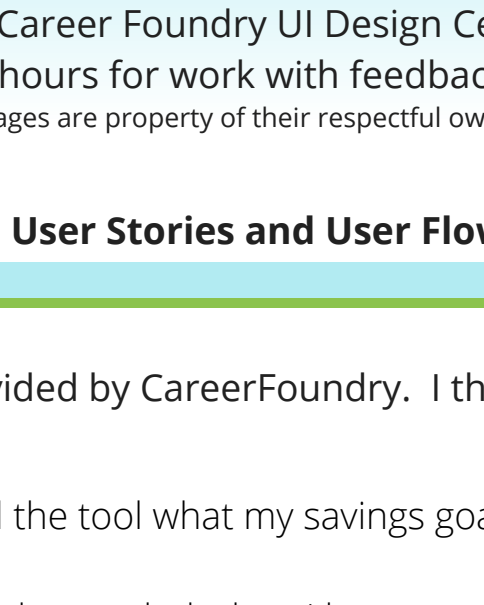


coin jar

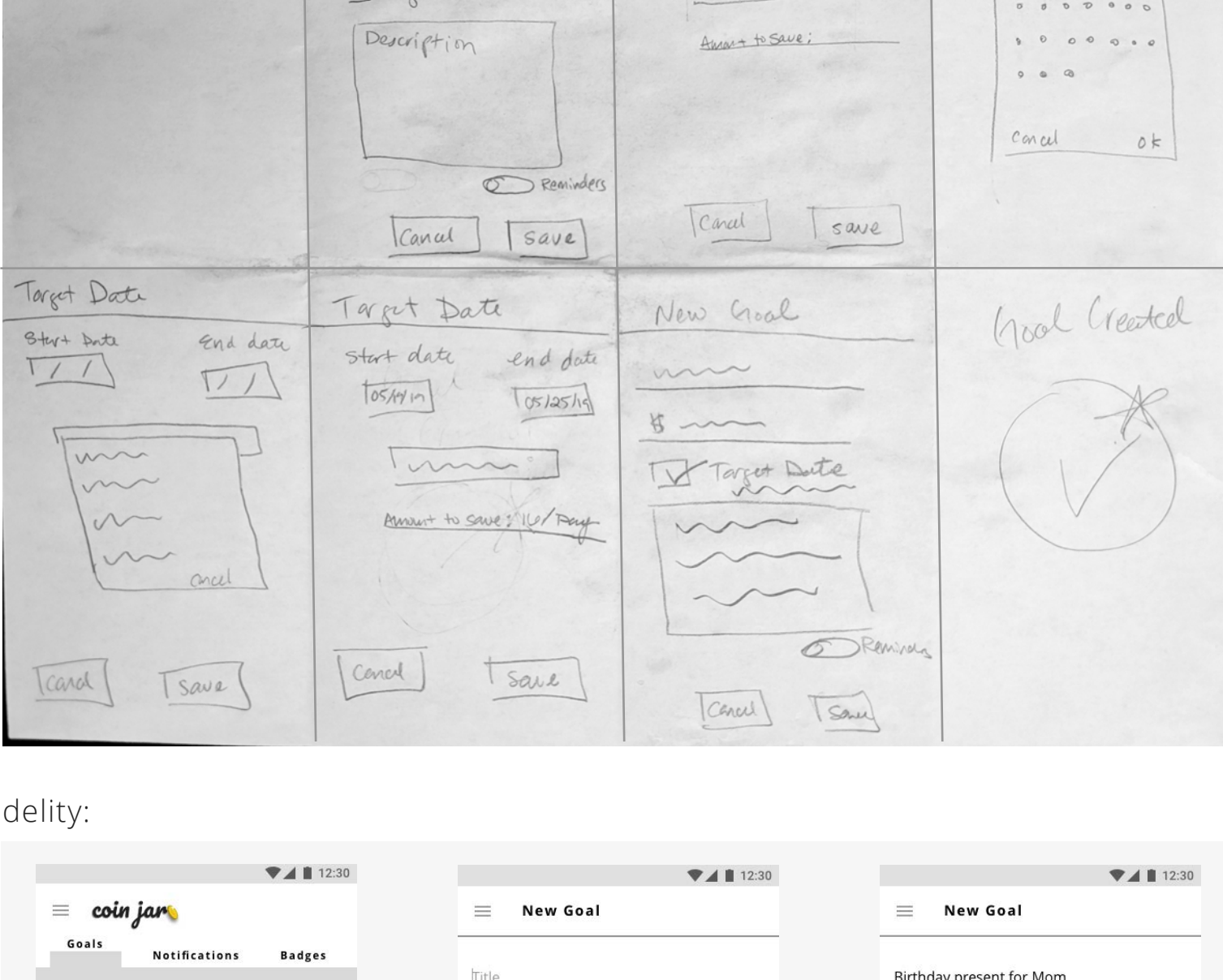


Coin Jar is a savings app and case study. The user interaction design for Coin Jar was made for to show skills learned throughout the Career Foundry UI Design Certification course. The following is the result of approximately 73 hours for work with feedback from industry professionals.
(All images are property of their respectful owners.)

User Stories and User Flow

