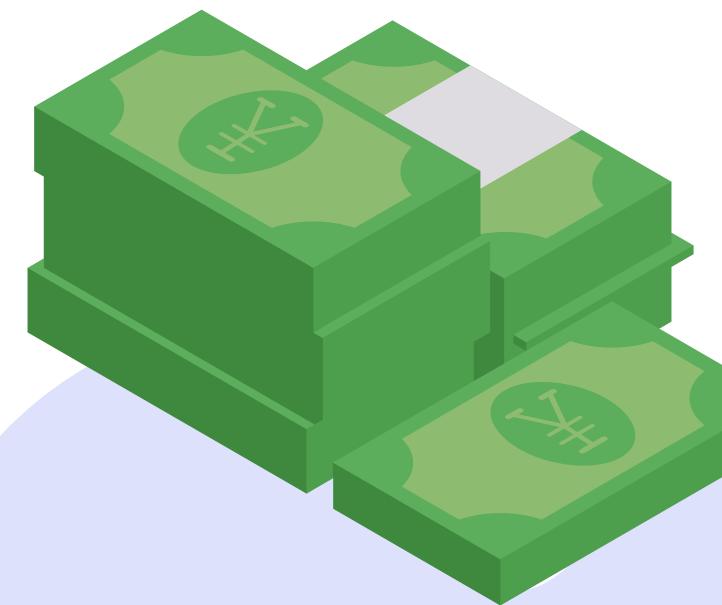




# POCKIT

## FRICTIONLESS BUDGET TRACKER



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# Problem Statement

"To design and implement a secure application that drastically reduces user input friction by enabling transaction logging via both manual entry and intelligent voice capture, and automatically transforms this diversified data into a highly visual, categorized dashboard for immediate and simplified financial health assessment."



# Need Analysis



Existing budget solutions (spreadsheets, legacy apps) are often too complicated for new users, leading to high abandonment rates.

Users struggle to maintain a clear record, leading to the core issue:  
**"Where is my money actually going?"**

A survey of 50-100 random individuals (working professionals and students) was conducted to assess budgeting habits.

- Key Discovery: The majority of respondents could not provide an accurate, exact figure for their monthly expenditures, confirming a serious gap in financial monitoring.

(Source: *International Journal of Research Publication and Reviews*)

## Conclusion:

There is a clear, validated need for a simple, intuitive, and low-friction solution that integrates seamlessly into the daily financial habits of our target audience.

# Strategic Advantages & Technical Viability

Highlighting why POCKIT is a technically sound and scalable project:

- **Unique Selling Proposition (USP):** The Voice-Enabled Input significantly reduces data entry time, serving as the core differentiator and driver of user engagement.
- **Modern, Scalable Architecture:** Built on a React, Node.js, and MongoDB stack (MERN-adjacent), ensuring high performance, ease of maintenance, and readiness for future scaling.
- **Data Quality & Retention:** The low-friction input system promotes high fidelity in user data, which is crucial for delivering accurate reports.



# Product Usability: The Voice Input Innovation



- Frictionless Logging: POCKIT's voice-enabled input allows a user to complete an entire transaction log (amount, date, note) in one seamless statement.
- Process: The user simply states: "Spent fifty Rupees on groceries yesterday."
- Instantaneous Parsing: The application's Langchain engine intelligently assigns all necessary values:
  - Amount: INR 50.00
  - Date: Yesterday's date
  - Category: Groceries.
- Benefit: This dramatically improves user compliance and accuracy, eliminating the tedious, time-consuming nature of traditional manual entry.

# Future Monetization

How the project can generate value and sustain itself beyond the academic environment:

- **Targeted Ad Revenue:** Implement non-intrusive, contextually relevant advertisements (e.g., promotional ads for student loans, savings apps) to generate revenue from the free user base.
- **Freemium Strategy:** The core service is free, but advanced features and the key USP are restricted. The free tier will be limited to approximately 15 voice-input transactions per day; exceeding this requires the user to upgrade or revert to manual text entry.
- **Strategic Partnerships:** Future integration of smart recommendations for financial products (e.g., credit cards, loans) based on anonymized user spending patterns, providing an affiliate revenue channel.



# Market Opportunity & Size

- **Global Growth:** The global personal finance software market size was valued at \$1.72 Billion in 2023 and is projected to grow at a Compound Annual Growth Rate (CAGR) of 9.8% from 2024 to 2030.  
*(Source: Grand View Research, 2024)*
- **The Target Gap:** Our primary demographic—students and young professionals—represents the largest segment of smartphone users but has the highest abandonment rate for "complex" finance apps.
- **Mobile-First Demand:** There is a specific, aggressive demand for mobile-first, automated solutions. Users are moving away from spreadsheets and desktop software toward "on-the-go" tracking.
- **The Opportunity:** By targeting the "friction gap" (the people who want to track but hate typing), POCKIT captures a massive underserved segment that traditional apps ignore.



# Project Roadmap and Future Scope

- **Phase 1:** Automated Document Processing (PDF/OCR): Implement logic to upload bank statements in PDF format, parse the data, convert it to CSV, and automatically register transactions with smart categorization.
- **Phase 2:** Dedicated Mobile Experience: Develop and deploy a native/cross-platform mobile application, offering the full POCKIT dashboard and voice input with the convenience of a mobile operating system.
- **Phase 3:** Custom Reporting Packages: Offer users the ability to download professionally formatted, in-depth quarterly or annual reports of their spending, targeting power users or small business expense tracking.



# Development Challenges & Solutions

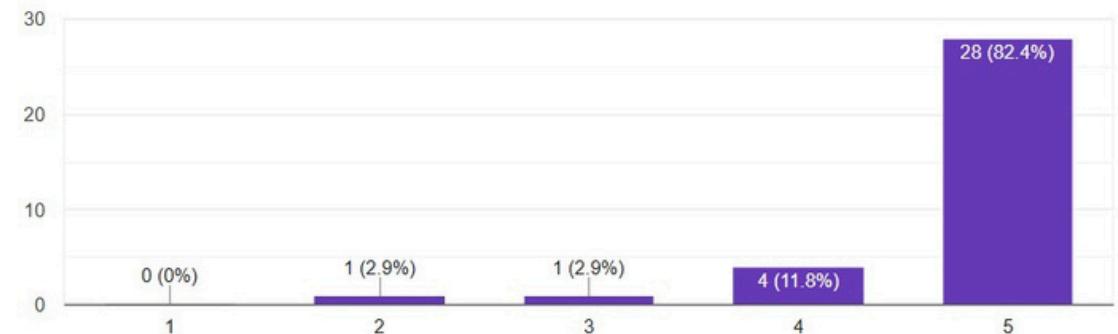


- Problem:** API Integration Difficulty. (Initial difficulty linking the frontend and backend efficiently.)  
**Solution:** Carefully analyzed HTTP Status Codes for robust error handling and ensured well-defined API routes for seamless, predictable communication.
- Problem:** Voice Feature Implementation. (Initial inefficient implementation using a custom voice agent.)  
**Solution:** Switched the underlying technology to utilize the LangChain model, which proved to be a significantly more efficient and robust solution for transaction parsing.
- Problem:** Final Deployment (Vercel). (Encountered build issues —failure to identify the distribution folder—and Firebase credential errors.)  
**Solution:** Resolved build issues by making targeted changes to the vercel.json configuration file. Handled Firebase credential complexity by correctly managing separate necessary files.

