



UX CA2

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Project objective

Design a wallet that caters to the needs and wants of the youths of Singapore

General statement

Design a wallet for youths

Research goal 1

- Youth age range internationally?
- Youth age range in Singapore?
- Who are they?
- Occupations?
- How often do they use their wallets?
- What is their preferred method of payment?

Research goals 2

- What kind of wallets do they use? Physical? Digital?
- What features or considerations did they have when buying their current wallet?
- Do they use wallets to store cash or cards more?
- Did they look for a specific brand, colour, or material when they bought their wallets?
- How do they use their wallets – good and bad experiences – frustrations, pain points, needs, expectations, insights and discoveries?
- How much do the appearance of the wallet matter when they were buying their current wallet? Do they go more practical or stylish wallets?
- Are they satisfied with their current wallets?
- How long do they keep their wallets before changing them?



Identify the research method

User interviews

Interview targets

Who do you want to talk to?	What exact criteria will identify the people you want to talk to?	What screening questions will you ask?
youths with wallets	Poly students with wallets	Do you use a wallet
People with wallets with logos	People with branded wallets	What do you look for when buying a wallet
People who buy branded goods	People who have a higher budget when it comes to buying wallets	Which brands do you prefer when buying and why
People with thicker wallets	People who carry more items in their wallet	Do you use your wallet for holding card or cash more
People with old wallets	People who have kept their wallets for a long time	How long do you usually keep your wallet for before changing
People with very thin wallets	People that only seem to have one thing in their wallets	Do you use a E-wallet more or physical

Script

Hello my name is Shernice from RP. The purpose of this interview is to find out the relationship between Singapore youths and their wallets.

- Do you use a wallet?
- What do you usually look for when buying a wallet?
- What are some brands you lent towards when buying one and why? Material? Cost? Look?
- How long do you usually keep your wallet before changing it?
- Do you use it more for cash or cards?
- Do you prefer e wallets or physical?
- What size of wallet do you prefer and why?



Interview 1



- Do you have a wallet? Yes
 - What do you look for when it come to buying a wallet?
personally, I look at the price of the wallet first, and then see whether it's within my budget, and also its functionality. I always carry around a lot of coins, so it needs to have like a zip, To keep my coins in place and I need a cash and card slot as I carry around a lot of cards
 - What are some brands you lent towards when buying one and why? Material? Cost? Look?
A good wallet brand would probably be Charles and Keith, which is cost friendly, it's pretty affordable, but it's also quite good quality. Aesthetics depends on what I need for the wallet.
 - How long do you usually keep your wallet before changing it? 3 years
 - Do you use it more for cash or cards? Card, cash is only there for places that don't allow cashless payment
 - Do you prefer e wallets or physical? I prefer e wallets.
 - What size of wallet do you prefer and why? I actually don't really care much about the size. As long as it, like, has everything that I need in it.



Interview 2



- Do you use a wallet? Yes, I do use a wallet. It's pretty small and old, but it's still functional.
- What do you usually look for when buying a wallet? Cheap enough and a good enough material to last a long time
- What are some brands you lent towards when buying one and why? Material? Cost? Look? I Like to look for good deals and discounts. So when I see a cheap wallet that I like I'll just get it I don't really take into consideration the material and the look of it
- How long do you usually keep your wallet before changing it? 5 plus years, but it depends on whether it's still functional after that point.
- Do you use it more for cash or cards? I only use cash because I do not have any credit or debit cards as of now.
- Do you prefer e wallets or physical? I still prefer physical wallets because I'm still inexperienced with cashless payment.
- What size of wallet do you prefer and why? I do go for like smaller wallets because my pants that I have at home the pockets are relatively smaller.



Interview 3



- Do you use a wallet? Yes, I use my physical wallet basically every time I go out, I will bring my wallet with me.
- What do you usually look for when buying a wallet? I will look for if they have a coin compartment. Because that's just more convenient for me to hold my coins inside and have a notes compartment. The most important is if it can hold my cards.
- What are some brands you lent towards when buying one and why? Material? Cost? Look? No, actually I don't really care much about the brand. I care more about like the design, if it's cute and if it has like the features that I want, so it's mostly don't really care about the brand. Design is quite important to me as well.
- How long do you usually keep your wallet before changing it? I think about a year, because usually, the fake leather starts to break off, and the metal starts rusting.
- Do you use it more for cash or cards? Card.
- Do you prefer e wallets or physical? I think that I would prefer my physical wallet.
- What size of wallet do you prefer and why? I wouldn't mind a medium sized wallet, but the large one, like those long, long rectangle one, I think those are too big for me.



