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## MINT

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### CONTENT:

The app provides a wide array of helpful information like a free credit score, records of credit/debit card transactions, and data visualization of categories the user spends money on throughout the month. Another useful tool—and probably the most popular of all functions on the app—is the budgets tab which helps the user adjust spending habits through setting goals each month. You are allowed the option of organizing a money-saving plan that alerts you when there is—for example—an imbalance in funds or a sudden trend of overspending on a certain category over other more essential needs.

### INTENT:

While the app has a variety of helpful features, including stock trading and investment making, the main intention of Mint is to help users spend money wisely, become financially responsible and maintain a good credit score. Mint serves as both a means of providing a visual representation of the user's spending habits and a useful tool to budget and properly allocate one's savings towards more essential living expenses.

### TARGET AUDIENCE:

The target audience is generally inclusive of all ages, but seeing as how Mint is an application run by a tech startup and created with the intention of helping users save their hard earned dollars, I assume young professionals and college students would rise as the more prominent demographic. Anyone over thirty has most likely subscribed to a more traditional method of budgeting and recording finances, making it more difficult to transition to another money-saving platform. Another reason may be that, to use the app, users are obligated to entrusting their very private financial information to some unknown force, from bank account numbers to credit card information, which raises the level of suspicion and risk for older users.

### INTERFACE DESIGN:

The overall interface of the website is extremely sleek, legible, modern and easy to navigate. The typography is a clean, minimalist sans serif and the layout design carries enough negative space to make the website seem less visually oppressive and more approachable. The home screen could be a bit less overwhelming, especially if new users with an aversion to technology are to seriously engage with the app. The home screen overview has a bit of a hierarchy problem and, in a way, attacks the user with all this information at once—some useful and some not so relevant. It somewhat gives me anxiety to see all these options out at the same time, so if I were to redesign it, I would make sure that the purpose of my app is clear as soon as someone accesses it.






### INTERACTION DESIGN:

All the buttons on the website seem to be animated which always makes for a better user experience. The icons alongside each section and javascript hover manipulations on <a> tags are a nice touch and provide the right balance between too many graphic illustrative elements that would cause too much noise and too little that would make the website seem archaic and unresponsive.

### USER EXPERIENCE:

Once I'm led to explore the remaining features of the app/website individually, my purpose becomes more clear and focused. When I click on budget, I know exactly what to expect and, thankfully, the design is simple enough for me to immediately understand what I'm using and how to use it. I think the biggest and most glaring issue of the website is the initial overview of the profile along with the entire slew of options available on Mint, which can be a bit intimidating for an app that is designed to help people rather than make their lives more complicated than they already are.

## Accounts

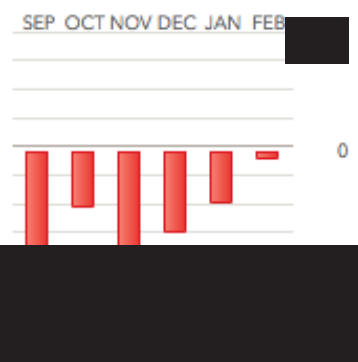
▶  Cash	
▶  Credit Cards	
▶  Loans	
▶  Investments	
▶  Property	
Assets	
Debts	
Net Worth	

## Trends

### Cash vs. Credit Card Debt



### Net Income September-February



## Alerts

It's all good! You don't have any new alerts.

## Advice



### Grow your college savings with Upromise.

You can start saving even more for college on the things you already do. With Upromise, you can earn cash back every time you shop online through Upromise, dine out or buy groceries. The sooner you start, the more you can save.

