

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  <b>Who is your customer?</b>  Person who try to manage their expenses in an efficient way	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  <b>What constraints prevent your customers from taking action or limit their choices?</b>  No Internet Connection	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  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?  Note & pen system, Mind Calculation	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  Which jobs-to-be-done (or problems) do you address for your customers?  <ul style="list-style-type: none"><li>• Large manual calculations are need to calculate the monthly expenses</li><li>• Human error may be happen</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  What is the real reason that this problem exists? What is the back story behind the need to do this job?  <ul style="list-style-type: none"><li>• Lack of tracking their expenses</li><li>• No graphical representation to track their expenses</li></ul>	<b>7. BEHAVIOUR</b> <span>BE</span>  What does your customer do to address the problem and get the job done?  Easier for the user to follow the process of tracking expenses	Focus on J&P, tap into BE, understand RC

	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p><b>What triggers customers to act?</b></p> <p>It reduces time rather than writing it manually in the notebook</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <ul style="list-style-type: none"> <li>● Create a web application to track their expenses anywhere at any time</li> <li>● Get real-time graphical representation of their expenses</li> <li>● Alert notification through email</li> </ul>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <p><b>What kind of actions do customers take online?</b></p> <ul style="list-style-type: none"> <li>● Tracking their expenses</li> <li>● Getting detailed reviews from email notification</li> </ul> <p><b>8.2 OFFLINE</b></p> <p><b>What kind of actions do customers take offline?</b></p> <p>Export the data when online and use it in offline</p>	
	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterward?</p> <p><b>Before:</b> Difficult to track the expense and struggle to analyze their expenses after spending it</p> <p><b>After:</b> Easy to track the expenses and graphical representation allow them to understand the expenses they made before easily</p>			