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# Fudget App Research & Analysis

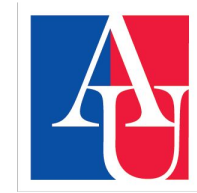
**Presented by Elisabeth Milligan ,**

**Madison Renck, Irene Fernandez**

# 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

# 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

# Roles

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Elisabeth Milligan, Madison Renck, Irene Fernandez

Fudget App Research & Analysis

**Madison:** Flow, UI & UX design, collaborated

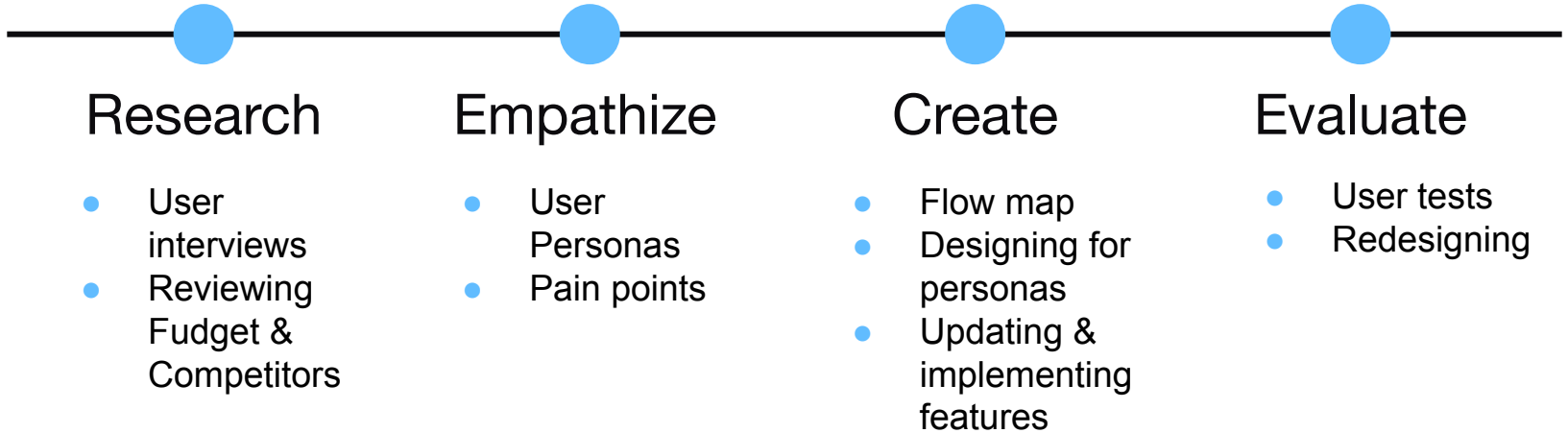
**Irene:** Personas, UI & UX design, collaborated

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

# UX/UI Process

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

## Our Journey



# What is Fudget?

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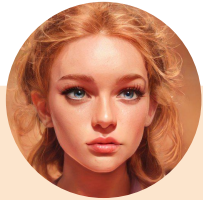
Fudget is an app for personal finance

- Used by students 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** - no time constraints, simple lists of incomings and expenses, one tap adding and editing, etc.
- **Pro** - dropbox save & restore, able to change themes, calculator, export CSV, remove ads



# Personas

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





**Emily Villalobos:**

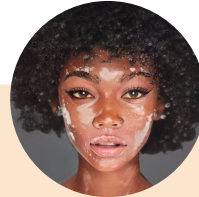
**Year: Freshman**

 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:**

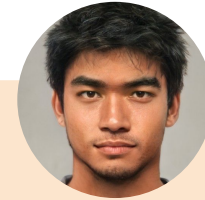
**Year: Sophomore**

 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**.

