Money Care App and Responsive Website
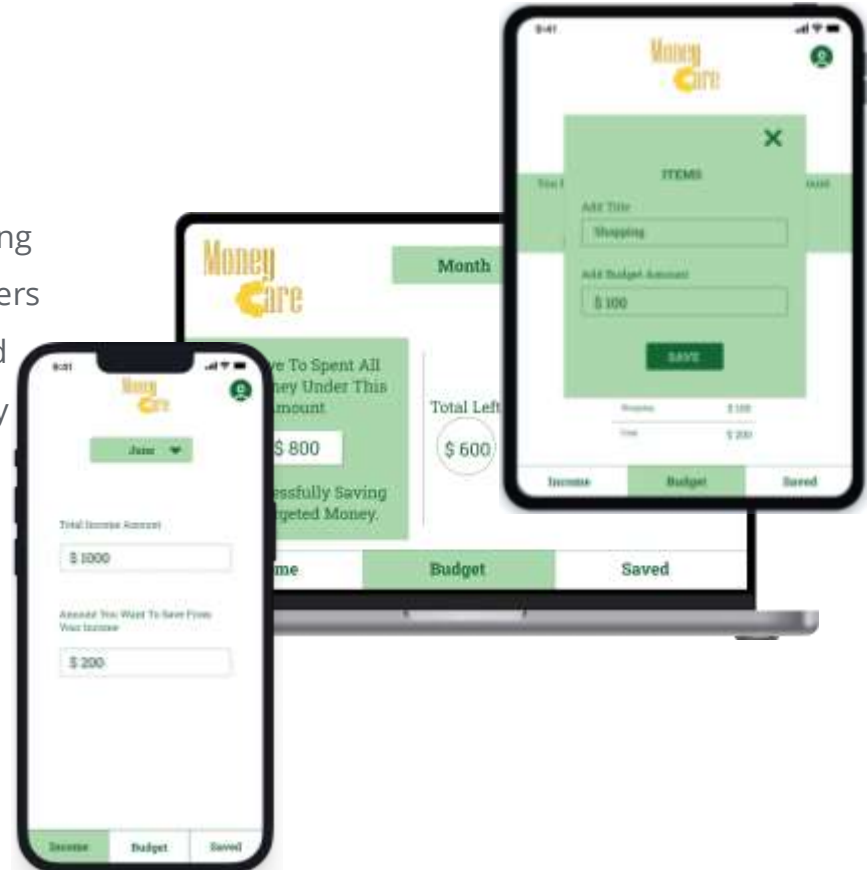
Nidhiben Ukani

Project overview

The product:

Money care is a tool to help tutor adults in budgeting and saving money. Money care's primary target users include college students and adults who concerned with budgeting and would like to save some money amount every month.

Project duration:

Novenber 2021 to January 2022

Project overview

The problem:

Adults not able to manage their money data like income and spend and savings & also don't know calculation of how to budget so they can save some amount of money monthly basis so they can use their savings for future goals.

The goal:

Design an app that will help adults in budgeting & saving money.

Project overview

My role:
UX designer leading the app and responsive website design from conception to delivery

Responsibilities:
Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Ideation

User research: summary

I found out in user interviews that most interview participants reported feeling badly about that they want to save money & want to set budget for their priority needs,but they didn't actively try to manage their money. The feedback received through research made it very clear that users would be open and willing to work towards save & budget their money if they had access to an easy-to-use tool to help guide them.

Persona 1: **Anant**

Problem statement:

Anant is a working student who needs to manage his money spending . he wants to save some amount of money form his income and wants to budget before spending his money.

"Everytime i spend money without thinking"

Goals
- Want to buy dream laptop.

Frustrations
- "When he wants to buy something but he has no money left"

Anant Patel

Age: 22
Education: University Student, 4ᵗʰ Year
Hometown: Pune,India
Family: Lives with Friends
Occupation: Intern in IT Company

Kunj is about to complete a graduation and currently he working as intern in IT Company.he wants to do freelacing work for earning after graudation.For his this deram job he need to buy a good laptop and other desk kit so he can easily start his career without any worry. He thinks saving money & Budgeting is good way to achive his need without any stress.

