

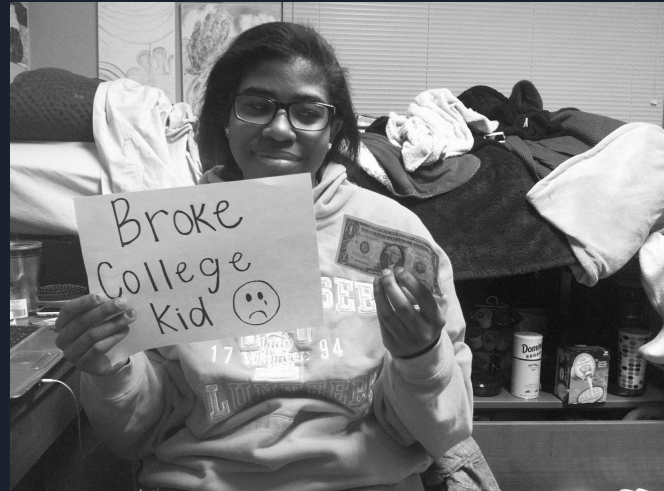


RetailSaver

Here is where your presentation begins

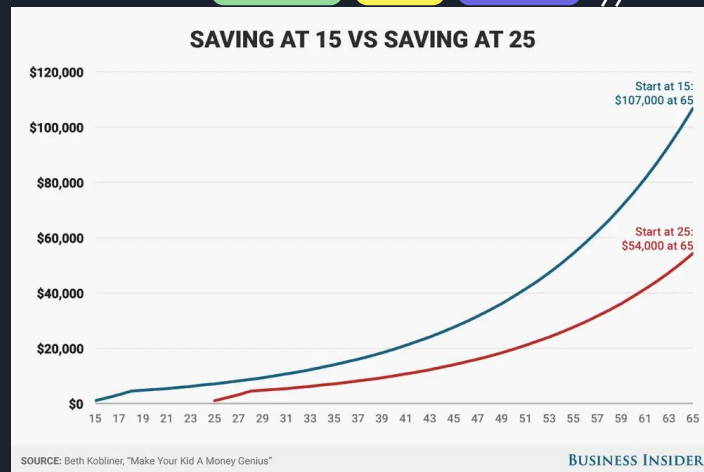
Story

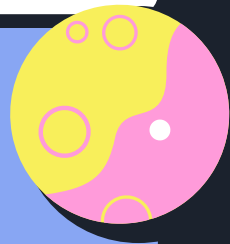
- College student
- Make too many impulsive purchases
- How do you prioritize?



Spending Money vs. Spending Time

- Financial Freedom at the cost of your patience
- Multitude of ways to grow your money





Tasks for Initial Prototype

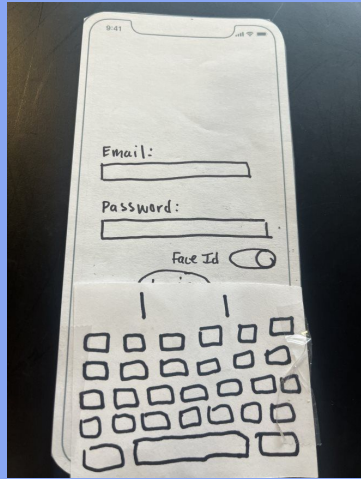
Task #1

Education: The user be able to access educational content within our prototype. Within our user research the lack of education on financial literacy appeared as a common theme across all participants.

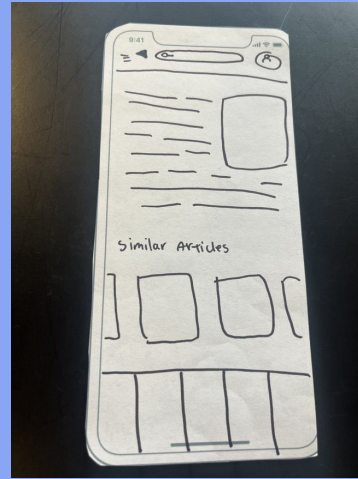
Task #2

Schedule a purchase: The user to be able to schedule an impulsive purchase within our prototype. The idea behind this is that a prolonged amount of time you have to wait to make a purchase the less likely you are to want it in the end

