

<div><div>1. CUSTOMER SEGMENT(S)</div><div>Individual earning professionals. Home makers, managing the budget and expense of a family.</div><div>C S</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>Managing money is tedious in their day to day activities.</div><div>C C</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>Pen &amp; Paper tracking. Notion Expense tracking. Tracking using Google sheet templates. Using automated apps like spendee etc.</div><div>A S</div></div>
<div><div>2. JOBS-TO-BE-DONE / PROBLEMS.</div><div>Monthly expense tracking. Budgeting &amp; income categorizing. Analyse &amp; compare using graph visualizations. Manual &amp; automated addition of expenses.</div><div>P B L</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>Categorizing helps provide clarity. Analysis shows our improvement. Automation improves productivity.</div><div>P B L</div></div>	<div><div>7. BEHAVIOUR</div><div>Use expense tracking apps. Use notion template and google sheets to budget &amp; visualize. Use Bank transaction summary to track expense.</div><div>B M B</div></div>
<div><div>3. TRIGGERS</div><div>people interested in managing money and who likes to keep a track on what and how they spend</div><div>TR</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>If people don't have a track of what they spend and how much they receive then they may develop a fear of spending everything. So keeping a track of how much they spend helps them to gain confidence.</div><div>EM</div></div>	<div><div>10. YOUR SOLUTION</div><div>An app with a simple interface which: 1) Helps in periodical budgeting for different categories 2)Providing reports based on budgets and expenses 3) Alerts when expense goes beyond budget. 4) Provide facilities for manual entry of expenses.</div><div>SL</div></div>	<div><div>8.CHANNELS of BEHAVIOR</div><div>8.1 ONLINE Customers get a detailed report of what they spend and how they spend it, and help them to improve themselves.</div><div>8.2 OFFLINE Customers develop a habit of managing and tracking their expenses on a daily basis and develop the art of managing money.</div><div>CH</div></div>



Problem-Solution it canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license  
Created by Daria Nepriakhina / Amaltama.com

