eCommerce/User Experience

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Project Summary

Project Objectives

Create a Bank of America branded Facebook application that helps customers record their savings history towards goals. Users will specify goals to complete for an incentive to save. Using an existing and continuously gathered database of “indulgences” users select what they will attempt to remove from their daily routine. The savings will then be tracked visually for a “earning towards goal” display. Posting and social challenges can then be leveraged as possible new member acquisition.

Goal Statement

UX goals and objectives balanced with BRD or Charter objectives - including alignment with the identified Hoshin Goals.

Business Case Objectives

BRD or Charter is a good resource for this information.

Project Scope

BRD or Charter is a good resource for this information.

UX Opportunities and Constraints

OPPORTUNITIES:
We can help users
We can
We can

CONSTRAINTS:
System requirement
Database requirement
Experience requirement
Business requirement

Project Team

Thomas Bontempo - Project Champion
Name Name - Online Channel Mgr (OCM)
Name Name - Technology Design Mgr (TDM)
Name Name - Technology Design Lead (TDL)
Name Name - Change Mgr
Name Name - Legal
Name Name - Risk and Compliance
Christian Grill- UX Experience Mgr
Christian Grill - UX Project Lead
Christian Grill - Interaction Designer (IxD)
Christian Grill - Visual Designer (VzD)
Name Name - Editorial Designer (ED)
Name Name - Usability Engineer (UE)

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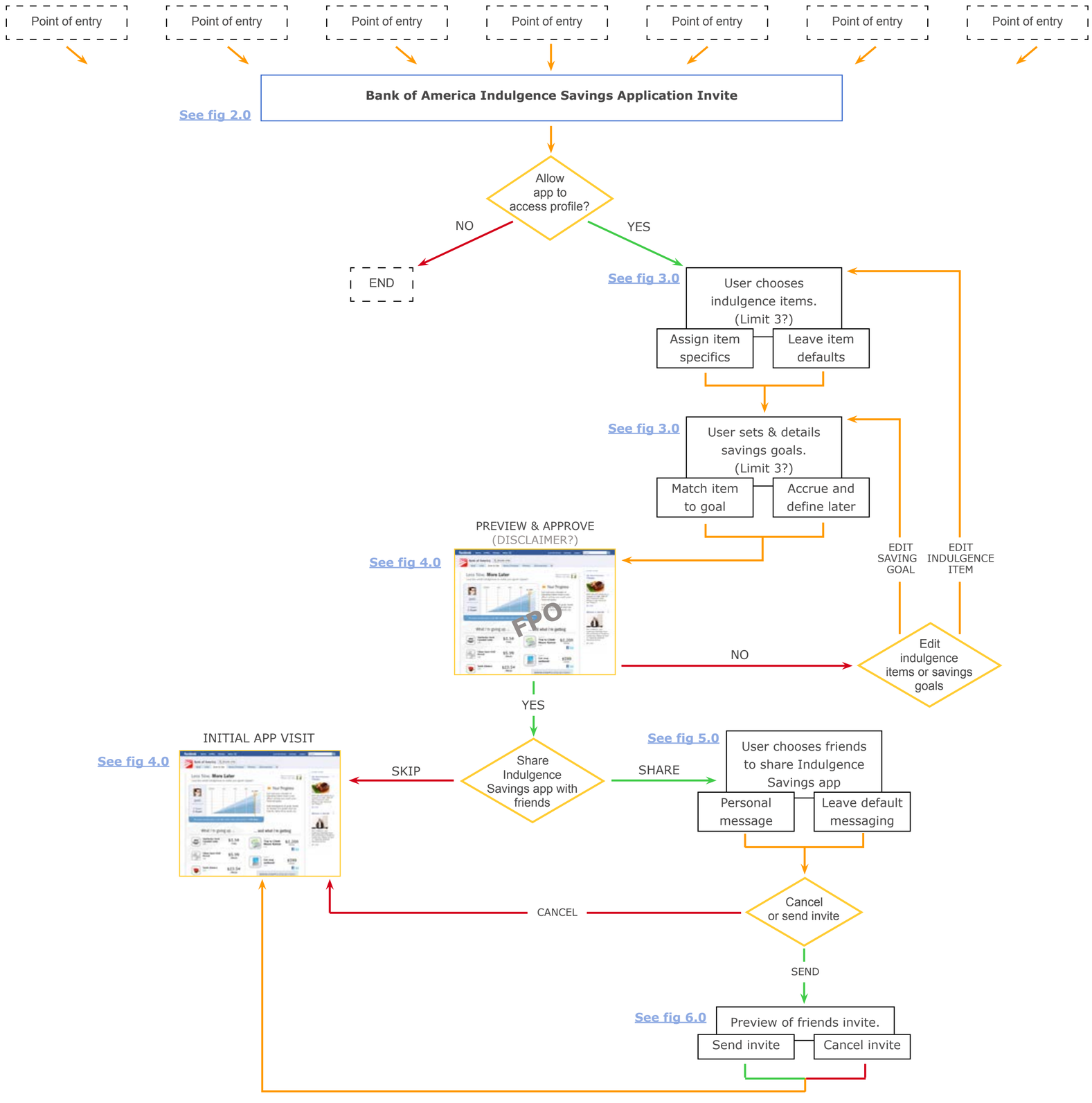
Revision History

