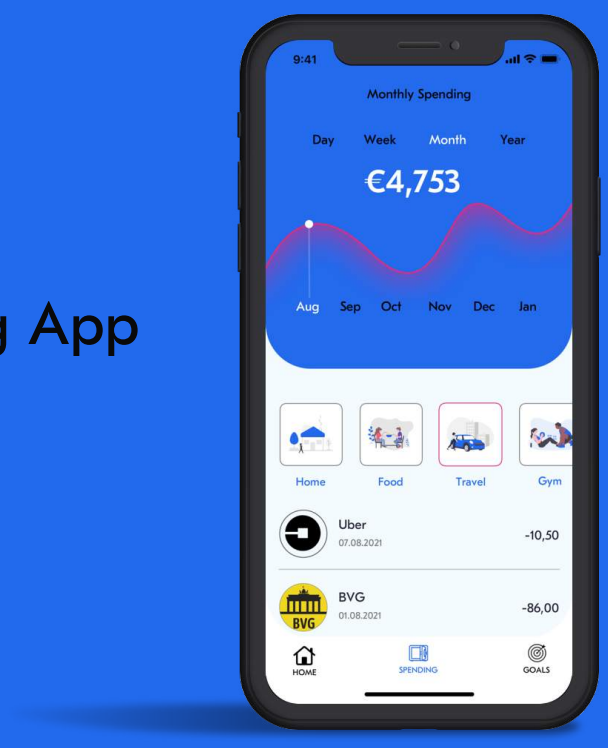
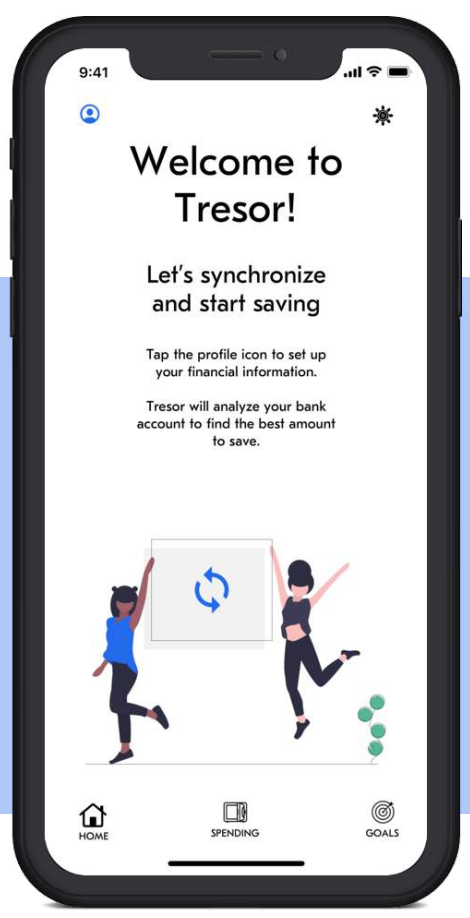
Tresor

The easiest Money-Saving App that you'll ever use!



The Project:

A money-saving app that will help people save money. Tresor thinks about your goals, balance and bills. Then calculates an amount that you won't feel.



The Idea:

The idea behind Tresor comes from the need to be able to save money in the easiest possible way. For many people saving money can be a very stressfull and difficult task.

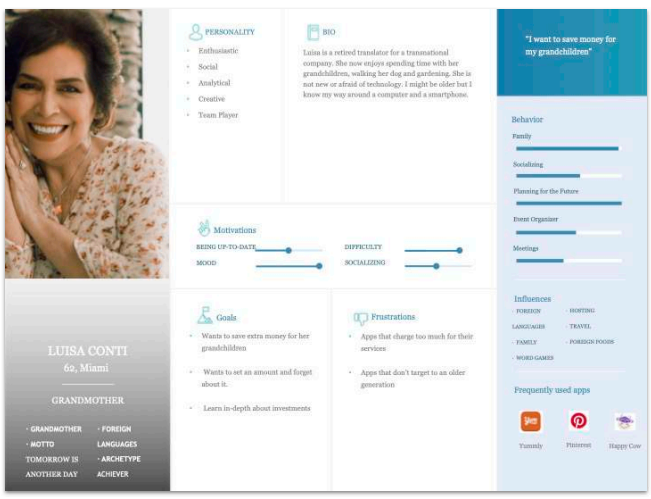
The word Tresor means "vault" or "bank safe" in German. This was taken as a starting point, to be able to feel safe about saving money. Therefore, money that you don't see (because it behind a closed door or inaccessible) is money that you won't spend.

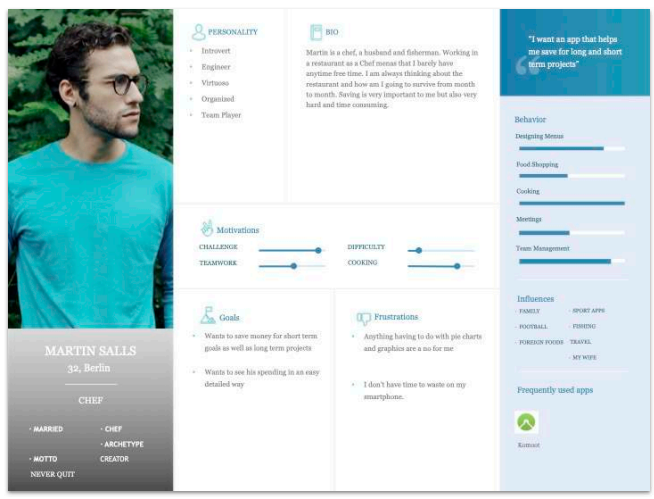
The financial world can be very intimidating with its jargon and graphics. Users do not want to spend time worrying about understanding difficult charts and graphics nor do they want to worry about their finances. Tresor easily explains to the user how much money can be saved without it becoming a financial strain on the users day-to-day life.

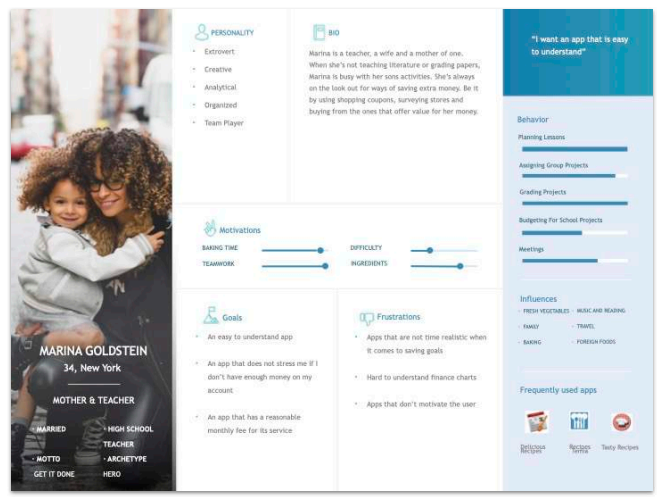
An app like Tresor exists so you can easily achieve your savings goals. You set the goal and Tresor's algorithm will do the rest.

