# NEIGHBOR BANK

## 12.28.17

# Brief

#### Background

Congratulations! You've been hired as a full-time UX Designer by Neighbor Bank to help them expand their existing web and mobile products. Your first project is to help Neighbor Bank retain and increase the number of 18-30 year old customers. Market research tells them this audience uses a

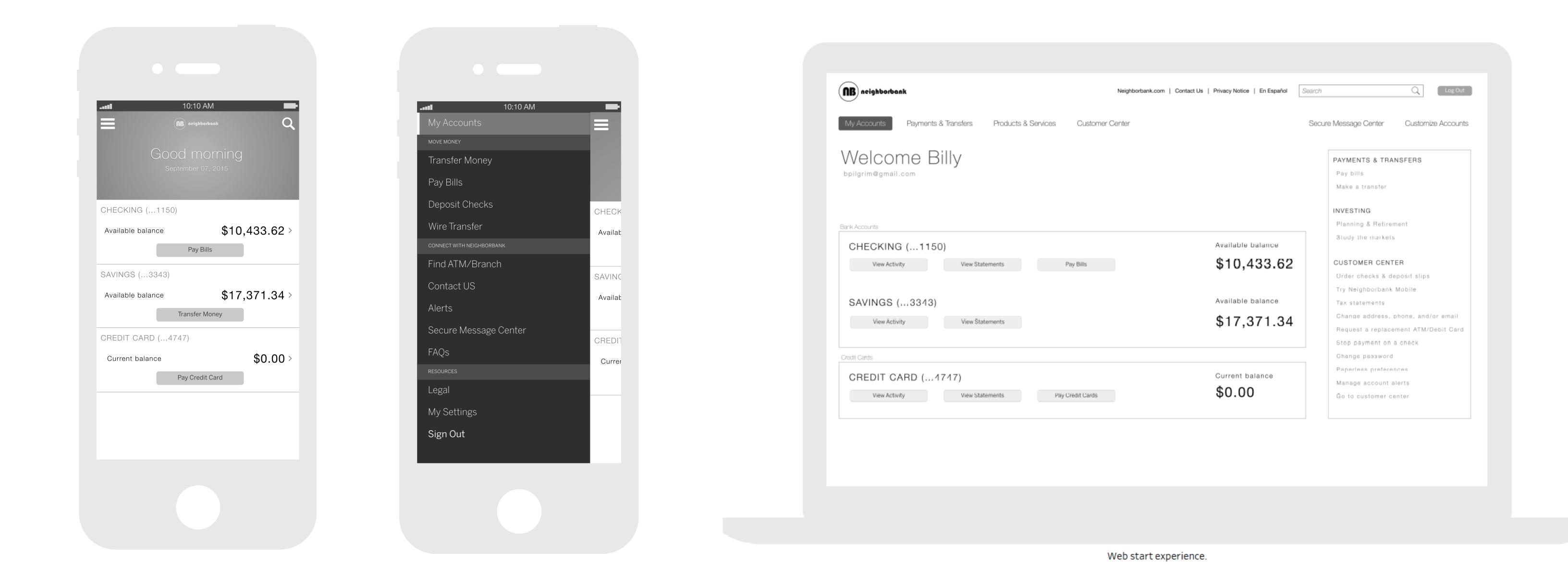
- single checking account to manage their finances. They've also learned that this group wants help managing their finances in two ways:
- First, they want a better understanding of what are they spending their money on. Typical questions are:
- "How much did I spend on (coffee, dining out, gasoline, etc.) over the last few months? How has the amount changed?"
- "What percent of my money am I spending on (rent, car payments, utilities, etc.)?"
- Second, they want help in changing their money habits. For example, spending less on something or saving for something:
- "I want to spend only \$50 per month on coffee."
- "I want to save \$2000 for a car down payment by next year."

To reach this audience, Neighbor Bank wants to build an experience that addresses either or both of these concerns. This new offering will build on top of what the bank already offers, which is a typical set of web and mobile banking tools: authentication, a list of accounts and balances, a transaction list, transferring among accounts, and e-deposit from mobile. You may assume that the usability of these offerings is good enough, and you may also choose how you want to integrate with them.

