Shopping Saver App

Saju Mulakkal Joseph

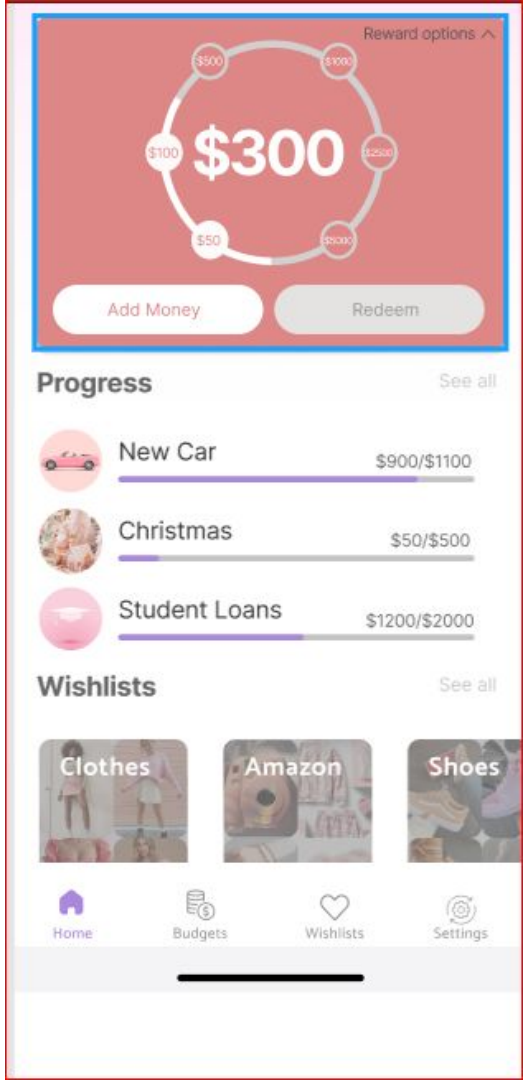
Project overview

The product:

An App for shoppers to Save Money during Shopping

Project duration:

May 15 2021 to Jun 12- 2021



Google

Project overview

The problem:

Young adults are addicted to online shopping and overspend thousands of dollars every month rather than saving up for things they really need. We want to help young adults save up for the things that matter through budgeting tools and intervening on unnecessary spending.

The goal:

we are dedicated to helping people stop overspending on online shopping and save money on things that really matter.

Project overview

My role:

UX Designer for Shopping Saver 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
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working people who want to save /reduce shopping spending Amount.

This user group confirmed initial assumptions about Shopping Saver App, but research also revealed that People are buying things which are not required for their need, if we control to avoid not required items buying can save shopping amount

Persona: Raju (Male , 35Yrs)
Education : Master’s
Location : Singapore
Occupation : IT Engineer
Family (2 Adults + 1 Kid)

Problem Statement

Raju is a frequent online shopper, He Spend money on required and not required Items, He want to save money on reducing unnecessary shopping

Goal : Reduce Shopping Amount

Frustrations: Unnecessarily buying not required items from online

User research: pain points

1

Pain point

intervention for reminding users to save, a wearable app that notifies the user about their progress and intervenes when shopping in person, a chat app that communicates with the user about their spendings. We also considered different ways to visualize the representation of our data such as a grid layout, pie chart, left-right swipes

2

Pain point

Alert the user at checkout, a VR app that a person could use in shopping stores to see if they can afford a certain item, a wearable app that tracks your spending, phone notifications when spending too much, a monthly magazine with an overview of your spending, a bank website plug-in, a mobile app that outlines your spending goals, and a website

3

Pain point

shows our proposed solution in the form of a wearable. While we liked the portability of the solution and its potential to intervene in-person shopping, ultimately we decided against it due to the amount of location data we would need to track and the limited data we could display on the screen

User journey map

User Want to Save Money by reducing not required shopping

User - Raju

Action		Create Budget	Add to wish List
Enable Notification	Tasks A. Open app B. Set up account C. Study menu at your own pace	Tasks A. Select new project/task name B. Enter Project /task name C. Add tentative timeline	Tasks A. Create sub tasks B. Assign Team
Create Budget	• Annoyed to discover menus • and actions to be taken	• Glad to create project • Skeptical on the dates	Hesitant to select team because of the availability
Claim a Prize from wish list	• Good if the mobile login with face id/touch id • Menu could be more easily learnt	• Default fields could be added • Inclusive design should be taken into consideration	• Based on type of project/task, teams could be prompted for selection • And their past efficiency

