

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>People who want to keep track of their spending</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>1. Internet-connected device 2. Paid subscription</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>1. Good budget - Free, although transaction entry must be done by hand 2. Mint - Free and inappropriate categorization 3. Spendee - numerous integration options, but paid</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>1. People desire to monitor their spending each day. 2. Some individuals prefer to monitor it as well, particularly on certain occasions.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>1. People find it challenging to manage their financial spending when manually recording them. 2. This causes them to go beyond their actual spending plan.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>1. People tend to avoid keeping track of their spending and worry when they do? 2. Manual attempts will result in some spending being left behind.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>1. People, particularly in India, are not informed about the available remedies. 2. Does giving consumers a visual representation of their spending help them make decisions more quickly? 3. Free for a while, then you can see the effects (and keep paying customers).</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>1. Create an application that smoothly tracks their expenses? 2. Give users free access to it so they can see how helpful it is for saving money.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div>1. Social media marketing, particularly on Linkedin, where a higher percentage of working professionals and students are users. 2. Influencers in the lifestyle space would be excellent.</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>1. People worry when they go over their actual budget rather than trying to save money. 2. People will be able to keep track of their expenses and problematic financial management circumstances.</div>			