

## 1.CUSTOMER SEGEMENTS

The users of the application are going to be the people in any profession which includes a millionaire to a moderate people who needs to monitor and control their expenses .

## 4.CONSTRAINTS

- Financial instabilities prevent to upgrade technically.
- Insufficient knowledge about how to control the cash flow.

## 5.AVAILABLE SOLUTIONS

- A basic functionality phone to access the application.
- Ask users to add their expenses and based on their expenses, wallet balance will be updated which will be visible to the user.
- Some past tries of the user include Excel sheets, Word Documents, notes, and files for the daily and monthly expenses which results in problem due to manual calculations .
- Pros of the solution include fast,accurate and reliable access by viewing expenditure in graphical forms.

## 2. JOBS TO BE DONE/PROBLEMS

- People are concerned about regularity of their daily expenses and cannot have control over the income and expenditure.
- Cannot find an analysis of their expenditure in graphical forms.
- Keeping a log in diary is a very monotonous process and also may sometimes lead into problems due to the manual calculations.

## 9. PROBLEM ROOT CAUSE

- One of the reasons that this problem exists is because of the poor understanding as cannot find a clear graph of expenses as some people's income varies for every month
- The users adapt to the application for the betterment understanding of the expenses.

## 6. BEHAVIOUR

- Users can use the software application functionalities and get the alert through mail when it exceeds the limit.
- Thereby finding the necessary features in the application is significant.
- Positive approach over the expenditure.

### 3. TRIGGERS

Social media platforms and daily television or newspaper impact people mentality to upgrade into a new and easy life lifestyle.

### 4. EMOTIONS: BEFORE / AFTER

Before :Discrepancies,time consuming.

After :Easy to approach,quick process, Accurate result.

### 10. YOUR SOLUTION

Easy accessibility and self understandable features throughout the system.This application not only help the user with budgeting and accounting but also give you helpful insights about money management.It will ask users to add their expenses and based on their expenses, wallet balance will be updated which will be visible to the user. Also, users can get an analysis of their expenditure in graphical forms. They have an option to set a limit for the amount to be used for that particular month if the limit is exceeded the user will be notified with an email alert.It helps user to reduces the manual calculations for their daily expenses and also keep the track of the expenses. User can also calculate total expenses per day and these results will stored for unique user.

### 8. CHANNELS OF BEHAVIOUR

#### 8.1 ONLINE

- Users get the alert through mail when it exceeds the limit.

#### 8.2 OFFLINE

- Initially add to expense wallet.
- Set limit to expenses.
- User gets analysis of their expenditure in graphical forms.