



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



1. **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.

2. **Problem:** Voice Feature Implementation. (Initial inefficient implementation using a custom voice agent.)

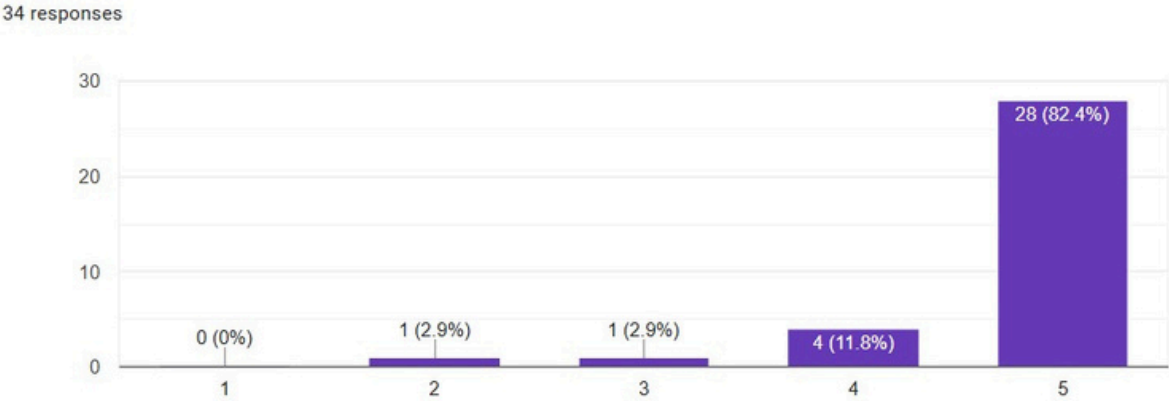
Solution: Switched the underlying technology to utilize the LangChain model, which proved to be a significantly more efficient and robust solution for transaction parsing.

3. **Problem:** Final Deployment (Vercel). (Encountered build issues —failure to identify the distribution folder—and Firebase credential errors.)

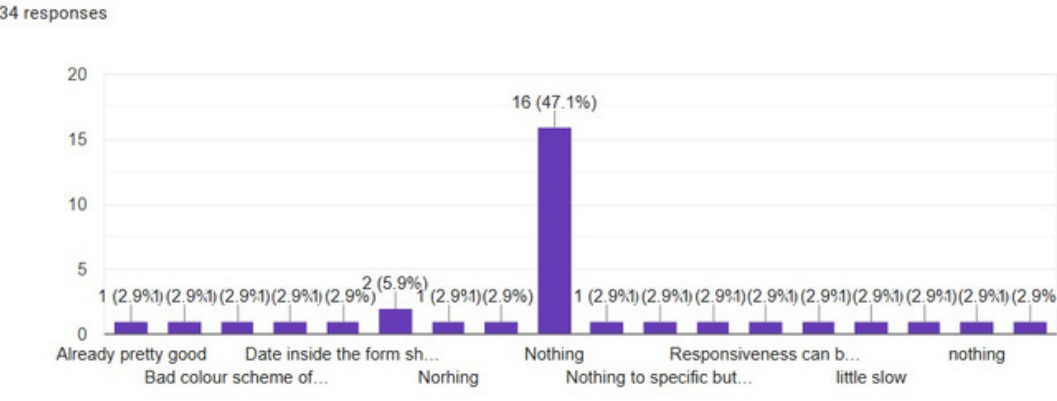
Solution: Resolved build issues by making targeted changes to the vercel.json configuration file. Handled Firebase credential complexity by correctly managing separate necessary files.

User Feedback

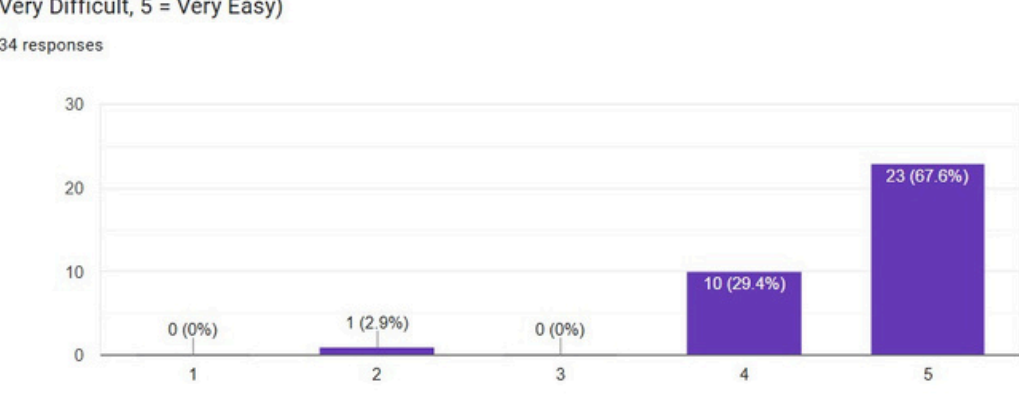
On a scale of 1 to 5, how would you rate your overall experience with the app? [Copy chart](#)



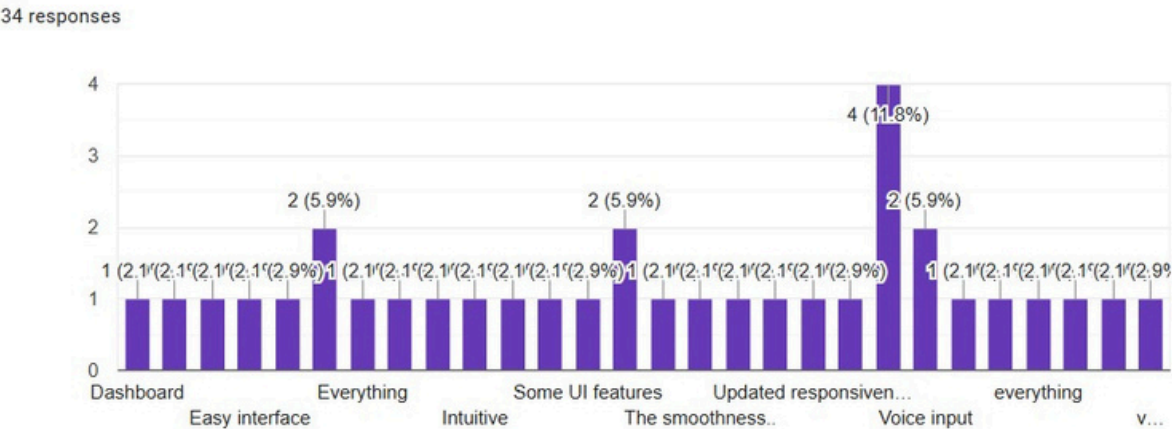
What did you find *most frustrating* or dislike about PockIt? [Copy chart](#)



