19A2-97 - Personal Accountant (D12090)

71.67%

1. The team was able to articulate their overall ideas in a concise, compelling manner.

Strongly Disagree
10

0%

Somewhat Disagree
20

0%

Neither Agree nor Disagree
32

22%

Somewhat Agree
45

55%

Strongly Agree
52

22%

2. The team validated the scope and importance of the problem/opportunity AND target customers.

Strongly Disagree
10

0%

Somewhat Disagree
22

22%

Neither Agree nor Disagree
34

44%

Somewhat Agree
42

22%

Strongly Agree
51

11%

3. The idea has great potential to solve a clear problem and provide value to U.S. Bank and our customers.

Strongly Disagree
20

0%

Somewhat Disagree
42

Neither Agree nor Disagree
62

22%

Somewhat Agree
83

22%

Strongly Agree
102

33%

22%

4. Additional Comments

Higginbotham, Shawn A
A budgeting app feature could be cool to add on top of our OLB app. There is a lot of competition which could be a barrier. Would we be able to draw those insights and analytics from client transactions without needing the budgeting and accounting app?

Hough Frame, Kristin P
Great visuals! I love the idea of showing your taxable income etc. and allowing this to help with tax prep.

Bartlett, Christy S
Would love to use this app!! Nice work!!

Pehler, Karl M
The customer journey maps provided a nice illustrative example of how the journey would improve, but more information to validate the pain points would be great.

Hammes-Betti, Stephanie A
Excel is often not that user friendly....could you explore another type of UI or tool to help people getting visualization you are discussing? It seems there is a smaller set of people who are comfortable with Excel. MIght there be other tools to look at? love your ending statement!

McDonald, Andrew H
--Great job getting to an MVP! -- I would use this for personal budgeting.

Collins, Christopher J
Well presented. I think our current mobile app may already have some of these features. Also would encourage you to think about focusing on a specific customer archetype. Going after consumer and small business at the same time will make this difficult. Also suggest getting feedback from customers why current budget apps are not useful. Don't discount importance of behavioral science.