



# Zeal

## Marketing Strategy

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# Executive Summary

The meaning of zeal is great energy or enthusiasm in pursuit of a cause or an objective. If a person has zeal, they are willing, energized, and motivated. This is the message that we are trying to relay to the users of our app.

The app store is filled with a variety of different finance apps. However, we've heard from many users that they have issues with the functionality and usability of the current apps in the iTunes market. Zeal is an app that focuses on improving the user's experience when performing the tedious but important task of tracking personal finances. Zeal aims to allow users to quickly and simply maintain budgets and log transactions while motivating them to save money. We are also strong believers in user privacy and the security of information so we felt that the user should be able to keep track of their personal finances without providing sensitive information which could be compromised. Users of Mint have expressed these concerns to us and our goal is to provide a usable alternative. We feel that the intuitive interface and motivational aspect of the app will give us the uniqueness that other finance apps lack.

Zeal's main demographic is people who care about their spending and want to reach a goal with the money they save. For example, a university student may want to watch their expenses to be able to pay tuition, or have a goal to pay off their student loans. Whether it be a new car, a vacation with the family, or that new iPhone, we want to support our users in the pursuit of their goals, no matter how large or small. With Zeal's simple, intuitive design we hope that users will stay motivated and progressively reach their goal.

## What does Zeal do?

Most people feel that keeping track of their personal finances is a tedious job. Our goal is to create an app that will speed up and simplify this process. Zeal lets users easily record their transactions, set personal spending limits, and motivates the user to save money. The app allows them to gradually build towards goals and make a habit of keeping track of their finances.



## What does Zeal look like?

We are aiming to design the app so that it is simple and intuitive for people to use. It will be compact and cleanly organized so that the display is not cluttered or confusing to the user. Our idea for the overall colour scheme of Zeal is to go with teal and its complementary colors. We are going more for the pastel-y look to avoid jarring contrasts and to follow Apple's iOS Human Interface Guidelines. Furthermore, we are staying within Apple's standards by making use of the tabs at the bottom and buttons at the top for handling how the user navigates through the app. We will also be using animations to make the overall app feel more fluid and intuitive.

Our colour scheme: Teal with its complementary colours. The red will be used for negative numbers such as when a user has expenses. The green colour will be used for positive numbers such as when the user earns money through salary.



## What is Zeal's functionality?

We've split the app up into four sections that showcase the main pieces of functionality we'll be supporting.

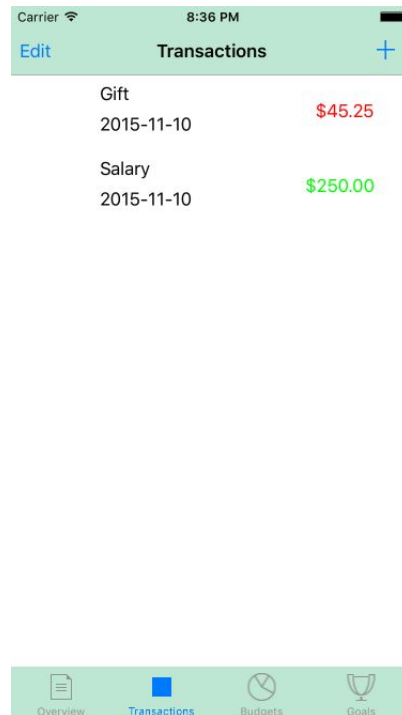
- Overview - a summary of a user's personal finance
- Transactions - a quick and easy way to track income and expenses
- Budgets - a friendly way to make sure users don't overspend
- Goals - a progress tracker to keep you motivated

This is the monthly overview page of your finances. This is the first screen that a user will see when they open the app. It displays a summary of your finances: total income, expenses and the net total. It also displays your primary goal and budgets so that the user can quickly glance at the progress without having to change tabs. A toggle button on the top left changes the overlay to display a visualization of your finances in the form of graphs and charts.



The graphs' simple and sleek look makes it easy to understand and analyze your spending. The pie chart will display the makeup of your expenses based on spending categories. The line chart will display the history of your incomes and expenses to quickly find any disparities.