Persona 2: **Rose**

Problem statement:

Rose is a working student who needs save her money so she can plan vacation using that money. Sometimes she spend all money in shopping before saving any money in pocket. So she wants to properly manage her money like svaing & budgeting.

"It's good to have some savings in your pocket"

Rose Soni

Age: 19
Education: Student
Hometown: Mumbai,India
Family: Parents
Occupation: Part-time job

Goals
- Want to go for vacation in different places of world.

Frustrations
- "Sometimes she spend all her monthly income in shopping, without saving any money,so there is not money left for plan vactions where she wants to go"

Rose is a student & doing part time job. Rose loves to travel .Rose feels when she save some money she has ease of mind that she can go for vacation. She likes when she save enough money for vaction in her pocket. She likes to going vaction for relex herself from day to day life.

Ideation

I did a quick ideation exercise to come up with ideas for money saving & budgeting app with simple features.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Money Care app. These designs focused on users to help them for manage their money.

home screen acts like basic detail of user money income & user goal of saving

Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of how saving and budgeting data manage.

View MoneyCare's low-fidelity prototype
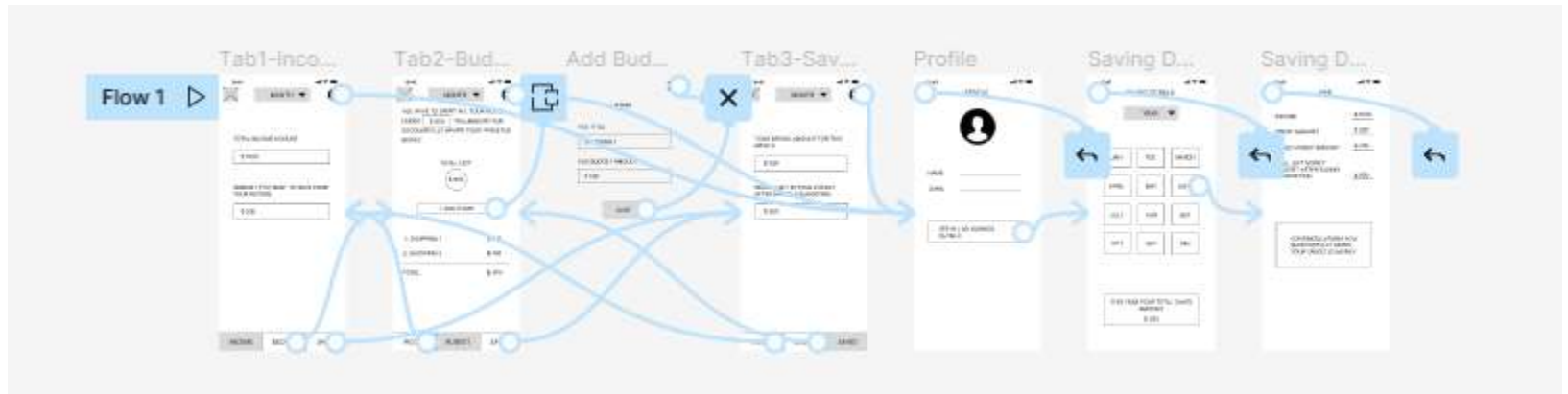
Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

5 participants

Length:

20-50 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Label Changes

People had difficulty to understand label in budget tab.

2

Delete Options

People preferred a delete option for list items when create a budget list.

