



# Benji

## UI/UX Case Study

### Money Saving App

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# Project Overview

The objective of this project was to design a responsive app that helps users save money towards big purchases. The user requires a tool that displays data on the user's finances to help them set goals in order to save money in a certain amount of time.

## Role

UI/UX Designer

## Tools Used

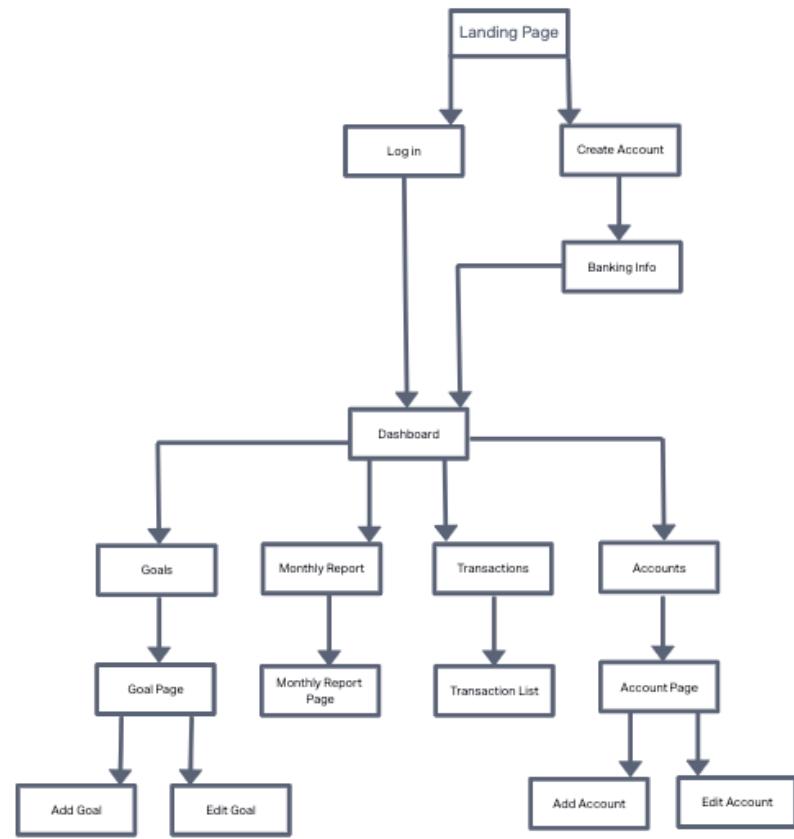


# User Stories

A user flow diagram was developed based on the three user stories below.

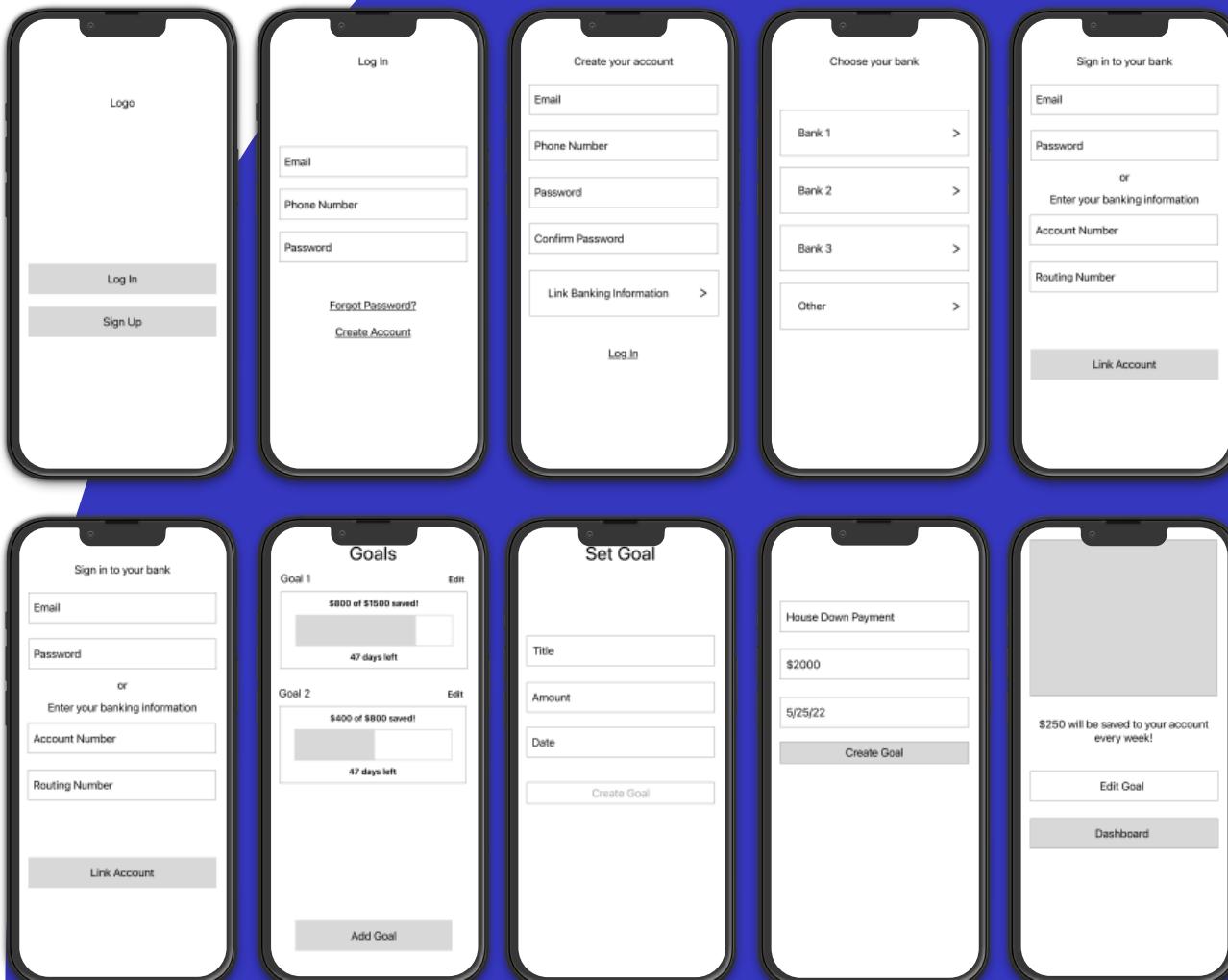
1. As a user, I want to see a dashboard of my finances clearly and visually, so that I can see how much I am spending on what at a glance.
2. As a user, I need to be able to tell the tool what my savings goal is and how long I have to reach it, so that I can save accordingly.
3. As a user, I want to receive a personalized savings plan, so that I can save enough money to reach my goal in time.

