Define CS, fit into CC

Explore AS, differentiat

1. CUSTOMER SEGMENT(S)   CS

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

There is no age restrictions for using this application but the often users would be the people age above 21 years.

6. CUSTOMER CONSTRAINTS   C

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.

Maintenance, budget, system maintenance, Data Privacy, security, low knowledge in using high end professional devices.

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 not taking

Pen and paper is the most common technique to mesure the expenses but it is not possible for controlling expenses. We can just measure the expense but can't able to control the expense.

Focus on J&P, tap into BE, understand RC

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 track expense of user accorsing to their budget. People can earn money in many ways but they can save it only in one way i.e. by controlling the unwanted expenditure. Pen paper method and excel method is not efficient in maintaing expense and it is difficult to manage.

9. PROBLEM ROOT CAUSE   RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Creating special option for reminding users about their loan repay or other commitments on savings for specific reasons. Providing beautiful insights like bargraph or piechart for showing comparisons and giving the best user interfaces. We could able to gain profit through this project by creating premium accounts for specialised features.

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

By using Cloud computing provided by IBM for hosting the website it could able to make a small change which could lead to many tremondous for an individual. A good change in an individual leads to change in the society.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.   TR

By having a great aim to track expense to save the money spent in unwanted things. By creating a feasible and good UI designs attracting the customers with great features leads to usage of application by many customers. By providing the facility to analyse the data and to provide a visual insights.

10. YOUR SOLUTION   SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

The goal of this project is to understand the users requirement and to design the module in order to create an efficient expense tracker. Making them aware of their expenses by exhibiting their expenditure through colorful insights. Throwing a mail as an alert warning if their expenditure exceeds their budget proposed. Allowing them to compare their expenses on the daily, weekly, monthly and yearly basis.

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

They should provide their proper profile data to make use of data by the creator or owner of the application. They should enter their proper expenses spend in the application with viable data. Receive mails when their expenses exceeds their budget.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

They should be aware of their expenses spend and should maintain the rough notes of their expenses. The success of this application depends on the following the final insights of the application.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: There is no proper visualisation of data to analyse and lack of security.

After: Proper visualisation technique providing the best feature with low cost.