

1. Cannot manage their expenditure and savings to keep up with the inflation.
2. Identify and eliminate unnecessary expenses and spendings
3. To stop living paycheck to paycheck lifestyle

What do they THINK and FEEL?

What do they HEAR?

1. Financial objectives can be achieved easily
2. Easier to manage expenses and better budgeting

What do they SEE?

1. Money spent on various sectors
2. Dynamic expense management system
3. Graph of expense v/s Income



EMPATHY MAP CANVAS

What do they SAY and DO?

1. Alerts on unnecessary expenditure
2. Daily expense remainder

PAINS

1. Rising Inflation
2. Sudden Expenses
3. Running out of money

GAINS

1. Maintaining a record of all their transactions
2. Spending mindfully
3. Better Budgeting