

cake

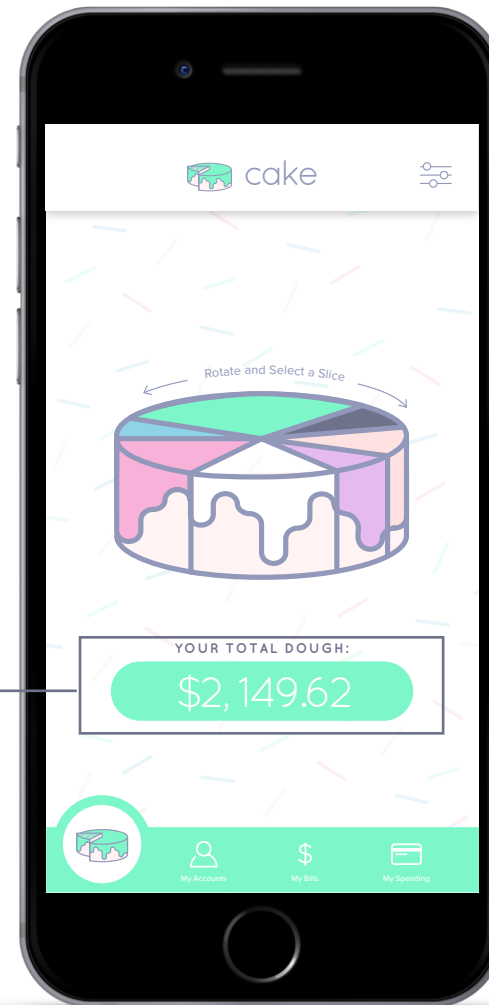
HAVE YOUR CAKE AND SPEND IT TOO!

1 Which green gives better readability?

[a]



[b]



2

Is it better to have the cake in the logo on the top bar or just the wordmark?

[a]



[b]



3 Which version of bottom nav works better?

[a]



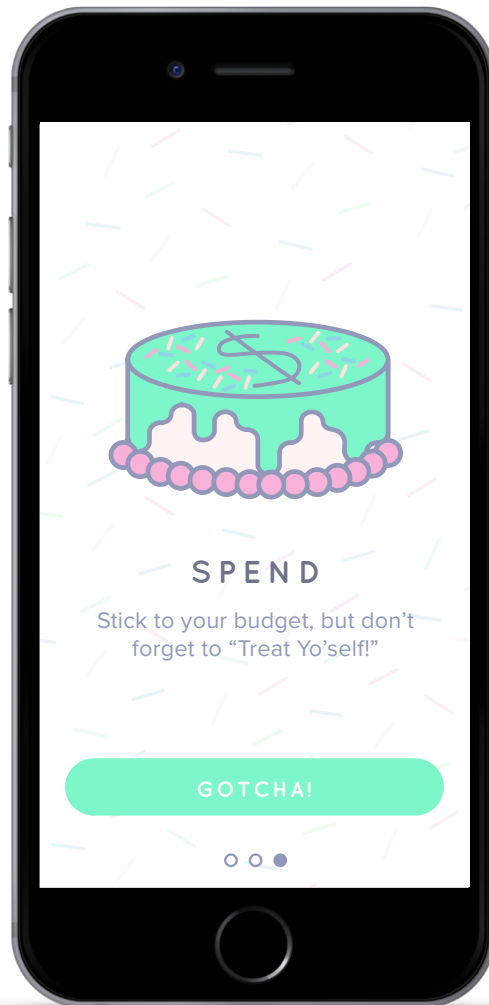
[b]



