



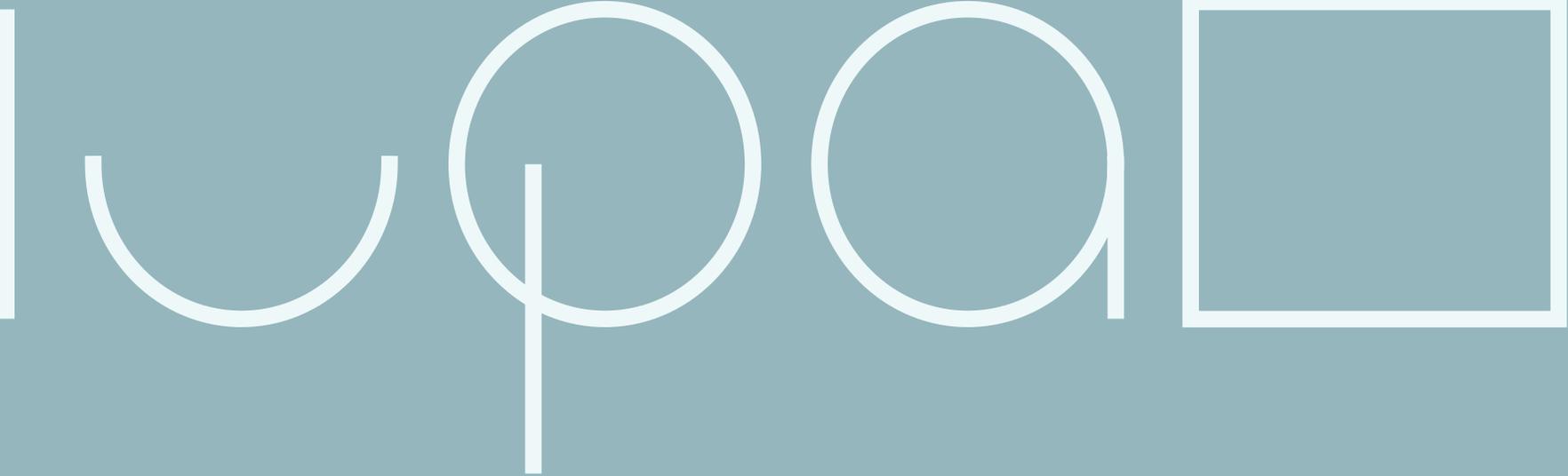
project

IUPA  **Home unit case study.**

**Concept project for the social,
financial and emotional implications
of migration and money transfers.**

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tumblr.com/blog/migrationfamiliesbanking

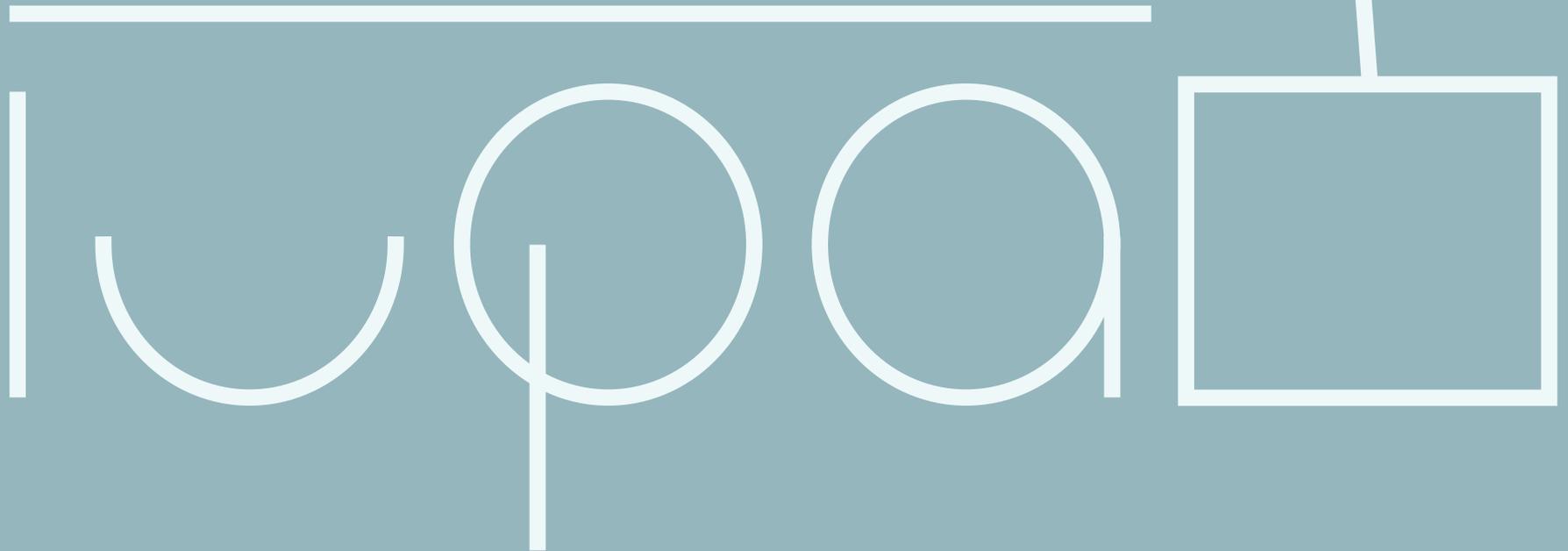
project



Aims to help migrants manage and understand their personal economy and its impact in their lifestyle, cross-boarders.

It acts as a metaphorical portal between their two worlds.