# User Feedback

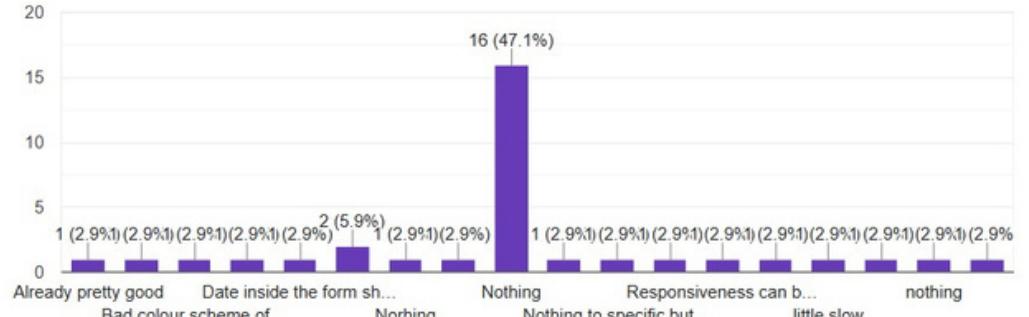
On a scale of 1 to 5, how would you rate your overall experience with the app?

34 responses



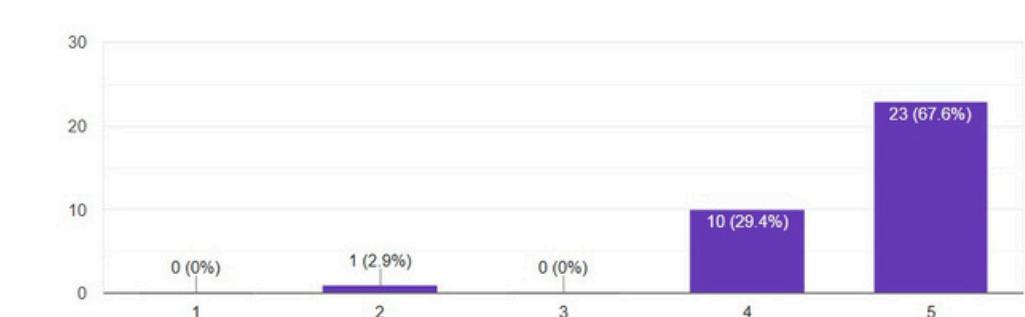
What did you find *most* frustrating or dislike about Pockit?

34 responses



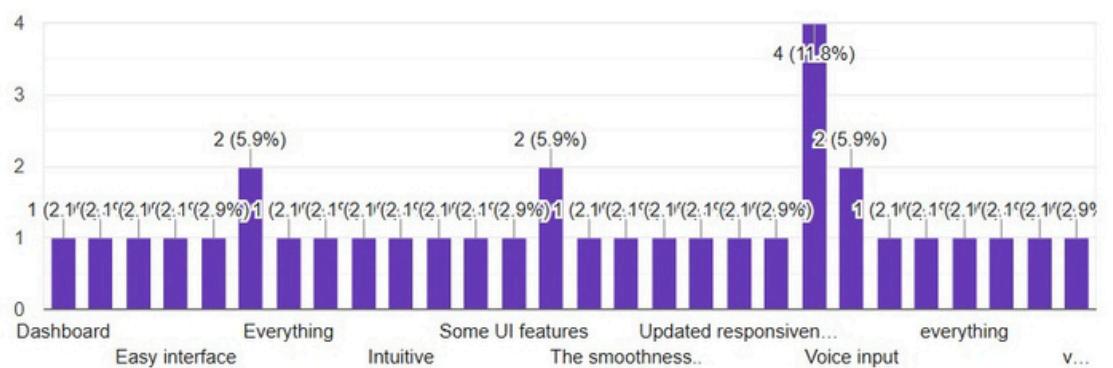
How easy or difficult was it to add a transaction using your voice? (Scale: 1 = Very Difficult, 5 = Very Easy)

34 responses



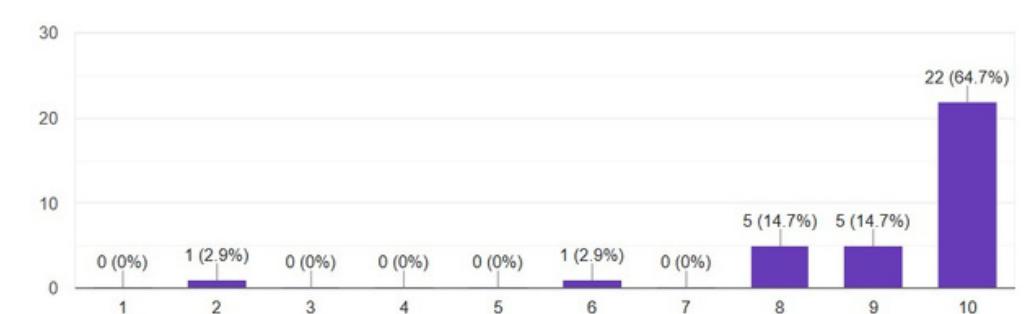
What did you like most about Pockit?

