

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Students
House wife
Employees
Retailers
Business man

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 devices.

Internet Dependence
Reduced Speed
Internet reliance
Security
Restricted Functionality
Availability
Web Issues
Browser Support

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 notetaking

Customer in past tried a lot of things to manage their expense like sticky notes, spreadsheet and ledger that cause confusion, data inconsistency problems while recording and splitting of expenses All they need is a person to maintain their expense and show their statistics. But all people can ' t afford a separate person to manage their own expenses. So in this modern world they need a app which make their management easier.

Explore AS, differentiate

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.

Customers need to manage their expense
Need to save money
Know their daily/ weekly/ monthly/ yearly expense
Tracking and visualization of income and expense
Alert when epense exceeds the limit

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.

People dont check their spending and create a budget, theyl have no control whatsoever on money. Instead, money control them, and theyl either have perpetual lack of funds or will end up steeped in debt.
So many people don ' t have great financial management skills, they willl not know how to categorize your expenses.
When they don ' t keep a watch on your spending, there will be short of money, always. This will stress them out.
People are spending money frivolously, they not have money to set financial goals.

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)

Customers is given instant access to online chat features with knowledgeable staff members
Customers is given option to email the application support team with questions or concerns and make sure the response time is fast
Give customers the option of using the phone and talking to a live operator because some consumers are averse to or unfamiliar with virtual communication forms.

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.
Customers are triggered when they see their expense is higher than their income.
When they came to know about more productive and efficient way to manage their expense.
When they want to save the money

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:
Feel like spendthrift
Spending money on unwanted things
Incapable to manage money
Not saving for future

After:
Feel like thrifty
Capable to manage money
Saving for future plans
Using income on important works

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.

This application help the users to add their expenses so they can get an analysis of their expenditure in graphical form. They have option to set the limit of amount to be used for a particular month and if the limit exceed the user will be notified with alert message.

8.CHANNELS of BEHAVIOUR

CH

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

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

Online:
Social Media Marketing
Google Advertisement
Youtube Advertisement

Offline:
Newspaper
Radio
Existing Customer Recommendation

Identify strong TR & EM