

Fintrust

A Personalized Finance Management Solution

FinTrust — Smarter Way to Manage Your Money

FinTrust unifies your expenses, budgets, and insights into one simple dashboard, giving you smarter control over your finances with AI guidance.

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Introduction

FinTrust: Your Personal Finance Solution

FinTrust is an AI-driven personal finance app that brings all your accounts, expenses, and budgets into one simple, secure dashboard. It automates spending insights, goal tracking, and smart alerts while offering seamless bill-splitting and biometric protection. Designed for clarity and control, FinTrust helps users make smarter financial decisions with ease.



Problem Statement

The Challenge of Financial Management Today

The rising cost of living and **expense unpredictability** demand a secure, simple, AI-driven finance tool to help users effectively track cashflow and achieve their savings goals.



Target Customers

Understanding Who Uses FinTrust

FinTrust serves a diverse range of users, including **young professionals**, students, gig workers, families, and individuals who frequently split bills, all seeking effective financial management.



User Personas

Understanding Our Target Audience Needs



Aisha

Aisha, 26, needs **budgeting clarity** and goal tracking to manage her finances effectively while working part-time and pursuing her studies.



Ravi

At 33, Ravi seeks **irregular income predictions** to better plan his finances as a freelancer, ensuring he meets his expenses during lean periods.



Priya

Priya, 29, values **privacy and secure account consolidation** as she navigates her finances with multiple income sources and wants a reliable tool for her sensitive information.

Key Features

Essential functionalities of FinTrust app

Bank Linking

Real-time bank linking provides users with a **complete overview** of their finances, allowing for accurate tracking and budgeting to simplify money management.

AI Budget Planner

The AI Budget Planner chatbot offers personalized budgeting assistance, helping users create and maintain budgets while adapting to their unique financial situations and spending habits.

Expense Insights

Users receive visual metrics and insights into their spending habits, empowering them to make informed financial decisions and identify areas for potential savings.

Values Delivered

Empowering Users with Financial Control

FinTrust provides **financial clarity**, enabling users to manage expenses effectively while ensuring **secure privacy** and offering smart nudges for better financial habits and social convenience.

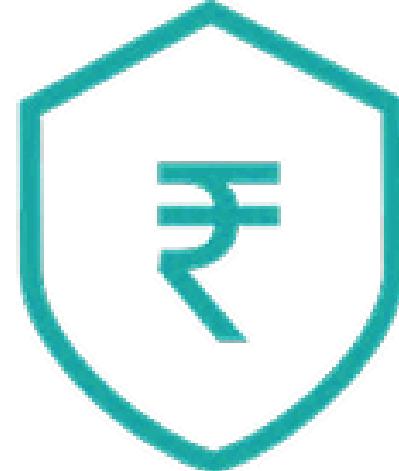


Design Goals

A Stress-Free Finance Experience

Our design aims for a **clean visual hierarchy** and quick readability of balances to create a simple and calm UI, fostering user trust and confidence.

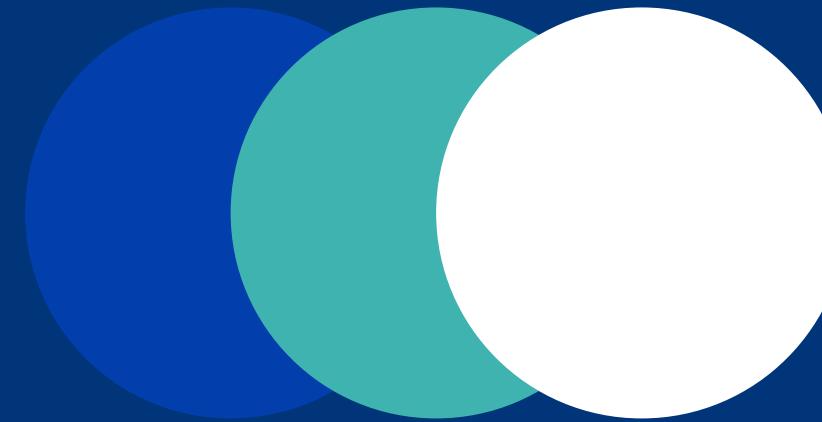




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The **branding and color system** emphasizes trust through primary blues, complemented by neutrals and accent shades to convey clarity and professionalism in FinTrust's design.



