

Indepth Financial Trends – Research Report

This part of my project was all about delving deeper into the financial statuses of my target audience and finding out the best possible solution for the major gap in the initial customer journey.

01

Gaps Intro

The Major gap I identified in assignment 1 was in between the touchpoints of getting your paycheck and instantly spending on wants/desires. It's a gap worth pursuing as based on observation/general interviews previously, I had some assumption that instant gratification from social influence was the main cause of instant expenditure causing the upset feeling in the post-experience phase for teens.

02

Objective

The main objective was to dive deeper into the more physical nature of financial literacy where information/evidence of realistic figures of expenditure can inform my hypotheses and my narrowed scope.

03

Methodology

The UX methods i chose to use to further research was a Cultural Probe activity and an accompanying questionnaire. Completely aware of the threat that this could pose to the sensitivity of the subject matter: giving personal information (actual spending data), I chose to take a different approach with the same objective. This would mean making the activity into a sort of game where participants would have a certain weekly paycheck and choose how they'd spend it based on their thoughts and feelings (trying not to give them a whole introduction at the start to eliminate potential biased answers). This would also follow with the questionnaire being solely participant driven (ethics forms were given out).

04

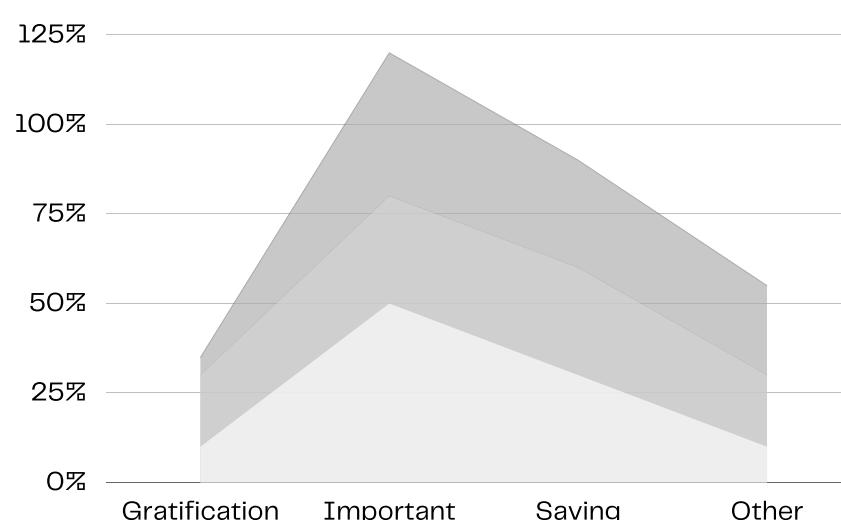
Results

- Long term intentions with money
- Worried about important payments (spending more than earned)
- 2 had minor gratification hits
- Didn't have set plans weekly, just thoughts
- 2 had a significant use of cash
- Consistent feelings of loss

05

Analysis

My initial assumption of the initial gap in my journey map was proved wrong in my primary research. The main summary of the results obtained showed that all participants were financially literate and had long-term intentions within their money expenditure however it's not the external gratification/influences that was the problem, it was the consistent weekly (important) payments. Consequently, this would cause the feeling of losing money at the end of the week or post-shopping experience when those minor gratifications hit (as displayed in my CJM pointing towards wants vs needs).



06

Conclusion

Participants weighing up their wants vs needs is as easy as making daily plans/schedules of how you will spend your money in terms of value sothey can budget. The ability to be constantly reminded about long-term thinking and better choices for that should be a daily practice and the support of an app (as its portable/easy to use) will promote the building of capability and positive influence to improve this experience/problem within teen society.

07

Next step

As I have narrowed my scope to budgeting and have an idea that my design will evolve around a potential digital wallet that includes weekly planners, money delegation, and goals; I will now look to start designing low-fidelity ideas to test on participants. The feedback I get will be used to finalize an initial idea.

Authors

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Affiliations

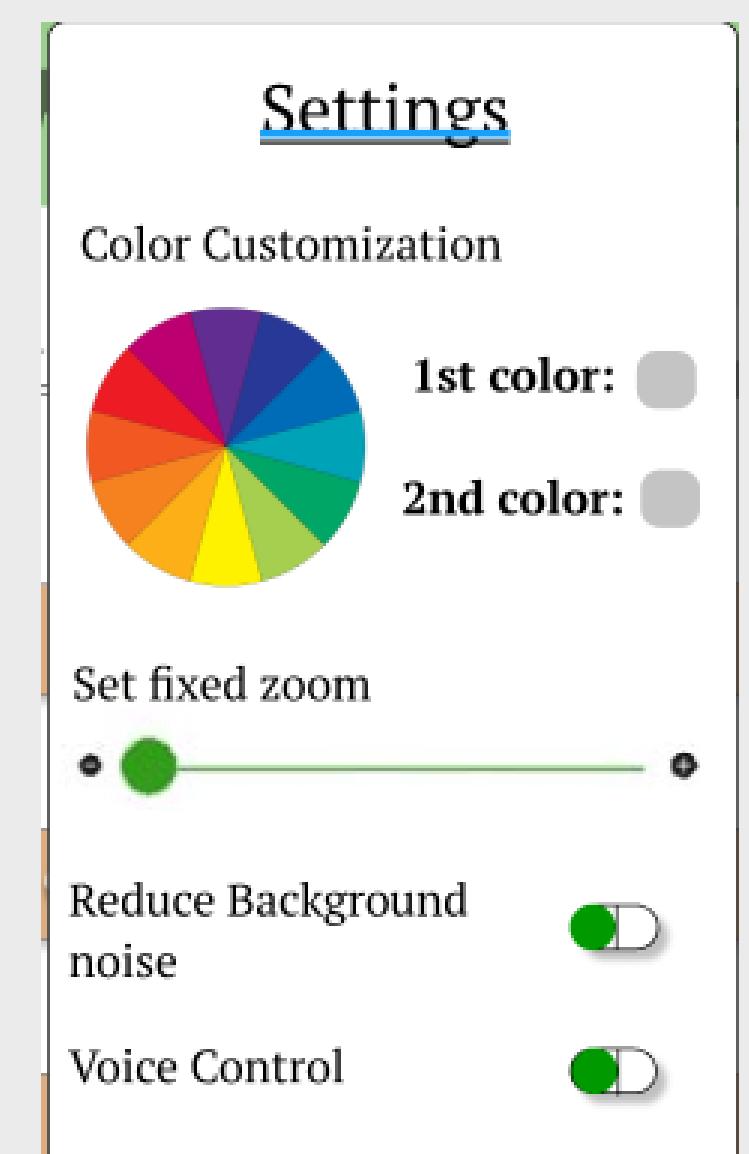
IXXN390 Interaction Design Capstone 2021,
School of Design Innovation,
Victoria University of Wellington

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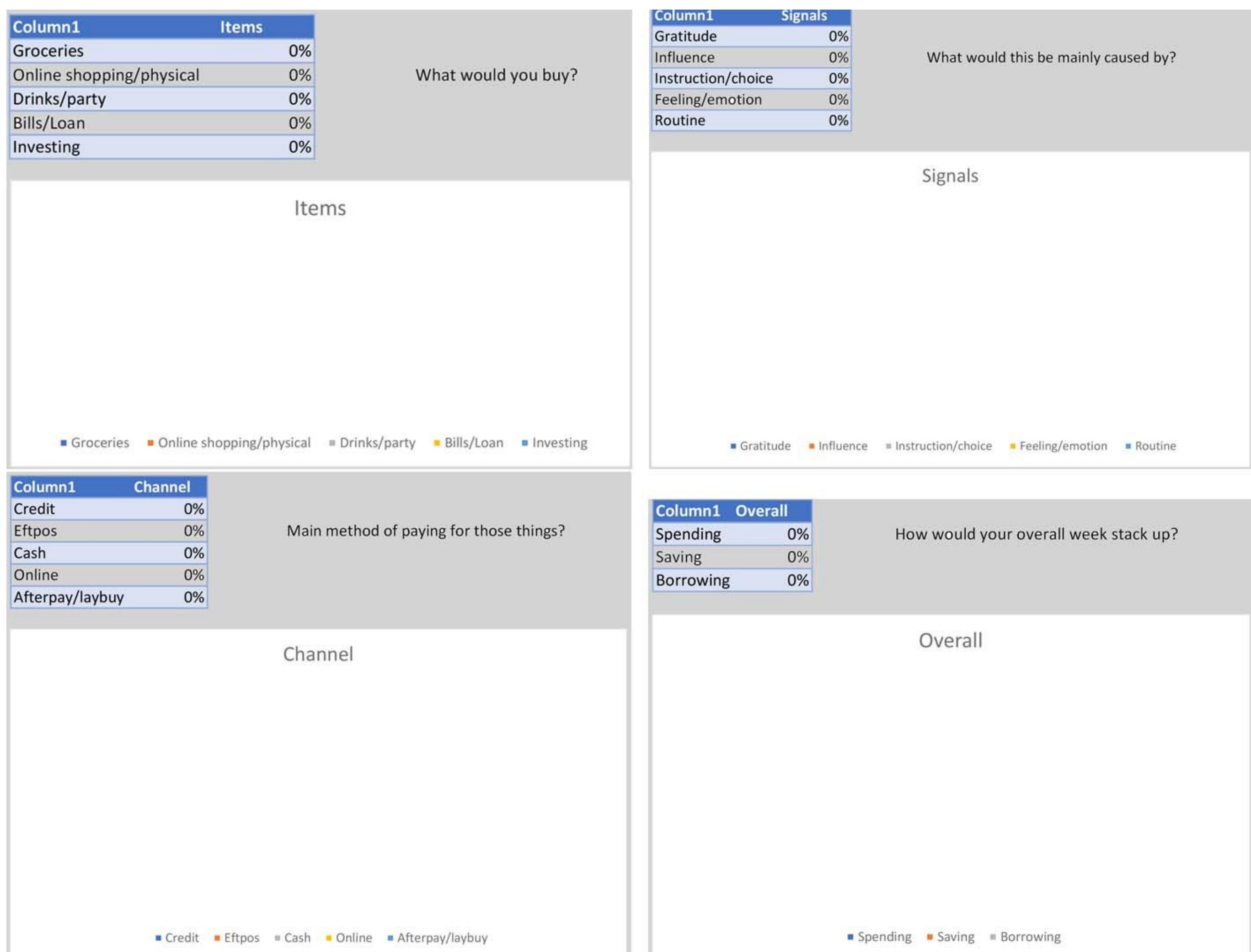
Accessibility Plan (this assignment and next)

I will implement some features into my App design that address people with impairments, however these be added to compliment the functions of my app instead of adding copious and unnecessary amounts of features. I want to address as many impairments as possible however, being that my app doesn't involve as much content and pages my potential plans are:

- Voice Control – Physical impairments (for navigating the app)
- Dark/Light mode – Visual Impairments (for adaptable screens in time of day/adhere to tired eyes or see pages clearer;
- Alt text for screen reader/highlight areas/large touch targets for clickable areas and buttons – Visual Impairments (cant see elements clearly).
- Text to speech – Visual impairments (for hearing textual content)
- Pop up box at start to derive settings – Cognitive/Visual Impairments (colours, size,spacing, Rotation, controls/gestures, background noises or visuals)
- Layout consistency/labelling of buttons/proximity/typing aids – Cognitive Impairments (Understanding Website better)
- Balance of text and image/ simple words/grammar – Cognitive Impairments (benefitting concentration levels)



Charts used for Research



Q1. What does having money to spend mean to you?

Q2. Do you think long-term or short-term with using money? Explain...

Q3. What are your first ever thoughts when your pay check just comes in?

Q4. How much of your weekly paycheck do you spend on average weekly?

Q5. Is this mostly on important payments?

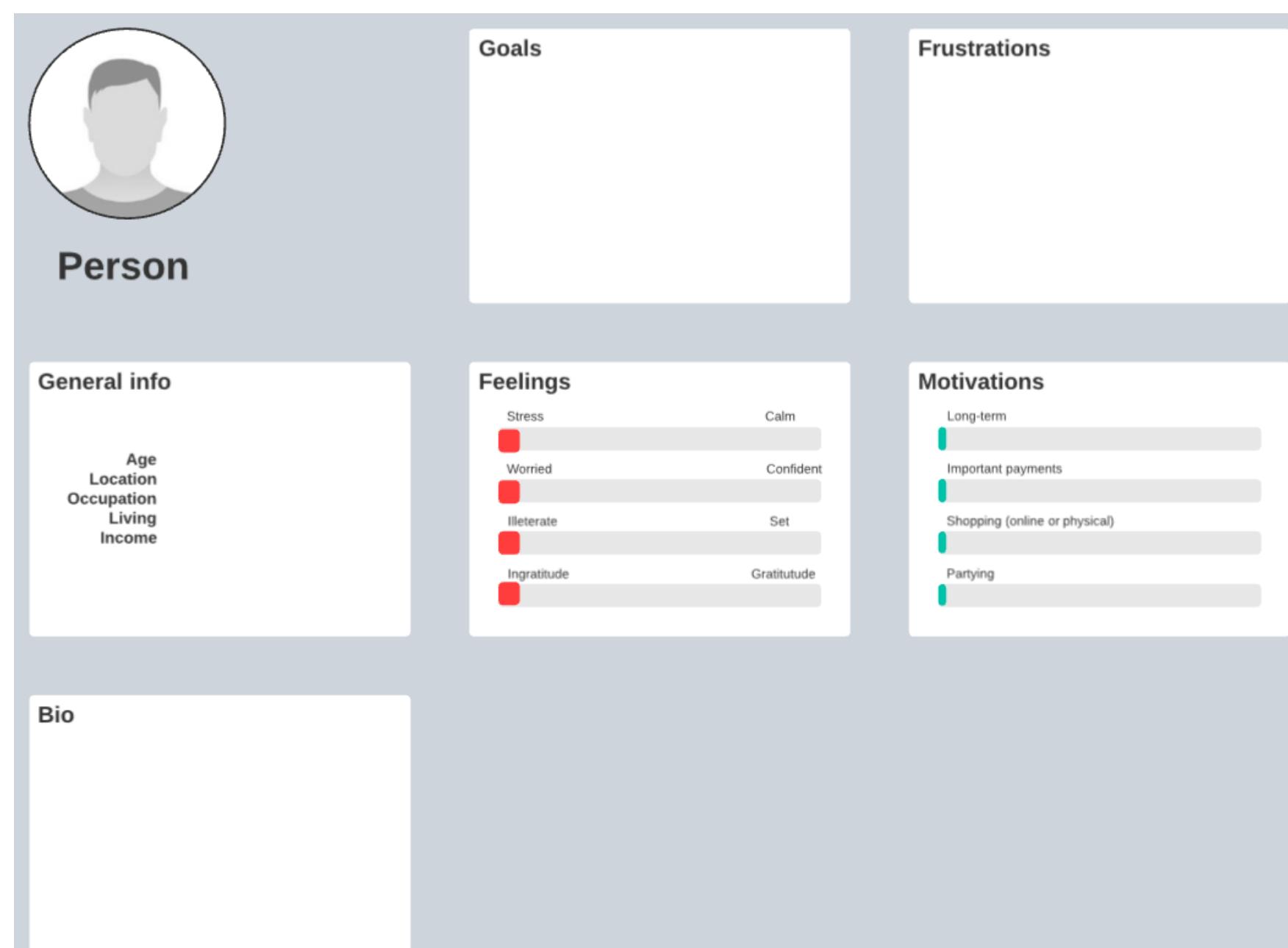
Q6. Do you have a budget/closely watch your finances?

