



CENTSIBLE

MAKING SENSE OF YOUR FINANCES

Transforming Young
Adults into Financial
Pioneers



VISION AND MISSION

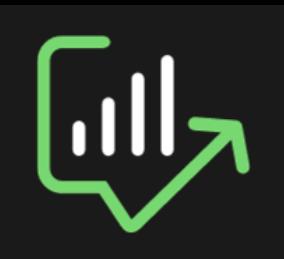
VISION

Our vision is to empower a generation to master their finances, offering a holistic platform that fosters financial literacy, sound decision-making, and long-term prosperity.

MISSION

Our mission is to equip young adults with practical financial knowledge, interactive resources, and a supportive network, enabling them to make informed decisions, achieve financial independence, and thrive.

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OUR RESEARCH

UNDERSTAND

We conducted a comprehensive survey using a Google Form to directly gather insights from young adults. Additionally, we analyzed numerous articles to deepen our understanding of the financial challenges this demographic faces.



COVERGE

We synthesized the survey responses and extracted key themes. Simultaneously, we consolidated information from the articles to identify common threads in the financial challenges.



VALIDATE

We tested our app's design with potential users, incorporating their feedback and preferences. This iterative process ensured that our app's usability aligned with young adults' expectations and needs.



EXPLORE

We leveraged the insights gained from the survey and articles to brainstorm innovative solutions. We aimed to design features that directly addressed the challenges identified by young adults.

I. UNDERSTAND

STEP 1: SURVEY DESIGN

STEP 2: PARTICIPANT RECRUITMENT

STEP 3: DATA COLLECTION

STEP 4: DATA ANALYSIS

STEP 5: INSIGHTS AND RECOMMENDATIONS

Links to Articles used for research :

- [Article 1](#)
- [Article 2](#)
- [Article 3](#)

Centsible : making sense of your finances

Fill the form with the options most relatable to you

This form is automatically collecting emails from all respondents. [Change settings](#)

