



USER INTERFACE DESIGN

INTRODUCTION

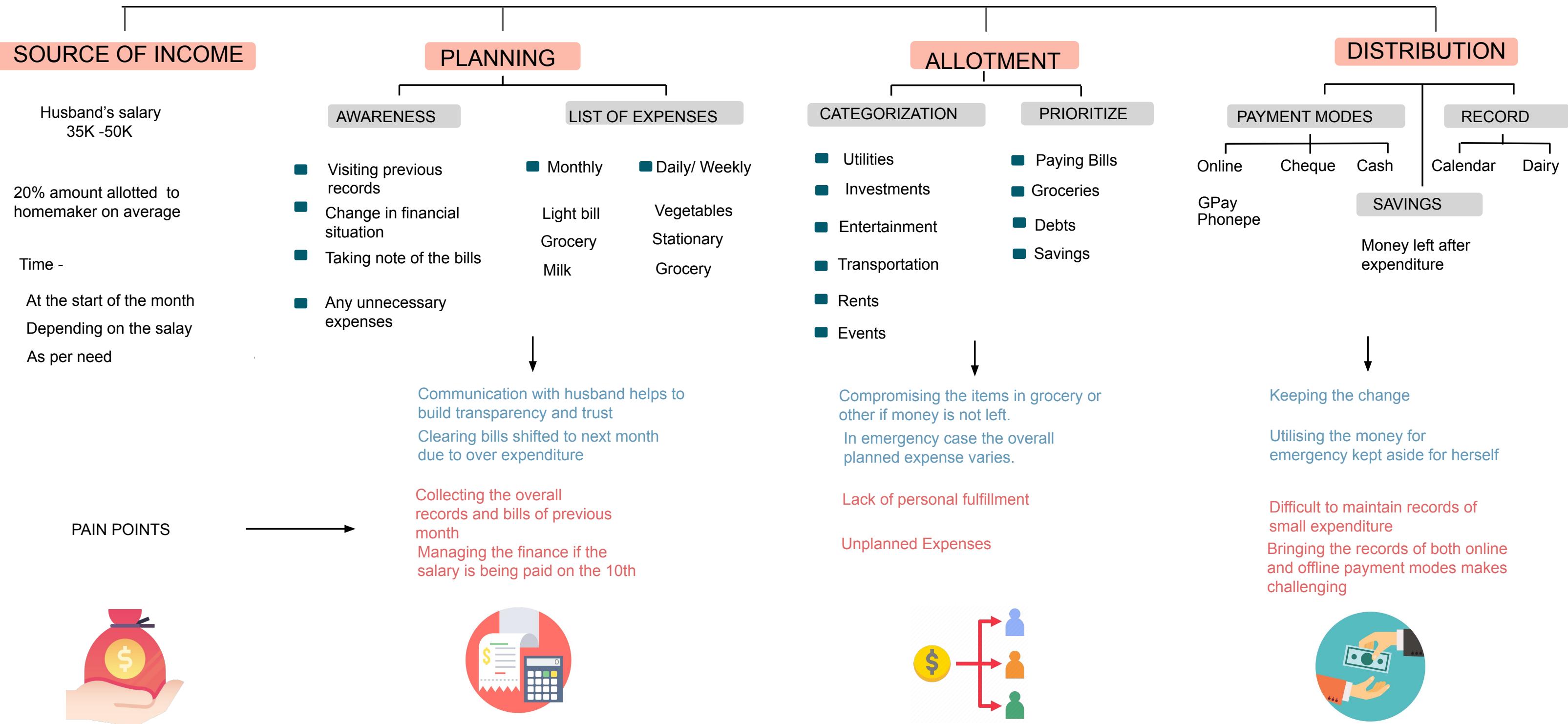
In a world filled with countless transactions and fleeting expenses, Expense Tracking App emerges as a solution to the common struggle of managing and keeping track of small, everyday expenditures. Recognizing the challenge that individuals face in maintaining a clear overview of their daily financial activities, app is designed to streamline and simplify the process of recording, analyzing, and understanding where every penny goes.

