

BudgBuds





“where you don’t have to budget alone”

value proposition

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 groups to collectively budget for activities that require communal spending, while factoring in individual financial means.



TASKS

Can you...



...create an individual budget.



...create and edit a group budget.

...find who spent the most on food.



...give your close friend, Whitney, encouragement.

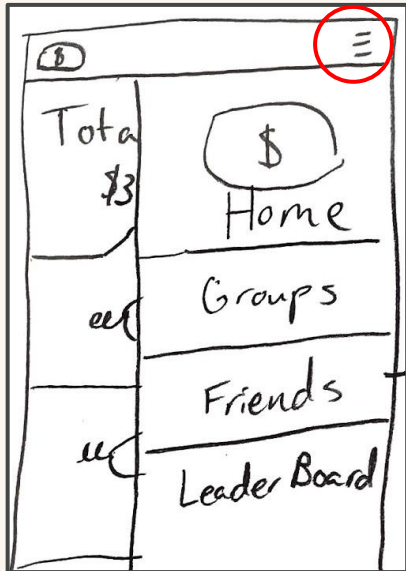


UI CHANGES

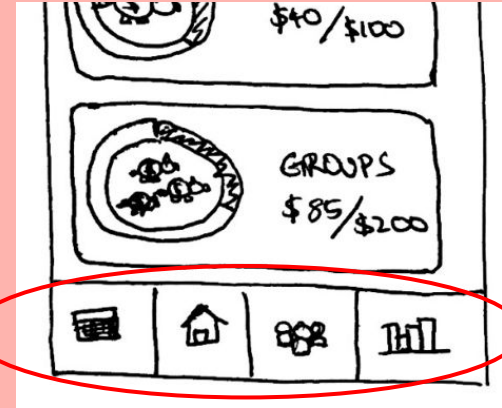
OLD

Hamburger menu with general overlapping tabs.

Result: Users did not know the contents of the menu bar and did not think to click on it immediately.



MAJOR DESIGN CHANGES 1.



NEW

Universally accessible navigation bar with individual tabs for distinct features.

Reasoning: The navbar is more visible, intuitive and involves a single click to access several features

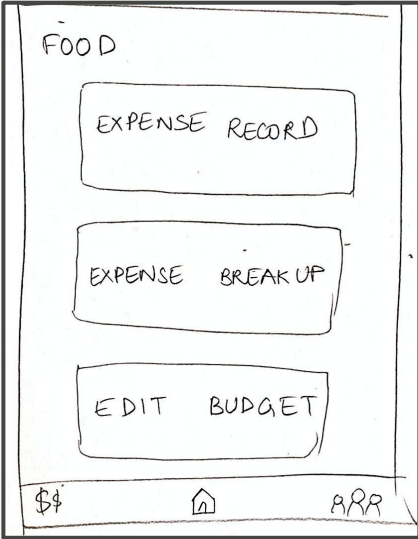
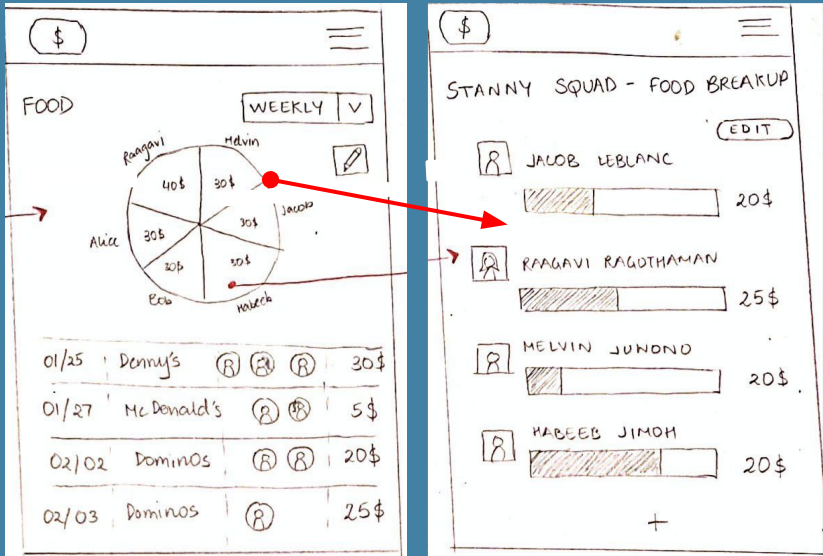
MAJOR DESIGN CHANGES

2.

OLD

Click on spending history pie-chart to access expense breakup.

Result: users struggled to locate the expense breakup page. Pie-chart didn't seem clickable.



