

**Think and feel?**

Save  
money

Keep track  
of money

Control my  
spending

Notification  
at alert

No money  
No savings

How to track  
and alter when  
overspending

Happy to see  
an analysis of  
money

**Personal  
Expense  
Tracker**

Alert at  
over spend

Control over  
my money

Pay my bills  
on time

Notification  
in real time

Pie chart  
of analysis

**Say and do?**

**Hear?**

**See?**