Interview 5

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 finances become more important as you are becoming an adult and this would help take away stress
2. Current Financial Management
   1. "How do you currently manage your personal finances (e.g., budgeting, saving)?"
      1. Poorly
   2. "What tools or apps, if any, do you currently use for managing your finances?"
      1. Banking app
   3. "What challenges do you face when trying to manage your money?"
      1. Separating wants and needs/ planning ahead
3. Feature Expectations
   1. "What features would you find most helpful in a finance app?"
      1. Currency Exchange or spending limits
   2. "How important is it for you to have features like automatic expense tracking, savings goals, or financial tips?"
      1. Very important
   3. "Would you prefer an app that offers spending alerts or savings advice? Why?"
      1. Both, because saving tips are rare and need to be made more common, spending limits can help raise financial self awareness
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. monthly
5. User Experience;
   1. "What design or interface features make an app easy or difficult for you to use?"
      1. Simple labeling and not overcomplicated
   2. "How important is simplicity in an app versus having more advanced financial tools?"
      1. More advanced financial tools
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 very Gen Z
   2. "How much do you value educational resources like articles or tips on financial literacy within the app?"
      1. No value
8. **Concerns:**
   1. "What concerns do you have when using finance apps (e.g., privacy, security, difficulty)?"
      1. Initial access to the app
   2. "What would make you stop using a finance app?"
      1. If it was difficult to navigate
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. Summary notification weekly
10. Final Thoughts
    1. "If you could create the perfect finance app, what key feature(s) would it have?"
       1. Monthly financial plans/ guidelines
    2. "Is there anything you wish existing finance apps offered that they don’t?"
       1. Advice on investments in savings