Expense Advisor

*For people who need help keeping track of their regular expenses.*

**Summary**

The *Expense Advisor* is an app that allows you to keep track of your spending by taking pictures of your receipts. You set thresholds on your spending for daily, weekly, and monthly expenses and when you near them, the app notifies you that you are near your limits. In addition, the app will give you recommendations based on your spending habits.

**Problem and Solution**

Many people in the modern day have problems with money. And whether that problem is saving money or spending too much of it the *Expense Advisor* app has the solution to your problems. The solution in this case is a simple app to help you keep track of your daily, weekly, or monthly expenses on a given budget. Simply take a picture of your receipt and the app will import that information in a customizable spending profile just for you. Not only will it help you stay within your budget, it will also help suggest where you might be able to get more bang for your buck.

**Getting Started**

Once you download the app and create your profile you gain access to this powerful advising app. After creating your profile, set your budget limits, how many people you are shopping for and upload a receipt and you are set to go.

**Internal Quote**

*“I like having the budgets structured by category, and being able to see the amount I spend per day/week/month and along a per item basis”* – Nesi Mpanzy

*“I like having the app recommend where to shop based on my purchasing trends”* – Ariel Mukadi

**Customer Quote**

*“I like that this product is free for so many features”*

*“I like that it is reliable and consistent in its recommendations”*

*“I like that it gives real time updates”*

*“I like that it gives me warnings when I approach my budget limit, and when you go over”*

**Call to Action**

You can access this app on the play-store once it hits full release sometime in the future under the title ***Expense Advisor*** (name is subject to change)

**FAQs**

**What is Expense Advisor?**

Expense Advisor is a receipt management app useful for purposes such as expenditure tracking, taxes and to get some spending insights. Although our financial institution (bank) can show an aggregate view of each receipt amount, but it does not offer an item level overview.

Expense advisor is an app that can read from receipts and manage to process, categorize expenses, and may offer recommendation based on personal choices and preferences.

**How do I get Expense Advisor app?**

Expense Advisor is an android based mobile application. Therefore, it is available to download in play store and it will work with android phones.

**How do I start using Expense Advisor?**

Once you download the app on your android phone, click on the app’s icon and log in to your account if you already have one. If not, you would have to create your account using your Gmail, Facebook or any other email account and get access to all the features of the app.

**How does Expense Advisor give recommendations?**

Based on customers pre-defined choices and based on customers preferences and habit purchase, Expense Advisor is capable to provide varieties of recommendation such as stores, single items or groups of items, and days to make purchase. The more the customers provide data from receipts, the better the application would update its recommendations.

In addition, Expense Advisor can send alert if the limit of expense in certain category has been reached.

**How much does it cost to get Expense Advisor?**

Expense advisor is a free application and there is no future fee apply.

**How frequent should check my expenses?**

It is up to the customers to define how frequent they want to check the statistics of their expenses registered since the application provide a real-time statistic details per day, month, or even by category of article and by preference of store as well.

**How do I enter receipts information in the application?**

Expenses advisor offer two ways to enter information. The fastest one is to simply scan the receipt using the camera of your phone and the application will manage on getting all the necessary details from the receipt. The second way is for the user to simply enter manually the required information and make sure to do not omit anything.

**Internal FAQs**

**How is Expense Advisor different from other similar application?**

Expense Advisor does not only list details from receipt, but it actually plays the role of a financial planner management based on the user profile and update from data provided to the application. A complete data analysis would result on recommendations and alerts to help the users better manage their expenses.

**How is Expense advisor different from financial institutions (bank)?**

Financial institutions (bank) can show an aggregate view of each receipt amount, but it does not offer an item level overview. Expense advisor breaks down all expenses, taxes and gives clear statistic, group the expanses based on categories. The user can generate report and visual presentation of his expenses based on the transaction date of the expenses or category of items. Expense advisor has several pre-determined options where the user personal investment portfolio is typically decided after answering several simple age and risk tolerance related questions.

**Where are the recommendations sent?**

Expense advisor send recommendations through text messages, emails on top of pushing an alert in the application.

**What can Expense Advisor can incorporate in the future?**

The application can add a location service that lead the user to the nearest store or any store of preference. Also, the application can send notifications about stores' deals and promotion happening on specifics items pre-defined by the customers or based on customers past purchases.