



CLIMBER

Conquer Your Savings

A red banner with white text that reads "USER FLOWS". The banner is centered horizontally and has a slight shadow. The background is a light blue sky with stylized white clouds and dark blue mountains with white peaks at the bottom.

USER FLOWS

USER FLOW 1

As a user, I want to see a dashboard of my finances clearly & visually, so that I can see how much I am spending on what at a glance.



USER FLOW 2

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.



USER FLOW 3

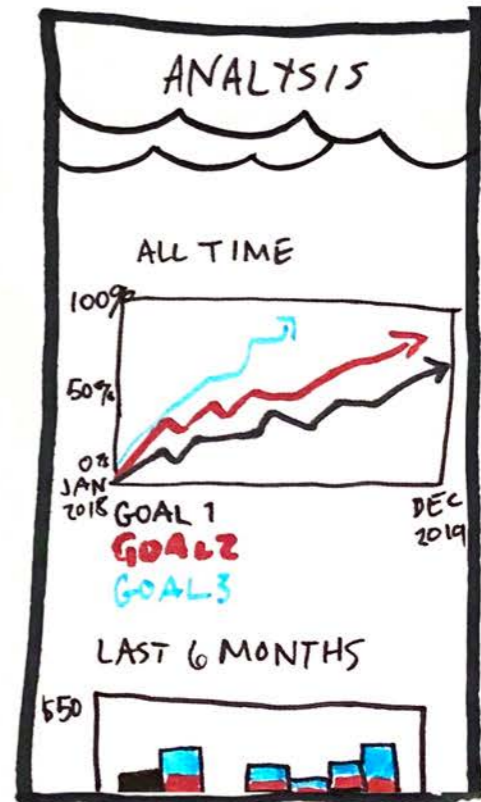
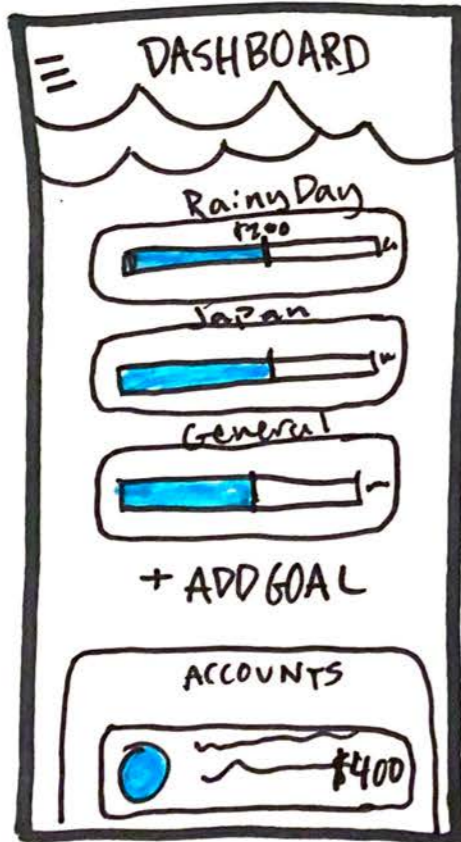
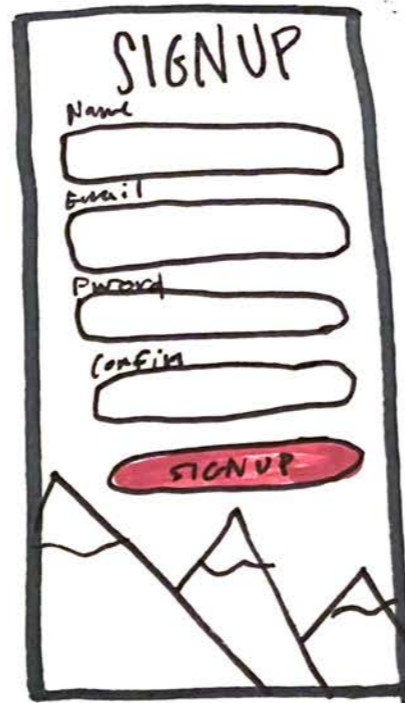
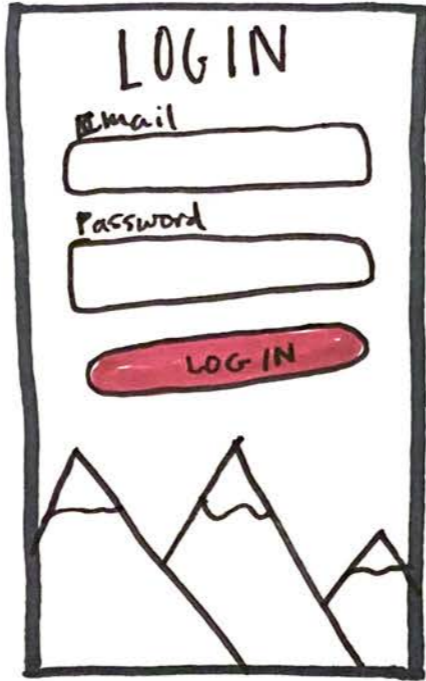
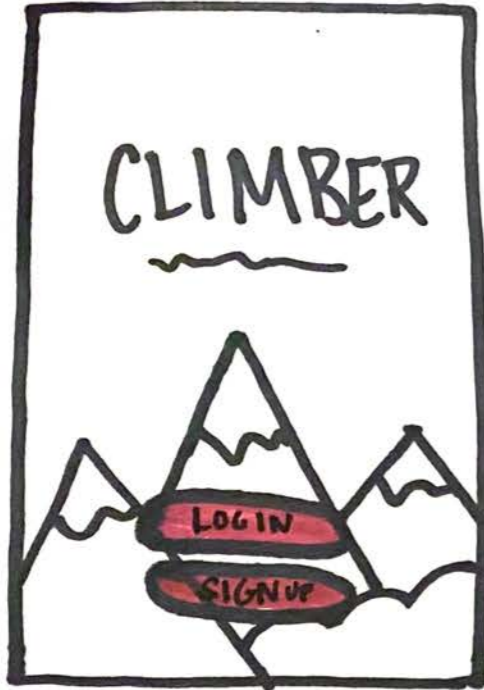
As a user, I want to be notified and rewarded when I have reached certain milestones throughout the saving period, so that I know whether I'm on track to reach my goal.