Interview 4



- Do you use a wallet? Yes.
- What do you usually look for when buying a wallet? Aesthetic and the overall appearance first, I would see if the, the material is durable and if there is space for me to store my cards and maybe a coin pouch as well.
- What are some brands you lent towards when buying one and why? Material? Cost? Look? I would personally lean for slightly more niche and expensive brands. As it usually has better quality materials And it will last me longer. I would prefer leather or cow skin.
- How long do you usually keep your wallet before changing it? 3 to 4 years before I actually change to a new one.
- Do you use it more for cash or cards? I hold cards more as, I hardly carry around cash.
- Do you prefer e wallets or physical? I would still prefer a physical wallet as I feel more secure when the wallet is in my pocket.
- What size of wallet do you prefer and why? I prefer a small wallet as personally, I do not like super bulky wallet



Interview 5



- Do you use a wallet? Yes, I do use a wallet and it's a coin pouch. I don't use my wallet on a daily basis but I do bring my wallet out every day.
- What do you usually look for when buying a wallet? I usually look for like one big compartment because besides storing coins in my coin pouch, I will also store my cards and my notes and my lip balm.
- What are some brands you lent towards when buying one and why? Material? Cost? Look? I lean towards would be like Carhartt or Stussy because it's just personally a brand that I like. I would say it's the look, if you want to talk about the brand, because I buy it for the brand itself. The cost I would say about like 50. Durability is definitely important. A dark coloured wallet
- How long do you usually keep your wallet before changing it? One to two years
- Do you use it more for cash or cards? I use it to hold cash if you want to talk about coins but I also use it to store like two cards.
- Do you prefer e wallets or physical? I would prefer e wallet but it's essential to bring out a physical wallet too.
- What size of wallet do you prefer and why? I prefer wallet that is small enough to be placed into my pocket.

Summary of findings

- 4/5 of users preferred small to medium sized wallets.
- 3/5 of the users want a durable wallet, preferably out of leather.
 - 5/5 of the users use their wallets daily.
- 5/5 of the users want a coin pouch with their wallets.



Analysis & Insight

Insight 1. 4/5 of my users said that their ideal wallet would be smaller and more compact (small enough to fit into their pockets and hands).

Insight 2. 4/5 of my users said that their ideal wallet has to have card holders as they prefer carrying cards to cash. (around 2-5 cards are the amount they carry on themselves).

Insight 3. 5/5 of my users want a coin pouch with a zip in their ideal wallet (some not necessarily for just holding coins but also personal things like lip balm).

Insight 4. 3/5 of my users want a durable wallet.

Research analysis – POV

USER (from data)	NEEDS (from data)	INSIGHT (data/ inference)
Youths (17 years old, female)	Needs to have a secure coin pouch	Zips to prevent the chances of coins falling out of the wallet.
Youths (16 years old, female)	Needs to be small enough to fit into pants pockets	For convenience of not needing to constantly hold it. As they use it daily.
Youths (17 years old, female)	The wallet design needs to be visually appealing	People like to look at their wallets and want others to think their wallet is nice.
Youths (17 years old, male)	Prefers a leather wallet	It is a more durable material.
Youths (19 years old, female)	Wallet needs to be durable	It lasts longer and more worth the money, and it doesn't need to be replaced so soon.

Problem statement

- How might we make a secure coin pouch, to ensure the coins will not fall out.
- How might we make a wallet small enough, so that youths find it convenient.
- How might we design a wallet that is aesthetically pleasing enough, so that youths are compelled to buy it.
- How might we use a material to make a wallet, to ensure it is durable enough.
- How might we make a durable wallet, to ensure it lasts a long time and is worth the user's money.

Reframed problem statement

- How might we design a secure and small wallet for 15-21 years old poly youths, who use their wallets daily.
- How might we design an aesthetically pleasing and durable wallet for 15-21 years old poly youths, who want a long-lasting wallet.