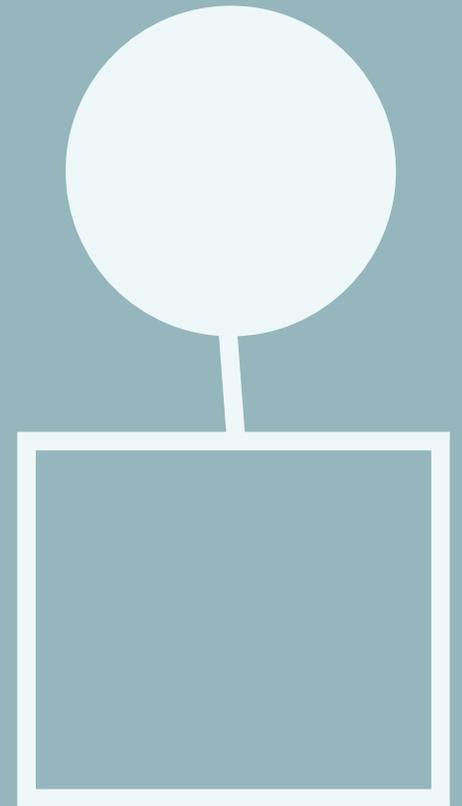
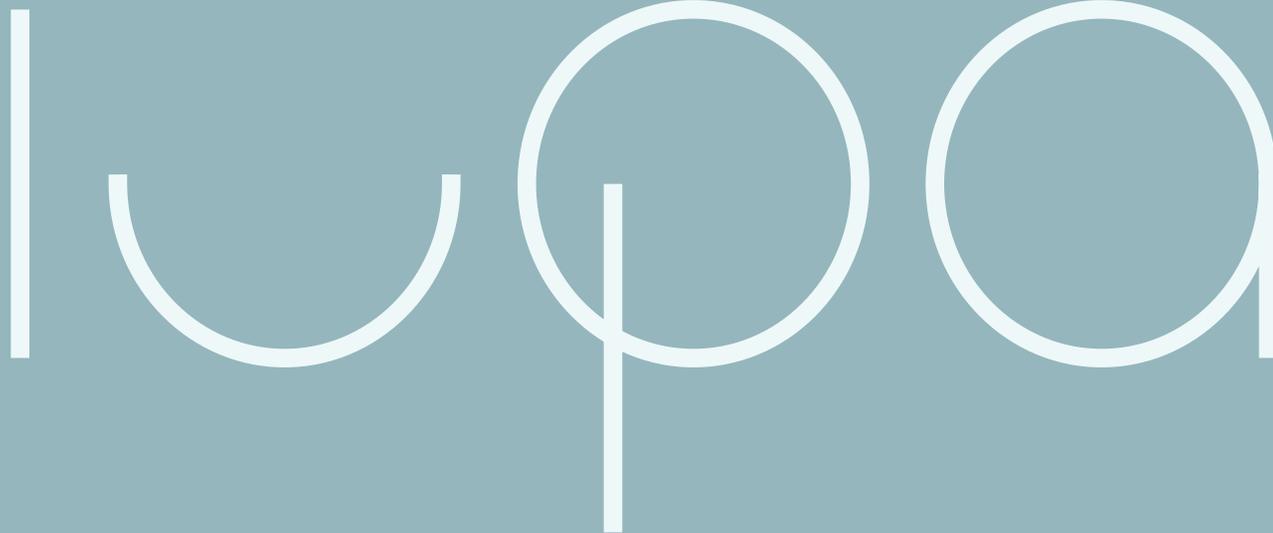
project



It consists of a Portable Unit

To explore and understand lifestyles and a new currency by translating prices in-situ & in real time.

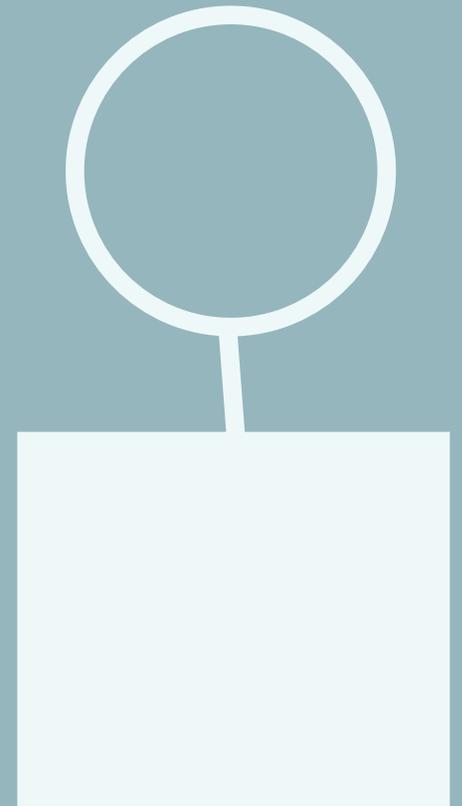
project



It consists of a Portable Unit
and a Home Unit.

project

1. Know your individual as well as your total balance, and learn when it's best to transfer.



There are four use cases in Project Lupa to explore how it might impact society and its individuals.

1
CREATING AWARENESS
AT A SOCIAL SCALE



Learn and understand lifestyles all around the world, compare your lifestyle to that in someplace else, learn how other immigrants live in your city by exploring the globe in an airport or town square installation.

2
EXPLORING CURRENT
LIFESTYLE



Explore lifestyle cost in different countries based on your personal lifestyle. It can help you chose where to move to, and understand how others live, as well as the actual price of a flight ticket or a hotel room when booking on-line.

