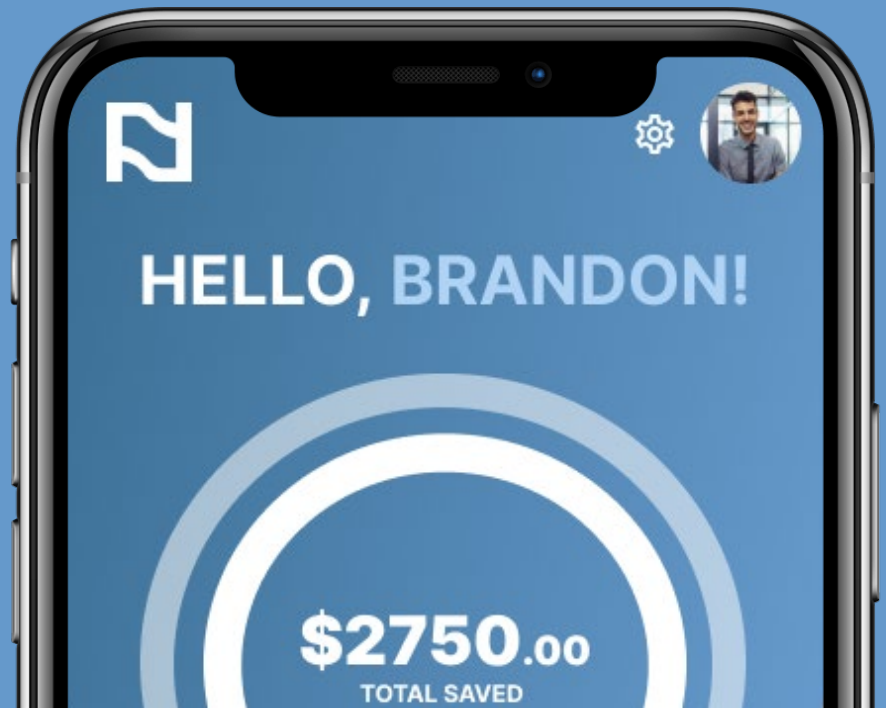
Fund

CRUZ-DURAN + MAVRAKIS

BUDGETING MADE SIMPLE

Fund allows users to track financial goals, investments, and monthly expenses. With an added social feature, users can share goals with friends and family. Users can create goals together or send money to each other using Fund.



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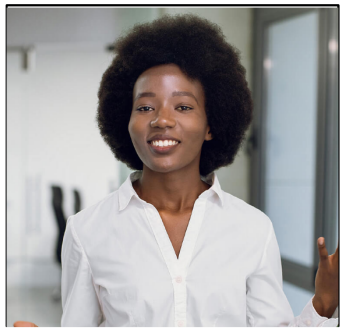
USER PERSONAS

Fund

Bio

Aaliyah Taylor is an interior designer who is well established and known in her area. She recently married her college sweetheart and is looking to settle down and start a family.

Her hobbies are all focused on health and meditation. She has a very strong sense of self.



