

# Brainstorm

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Purpose  
Ideas  
Audience  
Focus  
Reiterate

## My favorite apps

Think about the apps that you use. Identify each app's purpose and why you use it. Which do you use most, and which did you stop using after just a few times? Why did you download them in the first place? Brainstorm a list of your favorite apps, and identify their purposes and the features that make them good.



LinkedIn

LinkedIn provides a platform to connect with professionals across various industries and regions.



YouTube

YouTube offers an immense variety of content, from music videos and vlogs to documentaries and educational tutorials.

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## My ideas

Brainstorm a list of apps you'd like to build. These could be new ideas, apps to solve specific problems, apps you think you can improve or personalize, or something silly! Browse the App Store for inspiration. Keep adding to this list and revisit it, as some ideas might become more or less interesting or crazy in the future.

- Grocery Tracker and Meal Planner:**

- racks groceries, suggests recipes based on what's in your pantry, and creates shopping lists.

- Personal Finance Manager:**

- Budgeting, expense tracking, investment advice, and bill reminders integrated with bank accounts.

- Health and Wellness Tracker:**

- Tracks physical activity, diet, sleep, and mental health, offering personalized tips and reminders.



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## My app idea

From your brainstorming list, select one app idea to develop further and describe it below.

### Kharcha-Buddy

Take control of your finances with the **Daily Expense Tracker(Kharcha-buddy)** app, your personal assistant for managing everyday expenses effortlessly. Designed to help you stay on top of your spending and achieve your financial goals, this app offers a seamless and intuitive experience for tracking where your money goes.

#### Key Features:

##### 1.Simple Expense Logging:

1. Quickly add expenses on the go with just a few taps.
2. Categorize expenses with customizable tags such as Food, Transport, Entertainment, and more.
3. Add notes and receipts to each entry for detailed records.

##### 2.Daily, Weekly, and Monthly Summaries:

1. Get an overview of your spending habits with clear, easy-to-read charts and graphs.
2. View summaries for different time periods to identify trends and make informed decisions.

##### 3.Budget Management:

1. Set daily, weekly, or monthly budgets for different categories.
2. Receive alerts when you approach or exceed your budget limits.

##### 4.Recurring Expenses:

1. Schedule recurring expenses such as rent, subscriptions, and bills to be automatically logged.
2. Never forget a payment with timely reminders.

##### 5.Expense Analysis:

1. Analyze your spending patterns to identify areas where you can save.
2. Generate detailed reports to understand your financial habits better.

##### 6.Secure and Private:

1. Protect your data with advanced security features like PIN code or biometric authentication.
2. All your financial data is stored securely and privately.

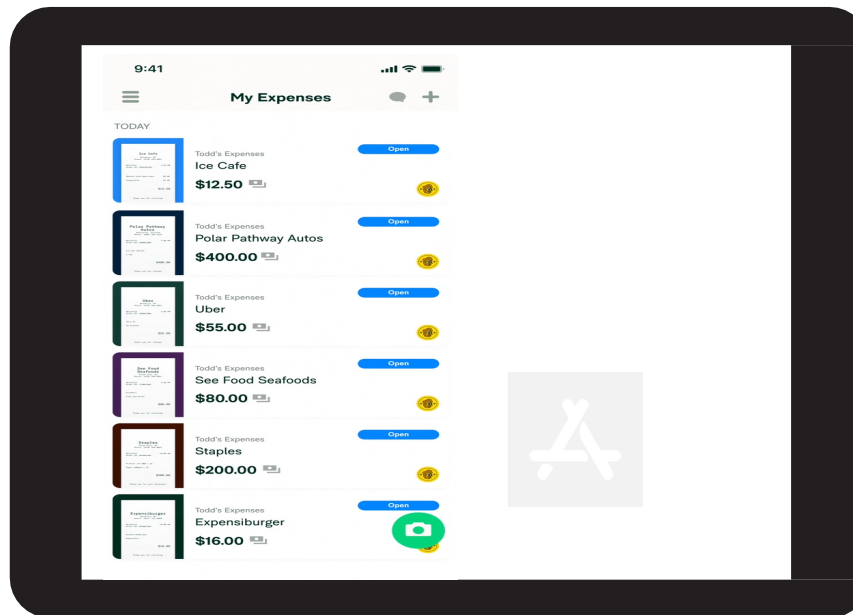
## My app's top competitor (Expensify-)

