Save Smarter, Bee Better: A finance management app for beginners

# BUDGETBEE

Research

Prototyping

Ui/Ux Case Study

By
Anngelyn Liz Byju

# BudgetBee

# Problem

Many people find it hard to manage their money well which is why it's important to develop good financial habits early on. However, students and beginners often lack the tools and knowledge they need to manage their finances effectively. Existing apps can be too complex or assume a level of financial understanding that these users don't yet have, making it difficult for them to track their spending, set budgets, and reach their financial goals.

There is a need for a simple, user-friendly app specifically designed to help students and beginners take control of their finances. This app should make it easy for them to manage their finances, setting them up for long-term success.

# Solution

BudgetBee simplifies personal finance by providing an intuitive platform that allows users to easily monitor their spending, create tailored budgets, and set achievable financial goals. The app also offers visual tools to give users clear insights into their financial habits, making it easier to make informed decisions.

# Idea

BudgetBee combines the simplicity of a basic expense tracker with the power of goal-setting and budgeting tools, all wrapped in a visually appealing and engaging interface. With features like transaction alerts, budget reminders, and goal progress updates, the app empowers users to take control of their finances, build better financial habits, and work towards a secure financial future.

**87%**

of young adults aim for financial independance

Finance apps are

**Growing in Popularity**

among gen z users.

Only

**1 in 3** adults

**10%** of students

are **financially literate** across the world.

This suggests a **huge opportunity** for financial apps for **students and beginners.**

# TARGET AUDIENCE

**First-Time Budgeters:**
People of any age who are managing their own finances for the first time and want to learn the basics of budgeting, expense tracking, and goal setting. They may be overwhelmed by more complex financial tools and need a simpler, more educational approach.

**Students (Ages 16-24):**
Individuals who are just starting to manage their own money, possibly from part-time jobs, allowances, or scholarships. They are looking to develop good financial habits and need straightforward tools to help them understand basic money management concepts.

**Young Adults and Beginners (Ages 18-30):**
Young professionals or recent graduates who are new to budgeting, saving, and managing their income and expenses. They may have limited financial knowledge and are seeking easy-to-use solutions to help them build confidence in their financial decisions.

**Young Professionals:**
Individuals in their early careers, aged 22-30, who are earning their first steady income. They seek to build financial stability, start saving for larger goals like buying a vehicle or further education, and manage their day-to-day expenses effectively.

**Tech-Savvy Young People:**
Users who are accustomed to using apps and digital platforms but need a finance app that doesn't overwhelm them with features. They are looking for a clean, intuitive interface that makes managing their money simple and engaging.

# USER PERSONAS

## PRIYA SHARMA

**Age:** 19
**Occupation:** Student

**Bio:**
Priya is a first-year college student pursuing a degree in Business Administration. She lives in a rented apartment with a few roommates and works part-time at a local café to support herself. Priya's family provides some financial support, but she manages most of her own expenses, including rent, groceries, and textbooks.

### Motivation

- Wants to enjoy college life without financial stress
- Wants to save money for future trips
- Wants to become financially independent.

### Interests

- Social activities
- Fashion
- Travel

### Behaviours

- Frequently spends on social outings and fashion.
- Occasionally tracks her expenses but often forgets to update her records.
- Relies on her smartphone for most tasks and prefers mobile solutions.

### Goals

- Track and manage her monthly expenses effectively.
- Save for future travel and emergencies.
- Learn to budget and plan for her financial future.

### Frustrations

- Difficulty sticking to a budget due to spontaneous spending.
- Finds it challenging to see a clear picture of her financial health.
- Overwhelmed by complex financial tools and prefers simplicity.

### Personality

Passionate

laid-back

Hard-working

Independant

## JOHN SMITH

**Age:** 22
**Occupation:** Recent Graduate / Entry-Level Job

**Bio:**
John recently graduated with a degree in Engineering and has just started his first full-time job. He lives alone and is adjusting to managing his finances independently for the first time. John is trying to save for a car and manage his student loan repayments.

### Motivation

- Aims to achieve financial stability
- Hopes to manage student loan repayments and save up for a car.
- Wants to be financially responsible and independent.

### Interests

- Technology
- Sports
- Fitness

### Behaviours

- Regularly checks his bank accounts and tracks spending.
- Uses technology and apps to simplify tasks and improve productivity.
- Prefers organized and structured approaches to financial management.

### Goals

- Follow a budget that aligns with his income and expenses.
- Keep track of student loan payments and build an emergency fund.
- Save enough for major purchases.

