

# USER RESEARCH

## Assignment 1A - Research

UXG2570 - Fall 2023

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# Table of Contents

<b>01</b>	The Problem	3 - 5
<b>02</b>	User Group Definition	6 - 7
<b>03</b>	Surveys / Interviews	8 - 17
<b>04</b>	Competitors	18 - 21
<b>05</b>	Heuristic Evaluation	22 - 36
<b>06</b>	User Stories	37 - 38
<b>07</b>	Persona Boards	39 - 42
<b>08</b>	Empathy Maps	43 - 46
<b>09</b>	User Task Flow	47 - 53
<b>10</b>	User Journey Map	54 - 60
<b>11</b>	Appendices	61 - 65



# THE PROBLEM



## PROBLEM STATEMENT

“

How might we motivate young adults aged 18-25 to learn and utilise adulting skills to increase their confidence?

”



# PROBLEM CONTEXT

In life, we've always been guided by our parents and learn skills from them subconsciously. However, there are certain **Adulthood skills\*** we don't get educated on. This includes topics such as budgeting and associated cost of living.

There have never been official Adulthood classes in schools, and the transition into adulthood is a gruelling process to go through without guidance.

We define **Adulthood skills** as a specific set of skills, revolving around the important concepts of financial planning & security, home organisation skills and stress management



Although there are content creators on various platforms, and dedicated applications that provide assistance in the respective skills, there has never been an application that caters to all the adulthood skills mentioned above.



[@DadHowDoI](#)



[@sidneyraz](#)

We plan for this application to motivate youths to learn new adulthood skills, as well as to put these skills into practice. This would increase the confidence of our target audience in their adulthood skills, making the transition to adulthood less daunting.

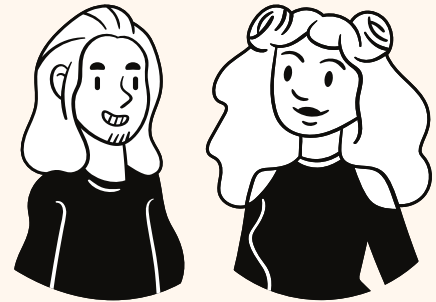


# **USER GROUPS**

# USER GROUPS

## Primary Target Audience

**Young adults aged 18 to 25 years old** who are currently transitioning into adulthood. They are typically tertiary students, graduates who recently entered or are in the workforce.



## Secondary Target Audience

**Teenagers** soon to enter the adulthood phase looking for a head start to prepare themselves for independence.



**Adults over the age of 25** who want to gain more tips and knowledge about how to efficiently adult.





# **SURVEYS & INTERVIEWS**

# SURVEY QUESTIONS: DEMOGRAPHICS

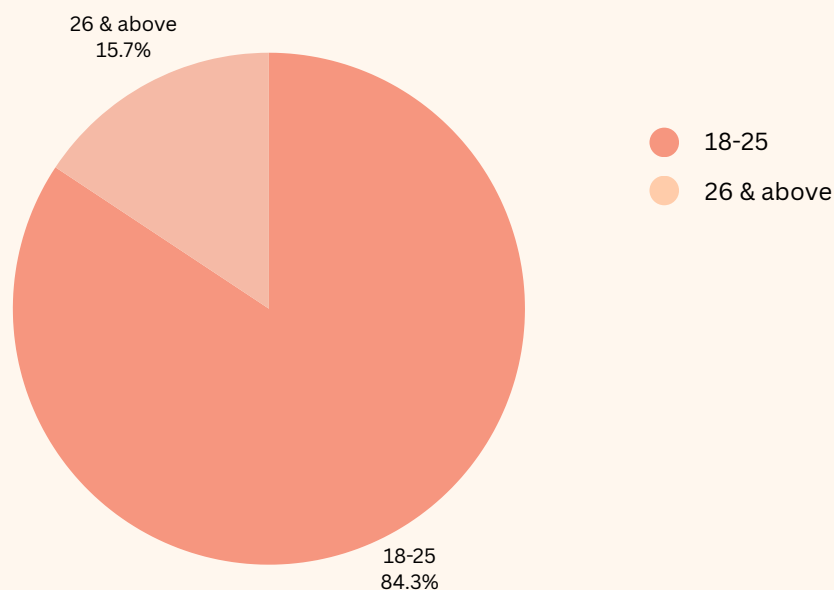
To better understand our users, we have listed out the following demographic questions. These demographic information will help us better identify our users.

## DEMOGRAPHICS

1. How old are you?
2. What is your current education or employment status?
3. Are you aware of what adulting skills are?
4. Are you open to use digital tools to upgrade your adulting skillset?

### 1. How old are you?

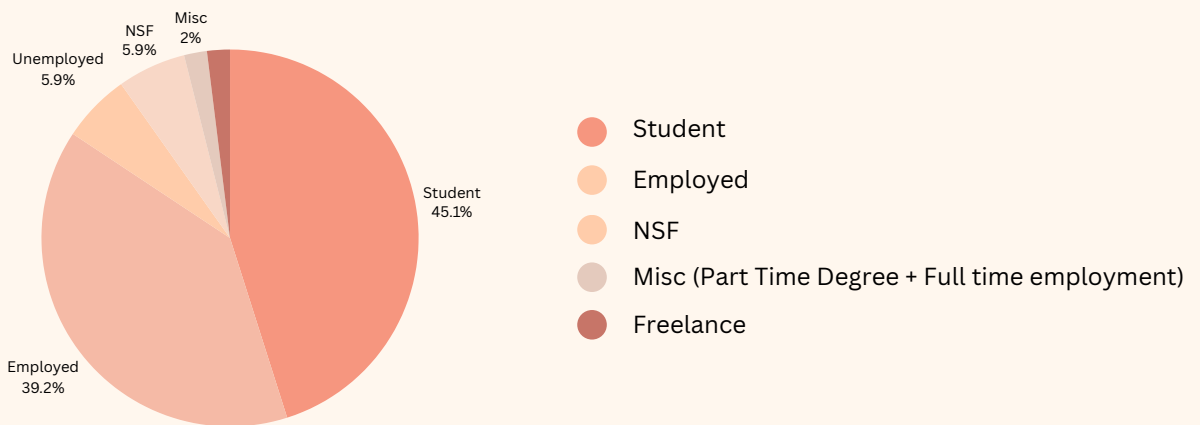
This question is critical in identifying our primary target audience. The users who are recorded to be outside the range of our primary target audience will be assigned a different set of questions instead.



# SURVEY QUESTIONS: DEMOGRAPHICS

## 2. What is your current education or employment status?

This question is important to understand where the user stands financially, determining whether they have a source of income. This question affects users differently in how they see their financial planning and financial goals later on in the survey. We assumed students do not have an income unless specified otherwise.



Income Status / Age	18 - 25 years old	> 26 years old
Has Income	19 / 51 Users (37.25%)	6 / 51 Users (11.76%)
No Income	24 / 51 Users (47.05%)	2 / 51 Users (3.92%)

**43** of our users were assigned the default survey to assess their readiness to transition to adulthood, while the remaining **8** of our users were assigned the alternate set survey, allowing us to gain insight on what they would have wanted to learn prior to transitioning into adulthood.

# SURVEY QUESTIONS: FINANCE

## FINANCIAL SECURITY

1. Would you consider yourself to be financially secure?
2. What are your views on financial security?
3. What are your struggles with being financially secure?
4. What digital tools would help you be more financially secure?
5. Are you currently using any digital tools to help you be more financially secure?

### 3. What are your struggles with being financially secure?

This question is important in understanding what prevents them from achieving financial security. These pain points should be something that our app aims to overcome.

"School is tough - I now have a huge debt :( would need some time to be back in the green and have savings to be financially independent."

"Having too many wants and impulse spending"

"I have enough money, but I am worried that I do not have enough money to survive another pandemic (I.e. covid 2.0)"

"Keeping up with the finance world. Apparently investing is an important tool and I wish there were more resources to learn about this."

"Economy Inflation"

"Trying to figure out how finance works"

"Not earning as a student, so not being able to save or invest a lot"

Inferring from the results provided, existing pain points can be minimised by providing advice about financial management. We can look into budgeting applications for references relating to financial planning and management.

# SURVEY QUESTIONS: FINANCE

## 4. What digital tools would help you be more financially secure?

This question helps us understand what our users want in the application. The fusion of multiple ideas could give us an application that satisfies the needs of most of our target audience. The most common answers we received from the survey are listed below.

Budgeting Apps

Investment Apps

Income vs  
Expenditure planner

These results are a generalisation of the common answers.

When ideating for the application, we will take these factors into account to cater to our audience.

## 5. Are you currently using any digital tools to help you be more financially secure?

This questions helps us identify similar existing tools being used. We lean more toward the budgeting side of financial planning. Tools currently identified include the following:



Money Manager



Expense Manager



Fortune City



# SURVEY QUESTIONS: HOME ORGANISATION

## HOME ORGANISATION

1. How often do you organise?
2. What comes to your mind when you think about home organisation?
3. What are your struggles with consistent home organisation?
4. What digital tools would help you be more organized at home?
5. Are you currently using any digital tools to help you be more organized at home?

### 3. What are your struggles with consistent home organisation?

This question is important in understanding what prevents them from achieving a clean living space. These pain points should be something that our app aims to overcome.

“Actually tossing out stuff I don’t need and deciding whether to donate or not.”

“Too many things, I’m a bit of a hoarder too”

“Laziness; no time due to school”

“Too much things, too little space”

“Got energy no time, got time no energy”

Inferring from the results provided, existing pain points can be minimized by providing a form of motivation that encourages them to clean the house. Hoarding can be managed by logically rationalizing the sentimental value of something and determining whether its functionality matches the need to keep it.

# SURVEY QUESTIONS: HOME ORGANISATION

## 4. What digital tools would help you be more organized at home?

This question is similar to that in the finance category. It helps us understand what our users want in an application. The most common answers we received from the survey are listed below.

Home organisation  
techniques and tips

Scheduled Reminders

Planner Tools

These results are a generalisation of the common answers.

When ideating for the application, we will ensure to take these factors into account to cater to our audience.

## 5. Are you currently using any digital tools to help you be more organized at home?

This questions helps us identify similar existing tools being used. These include social media platforms as they do help. Tools currently identified include the following:



Calendar app



# SURVEY QUESTIONS: MENTAL WELLNESS

## MENTAL WELLNESS

1. What does mental wellness mean to you?
2. How often do you take care of yourself mentally?
3. What struggles do you face when cultivating mental wellness?
4. Are you currently using any digital tools to help you to cultivate wellness?
5. Are you currently using any digital tools to help you to cultivate mental wellness?

### 3. What struggles do you face when cultivating mental wellness?

This question is important in understanding what prevents them from attaining mental peace. These pain points should be something that our app aims to overcome.

“Having to open up on struggles (especially if private matters), figuring on how to take care of ourselves”

“Random negative thoughts popping out of nowhere and stress from school and peers.”

“Not enough time or no time at all”

“Work life balance”

“Stress from school work or other commitments”

Inferring from the results provided, existing pain points can be minimized by providing a channel for them to vent through, be it through digital means or physical means. It should be something that's one-touch that doesn't distract the user too much since there's a time constraint.

# SURVEY QUESTIONS: MENTAL WELLNESS

## 4. Are you currently using any digital tools to help you to cultivate wellness?

This question is similar to that in the categories above. This helps us understand what our users want as an application. These are the most common answers from the survey.

Mental wellness  
application

Distractions

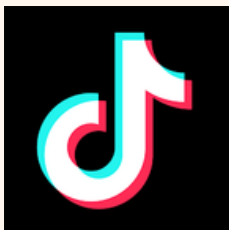
Counselling apps

These results are a generalisation of the common answers.

When ideating for the application, we will ensure to take these factors into account to cater to our audience.

## 5. Are you currently using any digital tools to help you to cultivate mental wellness?

This questions helps us identify similar existing tools being used. Tools currently identified are as follows:



Insight Timer  
(Meditation)



Voice Recorder  
App

# INTERVIEW

After surveying users, we filtered and invited 3 users back for interviews, inquiring for more information regarding them and our 3 Adulting Skills.

Legend: 1 = Highest Priority, 2 = Middle Priority, 3 = Lowest Priority

Result Priority	User 1	User 2	User 3
Financial Security	1	1	1
Home Organisation	3	2	2
Mental Wellness	2	3	3

\* For privacy, names will not be disclosed here, but details are available to view under our [appendices](#) section.