### Go Further

Do a little research on your initial top ideas. Take a good look at the App Store. Do your app ideas already exist? Don't be discouraged if you find one or several that are like the app you've imagined. It just means you had a good idea. And maybe now that you've seen a bunch of similar apps, you can see ways of improving them.

For your favorite app idea, identify its top competitor on the App Store. If you can, download the app. Then check it out to answer the questions at right.

If there are any user reviews on the App Store, be sure to read those carefully, too. What are people finding difficult about the app? What else do they wish the app could do? Where are people getting confused? How would your app address each of these concerns?



Is it easy to use? Why or why not?

Overall, Expensify's combination of intuitive design, automation, accessibility, and customization options makes it easy for users to track expenses effectively and efficiently.

Can you suggest improvements to the user interface?

Implement machine learning algorithms to automatically categorize expenses based on past behavior and user preferences. This can help users save time by reducing the need for manual categorization.

How could it be designed better?

Optimize the app's performance to ensure fast load times and smooth interactions, especially on mobile devices. Minimize unnecessary animations, optimize image assets, and use caching and lazy loading techniques to improve performance.

### Go Further

For your app idea, create a persona for each type of person who would use the app.

Duplicate this slide to outline each persona.

What does this person do?

**Student**

How old is the person?

**18-25**

Why is the person using the app?

**To track and manage their expenses**

Does the person prefer pictures or words?

**GUI**

How often does the person use their device?

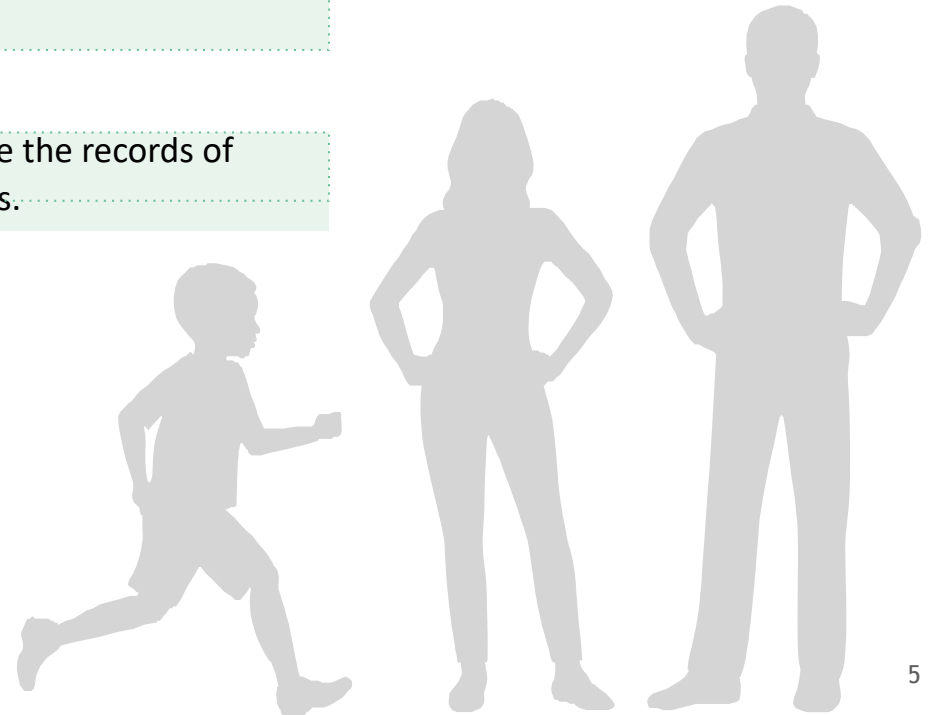
**Weekly**

Include other details.

