

CS 501

Trackify

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Confidential

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Purpose

- **Objective:** Help users track their spending habits, manage budgets, and motivate them through Competition.
- **Goal:** Empower users to achieve financial discipline and awareness by making expense tracking engaging and user-friendly.
- **Value Proposition:** A fun, interactive way to manage finances, tailored for those who appreciate a mix of personal accountability and friendly competition.



Target Audience

Primary Users: Young adults, college students, and budget-conscious individuals who want to track expenses and improve financial habits.

Ideal Users: People interested in personal finance with a social or competitive edge.



Main Features

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Tracking

Tracking Monthly
Expenses and
Setting Budget



Gamification

Competing With
Other Users In
Expense
Management



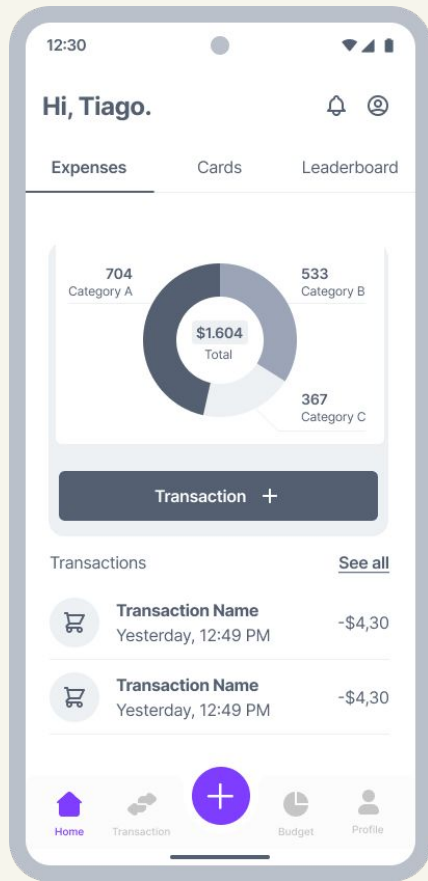
Receipt Photos

With One Photo
You Can Set An
Expense

Main Features of Trackify
Include the Following:

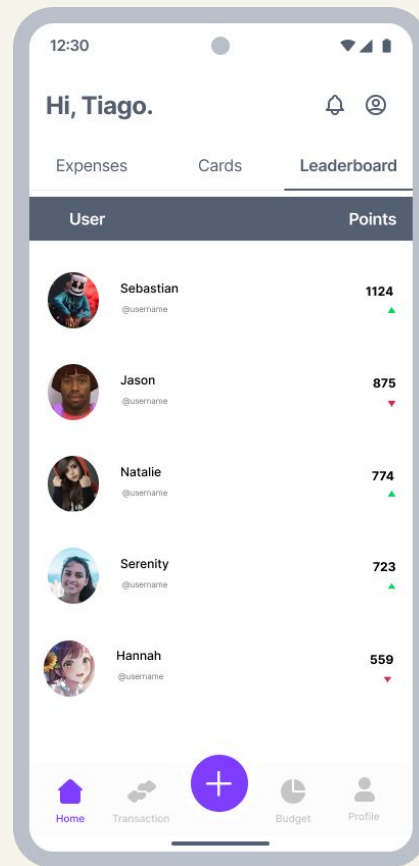
Tracking Expenses

Trackify simplifies managing expenses by allowing users to easily record their transactions. This feature offers a clear view of spending patterns, helping users stay informed and in control of their finances.



Leaderboard

To add a fun, competitive edge to budgeting, Trackify features a leaderboard where users can compare their financial progress. It's a motivating way to improve saving habits while engaging with others on a similar journey.



Snap A Receipt

Trackify lets users capture and log expenses instantly by snapping a photo of their receipts. This feature makes it quick and easy to keep track of purchases on the go, ensuring no expense is overlooked.



Thank You For Listening

- Trackify