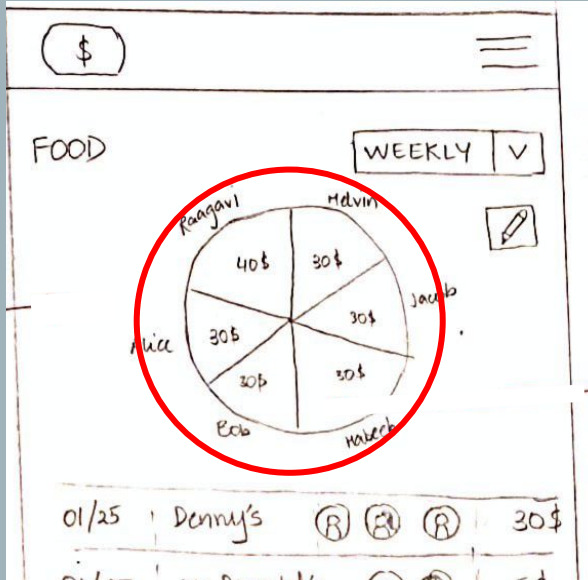
NEW

Expense breakup and spending history on separate pages, accessible through separate, explicit tabs.

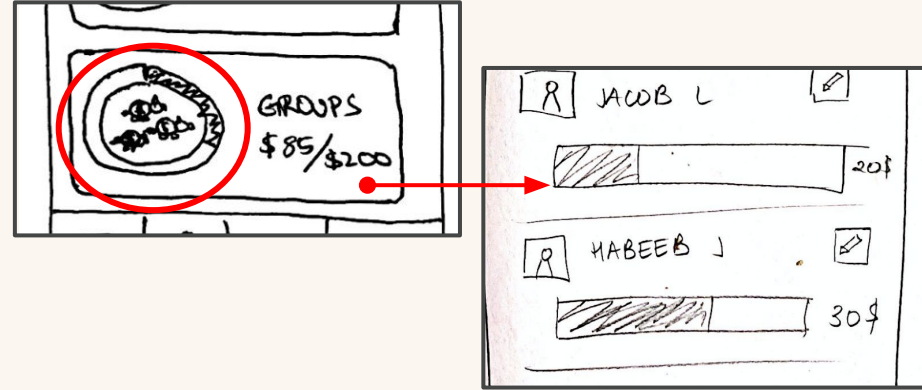
OLD

Pie-charts to show total spending and cost distribution.

Result: Users did not think it was helpful since it involves too much data that requires time and interpretation



MAJOR DESIGN CHANGES 3.



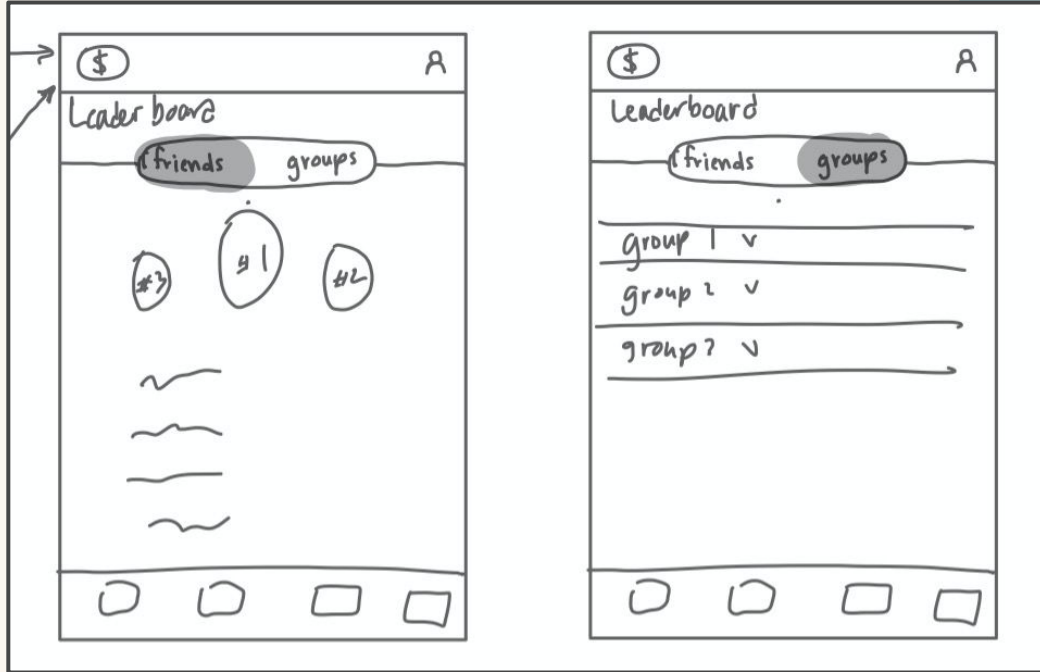
NEW

Budget-specific progress bars that lead to user specific progress bars to represent cost distribution.

