

Define CS, fit into CC	<div><div>1.CUSTOMER SEGEMENT (S)</div><div>CS</div><p>Customers who saves receipts and makes use of small tools for calculations of expenses.</p></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><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>Customer needs a save management of bank details, transaction details and report generation along with accessibility security.</p></div>	<div><div>5. AVAILABLE SOLUTIONS</div><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 &amp;</p><p>If expense exceeds the limit , an alert is sent via E-mail for customer.</p></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&amp;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>Personal contact details of customer .</p><p>Bank details of customer.</p><p>These two details are required for expense tracking and alerting.</p></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><p>Inefficient time and busy schedule of customer makes them to skip the tracking of expense .</p></div>	<div><div>7. BEHAVIOUR</div><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;</p><p>Based on report generated on expense analysis , customer can make plans.</p></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>TR</div><p>Customers fall for fake offers and Ad traps and spend money in unprofitable manner.</p></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><p>Personal Expense Tracker application makes it very easy for customer to track their expenses by saving time and efforts. Unlike manual calculation every thing is done with much accuracy. The application is accessible anytime and anywhere and it prevent data loss and secure to use.</p></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><p>8.1 ONLINE</p><p>Usual expense tracking and budgeting applications are use by customers in many number of channels</p><p>8.2 OFFLINE</p><p>Customer can develop self control and experience much benefit using the personal expense tracker application</p></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>Customers gets upset of saving the paper receipts and making manual calucations . This steps can lead to human error. Customer saves time and feels happy about easy way of tracking expenses after using the application.</p></div>			

