Simplifying Personal Finance

Pain Points

No single app exists, where you can have all of the following use cases:

1. Track your personal spending and make a monthly/yearly analysis of the same, which does all of this on its own without the user having to put in values explicitly.
2. Educate the user on Finance and Investments. Make investment options also available.
3. Keep a track of the monthly bill payments and remind the user whenever there's need to pay one. It should have in-app payment service.
4. When it comes to filing tax, the app should know your monthly salary, PPF and other fund related investments along with stock market investments on its without the user having to fill this data on his/her own.
5. Has a section for all the finance related news.

A salaried person if has access to all of the above in just one place, then it will be best possible User Experience in the Person Finance domain. Let's try incorporating these features into our App – **ABACUS**

Target Users: Salaried personals in the age group of 20-45

Overview: **ABACUS** is an app service provided by a Bank, personally made for the users of the Bank.

-SHAILJA THAKUR

INVESTMENTS – LEARN AND INVEST

Get started with Investment

Introduction to mutual funds

By Mr ABC

Get the basic idea about mutual funds with the best faculties!

Courses   Live Classes   Sign in

Check Out Other Courses   See All

Learn How Capital Markets Work

CEO Bombay Stock E...

Current active Portfolio

Overview

₹ **1 Lakh**   +10.0%

Invested   Current

10 Lakhs   ∴   11 Lakhs

⊞ Sort

XYZ Bond Fund

P&L   Invested   Current

+10.0%   10 Lakhs   11 Lakhs

○ View full portfolio   🔒 Authorisation

Learn about different funds

⊞ **Save taxes**
Build wealth and save taxes

↗ **Low-cost index funds**
Long term wealth creation at low cost

☆ **Smart beta**
Hybrid of active and passive

⊕ **International funds**
Diversify your portfolio globally

⬠ **Equity + Debt**
Stable income and growth

⬡ **Alternatives to bank FDs**
Tax efficient; better returns than FDs

○ View full portfolio

Competitors:

ZERODHA

Paytm Money

ProStocks

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1 There should be a section dedicated to learning about Investments and basic finance. Within that section there should be an option for user to track their own investments as well, so different investments stocks in mutual funds should be available to the user to invest in.

2 A section dedicated to learning about finance and investments. Basic info will be provided to the users, but the Pro Members will have access to the entire course work.

3 The user should also be able to see their active mutual fund investments (if any present)

4 There are various funds that exist, there should be a section dedicated to teaching the user about it, again Pro Members will have greater access to material.
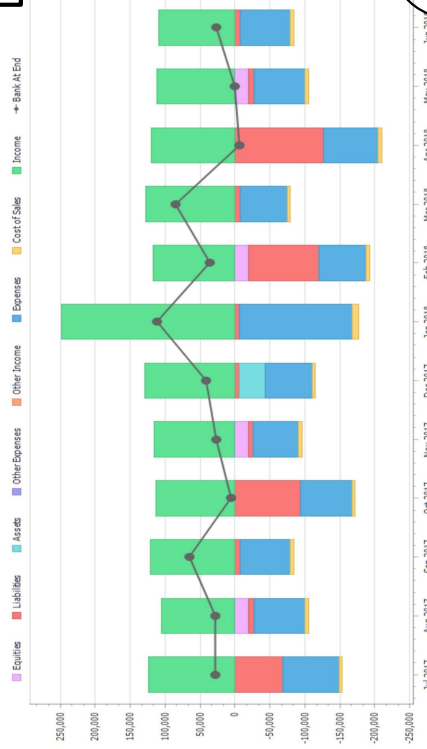
5 Pro: Single platform to learn about investments and start investments with.
Con: The professionals teaching on the coursework may give a biased opinion to the user which may tend them to prefer a particular fund more.

6 Make a section available for the finance new (this can be taken up in the phase 2 of development).

How is the feature better than the Competitors ?

1. The competitors don't provide Course work with video material. Our app will teach about the basic finance with material in the form of soft copy to any user as well as will provide additional benefits like access to video content to the Pro Members.
2. On the same platform they will get to see different mutual funds to invest money into. Hence providing the user with everything they need in relation to investments at one place.

SPENDING – TRACKER, ANALYZER, PREDICTOR

Jan 2016 ∨ Monthly ∨

Income $ 50,000.00   Expenses $ 20,000.00

- Education 30.0 %
- Social Life 30.0 %
- Beauty 20.0 %
- Health 10.0 %
- Food 10.0 %

[6] Prediction can also be done based on six months data, for the next six months.