Q7. How do you pay for mostly pay for things?

Q8. Does this affect your willingness to spend your money?

Q9. Do you ever feel like you've 'lost' money weekly?

Q10. Does this bother you?



(Participant data at very bottom)

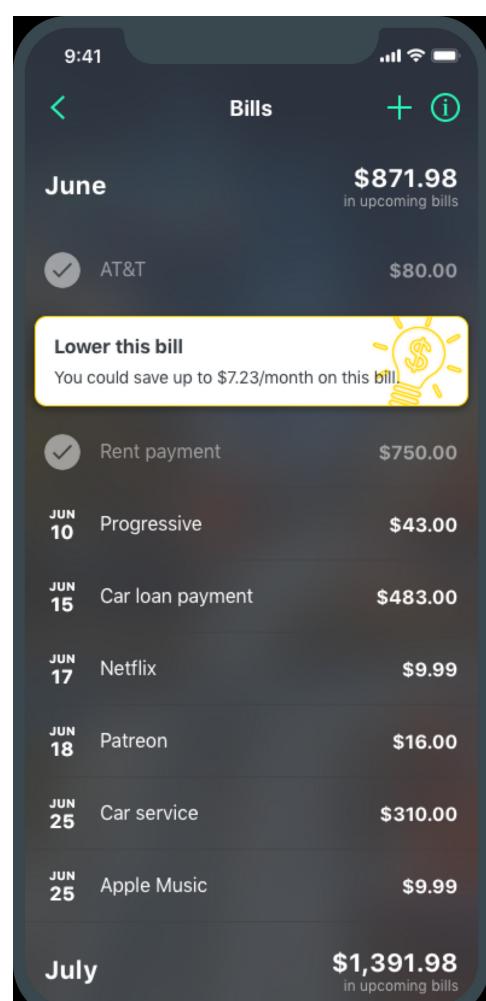
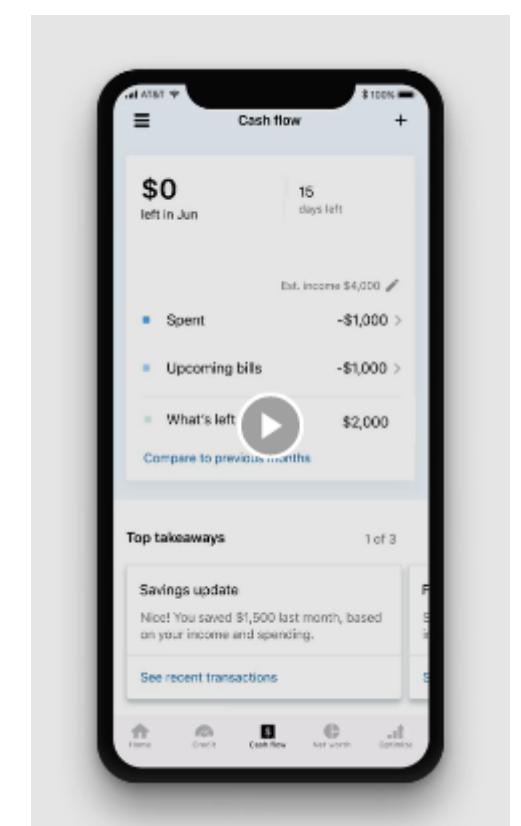
Objective

From this project, I am hoping to develop and influence positive financial habits for teens to learn and be able to make a regular practice now and going forward. A question to ask is: How might we influence people into spending less than they earn? And a JTBD might be: When I make payments, I want to be constantly reminded about how much money I've got left, so that I can budget appropriately.

Precedents for the content in my app

Nerdwallet only includes what's important on one screen.

- Your incoming paycheck
- Upcoming important payments
- Graph of comparison to other months
- Analysis of your overall spending trends

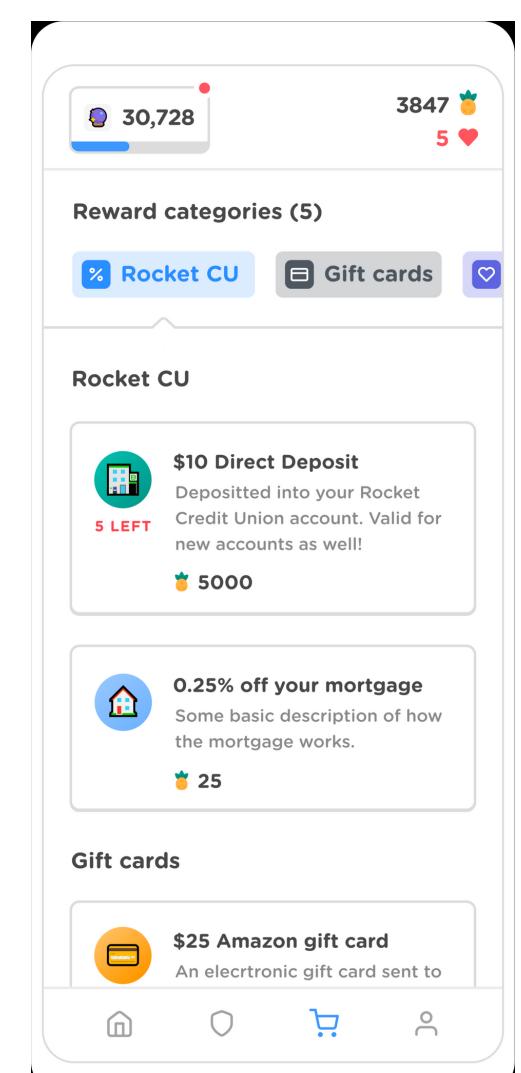


Mint additionally uses colour and feedback to engage the user.

- Gamified like colours
- Idea popups on upcoming important payments
- Separate tabs for overview and present (month)
- Achievement messages from goals set

Unrelated but relevant, Zogos uses gamified versions of trivia/lessons for discounts on important payments

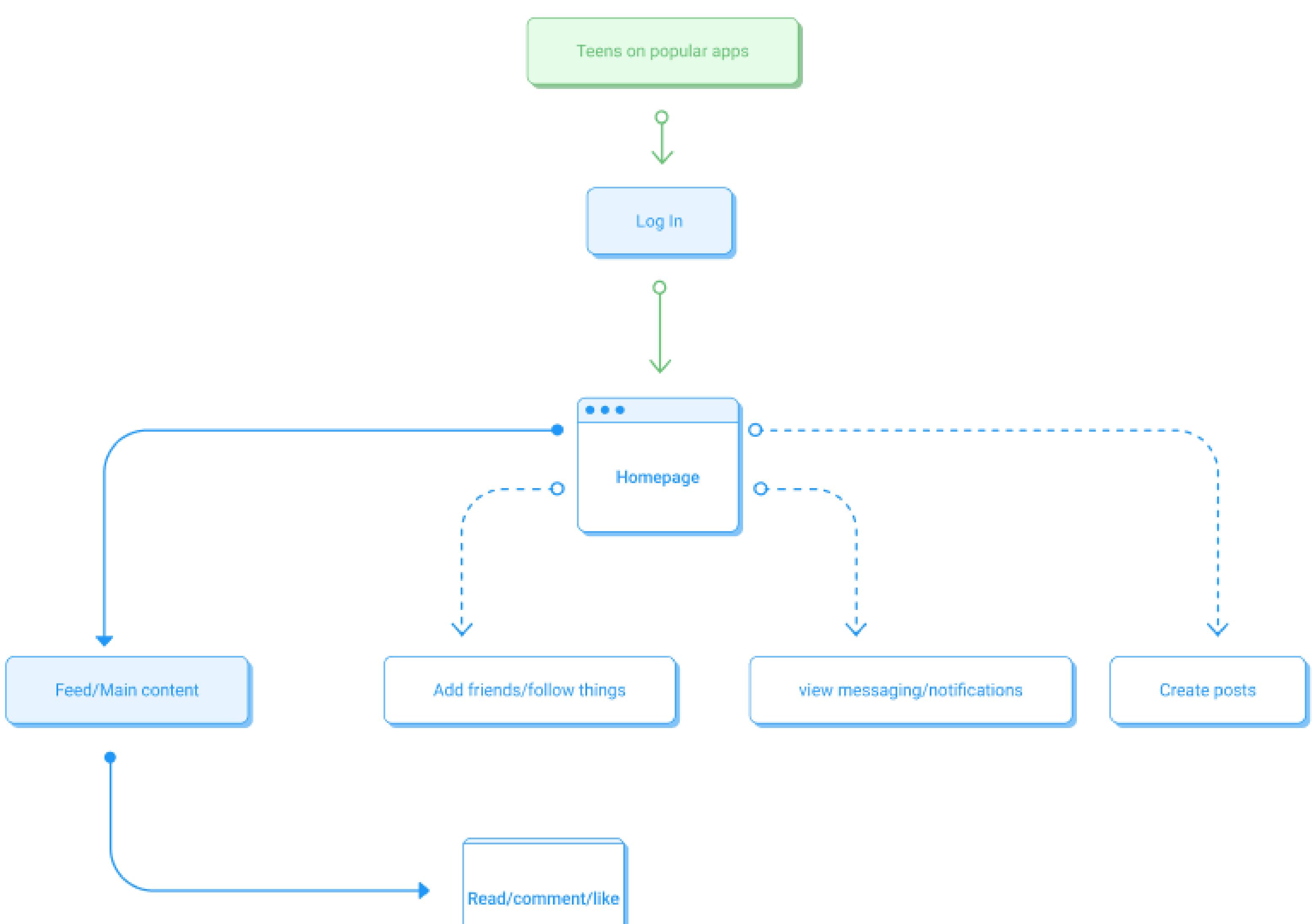
- Redeem points for discounts
- Gamified display
- Section on trivia for your financial situation
- Daily reminders



General user flow of popular apps (to implement in my app)

Scenario:

Getting teens attention span to use apps/websites is as easy as making the interfaces and processes as simple as possible. Popular apps used by teens including social media, spotify, and linkedin involve very click-light processes pointing towards the fact that you can just log-in (most are already logged in) and the most important content is already there along with other actions to do with liking,follow,creating. This compliments their need to quickly pull out their phones whenever and use, making thses apps appealing and popular.

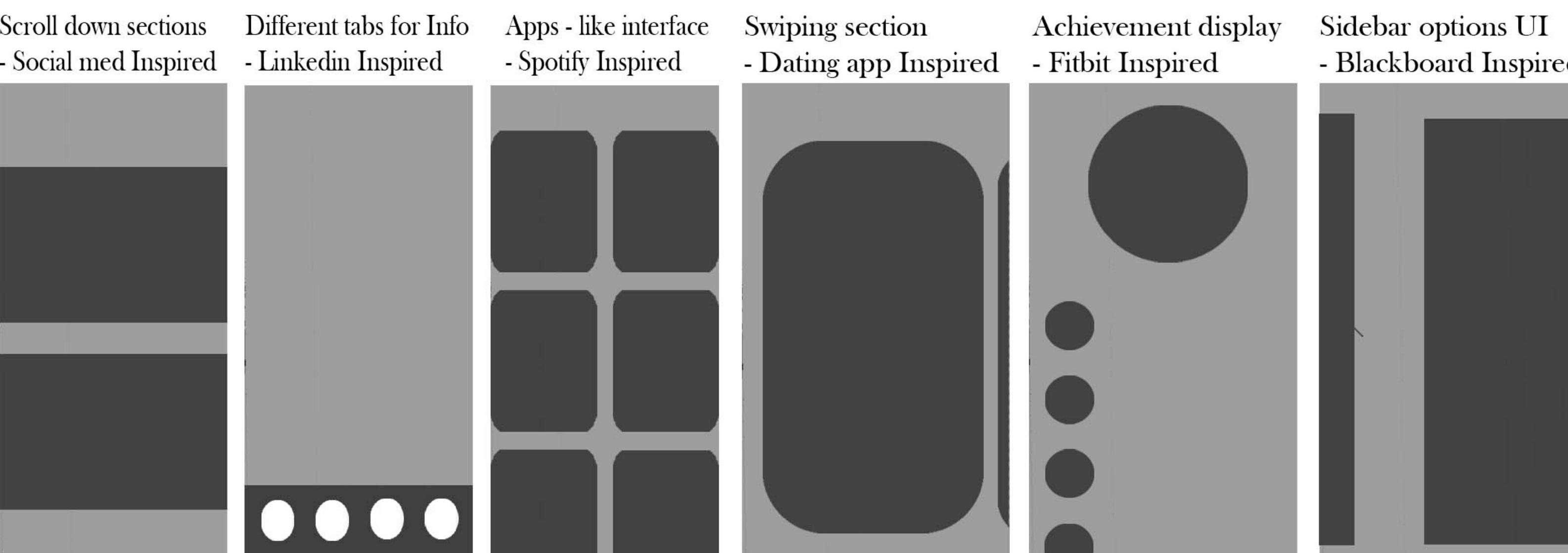


I want to be able to take this methodology into my app where users experience a consistent portability element right through the interaction of taking out their phones, using, the app, and putting their phones away — making this a quick and easy interaction just like it would social media and these other popular apps.

