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DEVELOPMENT AND EVALUATION OF MY MONEY MANAGER: AN INTELLIGENT MOBILE APP FOR PERSONALIZED FINANCIAL INSIGHT

¹Sharwin Parameswaran & ²Sharhida Zawani Saad

^{1&2}School of Computing, Universiti Utara Malaysia, Malaysia

²Corresponding author: sharhida@uum.edu.my

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ABSTRACT

Personal finance management has become increasingly critical in today's digital economy, yet existing mobile applications often lack the intelligence to provide personalised financial guidance. This article presents the development of "My Money Manager Mobile App," an Android-based personal finance management system that addresses current limitations through intelligent expense categorisation and personalised financial insights. The application distinguishes between fixed and variable expenses using algorithmic analysis and provides tailored savings recommendations based on user spending patterns over 90 days. Unlike existing solutions that offer generic financial advice, this system analyses individual spending behaviour to detect anomalies and provide dynamic, evolving financial guidance. The app employs an iterative and incremental development methodology, ensuring continuous improvement based on user feedback. Key features include automated expense categorisation, visual representation of financial flows, balance tracking, and personalised savings advice. The system addresses significant gaps in current personal finance applications by providing intelligent analysis rather than simple expense tracking, ultimately empowering users to make more informed financial decisions and develop healthier spending habits. A usability evaluation involving 35 participants was conducted. The results demonstrate that 71.4% of respondents agreed that the financial insights helped guide their financial decision-making. In terms of personal finance habits, 74.3% of users reported that the app encouraged them to manage their finances more effectively, pointing to the usefulness of budget planning and savings recommendations. The strongest validation was observed in income and expense tracking, where 82.8% of respondents confirmed that the feature was efficient and reliable in monitoring their daily financial activities.

Keywords: Expense categorisation, Financial behaviour, Financial literacy, Financial visualisation, Spending pattern analysis.

INTRODUCTION

In today's rapidly evolving digital economy, effective personal finance management has emerged as a fundamental life skill. The proliferation of mobile technology has created unprecedented opportunities to develop sophisticated yet accessible financial management solutions that seamlessly integrate into users' daily lives. Mobile financial management applications have become essential tools for promoting financial inclusion and literacy, offering users convenient methods to handle their money effectively.

However, despite the growing number of personal finance applications, many fail to meet the sophisticated needs of modern users. Most existing applications treat financial management as a one-size-fits-all approach, offering generic advice that fails to account for individual spending patterns, financial goals, or unique circumstances. This approach often results in recommendations that may be irrelevant or counterproductive to users' actual financial situations.

Current personal finance management applications present several critical limitations. Most existing applications lack the intelligence necessary to analyse spending patterns comprehensively or provide truly personalised recommendations. A significant shortcoming is the failure to differentiate between fixed, essential costs, such as rent and loan payments, and variable, discretionary expenses, such as entertainment or dining out (Shaikh et al., 2022).

Furthermore, current applications rarely account for abnormal spending behaviours, typically offering static, one-size-fits-all financial recommendations that fail to adapt to changing circumstances (Mijić & Čebić, 2023). Users require more sophisticated systems capable of intelligently recognising patterns and providing dynamic insights on effective financial habit adjustment.

LITERATURE REVIEW

The rise of mobile financial technologies has had a profound impact on how individuals manage their finances. These mobile apps now provide users with instant access to a range of financial tools, from budgeting and expense monitoring to more advanced financial planning, making it easier for users to make better-informed financial decisions. This literature review highlights key research across several areas: the influence of mobile financial services on financial behaviour, theoretical models of user acceptance and technology adoption, and the features of personal finance apps currently available. Additionally, the review explores the role of regional and cultural factors, particularly in Malaysia, in shaping adoption trends, and provides a comparative evaluation of leading applications available today. Together, these studies shed light on the evolving landscape of mobile finance management and offer valuable insights for future innovation and user-focused design.

Extensive research has focused on the role of mobile apps in influencing financial decision-making. Carlin et al. (2022) found that mobile applications, by reducing barriers to accessing personal financial data, significantly improved user behaviour, resulting in fewer overdraft fees and better financial management. This underscores how mobile apps, by providing real-time financial insights, can empower users to make more informed and practical financial choices.

Shaikh et al. (2022) conducted an in-depth review of mobile financial services and identified key drivers of adoption, including perceived utility, ease of use, and trustworthiness. Their framework offers essential guidance for developing mobile apps that are both user-friendly and tailored to meet the needs of everyday consumers.

The acceptance of mobile personal finance apps has been analysed through various theoretical lenses. Mijić and Čebić (2023) utilised the UTAUT2 model to identify crucial factors influencing adoption, including performance expectancy, effort expectancy, and social influence. These factors are essential for designing apps that meet user expectations, fostering higher satisfaction and greater engagement.

