



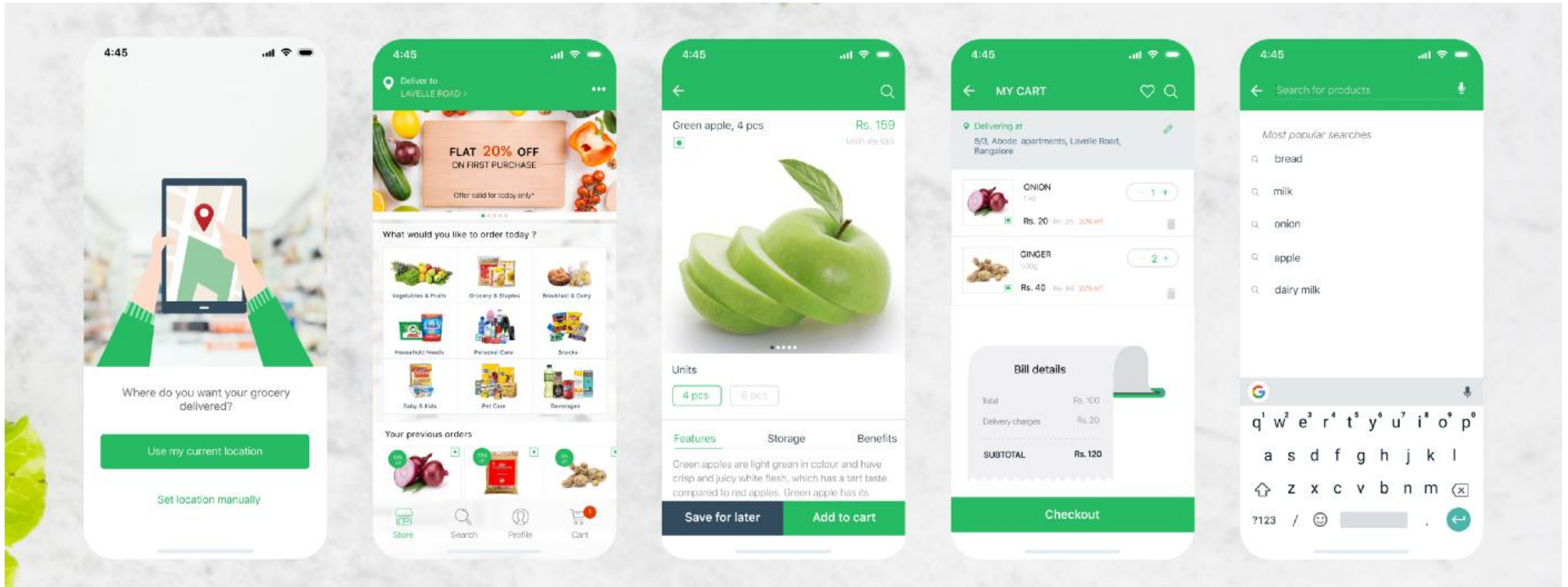
Myrtle Jenkins is an old lady with her health slowly declining. She has a tough time remembering a lot of things. She frequently forgets what she needs in the grocery store and ends up getting things she does not need. She needs a way to know what she needs when she gets into a grocery store.



LOOK AT THIS NEW APP.
IT CAN HELP YOU WITH
REMEMBERING WHAT
TO GET AT THE
GROCERY STORE.



When at the grocery store, she tells her friend of her struggles, and her friend recommends this new app. It tracks how much you spend, your previous orders and your allergies. This can help her plan for family dinners!



After checking out this app, she successfully navigates through the interface and easily builds her dinners for the holidays, and she didn't forget allergies this year! It was horrible last thanksgiving. She adds items when she remembers and knows how much she spend in the grocery store.

