

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- People who are struggling to track their expenses
- Customer who wants to wisely handle their saving and money.

6. CUSTOMER CONSTRAINTS**CC**

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- All data should be entered manually by the user.
- Internet connections.
- Not enough balance due to lavish spending.

5. AVAILABLE SOLUTIONS**AS**

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Expense dairy
- If the expense exceeded the specified limit, the application will show you an alert message

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

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- To keep track of daily expenses
- Alert when threshold limit is reached.
- Categorizing expenses to have a good visualization.
- Difficult to track monthly expenses manually.
- Remembering of expenses is difficult.

9. PROBLEM ROOT CAUSE

- Real time tracking is difficult for physical mode of payment.
- Unawareness.
- Forgetting payments.
- Reckless spending.

7. BEHAVIOUR

- Have a proper record of all the expenses.
- Would prefer a graphical representation of their daily, monthly and early expenses.
- Start saving money and reduce unwanted expenses.

3. TRIGGERS

- Insufficient money during emergency.
- Excessive spending.
- Self gratification by earning.

4. EMOTIONS: BEFORE / AFTER BEFORE:

- Confused.
- Fear .

AFTER:

- Customers get clarity of expenses.
- Confident.

10. YOUR SOLUTION

- This proposed system tracks every your expenses anywhere and anytime without using the paper work.
- Just click and enter your expenditure.
- To avoid data loss, quick settlements and reduce human error.

8.CHANNELS of BEHAVIOUR**8.1 ONLINE**

- Stealing of private data can be easy in online.
- Data can be stored in cloud which can be secure.
- Accurate graphical representation.

8.2 OFFLINE

- Back up not guaranteed.
- Recommendations from customer.
- Difficult in visualization of the amount spend.