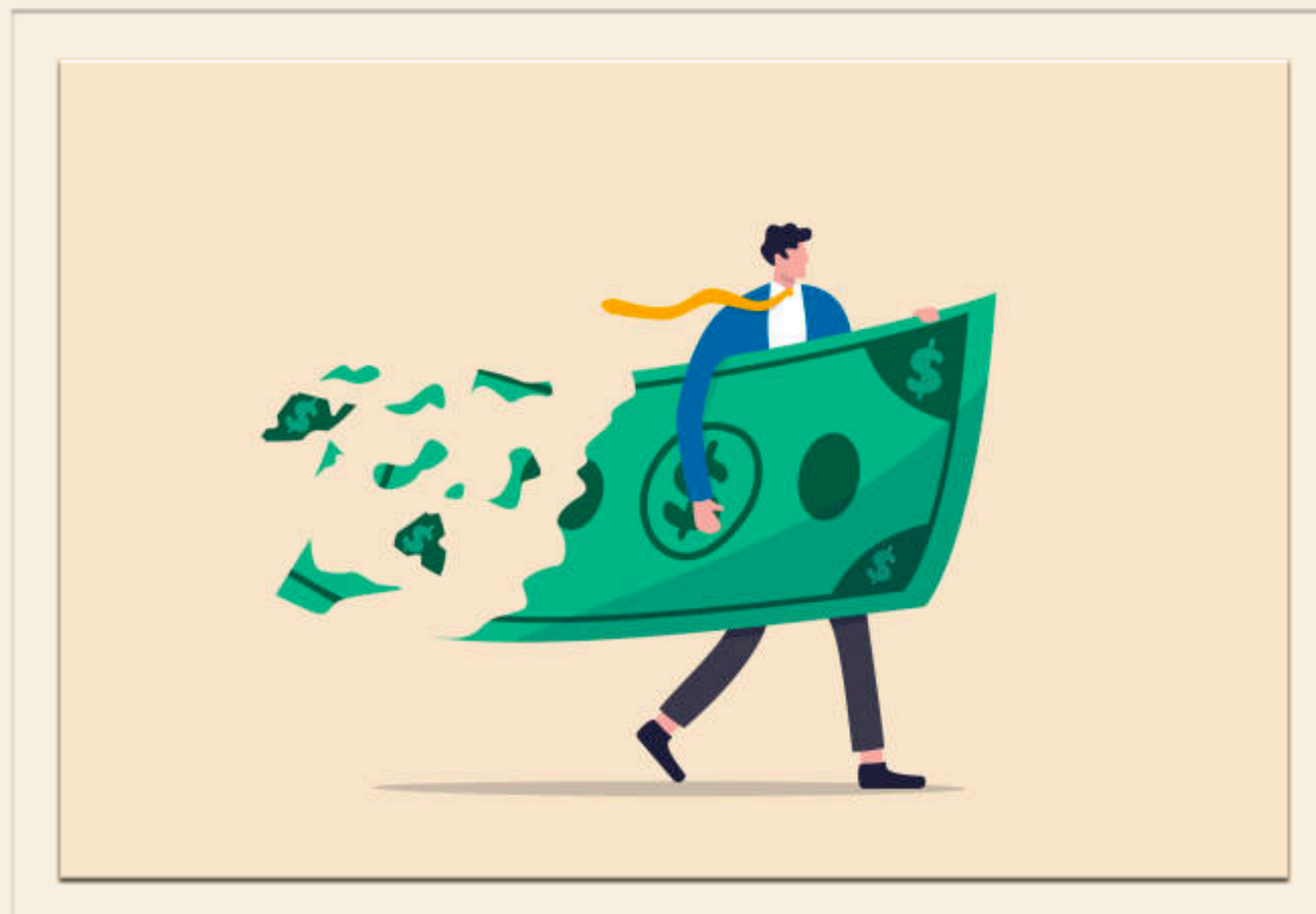
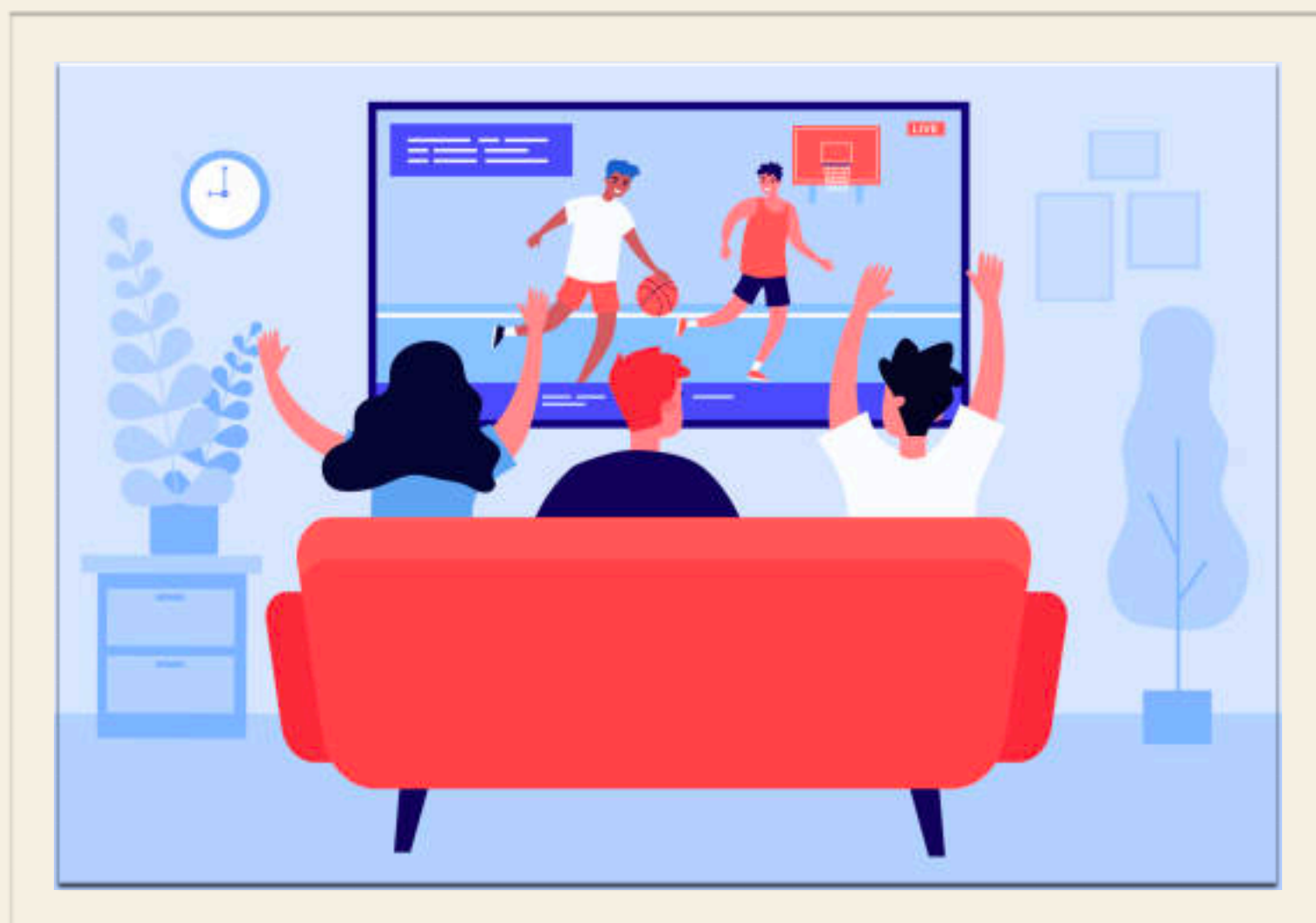


**YOUR MONEY.
YOUR WAY.**



Unit P3

Solomiia Pavyluk
Dan David
Nick Rotondi



Project Overview

- Explored the problem space of **personal finance**
- Specific focus on **budgeting and saving**

Hypothesis

In today's busy world people often want to **keep track** of their **spending habits** but often don't bother with doing it because of how complex it can be, the time and **effort it takes**, and what changes it'll bring to their life.

