

# **Budget App Portfolio**








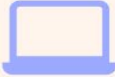

**Coby, Warren, Logan, Aiyana**

# Problem & Solution

**As full-time college students, money has always been our #1 setback. From necessities and wants, it's a constant gamble. We provided this application to break the stigma of low-income students and money management - because EVERYONE deserves a little more in their pocket.**

**Our app aims to provide a service for student and young adults to have a curated budgeting experience. Users will be able to schedule payments, track their spending, and follow a personal budget daily, weekly, or monthly.**

# User Research - Persona 1

	<h3>Health</h3> <ul style="list-style-type: none"><li>• Decent Health, young and able</li><li>• No/very little physical activity</li></ul>	<h3>Nationality/Race</h3> <ul style="list-style-type: none"><li>• Caucasian</li><li>• American</li><li>• Upper Middle Class</li></ul>	<h3>Hobbies</h3> <ul style="list-style-type: none"><li>• Photography</li><li>• Reading</li></ul>	<h3>Favorite...</h3> <p><b>Brand:</b></p>  <p>AMERICAN EAGLE OUTFITTERS</p> <p><b>Celebrity:</b></p> 
<h3>Maddie Reynolds</h3> <p>she/her</p> <p> Age/Identifying Gender 22/Female</p> <p> Location Pennsylvania</p> <p> Occupation Childcare Educator Preschool Teacher</p> <p> Family Status Single/No Kids</p>	<h3>Bio</h3> <p>Maddie Reynolds is a American 22yr old female from Lancaster PA, from the upper middle class. She works as a preschool teacher while also commuting to school. She's somewhat physically inactive, but loves photography and reading. She's intermediately computer literate, and claims she's an "American Eagle Girly". She is a self professed Jared Leto fan.</p>	<h3>Lifestyle</h3> <ul style="list-style-type: none"><li>• college student</li><li>• commuting student</li><li>• preschool teacher, works well with children</li><li>• working while in school</li></ul>	<h3>Computer Literacy</h3>  <p><b>Intermediate</b> 45 - 75%</p>	<p>Jared Leto</p> <p><b>Music Genre:</b></p>  <p>Metal</p>

**Maddie is a 22 year old Preschool teacher and college student. She is of a upper middle class background and is from the Lancaster, Pennsylvania area. From going to work, to commuting to school, she fills up on gas constantly - developing the appreciation of an awesome bargain!**

# User Research - Persona 2

	<h3>Health</h3> <ul style="list-style-type: none"><li>Fair health, young, asthmatic</li><li>Moderately active - visits the gym a couple times a week and goes for walks</li></ul>	<h3>Nationality/Race</h3> <ul style="list-style-type: none"><li>Pretty Caucasian</li><li>American</li><li>Lower middle class</li></ul>	<h3>Hobbies</h3> <ul style="list-style-type: none"><li>Loves reading, writing, and playing video games</li></ul>	<h3>Favorite.. Brand:</h3>  <h3>Celebrity:</h3>  <p>Mark Hamill</p>
<h3>Bailey Stechman</h3> <p>he/him</p> <p> Age/Identifying Gender 22/Male</p> <p> Location Lancaster, PA</p> <p> Occupation Sanitation / Student</p> <p> Family Status Single/No Kids</p>	<h3>Bio</h3> <p>Bailey Stechman is a 22yr old Male from Lancaster Pennsylvania with a modern primitivism lifestyle. He is a moderately active man going to the gym and on walks several times a week to stay in shape. He loves to read write and play video games to pass the time. Bailey is a 'rock boy' who loves to wear vans and listen to rock music. He has intermediate computer literacy and loves to watch Mark Hamill movies.</p>	<h3>Lifestyle</h3> <ul style="list-style-type: none"><li>Modern Primitivism</li><li>asthmatic</li><li>newly engaged</li><li>odd jobs</li><li>college student</li></ul>	<h3>Computer Literacy</h3>  <p>Vanilla Intermediate 45-75%</p> <p>Likes using Macbook to watch Mark Hamill</p>	<h3>Music Genre:</h3>  <p>Rock</p>

**Bailey is a 22 year old Lancaster resident and college student. With school being such a high priority, Bailey mostly works whenever he can. With this in mind, it's important for Bailey that he can save whatever he can on Groceries and other essentials.**

