

SURVEYS & INTERVIEWS

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TASK 2.2



RESEARCH GOALS

- To better understand users behavior when spending money and budgeting
- Identify points of friction within other popular financial apps
- Better define the target audience
- Identify the most important needs and goals of users when it comes to spending and budgeting

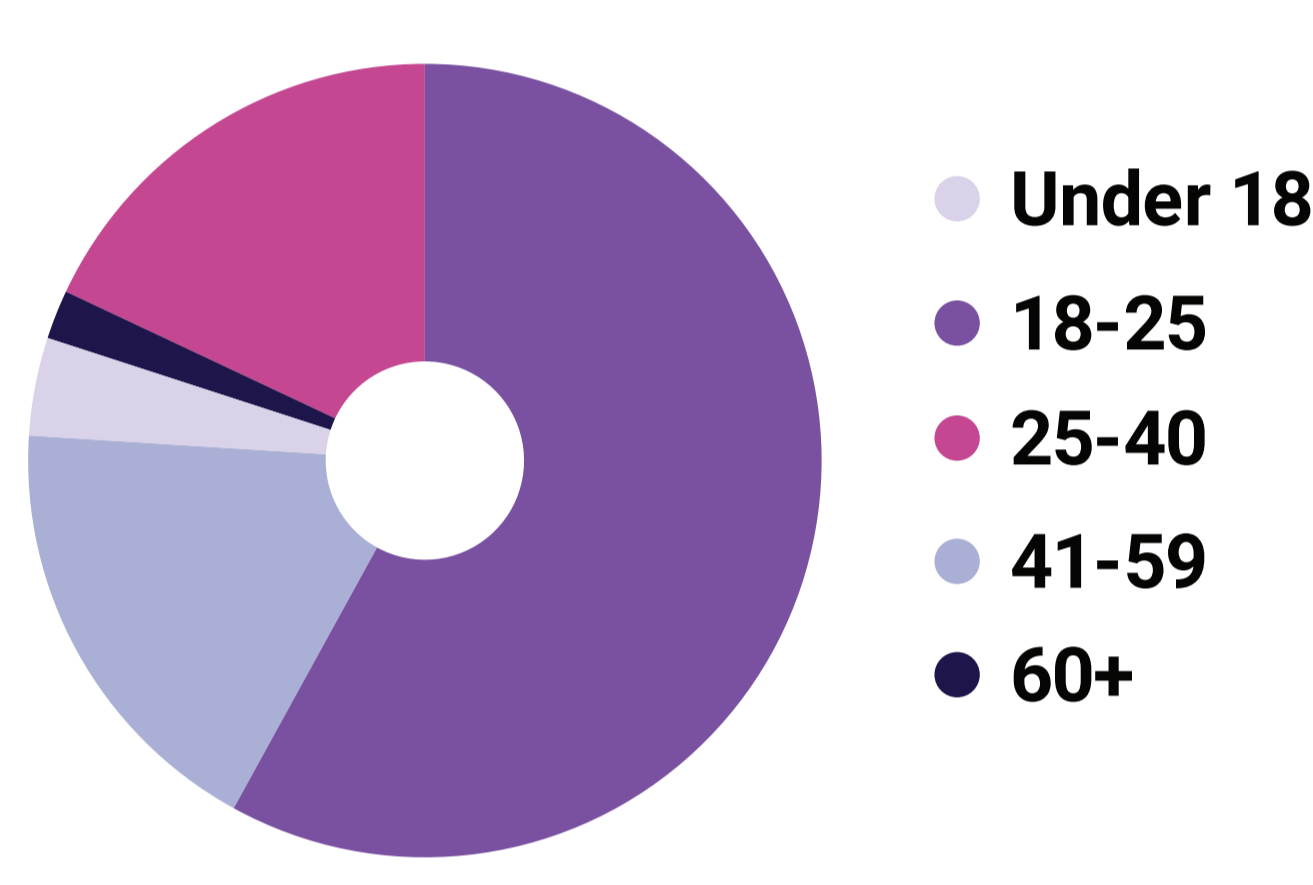
I decided to do a survey for this project because I felt that it was important to collect quantitative data to better understand what features are most users need in the app. I conducted some interviews for this project as well because I also felt that the qualitative data was essential as well to better understand the behavior of the potential users.

