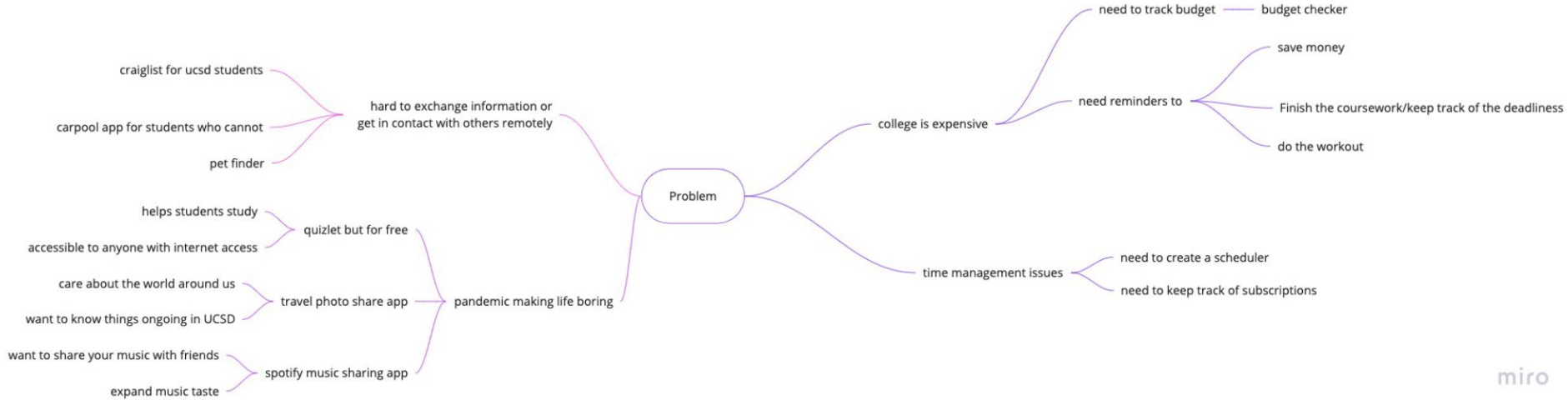# Starting Pitch

Hardcore 34

Index

Introduction

As a team, we agreed we wanted our project to address a problem common to all of us. Through the brainstorming process, we thought about problems unique to students. One problem stuck out to us as the most prevalent.

 As college students, we have found we have all struggled with financial responsibility at some point. This led us to narrow down the problem for us to solve financial responsibility for students.

Flow Chart of Brainstorm

craiglist for ucsd students

carpool app for students who cannot

pet finder

hard to exchange information or
get in contact with others remotely

helps students study

accessible to anyone with internet access

quizlet but for free

care about the world around us

want to know things ongoing in UCSD

travel photo share app

pandemic making life boring

want to share your music with friends

spotify music sharing app

expand music taste

Problem

college is expensive

need to track budget — budget checker

need reminders to

save money

Finish the coursework/keep track of the deadliness

do the workout

time management issues

need to create a scheduler

need to keep track of subscriptions

miro

The Problem Narrowed Down

Problems derived from Financial Responsibility:
- Money Management can be difficult without the right tools.
- Students often lack the financial literacy/resources to make good money decisions
- Students experience financial struggles
- Increase financial awareness

Statement of Purpose

Our goal is to increase financial awareness among people to improve their quality of life. Money brings people a lot of stress, especially students who are having to often survive off of part time jobs and sometimes no help.

Testimonials from Group Members

"There have been times in my college career where this website would have prevented a lot of useless spending. Allowing for simple tracking, progress checks, and incentives makes it a lot easier to manage my spending and save to invest" - Yash, 3rd Year CS-Math

"Income can be inconsistent, therefore it's important when you have money to budget to create a safety net against income droughts. As a student, I often need to make the income I earn over summer and breaks last throughout the school year. If I had been properly budgeting in the past, I could have reduced financial stress by making my money last longer." - Spencer, 4th Year CS-Math

User Personas

We envision our user to be a college student who wants to keep track of and manage their own finances for the first time :

Emma the Freshman

- **Lives away from family the first time**
- **Pays rents & living expenses by herself the first time**