User Personas:

Three user personas were created based on user experience research.
The user personas are categorized based on their relationship towards money.
"The Worrier", "The Short and Long Term Saver" and "The Compulsive Saver".







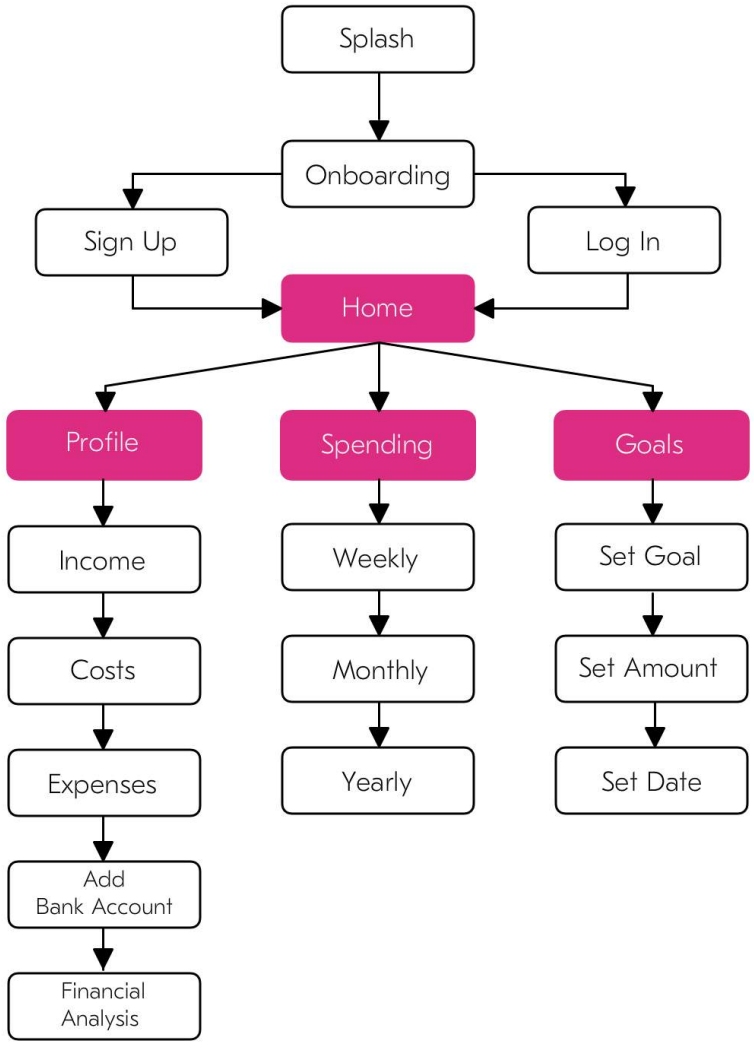
User Stories

1. As a new user, I need to be able to create a profile, so that the financial advice I receive is personalized to me, my spending habits, and tailored to my goals.

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

3. As a user, I need to be able to tell the tool what my savings goal is and how long I have to reach it, so that I can save accordingly.

User Flow Diagram



The User Flow Diagram shows the journey each user must complete in order to achieve their tasks.

The Design Process

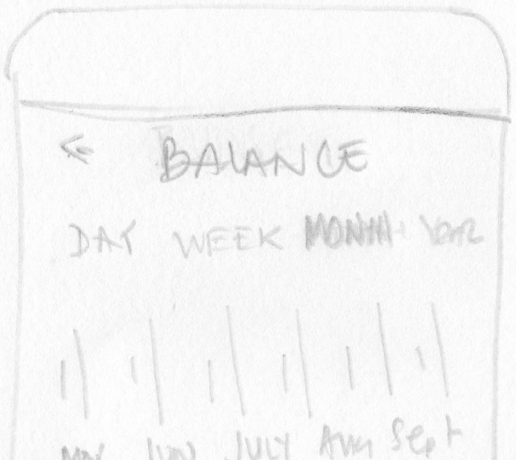
The most challenging aspect of the design process was identifyng which graphic chart would be the easiest for the user to understand in regard to their spending.

A considerable amount of time was spent between designing a bar chart versus a line graph.

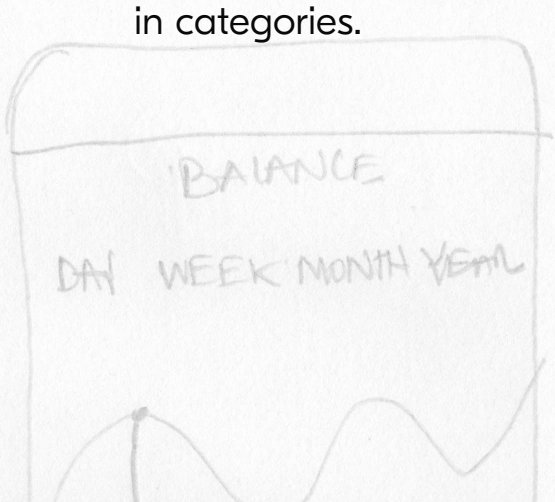
In the end a line graph was easier for the user to understand and maintained the app's easy to understand principle.

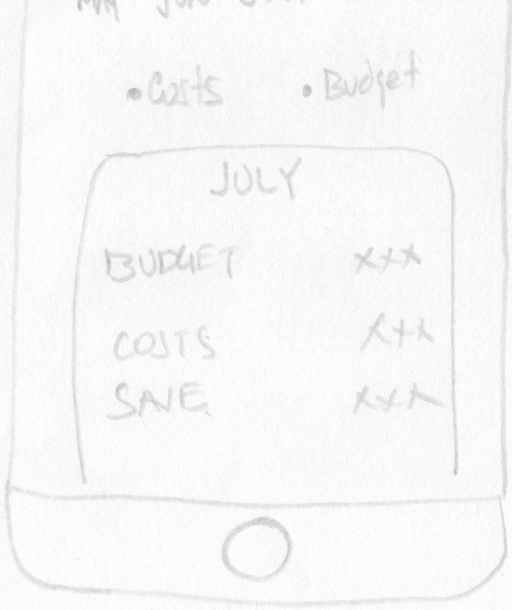
Low Fidelity Design of a Bar Chart screen versus a Line Graph Screen

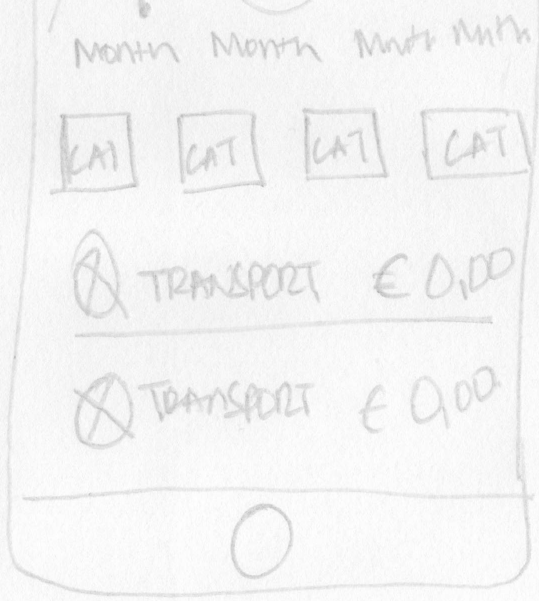
Graph Chart
details the budget
for the current month