SURVEY QUESTIONS

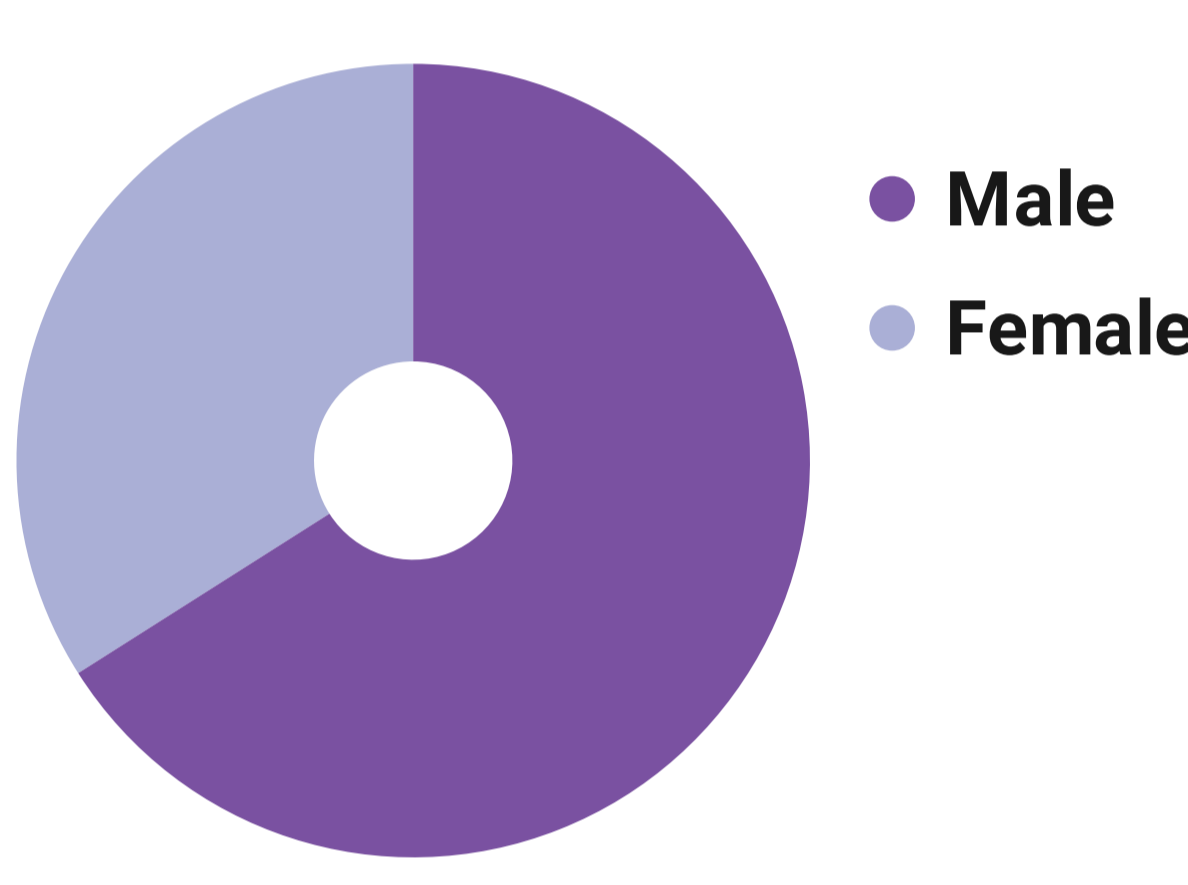
- Age Group
- Gender
- Which of the following would best describe how you feel you are doing financially?
- How often do you check the balance in your bank account?
- What is your go-to payment method when at a store or restaurant?
- Why is this your go-to payment method?
- What is your go-to way to budget your money?
- Why is this your go-to budgeting method?
- How often do you shop online?
- Have you ever used a mobile payment service app? If so which of the following have you used?
- Which mobile payment service app is your favorite? If you have never used a mobile payment service app, why haven't you?
- Have you ever used a budgeting app or website? If so which of the following have you used?
- Which budgeting app/website is your favorite?
- Why is this budgeting app/website your favorite? If you have never used a budgeting app/website, why haven't you?
- What is the biggest concern you have with using a mobile app to pay?
- If a money app was tailored to your needs, what features would you use?