Assumptions

- People don't want to bother inputting information to track
- People would enjoy getting actionable insights from their spending habits
- There are frustrations when making payments for various items with random due dates

USER RESEARCH

1

User Research

Feature Prioritization

Design Process

Concept

Prototype

Usability Testing

Next Steps

Interviews

Screenner Survey

Refine candidate pool to our “target audience”

- People who **DO track finances, but manually** (Excel, pen/paper, etc)
- People who **do NOT track** finances at all

Interviews

- **Five participants**
- 15-25 minutes each

Takeaways

- All stated they were hesitant to share financial data unless necessary
- No subject stated they made more than 3-4 transactions on an avg. day
- Food and entertainment were often identified as the categories that were important to have extra money in & where extra spending could be reduced

Affinity Map



Purpose & Methodology

Wrote observations from interviews

- Likes/Dislikes
- Behaviors
- Quotes

Grouped into themes

Aimed to identify key patterns, valuable insights, and potential pain points

Affinity Map

Theme	“I” Statement	Insight
Payment Methods	I don’t like to use many ways to purchase.	People want to stay on top of purchases by using limited payment methods
Spending Habits	I could probably save some money by not going out as much	People think going out is the easiest place to reduce spending
Over Budgeting	I go over budget sometimes	Over budgeting is frustrating but “it happens”
Savings	I value savings very highly for a different personal reasons	Most people take actions to add to their savings
Paying Bills	I am deliberate about paying bills	People take strategic steps in order to pay their bills on time.
Free Time	I have about 5 hours of free time daily	People generally have a decent amount of free time
Important to Track	I only care to track the most important expenses	There are a lot of expenses but what’s important to track is subjective
Level of Tracking	I think tracking micro-expenses is too tedious	It would be nice to keep up with every expense, but some take too much effort
Remembering Bills	I’m worried I will forget about bills	The mental effort required to remember bills is often stressful
Privacy	I’m hesitant to share my private data information	People will only share required personal data if beneficial to themselves or with reputable entities
Tracking Method	I think it's highly important to keep track of my finances	People find it valuable to keep track of their finances but the how and where varies greatly
Daily Transactions	I only make an average of 3 transactions a day	People make a limited amount of purchases daily mostly on necessities
Remembering Transactions	I wouldn’t remember most transactions a month from now	People cannot rely on their memory to keep up with monthly transactions
Subscriptions	I might have about 4-5 subscriptions	People spend money on subscriptions they either don’t remember or don’t use
Autopay	I use autopay so I don’t have to think about missing any payments	Autopay gives people peace-of-mind as a useful precautionary measure to pay bills

People spend money on subscriptions they either don’t remember or don’t use

Most people take actions to add to their savings

People think going out is the easiest place to reduce spending

Mental effort required to remember bills is often stressful

Persona



JENNA

- 28
- Sales Associate
- Charlotte, NC
- Has a dog and cat
- Loves finding new shows

“I like knowing what I’m spending, but it would be a full time job to track everything”

Jenna enjoys watching new shows in her free time and hanging out with friends. While she values knowing her expenses, she finds it challenging to track everything and feels it would be a full-time job. Her main goals are to purchase a house in the next few years, maintain a good credit history, and maximize her income. She wants to find a balance between savings and being able to indulge in outings without worrying about overspending.

Goals

- To save for important aspects of her life
- To have and maintain a good credit score
- Have a worry-free time when going out with her friends
- To get the most value from the money she has

Needs

- A way to decide how much to save based on her activities
- A way not to make sure she never misses a payment
- To keep track of her transactions and not go overbudget
- To be informed of misallocated and unwanted spending

Pain points

- When changes in her spending impact her savings goals
- When late or missed payments negatively affect her score
- Realizes she spent too much and has to cut back on going out
- When spends money on things she doesn’t use or remember

Focuses what was most critical to our users

Give us one voice to focus on as we move forward

Key Goals

- To save for important aspects of her life
- Have a worry-free time when going out with her friends

Key Needs

- A way to decide how much to save
- To keep track of transactions

Key Pain Points

- When changes in spending impact savings
- Realizes she spent too much and has to cut back

Journey Map

Provided understanding of Jenna's experience

Highlighted key opportunities for improvement

Takeaways

Pain Point

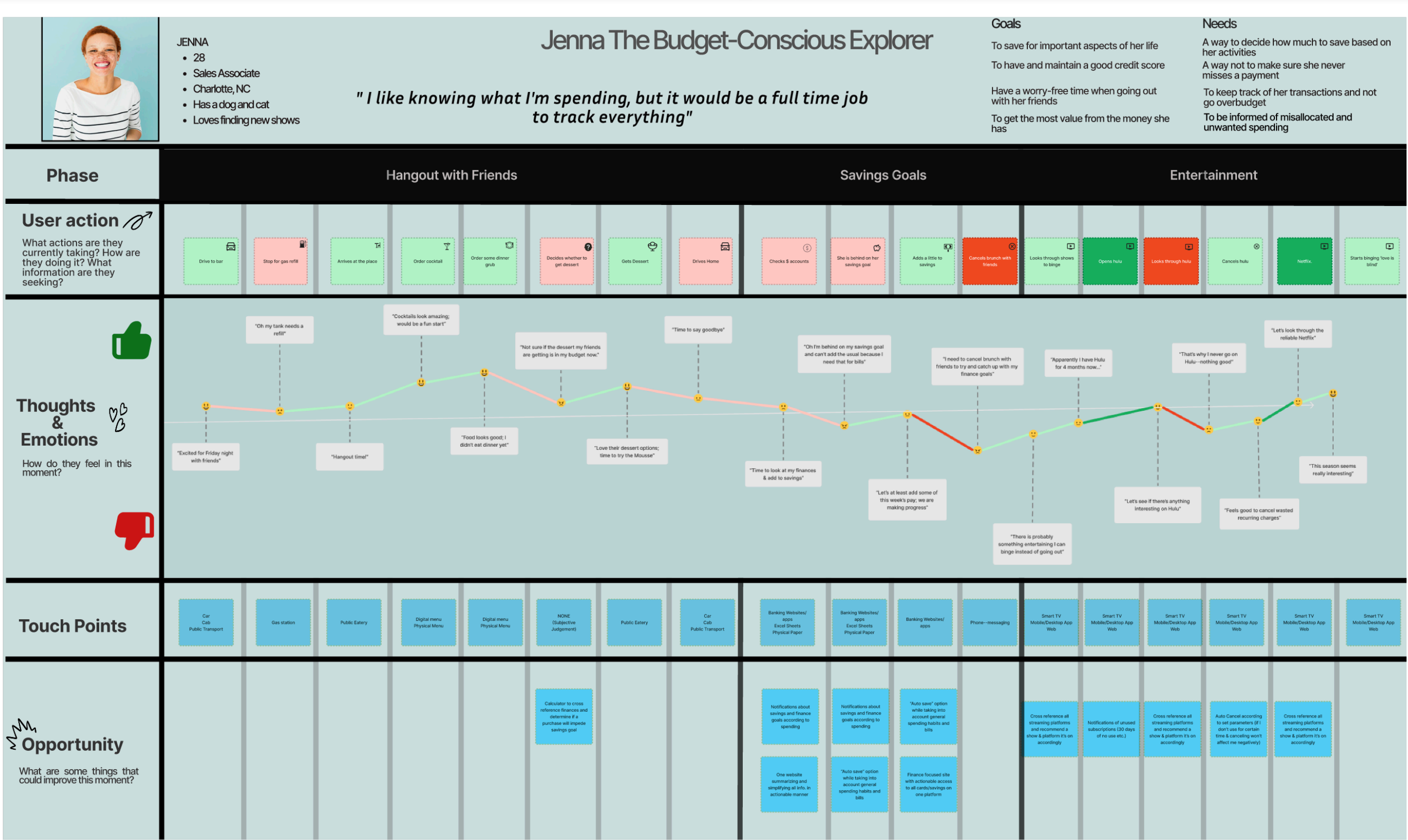
- Canceling plans to hangout with friends or reduced savings were visualized

