

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> To categorize the expenses and maintain personal balance. To keep you focused on your financial goals and reveal spending issues. To know how much you spend in order to stick to your budget. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Keep track of all your daily transactions and track money lent or borrowed. Users can insert and delete transactions as well as can generate and save their reports. 	5. Available solution AS <p>SPENDEE Application available both android and the ios.</p>	Explore AS, differentiate
Focus on J&P, tap into BE,	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> It also monitors user's income by tracking the received SMS from the user's saving accounts. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> The Main problem is gathering the data from the UPI apps or Nat-Banking application. This will act as the main problem of the application. Laziness of the customer to add the expense done through cash in the application. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Customer should responsibly add the expenses done through off-line mode. To assure the data safety to the user. 	Focus on J&P, tap into BE,
	3. TRIGGERS TR <ul style="list-style-type: none"> Customer may think , they spend more money and no saving. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Design a cloud based web Application of the expense tracker. Provide statistic of the expense done by the user through the graphs or charts. Providing email alerts if the total expense exceed the limit 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> In Online mode user don't have more work user need to set the maximum expense limit. In Off-line mode user should responsibly add the expenses done through cash 	

Identify song TR & EM	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div><ul style="list-style-type: none">BEFORE: No Savings.AFTER: Few saving due to expense tracking application</div>			
-----------------------	---	--	--	--