# User Flow



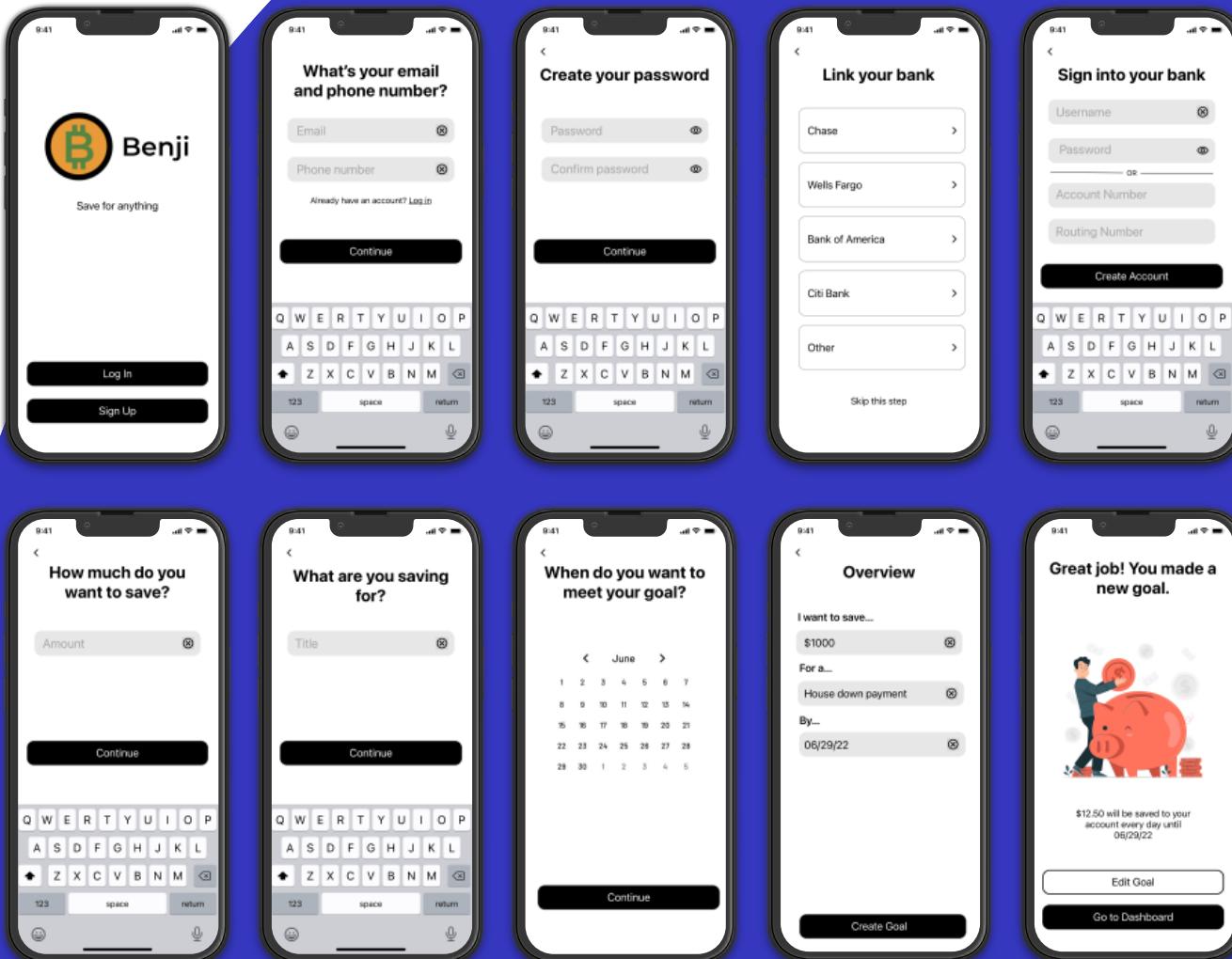
# Low Fidelity

Low fidelity wireframes were developed based on the previous user flow diagram.



# Mid Fidelity

Mid fidelity frames were created and made into a prototype.



