

revenu

PROCESS DECK

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BRIEF

Explore the visual representation and innovative potential of real time data forms and present them in a way that is easy to understand and engaging for the targeted user.

The prompt of real time data display lead me to look at the problems and challenges faced by my friends and family. I noticed that a lot of people today are looking to start a new or personal business and need a way to track their finances and properly budget their income. Many of these people work another job or have a family to take care of causing them to need an easy to use, readily available application.

PROBLEM

People looking to start a new or personal business need a way to track their finances and properly budget their income at any point in time. Many of these people work another job or have family or children to take care of, causing them to need an easy-to-use, readily available application to stay on top of their finances and be able to properly delegate their budget.

SOLUTION

Create a cross-platform application for small business owners that takes some of the weight off their shoulders, allows them to stay on top of their finances and get a better understanding of how their spending and making their money.

PROJECT GOALS

1. Financial Success

Revenu's main goal is to help it's users towards financial success and to help them see that success over time with successful and interesting visuals.

2. Simplifying Tedious Tasks

Revenu should simplify the time consuming and tedious tasks that businesses need to complete to keep themselves up and running, such as invoices, accounting reports and more.

3. Small Business Focus

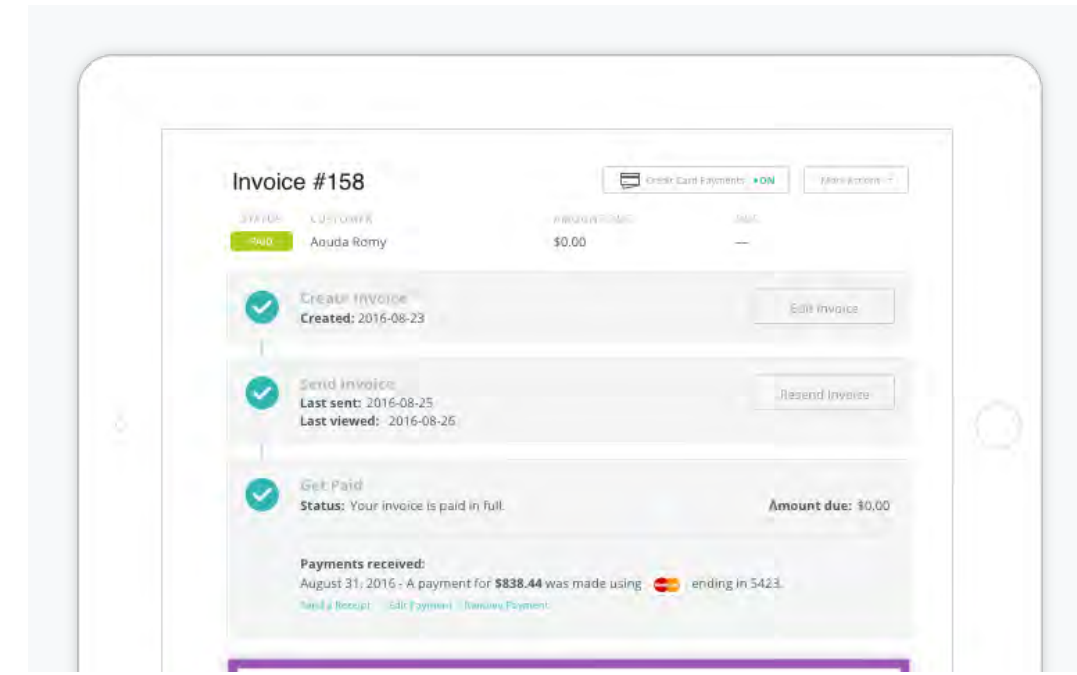
While it can be used by larger businesses Revenu's focus is on helping small or personal businesses. It's goal it to lighten the weight for people starting or upkeeping their own business.

COMPETITIVE ANALYSIS

Revenu provides users with a method of viewing their business' financial health and ways to keep it healthy. For my competitive analysis I focused on researching application which provide online banking capabilities, as well as applications that focus on simplifying the time consuming or tedious tasks businesses have to do.

TAKEAWAYS

- Apps mostly focus on tracking business sales and expenses
- Apps tend to lean toward manual input of user's expenses, i.e scanning receipts
- Many forecast for the user's future to suggest budget changes
- Some apps help connect user's to finance or tax professionals



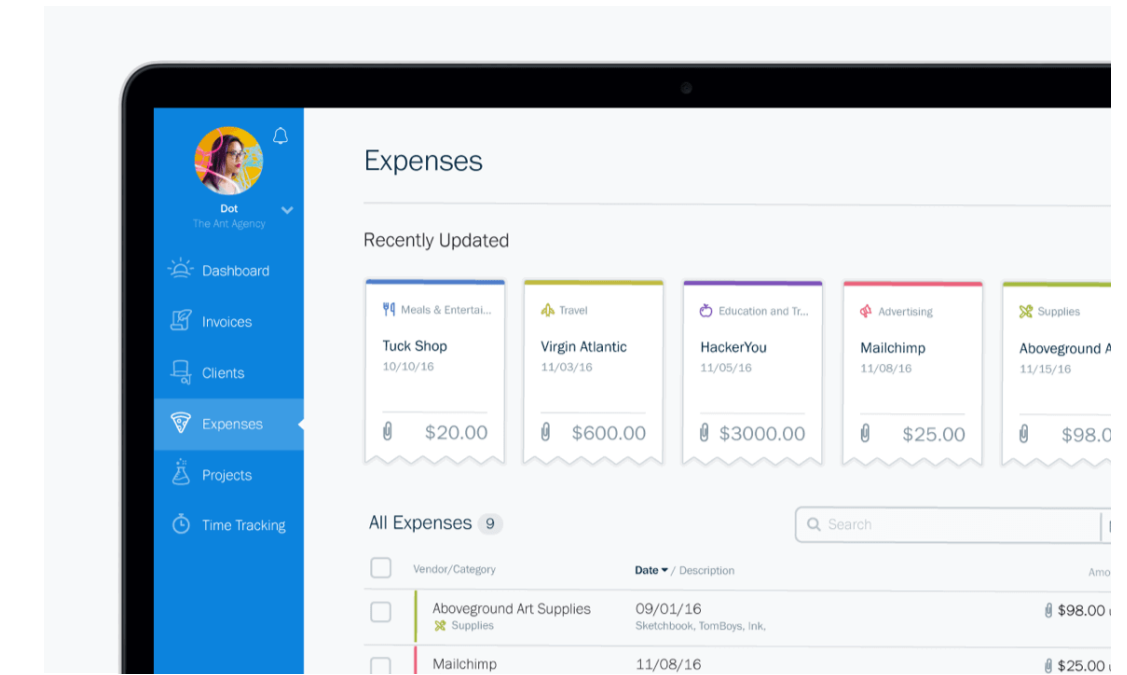
WAVE

Lets businesses track sales and expenses, manage invoices and customer payments, pay employees, scan receipts and generate accounting reports.



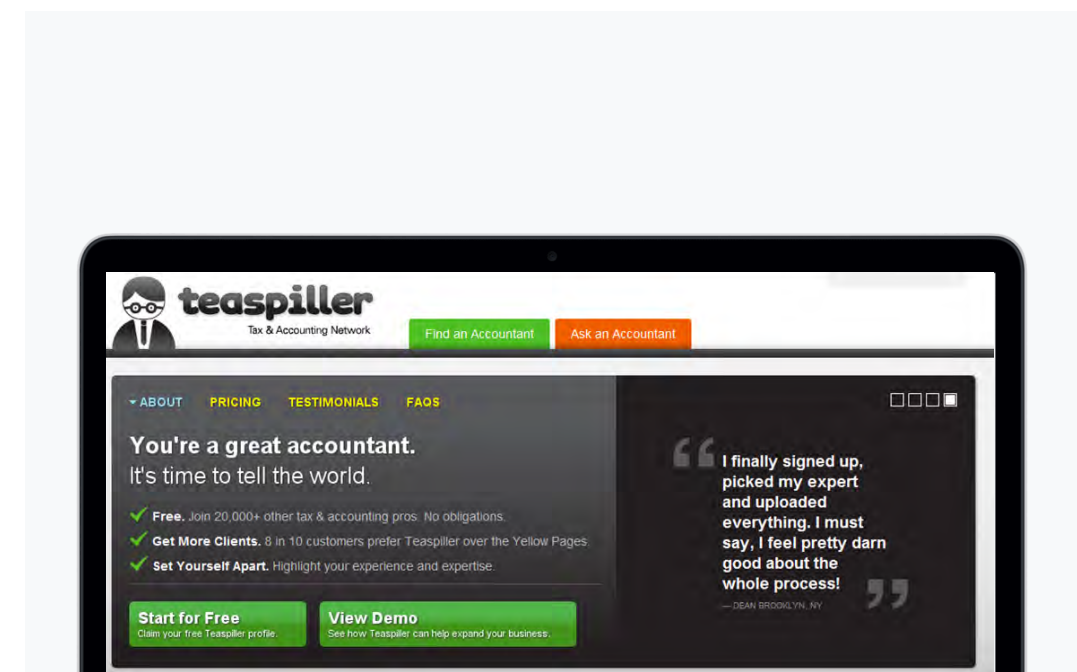
INDINERO

Pulls information from a small business owners credit card account and provides not only current financial information but also forecasts for the future and suggests budgets.



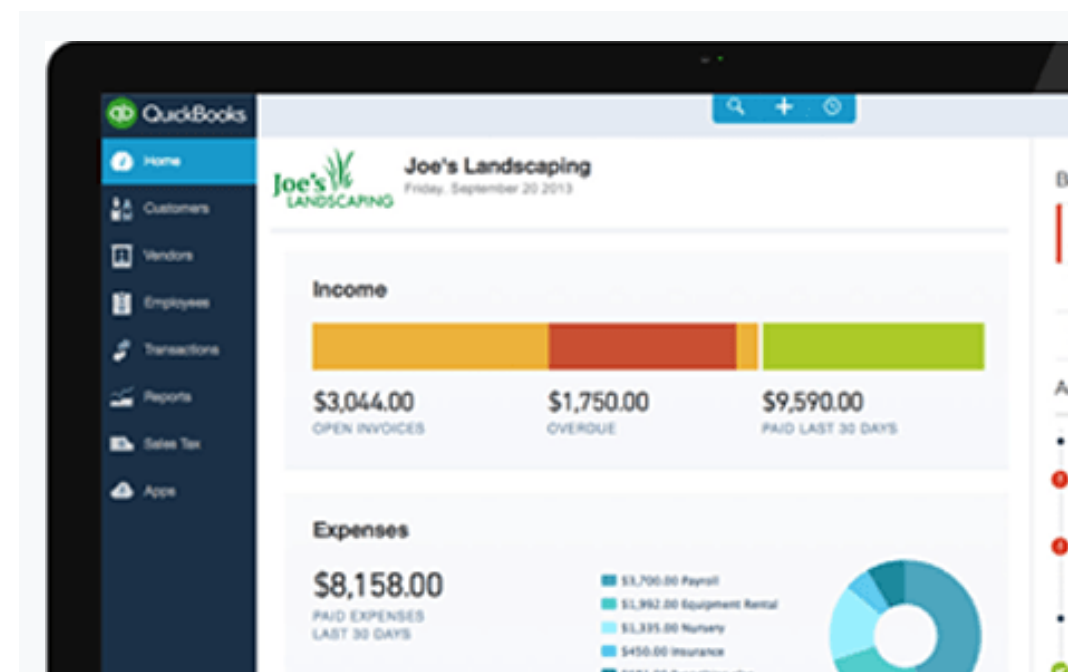
FRESHBOOKS

Streamlines the task of compiling invoices into a unified and easy-to-monitor format for small business owners and consultants.



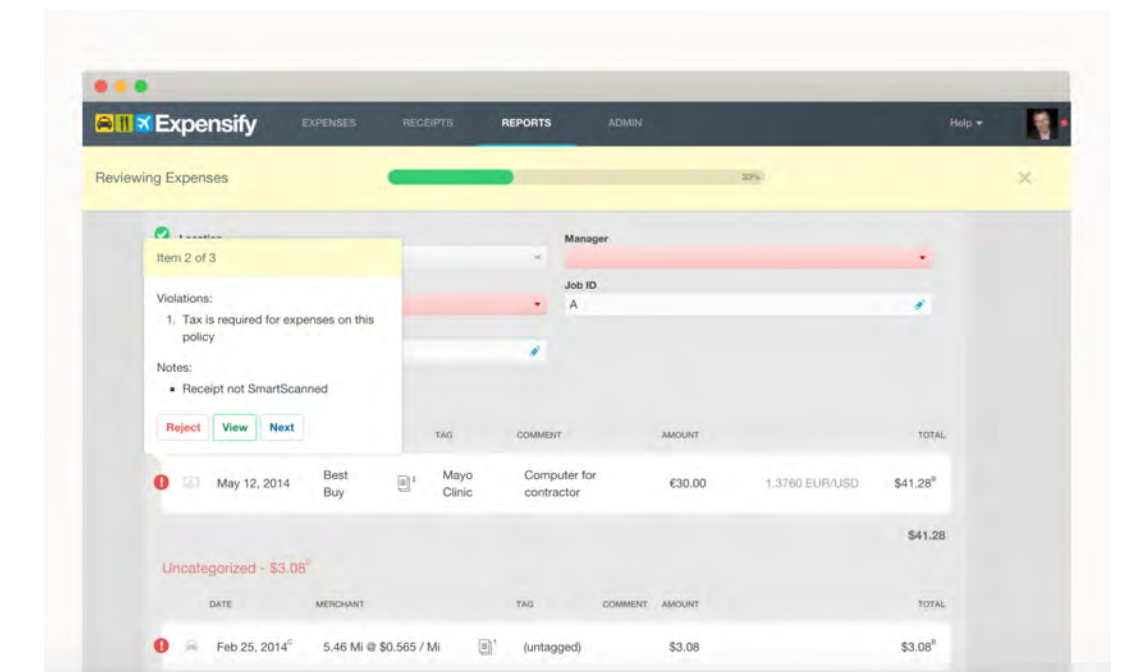
TEASPILLER

Connecting small business owners with tax professionals who are selected based on their particular business's needs and specializations.



QUICKBOOKS

Used to track your business sales and expenses; view financial statements, such as profit-and-loss reports; pay your employees and vendors, track unpaid invoices; and much more.

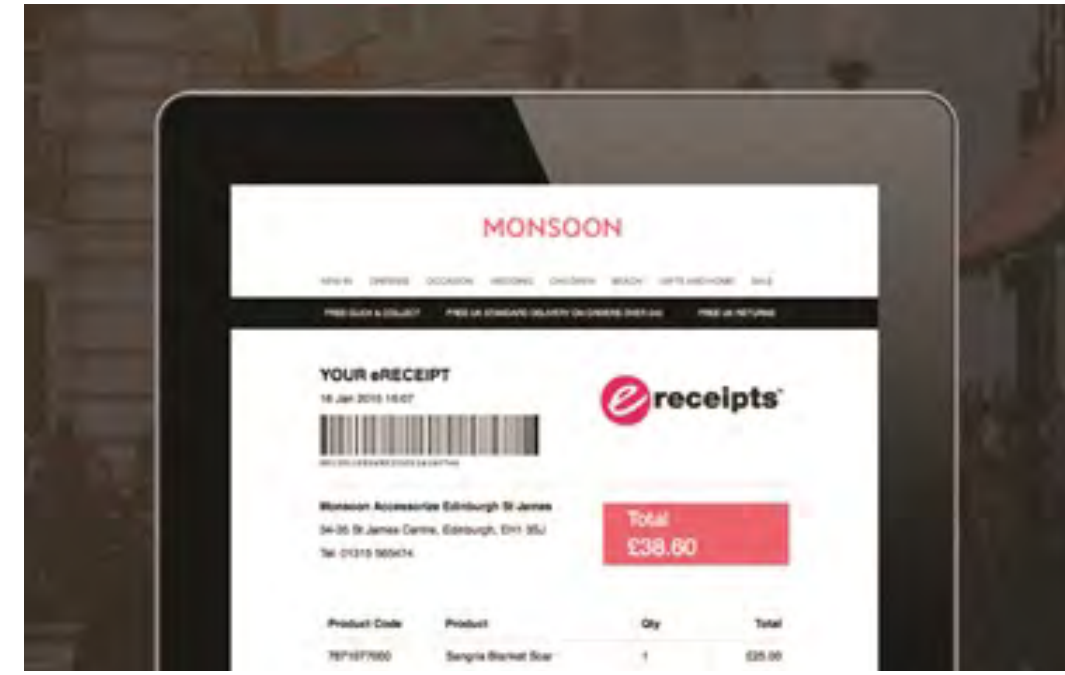


EXPENSIFY

Allows you to take a photo of a receipt and the app converts it into a neatly formatted report.

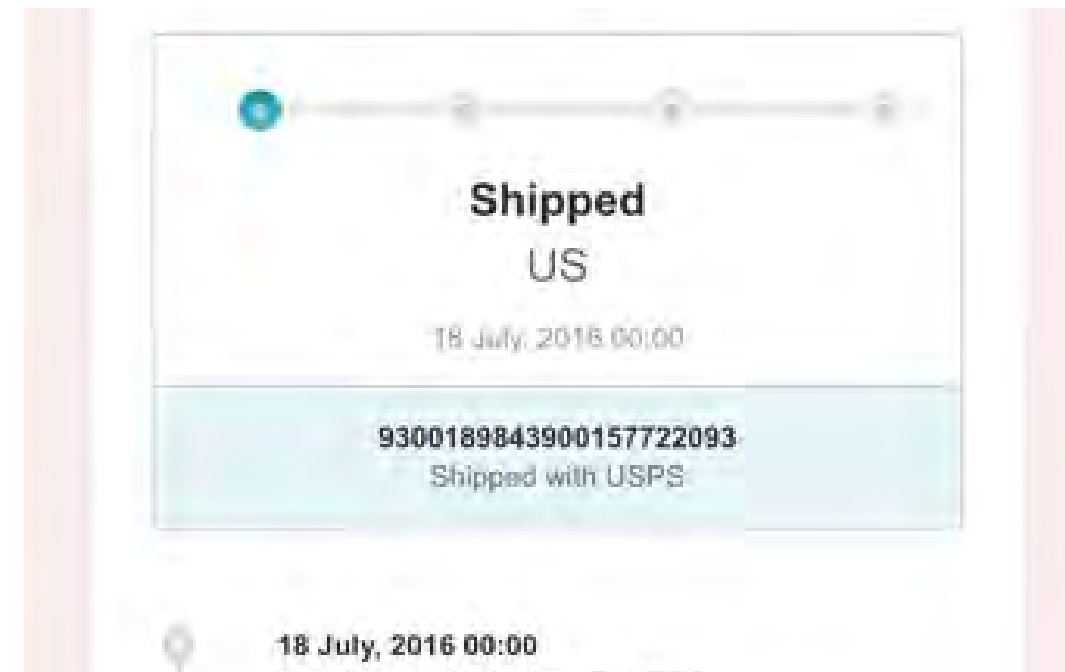
TREND RESEARCH

While doing research for this application I took note of some UI trends used for similar applications. Several of these trends that I believe Revenu could leverage to the advantage of it's users are shown here.



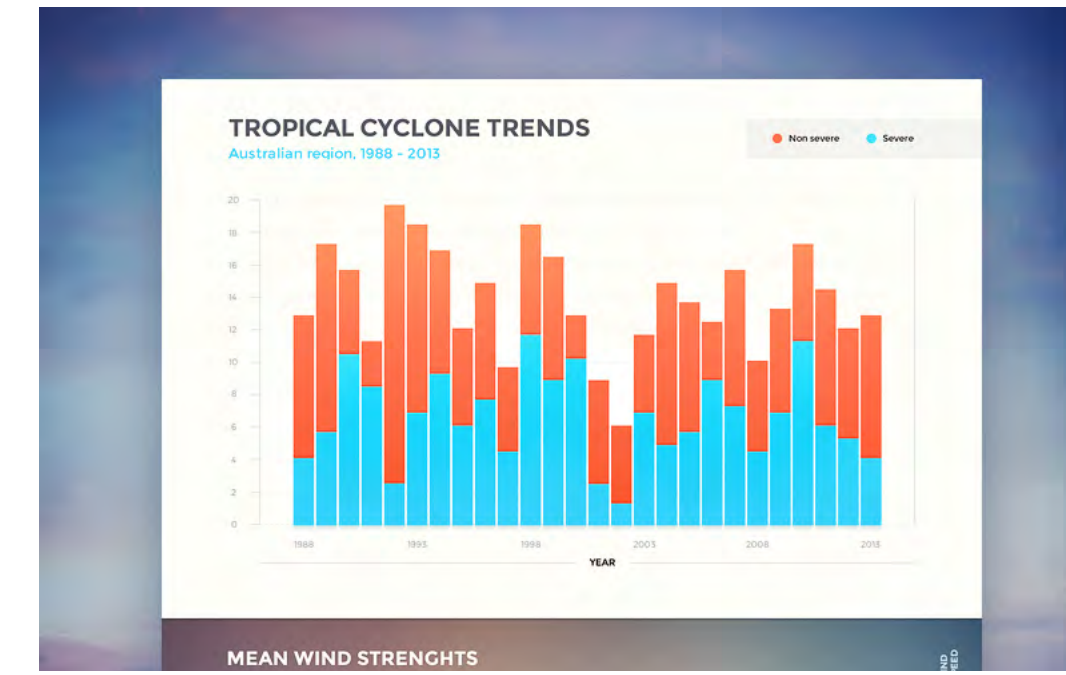
E-RECEIPTS

Currently being used by many businesses to quicken customer turn around, this trend also reduces paper waste and allows customer's to track their expenses easier.



