1. CUSTOMER SEGMENT(S)

Who is your customer? Working personnels



6. CUSTOMER CONSTRAINTS

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

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

5. AVAILABLE SOLUTIONS

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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

If any concerns regarding application customer mails the admin or make reviews on social media as solution in the

Pros: user friendly UI

Cons: manual categorization of input data

differentiate

Explore

AS,

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.

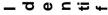
7. BEHAVIOUR



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

directly related: find the right expense tracker, calculate usage and

indirectly associated: customers automatically gain knowledge on finances



3. TRIGGERS

What triggers customers to act?

- Seeing friends and family using the app
- Inability to plan their expenses
- Ease of tracking expenses

4. EMOTIONS: BEFORE / AFTER



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10. YOUR SOLUTION

To develop the expense tracker application to help customer for budgeting, accounting and creating awareness about money management and saving.



8. CHANNELS of BEHAVIOUR



8.1 ONLINE

What kind of actions do customers take online? Search for user friendly expense tracking application.

8.2 OFFLINE

What kind of actions do customers take offline?

Gain finance knowledge by using the application and use them for their development.