Initial Design Goals

- Easy to use
- Small scale (Click heavy processes)
- Mobile/very accessible
- Engaging and interactive
- Simple interfaces
- Minimal graphical representations/colour

Design Approaches for interface - Inspired from Mental Models

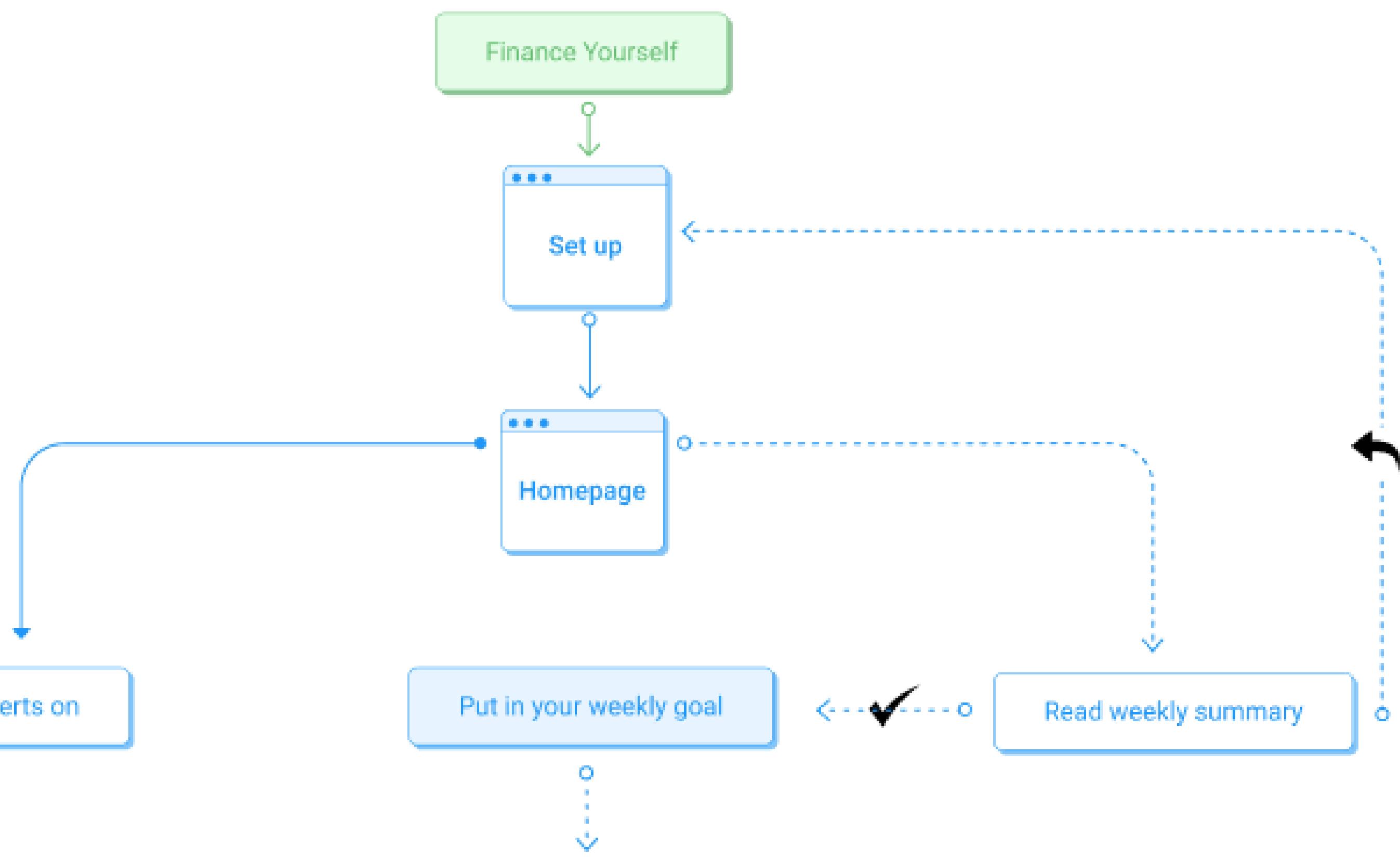


- Minor feedback from participants asking what apps they use the most (to find out the most popular ones - eliminating my assumptions) and then drumming up quick sketches to see which would be the more favoured approach. This resulted in LinkedIn first, spotify second, and fitbit third.
- I also asked participants what they would like to see in the app i was going to create:
 - Finance related news feed/quotes
 - Table planner
 - Chatting with others/external help
 - My Paycheck
 - Profile/stats
 - Wallet/statements page
 - Trivia/small quiz game?
 - Information hub/tips
- To make sure i dont include too much content whilst combining my feedback, precedents and content from mental models app, these are the pages i decided on (too much content will be unpleasant).
 - Opportunities/recommendations
 - My Paycheck
 - Profile/settings
 - Wallet

User Flow of my App

User Flow of 'Finance Yourself'

Finance yourself takes precedence from the user flows of social media apps using the idea of everything being in one place and minimal clicking needed to achieve goals. This (like social media) is tailored to my target audience of teens who find themselves more engaged when minimal efforts and minimal content is applicable.

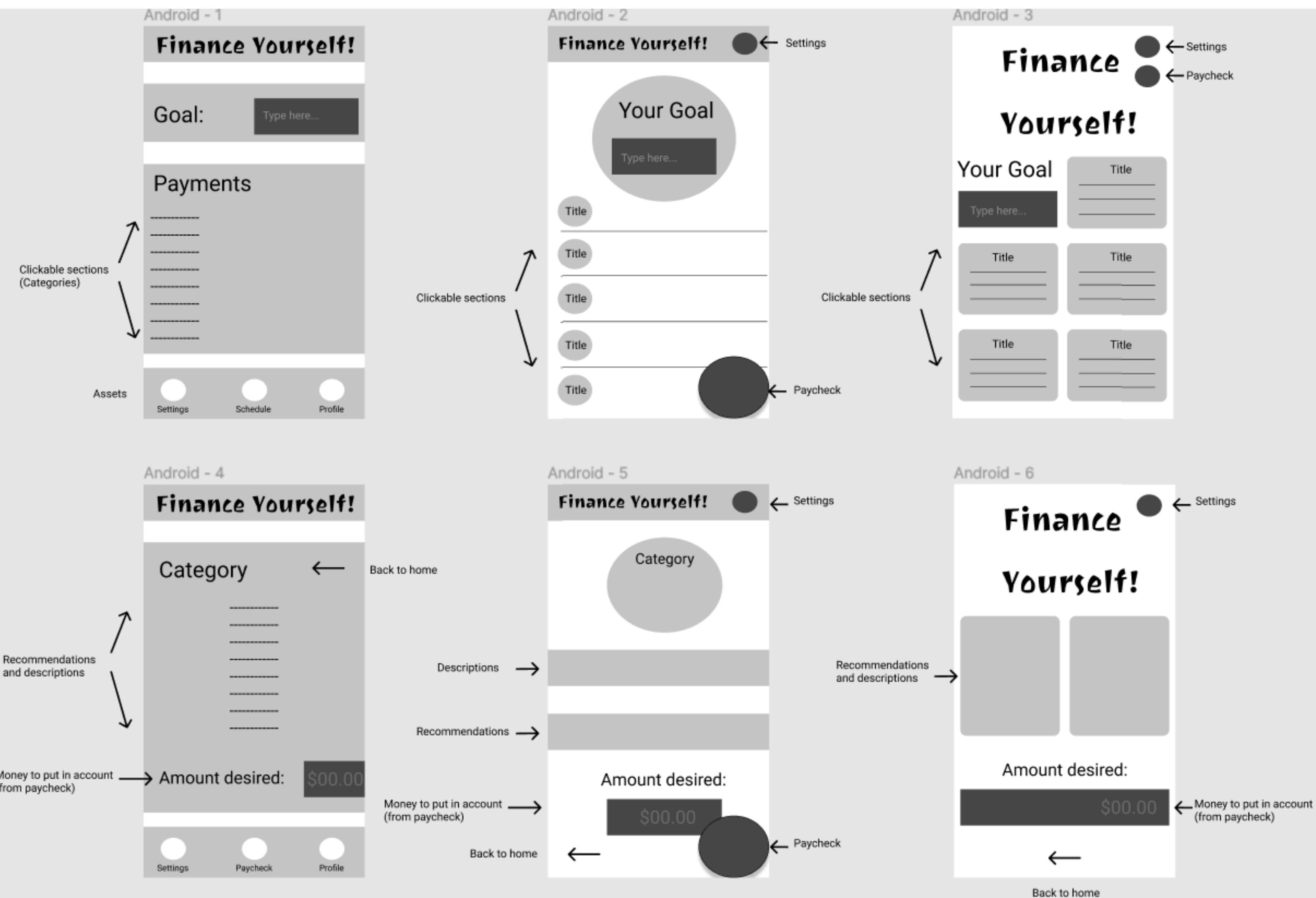


Key

- ←○ Flow when app just downloaded
- ←---○ Flow after a week of downloading app
- ✓ When 'Proceed' is clicked
- ↶ When 'redo' is clicked

Wireframes

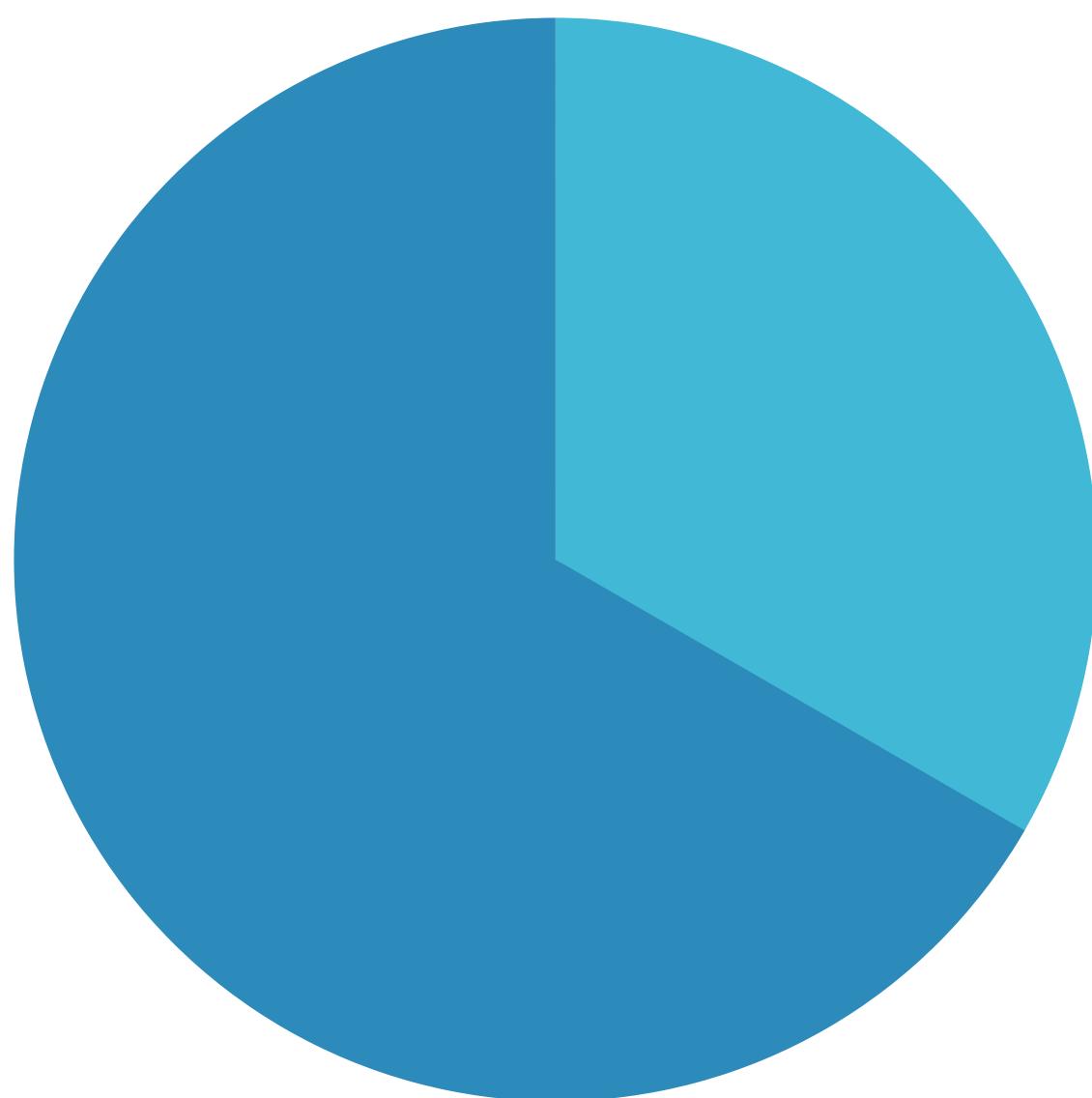
<https://www.figma.com/file/cI134MvotBav8fd09SuecQ/Untitled?node-id=0%3A1>



Wireframe
1
33.3%

- More professional looking
- Better visibility of paycheck
- Good readability of elements
- Utilises space better
- Color might look better
- First one looks little bland
- Third one looks too playful

