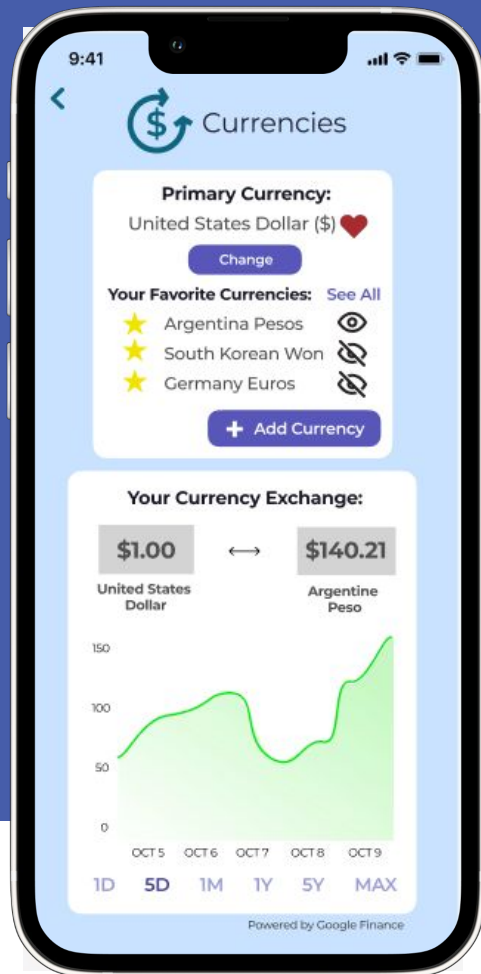
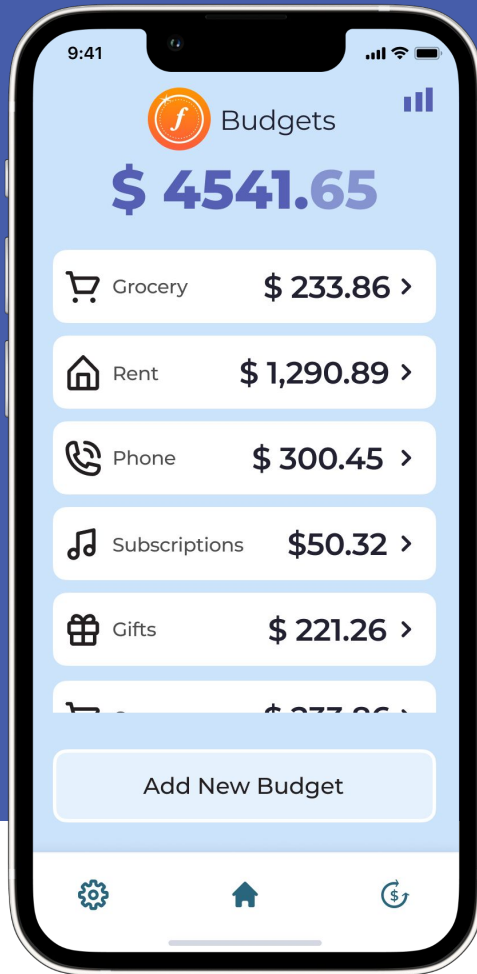
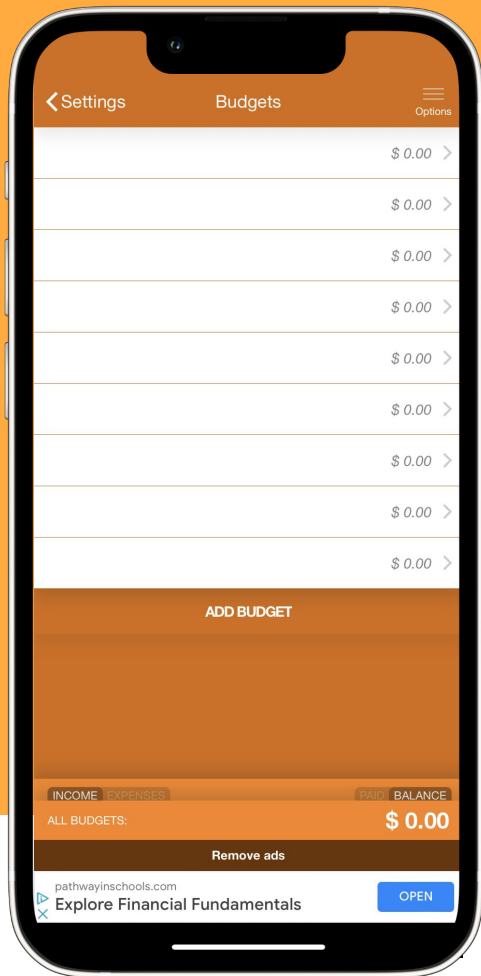

Fudget App Research , Analysis, and Redesign

**Presented by: Elisabeth Milligan,
Madison Renck, Irene Fernandez**



Roles

Elisabeth Milligan, Madison Renck, Irene Fernandez

Fudget App Research & Analysis

Madison: Flow, UI & UX design, collaborated

Irene: Personas, UI & UX design, collaborated

Elisabeth: Flow and persona watch, UI & UX design, collaborated

What is Fudget?

Elisabeth Milligan, Madison Renck, Irene Fernandez

Fudget App Research & Analysis

Fudget is an app for personal finance

- Tasked to usage at uses for younger students, we chose American University
- Used to help **budget** their money in a **fast and accessible** way.
- Fudget is sold internationally, as it can be used anywhere in the world.
- **Basic** - simple lists of income and expenses, one tap adding and editing, etc.
- **Pro** - dropbox save & restore, able to change themes, calculator, export CSV, remove ads.