Touch Point

- Not looking at spending in one location

Improvement

- Bring all accounts, spending, cards, etc into one location to view easily



Revised Problem Statement

Insight	People understand the importance of tracking their finances but often struggle to have a complete understanding of all their spending. They use methods that are helpful to them to get by, but rarely know how to go further and analyze deeper trends.
Problem/Persona	As a result, they find themselves trying to remember their payments in order to avoid being late, changing behaviors in order to not overspend, and missing opportunities to reduce unwanted purchases.
Goal	How might we provide people with a way to budget their spending, in order to have an understanding of key areas to adjust spending, while meeting personal interests, avoiding late payments, and reducing unwanted charges.

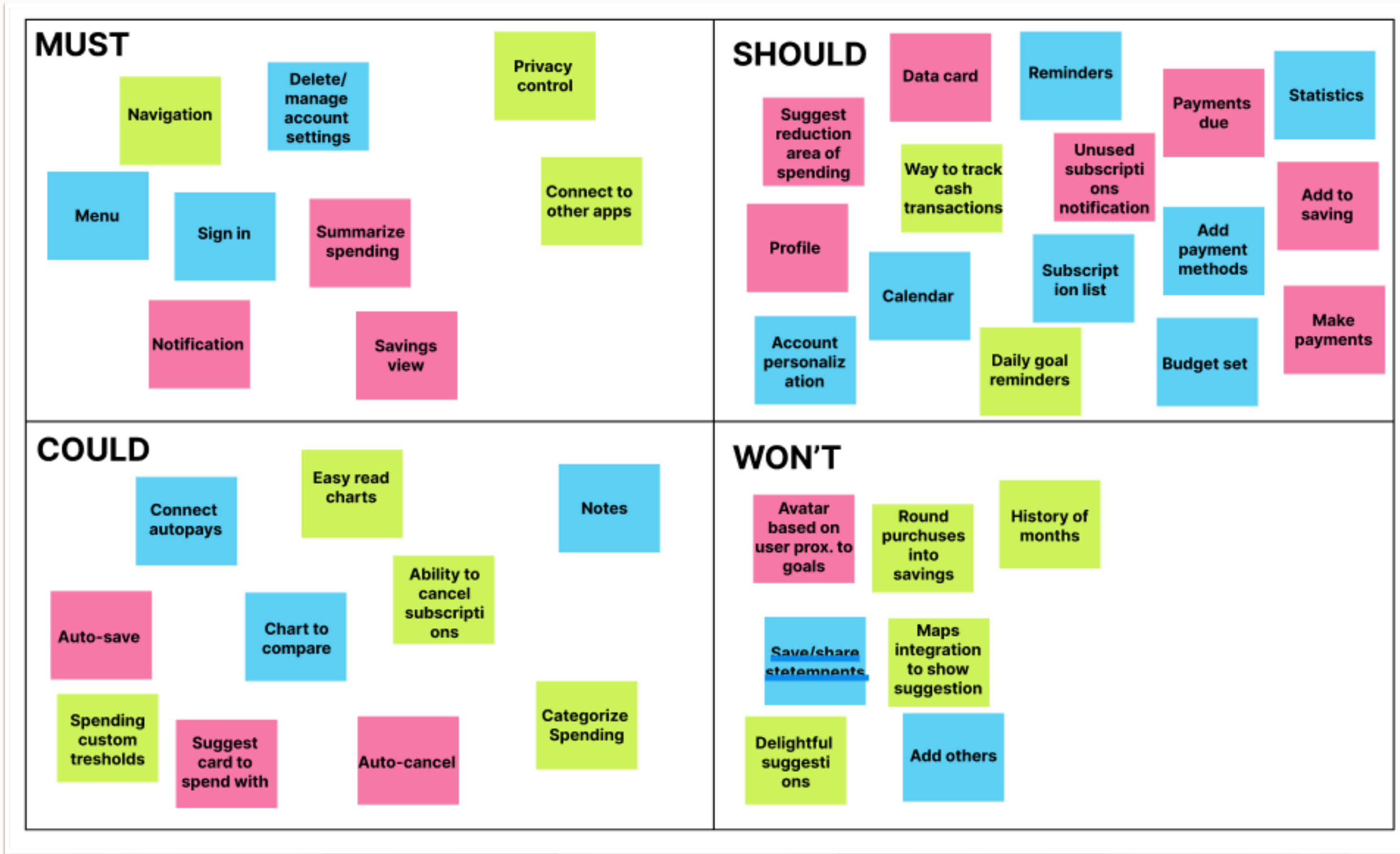
Revised Problem Statement

Insight	People understand the importance of tracking their finances but often struggle to have a complete understanding of all their spending. They use methods that are helpful to them to get by, but rarely know how to go further and analyze deeper trends.
Problem/Persona	As a result, they find themselves trying to remember their payments in order to avoid being late, changing behaviors in order to not overspend, and missing opportunities to reduce unwanted purchases.
Goal	How might we provide people with a way to budget their spending, in order to have an understanding of key areas to adjust spending, while meeting personal interests, avoiding late payments, and reducing unwanted charges.

FEATURE PRIORITIZATION

2

User Research
Feature Prioritization
Design Process
Concept
Prototype
Usability Testing
Next Steps



