



UX Design Specifications

Indulgence Savings Facebook Application

CR#645732 Conceptual v2.0 BofA_indulgenceApp_v2.indd April 6, 2010 8:31a.m.

eCommerce/User Experience

Author: Christian Grill

Table of Contents

Contents

Table of Contents.....	2
Project Summary.....	3
Revision History	4
Application acknowledgement and acceptance process flow	5
Return Page flow	6
Facebook app: Invite (Unauthenticated)	7
Facebook app: Invite (Authenticated)	8
Facebook app: Setup (Indulgence path)	9
Facebook app: Setup (Go green path)	10
Facebook app: Setup (Every penny path).....	11
Facebook app: Preview & Core	12
Facebook app: Preview & Core (alternate)	13
Facebook app: Invite friends	14
Facebook app: Review Invite.....	15

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

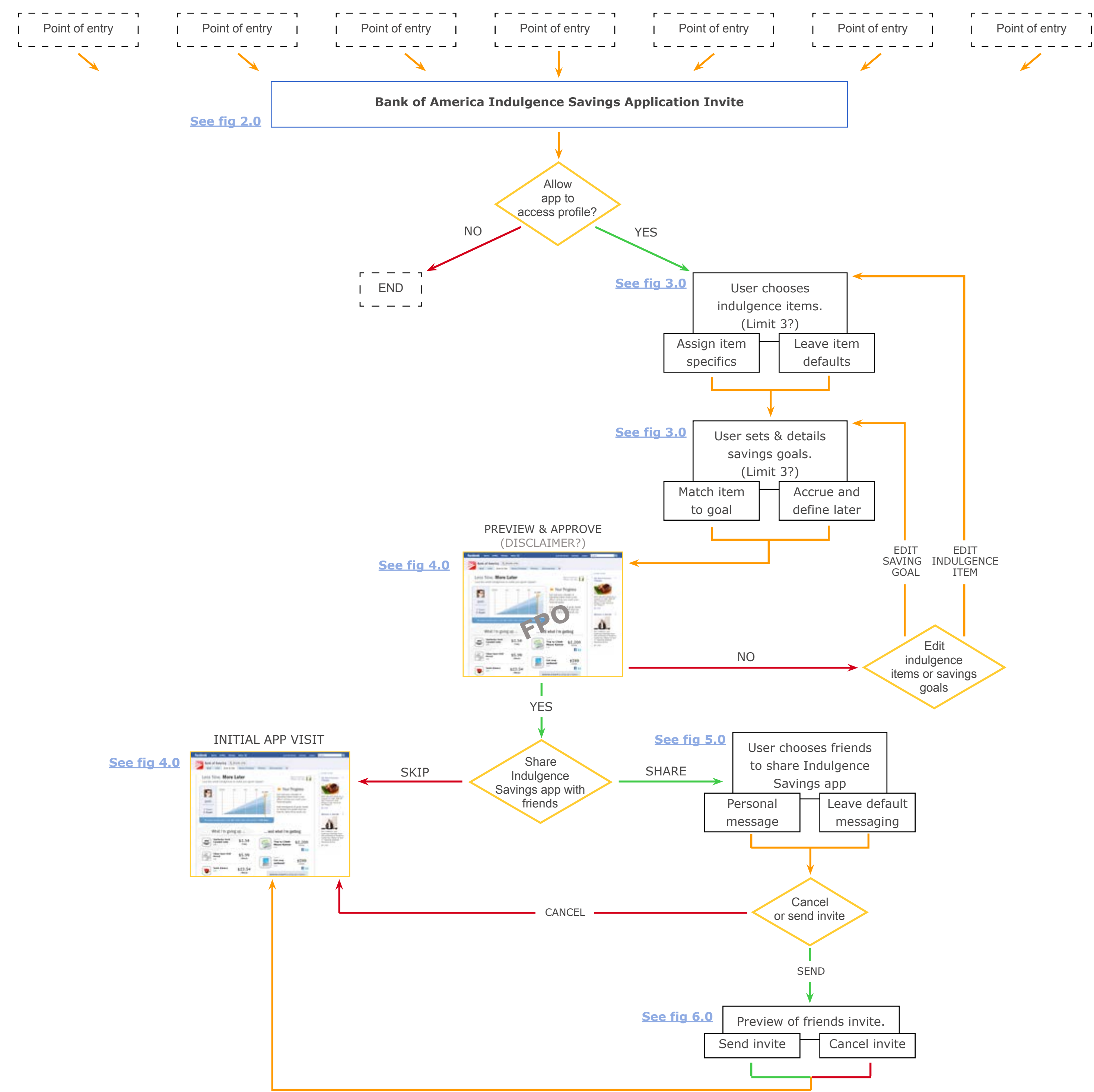
Project Team

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)