Reasoning: Progress bars are more readable, visual and make user-specific data more accessible as opposed to a collective pie-chart.

MAJOR DESIGN CHANGES NEW ADDITIONS

4.



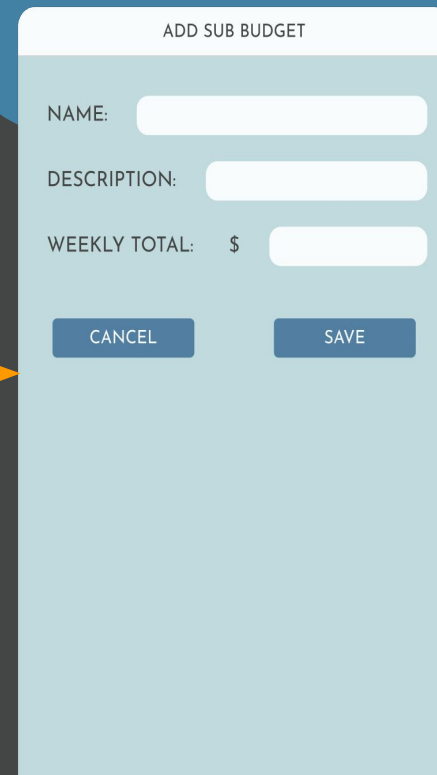
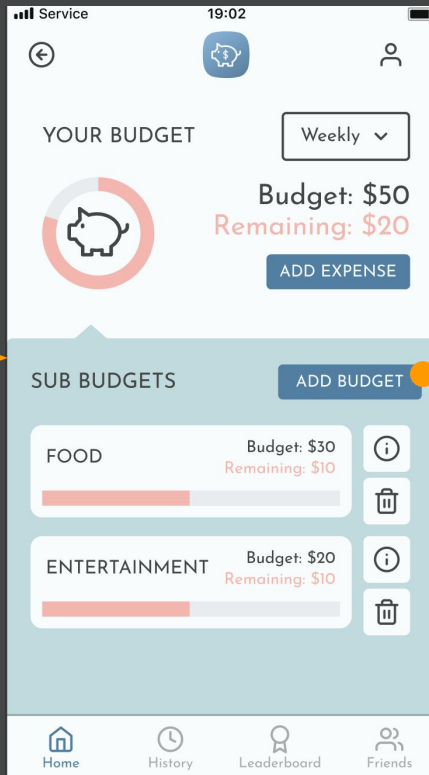
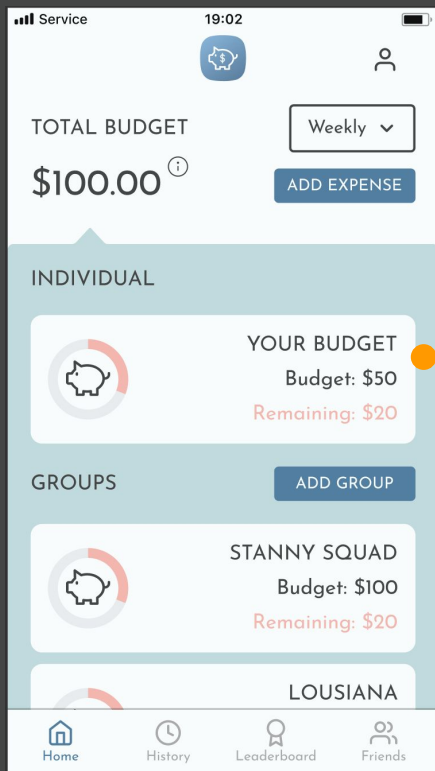
Leaderboards

Group-specific leaderboards driven by an automated point system to encourage social accountability through gamification and social media aspects such as commenting and reacting.

