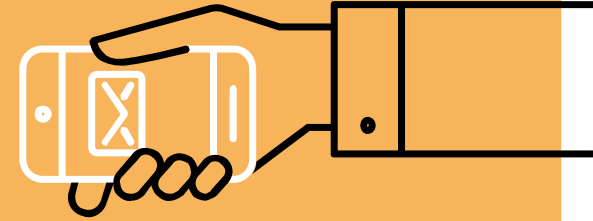
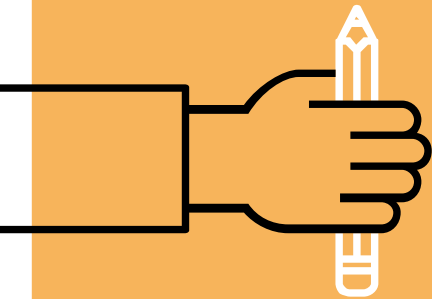


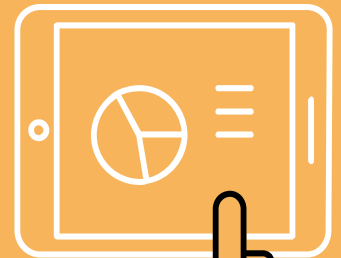
**BudgBuds**

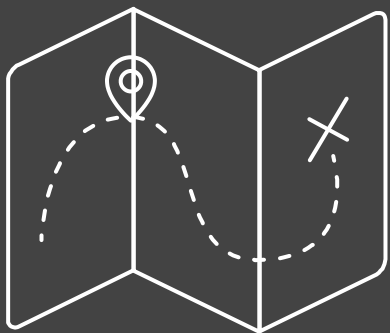


## Low-fi Prototyping & Pilot Usability Testing



Habeeb J | Jacob L | Melvin J | Raagavi R





**Mission Statement**



**Selected Interface**



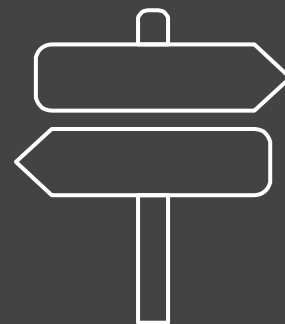
**Lo-Fi Prototype**

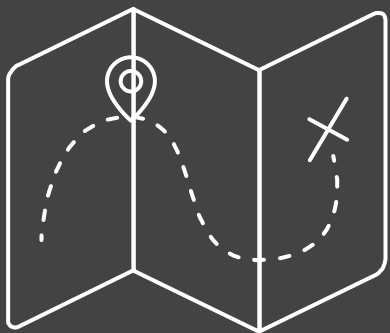


**Experiment**



**UI Changes**





**Mission Statement**



Selected Interface



Lo-Fi Prototype



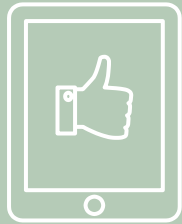
Experiment



UI Changes



# VALUE PROPOSITION



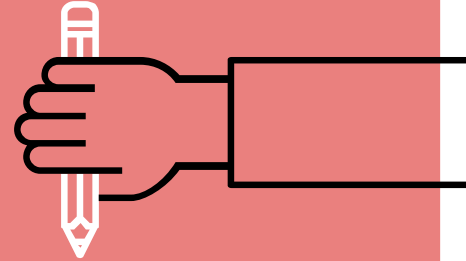
**“where you don’t  
have to budget  
alone”**



# PROBLEM/SOLUTION

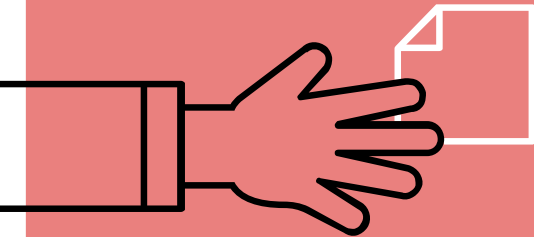
## Problem

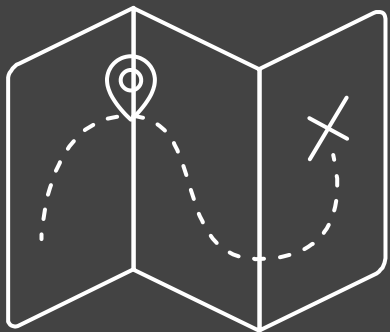
People who regularly spend in social groups are often unable to regulate their expenses and give in to social pressure.



## Solution

An app supplemented by social accountability, for these groups to collectively budget for activities that require communal spending, while factoring in individual financial means.