Aaliyah Taylor

Age: 29

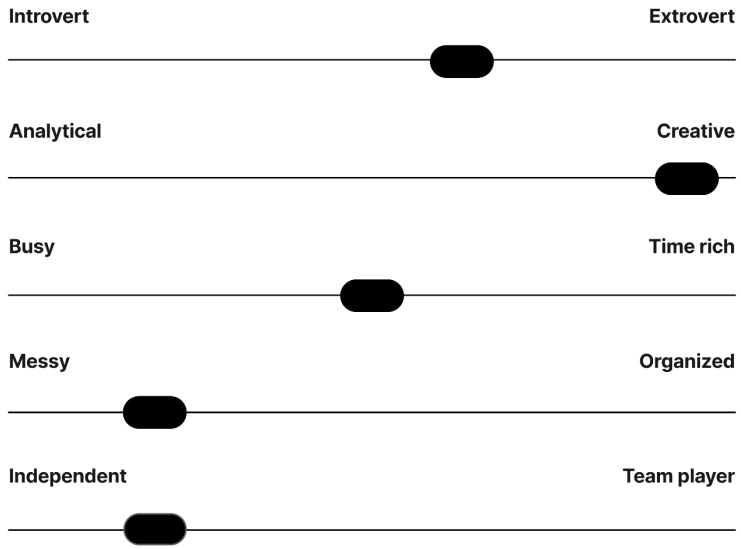
Occupation: Interior Designer

Location: Seattle, Washington

Education: Undergraduate

Status: Married

Personality



Needs & Expectations

- Wants a budgeting app to tie together with his husband's, so they can save jointly
- Expects the app to passively monitor his transactions and give saving suggestions
- Wants a business AND personal feature, tied to the same account

Motivations for Budgeting

- Wants to save money for her future child
- Looking for new and smart ways of budgeting on the move
- Keeping track of business expenses

Pain Points / Frustrations

- Uses multiple platforms to budget
- Hates having overlap between her personal finances and that of his privately-owned small business
- Annoyed at poorly designed UI

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Bio

Brandon Mezdi is a young Yemen-born professional now living in Atlanta with his parents. His family has been selling cars for the past 10 years, influencing his decision on going to pursue a Business degree at UA, and landing his first job as Head Floor Manager at his local Lexus dealership.

In his free time, Brandon enjoys playing soccer with his friends and going on jogs with his dog, Blu.

Brandon Mezdi

Age: 23

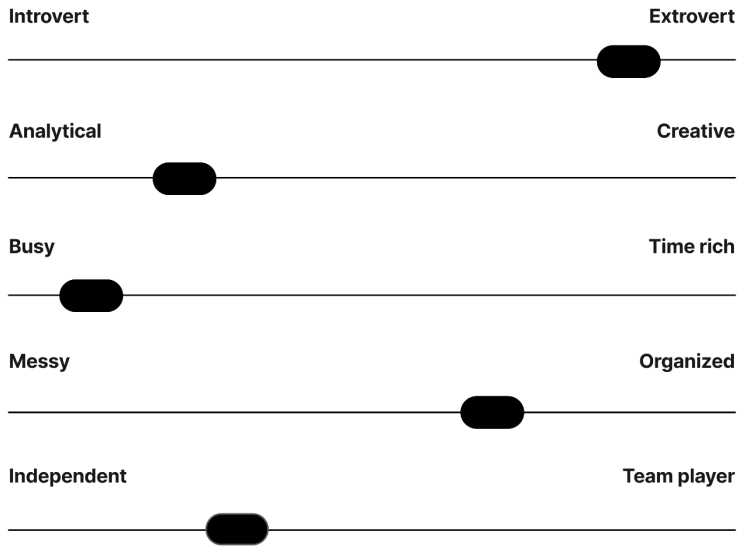
Occupation: Car Salesman

Location: Atlanta, Georgia

Education: Undergraduate

Status: Single

Personality



Needs & Expectations

- Looking to manage savings on his phone primarily
- An app that can take multiple forms of income into account
- Some sort of incentive to using the app consistently with either cash or social points

Motivations for Budgeting

- Wants to save up for his new house in the current market
- Looking to passively save without using traditional methods that are much more time consuming
- Help those around him by promoting a smart and healthy finacially-stable lifestyle

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Bio

Kate Muller is a recent college graduate starting her first full time job as a project manager for an animation studio. Previously she has only had part-time or unpaid interships. Relocating from Texas to Illinois has taken a dip into her savings. She is looking for a way to manage her new salary and expenses.

