

Product Feature Roadmap: Venmo				
	Feature Name	Goal	Effort	Feature Description
P1: Must-Have	Finance Feature in Navigation Menu	Access feature	Low	Allows users to access finance management feature
	Transaction Labels	Keep track of finances	Medium	Allows users to keep track of what they are spending on
	Transaction Dollar Amounts	Keep track of finances	Medium	Allows users to keep track of how much they are spending
	Savings Dollar Amounts	Keep track of finances	Medium	Allows users to keep track of how much they are saving
	Savings Goals Checklist	Keep track of finances	High	Allows users to keep track of the goals they have to meet
	Investments	Keep track of finances	High	Allows users to keep track of their investments
	Notifications	Updates users	Medium	Notifies users when they reach their savings goals and when they are about to exceed budget
P2: Nice to have	Link Bank Accounts	Convenience	High	Links bank accounts to automatically update transactions/budget
	Rewards System	Motivation	High	Rewards users with points, trophies, and medals when they reach milestones
	Photos of Savings Goals	Motivation	High	Allows users to add photos to their savings goals checklist
	Progress Bar	Motivation	High	Allows users to keep track of how close they are to achieving financial goals
	Motivational Messages	Motivation	High	Offers users words of encouragement to keep up the good work
P3: Surprising and delightful	Link to Other Apps	Convenience	High	Links to other mobile apps, including bank, budgeting, and investments apps
	Vision Board	Motivation	High	Allows users to create a vision board with photos of their goals
	Financial Resources	Knowledge	High	Provide users with helpful resources to help them manage their finances
P4: Can come later	Financial Advice	Knowledge	High	Provide users with advice and tips on how to invest and save their money
	Streaks	Motivation	High	Allows users to keep up a weekly/monthly streak of meeting their savings goals
	Statistics About Finances	Knowledge	High	Offers users information about finances