**He will be able to manage the records of earnings and expenses.**



[Optional] Illustration or stock photo of the persona



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## Focus

Before you commit to your app, go back and review your list of app ideas. Which ones seem most interesting? Focus on a few ideas for further brainstorming. What purposes do they serve and how do they solve issues? Who are the audiences? Write app statements to clearly define the apps' purposes. This can help you decide whether they're good ideas or not. Compare your new ideas to your favorite app idea. Is it still your favorite?

### What will your app do?

A daily expense tracker app is designed to help users monitor and manage their personal finances by tracking their income and expenditures on a daily basis. It allows users to manually log expenses and categorize them, or automatically record transactions by syncing with bank accounts and credit cards.

### Why does this need exist?

The need for a daily expense tracker app arises from the increasing complexity of managing personal finances in today's fast-paced, digitally-driven world. With the proliferation of credit and debit card usage, online shopping, and various subscription services, keeping track of daily expenditures has become more challenging than ever.

### What will your app do?

The app categorizes expenses to provide a clear picture of spending habits and financial health, and offers features such as budgeting tools, financial goal setting, and recurring transaction setups. Users can set budgets for different categories and receive notifications and alerts for overspending, upcoming bills, and low balances.

### Why does this need exist?

The app categorizes expenses to provide a clear picture of spending habits and financial health, and offers features such as budgeting tools, financial goal setting, and recurring transaction setups. Users can set budgets for different categories and receive notifications and alerts for overspending, upcoming bills, and low balances.

### What will your app do?

The app generates detailed reports and visualizations to illustrate spending patterns and financial progress over various time periods.

### Why does this need exist?

It helps users gain a comprehensive understanding of their spending habits, enabling them to make informed financial decisions and avoid unnecessary debt. Additionally, the app's ability to generate detailed reports and visualizations offers valuable insights into financial health, promoting better financial planning and management.

# Plan

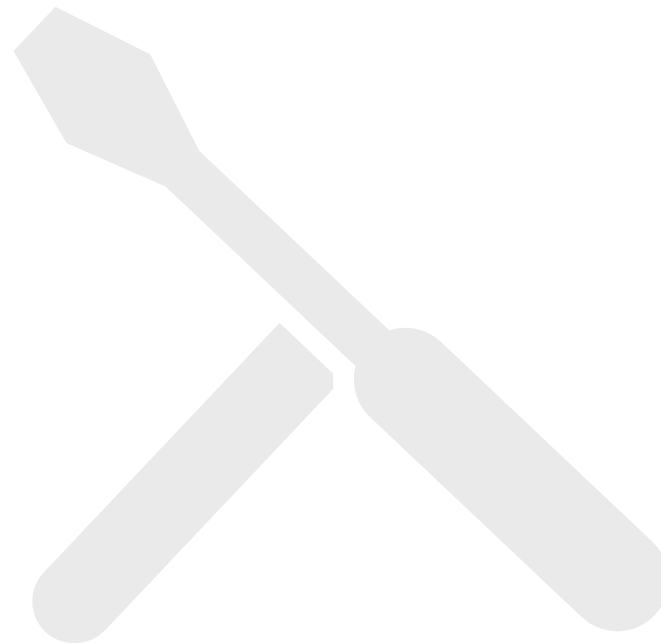
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UI/UX  
iOS features  
Design

## Overview

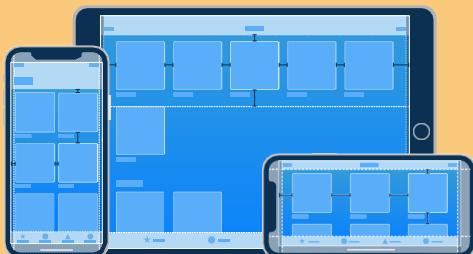
The planning stage is when you figure out the details of your app and how it can achieve its goal.

Consider these three key areas as you develop your apps: UI/UX, iOS features, and design. The more you learn about each topic, the more advanced your app designs will be. The [Apple Developer website](#) is a good resource for you to learn more about these topics.