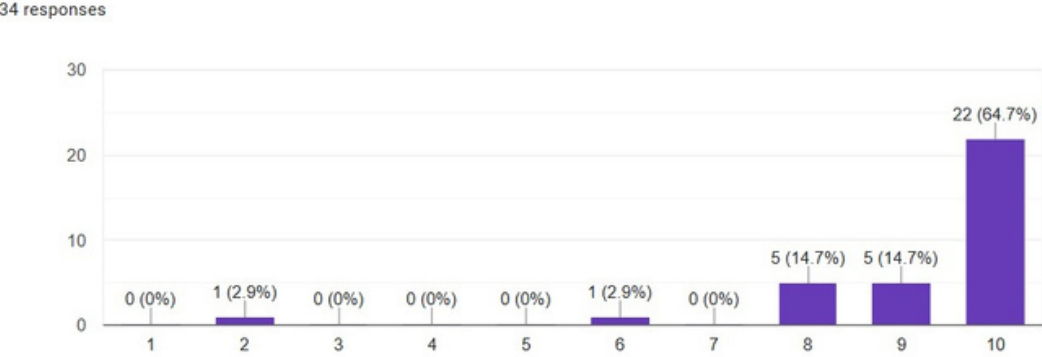
How easy or difficult was it to add a transaction using your voice? (Scale: 1 = Very Difficult, 5 = Very Easy) [Copy chart](#)



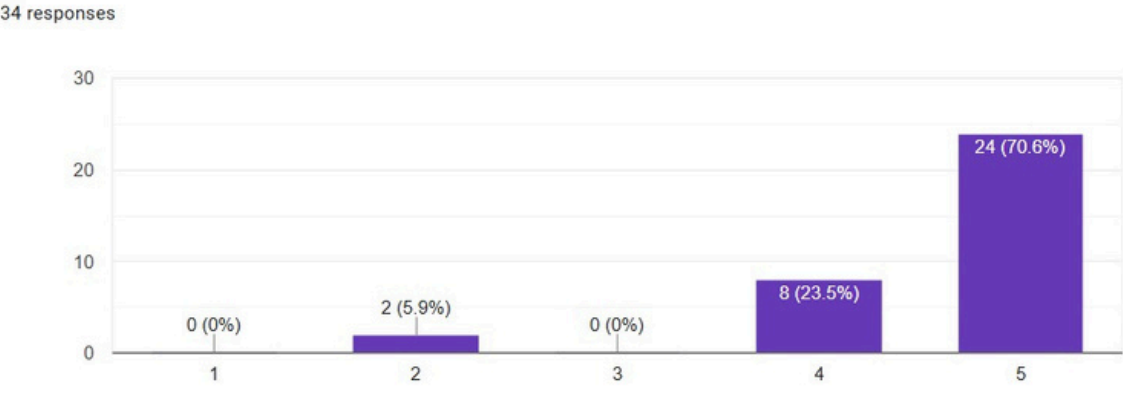
What did you like *most* about PockIt? [Copy chart](#)



