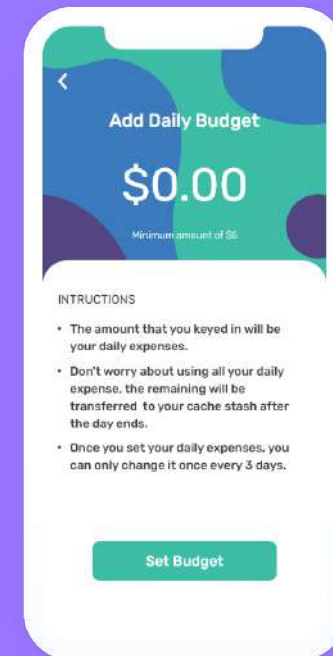
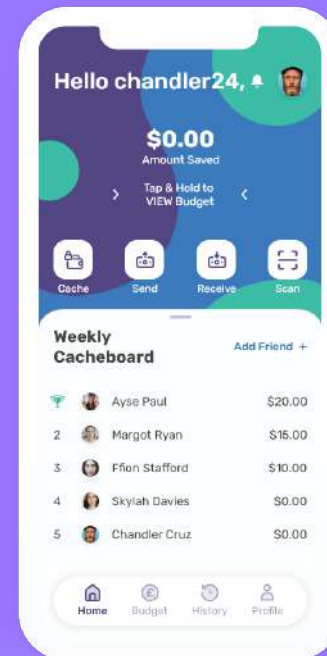


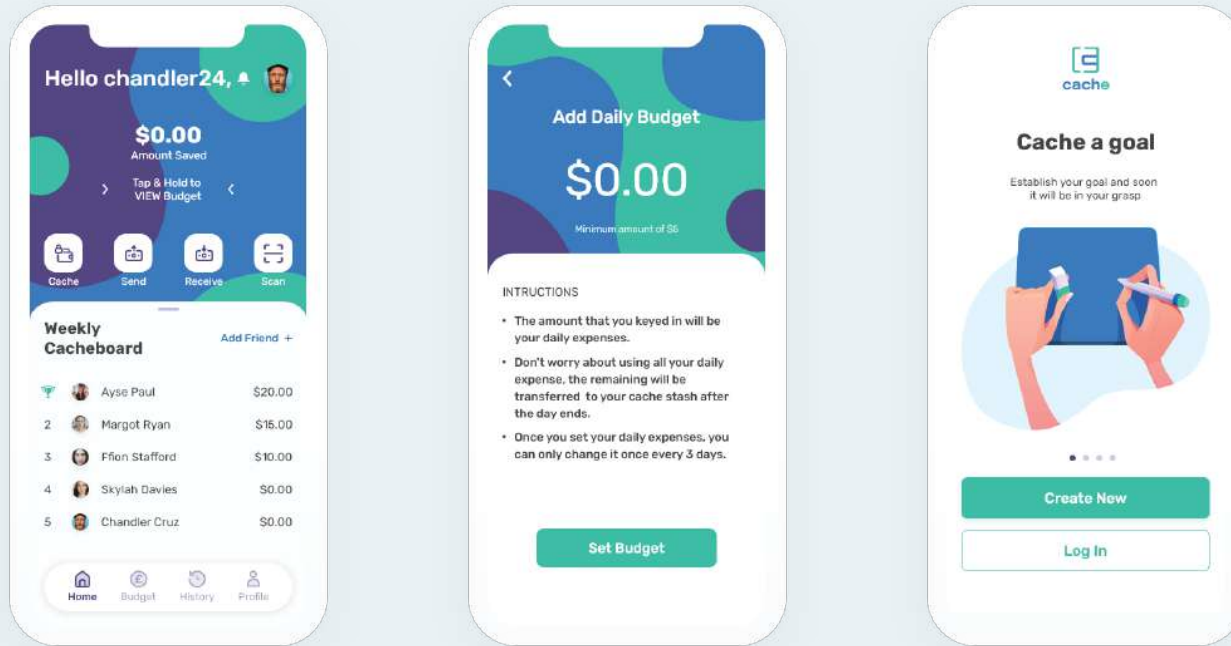
CACHE

Digital Wallet Budgeting App

Cache is an app made by a group of students wanting to help others alike to start saving. We aspired to promote healthy spending habits by helping our target audience take back control on their spending expenditure and cultivate exceptional saving habits.

