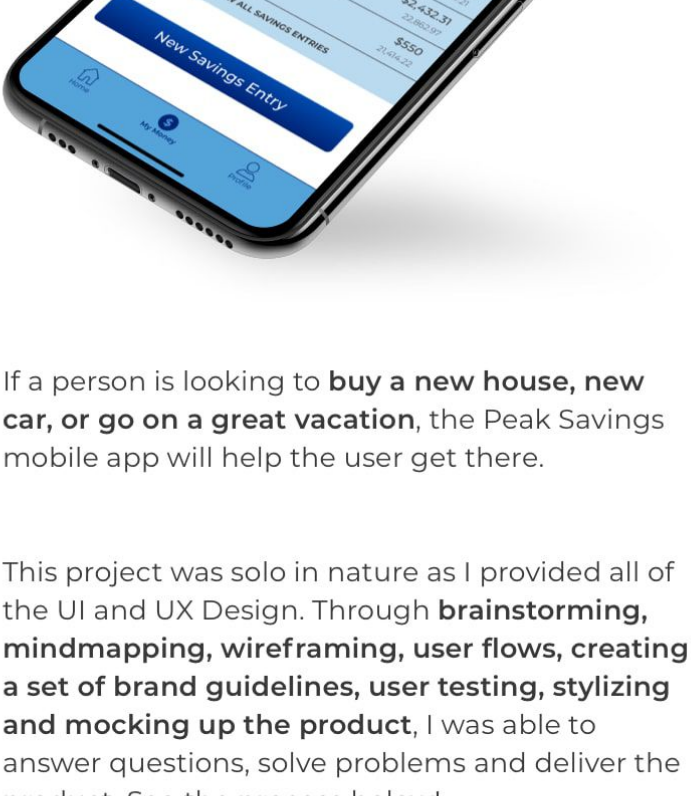




A financial savings app designed to help you reach your goals, get you what you want and take you where you want to go.

Designed by Josh Rubino  
Role: UI/UX Designer  
Tools:   



If a person is looking to buy a new house, new car, or go on a great vacation, the Peak Savings mobile app will help the user get there.

This project was solo in nature as I provided all of the UI and UX Design. Through **brainstorming**, **mindmapping**, **wireframing**, **user flows**, **creating a set of brand guidelines**, **user testing**, **styling** and **mocking up the product**, I was able to answer questions, solve problems and deliver the product. See the process below!

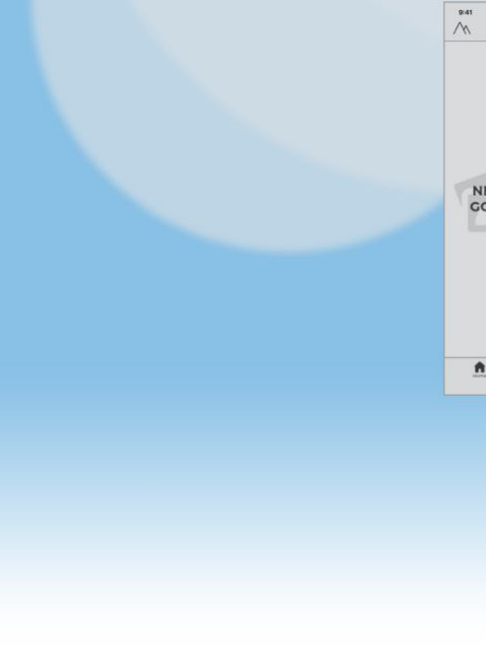
## USER FLOW DIAGRAM & WIREFRAMES

In creating the user flow and the wireframes to follow, **functionality** and **minimal steps** were both paramount.



Featured here are just a few of the screens of the mobile app. Low and high fidelity wireframes that were tested on some potential users.

