



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Irregular in
sending
invoices

Accurate picture
provider of
monthly
expenditure in
graphical format

Tracks the user
expenses and
provides
personalized
insights about
money
management

What do they
SEE?
environment
friends
what the market offers

Advanced
encryption to
safeguard
the data

Tracking
expense
give every
detail

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Manages tax
deductions
and
payments

Keep entire
transaction
details at
one place

PAIN

fears
frustrations
obstacles

Tracking
financial
progress is
hard

Keep
Receipts
for each
transaction

Making
financial
control

GAIN

"wants" / needs
measures of success
obstacles

Tracking
your
financial
progress

Encourages
and
increases
savings

Is it ability
to provide
valuable
insights

Is it
trustworthy?

Free to use

Users can
track
investments

Customized
alerts when
over budget

What do they HEAR?

what friends say
what boss say
what influencers say