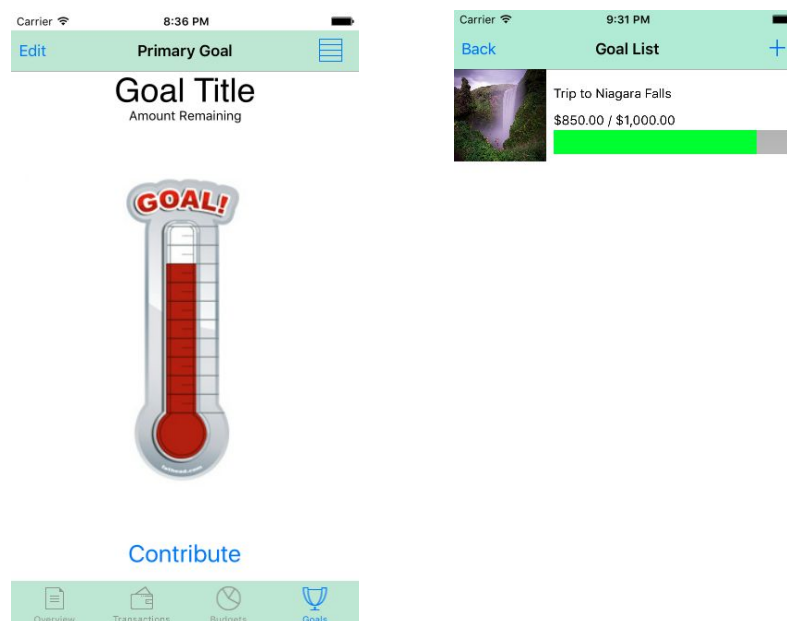
This is the transactions tab which shows a list of transactions. The user can add different expenses or incomes which will be reflected in their overview. When adding a transaction, the user will pick between expense or income. After, they will name the transaction, enter the amount and date, and optionally a description for more information. After adding the transaction, it will update the list. There will be also notifications to remind the user to enter in transactions daily. In the future, there may be frequently/recently added transactions, and repeating transactions to increase usability and minimize the time it takes for a user to add the transaction



The user can also add budgets to help them watch their spending. Budgets can be grouped into certain categories, for instance, setting a budget limit of \$200 for shopping per month. All the budgets in the different categories will be totalled into an overall budget for the month. This is shown at the top for the user to understand instantly how much they have spent and give them the choice to analyze the breakdown of spending within each category.



The goals feature is the main focus of the app. The user is able to add as many goals as they want to track. The goal that they want to aim for the most can be set as the primary goal which will be displayed on the main page. It will show a progress thermometer and allows fast and easy contributions towards the goal. Contributing to the goal will fill up the thermometer and automatically subtract from your net total. Zeal will also have a feature where contributing to the goal will analyze the data and give the user some encouraging statistics as to when they can reach the goal.



## Who will use Zeal?

The main demographic we are targeting are primarily users who have personal finances to track. People who want to analyze their info, who care about watching their spending, and who have goals they want to reach in the future. The main device we are looking to deploy the app to is the iPhone but we will also support iPad. These users may be students with loans, or families with tight budgets.

# The Pricing Strategy for Zeal

We have 3 different kinds of pricing strategies that we are looking at implementing.

- Free
  - The app will be completely free. This lets any user pick it up and try it right away. This gives our brand the most visibility. The downside is obviously the fact that we are not able to profit from our efforts.
- Try and Buy
  - The app will be free for a limited amount of time but will be deactivate itself after the trial period. The user will have to pay to unlock the app.
- Free version with pro upgrade
  - The app will be free to try. We want to appeal to both the cheap users and spenders. There will be an in-app purchase to unlock the pro version of the app. The pro version will have features that increase usability such as repeating incomes/expenses, exporting to pdf, viewing more charts, different themes, and will also make the app ad-free.

## How we plan to promote Zeal

We will promote to students at universities who may need a way to keep track of their expenses because of student loans. We will also reach out to potential partners such as Apple and Mint to promote our app and offer integration. We will also reach out to companies that wish to partner with us through a reward system for users. Saving up to a certain amount will allow users to get rewards from sponsors or partners. We can also implement a referral system with corporate sponsors for users to purchase their products. For example, the user wants to save up for a vacation and we can refer an airline company to them.



## How we will maintain and grow Zeal's user base

The main way we are looking to keep a user base is the motivational theme of our app. We want people to continue using Zeal because they feel encouraged every time they open it. Another way to keep user attention is through reminders like push notifications or emails for instances like approaching a budget or inactivity. The intuitive interface and overall appearance of the app is also a factor when making sure users come back. With future updates, we will add in new features or polish old ones depending on user reception.

## Future Upgrades

There are many future upgrades we have considered for the app. The main thing we are looking at implementing is a way to monetize the app. Finding a way to incorporate the pricing strategies we outlined earlier. We may implement a way to allow users to take a picture of their receipts/barcodes to analyze and add expenses for you. Another feature is to add a social aspect that incorporates goals and seeing how others are doing for their goals. We also may end up gamifying the app depending on feedback from users in order to make it a more fun and enjoyable experience.