## MONEY

What is money? Money is a commodity accepted by general consent as a medium of economic exchange. It is the medium in which prices and values are expressed. It circulates from person to person and country to country, facilitating trade, and it is the principal measure of wealth.



## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## **Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?





