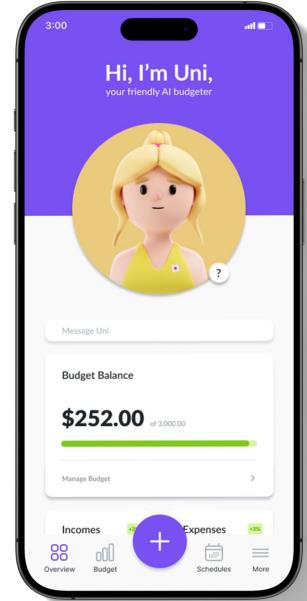


UniWallet

Learning Pod 3

Andy Dien, Hamilton Ko, Axel Lopez, Cecilia O'Grady, Jason Lee



Our team



Andy Dien



Cecilia O'Grady



Jason Lee



Hamilton Ko



Axel Lopez

Problem Statement

Our company is developing a budgeting mobile application to help students keep track of their spendings and maintain their budget with the use of AI. This approach aims to simplify the budgeting experience.



Why?

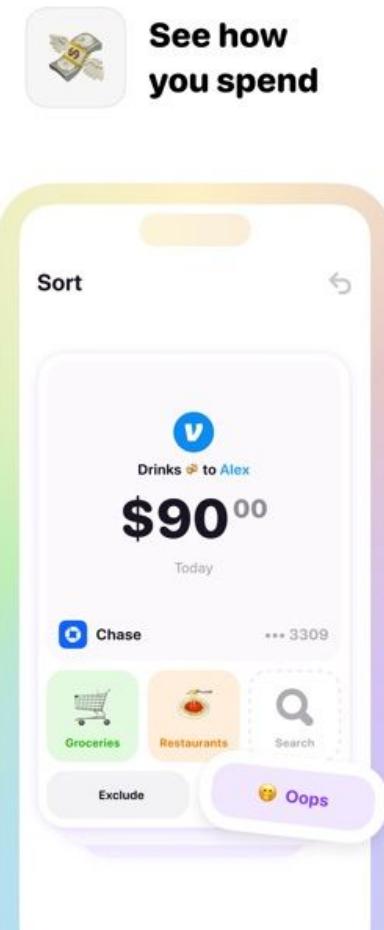
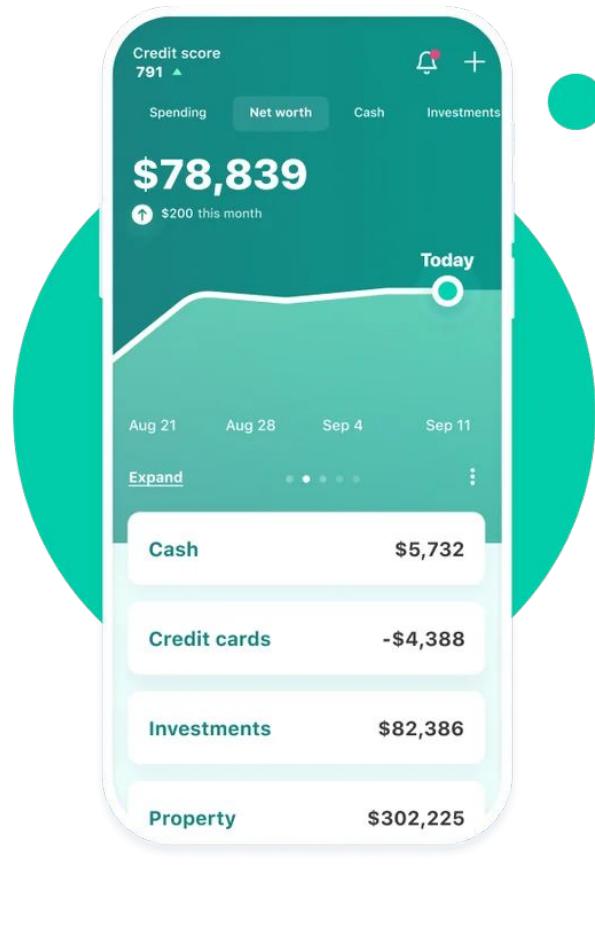
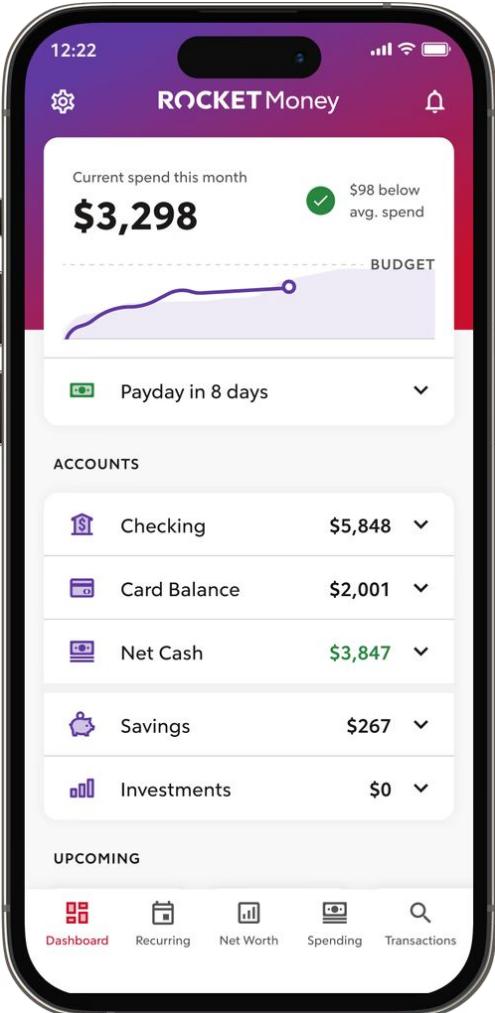
- Simplify the experience
- Educate new users
- Smoother transition

