

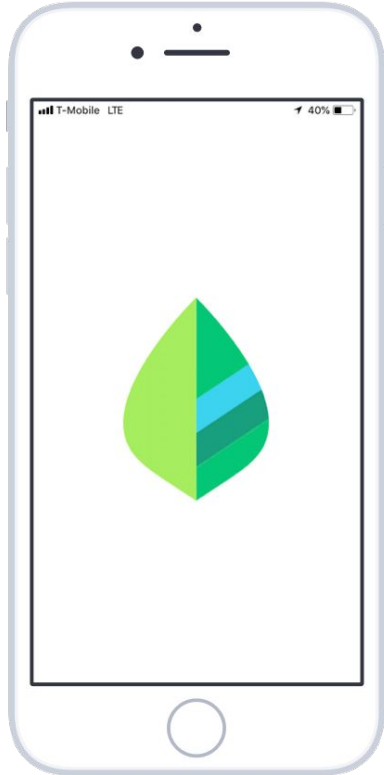
Mint Product Improvements

May 30, 2018



Overview

About



- Mint is an app that helps you manage your money from bills, to budgets, credit scores, and more
- Mint targets young professionals because they spend so much time online
- Their revenue is driven by ads and partnerships



“That was the idea behind Mint. Make it dead simple to get your finances in order and to feel in control of your life.” —Aaron Patzer, Founder of Mint

to feel in control of your life.

Problem Definition

Feature bloat

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- Mint has so many features they try to surface to their users, they forget to ask which might be the **most important**
- The apps home screen opens to an Overview page which displays:
 - Transactions (including your 3 most recent)
 - Suggested offers (how they make money)
 - Your account balances (cash, debt, investments)
 - Upcoming bills
 - Credit score
 - Budget progress
 - Spending chart
 - Cash flow
 - Blog
- All on one screen out of 4, with no hierarchy other than order of appearance

Is this control?

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- When your product gets so bloated, it's important keep some perspective
- What question are Mint's users trying to answer?
- What actions are they trying to take? What's their real problem?
- **What does *control* mean to them?**

**Fun fact: that's the name of my budget spreadsheet*

My Hypotheses

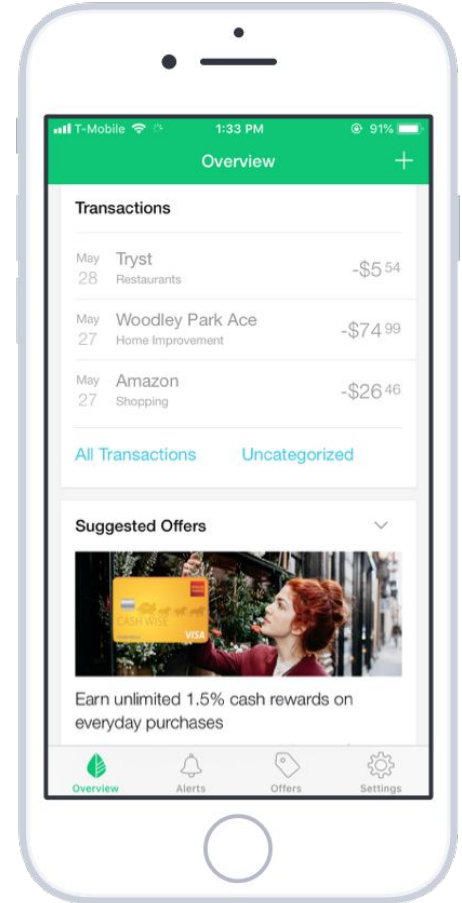
Answer questions quickly.

Idea One: Home Screen

Hypothesis:

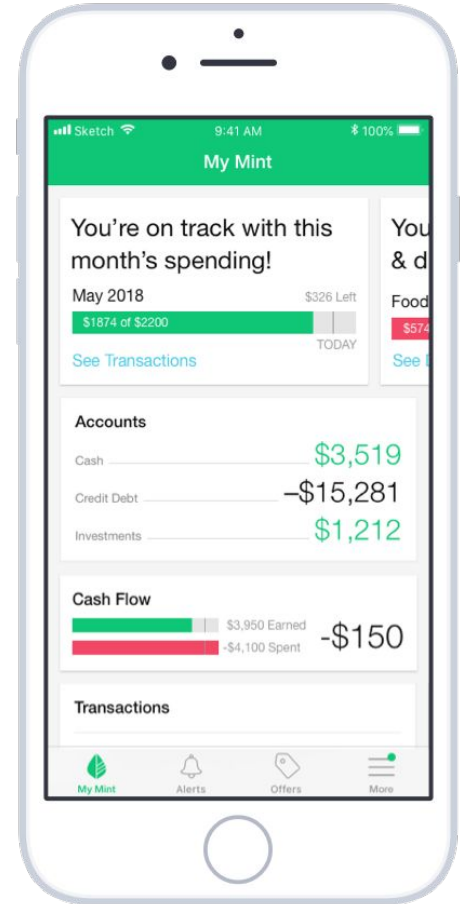
I believe that by adding a home screen to Mint's app that highlights **one key piece of information** custom to each user, Mint can empower users to gain better control of their finances and increase mobile app engagement. Measured by:

- Product feature adoption / usage
- Daily active users



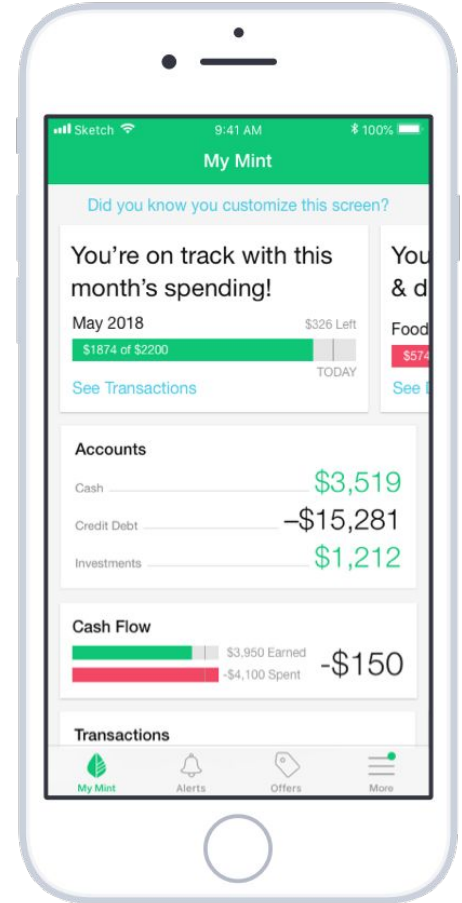
New Design One

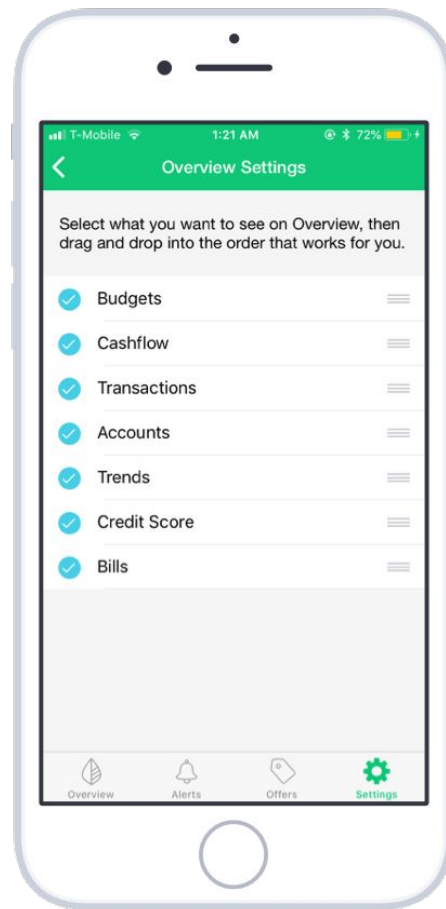
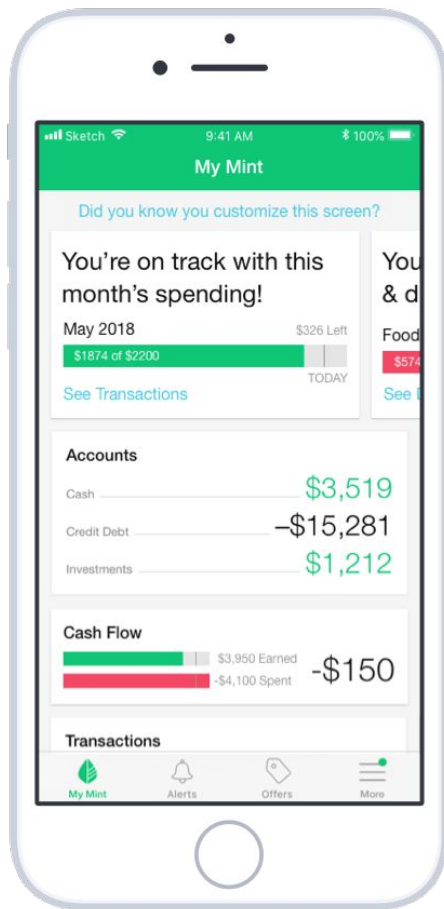
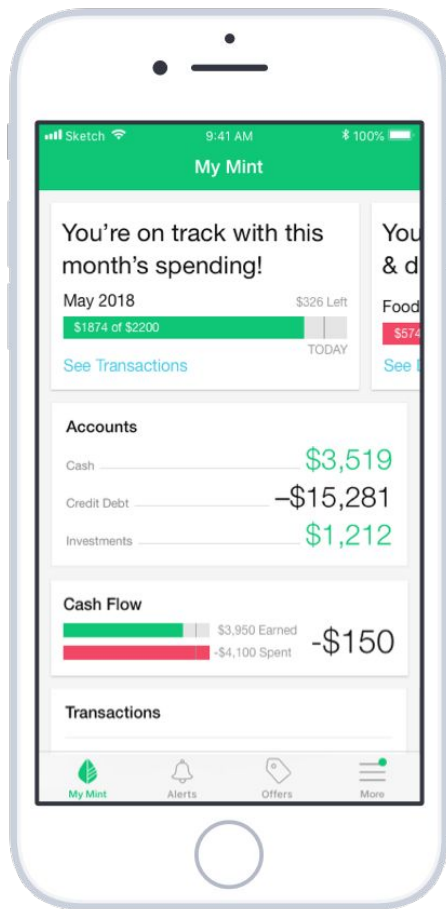
- New hierarchy immediately lets me know I'm on track
- New name of the page infers personalization ("My Mint")
- Left to right swiping on budget cards gives me browsing capability without leaving the home screen
- Card designs allows for easy customization



New Design One

- Subtle onboarding surfaces customization features
- “Settings” becomes “More” and allows for feature updates, and greater app functionality down in the future





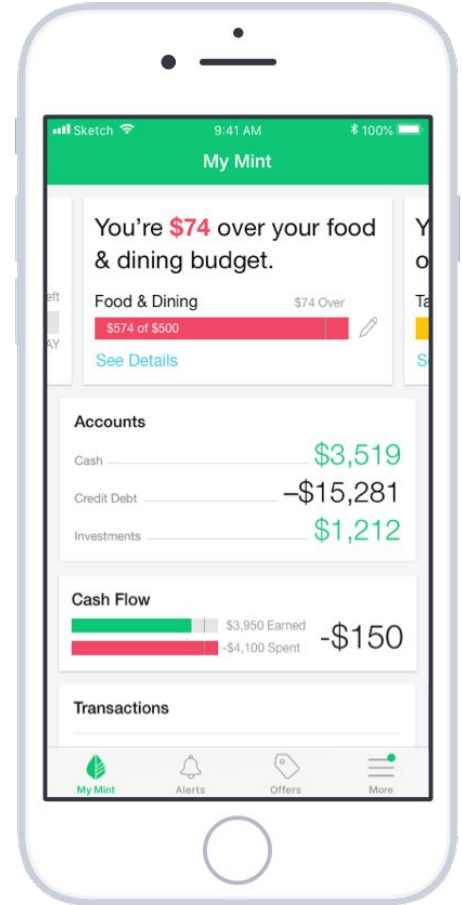
Give users knowledge.