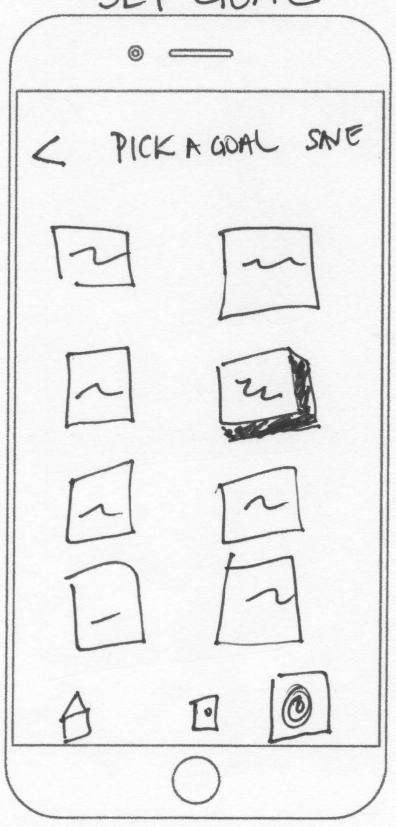
Line Graph
details the spending
in categories.





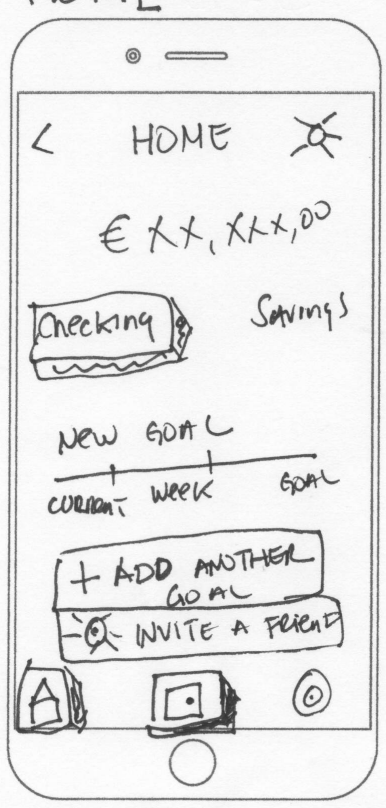


SET GOAL



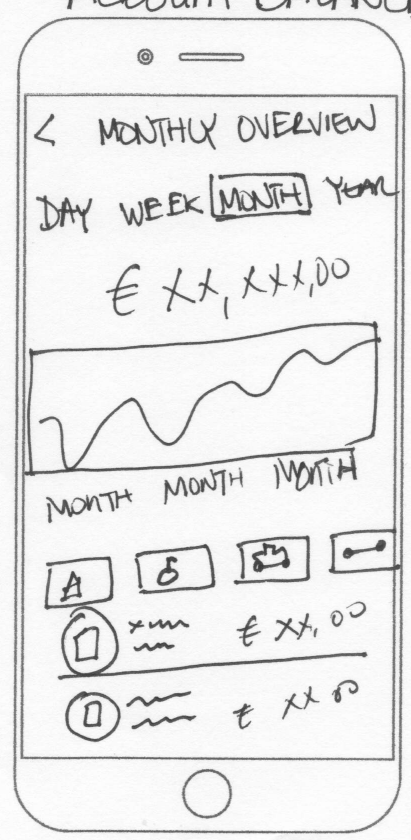
Goal Screen:
Here the user can pick a savings goal category or create their own.

HOME



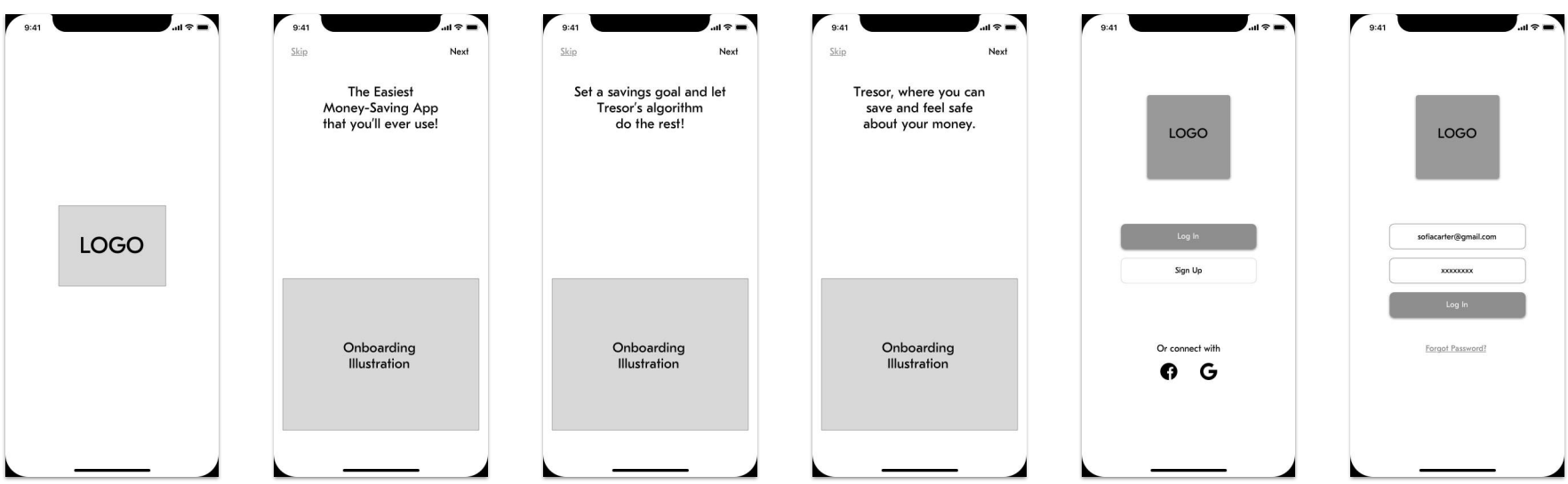
Home Screen:
A line is used to represent how much the user needs to save per week to reach their goal.

ACCOUNT BALANCE



Spending Screen (Overview):
A line is used to illustrate the users spending per month.
The user is able to see a detail history of their spending under the chosen category.

