

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div>a business person</div> <div>a person who want to track his/her expense</div>	<div>Network connection, mail alert features</div> <div>different devices and different locations</div> <div>proper future budget prediction</div> <div>lack of transparency</div> <div>no time and busy work schedule</div>	<div>analytics on past data for future steps to be taken for proper expense tracking</div> <div>Alert when expense exceeded,</div> <div>Future data prediction</div> <div>alternative to manual edit in spreadsheets or pen/paper work</div>	
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div></div>	Focus on J&P, tap into BE, understand RC
	<div>A personal finance app will not only help you with budgeting and accounting but also give you helpful insights about money management. Focus on J&P, tap into BE, understand</div> <div>Also, users can get an analysis of their expenditures in graphical forms.</div> <div>They have an option to set a limit for the amount to be used for that particular month if the limit is exceeded the user will be notified with an email alert</div> <div>Personal finance applications will ask users to add their expenses and based on their expenses wallet balance will be updated which will be visible to the user.</div>	<div>The root cause is manually work of tracking expenses by spreadsheet is really hard</div> <div>future data prediction in case of lot of transaction and analytics is super complex on huge data</div>	<div>Check all available alternatives in marketing and check security measures, trust</div> <div>proper tracking and analysis feature enabled product</div> <div>check proper alerting system enabled product</div>	
Define CS, fit into CL	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</div></div>	<div>8.1 ONLINE CHANNELS<div>CH</div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div>Seeing their neighbors maintaining expenses efficiently and have proper estimation of future budget and mail alert</div>	<div>1. Budget should be allotted first</div> <div>2. Data analytics on expenses</div> <div>3. Separate account for each organization</div> <div>4. if expense exceed budget, send a mail alert</div>	<div>Find proper product for expense tracker & solution online</div>	
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div></div> <div>Frustated, confused, insecure of expenses, no proper prediction of budget</div>	<div>5. Edit/delete/add option of expenses</div> <div>6. track our expense from SMS</div> <div>7. Future expense predictions have proper estimation of future budget and mail alert</div> <div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div>	<div>8.2 OFFLINE CHANNELS<div>CH</div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>Can check all expense analytics online in product and take proper action in works and spending money on things</div></div>	