Mission Statement



**Selected Interface**



Lo-Fi Prototype



Experiment




UI Changes




⌵ ☰  
 \$ 200.00 WEEKLY ▾  



---

 INDIVIDUAL  
 \$20 / \$100  


---


 LOUISIANA LEGENDS  
 \$60 / \$60  


---

 WEST-COAST WARRIORS  
 \$5 / \$40  


---

 + NEW GROUP

⌵ ☰  
 WEEKLY ▾  
  
 \$20 / \$100  


---

 BUDGETS ADD  


---

 FOOD 📝 🗑️  
 \$5 / \$60  


---

 ENTERTAINMENT 📝 🗑️  
 \$10 / \$15  


---

⏪ ⏩

⌵ ADD BUDGET  
 NAME:   
 DESCRIPTION:   
 WEEKLY TOTAL: \$   
 OR  
 % of WEEKLY BUDGET:  %  
ADD CANCEL

⌵  
 BUDGETS  


---

 FRIENDS  


---

 LEADERBOARD



(\$) ADD GROUP

NAME:

DESCRIPTION:

ADD FRIENDS:

- 
- 

(\$) UPDATE PREFERENCES

(\*NUMBERS ARE CONFIDENTIAL)

FOOD: \$

ENTERTAINMENT: \$

(\$) JACOB

PROGRESS: GOOD

RAAGANI SAYS

HABEEB SAYS

(\$) FRIENDS

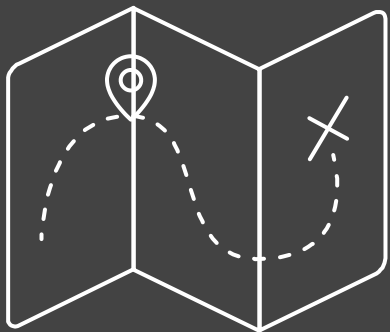
PROGRESS: GOOD

PROGRESS: V. GOOD

PROGRESS: EXCEL

+ CLOSE FRIENDS





Mission Statement



Selected Interface



**Lo-Fi Prototype**

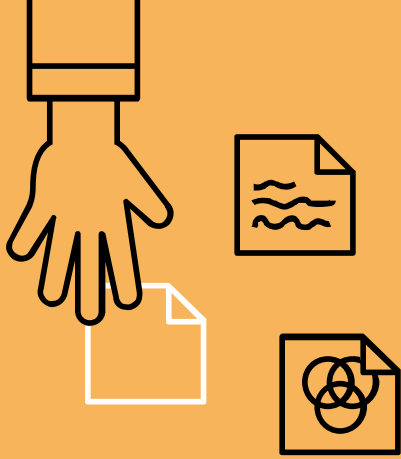


Experiment



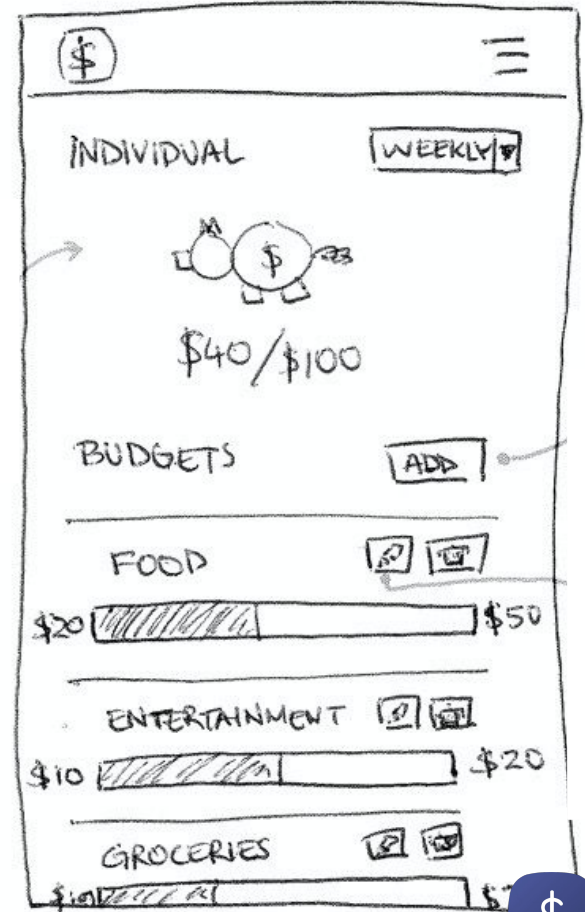
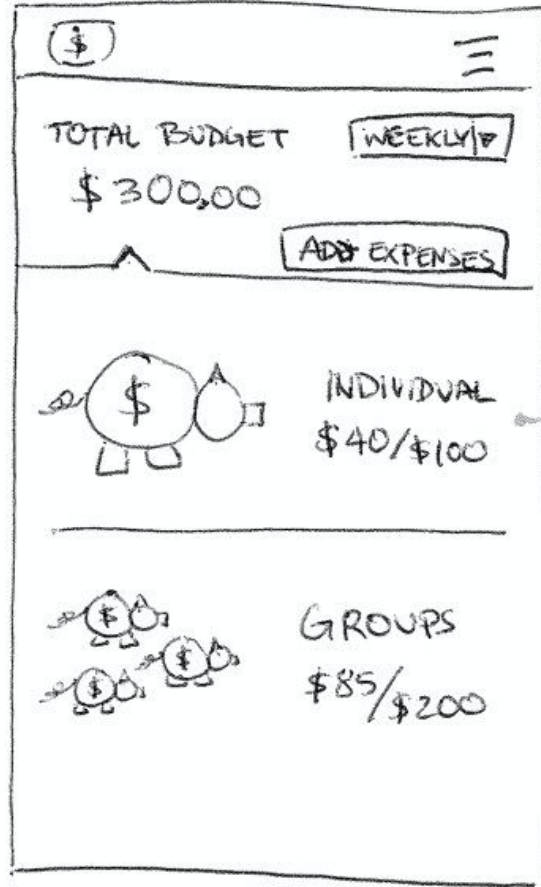
UI Changes

