

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div><div><div>✧ Customers are those people who spend their money without keeping track of their expenses.</div><div>✧ People who have to spend their money within their monthly budget.</div></div></div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div><div><div>✧ The constraint of deciding which application is better for their individual needs.</div><div>✧ Installation of the application with free of cost.</div></div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div><div><div>✧ The existing expense tracker application does not do a good job at categorizing the transaction accurately.</div><div>✧ But it's Frontend is designed in a well structured manner.</div></div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div><div><div>✧ The objective of the web application is that the customers can keep track of their expenses.</div><div>✧ The customers will be able to categorize their transactions accurately.</div></div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div><div><div>✧ Improper categorization of historical transaction data.</div><div>✧ The existence of multiple payment methods leads to manual expense tracking.</div><div>✧ It will take a long time to perform manual computations and paperworks.</div></div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div><div><div>✧ They are looking into several solutions to their specific tracking expenditure issues.</div><div>✧ They will be looking into numerous features in various Expense Tracker applications.</div></div></div></div>	
	<div><div>3.TRIGGER TO ACT<div>TR</div></div><div><div><div>✧ To reduce the manual calculations by the customers.</div><div>✧ To automate the repetitive tasks done by the customers.</div></div></div><div><div>4.EMOTIONAL BARRIERS</div><div><div>✧ The customers can get frustrated by tracking their expenses manually.</div></div></div></div>	<div><div>10.SOLUTION<div>SL</div></div><div><div><div>✧ Implementation of a quick and seamless tracking mechanism between the expenses and the income.</div><div>✧ It notifies the user via email notification when a expense has been used by within the given limited time.</div><div>✧ It also includes a finer-grained transaction categorizations.</div></div></div></div>	<div><div>8. BEHAVIOUR<div>CH</div></div><div><div><div>✧ (Online) Experimenting with online-based applications that contains a lot of personalised advertisements.</div><div>✧ (Offline) Regular usage of digital calculations for tracking their expenses accurately takes a lot of time.</div></div></div></div>	

Define CS, fit into CC

Explore AS, differentiate

Focus on J&P, tap into BE, understand

Focus on J&P, tap into BE, understand

Identify strong TR & EM

Extract online & offline CH of BE