FinWise – AI Finance Coach

UX/UI Project Report

Application Theme

FinWise is a personal finance application I designed to help users manage spending, track savings, and receive personalized AI-based financial advice. I created the entire project in Figma using several AI tools and plugins. These tools helped me design charts, icons, and forms, and made the overall process much smoother.

When I started, I had no idea how to use Figma or its plugins. I watched YouTube videos, explored community resources, and often asked ChatGPT for help whenever I got stuck. Slowly, I began to understand how frames, cards, and connections work in design. The login page took me the longest, but once I figured it out, everything else came together beautifully. FinWise now includes five interactive screens: Login, Dashboard, Chat, Insights, and Goals. Each one flows naturally to the next, creating a complete and intuitive user experience.

Purpose of the Application

The purpose of FinWise is to make financial management easier and more personal. Many people find budgeting stressful or complicated, so I wanted to build something that feels like a friendly assistant rather than another finance tracker. FinWise uses AI to give smart insights, saving suggestions, and motivational messages while keeping everything simple and easy to understand.

My main focus was clarity and accessibility. I used clean layouts, minimal color contrast, and bold readable fonts so users can focus on what matters. Every design choice, from charts to icons, was made to guide the user naturally through the app.

Research Findings

Before creating my design, I analyzed well-known finance apps like Mint, YNAB, and PocketGuard. With ChatGPT's help, I studied their strengths and weaknesses and realized that most were either too complex or lacked personal interaction. This research taught me that people want something simpler, with clear visuals and personalized guidance.

ChatGPT also gave me design suggestions, such as organizing content in logical order, labeling buttons clearly, and maintaining accessibility through proper contrast and typography. These insights helped me build an app that is both functional and visually balanced.

Design and Features

FinWise was designed entirely in Figma, using AI features to assist in each stage of development. I used plugins to generate bar, pie, and line charts that visualize user spending and savings. AI tools also helped me add clear symbols and icons, and I used another plugin to create a functional form for goal setting. Each component of FinWise was built with purpose, ensuring users could move smoothly between sections and easily understand their progress.

Learning Figma felt like a journey. I kept experimenting until I understood how to connect frames and add interactivity. Over time, I became confident using AI plugins to automate repetitive steps, which made the app more polished and professional.

Wireframe and Prototype

The wireframe was my starting point to plan the structure. I created grayscale layouts that outlined where every major component would go, such as headers, buttons, and charts. It helped me visualize the overall flow before adding colors and details.
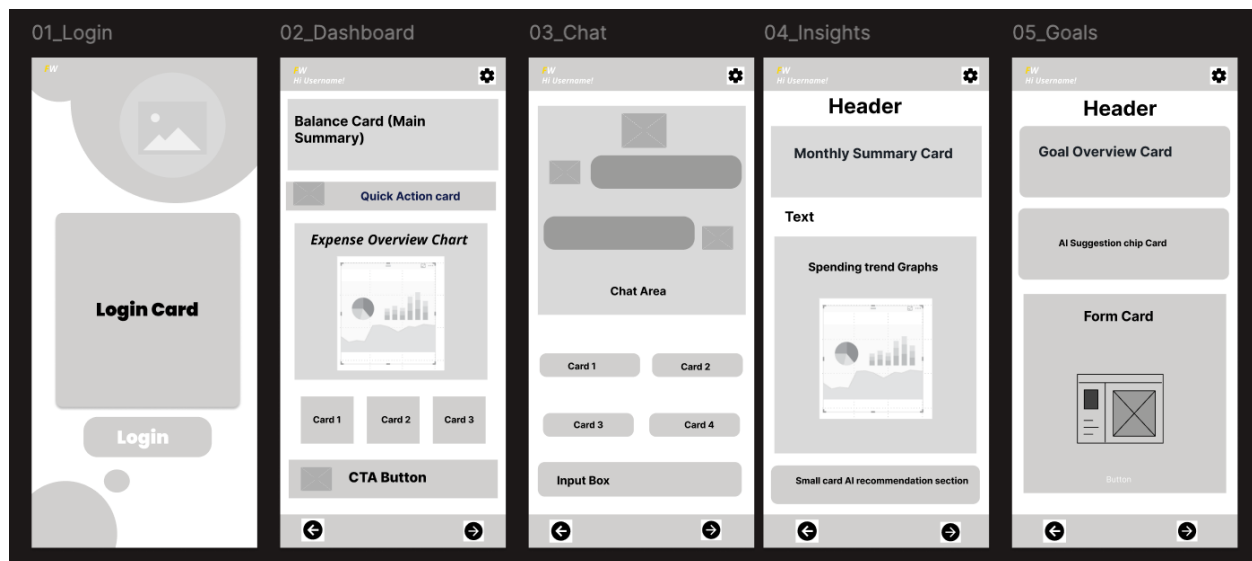

