Balance

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

Everyone's journey is unique. This is why we offer flexibility in planning, so that you can realize your aspirations at your own pace.

Managing your finances doesn't have to be hard. Budgeting for your goals is made easy with balance. One step at a time.

Guiding Principles

These 7 Guiding Principles form the foundation for balance.

- Accountability
- Efficiency
- Flexibility
- Guidance
- Mindfulness
- Playfulness
- Simplicity

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 different directions (like changes in life), while remaining balanced and giving the impression of being at risk of tumbling.

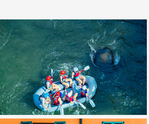
Shading is used to give the single rocks more dimension.

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 work well with the theme of finances, adding a strong color accent to provide a fresh and young feeling. The lime green, however, is too vibrant for the theme of balance.

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



Typography

Logo	Text
Pacifat One	Dosis

Pacifat One conveys the two Pantings of Tranquillitous and also organized and serious. It also has the Benefit of the Making intend, which makes it easy to incorporate into the logo animation.

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 present 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 the savings
- As a user I want to add new goals with the option to allow automatic deposits into my bank account

Low-fi Wireframes

sign up

main screens

add a goal

Mid-fi Wireframes

sign up

main screens

add a goal

add goal
category
category
calculator
calculator
deposit method
name
name
name
goal name
goal name
goal

Credits

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