

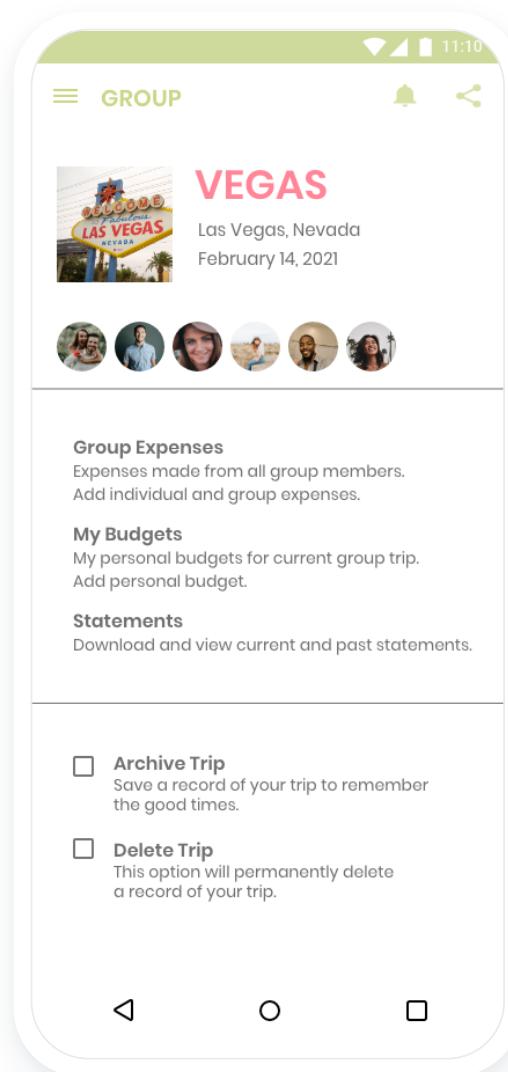


Jill Whalen
UI/UX Designer

Halfsies Mobile App

Your Travel Budget Buddy!

- My role: Information architecture, User research, Wireframes, Prototyping, UI design
- Team Effort
- Programs used: Adobe Xd, Miro, Figma, Invision



Problem to solve

Overspending on trip while traveling with a group.

Goal

The goal was to design a travel app that allowed users to 1) budget for their trip and 2) split payments with their fellow travelers.

Target organization

Travelers between the ages of 20-40 years old.

How we came to proposed solution

We added two features to the app that would facilitate the following, 1) budgeting for trip and 2) splitting payments with the group.

How our solution solved the problem

By adding these two features: (1. budgeting for trip and 2. splitting payments with the group), the travel group was able to plan and record payments ahead of time, budget for upcoming/planned and non-planned expenses, and split payments evenly.

Challenges we faced

- Simplifying the addition of both key features (budgeting and splitting payments).
- Keeping the navigation dropdown options simple and to a minimum.
- Finding different ways and areas to display all necessary information without overloading the navigation bar.

