

# UX PROJECT

designing personal budgeting app for millennials

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## KNOW YOUR PRODUCT

-MARKET RESEARCH

-EXISTING PRODUCTS

# Millennials face unique financial challenges

Lets speak their language& show them their money.

what do millenials want from their banking services?

1. easy to use - apps
3. easy to reload - fast cash
4. cash back rewards
5. provide vouchers - airmiles, shopping vouchers etc
6. offer account notifications - debt and purchases management
7. security is a must - data loss and frauds are often

<http://www.marketwatch.com/story/millennials-are-using-credit-cards-wrong-2014-09-08>

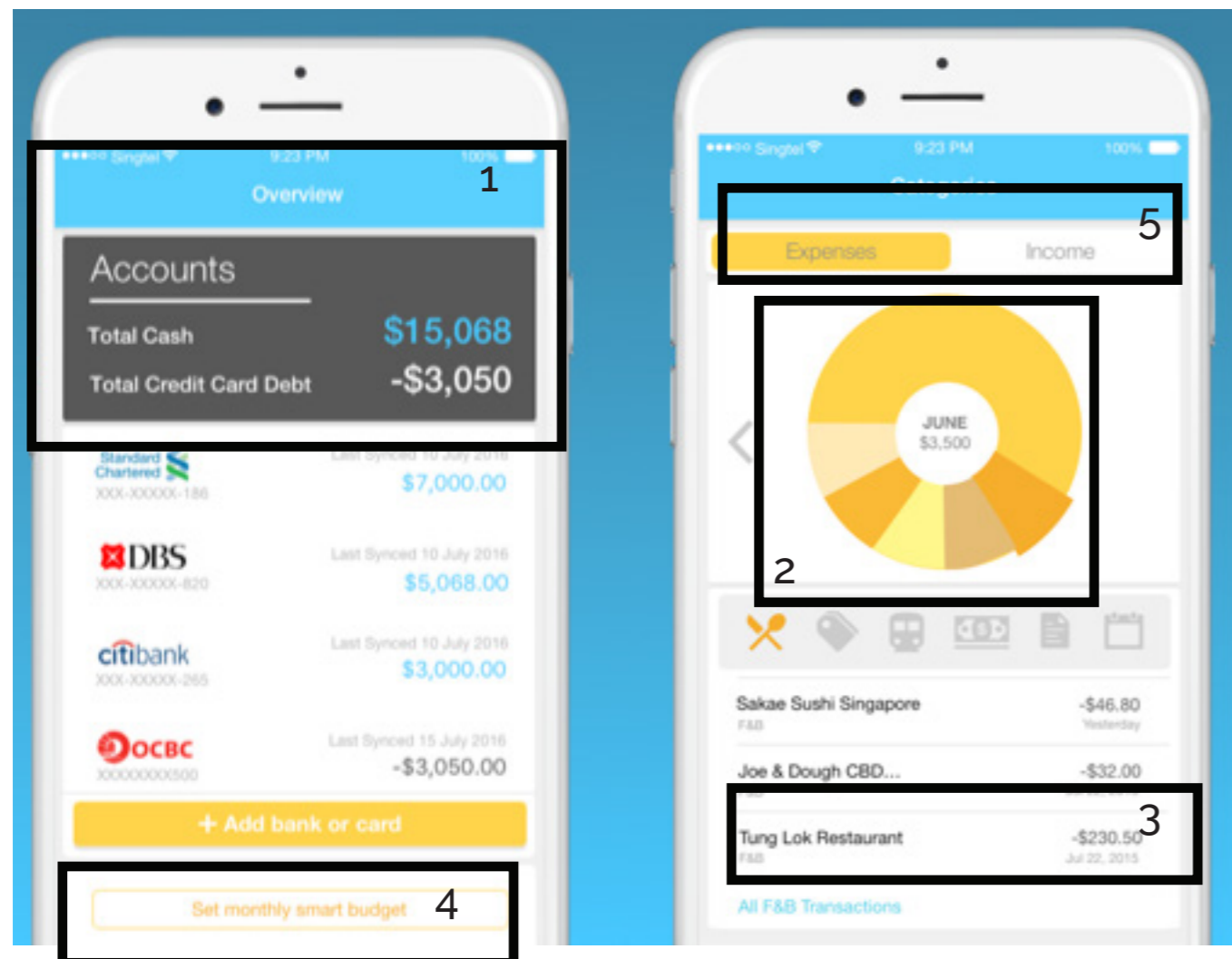
<http://www.fox5ny.com/news/millennials-face-unique-financial-problems>

<https://www.get.com/blog/millennials-obsessed-high-end-credit-cards/>

<https://www.forbes.com/sites/kateashford/2016/06/30/millennials-credit-card/#2def772a6ee3>

<http://www.medialogic.com/financial-services-marketing/blog/are-millennials-making-prepaid-cards-the-must-have-payment-product/>

# existing product evaluation



- easy to use
- informative
- speaks millennial language
- avoids that users remember things
- provides control and freedom to explore
- its helpful for user
- it grows with the users
- it is responsive
- touch friendly
- ranked - Google store

Provides:

