Project Name : ShoppingSaver

Project Goal/Objective
Rethink online shopping on unnecessary purchasing and promote savings instead of spending

My Role
Requirement Gathering,Usability Study & Prototype Design

Problem Statement

Many individuals struggle with online shopping and lack tools and resources to stop mindlessly wasting money online. With the exponential growth of social media, increased pressure by influencers and others online to constantly give into consumerism.

Solution Offered
We provide individuals a tool to rethink online shopping and focus on saving for specific goals. Our tool Shop Saver allows online shoppers to create savings goals, set up notifications when they are online shopping to help the reconsider purchases, create wish lists for the future, and be rewarded if they reach their savings goals

How did we get here?

Low-Income

Financial Literacy

Saving money

Online Shopping

We met Ravi, an electric engineer We were amazed to realize he doesn't budget but feels guilty when we spends too much money

It would be game-changing if we set him up with the correct budgeting tools so he wouldn't feel guilty

Jason, Office Assistant

Low-income background, studied at UNLV, still paying off his student loans.

Recently started to budget

We met Jason an office assistant who is still paying off his student loans We were amazed to realize he spends upwards of $1000 a month on online shopping despite having loans
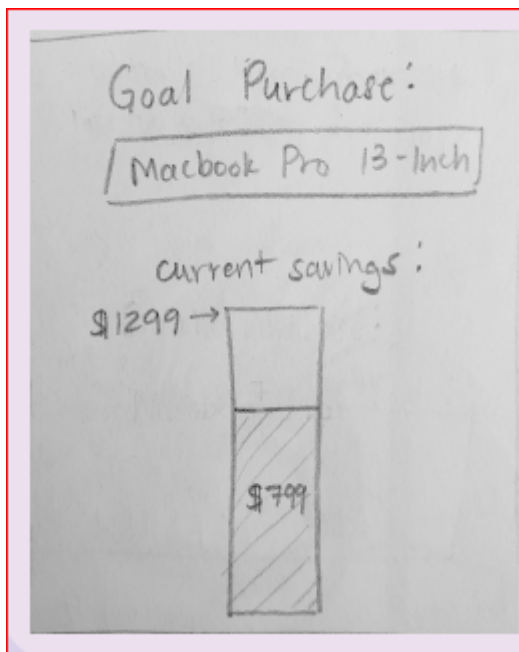
It would be game-changing to help people spend within their budget goals when online shopping

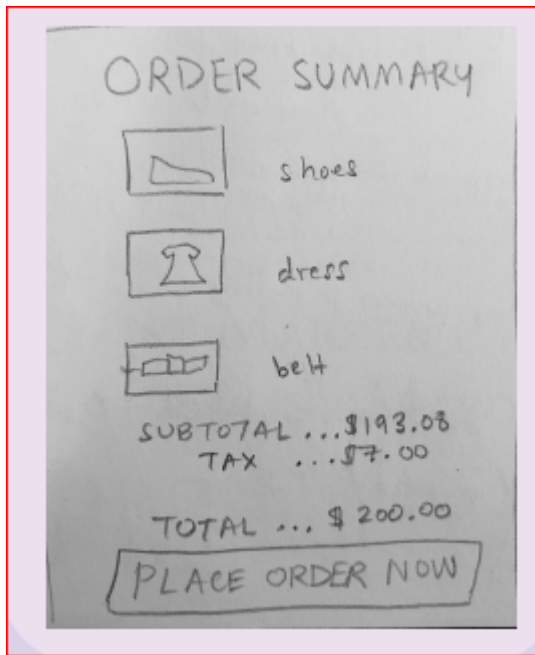We help people to become more conscious on how much they are spending based on their income

We will able to show , what you could bought if you had save all money instead of unnecessary purchase
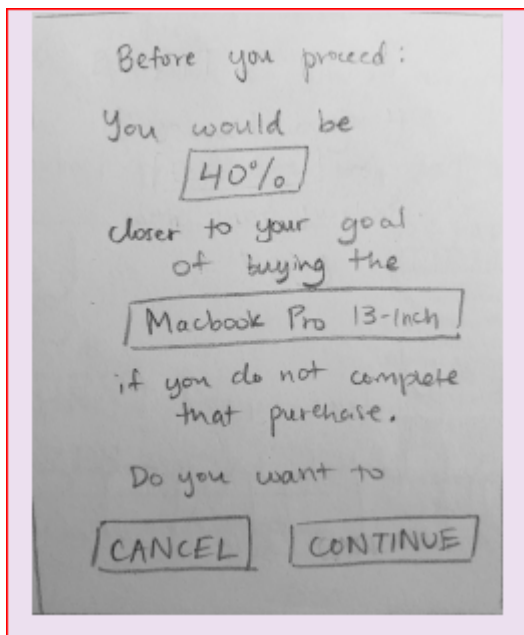
Prototype -1

Enter Purchase Goal

Review Items

ORDER SUMMARY

shoes

dress

belt

SUBTOTAL ...$193.08
TAX ...$7.00

TOTAL ... $200.00

PLACE ORDER NOW

Alert Appears on Apps

Before you proceed:

You would be
40%
closer to your goal
of buying the
Macbook Pro 13-Inch
if you do not complete
that purchase.

