



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

*Can we
Trust the
app?*

*Financial
Money
Management*

*Financial
Management
Awareness*

What do they
HEAR?

what friends say
what boss say
what influencers say

*Free and
Easy to
use*

*Avoid
Spending on
Unwanted
Things*

*Notification
if budget
exceeds*

*Graphical
representation
of monthly
expenditure*

*Maintain and
Manage the
Money*

*Identify the
Spending
Habits*

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

*Keep entire
transaction
details at
one place*

*Maintains
the income*

*Create an
idea about
saving and
Spending
Money*

PAIN

fears
frustrations
obstacles

*Internet
Connectivity is
required*

*Maintain
Receipts for
each
transaction*

*Security
Concerns*

*Manual
Entry of
expenditures*

GAIN

“wants” / needs
measures of success
obstacles

*Showing
Detailed
list of
Expenses*

*Automatic Alert
Message if the
budget limit is
exceeded*

*Manages
Spending
Costs*