American University

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

- Located in Washington, DC
 - Near Tenleytown/Spring Valley Area (1 Mile from MD Border)
- Students who study abroad - 61%
- International students - 39%
- #7 ranked for Study Abroad
- 8,123 undergraduate students
- #10 ranked for School of International Service

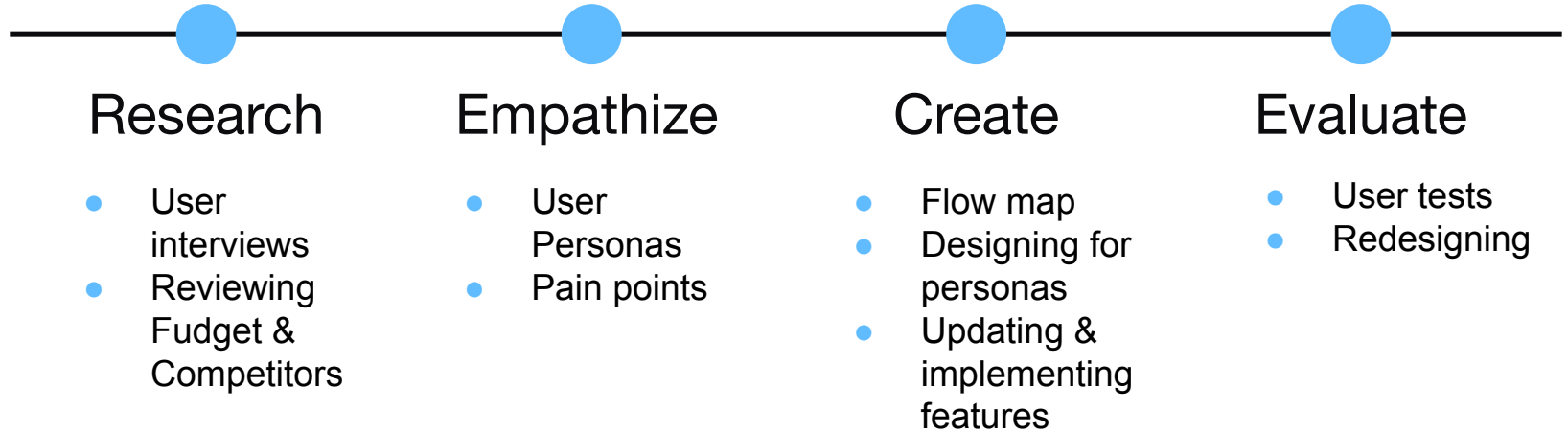


AMERICAN
UNIVERSITY
WASHINGTON, D C

UX/UI Process

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

Our Journey



User Research

Elisabeth Milligan, Madison Renck, Irene Fernandez

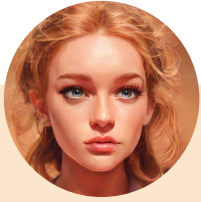
Fudget App Research & Analysis

Users Interviewed - Matheos, Owen, Ivanna

- 100% Did not like the orange color - found it annoying
- Little to no budgeting experience
- 67% Enjoyed the simplicity of Fudget
- 33% Found the idea of budgeting overwhelming

Personas

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis



Emily Villalobos:

Year: Freshman



Big spender that has **never budgeted** before.



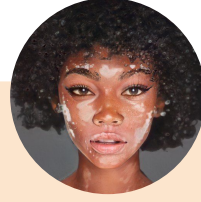
From Argentina + her parent income is in Argentine Pesos.



Wants to calculate how much **money** she is **spending** in her **home country's currency**.



Cannot budget in dollars



Reanna Wade:

Year: Sophomore



Has **budgeted** before **with google sheets + roommates**.



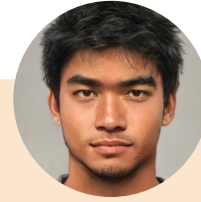
From California and is now **studying abroad in Germany**.



Wants an **easy way to budget** **abroad** and **keep track** of how much she's **spending in \$**.



Cannot budget in dollars



Danyal Mullins:

Year: Sophomore



Uses to **budget on Good Budget** when his **bank account looks low**.



From Idaho and is **adjusting** to D.C cost of living.