The issue with budgeting applications

Competitive Analysis

- Most can link bank accounts
- Mostly free, or provide exclusive student trials
- Many have an education section but are separate (on website or hidden link)
- Mostly hard to read/understand for users

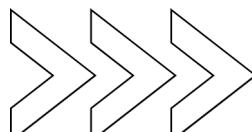
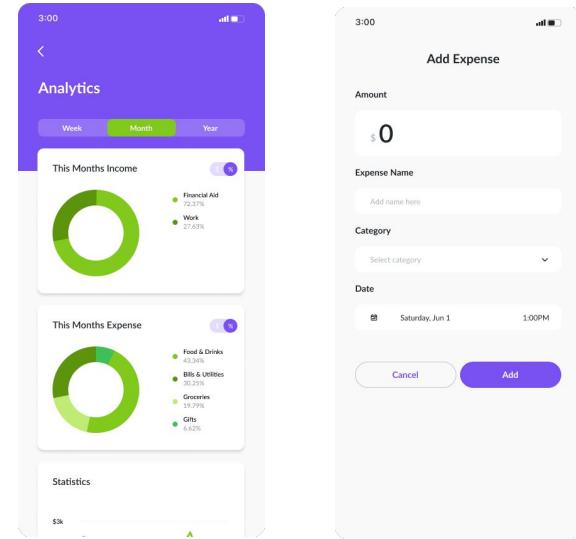
Product Name	Ease of Use	Mobile Accessibility (iOS, Android)	Cost (Free/Student Discount/None)	Budgeting Features	Integration with Student Accounts (connection with student bank account, loans, FAFSA)	Education and Resources	Gamification
Mint	Yes	iOS/Android	Free	<ul style="list-style-type: none">- Link financial accounts in application- View investments- Monthly insights into money habits- Track transactions across accounts	Yes	Yes	No
Oops	Very simplistic and a colorful color scheme, aimed towards Gen Z.	iOS	Free	<ul style="list-style-type: none">- Link bank account to app- Categorize daily purchases- Press "oops" button for a purchase that you regret- View weekly spending recaps	Yes, it can be linked to any bank account.	Not much education in the app.	No
Rocket Money	Lots of visuals to showcase trends and highlight important information	iOS/Android	Free (includes premium service)	<ul style="list-style-type: none">- Manage subscriptions- Track spendings and give alerts about upcoming charges or potential fees- View credit score- Automatically set aside money for savings- Create a budget and tracks saving goals	Yes?	Yes through their website	No



Study Design

- Include interactive graphs
- Option to set goals and have constant notifications
- Either manually enter expenses or link with user's banking account

**Have a digital assistant option
for users to ask questions**



Survey

- Gathered data from college students who receiving financial aid.
- Used Google forms to conduct our surveys
- 39 participants
- Topics and questions such as
 - Student demographics
 - Current budgeting process
 - Mobile app reviews
 - Budgeting concerns



Survey Analysis

Wanted App Features

- Spending analysis
- Tracking costs
- Integration of bank accounts
- Educational resource