3
ADAPTING TO NEW
PLACE



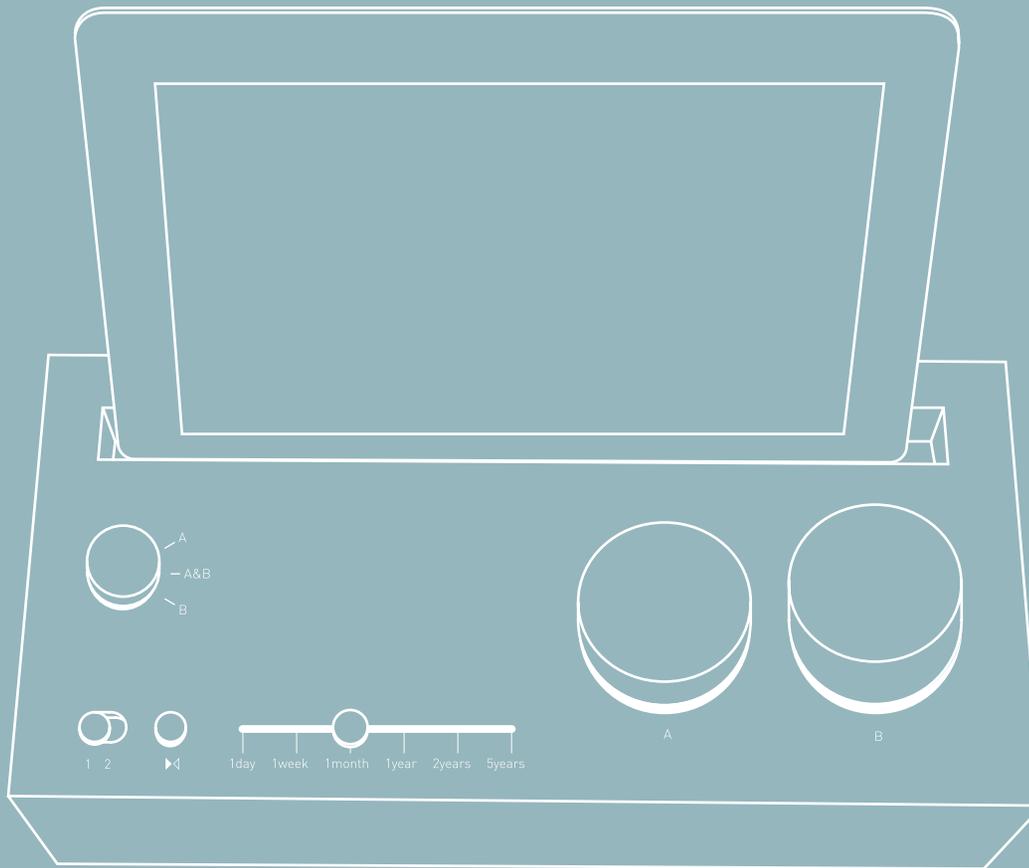
Explore and understand new lifestyle by translating prices in real time, when purchasing, when receiving bills, when checking prices on-line, etc...

4
MANAGING FINANCES IN
2 CURRENCIES



Manage finances in two places, know your individual as well as your total balance, and learn when it's best to transfer.

I focused on the Home Unit in Use Case#4 of Project Lupa.

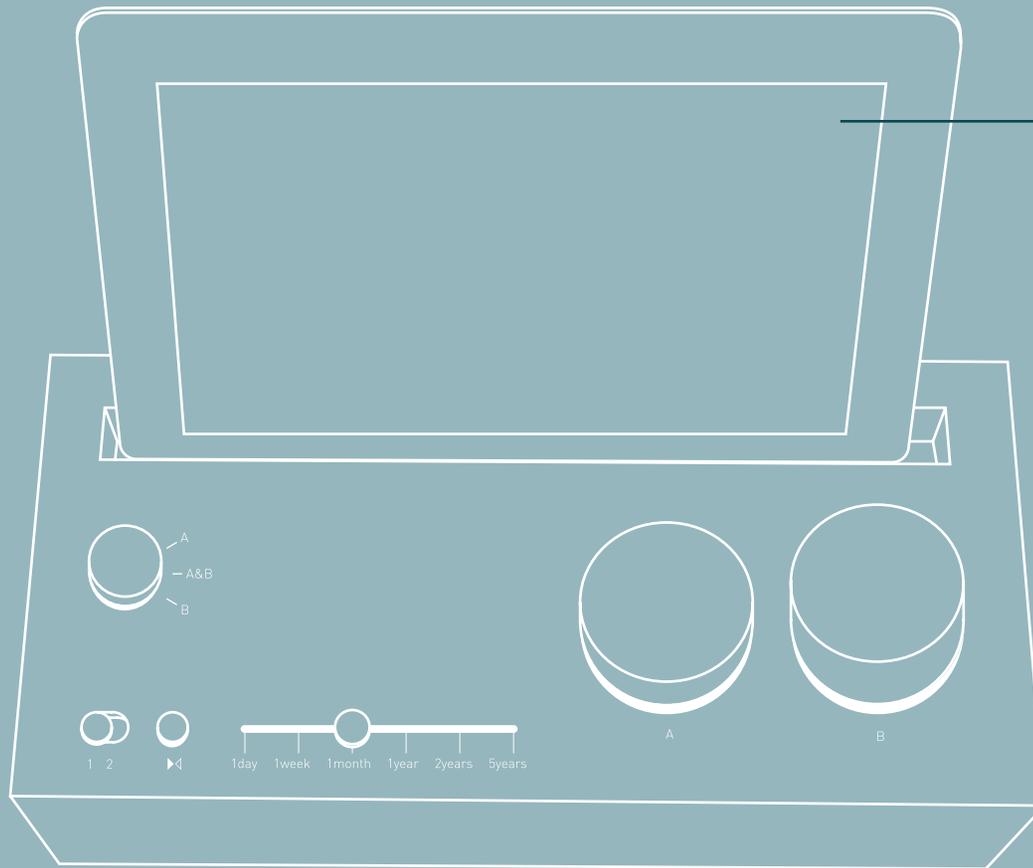


4 MANAGING FINANCES IN 2 CURRENCIES



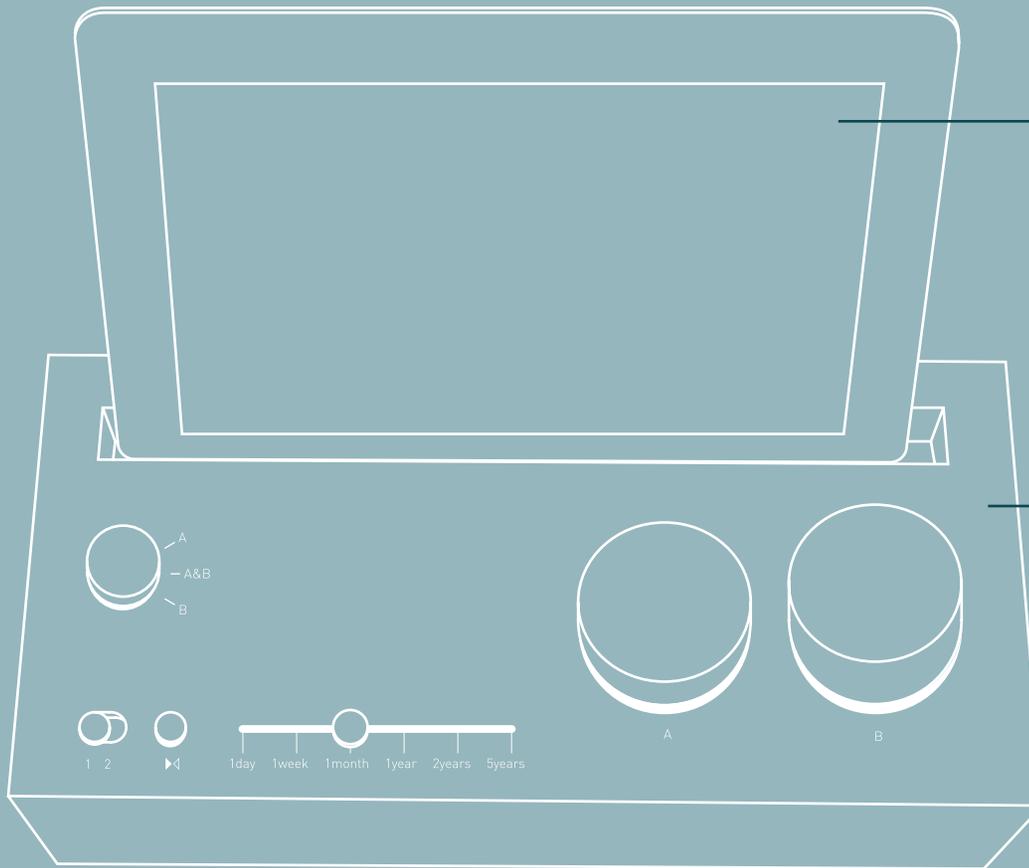
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Home Unit



