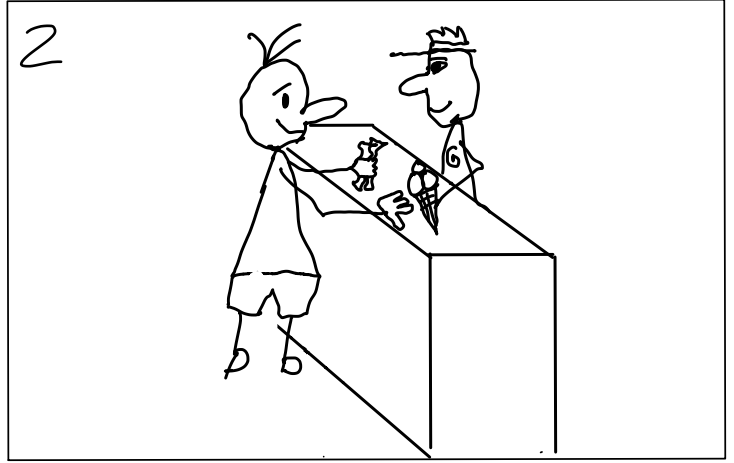


Scenario 1

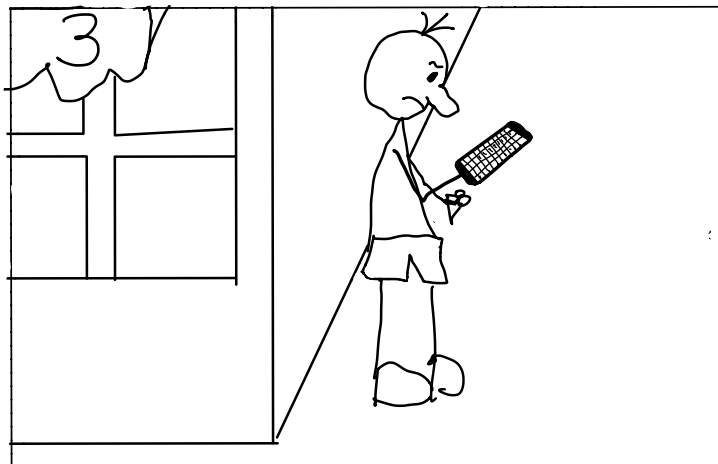
Jeremias



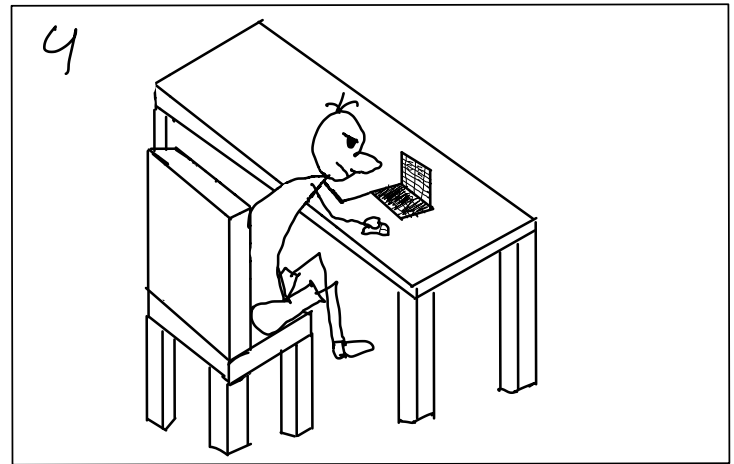
Jeremias sees a product he likes, in this case, an ice cream