What age group do you belong to? *

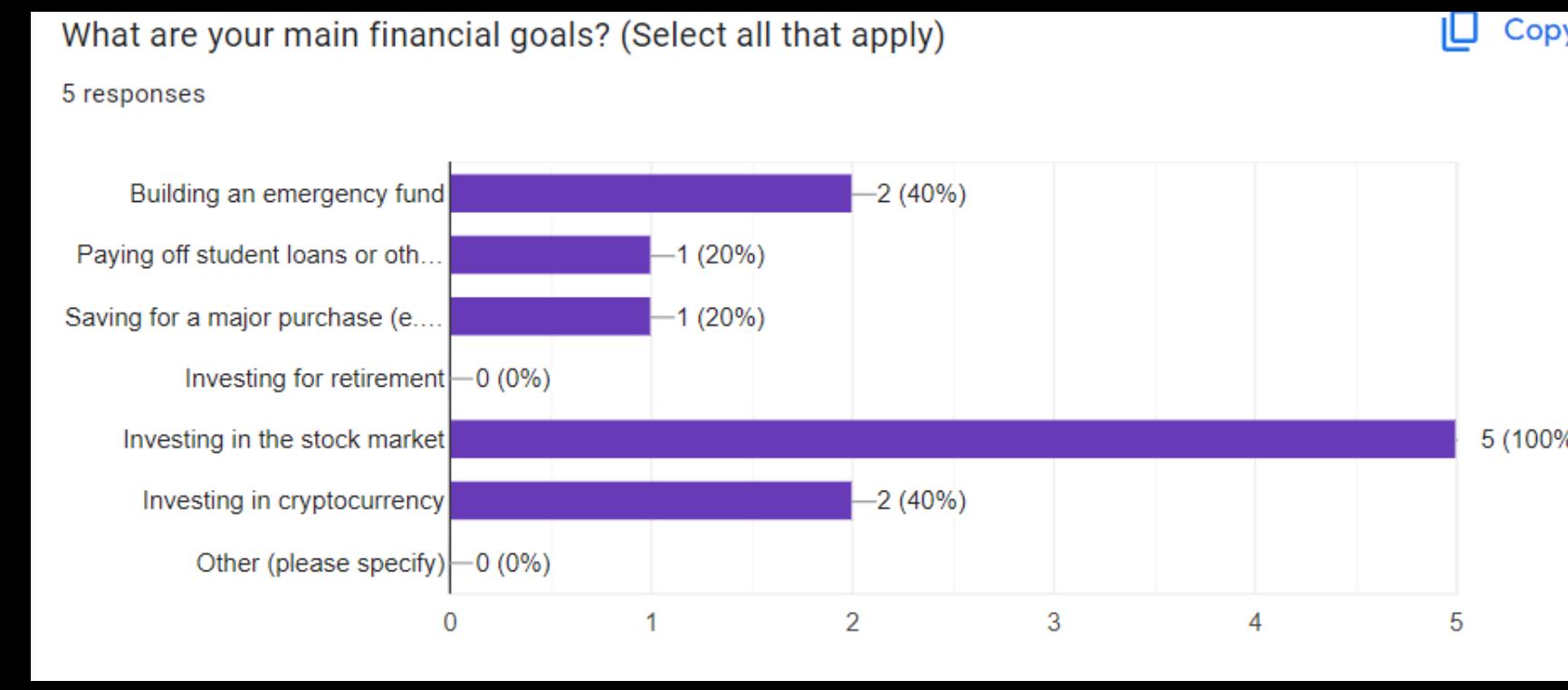
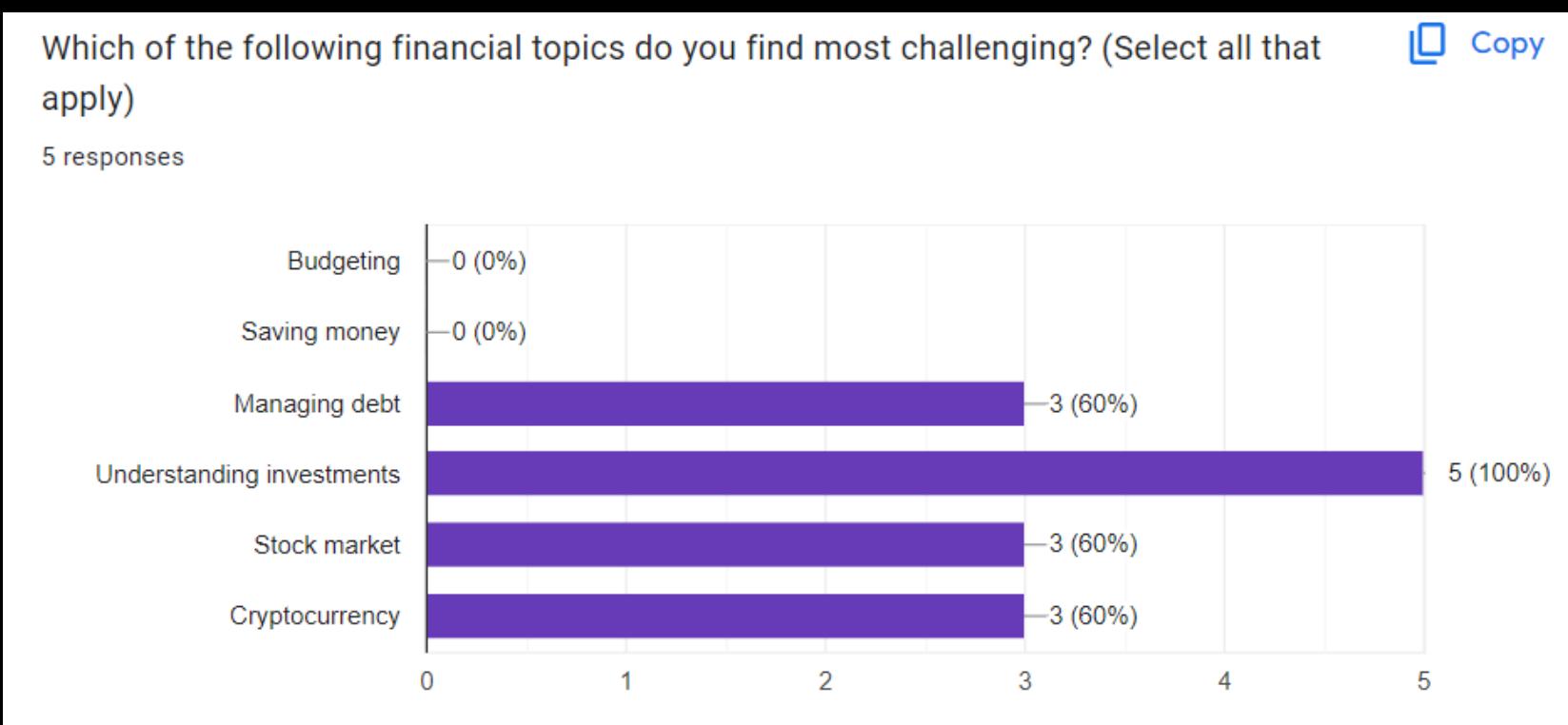
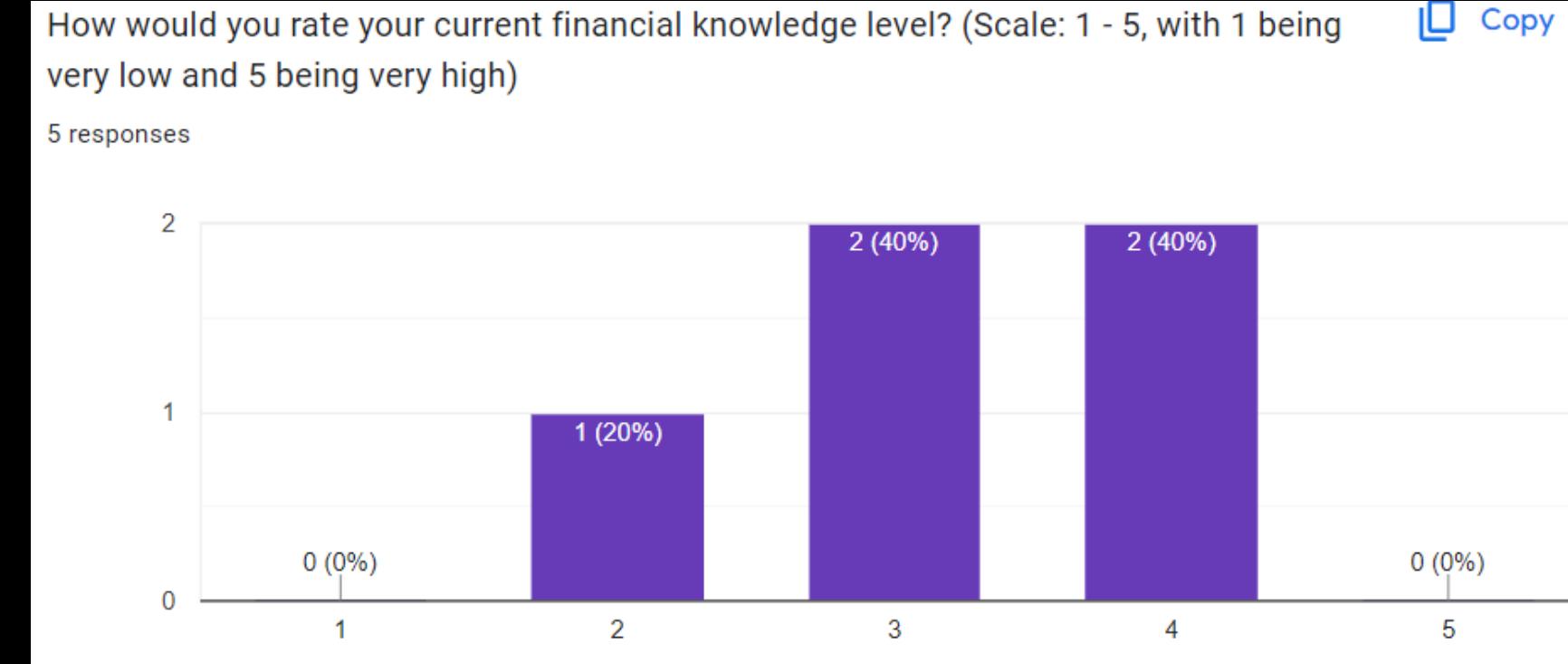
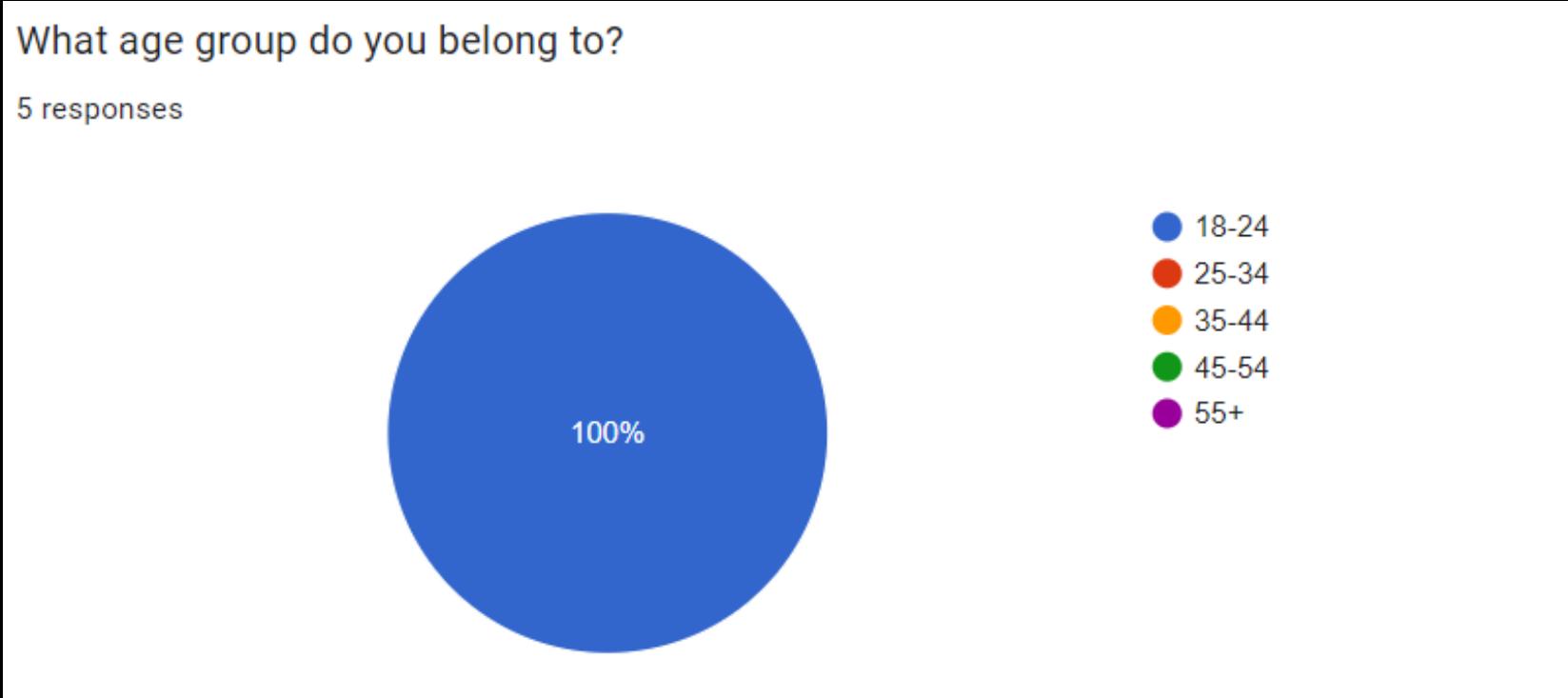
18-24
 25-34
 35-44
 45-54
 55+

How would you rate your current financial knowledge level? (Scale: 1 - 5, with 1 being very low) *

[Google form link](#)