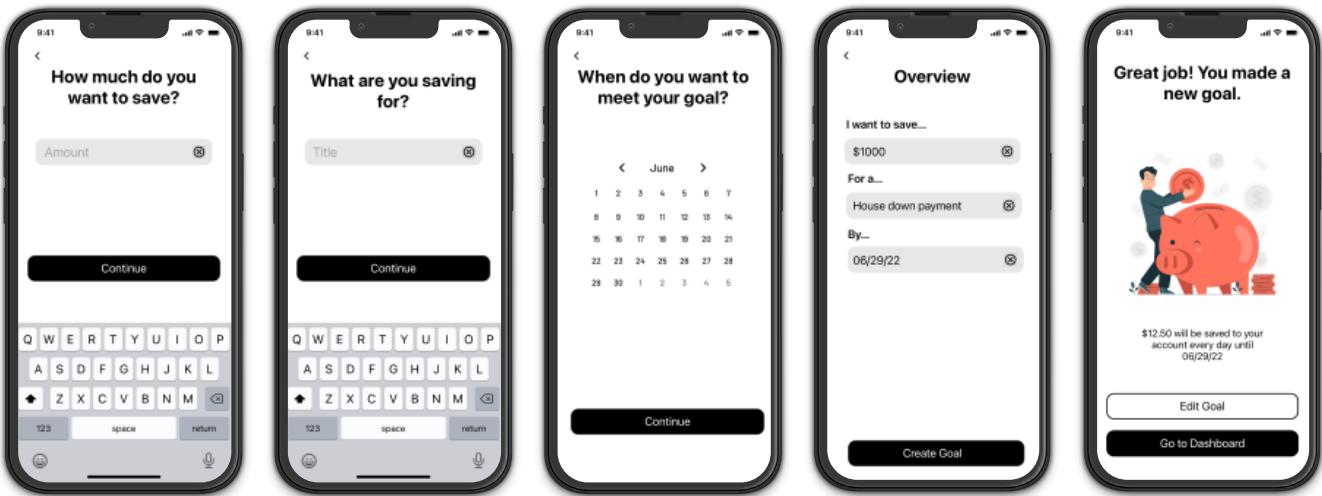
# User Testing

The mid fidelity prototype was then tested on two users. They were tasked with creating a new savings goal.

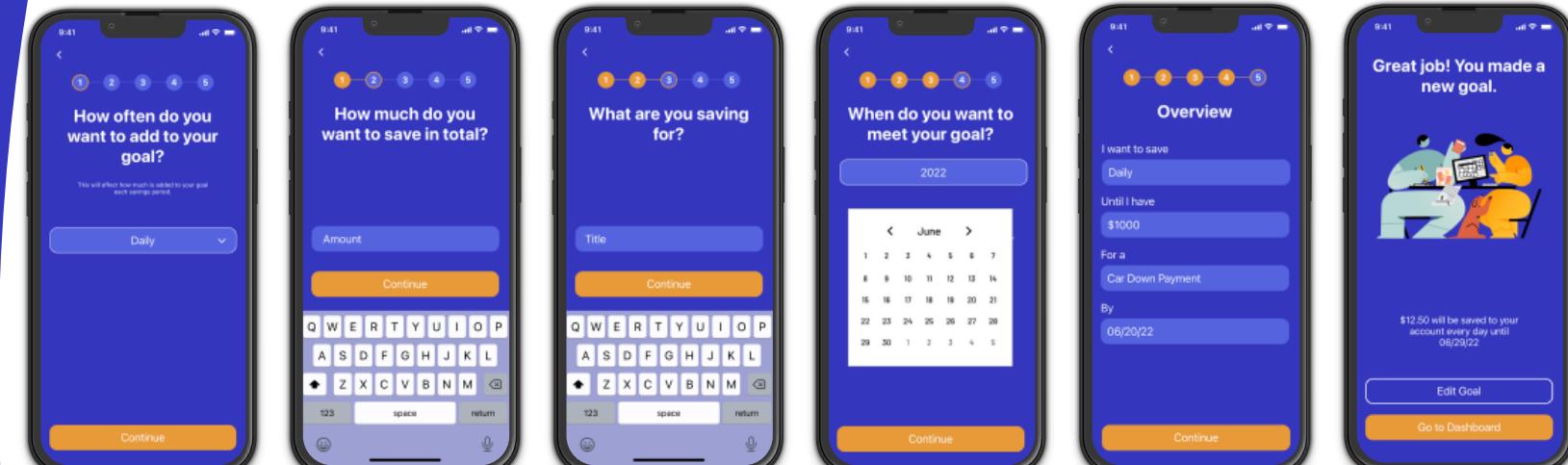
## Key Takeaways

- Users wanted to customize how often they added to their goal.
- Users wanted numbered steps to know where they were in the process.
- Users wanted a year option for long term goals.

## Before



## After



# Style Guide

A style guide was created to apply to the mid fidelity frames.

## Logo

The logo consists of simple shapes that evoke the simplicity of the application itself.

## Color Palette

Orange, green and purple were used for their connection with joy, creativity, balance and wealth.

## Typography

Montserrat was chosen for elegance and easy readability.



