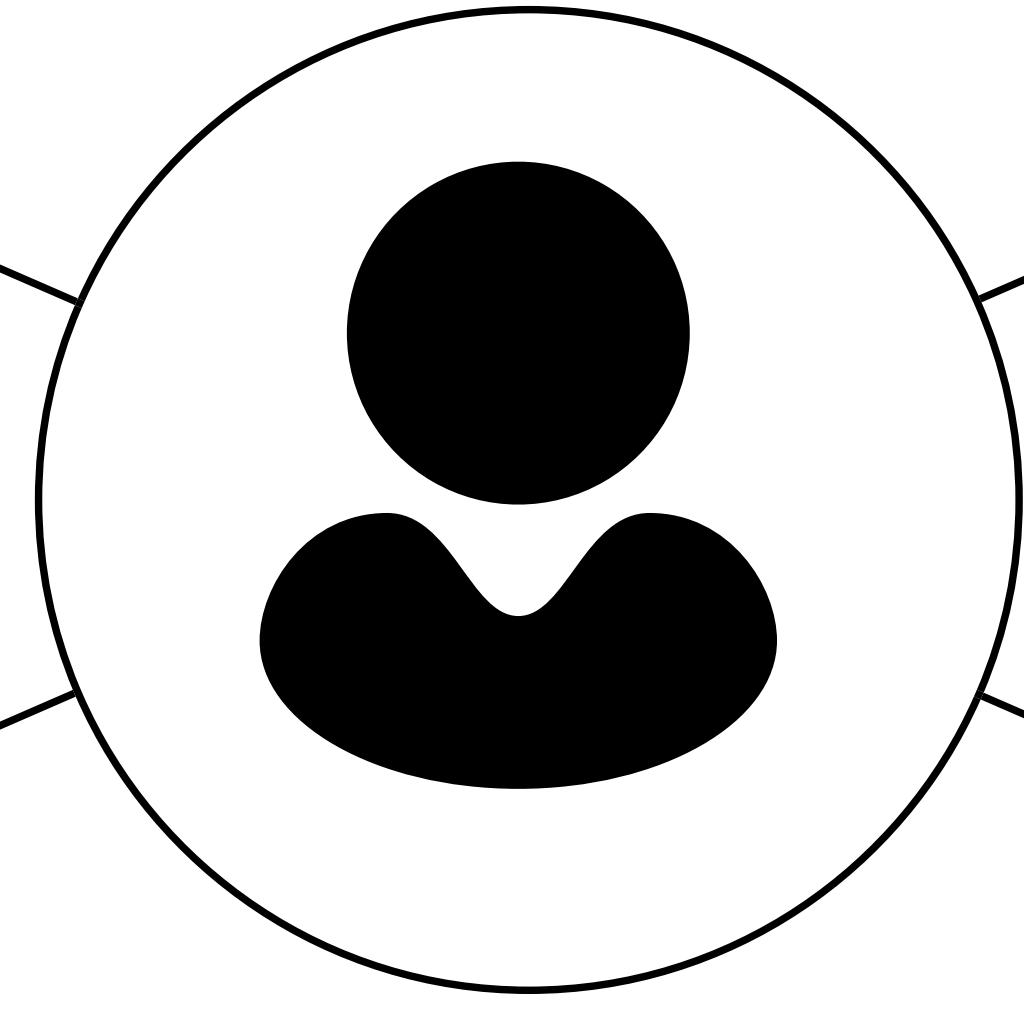


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



I am having a doubt in my expenses  
How to reduce my daily expense?  
Is it possible to track expenses?

Is my wallet empty?  
Can i plan my expenses

User Interface is complex to use

Reports on expenses

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Create new records or modify existing records  
Data is not safe  
It is not easy to track expenses

Easy to use User Interface  
Email alerts on limit exceed  
Real time notifications and bill remainders

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Customize your UI

Expenditures in graphical forms

Helps in reducing my daily expense

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

attitude in public  
appearance  
behavior towards others

Send Email alert on limit exceed  
Alerts on bill payments  
Track Income and Expenses

Helps in budgeting and accounting  
Generate graphical representation of expenditures  
Calculate balance and set limit to it

**PAIN**

fears  
frustrations  
obstacles

Lack of knowledge to use the application

Expensive to use  
Unwanted suggestions for expenses  
Fear of data loss

**GAIN**

"wants" / needs  
measures of success  
obstacles

Reduce in daily expense

Efficient managing of your income

Know on what we are spending  
Save time and energy  
Permanent record on your expenses