UI/UX Case study

Exploring innovative solutions in financial management, user experience, and goal-oriented app design

Given insight

Managing personal finances has become increasingly complex due to fragmented services like banks, UPI apps, digital wallets, and investment platforms.

This overwhelming variety of tools makes it difficult for the financially unsavvy to track and organize their finances, often leading to neglect and missed financial opportunities.

A simplified, holistic solution is needed to integrate all financial data, offering users intuitive insights and guidance for better financial management.

The hypothesis for simplifying personal finance management is that users will prefer a platform that unifies their financial data—such as bank accounts, credit cards, and investments—into one simple, accessible dashboard. This would save time and reduce the complexity of managing finances. Providing personalized recommendations, visual summaries, and easy-to-understand insights would increase user engagement.

Assumptions

- **Information Overload:** Many people struggle to manage personal finances due to the overwhelming number of financial services and tools
- **Fragmented Financial Footprint:** Users' financial data is scattered across multiple platforms, making it difficult for them to get a holistic view of their financial health.
- **Time Constraints:** Consumers, especially those unfamiliar with finance, avoid managing their finances because they believe it is time-consuming and tedious.
- **Low Financial Literacy:** Financially unsavvy users are less likely to engage with advanced financial planning or use complex tools, leading to avoidance and neglect of personal finance management.
- **Simplification Need:** There is a growing demand for a simplified, intuitive tool to help users manage their entire financial portfolio in one place.

Target audience

- **Young professionals:** Many are struggling to balance expenses, savings, and investments due to limited financial knowledge.
- **Middle-income households:** They face challenges in managing debts, bills, and retirement savings.
- **Small business owners:** They often struggle with cash flow and personal finance management, blurring the line between business and personal expenses.

Design process

Empathize | Define | Ideation | Prototype | Test

Project overview | **Empathize** | Define | Ideate | Prototype | Test | Next steps

Competitor analysis

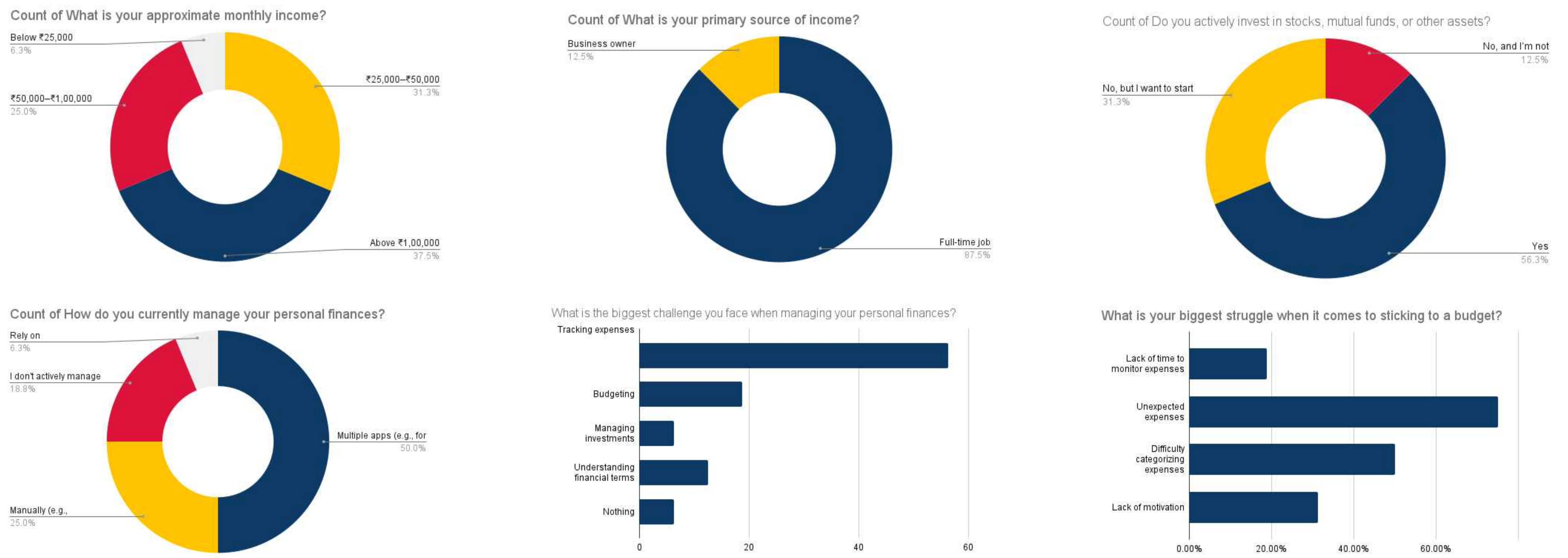
Features	Goodbudget	Money manager	Monefy	Wallet
User friendly	✗	✗	✓	✗
Expense tracking	✗	✓	✗	✓
Budgeting	✓	✓	✗	✓
Bank integration	✗	✓	✗	✓
Automation	✗	✓	✗	✓
Sync across device	✗	✗	✗	✗
Free version limitation	✓	✓	✓	✓
Collaborative features	✓	✗	✓	✓
Desktop version	✓	✗	✗	✓

There is a significant opportunity to develop product in the personal finance app market. Unlike many existing apps that focus on specific areas, new product can provide a holistic platform that covers expense tracking, investment management, debt management, and financial education.

International competitors

- **Quicken Simplifi** as the best app for managing household finances because it makes tracking bills, savings goals and cash flow easy.
- **You need a budget (YNAB)** offers adjustable goal tracking so we can customize our budget.
- **Empower** provides customers with a holistic view of their financial picture, from day-to-day spending to portfolio performance.

