

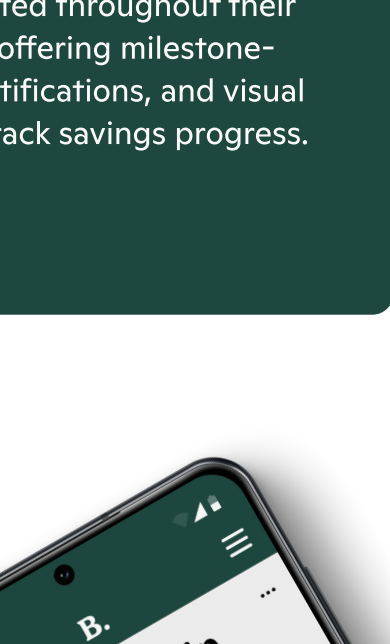
Burrow Savings Goal App

UI Case Study / Designer: Katharina / 2024

Overview

Burrow is a simple, fun-to-use app designed to help users manage their personal finances with ease. The app allows you to track income, expenses, and savings effortlessly, making keeping track of finances feel less daunting. You can set and track personalized savings goals, helping you stay focused and motivated on reaching your various financial milestones.

Guided by Scout the Raccoon, you'll receive clear, no-BS financial advice to help you stay on top of your money. Burrow integrates seamlessly with other financial tools, offering a secure and stress-free way to reach your financial goals. Whether you're new to managing money or just want an easier way to save, Burrow makes your financial journey enjoyable and approachable.



Objectives

- 01. Simplify Financial Management**
Make it easy for users to record their income and expenses, providing a user-friendly experience for those who are reluctant to deal with personal finances. This includes ensuring that the tool can be used across various devices and provides a seamless, intuitive interface.
- 02. Personalized Savings Plans**
Develop a system that analyzes users' financial data and creates tailored savings plans. These plans will guide users on how much they need to save, where they can cut costs, and provide progress tracking toward their goals.
- 03. Motivation and Engagement**
Keep users motivated throughout their saving journey by offering milestone-based rewards, notifications, and visual dashboards that track savings progress.

The 5 W's

Who
This tool is for people who want to save money, quickly, for a particular reason. For example, a wedding, big trip, or new car. The users are not new to technology but do not like working with their finances. So, they require that the information they receive via the tool is accessible, and clearly tells them what they can do to better save and meet goals.

What
A responsive website, web app, and/or mobile app allowing all data on income and expenses to be recorded easily, on the go, and from a variety of devices. The tool displays data on the user's finances (how much money they spend and on what), and tells them what they can do to cut costs and save money in a certain amount of time. The app also showcases the progress of a user's savings goal.

When
Users will utilize the tool in the period before a planned expense. During this period, they will input data when spending and receiving money so they can view accurate information on their finances and dynamic information on what they can do to save more money.

Where
From anywhere and using any device to ensure income and outgoings are easily recorded.

Why
Saving money can be really hard, especially when you don't have a long time to do so. By providing personalized information on how a user can save based on their actual finances, the tool itself can provide financial advice during these finite periods of saving.