### Frustrations

- Finds it challenging to manage multiple financial responsibilities and bills.
- Struggles with staying motivated to follow a budget consistently.
- Needs better tools to visualize and manage his finances effectively.

### Personality

Passionate

laid-back

Hard-working

Independant

## EMMA GARCIA

**Age:** 18
**Occupation:** High School Student / Part-Time Job

**Bio:**
Emma is a high school senior who works part-time at a retail store. She receives a small allowance from her parents and is saving up for a laptop she needs for college. Emma is interested in learning about personal finance to prepare for managing her money in the future.

### Motivation

- Wants to save money for college expenses and a new laptop.
- Eager to learn financial skills to prepare for future independence.

### Interests

- Technology
- Music
- Social media

### Behaviours

- Uses social media and apps extensively for personal and academic needs.
- Saves diligently from her part-time job and allowance.
- Seeks out information and tools that are easy to understand and engage with.

### Goals

- Save for a specific purchase and manage her limited income.
- Learn and practice budgeting and financial management skills.
- Develop good financial habits before starting college.

### Frustrations

- Limited income and difficulty in balancing savings with expenses.
- Lack of clear, age-appropriate financial education resources.
- Finds it challenging to use complex financial tools and needs something straightforward.

### Personality

Passionate

laid-back

Hard-working

Independant

# USER JOURNEY MAP

## PRIYA SHARMA

- Age: 19
- Occupation: Student
- Location: India

### USER NEEDS

Priya needs a free, simple, and intuitive app that helps her easily track her daily expenses, manage a budget suited to her student lifestyle, and visualize her spending patterns. She seeks tools that allow her to set and monitor savings goals, with timely reminders and alerts to keep her on track.

### USER MINDSET

Priya is at a pivotal stage where she's beginning to take full responsibility for her finances and is eager to become financially independent. She's motivated to develop good financial habits early on, but she's also cautious, seeking an easy-to-use solution that won't overwhelm her. Priya values tools that empower her to stay within her budget and reach her financial goals, appreciating that the app is free and accessible, which aligns perfectly with her limited student budget.

| | Awareness | Consideration | Decision | Service | Loyalty |
|---|---|---|---|---|---|
| **User actions & touchpoints** | • Sees an Instagram ad for the app.<br>• Hears about the app from a friend who uses it to manage their budget.<br>• Visits the app's website to learn more. | • Visits the app's website and reads through the features.<br>• Watches a demo video.<br>• Compares the app with other budgeting tools | • Downloads the app and begins the onboarding process.<br>• Sets up her account, links her bank and starts creating a budget.<br>• Explores the app's main features through a tutorial. | • Uses the app daily to track her expenses, set budgets, and monitor savings.<br>• Receives notifications for spending alerts and reminders.<br>• Checks app to understand her spending patterns better. | • Continues to use the app as she achieves her financial goals.<br>• She recommends the app to friends who also need help with budgeting. |
| **Thoughts** | • "This app could help me manage my expenses better."<br>• "Is this app really what I need, or is it just another complicated tool?" | • "This app looks user-friendly and seems to have the features I need."<br>• "Is it worth trying, or should I stick to something else?" | • "I hope this is easy to set up and use."<br>• "I need to make sure I'm setting this up correctly so it's useful." | • "I need to stick to my budget to save for my trip."<br>• "These insights are really helping me see where I can cut back." | • "This app really helped me get my finances in order."<br>• "I'm glad I found this app; I'll tell my friends about it." |
| **Emotions** | Positive / Negative<br>Curious, intrigued | interested, slightly skeptical | excited, a little nervous | Empowered. sometimes frustrated | satisfied, happy |
| **Pain-points** | • Overwhelmed by the sheer number of financial apps available.<br>• Uncertain about whether this app will meet her needs. | • Worried about the learning curve or hidden costs.<br>• Uncertain about the app's effectiveness compared to competitors. | • Possible confusion during setup, especially with linking accounts.<br>• Anxiety about whether the app will be helpful and easy to navigate. | • Difficulty in categorizing some expenses or understanding detailed reports.<br>• Potential frustration with notifications if they're too frequent or unclear. | • Might feel demotivated if progress is slow or if the app doesn't evolve with her needs.<br>• Could consider switching to another app if new features aren't added or if customer support is lacking. |
| **Opportunities** | • Emphasize the app's simplicity and student-focused features in marketing.<br>• Use testimonials or case studies from students to build trust. | • Reassure her through clear messaging that the app is entirely free.<br>• Highlight unique features that cater specifically to students' financial needs. | • Simplify the onboarding process with clear, step-by-step instructions.<br>• Provide a quick-start guide or video to ease her into using the app. | • Offer personalized tips and insights based on her spending behavior.<br>• Allow customization of notifications to fit her preferences and needs. | • Regularly update the app with new features or improvements based on user feedback. |

