

Define CS, fit into CC	<div><div>1.CUSTOMER SEGMENT</div><div>People who earn and spending money want to manage their expenses.</div><div>CS</div></div>	<div><div>6.CUSTOMER CONSTRAINTS</div><div>An expense tracker is an app that help you to keep accurate record of your income and expenses.</div><div></div></div>	<div><div>5.AVAILABLE SOLUTIONS</div><div>This project is being developed on web application. The application is capable of keeping track of expenditure with good UI.</div><div></div></div>	Explore AS, differentiate
Focus on J&P, tap into BE.	<div><div>2.JOBS-TO-BE-DONE/ PROBLEM</div><div>Due to manual error in the expense calculation process and lack of expense history maintain. Therefore, this app was developed with history and automatic day, week, month, year calculation and bank budget. It also provide an optional of setting financial goal, budget strategy.</div><div></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>If we use a money manage app, we will be aware when and why we are spending money and how much we spend.</div><div></div></div>	<div><div>7.BEHAVIOUR</div><div>BE</div><div>Customer tries to keep track of their expense on memory or may have them noted down in paper. This app make it very easy and really simple to estimate their needs</div><div></div></div>	Focus on J&P, tap into BE.

<div><div>3. TRIGGERS</div><div>When the customer want to save money but cannot save due to spending, engaging in online activities like gaming, and when he spend too much and exceed the budget limit.</div><div>TR</div></div>	<div><div>10. YOUR SOLUTION</div><div>This app is capable of keeping track of expenses with user friendly interface and it will not help you in budgeting and accounting but also give you helpful insight about money management.</div><div>SL</div></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>8.1ONLINE</div><div>The user will be able to add a new bank account and new expenses which will reflect in server. He can also edit his profile</div><div>CH</div></div>
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<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before : The user thought they couldn't keep their budget consistently and they made some manual error in expense calculation</div> <div>After : using this app, they felt regularly tracking expenses would help them to keep track of their money</div>		<div>8.2 OFFLINE</div> <div>Most convenient and cost free. The user will be able to view all his past expenses and analytics</div>
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