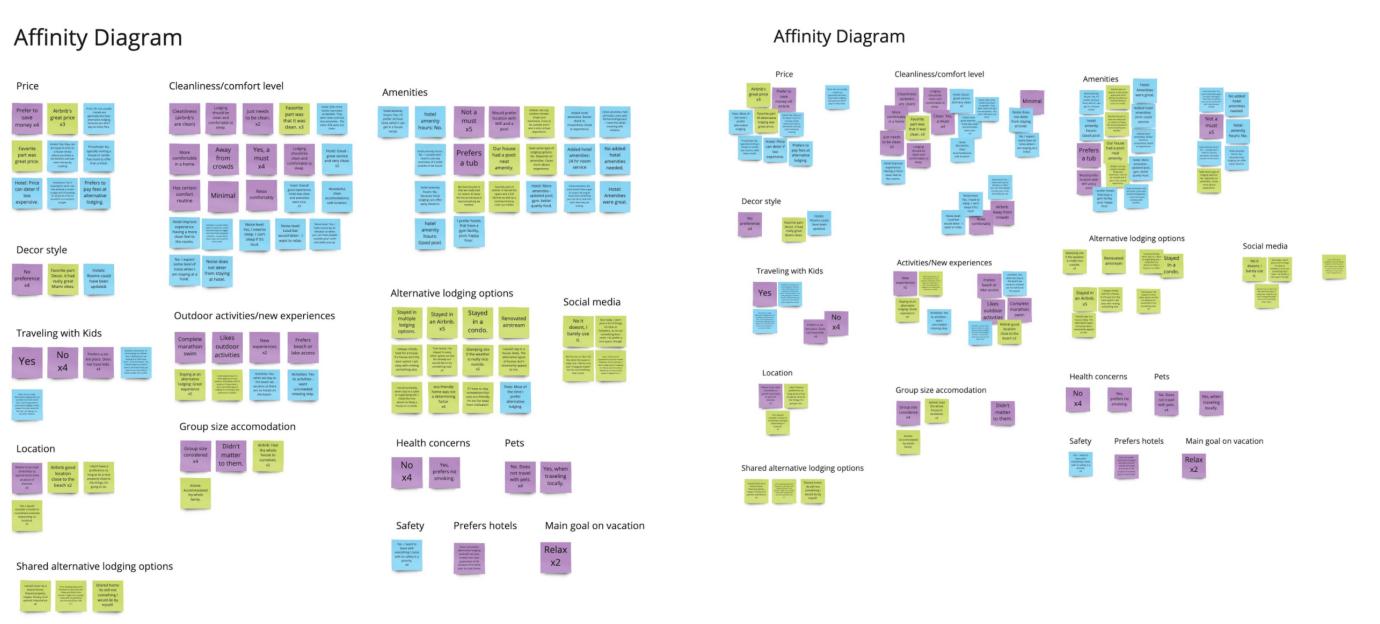
Final results

After we completed the user testing of the app, users found the app to be useful and quite necessary while traveling. Both key features (budgeting and splitting payments) were displayed appropriately and were easy to locate.

What I learned

- Find a creative way to simplify multiple menu items and place them accordingly in a way that was visually pleasing and easy for users to locate.
- While researching the competitors, we gathered the idea to combine the 2 key assets of budgeting and splitting payments.

AFFINITY DIAGRAM



User Research Plan

The User Research Plan consisted of 3 research objective questions with 10 questions each.

- Online survey
- 5 testers
- Key results:
 - Users preferred to travel with a group to cut expenses.
 - Users preferred alternative lodging vs hotels
 - Price was a determining factor for travel plans.
 - Shared accommodation was the preferred option.

USER-PERSONA



PSYCHOGRAPHICS
#naturelover
#beachvibes
#YOLO

ABOUT
Liliana is a broker who is passionate about chess and loves spending time with her friends and family. She is self-employed and enjoys taking several trips a year to the beach with friends and her boyfriend. She loves to relax in the outdoors and explore local mom and pop shops.

KNOWN HABITS

- Subscribe and follow national and international travel blogs.
- Plans her trips 3-6 months ahead of time.
- Research and review hotels and alternative lodging options.

FAVORITE BRANDS

PAIN POINTS

- Pictures from alternative lodging are misleading, as in the house is smaller than it appears and filthy.
- Noisy neighbors.
- Surprise fees.

GOALS

- Find lodging with excellent reviews at a great price.
- Find lodging with enough space to accommodate her and her friends.
- Be so comfortable at the house that she does not need to leave if she doesn't have to.

