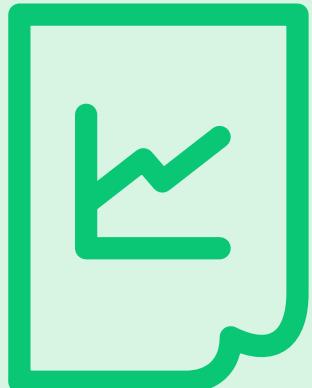


# Statements



# Statements

Mint is about making life better by being on top of your money.

Statements is an application for people who want to get a **clearer and actionable picture** of their spending in different aspects of life, as opposed to managing self-defined budgets.

Budgets are only one step towards controlling spending. Statements would help the user understand where they can reduce spending in specific areas.

# What's not working

Inspired by a startup financing course I took...

Why can't I manage my finances as if I were a business?

Why can't I amortize large expenses?

Budgeting only helps me avoid spending a self-defined limit.

I don't have the insight required to change my spending behaviours, even with Mint's trend visualizations.

# Why this is important

(the big picture)

“Whenever I add daycare costs for even one kid into my projected budgets, I start to realize how rough it'll be to be a homeowner and save for retirement at the same time.”

DO, Ottawa ([The Globe and Mail](#), 2017)

# Are budgets good enough?

“As you get more comfortable with your monthly spending habits, this 50/30/20 ratio will change, eventually skewing toward saving more. Please remember, budgeting is often very trial-and-error. You may need to adjust it on a monthly basis until you get in a groove.”

Ron Brown ([Investopedia](#), 2017)

Budgeting requires a lot of work!  
Why not take Mint's money tracking to another level?

# From frictions to opportunities

	<b>Budgets</b>	<b>Statements</b>
<i>Creating and managing</i>	Self-defined based on past spending	Guided with automated tracking
<i>Spending behaviours</i>	Try to stay under the amount	Find and reduce spending weak points
<i>Habit-making and reinforcement</i>	Negative “I need to stop spending!”	Positive “I’m spending less on...!”

# Design Process

# Things to keep in mind...

Improve access to financial management

Provide actionable data

Create a sense of financial control

Maintain Mint's existing trust and safety

Keep opportunities (like tailored ads) to a respectful level

Being neutral about everyone's financial situations

# Ideation

**Financial learning platform**

An integration of Mint blog with your own money

**Gamified money-saver**

Encourage saving habits

**Financial behaviour tracker/coach**

Tailored recommendations for saving and spending

**Categorical spending tracker**

Review spending in individual aspects of life

# Spending Trackers

*An overview of spending distribution  
(and whether you're spending more than what you earn)*

**At-a-glance reports  
of your spending**

Auto & Transport  
Home & Utilities  
Food  
Entertainment  
Savings &  
Investments

*Trackers can show insights relevant to their spending traits.*



JAN 18 FEB 18 MAR 18 APR 18 MAY 18 JUN 18

Spending this month			
AUTO INSURANCE	\$1,800	Month to date	+\$1,650
A large payment of \$1,800 was made. Consider splitting it into a Distributed Transaction.			
Jun 1	A-Plus Insurance Auto insurance	\$180000	
<a href="#">Collapse</a>			
AUTO PAYMENT	\$400	Month to date	\$0
GAS & FUEL	\$150	Month to date	+\$186

# Spending Trackers

*An overview of spending distribution  
(and whether you're spending more than what you earn)*

**Distribute large payments  
into time periods or  
its lifespan**

Yearly payments  
Renovations  
Large purchases

Distribute Transaction

Instead of having a large payment distort your financial picture, split it up into its expected lifespan for more realistic money usage.

