Competitors chosen for evaluation

Mint by intuit

Simplify by Quicken

Every dollar by Ramsey

...I chose these apps due to the relevancy of my concept and design direction. These are my direct competitors.

has you connect your financial accounts, then the app tracks and categorizes your transactions. You'll get alerts when you're over your budget in a particular category, if it spots a large or suspicious transaction and if you've paid ATM fees. Mint also lets you track all your bills in one place and reminds you when upcoming payments are due. All these features are free — including its credit monitoring service.

connect to your bank accounts, categorize your expenses, track upcoming bills and more.

is a budget app that helps you track your spending and plan for purchases. It's tailored for zero-based budgeting, which is a method where your expenses equal your income. With the free version of the app, you manually enter a transaction each time you spend money to account for it in your budget. Or pay for Ramsey+, which includes the premium version of EveryDollar (formerly called EveryDollar Plus). With this upgraded version, you can connect your bank accounts for a more streamlined experience and access advice content and other tools. Ramsey+ costs $129.99 per year after a 14-day free trial.

Heuristics being analyzed

1.   User control and freedom

2.   Flexibility and ease of use

3.   Aesthetic and minimalist design

Along with other notes about functionality and purpose

Basic functions

Connect Accounts

Create bills

Make and set budget

Set savings goals

View transaction history

Check credit score

Link investments

Add loans

User control and freedom   5/5

Mint has great user control and freedom allowing the user to connect multiple accounts and have them all viewable in the same place. The user can easily create bills and set recurring dates. Making and setting budgets are very easy as well and the budget bars offer visibility as to how much of the money has been spent in each category.

Flexibility and ease of use   4/5

Mint makes it very easy to add everything you want to add in your account and navigate between the pages. I never found myself lost in a process or confused on where to go. Everything is a click or two away. However using the budgets is where mint is most confusing. The data that mint shows in regards to how it predicts income and what you have leftover based on the budgets you set is misleading and confusing to think through.

Aesthetic and minimalist design   3/5

The aesthetic is where mint struggles the most. The way mint decides which transactions belong in categories is confusing and uninformative and results in false scope of purchases. The data and calculations on the budget page are also very misleading with what the user actually has to spend and resulted in mental overload and guess work to understand and digest the date properly. Otherwise the design is pretty decent and has simple navigation and displays.

ACCOUNTS

Cash $323.75

Earn more with high-interest savings »

