

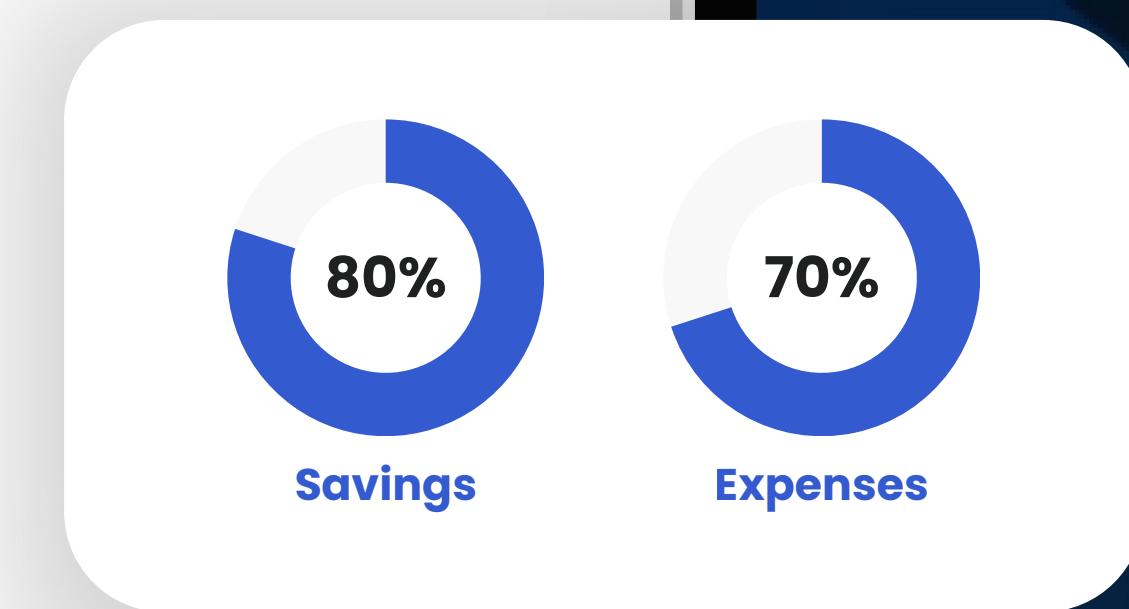
FinEX

Empowering Your Financial Future!

Explore Now



Show Prototype



- EL-HAMDAOUI MAROUANE
 - MEKYASSI MALAK
- IAGI CI-1 2024/2025

Analyse du Cahier des Charges (CdC)

01

Approche mobile-first

02

Interface facile à utiliser

03

Gestion Financière Simplifiée

04

Identité Visuelle Cohérente



Processus de Design

01

Recherche

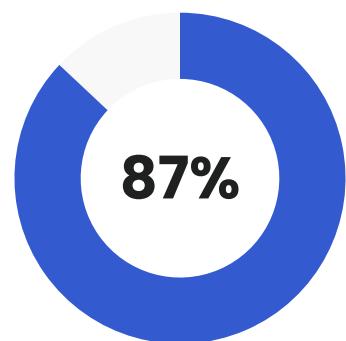
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Idéation

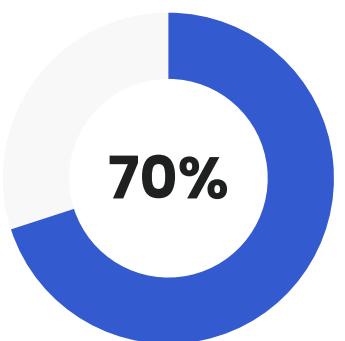
03

Prototypage

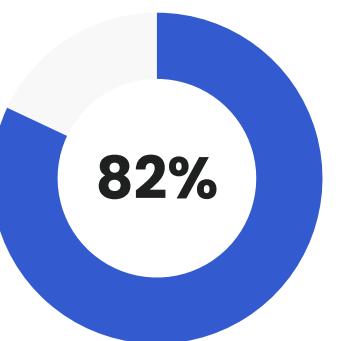
Recherche Utilisateur



Simplicité



Mobile-First

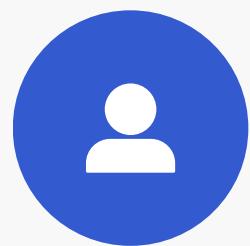


Accessibilité

- **Préférence pour la gestion mobile :** plus de 70% des répondants préfèrent gérer leur budget via leur smartphone. Cela souligne l'importance d'une approche mobile-first pour notre application.
- **Facilité d'utilisation :** L'aspect le plus important pour les utilisateurs est la facilité d'utilisation de l'application. Les utilisateurs recherchent une interface intuitive qui simplifie la gestion quotidienne de leurs finances.



