



Wallets For Youth

Tan Xiang Yi Amelia
24016982



Project Objective

My objective for this project is to design a wallet specifically for youths

- Aging from 16 Years Old to 24 Years Old
- Easy to understand and use
- Able to use for day to day life
- Durable and Lightweight
- Functional

Where they can use the wallet for

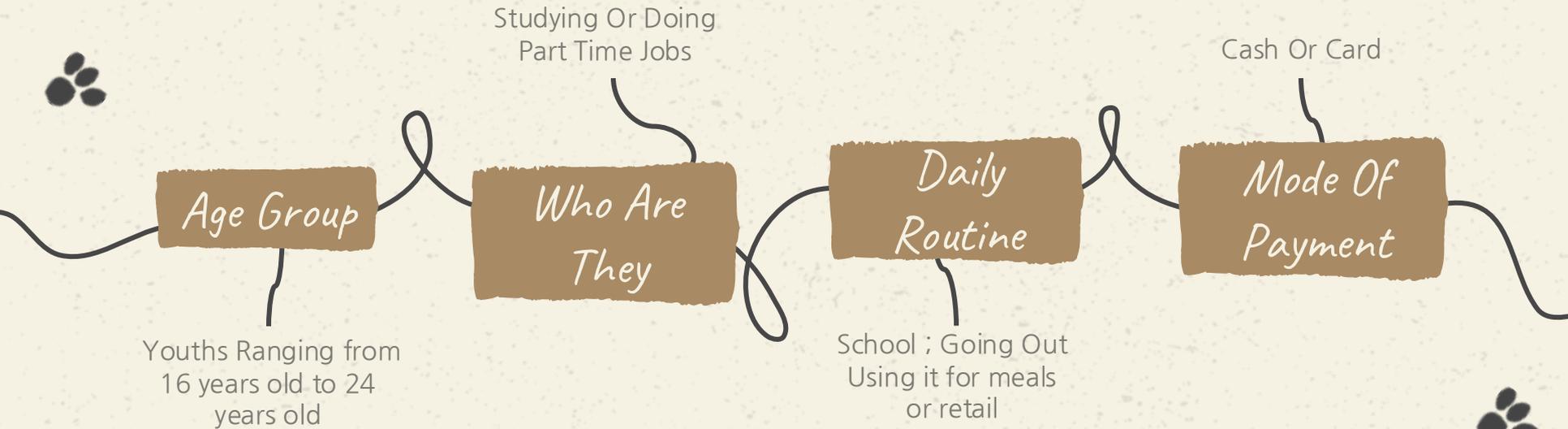
- Easy payments involving Cash
- Easy payments involving Cashless Payments / Card
- Efficient and Organised order for cards

What problem im attempting to remove found commonly in wallets

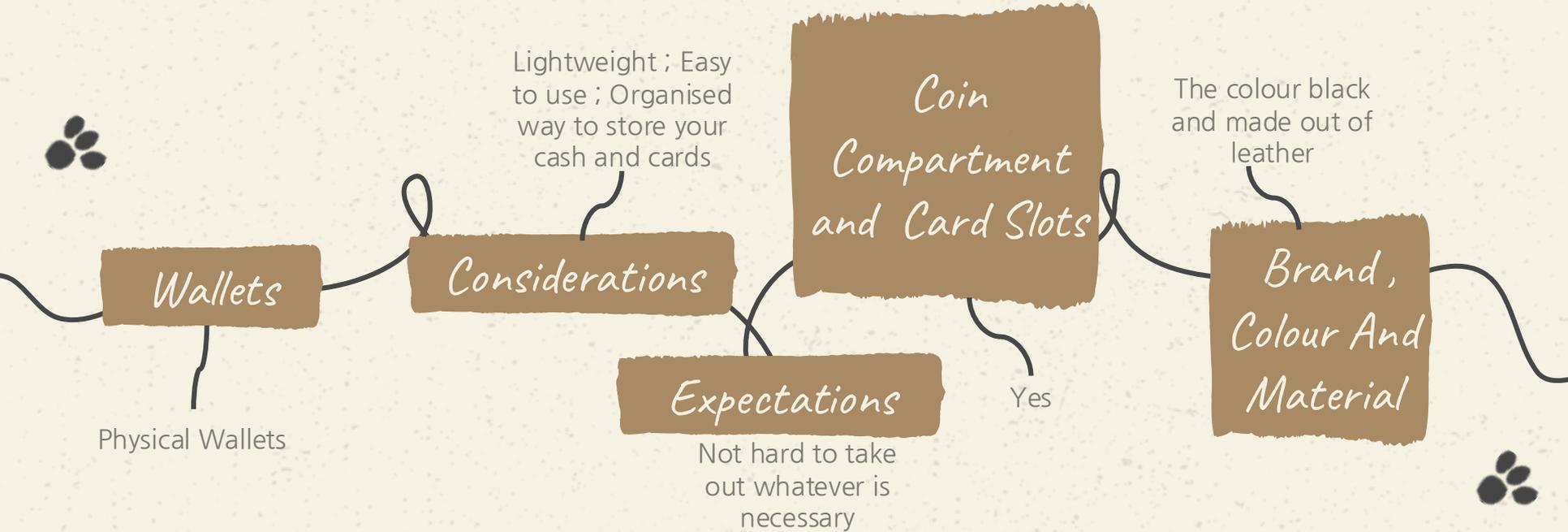
- Not sufficient or too much storage space for cards and cash
- Too bulky
- Complicated
- Hard to get cards out of their slots



