

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

Enhanced
User
Interface and
User
Experience

What do they SEE?

environment
friends
what the market offers

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

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

It is difficult
to track the
expenses

Expenses
are more
than the
income

Difficult to
choose the
correct
expense
tracker

It has 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

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