

Says

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

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

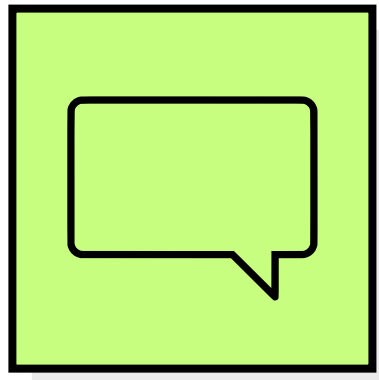
Develop
expense
tracker app

Add
expenses
regularly in
app

I want to
track my
expenses in
one app

I want to
manage
expenses
easily

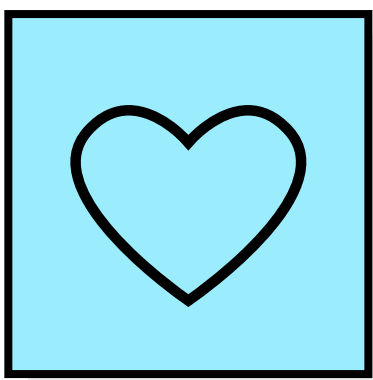
Continuous
monitoring



I need a
financial
management
assist

USER

Using
expense
tracker is an
effective way



Gather data
and provide
data list

Easy to
track
expenses

It will
reduces
time and
effort

Compare
with
previous
month

Provide
analysis
report and
graph

Hear

What behavior have we observed?
What can we imagine them doing?

View

What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?