# 2. JOBS-TO-BE-DONE / PROBLEMS > 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.

## 1. CUSTOMER SEGMENT(S)

- People who are struggling to CS track their expenses are our customers.
- One who wants to manage the money they earn.

This records may get lost in case of any obstacles.

#### 6. CUSTOMER CONSTRAINTS

- Accessing of particular features needs premium account.
- Internet connection.

#### 5. AVAILABLE SOLUTIONS

- > Usage of manual notes by noting down every spent expenses.
- Keeping the bills.

#### 9. PROBLEM ROOT CAUSE

- > 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.

#### 7. BEHAVIOUR

RC

- 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.

Explore AS, differ Focus on J&P, tap into BE, understand

BE

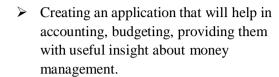
## 3. TRIGGERS

- ➤ 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

## 4. EMOTIONS: BEFORE / AFTER

- ➤ 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

## 10. YOUR SOLUTION



➤ This app brings high security and real time tracking of expenses done by the user.

### 8. CHANNELS OF BEHAVIOUR



8.1 ONLINE

SL

- ➤ Real-time notification for un-tracked expenses is not available.
- > Researched on available application features.

## 8.2 OFFLINE

> Got ideas from people to get to know their actual needs.