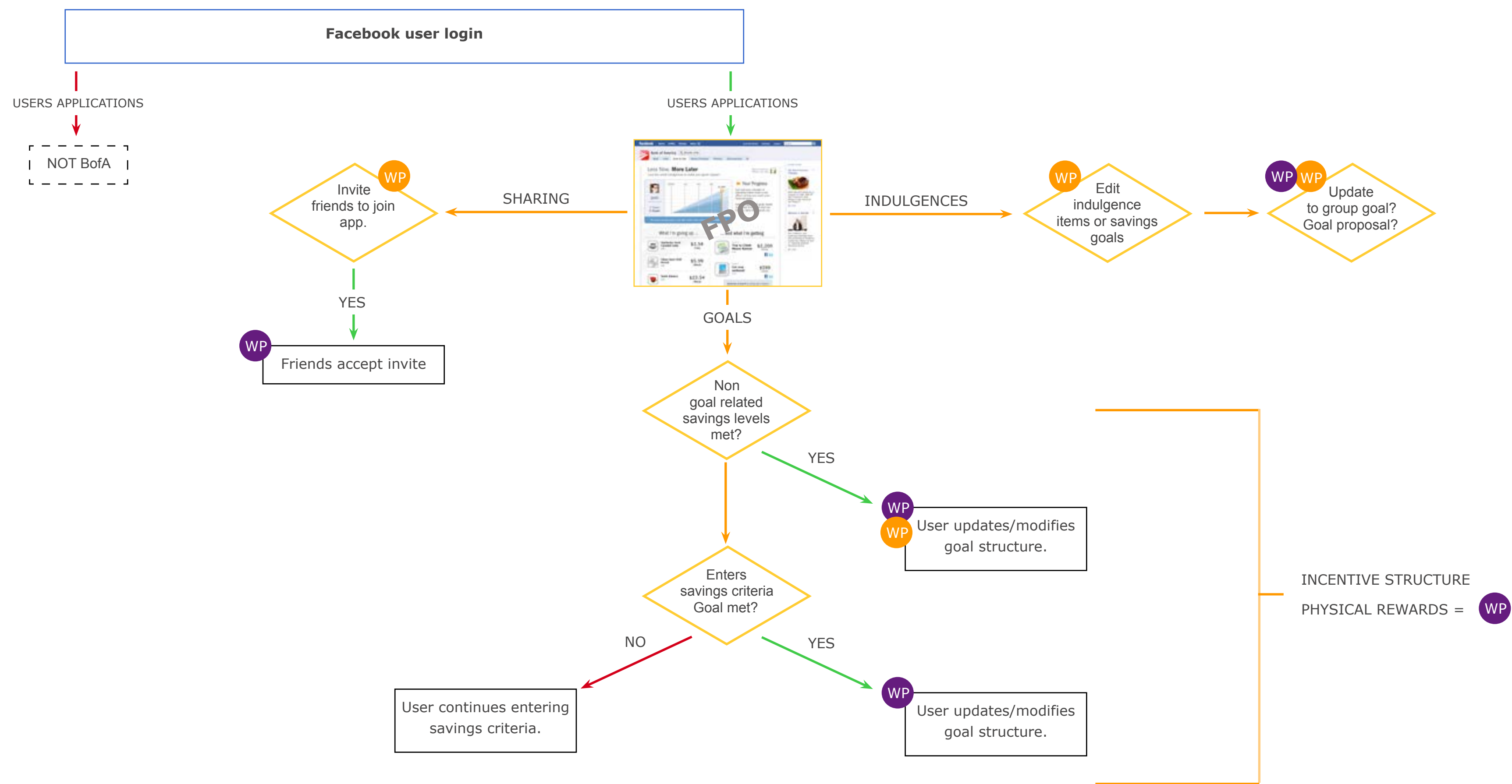
Revision History

[illegible][illegible]

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)

facebook

☐ Keep me logged in


Forgot your password?

Email

Password

Login

Already have a Facebook account? Login up top.



Sign up and use the Bank of America Less Now, More Later Savings App

Join Facebook to connect with your friends and we'll help you save towards goals at the same time.

First Name:

Last Name:

Your Email:

New Password:

I am:

Select Sex: ▼

Birthday:

Month: ▼

Day: ▼

Year: ▼

Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.

Facebook © 2009 English (US)

