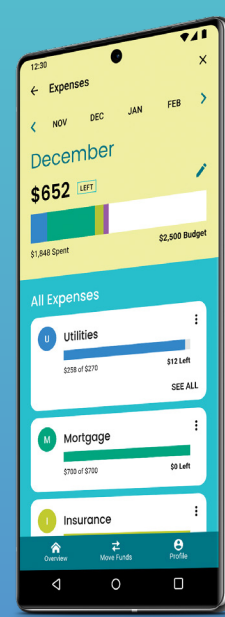


# attain

A money-saving app that offers simple ways you can save money to reach your goals faster—whether you have an unexpected expense or want to fund your next travel destination.



## Context

The project brief defined the user of the app and their goals. It included examples of tasks users need to achieve; however, the steps to accomplish them had to be determined. And, the visual design of the app's brand had to be expanded from the partial branding guidelines.

## Role

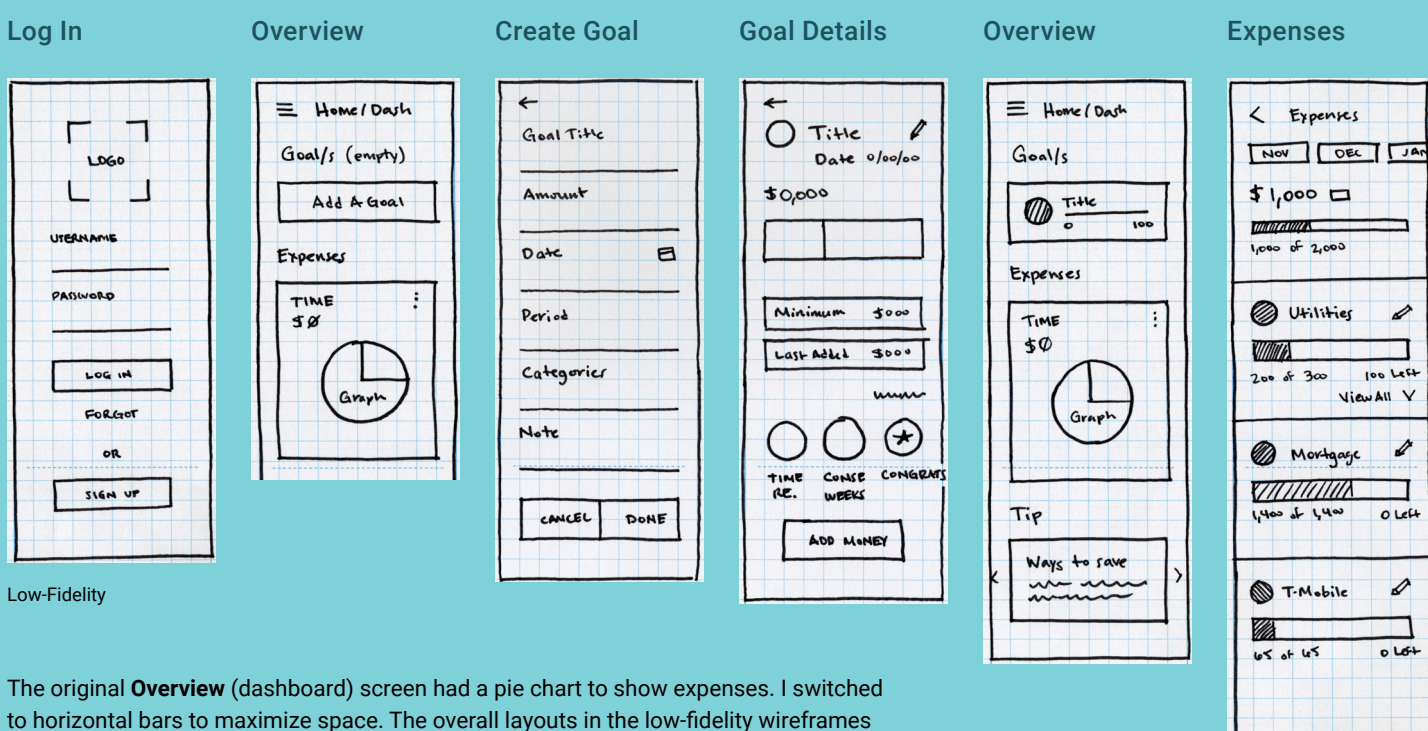
My primary role for this project was the **UI Designer**. I conducted user research to develop the app.

