Setota Solomon

Design Thinking

11/27/2016

Design Narrative

I have worked on a project for the class called INFO 200 or Intellectual foundations of informatics , at the University of Washington. In a team of four students, we designed an interactive mobile application.

Problem Space:

At the University of Washington, Students use their Husky Card to pay for almost anything, but they do not have an effective way to track their expenses. For this reason, many students have a problem managing their finances. This applies to the resident hall students in particular, who are responsible for managing both their Husky Card account and dining account. As a result, students may feel a lack of financial control, which is shown to come with negative consequences.

Coming up with an easy way for students to manage their finances then becomes an important task in order to minimize a feeling of financial scarcity and stress, as both can impair the academic performance of a student. It is proven that students who feel that their financial situation requires attention find it difficult to focus on their studies. Psychologists Eldar Shafir of Princeton and Sendhil Mullainathan of Harvard studied the effects of financial scarcity and, as Shafir later summarized in an interview, concluded that "when you focus heavily on one thing, there is just less mind to devote to other things. We call it tunneling — as you devote more and more to dealing with scarcity you have less and less for other things in your life, some of which are very important for dealing with scarcity" (Novotney, 2014, para. 8).

With the transition to university life being hard enough as is, giving students the proper resources to manage their finances is an important part of making that transition as smooth as possible. In giving them the resources to do so, students will hopefully be able to confidently manage their finances once they have left college and use that skill for the rest of their life.

Competitive Analysis:

Currently, the University of Washington employs the use of Husky Card Services for students to manage their finances. Students can view the balance on both their Husky Card Account and dining account, as well as their account details and statement. Students can also deposit money, suspend a lost card, create a low balance alert, and request a Husky Card Account refund. Of especial interest is the account details and statement page itself, where students can find a table describing the date and time they made a purchase, how much money they spent, how much money is left in their balance, and where they spent their money. This page automatically updates whenever a transaction is made so that students no longer have to go through all the receipts they accumulate, making it much more convenient for them to keep track of their spending.

Motivation:

Our goal was to create a solution for students that will make budgeting and managing finances an easier task so that they can rest easy with the knowledge that they can always check how much money they have to spend at any time without going over their budget. Our hope is that this will help ease any worries a student might have about having to manage their finances on their own and will consequently free up some space in their mind for more pressing matters.

Steps we took :

1. The first step we took toward this project after knowing the problem we were solving is to describe why those problems should be solved, what existing solutions already exist and why those existing solutions fall shot.

2. After identifying the problem , we needed to figure out who cares about that problem and what they would want in a solution. We didentified direct and indirect stakeholder groups. For each of our direct stakeholder gorups we did some user reseach and developed two different personas that represented people from that group who might use our information resource.

