

KACHING

A budgeting app for your discretionary
spending

K.A. CHING



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spending

Acacio Domar: Visuals

Wanlin Li: Writing / UI design

Andrea Martin: Writing / UI design

Elise Neroutsos: Project Manager

Team

Acacio Domar: Visuals

Wanlin Li: Writing / UI design

Andrea Martin: Writing / UI design

Elise Neroutsos: Project Manager

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

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~~ICE CREAM - \$4.42~~

DINNER - \$7.79

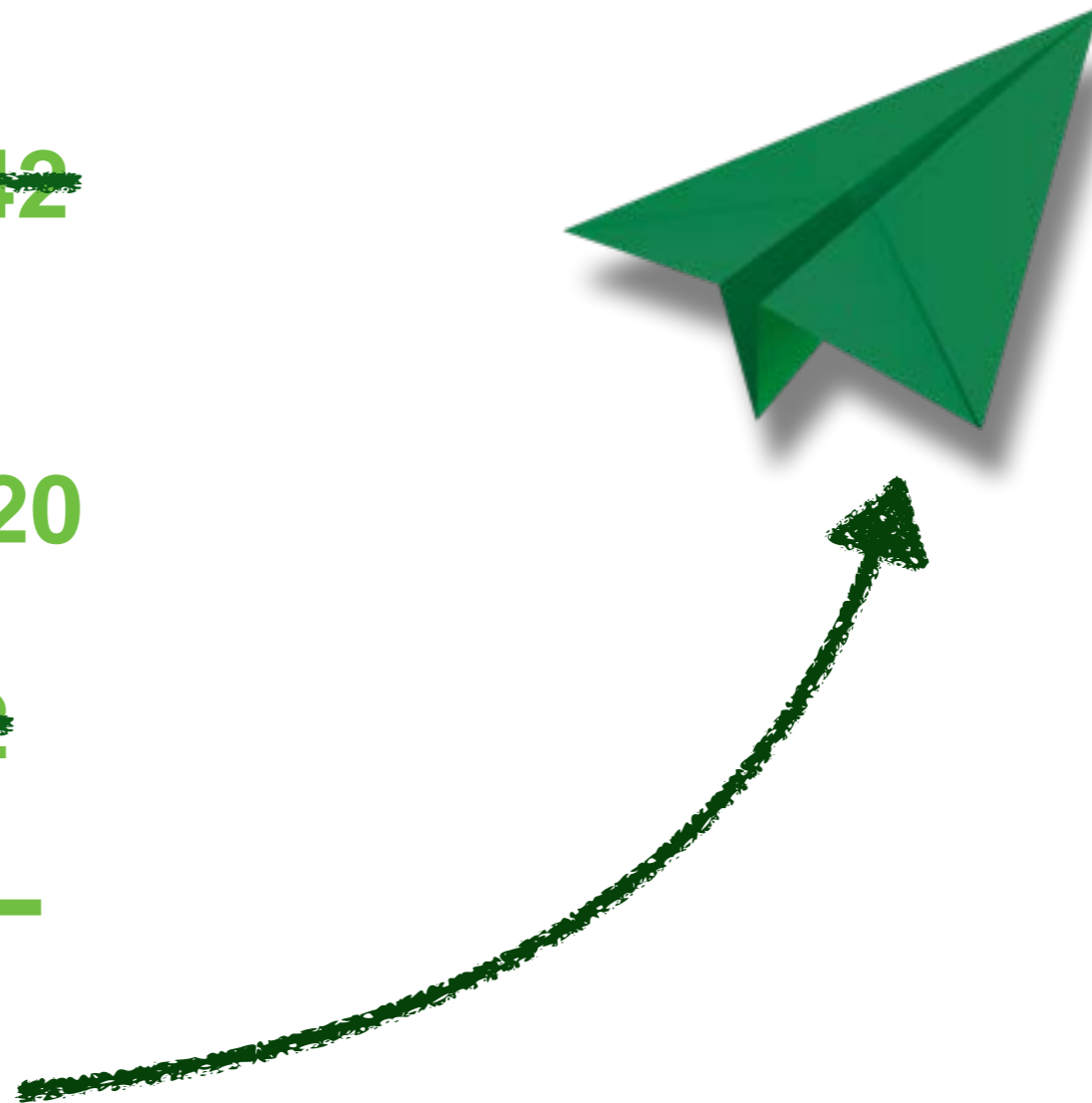
~~COFFEE - \$4.89~~

BOWLING - \$10.20

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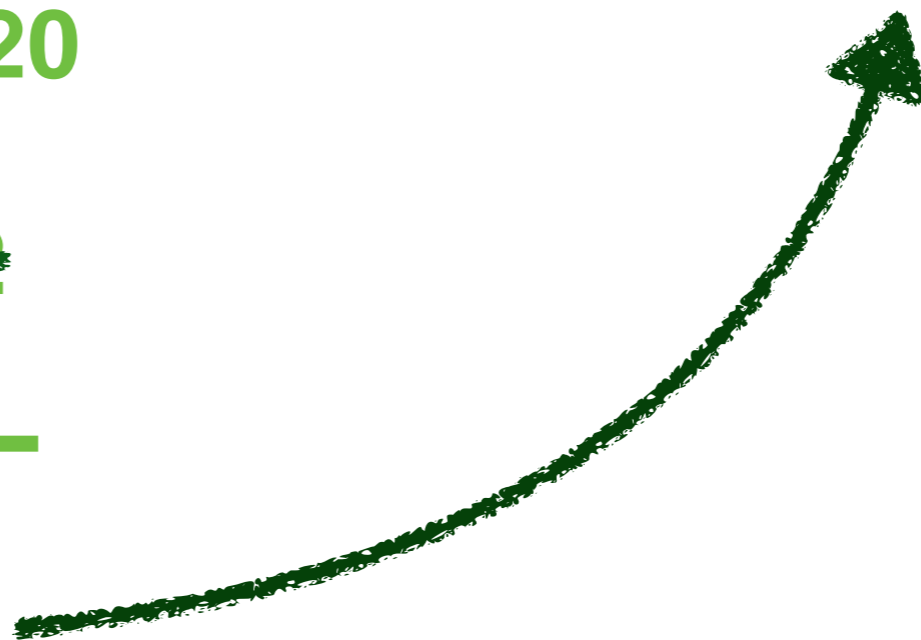
~~COFFEE -\$4.89~~

