

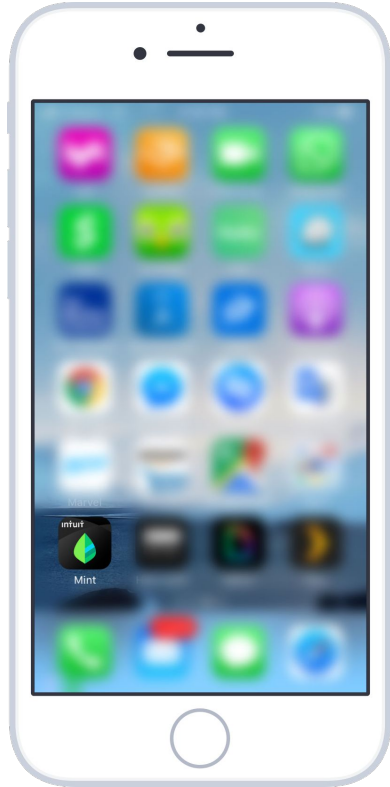
Mint Product Improvements: A Critique

May 23, 2018



Overview

How I use Mint



- Never been *great* with my personal finances
- Use Mint every day
- Even place Mint closer to the home button so I don't have to move my thumb very far to open the app
- Always want to know if I'm on budget

About Mint

— — —

- Mint is an app that simply helps you manage your money from bills, to budgets, credit scores, and more
- Mint targets young professionals because they spend so much time online
- Mint built their brand on trustworthy, financial advice and content through their blog [MintLife](#)
- They met their audience where they spent the most time (online)
- Intuit bought Mint.com in 2009 for \$170 million
- Since 2007, Mint has gained more than 10 million users

“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.

Competitors



Personal Capital

4.8 star rating

7.57K app store reviews



Money Pro

4.5 star rating

1.03K app store reviews



Fudget

4.8 star rating

1.44K app store ratings



Mint

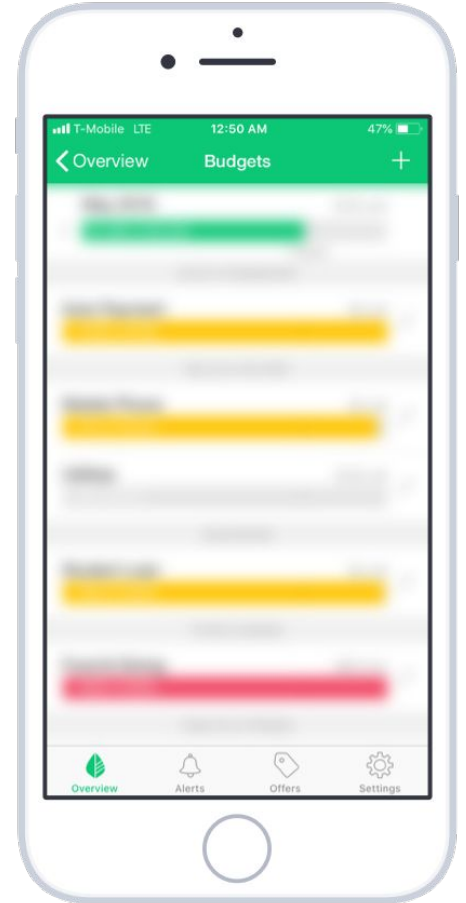
4.8 star rating

314K app store reviews

Favorite Features

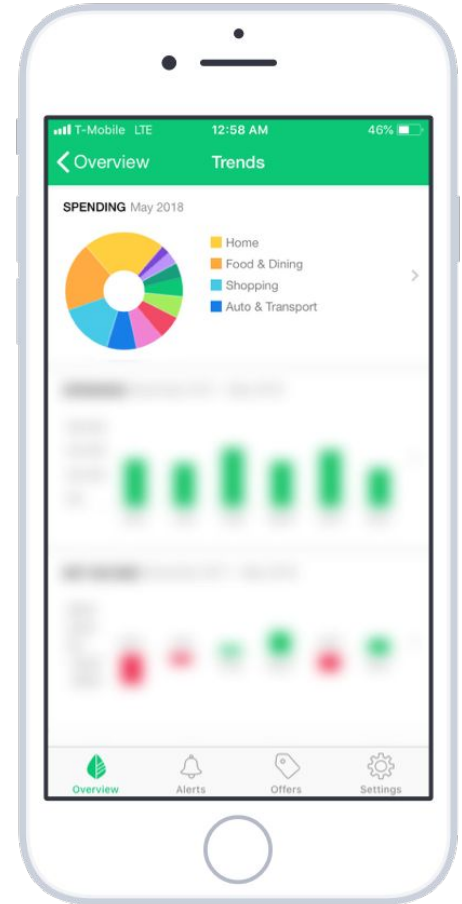
Budgeting

- With just a glance, I know if I'm financially on track or not
- When I click through for more details, I get category specific updates



