EXPENSE TRACKER PITCH

Team Sleep Deprived

STATEMENT OF PURPOSE

THE PROBLEM our team wants to address is one that is central to everyday life in this society—**MONEY MISMANAGEMENT**.

The mismanagement of personal finances is a struggle that everyone is subject to, especially college students like us who may not have stable incomes and many school fees to pay. Not to mention the time and resources that can be wasted when one is not financially organized. Money mismanagement bleeds into other aspects of our lives like health and wellbeing.

NAILING DOWN PERSONAL FINANCES IS KEY.

OUR TEAM'S SOLUTION IS AN EXPENSE TRACKER. Our goal is to develop an application in five weeks to help people easily input and monitor their daily expenses. By really understanding where money is coming from and where it is being spent, people will be able to adjust their lifestyle accordingly and allocate their expenses optimally.

FUNCTIONALITIES (CRUD AND GOALS)

CRUD Capabilities

- Create expenses and track expenditure lists
  - Create data encoding expenses (including data like cost, type, vendor/store, etc) and keep track of these expenditures with readable list interfaces
- Read expenditure data and spending statistics
  - Access expense lists and expenditure data/characteristics
- Update expenditure data
  - Update data by adding new expenditures or by changing attributes of an existing expenditure (category, cost, vendor, etc)
- Delete expenditures
  - For whatever reason, expenditures and custom expense lists can be deleted

Feature Goals (what we want our app to achieve)

- Keep track of expenses/purchases and add them to a clean, readable UI
- Categorize purchases and view such categories
- Help with budgeting and saving money
- Visualize expenditure data and trends
- Minimalist design

GENERAL FUNCTIONALITIES (FEATURES)

- Keep track of expenses based on user inputs
  - Allow users to add and keep track of expenditures by cost, date, vendor, category, and possibly other things, like whether or not the user deems this purchase necessary
- Categorize purchases
  - Users can make custom purchase categories and use categories already in the app (possible categories include rent, groceries, subscriptions, fun, etc)
  - These categories can act as filters and help us differentiate between different purchases
- Long-term budgeting features
  - Allow users to set spending and saving goals
  - Divide budget into different categories (savings, necessities, leisure)
- Visualization features
  - Possible features include bar graphs to show weekly expenses and pie charts to break down spending by category
  - Possibly other visualizations will be included, like graphs to show spending by month/week/time or other simple visualizations and graphs
- New user tutorial
  - Provide a brief overview of the app and app features for new users
- Spending statistics
  - Along with visualizations, we will include quantitative statistics and other data to help the user think about and visualize their spending habits
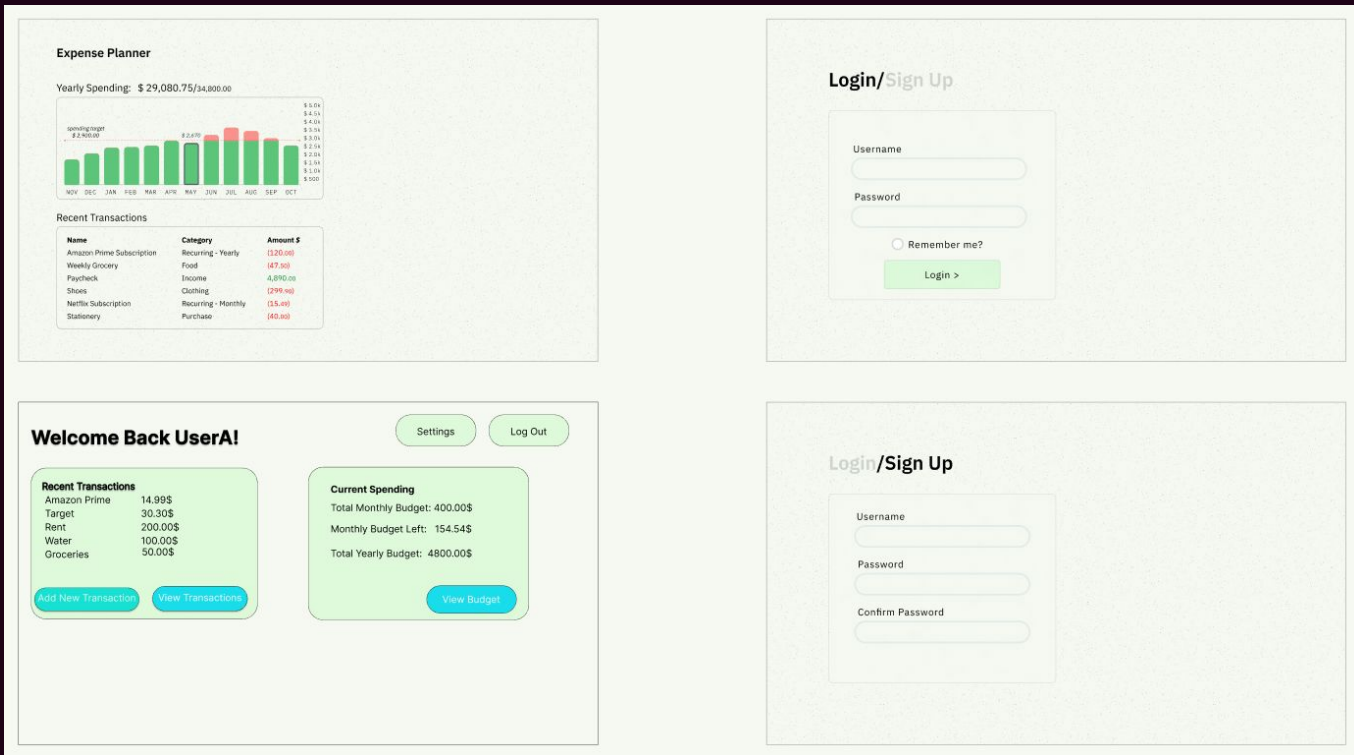
RISKS & RABBIT HOLES