BOWLING -\$10.20

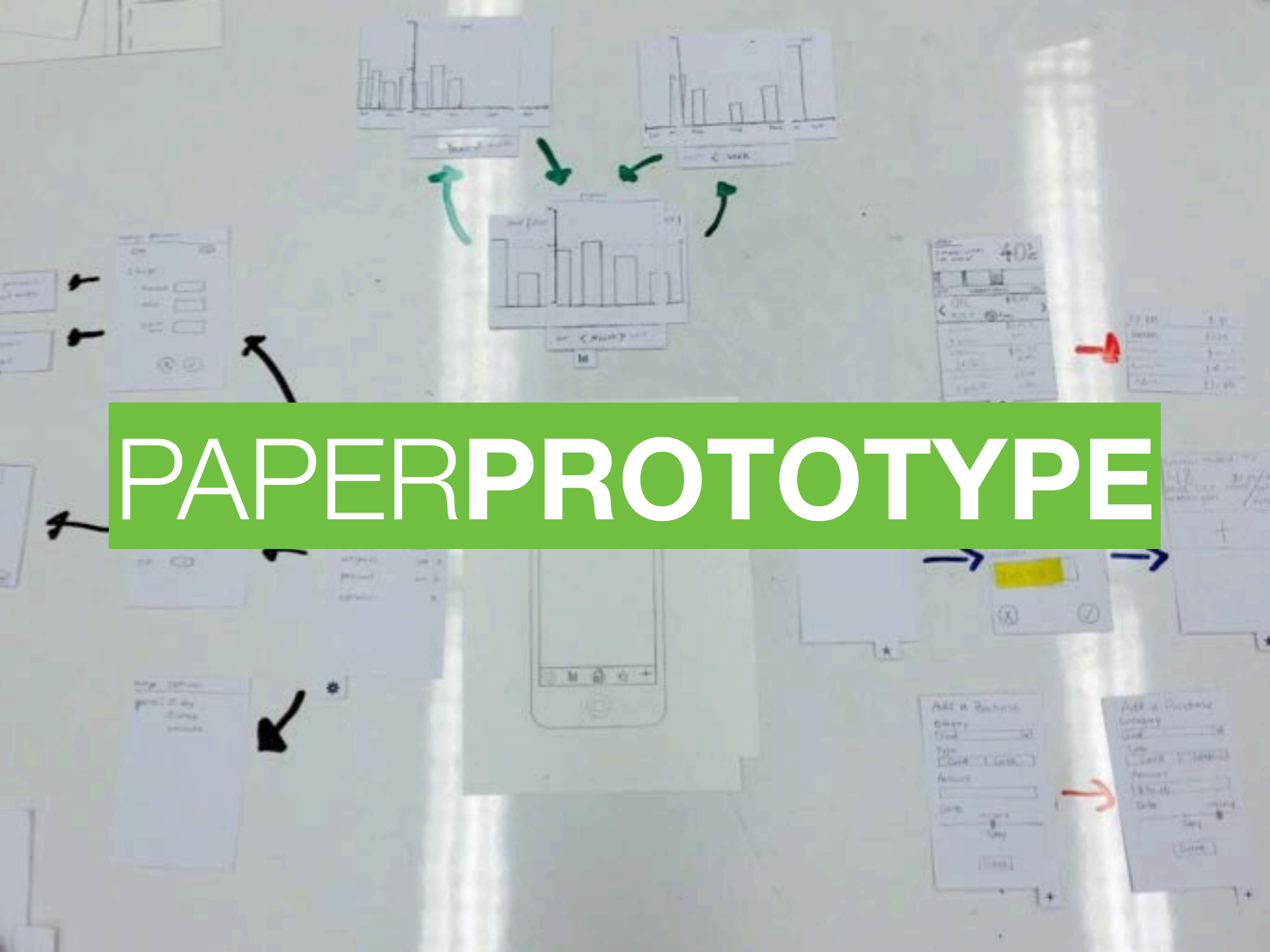
~~KIT KAT -\$0.99~~

~~BRUNCH \$11.42~~