UX/UI Process

Research

Identified user needs and pain points effectively.

Personas

Developed representative user personas for targeted design.

Mapping

Created journey maps to visualize user experiences.

Information

Structured app information for intuitive navigation.

UX/UI Process Overview

Wireframes



Early sketches designed to outline user interactions.

High-fidelity UI



Detailed mockups created to represent final design aesthetics.

Prototyping

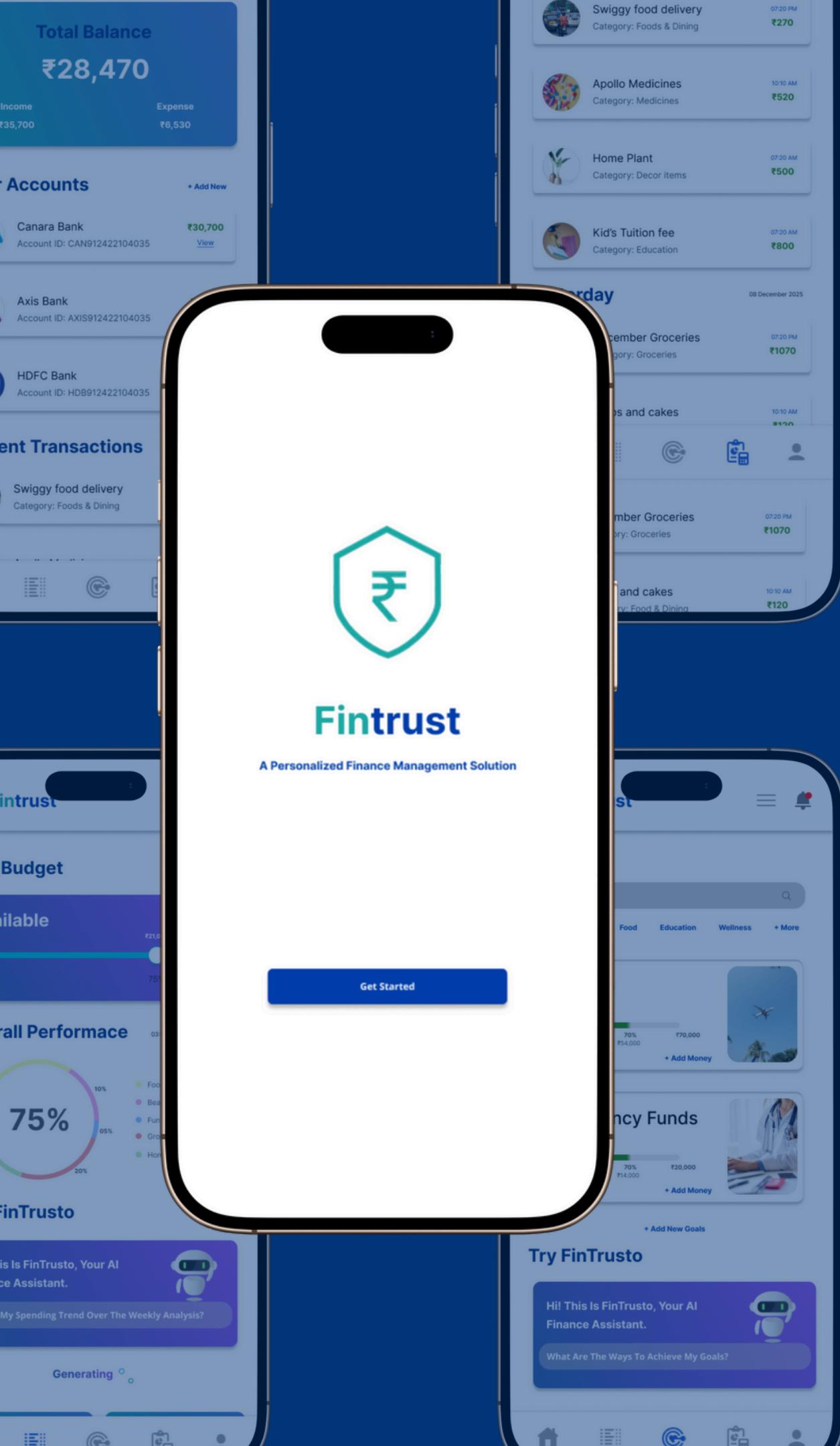


Usability testing conducted to refine user experience effectively.