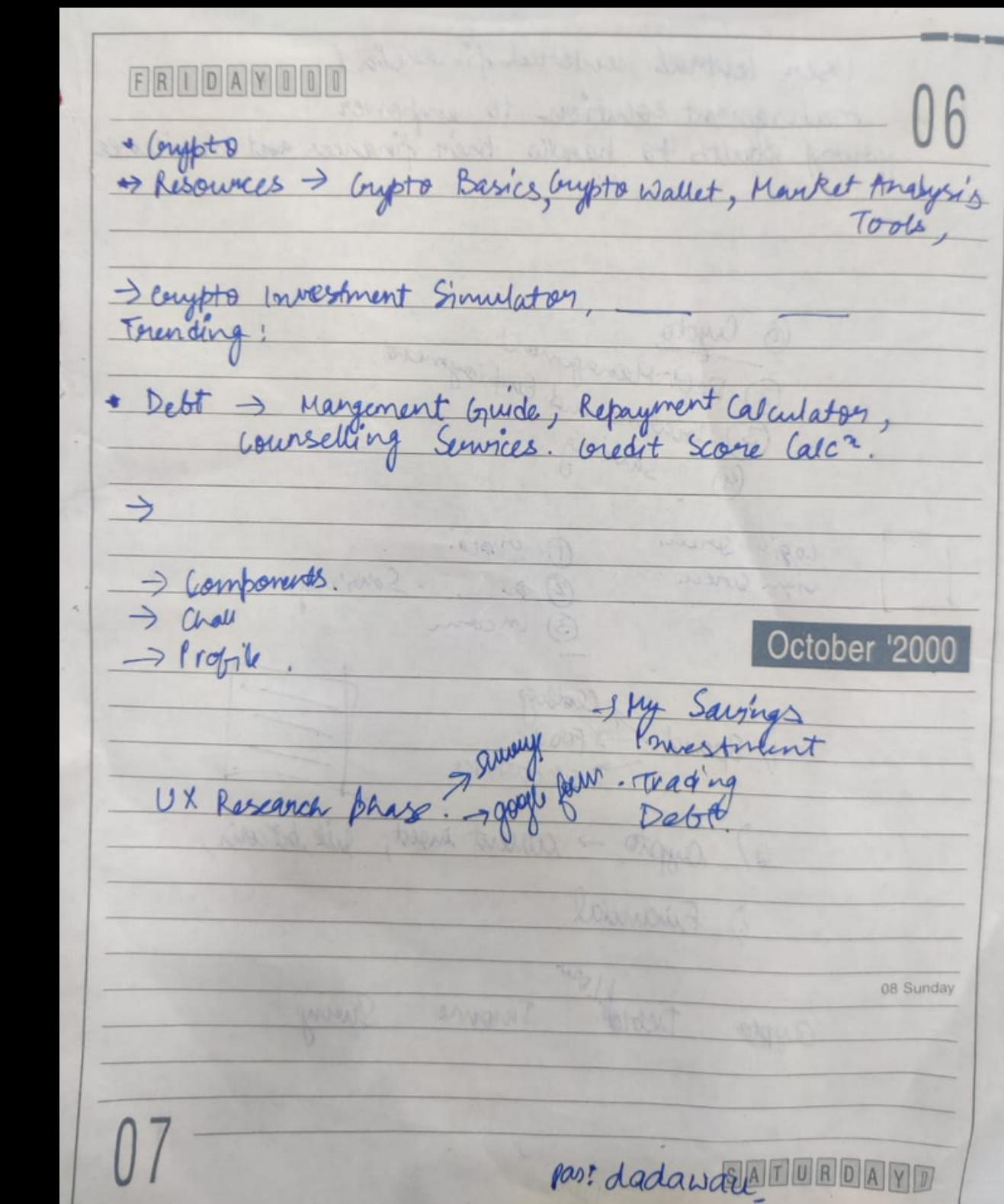
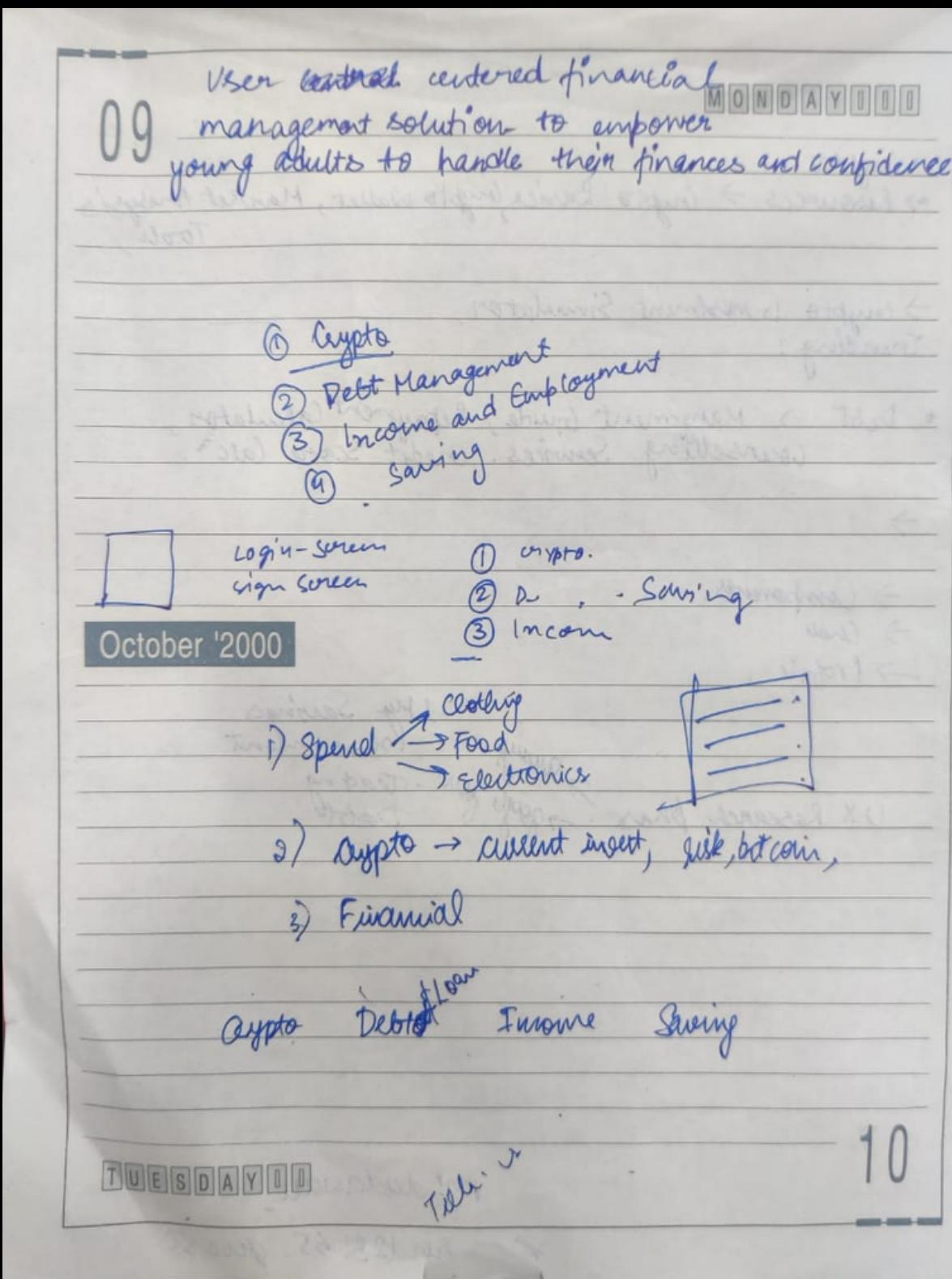
III. CONVERGE

COLLECTED DATA FROM SURVEY
RESPONSES AND EXTRACTED KEY THEMES.