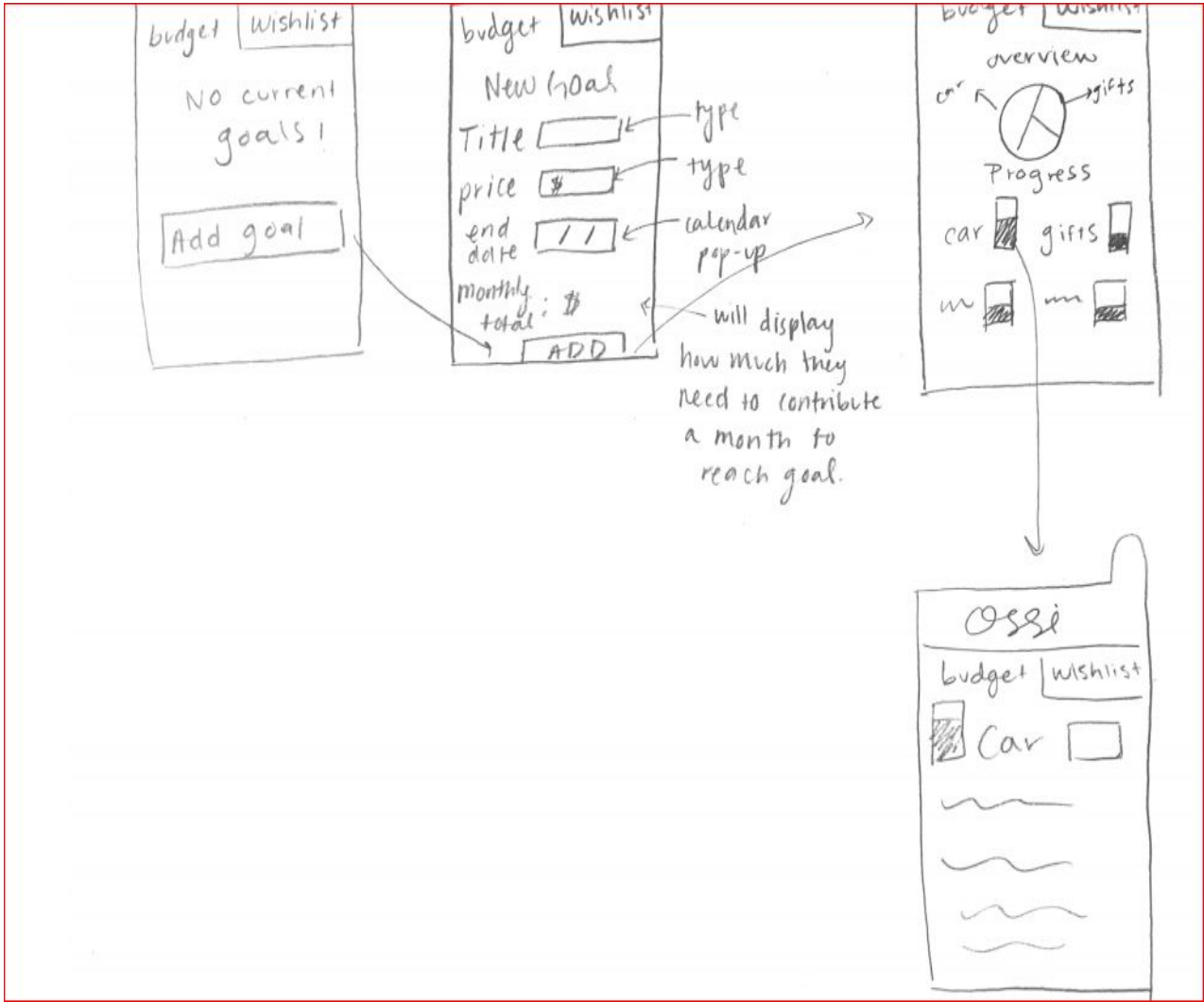
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