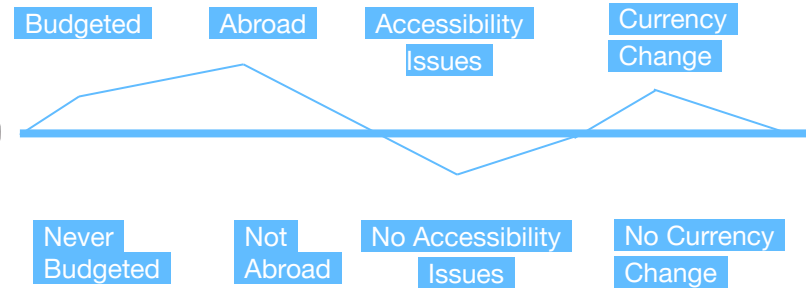
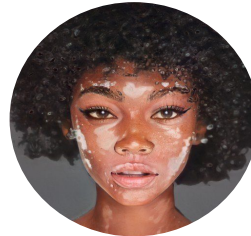
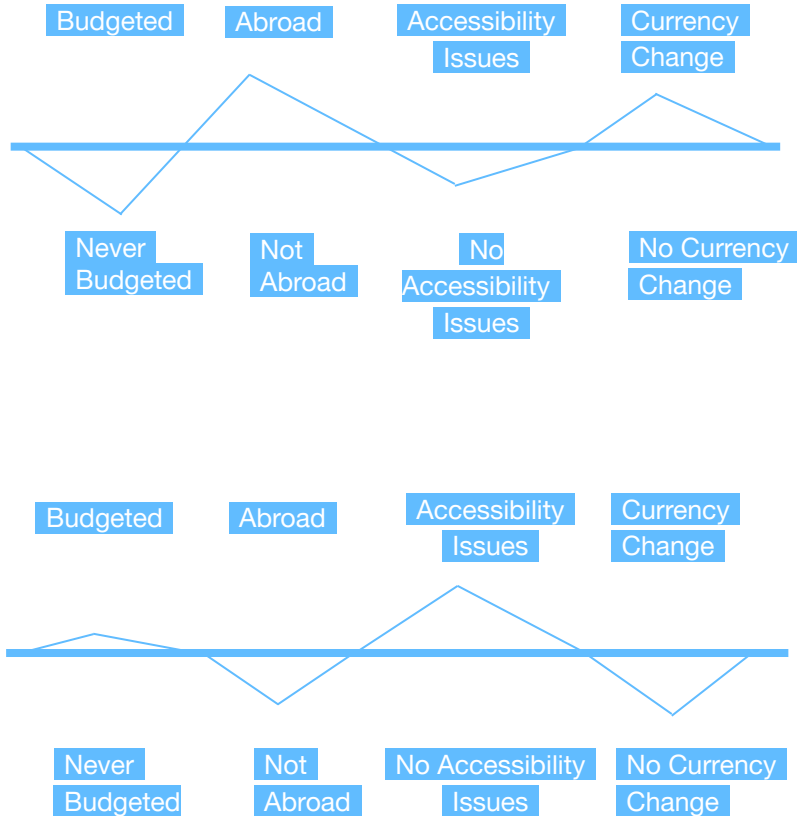
Wants an **easy way to budget** that is also **accessible** to his **color blindness (deuteranopia)**.



Cannot budget comfortably

Similarities & Differences

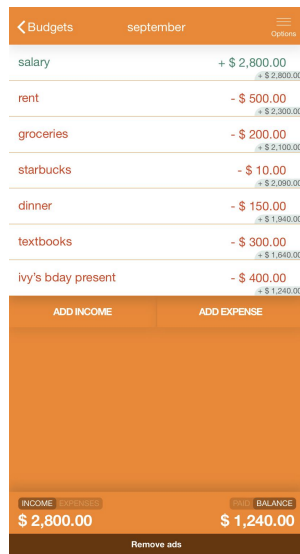
Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis



Competition

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

Fudget (Overview):



Simple

Intuitive

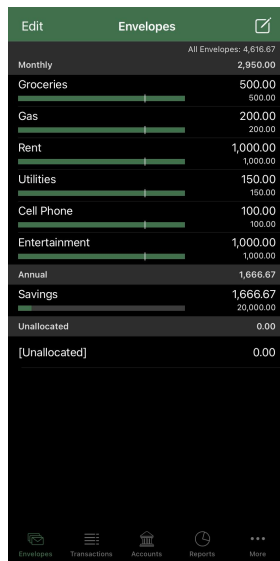
Customizable
Categories

Good Affordance

Brief Onboarding
Experience

Easy to input data

Good Budget:



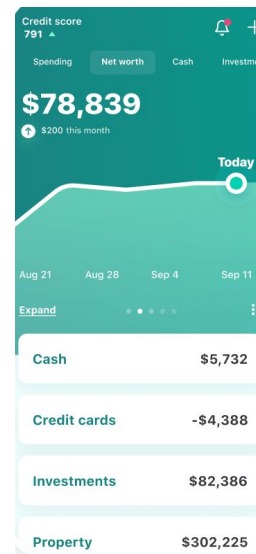
Automatically
adds leftover
money to savings

Free data and
income vs.
spending reports

Reminds you to
keep on track of
your budget

Have to manually
input spending
habits based on
the envelopes

Mint:



Able to sync with
other accounts on
free version

Displays credit score













Auto-logs your
income and
expenses

Able to add credit
and/or debit cards

Tracks your
investments,
properties, cash, etc

Competition

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Fudget App Research & Analysis