Do you want to

CANCEL   CONTINUE

Like & Dis-Like of Prototype -1

-Reconsidered the purchase

-Liked being reminded of his goal

-"I prefer to save up for the items I really want"

-What if you *need* to make a purchase? You may become desensitized to the popup

Cece, high school student

Financially supported by her parents, self proclaimed to be addicted to "Tik Tok Purchases"

Never budgeted before

We met Cece, a 16-year-old supported by her parents We were surprised to learn that when she is online shopping she feels like she's not spending "real money

It would be game-changing to make online shopping feel like you're actually spending money (more similar to in-person shopping)

We help the user to feel and visualize how much money is really getting spent on not required purchase . We are preparing a tool during online purchase that provides money on wise checkout during the purchase ..

ProtoType2

ProtoType-2 is tested
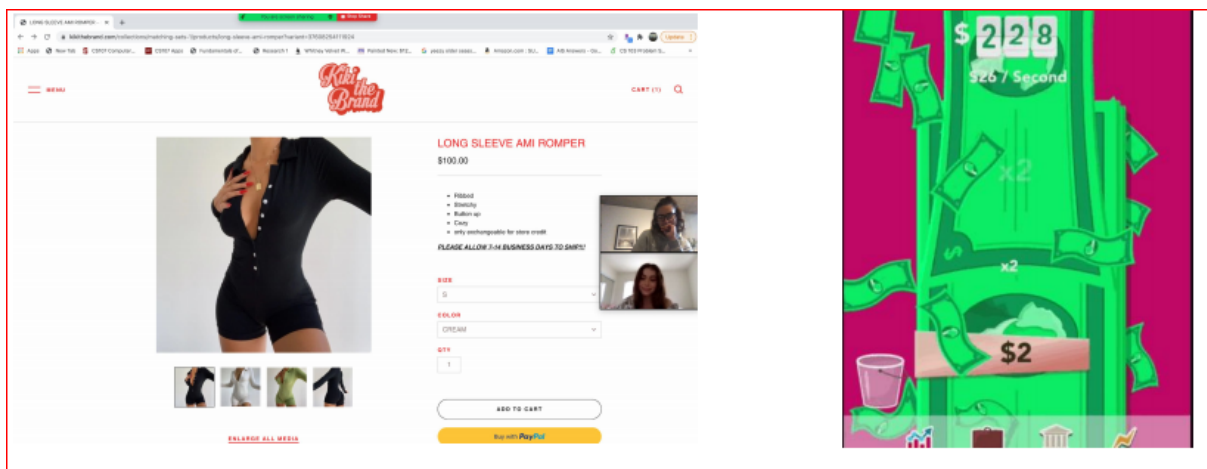
Like and Dislike of ProtoType2

-It made her stop and think before buying

-if she didn't want the item that much, she would have stopped

-made her laugh

-Was annoyed since she knew she wanted to make the purchase

-an extra step

-inconvenience

Erik, actor

Runs a podcast with his girlfriend where they rant about random things

We met Erik, actor We were surprised to learn they enjoyed online shopping because they loved receiving/opening packages in the mail

It would be game-changing to help people feel the satisfaction of receiving packages without spending unnecessary money

It will be fun to receive incentive Packages while buying in Online , So we decided to provide a fun package , if user spend less than a budgeted goal

Prototype -3

No Online Shopping for 3 days → Present in the mail (some cute disney stickers)
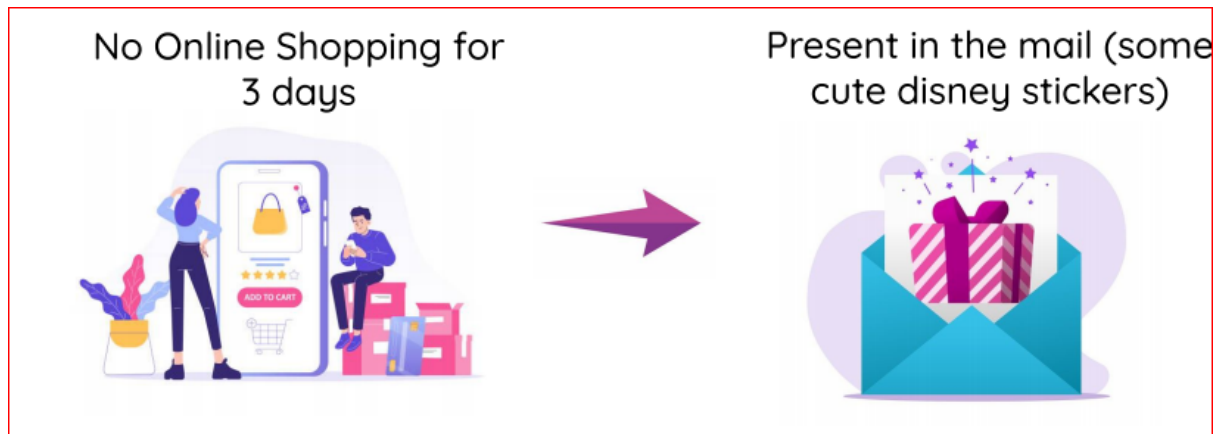
Like & Dislike of Prototype 3

