“A penny saved is a penny earned”
Benjamin Franklin

KACHING
A budgeting app for your discretionary spending
Team

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How much does the average American spend on coffee in a year?
How much does the average American spend on coffee in a year? $200?
How much does the average American spend on coffee in a \textit{year}?

$200$?

$500$?
$11000
Problem
Small purchases add up and are hard to monitor.
We can help
We want to help you with your long term goals by keeping your short term goals in check.
We surveyed the field and asked, what do most people *currently* do?
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We also talked with two current budget app users.
What we found
Many people make general budgeting goals.
Many people make **general** budgeting goals.

**Large** items are monitored.
Many people make general budgeting goals.

Large items are monitored.

Small items cumulative impact not considered.
Many people make **general** budgeting goals.

**Large** items are monitored.

Small items cumulative impact **not considered**.

**Challenging** setting up budgets.
Many people make **general** budgeting goals.

**Large** items are monitored.

Small items cumulative impact **not considered**.

**Challenging** setting up budgets.

Complicated input leads to **less use**.
6 Tasks
Review spending progress compared to goals.
Account for future spending.
Adjust budget between different categories.
Designate spending as discretionary.
Prevent unwanted habitual spending.
Check if a potential purchase fits the budget.
Design 1

- QFC: $17.22
- Bananas: $2.25
- Kit Kat: $0.99
- Eat Out

Week:

- Today: -38%
- Monday: +20%
- Tuesday: -40%

Schedule Expense:

Type
Amount
Notes
Design 2

Hey!

I notice you are near a Starbucks. Don't do it!

Spending Location

Coffee

Timeline

11am-7pm

Add Location

What message would you like?

What category?
Design 3

WHAT ARE YOU SAVING FOR?: TV

HOW MUCH IS IT?: $300

HEY!
YOU SAVED $12 TODAY!
IF YOU KEEP THIS UP, YOU CAN BUY THAT TV YOU WANTED IN 30 DAYS

CAN I SPEND $22.99 ON A DRESS?

THAT WOULD PUT YOUR CLOTHING CATEGORY OVER BUDGET AND SET YOU BACK 10 DAYS ON YOUR GOAL

ADD PURCHASE
AMOUNT: $8
CATEGORY: ________
ADD LOCATION
Selected Design
Linear Visualization + Rewards
Linear Visualization + Rewards

Allows users to:

See discretionary spending habits over time
Linear Visualization + Rewards

Allows users to:

See discretionary spending habits over time

Set tangible goal/budget/reward
Linear Visualization + Rewards

Allows users to:

See discretionary spending habits over time

Set tangible goal/budget/reward

Visualize progress towards goal
Visualize Recent Spending

1. A person looking at a coffee cup.
2. A person holding a tablet with a bar chart on it.
3. A person thinking, "I'll just make coffee at home!"
Setting a Reward

- **Samsung** 50" TV
- **Save for: $625.00**
  - **How much do you save today?**
- **You saved $12 today!**
  - If you keep saving, you can buy the TV in 60 days.
- **You spent $8 over today**
  - It will now take you 63 days.
- **Mar 1 2 3 4 5 6 7 8**
- **Congrats**
  - You saved up to buy the 50" TV!
Summary

- Iteration is key
- Understand how users think
- Better design ideas came from more out-of-the-box thinking
- Discretionary spending is easy but discretionary spending tracking is hard
- Users crave positive motivation
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