

Personal Expense Tracker Application

What do they HEAR?

what friends say
what boss say
what influencers say

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

Can only be
used by
educated
individuals

Cloud data
storage is
paid

Requires
stable
internet
connection

No offline
Storage
system

Requires
cloud
knowledge

Regular
updates of
Data
required

GAIN

"wants" / needs
measures of success
obstacles

It Helps You
Meet Your
Financial
Objectives

Implementation
of Cloud
Technology

Analysis of
their
expenditure
in graphical
forms

Monitor the
finances
efficiently

If limits
exceeds
we'll get
email

Easily
manage the
expenses and
income

It Helps You
Stick to
Your Budget