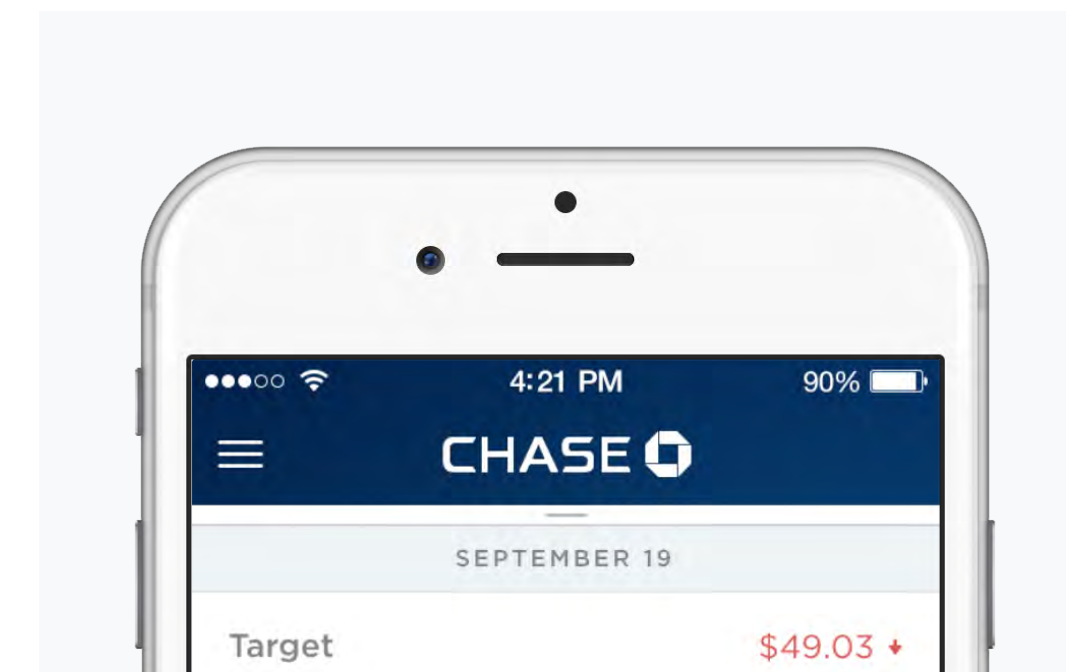
E-COMMERCE

Thanks to the internet it is now incredibly easier for small businesses to sell, ship and market to the masses.



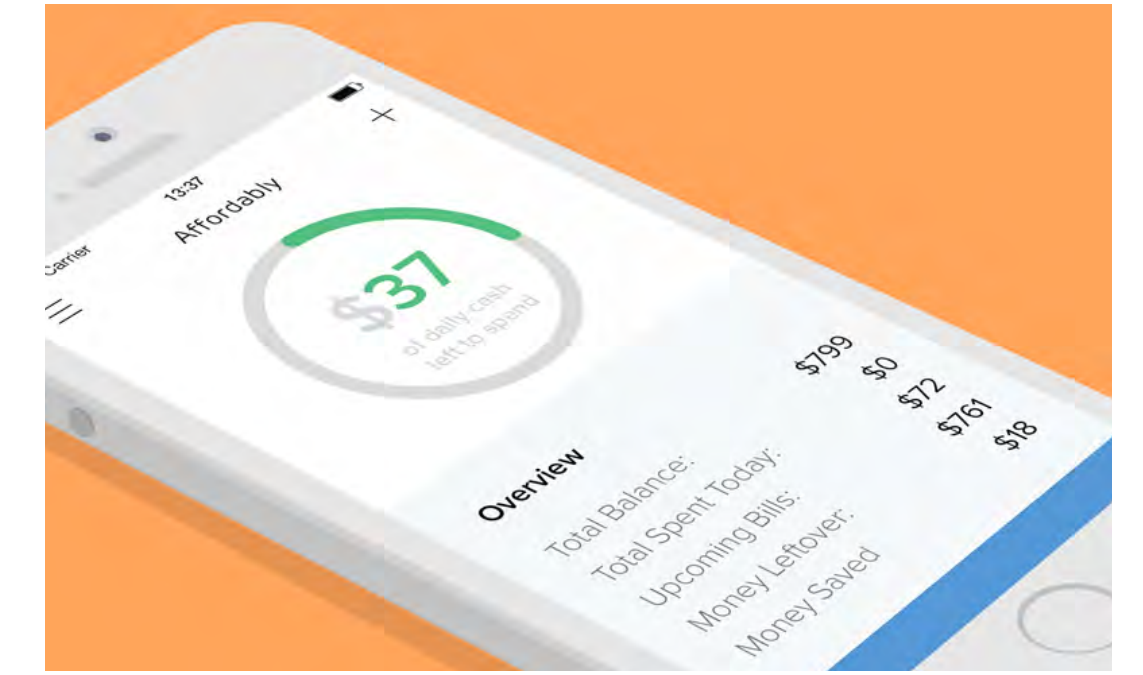
GRAPHS

Graphs are useful in visualizing change over time, in the case of Revenu their profit and expenses over the past week, month, or year.



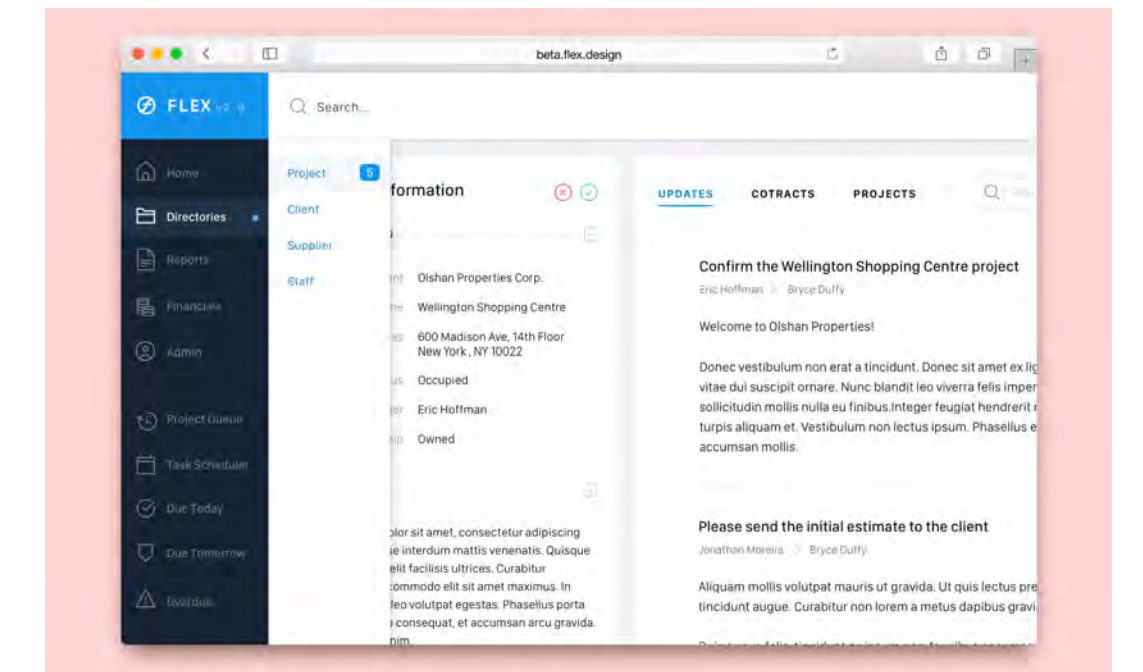
BANKING APPS

Banking on the go allows users to check their account balance, it's summary, recent activity, and even pay bills or deposit checks.



CHARTS

Pie charts and percentages are a great way to give visuals to distribution numbers. They assist in the users understanding of data and allow for large chunks of data to be digested with just a quick glance.



DASHBOARDS

Dashboards allow for easy navigation and quick actions items with simple and straight forward designs, perfect for when dealing with more complex systems.

User Persona

JANE, THE AMBITIOUS CREATIVE

Jane is a 29 year old living in San Francisco who just started selling some of illustrations online. She's always been a creative person and is fairly outgoing and friendly but sometimes comes off as closed off or intimidating.

USER STORY

Jane just started a new online business selling her illustrations and stickers. She's excited about starting to sell her products but is worried that she'll become overwhelmed both creating the items to sell and managing the business, website, budget and other finances. So far business is booming and she needs a way to take some of the load off her shoulders, so she joins Revenu.

With Revenue she's able to get a better grasp at managing her budget and has a better understanding of where she's putting her money, she's up to date with her bills and able to relax and focus on her art.



User Persona

JON, THE FAMILY GUY

Jon is a 36 year old father of two who recently made a career switch to be a stay-at-home dad. He has a very caring personality and an extreme focus to detail that he merits to helping with so many school projects.

USER STORY

After his wife's etsy store's popularity spiked Jon became a stay-at-home dad and later was able to help his wife with her business, particularly with the finances. They both wanted a way to better budget so they could put aside a lot of their profit for their kids college funds. They began using Revenu as a way to do exactly that.

Now, when the kids are at play, Jon can crunch some numbers with Revenu. Since he's multitasking he needs a simple and straight forward design that's quick and easy to navigate so he can complete the task he needs to before interrupted for snack time.



CORE FEATURES

1. Cross-Platform Accessibility

People running their own business are constantly on the go with a long to-do list so they should be able to access their finance and banking information wherever and whenever.

2. Banking Capabilities

Users will have access to their bank accounts, the summary, current activities, even have the ability to pay bills and their employees.

3. Income & Expense Reports

Users will be given a clear and simple overview of their businesses current financial health and their past financial health. Through these reports Revenu will be able to suggest budget changes to help increase profit.

Business

RESEARCH

Before creating an information architecture for Revenu I took it upon myself to do some research to better understand what's needed from business owners to run their finances in a successful and organized manner. This required me to look into common documents used for accounting and finances, learn about common business taxes and loans and the processes associated with them and gain a better understanding of what many of the common business terms actually mean.

I also researched and found inspiration in more traditional, paper financial documents, I felt that is what important to get familiar with this type of information design before moving forward with my wireframes and comps. These helped me grasp what typical income statements, revenue forecasts, and more contain, how they're formatted and why.

Research

TERMINOLOGY

Gross Revenue

also called total revenue

The sum of all the monies you've received from customers in exchange for your product or service, before taking any deductions or expenses.

Net Profit

also called bottom line, net income or net earning

Essentially what is left after you deduct your expenses from your total revenue.

Cash Flow

The difference between available cash at the beginning of an accounting period compared with the end of the period.

Break Even Point

The production level in which total revenues equals total expenses, typically the turning point to profitability.

Research

DOCUMENTS

Balance Sheet

Essentially a snapshot of your business's financial standing at a given moment, listing the assets, liabilities, and equity your company holds at a given time and is used to calculate the net worth of your business.

Income Statement

also called profit and loss statement

Summarizes your business revenues and expenses over the course of a year, allowing you to calculate your net profit or loss for that year. Critical for determining break even point.

Cash Flow Statement

Reflects the inflow of revenue and the outflow of expenses resulting from all your business activities during a specific period of time.

Revenue Forecast

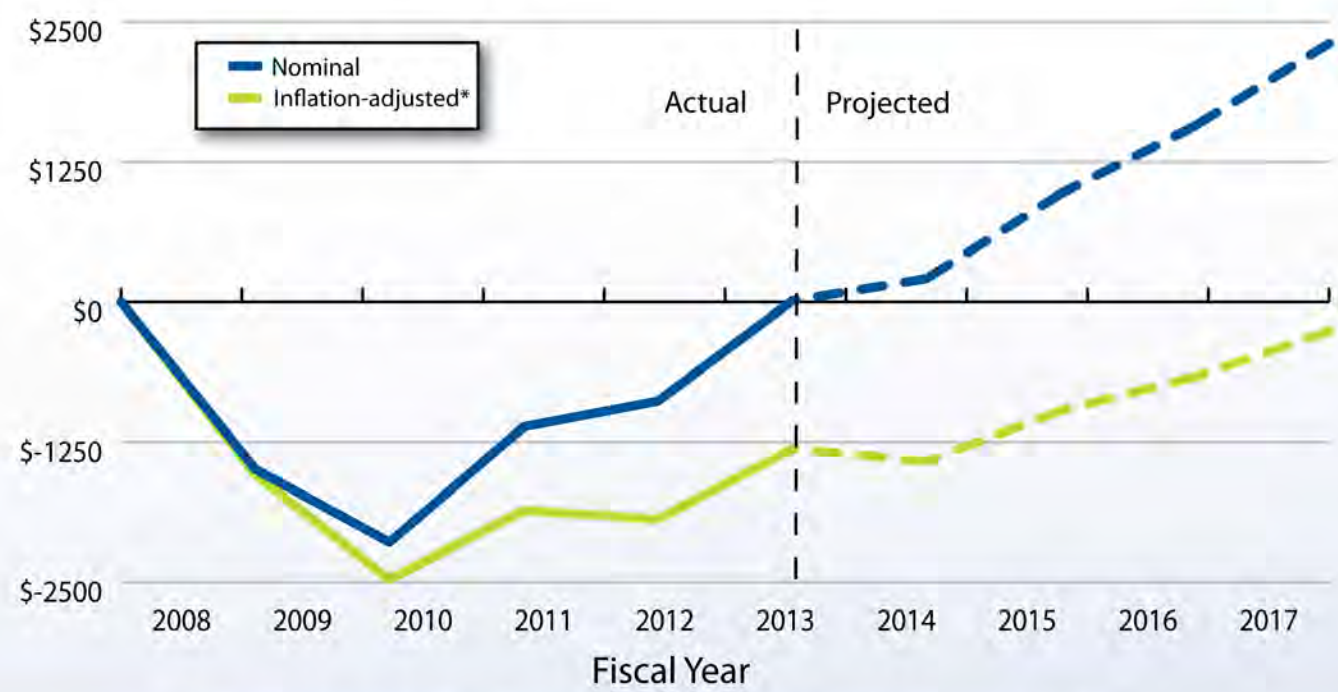
An educated prediction for the upcoming year about how much money your company will likely bring in, so that you can estimate what you can afford to spend and what your profit margin will be.

Research

INSPIRATION

Revenues Remain Well Below Pre-Recession Levels

Change in state revenue collections from previous economic peak (2008), dollars in millions.



Source: BPC analysis; data from ERFC - Near General fund, state-only revenue. *Real (2012) dollars adjusted using the CPI.

[Company Name] Income Statement

For the Years Ending [Dec 31, 2008 and Dec 31, 2007]

Revenue	2008	2007
Gross sales	181,683	
(Less sales returns and allowances)	(10,000)	
Net Sales	171,683	-

Cost of Goods Sold	2008	2007
Beginning inventory		
Goods purchased or manufactured	130,028	
Total Goods Available	130,028	-
(Less ending inventory)		
Cost of Goods Sold	130,028	-

Sample Multiple-Step Income Statement

ABC Company
Income Statement
For the Year Ended December 31, 2009

Sales	\$ 1,480,000
Cost of goods sold	600,000
Gross profit	880,000
Operating expenses:	
Selling	100,000
Administrative	220,000
Total operating expenses	320,000
Income from operations	560,000
Other revenue and (expense):	
Interest revenue	35,000
Interest expense	(15,000)
Dividend revenue	15,000
Infrequent or unusual gains	9,000
Infrequent or unusual losses	(4,000)
Total other revenue and expense	40,000
Income before income taxes	600,000
Income taxes	208,000
Income from continuing operations	392,000
Discontinue operations:	
Income from operations, less income tax of \$24,800	54,000
Loss on disposal, less income tax of \$41,000	(90,000)
Total discontinued operations	(36,000)
Income before extraordinary item	356,000
Extraordinary item, less income tax of \$23,000	(45,000)
Net income	\$ 311,000

Income Statement

For the Three Months Ending March 31, 2006

	Year to Date	
Revenues		
Landscaping Fees	\$ 20,075.00	99.50
Finance Charge Income	100.00	0.50
Total Revenues	20,175.00	100.00
Cost of Sales		
Total Cost of Sales	0.00	0.00
Gross Profit	20,175.00	100.00
Expenses		
Auto Expense	2,200.00	10.90
Commissions and Fees Exp	6,000.00	29.74
Dues and Subscriptions Exp	600.00	2.97
Insurance Expense	250.00	1.24
Total Expenses	9,050.00	44.86
Net Income	\$ 11,125.00	55.14

UNIVERSAL CONSTRUCTION

Income Statement from July 1, 1999 to March 15, 2000

REVENUE	
REVENUE: Services	
Drafting	95,550.00
Engineering Consulting	272,175.00
Estimating Consulting	91,000.00
Surveying	372,500.00
Freight Revenue	28,210.00
TOTAL REVENUE: Services	869,035.00
REVENUE: Miscellaneous	
Bank Interest	10,700.00
Sales Discounts	(15,191.37)
Gain on Sale	1,322.44
TOTAL REVENUE: Miscellaneous	(3,168.93)
REVENUE: Residential	
Single Family	690,738.71
Apartments	118,920.14
TOTAL REVENUE: Residential	809,658.85
REVENUE: Commercial	
Shopping Mall	290,903.50
Office	323,659.37
TOTAL REVENUE: Commercial	614,562.87
TOTAL REVENUE	\$2,279,387.79
EXPENSES	
DIRECT COSTS	
Material: Drywall	47,940.17
Material: Hardware	93,627.06
Material: Lumber	717,570.80
Material: Roofing	465,214.94
Materials: Net	1,314,252.97
Purchase Discounts	(11,601.72)
Equipment Rentals	108,050.00
Wages	94,473.60
EI Expense	3,428.79
CPP Expense	2,868.05
WCB Expense	2,314.61
QPP Expense	0.00
QHSF Expense	153.36
Burden: Net	103,238.41
Subcontractors	56,400.00
Union	0.00
Freight Expense	23,335.00
Item Assembly Costs	(0.30)
Adjustment Write-off	107.50
TOTAL DIRECT COSTS	1,991,781.88
GENERAL AND ADMINISTRATION	
Accounting And Legal Fees	0.00

102-3701 East Hastings St. Vancouver, British Columbia V5C 2H6
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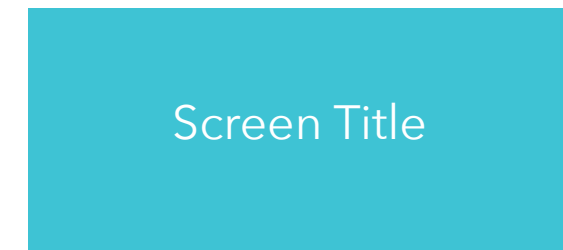
Sample Products Co. Income Statement

For the Five Months Ended May 31, 2015

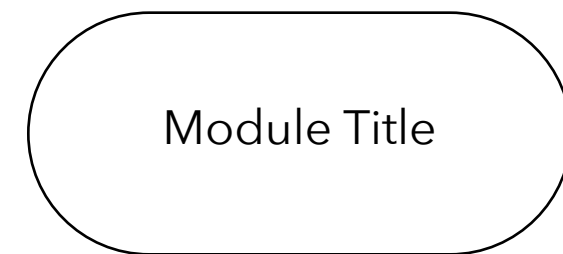
Sales		\$100,000
Cost of goods sold		75,000
Gross profit		25,000
Operating expenses		
Selling expenses		
Advertising expense	2,000	
Commissions expense	5,000	7,000
Administrative expenses		
Office supplies expense	3,500	
Office equipment expense	2,500	6,000
Total operating expenses		13,000
Operating income		12,000
Non-Operating or other		
Interest revenues		5,000
Gain on sale of investments		3,000
Interest expense		(500)
Loss from lawsuit		(1,500)
Total non-operating		6,000
Net Income		\$ 18,000

