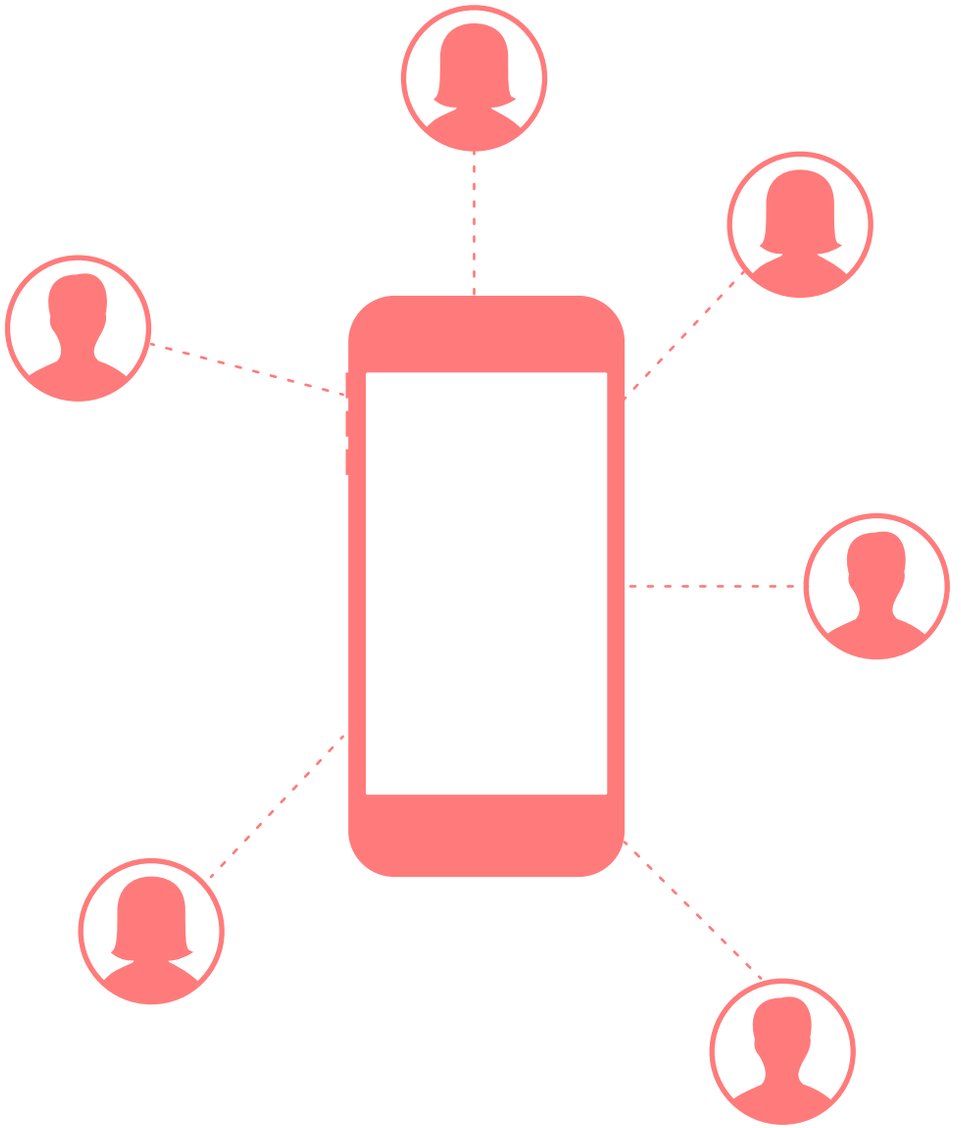
A BETTER WAY TO SAVE

How can we create an easy and quick way to bring people more money?

We thought of different strategies that help target this problem with a sense of delight for our users.

Kibbutz is a crowdsourcing application where users upload deals they find so that others can see and use. The deals that are shown to the user are specific towards their interests and location. This tool is created to cut the time that one would normally spend looking for discounts while they are shopping.



Who we looked to

- Content is strong, has a lot of variety
- Feedback is quick, users get their coupons right away when they want
- Design is simple, clean, and straight-forward. Does the job well.

- Layout is very organized, easy to navigate around
- Photography is strong, making these deals to be very more relevant
- Many different types of interests that anyone can really use

- Populated with a large and strong user base
- Crowdsourcing is very strong with Yelp, dedicated users
- Has a variety of different features that help make the experience better

Amy McCalister

23 years old
Attends University of San Diego
Part-time job at Starbucks

- Big shopper and always looking out for deals to help her out.
- Very organized and particular about what she may purchase. She uses spreadsheets and documentation to compare prices.
- She also uses applications like Groupon, Livingsocial, and Retailmenot.

Monica Miyasato

24 years old
Attends Berkeley College
Frequent shopper of retail stores

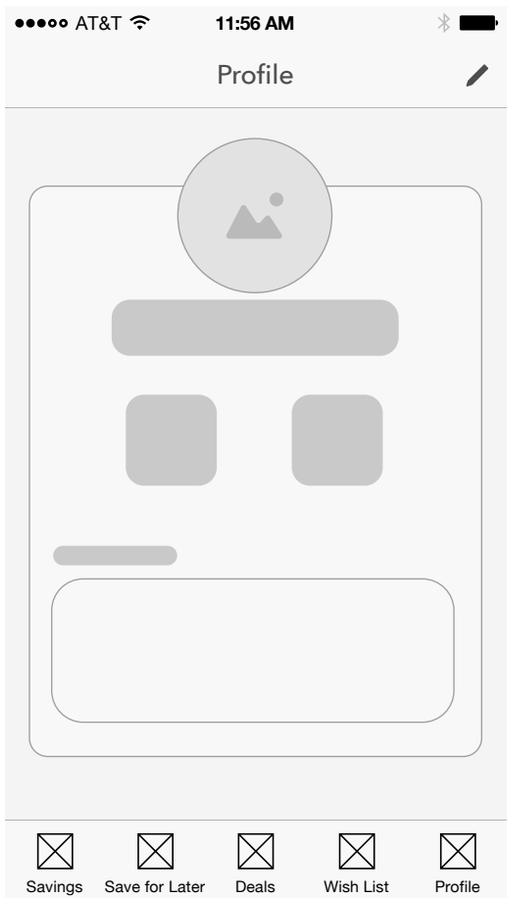
- Monica loves to travel and shops regularly at her favorite stores.
- Since Monica's always shopping, she looks for deals almost everyday and says that she *"feels so good when I find one."*
- It gives her a sense of accomplishment knowing that she has saved money.

