

They would think if there's any better way to manage money

They are spending too much money

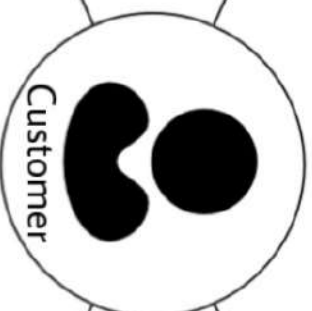
*What do they*  
**THINK AND FEEL?** 

*What do they*  
**HEAR?** 

Being told that they don't know to manage money

Being told that they spend too much money

Hesitant towards managing their money



Observe financially broken individuals and fear being one of them

Check if there are any apps that can help them manage money

Influence of peers in managing the money

*What do they*  
**SAY AND DO?**

 **PAIN**

Frustration of not finding the right resources

Difficulty in managing their transactions

 **GAIN**

They get to learn and manage their spendings

Check the balance on their budget

*What do they*  
**SEE?** 