To simplify the problem, make the following assumptions:

• Each person uses a single debit and credit card tied to their account and all of the spending that they do is in a single transaction log associated with the account.

• The bank has a system that is 100% accurate at categorizing transactions. For example, it can look at a transaction and know that it's "dining out". (Of course, this couldn't really exist; You can get a sandwich and a CD at a Starbucks in a single visit. We're pretending on purpose to keep the homework simpler.)



## Notes

-Rural and Suburban (Not Hi Tech Center)
-Current bank app experiences are too cumbersom
-Early in IOT adoption. (IE NFC Not in Scope)

#### NEIGHBOR BANK POSITIONING

-Differentiation based

-On a mission to find better ways to help people engage with their finances

-Willing to balance the serious side of banking with experiences that are accessible, fun and compelling.

#### SERVICE OFFERING

A better understanding of what are they spending their money on.

Typical questions are:

"How much did I spend on (coffee, dining out, gasoline, etc.) over the last few months?

How has the amount changed?"

"What percent of my money am I spending on (rent, car payments, utilities, etc.)?"

"I want to spend only \$50 per month on coffee."

"I want to save \$2000 for a car down payment by next year."

### THE CUSTOMER (A few requirements)

-Male and Female 18-35

-Wants to do a better job at managing \$ but does not want constant intrusion !!

-Needs to be super easy and purpose built (An easy way to manage what needs to be managed without all the "heaviness" of a typical bank app.

#### KEY ISSUES

Post Analysis vs Pre ( Alerts )
 Normalizing Budget categories and having common scale (PROBLEM) Heterogeneous data.
 Note: You can normalize around %Budgeted but that throws absolute \$ off

#### PRINCIPLES

Serious Fun Useful / Usable / Desirable A learning environment Insights / Information / Data Power on Demand

#### BUDGET EXPLORER EXPERIENCES (THIS RELEASE)

This is a new experience built on top of the more typical banking experience. This might be a stand alone Mobile App.

-It is certainly Mobile First

-Scanable Key Trackers

-Trending Over Time ( Backtracking / Trending ++ )