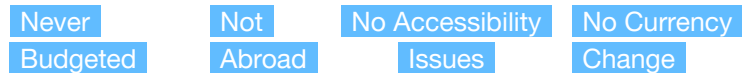
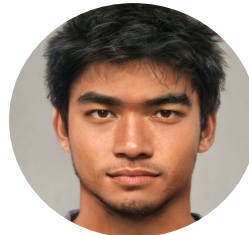
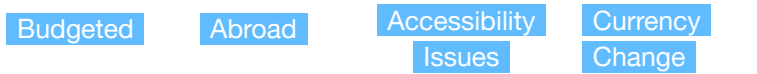
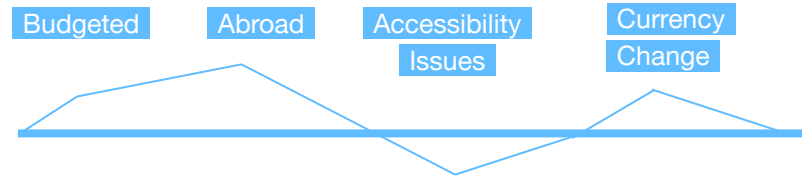
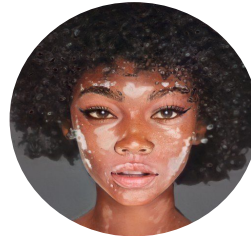
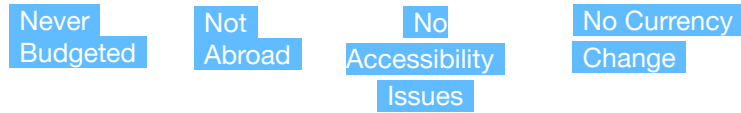
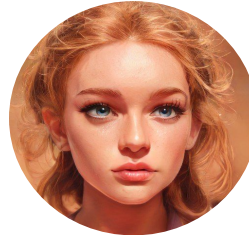
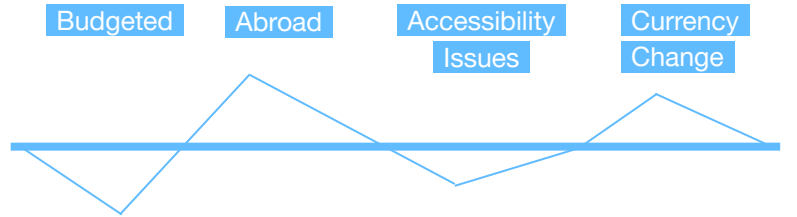
 From Idaho and is **adjusting** to **D.C cost of living**.

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

 **Cannot budget comfortably**

# Similarities & Differences

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Fudget App Research & Analysis

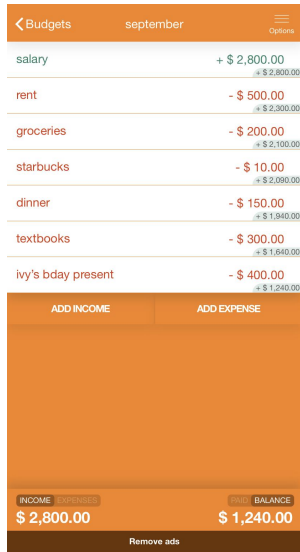




# Competition

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

## Fudget (Overview):



Simple

Intuitive

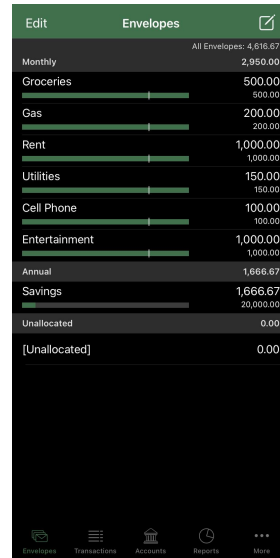
Customizable  
Categories

Good Affordance

Good Onboarding  
Experience

Straight forward,  
easy to input data

## Good Budget:



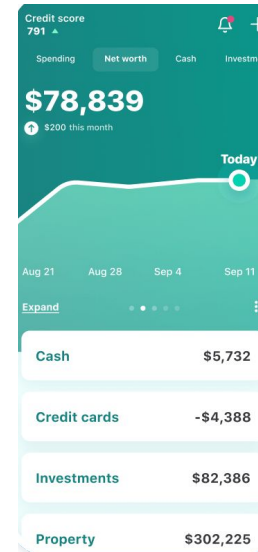
Automatically  
adds leftover  
money to savings

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	Good Budget	Mint
 Easy to Use			
 Accessible			
 Intuitive			

# Current problematic features

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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

**Features**

Fudget is a simple and fast alternative to feature-rich, complex budget planner / personal finance apps. There are no categories to manage, no charts to interpret and no learning curve.