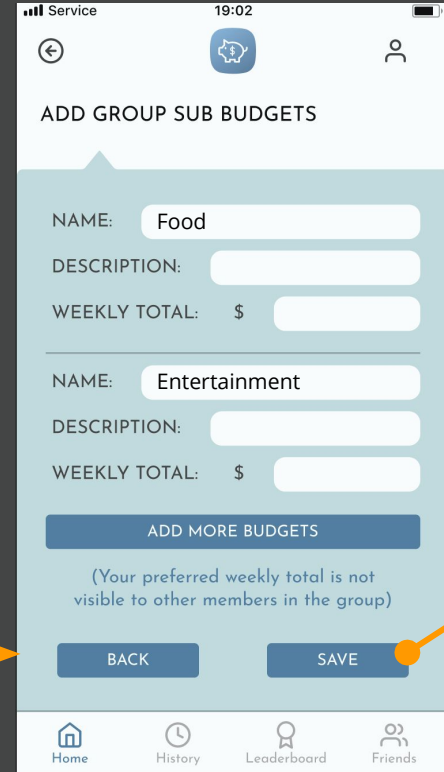
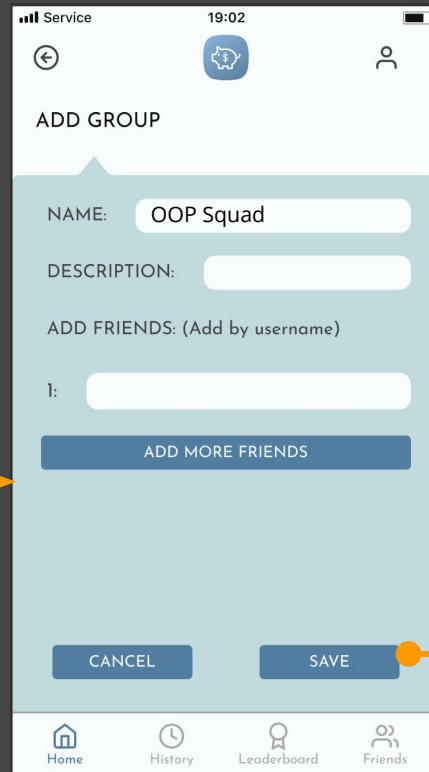
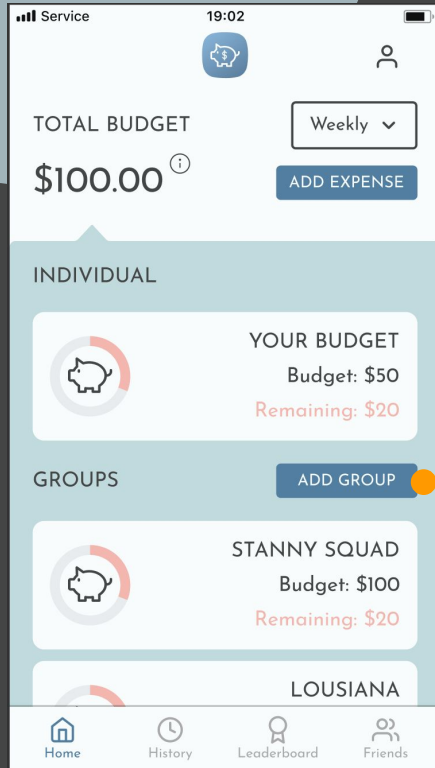
TASKFLOWS



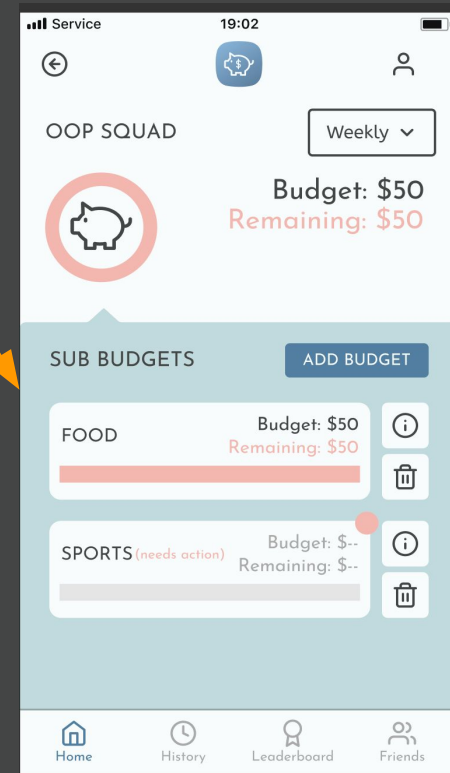
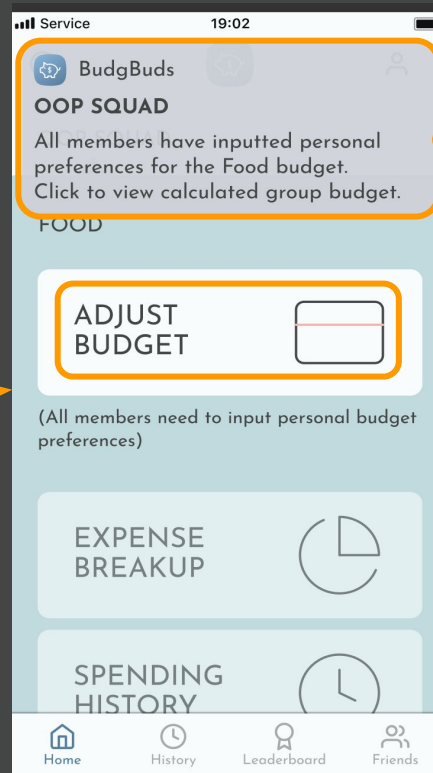
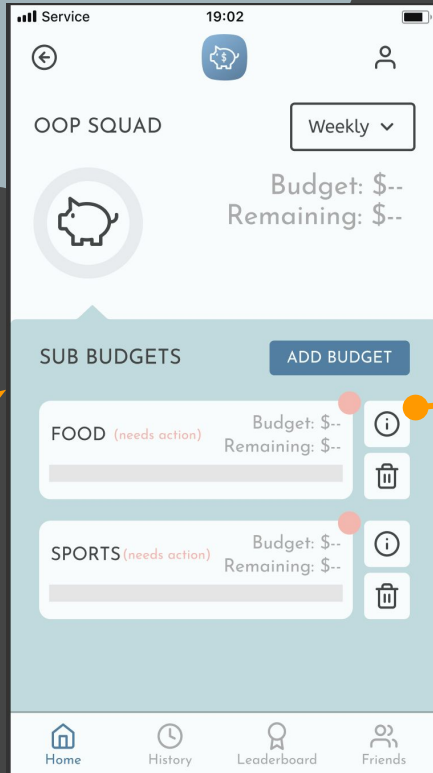
...create an individual budget.