My contribution to this project was the User Research and ensuring the User Experience of the application is smooth.






After doing the primary and secondary research, the main issue that we wanted to tackle was the issue of how easy it is to spend money carelessly in this age where almost every retail shop offers multiple digital payment methods.

Methods of payment where you are only required to tap, does not pose real consequences. Without the physical transaction, it is easy to overspend without you knowing.

User Research

Creating 2 persona helped us understand the struggles of our target audience so we can ensure that our application is able to solve those for them.



"The only difference between success & failure is the ability to take action."
- Alexander Graham Bell

Benjamin

25
Singapore, Ang Mo Kio
Assistant business manager
Eldest son, living with parents

Bio

He considers himself a realistic person. He likes having a plan to follow as it makes him feel more in control of his life. He is ambitious and loves to challenge himself to test his own limits.

Traits & Personality

- Ambitious
- Thrifty
- Down to earth
- Organised

Tech


Social networks	● ● ● ● ●
Online Shopping	● ● ● ● ●
Messaging	● ● ● ● ●
E-payment	● ● ● ● ●

Goals & Aspirations

- Broaden his cultural horizon.
- Achieve the role of senior manager.
- Backpacking through Europe.

Frustrations

- Hectic work schedule.
- Not having a definitive objective.
- Things not laid-out clearly.



"Dressing well is a form of good manners."
- Tom Ford

Lani

19
Singapore, Tampines
Polytechnic Design Student
Only child, living with her parents

Bio

She believes in the art of dressing well as she finds that doing so would give you the self-confidence in succeeding in life. She strives to be stylish and fashionable, hence she is always on the hunt for trendy apparels.

Traits & Personality

- Carefree
- Not money conscious
- Fashionable
- Social Butterfly

Tech

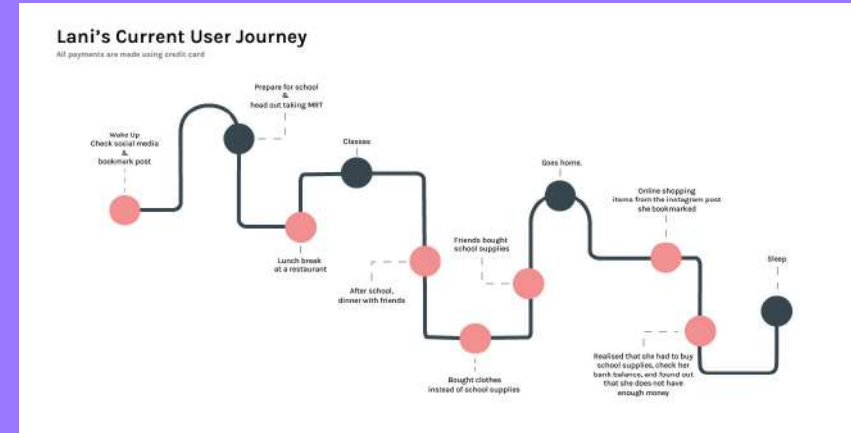
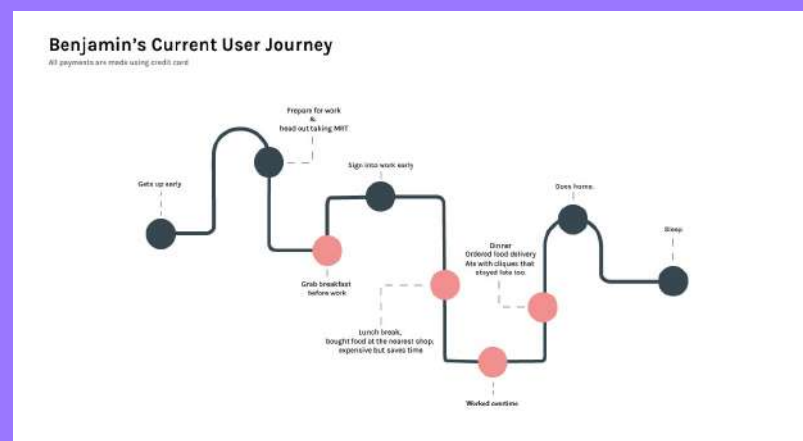
Social networks	● ● ● ● ●
Online Shopping	● ● ● ● ●
Messaging	● ● ● ● ●
E-payment	● ● ● ● ●