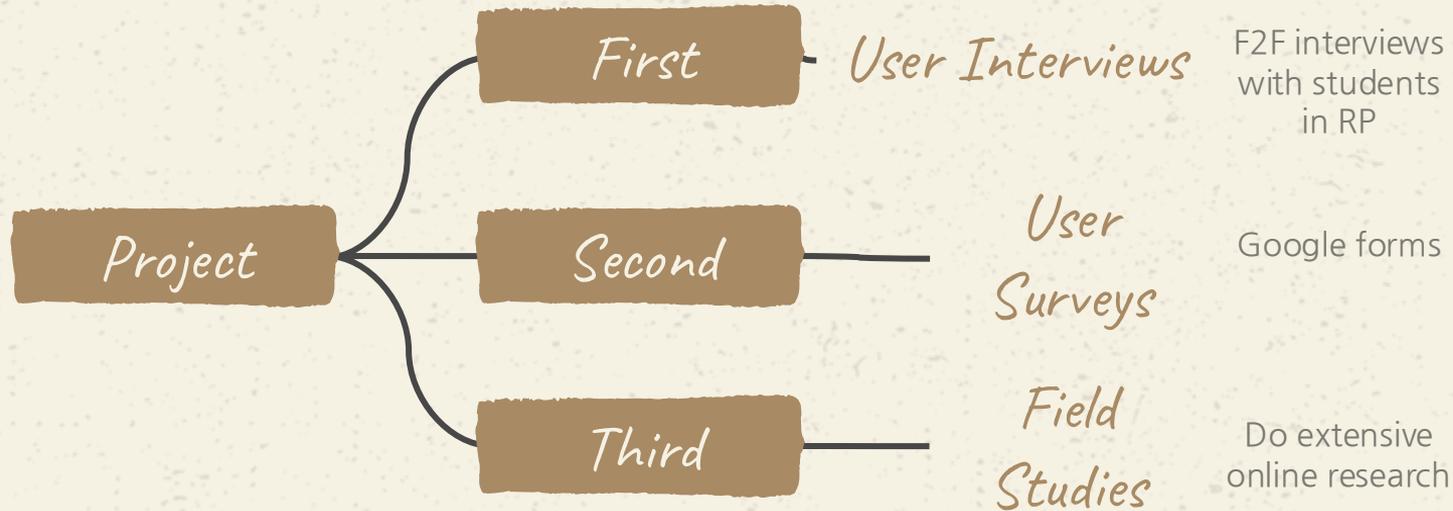
Research Goals



Research Goals



Research Methods



Interview Planning

Introduction

Hello ! Im Amelia From The School of technology for the arts and im doing a survey for my project , may I take up 5 mins of your time?

Start of interview

1st question

Do you use your physical wallet everyday? * answers *

2nd question

How old are you currently ? * answers *

3rd question

Do you own a debit card? * answers *

4th question

Do you carry cash around? * answers *

5th question

What payment method do you most commonly use ? * answers *



Interview Planning

- Question 6
- What do you look for in a wallet ? * answers *
- Question 7
- what do you like or not like about your wallet? * answers*
- Question 8
- What else do you keep in your wallet? * answers *

End of Questions

- Do you have anything else about your wallet that you wish to share?
answers

Thank you for your valued time , have a nice day!



Screenener Questions

Who do you want to talk to ?	What is the exact criteria of the people you want to talk to ?	What screening questions will you ask?
Youths who uses wallets	Polytechnic/Pre-Uni students students who uses wallets	Do you use your physical wallet everyday?
Age ranging from 15 to 26 years old	16 to 24 years old	How old are you currently ?
Youths who owns a debit card	Polytechnic students/Pre-Uni students who owns a debit card	Do you bring a debit card around ?
Youths who carry around cash	Polytechnic students/ Pre-Uni students who bring cash along with them in their personal wallets	Do you carry cash around?
Youths who uses contactless payment modes	Polytechnic students/Pre-Uni students who uses contactless payment	What payment method do you most commonly use ?



Screenener Questions

Who do you want to talk to ?	What is the exact criteria of the people you want to talk to ?	What screening questions will you ask?
Youths who uses a physical wallet	Polytechnic / Pre-Uni students that uses a physical wallet	What do you look for in a wallet ?
Youths who uses a physical wallet	Polytechnic / Pre-Uni students that uses a physical wallet	what do you like or not like about your wallet?
Youths who uses a physical wallet	Polytechnic / Pre-Uni students that uses a physical wallet	What else do you keep in your wallet?