The following user stories were provided by CareerFoundry. I then analyzed them and created a user flow chart from the stories.

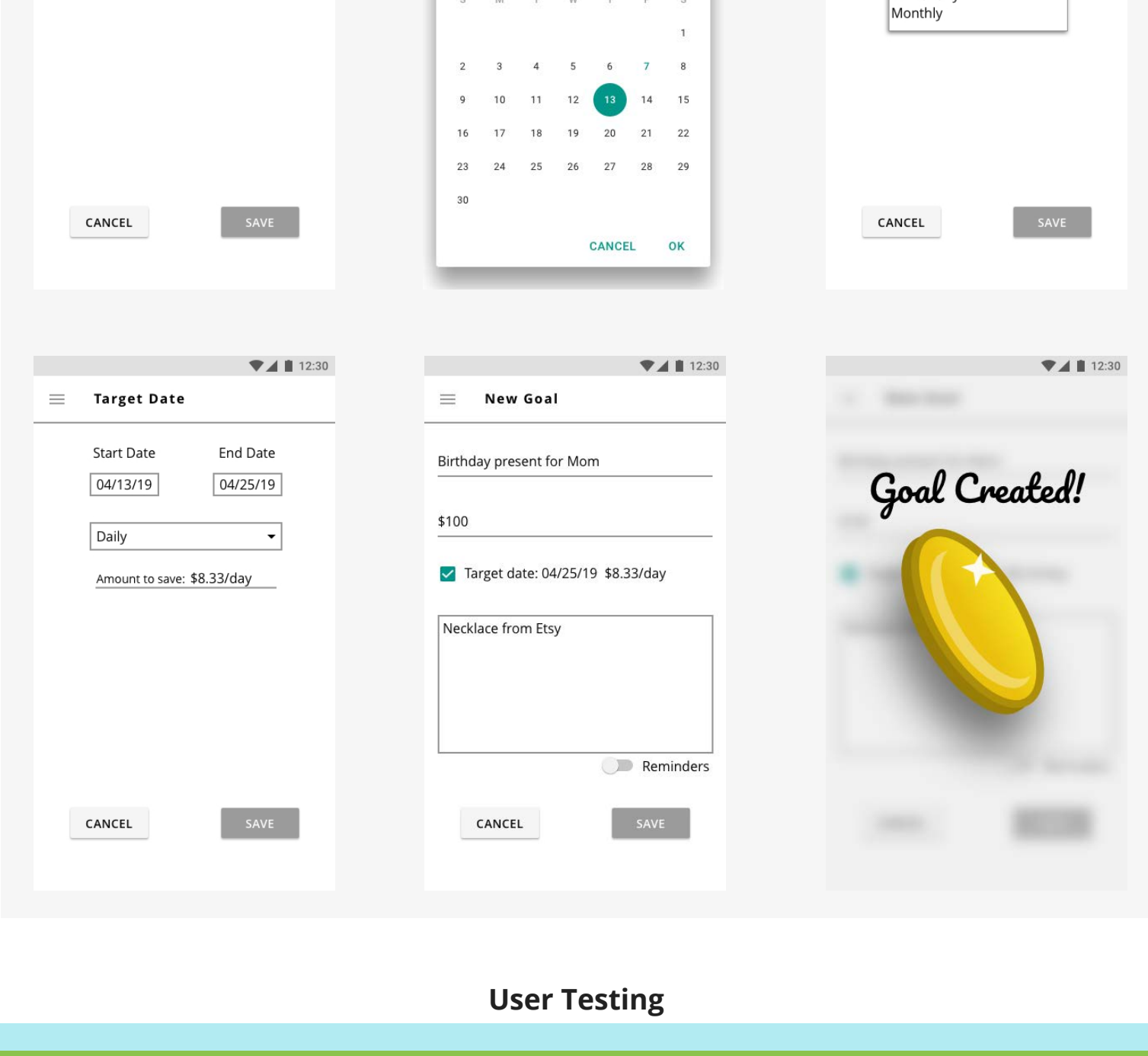
- As a user, I need to be able to tell the tool what my savings goal is and how long I have to reach it, so that I can save accordingly.
- As a user, I want to be notified and rewarded when I have reached certain milestones throughout the saving period, so that I know whether I'm on track to reach my goal.
- As a user, I want the money-saving tool I use to be motivational, so that I stay on track with my goals.



