

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS <ul style="list-style-type: none"> * Students * Working men & women * Retired adults * Business Professionals 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> * Fear of not meeting expectations * They don't have any remainder to warn them about their expenses and help to overcome the high expenses. * Lack of personal customizations in existing solutions 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> * Currently, they have solutions as platforms to keep an eye on their expenses & savings * They try to use these platforms to manage expenses but could end up losing interest because of bad UX or failing to manage finances 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> * Lack of awareness * Unexpected expenditures * Setting boundaries of expenses * Setting limits to specific expenses 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> * Carelessness * Not having limits for expenses * Overspending habits 	7. BEHAVIOUR BE <ul style="list-style-type: none"> * Roughly think about all of expenses to spend money on and prioritize which is important and plan accordingly. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> * Fear of not being able to afford in case expense exceeds * Financial goals 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> * An expense tracking application that helps users manage and control their expenses and get a better view graphically to analyze the money flow. * Alerts and limit setting options to have full control on a regular time basis (weekly/monthly/yearly) * Set goals for savings 	8. CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> 1. ONLINE <ul style="list-style-type: none"> * Social Media * Advertisements * Online Communities 2. OFFLINE <ul style="list-style-type: none"> * Friends guidance * Parents control * Seeking Professionals * Offline Awareness Events 	Identify strong TR & EM