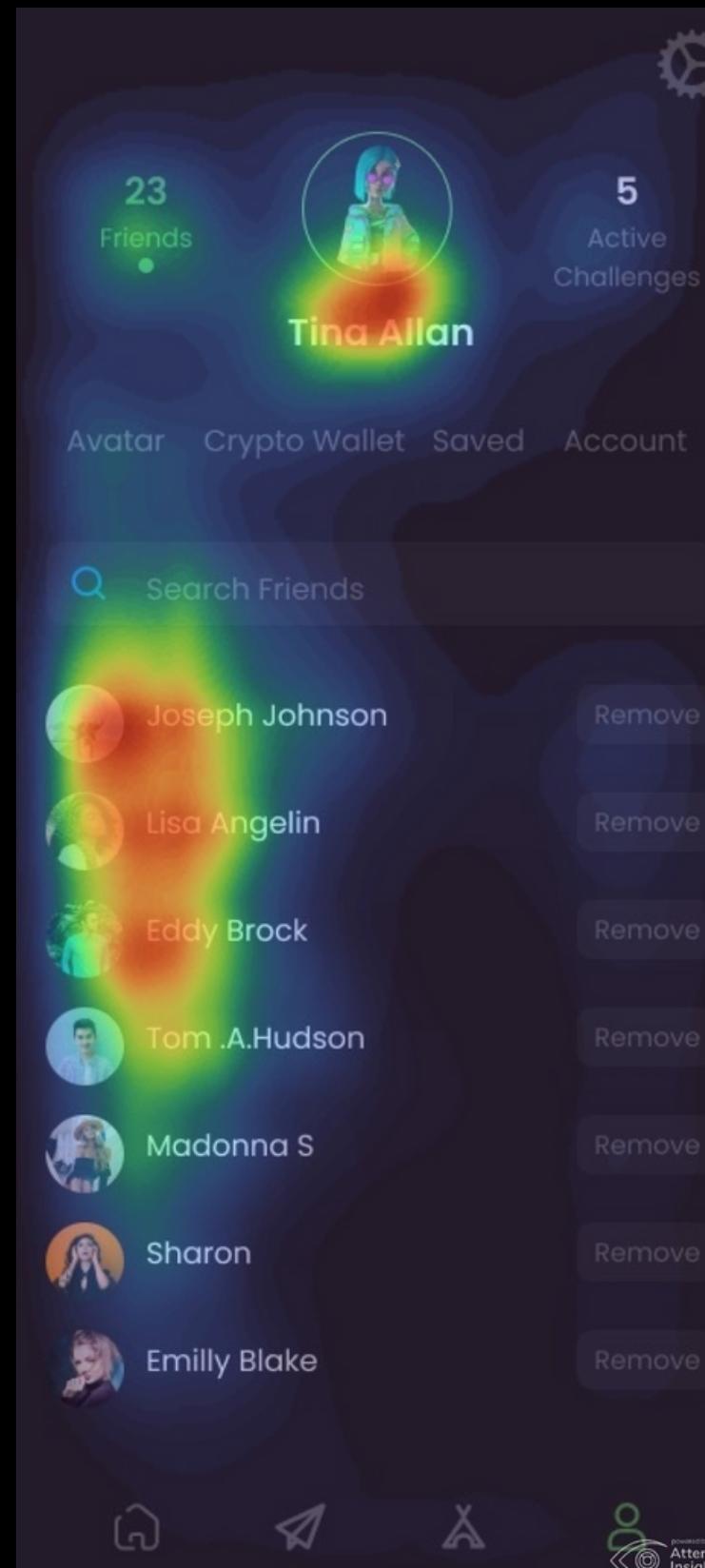
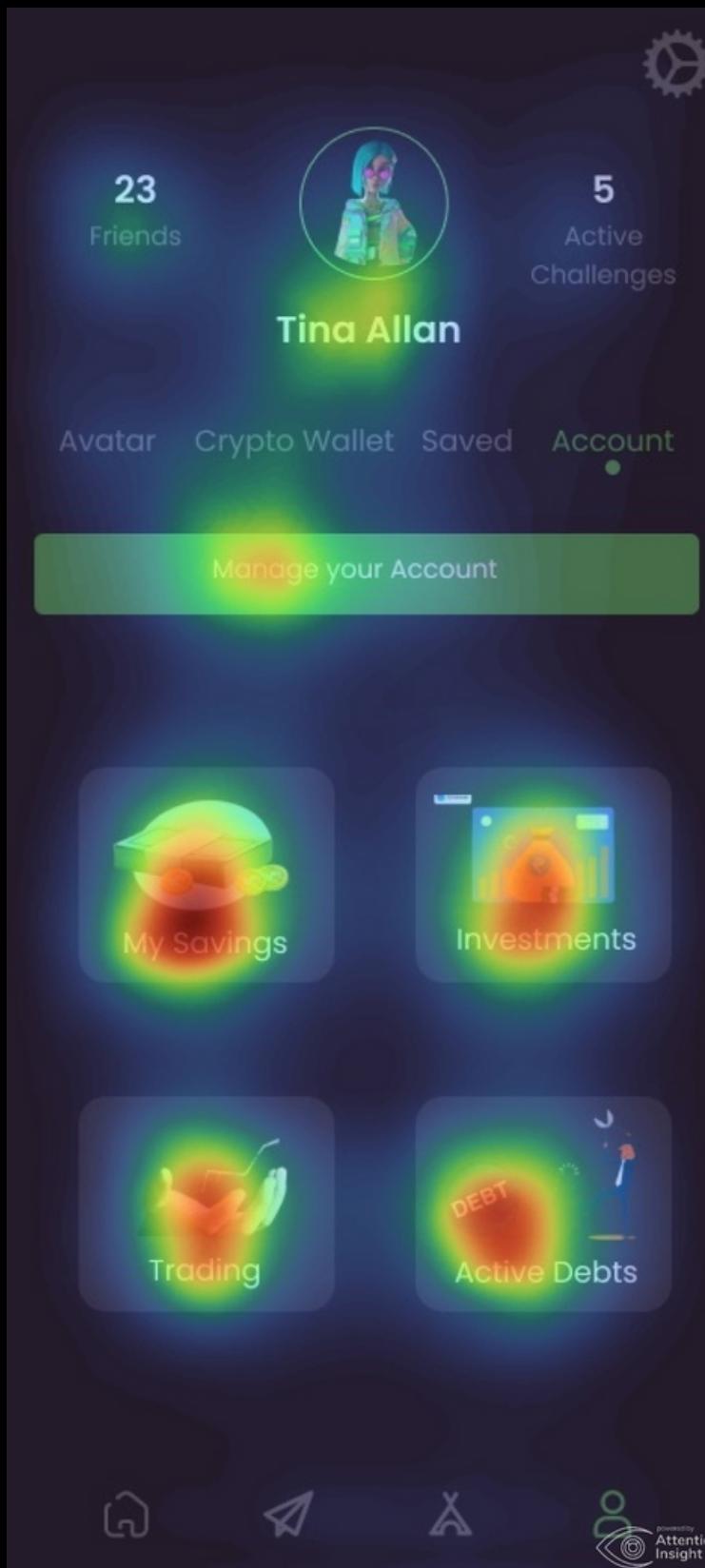
III. EXPLORE

