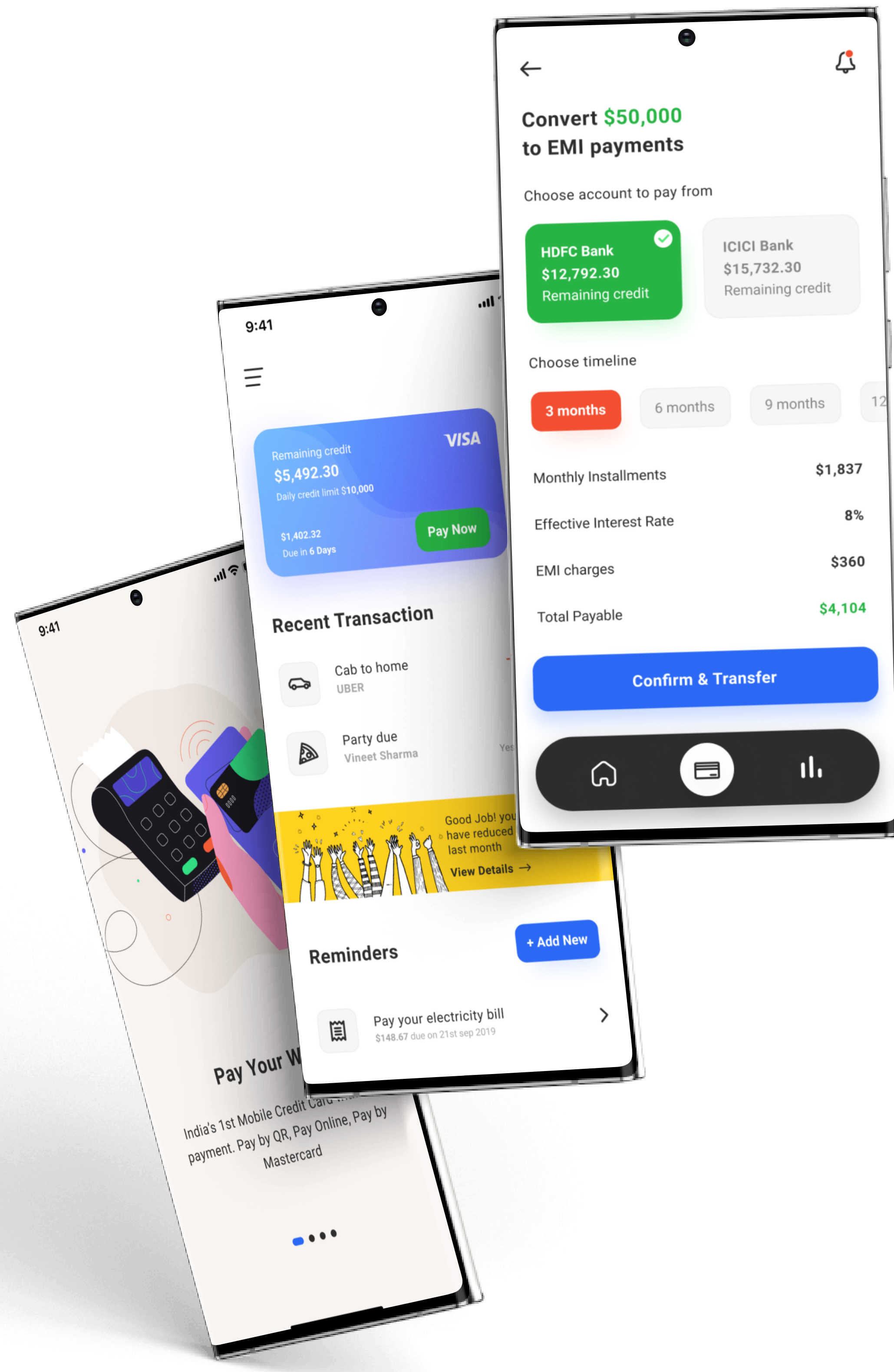


Micro Case Study

Finance Tracker



Background

In the fast-paced world of personal finance management, users are often overwhelmed with tracking their expenses, managing their debts, and optimizing their savings. They require a seamless, intuitive, and comprehensive platform to handle their financial activities. Payd, a mobile finance management application, seeks to address these user needs by offering a range of services from spending analytics to personalized offers and loan management.

