Define

CS, fit into CC

BE

1.CUSTOMER SEGMENT(S)

Who is youí customeí? Walking nasconnale



6. CUSTOMER CONSTRAINT'S

What constraints pievent your customers from taking action of limittheir choices of solutions?

- spending poweí budget
- no cash
- network connection
- available devices

5. AVAILABLE SOLUPIONS

Which solutions are available to the customers when they face the problem of need to get the job done? Whathave they tried in the past? What pros & cons do these solutions have?

Solution available to the customeis to get the job done is by CHA1° BO1°.

If any conceíns íegaíding application customeí mails the admin oí make íeviews on social media as solution in thepast.

Píos: useí fíiendly UI

Cons: manual categofization of input data

2. JOBS-l'O-BE-DONE / PROBLEMS Which jobs-to-be-done (oí píoblems) do you addiess foiyouí customeis?

1°íacking expenses

- Visualizing
- Budget planning

9. PROBLEM ROOT CAUSE

What is the feal feason that this píoblem exists? What is the back story behind the need to do this

Customeís aíe,

- Poo busy to budget.
- Haíd to keep up souíce of incomesand
 - expendituíes.

7. BEHAVIOUR

RC

What does your customers do to address the problem andget the job

Directly related: find the right expense tracker, calculate usage and benefits; Indiirectly associated: customers automatically gain knowledge on

3. TRIGGERS

What triggers customers to act?

- Seeing friends and family using the app
- Inability to plan their expenses
- Ease of tracking expenses

4. EMOTIONS: BEFORE/ AFTER



IPR

How do customers feel when they face a problem of a job and afterwards? Regret to save > desired to achieve FIRE goal Wasting money > saving money

10. YOUR SOLUTION

and creating awareness about money management and saving.



8. CHANNELS of BEHAVIOUR



8.1 ONLINE

What kind of actions do customers take online? Search for user friendly expense tracking application.

8.2 OÏÏLINE

What kind of actions do customers take offline?

Gain finance knowledge by using the application and use them for their development.