



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- i should be alerted if exceed
- Will my detail be safe?
- Are we exceeding the budget

- Worried
- OVERTHING
- CONFUSED
- Hard to choose

What do they HEAR?

what friends say
what boss say
what influencers say

- The will help on future
- Complex user interface
- Annoying ads

- Colour full and interactive user interface
- Real-Time notifications & bill remainders
- tracking the expense to not exceed the limit

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- What would be the budget?
- How i can add expenses/
- Which application can help me

- Exceed the budget
- Ask friends/ relatives
- chech the available application

PAIN

fears
frustrations
obstacles

- Fear of data theft
- Overspends
- No proper financial management

GAIN

"wants" / needs
measures of success
obstacles

- Can the the expenses
- Better financial management
- Full Control of finance