

Interview 1

Product Manager (PM): Thanks for joining us today! Can you tell me a bit about how you currently manage your finances?

User 1 (U1): Sure! I mostly use spreadsheets, and I log my expenses manually. It works okay, but it's pretty time-consuming. I've tried a few apps, but they either have too many features or not the right ones for me.

PM: What's the most time-consuming part of using spreadsheets for managing your finances?

U1: Definitely the manual entry of each transaction. It takes a lot of time, and I sometimes miss things, which throws off my budget.

PM: What features do you wish the personal finance apps you've tried had that would make them a better fit for you?

U1: I'd love a simple way to categorize expenses automatically and a feature to link my bank account. It should sort everything for me without much input.

PM: How often do you review your financial data, and what do you find challenging about your current review process?

U1: I try to check at least once a week, but sometimes I go longer. The challenge is that by the time I realize I'm overspending, it's usually too late in the month to make adjustments.

PM: Do you set specific financial goals, like saving for vacations or paying off debt? How do you currently track your progress?

U1: Yes, I do set goals, but it's a bit disjointed. I use different apps to track different things, which gets confusing. I'd love to have everything in one place.

PM: You mentioned automated expense categorization earlier. How important is it for you to have detailed reports about your spending habits?

U1: Very important. I like seeing how my money is being spent, but it's hard to get meaningful insights without spending hours going through everything.

PM: If an app could notify you in real-time when you're close to overspending in a category, would that be helpful?

U1: Absolutely! That would make a huge difference. I often don't realize I'm going over budget until it's too late to correct it.

PM: How do you feel about the security of linking your financial accounts to an app? Are there any concerns you have?

U1: I'm cautious, but I would feel more comfortable if the app had clear security measures and maybe some educational content on how my data is being protected.

PM: Would you be interested in receiving personalized financial tips or advice based on your actual spending habits?

U1: Yes, but only if it's tailored to my situation. I wouldn't want generic advice; it has to feel relevant to me.

PM: Finally, what would make you stick with a personal finance app long-term?

U1: Simplicity, automation, and customization. If the app can save me time and give me useful, real-time insights without being overly complicated, I'd definitely use it long-term.

Interview 2

Product Manager (PM): Thanks for taking the time to chat today. Can you walk me through your current approach to managing personal finances?

User 2 (U2): Sure! I'm using a combination of apps for tracking expenses and budgeting, but I often forget to update them, so my finances aren't always up-to-date.

PM: What causes you to forget updating your apps? Is it the process, notifications, or something else?

U2: I think it's just the extra step of having to manually log in and input each transaction. It's easy to forget, especially with smaller purchases.

PM: What would motivate you to keep your finances updated more regularly?

U2: Automatic syncing with my bank accounts would help. Also, timely reminders when I haven't logged something would make me more consistent.

PM: What's your primary financial goal at the moment, and how are you tracking it?

U2: Right now, I'm trying to save for a down payment on a house, and I track that in a separate savings app. But it's annoying because I have to switch between apps to manage my day-to-day expenses and my savings goals.

PM: How useful do you find reports about your spending? Are they helping you make informed decisions?

U2: I like getting reports, but it would be even better if I could get more frequent updates, like weekly or even daily summaries, to stay on track.

PM: You mentioned using multiple apps. How does switching between different platforms impact your financial planning?

U2: It makes things confusing and hard to manage. I have to pull data from one place and then transfer it to another to see the full picture, which takes time.

PM: Are you currently managing any debt, like credit cards or loans? If so, how do you track that?

U2: Yes, I have a couple of credit cards that I'm working on paying off. I track them in a separate app, but I wish there was something that could tell me which card to prioritize based on interest rates.

PM: How do you handle unexpected expenses? Do you set aside money in your budget for those, or is that something you react to as it happens?

U2: I try to plan for them, but usually, I just adjust my budget on the fly when something unexpected comes up, which isn't ideal.

PM: Would you find it helpful if an app provided advice on managing both day-to-day spending and long-term goals, like retirement planning?

U2: Definitely! I'd love to see how my daily spending impacts my long-term goals. It would make it easier to balance immediate needs with future plans.

PM: What's one feature you'd love to see in a finance app that you haven't found yet?

U2: A way to see all my accounts, debts, and goals in one place with real-time syncing. That way, I wouldn't have to jump between apps, and I'd get a clearer sense of my overall financial health.

PM: Thanks for your time! Your feedback is incredibly helpful for us.

U2: You're welcome! Glad I could help.