Persona 1



Jessie Tan
Polytechnic student
Part-time worker

Demographic

- 19 years old
- Lives in Singapore, orchard
- Comes from a middle to high income family
- Lives with her parents

Pain points

- Hates it when banking apps are slow and take a long time to load.
- Hates it when her cards are stuck together.

Backstory

- She is a poly student studying in the School of Arts, she works a part-time job at a cafe and likes branded high-end goods.

Goals and needs

- Currently working to afford a street brand wallet and planning a trip overseas to Japan with her family. She prefers e payments as they are faster than physical payments. She has many cards and like wallets with lots of card holders.



David Lim
Polytechnic Student

Persona 2

Demographic

- 17 years old
- Lives in Singapore, Bedok
- From a low to middle income family
- Lives with his parents

Pain points

- His wallets are always easily worn out
- Hates when his cards get stuck in his wallets
- Hates when his coins fall out

Backstory

- He is a poly student studying at School of Business, he is working hard to save money to afford a new wallet.

Goals and needs

- Working to afford a new wallet as his old one is worn out
- He needs to save money for his future university fees
- He wants a wallet that lasts a long time

Scenario 1

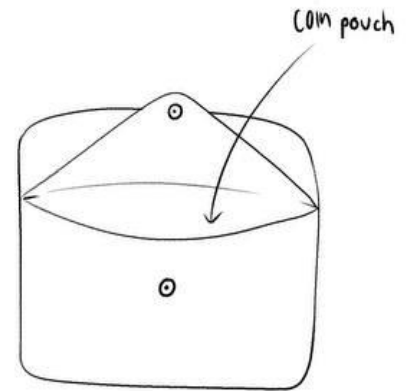
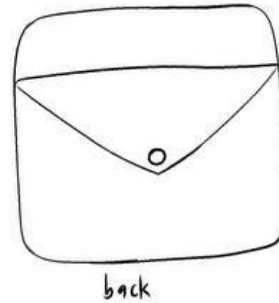
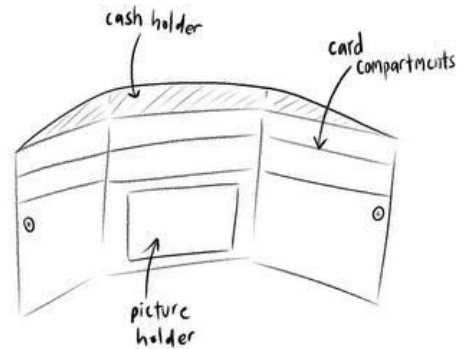
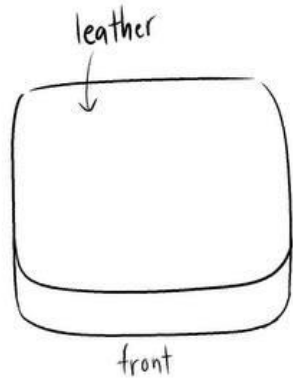
Jessie is a poly student who has many different credit and debit cards. Whenever she buys things, she has to sift through multiple cards to find the right one. Which is troublesome for her as her wallet has a limited amount of card holders. This forces her to place multiple cards in the same holder, which makes it even more difficult for her to take out a specific card.

Scenario 2

David has been saving up for a wallet recently but is very picky about which wallet he wants to get. As his previous wallets have only lasted for a very short period, before they are worn out and replaced. He wants a wallet that is durable and able to securely hold all his coins.

