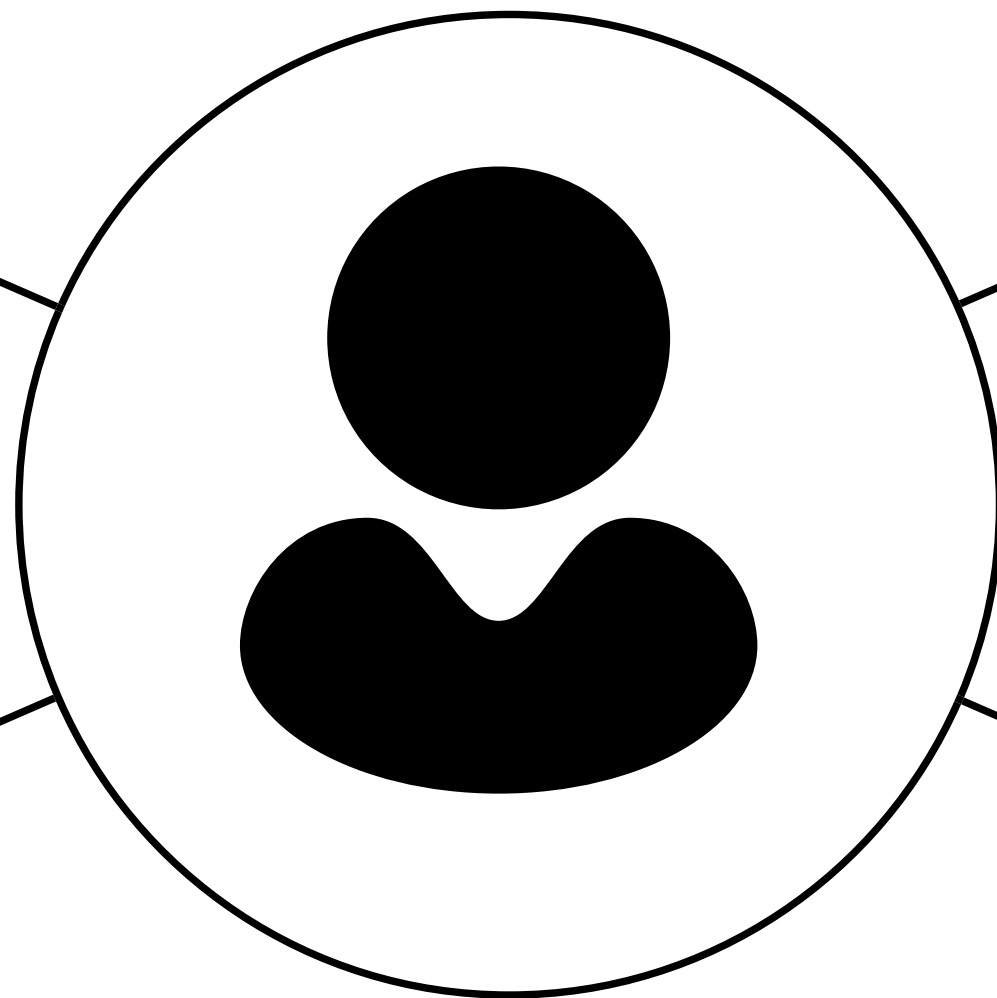


# PERSONAL EXPENSE TRACKER

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- Do I have money to spend ?
- How to track my daily expenses
- Is it possible to save money?

- Do I waste money carelessly?

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Data is not secure
- Difficulty in tracking expenses
- Have no proper control over money

- User Friendly Interface
- Accurate Reports on daily usuage
- Alerts on exceeded usage

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Helps in keeping balance
- Track income and expenses
- Send email and alerts

- User Friendly

**PAIN**

fears  
frustrations  
obstacles

- Extended Storage
- Fear of data loss
- Too many ads

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Save money and time
- Track daily expenses
- Manage money efficiently
- Prevent unwanted spending