3

Share Options

People want a sharing option for their budget list.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear label to user for better understanding in budget tab.
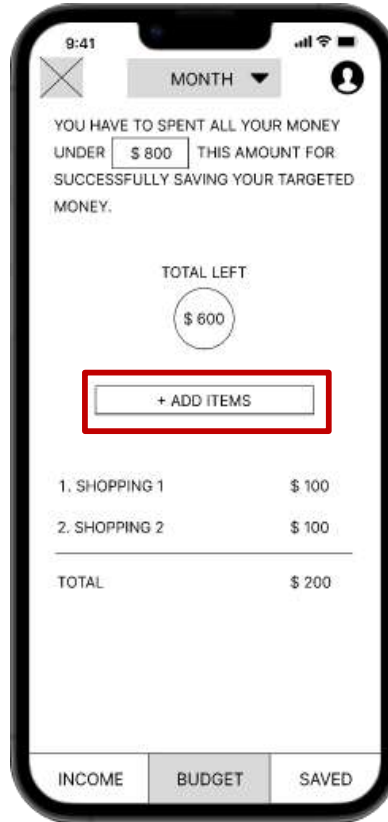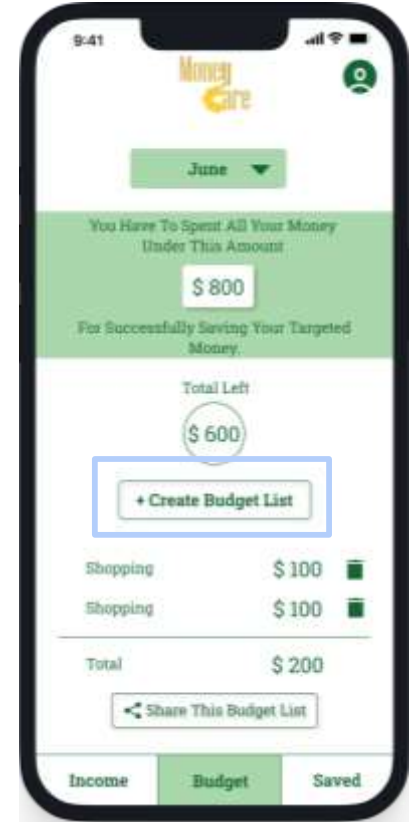
Mockups

Based on the insights from the usability studies, I applied design changes that included adding an "Delete" option for budget list
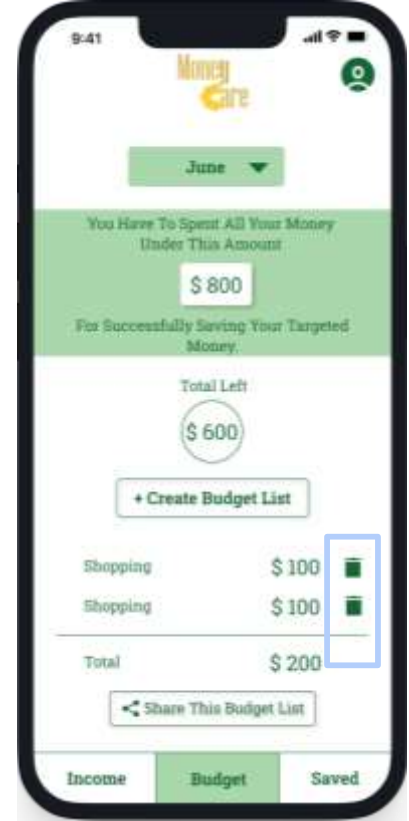
Mockups

