

venmo

Financial Insights Dashboard

Aigerim Kurmanbekova, Anjana Shekhar, Aratrik Paul,
Cynthia Wen



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01

Understanding the Customer



Jobs to be Done

When I am on my Venmo home page, I want to see a dashboard showing my net incomings and outgoings along with my spending history and habits, so that I can track my financial progress and stay informed about how my spending compares to previous weeks or months.

26

People Interviewed

19-45

Age range

77%

Prefer Venmo over other Apps

100%

Find Payment History helpful but
lack of analytics for tracking
expenses

JTBD Interview quotes

“

“I wish I could be told what my potential incomings are from my friends so I can realize if I need to add more money to my Venmo Wallet for the week/month.”

”

Student 1

“

“... adding a notification for Yes/No; pop up on the notifications bar if the payment should go through.”

”

Student 2

“

“Venmo is a verb. When I plan to go out with friends, and we wonder who will pick up the check, I find myself saying, “ Not a problem, you guys can Venmo me back later”, even though they are fine with other actual modes of payment such as Cash, Zelle, Cashapp.”

”

Student 3

02

Market & Business Context

Direct Competitors



zelle®



Cash App



PayPal



stripe

SWOT Analysis

STRENGTHS

User engagement
Convenience
Market presence

Enhancing user retention
by providing actionable
insights

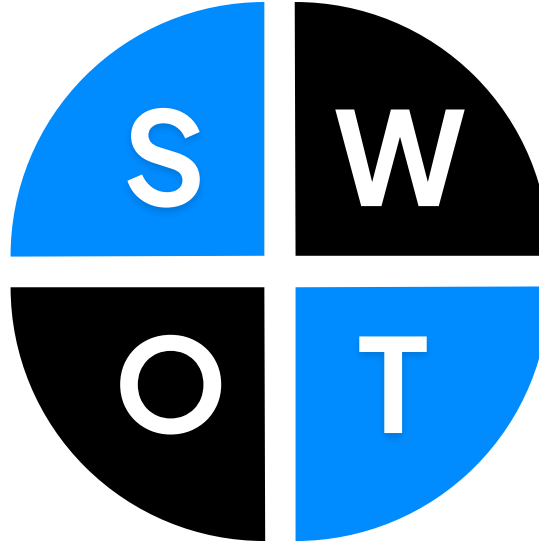
OPPORTUNITIES

WEAKNESSES

Limited Analytical Features
Trust issues around data
privacy

Intense competition
Shift toward platforms
with broader
functionalities

THREATS



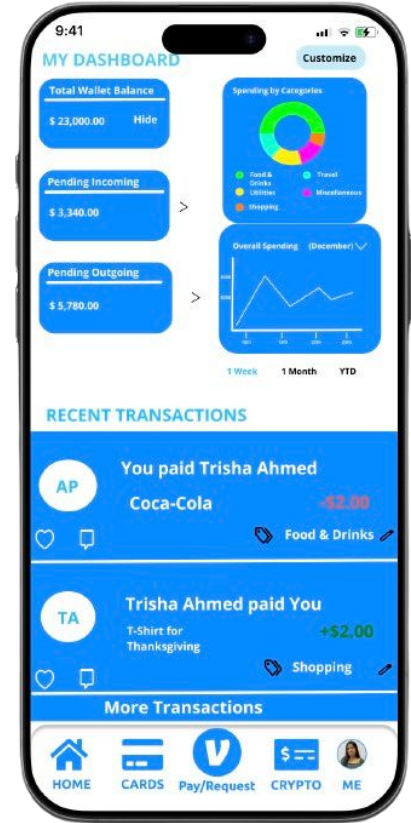
Financial Insights Dashboard

Spend smarter, save better, all in one app

**Greater App
Engagement**

**Convenience
and Trust**

**Empowers
better financial
decisions**



03

Feature Evolution

Feature Evolution: Low-Fidelity

Home Screen



Landing Page



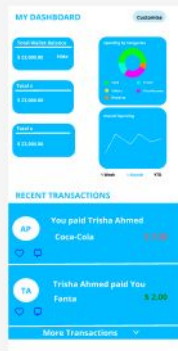
Dashboard Graphs



iPhone 16 Pro - 10



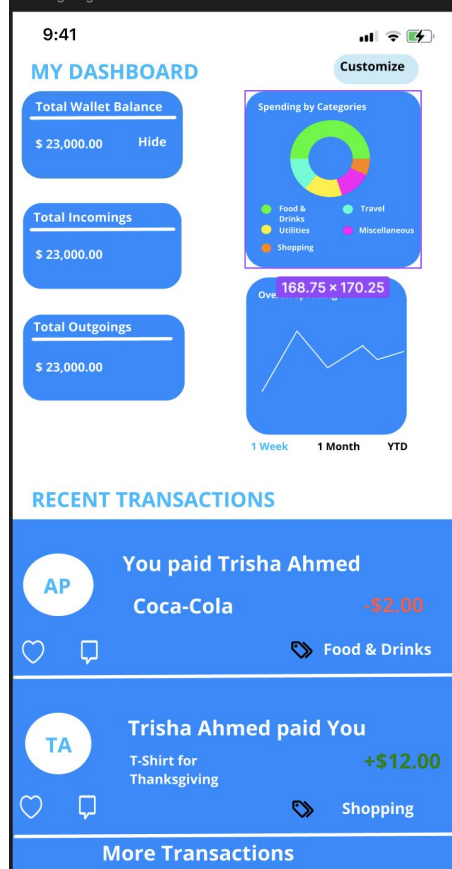
iPhone 16 Pro - 13



iPhone 16 Pro - 11



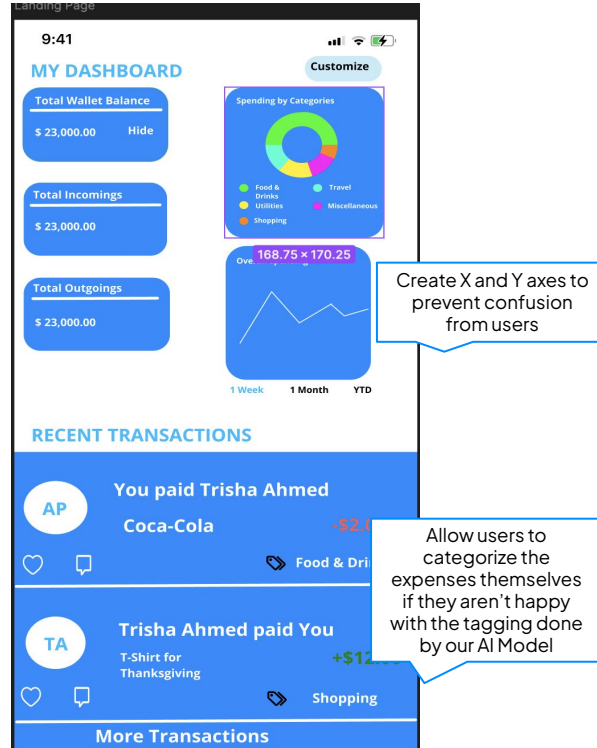
Landing Page



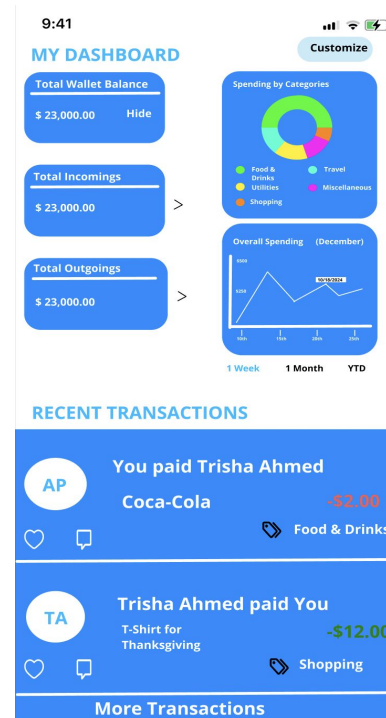
Refining the Low-Fidelity Prototype

Before

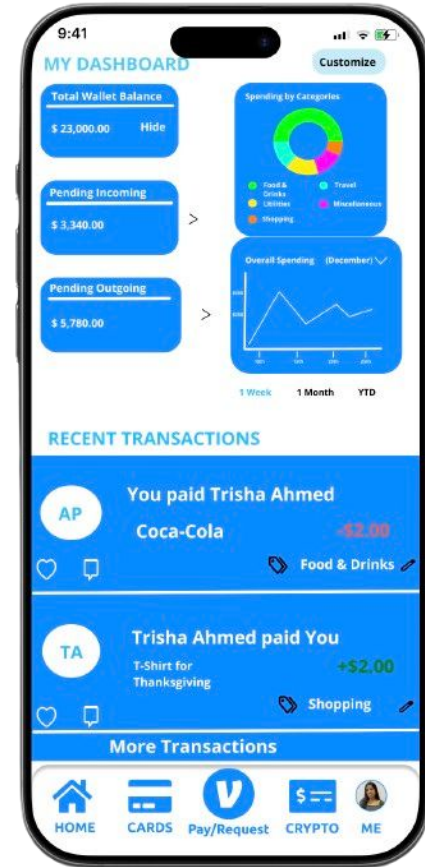
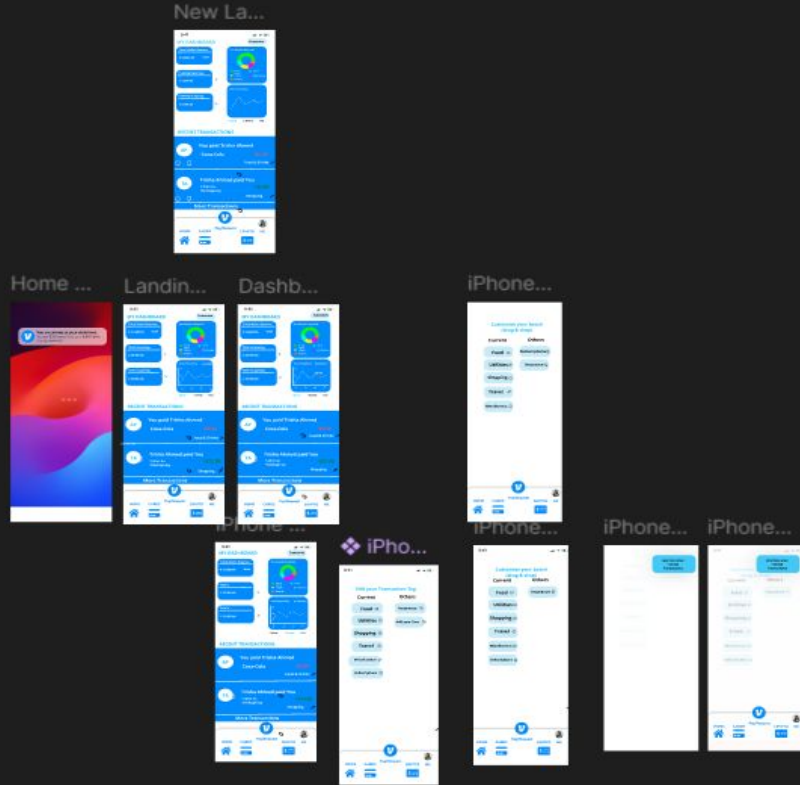
Show users their pending outgoings and incomings, not just totals



After



Feature Evolution: High-Fidelity



04

Development Timeline

Our Walking Skeleton – MVP

MVP

I want to log in and be able to view a dashboard as my landing page