BRAINSTORMING AND IDEATING FEATURES

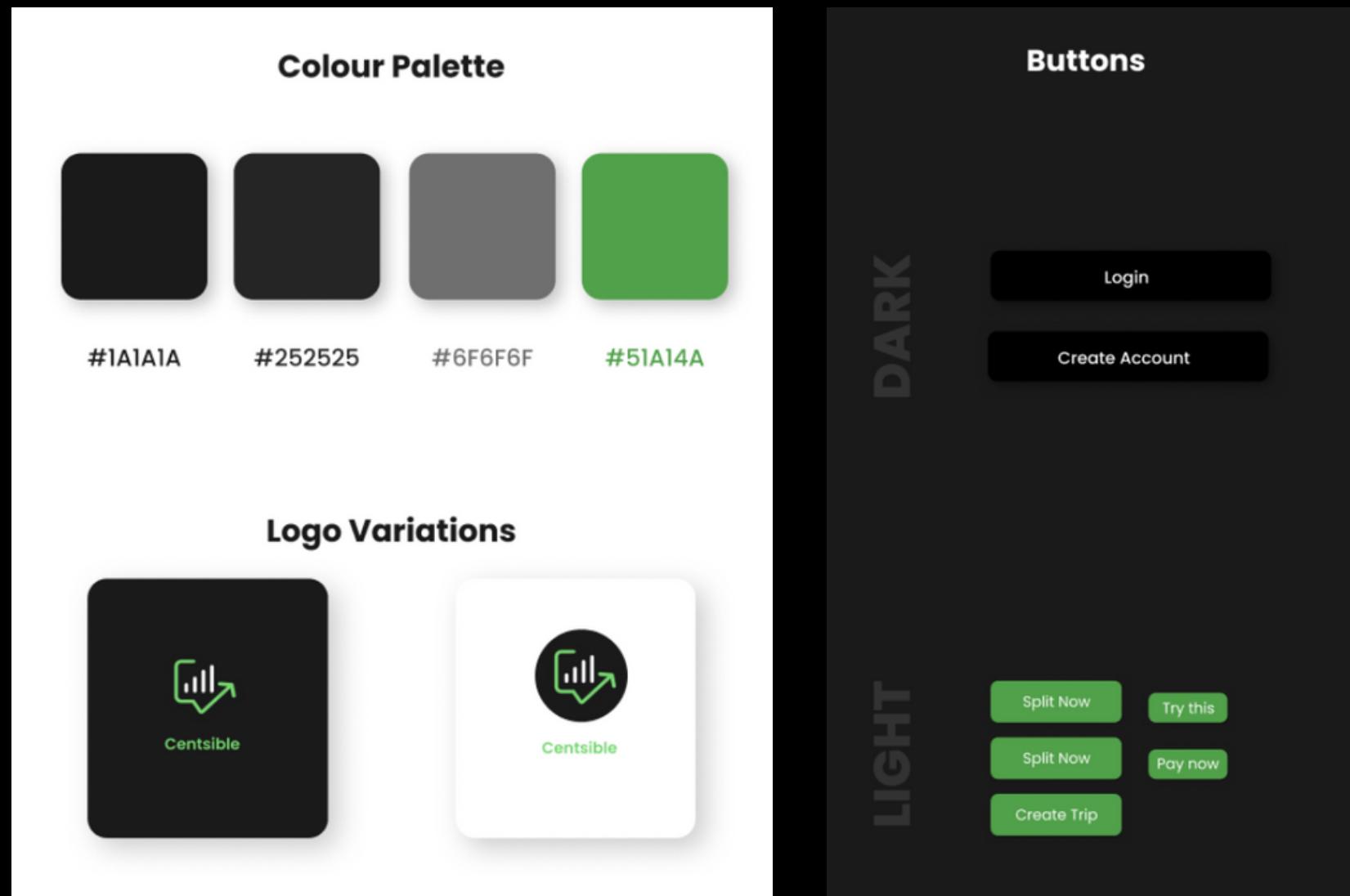


IV. VALIDATE

HEAT MAPS OF USER INTERACTION WITH PROTOTYPE



OUR DESIGN

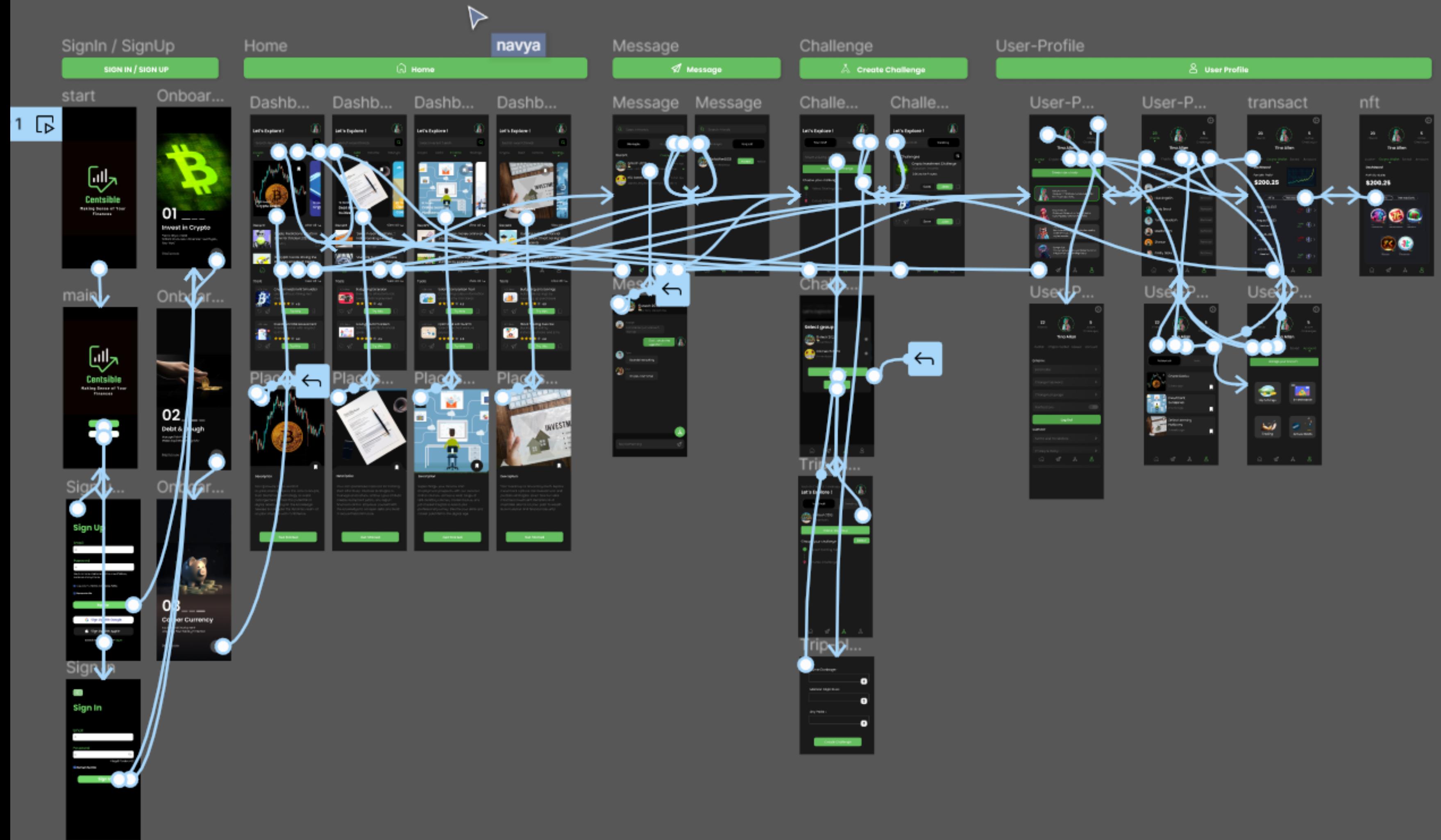


Poppins was a well-suited choice for our financial education app's font. Its excellent readability ensures that users can easily absorb financial information and educational content. With a clean, contemporary appearance, Poppins complements our modern app design seamlessly.

The choice of a color palette consisting of black, grey, and green for the financial education app design is highly effective. It conveys professionalism and trust through the use of black and grey, while the green accent color adds a touch of vitality and highlights critical information. This palette creates a visually appealing, user-friendly interface, ensuring that content is clear and actions are easily discernible.

PRIMARY
Poppins medium - 18
Poppins Regular - 18
Poppins medium - 16
Poppins Regular - 16
Poppins medium - 14
Poppins Regular - 14

PROTOTYPE



STAR FEATURE

CRYPTO WALLET

This **crypto wallet** is your all-in-one solution for managing your cryptocurrency holdings and non-fungible tokens (**NFTs**). It seamlessly integrates robust features to make your crypto experience as transparent and user-friendly as possible.