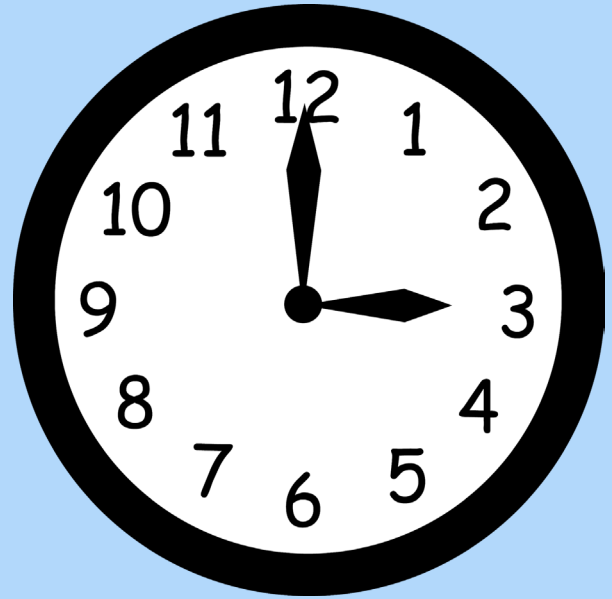
# User Research - Persona 3



**Matt is a 22 year old Lancaster resident and college student. Like Bailey, Matt's Primary focus is his education. With work being irregular, it's helpful for Matt to find opportunities to save whenever he can.**

# User Research - Summary

**Our main takeaway from our user research was that college students have to juggle a lot at the same time, while worrying financially and educationally. This gave us insight into different types of time sensitive features for our app, Like reminders, logs, and a calendar**



# Design Choices

**For our design choices, we decided to go with an overall blue color with white and yellow highlights**

**We picked these colors based on research of other banking/money managing brands**

**With these colors we hope to give off a young, but professional impression on our users**

Fonts:

**Tilt Warp**

Inter



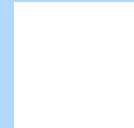
**#4364B8**



**#FFD82C**



**#B2D8FB**



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# App Highlights



**Reports-** Students can view their monthly/yearly spending reports at a glance and can compare their current and past spending activity.



**Coupons-** Students and other users will always find the best deal by searching and adding coupons to your wallet feature to save even more \$\$\$ while spending.