I want to see the dashboard named "My Dashboard"

I want to see my wallet balance on this dashboard

I want to see my Daily Limit Balance on this dashboard

I want to see my 'Recent expenses' on this dashboard

I want to see my 'Recent Payments received' on this dashboard

I want to see a chart called "Expenses by Type"

In the chart called "Expenses by Type" I want to see my expenses to be split up in 5 categories - Food, Utilities, Travel, Shopping, Miscellaneous

I want to see 3 buttons below this chart - YTD, 6-Months Month, Filter

I want to click on each of these buttons and expect a different view for each

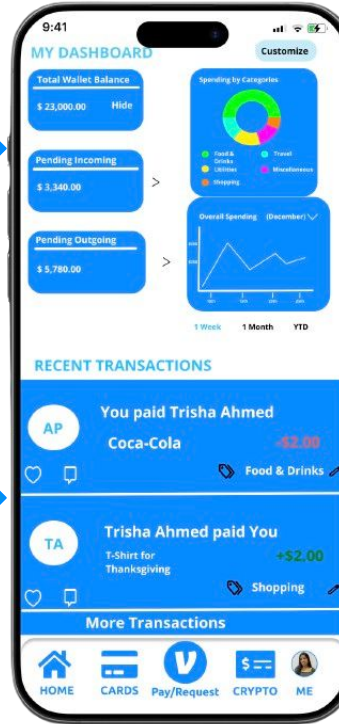
I want to allow users to filter their timeline for which they would like to see the expenses

I want there to be a "See More" component on the bottom of this Dashboard

On the "See More" component, I want to see two columns "Total Expenses (Pending Expenses)" and "Total Incomings (Pending Incomings)"

Under these two columns, I want to see the amounts outside and inside the brackets

Easy and comprehensible boxes that consist of Key Financial Amounts



A Component that has a Donut chart of Expenses in various categories.



Recent Transactions (How it exists today) but with the Tagged Category on the bottom right corner.



