

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Working and earning people who spend on a daily basis.</p> <p>Extravagant spender or frequent traveler.</p> <p>Calculative and young adults who are just beginning to earn and handle expenses.</p> <p>Old people to keep track of when, where and how much they spend.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>Daily habitual tracking.</p> <p>Available and awareness of technology to make this possible.</p> <p>Tardiness even on notification or fear of losing their personal spending information.</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Tracking expenses through pen and paper is an alternative but its not that safe or effective.</p> <p>Random notes lack consistency and there is no proper order or exact details when needed.</p> <p>Calculations done manually and there is no proper record of consolidated effect of spending habits to refelect and improve upon.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Way to notify on time while the budgeting limit they set exceed so that they can be aware of their expenses.</p> <p>Users can get an analysis of their spending habits to improve upon.</p> <p>As there is a way for well recorded and documented records they can better manage and invest into newer fields.</p> <p>An application can easily manage the calculations and tracking than doing it manually</p>	<p>9. PROBLEMS ROOT CAUSE RC</p> <p>Users especially in the earning sector need to manage their finance in a better way for long term needs and benefits so that they do not accidentally fall in debt.</p> <p>People need to know when and how much they spend as there are so many ways and sources for spending in today's world.</p> <p>Keeping track of cash flow is essential for basic money management, and future planning.</p>	<p>7. BEHAVIOUR BE</p> <p>Find a proper system to keep track of their expenses and make it a daily habit to keep track and analyze their spending's manually.</p> <p>People have to make time and overcome tardiness to put in the effort and reflect upon their financial choices.</p>	Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS TR</p> <p>Seeing other people effectively manage money and leading comfortable lives.</p> <p>People who are financially stable and successful, better life choices made possible with minimal effort and careful spending.</p>	<p>10. YOUR SOLUTION SL</p> <p>Users need an effective way to monitor and keep track of their expenses and cash flow and this app helps them to achieve that.</p> <p>Constant notifications and updates and being able to view their records and analyze gives user the control over their finance.</p> <p>Budgeting and tracking become an easy process when its grouped together in a particular place where they can better plan accordingly.</p>	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>They monitor and analyze for better options and improve their finance</p> <p>8.2 OFFLINE</p> <p>Be more aware and stable to make better financial decisions</p>
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before:</p> <p>Chaotic and freaked or overwhelmed by their situation and expenses, unable to track and control.</p> <p>After:</p> <p>In control and confident and more aware of their situations.</p> <p>Stress free and planned and settled.</p>		