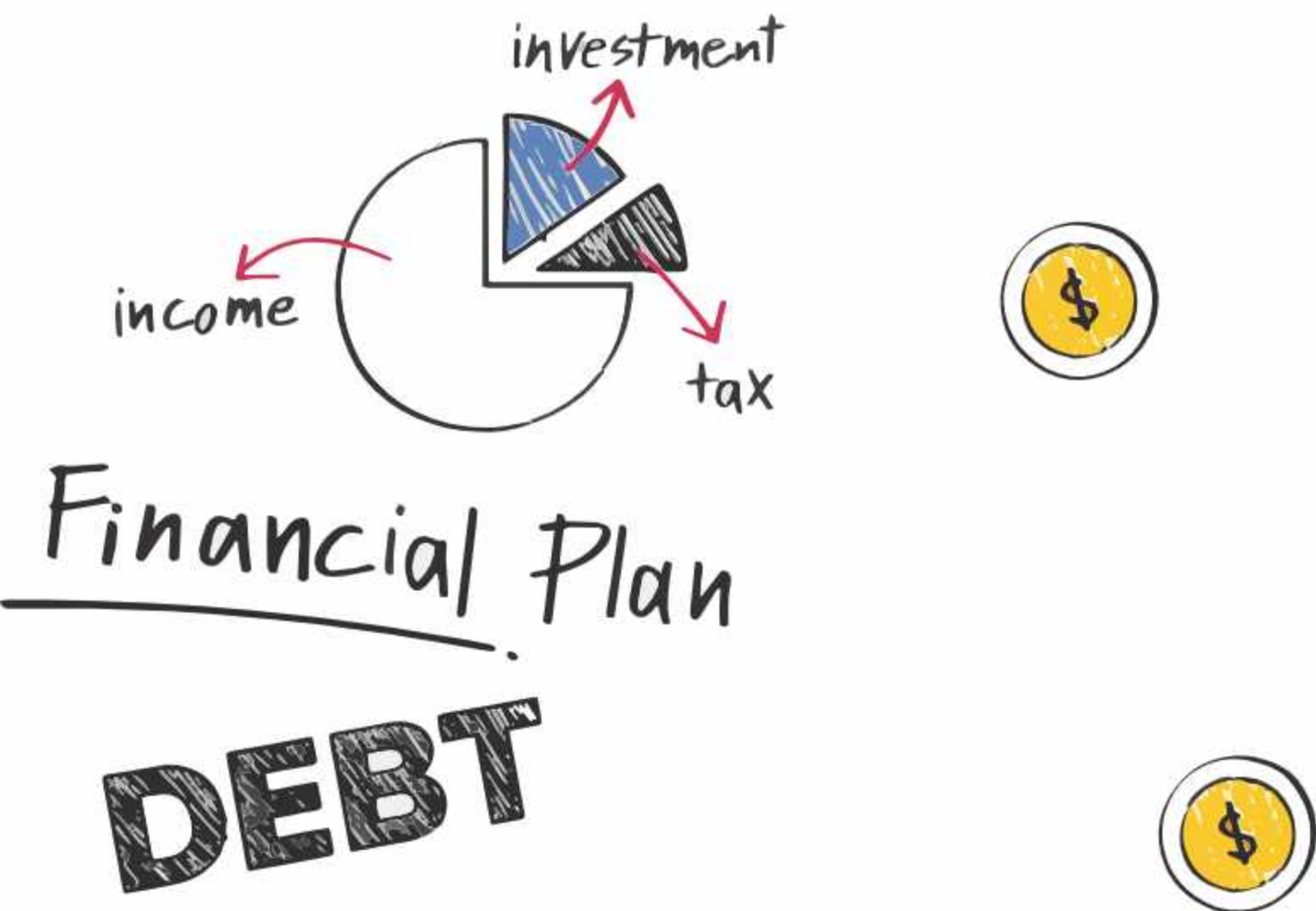


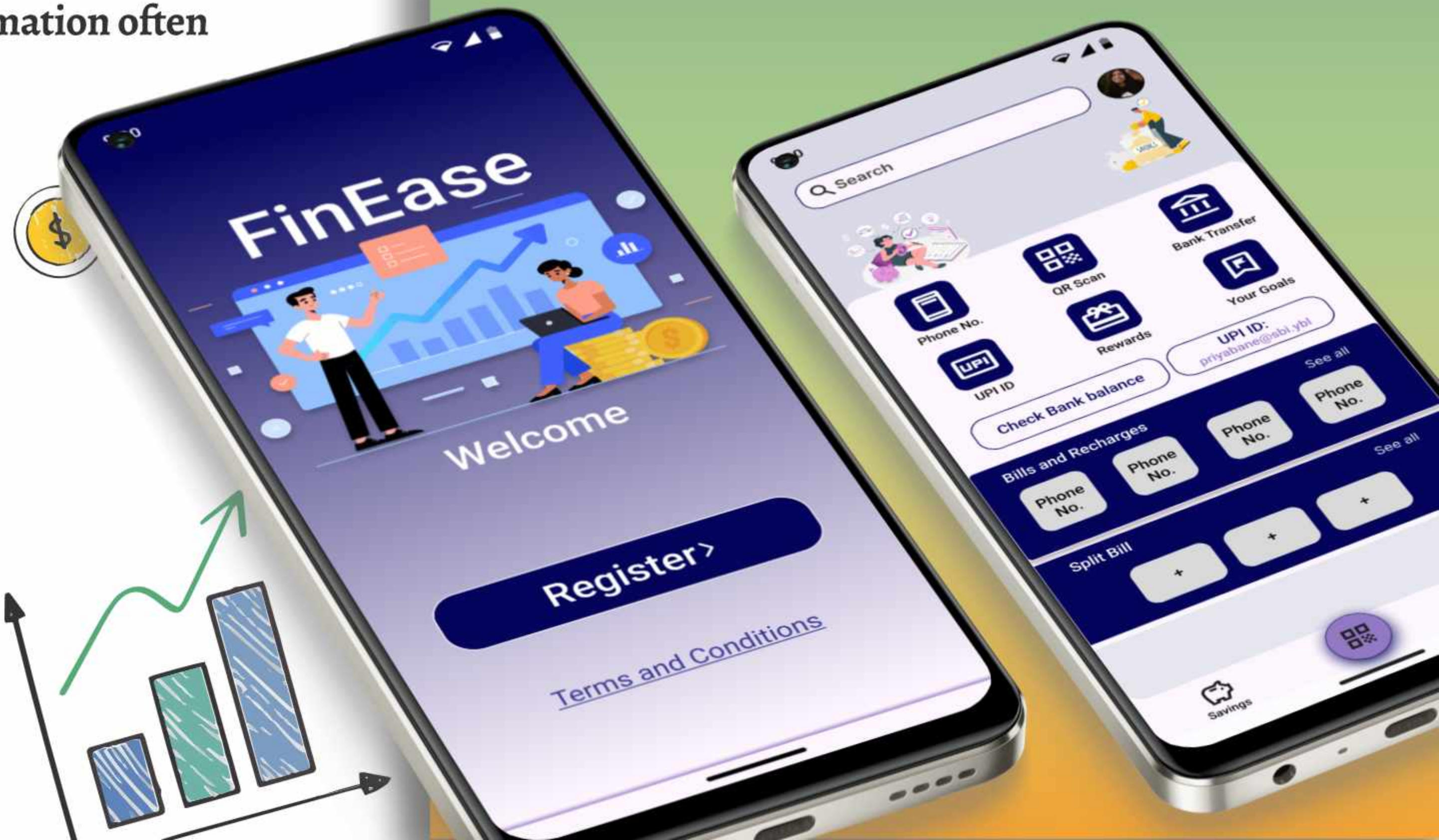
Problem

In today's fast-paced, people usually to feel overwhelmed by the complexity and time it takes to manage personal finances. Our financial lives are spread across numerous services—banks, UPI apps, digital wallets, investment accounts, and other micro-services, all handling different aspects of our financial footprint.

For those who are financially un-savvy, this overload of information often leads to frustration or avoidance.



FinEase



How can you effortlessly manage all your finances in one simple, unified dashboard?

Target Audience

The target audience comprises users who struggle with budgeting, tracking expenses, and managing investments. Individuals with multiple financial accounts (UPI, banks, wallets) who feel overwhelmed managing them.

Students who may lack financial literacy and need guidance on managing personal finances.