JUL 2017 — JUN 2018

Equities | Liabilities | Assets | Other Expenses | Other Income | Expenses | Cost of Sales | Income | Bank At End

Jul 2017 Aug 2017 Sep 2017 Oct 2017 Nov 2017 Dec 2017 Jan 2018 Feb 2018 Mar 2018 Apr 2018 May 2018 Jun 2018

HOME BUDGET (December 2016)

Expenses	$4,668.94	>
Bills	$1,343.69	>
	Unpaid $1,182.38	
Income	$7,235.13	>
Budget	$5,260.00	>
	Monthly	
Accounts	$18,176.16	>
Payees		>
Reports		>
Search		>

6-Month Trend

Jul 19 Aug 19 Sep 19 Oct 19 Nov 19 Dec 19

Budget | Expense | Income

Current Month

Available $591.06

Expense as % of Budget 88%

16–22 Mar

$490.65
Total spend ▼1.25%

Mon Tue Wed Thu Fri Sat Sun

$200
$102 avg
$0

Set your budget
Take control of your spending

[3] The SMS tracker will also keep a track of the monthly bills that are to be paid. Along with this a reminder for payment will be sent to the user.

[4]

1. The user every month has to enter the budget that they are targeting.
2. Expenses are something that will be tracked on their own from the SMS tracking function the app has. Income information will be available with Abacus's parent bank.
3. So a summary of what the month looked like at the end will be created for the user.
4. Along with it a a six month summary will be created and updated each month.
5. In-app payment service of different bills will be incorporated in phase 2 of development.

[7]

Pro: 1. A financial analysis (weekly, monthly, yearly) is available for the user, with the user not having to input anything other than monthly budget target.
2. Based on entire previous year's data user can get a prediction of what the new year may look like and plan accordingly.
Con: 1. For the debits that it isn't able to categorise, the user has to select category manually.
2. With SMS tracking feature incorporated user's privacy is subjected to be intervened.

[1] Based on the current month's spending and income, make an analysis of money spent category wise.

[2]

How will it work better ?
User doesn't have to manually type in their expenses, there will be an SMS tracker, which will track the category of debit done from the bank account.
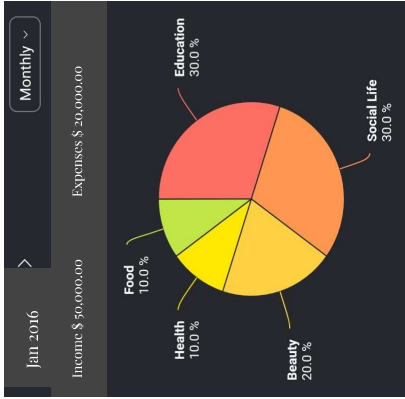
[5] Based on the user's previous year activity, making prediction how the next year may look like – while making predictions, increase in income and predicted inflation rate is taken into account.

BUDGET PLANNING – for events

Loan payment Analysis

Here's your budget planning

Metal Cashback $85

Wedding $1,960

Japan trip $8,000 · 3 members

Mexico trip $6,000 · 3 members

Bali trip $6,000 · 3 members

Rainy day fund $2,115 · 1.35% AER

What targets do you want to achieve ?

Travel to lands near or far

Erase my credit card debt

Have a cushion for emergencies

Put student loans behind me

Build a nest egg for retirement

Splurge on gifts guilt-free

Estimated Payment

$1,575 /mt

SEE DETAILS

Home price $ 300,000

Loan program 30 years fixed

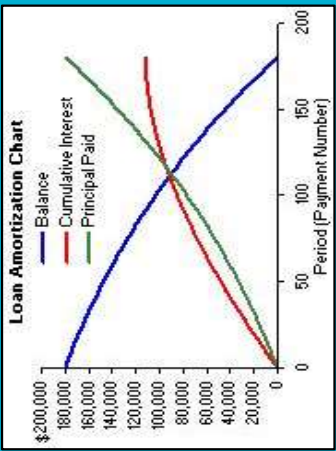Down payment 20% $ 60,000

Interest rate 4.171% 0%

Property taxes /year 1.2% $ 2,400 3%

Breakdown Payment

Your payment $1,575

● Insurance $105 ● Taxes $300 ● PMI $1,170

Amortization

Loan amount $240,000

Down payment $60,000

Interest rate 4.171%

Loan term 30 years

Property tax 1.2%/year

Loan Amortization Chart
— Balance
— Cumulative Interest
— Principal Paid
Period (Payment Number)

1

– Introduce a feature, where the user can plan for a schedule in advance.
– This should include their budget, members included, categories of expenses
– Once the schedule of the event gets started all the payments done here on will be tracked via SMS and will be put into the budget category of the current schedule. The user will be allowed to make an edit in the same.

2

The user can plan a schedule of any kind of their choice from the menu provided by us, as well as can make an edit and a create one of their own.

