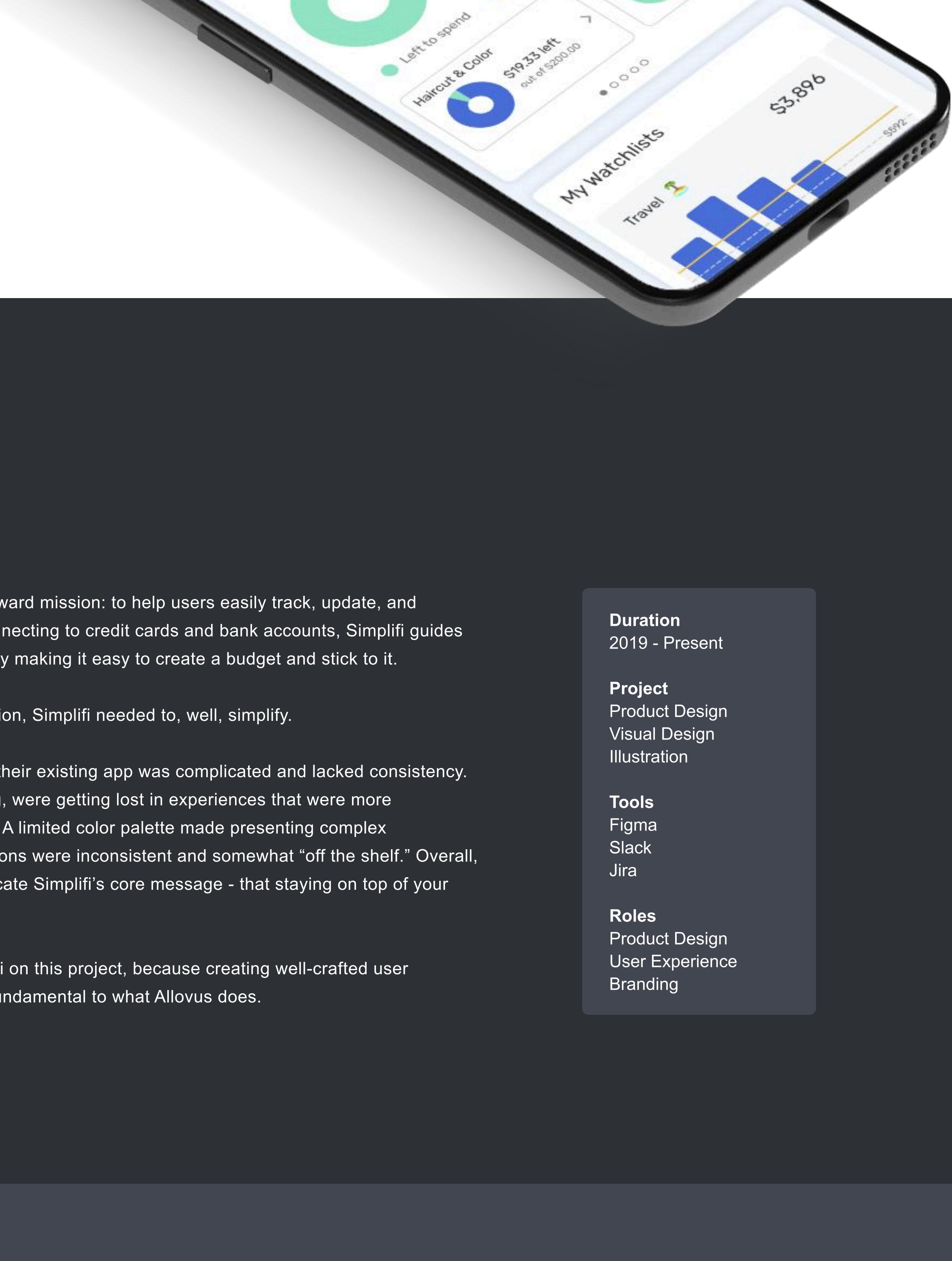


SIMPLY FABULOUS

Transforming Simplifi Into the Wirecutter "Best Budgeting App"



OVERVIEW

Simplifi by Quicken has a straightforward mission: to help users easily track, update, and forecast their personal finances. Connecting to credit cards and bank accounts, Simplifi guides users to understand their spending by making it easy to create a budget and stick to it.

