

Analysis of the as is state

- 2 crucial personas identified
 - Samuel
 - Ahead of exchange semester
 - Looking for the optimal destination
 - Finds it difficult to estimate budget
 - Alexandra
 - Businesswoman who regularly travels
 - Wants to minimize business expenses
 - Cannot plan trip costs efficiently
- Main problems with Wise's value proposition
 - Lack of utilization of division of expenses into categories
 - Users cannot compare consumer baskets indifferent countries

Solution

- The creation of a budgeting app, that compares consumer basket prices between countries and tracks weighted expenditures for travelling and moving abroad.
- The methodology of our calculation is based on an econometric model that comprises the correlation between national weighted expenditures, expenditure based gross domestic product by purchasing power standards and gross national income in international US dollars. The analysed data indicates that the outlier expenses with respect to the difference between the real and weighted average standard deviation is the de facto saving rate of travelling or moving abroad when working the same job and living at the same quality of life.

To be state

- Wise will provide a budget planner for everyone wishing to travel or live abroad, thus saving its customers both money and time. The company's value proposition was insufficient, regarding customer wants, but by implementing our solution, this problem will be eradicated.