

1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none">• <i>Person who are above 18 years age</i>• <i>Working individual</i>	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">• <i>Smartphone to access the application</i>• <i>Data privacy</i>• <i>Internet Access</i>• <i>Trust</i>• <i>Cost of existing application</i>	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none">• <i>Expense Diary or Excel Sheet</i>• <i>Application with less security and no customer support</i>
2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none">• <i>Manual entry of daily expenses</i>• <i>To keep track money spend</i>• <i>To keep track on expenditure</i>• <i>Notification when the budget limit is exceeds</i>	9. PROBLEM ROOT CAUSE. <ul style="list-style-type: none">• <i>Maintain record of daily expenditure</i>• <i>Reckless spending of money</i>	7. BEHAVIOUR <ul style="list-style-type: none">• <i>Reduces expenses</i>• <i>Promotes savings</i>• <i>Make note of daily expenses</i>

<p>3. TRIGGERS</p> <ul style="list-style-type: none"> • <i>No money in case of emergency</i> • <i>Excessive spending</i> 	<p>10. YOUR SOLUTION</p> <p><i>Create an application to manage and maintains records of expenses and salary of an individual in an efficient and manageable manner compared to traditional way.</i></p>	<p>8.CHANNELS of BEHAVIOUR</p> <p>8.1.Online</p> <ul style="list-style-type: none"> • <i>Maintains Graphs and Charts</i> <p>8.2.Offline</p> <ul style="list-style-type: none"> • <i>Records on a note</i> • <i>Expense Diary</i>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Before: <i>Fear</i> <i>Confusion</i></p> <p>After: <i>Confident</i> <i>Calm and composed</i></p>		