

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>An individual who needs to track their daily expense.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><p>It Helps You Stick to Your Budget. Tracking Your Expenses Can Reveal Spending Issues. It Helps You Meet Your Financial Objectives.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><p>An expensetracker is a software or application that helps to keep an accurate record of your money inflow and outflow. One of the available solutions is tracking the expenses manually using a note and a pen, a traditional way to keep track of your expenses. But this solution is not efficient since it is a time consuming process.</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>The main problem is to provide an optimized and efficient personal expense tracking application to the users for better management of their expenses and savings. To do so a person has to keep a log in daily or in a computer, also all the calculations needs to be done by the user which may sometimes results in errors leading to losses.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><p>Helps you see your money situation and figure out possible money problems before they occur.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><p>Use software to categorize and keep your expenses all in one place.</p><p>Connect your bank account to your accounting software to automatically import transactions.</p></div>	

Focus on J&P, tap into BE, understand RC

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Identify strong TR & EM	<div><div>3.TRIGGERS</div><div>TR</div><div>What triggers customer to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>User engagement. By seeing their friends who save money will trigger them to use</div></div>	<div><div>10.YOUR SOLUTION</div><div>SL</div><div>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.</div><div>Daily Expense Tracker System is a system which will keep a track of Income-Expense of a House-Wife on a day to day basics. And it saves money and gives alert message for over usage of money</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>ONLINE</div><div>What kind of actions do customer stake online? Extract online channels from #7</div><div>The actions taken by the user is that storing the details of the expenses immediately after spending</div></div><div><div>OFFLINE</div><div>What kind of actions do customer stake offline? Extract offline channels from #7 and use them for customer development.</div><div>The user can save their expense entries in the local storage when the device connected to internet the data will be sent to the cloud</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE/ AFTER</div><div>EM</div><div>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.</div><div>Lose interest Slow response time</div></div>			