ARCHITECTURE KEY

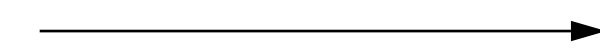
MAIN SCREENS



MODULE ELEMENTS



SCREEN TRANSITIONS



ELEMENTS ON SCREEN



MODULE-BASED TRANSITIONS



Revenue

VISUAL DIRECTION

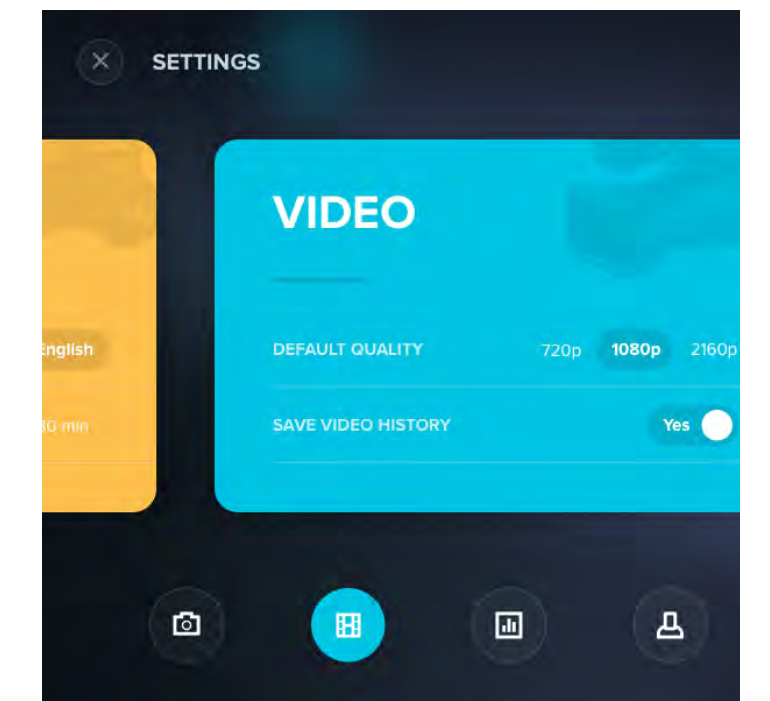
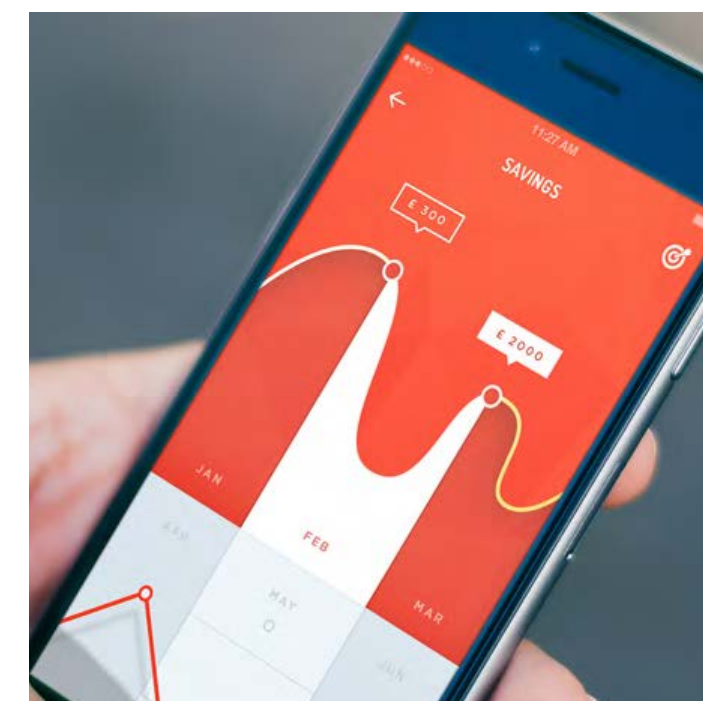
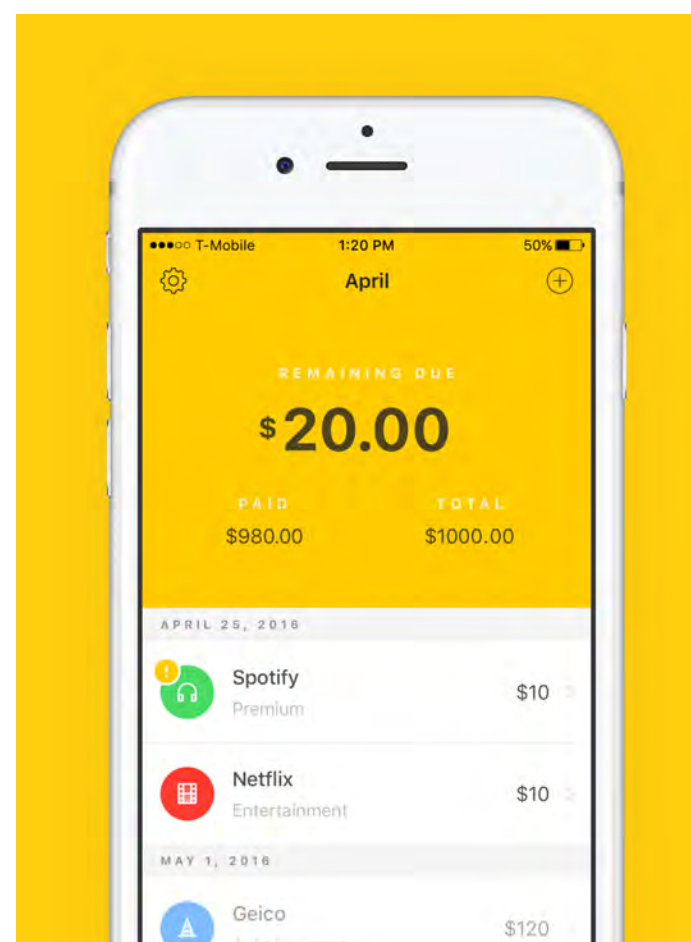
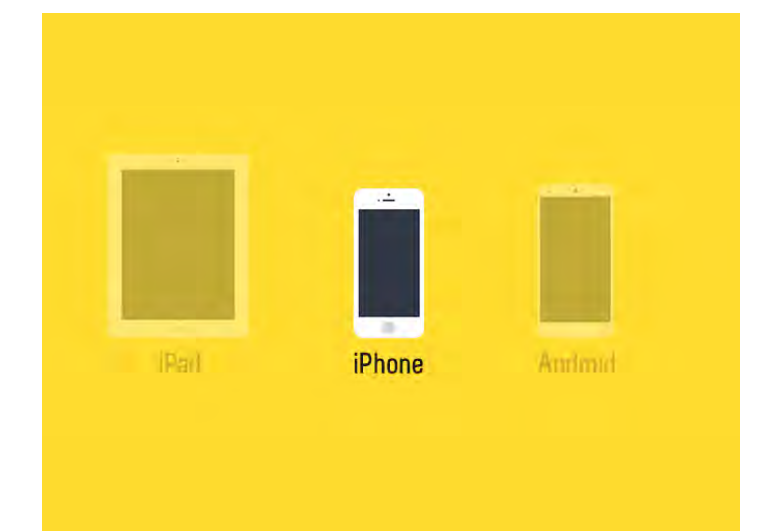
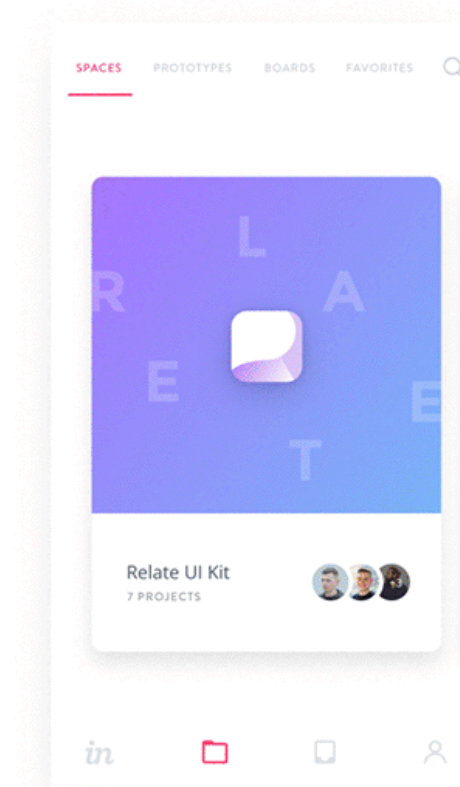
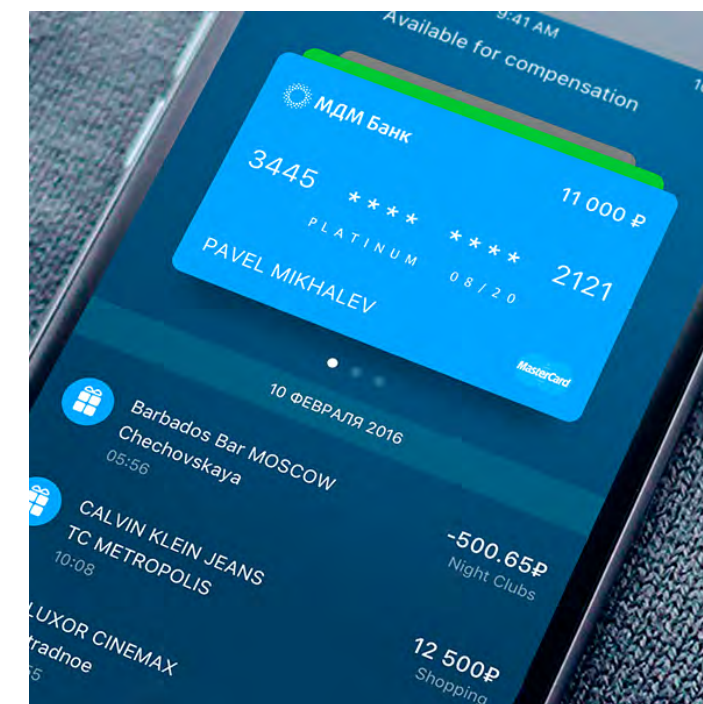
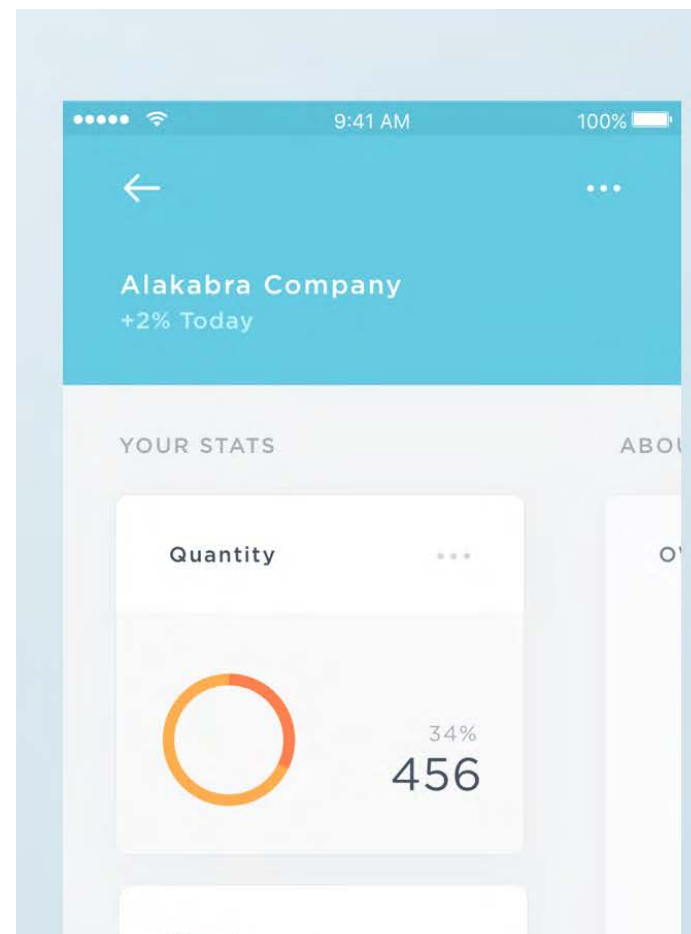
For my visual direction I felt pretty confident early on that due to my focus on small business owners and people starting a personal business on the side I wanted to create a very inviting atmosphere. My idea was that because many of my target audience might be new to this type of finance I'd want to make the visual experience as pleasant, simple and fun as possible.

Due to these initial thoughts my visual inspiration and mood lean towards bright and inviting colors paired with clean and simple designs that pull together the visuals for an enjoyable app experience that also appears professional and secure.

Visual Inspiration

BOLD & INVITING

Revenu's general UI direction is towards bold and inviting colors with clear typography, especially with number data, strong graph visuals and clean, easily understandable UI elements.



Visual Mood

NOSTALGIC SIMPLICITY

Revenu's theme should create an inviting and safe environment. Users should feel that their banking information is secure on this application but also that Revenu's UI is friendly and helpful. User's should feel a almost nostalgic simplicity to the application and it's use.



Visual Style

NOSTALGIC SIMPLICITY

COLOR SCHEME



Visual Direction

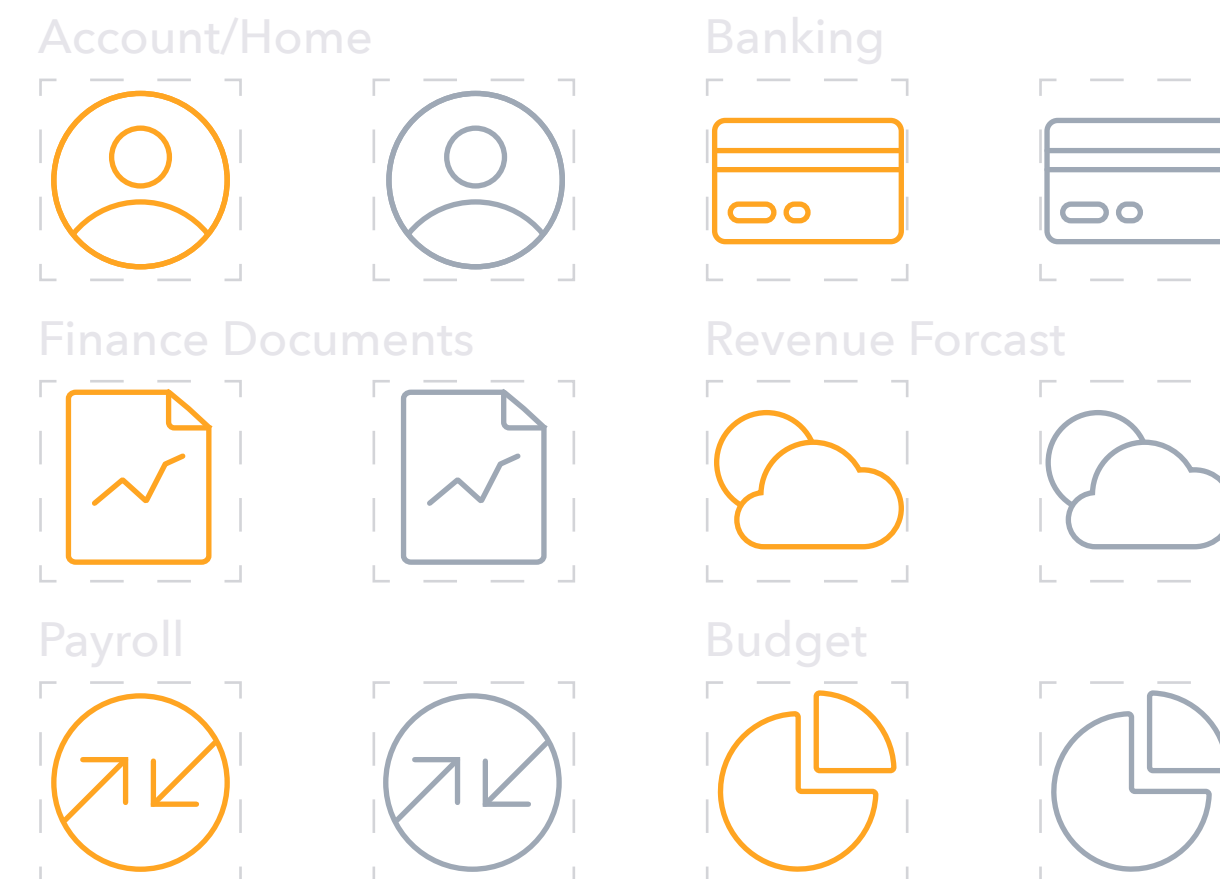
TYPE

Headline

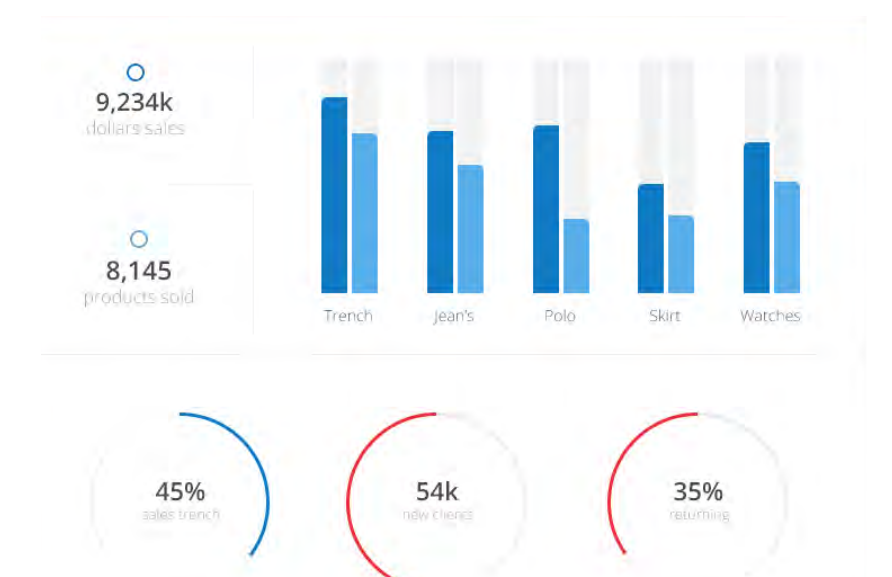
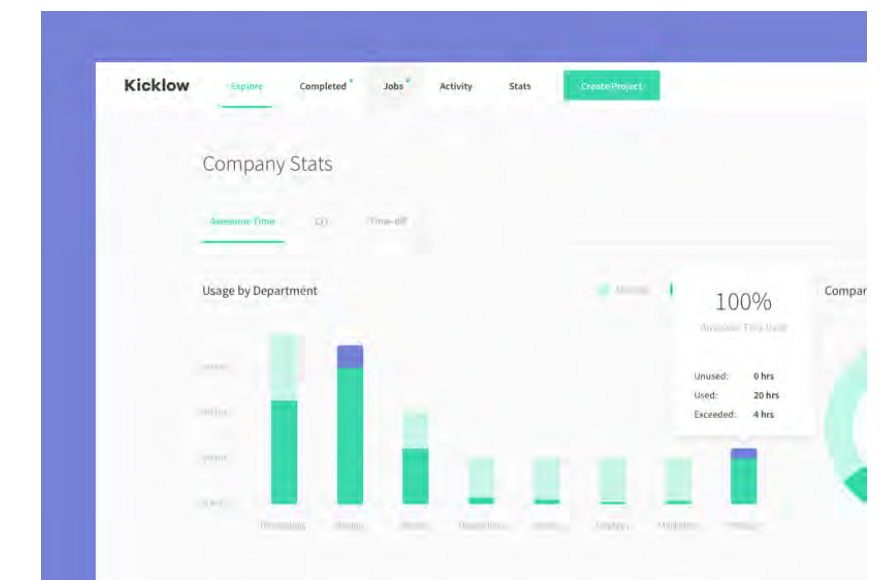
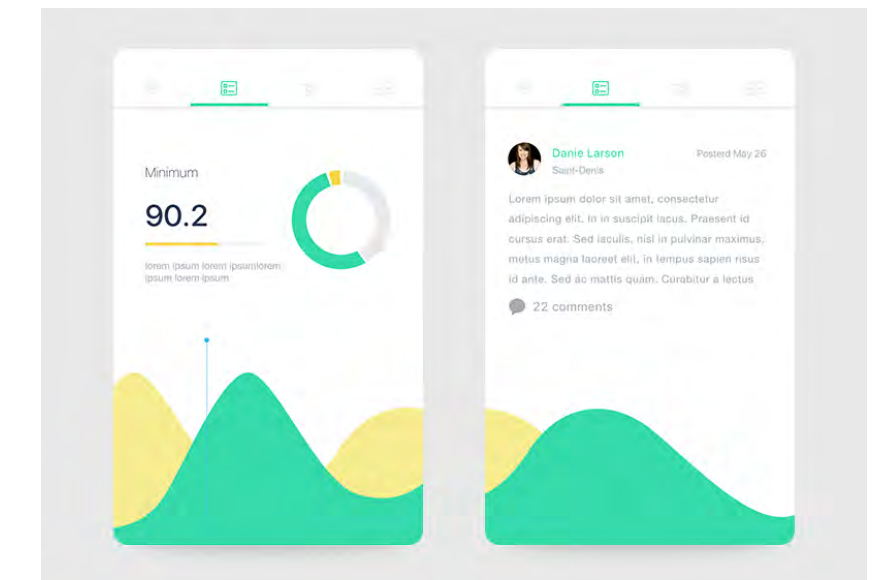
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ICONOGRAPHY