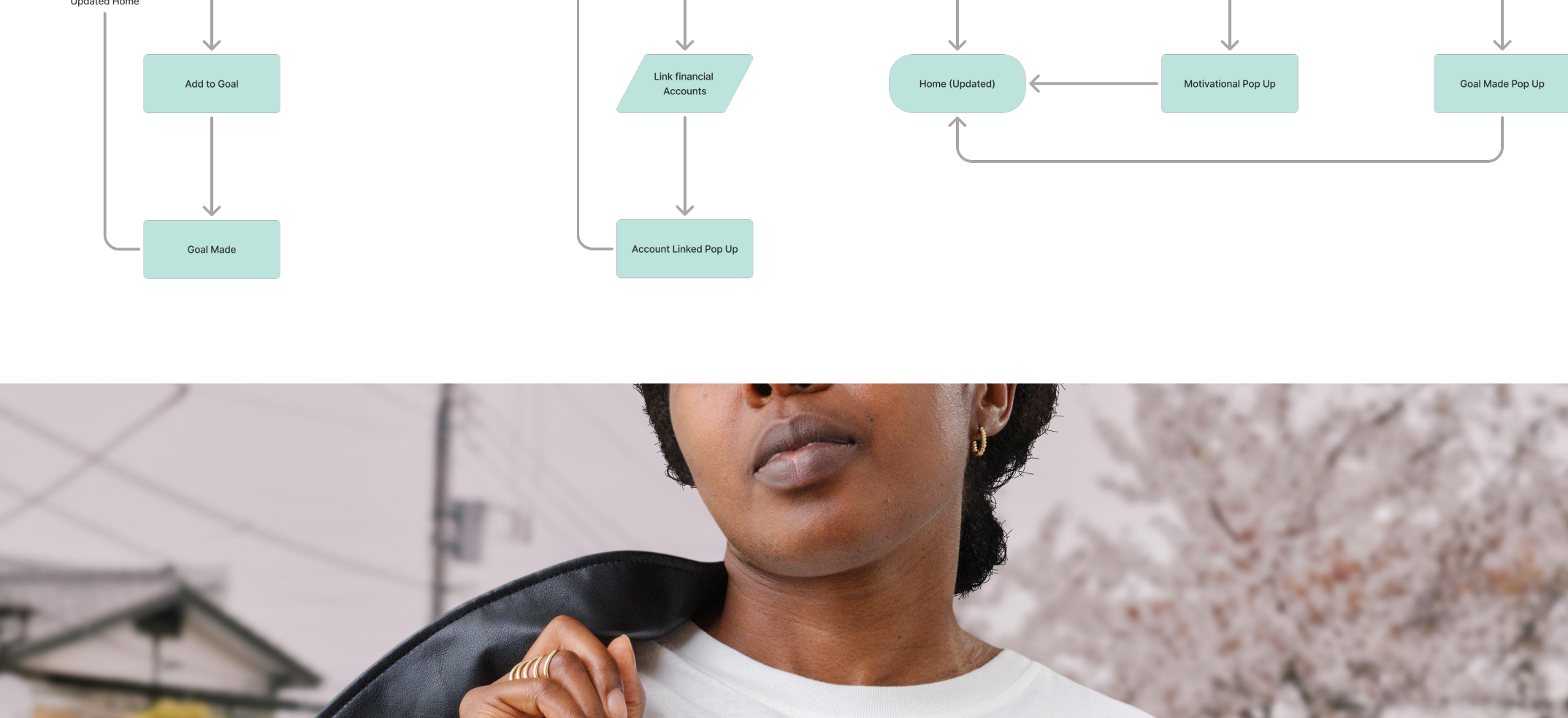
The Design Process



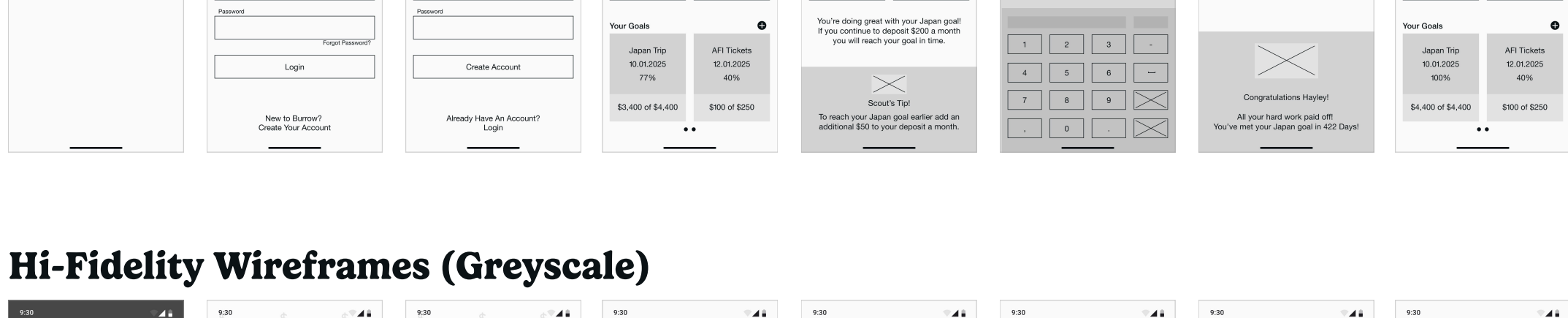
User Stories

- As a user, I want to see a dashboard of my finances clearly and visually, so I can see how much money I am spending on what at a glance.
- As a user, I want the money saving tool I use to be motivational, so I can stay on track with my goals.
- As a user, I want to be notified and rewarded when I have reached certain milestones.

