Google™

Ad Words Production Designer Exercise

DANIEL DURKEE

EXERCISE

PROPOSAL

I created a dashboard for an iPhone App that will help users manage their money so much easier and have the ability to navigate and view nearly everything they would want to see on in one page. This iPhone app uses a friendly and warm, yet professional color palette so that users from all ages will enjoy using it. I chose not to include the color red, many users who manage their money dislike seeing that particular color and may find it discouraging. My approach for different pixel densities are to create images at different sizes and versions based on the device.

MAIN COMPONENTS

OVERVIEW

- View and manage your monthly spending, all in one page.

SPENDING

- View and manage how much money you can spend in a month.

SAVINGS

- Manage and plan your savings goals.

SETTINGS

- Manage your personal information, create notifications, customize spending.

SUB COMPONENTS

PLANNING

- Plan for the future, create different ways for you to save money, plan for upcoming events and how much you will need to save.

TODAY

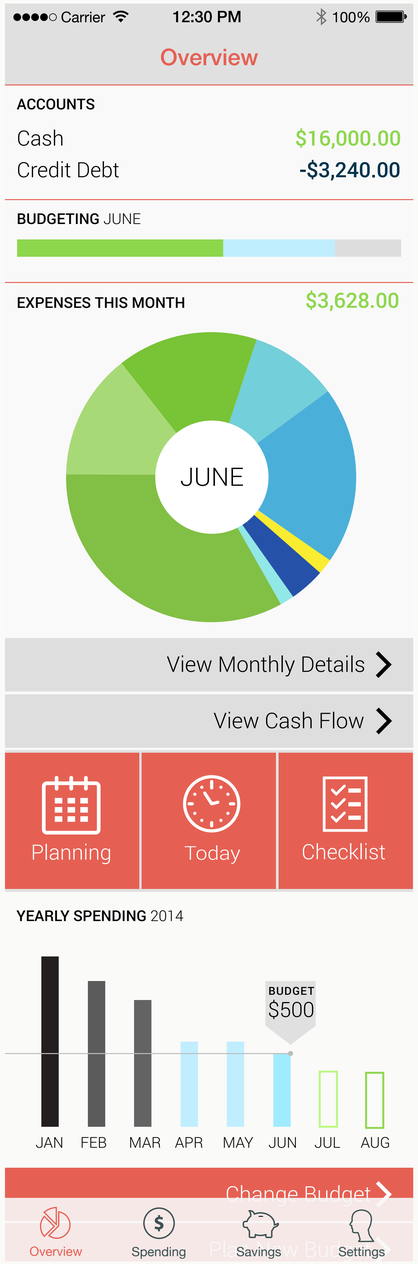
- Plan and view and detailed list of your budget for the day, see how much money you have spent in the whole day and where.

CHECKLIST

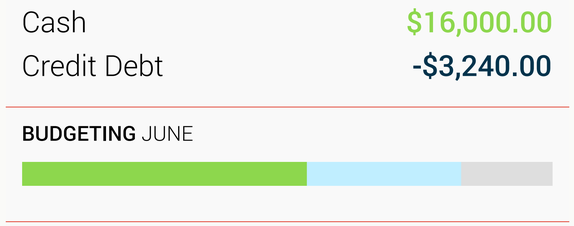
- Create and manage checklists that you can use for budgeting.