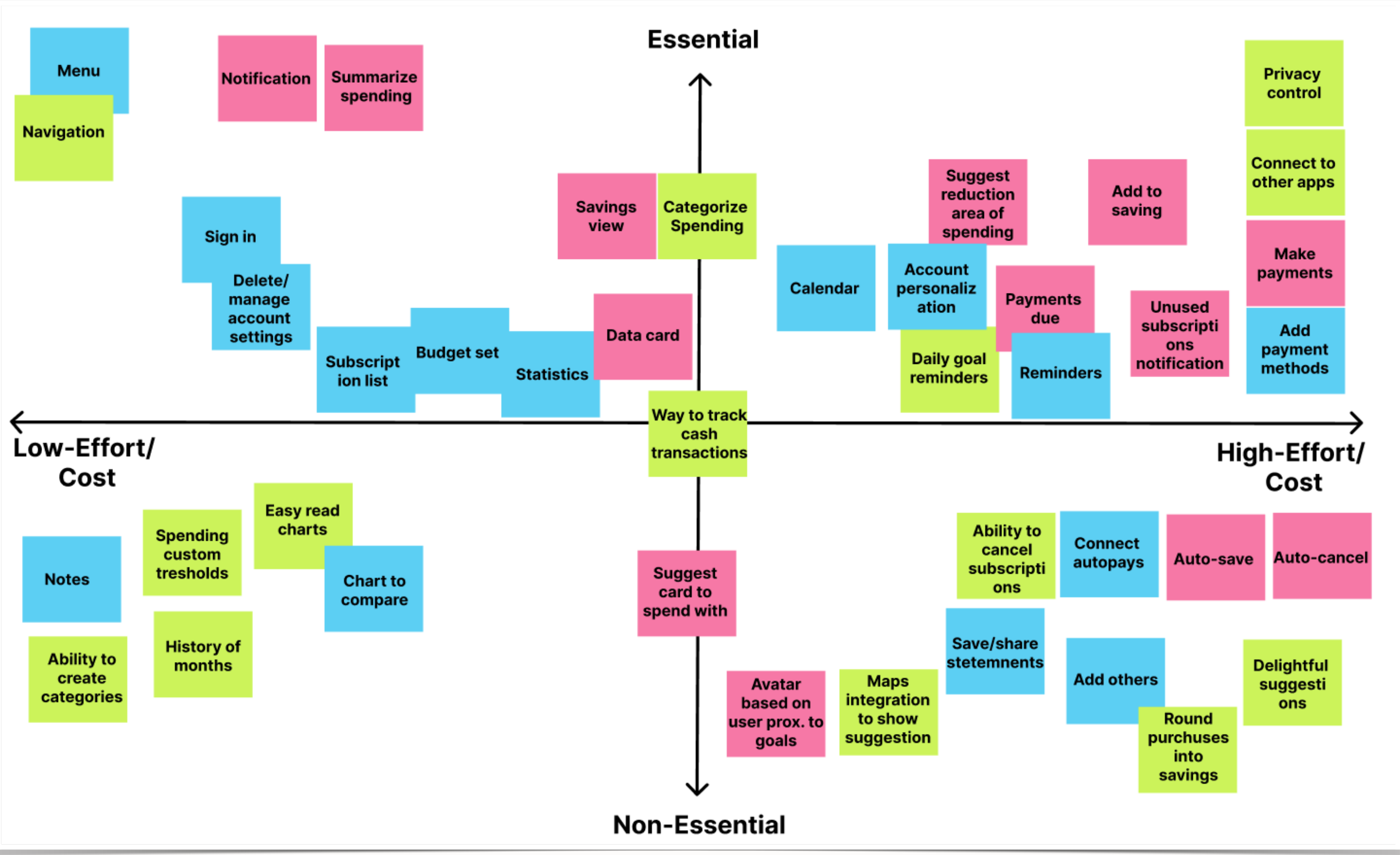
MUST / SHOULD / COULD / WON'T

Technique to prioritize features that are most important for our persona

We **MUST** & **SHOULD** include

- Navigation
- Menu (options located in nav; mainly for mobile web)
- Goal reminders
- Notifications
- Summarize Spending

Feature Prioritization Matrix



Prioritize and discuss the necessary features for our website

Plotted features along two axes

- High-Effort/Cost vs. Low-Effort/Cost
- Essential vs. Non-Essential

Takeaways

Decided to focus on designing

- Navigation
- Menu
- Summarize Spending

DESIGN PROCESS

3

User Research
Feature Prioritization
Design Process
Concept
Prototype
Usability Testing
Next Steps

Design Studio



Purpose

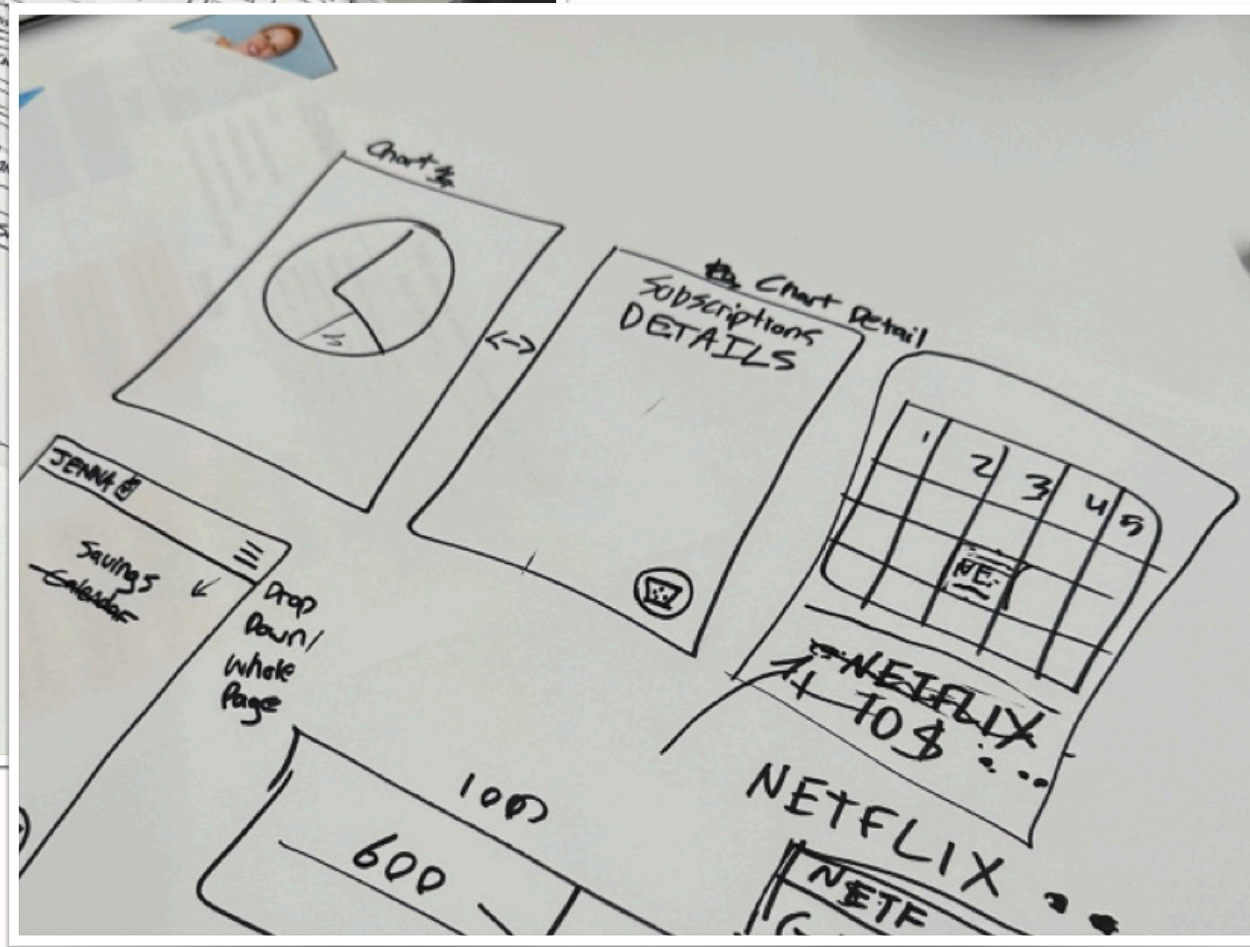
Move into a creative mindset and allow ideas to come to life

2 rounds of design iteration, which include

- Sketch
- Pitch
- Critique

Priority List of Features to Build

- Ability to set a reminder for upcoming charges
- Ability to check overall spending broken down into categories
- Presentation and information of potential “issue” spending category



“Actions speak louder than words”

WE HEARD WHAT USERS NEEDED

HERE’S HOW WE’RE GOING TO HELP

People spend money on subscriptions they don’t remember or don’t use



Calendar view to see charges by date, and create reminders



Most people take actions to add to their savings



Ability to set spending & savings personalized goals



People think going out is the easiest place to reduce spending



Overall spending view visual, with breakdown by category



Over budgeting is frustrating but “it happens”