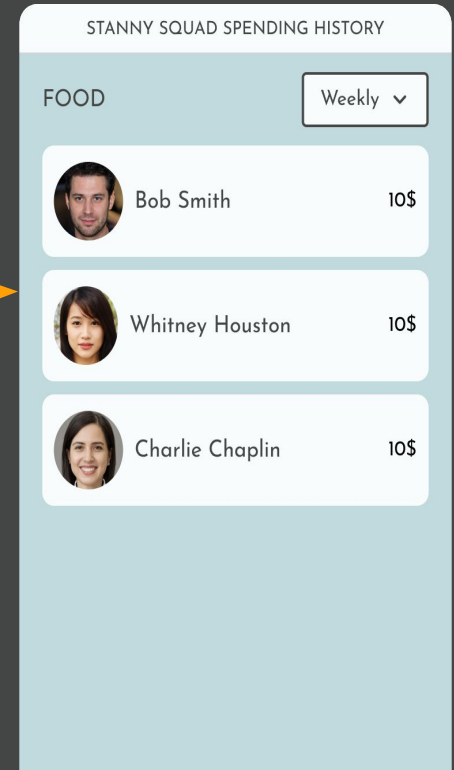
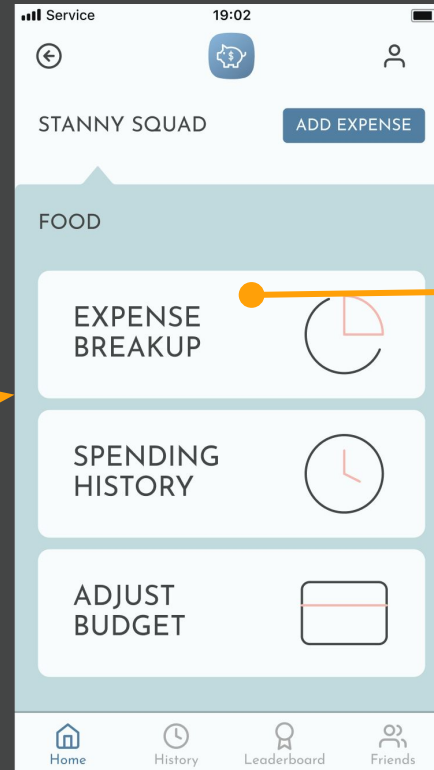
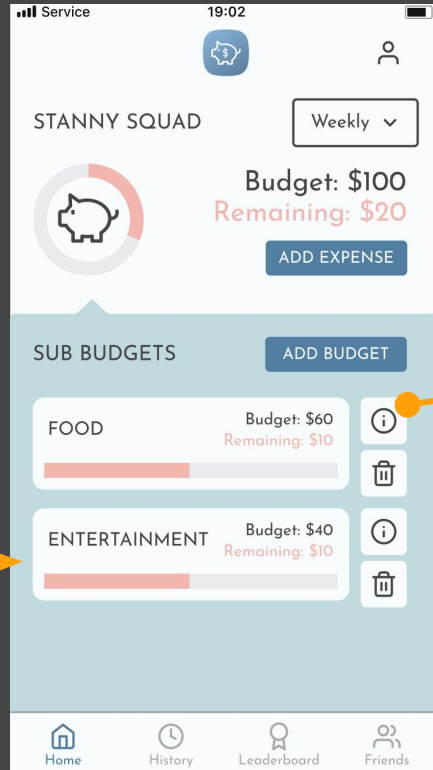
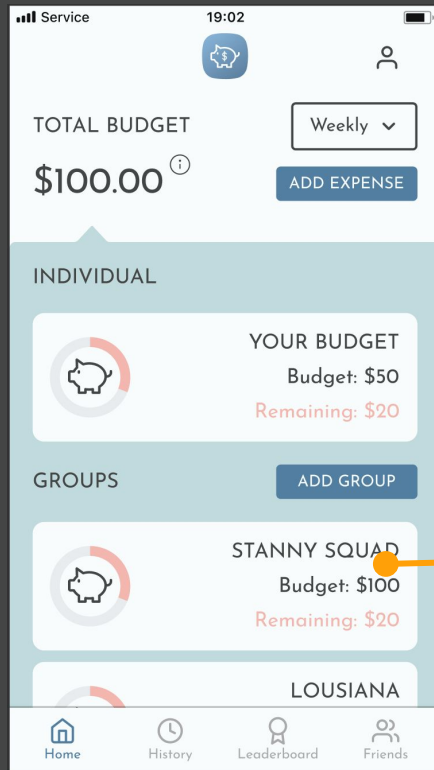
...create and edit a group budget.