- Create simple lists of incomings & expenses - keep track of the balance
- One-tap adding and editing
- Star an income/expense to repeat it on future budgets
- Use monthly, weekly or however you like
- Choice of currency symbols
- Universal app - install on any device

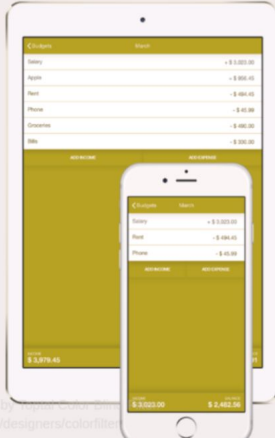


Email address

**Features**

Fudget is a simple and fast alternative to feature-rich, complex budget planner / personal finance apps. There are no categories to manage, no charts to interpret and no learning curve.

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Email address

## Currency Exchange:

Fudget does not currently have a way to convert to a different currency. With the current economy we are facing, currency exchange change daily, and such should be reflected in the feature for those students whose families incomes are in different currencies, or are studying in a country that has a different currency.

## Color blindness:

The color turns to a green which may get confusing with the connotation of green = positive + red = negative. The red and green are also not able to be seen, so switching to something with more clear symbols may help the consumer.

# Solution Plan/ Process

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Fudget App Research & Analysis

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

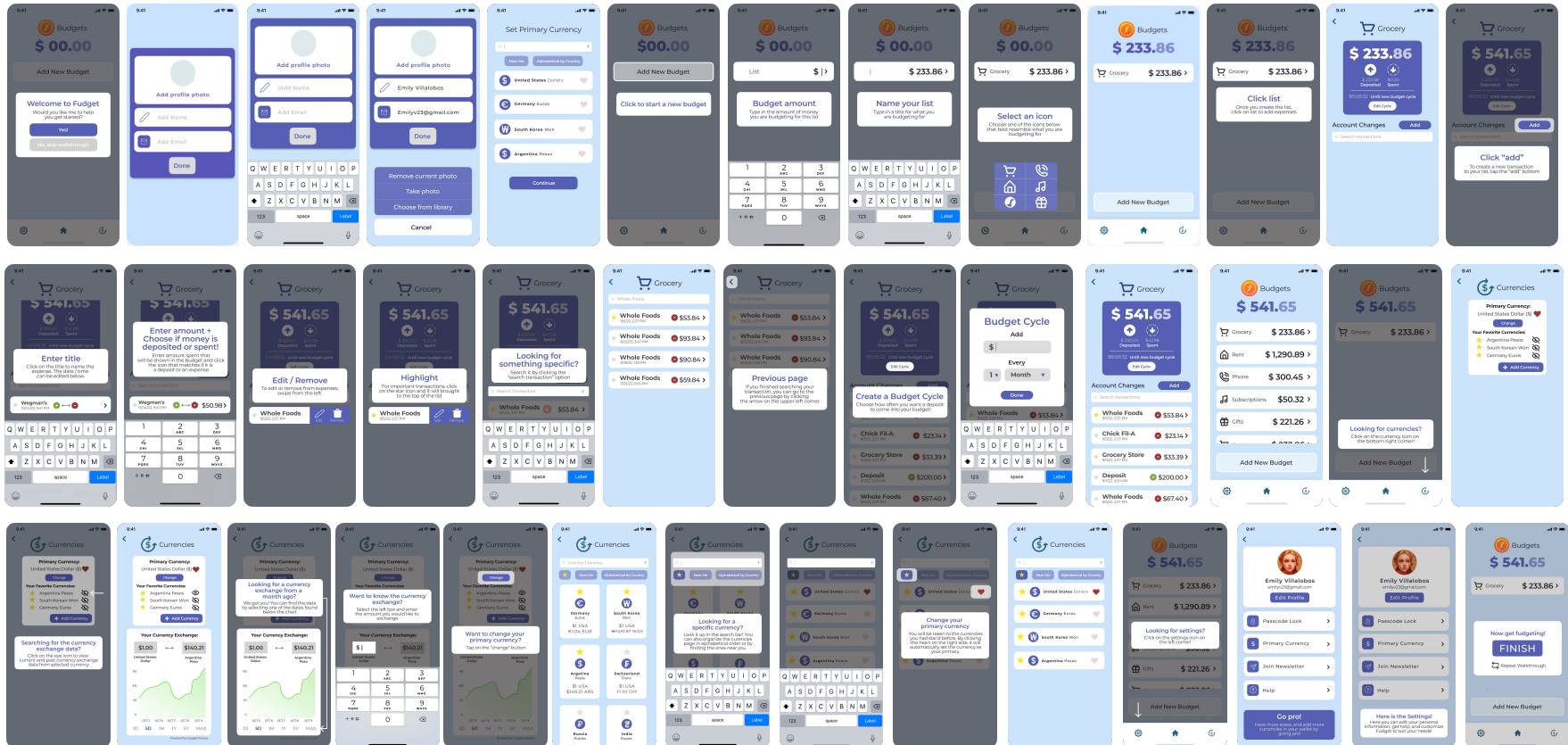
## Process:

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



# Screens - Walkthrough

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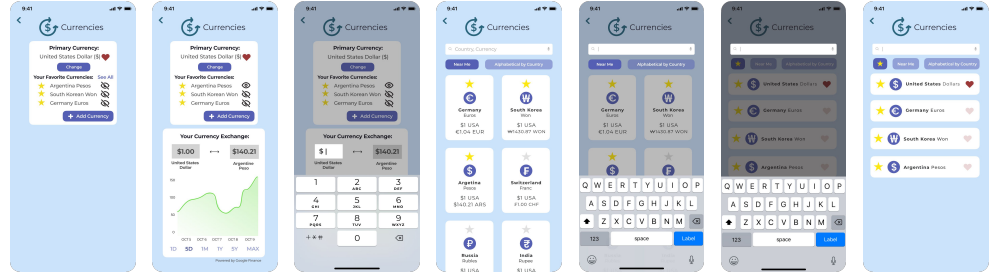


# Screens - App

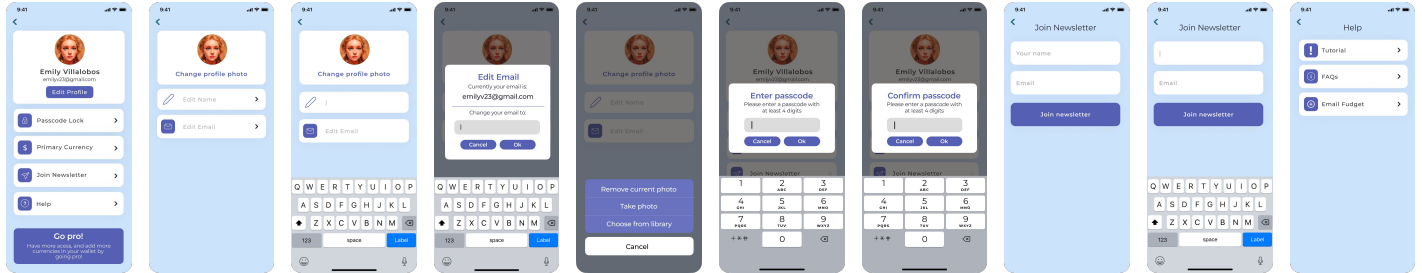
## Elisabeth Milligan, Madison Renck, Irene Fernandez Fudget App Research & Analysis