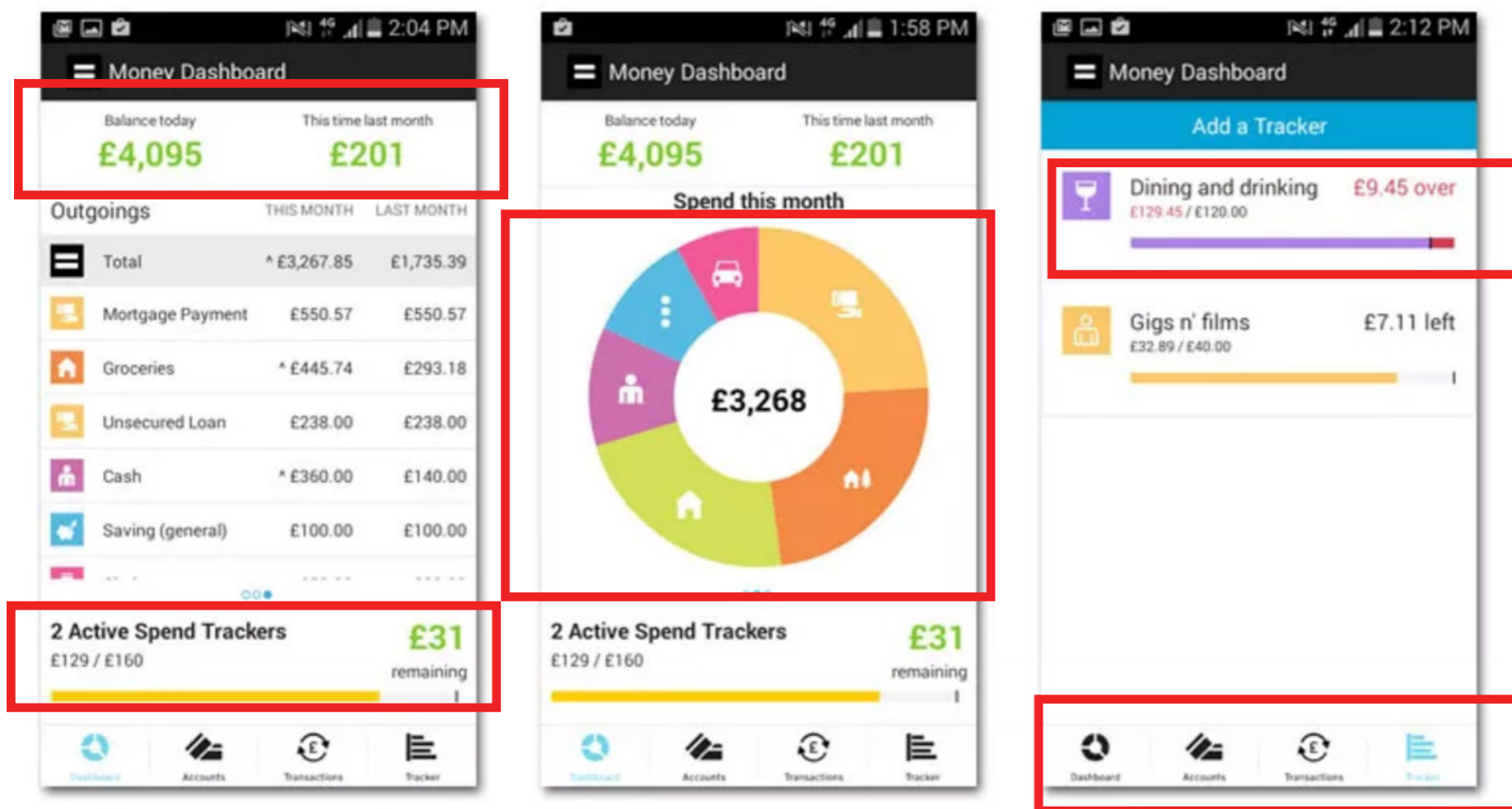
1. Information on accounts balance
2. infographics of monthly expenses rates
3. personalized categories and notifications
4. introduces smart saving options
5. provide information on expenses and savings

Seedly, Singapur : created from and for millennials

<https://play.google.com/store/apps/details?id=sg.seedly.pa>

# existing product evaluation

- easy to accomplish main tasks
- informative
- consistent
- avoids that users remember things
- provides control and freedom to explore
- its helpful for user
- it is responsive
- touch friendly
- ranked - Google store



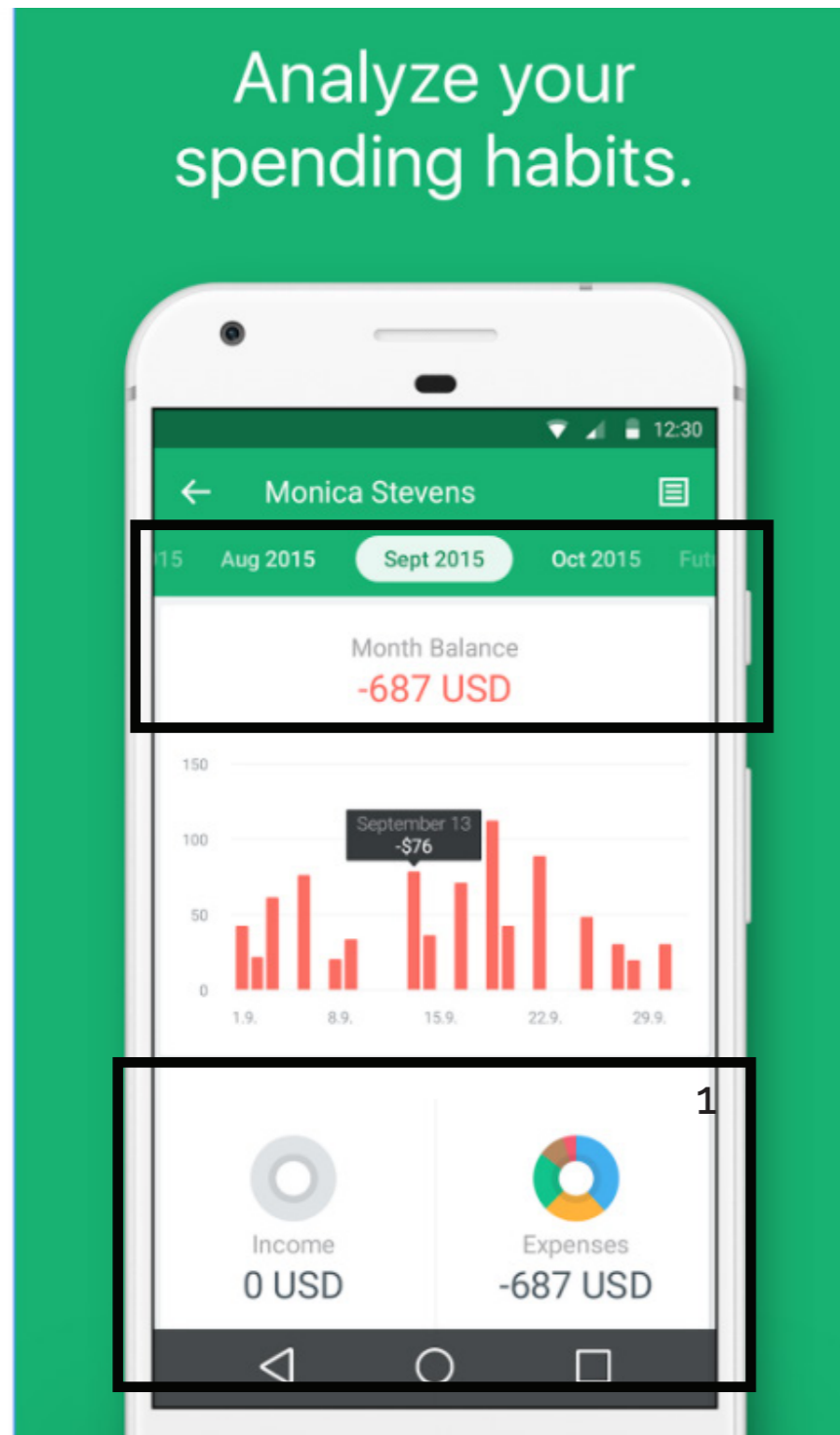
- visibility:  
Clear information on daily expenses and comparison displayed on top.  
Graph illustrating aspects of monthly expenses.
- feedback  
Money tracker tool notification
- mapping  
Clear connection of categories with infographics
- Constraints  
Successfully categorizing expenses to groups

Tracker component:  
Introducing smart finance management: limits to each category and notifications.