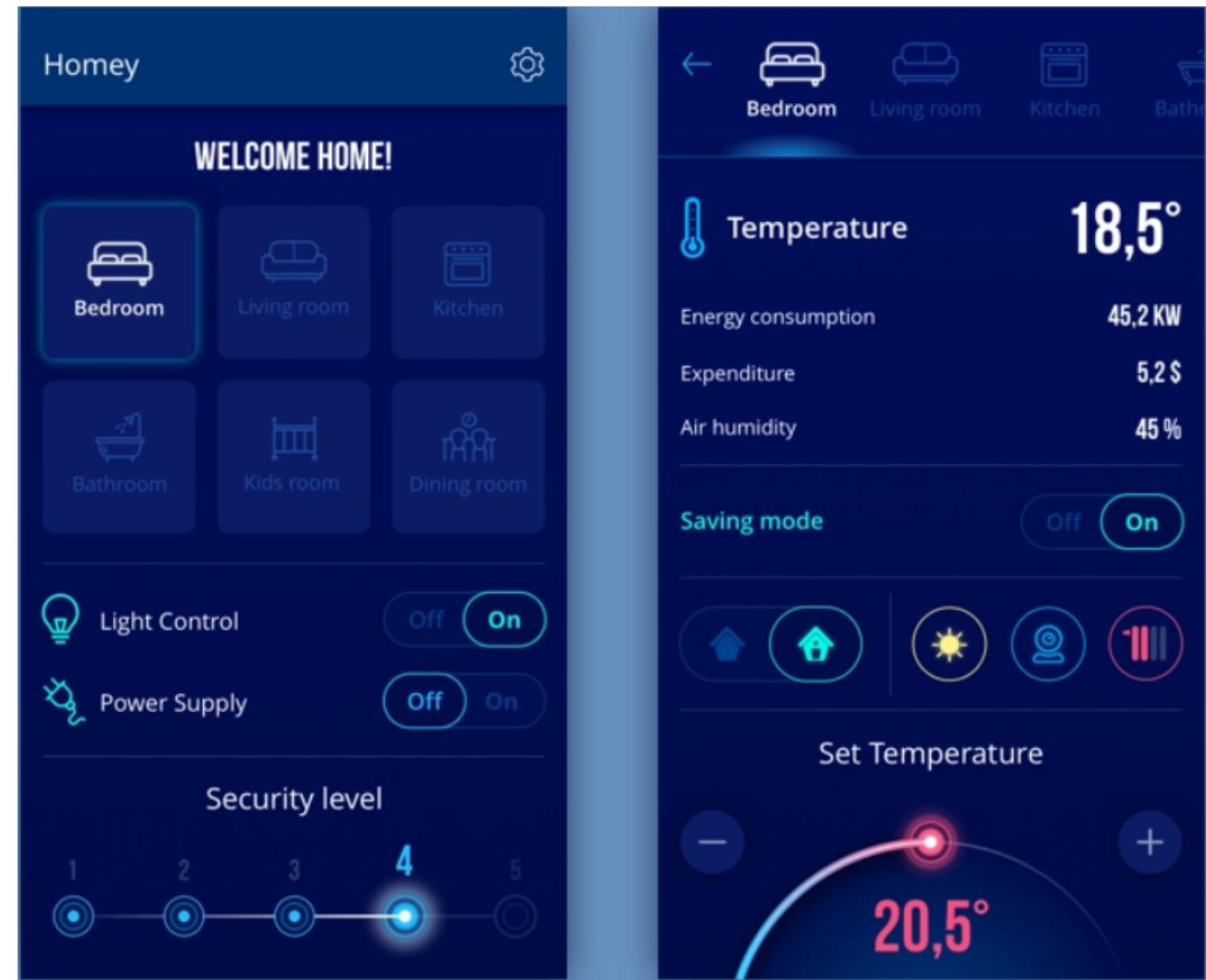
Wireframe
2
66.7%



Examples for design of UI

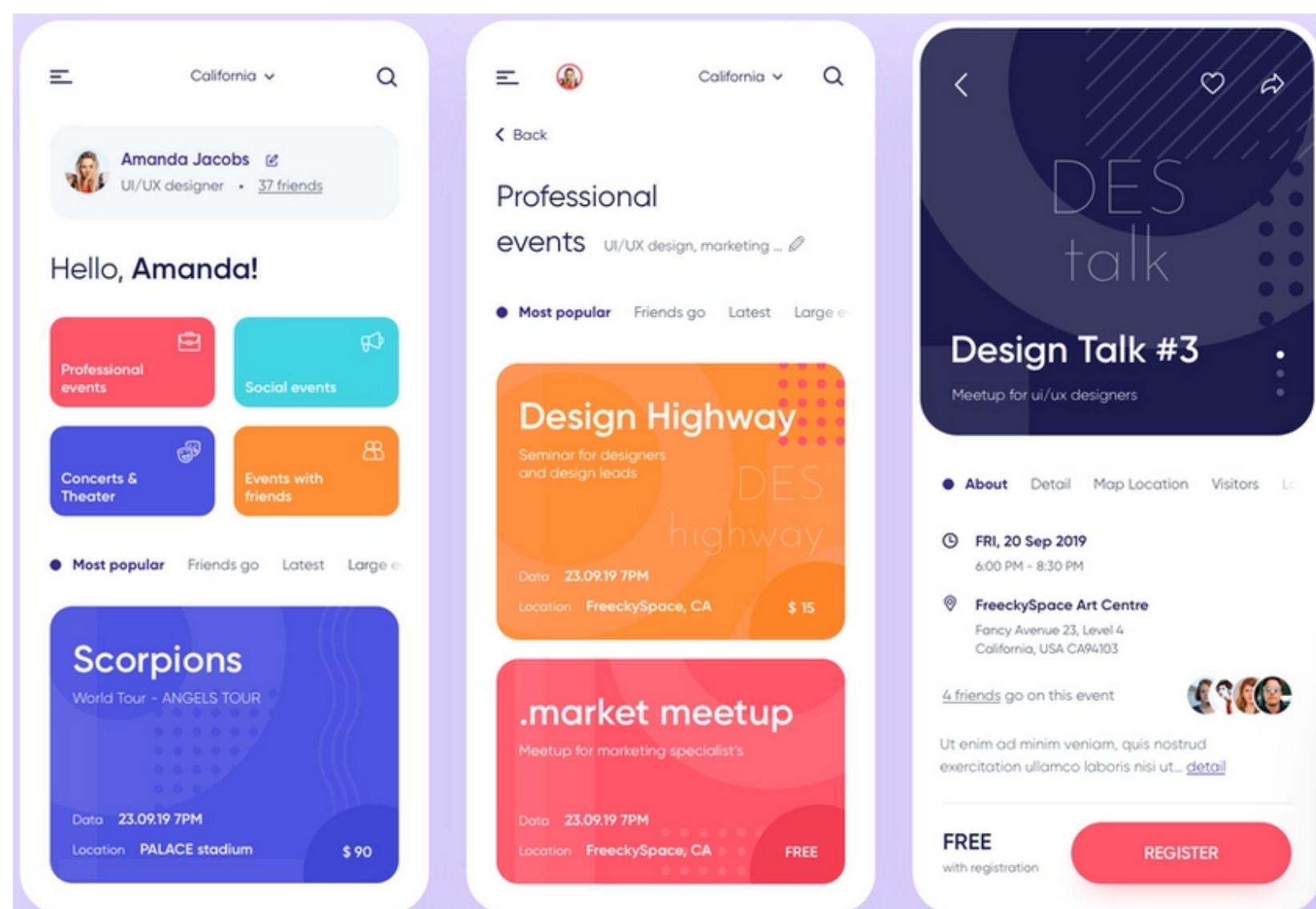
Homey

- Iconography
- Interactions
- Colour and contrast
- Clean Layout
- Animations



Energy Life

- C.R.A.P
- Animations
- Patterns
- Consistency



Duolingo

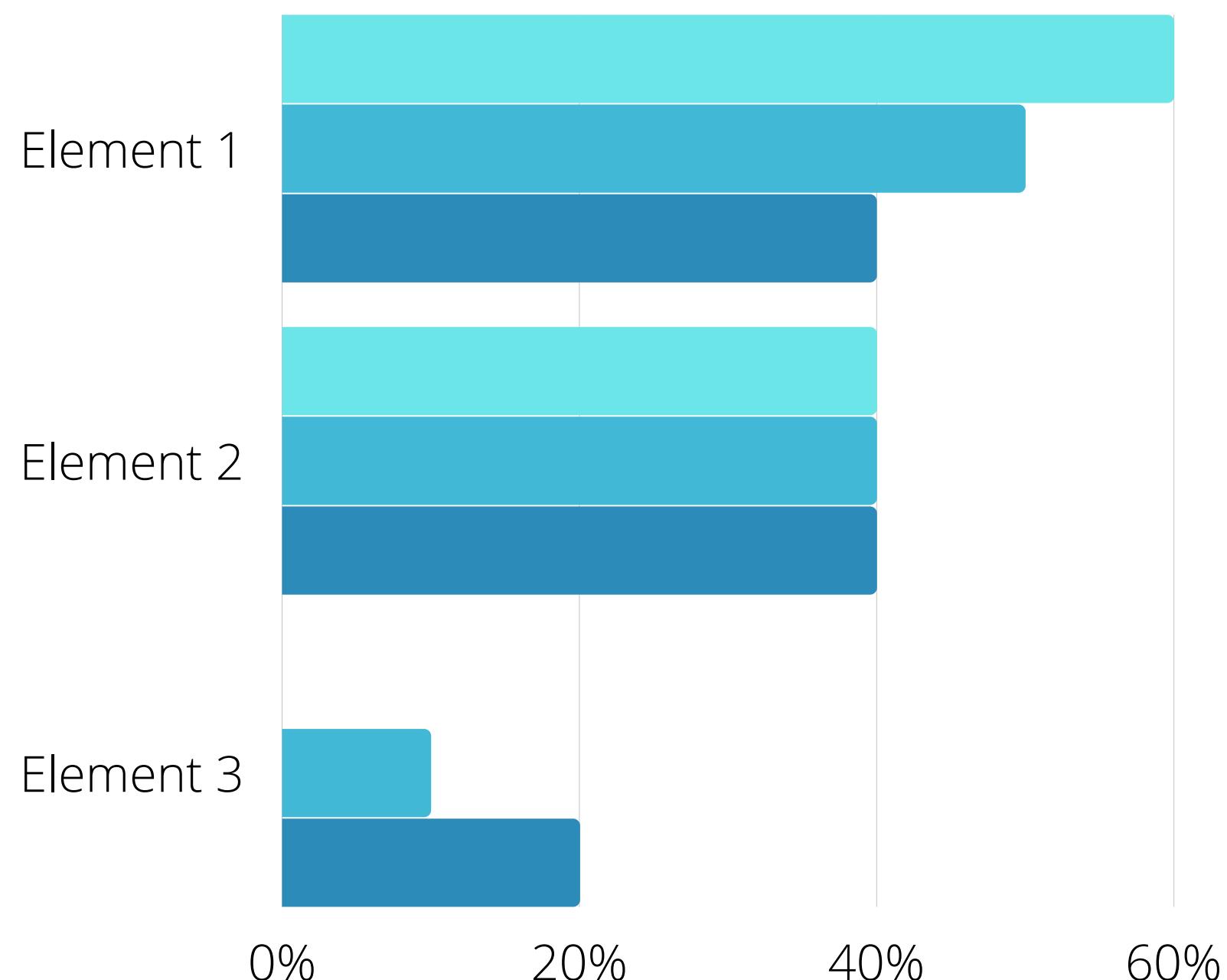
- Simple
- Gamified
- Characters
- Mental model



Elements to use in app



Feedback to see how much participants would appreciate the interaction of depositing money into accounts.



- Great experience for lever however would feel more comfortable typing my own values
- Love the lever but might look odd in the context of the app and in relation to the other elements.
- Could be cool but might be unnecessary – keeping things simple.
- Better consideration for accessibility

Button

Slide-in section

Pop up box (after category clicked)

Idea 1

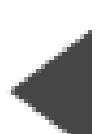
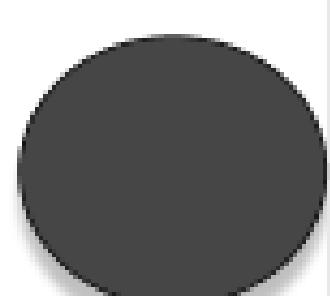
Idea 2

Idea 3

Finance Yourself!