He goes inside the store and buys it



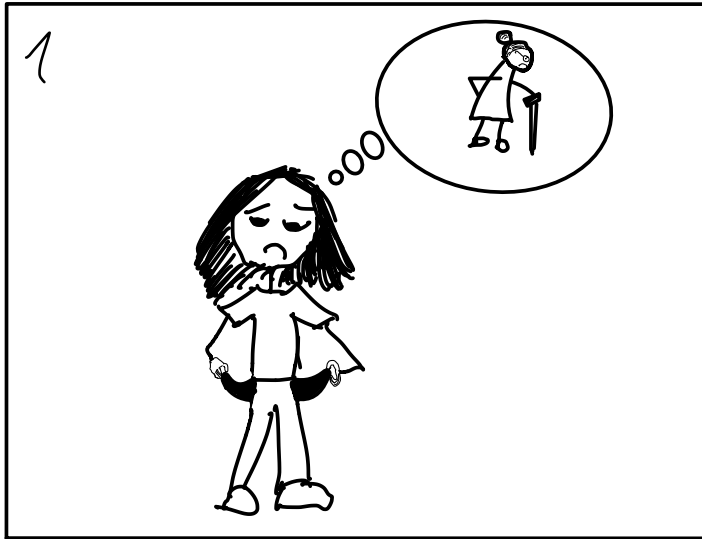
After buying it, he wants to input the value of the transaction in his budget spreadsheet, however since he only has his phone with him, so it is hard to work with his spreadsheet



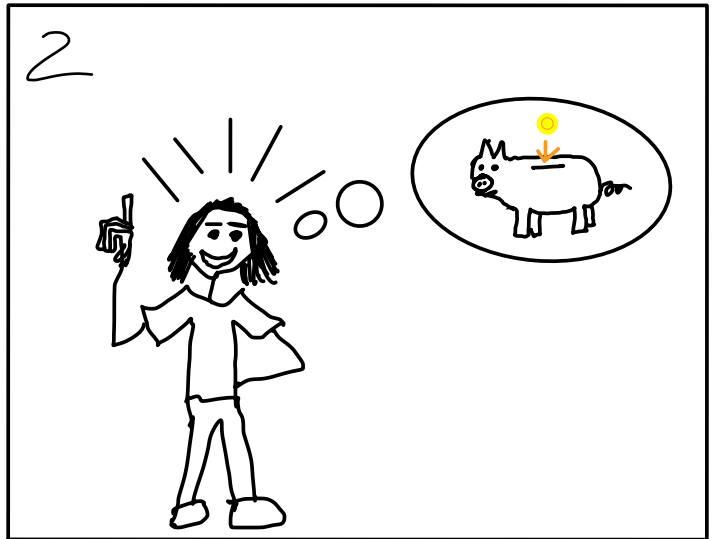
He then has to input the transaction when he goes home which frustrates him, since he could have already done it, and excel is not very simple to use.

Scenario 2

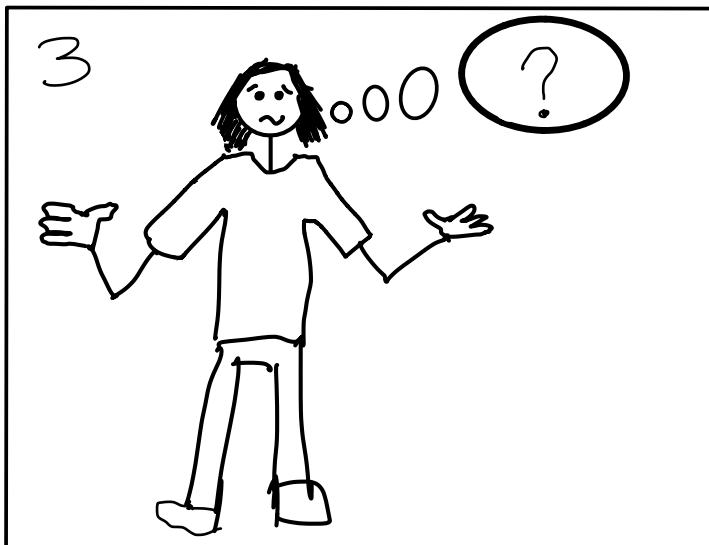
Bianca



Bianca wants to retire early, but her salary is low.