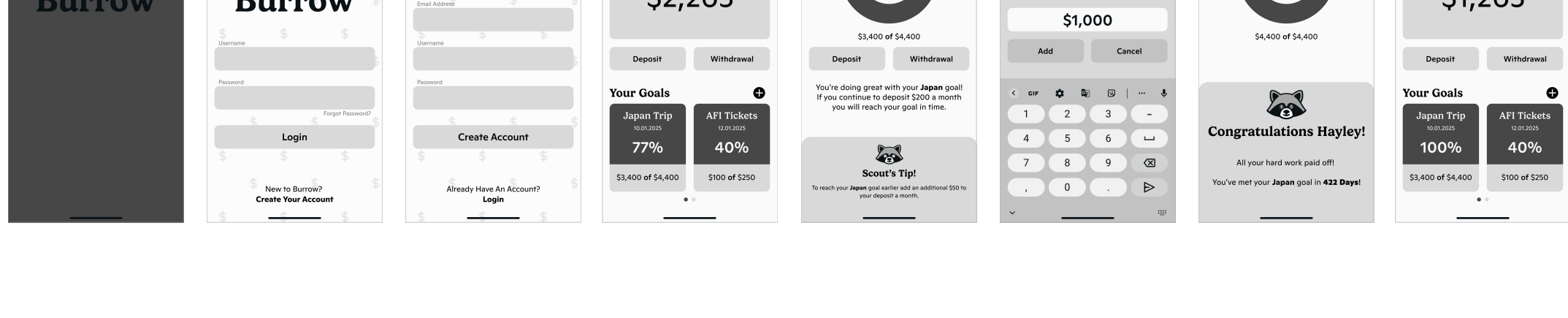
User Flows



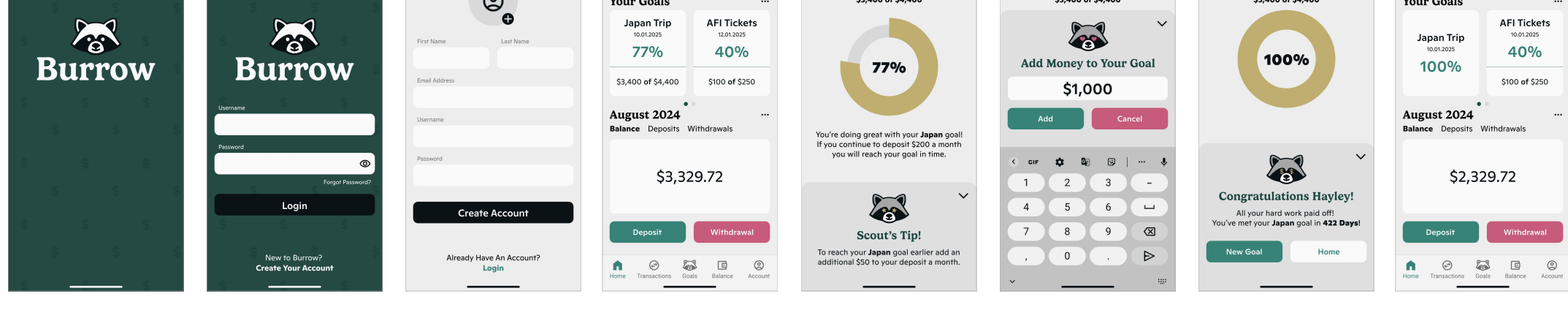
Low-Fidelity Wireframes



