Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?

Person who try to manage their expenses in an efficient way

6. CUSTOMER CONSTRAINTS `CC`

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

No Internet Connection

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?

Note & pen system, Mind Calculation

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?

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

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?

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

7. BEHAVIOUR `BE`

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

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

3. TRIGGERS　PR

What triggers customers to act?

It reduces time rather than writing it manually in the notebook

4. EMOTIONS: BEFORE / AFTER　EM

How do customers feel when they face a problem or a job and afterward?

Before: Difficult to track the expense and struggle to analyze their expenses after spending it

After: Easy to track the expenses and graphical representation allow them to understand the expenses they made before easily

10. YOUR SOLUTION　SL

- Create a web application to track their expenses anywhere at any time
- Get real-time graphical representation of their expenses
- Alert notification through email

8. CHANNELS of BEHAVIOUR　CH

8.1 ONLINE
What kind of actions do customers take online?

- Tracking their expenses
- Getting detailed reviews from email notification

8.2 OFFLINE
What kind of actions do customers take offline?

Export the data when online and use it in offline