Jun 1 A-Plus Insurance (1/12) \$15000  
Auto insurance

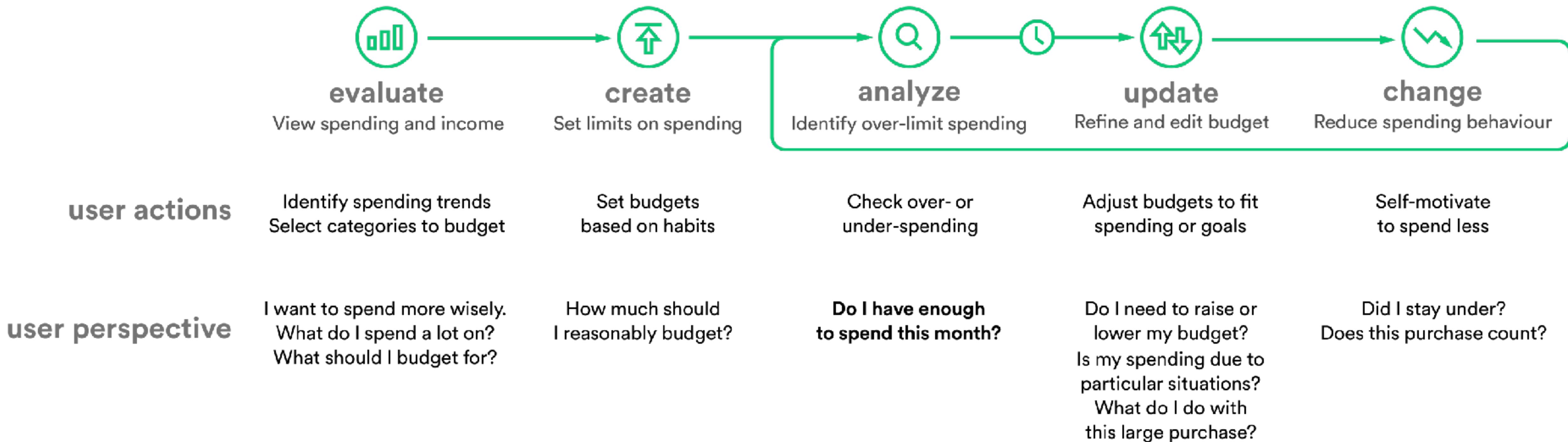
Distribute payment

Payment lifespan 12 months  
Divides the same amount

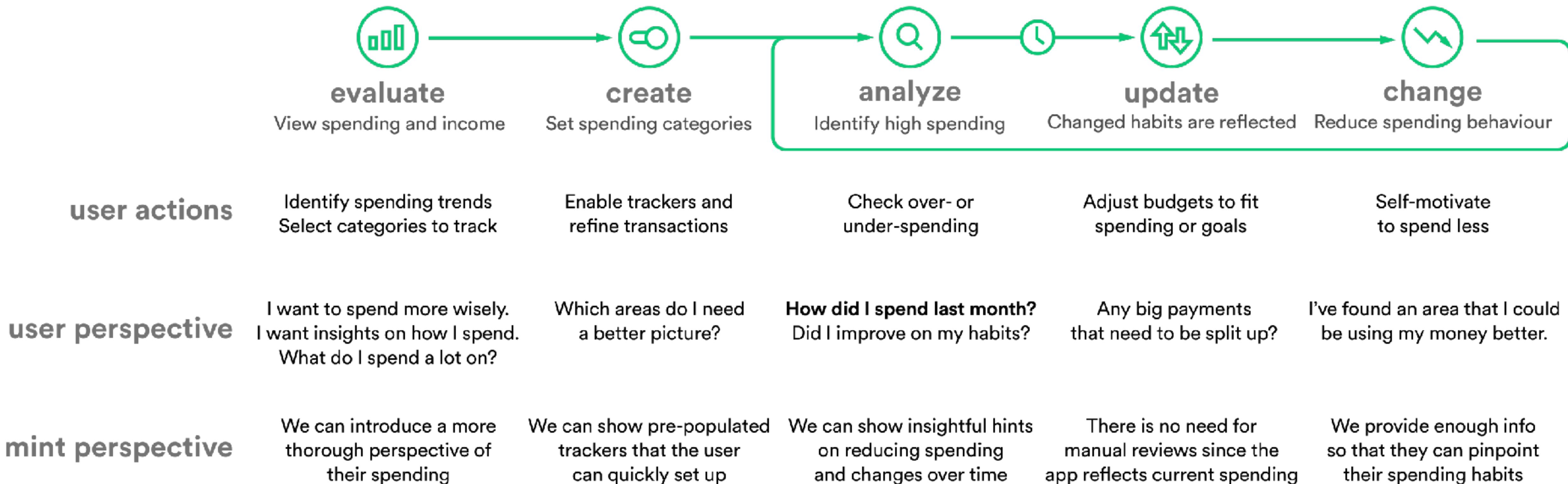
Recurring payment   
Detect future payments from this seller.