About

Advertising

Developers

Careers

Terms

▪

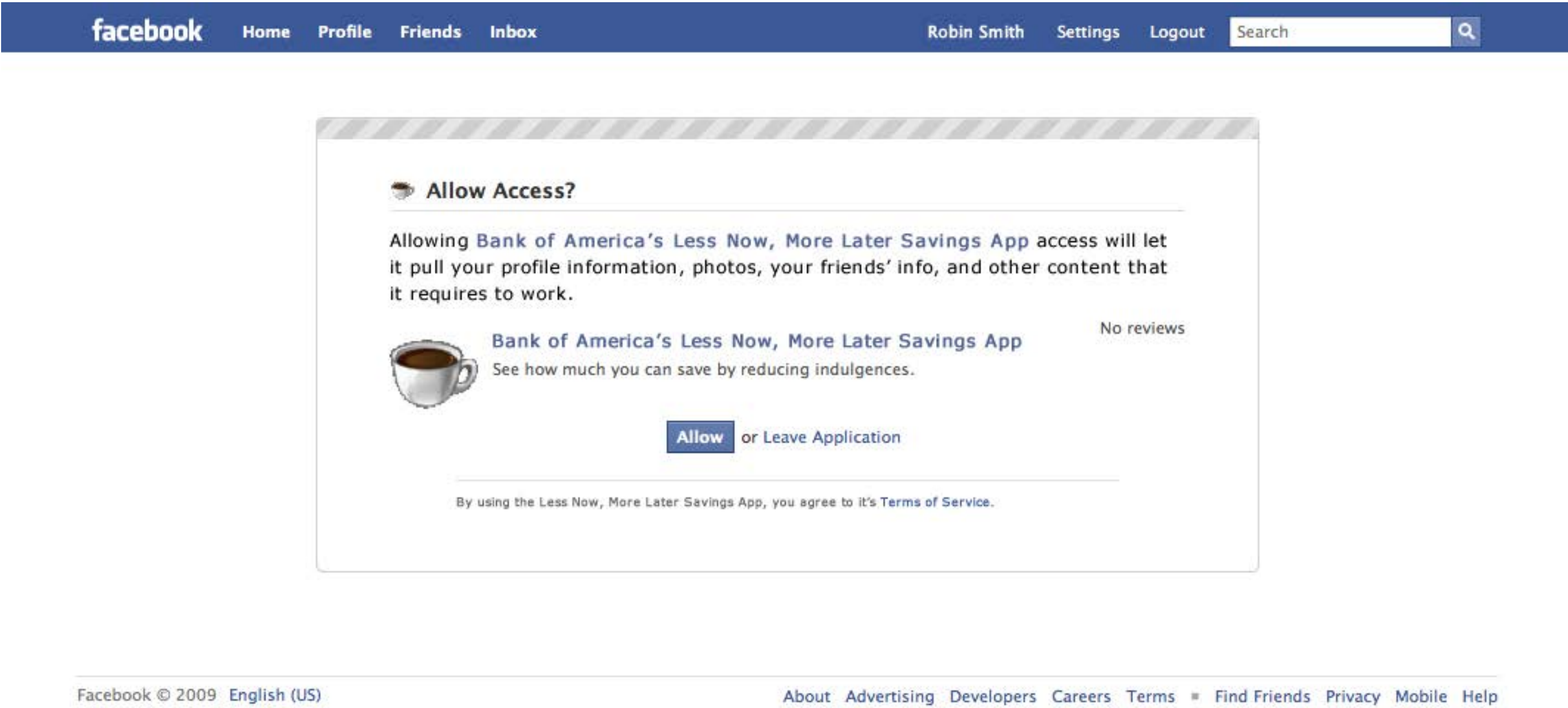
Find Friends

Privacy

Mobile

Help

2.0 Facebook app: Invite (Authenticated)



3.0 Facebook app: Setup (Indulgence path)

facebook

HomeProfileFriendsInbox

Robin SmithSettingsLogout

Search

The Bank of America Less Now, More Later Savings App

How much can you put aside?

This month, why not skip those pricey lattes and put that money to good use? With the Bank of America Money Tree you can keep an eye on your day to day spending habits and manage your disposable income with the incentives you create.

Step 1: Select your indulgences

Simply select from the weekly averages of everyday indulgence items below, click the checkbox to designate your own amount and add that item to your budget graph. You can also specify your own indulgence items by checking the box on the right.

Standard indulgences

☐

Coffee:

\$3

☐

Eat-in:

\$7

☐

Take-out:

\$14

☐

Sushi:

\$24

☐

Movies:

\$10

Friends have added...

☐

Cigarettes:

\$6

☐

Wine:

\$4

☐

Beer:

\$4

☐

Candy:

\$1

☐

Music downloads:

\$1

Add Your Own!

Don't see any indulgence items that fit your lifestyle? Enter your own and specify the price.

Name your poison

Average cost

Use this!

Step 2: Set your savings goals

Let's face it, rules are meant to be broken and savings are meant to be spent. Create goals to reward yourself once you have met your savings levels. You can edit these goals or reorder them at any time. You can even share them with a friend and save together.

Goal 1:

Name me something motivating!

