

Front End Engineering-II

Project Proposal

Semester-III (Batch-2023)

Dhanadhyaksh

Your Personal Guide To Financial Freedom



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NAME OF THE WEBSITE:

Dhanadhyaksh: Your personal guide to financial freedom.

DESCRIPTION:

Dhanadhyaksh is a comprehensive personal finance tracker designed to help users manage their income, expenses, assets, and liabilities efficiently. It provides an intuitive interface for tracking spending habits, setting financial goals, and monitoring progress. Dhanadhyaksh aims to simplify personal finance management through detailed insights and easy-to-understand visualizations.

TECHNOLOGIES USED:

1. Html
2. CSS
3. JavaScript
4. React.JS
5. Angular

MARKET COMPETITORS:

| Our website | Competitors |
|---------------------|-------------------------|
| <i>Dhanadhyaksh</i> | <i>Mint</i> |
| | <i>YNAB</i> |
| | <i>Personal Capital</i> |
| | <i>Pocket Guard</i> |

TARGET AUDIENCE:

- **Individual:** People looking to manage their personal finances more effectively.
- **Families:** Families seeking to track household expenses and manage budgets collectively.
- **Small Business Owners:** Entrepreneurs who need to keep track of their businesses, income and expenses.

KEY FEATURES:

- **Dashboard:** An overview of available balance, total net worth, income sources, and spending categories.
- **Assets Management:** Tracking of various assets such as gold, stocks, warehouses, and land.
- **Goal Setting:** Allows users to set financial goals and track their progress.
- **Notifications:** Alerts for due bills to avoid late fees.
- **Income and Expense Tracking:** Detailed logs of income and expenses with categories and sub-categories.
- **Reports and Analytics:** Visual representations of income and expenses trends.
- **Interactive Charts:** Graphs displaying income vs. expenses over time.
- **Expense Breakdown:** Detailed breakdown of expenses for pets, housing, personal and transportation.

COMPARISON BETWEEN COMPETITORS AND DHANADHYAKSH:

1. MINT

| Parameters | Dhanadhyaksh | Mint |
|------------|---|---|
| Strength | More user-friendly interface with simpler navigation and focused feature set. | Comprehensive financial Planning, Bill tracking, and credit score monitoring. |
| Weakness | Not yet detected. | Can be overwhelming with features, less focus on user experience |

2. YNAB (You Need A Budget)

| Parameters | Dhanadhyaksh | YNAB |
|------------|---|---|
| Strength | Easier onboarding process and more intuitive for beginners. | Strong budgeting philosophy and proactive financial management. |
| Weakness | Not yet detected. | Requires a mindset shift, which can be challenging for new users. |

3. Personal Capital:

| Parameters | Dhanadhyaksh | Personal Capital |
|------------|---|--|
| Strength | Tailored for everyday users, not just those with significant investments. | Combines budgeting with investment tracking. |
| Weakness | Not yet detected. | Primarily focused on wealth management, which might not appeal to all users. |

4. Pocket Guard:

| Parameters | Dhanadhyaksh | PocketGuard |
|------------|---|--|
| Strength | Offers more detailed insights and a wider range of features while maintaining simplicity. | Simplifies budget management by focusing on disposable income. |
| Weakness | Not yet detected. | Limited features compared to comprehensive finance apps. |