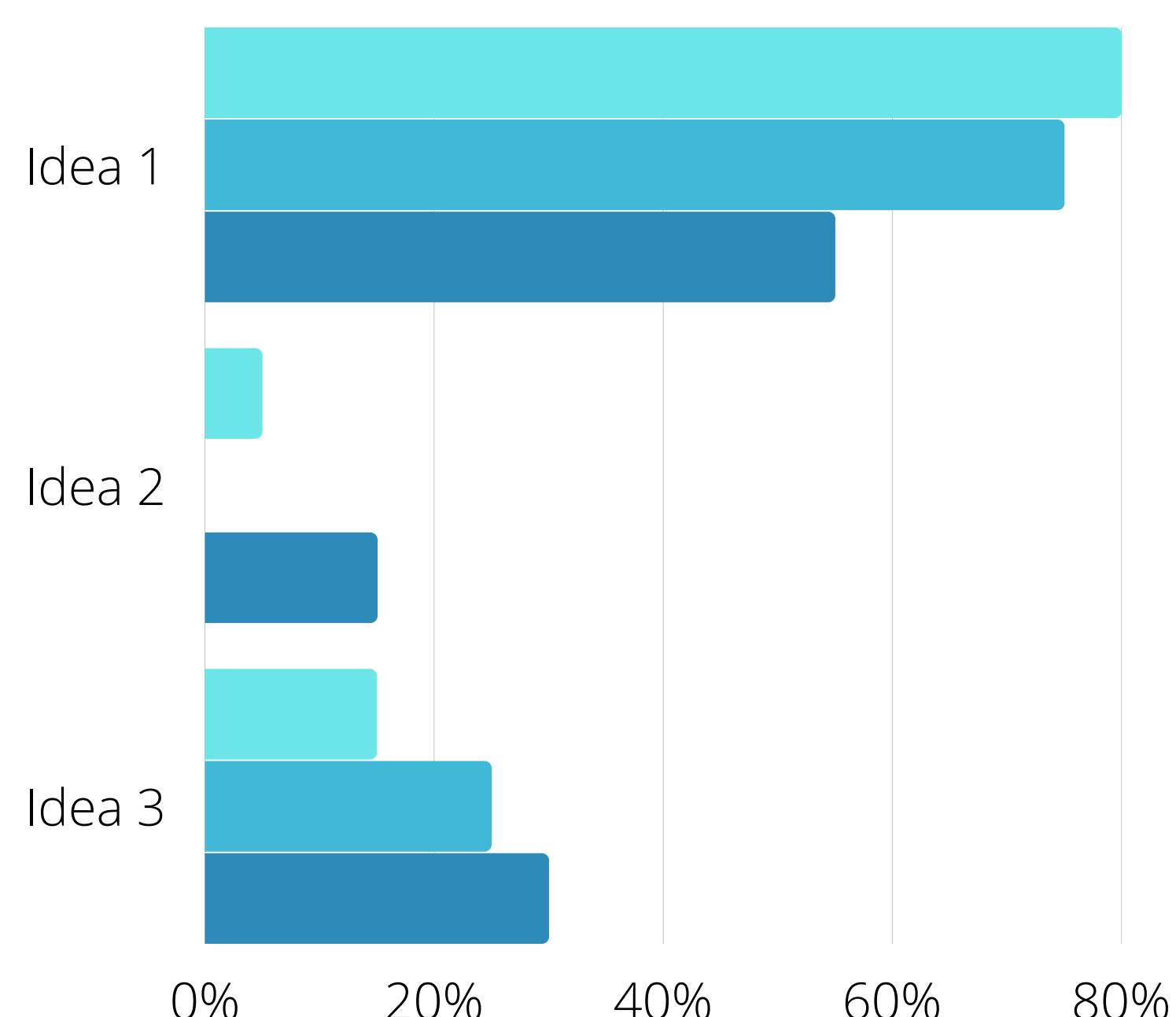
Finance Yourself!

Finance Yourself!



Paycheck

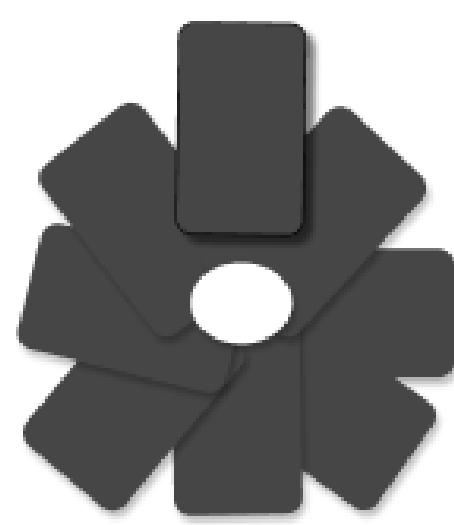
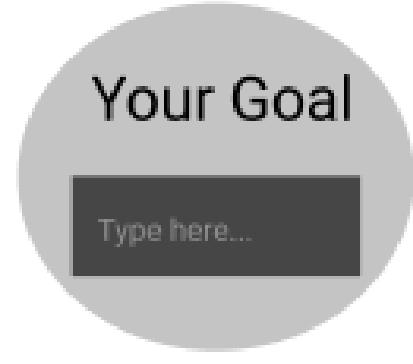
Feedback to see which option for being able to constantly see their paycheck throughout usage of app is most effective.



- Gives the chatbot vibe (mental model)
- Looks more professional
- More attractive
- More assertive towards purpose

Android - 7

Finance Yourself!

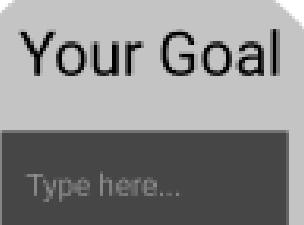


Rotate and click
to pick Account



Android - 8

Finance Yourself!



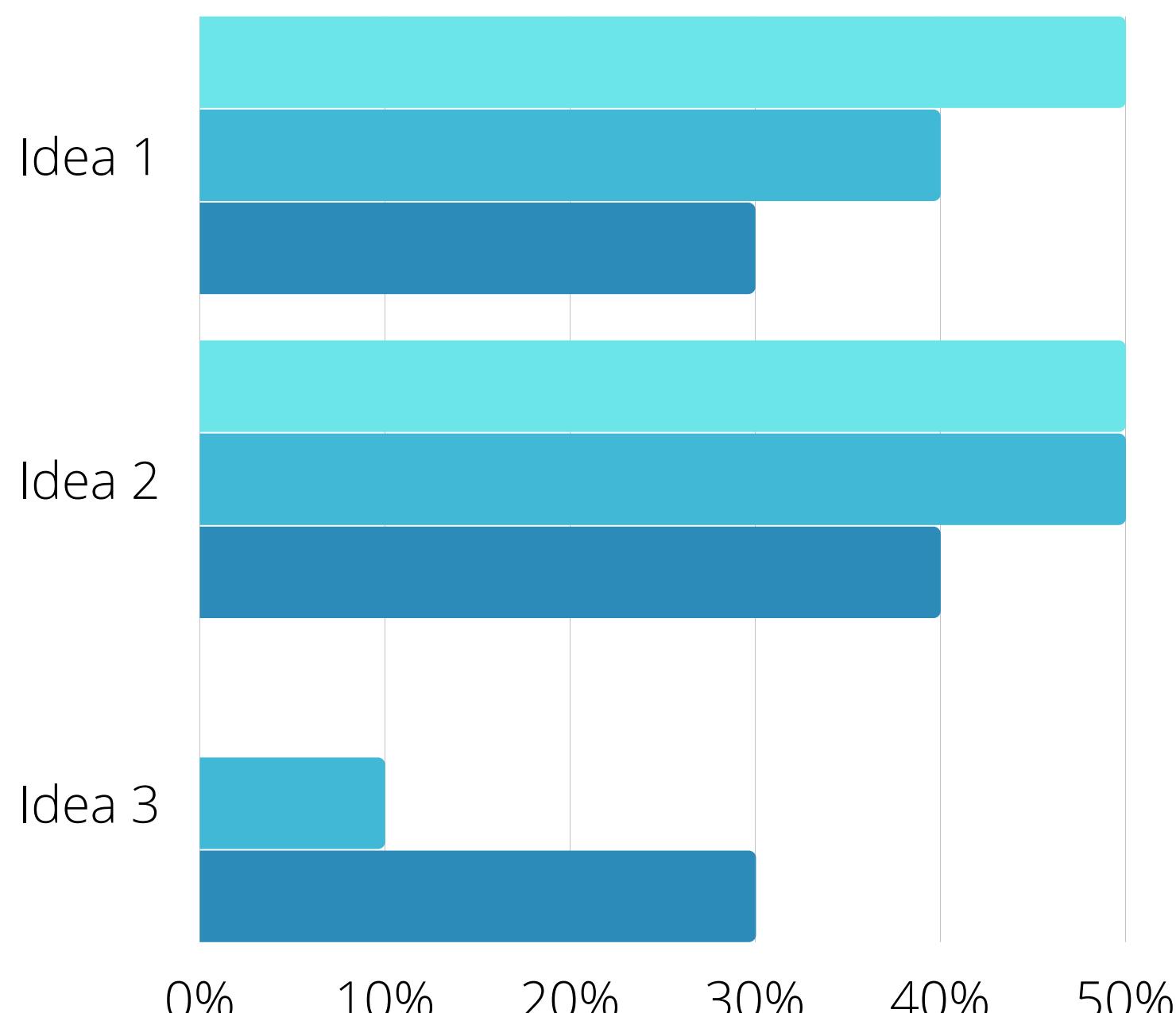
Click an account →

- Title
- _____
- Title
- _____
- Title
- _____
- Title
- _____
- Title

Slideshow of
accounts to click
on



Feedback to see the most interactive and efficient way of engaging users into the process of picking an account



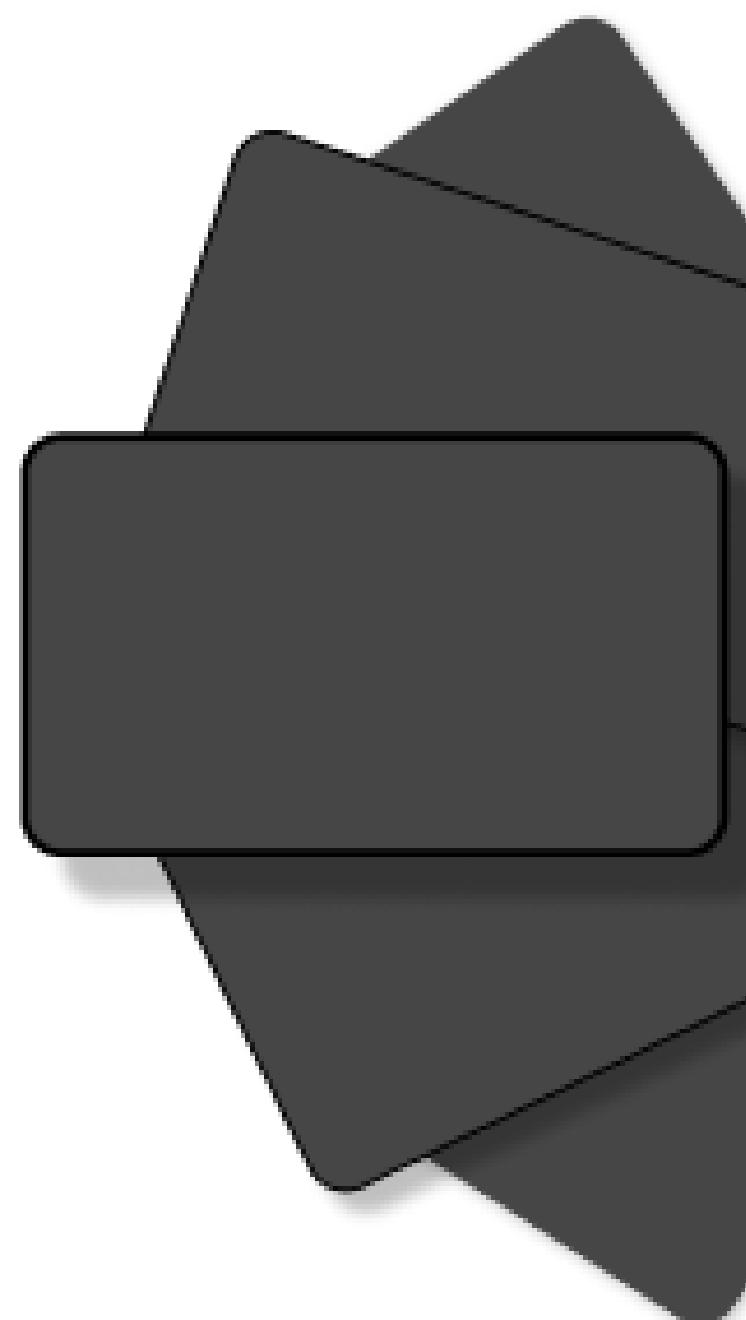
- Gives a gamified sort of vibe
- Looks different and unique
- Definitely more attractive but wouldn't mind idea 2
- The slideshow is more fitted to websites
- Space is used better for idea 1 and 3
- colours could be more engaging for idea 1

Finance Yourself!

Your Goal

Type here...

Pick an account!



Finance Yourself!

Account

\$\$\$

Recommendations

Amount desired:

\$00.00



Paycheck

My final low-fidelity design which is all designed by my participants (potential users) with the fact that i added a little change to the layout..

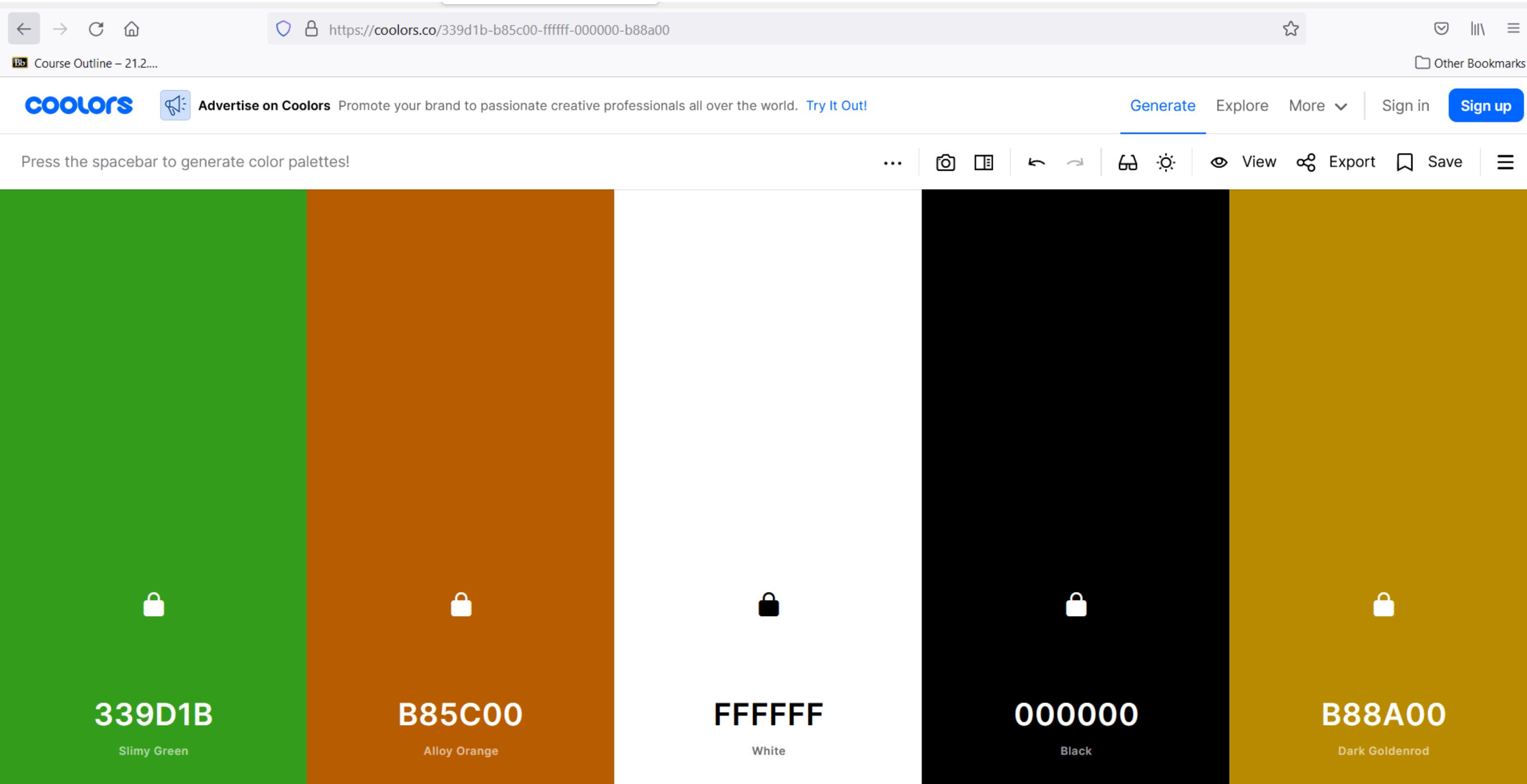
Used rotating cards but moved it to the side as per my research on delightful designs and to free up space design wise and accessibility wise. I also deleted the unnecessary descriptions box for this reason.