3

Here's what a loan analysis will look like.
– Abacus would already know about their monthly income, investments and spendings. So, it will help user give an in depth analysis of how much Loan can they buy and how much each month they will be capable of paying.

4

–The loan payment will work like a tracker of how much has been paid and how much remains.
–At the same time it can help user make a budget plan of an upcoming loan.

5

Pro: 1. The user using this can get insights whether they would be able to payout a loan or not based on their income, spending and other things.
Cons: 1. When the budget planning starts off, all the transactions done will be considered as part of the current plan, the user will have to manually see and segregates the ones which were not part of the plan.
2. User privacy intervention by tracking SMS.

TAX FILING BUDDY

5

How is our app better than competitors?
Other apps rely on the user to enter information manually. Our app does the same thing with minimal intervention from the user.

6

Pro: 1. Minimal intervention from user.
Con: 1. The bank will have user's entire yearly finance information category wise, this may invade user privacy.

Competitions:

cleartax
TaxJar®
Avalara

4

The App with SMS tracking feature will have information related to user's debit and from the account statement as well can keep a track and segregate debits into different categories, this will help keep category wise track of spendings.All the ITR related transactions can be tracked

PPF

Salary

Here is a short guide for understanding your Form-16

1. PERSONAL INFO	2. INCOME SOURCES	3. DEDUCTIONS	4. TAXES PAID	5. TAX FILING
A. SALARY	B. OTHER INCOME	C. HOUSE PROPERTY	D. CAPITAL GAIN	E. BUSINESS & PROFESSION

Employer Details

Name of the Employer *
The name of Company / Organization

Search for employer name.

Employer Type/Category *
Private ▼

Relief under Section 89
Learn more
Applicable only if your salary income
includes the arrears from previous years
Claim Relief

2

From the given info, a system to file Income Tax returns can be generated for the user, with minimal intervention from user's side.

3

Pain Point: Tax filing every year is a tedious process, since the documents are all spread out and are not in one place.

1

1. Since Abacus is launched by a Bank, information like PPF and other fund investments can be gained from it.
2. Along with it Abacus has in-app mutual fund portal, funds related information can also be gained.
3. Salary is something that the bank will have an idea of, assuming the user works in XYZ company so every month an amount credited will go into the salary category.

Criteria (All out of 5)	Investments	Spending Tracker and Analysis	Budget Planning - for events	Tax Filing Buddy
Reach	3.5	3	3	3.5
Impact on User Experience	5	4	3.5	3.5
Ease of implementation	2	3	4	4
Impact on Pain Points	3.5	3.5	3	3
Cost of Implementation	-2	-2	-1	-1
Total (Priority Points)	12	11.5	12.5	13
Challenges / Pitfalls and Possible Solution	- We will have to hire few pronounced individuals in the field of Finance and Investments, to make course videos and provide content to read. Solution - We can gain money from the Pro Members who will sign up for the entire course material. There we can get returns on investment.	-A Data Science team has to dedicatedly work up to make the prediction and analysis experience better for the users. Solution - We can make the Spending Analysis feature open to all users, but the Prediction of the future feature will only be available to the Pro Users. Once the algorithm is built constant monitoring isn't required, just the initial part of making the prediction right will be a challenge.	- Tracking the right expenses (that is related to the planning only) once the schedule begins is a challenge. Solution- Reliability is tracking expenses by SMS, we can make use of account statement as well to categorise better, but a bit of user intervention will be required.	- User may have income sources linked with different bank account, and other funds related to the same or some other bank account. We are only tracking activities done on our Bank side. Solution - In the next phase of development, we will have to see if linking multiple bank accounts is a possibility to make the implementation better.

MEASURING SUCCESS – METRICS

Investments – Learn and Invest

- Daily active users / Monthly active users – should increase (Engagement)
- Number of sessions per user per day – should increase (Engagement)
- Number of sign ups for Pro Members – should increase (Engagement)
- Number of rewatches on video content – should increase (Engagement)

Spending – Tracker, Analyzer and Predictor

- Number of clicks to generate weekly, monthly, annual Analysis – should increase (Activation)
- Number of sign ups for Pro Members to view Prediction – should increase (Engagement)
- Number of users who put a target spending value for each month – should increase (Activation and Engagement)

Budget Planning – for events

- Number of event plans made – should increase (Activation and Engagement)
- In the loan planning section, number of people who make a prediction for themselves – should increase (Engagement)
- We can track their experience from a small feedback form available on the same page as predictor, positive feedbacks and in general feedbacks – should increase (Solving Pain Point and Impact)

Tax filing Buddy

- During the time of filing returns number of users who generate tax return statements – should increase (Activation)
- We can track their experience from a small feedback form available on the same page after generation of tax returns, positive feedbacks and in general feedbacks – should increase (Solving Pain Point and Impact)