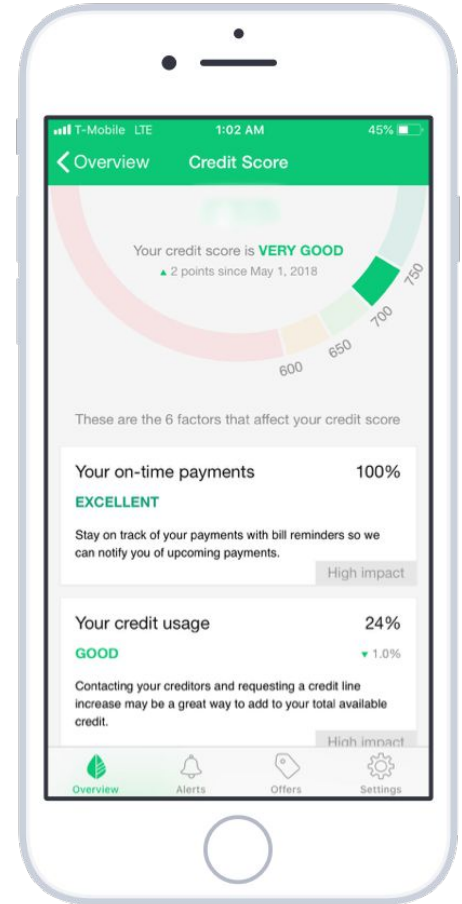
Spending and trends

- I can compare how much I spend in each category with a simple chart
- I can compare how much I spend month to month
- I can compare my net income month to month



Credit score

- I receive regular updates on my credit score
- I immediately know if it's good, bad, or just okay
- I know why my score is what it is



So what's missing?

To feel in control of your life.

Product bloat

— — —

- 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 order of appearance

Is this control?

— — —

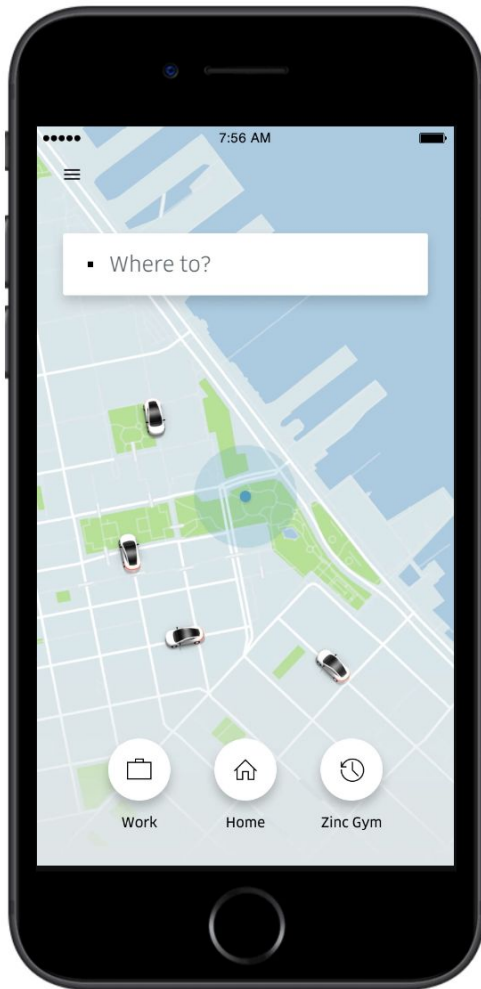
- When your product gets so bloated, it's important keep some perspective
- What question are Mint's users trying to answer?
- What actions are they trying to take? What's their real problem?
- **What does *control* mean to them?**
- It could mean knowing:
 - Am I over budget yet?
 - Can I buy this?
 - Do I have upcoming bills?
 - Did that transaction go through?
 - How's my credit score?
 - Can I afford life?*
- Answering the most important question **faster** gives your users control

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

Suggestion

— — —

1. Determine the **single biggest problem** when a user opens the app
2. Redesign the app's homepage experience to surface the feature that solves that problem fastest
3. Customize future versions based on users' behavior



▪ Where to?



Work



Home



Zinc Gym

How?

— — —

- User interviews
- Surveys
- Concept testing
- AB testing
- New user onboarding surveys
- App store reviews

My Hypothesis

Idea One

— — —

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

Idea Two

— — —

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

Idea Three

— — —

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
- Credit score over time

Idea Four

— — —

Hypothesis:

I believe that by integrating Siri **voice technology** for financial progress updates, Mint can empower users to gain better control of their finances, reduce friction, and mobile app engagement. Measured by:

- Product feature adoption / usage
- Daily active users

“Hey Siri, how much do I have left in my food budget this month?”

