friends say that it is use full for tracking expenditure

What do they HEAR?

what friends say what boss say what influencers say

boss say about adding new features

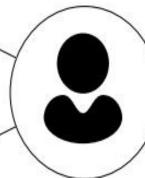
Many people in India live on a fixed income, and they find that towards the end of the month they don't have sufficient money to meet their needs.

What do they THINK AND FEEL?

what really counts major preoccupations worries 8 aspirations

People tend to overspend without realizing, and this can prove to be disastrous. Using a daily expense manager can help you leep track of how much you spend every day and on what

influencers say that the app is useful in planning budgets



allows you to monitor and categorize your expenses across different bank and investment accounts and credit cards

What do they SEE?

environment market offers a app which is used to reduce unnecessary

friends t the market offers

> friends use this app to track their expense

difficulty in understanding interface of the app

What do they SAY AND DO?

attitude in public appearance behavior towards others inability to follow the planed budget

customers worried about their data security

PAIN

fears. frustrations obstacles.

difficulty in adding multiple source of income, data in the app

ease of tracking

GAIN "wants" / needs measures of success obstacles

reduce unnecessary spending

It can reveal your spending issues

better utilisation of money

expense