

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Individuals who want to track their expenses (Working professionals, Students, etc.)	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> • Device with internet connection • Subscription payment 	5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS <ul style="list-style-type: none"> • Goodbudget - free but manual entry of transactions • Mint - free & wrong categorization • Spendee - many kind of integration but paid 	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> • People want to track their expenses everyday and • Some people also want to track it especially on some occasions 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> • Its hard for the people to manage their financial expenses by keep tracking manually. • This makes them to exceed the actual budget that they made. 	7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> • People tend to avoid tracking the spendings and worry when they come to know about it. • People who try to do it manually will end up leaving some spendings. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> • People are not aware about the existing solutions especially in India. • Providing a visualization about how they spend makes the people to decide easily. • Free for sometime and show the results.(retain & premium users) 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • Build an application to track their expenses seamlessly. • Allow users to access it for free and make them realize how useful to save money. 	8. CHANNELS of BEHAVIOR CH ONLINE <ul style="list-style-type: none"> • Social media advertisements (especially LinkedIn as the users are more of working professionals and students) • Lifestyle influencers would be a great choice 	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM <ul style="list-style-type: none"> • People are worried when the exceed the actual budget and not for saving it. • People will be able to track their expenses and bad situations related to financial management. 		OFFLINE <ul style="list-style-type: none"> • Word of mouth 	