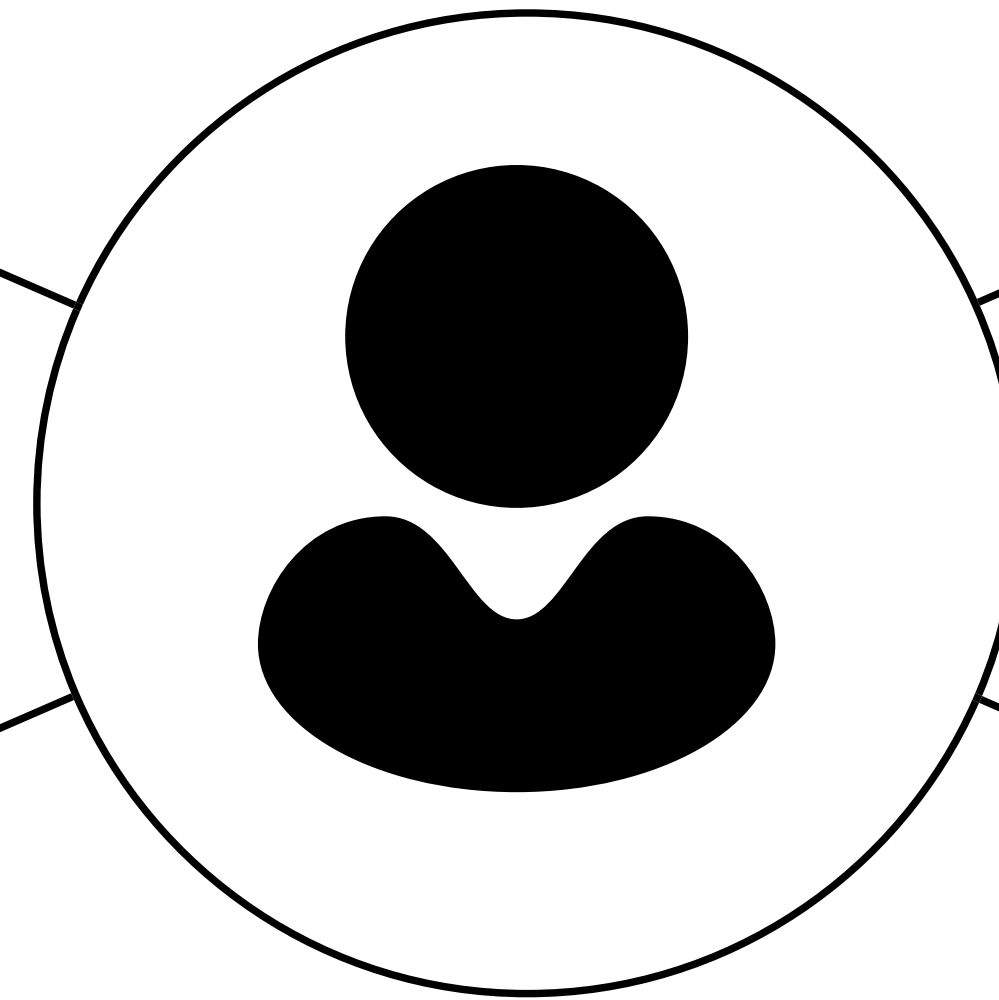


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

How to reduce my daily expense

Encourages to do more savings

Build discipline on spending money

understanding where the expenses are made at most and least

Is my salary enough for my expense?

Need to feel secure while using a application

Notification on crossing the expense limit

Track of daily, weekly and monthly expenses

Tracking investment details along with expenses

Data is not secure

Not easy to track expenses

Alert us when budget exceeds

Getting more knowledge and idea to improve the project

Create new records or modify existing records

Recommendation in making savings

Real time notifications and bill reminders

Aware of unnecessary spending

Market offers a better ways to reduce consumption

The income and expenses made

The savings after the expenses can be tracked

Better categorizing my expense

Expenses done on various categories such as food, transport, shopping ,etc

It keeps accurate record of our money infow and outflow

It helps to alert for upcoming bills and expenses

Display expenses with details such as date and time

Can track expense at any time

Safe data by user login

Maintain perfect level of income

Get clear idea about our expenses and daily wages

Easily track exactly where our money sending

Get a clear idea about expenses monthly and daily wages

All expenses cannot be tracked

When transaction are made using cash the amount spent need to be added manually

Security and data privacy

Lack of knowledge to use the application

Internet is required at all time

Regular updation should be done for security concerns

Alert when budget limit exceeds

Auto detection of digital transctions

No need to maintain Diary to track expense

No need to give any manual input

Permanent record on your expenses