Idea Two: Budget Details

Hypothesis:

I believe that by adding a **month over month budget graph** and analysis, Mint can empower users to gain better control of their finances and increase mobile app engagement. Measured by:

- Product feature adoption / usage
- Daily active users
- Reduce % of users over budget



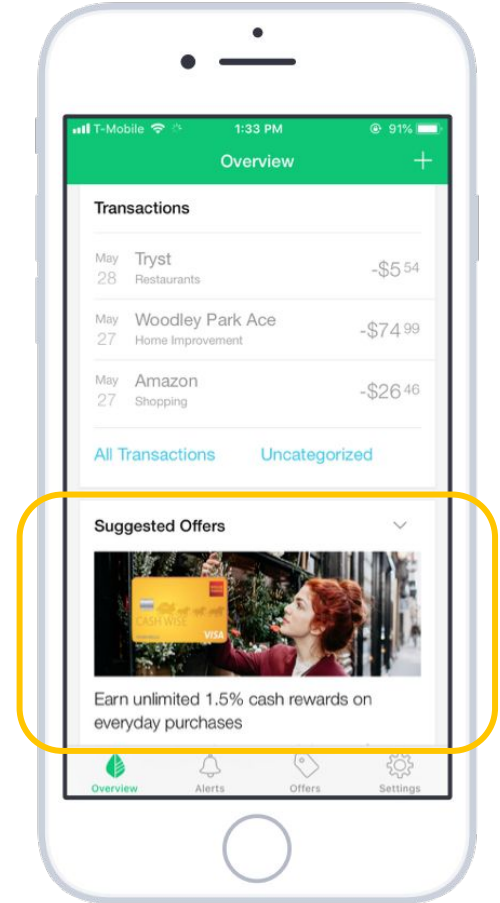
Don't persuade. Help.

Idea Three: Offer Surfacing

Hypothesis:

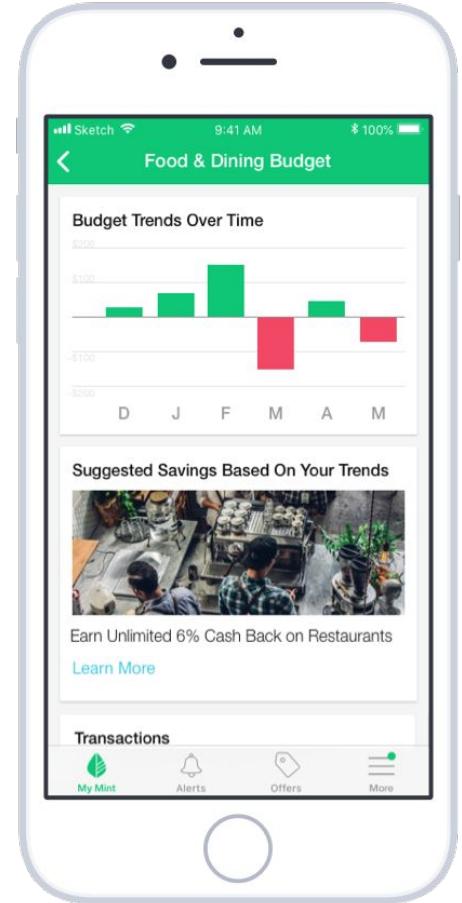
I believe that by analyzing users' progress and specific struggles with budgeting, and showing more advice, ways to save, and **offers within the app experience**, Mint can empower users to gain better control of their finances and increase offer acceptance. Measured by:

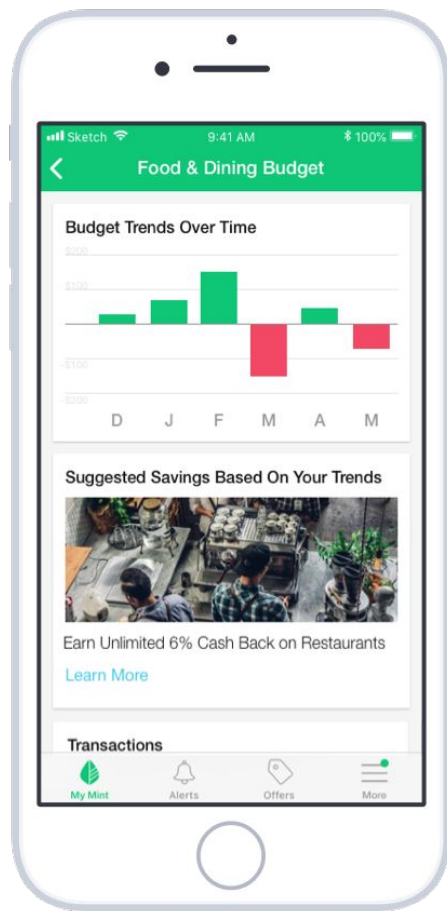
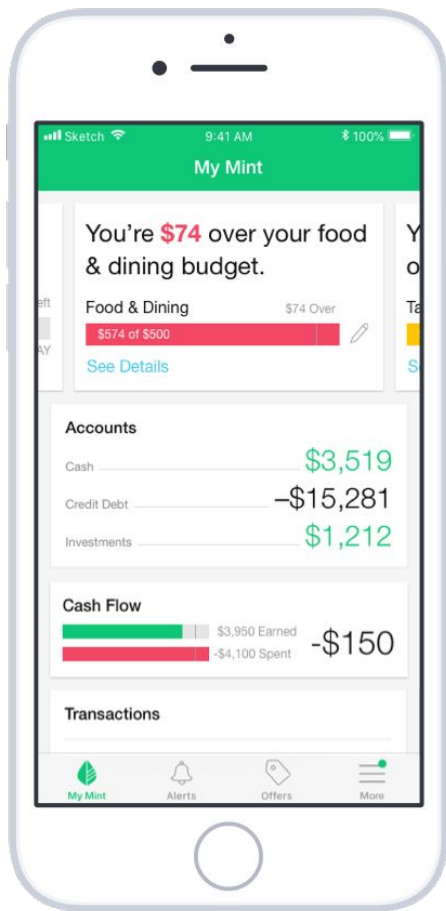
- Offer conversion rates



