BUDGET BUDDIES

Gaby Goldberg, Glynnis Millhouse, and Pierce Lowary

OVERVIEW

Mission and Interface

Prototypes and Tasks

Testing and Results

- **There is unease about finances, particularly among millenials.** People feel anxious about money, whether due to a big move, a new baby, or just wanting to feel secure.

- **People have a vision of their ideal financial future, but have trouble mapping their way there.** They can't see how the tectonic plates of home, family, and career fit together into a financially sound life.

- *Budget Buddies helps you feel great about your financial decisions and enables you to achieve what matters most.*
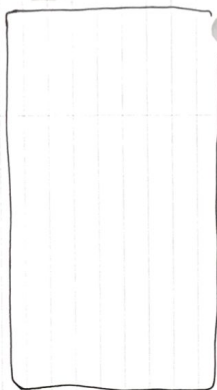
Mission Statement

Spend with confidence.

SKETCHES

AT&T

6:11
Thursday, Feb 4

It's been awhile since
you set a financial goal...

"I want to
save for this
one day!"

You are now
matched with a
peer in your
demographic.

how much did
you spend on....

$500. you??

•••

choose your top
3 long-term
goals

Your net worth
over time

Slide to adjust and
see how your
spending would
have to change

How do you

How Do I STACK
UP?

you

I WANT TO...

my

Increase
Decrease
Keep Same

Food
Rent

this _____

Week
Month
Year

SET LONG-TERM BUDGETING PLAN

Choose a goal
for this Month

WRITE YOUR OWN

| Week | Month | Year |

| Me | My Peers | Ntl. Avg |

My Spending

🍎 FOOD ⇨

🏠 RENT ⇨

☺ FAMILY ⇨

COMPARE SPENDING WITH OTHERS

WHAT ARE MY
PEERS SPENDING?

All

Q1 Q2 Q3 Q4

ADJUST MY
PEER GROUP:

Age ——■—— Set

Income ——■—— Set

in
Household ——■—— Set

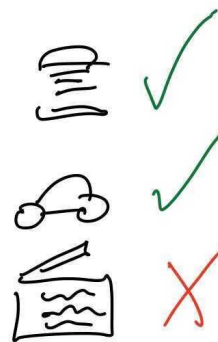MY BUDGETS

🍎

🏠

☺

What are your goals?

(Early Retirement)

(College) (Kids)

(Philanthropy)

Hey Siri —
"How am I doing this month?"

"You're on track!

Your spending is right where it needs to be."

80%
of your budget spent

✓
✓
✗

Dining

$200 $800
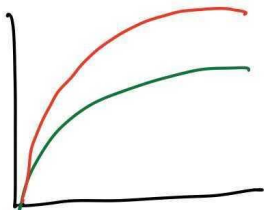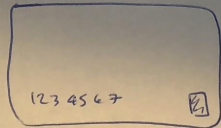
Changes color from green to red
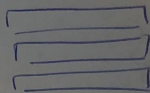
(home screen widget)

Pick your goals!

"I want to buy an apt but I also have student loans ..."

People in your situation usually buy before paying all loans. Add goal?

123 4567

Dining is >80%
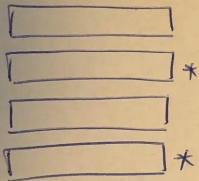
Pick your goals...

or tell me about them!

Should I pick X or Y?
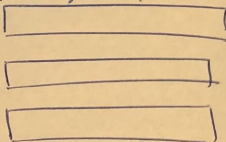
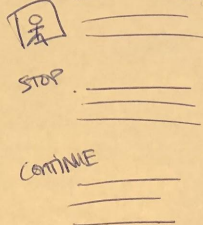People like you usually pick X because...

TOP goals for you

*
*

Swipe the ones you want!

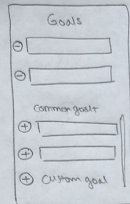I want to buy an apartment. I also have student loans...
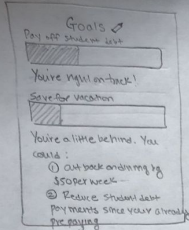
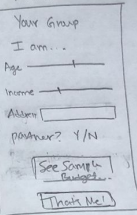Pick 3 goals!

New email!
Your personalized financial newsletter

START

STOP

CONTINUE

Draw a picture of you 5 yrs from now.

