

PERSONAL EXPENSE TRACKER

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Whether
expense
tracking suits
for our
lifestyle?

paytm

How to keep
control of
expenses?

Is personal
expense
tracking
possible?

What do they
HEAR?

what friends say
what boss say
what influencers say

True eye-
opener

Next step in
the world of
digital
transactions

Not an easy
task to
accomplish



Usual day-to-
day
environment

Normal
incomes and
expenditure

Almost
evolved in
digital
transactions

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PayPal

Keep track of
all daily
transactions

Monitor all
kind of
expenses

Keep track of
money lent
or borrowed

PAIN

fears
frustrations
obstacles

Difficulty in
tracking
every single
expense

Only highly
suitable for
digital
transactions

Complexity
in
monitoring
all kinds of
expenses

GAIN

"wants" / needs
measures of success
obstacles

Proper
awareness
on money
inflow and
outflow

Reduction
in overall
expense

Efficient
usage/value
for the
income
earned