# Plan

## UI/UX iOS features Design



## UI/UX

A good app should be easy to use. That's where the user interface (UI) design comes in. A well-designed UI makes for a good user experience (UX). Think back to the first times you used some of your apps, or try using a new app. What was the experience like? Did you get confused navigating them? Review elements like font size, icon shape and placement, and the navigation from screen to screen. Even the smallest element makes a difference in how someone experiences your app. Be sure to review the [Human Interface Guidelines](#).

Go back to your list of favorite apps and choose one to review. Think about the features that make it easy to use.



### Review of my favorite app

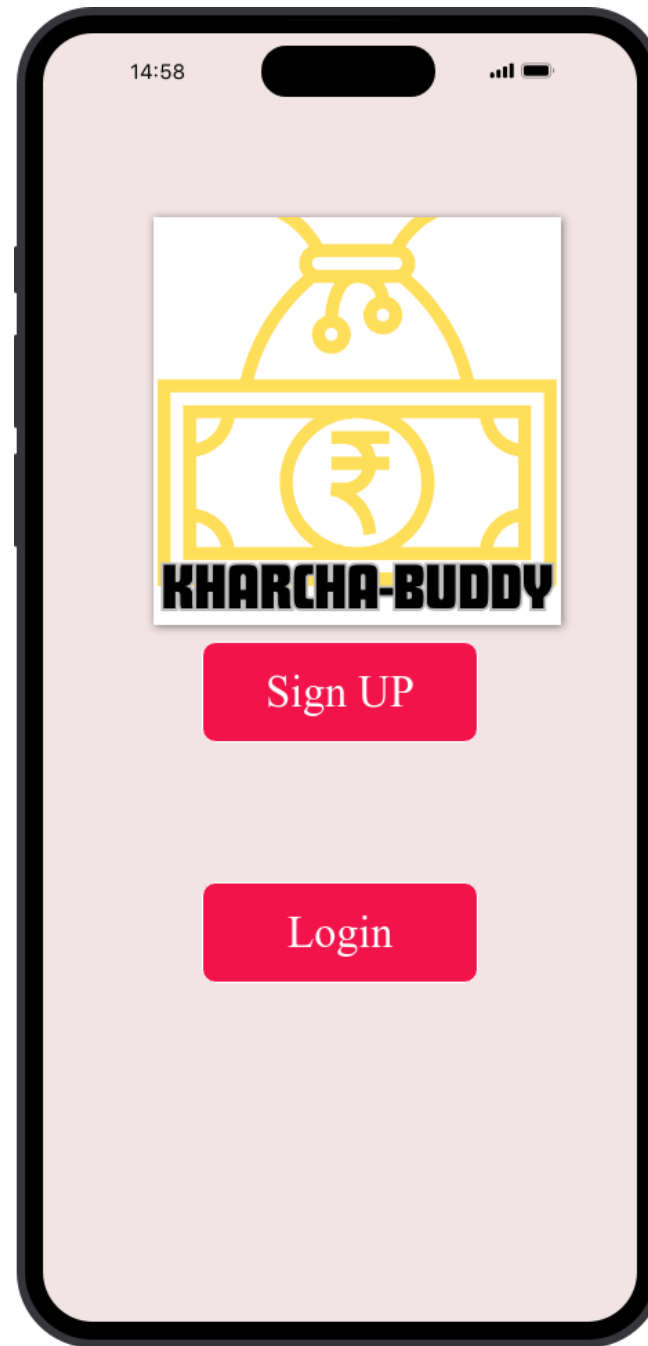
**The LinkedIn iOS app is designed with a user-friendly interface and a range of features that enhance ease of use, making professional networking and career development accessible on the go. Its intuitive design includes a straightforward navigation bar, allowing users to effortlessly switch between key sections like Home, My Network, Jobs, Messaging, and Notifications. The personalized feed ensures that users see relevant updates and posts based on their interests and connections, providing a tailored experience. Profile management is simplified, enabling users to quickly update their profiles, add new skills, and monitor profile views and search appearances.**