Interview Answers



Kaelyn Choi

Do you use your physical wallet everyday?

- yes

Age

-17

Do you carry and own a debit card?

- Yes

Do you carry around cash

- Sometimes

What is your most commonly used payment method?

- Paywave

What do you look for in a wallet?

- Small and compact

What do like / not like about your current wallet?

- Too bulky for her liking

What else do you keep in your wallet

Stamp cards and photos



Valda Tan

Do you use your physical wallet everyday?

- Yes

Age

-17

Do you carry and own a debit card?

- Yes

Do you carry around cash

- No

What is your most commonly used payment method?

- Paywave

What do you look for in a wallet?

-Many compartments

What do like / not like about your current wallet?

- The design is too ratchet for her / too little compartments / no coin pouch

What else do you keep in your wallet

- receipts



Joline Lee

Do you use your physical wallet everyday?

Yes

Age

19

Do you carry and own a debit card?

Yes

Do you carry around cash

No

What is your most commonly used payment method?

Paywave

What do you look for in a wallet?

I look for nice white and feminine design and not too bulky

What do like / not like about your current wallet?

Small and can fit into pocket / but not enough compartments

What else do you keep in your wallet

Photos and rewards cards



Alvin Chan

Do you use your physical wallet everyday?

Yes

Age

22

Do you carry and own a debit card?

yes

Do you carry around cash

no

What is your most commonly used payment method?

Paywave

What do you look for in a wallet?

Small and compact

What do like / not like about your current wallet?

Too small

What else do you keep in your wallet

Nil



Fang Rou

Do you use your physical wallet everyday?

Yes

Age

18

Do you carry and own a debit card?

Yes

Do you carry around cash

Only when I have it on hand

What is your most commonly used payment method?

Paynow

What do you look for in a wallet?

Small and foldable and not bulky

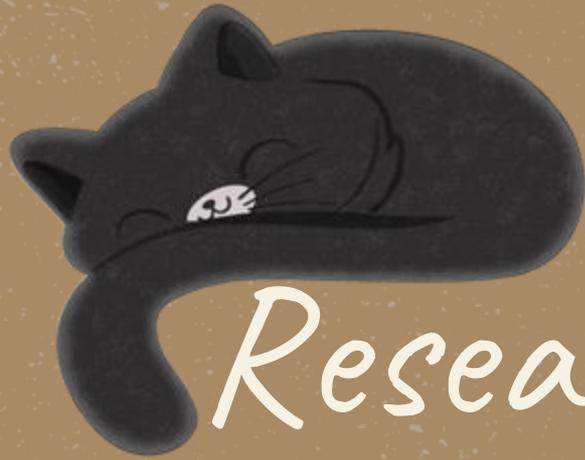
What do like / not like about your current wallet?

I like that its small and compact and at the same time contains a lot of compartments

What else do you keep in your wallet

Vouchers and polaroids





Research Analysis



Research Analysis (POV)

User

Kaelyn is currently a polytechnic student. She is a very organised person who likes everything to be neat and sufficient. Her current wallet is very bulky and it is hard to carry around, at the same time she also needs the compartments for the things she need.

Hence She wants to find a wallet that fits the criteria of being compact but also allowing her to carry the stuff she needs everywhere

Needs

- she likes small and compact wallets which is accessible to bring everywhere and can store all the different cards or photos she have
- She doesn't like how her wallet doesn't really fit into her pockets and how tight the card compartments are. Hence her unfulfilled needs is that it is not small and compact and needs it to be more user friendly.

Insights

- Bad experience as if she were to go out without a bag she will need to carry it on hand and it can be troublesome from time to time.
- Gets frustrated when she got too many things to carry and cant fit the wallet into her pocket and cant access it easily
 - Hence sometimes she will get annoyed
 - Once she was out with her friends for a picnic and she needed to carry the mat and had a lot of things on hand but she also needed to tap in and tap out of the mrt with her ezlink card in her wallet and since its too bulky to fit into her pocket she has to dig for the wallet in her bag and it can be frustrating
 - A good experience would be if she was able to fit her wallet into her pockets and reach for it easily to make her life easier

Valda is currently a secondary 5 student. She in particular likes very clean and aesthetic looking wallets with just enough compartments for her student pass and cards. Hence she wants to find a wallet which is quite versatile with the outfit she picks out but also it works well ergonomically

She likes cute and aesthetic wallets which isn't so ratchet or vulgar looking and enough to fit her stuff. She doesn't like her current wallet because its abit too boyish for her and she wants to change to another kind of wallet which also has enough compartments but currently hasn't found a wallet she has her eyes on.

- A bad experience she had was that once a boy mistook her wallet for his and they both unintentionally took the wrong wallets and only realised when they had to show proof of identification. Hence she wants to find a wallet that is customisable as well has abit of a softer look to it,

Research Analysis (POV)

Joline lee is currently in her 3rd year of ITE , she is an avid kpop fan who likes to collect photocards and likes to store it in her wallet . Joline's wallet is currently too small for her to be able to store her cards and let alone her photocards and it doesn't have a coin pouch

She needs a wallet that allows her to store more cards and also her kpop photocards She also wants a wallet with a coin compartment where she can carry coins and she finds it troublesome whenever she receives change in coins and she has to store it in a separate pouch.