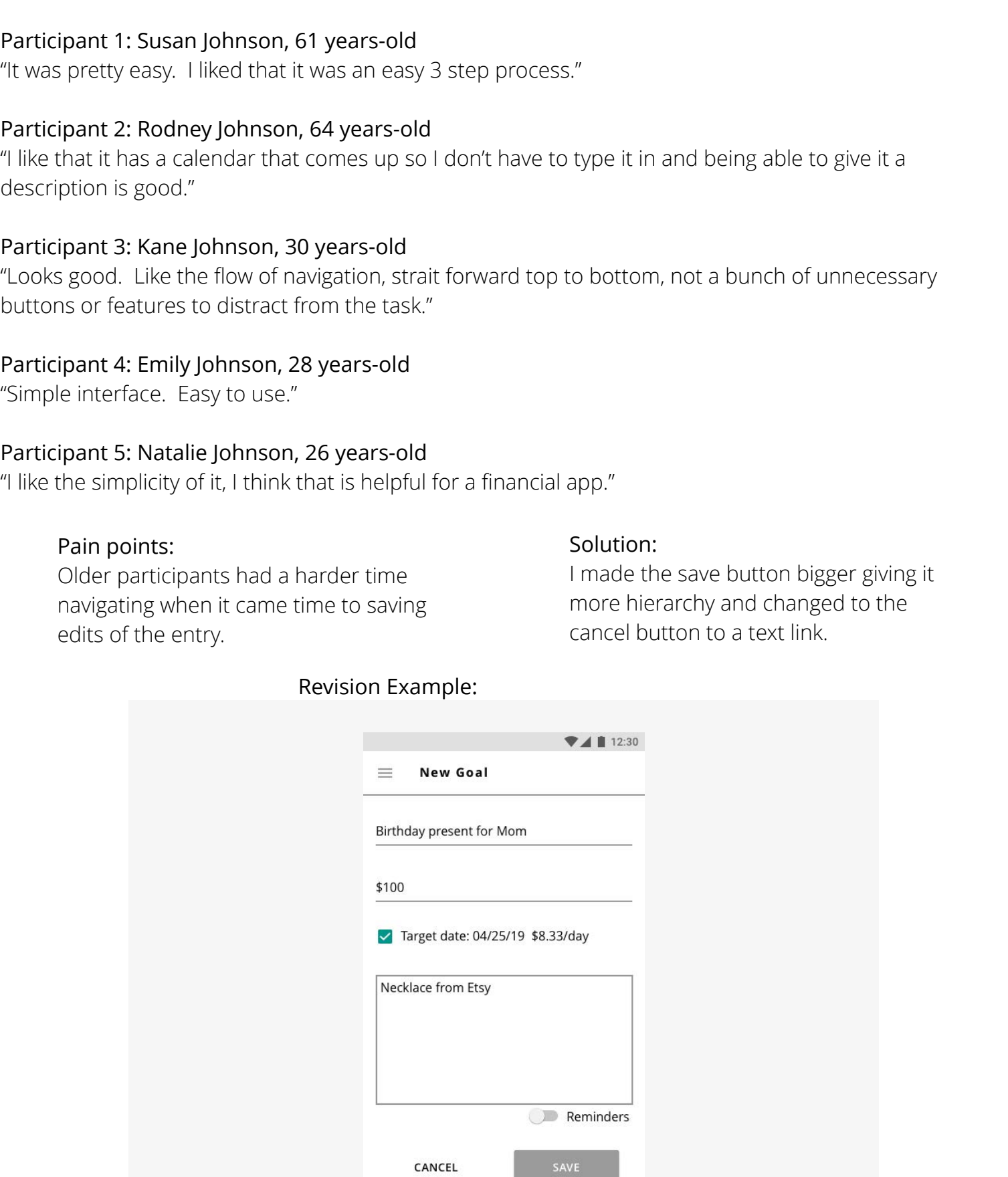
Wireframes for User Story One

Next I was asked to create low-fidelity and mid-fidelity wireframes for Coin Jar. I focused on the Android platform and looked for design patterns that aligned with my user's stories and the Material Design guidelines.

Low-Fidelity:



Mid-Fidelity:



User Testing

The user testing for mid-fidelity wireframes of Coin Jar was based on this scenario:
You need to save money for your Mom's birthday present and want to know how much you need to save per day to reach your goal by a certain date. Make a new savings goal and give it a time frame.

Participant 1: Susan Johnson, 61 years-old
"It was pretty easy. I liked that it was an easy 3 step process."

Participant 2: Rodney Johnson, 64 years-old
"I like that it has a calendar that comes up so I don't have to type it in and being able to give it a description is good."

Participant 3: Kane Johnson, 30 years-old
"Looks good. Like the flow of navigation, strait forward top to bottom, not a bunch of unnecessary buttons or features to distract from the task."

Participant 4: Emily Johnson, 28 years-old
"Simple interface. Easy to use."

Participant 5: Natalie Johnson, 26 years-old
"I like the simplicity of it, I think that is helpful for a financial app."

