

Hear?

His friend
income is less
than his income

His friend
tracks his expenses
in mobile app

Searches "How to
manage personal
finance"

**how to track my
expenses ?**



**I can't keep track
of my expenses**

**I want to manage
finance
efficiently**

**I want to track
expenses daily
in application**

See?

"My friends are
managing their
finance efficiently"

"My friends are
planning to go to a
trip"

Forget to add
expneses in app

Say & Do?