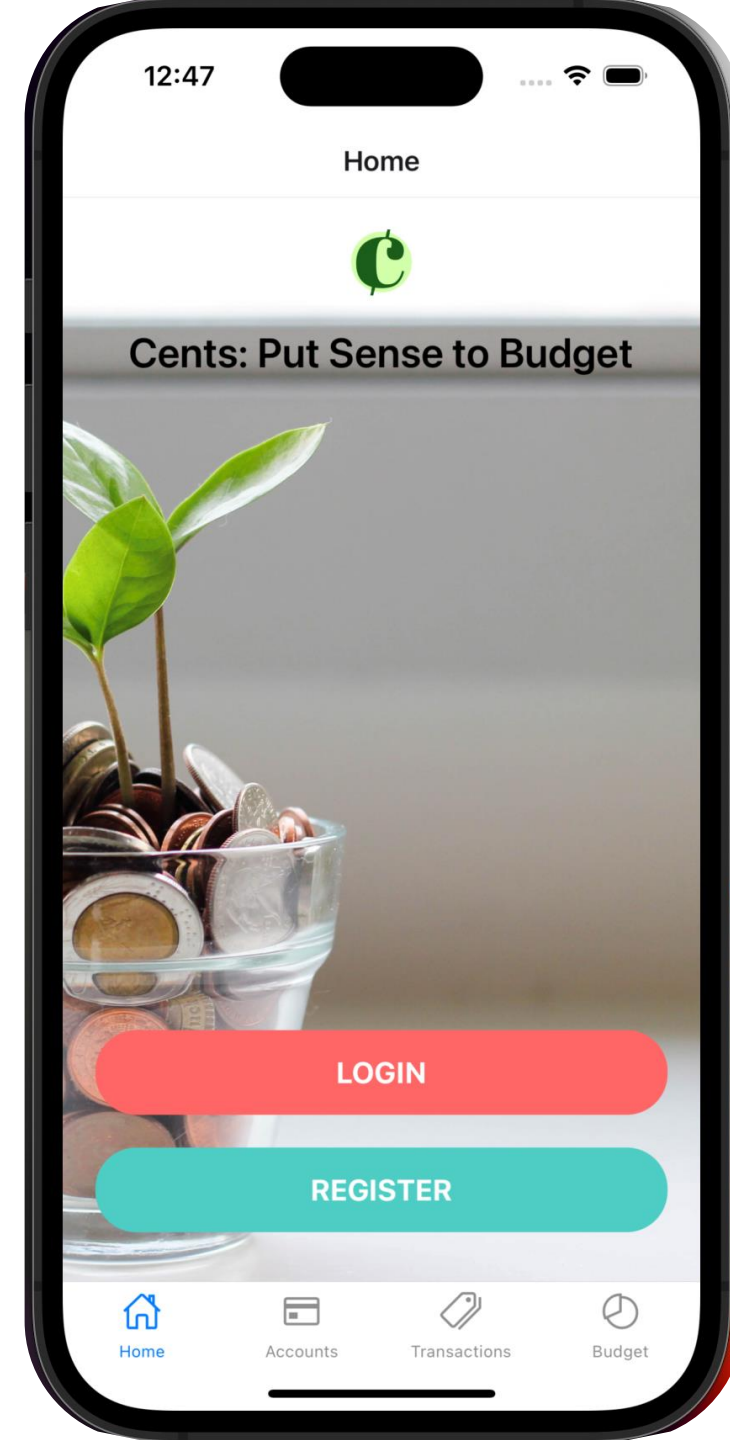


- Task division

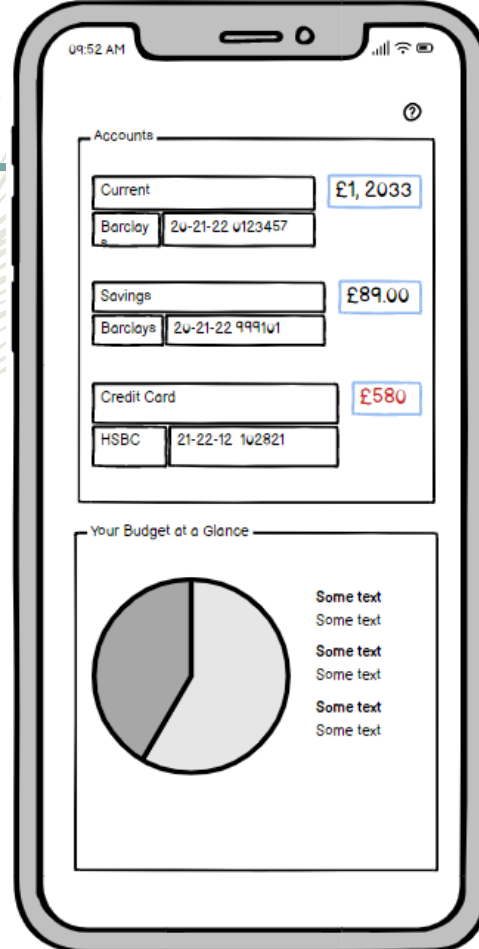
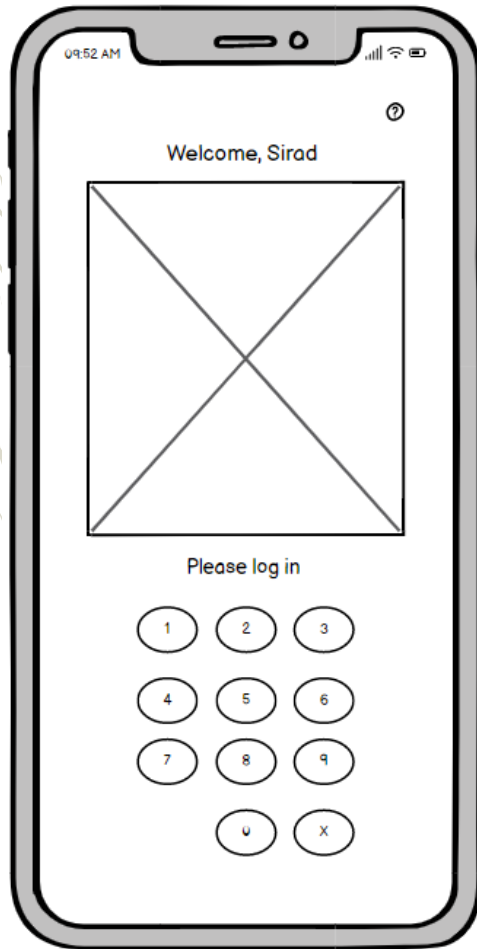


