# Competitor App to Mint: Feature and Design Recommendations for Savvi

## Introduction

Savvi is envisioned as a **teal‑green and white** personal budgeting app that rivals Mint. It will provide users with easy account aggregation, transaction review, spending insights and other tools for managing money. Designing such a product requires more than copying Mint’s look; it involves understanding the features that drive engagement and the design principles that build trust in financial software. This report compiles research on leading budgeting apps and best‑practice guidelines for fintech user‑interface design to inform the development of Savvi.

## 1 Core features to include in Savvi

### 1.1 Essential budgeting functions

Modern budget apps go beyond manual spreadsheets; they automate data collection and deliver insights. Core features recommended for Savvi include the following:

* **Automatic account aggregation and transaction import** – Budgeting apps usually connect with banks to download transactions and categorize spending automatically. Equifax notes that finance apps often offer *bank account integration* and *automation* for tracking expenses[[1]](https://www.equifax.com/personal/education/personal-finance/articles/-/learn/budgeting-apps/#:~:text=Highlights%3A). The TekRevol comparison shows that leading alternatives such as YNAB and PocketGuard sync with checking accounts, credit cards, loans and investments[[2]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Key%20Features%3A),[[3]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=5,Easy%20Money%20Management).
* **Expense categorization and custom categories** – YNAB, EveryDollar and PocketGuard automatically categorize transactions and let users create custom categories[[4]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=YNAB),[[5]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Moreover%2C%20this%20budgeting%20tool%20contains,newbies). Equifax advises users to set personalized categories and goals to optimize budgeting apps[[1]](https://www.equifax.com/personal/education/personal-finance/articles/-/learn/budgeting-apps/#:~:text=Highlights%3A).
* **Budget creation and tracking** – Savvi should allow users to set monthly or weekly budgets and track progress. Zero‑based budgeting, envelope budgeting and goal‑based budgeting are popular methods; YNAB and EveryDollar emphasize zero‑based budgeting[[2]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Key%20Features%3A),[[6]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=%2A%20Zero,use%20interface) while Goodbudget uses digital envelopes[[7]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Goodbudget%20modernizes%20envelope%20budgeting%20with,income%20into%20various%20spending%20categories).
* **Spending alerts and bill reminders** – Reminders encourage timely payments and warn users when they are close to overspending. EveryDollar includes bill reminders and custom budget categories[[5]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Moreover%2C%20this%20budgeting%20tool%20contains,newbies); many apps send alerts for upcoming payments[[8]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=5,Easy%20Money%20Management).
* **Spending insights and visual reports** – Provide charts that break down spending by category and show trends over time. Apps like YNAB and PocketGuard produce reports and visual aids[[4]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=YNAB). Good data visualization turns complex information into digestible charts and progress bars[[9]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=3,Dashboards).
* **Savings goals and net‑worth tracking** – Users benefit from features that calculate how much they need to save and show net‑worth growth. YNAB tracks net worth and loan payments[[10]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=YNAB); Empower Personal Dashboard integrates investments and loans for comprehensive wealth tracking[[11]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=The%20platform%20integrates%20multiple%20financial,end%20financial%20management).
* **Multi‑device access** – Most successful apps are available on web and mobile platforms; YNAB and Goodbudget operate across iOS, Android and web[[2]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Key%20Features%3A),[[7]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Goodbudget%20modernizes%20envelope%20budgeting%20with,income%20into%20various%20spending%20categories). Savvi should sync data seamlessly between devices.
* **Collaborative budgeting** – Couples or families benefit from shared budgets. Honeydue offers shared budget features and automatic bill notifications[[12]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=6,Simple). Savvi could allow shared accounts or household budgeting with privacy controls.