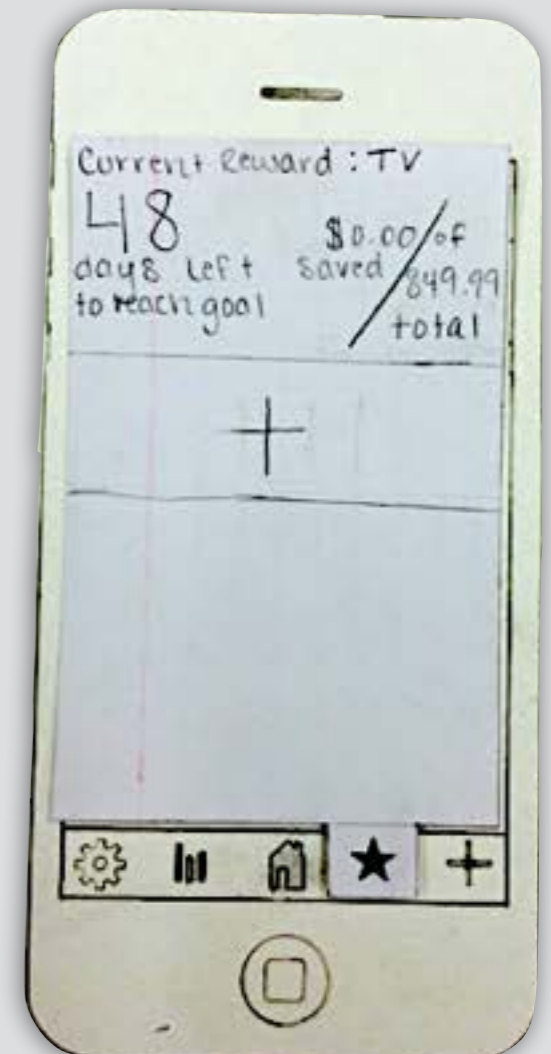
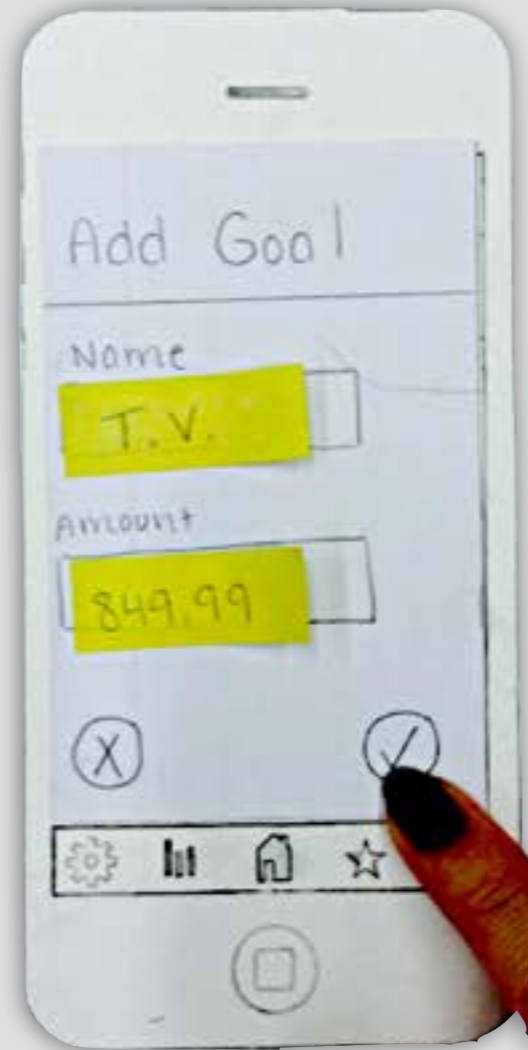
BEER -\$4.00