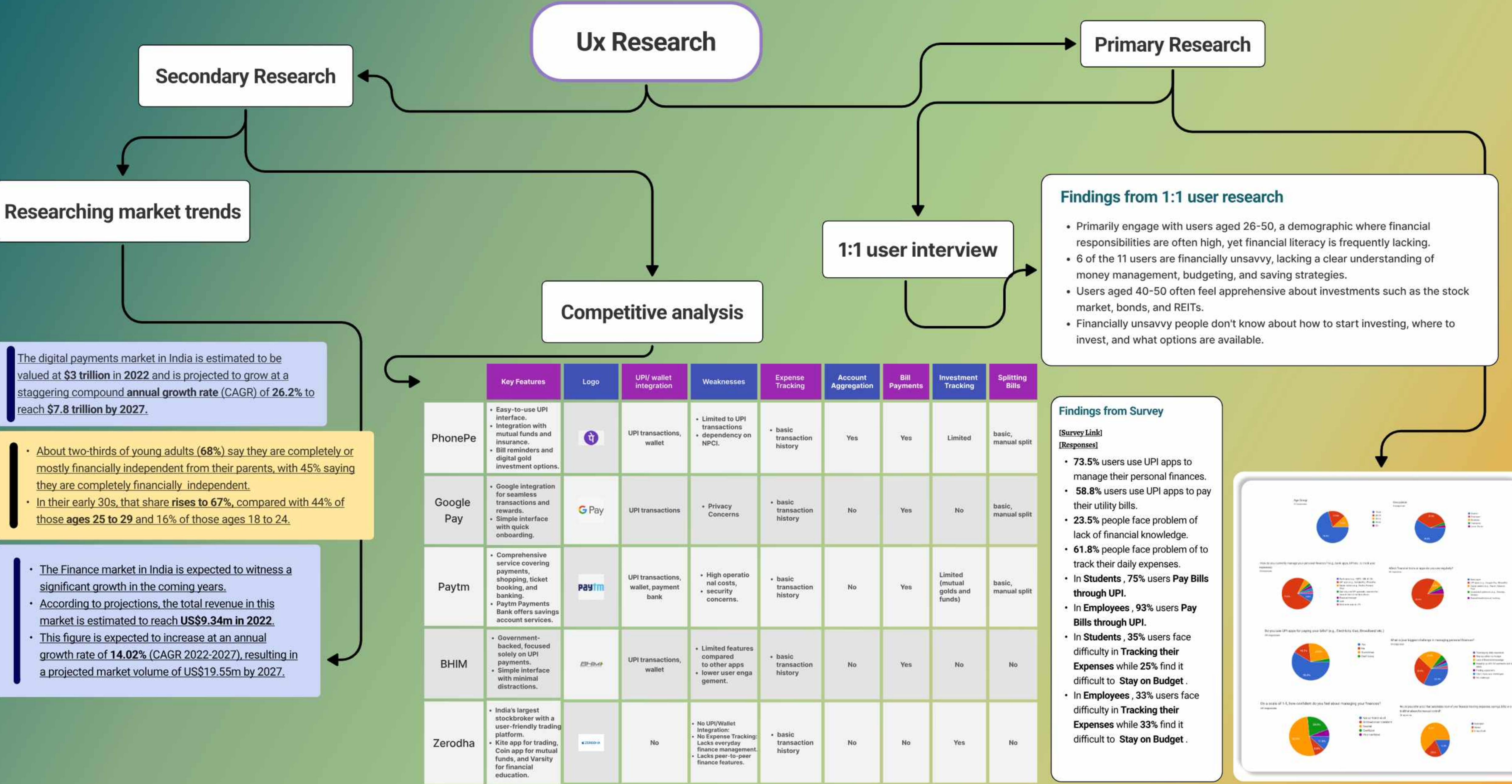
Assumptions

- Users find it challenging to track multiple financial accounts across different platforms.
- Many users have minimal financial knowledge and avoid managing their finances out of confusion or fear.
- Users are looking for personalized financial management tools but are overwhelmed by complicated apps.

How Might We Statement

How might we create a unified platform that simplifies personal financial management for users who feel overwhelmed by the complexity of multiple services, making it easier to track expenses, manage accounts, and learn about investments in a user-friendly way?






User Persona And Customer Journey Map

After understanding the target users, I created user personas to represent key segments. This helps me focus on the most critical problems and needs of the main user groups.

Priya Banerjee



AGE

27

EDUCATION

Masters in Business

STATUS

Single

OCCUPATION

Marketing Executive

LOCATION

Kolkata

Bio

Priya is a 27-year-old marketing executive working for a fashion startup in Kolkata. She earns a decent income, but managing her finances feels overwhelming. Priya frequently uses PhonePe for UPI transactions, paying utility bills, and splitting expenses with friends, but she has no organized way of tracking her spending or managing savings.

Core needs

- Clear visibility and automatic categorization of spending.
- Timely reminders and seamless bill payments.
- Easy goal-setting for savings and simple budget planning.
- Basic, jargon-free investment guidance.
- A unified dashboard to view all financial activity in one place.

“ I wish managing my money was as simple as shopping online. I just want something that shows me where I'm spending and how I can start saving without too much effort.

Personality


Introvert


Thinker

Spender

Finance-unsavvy

Payment medium






Cash/Cheque

Digital Payment

Platform



PhonePe

USER JOURNEY MAP

"I wish managing my money was as simple as online shopping"

EXPECTATIONS

- A automatic reminders for upcoming bill due dates.
- Tailored savings plan
- Spending insights

STAGES	AWARENESS ▶	CONSIDERATION ▶	ACTIVATION ▶	ENGAGEMENT ▶	RESOLUTION
GOALS	<ul style="list-style-type: none">• Understand how to better manage finances.• Look for a solution that can simplify expense tracking and budgeting.	Which app would works for managing personal finances, like expense tracking, budgeting, or bill reminders.	Choose an app, Get familiar with the app's interface and basic functionality like sending payments	Use the app to make payments, transfer money, pay bills, or track daily expenses.	Resolve any issues such as missed payments, budget overruns, or security concerns.
ACTIONS	Search for apps that offer financial management features.	Compare features, user ratings, and read reviews on the app store	Download the app, register an account, and link a bank account or UPI ID.	Regularly check the app to track payments, make transfers, or set up automatic bill payments.	Review spending reports, adjust budgets, and resolve any incorrect transactions or app issues.
THOUGHTS	I need a reliable app that can handle both payments and financial tracking.	Does this app have everything I need?	Is this process secure? Will it work with my bank easily?	Is this app going to help me to track my finances in a better way?	How to fix this?
PAIN POINTS	<div>1. Feeling overwhelmed by multiple payment methods (UPI, credit cards, bank accounts).</div> <div>2. Lack of clarity</div>	Confusing feature comparisons between multiple apps.	security concerns during account setup	<div>1. Difficulty in tracking and saving the money.</div> <div>2. Forget to pay the bills</div>	Failed transactions
EMOTIONS	<div>😊</div> <div>Confusion</div>	<div>😊</div> <div>Curiosity</div>	<div>😬</div> <div>Nervousness</div>	<div>😊</div> <div>Happy</div>	<div>😡</div> <div>Anxious</div>
TOUCHPOINTS	app store listings, social media ads, recommendations from peers, online reviews.	App store reviews	Registration, bank account linking, setting up UPI	Bill reminders, transaction history, notifications, and spending insights.	Customer support
OPPORTUNITIES	Implement all the features like banking, saving, transaction, bill payment etc. in one app.	Provide trial offers or demos to let users experience the app before committing.	Provide clear, simple onboarding flows and offer guided tutorials	<div>1. Offer personalized spending insights and alerts about upcoming bills or due payments.</div> <div>2. Provide clear, actionable tips for better financial management within the app.</div>	Provide a seamless, easy-to-navigate support system with FAQs, live chat, and quick response times.