From the priority list, we can see that priority for financial security is undoubtedly the highest, followed by home organisation and mental wellness respectively.

We had decided to focus on the concept of [financial security](#) and [home organisation](#) and ideate the prototype with these two primary factors in mind.



# COMPETITORS

# COMPETITORS



## TIMETREE

Indirect

URL: <https://timetreeapp.com/>

Year created: 2015

### Current amount of active users

13M+ downloads

### Target User Group

- Targets a large range of users who wish to effectively schedule and coordinate their events on a shared calendar.

### Unique Selling Point (USP)

- Shared calendar
- Color-coded events
- Cross-platform compatibility

### Pros

- Allows users to create events in a shared calendar, such that all the users who are invited to the calendar will be able to see all events added in at any time.

### Cons

- Certain UI buttons and portrayal may come across as confusing to the users when they start using the application. It will only get easier once they start interacting with the application more.

# COMPETITORS



## FORTUNE CITY

Direct

URL: <https://sparkful.app/fortune-city>

Year created: 2017

### Current amount of active users

1.8M+ downloads

### Target User Group

- Users who wish to plan their finances in a unique way that is different from mainstream methods.

### Unique Selling Point (USP)

- Expense tracker
- Gamified
- Customizable Categories

### Pros

- Allows users to have a gamified version of financial management and provides incentives for users to work towards.

### Cons

- After recording their expenses, users are able to remove their expense records and still have the buildings in the game world. This may not properly promote financial management when the game becomes more appealing than the core application functions, redirecting the application focus away from the its initial purpose.



# COMPETITORS



## HEADWAY

Indirect

URL: <https://makeheadway.com/>

Year created: 2019

### Current amount of active users

12M+ users from 140+ countries

### Target User Group

- Different demographics of users, like older individuals who prefer making web purchases.

### Unique Selling Point (USP)

- Bite-sized summaries
- Diverse book collection
- Audio summaries
- Repetition tab revisits highlights

### Pros

- Providing the users 15-min summaries of self-help books instead of the whole books themselves reduce the amount of commitment they need to allocate time to the app, enticing the users to give this app a try.

### Cons

- The app stresses on the users to pay for using the app. Without any form of payment, users are not able to access the app's core features. Users may hesitate to use the app as there are multiple paywalls.



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# **HEURISTIC EVALUATION**

# TIMETREE (ANDROID)



## MATCH BETWEEN SYSTEM AND THE REAL WORLD

### 1. Event Creation UX

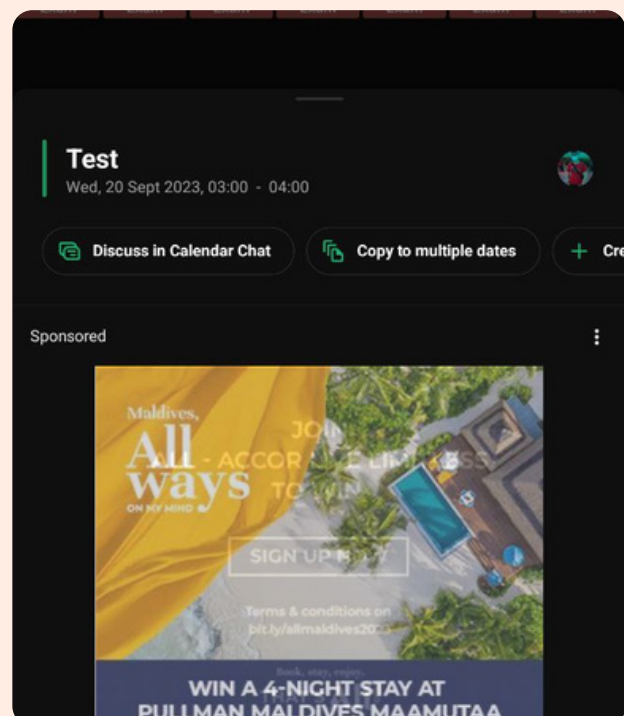
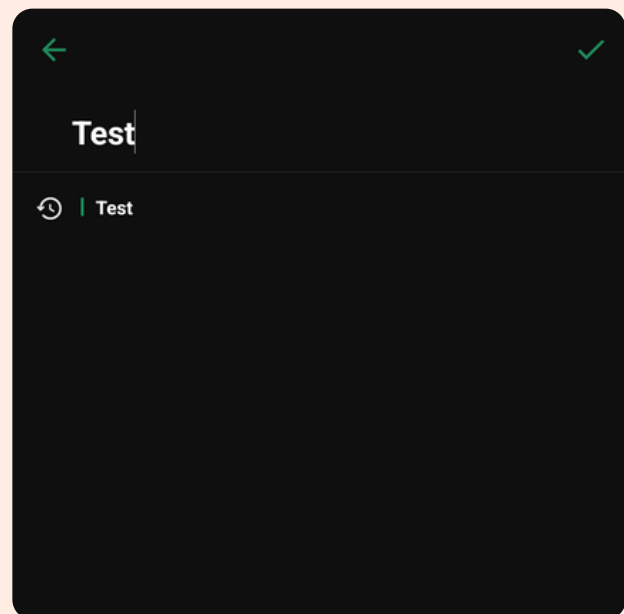
#### Severity Rating: 4/5

In the event creation page, users are required to enter an event title. As they do so, they are greeted with a list of event title history across the whole page. This is not useful during the creation of a brand-new event.

While creating an event, the users' perception of the checkmark icon would be to return to the event creation page when tapping on it.

However, after tapping on the icon, the bottom sheet appears which means the event was created, leading the users to have to find the event in the calendar to continue filling in other details of the event.

This becomes an issue as the checkmark icon does not match the user's expectation as this disrupts their experience using the app.





TimeTree

# TIMETREE (ANDROID)

## MATCH BETWEEN SYSTEM AND THE REAL WORLD

### 2. Editing Event UX

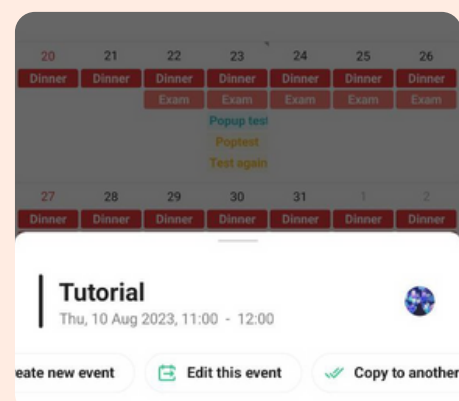
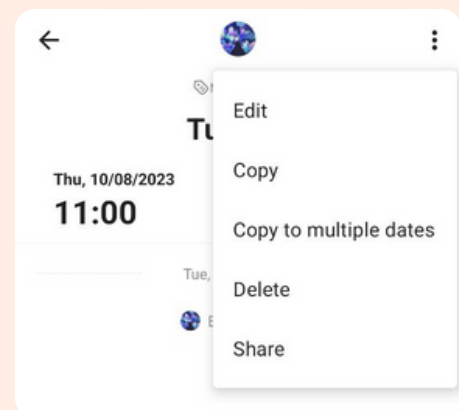
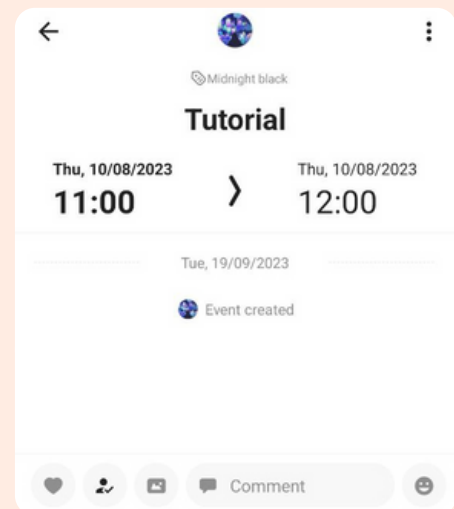
#### Severity Rating: 4/5

Users' first instinct when attempting to edit an event is to tap into the event and look for an edit button. Upon tapping on it, users would be greeted with the event chat function instead, with no edit button in sight.

Users would then be able to discover the Edit button hidden in More Settings (3 dots icon) after a little experimentation.

Another method to edit the event would be in the bottom sheet, which prompts as feedback after creating a new event. However, the button is also hidden in plain sight, as it is the fourth element in the list that scrolls horizontally.

Given that one of the key functionalities has been hidden from plain sight on both screens, this could severely affect users' experience with the app.



# TIMETREE (ANDROID)



## SYSTEM STATUS FEEDBACK

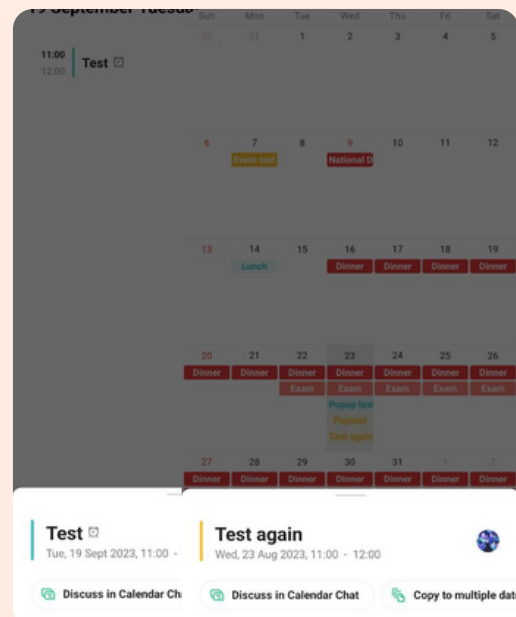
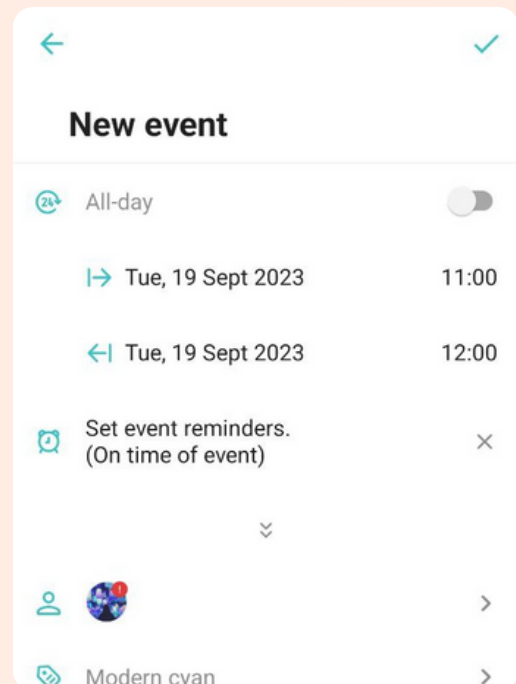
### 1. Event Creation Feedback

**Severity Rating: 2/5**

When creating an event in the calendar, it has a bottom sheet that notifies the user on successful event creation. It would be simpler to direct the user back to the home screen where the calendar is.

If the user accidentally taps outside the bottom sheet, they wouldn't know if the event is successfully created and would need to navigate back to check.

This is an issue as it disrupts the user's experience flow of the app due to the extra steps they have to take to check if they have successfully completed their end goal.