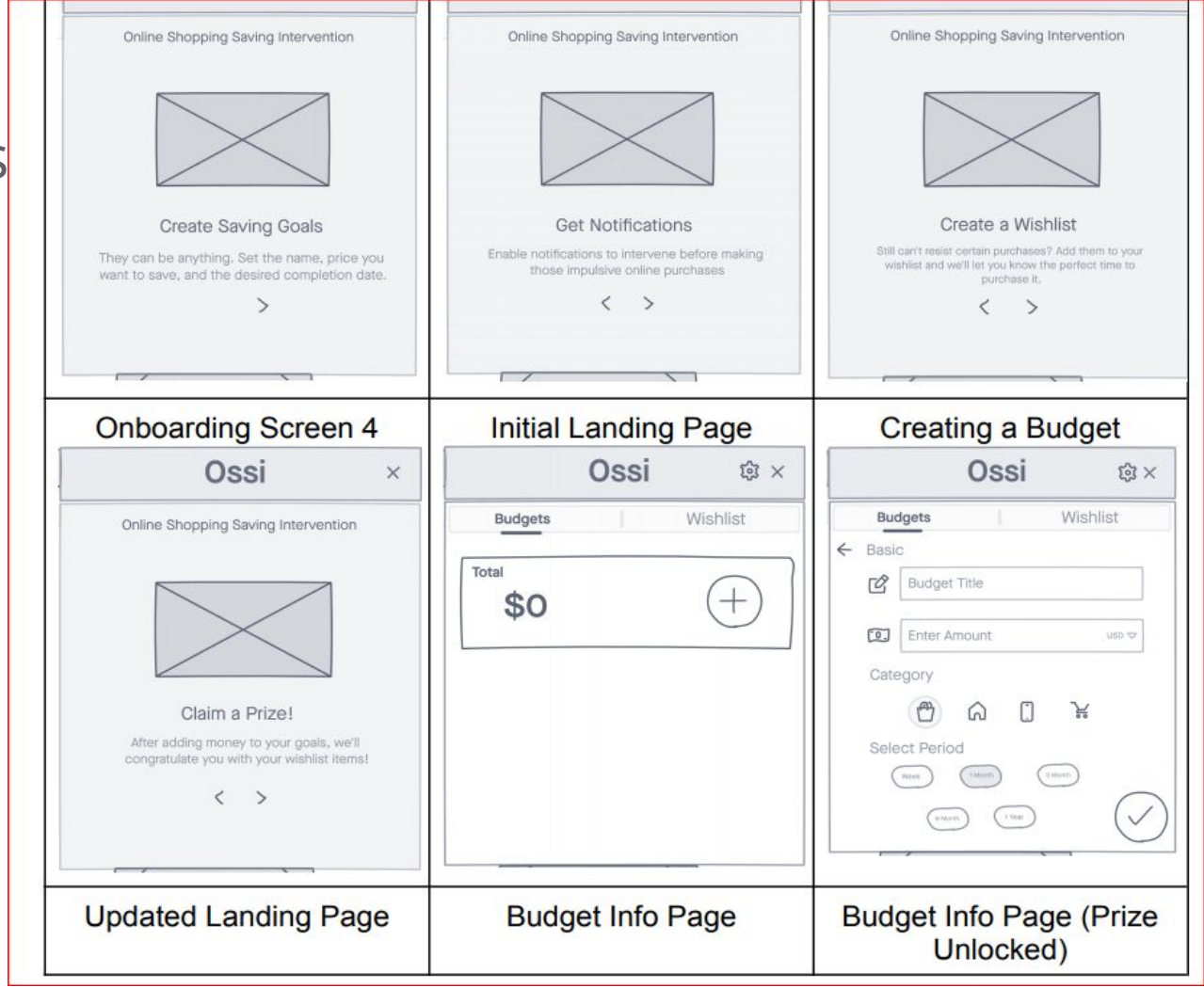
Paper wireframes

User Create Budget for each shopping Item. screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points

User Budget Need to Be created/for avoiding unnecessary buying buying wish list need to be created , if user unnecessary things before payment need to be alerted/notified to user



Digital wireframes



Low-fidelity prototype

https://www.figma.com/proto/fAOPnY8uS2y1CGifOnunn5/ShoppingSaver?node-id=1%3A211&scaling=scale-down&page-id=0%3A1