Torno et al. (2021) developed a detailed classification system for mobile finance apps, grouping them based on core functionalities such as budgeting, expense tracking, and investment management. This categorisation offers a valuable framework for understanding existing app features and identifying gaps that could be addressed in future developments.

Leading applications in the market include YNAB, which stands out for its rules-based budgeting system and PocketGuard, which simplifies budget management by automatically categorising recurring expenses and distinguishing between fixed and variable costs (Forbes Advisor, 2024). However, both apps face challenges such as steep learning curves or reliance on precise categorisation to function optimally.

In addressing the research gaps identified in previous work, the My Money Manager Mobile App goes beyond basic expense tracking by offering personalised financial insights and detecting spending anomalies based on users' financial activities and behaviours. This results in generic recommendations for reducing the likelihood of overspending, debt accumulation, and financial stress. Unlike traditional methods and previous approaches to supporting technology adoption, categorisation, and feature analysis, the app fills a critical gap for individuals who need comprehensive yet simple financial management tools, automating financial analysis and providing insightful visualisations. It is also worth noting that the 90-day analysis feature provides actionable insights to optimise future spending and savings strategies, supporting long-term financial decisions.

PROJECT SIGNIFICANCE

The My Money Manager Mobile App represents a meaningful contribution to the field of digital personal finance tools by addressing key limitations in existing solutions. The application introduces advanced, user-friendly features that promote informed financial decision-making, financial literacy, and long-term planning across four key areas.

The application provides intelligent financial analysis beyond basic expense tracking, differentiating between fixed and variable expenses, detecting spending anomalies, and offering personalised, evolving financial insights. This represents a substantial advancement over existing solutions that provide generic recommendations. The application significantly impacts financial literacy by making sophisticated financial analysis accessible to a broad user base. By providing clear, actionable advice and real-time updates, it reduces the likelihood of overspending, debt accumulation, and financial stress.

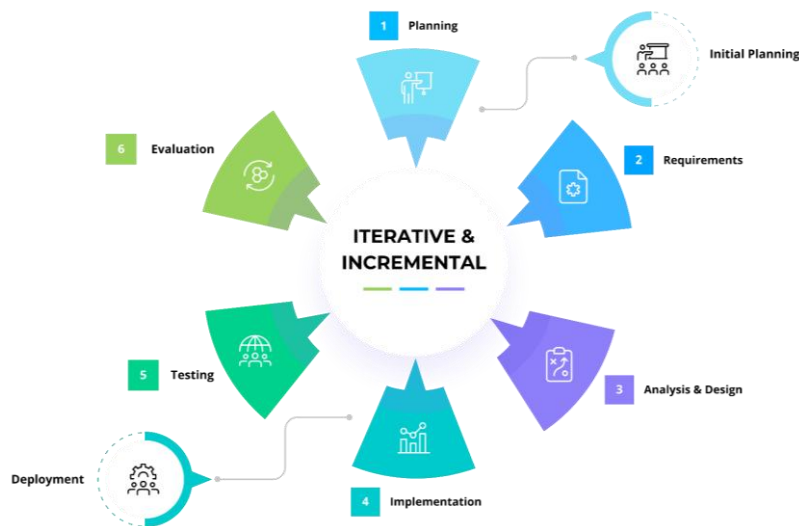
In an increasingly digital financial landscape, the application fills a critical gap for individuals needing comprehensive yet simple financial management tools. Unlike traditional methods, it automates financial analysis and provides insightful visualisations. The application's ability to review financial trends over time supports strategic long-term financial planning. The 90-day analysis feature provides actionable insights to optimise future spending and savings strategies.

METHODOLOGY

This research employed an iterative and incremental development methodology, following the principles of agile software development. The methodology was selected for its proven effectiveness in mobile application development projects, as demonstrated by Abrahamsson et al. (2017), and for its alignment with user-centred design principles advocated by Norman (2013).

Figure 1

Iterative and Incremental Approach Methodology



The iterative and incremental approach ensures continuous improvement through user feedback integration, risk mitigation through early testing, and adaptive development that responds to changing requirements. This methodology is particularly suitable for mobile applications where user experience and functionality must be refined through multiple iterations based on real-world usage patterns.

Development Approach

The methodology incorporates cycles of planning, design, development, testing, and deployment, with each cycle building upon previous stages to refine features, address challenges, and prioritise improvements. This approach follows the principles of agile development and has been successfully applied in mobile application development contexts (Abrahamsson et al., 2017).