3. The step we took after developing our presonas, is to start thinking about the design. We started thinking about how to make our mobile application usable and simple for the students. We chose the color purple because UW has a logo of purple and white.
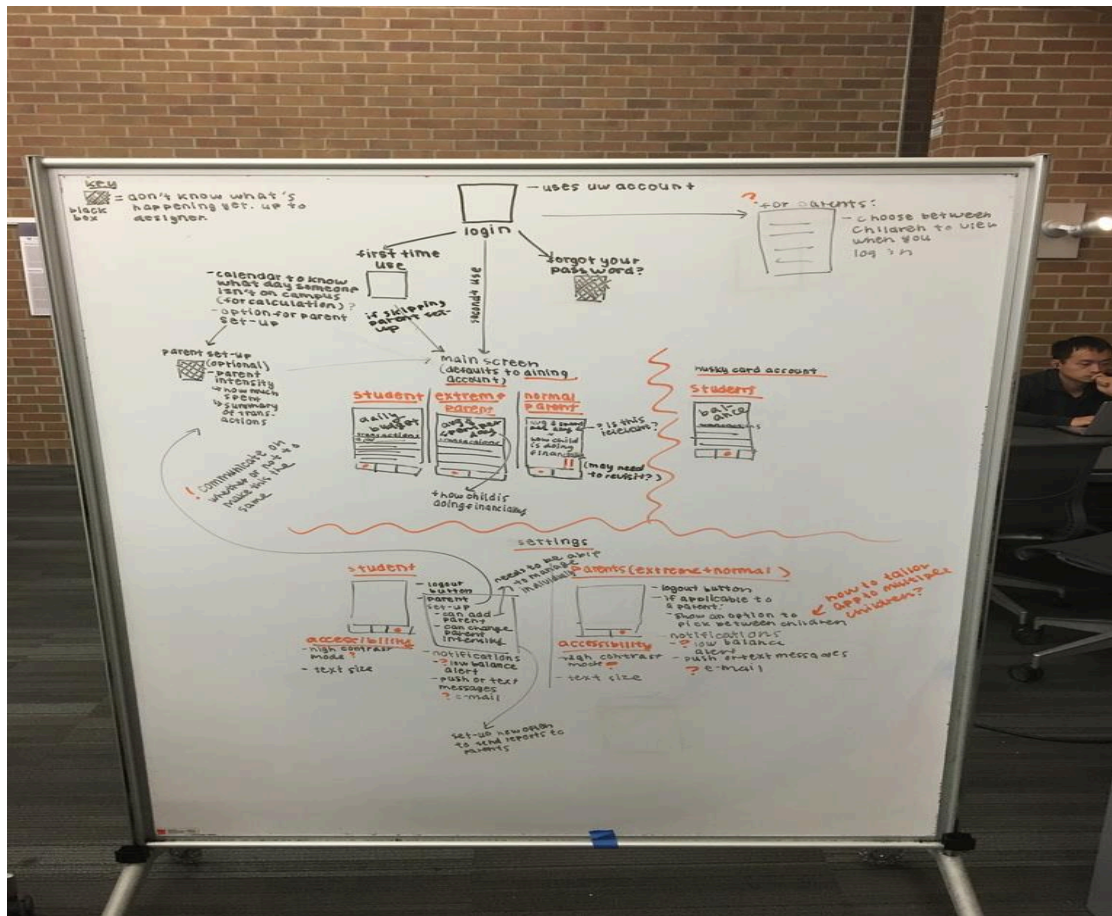
- **This picture represents our first sketch , it was the most important one. It helped us figure out what our main pages will look like. The main pages incluse the Log-In/ Sign-In pages, the inside page and our Log-Out page.**

PeRdU KO

Username

Password

Los in

Dinning Account Balance

transactions: - - - - - - - - - ->Locations

$ money spent
day, hour (Pm/Am)

$ money spent
day, hour (Pm/Am)

(Finance Tab)

(Student Name) is doing

well / bad

financially.

Average Spent a day

$ [   ]

Finances   Settings
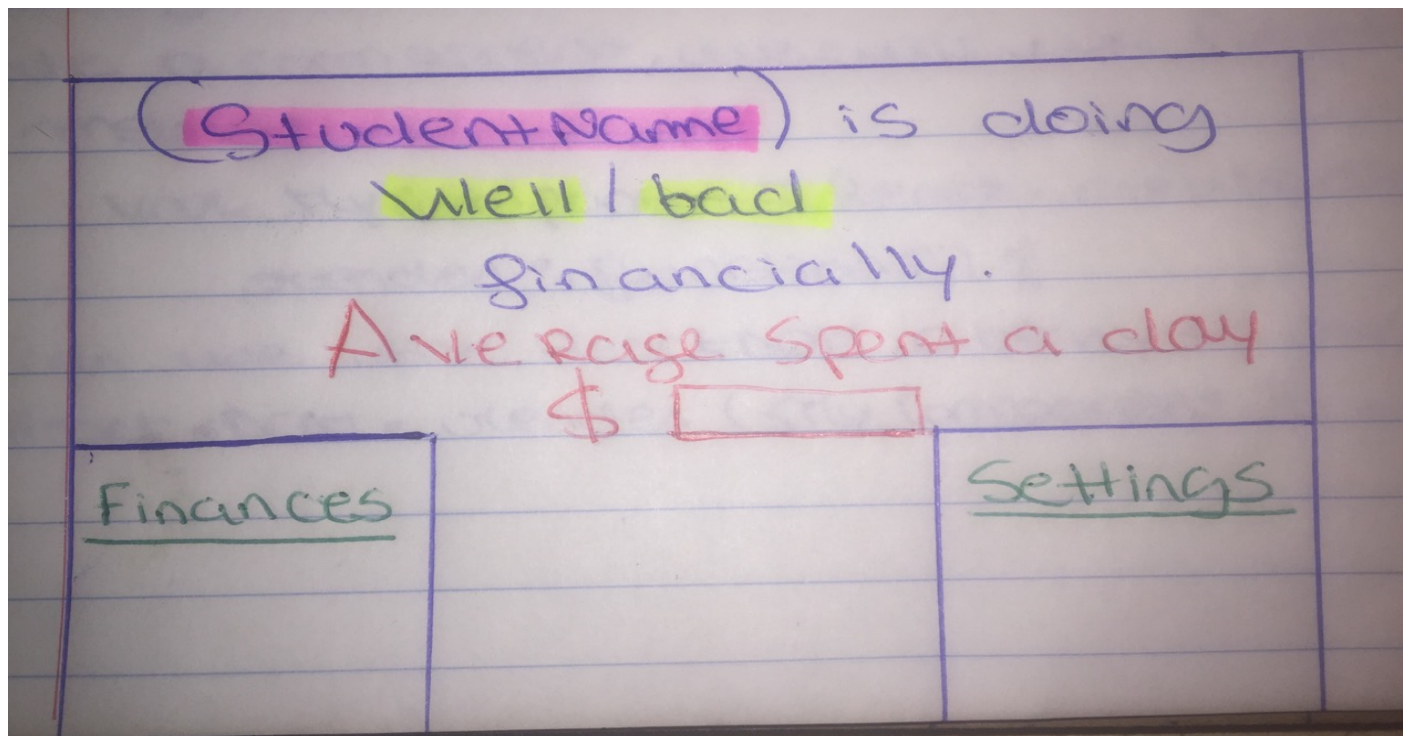
- **Those are the picture we sketched on our note book, and took picture. The first picture represent the Log-In Page. The second Picture is the finance tab, that shows the student dinning account balance. It shows all the transaction the student made on a day. It shows the day and the time each transations were made including the location. The third picture shows the comment our application gives to the student. It says « student name » is doing (well or bad) financially. It also calculates the average amount of money spent on a daily baisis by the student.**

