Finance Management App

Mobile

Role
UI/UX Designer

Tool Used
Figma, Miro, Photoshop

Objective

Imagine your are designing a mobile app for young professionals (ages 25-35) who have just started earning and want to manage their finances better. The goal is to help them:

- Track income & expenses
- Set & monitor budgets
- Get insights on spending habits

Task

1. Define the Problem & Users
   - Who are the target users?
   - What challenges do they face in managing money?
   - What are the pain points that this app should address?
2. Wireframe & Prototype Key Screens
   - Define the key features of the app
   - Sketch out a user flow (e.g., onboarding, tracking expenses, setting goals)
3. Wireframe & Visual Design
   - Create low-fidelity wireframes in Figma or Miro or digital
   - Convert them into high-fidelity UI designs using Figma
   - Choose a theme, modern, and engaging visual design
4. Design Attributes & Micro Interactions
   - Define the app's tone (professional, friendly, minimalist)
   - Sketch out a personalized finance dashboard you would include to enhance the user experience

Approach

1 Research

Target group

- Young professionals who are started to earn money from age 25 to 35.
- Working professionals college students and young learners to understand the need and challenges.

Survey

Challenges & user needs

1. Sometimes young earners overspend their money not able to track where to spend and where to spend.

   Insight
   Anxiety, speed tracker that can help youngsters to identify the area where they spend and how much they spend.

2. Due to high spending, youngsters are not able to track the spending and back saving for their goals like - buying car, new car.

   Insight
   Gain can create a goal-saving plan for long and short term.

3. Youngsters spend more time on different apps and sometimes overspend in multiple areas and ending up spending money which other they forget again.

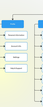
   Insight
   Subscription spending tracker and can help them to make informed decisions spending money.

4. Young professionals want to save their money under control of spending on unnecessary things they are looking for ease and simple tracking system and smart reports and an insight for finance journey.

   Insight
   Gain can help user to give insights about their spendings habits and where is changing finance better.

2 Ideate

Key Features



Information architecture

User flow (overview)

User flow (On app)

Moodboard

Hi, Ankit
Rs. 20,000
Rs. 10,000
Rs. 10,000
Rs. 10