KACHING

A budgeting app for your discretionary spending
KA.CHING

A budgeting app for your discretionary spending
Team

Acacio Domar: Visuals
Wanlin Li: Writing / UI design
Andrea Martin: Writing / UI design
Elise Neroutsos: Project Manager
<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</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

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
PROBLEM

LUNCH   $5.49
COFFEE  -$3.49
MOVIES  -$11.20
COFFEE  -$3.89
ICE CREAM  $4.42
DINNER  -$7.79
COFFEE  -$4.09
BOWLING  -$10.20
KIT KAT  $0.99
BRUNCH  -$11.42
BEER    -$4.00

[Image of money]
ADD GOAL
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
DESIGNATE DISCRETIONARY
3 MORE WEEKS
UNTIL 50 TV

FOR THE WEEK

40% REMAINING ALLOWANCE

<table>
<thead>
<tr>
<th>NO</th>
<th>DISCRETIONARY?</th>
<th>30%</th>
<th>QFC</th>
<th>$17.22</th>
</tr>
</thead>
<tbody>
<tr>
<td>19:10:14</td>
<td>YES</td>
<td>5</td>
<td>Banana Leaf</td>
<td>$8.64</td>
</tr>
<tr>
<td>20:10:14</td>
<td></td>
<td></td>
<td>Weight Watchers</td>
<td>$44.95</td>
</tr>
<tr>
<td>21:10:14</td>
<td></td>
<td></td>
<td>Krispy Kream</td>
<td>$5.89</td>
</tr>
</tbody>
</table>
DESIGNATE DISCRETIONARY
ADD GOAL

NAME:
50” TV

AMOUNT:
$ 849.99
ADD GOAL

50" TV
849.99
3 MORE WEEKS UNTIL 50" TV
VIEW PROGRESS
VIEW PROGRESS
SUMMARY

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