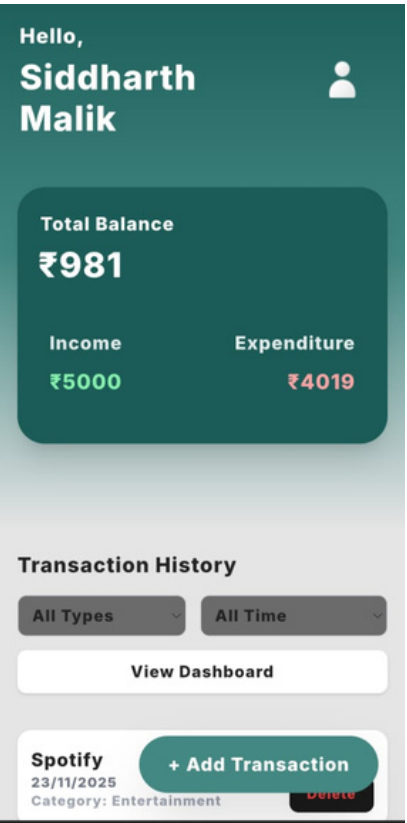
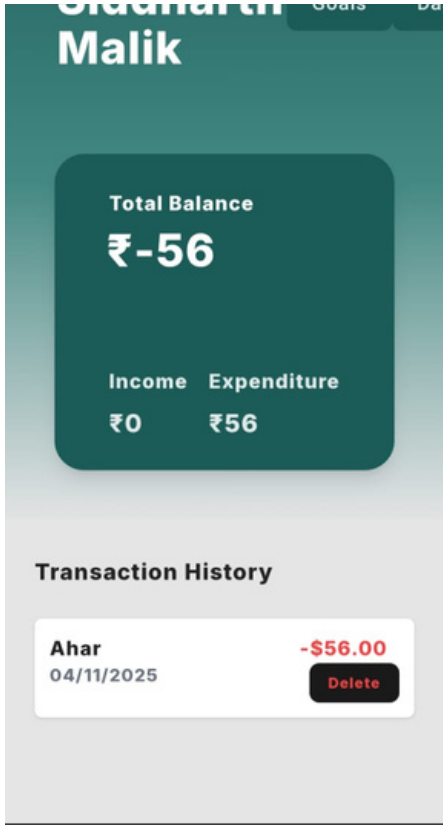
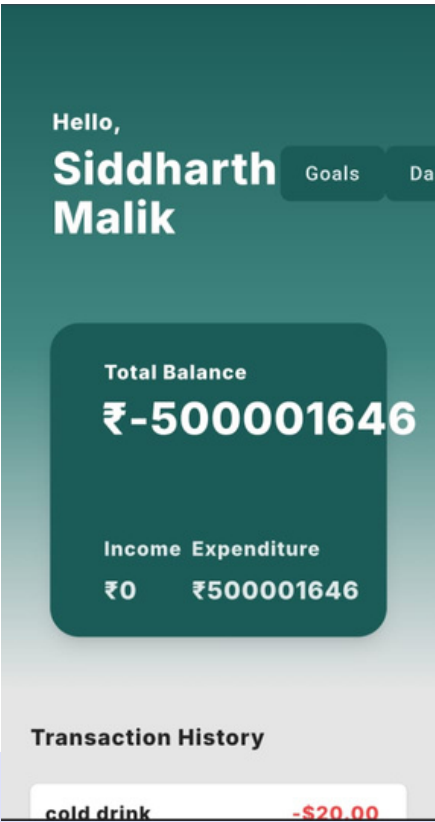
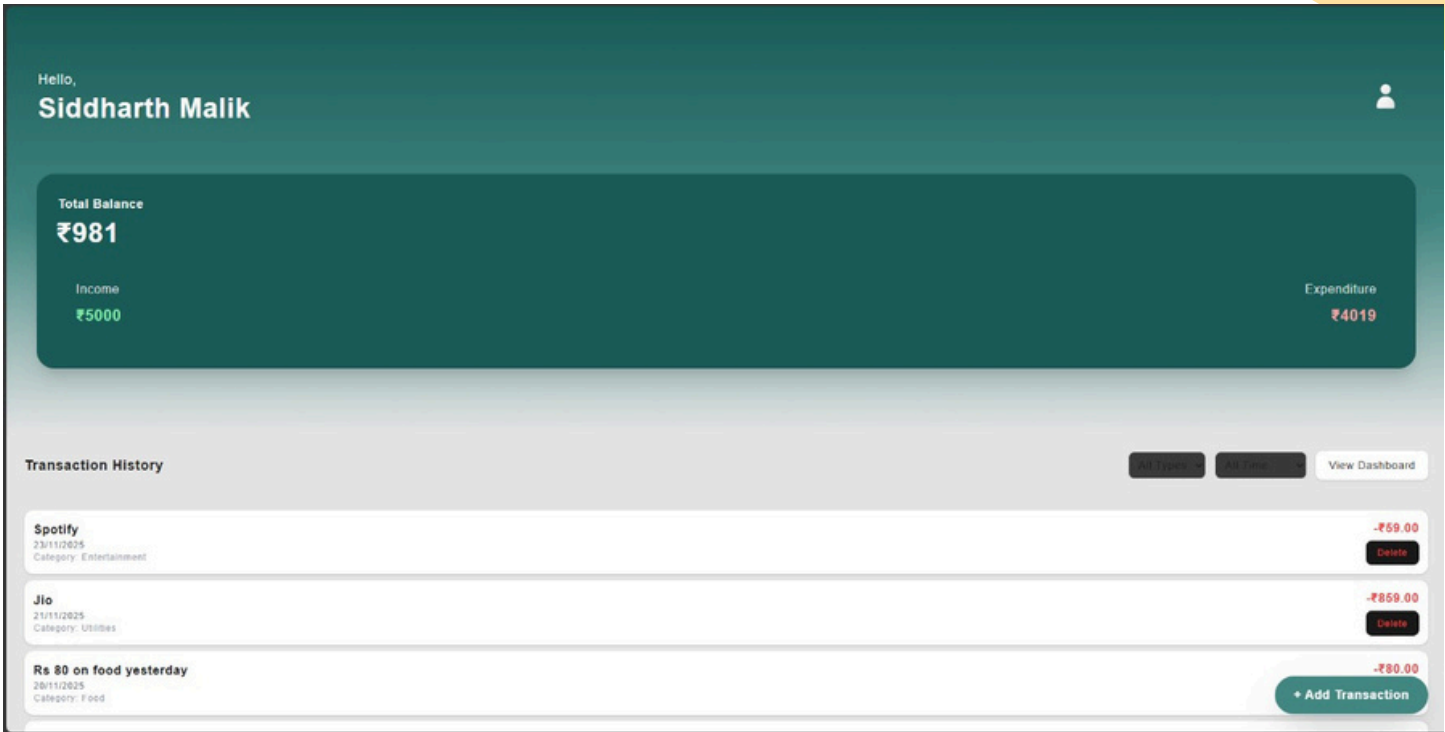