Keep, start, stop

— — —

Keep

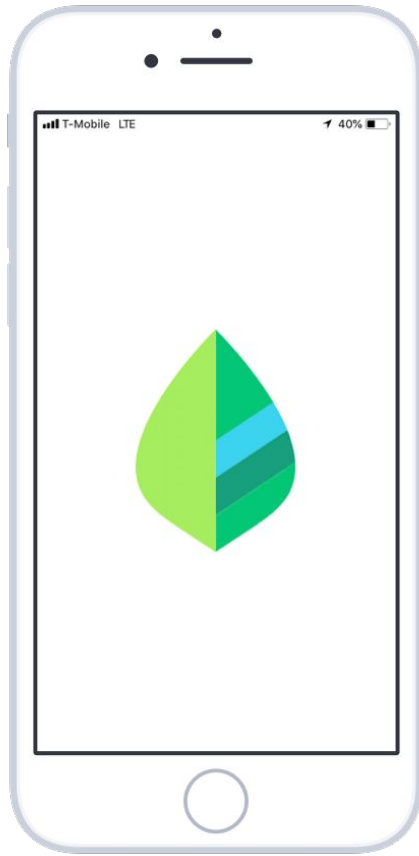
- Playful messaging
- Overview page
- Color graphs
- Simple design
- Financial advice

Start

- Highlight main action per page
- Make refresh action visible
- Receipt photo tracking

Stop

- Irregular app patterns (no menu bar, hidden refresh, exposed settings)



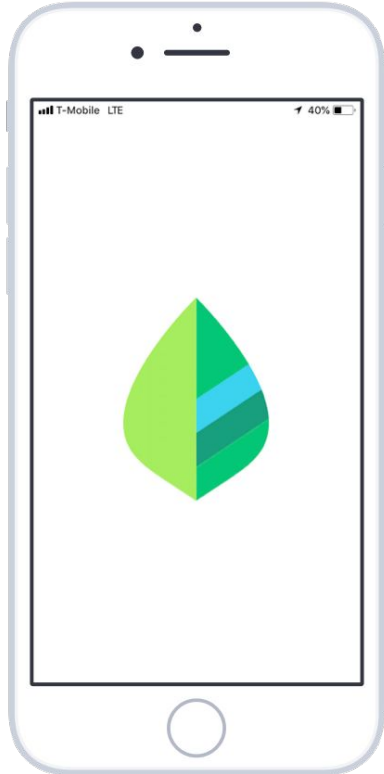
Mint Product Improvements

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

— — —

- 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)
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Is this control?

— — —

- 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?**

My Hypotheses

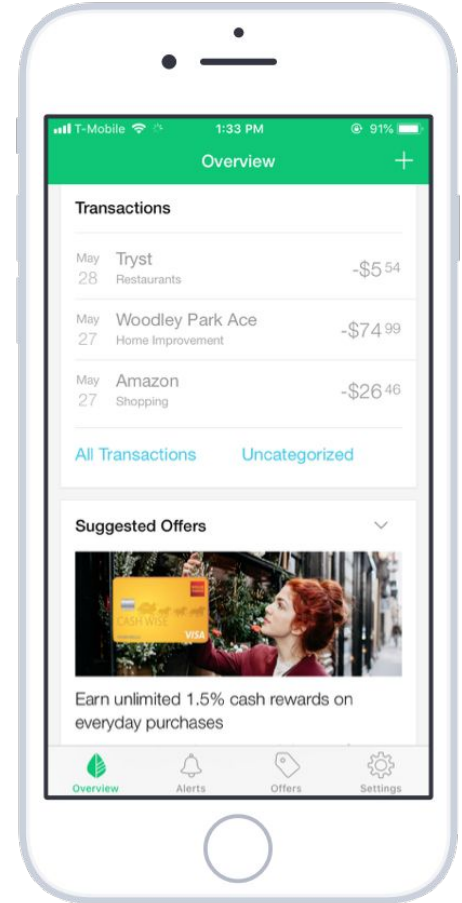
Answer questions quickly.

Idea One: Home Screen

Hypothesis:

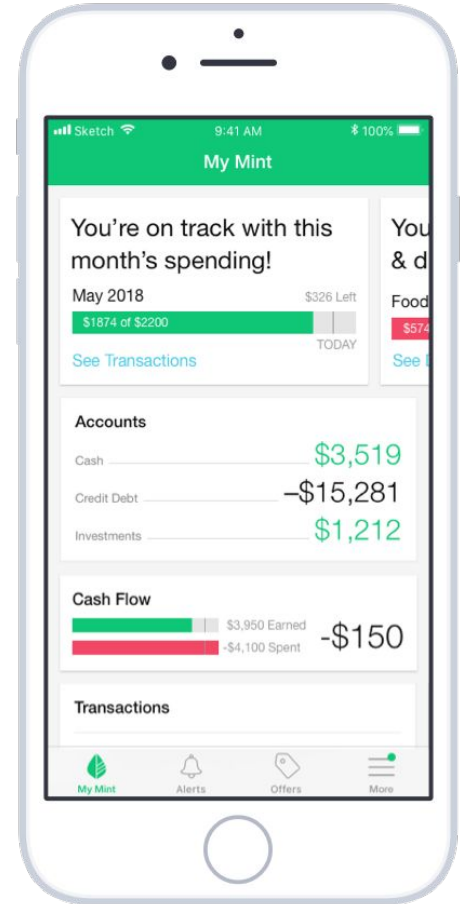
I believe that by adding a home screen to Mint's app that highlights **one key piece of information** custom to each user, Mint can empower users to gain better control of their finances and increase mobile app engagement. Measured by:

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- Daily active users



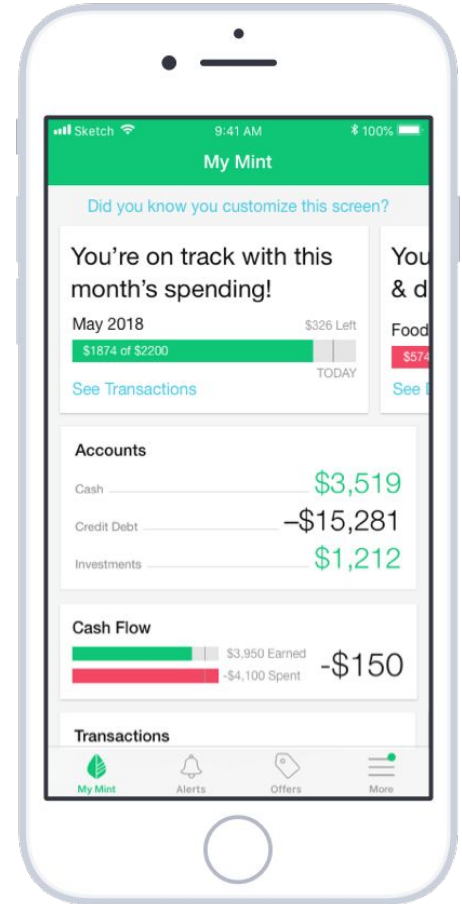
New Design One

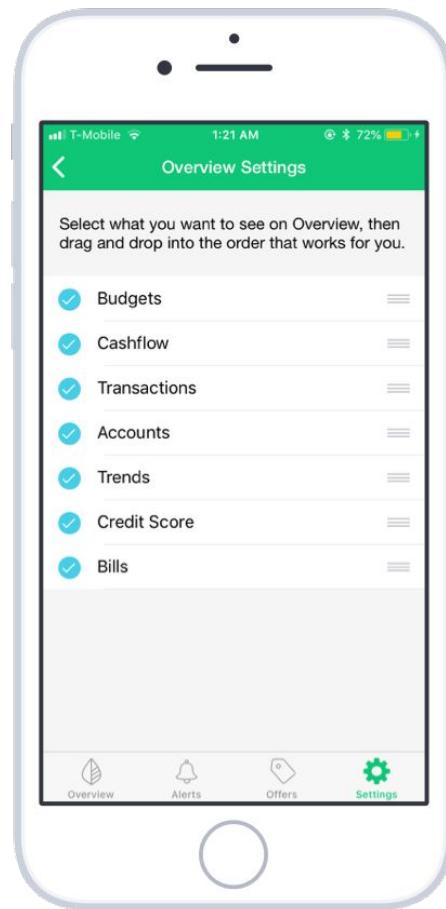
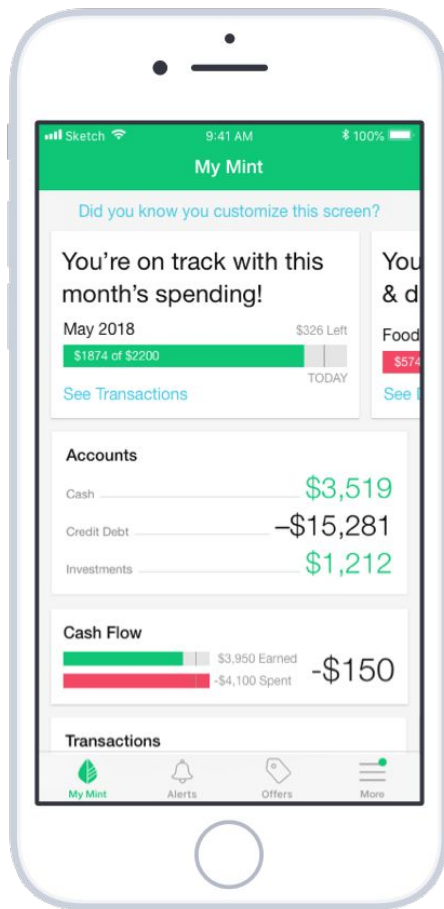
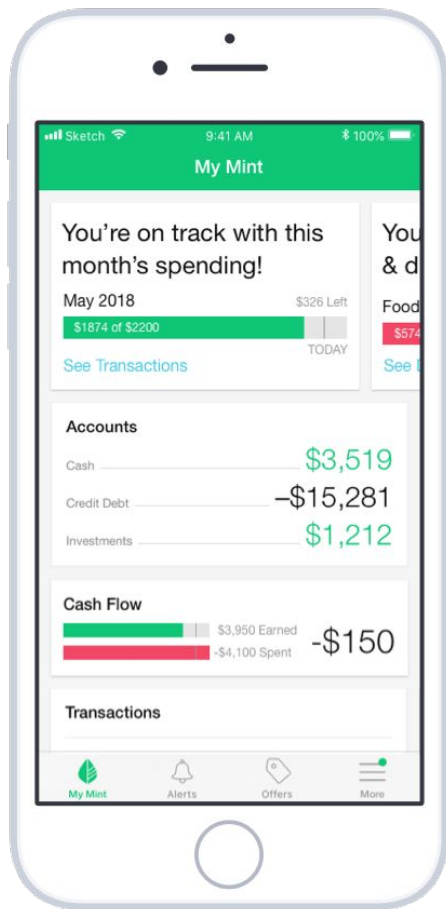
- New hierarchy immediately lets me know I'm on track
- New name of the page infers personalization ("My Mint")
- Left to right swiping on budget cards gives me browsing capability without leaving the home screen
- Card designs allows for easy customization



