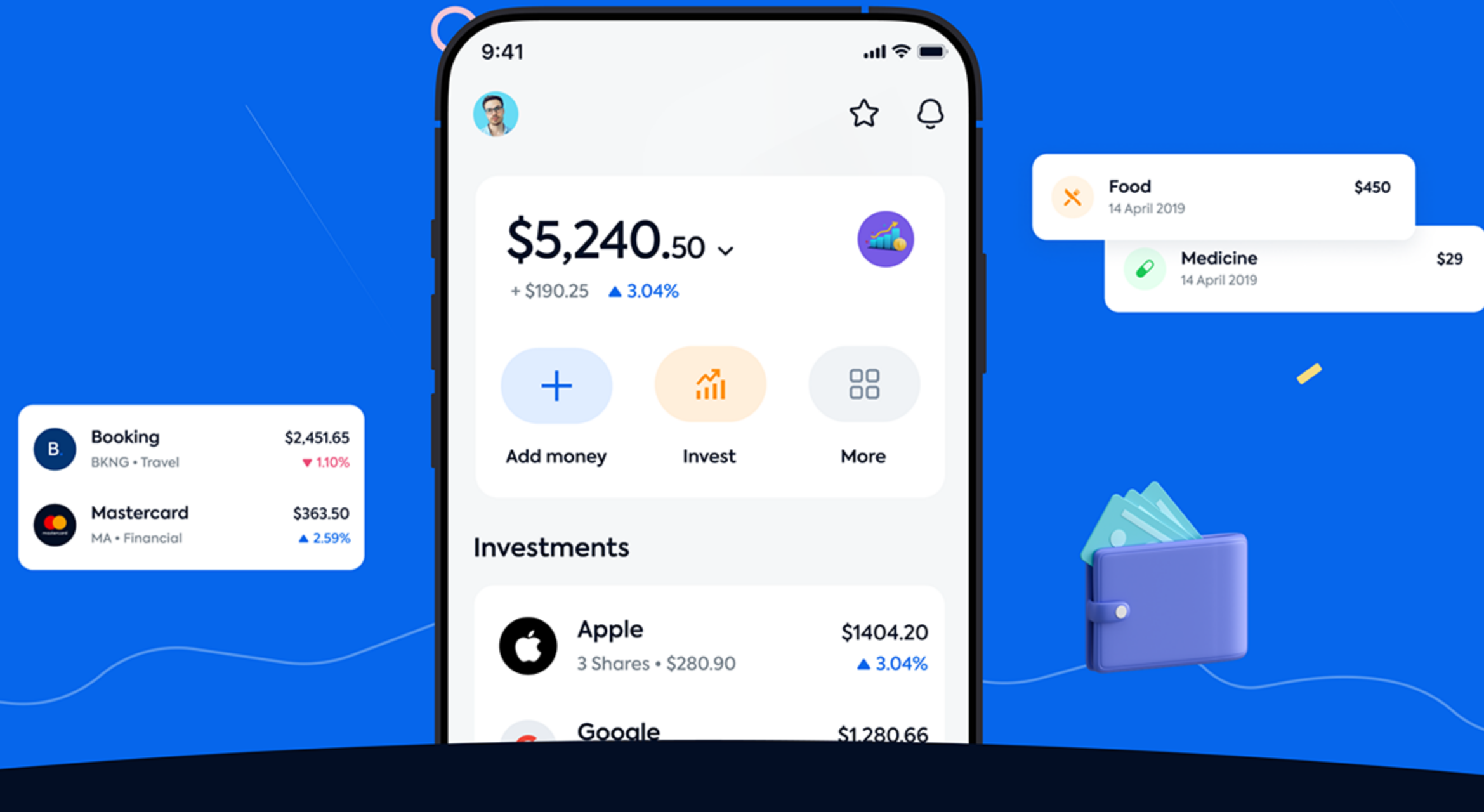


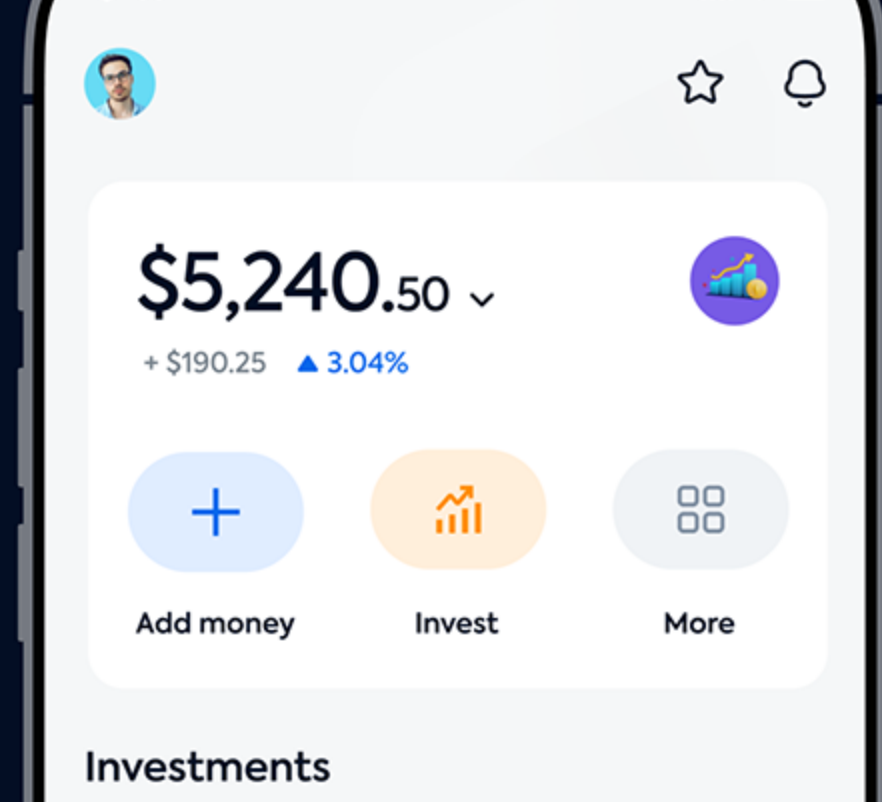


# Simple way to manage all personal finances in one app



## About the Project

From your everyday spending to budgeting for your future with savings and investments, Finany helps you to get more control on your money.



## Project Goals

Finany was created for its users who are struggling with the financial system and seek a simpler, smarter and more