34 responses



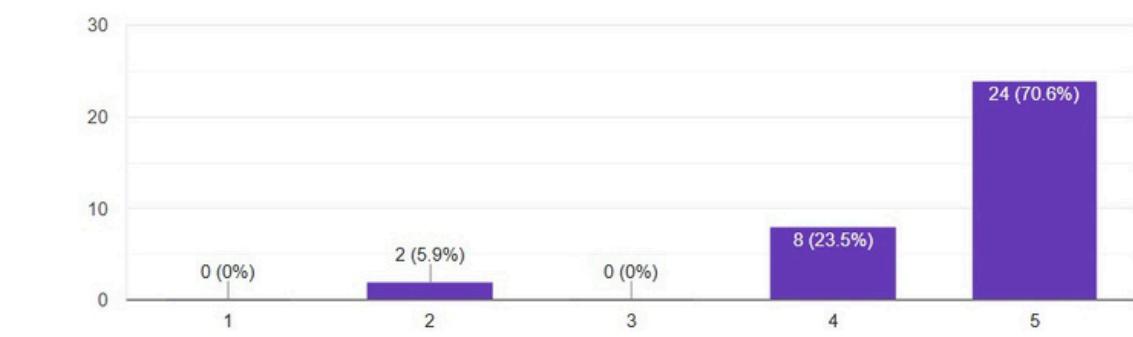
How likely are you to recommend this app to a friend or colleague? (1-10)

34 responses