User survey



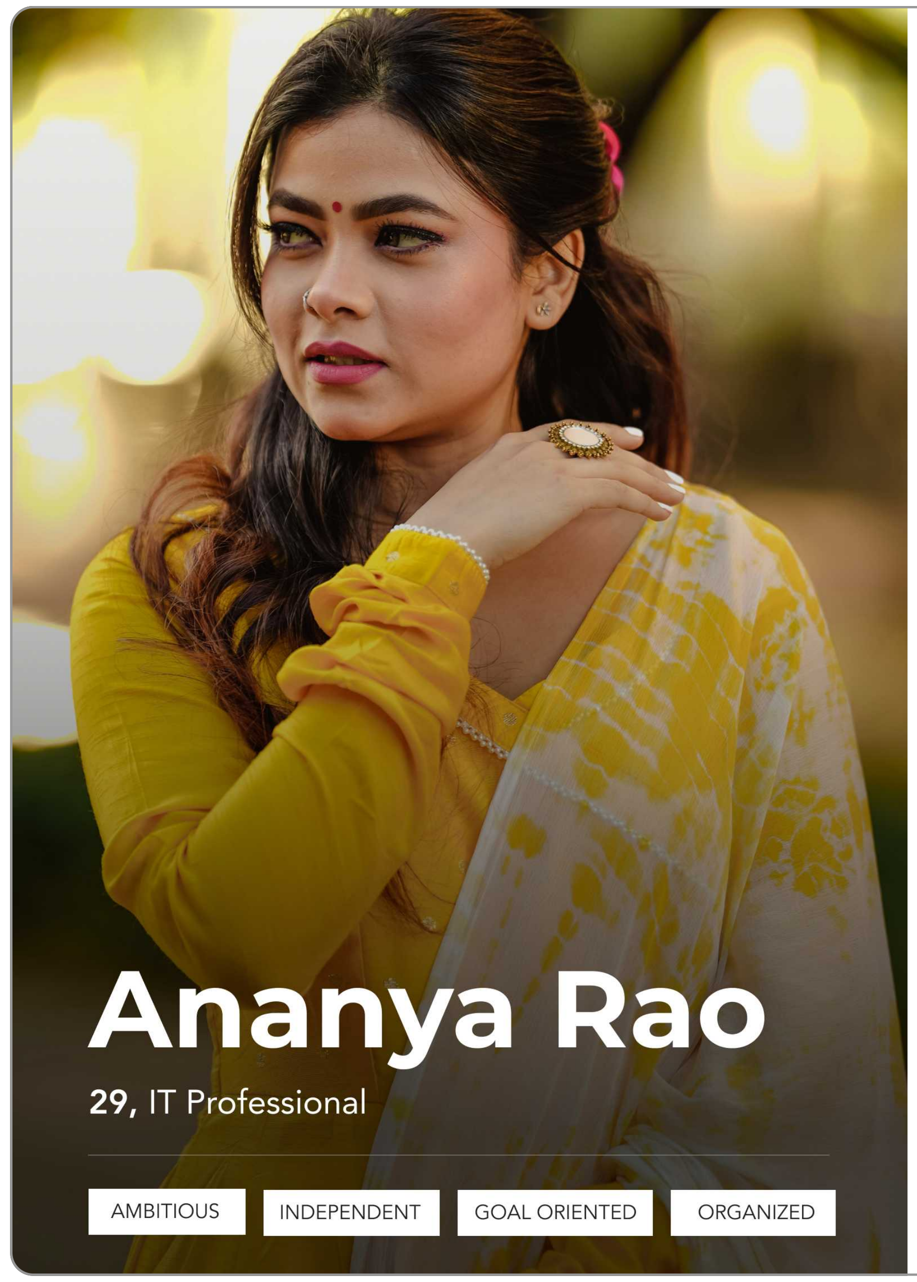
- Most respondents rely on multiple apps to manage their finances.
- Tracking expenses is the most common way people manage their finances
- Unexpected expenses are the biggest challenge for budgeting
- Difficulty keeping track of multiple accounts is a significant pain point
- There's a strong interest in features that automate tasks and improve ease of use
- Personalized advice and consolidation of financial tools are also desired features

User interview

1 User "I struggle to keep track of my small expenses and subscriptions. I often forget about free trials turning into charges, leading to unexpected costs. A unified app for budgeting, expense tracking, bills, and savings would simplify my financial management."

2 User "Staying organized with bills and payments is a challenge. I've missed due dates and find it difficult to track variable expenses. An automated tool with real-time expense breakdowns would significantly reduce my financial stress."

User persona



Ananya Rao

29, IT Professional

AMBITIOUS INDEPENDENT GOAL ORIENTED ORGANIZED

"I often find myself lost in a sea of financial apps and accounts"

ABOUT

Ananya is a young professional with a steady income who has been working in the IT industry for five years. She resides in a Urban area and uses multiple apps to manage her finances. Despite using different apps for expenses, bills, and investments, she often feels overwhelmed by the complexity of keeping everything organised. Her financial goals include budgeting effectively and tracking her expenses better.

GOALS

- Automated expense tracking and categorisation.
- Clear overview of spending habits
- Simple and intuitive interface
- Single platform for budgeting, expenses, and investments
- Easy access to reliable investment guidance

FRUSTRATIONS

- Tracking expenses efficiently
- Lack of motivation and time to monitor finances regularly
- Understanding investment risks and returns
- Difficulty categorising expenses
- Sticking to a budget

User survey

USER JOURNEY MAP: Focusing on interactions with a financial management app

Ananya Rao

29, IT professional

Scenario

The map captures her frustrations, pain points, and thoughts during different stages of managing her finances

Expectations

- Expense Categorization
- Bill Reminders
- Investment Tracking
- Budgeting Tool

STAGES	Discover	Onboarding	Track Expenses	Budget Setup	Monitor Finances	Investment Tracking	Set Goals	Budget Overspend	Evaluate Apps	Consider Alternatives
ACTIONS	Searches for financial management apps on the app store.	Downloads multiple apps and begins setting them up individually.	Manually enters expenses or checks linked accounts on various apps.	Sets up budgets in one app but struggles to follow them.	Tries to review financial status using multiple apps.	Opens a separate app to track investments, often forgets to monitor them.	Uses various apps to set goals, but they are not integrated.	Exceeds her budget due to unexpected expenses.	Reflects on the apps he uses, frustrated with the lack of integration.	Searches for a new app or tool that simplifies financial management.
THINKING	"There are so many apps. Which one is best for me?"	"Why do I need to set up and link everything again for every app?"	"Why can't this app automatically categorize my expenses?"	"I keep exceeding my budget, but it's hard to keep up with unexpected expenses."	"I wish I could see all my accounts and spending in one place."	"I don't have time to track my investments regularly, and these apps don't provide useful insights."	"My savings goals are scattered across different apps. I want one app to manage them all."	"Unexpected expenses keep derailing my financial plans. I need help managing this."	"I'm using multiple apps, and none of them work together. It's exhausting!"	"There has to be a better way to manage everything in one place."
PAIN POINTS	Difficulty identifying an app that fits all his needs (budgeting, expense tracking, investments).	Time-consuming setup process, linking multiple accounts across different apps.	Multiple apps don't synchronize well, manual entry is tedious, difficulty categorizing expenses accurately.	Exceeding budgets due to unexpected expenses, lack of flexible budgeting features.	Managing finances across different apps is confusing and fragmented.	Lack of time for regular investment reviews, investment tools lack personalized insights.	Difficulty setting and tracking savings goals across multiple apps.	Struggles to stay within budget due to unforeseen costs.	Using multiple apps leads to confusion and inefficiency, none offer a consolidated solution.	Dissatisfied with the fragmented experience of existing tools.
FEELING	Overwhelmed, Confused 🤔	Frustrated, Impatient 😖	Tired, Dissatisfied 😞	Cautious, Disheartened 😑	Overwhelmed, Stressed 😣	Anxious, Pressured 😤	Frustrated, Unmotivated 😪	Frustrated, Discouraged 😖	Annoyed, Exhausted 😡	Hopeful, Curious 😀
OPPORTUNITIES	Create a single app that consolidates expense tracking, budgeting, and investments in one place.	Simplify the onboarding process with seamless integration of multiple accounts in one app.	Automate expense tracking and categorization across all accounts in one place.	Offer a flexible budgeting feature that adjusts dynamically to unexpected expenses.	Provide a unified dashboard that displays all accounts, balances, and expenses in one interface.	Automate investment tracking with summaries, insights, and notifications for key changes.	Offer a single, goal-oriented tool that tracks savings, expenses, and investment progress in one place.	Provide real-time notifications for overspending and suggestions to balance the budget moving forward.	Consolidate financial management, tracking, budgeting, and investments in one intuitive app.	Market a new app as a comprehensive financial management solution with all features integrated seamlessly.