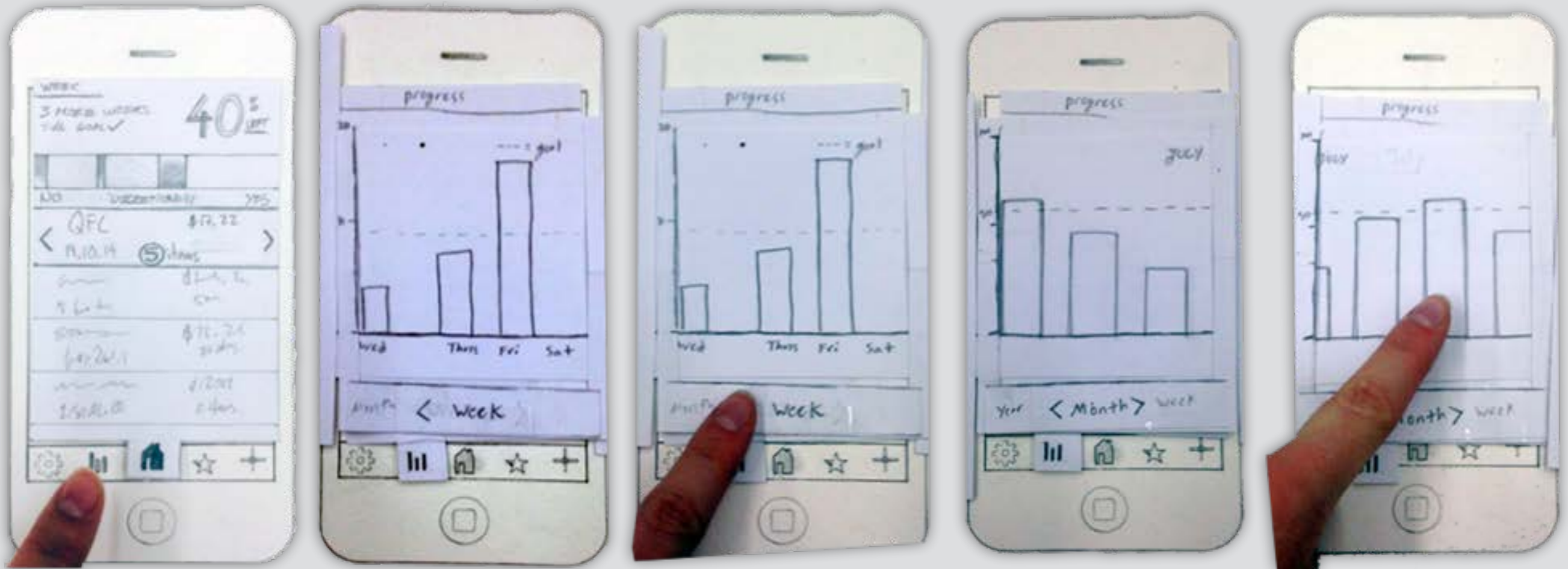
PAPERPROTOTYPE



ADD GOAL



REVIEW SPENDING



Allen Library **3** participants

Targeted students

Students typically have enough money but not enough to do crazy amounts of spending

TESTING OVERVIEW

Allen Library **3** participants

Targeted students

Students typically have enough money but not enough to do crazy amounts of spending

TESTING PROCESS

Tasks we prompted for:

Add a goal: TV that cost \$849.99

Review spending from June

Designate spending as
discretionary

Add a purchase

TESTING PROCESS

Issues:

First participant was rushed

Our wording may have influenced actions.

