

# Lunch Money Buddy



## Problem

A mobile app called “Lunch Money Buddy” allows parents and guardians of school age children to manage various aspects of their kids’ in-school cafeteria lunch accounts.

The functionality includes:


- Sign up for an account
- Fund the account
- Select whether they’d like balance auto-replenishment
- View account balance
- View school lunch
- View subsidy
- Favorite a lunch
- Close account

[View interactive prototype](#)

Persona Picture

CUSTOMER JOURNEY: LUNCH MONEY BUDDY

"Title of process"

Intro - About the ~~app~~ Persona 


Contact

Function (scenario)

Pain Points

Emotion

**CUSTOMER JOURNEY: LUNCH MONEY BUDDY**




**Scenario: Verify funds and set up auto replenish account.**

Samantha and her husband are motivated, ambitious, busy and disorganized.


Their goals are:

- Quick access to lunch calendar and menu
- Convenient access to filling or refilling lunch account
- Access account through mobile while on the go
- A way to help track kid's favorite school meals
- Alerts to warn of low balance, or a way to set up auto replenish



**Rationale:** With a busy schedule and constant for your children the

**CUSTOMER JOURNEY: LUNCH MONEY BUDDY**




**Scenario: Add payment method and set up alert when balance is low**

Henry is outgoing, tactile, social and precise.

His goals are:

- Easy, clear and straightforward navigation
- Easy to learn
- Ability to check or add funds in one simple step
- Simple to set up and use



**Rationale:** Funding the Lunch Money Buddy app is a concern for Henry. He doesn't trust the internet and is nervous about giving out his credit card information.

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Context</b>	At home at the kitchen table with his new iPhone.	At home at the kitchen table with his new iPhone.	At home at the kitchen table with his new iPhone.	At home at the kitchen table with his new iPhone.
<b>Functionality</b>	Logs into the Lunch Money Buddy and clicks on Joe's picture.	Selects the option to Add payment Method	Adds bank information and an amount of \$50.00.	While there he notices the ability to create an alert when the balance is low.
<b>Pain Points</b>	<ul style="list-style-type: none"> <li>• Doesn't like having to always login</li> </ul>	<ul style="list-style-type: none"> <li>• Apprehensive about funding the account with a credit card</li> <li>• Worried about identity theft.</li> </ul>	<ul style="list-style-type: none"> <li>• Apprehensive about funding the account with a credit card</li> <li>• Worried about identity theft.</li> </ul>	<ul style="list-style-type: none"> <li>• Not sure how he will receive the alert.</li> </ul>
<b>Emotion</b>	Satisfied	Concern	Concern	Delighted

## Actions

The first step in the process of making the app was to create user journeys from personas.

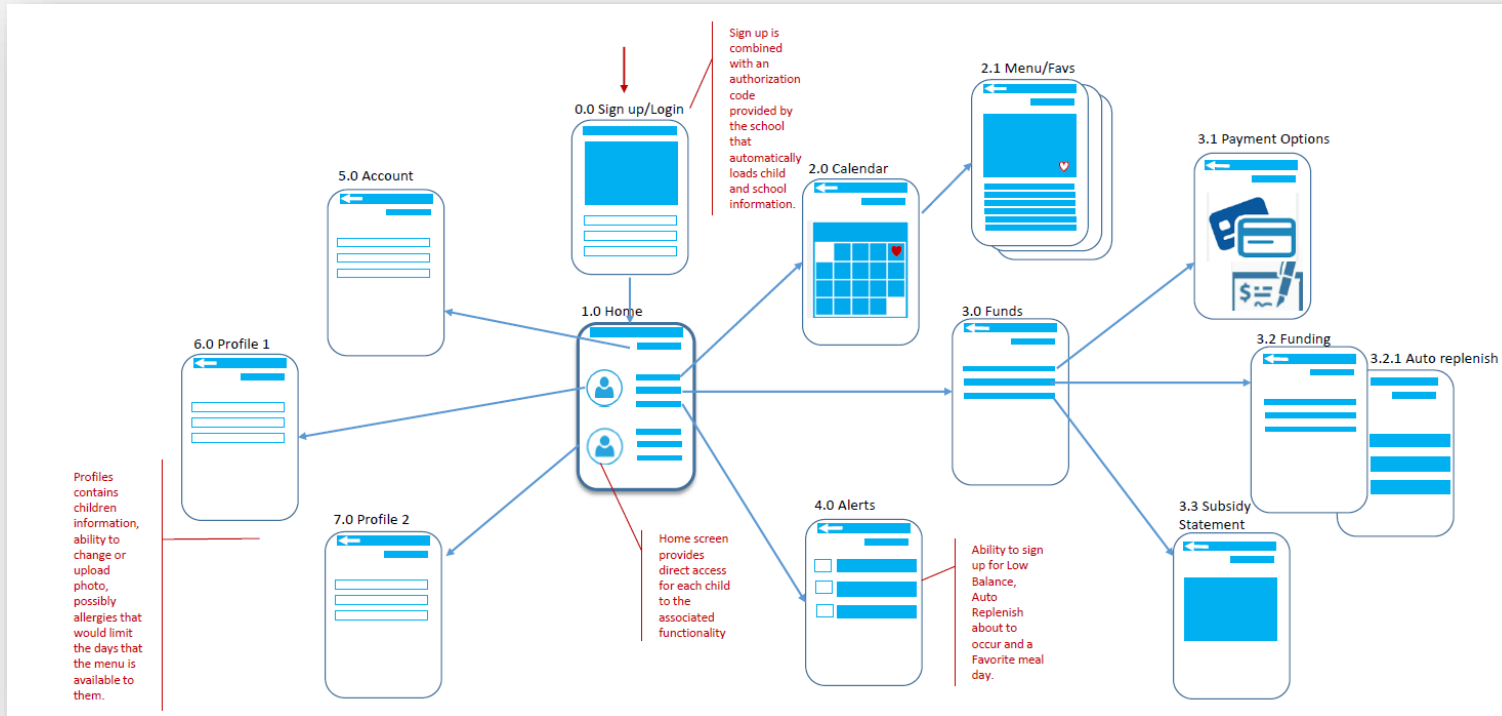
User journeys are a way to understand customer needs that are beyond the structure of a website's content and functionality.

