
Budget

Reviews and Downloads

- Mostly positive reviews, but recent reviews show an influx of ads leading to customer dissatisfaction.
- 1M+ downloads

Market

- Classified by google as a [tool](#)
- Target audience seems to be very broad, but aims more for everyday users instead of more technical users.
- USPs include simple UI (graphs and such) and budgeting capabilities.

Similar features

- Budget tracking
- Expense tracking
- Budget Categorization
- Graphs

Makes theirs preferable

- Simplicity

Would I use the app

No, the app is too simple and doesn't allow for more complex things like scheduled expenses and income and planned payments

Improve

Add the features stated above