Challenge

Despite the array of features Payd offers, users may still face difficulties in understanding their financial health at a glance, navigating through the plethora of options, and making informed decisions based on their spending habits. There is also a need to enhance user engagement, promote financial literacy, and ensure a secure yet flexible handling of their finances.

Objective

The primary goal of this design sprint is to identify and address usability and experience gaps within the Payd app. The sprint will focus on creating a more user-friendly interface that promotes better financial decision-making, increases user retention by providing actionable insights and personalized financial guidance, and streamlines the process of financial tracking and management.

Key Questions

1. How can we simplify the user interface to make financial information and actions more accessible and understandable for Payd users?
2. What features can we introduce or improve to help users better track their spending patterns and make smarter financial decisions?
3. How can we enhance the personalization of the Payd app to offer more tailored financial advice and offers to our users?
4. In what ways can we build trust with our users, ensuring the security of their financial data while offering them the flexibility to manage their finances as they see fit?

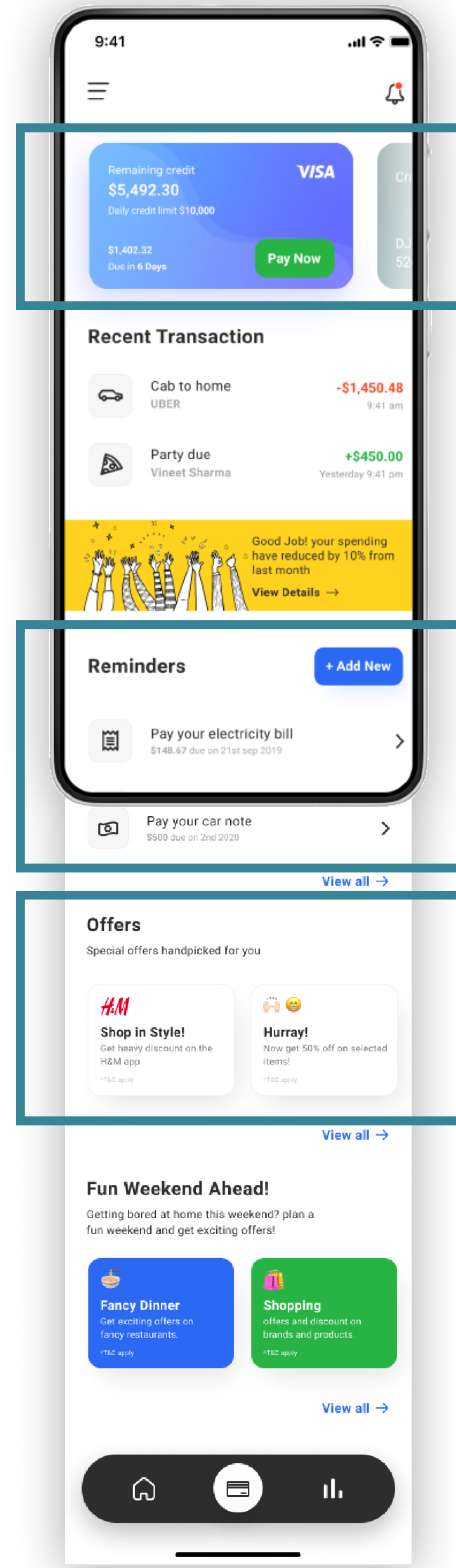
The Solution

Consolidated Finance

Core value proposition

This app enables user to track all of their finances from one device with the click of a button.

- Manage debit and credit card transactions
- Apply available promotional deals or coupons with the tap of a button
- Set reminders for recurring payments
- View spending analytics to help users get as granular as they want with budgeting



Solution to manage your finances