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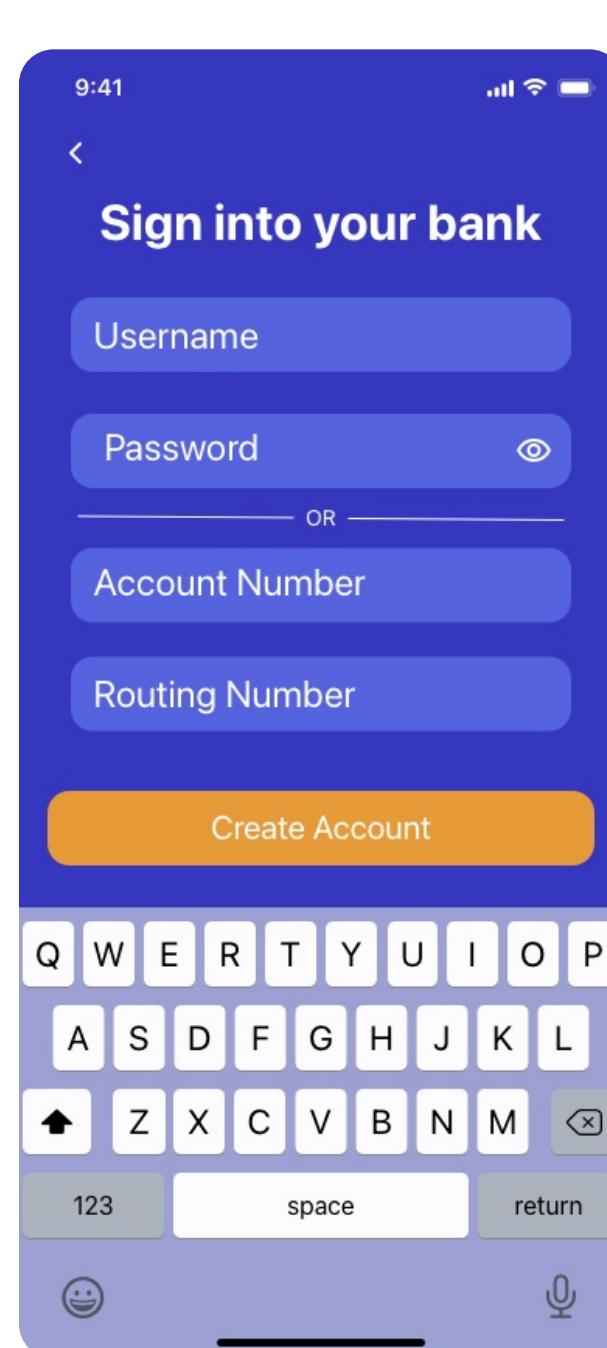
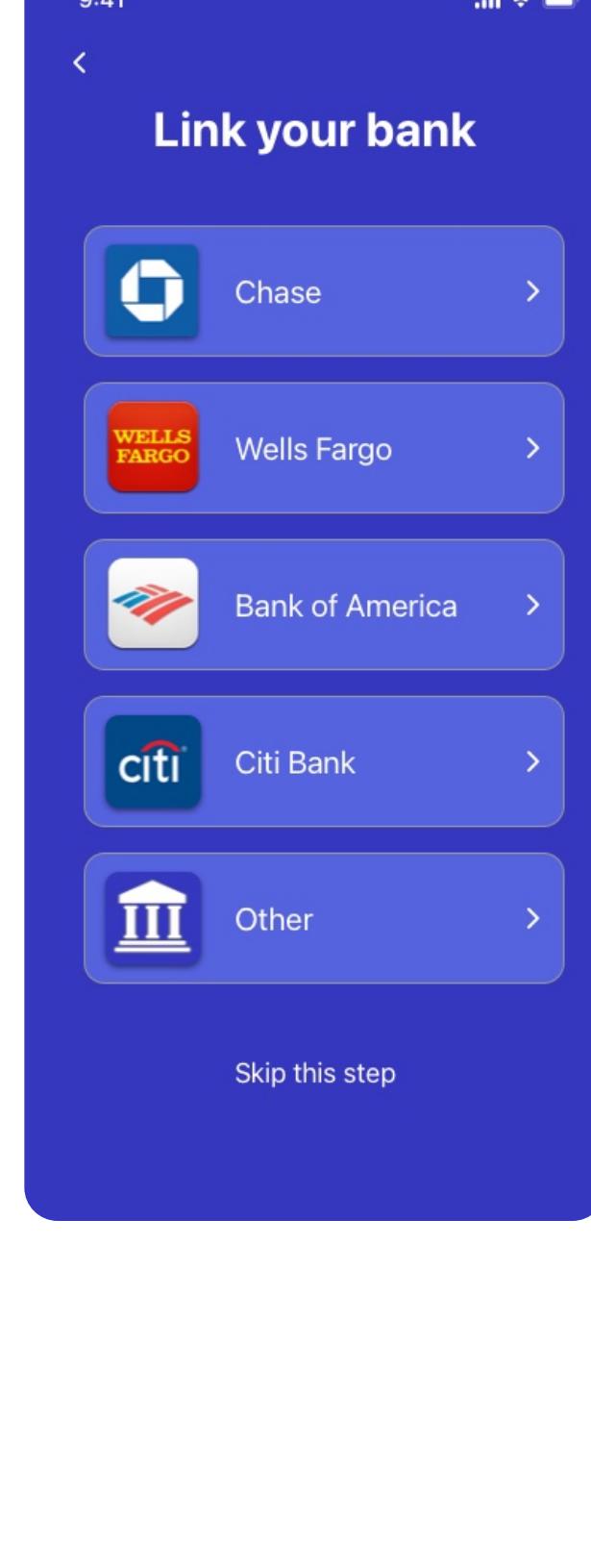
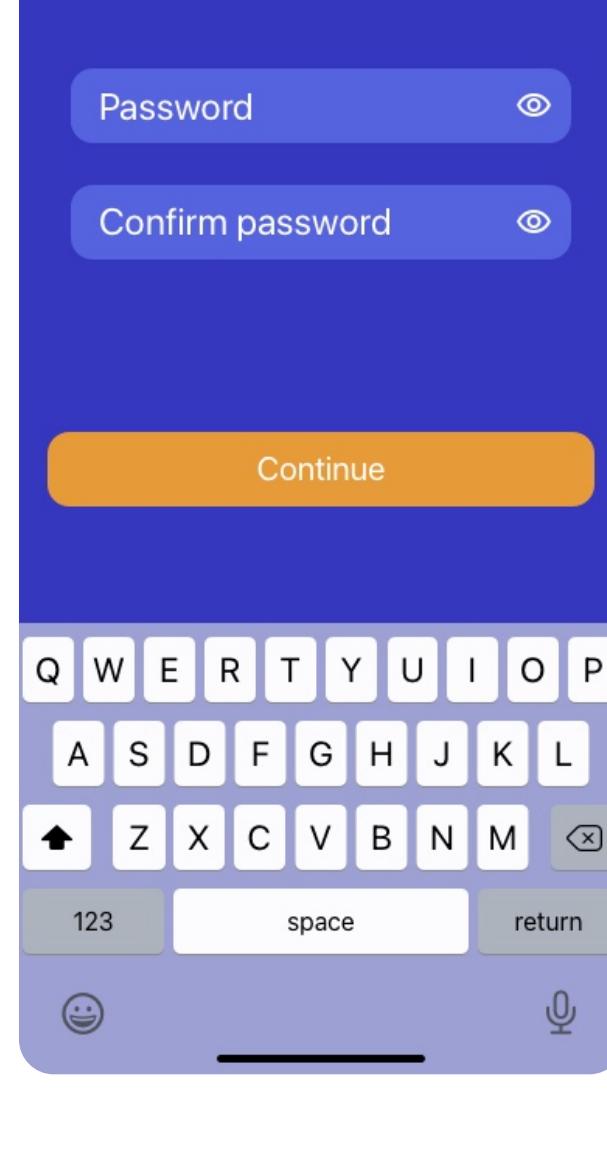