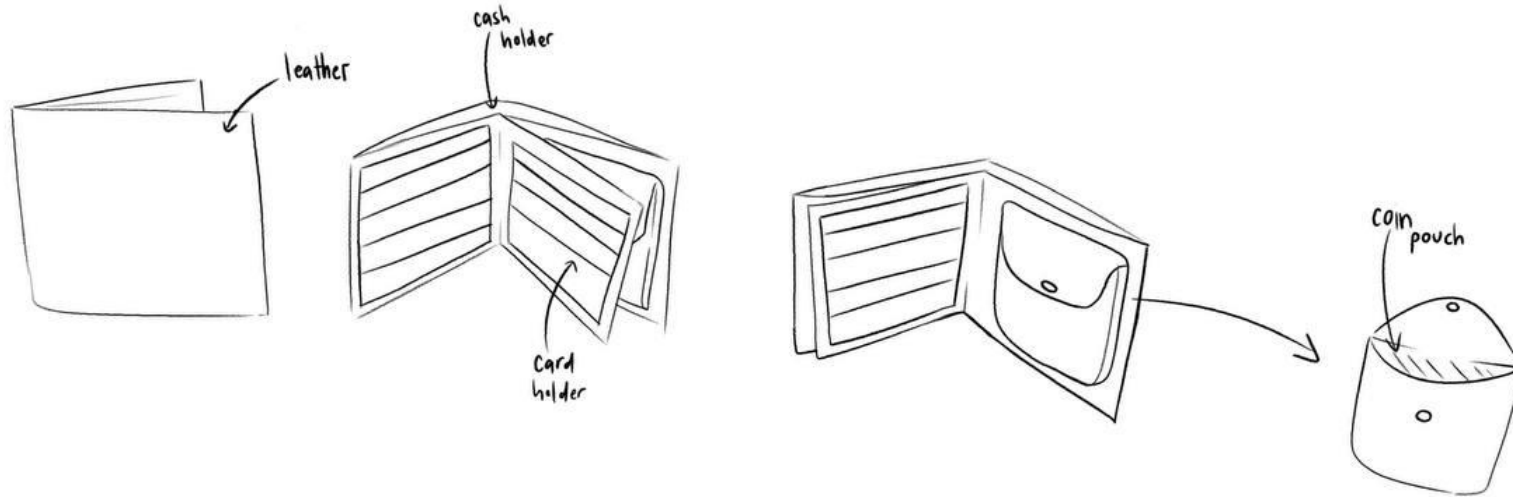
Sketch idea 1

Sketch 1

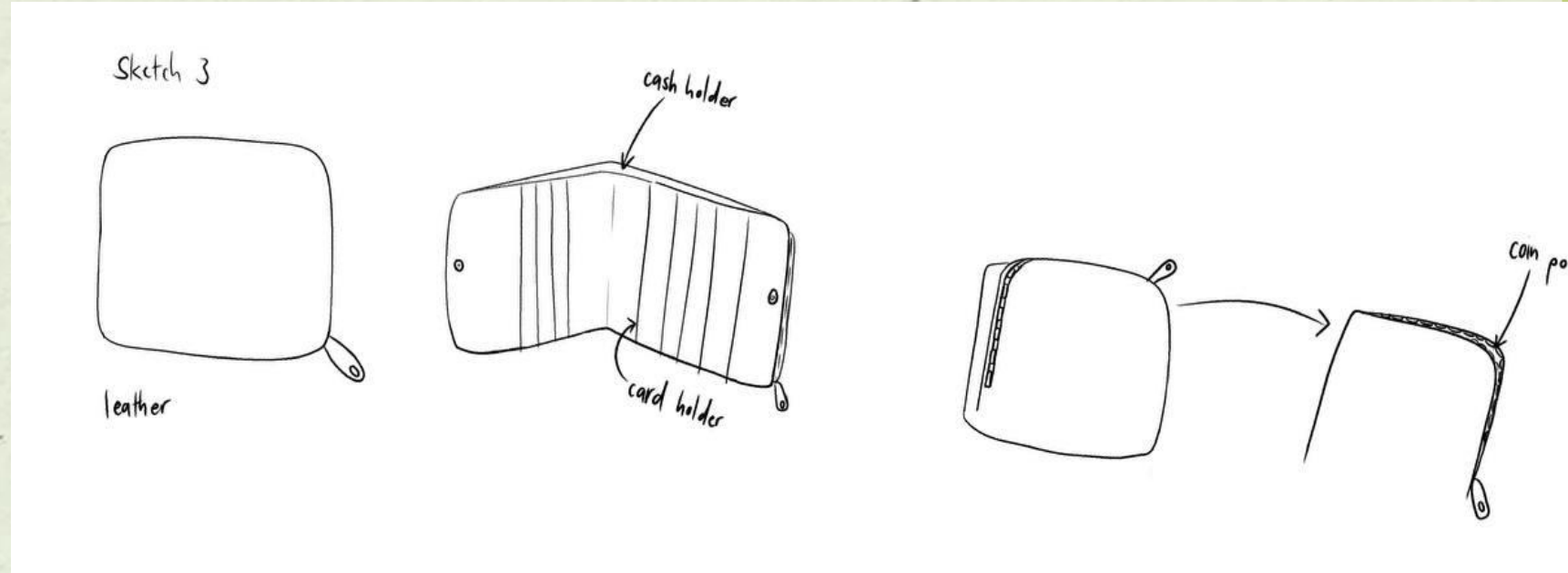


Sketch idea 2

Sketch 2



Sketch idea 3

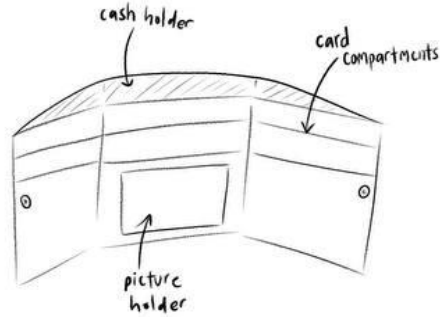
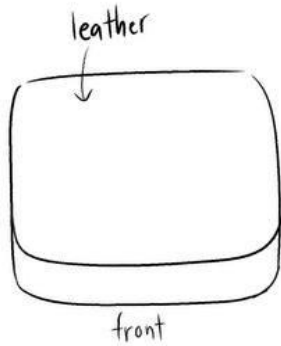


feedback

Feedback from users	Wallet 1	Wallet 2	Wallet 3
User 1	with wallet 1, i like how there is a picture holder as some users may like to keep a picture of something.	for sketch 2, i like how there are many card pockets but one thing i feel like what would be better is if the coin compartments are zipper locked rather than button as i feel like some coins may slip out.	i like wallet 3 as it has a lot of card pockets and it has a zip coin compartment. i find the zip coin compartment better than any other types. i like that all 3 wallets are leather material.