-Easy configuration on the fly

-Push alerts easily turned on and off

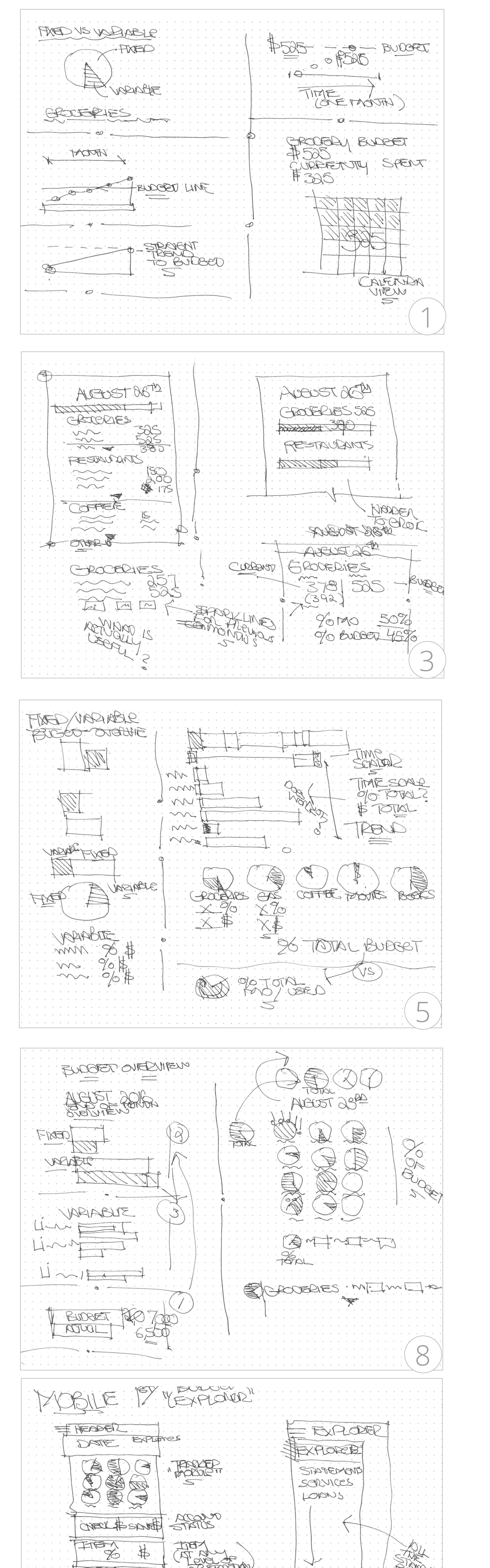
-Dismiss-able generally

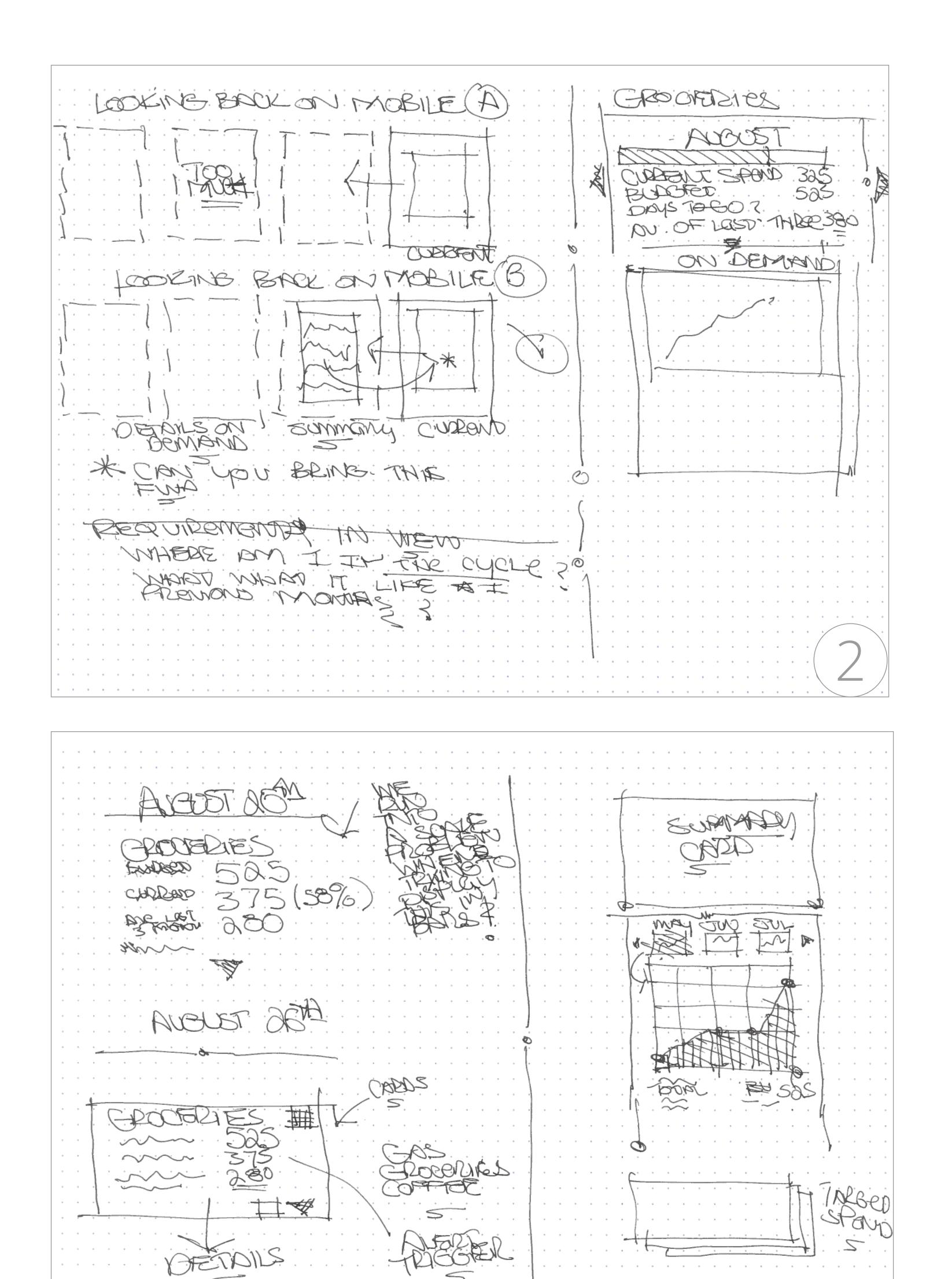
-Desktop mimics Mobile (Uses Master Detail)