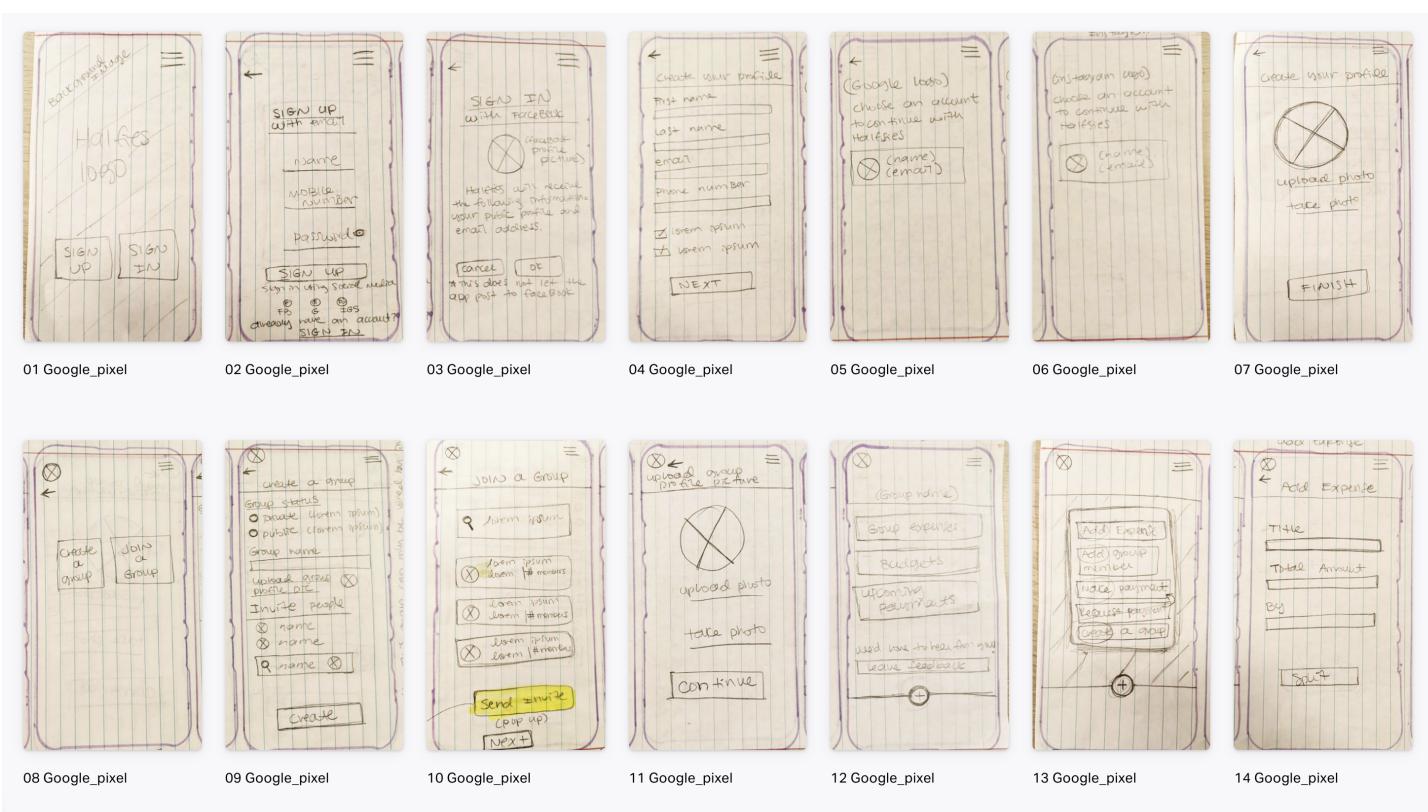
AGE 37
JOB TITLE Real Estate Broker
STATUS Single
LOCATION Austin, TX

Liliana Mason

User Persona

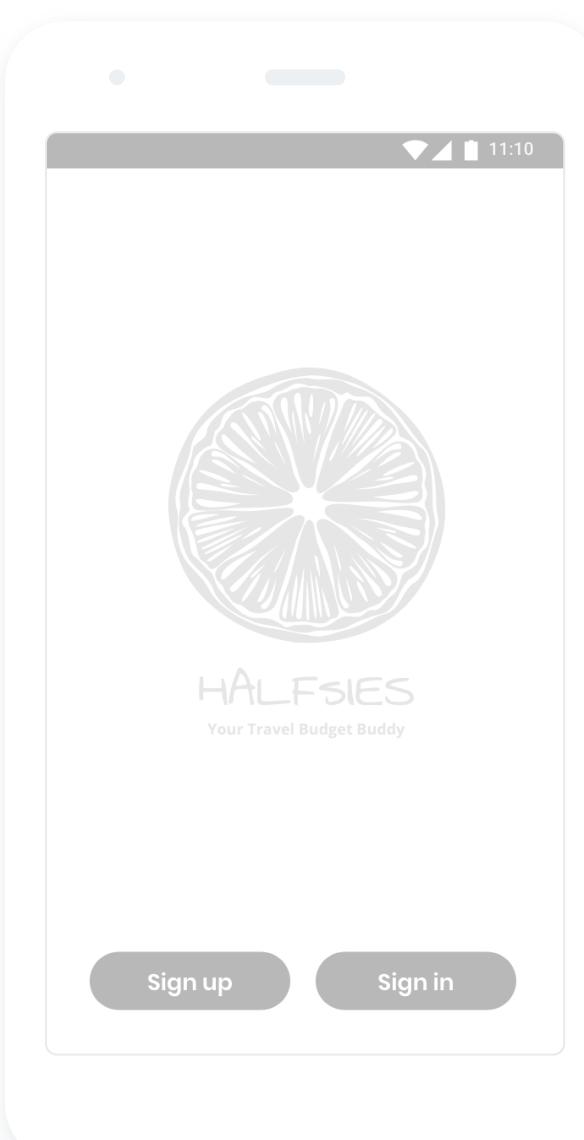
Based on the research, we set up a user persona – **Liliana Mason**.