Money Dashboard, UK

<https://play.google.com/store/apps/details?id=com.mdb.mdbandroid>

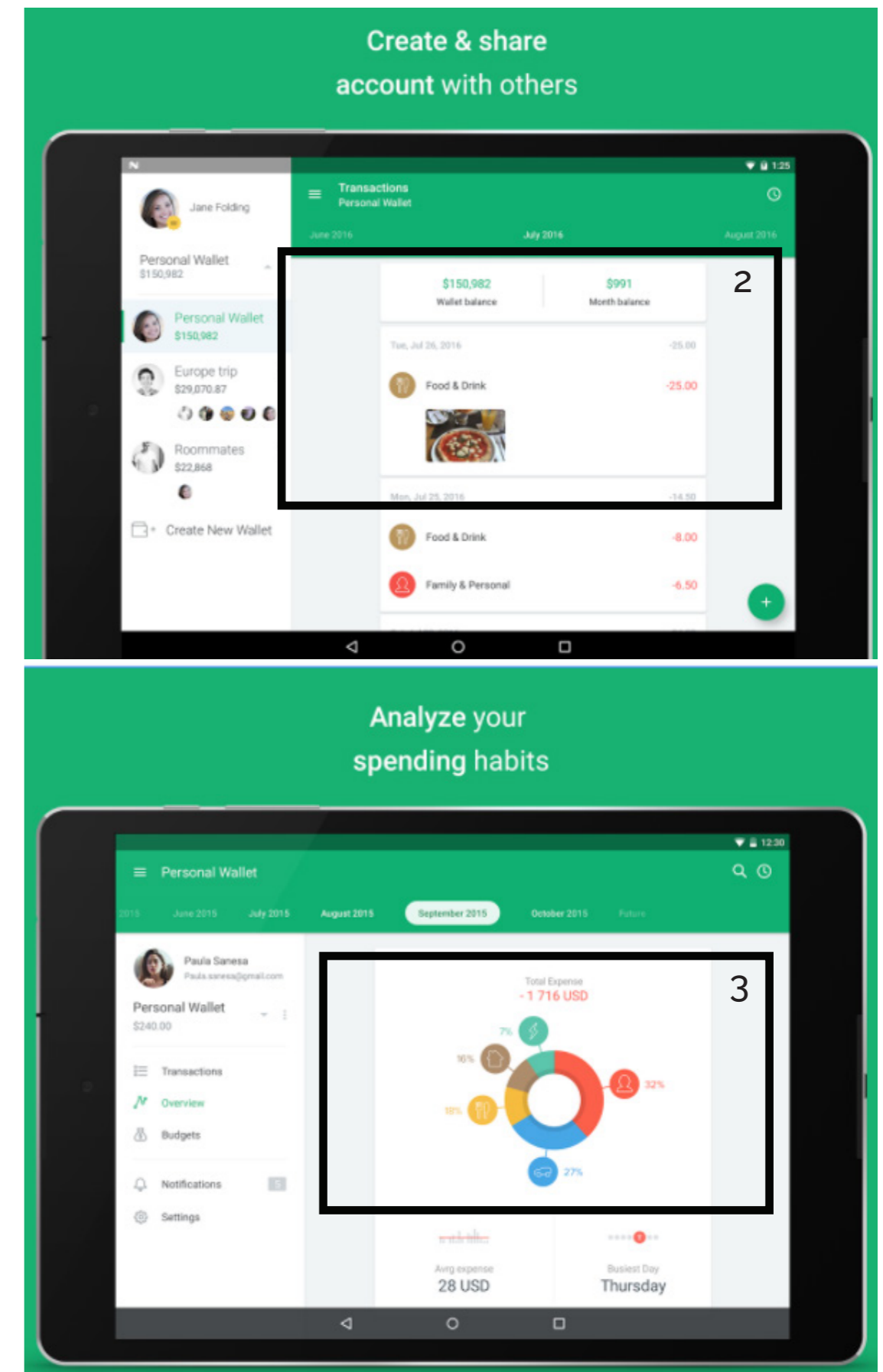
# existing product evaluation



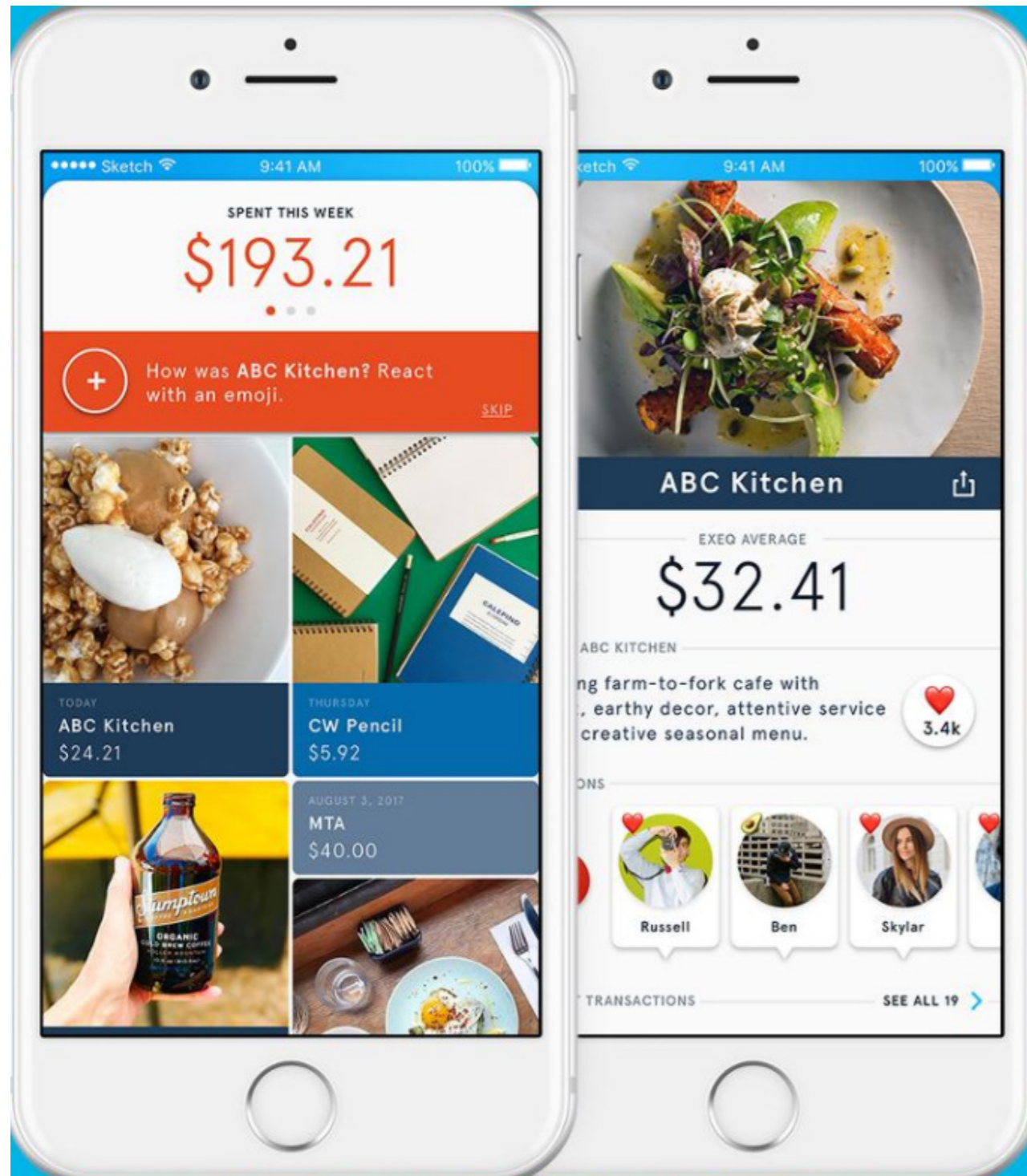
- combines calendar options
- compares income/expenses each month
- sharing expenses with other accounts in the blog
- analyses consumer profile
- provides basis for budget planning
- touch friendly
- clean and sharp UI
- strong visual identity/info-graphics
- works well in mobile+tablet, provide mild user journeys across channels
- easy to use
- grows with the user
- ranked
- touch friendly and responsive

Spendee, Czech Republic, EU

<https://play.google.com/store/apps/details?id=com.cleevio.spendee>



# existing product evaluation



Overall:

- helps young people confront their spending habits
- targets social media conscious users with visually appealing photos and ratings.

Target audience is the Millennials:

- amassed their users by taking to the streets, face to face.
- direct messaging hundreds of strangers on Facebook
- hiring college students as interns.

How it works:

- users link up to their bank accounts and the app tracks the user's spending data. based upon this information, Exeq recommends a budget.
