



# Case Study



Egypt’s first app-only personal finance and money management platform.

Industry

FinTech

Services Offered

Native iOS and Android App Development.

Core Technologies Used

iOS: Swift, Xcode, Backend: Java, Database: MongoDB, Admin: HTML 5, CSS, Angular

Country

Egypt

Project Duration

6+ months

# Monie Partners with **Day One** to Develop a Smart, Simple, and Secure Money Management App for Egypt and MENA Countries

FinTech mobile apps are transforming the way we think about our financial objectives and engage with financial institutions. A financial application isn't always the most interesting to use—it may be cold, boring, and corporate.

While regulatory requirements generally dictate how financial applications should operate, there are ways to make the experience more enjoyable and hassle-free for customers while still being professional and simple to use. Instead of following the drab status quo approach, financial applications may provide a delightful and exciting user experience with the right context.

With Monie—a money management app designed to bring a new way of banking with a touch of the future. The Monie app helps you take control of all your financial transactions with a single account for budgeting, spending, and sending.

Day One designed an expense management app that functions as a simple money tracker for users to monitor, maintain and stay on top of their budget and expenses.



### Manage Your Finances

Monie allows you to be on top of your money, giving you an in-depth look at your spending behavior. See exactly how much you spend on categories like food, transportation, bills, etc.



### Smart, Simple & Secure

The security of your money and personal information is our highest priority, we use advanced technologies and processes to protect you against any fraudulent activities



### Send & Receive Payments Instantly

Make instant, real-time money transfers within Monie users completely free using the app.



### Get Instant Notifications

Get an immediate notification after any transaction in or out, to stay updated about your balance in real-time.



# Understand the Client, Challenges, and Goals

A finance app that aims to help people make smart decisions, it lacks actionable points for the users to improve their habits by providing features like budgeting. With 67 percent of the population unbanked and reliant only on cash transactions, traditional banking in Egypt is time-consuming, cumbersome, and lacking in digital capability.

With a 110 percent penetration rate for mobile technology, there is a growing demand for financial inclusion. At least 12 Egyptian banks have already integrated mobile wallets into their systems, indicating that mobile banking is rapidly displacing traditional banking.

New government regulations for digital payment services and financial inclusion present opportunities for Monie, as existing nationalized banks may take up to 5 years to fully digitize due to a lack of infrastructure and technology.

The existing product did not help consumers to manage their daily finances effectively and did not provide the necessary insights for consumers to understand their spending patterns, track expenses or even perform budgeting. As a result, Monie has the advantage of being an app-only personal finance and money management platform. Further, Egypt's population is youthful, with 65 percent of the population under 35 years old, and eager to embrace smart digital change in money management and transportation.

Day One has profound experience in designing and developing secure, robust, user-friendly, regulated FinTech apps for International clients. We were on board as their technology partner to develop Egypt's first app-only personal finance and money management platform.



# Developing the Secure and Robust Finance Management App

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In general, the expense management app allows users to manage their expenses and incomes, as well as generate an extensive database for tracking financial flows or changes and obtaining complete statistics.

Day One developed a multi-platform personal finance app for iOS and Android for users to manage their expenses. The App-enabled the consumer to view spend categories, track income, and expenses, and manage monthly spending budgets as well. Interactive charts and expense reports features were developed to provide a superlative user experience to the consumer.

## Day One as a Technology Partner

Our expert R&D worked tirelessly to raise our game and enter the competitive arena, but the benefit has never been solely ours. Our success stories are made up entirely of our client's success stories, which we greatly value. Day One as a technology partner for Monie, we offered end-to-end solutions for this project. From ideation and conceptualization, mind maps, wireframes, analysis, UI designs, DB design, development, testing, integration, hosting, and launch.

## Technology Stack

We used highly advanced, yet simple technologies to develop a multi-platform mobile app for Monie. We made the mobile app more simple, smart, secure, reliable, and capable of increasing user engagement. The technology we used for the development of Monie includes:

- iOS: Swift, Xcode
- Backend: Node.js
- Database: MongoDB
- Admin: HTML 5, CSS, Angular

