

Finanzguru

Finances magically simple: Finanzguru app on the road to success also thanks to usability optimizations

The Finanzguru app promises its users help with the management of bank accounts and shows them how they can save money based on their individual account transactions. With the help of usability optimizations, the team of Finanzguru ensures that the app is easy to use and instils trust.

Most people are familiar with it: An unnecessary insurance policy's termination is long overdue or the seemingly endless search for a more favourable electricity tariff. In everyday life, there is often a shortage of time, sometimes even a lack of an overview of running costs. Finanzguru is an app that analyzes personal finances based on the transactions on the current account and shows savings potential. Developed by startup dwins, the app is available for free download for Android and iOS.



Figure 1: Test person interacts with an app during the process of a usability study.

Usability optimization for apps

- Only apps that are easy to understand and use will reach the user. The small screen and the touch controls, however, present a special challenge. Usability tests show problems and possibilities for optimisation during user interactions.
- The use of eye-tracking in usability tests shows the distribution of the visual attention of the users. Problems often only become visible in this way.

The dwins team is working on the further development of the app. New functions are constantly being added to the range of services. For example, an electricity tariff check has been integrated into the app to check how much money can be saved by changing electricity providers.

For an app that is to be newly established on the market, user acceptance is of fundamental importance. Especially in a delicate area such as personal finances, the trust of the users must be gained.

The app has attracted a lot of interest from investors, especially in the show „Die Höhle der Löwen“. As one of the already technically best Fintech apps, the Finanzguru app will further adapt to the needs of its users through usability optimizations. An outstanding user experience for all users is the goal!



Figure 2: Heatmap with gaze data of 10 testers on one page in the Finanzguru app.

Usability optimization for more trust and enjoyment

Good usability does not only allow a good introduction for new users and the discovery of as many features as possible. It also stands for

seriousness and reliability, which is particularly important in the financial sector.

That is why the Finanzguru app and its electricity tariff check was closely examined by EYEVIDO with ten test users. EYEVIDO is a tech startup whose cloud software enables uncomplicated user-testing with eye-tracking. The ten user testers were between 21 and 45 years old and tested the app by performing several tasks. They first had to find saving advices in the app and then go through the process of switching their electricity providers.

The software EYEVIDO Lab was used to record not only the screen content but also the gaze and touch data of the test users. EYEVIDO Lab displayed the app on a tablet in a simulated a smartphone. Interaction was performed with touch and swipe gestures (see figure 1). If a page of the app is scrolled, the software creates an extended stiched screenshot. If several testers visited the same page of the app, the data of all users is displayed on one screenshot. The user data can therefore be visualized and evaluated very efficiently. (see figure 2).

Eye-tracking reveals design weakness in electricity tariff comparison

The usability test for the Finanzguru app revealed that most of the testers were able to navigate the app. However, not everyone was able to complete the assigned tasks and the optimization potential of the app became clear.

For example, six test subjects had difficulty recognizing that one side of the Finanzguru app had to be scroll sideways to find all the information. At this point, the user of the app finds himself on a long, scrollable page at his electricity rate. In the lower third of the page, the app displays a comparison with the existing electricity contract - including potential savings. To see the different tariffs, it was necessary to scroll sideways at this point. In the design, this was visualized by the next tile which extends minimally into the right-hand border with the next tariff. Obviously, this visual incentive was

not enough for some testers to recognize the tile functionality at this point. In the recorded eye-tracking data it became clear that the test persons hardly noticed this area.

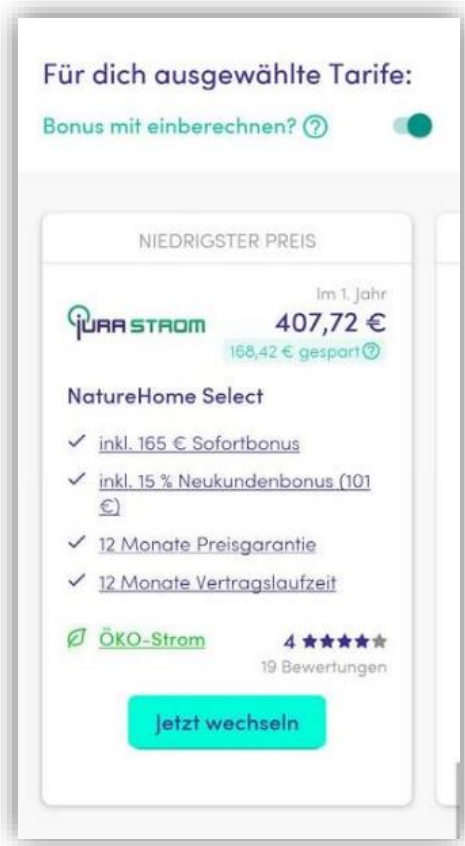


Figure 3: Sideways scrollable tiles in the Finanzguru app. The next tile can be recognized by the right border of the screen.

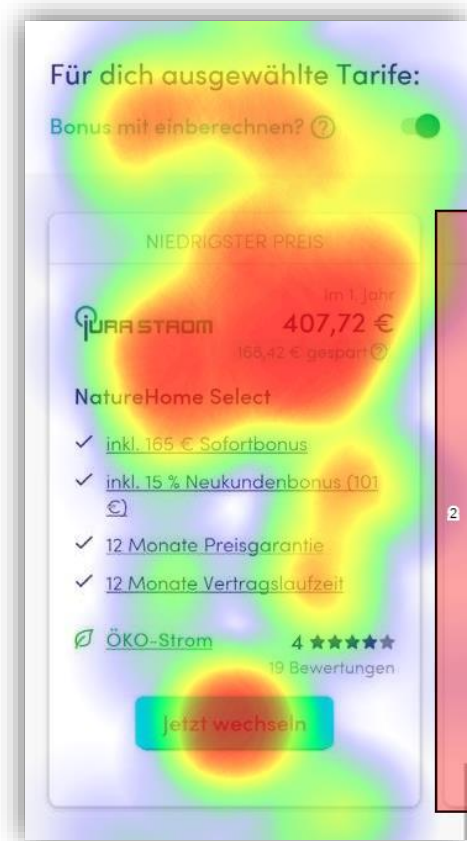


Figure 4: Heatmap with gaze data of 10 test users. Marked in red: the hardly noticed area with the sideways scrollable tiles.

The recommendation to make this area more visually striking and to avoid the combination of vertical and horizontal scrolling on one page was passed on to the finance guru team.

By finding and consistently fixing such usability problems, the app has the chance to compete at the highest level not only technically but also in terms of good usability.