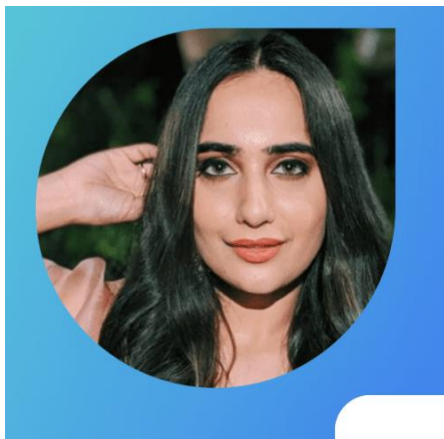# MoneyyApp Review

I do know that the application is still under development and here are my two cents of whatever I make of the developed application so far. My review might not reflect the complete vision of the application.

Main objective

- MoneyyApp has the goal to make **money management easier** for **creators/influencers**.

Who is it for?

Kusha Kapila, Influencer.	**Behaviours:** • **Creates** content/videos on YouTube, Instagram and other social media. • No **time** to **handle money**. • No idea with the **opportunities to create wealth.**
Demographics of an influencer: • Age group of 18-24. • New to income tax filing. • New to dealing with brands.	**Needs:** • Common platform to handle money related issues. • Common dashboards/UI to view income and expenses. • Ability to handle invoices and income tax filing easily. • Extra avenues to earn extra revenue.

What's in it for MoneyyApp?

- Solving these needs of an influencer can **eliminate their needs to have an extra money manager** which can save them a lot of time.
- Gen-Z will have a **surcharge of influencers** which means more **revenue** for MoneyyApp.
- Having new avenues for influencers to earn can make them **financially independent** and can lead to **more cut** for MoneyyApp.
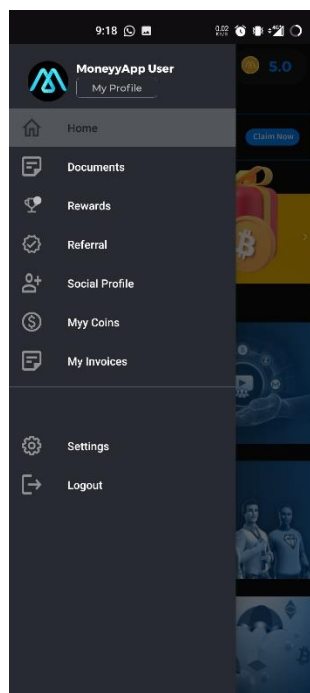
Review:

- I have just provided a list of **pros and cons**. However I feel confident that MoneyyApp can quickly eliminate cons :)
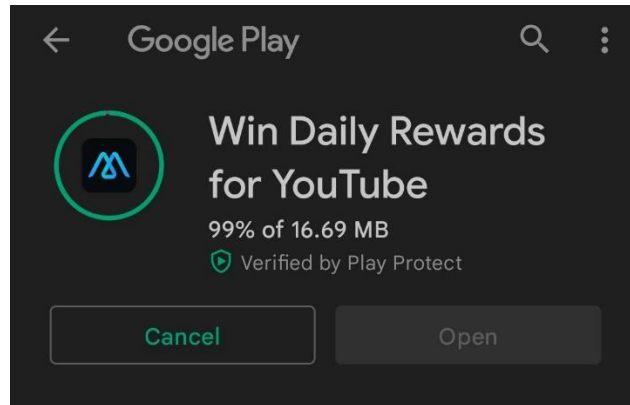
Pros:

- **Cool new generation UI**: The user interface seems to have easy to follow and very futuristic.
- **Easy login:** Login through phone numbers and quickly getting to the meat of the app seems a great way to keep the user engaged in the first login.
- **Daily myycoins reward system:** This seems like a great hook for the app. This will enable the user to come back again and again to the app which can lead to retention.

Cons:

- I feel the icons on the menu are not of **high quality.**(seems faded)

- **Not able to find through the play store:** I was **unable to search the app** through play store by searching for MoneyyApp. I had to manually get the link from the website. This might be due to change in the title as shown below. However, I feel this might be an A/B testing as I have no visibility on this.

- **Many options don't seem to work (yet):** I'm unable to access my profile, settings and few options available in the app.
- **Conflict in the goal mentioned in the website and the app:** In the website, I see the main priority as solving ITR issue and money management for influencers. But, in the application I'm welcomed by cryptos, DAOs and NFTs application bars which seems conflicting with the main goal.

Recommendations/Prioritizations:

- I would like to see the main end goal of the app i.e. ITR filing and money management, completed first. This can enable MoneyyApp to have an MVP (minimum viable product) to push to users.
- I would like to focus on getting the **basic features** of the app working first such as user profile, options, etc.
- I would also love to have **extra UI themes** to make the app more attractive.
- Influencers might not like to **input their phone numbers to login** as it might expose their number in case of any intrusion. Hence I would also recommend logins through **google/facebook login APIs**. This can help us to achieve **more acquisition** without hesitation.