Usability study: findings

Throughout the low-fi prototype process, we were able to determine what worked and what didn't work about our product. We found that our preliminary ideas were intuitive and that users enjoyed the pop-up design that tracks their spending and intervenes when necessary. We found that when it came to settings and understanding how to interact with the core budgeting feature of the app, users were able to achieve goals quickly. The area we found that needed the most improvement was claiming a prize, while we think in part this was due to the fact that the situation was contrived, we will work to improve this in the next prototype iteration by creating a better simulation of what the user journey will look like before a prize is claimed. Initially, we hoped to create a chrome extension, however due to the technical limitations and challenges associated with that goal we have decided to convert our original vision of what Shopping Saver will look like to a mobile application with the same functionality. We realized that our lack of experience with chrome extensions and reduced support from teaching staff would ultimately take away from our product and vision and we hope to convey the same functionality that we tested through a mobile application that will function similarly to how we envisioned our extension. Moreover, a mobile application makes perhaps more sense given the number of young adults who choose to shop online through their phones rather than on desktop. We are excited for the direction that SHOPPING SAVERi is headed in and confident in our findings so far

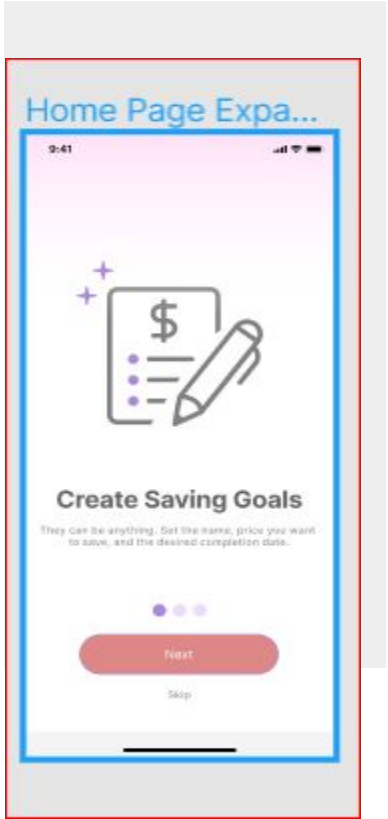
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

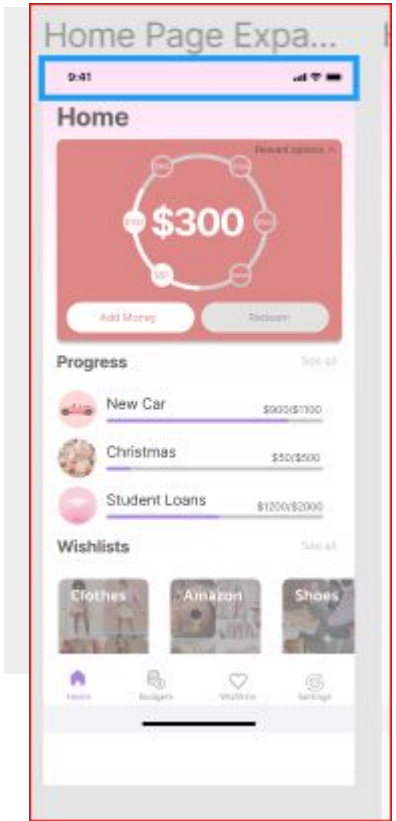
Mockups

[Your notes about goals and thought process]