The image features a stylized landscape background. At the bottom, there are dark blue, angular mountain peaks with white, snow-like tops. The sky is a light blue gradient. Several white, stylized clouds are scattered across the sky. A prominent red banner with a slight 3D effect is centered horizontally, containing the word "WIREFRAMES" in white, uppercase, sans-serif font.

WIREFRAMES

LOW-FIDELITY



GOALS

GOALS

GOAL 1	
\$50	\$1000
current	Target

GOAL 2	
\$100	\$250

GOAL 3	
\$200	\$275

YOUR ACCOUNTS

Mastercard 6889 \$10.61

GOALS

GOAL 1	
\$50	\$1000
current	GOAL

GOAL 2	
\$100	\$250
current	GOAL

GOAL 3	
\$50	\$100

+

YOUR ACCOUNTS

B of A 6889 \$100.02

AMEX 8496 \$205.20

MENU

HOME

GOALS

ANALYSIS

GOAL 2

+

\$100

\$200

GOALS

\$0 \$50 \$1K

5%

102 DAYS REMAINING

MILESTONES

○ ○ ○ ○ ○

⚓ ⚓ ⚓ ⚓ ⚓

ANALYSIS

GOAL 1 GOAL 2 GOAL 3

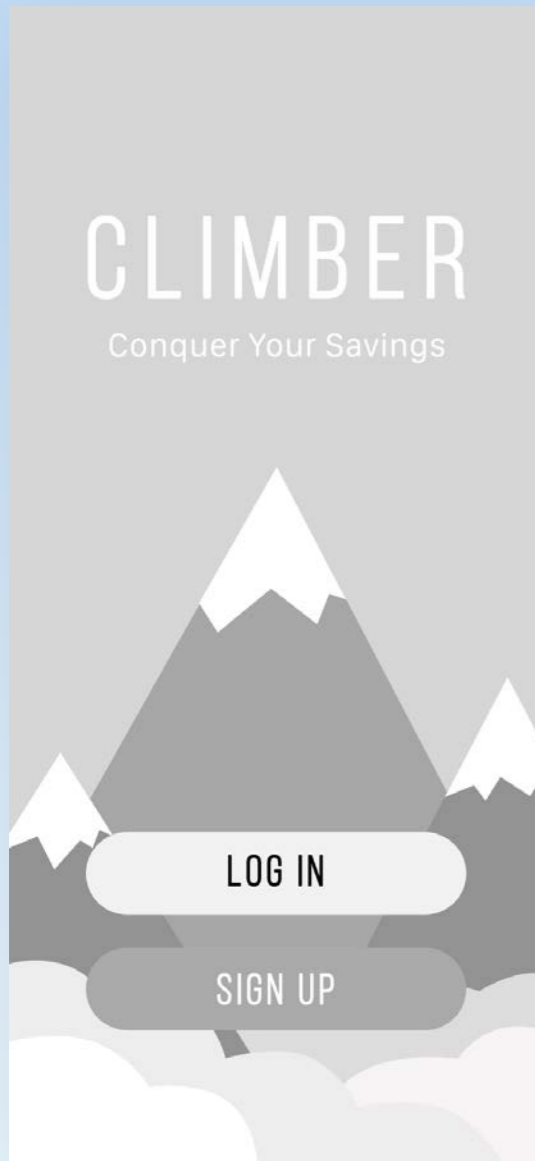
ALL TIME

AVERAGES

GOAL 1	GOAL 2	GOAL 3
MONTHLY	MONTHLY	MONTHLY
WEEKLY	WEEKLY	WEEKLY
DAILY	DAILY	DAILY

MID-FIDELITY

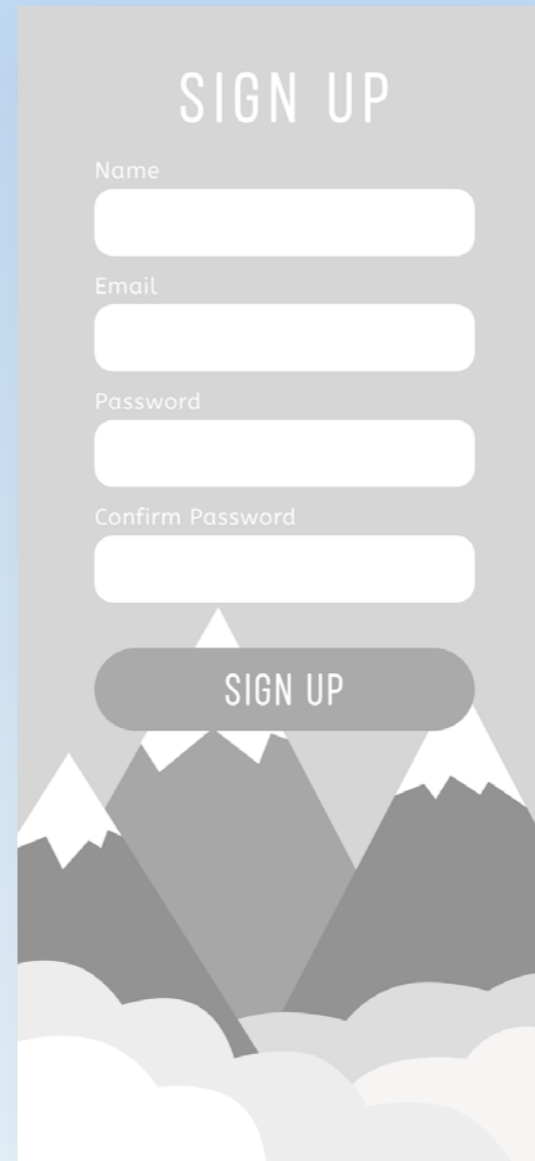
Landing Page



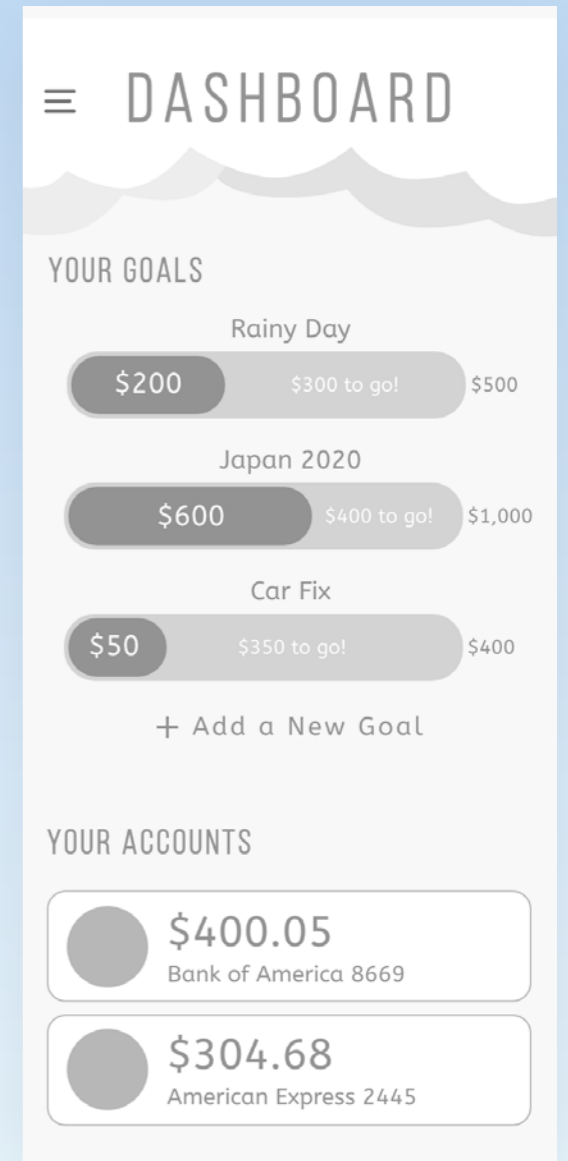
Log in



Create Account



Dashboard/Home



MID-FIDELITY

Main Menu

MAIN MENU

- Dashboard
- Goals
- Analysis
- Settings

ARD

to go! \$500

20

00 to go! \$1,000

/C

\$800

Goal

8669

s 2445

Goals Overview

≡ GOALS

YOUR GOALS

Rainy Day **\$200**
9/12/19 - Ongoing of \$500

Japan 2020 **\$600**
10/18/19 - 8/01/2020 of \$1,000

Car Fix **\$50**
10/18/19 - 8/01/2020 of \$400

+ Add a New Goal

Create New Goal

< NEW GOAL

Goal Name*

Amount*

Ongoing Goal

Set Time Frame

Start

End

Start At \$0.00

Transfer Funds to Start Strong!

