

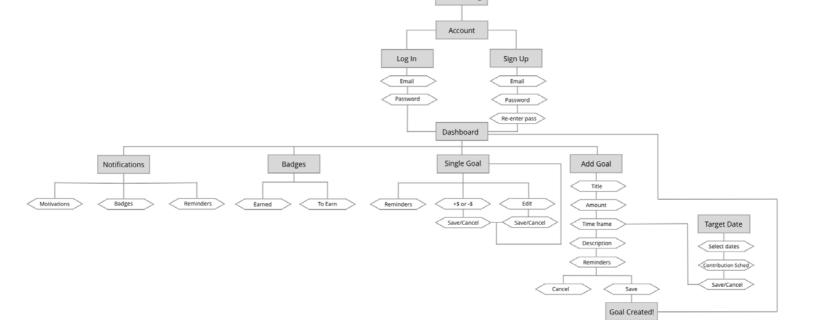
**User Stories and User Flow** The following user stories were provided by CareerFoundry. I then analyzed them and created a user

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.)

flow chart from the stories.

1. 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. 2. 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.
- **3.** 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 guidlines. Low-Fidelity: New Goal Torget Date layet Dete Title amount Contribution Scheclate Target date Amont to Save; Description @ Reminders

Canal save Canal save Target Date Good Creented Target Date New Goal Ster+ Ante End date Start date end date 105/19/19 105/25/19 6 Reminda Cencel Saul (caral Sava Cancel Some Mid-Fidelity: ▼⊿ 🖺 12:30 ▼⊿ 12:30 ▼⊿ 12:30 = coin jar New Goal New Goal Notifications

Birthday present for Mom \$ Amount \$100 Vacation Target date: 05/30/19 ☐ Target date □ Target date Necklace from Etsy Description Reminders asdfghjkl x c v b n m 🛛 CANCEL ▼⊿ 🖹 12:30 ▼⊿ 🗎 12:30 Target Date Target Date **Target Date** Start Date Start Date **End Date End Date** 04/13/19 04/25/19 00/00/00 00/00/00 Thu, Apr 13 Contribution Schedule Daily Bi-weekly Amount to save: Bi-monthly

CANCEL CANCEL CANCEL ▼ ▲ ■ 12:30 ▼⊿ 🖺 12:30 **Target Date New Goal** Start Date **End Date** Birthday present for Mom 04/13/19 04/25/19 \$100 Daily ✓ Target date: 04/25/19 \$8.33/day Amount to save: \$8.33/day Necklace from Etsy Reminders CANCEL CANCEL **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 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." Solution: Pain points: I made the save button bigger giving it Older participants had a harder time more hierarchy and changed to the navigating when it came time to saving cancel button to a text link. edits of the entry.

▼⊿ 🖺 12:30

Revision Example:

\$100

New Goal

Birthday present for Mom

Necklace from Etsy

▼ Target date: 04/25/19 \$8.33/day

"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

"Looks good. Like the flow of navigation, strait forward top to bottom, not a bunch of unnecessary

Reminders CANCEL

Participant 1: Susan Johnson, 61 years-old

Participant 2: Rodney Johnson, 64 years-old

Participant 3: Kane Johnson, 30 years-old

buttons or features to distract from the task."

description is good."

grew from that idea.

Colors:

Typography:

#0097A7

Brand Guiding Principles:

is working to complete their savings goals.

**ACCENT COLOR** 

SIGN UP

coin jary

New sofa \$700

■ Target date

Necklace from Etsy

**New Goal** 

Start Date

04/13/19

Daily Bi-weekly

Weekly

Bi-monthly Monthly

Vacation

**Subtract Funds** 

\$ Amount

CANCEL

qwertyuiop

g h j

v b n m 🐼

**▼⊿** 12:30

**End Date** 

04/25/19

Motivations

▼ 4 12:30

#B2EBF2

badge for reaching a savings goal.

=>®©\$€£¥¢;;.\*

"It was pretty easy. I liked that it was an easy 3 step process."

**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

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: coin jar coin jar

PRIMARY COLOR **DARK PRIMARY COLOR** LIGHT PRIMARY COLOR TEXT / ICONS #8BC34A #212121 #757575 #BDBDBD

**PRIMARY TEXT** 

The primary color of Coin Jar's design is blue because blue can represent stability and

Pacifico is used in logo and should only be used in the logo or when the user earns a

Open Sans Light Open Sans Regular Open Sans SemiBold

These three versions of Open Sans are used for all other aspects of the Coin Jar layout

calmness. A bright green is used as the accent color because green can represent growth

The Coin Jar logo is playful and meant to bring feelings of ease and effortlessness when the user