GRAPHICAL INTERFACE:
App provided by the
bank that new and old
customers can use in
their existing tablets.

Home Unit

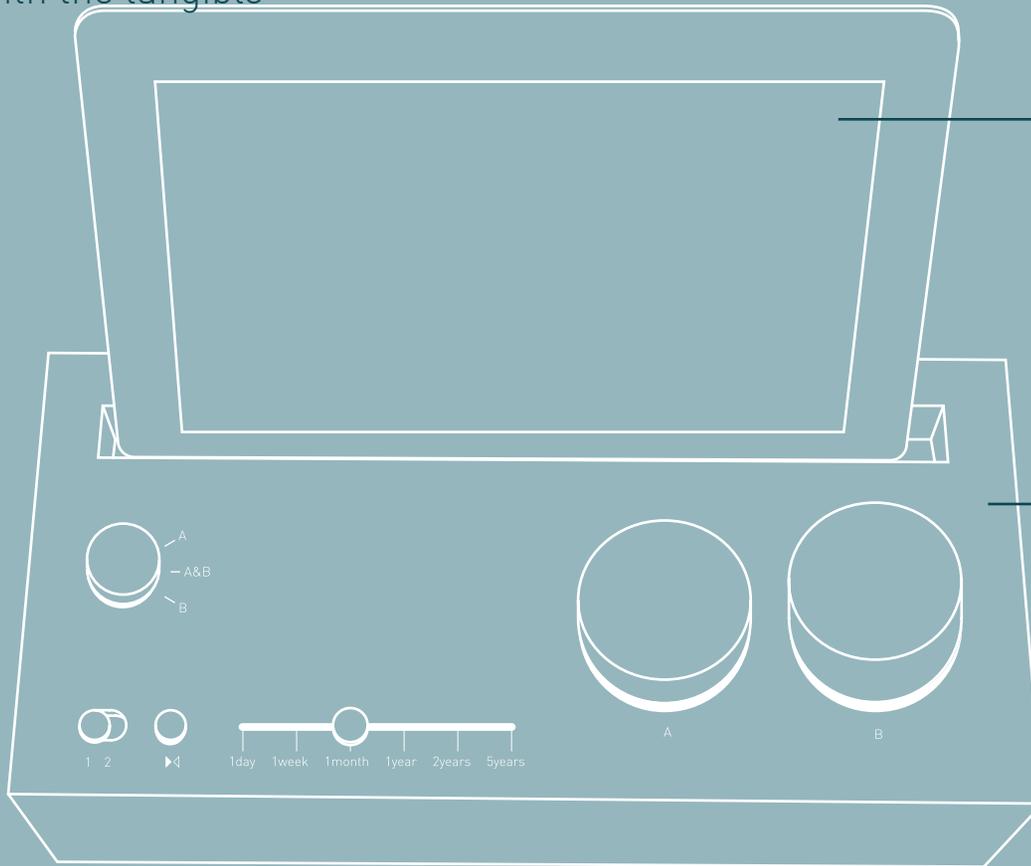


GRAPHICAL INTERFACE:
App provided by the bank that new and old costumers can use in their existing tablets.

TANGIBLE INTERFACE:
Provided by the bank to new costumers who immigrated recently, and to old costumers that express their desire to emigrate.

