

<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer?</p> <p>Person who try to manage their expenses in an efficient way</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>What constraints prevent your customers from taking action or limit their choices?</p> <p>No Internet Connection</p>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>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 &amp; cons do these solutions have?</p> <p>Note &amp; pen system, Mind Calculation</p>
<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers?</p> <ul style="list-style-type: none"> <li>Large manual calculations are need to calculate the monthly expenses</li> <li>Human error may be happen</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <ul style="list-style-type: none"> <li>Lack of tracking their expenses</li> <li>No graphical representation to track their expenses</li> </ul>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>What does your customer do to address the problem and get the job done?</p> <p>Easier for the user to follow the process of tracking expenses</p>