Phase 1: Initiation and Research

Comprehensive understanding of user needs through market research, user persona creation, and user story development. This phase employed user-centred design principles as advocated by Norman (2013) and utilised market research methodologies described by Kotler and Keller (2016). Deliverables include research findings, user personas, and prioritised feature lists based on real-world needs.

Phase 2: Planning and Roadmap Development

Clear objective establishment, timeline definition, and resource allocation following project management best practices outlined by PMI (2017). Detailed roadmap creation with key milestones, feature backlog prioritisation, and sprint planning for meaningful updates, utilising agile planning techniques.

Phase 3: Design and Prototyping

Translation of conceptual ideas into tangible interfaces using design thinking methodology. UI/UX wireframe development, user flow diagrams, interactive prototype creation, and backend architecture planning with secure data storage solutions. This phase incorporated mobile-first design principles and responsive design methodologies.

Phase 4: Development Iterations

Iterative sprints focusing on specific feature sets, following Scrum methodology principles (Schwaber & Sutherland, 2020). Initial development of core features followed by complex functionalities, backend development for data storage and security, and visual component implementation using Android development best practices (Meier, 2018).

Phase 5: Testing and Quality Assurance

Comprehensive testing for reliability and user experience, and incorporating testing methodologies. Unit and integration testing, usability testing with user groups following Nielsen's principles (Nielsen, 2012), performance testing across devices, and systematic user feedback collection.

Phase 6: Deployment and Maintenance

Public availability through QR Code that links to Google Drive .apk file, post-launch monitoring through analytics, user feedback collection systems, and comprehensive documentation following software deployment best practices.

DESIGN AND DEVELOPMENT

The design and development phase focused on creating an intuitive, user-friendly interface that addresses the identified gaps in existing personal finance management applications. The application architecture follows the Model-View-Controller (MVC) pattern, ensuring separation of concerns and maintainability.

User Interface Design

The user interface design prioritises simplicity, clarity, and efficiency, following material design principles for Android applications (Google, 2021). The interface components are organised into distinct functional areas, each serving specific user needs and workflows.

Figure 2

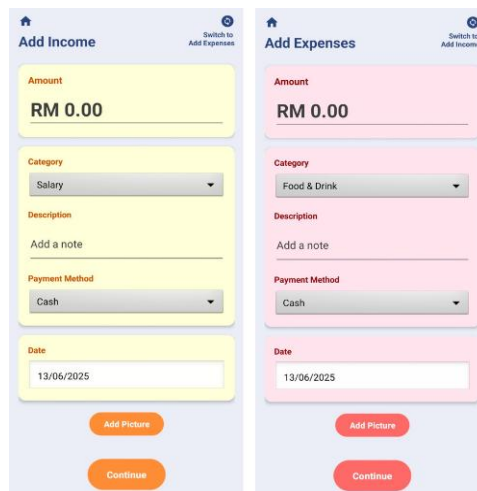
Home Screen / Dashboard Interface



The Home Screen or Dashboard Interface (Figure 2) serves as the central hub of the application, providing users with immediate access to their financial overview. The interface features a clean, minimalist design with key financial metrics prominently displayed at the top, including current balance, monthly income, and expenses. Quick action buttons enable rapid access to core functions such as adding income, recording expenses, and setting budgets. The recent transactions section provides a chronological view of the latest financial activities, enabling users to review their spending patterns quickly.

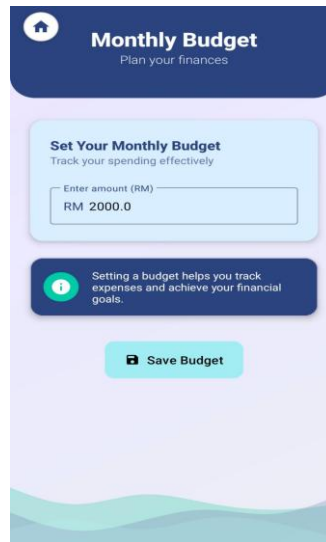
Figure 3

Add Income / Expenses Interface



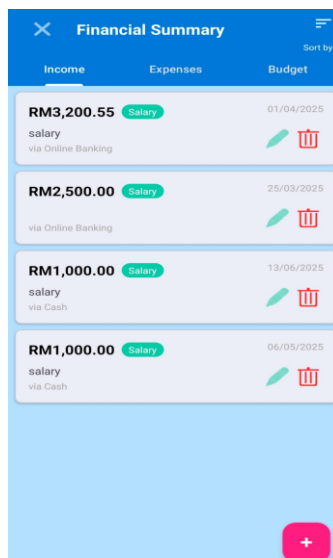
The Add Income and Add Expense Interfaces (Figure 3) are designed for efficient data entry with streamlined forms featuring intuitive field layouts. Each interface includes an amount input with numerical keypad optimisation, category selection with predefined options and custom category creation, date selection with calendar integration, and optional note fields for additional context. The forms incorporate real-time validation to ensure data accuracy and provide immediate feedback to users as they enter data.

