

# Personal Expense Tracker

## *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

## **GAIN**

“wants” / needs  
measures of success  
obstacles

I want to make app safe and secure

I should be able to access the app from anydevice

I should get proper visualization of my money

I want to view different insights

my friend says we need to consistent inorder

our professor said new insights on the expense can help people a lot

my mother said it would be nice to store the receipts

my brother says other apps are filled with ads

My fater says it is difficult to view the expenses on different apps

I am unable to fill income and expenses consecutively

Should be able to check my bank balance and statement faster

Export of transactions in different formats (PDF,XLXS,CSV)

In the event of variable expense adjusting the app can be tedious

curious

confident

excited

optimistic

my friend uses calendar for tracking expenses

my neighbor told apps can't support recurring variable income and expenses

my elder sister uses an app which supports only one currency

my uncle said that many apps couldn't support multiple bank accounts and wallets

my classmate said couldn't share my financial success on social media.

We have to infer different details from the scanned receipts

Budgeting feature can be help us to manage finance wisely

Better visualization of income and expenses

Effective analysis of our finance

Data can be responsive to all devices