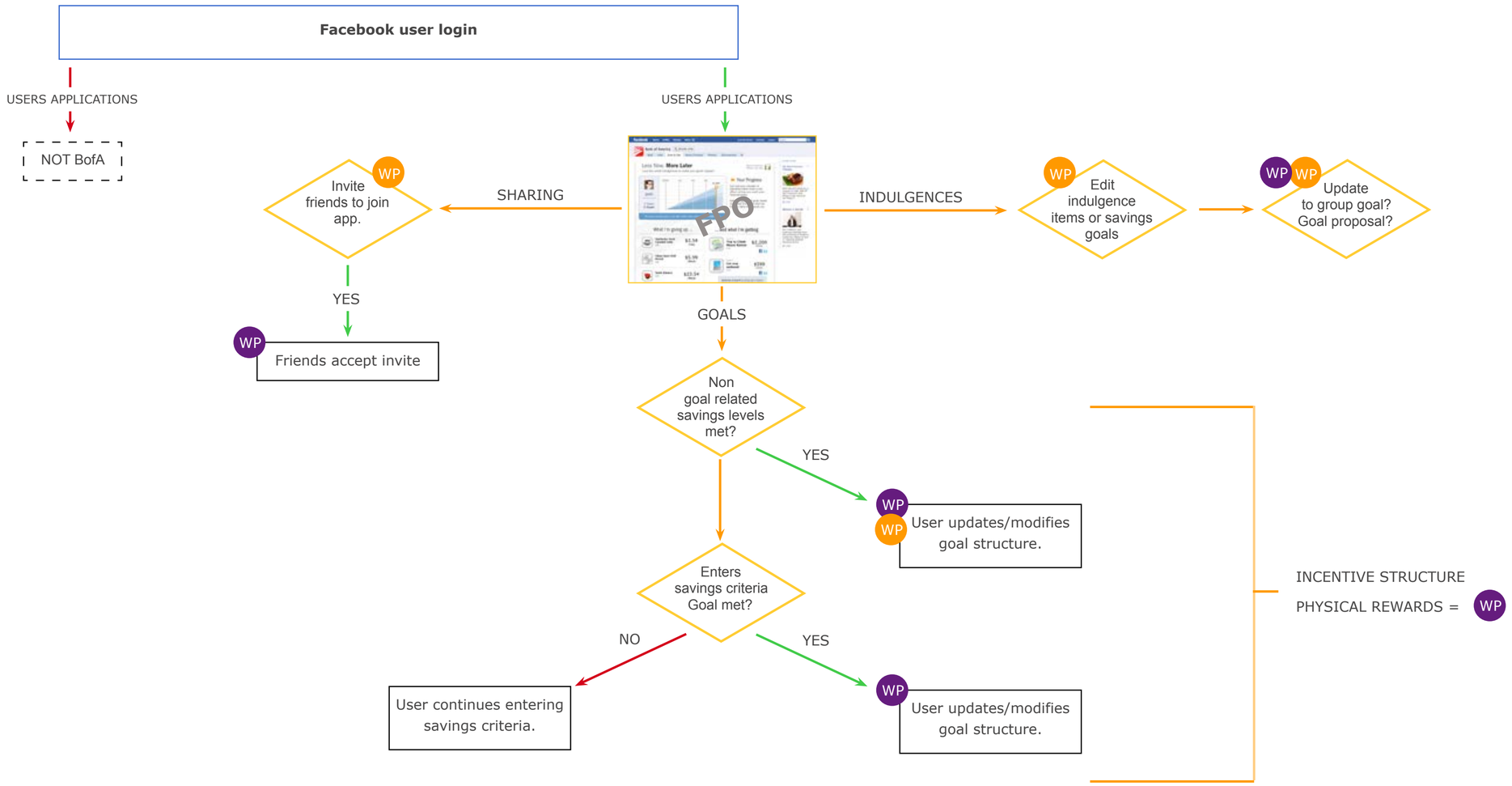
Review Based Revision History				
Date	Version number	Author	Change trigger	Change
03/04/2010	v0	CGrill	N/A	Initial Draft
03/11/2010	v1	CGrill	Flow review	Add disclaimers & return flows
03/15/2010	v1.1	CGrill	N/A	Screens added
03/18/2010	v1.2	CGrill	Screen review	Adds invite screens. Auth and unauth.
03/22/2010	v1.3	CGrill	Team presentaion	Screens added
03/24/2010	v1.4	CGrill	con't from Team presentaion	Screens added
03/26/2010	v1.5	CGrill	Screen review	Add alternate Preview and Core. Drag and Drop
03/29/2010	v1.6	CGrill	Product shift, revise directional	Updates for individual savings.
03/31/2010	v1.7	CGrill	Screen review	Add Green & Penny paths
04/02/2010	v1.8	CGrill	Screen review	Revised Preview and Core dashboard.
04/05/2010	v1.9	CGrill	Editiorial review	Ed changes
04/06/2010	v2	CGrill	N/A	Clean up