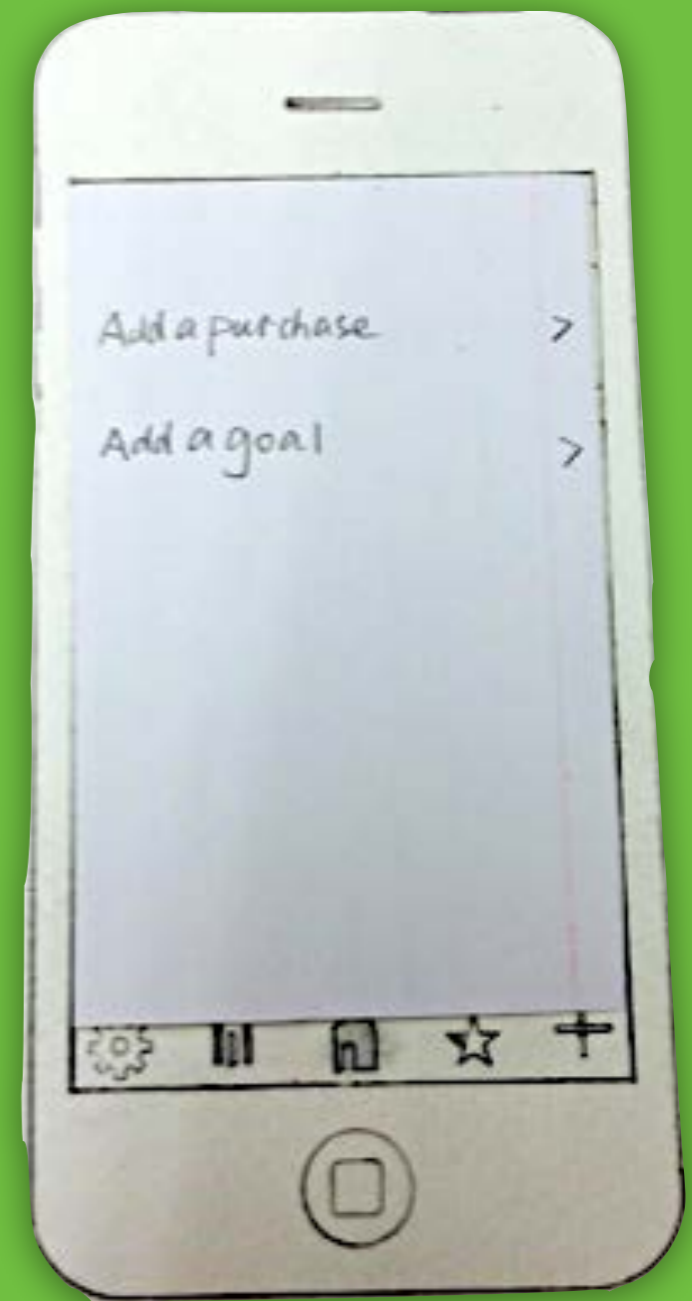
Purpose of app may have been unclear

TESTING RESULTS

Add Goal:

Tab simplicity was appreciated

Add goal confusion solved by word change and additional path



TESTING RESULTS

Review Spending:

Graph navigation issues

Wording change

Updated interactions

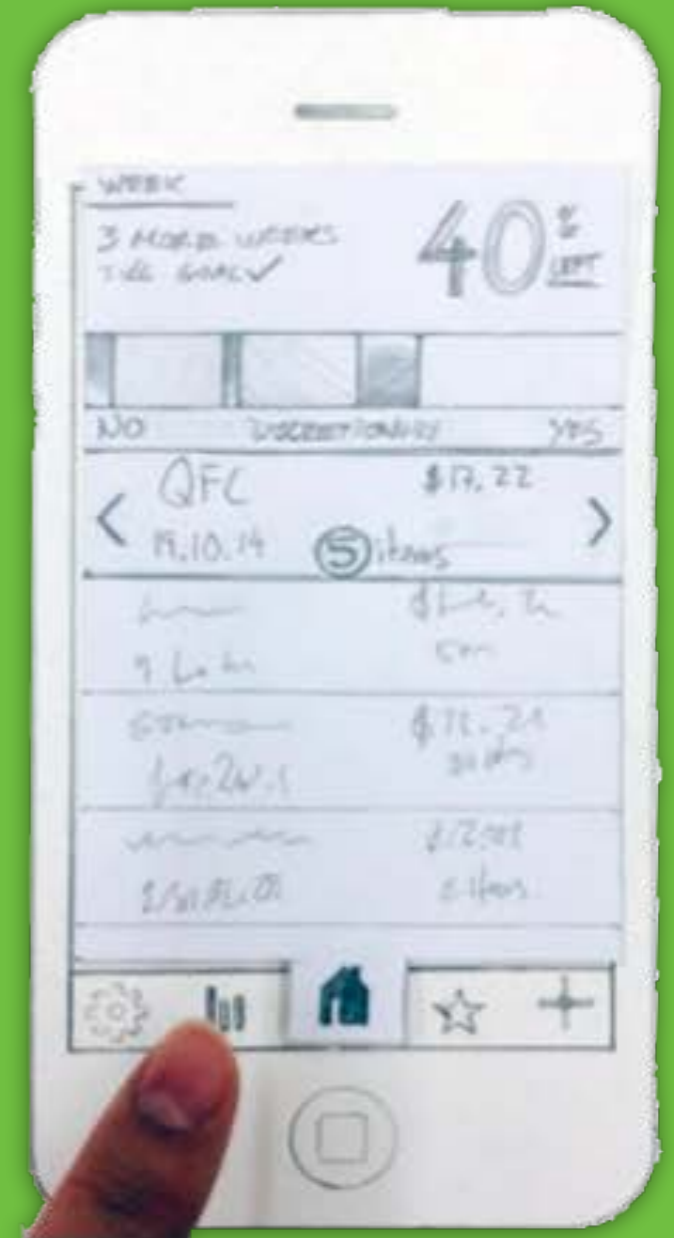
Tap between
consecutive time
periods



TESTING RESULTS

Home Screen:

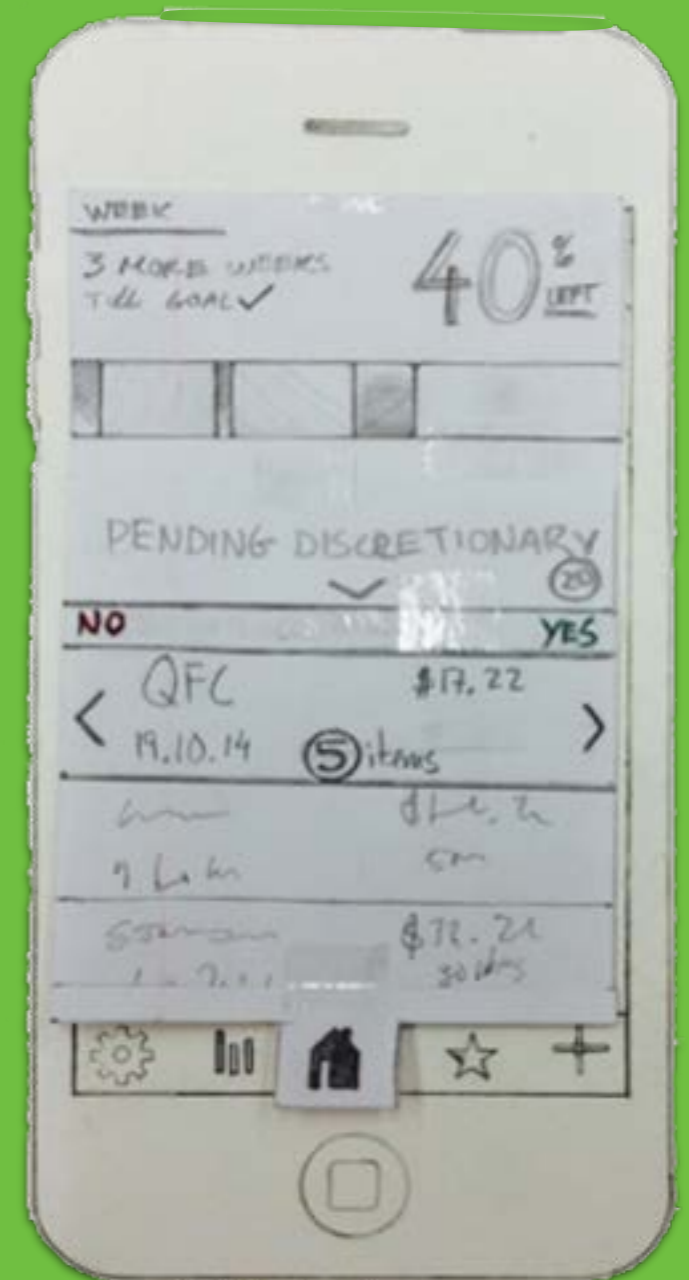
Confusion around discretionary spending designation action