- Key information: Goals & Pain Points.
- We reflected back on our persona specifically during the Feature Prioritization Matrix, Proposition Canvas, User Scenario, Story Board and User Journey Map.



Sketches

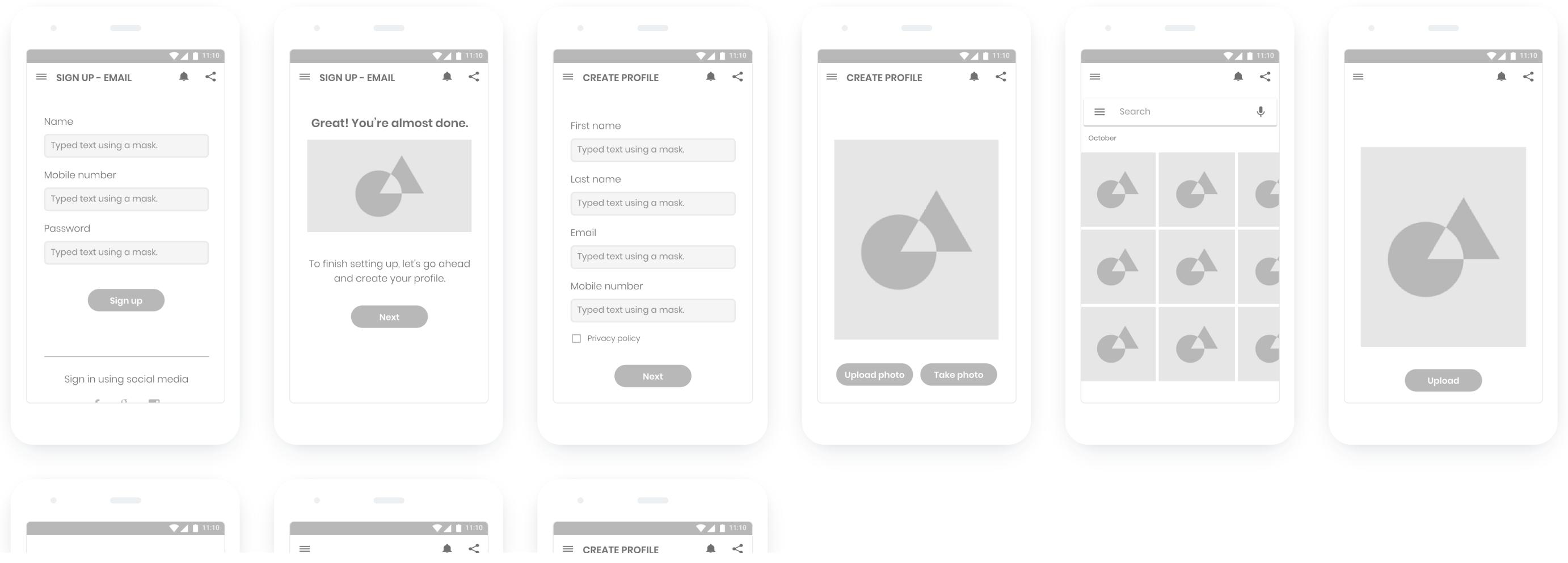
- Design was influenced by competitor apps and commonly-used budget apps.
- There were three different versions made. Each version added an asset or a function the previous one did not have. Ultimately, we chose version three (displayed).