Review Based Revision History (external partner versions)				
Date	Version number (external use only)	Author	Change trigger	Change

Application acknowledgement and acceptance process flow



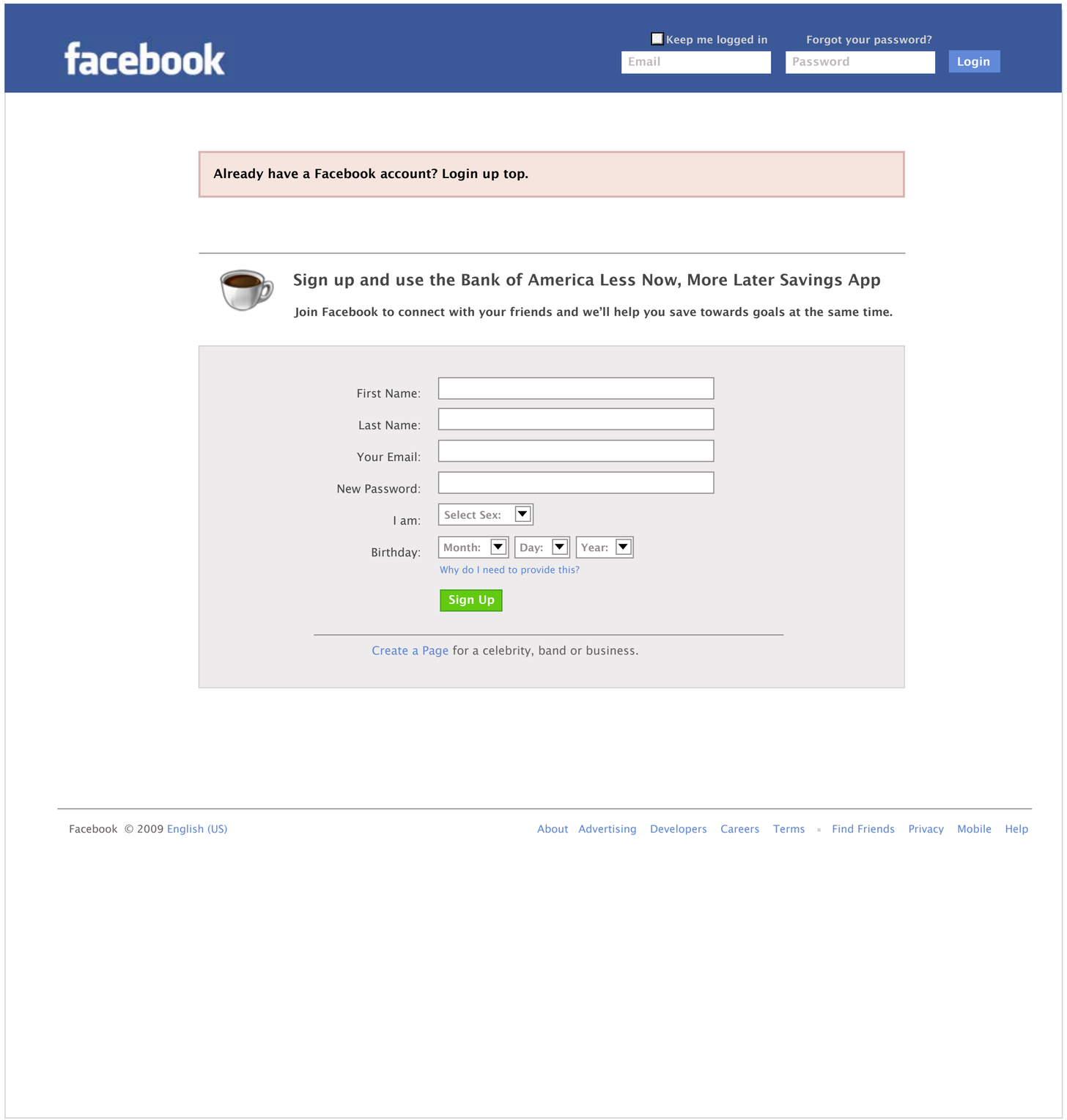
Return user flow



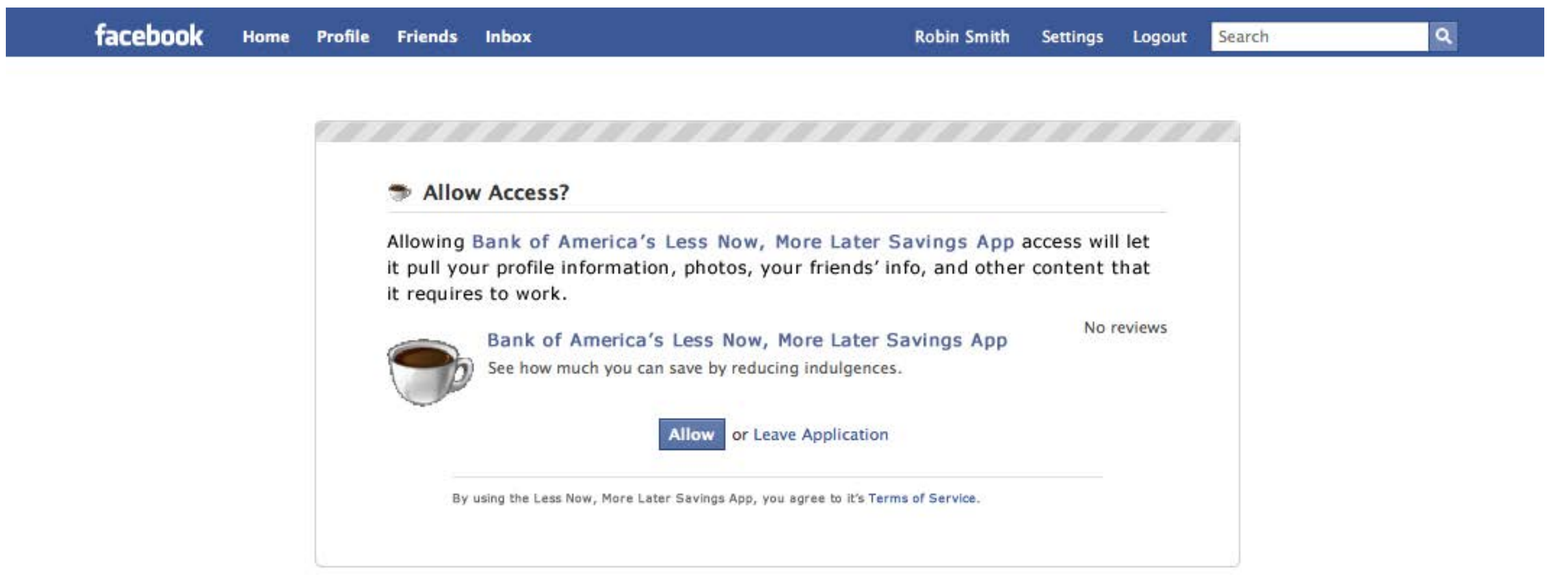
WP = user initiated wall post/interaction

