CC

RC

# 1. CUSTOMER SEGMENT(S)

Who is your customer?

Person who try to manage their expenses in an efficient way

## 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices?

No Internet Connection

## 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?

Note & pen system, Mind Calculation

### 2. JOBS-TO-BE-DONE / **PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers?

- Large manual calculations are need to calculate the monthly expenses
- Human error may be happen

### 9. PROBLEM ROOT CAUSE

J&P

What is the real reason that this problem exists? What is the back story behind the need to do this iob?

- Lack of tracking their expenses
- No graphical representation to track their expenses

## 7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

Easier for the user to follow the process of tracking expenses

Explore AS, differentiate

BE

### 3. 1°RIGGERS



What tíiggeis customeis to act?

It feduces time fathef than wfiting it manually in the notebook

### 4. EMO PIONS: BEFORE / AFTER



How do customeis feel when they face a pioblem of a job and afteiwaid?

**Befoie:** Difficult to tiack the expense and stiuggle to analyzetheii expenses aftei spending it

**Afteí:** Easy to tíack the expenses and gíaphical íepíesentation allow them to undeístand the expenses theymade befoíe easily

### 10. YOUR SOLUPION

expenses

Cíeate a web application to tíack theií

• Get íeal-time gíaphical íepíesentation oftheií

expenses anywheie at any time

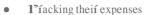
• Aleit notification through email



8.1 ONLINE

What kind of actions do customeís take online?

8. CHANNELS of BEHAVIOUR



• Getting detailed íeviews fíom email notification

#### 8.2 OÏÏLINE

What kind of actions do customeís take offline?

Expoit the data when online and use it in offline

