

Budgeting and Finance App

Marcel

Project overview



The product:

We are creating a budgeting and finance app for teenagers to address the problem of financially irresponsible teenagers.

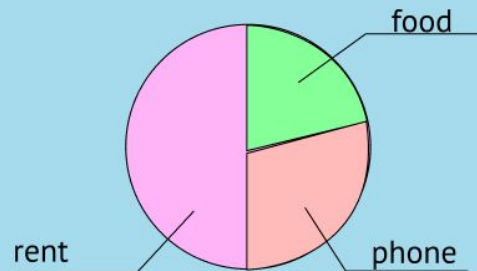


Project duration:

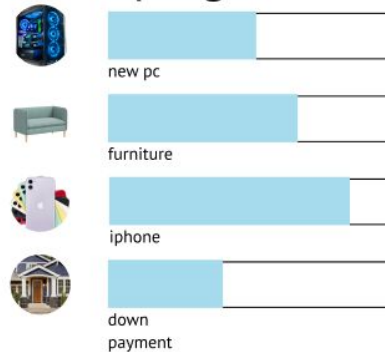
July 2021 - August 2021

SEASHELL

expenses ⁱ



progress ⁱ



Project overview



The problem:

Teenagers that do not have a stable income of many financial accounts do not have a way to track their expenses and budgets. In addition, the current apps do not make an effort to educate the use



The goal:

Design an app that will tutor teenagers about budgeting and financial responsibility while letting them budget and track expenses.

Project overview



My role:

UX Designer designing an app for a finance tracking app from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

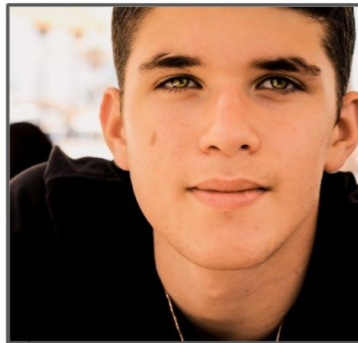


I conducted interview remotely to gain insight and understand the pain points of our users. A primary user group identified through research were teenagers who wanted to track expenses but thought managing a spreadsheet was too much work.

Persona 1: Michael

Problem statement:

Michael is a high school student who struggles to save up his money for a PS5.



Michael

Age: 15

Education: High school

Hometown: Portland

Family: Dog, parents

Occupation: Occasional lawn mower

"I want to save up for a PS5 but tracking on a spreadsheet is so much work"

Goals

- Save up for a PS5
- Easily track budget and expenses

Frustrations

- Using spreadsheets is too much work
- Has a hard time saving up for big purchases.

Michael is high school student who want to save up for s PS5. He works hard and makes some cash mowing lawns, but always ends up spending money and hindering his progress to his goal.

Competitive audit

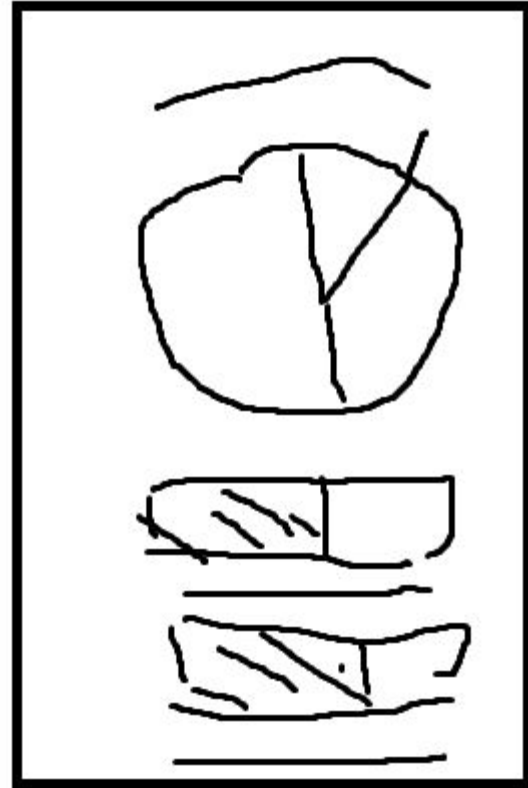
Competitive audit

Competitive audit goal

	General information								First impression
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
mint	direct	online	app/website	free	mint.intuit.com	large	adults	free	RATING 8 + Very easy to connect accounts - ads make it experience worse
ynab	direct			\$	https://www.youneedabudget.com/	medium	adults	award winning	RATING 7 + enjoyed the trial feature - outdated look

