

Samuel (20)



Student ahead of an **exchange semester**

Wants to choose an **optimal country** for studying abroad

Finds it difficult to **estimate budget abroad**

8 million

Alexandra (36)



Businesswoman **regularly travelling** abroad

Wants to **minimize business expenses** for trips abroad

Cannot properly plan **business trip costs** ahead efficiently

3 million

Value proposition



Low transaction **fees** and **time**



Easy-to-use interface design



Variety of currency options for sending money



WISE does not **utilize** the **division of expenses into categories**



Cannot **compare consumer baskets** in different countries

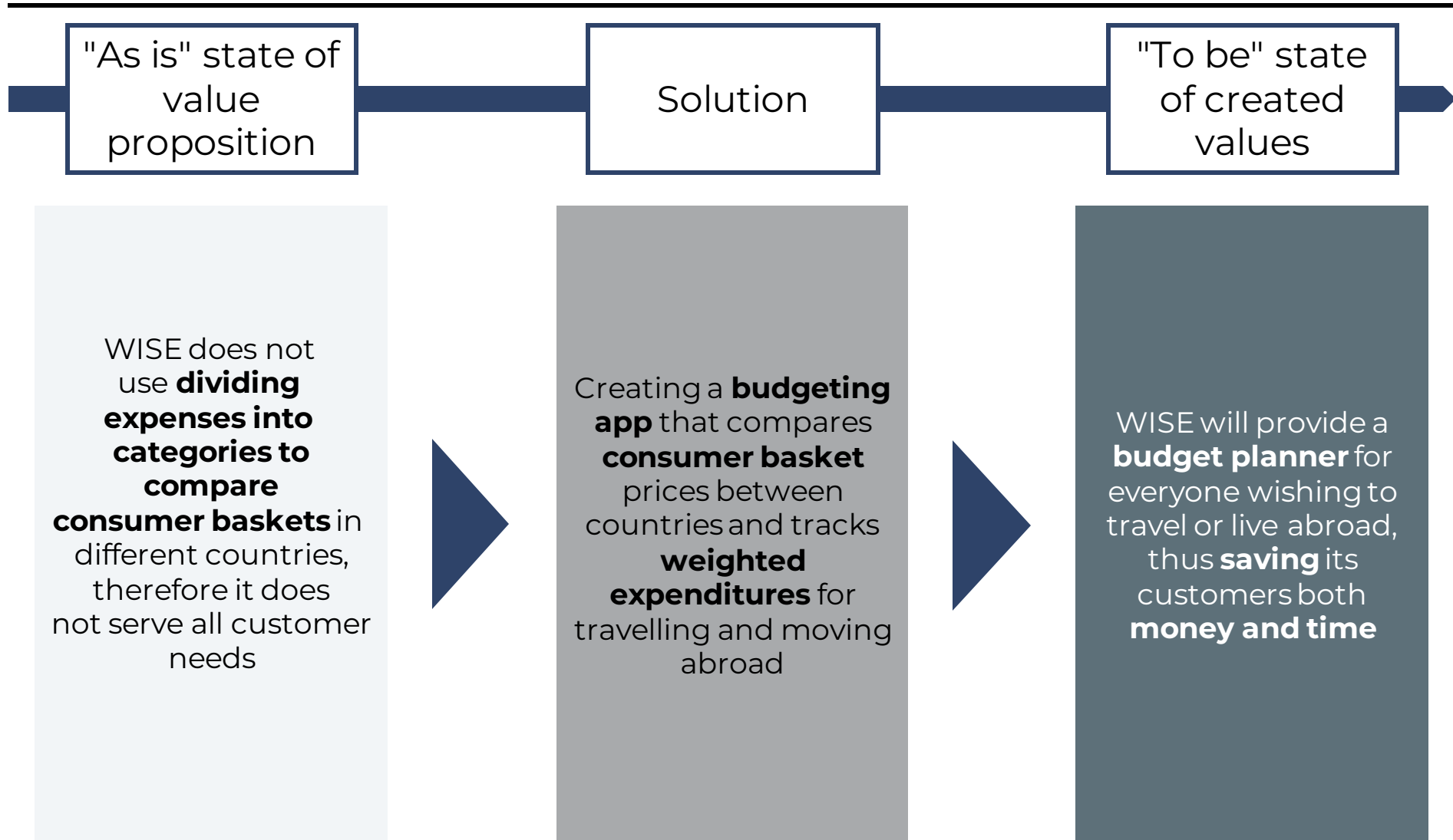
WISE's established value proposition **does not sufficiently serve** customer **needs**

Description

Key Wants

Key Problem

Target Size



Brand
blue

Wise
navy

Backg
round
grey

Wise
purple

Blue
hover

Wise
navy
mid

Disabl
ed
grey

Wise
ambe
r

Blue
down

Wise
navy
dark

Slate
grey

Wise
green

