

Notes from user interviews:

Notes 1-

- The impulsive purchases tab appears complicated/intimidating at first glance.
 - Hard to understand and read.
 - § Calendar screen is easy to understand.
 - § Emphasize in calendar screen average spent for day
 - § Manually inputting everything in is a deterrent *not remembering, keeping receipts—hard to keep track of
 - Gamifying the app – increases desire to use app
 - § Positive reinforcement
- The application is too diversified.
 - The investment section might not be necessary.
 - Impulse buying and budgeting goes together well.
- Purchase will unlock.
 - Change to a timer – unlock implies its locked
 - No notifications for the vault
 - § Maybe a subtle check mark to indicate unlocked

- Categories

- Should include the option to include your own categories

§ Differentiate between needs and impulses

- Customizing

- Being able to customize—might unlock different color palettes or stickers to further customize.

§ Incentives you to customize the app

- Having required tutorials/education before being able to use the app