Figure 4
Budget Planning Interface



The Monthly Budget Interface (Figure 4) provides comprehensive budget management capabilities through visual progress indicators for each spending category. Users can set spending limits for different categories, view real-time budget utilisation via colour-coded progress bars, and receive alerts when approaching budget limits. The interface includes comparative analysis features that show budget performance over time and provide recommendations for budget adjustments based on spending patterns.

Figure 5
Financial Summary Interface

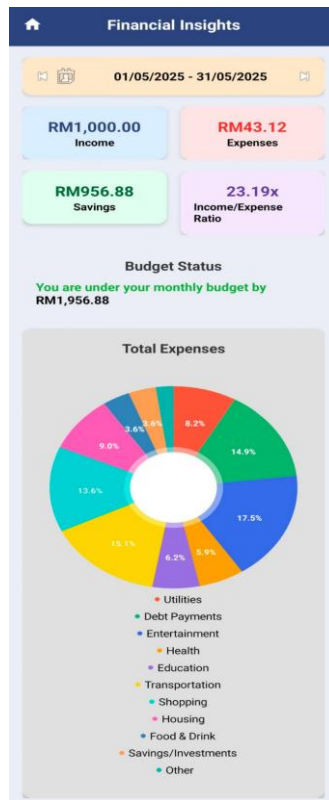


The Financial Summary Interface (Figure 5) provides a clear, organised overview of income, expenses, and budget entries, organised into three tabs for easy navigation. Each entry is displayed in card format, with key details such as amount, category, payment method, and date, along with icons for editing or deleting. Users can sort entries by month, year, or both, with customizable filter options. A detailed pop-

up shows complete transaction information and any attached images. This interface provides users with an intuitive and efficient way to manage and review their financial data.

Figure 6

Financial Insights Interface



The Financial Insights Interface (Figure 6) transforms raw financial data into actionable intelligence through interactive charts and graphs. The screen features spending pattern analysis with categorical breakdowns, trend analysis showing spending patterns over time, anomaly detection highlighting unusual spending behaviours, and personalised recommendations based on individual financial patterns. The visualisation components utilise responsive design principles to ensure optimal viewing across different device sizes.

Financial Insights Calculation

The Financial Insights Interface implements several key calculations to provide users with meaningful financial analysis. All calculations are performed monthly, with data filtered by the selected month and year via the interactive calendar component.

Core Financial Metrics

The application calculates five primary financial metrics for the selected month:

Monthly Income Calculation:

$$\text{Monthly Income} = \Sigma(\text{all income entries for selected month})$$

Monthly Expenses Calculation:

$$\text{Monthly Expenses} = \Sigma(\text{all expense entries for selected month})$$

Monthly Savings Calculation:

$$\text{Monthly Savings} = \text{Monthly Income} - \text{Monthly Expenses}$$

Income/Expense Ratio Calculation:

$$\text{Income/Expense Ratio} = \text{Monthly Income} \div \text{Monthly Expenses}$$

Budget Status Calculation:

$$\text{Budget Status} = \text{Monthly Budget} - \text{Monthly Expenses}$$

Expense Distribution Analysis

The pie chart visualisation displays expense distribution by category for the selected month:

Category Expense Calculation:

$$\text{Category Expense} = \Sigma(\text{all expenses for specific category in selected month})$$

Category Percentage Calculation:

$$\text{Category Percentage} = (\text{Category Expense} \div \text{Monthly Expenses}) \times 100$$

The interactive calendar component allows users to navigate between different months and years, with all calculations automatically updating based on the selected time period. Users can navigate using the arrow keys to select adjacent months or select specific months and years directly in the calendar interface. This dynamic approach ensures that financial insights remain contextually relevant to the user's selected timeframe, enabling comprehensive month-by-month financial analysis.

RESULTS

This section presents the key findings from the user evaluation of My Money Manager, focusing on four main dimensions: App Experience, Perceived Ease of Use, Perceived Usefulness, and Perceived Acceptance. Data was collected using Likert-scale questionnaires from participants who tested the app's core features and interface. The aim was to understand how users perceive the application's design, functionality, and impact on their financial management routines.

Data collection involved 35 participants interacting with the My Money Manager application and subsequently completing questionnaires that measured their experience across multiple dimensions. The evaluation utilised a structured approach with standardised response options ranging from "Strongly Disagree" to "Strongly Agree" on a six-point Likert scale. This methodology enabled quantitative analysis of user perceptions while providing insights into specific areas of strength and opportunities for enhancement.

Figure 7

What Do You Think About the App Experience?