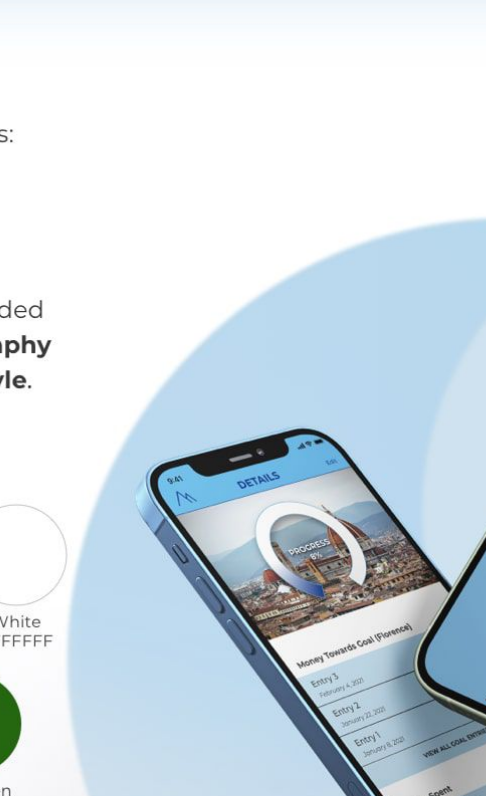
### Sign up/Login screens



### Goal Progress



### Goal creation

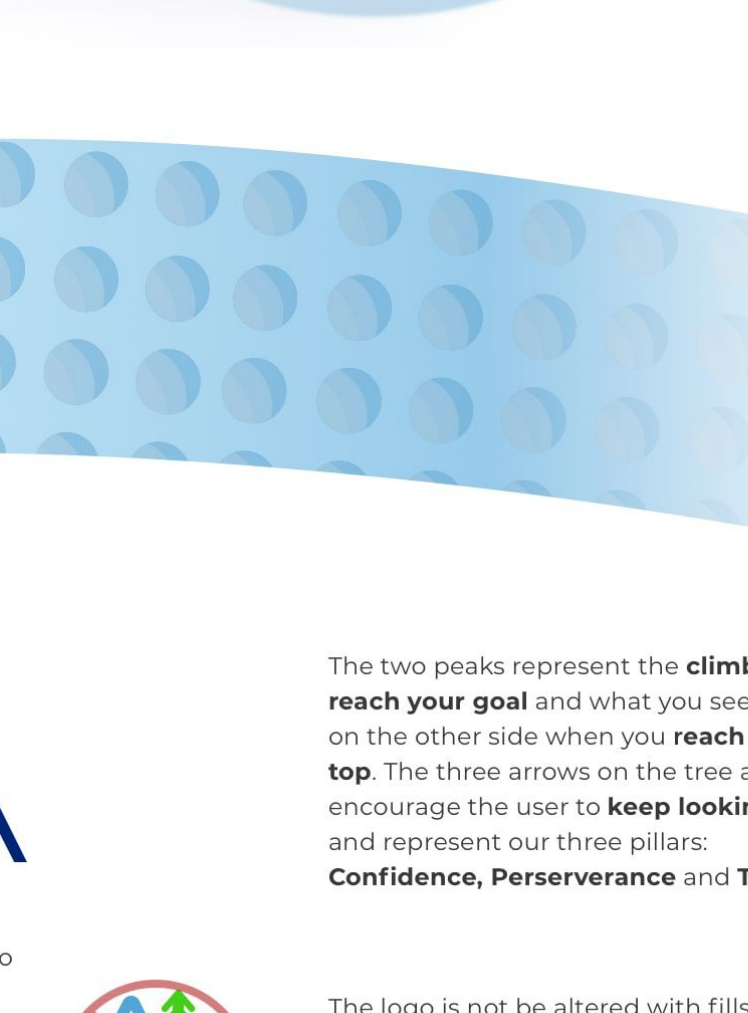
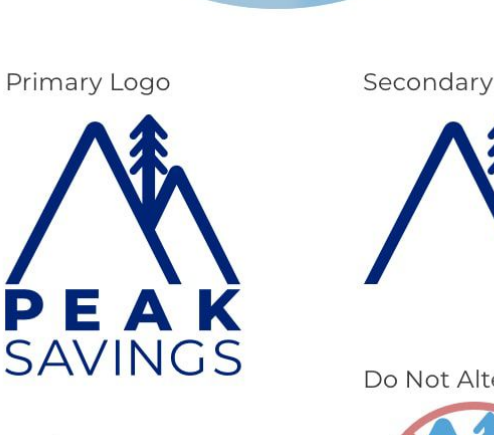