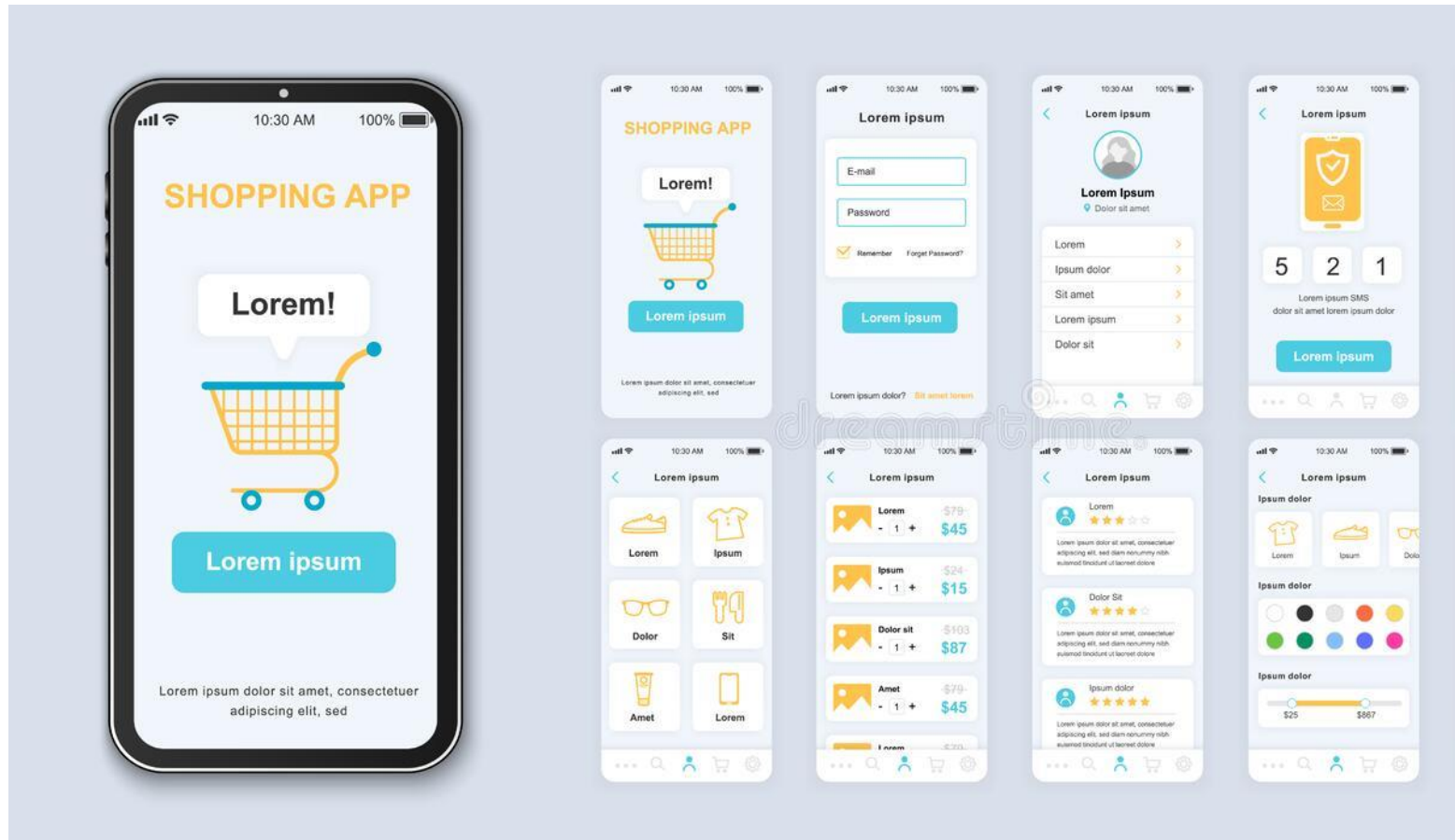


And now her family gets to enjoy a wonderful meal with all their favorite foods and no calls to the doctor.

(Kaylee Walz)



Mark is a 3rd grade teacher. Half-way through the school year, he realized that he had no school supplies left for his students and panicked. Mark then remembered about an app his colleague told him about called the Shopping Tracker.