# TIMETREE (ANDROID)



## SYSTEM STATUS FEEDBACK

### 2. Notification Flooding

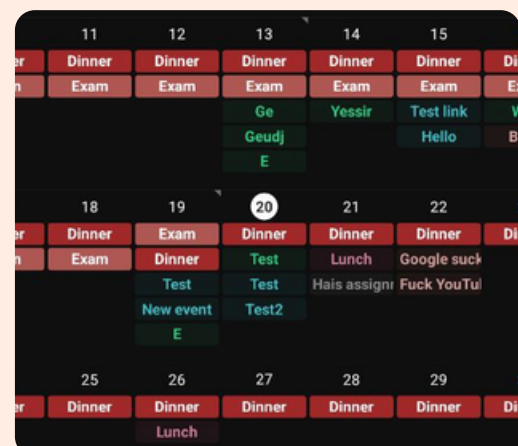
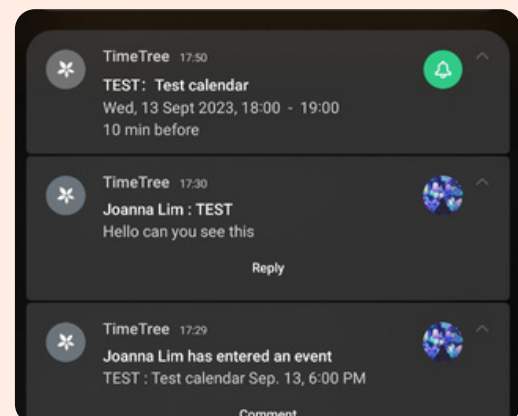
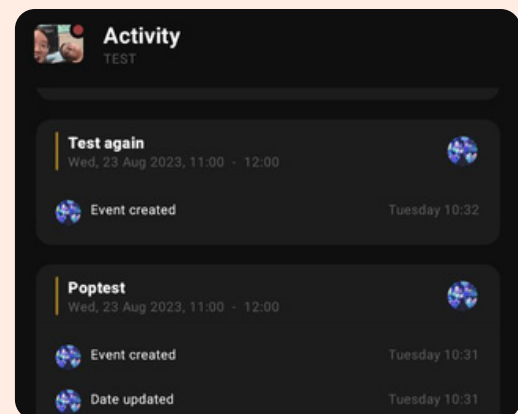
**Severity Rating: 2/5**

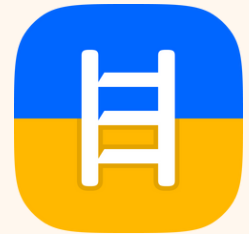
When sharing a calendar with another party, anything that the user does will prompt a notification on the other party's mobile device.

If there were multiple people that are sharing the calendar and all of them start creating events simultaneously, notification flooding would occur.

The user's device would prompt a notification, as well as the activity page's notification pop-up, would show if the activity page had not been reviewed by the other party.

This is dissatisfactory, and users will tend to disable notifications for the app, which in turn defeats the usability of the app itself.





# HEADWAY (IOS)

## SYSTEM STATUS FEEDBACK

### 1. Application Feedback

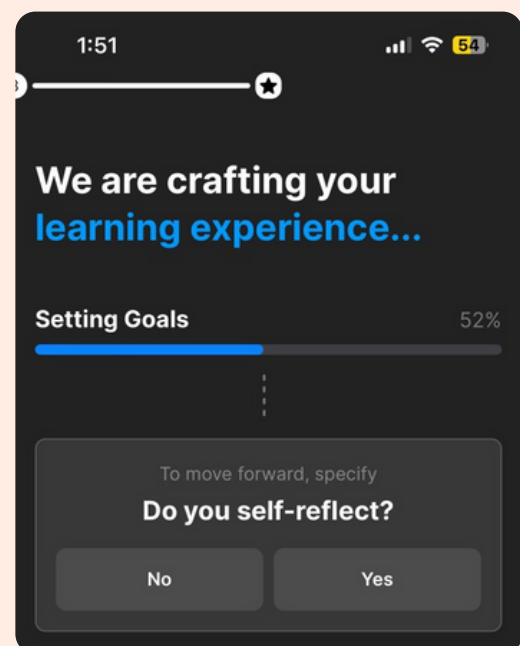
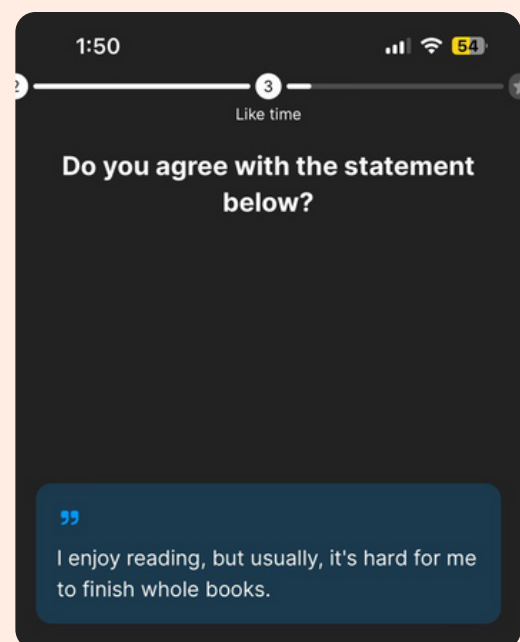
#### Severity Rating: 3/5

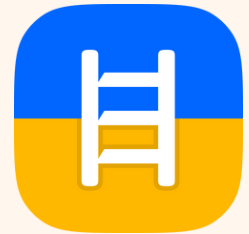
During the onboarding process, the user cannot go back to the previous step after they tap a button. This ruins users' experience at the start of the app.

The app is not optimised for certain phone models. This can be seen when the headers of the breadcrumbs at the most left and right side are being cut off.

Despite all these flaws, the app makes use of smooth screen animations and transitions. This makes the app more engaging.

Creative use of words also helps to bring a personal touch for the users.





# HEADWAY (IOS)

## SYSTEM STATUS FEEDBACK

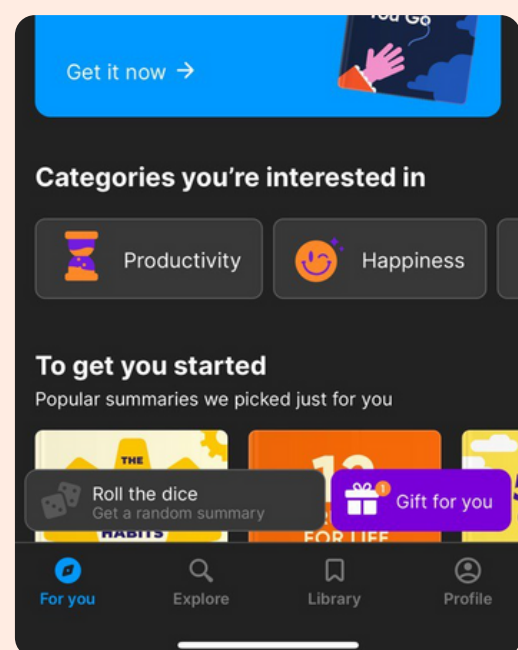
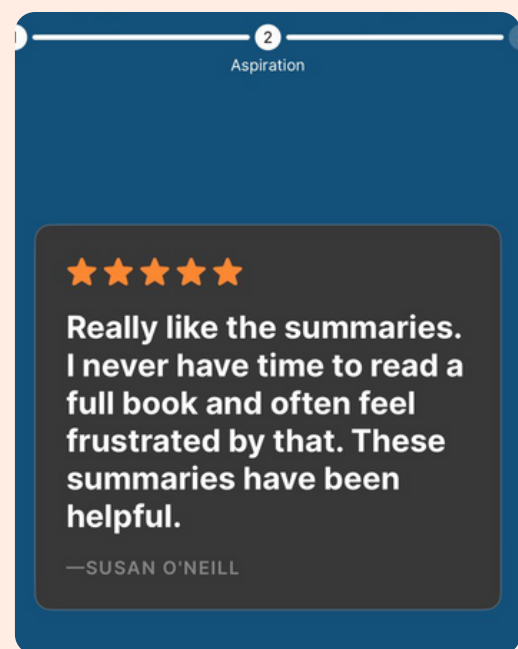
### 2. App clarity and affordance

**Severity Rating: 3/5**

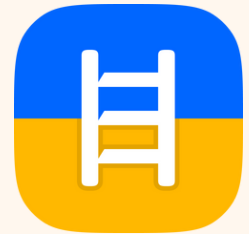
During the onboarding process, every step the user completes will result in the next screen being a positive review of the app itself.

This can disrupt the onboarding process as it is repetitive for the users. The users have to tap out of the reviews screen to move on to the next onboarding step.

The placement of the 'Roll the Dice' button informs the users that it is one of the key features of the app as it is above the main navigation bar. However, the colour of the button blends in too well with the app, making it barely visible to the users.







# HEADWAY (IOS)

## MATCH BETWEEN SYSTEM AND THE REAL WORLD

### 1. Expectation Matching

#### Severity Rating: 1/5

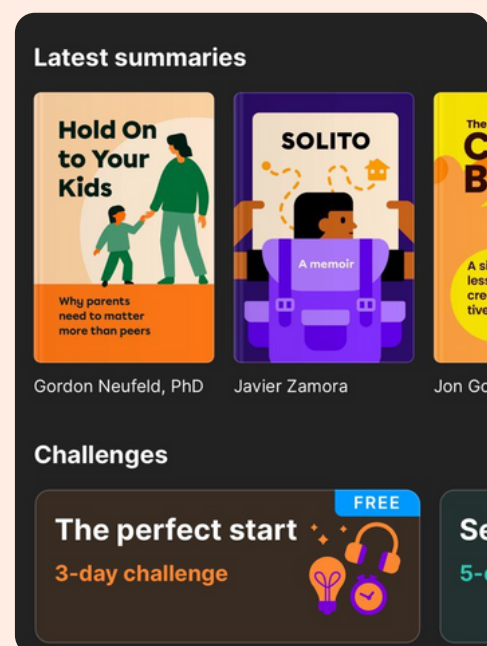
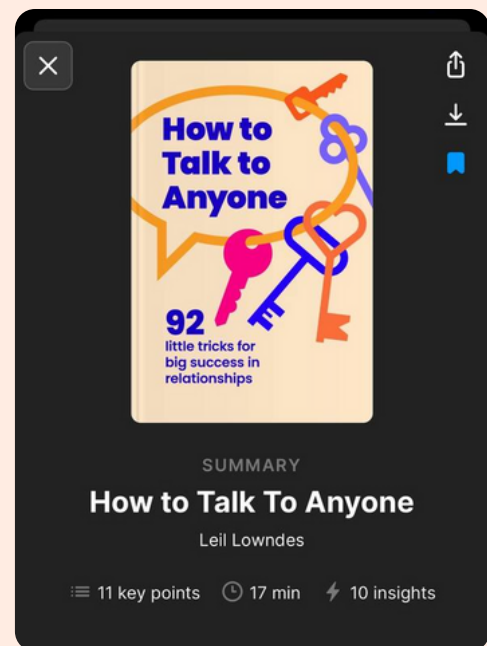
This app is very similar to other e-book and audiobook apps, just with additional sub features like book summaries.

This makes the app intuitive for users who have previously used similar apps.

Headway prides itself on the branding they want to bring across to their users.

This can be clearly seen, as all the books they provide on their platform have been redesigned to align the to the style of their app.

The app also prides itself on user personalisation. While content is being loaded in the background, they use this to their advantage to ask users questions in a bid to 'personalise' the app for them.





# HEADWAY (IOS)

## MATCH BETWEEN SYSTEM AND THE REAL WORLD

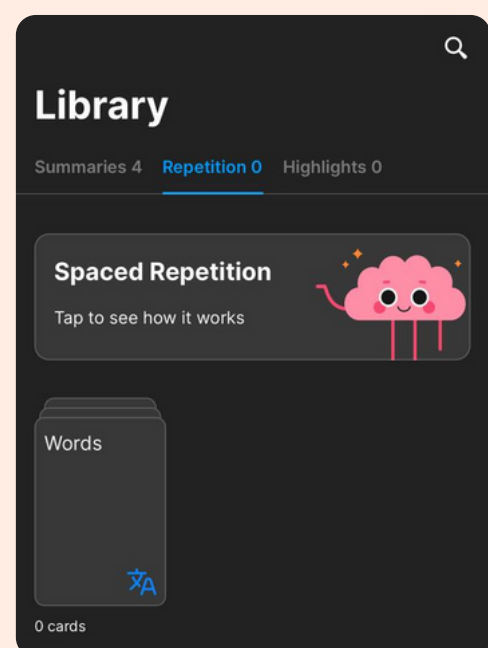
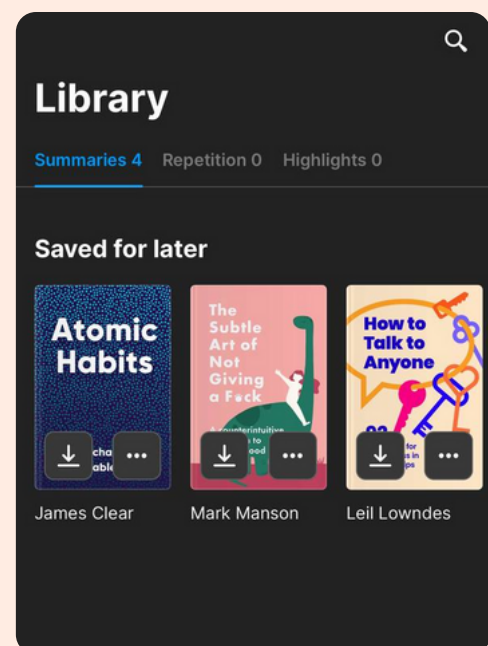
### 2. Visuals and Behaviours

**Severity Rating: 3/5**

App's visual code is intuitive, however, some visual issues were faced by the user in the Android version.