Kate Muller

Age: 24

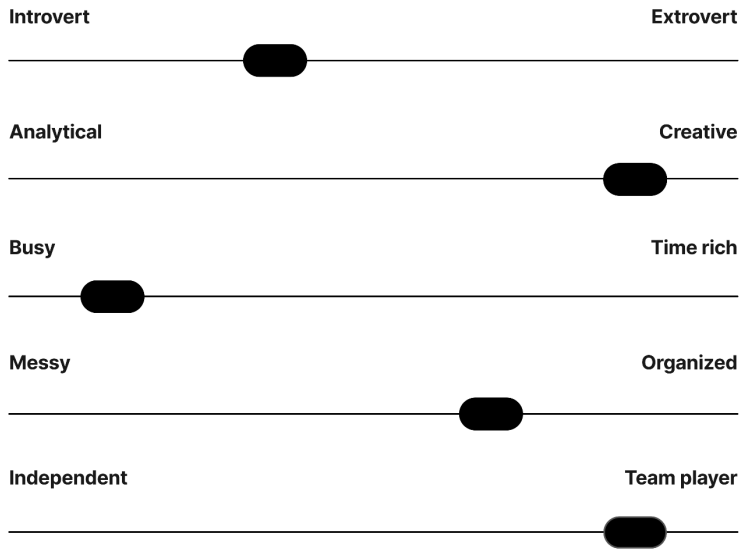
Occupation: Project Manager

Location: Chicago. Illinois

Education: Undergraduate

Status: Single

Personality



Needs & Expectations

- Needs an easy to use interface without complicated terminology
- Is looking for human led user assitance with a personal touch

Motivations

- Wants to save up money to fully furnish her new apartment
- Wants to budget her money for student loan payments, bills, and hobbies
- Wants to create a safety net for herself

Pain Points / Frustrations

- Is consistently having to push back payments or new purchases because of mismanaged funds
- Has a busy work schedule and little time to manage her finances while managing others
- Has no external financial guidance

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FUND
STYLE GUIDE

Fund

COLORS:

C4C4C4 B0D3F5 84B1DC 6599CB 3A6D92

FONT: Inter & **Inter Bold**

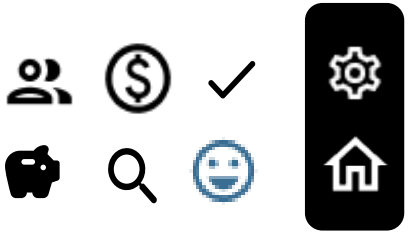
This is a header.

This is a paragraph. This is the small text that will be used througout the app.

LOGO VARIATIONS:

BUTTONS:

ICONS:



EARLY WIREFRAMING

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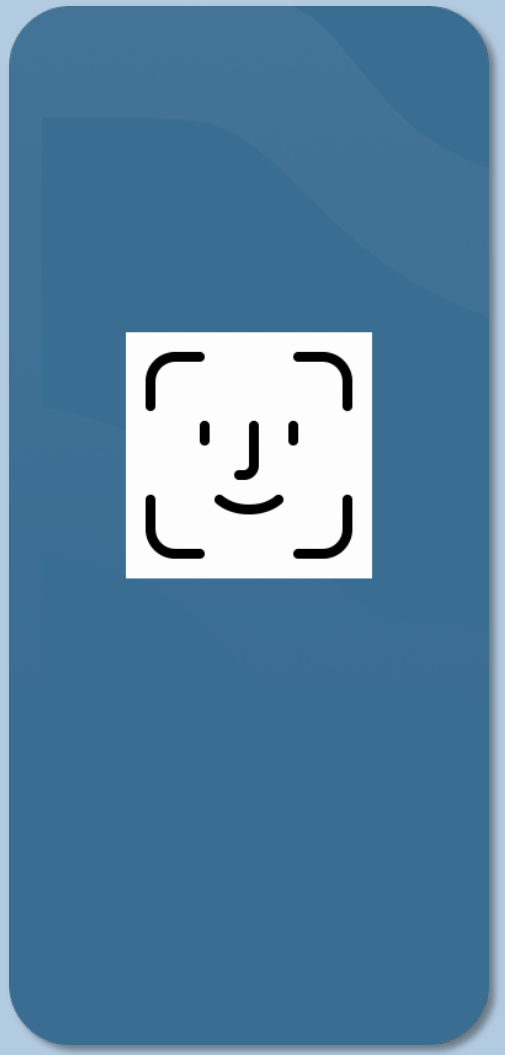
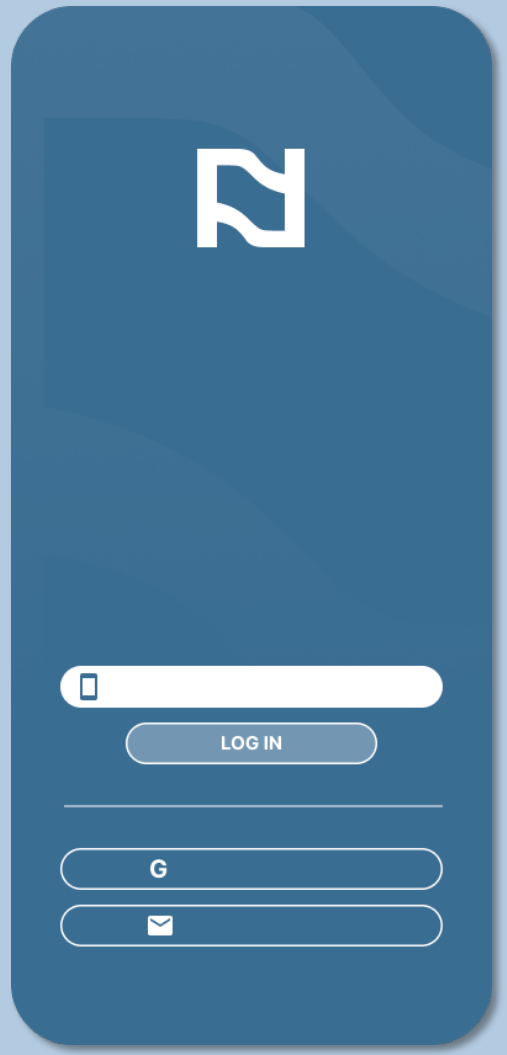
LOADING SCREEN



