

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

They may be students, professionals, retirees, or anywhere in between.

They may be single, married, have children, or be supporting elderly family members.

They are looking for tools and resources to help them achieve their financial goals.

They may be in a variety of situations, such as trying to save for a down payment on a house, get out of debt, build a retirement nest egg, improve their credit score, or learn more about financial management.

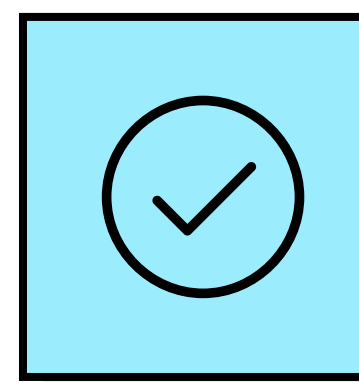
They want to improve their financial situation.



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

- Friends and colleagues are sharing positive experiences with using personal finance management apps.
- News and media are reporting on the growing popularity of personal finance management apps.
- Financial experts are recommending personal finance management apps as a valuable tool for improving financial health.
- Personal finance management app users are hearing second-hand stories about the benefits of using these apps.
- Some people may also be hearing negative things about personal finance management apps, such as how they can be difficult to use or how they don't provide enough value.



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

- Track their spending.
- Create and stick to budgets.
- Set and track financial goals.
- Make informed financial decisions.
- Use their apps to get insights into their spending habits and to make informed financial decisions.

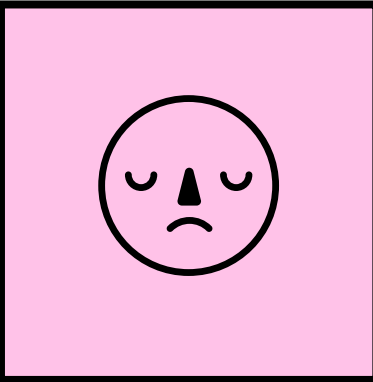
- Use AI-powered features to get personalized insights and recommendations.
- Link their accounts to other financial products and services.
- Use their apps to make financial transactions.

Money Matters: A Personal Finance Management App

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



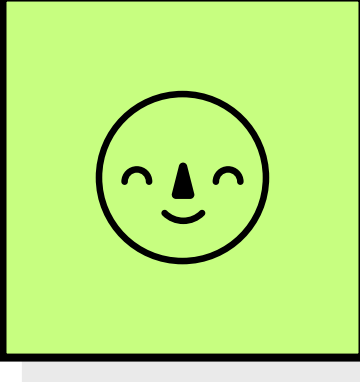
- Fears:**
- Fear of running out of money
 - Fear of debt
 - Fear of making a financial mistake
 - Fear of not being able to afford their desired lifestyle
 - Fear of not being able to provide for their family's financial needs
 - Fear of not being able to retire comfortably

- Anxieties:**
- Anxiety about their financial future
 - Anxiety about making financial decisions
 - Anxiety about talking about money
 - Anxiety about being judged for their finances
 - Anxiety about not being able to meet their financial obligations

- Frustrations:**
- Frustration with not being able to save money
 - Frustration with not being able to pay off debt
 - Frustration with not being able to reach their financial goals
 - Frustration with not understanding their finances
 - Frustration with feeling overwhelmed by their finances
 - Frustration with not having enough time to manage their finances

GAINS

What are their wants, needs, hopes, and dreams?



- Dreams:**
- To retire comfortably
 - To buy a house
 - To start their own business
 - To travel the world
 - To leave a legacy for their children

- Hopes:**
- To achieve their financial goals
 - To feel more in control of their finances
 - To reduce their financial anxiety
 - To build a secure financial future for themselves and their families

- Wants:**
- An easy-to-use app that tracks their spending automatically
 - An app that helps them to budget more effectively
 - An app that provides insights into their financial habits
 - An app that helps them to reach their financial goals
 - An app that is secure and protects their financial data

- Needs:**
- A simple and easy-to-understand interface
 - The ability to track all of their income and expenses
 - The ability to set and track budgets
 - The ability to create custom financial goals
 - The ability to generate reports on their spending and financial progress

What other thoughts and feelings might influence their behavior?

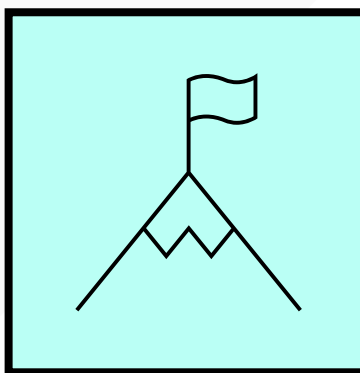
- Thoughts:**
1. Goals
 2. Comparison
 3. Stressors
 4. Financial Literacy

- Feelings:**
1. Confidence
 2. Hope
 3. Frustration
 4. Satisfaction
 5. Anxiety
 6. Motivation

"Personal finance is not about getting rich, it's about living a rich life."
- Dave Ramsey

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



1. Track their income and expenses.
2. Create and stick to a budget.
3. Set and track financial goals.
4. Make informed financial decisions.
5. Improve their overall financial situation.

- Have a budget and track their spending.
- Have set and track financial goals.
- Are making progress towards their financial goals.
- Feel more in control of their finances.
- Have reduced or eliminated their debt.
- Have saved money for the future.



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

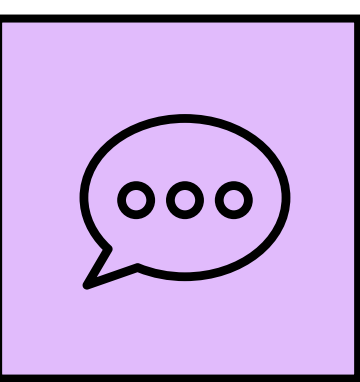
A wide range of apps to choose from, with varying features and pricing.

A growing trend of financial institutions offering their own tools.

Advertisements for personal finance management apps on TV, social media, and other platforms.

An increasing emphasis on financial literacy and education.

Friends, family, and colleagues using personal finance management apps.



What do they SAY?

What have we heard them say?
What can we imagine them saying?

- I need help tracking my spending.
- I want to create a budget and stick to it.
- I want to save money for my financial goals.
- I want to get out of debt.
- I want to feel more in control of my finances.