*Trackers can show insights relevant to their spending traits.*

# User Journey - Budgets

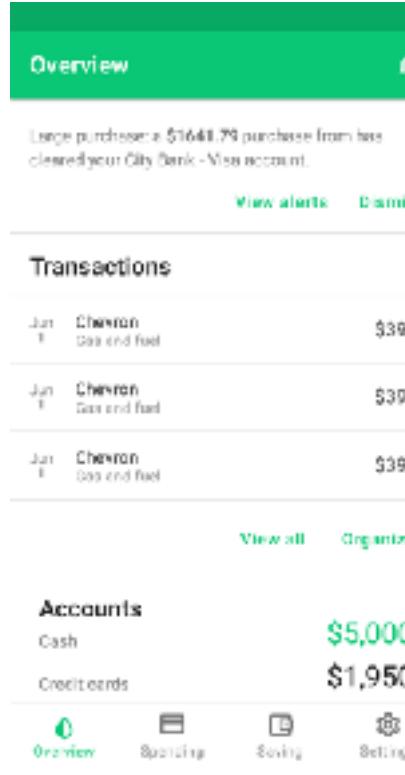


# User Journey - Statements

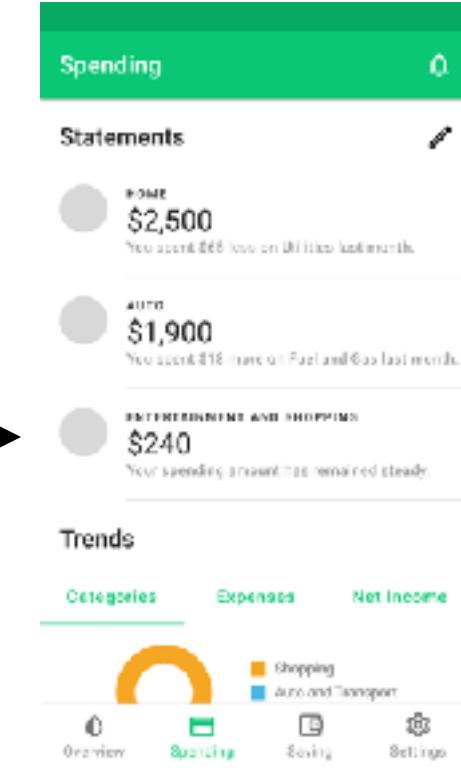


# User Flow

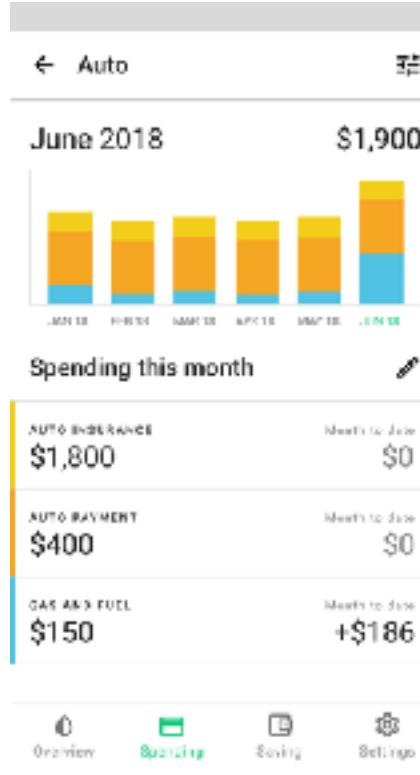
## Overview (Refresh)