Ignore or [JOIN TODAY FOR FREE](#)

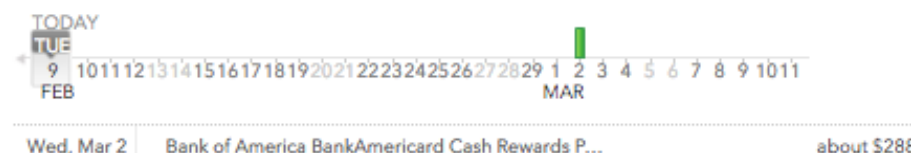
9 recommendations [Previous](#) | [Next](#)

## Free Credit Score

Next update: April 13th



## Upcoming Bills Next 4 Weeks



## Budgets February

	0%	100%	BUDGET	OVER?
Total	\$120.89		\$1,020	\$899.11 LEFT
Groceries	\$71.83		\$260	\$188.17 LEFT
Restaurants	\$0.00		\$220	\$220.00 LEFT
Fast Food	\$40.07		\$180	\$139.93 LEFT
Gas & Fuel	\$0.00		\$130	\$130.00 LEFT
Clothing	\$0.00		\$130	\$130.00 LEFT
Alcohol & Bars	\$0.00		\$80	\$80.00 LEFT
Movies & DVDs	\$8.99		\$10	\$1.01 LEFT

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## EATSTREET

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### CONTENT:

EatStreet is an app/website that gives the user the ability to order takeout or delivery from local restaurants. It also has a blog that provides special offers, but other than those two primary functions, the app is relatively simple in comparison to Mint.

### INTENT:

The app/website is used to provide affordable meal options and special discounted offers using a point system in hopes of increasing profits and traffic for locally owned restaurants in return. EatStreet and Mint are intended to save the user money, but as a Davis student who can't use EatStreet because of its limited and surprisingly unaffordable options, Mint definitely rises as the superior app in terms of both usability and popularity.

### TARGET AUDIENCE:

Similar to Mint, I'm assuming the most prominent demographic would be college students due to its original name as CampusSpecial.com. However, the restaurants listed within the immediate Davis area—for example—are all really expensive and seem farther away than most. Changing the name to EatStreet may have been a way to rebrand the app as well as its target audience, but the general demographic seems to range from college students to young adults who seek affordable meal alternatives. Mint is definitely the more popular or widely used app, but EatStreet more closely ties into my original idea and target audience for my final project.

### INTERFACE DESIGN:

The design is extremely well balanced and the main reason why I selected the app as a primary platform for research. Mint pales in comparison to the elegant type treatments, strategic use of negative space and iconography, and sleek design aesthetic of EatStreet. While both apps are generally well-designed, I definitely aspire to achieve the design sensibilities presented in EatStreet than in Mint.

### INTERACTION DESIGN:

The interactive elements of the website are either excellent or completely missing. When I click or hover on any of the <a> tags, the buttons remain the same. But, when I use the search bar to find restaurants near my area, addresses closely matching my description pop up in an organized list which is really nice. Once I submit my address, the little pizza/burger/fries loading gif icon rotating at the center of my screen adds a nice touch to the user experience.

### USER EXPERIENCE:

Once the user reaches the main restaurant search page, the app lists a wide array of restaurants alongside a really handy filter that even provides the option to order ahead of time! The app also uses reviews from yelp to optimize the search, but it would be nice to also see photos of the food items listed within the menus as well. Here, I begin to see more examples of interactive web page elements like changing colors when hovering or animated arrows that return the user to the search list. Overall a pretty good example of user experience and, in some ways, better and easier to navigate than Mint.

[Back to Sacramento Restaurants](#)


## 524 Mexican Restaurant

524 12th Street Sacramento CA, 95814



Open Today: 11:00am - 8:30pm

Delivery Est: 60 - 120 min

Delivery Min: \$200.00

Delivery Cost: \$5.99 + 4% of Total

[Menu](#)
[Hours & Info](#)
[Reviews \(142\)](#)



### Campus Special is now powered by EatStreet

Click items to start your order!

#### EatStreet Rewards

Order 7 more times from any restaurant to earn a \$3 reward!



#### POPULAR ITEMS



#### Bean & Cheese Dip with Chips

A 524 favorite. Served with fresh tortilla chips.

\$6.75





#### Nachos

Fresh tortilla chips with melted jack cheese, beans and tomatoes. Topped with guacamole, sour cream and pico de gallo. Add chicken, carne asada or carnitas for an additional charge.

\$9.95

#### YOUR ORDER

[524 Mexican Restaurant](#)

Item	Price
Subtotal	\$0.00
 Delivery	 Takeout Unavailable