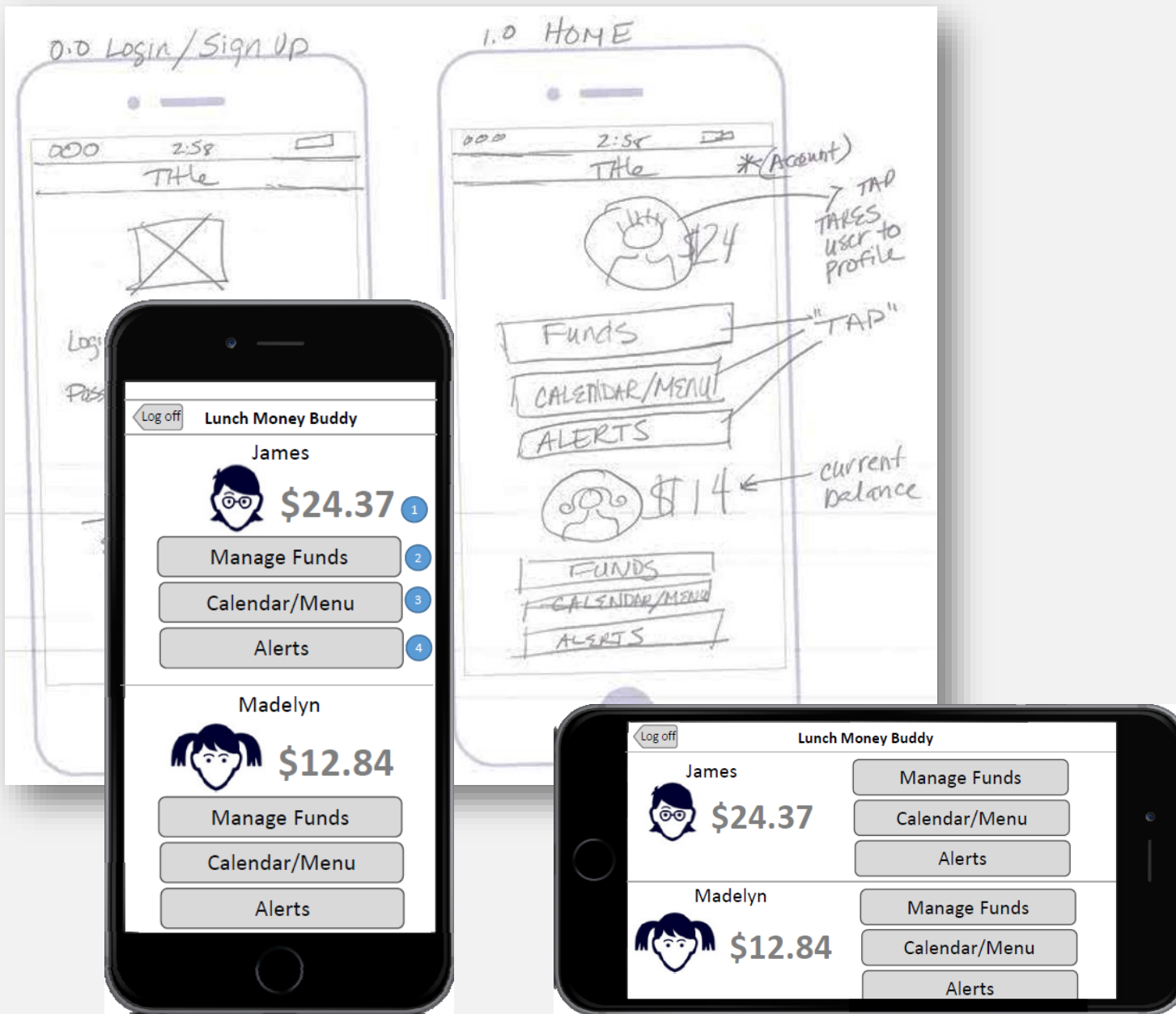
[View interactive prototype](#)