EXERCISE

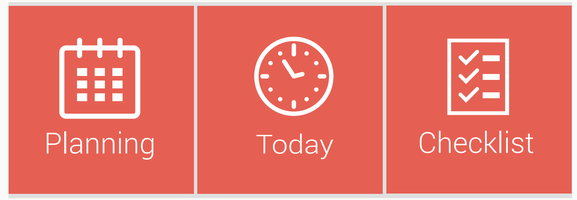
IPHONE APP



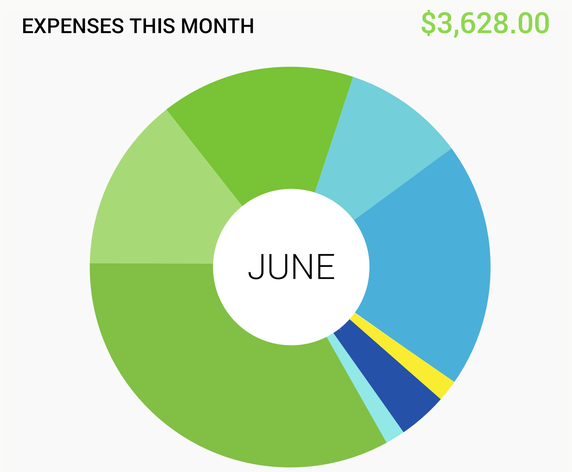
ACCOUNTS



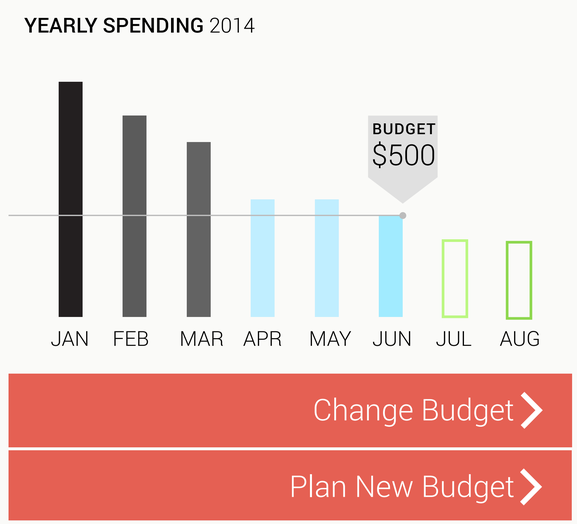
SUB NAV BUTTONS



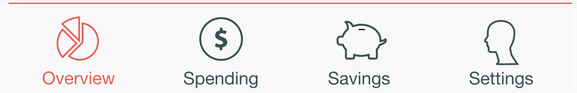
MONTHLY EXPENSES



YEARLY SPENDING

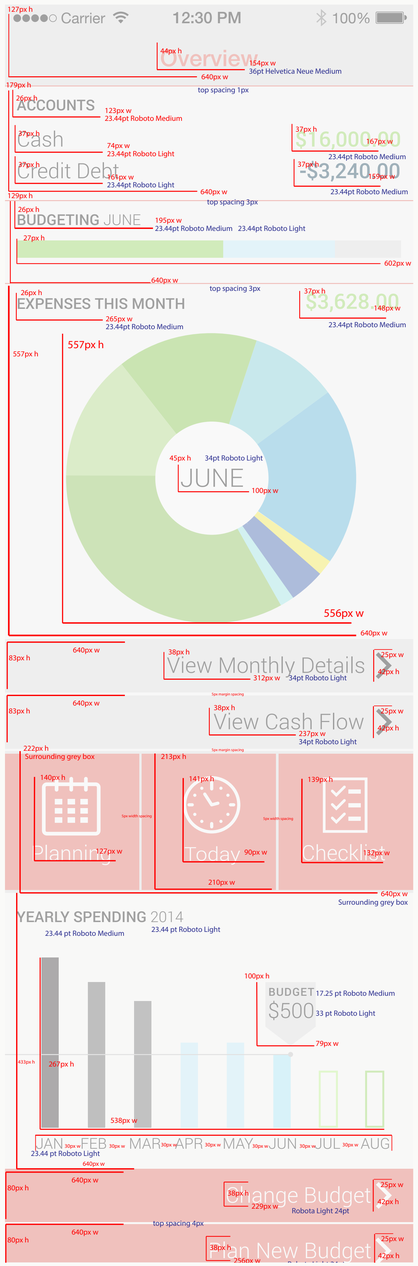


BOTTOM UI NAV-BAR

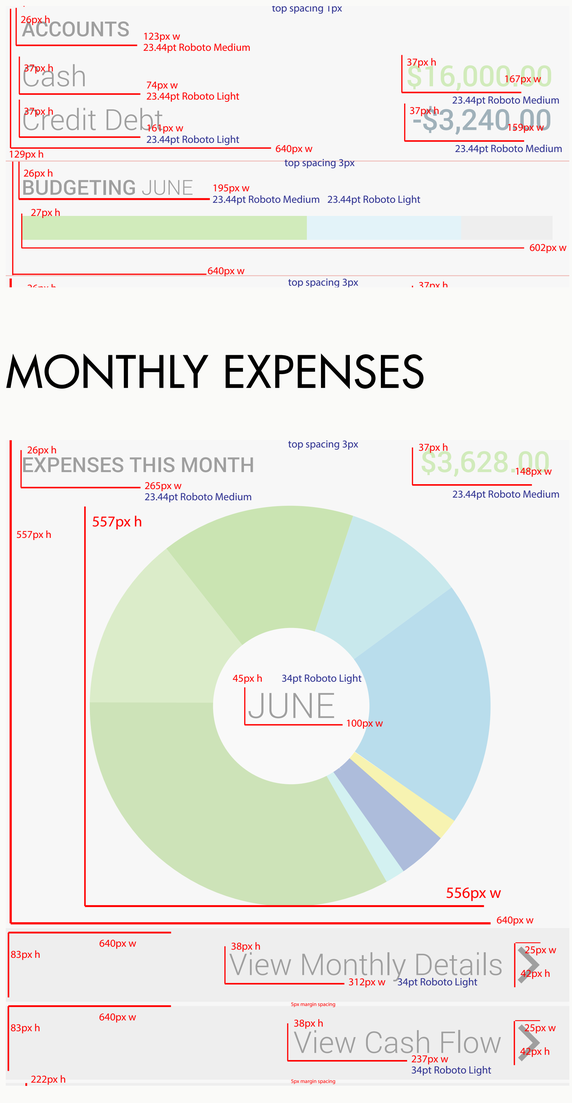


EXERCISE

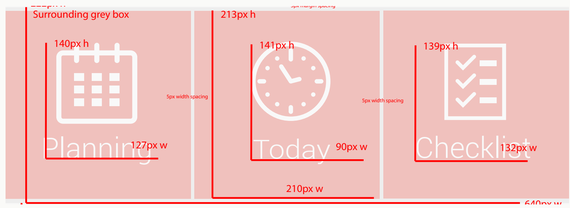
IPHONE APP - REDLINES



ACCOUNTS

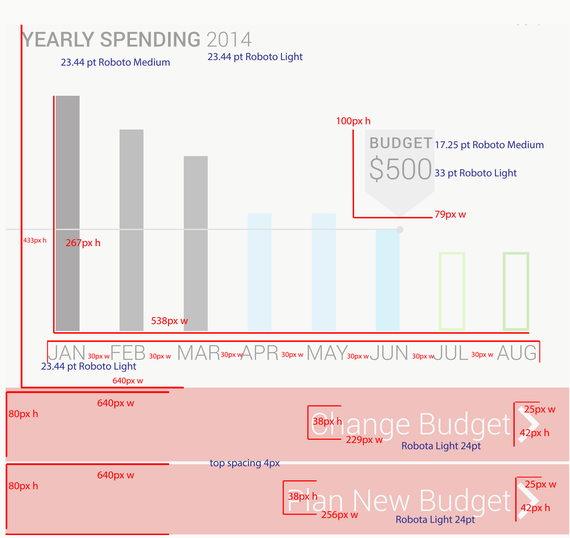


SUB NAV BUTTONS



MONTHLY EXPENSES

YEARLY SPENDING



BOTTOM UI NAV-BAR



EXERCISE

MOOD BOARD - FINANCIAL













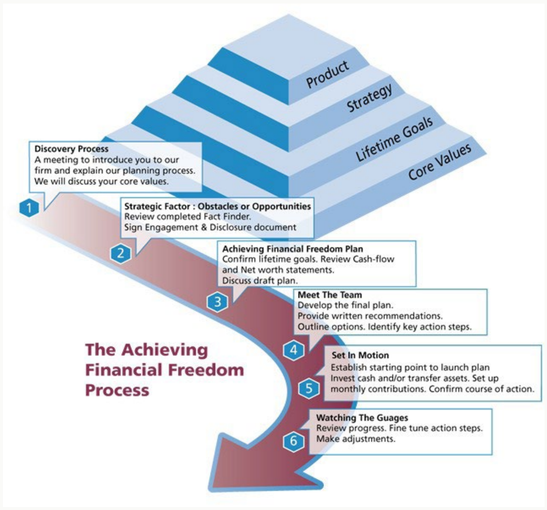




EXERCISE

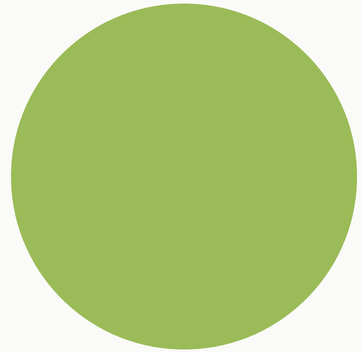
MOOD BOARD - PLANNING



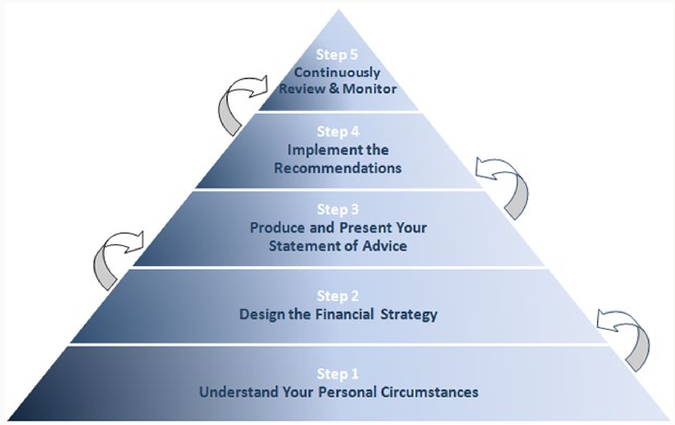




















