

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