Notes from user interviews:

Notes 1-

· The impulsive purchases tab appears complicated/intimidating at first glance.

o 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

o Gamifying the app – increases desire to use app

§ Positive reinforcement

· The application is too diversified.

o The investment section might not be necessary.

o Impulse buying and budgeting goes together well.

· Purchase will unlock.

o Change to a timer – unlock implies its locked

o No notifications for the vault

§ Maybe a subtle check mark to indicate unlocked

· Categories

o Should include the option to include your own categories

§ Differentiate between needs and impulses

· Customizing

o 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