Copywriting is appropriate, though some headers uses words that doesn't accurately represent the features.

Inconsistent as the discover icon leads to different areas of the application depending on where you tap it from.





# FORTUNE CITY (ANDROID)

## USER CONTROL AND REVERSIBILITY

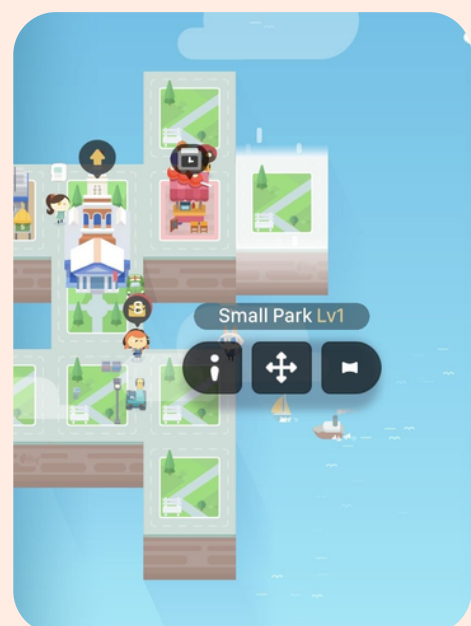
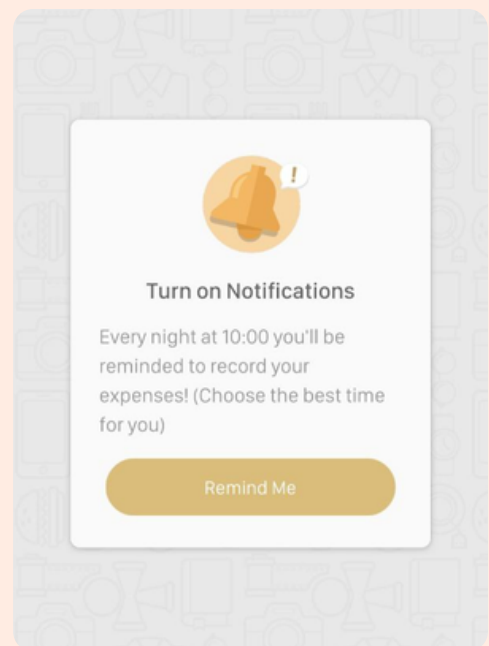
### 1. User Action Clarity

**Severity Rating: 3/5**

During the onboarding process, the starting flow only allows the user to 'Skip' instructions. There is no option to go back.

This can lead users to being lost when they first use the app due to either neglect or misstep.

On the bright side, the edit city function allows user to customize building placement, etc. This is a useful feature aligned with the gamification aspect of the application.





# FORTUNE CITY (ANDROID)

## USER CONTROL AND REVERSIBILITY

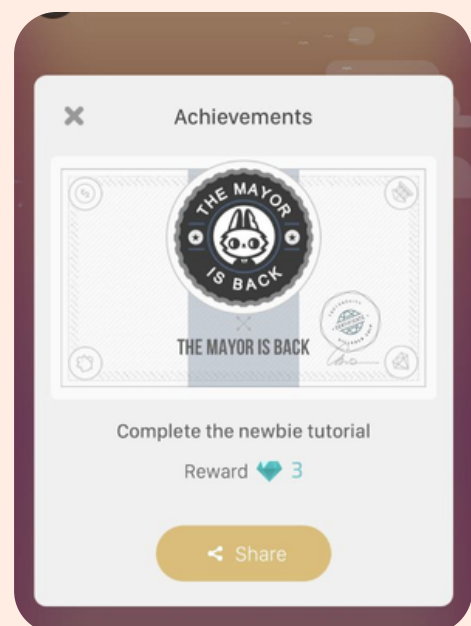
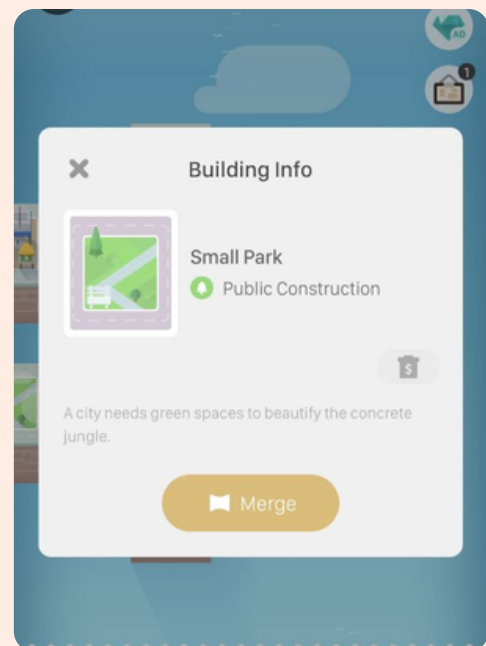
### 2. Pop-up usage

#### Severity Rating: 2/5

Fortune City has a lot of achievement and in-game awards to reward the user when they do tasks (E.g. When adding a visitor and giving them a job/ When adding an amount being spent on food).

User gets achievement pop ups or collects rewards by watching ads, which can be closed afterwards.

This rewarding action encourages the users to commit actions they usually wouldn't do (watching ads) as well as return to the app as it provides a sense of accomplishment for the users.





# FORTUNE CITY (ANDROID)

## USER CONTROL AND REVERSIBILITY

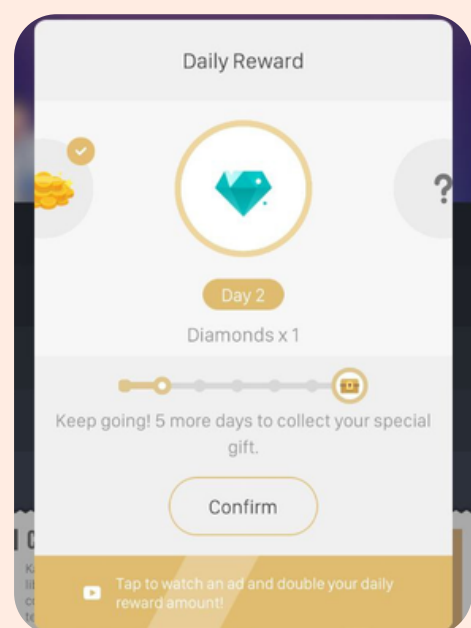
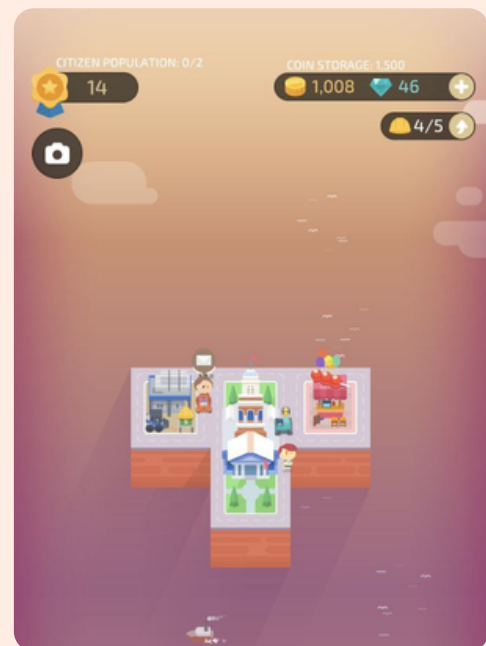
### 3. In-app Progression

#### Severity Rating: 1/5

The game has a daily reward system, which entices the user to come back and manage the city on a daily basis so they would not miss out on the rewards as they are useful in progressing through the game.

The app also has an interesting day to night system present in the game, reflecting the user's real-world time.

This makes the app more personal to the users, building some sort of attachment between the user and the app.





# FORTUNE CITY (ANDROID)

## MEMORY RECOGNITION EASE

### 1. User History

#### Severity Rating: 1/5

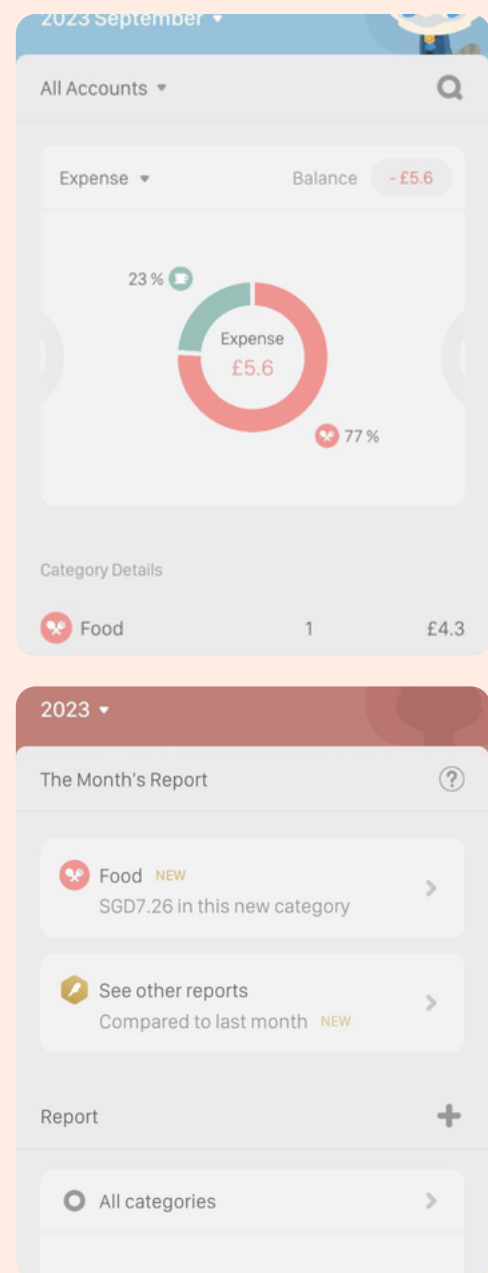
The app uses charts to keep track of different want and need categories, budget, frequency, etc. This improves the visual appeal of the expenditure data, and users can easily process the data as a result.

Data analysis and other advanced tools require a paid subscription.

These help keep track of the user's spending by day and provide an overview and review, which would be useful for some users.

This app influences the users to pay for their app in an effective manner.

While the app is useful as a free app, the paid subscription provides even more in-depth features that can further fulfil the user's needs.





# FORTUNE CITY (ANDROID)

## MEMORY RECOGNITION EASE

### 2. Display Consistency

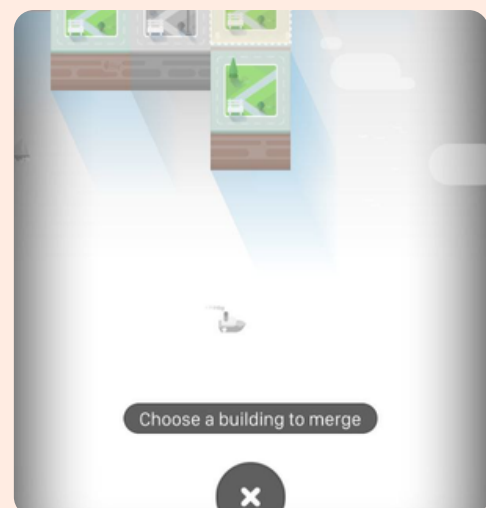
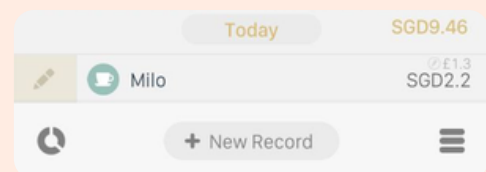
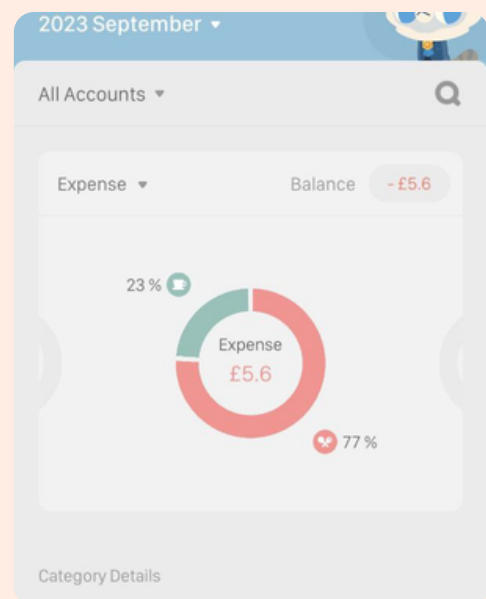
#### Severity Rating: 1/5

The app's layout remains consistent throughout. Gameplay does not change its display when it comes to managing the city (merging of buildings, providing visitors jobs).

