CRUST

The Money Saving App

Brief

Money Saving

Design a money saving app for users who want to save money, quickly, for a particular reason.

Broken into 2 parts, firstly:

1. **Design the branding**

Secondly:

2. **Design the app.**

The users are not new to technology but do not like working with their finances. So, they require that the information they receive via the tool is accessible, and clearly tells
them what they can do to better save

Guiding Principles

C R U S T

- Clarity
- Reliability
- Usability
- Simplicity
- Trust

"A finance app you can trust."

"It's like having a financial advisor in your pocket!"

"Anyone can save money!"

"You don't need to be a financial expert to use our app."

We aim to deliver a simple, unintimidating budgeting solution to busy people looking to save for specific, short term reasons.

We take our users money seriously so we want to convey a serious image that conveys reliability and trust but also want to be approachable and open.

We don't want to confuse our users so simplicity and clarity are key to design and explanations

This is

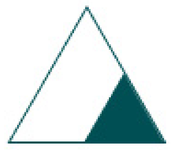
1. Earn your crust
2. Crust often associated with the part of food that is wasted or
3. saved and therefore can be repurposed
4. Bread crust is the most wasted food in the UK
5. Crust there fore can be associated with saving and repurposing
6. Crust forms a neat acronym for our key guiding principles
7. Bread winner means the person who earns the money
8. Bread and honey in cockney rhyming slang means money
9. Bread therefore is often associated with money

Colours

Text should appear
In teal green when on a white background

Text should appear in bright green when
on a teal background

Primary



Teal Green

Hex #004F54

HSL 184 100 16

RGB 0, 79, 84

Bright Green

Hex #F5FF00

HSL 62 100 50

RGB 245, 255, 0

Secondary

Soft Pink

Hex #E635A0

HSL 324 78 55

RGB 230, 53, 160

Light blue

Hex #83BCFF

HSL 212 100 76

RGB 131, 188, 255

Typography

Clear, Uncomplicated Typeface That Communicates Sincerity, Trust And Openness.

San serif is more approachable because of the lack of fancy decoration and whilst a rounded design comes across as friendly and trust worthy and sharper design works better for a serious topic like finance

A

Be Vietnam Pro - Regular

ABCDEFG
abcdefg
123456789

A

Be Vietnam Pro - Bold

ABCDEFG
abcdefg
123456789

Task Breakdown

The Brief Included Many User Stories Which I Broke Down Into Tasks And Requirements

Tasks

- **Create Profile**
- **Notifications**
- **Set goals**
- **See Finances clearly**
- **Motivational rewards**
- **Input info on money in and out**
- **Interact with info/log**
- **Filter results**

