Define CS, fit into CC

1.CUSTOMER SEGEMENT (S) `CS`

Customer manages their expenses in manual calculation and some tools.

6. CUSTOMER CONSTRAINTS `CC`

Customer wants the application user friendly and more secure & fast.

5. AVAILABLE SOLUTIONS `AS`

The important solution that we suggest is if the expense amount limit exceeds .Alert E-Mail message will Sent.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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

It stores the account details and the contact details of the customer to perform the Expense Tracking application.

9. PROBLEM ROOT CAUSE `RC`

Due to busy schedule of the customer difficult to track the expenses.

7. BEHAVIOUR `BE`

Focus on report it is easy to analysis customers expense cost and plan accordingly.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS `TR`

Customer Spending unwanted money by seeing some Neighbors, Television commercials etc.

4. EMOTIONS: BEFORE / AFTER `EM`

Customers finds difficult to keep their transaction receipt but making use of this application that is avoided

10. YOUR SOLUTION `SL`

This application keeps track on all your spending without a manual calculation. It works on anytime and anywhere. To minimize the human error, prevent data loss and secure transaction

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

General budget tracking application is done by the customers in n number of web channels

8.2 OFFLINE

Customer can control them self in spending unnecessary money on certain things by using personal expense tracker application.

Identify strong TR & EM