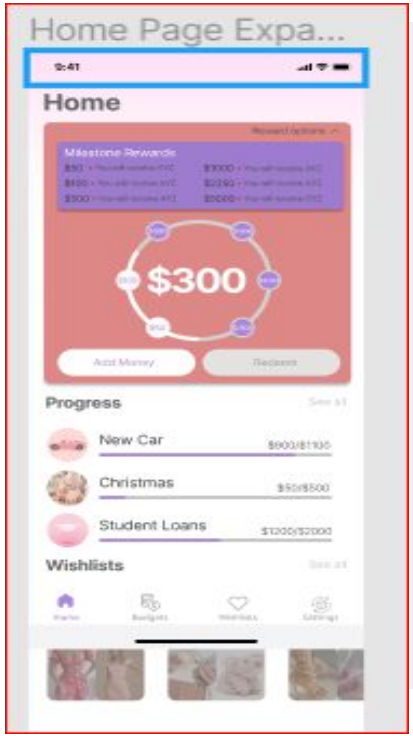
Before usability study

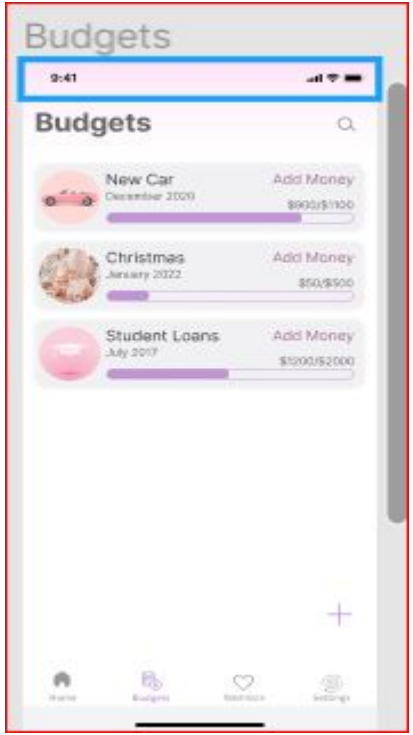


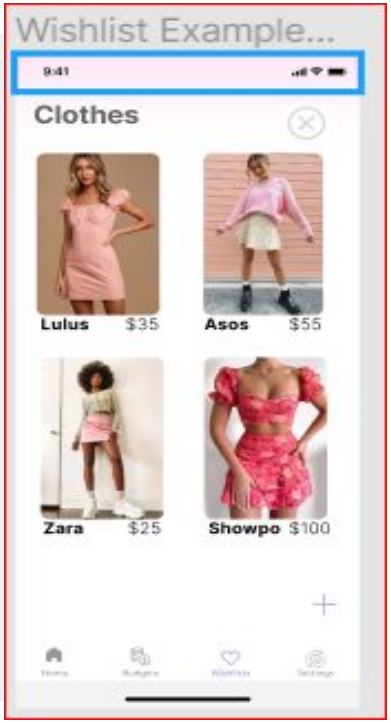
After usability study

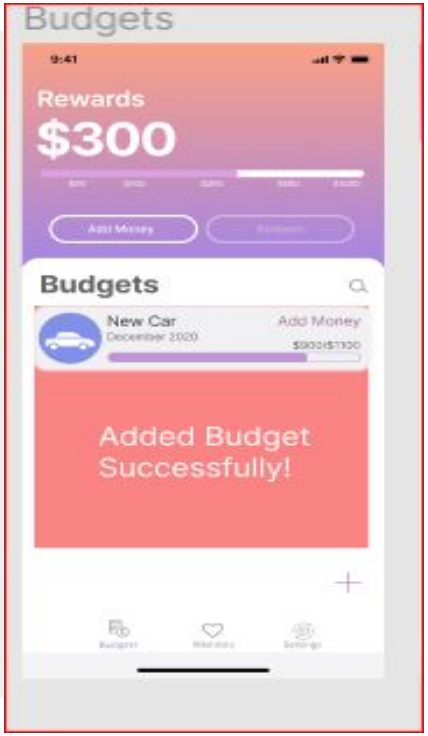


Mockups


Home Page Expa...
Home
$300
Progress
New Car
Christmas
Student Loans
Wishlists

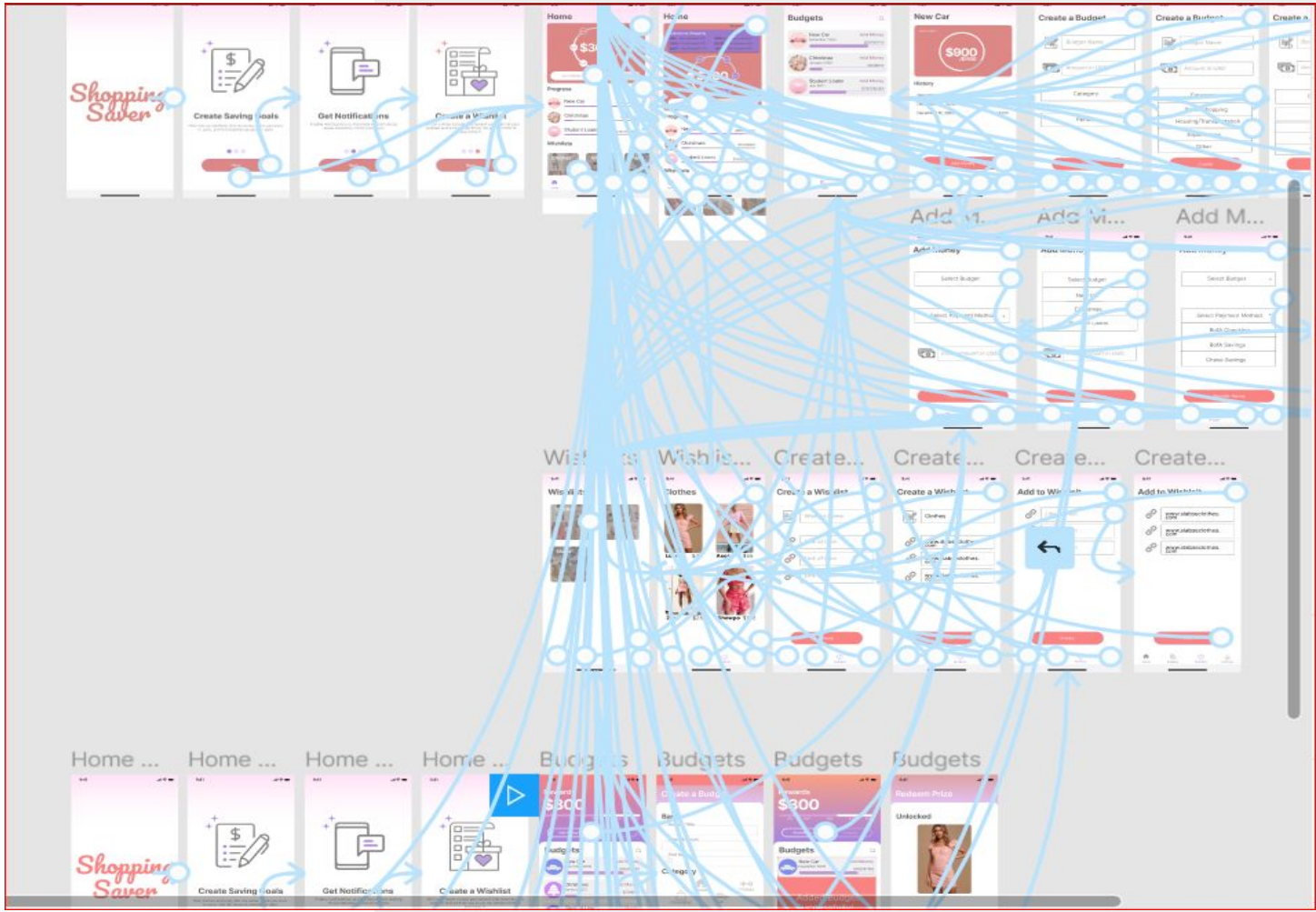

Budgets
Budgets
New Car
Add Money
Christmas
Add Money
Student Loans
Add Money


Wishlist Example...
Clothes
Lulus $35
Asos $55
Zara $25
Showpo $100


Budgets
Rewards
$300
Budgets
New Car
Add Money
Added Budget Successfully!

High-fidelity prototype

▸ Prototype - shopsaver (figma.com)



Accessibility considerations

1

The gradients used are in accordance with Gestalt's Principle.

2

All the action buttons have logos in them for better clarity to the user.

3

Different action buttons have different colors to simplify the user flow.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

”…. I like the ease of the design with all the features needed in time was easily discoverable without taking extra efforts to learn about the features…. ”

What I learned:

I learned and still learning the research phase, when I started I hesitated but now after real world examples and peer review I am able to continue my learning

Next steps

1

New design recommendation based on the insight, Popup screen for the first time login

2

New design of the home screen a. Carousel for most added items

3

No scrolling feature implemented for the Home page. Ideally, the Home page would scroll to display more of the Wishlist section.

Let’s connect!

https://sajumulakkal.netlify.app/

Thank you!