- home screen shows weekly spending locations and remaining balance in various categories of expenditures.

Exeq, NY

<https://www.forbes.com/sites/laurensonnenberg/2017/08/03/new-budgeting-app-aims-to-be-both-fun-and-sensible/#73ee8a306865>

KNOW YOUR USER

-PERSONAS

-USER NEEDS



## TRADITIONAL BEHAVIOR AND CONSUMPTION PATTERNS ARE GONE

It is likely you will find a member of the millennial generation shrewdly deciding to remain living under their parent's roof or crowdsourcing goods, not to fund the purchase of a home or wedding but rather to embark on an adventurous vacation.



## THESE KEY VALUES ARE DIFFERENTIATING MILLENNIALS FROM OTHER GENERATIONS

Millennials rank inward-focused values like happiness and discovery higher than collective-focused values that mark the Baby Boomers generation, such as family and practicality.



*The persistent ranking of these values across the Millennial age spectrum signifies that this is not merely a stage that they will grow out of*

## HABITUAL INFORMATION

Internet usage patterns, Devices/screens, Frequency of use

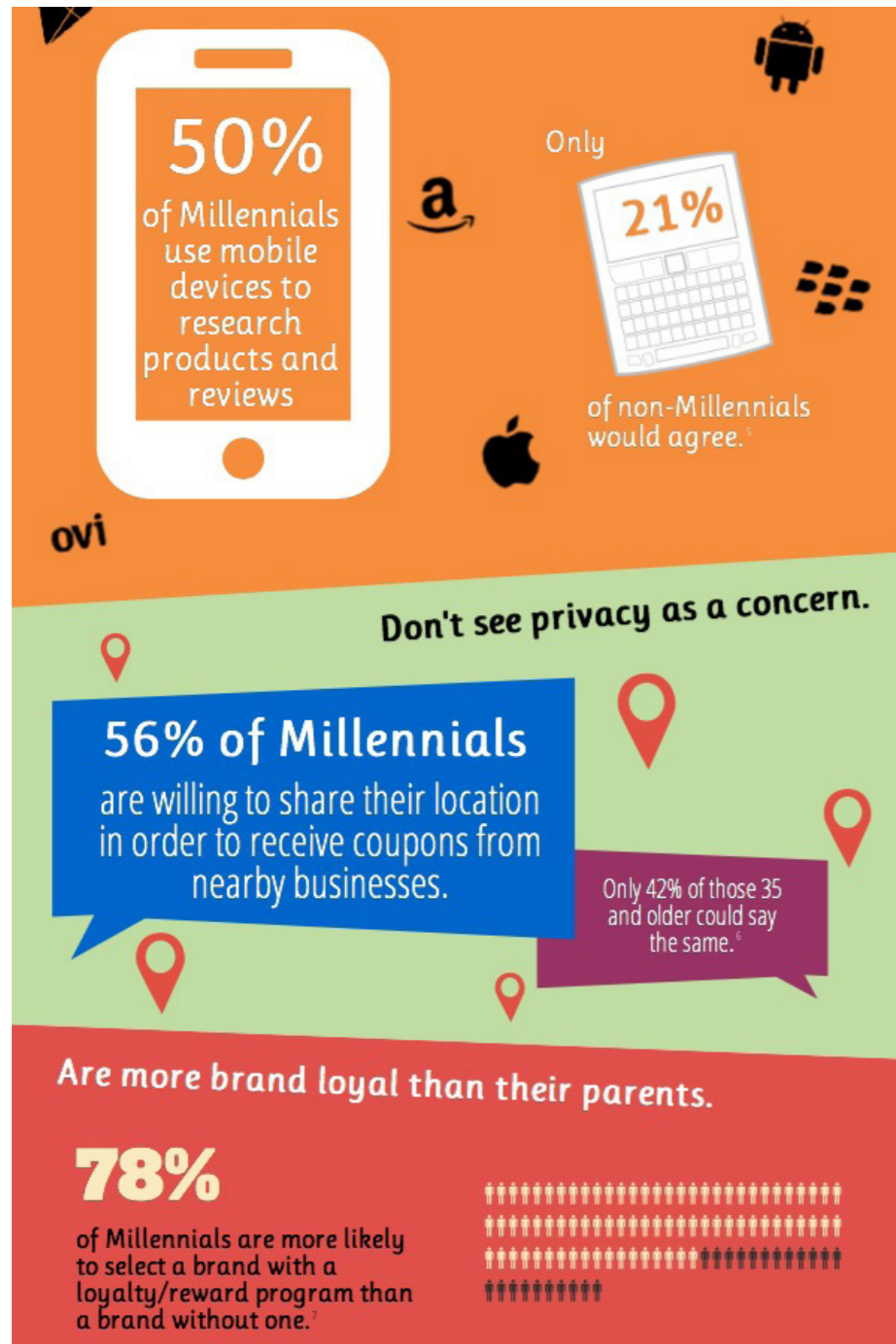
Technology has always been part of millennial's lives.