Perduko

Username

Password

Log In

Forgot your password?

Dining Account

balance: $912.12

You can still spend $2.93 today.

transactions

– $8.35 at Pagliacci @ LP
Today, 07:37 PM

– $4.66 at District Market
Today, 07:30 PM

– $1.79 at EM - ETC
Today, 05:24 PM

– $7.40 at Retail - Subway
Today, 03:28 PM

– $2.51 at District Market
Today, 01:21 PM

– $7.25 at Local Point
Yesterday, 06:41 PM

– $4.25 at Husky Grind @ Mercer
Yesterday, 03:23 PM

– $7.20 at District Market
Yesterday, 02:10 PM

– $5.07 at District Market
Yesterday, 02:01 PM

– $1.79 at District Market
Yesterday, 11:24 AM

– $4.66 at District Market
Yesterday, 08:47 AM

– $9.15 at Pagliacci @ LP
Nov 7, 2015, 06:41 PM

– $1.79 at EM - ETC
Nov 7, 2015, 03:42 PM

– $12.28 at EM - ETC
Nov 7, 2015, 12:20 PM

– $5.52 at District Market
Nov 6, 2015, 03:55 PM

– $7.40 at Retail - Subway
Nov 6, 2015, 03:37 PM

– $3.39 at EM - ETC
Nov 6, 2015, 10:33 AM

– $4.66 at District Market
Nov 5, 2015, 12:07 PM

– $7.25 at Local Point
Nov 4, 2015, 06:25 PM

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Dining Account	HC Account	Settings

Husky Card Account

Balance: $7.91

transactions

– $1.20 at UW Laundry - New Terry
Nov 6, 2015, 10:59 PM

– $1.20 at UW Laundry - New Terry
Nov 6, 2015, 10:03 PM

– $1.20 at UW Laundry - New Terry
Nov 6, 2015, 10:03 PM

– $1.20 at UW Laundry - New Terry
Nov 6, 2015, 10:03 PM

– $1.20 at UW Laundry - New Terry
Oct 30, 2015, 12:04 PM

– $1.20 at UW Laundry - New Terry
Oct 30, 2015, 11:15 PM

– $1.20 at UW Laundry - New Terry
Oct 30, 2015, 11:15 PM

– $0.46 at Dawgs Prints - Canon710150
Oct 26, 2015, 05:29 PM

– $0.35 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:45 PM

– $0.35 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:45 PM

– $0.23 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:45 PM

– $0.12 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:45 PM

– $0.35 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:45 PM

– $0.35 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:45 PM

– $0.23 at Dawgs Prints - Canon710150
Oct 25, 2015, 08:40 PM

– $1.20 at UW Laundry - New Terry
Oct 24, 2015, 04:05 PM

– $1.20 at UW Laundry - New Terry
Oct 24, 2015, 02:29 PM

– $1.20 at UW Laundry - New Terry
Oct 24, 2015, 01:35 PM

– $1.20 at UW Laundry - New Terry

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Dining Account	HC Account	Settings

Parent invited

Your parent can activate his or her account at
any time by following the link in the email.