Home Unit

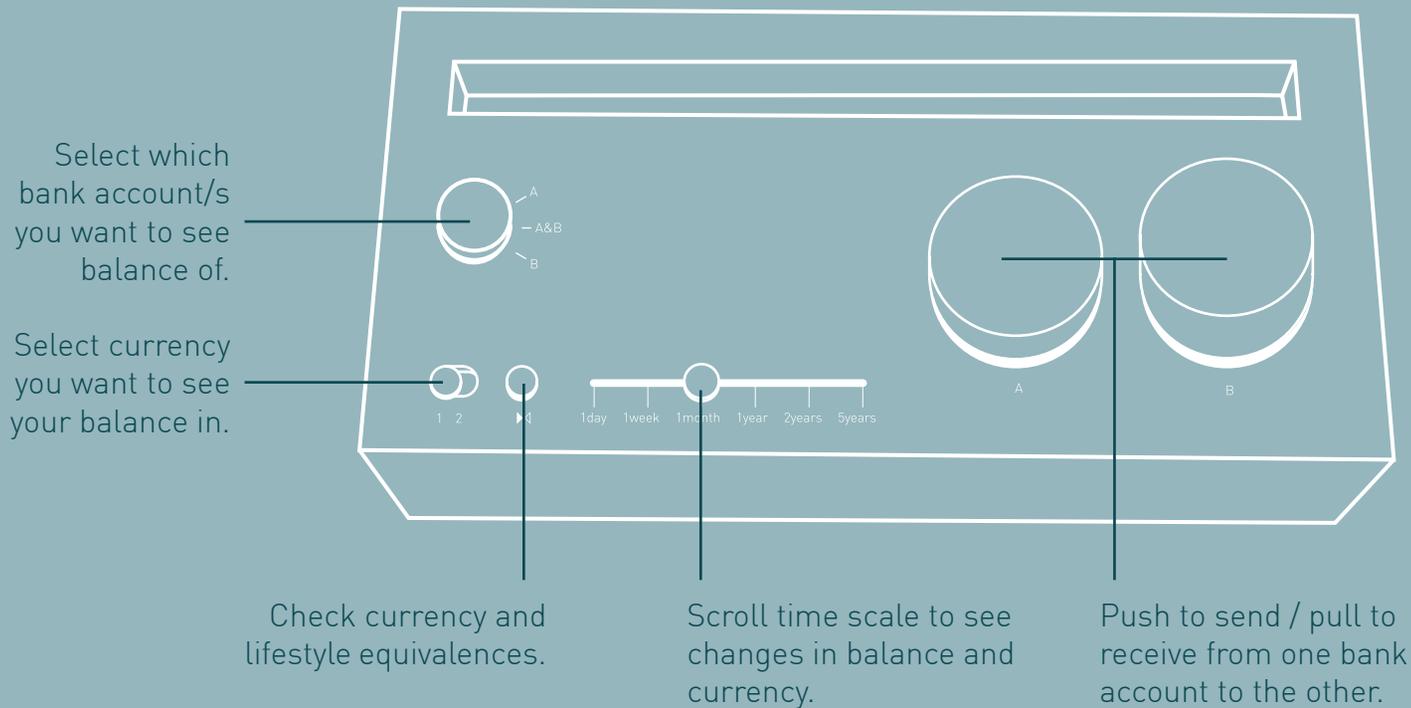
The parameters showed in the GUI update dynamically when interacting with the tangible interface.



GRAPHICAL INTERFACE:
App provided by the bank that new and old costumers can use in their existing tablets.

TANGIBLE INTERFACE:
Provided by the bank to new costumers who immigrated recently, and to old costumers that express their desire to emigrate.

Home Unit Tangible interface



These here generic terms would be specified for the costumers on deliver:

A: Balance in bank account in one of the countries.

B: Balance in bank account in the other country.

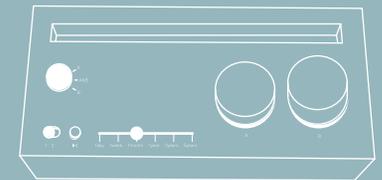
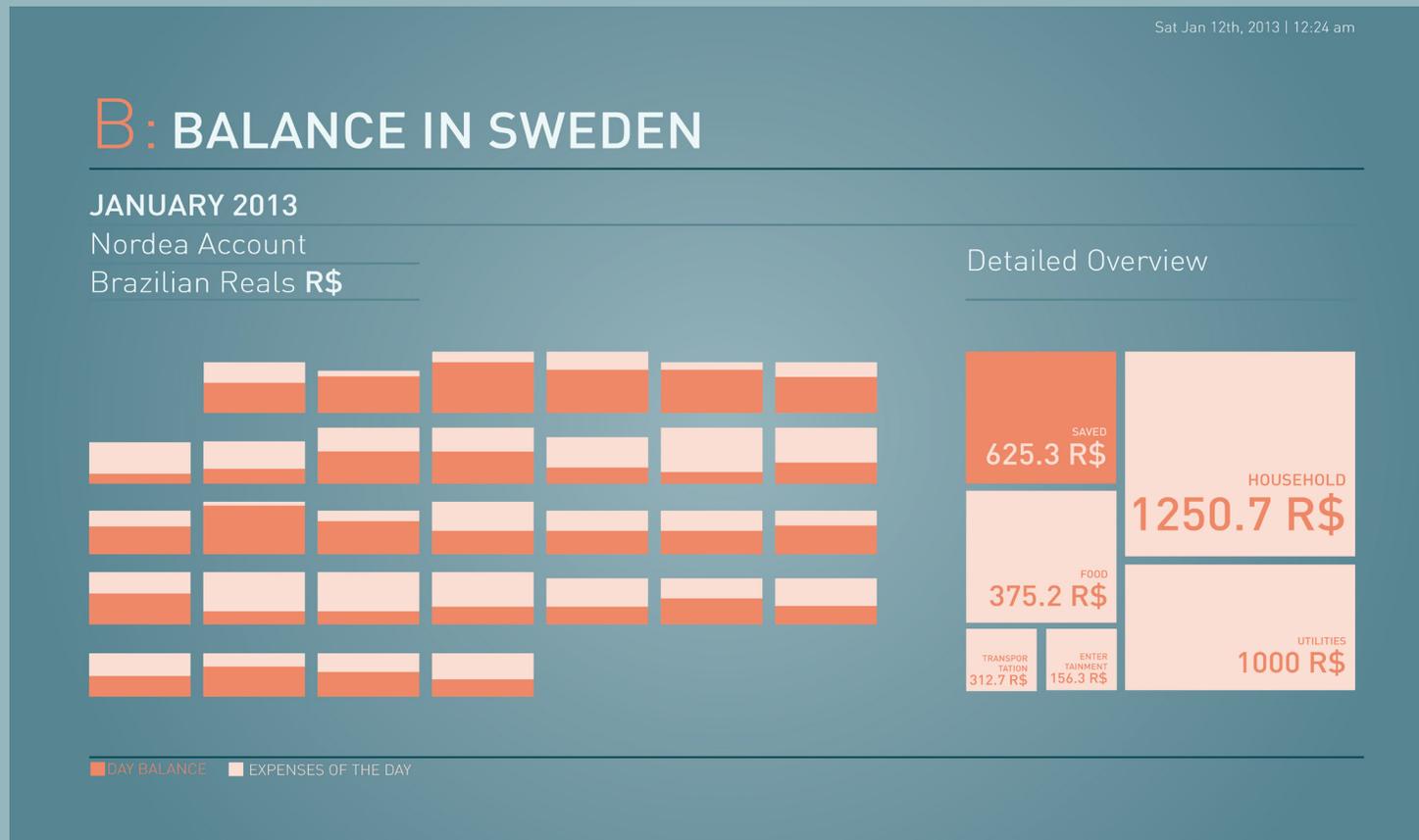
A&B: Balance of both bank accounts together.