Millennials check their smartphones 387 times per day on average. This makes millennials a very attractive audience to target with a mobile app.

Millennial Values: Happiness, Passion, Diversity, Sharing, Discovery, YOLO attitude (live the moment)

What concerns millennials?

- 1) dating
- 2) finding a career path
- 3) saving money for college
- 4) entertainment
- 5) education
- 6) health/sport
- 7) charity



## HABITUAL INFORMATION

Internet usage patterns, Devices/screens, Favourite apps

(Statista and comScore Statistics:)

The app categories that were most popular among millennials in 2015 are the following:

Entertainment (games, music and movie streaming services).

Social networks.

Messenger / chat.

Photo editors.

Financial services.

Health and fitness.

Location-based services.

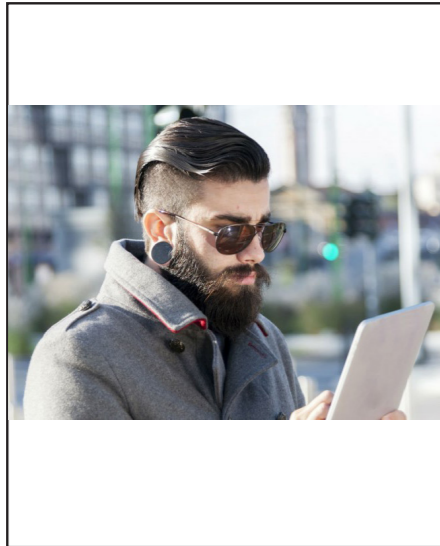
Location-based dating apps.

Apps that

1) educate

2) help them manage their budget and time

3) find fun things to do and cool people to spend time have the potential to become successful.



## Name

Bernard, 29

London, UK  
Developer/freelancer

## Behaviours

what they do, how they do it

- keep up with the cutting edge of technology; I spend a lot in trying new gadgets just to be aware of what is out there, I can always re-sell them anyway
- training in the gym daily- want to look good
- selective with brands - my style is my image to the world
- I use tablet and my phone for everyday things; I like chilling at home with netflix in my desktop screen.

## Demographics

Group (NRS): A  
Age: 29  
Gender : Male  
Occupation : Software Developer/freelancer  
Income level : medium/high  
Marital/Family status : Single  
Location : London, UK  
IT awareness : tech enthusiast and expert,  
tablet, desktop and android user

## Needs and goals

unique needs

- want to build my own company and become a successful entrepreneur
- to be recognized professionally
- want to be up-to-date, informed and insider at all cool events and parties
- time is money- I need to be sure that I spend right.
- find the perfect partner
- make the right investments- I want to plan my 30s properly



## Name

Jane, 26

Newcastle, UK  
Marketing Student

## Behaviours

what they do, how they do it

- takes 20 selfies per day+ shares them with friends at social networks
- spends 3 hours per day average online in facebook, twitter, instagram apps - likes and chats.
- uses apps for dating - always nice to meet new people anyplace ;)
- knit cap & glasses fashion; loves casual, 'alternative' yet trendy style
- likes listening to new popular tunes - commuting is boring
- vegetarian - its also good for my weight

## Demographics

Group (NRS): B

Age: 26

Gender : Female

Occupation : Marketing Student

Income level : medium/low - sales assistant part time job/  
family funding

Marital/Family status : Single

Location : Newcastle, UK

IT awareness : i-phone , tablet and mac-book user.

## Needs and goals

unique needs

- need to be heard
- often feel lost and confused in career and life choices- sharing with peers is always nice.
- want to prove I can be independent
- I want to see the world and experience it the most through places and people

# User needs

Bernard, 29

<b>As a...</b>	<b>I want to...</b>	<b>So that...</b>
freelancer	track my expenses weekly and monthly	I manage my budget efficiently in short and longer terms
freelancer	be aware of rewards and credits opportunities	I make smart and useful purchases
freelancer	manage multiple accounts	I keep on track both personal and professional expenses
tech enthusiast	buy and resell products	I test them in a financially viable way
developer	connect with other professionals	I talk about products I buy
29 year old	start saving money	I invest in my company
brand lover	have personalized options	I keep up with style

# User needs

Jane, 26

<b>As a...</b>	<b>I want to...</b>	<b>So that...</b>
student	track my expenses weekly	I don't get indebted
social woman	share my lifestyle	I exchange opinions about products and feel part of a community
social woman	share expenses with friends	all our common purchases are settled easily
part time employee	manage income from different resources	I become financially more independent
student	be aware of rewards and credits from my banking	I get the most of it
26 year old	live the moment	I enjoy the most of my everyday shopping
'alternative'	I keep up with second hand products and places that interest me	share, co-consume and swap things I buy

USER JOURNEYS

## Core Journeys:

Jane, 26: Use the budgeting app to check account credits while buying a new T-shirt (in a shop).

Bernard, 29: Use the budgeting app to check last months' expenses in tech and add a tracker.

## Actions during the journey:

- The user checks his/her expenses, income and savings.
- The user shares information with others.
- The users receives rewards for savings and credits.