Empathy map

Says

- "I want to track my expenses better but it's hard using so many apps."
- "I try to stick to a budget, but something unexpected always throws me off."
- "It would be easier if everything was in one place."
- "I need more insights to understand my spending and investment performance."

Does

- Uses multiple apps to track expenses, bills, and investments.
- Reviews finances weekly but often struggles to make adjustments.
- Invests actively but consults experts for complex decisions.
- Sets a budget but tends to overspend due to unexpected costs.

Thinks

- "Managing my finances should be more efficient, but right now it's scattered."
- "If only I could automate most of my financial tasks."
- "I am overwhelmed by the complexity of managing investments."
- "I need a better system to stay on top of my budget and investments."

Feels

- Frustrated with the fragmented nature of her financial management tools.
- Overwhelmed by the complexity of tracking expenses and investments.
- Anxious about staying within her budget due to unpredictable expenses.
- Eager for a more consolidated, efficient way to manage her financial life.

Framing the real problem statement

What is the true problem:

Users are overwhelmed by managing multiple financial apps and tools, leading to fragmented financial management and inefficiencies.

Who are the customers facing the problem:

Working professionals, who actively track their income, expenses, and investments but find the current systems disjointed and time-consuming.

How we know this is the real problem:

Research and survey data consistently show user frustration with managing multiple financial platforms and the desire for an integrated solution.

What value will this provide to the customer and business?

For customers: Convenience, efficiency, clarity, time savings, and reduced stress in financial management.

For business: Increased customer acquisition and retention, along with opportunities to offer premium features or personalized financial insights.

Why the Problem Needs to be Solved Now

The increasing reliance on digital financial tools and growing complexity of financial management highlight the urgent need for a streamlined, integrated solution.

Solving this problem now provides an opportunity to capture market demand and stand out in the financial tech space.

The app acts as a virtual wallet where users can simulate their savings without physically moving money into different accounts. Users can manually allocate funds toward their goals within the app, but the funds still remain in their main bank account. The app would track these "virtual" savings and reflect them in the UI.

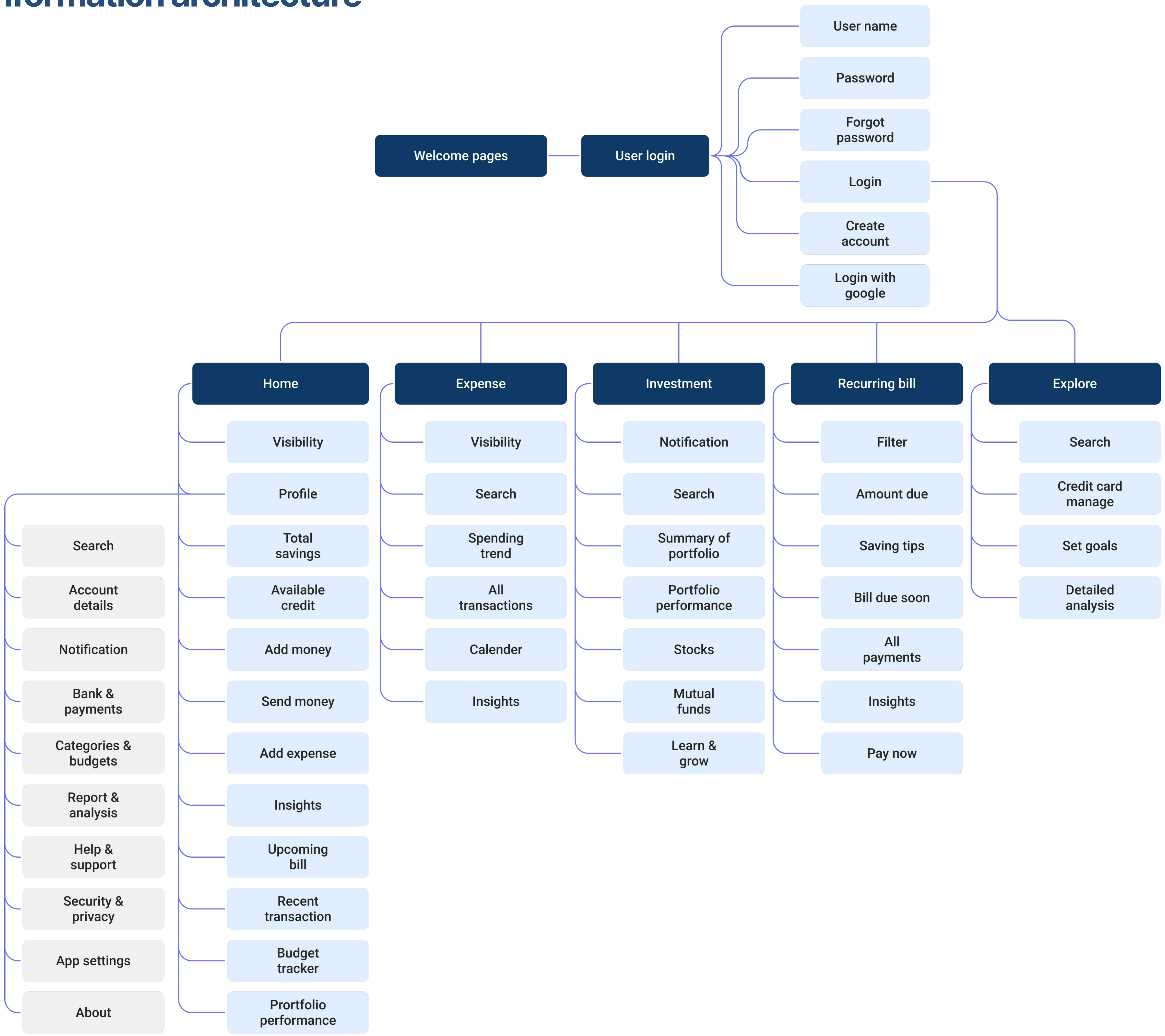
HMW statements

1. **How Might We** simplify the management of personal finances by consolidating multiple financial tools into a single, user-friendly app?
2. **How Might We** automate the categorization and tracking of expenses to reduce the manual burden on users?
3. **How Might We** help users stick to their budgets by providing real-time alerts and insights on their spending habits?
4. **How Might We** offer solutions to manage unexpected expenses and prevent them from disrupting users' financial plans?
5. **How Might We** create a seamless financial management experience that saves users time and provides actionable recommendations based on their spending habits?