Page Requirements

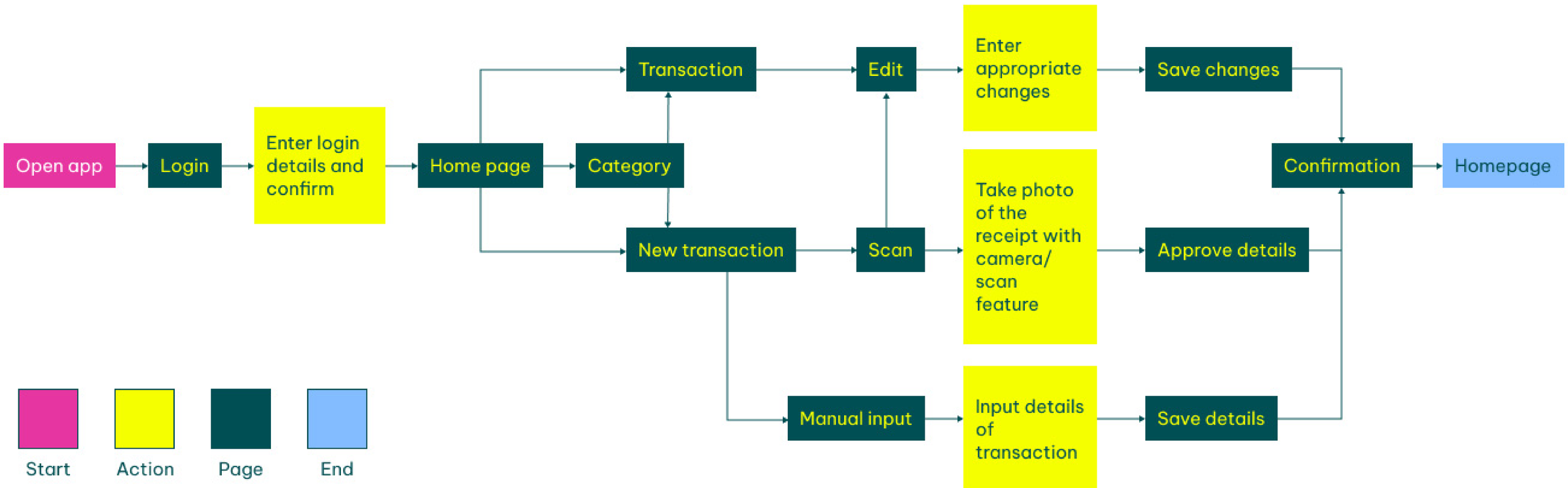
- Sign up
- New goal page
- Confirmation
- Success
- Scan receipts
- Dashboard/homepage
- Filter page
- Transaction page
- Transaction log page
- Category page
- Goals page

User Flow

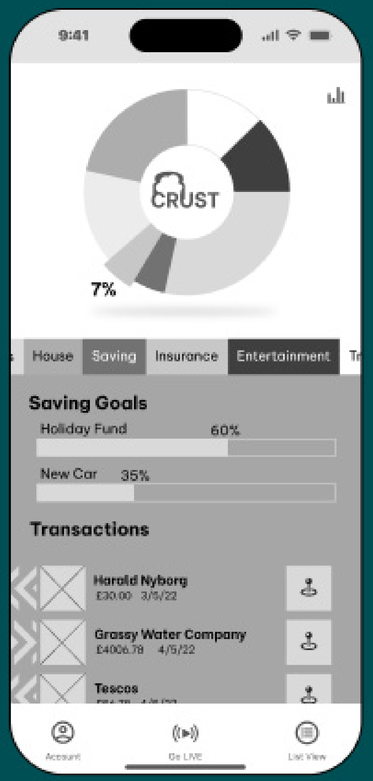
User Story 2

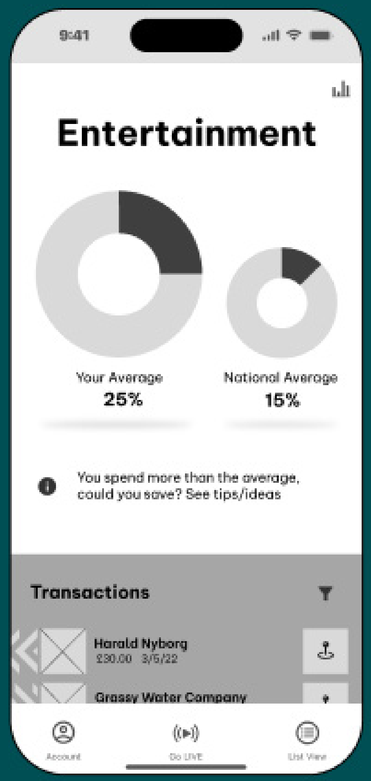
"As a money-saver, I need to be able to input information on the money I am receiving and spending (and on what), so that I can see an overview of my finances."