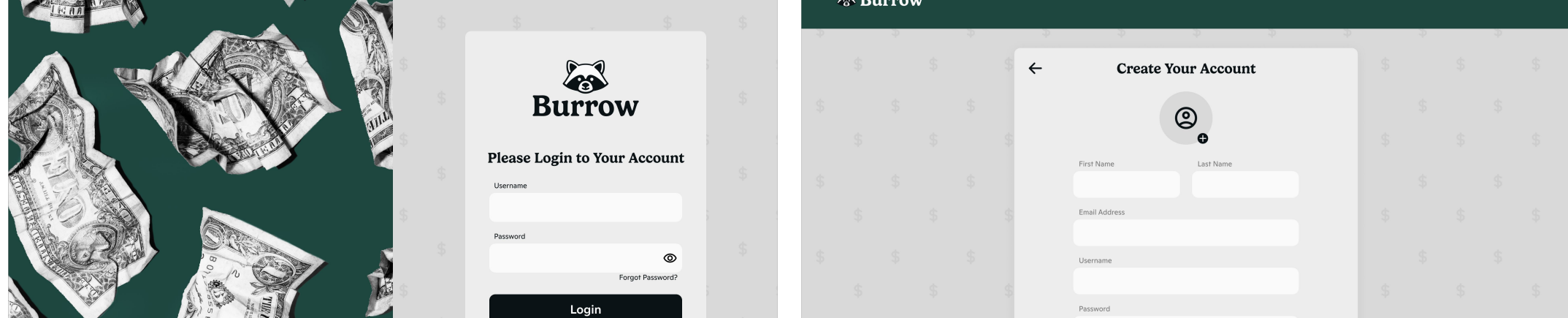
Mid-Fidelity Wireframes



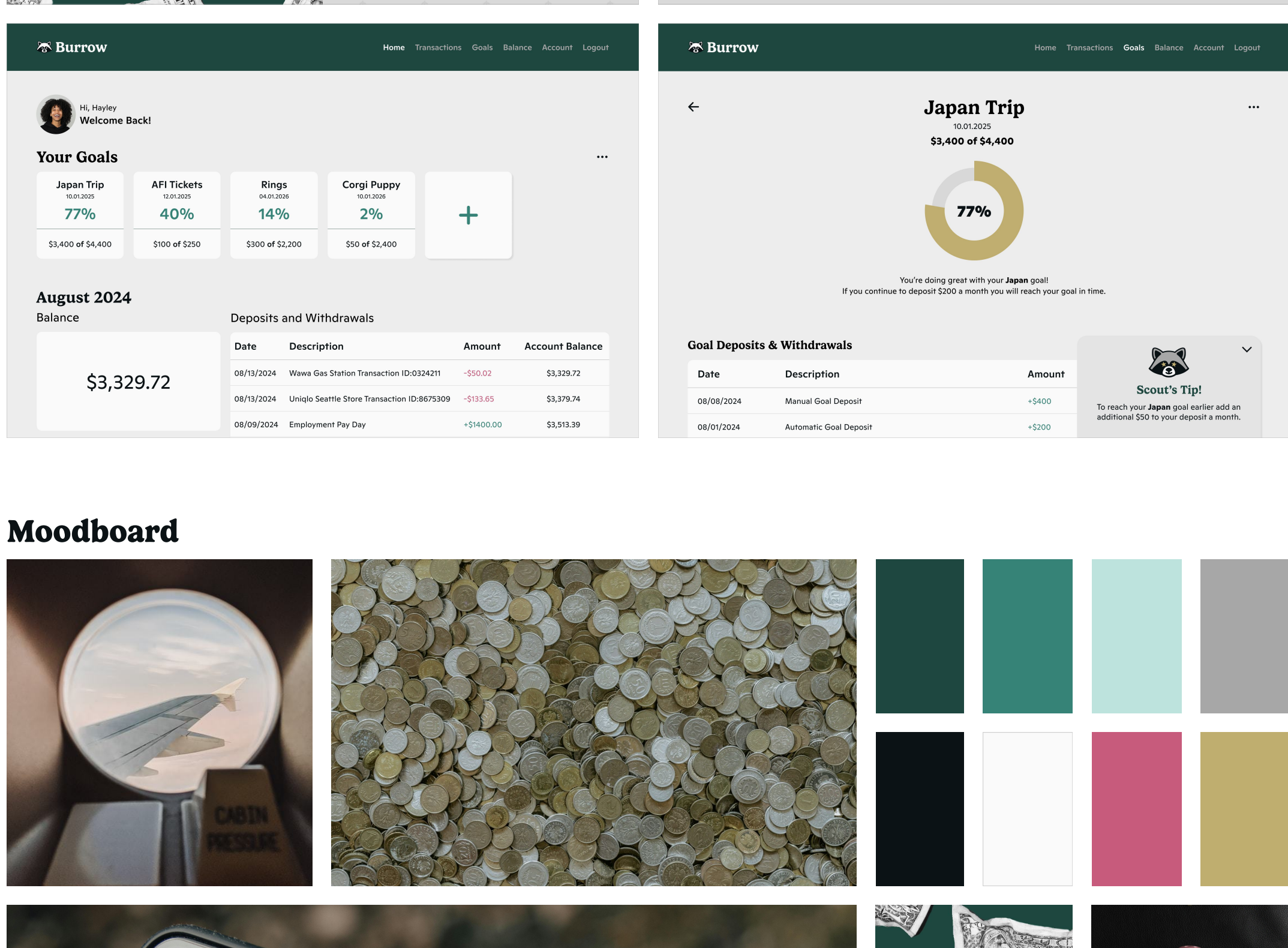
Hi-Fidelity Wireframes (Greyscale)