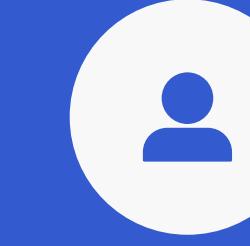
Personas



Sarah Bennani, 22 ans

"J'ai besoin d'une solution simple pour gérer mon budget étudiant"

[Learn More >>>](#)

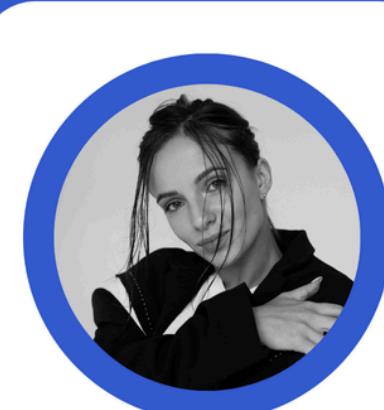


Mohamed Alami, 35 ans

"Je cherche à optimiser la gestion des finances familiales"

[Learn More >>>](#)

Personas



Sara Bennani
Engineer

”

Age : 22
Gender : Female
Location Morocco

Book Music
Design Food

Bio

Sara Bennani is a 22-year-old engineer at the start of her career. She lives in the city and works for a tech startup. Passionate about new technologies, she is always on the lookout for innovative tools to enhance her daily life. Single and dynamic, Sara enjoys traveling and exploring new cultures.

Personality

EasyGoing


Resourceful


Goals

- Save up for summer trip;
- Eat less junk food;
- Save up for a new laptop;

Motivation

Sara wants to take control of her finances early in her career. She is looking for a simple and intuitive app to track her expenses, save for her travels, and invest wisely. She aims to achieve her financial goals while enjoying life.

Personas



Mohamed Ali
Marketing Manager

Age : 35
Gender : Male
Location : Morocco

Book Memberships
Childcare Bills

Bio
Mohamed Alami is a 35-year-old marketing manager working for a multinational corporation. He lives in a suburban area with his wife and two young children. Mohamed is career-driven and values efficiency in both his professional and personal life. He enjoys staying updated with the latest market trends and is an avid reader of business and finance literature.

