Interview 2

10/21/2024

1. Introduction to Product
   1. "We are developing a finance app targeted at helping college students manage their money. Does this sound like something you would use? Why or why not?"
      1. Yes, because I have no finance management right now
2. Current Financial Management
   1. "How do you currently manage your personal finances (e.g., budgeting, saving)?"
      1. Go with the flow
   2. "What tools or apps, if any, do you currently use for managing your finances?"
      1. My bank account
   3. "What challenges do you face when trying to manage your money?"
      1. Setting long term saving goals
3. Feature Expectations
   1. "What features would you find most helpful in a finance app?"
      1. Spending break downs and budget recommendations
   2. "How important is it for you to have features like automatic expense tracking, savings goals, or financial tips?"
      1. Very import
   3. "Would you prefer an app that offers spending alerts or savings advice? Why?"
      1. Both, Awareness of money allocation
4. Budgeting Preferences:
   1. "When budgeting, do you prefer to manually input data, or would you prefer automated tracking linked to your bank account?"
      1. Automatic
   2. "How often would you want to review your budget and spending trends (e.g., daily, weekly, monthly)?"
      1. weekly
5. User Experience;
   1. "What design or interface features make an app easy or difficult for you to use?"
      1. Simple interface with most prominent features right in front and more specific features found in drop down menu
   2. "How important is simplicity in an app versus having more advanced financial tools?"
      1. simplicity
6. Personalized Features:
   1. "Would you be interested in receiving personalized financial recommendations based on your spending habits?"
      1. Yes
   2. "How important is it for the app to help you set and track financial goals?"
      1. Very important
7. **Social and Educational Elements:**
   1. "Would you be interested in features like community challenges for saving or social sharing of financial goals?"
      1. Yes sounds fun
   2. "How much do you value educational resources like articles or tips on financial literacy within the app?"
      1. Less valued
8. **Concerns:**
   1. "What concerns do you have when using finance apps (e.g., privacy, security, difficulty)?"
      1. Spending privacy
   2. "What would make you stop using a finance app?"
      1. Manages something I can do on my own or stops adding value
9. **Notifications and Alerts:**
   1. "How often would you like to receive notifications or alerts from a finance app? What types of alerts (e.g., spending, savings goals, budgeting limits)?"
      1. Weekly, cumulative report with automated improvements/ recommendations
10. Final Thoughts
    1. "If you could create the perfect finance app, what key feature(s) would it have?"
       1. Spending breaks downs incentive to stick to a budget
    2. "Is there anything you wish existing finance apps offered that they don’t?"
       1. None