# NEIGHBOR BANK

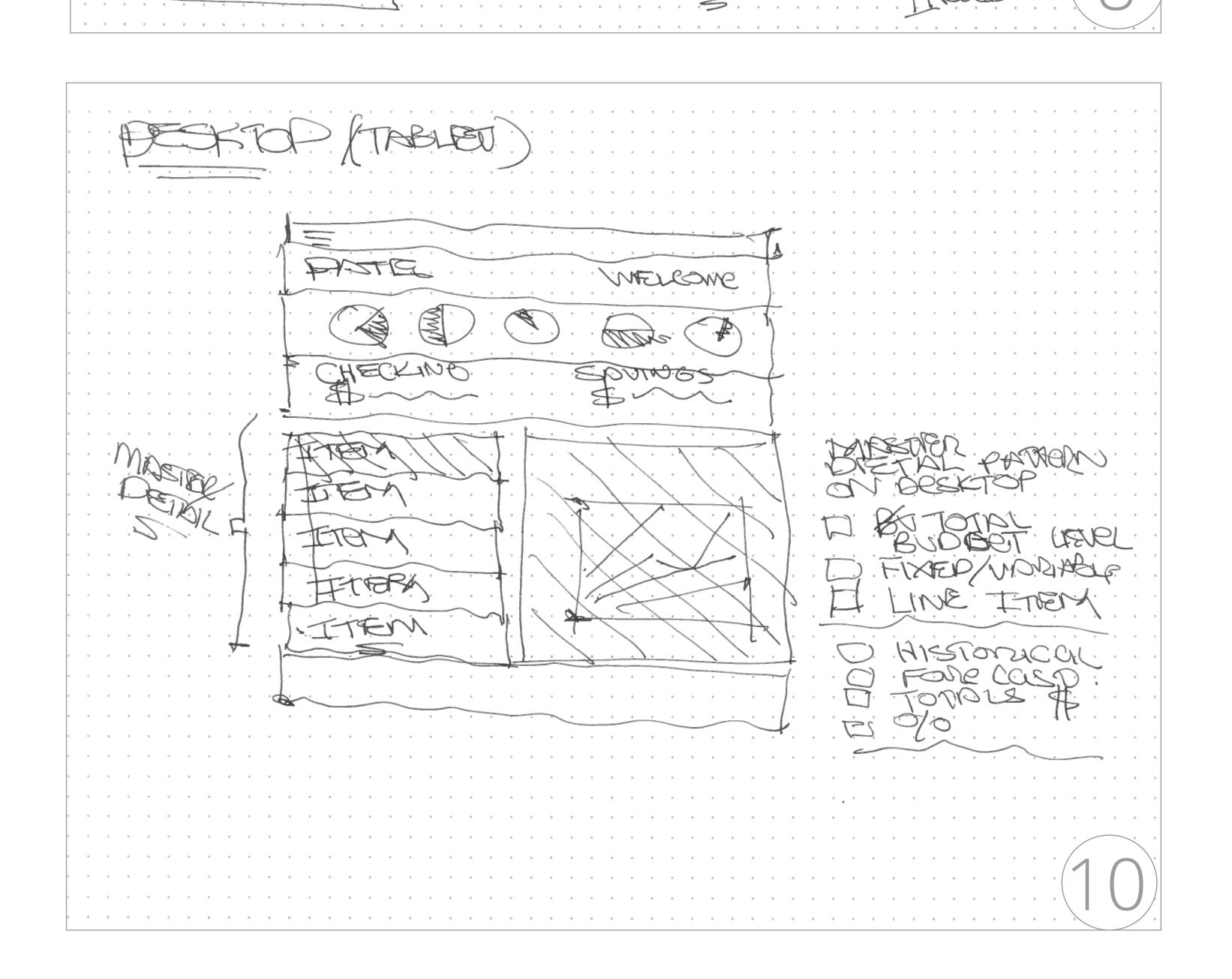
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# "Whiteboard"