My parent did not receive an email

Settings

Accounts

Ian Braschler   ›

Parent accounts

Heather Braschler   ›

Albert Braschler (no app access)   ›

Add account

Log out

Dining Account   HC Account   Settings

❮ Back   **Financial Report**
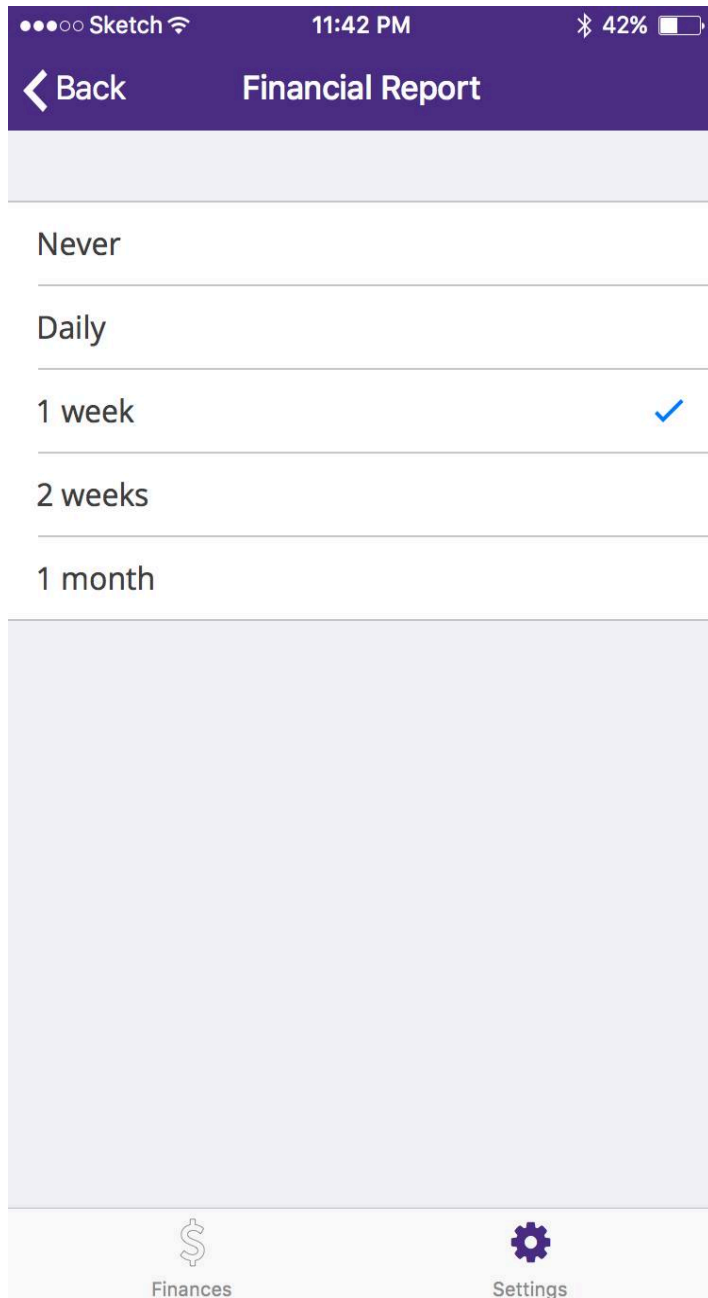
Never

Daily

1 week   ✓

2 weeks

1 month

$
Finances

⚙
Settings

- **Students can set up their financial report on the setting. Thye can get report on a daily basis, in 1 week, 2 weeks or 1 month. If they don't want to get any report they can also choose it.**

Conclusion :

- **Student prototype: https://invis.io/2T4XV4DBJ**

- **Parent prototype: https://invis.io/GV4XV4IB4**

Our final applicatin was build on the invision application. We have a mobile application and a web application with a great design.