## Infographics Used:

### Touchpoints

what action



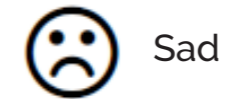
### Channels

what media



### Emotions

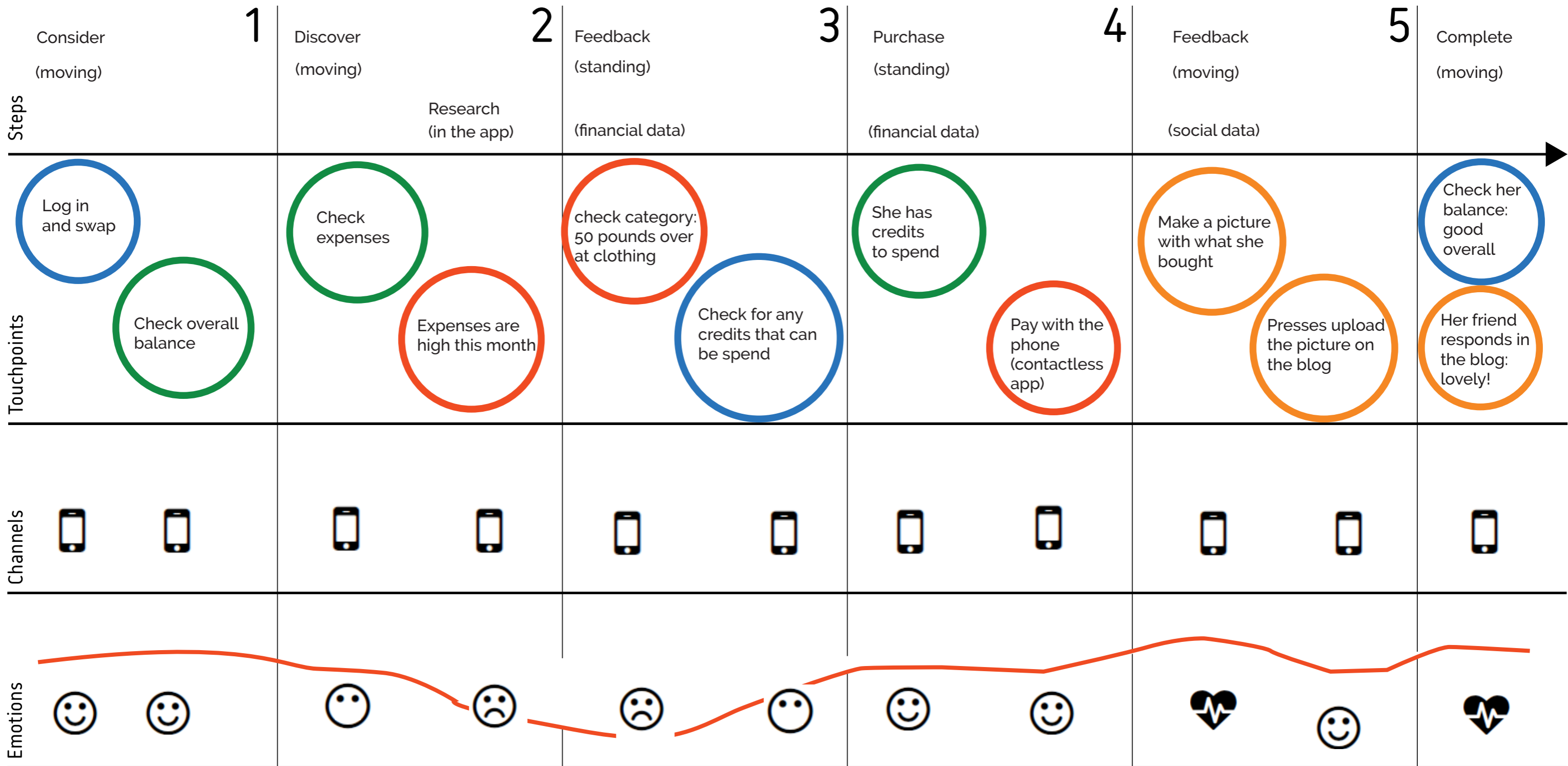
peaks





# Persona: Jane, 26

Goal: Check account credits while buying a new T-shirt (in a shop)



