# Ideahack #2


Think different.

This second Ideahack was led by Apple's original branding designer, Tom Hughes. We were assigned to our teams and set out to ideate, brand and design an idea we felt was interesting in 5 hours.

Team:
Chris, Carrie, Hilary, Rayshauna, Johnil, and I

My Role:
I was the web designer in this team.



* The day of the Ideahack*

# CoinUp's Story

In mid October 2015, I met Resilient Coders. The founder, David Delmar, challenged me to come up with an idea for a minimal viable product to build. Having a goal to build a minimal viable product would keep me motivated to keep learning how to code.

## College Pocket

While brainstorming I thought about my most pressing issues as a student and how I could solve them with technology. I realized that my most pressing issue was not knowing how to save and budget money. I tried existing budgeting apps like Mint.com, Learnvest, and others but none were fun to use. At the time, I was learning Italian with Duolingo and it became clear to me that financial literacy is like a language which could be learned in a fun way. Duolingo is an app that gamifies the language learning experience. I came up with "College Pocket" as my minimal viable product project. It is a financial app that aims to teach college freshmen financial literacy through the gamification of budgeting.

# Hypothesis

## Independent Ingrid

**Background**
- Freshman at College University
- Recently moved out of childhood home
- Uses mobile payments (NOT cash)

**Goals:**
- To graduate on time
- Be financially dependent from her parents

**Challenges:**
- New to managing money
- Needs to live off $xx/month in order to stay out of debt

**How we can help:**
- Offer a fun and helpful way to keep an eye on spending

The first and most important step we took as a team was to develop a user persona. By having a user persona we would be to know what features this app would help the user.

We quickly realized that the name "College Pocket" was not fitting for it's long term purpose. The name had to reach a broader audience (Ages 17-25) and that is when we re-branded the app concept "CoinUp".

While using Duolingo, I enjoyed having an Avatar(on the left) helping me on my journey towards learning a new language.

CoinUp needed a fun avatar that can be captivating and interactive to a young audience. An avatar that informs the user if budgets have been met or not. The avatar below is called "Coin" and it is a financial buddy for CoinUp users.