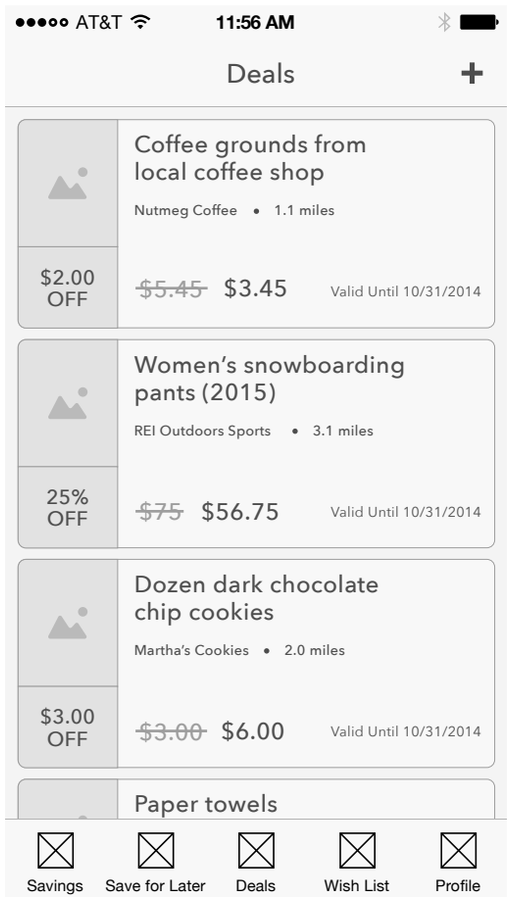
Wireframes

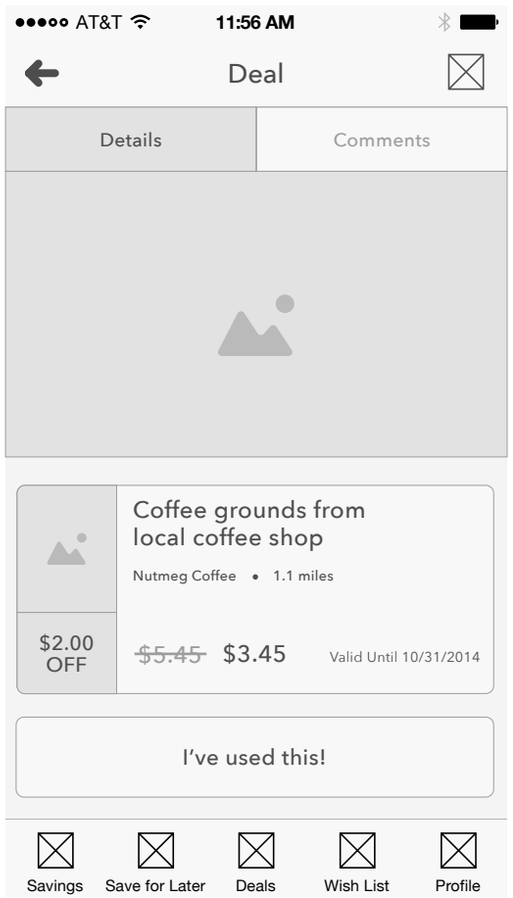
AT&T
11:56 AM
Deals
Savings
Save for Later
Deals
Wish List
Profile

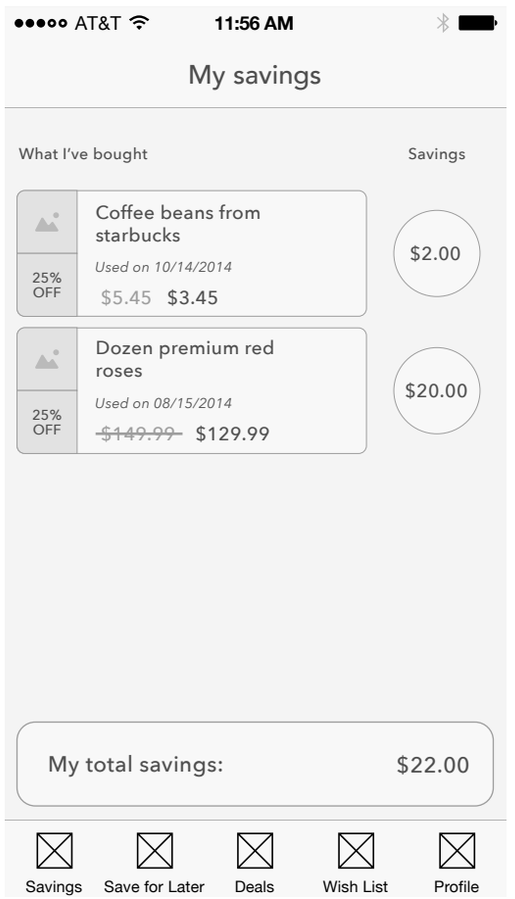
AT&T
11:56 AM
Deal
Details
Comments
Savings
Save for Later
Deals
Wish List
Profile