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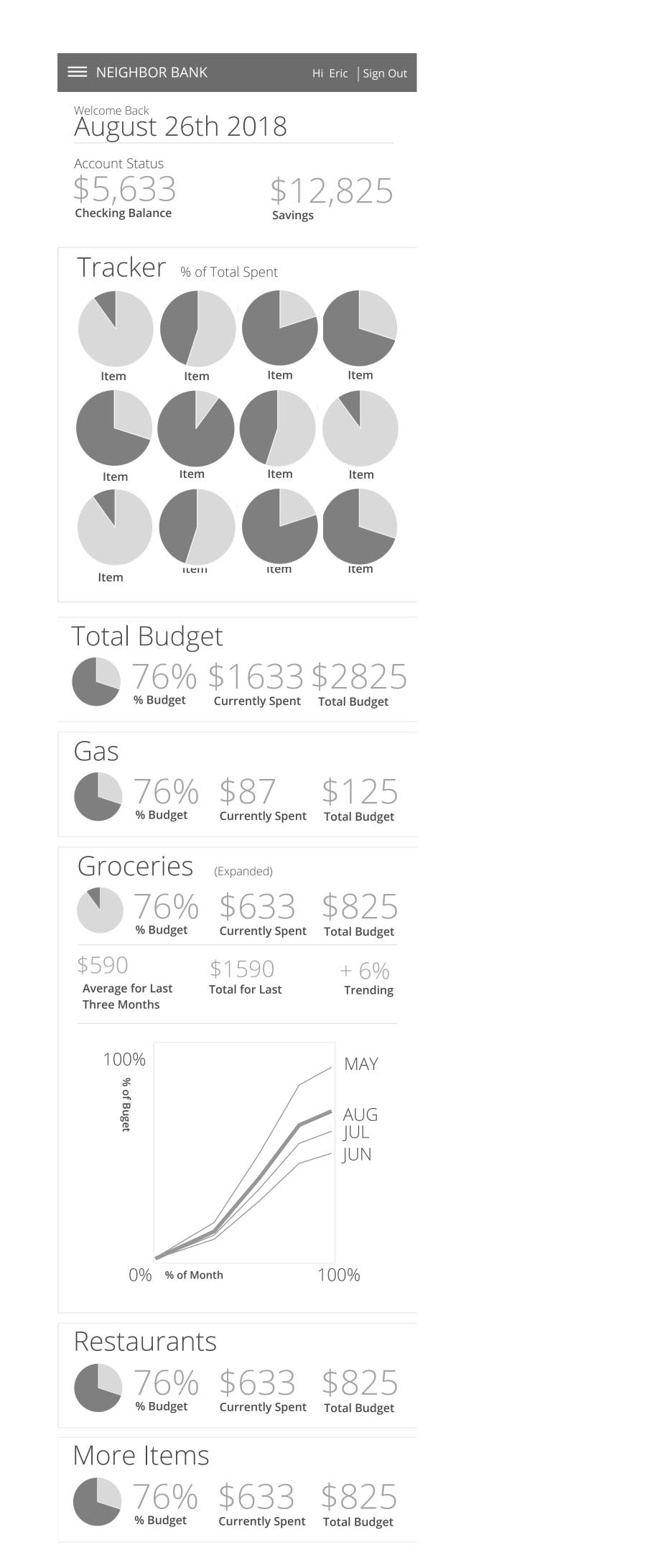