Simple

Goals
Pay off student debt
You're right on track!
Save for vacation
You're a little behind. You could:
1. Cut back on dining by $50 per week
2. Reduce student debt payments since you're already pre-paying

Goals
⊖
⊖
Common goals
⊕
⊕
⊕ Custom goal

Medium

Your Group
I am...
Age
Income
Address
Partner? Y/N
See Sample Budget
That's Me!

Complex

Rent Feb 1
Food $30
Student Debt $100
Vacation
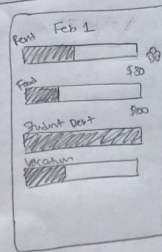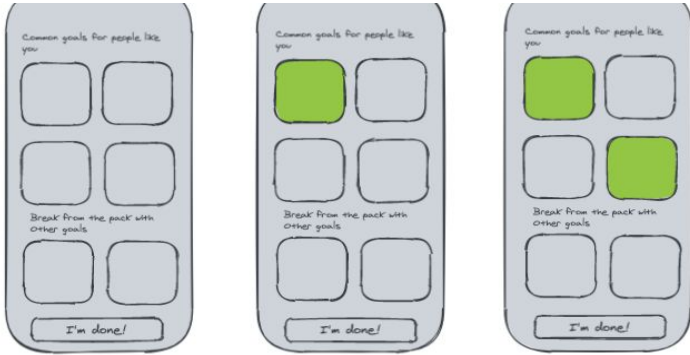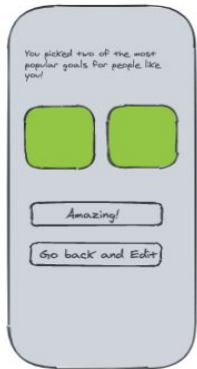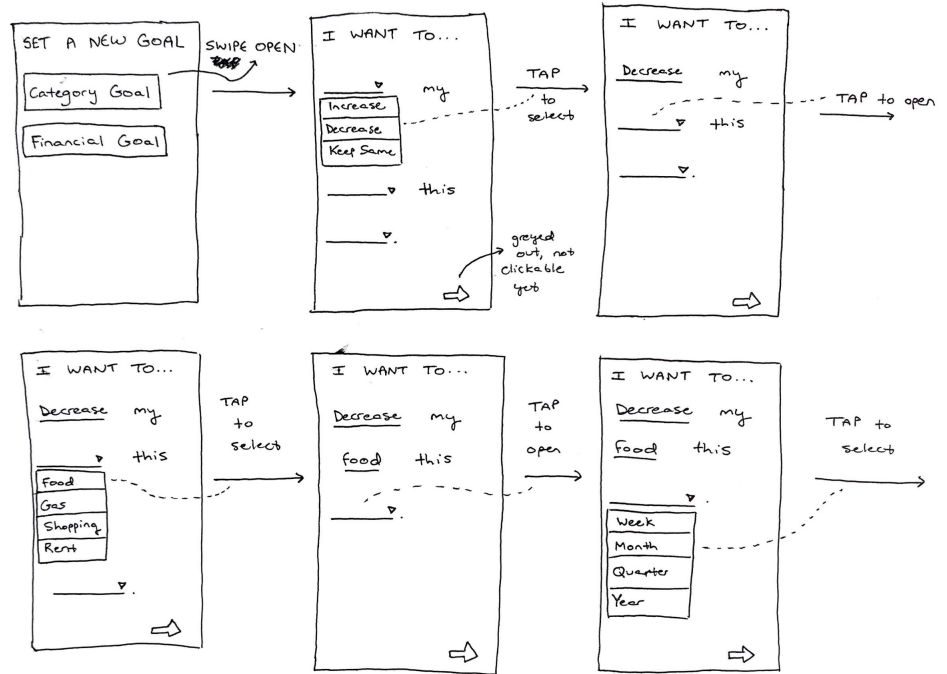
TWO SKETCHES