GRAPH INSPIRATION



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Interactive IV

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INITIAL IDEATION

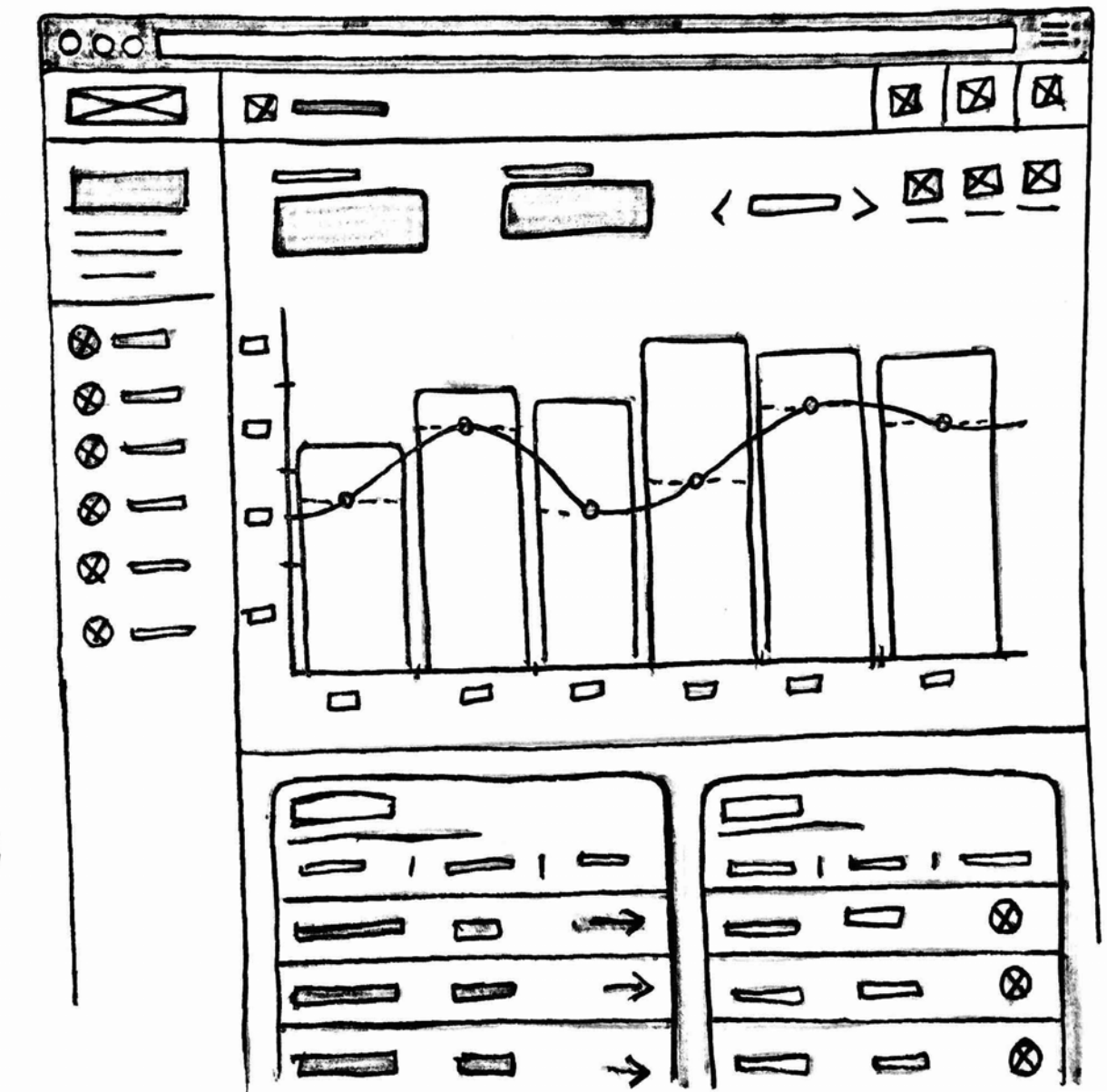
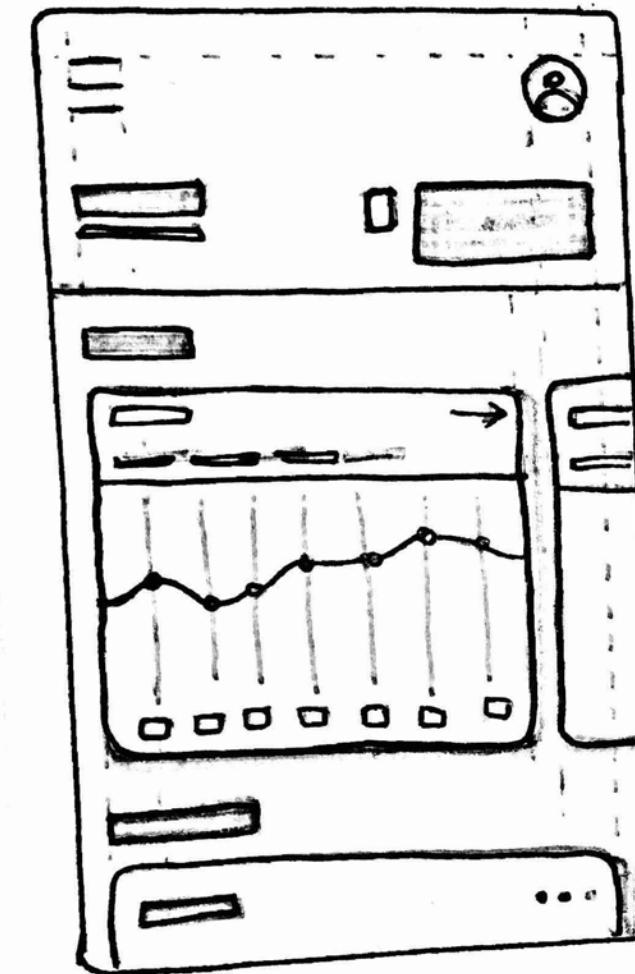
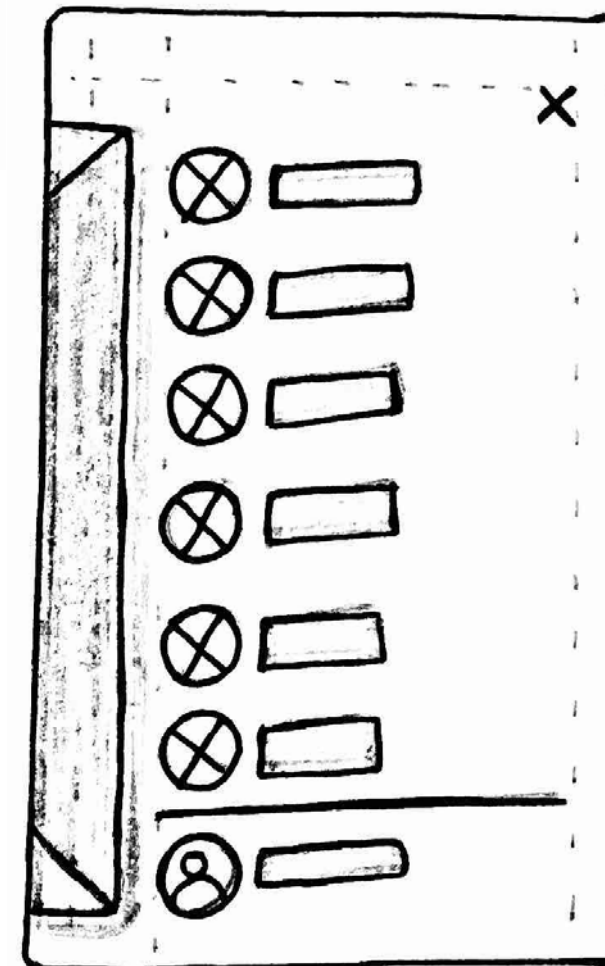
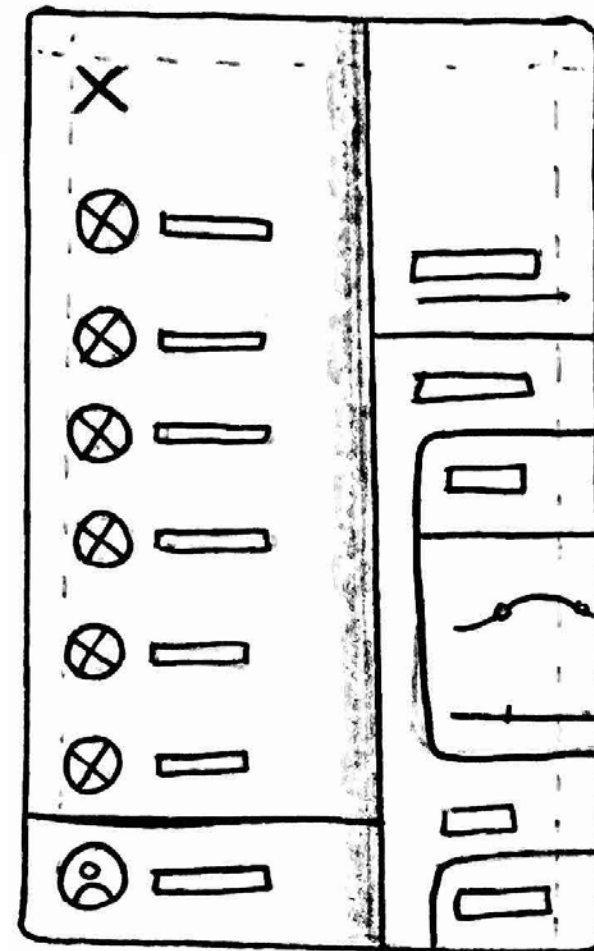
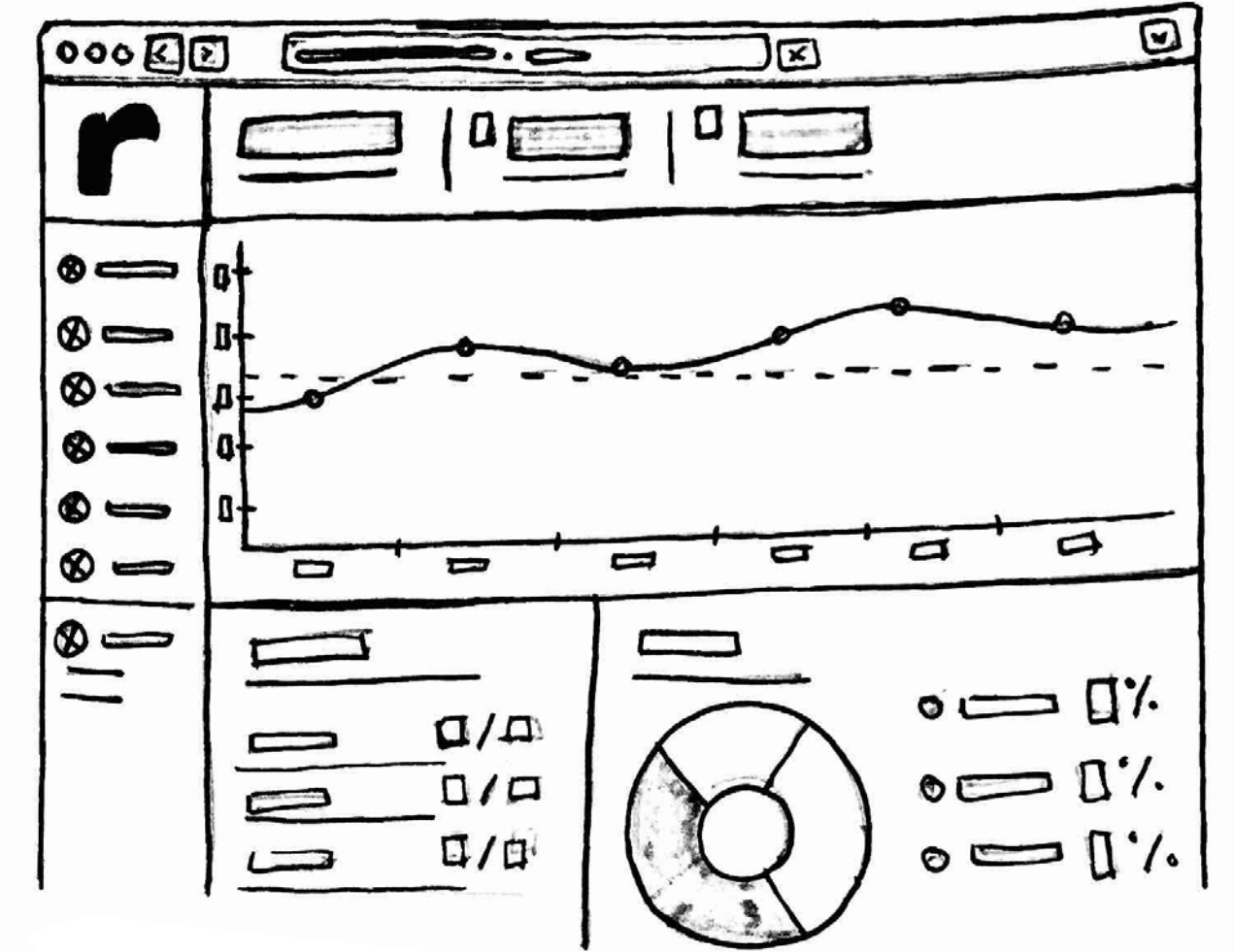
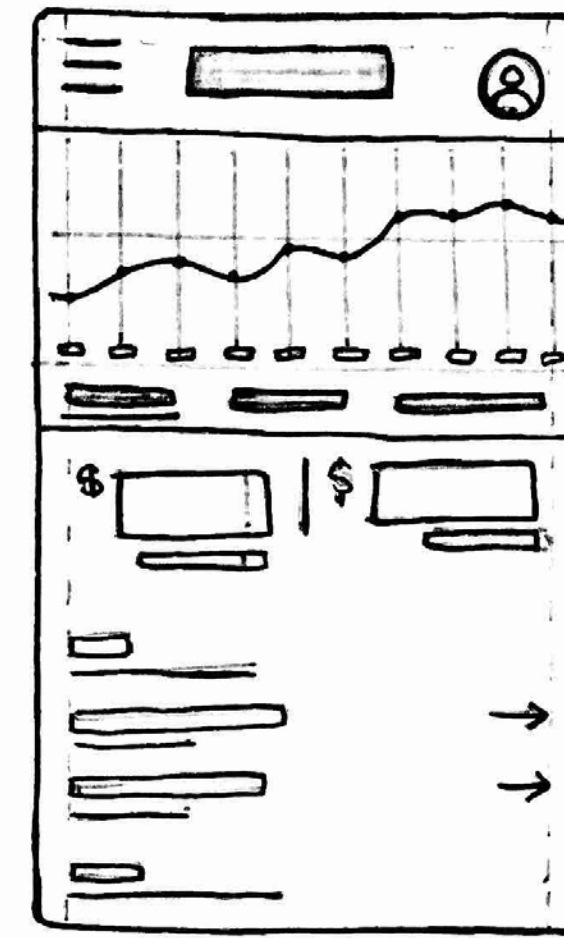
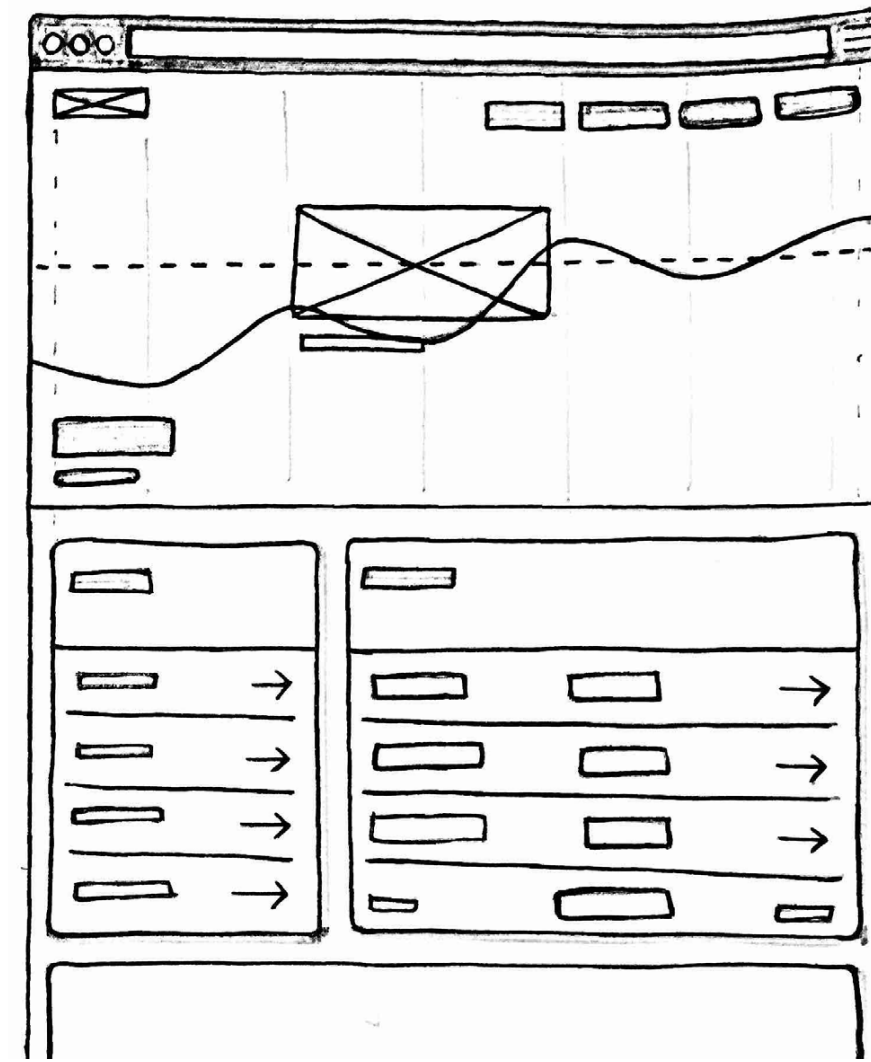
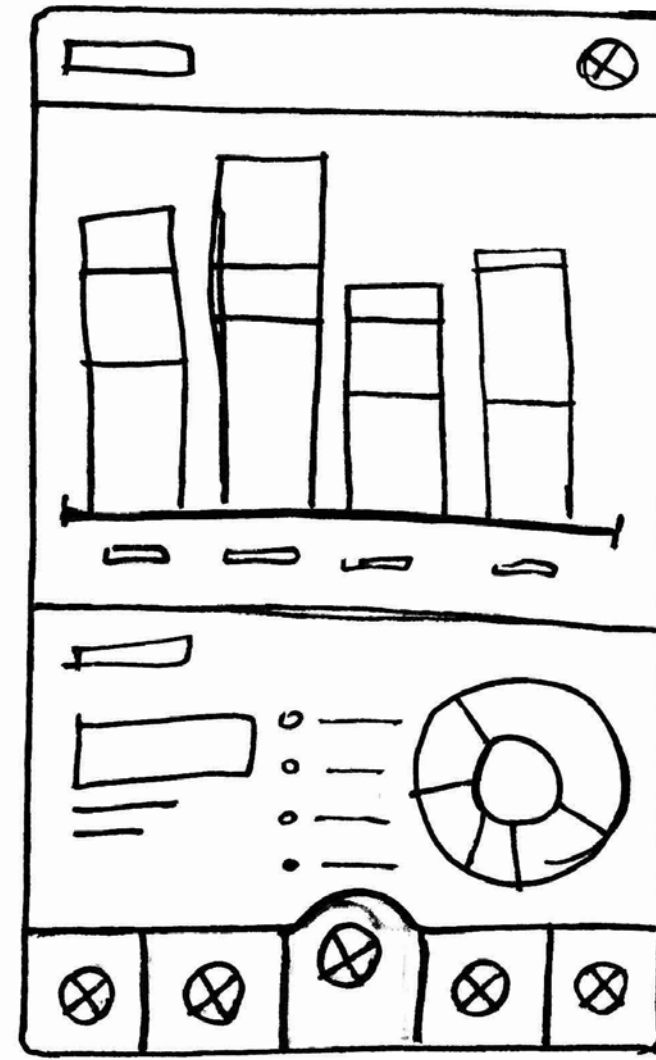
Through my initial sketches and wireframes I started to explore and develop possible overarching structures of the app, such as navigation options and a module system.

This led me to revisit my Information Architecture and reorganize the applications overall structure, now focusing on the different pages and their modules. Doing this allowed me to settle on and simplify my navigation and made the wireframing process a lot easier.

INITIAL SKETCHES

Upon beginning sketching I explored the idea of different platforms for this application. My goal was to design a structure that could seamlessly transform from desktop to tablet and mobile designs. I wanted the structure to not only the transition beautifully from state to state but the overall UX to do so as well.