Like	Dislike
-Enjoyed opening a new package	-wished she could have chosen the present
-looked forward to something	
-made her feel special	-would have wanted to wait longer if she got a better gift

Finalized Solution

Our Solution is a budgeting and Tracking app that helps user to save up towards a goal on Saving Money by less spending and reducing by unnecessary purchase

● Helping user to save towards their goal
● Rewards in the mail at savings milestones (ex. Samples from their favorite items)
● Ability to not be penalized for "approved purchases" such as essentials and books
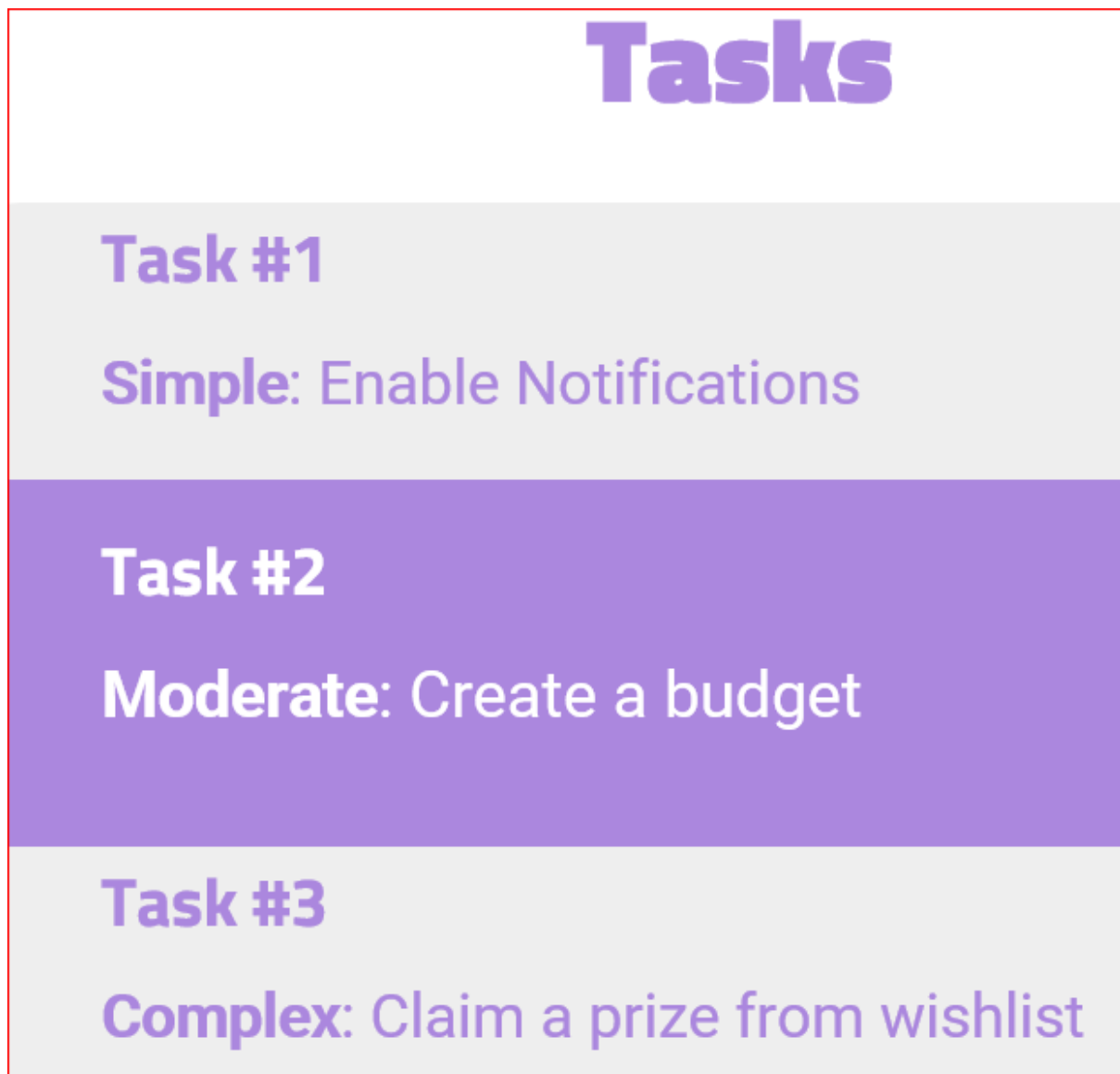
Learning Summary

