

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- It is difficult to track the expenses
- Expenses are more than the income
- Difficult to choose the correct expense tracker

It have more features for identifying the expenses

What do they HEAR?

what friends say
what boss say
what influencers say

Helps you to stick on the budget

It shows the income expense ratio

- Privacy and security about the data
- Searches customer and product reviews
- Best way to cut down the expenses

Enhanced User Interface and User Experience

Deliver an outstanding customer experience through additional control over customer data.

What do they SEE?

environment
friends
what the market offers

Achieve your financial goals with a tailored web app that perfectly fits

PAIN

fears
frustrations
obstacles

- Difficulty in tracking every single day expenses
- More Money spent for inadequate income
- Need a expense tracker for the savings

GAIN

"wants" / needs
measures of success
obstacles

- Proper Awareness on money inflow and outflow
- Need to cut down the expenses
- Easily enforce and change spending policies