WP = Facebook prompted wall post/interaction

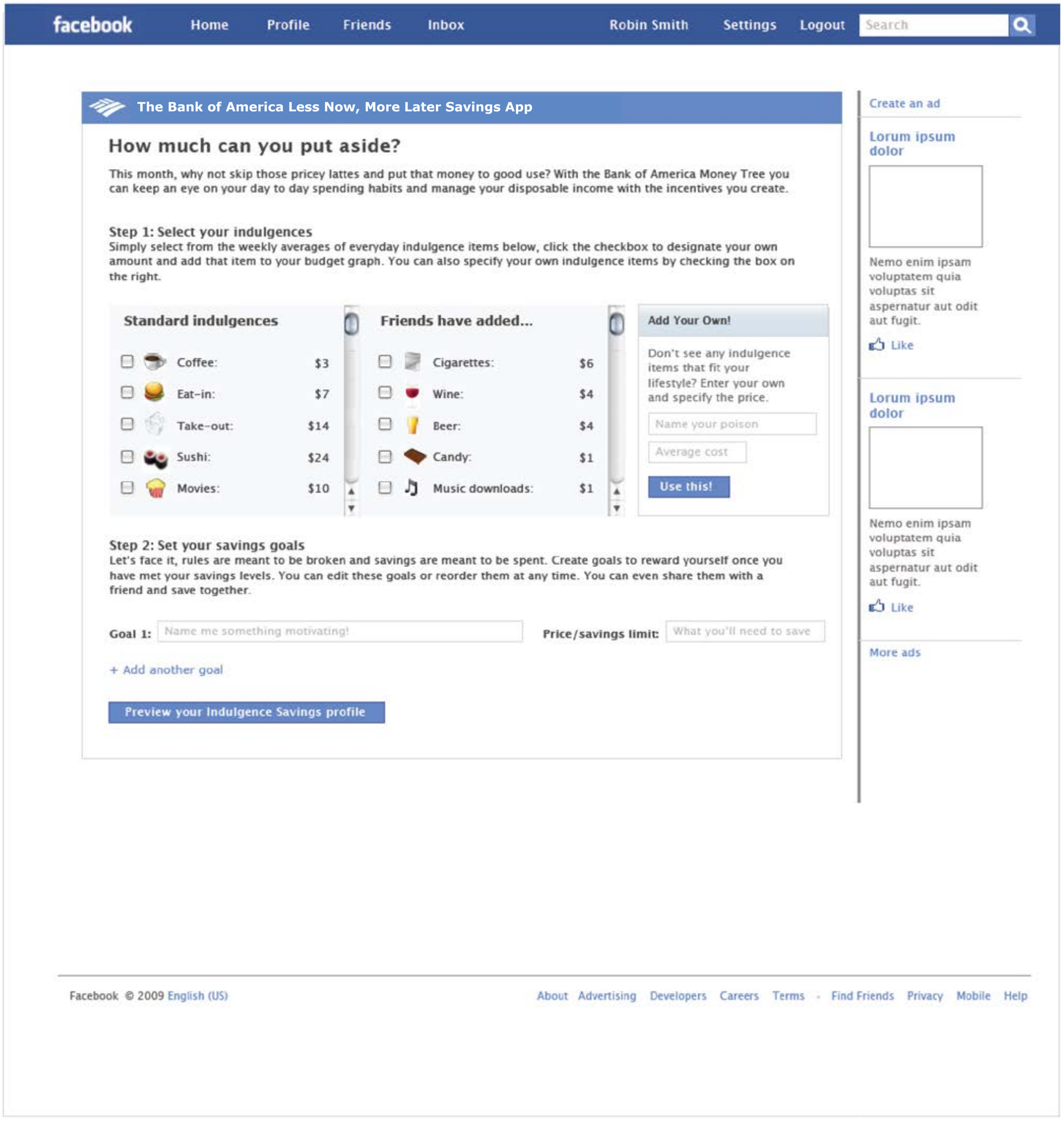
1.0 Facebook app: Invite (Unauthenticated)



