Think & feel?

"I'm falling behind my friends financially"

"I want to manage finance efficiently"

"I want to track my expense in app"

Hear?

My friend income is less than his income.

My friend tracks his expenses in app.

See?

"My friends are managing their finance efficiently"

"My friends are planning to go to a trip"

Say and do?

Searches "How to manage personal finance"
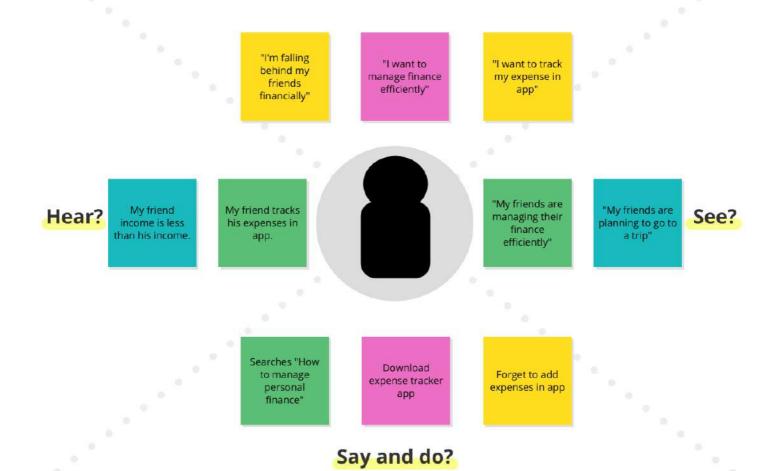
Download expense tracker app

Forget to add expenses in app

Pain

Often forget to add expenses in app.

Too many features may overwhelm new users.

Gain

Easy way to monitor expenses.