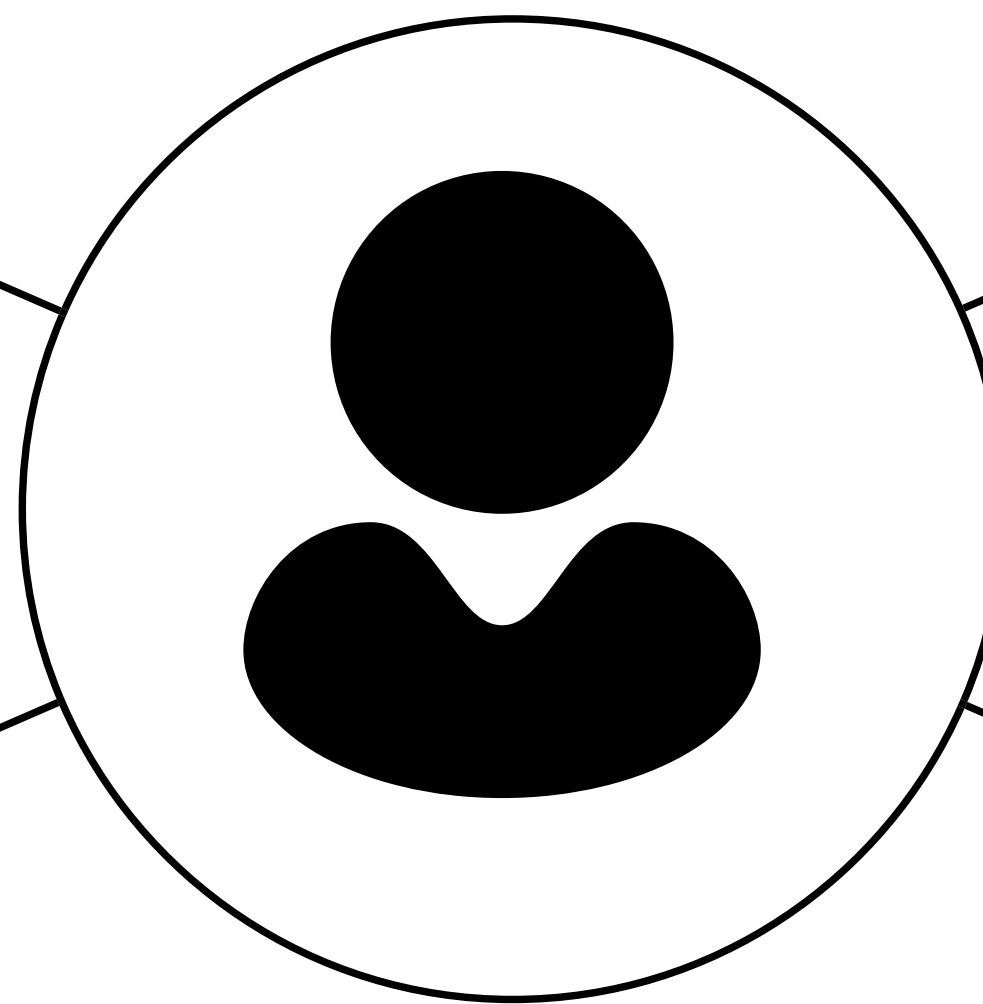


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SEE?

environment  
friends  
what the market offers

Where is all  
my money  
gone?

Why is it hard  
to manage my  
finances!?

I am  
spending a  
lot..!

My  
knowledge  
about finance  
is low

I want to have  
a control on  
my spending

I want to  
compound  
my money.

Anxious  
about  
expenses

Unaware of  
how much  
money I have

An Online  
Spending  
manager

Easily  
accessible  
features

Simple UI

Graphical  
view on  
spendings

Search for  
spending  
details

Visualized  
representation  
of spendings

My  
spending  
data is not  
secure

I could see  
where  
I am  
spending

I may forget  
to add  
expense to  
the app

Better than  
having my  
expenses  
noted in  
notes app

Get notified on  
overspending

Analyze their  
entire spending  
weekly/monthly

Add their  
expense in  
the app

Set  
spending  
limit

Get to know  
about the  
stock market

Get to know in  
which  
category they  
are spending

## PAIN

fears  
frustrations  
obstacles

Is my  
spending's  
data  
secure?

some  
expenses  
can go  
untracked

email  
notifications  
can be  
missed

Need to  
manually add  
spendings to  
the app

## GAIN

"wants" / needs  
measures of success  
obstacles

Finance  
related  
resources

Remainder  
on bill  
payments

Don't need to  
remember on  
where I spent

Track  
Expenses

Get Notified  
on over  
spending

Get overall  
report on  
monthly or  
yearly  
spending's.

Make  
Monthly  
budgets