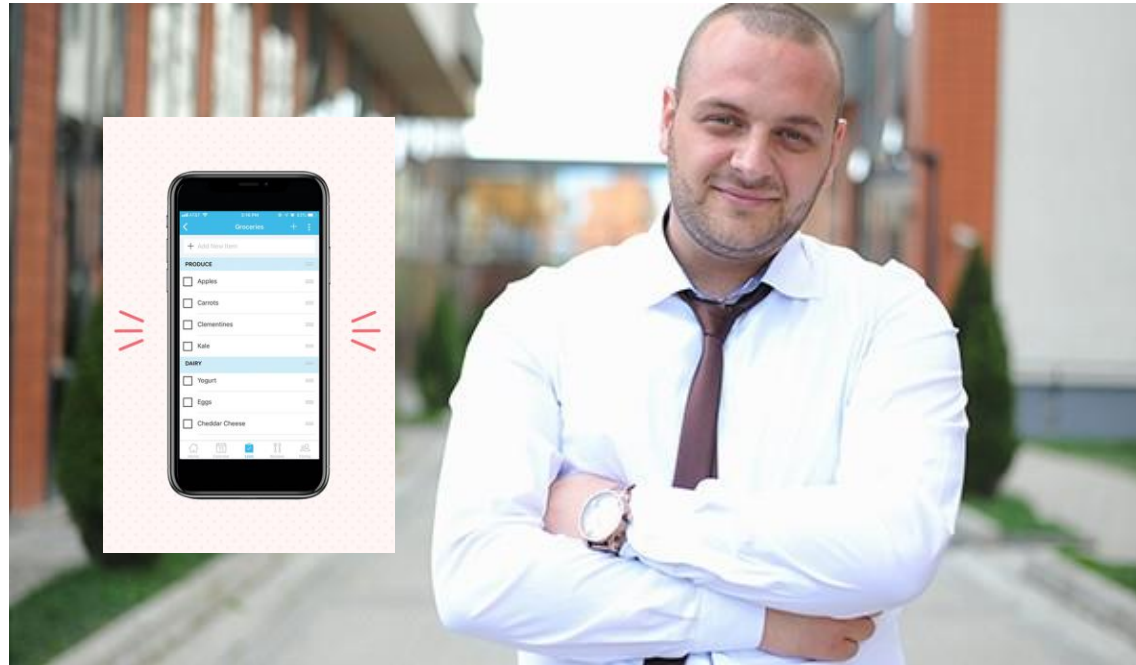
Mark opened the app store and downloaded the Shopping Tracker. He was pleasantly surprised at its easy-to-use interface.



Mark recalls what school supplies he typically buys for his students and enters them into the app. This is stored as data so that the app can accumulate a shopping list for Mark.



Mark opens the coupons and sales feature of the app and finds where he can buy his supplies at the cheapest price. Mark is excited about how much money he saved using the Shopping Tracker app.



As the school year goes on and he enters more of his school supply purchases into the app, his shopping list becomes even more refined. Now that the app has enough data, it tells Mark which items are most popular among his students and how long a certain supply typically lasts him. When the app predicts that Mark is running low on an item, he is notified that he should repurchase it soon.



Now that Mark uses the Shopping Tracker app, he never has to worry about running out of supplies and having upset students. He has saved money and is much more organized. Mark went on to recommend this app to all his other colleagues.

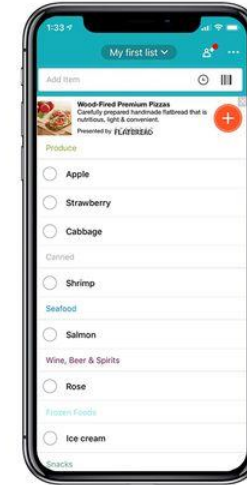
(Sarah Leaning)



Rachel has been working hard as a hairdresser and waitress but is still living paycheck to paycheck each week. Between work and taking care of her kids she barely has time to shop.



She downloaded an app to manage what she has to buy each week with the little money she has while being able to do Instacart because she is so busy with work and her children.