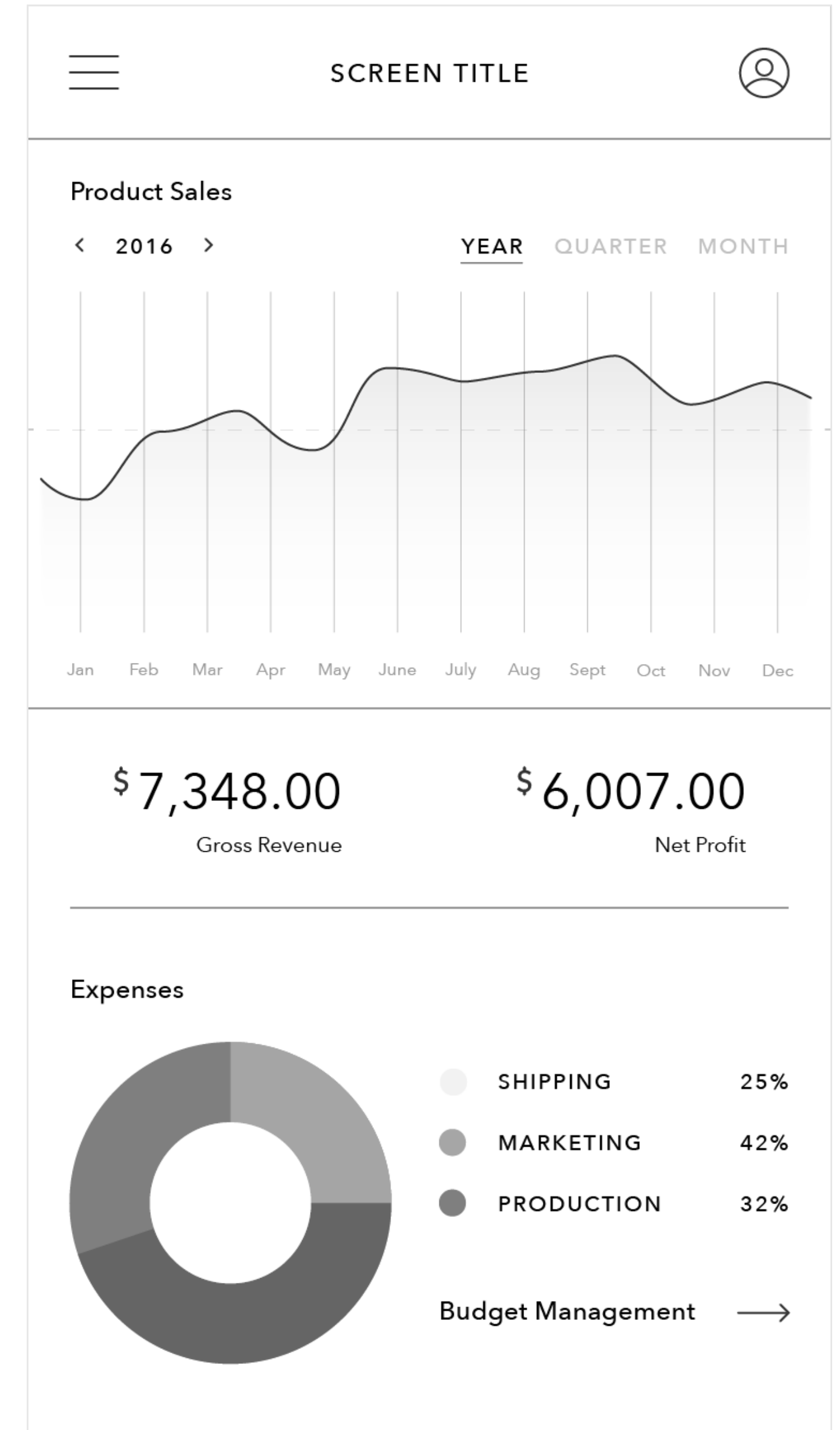
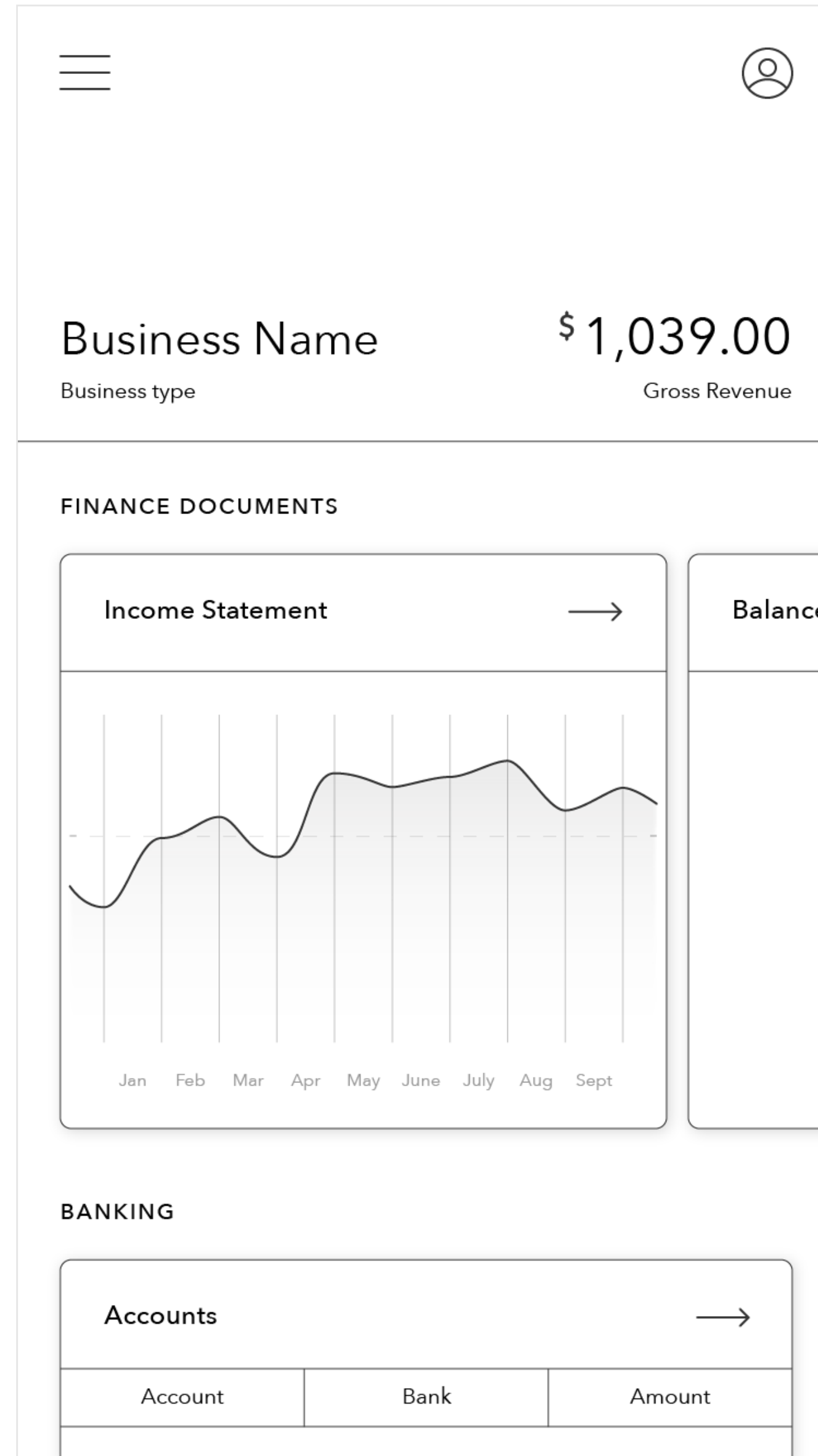
Seen here are a few of my sketches exploring different mobile and desktop designs. During the sketching process I often sketched desktop and mobile designs together to see how my concepts would playout on both platforms.



INITIAL WIREFRAMES

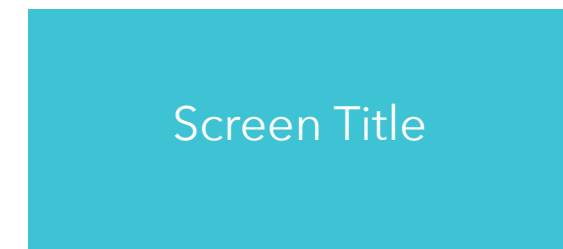
Simply fleshing out a few quick wireframes helped me make decisions early on in my design process. For instance, while doing competitive and trend research I was leaning towards using a bottom mobile nav for this application. I continued to explore this option in the sketching phase but upon creating a wireframe comp based around that navigational system I found it limiting and putting off a different mood for the app that I had hoped for.

Beginning the wireframing phase at this point also helped me realize that I needed to return to my research and information architecture and push my work on those phases of this project further.



ARCHITECTURE KEY

MAIN SCREENS



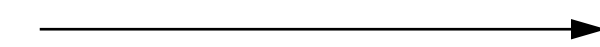
SECONDARY SCREENS



MODULE ELEMENTS



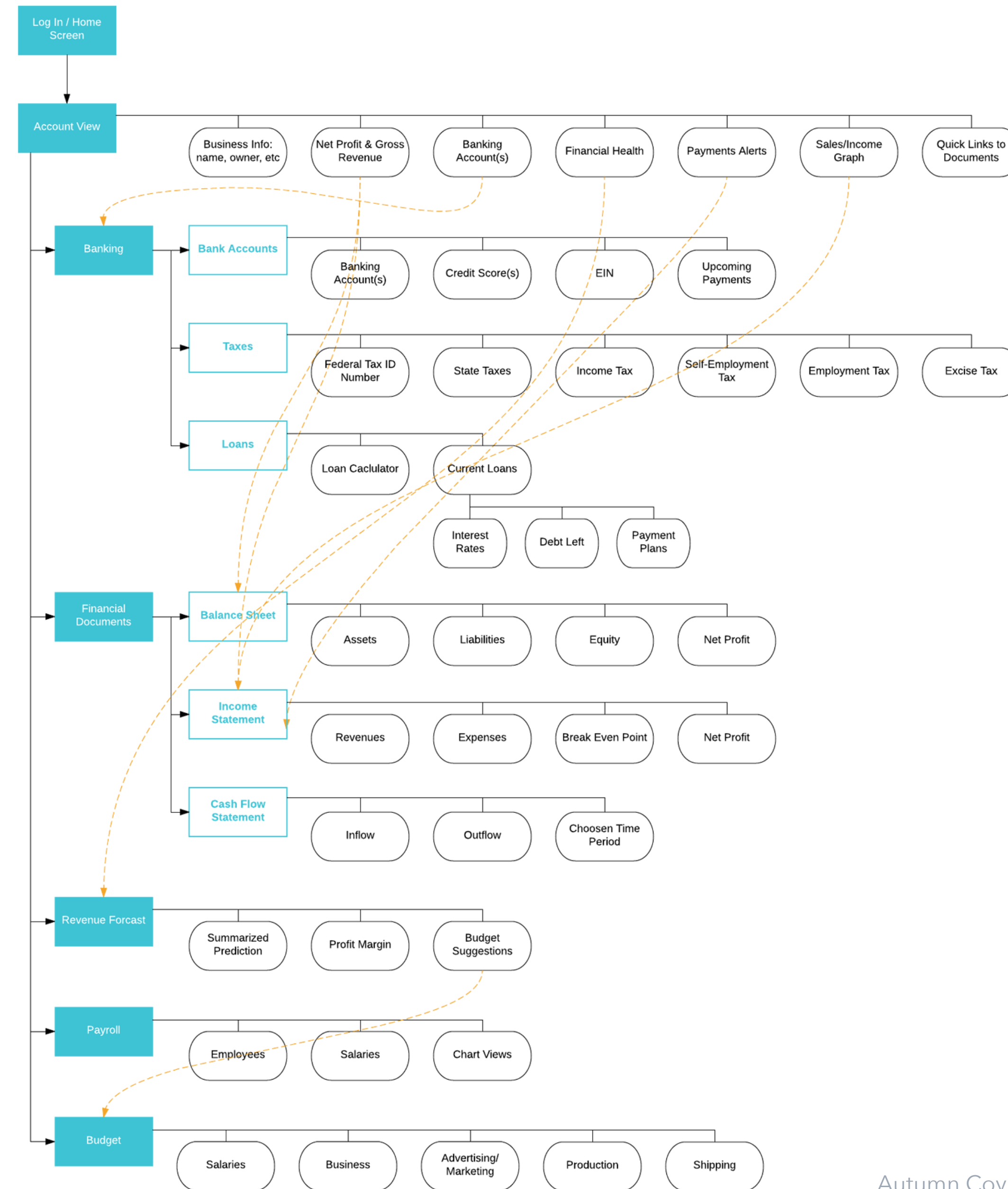
SCREEN TRANSITIONS



ELEMENTS ON SCREEN



MODULE-BASED TRANSITIONS



Revenue

UX EXPLORATION

I found the UX and wireframing phase to be the most challenging. Though my research on business and finance practices had really helped me grasp what elements needed to be included in the design I found that once the process began I needed to iterate and simplify more than I had planned for to push the information design to be where I wanted them to be.

I wanted to ensure that I had found the right structure and information design for all my screens before moving onto the visual phase. I felt that the designs should be able to hold their weight in grayscale before I added more visual elements.

GLOBAL NAV EXPLORATION



1. MOBILE NAV & ACCOUNT QUICKLINK

Seeing as I plan for the account page to contain all important information about the user's business and act as another way to easily navigate to all other sections of the application I initially thought it held enough importance to hold a position in the global navigation for the app.

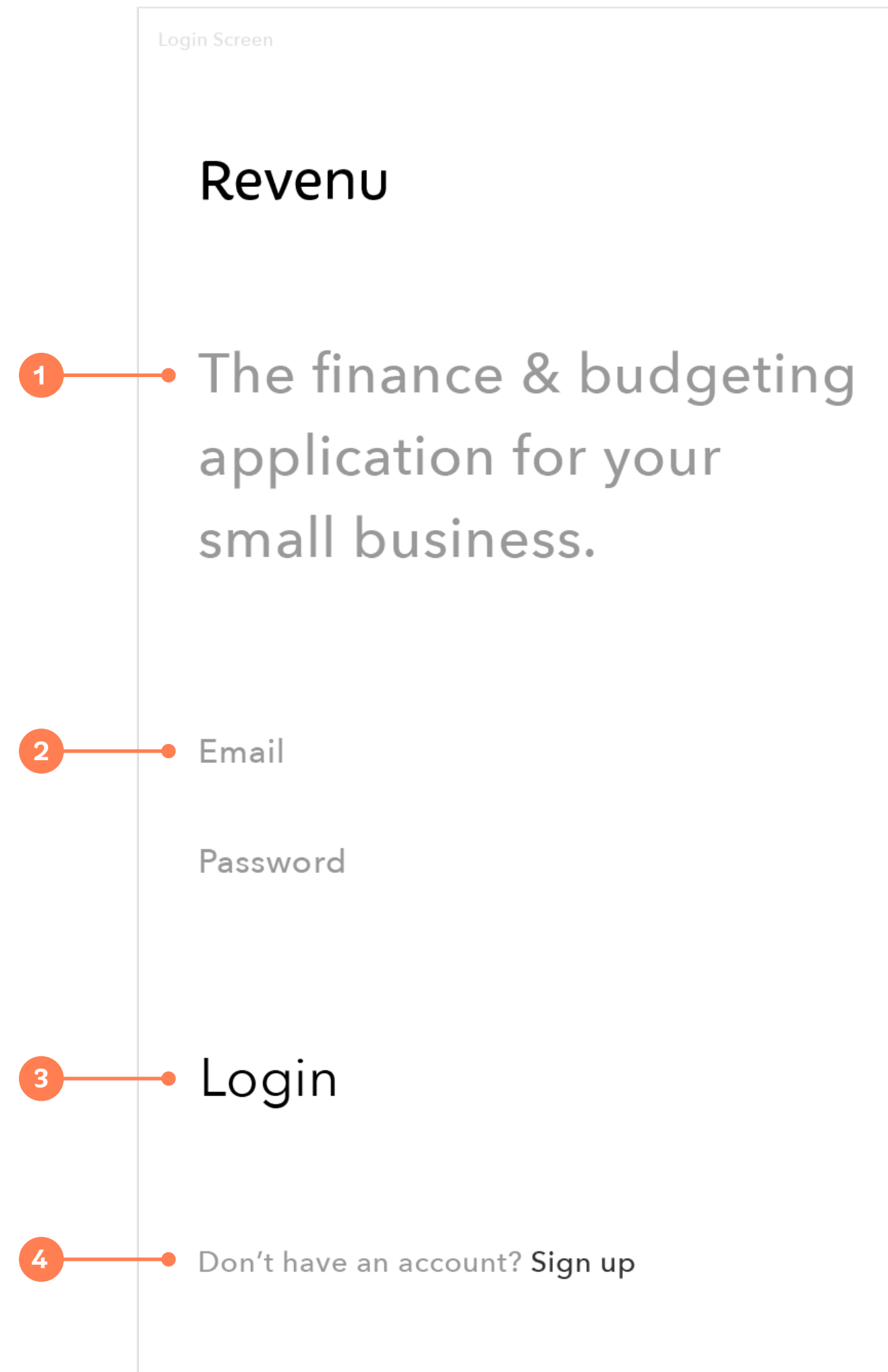
2. BACK BUTTON & ACCOUNT QUICKLINK

I also consider the fact that since the account page could basically act as a menu I could do without a mobile nav and instead opt for a universal back button within my application.

3. BACK BUTTON & MOBILE NAV

I settled on a universal back button once I begun wireframing more, I had been considering a card or module structure for this application and I thought that a back button would really improve the UX of a mobile module system. I also decided that while the account can still act as a secondary navigation system, users shouldn't need to visit the account page and potentially scroll to find the page they'd really like to visit, so a mobile nav was necessary.

LAUNCH & LOGIN SCREEN



1. INTRODUCTION

Introduces users not only to the application and its purpose but its simple, straightforward design. User's first experience when opening the app should be one that creates a feeling of confidence that this is the right app for them.

2. USER LOGIN

Simple input fields asking for user's email and password for the app.

3. LOGIN BUTTON

Styled similarly to the rest of the page, a login button without the bulk of the physical button.

4. SIGN UP LINK

For new users or those without an account the sign up link navigates them to the onboarding process.

ONBOARDING EXPLORATION

CARDS

VS

PROGRESS BAR

VS

STEPS

CARDS

- Pulls in potential underlying app structure: a card or module based system
- Can you restrict the ability to swipe without ruining the UX?
- Users can easily go back and forth to change previous inputs

PROGRESS BAR

- Visual representation of your progress through the onboarding process
- Possibility of previous and next access
- Would need to consider error states further
- Continue could have active and inactive states

STEPS

- Use of numbered steps, i.e. 1/6, clearly tells users their progress while onboarding
- Simple forward movement
- Error states indicated through dots (green: good, red: error) and active or inactive continue buttons

Onboarding V1 Screen

Welcome to Revenu

Create Login (i)

Email

Password

Confirm Password

Section Incomplete ⊗

Swipe to Continue →

● ● ● ● ● ●

Already have an account? [Login](#)

Onboarding V3 Screen

Revenu

Welcome to Revenu!
Please enter the following information to sign up.

← Previous Continue →

Business Name

Business Type

Owner

Section: incomplete

Already have an account? [Login](#)

Onboarding V4 Screen

Welcome to Revenu

● Create Login 1 / 6

● jane@mulburri.com

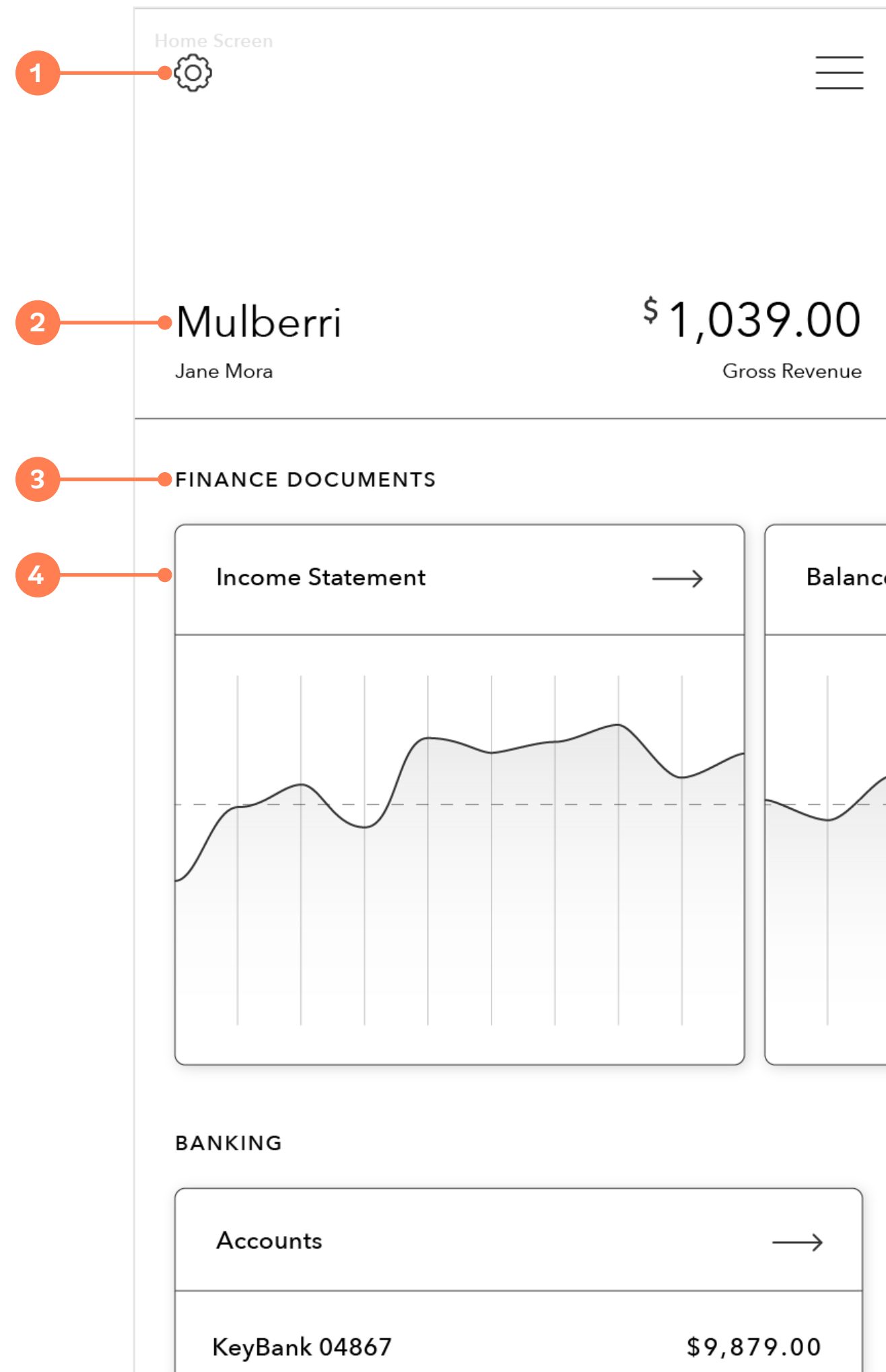
● Password

● Confirm Password

Continue →

Already have an account? [Login](#)

ACCOUNT & HOME SCREEN



1. SETTINGS

On the account page I found it appropriate to replace the global back arrow present in the header on all other pages of the application with a settings icon. The only way to reach this page is through the menu or going back to it from another page so a back button isn't need. Instead the ability to edit one's preferences, password, etc takes precedent.

2. ACCOUNT INFORMATION

States the business and owner attached to this account and gives some information about the business and it's current state of finances.

3. MAIN SCREENS

The main function of this page is to offer quicklinks to many other sections of the app and give overall detail and information about the business and it's current state of finances. All other main screens can also be found and navigated to through the account page.

4. SECTION CARDS

Act as quicklinks to secondary pages and as snippets of information about the business.