**Map-** Users can compare prices of establishments in their area to determine which price best fits their budget.



**Calendar-** Students can schedule payments and keep track of upcoming big-spending events such as grocery shopping.



# Closer Look - Reports



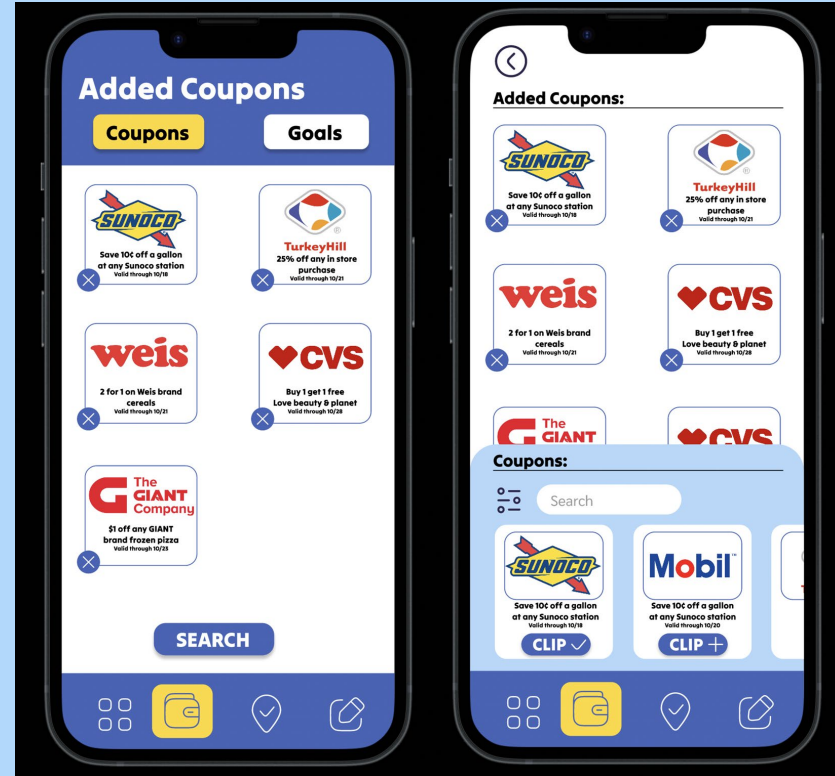
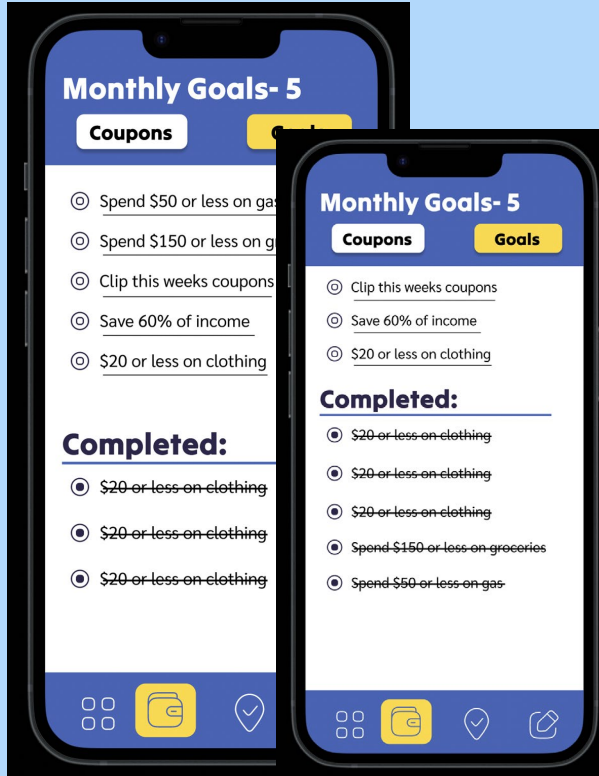
View your spending, savings, and full report. Upcoming bills and monthly spending are visible



# Closer Look - Coupons



Clip coupons for your desired locations in the search tab, check off your budgeting goals.



# Closer Look - Map



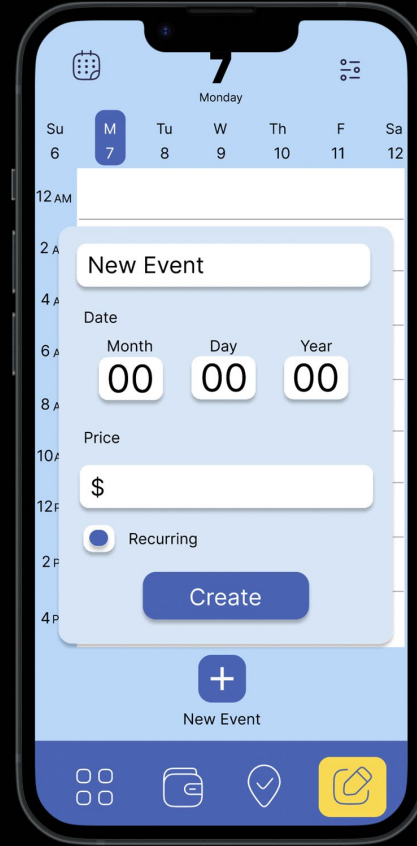
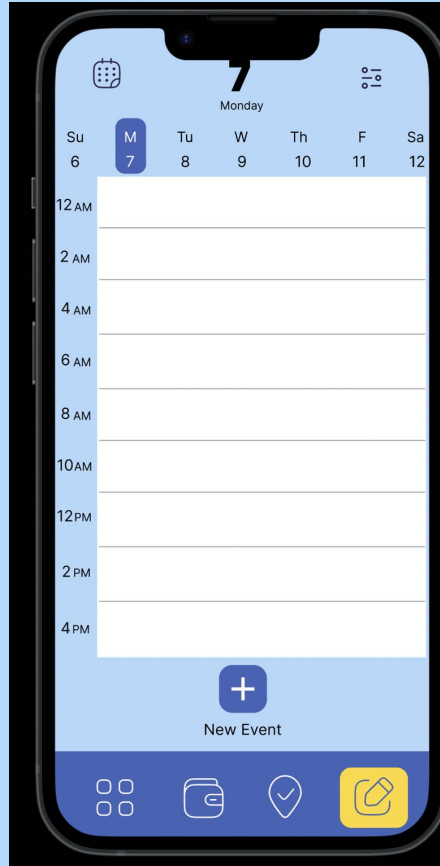
Filter gas stations and stores near you based on your needs while viewing a map of your location



