DefineCS,fitintoCC

1.CUSTOMERSEGMENT(S) `CS`

Whoisyourcustomer?

-People who felt ease for tracking expense

6.CUSTOMERCONSTRAINT `CC`

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices.

-Insufficient report visibility
-Expense policy management and enforcement

5.AVAILABLESOLUTIONS `AS`

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave ?i.e.penandpaperisanalternativetodigitalnotetaking

-Easy to use mobile app that minimize data entry time
-Solid customization

ExploreAS,differentiate

Focus onJ&P,tapintoBE,understandRC

2.JOBS-TO-BE-DONE/PROBLEMS `J&P`

Whichjobs-to-be-done(orproblems)

-Stick to their monthly expense
-Know about save and spend

9.PROBLEMROOTCAUSE `RC`

What is the real reason that this problem exists?

-Customer need to do it to avoid unexpected expense and wastage of money

7.BEHAVIOUR `BE`

Whatdoesyourcustomerdotoaddresstheproblemandget thejobdone? usage and benefits;

-Save the time of customer
-Create balanced budget

Focus onJ&P,tapintoBE,understandRC

IdentifystrongTR&EM

3.TRIGGERS `TR`

Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,r eadingaboutamoreefficientsolutioninthenews.

-Face monthly crisis
-Aware about daily expense

4.EMOTIONS:BEFORE/AFTER `EM`

Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards? i.e.lost,insecure>confident,incontrol-useitinyourcommunicationstrategy&design.

-People no need to worry about misplaced receipts and paper traits

10.YOURSOLUTION `SL`

Ifyouareworkingonanexistingbusiness,writedownyourcurrentsolutionfirst,fillinthecanvas, andcheckhowmuchitfitsreality.
Ifyouareworkingonanewbusinessproposition,thenkeepitblankuntilyoufillinthe canvas and come up with a solution that fits within customer limitations,solvesaproblemandmatchescustomerbehaviour.

-Provide better tracking applications that enable administrations to set expense policies
-Enable detailed drill-down reports across a broad range of matrix for real time analysis

8. CHANNELSofBEHAVIOUR `CH`

8.1 ONLINE
Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7

-Use cloud based software
-Use personal tracking app

8.2 OFFLINE
Whatkindofactionsdocustomerstakeoffline?Extractofflinechannelsfrom#7andus ethemforcustomerdevelopment.

-Marketing actions like traditional marketing that do not involves

Extractonline&offlineCHofBE