Personality

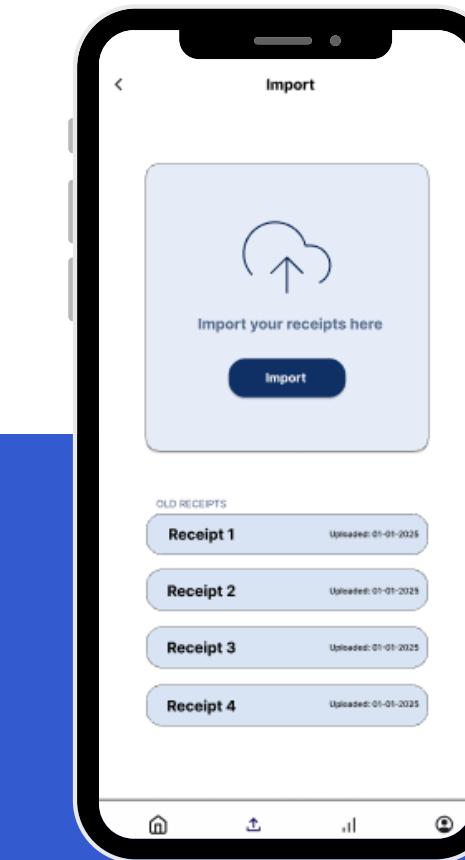
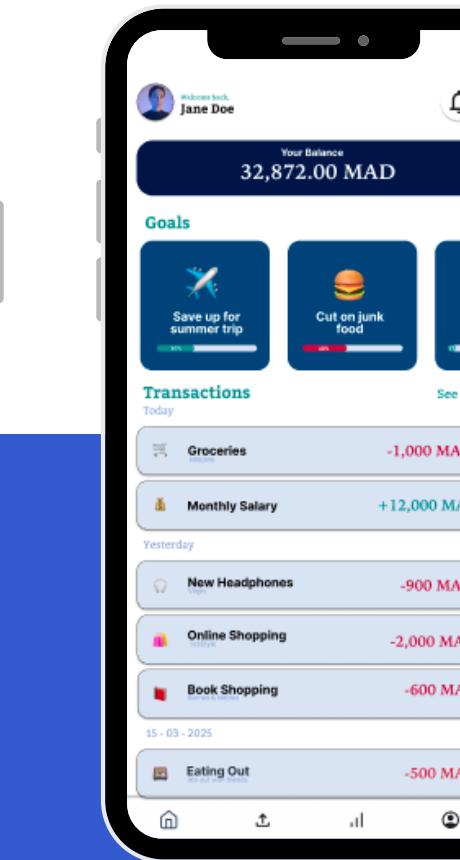
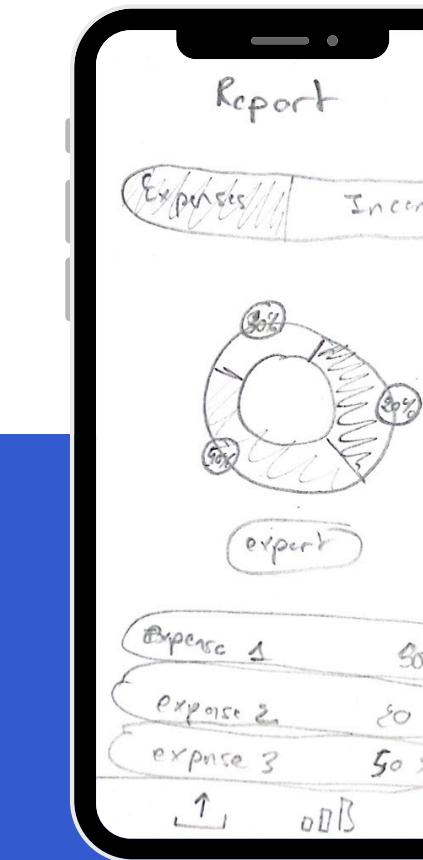
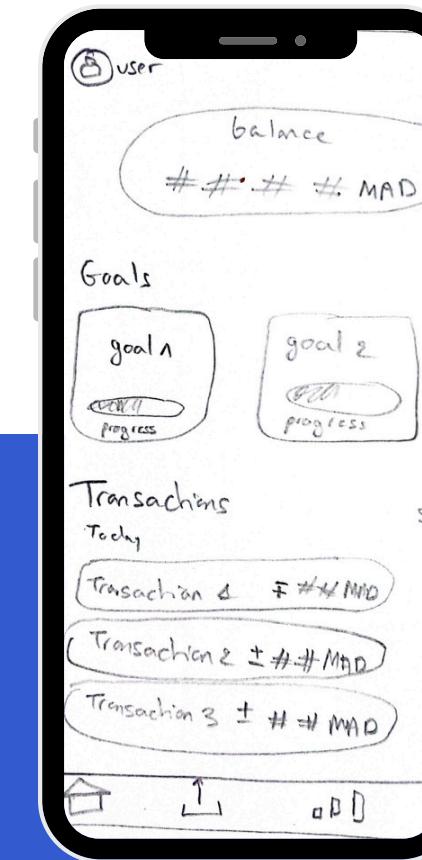
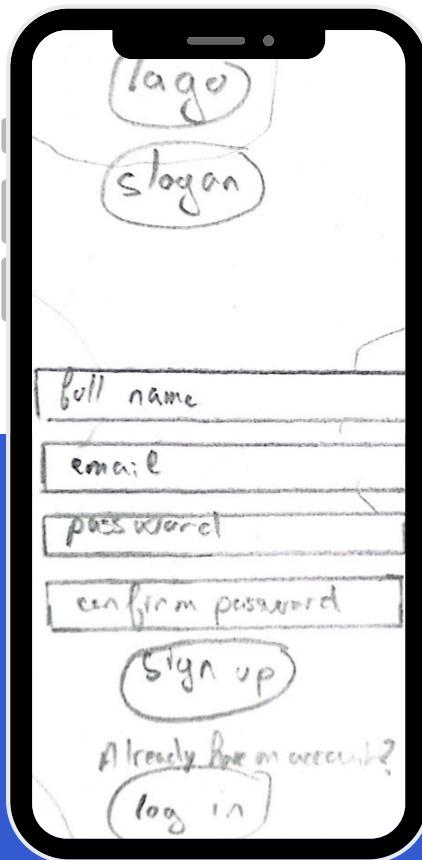
EasyGoing
Resourceful

Motivation
Mohamed is motivated by the desire to secure his family's financial future. He is looking for an app that helps him manage his household budget, track investments, and plan for long-term goals like his children's education and family vacations. He values detailed financial insights and personalized advice to make informed decisions.