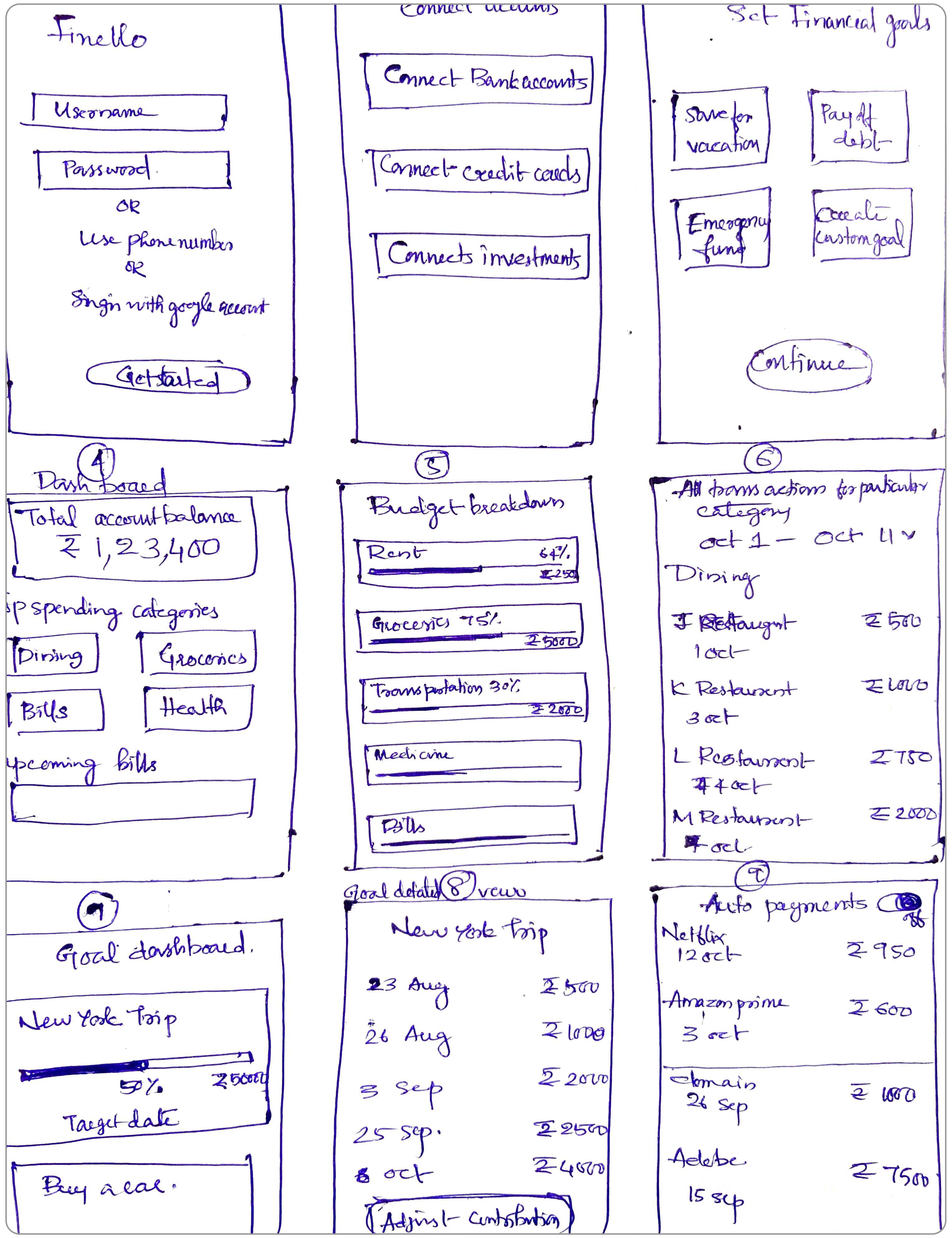
Potential Solutions

- **Unified Financial Dashboard:** A unified dashboard that integrates banking, investment, and budgeting tools into one app. Users can view all accounts, balances, expenses, and investments in one place. **(HMW 1&5)**
- **Automated expense tracking and categorisation:** Feature that automatically categorise expenses and provide real-time notifications exceeding their budget in specific categories. **(HMW 2&3)**
- **Personalised financial guidance:** Offer educational content, automated insights, and personalised advice based on spending habits and financial goals. **(HMW 3)**
- **Intuitive budgeting tools:**User-friendly interfaces and features like goal setting, automatic reminders to encourage budget adherence. **(HMV 1&4)**
- **Subscription & Bill Management:** A centralized hub that automatically tracks and categorizes all subscriptions and bills. **(HMV 1&2)**

