



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

I have
doubt in my
expenses.

I need to
track my
expenses

It is possible
to track all of
my expenses?

Whether my
data will be
safe ?

we can
customize
our UI.

What do they HEAR?

what friends say
what boss say
what influencers say

It is not
easy to
track your
expenses.

User
interface
may be
complex.

It helps to
save money

Many people
not bothering
about their
expenses.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

It is easy to
track my
expenses.

UI is good
and easy to
use.

I recommend
you to use
this
application.

I don't know
whether data
will be safe.

Free to use

PAIN

fears
frustrations
obstacles

Fear of
losing data.

Only digital
payments can
be easily
tracked.

Difficult to
track other
expenses.

GAIN

"wants" / needs
measures of success
obstacles

Saving
money.

Easy to
track the
money
flow.

Reducing
my
unwanted
expenses.