# COMPETITOR ANALYSIS

| | | | |
|---|---|---|---|
| **USP** | • Traditional envelope budgeting in digital form | • Highly effective for debt management | • Simplicity and ease of use |
| **KEY FEATURES** | • Envelope budgeting<br>• Syncing across devices<br>• Expense tracking | • Zero-based budgeting<br>• Goal setting<br>• Detailed reporting | • Automatic expense categorization<br>• Budgeting<br>• Savings goals |
| **UI/UX** | • Simple and easy to use<br>• Envelope-based designs<br>• Perfect for beginners | • Simple and easy to use<br>• Focused on budgeting<br>• Engaging tutorials | • User-friendly<br>• Visually appealing |
| **TARGET AUDIENCE** | • Couples sharing finances<br>• Families | • Individuals committed to strict budgeting | • Young professionals<br>• People new to budgeting |
| **STRENGTHS** | • Supports multiple devices<br>• Its affordable<br>• Provides reports<br>• Lets you import bank transaction files<br>• Its intuitive | • Connects with your bank and automatically detects transactions<br>• Allows up to 6 people per account<br>• Supports multiple devices | • Build budgets and set savings goals<br>• Personalized reports<br>• Sync accounts from thousands of institutions |
| **WEAKNESSES** | • You must manually log expenses<br>• Limited free plan<br>• It takes time to use since it manual<br>• Does not have a lot of features | • No bill negotiation, subscription cancellation, or investment tracking<br>• Steeper learning curve<br>• Expensive<br>• Does not have a lot of features | • Must sync accounts to use<br>• Free version has customization limits<br>• Expensive<br>• Does not have a lot of features |

# FEATURES

Custom Budgets

Transaction History

Simple Interface

Expense Tracking

Goal Setting

Spending Insights

Budget Alerts

Secure Access

# WIREFRAMES

## Welcome to BudgetBee

Simplify your finances with BudgetBee, the ultimate money tool!

Log in | Join now

Explore without signing in

## BudgetBee

Username

Password

Log in

Don't have an account? Sign up

Skip

## Introduction

### Welcome to BudgetBee

Track your expenses, set budgets and achieve your financial goals with ease.

### Add Expenses Easily

Quickly log your daily expenses to keep track of where your money is going.

Logo | Menu

## Welcome Back, Busy Bee!

Let's Keep Your Finances Buzzing.

### Current Balance

7,693.75

### Recent Transactions

| | |
|---|---|
| Grocery | - 343.5 |
| Monthly Allowance | + 10,000 |
| Metro Recharge | - 100 |

### Current Budget Status

**Total Monthly Budget:** 9,000
**Amount Spent So Far:** 3,236
**Remaining Budget**: 5,764

Add Expense | View Budget

Set Goals | Transactions

Home | Transactions | Budget | Settings

Logo | Menu

## Add Expense

Date

Enter Date

Category

Enter category

Amount

Enter Amount

Notes (Optional)

Add a note...

Discard | Save

Home | Transactions | Budget | Settings

Logo | Menu

## Budget Overview

**Monthly Budget**
August 2024
**Total: 9,000**

35.9%
• 3,236 Spent
• 5,764 Left

**Main Expenses**
Mobile recharge 588.5
Grocery 453
Café Coffee Day 412
View more

| | |
|---|---|
| Groceries | 847/1,800 |
| Food | 656/1,500 |
| Transportation | 716/1,200 |
| Entertainment | 363/1,000 |
| Utilities | 612/1,200 |

Edit Budgets | Add New Budget

Home | Transactions | Budget | Settings

Logo | Menu

## Goals

Add Goal

**Emergency Fund**
Target: 10,000
Progress: 40%
Edit | Delete

**New Laptop**
Target: 20,000
Progress: 30%
Edit | Delete

**Vacation Fund**
Target: 20,000
Progress: 20%
Edit | Delete

Home | Transactions | Budget | Settings

Logo | Menu

## Transactions

Filters

Start Date | End Date | Category

| | | |
|---|---|---|
| Grocery | 11/08/2024 | - 343.5 Expense |
| Monthly allowance | 10/08/2024 | + 10,000 Income |
| Mobile recharge | 10/08/2024 | - 100 Expense |
| Uber | 10/08/2024 | - 312 Expense |
| Swiggy | 09/08/2024 | - 253 Expense |
| Grocery | 09/08/2024 | - 180 Expense |
| Bus | 08/08/2024 | - 50 Expense |
| Café Coffee Day | 08/08/2024 | - 412 Expense |