Top 3 budgeting methods

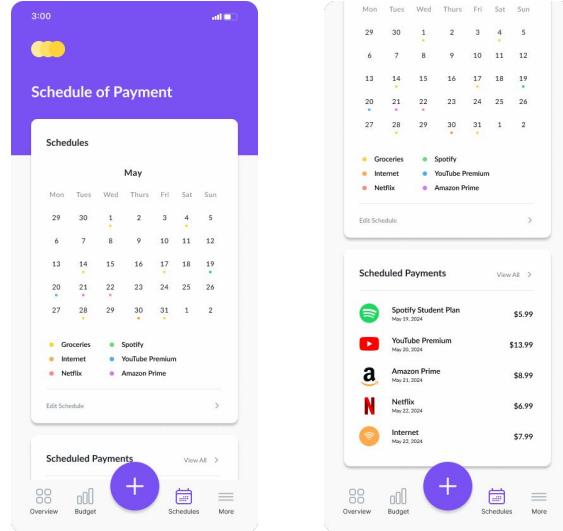
- None!
- Google Sheets/Excel
- Banking Mobile App

Biggest challenges with spending

- Eating out
- Saving for personal expenses
- Difficulty tracking payments

Study Design

- Include interactive graphs
- Have a digital assistant option for users to ask questions
- Option to set goals and have constant notifications
- Either manually enter expenses or link with user's banking account
- Option to schedule payments and see recurring payments
- View all payments through categories



Personas



William Jones

Age 20 years old
School UC Irvine
Year Junior
Major Computer Science
Occupation Full-time student

It's hard to know how much to save and when to stop spending

About

William is a 20 year old student majoring in Computer Science at the University of California, Irvine (UCI). He is passionate about technology and enjoys delving into programming languages and software development. William is focused on his studies but also enjoys socializing with friends and exploring the vibrant campus life.

Goals

- William struggles with managing his finances effectively. He finds it challenging to track his expenses, often overspending without realizing it. He was a solution that helps him set a budget, track expenses, and save money for his future goals.
- As William is nearing his fourth year, he realizes the importance of financial literacy. He wants to develop better habits around money management to secure his financial stability.
- As a busy student, William needs a user-friendly app that fits into his hectic schedule. He seeks an intuitive interface that simplifies the budgeting process and provides clear insights into his spending habits.

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Pain Points

- William's income primarily comes from a part-time job as his tuition is paid for fully by financial aid. He needs to make most of his limited funds while covering his expenses and saving for his future.
- With fluctuating expenses such as textbooks, software subscriptions, and occasional social outings, William finds it hard to predict his monthly spendings.

Motivations

- Free application
- Convenient to use
- Seamless UX and UI experience
- In-app incentives
- Financial goals per week/month
- Tracking all expenses through one platform

Personas



Emily Chen

Age 18 years old
School UC Irvine
Year Freshman
Major Business
Occupation Full-time student

“I need a better way to track my daily expense and better categorize **”**

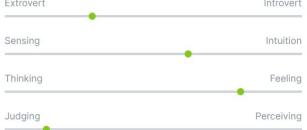
>About

Emily is an 18 year old first year student majoring in Business Administration at the University of California, Irvine (UCI). She has a keen interest in entrepreneurship and is enthusiastic about learning the principles of management finance, and marketing. David is active in campus clubs and enjoys networking with peers and professionals in the business field.

Goals

- As a new college student living away from home for the first time, Emily finds it challenging to manage her finances. She wants a reliable tool to help her budget her own monthly allowance from financial aid and income from a work-study job.
- Emily has several financial goals, including saving for a study abroad program buying textbooks, and setting aside money for personal investments.
- Emily seeks a straightforward way to track her daily expenses, categorize them, and understand her spending patterns to make informed financial decisions.