Problems & Solutions

We Found

After engaging with our target users, we identified several common pain points. The highlighted ones are the most frequently encountered by participants. These insights guide us in developing solutions to improve the user experience

Problem

- Users struggle to track their daily spending and stick to a budget, often leading to overspending due to a lack of clear, actionable ways to monitor their financial progress.
- Users feel they lack basic financial literacy, especially when it comes to managing savings, investments, and making informed financial decisions.
- Users often forget to pay bills on time, leading to late fees and unnecessary stress.
- Managing loans, credit card debt, or student loans can become overwhelming as payments add up.
- Users are starting to think more seriously about long-term goals like retirement, homeownership, or travel, but not sure about how to invest for these.

Solution

- Automatically categorizes and tracks all expenses from linked bank accounts, customize the monthly budgets
- Offer tips on financial concepts like budgeting, saving, investing, and debt management, with tailored savings plans based on their income and goals.
- Provide automatic reminders for upcoming bill due dates with options to customize the reminder time
- Debt tracking and prioritization tools to show which debts to pay off first based on interest rates.
- users input their investment amount, duration, and expected return rate. It includes multiple investment options like stocks, bonds, emergency funds. and also provides real-time calculations



Ui Assets

Color Style



Typography



Roboto

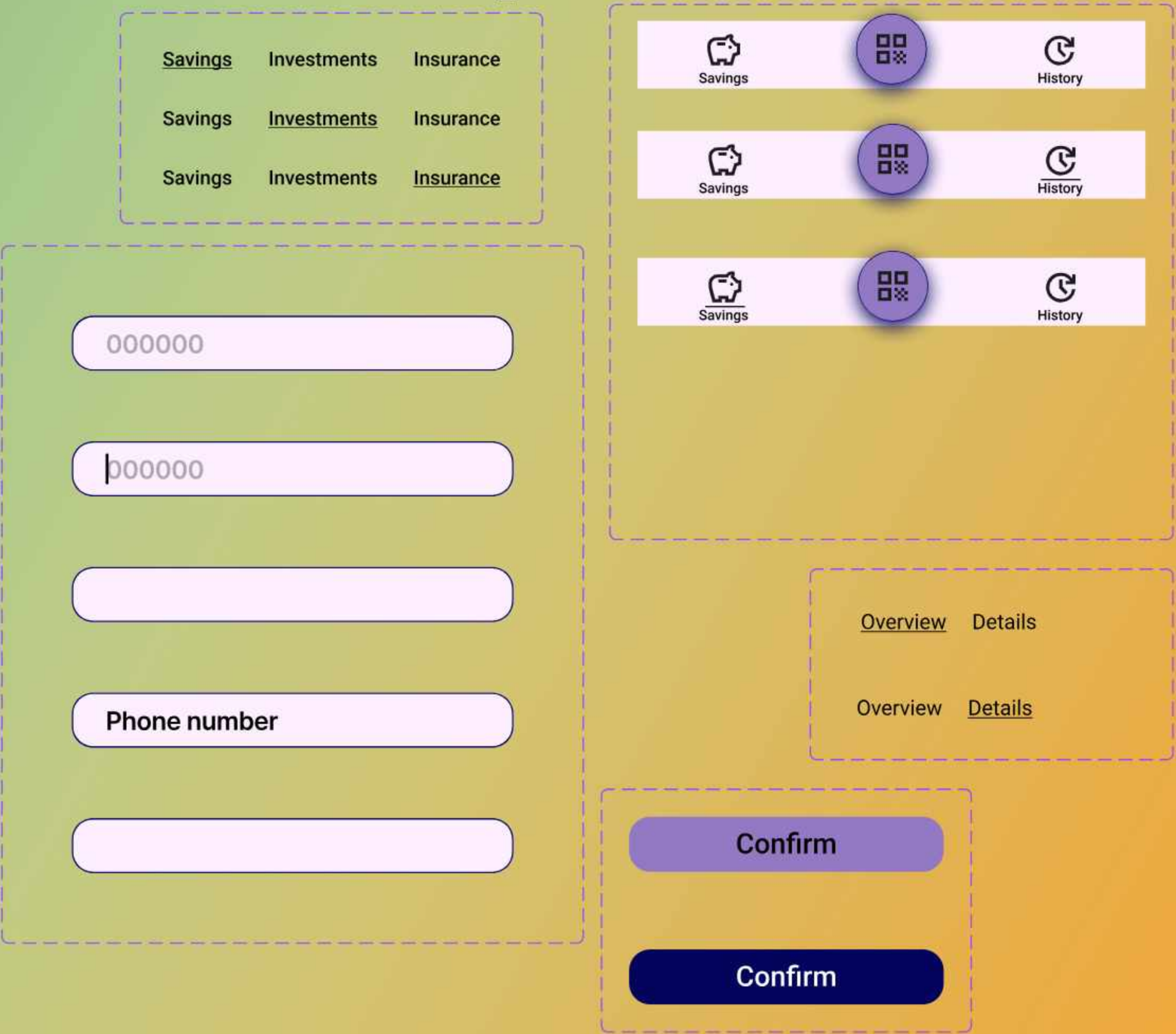