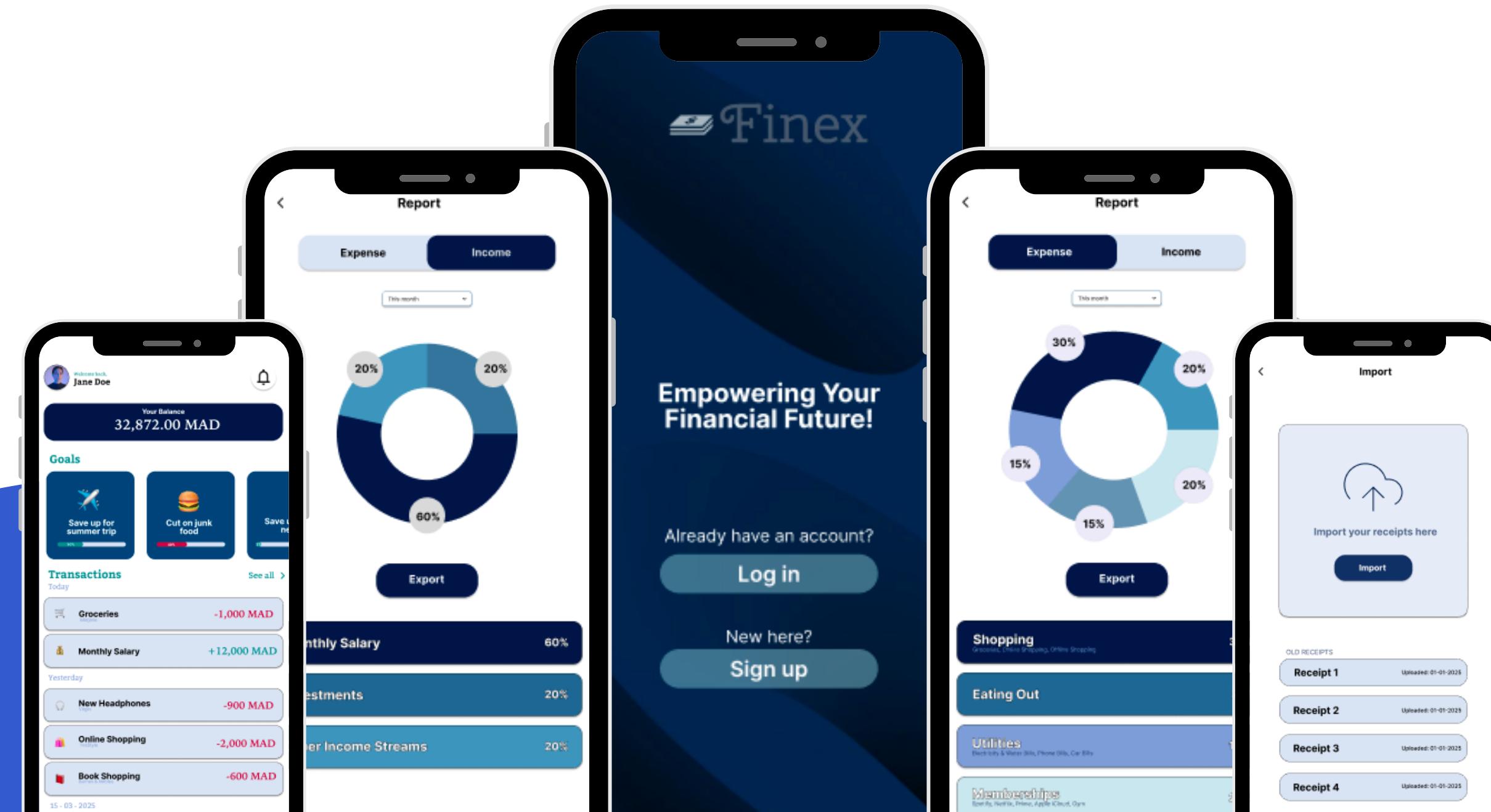
Goals

- Build an Emergency Fund;
- Invest for Retirement;
- Debt Reduction;