## Actions

The second step was to create a site map. The hub and spoke model utilizes a central screen that acts as a launchpad for exploration. Links point outward to other sections of the application, each siloed from each other.

This home screen approach eliminates the need for a prominent global navigation on each page making it a popular choice for task based applications that benefit from focus and minimal distractions. This makes it ideal for the older demographic that would use the Lunch Money Buddy app.



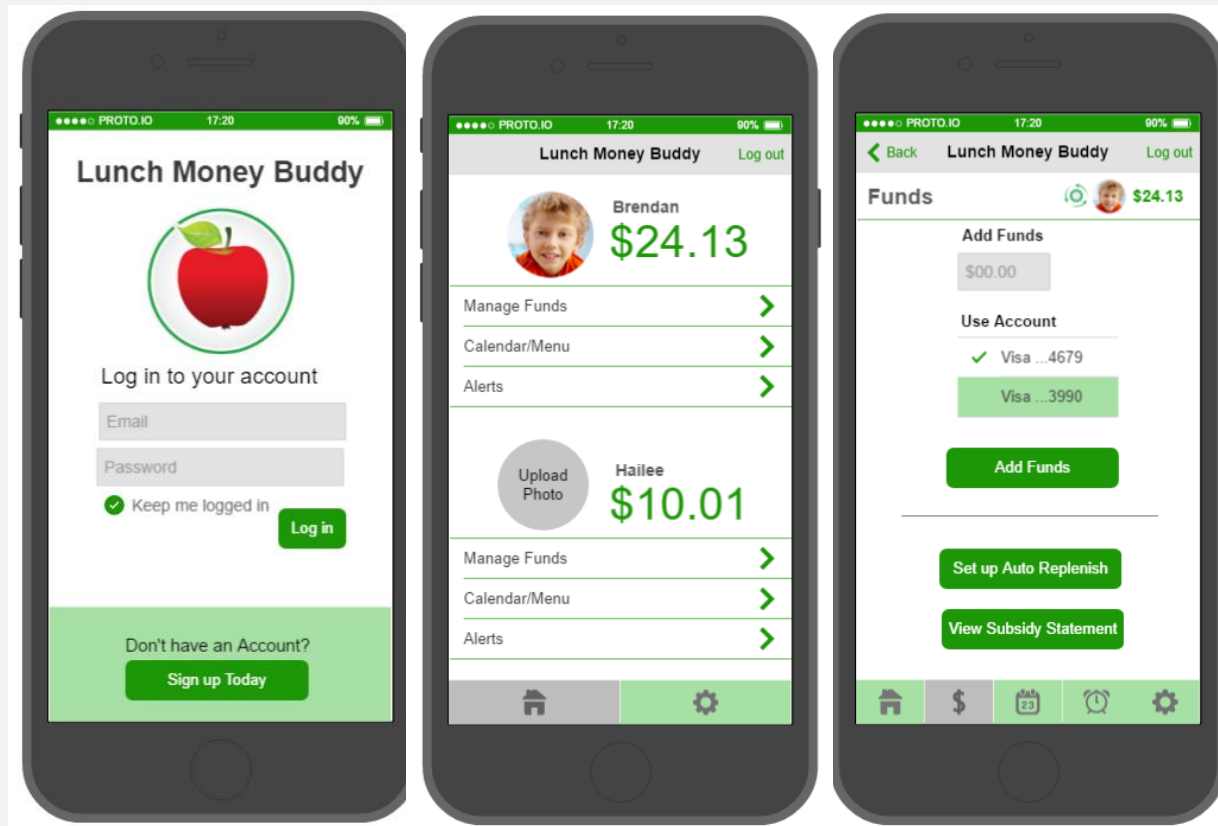


## Actions

From the sitemap, low fidelity wireframes were sketched out and turned into annotated mid fidelity wireframes which would be the basis for the interactive prototype.