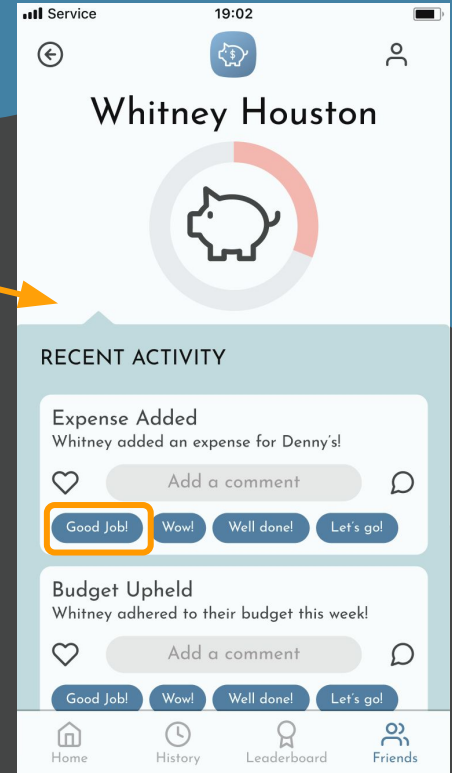
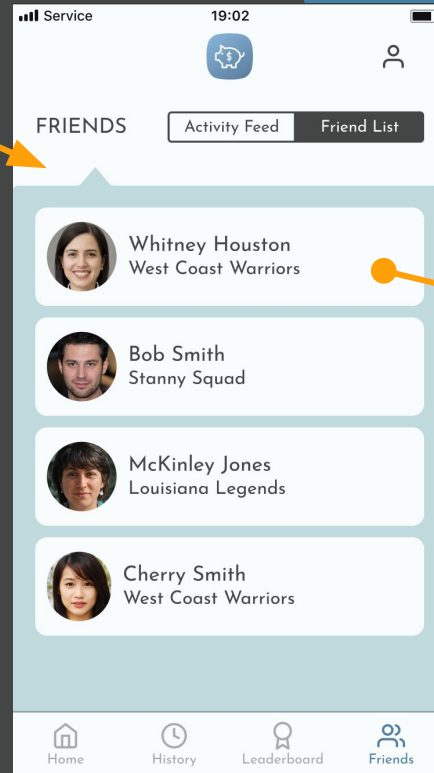
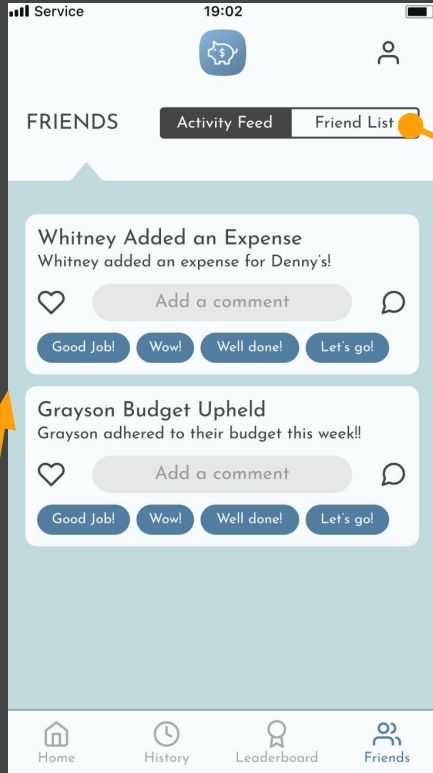
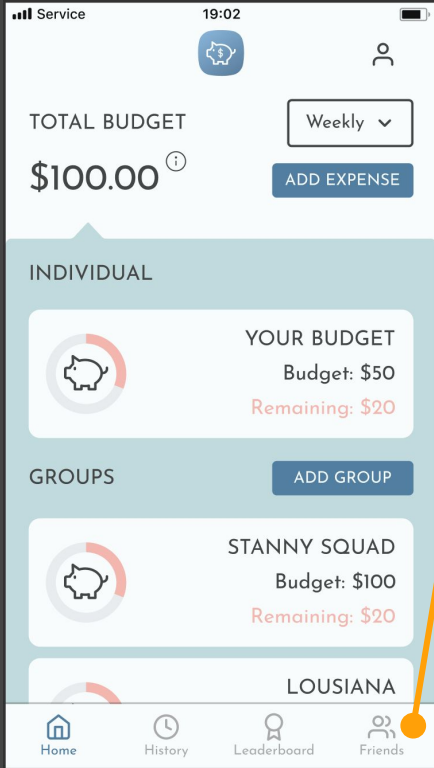
...create and edit a group budget.