# Prototype

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Design  
Storyboard  
Build



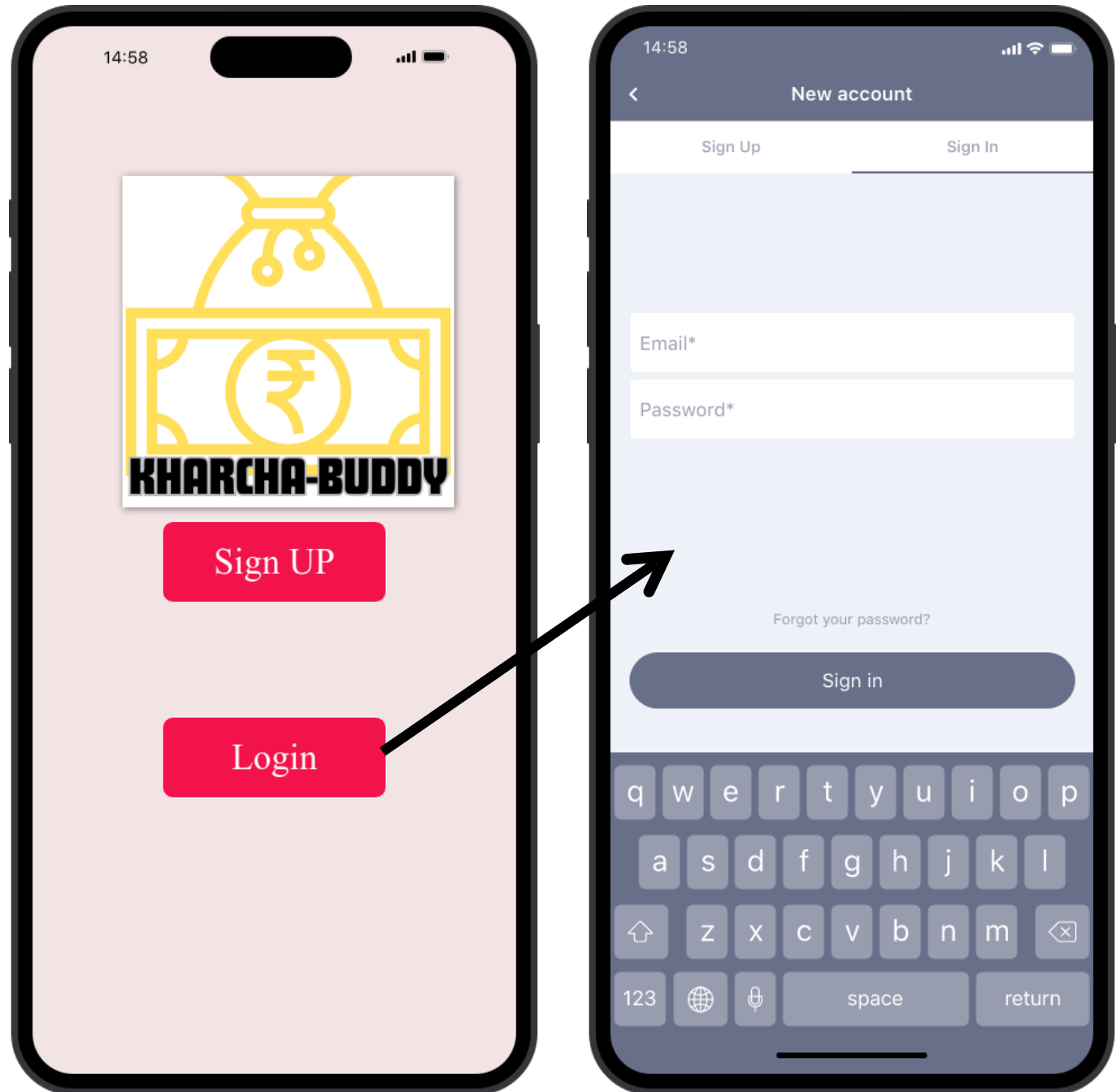
# Prototype

## Design Storyboard Build



# Prototype