Target Audience

HOMEMAKERS , SMALL BUSINESS OWNERS, INDIVIDUAL

CUSTOMER JOURNEY MAPPING

EXPENDITURE



USER PERSONA



NAME

Sonal Ahire

AGE

40

FAMILY STATUS

Married with one child (age 16)

LOCATION

Nashik

ABOUT

Sonal being a homemaker who takes care of the household, managing family finances and ensuring that she is fulfilling the needs of her family. She's able to create and maintain a budget that cover all of the family expenses and identify where the family can save money and balance all responsibilities.

NEEDS

- She engage in budgeting in the beginning of every month to map the expenses over a month's time frame.
- Budgeting helps her to allot money for bill payments. She ensures bills are to be paid on time to avoid fines, to build trust.
- Savings : She keep savings for myself to fulfill her own needs if necessary or for family needs

Investing : She need to invest money in plans or LICs where she will get good returns and with less risks.

PAIN POINTS

- She do not have a regular income which makes it challenging to manage the household finance and savings. She is not financially independent due to this there is lack of personal fulfillment.
- It is difficult for me to tally the expenses at the start of the month as the bills / records were not maintained in the diary because some payments are not remembered and using two mode of payments online/offline makes it challenging to bring them together. This creates anxiety about expenses & lead to unplanned expenses which affects her savings directly
- Savings are kept at secret places hiding them from family to keep it private, because she has set some saving goals for future and personal needs. By keeping them at different places there is a risk of robbery and unable to record the amount utilised by family or myself.

Dependency : Feel dependant on their husband for financial support, Which is stressful and challenging to fulfill all needs.

GOALS

To efficiently manage family's finances and ensure they have savings after the expenditure

To be able to contribute to the family's income by finding ways to save money and earn extra income from home.

To maintain records and bills of household expenses for effective management and to avoid monthly variable expenditure.

Confident

Organised

Disciplined

Resourceful

MENTAL MODEL



She creates a budget to allocate the money of different expenses. She takes the note of the source of income and lists all the household expenses including bills, groceries, transportation, medical and entertainment.



She manages and ensures all the bills are to be paid on time including rents, utilities, to avoid late fees.



She tracks the expenses by noting them in diary. By tracking expenses it becomes easier to identify areas where adjustments can be made to save money and reduce unnecessary spending.



She communicates with her husband about the budget updates or any changes in expenses. Open and transparent communication reflects shared responsibilities.