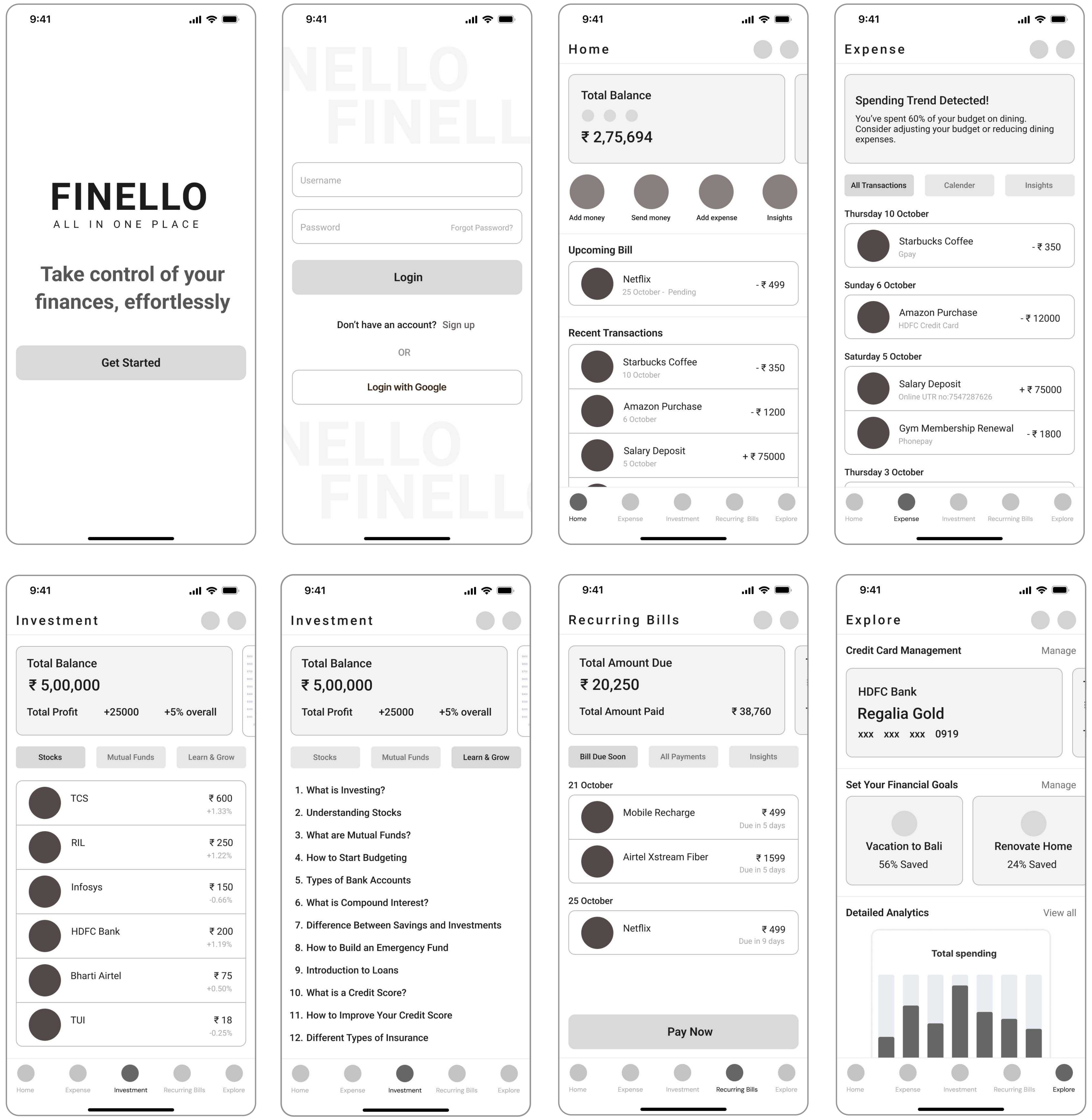
Information architecture



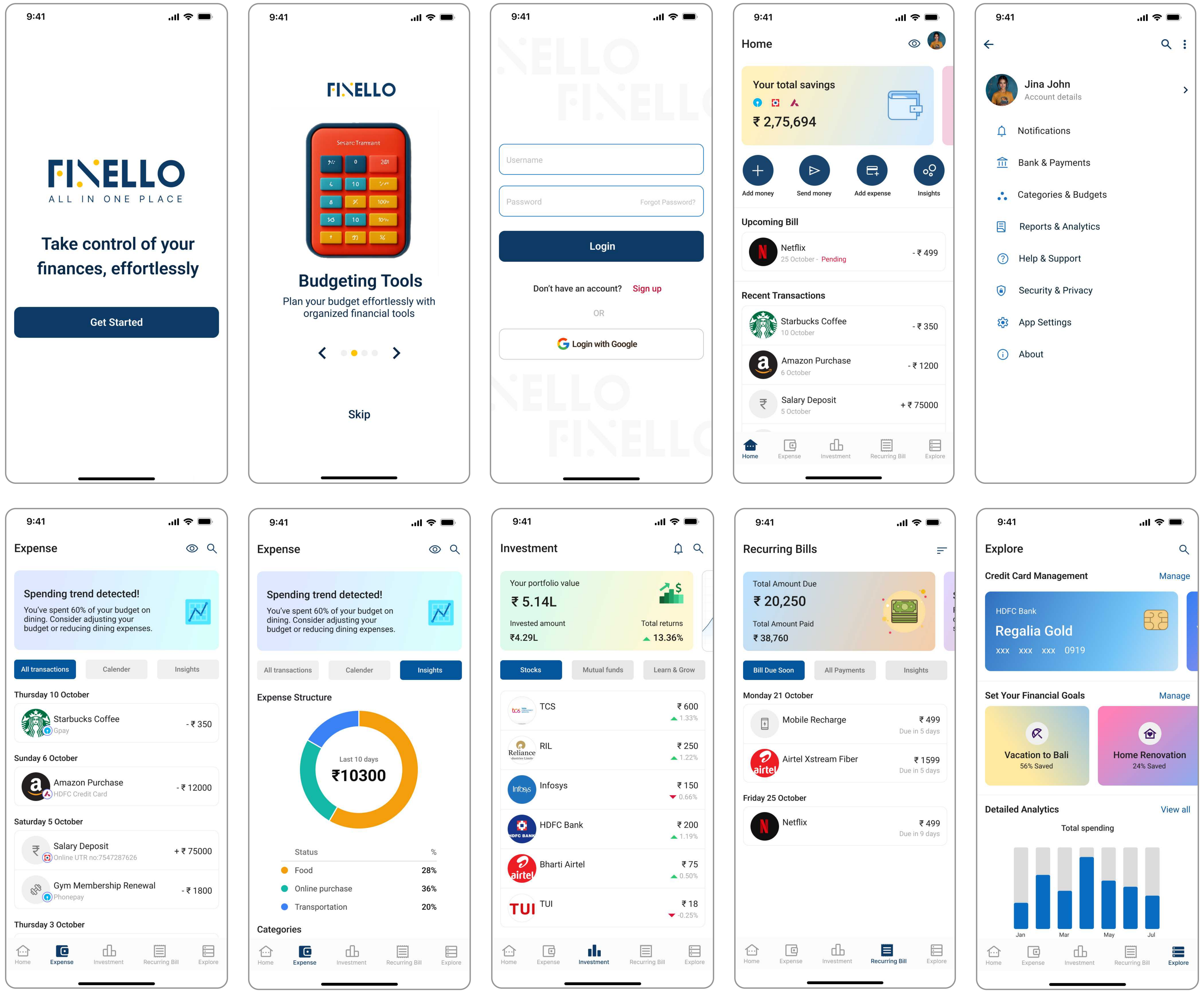
Paper wireframe



Medium-fidelity prototype



High - fidelity prototype



View medium fidelity prototype

View high fidelity prototype

Design system

Typography

H1: Roboto/Semibold/30p

H2: Roboto/Medium/24p

H3: Roboto/Medium/20p

H4: Roboto/Regular/18p

Button: Roboto/Regular/18p

B1: Roboto/Regular/16p

B2: Roboto/Regular/15p

B3: Roboto/Regular/14p

B4: Robot/Regular/12p

Navigation bar

Home | Expense | Investment | Recurring Bill | Explore

Listings

Netflix
25 October - Pending
- ₹ 499

Colour Palette

0D3B66 | FFC300 | DC143C | F0F0F0

2ECC71 | 3C1361 | 6973FC | DA3793

Button

Get Started

Stocks | Mutual funds

Logo

FINELLO

Illustrations

Visual Cards

Smart savings tip!
Reduce your monthly expenses by downgrade or cancel less-used services to save more. Ready to explore?"