- Guilt isn't a successful tactic against online shopping in excess
- People only want to receive things in the mail if it's something they want
- A solution that the user could toss aside as an obstruction of shopping will not be useful in the long run

Next Steps
- Create a more detailed prototype with more features
- Conduct a "saving towards your goal" experiment with potential users over a period of time
- Get more user input

We Identified Following Tasks

Note: From the Lo-Fi prototype we have decided to combine the complex tasks of claiming a prize and creating a wishlist. In our new model, users claim a prize, such as a discount code, for a specific item in their wishlist.

Tasks

Task #1

Simple: Enable Notifications

Task #2

Moderate: Create a budget

Task #3

Complex: Claim a prize from wishlist

Major Design Change
1) Browser Plugin to Mobile Apps
2) Visualization Interface for Claiming Price /Incentive
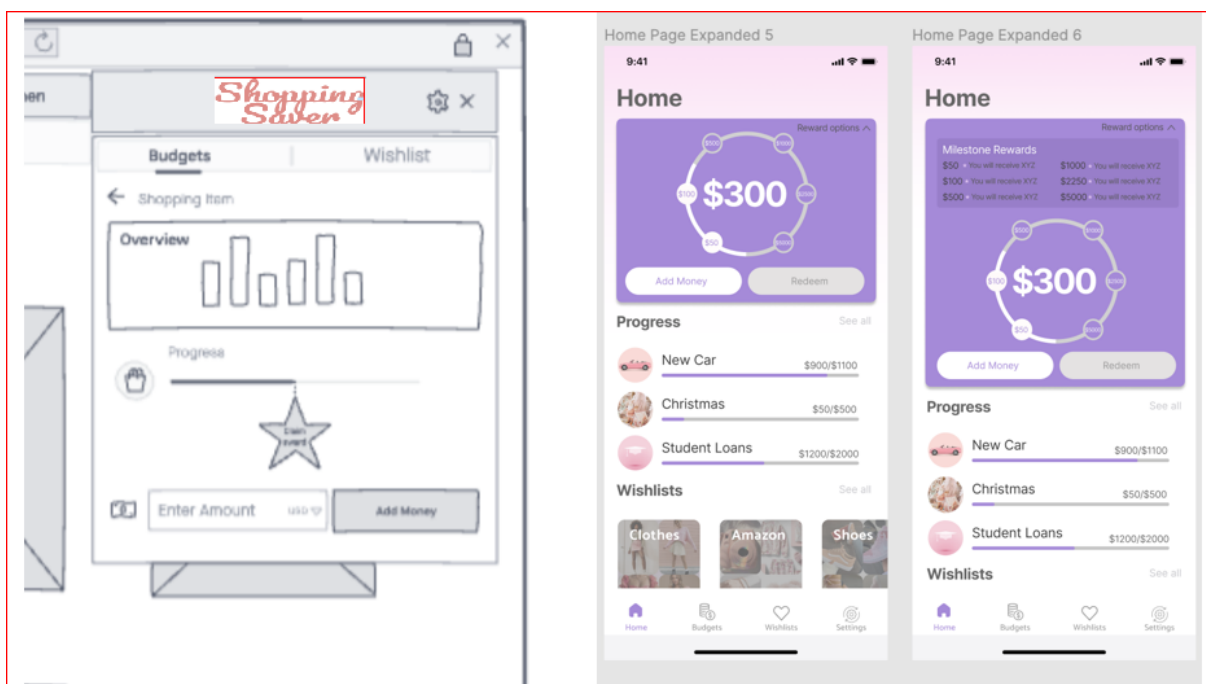3) Wishlist and Budget Mapping and Configuration

Rationale Behind Prototype -1 (Browser Plugin to Mobile Apps)