Design is now ready to enter High-fidelity prototyping.

Colours and fonts to use in app

I wanted the colours of my website to resemble money so i chose a darkish green. However i needed a colour to compliment this so i went on google (searching for complimenting colors with darkish green on an interface) and found that a tan–burned orange colour does this well. I also needed to get a goldish color for the coin emojis which would be my logo for my app (the test would be black and white to resemble light/darkmode).

I wanted to get specific color combinations so i went on coolers and picked these colors :



As it was very hard to find shades of colours that i wanted to suit accessibility (when checked) for both black and white text, I considered these shades to be the most approapriate.

Before finalising these colours, i first wanted to check with the contrast and accessibility when assesed against black and white text and also large and small text. To do this I used the colour contrast checker which follows the Web Content Accessibility Guidelines (WCAG).

Since the green would be used just for my logo/Heading (and potentially buttons), I just checked the black against the green and it came with a good rating.

The image shows the results of a color contrast checker. On the left, there is a color palette with 'TEXT COLOR' set to black (#000000) and 'BACKGROUND COLOR' set to green (#339D1B). Below this, the 'CONTRAST' section displays a large yellow box containing the value '5.98' and the word 'Good' with five gold stars. Below the box are two buttons: 'Small text' with three gold stars and 'Large text' with four gold stars. At the bottom, a note says 'Good contrast for all text sizes. Click to enhance'. On the right, there is a green rectangular area containing a quote by Basho: 'Do not seek to follow in the footsteps of the men of old; seek what they sought.' attributed to 'Basho'.

I also checked the orange-brown with black and white text since this would be the main color for the body inclusive of the text and this also came out with a good rating.

The image shows the results of a color contrast checker for two different combinations of text and background colors. The top half shows black text on an orange-brown background (#B85C00). The 'CONTRAST' section shows a value of '4.57' and the word 'Good' with five gold stars. Below the box are two buttons: 'Small text' with three gold stars and 'Large text' with four gold stars. A note at the bottom says 'Good contrast for all text sizes. Click to enhance'. The bottom half shows white text on the same orange-brown background (#B85C00). The 'CONTRAST' section shows a value of '4.60' and the word 'Good' with five gold stars. Below the box are two buttons: 'Small text' with three gold stars and 'Large text' with four gold stars. A note at the bottom says 'Good contrast for all text sizes. Click to enhance'. Both sections include a color palette with 'TEXT COLOR' set to black or white and 'BACKGROUND COLOR' set to orange-brown (#B85C00). On the right, there are two orange-brown rectangular areas, each containing a quote by Basho: 'Do not seek to follow in the footsteps of the men of old; seek what they sought.' attributed to 'Basho'.

Pal, P. (2020, April 19). Which is the Best Google Font Combination for your next Website and Mobile App? Retrieved from <https://think360studio.com/blog/best-google-fonts-combination-website-mobile-app>

The fonts chosen for the headings and body was chosen based on research of two websites. I wanted to find the best font combinations for the UI of my app specifically because this "could affect the emotions of readers" (**Pal, 2020**) resulting in their overall engagement levels.

I chose the PT Sans font for the headings and the PT serif font for the body/typing element as i thought this looked clean and professional on my interface (through trial).

Before finalizing these fonts, i wanted to make sure these were checked against WCAG standards to keep my app as readable and accessible as possible in every possible element. There wasn't any specific checker i could run it through (like the colors) however i used the techniques stated in the website (like the IL1 model) to confirm accessibility and readability.

When page styles overridden (according to WCAG Text Spacing)

 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed do
 eiusmod tempor incididunt ut
 labore et dolore magna aliqua.

Lorem ipsum (
 ↔ 12% ↔ 16% ↑ 200%
 consectetur ac
 sed do eiusmod

Letters
C vs O
I vs l vs 1

Words
Cool

High - fidelity Wireframing

Welcome to
Finance Yourself!

Lets get your accounts set up before you begin.

What is your card number?

How many accounts?
Type here...

Name your accounts.
Type here...

Finance Yourself!

Whats this weeks goal?

Type here...

Finance Yourself!

Account
\$\$\$

Recommendations

Pick an account!

Account name 1
Description

Amount to put in:
\$ 00.00

Whilst doing my high-fidelity prototyping of my idea, i did make a few changes from my finanlized low-fidelity wireframe in a realization that the original layouts werent going to work.

- Changed the layout of the cards for the 'pick an account' section as not only did this not work visually but i realized it will decrease readability for users potentially causing frustration.
- Changed the shapes of the elements to be more consistent with each other and look more appealing as i realized the circles didnt work in the idea of professionalism specifically with my app.
- Realized the need to underline headings/subheadings to eliminte any arising confusion between text and element

Logo/Mascot



Color: #B88A00

(Lighter shade used for outside
and thumb)

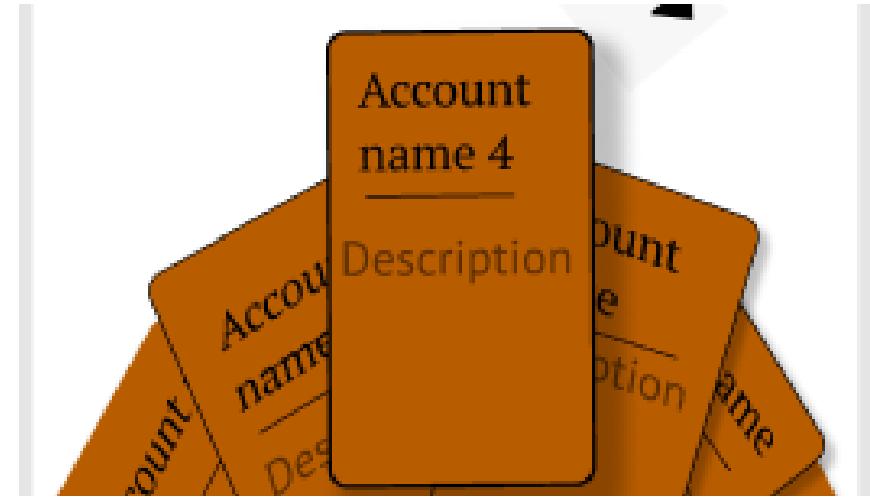
Size: Min of 250px x 100px
Max of 320px x 500px

Diameter of circle : 12mm

Thumb off centre : 2mm

Going over these measurements will
demean the purpose of the logo and
make the graphic look dirty.

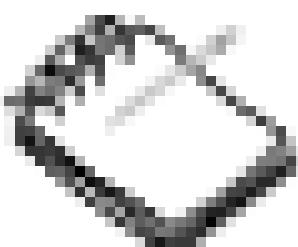
"Delightful Elements"



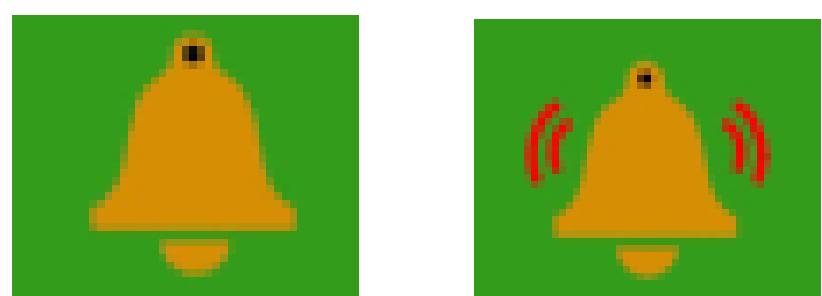
Used mental model from an Uno card game/card based games setting to add more pleasing interactions



Adopted the Duolingo character setting into my app to build motivation through a more playful setting and also create balance between text and image

Inputting... 

Embedded a graphical element for purposes of a loading or waiting setting to create a more positive feeling within potential areas of mood change in users.

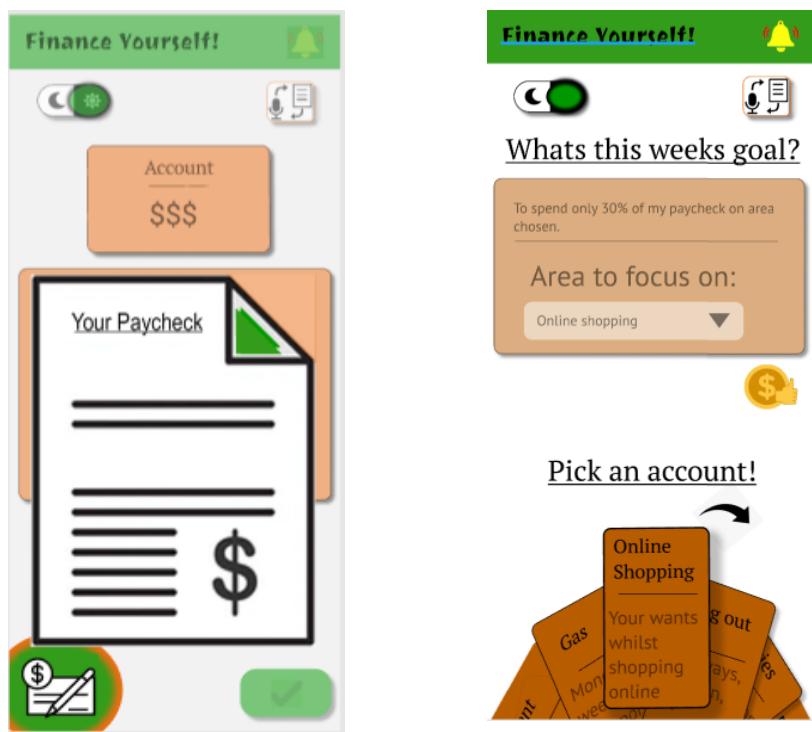


Hover Interaction created to promote delightful engagement with users making them feel more attached.

How many areas of expenditure?

Changed Input field to create a more efficient and delightful interactional element

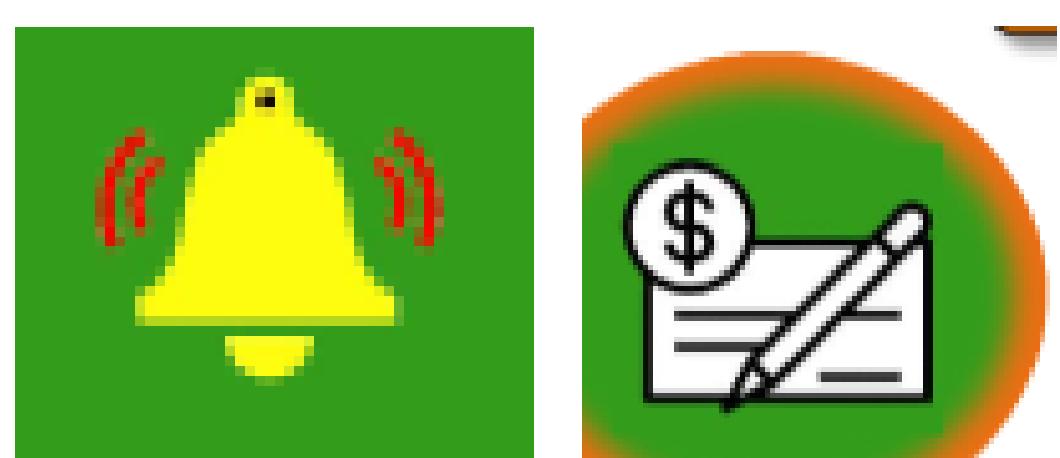
(Modality) affordances



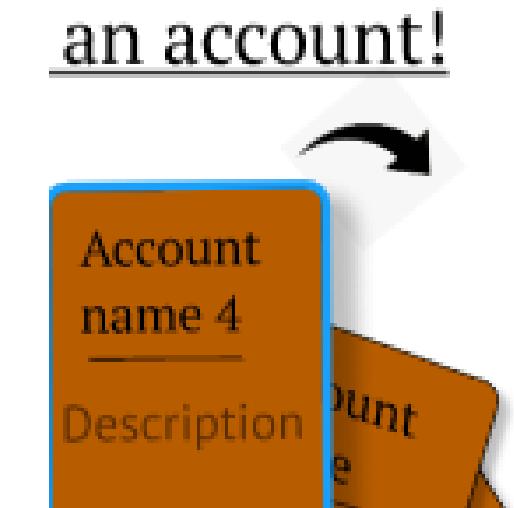
Using the idea of opacity to distinguish elements when an option is picked helps to eliminate confusion for users.



The drop shadow effect was used very consistently in my app to make clickable buttons and options/elements clear



The effect of a button lighting up when clicked was taken from the 'homey' app precedent and whilst helping to distinguish when a button is clicked, it also adds to the overall design of my app.



Using the arrow whilst trying to angle the cards to the right in an attempt to tell users which way to drag.