## BRANDING

Peak Savings is built on three pillars:

- **Confidence**
- **Perserverance**
- **Trust**

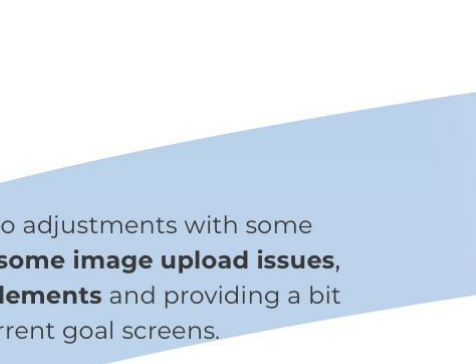
These pillars were integral in the branding design process that included creation of a **color palette**, **typography choice**, **logo design** and **image style**.



**MONTERRAT**  
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0



### Do Not Alter Logo



The two peaks represent the **climb** to reach your goal and what you see you on the other side when you **reach the top**. The three arrows on the tree are to encourage the user to **keep looking up** and represent our three pillars: **Confidence**, **Perserverance** and **Trust**.

The logo is not be altered with fills, multiple colors, angles or anything not represented in the branding guide.

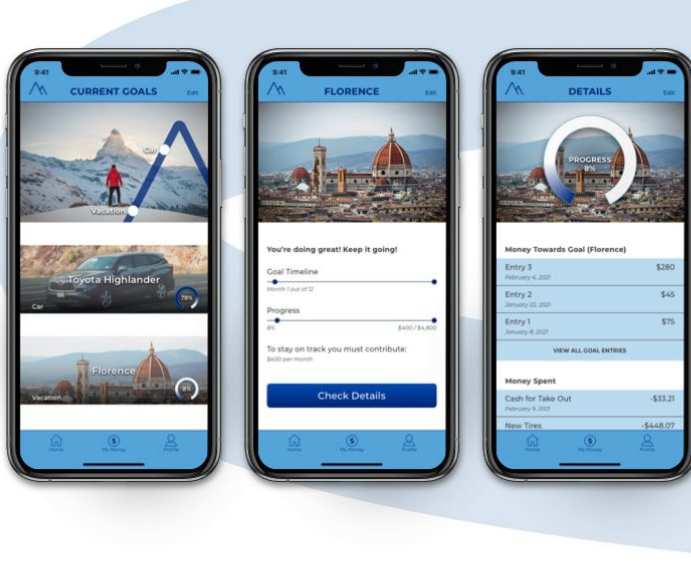
The photos are **bright**, outdoors and when featuring people, they are **smiling**. Vignettes contain the images. The patterns and photos may be combined with overlays.



## USER TESTING & MOCKUPS

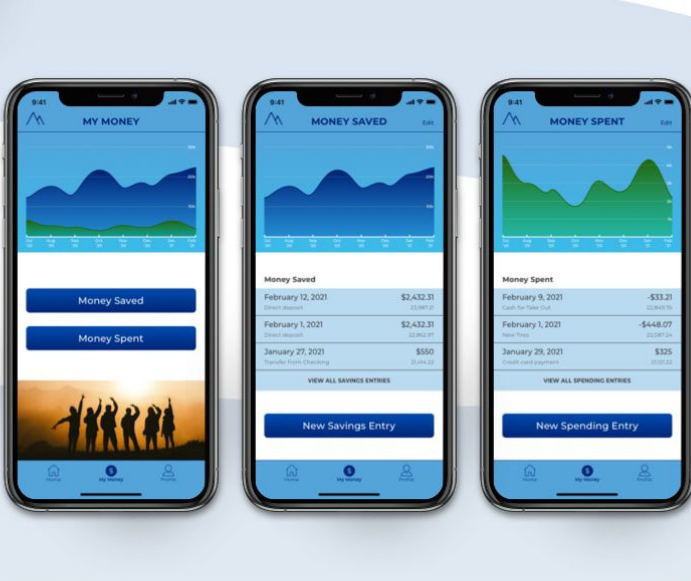
Wireframe user testing led to adjustments with some spacing issues, **clearing up some image upload issues**, **rounding edges on some elements** and providing a bit more information on the current goal screens.