“Critical Category” on home screen



CONCEPT

4

User Research

Feature Prioritization

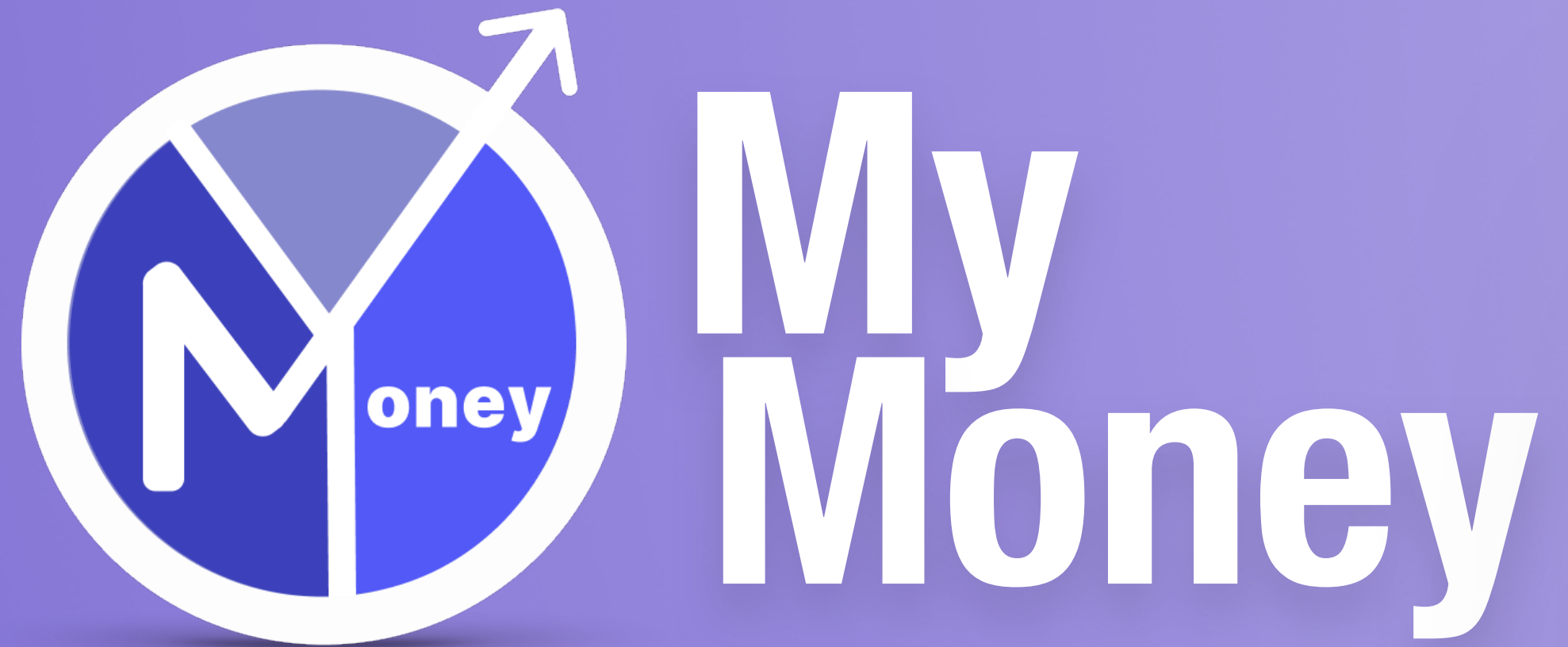
Design Process

Concept

Prototype

Usability Testing

Next Steps



Track all your expenses, bills, and savings in **one convenient location**

View charges by date so you **never forget another subscription**

See **detailed spending and savings** and set personalized goals



PROTOTYPE

5

User Research

Feature Prioritization

Design Process

Concept

Prototype

Usability Testing

Next Steps

USABILITY TESTING

6

User Research
Feature Prioritization
Design Process
Concept
Prototype
Usability Testing
Next Steps

Task Detail - Category Detail

The downfall of having so many favorite shows is they're all on different networks.
Look into specifically how much you've paid for your steaming services.

Test Summary

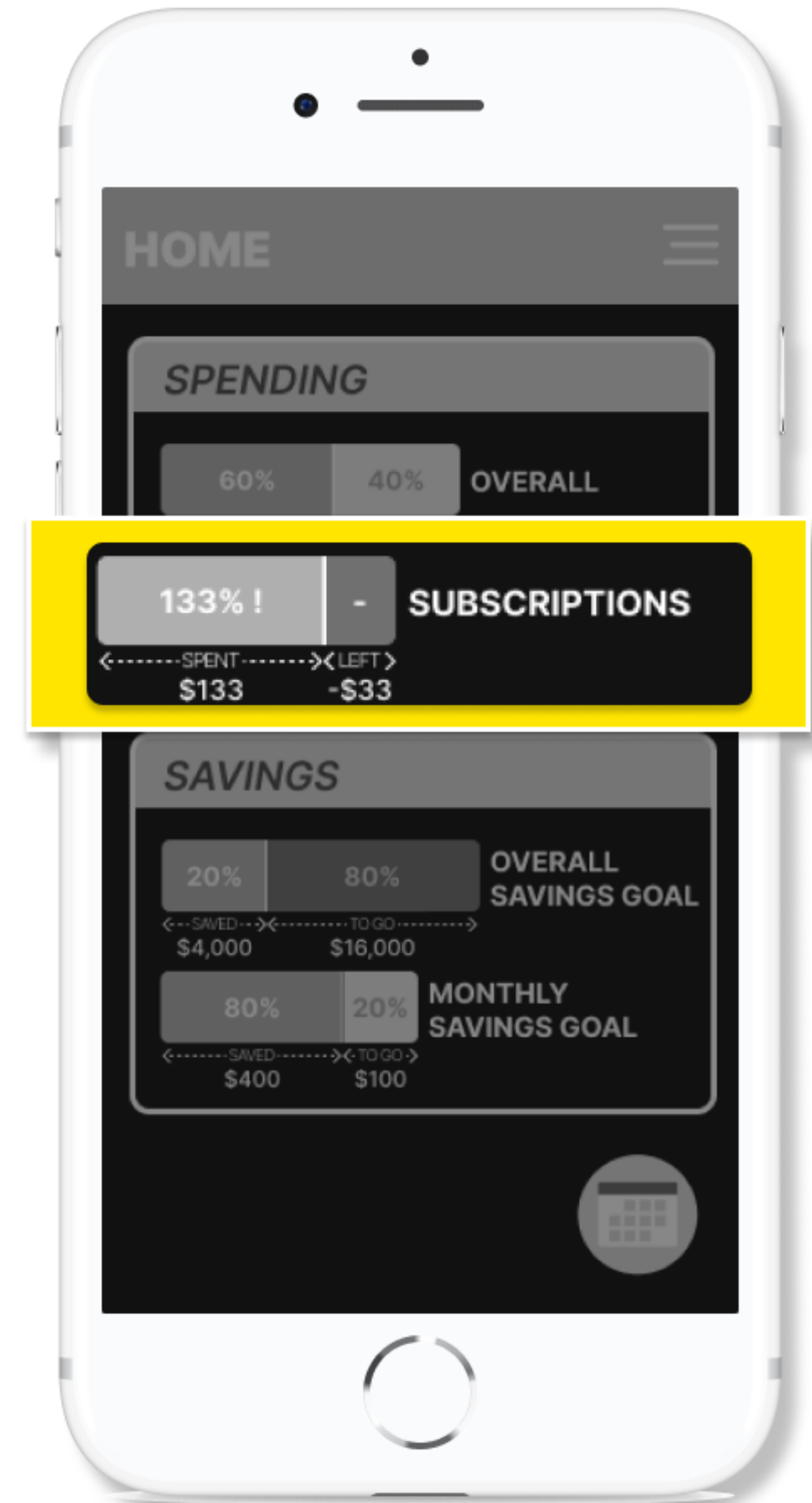
Overall we had an Easiness avg. of **3.5/5**, an avg. success rate of **60%** and avg. Time on Task of **44.4** seconds.

Analysis of Testing ● Minor Issue

Many users had trouble associating the term “Subscriptions” as related to “Streaming Services”. As a result, they often clicked into Overall Spending and found subscriptions from there.

