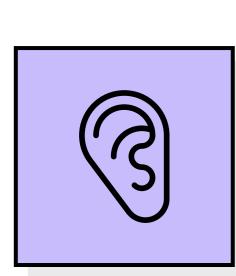


WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

> Many people in India live on a fxed income, and they fnd that towards the end of the month they don't have sufcient money to meet their needs

infuencers say that the app is useful in planning budgets



friends say that it is use full for tracking expenditure

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> boss say about adding new features

> > reduce unnecessary spending

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

customers worried about their data security

> difculty in adding multiple source of income data in the app

(~)

What are their wants, needs, hopes, and dreams?

GAINS

It can reveal your spending issues

ease of tracking

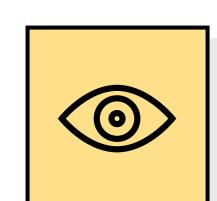
What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

People tend to overspend without realizing, and this can prove to be disastrous. Using a daily expense manager can help you keep track of how much you spend every day and on what

market offers a app which is used to reduce unnecessary expense

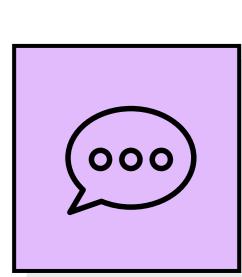
allows you to monitor and categorize your expenses across different bank and investment accounts and credit cards



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

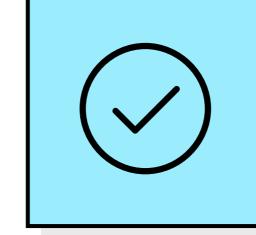
> inability to follow the planed budget



What do they SAY?

What have we heard them say? What can we magine them saying?

> difculty in understanding interface of the app



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

better utilisation of money