New Design Two (2 + 3 combined)

- New budget details gives insight on behaviors and trends
- Placement of offer becomes relevant and personal in context of financial behavior
- Offers become helpful rather than a nuisance
- Copy creates connection between chart and offer





Thank you!

Caitlyn Hampton

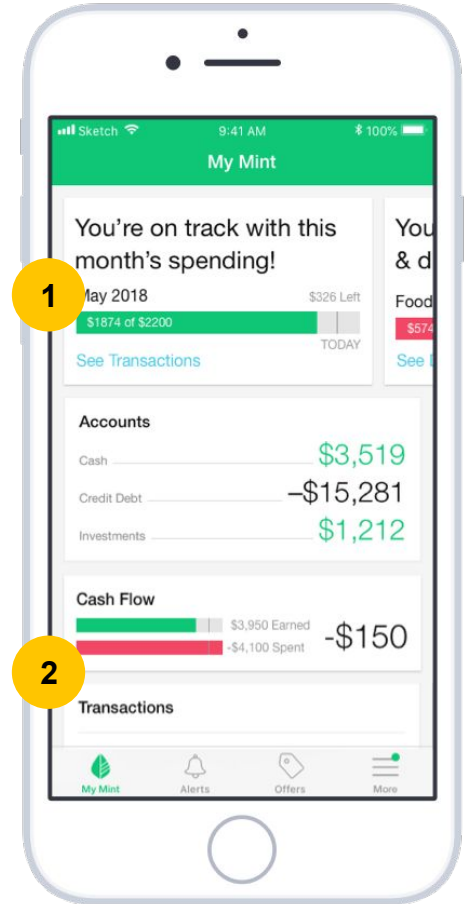
caitlynhampton.com



Annotations

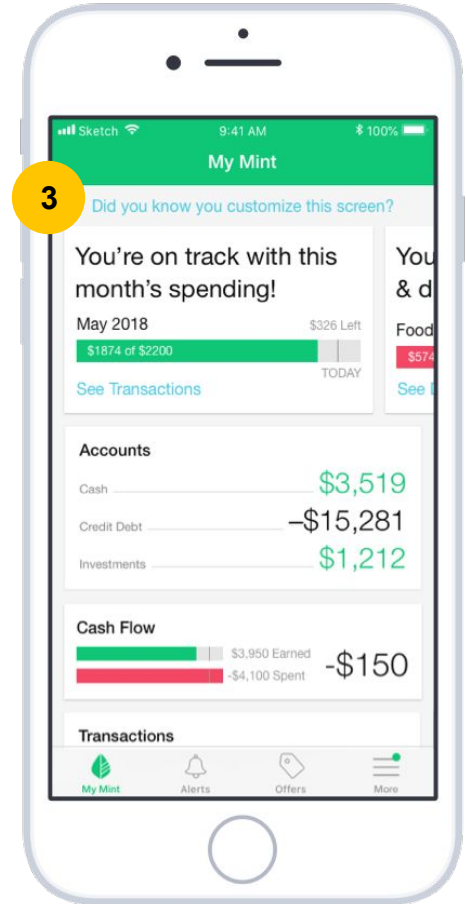
Mockup One

- 1. Budget cards swipe horizontally
- 2. Following content follows vertical scroll patterns