2.0 Facebook app: Invite (Authenticated)

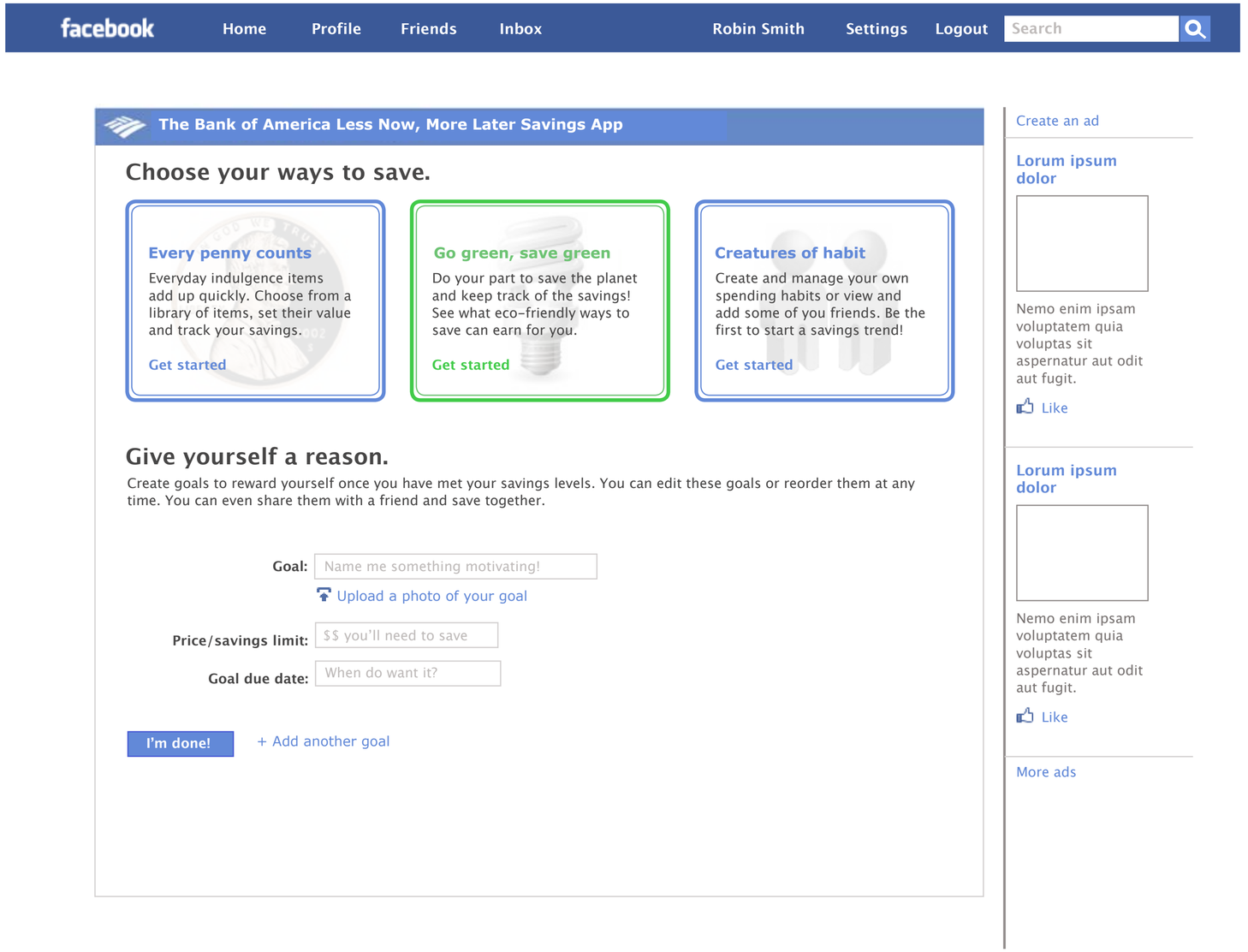


3.0 Facebook app: Setup (Indulgence path)



3.0a Facebook app: Setup (Go green path)

Return to process flow



3.0b Facebook app: Setup (Every penny path)

Return to process flow

facebook Home Profile Friends Inbox Robin Smith Settings Logout Search

The Bank of America Less Now, More Later Savings App

Choose your ways to save.

