

will it
be
efficient

will it help
to manage
our
expense

will it
make
us
efficient

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



People
do not
know
their way
of spending

People
cannot able
to make
budget
efficiently

no
stable
budget

Money
Saving

Good
Spending
Habits

Good
Invesments

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Replace
Old
Traditional
Techniques

New ideas
to reduce
expense

Efficient
way
of
Spending

PAIN

fears
frustrations
obstacles

cannot track
their
spending
habits

Over
Expense

no proper
track
of
expense

GAIN

"wants" / needs
measures of success
obstacles

Knownig
the way
of
Spending

Keeping
Budget
on
Track

Saving
Money