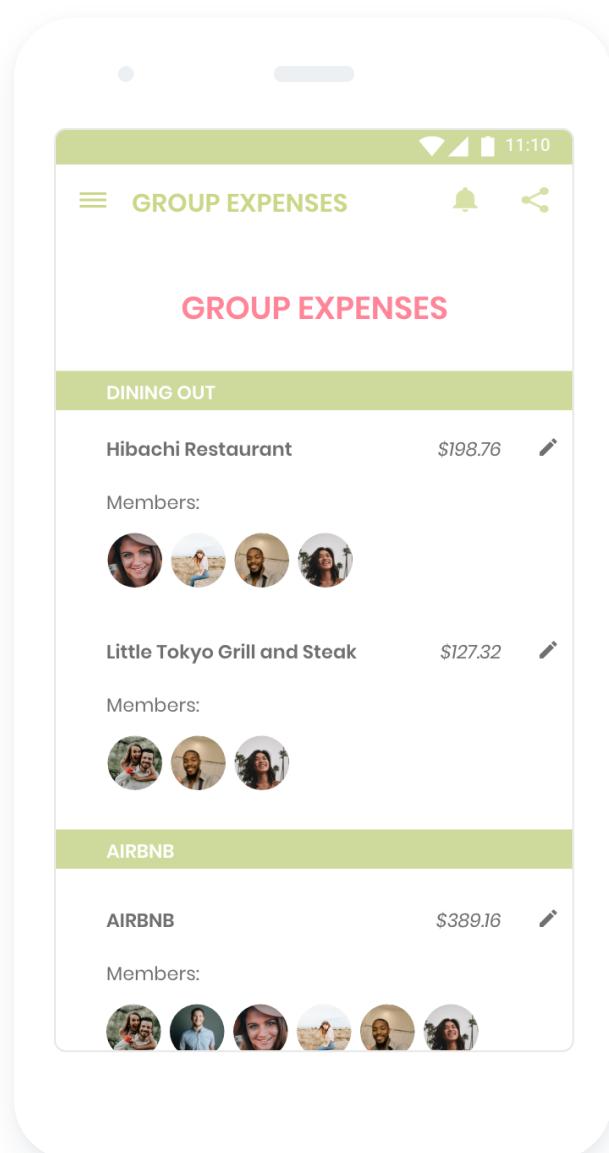
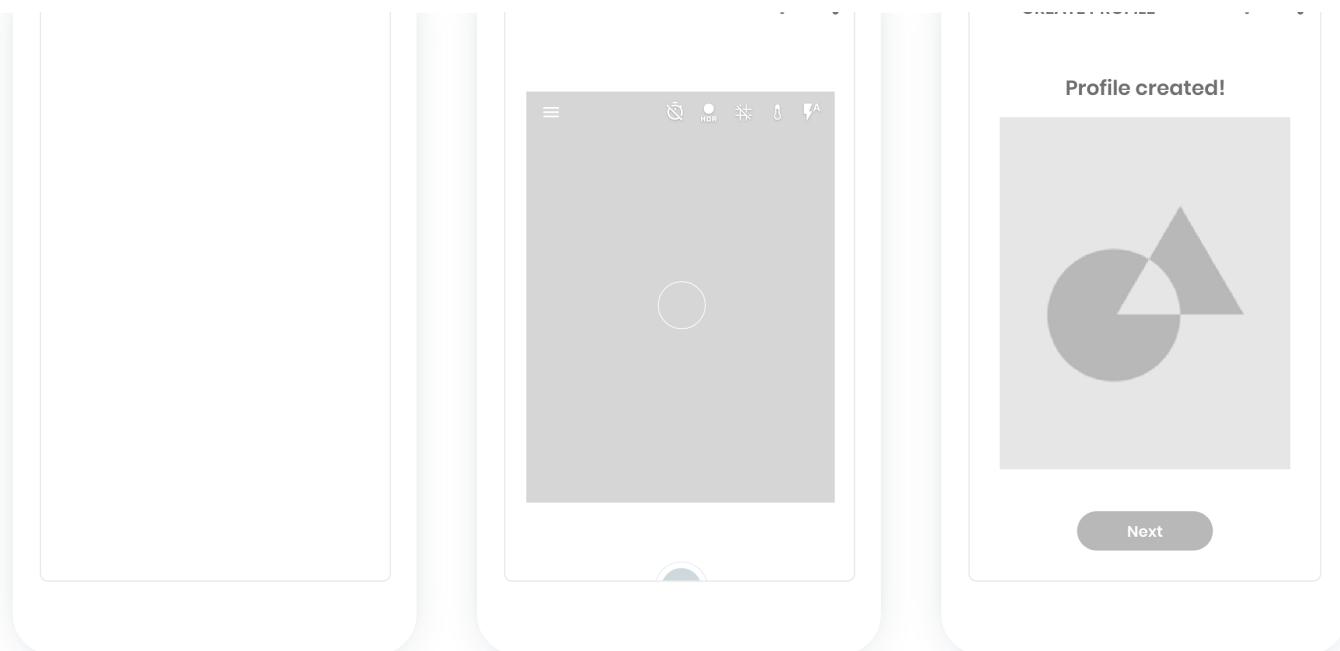


Low-Fi Wireframes

At the beginning of the design process, we created wireframes for testing purposes.