		Fudget	Good Budget	Mint
	Easy to Use			
	Accessible			
	Intuitive			

Current problematic features

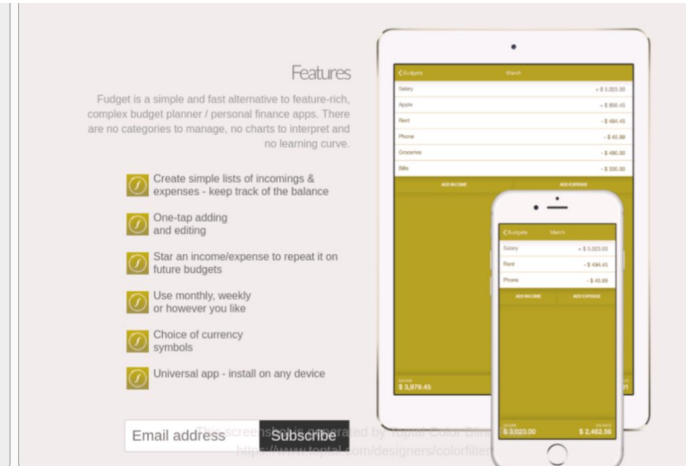
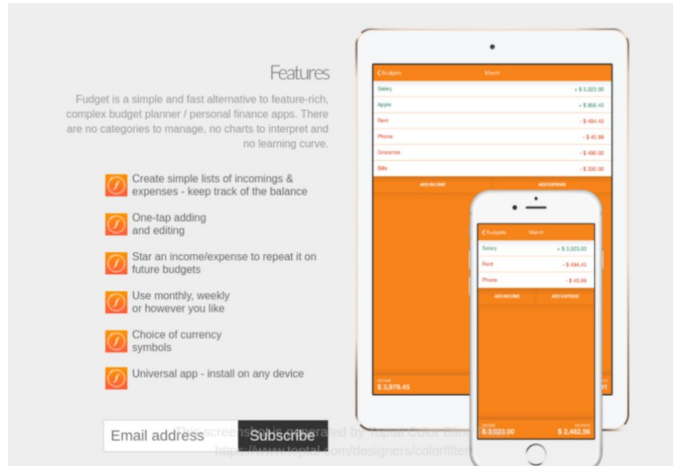
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Fudget App Research & Analysis

1. Fudget's **interface** feels very **rudimentary**
2. Requires **personal effort** to self-catalog every expense
3. **Difficult** to move specific payments to different budgets
 - a. Ex. If you accidentally type something in the wrong category, you need to delete and retype it
4. The bright color is **unappealing** to all interviewed
5. Red and green color makes income and expenses **hard to read**
6. Currency conversions are **non-existent**

Hypothesis

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Fudget App Research & Analysis



Currency Exchange:

- With the currency exchange changing daily, it should be reflected in the feature for those students
 - Whose families incomes are in different currencies
 - Studying in a country that has a different currency.

Color blindness:

- The orange turns to a green with deuteranopia
- May get confusing with the connotation of green = positive + red = negative.
- Switching to something with more clear symbols may help the consumer.

Solution Plan/Process

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Fudget App Research & Analysis

Our Question:

How can we improve Fudget for the American University student audience?

Solution: Redesign the UI for accessibility, and correct the currency data for accurate currency exchange.

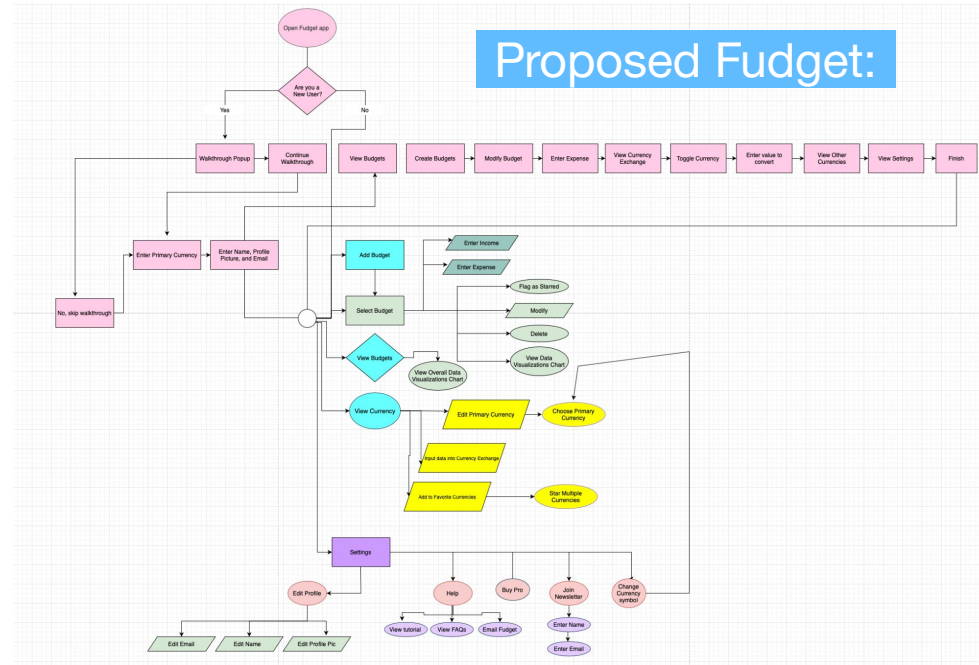
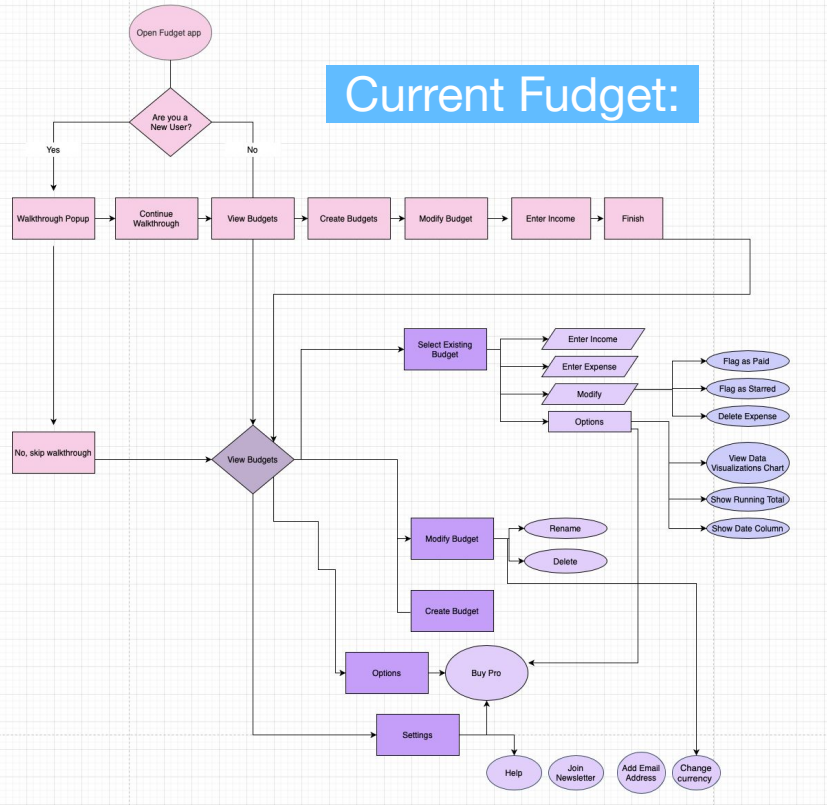
Process:

1. Created the flow chart
2. Re-design the UI and UX
3. Testing
4. Correction of findings



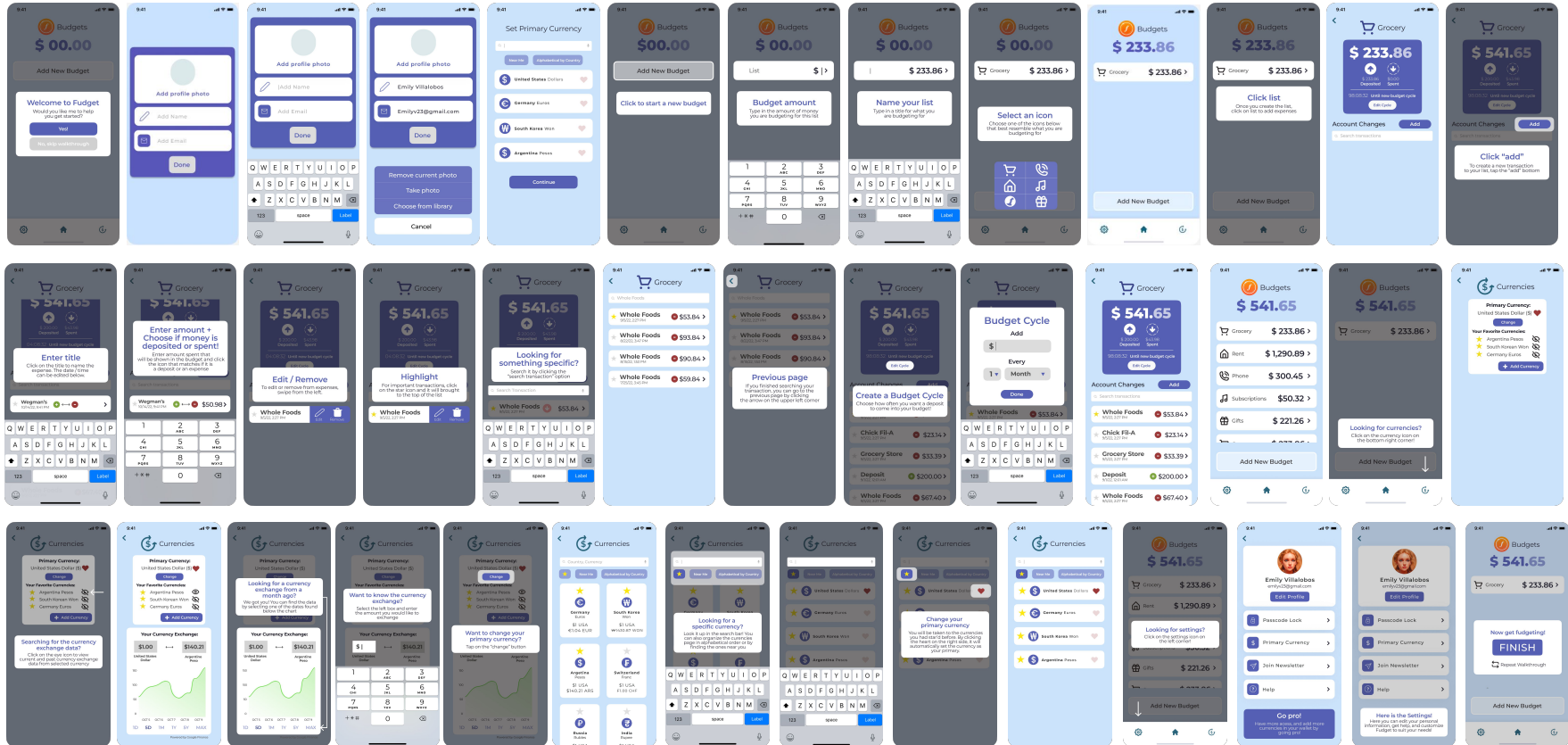
Site Map

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Fudget App Research & Analysis



Screens - Walkthrough

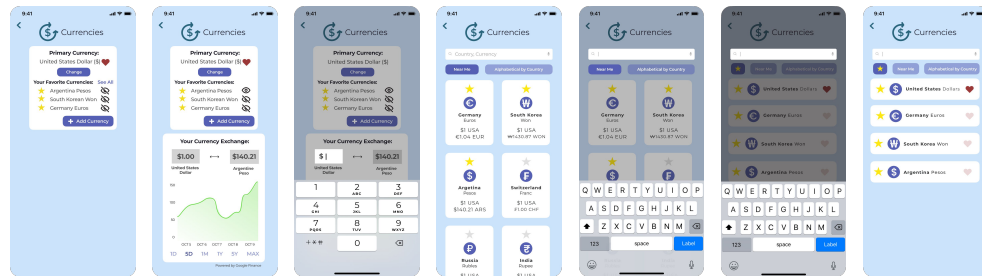
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Fudget App Research & Analysis