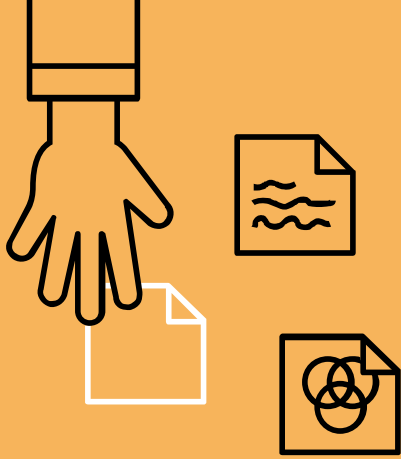




Can you...

...create an individual budget.





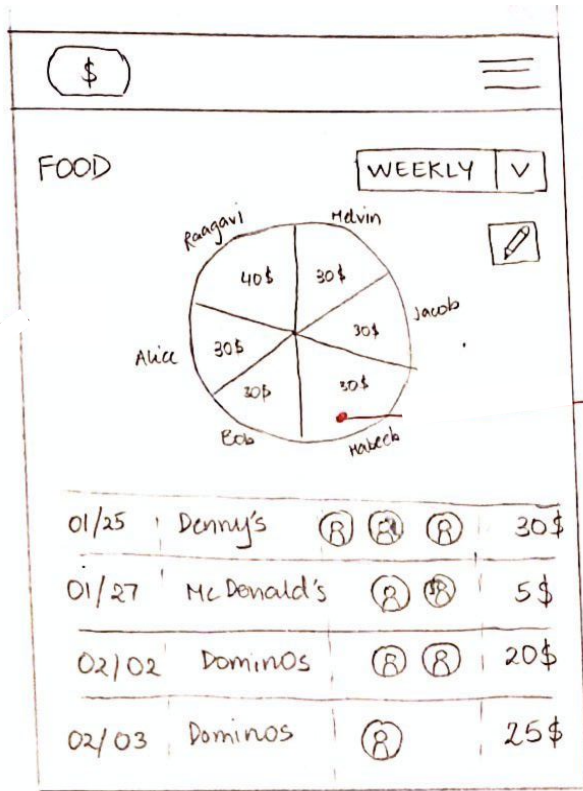
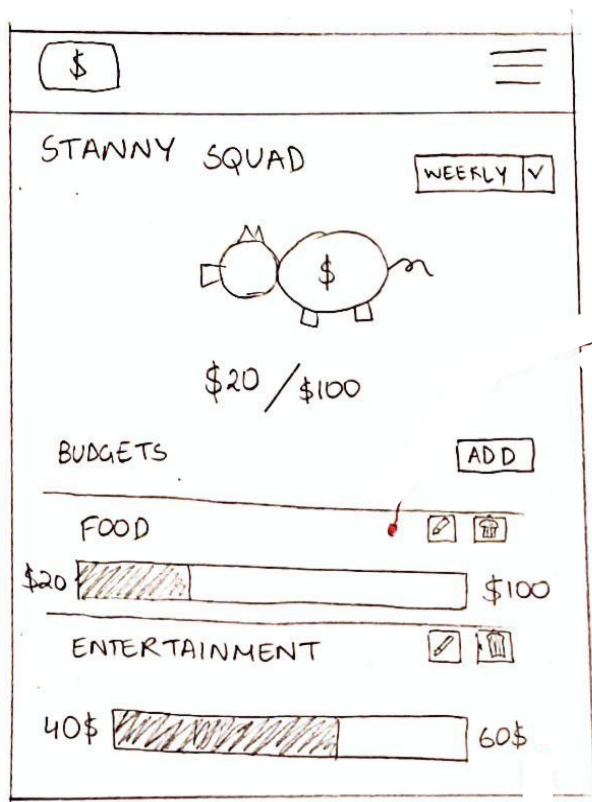
**Can you...**

...create an individual budget.