## Process

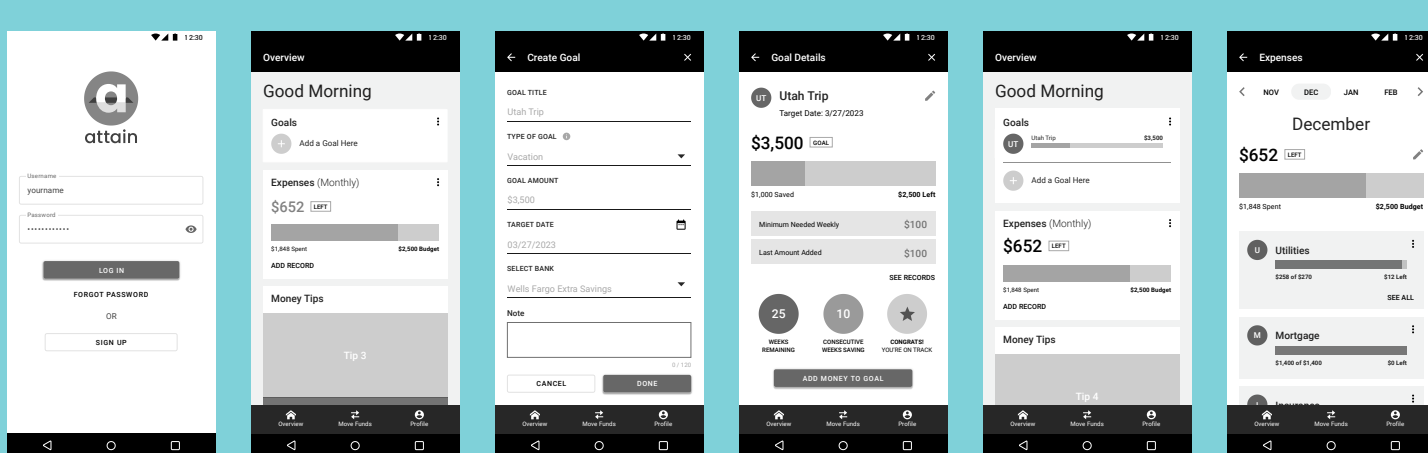
- 1 Analyzed similar apps available on Google Play to better understand how they function. This research helped determine the features needed for the app.
- 2 Defined the visual direction of the app based on the brand description and key messaging. Designed a **logo** and initial **brand guidelines**.
- 3 Selected a user story and translated it into a **user flow**. Sketched **low-fidelity wireframes**.
- 4 Created **mid-fidelity wireframes** in Adobe XD to further develop the app and build a prototype for testing.
- 5 Conducted **user testing** and incorporated some of the feedback into the design of the app. Created **high-fidelity wireframes**.
- 6 Completed the **visual design** of the app, created mockups for presentation, and made a prototype of the user flow with some microinteractions.

## User Flow

Log into the app, create a goal to save money, and see an overview of monthly expenses.



The original **Overview** (dashboard) screen had a pie chart to show expenses. I switched to horizontal bars to maximize space. The overall layouts in the low-fidelity wireframes translated well to mid- and high-fidelity wireframes.



## Style Guide

### MAIN COLOR PALETTE

| Logo                               | Interface                          |
|------------------------------------|------------------------------------|
|                                    |                                    |
| HEX: #009BAD<br>RGB: 0, 155, 173   | HEX: #2D7482<br>RGB: 45, 116, 130  |
|                                    |                                    |
| HEX: #00EBEE<br>RGB: 0, 232, 238   | HEX: #54C2CC<br>RGB: 84, 194, 204  |
|                                    |                                    |
| HEX: #DFE667<br>RGB: 223, 239, 103 | HEX: #EFEEA5<br>RGB: 239, 238, 165 |

### TYPOGRAPHY

- Header 1**  
Roboto Regular 34 pt
- Header 2**  
Roboto Medium 24 pt
- Header 3**  
Roboto Medium 20 pt
- Tagline**  
Proxima Nova Semibold 42 pt

A money-saving app that offers simple ways you can save money to reach your goals faster.

Body 1 - Roboto Regular 18 pt

### SECONDARY COLOR PALETTE

| For Expense Bars                  |                                   |                                   |
|-----------------------------------|-----------------------------------|-----------------------------------|
|                                   |                                   |                                   |
| HEX: #5486CC<br>RGB: 84, 134, 204 | HEX: #10A37F<br>RGB: 16, 163, 127 | HEX: #9A54CC<br>RGB: 154, 84, 204 |
|                                   |                                   |                                   |
| HEX: #CC5E54<br>RGB: 204, 94, 84  | HEX: #9E27B5<br>RGB: 134, 204, 84 | HEX: #CC54C2<br>RGB: 204, 84, 194 |



