

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div><ul style="list-style-type: none"><li>• People above the age of 16 who earn or spend money</li><li>• Customers who find it difficult to keep track of their expenses.</li><li>• Customers who want to wisely handle their savings and money</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><ul style="list-style-type: none"><li>• All data should be entered manually by the user.</li><li>• Privacy and security</li><li>• Network issues</li><li>• Not compatible in all devices</li><li>• Not enough balance due to lavish spending</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><ul style="list-style-type: none"><li>• Excel sheet</li><li>• Expense diary</li><li>• Expense tracker app with minimal features. It has less security features and no customer-support.</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div><ul style="list-style-type: none"><li>• To keep track of daily expenses.</li><li>• Alert when a threshold limit is reached</li><li>• Categorizing expenses to have a good visualization of it.</li><li>• Difficult to track monthly expenses manually.</li><li>• Remembering of expenses is difficult</li></ul></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div><ul style="list-style-type: none"><li>• Due to many platforms which uses online payment, expenses are more and untracked</li><li>• Reckless spending</li><li>• Forgetting payments</li><li>• Linking of financial account to the application</li></ul></div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><ul style="list-style-type: none"><li>• Have a proper record of all the expenses.</li><li>• Set up monthly limit in the expenses.</li><li>• Would prefer a graphical representation of their daily, monthly and yearly expenses.</li><li>• Start saving money and reduce unwanted expenses.</li></ul></div>	
<div>3. TRIGGERS</div> <div><ul style="list-style-type: none"><li>• Reduces time and manual effort</li><li>• Insufficient money during emergency</li><li>• Excessive spending</li><li>• Saving money effectively</li></ul></div> <div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before</div> <div><ul style="list-style-type: none"><li>• Confused</li><li>• Frustrated</li><li>• Stressed</li></ul></div> <div>After</div> <div><ul style="list-style-type: none"><li>• Customers get clarity on the expenses</li><li>• Confident</li></ul></div>	<div>10. YOUR SOLUTION</div> <div><ul style="list-style-type: none"><li>• A personal expense tracker application to handle and keep track of the monthly income and daily/monthly/yearly expenses.</li><li>• Alerting the user when expenses exceed a particular limit</li><li>• Providing a graphical view with proper categorization of the spent amount.</li><li>• An application with good security and real-time tracking of expenses.</li></ul></div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>8.1 ONLINE</div> <div><ul style="list-style-type: none"><li>• The application comes with a lot of advertisements which can be irritating to the customers.</li><li>• Stealing of private data can be easy in online</li><li>• Data can be stored in cloud which can be secure</li><li>• Accurate graphical representation</li><li>• Untracked expenses if not manually updated</li></ul></div> <div>8.2 OFFLINE</div> <div><ul style="list-style-type: none"><li>• No real time tracking</li><li>• Backup cannot be guaranteed</li><li>• Difficult In visualization of the amount spent</li></ul></div>	Identify strong TR & EM	

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