

Hunt Statement: We are going to make interviews and surveys to learn about the relationship between students and young working people and savings plan/financial management.

Research Plan

The Target Groups and focus elements were:

- 1- Students + Budget Management
- 2- Young Adults (until 30) + Budget Management
- 3- Young Adults + Savings planner

First Step: Firstly, we made small interviews that guided the questions asked in the quantitative questionnaire. Part of the interviews were done in person with friends and another part using some distance communication method such as wpp or zoom. The purpose of this part was to learn what types of questions were best to use on forms.

Second Step: Two quantitative analysis questionnaires using Google Forms and wjx involving numeric multiple choice questions and YES/NO questions were carried out. The questionnaires were done online and sent to people to respond. The goal of making a quantitative research was to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. The questions made were:

1. Do you usually do budget management? YES NO
2. Do you have a savings planner? YES NO
3. How do you rate your financial management skills? (0 – very bad, 5 – very good)
4. How often do you invest your money? (0 - never, 5 - very often)
5. What kind of investments do you make? Housing, Stock Markets, Bank options, Retirement, Your own business, None, other
6. What is your preference for management? EXCEL SPREADSHEETS APPS BANK INTEGRATED APPS NOTEBOOK OTHERS
7. How often do you use spreadsheets/excel to make your financial management? (0- never, 5 – Always)
8. How often do you use apps to make your financial management? (0- never, 5 – Always)
9. How would you rate the financial apps that you have used? (0 – terrible, 5 – Excellent)
10. How do you rate your bank participation in your financial management? (0 - terrible, 5 - awesome)
11. Do you think that budget planning is important for your financial wellbeing? (0 – Not at all, 5 – Completely)
12. Are you planning on managing your finances in the future? YES NO
13. Do you think that better financial management could help reduce any of your potential financial issues? (0 – No, 5 – A lot)
14. Which part of your income comes from your parents' income? (0 – none, I'm 100% independent, 5 - I depend financially on my parents)

Third Step: After that, many interviews were made with more detailed questions and with attention to the unique situation of each person. The chosen interviewees were known people (friends) and the interviews were carried out in a mixed regime: face-to-face and remote. We kept in mind that each interview is unique and the questions we make depends on the context of the answers, but still we prepared a guide with good not mandatory questions that could be made in the interviews as a starting point. We took care to avoid yes or no questions and use open-ended questions that invite users to talk. We avoid quantitative question. In contrast with quantitative research, such as surveys,

that answer questions like “how many?” or “how much?”, we used qualitative research to explore people and their circumstances, actions, and reasons.

Examples of starting point questions:

- What are your difficulties that you find managing your budget everyday?
- How do you feel after managing your finances with your bank?
- How do you described the experience of dealing with banks?
- What kind of efforts do you make to fit your income in your budget?
- What platform/dispositive/spreadsheet do you usually use to make the financial management? Why?
- Does this app/excel have some problem that bothers you?

Fourth Step: Highlight phares or words that seem interesting. We used the process of “coding” to generate theory.