Design System

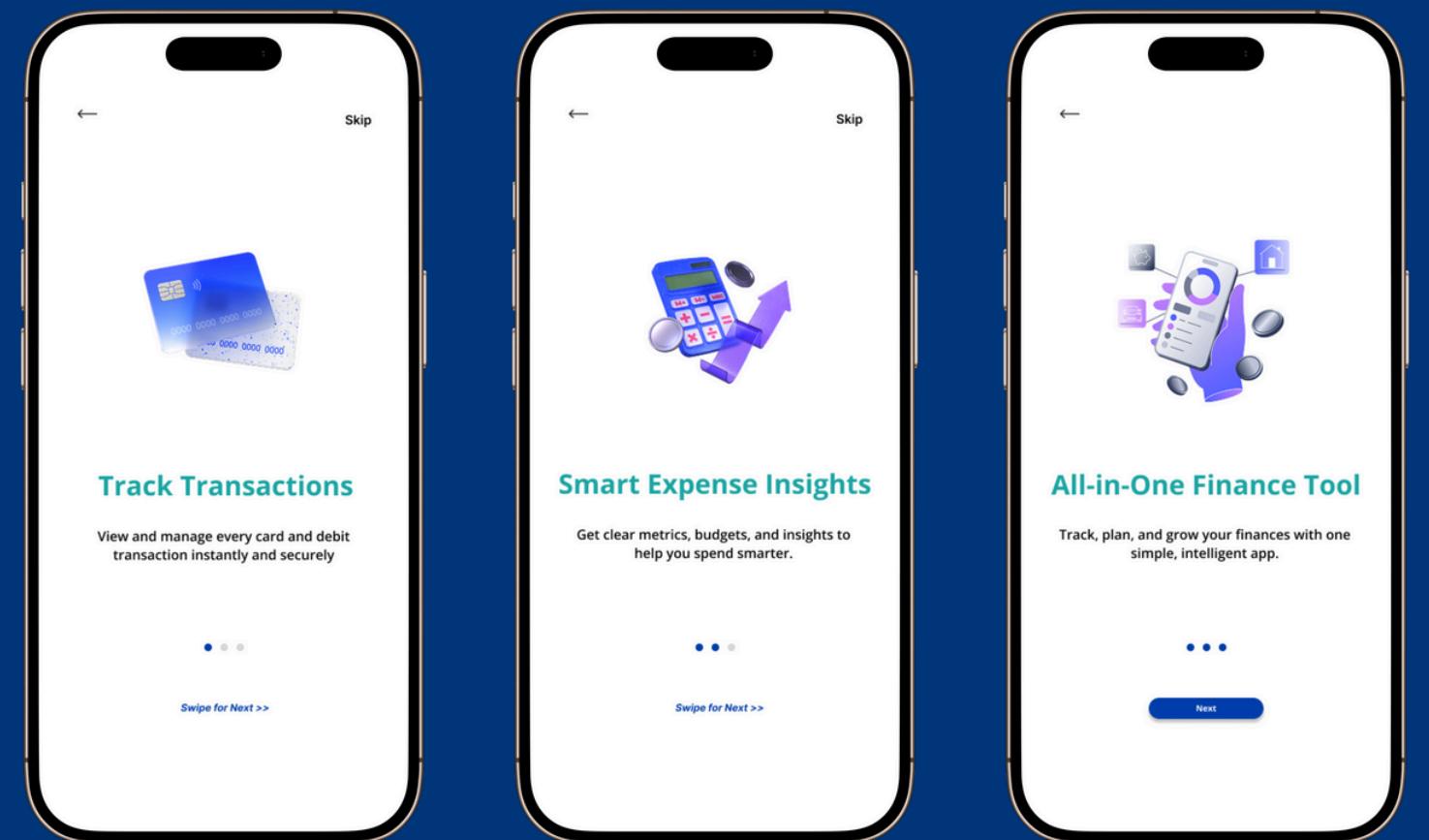