Mockup Two

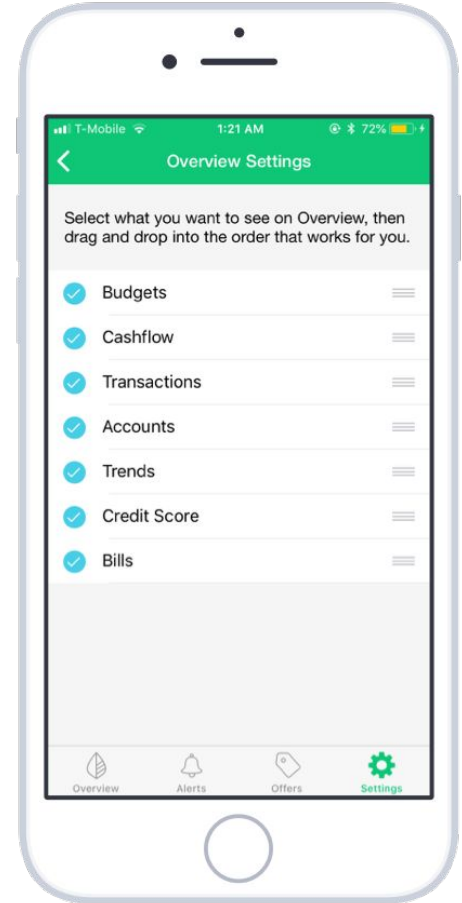
3. Onboarding toaster links to overview settings



Existing Design

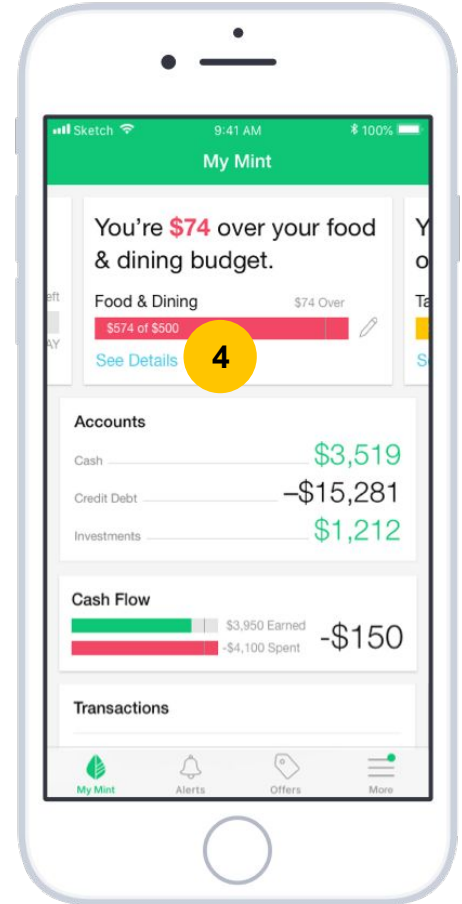
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- Overview Settings