Your portfolio value
₹ 5.14L
Invested amount
₹4.29L
Total returns
13.36%

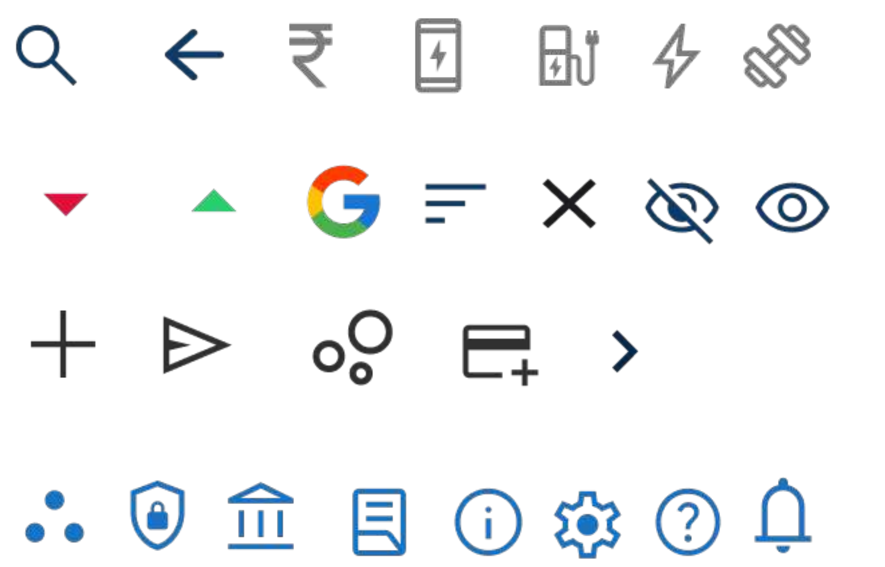
Axis Bank
Visa Platinum
xxx xxx xxx 6754

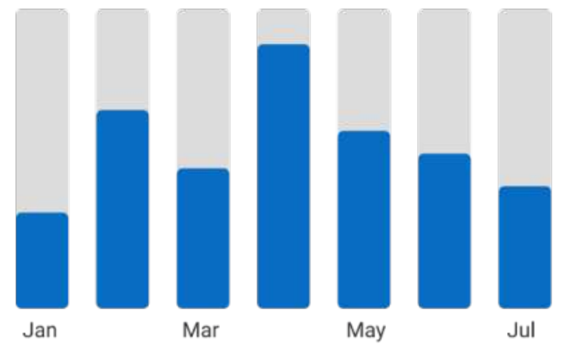
Phone EMI
80% Saved

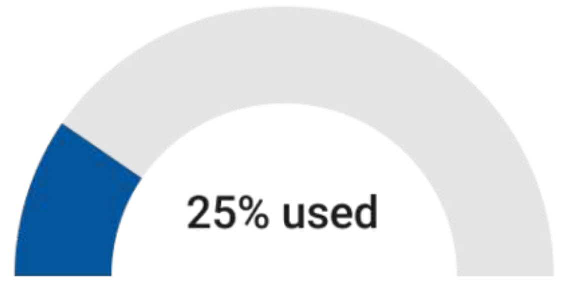
Home Renovation
24% Saved

Vacation to Bali
56% Saved

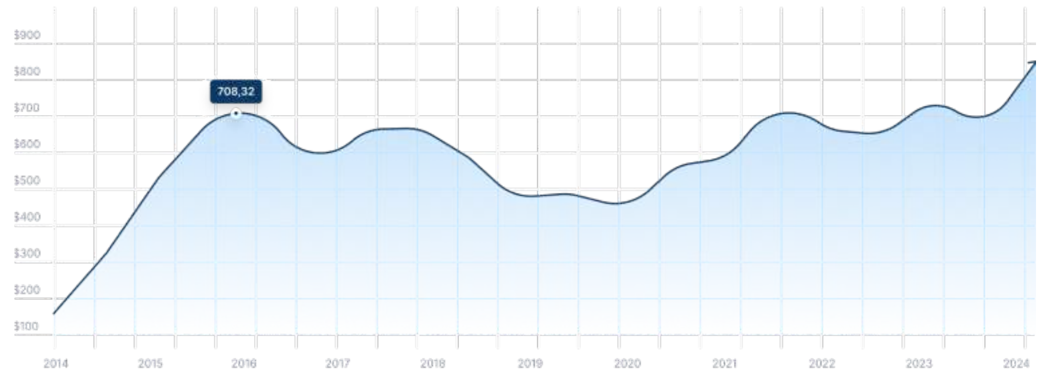
Iconography







Graphs/ Charts



The high-fidelity prototype was developed based on the initial wireframes, with a focus on maintaining the brand's core elements—color, typeface, and UI—in a minimalistic and user-friendly design. The objective was to ensure simplicity and clarity, allowing users to easily navigate and interact with the app.

A clean sans-serif typeface was chosen to enhance the simplicity of the design, while the color palette carefully balanced the traditional trust associated with finance and modern, engaging colors.

Key financial tasks, such as expense tracking, investments, and bills, were then placed in the bottom navigation bar for easy access, ensuring that the app delivers a seamless, all-in-one solution for financial management.

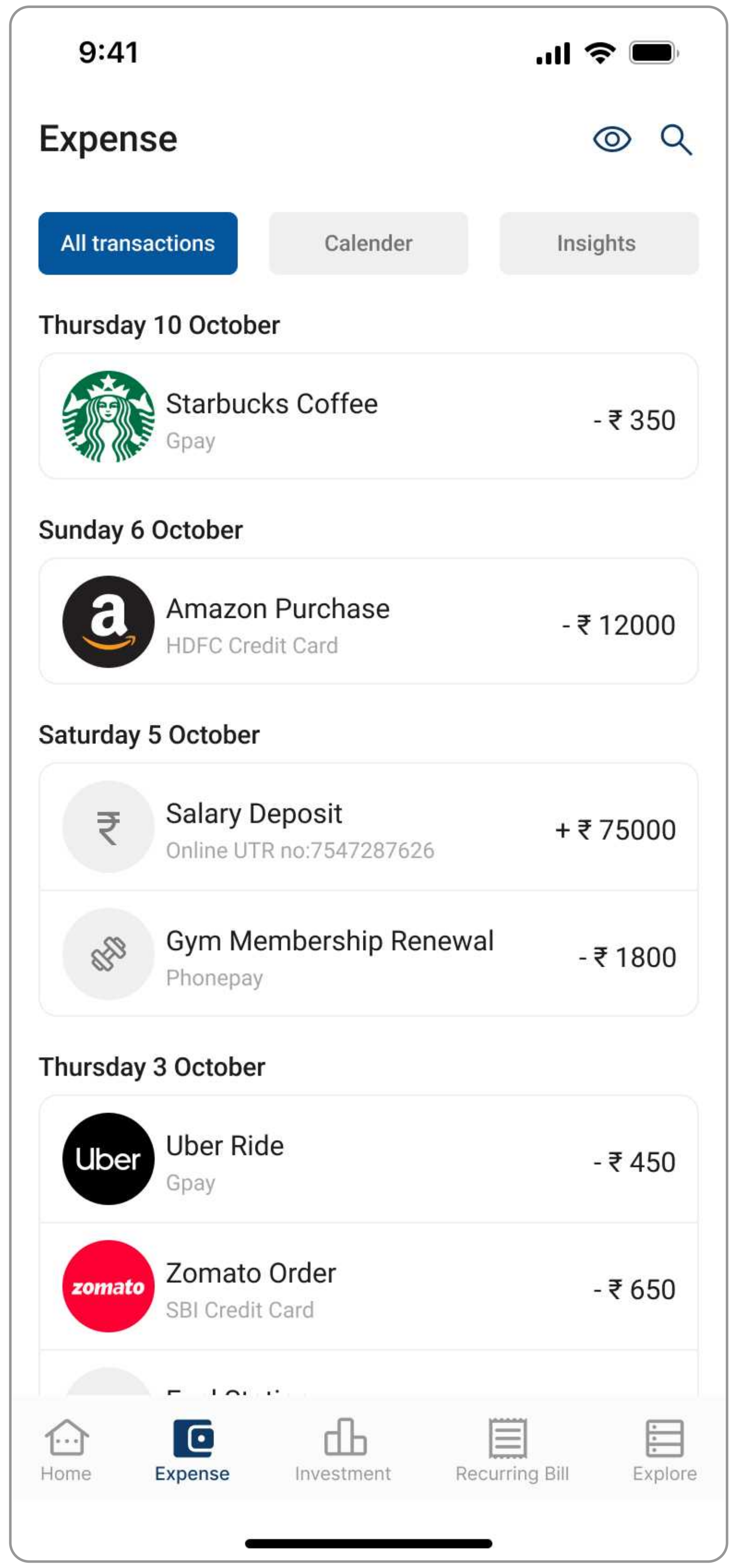
The logo design was approached with the aim of creating something bold yet simple, aligning with the app's financial focus. The "N" and dots in the logo cleverly represent the percentage symbol, subtly connecting the brand to mathematics and finance while maintaining a clean, impactful visual identity.