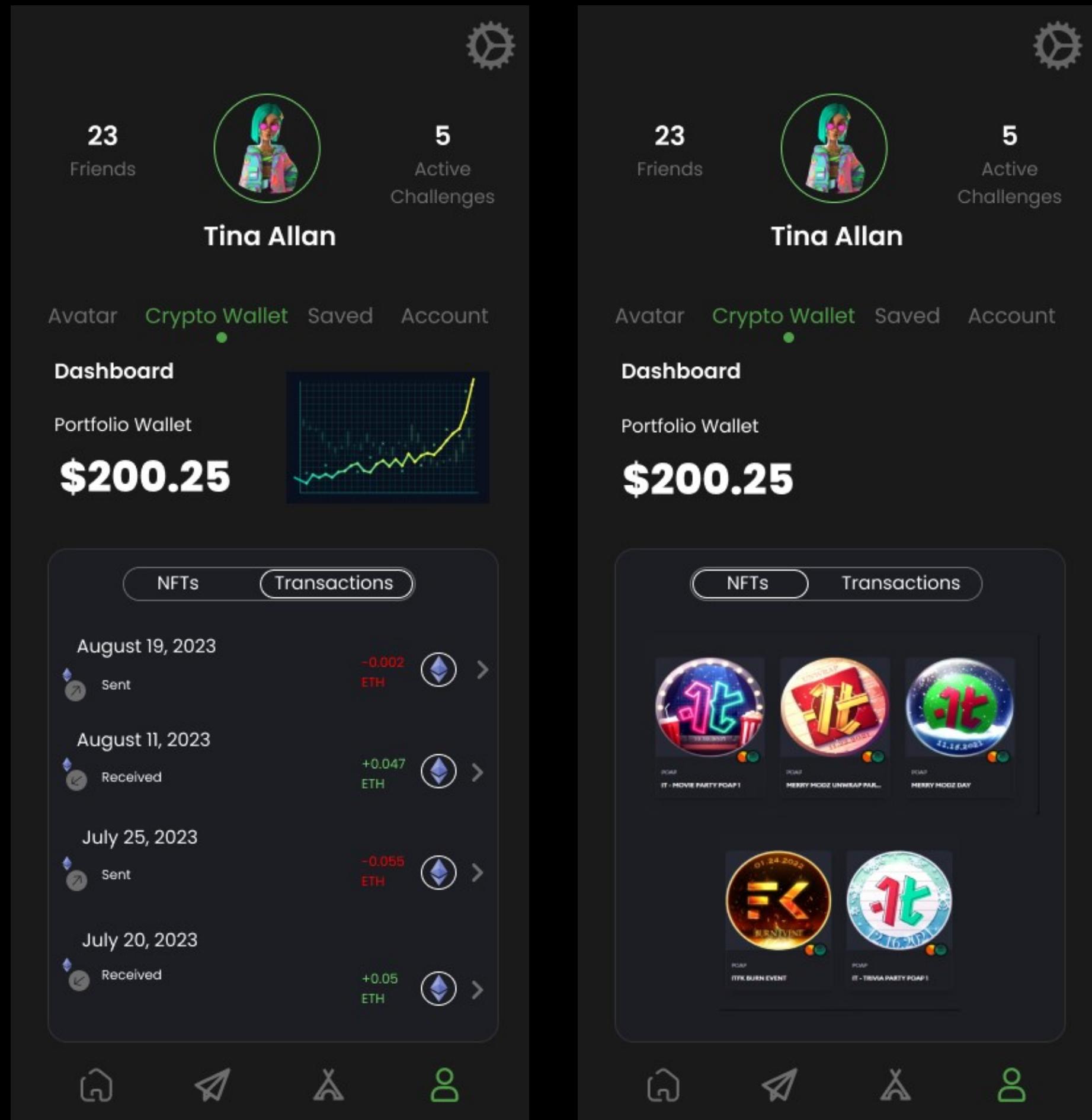
Key Features:

Transaction History: The wallet keeps a detailed record of all your previous cryptocurrency transactions. You can easily access your transaction history, including send and receive transactions, along with timestamps and confirmations.

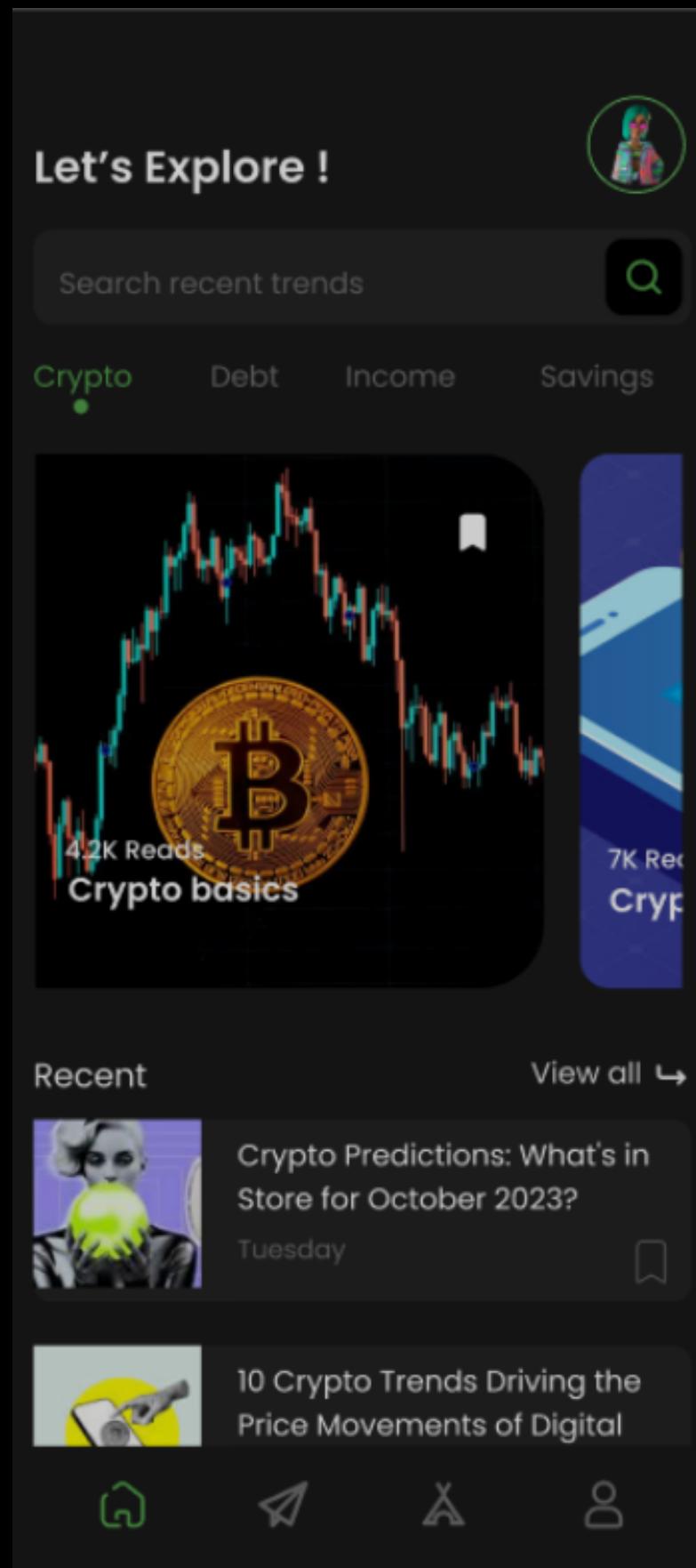
NFT Display: One of the standout features is its NFT display capabilities. You can view your entire NFT collection directly within the wallet, with each NFT represented as a visual thumbnail or card. Clicking on an NFT provides more information, such as its title, creator, and associated blockchain data.

Multi-Currency Support: This wallet supports a wide range of cryptocurrencies, including Bitcoin, Ethereum, and various altcoins. You can hold and manage different assets in one place.

Real-Time Balances: Your wallet's dashboard provides real-time balances for each cryptocurrency you hold, including a summary of your NFT collection's estimated value.



