

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">➤ People who are struggling to track their expenses are our customers.➤ One who wants to manage the money they earn.</div>	<div>6. CUSTOMER CONSTRAINTS<div></div><ul style="list-style-type: none">➤ Accessing of particular features needs premium account.➤ Internet connection.</div>	<div>5. AVAILABLE SOLUTIONS<ul style="list-style-type: none">➤ Usage of manual notes by noting down every spent expenses.➤ Keeping the bills.</div>	Explore AS, differ
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div><ul style="list-style-type: none">➤ There might be manual error in the expenses calculation process and lack of expense history maintenance.➤ In paper-based expense tracker it is difficult to track our monthly expenses manually.➤ This records may get lost in case of any obstacles.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><ul style="list-style-type: none">➤ Less focus on career and development.➤ Being unconscious while spending money.➤ Not having much knowledge on financial stability.➤ Real-time tracking is difficult for physical mode of payment.</div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">➤ Customers get unlimited access to their calculation or they may create notes on their mobile.➤ This approach makes it very simple and really beneficial to estimate their expenditure and needs.</div>	Focus on J&P, tap into BE, understand RC

<p>3. TRIGGERS</p> <ul style="list-style-type: none"> ➤ It can create awareness among common people about their income and expenses. ➤ It reduces time rather than entering details manually. ➤ Seeing others using their money wisely. TR 	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> ➤ Creating an application that will help in accounting, budgeting, providing them with useful insight about money management. ➤ This app brings high security and real time tracking of expenses done by the user. 	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> ➤ Real-time notification for un-tracked expenses is not available. ➤ Researched on available application features. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> ➤ Got ideas from people to get to know their actual needs.
<p>4. EMOTIONS: BEFORE / AFTER</p> <ul style="list-style-type: none"> ➤ Difficulty in managing their money and being unaware of their monthly expenses that they have spent daily-Before ➤ Efficient way to tackle and manage their important expenses with more security and can also have a proper budget to spend their expenses-After EM 		