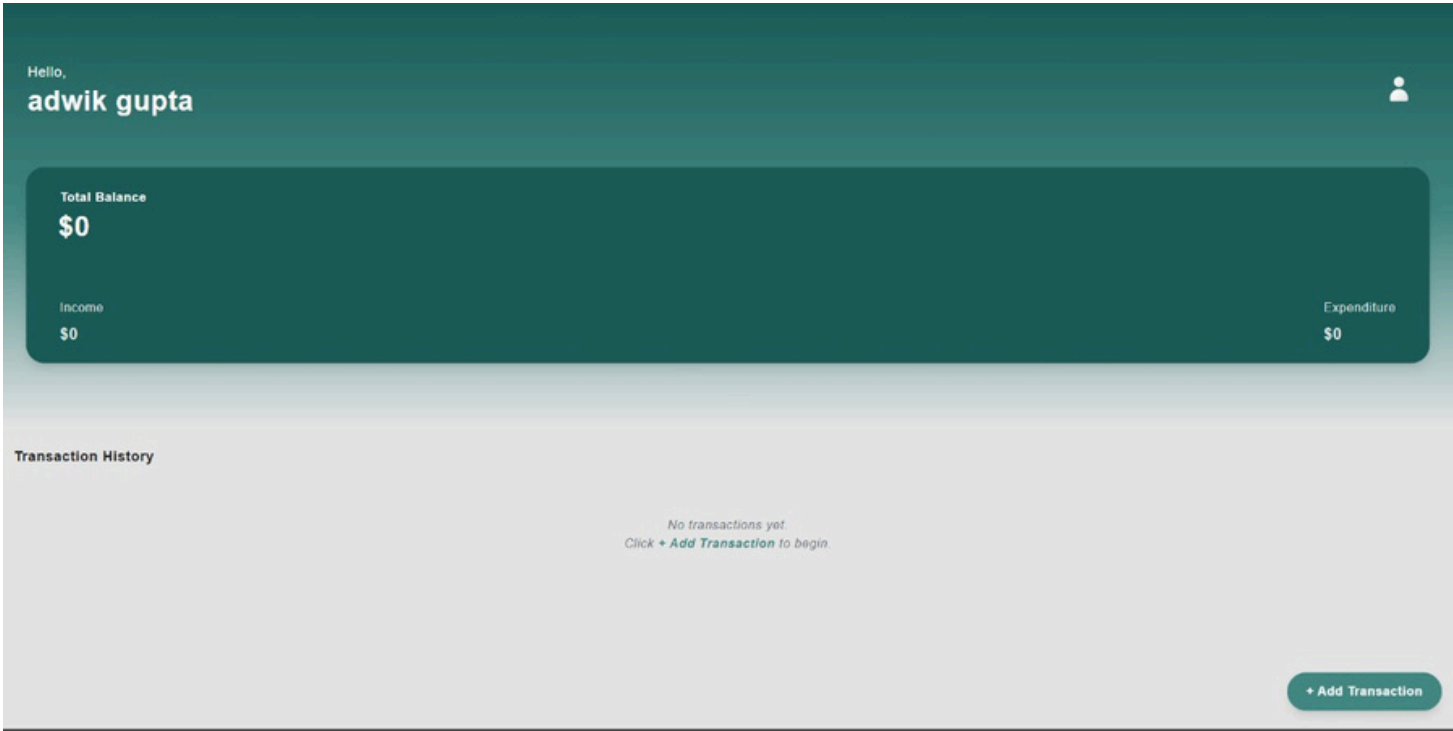
How likely are you to recommend this app to a friend or colleague? (1-10) [Copy chart](#)