After receiving feedback, we decided that implementing our intervention as an app was more productive within the context of this class. Originally planning to use a google chrome extension, we think that a mobile app is better suited to carry out this project with the resources that we have available. We think OSSI will be just as useful as an app and we have redesigned most aspects of our prototype to fit this new platform.
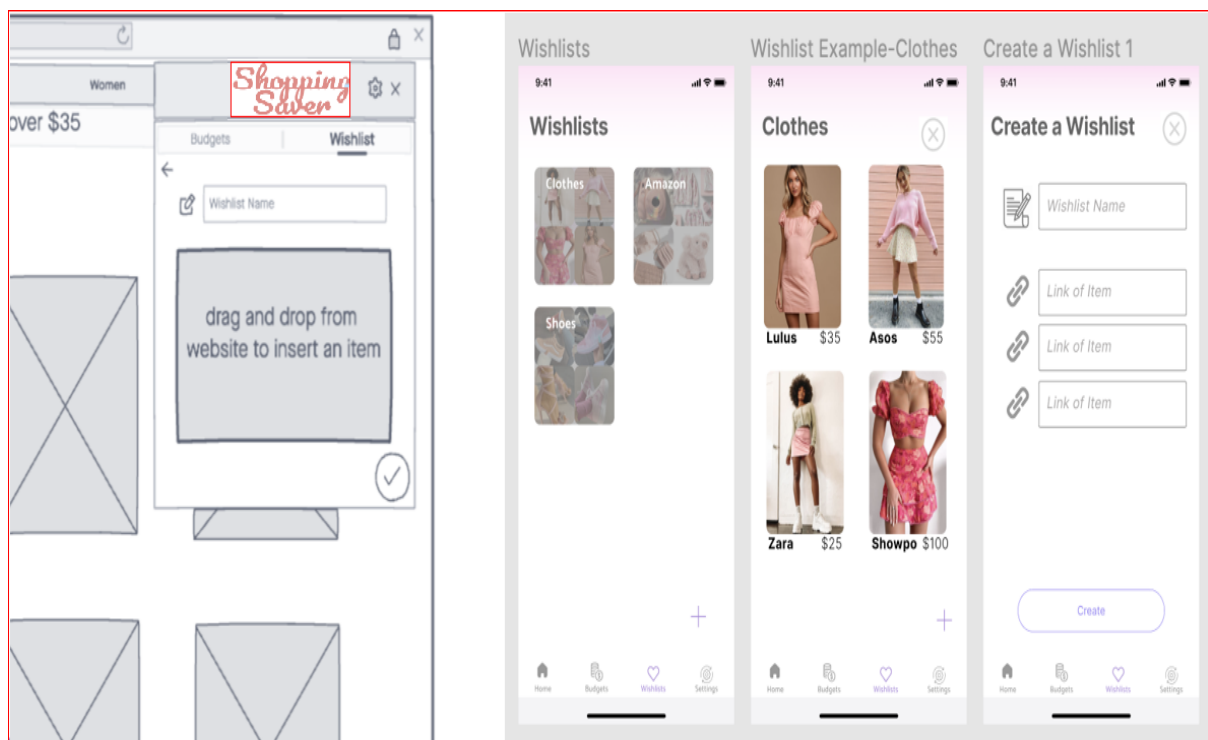
Rationale Behind Prototype -2 (Visualization Interface for Claiming Price /Incentive)