1: Currency in one of the countries.

2: Currency in the other country.

Home Unit

Graphical interface



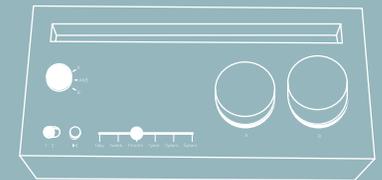
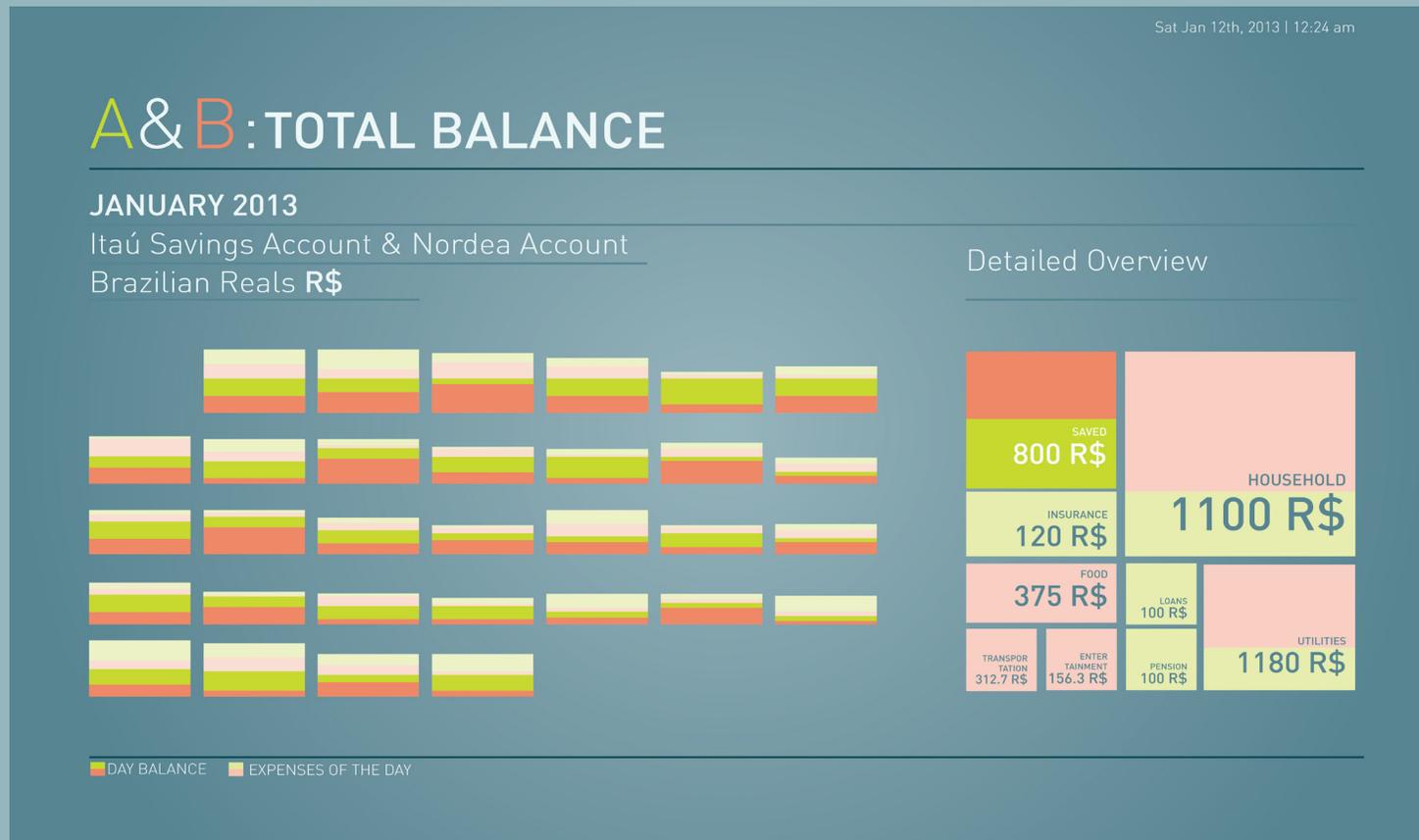
Overview of one of the bank accounts, showed in one of the currencies and for one of the time spans.

The left end shows balance and spendings, with different levels of granularity depending on the time span indicated by the tangible slider.

The right end gives a bit more detailed information of what the money was spent on. These parameters are personally curated and activated when setting up the application.