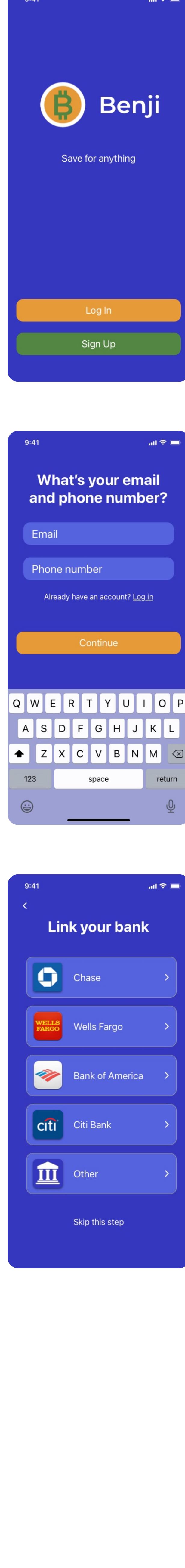
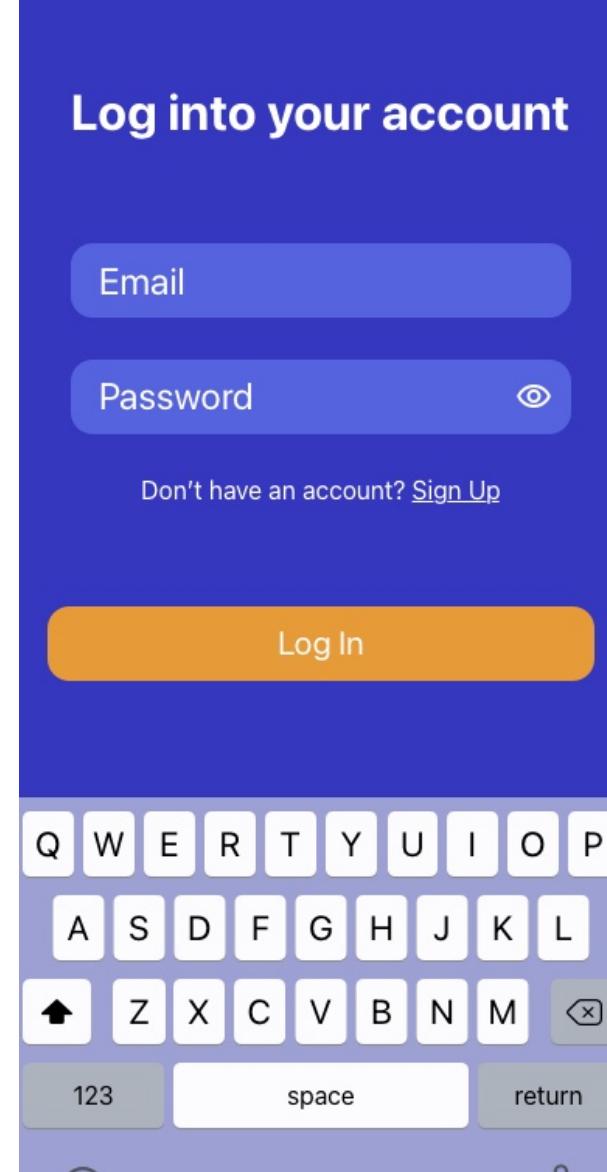
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Montserrat