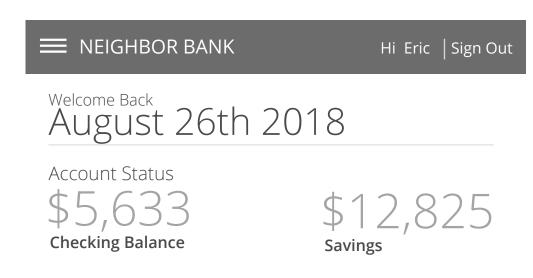
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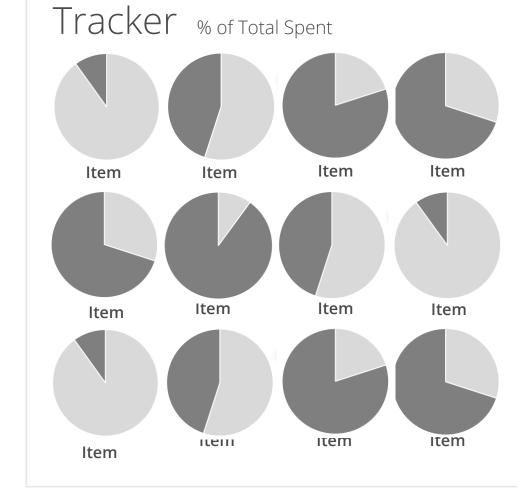
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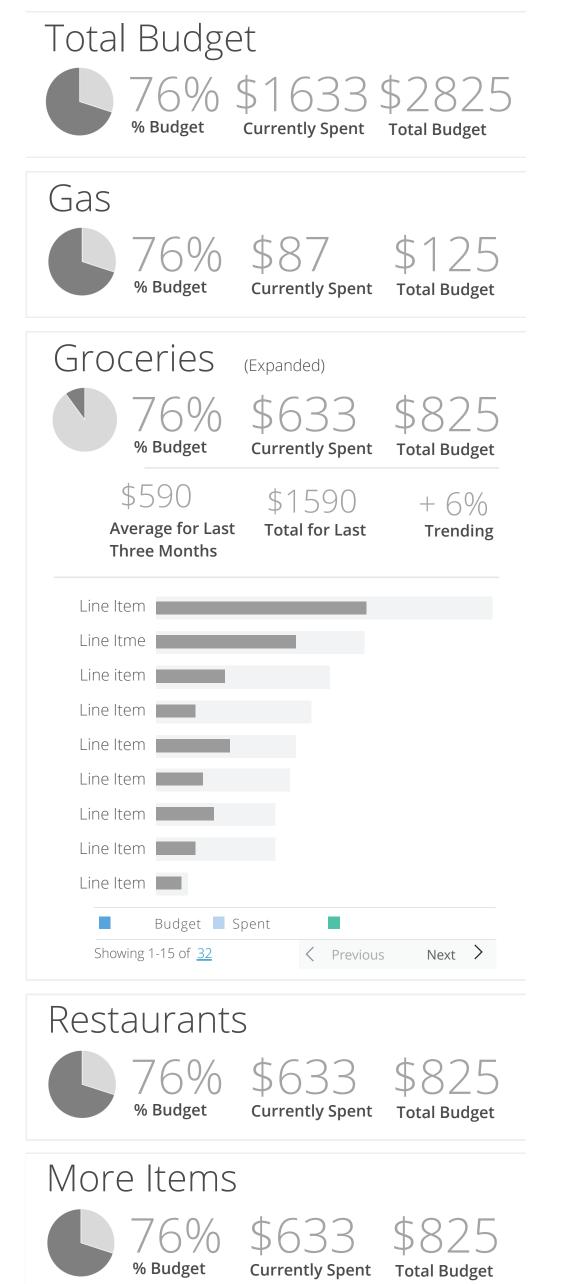
# LowFi Mocks