Home | Transactions | Budget | Settings

Logo | Menu

## Account

**Priya Sharma**
priyasharma@gmail.com

## App Preferences

Notifications
Dark mode
Currency

## Feedback

Rate BudgetBee
Contact BudgetBee support

Log out

Home | Transactions | Budget | Settings

# Helvetica

Its **clean and modern design** ensures readability and a **user-friendly** interface. Its **simplicity** minimizes distractions, allowing users to focus on their finances. Additionally, Helvetica's widespread use in professional contexts adds a **sense of reliability and trustworthiness** to the app.

0123456789
ABCDEFGHIJKLMOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

#001433

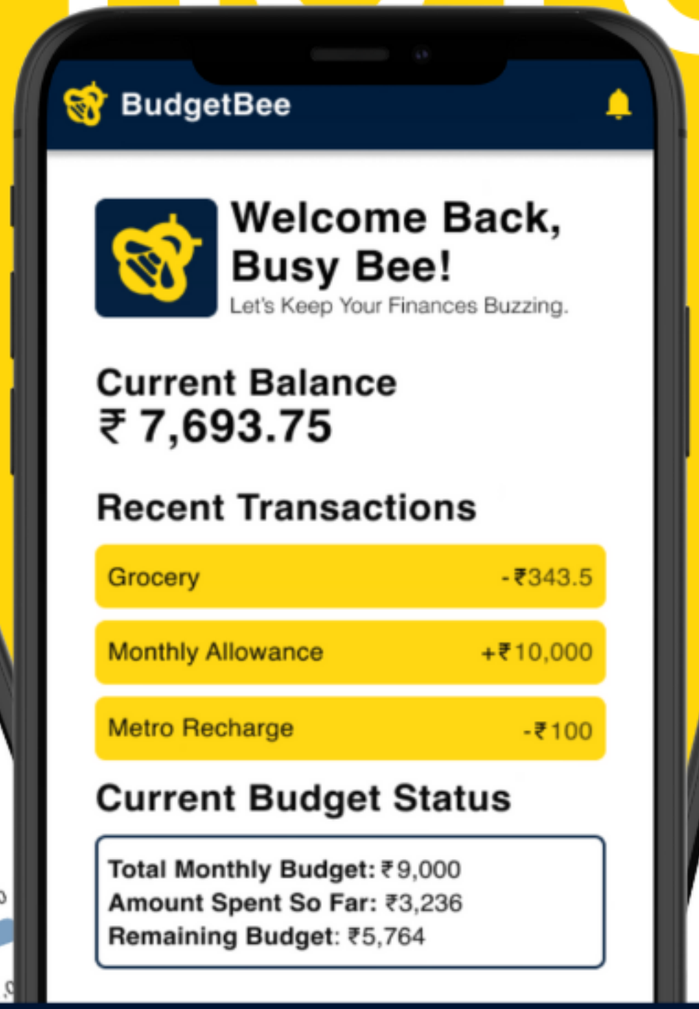
#FF3C12

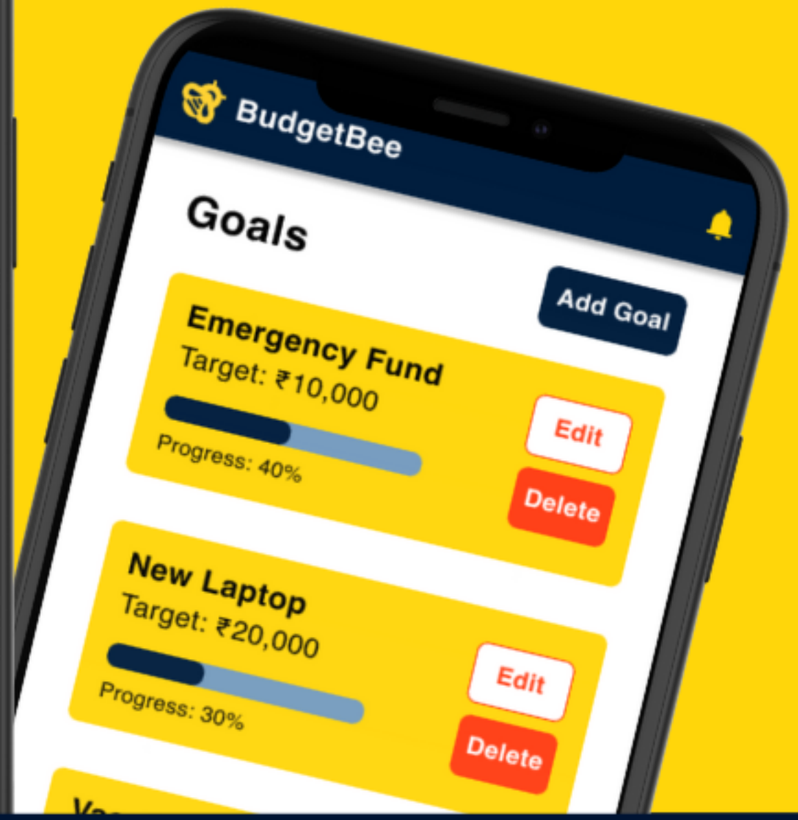
#FF3C12

#FFD60A

#FFFFFF

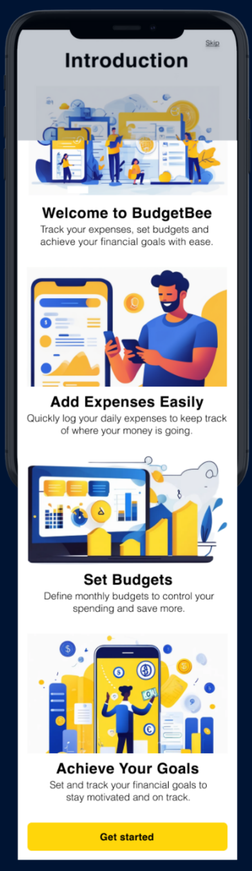
# HI-FI PROTOTYPE



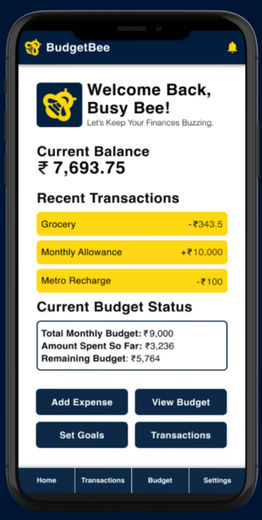
# LOG-IN

Easy and straight-forward log-in process along with an option to explore the app without signing in as well.