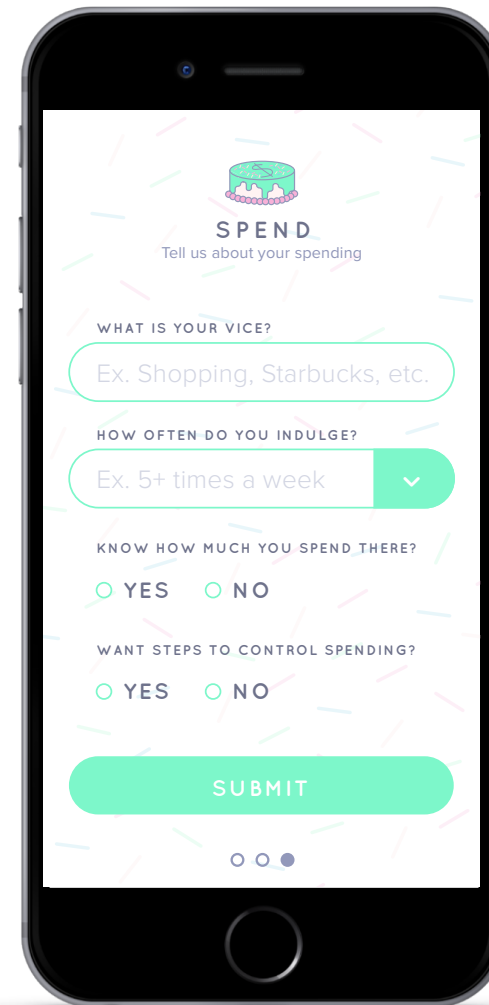
4

Should there be a personalization feature where they tell about their vice, and it can become content for their notifications?

[a]



[b]



5

Should the budgeting sections have icons or just type?

[a]

Mobile app interface [a] for budgeting. The screen displays a 'BUDGET' section with a cake icon. Below the title, it says 'BILLS PER MONTH:'. There are six input fields arranged in a 3x2 grid, each with a dollar sign icon. The labels for the fields are: RENT:, AUTO:, PHONE:, HEALTH:, FOOD:, and FUN:. Below the input fields is a button with a plus sign and the text 'ADD CATEGORY'. At the bottom is a large green 'SUBMIT' button. The background has a light green and yellow confetti pattern.

[b]

Mobile app interface [b] for budgeting. The screen displays a 'BUDGET' section with a cake icon. Below the title, it says 'BILLS PER MONTH:'. There are six input fields arranged in a 3x2 grid, each with a dollar sign icon. The labels for the fields are: RENT:, AUTO:, PHONE:, HEALTH:, FOOD:, and FUN:. Each label is accompanied by a small icon: a house for RENT, a car for AUTO, a phone for PHONE, a plus sign for HEALTH, a fork and knife for FOOD, and a gift for FUN. Below the input fields is a button with a plus sign and the text 'ADD CATEGORY'. At the bottom is a large green 'SUBMIT' button. The background has a light green and yellow confetti pattern.

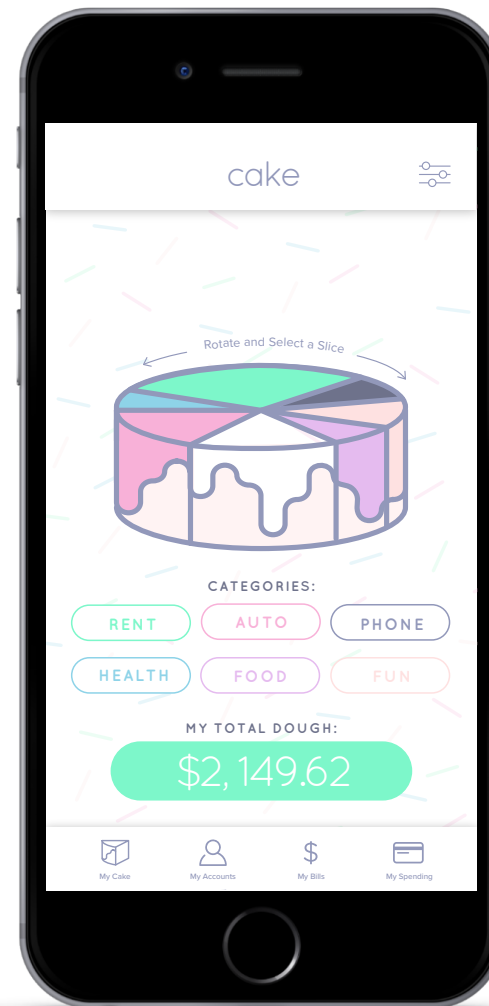
6

Should there be tags on the “My Cake” page?