A hand-drawn sketch of a mobile app screen titled "ADD BUDGET". The screen has a top bar with a dollar sign icon and a hamburger menu icon. Below the title, there are two input fields: "NAME:" and "DESCRIPTION:". Below these fields, there are two options: "WEEKLY TOTAL: \$" followed by an input field, and "OR" followed by "% OF WEEKLY BUDGET:" followed by an input field and a percent sign. At the bottom, there are two buttons: "CANCEL" and "ADD". An arrow points from the left side of the screen to the "NAME:" input field.

A hand-drawn sketch of a mobile app screen titled "EDIT BUDGET". The screen has a top bar with a dollar sign icon and a hamburger menu icon. Below the title, there are two input fields: "NAME:" containing the text "FOOD" and "DESCRIPTION:" containing the text "THINGS I EAT". Below these fields, there are two options: "WEEKLY TOTAL: \$" followed by an input field containing the number "50", and "OR" followed by "% OF WEEKLY BUDGET:" followed by an input field and a percent sign. At the bottom, there are two buttons: "CANCEL" and "SAVE". An arrow points from the right side of the screen to the "DESCRIPTION:" input field.

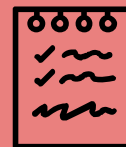


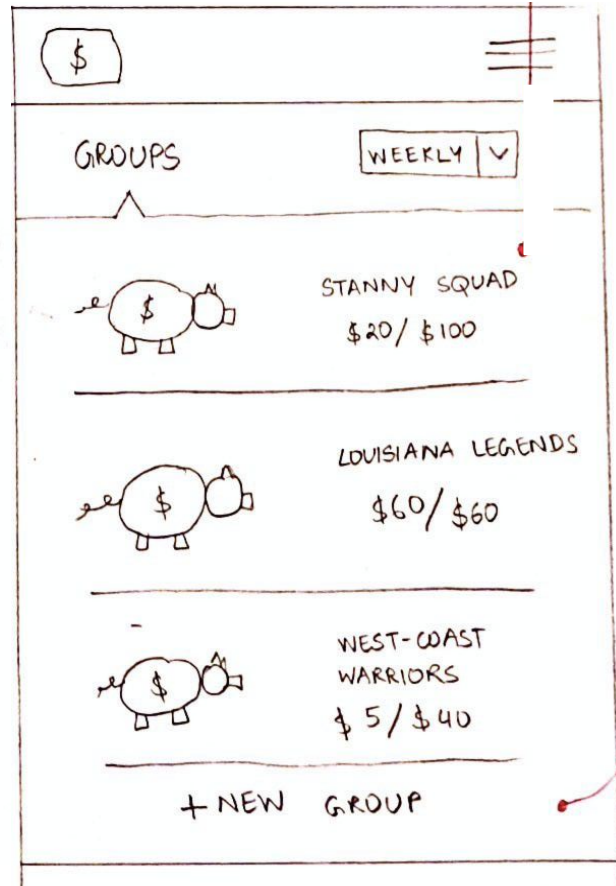
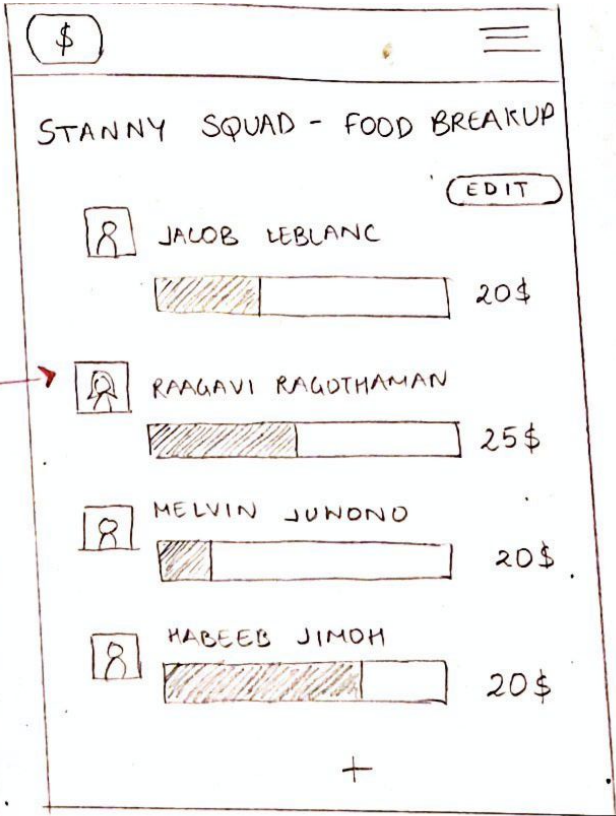


Can you...

...create and edit a group budget.

...find who spent the most on food.