- Low fidelity wireframes
- Prototype: Adobe XD
- 4 iterations

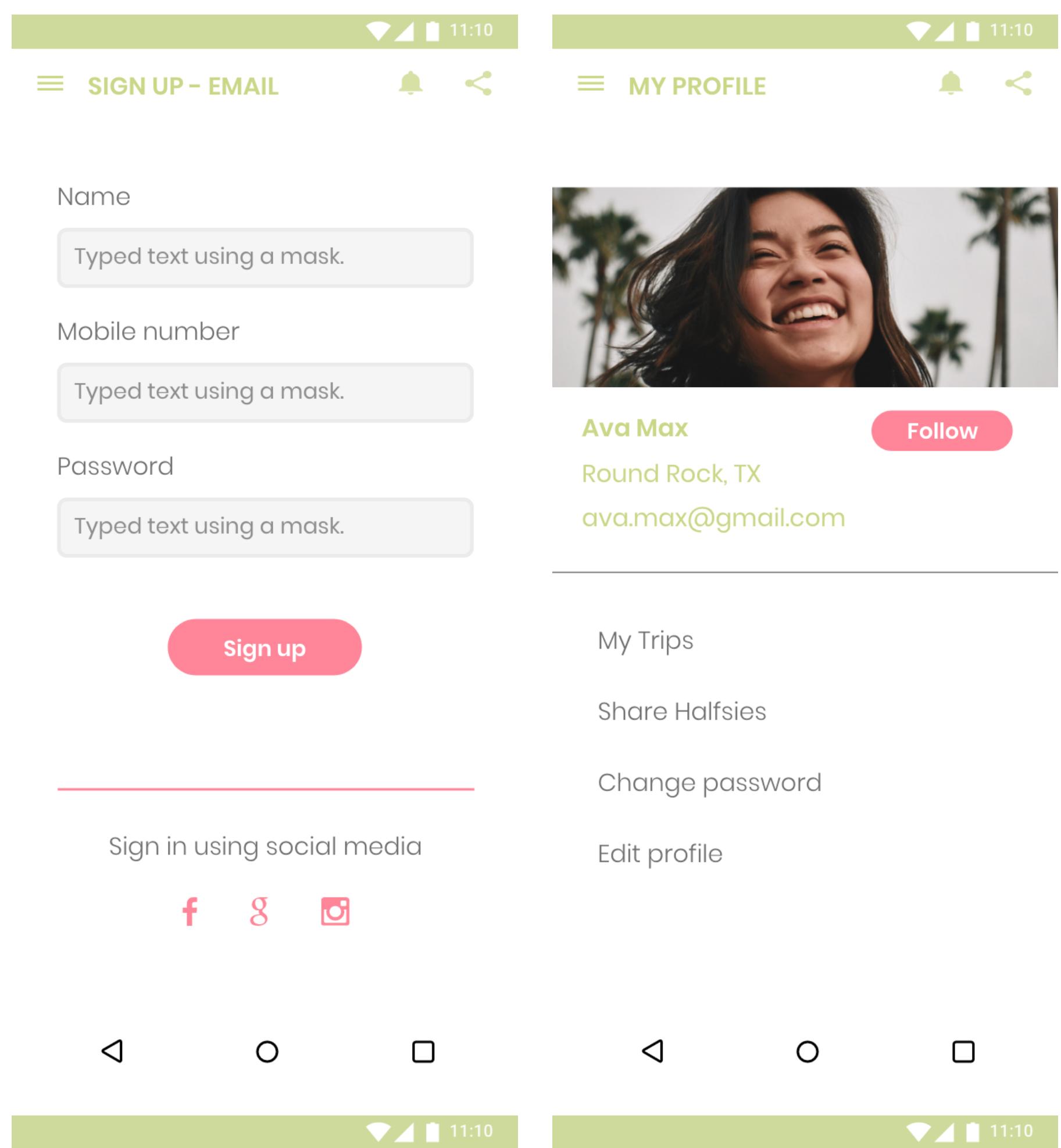