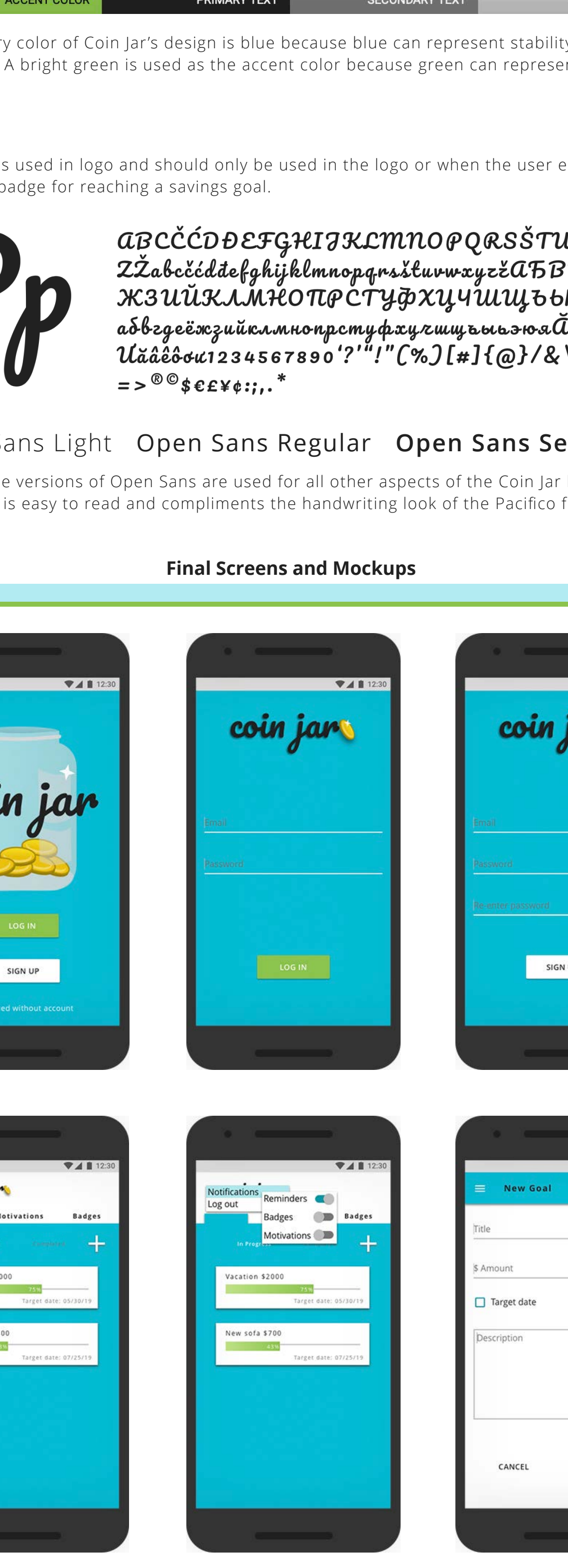
Pain points:

Older participants had a harder time navigating when it came time to saving edits of the entry.

Solution:

I made the save button bigger giving it more hierarchy and changed to the cancel button to a text link.

Revision Example:



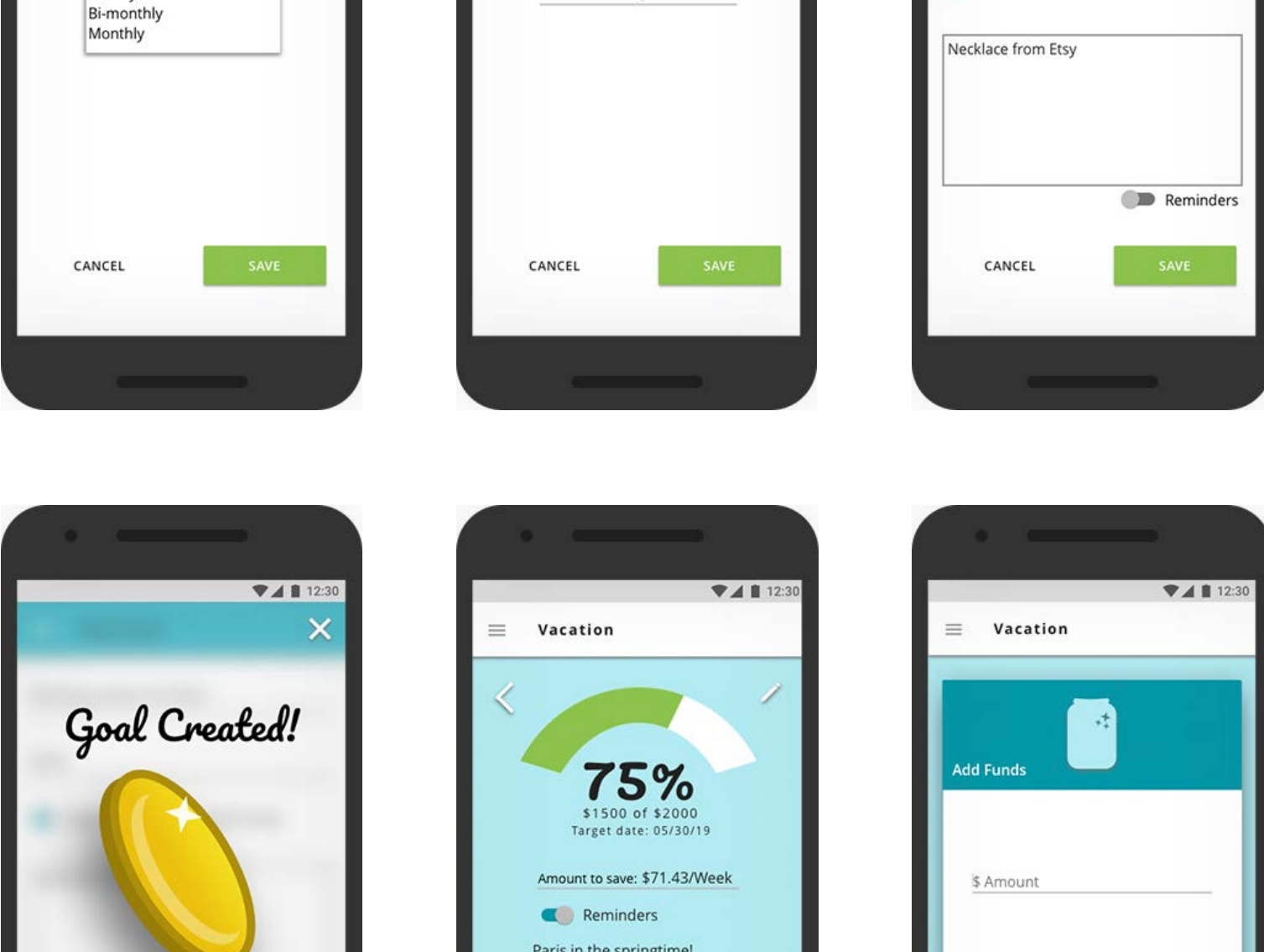
Branding

When it came to branding for a money saving app my mind immediately went to how I used to save money as a kid- throwing my allowance or loose change in a jar. Then branding concept for Coin Jar grew from that idea.

Brand Guiding Principles:

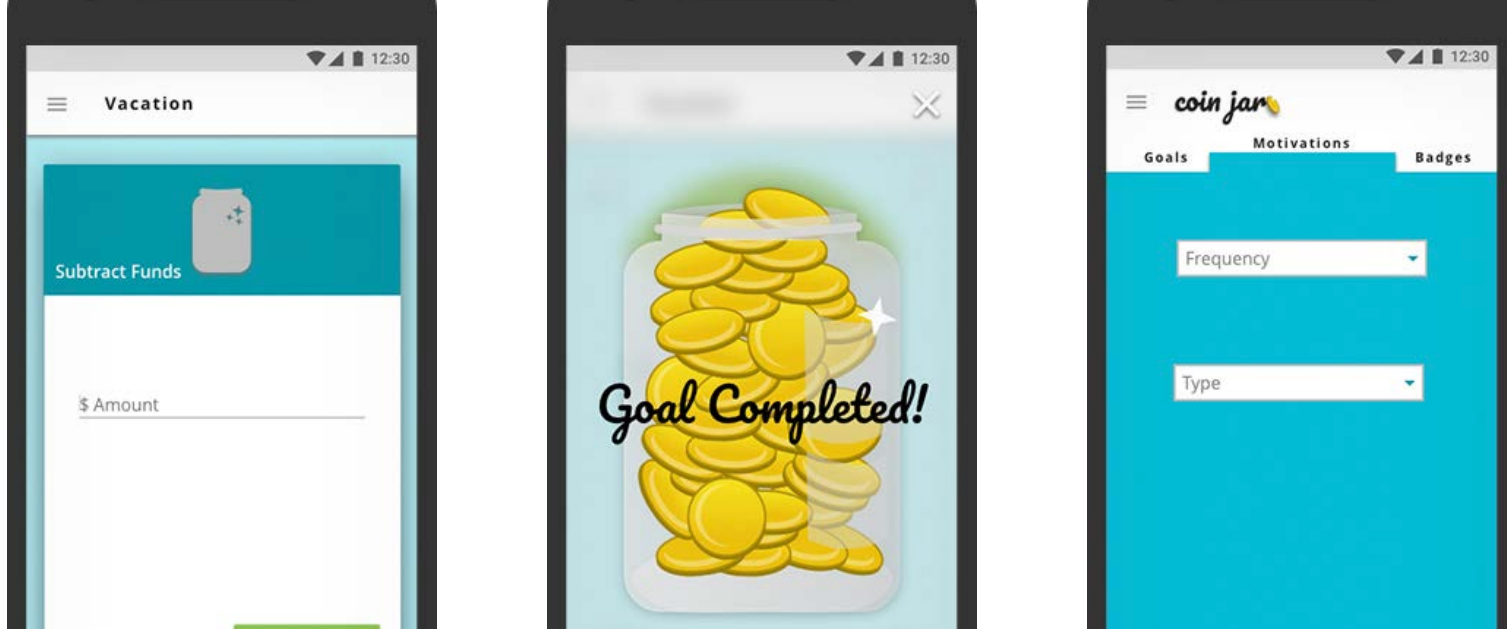
Saving money can be as easy as throwing coins into a jar. Coin Jar brings its users a simple way to save a little bit of money everyday to reach a goal or purchase. We believe that with persistence and playful encouragement that our users can accomplish their saving needs.