Wireframes



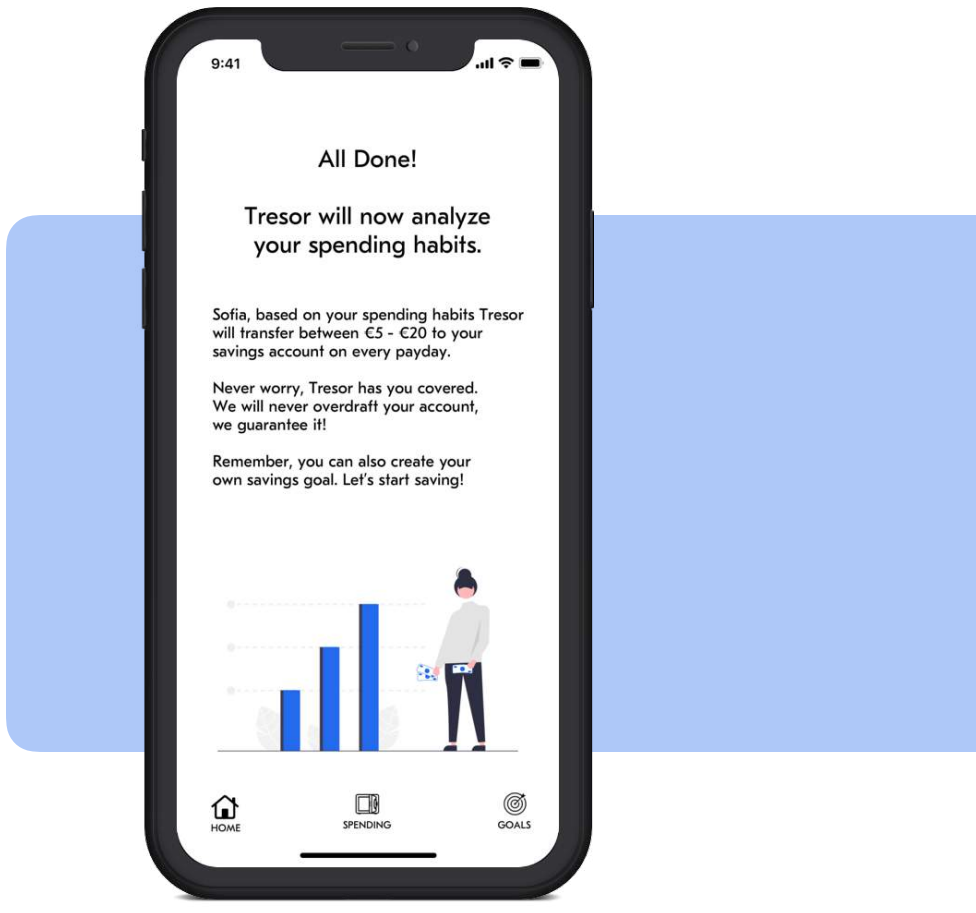
Tresor's Key Feautres:

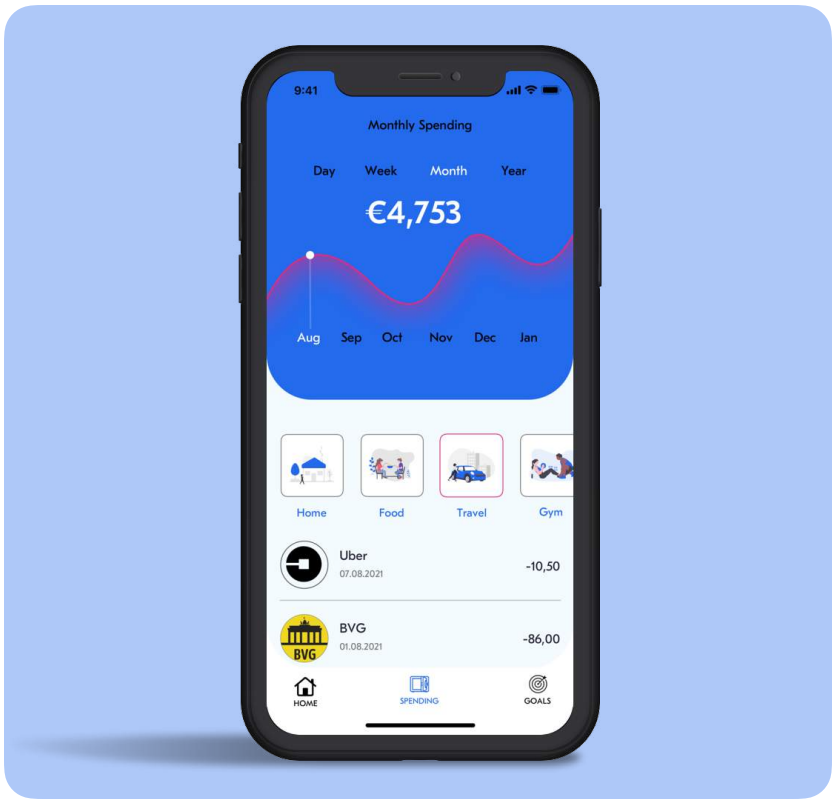
Fiancial Analysis

Tresor will analyze your financial health and easily explain the best solution for you.

Allocate Savings

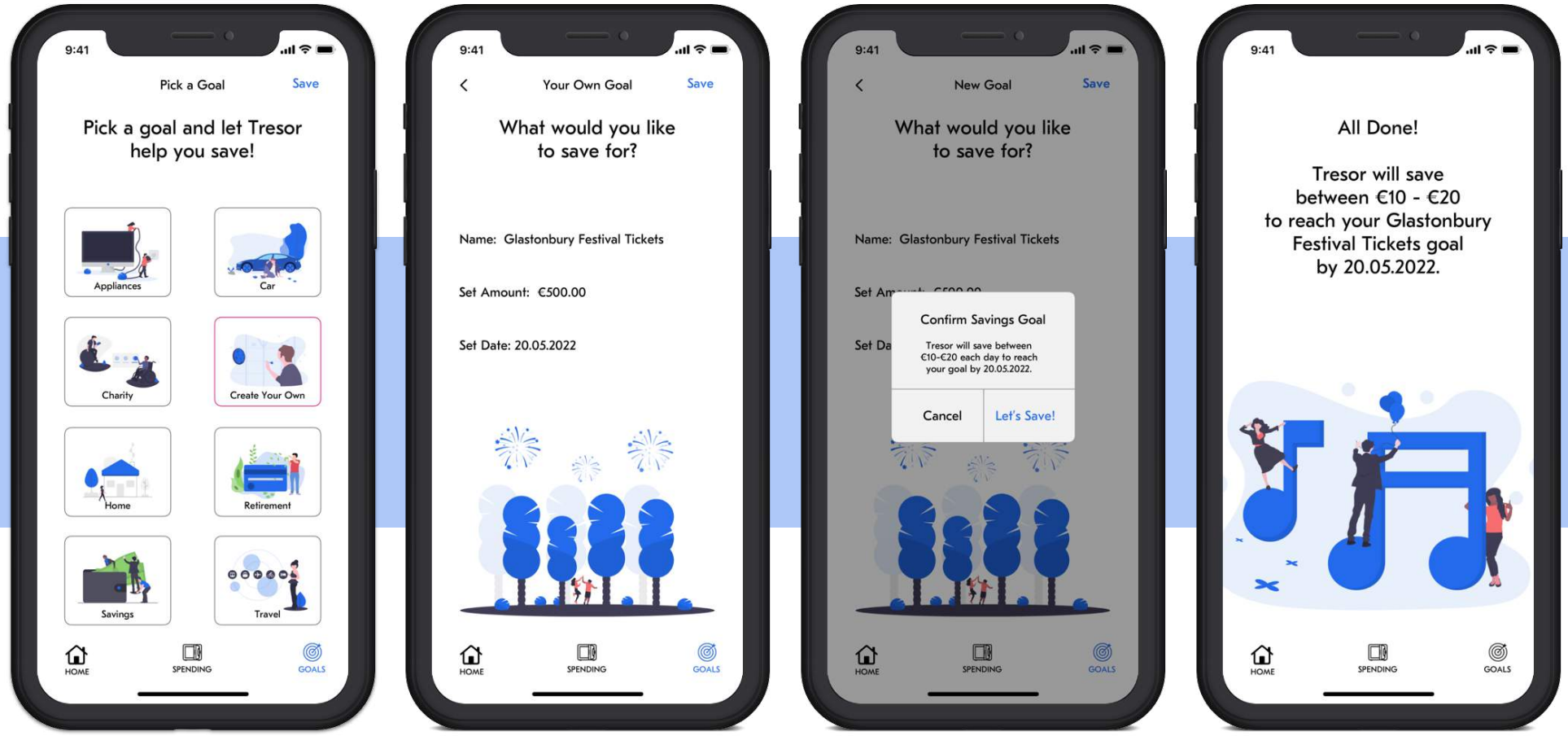
Based on your financial analysis Tresor will allocate an amount of money for you to save.