### Mobile









Date Account Status Key Item Tracker

Key Item Insight Level Key Item Insight Level Key Item Insight + Info + Data

Insight - Total Budget, Current Spend, # Budget Information - Average over last 3 Months, Hook to Config Data - Sub divisions where appropriate (IE Car Expenses broken down by Gasoline, Repairs etc., Time Series Data for Trends etc. (Toggle where approapriate)

### Key Item Insight Level Key Item Insight Level

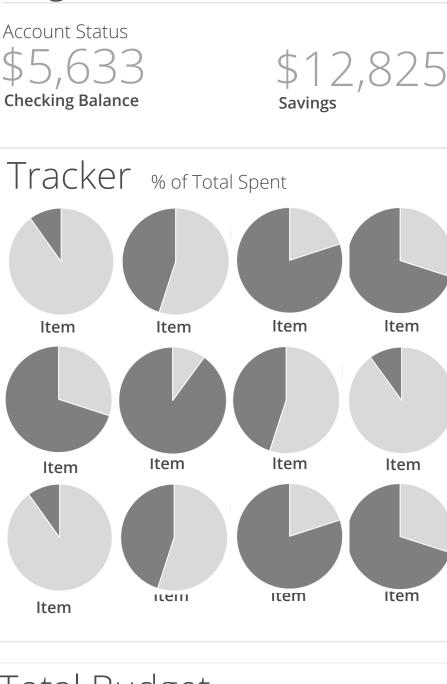
### Desktop

are here: 🍙 🕨 Budget Explorer	
Jgust 26th 2018	\$5,633 Checking \$12,825 Savings \$2,825 Other
racker % of Total Spent	
Total Budget	
76% \$1633 \$2825 % Budget Currently Spent Total Budget	
Gas	Explore Groceries
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% Budget Currently Spent Total Budget	
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Groceries (Expanded) 76% \$633 <sup>% Budget</sup> \$825 <sup>Total Budget</sup> Restaurants 76% \$633 \$825	Line Item Line I

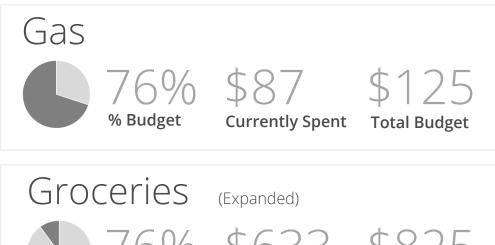
### Desktop & Tablet follow from Mobile

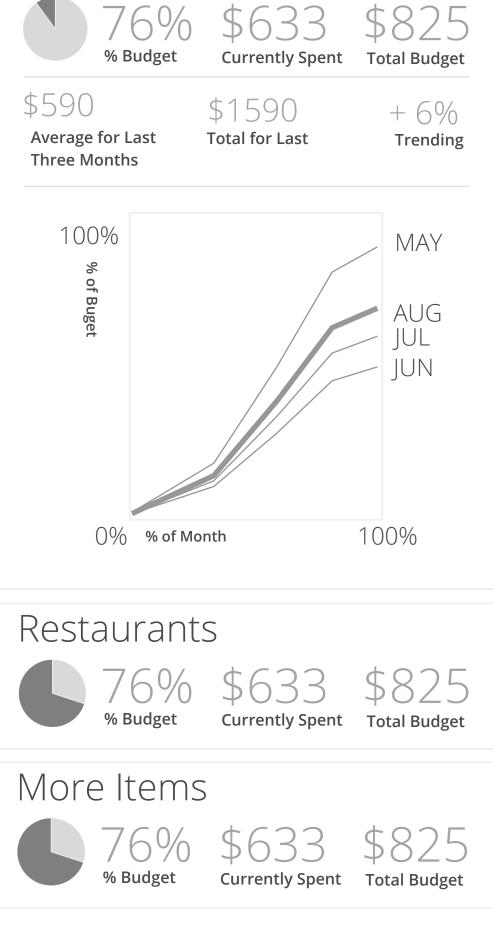
Use of Master Detail Pattern seems appropriate.