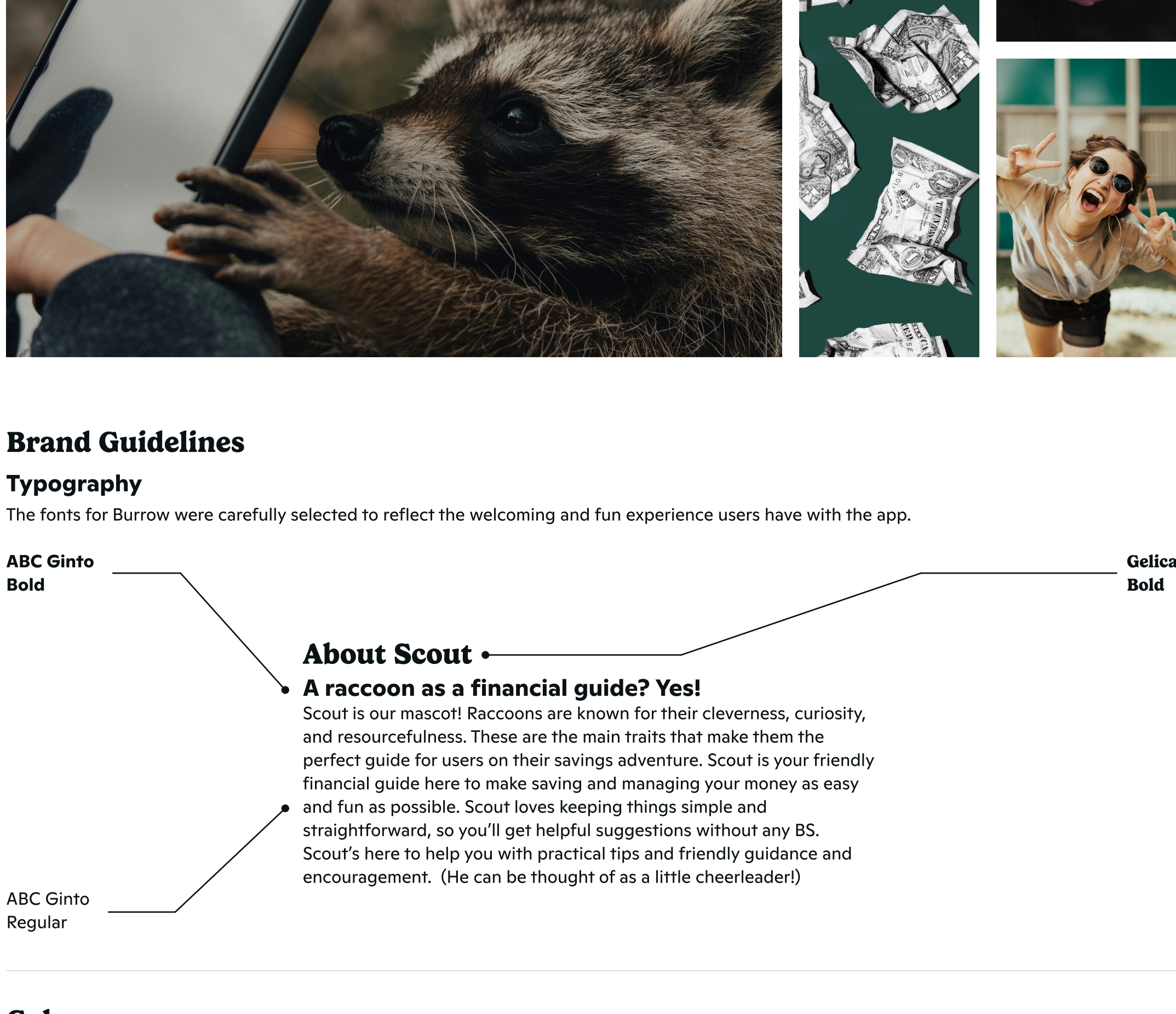
Hi-Fidelity Wireframes Mobile (Color)