Home Unit

Graphical interface



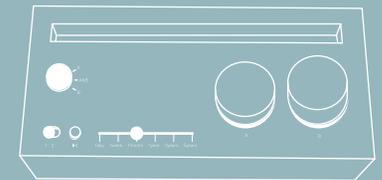
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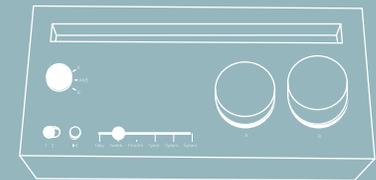
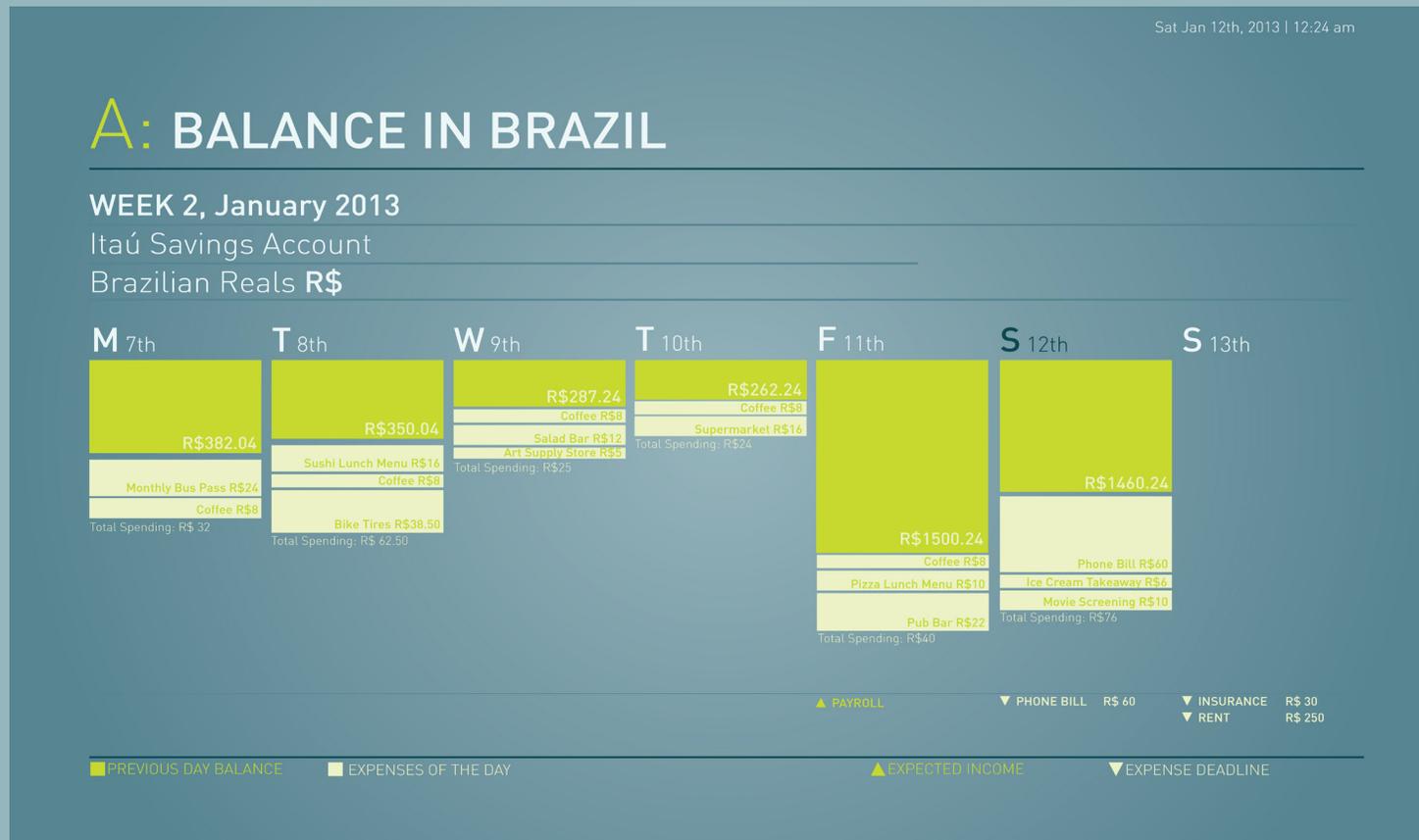
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Graphical interface

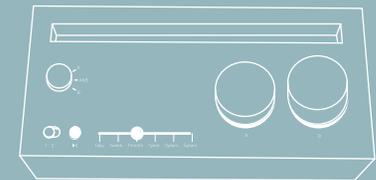
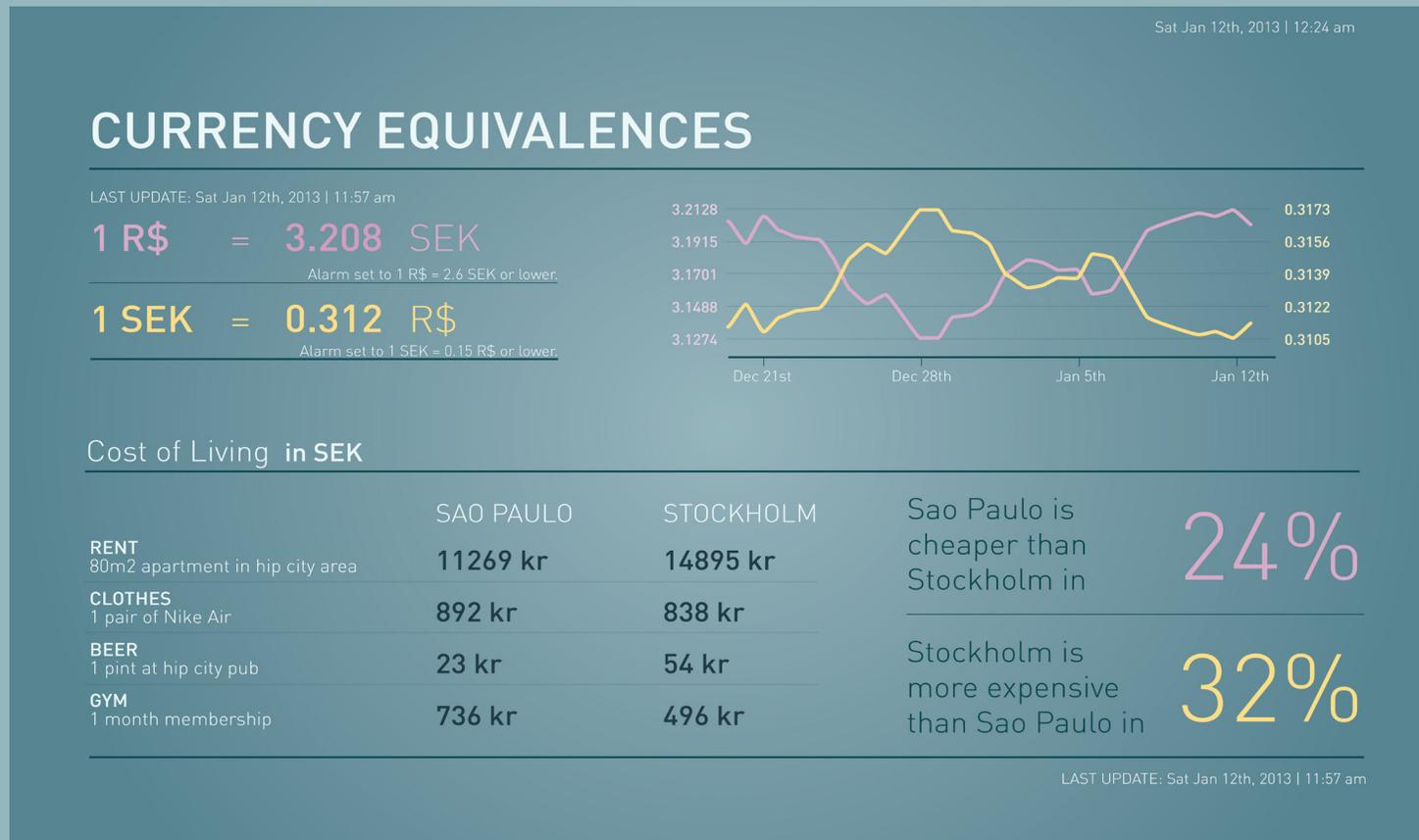


Overview of one of the bank accounts, showed in one of the currencies and for one of the time spans.