A rabbithole we can fall into is trying to have **too many features.**

We should focus on the **main features first** (keeping track of expenses and categories) and later on expand on other functionalities.

Visuals: Converting numbers and data into graphs will require research for formulas, statistics, and which tools to use which could delay our work. We need to make sure that the visuals are simple enough for users to understand and for us to code.

Tools: We might need to use new tools, which would require time to learn. We should focus on features that can be implemented with our current environment/tools.

VISUAL REPRESENTATIONS_- HOME PAGE, LOGIN PAGE, FEATURE PAGE

Expense Planner

Yearly Spending: $ 29,080.75/34,800.00

spending target
$ 2,400.00

$ 2,670

$ 6.0k
$ 4.5k
$ 4.0k
$ 3.5k
$ 3.0k
$ 2.5k
$ 2.0k
$ 1.5k
$ 1.0k
$ 500

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

Recent Transactions

Name	Category	Amount $
Amazon Prime Subscription	Recurring - Yearly	(120.00)
Weekly Grocery	Food	(47.50)
Paycheck	Income	4,890.00
Shoes	Clothing	(299.99)
Netflix Subscription	Recurring - Monthly	(15.49)
Stationery	Purchase	(40.00)

Login/Sign Up

Username

Password

Remember me?

Login >

Welcome Back UserA!

Settings   Log Out

Recent Transactions
Amazon Prime   14.99$
Target   30.30$
Rent   200.00$
Water   100.00$
Groceries   50.00$

Add New Transaction   View Transactions

Current Spending
Total Monthly Budget: 400.00$

Monthly Budget Left: 154.54$

Total Yearly Budget: 4800.00$

View Budget

Login/Sign Up

Username

Password

Confirm Password

TYLER - THE BROKE COLLEGE STUDENT

Background:
▷ Full time student, working at Wendy's on weekends
▷ Eats out, parties, and drinks often with friends
▷ Buys frozen pizzas and instant noodles
▷ Expenses exceeding income and digging into savings

Goals:
▷ Make savings last until he graduates and starts working
▷ Keep a budget to hold himself accountable
▷ Looking to be more responsible with eating/drinking habits

Skillset:
▷ Very comfortable with technology
▷ Lives on the internet
▷ Used different expense trackers before but feels indifferent
▷ Would use a tracker if it was convenient enough

Needs:
▷ Great functionality and UI

MITCHEL - THE SILICON VALLEY DEV

Background:
▷ Works 9-5 in the software industry
▷ Invested in stocks and crypto
▷ Little expenses, cooks at home and occasionally eats out
▷ Paid off car and apartment

Goals:
▷ Track monthly expenditures and efficient budgeting
▷ Streamlined sources of income and expenditure
▷ Wants to save up for a house and other luxury items

Skillset:
▷ Tech savvy enough to figure out an app and if it has the features he needs
▷ Looking for different ways to track money, still has not found anything that perfectly fits his needs

Needs:
▷ Specific features/functionality

CATHY- CHAOTIC COLLEGE GRAD

Background:

- ▷ Graduated college taking out a lot of student loans
- ▷ Works 3 part time jobs to make ends meet
- ▷ Maxed out several credit cards
- ▷ Tracking finances is a nightmare

Goals:

- ▷ Keep track of money, ensuring that ends can be met
- ▷ Many sources of income and expenditures
- ▷ Wants to pay off debt, car loans, and monthly rent

Skillset:

- ▷ Limited fluency with tech
- ▷ Comfortable navigating phone, but doesn't particularly enjoy seeking out advanced features

Needs:

- ▷ Doesn't care about UI
- ▷ Wants functionality and easy maintenance

GREGORY - THE MIDDLE-AGED PARENT

Background:
▷ Junior partner in a relatively large law firm
▷ Has a wife and 3 children nearing college-age
▷ Not struggling financially, but not a lot of spare cash
▷ Doesn't have time to track expenses and has issues during tax season

Goals:
▷ Save up for children's college tuition
▷ Wants to track expenses and savings, prefers pen and paper over digital
▷ Wants to teach children how to manage their finances

Skillset:
▷ Tech illiterate, struggles with figuring out all of his smartphone's functionalities

Needs:
▷ Cares only ease of usage and functionality
▷ Requires simplicity