

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

CS

- a worker
- a trader
- a normal user who wants to save expenses

6. CUSTOMER CONSTRAINTS

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.

Users needs to update the expenses manually right after spending or it will be hard to remember the expense

CC

5. AVAILABLE SOLUTIONS

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

- The users would have tried to keep track of their expenses with traditional method with pen/paper or by collecting expenditure bills.
- This is very difficult as it needs constant human monitoring

AS

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Tracking Expenses
- Making Transactions
- Security
- Alert Users with notifications
- Reminders

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. customers have to do it because of the change in regulations.

- to track all expenses
- manage spending money
- because of progress reports
- can escape from financial burden.

RC

7. BEHAVIOUR

What does your customer do to address the problem and 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)

- User records daily expenses manually.
- Searching ways to manage their expenses in internet.
- setting reminders to control expenses.

BE

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

	<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Users would feel to triggered to act when they have to pay dues ,bills, purchase needs etc.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>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.</p> <p>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.</p> <p>Our application helps the user to track their expenses and gives a way to find where they are spending which leads to manage their financial progress. The users need to give expenditure bills that allows the users to track their weekly and daily reports. To ensure that the user constant update in bills ,Our applications enables the alerts messages or reminders to users to add expenditure bills</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7</p> <p><b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Online Channels:</p> <ul style="list-style-type: none"> <li>-Learn ways to manage financial expenses from blogs and articles.</li> <li>-Make payments online</li> <li>-Analyze spending</li> <li>-Set financial goals</li> </ul> <p>Offline Channels</p> <ul style="list-style-type: none"> <li>-setting reminders</li> <li>-Track expenses traditionally</li> </ul>	<p>Identify song TR &amp; EM</p>
	<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control – use it in your communication strategy &amp; design.</p> <p>Users feel less in control and they don’t know about where they spend their money and cant track their expense progress</p>			