User 2	Sketch 1: the envelope looking design is nice but can prob try Velcro or zippers unless the button has good quality and durability	Sketch 2: maybe can make the coin pouch zipper also but this might make the wallet too bulky to hold	Sketch 3: maybe can stick to like 3 or 4 cardholders per side to keep it minimal looking
User 3	the placement of the coin pouch is very weird, i feel like it wouldn't be safe for my coins. i like how u can secure the wallet with the buttons	i think that the wallet has too many card slots, i feel like the wallet would be too bulky since it has extra card slots + coin pouch	i like how the coin pouch is secured with a zip, maybe cut down on cut slots

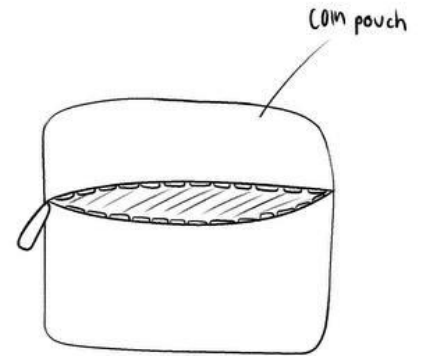
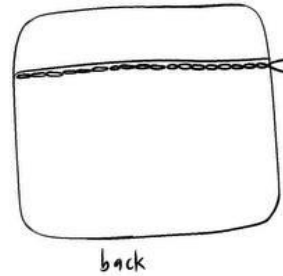
Sketch 1 refined

Sketch 1



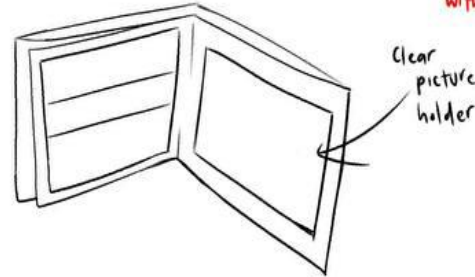
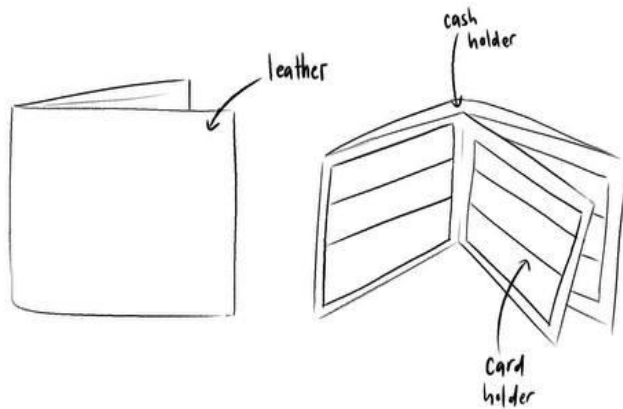
Changes

