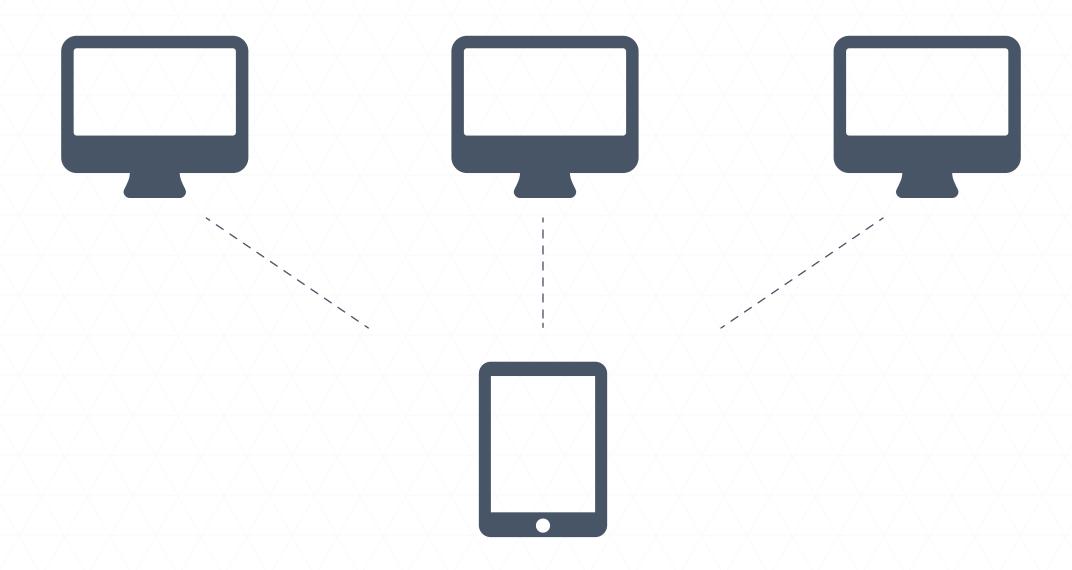




How far will your salary take you in a new city?

New college graduates always seem to find themselves in a bit of trouble before they take the next big step in their lives: Which city will best meet my cost of living?



To allocate information from various sources all to one medium for easier access and usability.

CONCEPT

An iPad application pulling information from various websites and open source tools. This information will all be gathered and organized in a cohesive way to help our user with different comparisons.

This will help our user make an educated decision when it comes to choosing their next big decision.

04a

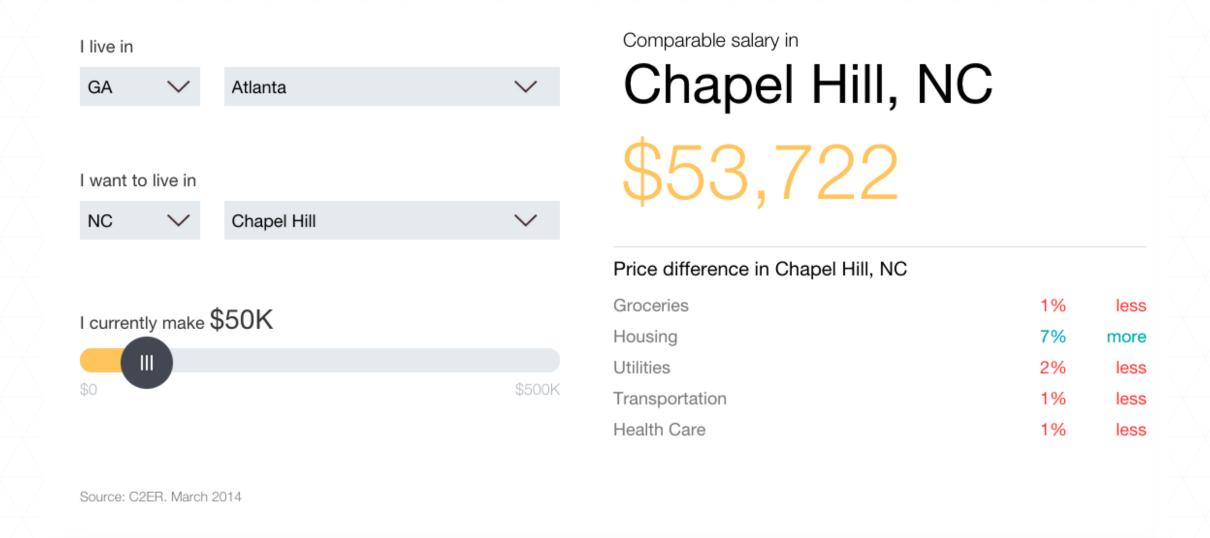
COMPETITIVE ANALYSIS

CNN Money

Cnn Money is simple and easy to use. The user needs to input the city that they want to live and where they currently live right now. They then put their salary and results showing percentage differences appear on the same screen. Data includes groceries, housing, utilities, and transportation.

