Too much of money is spended unnecessarily

how to control our expenditure

dont know why this much

of money is going

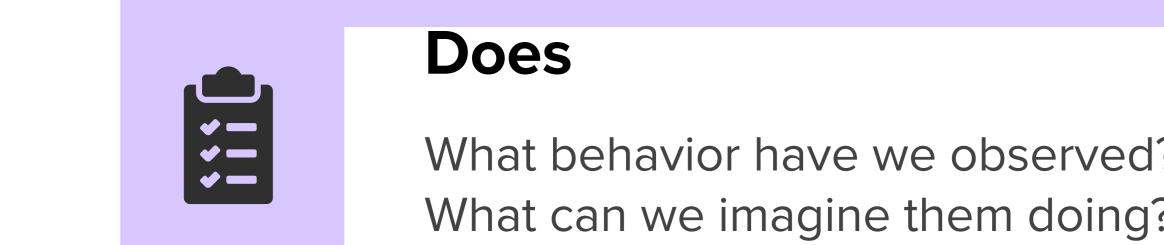
want to save money for future

Persona's name

Short summary of the persona

See an example

can buy products from online so that you can save a small amount of money



if they are going for shopping they tends to buy some other things which are unnecessary at that time

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

dont spend

wants to keep a note for

Feels