

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Common people earning and managing their life financially. People owing or running a business.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>High security to credentials not Available. No good customer support and real-time tracking of un-tracked expenses. No graphical representation of expenses.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Best tracking of expenses but manual entry for the expenses is needed. Less security to entered credentials and low- performance. No good customer support and user-interface.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div><ul style="list-style-type: none">No real-time tracking of expensesLess security and customer supportNo graphical representation of expensesReal-time notification for un-tracked</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div><ul style="list-style-type: none">Not linking financial accounts to the application due to security reasonsLess focus on user-interface and customer support teamReal-time tracking is difficult for physical mode of payment</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><ul style="list-style-type: none">Most often these issues occurMediately occurring issueIssue is not a game-changerHighly occurring issue for all customers</div>	
Focus on J&P, tap into BE, understand RC				

Identify strong T & E M	<div>3. TRIGGERS<div>TR</div></div> <div>Want a healthier and a stable financial life? Then why not to use a Personal Expense Tracker!</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>A complete application that uses major details of the user that is related to the financial life with high security and real- time tracking of expenses done by the user. To provide a visual representation of expense and notify user for un-tracked expenses with good customer support.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE<ul style="list-style-type: none">Less security and customer supportReal-time notification for un-tracked expenses is not available</div> <div>8.2 OFFLINE<ul style="list-style-type: none">No real-time tracking of expensesNo graphical representation of expenses</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTE<div>EM</div></div> <div>Stressed time in managing expenses. Easy and efficient method to tackle and manage important expenses with at most security</div>			