

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
Working personnels

CS

6. CUSTOMER CONSTRAINTS
What constraints prevent your customers from taking action or limit their choices of solutions?

- spending power
- budget
- no cash
- network connection
- available devices

CC

5. AVAILABLE SOLUTIONS
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?

Solution available to the customers to get the job done is by CHAT BOT.
If any concerns regarding application customer mails the admin or make reviews on social media as solution in the past.
Pros: user friendly UI
Cons: manual categorization of input data

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS
Which jobs-to-be-done (or problems) do you address for your customers?

- Tracking expenses
- Visualizing
- Budget planning

9. PROBLEM ROOT CAUSE
What is the real reason that this problem exists? What is the back story behind the need to do this job?

Customers are,

- Too busy to budget.
- Hard to keep up source of incomes and expenditures.

RC

7. BEHAVIOUR
What does your customer do to address the problem and get the job done?

directly related: find the right expense tracker, calculate usage and benefits;
indirectly associated: customers automatically gain knowledge on finances

BE

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

<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act?<ul style="list-style-type: none">Seeing friends and family using the appInability to plan their expensesEase of tracking expenses</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>To develop the expense tracker application to help customer for budgeting, accounting and creating awareness about money management and saving.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Search for user friendly expense tracking application.</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Gain finance knowledge by using the application and use them for their development.</div></div></div>
--	--	--