FACIAL RECOGNITION



LOGIN SCREEN

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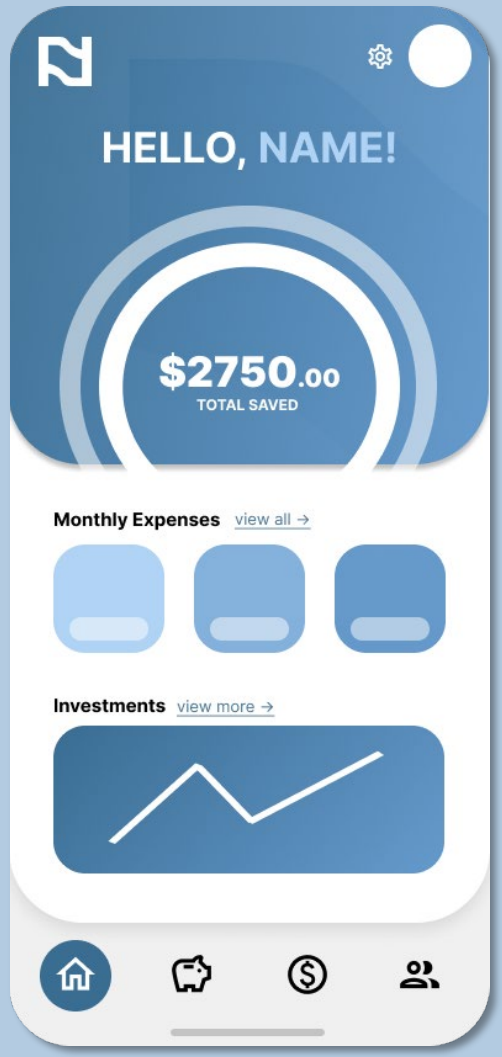
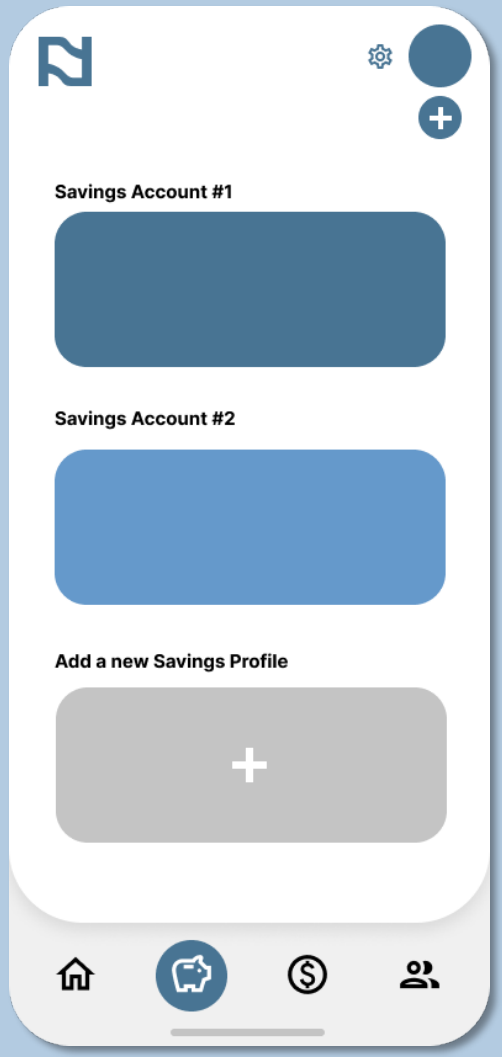
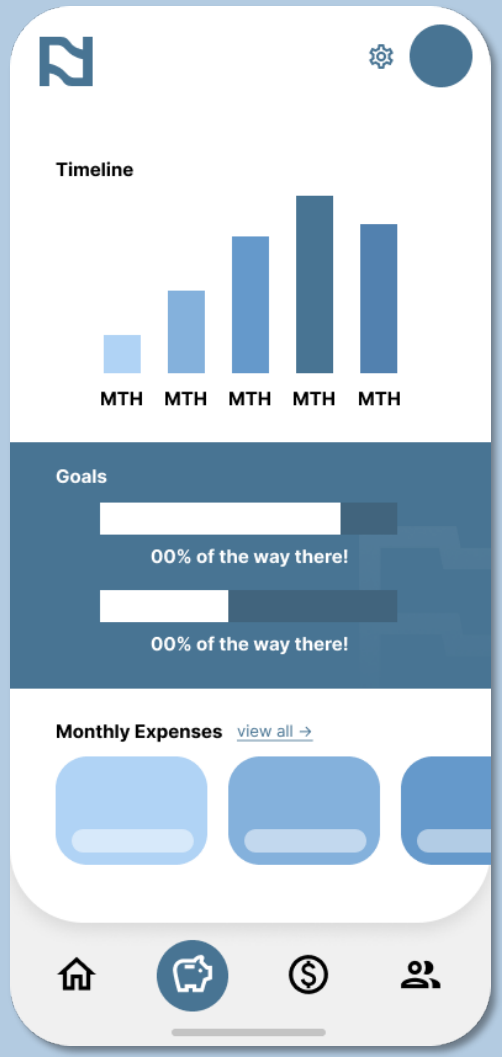