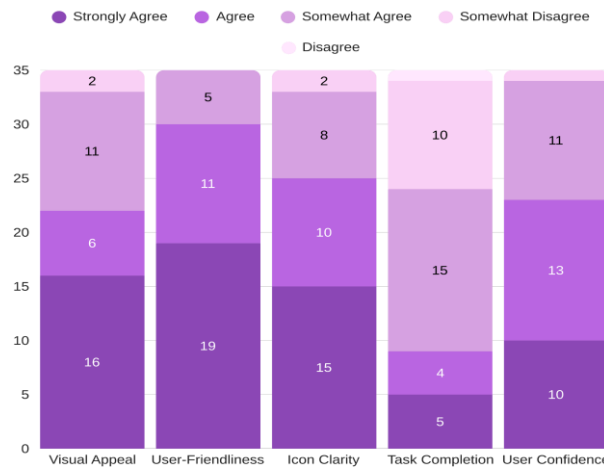


Figure 7 is based on the question that explores users' first impressions and general experience with the app, focusing on interface design, usability, and confidence during use. Most participants responded positively to the visual appeal, with many selecting Strongly Agree or Somewhat Agree, indicating that the design is well received. Likewise, most users found the app user-friendly, with straightforward navigation and a cohesive interface. The icons and buttons were also rated as intuitive, although a small portion of users felt certain symbols could be improved for clarity. However, the ability to complete tasks without help showed a more mixed response. While many felt confident, a noticeable portion needed assistance, suggesting a need for improved onboarding or help features. Overall, users expressed confidence while using the app, though a few indicated uncertainty in specific parts of the interface.

Figure 8

Perceived Ease of Use

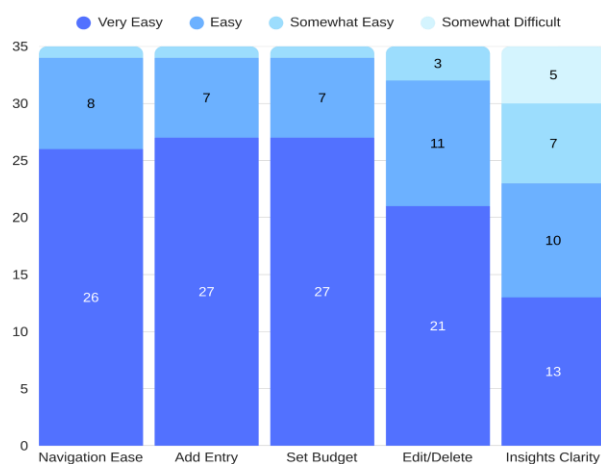


Figure 8 is based on the question that assesses how easy it was for users to perform key tasks within the app, such as navigation, adding transactions, editing entries, and understanding financial insights. Most users reported that navigating the home screen and dashboard was Very Easy or Easy, reflecting an intuitive layout. Adding income or expense entries also scored highly in ease of use, affirming that the form design and category selection process were user-friendly. Setting a monthly budget was similarly

straightforward for most users, though a few suggested minor improvements to guide users through this feature. Editing or deleting entries was generally manageable, though responses indicated that better visibility or interaction design could further streamline the process. The most variation appeared in responses to viewing and interpreting financial insights. While many found it easy, some users struggled to understand charts and data, suggesting a need for clearer visualisations or explanatory features. Table 1 summarises the collected responses, with a focus on Perceived Ease of Use.

Table 1
Responses on Perceived Ease of Use

Statement	Options	Percentage (%)
How easy was it to navigate the home page or the dashboard?	Strongly Agree	77.1
	Agree	20.0
	Somewhat Agree	2.9
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
How easy was it to add an income/expense entry?	Strongly Agree	77.1
	Agree	20.0
	Somewhat Agree	2.9
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
How easy was it to set your monthly budget?	Strongly Agree	77.1
	Agree	20.0
	Somewhat Agree	2.9
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
How easy was it to edit/delete an entry?	Strongly Agree	60.0
	Agree	31.4

	Somewhat Agree	8.6
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
How easy was it to view and understand the financial insights?	Strongly Agree	37.1
	Agree	28.6
	Somewhat Agree	20.0
	Somewhat Disagree	14.3
	Disagree	0.0
	Strongly Disagree	0.0