### 1.2 Optional features for differentiation

These features can help Savvi stand out in a crowded market:

* **Investment and net‑worth dashboards** – Empower Personal Dashboard and Quicken Simplifi integrate investment tracking with budgeting, providing a full financial picture[[13]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Quicken%20Simplifi%20integrates%20with%20all,defined%20budgeting%20and%20savings%20goals). Offering optional investment tracking could attract users with growing portfolios.
* **Automated savings and micro‑investing** – Apps like Albert automate savings transfers and even facilitate investing in stocks[[14]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=8,Automated%20Savings). Savvi might incorporate round‑up savings or rules‑based transfers.
* **Credit score monitoring** – Mint offers credit‑score tracking; TekRevol’s guide notes that some alternatives include credit monitoring and investment planning[[15]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=,for%20in%20a%20Mint%20alternative).
* **Gamification** – Points, badges and challenges can make budgeting engaging. Gamified apps see a 47 % increase in engagement[[16]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=4). Savvi could reward users for meeting savings goals or maintaining spending streaks.
* **Personalized insights via AI** – Fintech trends emphasise AI‑driven personalization and proactive recommendations[[17]](https://ux4sight.com/blog/fintech-ux-design-strategies#:~:text=The%20Future%20of%20Fintech%20UX,Design). Machine learning could analyze spending patterns and suggest ways to save.

### 1.3 Feature comparison

The table below summarises how major budgeting apps implement key features; this can guide prioritization for Savvi’s product roadmap.

| App (competitor) | Key features | Observed drawbacks |
| --- | --- | --- |
| **YNAB (You Need A Budget)** | • Bank account sync & automatic import[[4]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=YNAB) • Split transactions; net‑worth & loan tracking[[10]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=YNAB) • Zero‑based budgeting focus[[18]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=Type%20of%20budget%20it%E2%80%99s%20best,for) | Requires active maintenance and is relatively expensive[[19]](https://www.intuit.com/blog/budgeting/budgeting-apps/#:~:text=,budgeting%20apps%20on%20our%20list). |
| **Goodbudget** | • Digital envelope budgeting with custom categories[[7]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Goodbudget%20modernizes%20envelope%20budgeting%20with,income%20into%20various%20spending%20categories) • Access on multiple devices[[7]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Goodbudget%20modernizes%20envelope%20budgeting%20with,income%20into%20various%20spending%20categories) • Manual entry emphasises awareness | No bank linking; manual data entry may deter users[[20]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Goodbudget%20modernizes%20envelope%20budgeting%20with,income%20into%20various%20spending%20categories). |
| **EveryDollar** | • Zero‑based budgeting with unlimited categories[[5]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Moreover%2C%20this%20budgeting%20tool%20contains,newbies) • Bill reminders and organized budgeting[[5]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Moreover%2C%20this%20budgeting%20tool%20contains,newbies) | Automatic transaction sync only in premium version; limited free features[[21]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Moreover%2C%20this%20budgeting%20tool%20contains,newbies). |
| **PocketGuard** | • Connects bank accounts, credit cards & loans[[3]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=5,Easy%20Money%20Management) • Shows what’s “In My Pocket” after bills and savings[[3]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=5,Easy%20Money%20Management) • Debt‑reduction plan and payment tracking[[8]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=5,Easy%20Money%20Management) | Limited analysis and planning tools[[22]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Potential%20Drawback%3A%20Although%20PocketGuard%E2%80%99s%20automation,depth%20and%20manually). |
| **Empower (Personal Capital)** | • Syncs bank, investment and loan accounts; tracks net worth[[11]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=The%20platform%20integrates%20multiple%20financial,end%20financial%20management) • Portfolio analysis & retirement planning[[11]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=The%20platform%20integrates%20multiple%20financial,end%20financial%20management) | Focus is more on investment tracking than day‑to‑day budgeting[[23]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Potential%20Drawback%3A%20Users%20who%20need,than%20strict%20budget%20management%20capabilities). |
| **Quicken Simplifi** | • Real‑time tracking of investments, credit cards and bank accounts[[24]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Quicken%20Simplifi%20integrates%20with%20all,defined%20budgeting%20and%20savings%20goals) • Personalized categories; projected cash‑flow feature[[24]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Quicken%20Simplifi%20integrates%20with%20all,defined%20budgeting%20and%20savings%20goals) | Subscription cost; not free[[25]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Potential%20Drawback%3A%20Quicken%20Simplifi%20is,it%20provides%20strong%20budgeting%20options). |
| **Honeydue** | • Shared budgeting for couples with privacy controls[[12]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=6,Simple) • Bank linking & real‑time balance updates[[26]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=,approach%20previously%20defined%20budget%20limitations) • Alerts when approaching budget limits[[27]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=,way%20they%20want%20to%20budget) | Focuses on past spending rather than predictive budgeting[[28]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Potential%20Drawback%3A%20The%20main%20feature,looking%20for%20predictive%20budgeting%20tools). |
| **Albert** | • Automatic transaction classification[[29]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Key%20Features%3A) • Smart savings that transfer money automatically[[30]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=,by%20subscribing%20to%20Albert%20Genius) • Optional investment features & personalized advice[[31]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=,app%20in%20equities%20and%20ETFs) | Advanced features require a subscription[[32]](https://www.tekrevol.com/blogs/best-alternatives-to-mint-app-for-budget-tracking-planning/#:~:text=Potential%20Drawback%3A%20Users%20searching%20for,which%20require%20a%20monthly%20subscription). |