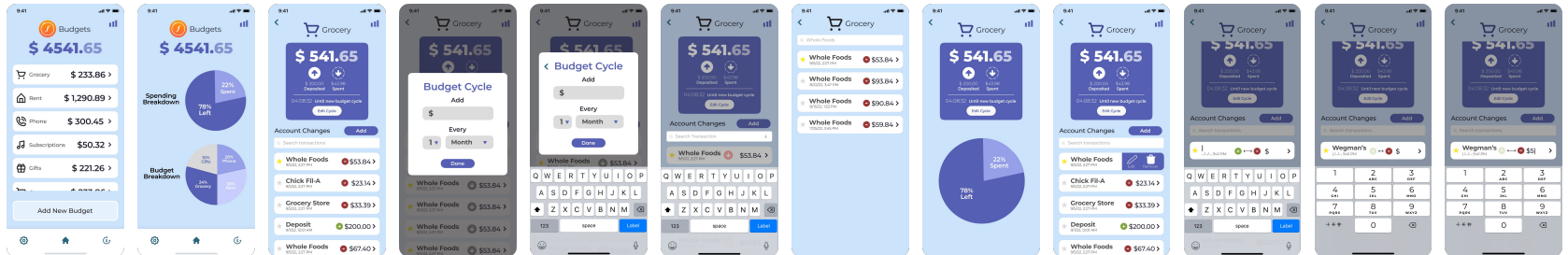
### Currencies



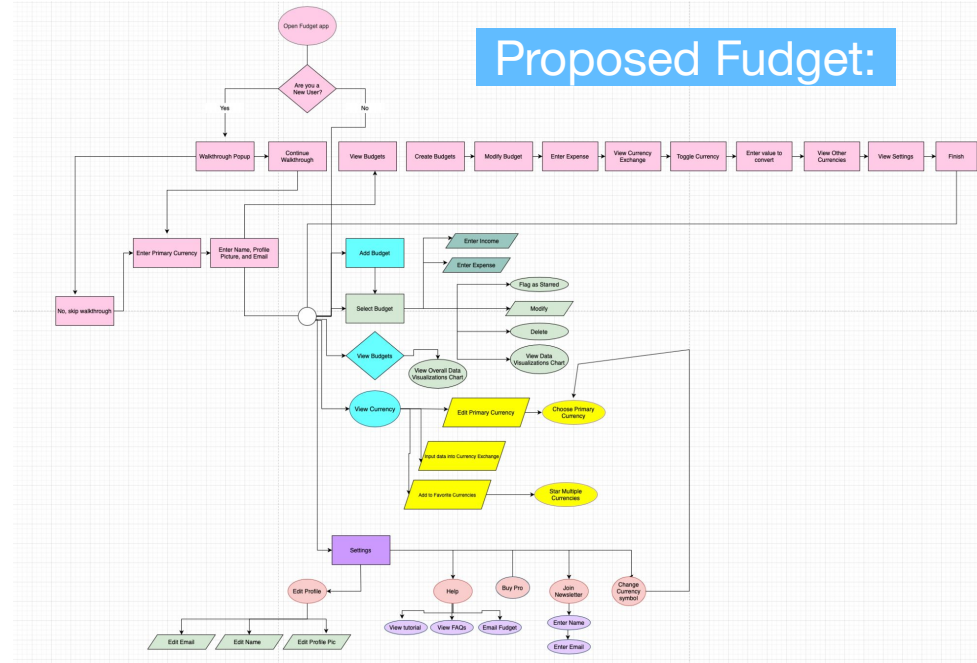
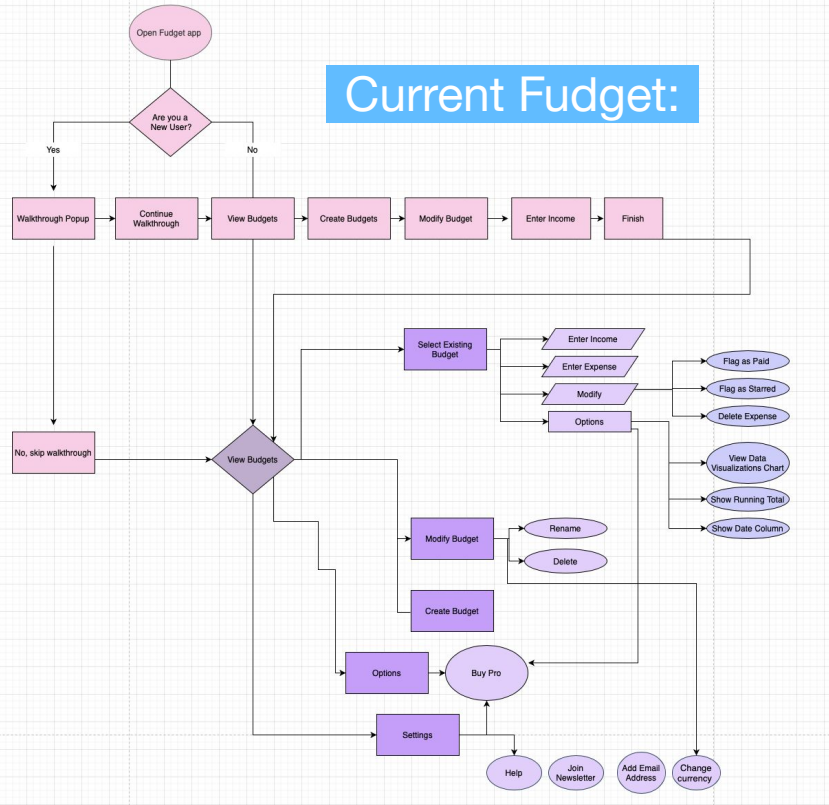
### Settings



