Identify strong TR

Qο

differentiate

1. CUSTOMER SEGMENT(S)

CS

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

Customers use different methods to track their income and expense by using paper and pen, spreadsheets and budgeting apps

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available

This constaints that the customer face while hsing this applicatin is used in a low cost and easy way.

5. AVAILABLE SOLUTIONS



Which solutions are available to the customers when they face the

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

The solution which we have proposed are if the expense exceeded than specified limit, the application will show you an alert message

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.

Customers can able to track their income and expenses easily

9. PROBLEM ROOT CAUSE



What is the real reason that this problem exists? What is the back story behind the need to do this job?

i.e. $\dot{\text{c}}$ ustomers have to do it because of the change in regulations.

Due to unawareness there is no right on software so that the customer finds hard to track their expense

7. BEHAVIOUR



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)

They can able to make decision whether they can avoid some unwanted expenses.

3. TRIGGERS



Some of the triggers are advertised in the television for the information of the experts.

10. YOUR SOLUTION

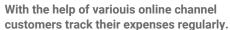


4. EMOTIONS: BEFORE / AFTER



With traditional tracker system customers fid difficult to track their expenses but after using personal expense they their expense easily

8.1 ONLINE



8. CHANNELS of BEHAVIOUR

8.2 OFFLINE

Personal Expense Tracker Application enables customers to reduce spending their expenses for unwanted things



This application tracks your every expenses

anywhere and anytime without using the paper

work. Just click and enter your expenditure. To

avoid data loss, quick settlements and reduce