User interface design choices

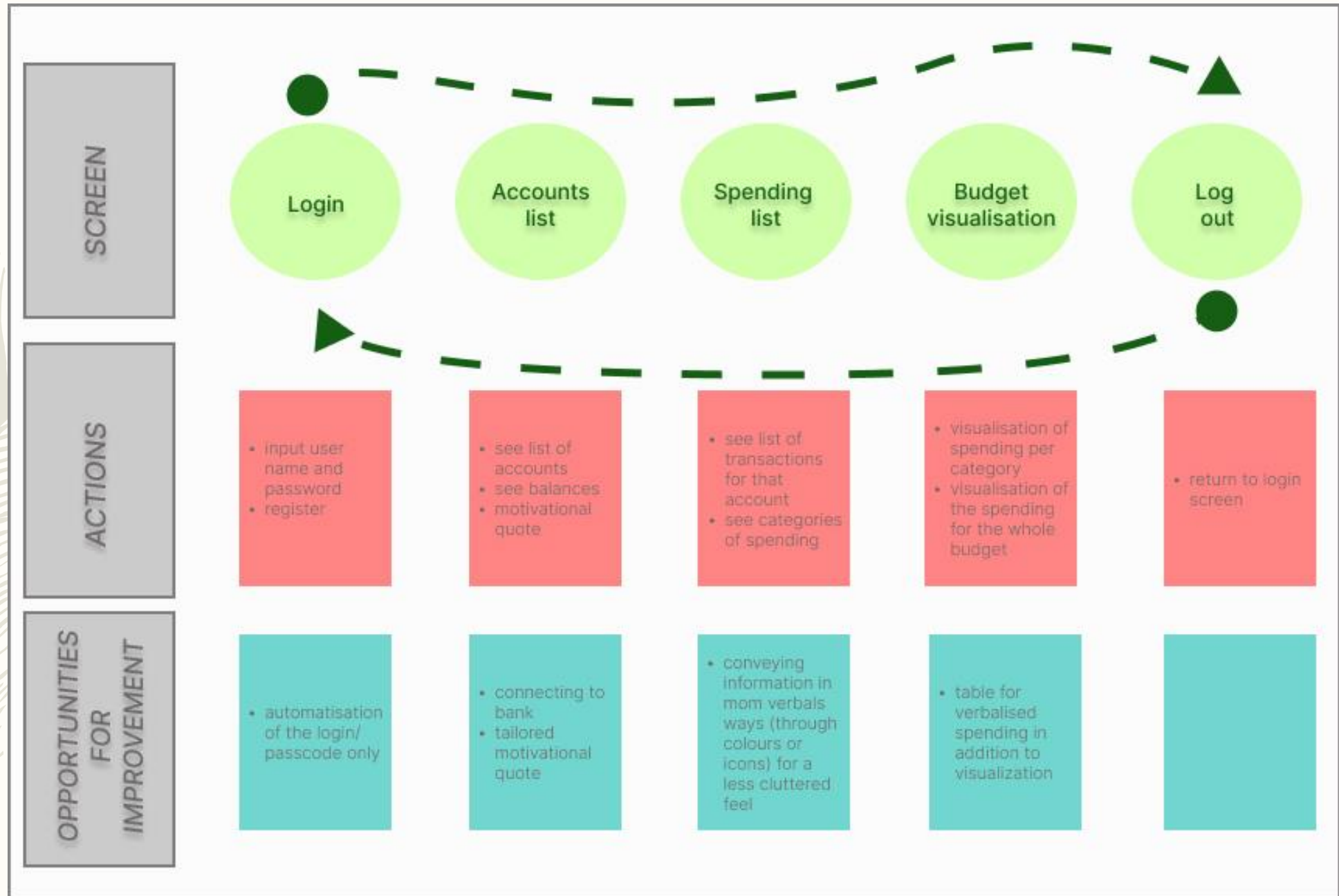
- Simple and sleek
- Calm and muted colours
- Intuitive design
- Multiple account options