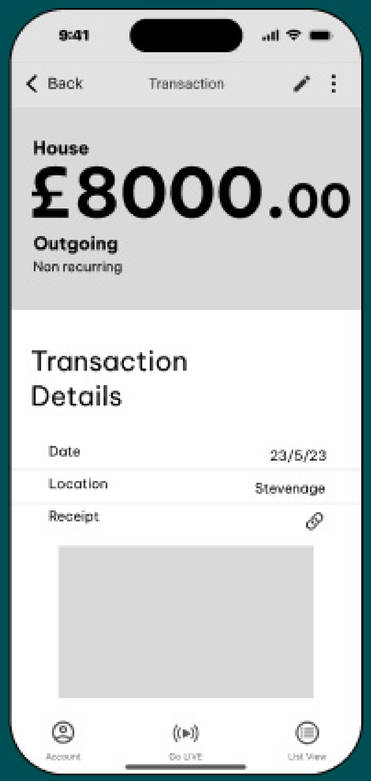
User flow based on the assumption of existing registration

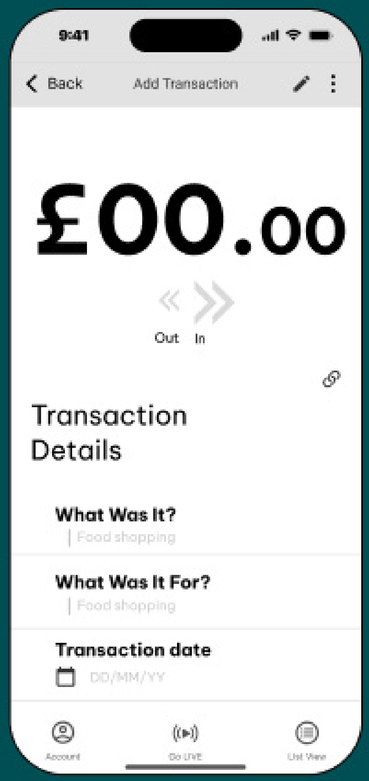


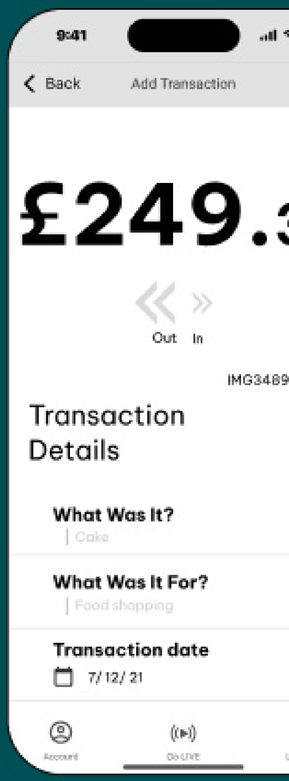
Mid Fidelity











User Test

Users were given a series of tasks relating to the user story and asked to comment on the flow.

Whilst feedback on the aesthetic was welcome it was not the main purpose of the test

Task 1 - Find the shell transaction in the transport category for £3040.56, change the date and save

Task 2 - Log a new transaction by scanning a receipt and note that it was for "holiday"

Task 3 - Manually register a new transaction for £249.30

Feedback

- Sam Take Away
  Very similar comments to Ruben and Britta

- Ruben Take Away
  Avoid duplicating buttons, look at way to identify categories easier

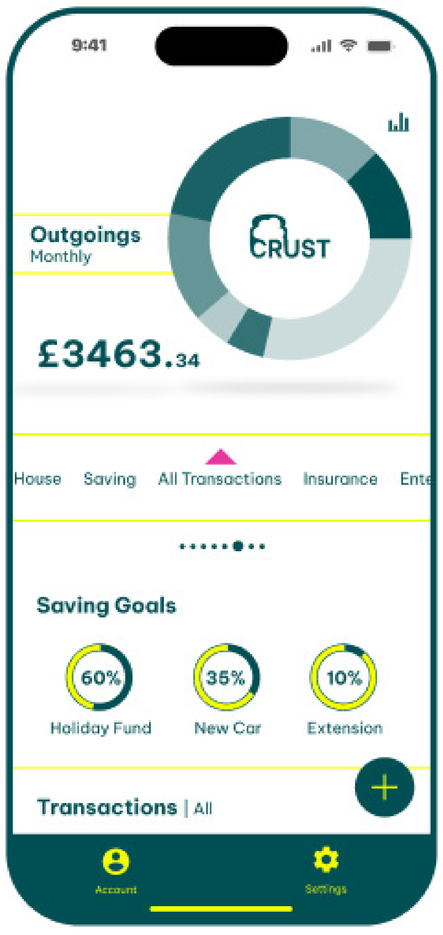
- Britta Take Away
  Reduce visual complexity of the pages and spread out the information provided