Usability test & iteration in design

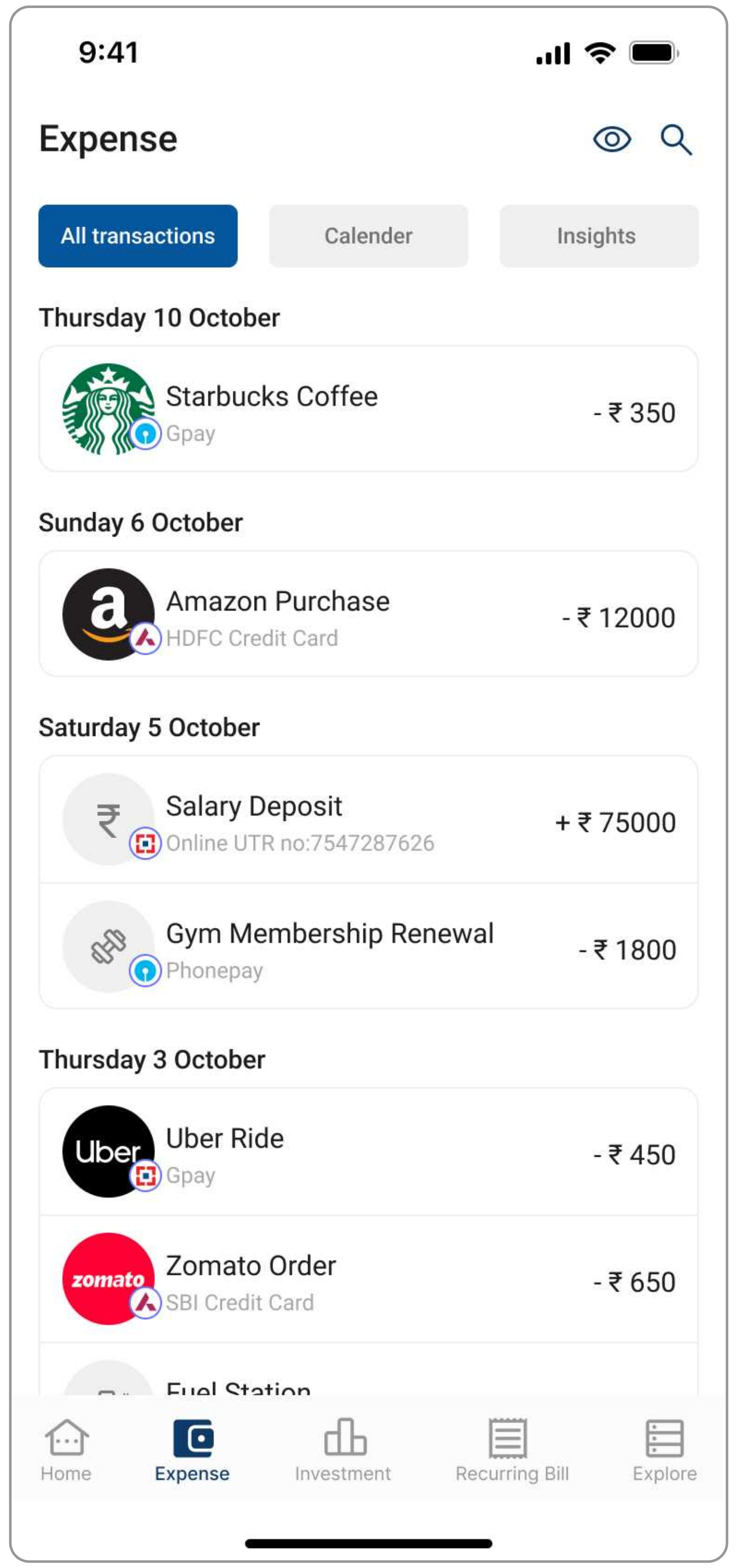
The prototype was tested with two users, both of whom were existing users of other financial apps. Their feedback highlighted the app's ease of use and useful features, with both expressing interest in seeing it implemented in real life.

One user suggested that it would be helpful to display which bank account the money was debited from for each transaction, adding clarity to financial tracking. The second user recommended incorporating a personal touch, such as addressing users by their names, to enhance engagement.

