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Individual report

Financial Aid App

**Introduction**

The Financial Aid App is an Android implemented app that helps with budgeting. It is different from other financial apps however, because it is framed around the budget of college students and is focused on their spending habits and needs. The reason this is a bigger deal, is that most financial apps are framed around older adults and as a result we could not find one college student based financial app; thus, Financial Aid was born.

**Marketing Plan**

Our app is designed to be free and used by college students. This works as a positive in multiple ways. We will gain our profit from advertisements based on the side of our app or on different pages within it. College students often have lower amounts of money and get a free app, college students are also high advertisement targets and thus we provide a large advertisement platform for outside companies. We will be distributing our app through the applicable app downloading service provided by android.

To add to this we will also implement a feature similar to venmo which allows users to easily send money to a from their bank accounts, and to other users. We can also add a small transaction fee (3%) for this feature to make revenue.

Once the app is out and running it is pretty self sufficient and only needs updates periodically. As a result money will be saved without having to spend a large portion of income on employees. The employees we will need however, will be tech support and an updates team. This allows our app to be frequently up to date, and working smoothly for the users.

**Technical Summary**

Our model relies on a few simple databases. Our primary database that is used by every user, is the calendar database. This is the database the user interacts with the most and is where all information regarding upcoming financial responsibilities lies. This is where the user can input any spending habits, and is where all information is stored in regards to dates. It has multiple categories in regards to spending types (clothes, food, etc) and relays this information back to the donut chart to provide an effective way of viewing spending distribution. The select your school database allows the user to have a custom experience based on the school they select. Their view will adjust based on the school’s colors and mascot. It also allows for the app to work with maps to find nearby affordable locations and provide recommendations based on this information.

For our view, we have several different pages. We have a basic donut chart that allows for the user to see a breakdown of their spending habits to see what is taking up the majority of their spending. Also as previously mentioned, the view will adjust based on the school the user selects and will change the color accordingly.

For our control, all information will be transferred into a SQL table. This allows for the app to sort out important events, favorite locations for the user, and any other needed information. Notes that are inputted by the user are stored into this SQL table as well.