

Expense Manager

Exercise 2

Navigation

- **Task based navigation**
 - users use the website to analyze, input data, optimize register and login
- **Multiple way navigation**
 - making easy for users, same as the other sites that they use- no need of learn and confusing
- **Breadcrumbs**
 - users know where they are and how they get in the page
 - the map of the site can be learned faster

example of navigation

English | German Logged in as yourname@domain.com [Logout](#)

[Logo](#) [Record](#) ▾ [Analyze](#) ▾ [Optimize](#) ▾

Home • Record • One-time expenditure

One-time expenditure

Details

Description Save as a template

x car x insurance

Amount €

Today ▾

[Spend the money](#)

Categories

- +telephony
- +living space
- +electricity
- +car
- +education
- +nightlife
- +food
- +insurance
- +bank credit
- +sports
- +travel
- +mobility
- +entertainment
- ...

Suggest category

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Powerful web page

- Up- front Value proposition
 - describing the purpose of the site with short sentences or phrases
 - not too much information
 - benefits to use the website

Homepage

English | German

E-Mail Address

Password

Login

Logo

Record ▼

Analyze ▼

Optimize ▼

Become a member

Appetizer Headline

Appetizer Subline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy.

Start saving money now

Ad Placeholder

IMG

Monitor expenditure

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

[How it works](#)

IMG

Optimize expenditure

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

[How it works](#)

IMG

Compare yourself

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

[How it works](#)

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Trust sign

Trust sign

Trust sign

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Managing content

- **Page template**
 - inputting the data to the system to be learned faster
 - easier to know what the user can do in that page if it looks like other
- **Content modules**
 - when user log in information about his expenses are updated
- **Personalized content**
 - everyone wants to see his expenses and he can compare with other "identical" people.
 - the user do not have to take an action to see this, the content is automatically personalized

menaging content

English | German

Logged in as youname@domain.com

Logout


Logo Record ▾ Analyze ▾ Optimize ▾

Home • Dashboard


Dashboard

+ Add Widget


This months' liquidity



long-term liquidity



expenditure type



Predicted balance

+272€ (end of month)

Known short-term expends

Column 1	Column 2
Content 1	Content 2
Content 3	Content 4


Optimization potential

+42€ (per month)

Top 10 expenditure categories

Column 1	Column 2
Content 1	Content 2
Content 3	Content 4

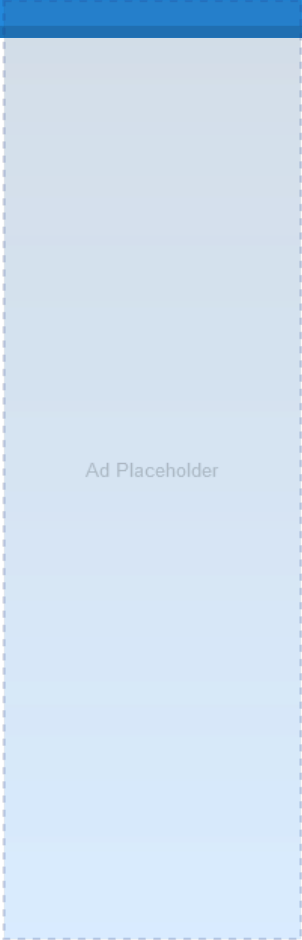
expenditure / income ratio



Average overlap with peers **87%**

Income **+233€**

Expendis **-92€**



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Building Trust and Credibility

- **Email subscription**
 - users when they register should agree to receive emails for new information and for important personal expense information
- **About us**
 - users to know us and to trust the services that we offer
- **E- mail notifications**
 - users will be notified for every important news so that they and remind them for their expenses and information about the service
- **Safe service (preventing phishing and scams)**

Sign-in

menaging data (1)

English | German

Logged In as youname@domain.com

Logout

Logo

Record ▾

Analyze ▾

Optimize ▾

Home • Record • One-time expenditure

One-time expenditure

Details

Description

Save as a template

x car

x insurance

Amount

€

Today ▾

Spend the money

Categories

+telephony

+living space

+electricity

+car

+education

+nightlife

+food

+insurance

+bank credit

+sports

+travel

+mobility

+entertainment

...

Suggest category

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menaging data (2)

English | German

Logged in as yourname@domain.com

Logout

Logo

Record ▾

Analyze ▾

Optimize ▾

Home • Record • Simple recurring expenditure

Simple recurring expenditure

Details

Describe your expense

gym

Save as a template

x sports

Expense type

Contract ▾

Start date

Fix ▾

01.07.2013 ▾

Termination date

Fix ▾

31.06.2014 ▾

Period of notice

Month ▾

2 months before ... ▾

Automatic renewal

Year ▾

1 year ▾

Payment period

Monthly ▾

Date of expense

First working day... ▾

Amount

€

Spend the money

Categories

- +telephony
- +living space
- +electricity
- +car
- +education
- +nightlife
- +food
- +insurrance
- +bank credit
- +sports
- +travel
- +mobility
- +entertainment
- ...

Suggest category

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menaging data (3)

English | German

Logged in as yourname@domain.com

Logout

Logo

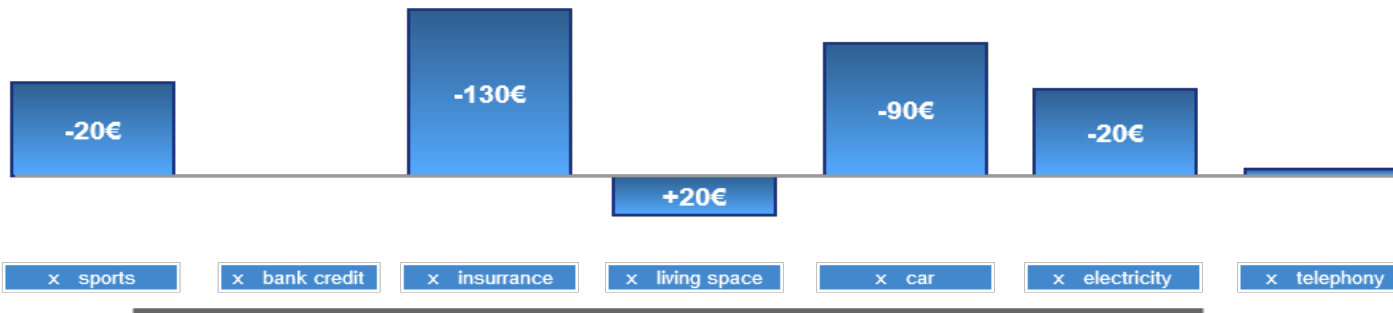
Record ▾

Analyze ▾

Optimize ▾

Home • Optimize • Identify optimization potential

Identify optimization potential



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