But to deliver on that ambitious mission, Simplifi needed to, well, simplify.

When the Simplifi team came to us, their existing app was complicated and lacked consistency. Users, already daunted by budgeting, were getting lost in experiences that were more complicated than they needed to be. A limited color palette made presenting complex information difficult to understand. Icons were inconsistent and somewhat "off the shelf." Overall, the existing design did not communicate Simplifi's core message - that staying on top of your finances can be fun and easy.

We were excited to work with Simplifi on this project, because creating well-crafted user experiences with elegant design is fundamental to what Allovus does.

Duration 2019 - Present

Project Product Design, Visual Design, Illustration

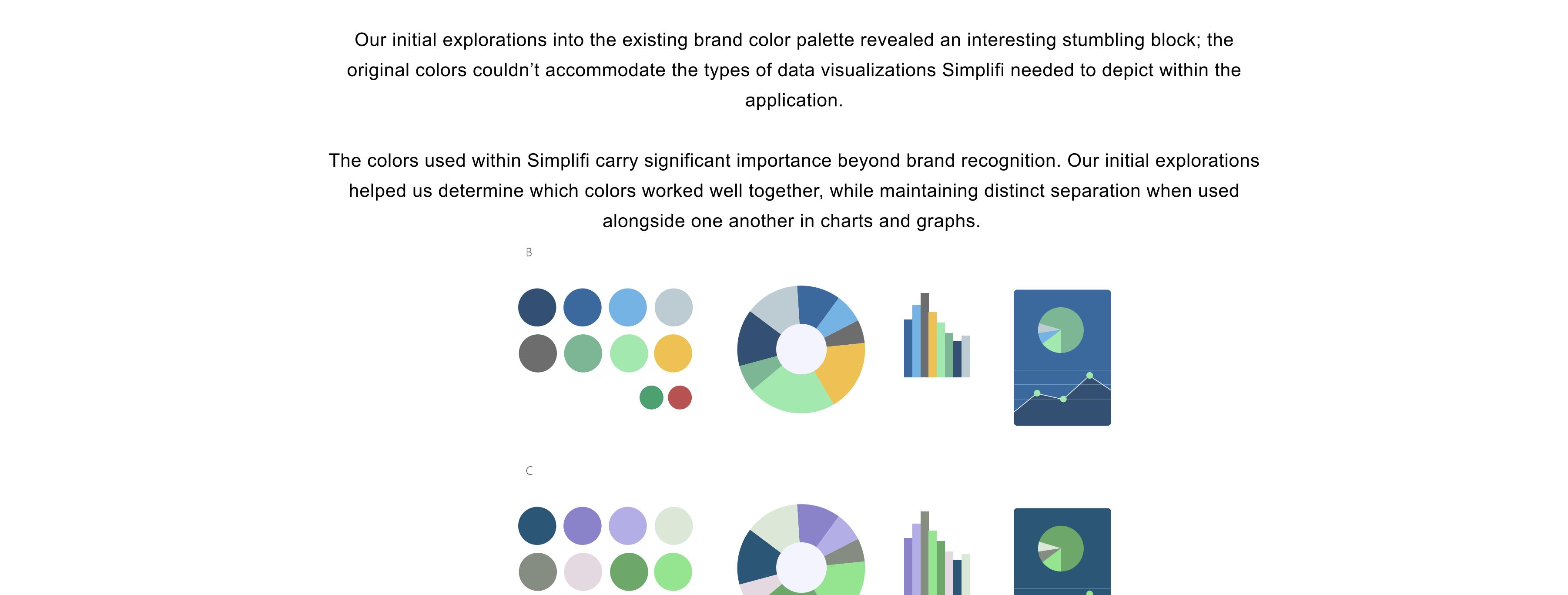
Tools Figma, Slack, Jira

Roles Product Design, User Experience, Branding

DIVING DEEP

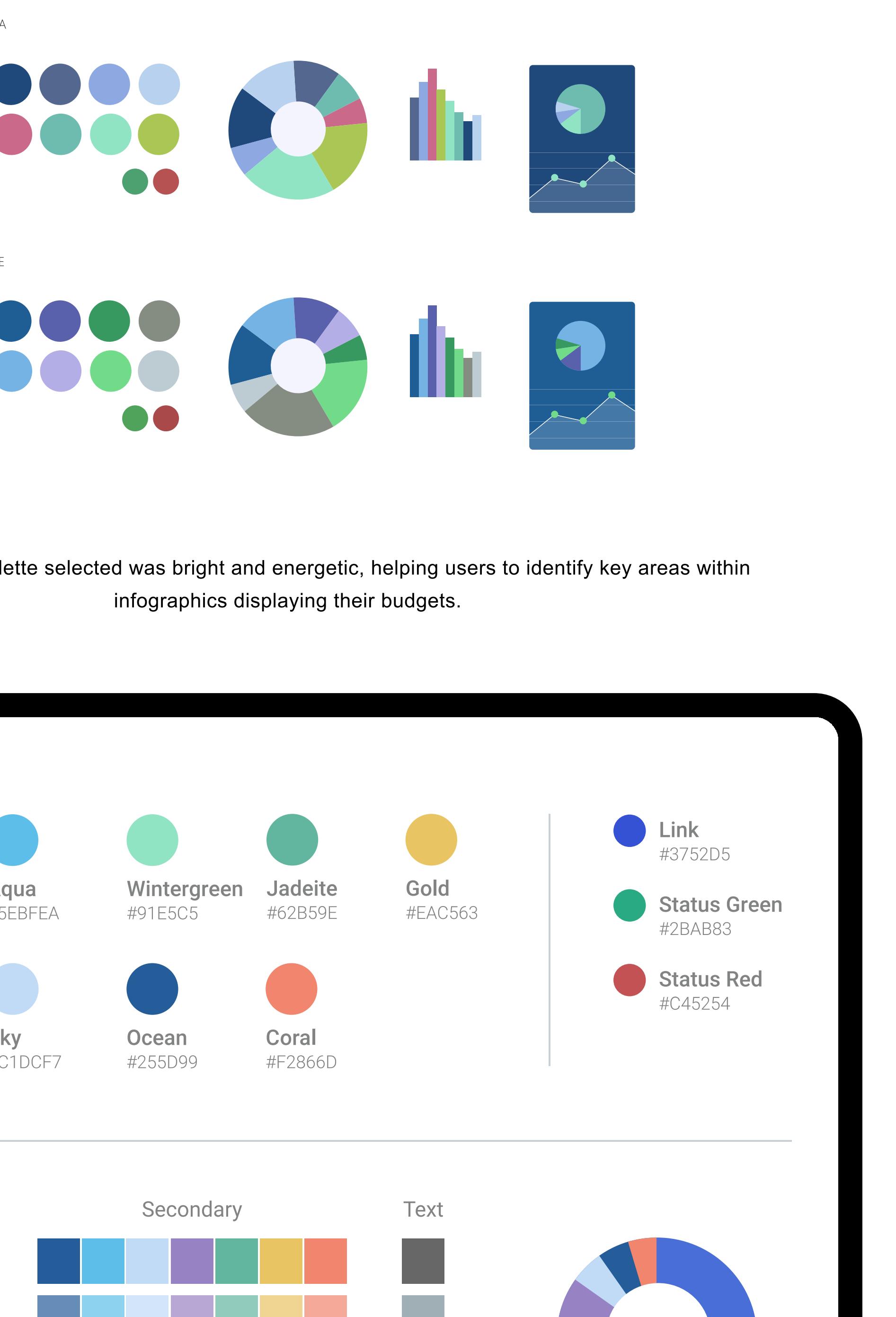
As we do with every project, we kicked off our engagement with Simplifi by diving into the existing product. For Simplifi, we examined specific areas that experience has taught us would be key to success: ease of use, consistency, written communication, and navigational complexity.

