

# Personal Expense Tracker

**Says**

What have we heard them say?  
What can we magine them saying?

**Thinks**

What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

Downloadable  
Transactions

Visualization  
of category  
spent

Direct link of  
their bank  
Transaction

Track of  
Debt

Easy  
maintenance  
of budget

Setting limit  
for each  
category

Personal  
Expense  
Tracker

Keep track  
transaction  
type

Alert when  
limit  
exceeded

Saves time  
from noting  
using pen  
and paper

Knowing  
unwanted  
spends

Keep track  
Saving

Easy to use

**Does**

What behavior have we observed?  
What can we imagine them doing?

**Feels**

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