In our user interviews on our lo-fi prototype, we learned that the most confusing task was claiming a prize. Because of this, we redesigned the components of the app that facilitate claiming a prize to make the steps clearer and easier to follow intuitively. Additionally, we decided it is also more intuitive to have individuals claim a prize from an item on their wishlist, such as a discount to a store from where they have an item saved.
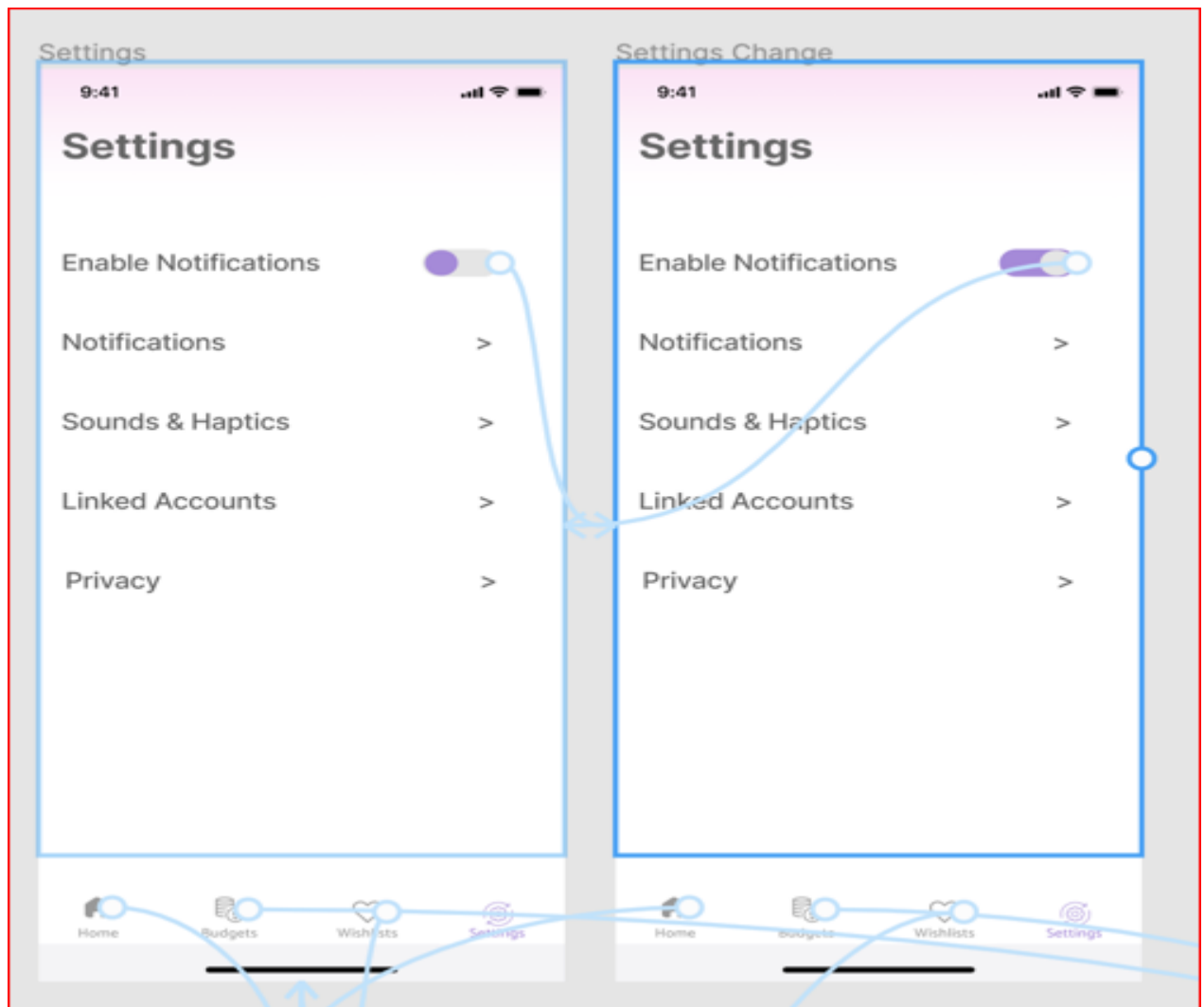
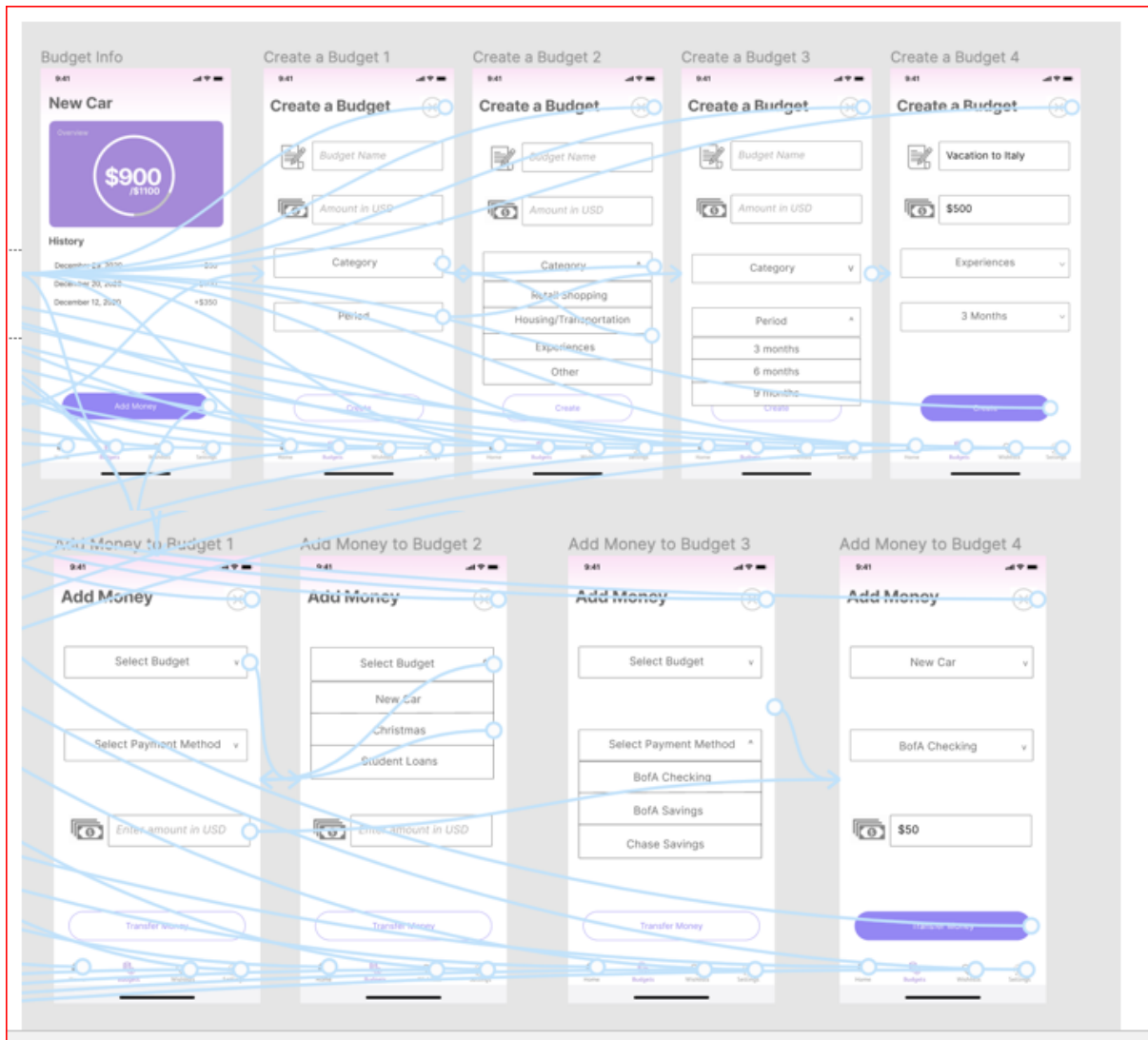# Rationale Behind Prototype -3(Wishlist and Budget Mapping and Configuration)