[a]

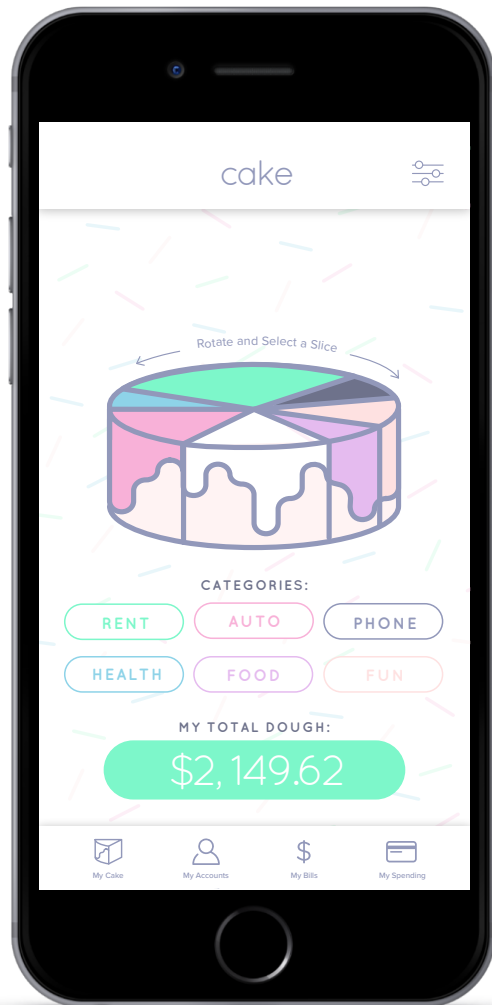


[b]

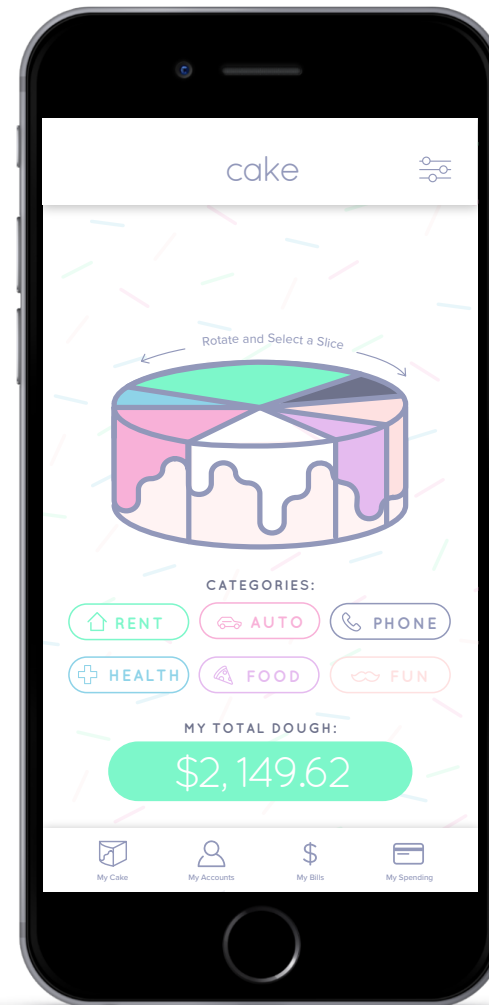


7 Should the tags just be words or have icons also?

[a]



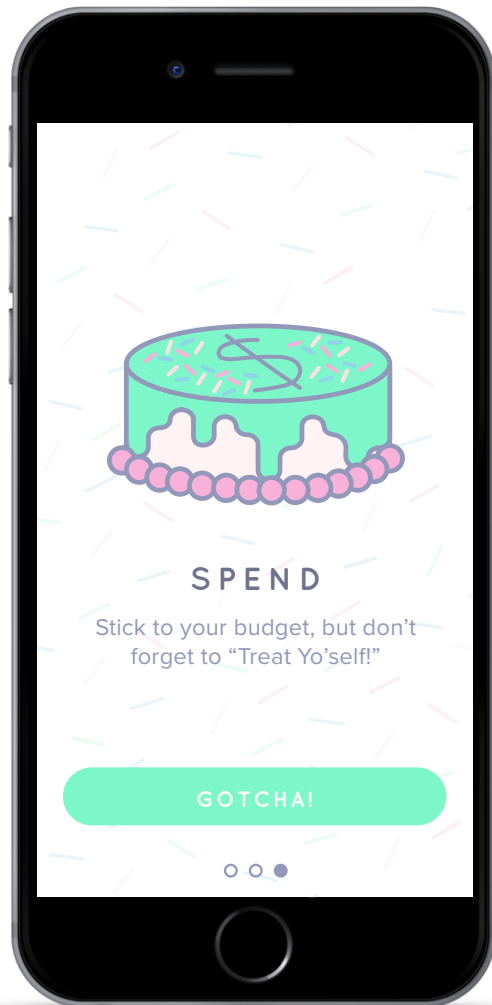
[b]