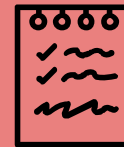


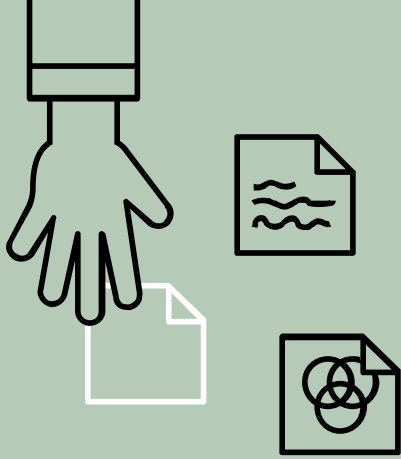


Can you...

...create and edit a group budget.

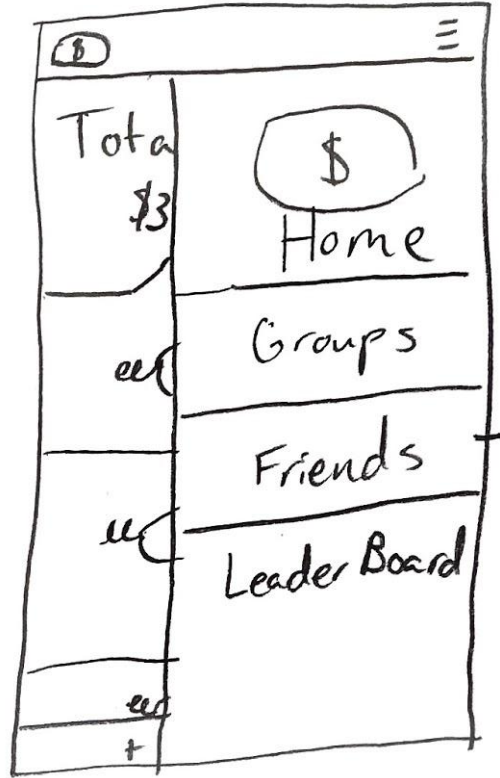
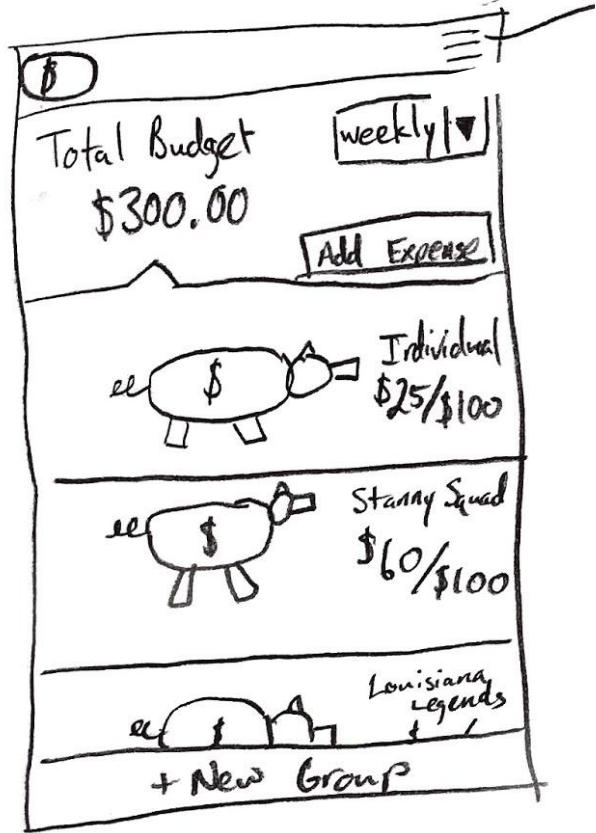
...find who spent the most on food.

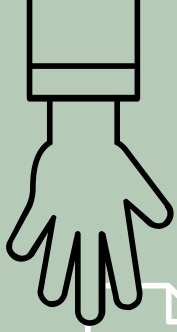




Can you...