Benefits of wireframes include:  
Helping the client focus

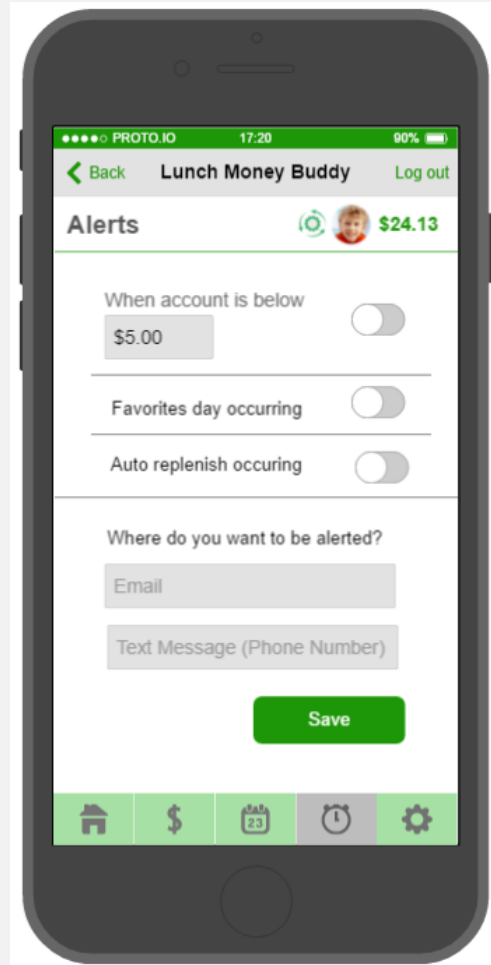
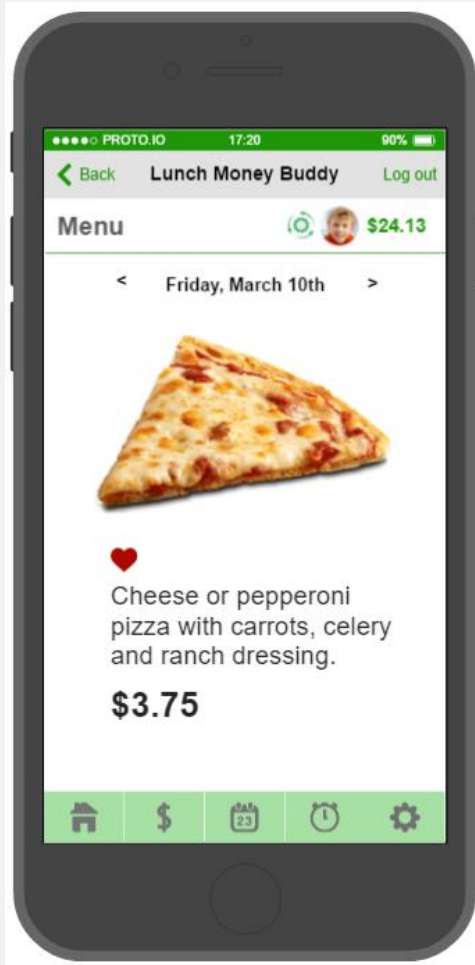
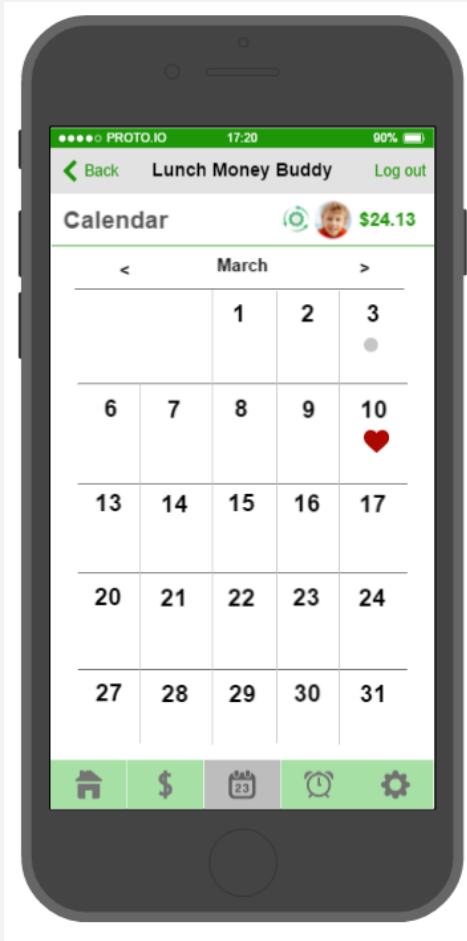
- The basis of the information architecture
- The ability to find potential usability problems



## Results

Finally, a high fidelity working prototype was developed over a couple of weeks using Proto.io.

The major functions of the application were included so that testing can be conducted with real users.



## Lessons Learned

The lessons I learned were that you need to use the right tool for the job. I used Proto.io which was new to me and feel that it was an invaluable experience.

My other major lesson was shifting my thought process from designing websites to designing mobile applications.

[View interactive prototype](#)