Based on the insights from the usability studies, I add "Sharing" option for budget list sharing.
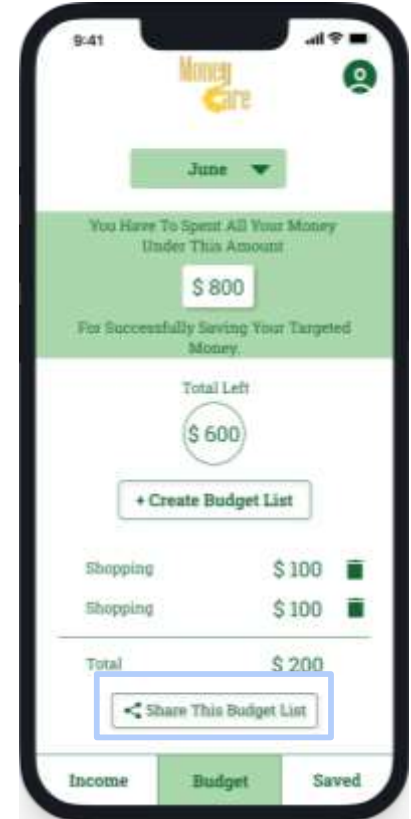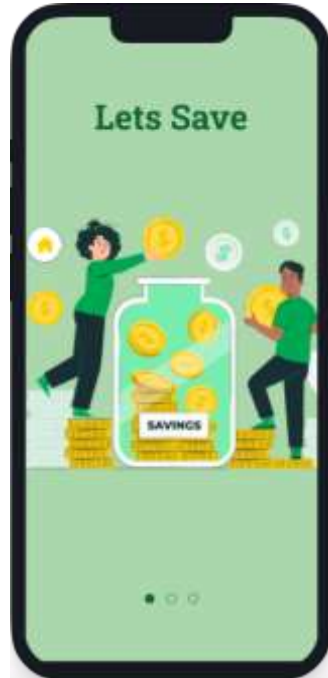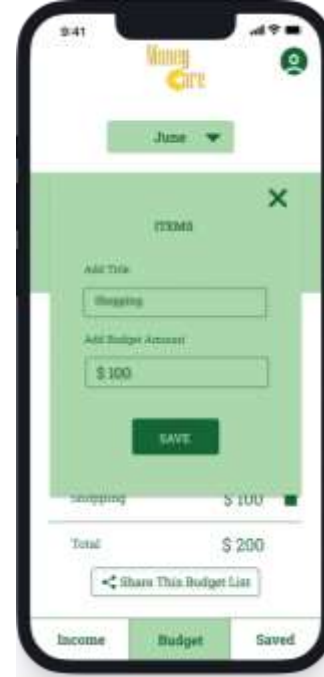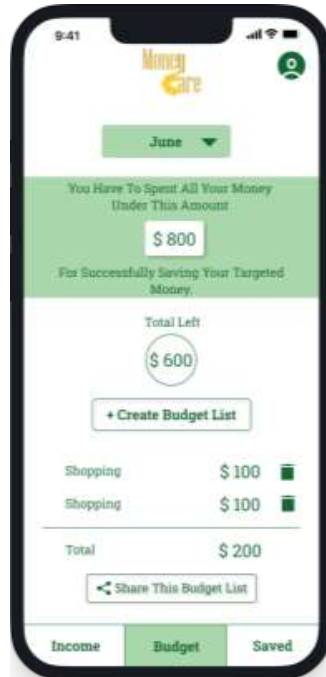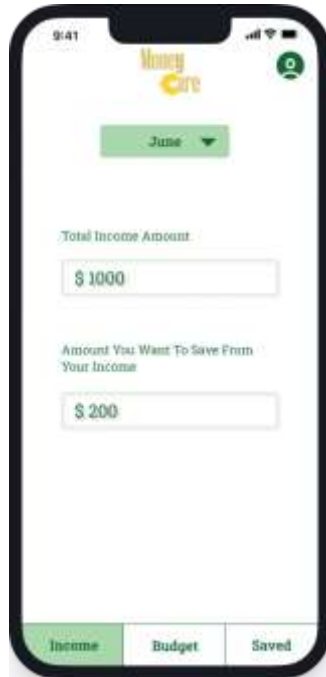
Mockups

Mockups

Mockups
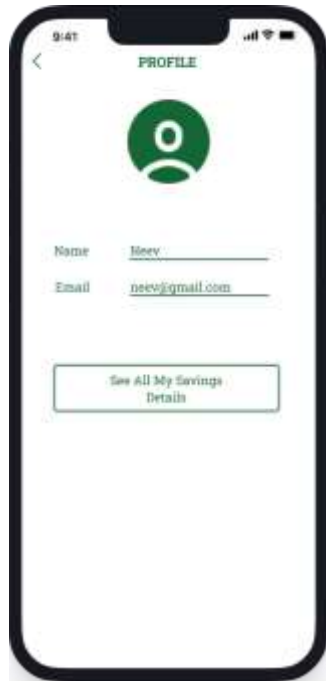
High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Money Care high-fidelity prototype