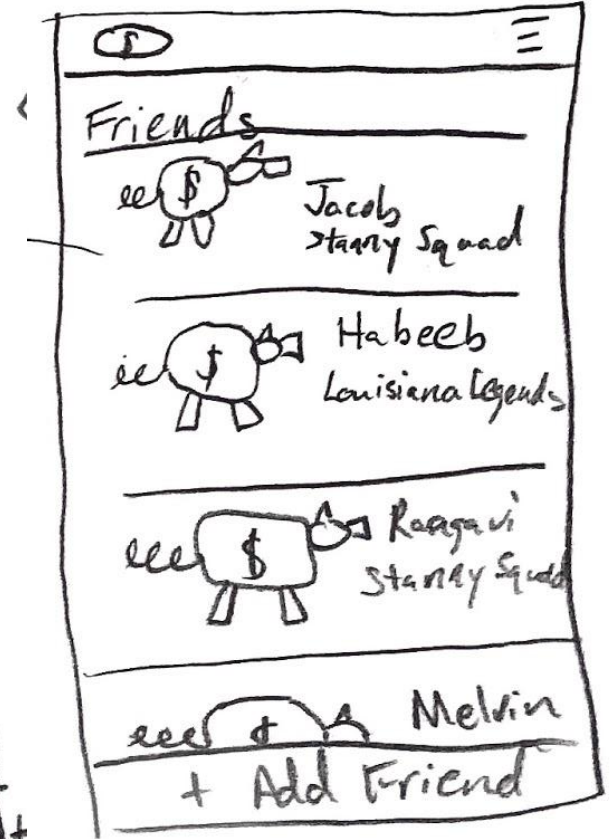
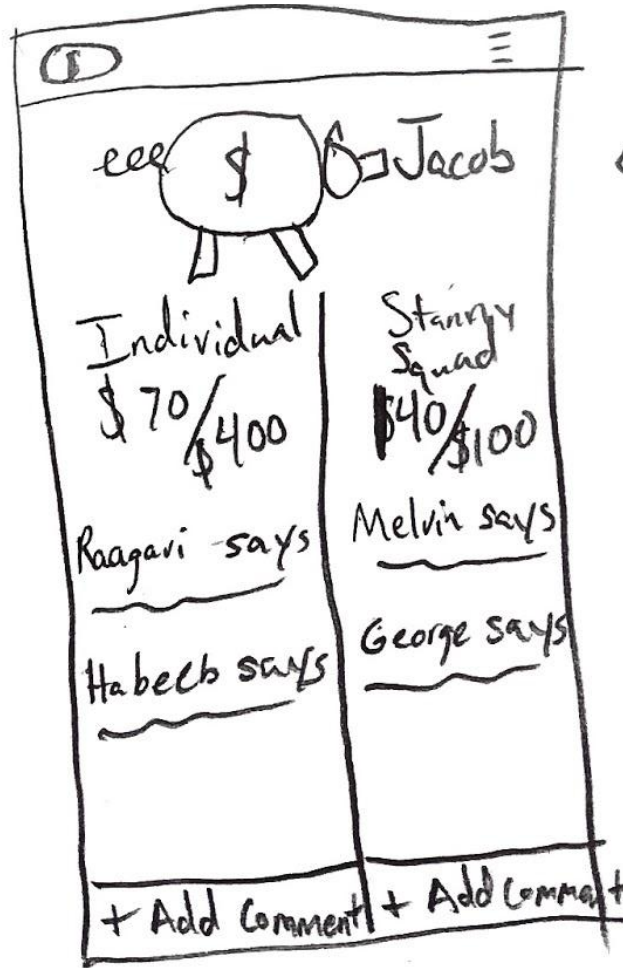
...give your close friend encouragement.

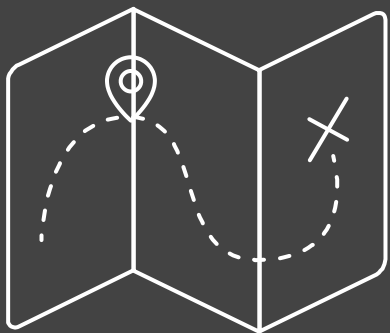




Can you...

...give your close friend encouragement.