- Honsa Take Away
  Revisit the horizontal slider and try to make it more obvious that is slides

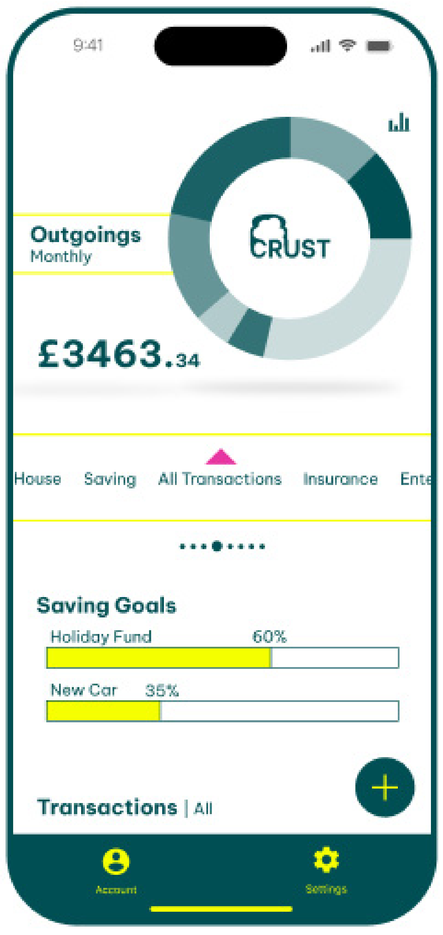
High Fidelity Colour

Preference Test

Option A

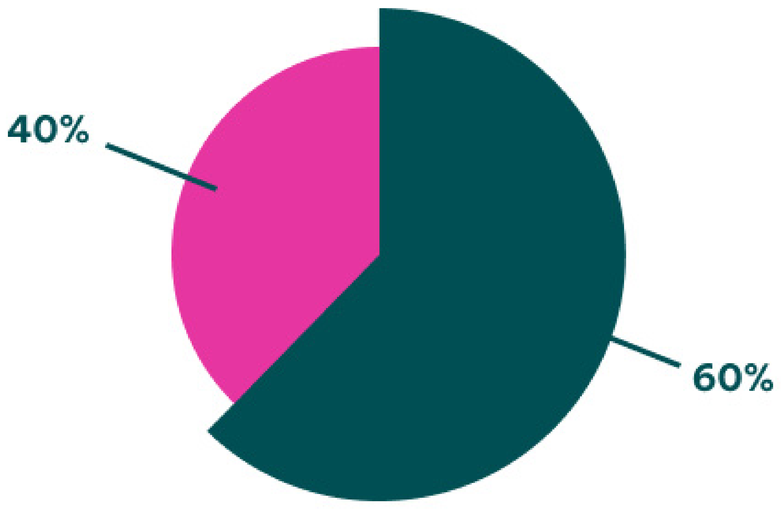


Option B

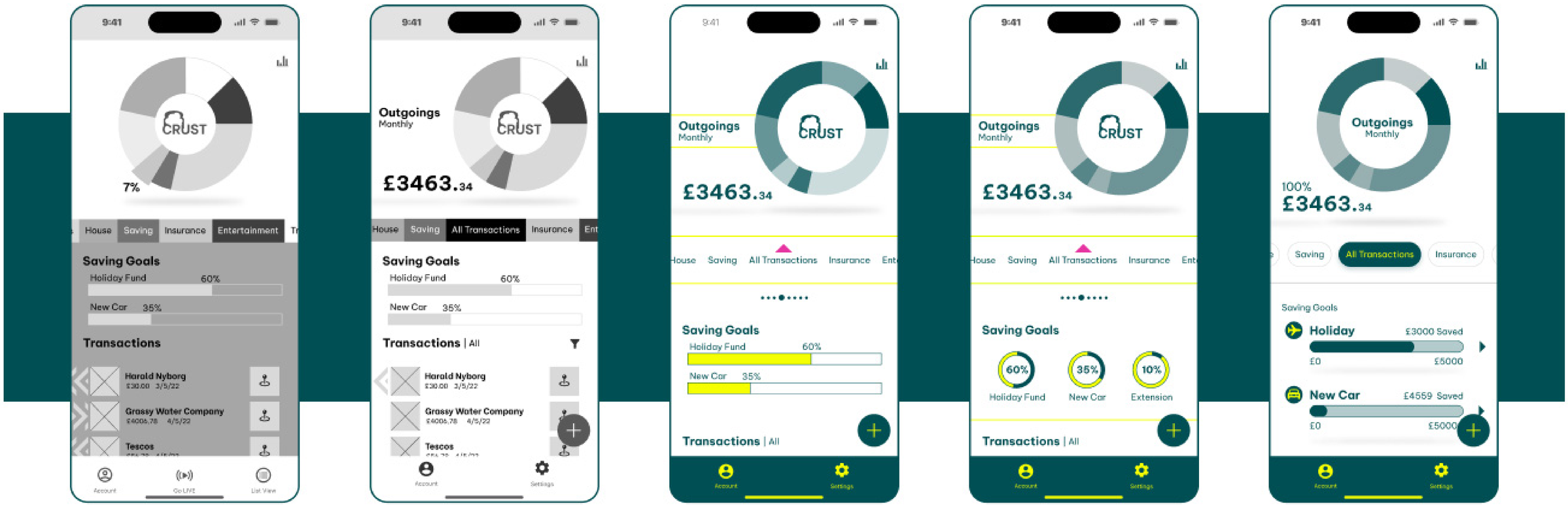


6 Out Of 10 Participants Preferred Option B

It was a close call but users chose option B stating that they found the information easier to digest even though the circle maybe aesthetically more pleasing



Page evolution Homepage



Final Designs

A Savings App For Targeted Savers

Although asavers app the usr flow focus on the ability to edit and interact with transactions so whilst saving was a feature it function prodominently like a banking app

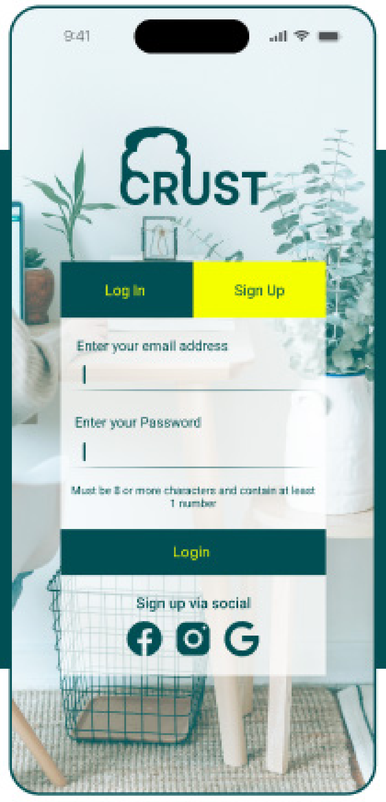
9:41
Transport
Your Average
12.5%
£4059
National Average
10%
£3563
You spend more than the average, could you save? See tips/ideas
Transactions | Transport
Shell
Account
Settings
9:41
Outgoings
Monthly
100%
£3463.34
Saving
All Transactions
Insurance
Saving Goals
Holiday
£3000 Saved
£0
£5000
New Car
£4559 Saved
£0
£5000
Account
Settings
9:41
Transport
Monthly
12.5%
£432.91
Entertainment
Transport
Food
Saving Goals
Holiday
£3000 Saved
£0
£5000
New Car
£4559 Saved
£0
£5000
Account
Settings
9:41
Back
Edit Transaction
Transport
£3040.56
Outgoing
Non recurring
Transaction Details
10%
Category
Transport
Transaction Date
23/5/23
Location
Stevenage
Receipt
IMG123456789
What was it?
Cake
What was it for?
Account
Link
Edit
9:41
Transactions | All
Harald Nyborg
Grassy Walker Company
Tesco
Aviva
Aplan
Admiral
Vejle Cinema
The Pub
The Restaurant
Account
Settings