Some of the other issues the users encountered were aesthetic related and **the use of images** in the stylized round that **were then adjusted**. The final stylized mockups are seen here, as well as a desktop version to attract more users.



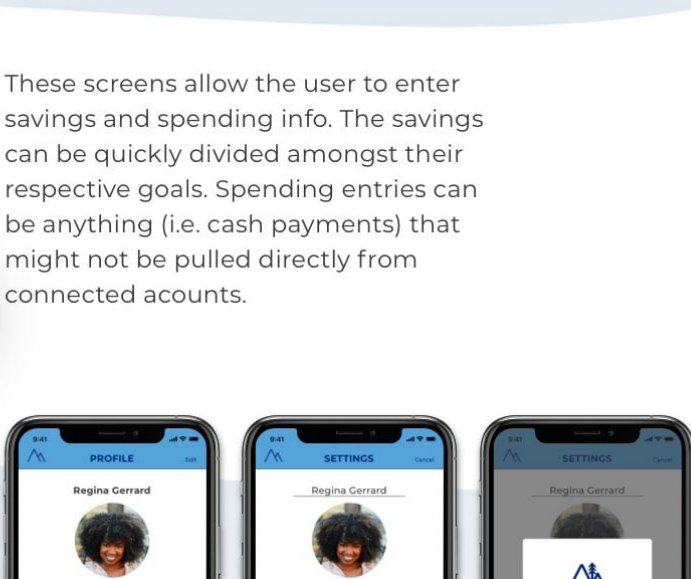
Users are greeted with a splash screen, and brought to the Log in / Sign up screens to quickly enter the app.

Creating a new goal is quick and easy from the Home screen to the goal being set. Users name their goal, attach an optional image, select the category the goal belongs to, set a savings goal and a timeline.

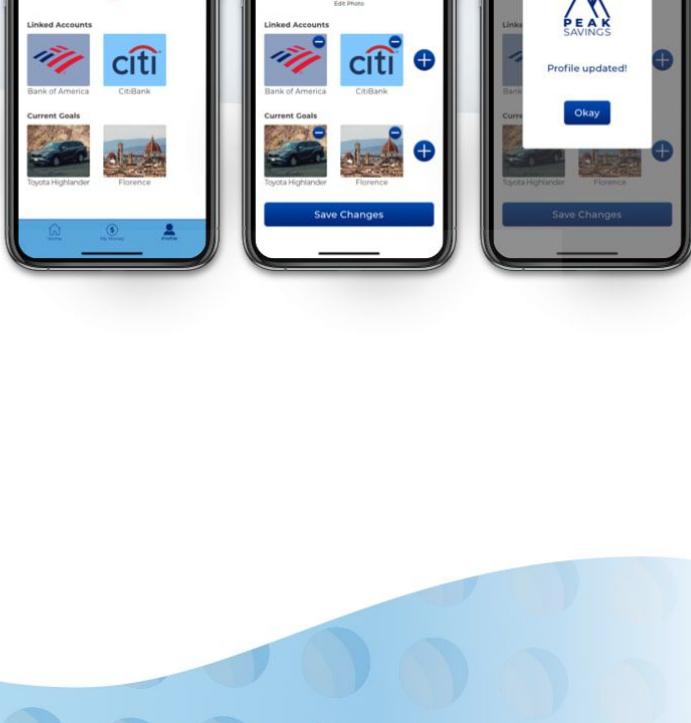


Checking in on Current Goals is simple. The user can see their progress no matter what screen they are viewing within this section.

Users can check in on their overall financials and take a closer look at what they've saved, spent and the fluctuations of each. They can then choose to create new savings and spending entries.



These screens allow the user to enter savings and spending info. The savings can be quickly divided amongst their respective goals. Spending entries can be anything (i.e. cash payments) that might not be pulled directly from connected accounts.



The Profile is a great place to go for quick updates to one's account. Within the Settings screen, the user can easily add & remove linked accounts and current goals.



**Thank you.  
Keep Climbing!**