...find who spent the most on food.



...give a close friend encouragement.



PROTOTYPING TOOLS:

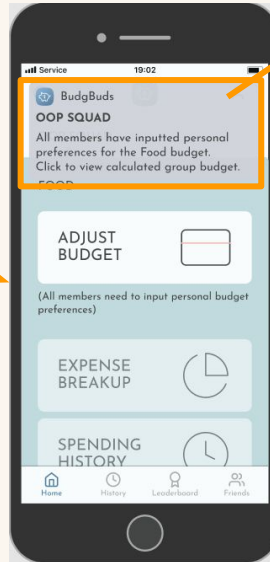
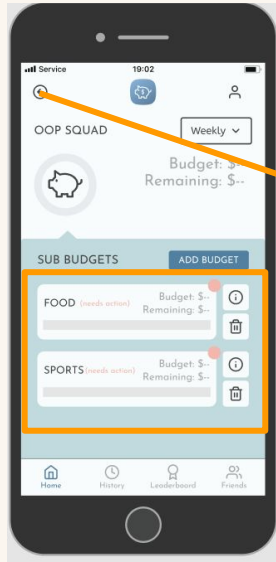
Figma



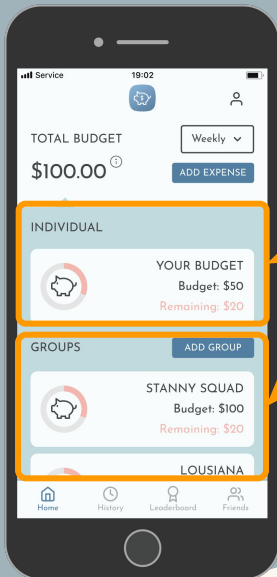
PROS	CONS
<ul style="list-style-type: none">- Components allow quick editing for universal changes.- Ability to create clickable and realistic UI elements.- Easy to test realistic flow of the app.- Collaborative platform - allowed the team to make changes asynchronously.	<ul style="list-style-type: none">- Hard to keep track of element after a large number have been added.- Challenging to create animations.

WIZARD OF OZ COMPONENTS

Since sub budgets need to be approved by all group members before a budget is set, we just manufactured this process so that no other users were necessary.

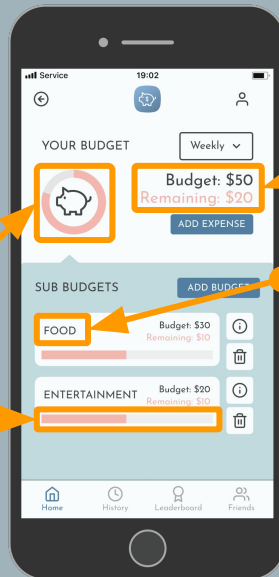


HARD-CODED COMPONENTS



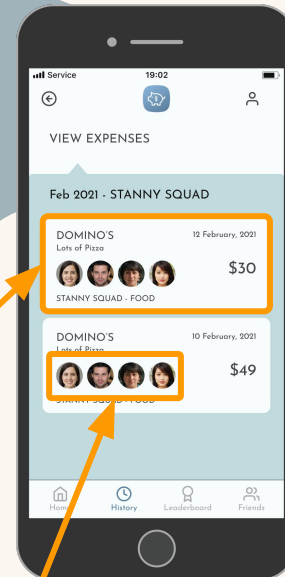
Individual and group budgets: to provide immediate examples.