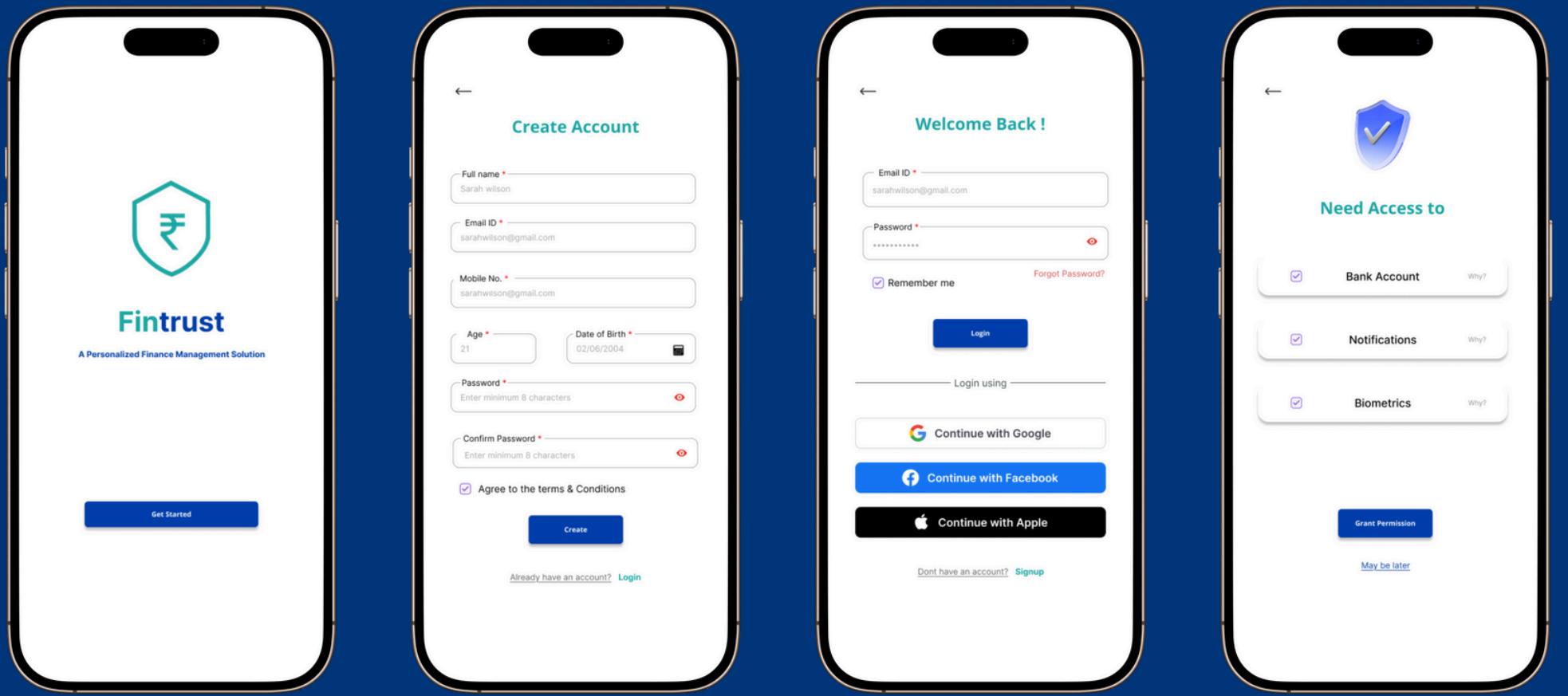