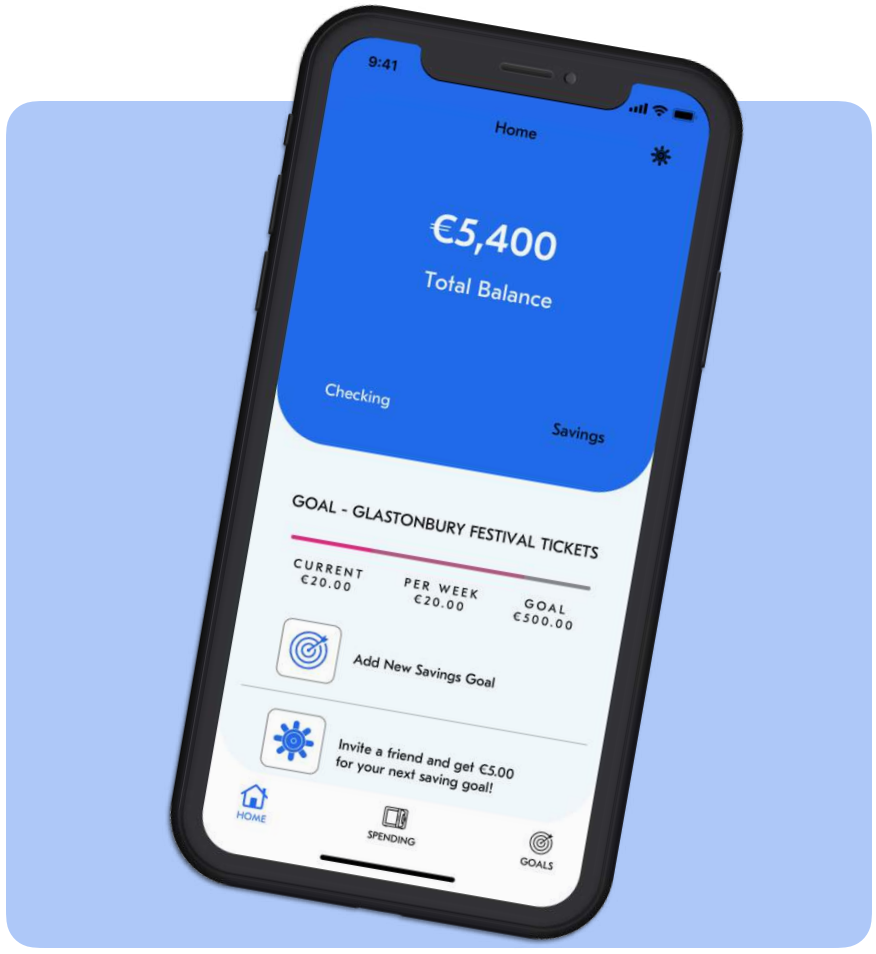
Account Overview

See a weekly, monthly or yearly overview of your spending habits.