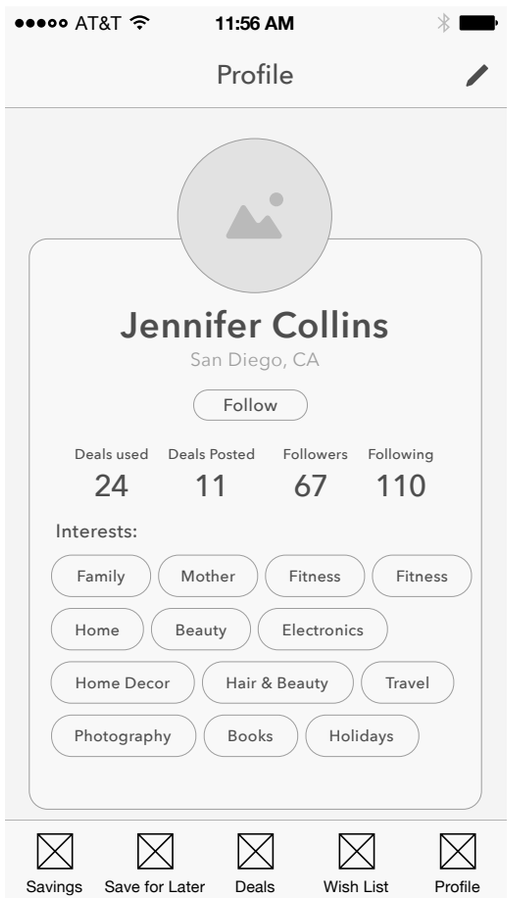
AT&T
11:56 AM
My savings
What I've bought
Savings
Save for Later
Deals
Wish List
Profile


AT&T
11:56 AM
Profile
Savings
Save for Later
Deals
Wish List
Profile

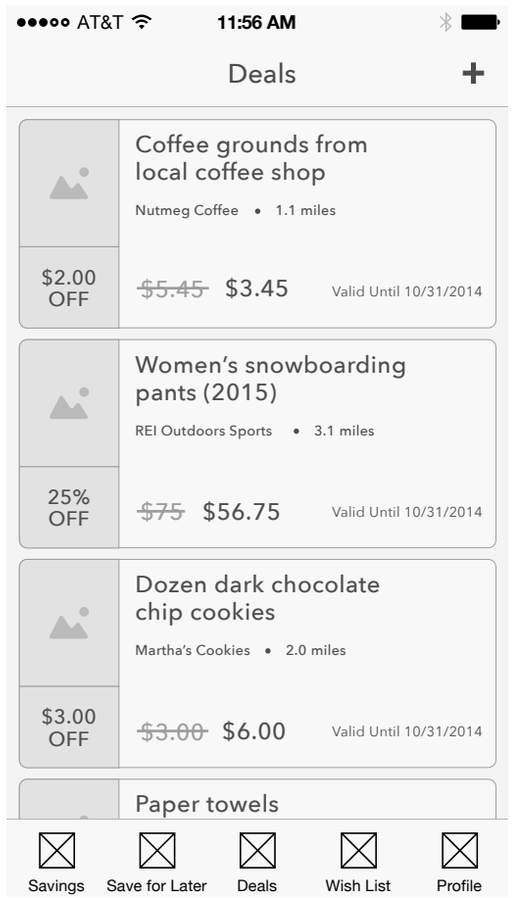

AT&T 11:56 AM
Deals
Coffee grounds from local coffee shop
Nutmeg Coffee • 1.1 miles
$2.00 OFF
$5.45 $3.45
Valid Until 10/31/2014
Women's snowboarding pants (2015)
REI Outdoors Sports • 3.1 miles
25% OFF
$75 $56.75
Valid Until 10/31/2014
Dozen dark chocolate chip cookies
Martha's Cookies • 2.0 miles
$3.00 OFF
$3.00 $6.00
Valid Until 10/31/2014
Paper towels
Savings
Save for Later
Deals
Wish List
Profile


AT&T 11:56 AM
Deal
Details
Comments
Coffee grounds from local coffee shop
Nutmeg Coffee • 1.1 miles
$2.00 OFF
$5.45 $3.45
Valid Until 10/31/2014
I've used this!
Savings
Save for Later
Deals
Wish List
Profile


AT&T 11:56 AM
My savings
What I've bought
Savings
Coffee beans from starbucks
Used on 10/14/2014
25% OFF
$5.45 $3.45
$2.00
Dozen premium red roses
Used on 08/15/2014
25% OFF
$149.99 $129.99
$20.00
My total savings: $22.00
Savings
Save for Later
Deals
Wish List
Profile


AT&T 11:56 AM
Profile
Jennifer Collins
San Diego, CA
Follow
Deals used 24
Deals Posted 11
Followers 67
Following 110
Interests:
Family
Mother
Fitness
Fitness
Home
Beauty
Electronics
Home Decor
Hair & Beauty
Travel
Photography
Books
Holidays
Savings
Save for Later
Deals
Wish List
Profile

Each card shows the discount and an image that the user either uploads or one that we gather from a database that will generalize each one.



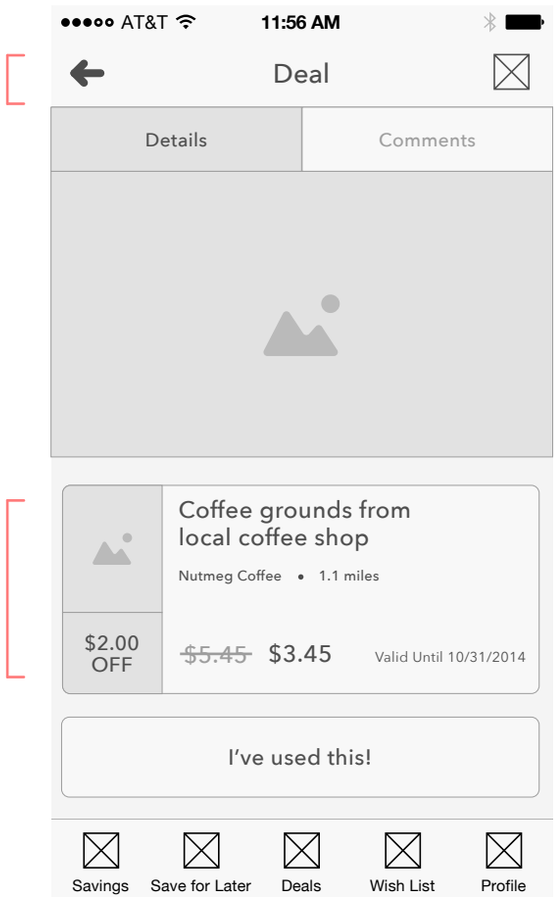
We wanted our users to be able to quickly upload a deal when they see one. We had to make this action quick and painless so our users can move on with their busy lives.

