

DESFLY

Fund management application targeted towards college students



Functionalities

With the limited time, we tried keeping the project with limited functionalities. Though more screens and functionalities could be included but we narrowed down to these 3 after the brainstorm:

- Allocate a specific budget per week / month
- Track down expenditure
- Recent spendings

Target Audience

As it is clearly specified in the problem statement, we have stuck to just college students to limit the scope of the project.

- College students: 18-26 years’ old

Pain Points

With the influence of friends, shopping high, various reasons, college students tend to spend more than their budget and end up feeling guilty. Here’re certain problem statements, they might face:

- Can’t keep track of their money
- Overspending than the allotted budget
- Keeping track of their last spending

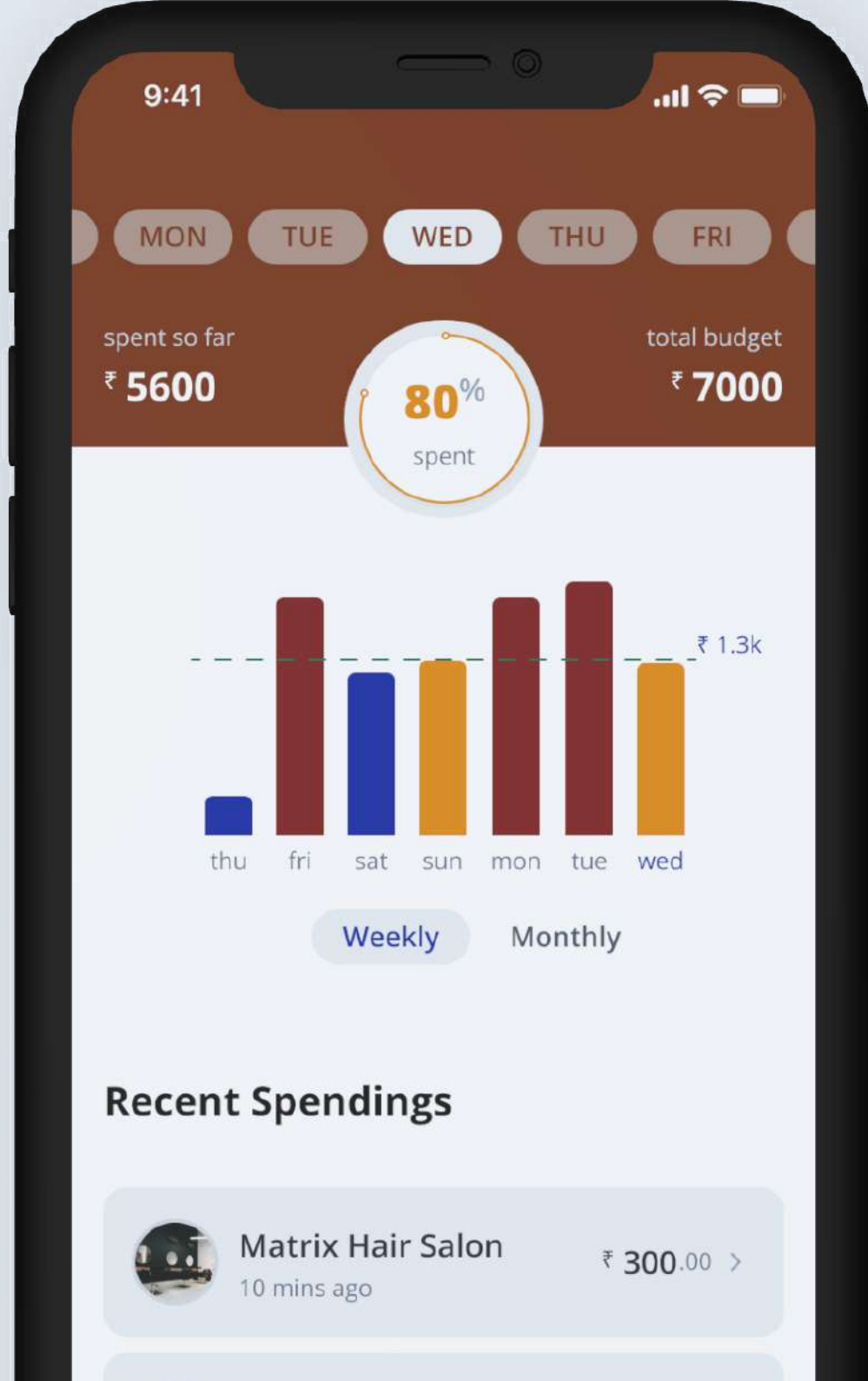
Business Model

Can have premium subscription in the future with more features like categorization of spendings, etc.