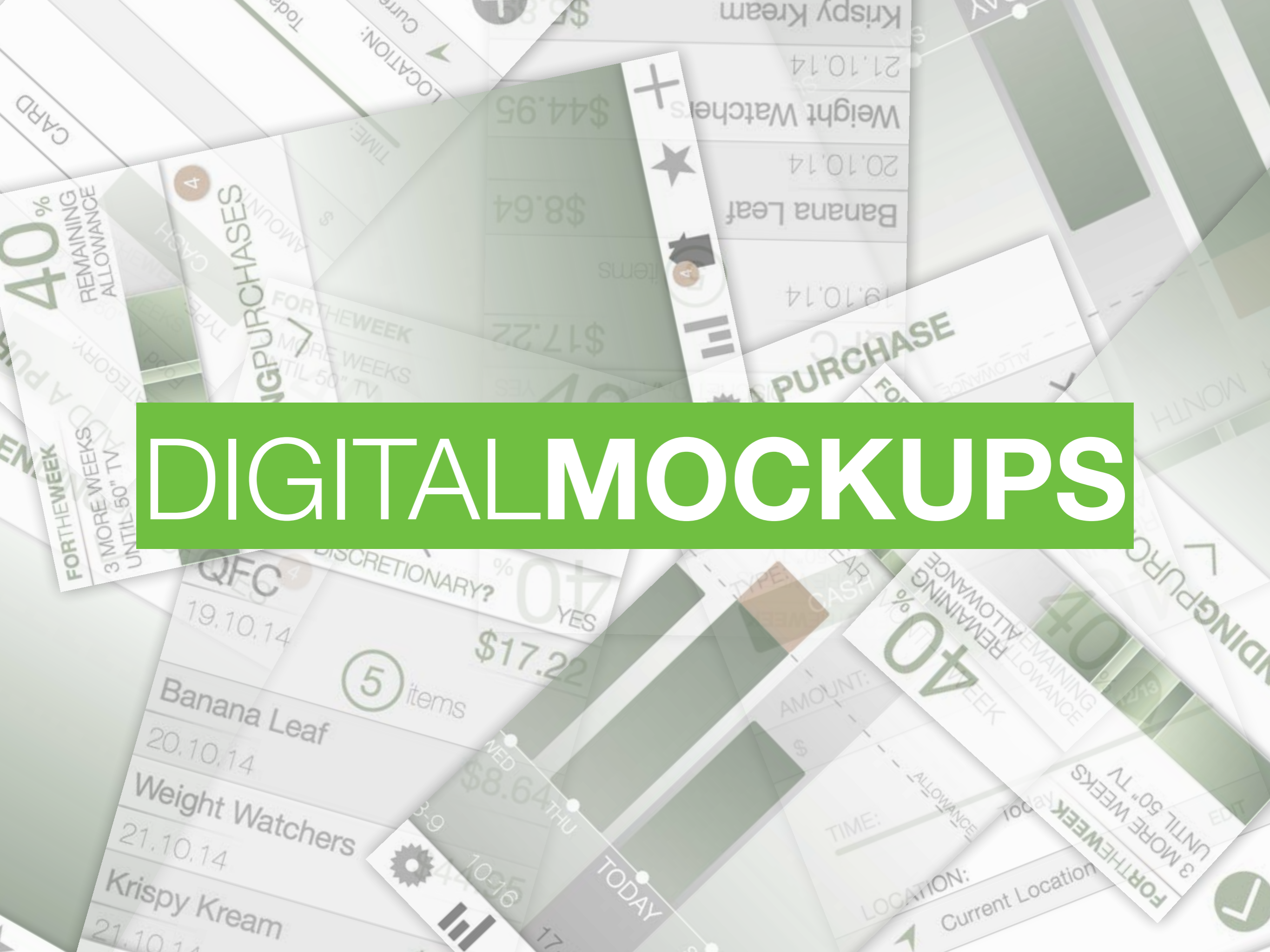
TESTING RESULTS

Home Screen:

Made designate
discretionary
actionable



DIGITAL MOCKUPS



DESIGNATED DISCRETIONARY



DESIGNATED DISCRETIONARY



FORTHEWEEK		40%
3 MORE WEEKS UNTIL 50" TV		REMAINING ALLOWANCE
NO	DISCRETIONARY?	YES
QFC		\$17.22
19.10.14	5 items	
Banana Leaf		\$8.64
20.10.14		
Weight Watchers		\$44.95
21.10.14		
Krispy Kream		\$5.89
21.10.14		