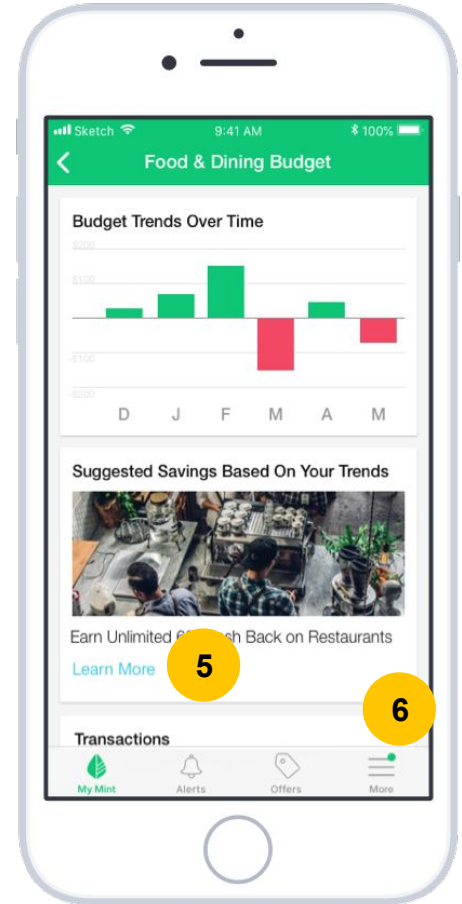
Mockup Three

4. Tapping on budget cards leads to budget details screen

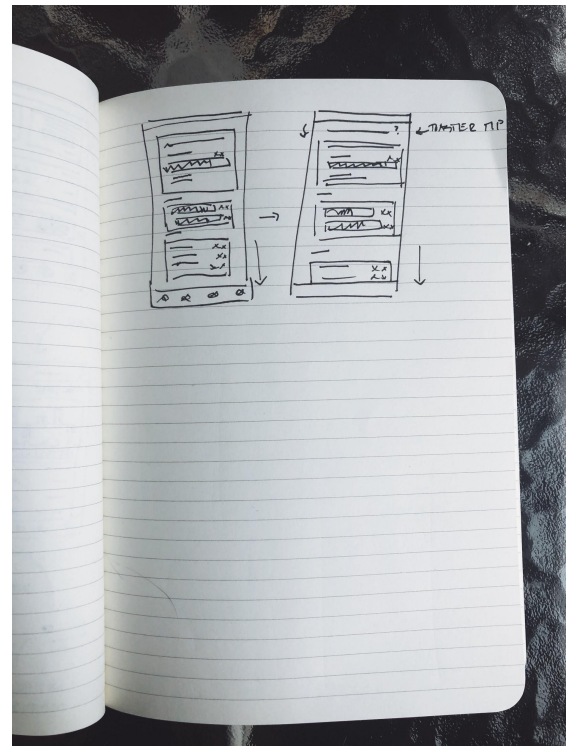
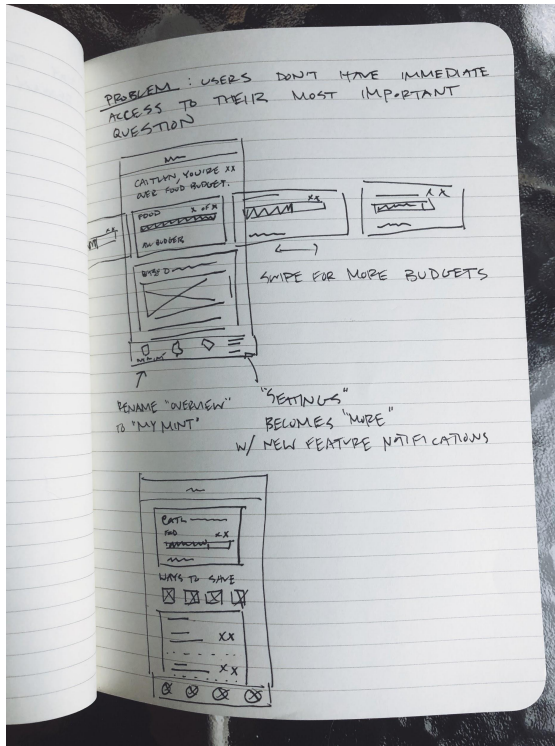
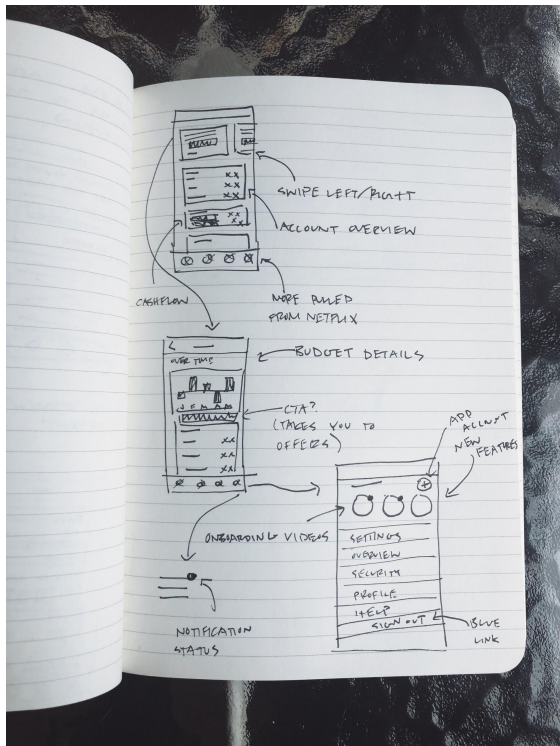


Mockup Four

- 5. Tapping “Learn More” sends users to “Offers” page
- 6. Screen follows vertical scrolling to reveal transactions



Appendix



Wireframing and Ideation