COMPUTER SCIENCE TRIPOS Part IA – 2024 – Paper 3

6 Interaction Design (hg410)

Financial literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. Low financial literacy threatens the well-being of individuals and families, especially in underserved and low-income communities. Without a solid financial foundation, young people are more susceptible to predatory lending and costly errors in managing debts and expenses that can lead to lifelong financial inequity. Your company has been tasked with creating an Android and iOS app to help young people with financial literacy.

(a) Think about the interactive product you are designing, and identify and describe with rationale three key requirements that the application must meet.

[3 marks]

(b) Sketch out a design for this app with relevant screens and details, illustrating how it meets the set of requirements you have listed in (a) by providing labels and explanatory captions, and descriptions of the interactive aspects.

[5 marks]

(c) Create two user personas for this app and describe how you can use these to guide your design choices. [6 marks]

(d) Describe how you will utilise and apply the Gestalt principles to the design you created in (b) to enhance the user experience.

[6 marks]