New Design One

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





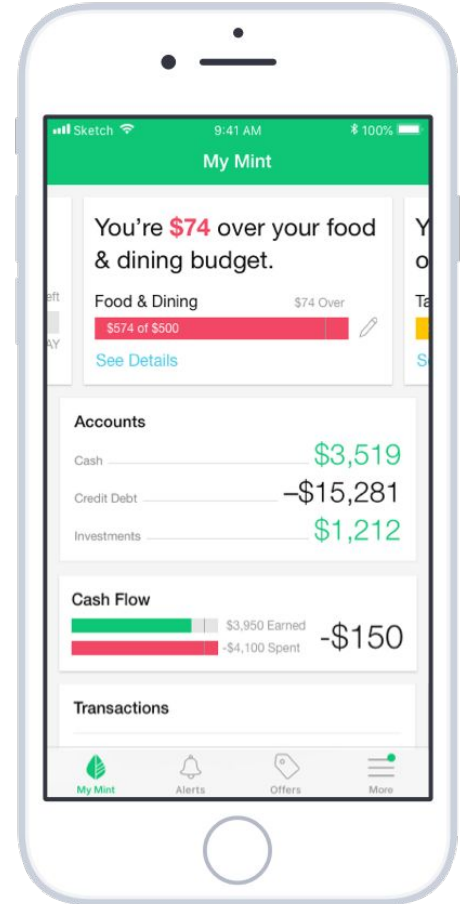
Give users knowledge.

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



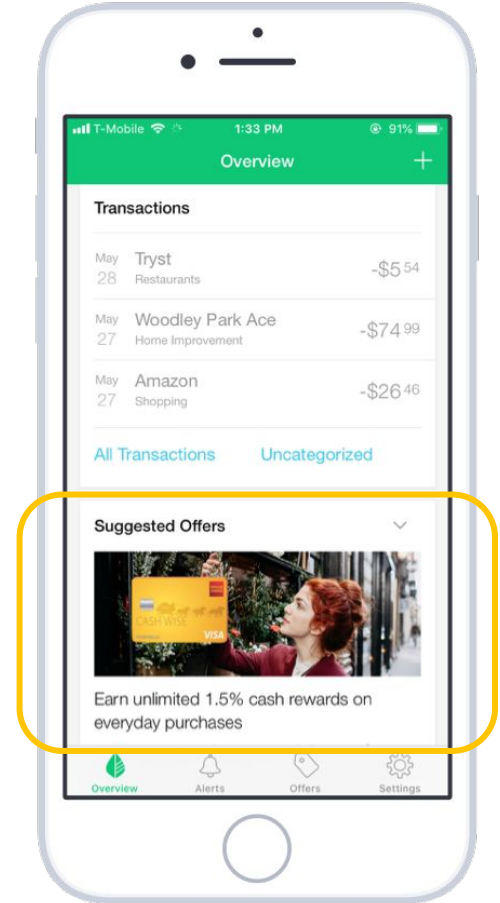
Don't persuade. Help.

Idea Three: Offer Surfacing

Hypothesis:

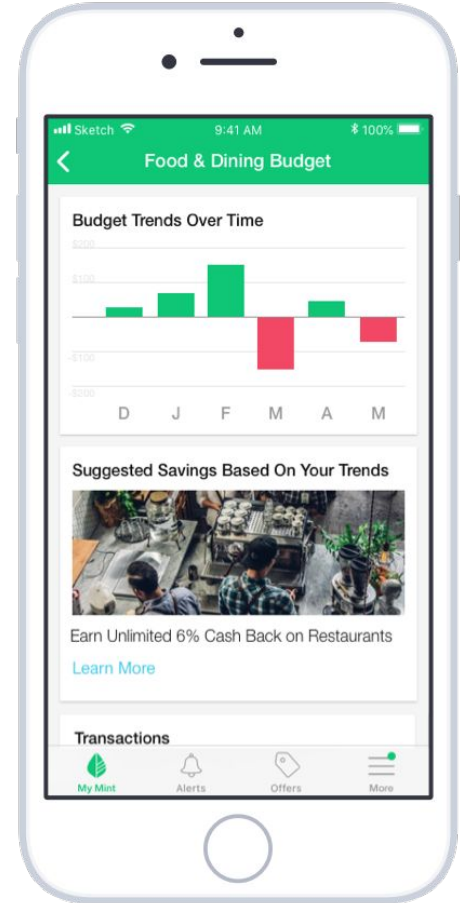
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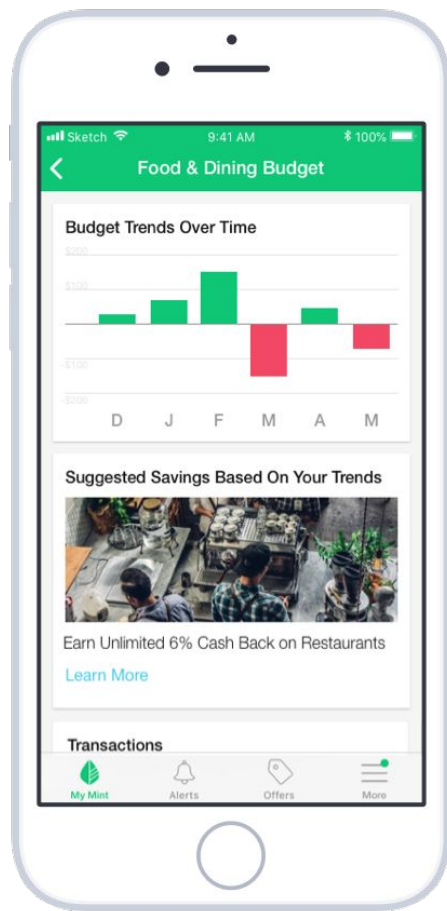
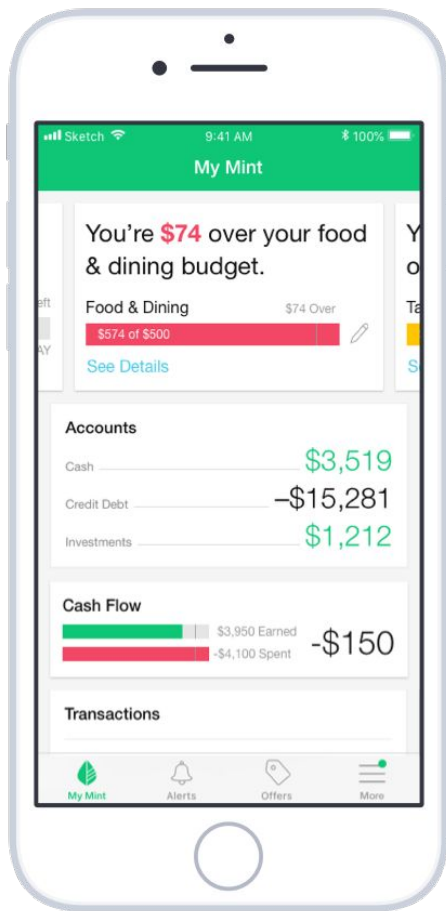
- Offer conversion rates