Regular Light Medium

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

Icons

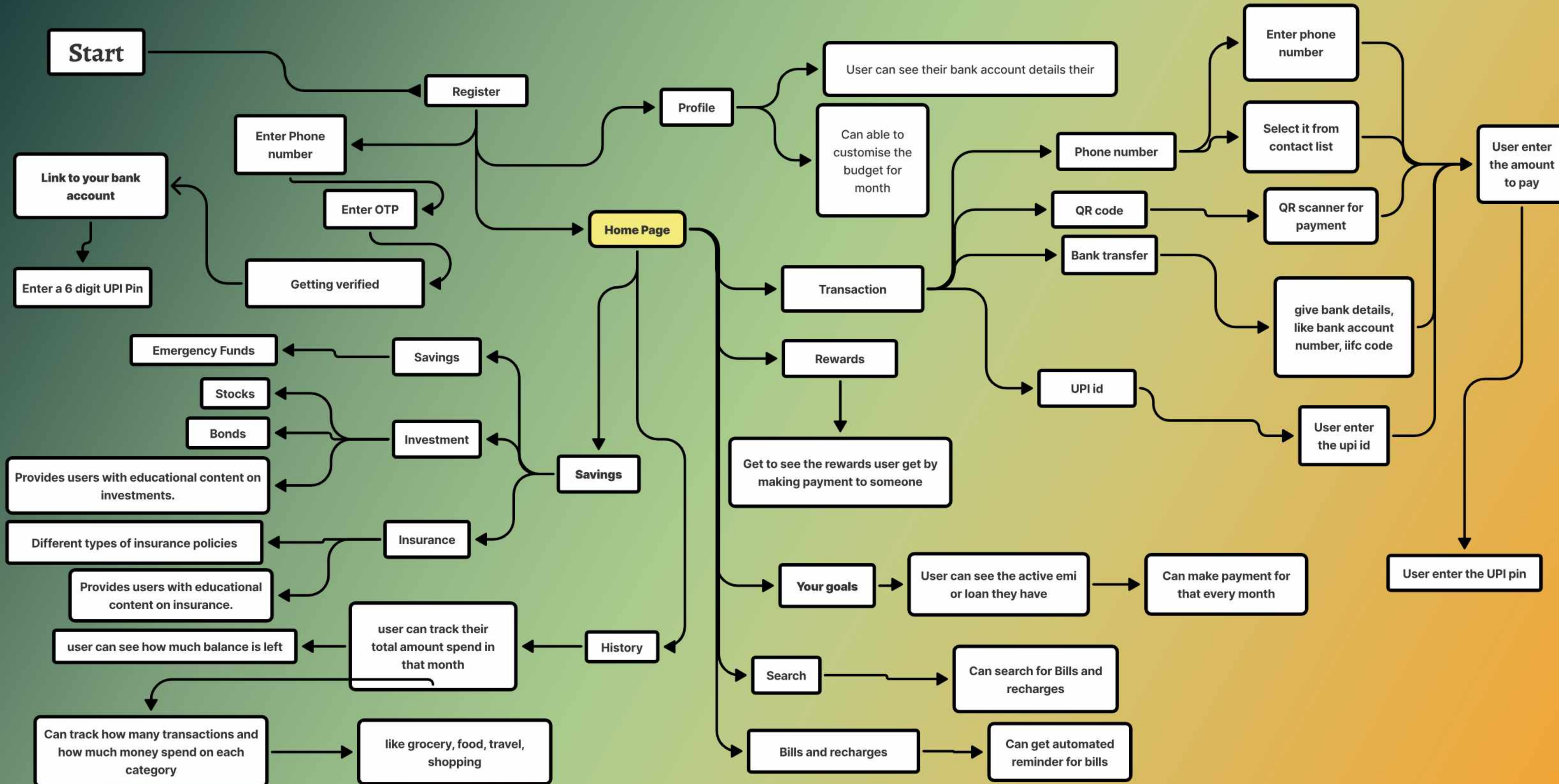


Components



User Flow

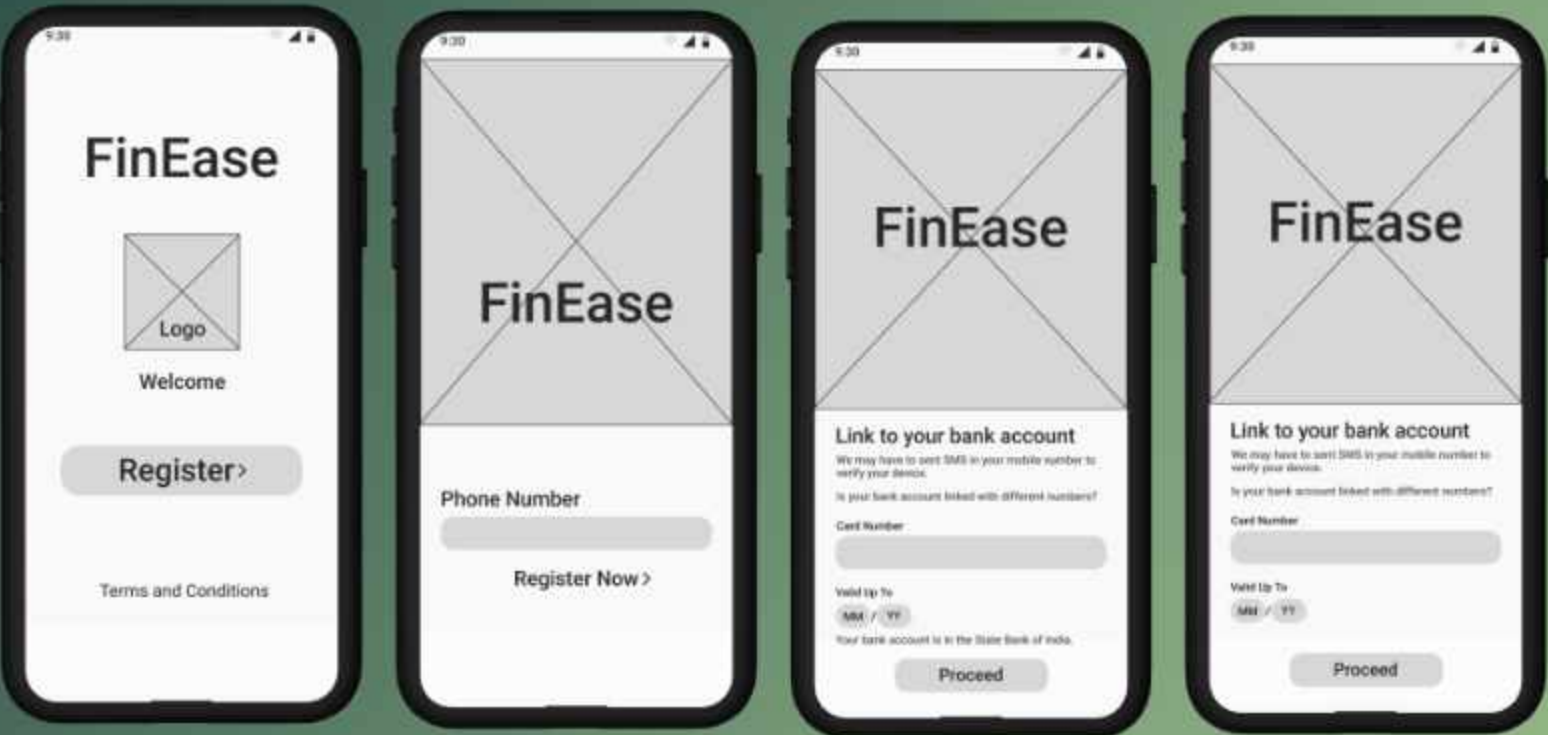
Enlarged View 



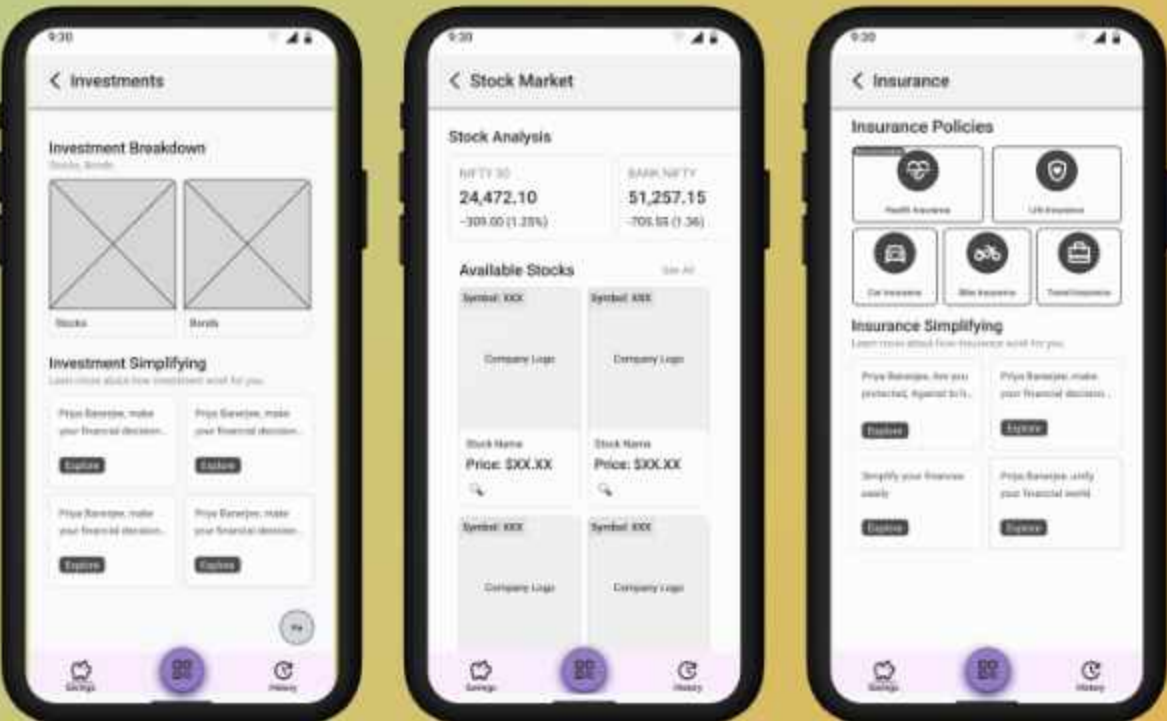
Wireframe

Mid Fidelity Screens

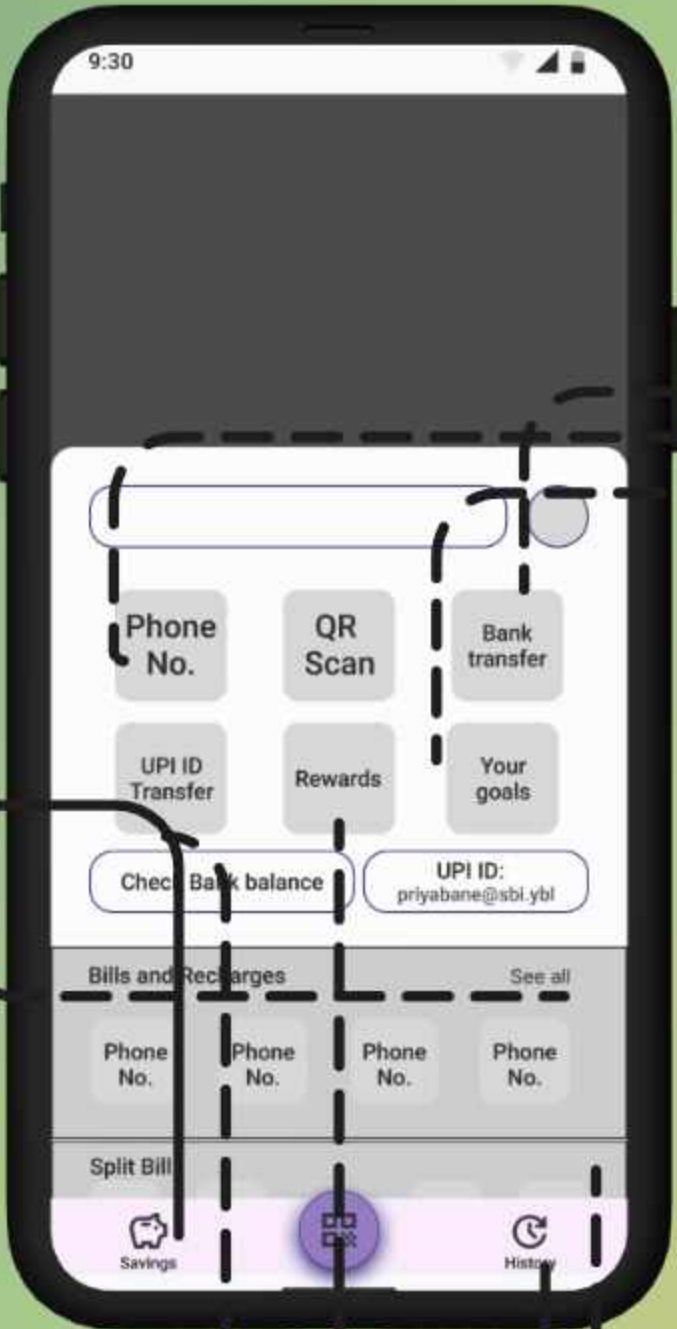
Managing Personal Finance



Register Screens



Home Page



Onboarding Screens



Wireframe

High Fidelity Screens



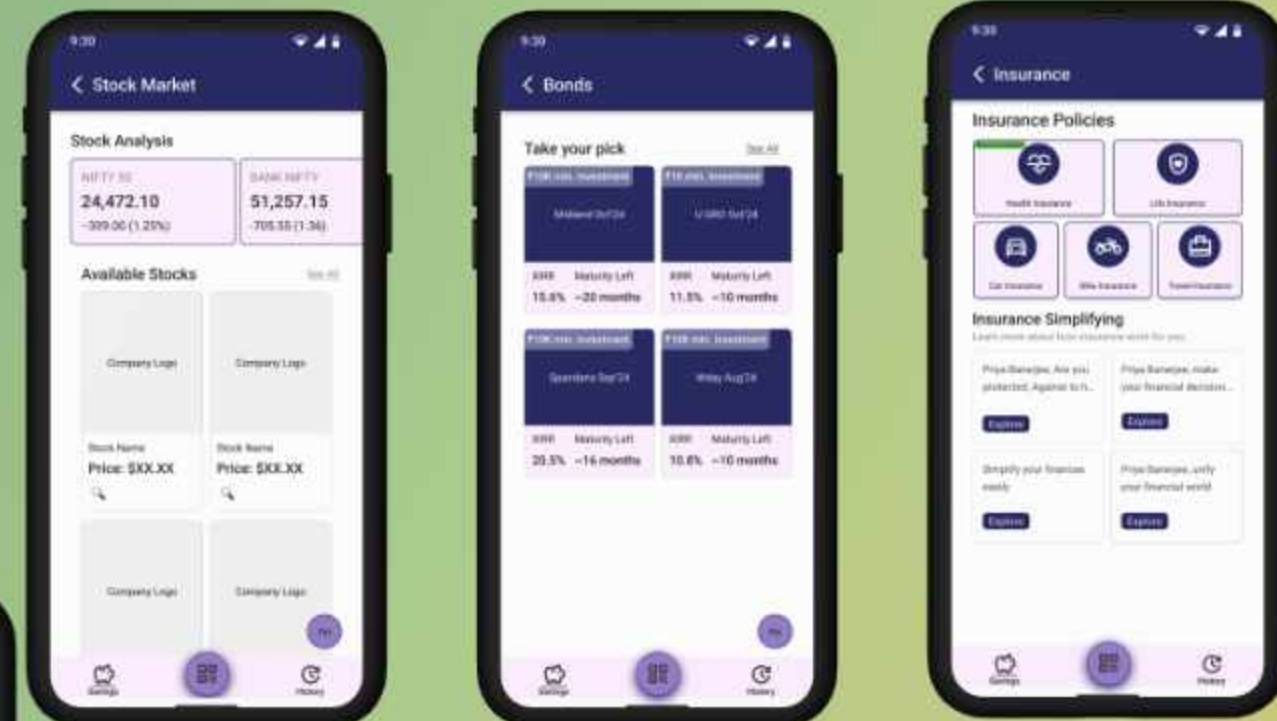
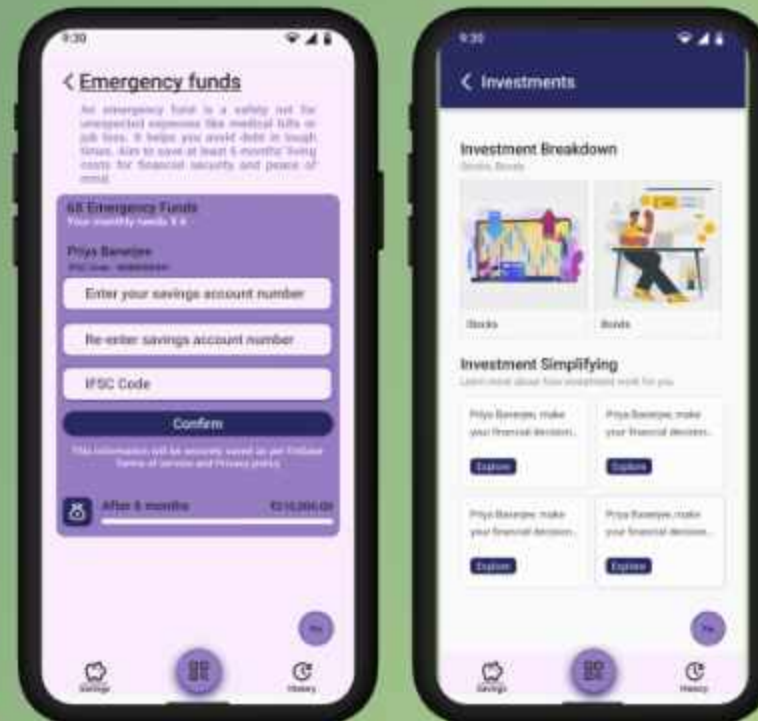
Transaction History Page