KEY TAKEAWAYS:

- Simple and keeps the user's attentions on their screen without straying away from it.
- Very easy to use and it's hard to make mistakes with.
- Their information doesn't provide enough to actually get any sort of data to compare with others.



04c

COMPETITIVE ANALYSIS

Why CityRoot?

CityRoot is another experience informative service that is off the web. This iPad application is meant to be used during the research the user is doing for their move to another city.

KEY TAKEAWAYS:

- iPad platform plays as a device that is assisting the user while they are browsing with a browser.
- All of the information is being pulled from different sources so the user can make an educated decision.
- Very detailed breakdown of, not just housing, but also groceries, insurance, transportation etc.

 Gives a good comparison between current city and city that user wants to move to.



04b

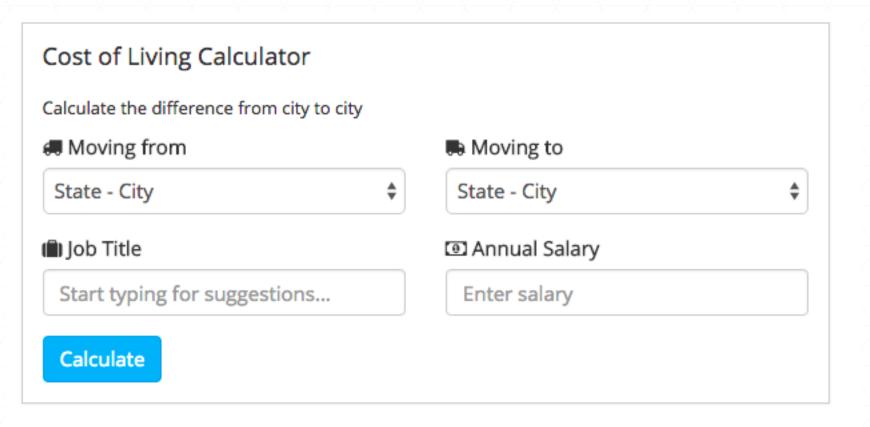
COMPETITIVE ANALYSIS

Pay Scale

PayScale uses bar graphs while comparing the data with color coordination and size differences. This service is also very helpful in that they provide some sort of assistance and other features that might help make your decision a little easier for your next big step.

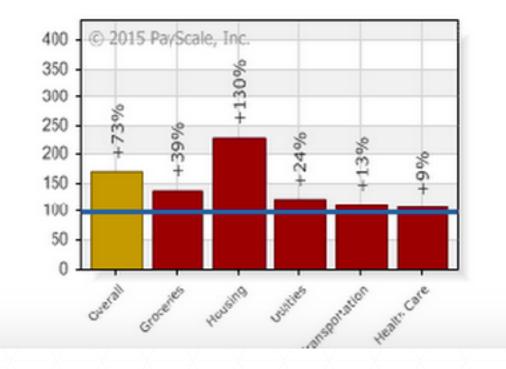
KEY TAKEAWAYS:

- Good breakdown of necessary information for the user to see and compare with.
- The bar graphs that they are using are very hard to read and not very legible.
- They have a good use of language here: makes it seem more personal and less of an automated calculator just showing results.



Below is a sample Cost of Living report. Get your own customized report by using the Cost of Living Calculator above.

Cost of Living in New York, New York by Expense Category



This chart compares the cost of living in New York, New York by budget area to Los Angeles, California.

- Los Angeles, California

Cost of Living data provided by C2ER

05 RESEARCH



Cities, such as New York, have increased rent 7.1% this past year alone.



Inflation rates have increased 2% over the last year, overall effecting cost of living.



7 out of 10 college graduates have at least \$25,000 or more in student loan debt.

CRITIQUE

FEEDBACK

- Timing and transitions on initial prototype.
- VIsual hierarchy was off. Not enough direction in the application.
- Create a navigation system.
- Give the user more information when tapping.
- Have a smoother transition in the beginning.

IMPLEMENTATION

- Made transitions and overall feel more smooth and natural.
- Created a visual and distinct system for the hierarchy throughout the designs.
- Created an icon navigation for the details of each city.
- Gave the user more reward when tapping. Sees more useful information.
- Created a frictionless environment; from inputting salary to comparing cities.