Our Walking Skeleton

Minimum Viable Product

Feature Releases – After the MVP

After the MVP, in Release 2, our primary intention is to make enhancements to the Boxes that show the Key Financial Amounts and enhance our Donut and Bar Graph(s)

- Add another screen but as a part of the same component to show “Pending Expenses” and “Pending Income” so the user can understand how much their Net Wallet balance would be.
- Make the Donut Graph customizable where the users can add and or remove categories that aren't of too much importance to them.



Feature Releases – After Release 2

After Release 2, our objective is to make the AI Model that we will be using to tag the expenses better and allow our users to change the tag for themselves or customize their categorization

- Allow users to customize the Tagged Expenses
- Ensure that our tagging accuracy has increased.



Development Timeline

- Create a functioning dashboard on the landing page
- Create expense graphs showing the user their expenses by Category
- Create filters based on length of time that they would like to track their expenses for.

3 SPRINTS – MVP

4 SPRINTS – RELEASE 2

- Create filters on categories of expenses
- Work on training the AI Model that will categorize transactions or expenses based on the Amount value, the Merchant, time of day and Expense history

- Ability to allow users to categorize their own transactions, incase our AI Model has categorized them wrongly or they are not satisfied with the categorization

3 SPRINTS – RELEASE 3

2 SPRINTS – TESTING

- The most important part before the feature gets shipped into Production, will need to do User Acceptance Testing and validate against our UAT Success Metrics

05

Validation & Success Metrics

Persona



Demographics

Age: 27
Occupation: Graduate student
Education: Bachelors Degree
Location: Berkeley, CA

“Overwhelmed Student”

“Managing work and play is easy. Managing money is not.”

Morris is a first year graduate student, in the Industrial Engineering Department, and also works as a GSI for the Psychology Department. He pays for his rent and a big chunk of his tuition from his stipend as a GSI.

He wants to be on top of his expenses and primarily uses venmo to pay merchants, restaurants and his friends/ family.

Jobs to be done

- Be more meticulous with tracking expenses
- Have a view of all incoming & outgoing digital transactions

Challenges

- Lack of third-party money tracker
- Often has to think back to money he is owed and the amount he has to pay others
- Thinks often to himself monthly “how did I spend all of that money?”

Dashboard's High-Level Objective



*Enhance the **financial tracking experience on Venmo** by providing customizable insights & tools that improve users' spending awareness and decision-making capabilities.*

Alignment with user's needs & business goals

1

INCREASE DAILY ACTIVE USERS (DAU)

- **Key Result: 40% of users shift to active users from dormant users**
 - The growing DAU reflects broader adoption and suggests that the new features resonate with users. This aligns with our objective of making Venmo a daily finance management tool.

Alignment with user's needs & business goals

2

IMPROVE CUSTOMIZATION FOR EXPENSE CATEGORIZATION

- **Key Result: Reduce support tickets related to transaction categorization by 40% within 2 months.**
 - Fewer support tickets indicate that users find the categorization process straightforward, confirming the improvements in the intuitive interface. This aligns with our strategy of simplifying the user experience, potentially improving Net Promoter Score (NPS) to 4.5+.

venmo ***me***

Appendix

Venmo Overview

01

What is Venmo?

A digital payment platform owned by PayPal that simplifies peer-to-peer (P2P) money transfers, enabling quick and easy transactions for splitting bills, paying friends, or managing shared expenses.

02

Its value proposition

Provides a fast, hassle-free way to send and receive payments, reducing reliance on cash or bank transfers while integrating additional features like debit cards for broader use.

03

Its business model

Revenue streams include transaction fees, instant transfer fees, and debit card services, operating under a freemium model with optional paid features for added convenience.



Goals

- Simplify peer-to-peer (P2P) transactions
- Business profile – expand payment integration with merchants
- Provide quick access to funds

Features

- Instant transfers
- Crypto transfers
- Teen Account
- Business Profile

Pain Points

- Privacy concerns
- No categorization of transaction history
- Hard to find transaction through search function
- Lack of analytics on income & outcome

Complete Job Statements

Job Statement #1

When I am on my Venmo home page, I want to see a dashboard showing my net incomings and outgoings along with my spending history and habits, so that I can track my financial progress and stay informed about how my spending compares to previous weeks or months.

Job Statement #2

When I load money into my Venmo wallet, I want to be able to use my credit card to load up my wallet and have it classified as a “transaction” so that I can avail points on my Credit Card.