Our team worked closely with the Simplifi team to identify areas for improvement, which charted the course for our creative collaboration. This included a brand color makeover, streamlining workflows, and updating icons and illustrations.



WORK, FLOWING

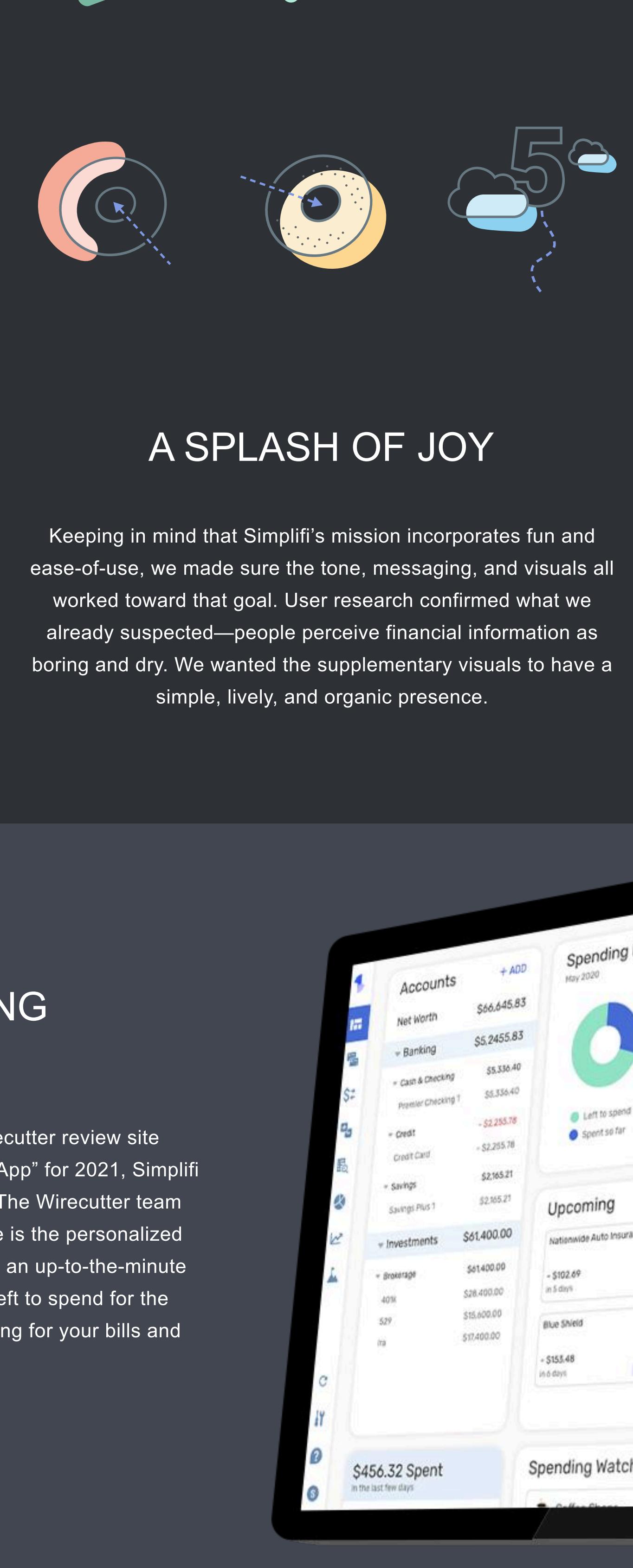
We began our typical workflow process with sketches and simple wireframes. Our sketches depict key elements, motion for animations or transitions, and how the content is organized. This was a fast and efficient way of sharing ideas and charting new paths. Wireframe explorations followed to solidify design patterns.