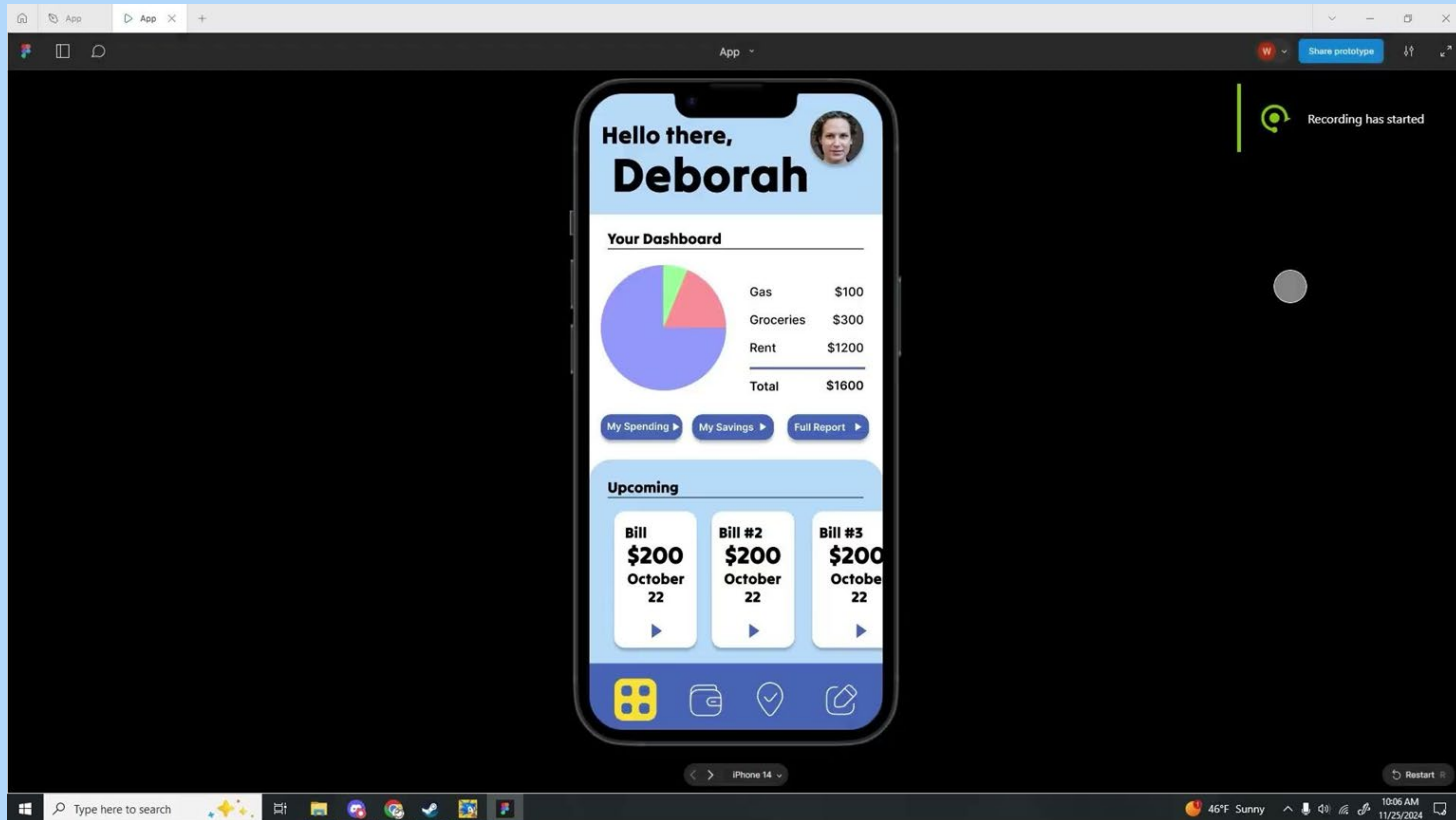
# Closer Look - Calendar



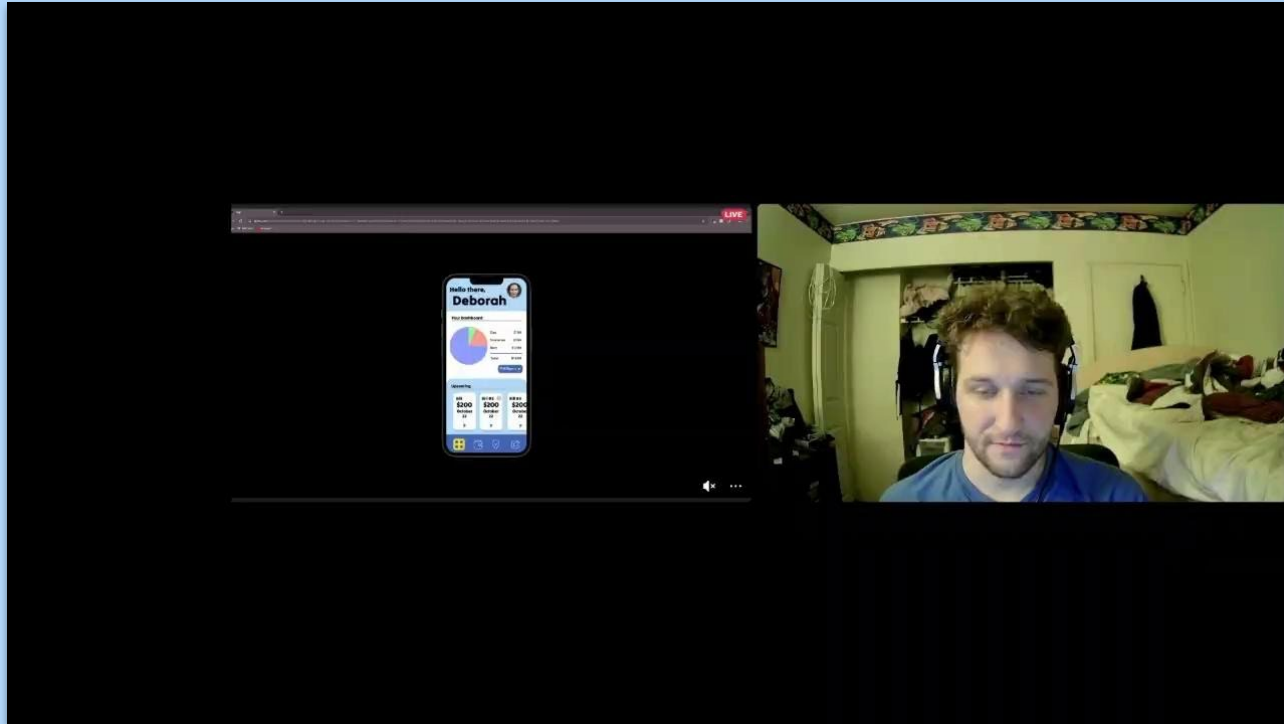
**Add events to your calendar to plan how much money to spend and when. Edit the day, month or year to plan budgets ahead of time with the option of recurring billing.**