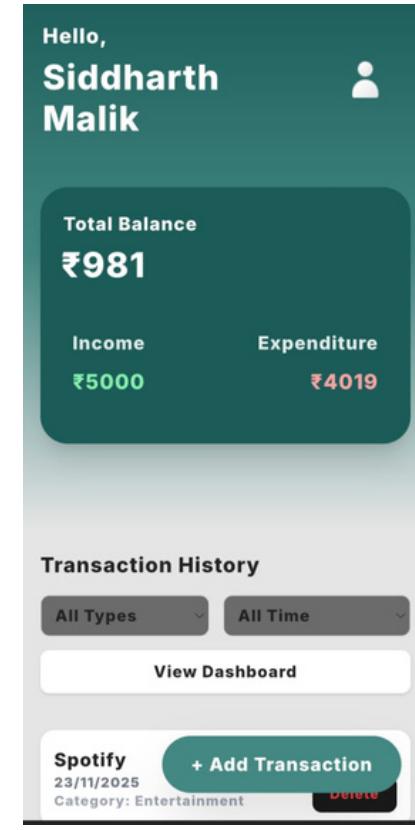
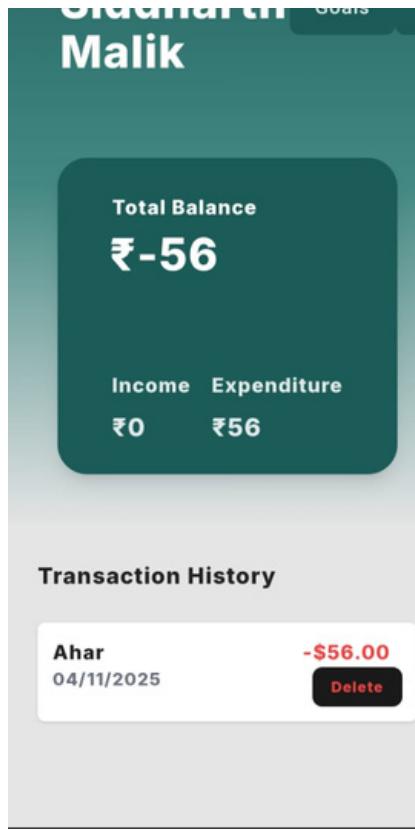
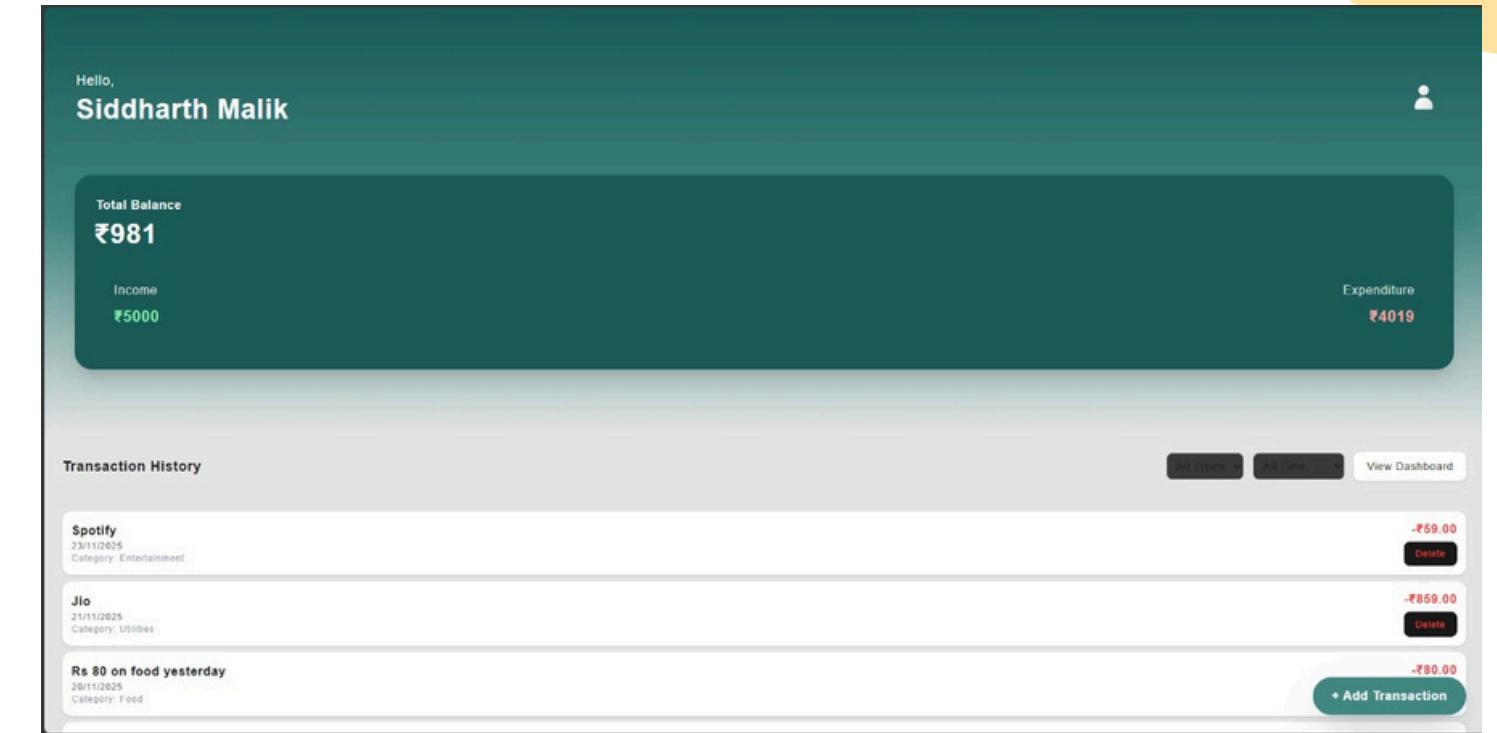
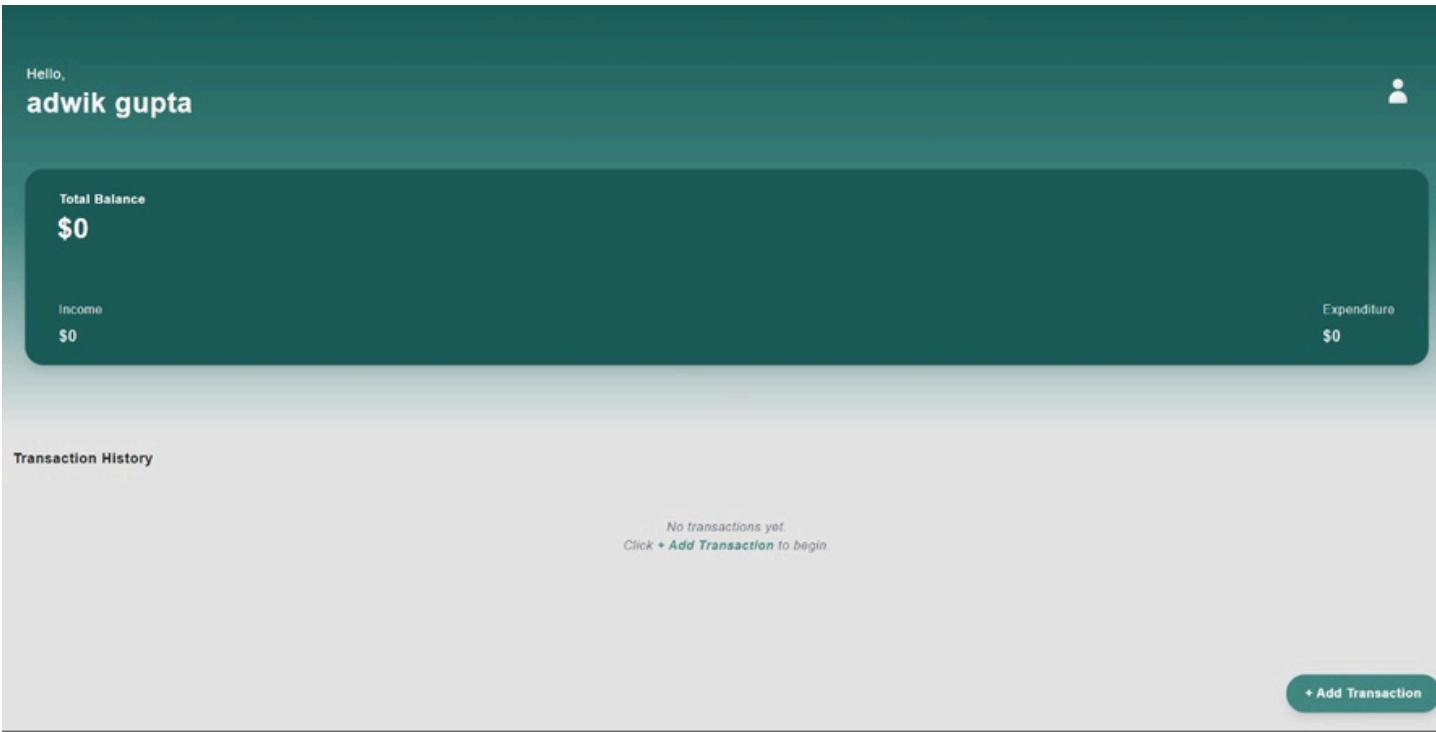


