

Is there a better solution to this problem?

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How to reduce my personal expense?

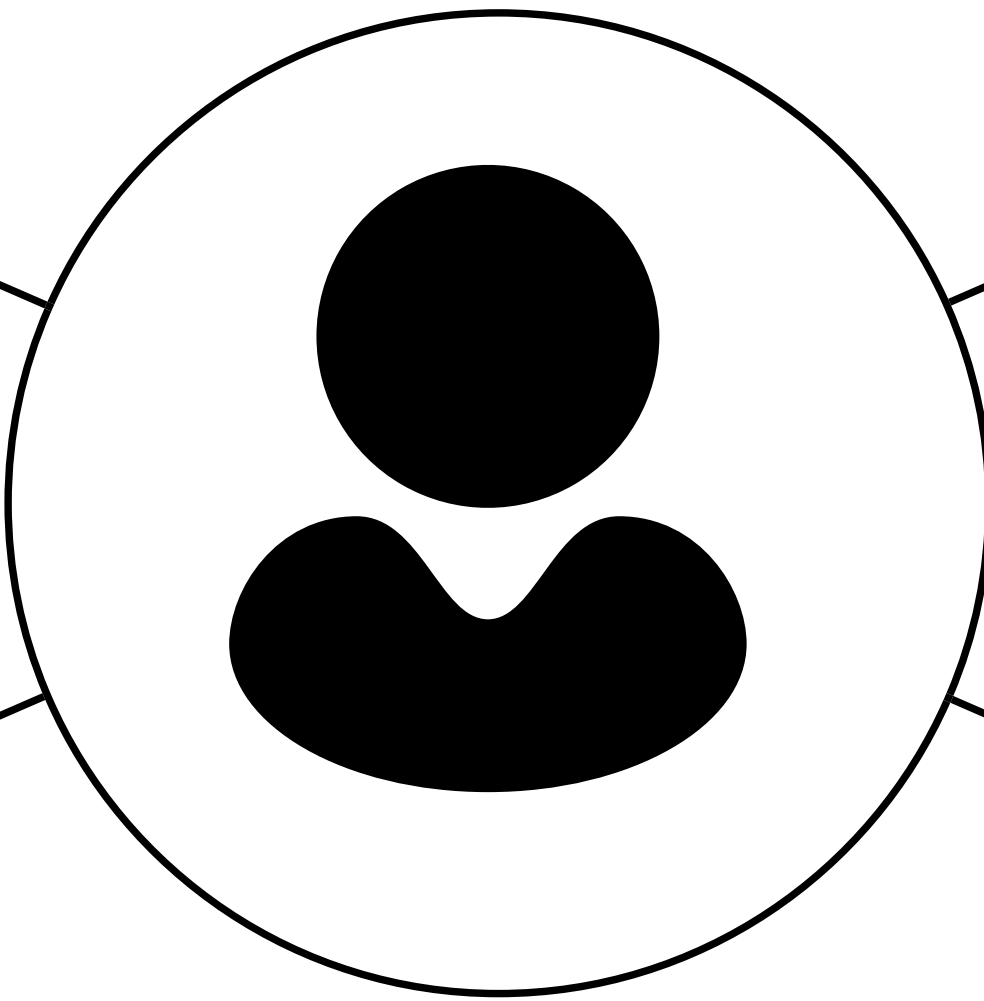
What do they
HEAR?

what friends say
what boss say
what influencers say

Try to manage your expenditure

Track your expenses so that you can reduce expense

Try to save more so that you can reduce expense



Checking if there are any apps to solve this problem

Seeing individuals like them who are already broke and feeling sad about their situation

Seeking help from elder people for this problem

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Implementing methods said by peers and friends

Finding best methods to reduce personal expense

PAIN

fears
frustrations
obstacles

Difficulty in managing and saving enough money

Not finding a best method for reducing expenses

Seeing individuals who more stable than them

GAIN

"wants" / needs
measures of success
obstacles

Learning how to manage money and reducing expense

Being more financially stable

Save more money and build a stable future