Interview 6

10/25/2024

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. Maybe, depends on functions built within the finance app
2. Current Financial Management
   1. "How do you currently manage your personal finances (e.g., budgeting, saving)?"
      1. Not a ton of managing just watch what I spend
   2. "What tools or apps, if any, do you currently use for managing your finances?"
      1. Bank account and Credit Card app
   3. "What challenges do you face when trying to manage your money?"
      1. Spending too much going out with friends
3. Feature Expectations
   1. "What features would you find most helpful in a finance app?"
      1. Breakdown of money into sections to know where money can be spent
   2. "How important is it for you to have features like automatic expense tracking, savings goals, or financial tips?"
      1. Mid to low importance
   3. "Would you prefer an app that offers spending alerts or savings advice? Why?"
      1. Spending alerts, gives awareness of spending
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. Automated tracking
   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. Something that has smooth transitions and is easy to navigate
   2. "How important is simplicity in an app versus having more advanced financial tools?"
      1. Doesn’t have to be simple just needs to easy to navigate doesn’t have everything right next to each other
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. Extremely 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. No
   2. "How much do you value educational resources like articles or tips on financial literacy within the app?"
      1. Medium to high
8. **Concerns:**
   1. "What concerns do you have when using finance apps (e.g., privacy, security, difficulty)?"
      1. Privacy and difficulty of use
   2. "What would make you stop using a finance app?"
      1. If it wasn’t easy to navigate or was hard to use
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. No more than daily, budgeting limits or spending too much toward something I shouldn’t. Comprehensive report weekly
10. Final Thoughts
    1. "If you could create the perfect finance app, what key feature(s) would it have?"
       1. The ability to section money based on bills being due and by when getting paid
    2. "Is there anything you wish existing finance apps offered that they don’t?"
       1. I do not currently use or have ever used a finance.