

1. CUSTOMER SEGMENT(S)

CS

- Businessman
- Housewife
- Professionals

6. CUSTOMER

CC

- It is a fear of not having the resources available to meet our needs.
- Most of them don't have a reminder to warn them of their expenses and help to overcome the high expenses.

5. AVAILABLE SOLUTIONS

AS

- The available solution is to provide a platform for the customer to keep track of the expenses.
- To reduce the expenses and increase the income.
- Think about all of your expenses you usually tend to spend your money on and prioritize which is important and plan accordingly.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Solve unexpected expenses and financial anxiety.
- Lack of awareness.
- Remind the customer

about their financial status and how to compensate the expenses.

- To set a limit of a particular amount and keep track of the expenses without exceeding the limit.

9. PROBLEM ROOT CAUSE

RC

- Users are not very much careful about their savings and spend money without keeping track of it.
- It often leads them to spend extra and it will lead them to a financial crisis.
- Also, they are less motivated about the cause of this and it will trouble their savings and may end up in many financial problems.

7. BEHAVIOUR

BE

- To develop a web application which includes all the factors to keep track of their expenses.

3. TRIGGERS

TR

- Seeking for self-gíatification by eáining the thing.

4. EMOTIONS: BEFORE / AFTER

EM

- **Befoíe** : Feaí , Hopeless , Depíessed
- **Afteí** : Confident , Awaíe

10. YOUR SOLUTION

SL

- This application will help the useís to add theí expenses so they can get an analysis of theí expendituíe in a gíaphical foím. They have an option to set a limit of the amount to be used foí a paíticulaí month and if the limit is exceeded the useí will be notified with an aleít message.

8. CHANNELS of BEHAVIOUR

CH

ONLINE

- Google adveítisements.
- Social media platfoíms.

OFFLINE

- Phíough woíds.
- Recommendation fíom the customeís.