Initial prototype: Sign in/Home page

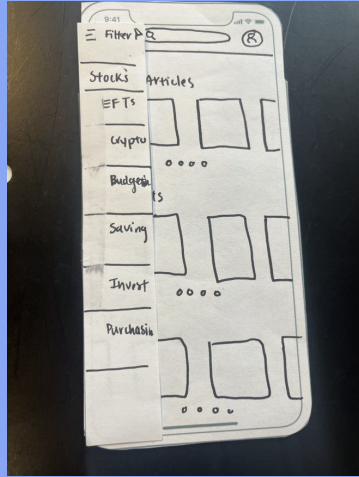


Sign in Screen

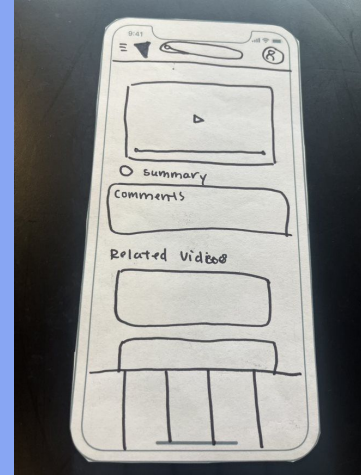


Homepage

Initial prototype: Education Screens

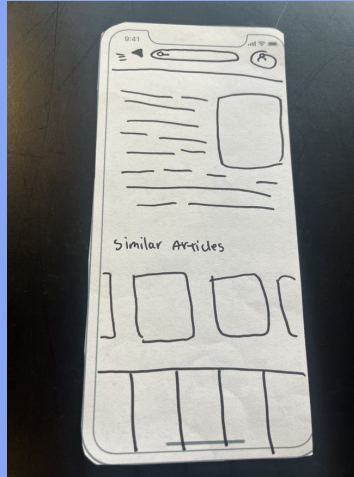


Education
Homepage



Video Screen

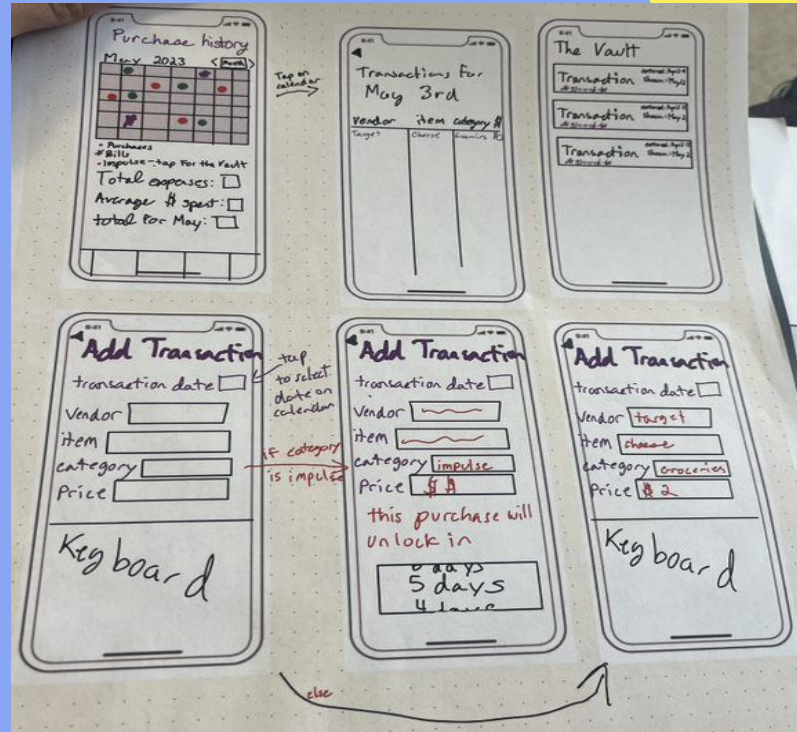
Initial prototype: Education Screens



Video

Initial prototype: Scheduling Purchases

Scheduling Purchase





Testing process



Heuristic Evaluation

Participants were college students and afterwards we evaluated which heuristics were violated




Cognitive Walkthrough

Defined our tasks and did a walkthrough with the prototype as a user would



Usability Testing

Had participants attempt to use our design and complete tasks





Heuristic Evaluation



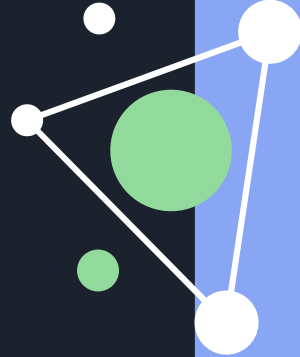
No Keyboard	Violations: Visibility of the system, User control and freedom	4
No back button	Violations: Visibility of the system, User control and freedom	3
Complexity of scheduling a purchase	Violations: Recognition rather than recall, Help and documentation	2





