

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div><ul style="list-style-type: none">EmployeesSchool & College StudentsBudgetting customers</div>	<div>6. CUSTOMER</div> <div><ul style="list-style-type: none">Data SecurityBeliefAffordable costAccessing Application.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div><ul style="list-style-type: none">Making records in diary or in Excel sheet</div> <div>Pros : Make daily notes which helps to meet the planned budget.</div> <div>Cons : sometimes may be inconvenient or failed to track the records. Takes a lot of time.</div>				
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div><ul style="list-style-type: none">To keep a track of money lent or borrowedTo keep track of daily transactionsAlert when a threshold limit is reached</div>	<div>9. PROBLEM ROOT CAUSE</div> <div><ul style="list-style-type: none">Limitless SpendingUnfamiliar about the financesProcrastinationDifficult to maintain a note of daily spendings.</div>	<div>7. BEHAVIOUR</div> <div><ul style="list-style-type: none">Make a regular note on daily expenses.Completely reduce spendings or spend all the savings.Use online tools to interpret monthly expense patterns.</div>				
Identify strong TR & EM	<div>3. TRIGGERS</div> <div><ul style="list-style-type: none">Excessive ExpenditureLack of money in case of emergency.</div> <div>4. EMOTIONS:</div> <table><tr><td>BEFORE</td><td>AFTER</td></tr><tr><td><ul style="list-style-type: none">AnxiousConfusedFear</td><td><ul style="list-style-type: none">ConfidentComposedCalm</td></tr></table>	BEFORE	AFTER	<ul style="list-style-type: none">AnxiousConfusedFear	<ul style="list-style-type: none">ConfidentComposedCalm	<div>10. YOUR SOLUTION</div> <div>Repeating an application to manage the expenses of an individual in an efficient and manageable manner, as compared to traditional methods</div>	<div>8.CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE</div> <div>Maintain Excel Sheets and use respective tools</div> <div>8.2 OFFLINE</div> <div>Maintain an Expense Notes</div>
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