A bad experience she had was that once she could only pay in cash and she forgot to bring her coin pouch and she wasn't able to buy whatever she needed. She then felt quite disappointed.

Alvin chan is a business student studying in SIM He doesn't like to carry a lot of things everywhere hence he opted for small wallet but sometimes it is inconvenient when he has to store something more in his wallet.

He needs a wallet that is small but at the same time able to store a lot of things . He also wants a wallet that can be easily stored in his pockets and has sufficient card compartments

A bad experience he had was that he needed to fit 2 cards in one card compartment as he didn't have enough compartments. Hence whenever he needs to take out his cards he struggles taking it out. And it is sometimes frustrating.



Research Analysis (POV)

Fang Rou is a year 2 polytechnic student . She likes to collect receipts as her parents want to know what she spends on a daily basis.

Hence she needs a wallet where its small enough but also enough to store her needed things.

Once she had too many receipts she needed to store that her wallet couldn't zip up anymore and stuff kept falling out

Overall of them uses physical wallets and all of them are students. Most of them carry other stuff in their wallets and hence not having enough compartments

Hence they all need a compact wallet where it has the ability to carry everything they need.

Bad experience as most of them don't have enough compartments and it isn't very easy to access hence making it troublesome for all of them



Problem Statement

- How can we design a very small and compact wallet with sufficient compartments for different things for 17-24 year old students who actively uses their wallets



Persona

Name : Taylor Lee

Age : 18

Occupation : Student

Location : Singapore , Singapore

Marital Status : Single

Character : Very well mannered and organised

Personality

- Introvert
- Thinker
- Intuition
- Perceiving

Goals

- Graduate polytechnic with a good GPA and find a good job with Good prospects.



Continuation Of Persona

Backstory

- Studies pharmaceutical science and works at a bubble tea store part time on the side. She aspires to be in the medical field in the future.

Pains

- Sometimes she doesn't need to bring her whole wallet and when she doesn't need it she still has to bring her whole wallet out and her wallet is in general very bulky and its very inconvenient to carry around. Sometimes she only needs an ezlink card and she thinks its very unnecessary to bring the whole wallet out

Needs

- A detachable wallet where she can always opt to bring a smaller wallet whenever necessary.



User Scenario

One day , Taylor was running multiple errands last minute and since she needed her wallet to pay for the errands she was getting she needed her wallet on hand . She had a lot of things to carry and even though she had her wallet it was way too bulky for her to fit it into her wallet and she was too overwhelmed by all the things in her mind and thinking that she had her wallet in her hand , it turned out that she left it somewhere and she ended up requiring to replace everything in her wallet and it was overall a very troublesome process. She then started to look for a more practical , compact , functional and also versatile wallet.

Taylor is looking for a wallet where it fits easily into her wallet and since she would only require cash sometimes since everything is mostly cashless payment right now she also would like a wallet where it allows her to detach and allows her to just have a card holder. She also wants something with just enough compartments for all the necessary cards she needs on a day to day basis. And lastly she needs a wallet which is able to store other stuff such as receipts and for example polaroids



