

What do they
THINK AND FEEL?

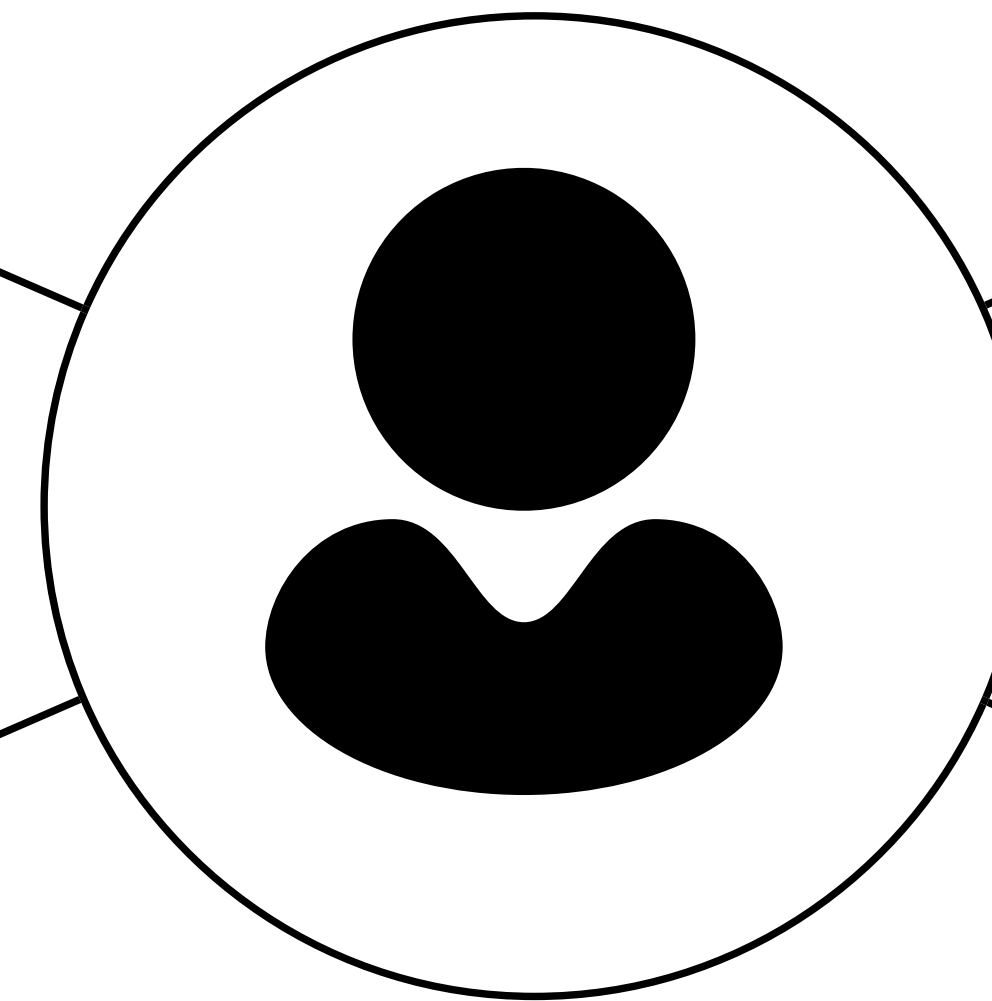
what really counts
major preoccupations
worries & aspirations

better apps
can take
over

maybe this
is not new

will it be
user
friendly?

maybe there
should be
more options



What do they
HEAR?

what friends say
what boss say
what influencers say

expecting a
unique
solution

needs to be
secure

a better UI
expected

hard to
track their
expenses

market has
solutions for
tracking but
not very
efficient

present
apps not
trustworthy

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

ease the
way of
tracking
expenses

set a remainder
in case
expenses get
over the limit

helps in
preparing a
personal
budget

get an
analysis of
expenditure
in graphical
form

PAIN

fears
frustrations
obstacles

a better
solution
may arise

doubting
the security
of the app

confused
about the
success of
the app

GAIN

"wants" / needs
measures of success
obstacles

ability to
scale up

actively track
and visualize
expenditure

should be the
go-to app for
expense
tracking