Rachel adds to the app what is necessary to buy each week to feed her family and it adds up the total amount so she knows how much she is spending and it connects to her local grocery store that has the best discounts.



After getting off work she goes to the grocery store to pick up her Instacart order so that she is wasting no time and she can be on time to pick up her kids from school and make them dinner as soon as she gets home.



Rachel after a week of cooking dinner sees what she no longer needs and easily takes it off her grocery list to make room for something more resourceful.



Rachel checks her bank account and is happy she is not overspending on food each week and glad this app keeps track of what she needs!



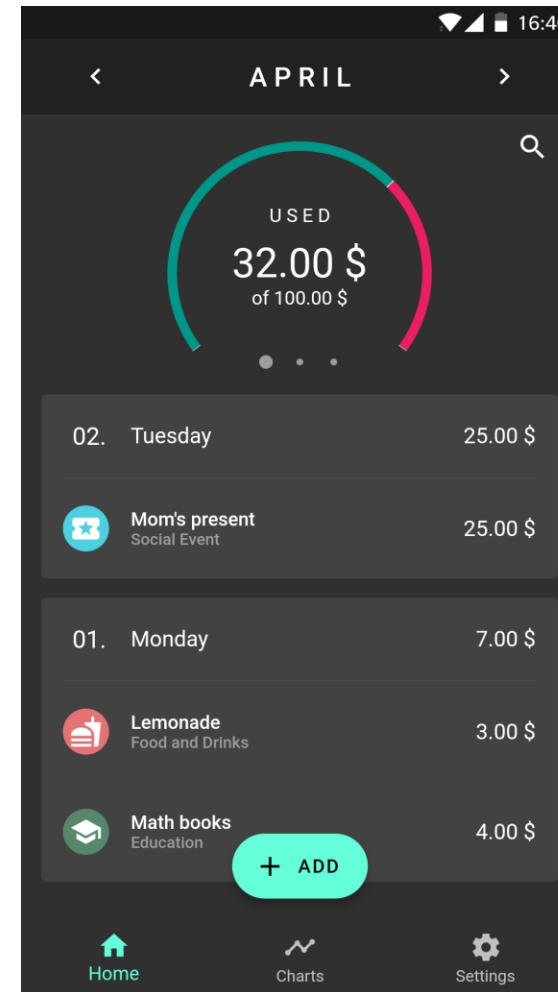
Jenna is a 17 year old girl who loves to shop. She frequently goes to the mall and spends all her babysitting money on clothes.



shutterstock.com · 176638511



- Lately, she has been spending too much. Jenna's mother tells her she needs to budget her money better. "Try saving some instead of spending it all in one weekend!" she says.



- Jenna doesn't know what to do. She loves shopping but she also wishes that she saved some money instead of spending all of it at once. She finds an app called Shopping Tracker and decides to download it.

EXPENSE TRACKER

The screenshot displays a Google Sheet titled "Expense Tracker - Deborah H." with a tab named "deborahho.com/expense-tracker". The sheet is a template for tracking expenses, organized by month (January to December) and categorized by expense type. The categories include Subscriptions, Entertainment, Food & Drink, Groceries, Health & Wellness, Other, Shopping, Transport, Travel, Business, and Utilities. The sheet also includes a "Yearly Breakdown" bar chart and a "Categories" donut chart. The total expense for the year is \$2,895.00, with a total income of \$3,300.00, resulting in a total savings of \$405.00.