Personality



Extrovert - Introvert
Sensing - Intuition
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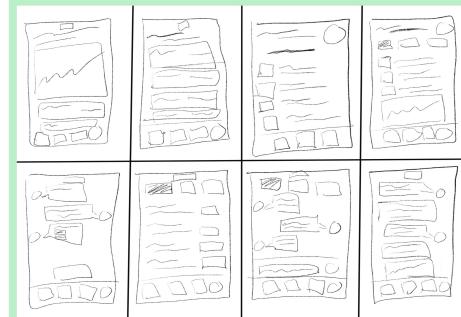
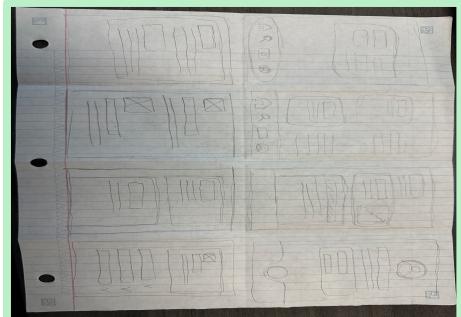
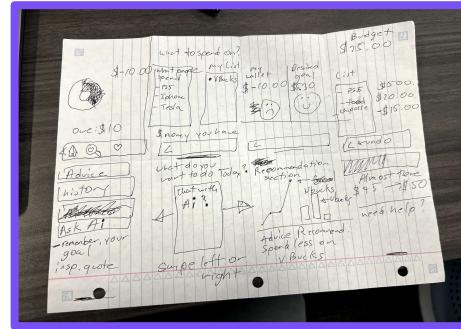
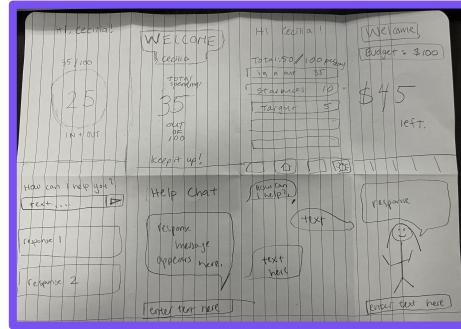
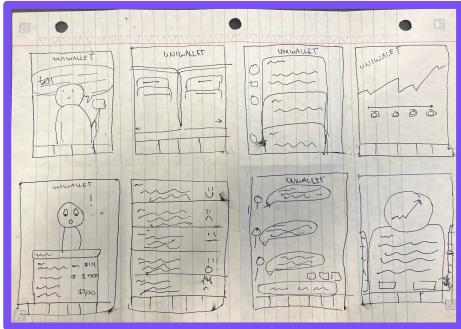
Pain Points

- As a first year student, Emily has limited experience with budgeting and managing personal finances. She often feels overwhelmed by the responsibility of handling money independently.
- Emily sometimes makes impulsive purchases, especially when it comes to dining out, buying gadgets, or attending social events. She needs help controlling these spending habits.

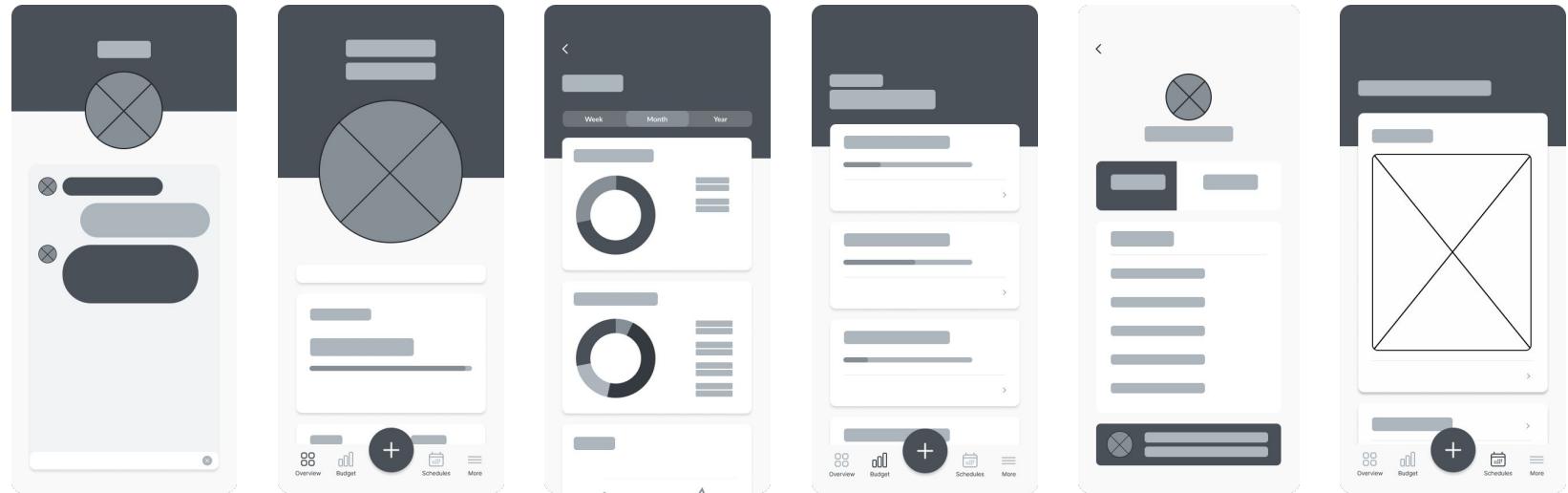
Motivations

- Convenient to use
- Free application
- Tracking all expense through one platform
- Financial goals per week/month
- In-app incentives
- Seamless UX and UI experience

