

MoneyDNA Launches on App Store and Google Play, Bringing Behavioral Science to Personal Finance

New app identifies users' money archetype in a short quiz and delivers a personalized learning path built around behavioral change, not budgeting.



Decode your money patterns

A microlearning app that helps you build better habits by one small daily step at a time.

Download on the App Store

GET IT ON Google Play

Los Gatos, California Jun 1, 2026 (IssueWire.com) - MoneyDNA, a behavioral finance app that helps people understand why they make the financial decisions they do, is now available on iOS and Android. Rather than tracking transactions or setting spending limits, the app begins with a short quiz that identifies a user's money archetype and then builds a structured, gamified learning path tailored to that behavioral profile.

A Different Starting Point

Most personal finance apps ask users to connect a bank account and review past spending. MoneyDNA starts one layer deeper: the psychology behind the spending. The app is built on the premise that financial habits are driven by emotional patterns and ingrained behavior, not a shortage of spreadsheet skills.

How MoneyDNA Works

The MoneyDNA experience is built in three layers:

1. Discovery

A four-question behavioral quiz identifies the user's primary money archetype based on emotional tendencies and decision patterns, not income or spending history. The result includes a full archetype portrait: a description of the type's characteristic strengths, blind spots, and the psychological drivers behind its financial behavior.

2. Personalized learning

Each archetype unlocks a structured learning path across four progressive levels: Beginner, Intermediate, Advanced, and Mastery. Every level contains five lessons of three to seven minutes each, designed to build behavioral awareness in stages. A daily challenge feature delivers archetype-specific prompts between lessons to reinforce new habits.

3. Habit tracking

Periodic check-ins ask users to revisit the same behavioral questions from their original onboarding. A dedicated Habit Shift screen then compares their current responses against that baseline, giving users a concrete, personalized view of how their money mindset has shifted over time.

Six Money Archetypes

The quiz identifies one of six behavioral profiles: Emotional Spender, Anxious Saver, Thrill Seeker, Careful Planner, Generous Giver, or Money Avoider. Each archetype reflects a distinct pattern rooted in emotion and habit rather than income level, and each unlocks a learning path designed specifically for its behavioral tendencies.

Free and Premium Tiers

MoneyDNA is free to download. The free tier includes the full quiz, archetype reveal with strengths and blind spots, and the complete Beginner lesson tier. A premium subscription unlocks all four lesson levels across all six archetypes, allowing users to study personality types beyond their own.

Availability

MoneyDNA is available now in English and Spanish on the App Store and Google Play.

About MoneyDNA

MoneyDNA is a behavioral finance app designed to help people understand and shift their relationship with money. By combining psychological profiling, structured microlearning, and habit tracking, the app offers a practical alternative to budgeting tools for people who want lasting behavioral change rather than a more detailed ledger.

Media Contact

NeuroFuse Microlearning Apps

*****@neurofuse.app

<http://neurofuse.app>

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