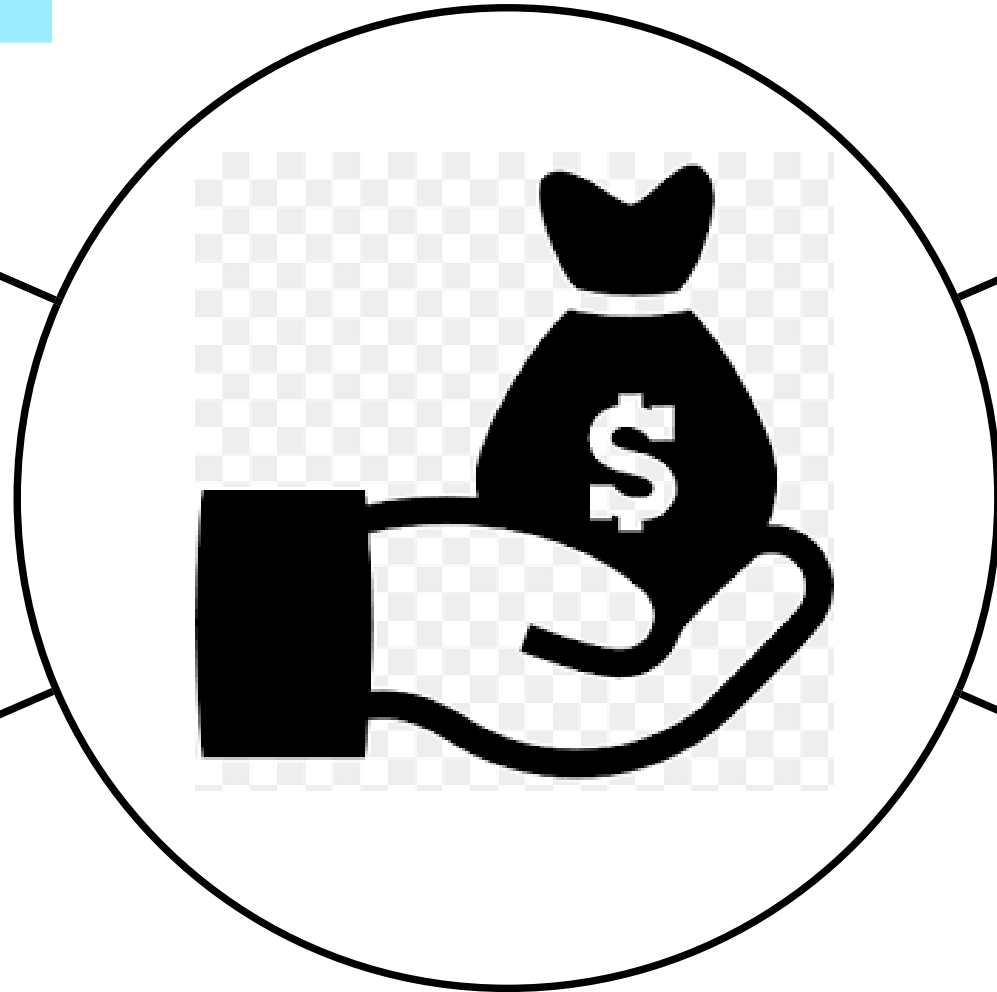


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



User friendly interface

Privacy encryption of personal details

Calculation of budget must be accurate and trustworthy

Readily accessible

Less resistance to use

Organised details of expense

What do they
SEE?

environment
friends
what the market offers

By this web application user can save more money and manage it efficiently

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Makes sticky notes for utility bills and extract crucial data

Categorizing expenses

Personal expense tracking system will generate a income expense curve and pie chart at the end of the month

Can be accessed anywhere

Getting more knowledge and idea to improve the project

Protect the user data from the third party access

What do they
HEAR?

what friends say
what boss say
what influencers say

Tracking investment details along with expenses

Proper internet connection must be required

PAIN

fears
frustrations
obstacles

Fluctuations of market price

Manual tracking and Limited accessibility

Improve productivity and Future expense prediction

GAIN

"wants" / needs
measures of success
obstacles

Organised and Eco-friendly

Save receipts in all forms

Compare the monthwise expenses and used it for analysis which helps to manage the money efficiently