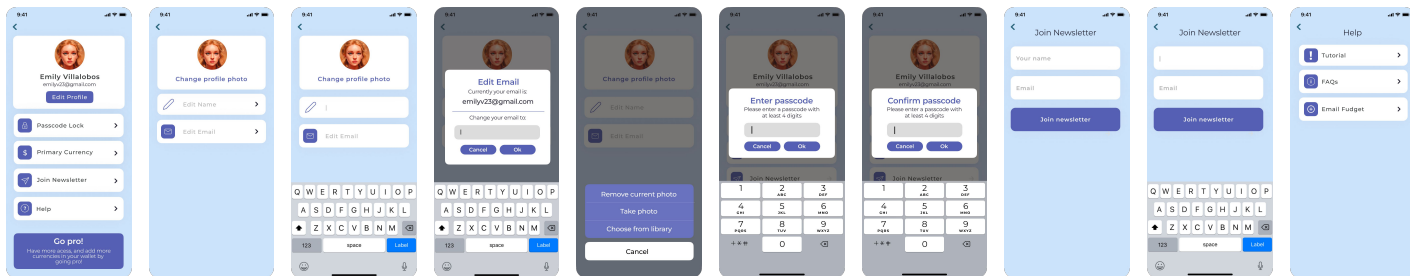
Screens - App

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

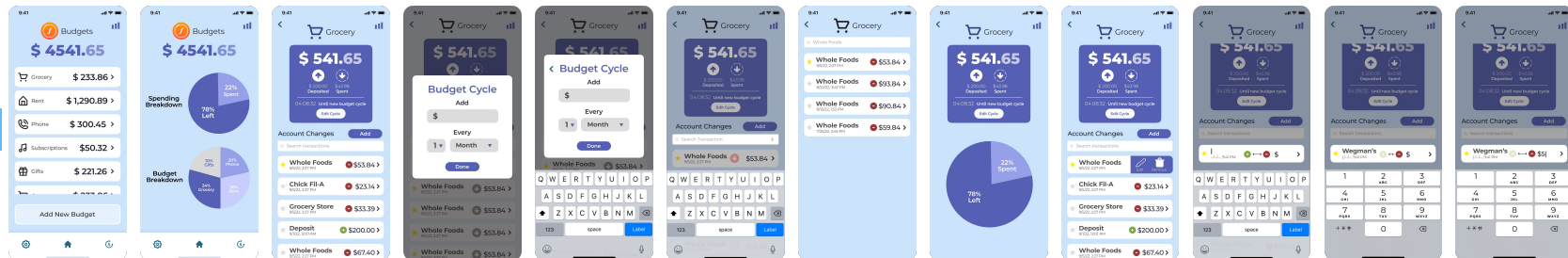
Currencies



Settings



Budgets

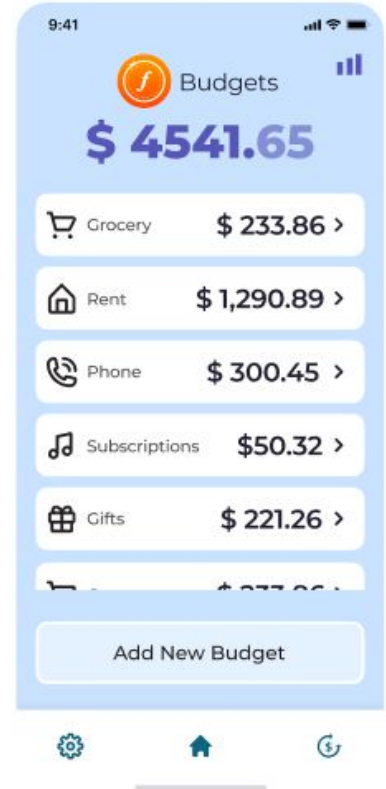
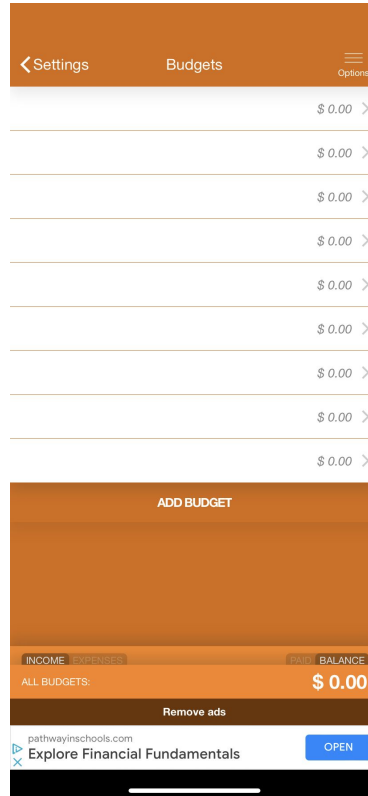


UX/UI Analysis Part 1

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

Redesigning “Add Budget” Button

- Fudget:
- Add Budget button disappears
- Redesign:
- Add New Budget button is locked on the bottom
- Budgets are still scrollable
- Why our Personas Care:
- As they are using this app over time, if they can't find the budget button when it was previously present, it can lead to difficulty in usage.