Hi-Fidelity Wireframes Desktop (Color)



Moodboard



Brand Guidelines

Typography

The fonts for Burrow were carefully selected to reflect the welcoming and fun experience users have with the app.

ABC Ginto Bold (Primary Logo) | **Gelica Bold** (Secondary Logo) | **ABC Ginto Regular** (Lettermark)

About Scout
A raccoon as a financial guide? Yes!
Scout is our mascot! Raccoons are known for their cleverness, curiosity, and resourcefulness. These are the main traits that make them the perfect guide for users on their savings adventure. Scout is your friendly financial guide here to make saving and managing your money as easy and fun as possible. Scout loves keeping things simple and straightforward, so you'll get helpful suggestions without any BS. Scout's here to help you with practical tips and friendly guidance and encouragement. (He can be thought of as a little cheerleader!)

Color

Primary Colors: Scout's Honor (#1E4740), Dolla Dolla Bills (#369377), Fiscally Fresh (#BDE3DD), Stellar Savings (#0B1215), Rainy Day (#A7A7A7), Nest Egg (#FAFAFA).

Secondary Colors: Cha-Ching! (#FAE66F), Piggy Bank Pink (#C75B7C).

Image Style

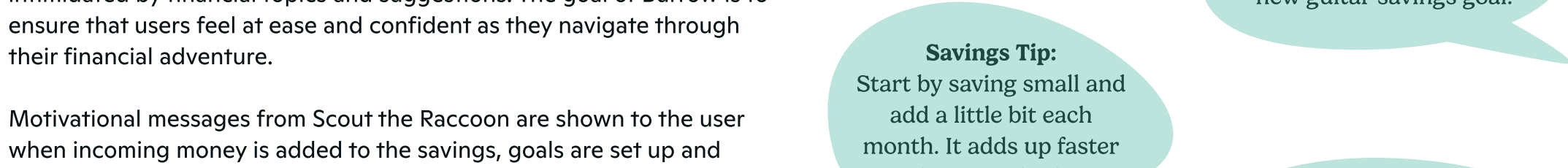
The image style used in Burrow is playful and approachable for the user. Dare we say a little bit cute too! The style features curves over sharp edges helping keep the approachable feeling for users. These softer features of vectors help make Burrow more user friendly and inviting. Scout, the mascot will be used to add the fun and playful touch that Burrow is all about. Helping emphasize the core values of fun, cleverness, and curiosity.



Overall, vectors will be kept minimal and to the point to ensure that the interfaces are not overwhelming for the user. This will also help keep focus on the user's goals without too much distraction.

Logos

Primary Logo: Burrow (with Scout's head) | **Secondary Logo:** Burrow (with Scout's head) | **Lettermark:** B.



Writing Style

The writing style in Burrow ensures the content is easy to understand. This is accomplished by utilizing a playful, no-BS, and approachable tone. Simplifying the writing style helps the user become less intimidated by financial topics and suggestions. The goal of Burrow is to ensure that users feel at ease and confident as they navigate through their financial adventure.