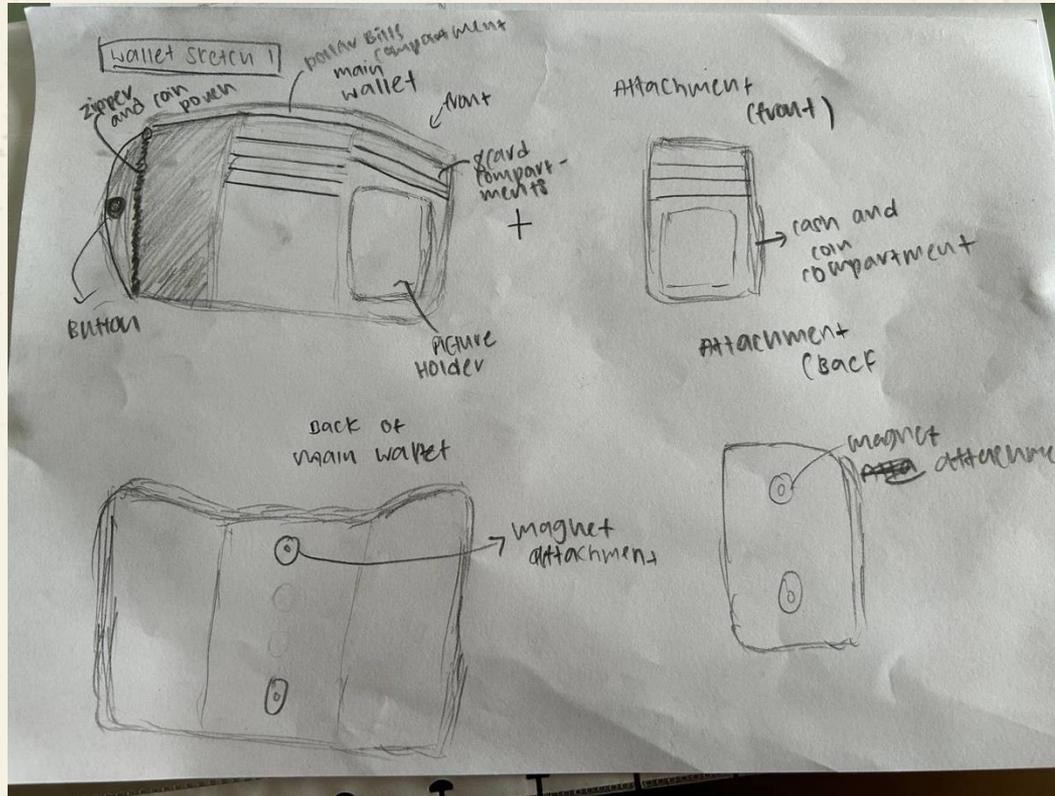
User Scenario

Im offering a wallet design where the wallet has the function whereby users can detach a cardholder from the main body of the wallet and the cardholder still remains functional. The cardholder will still be able to hold a decent amount of cash and also allows the user to keep 4 cards that they will need for their daily use for example for running simple errands or just a quick meal nearby. I think Taylor could use this product with ease and joy and it fits into her needs as if she were to run errands again she can just bring along the cardholder and when her hands are full she can easily slip it into her pockets and not worry about leaving her wallet behind again. And why this is also suitable for Taylor , it is because whenever she requires her full wallet for important or formal events she can easily change it and attach the cardholder to its full body and allows her to bring the original wallet out as a whole.



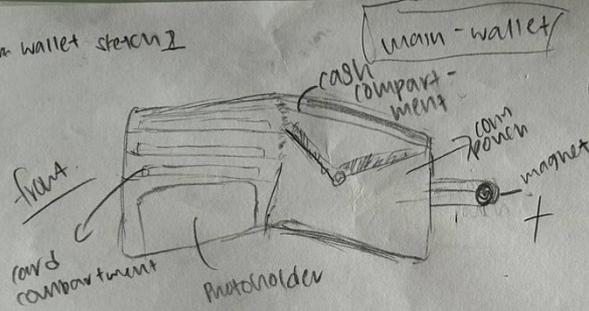
Wallet Sketches

Sketch of my wallet design 1

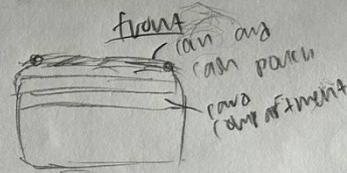


Sketch of wallet design 2

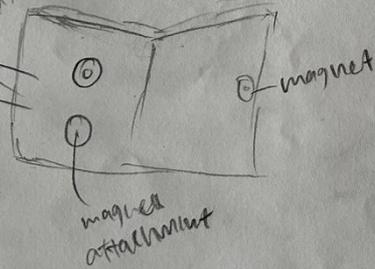
main wallet sketch 2



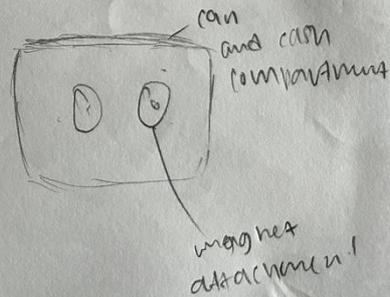
secondary wallet



Back of main-wallet



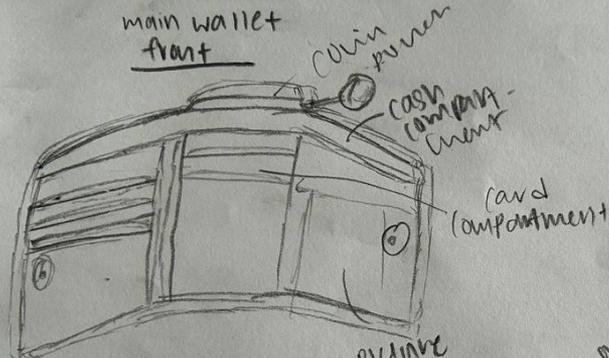
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Sketch of wallet design 3