Interest Checking $323.75
Ally Financial   a few seconds ago

Credit Cards $0.00

+ Link a credit card or Find rewards

Loans $0.00

+ Link a loan or mortgage

Investments $0.00

+ Link an investment or Find ways to invest

Property $0.00

+ Add a house or car

ASSETS

Income & tax hub

✔

Track your 2020 tax return

📄 Get started

UPCOMING BILLS

NOV 30   MARK AS PAID
storage
$20   View Bill Details

DEC 30
storage   View Bill Details
$20

JAN 30
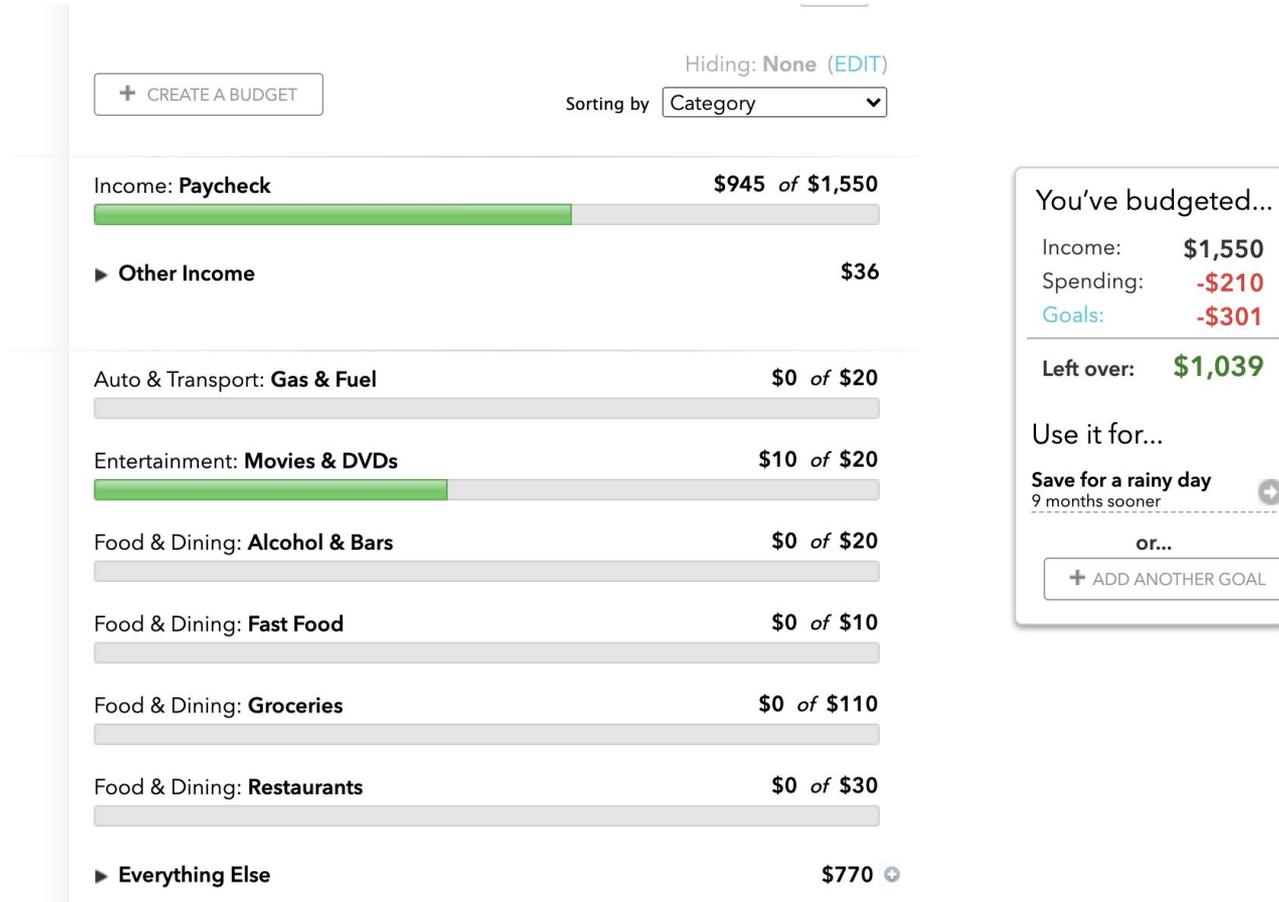storage   View Bill Details
$20

Showing 3 of 4 bills due. See my bills

Largest pain point for Mint

Dashboard

Transactions

Upcoming expenses

Spending plan

Watchlist monitoring

Reports

Investments

Goals

User control and freedom   5/5

The user of Simplifi has tons of user control and freedom starting with allowing the user to customize the dashboard to their liking. Easily view transactions and alter categories among accounts. The best part is probably the ability the user has to add expenses and connect to the biller. Connect to any investment account. Easily make and keep track of goal progress.

Flexibility and ease of use   4/5

With simplifi it is easy to see how much income accounts are bring in as well as the charges on those accounts. However when it comes to informing the user on how much they actually have available to spend is indigestible. What the spending plan says is available does not actually match what is sitting in your bank account making the ease of use from a purpose standpoint poor, however navigation and accomplishing tasks is very easy and simple

Aesthetic and minimalist design   5/5

Simplifi presents its users with a minimalist design that is aesthetically pleasing and and laid out nicely. The right information is accessible to the user without being overwhelmed.