#00BCD4

SECONDARY TEXT

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ZŽabcčćdđefghijklmnopqrsštuvwxyzžαЂΒΤΩΕΕ̈́ ЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

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#FFFFFF

SIGN UP

**New Goal** 

Target date

Description

CANCEL

▼ ▲ 12:30

Reminders

22 21

OK

▼ ▲ 12:30

CANCEL

**New Goal** 

Birthday present for Mom

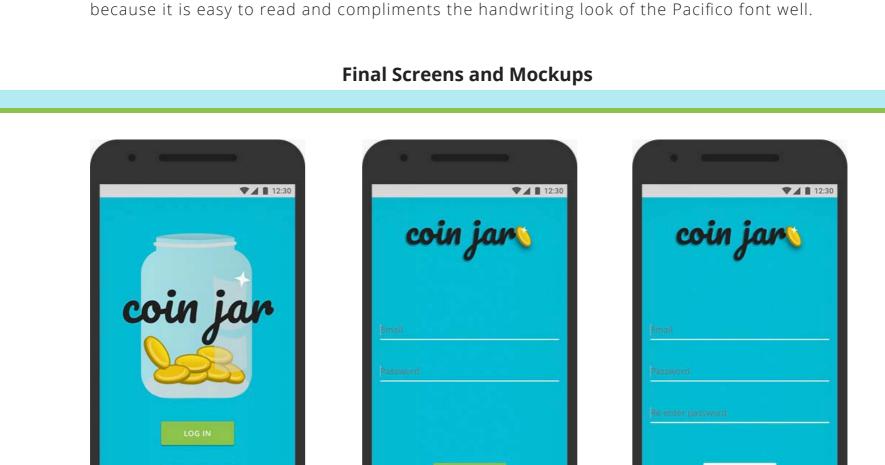
Necklace from Etsy

= coin jar

Frequency

Target date: 04/25/19 \$8.33/day

\$100



Notifications Reminders

Vacation \$2000

New sofa \$700

Badges

Motivations D

▼ ▲ 12:30

▼⊿ 12:30 ▼⊿ 12:30 ▼⊿ 12:30 Target Date **Target Date New Goal** Start Date **End Date** Birthday present for Mom 00/00/00 00/00/00 Thu, Apr 13 \$100 Contribution Schedule

CANCEL

**Target Date** 

Start Date

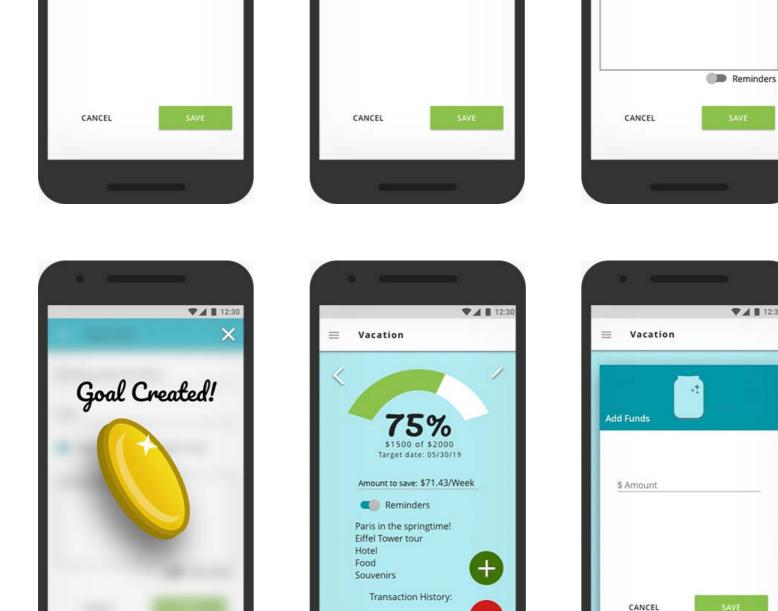
04/13/19

Amount to save:\$8.33

**▼⊿** 12:30

**End Date** 

04/30/19



05/20/19 \$75 05/16/19 \$75

coin jar = coin jar coin jar Motivations Motivations Motivations Badges Badges Badges Frequency Frequency Daily Bi-weekly Weekly Bi-monthly Monthly Custom Quotes Bi-weekly Write your own motivation Custom coin jary Motivations



**Agile Retrospectives** 

WHAT COULD'VE BEEN

**IMPROVED** 

Time management

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

User testing

WHAT WENT WELL

Logo

WHAT WENT WELL-

the designing process.

WHAT DIDN'T GO WELL-

Brand guidelines

Creating icons

Translating low to mid to high fidelity screens and

then to final screens

Prototyping and mockups

WHAT DIDN'T GO WELL

Steep learning curve within design programs

User flow diagram

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

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!

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