Define CS, fit into

1.CUSTOMERSEGMENT(s)   `CS`

1. Both men and women

6. CUSTOMER CONSTRAINTS   `CC`

1. No network.
2. Using available devices.
3. Budget friendly.

5. AVAILABLE SOLUTIONS   `AS`

1. Make it accessed at any time.
2. It should operate offline so it can be accessed at any time without internet availability.
3. This system should be able to analyze the information, provide analytics on which category did the user spent most of their money.
4. The proposed system should provide a user interface where the user could store and observe their past expenses.

Explore AS,

Focus on J&P, tap into BE,

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

To track expense of an individual easily.

9. PROBLEM ROOT CAUSE   `RC`

Users are in need of these kind of solutions because

1. Users find it difficult to calculate expense manually.

2. Users will get errors due to manual calculations,etc.

7. BEHAVIOUR   `BE`

1. Find the user's interest
2. Recommend the user with suitable options of their need

Focus on J&P, tap into BE,

Identify strong TR & EM

3. TRIGGERS   `TR`

The users are triggered when it is available for them easily and accessible without internet. It use give the option for the user to select from and they can enter the amount and mode of payment.

4. EMOTIONS: BEFORE / AFTER   `EM`

Before:
1.Feels doubtful and unsure
2. Confused

After:
1.Immediate
2.Satisfaction.

10. YOUR SOLUTION   `SL`

1.A user friendly application
2.Without internet
3.Engage customers.

8.CHANNELS of BEHAVIOUR   `CH`

ONLINE
Can provide better tracking options via internet(n number of user to millionusers).

OFFLINE
Users find it easy when it is available offline.

Extract online & offline CH of BE