- from button to zipper to make it more secure



Sketch 2 refined

Sketch 2

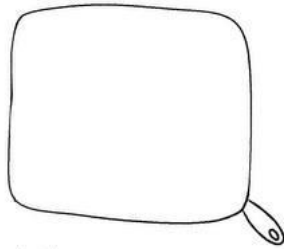


Changes

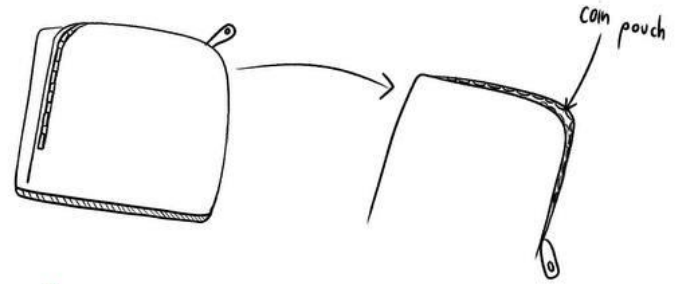
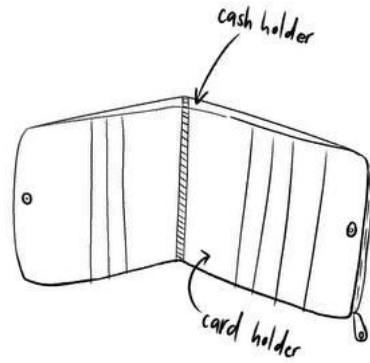
- Replaced coin pouch with clear picture holder
- reduced the number of card slots

Sketch 3 refined

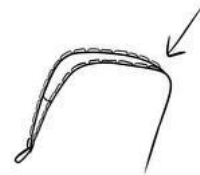
Sketch



leather



Changes
• reinforced
spin
• less cards

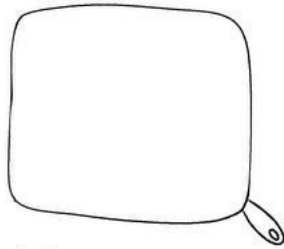


Changes made

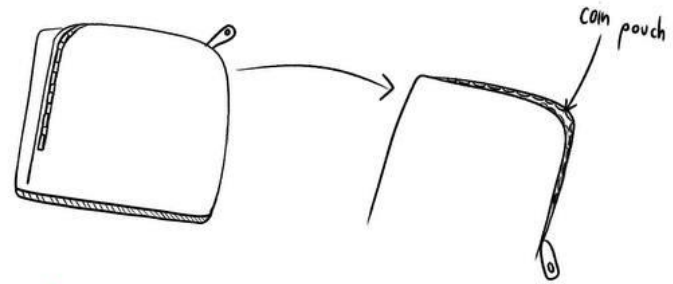
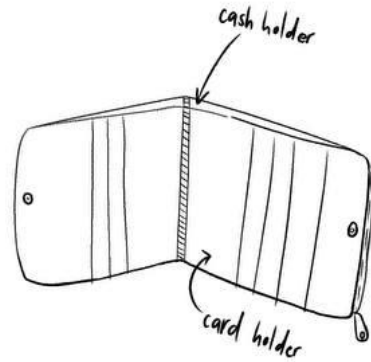
- Sketch 1. Changed the button coin pouch to zip to make it more secure
- Sketch 2. Replaced the coin pouch with a clear picture holder, this wallet caters more towards those who prefer to go cashless and like using cards
- Sketch 3. Reinforced the spine of the wallet to make it more durable. Reduced the number of card slots for a more sleek and appealing aesthetic