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen which define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the "Money Care" sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
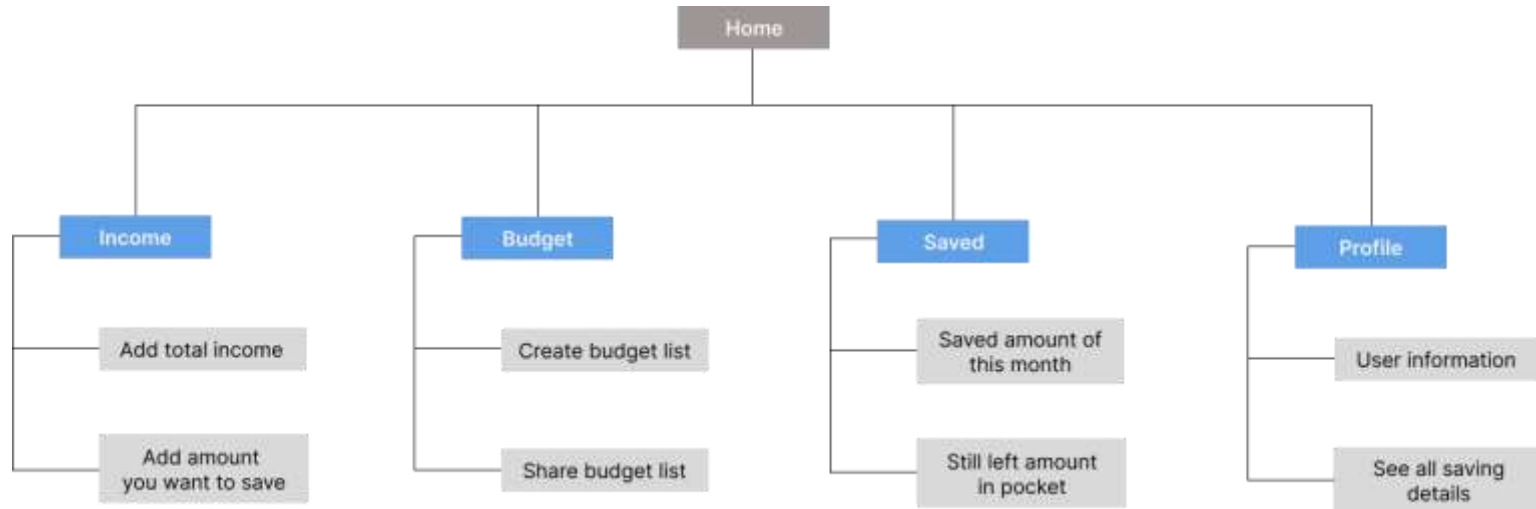