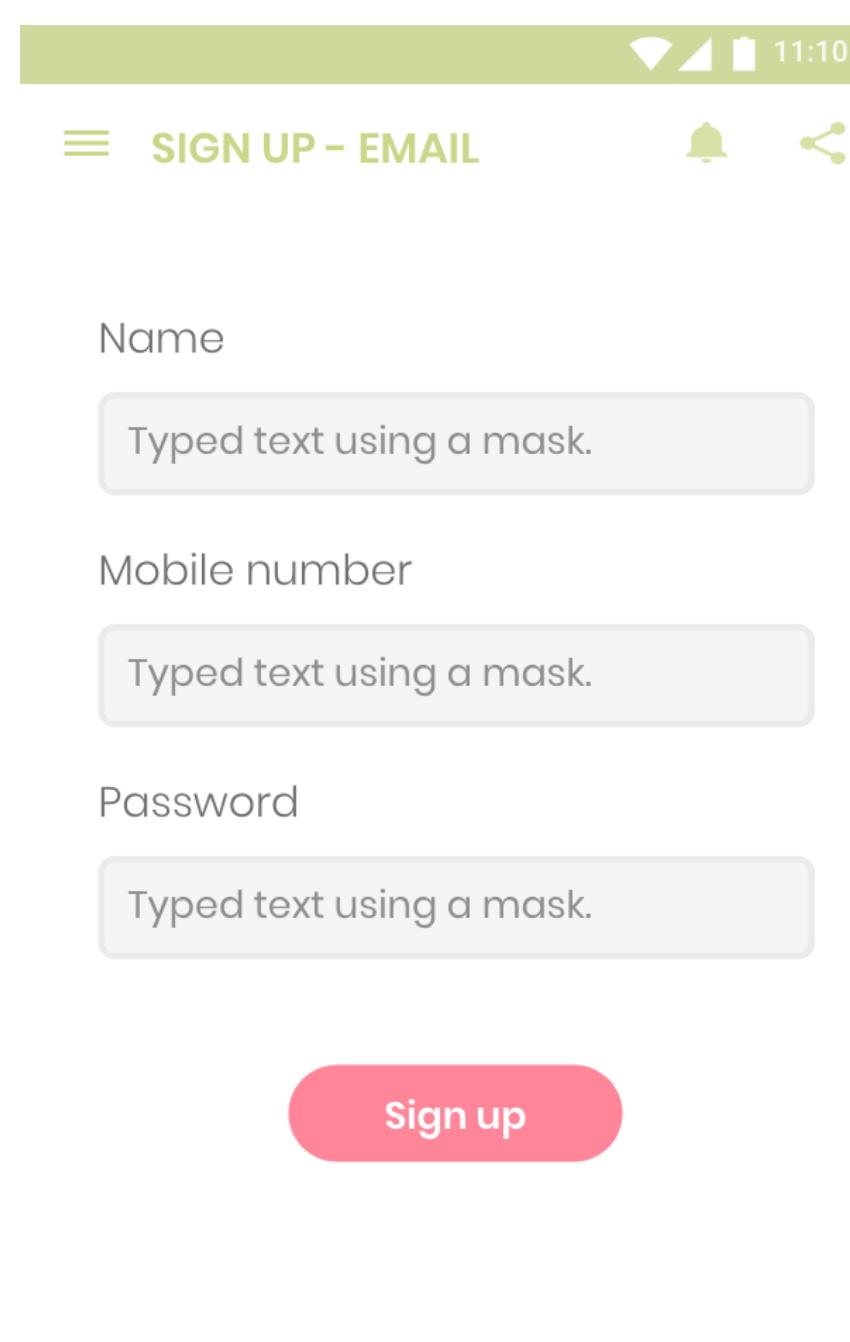
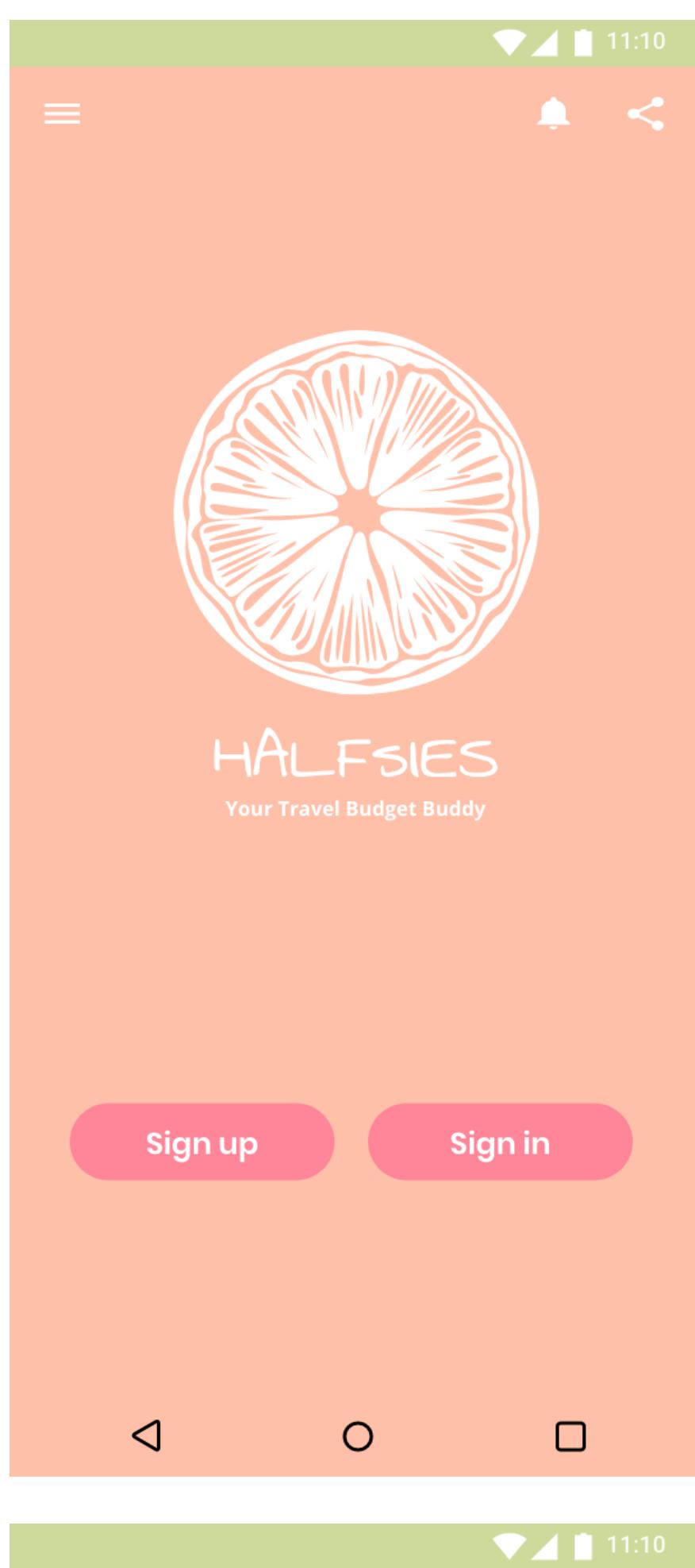