Chosen prototype: Sketch 3

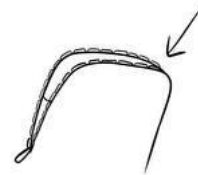
Sketch



leather



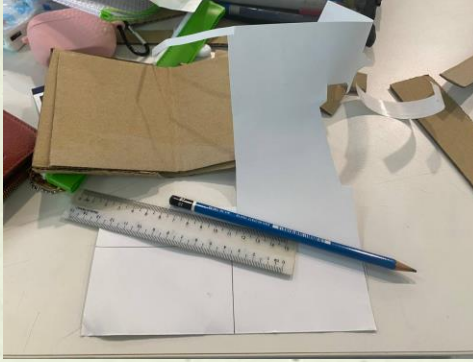
Changes
• reinforced
spin
• less cards



Prototype

- The sketch that I'm choosing is sketch 3 as it has received the most praise from the feedback and fits into the aesthetic that I want, which is minimalism.
- The material I'm making it out of is going to be cardboard since it is the most accessible to me and very easy to work with.
- The dimensions of the wallet ideally are 10cm by 10 cm when close, 10cm by 17 cm when opened

Prototype process



Finished wallet (closed)



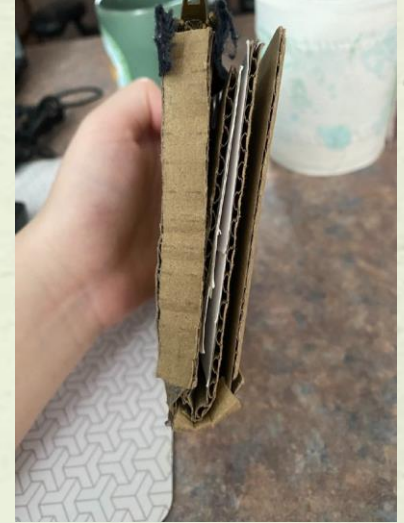
side



front



back



top

Finished wallet (open)



top



side



back



front

Measurements of wallet

- Length is 20 cm by 11cm when opened fully
- Length is 9.5cm by 11cm when closed
- Width is 1.5cm

Card slots



- I made my card slots out of paper, and taped the paper to my wallet
- I repeated this process till I had enough slots

Cash compartment



- I made the cash compartment out of another cutout of cardboard and paper
- The "joints" were made of folded paper

Coin pouch



- I made the coin pouch by folding a piece of cardboard and gluing it to the other pieces
- I got the zip from an old piece of clothing and taped it to the piece of cardboard

Summary of making wallet

- I used the cardboard as my main material, and throughout the process I had to make changes to my wallet that were not planned for.
- I realized I had to make my wallet size bigger to better suit the card size, as my original wallet size would hold the cards too tight and make the process of getting them hard
- Paper was not one of the materials I anticipated I would use, but it has been a great help to the making of this wallet
- I used paper as a binder for my cash holder and my card holder
- A problem I didn't think of was the zipper as I was under the impression that they would be provided
- Fortunately, I managed to solve to problem by taking a zipper from a different source and taping it to the wallet
- The main way of combining everything together was through the use of double-sided tape, I have now developed a new sense of appreciation to it.
- It was a very challenging experience making this wallet prototype as I have never done something like this before.

Tasks for user testing

- User goal 1: test the cash holder
- Task 1: take out cash
- User goal 2: test the coin pouch
- Task 2: put in coins in the coin pouch
- User goal 3: test the size of the wallet
- Task 3: take the wallet out from pocket

User 1 video



- Jia wei takes the wallet out of her pocket and takes out money from the cash compartment

User 2 video



- Yun xi take the wallet out of her jacket pocket and takes out coins from the coin pouch

User 3 video



- Ammulu takes the wallet out of her pocket and takes out a card from the card holder

User 4 video



- Wen ting takes out the wallet from her jacket and takes out cash from the cash compartment

User 5 video



- Sarah take the wallet out of her pocket and takes out cash from the cash compartment

Feedback from user testing

Task scenario	User 1 Jia wei	User 2 Yun xi	User 3 Ammulu	User 4 Wen ting	User 5 Sarah
Task 1 (cash)	Confusing cash placement	Spacious cash holder	Cash slot was sturdy and safe	Wide cash compartment	Very spacious
Task 2 (coin)	Coin pouch too tight	Coin pouch zipper was too janky	Coin pouch was too thin, hard to reach inside	Janky zipper on the coin pouch	Too tight
Task 3 (size)	Can fit easily into pockets	Too bulky	Easily fit into pants	Too bulky	Fits well into pants

Summary

- **4/5 of the users said the cash compartment was sturdy and spacious**
- **3/5 of the users said the coin pouch was too thin**
- **3/5 of the users said the wallet fit comfortably in their pockets**
- **2/5 of the users said the wallet was too bulky**

Thank You

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