



Happy Circles

An App for Helping Students Budget

Team Members

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How might visual information help college students create budgeting strategies?

Motivation

HappyCircles is an application that helps users budget. I used the opportunity to build my prototyping skills and better understand how visual information could help people spend their limited resources more wisely

User Research Summary

We conducted interviews, observations and contextual inquiry to identify current challenges students faced in creating budgets. Specifically, we followed x students during various shopping outings, to the grocery store as well as shopping for clothes, and had them tell us about how they were making decisions about which items to buy. From that experience we found that students could use more information about the degree to which their assumptions of value were accurate.

Key Takeaways

In order to create budgeting strategies. College students need:

- Personally relevant information to inform their decisions
- Non-intrusive interface for reflecting on purchases
- Rewards for effective budgeting



Our persona



An infographic created from our research

Prototyping

We began prototyping by making a journey map



And then we used that journey map to determine a user flow diagram



We translated that flow into wireframes



When we tested our application, the most common points of confusion were the

- lack of labels on our graphics
- The difficulty of understanding what the colors meant
- where to go to collect the rewards

Based on those feedback, we created the refined prototype below