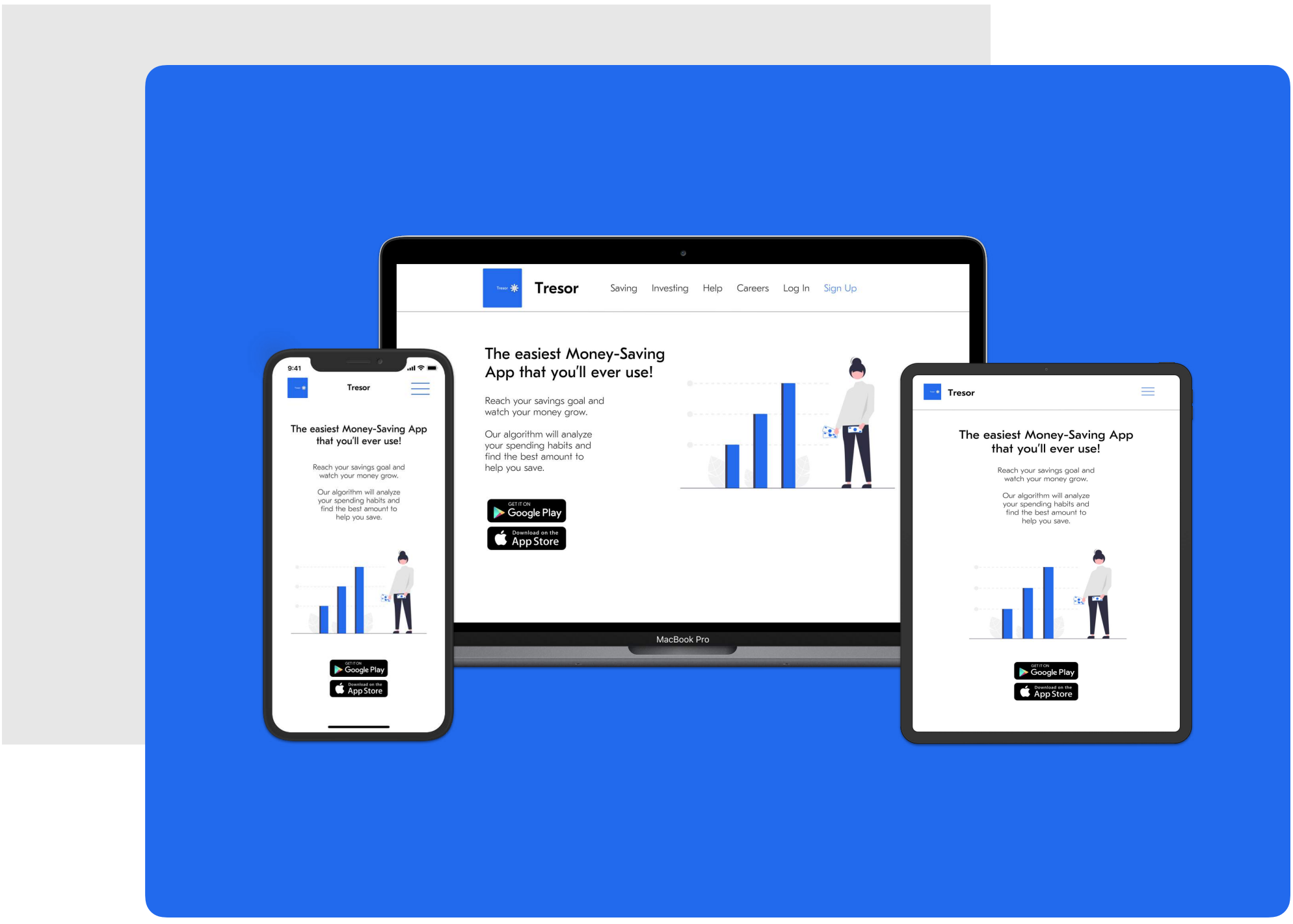


Set or Create Your Own Savings Goal

Set a goal or saving amount and let Tresor help you reach your goal.



Responsive Web Design



Style Guide

Typography

Tresor's typeface is the sans serif GT Eesti Pro Text.

GT Eesti Pro Text is original and contemporary.

GT Eesti Pro text is a free-spirited interpretation of the Soviet geometric sans serif Zhurnalnaya Roublennaya.

GT Eesti Text sports ink traps and tapering to prevent ink and pixel bleeding, avoiding spotty text color in small sizes.

Diagonal cuts open the apertures in the Text version, giving the typeface a more dynamic character.

Aa
GT Eesti Pro Text, Medium
Headings

Aa
GT Eesti Pro Text, Regular
Body Text

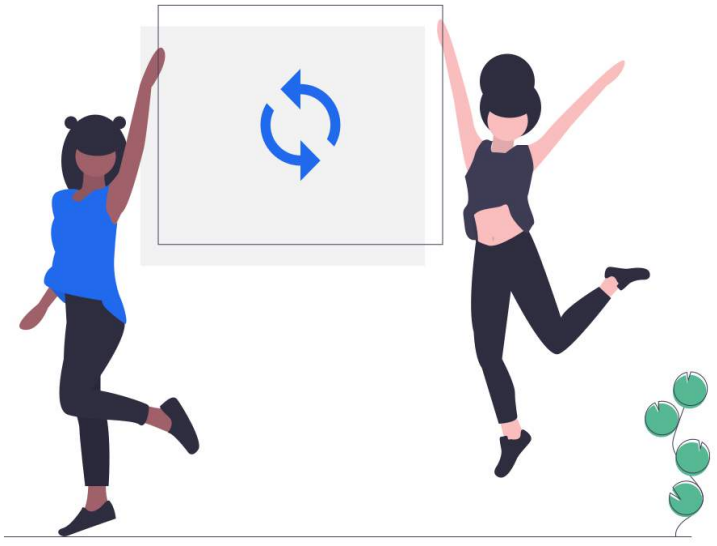
Color Palette

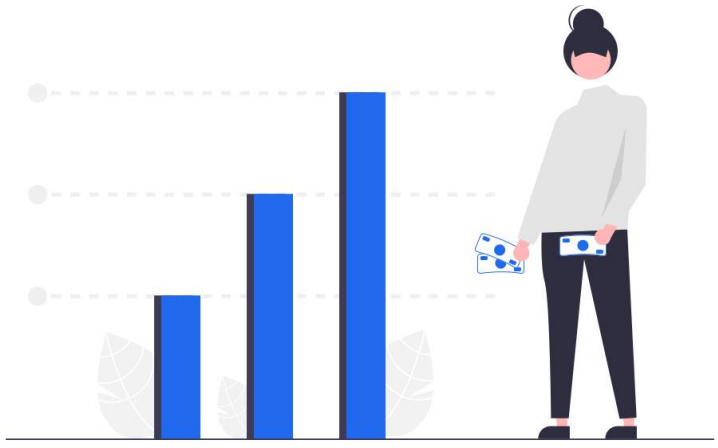
Tresor's main color is blue which is a trust building color. A high energy, bright pink was chosen to represent understanding and compassion. A lighter shade of blue was used as a background color with its opacity down to 5%.

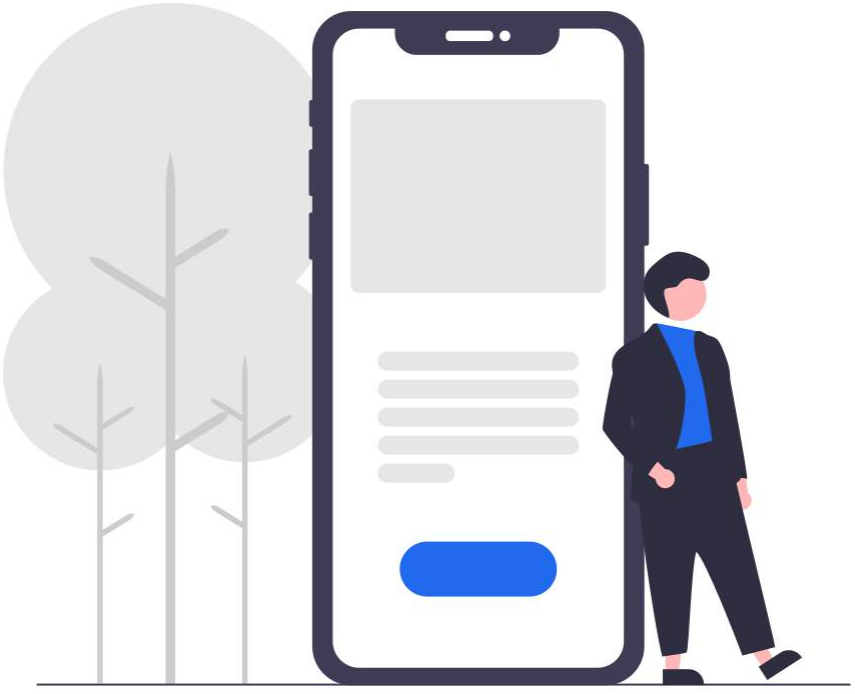
HEX 226AED	HEX 2FB5F2 Opacity 5%	HEX DC2D83	HEX F2F2F2