Recommendations

Our recommendation is to change “Subscriptions” on the home page to “Entertainment” to better reflect the goal of the task.



Task Detail - Spending Breakdown

Looks like you might be splurging a bit too much on lunch this month.

Go see the breakdown of your dining habits.

Test Summary

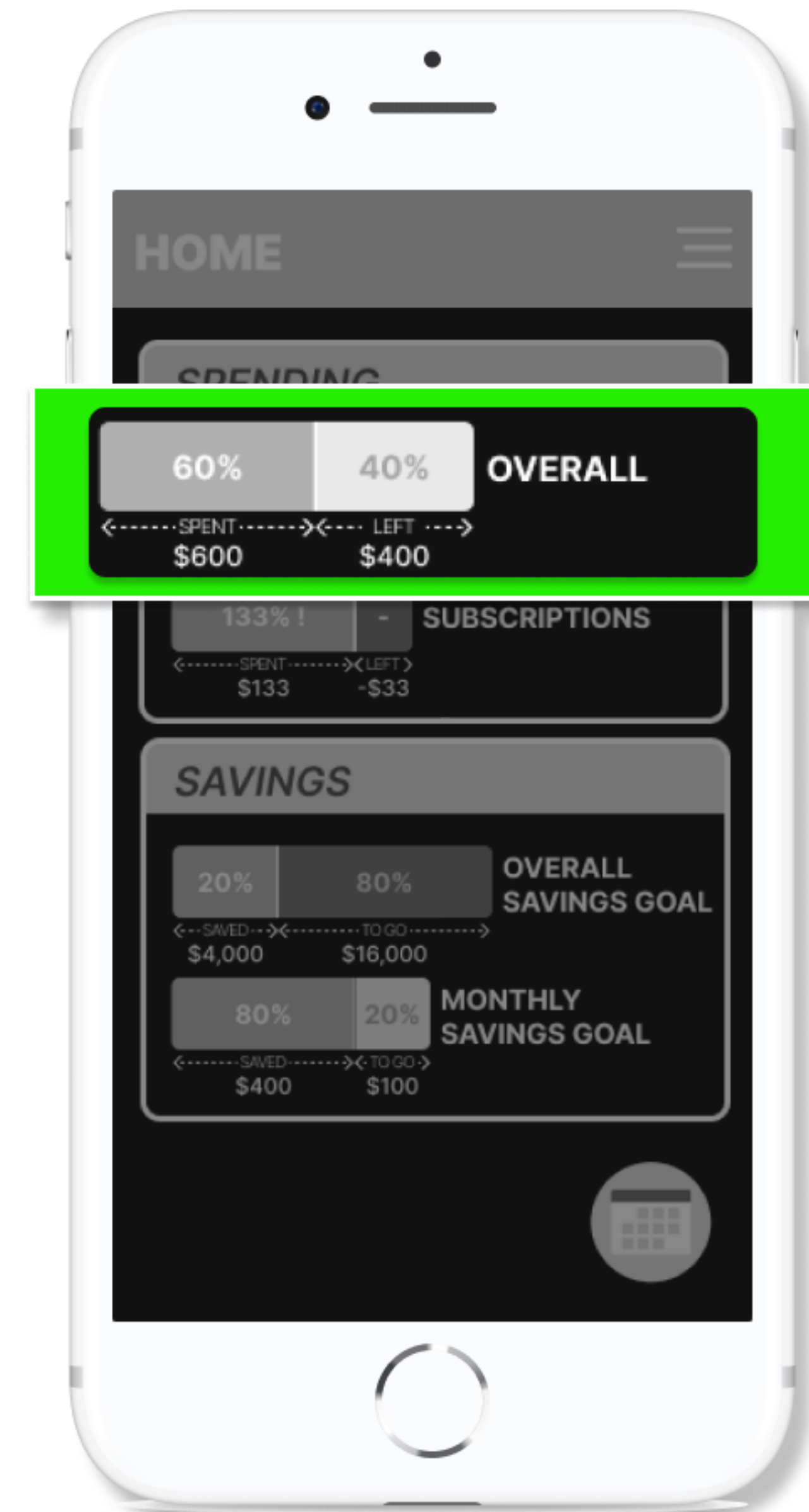
Overall we had an Easiness avg. of **3.8/5**, an avg. success rate of **90%** and avg. Time on Task of **26 seconds**.

Analysis of Testing No Issue

We found most users to intuitively associate that their “Food” spending would be a category housed below “Overall Spending” and navigated this path with a high rate of success.

Recommendations

We would not recommend making any changes to this task.



Task Detail - Reminders

You love watching Love is Blind, but you always forget when your next charge is.
Go set an alert, so you don't forget next time.

Test Summary

Overall we had an Easiness avg. of **3.4/5**, an avg. success rate of **70%** and avg. Time on Task of **53.2 seconds**.

Analysis of Testing Moderate Issue

We found the core issue with this task to be if users directly associated setting a reminder as a function of time/date. If they did, they quickly recognized the calendar and navigated there. From there, some also did not recognize the charges on dates due to the calendar size.

Recommendations

Our recommendation is to change the design of the calendar so there is no confusion as to what it is, as well as change the calendar layout style so that the dates and information housed beneath is more prominent.



Round 1 Recommendations

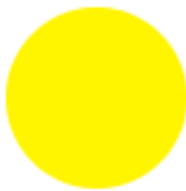
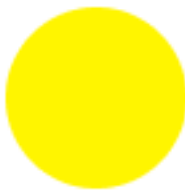







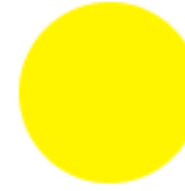







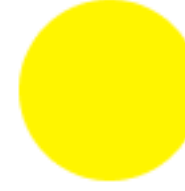
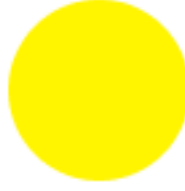
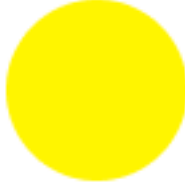
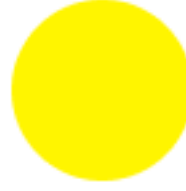



Areas for Improvement

- Alter progress bars to show they are representative of more information upon clicking
- Change wording of 'Subscriptions' on home page into more intuitive name
- Introduce hover states to allow for intuitive understand of functionality
- Evaluate alternative designs for representing "Spending at a glance" on the home page
- Introduce more signifiers for "Critical Category" to show purpose

Next Steps

Implement changes and bring design into High-Fidelity

Usability Testing Scorecard - Round 2

	User 1	User 2	User 3	User 4	User 5	Avg. Easiness Rating	Avg. Time on Task	Avg. Success Rate
Task 1	 4/5 18 s	 3/5 25 s	 5/5 8 s	 4/5 9 s	 2/5 2 min 2 s	3.6/5  +.1	36.4s  -.8s	70%  +10%
Task 2	 5/5 6 s	 5/5 13 s	 4/5 21 s	 5/5 12 s	 3/5 6 s	4.4/5  +.6	11.6s  -14.4s	80%  -10%
Task 3	 4/5 13 s	 2/5 47 s	 2/5 1 min 28 s	 3/5 1 min 16 s	 3/5 1 min	2.8/5  -.6	56.8s  +3.6	60%  -10%

