Interview 3

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 conditionally depends on if it only managed income because I don’t have an income
2. Current Financial Management
   1. "How do you currently manage your personal finances (e.g., budgeting, saving)?"
      1. My parents help me mangage them
   2. "What tools or apps, if any, do you currently use for managing your finances?"
      1. Just my banking app
   3. "What challenges do you face when trying to manage your money?"
      1. The conversion rates between American and Canadien money
3. Feature Expectations
   1. "What features would you find most helpful in a finance app?"
      1. Conversion for currency exchange
   2. "How important is it for you to have features like automatic expense tracking, savings goals, or financial tips?"
      1. They would help because I feel like I don’t know a lot
   3. "Would you prefer an app that offers spending alerts or savings advice? Why?"
      1. Both because sometimes its out of sight out of mind
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
   2. "How often would you want to review your budget and spending trends (e.g., daily, weekly, monthly)?"
      1. Monthly
5. User Experience;
   1. "What design or interface features make an app easy or difficult for you to use?"
      1. Five main things in banner at the bottom of the app
   2. "How important is simplicity in an app versus having more advanced financial tools?"
      1. More advanced financial tools because I am good at navigating technology
6. Personalized Features:
   1. "Would you be interested in receiving personalized financial recommendations based on your spending habits?"
      1. Depends on how the recommendations are received not shoved down throat
   2. "How important is it for the app to help you set and track financial goals?"
      1. Pretty key feature for a financial app
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, more of a private thing
   2. "How much do you value educational resources like articles or tips on financial literacy within the app?"
      1. Not that important for it to be within the app
8. **Concerns:**
   1. "What concerns do you have when using finance apps (e.g., privacy, security, difficulty)?"
      1. Mostly security
   2. "What would make you stop using a finance app?"
      1. Concerns about security or too many notifications
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. Spending more often, other weekly at most
10. Final Thoughts
    1. "If you could create the perfect finance app, what key feature(s) would it have?"
       1. Having different saving options available
    2. "Is there anything you wish existing finance apps offered that they don’t?"
       1. Comparisons of different saving ideas given compared to what I spend now