The UI system for rewards remains consistent as well.

The app also retains its easy to understand display input function to enter daily spending and expenses.

This provides a sense of ease to the users as they will not be overwhelmed by the app's primary features on top of its gamification features.





# FORTUNE CITY (ANDROID)

## HELP AND DOCUMENTATION

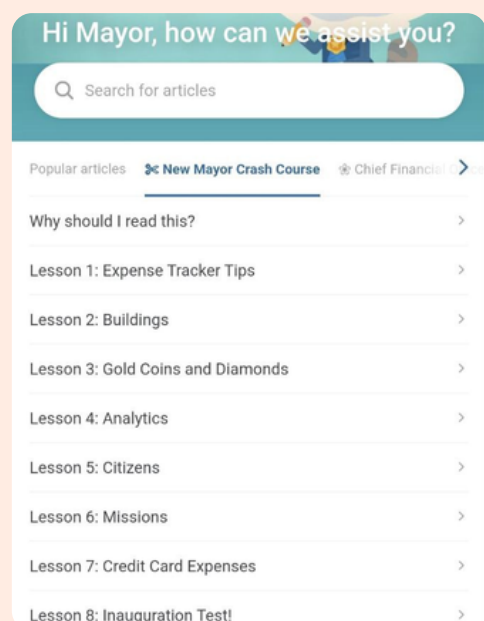
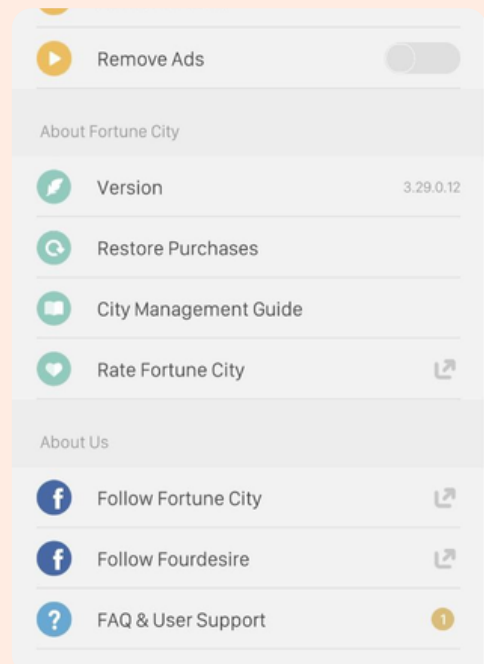
### 1. In-app assistance

#### Severity Rating: 3/5

After a tutorial during the onboarding process, there is no other assistance in the app's gameplay page. Users who are still unfamiliar with game would feel lost and frustrated as help is not readily available.

User would be required to find their way to the app's forum page, which has detailed FAQs with categorized questions about the game, as well as a new user crash course.

This may cause the user to be lost when they first join the app, which results in a possibly unpleasant user experience.







# USER STORIES

# USER STORIES

## AS AN ACTIVE STUDENT , I WANT TO:

Learn more about **budgeting** and start to track my **expenses**, so I can **save more money** for the future.

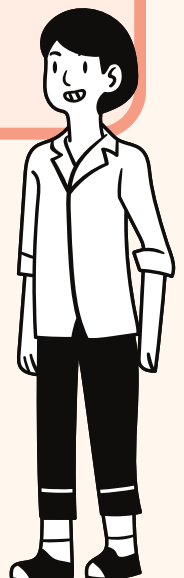
Get a **headstart** in adulting knowledge, presented in a **digestible format** that does not overwhelm me.

## AS AN INDEPENDENT YOUNG ADULT , I WANT TO:

Have something that can **motivate me** to clean my living space so I can create a **conducive work environment** at home.

Get tips from **reputable sources** on investing and set aside some money by budgeting, so I can be **financially independent** in the long term.

Learn how to organise items around the house in an **aesthetically pleasing** manner, so that I can cultivate the **habit of being organised** in future.





# PERSONA BOARDS



# Bob



Project Development Officer

*"The current financial and adulting applications I'm using are too complicated to get used to."*

## DEMOGRAPHIC

25, Attached

Bob is a fresh graduate with a high commitment schedule. He experiments with a variety of adulting apps to help him keep track of his work/personal life.

## PERSONAL VALUES

Adaptability

Simplicity

Thriftiness

## MOTIVATIONS

- Balance of versatility & minimalism.
- Apps that are targeted and "get the job done".

## APPLICATIONS USED



## PERSONAL SKILLS

Ready for adulthood



Confidence in financial Security



Home organisation skills



## PAIN POINTS

- Easily overwhelmed by multiple application features.
- Needs an incentive to jumpstart long-term planning for his financial goals.
- Unaware of aesthetic trends to organise his home with.

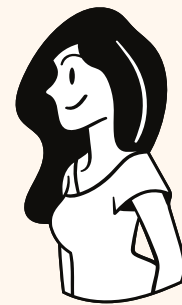
## CORE NEEDS

- More user-friendly, simple-to-use application to improve on his current skillset.



# Olivia

Social Work Associate



*"I'm constantly going above my monthly spending budget..."*

## DEMOGRAPHIC

21, Single

Olivia is a social work associate that provides community resources and social-emotional support to clients, visiting them every 3-6 months.

## PERSONAL VALUES

Open-mindedness

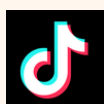
Altruism

Patience

## MOTIVATIONS

- Apps with reminder features highlighting the benefits using the app
- Easily recognisable icons/symbols

## APPLICATIONS USED

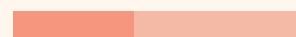


## PERSONAL SKILLS

Ready for adulthood



Confidence in financial Security



Home organisation skills



## PAIN POINTS

- Feels stuck in her present situation of overspending, thus struggling with planning out long-term financial goals.
- Finding an investment plan with the goal of spending comfortably
- Does not plan for the future, and only has a short-term goal of saving regularly.
- Struggles with hoarding her personal items at home.

## CORE NEEDS

- Technology to lead a money-smart life
- Be aware of trends such as inflation.



# Tiffany



Student

*"I don't have the motivation to clear out my living space. There are too many items that are sentimental to me."*

## DEMOGRAPHIC

19, Single

Tiffany is a full-time student from the Philippines who hoards sentimental items at home. She struggles to clear them out and wishes for an app to help motivate her.

## PERSONAL VALUES

Adventurous

Compassionate

Determined

## MOTIVATIONS

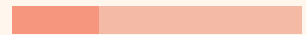
- Gamification of traditional applications
- Creative designs, colorful appearances

## APPLICATIONS USED

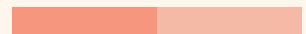


## PERSONAL SKILLS

Ready for adulthood



Confidence in financial Security



Home organisation skills



## PAIN POINTS

- Unmotivated to clean her room
- Having a sentimental connection with items promote house cluttering
- Personally upholds high standard of household cleanliness to be "clean"

## CORE NEEDS

- Tips and tricks to simplify the process of cleaning up
- External / Logical opinions to weigh sentiment vs functionality



# EMPATHY MAPS

## SAYS

*"The current financial and adulating applications I'm using are too complicated to get used to."*

*"I target to save about 40% of my salary, although I don't feel 100% confident about saving this amount."*

## THINKS

- Thinks that he is transitioning well into adulthood
- Application appearance should be minimal and not cluttered
- Applications should be straightforward and versatile



Bob

- Work during weekdays, office hours
- Busy with other life commitments after work and during weekends
- Sometimes check out apps that helps to better manage life

- Contented when an app is user-friendly and simple to use
- Helpless as a huge part of adulating is about financial management
- At ease when his living space is neat and tidy

## DOES

## FEELS

## DEMOGRAPHICS

25, Single

**Bob** is a fresh graduate with a high commitment schedule.

## GOALS

- Leverage on targeted apps to help him be more productive and "get the job done".
- Transition to adulthood well

## PAIN POINTS

- Too many redundant features in app
- Unaware home organisation trends
- Lack of long-term financial planning.



## SAYS

*"I'm constantly going above my monthly spending budget..."*

*"I searched for keywords on TikTok on organising my desk recently."*

## THINKS

- Thinks financial blogs (e.g. Seedly) and lifestyle blogs (e.g. Marie Kondo) are helpful
- Salary is too low to be financially secure



Olivia

- Uses storage boxes to make her living space neat
- Spends her money on Wants rather than Needs

- Worried if she will have sufficient money for her next purchase
- Lost when it comes to financial topics such as investing

## DOES

## FEELS

## DEMOGRAPHICS

21, Single

**Olivia** is a social work associate that provides community resources and social-emotional support to clients, visiting them every 3-6 months.

## GOALS

- To be aware of financial trends such as inflation
- To make the most out of her money

## PAIN POINTS

- Tends to overspend
- Lacks awareness of what long term financial goals to pursue

## SAYS

*"I want to learn how to make my room more aesthetically pleasing and neat."*

"I don't have the motivation to clear out my living space. There are too many items that are sentimental to me."

## THINKS

- Thinks that she is not adequately equipped with the skills needed to organise her room well.
- Sentimental about the objects that she accumulates as gifts from friends.



Tiffany

- Accumulates more items over time
- Tries to look for advice on how to clean up her living space
- Procrastinates

- Feels sad when throwing away her sentimental items
- Feels daunted by the thought of organising items in her home

## DOES

## FEELS

## DEMOGRAPHICS

19, Single

**Tiffany** is a filipino full-time student who hoards sentimental items at home. She struggles to clear them out and wishes for something to motivate her to clean her room.

## GOALS

- Developing the habit of cleaning her living space
- To have a clean room that she can be proud of

## PAIN POINTS

- Sets absurdly high standards for herself
- Gets jaded easily when facing tasks



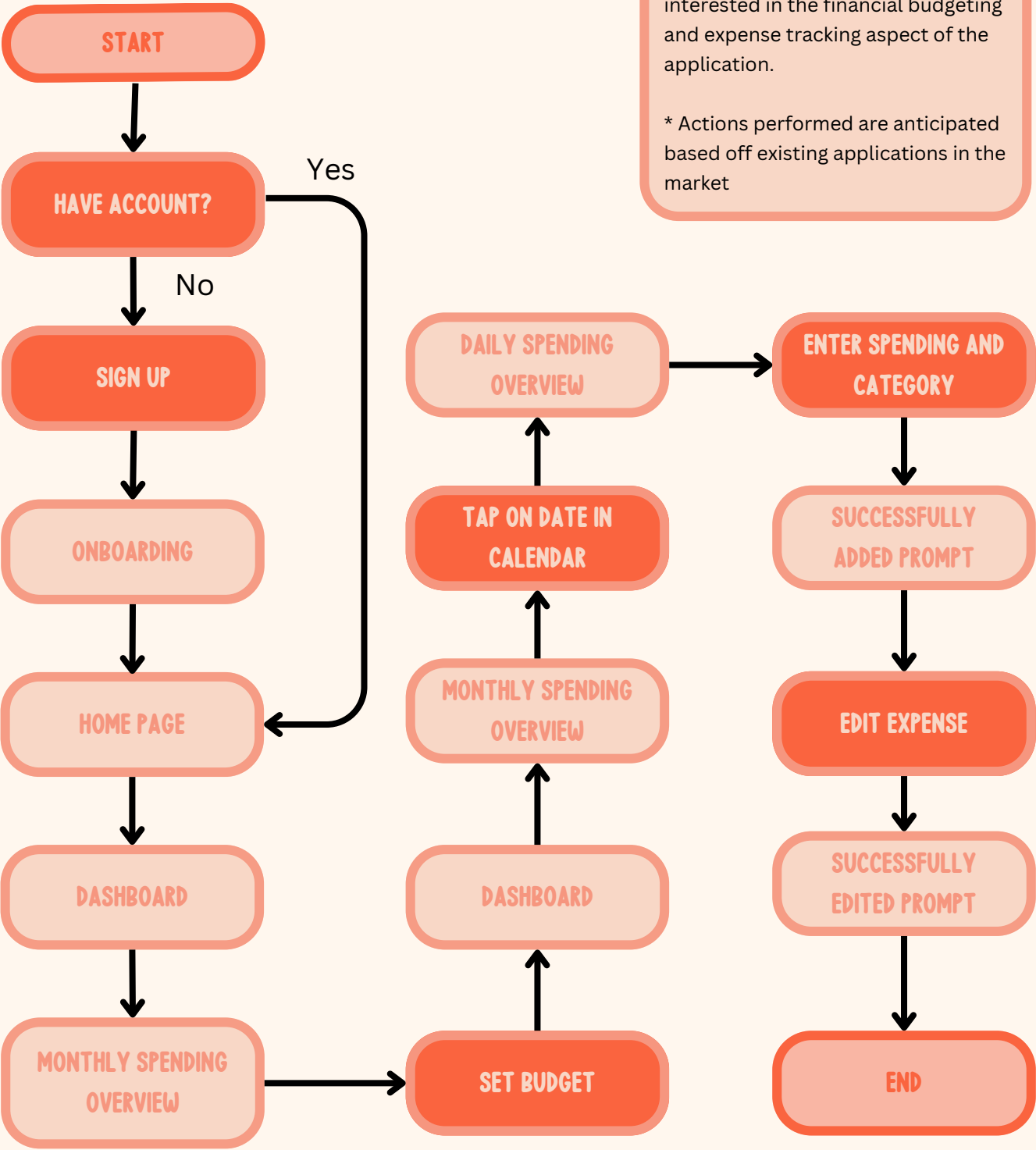
# USER TASK FLOW

# BOB'S TASK FLOW

## USER PROFILE

**Bob** is a new user of Bread-ing. He is interested in the financial budgeting and expense tracking aspect of the application.

