

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Individuals or companies who want to manage and analyse their expense (student, working professional, family members <u>etc.</u>) 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> User must have an email account User must have clear knowledge on his/her income and expense 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> Personal Expense Tracker – Limited expenditure options Good budget – Complex UI Interface. 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> Single platform to track monitor their expenses and also producing a visual representation. It gives a comparison between income and expense it gives more control towards their own wealth. 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Humans mostly are <u>tend</u> to make errors Keeping track of expense on a large scale for a long period of time is hard Analysis of expense for every period can't be achieved manually 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> For a long period of time people tracked their expense manually, when income is coming from various sources handling manually is hard and time consuming so the application does the job more efficiently. 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> People who wish to see an analysis to their expenses without much <u>effort</u> People who wish to save more. 4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> People get frustrated when expense goes beyond their budget. Proper financial management helps at crucial moments of life. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Build a cloud based personal expense tracker application which can track their income and expense and notify when limit is crossed. Provide a pictorial representational expense analysis which can provide a better idea. Gives advise on saving and avoiding unwanted expense 	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> Digital Marketing through social media which allows great reach among students or working professionals <p>OFFLINE</p> <ul style="list-style-type: none"> Word of mouth among existing customer 	Extract online & offline CH of BE