

# □□ CONCEPT DESIGN □□

**Win money, respect,  
or at least warm fuzzy feelings**

# □ □ CONCEPT DESIGN □ □

**By Nicki Vance**  
**[www.nickivance.com](http://www.nickivance.com)**

# CONCEPTS

People

Interfaces

Systems

Concepts



EXAMPLE:

PERSONAL FINANCE APP

□ □ ACCOUNT

□ □ TRANSACTION

PRODUCT GOAL:

HELP PEOPLE SAVE MONEY THROUGH  
BETTER BUDGETING

□ □ BUDGET



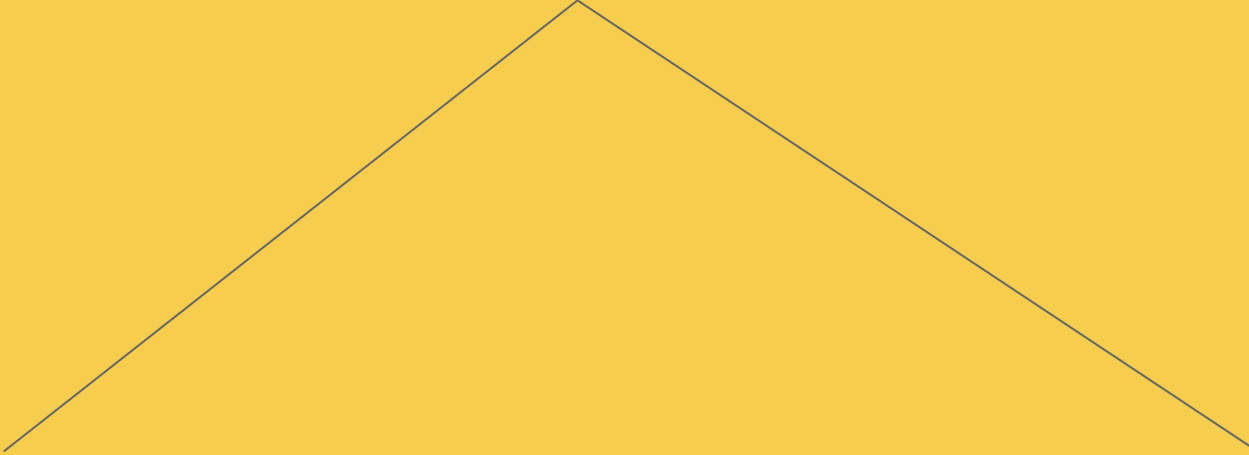
+ WHAT'S A BUDGET?

+ HOW DOES A BUDGET SAVE YOU \$\$\$?

+ WHAT ARE SOME VARIATIONS?

+ WHAT'S A BUDGET?

□ □ BUDGET



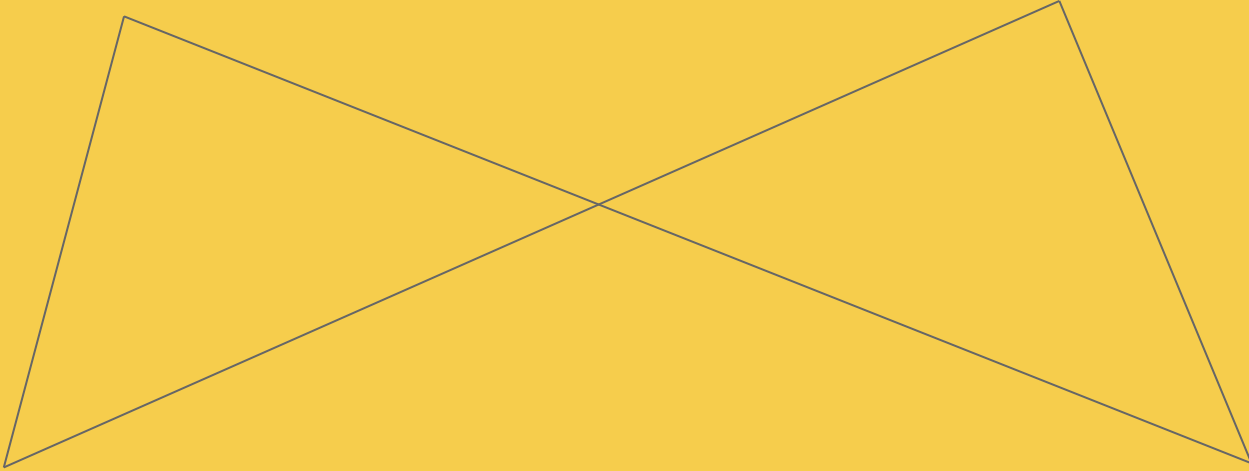
□ □ TIME FRAME

□ □ CATEGORY

+ HOW DOES A BUDGET SAVE YOU \$\$\$?

□ □ BUDGET

□ □ SPENDING



□ □ TIME FRAME

□ □ CATEGORY

+ WHAT ARE SOME VARIATIONS ON THE BUDGET CONCEPT?

SIMPLE BANK

+ GOALS

+ SAFE-TO-SPEND



**Links on Twitter: @wootbeep**

DANIEL JACKSON @ MIT



**@wootbeep**  
**www.nickivance.com**

**THANK YOU!**