MENU ITERATIONS

1. MENU DETAIL V1

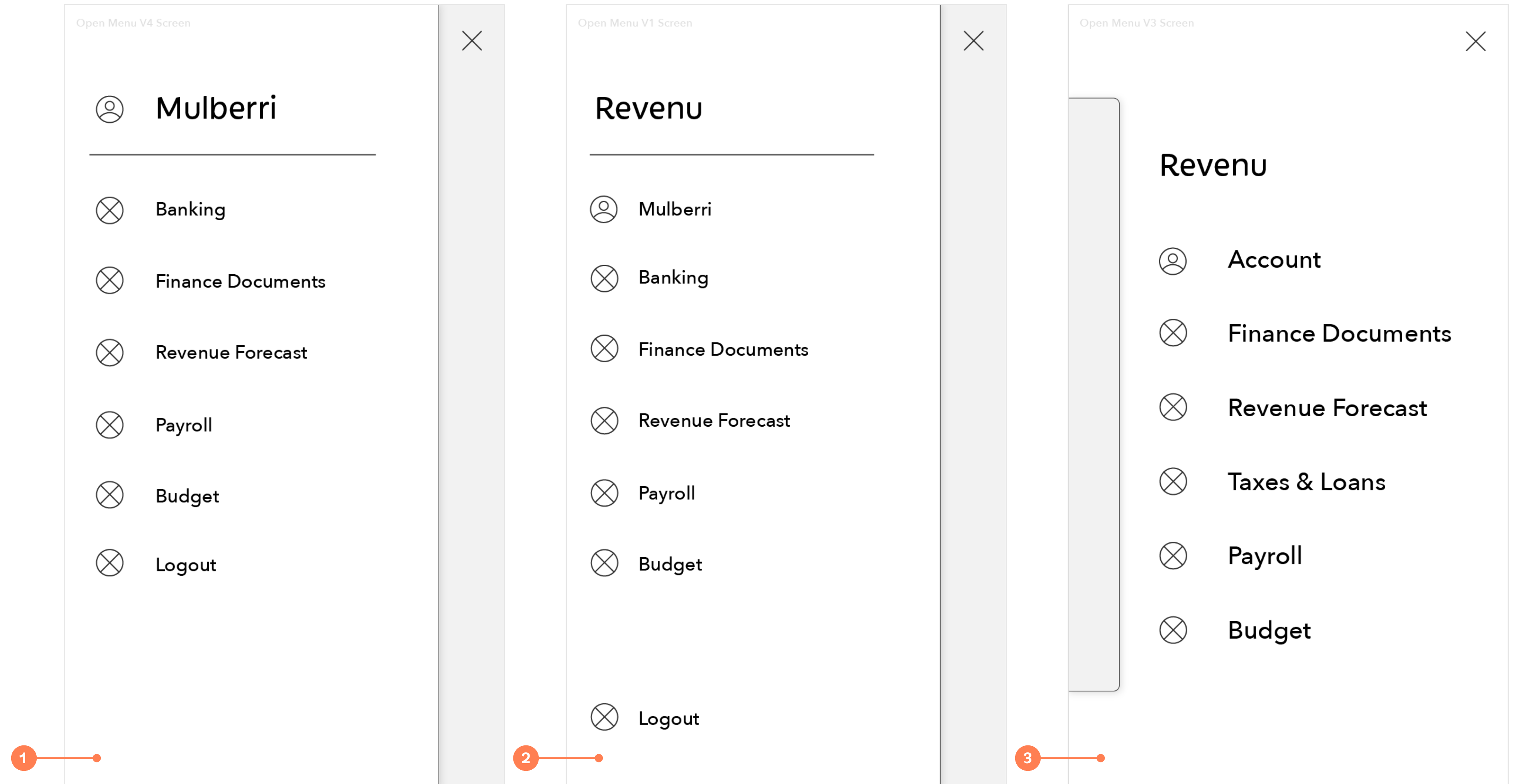
Menu drawer with focus on link to the account section of the application.

2. MENU DETAIL V2

Similar to V1 with a rearranged hierarchy amongst the links.

3. MENU DETAIL V3

Menu acts as a layer behind the main screen, revealed after it slides to the side, with links to all top tier pages.



MAIN SCREENS STRUCTURE

FLAT

VS

CARDS

1. MAIN SCREENS

Users may land on this page from the account page or app menu. This page's main purpose is to act as a quick overview of and easy access to their bank accounts and other bank related activities such as upcoming payments, loans or taxes.

2. SECTION HEADER

Simply acts as an indicator of what will be linked to and shown in the area below, i.e the user's bank accounts.

3. SECONDARY PAGE LINK

With the flat design style my concern is the ease of use for users to click in and out of different account or loan and tax detail pages. While having a simple text hyperlink works on desktop, buttons or larger links have better user experience on mobile.

4. ADDITIONAL DETAIL

Gives users a small insight into how much money they have left in their account or how much they still owe on a loan.

Banking Main Screen

ACCOUNT NUMBER	TOTAL
Chase 04867	\$23,472.00
Chase 06548	\$9,879.00
Wells Fargo 01549	\$17,967.00

LOANS	TOTAL
Term Loan	\$2,400.00
SBA Loan	\$5,000.00

TAXES	TOTAL
Income Tax	\$2,400.00
Self-Employment Tax	\$4,500.00
Excise Tax	\$5,000.00
State Taxes	\$5,000.00

Callouts: 1 points to the title bar, 2 to the account number header, 3 to a row of account data, and 4 to the Wells Fargo row.

Banking Main Screen

Cards

Card Number **** * 0486	Visa
Name Jane Mora	Date 05/17

Accounts

BUSINESS ACCOUNT Chase04867	\$23,472.00
PAYROLL ACCOUNT Wells Fargo01549	\$17,967.00
LOANS ACCOUNT Chase06548	\$9,879.00

Banking

Callouts: 1 points to the title bar, 2 to the Accounts section header, 3 to a business account card, and 4 to a payroll account card.

1. MAIN SCREENS

Hold the same function with both flat and card based designs, acts as a point of overview for the user and a access point to items such as their bank accounts or loans.

2. SECTION HEADER

Holds same function with both flat and card based designs, acts as an indicator or label of what is shown below, i.e. links to their bank accounts.

3. SECTION CARD

I feel that using cards as the main access points into secondary detail pages allows for increased ease of use for users as they click in and out of different detail pages. The use of the card also allows for more information to be shown on the main page.

4. CARD DETAIL

Similarly to the additional detail given on the flat design, the main function of the card detail is to give users a small insight about their accounts or loan. The main difference is the card gives more space and opportunity for any necessary information

SECONDARY SCREENS STRUCTURE

FLAT

VS

CARDS

1. BACK ARROW

Users may land on this page from the account or finance document pages, the back arrow would return them to their previous location. This experience favors the flat design, users won't have to dive deep into pages to get their full information.

2. INCOME GRAPH

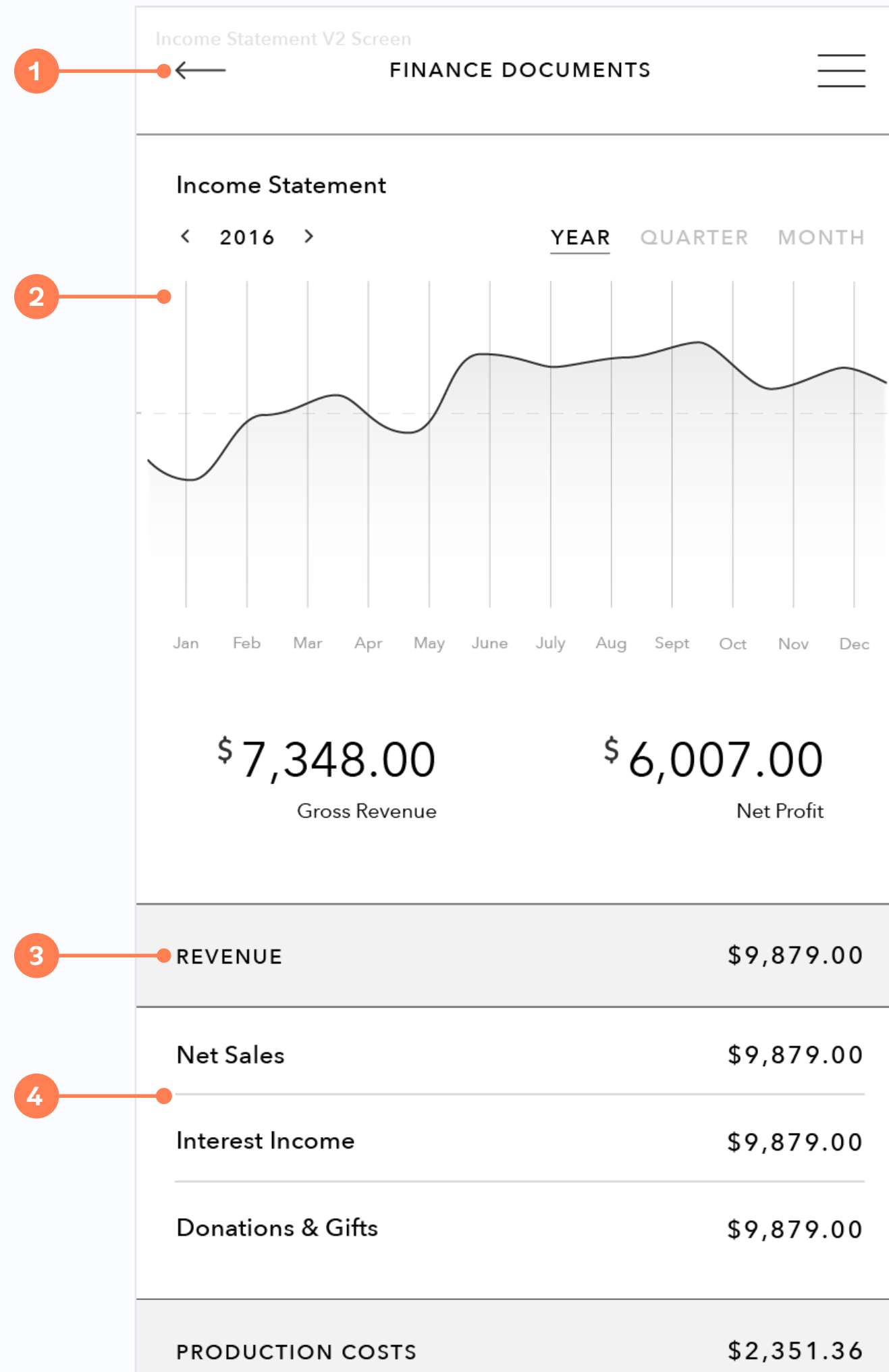
Displays Income Statement for the selected time period. This graph is displayed on the account or finance document page in card form so, on both flat and card designs of this page it will be displayed as flat.

3. SECTION HEADER

Sections for each finance document, in this case revenue, production costs, expenses, etc, will be displayed in list form accompanied by pertinent information, such as totals.

4. SECTION DETAIL

Lists elements that make up the section header, this element could possibly have a hidden state, i.e dropdown or drawer.



1

2

3

4

1. BACK ARROW

Due to the possibility of having to dive through card after card to get to the information they need, the usefulness of a universal back arrow decreases significantly.

2. INCOME GRAPH

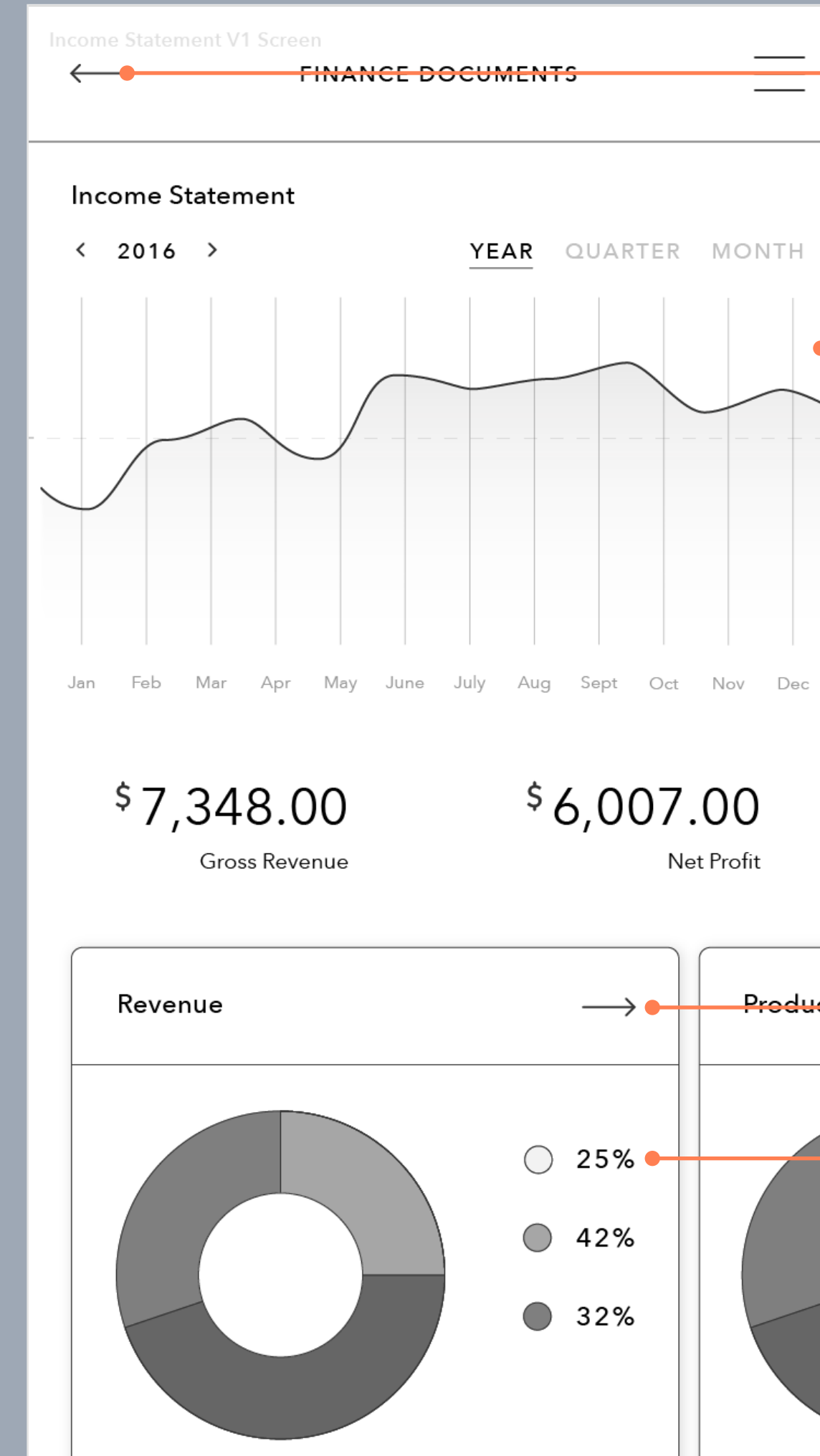
Displays Income Statement for the selected time period. This graph is displayed on the account or finance document page in card form so, on both flat and card designs of this page it will be displayed as flat.

3. SECTION CARD

Sections for each finance document, in this case revenue, production costs, expenses, etc, will be displayed in swipearable cards below the main graph or visual for the page.

4. CARD DETAIL

Since this design hints towards a tertiary page for sections such as revenue, production costs, expenses, etc, the card detail would simply give users a general visual sense of the information within that section.



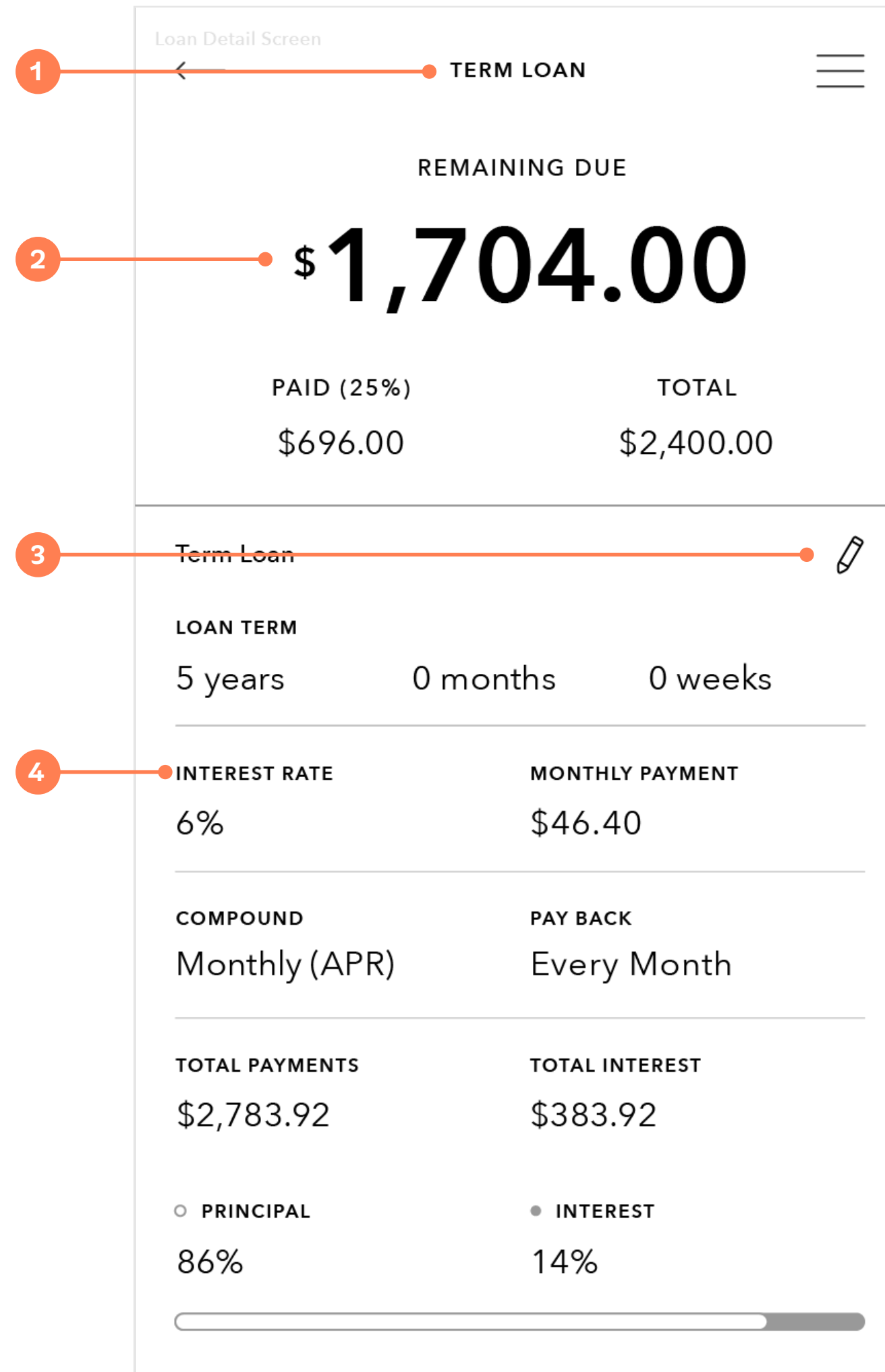
1

2

3

4

TERTIARY SCREEN STRUCTURE EXAMPLE



1. SCREEN INDICATOR

Tells users what they're looking at, with the possible use of cards and material design it is important to remind user's what they have clicked on and navigated to.

2. QUICK INFO

User is updated immediately on their progress in paying off the loan. This important information is displayed at the top of the page as clearly as possible.

3. EDITTING CAPABILITIES

If information on a loan has changed or a user wants to alter their monthly payment they can either manually edit the information or the screen may update in realtime as the changes occur.

4. GENERAL INFORMATION

Displays basic loan information, suggested monthly payment, user payment schedule and information on loan progress through simple, straightforward and approachable information design.

