

Smart
Personal Expense
Tracking App



Think & feel

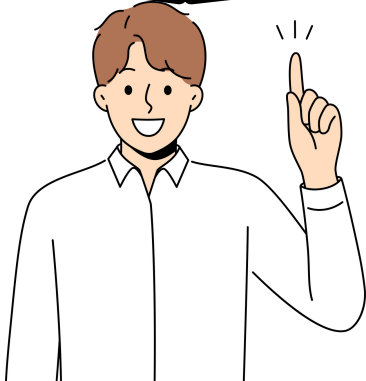
- Wants to make informed spending decisions in real-time.
- Seeks effective ways to maximize savings during purchases.
- Aims to feel confident about budget management.

Hear

- Receives real-time alerts about discounts while shopping.
- Hears peers sharing tips on effective purchasing techniques.
- Listens to advice from finance influencers regarding smart spending.

Say & do

- Engages with the app during shopping for instant recommendations.
- Shares experiences and tips with friends about budget-friendly shopping.
- Actively looks for notifications about relevant deals while browsing.



See

- Views real-time discount offers as they shop.
- Observes personalized recommendations based on past spending.
- Sees analytics of spending patterns and potential savings opportunities.

Pains

- Frustration if the app fails to provide timely information.
- Confusion due to overwhelming amounts of data during shopping.
- Difficulty in making quick decisions without proper insights.

Gains

- Instant access to spending insights and savings opportunities.
- Enhanced confidence in making budget-friendly choices.
- Ability to receive personalized discount notifications while shopping.

Smart Personal Expense Tracker

1. Stakeholder Engagement

Target Users: Everyday consumers, budget-conscious shoppers, individuals seeking personal financial management tools.

Stakeholders: Users, grocery stores (Lidl, Aldi etc.) financial advisors, app developers, marketers.

2. Problem Statement

Most consumers do their shopping without planning (i.e. they do not create a shopping list for a month later or two weeks later, for example). The discount bulletins shared by the markets provide this opportunity. However, due to the large number of markets and lack of personal expenditure planning, consumers do not utilise their budgets rationally. Without realising it, they face the risk of buying expensive products that they can buy more cheaply from another market.

Current Objectives of Expense Management

- Making informed spending decisions in real time.
- Maximising savings during purchases.
- Making recommendations for planned consumption and expenditure
- To be able to act tirelessly and with peace of mind in budget management.

Identified Problems

- Difficulty receiving timely alerts about available discounts when shopping.
- Not knowing in which products personal expenditures are concentrated before shopping and not being able to follow the market discounts of these products.Lack of personalised recommendations based on past spending habits.

Open Improvement Requests

Real-time alerts about discounts during shopping.
Recommendations for purchasing products according to consumption items.
User-friendly interface for fast data access.
Access to the discount lists of numerous supermarket chains.

3. Application Concept Template

- The Smart Personal Expense Tracker App is designed to help you make more affordable shopping decisions and save money while shopping.
- I have observed that existing personal finance apps and apps from grocery chains are not designed around personal spending data and do not meet the need for real-time information on discounts and spending insights, creating user frustration and poor budget management choices for consumers looking to maximise their savings.

Basic Questions

How can we improve personal shopping management to enable our users to be more successful based on real-time insights, the ability to make planned purchases and receive personalised recommendations, ease of use and personalised recommendations?

4. Basic Features

- Analysing personal spending habits.
- Real-time and schedulable discount notifications.
- Personalised spending insights based on user behaviour.
- Integration with shopping platforms for ease of use.
- Social sharing features for tips and suggestions.
- Visual analyses of expenditure patterns.

5. Unique Value Proposition

It is an application that enables users to track their spending, receive real-time discounts, plan their future spending according to their spending habits, and make conscious consumption decisions while increasing their confidence in their purchasing preferences.