

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> End user who wishes to plan their expenses on the go. People from working class who wants to understand what they spend money on and how much they spend 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Unable to maintain the note Human Error Forgetting the details on where they spend. Free of cost platform 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Note and Paper Remembering the spendings Bank statements. 	Explore AS, different
Focus on J&P, tap into BE,	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Maintaining a note to keep trak of expenses Monthly Report Generation Limiting the monthly expense Alert/Email when the limit exceeds. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Lack of Proper Monthly Budget. Careless Spending. Human Error while calculation. Feeling lazy to note down the expenses. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Trying to remember their expenses and writing down in a note at the end of day. Reducing their spending but goes under the necessity. 	Focus on J&P, tap into BE,
	3. TRIGGERS TR <ul style="list-style-type: none"> When their cash is draining but don't know how. Unable maintain the balance between income and expenses. Expense goes over the Budget. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Personal Expense Tracker - A Cloud based app to keep track of the expenses. Visual Representation of the report. Alert or Email when the limit exceeds. 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> Online: Trying to maintain an Excel Sheet or online tool for expenses Offline: A Dairy like note to keep track of the expenses. 	
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before: Depressed over the monthly expenses and stress over unable to save for the future. After: Easy to track the expenses. Can Maintain a proper budget. 			