Idea Proposal

1. What is/are the problem/s you want to solve? Why is it important?
   * Lack of financial literacy: Many undergraduate students may not have a good understanding of personal finance and financial management, which can lead to poor financial decisions, debt, and financial insecurity.
   * Limited resources and support: Undergraduate students may not have access to sufficient resources or support to help them develop financial literacy skills, such as financial education courses or financial counseling services.
   * High levels of student debt: Many undergraduate students may take on significant debt to finance their education, which can be difficult to manage without financial literacy skills.
2. Who are the users you are targeting?

Based on the topic "Pace Undergraduate Students' Financial Literacy," the users being targeted are undergraduate students at Pace University. These students may be in their first or final years of study, and they may come from various academic backgrounds and financial situations. The goal is to help all Pace undergraduate students develop financial literacy skills and knowledge to support their long-term financial well-being and success. Additionally, faculty and staff at Pace University who work with undergraduate students may also be considered users, as they can play a role in supporting financial literacy development among students.

1. How will this app solve the tackled problem/s? Provide a vision statement.

the app could provide various features and functionalities such as:

**Educational resources:** The app could provide educational resources such as videos, articles, and interactive quizzes to help students learn about key financial concepts such as budgeting, saving, investing, and managing debt.

**Personalized financial advice:** The app could offer personalized financial advice and recommendations based on a student's financial situation, goals, and risk tolerance. This feature could help students make informed financial decisions and avoid costly mistakes.

**Financial management tools:** The app could provide financial management tools such as budgeting calculators, debt repayment calculators, and investment tracking tools to help students manage their finances effectively.

Vision statement: My app aims to empower Pace University undergraduate students with the knowledge, skills, and tools they need to make informed financial decisions and achieve long-term financial well-being. Through a personalized and engaging user experience, my app will provide students with educational resources, goal-setting and tracking features, financial management tools, and a supportive community to help them succeed financially both during and after their undergraduate studies.

1. What are the major features of the app?

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1. What similar apps exist on the market? (at least 2 apps with names, screenshots, links, descriptions, and how different they are from what you want to do)

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1. How is your app unique?

The app proposed for Pace University students is unique because it is specifically designed to address the financial literacy needs of undergraduate students. Unlike other personal finance management apps that may offer a range of features for a broader audience, this app is tailored to the unique financial challenges that undergraduate students face, such as student loan debt, part-time jobs, and budgeting for college expenses.

The app offers personalized financial advice and educational resources that are specifically tailored to the needs of undergraduate students, including information on managing student loan debt, budgeting for college expenses, and building a strong credit history. Additionally, the app offers investment management services that are specifically designed for undergraduate students who may be new to investing.

Overall, the app is unique in its focus on providing personalized financial guidance and education resources for undergraduate students, helping them to develop healthy financial habits that will benefit them throughout their college years and beyond.

1. What are the risks associated with the development of this app? Why wouldn’t it be delivered completely (scope), on time, and on a budget? Identify 3 to 5 risks that are relevant in your case.
   * **Technical difficulties:** Developing a mobile app can be complex, and there is a risk of encountering technical difficulties that could impact the development timeline and budget. This could include issues with programming languages, bugs, and compatibility issues with different devices.
   * **User adoption:** There is a risk that the app may not be well-received by the target audience of undergraduate students, which could impact user adoption rates and the app's overall success. It is important to ensure that the app is user-friendly, meets the needs of the target audience, and effectively communicates the benefits of the app to potential users.
   * **Data security and privacy concerns:** Since the app will be handling sensitive financial information, there is a risk of data breaches and privacy concerns. It is important to ensure that the app has robust security measures in place to protect user data and that all data handling processes are in compliance with relevant data protection regulations.
2. What is your (personal) goal with this project? (build portfolio/resume, get experience in mobile app dev …)

**Personal Goal**: Gain experience in mobile app development because developing a mobile app provides hands-on experience in the full software development lifecycle, from planning and design to development, testing, and deployment. This project can help individuals gain experience in various aspects of mobile app development, including programming, user experience design, and project management.