intuitive experience to use the financial services they have in one single place.



### Survey

## User Research

We follow the human-centered design method that's why we went through a lot of interviews and surveys.

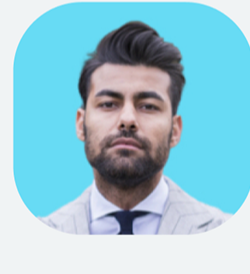
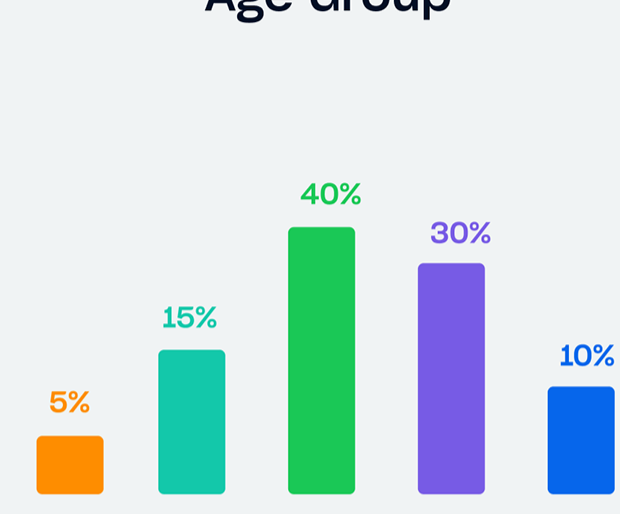
24

Interviews

560+

Online Surveys

### Age Group



### Stefan Loredan

Fitness Couch, 36 years old  
Lives in Las Vegas. Married, has 2 children.