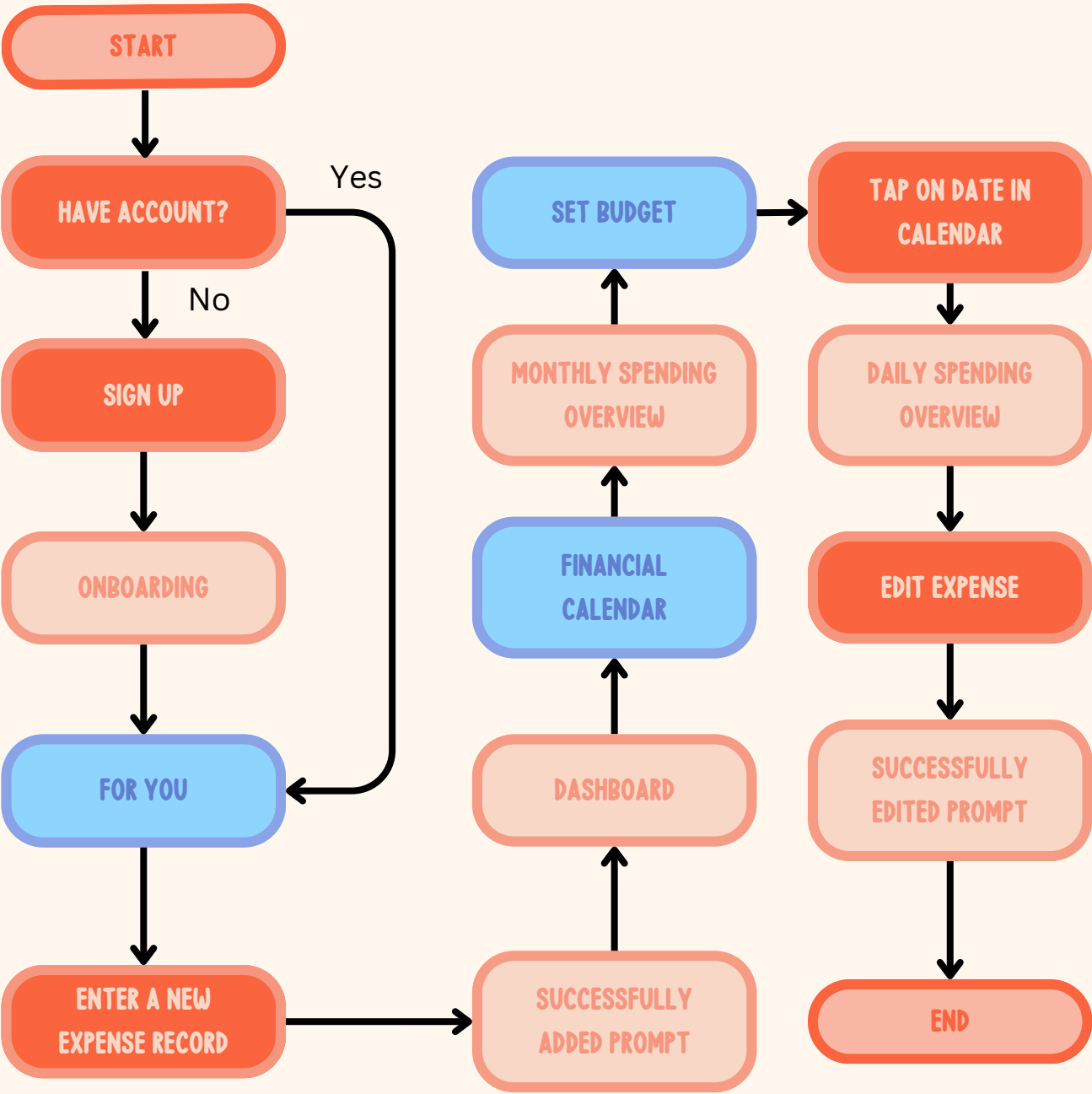
\* Actions performed are anticipated based off existing applications in the market



## Legend



# BOB'S SUGGESTED TASK FLOW



Legend

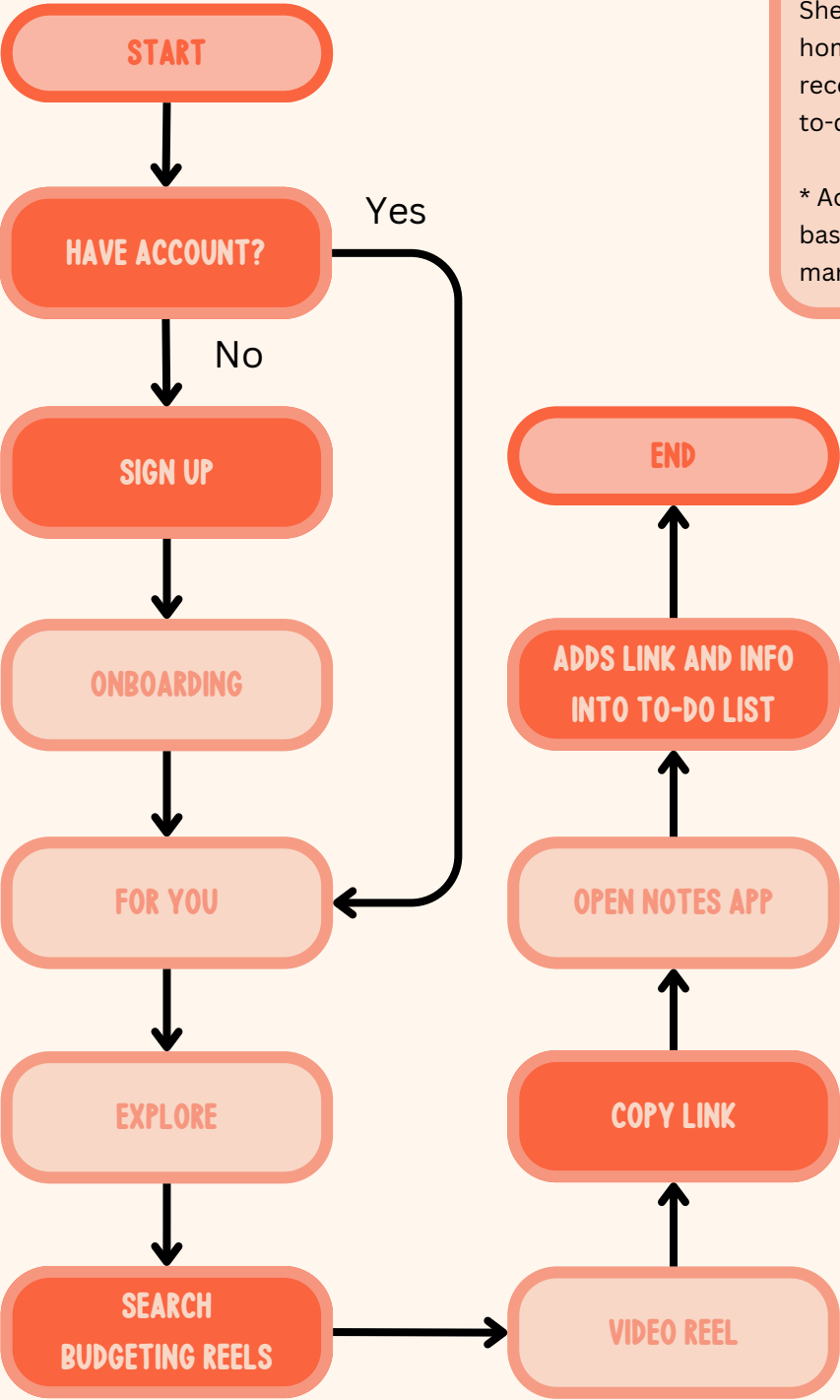


# OLIVIA'S TASK FLOW

## USER PROFILE

**Olivia** is a existing user of Bread-ing. She is interested in budgeting and home organisation video reels and recording down useful tips into her to-do list.

\* Actions performed are anticipated based off existing applications in the market