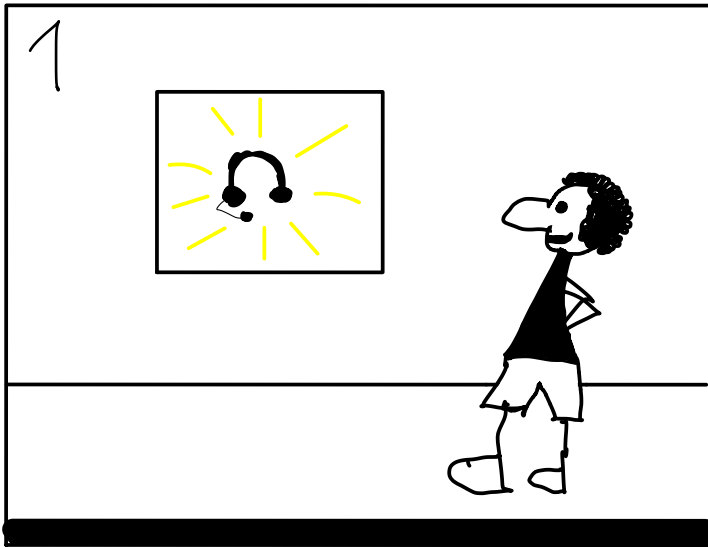
So Bianca wants to start investing what remains of her salary.



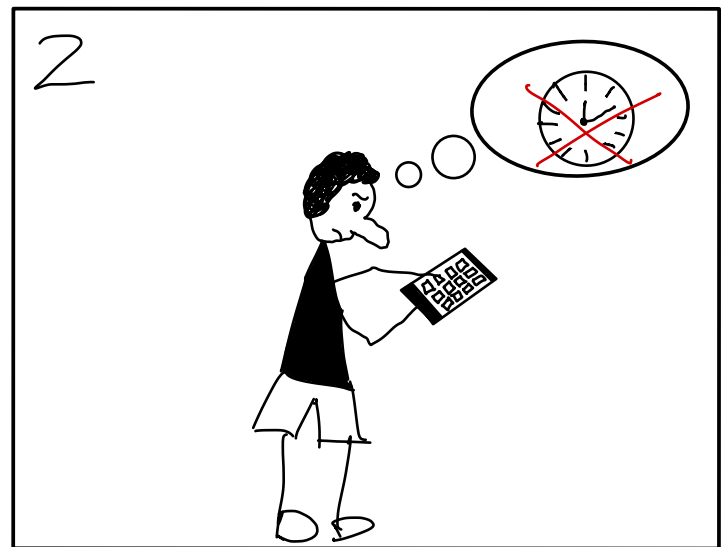
Unfortunately she doesn't know how to do it, or organize her future investments.

Scenario 1

Jeremias



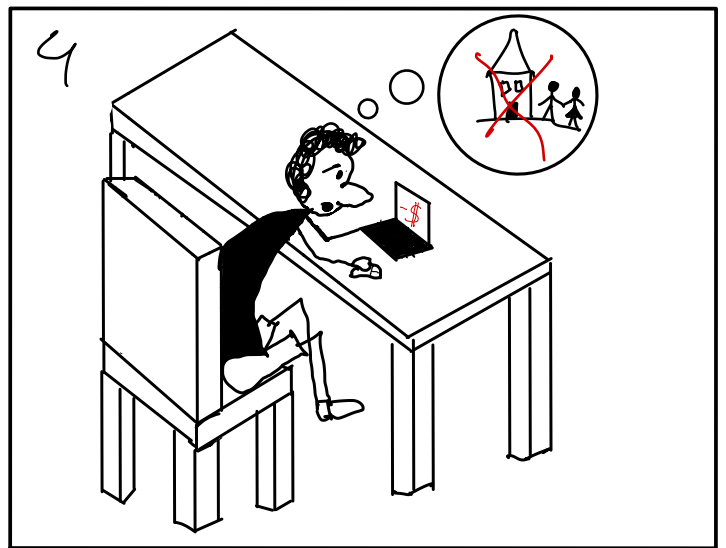
Bruno sees a pair of headphones he wants to buy.



Unfortunately, since he doesn't have an organized budget with all the transactions he has made, as well as time to go through all the apps from the different bank accounts.



So he tries to do the math mentally, which is stressful and hard.



When he arrives home and reviews his budget he realizes that the purchase of the headphones has passed his budget, which further difficulties him from leaving his parent's house.