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
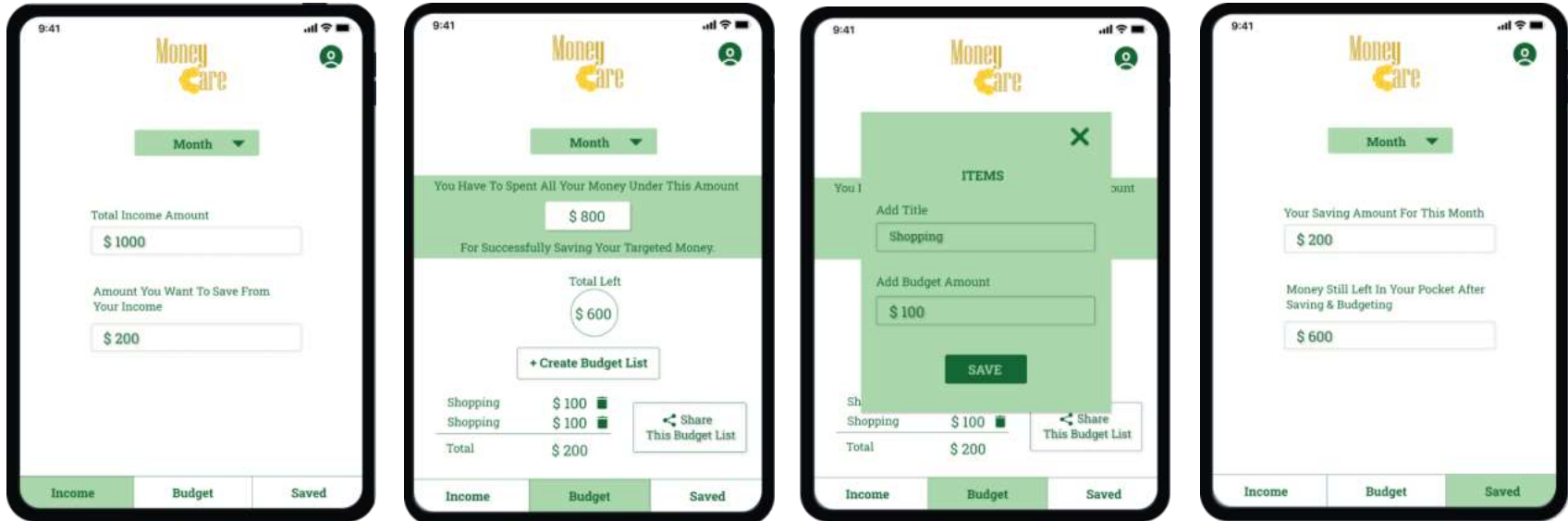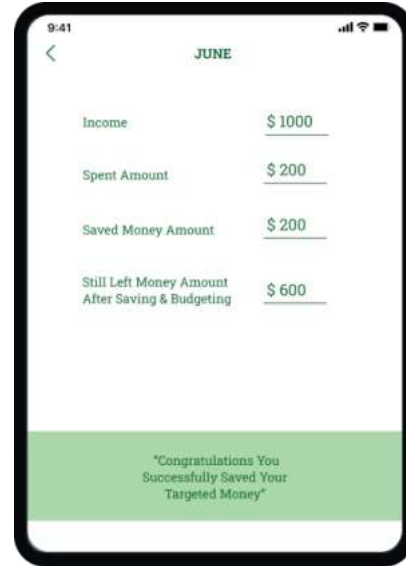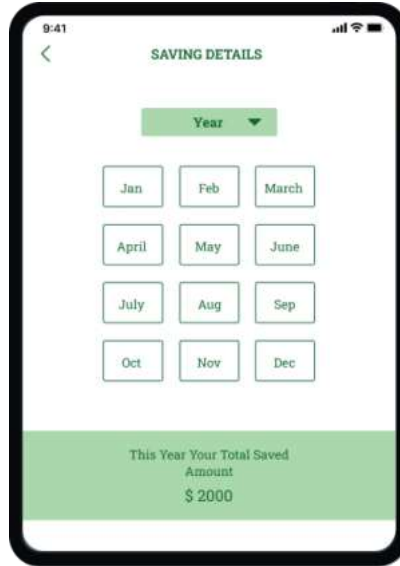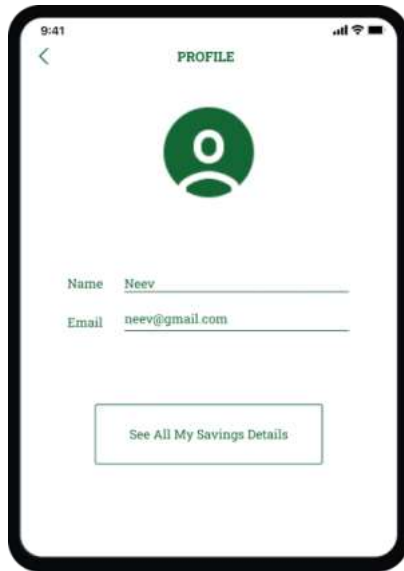

