Executive Summary

BudgetBuddy is an app that helps you record, manage, and visualize your budget month-to-month and over longer periods of time. Users can enter budgeting goals by category, for example $300.00 on groceries per month. These categories are then logged within the first tab where they can be quickly edited or referenced. That screen also has an up-to-date donut chart visualizing the user's entire budget breakdown.

Another major tool that BudgetBuddy provides to users is transaction logging. Users add transactions in the second screen by specifying an amount, budget category, and date, as well as optionally a location. Each transaction for the current month is then logged in both a tabular and bar graph format by increasing date (same date transactions are in order of addition to the system). Tapping on either the cell or the bar on the graph allow users to edit transactions and swiping on cells allows deletion. The current month can be adjusted on this screen as well, showing previous months worth of transactions

The final screen of the app depicts statistics for a defined budget goal or category. Selecting the category shows a handful of information, including average transaction size, and daily spending. This screen also notifies the user if they are on track to stay within or exceed the category's specified budget limit for the month.

The app store hosts many different budgeting apps, so BudgetBuddy is certainly not the first. However, it is distinctive in its holistic style and simplicity. Many of the other apps that cover budgeting try to pile too much information into their UI, and struggle to avoid overwhelming users. BudgetBuddy is only three screens, but each one is clear in its purpose and the information it conveys. When defining a budgeting category goal, the user selects a color. This color is used to label transactions, the donut chart, bar graph, and even the statistics screen. The similar color patterns allow users to instinctively understand their spending and the graphs without having to open many menus.

These benefits do not mean that BudgetBuddy has no direction to look for the future. In the future, BudgetBuddy could become even more streamlined by connecting with user bank accounts for automatic networked updates. To implement this, the design would have to be tweaked to provide stronger user security as well. Another large improvement would be adding iCloud compatibility, so users can access their budgeting data across multiple Apple devices. Although BudgetBuddy defines itself within the community of budgeting apps by being simple, new features that stay in line with the colorful simplicity of the design would greatly improve the app.

Marketing Materials

- **Category**
  - Finance
- **Description**
  - Looking to set goals for your budget? Tired of trying to keep track of every single expense? Try BudgetBuddy!

    This app is a highly streamlined, simple, and colorful approach to budgeting. Set your own goals, add a few transactions, and get easy access to statistics, visuals, and the data you could need to be a smart spender. The customize-able interface lets you pick how you want to display your goals and history, and logs lots of important statistics about your spending. BudgetBuddy will tell you if you're due to go over your spending goals, or where you spend the majority of your entertainment expenses!

    Log, Learn from, and best of all, Like your budget with BudgetBuddy
- **Keywords**
  - Budgeting, budget, savings, visualization, charts, colorful, simple, organized
- **Screenshots**