Homepage

CRUST
Overview
Savings Goal
Transactions
Linked Accounts
Help
James Crudnuff - Personal Saving
Saving Goals
Holiday
£3000 Saved
£0
£5000
Extension
£3000 Saved
£0
£5000
New Car
£4559 Saved
£0
£30000
Shares
£4559 Saved
£0
£50000
Savings | All
Date
Goal
Location
Amount
Outgoings
Monthly
100%
£3463.34
House
Saving
All Transactions
Insurance
Monthly Savings
2500
2000
1500
1000
500
Saving
Income
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

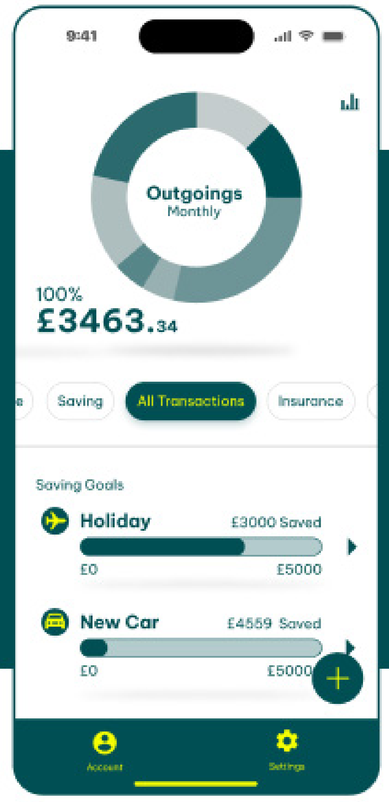
User Flow

"As a money-saver, I need to be able to input information on the money I am receiving and spending (and on what), so that I can see an overview of my finances."