If the user is keeping budgets "Coin" Is green and happy.
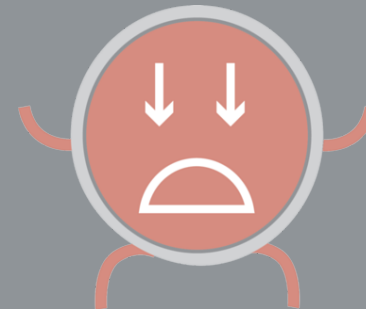
When the user is not keeping budgets "Coin" Is red and worried.
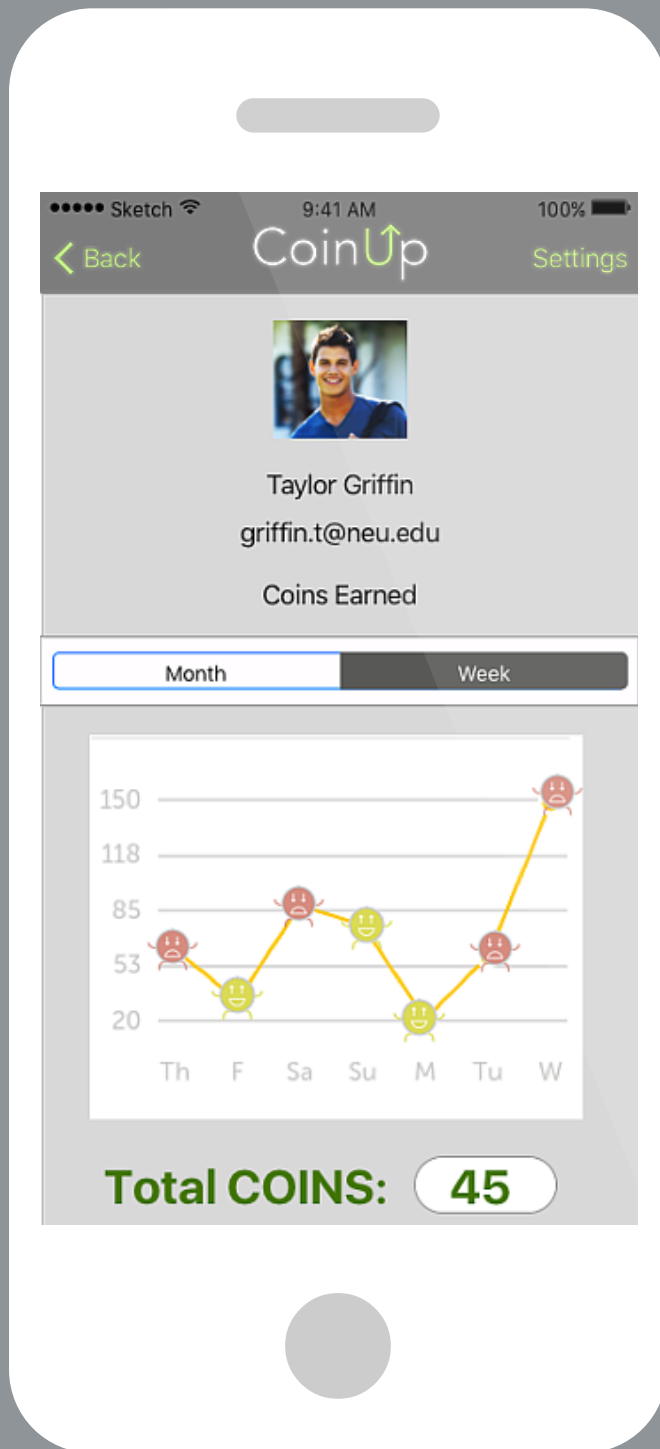
*The Avatars were designed by Johnil*

## App Concept

Profile Page:
Every user would have a profile account.

Features:

- The ability to check weekly or monthly accomplishments. Users can see when they kept or exceeded budgets in a graph.
- In Settings you can change the notifications, alerts, budgets
- Total COINS can be viewed also.

Homepage:

I The homepage is a roulette wheel. Once the user has spun the wheel and has been given a daily budget challenge the home screen changes until the 24 hours of the daily challenge are done.

Features:

- A roulette wheel.
- A spin button.
- Weekly budget.
- Daily budget challenge.