Motivational messages from Scout the Raccoon are shown to the user when incoming money is added to the savings, goals are set up and accomplished, and tips to save extra money.

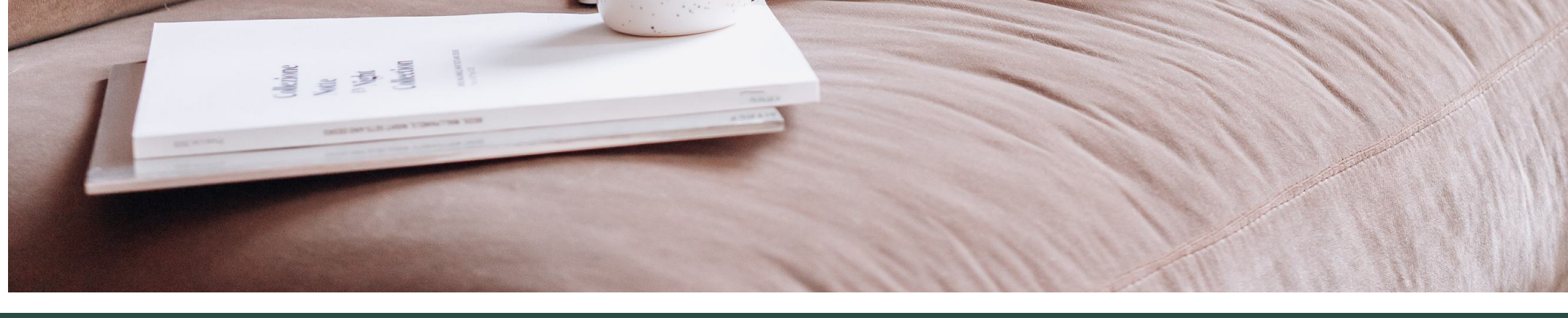
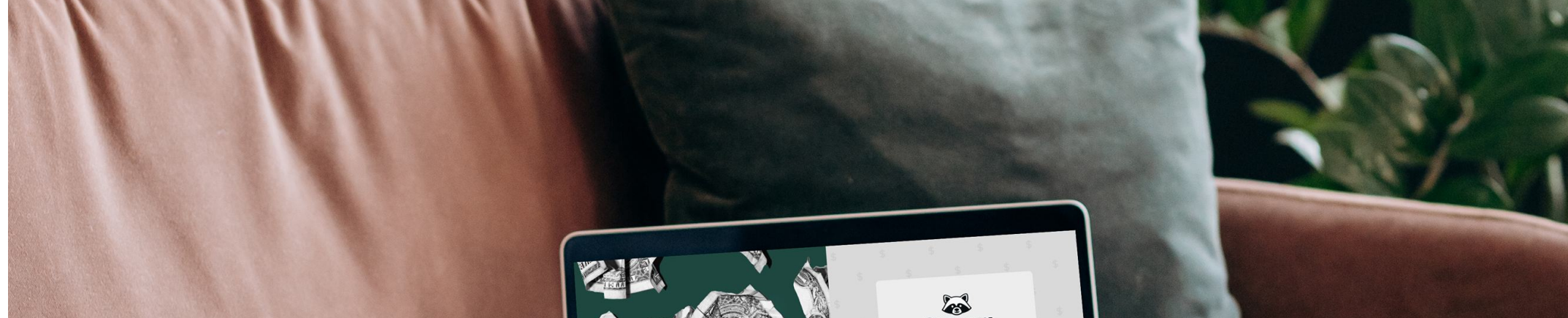
Burrow never wants users to feel guilty or bad about their financial situation or habits, so it's important to ensure they feel positive empowerment through Scout's messages. We want to help the user achieve their savings goals, not discourage them.

Savings Tip: Start by saving small and a little bit each month. It adds up faster than you think.

Tobias: You're on track to reach your new guitar savings goal!

Hellos there Tobias, My name's Scout! I'm here to assist you with your savings adventure.

Final Designs



Thank you for Learning About Burrow!