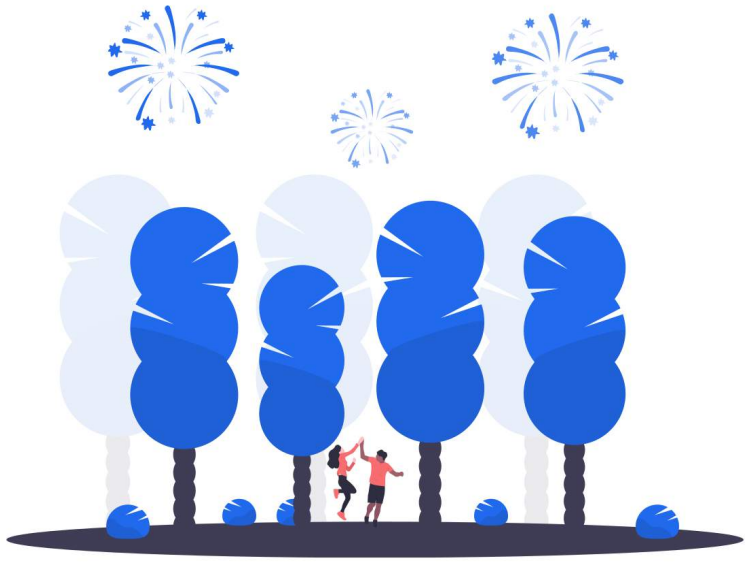
Illustrations

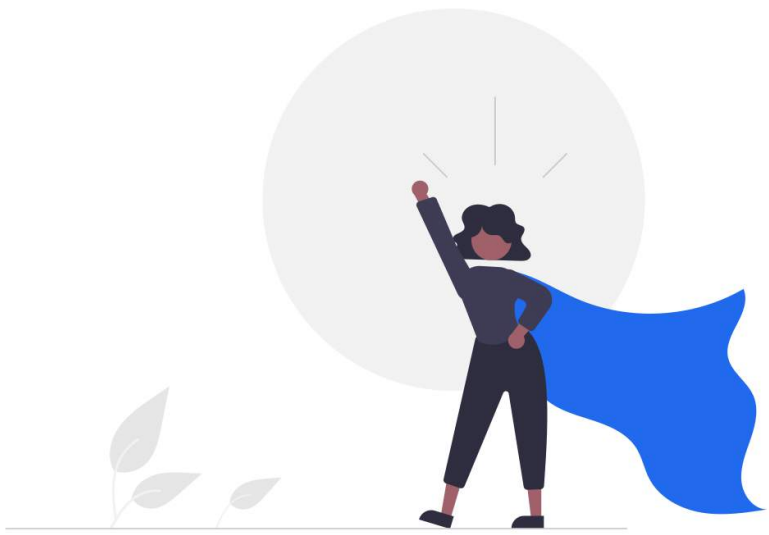
By using illustrations Tresor breaks away from the over used stock photography format associated with banking and finance. The illustrations represent the easy and relaxed style of the app and also serve as motivation enhancers.
The illustrations are in line with the app's core value and color palette.

