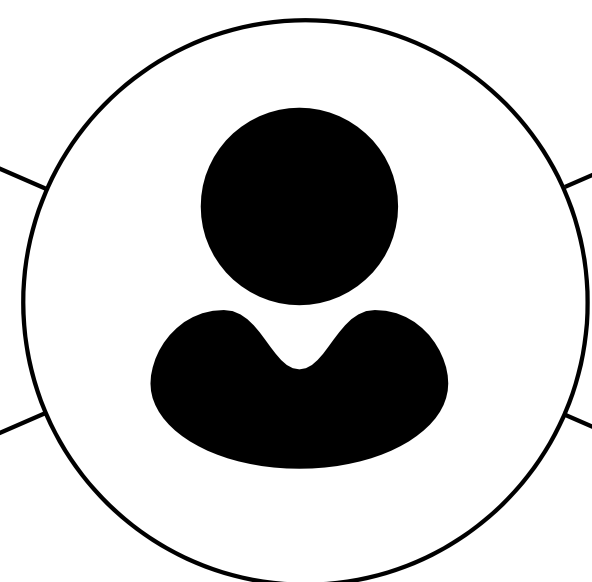


Falling behind friends financially

Want to manage finance efficiently

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



What do they  
**HEAR?**  
what friends say  
what boss say  
what influencers say

Social media And Advertisem ent

Ratings about App

Experience collected from public

User Friendly

Whether it is worth to Download

Accuracy

What do they  
**SEE?**  
environment  
friends  
what the market offers

What do they  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

Searches “how to manage personal finance”

Download expense tracker app

Feedback about app

**PAIN**  
fears  
frustrations  
obstacles

Often forget to add expenses in app

Stressed about deadline

Short on time

**GAIN**  
“wants” / needs  
measures of success  
obstacles

Platform-independent

Time management

Accomplishing Goals