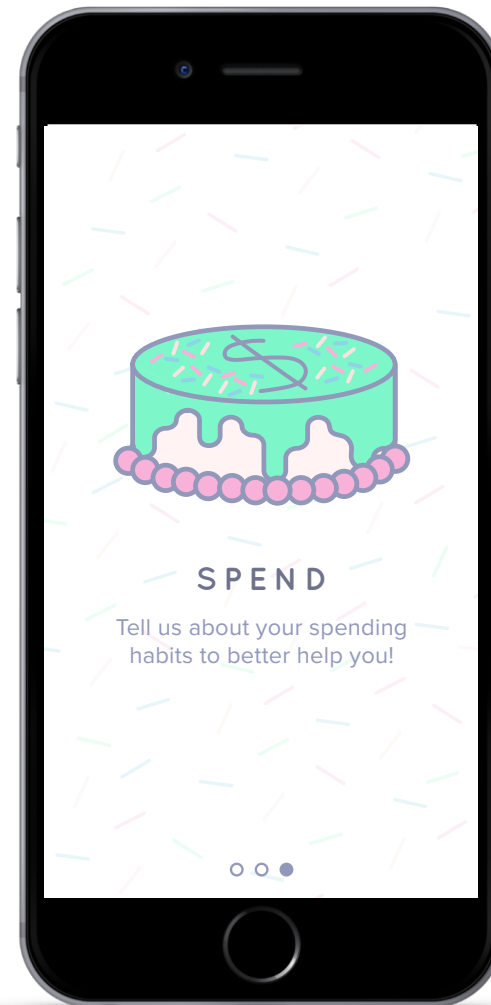
8

Which type of language do you prefer for the app?

[a]

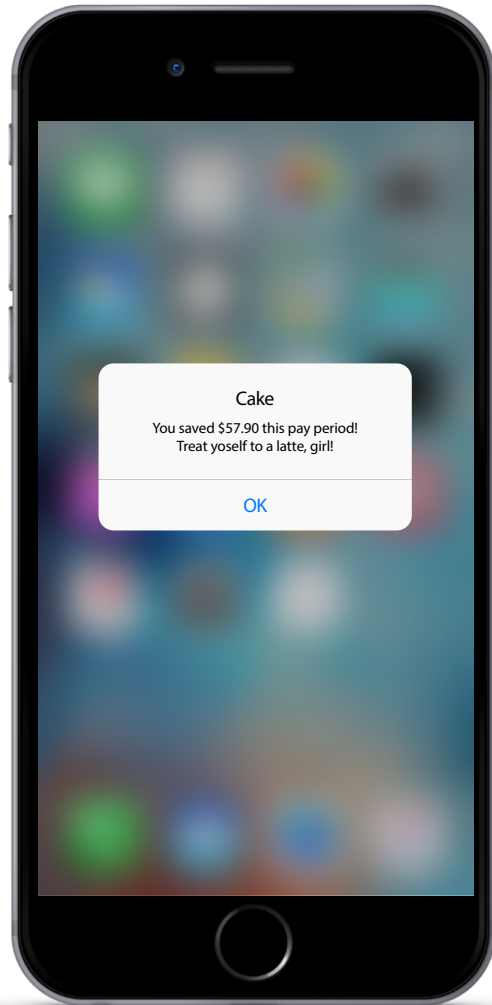


[b]



9 Should the app have notifications based on savings and encourage rewards?

[a]



[b]

NO!!!!!!

