

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><ul style="list-style-type: none">- a employee- a student- function organizer- a shop keeper</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><p>Users had no time to record manually and most of the time they forget to note records on time and had burden of remembering those records, which reduces the interest to track.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><ul style="list-style-type: none">- Diary notes ,we can't able to carry all the time and includes lots of calculations.- Mobile notes, which includes burden of manual calculations.- Notes using Excel, we can't add descriptions adequate and we can't track category wise.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>Track their expenses, remainder to pay dues on time and avoid spending more on unnecessary expenses and reduce burden on manual calculations.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><ul style="list-style-type: none">- track expenses to know were money was spent- control spending more on unwanted expenses- reduce expenses and improve in finance.- avoid financial crisis.</div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><ul style="list-style-type: none">- User records the expenses daily manually- setting alarms to avoid forgot to record expenses.- read blogs to learn best expense tracking ways.- searching ideas in internet to controlling expenses to maintain their lifestyle.</div>	
<div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><p>At end of certain period, users doesn't know were they spent their money and they spend more on needless expenses beyond budgets which leads to financial crisis.</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>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.</p><p>Our project helps the user to track their expenses and determine whether they are spending as per their set budget. Potential users need to input the required data such as the expense amount, category and date when the expense was made. Which allows users to track their expenses daily, weekly, monthly and yearly in terms of summary, bar graphs, and pie-charts.</p><p>User forgotten to input records can be avoided by remainders and alerts are helps to pay dues It is like automated diary which requires no burden of manual calculations and enables the user to not just keep the control on the expenses but also to generate and save reports. We can compare with past expenses.</p></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>Online :</p><ul style="list-style-type: none">- learn best expense tracking ways by reading blogs in internet- searching ideas in internet to control expenses and setting budgets.<p>Offline :</p><ul style="list-style-type: none">- record expenses daily in diary, mobile notes or in excel sheets.- setting alarms to pay dues and to avoid forgot recording expenses.</div>	Focus on J&P, tap into BE, understand RC	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>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.</p><p>Before using the tool, users frustrated about they can't remember where their money goes and can't handle their cash flow. After the tool, this tracking expense becomes a habit, people can get a good picture of how much money they need to maintain their lifestyle.</p></div>				Identify strong TR & EM
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