The income of his friend is lower than his own.

### What do they HEAR?

what friends say
what boss say
what influencers say

His friend uses
a application
to keep tabs
on his
spending.

Financially, I'm falling behind my friends. I desire effective financial management.

# What do they THINK AND FEEL?

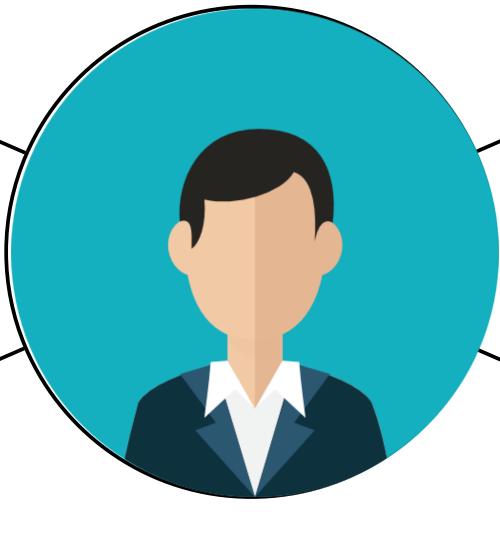
what really counts major preoccupations worries & aspirations I want to use an app to keep track of my spending

My friends are good at budgeting their money

## What do they SEE?

environment friends what the market offers

My friends want to take a vacation.



Searches for "Personal expense management"

### What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Fail to include expenses in the application

#### PAIN

fears
frustrations
obstacles

Difficulty in maintaining the records.

High chances of manual errors.

Difficult to find savings opportunities.

#### GAIN

"wants" / needs
measures of success
obstacles

Easy to use

Simplified Reporting

Fast and Simple process