Month	Bills	Subscriptions	Entertainment	Food & Drink	Groceries	Health & Wellness	Other	Shopping	Transport	Travel	Business	Utilities	Total Expense	Income	Gross Savings
January	\$ 300.00	\$ 60.00	\$ 40.00	\$ 74.00	\$ 7.00	\$ 80.00	\$ 85.00	\$ 300.00	\$ 50.00	\$ 30.00	\$ 0.00	\$ 0.00	\$ 1,539.00	\$ 3,300.00	\$ 1,761.00
February	\$ 1,400.00	\$ 0.00	\$ 80.00	\$ 100.00	\$ 30.00	\$ 40.00	\$ 74.00	\$ 200.00	\$ 100.00	\$ 80.00	\$ 42.00	\$ 50.00	\$ 2,496.00	\$ 4,000.00	\$ 1,504.00
March	\$ 780.00	\$ 20.00	\$ 60.00	\$ 70.00	\$ 80.00	\$ 0.00	\$ 199.00	\$ 30.00	\$ 40.00	\$ 10.00	\$ 7.00	\$ 80.00	\$ 1,437.00	\$ 5,000.00	\$ 3,563.00
April	\$ 780.00	\$ 42.00	\$ 80.00	\$ 50.00	\$ 30.00	\$ 100.00	\$ 80.00	\$ 70.00	\$ 80.00	\$ 6.00	\$ 100.00	\$ 30.00	\$ 400.00	\$ 0.00	\$ 1,484.00
May	\$ 1,400.00	\$ 7.00	\$ 80.00	\$ 80.00	\$ 100.00	\$ 30.00	\$ 30.00	\$ 20.00	\$ 80.00	\$ 100.00	\$ 0.00	\$ 0.00	\$ 2,384.00	\$ 0.00	\$ (2,384.00)
June	\$ 600.00	\$ 30.00	\$ 40.00	\$ 74.00	\$ 7.00	\$ 80.00	\$ 300.00	\$ 100.00	\$ 300.00	\$ 20.00	\$ 100.00	\$ 60.00	\$ 1,736.00	\$ 0.00	\$ (1,736.00)
July	\$ 1,400.00	\$ 80.00	\$ 6.00	\$ 190.00	\$ 30.00	\$ 40.00	\$ 74.00	\$ 100.00	\$ 80.00	\$ 80.00	\$ 42.00	\$ 100.00	\$ 2,255.00	\$ 0.00	\$ (2,255.00)
August	\$ 1,400.00	\$ 100.00	\$ 60.00	\$ 70.00	\$ 80.00	\$ 4.00	\$ 160.00	\$ 300.00	\$ 100.00	\$ 74.00	\$ 7.00	\$ 80.00	\$ 2,845.00	\$ 0.00	\$ (2,845.00)
September	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
October	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
November	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
December	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 6,284.00	\$ 586.00	\$ 454.00	\$ 712.00	\$ 432.00	\$ 630.00	\$ 942.00	\$ 1,440.00	\$ 784.00	\$ 640.00	\$ 617.00	\$ 833.00	\$ 2,895.00	\$ -	\$ (2,895.00)
Monthly Budget	\$ 1,500.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 70.00	\$ 100.00	\$ 3,370.00	\$ -	\$ (3,370.00)

Yearly Breakdown

Bar chart showing monthly expenses for the year. The x-axis represents the months, and the y-axis represents the expense amount. The total expense for the year is \$2,895.00.

Categories

Donut chart showing the distribution of expenses by category. The categories and their percentages are: Bills (17.7%), Subscriptions (2.0%), Entertainment (1.4%), Food & Drink (2.4%), Groceries (2.1%), Health & Wellness (2.1%), Other (3.2%), Shopping (5.0%), Transport (2.7%), Travel (2.2%), Business (2.1%), and Utilities (2.7%).

DEBORAHHO.COM
 @DEBBBAG



Jenna opens the app and breathes a sigh of relief. "This is going to be so helpful" she says. The app allows her to set a monthly budget and track her spending so that she doesn't spend more than she wants. The app also has a "preferences" section where Jenna can put in stores that she frequently shops at. When there are sales or good deals at any of these stores she will be alerted.



- Jenna and her mother spend time setting up the app so that it is set specifically to Jenna's budget. Her mom is happier than ever. "Now maybe you'll be able to save some money!" She says.



www.shutterstock.com · 1289545021



- It has been a few months, and Jenna has been consistently using the Shopping Tracker app. She has saved over \$200 and has bought the majority of her new clothes on from sales that she heard about through the app. She is saving up to buy a car which was never a possibility in the past. The app has allowed Jenna to become a wiser spender and more money-conscious.