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

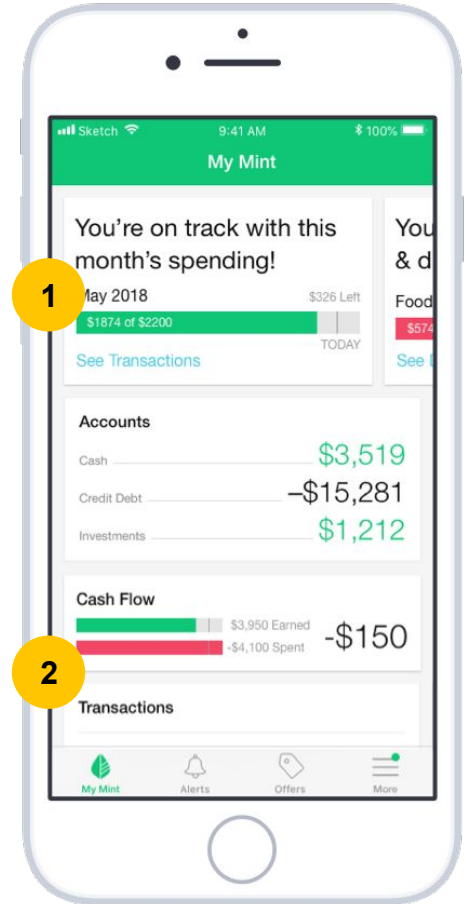
caitlynhampton.com



Annotations

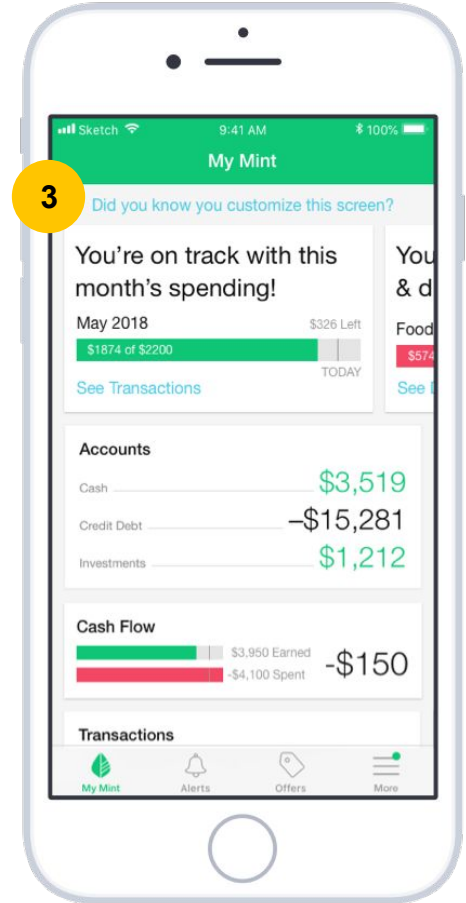
Mockup One

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



Mockup Two

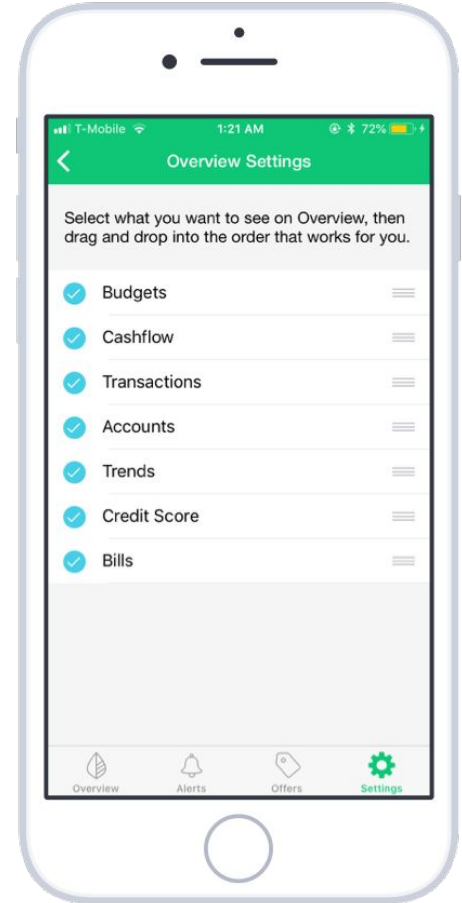
3. Onboarding toaster links to overview settings



Existing Design

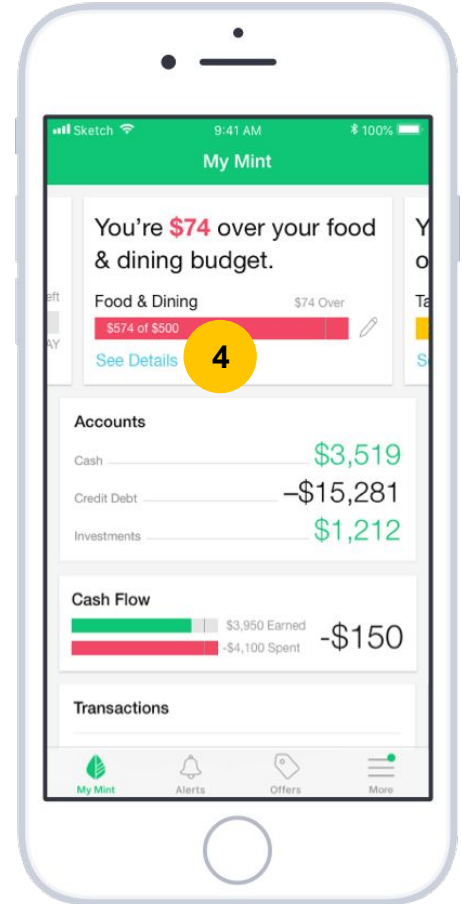
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- Overview Settings