Job Statement #3

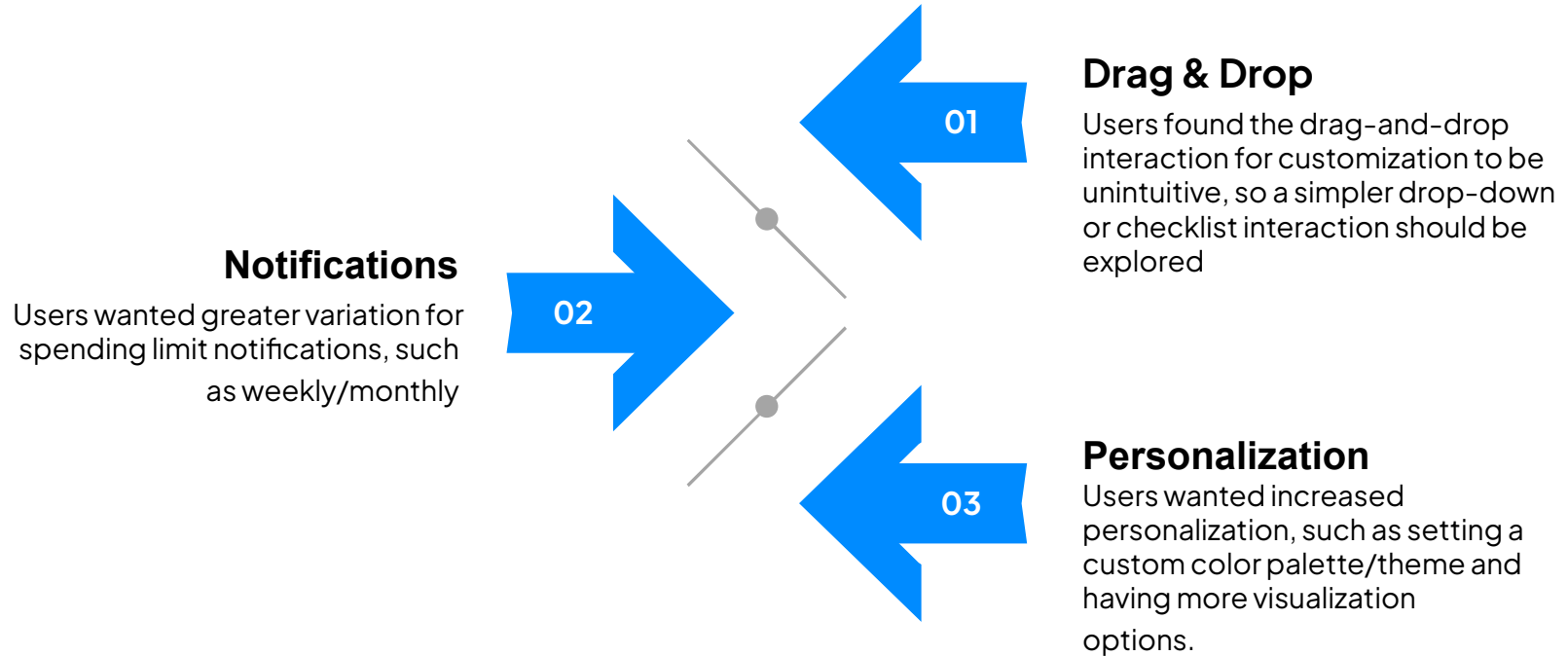
When I have ported to a new phone number, I want to easily transfer my personal account and payment history information, so I can continue to use the app with my new phone number for P2P payments.

Job Statement #4

When I want to become a verified user on the app, I want to be able to go through a more streamlined process of verification, so that I can use all the features optimally.

Refining the High-Fidelity Prototype

Key Insights from High-Fidelity Test Interviews



Competitive Analysis Matrix (Direct Competitors)

Company	Zelle	Cashapp	PayPal	Stripe
Key Strengths	Speed and convenience; Trust & security; Adoption across generations; Large network (120m+ accounts)	Free and instant P2P transfers Investing capabilities Cash App Savings (savings feature) Cash App Taxes (free tax filing service)	Cross-border trade Multiple payment plan options Cash back Advanced encryption	Developer-friendly
Key Weaknesses	No integration with accounting software; Lack of purchase protection; Inconsistent pricing policy	High fees for businesses; No crypto pay option.	Dependence on eBay	Limited P2P functionality; Limited subscription management; Account stability concerns.
Market positioning	Bank-centric P2P payments platform	Leading mobile payment platform	Global digital payment platform	Known for B2B payments
Trustpilot	1.1	1.9	1.2	2.2

Complete User Story Maps



https://miro.com/app/board/uXjvLU2En6Q=

Complete User Story Maps



https://miro.com/app/board/uXjVLU2En6Q=

Prototype