Figure 9
Perceived Usefulness

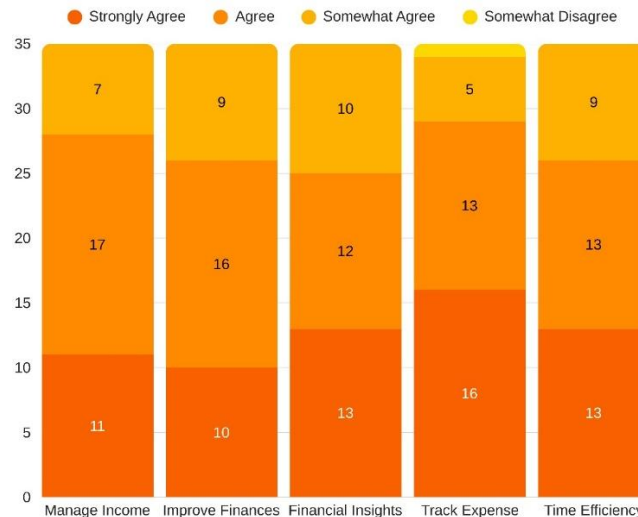


Figure 9 illustrates how respondents evaluated the usefulness of the My Money Manager application in supporting their financial activities. The results highlight three main features: financial insights, improved personal finance habits, and income and expense tracking. Most respondents (37.1% strongly agreed, 34.3% agreed) indicated that the financial insights helped guide their financial decision-making. However, 28.6% marked 'somewhat agree,' suggesting that the clarity or depth of the charts and data could be improved. In terms of personal finance habits, 74.3% of users (28.6% strongly agreed, 45.7% agreed) reported that the app encouraged them to manage their finances more effectively, pointing to the usefulness of budget planning and savings recommendations. The strongest validation was observed in income and expense tracking, where 82.8% of respondents (45.7% strongly agreed, 37.1% agreed) confirmed that the feature was efficient and reliable in monitoring their daily financial activities. Collectively, these findings

show that while tracking and habit-building functions were highly valued, financial insights received more mixed responses, highlighting an important area for future refinement. Table 2 summarises the collected responses, with a focus on Perceived Usefulness.

Table 2

Responses on Perceived Usefulness

Statement	Options	Percentage (%)
The app helps in managing my income and expenses more effectively.	Strongly Agree	31.4
	Agree	48.6
	Somewhat Agree	20.0
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
The app improves the way I handle my personal finances.	Strongly Agree	28.6
	Agree	45.7
	Somewhat Agree	25.7
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
The app provides valuable financial insights that help in making better financial decisions.	Strongly Agree	37.1
	Agree	34.3
	Somewhat Agree	28.6
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0
I can easily track my income and expenses using this app.	Strongly Agree	45.7
	Agree	37.1
	Somewhat Agree	14.3
	Somewhat Disagree	2.9

The app helps reduce the time I spend managing financial matters.	Disagree	0.0
	Strongly Disagree	0.0
	Strongly Agree	37.1
	Agree	37.1
	Somewhat Agree	25.7
	Somewhat Disagree	0.0
	Disagree	0.0
	Strongly Disagree	0.0

Figure 10
Perceived Acceptance

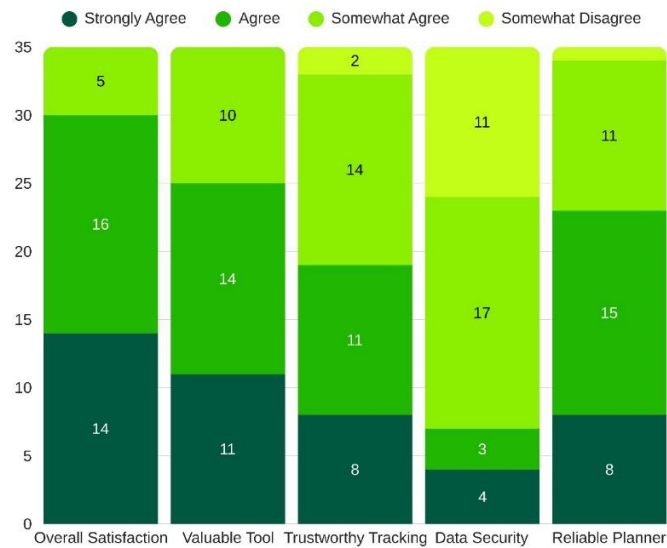


Figure 10 is based on a question that assesses broader sentiments regarding satisfaction, trust, and the app's perceived reliability. Most users expressed satisfaction with the overall experience and acknowledged the app as a valuable personal finance tool. However, responses regarding trust in accuracy and data security were more varied. While a majority trusted the app's tracking capabilities, some expressed mild concern, suggesting that features such as verification, data logs, or better feedback mechanisms could enhance transparency. Similarly, although many users believed their financial data was secure, a significant portion selected Somewhat Agree or Somewhat Disagree, highlighting security as a potential area for improvement. Lastly, the app was generally seen as reliable for planning and tracking finances, though strengthening certain features and reinforcing stability could increase user confidence in long-term usage.