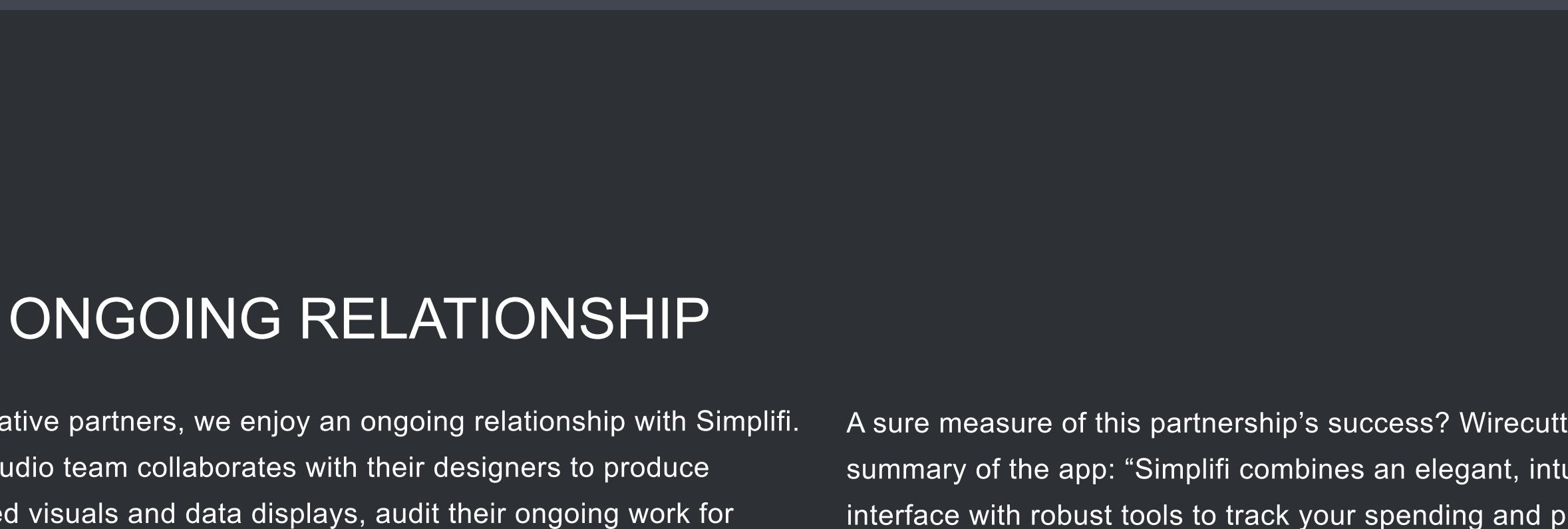
BRIGHT AND ENERGETIC

Our initial explorations into the existing brand color palette revealed an interesting stumbling block: the original colors couldn't accommodate the types of data visualizations Simplifi needed to depict within the application.

The colors used within Simplifi carry significant importance beyond brand recognition. Our initial explorations helped us determine which colors worked well together, while maintaining distinct separation when used alongside one another in charts and graphs.



The final color palette selected was bright and energetic, helping users to identify key areas within infographics displaying their budgets.



AWARD-WINNING UPDATES

When the New York Times' Wirecutter review site selected their "Best Budgeting App" for 2021, Simplifi noted that Quicken was their top pick. The Wirecutter team spent a month analyzing the app's spending plan, which gives you an up-to-the-minute breakdown of what you have left to spend for the rest of the month after accounting for your bills and savings goals."

A sure measure of a design partnership's success? Wirecutter's interface with robust tools: Simplifi tracks your spending, and intuitive expense tracking.

We couldn't think of a better endorsement, and the team at Simplifi agrees.

As creative partners, we enjoy an ongoing relationship with Simplifi. Our design team collaborates with their designers to produce

simplicity and consistency, and provide workflow ideation for new areas within their application.

A sure measure of a design partnership's success? Wirecutter's interface with robust tools: Simplifi tracks your spending, and intuitive expense tracking.

We couldn't think of a better endorsement, and the team at Simplifi agrees.

Want to learn more about how we can simplify your design challenges? Connect with us and let's get started.