Due to our switch to a mobile app from a google chrome extension, we majorly redesigned the wishlist set up. Before, users could drag and drop from a website to the extension to add an item to a wishlist. With our new platform, this was not possible. Instead, we now have users manually add items to their wishlists, in a similar manner as a Pinterest board. Although the dragging and dropping was more simple for the user, we had to complete this redesign to work with a mobile app
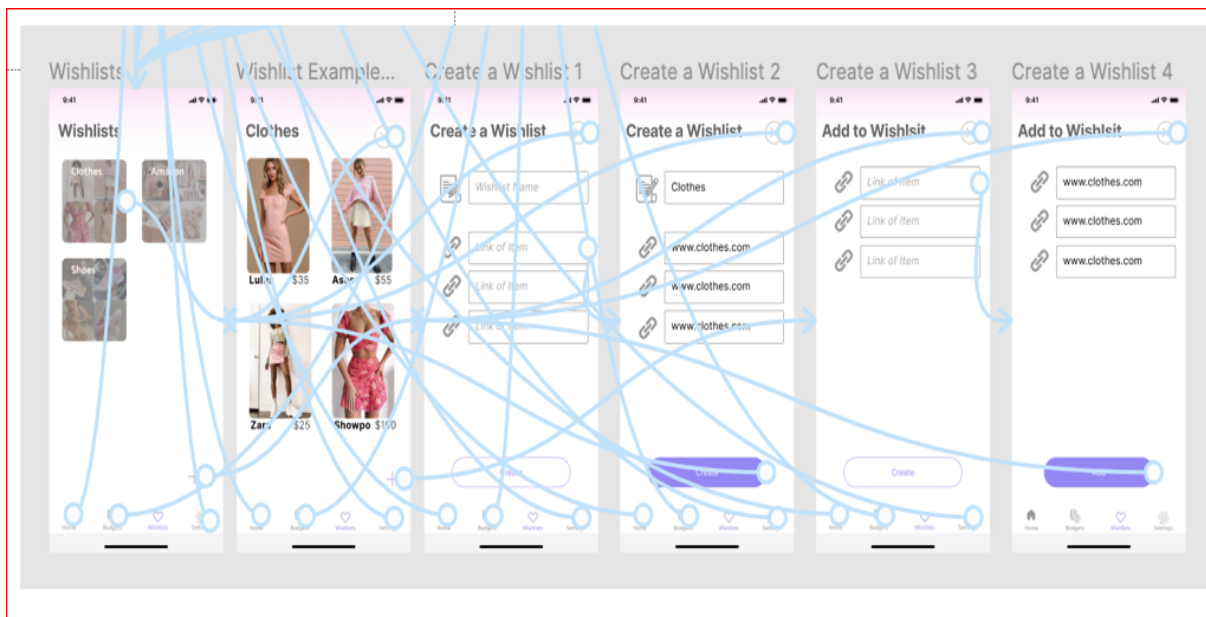
Enable Notifications (TASK -1)