These cards were the main area of focus. We needed to keep relevant information but wanted to make sure not to have too much of extraneous for the user. Iteration after iteration the layout for these cards changed significantly. By the end of it, we thought of this as our final solution.

After user testing and different iterations. we felt this tab bar navigation to be the most useful. It was straightforward and didn't hide anything from the user so they weren't confused with what features they had.

General back button that will take the user from wherever they last were. This was another reason why we didn't use the trend of the slideout menu.

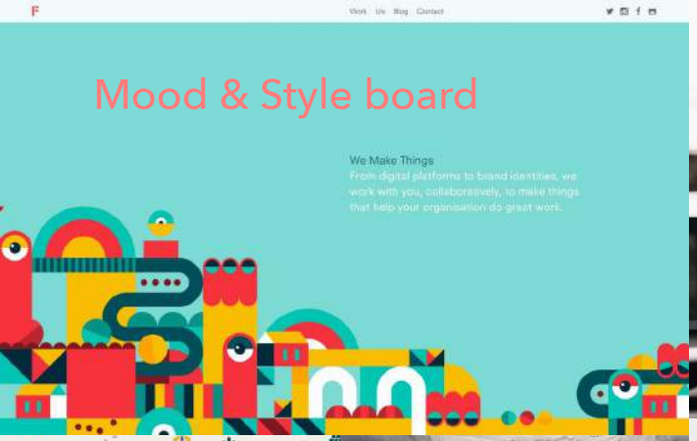
Here, we still use the same card that shows the exact same information as the what the feed shows.

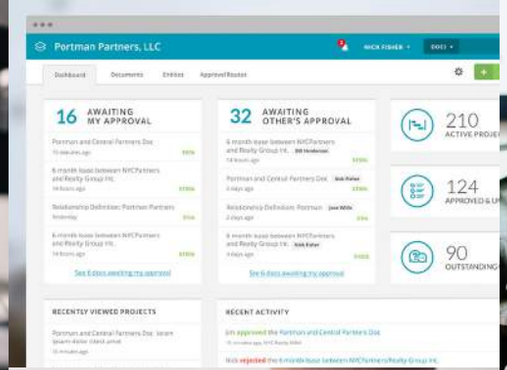


The user can also see if the deal is worth it for them from other users that have used it.

After clicking the actual deal, the user is taken to this page where all of the other information one might be curious about is here.

To have that sense of satisfaction after finding a deal, we created this feature where the user can see all of their savings. This button would satisfy that action.


Mood & Style board
We Make Things
From digital platforms to brand identities, we work with you, collaboratively, to make things that help your organisation do great work.

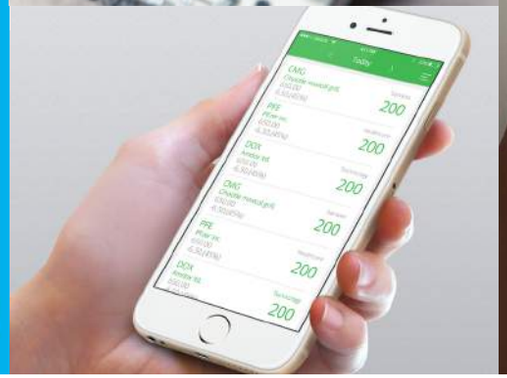

Portman Partners, LLC
16 AWAITING MY APPROVAL
32 AWAITING OTHER'S APPROVAL
210
124
90