How satisfied are you with the accuracy of the voice input? [Copy chart](#)



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

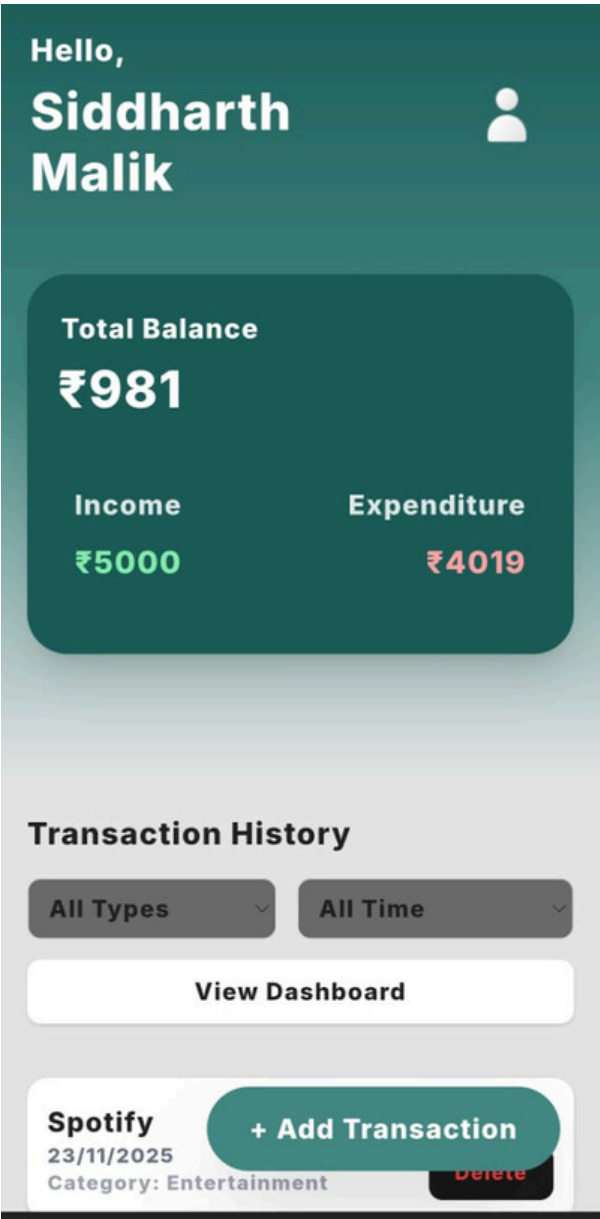
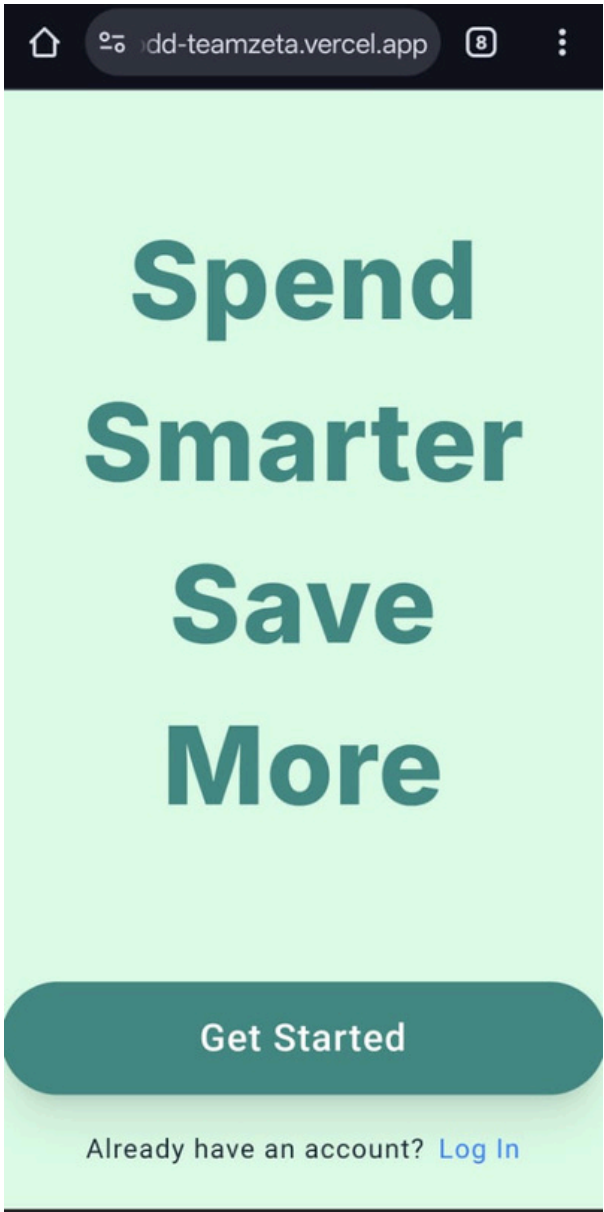
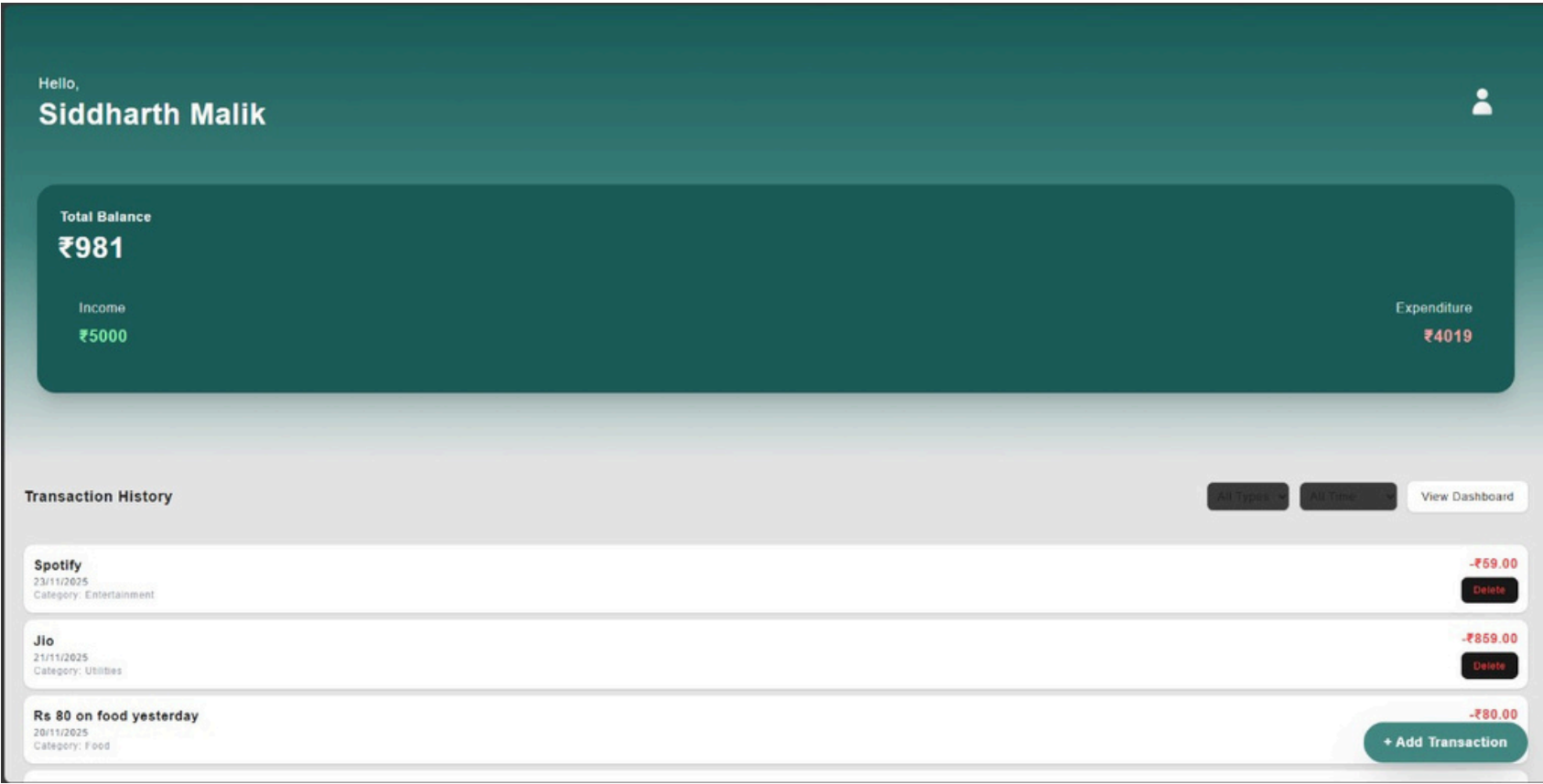
Password

