Finance Expense Tracker - UI/UX Case Study

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1. Project Overview

This project is a **Finance Expense Tracker mobile app UI** designed using **Figma**. The goal of the app is to help users **categorize and record daily expenses** in a simple and intuitive way.

The focus of this project is on **user interface design, user flow, and visual clarity**, rather than backend logic or real data storage.

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2. Problem Statement

Many expense-tracking apps feel overwhelming due to:

- Complex data entry

- Too many screens

- Poor visual hierarchy

Users need a **simple and fast way** to:

- Select an expense category

- Enter an expense amount

- View expenses on a home dashboard

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3. Design Goals

- Keep the interface **minimal and beginner-friendly**

- Reduce the number of steps to add an expense

- Clearly display expense categories

- Provide a clean and readable home dashboard

- Ensure the design can be easily implemented in a real app later

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4. Target Users

- Students managing daily expenses

- Young professionals tracking monthly spending

- First-time users of finance apps

- Anyone looking for a lightweight expense-tracking experience

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5. User Flow

1. User opens the app

2. Home screen displays expense categories

3. User selects a category (e.g., Food, Travel)

4. User navigates to the "Add Expense" screen

5. User enters the expense amount

6. User returns to the Home screen

This flow is intentionally kept **short and simple** to reduce friction.

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6. Screens Designed

Home Screen

- Displays main expense categories

- Acts as the central dashboard

- Designed with clear spacing and hierarchy

Add Expense Screen

- Allows users to input an expense amount

- Focuses on one action to avoid distraction

- Simple call-to-action button

Category Screens

- Each category follows a consistent layout

- Visual consistency improves usability

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7. Design Decisions

- **Minimal color palette** to avoid visual overload

- **Large touch targets** for better mobile usability

- **Consistent spacing and typography** across screens

- Icons used to improve quick recognition of categories

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8. Tools Used

- **Figma** - UI design and prototyping

- No external plugins or code were used

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9. Limitations

- This is a **design prototype only**

- No real data storage or calculations

- Expense input and totals are not dynamically updated

- Keyboard input and validation are not implemented

These limitations are due to the scope being focused on **UI/UX design**, not development.

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10. Future Improvements

- Implement dynamic expense calculations

- Add monthly and weekly summaries

- Include expense history and charts

- Add real input validation

- Convert the design into a fully functional mobile app

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11. Conclusion

This project demonstrates a **clean and user-focused UI design** for a finance expense-tracking app.
The design prioritizes simplicity, clarity, and ease of use, making it suitable for users who want a straightforward way to track expenses.