



“A penny saved is a penny earned”

Benjamin Franklin

KACHING

A budgeting app for your discretionary
spending

Team

Acacio Domar: Visuals

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Andrea Martin: Writing / UI design

Elise Neroutsos: Project Manager

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 **year**?

~~\$200?~~

\$500?

\$1100

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**.

NORTHGATE MALL

Contextual Inquiry



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**
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Challenging setting up budgets.

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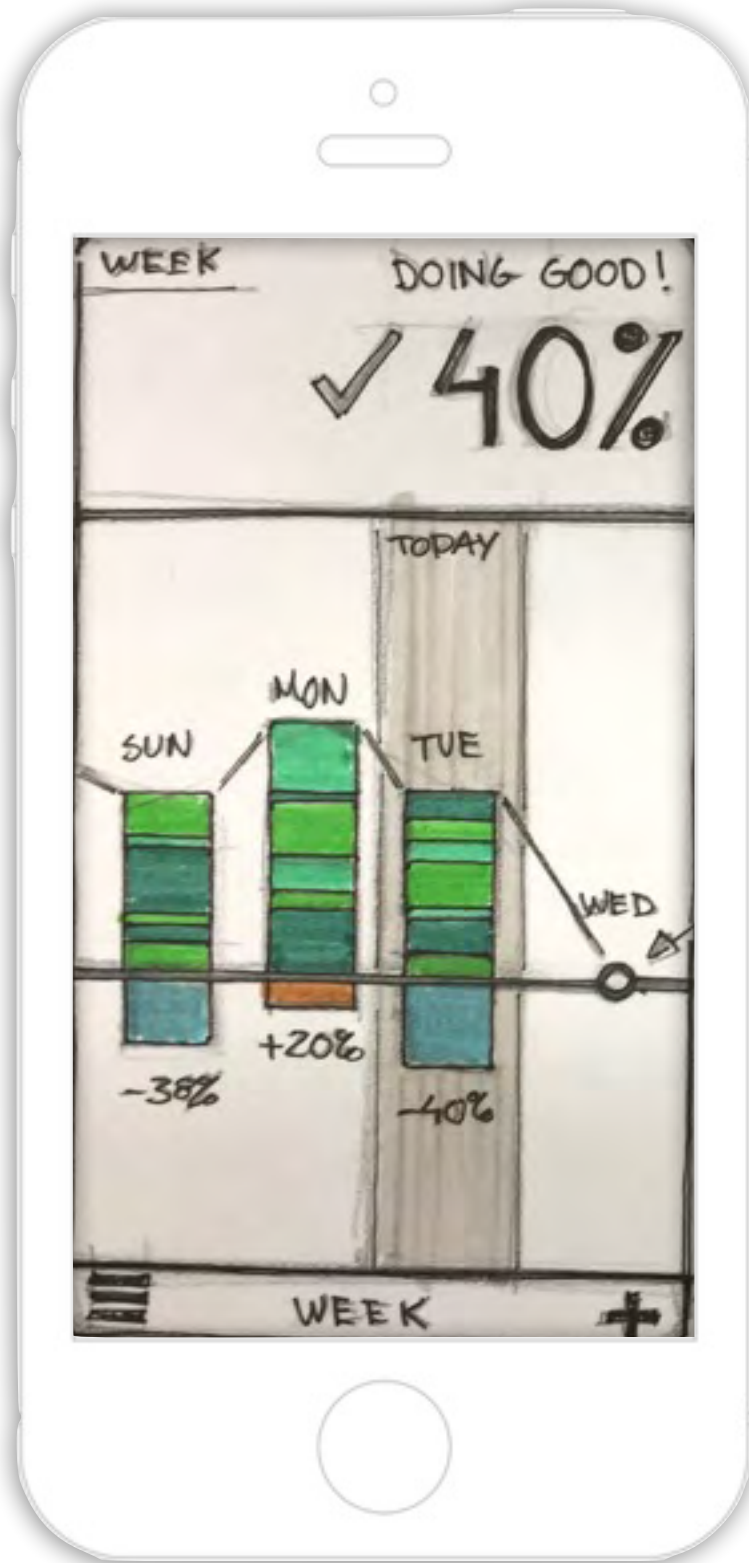
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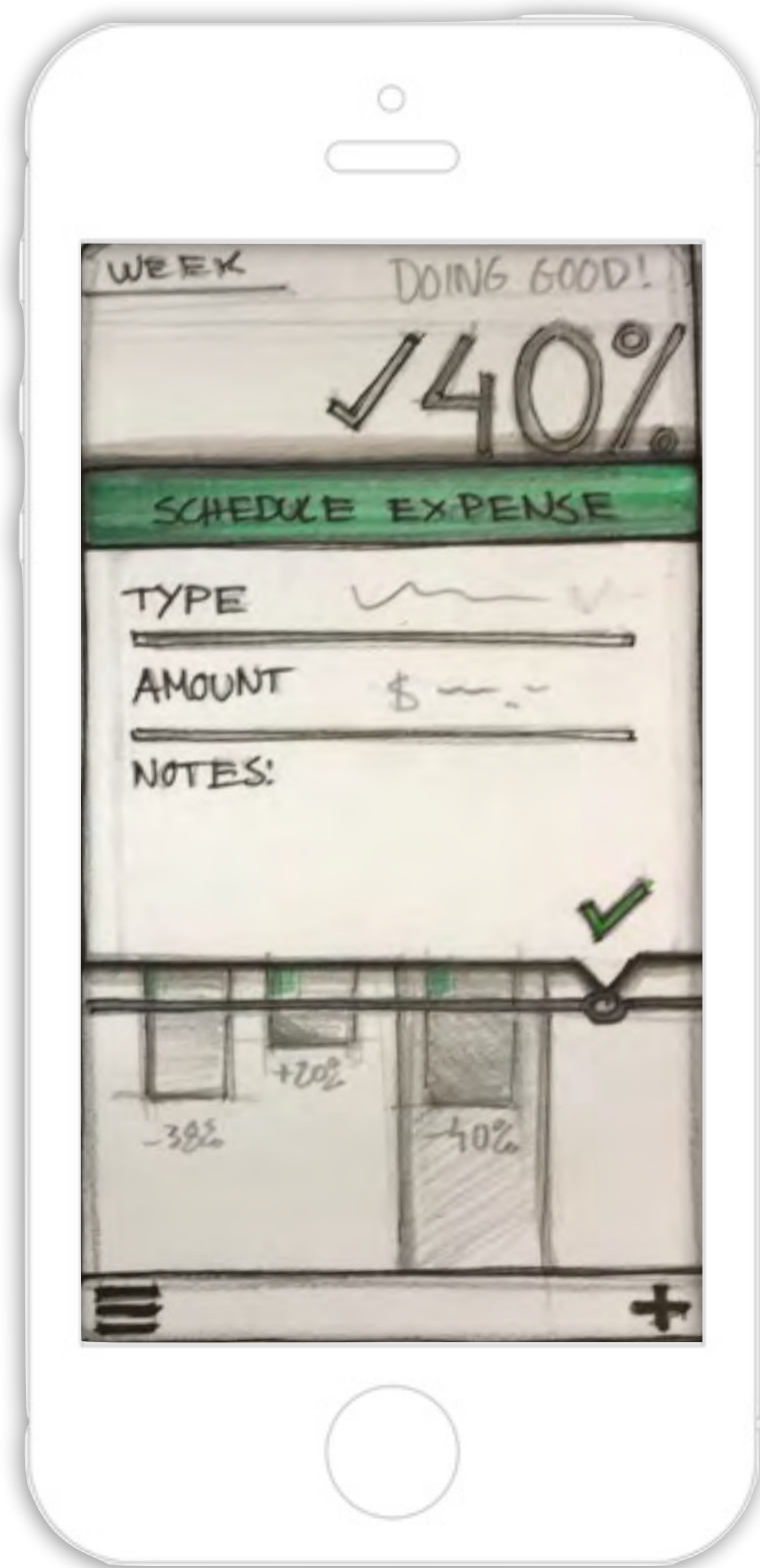
Challenging setting up budgets.