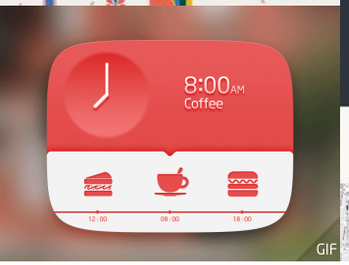
ORIGINAL

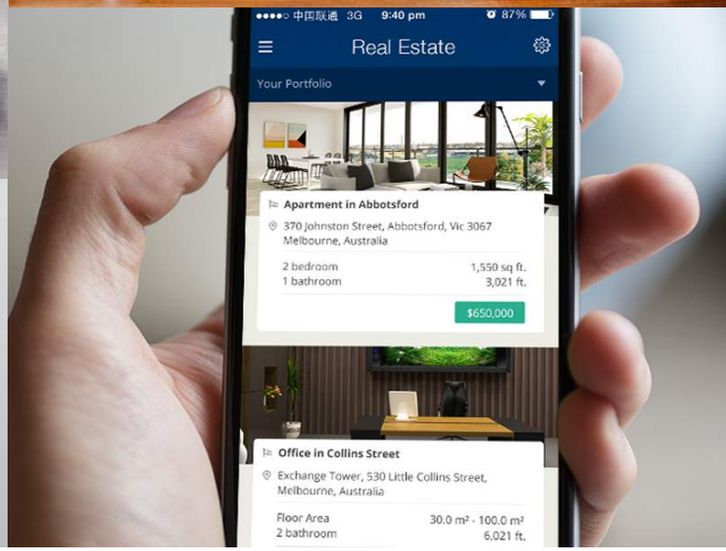
Pick Your Photos

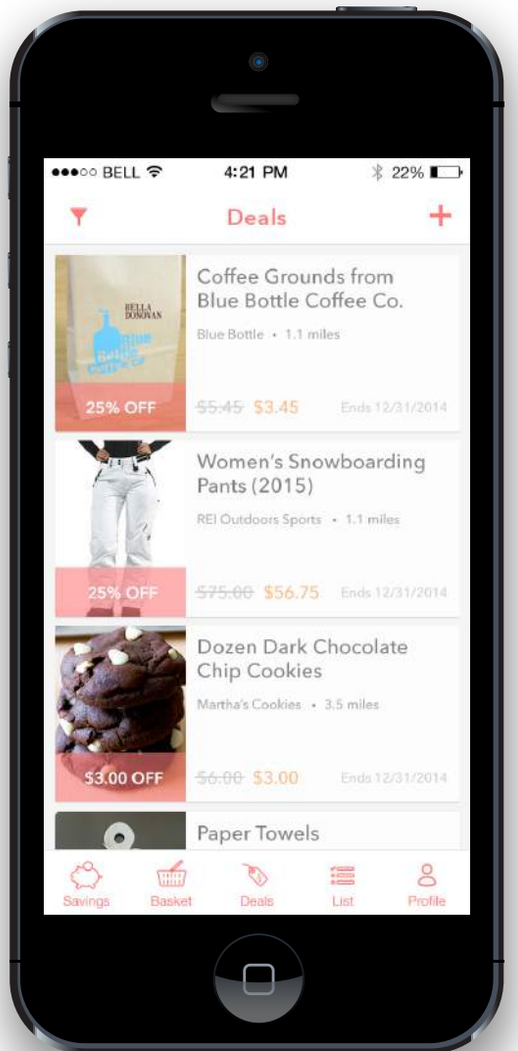
Producing distinguishing, high quality work
PHOTO
LATEST GALLERIES
LOCATIONS
NEWSLETTER
COPYRIGHT

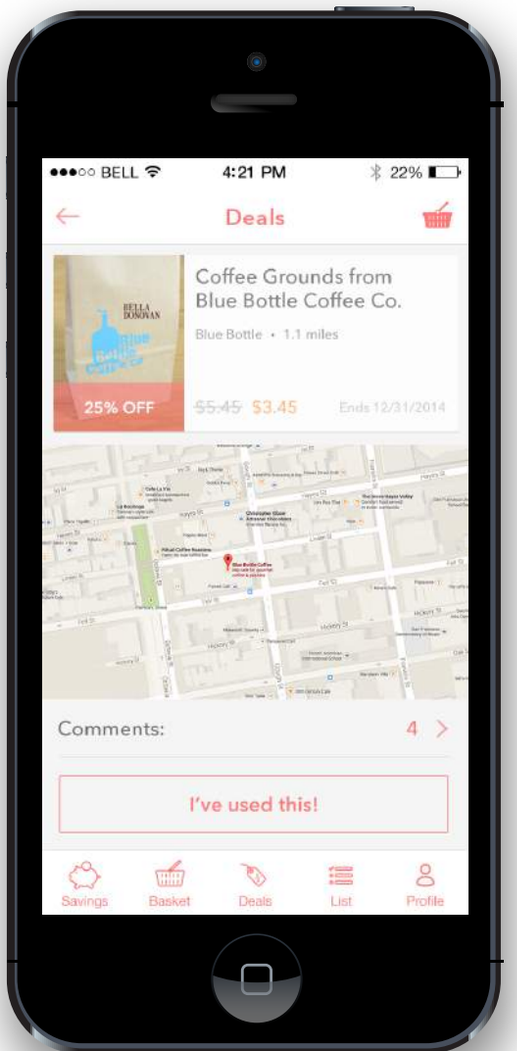
applause
Alex Vazquez
QUESTIONNAIRE
you
Alex Vazquez
MY APPS & REVIEWS
FRIENDS