Price/savings limit:

What you'll need to save

+ Add another goal

Preview your Indulgence Savings profile

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

Facebook © 2009 English (US)

AboutAdvertisingDevelopersCareersTerms

Find FriendsPrivacyMobileHelp

Bank of America: Proprietary, Confidential, Copyright 2010. Bank of America Work Product

BofA_indulgenceApp_v2.indd

April 6, 2010 8:31 AM

9 of 15

3.0a Facebook app: Setup (Go green path)

facebook

HomeProfileFriendsInbox

Robin SmithSettingsLogout

Search

The Bank of America Less Now, More Later Savings App

Choose your ways to save.

Every penny counts

Everyday indulgence items add up quickly. Choose from a library of items, set their value and track your savings.

Get started

Go green, save green

Do your part to save the planet and keep track of the savings! See what eco-friendly ways to save can earn for you.

Get started

Creatures of habit

Create and manage your own spending habits or view and add some of you friends. Be the first to start a savings trend!

Get started

Give yourself a reason.

Create goals to reward yourself once you have met your savings levels. You can edit these goals or reorder them at any time. You can even share them with a friend and save together.

Goal:

Upload a photo of your goal

Price/savings limit:

Goal due date:

I'm done!

+ Add another goal

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

Go green, save green

Do your part to save the planet and keep track of the savings! See what eco-friendly ways to save can earn for you.