SURVEY RESULTS

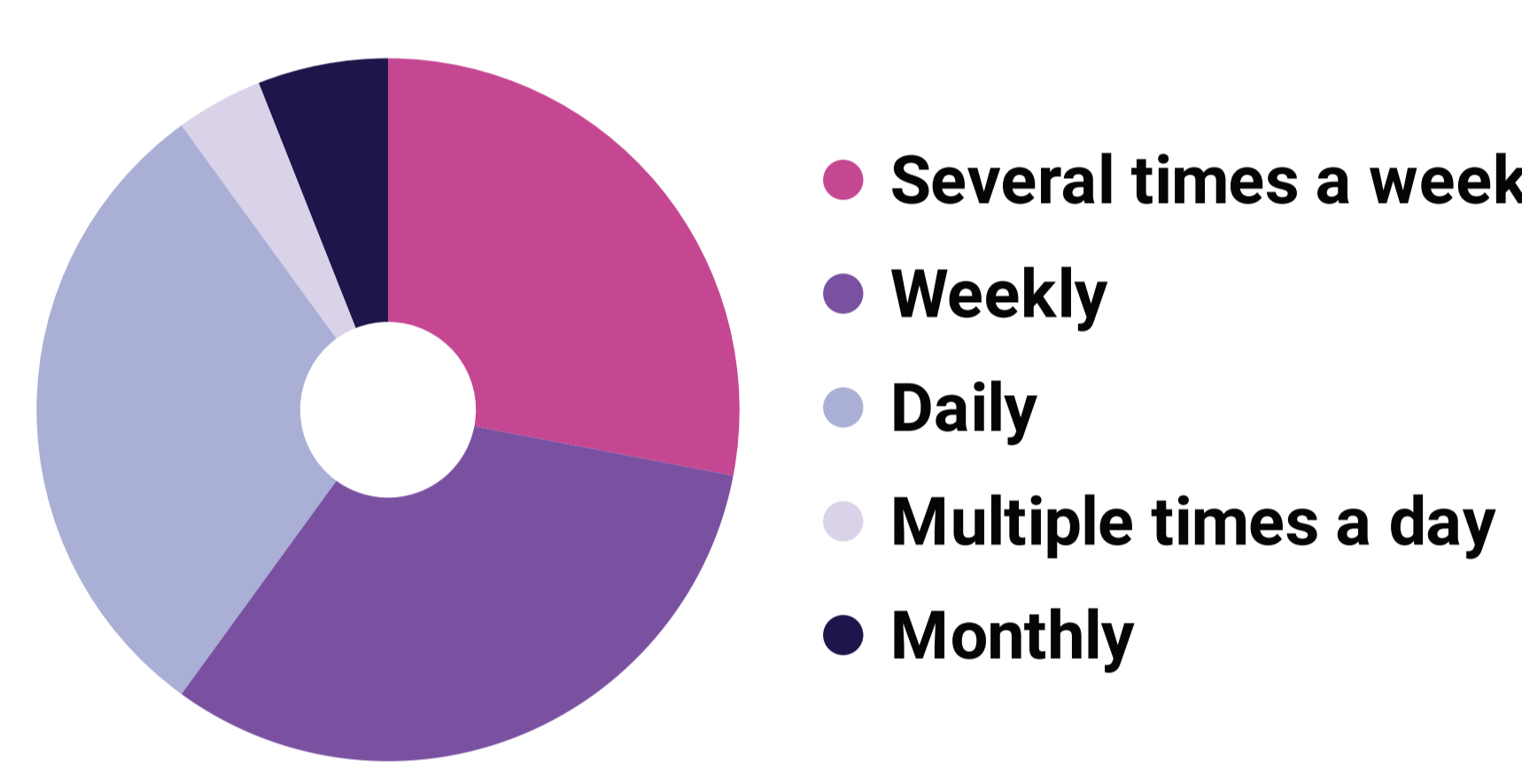
Age Group