## 2 Design considerations for Savvi

### 2.1 User experience and navigation

Effective fintech design revolves around simplifying complex tasks and building trust. The following practices are recommended:

* **Streamlined onboarding** – Finance apps lose most users during sign‑up; only 26 % remain after the first day[[33]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=1). To reduce drop‑off, use progressive onboarding that splits registration into small steps, auto‑fill personal data via services like Plaid, and provide guided tips and micro‑interactions[[34]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=,onboarding%20engaging%20rather%20than%20frustrating). Revolut’s onboarding, which integrates open‑banking APIs, enables sign‑up in under five minutes[[35]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=Example%3A%20Revolut%2C%20a%20leading%20neobank%2C,reducing%20manual%20input%20and%20friction).
* **Clear navigation** – Identify the top user actions (view balances, categorize transactions, set budgets) and make them easily accessible through a bottom navigation bar. Consistent icons and labels reduce the learning curve[[36]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=2). A search function helps users find transactions or categories quickly[[37]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=,symbols%2C%20or%20payment%20history%20effortlessly).
* **Visual dashboards** – Convert financial data into visual charts and progress bars. Customizable dashboards allow users to prioritize what matters most, whether expenses, savings or investments[[9]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=3,Dashboards). Robinhood’s simple color‑coded charts have made stock information accessible to beginners[[38]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=Example%3A%20Robinhood%2C%20revolutionized%20finance%20UI,trading%20more%20accessible%20for%20beginners); Savvi should apply similar clarity to spending trends.
* **Micro‑interactions** – Use subtle animations and feedback to confirm actions (e.g., swiping to categorize a transaction) and to make the experience feel polished. Micro‑interactions and gamification improve engagement and satisfaction[[39]](https://www.thealien.design/insights/fintech-ui-design#:~:text=Design%20Intuitive%20Forms),[[16]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=4).
* **User research and personalization** – Conduct surveys and usability tests to understand the needs of different user segments (young professionals, couples, freelancers). Persona development and iterative prototyping ensure the design resonates with target audiences[[40]](https://www.thealien.design/insights/fintech-ui-design#:~:text=Understand%20Your%20Users),[[41]](https://www.thealien.design/insights/fintech-ui-design#:~:text=1). Offering personalized spending insights and budgets will make users feel the app is built for them[[17]](https://ux4sight.com/blog/fintech-ux-design-strategies#:~:text=The%20Future%20of%20Fintech%20UX,Design).

### 2.2 Color palette and visual style

The user requested a **teal‑green and white** theme. Research on color psychology shows that:

* **Green** conveys calmness and growth[[42]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=,end%20brands), while **blue** (and teal shades) communicates trust and reliability[[43]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=Begin%20with%20understanding%20user%20psychology%3B,feelings%20of%20excitement%20or%20urgency). These associations make teal an excellent choice for a finance app that aims to build confidence and encourage saving.
* A minimal palette of **2–4 complementary shades** improves readability and user focus[[44]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=Utilizing%20a%20minimalistic%20approach%20can,interfaces%20with%20good%20color%20contrast). High‑contrast interfaces enhance legibility by 40 % and help users read information faster[[45]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=Consider%20contrast%20to%20ensure%20legibility,light%20backgrounds%20or%20vice%20versa).
* To maintain accessibility, color combinations should meet contrast ratios recommended by WCAG; a dark teal on a white background offers strong contrast[[46]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=,end%20brands). Provide an alternative dark mode for nighttime use[[47]](https://www.thealien.design/insights/fintech-ui-design#:~:text=Trends%20in%20FinTech%20App%20UI,Design).

