A budgeting app for your discretionary spending
KA.CHING

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Acacio Domar: Visuals
Wanlin Li: Writing / UI design
Andrea Martin: Writing / UI design
Elise Neroutsos: Project Manager
Team

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Elise Neroutsos: Project Manager
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch</td>
<td>-$5.49</td>
</tr>
<tr>
<td>Coffee</td>
<td>-$3.49</td>
</tr>
<tr>
<td>Movies</td>
<td>-$11.20</td>
</tr>
<tr>
<td>Coffee</td>
<td>-$3.89</td>
</tr>
<tr>
<td>Ice Cream</td>
<td>-$4.42</td>
</tr>
<tr>
<td>Dinner</td>
<td>-$7.79</td>
</tr>
<tr>
<td>Coffee</td>
<td>-$4.89</td>
</tr>
<tr>
<td>Bowling</td>
<td>-$10.20</td>
</tr>
<tr>
<td>Kit Kat</td>
<td>-$0.99</td>
</tr>
<tr>
<td>Brunch</td>
<td>-$11.42</td>
</tr>
<tr>
<td>Beer</td>
<td>-$4.00</td>
</tr>
</tbody>
</table>
PROBLEM

- COFFEE $3.49
- MOVIES -$11.20
- COFFEE $3.89
- ICE CREAM $4.42
- DINNER -$7.79
- COFFEE -$4.09
- BOWLING -$10.20
- KIT KAT -$0.00
- BRUNCH $11.42
- BEER -$4.00
PROBLEM

- Lunch $5.49
- Coffee -$3.49
- Movies -$11.20
- Coffee -$3.89
- Ice Cream $4.42
- Dinner -$7.79
- Coffee -$4.89
- Bowling -$10.20
- Kit Kat $0.99
- Brunch -$11.42
- Beer -$4.00
PAPER PROTOTYPE
ADD GOAL

1. Add a new goal with a name and amount.
2. Input the name "T.V." and the amount "$49.99".
3. Confirm the entry.

Current Reward: TV
48 days left to reach goal
$0.00 of $49.99 total
REVIEW SPENDING
Allen Library 3 participants
Targeted students
Students typically have enough money but not enough to do crazy amounts of spending
Allen Library 3 participants
Targeted students
Students typically have enough money but not enough to do crazy amounts of spending
Tasks we prompted for:

Add a goal: TV that cost $849.99

Review spending from June

Designate spending as discretionary

Add a purchase
Issues:

First participant was rushed
Our wording may have influenced actions.
Purpose of app may have been unclear
Add Goal:

Tab simplicity was appreciated

Add goal confusion solved by word change and additional path
Review Spending:

- Graph navigation issues
- Wording change
- Updated interactions
- Tap between consecutive time periods
Confusion around discretionary spending designation action
Home Screen:

Made designate discretionary actionable
<table>
<thead>
<tr>
<th>NO</th>
<th>DISCRETIONARY</th>
<th>QFC</th>
<th>19.10.14</th>
<th>5 items</th>
<th>$17.22</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>YES</td>
<td>Banana Leaf</td>
<td>20.10.14</td>
<td>5 items</td>
<td>$8.64</td>
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<td></td>
<td></td>
<td>Weight Watchers</td>
<td>21.10.14</td>
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<td></td>
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<td>Krispy Kream</td>
<td>21.10.14</td>
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<td>$5.89</td>
</tr>
</tbody>
</table>
DESIGNATE

DISCRETIONARY
ADD GOAL
ADD GOAL

NAME: 50" TV

AMOUNT: $849.99
ADD GOAL

CURRENT REWARD:
50" TV

21 DAYS LEFT TO REACH GOAL

$523.67 of $849.99 SAVED

EDIT
ADD GOAL

50" TV
849.99
3 MORE WEEKS UNTIL 50" TV

40% REMAINING ALLOWANCE

FOR THE WEEK

PENDING PURCHASES
VIEW PROGRESS
Summary

Removed testers are key
Paper prototypes mean easy changes
Iterating between tests
Regular group meetings