How satisfied are you with the accuracy of the voice input?

34 responses



# Before & After User Feedback



# User Authentication

Desktop

Create an Account

First name: John

Last name: Doe

Phone number:

Email address: john.doe@company.com

Password: \*\*\*\*\*

Confirm password: \*\*\*\*\*

I agree with the [terms and conditions](#).

**Register new account**

Login

Email address: john.doe@company.com

Password: \*\*\*\*\*

**Go to Home**

Mobile

Create an Account

**First name**: John

**Last name**: Doe

**Phone number**:

**Email address**: john.doe@company.com

**Password**: \*\*\*\*\*

**Confirm password**: \*\*\*\*\*

**Login**

**Email address**: john.doe@company.com

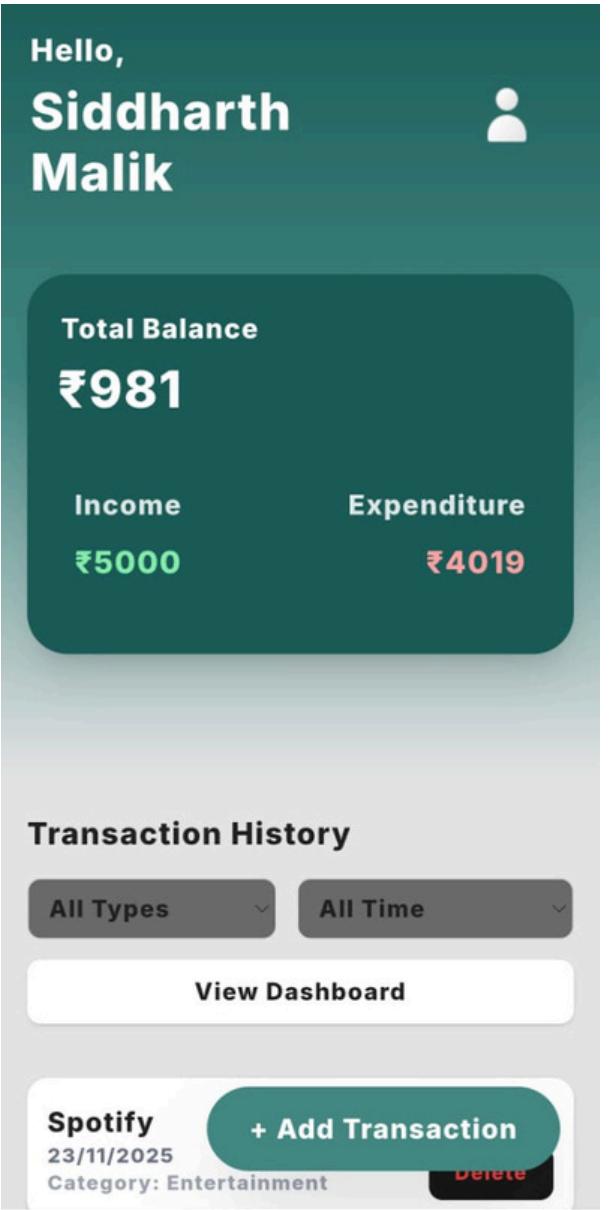
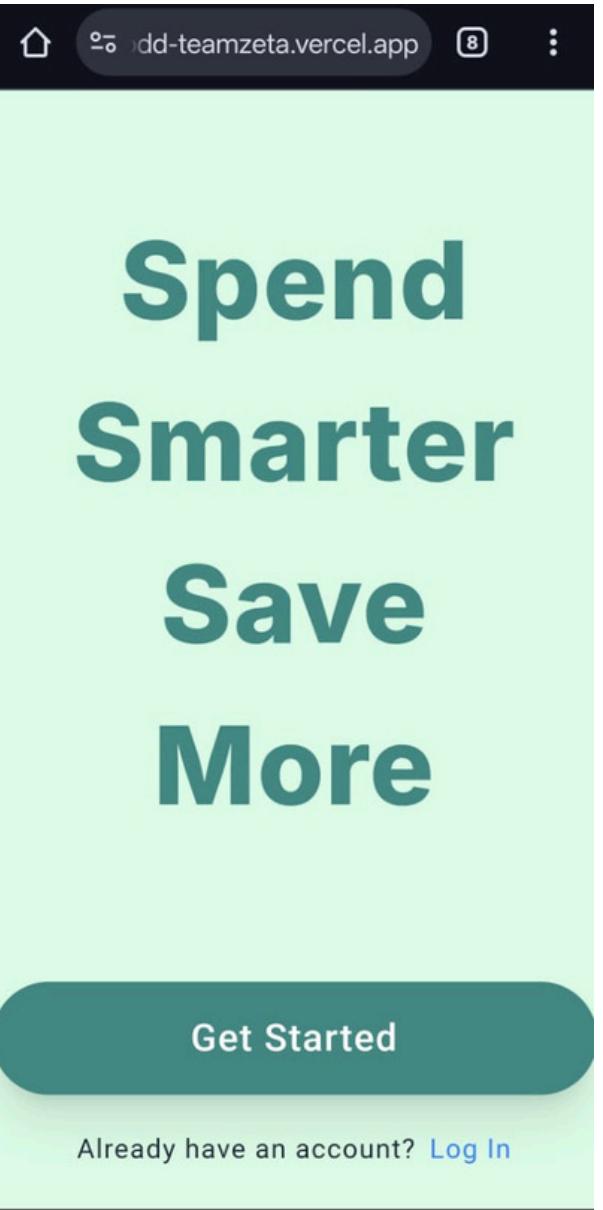
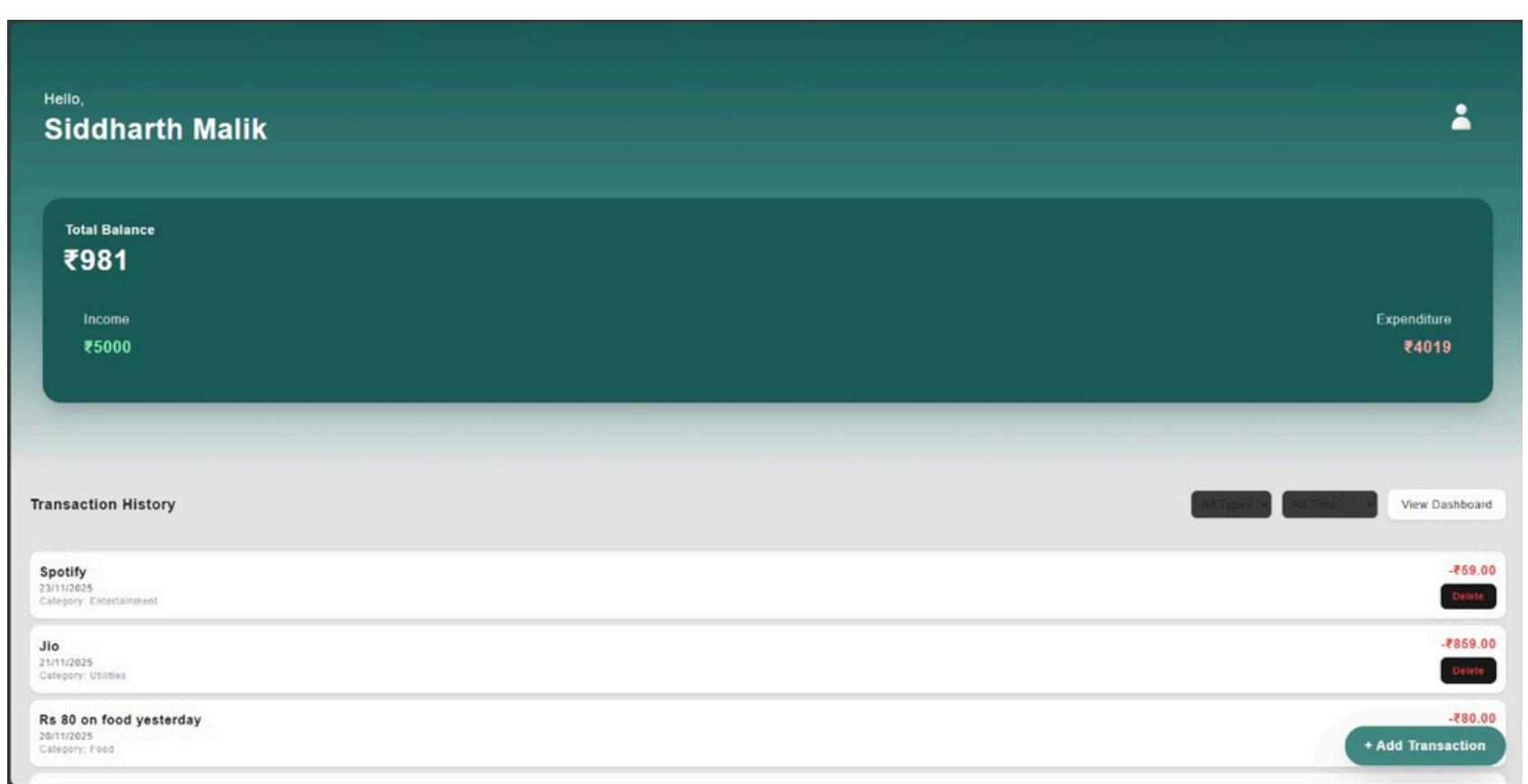
**Password**: \*\*\*\*\*