# Final Design

## Login and Sign Up

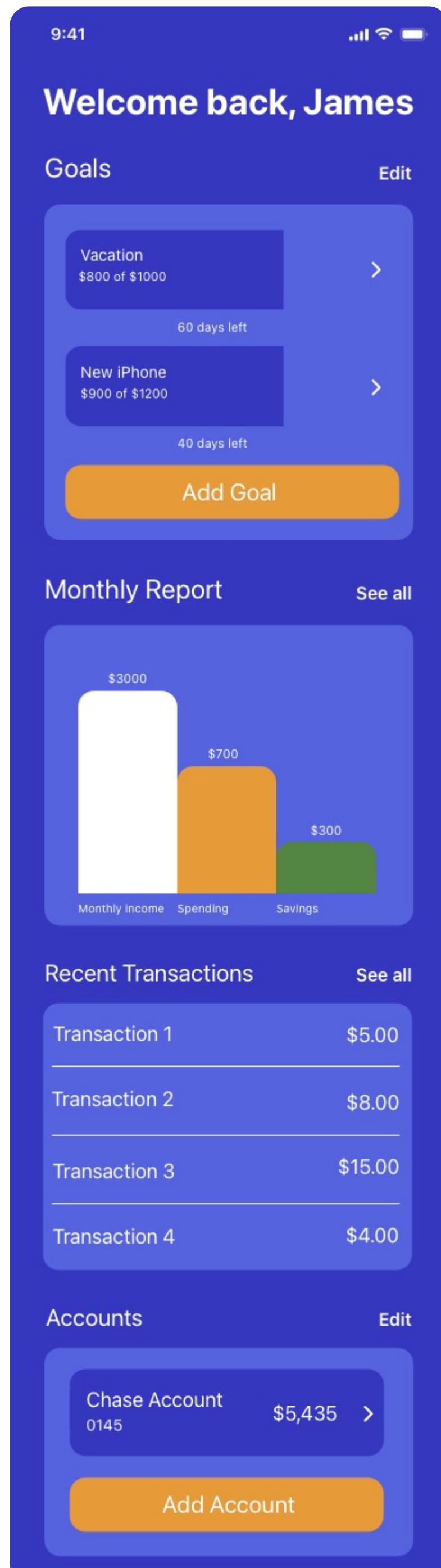
The login and sign up process was designed to be as straightforward as possible. A simple step-by-step process with minimal input fields on each screen. The call to action buttons are clearly visible and accessible with a keyboard pop up.