Mobile website

Tablet

Desktop

Responsive designs - Tablet
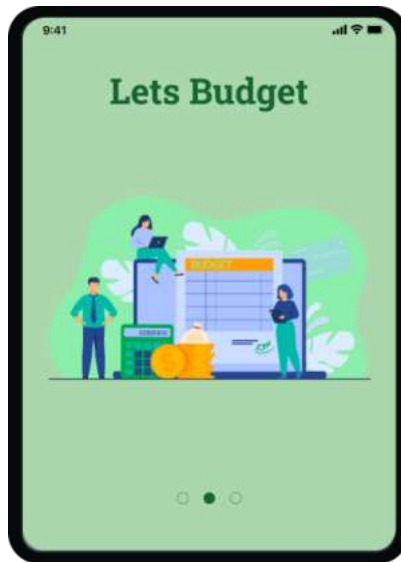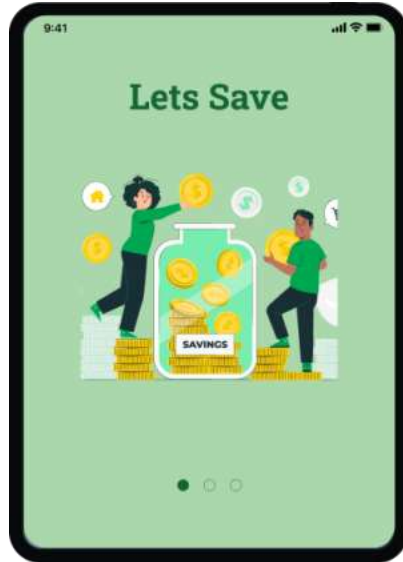
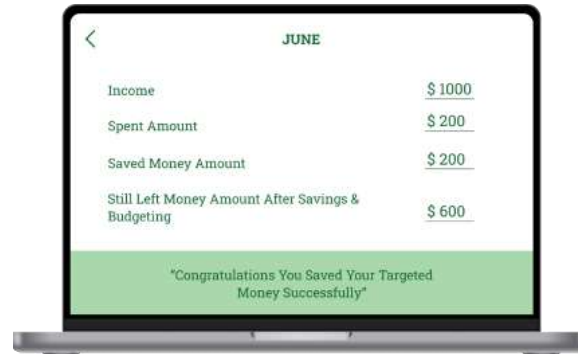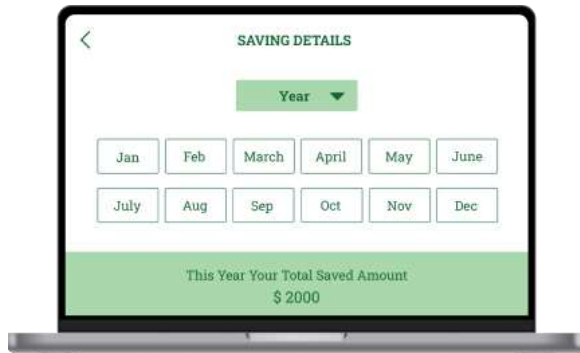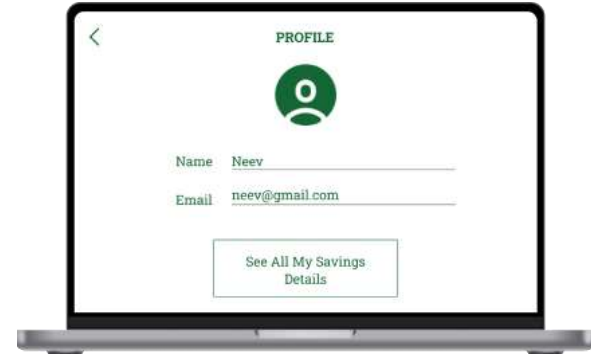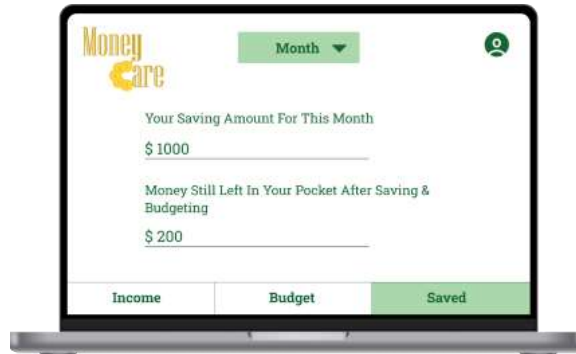# Responsive designs - Tablet

Responsive designs - Tablet

Responsive designs - Desktop

Responsive designs - Desktop

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users shared that the app made money saving easy for them.

What I learned:

I learned that going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to help user to saving money

2

Add more educational resources for users to learn about money management & savings.

Let's connect!

Thank you for your time reviewing my work on the Money Care app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: nidhibenukanistudy27@gmail.com

Thank you !