Flat vs Cards

FINAL VERDICT

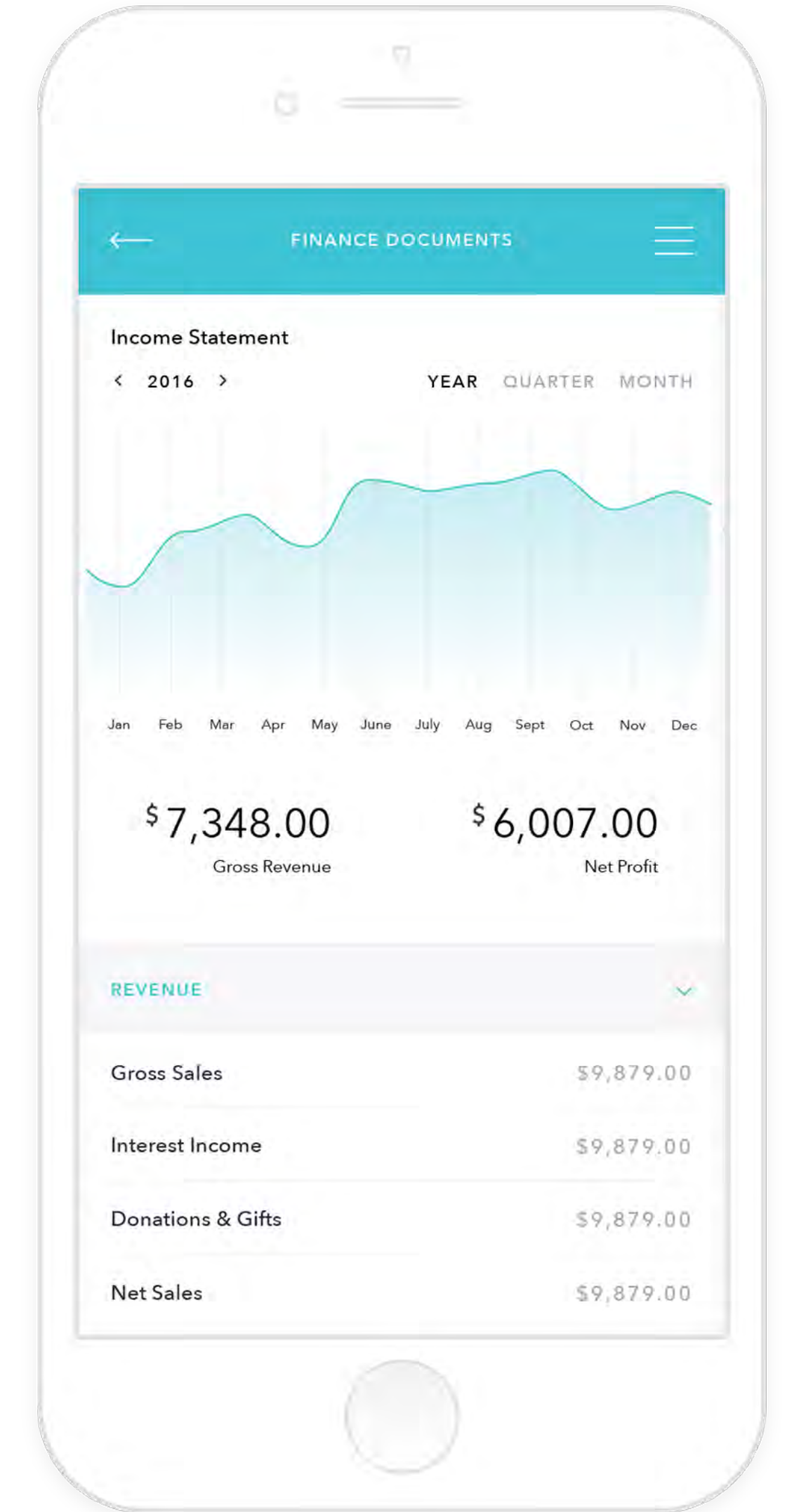
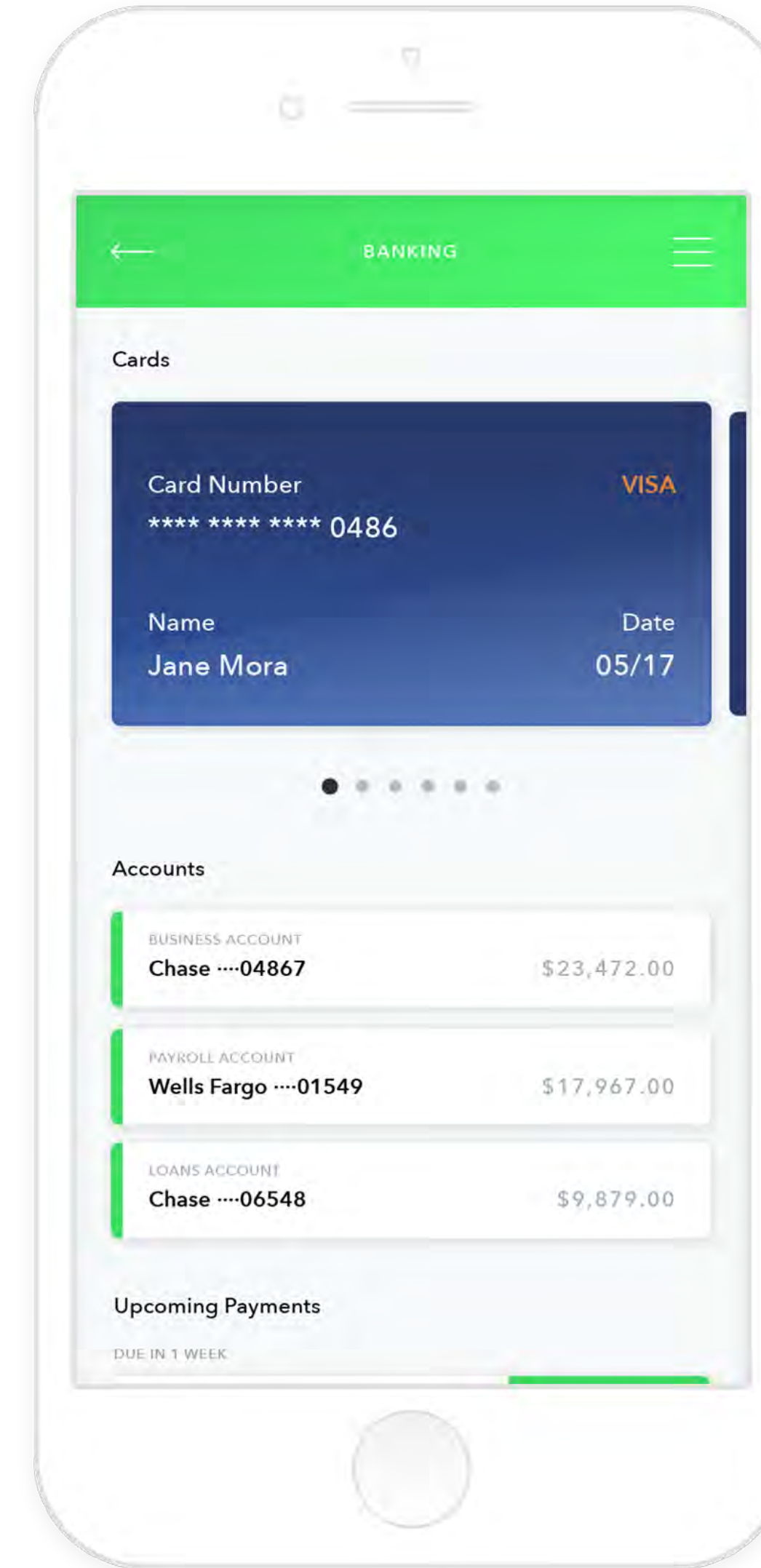
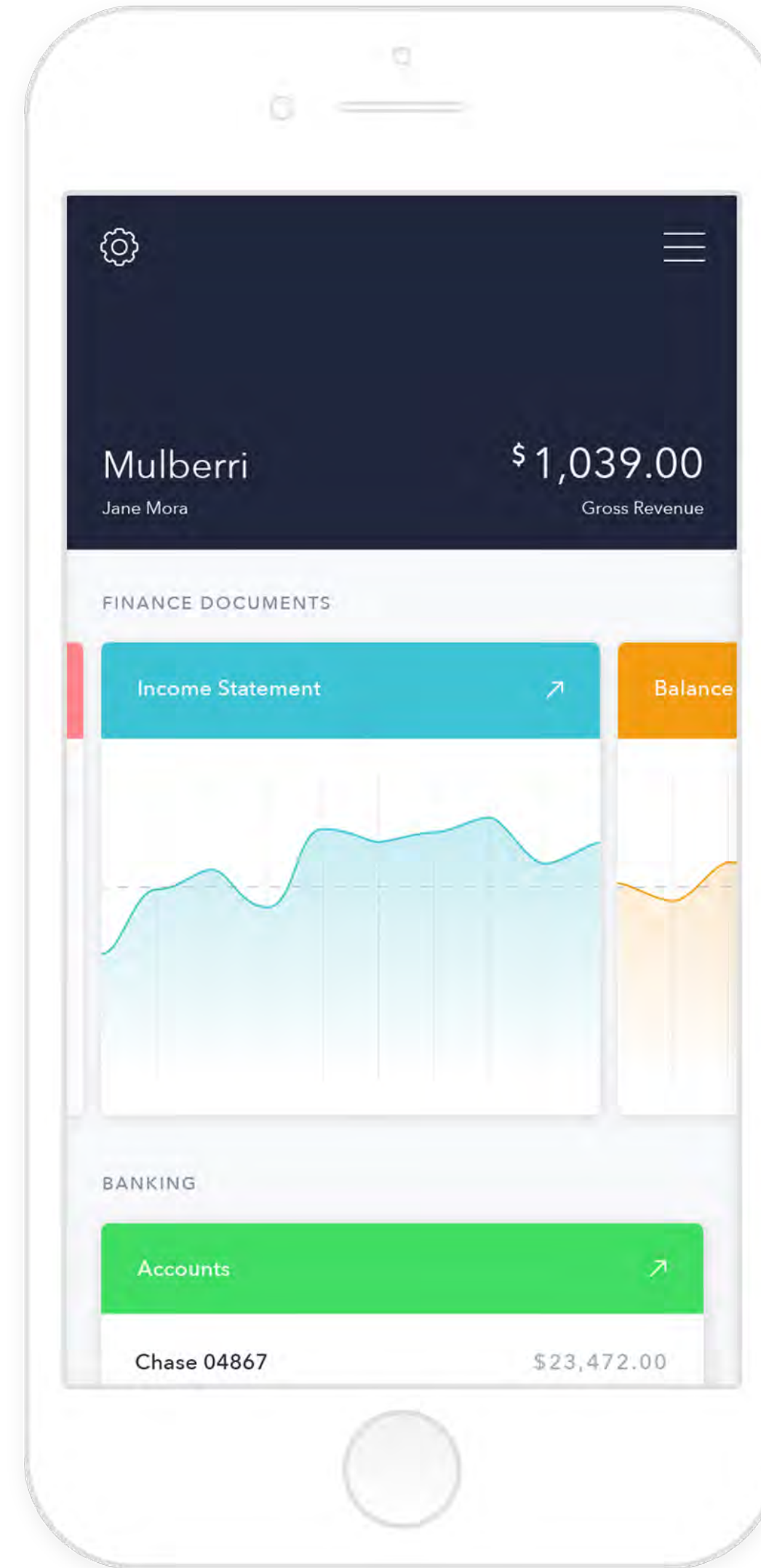
I felt that if the main purpose of a page was to link a user to more specific pages, for example the account or banking page, the page should focus on a card and module based structure, this would allow for easy quicklinks and the possibility of a fluid transition from mobile designs to desktop or tablet.

If the page was the production of a card, such as a secondary page like income statement, cash flow statement, etc, or if the page contains a single form of information, such as the budget page, they should remain flat to reduce the steps and transitions users would have to go through to view all information on that section.

INITIAL VISUAL COMPS

While I felt pretty confident in the structure of my first round of visual design, thanks to my detailed work on my wireframes, I felt that the visuals weren't meeting the standard or mood I wanted for this app.

My colors felt muted, my type felt too small and my decision to use all caps for certain elements such as page titles took away from the playful mood I was striving for. For my next round of visual comps I focused on creating the "nostalgic simplicity" I was reaching for in the colors, type and overall visual design of the app.



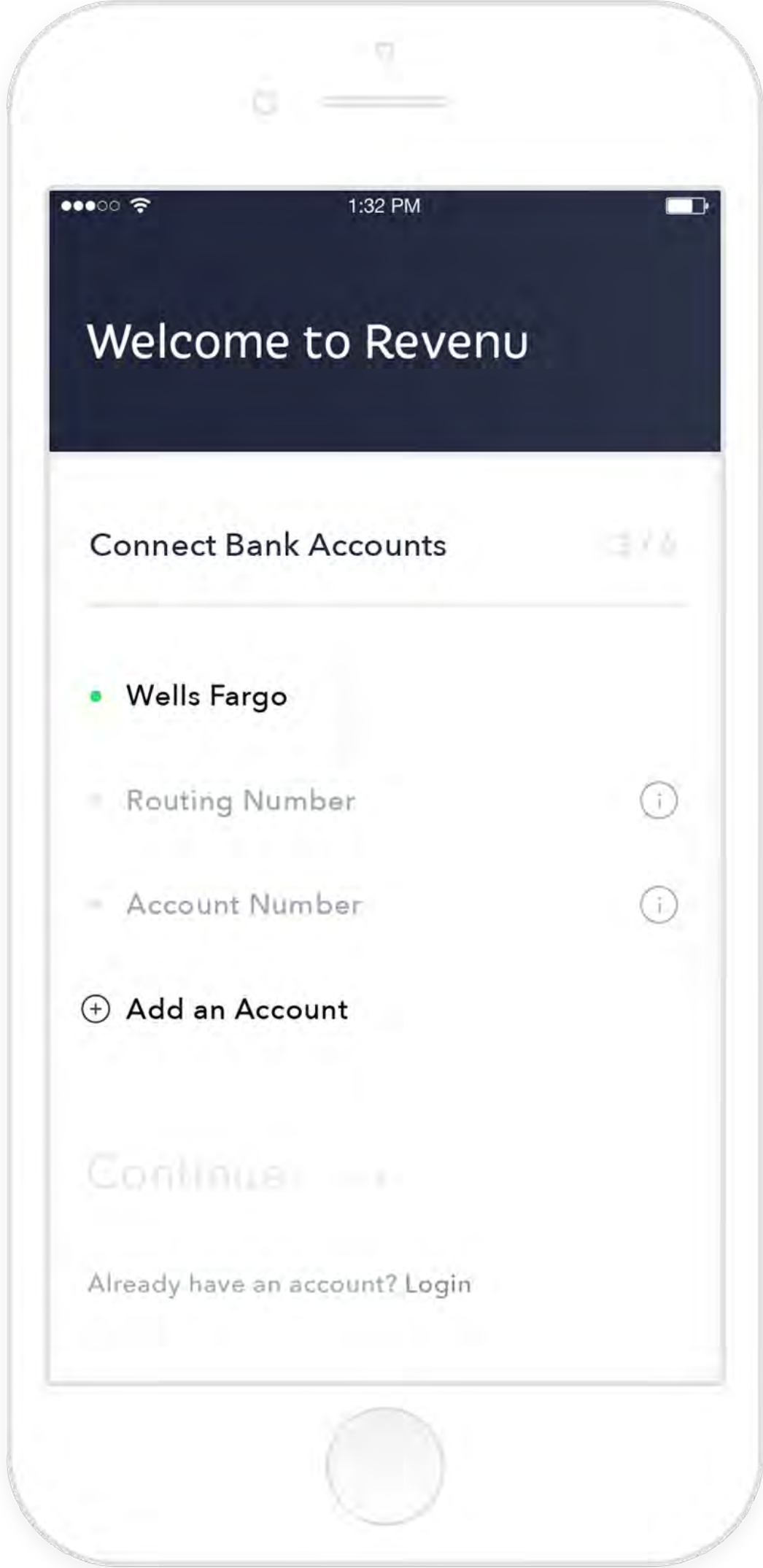
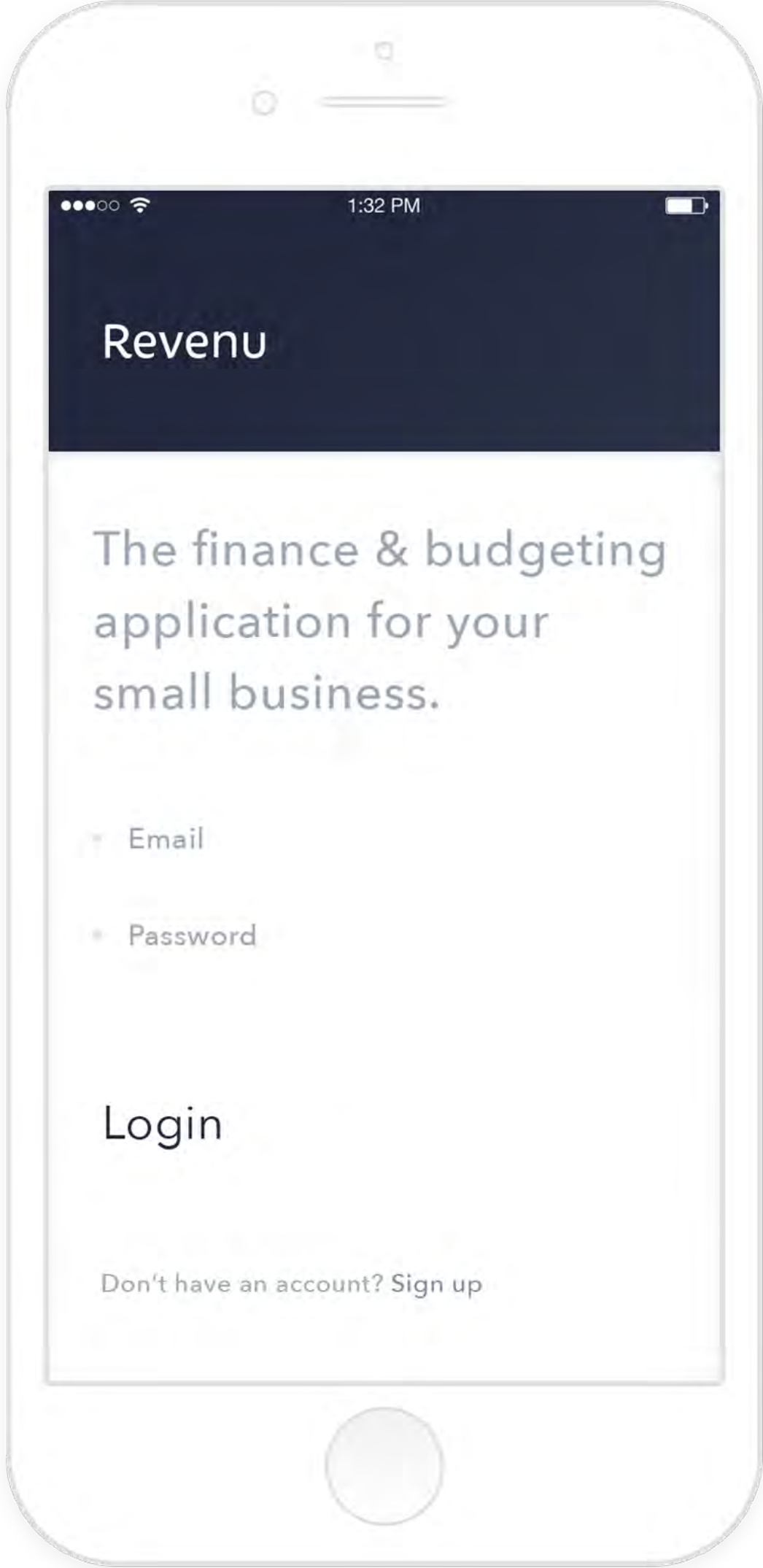
Revenu

FINAL COMPS

With what I felt to be strong information design done in grayscale during my wireframing phase to work with I was left to focus mostly on the color, type and UI decisions that would ensure this app to has the playful and inviting feel I was striving for.