Du Sketch au Prototype

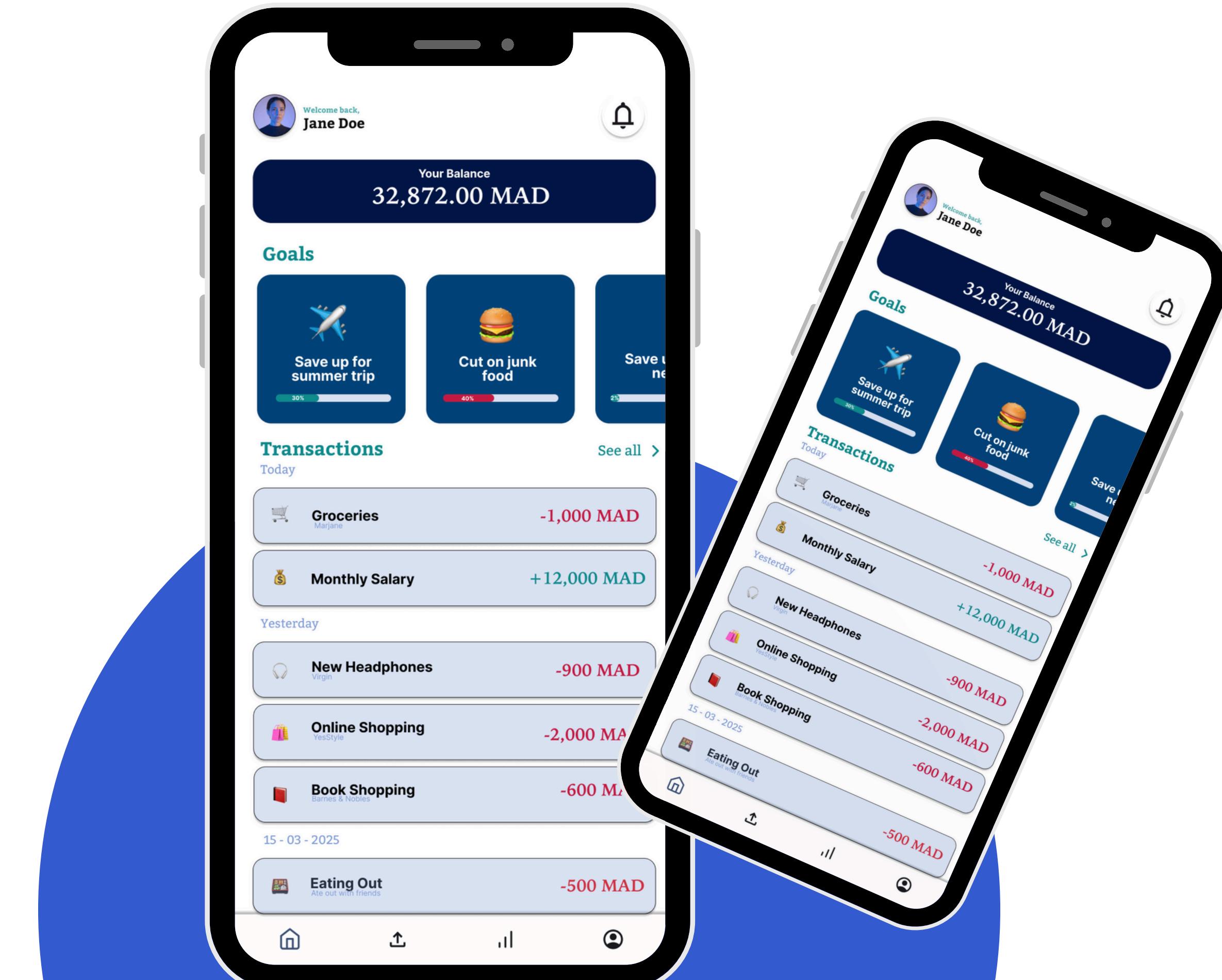


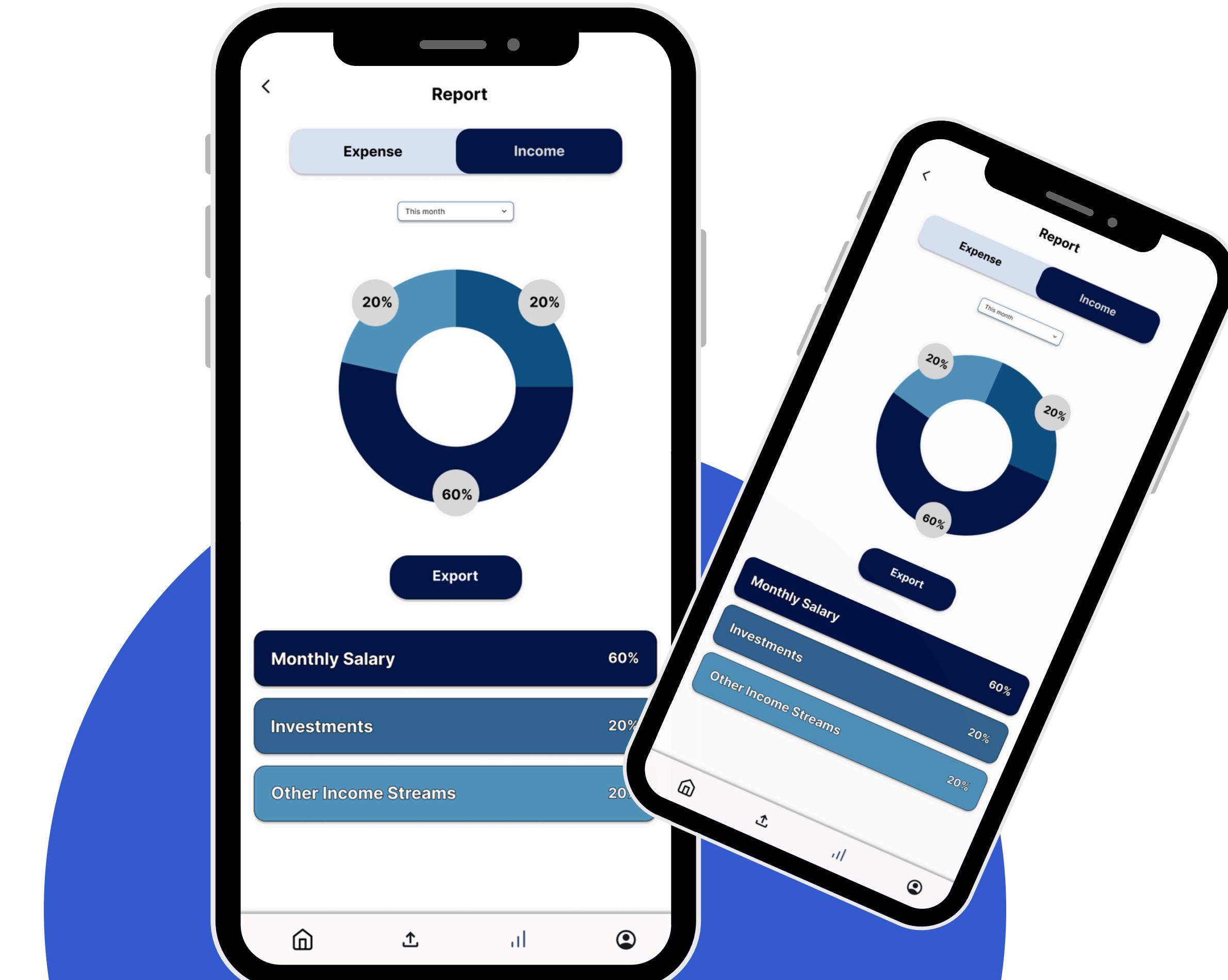
PROTOTYPE

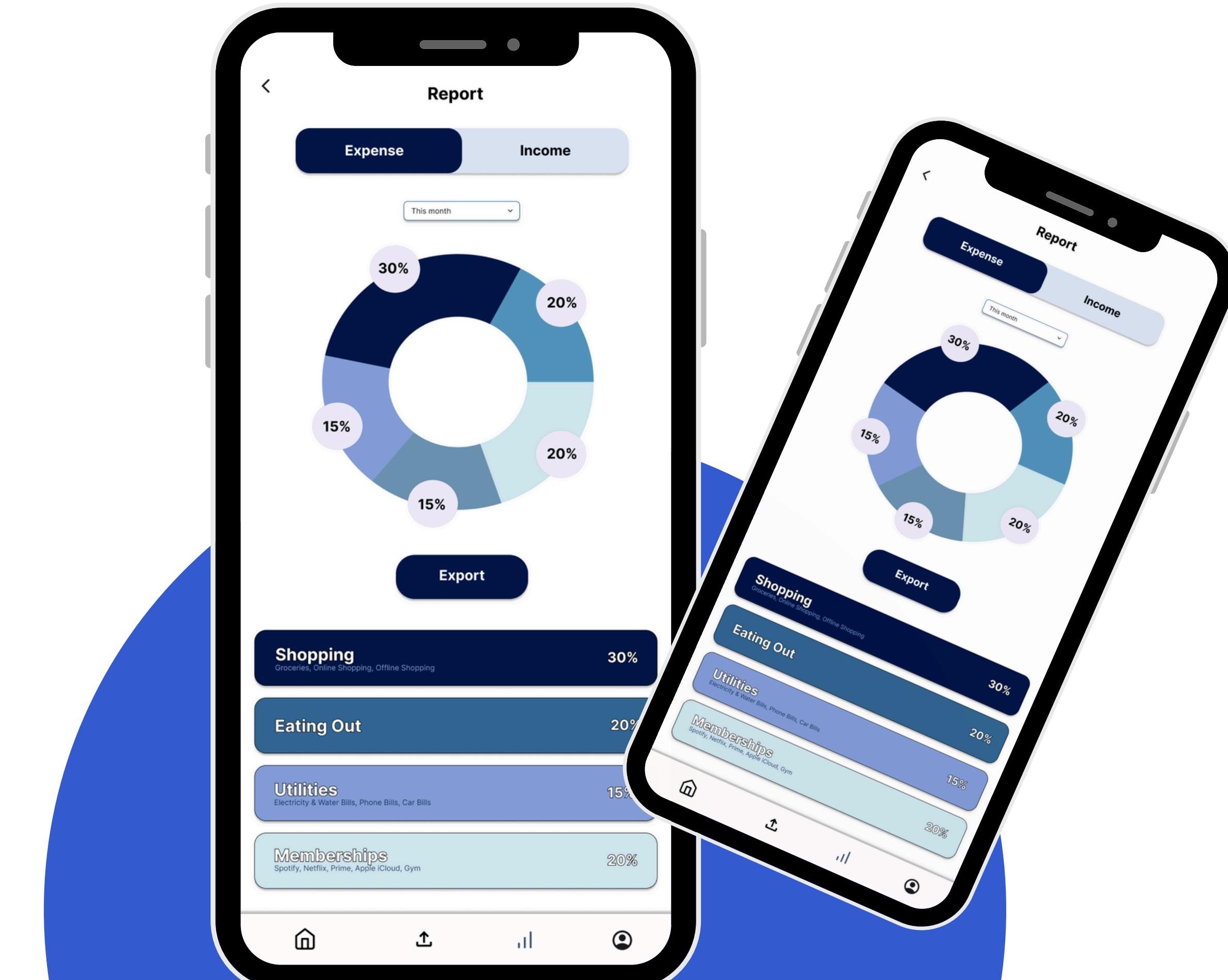




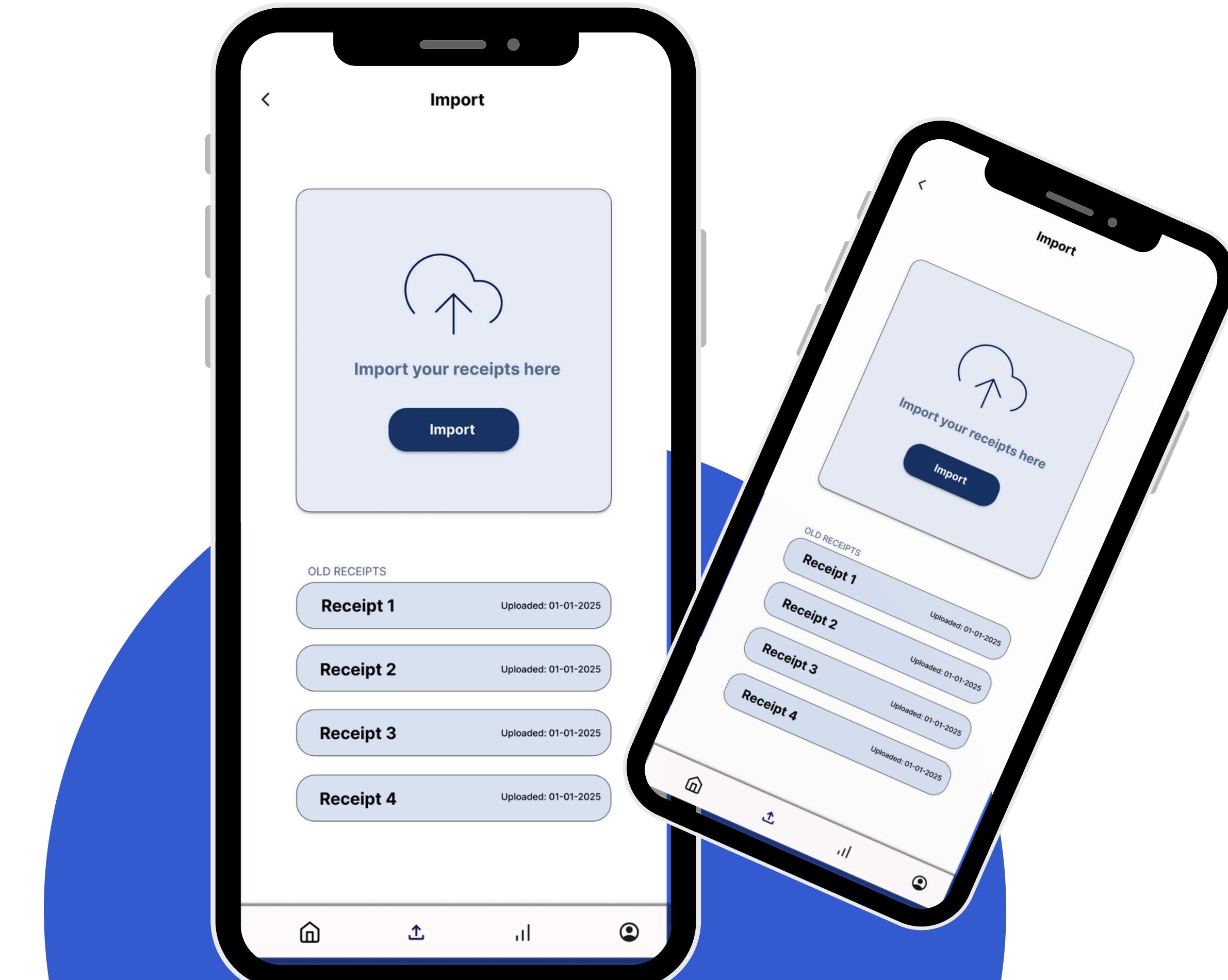
















FinEx

Hello, Jane Doe, Welcome Back

Your total balance:

32,029,282.70 MAD
-3,000 MAD

