

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

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.

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

friends say
that it is use
full for
tracking
expenditure

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
friends
at the market offers

market offers a
app which is
used to reduce
unnecessary
expense

friends use
this app to
track their
expense

What do they HEAR?

what friends say
what boss say
what influencers say

boss say
about
adding new
features

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

PAIN

fears
frustrations
obstacles

customers
worried about
their data
security

difficulty in
adding multiple
source of income
data in the app

GAIN

"wants" / needs
measures of success
obstacles

ease of
tracking

reduce unnecessary
spending

It can reveal your
spending issues.

better utilisation of
money