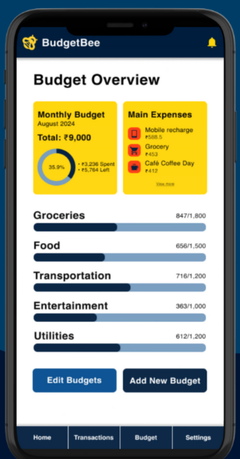

# INTRODUCTION

Simple and illustrative introduction page to help users understand how BudgetBee works and guide them through the key features of the app. It's especially tailored for beginners, providing a clear and concise overview of the app's functionality. There's also an option to skip the introduction and explore the app directly for those who prefer to dive right in.

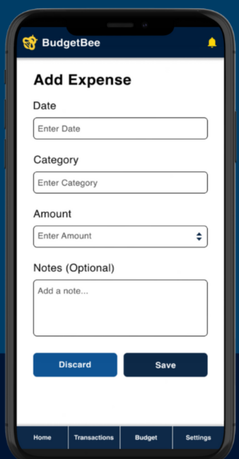



# HOME

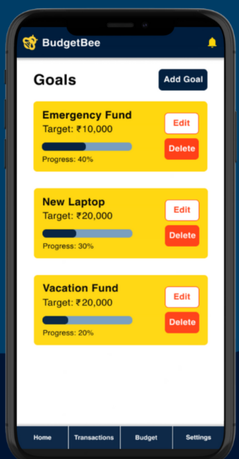
The home page serves as the central hub where users can easily view their current balance, most recent transactions, and current budget status. It offers intuitive navigation, making it easy for beginners to manage their finances. Key features like expense tracking, budget and goal setting and transaction history are all accessible from this main screen, ensuring users have everything they need at a glance.