Settings

9:41

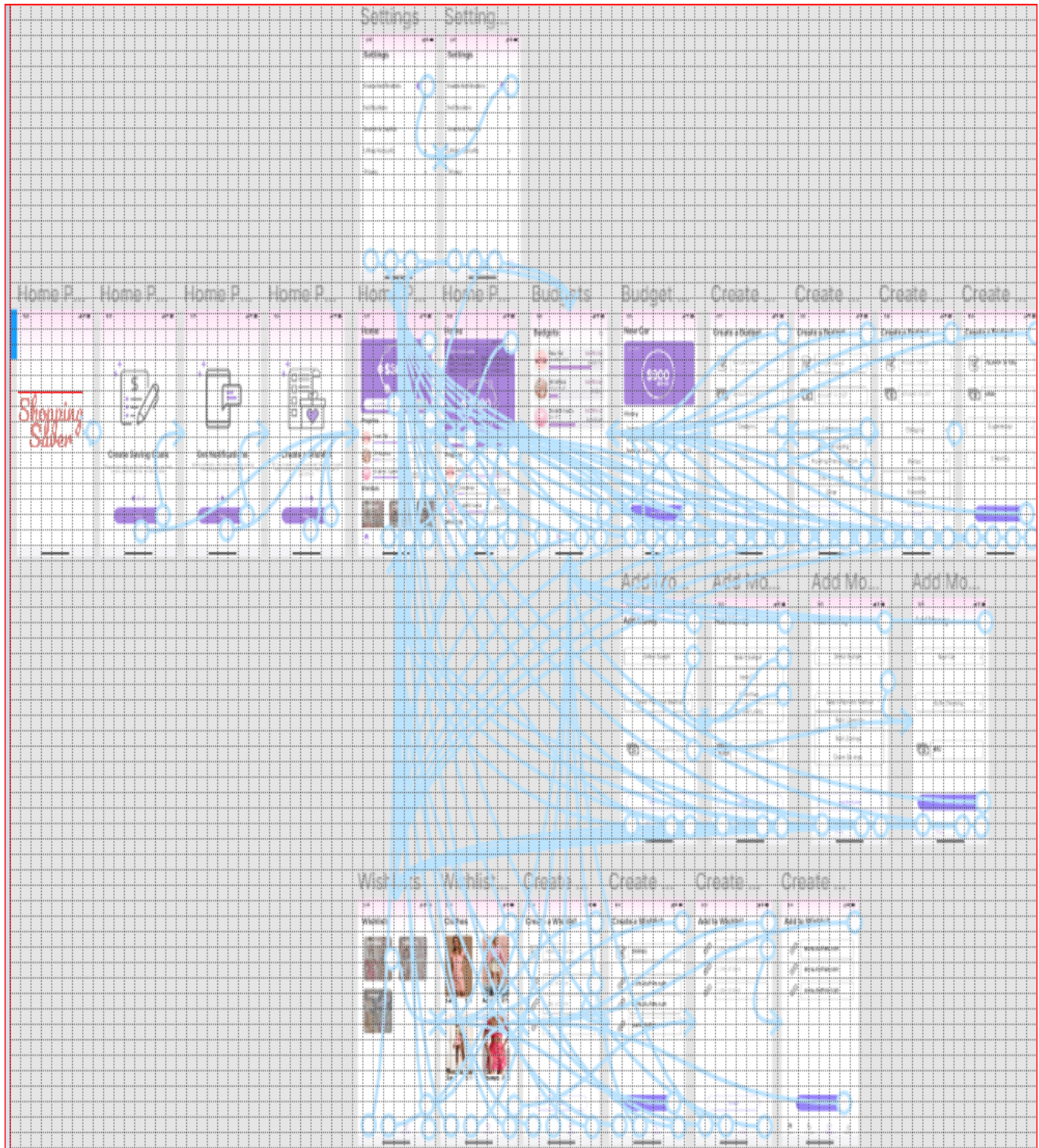**Settings**

Enable Notifications

Notifications >

Sounds & Haptics >

Linked Accounts >

Privacy >

Home   Budgets   Wishlists   Settings

Settings Change

9:41

Settings

Enable Notifications

Notifications >

Sounds & Haptics >

Linked Accounts >

Privacy >

Home   Budgets   Wishlists   Settings

Create Budget (Task-2)

Claim Price (Task-3)

ProtoTyping Tool

Figma
[Figma URL](#)

Pros & Cons

Pros
- Real-time collaboration
- Reusable components
- Intuitive editing
- Several useful features for customization (colors, shapes, etc)

Cons
- At times difficult to manage due to the complexity of the prototype
- Cannot implement certain complex inputs and interactions

Limitations & Trade-offs
- No scrolling feature implemented for the Home page. Ideally, the Home page would scroll to display more of the Wishlist section.
- The creation of new budgets/wishlists and clicking capabilities are all hardcoded. They do not actually take in user data right now.
- We were unable to design the intervention notification, which would ideally appear before a user is about to use Apple Pay to make a purchase. We didn't recreate this experience because we focused on designing the in-app experience