

## Today's Financial Apps Are Inherently Flawed

When I started providing personal financial management services twenty plus years ago, I believed that in time most people would be using applications, such as Quicken, to manage their finances. Unfortunately, this did not happen since financial app users are unable to properly use these applications.

The reason is simple. The design of today's financial management applications is inherently flawed. It doesn't matter if it's Quicken, Mint, or any of the other financial apps – they all share the same failing: the quality of data is poor. This is due to the fact that users must have a firm grasp of finances and a good understanding of how the software works.

Accurate and complete data is crucial in the management of personal finances. A degree in finance and technology should not be required to successfully use personal financial applications.

Furthermore, because today's financial apps do not have the capability to make purchases, they are not used on a regular basis. Besides being sticky, HAL enables anyone, regardless of financial literacy or technical know-how, to effectively manage their personal finances.