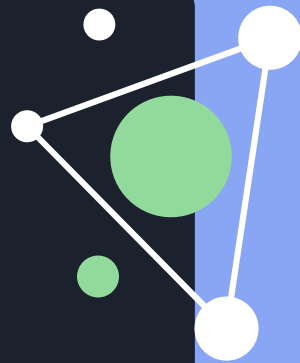
Walkthrough

- When we conducted the walkthrough we noticed a theme of similar issues that occurred also within the heuristic evaluations
 - Difficulty in accessing previous pages due to a lack of back buttons
 - Screens that would require user input didn't display keyboards which would allow the user to input data
 - Difficulty in understanding how the screens to schedule a purchase work
- Refined our design accordingly



Usability testing

- Conducted with creighton students representative of our target audience
 - “The impulsive purchase screen seems complicated and intimidating at first”
 - Confusion on how this helps reduce impulsive purchases
 - Manually inputting purchases is a deterrent to using this screen
 - Users should be able to input their own categories

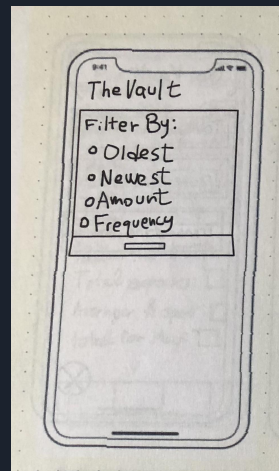
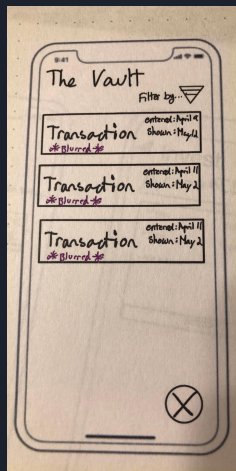




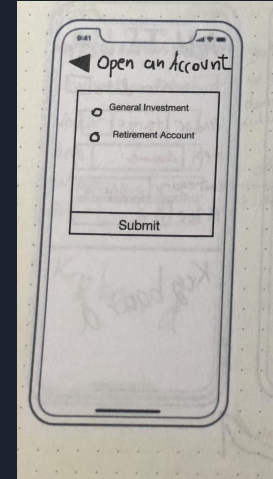
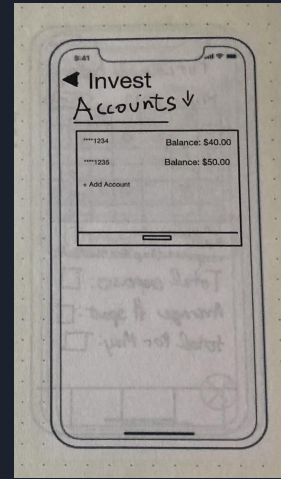
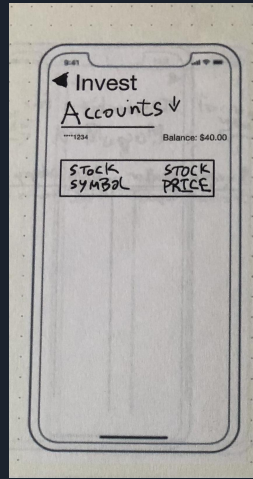
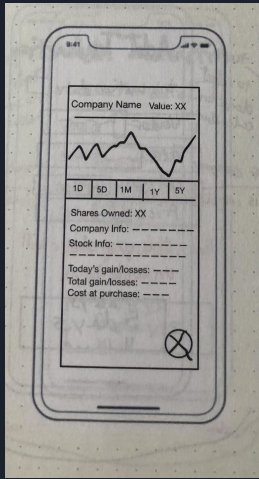
Refining our prototype

- After these series of tests we refined our prototype accordingly
 - Incorporating keyboards, back buttons in our design
 - Having the option to link your bank account which would automatically pull transactions from your account into the calendar
 - Incorporating a brief demo/informational video before the user's can access the screen
 - Being able to filter

Final Prototype: The Vault



Final Prototype: Investment Page





Digital Prototype



Summary/Lessons learned

- How easy it is to miss certain design features (back buttons), and how crucial they are to the effectivity of your design
- Balancing our purpose with what users want in our app