Account Transfer Amount

DONE!

New Goal + Calendar

< NEW GOAL

Goal Name*

Amount*

Ongoing Goal

Set Time Frame

Start

End

November 2020

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MID-FIDELITY

New Goal Confirmation

< NEW GOAL

Goal Name*

Success!

You've added a New Goal!
We'll start saving for you daily.
You'll reach it in no time!

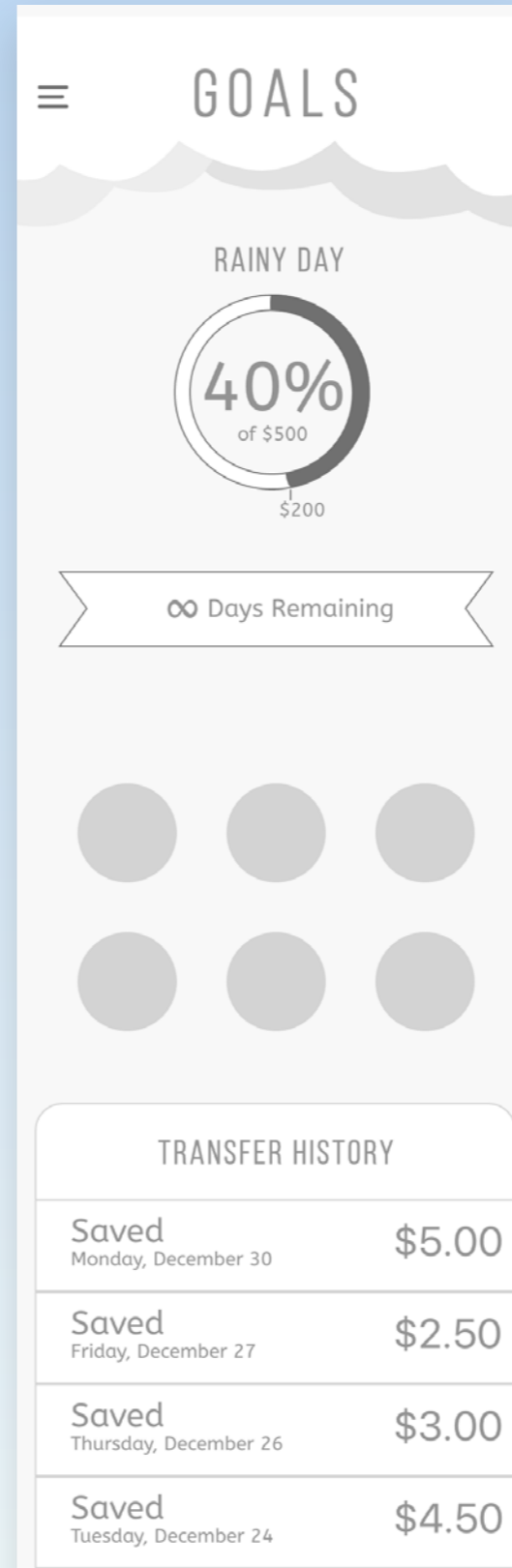
BACK TO GOALS

Start: 12/30/19 End: MM/DD/YY

November 2020

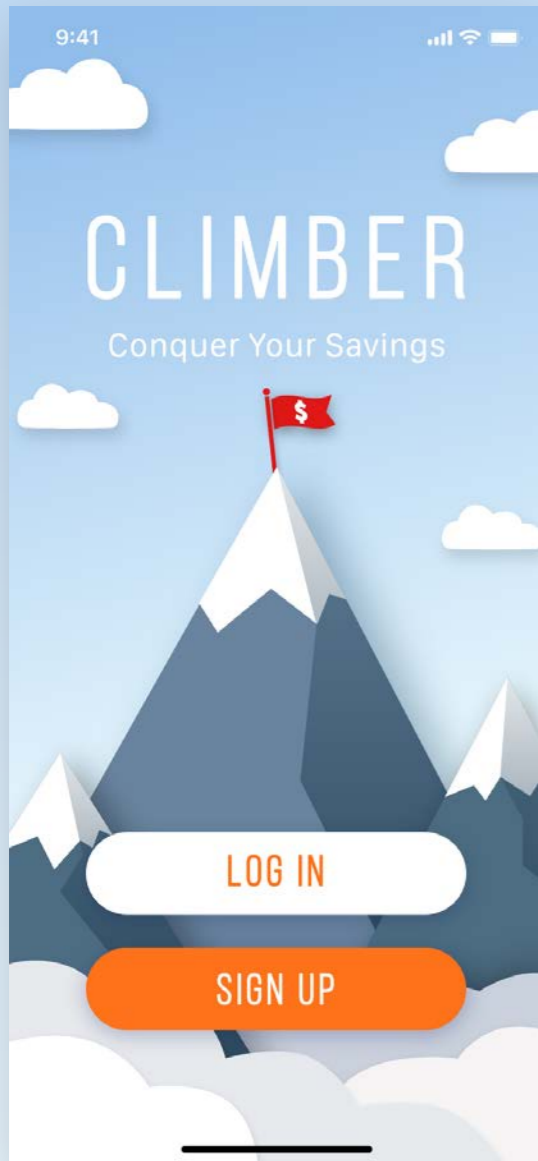
S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Goal Breakdown/Milestones