Logo:



The Coin Jar logo is playful and meant to bring feelings of ease and effortlessness when the user is working to complete their savings goals.

Colors:



The primary color of Coin Jar's design is blue because blue can represent stability and calmness. A bright green is used as the accent color because green can represent growth and calmness. A bright green is used as the accent color because green can represent growth

Typography:

Pacifico is used in logo and should only be used in the logo or when the user earns a badge for reaching a savings goal.

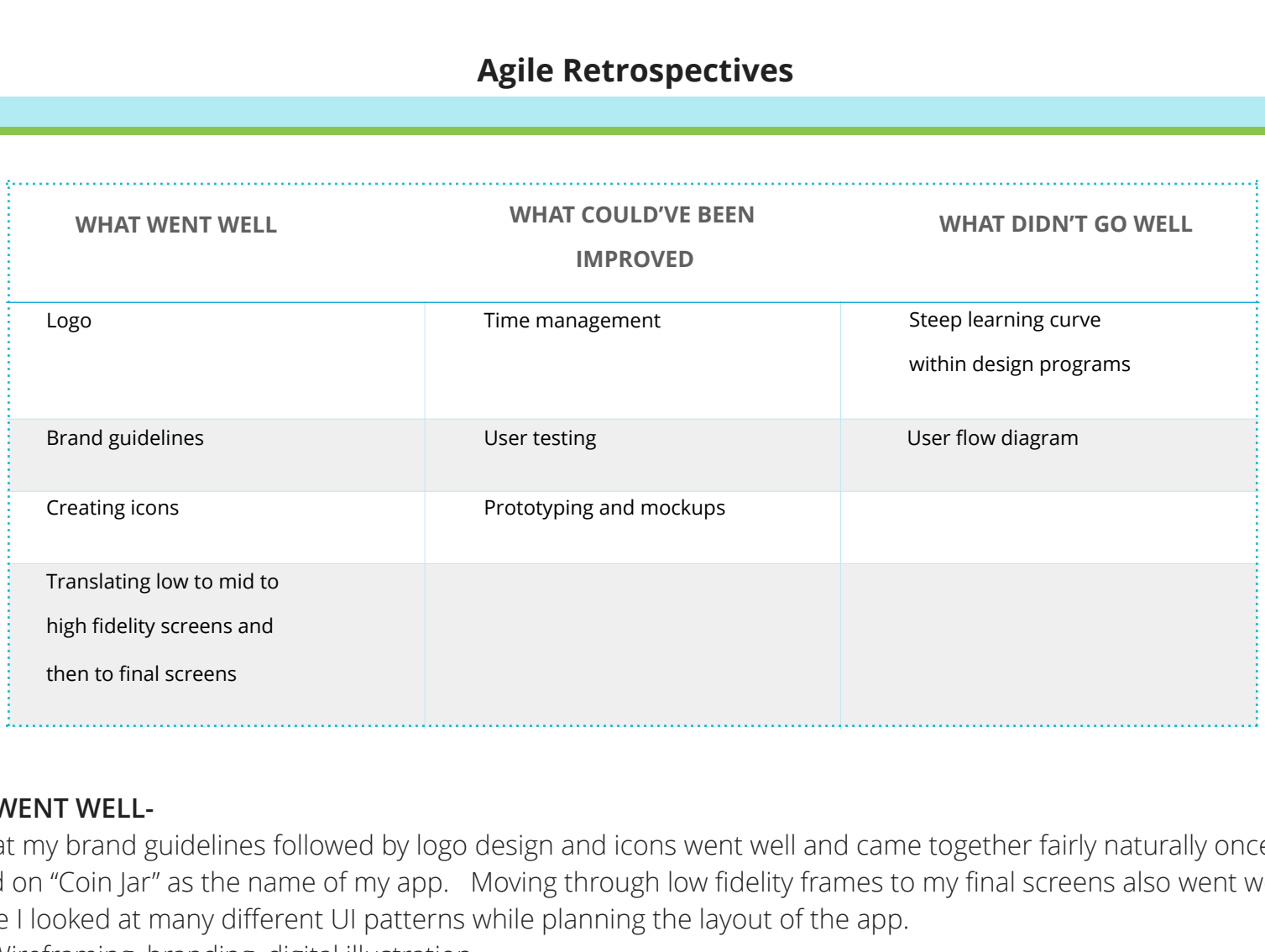
Pp

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890'!"#\$%&'()*+,-./:;.,*~@

Open Sans Light Open Sans Regular Open Sans SemiBold

These three versions of Open Sans are used for all the other aspects of the Coin Jar layout because it is easy to read and compliments the handwriting look of the Pacifico font well.

Final Screens and Mockups



Agile Retrospectives

WHAT WENT WELL	WHAT COULD'VE BEEN IMPROVED	WHAT DIDN'T GO WELL
Logo	Time management	Steep learning curve within design programs
Brand guidelines	User testing	User flow diagram
Creating icons	Prototyping and mockups	
Translating low to mid to high fidelity screens and then to final screens		

WHAT WENT WELL-

I felt that my brand guidelines followed by logo design and icons went well and came together fairly naturally once I decided on "Coin Jar" as the name of my app. Moving through low fidelity frames to my final screens also went well because I looked at many different UI patterns while planning the layout of the app.

Skills: Wireframing, branding, digital illustration

Processes: UI pattern research, mood boards, sketching

Solution: Lean on strengths to help save time so that I can learn more and improve on other aspects of UI designing.

WHAT COULD'VE BEEN IMPROVED-

My time management was a little off on this project as I spent too much time designing in Sketch and had to rush the prototyping and mockups. I also felt that my user testing could have been improved if I had a bigger sample size.

Skills: User testing, time management, prototyping

Processes: Schedule, UI design process

Solution: Making a design schedule would keep me on track to giving the appropriate amount of time for each part of the designing process.

WHAT DIDN'T GO WELL-

I felt that I had some setbacks throughout this process with simply learning how to use Sketch, Invision and Balsamiq. All three of those programs were brand-new to me prior to starting this course so I found myself spending a lot of time watching tutorials and troubleshooting user error in those programs. My user flow diagram was also difficult. I kept on adding and taking away features which made for a very sloppy diagram that had to be edited several times.

Skills: Userflow diagrams, Sketch, Invision, Balsamiq

Processes: Watching tutorials, reaching out to fellow students

Solution: I think I just have to keep at it and these programs will come more easily to me with time.

Thank you for taking the time to view my work!