KAChing

A budgeting app for your discretionary spending
KA.CHING

A budgeting app for your discretionary spending
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 -$4.89
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 -$4.09
BOWLING -$10.20
KIT KAT $0.00
BRUNCH -$11.42
BEER -$4.00
ADD GOAL

1. Tap the plus icon to add a new goal.
2. Enter the name of the goal.
3. Specify the amount of money.
4. Track progress and set deadlines.

Current Reward: TV
48 days left to reach goal.
$0.00 of $149.99 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
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
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
<table>
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<tr>
<th>NO</th>
<th>DISCRETIONARY?</th>
<th>3 MORE WEEKS UNTIL 50° TV</th>
<th>REMAINING ALLOWANCE</th>
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<td>$17.22</td>
<td>40%</td>
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<td>19.10.14</td>
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<td>5 items</td>
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<td>Banana Leaf</td>
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</table>

3 MORE WEEKS UNTIL 50% TV

40% REMAINING ALLOWANCE

DISCRETIONARY: YES

5 items
ADD GOAL

NAME:
50” TV

AMOUNT:
$849.99
ADD GOAL

Current Reward:
50" TV

Days Left to Reach Goal: 21

$523.67 of $849.99 Saved

Edit
VIEW PROGRESS

FOR THE WEEK
3 MORE WEEKS UNTIL 50° TV

40% REMAINING ALLOWANCE

YEAR MONTH WEEK

SEP OCT NOV DEC
VIEW PROGRESS

40% REMAINING ALLOWANCE

FOR THE WEEK

3 MORE WEEKS UNTIL 50% TV

YEAR MONTH WEEK

3-9 10-16 WEEK 17-23

24-30 1

EP OCT NOV DEC JAN

30° 10-16

Week 17-23

40%
VIEW PROGRESS

FOR THE WEEK

3 MORE WEEKS UNTIL 50% TV

YEAR MONTH WEEK

40% REMAINING ALLOWANCE

WED THU TODAY SAT

1-9 10-16 17-23 24-30 1-7
VIEW PROGRESS
SUMMARY

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