#### Interest

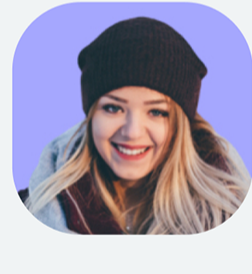
Gym, Golf, Internet and physical sports, Business.

#### Problem

Control of the total budget. It is impossible to get detailed reports on all expenses and funds receipts from different bank card.

#### Goals

Need to track all money in one place.



### Sirajum Munira

Nurse, 26 years old  
Lives in New York. Married, no children.

#### Interest

Fashion, art, psychology and relationship, child education.

#### Problem

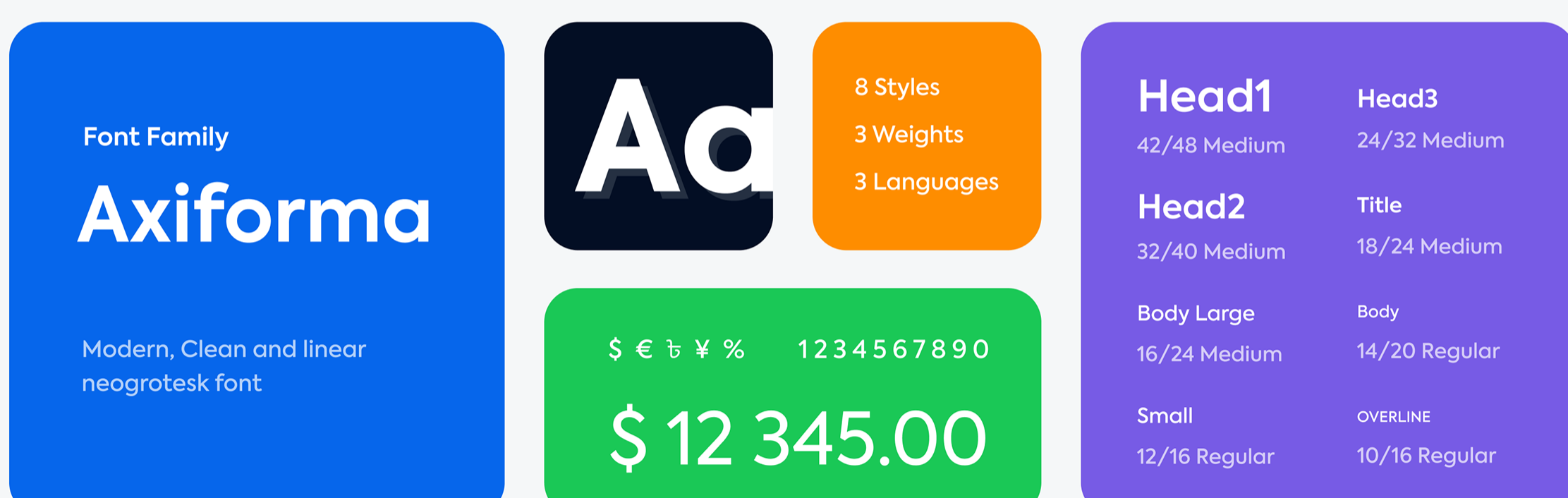
She and her husband have several bank cards. It takes a lot of time to account for their expenses in excel.

#### Goals

Ensure a secure card management experience.