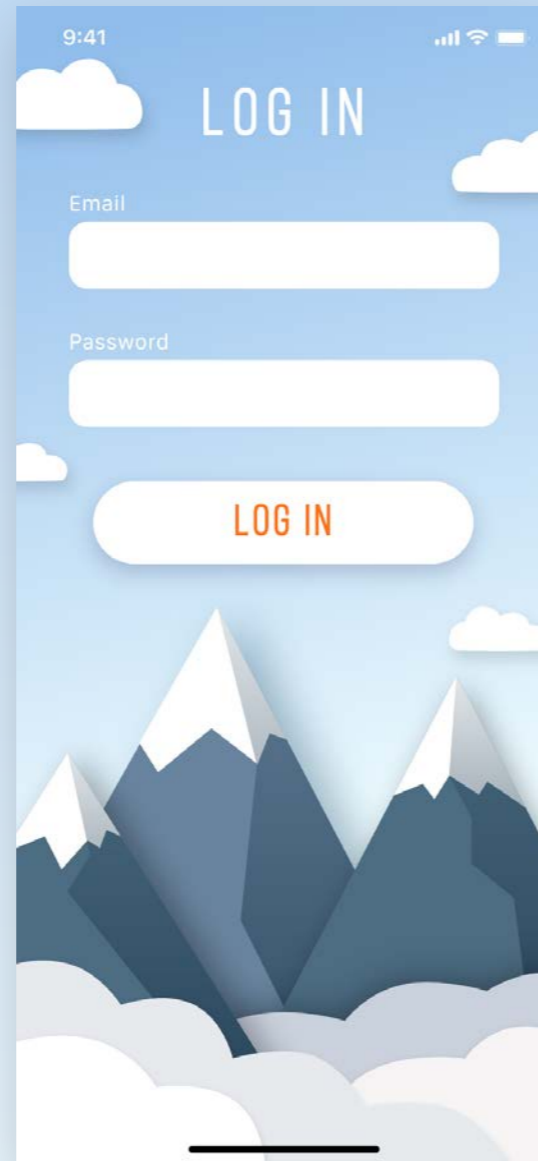


HIGH-FIDELITY

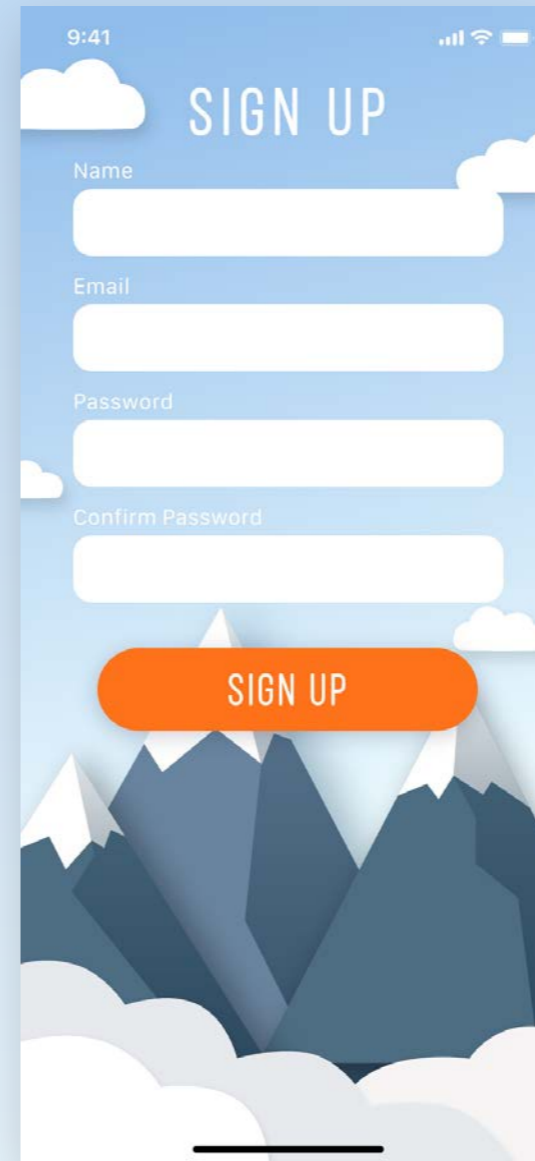
Landing Page



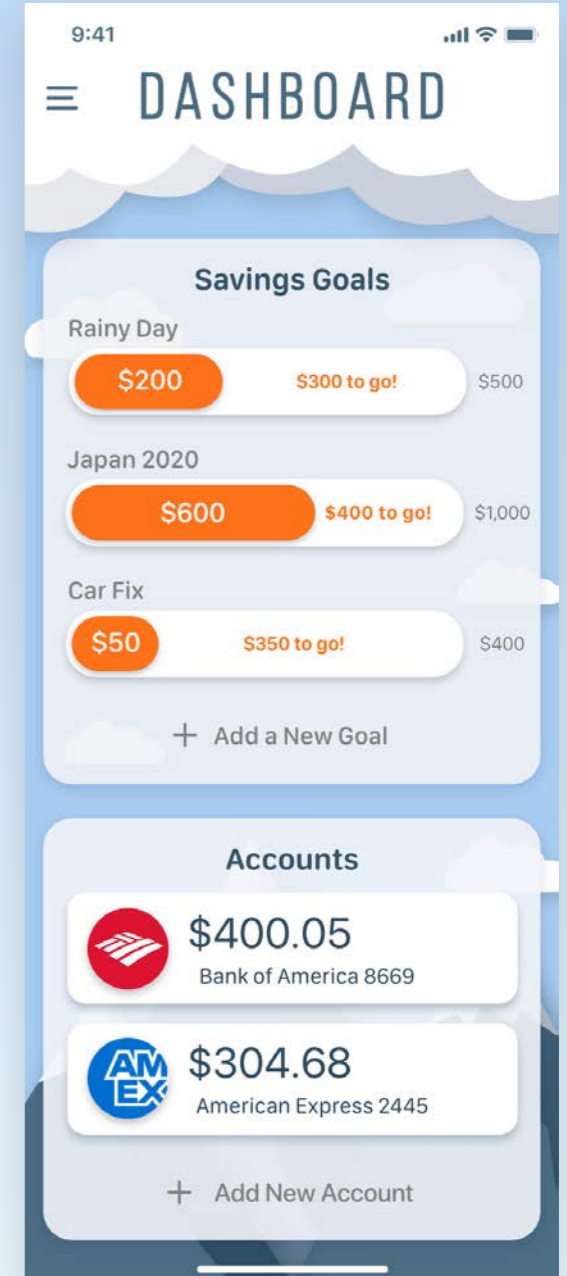
Log in



Create Account

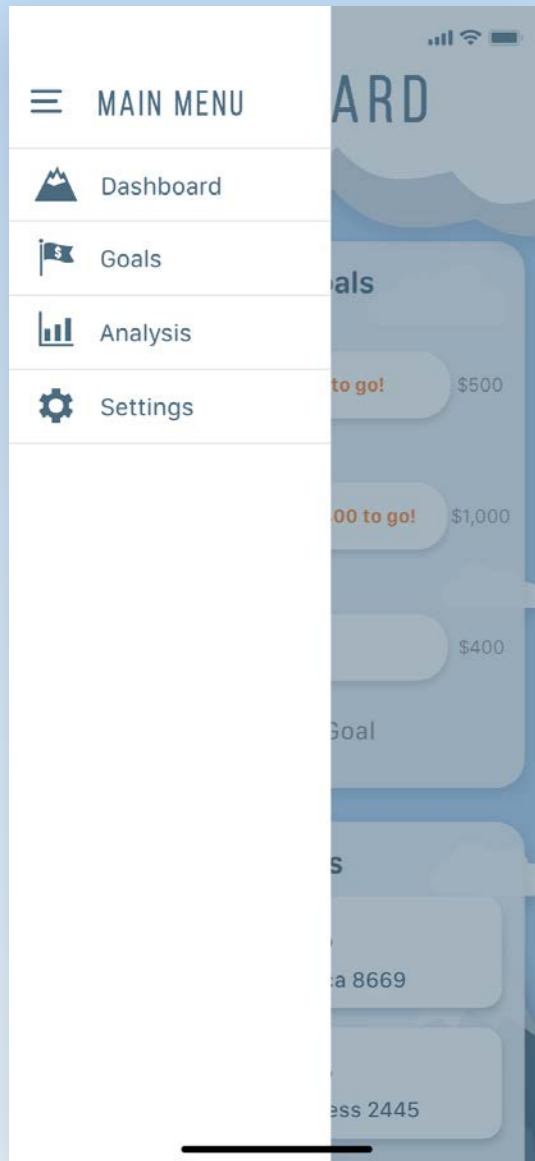


Dashboard/Home

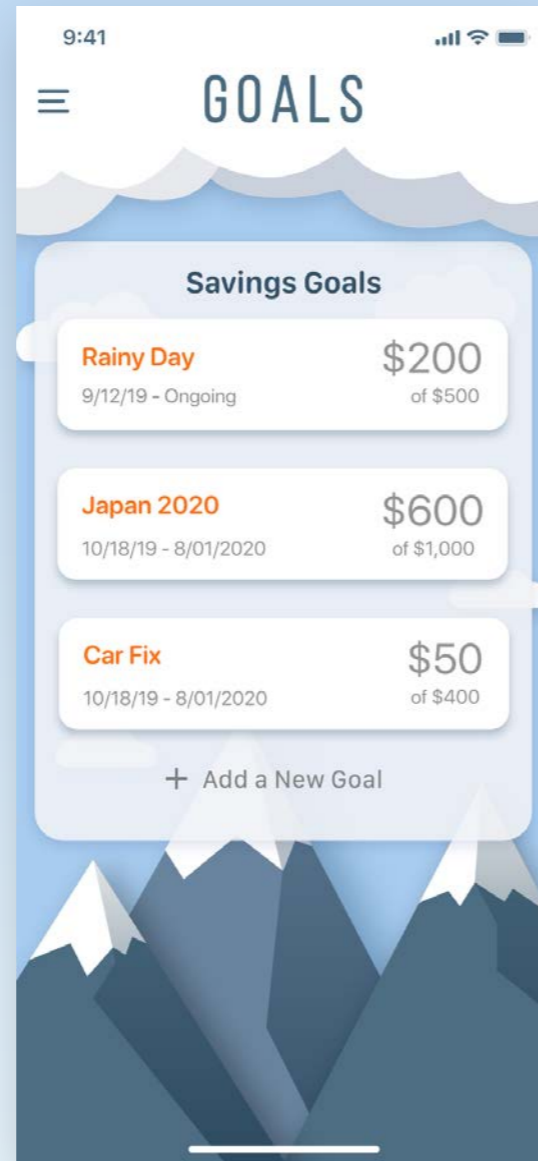


HIGH-FIDELITY

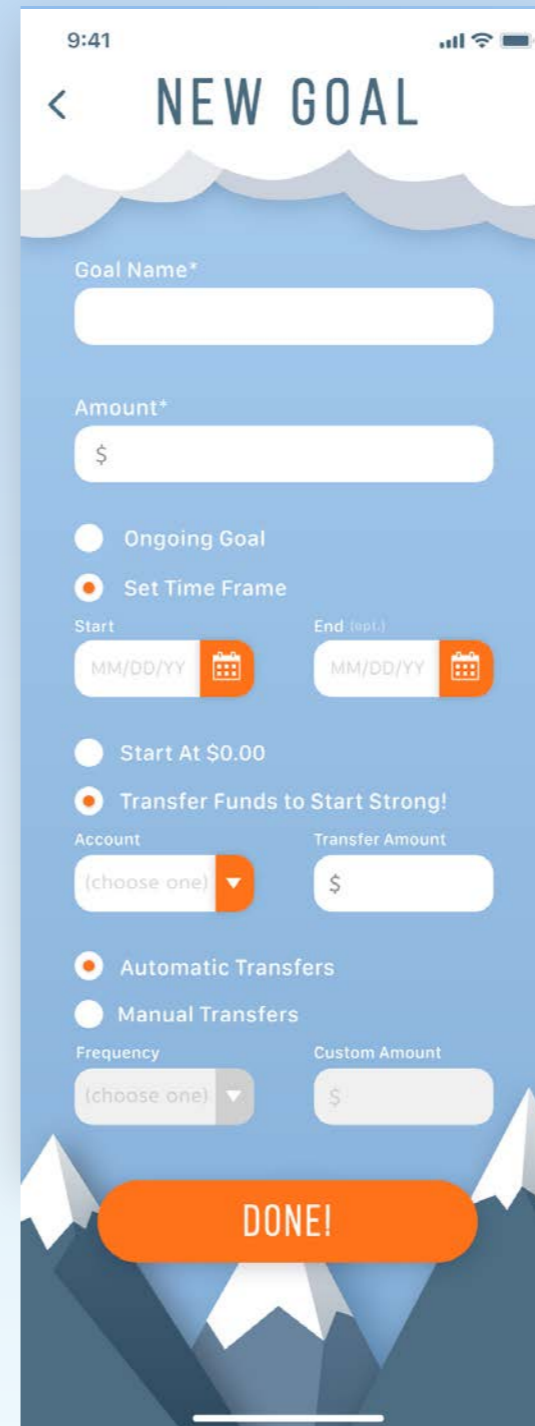
Main Menu



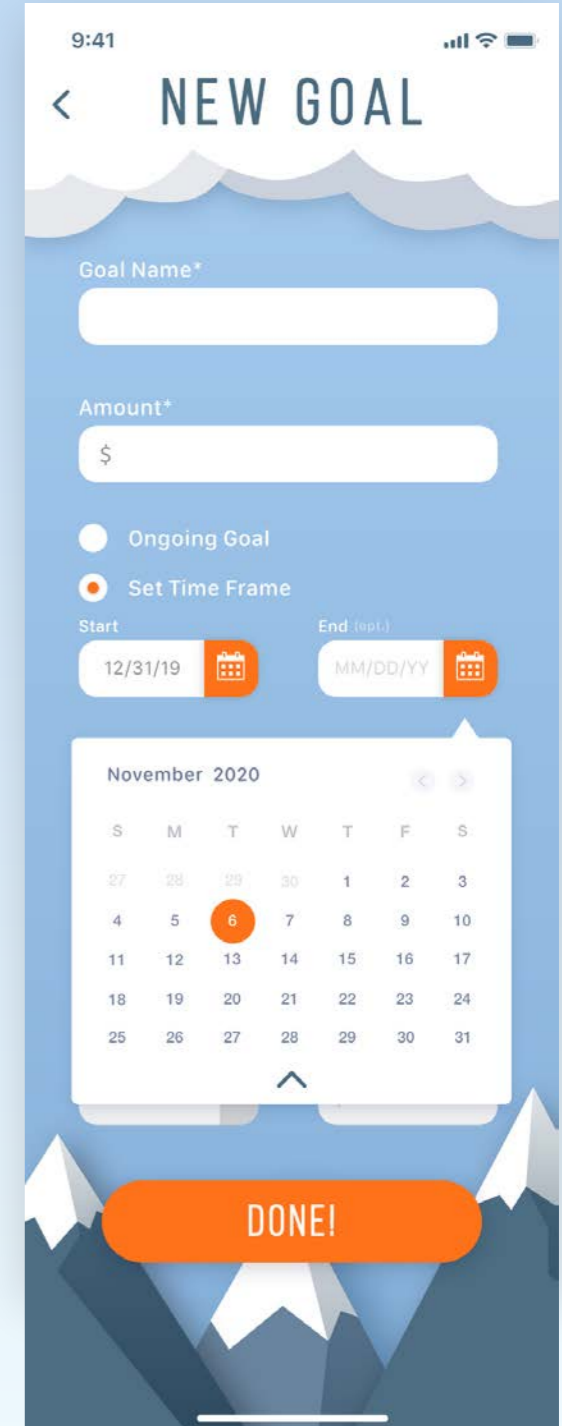
Goals Overview



Create New Goal



New Goal + Calendar



HIGH-FIDELITY

New Goal Confirmation

9:41 📶 🔋

< NEW GOAL

Goal Name*

Amount: **Success!**

\$

You've added a New Goal!
We'll start saving for you daily.
You'll reach it in no time!

BACK TO GOALS

Start At \$0.00

Transfer Funds to Start Strong!