Accounts

Net Worth	$323.75
▲ Banking	$323.75
▲ Cash & Checking	$323.75
Interest Checking	$323.75

Investments

+ Investment account

Property

+ Property account

Loans

+ Loan account

Spending Plan
Nov 2021
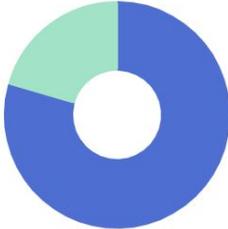
Planned Spending

$468.38
Available
($39.03 per day)

- ● Planned spending
- ● Available
- ● Other spending

eating clothes
$45.00 left

out of $50.00

$165.00 Spent
from Tuesday - Today

Acorns Invest Transfer		$5.00
Fast Food		Nov 18th
Cardtronics		$160.00
Financial		Nov 17th

SEE ALL OTHER TRANSACTIONS

Upcoming

S	on Dec 19
storage	
$ 120.00	

S	on Jan 19 2022
storage	
$ 120.00	

S	on Feb 19 2022
storage	
$ 120.00	

S	on Mar 19 2022
storage	
$ 120.00	

SEE ALL UPCOMING

Largest pain point for Simplifi

RAMSEY

Create groups and categories that are used as a budget guide

User control and freedom   5/5

User has complete control over creating groups and categories for budgets with capabilities of adjusting what is planned to be spent and how much is still available. The user can easily click on a category and log transactions to reflect how much is still available in said category. With the premium version everydollar attempts to automatically categorize transactions which can cause more work for the user on the back end.

Flexibility and ease of use   5/5

Everydollar is easy to use and is flexible for what it has to offer. The user can adjust fields and add categories within a click or two. User has to stay heavily involved to keep the system updated and stay aware and up to date.

Aesthetic and minimalist design   3/5

The design is pretty minimalistic and straightforward allowing the user to digest information easily and quickly. The aesthetic is very bland however, and the user must go through a heavy editing process to get down to what they truly want. Or they must do lost of scrolling to access relevant info.

Housing ⌃

	Planned	Remaining ⌄
Mortgage/Rent	$0.00	$0.00
Water	$0.00	$0.00
Natural Gas	$0.00	$0.00
Electricity	$0.00	$0.00
Cable	$0.00	$0.00
Trash	$0.00	$0.00

Add Item

Transportation ⌃

	Planned	Remaining ⌄
Gas	$0.00	$0.00
Maintenance	$0.00	$0.00

Add Item

INCOME
$1,400
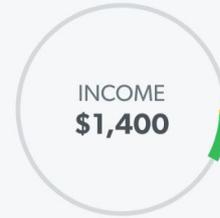
	PLANNED	SPENT	REMAINING
Savings		$0.00	(0%)
Giving		$0.00	(0%)
Housing		$0.00	(0%)
Transportation		$0.00	(0%)
Food		$0.00	(0%)
Personal		$0.00	(0%)
Lifestyle		$0.00	(0%)
Health		$10.00	(1%)
Insurance		$100.00	(7%)
Debt		$0.00	(0%)

Adding transactions to categories and them reflecting the amount you have left in a category is a strong asset for this app

Transactions   ⊕ **Add New**

New (2)   Tracked   Deleted

🔍 Search

⊜ $ [Save time and connect to your bank instead](#)

○ November

NOV 17	Natural Gas	-$30.00

NOV 17	Restaurants	-$50.00

October

No transactions

Load September Transactions

Food ⌃		Planned	Remaining ⌄
🗑 Groceries		$200.00	$145.22
Restaurants		$0.00	$0.00

Add Item

⭐ ✕

Food   Remaining
Groceries   **$145²²**
▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
$54.78 spent

📅 Set Due Date ⌄

⏱ Make this a fund ⌄

📄 Notes

1 Transaction   ⊕ **Add New**

NOV 19	Groceries	-$54.78

Product positioning

Although heuristic scores for the principles chosen have good ratings and overall design and functionality for what they offer, they do not accomplish the goal this project sets out to accomplish. Which is to provide the user with an interface that presents the already figured out information for them, rather than presenting useful relevant information and data that user still needs to digest to figure out.

I believe this is because of a principle not mentioned above, which is matching between a system and the real world and consistency/standards from a process standpoint. All apps do a great job at capturing the language and visuals expected when dealing with finances on a digital platform. What I am talking about lies deeper underneath the systems process, particularly referring to the goal that each system has, which is to better understand your finances by utilizing budgets and plans by calculating income and expenses. None of the systems provide a humanistic approach that the user is involved with as they go, it's more of a edit and backlog process with guide to keep you informed and on track that still needs user digestion.

Simply put, if we were not in the age of digital payments and still only had cash, none of the systems work with the user as if they were trying to manage cash.