

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS People who are earning and spending them on their daily basis.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Burdensome work of making notes about the expenditure and also it's difficult to recall all the expenses	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Making a record of the expenses that they did the manual process(notes)	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR In this modern world .it is very hard to maintain the daily expenses and making a note of expense Spending too much on wants rather than needs Unplanned Expenditure make it difficult to save money for end of the month	9. PROBLEM ROOT / CAUSE RC Exceeding the budget limit beyond what we have planned Any emergency needs like health issues or certain needs to be completed at that time. Not having a pre-planned saving for the education purpose or any family functions and other needs	7. BEHAVIOR + ITS INTENSITY BE They may keep a temporary note on their mobile He/she will tell the other persons to remember the expense they do While calculating the expenses they consider only the expenses that are single time and huge and leave the rest.	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR In this Digitalized world. It is difficult to remember all the expense we did. so that, this app will be very easy way to store . that may trigger them. 4. EMOTIONS <small>BEFORE / AFTER</small> EM Before : Discouraging and it's a hassle to track expenses After : they will be stress free. no frustration . There will be a clarity about all the expenses he/ she did.	10. YOUR SOLUTION SL "The personal expense Tracker" Application that can record all the expenses, and enables you to save more and can overcome all these problems by updating the daily expense data. This will be very useful and this will help us in the state of emergency. then	8. CHANNELS of BEHAVIOR CH ONLINE Download Statements from bank and pay Monthly Installment OFFLINE Using spreadsheets and notes for financial management	Extract online & offline CH of BE