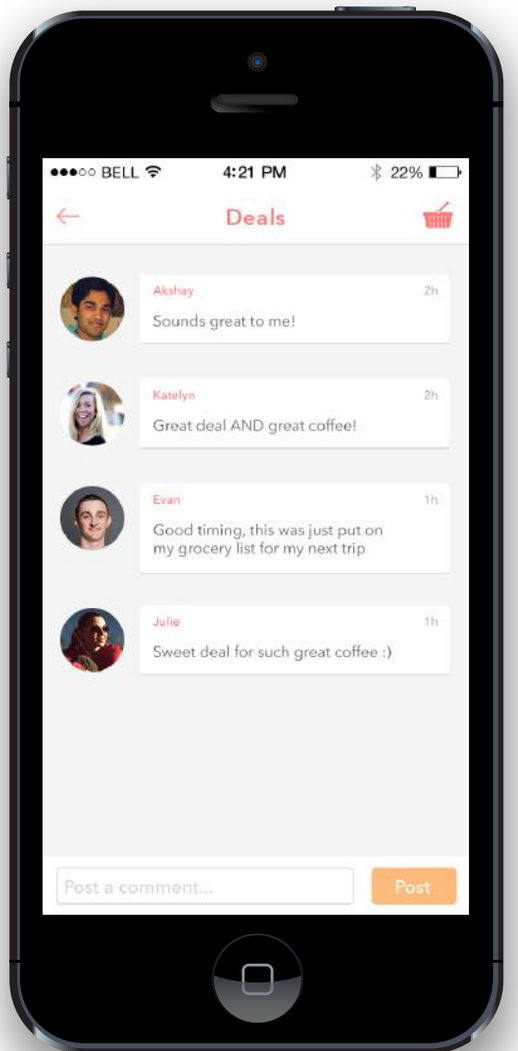



8:00AM
Coffee
GIF

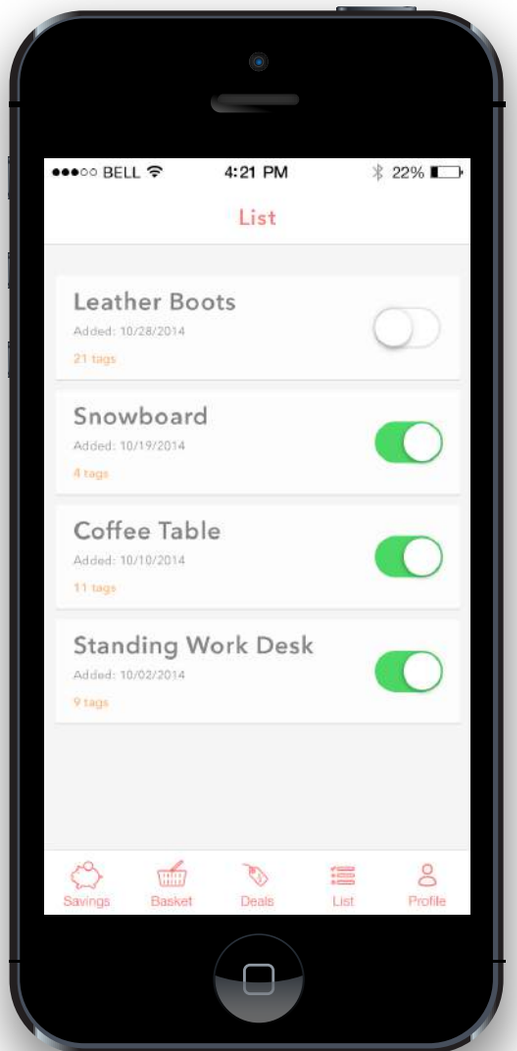

Real Estate
Your Portfolio
Apartment in Abbotsford
370 Johnston Street, Abbotsford, Vic 3067
Melbourne, Australia
2 bedroom
1 bathroom
1,550 sq ft.
3,021 ft.
$650,000
Office in Collins Street
Exchange Tower, 530 Little Collins Street,
Melbourne, Australia
Floor Area
2 bathroom
30.0 m² - 100.0 m²
6,021 ft.

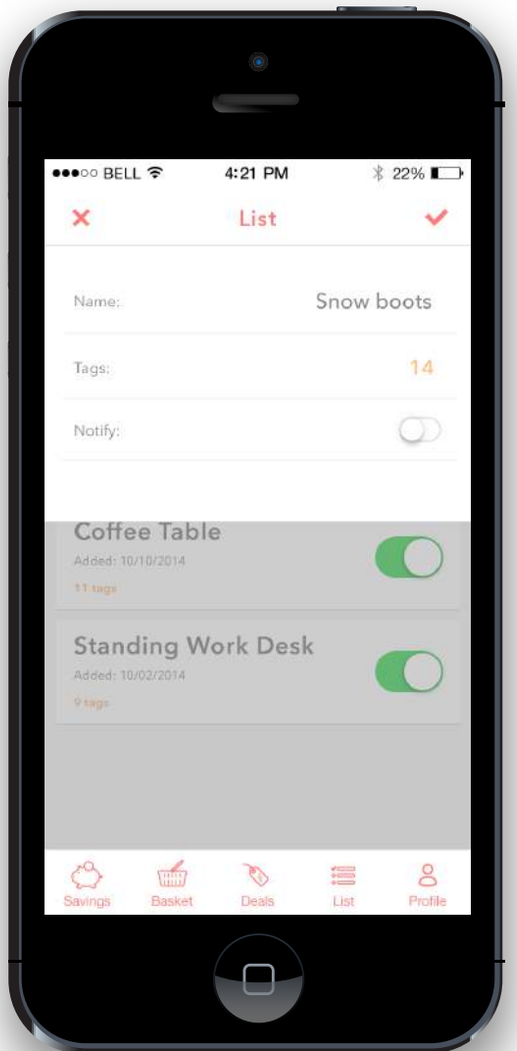

●●●○○ BELL
4:21 PM
22%
Deals
Coffee Grounds from Blue Bottle Coffee Co.
Blue Bottle • 1.1 miles
25% OFF
$5.45 $3.45
Ends 12/31/2014
Women's Snowboarding Pants (2015)
REI Outdoors Sports • 1.1 miles
25% OFF
$75.00 $56.75
Ends 12/31/2014
Dozen Dark Chocolate Chip Cookies
Martha's Cookies • 3.5 miles
$3.00 OFF
$6.00 $3.00
Ends 12/31/2014
Paper Towels
Savings
Basket
Deals
List
Profile

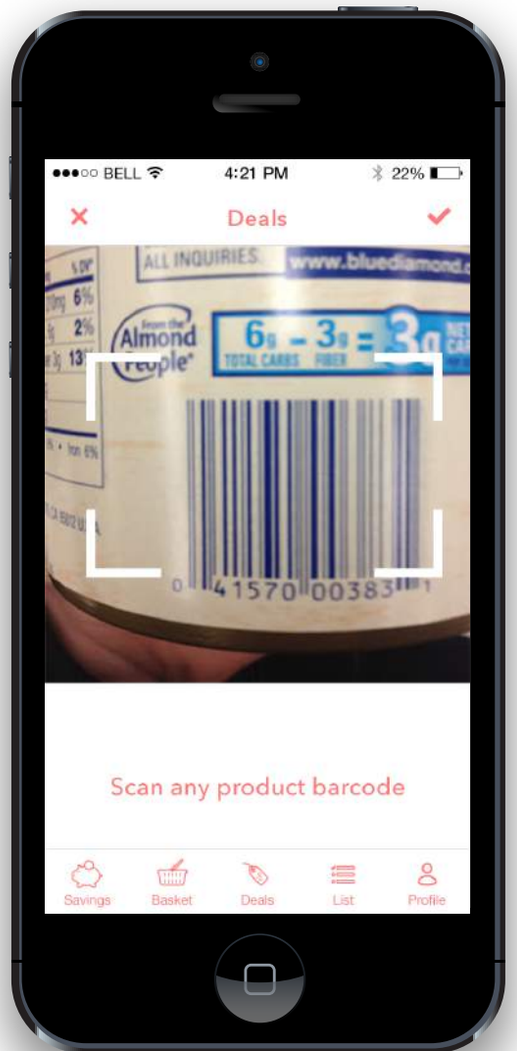

●●●○○ BELL
4:21 PM
22%
Deals
Coffee Grounds from Blue Bottle Coffee Co.
Blue Bottle • 1.1 miles
25% OFF
$5.45 $3.45
Ends 12/31/2014
Comments:
4
I've used this!
Savings
Basket
Deals
List
Profile

