

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>1.Every individual is considered as a customer those who find difficulty in keeping the track of their expenditure and budgets</div><div>2.So that everyone who need to track their expenses in weekly,monthly basis can be our customer which could be done via our personal expense tracker</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div>1.If the customer who find a solution to track their expenses in internet this leads to arise lot of advertisement ,this causes the customer to get frustated easily while working on it.</div><div>2. Sometimes they get confused by the choices among which they need to prioritize.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem</div><div>1.Various applications is being present in both android and ios to track the expenses of the expenditure of an individual</div><div>2.But some applications fail to predict the expenses in correct manner which the customer exactly needed</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>The main problem is to give the proper solution for the customer to track their expenses and budgets in simpler way</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div><div>1.Nowadays Youth's are really cared about how much their spending? but unfortunately they doesn't know how to track their expenses this is mainly did by the personal expense tracker.</div><div>2.This mainly helps us to solve the money crisis and tends to save lot of money</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div>If the customer start to use the Personal Expense Tracker he can able to overcome all the problems regarding tracking of their expenditure and budgets</div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>By seeing the benefits which is experienced by the other customers and the facts told by them helps them to save their money via these expenses apps</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>1.Design flask based Personal Expense Tracker solution</div><div>2. Enable email based expense alerts</div></div>	<div><div>8.CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>The actions taken by the customer in online, by visiting numerous websites there may be lose of data occurs which may be not privacy encrypted</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>offline way of calculating the expenses leads to lot of miscalculations and lot of stress in calculating the complex calculations</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div>1.Before the customers are very much frustrated because they can't able to properly calculate their expenses it leads to lot miscalculations.</div><div>2.But after the usage of such apps they literally feel confident and open-minded about their expenses.</div></div>			

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