# Persona: Bernard, 29

Goal: Use the app to check last month's expenses in tech and add a tracker



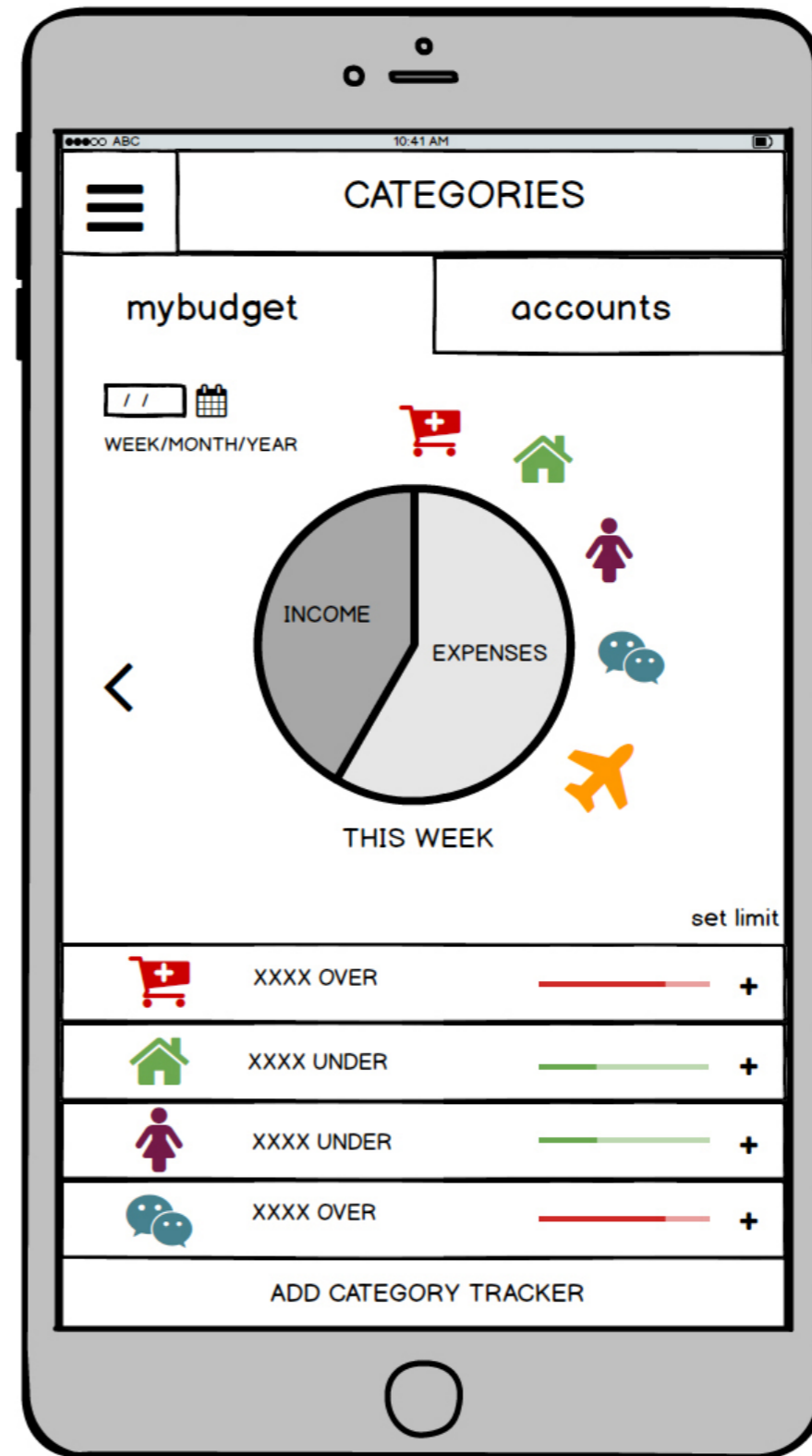
DESIGN

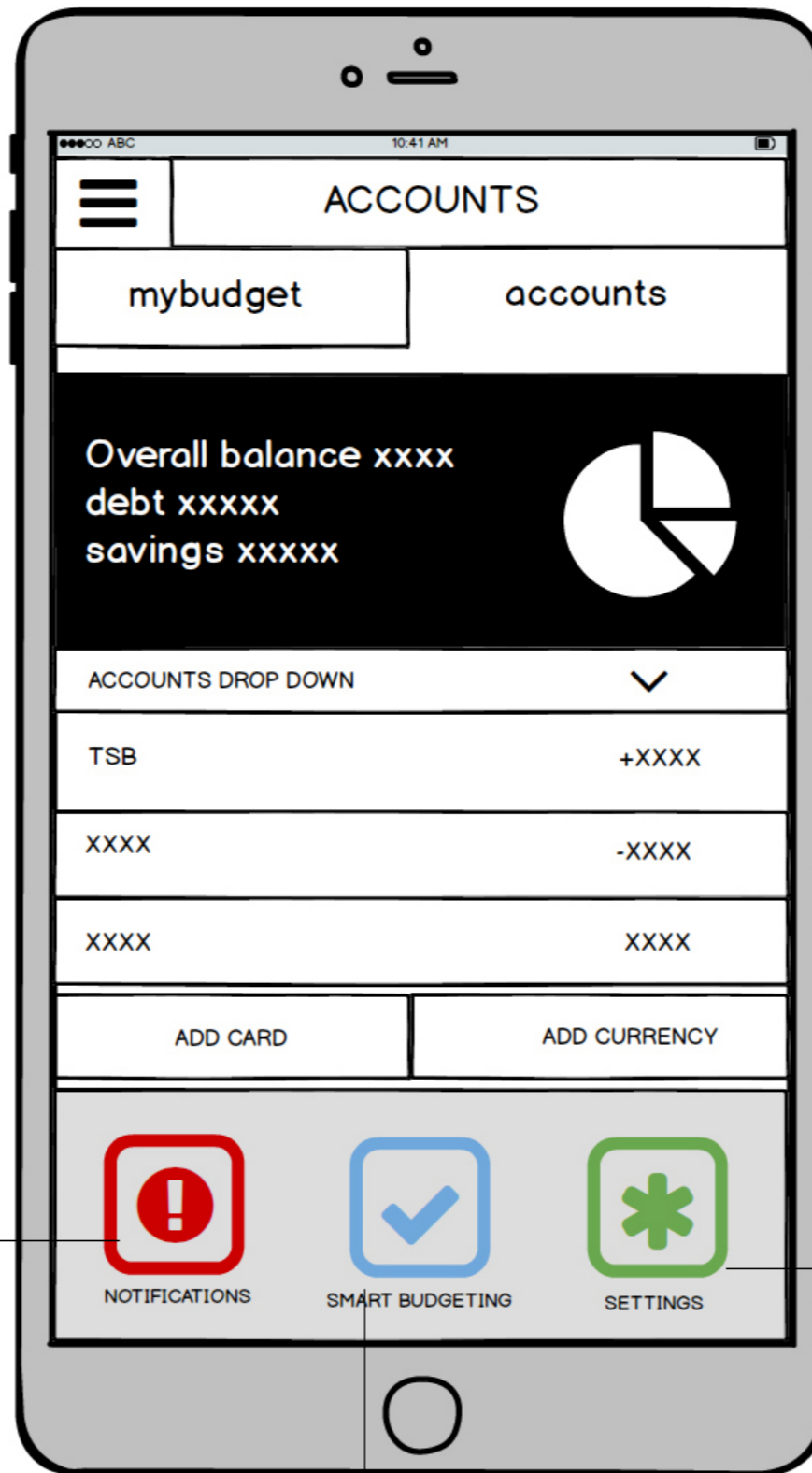
## MAIN CHARACTERISTICS

- Clear and sharp UI.
- Mild user flows between different channels
- Vibrant notifications for charges and credits.
- Enable easy and flexible short and long term budgeting.
- Socially responsive.
- Strong visual character.

## CORE JOURNEYS

- Check the weekly categories expenses using the android app.
- Check the account balance using the android app.
- Check the monthly overall expenses and expenses in each category using the tablet app.
- Check the accounts drop down in tablet.
- Check the community blog in tablet.





subscriptions  
accounts  
debts  
credits  
rewards  
add notification

add preferred shops  
add preferred platforms- Airbnb, Uber  
add services  
manage categories

make a weekly plan  
make a monthly plan  
set smart finance option  
add bitcoin exchange options



today  
XXXX



mybudget

PERSONAL RECORD

ACCOUNTS

COMMUNITY

PERSONALIZE

PLAN



NOTIFICATIONS

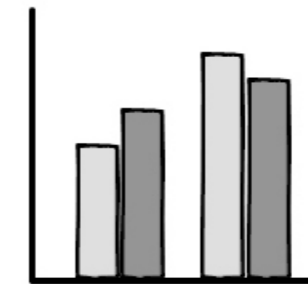
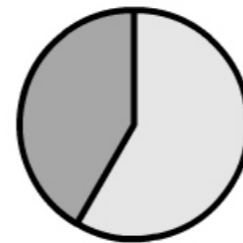
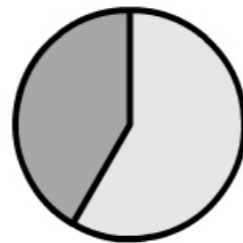
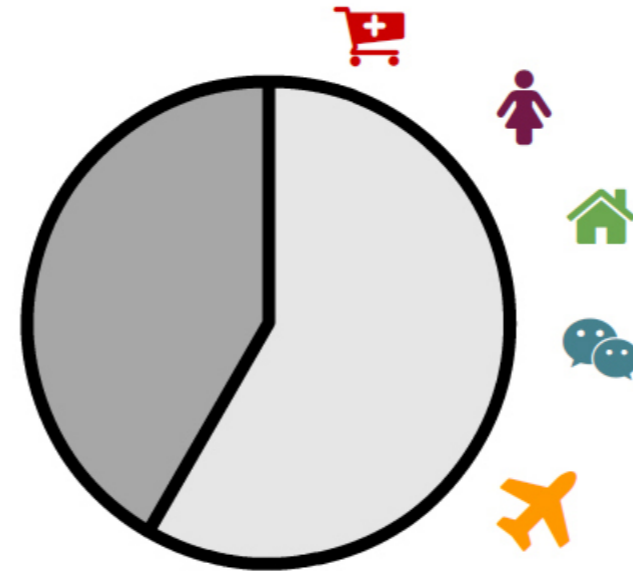