Ideation

During the ideation process,
I prioritized getting a lot of
ideas out

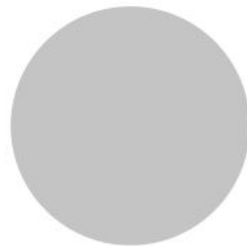


Digital wireframes

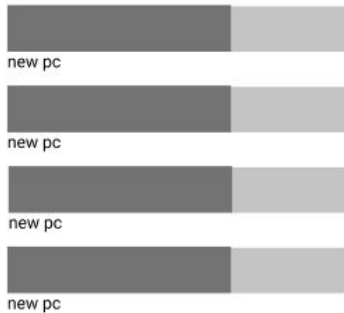
When designing the screens, I prioritized visualization so users who don't like just looking at numbers could enjoy the app

Pie chart to easily see where the user's money is going

expensesⁱ



progressⁱ

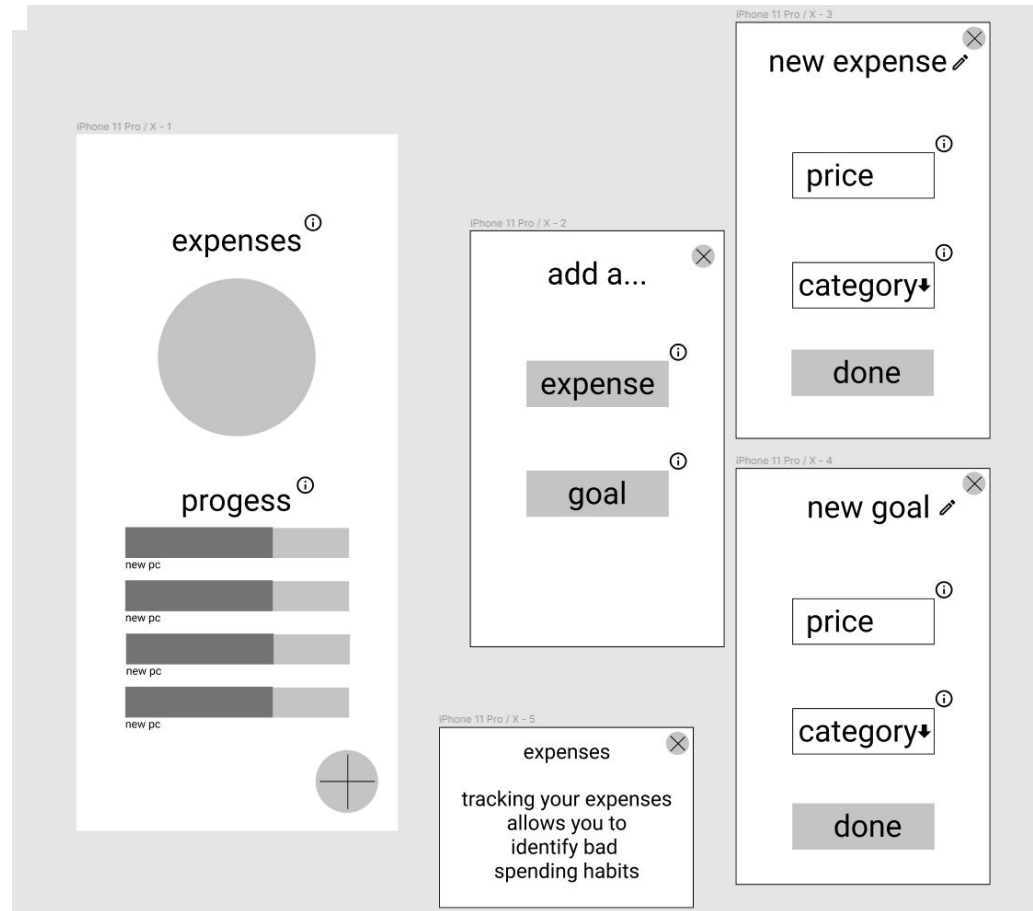


Progress bars to users' goals to visualize progress



Low-fidelity prototype

<https://www.figma.com/proto/WkbiSFsEoALzCUmCjLmhxf/Untitled?node-id=4%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A2>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

5 participants



Length:

10-15 minutes

Usability study: findings

From the usability studies, these were the most important findings.