Personal Finance Managing Page



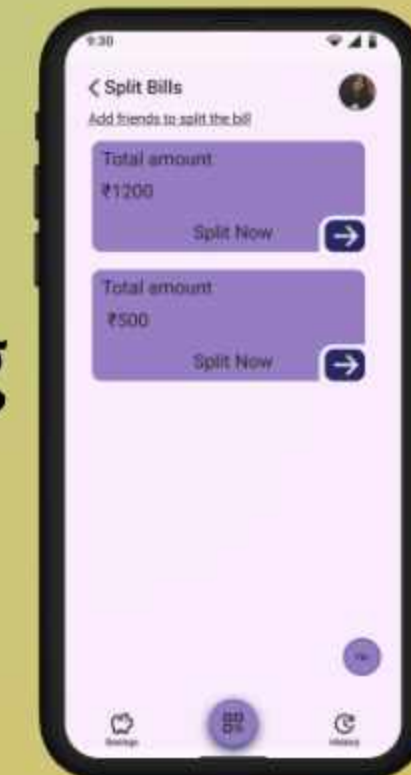
On Boarding Screens

User need to register by their phone number which is linked to their bank account. Then enter your Bank Details. And you are ready to go



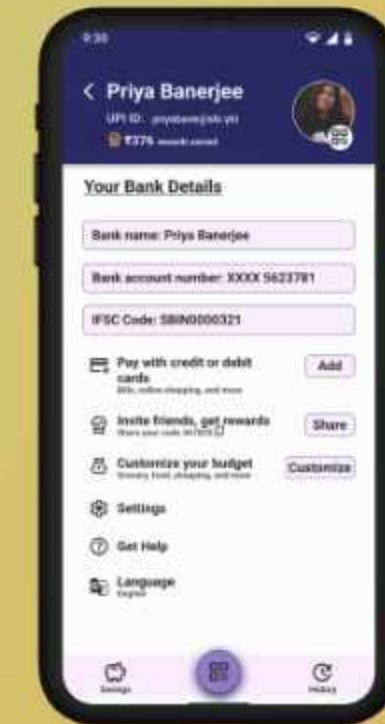
Personal Finance Managing

Managing personal finance effectively requires EMI, insurance, investments, and an emergency fund to ensure debt management, financial security, wealth growth, and readiness for unexpected expenses.



Split Bills with your contacts

Rewards and cashback



Your Profile



Working Prototype



App Prototype Walkthrough



Usability Testing

Before



After



In the previous version of the app, users could view active goals like EMIs or loans, but there was no monthly transaction chart. Adding this chart would help users monitor their spending and savings, making it easier to determine how much they need to allocate to reach their goals and dreams.

Before



After



In the previous version of the app, users could view current investment options, but the dull background color made it hard to read. A darker background with light text would improve readability, making the app easier and more comfortable for users to navigate.

Pitfalls

- Managing sensitive financial data raises significant concerns around data protection and cybersecurity.
- Synchronizing multiple financial accounts, apps, and platforms may result in delays, inaccuracies, or incompatibility issues.

Mitigation Strategies

- To increase user trust, utilize multi-factor authentication, end-to-end encryption, and rigorous adherence to data protection regulations such as GDPR.
- To guarantee a smooth integration, cooperate closely with financial institutions.

Future Aspects

Risk Management Features:

- Offer risk analysis tools and explain risk levels for different investment types, helping users make informed choices.

Investment Habit Streaks:

Introduce a "streak" feature for consistent small investments, encouraging regular contributions toward investment goals with motivating rewards or progress badges.