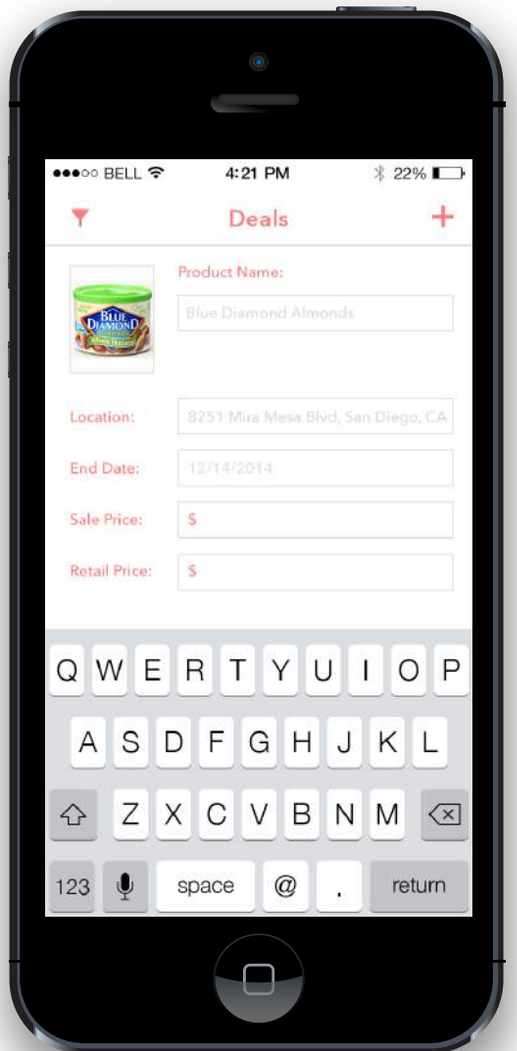

●●●○○ BELL
4:21 PM
22%
Deals
Akshay
2h
Sounds great to me!
Katelyn
2h
Great deal AND great coffee!
Evan
1h
Good timing, this was just put on my grocery list for my next trip
Julie
1h
Sweet deal for such great coffee :)
Post a comment...
Post

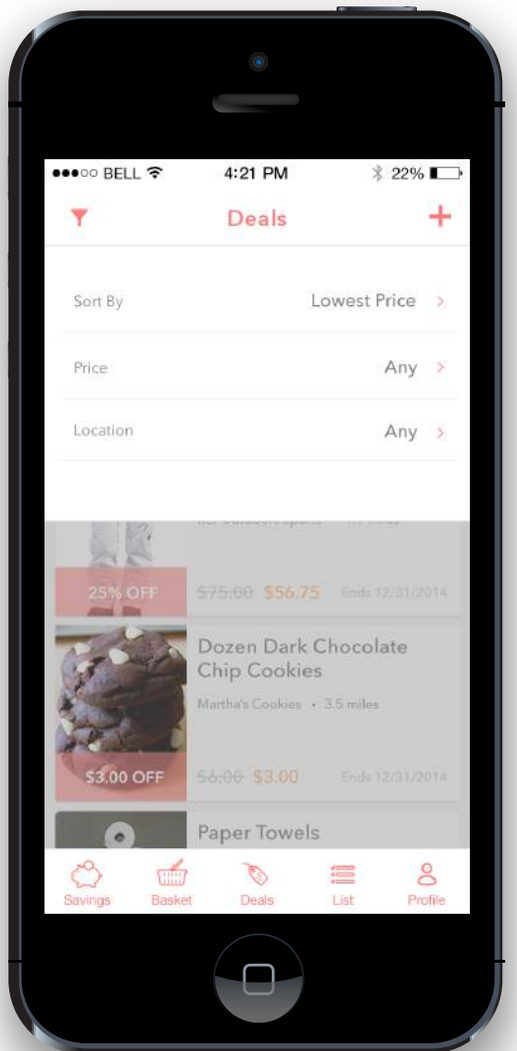
●●●○○ BELL 4:21 PM 22%
My Profile
Jennifer Collins
San Diego, California
Follow
Deals Posted
Following
Followers
24
78
67
Recent Activity
Jennifer posted a Deal
Jennifer commented on a Deal
Jennifer updated her profile
Jennifer added to her List
Savings
Basket
Deals
List
Profile