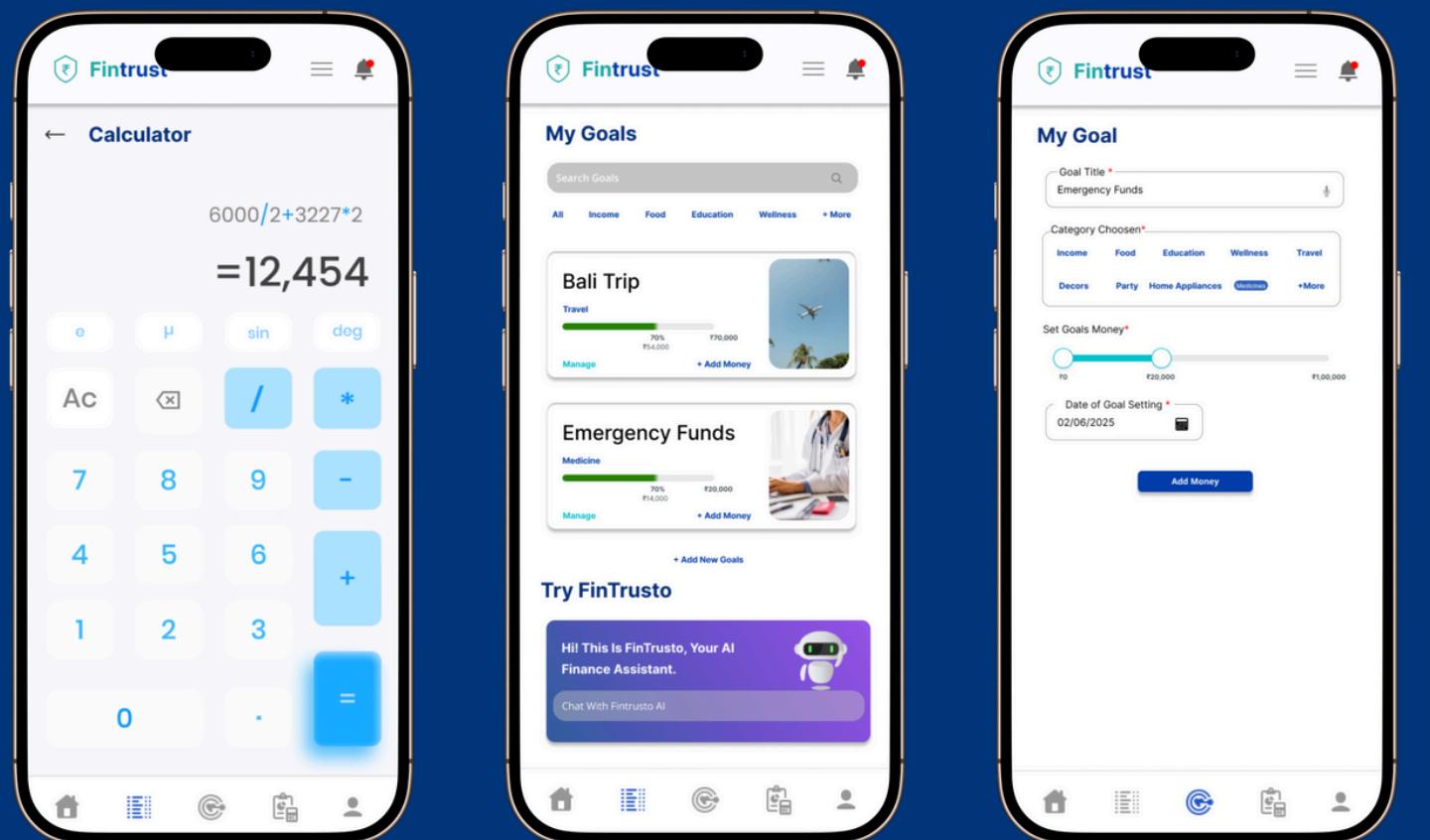
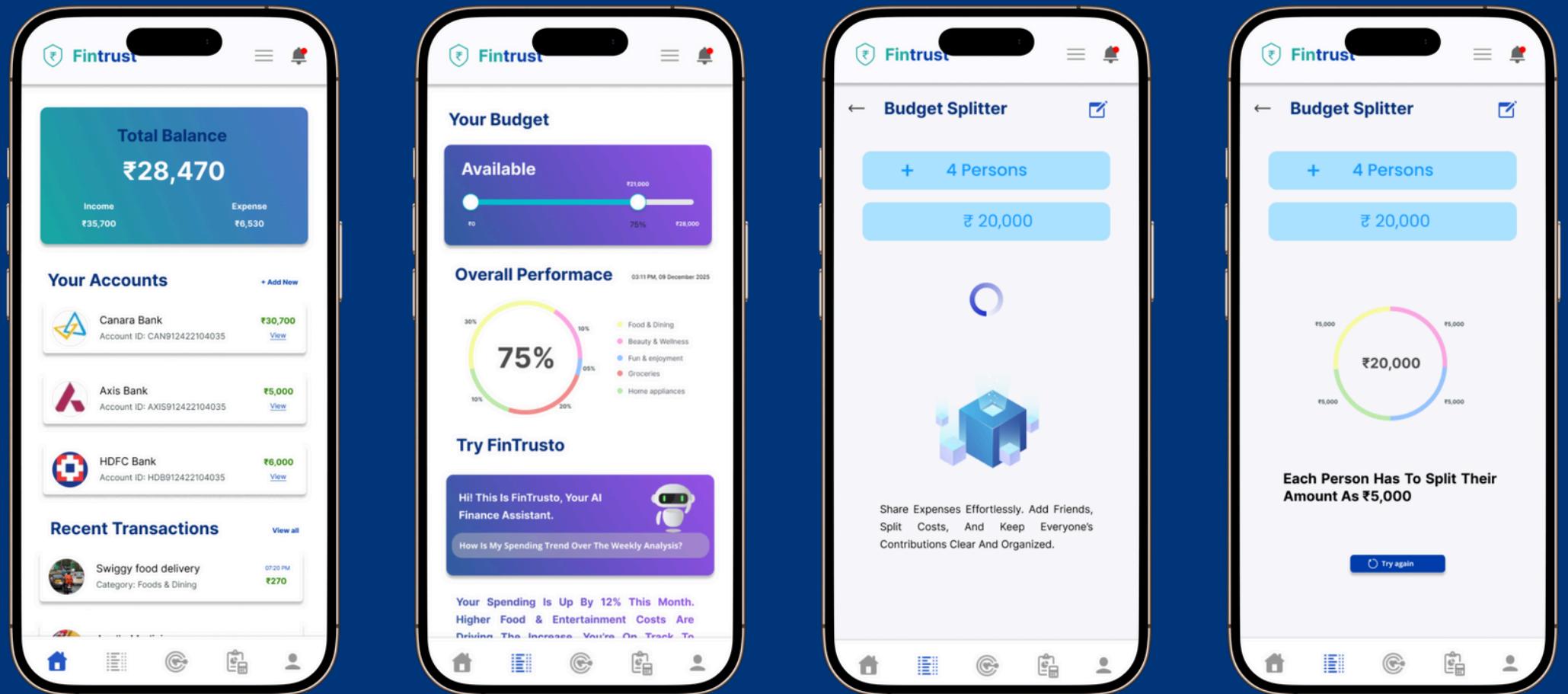
Comprehensive guidelines established for consistency and scalability.