Click the preset goals, which
light up when selected

Click I'm done at any time to
look at your goals

Contextual info comes up at
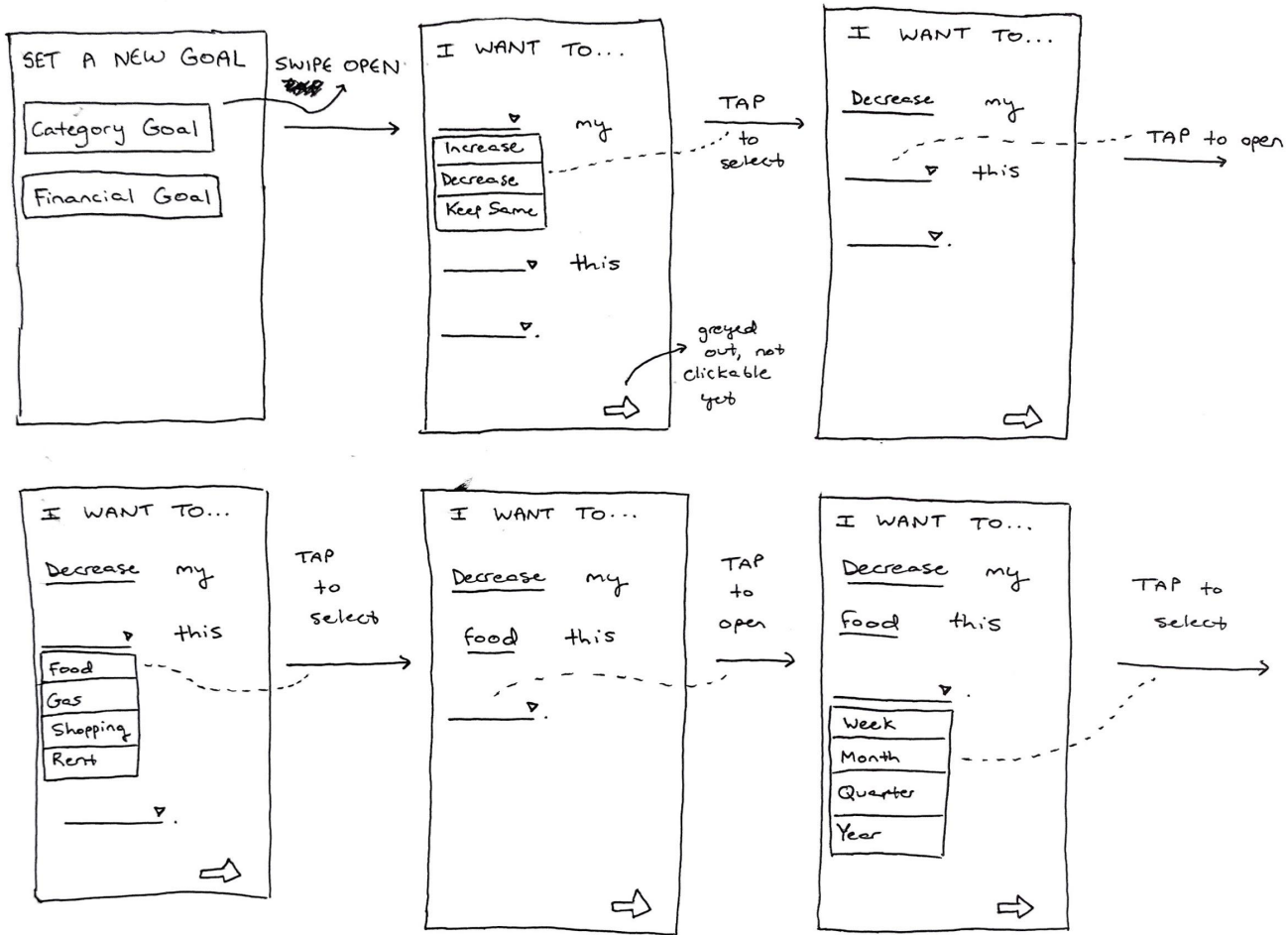the end to help you feel
confident about your goals

SET A NEW GOAL

Category Goal

Financial Goal

SWIPE OPEN

I WANT TO...

Increase
Decrease
Keep Same

_____ ▽ this

▽ .

my

TAP
to
select

greyed
out, not
clickable
yet

I WANT TO...

Decrease   my

▽ this

▽ .

TAP to open

I WANT TO...

Decrease   my

this

Food
Gas
Shopping
Rent

_____ ▽ .

TAP
to
select

I WANT TO...

Decrease   my

food   this

▽ .

TAP
to
open

I WANT TO...

Decrease   my

food   this

▽ .

Week
Month
Quarter
Year

TAP to
select

SELECTED INTERFACE

SET A NEW GOAL

Category Goal

Financial Goal

SWIPE OPEN

I WANT TO...

▽
| Increase |
| Decrease |
| Keep Same |

my

_____ ▽ this

_____ ▽ .

▷

greyed out, not clickable yet

TAP to select

I WANT TO...

Decrease my

_____ ▽ this

_____ ▽ .

▷

TAP to open

I WANT TO...