Account: (choose one) ▼ Transfer Amount: \$

Automatic Transfers

Manual Transfers

Frequency: (choose one) ▼ Custom Amount: \$

DONE!

Goal Breakdown/Milestones




USER FEEDBACK:

Victoria

I like the graphics a lot and the ability to separate goals. I like the idea of being able to make another infinite savings goal though I wasn't sure whether the End date was optional or required though. I like the individual goal pages; maybe make a memo field for each savings goal that is available to view on the individual goal page? With automated saving, is the individual able to have any control over how much is saved? I feel like that versatility would be great there is kind of a lack of that in current apps. Also viewing past transactions?

JoAnn

Good color scheme. Clean graphic layout. Like the visual analogy of climbing mountain to reach your financial goals. Like the mountaintops being above the clouds giving visual imagery of reaching the top of your goals. Graphs give clear picture showing status of established goals. Orange color pops on the page. Like use of logos for labeling accounts. Has potential to look cluttered if you add anything else, so careful with the nonessential details.



Pain Points	Priority	Recommendations
1) End date requirement confusion	Preferential	1) Add (opt.) to End field
2) Automated vs. Manual saving	Critical	2) Give the user the option to use automatic savings or input their own in the New Goal form
3) Cluttered UI	Preferential	3) Simplify some of the objects and review screen by screen to edit out any clutter
4) No savings history per charge		4) Transfer history in each Goal page

GUIDING PRINCIPLES:

- 1) Convenient
- 2) Useful
- 3) Enjoyable
- 4) Integrated
- 5) Secure
- 6) Motivating

WRITING STYLE:

Climber is a casual helper intended to help those unfamiliar with finance management. The user should feel comfortable and capable. Language should prioritize ease and simplicity using basic colloquial verbiage while educating the user gently.

Typography

BEBAS NEUE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SF Compact Rounded

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Image Style