Go to Home

Home Page

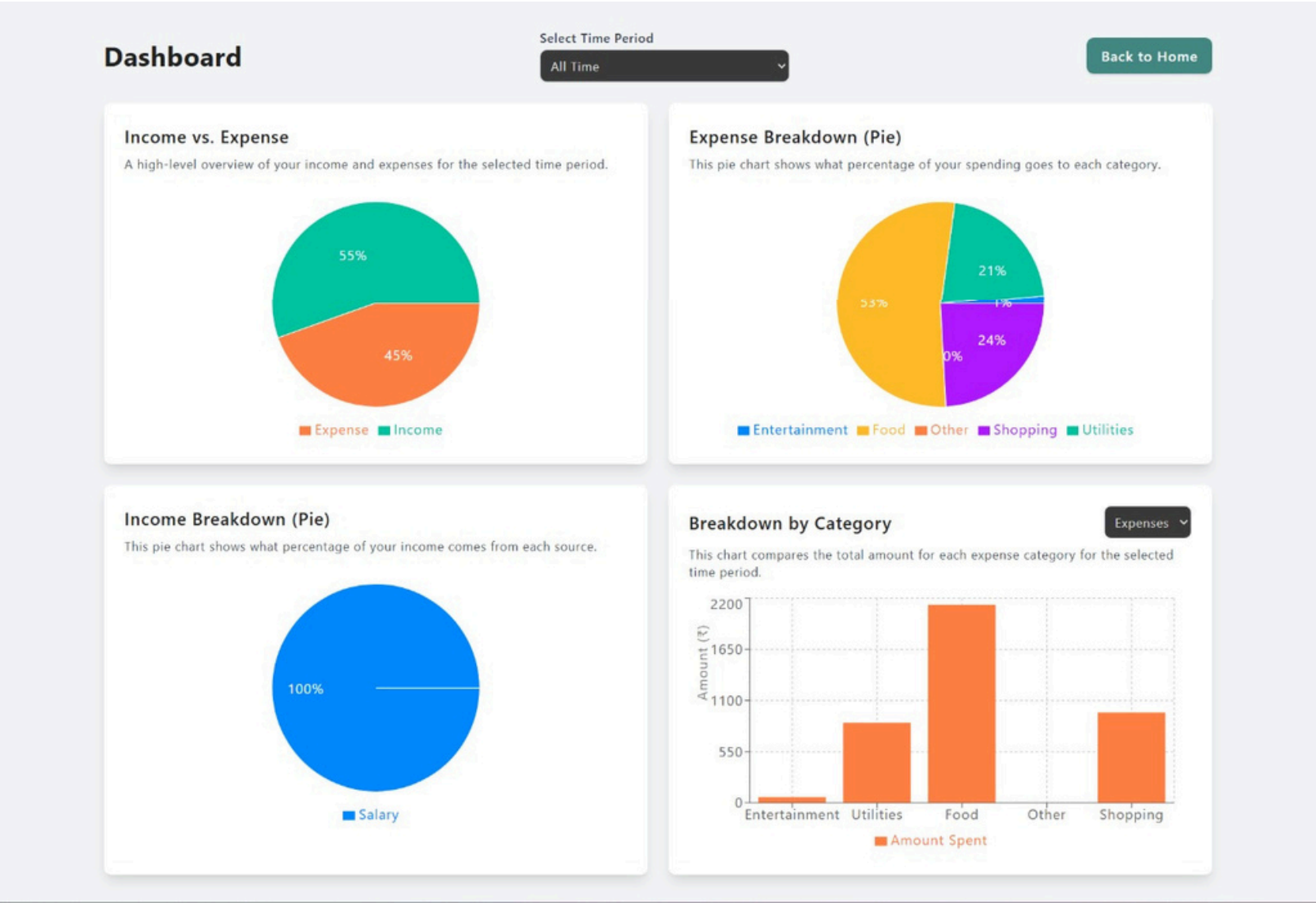
Desktop

Mobile

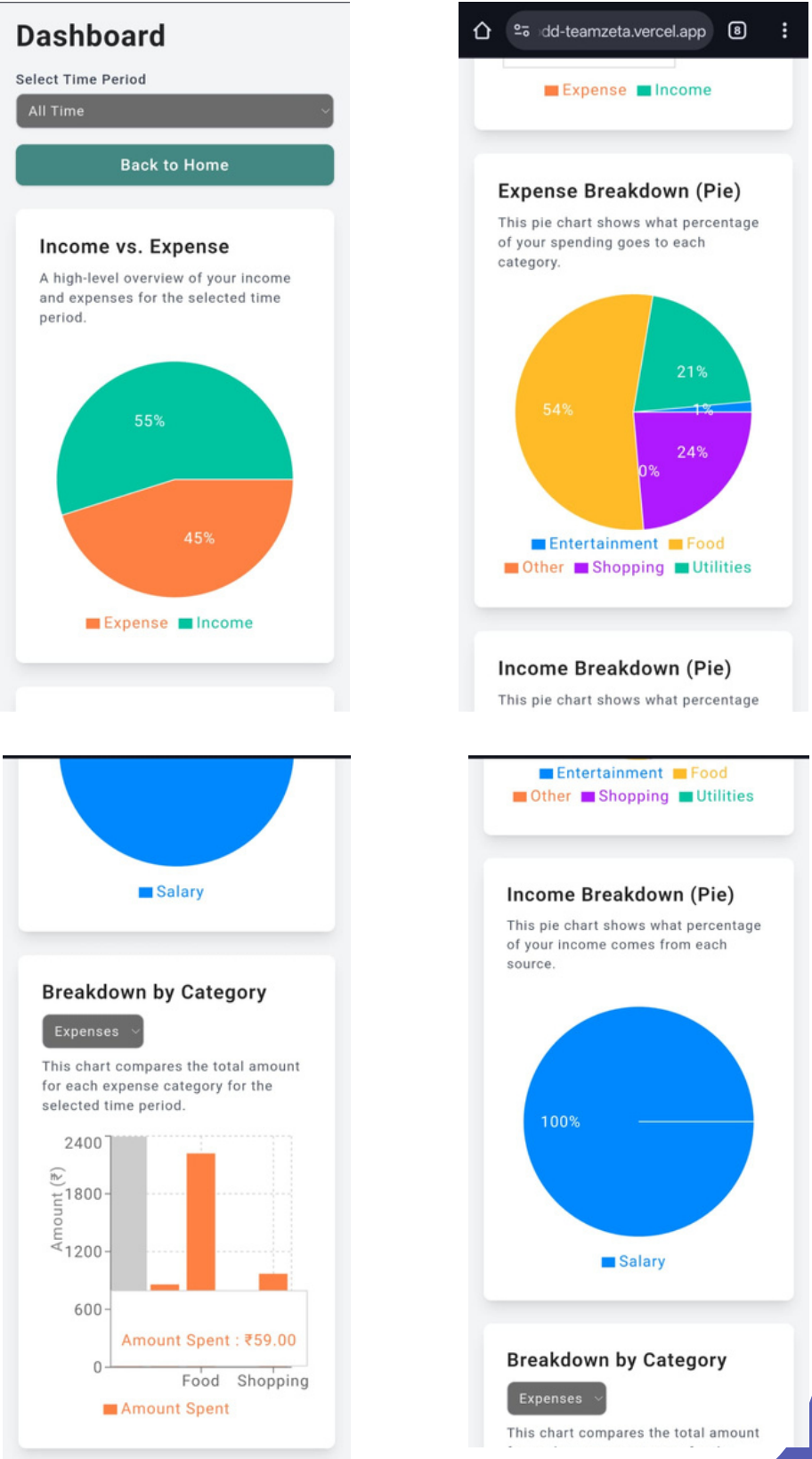