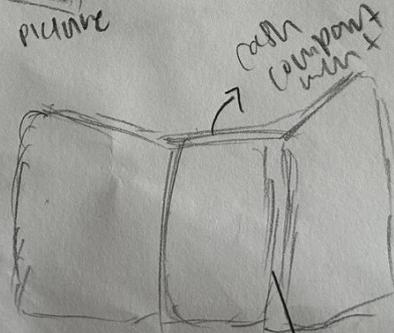
wallet sketch 3

main wallet front



back

picture



coin compartment

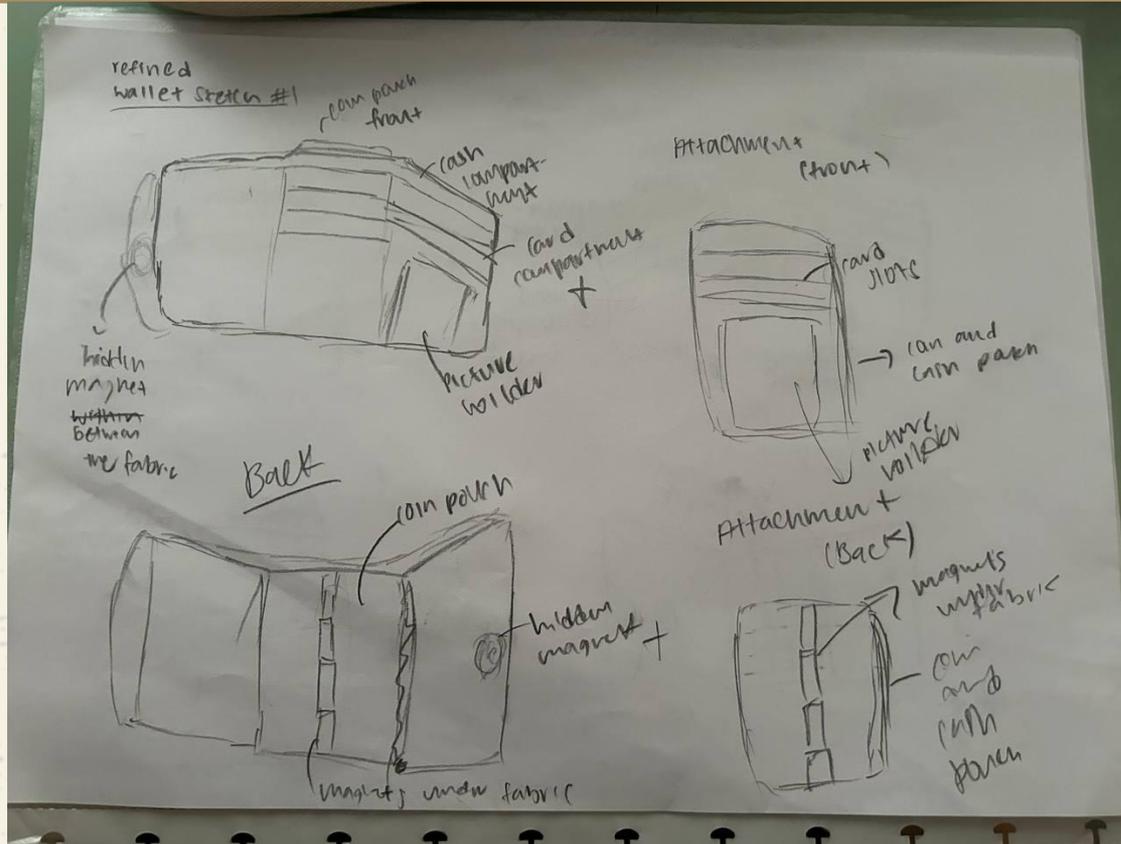


User Feedback

USER	Wallet Idea 1	Wallet Idea 2	Wallet Idea 3
USER 1	Good : The secondary wallet ; very efficient/ functional ; a lot of compartments Bad : Coin pouch	Good : more slim Bad : coin pouch will be more functional outside.	Good : Coin pouch is outside
USER 2	Good : It has everything ; compartment is well arranged Bad : Magnet is unnecessary	Good : Functional compact Bad : change magnet shape	Good : everything is in 3 flaps / unique design
USER 3	Good : Very innovative design Bad : Bulky Suggestion : more magnets / put the magnets inside / cover the magnets	Put a slot for airtag	Less bulky

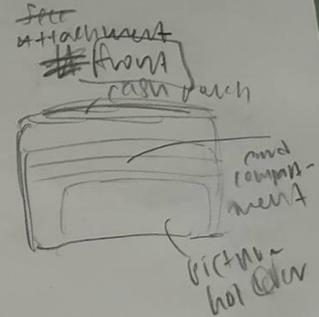
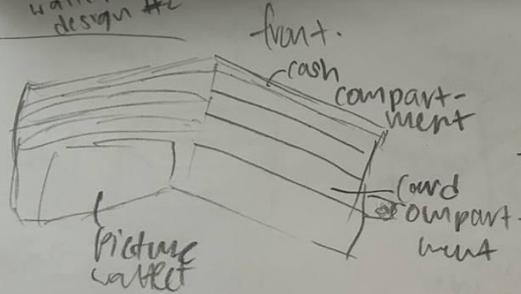
*Refined Wallet
Designs*