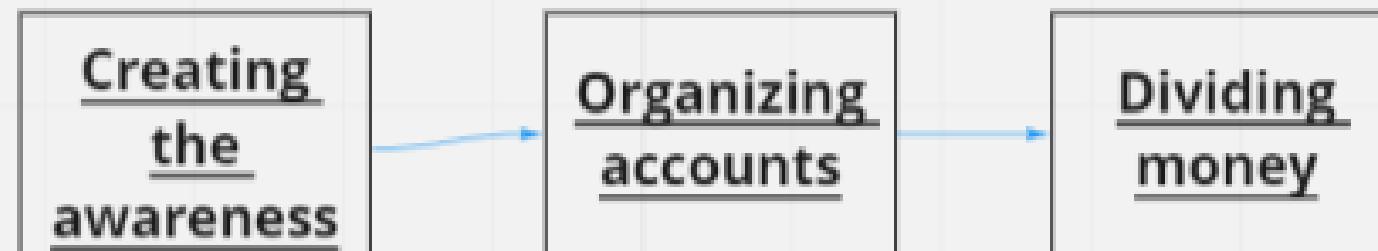
Task Flow

Problem statement: People have very little consideration for their long term commitments financially and are immersing themselves too much in short term spending habits making them feel a sense of loss but surprisingly no real worries.

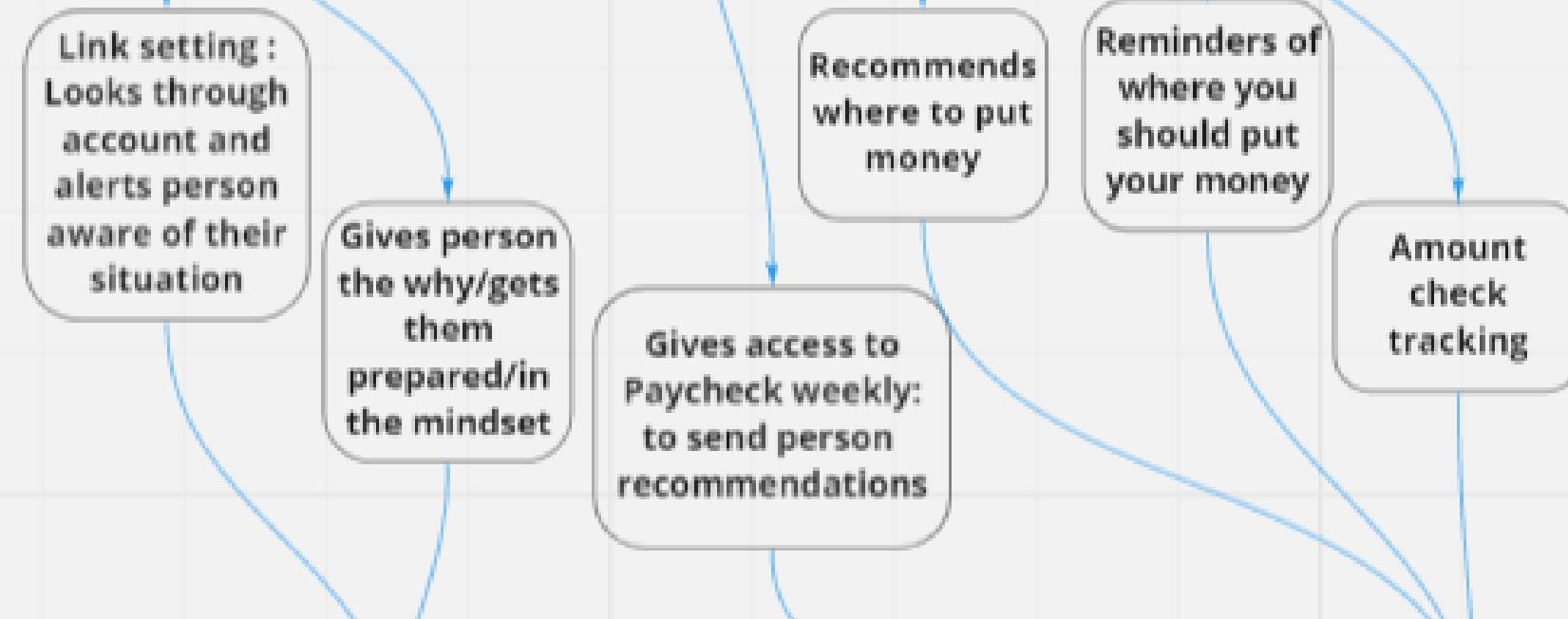
User goals: To create awareness around peoples financial situations and keeping them accountable for considering their wants vs needs through a simple digital wallet

Task flow:

Big picture category of the tasks people can perform

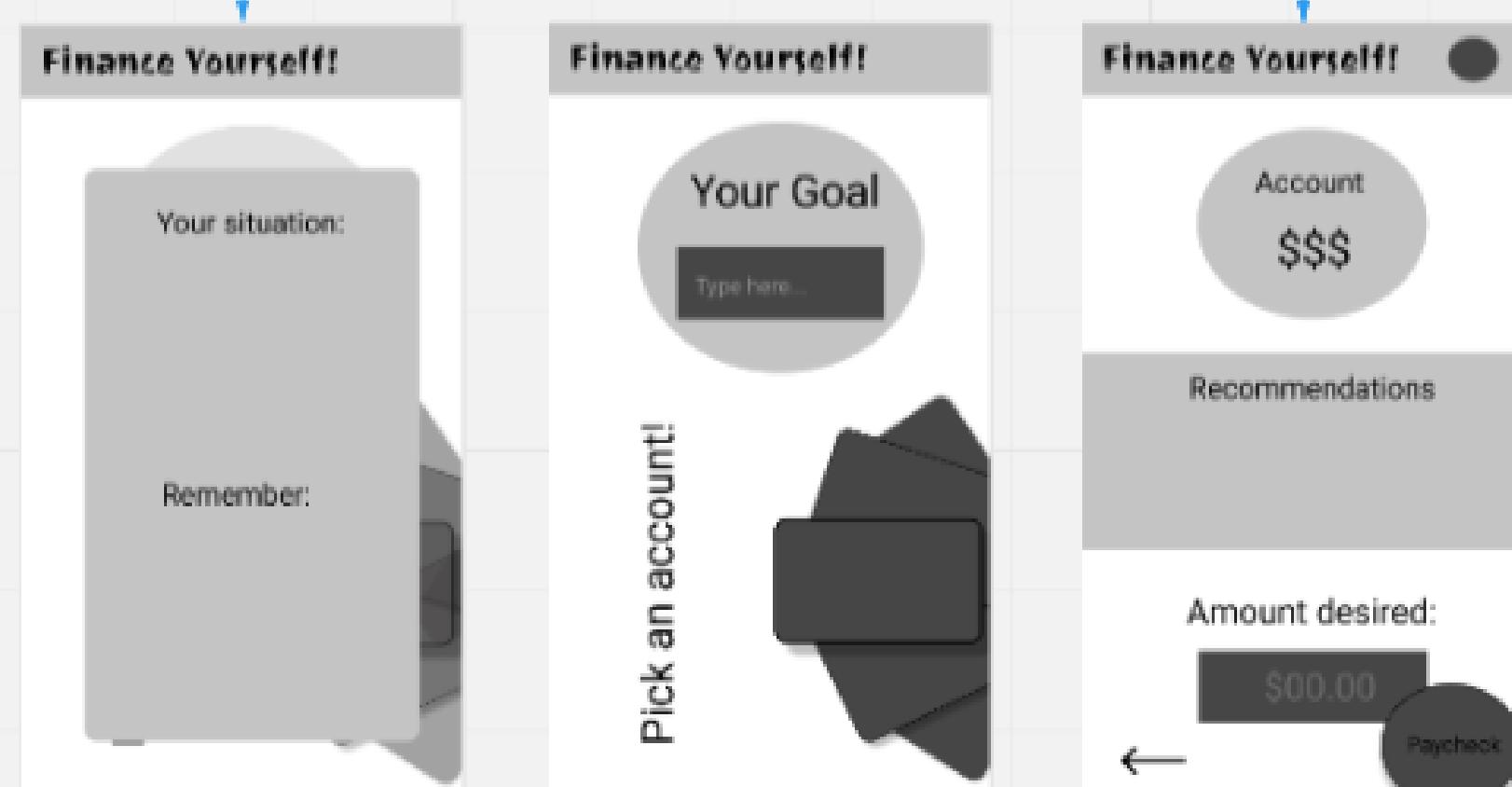


Detailed task flow:



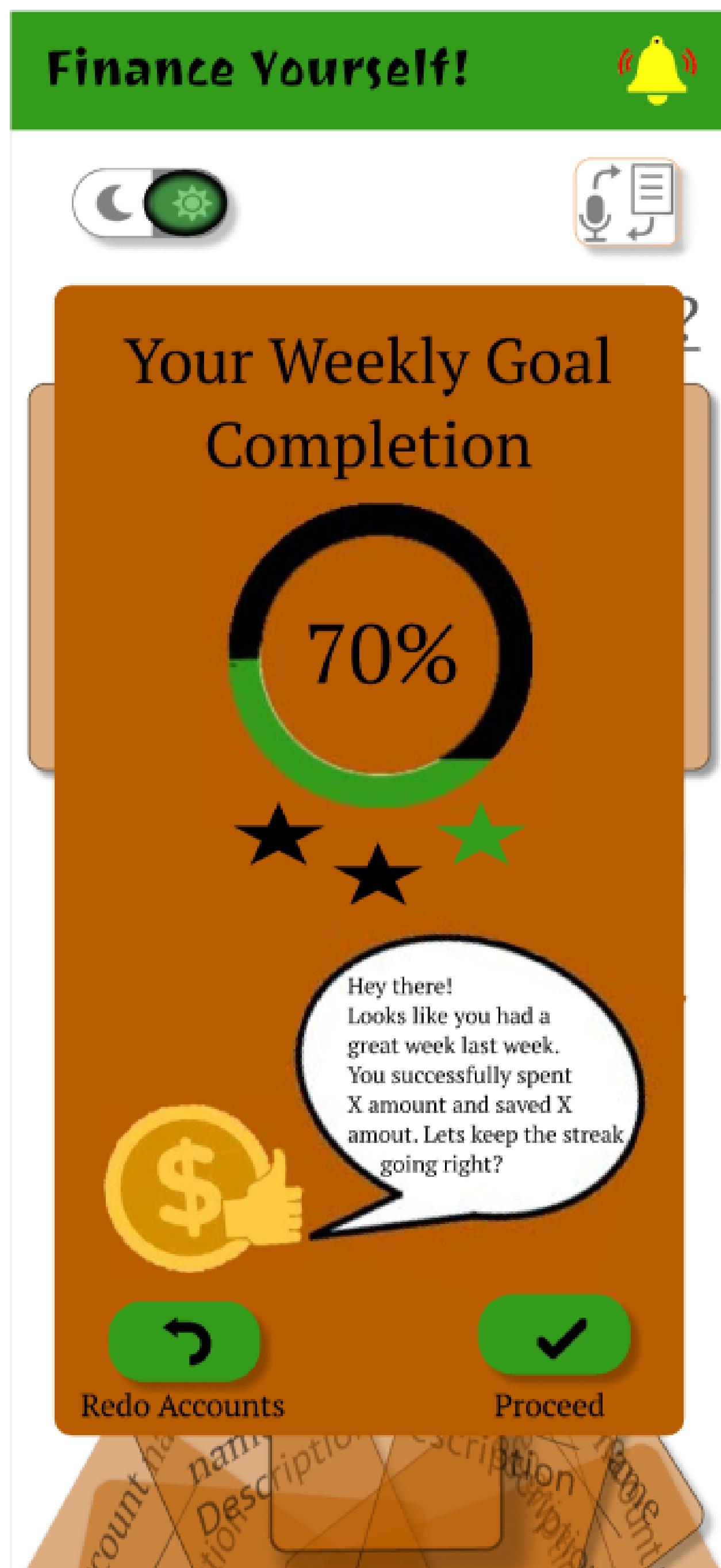
Blockframe:

(Depending on where your project is at)