These results collectively provide a clear picture of My Money Manager's current performance and user perception. While overall feedback is encouraging, particularly in areas like usability, tracking, and

satisfaction, the results also reveal actionable insights for refining the user interface and onboarding experience, as well as enhancing trust-related aspects such as data security and the clarity of insights.

RESULTS

App Experience

Referring to Figure 7, the evaluation of overall app experience revealed generally positive responses across several interface and usability measures. Visual appeal stood out as a strong point, with 16 users (45.7%) strongly agreeing, 6 (17.1%) agreeing, and 11 (31.4%) somewhat agreeing that the layout was visually attractive. Only two users (5.7%) marked 'disagree,' suggesting that while many respondents appreciated the design, a considerable group found the appearance less appealing, indicating a degree of polarisation in design preferences.

User-friendliness received strong support: 19 users (54.3%) strongly agreed, and 11 users (31.4%) agreed that the app was easy to use, while five users marked somewhat agree, for a 100% positive response rate overall. This confirms that the navigation, layout, and overall interface flow were intuitive to most participants. The clarity of icons and buttons also showed favourable outcomes, with 15 users (42.9%) strongly agreeing and 10 users (28.6%) agreeing that these interface elements were straightforward to understand.

The most mixed responses concerned task completion independence. Only five users (14.3%) strongly agreed that they could complete tasks without help; 4 users agreed; 15 users (42.9%) marked somewhat agree; and 10 users marked somewhat disagree. Only one user marked disagree on task completion independence. This pattern indicates that while most users could eventually complete tasks, a substantial number required guidance, pointing to possible gaps in onboarding or contextual support.

User confidence in using the application was moderate to strong. A total of 10 users (28.6%) strongly agreed, 13 users (37.1%) agreed, and 11 users (31.4%) marked somewhat agree that they felt confident using the app. Only one user disagreed on this. These results suggest that although many respondents felt assured in navigating and interacting with the app, further improvements to interface clarity and in-app guidance could help build greater confidence across all users.

Perceived Ease of Use

As shown in Figure 8, the ease-of-use evaluation demonstrated exceptional performance across core functionalities. Navigation of the home page and dashboard received outstanding ratings: 26 users (74.3%) strongly agreed, eight users (22.9%) agreed, and one user marked it as somewhat easy. This outcome demonstrated 100% positive responses on the ease of navigation. This indicates highly successful information architecture and navigation design.

Similarly, adding income and expense entries received identical positive ratings: 27 users (77.1%) marked strongly agree, and seven users (20%) agreed. In contrast, one user marked somewhat agree, confirming that the data entry process is intuitive and efficient. The budget-setting feature also received high ratings: 27 users (77.1%) marked "strongly agree," 7 (20%) agreed, and 1 marked "somewhat agree," suggesting consistent design quality across core financial management functions.

Editing and deleting entries showed slightly lower but still strong performance: 21 users (60%) strongly agreed, and 11 users (31.4%) agreed that performing edits and updates was easy, with three users marking them somewhat easy, for a 100% positive response rate. While still highly positive, this slight decrease suggests minor friction in the editing workflow that could be refined.

The most significant variation occurred in viewing and understanding financial insights, where 13 users (37.1%) strongly agreed it was easy, 10 users (28.6%) agreed, and seven users (20%) marked somewhat agree. That said, five users (14.3%) found it somewhat challenging. This represents the lowest performance in the ease-of-use category, indicating that data visualisation and insight presentation require enhancement to improve insight clarity.

Perceived Usefulness

Referring to Figure 9, the usefulness evaluation revealed strong validation of the application's core value proposition. Management of income and expenses received robust endorsement, with 11 users (31.4%) strongly agreeing, 17 users (48.6%) agreeing, and seven users (20%) somewhat agreeing that the app helped manage finances more effectively, for a 100% positive response rate.

Personal finance habit improvement showed similarly strong results, with 10 users (28.6%) strongly agreeing, 16 users (45.7%) agreeing. Nine users (25.7%) marked 'somewhat agree' that the app improved their financial management approach, resulting in a 100% positive response, indicating a meaningful perceived impact on user behaviour and financial practices.

Financial insights' usefulness received positive but more varied responses, with 13 users (37.1%) strongly agreeing, 12 users (34.3%) agreeing, and 10 users (28.6%) marking somewhat agree that insights were helpful in decision-making, suggesting that while insights are generally valued, their presentation or depth could be enhanced to maximise utility.

Income and expense tracking capability received the highest ratings in this category, with 16 users (45.7%) strongly agreeing, 13 (37.1%) agreeing, and 5 (14.3%) somewhat agreeing that it was easy to track finances. Time savings in financial management showed strong results: 13 users (37.1%) strongly agreed, 13 (37.1%) agreed, and 9 (25.7%) somewhat agreed that the app reduced time spent on financial tasks, yielding 100% positive responses in this area.

