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

- User friendly application
- Easy to plan monthly budget
- Saves money from unwanted expenditure

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

- Dont depend on any application
- Is the budget created by this app really helpful for you?
- Spend your money according to the budget plan by this application

What do they SEE?
environment
friends
what the market offers

- This application can able to create a budget plan according to the user's choice
- Notifies user through mail when they spend additional money
- User can able to update daily expenses in this application.

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

- This is an useful application for people who spend lots of money
- This is an expense tracker and budgeting application which helps to maintain your budget and keep track on your expenses.
- This application brings everything from spending, balances and budgets which helps to manage the financial life.

PAIN
fears
frustrations
obstacles

- Most of us have struggled with financial stress. So this application helps to manage your financial status.
- Some of us have fear of spending money to the next level which leads to debts.
- Some of us are hesitant to spend money for things which are necessary for our daily life because we are afraid that we might run out of money.

GAIN
"wants" / needs
measures of success
obstacles

- User can able to update their wallet in the application periodically so that it can be very useful to make budget plan quickly
- This application provide many features like mail notification, set the limitation of the amount for the particular month and so on
- This application just makes the user to understand their spendings easily by graph.