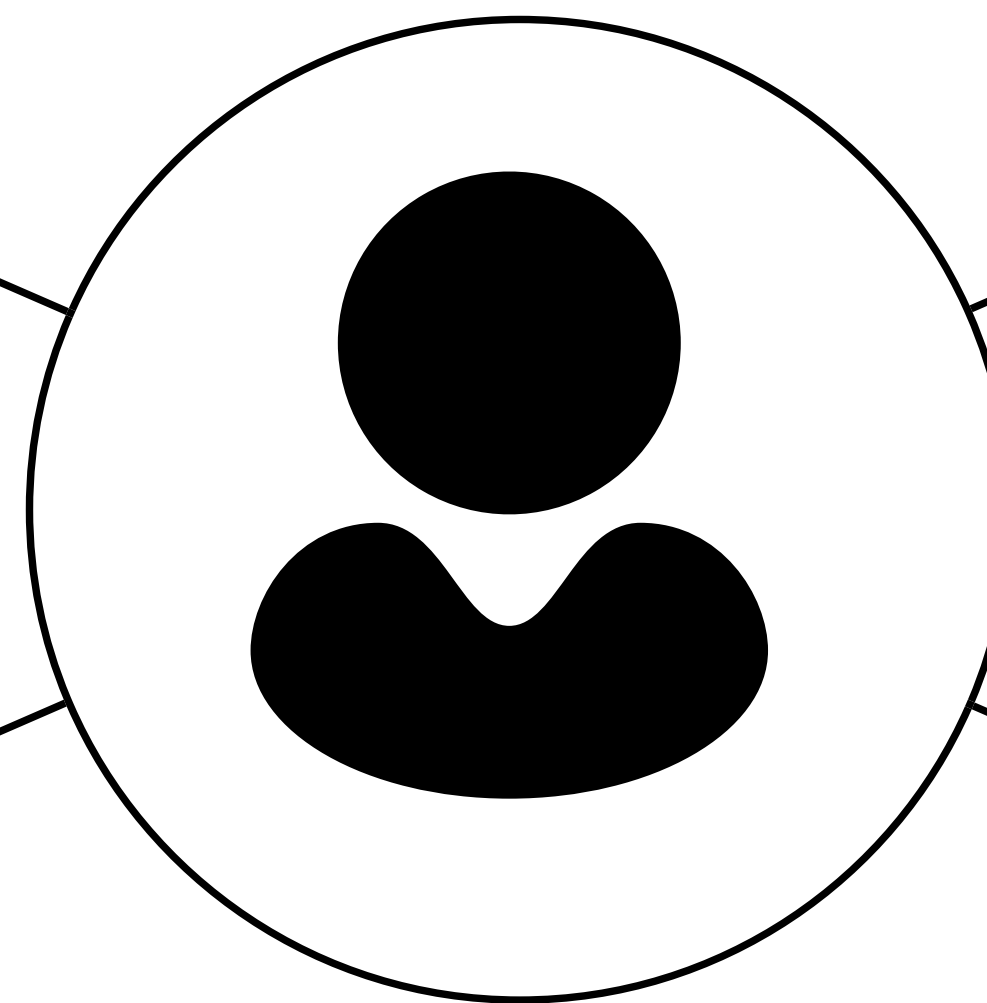


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

Wish to
save the
money

How do you
manage
expenses?

I bought a
new car

You need to
buy a new
house

Hears about
others
financial
management

Salary is
settled down
without
savings

Manage
Expenses

Expenditures
are going
high

Tips and
tricks

Excited!
when seeing
EMI plan for
car

It's my
dream
house

Successful
management
and finance

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Make wise
decisions
on
expenses

set budgets
for
everything

Keep track
expenses
using paper
and pen

Avoid
unnecessary
expenses

PAIN

fears
frustrations
obstacles

Fear of being
unable to
repay the
loan

Not get
notified when
my expenses
exceed the
limit

Frustrated to
leave
economically
balanced life

GAIN

"wants" / needs
measures of success
obstacles

want to
track
expenses
easily

Need to
avoid
unwanted
expenses

Want
increase my
monthly
savings