As the user tangibly navigates to a shorter time span, more details are displayed in the graphical interface: from amounts and specifications of spendings, to expected incomes and expected payment deadlines.

Home Unit

Graphical interface



Overview of the latest update in currency equivalences.

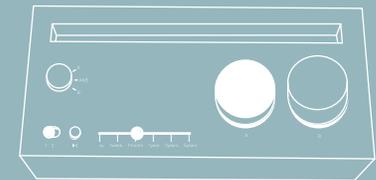
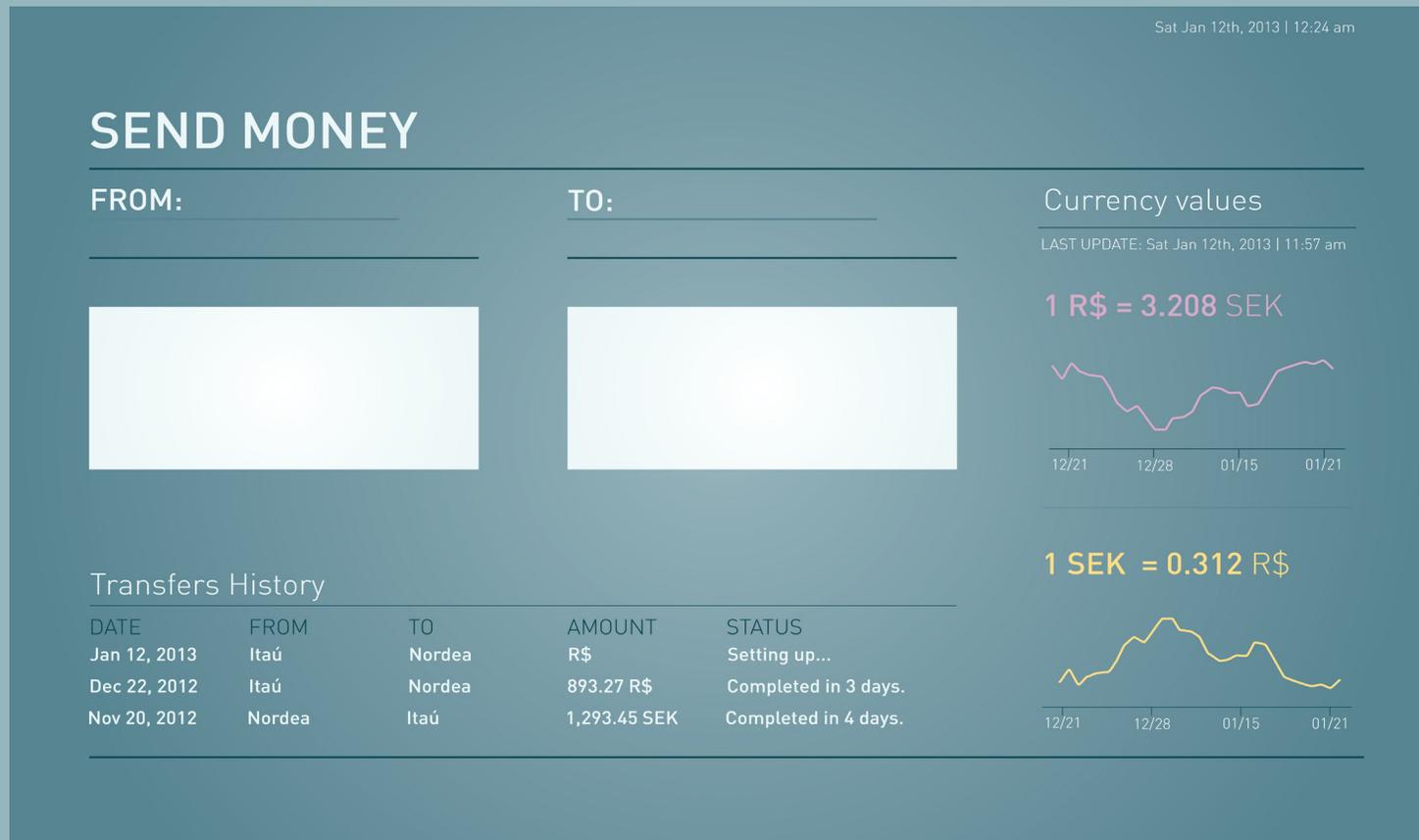
The user can set up alarms for currency exchange values to know when it is more convenient to transfer from one country to the other.

Currency equivalences are also expressed comparing the cost of living in the two specified cities, so users can compare the cost of their lifestyle together with the currency exchange.

The tangible slider displays equivalences in bigger or smaller time spans.

Home Unit

Graphical interface

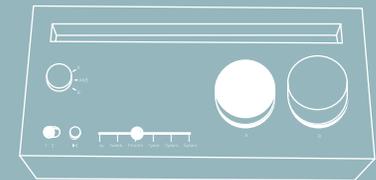


Push down the cylinder with the bank account you want to send money from, or pull up the cylinder with the bank account you want to receive money in; and the Home Unit will know you intend to send some money from and to your associated bank accounts.

The graphical interface will show the latest update of the currency exchanges and the history of your previous transfer.

Home Unit

Graphical interface



Spin the cylinder to indicate the amount you want to send or receive in that bank account; the currency will be the one indicated in the tangible Home Unit.

As soon as you stop spinning, Lupa will show you how much of that money are transfer fees.



The Original Purpose:

Become a partner in the migration journey to support and help migrants understand the impact of their decisions in their personal finances.



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Become a partner in the migration journey to support and help migrants understand the impact of their decisions in their personal finances.

The Value:

There is no offer out there that helps migrants manage their overall personal economy when it is spread in different places of the world. This brings a twofold opportunity: to keep the old costumers when they leave, and to attract new costumers when they arrive.



Thank you for
listening!

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