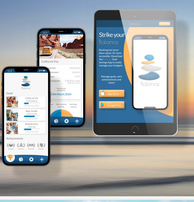
Balance

UI Case Study | Gloria Rose

A goal-based money-management app



Organize your budgets online with balance, your money management app.

Everyone's journey is unique. This is why balance offers flexibility in planning, so you can achieve your goals. One step at a time.

My responsibilities in this project encompassed the logo design, logo animation, the creation of a cohesive design style (color, typography, writing style, imagery), user flows, wireframing (low to high), mid-fidelity prototyping for scenario-based user testing, creation of the final screens including their prototyping and mockups.

Logo Design

The name Balance refers to both the bank balance and the app's mission of balancing different needs and wants.

The logo is made up of four flat rocks stacked on each other, with each rock representing a goal in the user's life.

The logo animation has the single rocks moving in opposite directions (the changes in life), while remaining balanced and not giving the impression of being at risk of tumbling.

Shading is used to give the single rocks more dimension.

Color Design

The initial color palette was chosen to convey a fresh, friendly and playful feeling. Ultimately, these colors didn't feel appropriate for a banking app.

I decided to use blues and greys, which are more in line with the industry, while adding a strong color accent to provide a fresh and young feeling. The lime green, however, is too vibrant for the theme of balance.

#216396	#018ED3	#FFAF53	#D3D3D3
#133F63	#0C6E9F	#EEB50E	#AFAFAF

Substituting the lime green with a soft orange meets both themes of finance and balance.

Typography

Logo

Poiret One

Poiret One conveys the two feelings of friendliness and also organized and serious. It also has the benefit of the e being rotated, which makes it easy to incorporate into the logo animation

Aa

Text

Dosis

Dosis is the font of choice for the text elements in the Balance app. It is playful, friendly and legible.

Aa Aa Aa Aa Aa Aa Aa Aa

Writing Style

The writing style for Balance is supportive and amicable, taking a casual tone and using language which is easy to understand.

- Congratulations, you have met your goal "Graduation Party"!
- You are one step closer to "Holiday in Rome"!
- We noticed you are behind on your payment goals for "Wedding Planning". Should we adjust the budgeting schedule to find what works for you?
- Oh no, you haven't met your target goal for "Birthday Bash". How would you like to continue?

User-Flows

- As a user I want to create an account to manage my goals and savings
- As a user I want to have a simple overview over the progress of my goals and distribution of my savings
- As a user I want to add new goals with the option to allow automatic deposits from my bank account

Low-fi Wireframes

sign up

main screens

add a goal

Mid-fi Wireframes

sign up

main screens

add a goal

Scenario-based Prototype Test

Scenario: You are a new user and would like to sign-up and create your first savings goal with automatic deposits. Which steps would you take to accomplish this task?

User 1

- Password checklisteas were confusing
- Screen heights kept jumping
- The calculate by date/amount screens were confusing
- The process of goals is kitchen-sink
- The popup is confusing

User 2

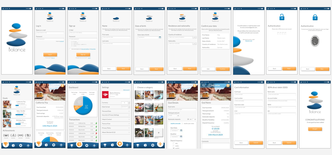
- There was no trouble signing up
- The navigation system was unidentified/unnoticeable
- The goals didn't feel personal enough
- The calculate by date/amount screens were confusing

User 3

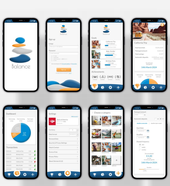
- Had a little trouble finding the sign-up button
- The navigation system was underutilized after visiting the main screens
- No problems with goal creation

Revised Design

Final Screens



Mockups



Credits

All files were accessed on 26.01.2023.

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