Figure 1.1: Low-Fidelity Wireframe of FinWise app created in Figma

The final prototype represents the complete version of FinWise with all the interactive elements in place. The dashboard shows spending summaries, the chat section allows users to communicate with the AI assistant, and the goals screen lets them track their savings progress with motivational AI tips.
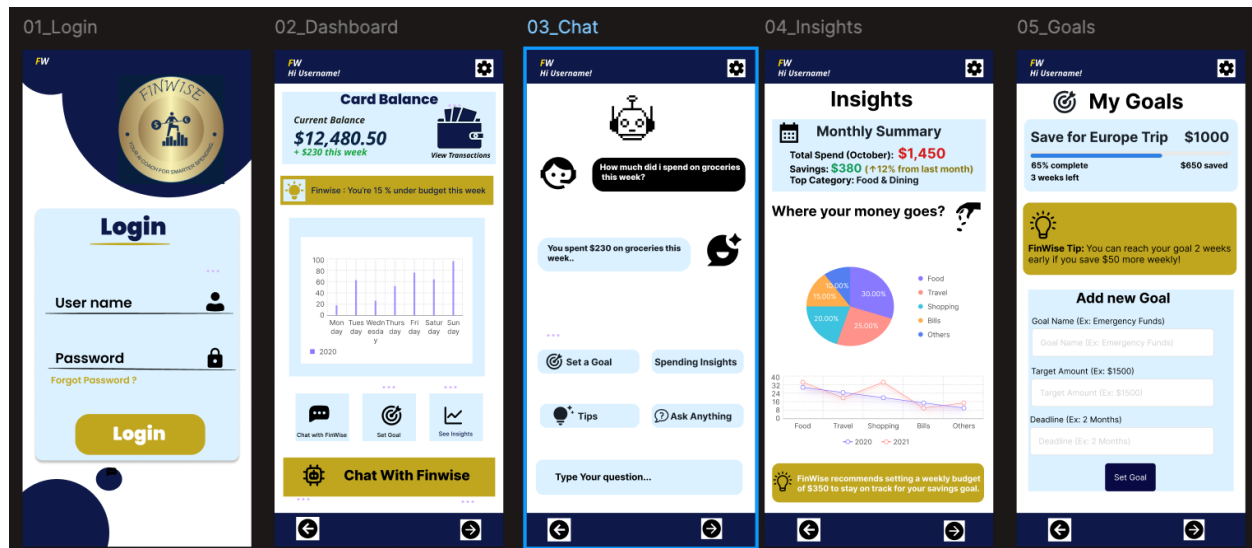

Figure 1.2: High-Fidelity Prototype of FinWise app designed in Figma

Feedback and Learning

After completing the prototype, I used ChatGPT to review my design and share suggestions. The feedback mentioned that my layout was clean, modern, and consistent. It also encouraged me to explore small improvements like adding animations or tooltips for new users.

Working on this project taught me how to think like a designer. I learned how to combine creativity, user experience, and AI tools to build something that feels real and practical. It also showed me how powerful AI can be when used thoughtfully in the design process.

Conclusion

Creating FinWise was both challenging and rewarding. I started with no experience, but through continuous learning, experimentation, and AI support, I developed a complete interactive prototype. This project gave me hands-on experience in UI and UX design, AI integration, and user-focused thinking.

FinWise represents how human creativity and AI collaboration can lead to smarter, more engaging, and meaningful digital experiences.