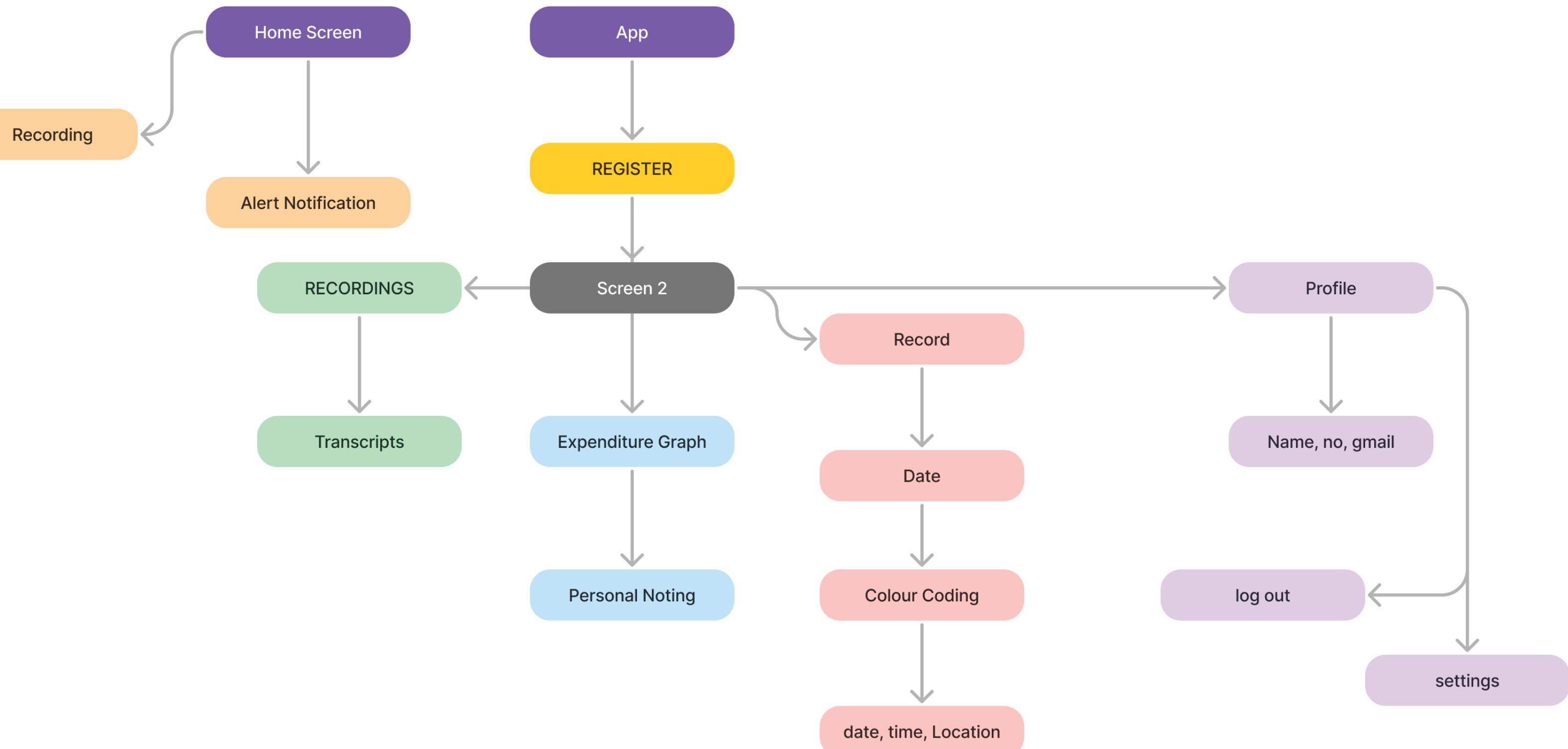


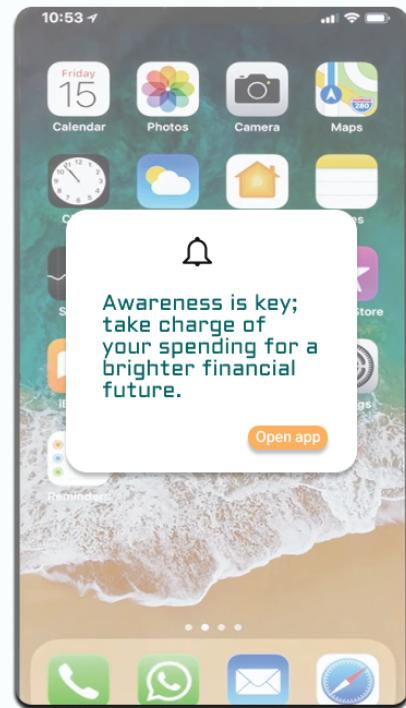
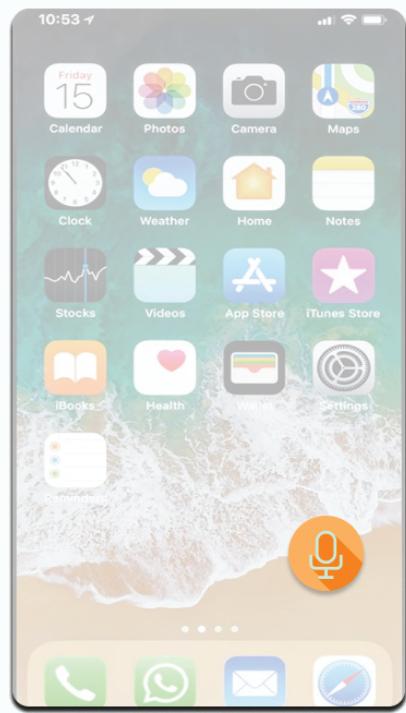
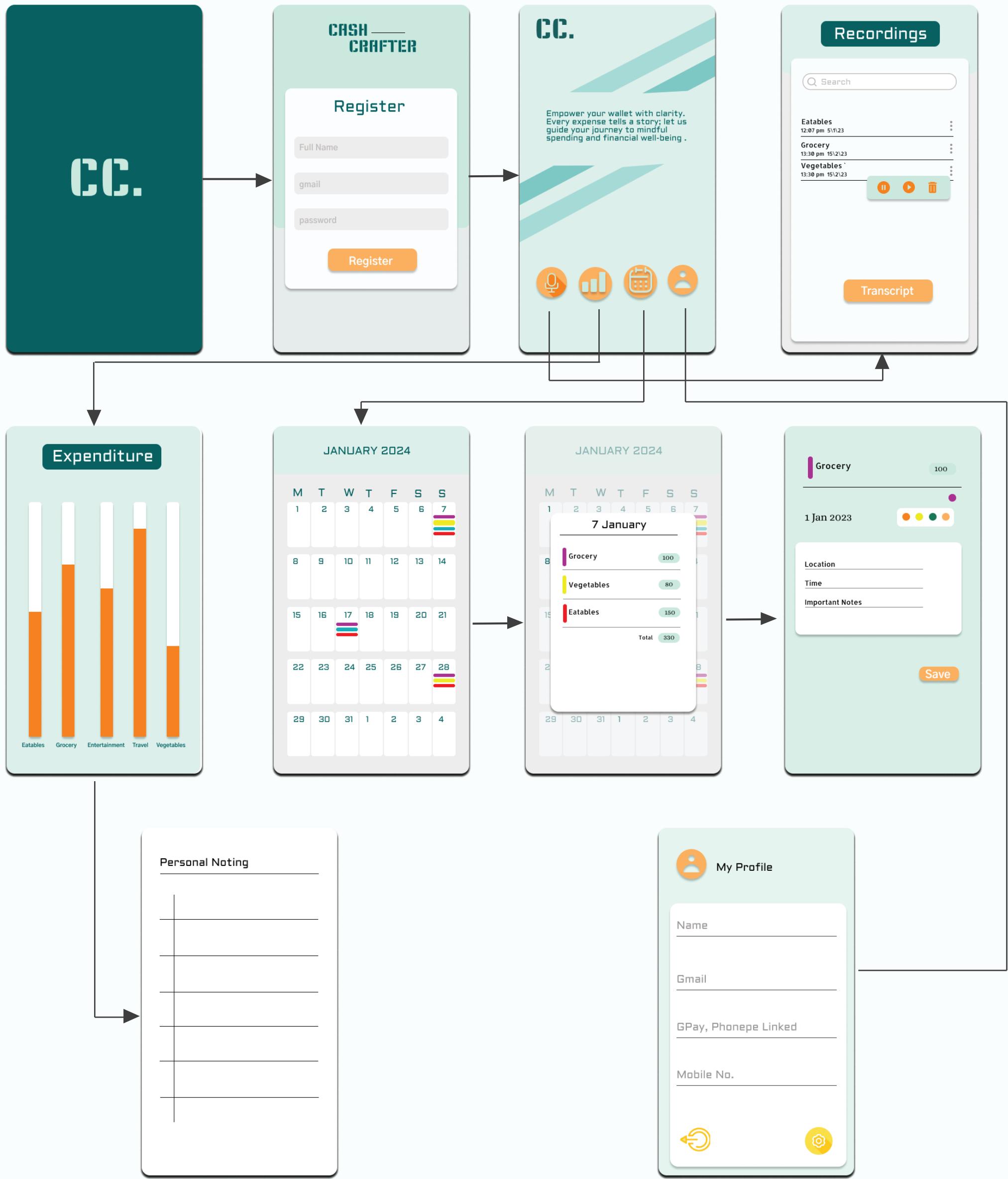
She prioritizes building an emergency fund like medical emergencies, family needs. This fund provides safety and prevents the need of loans.



She engages in financial planning and saves for the future or herself. She keeps the savings aside for everyday expenses if money is left with her.

WORK FLOW





WIREFRAMES