Complicated input leads to **less use.**

6 Tasks



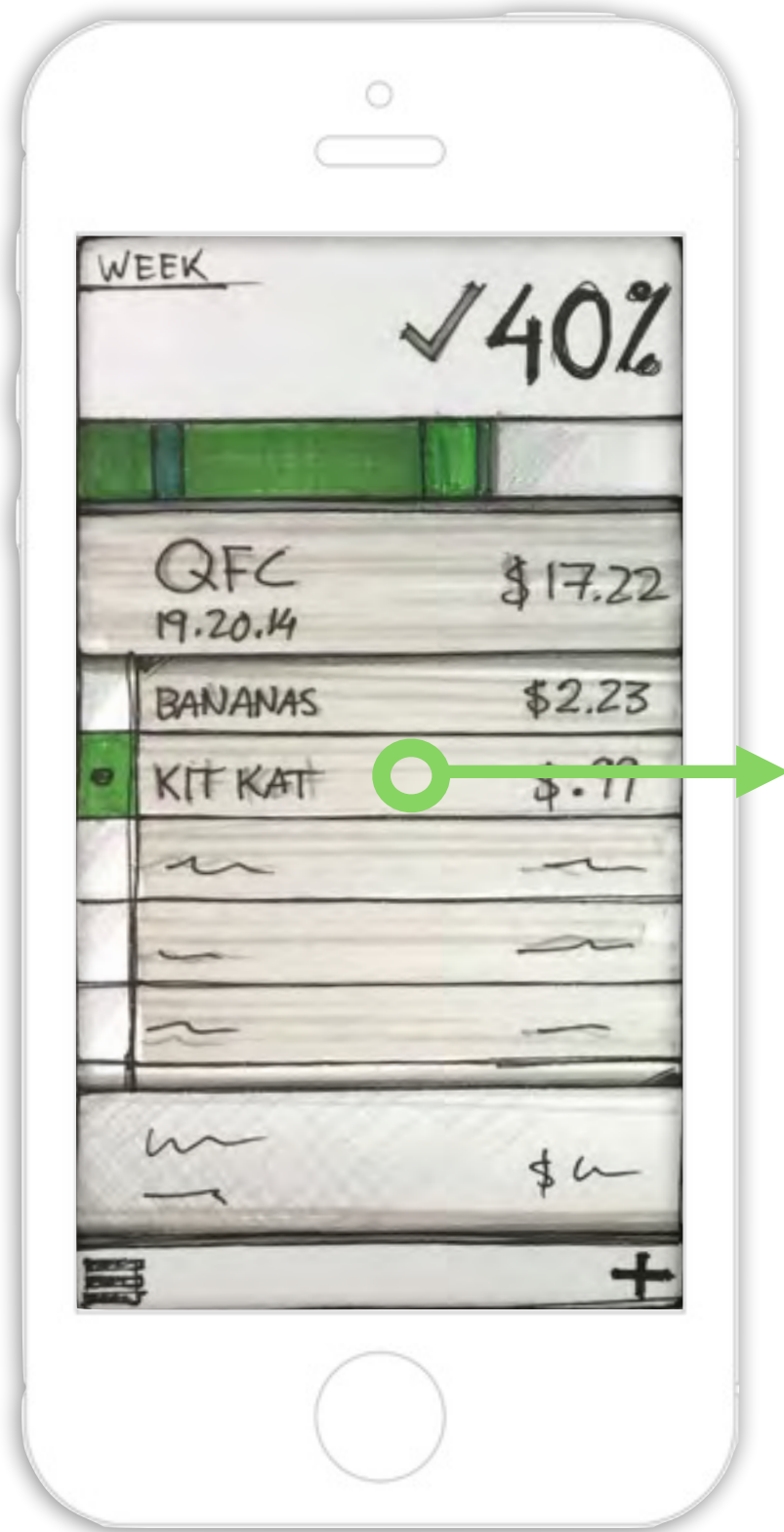
Review spending **progress** compared to goals.



Account for **future** spending.



Adjust budget between different categories.



Designate spending as discretionary.