Dashboard

Desktop



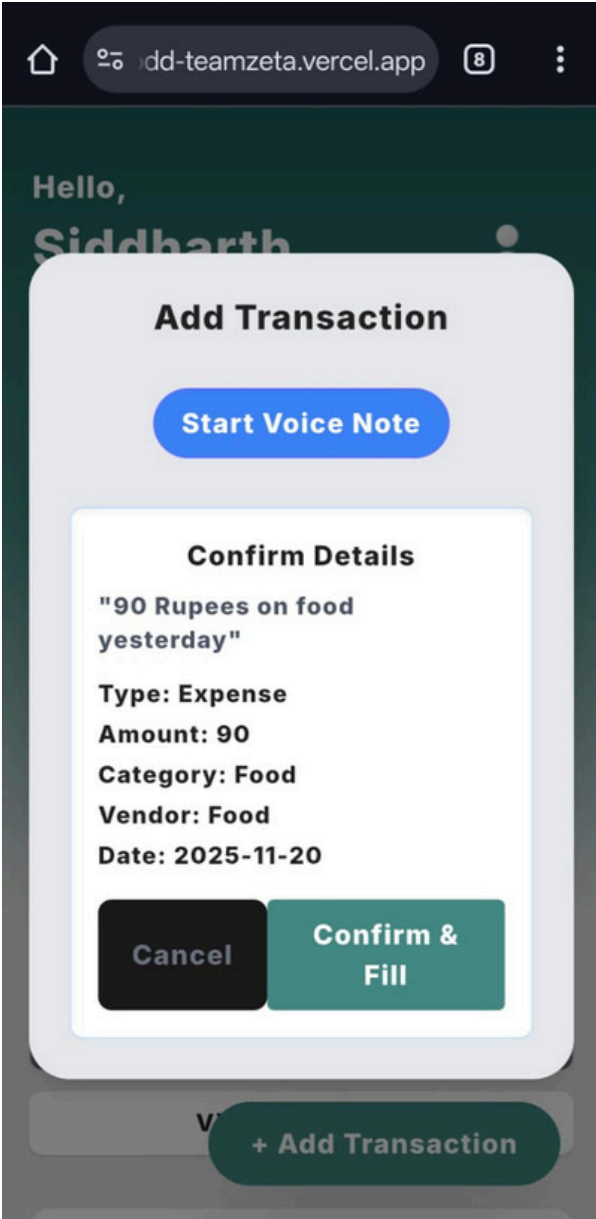
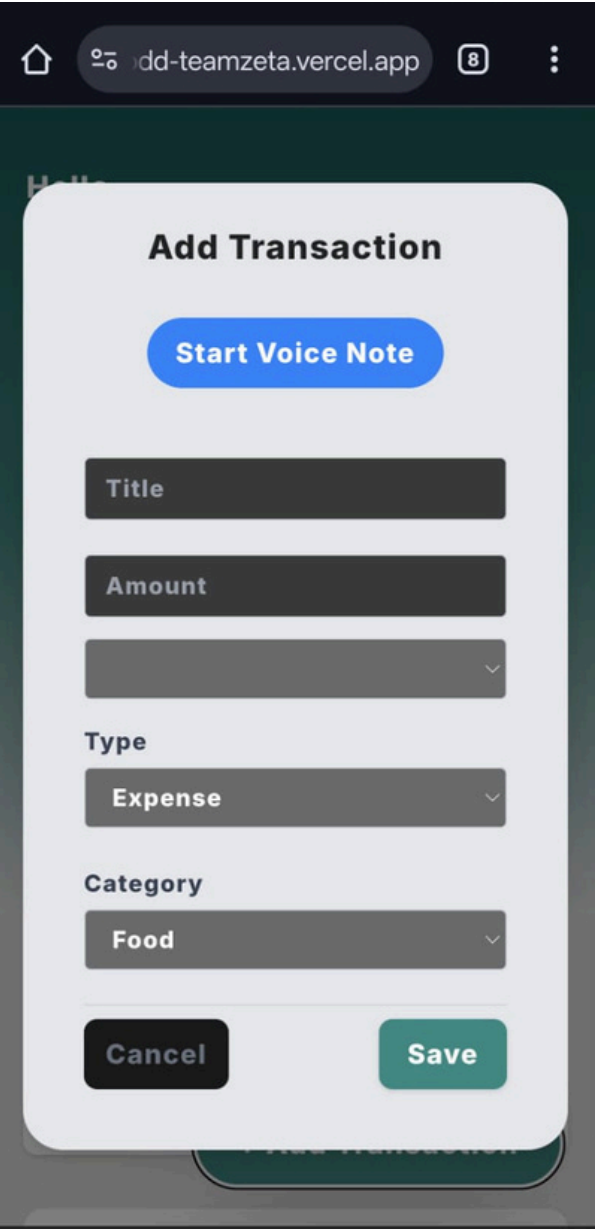
