

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div><div>-person who make budget</div><div>-person who plan for trip</div><div>-person who makes weekly or monthly budget</div><div>-persons who makes more expensive than salary</div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS</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><div>-customers have an account</div><div>-customers have a cell phone</div><div>-subscriptions</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div><div>Budget Bakers: it can be used only in android.</div><div>QuickBooks: No chat supports</div></div></div>	Explore AS, differentiate Focus on J&P, tap into BE, understand RC
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</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><div>-People need to have their recorded on the pen and paper</div><div>-People can keep the data on single device only and they cannot share the budget with the family members</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</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><div>-People need to have their manually enter the data everything they make a payment.</div><div>-People are not going open the app everything they make a payment</div><div>While they enter the data, they must remember all the payment they made for the day</div></div></div>	<div><div>7. BEHAVIOUR</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><div>-Half of the people make use of pen and paper to keep track.</div><div>-people skip half of the payment they made for day</div></div></div>	

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Half of the people make use of pen and paper to keep track.
- people skip half of the payment they made for day

4. EMOTIONS: BEFORE / AFTER

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.

- People don't feel attracted by the expensive tracker
- People will feel free to use the app on their use only they check how much they have spent today

TR**10. YOUR SOLUTION**

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.

- our solution will make the user need not to enter the data by their hand's
- we will provide the two modes
- manual mode where the user needs to enter the data by their hand.
- automatic where the data will be entered by the system itself

EM**SL****8. CHANNELS of BEHAVIOUR****ONLINE**

What kind of actions do customers take online? Extract online channels from #7

- Their daily expense gets updated to the cloud
- They can share their budget plan with friends and family members

OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Their daily expense budget calculation will be done
- Their graphical representation will be shown in offline

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