**Go to Home**

# Home Page

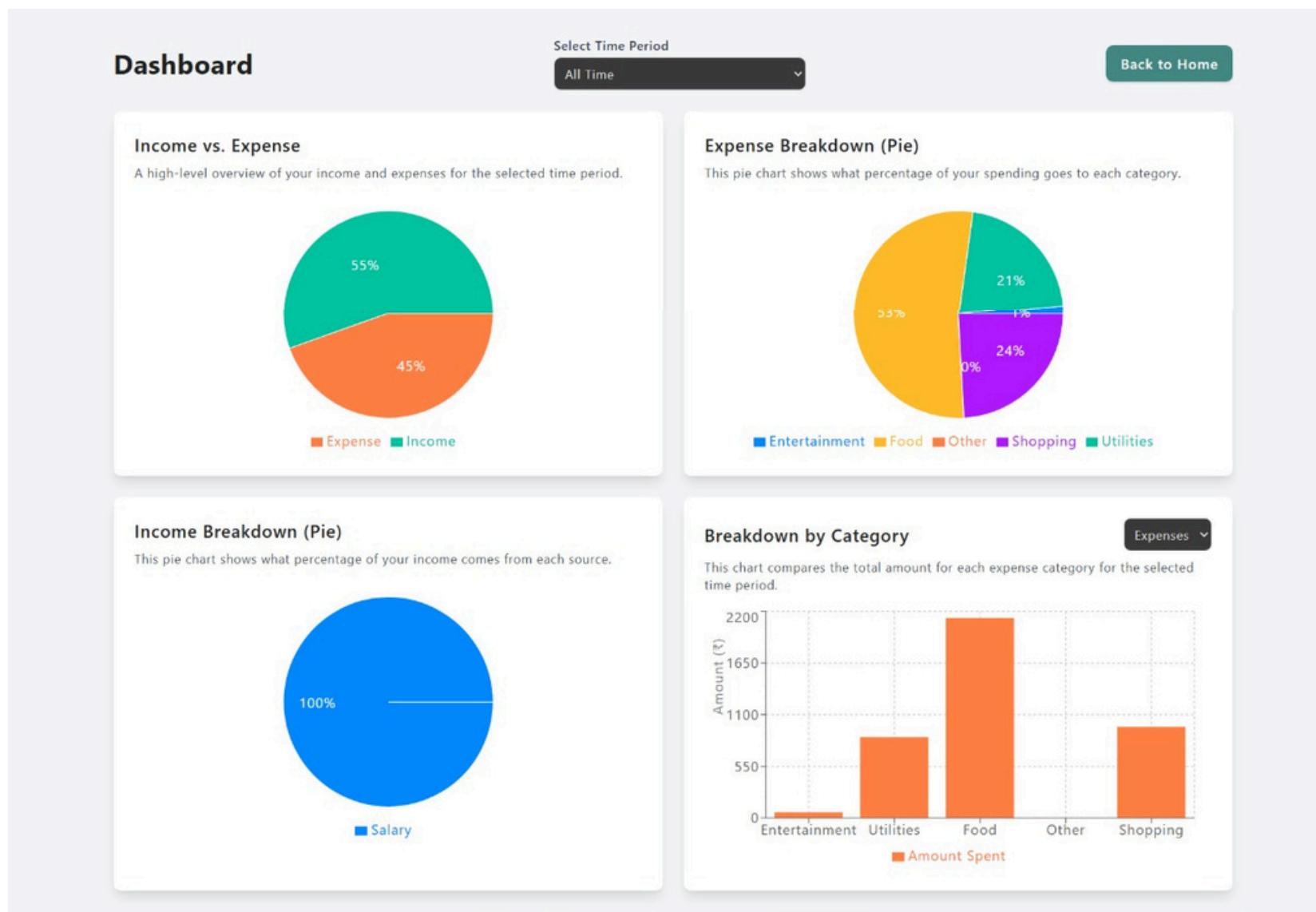
Desktop

Mobile

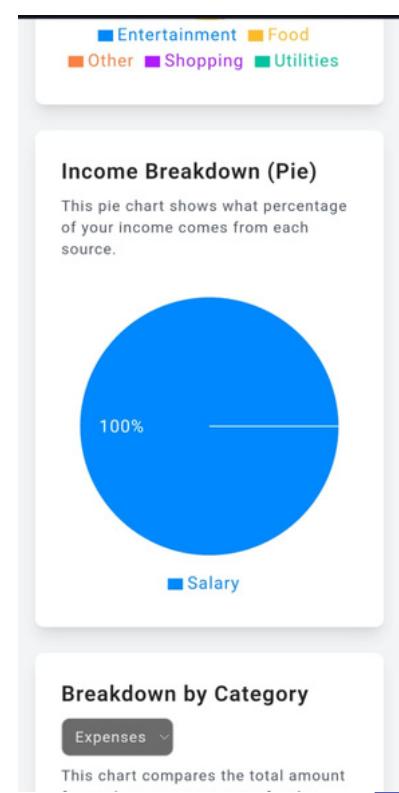
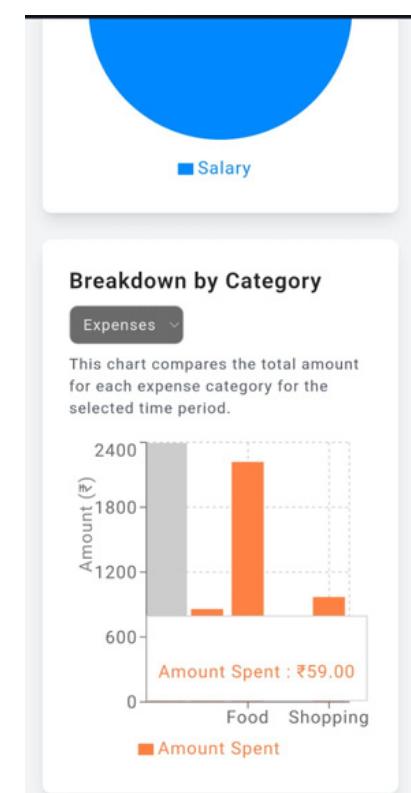
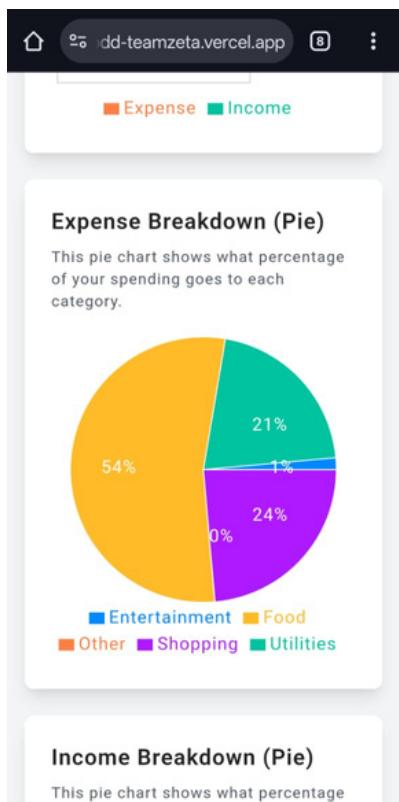
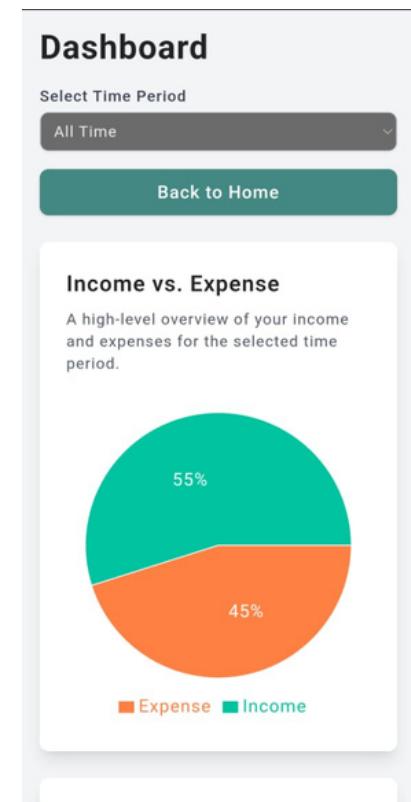


