



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

why is my
daily
expense is
high ?

unsure

confused

invest in
fund

spend as
you like

why we
need to
track our
expense

Note down
the
expense

Mint

GoodBudget

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Spend alot
of money

no time to
use
tracking
app

Don't know
how much
to spend

keep
transaction
slip for
reference

check bank
statement

What do they
HEAR?

what friends say
what boss say
what influencers say