### Budgets



# Site Map



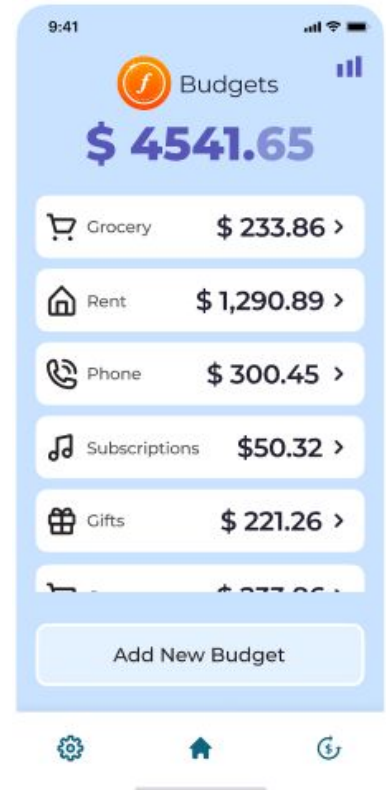
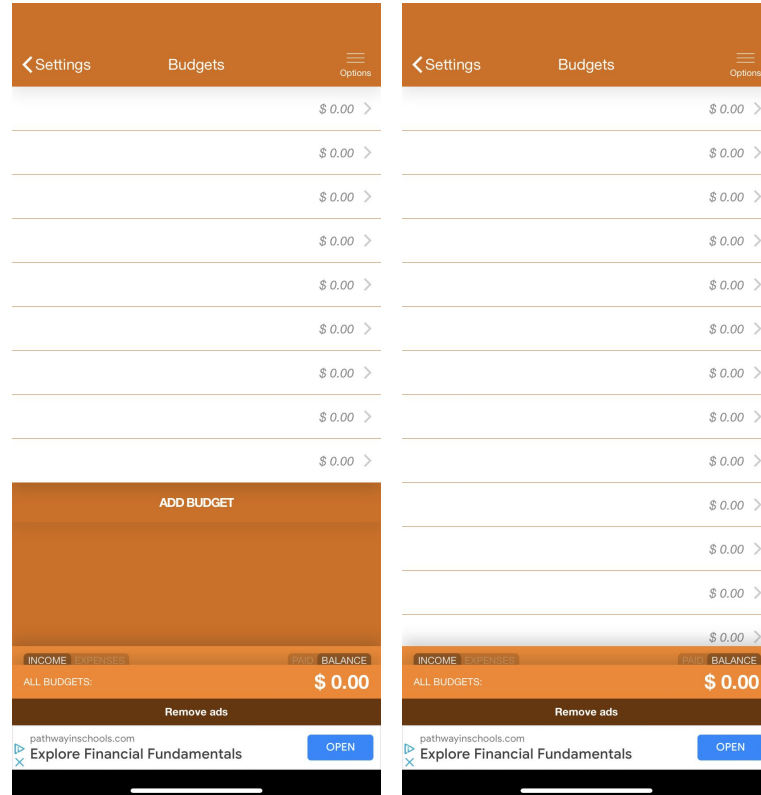


# UX/UI Analysis Part 1

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Fudget App Research & Analysis