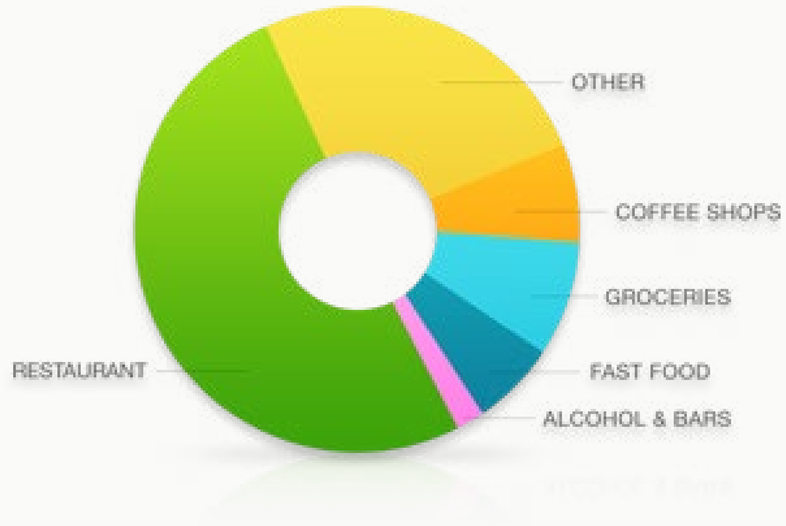


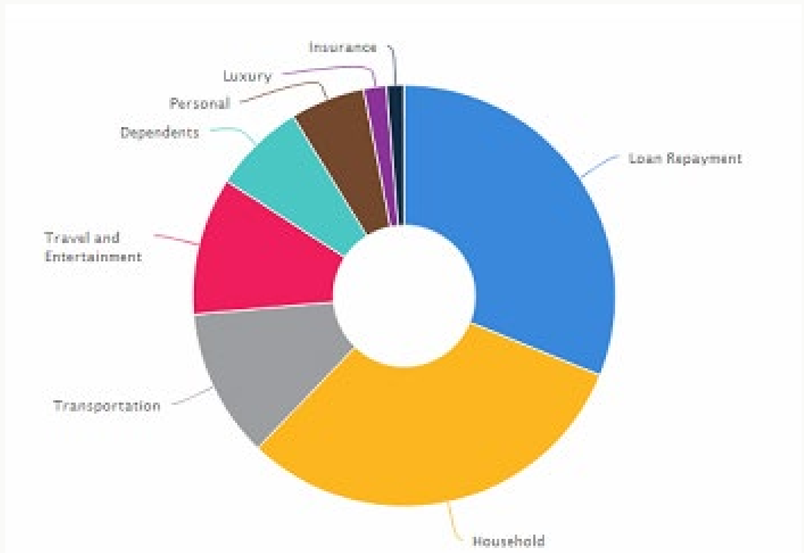


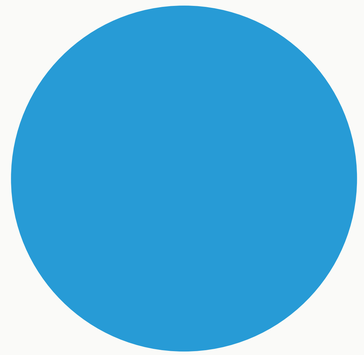


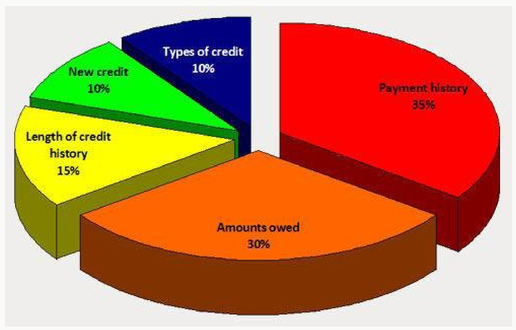
EXERCISE

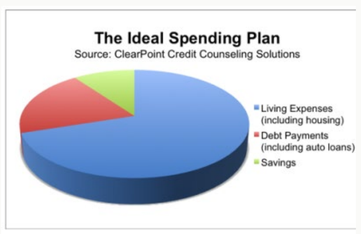
MOOD BOARD - PERSONAL & BUSINESS CHARTS





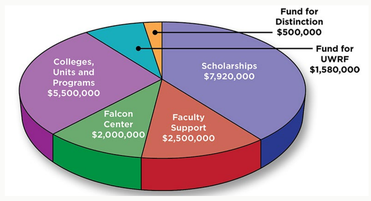


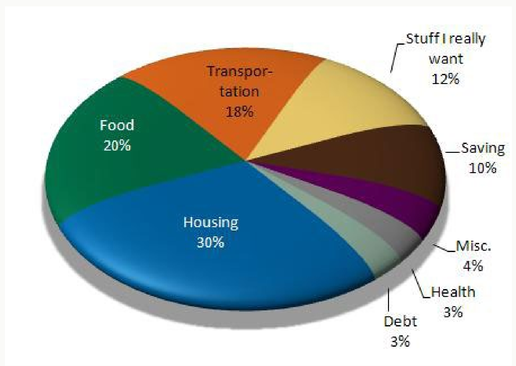




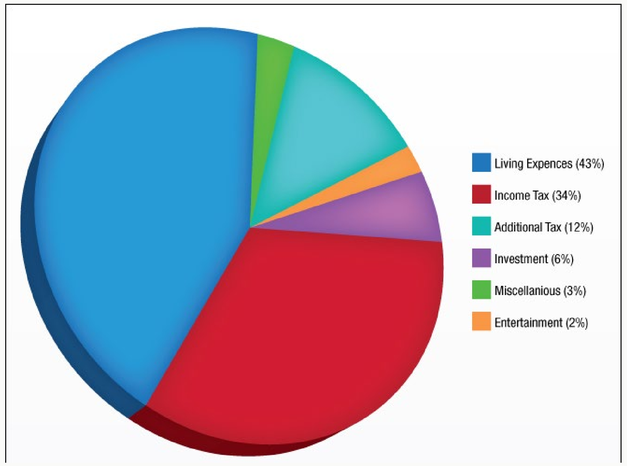












COLOR PALETTE - USER INTERFACE

#E55F53

#3C5152

#FFFFFF

#C1CAC7

#000000

COLOR PALETTE - PIE CHART UI

#03588C

#84BD4D

#7AC140

#A9D87C

#4EB0D7

#F8EA47

#2853A5

#77CFD8

EXERCISE

USER INTERFACE ICONS

MAIN



OVERVIEW



SPENDING



SAVINGS



SETTINGS

ON-HOVER



OVERVIEW



SPENDING



SAVINGS



SETTINGS

OVERVIEW

View all of your budgeting materials all in one page in an overview. Users can see how much money they have in their accounts, their budget for the current month, a diagram of their expenses, a diagram of their yearly expenses, and the ability to see the details of each section or create new budgets.



SPENDING

Users have the ability to view their spending in a more detailed area so that it can be possible to see what date and time money is being spend, as well as what it is being spent on. Users can create new ways to manage and spend their own money and find better ways to budget it.



SAVINGS

Users can view their savings find different ways of saving their money for when and where it is needed. Saving money is very important in the long-run, users can have the ability to set money aside from different accounts for when it is needed later. This will help the user keep track of their spending in a way that will allow them to know that they always have money that can being used for something important later.



SETTINGS

This section is all about the user and the settings that her or she prefers. Whether you are trying save up for a car, or you will need to have money for groceries one day out of a whole week, this can be programs in the settings section of the app. Personal notification reminders can also be created in "Settings" so this will help the user to balance the budget and not forget.





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THANK YOU

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