Get started

Energy Saving Lights

Save

Gas

Save

Item

Save

Item

Save

Item

Save

Item

Save

Item

Save

Item

Save

Item

Save

Item

Save

Facebook © 2009 English (US)

AboutAdvertisingDevelopersCareersTermsFind FriendsPrivacyMobileHelp

Bank of America: Proprietary, Confidential, Copyright 2010. Bank of America Work Product

BofA_indulgenceApp_v2.indd

April 6, 2010 8:31 AM

10 of 15

3.0b Facebook app: Setup (Every penny path)

[Return to process flow](#)

facebook

HomeProfileFriendsInbox

Robin SmithSettingsLogout

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

Facebook © 2009 [English \(US\)](#)

[About](#)

[Advertising](#)

[Developers](#)

[Careers](#)

[Terms](#)

[Find Friends](#)

[Privacy](#)

[Mobile](#)

[Help](#)

Bank of America: Proprietary, Confidential, Copyright 2010. Bank of America Work Product

BofA_indulgenceApp_v2.indd

April 6, 2010 8:31 AM

11 of 15

4.0 Facebook app: Preview & Core

facebook

HomeProfileFriendsInbox1

Josh BuchananSettingsLogoutSearch

Bank of America
[Become a Fan](#)

WallInfoGive & GetNews/PromosPhotosDiscussions>>

Less Now, More Later

Lose the small indulgences to make your goals happen

Bank of America
Money Tree App

Your Progress

See how your changes in spending habits have a real effect on how you reach your financial goals.

Add indulgences & goals below to change this graph and see how far away those goals are.

Josh

3 Saves
2 Goals

TODAY	2m	4m	6m	\$2,200

At your current pace, you will reach your next goal in **140 days**.

What I'm giving up ...

Starbucks Venti Caramel Latte
Edit

\$3.54 /Day

Video Store DVD Rental
Edit

\$5.99 /Week

Sushi dinners
Edit

\$23.54 /Week

... and what I'm getting

Goal 1
Trip to Climb Mount Rainier
Edit

\$2,200 GOAL

f t

Goal 2
Get new netbook!
Edit

\$599 GOAL

f t

Motivate yourself by telling your friends about your goals. Let Facebook or Twitter know that you're making a change.

Do you need a separate account that will help you with your new goals? **Keep the Change®** is for you.
Open an account with Bank of America today.

Create an Ad

Do San Francisco Cheaply x

Each day we'll email you a coupon for 40%-90% off San Francisco's best things to eat, see & do. See today's!

[Like](#)

Become a teacher x

Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online

[Like](#)

Facebook © 2009 English (US)

About Advertising Developers Careers Terms Find Friends Privacy Mobile Help

Applications Chat (Offline)

4.0 Facebook app: Preview & Core (alternate)

facebook

HomeProfileFriendsInbox

Robin SmithSettingsLogout

Search

The Bank of America Less Now, More Later Savings App

Less Now, More Later

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Spent

Indulgences

\$3.00

\$1.00

\$23.00

Saved

Goals

edit

iPad

\$599.00

\$128.50 EARNED

\$470.50 TO GO

View Graph

hide

TODAY3m6m9m12m

At the current pace, you will reach your goal in 140 days.

Decembers Top Three

Cory Renner

Total saved \$1,120

Sam Hall

Total saved \$1,040

JJ Ridley

Total saved \$960

view all

Team up or throw down!

Invite your friends to help save for the same goal or challenge to see who reaches it first!

Bring it on!

