

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Customers use different methods to track their income and expense by using paper and pen, spreadsheets and budgeting apps</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>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.</div><div>This constaints that the customer face while hsing this applicatin is used in a low cost and easy way.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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 notetaking</div><div>The solution which we have proposed are if the expense exceeded than specified limit, the application will show you an alert message</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Customers can able to track their income and expenses easily</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>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.</div><div>Due to unawareness there is no right on software so that the customer finds hard to track their expense</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>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)</div><div>They can able to make decision whether they can avoid some unwanted expenses.</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div></div><div>Some of the triggers are advertised in the television for the information of the experts.</div></div>	<div>10. YOUR SOLUTION<div></div><div>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 human error.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div></div><div>8.1 ONLINE With the help of variouis online channel customers track their expenses regularly.</div><div>8.2 OFFLINE Personal Expense Tracker Application enables customers to reduce spending their expenses for unwanted things</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div></div><div>With traditional tracker system customers fid difficult to track their expenses but after using personal expense they their expense easily</div></div>			