**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  `CS`

Who is your customer?
Person  who needs helps in Budgeting, Accounting and Money Management.

### 6. CUSTOMER CONSTRAINTS  `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?

The budget constraint is the boundary of the opportunity set—all possible combinations of consumption that someone can afford given the prices of goods and the individual's income.

### 5. AVAILABLE SOLUTIONS  `AS`

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

- Money View.
- Goodbudget.
- Realbyte Money Manager App.

**Explore AS, differentiate**

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

### 2. JOBS-TO-BE-DONE / PROBLEMS  `J&P`

Which jobs-to-be-done (or problems) do you address for your customers?
Inaccurate or unreasonable assumptions can quickly make a budget unrealistic.

### 9. PROBLEM ROOT CAUSE  `RC`

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
You need to be more careful when you're tackling complex or critical problems. Root Cause Analysis is a useful process for understanding and solving a problem. Figure out what negative events are occurring.

### 7. BEHAVIOUR  `BE`

What does your customer do to address the problem and get the job done?
It's easy to make this part of your everyday routine thanks to expense tracker apps that help you manage your money on the go. These apps certainly overlap with budgeting apps, but while the latter provides a big-picture view of your finances, expense tracker apps put more of an emphasis on your spending.

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

**Identify strong TR & EM**

### 3. TRIGGERS  `TR`

What triggers customers to act?
An expense tracker is a software or application that helps to keep an accurate record of your money inflow and outflow.

### 4. EMOTIONS: BEFORE / AFTER  `EM`

How do customers feel when they face a problem or a job and afterwards?
Before: Before introducing this application, we have to note all our own expenses.
After: After using this application, we have to check our all expenses and make our own budget.

### 10. YOUR SOLUTION  `SL`

A spending plan (also called a budget) is simply a plan you create to help you meet expenses and spend money the way you want to spend it. A good spending plan can help you stop "spending leaks".

### 8. CHANNELS of BEHAVIOUR  `CH`

**8.1 ONLINE**
What kind of actions do customers take online?
In online, Customer can do all the actions.
**8.2 OFFLINE**
What kind of actions do customers take offline?
In offline, Customer can check only the history of expenses, can't change anything.

**Identify strong TR & EM**