# Final Design Dashboard

## Goals

Goals are displayed at the top of the dashboard. Users can see how much money they've saved so far and how much time is left to reach their goal.



## Recent Transactions

A list of recent transactions helps users keep track of their spending habits.

## Monthly Reports

A monthly report of the user's finances is shown in a simple visual format. Users can see how much money they've earned, what they've spent, and how much they've set aside for their goal.

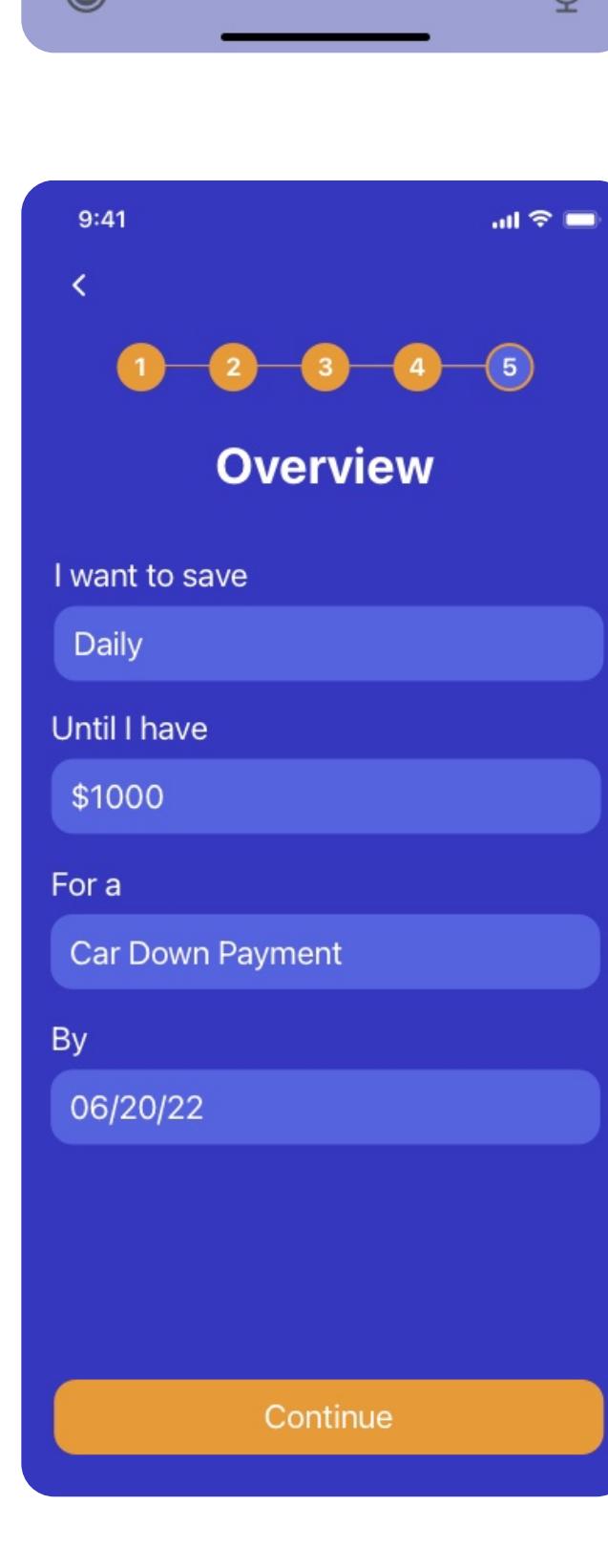
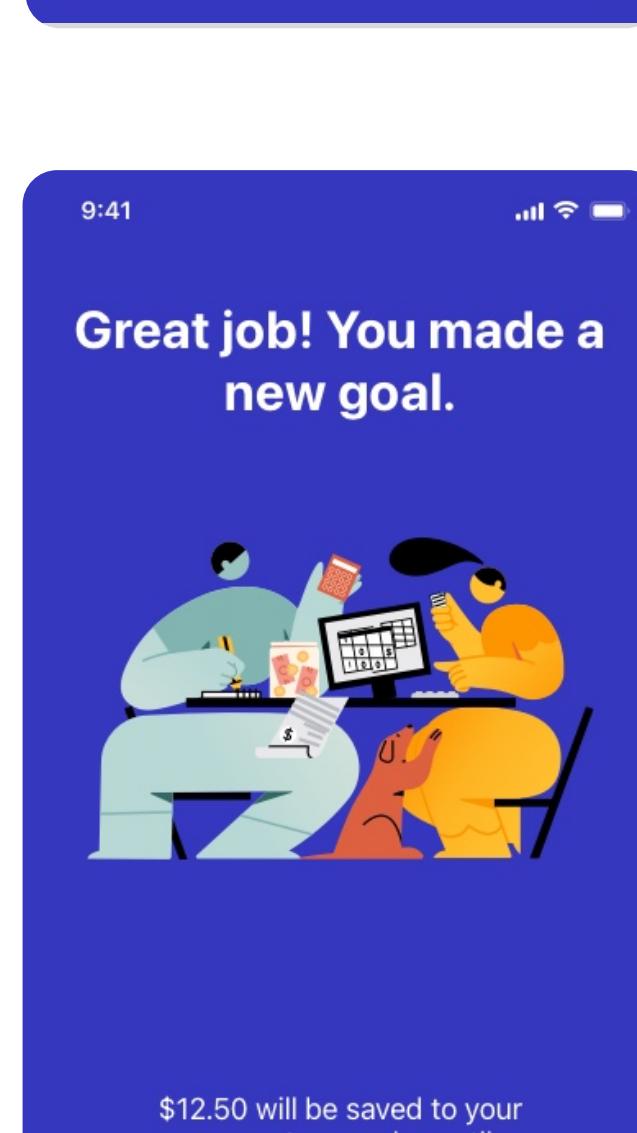
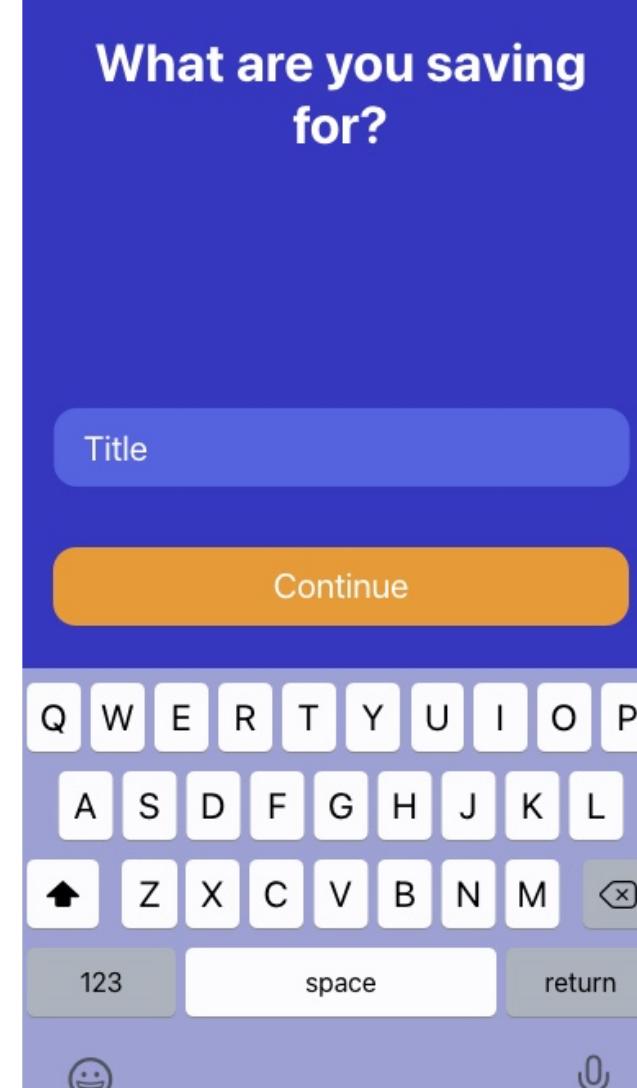
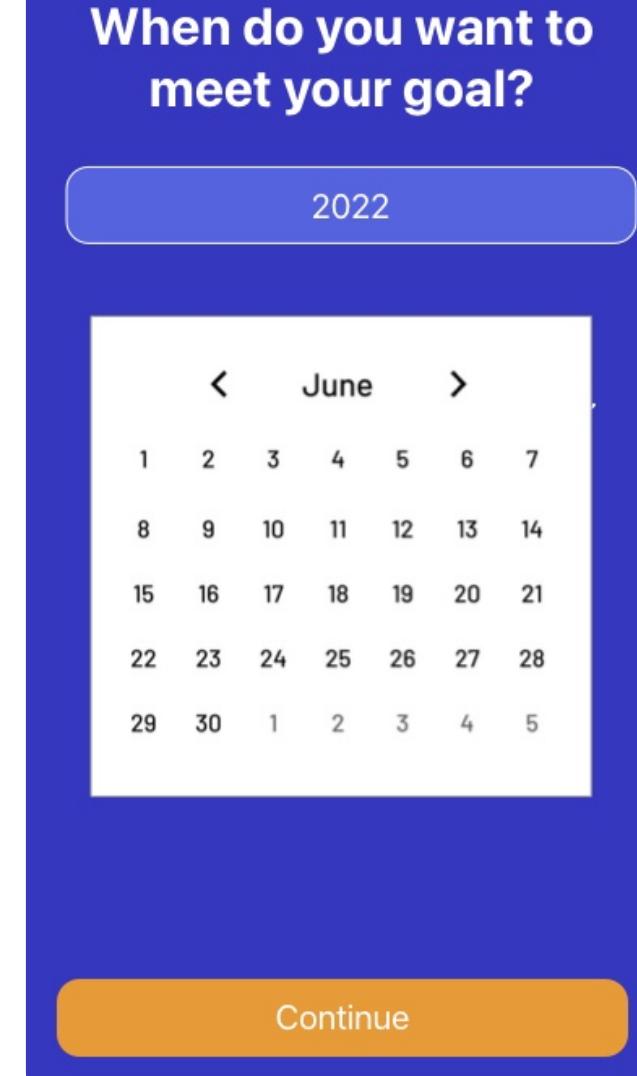
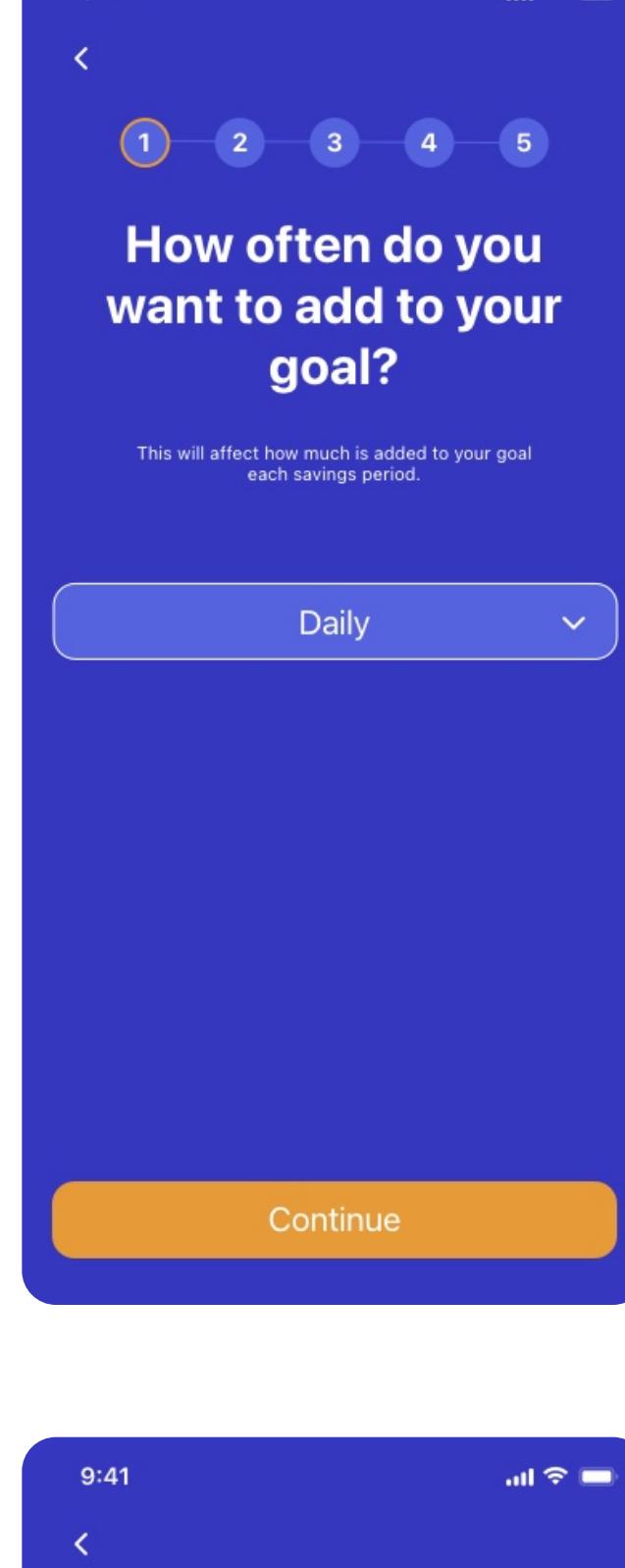