# Dashboard

## Desktop

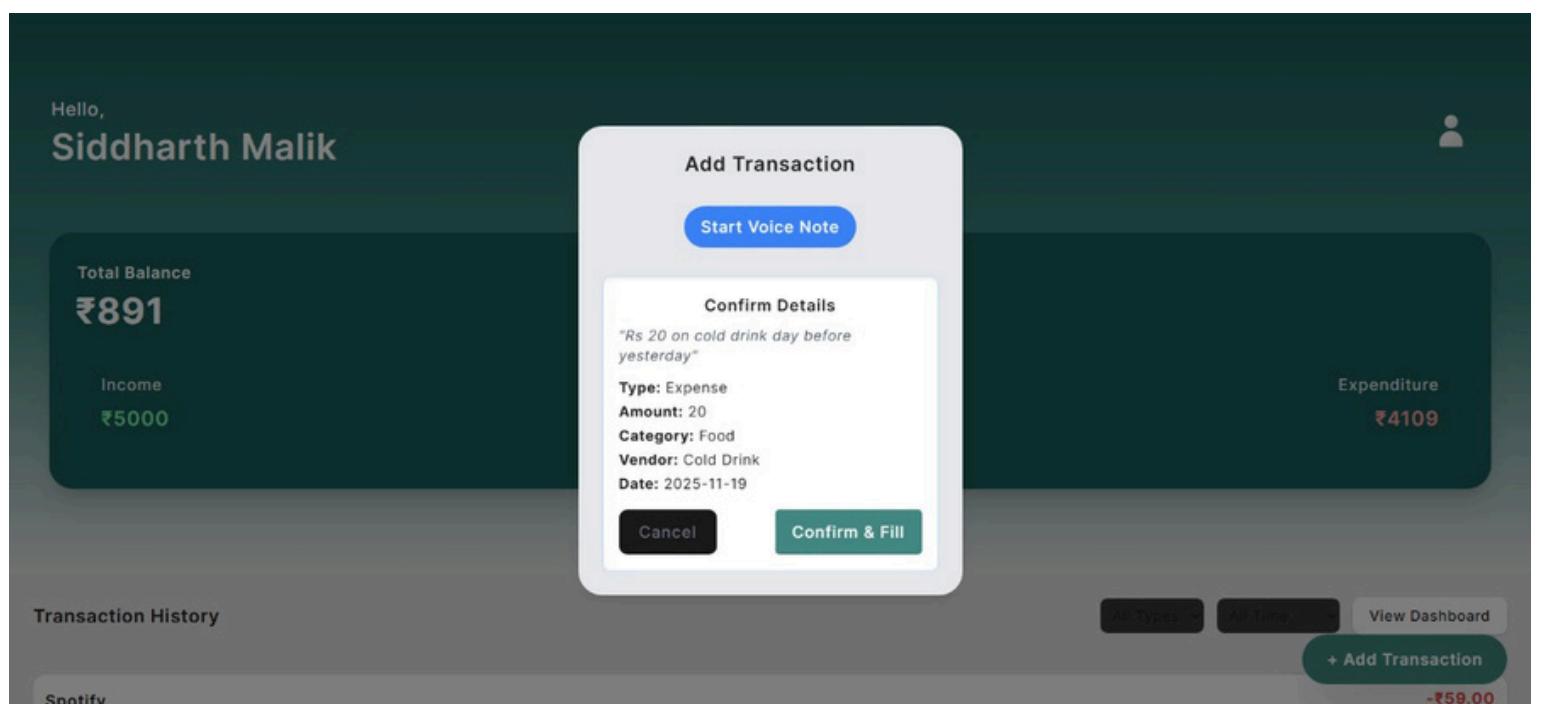
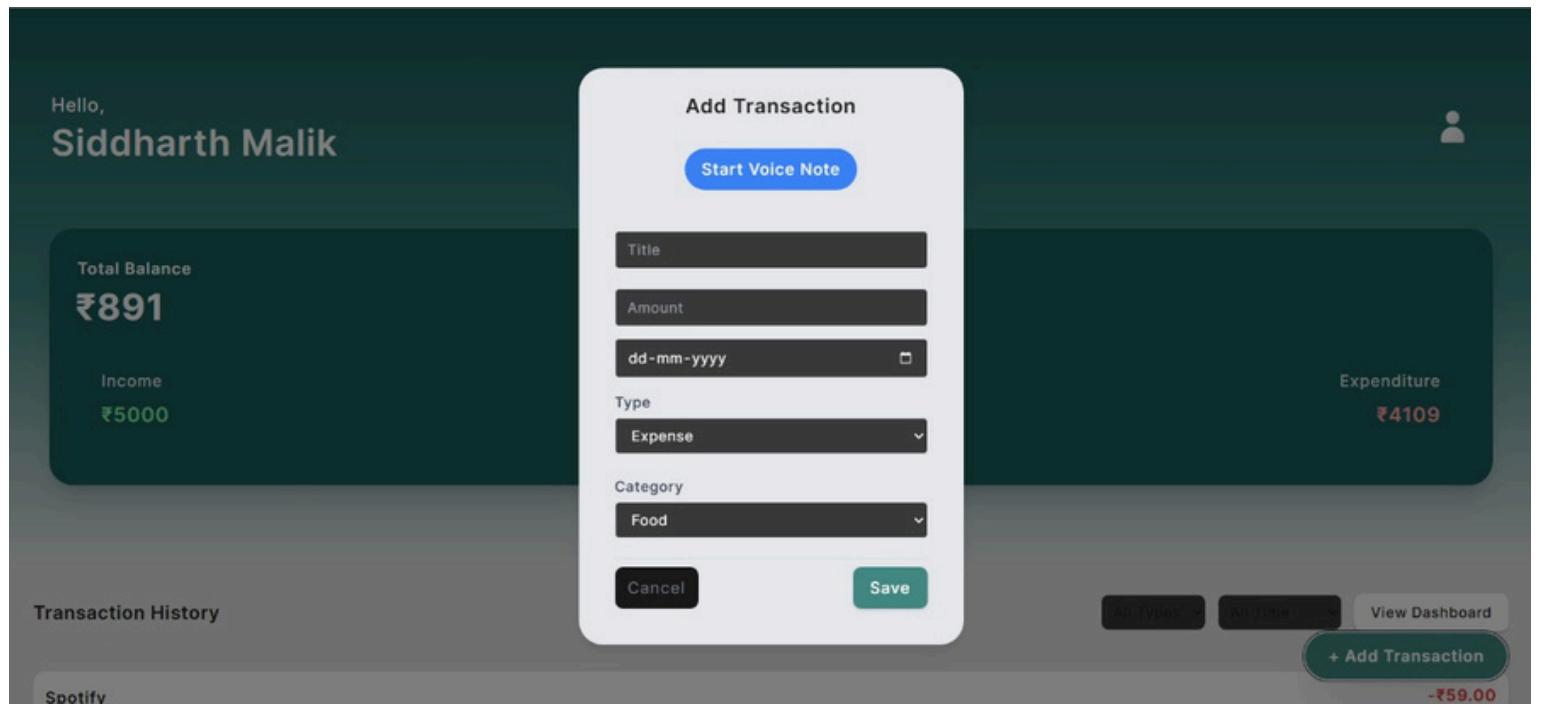


