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Recitation F

Competitive Analysis & Design:

My design for the app was modeled after many other financial management apps on the market today, but has its own unique features which make it unlike any other. For example, there were three main apps I explored when coming up with the basic idea for my project. One android app I found is called mint.com personal finance manager. This is where I got the idea for a budget from, as this app features a pie graph which shows how much the user has budgeted for each category of expenditure, for each month. It also gives numeric advice based on this information, such as “spend 20% less on groceries”. It is probably the app my app is closest to, as it features lots of cool ways to view data. Another app, “My budget Book” is where I got the idea for the general layout of my app from. It has a basic ledger feature as well, and is very simply designed for viewing. From the main screen one can view revenues and expenditures directly, like my app does. All of these apps had similar input screens, data tracking, and graphical viewing of data which is why I’m going to include these as my basis. What makes my app unique from all these apps is that mine has the feature “Add goals”. This feature basically allows the user to plan ahead for big expenses, like a vacation, that need to be budgeted for accordingly way ahead of time. It also inspires the user to dream big and motivates them to achieve this goal. Finally, my program has a by far more catchy name then these other apps, I mean who doesn’t like cute pigs over the cold imposing notion of “personal finance manager”. My app is for the regular people.

In general, my design was specifically designed around the different main components which are mentioned in the high level description, as in, it separates the budget making from the viewing and the input feature, making for clear hubs that the user can navigate to. I made sure to make the main screen be a hub for in general how the user is doing, so that right when they launch the app they can see their status and how much of their monthly revenue is left. Visually, I put a lot of work into making the app look attractive and as a familiar app-interface, with easy navigation and explanation.