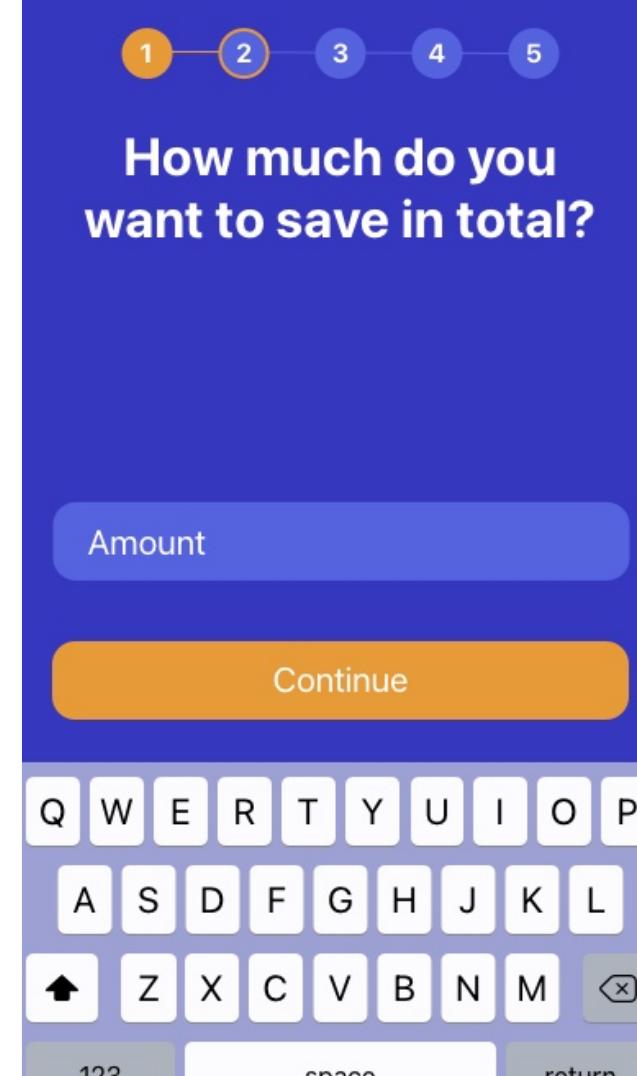
## Accounts

At the bottom of the dashboard, users can keep track of how much is left in their bank account.

# Final Design

## Creating a Savings Goal

Just like the app, the process for creating a saving's goal was designed for simplicity. The process requires one piece of input per screen with an overview at the end. A progress bar at the top lets users know where they are in the process.



Desktop



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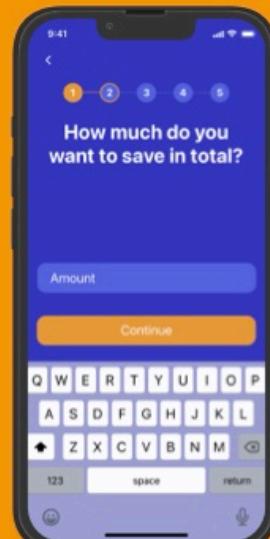
Budget.  
Save.  
Meet your goals.

Anyone can save.

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Save for anything

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