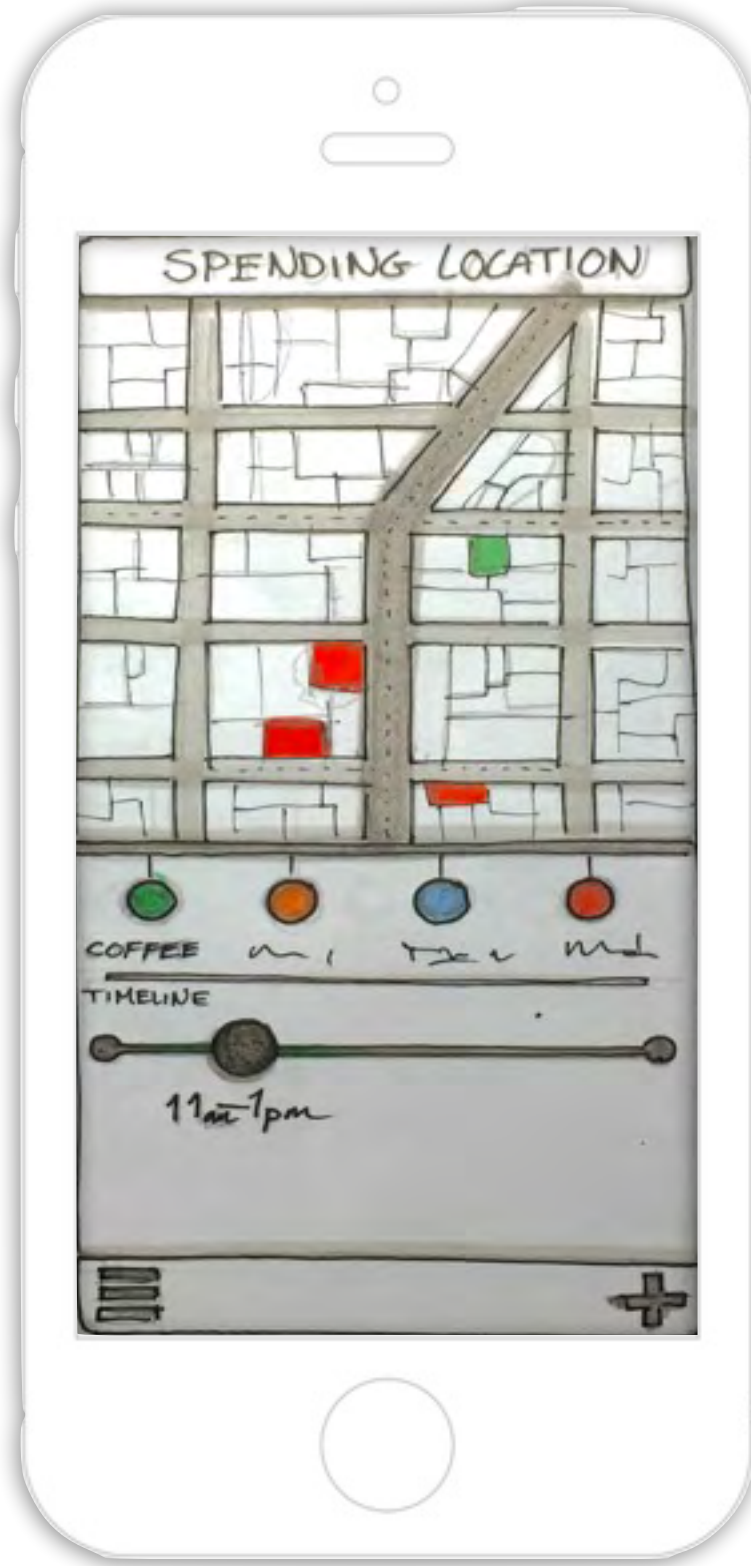


Prevent **unwanted** habitual spending.

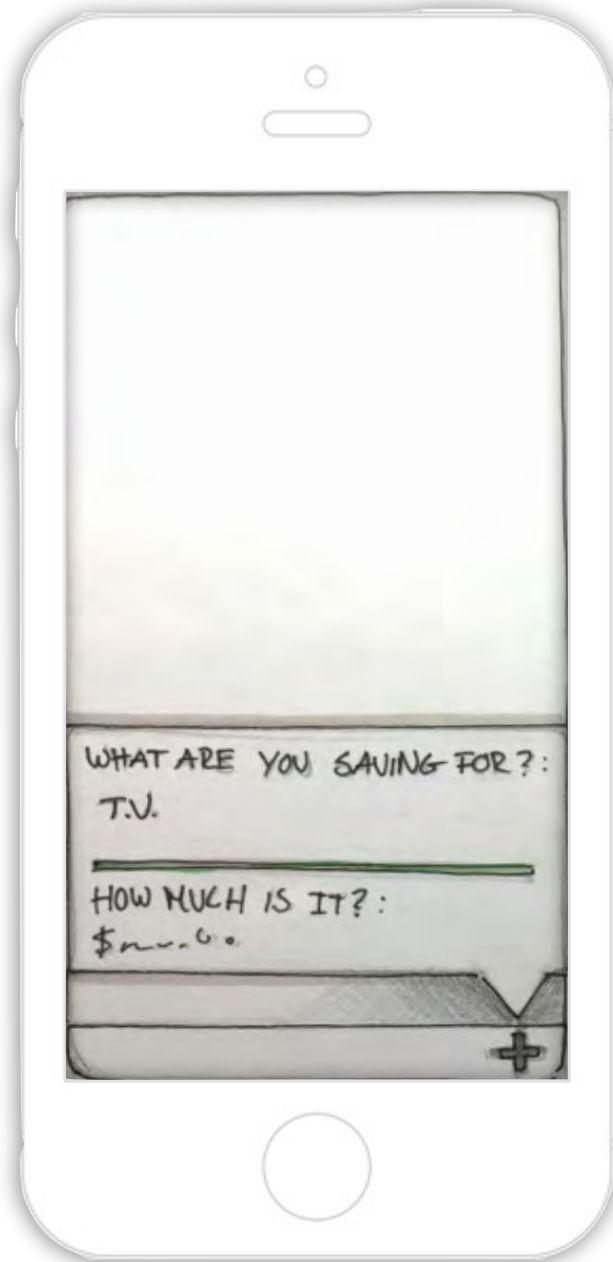


Check if a potential purchase **fits the budget.**

Design 2



Design 3



Selected Design

Linear Visualization + Rewards

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Allows users to:

See discretionary **spending habits**
over time

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Set tangible **goal/budget/reward**

Visualize progress towards goal

Visualize Recent Spending



Setting a Reward



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

A large, dense pile of US one hundred dollar bills, showing the portrait of Benjamin Franklin and various serial numbers. The bills are scattered and overlapping, creating a textured background. A green rectangular box is superimposed over the center of the image, containing the word 'KACHING' in white, bold, sans-serif capital letters.

KACHING