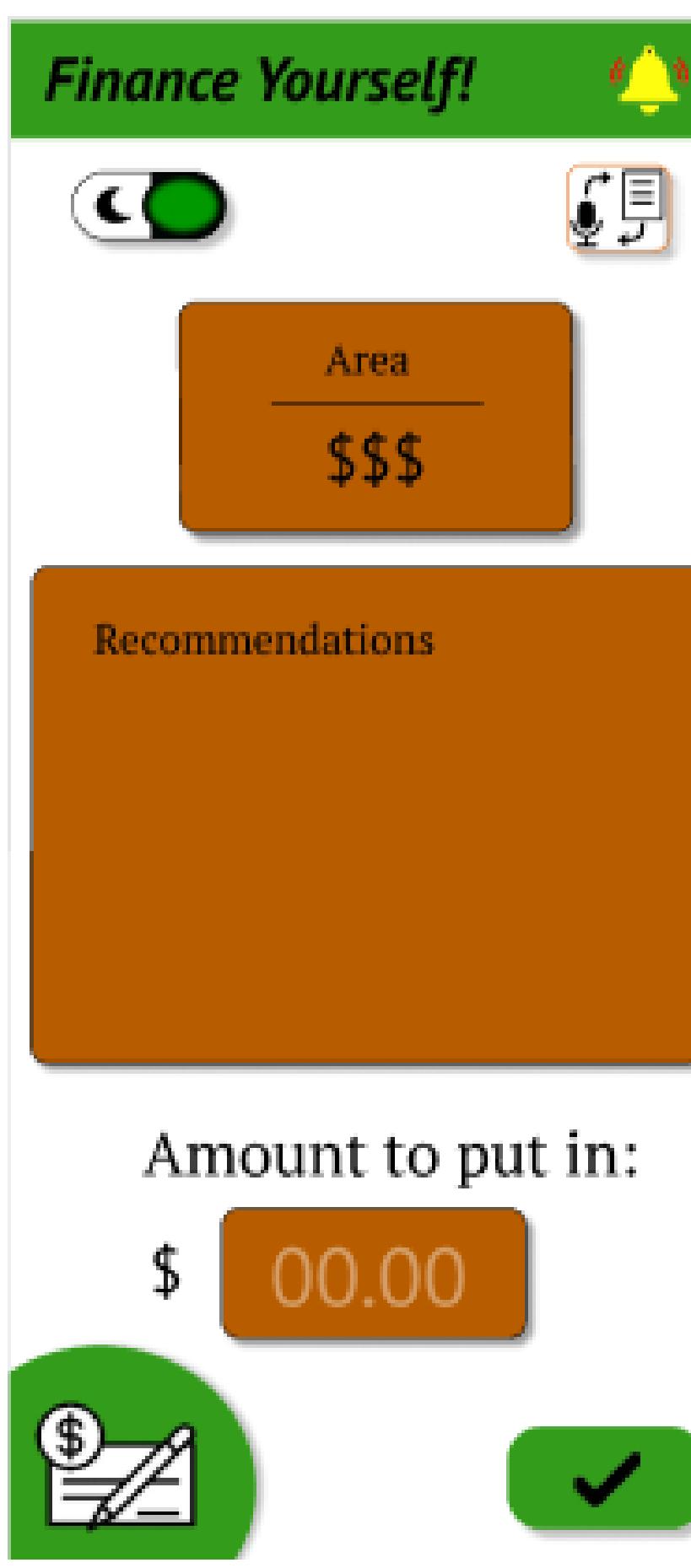
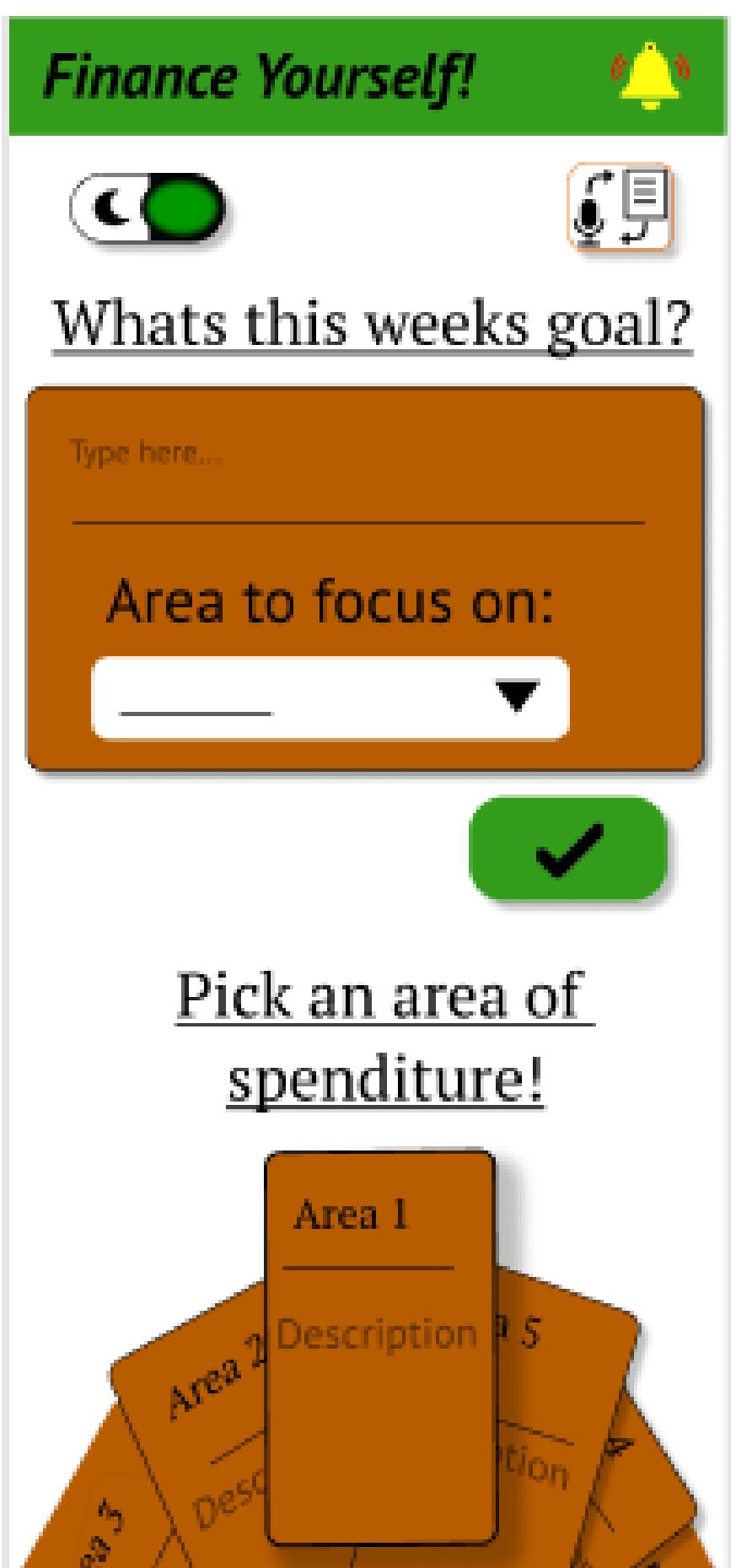
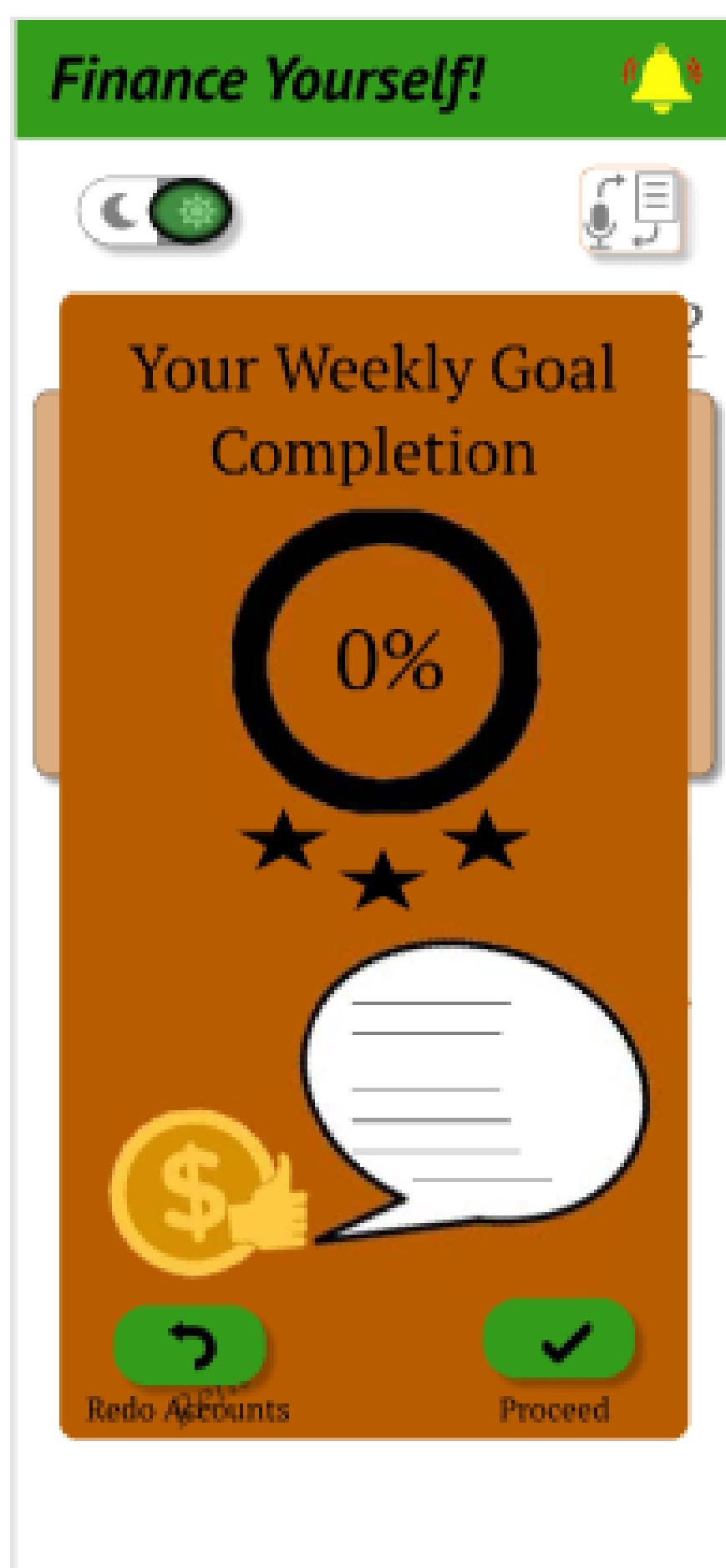
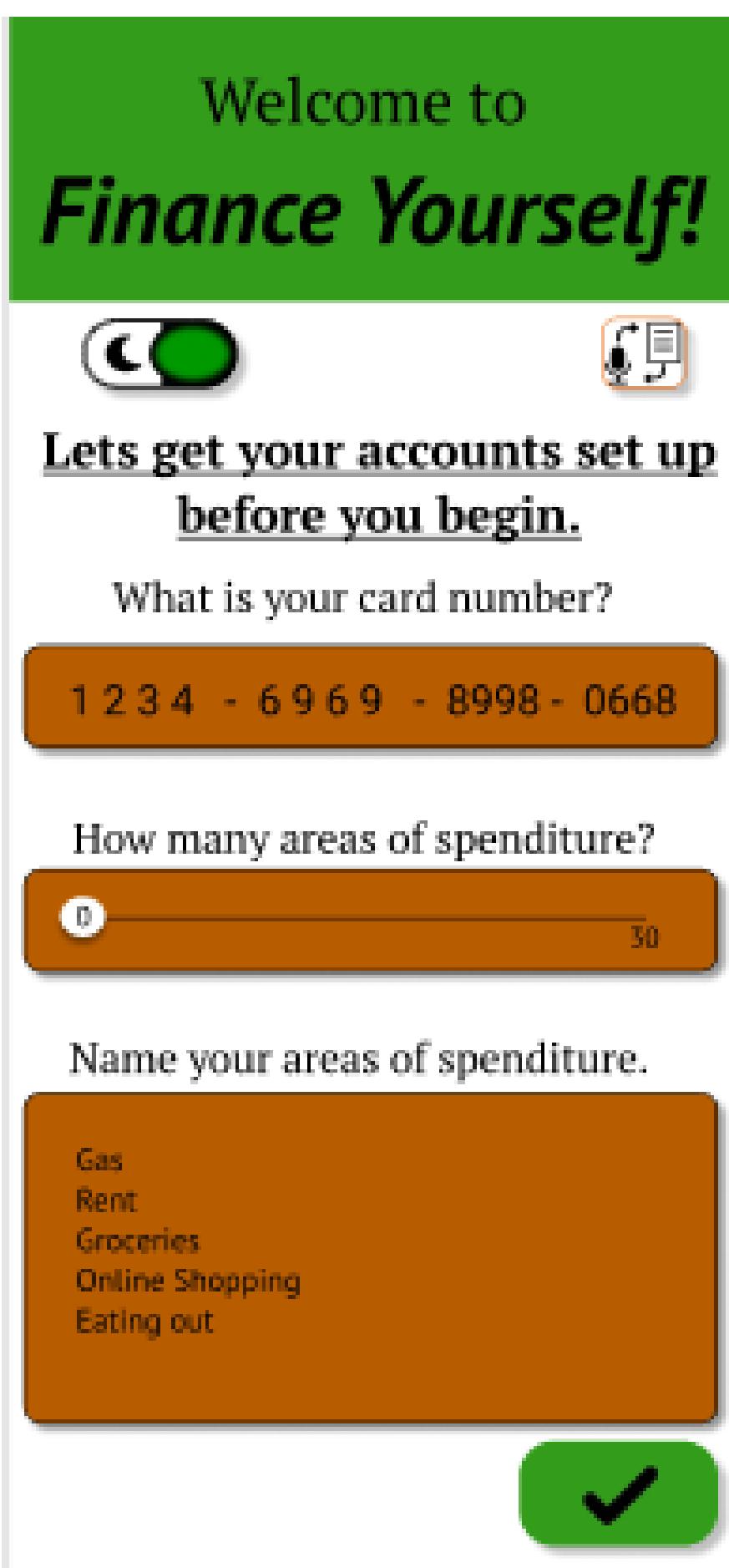
After being introduced to doing a task flow in class, I realized about the "getting people prepared" element that I forgot to implement to make my app drive the flow of the idea of my app. Doing this also now helped me to get a clearer idea of how my app will function which I was a bit doubtful before.

Task flow add on



From my task flow realization, this pop up box will appear on immediate opening of the app every week to alert and motivate the user to keep up the habit (you are able to turn this off with the bell icon). I used the duolingo achievement screen as a precedent for this page of my design.

App-to-date



<https://www.figma.com/proto/jpSLX2p2Zxmjc6qA5YTrz2/Capstone?node-id=180%3A1389&show-proto-sidebar=1&id=180%3A1389&scaling=scale-down&page-id=0%3A1&starting-point-node-id=180%3A1389&show-proto-sidebar=1>

Participant 1

file:///C:/Users/Christian/Desktop/TRI-
2%20(2021)/IXXN390/Assignment%202/Persona%20
1/Persona1.pdf

file:///C:/Users/Christian/Desktop/TRI-
2%20(2021)/IXXN390/Assignment%202/Persona%20
1/Persona1_Graphs.pdf

file:///C:/Users/Christian/Desktop/TRI-
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1/Persona1_Questionaire.pdf

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1/Persona1_CPethics.pdf

Participant 2

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2/Persona2.pdf

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2/Persona2_Questionair.pdf

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2/Persona2_Graphs.pdf

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2/Persona2_CPethics.pdf

Participant 3

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3/Persona3.pdf

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3/Persona3_Graphs.pdf

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3/Persona3_Questionaire.pdf

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3/Persona3_CPethics.pdf