Usability Testing Scorecard - Round 2

	User 1	User 2	User 3	User 4	User 5	Avg. Easiness Rating	Avg. Time on Task	Avg. Success Rate
Task 1	<div><div></div><div>4/5</div><div>18 s</div></div>	<div><div></div><div>3/5</div><div>25 s</div></div>	<div><div></div><div>5/5</div><div>8 s</div></div>	<div><div></div><div>4/5</div><div>9 s</div></div>	<div><div></div><div>2/5</div><div>2 min 2 s</div></div>	3.6/5 <div>+ .1</div>	36.4s <div>- .8s</div>	70% <div>+10%</div>
Task 2	<div><div></div><div>5/5</div><div>6 s</div></div>	<div><div></div><div>5/5</div><div>13 s</div></div>	<div><div></div><div>4/5</div><div>21 s</div></div>	<div><div></div><div>5/5</div><div>12 s</div></div>	<div><div></div><div>3/5</div><div>6 s</div></div>	4.4/5 <div>+ .6</div>	11.6s <div>-14.4s</div>	80% <div>-10%</div>
Task 3	<div><div></div><div>4/5</div><div>13 s</div></div>	<div><div></div><div>2/5</div><div>47 s</div></div>	<div><div></div><div>2/5</div><div>1 min 28 s</div></div>	<div><div></div><div>3/5</div><div>1 min 16 s</div></div>	<div><div></div><div>3/5</div><div>1 min</div></div>	2.8/5 <div>- .6</div>	56.8s <div>+3.6</div>	60% <div>-10%</div>

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Task Detail - Category Detail

The downfall of having so many favorite shows is they're all on different networks.
Look into specifically how much you've paid for your steaming services.

Test Summary

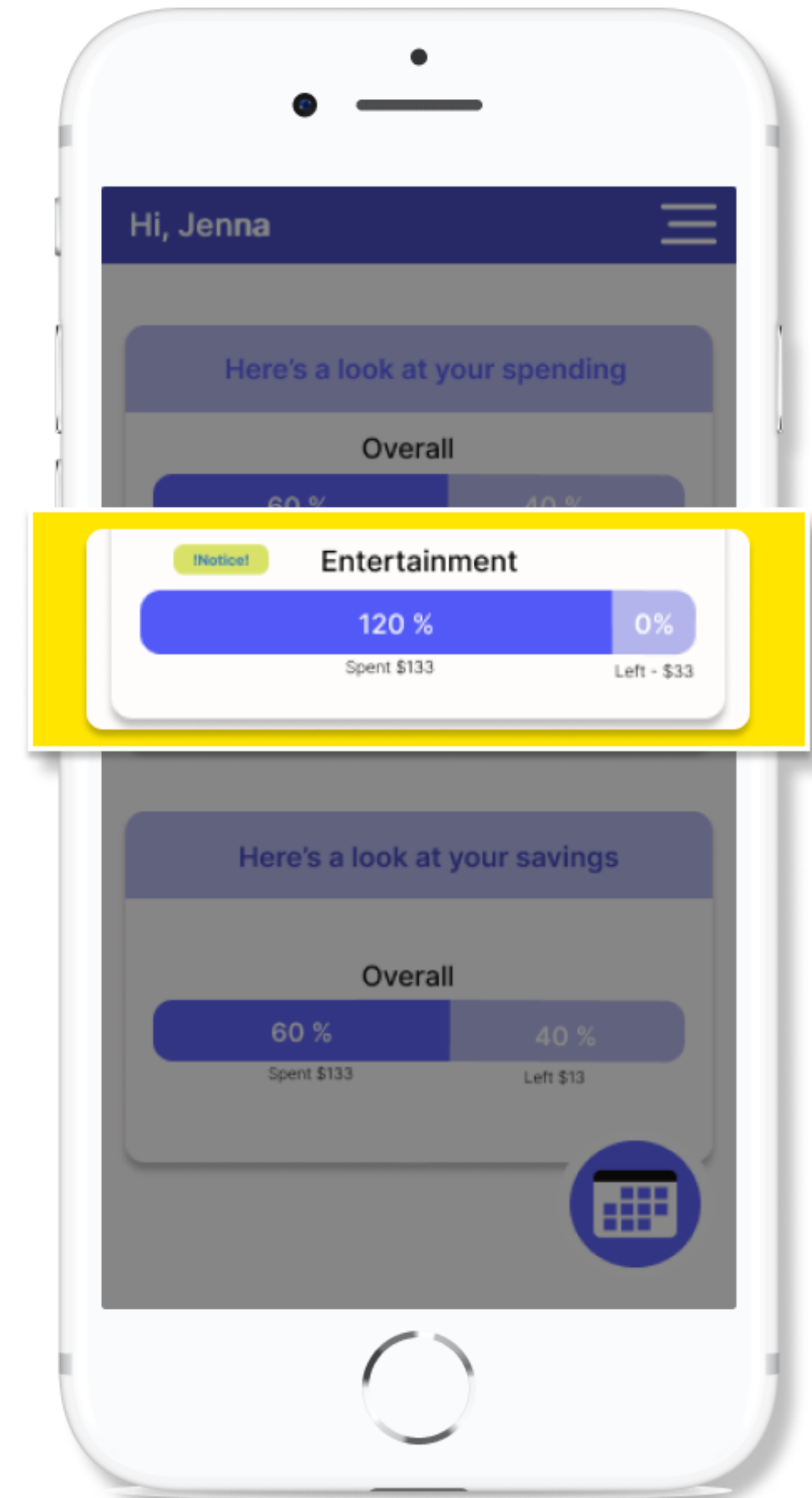
Overall we had an Easiness avg. of **3.6/5**, an avg. success rate of **70%** and avg. Time on Task of **36.4** seconds.

Analysis of Testing ● Minor Issue

We saw most users understand the change in name to "Entertainment" and go down this path. The remained felt they didn't know why "Entertainment" was the only category represented on the home page.

Recommendations

We changed the way cards are represented on the home page, to better separate them.
In addition, we are adding addition descriptive wording and colors to signify this category is an "Issue" area and thats why its on the home screen.



Task Detail - Spending Breakdown

Looks like you might be splurging a bit too much on lunch this month.

Go see the breakdown of your dining habits.

