



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

tracking
expenses

helps to
stick in the
budget

can reveal
spending
issues

What do they
SEE?

environment
friends
what the market offers

ability to
provide
valuable
insights

scale up at
the pace your
business is
growing

achieve
your
business
goals

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

wants
responsive
website

need more
tracking
accuracy

proper
expenditure
guidance

What do they
HEAR?

what friends say
what boss say
what influencers say

expenses that
are blowing
your budget

tracking your
expenses can
reveal
spending
issues

make it
easier with
an app or
software

GAIN

"wants" / needs
measures of success
obstacles

approval of
bills and
expenditure
in real time

manage your
money and
budget

track your
expenses
anywhere
anytime

PAIN

fears
frustrations
obstacles

hard to
monitor
compliance
with the
expense

difficult to
analyse the
expense

information
is less
secure