



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Does it
really make
financial
control?

can i remove
my data
whenever i
need?

Is this
secure
enough?

Details of
daily
expense

Tracks and
categorize
your
expense

Increase in
saving

What do they SEE?

environment
friends
what the market offers

Accurate
record money
inflow and
outflow

Don't know
how much
percentage i
should spend

Check bank
statements

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I spend a lot
of money
everyday

Limited
Accessability

Concern
about how it
works

Security
features

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Can make a
better
budget

Encourage
and
increase
saving

Can keep
track on
financial
progress

Keeping
finances
organized

Improves
financial
security

Keeping
finances
organized

Maintaining
financial
control

What do they HEAR?

what friends say
what boss say
what influencers say

How does the
App stand out
from other App