CREDITS

mybudget

WEEK MONTH YEAR

JUL 17 AUG 17 < SEPT 17 > OCT 17 NOV 17

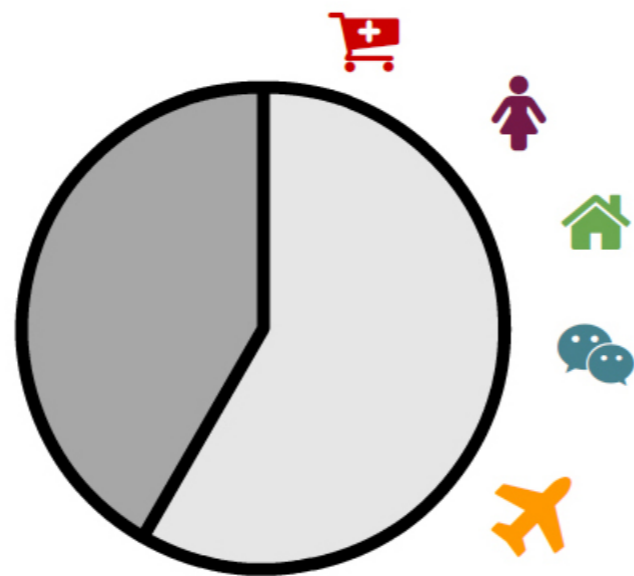




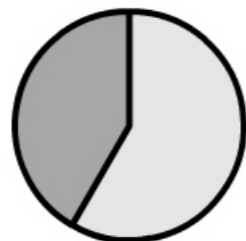
mybudget

WEEK

OCT 17 NOV 17 < SEPT 17 > OCT 17



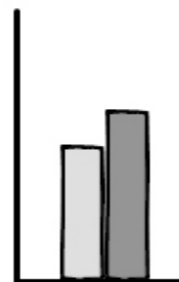
EXPENSES



SAVINGS



BALANCE



ADD CATEGORY TRACKER



XXXX OVER

SET LIMIT



DROP DOWN



XXXX UNDER



DROP DOWN



XXXX UNDER



DROP DOWN



XXXX OVER



DROP DOWN



XXXX UNDER



DROP DOWN



NOTIFICATIONS



SMART BUDGETING



SETTINGS





today  
XXXX



mybudget

PERSONAL RECORD

ACCOUNTS

COMMUNITY

PERSONALIZE

PLAN



NOTIFICATIONS



CREDITS

Overall balance xxxx  
debt xxxxx  
savings xxxxx



ACCOUNTS DROP DOWN



TSB

+XXXX



XXXX

-XXXX



XXXX

XXXX



XXXX

-XXXX



BACLAYS

XXXX



DROP DOWN

ADD CARD

ADD CURRENCY





today  
XXXX



mybudget

PERSONAL RECORD

ACCOUNTS

COMMUNITY

PERSONALIZE

PLAN



NOTIFICATIONS



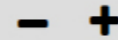
CREDITS



FASHION XXXX



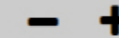
FOOD XXXX



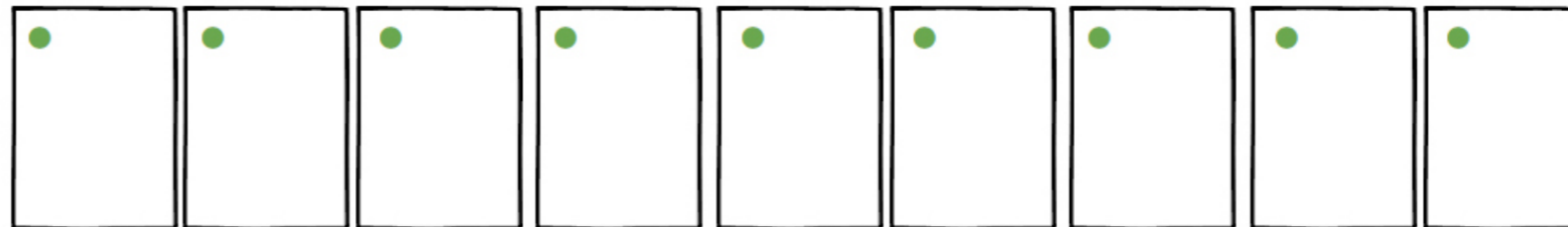
FOOD XXXX



CINEMA XXXX



FRIENDS



DISCUSSION PANEL

<b>Task</b>	
Log in and check which category had the most expenses and its drop down for this month using	
<b>Instructions for the participant</b>	
How would you go about checking which category had the most expenses for this month using your mobile? Please Talk me through while you are doing that.	
<b>Instructions for the moderator</b>	
Observe activity around the pie chart. Make sure participant chooses the right category.	
<b>Questions to ask</b>	
1	How does the expenses chart come to you?
2	How easy/difficult it is to understand categories?
3	How easy/difficult it is to find which category has the biggest expenses?
4	How easy/difficult it is to find the drop down menu for this category?
5	How does the drop down menu come to you?
6	How did it much your expectations?

<b>Task</b>	
Log in and upload a picture and price at the community section to share expenses	
<b>Instructions for the participant</b>	
How would you go about uploading a picture at the community section to share expenses using your tablet? Please Talk me through while you are doing that.	
<b>Instructions for the moderator</b>	
Observe activity when editing picture legend. Make sure participant adds accounts of the people that will share the expenses.	
<b>Questions to ask</b>	
1	How does entering the blog come to you?
2	How easy/difficult it is to upload a picture?
3	How easy/difficult it is to enter a price?
4	How easy/difficult it is to find and add people to share expenses at this picture?
5	How does the share option come to you?
6	How did it much your expectations?