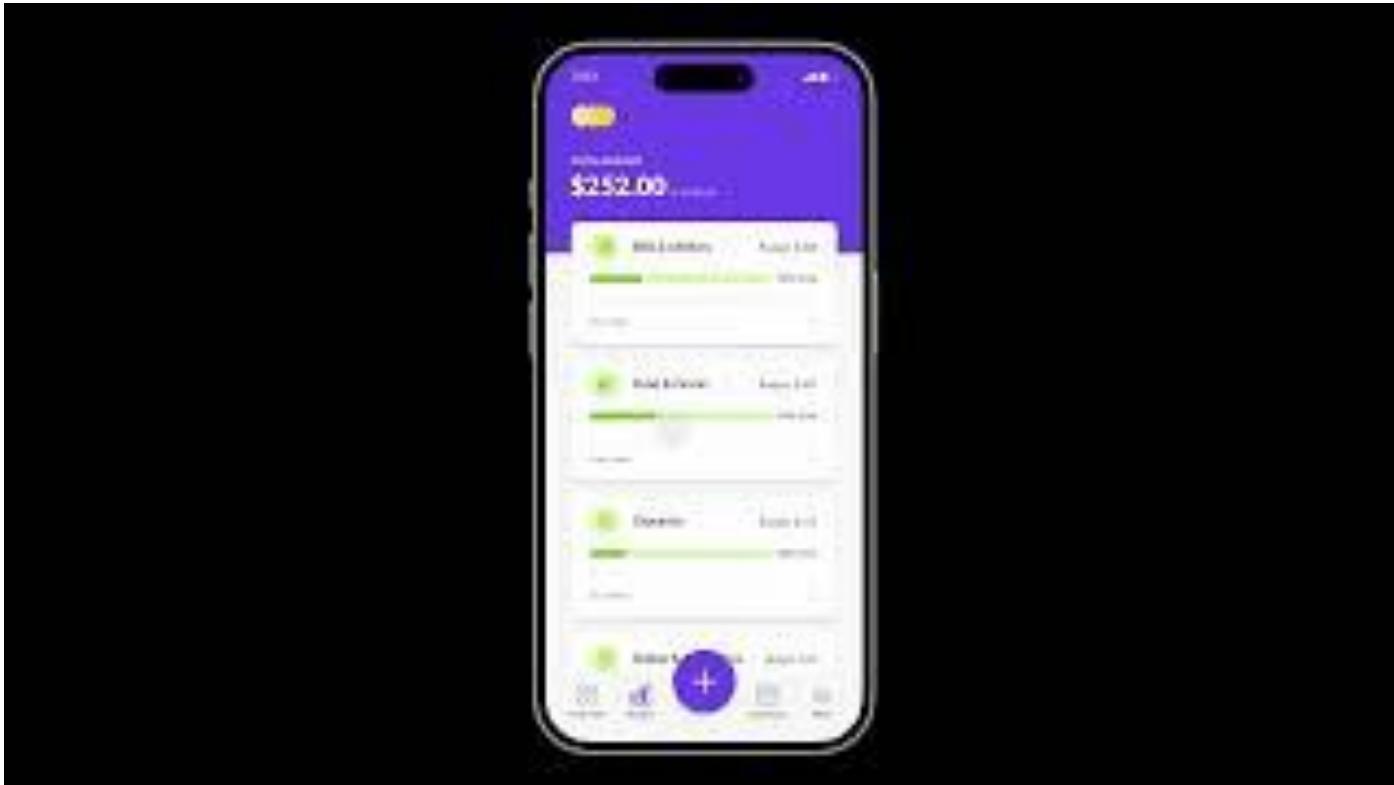
Sketches and Wireframes



Sketches and Wireframes Cont.



Prototype



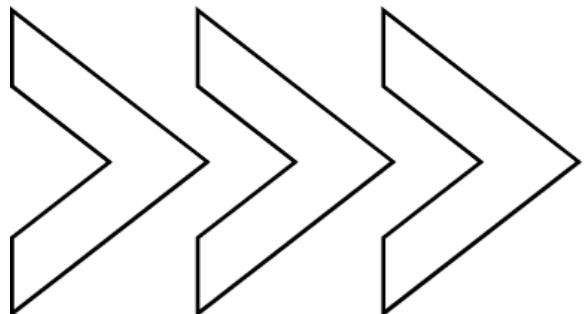
Reflection

What went well

- Good discussions and conversation every meeting from everyone
- Each member contributed ideas towards overall design
- Each member had a role they specialized in

What could be improved

- Being more organized with tasks
- Sticking to deadlines
- Be clearer about design details



The Future of UniWallet

THANK YOU