Perceived Acceptance

Referring to Figure 10, the acceptance evaluation revealed mixed results with both strengths and areas requiring attention. Overall satisfaction was high, with 14 users (40%) strongly agreeing, 16 (45.7%) agreeing, and 5 (14.3%) somewhat agreeing that they were satisfied with the experience, resulting in 100% positive responses and indicating a successful overall user experience.

Users strongly validated the application's value proposition, with 11 users (31.4%) strongly agreeing, 14 users (40%) agreeing, and 10 users (28.6%) marking somewhat agree that it was a valuable personal financial tool, resulting in a 100% positive response that confirms market fit and user-need fulfilment.

However, trust in accuracy revealed more concerning patterns: 8 users (22.9%) strongly agreed, 11 users (31.4%) agreed, and 14 users (40%) somewhat agreed that they trusted the app's accuracy in tracking

financial data. That said, two users (5.7%) marked 'somewhat disagree' on this aspect. This distribution suggests moderate confidence levels that could benefit from enhanced security or verification features.

The most significant concern emerged in perceptions of data security. Only four users (11.4%) strongly agreed, 3 (8.6%) agreed, and 17 (48.6%) somewhat agreed that their financial data was safe and secure. However, 11 users (31.4%) marked 'somewhat disagree,' indicating a critical area requiring immediate attention through enhanced security features, clearer privacy policies, or improved communication about data protection measures. Reliability for financial planning and tracking showed satisfactory results, with eight users (22.9%) strongly agreeing, 15 users (42.9%) agreeing, and 11 users (31.4%) somewhat agreeing, for a 99.97% positive response rate.

DISCUSSION AND IMPLICATIONS

The evaluation results paint a picture of an application with strong foundational capabilities but specific areas requiring improvement. The exceptionally positive responses regarding the ease of use of core functions (navigation, data entry, budget setting) demonstrate successful user experience design for primary workflows. However, the mixed results in task completion independence and the challenges with financial insight comprehension suggest opportunities for enhanced user guidance and data visualisation.

The strong results of the usefulness dimension validate the application's market fit and core value proposition. Users clearly perceive benefits in financial management efficiency and habit improvement. However, the moderate responses to insight usefulness indicate potential for enhanced analytical features or improved presentation of financial intelligence.

The acceptance dimension reveals the most critical areas for improvement. While satisfaction and perceived value are intense, the concerning results for data security confidence and moderate trust levels represent significant barriers to long-term adoption and user retention. These findings suggest prioritising security communication, implementing additional verification features, and enhancing transparency in data-handling practices.

Based on these findings, several strategic improvements are recommended:

1. **Enhanced Onboarding:** Address the task completion independence concerns through comprehensive onboarding tutorials and contextual help features.
2. **Improved Data Visualisation:** Redesign the financial insights presentation to enhance user comprehension and utility.
3. **Security Communication:** Implement clearer security messaging, privacy policy accessibility, and potentially additional verification features to build user confidence.
4. **Trust-Building Features:** Consider implementing data logs, verification mechanisms, or feedback systems to enhance transparency and trust.
5. **Consistency Optimisation:** While core functions perform well, ensure consistent design quality across all features, particularly in editing workflows.

CONCLUSION

The My Money Manager Mobile App marks a notable leap forward in personal finance management technology, filling crucial gaps in existing tools with its intelligent expense categorisation and tailored financial insights. By distinguishing between fixed and variable costs, identifying unusual spending

patterns, and providing ongoing financial advice, the app enables users to make more strategic, adaptable financial decisions.

Through its iterative, user-centred development process, the app has the potential to continuously improve in response to user input and evolving needs. Its mobile-first design ensures that even complex financial analysis is easily accessible to a wide range of users. With the potential to enhance financial literacy, foster long-term financial planning, and encourage healthier financial habits, the app is a powerful resource for individuals seeking to take control of their finances. The impact of this project extends beyond individual use, contributing to broader goals of financial inclusion and education while also pushing the boundaries of mobile financial management technology. As it continues to evolve with user feedback and technological advances, the app has the potential to redefine the standards for innovative, personalised financial management tools.

The evaluation demonstrates a solid foundation with strong performance in core functionality and user satisfaction. The application successfully delivers on its primary value proposition: simplifying financial management and improving users' financial habits. However, the results also highlight some limitations and potential improvements in specific areas, particularly in user guidance, insight presentation, and security confidence, which require attention to optimise the user experience and drive long-term adoption. As discussed in the previous section, these findings provide a clear roadmap for prioritising development efforts to enhance the application's overall effectiveness and user acceptance.

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