OUR FEATURES



CRYPTO:

EXPLORE RESOURCES AND TOOLS TO MASTER THE WORLD OF CRYPTOCURRENCY, FROM INFORMATIVE ARTICLES TO TRACKING AND TRADING TOOLS.

DEBT:

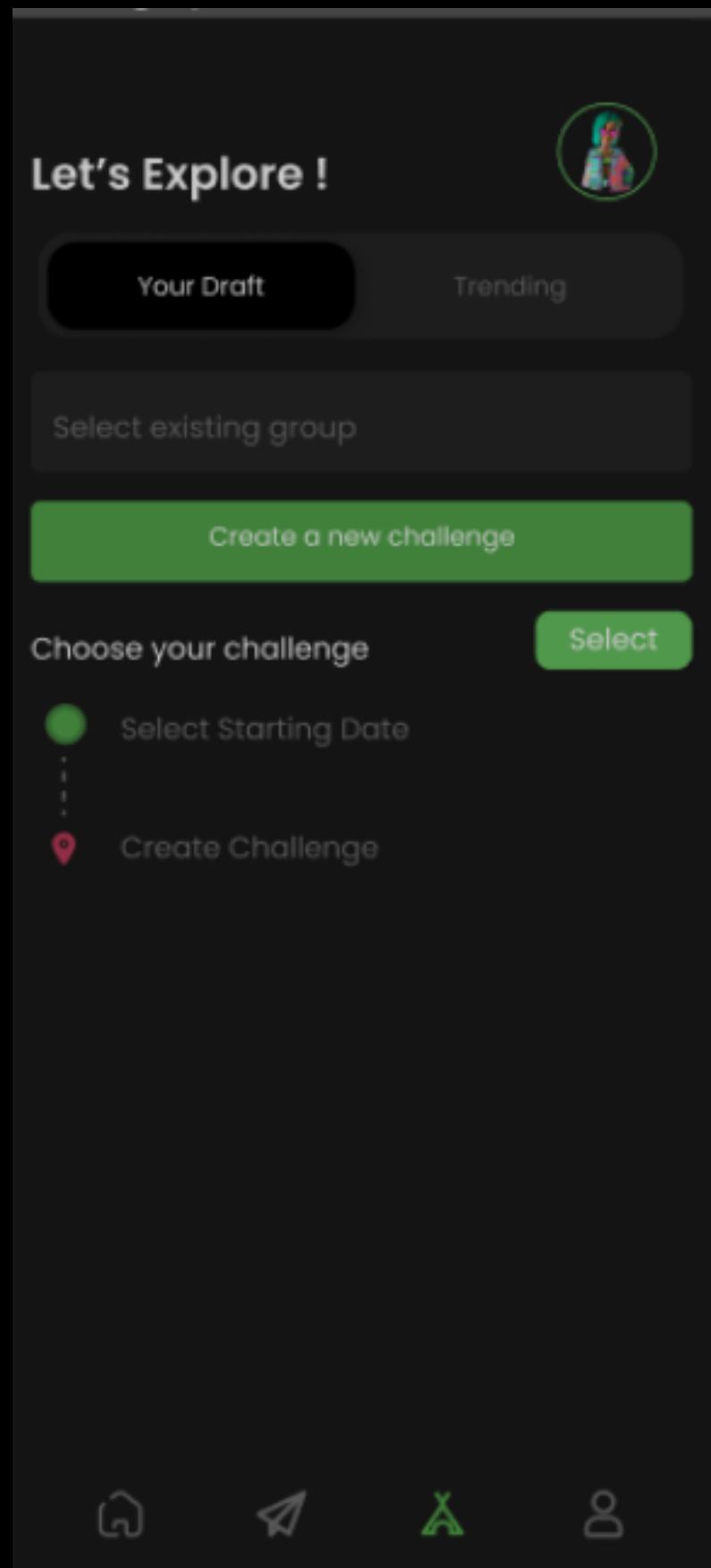
LEARN ABOUT DEBT MANAGEMENT AND ACCESS RESOURCES TO BETTER UNDERSTAND AND MANAGE YOUR DEBTS. UTILIZE BUDGETING TOOLS AND STRATEGIES FOR FINANCIAL FREEDOM.

INCOME:

DISCOVER VARIOUS JOB OPPORTUNITIES, COMPARE SALARIES, AND FIND THE PERFECT JOB TO BOOST YOUR INCOME.

SAVINGS:

ACCESS RESOURCES ON INVESTMENT AND SAVINGS STRATEGIES. PRACTICE SAVING TECHNIQUES TO GROW YOUR WEALTH STEADILY.



OUR FEATURES

GROUP MESSAGING:

CREATE OR JOIN GROUPS TO ENGAGE IN FINANCIAL DISCUSSIONS AND COLLABORATE WITH FRIENDS AND LIKE-MINDED INDIVIDUALS.

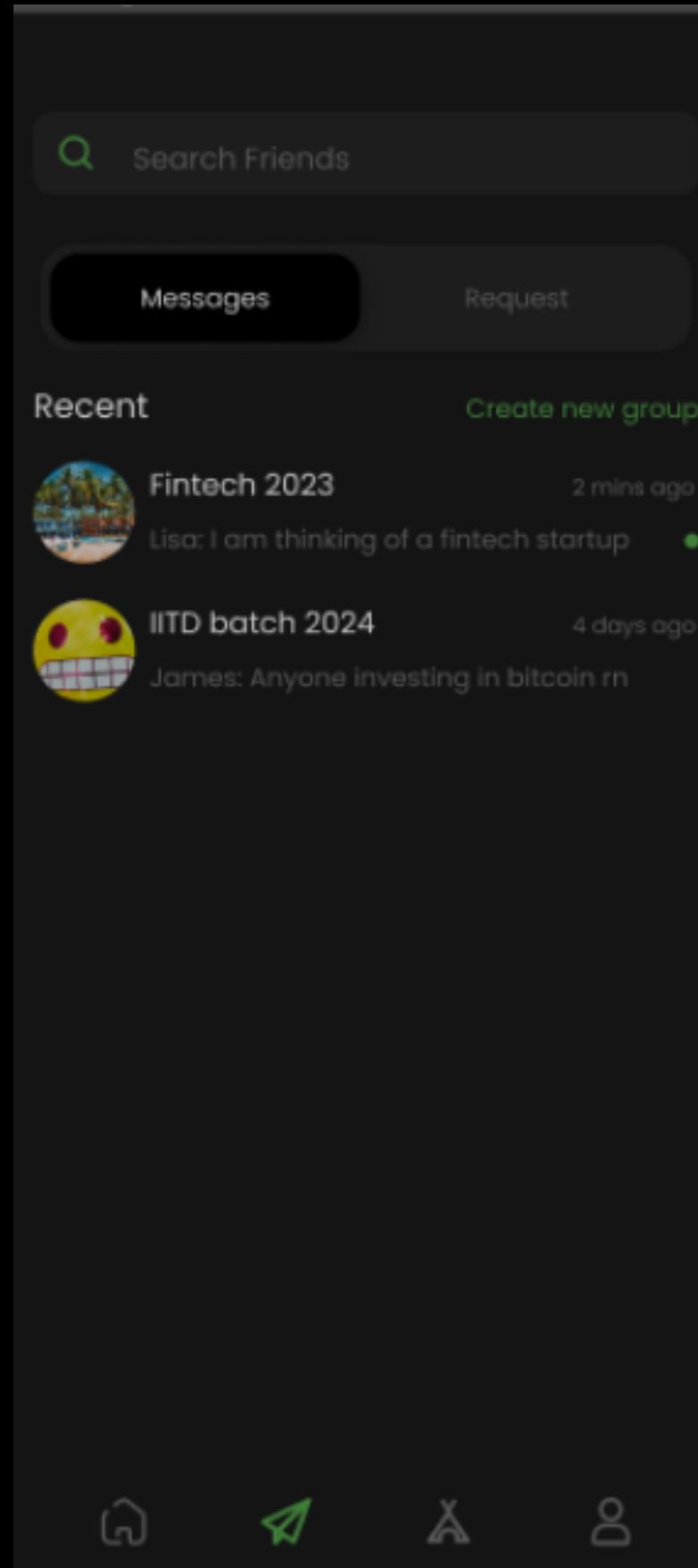
INDIVIDUAL MESSAGING:

SEND PRIVATE MESSAGES TO INDIVIDUALS FOR ONE-ON-ONE FINANCIAL CONVERSATIONS AND ADVICE.