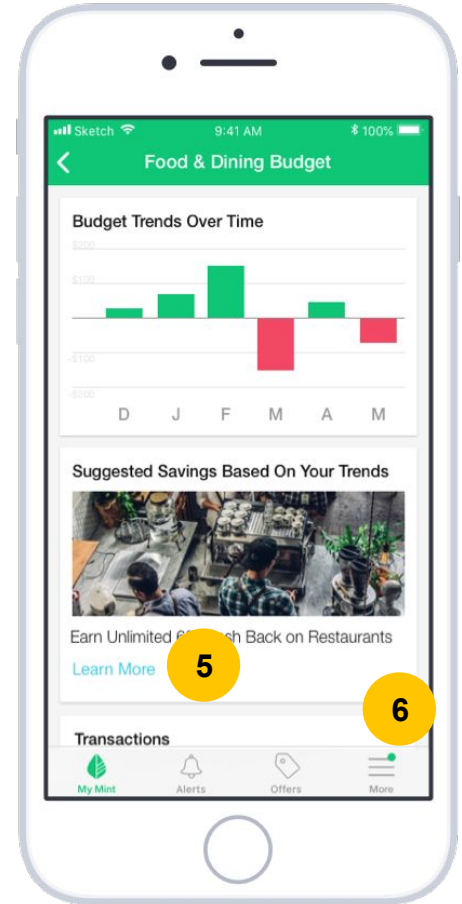
Mockup Three

4. Tapping on budget cards leads to budget details screen

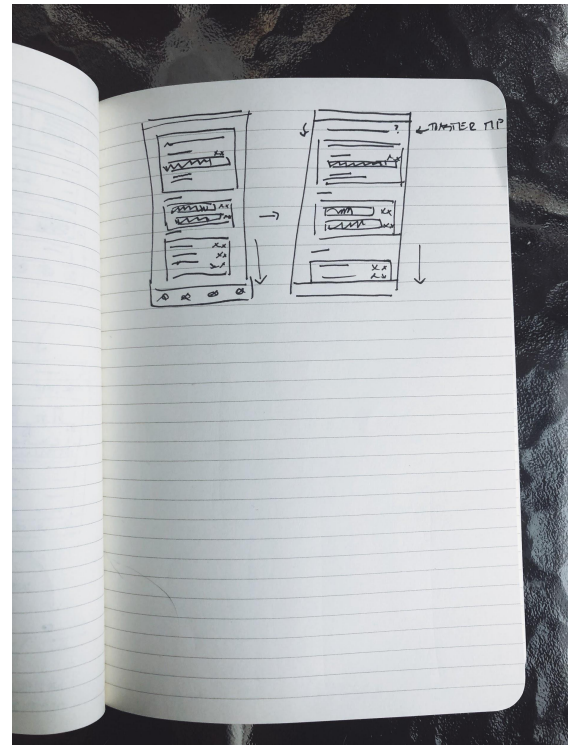
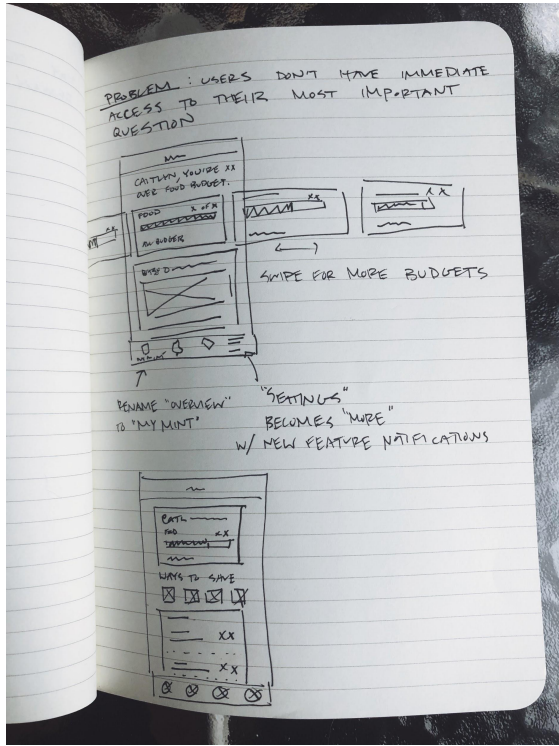
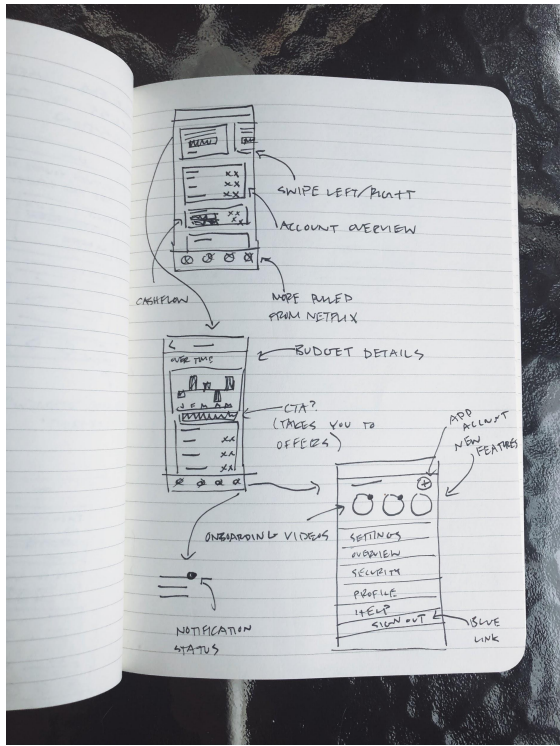


Mockup Four

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



Appendix



Wireframing and Ideation