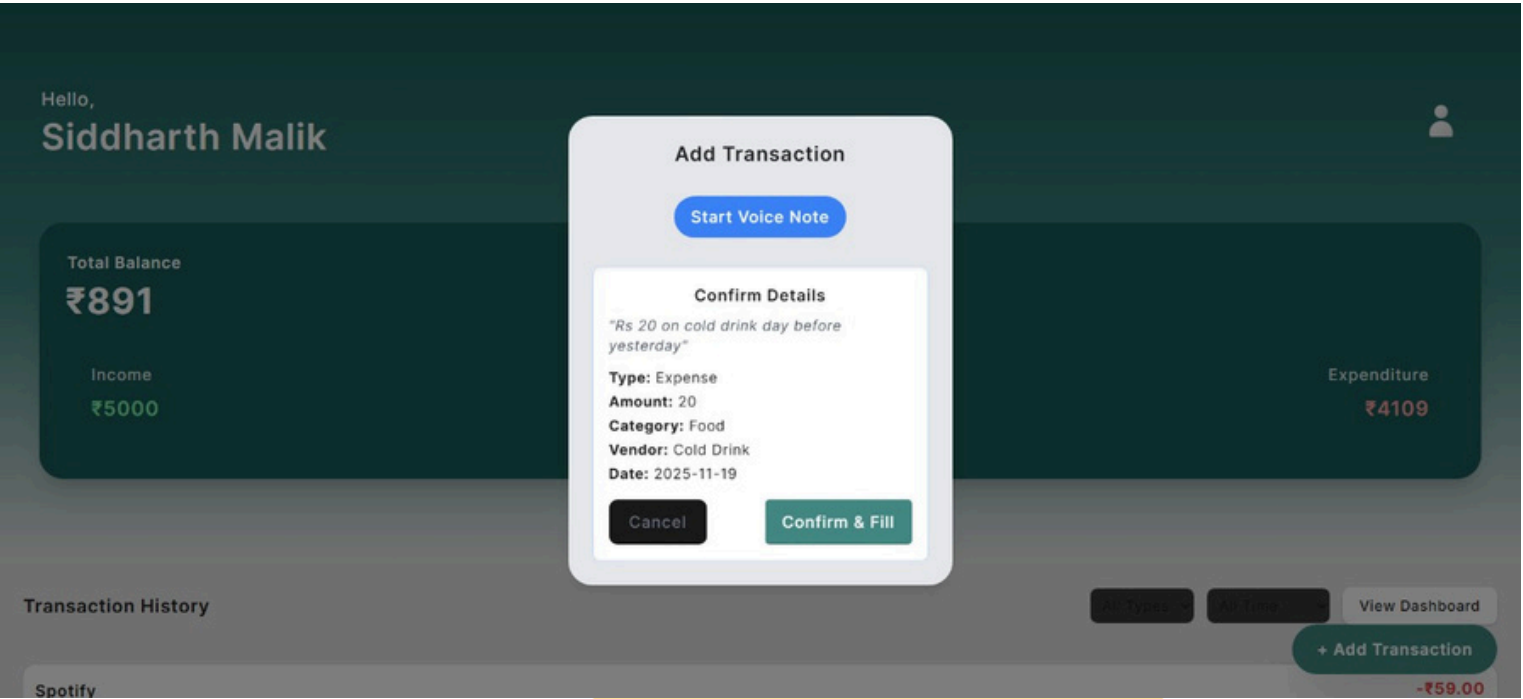
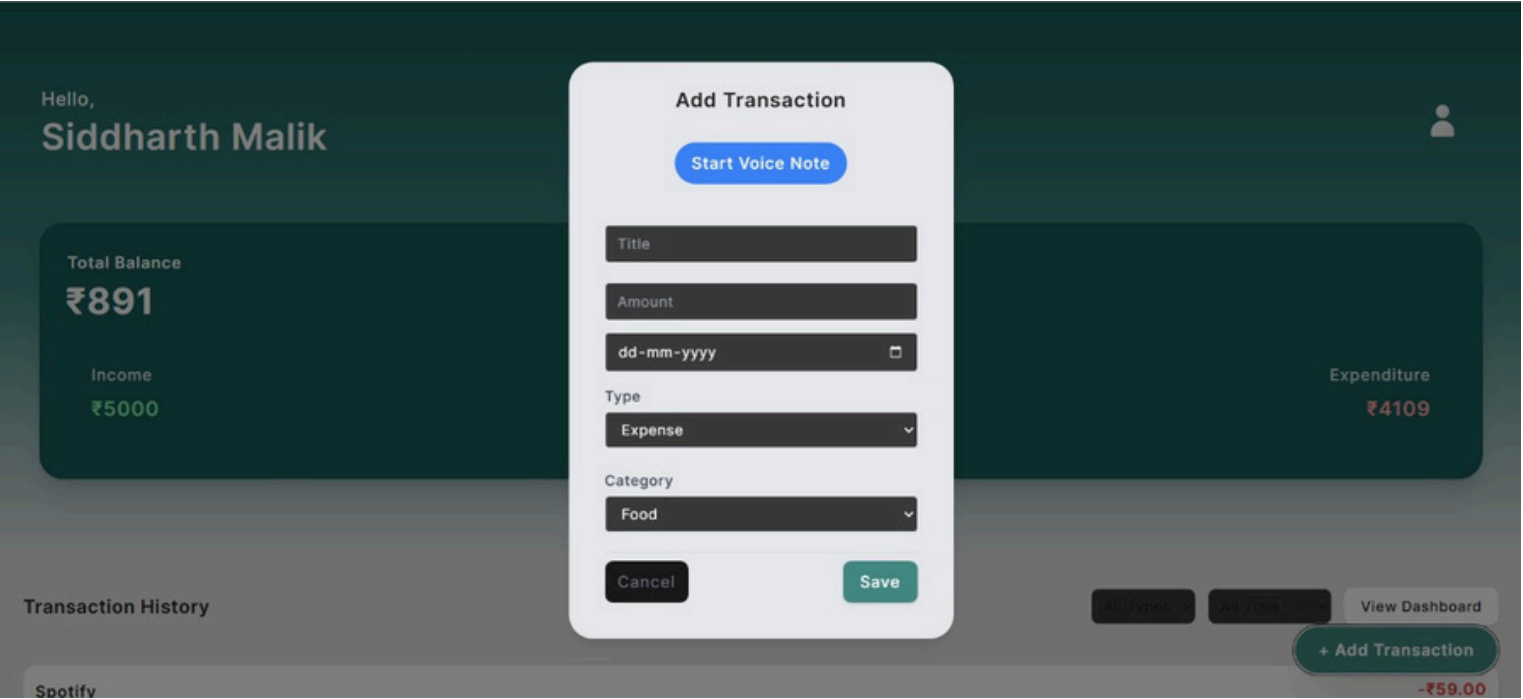
Mobile



Voice Input Feature

Desktop

Mobile



THANK YOU! 😊