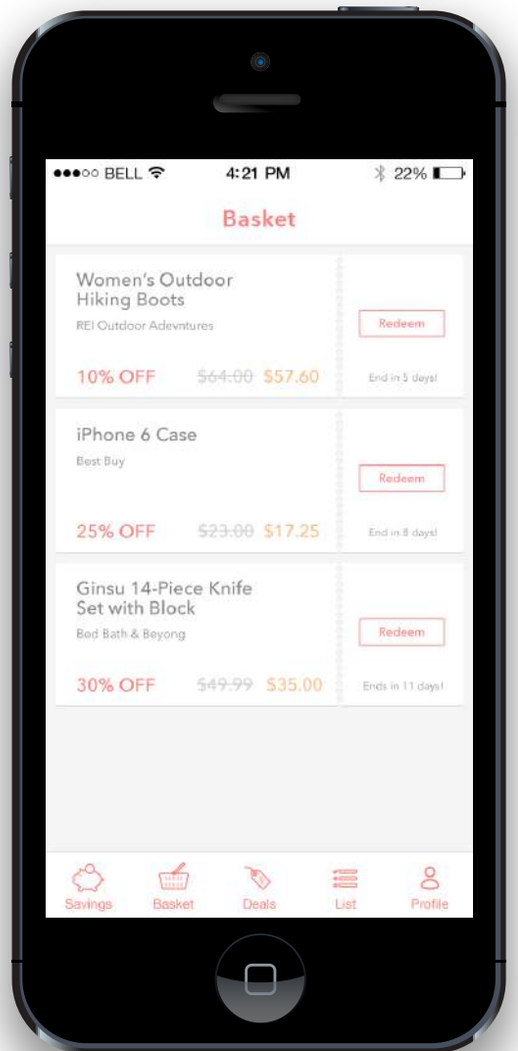

●●●○○ BELL 4:21 PM 22%
List
Leather Boots
Added: 10/28/2014
21 tags
Snowboard
Added: 10/19/2014
4 tags
Coffee Table
Added: 10/10/2014
11 tags
Standing Work Desk
Added: 10/02/2014
9 tags
Savings
Basket
Deals
List
Profile

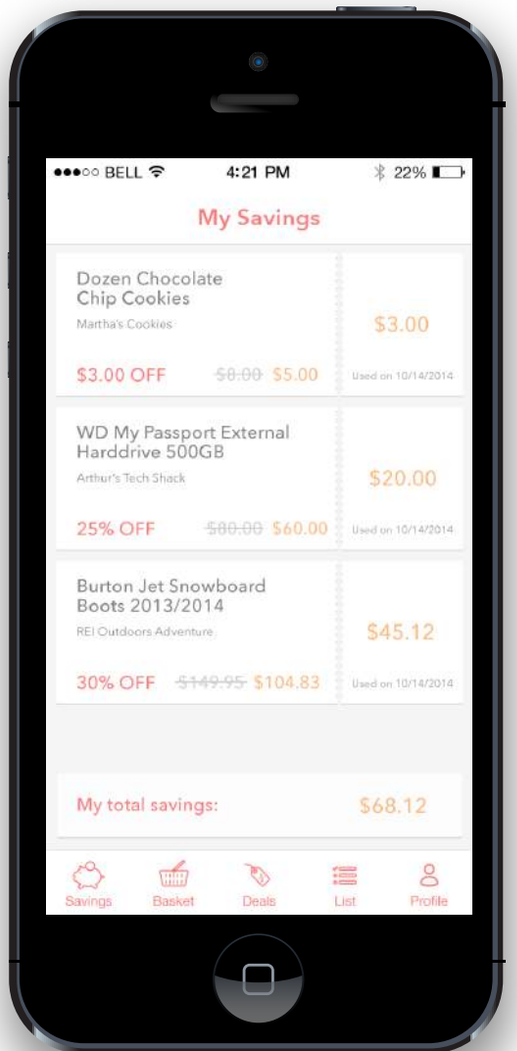

●●●○○ BELL 4:21 PM 22%
List
Name:
Snow boots
Tags:
14
Notify:
Coffee Table
Added: 10/10/2014
11 tags
Standing Work Desk
Added: 10/02/2014
9 tags
Savings
Basket
Deals
List
Profile


BELL 4:21 PM 22%
Deals
Scan any product barcode
Savings
Basket
Deals
List
Profile


BELL 4:21 PM 22%
Deals
Product Name:
Blue Diamond Almonds
Location:
8251 Mira Mesa Blvd, San Diego, CA
End Date:
12/14/2014
Sale Price:
$
Retail Price:
$


BELL 4:21 PM 22%
Deals
Sort By
Lowest Price
Price
Any
Location
Any
25% OFF
Dozen Dark Chocolate Chip Cookies
Martha's Cookies • 3.5 miles
$3.00 OFF
Paper Towels
Savings
Basket
Deals
List
Profile


●●●○○ BELL
4:21 PM
22%
Basket
Women's Outdoor Hiking Boots
REI Outdoor Adevntures
Redeem
10% OFF
$64.00 $57.60
End in 5 days!
iPhone 6 Case
Best Buy
Redeem
25% OFF
$23.00 $17.25
End in 8 days!
Ginsu 14-Piece Knife Set with Block
Bed Bath & Beyong
Redeem
30% OFF
$49.99 $35.00
Ends in 11 days!
Savings
Basket
Deals
List
Profile


●●●○○ BELL
4:21 PM
22%
My Savings
Dozen Chocolate Chip Cookies
Martha's Cookies
$3.00
$3.00 OFF
$8.00 $5.00
Used on 10/14/2014
WD My Passport External Harddrive 500GB
Arthur's Tech Shack
$20.00
25% OFF
$80.00 $60.00
Used on 10/14/2014
Burton Jet Snowboard Boots 2013/2014
REI Outdoors Adventure
$45.12
30% OFF
$149.95 $104.83
Used on 10/14/2014
My total savings:
$68.12
Savings
Basket
Deals
List
Profile

This is still an ongoing project with a dedicated team that is all over the country.

Our next step is to push a demo within the Intuit San Diego office and gather data from user testing.

We still have a long journey from here and much more to implement, but our main goal is to push this to Apple's application store and have it to be a part of the Intuit ecosystem.

Akshay Jain
iOS Developer

Akshara Chopra
Visual Designer

Christopher Flood
Back End Services

Evan Francis
iOS Developer

Joseph Lee
Interaction Designer

Julie Alexis
Front End Engineer

Katelyn Block
Program Manager

Mark Millstein
Back End Services

Niraj Katkamwar
Back End Services

Thank you