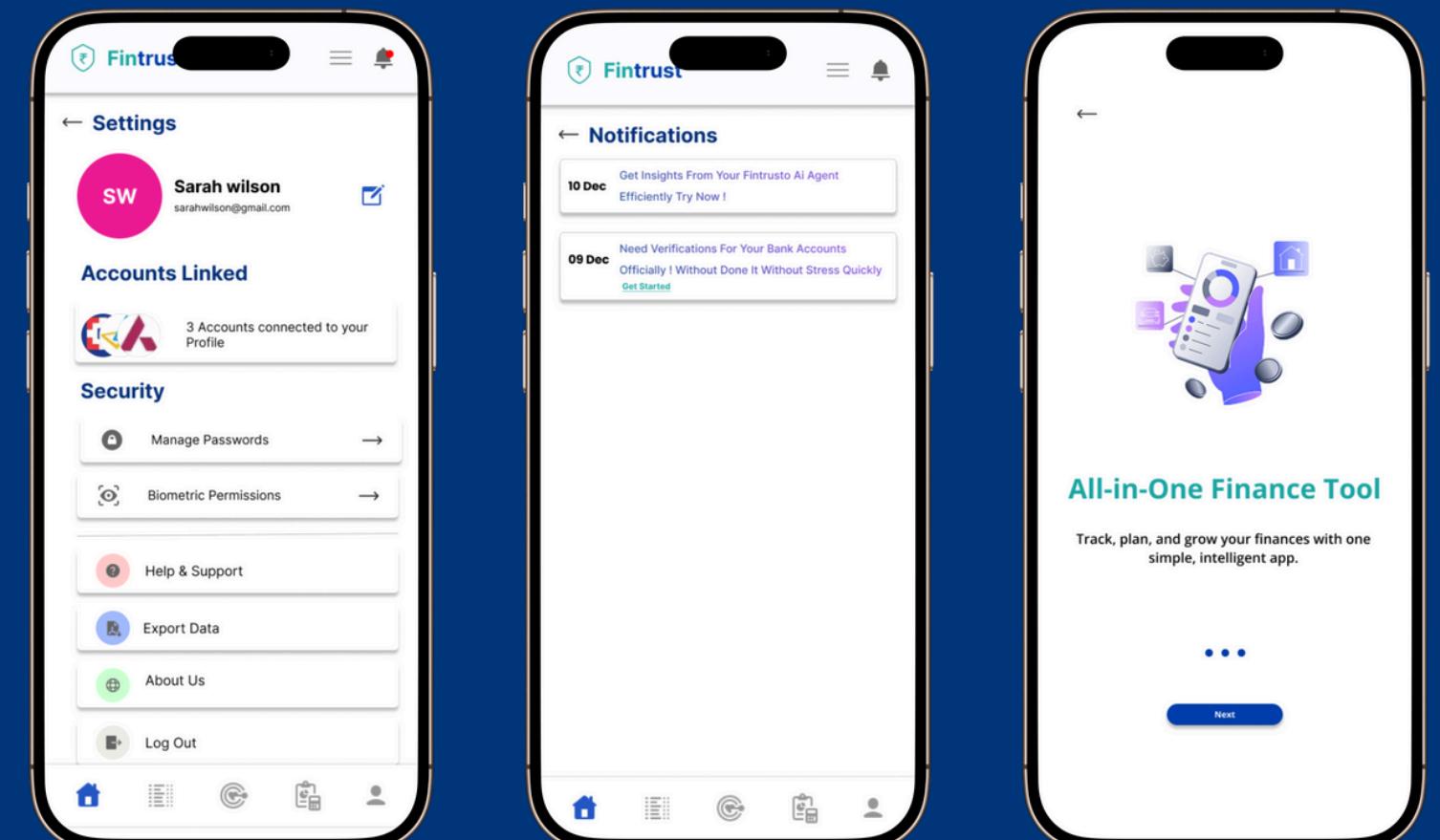
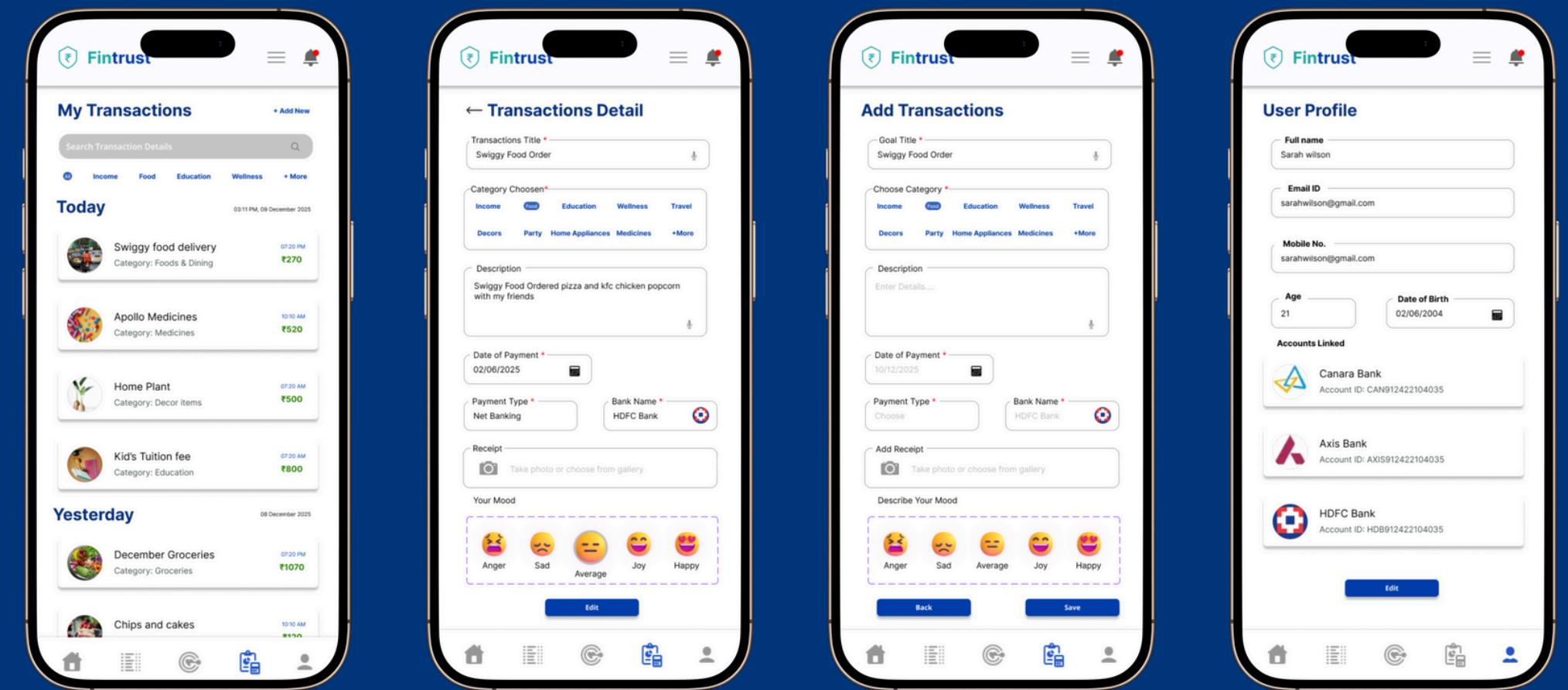


Major Screen Showcase

This section highlights the primary screens of the FinTrust app, showcasing its intuitive design and user-friendly interface that enhances the dining experience.







Design Challenges

Key Obstacles in FinTrust Development

Addressing challenges such as maintaining **trust for bank linking**, explaining AI insights transparently, managing irregular income users, and avoiding notification overload is crucial for user satisfaction.



Visual Hierarchy

Guiding User Attention Effectively

Immediate visibility of **balance, budgets, and alerts** enhances user experience. Thoughtful typography, sizing, and spacing direct attention, while color-coded metrics help **reduce cognitive load** for clear financial insights.



Impact & Results

Driving Positive Outcomes for Users

FinTrusto has demonstrated **significant improvements** in user savings behavior, financial awareness, and confidence in money management, ultimately enhancing overall engagement through its AI-powered features.

Conclusion

Empowering Users Through Financial Insights

FinTrust empowers users with **clarity, control**, and confidence by providing AI-driven insights, streamlined budgeting, and secure integrations tailored to modern financial needs.



Thank You

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