DESIGNATED DISCRETIONARY



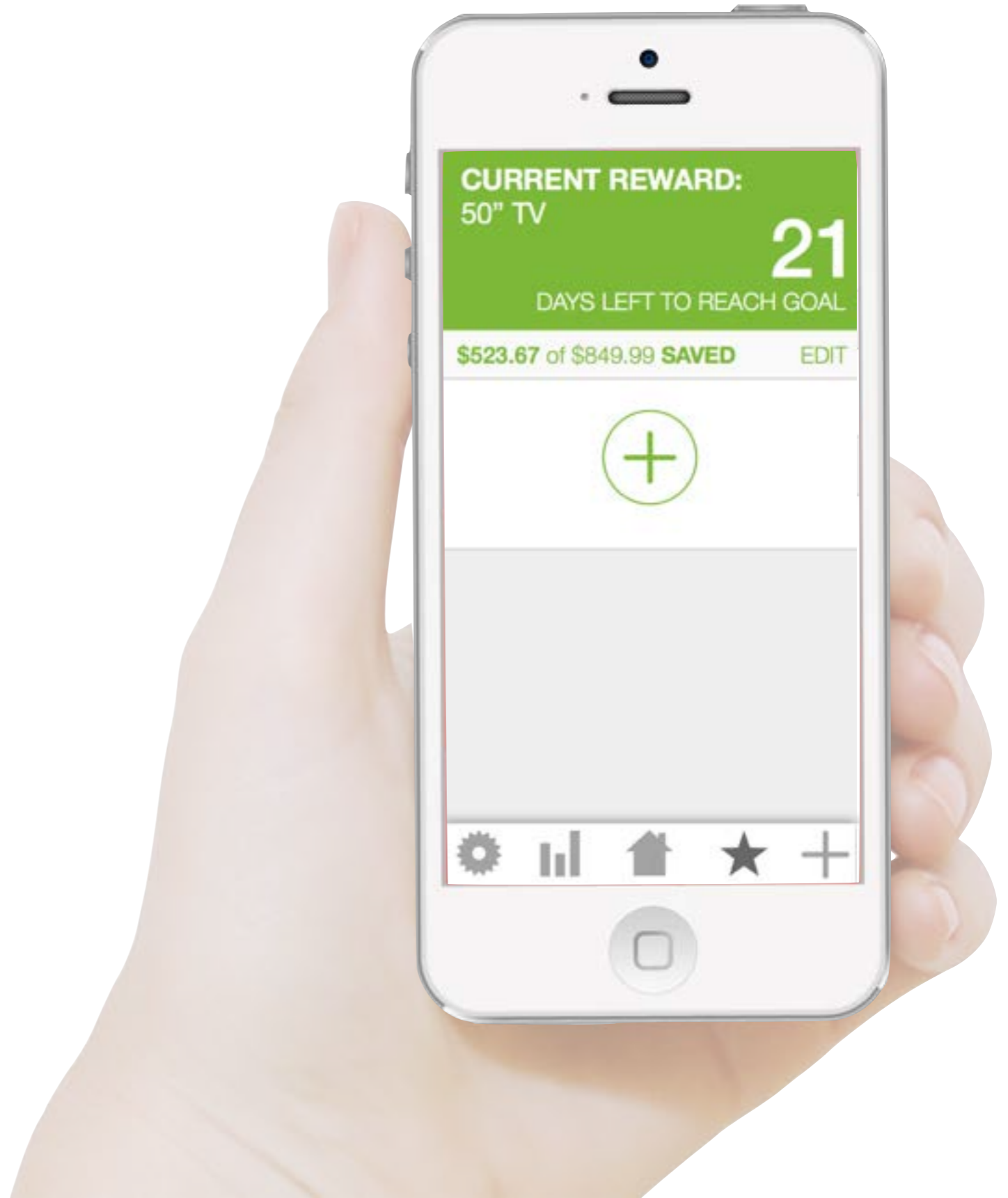
ADDGOAL



ADDGOAL



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ADDGOAL



VIEWPROGRESS



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VIEWPROGRESS



VIEWPROGRESS



SUMMARY

Removed testers are key

Paper prototypes mean easy changes

Iterating between tests

Regular group meetings

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