

# Personal Expense Tracker Application

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Manual handling of  
personal expenses  
and finances can't  
check every  
transaction detail  
accurately.

It best build a  
personal expense  
tracker application  
that carries out  
prediction analysis  
and helps to make  
efficient decision.

Papers are though to handle and  
more dangerous for the  
environment,so it's time to stop  
using paper & excel sheets for  
keeping records of your cash  
payments & online transaction.

Check your  
account  
statements and  
able categories  
your expenses

Record  
expenses  
with pen  
and paper

It helps to get  
ready-made  
reports that have  
comprehensive  
visuals,charts,and  
graphs

This helps store all  
receipts by only clicking  
their images in your  
expenses handling app

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Tracking your  
expenses can  
reveal spending  
issues

If you want to keep a  
track of your  
monetary investments  
and expenses, you  
should go using a  
expense tracker app

Make it  
easier with  
an app or  
software

Help to keep an  
accurate record  
of your money  
inflow and  
outflow

## PAIN

fears  
frustrations  
obstacles

Your information  
is less  
secure,and  
probably being  
used and sold

Automating  
everything to do  
with your  
finances can  
make you  
financially lazy

Person who is  
handling system  
must have some  
technical  
knowledge

## GAIN

"wants" / needs  
measures of success  
obstacles

Users can  
create  
savings  
goal,track  
investments

Customized alerts  
when over  
budget,for large  
transactions,ATM  
fees,etc

Syncs to your  
bank  
accounts and  
credit cards

It helps you meet  
your financial  
objectives

Maintains such  
security level and it  
can restore users'  
accounts in case  
their devices get  
lost or stolen

It works as an  
eCommerce  
solution and you  
can connect to  
eCommerce APIs  
that you like to use

Living expenses  
for several  
months after  
you lose your  
job

It is an exclusive suite  
of services for people  
who seek to handle  
their earnings and  
plan their expaenses  
and savings  
efficiently

It helps to figure  
out possible  
money problems  
before they occur

with the help of an  
expense handling app  
you can lower as well  
as prevent every  
mistake caused  
because of careless

Business persons find  
it tougher since their  
income varies each  
month,which is why it  
becomes more crucial  
to handle a budget

## What do they HEAR?

what friends say  
what boss say  
what influencers say

An expense tracking app  
helps track receipts, keep  
income records, make a  
budget, handle taxes, track  
income and many people are  
using them already

## What do they SEE?

environment  
friends  
what the market offers