Instead of using categories and splitting money up into separate sections, CoinUp just decides the daily budget for the user and the user can spend their money on anything they would like.
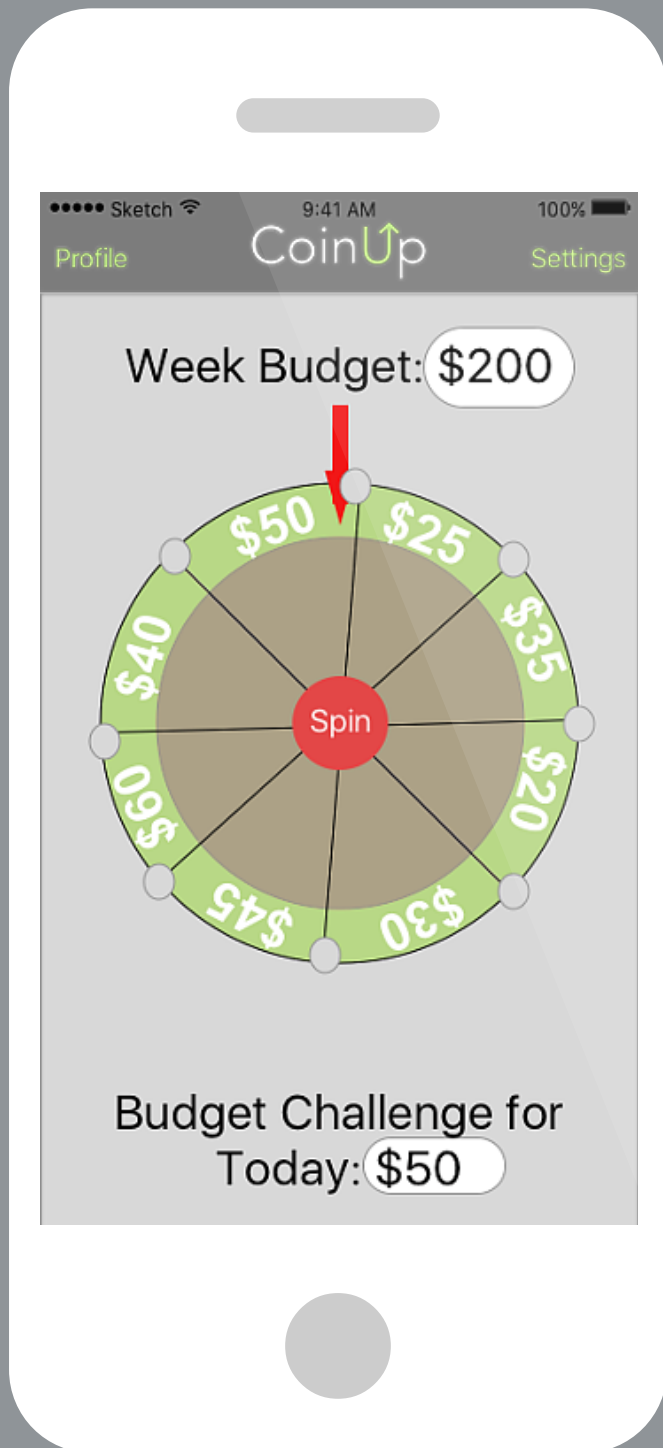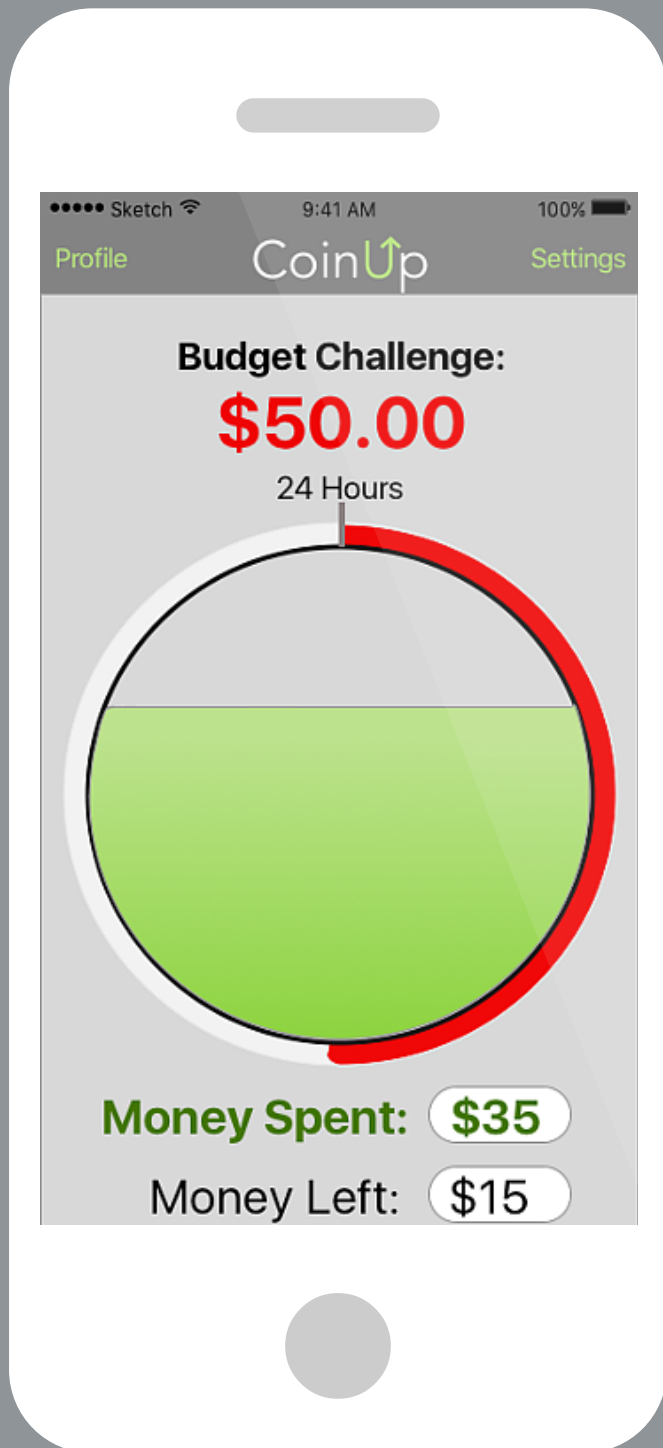
Homepage:

Once the daily budget has been chosen, This is now the homepage until the 24 hours of the challenge are up.

Features:

- Users can see how much time they have left for the challenge.
- Users can see how much money they have spent.
- Users can see how much money they have left.

Congratulations Page:

If the user has accomplished the daily budget challenge they would receive Coins.

Coins are like points but I still need to research more gamification education methods and validate if a point system is the most effective

Features:

- Coin points.
- Roll-over money. The money the user did not spend from the daily budget challenge would be added to the remaining balance for the user's weekly budget.
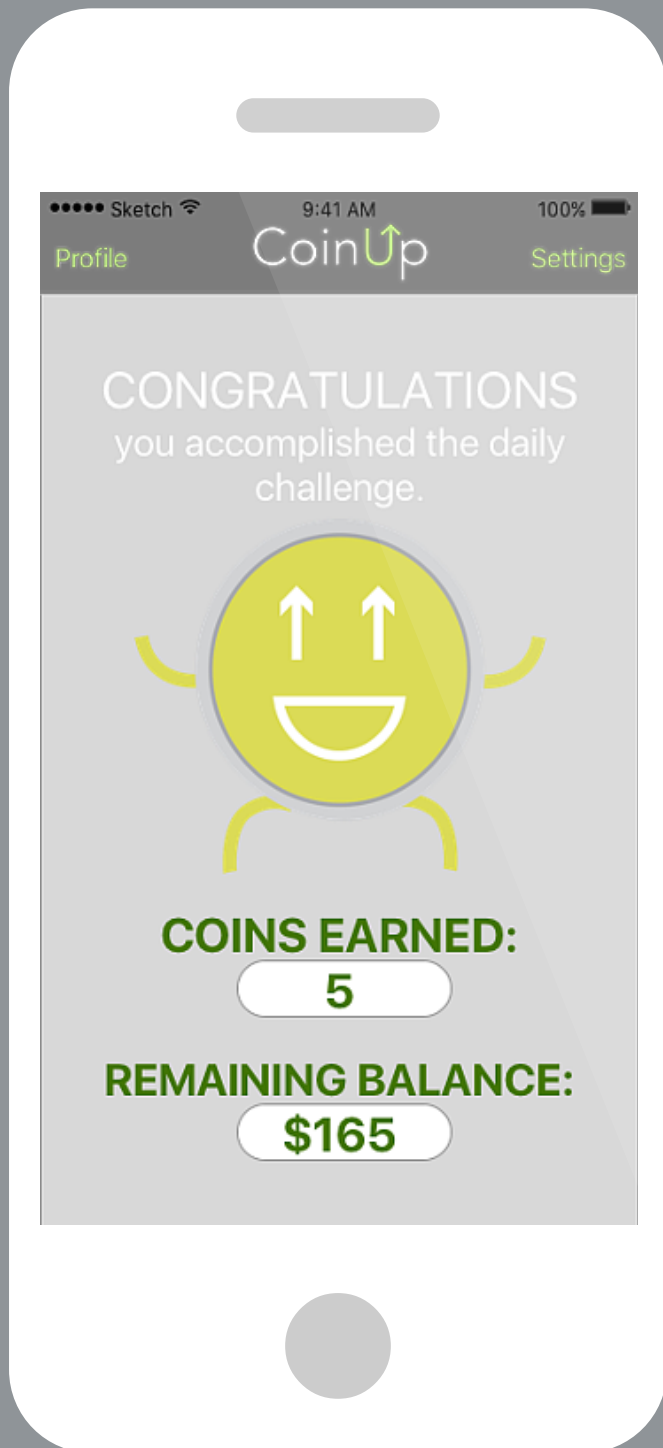
The Unfortunate Page:

If a user failed to keep the daily budget challenge then they would have the options to take financial tips.

There is currently no tip page because I still have to figure out how that would work. It just made sense to offer tips when a user has failed.

Features:

- Users can see how many Coin points they lost.
- Users can see their remaining balance for the week.
- Users are offered optional financial tips.
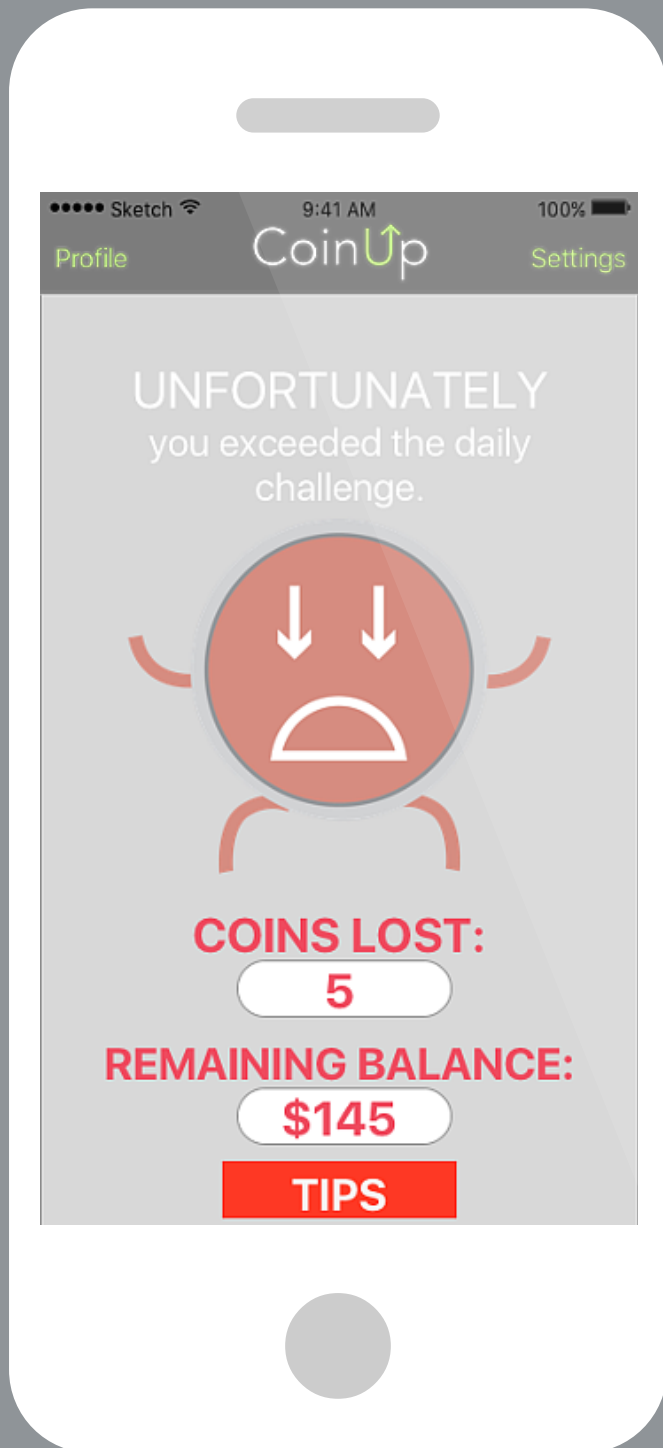
# Website Concept
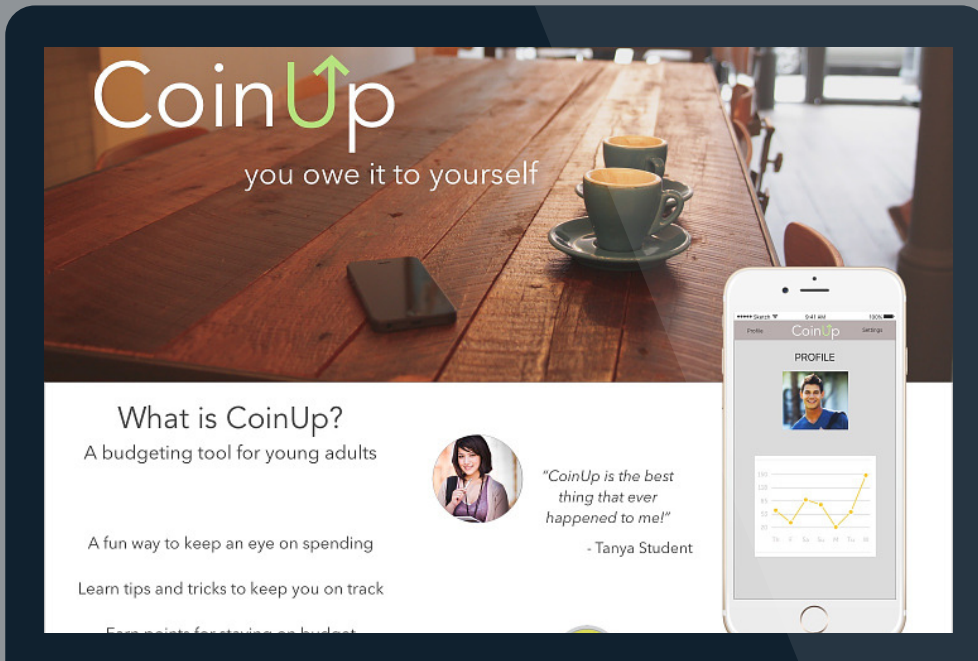