Your Goals:

 Save up for summer trip
 Cut on junk food



This month

Monthly Salary 60%

Investments 20%

Other Income Streams 20%



This month

Shopping 30%

Eating Out 20%

Utilities 15%

Memberships 20%

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Hello, Jane Doe, Welcome Back



Your total balance:

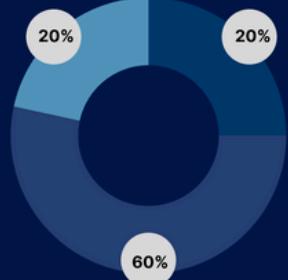
32,0292827.00 MAD
-3,000 MAD

Your Goals:

 Save up for summer trip
30%

 Cut on junk food
40%

This month See all >



Income Stream	Percentage
Monthly Salary	60%
Investments	20%
Other Income Streams	20%

This month See all >

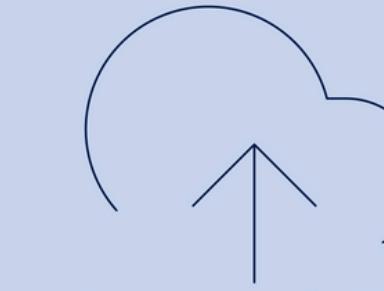


Category	Percentage
Shopping	30%
Eating Out	20%
Utilities	15%
Memberships	20%

FinEx

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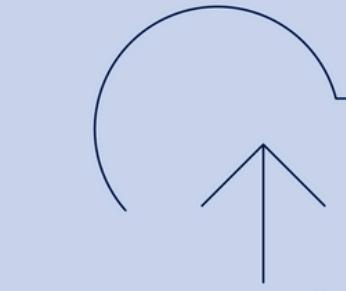
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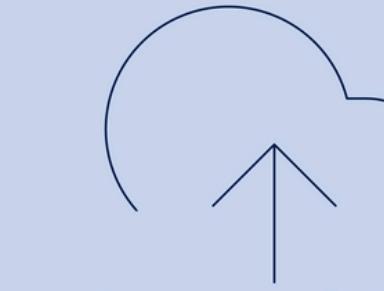
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