Mission Statement



Selected Interface



Lo-Fi Prototype

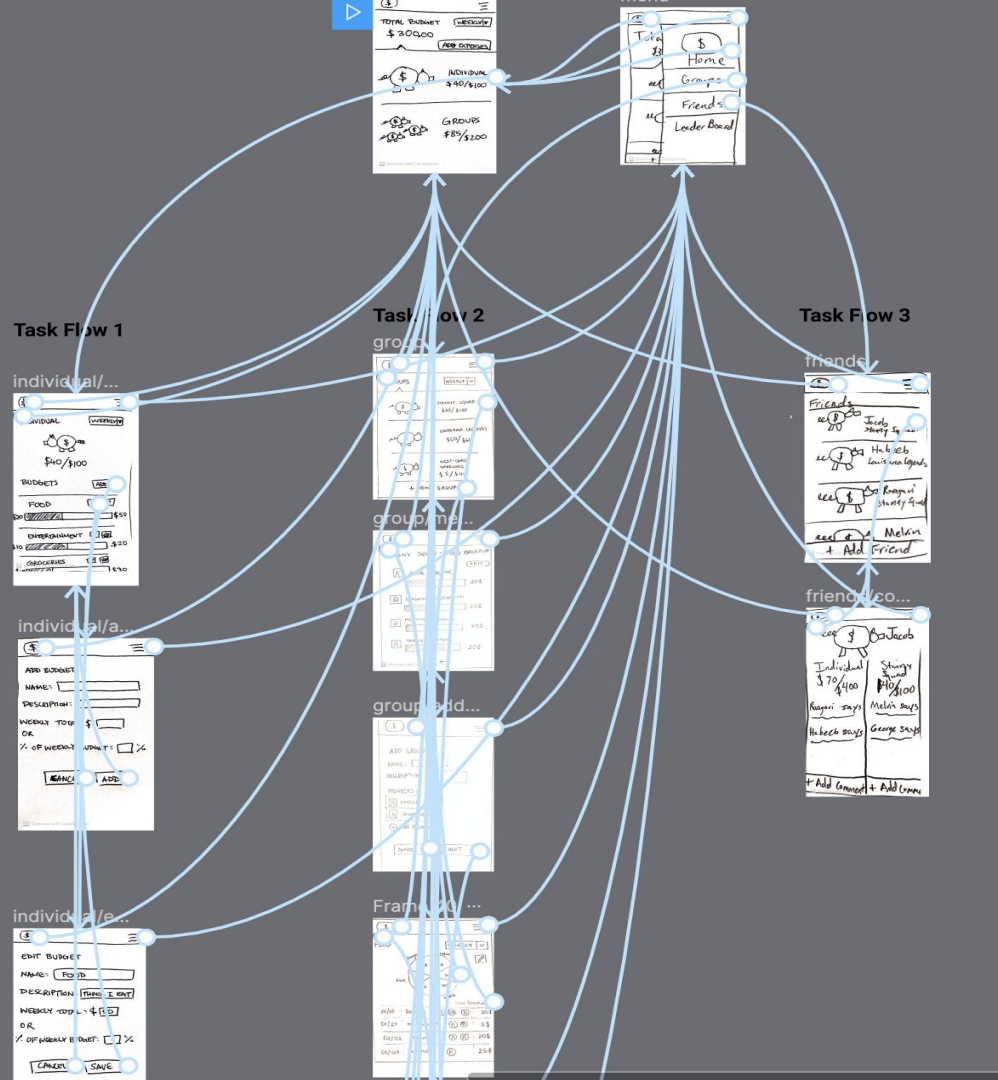


**Experiment**



UI Changes



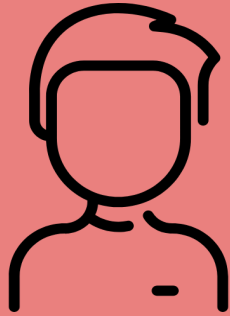


# SETUP

- 4 tasks.
- *Figma* clickable image flow.
- Interactive Zoom screen.
- Noted unintuitive vs intuitive features.
- Recorded users' preferences.



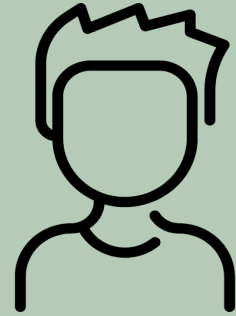
# PARTICIPANTS



PhD student at Stanford  
University in the Chemical  
Engineering program



Software Engineer at NCR  
Corporation




Junior at Santa Clara  
University studying  
accounting

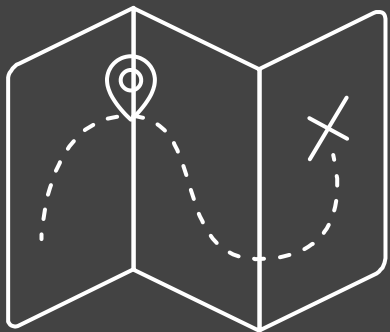




# Results

	Participant 1	Participant 2	Participant 3
Create an individual budget			
Create and edit a group budget.			
Find who spent the most on food.			
Give your close friend encouragement			





Mission Statement



Selected Interface



Lo-Fi Prototype



Experiment



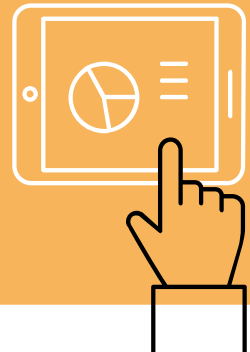
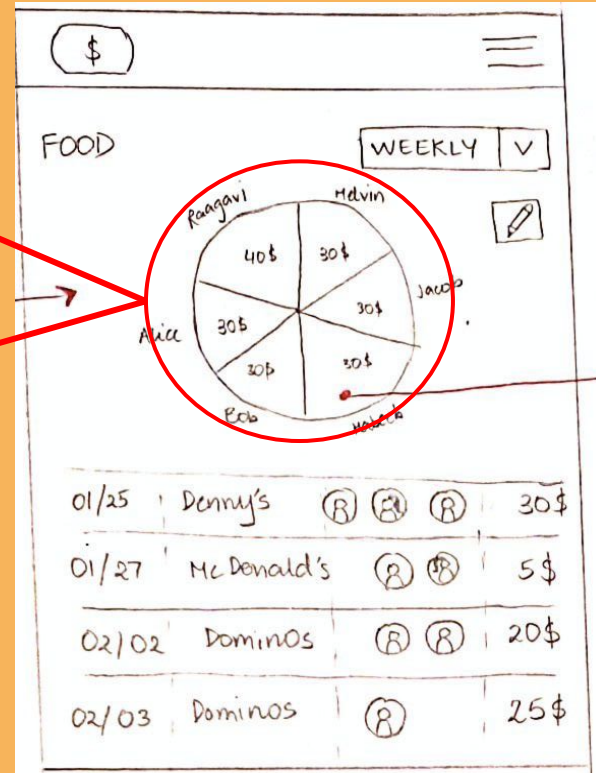
**UI Changes**