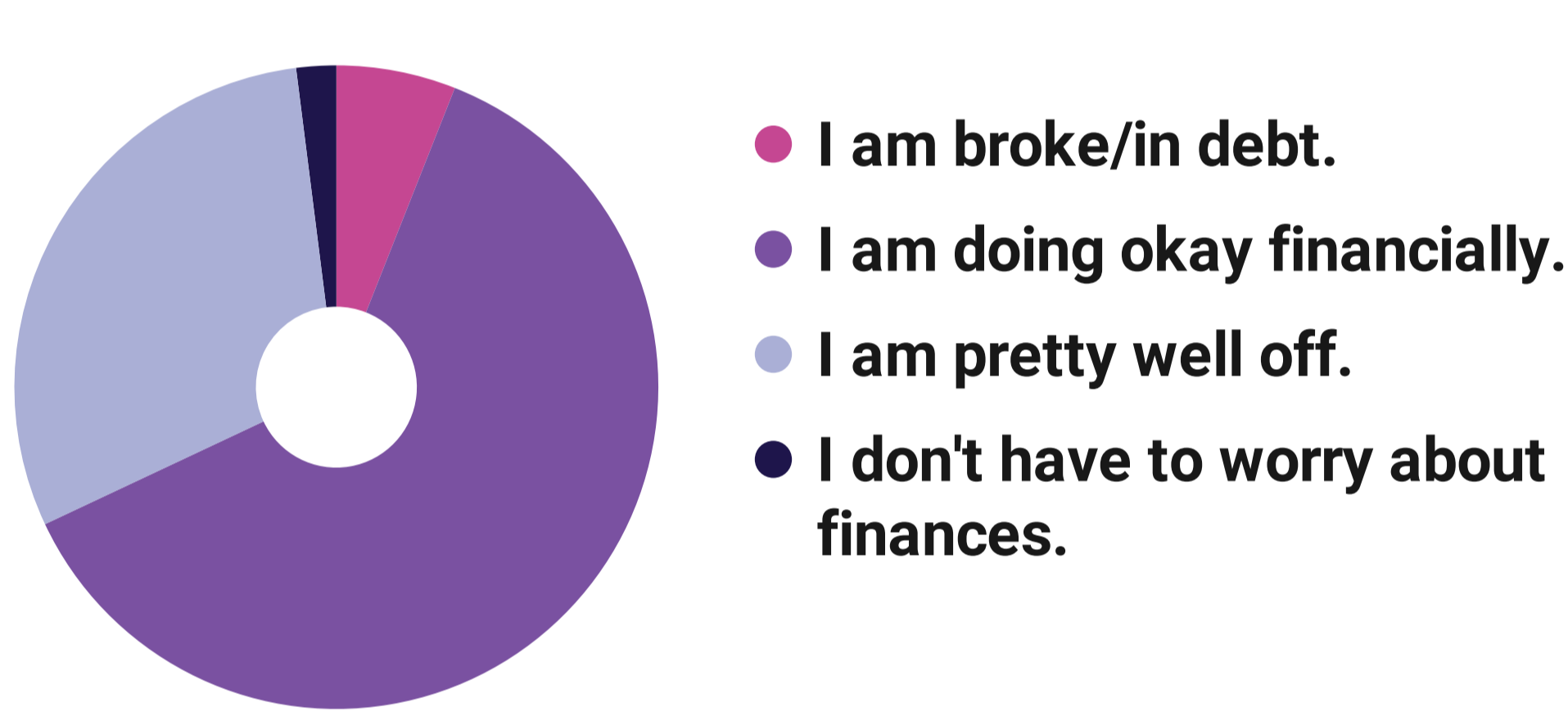
Gender



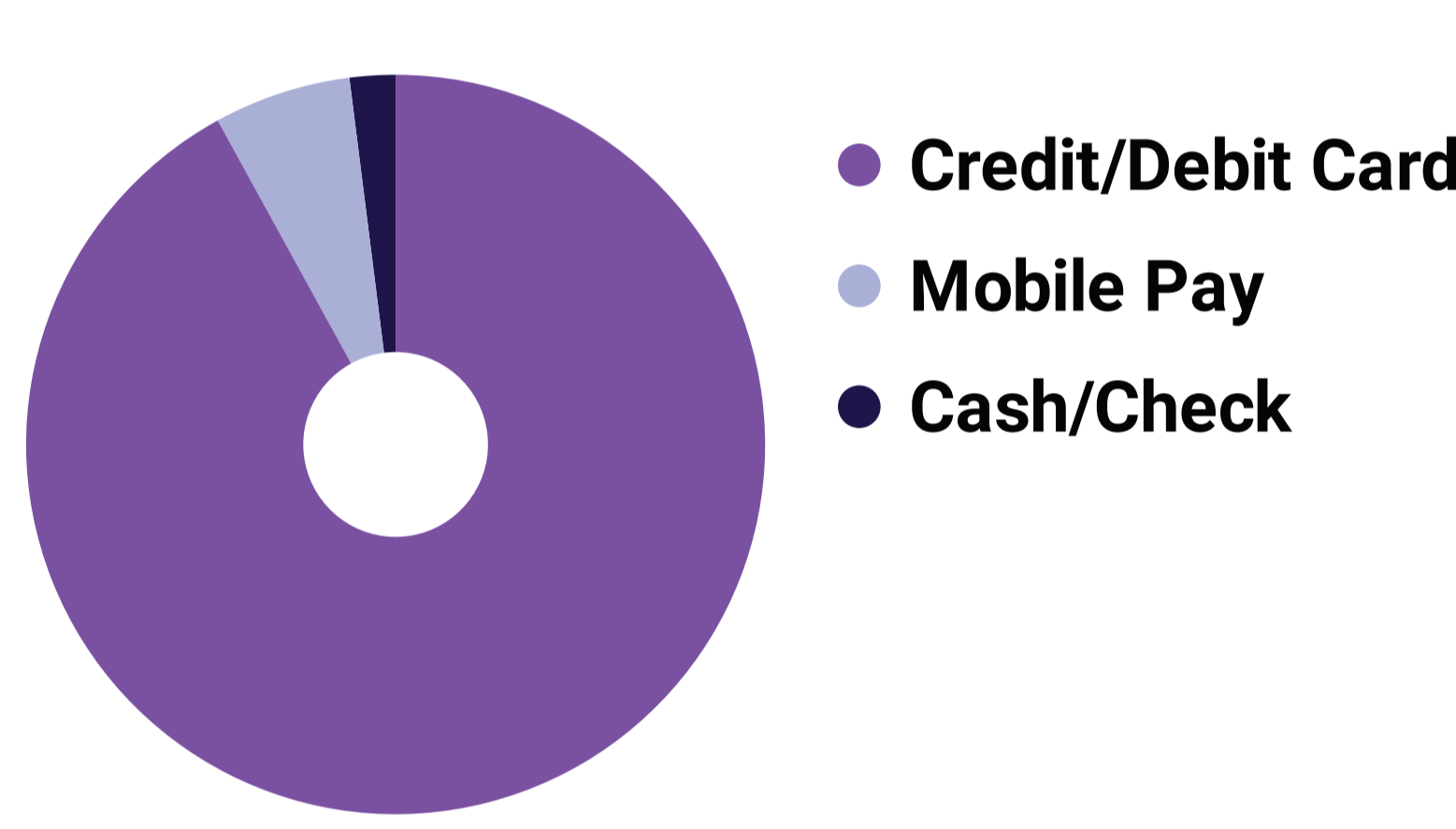
How often do you check the balance in your bank account?