**Proposed palette** (sample hex codes):

| Role | Sample color (Hex) | Notes |
| --- | --- | --- |
| Primary accent | #008080 (teal) | Conveys trust and blends blue & green. Use for buttons, highlights and charts. |
| Secondary accent | #00A99D | Lighter teal for hover states and backgrounds. |
| Neutral background | #FFFFFF (white) | Provides clean, spacious canvas. |
| Neutral text | #2A2A2A | Dark gray for readability and contrast. |
| Success/alerts | #009E60 (green) | Signals positive actions or savings achieved. |
| Warning/attention | #FFC857 (muted yellow) | Draws attention to overspending; use sparingly. |

Creating a style guide documenting these colors, their usage and contrast ratios helps maintain consistency across the app[[48]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=To%20maintain%20consistency%2C%20create%20a,to%20enhance%20usability%20by%2030).

### 2.3 Security, trust and accessibility

Because Savvi will handle sensitive financial data, building trust is paramount:

* **Visible security measures** – Display encryption notices, privacy badges and FDIC‑insured statements to reassure users[[49]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=5,Keeping%20Users%20Confident). Provide clear error messages and a help center when transactions fail[[50]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=,the%20user%20with%20next%20steps).
* **Multi‑factor and biometric authentication** – Finance apps must balance security with usability. Multi‑factor authentication and biometric logins (e.g., face ID or fingerprint) offer strong security with minimal friction[[51]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=5,Keeping%20Users%20Confident).
* **Accessibility** – Use high‑contrast text, large tap targets and alt text for icons; design for color‑blind users by not relying solely on color to convey information[[52]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=Consider%20contrast%20to%20ensure%20legibility,light%20backgrounds%20or%20vice%20versa). Provide keyboard navigation and screen reader support[[53]](https://www.thealien.design/insights/fintech-ui-design#:~:text=Accessibility).
* **Regulatory compliance** – Follow GDPR and PCI DSS guidelines; include clear consent flows and privacy policies[[54]](https://www.thealien.design/insights/fintech-ui-design#:~:text=User%20Trust%20and%20Security%3A).

### 2.4 Engagement strategies

* **Notifications and alerts** – Proactive engagement keeps users returning. Send personalized alerts for approaching budget limits, upcoming bills or achievements (e.g., “You saved $200 this month!”)[[55]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=,engaged%20even%20when%20they%E2%80%99re%20not). Avoid spam by allowing users to tailor notification preferences.
* **Gamification** – Offer rewards (points, badges, streaks) for completing budgeting challenges or staying within budget[[56]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=4). Integrate leaderboards for friendly competition or social sharing.
* **Educational content and coaching** – Provide financial tips, articles or in‑app coaching to help users improve money habits. This could include monthly insights summarizing spending patterns or recommending ways to save.

## Conclusion

Building **Savvi** as a competitor to Mint requires more than replicating existing functionality; it demands a thoughtful combination of robust features and user‑centric design. Core capabilities should include automatic bank integration, customizable budget categories, real‑time insights, bill reminders and collaborative budgeting. Additional differentiators—investment tracking, automated savings, credit‑score monitoring and gamification—can set Savvi apart from Mint and other rivals.

Equally important is delivering an intuitive, **teal‑green and white** interface that inspires trust and makes financial management pleasant. Best‑practice guidance from fintech design experts highlights the importance of streamlined onboarding, clear navigation, visual dashboards, micro‑interactions, and security transparency[[57]](https://procreator.design/blog/finance-app-design-best-practices/#:~:text=1)[[58]](https://ux4sight.com/blog/fintech-ux-design-strategies#:~:text=The%20Future%20of%20Fintech%20UX,Design). A disciplined color palette and high contrast improve readability and maintain brand consistency[[44]](https://moldstud.com/articles/p-how-to-choose-the-perfect-color-palette-for-your-mobile-app-ui-a-comprehensive-guide#:~:text=Utilizing%20a%20minimalistic%20approach%20can,interfaces%20with%20good%20color%20contrast). By combining these features and design principles, Savvi can provide a comprehensive, engaging and trustworthy budgeting experience for users.

[[1]](https://www.equifax.com/personal/education/personal-finance/articles/-/learn/budgeting-apps/#:~:text=Highlights%3A) Budgeting Apps: What Are They & How They Work | Equifax

<https://www.equifax.com/personal/education/personal-finance/articles/-/learn/budgeting-apps/>

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