

User Research Survey Questions

Section 1: About You

1. What is your age group?
 - ☐ <18
 - ☐ 18–24
 - ☐ 25–30
 - ☐ 30–40
 - ☐ 40+
 2. What is your occupation?
 - ☐ Student
 - ☐ Working professional
 - ☐ Freelancer
 - ☐ Other
 3. What is your average monthly income or allowance?
 - ☐ Less than ₹5,000
 - ☐ ₹5,000–₹10,000
 - ☐ ₹10,000–₹25,000
 - ☐ ₹25,000+
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Section 2: Saving & Spending Habits

4. Do you currently track your daily expenses?
 - Yes / No
5. How do you track your expenses (if at all)?
 - ☐ I don't track
 - ☐ Notes app
 - ☐ Excel or Google Sheets
 - ☐ Dedicated app (please specify)

6. What do you spend the most money on monthly? *(Select all that apply)*

- ☐ Food
- ☐ Travel
- ☐ Shopping
- ☐ Subscriptions
- ☐ Rent
- ☐ Other

7. Do you save for specific goals (e.g., trip, gadget)?

- ☐ Yes / No

8. What is your biggest challenge when it comes to saving money?

- ☐ Low income
- ☐ Impulse spending
- ☐ Lack of motivation
- ☐ No awareness of how much I spend
- ☐ No habit/discipline
- ☐ Other

Section 3: Reactions to Snazzle's Concept

9. Would you use an app that helps you save for goals and track daily spending?

- ☐ Yes / Maybe / No

10. How helpful would daily spend limits be in managing your money?

- ☐ Very helpful → Not helpful (*Likert scale*)

11. What motivates you the most to stick to financial goals? *(Select all that apply)*

- ☐ Visual progress bars
- ☐ Saving streaks
- ☐ Rewards and badges
- ☐ Weekly insights and summaries
- ☐ Social sharing

- Friendly reminders

12. Would you be interested in earning rewards or badges for saving streaks?

- Yes / No / Maybe
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Section 4: Open-Ended Feedback

13. What would make a money-saving app fun and engaging for you? (*Short answer*)

14. Are there any finance apps you currently use or dislike? Why? (*Short answer*)

15. What features do you wish finance apps had but don't? (*Optional*)