Goals & Aspirations

- Always be trendy and fashionable.
- Being a great designer.
- Being able to afford something.

Frustrations

- Insufficient assets for school supplies.
- Overspending when going out with friends.
- Has a hard time saving money.



Empathy Map Benjamin

What does the person Think & Feel?

- He needs something keep him motivated in life.
- He aspires to complete his lifelong goal.

What does the person See?

- He sees his friends enjoying life.
- Travel package brochure.

What does the person Say & Do?

- He has to work overtime continuously.
- He is easily irritable at work.

What does the person Hear?

- Friend's travel anecdotes.
- More workload from his boss.

Pain

- Dislikes being behind schedule.
- Fears of getting swindled.
- Fear of being lost.

Gain

- New opportunity to learn and grow through travelling.
- Getting back into work feeling refreshed and determined.

Empathy Map Lani

What does the person Think & Feel?

- She has no idea how to save money as she had not done it before
- She feels frustrated that she does not have enough money for school supplies.

What does the person See?

- New trending limited edition shoes.
- Friends showing off their brand new school supplies.

What does the person Say & Do?

- Staying oblivious to her spending habits.
- Asks to borrow items from classmates.

What does the person Hear?

- Staying oblivious to her spending habits.
- Asks to borrow items from classmates.

Pain

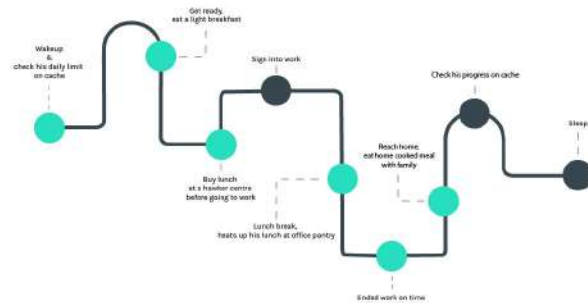
- Staying oblivious to her spending habits.
- Asks to borrow items from classmates.

Gain

- Wants to achieve a school and social life balance.
- Wants a way to prioritise her spending abilities.

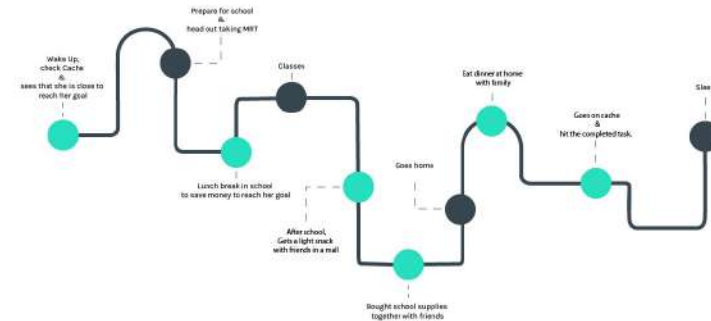
Benjamin's Ideal User Journey

All payments are made using Cache



Lani's Ideal User Journey

All payments are made using Cache



Softwares used

