# Affinity Diagram

## Costs

The cost of the item can vary from free to $5 dollars for a premium option

What will be the costs of building a site or app for it?.

Who can invest or come up with money to fund the project?

How do we make it profitable for us as a business while creating a good experience for the user?

## Privacy

Add some sort of PIN or two-factor verification to access it.

The product is going to need access the user's banking. How are we going to protect it?

How are we going to try and prevent potential hackers not steal potential costumer's identity.

Have anything that contains personal information to be locked and accessed by a PIN.

## User Interface/Design

The UI can be chosen to be light or dark modes by the user.

The first thing users see on the home page can be amount of the budget left.

Have the user interface include recurring costs and money spent for the given month.

Will the item be used mainly as mobile app and/or a website?

Make it easy for the user to use the product

Have the user make or have a personal profile where they can customize it how they want.

Name the product something catchy and unforgettable

## Advertising

Have the user be able to refer customers to either gain bonus cash or access to premium benefits

Place ads on popular apps like Instagram, TikTok, and X (formally Twitter)

Create business accounts on Instagram and other social media sources so customers can reach out

## Miscellaneous

Include effective tips on what to remove off of your budget.

Include a grouping of items purchased for the user to customize or have it already implemented.

Include an option for users to remove subscriptions off of our product.