Derrick the Party Guy

- **Party all days and wonders where his money have gone**
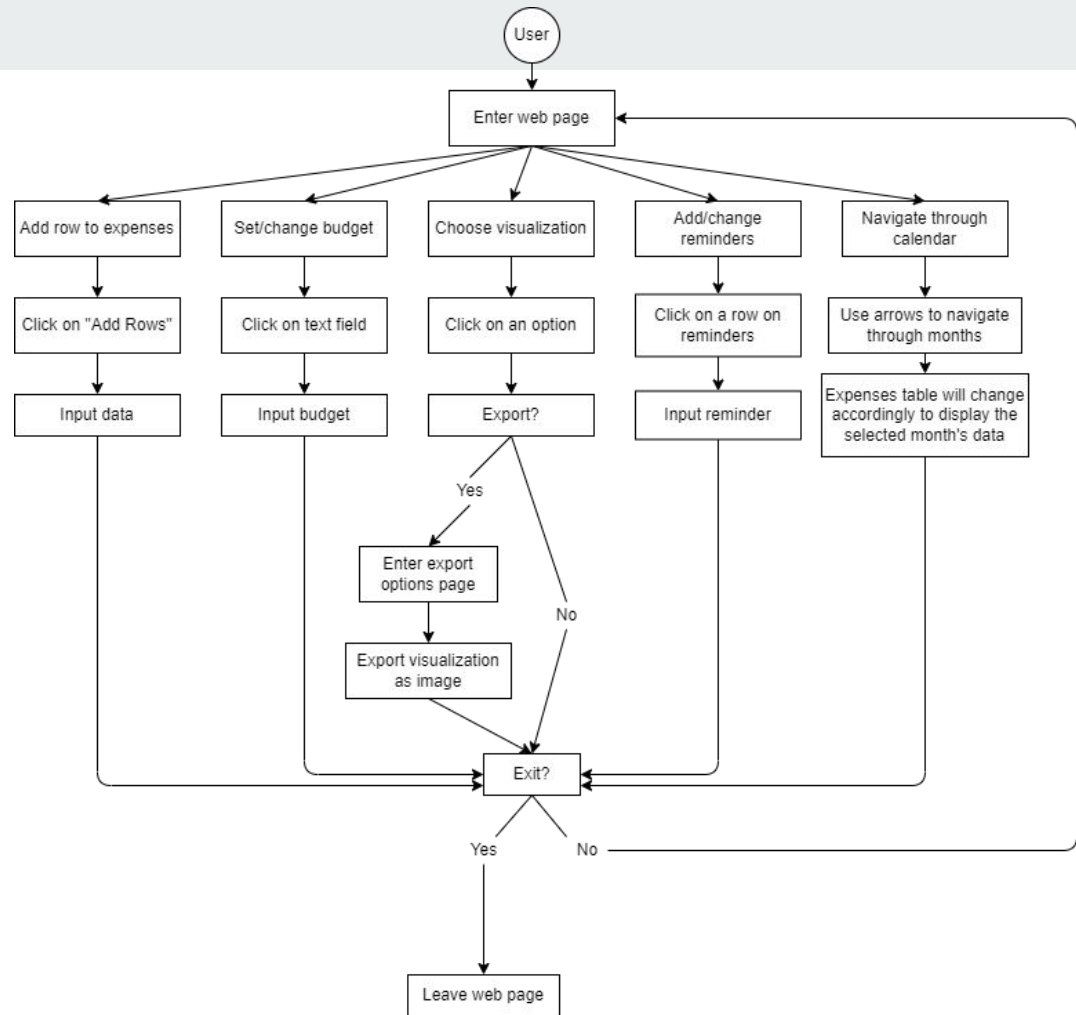- **Wants to make sure his friends pay him back for the drinks!**

Joanna the Saver

- **Prepares to buy a car after graduating**
- **Wants to make sure she and her dog don't become homeless after paying the mortgage**

System Diagram

The user enters the web page with the following 5 options: to make changes to expenses, budget, or reminders, or to view visualization or navigate through the calendar.

Appetite

Given that our deadline for this project is December 2nd, we have roughly five weeks to actualize our vision. With this deadline in mind, we must be mindful of not convuluting our idea with features that will prevent us from having a deliverable by the deadline. We are planning on developing our solution by the Thanksgiving break, and using the additional time remaining to implement any additional features that we wish to.

Temporary Timeline:

11/1-11/3	pipeline + distribute tasks
11/4-11/9	start coding frontend for basic features
11/10-11/16	start coding backend for basic features
11/17-11/23	discuss features to be added, continue coding, work on any other group assignments due soon
11/24-11/29	finish the group assignments due 11/29
11/30-12/9	finalize project

Solution

To solve the problems that we've narrowed down in the previous slides, we decided to build a budget tracking website that aims to help students monitor how much of their budgets have been spent over time, to see how much is remaining.

In general, we will have 5 sections: expenses, calendar, reminder, categories, and visualization
(More details in the next slide)

Solution

- **Calendar**
  - **Help them navigate to different dates.**
- **Reminder**
  - **Keep the users aware of their budgets**
- **Categories**
  - **Log purchases in personalizable categories**
  - **Set an upper bound limit so that they would not go out of budget.**
- **Visualization (pie chart, line graph, animal)**
  - **Display the user's expense history in graphs.**
  - **Award points if their total spendings are less than the total budget. If their points reach a certain amount of level (100 points for example), the facial expression for the animal will go from a sad face to a smiling face**

Wireframe

The name of our web page is **Don't Budge**. From here, the user will be able to manage their budget by adding expenses, managing daily reminders, and visualizing their remaining funds. You start by adding your budget to the fillable field. Through the expenses table you can add your specific purchases classifying its date, cost, name, and label which can be applied to multiple purchases. The remaining budget is displayed and visualized! Under the Visualized Window you can set different display modes. On the side are add-on features such as reminders for bills... etc. and a calendar for viewing expenses for specific months.

Expenses

Date	$	Item	Labels

+ Add Rows

Budget: $_____

Remaining: $_____

Visualization

Options:
1. Pie Chart
2. Line Graph
3. Character

→ Export

Reminders

January

Rabbit Holes

- Focus on main basic features; features in order to importance:
    - Expenses tracker
    - Budget setter
    - Reminders
    - Calendar
    - Visualization
- Avoid spending too much time on developing an animal character, which is used to motivate users to stay on budget
- Remember our goal: to help users track expenses and stay on budget

Risks (No Gos)

- Involve too much unfamiliar technology
    - Auto update for budgets (updates the budget according to user's Apple Pay, Credit Cards)
- Unnecessary
    - Social place where people can share their budget and potential discussion of budget saving tricks, contact list for users to add the other users(potentially their family, friends, or even strangers)
- Time-consuming
    - Multiple animal characters (sticking to a single one), different appearances for the animal character when user achieves their goal (3 basic facial expressions)