SNAPSHOT



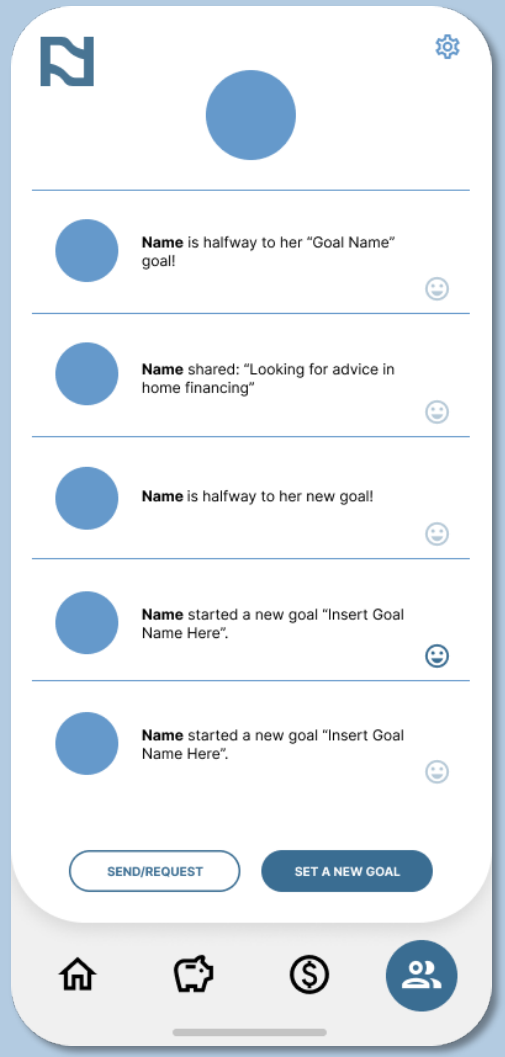
SAVINGS



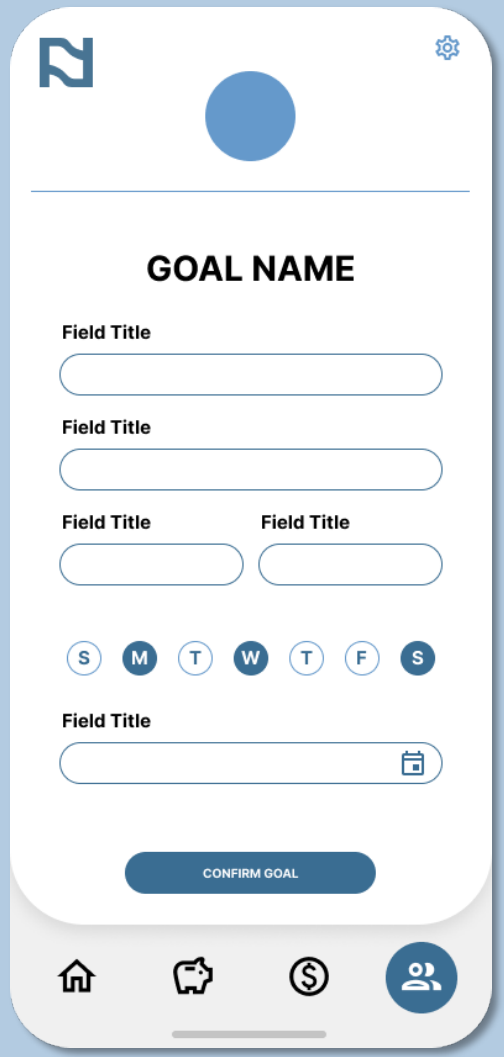
SAVINGS ACCOUNT

INVEST

Fund



SOCIAL



SET A GOAL

SEND / REQUEST

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FINAL APPLICATION

Fund

Select an account.
Aaliyah + Benjamin's Joint
Designs by Aaliyah
Add a new Savings Profile
Hello, Aaliyah!
$4,252.37
TOTAL SAVED
Monthly Expenses view all →
ADOBE SUI..
-$42.18
AWS SERVI..
-$88.32
AUTODESK
-$15.95
Investments view more →
+$673 this month
May Jun Jul Aug Sep Oct Nov
VISA
REQUEST
SEND
Aaliyah Taylor paid Brooklyn
Project N.L.
16 min ago
Benjamin Taylor paid Me
First payment for the...
2 hrs ago
Jo Hun Lee paid Me
Double Date
3 hrs ago

Fund

JOIN THE NEW GENERATION OF SAVING