Progress bars: to skip calculations with dependent variables



Budget amounts and amount remaining: to avoid calculations with dependent variables

Sub-budgets: to give common examples showcasing budget breakdown



Expenses: to provide quick examples

Friends: to provide examples without requiring multiple friends testing together

Additional Photos and Links

HOME



INDIVIDUAL



clicking on
profile picture
will lead to
individual user
profile

1 2

GROUP



clicking on
group name
will lead to
group details
page

HISTORY



LEADERBOARD



clicking on
user name
will lead to
user profile

FRIENDS



ADD GROUP



clicking on
add group
will lead to
add group
page

NOTIFICATIONS



clicking on
notification
will lead to
notification
details
page

HOME

INDIVIDUAL

GROUP

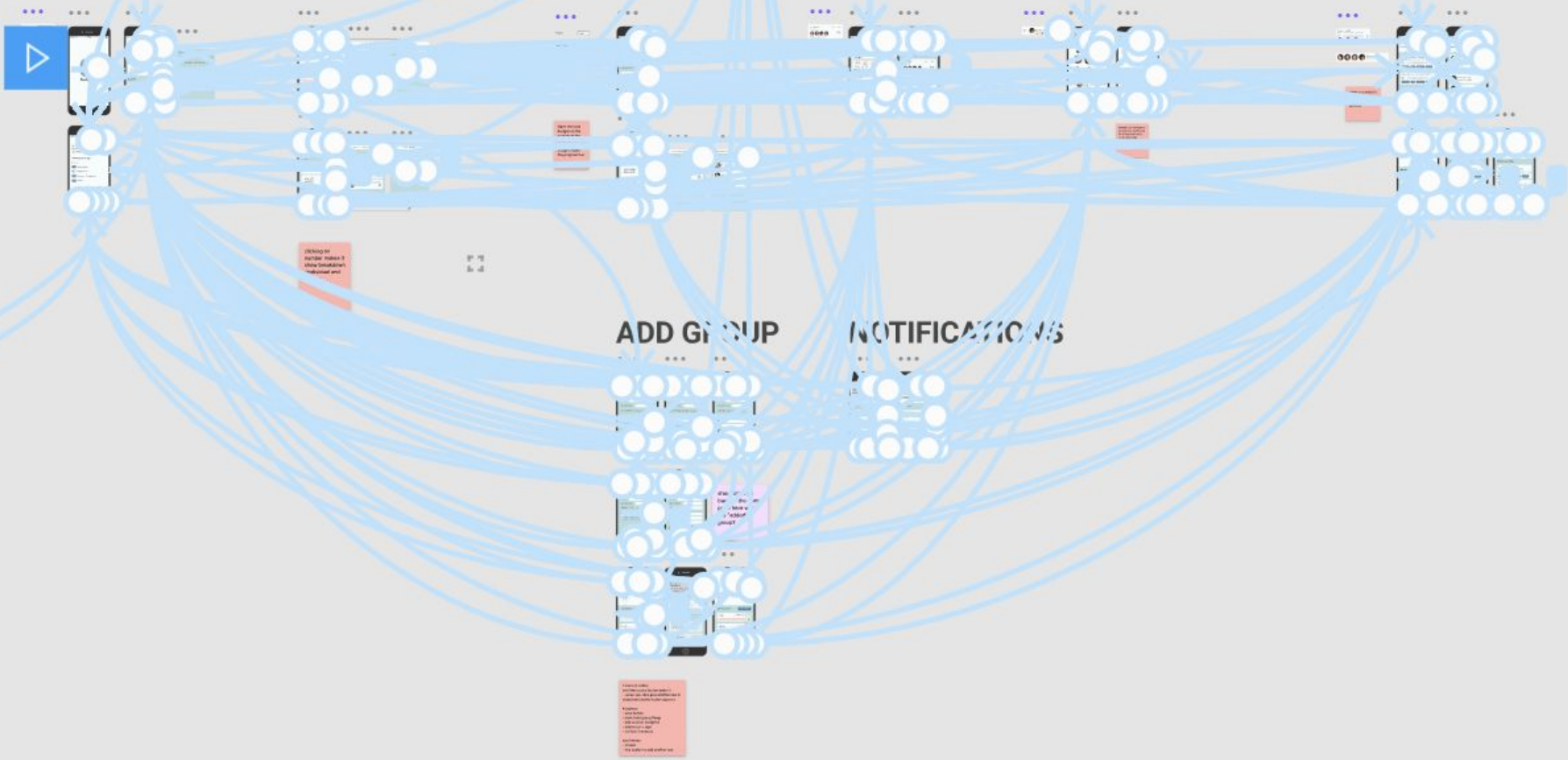
HISTORY

LEADERBOARD

FRIENDS

ADD GROUP

NOTIFICATIONS



Prototype Link

<https://www.figma.com/proto/KtYNE4zXIIIGKk0S9MdsAzR/BudgBuds?node-id=163%3A1861&viewport=-471%2C-196%2C0.4470804035663605&scaling=scale-down>