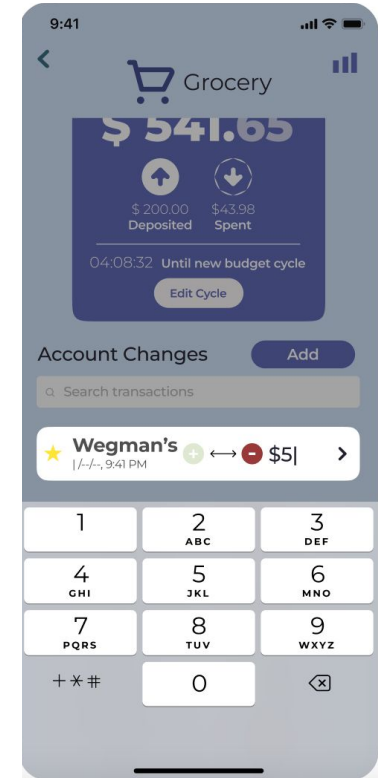
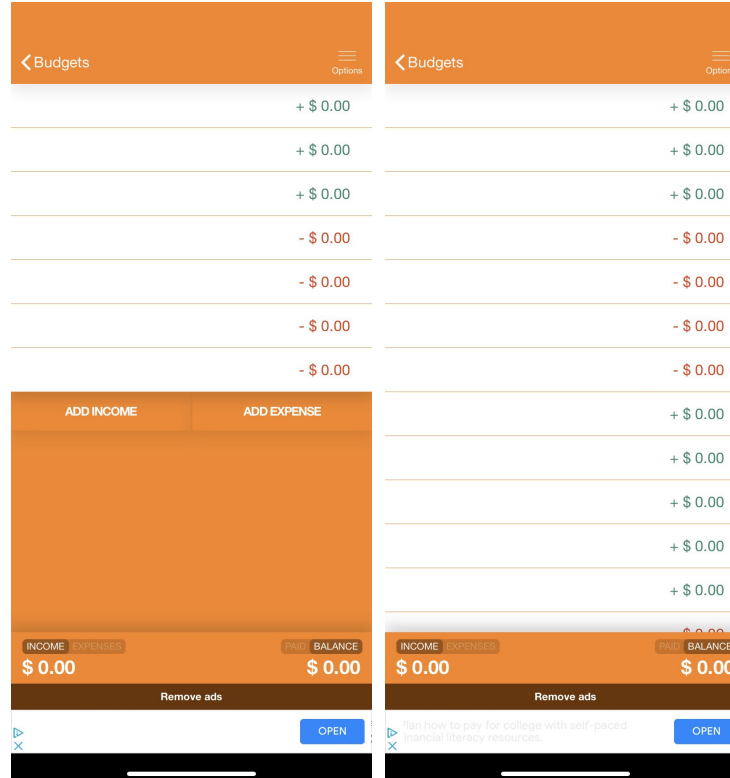


UX/UI Analysis Part 2

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

Redesigning “Add Income/Expense Button

- **Fudget:**
- “Income/Expense” button disappears
- **Redesign:**
- Created an “Add” button on top
- Users can pick if it is an expense/deposit by choosing +/- sign
- **Why our Personas Care:**
- The terminology we found in interviews to be confusing and so making these words will help with clarity
- Also, these symbols will help with colorblindness and being more apparent

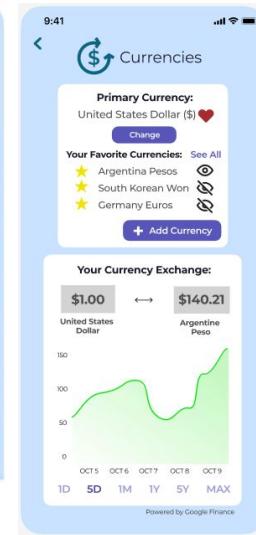
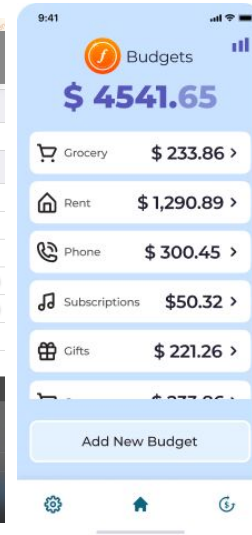
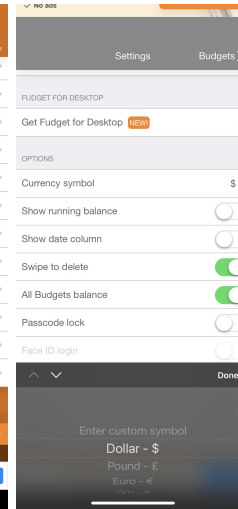


UX/UI Analysis Part 3

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

Adding Navigation bar for Currencies

- **Fudget:**
- Difficult to find currency
- **Redesign:**
- Easier for users to find currency
- More options with currency
- **Why our Personas Care:**
- Because they are abroad and will be able to travel across countries much easier, having a navigation bar will help them search what currencies are nearby and add as they travel



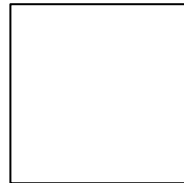
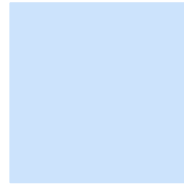
UX/UI Analysis Part 4

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

New Coloring

- **Fudget:**
- Bright orange our consumers found to be “annoying”
- **Redesign:**
- Uses a cooler blue toned color scheme
- **Why our Personas Care:**
- It generally makes the app more appealing to look at, doesn’t add to difficulty for the consumer who is using the app
- Also is beneficial to people who suffer from color blindness (Shown on Slide 21)