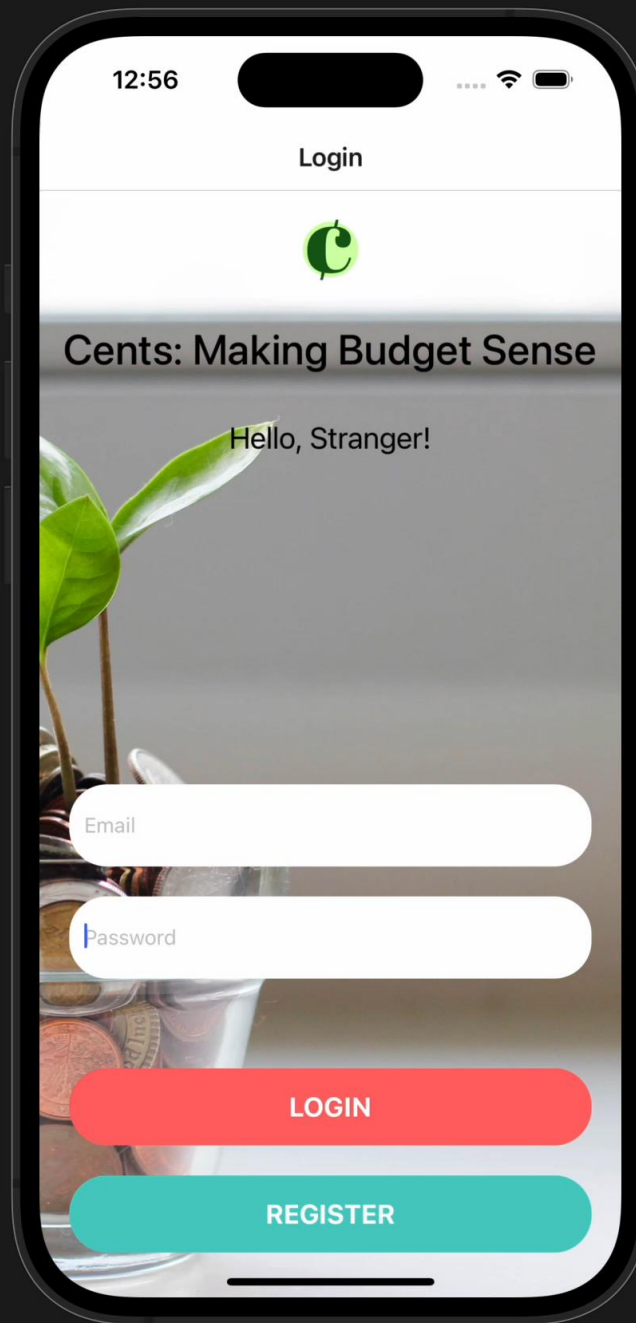


Wireframe



User journey map







Thank you