## Redesigning “Add Budget” Button

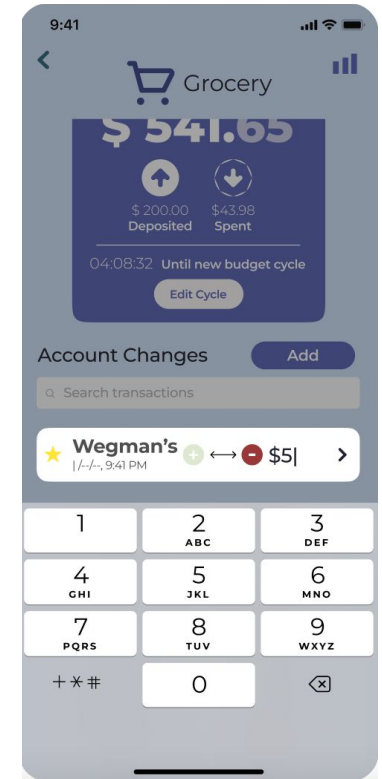
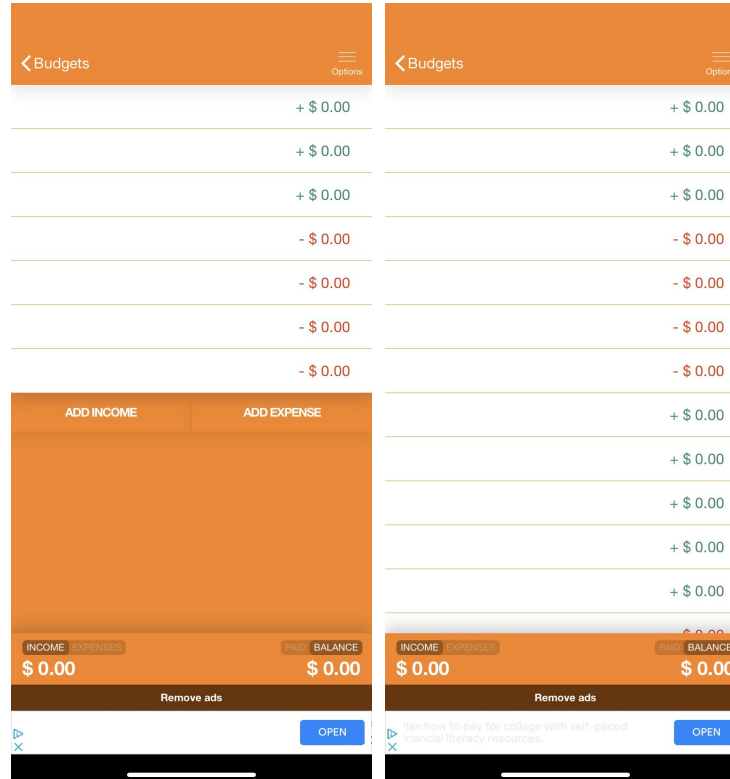
- **Fudget:**
- Add Budget button disappears
- **Redesign:**
- Add New Budget button is locked on the bottom
- Budgets are still scrollable
- **Why our Personas Care:**
- As they are using this app over time, if they can't find the budget button when it was previously present, it can lead to difficulty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



# UX/UI Analysis Part 2

## 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

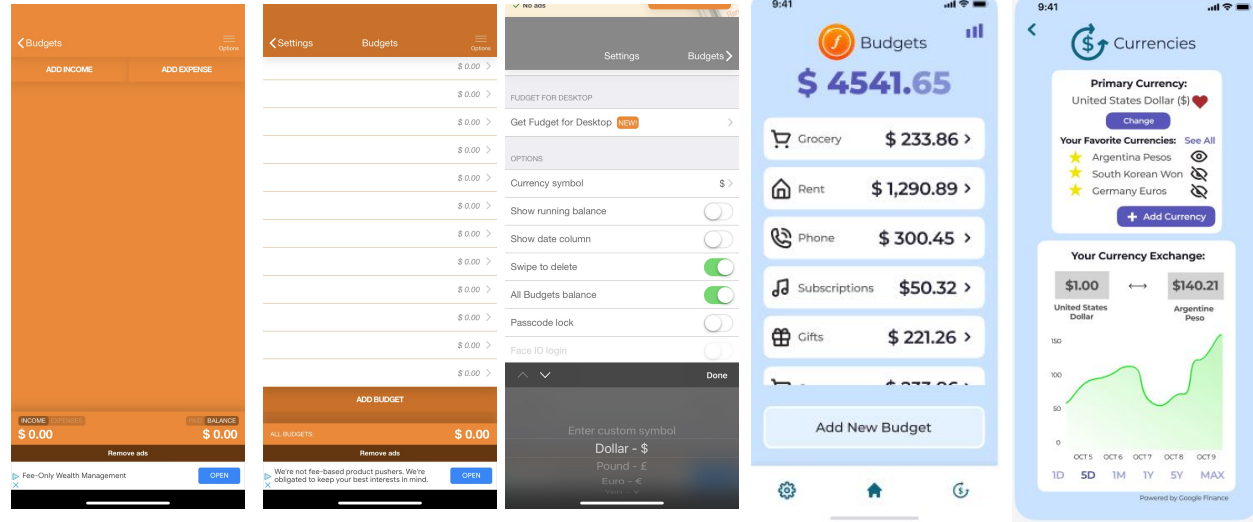


# UX/UI Analysis Part 3

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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