Refined Wallet Design 1

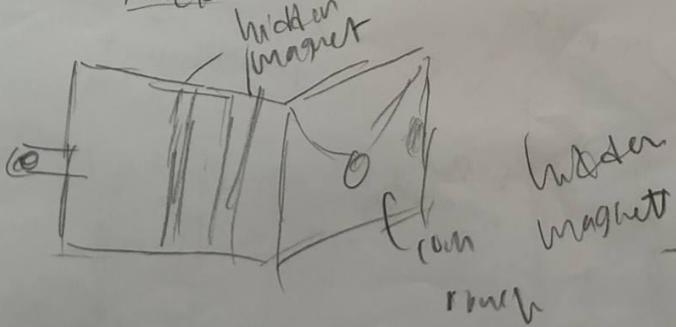


Refined Wallet 2

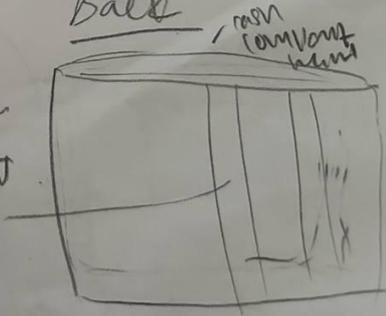
refined
wallet
design #2



Back



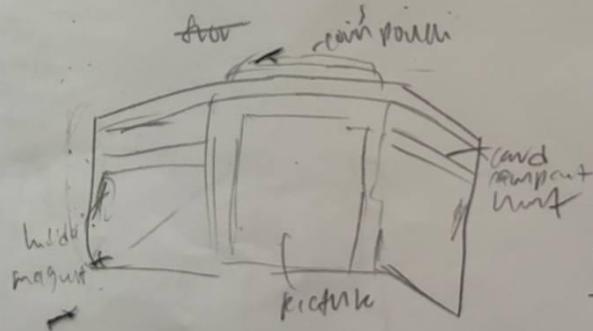
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Refined Wallet 3

refined wallet
Sketch 3

main wallet
~~front~~



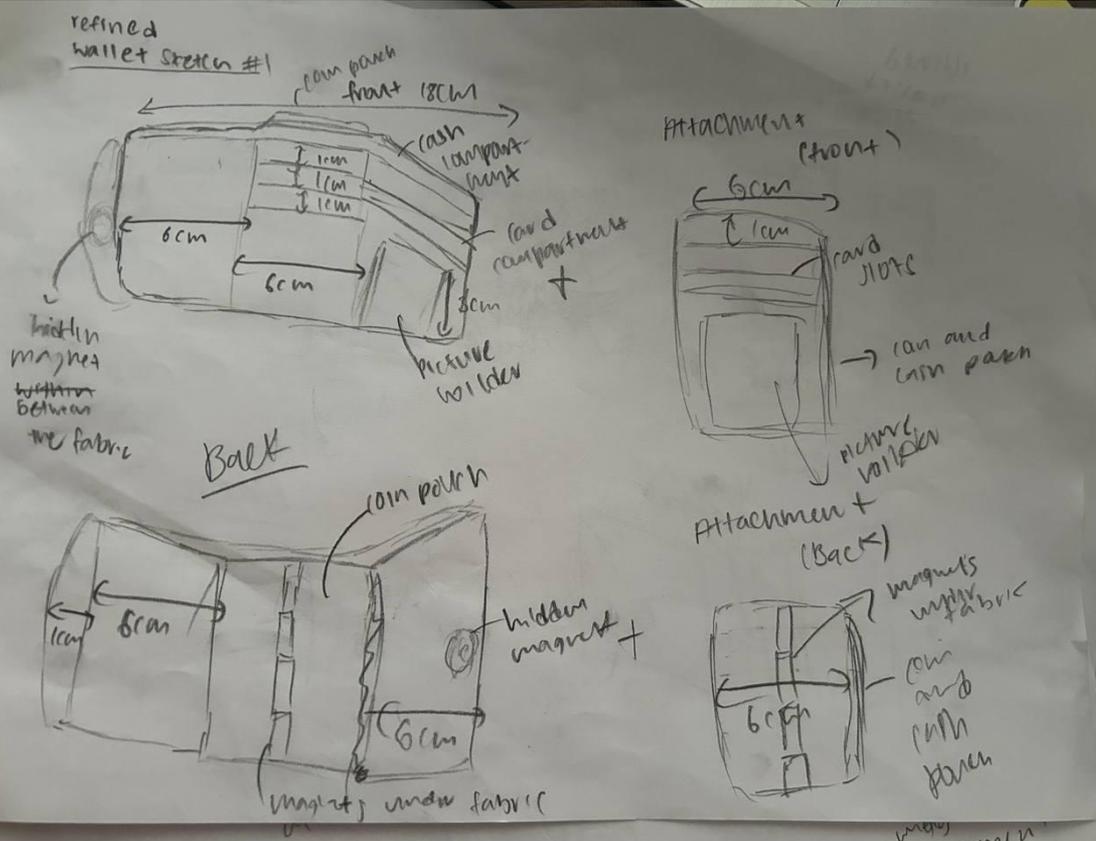
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Selected Wallet Design to Prototype