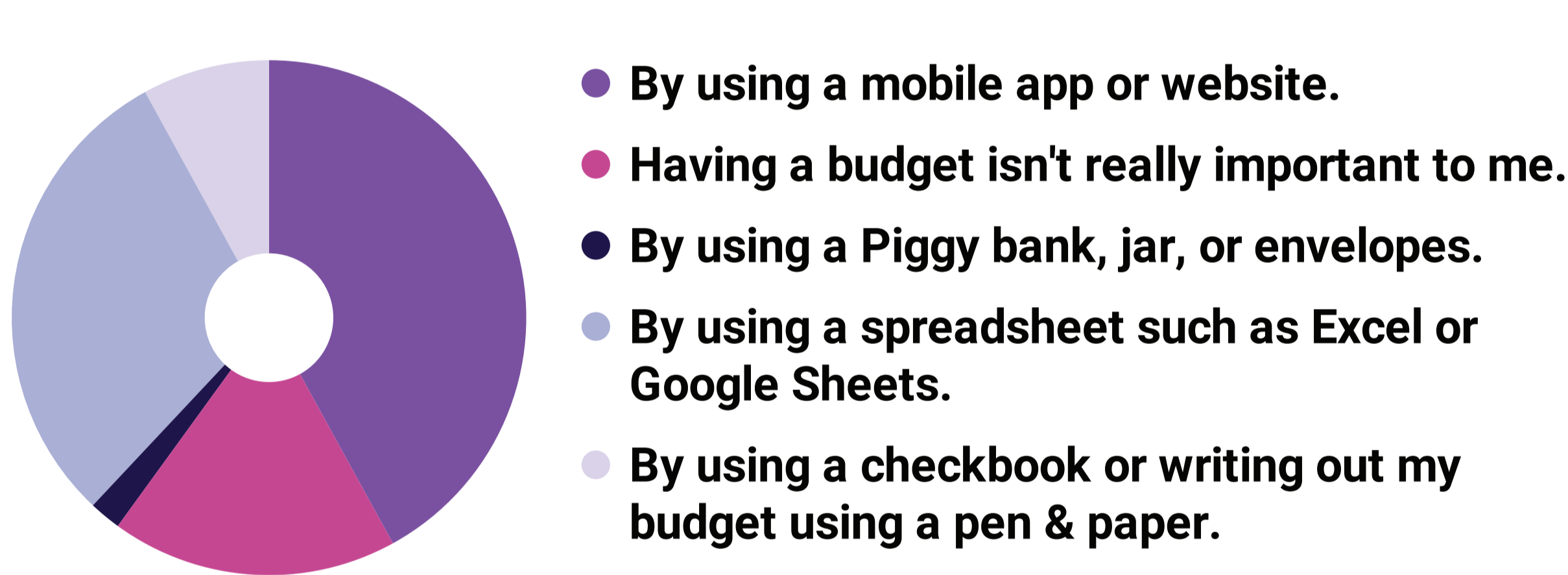
Which of the following would best describe how you feel you are doing financially?