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

Facebook © 2009 English (US)

AboutAdvertisingDevelopersCareersTermsFind FriendsPrivacyMobileHelp

Bank of America: Proprietary, Confidential, Copyright 2010. Bank of America Work Product

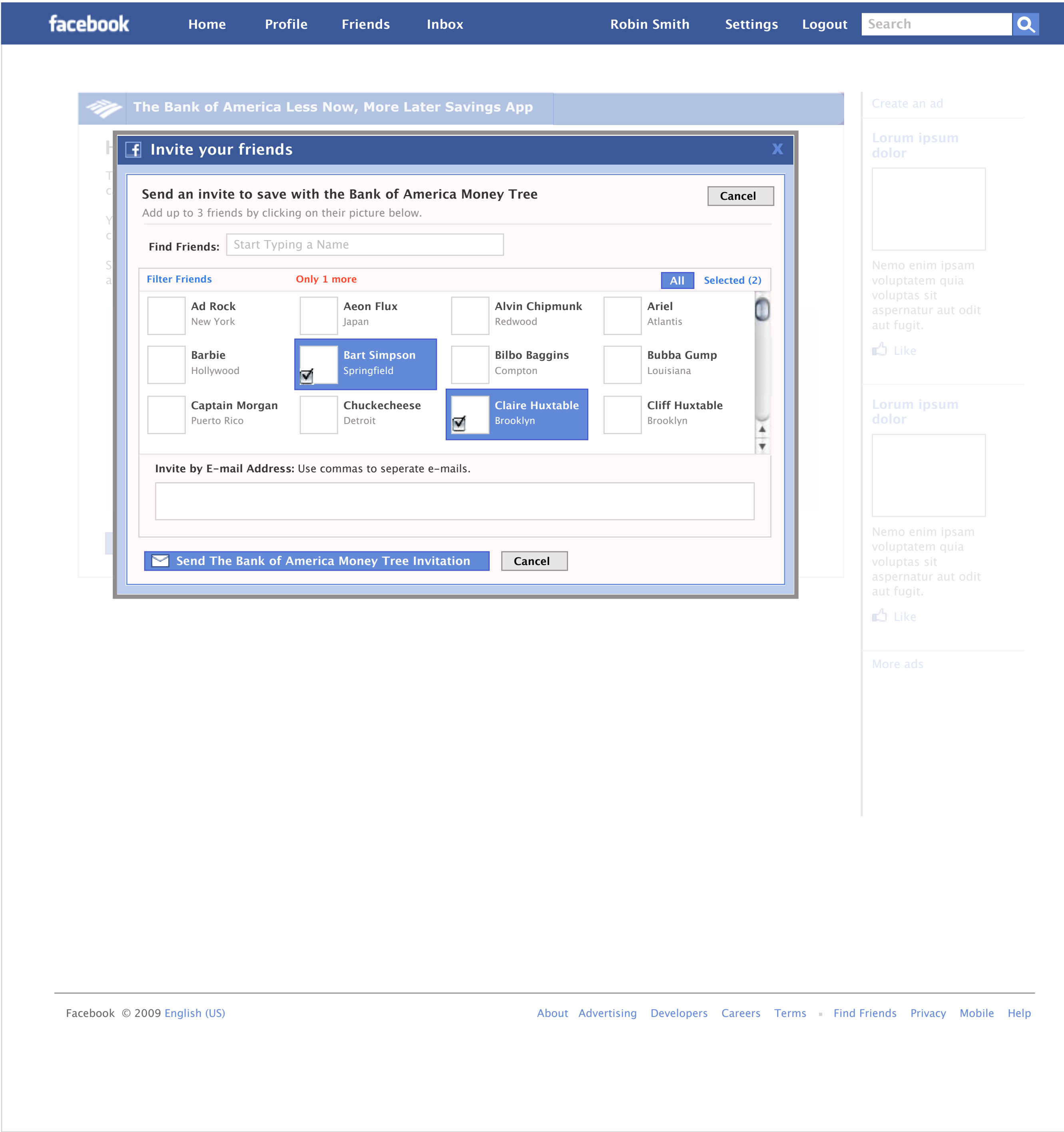
BofA_indulgenceApp_v2.indd

April 6, 2010 8:31 AM

13 of 15

5.0 Facebook app: Invite friends

[Return to process flow](#)



6.0 Facebook app: Review invite

[Return to process flow](#)