Every penny counts

Check up to 3 items that you purchase frequently, then set the value that you usually spend for each. When you are finished click "Add to My Money Tree" those items will be available for you to track your savings.

Music downloads
On a single purchase I usually spend $$

Add to My Money Tree

Create an ad

Lorum ipsum dolor

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Like

Lorum ipsum dolor

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Like

More ads

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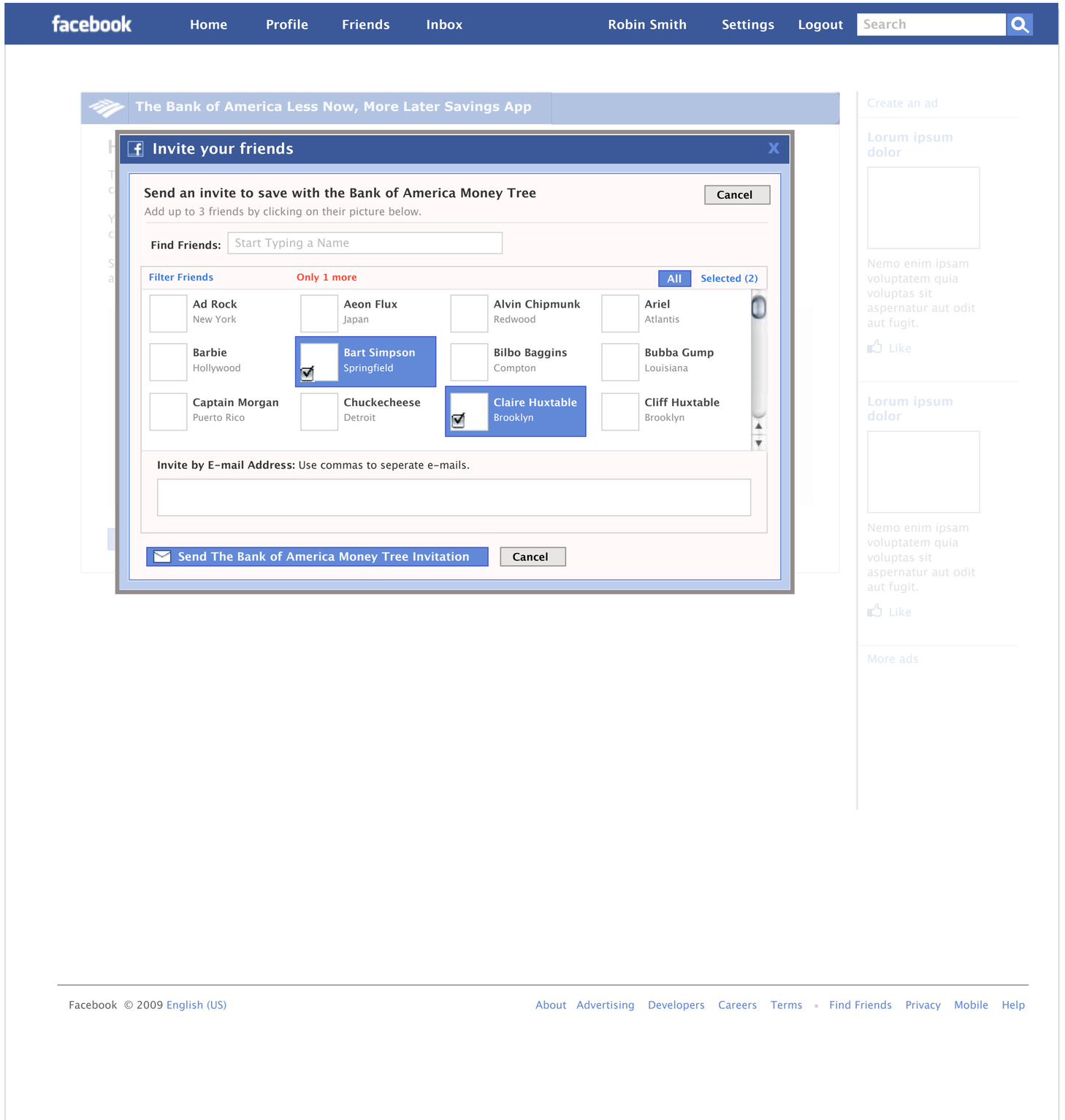
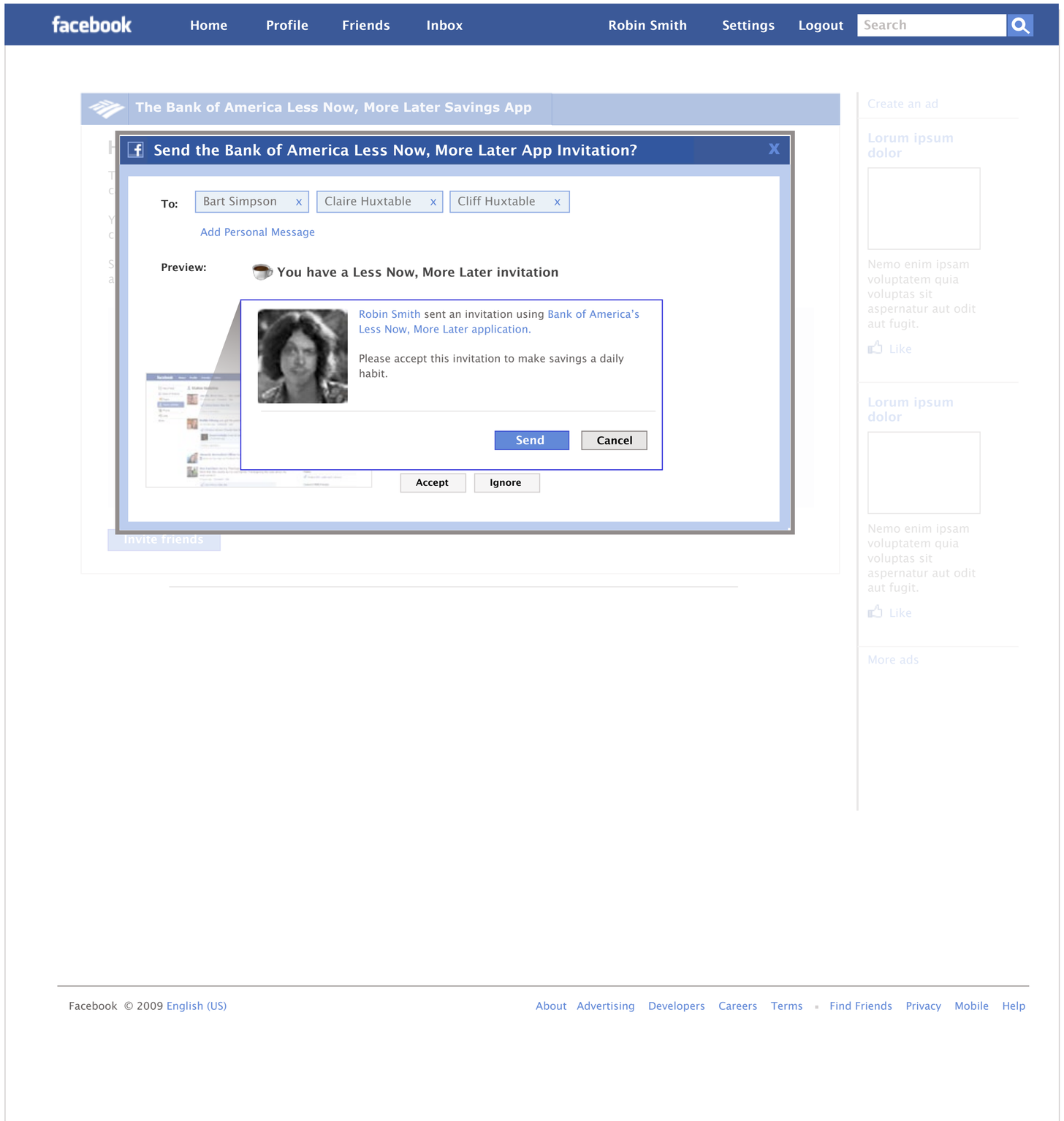
4.0 Facebook app: Preview & Core

4.0 Facebook app: Preview & Core (alternate)

5.0 Facebook app: Invite friends

Return to process flow



6.0 Facebook app: Review invite

Return to process flow