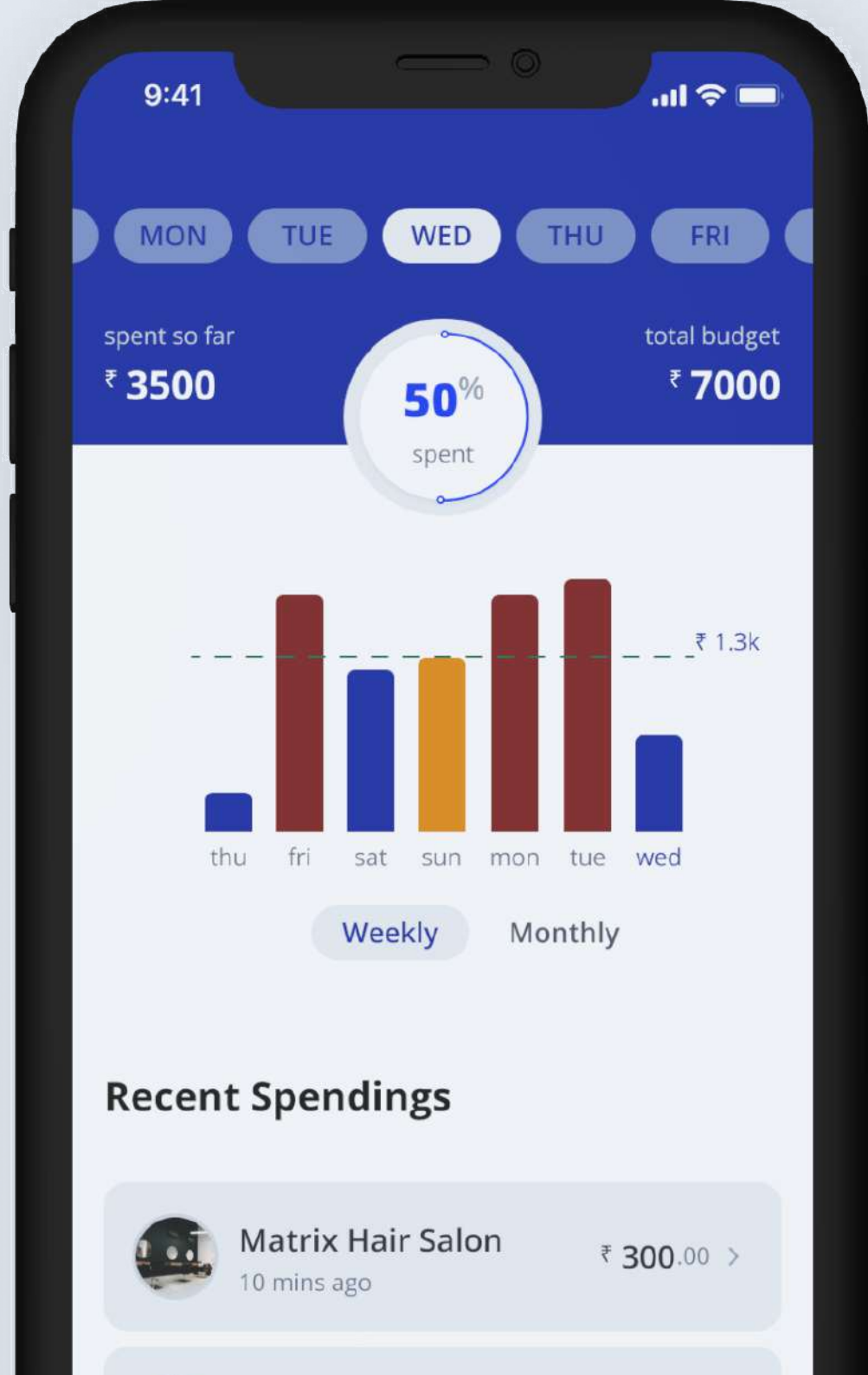
Design Mockups

[Figma File Link](#)

When expense lies between **75% and 85%**



When expense lies between **0% and 75%**



When expense is more than **85%**