LOGIN & ONBOARDING

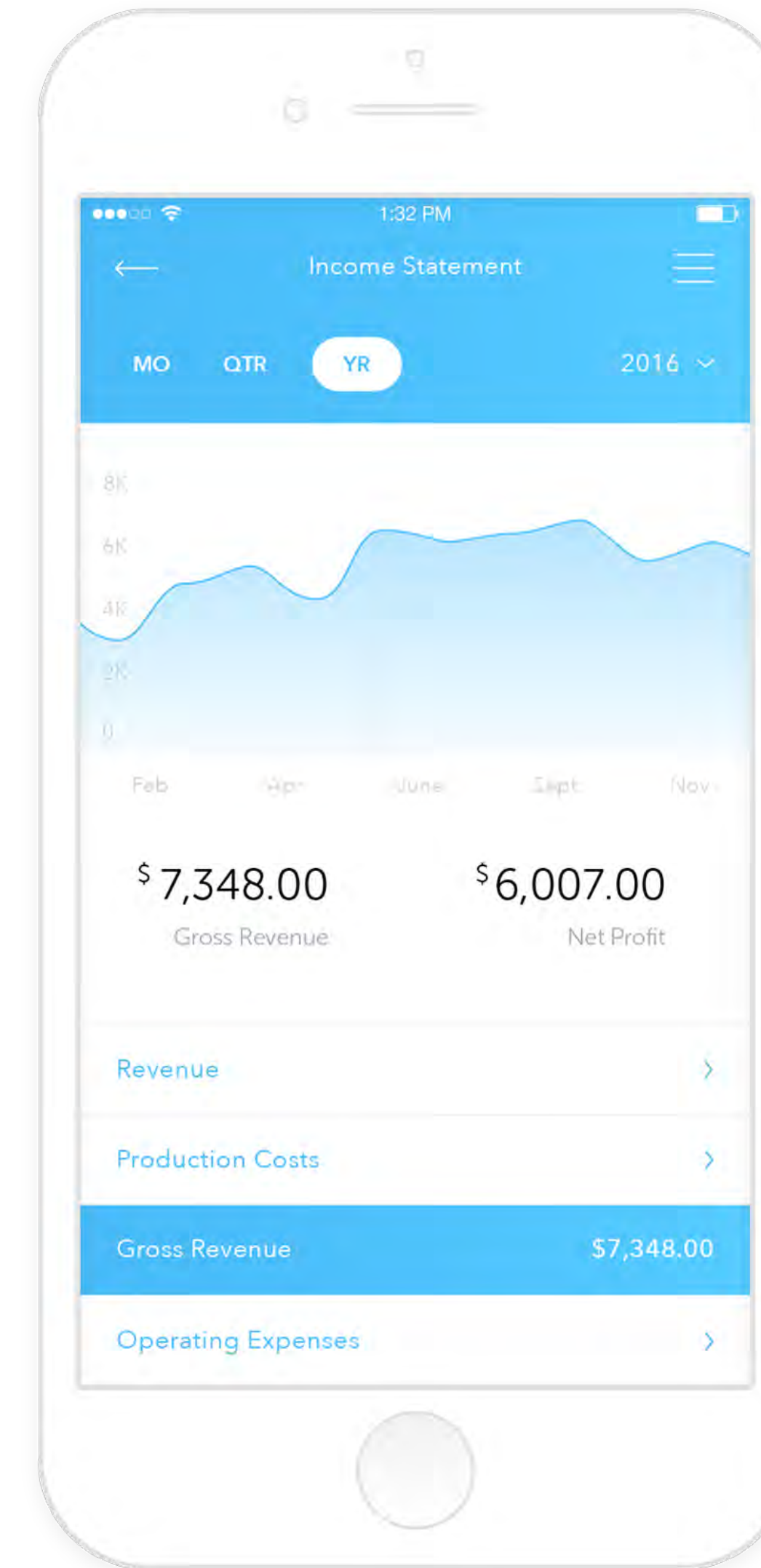
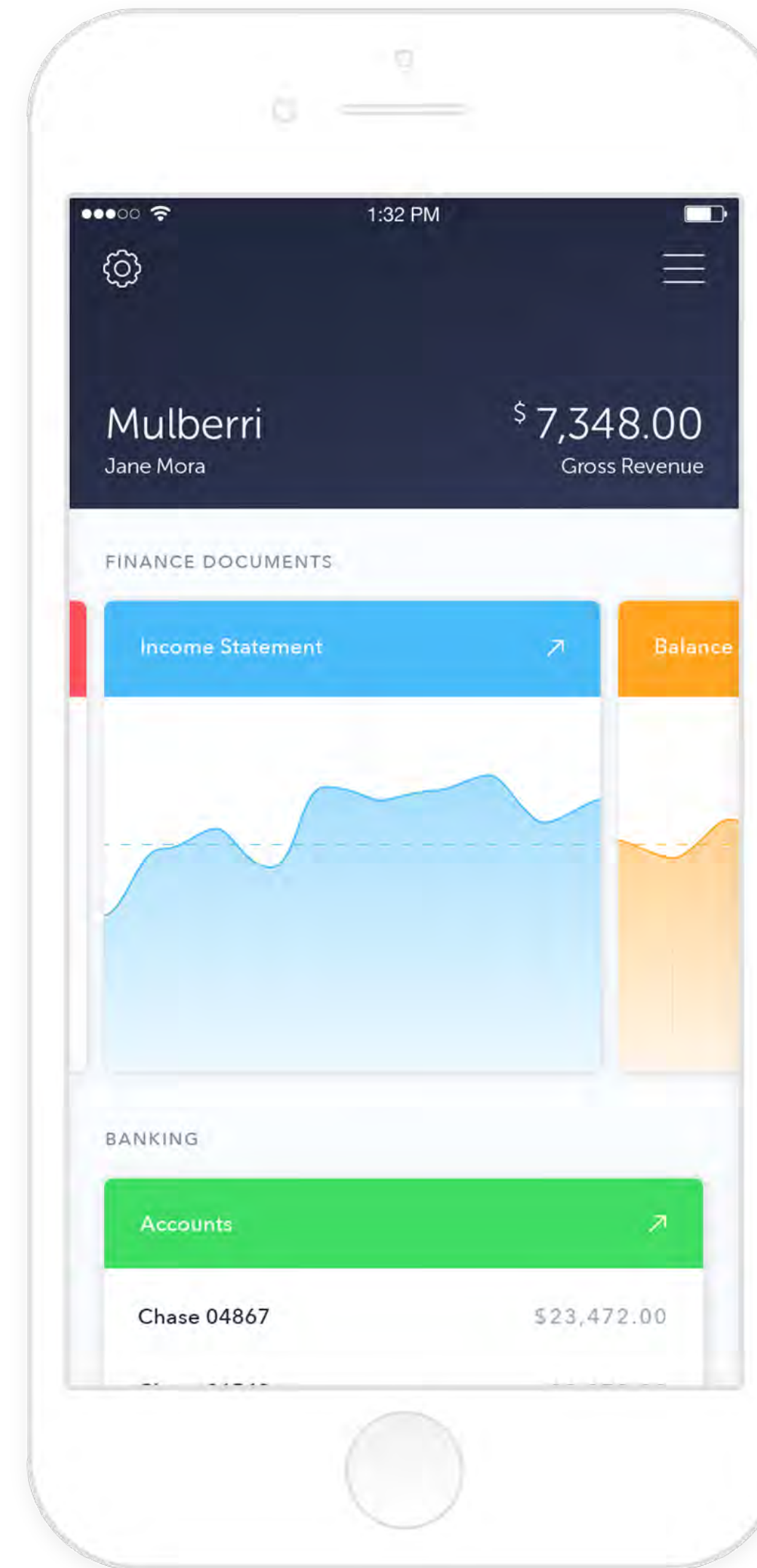
The Login and Onboarding designs remained relatively the same from the wireframing process. Upon adding colors and working with type options I was able to further my concept of using colored dots to indicate if a field was entered properly. I also worked with how active and inactive fields and continue buttons might appear and considered information icons for fields users might not completely understand.



ACCOUNT & INCOME STATEMENT

The account or home screen remained relatively similar to its previous iteration. The header was shortened and type sizes and color schemes were adjusted but overall the structure remained the same. My previous color choices seemed dull and lacked the playfulness I was striving for, this especially showed on the account page. That fact made the account page the perfect testing grounds for improved color schemes.

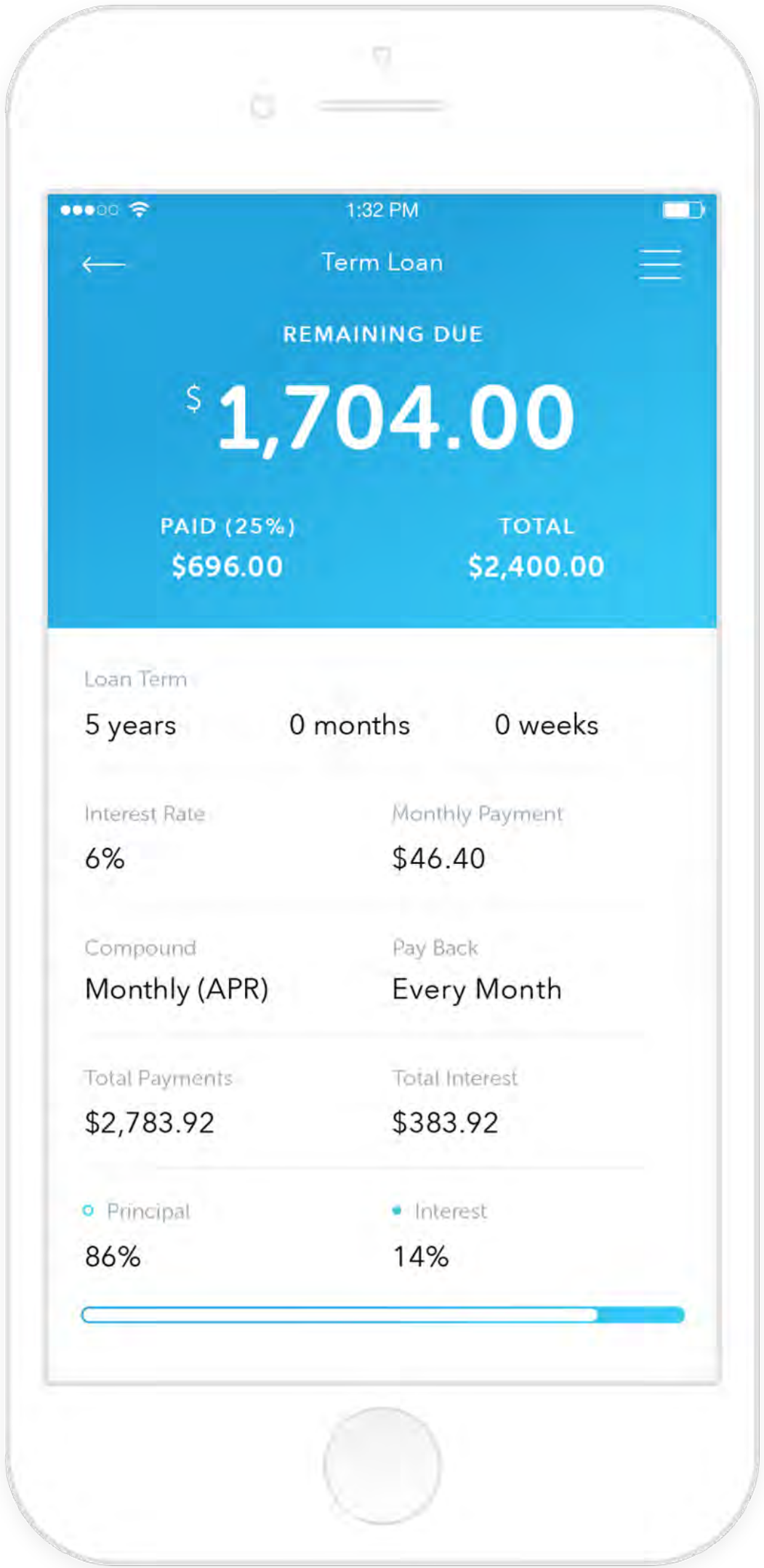
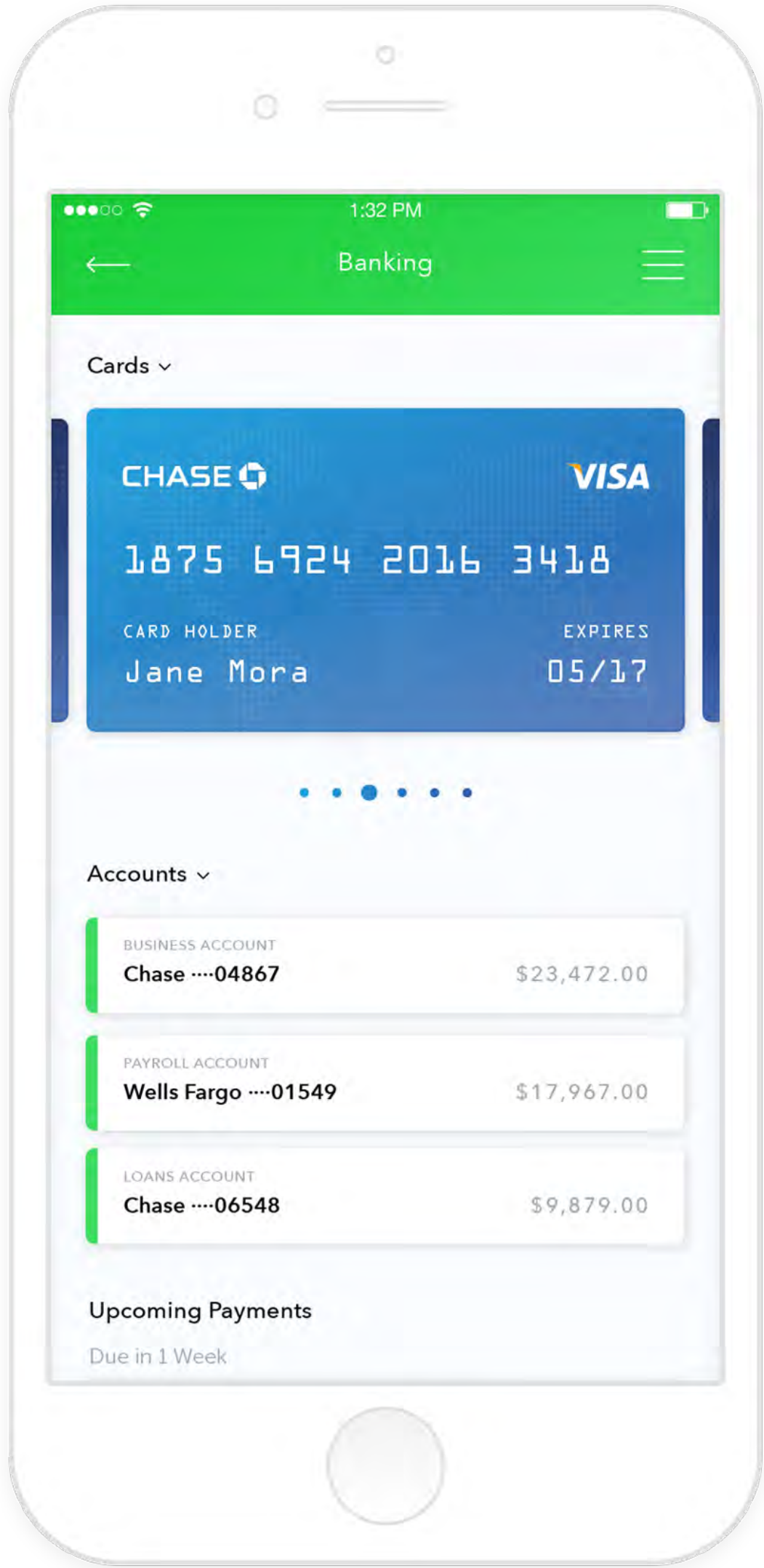
The previous income statement detail page design was another indicator that my color scheme had to be improved. For the following iterations I focused on bringing in brighter, more welcoming colors and more breathable white spaces. For my final design I also worked to improve the UI for the time period menu and the design of the graph itself.



BANKING: OVERVIEW & LOAN DETAIL

Banking screen design was improved through the credit card designs, creating a more realistic feel to them, improved type style and size choices as well as the addition of a dropdown capability to sections like the user's cards and accounts to allow them to edit, add or deleted items.

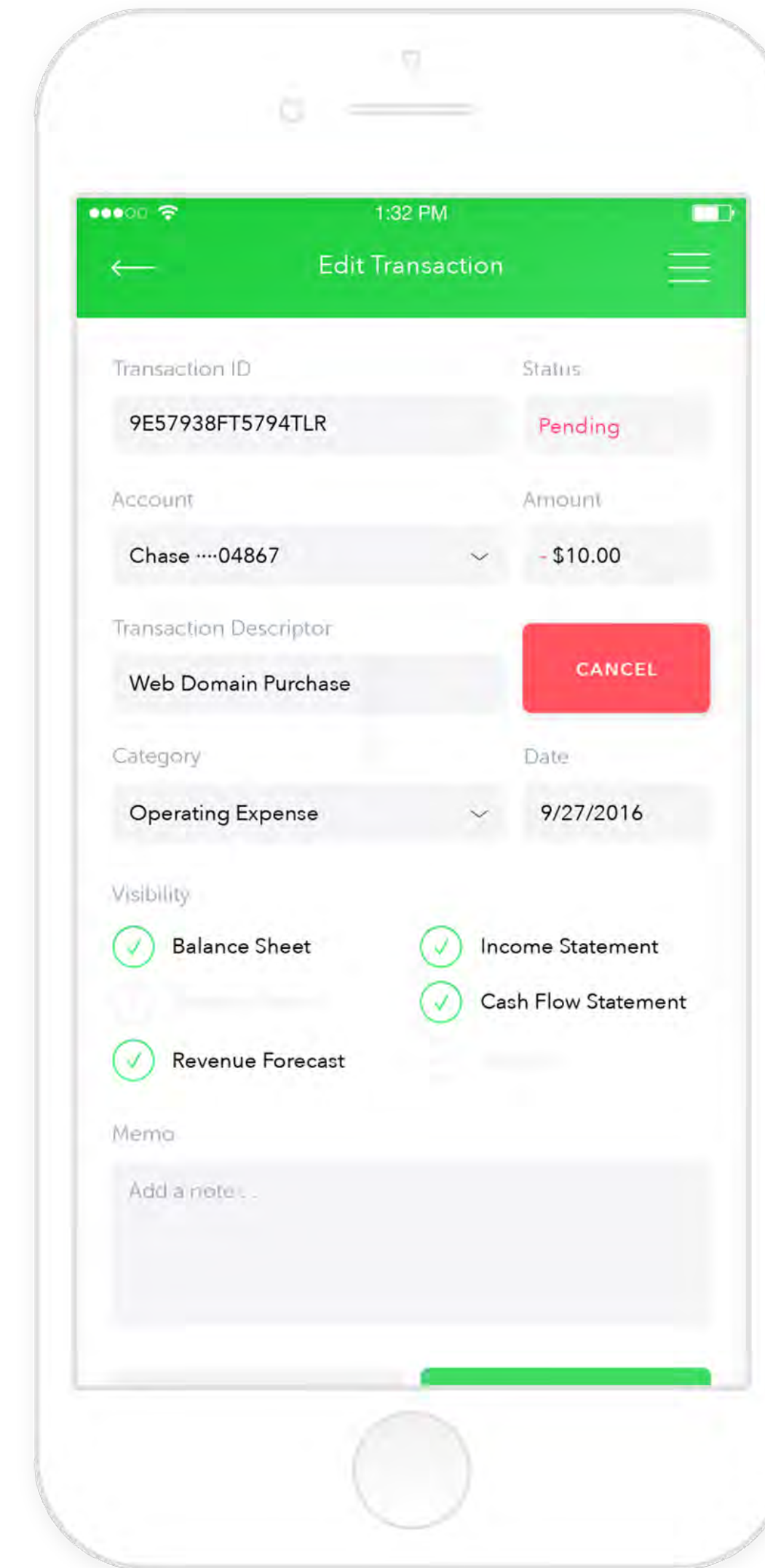
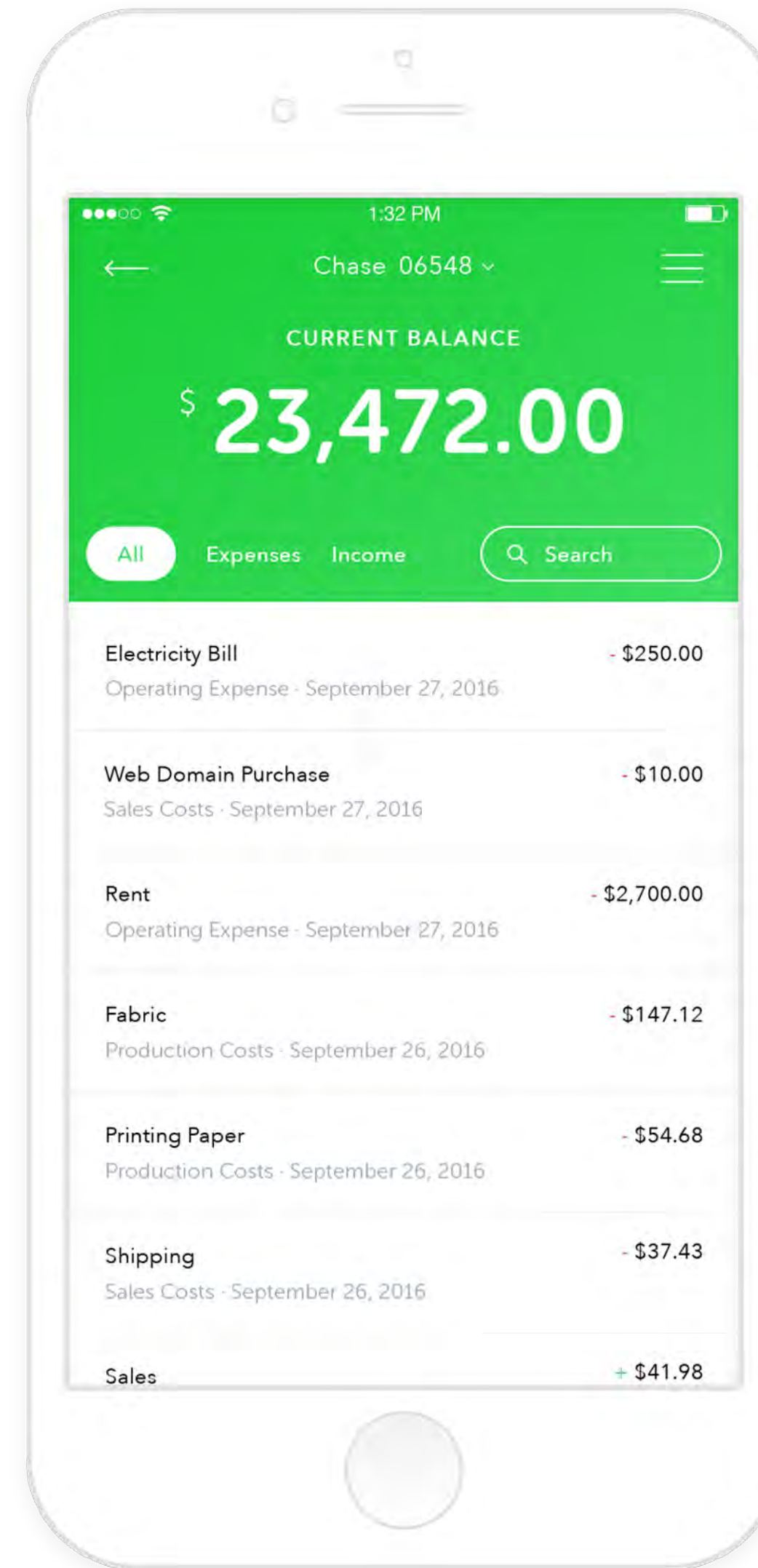
The loan detail page was the initial design that convinced me I needed to rethink my type style choices throughout the application's design. I wanted to reduce my use of all uppercase tags and use type to make my designs look playful and approachable.



BANKING: TRANSACTIONS & EDITTING

Similarly to the banking main screen, the account detail or transaction page main improvements were through increased type sizes, altered type style choices, and the addition of a dropdown for the account, allowing users to edit information about that specific bank account.

The editing capabilities for user's transactions, available simply through swiping left on a transaction, was altered to match the style and type choices I had made for the loan detail page, pulling together the app's designs.



BUDGET

The budget page was filled with its own unique challenges but after working on screens such as the income statement detail page, transaction page and loan detail pages I found that I was able to pull together elements from each to create a page that both fit the style I had developed thus far for this application and filled the needs of a budget page for a business and financing app.



Revenu

CONCLUSION

Revenu aims to make running a small or personal business viable for anyone. By using realtime data from user's bank accounts and other online presences Revenu can simplify many of the processes attached to running a successful business and gives it's users a feeling of ease and simplicity.

Revenu came with its own set of challenges for me. As a college student starting out on this project I didn't know much about the world of business and finance, so I dove into the unknown. This project gave me the opportunity to research, wireframe, and stretch my information design skills more than any project had in the past.