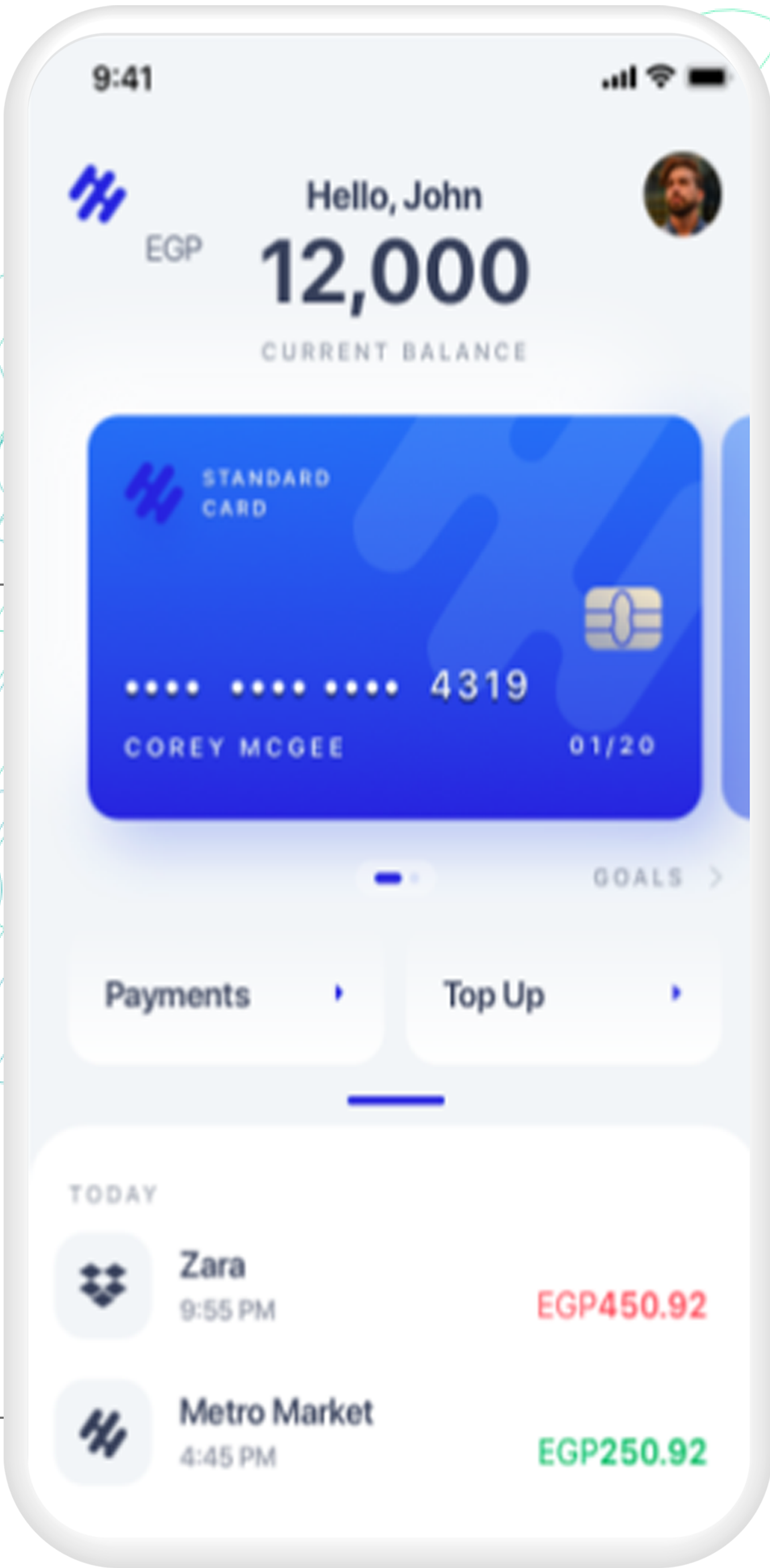


# Core Features and Functionalities

**Multi-Platform Personal Finance App:** App was developed for iOS and Android platforms for users to manage their expenses.

**Expense Tracker and Analytics:** The App enables the consumer to view spend categories, track income, and expenses, and manage monthly spending budgets as well.

**Multi-Currency Support and Joint Account Groups:** The app supported currency from multiple countries and also joint account groups where two people could view and track their account expenses.



**Feature Rich Spend Analytics:** Interactive charts and expense

**Auto Payments, Split Payments, and Bill Planner:** The app supported an auto-payment system wherein the payments were made automatically without the user having to fill in the details during every transaction. The app also enabled the user to schedule bill payments.



# The Journey So Far and the Road Ahead

Monie's mobile application development project has been an ongoing adventure. Our mobile app developers have the expertise to create mobile applications using AI technologies. With sheer customer satisfaction in mind, we are profoundly dedicated to developing highly intriguing AI-driven apps that strictly meet the business requirements and catering a wide spectrum of projects. Day One has successfully completed the first few phases of the Monie app.

## Discovery

We kick-start the discovery session to define the functionality and requirements. All parties will meet via Zoom to kick off the project. **Day One's Innovation Team** met the Monie team and conducted an in-depth review of all technical and functional requirements.

In this phase, we:

- Identify the app users
- Research the competition
- Establish the app's goals and Objectives
- Select a mobile platform for your app

## UI Design

We concentrated on building a clear visual hierarchy and call to action, as well as a status bar to highlight where customers are in the budgeting process. After conducting usability testing, we modified icons, and their arrangement, and restructured information to ensure that users understand what to do on their own.

We prefer human-centric design – keeping the user experience simple and clean. The Design phase will include 5 different stages.

- Discovery & Functionality Map
- Wireframe
- Art Direction
- UI Design & User Interface Workflow
- Design Specification for Engineering team

## FINAL SCREENS & VISUAL BRAND PERSONALITY

Monie's visual brand identity, in terms of UI design, seems like a trustworthy friend who may be thought of as a smart and supportive mentor. To maintain the app looking welcoming, yet smart and trustworthy at the same time, Day One Innovation Team chose vivid blue and green colors with rounded forms and text.