Before

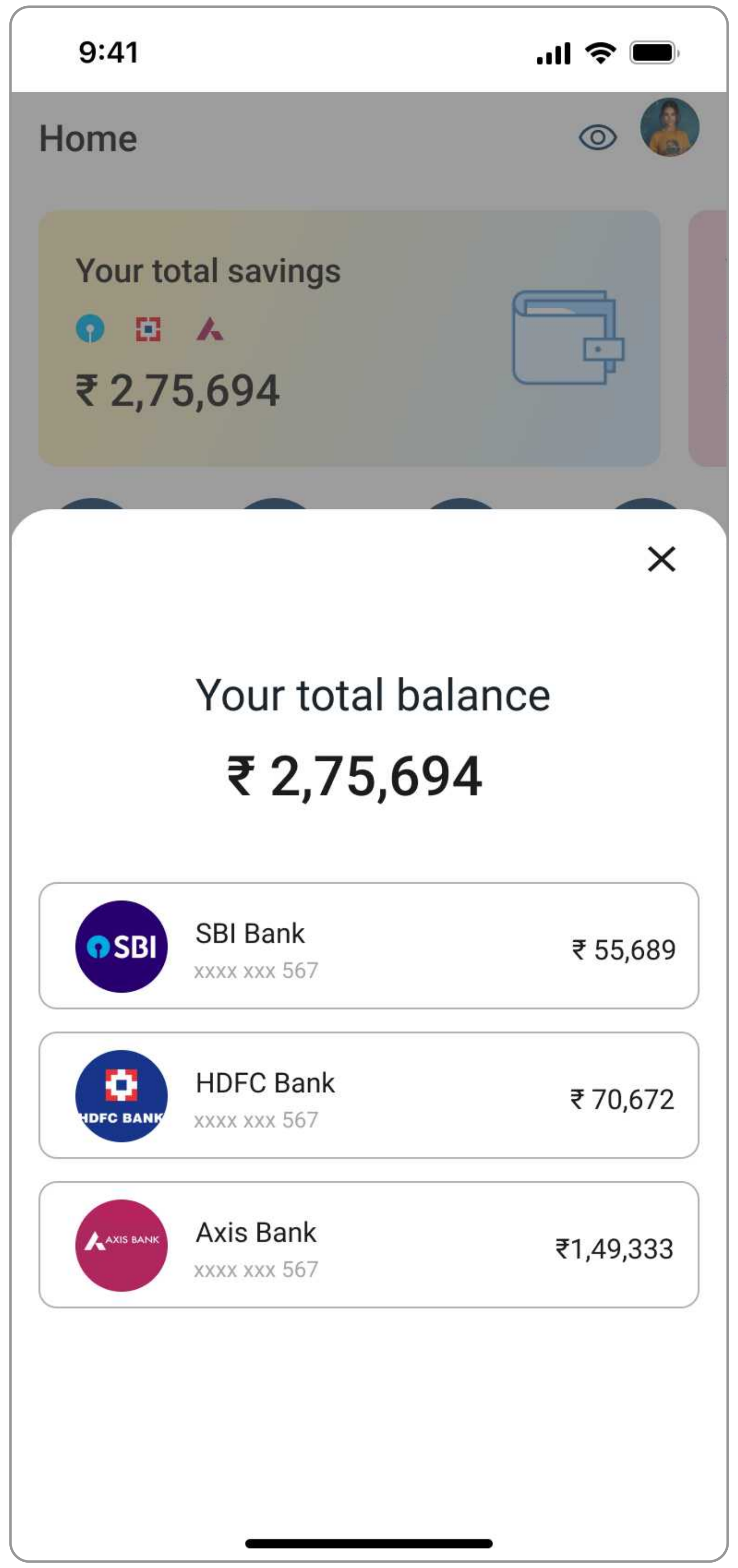


After

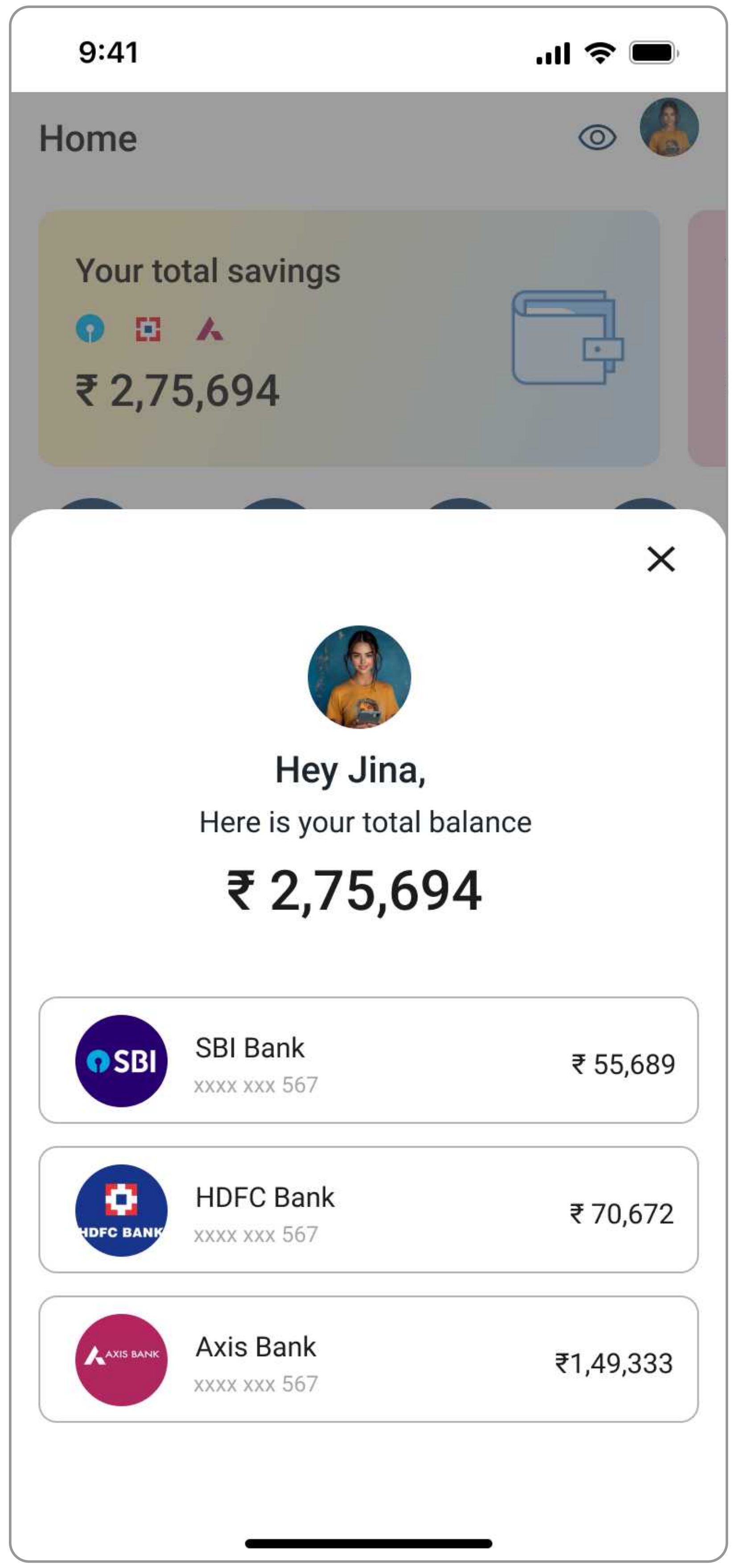


Bank logos were added to each transaction, clearly indicating the source of the debit, making the app more transparent and easier to navigate.

Before



After



The user's name was integrated into the total balance section, adding a welcoming, individual touch to the interface.

Future prospects

- **Desktop Version Development:** Introduce a desktop version of the app to allow users to manage their finances across multiple devices seamlessly.
- **Cross-Platform Synchronization:** Ensure data synchronization between mobile and desktop versions for a consistent experience.
- **Tax Calculation and Filing:** Include a tax assistant that helps users calculate and file taxes based on their income, investments, and expenses.
- **International Currency Support:** Offer multi-currency support for users who manage finances across different countries.
- **Collaborative Budgeting:** Introduce shared budgeting features for families or couples to manage joint finances and spending goals.
- **Marketplace for Financial Products:** Create a marketplace that offers insurance, loans, and investment products tailored to user needs, with easy access and comparison.

Finello simplifies personal finance management by consolidating expenses, investments, and bills into one streamlined platform, with future expansions aimed at enhancing functionality, including a desktop version and advanced financial tools.

Thank You!