



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Following the
expenses is
troublesome

Costs are
more than
the pay

I trust this
application
will fulfill my
necessities

Better
visualization

Accomplish your
financial
objective with
the customized
web app that
perfectly fits

Its easy to work
on it as it
represents our
expenses in
diagramatical
view

Helps you to
stick on the
financial plan

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

It shows you
the pay-cost
proportion

Look client
and item
audits

Not ideal
way to chop
down the
cost

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Application that
keeps the
confidentiality
of the
information

Upgraded
client
interface and
experience

PAIN

fears
frustrations
obstacles

More cash
spent for
deficient pay

Difficulty in
following
each day
cost

Unable to
generate
reports like
doc and PDF

Effectively
uphold and
change
spending
approaches

GAIN

"wants" / needs
measures of success
obstacles

Forces you
to think
about
money

Legitimate
mindfulness on cash
inflow furthermore,
Surge