Decrease my

this

▽
| Food |
| Gas |
| Shopping |
| Rent |

_____ ▽ .

▷

TAP to select

I WANT TO...

Decrease my

food this

_____ ▽ .

▷

TAP to open

I WANT TO...

Decrease my

food this

_____ ▽ .

▽
| Week |
| Month |
| Quarter |
| Year |

▷

TAP to select

THREE TASKS & TASK FLOWS

MY GOALS

GOAL 1

GOAL 2

+ ADD NEW

I WANT TO...

INCREASE
DECREASE
KEEP THE SAME

my

spending

this .

I WANT TO...

DECREASE my

FOOD
RENT
GAS
SHOPPING

spending

this .

I WANT TO...

DECREASE my

FOOD spending

WEEK
MONTH
QUARTER
YEAR

this .

I WANT TO...

DECREASE my

FOOD spending

this WEEK .

GREAT!

Now name
your goal:

GOAL 3

MY GOALS

GOAL 1

GOAL 2

GOAL 3

+ ADD NEW

Task 2:
Compare spending with others

CREATE YOUR PLAN
How much would you
like to spend
per month
on ...

SCROLL

Dining? ⊗

average

Groceries? ⊗

average
...

SLIDE
to set budget

TAP ⊗
to remove
category

SCROLL

Dining?

$600
per
month
...

updates
based on
user's
selection

...

ADD CATEGORY

...

TAP
to add category

Category name:
(type)

Spending:
(type)
...

Task 3:
Make a plan to achieve the future you want

PAPER PROTOTYPE

https://marvelapp.com/prototype/6hca27j/screen/76731325
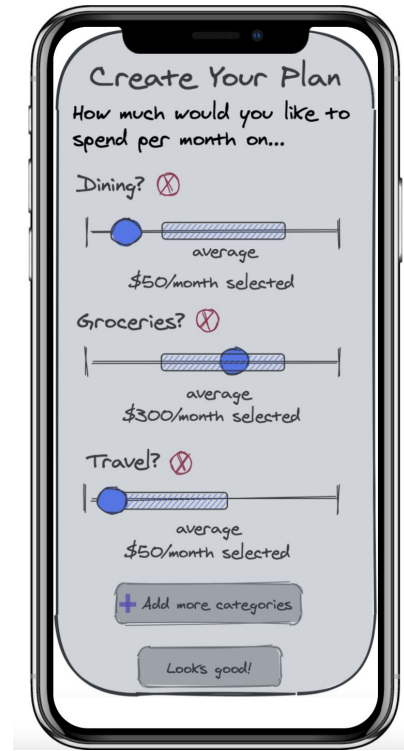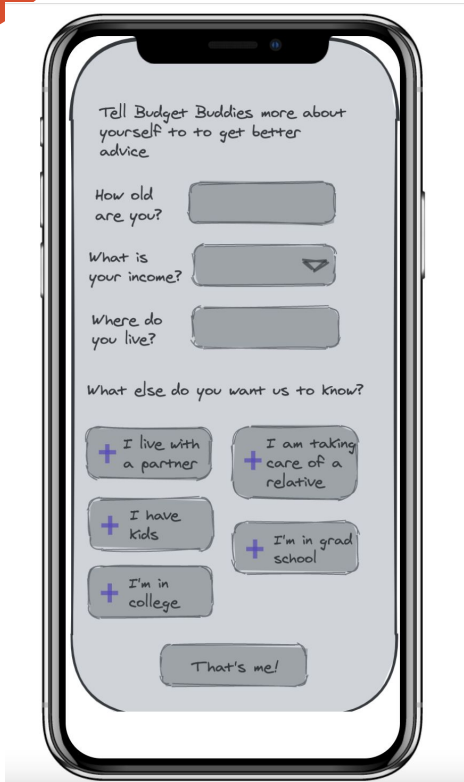
TESTING

Chris

Jennifer

Jason

KEY TAKEAWAYS

KEY TAKEAWAYS

- Delight around the ability to "fiddle" with your budget

- Confusion about setting goals using the "madlibs" approach because some of the combos don't make sense (e.g. "why would I want to increase my food spending?")

- Interest in a more prominent "Why" e.g. why does my budget matter?

- High-level categories were not relevant enough when seeing the sample budget from peer group

SUGGESTED CHANGES

- Make goal-setting more structured around common goals that are higher stakes and centered around a strong why (e.g. instead of decrease food budget, save for a vacation)

- Get rid of high-level sample budget and instead focus on immediately offering a more granular and relevant view

QUESTIONS?