UI Design

Once we tested out all usability mistakes, we started designing the final screens in Adobe Xd.

- Prototype: Adobe Xd
- Visual style: Friendly, contemporary, modern, clean
- Style inspiration: Use of white space with small hints of color.



[SIGN IN](#)[GROUP](#)[GROUP EXPENSES](#)

Next step is to join or create a group.

[Join Group](#)[Create Group](#)

VEGAS

Las Vegas, Nevada

February 14, 2021



Group Expenses

Expenses made from all group members.

Add individual and group expenses.

My Budgets

My personal budgets for current group trip.
Add personal budget.

Statements

Download and view current and past statements.

Archive Trip

Save a record of your trip to remember the good times.

Delete Trip

This option will permanently delete a record of your trip.

GROUP EXPENSES

DINING OUT

Hibachi Restaurant

\$198.76

Members:



Little Tokyo Grill and Steak

\$127.32

Members:



AIRBNB

AIRBNB

\$389.16

Members:



This project was a lot of fun to work on. We loved researching the competitor apps and discovering that by combining a couple of assets from each one, we could create a new product that produced better results and met user needs.

4

Iterations

75

Screens

100%

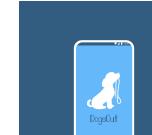
End user goal met



Jill Whalen
UI/UX Designer

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