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Fudget App Research & Analysis

## New Coloring

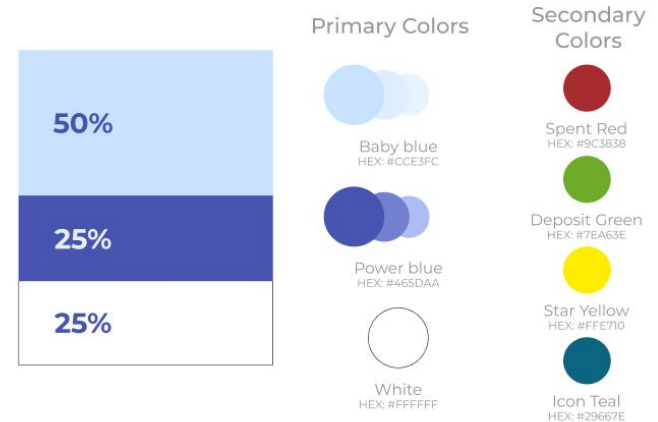
### Fudget:

- 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)

## Original Color:



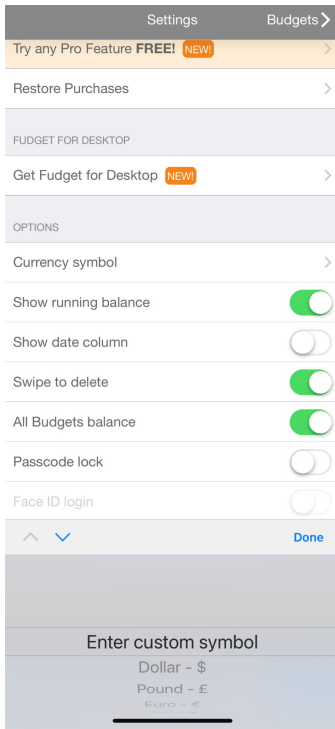
## Color Palette



# Before & After - Currency

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Fudget App Research & Analysis

## Original



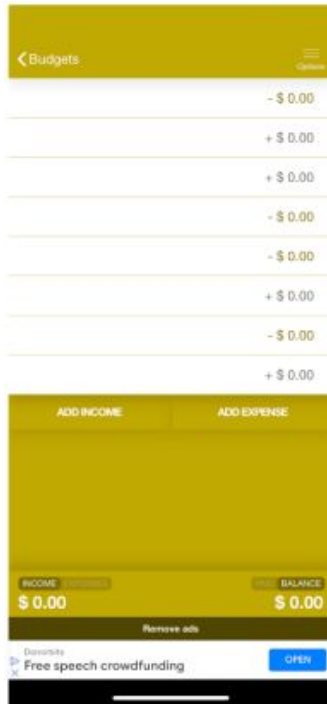
## Re-design



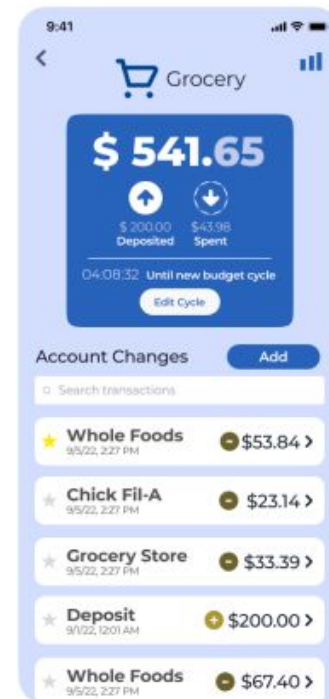
# Before & After - Accessibility

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Fudget App Research & Analysis

## Original



## Re-design



## Deuteranopia

# Validation Sample

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## 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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## 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

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Fudget App Research & Analysis

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- 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](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>
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