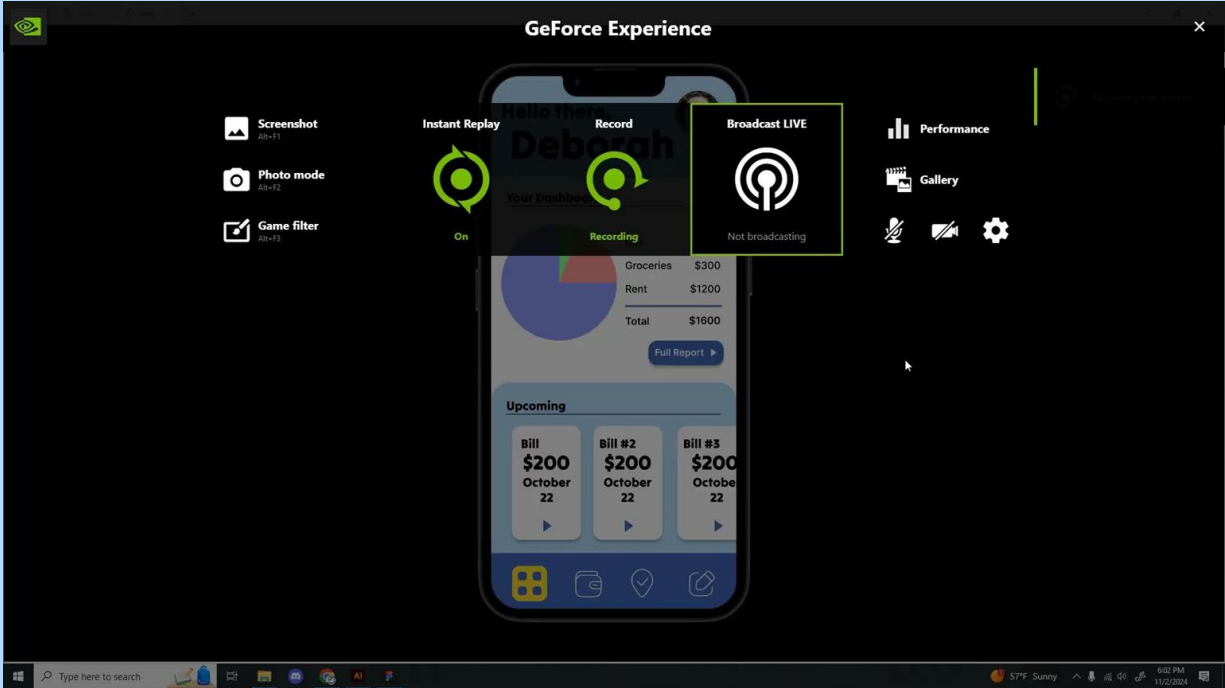
# App Showcase



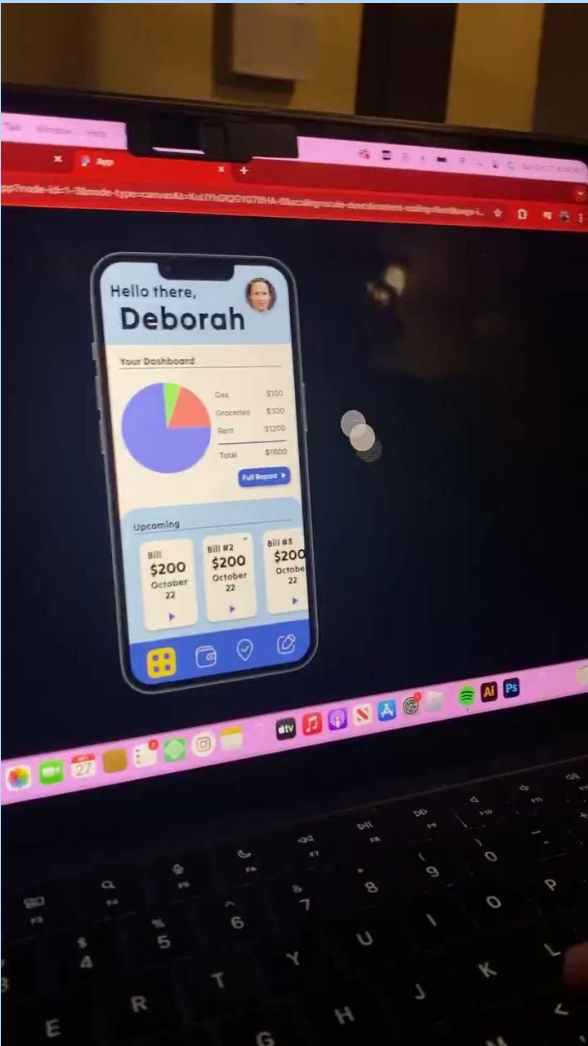
# Usability Test 1



# Usability Test 2



# Usability Test 3





# Final Version

<https://www.figma.com/proto/EdEFwq5uAWiudLHJglxhBK/App?node-id=1-3&t=OVy3fyViGOSWxeni-1&starting-point-node-id=1%3A3>