Input fields for information

2

High level map of United States and cost of living meters.

3

City selected brings the user more detailed information.

4

Having breakdown of each different category with comparisons.

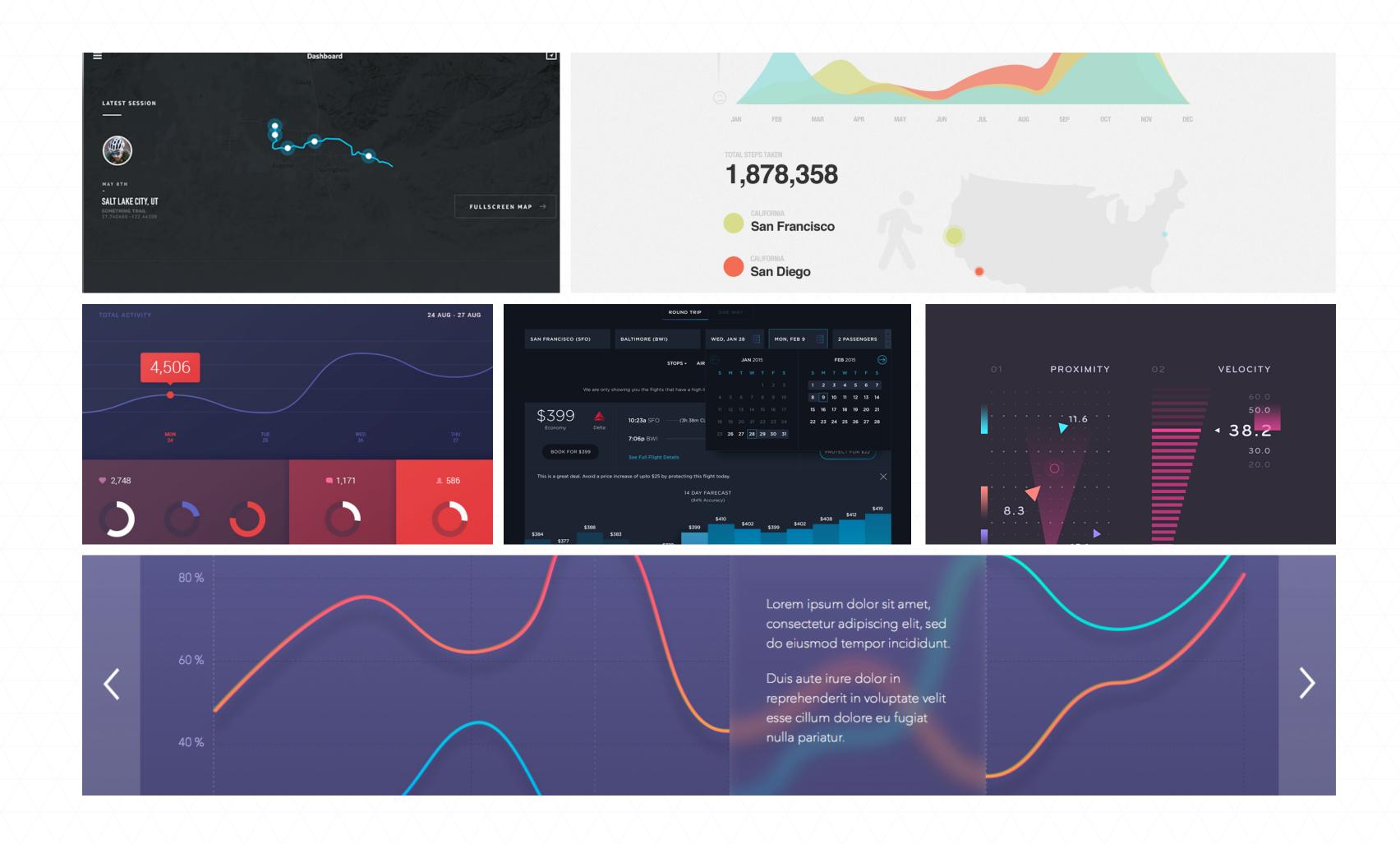
MOODBOARD

With this current inspiration, I wanted to take the same feeling I get when I first look at these designs: futuristic. I want the user to feel as if they were using something that was ahead of its time. Wanted to keep it very minmal and straight foward. Colors played a major role in this as well,

with the dark background and the accent colors.

KEY TAKEAWAYS:

- Modern
- Clean
- Professional



FINAL DESIGNS





FINAL DESVVIGNS