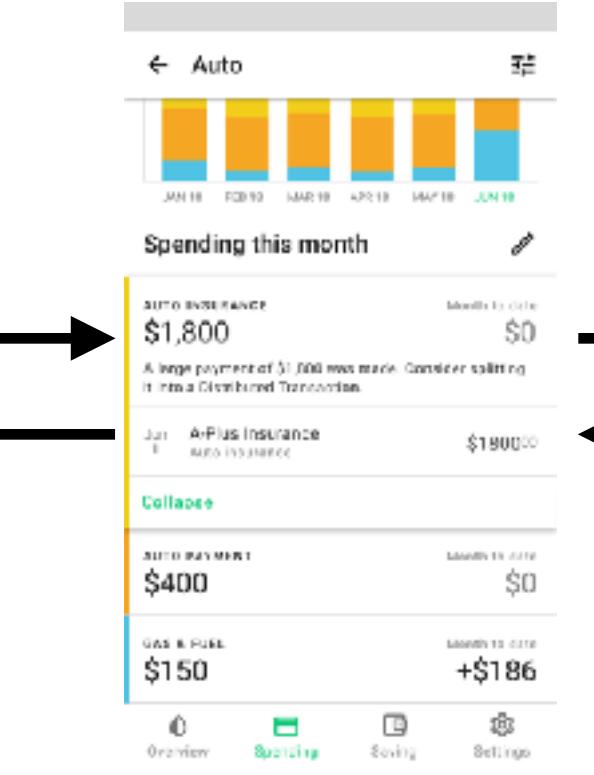
## All Trackers



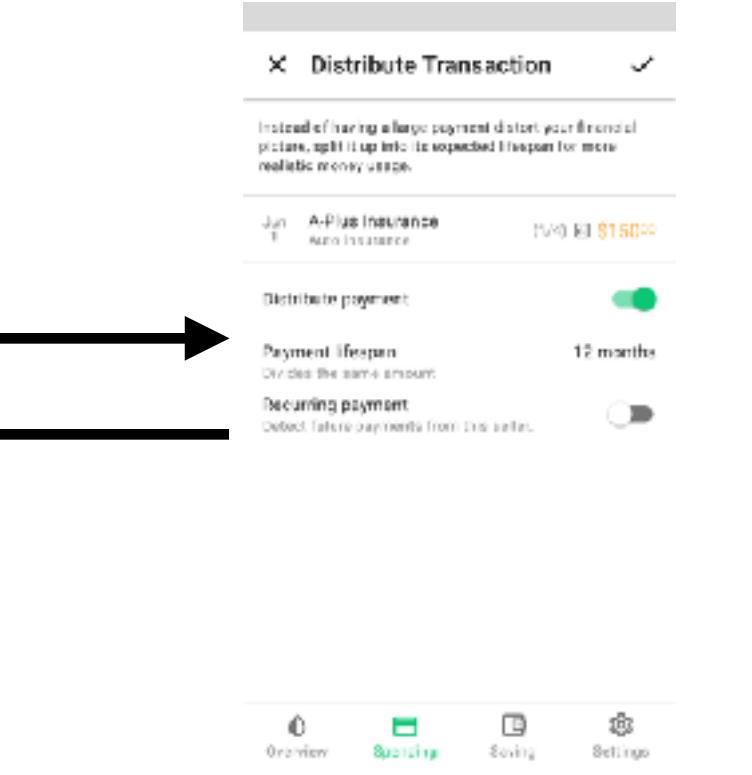
## Tracker



## View Category

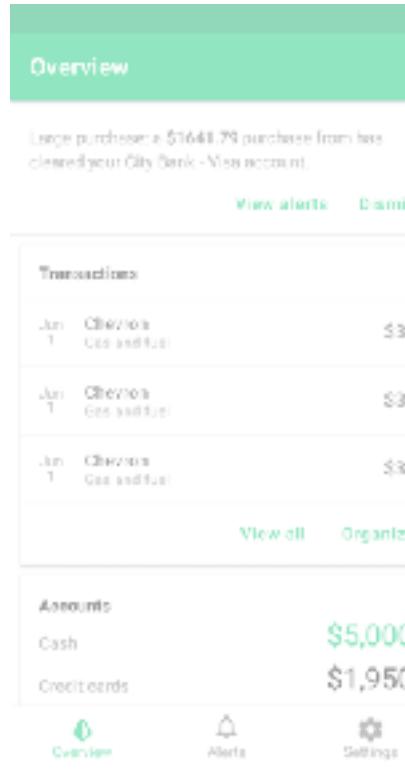


## Distributed Transaction



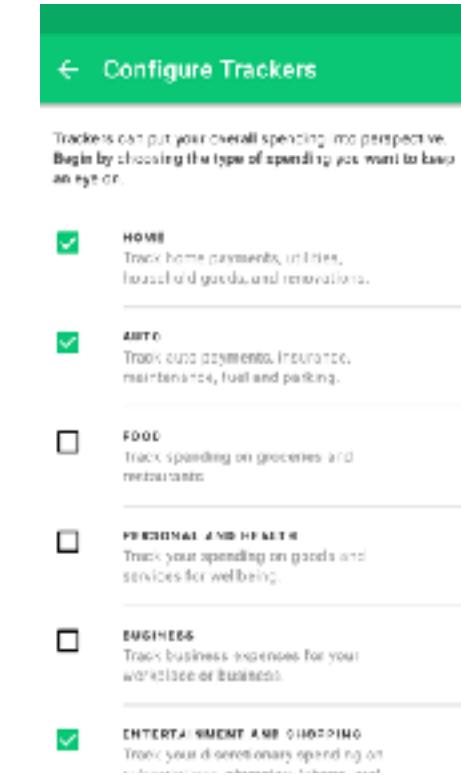
Features divided to tabs

## Overview (Original)



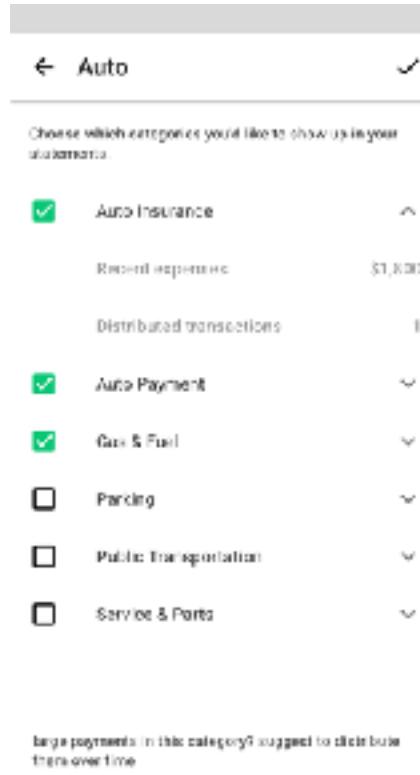
At a glance

## Configure Trackers



Review months  
Expand categories

## Configure Categories



View transactions  
Set distributed

All features displayed

List, reorder, toggle

List, reorder, toggle

# **Prototype / Walkthrough**

# Business Perspective

## Why choose Mint?

Capitalize on existing transaction and category framework

Continues Mint's philosophy of helping you manage finances

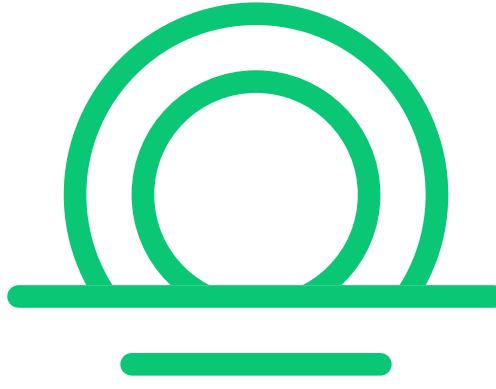
Reduce reliance on financial advisors to see your financial picture.

(But doesn't necessarily help you with the right decision-making)

# Metrics



Money that users have  
saved over time



A way of managing  
money that doesn't  
discourage individuals



Statistics for use in  
other products (while  
respecting privacy)