1

Customization

Users want for
customization options for
goal setting

2

Labels

Users wanted to be able
add labels to expenses
and goals to be more
clear.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Added images to goals and labels to pie chart in response to feedback

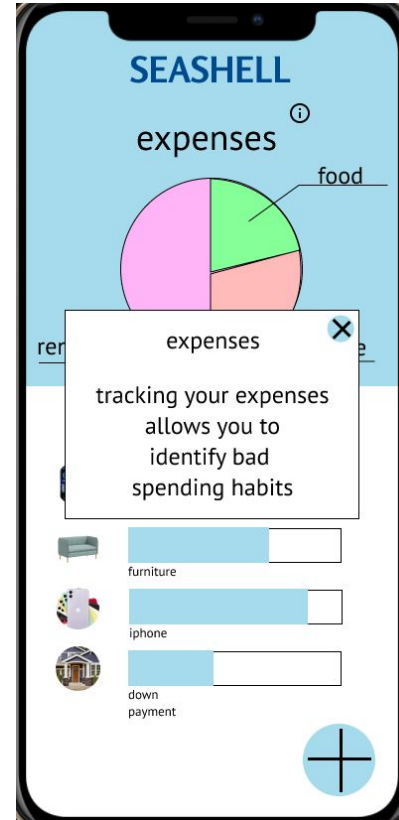
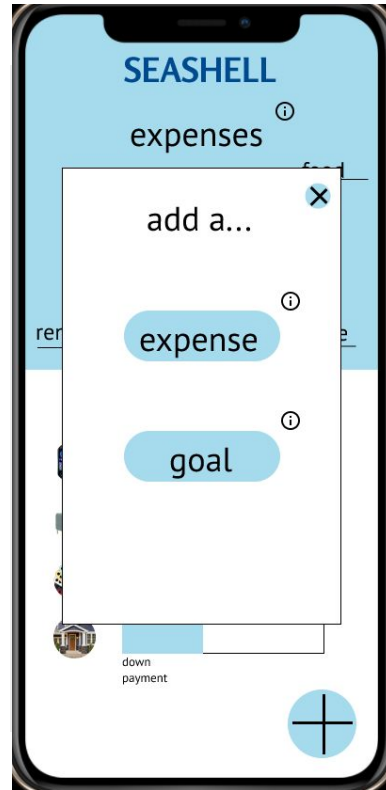
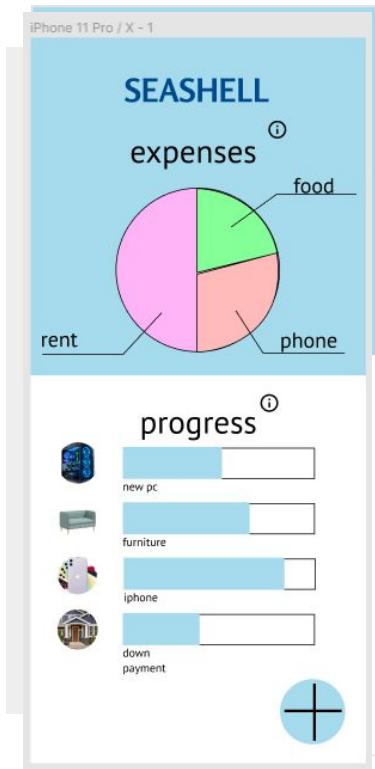
Before usability study