Test Summary

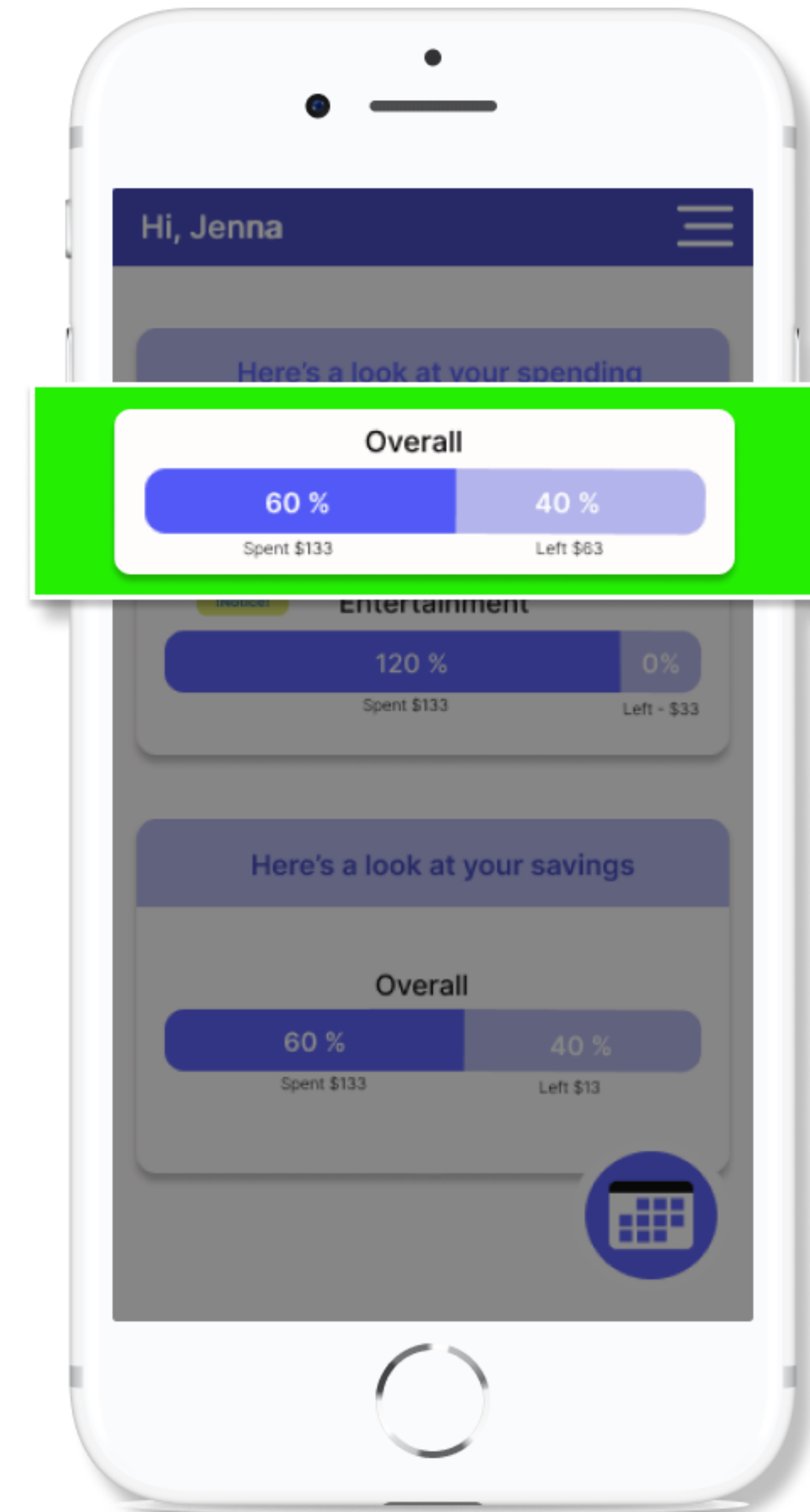
Overall we had an Easiness avg. of **4.4/5**, an avg. success rate of **80%** and avg. Time on Task of **11.6 seconds**.

Analysis of Testing No Issue

We did not find significant changes from the first Round of testing. We did see improved success with new users.

Recommendations

The changes from Mid to High Fidelity may have been responsible for increased success.



Task Detail - Reminders

You love watching Love is Blind, but you always forget when your next charge is.
Go set an alert, so you don't forget next time.

Test Summary

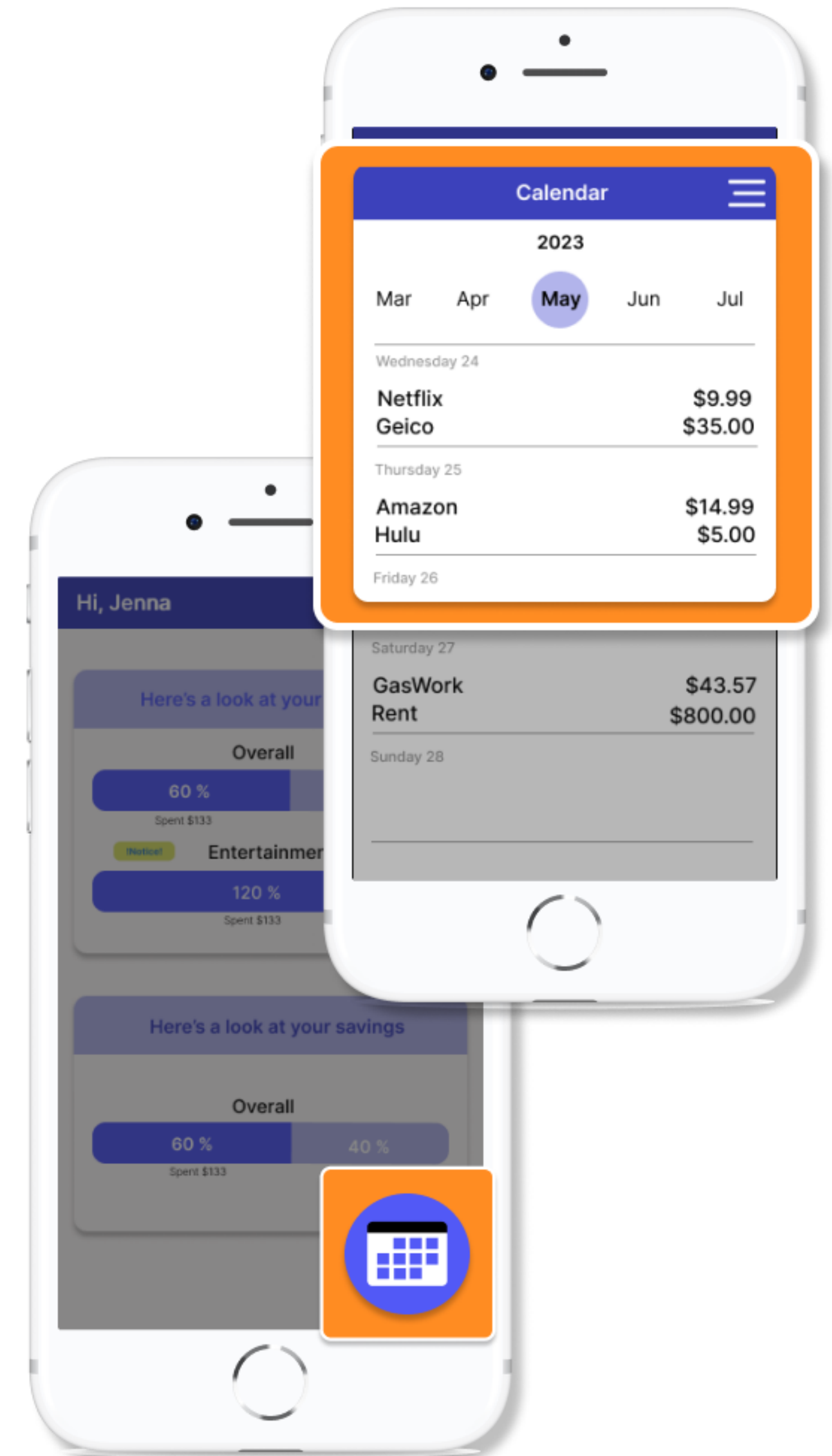
Overall we had an Easiness avg. of **2.8/5**, an avg. success rate of **60%** and avg. Time on Task of **56.8 seconds**.

Analysis of Testing ● Moderate Issue

Our changes resulted in mixed success overall with the task, but we are encouraged as the issues we feel are fixable. We found that some users thought to make adjustments under the “Entertainment” category as a one-stop-shop. Others that went to calendar, didn't understand how the details by date were represented, and didn't think it was clickable information.

Recommendations

We changed the detail view in the calendar home screen, and increased the size of detailed items and their breakdown. In addition, we changed the text to be purple and associate closer to a clickable link.



Round 2 Recommendations

Areas for Improvement

Change the way cards are represented on the home page, to better separate them

Add additional descriptive wording and colors to signify “Critical Category” is an “Issue” area and that's why it's on the home screen

Change the detail view in the calendar home screen, and increase the size of detailed items and their breakdown

Change the text to be purple on calendar day sub-detail screen to associate closer to a clickable link

Next Steps

Implement changes and run 3rd round of usability testing

NEXT STEPS

7

User Research
Feature Prioritization
Design Process
Concept
Prototype
Usability Testing
Next Steps

Summation

Conclusion + Next Steps

- We found **increased success** from Round 1 to 2 in usability testing
- We plan to build on that success with our new changes and continue to iterate on design with **new testing and feedback**
- Will market test our Name, Logo, and Branding
- Will run **additional User Research**, including expansion of interviews to gain better understanding of **potential target audience**



**It's time to make
your money,
YOUR money.**