### Legend



# OLIVIA'S SUGGESTED TASK FLOW



Legend

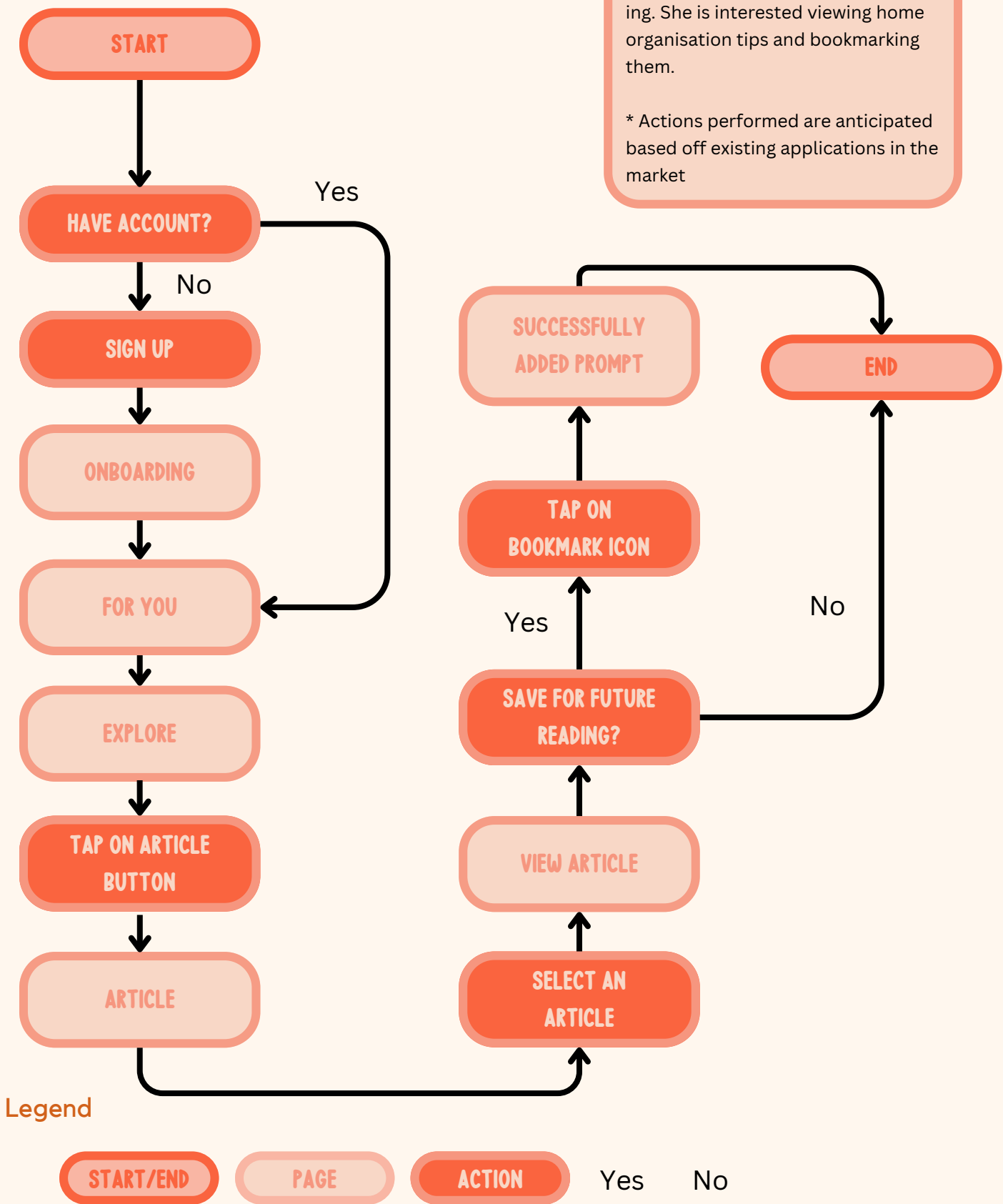


# TIFFANY'S TASK FLOW

**USER PROFILE**

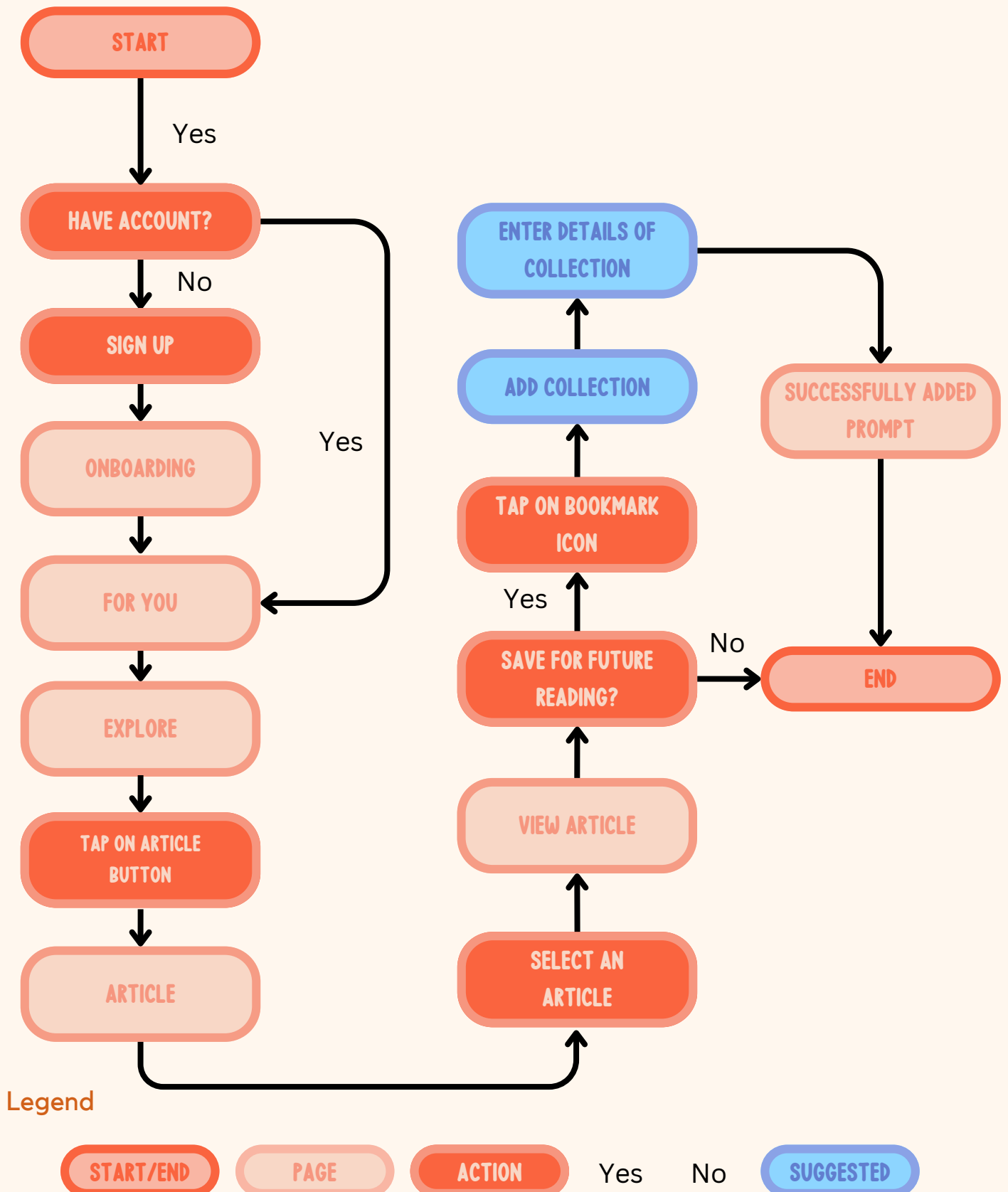
**Tiffany** is a existing user of Bread-ing. She is interested viewing home organisation tips and bookmarking them.

\* Actions performed are anticipated based off existing applications in the market





# TIFFANY'S SUGGESTED TASK FLOW





# USER JOURNEY MAP

# BOB'S USER JOURNEY (CURRENT)



1

**MOTIVATION**

## Activity

Wishes to set a budget and track his expenses.

## Touchpoint

'Home' page.

## Emotions

Excited and motivated.



2

**VIEW CURRENT  
MONTHLY BUDGET**

## Activity

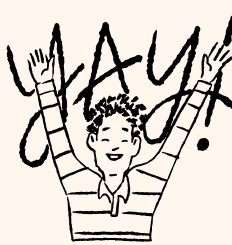
He goes to his dashboard to view his monthly spending overview.

## Touchpoint

'Dashboard' page.

## Emotions

Happy and motivated.



3

**SETS MONTHLY  
BUDGET**

## Activity

He sets his budget accordingly.  
  
This leads him back to 'Home'.

## Touchpoint

'Dashboard' page.

## Emotions

Accomplished.



4

**SET NEW  
EXPENSE RECORD**

## Activity

He goes to his dashboard to set a new expense record, leading him back to 'Home' once done.

## Touchpoint

'Dashboard' page.

## Emotions

Frustrated



5

**EDIT EXPENSE  
RECORD**

## Activity

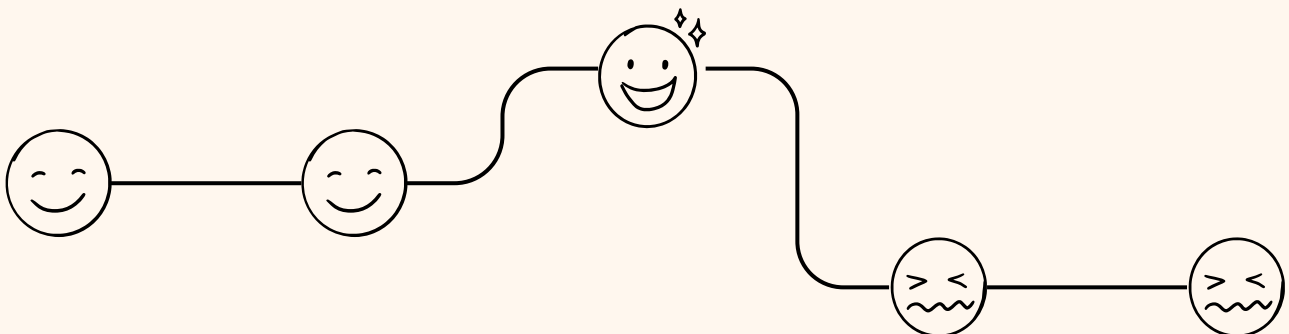
Realising he made a mistake, he returns to his dashboard to edit his expense record.

## Touchpoint

'Dashboard' page.

## Emotions

Frustrated.



# BOB'S USER JOURNEY (PROPOSED)



1

## MOTIVATION

### Activity

Wishes to set a budget and track his expenses.

### Touchpoint

'Home' page.

### Emotions

Excited and motivated.



2

## VIEW & SET MONTHLY BUDGET

### Activity

He goes to his dashboard to view his monthly spending overview.

### Touchpoint

'For You' page.

### Emotions

Happy and motivated.



3

## VIEW FINANCIAL CALENDAR

### Activity

This leads him to 'Dashboard' where he sees his budget overview.

### Touchpoint

'Dashboard' page.

### Emotions

Accomplished.



4

## SET NEW EXPENSE RECORD

### Activity

He sets his new expense record.

### Touchpoint

'Dashboard' page.

### Emotions

Satisfied and accomplished.



5

## EDIT EXPENSE RECORD

### Activity

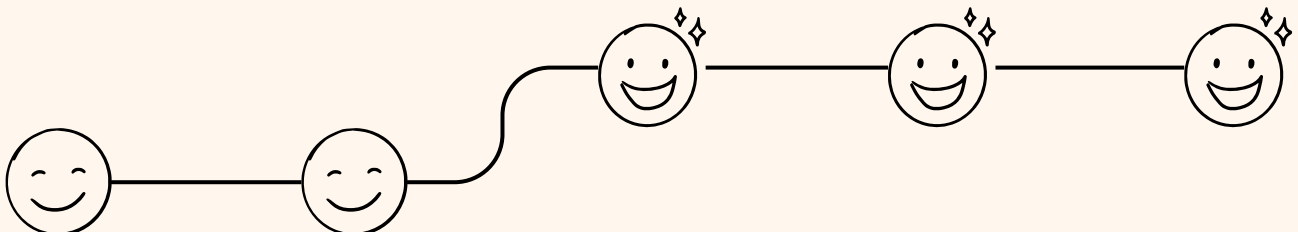
Realising he made a mistake, he edits his expense record.

### Touchpoint

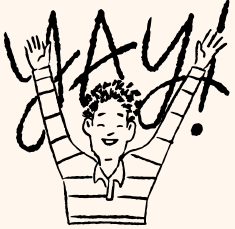
'Dashboard' page.

### Emotions

Satisfied and accomplished.



# OLIVIA'S USER JOURNEY (CURRENT)



1

**MOTIVATION**

## Activity

She is interested in bookmarking tips and adding to her to-do list for home organisation.

**Touchpoint**  
'Dashboard' page.

## Emotions

Interested and motivated.



2

**BROWSING  
'EXPLORE'**

## Activity

Searching for budgeting tips and videos.

**Touchpoint**  
'Explore' page.

## Emotions

Excited and motivated.



3

**SEARCHING FOR  
BUDGETING TIPS**

## Activity

A video caught her attention, and she taps into it.

**Touchpoint**  
'Explore' page.

## Emotions

Interested and motivated.



4

**BOOKMARKING  
REELS**

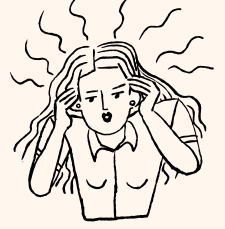
## Activity

Not sure how to save her reels and where to view her bookmarks.

**Touchpoint**  
'Explore' page.

## Emotions

Annoyed.



5

**3RD PARTY  
NOTES APP**

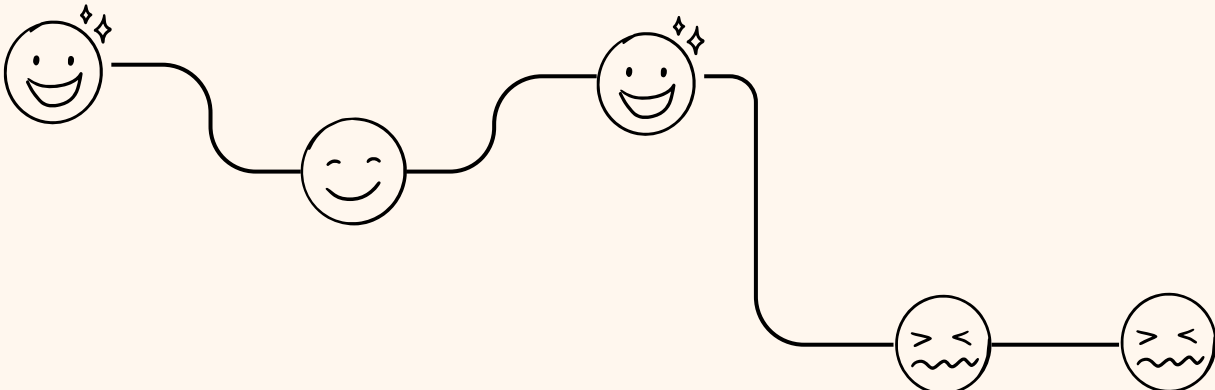
## Activity

She has to open a 3rd-party notes app in order to store her links.

