Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Businessman
- Housewife
- Professionals

6. CUSTOMER — CC

- It is a fear of not having the resources available to meet our needs.
- Most of them don't have a reminder to warn them of their expenses and help to overcome the high expenses.

5. AVAILABLE SOLUTIONS — AS

- The available solution is to provide a platform for the customer to keep track of the expenses.
- To reduce the expenses and increase the income.
- Think about all of your expenses you usually tend to spend your money on and prioritize which is important and plan accordingly.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Solve unexpected expenses and financial anxiety.
- Lack of awareness.
- Remind the customer about their financial status and how to compensate the expenses.
- To set a limit of a particular amount and keep track of the expenses without exceeding the limit.

9. PROBLEM ROOT CAUSE — RC

- Users are not very much careful about their savings and spend money without keeping track of it.
- It often leads them to spend extra and it will lead them to a financial crisis.
- Also, They are less motivated about the cause of this and it will trouble their savings and may end up in many financial problems.

7. BEHAVIOUR — BE

- To develop a web application which includes all the factors to keep track of their expenses.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

- Seeking for self-gratification by earning the thing.

4. EMOTIONS: BEFORE / AFTER — EM

- **Before :** Fear , Hopeless , Depressed
- **After :** Confident , Aware

10. YOUR SOLUTION — SL

- This application will help the users to add their expenses so they can get an analysis of their expenditure in a graphical form. They have an option to set a limit of the amount to be used for a particular month and if the limit is exceeded the user will be notified with an alert message.

8. CHANNELS of BEHAVIOUR — CH

ONLINE

- Google advertisements.
- Social media platforms.

OFFLINE

- Through words.
- Recommendation from the customers.

Extract online & offline CH of BE