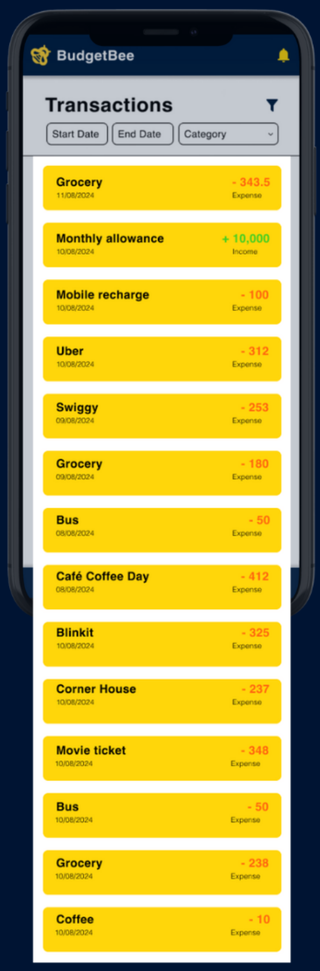

**Buget Overview:**
A clear summary of your current budget allocations and spending. Users can see how much they've spent, how much remains, and adjust budgets as needed.




**Add Expenses page:**
Allows users to quickly log their daily transactions and categorize their spending to keep track of where their money goes.

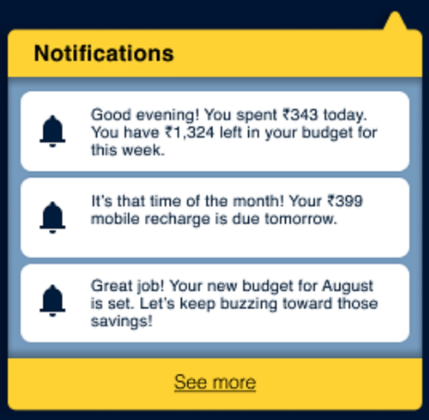


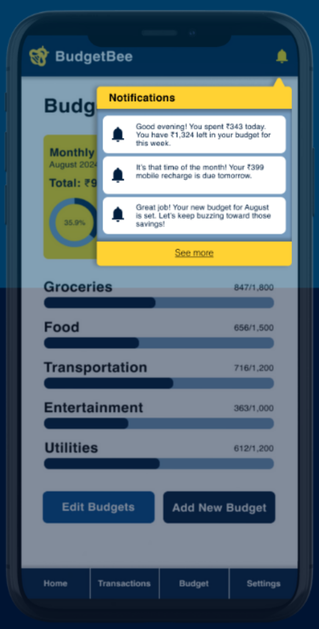

**Goals page:**
Helps users set and track their financial goals. They can monitor their progress and stay motivated as they move closer to achieving their goals.




# TRANSACTIONS

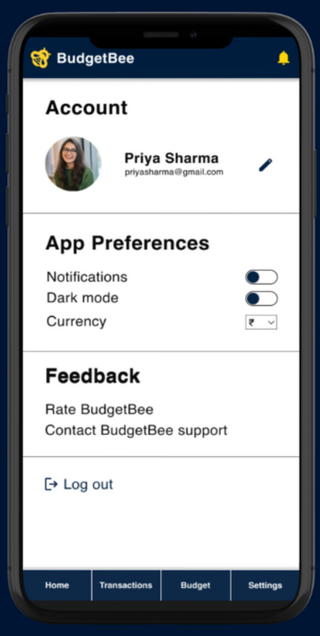
A simple and intuitive page that allows users to review and manage all their past transactions in one place. Users can easily filter and search through their spending history by date, category, or amount, helping them stay organized and informed about their financial habits. Whether you need to track down a specific expense or just want an overview of your spending, this page makes it effortless.




# NOTIFICATIONS

A streamlined and organized menu that keeps users informed with timely alerts and reminders. Here, users can view notifications about budget limits, spending milestones, goal progress, and more.




# PROFILE/SETTINGS

A personalized hub where users can manage their account details, customize app preferences, provide feedback and get support. This page allows the user to tailor BudgetBee to fit their needs

BudgetBee
Goals
Add Goal
Emergency Fund
Target: ₹10,000
Progress: 40%
Edit
Delete
New Laptop
Target: ₹20,000
Edit

# Explore the BudgetBee app prototype below!

https://www.figma.com/proto/60xTUO7t0oZcDhJvS2jK8a/Budget-Bee?page-id=0%3A1&node-id=1-46&viewport=205%2C365%2C0.13&t=MrmSrzkeAqB7lKWM-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=1%3A46&show-proto-sidebar=1