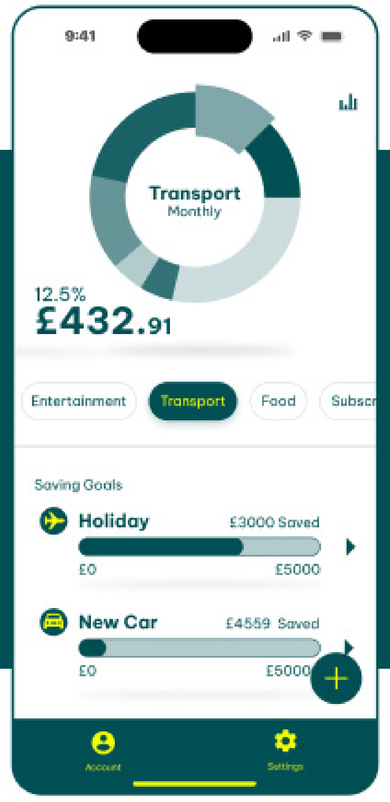
Login

Enter login in details and login



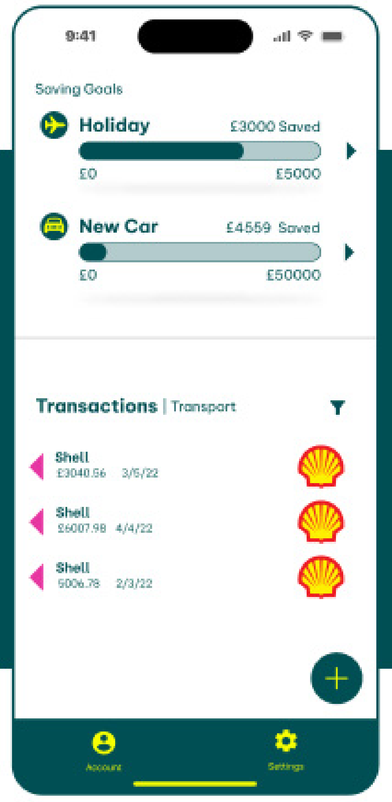
Homepage

Land on home page. Transaction at the bottom



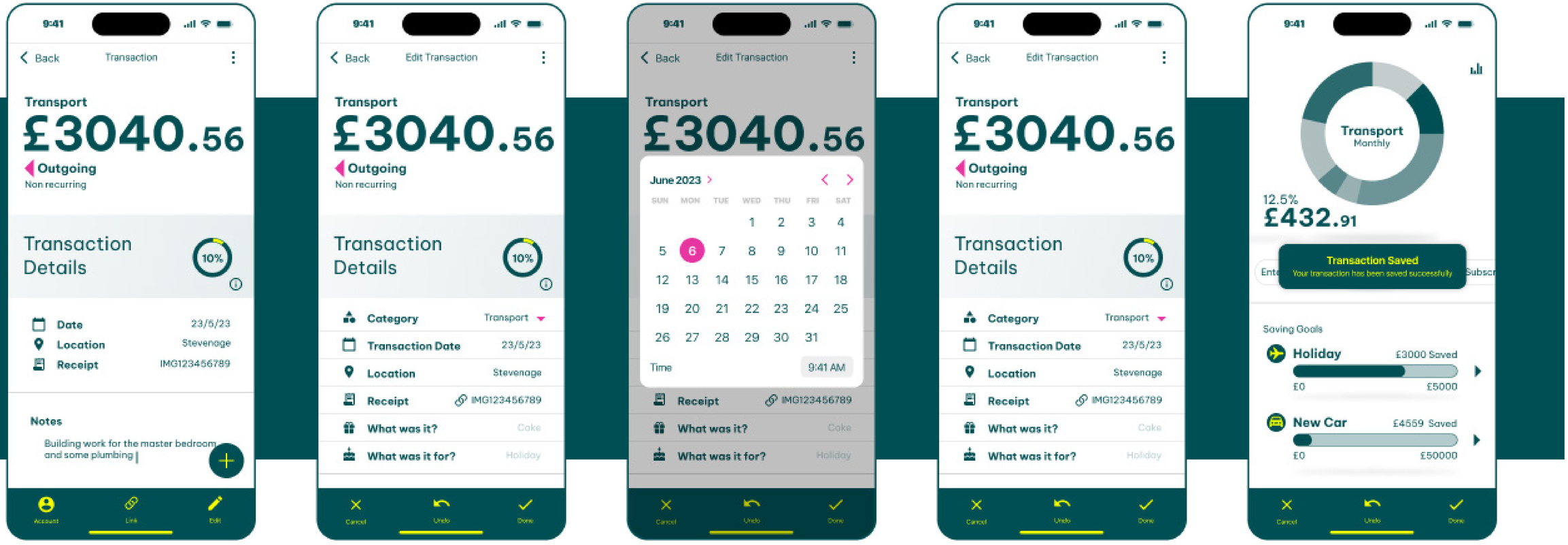
Homepage

Navigate to transport category on the slider



Homepage

Scroll down to see all transport transactions



Transaction

Land on the transaction page and click “edit”

Edit Transaction

Locate date and click to edit

Date Edit

Select new date, calendar closes automatically

Edit Transaction

Return to edit and complete task by pressing save

Confirmation

Return to home and get confirmation that fades after a few seconds