we chose to design a website that describes CoinUp. There is also a testimony, from a college student who would be a CoinUp user, to add credibility. The profile page would be visible. And lastly it would have a call to action button to download it on the app store.

*This web page was designed by Hilary Walker*

## Validation

While using other budgeting apps it felt to me like I was my own accountant when using these apps. I had to come up with categories for my spending and separate my money. As a student I struggled to decide on what budget I should keep for the day or the week. I had a hard time setting financial goals because I had to keep track of my academic goals as well. My team at Startup Institute Boston decided that it would be best if we catered to that pain point of setting one's goals with the roulette wheel because that wheel would decide what the user's budget would be for the day is.

## CoinUp's Goal

The Goal is to reduce Student Loan and Credit debt nationally. Public schools are just now implementing financial literacy courses in school districts that can afford to implement these courses. If CoinUp becomes profitable it's partial revenue would go towards helping more public school districts implement these courses.

# CoinUp's Future

**Ideation of the Minimal Viable Product (currently in this stage)**

**UX / UI**

**Web Development**

**Expansion**

**Goal**

How the gamification will work
What are the positive and negative incentives to this app game
What features are essential for the MVP.

Wireframing
Prototyping
Usertesting
Re-iterating
Establish final wireframes for the MVP

Building an IOS app that can go live. Releasing a Beta version of the MVP. Test the Beta version with 10 college freshmen as a focus group. Receive feedback and roll out more features.

- Once there is enough data gathered from the focus group then CoinUp can expand to a larger focus group of 25 students.
- More UX/UI work
- More Web development

The ultimate goal is to build a product that can help students like me.