Estimate For Prototype



Wallet Prototype

Documentation

Side



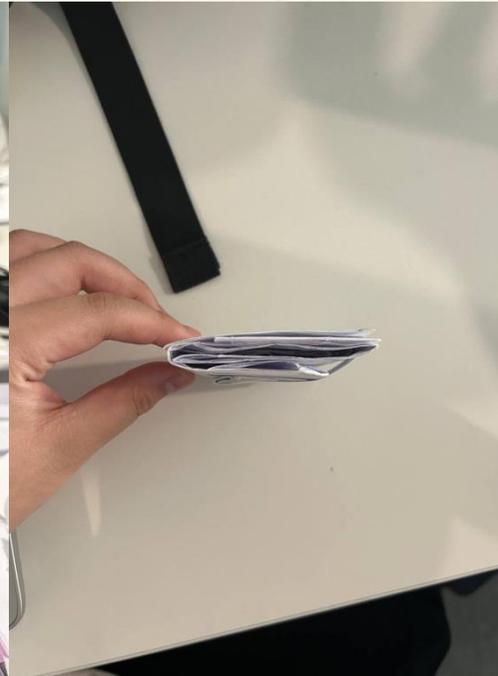
Front



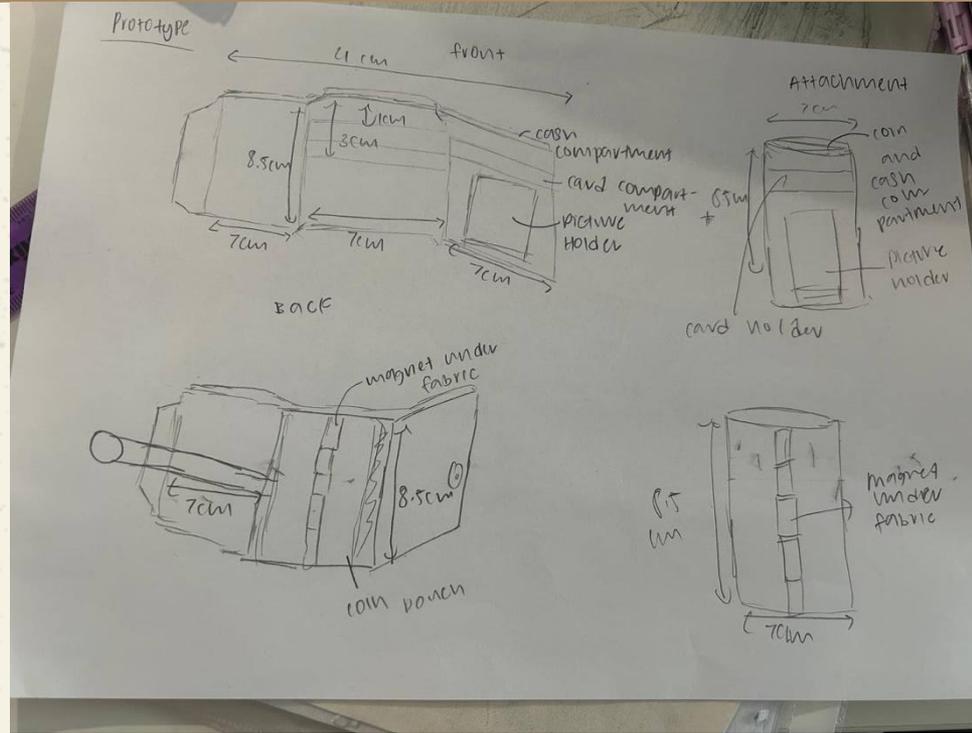
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Top



Exact Measurements Of Prototype



User Goals And Task

- Goal 1 : The attachment has sufficient compartments to store sufficient money when running errands

Task : Go to a food court and buy a meal with the attachment of the wallet

- Goal 2 : Easily fit in and out of the pocket

Task : Take the wallet in and out 3 times

Goal 3 : able to access cash and coins easily

Task : Go to a store and buy something with cash and coins only.



User Feedback

User Feedback

Task Scenario	User 1	User 2	User 3	User 4	User 5
Task 1 	The attachment has sufficient compartments, and I could pay for my whole meal	Just enough compartments to contain 1 debit card and 1 ealink card, sufficient for small trips	The attachment worked perfectly without hassle but wished that there was one more compartment to my safra card	The attachment didn't securely hold my cash so maybe you could improve on that.	The attachment served its purpose and does its job well when running errands
Task 2	The wallet slides in and out of my pocket seamlessly hence it is very convenient.	It is easy to take the wallet in and out of my pockets.	The wallet is abit too small hence it tends to move around my pockets so maybe increase the size	The wallet fits into my pockets well.	The thing that keeps the wallet closed is abit obstructive maybe you can remove it.
Task 3	Cash and coins are easy to access. And the compartments keeps my cash well-organised.	The coins were abit hard to reach but it was overall a smooth experience	Easy access to cash and coins.	The cash compartment is well designed, and I can take out my cash notes easily	managed to take the coins and cash out easily  

Feedback Analysis

Overall, I think I can improve on my coin compartment and also the latch that keeps my wallet from opening. But I think my wallet is good in terms of being easy to access and it is easy to take in and out of the pockets.