Primary Colors



Secondary Colors



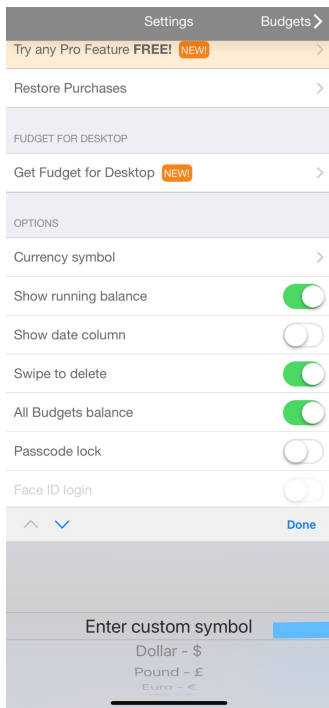
Original Color:



Before & After - Currency

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Fudget App Research & Analysis

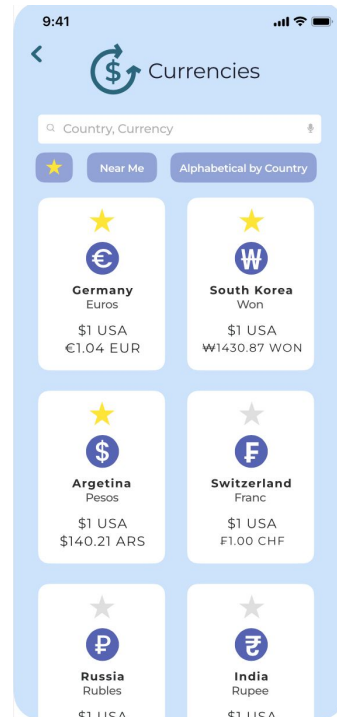
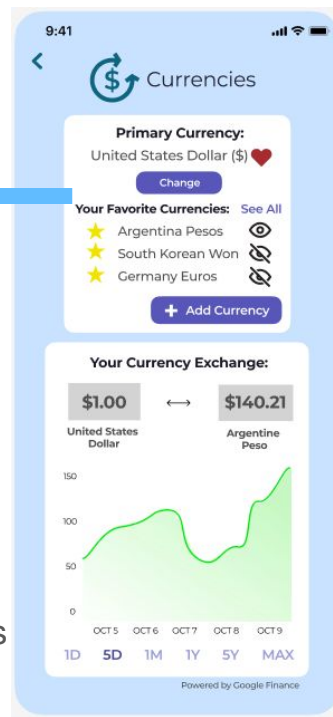
Original



Actual data and
currency exchange

Just changes symbols

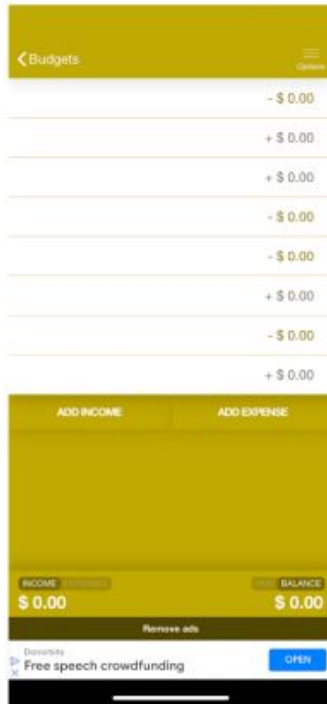
Re-design



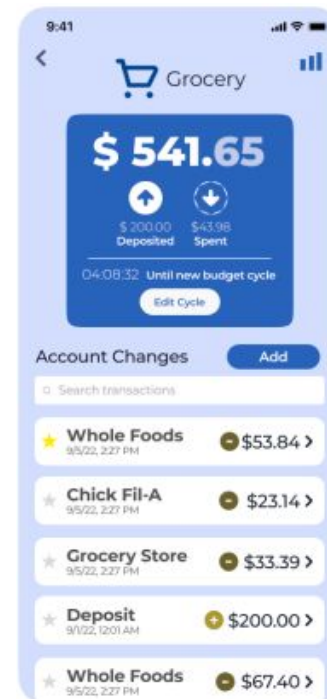
Before & After - Accessibility

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Fudget App Research & Analysis

Original



Re-design



Deuteranopia

Validation Sample

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Fudget App Research & Analysis

Testing results:

- Volunteers found easy to navigate the UX & UI redesign.
- The color blind plugin, demonstrated easy readability for users that suffer all variations of color blindness.

Takeaways

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Fudget App Research & Analysis

UX flow takeaway

- Everything is connected with each other (Ex. the Primary Currency Screen is accessible through multiple points)
- Settings vs Options was complicated to differentiate to users

Re-design feature

- Highlighting the key components in the Walkthrough will make users aware.
- Currency will impact all values on your budgets showing how interconnected it is.
- Large symbols on prices will make it more accessible to colorblind individuals

User research data

- Our users will have a use for converting currency for all of their budgets.
- They are relatively new to budgeting and having a more comprehensive tutorial will help them feel more comfortable.

Annotations

Elisabeth Milligan, Madison Renck, Irene Fernandez
Fudget App Research & Analysis

- Personas images generated through Artbreeder
- Fudget app logo image retrieved from Google Play:
https://play.google.com/store/apps/details?id=com.dannyconnell.android.fudget&hl=en_US&gl=US
- American University logo retrieved from American University create style guide site: <https://www.american.edu/ucm/creative-style-guide.cfm>