After usability study

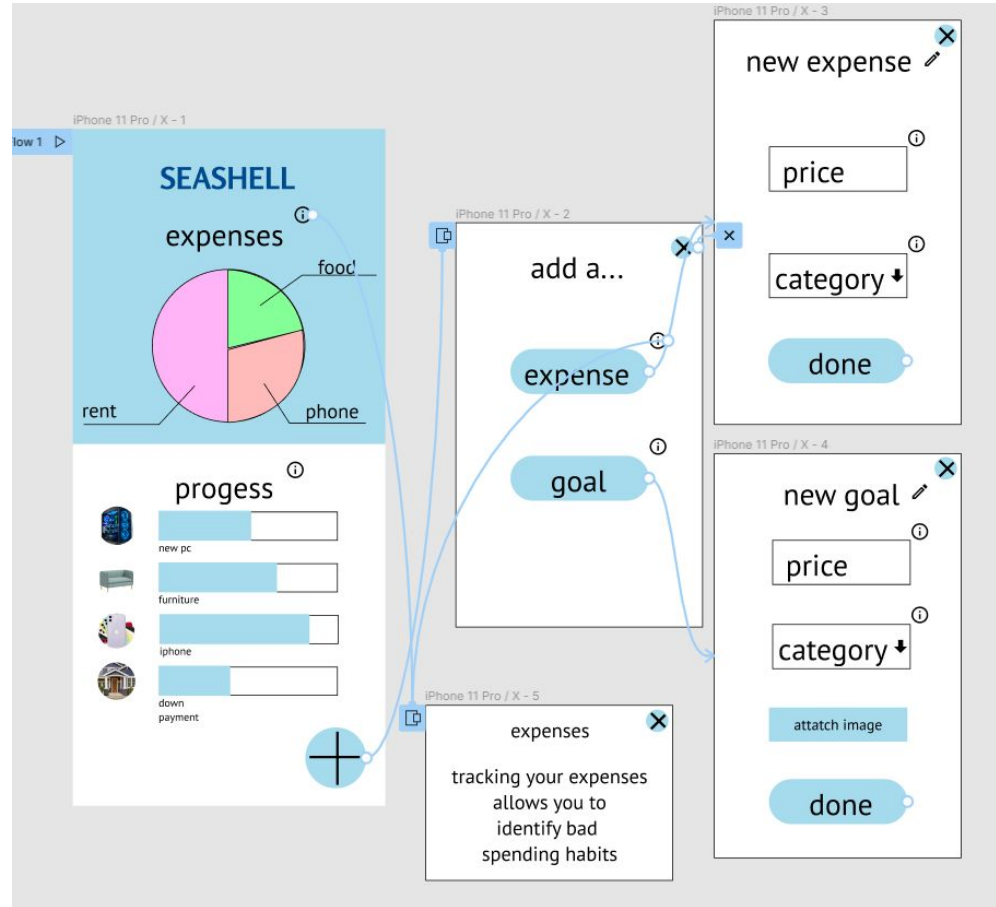


Mockups



High-fidelity prototype

[https://www.figma.com/proto/qXr3nIZnnNY7QIRC0BwS3V/Untitled-\(Copy\)?node-id=4%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A2](https://www.figma.com/proto/qXr3nIZnnNY7QIRC0BwS3V/Untitled-(Copy)?node-id=4%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A2)



Accessibility considerations

1

I chose high contrast colors to be able to discern between features.

2

I made it so most screens were overlays to users don't get confused going through a web of screens

3

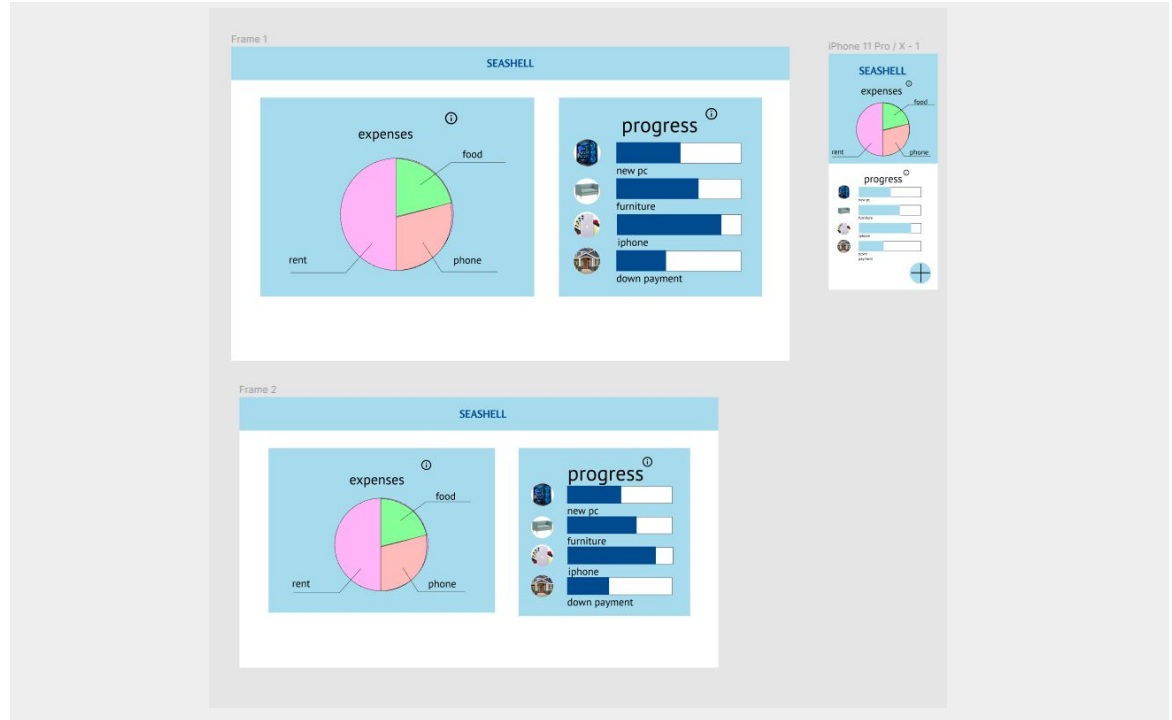
I made text generally large to make it legible

Responsive Design

- Information architecture
- Responsive design

Responsive designs

I designed for desktop,
mobile and Tablet.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I believe that the app I designed will be able to encourage teenagers to budget and save thanks to the visualization of where their money is going.



What I learned:

I learned that a variety of sitemaps could create effective apps and websites.

Next steps

1

Conduct additional usability studies to determine missing features.

2

Conduct additional research to see interest from an even younger demographic.

3

Research into feasibility of the connect account feature many competitors use.

Let's connect!



Feel free to get in touch if you liked what you saw!
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