## Design Storyboard Build



# Prototype

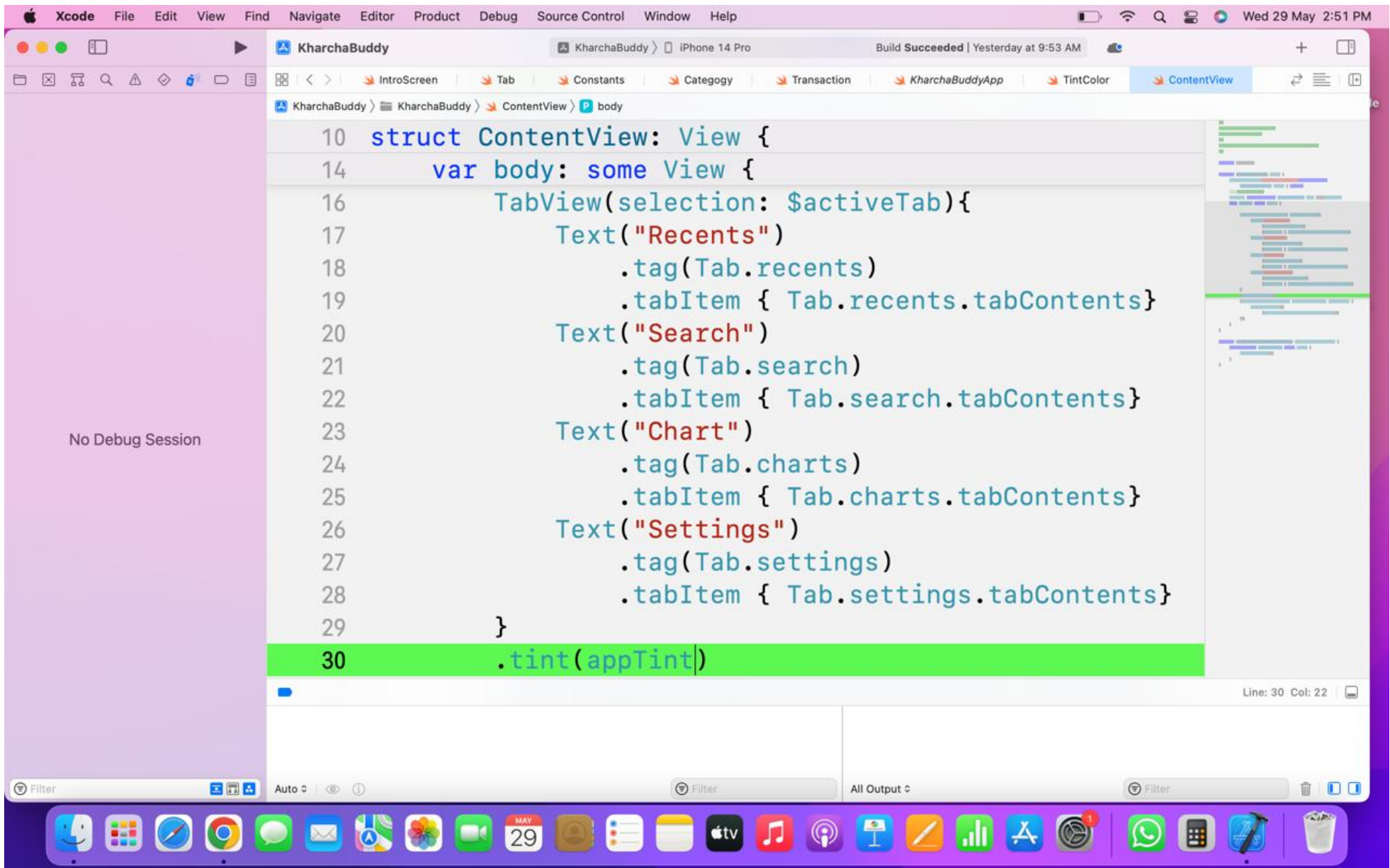
## Design Storyboard Build



# Prototype

## Design Storyboard Build







**Submitted by-**  
**Arif Alam**