

BUSINESS CASE	
Proposed Project	Personal Finance Manager
Date Produced	October 1, 2024
Background	<p>Managing personal finances has become very complex and important over time, especially with rising expenses and complex financial transactions, coupled with the need to track and manage family expenses. Many individuals and/or families struggle with tracking their expenses, incomes, and budgets efficiently. Existing solutions are often either too simple or too complex for the everyday average user, making the user hesitant to try these solutions. We will replace overwhelming user interfaces and over-complicated plans with plans that are more simple and perhaps slightly less efficient, but much more likely to be understood and followed by the customer. Our Personal Finance Manager is designed to be user-friendly and meet the personalized needs of individuals seeking to gain better control over their finances in a modern busy world.</p>
Business Need/ Opportunity	<p>The modern user requires easy, intuitive, and automated tools to track their financial activities. Users do not want a complicated interface or prior knowledge of financial management. The increasing adoption of digital solutions for managing personal finances presents a significant market opportunity. A well-designed application that allows users to easily categorize expenses, generate reports, and set budget limits can tap into this demand, creating a valuable product.</p> <p>The Personal Finance Manager addresses this market gap by:</p> <ul style="list-style-type: none"> ● Simplifying personal finance management for average users ● Budget Tracking ● Allowing users to generate insightful reports and visualizations ● Giving long-term and short-term goals ● Displaying results of long-term goals in enticing ways ● Email notifications <p>This app would target individuals who want better control of their finances</p>

without the need for complex accounting skills or knowledge. There is also an opportunity to expand the solution by offering a premium version with more advanced features (e.g., financial advice or automated bank transaction integration).

Options

1. Option 1: Develop financial manager & investment manager software to maximize

- Develop budget management tool
- Develop investment portfolio manager
- Give in-depth up to date market information
- Display relevant financial news sites
- Give the user advice on where and how to invest their money
- Give customer live updates on when market trends change, when investments they have made change by a significant percent, new laws that may be passed that will affect their investments, etc

Pros: Will appeal to high value customers who are likely to pay a lot

Cons: Incredibly complicated to develop, will require hiring many expensive financial advisors, legal issues with officially giving financial advice if not properly certified to do so

2. Option 2: Develop long-term financial planner

- Develop financial management software
- Get list of customer expenses and incomes
- Give information about likely market trends in areas customer purchases products
- Give information about likely sales, discounts, etc that will happen in the future for products customer buys related products
- Give in-depth information about tax laws, and how they can LEGALLY move their money into assets and accounts that are either exempt or pay a reduced tax rate
- **Pros:** Will be useful to many types of clients, both rich and poor. Allows for long-term planning and in-depth understanding of the user's financial situation and their future.

- **Cons:** Very complicated to develop, will require constant updates to keep track of constantly changing data and changing laws. May be in a legal grey-area with advice on how to avoid taxes. Even if not technically illegal, it may be frowned upon by tax agencies, which is not good for the company developing the software or its users.

3. **Option 3: Develop budget tracking software (recommended)**

- Develop software to manage budgets month to month
- Take in user income & expense information, categorize it
- Give updates to user about how close they are to meeting their budget for the month
- Display how well they are doing sticking to their budget month-to-month
- Show how much they can save if they continue to follow their budget or save even more (eg: if you save 250\$ a month for 3 years, that is 9,000\$ more than you would have otherwise)

Pros: Very simple to develop. Very simple to use, understand, and implement into the daily life of the average individual. Does not require understanding and executing complicated financial information. Appeals to a wider user base.

Cons: Not as valuable to wealthier clients, does not provide very in-depth information.

Cost-Benefit Analysis

Option 1:

Cost Components:	Estimated Cost
Development Time (2 months):	6 - 8 weeks
Hosting & Infrastructure:	\$300 - \$500
Testing and Deployment:	\$200 - \$400
Total Estimated Cost :	\$1000 - \$1500

Benefits:

A large customer-base who will each pay a relatively small amount to use our product. Our unique simple and easy-to-understand design will encourage many more people to use our product than most financial management software. The financial benefits will heavily outweigh the costs.

Recommendation
<p>Recommendation:</p> <p>Proceed with Option 3: Develop the Personal Budget Manager application within the given 2-month timeline. Give the customer a variety of ways to access their data. Keep the interface as simple as possible to appeal to the less educated and computer-literate customers. This will likely increase our customer-base. Additionally, we will need to constantly keep customers updated with good information. However, do not overwhelm them with too much, as it may discourage many of the less financially literate users from using our products. Ensure that customer data is properly secured, and customers are secure in knowing that their financial information is protected.</p>