# UI CHANGES



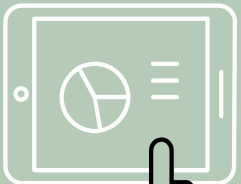
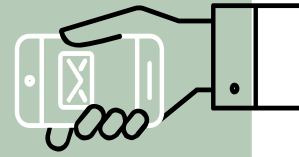
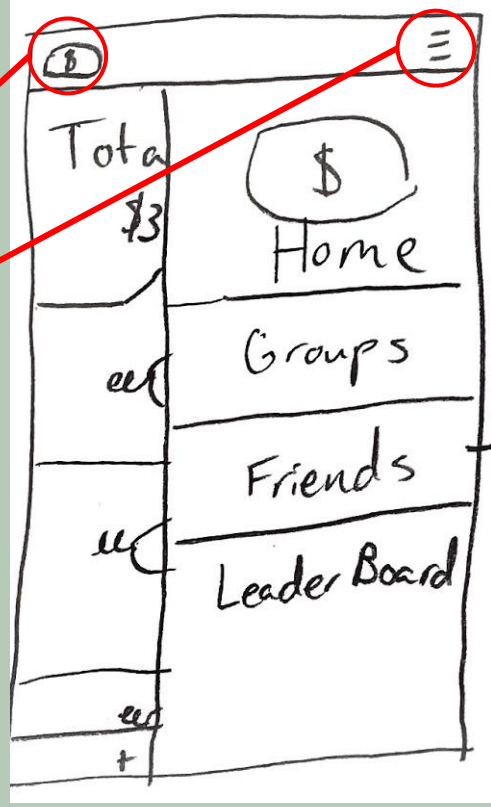
- Limit click depth to 3
- Let visual elements be purely visual, not clickable



# UI CHANGES



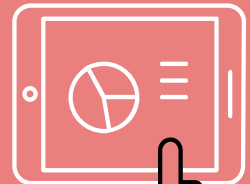
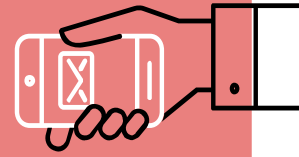
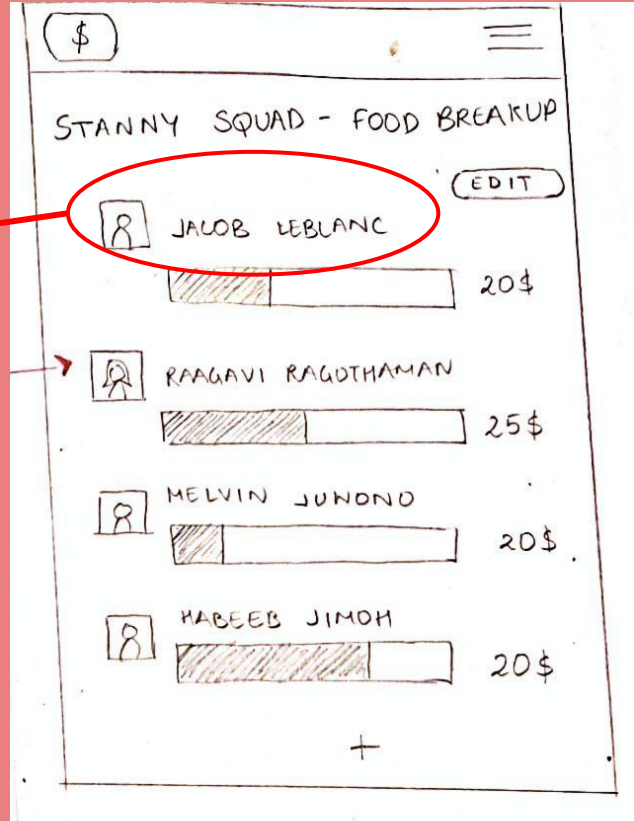
- Include a 'back' button
- Replace hamburger menu with a bottom nav bar



# UI CHANGES



- Go to encouragement profiles upon viewing spending habits



# SUMMARY

- Users found the design generally intuitive and liked the overall concept.
- Some flows went too far into the app and lead users astray.
- We need to make the role of some clickable features a lot more obvious.