Original logo design



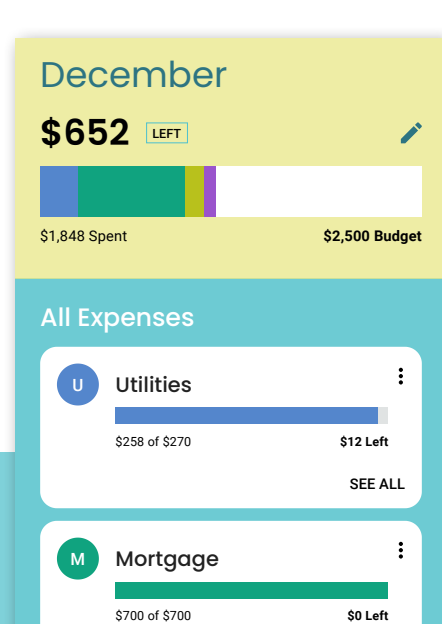
Final logo design



Final logo design on dark background

↑ The **Logo** represents an abstract coin being inserted into a "piggy bank." I chose the font, Poppins, for its rounded letters and styling (ex. the terminals in lowercase "t").

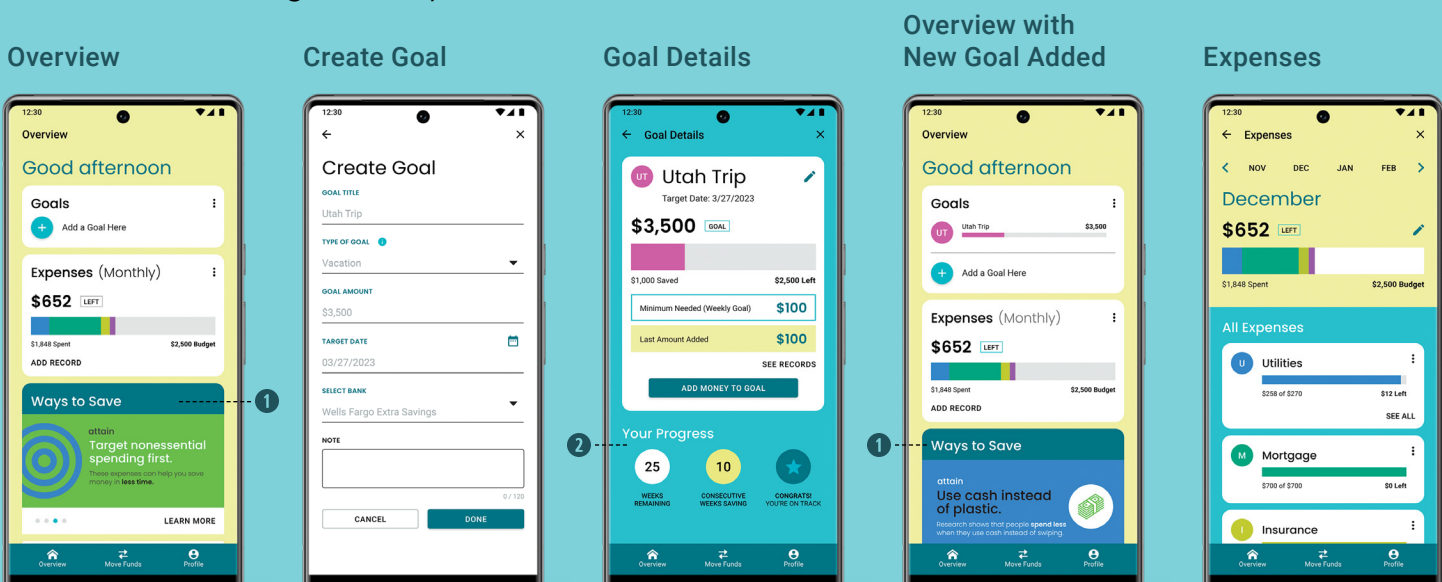
↑ A secondary color palette for different expenses (right) and the "Ways to Save" graphics (see below). I used **Canva's Color Wheel** generator to help select complimentary colors.



A grayscale version of the prototype was used for the User Testing. Click here to see it in color.

**Prototype**

## User Flow (High-fidelity)



- 1 The app needs to be motivational so that users can stay on track with their goals. So, I created a "Ways to Save" section that would offer tips and share examples of how to save money.
- 2 The "Goal Details" screen includes a "Your Progress" section for further encouragement.

## Reflection

Having designed three apps before this one—each focused on a set of skills and goals—it was easier to develop the app. However, I wish they divided this project into a UX and UI phase like the **Ready&Eat** app. Once again, downloading and exploring similar apps helped me define the steps needed to complete tasks.