



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Fear
- Happy
- Unsure

What do they
HEAR?

what friends say
what boss say
what influencers say

- Are you wasting too much money?
- Whether it is secure ?
- Is this tracker useful?

What do they
SEE?

environment
friends
what the market offers

- Types of Expenses listed
- Easy to Access
- Reviews

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Check bank statements
- I spend a lot everyday
- Keeps track on thier expense

PAIN

fears
frustrations
obstacles

- Slow Internet
- Trustworthy
- How do i cut my expenses?

GAIN

"wants" / needs
measures of success
obstacles

- Flexible Budgets
- Insightful reports
- Check account balance instantly