**Touchpoint**  
'Notes App'.

## Emotions

Frustrated.



# OLIVIA'S USER JOURNEY (PROPOSED)



1

**MOTIVATION**

## Activity

She is interested in bookmarking tips and adding to her to-do list for home organisation.

## Touchpoint

'Dashboard' page.

## Emotions

Interested and motivated.



2

**BROWSING  
'EXPLORE'**

## Activity

Searching for budgeting tips and video reels.

## Touchpoint

'Explore' page.

## Emotions

Excited and motivated.



3

**SEARCHING FOR  
BUDGETING TIPS**

## Activity

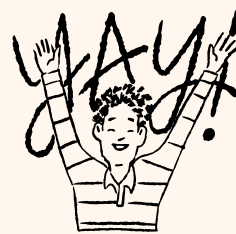
A video reel caught her attention, and she taps into it.

## Touchpoint

'Explore' page.

## Emotions

Interested and motivated.



4

**BOOKMARKING  
REELS**

## Activity

Bookmarks the article for future reading.

## Touchpoint

'Dashboard' page.

## Emotions

Surprised



5

**REVIEWING  
OVERVIEW TO-DO**

## Activity

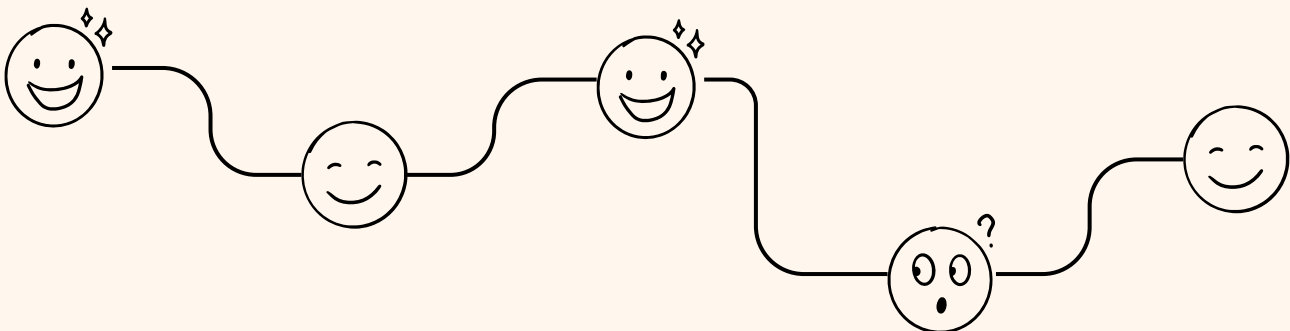
Views her monthly expenses and 'To-Do's.

## Touchpoint

'Dashboard' page.

## Emotions

Excited and motivated.



# TIFFANY'S USER JOURNEY (CURRENT)



1

**MOTIVATION**

**Activity**

Wants to learn more about how to organise her living space.

**Touchpoint**

'For You' page.

**Emotions**

Excited and motivated.



2

**BROWSING  
'EXPLORE'**

**Activity**

Searching for different articles and video reels.

**Touchpoint**

'Explore' page.

**Emotions**

Interested and motivated.



3

**CLICK ON  
ARTICLE**

**Activity**

An article caught her attention, and she taps into it.

**Touchpoint**

'Explore' search results page.

**Emotions**

Curious.



4

**SAVING THE  
ARTICLE**

**Activity**

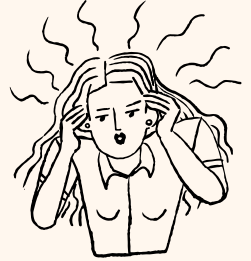
Bookmarks the article for future reading.

**Touchpoint**

Article page.

**Emotions**

Surprised.



5

**ARTICLE  
BOOKMARKED**

**Activity**

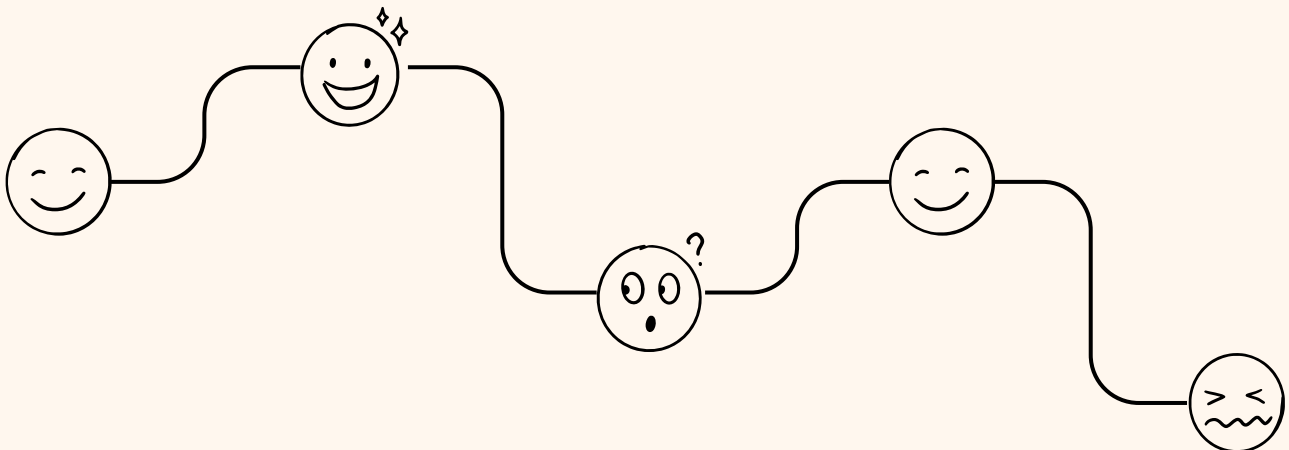
She sees all her articles and videos lumped together in 'Bookmarks'.

**Touchpoint**

'Bookmarks' page.

**Emotions**

Frustrated.



# TIFFANY'S USER JOURNEY (PROPOSED)



1

**MOTIVATION**

**Activity**

Wants to learn more about how to organise her living space.

**Touchpoint**

'For You' page.

**Emotions**

Excited and motivated.



2

**BROWSING  
'EXPLORE'**

**Activity**

Searching for different articles and video reels.

**Touchpoint**

'Explore' page.

**Emotions**

Interested and motivated.



3

**CLICK ON  
ARTICLE**

**Activity**

An article caught her attention, and she taps into it.

**Touchpoint**

'Explore' search results page.

**Emotions**

Curious.



4

**SAVING THE  
ARTICLE**

**Activity**

Bookmarks the article for future reading.

Gets a prompt to add to or create a collection.

**Touchpoint**

Article page.

**Emotions**

Surprised.



5

**FILTERED  
BOOKMARKS**

**Activity**

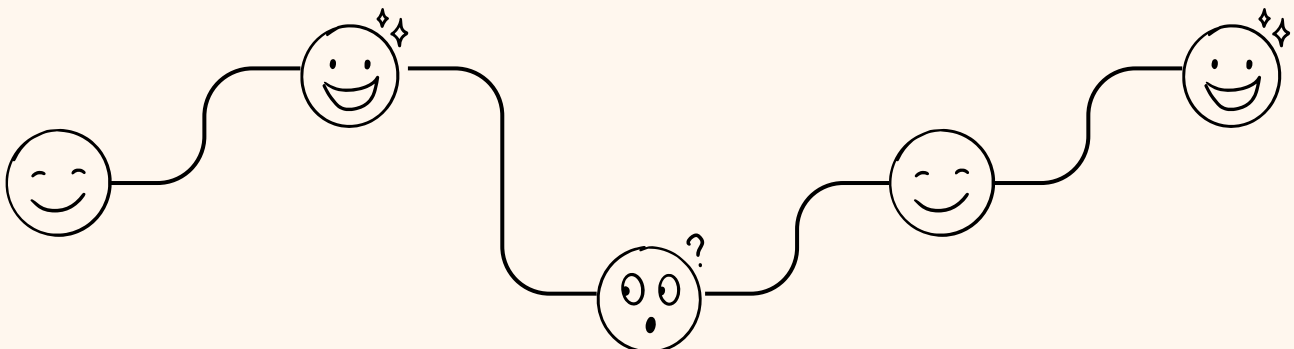
She sees her articles and videos organised via collections in 'Bookmarks'.

**Touchpoint**

'Bookmarks' page.

**Emotions**

Satisfied.







**11**

# **APPENDICES**



# APPENDICES - EXTRA INFORMATION

The following link below showcases our research findings and the results from the google forms. The sheets and forms access is available in the following links:

Google Sheets: <https://shorturl.at/rFMW7>

Google Forms (Edit Access): <https://shorturl.at/ntBJX>

Miro Board (Invite Link): <https://shorturl.at/DGJPS>

The following link below are our competitor references applications. Feel free to download them at your convenience to further test and verify our research:

Headway (**iOS**): <https://shorturl.at/cILX5>

Headway (**Android**): <https://shorturl.at/iTZ08>

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TimeTree (**iOS**): <https://shorturl.at/rvFQW>

TimeTree (**Android**): <https://shorturl.at/dLPZ7>

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Fortune City (**iOS**): <https://shorturl.at/bekrZ>

Fortune City (**Android**): <https://shorturl.at/jnpzZ>

# APPENDICES - INTERVIEW QUESTIONS

These following pages contain our raw ideation and interview questions used during the interviews.

- **Introduction Questions**

Before we begin, take note that all information shared during this interview will be recorded for only project purposes and nothing else.

1. How old are you?
2. What is your current education or employment status?
3. Are you aware of what adulting skills are? (Define adulting skills)
4. Are you open to use digital tools to upgrade your adulting skillset?

- **Financial Security Questions**

First, we will be asking questions to understand more about your views on financial security.

1. Based on your survey input (Insert value), Why do you feel that you are / are not financially secure?
2. Are you currently earning any income? (Can be from employment, side-hustle etc.)
3. What are your spending and saving habits like?
4. What is the estimated percentage of your savings to spending on a monthly basis?
  - a. Tell me more about it (maybe learn more about their budgeting?)
5. Based on your survey response, what features of digital tools do you find most helpful?
6. Are there any financial goals that you hope to reach?
  - a. Tell us more about it.
7. How far ahead do you plan ahead for your finances? short-term or long-term?

# APPENDICES - INTERVIEW QUESTIONS

- **Home Organisation Questions**

Next, we will be asking questions to understand more about your views on home organisation.

1. Do you have a morning routine?
  - a. Tell me more about it
  - b. Do you plan out a schedule to organize your living space?
2. Would you consider your living space to be well-organized?
  - a. Tell me more about it
3. Are there any home organisation skills that you hope to learn?
4. Where did you learn how to organise your living space? (E.g parental advice, platforms)
  - a. How useful do you think they are? (Adulting is hard)
  - b. name 1-3 examples of the social media page you follow
5. Do you face any struggles organizing your living space?
  - a. How do you think digital tools might be able to assist you in this aspect?
6. How often do you clean your house?
7. How do you organize your home?

- **Mental Wellness / Stress Management and Self Care**

Now, we will be asking questions to understand more about your views on stress management and self-care.

- What do you do on your days off?
- How long would you spend on your hobbies?
- Which would you say is your essential hobby and how often would you indulge in it?
- How often do you practice self-care?
- What is your self-care routine like?
- Is mental wellness a priority for you?
- What are your current stressors in life?
  - How do you go about handling them?
- (impromptu questions regarding on digital tools that could help them & if they are currently using any tools rn)

# APPENDICES - INTERVIEW QUESTIONS

- **Towards the end of the interview:**

Thanks for answering the questions so far, we really appreciate it. We've almost come to the end of the interview. However, we have a few more questions for you.

- What would encourage you to use digital tools more often when adulting?
- What tags would you search for if you were to be in an app that gives you tips on adulting?
- What application designs catch your attention the most?
- Among the 3, what do you feel like you need most at this point in your life?  
(Faith is gonna say money)
- What adulting skill do you hope to learn from our mobile app when it comes to the 3 adulting skills.
- What will interest you in investing and finance?

(Include impromptu questions) - If the different applications used are helpful and why