## Mobile

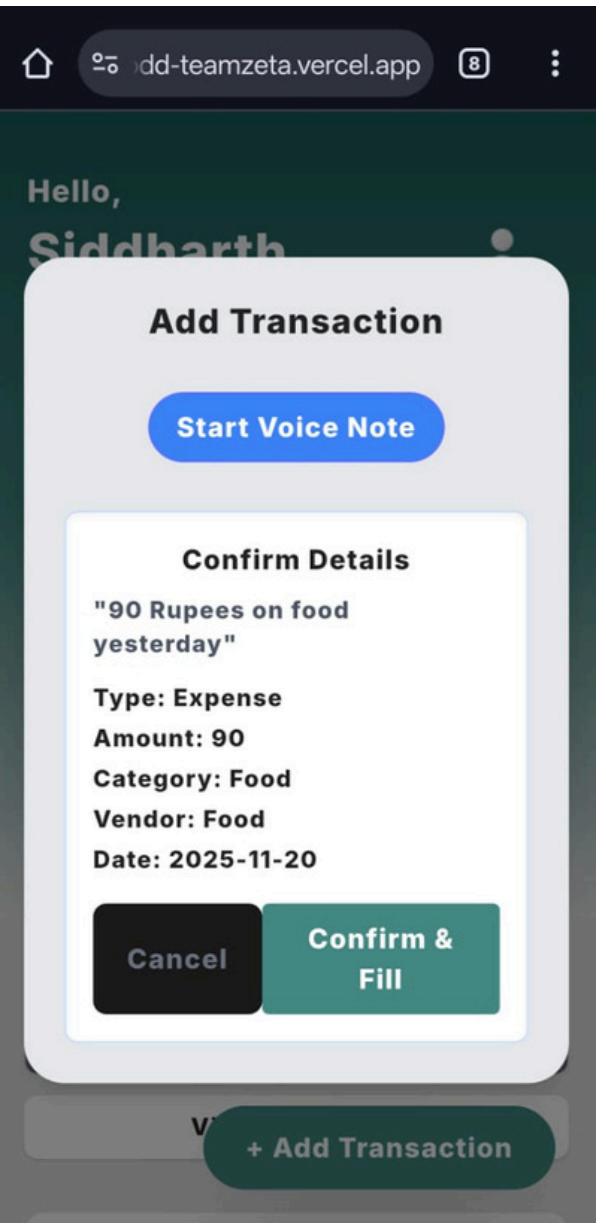
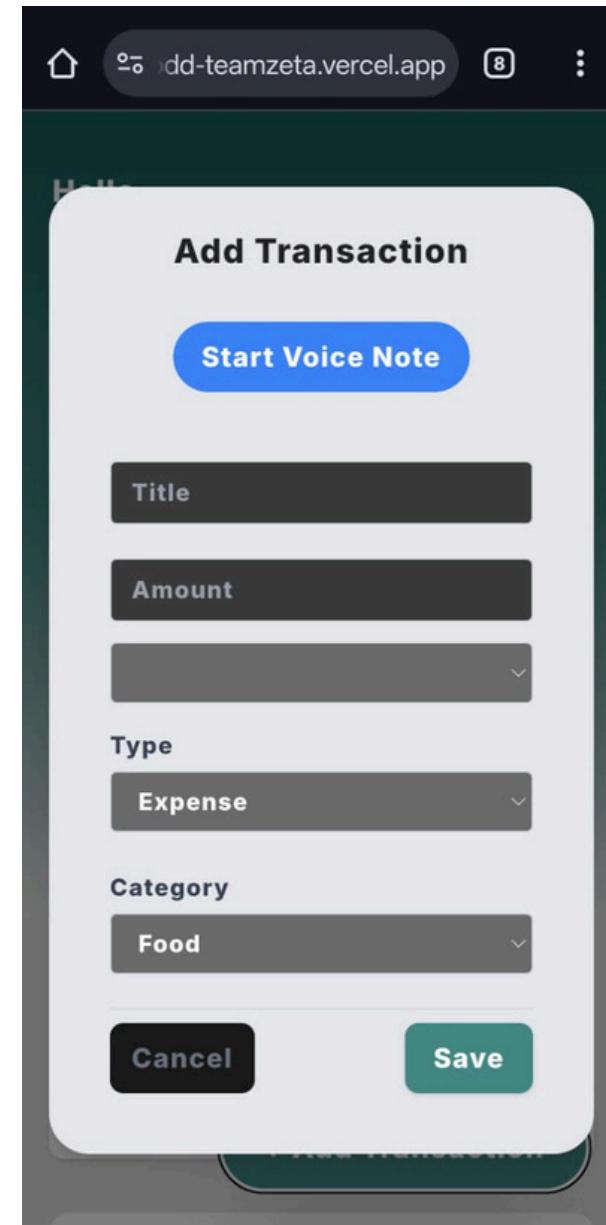


# Voice Input Feature

Desktop



Mobile



**THANK YOU! :)**