INVESTMENT DISCUSSIONS:

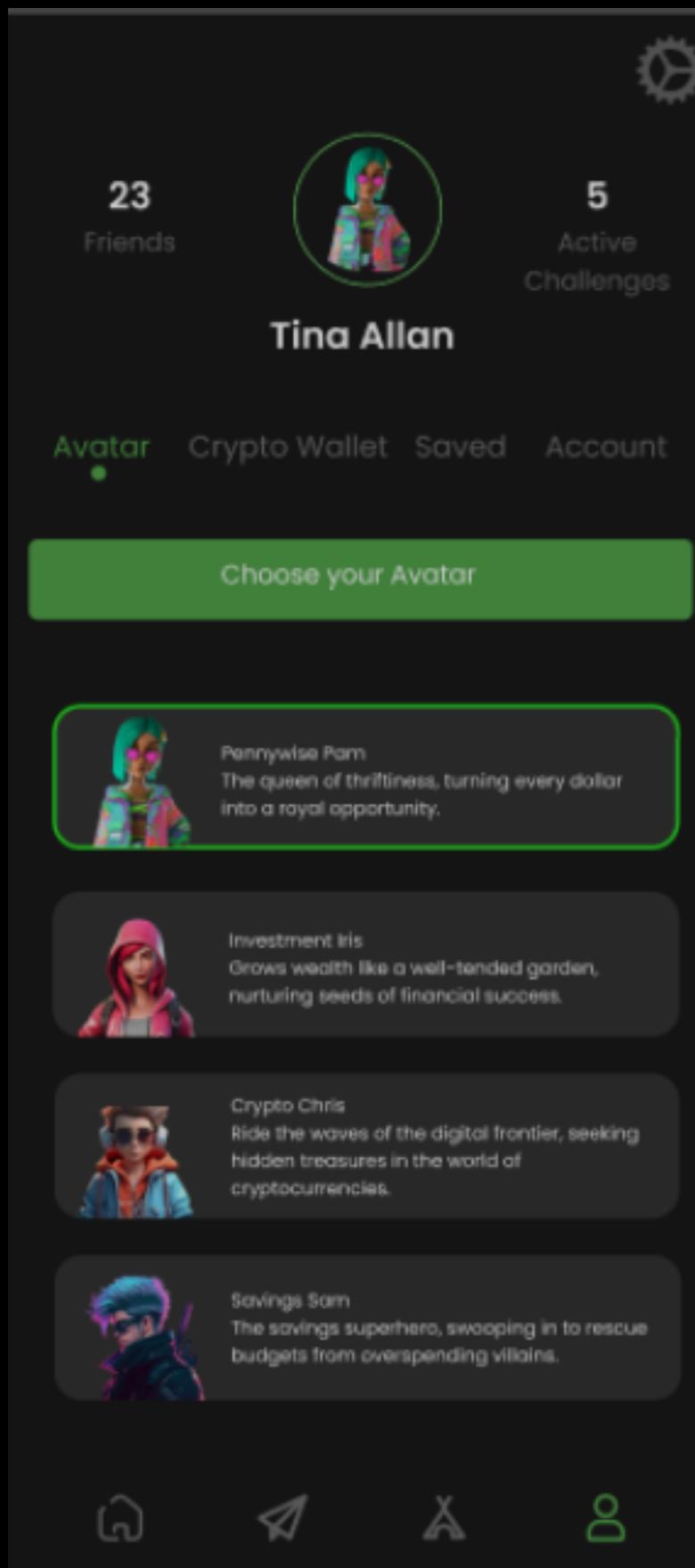
ENGAGE IN DISCUSSIONS ABOUT INVESTMENT STRATEGIES, TRENDS, AND OPPORTUNITIES WITH A COMMUNITY OF FELLOW INVESTORS.

OUR FEATURES



CHALLENGE PLANNING SECTION:

**PLAN AND ORGANIZE FINANCIAL CHALLENGES, INVITING FRIENDS AND PEERS TO JOIN.
ENGAGE IN EXISTING CHALLENGES TO IMPROVE FINANCIAL LITERACY, SET GOALS, AND ACHIEVE THEM COLLECTIVELY.
IT'S A FUN AND MOTIVATING WAY TO BOOST FINANCIAL SKILLS.**



OUR FEATURES

AVATAR SECTION:

PERSONALIZE YOUR PROFILE WITH AVATARS TO CREATE AN INTERACTIVE AND ENGAGING EXPERIENCE, APPEALING TO YOUNG ADULTS.

CRYPTO WALLET SECTION:

SECURELY MANAGE AND STORE YOUR CRYPTOCURRENCY ASSETS. DETAILED INFORMATION HAS BEEN PROVIDED.

SAVED SECTION:

CONVENIENTLY SAVE RESOURCES AND TOOLS FOR FUTURE REFERENCE, ENSURING QUICK ACCESS TO ESSENTIAL FINANCIAL CONTENT.

ACCOUNT SECTION:

TRACK YOUR FINANCIAL PROGRESS WITH EASE. MONITOR SAVINGS, INVESTMENTS, READINGS, AND ACTIVE DEBTS ALL IN ONE PLACE FOR A COMPREHENSIVE OVERVIEW OF YOUR FINANCIAL HEALTH.



BUSINESS MODEL

- Subscription Model:** We plan to implement a freemium model offering basic access for free and premium features through a subscription. With this approach, we aim to provide users with a taste of our app's capabilities while offering additional benefits, such as advanced financial tools and personalized coaching, for a subscription fee.
- Affiliate Partnerships:** We see great potential in collaborating with financial institutions, investment platforms, and educational services as our affiliate partners. This collaboration would enable us to earn revenue through referral fees when our users engage with our partners' services, creating a mutually beneficial relationship.
- In-App Advertising:** We intend to offer advertising space within the app to financial product providers and relevant brands. This strategy would allow advertisers to target our engaged and financially literate user base, generating revenue for our app.
- Educational Content Sales:** As part of our business model, we plan to develop and sell comprehensive financial courses and resources within the app. Users seeking in-depth financial knowledge can purchase these courses or premium content, providing an additional revenue stream.





FUTURE SCOPE

- Enhanced Crypto Wallet:** We envision expanding the Crypto Wallet section to enable users to buy, sell, and trade cryptocurrencies directly within our app. This feature would create a seamless and secure crypto experience, catering to the growing interest in digital assets.
- Financial Calculators:** We aim to integrate a suite of 'inbuilt' financial calculators covering investments, loans, and savings goals. These calculators will empower our users with practical tools to make informed financial decisions, enhancing the overall user experience.
- Community Forums:** We believe that creating dedicated forums within our app where users can discuss financial topics, share success stories, and seek advice is essential. This will foster a sense of community and peer support, making our platform more engaging and informative.
- AI-Powered Recommendations:** We plan to leverage artificial intelligence to analyze user financial data and provide personalized recommendations for saving, investing, and managing debt. This feature will enhance user engagement and satisfaction by offering tailored financial guidance.



LINKS:

- PROTOTYPE YT INTRO: <https://youtu.be/YfImVFuQ5ys>
- PROTOTYPE FIGMA: <https://www.figma.com/proto/uaddbMHN2LE0HKYhIt3Tv1/Centsible?type=design&node-id=302-77&t=0t4QOKoMEyz9YDZO-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=302%3A77&mode=design>
- PROJECT REPORT:
https://www.canva.com/design/DAFwe9dSyz8/9EvZhEg7p42qDNzx9ayOTA/edit?utm_content=DAFwe9dSyz8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

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- **SHREYA SISODIA**
- **NAVYA VERMA**





2023

THANK
YOU