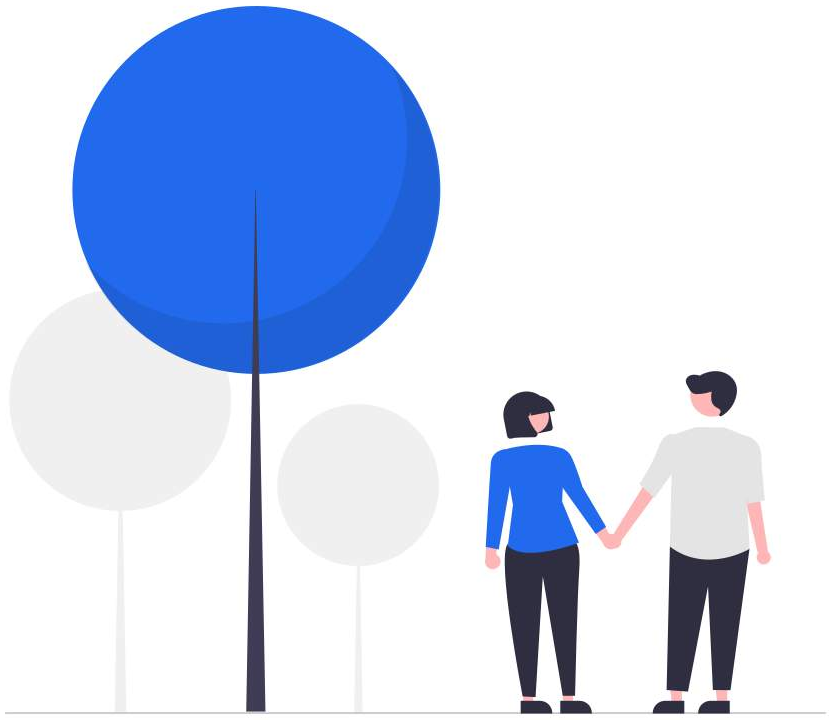


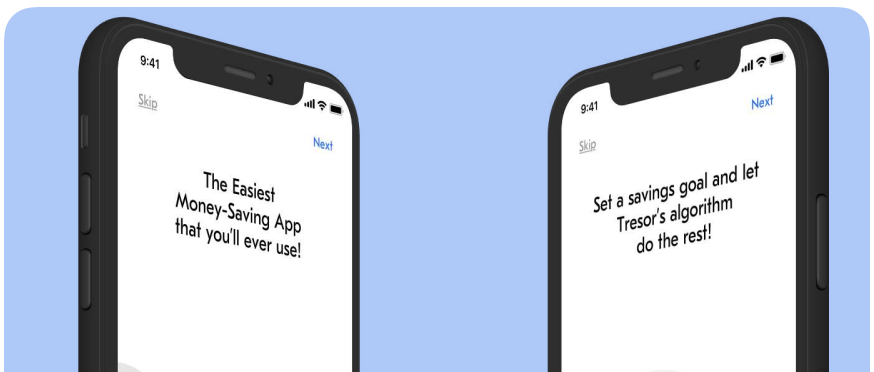


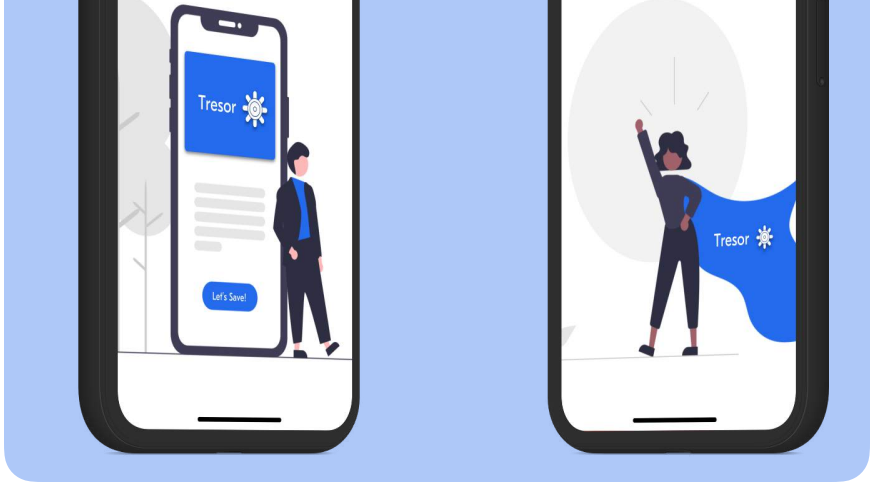


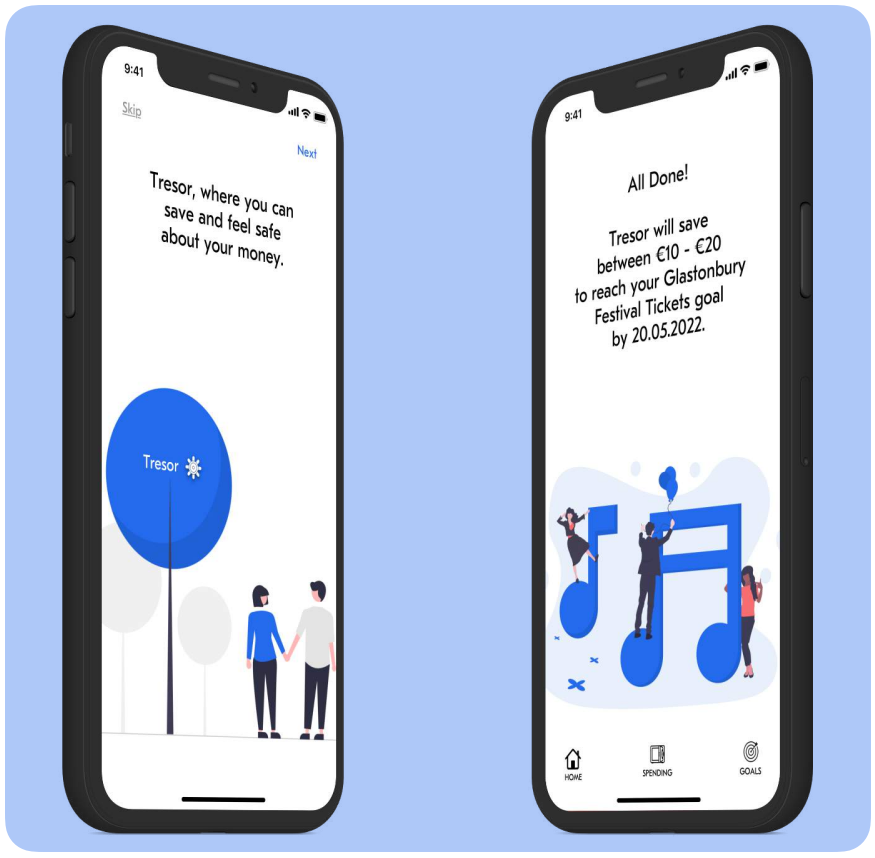






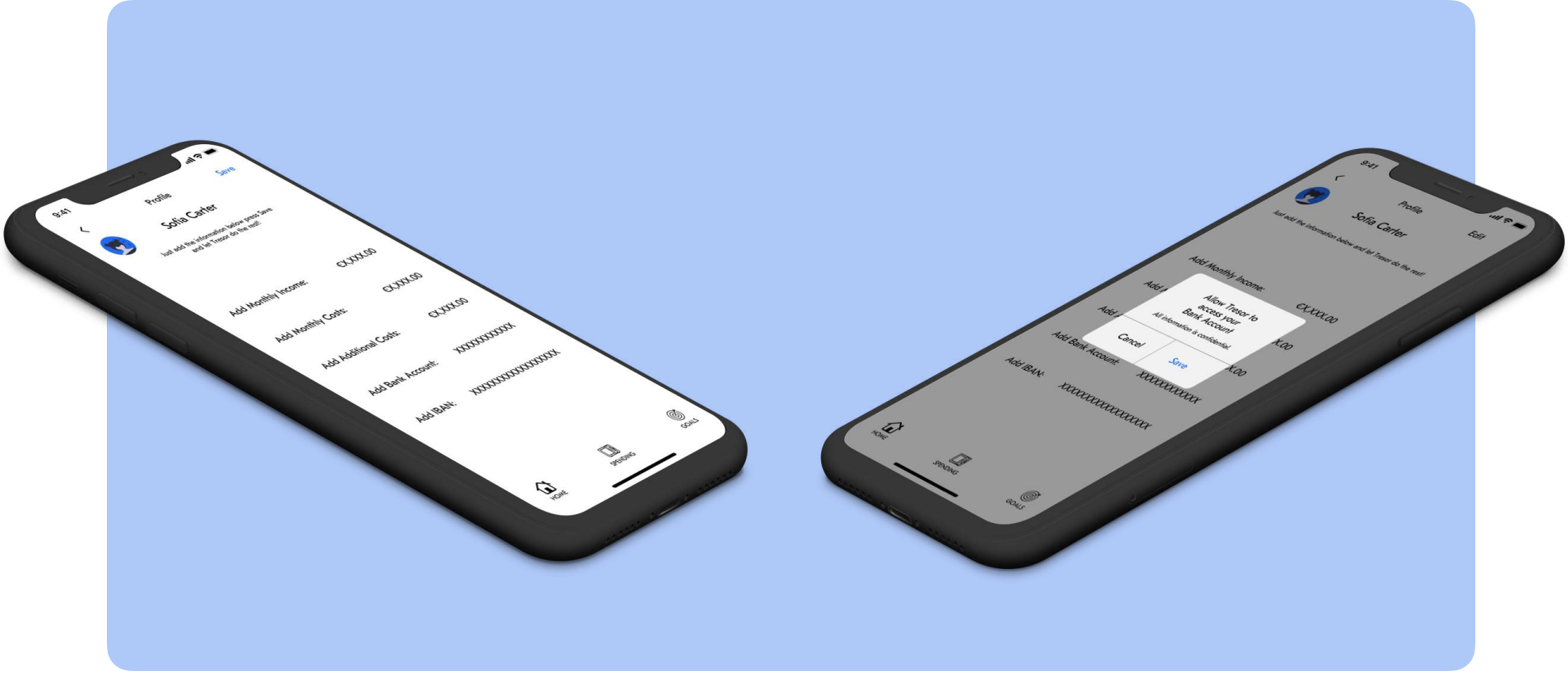

9:41
Skip
Next
The Easiest
Money-Saving App
that you'll ever use!
9:41
Next
Skip
Set a savings goal and let
Tresor's algorithm
do the rest!





Iconography

Tresor uses 5 main icons. Home, Spending (represented by an open vault door), Goals, Profile and a Safe Door handle (to encourage users to recommend the app and receive a money bonus).



Thank You For Watching!