

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Public who likes to track and monitor their expenses using an application	6. CUSTOMER CONSTRAINTS CC 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. - Have an E-mail account - Should have mobile or computer - Should have clear idea on expenses	5. AVAILABLE SOLUTIONS AS 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 -There are certain apps which work based on maintaining database using excel sheet, but it's not as advantageous as DB	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. - Nowadays people wish to monitor and track their expenses in a simpler way using mobile application - They want to control their expenses and save money for future - They need a comparison graph with previous month which helps them to have a great control on their expenses	9. PROBLEM ROOT CAUSE RC 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. - Manually monitoring expenses is a difficult task and continuous progress may not be attained - Humans can make errors while calculation - Keeping track on many months is difficult when done manually	7. BEHAVIOUR BE 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) - People may fail to track their expenses manually since it is a long term and difficult task but when they done in an application everyone wish to use it	
Identify strong TR & EM	3. TRIGGERS TR - People want to track their expenses simply without taking much risk - They want to track expenses as simple as possible with almost minimum errors	10. YOUR SOLUTION SL -Our solution is to build a cloud based personal expense tracker application which track expenditure and notify when cross set limit. -It also compare expense with previous month and give a comparison graph. -It also give data on expense on particular tasks.	8. CHANNELS of BEHAVIOUR CH - Social media videos made by the users of the personal expense tracker application create awareness about usage of this application. -Advertise online with influencers to test the app and promote it.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM - Our goal is to reduce the manual efforts of an individual on tracking their expenses and automate it as much as possible so that they have a great control on their expenditures and will use our application		8.2 OFFLINE - Word of mouth among consumers.	