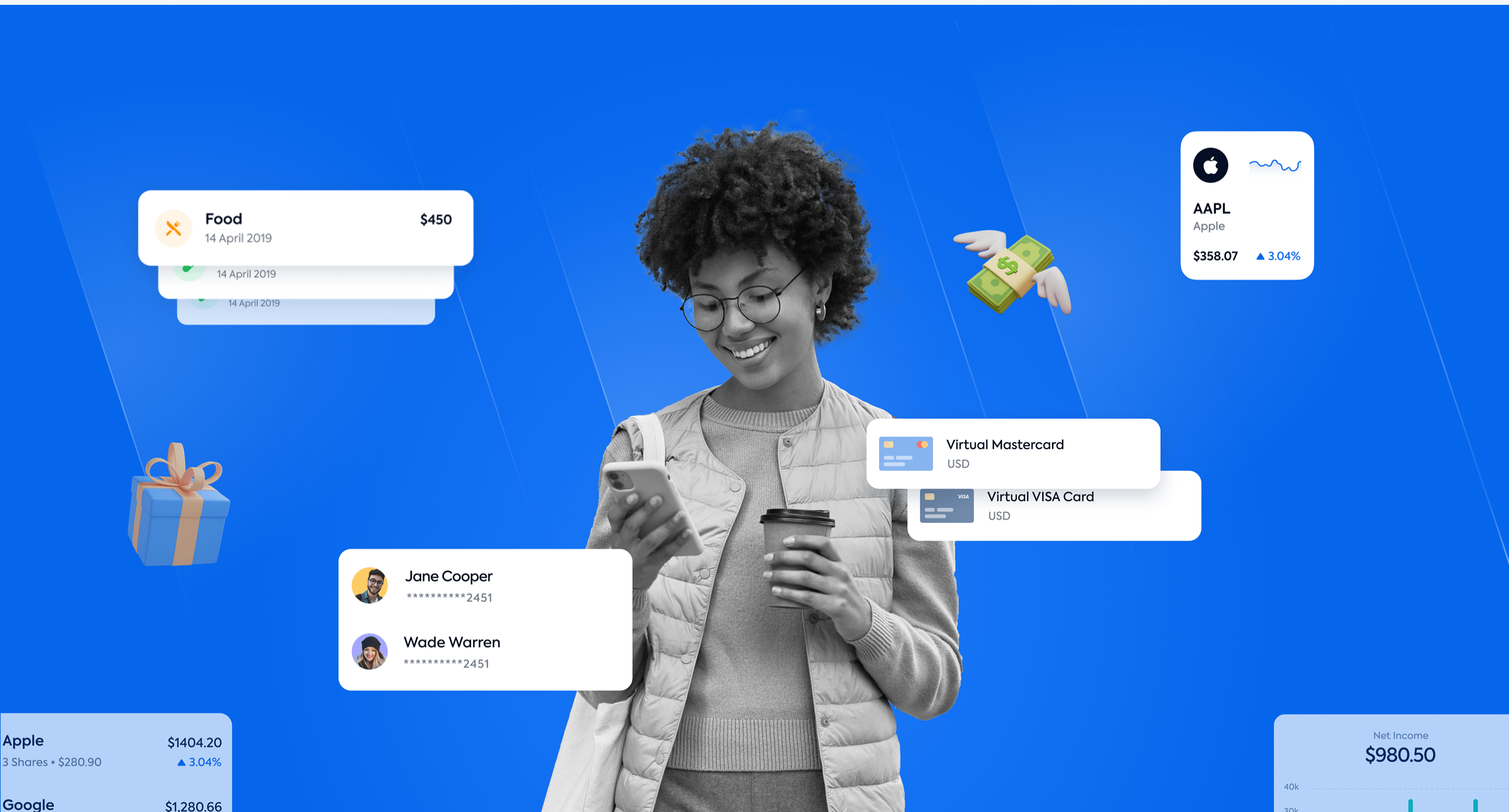
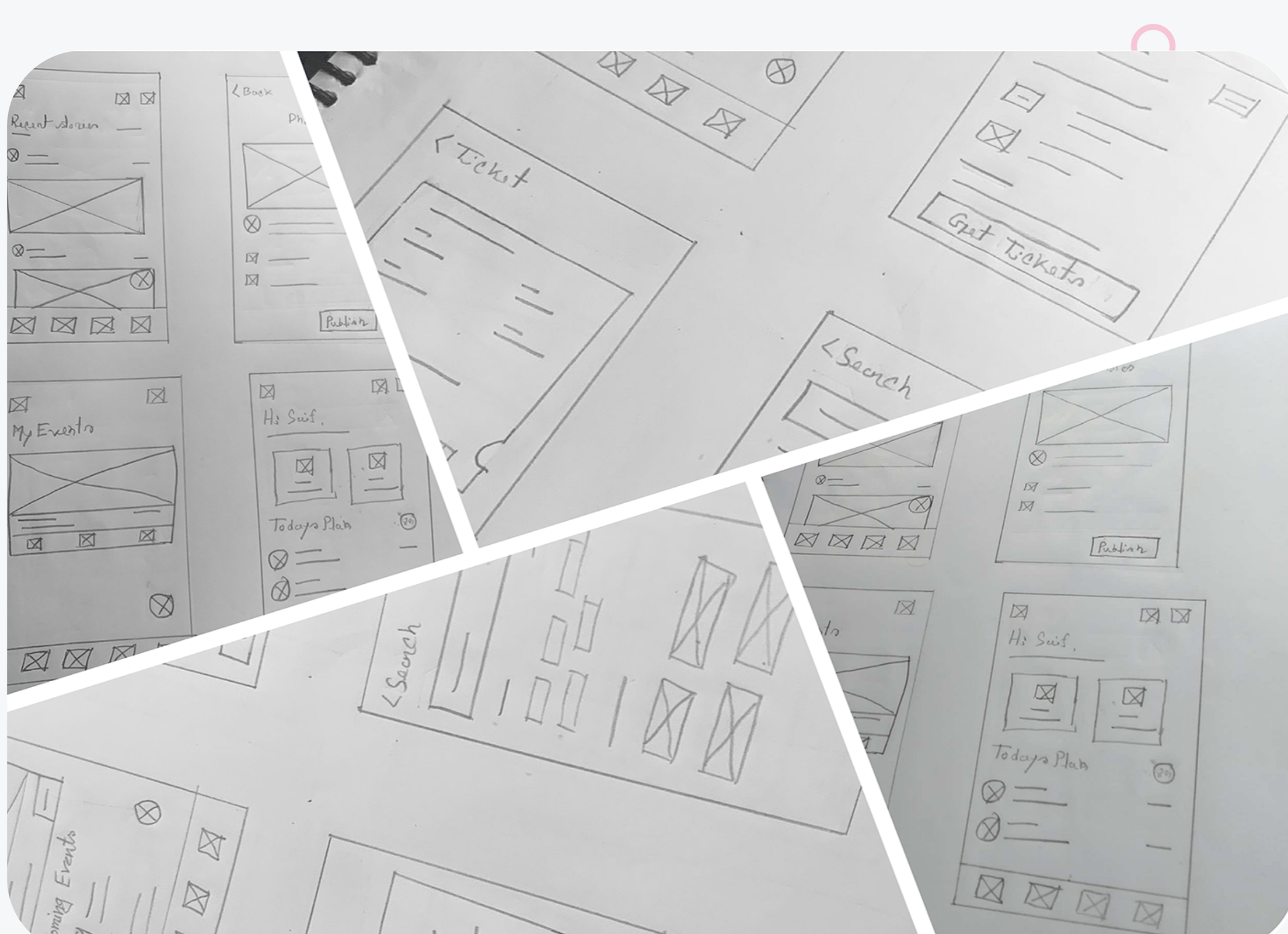
### Brand Buidelines

## Typography & Colors



## Hand Sketch

Sketch is used for a more precise understanding of the structure of the future app, and to test hypothesis.



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supermarket. Just look  
for 🏠 or 🏠 when  
you check out.