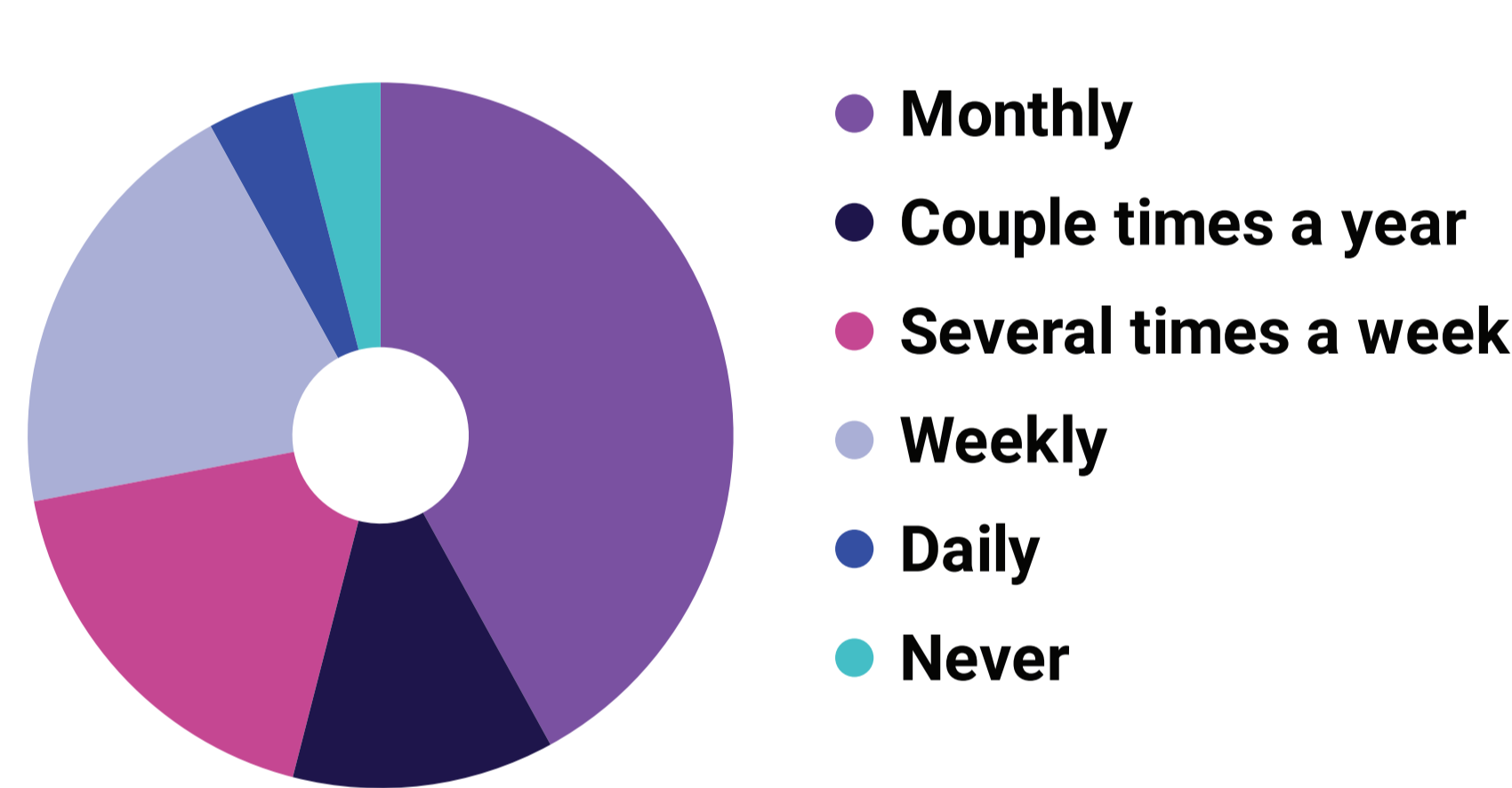
What is your go-to payment method when at a store or restaurant?



What is your go-to way to budget your money?



How often do you shop online?



SURVEY INSIGHTS

- All users seem to use some sort of mobile payment service.
- Less than half of users use a website or app to help them budget their money however 92% of users have some sort of way to budget their money.
- The vast majority of users use a debit/credit card when at stores or restaurants due to convenience and simplicity.
- The most popular mobile payment service app is Venmo because it is quick, easy, and free.
- The most important features to be included in the app are quick money transfers, a way to pay all bills in one app, a detailed view of transaction history and account balance, & reminder notifications to achieve budget goals.

INTERVIEW QUESTIONS

- What are your age and occupation?
- What does a typical day in your life look like?
- How do you manage your money?
- How do you feel you are doing financially? Do you ever worry about finances? What are your biggest concerns financially?
- What is your go-to payment method when at a store or restaurant and why?
- Do you use a mobile payment service app?
- What do you like about using the app? What do you wish they would change? (If not, why don't you use a mobile payment service app?)
- What are the biggest concerns you have with using a mobile app to pay?
- How would you know that you can trust a mobile app to make payments?
- How often do you check the balance in your bank account?
- Tell me about the last time you created a budget plan. What was the hardest part about creating it? Did you have to create any workarounds when forming your budget?
- Have you ever used a budgeting app or website? What are your thoughts about it? Any concerns?
- If a money app was tailored to your needs, what features would you need/use?

INTERVIEW INSIGHTS

- All interviewees had mentioned being concerned about the security of mobile apps.
- All interviewees seemed to have not invested a lot of time in creating and using a budget simply because they don't have time, however, they had each acknowledged that they would like to have a budget because they know that would save more money by following a budget.
- They had each mentioned that they typically use different payment methods depending on what is accepted.
- They had all expressed that while they are not ever worried about finances, they are all over the place and they would appreciate a customizable experience.