#### August 26th 2018

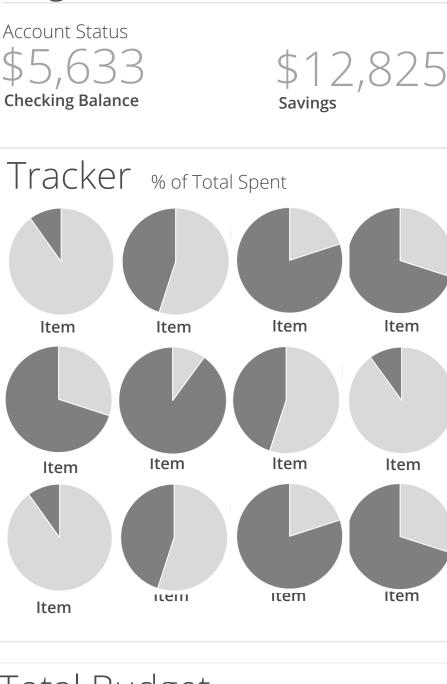


#### Total Budget 76% \$1633 \$2825 <sup>% Budget</sup> Currently Spent Total Budget

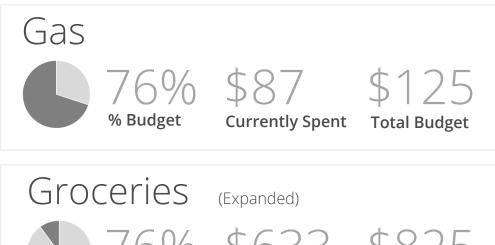


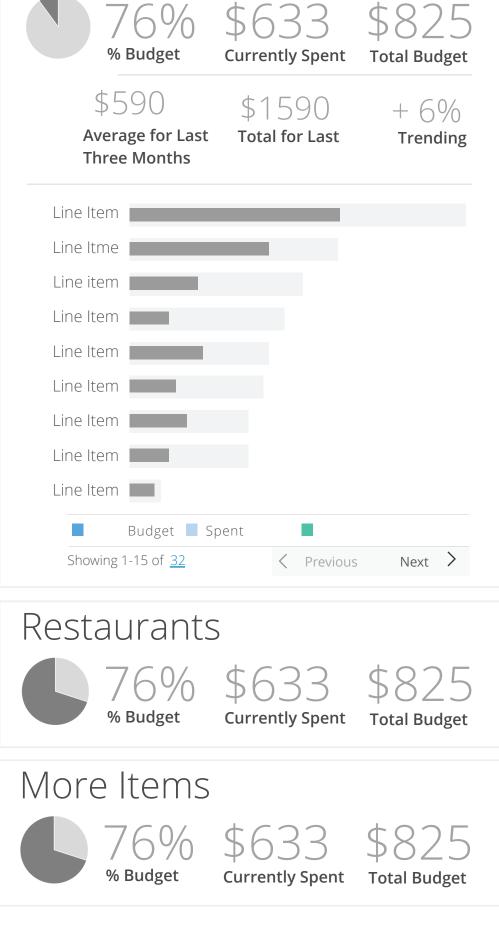


#### August 26th 2018



#### Total Budget 76% \$1633 \$2825 <sup>% Budget</sup> Currently Spent Total Budget





You are here: 🍙 🕨 Budget Explorer

Velcome Back August 26th 2018	\$5,633 \$12,8 Checking	825 \$2,825 Savings Other		
Tracker % of Total Spent				
Total Budget		Groceries Details		
<b>76% \$1633 \$282</b> % Budget Currently Spent Total Budget		\$1590 + 6% Total for Last Trending		
Gas <b>6</b> 76% \$87 \$125 <sup>% Budget</sup> Currently Spent Total Budget	Line Item			
Groceries (Expanded) 76% Budget \$633 \$825 Currently Spent Total Budget	Line item			
Restaurants	Line Item			
76% \$633 \$825 % Budget Currently Spent Total Budget	Budget Spent Showing 1-15 of <u>32</u>	Previous Next >		
More Items				
76% \$633 \$825				

