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Product Pitch Documentation

**Product description**

* All-purpose expenses logger
* Categorizes and aggregates payments
* Day, week, month, and year view options
* Secure privacy protection
* Always offline, locally stored data

**Target audience**

**Avatar:**



**Name:** James Gordon

**Age:** 26

**Location:** Seattle, WA

**Occupation:** IT Specialist

**Marital Status:** Single

**Annual Salary:** $70,000

**Reasons for needing our app:** Jim Gordon is a young professional that is trying to be more conscientious with his finances, as Jim currently lives in an apartment with a couple of roommates but wants to save up for a place to himself. He wants to try and spend less on groceries, subscriptions, and eating out to meet this goal, as well as keep his credit score high so he can request a house loan. He wants a secure, easy way to manage how much he’s spending on his Google Pixel 3. He is aware of apps like Mint but expresses concern at the risk involved with disclosing his banking information to a third-party company.

**Target Audience**

* General American public of age 21 or older
* Basic knowledge of mobile app usage
* Owner of Android device
* Access to bank accounts, credit accounts, or paid subscriptons

**Platform**

* Mobile app for Android
* Written in Kotlin using Android Studio

Github Repository for Tracking Progress:

<https://github.com/matt2849/CSC4151>