Wealth Simple Budget Tracker

OVERVIEW

Video streaming giant Netflix has recently released its new budgeting app, Wallet. Wallet allows users to manage their spending across various financial institutions, and provides personalized recommendations to help users save money and pay off debt. Wallet is currently only available to Netflix users in the United States, but it will be rolled out to other markets in the coming months. Netflix's entry into the personal finance space is a significant development that could disrupt the market for budgeting apps. The company has the resources and the brand recognition to quickly gain a large user base for its new app. Wealthsimple Budget Tracker is a mobile app that helps users keep track of their spending and budgeting goals. It allows users to link their bank accounts and credit cards to the app, and it automatically categorizes their transactions. The app also includes a feature that allows users to set spending limits for different categories, such as groceries and entertainment. If a user exceeds their spending limit, the app will send them a notification. Wealthsimple Budget Tracker is a relatively new app, and it has been gaining traction among millennials and Gen Z users who are looking for a simple way to track their spending and budgeting goals. The app has received positive reviews from users who have found it easy to use and have been able to save money by following the app's recommendations. Wealthsimple Budget Tracker is a promising new app that could disrupt the market for budgeting apps. The app's simplicity and its focus on millennials and Gen Z users give it a unique advantage in the market. The app's success will depend on its ability to continue to innovate and to attract new users.

> How might we design a mobile App for students to budget by establishing realistic short and long term goals, and by providing helpful accompanying tools to track, report, and learn about their spending habits?

WHAT DO OTHER BUDGETING PROGRAMS LOOK LIKE?

COMMON DESIRES WITH BUDGETING PROGRAMS

- Logging spending habits
- Tracking spending habits
- Setting and achieving goals
- Learn about spending habits
- Keeping track of bills
- Keeping track of expenses
- Keep track of income
- Learn about saving habits

SOLUTION

Budgeting is a necessary evil that most people want to avoid at all costs. Regardless, the only way to achieve financial freedom is by creating a budget and sticking to it. Unfortunately, most people find budgeting to be a tedious and time-consuming process. Wealthsimple Budget Tracker is a mobile app that helps users keep track of their spending and budgeting goals. It allows users to link their bank accounts and credit cards to the app, and it automatically categorizes their transactions. The app also includes a feature that allows users to set spending limits for different categories, such as groceries and entertainment. If a user exceeds their spending limit, the app will send them a notification. Wealthsimple Budget Tracker is a relatively new app, and it has been gaining traction among millennials and Gen Z users who are looking for a simple way to track their spending and budgeting goals. The app has received positive reviews from users who have found it easy to use and have been able to save money by following the app's recommendations. Wealthsimple Budget Tracker is a promising new app that could disrupt the market for budgeting apps. The app's simplicity and its focus on millennials and Gen Z users give it a unique advantage in the market. The app's success will depend on its ability to continue to innovate and to attract new users.

Client: Wealthsimple Inc.
Role: Lead UX Designer, Lead Researcher, Lead Prototyper
Product: Desktop App
Tools: Figma, Miro, Google Forms, Google Docs

01 Research

PROJECT BRIEF

For Wealthsimple Inc. to the very point, we created a brief detailed the Research, Ideating, and Prototyping phases. The brief contained:

- **Identify competitors and determine pain points and what other features users desire** (each brief is a customized brief for the specific product and phase of design)
- **Create a survey to gather information from users** (the survey was created and distributed to 100 participants)
- **Create a mind map to organize the information** (the mind map was created using Miro, Google Docs, and Google Sheets, and Figma)
- **Identify designs that will approach pain**

DESK RESEARCH

Through Google Docs, I created a survey to gather information from users. I then used the survey information to create Competitive and Comparative Analysis Charts for further use. The Wealthsimple Budgeting Competitive Analysis Chart Analyzed: Mint, YouNeedABudget (YNAB), Tiller, and Personal Capital.

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

INTERVIEW/SURVEY

Using a Google Forms survey, I gathered information regarding their expectations, frustrations, desires, and preferences in a budgeting app. The survey was distributed to 100 participants. The survey was created using Google Forms, and the results were compiled using Google Forms. Included in the survey results are: a graph and a pie chart of expenses, the survey grid, the survey questions, and the survey results. The survey questions and results are listed below, organized by the survey section.

Survey Questions and Results
Section 1: Demographics
- 1) What is your age?
- 2) What is your gender?
- 3) What is your ethnicity?
- 4) What is your annual income?
- 5) What is your occupation?
- 6) What is your educational background?
- 7) What is your marital status?
- 8) How many people live in your household?
- 9) Do you have any children?
- 10) Do you have any other dependents?
- 11) Do you have any other sources of income?
- 12) Do you have any other sources of income?
- 13) Do you have any other sources of income?
- 14) Do you have any other sources of income?
- 15) Do you have any other sources of income?

PERSONA

Using the survey results, I was able to create an user persona. I used this template from the survey and interviews as a guide to create the persona. The persona is a fictitious character that represents the target audience for the app. The persona is based on the survey results. Finally, it is time to take the survey results, the survey questions, and the survey results and create a persona. The persona is a fictitious character that represents the target audience for the app.

STORYBOARDS

Using the survey results, I was able to create a storyboard. The storyboard is a visual representation of the user's journey through the app. The storyboard is based on the survey results. The storyboard is a visual representation of the user's journey through the app. The storyboard is based on the survey results.

EMOTIONAL JOURNEY

Based on the storyboard, I made a journey map. The journey map is a visual representation of the user's journey through the app. The journey map is based on the survey results. The journey map is a visual representation of the user's journey through the app. The journey map is based on the survey results.

POINPAIN

TASK FLOW

The task of research was to create research that focus on Wealthsimple Inc.'s user research complete a specific task. I did this by first identifying a task that I would like to complete. The task was:

- Profile a Budgeting Plan
- Create a Budgeting Plan
- Create a Budgeting Plan

Task Flow
Budgeting App Home
Profile
Budgeting App Home
Profile
Budgeting App Home
Profile